

MISSION STATEMENT

The IMPACT 94503 Group was formed in January 2006 by residents and business owners that believed we needed to become more involved in the civic affairs of the City of American Canyon, in order to achieve the community's full potential.

The primary mission of the group is fourfold:

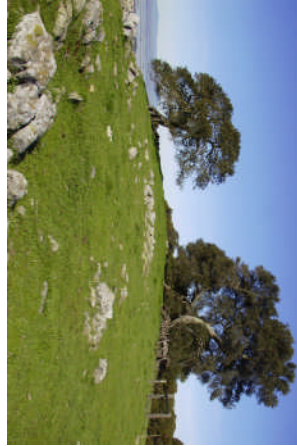
- Insist upon the highest professional and ethical conduct from our elected and appointed officials, as well as from our citizens;
- Actively participate in the process of setting community priorities and making sure they are accomplished;
- Raise the political sophistication of our elected citizens, by educating and informing them on matters affecting life in American Canyon. Establish a public forum in which local and regional issues may be studied, discussed and advocated; and
- Capitalize on the City's growing political, geographic and economic significance in the Napa Valley and throughout the North Bay area.

The group adopted the name "IMPACT 94503" because it is our intent to make a positive *impact* on the 94503 zip code area; that is, the City of American Canyon.

Join IMPACT 94503 Today!

Annual dues are \$120/year for full membership (voting rights), or \$25/year for Associate Membership. Senior discount is \$10/year; Non-residents are \$75/year. To join, click on our website: www.impact94503.info and go to "Join Us."

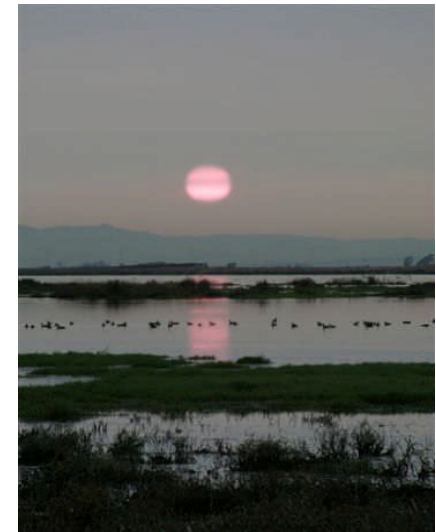
For more information, please see our website: www.impact94503.info



IMPACT 94503
215 Gisela Drive
American Canyon, CA 94503

THE IMPACT 94503 GROUP

American Canyon, CA



*Positive Change through Community
Service and Civic Action*

Support the IMPACT 94503 Agenda!

Ethics in Public Life

Anyone who pursues a public life should also pursue a code of professional conduct. Ethical standards must focus as much on behavior to be *encouraged* as they do on behavior to be *discouraged*. And any code of conduct must include an effective means of enforcing those standards.

IMPACT 94503's Guiding Principles offers a starting point in preparing a code of professional conduct.

Open Government

We support not only a government that is transparent, but one that is *interactive*: a government that actively seeks out public dialogue and integrates that input into policy decisions.

Opinion surveys, public meetings *before* projects are finalized, and town hall gatherings are all ways to improve two-way communication.

We also need to use the Internet to enhance the distribution of public information and allow busy residents to conduct more business online.



Building Community

Given the growth in American Canyon, the focus on community is just as important now as it was when we first incorporated. The City needs to support community events that bring people together and give us a sense of place.

Block Parties and Neighborhood Watch Groups should be encouraged and supported. We need more events and activities on *both* sides of Highway 29.

We also need to celebrate the diversity of our community, and recognize that through such diversity, we broaden our perspectives, and enhance the quality of leadership and decision-making.

Build the Town Center!

This will be the heart of the community. It should be a pedestrian-oriented mixed use downtown for all of us. It should be the meeting place for residents and visitors alike, with retail, residential, office and civic uses integrated into a self-sustaining and vibrant focal point, using as much of the old ruins as possible.

American Canyon's "Foreign Policy"

We need to build on the efforts to forge a better relationship with the County, by electing leaders to both the City Council and the Board of Supervisors that care about American Canyon and will put the community's needs above their own.

We need to insist on two dedicated seats representing American Canyon on the Napa Valley Unified School District's Board of Trustees.

We also need to work better with State agencies, particularly Caltrans, in order to get our fair share of limited State resources.

A New Economic Development Strategy

With the residential growth of the community, we have developed a strong property and sales tax base. Now we need to capitalize on the 5 million tourists that already visit Napa. We need to use our natural assets of wetlands and open space, our close proximity to the Carneros Wine region, and "green technology" to offer a new Napa experience.

We also need to offer our own brand of hospitality, with home grown food, wine and beverage companies. This would take advantage of current and future businesses in our industrial park, such as Mezzetta Peppers and Wallaby Yogurt.

Update the General Plan

We need to establish a new Vision for American Canyon, one that recognizes our growing influence in the area, the quality of our recent development, our ability to focus on "smart growth," and our ability to become a destination locale in our own right.

We need to recalibrate our infrastructure and facilities requirements based on the new Urban Limit Line.

We need to provide specific guidance on the last three major undeveloped areas: the Town Center; the Oat Hill/Grove area; and the Industrial land north of Green Island Road. The focus should be on a combination of "smart growth" principles and high standards of design.

Revise our Facilities Master Plan

We need to build and operate a Senior Center, to make good on the promise to our seniors. We need to find a new and larger home for our library, and to renegotiate with the County for more operating hours. We need to build community facilities on our east side.

The Town Center should also be the ultimate location of our City Hall and civic facilities.

Address our Water Issues

Acquiring more water supply is critical, but we can also pursue water conservation programs beyond toilet retrofits and low-flow faucets. Consider a landscaping retrofit program—studies suggest that half of the residential water used is for landscaping. Work with our major commercial water users to identify effective ways to better manage their demand.

Deal with Traffic

Last, but hardly least, we need to recognize that building parallel roads to Highway 29 will help, but will not solve, our long-term traffic problem. Widening Highway 29 needs to be part of the solution.

Finding new funding sources is also essential. Perhaps it could be a new sales tax, or an increase to the Hotel Tax/TOT, or even debt financing for specific projects.

In the meanwhile, we need to work with our major employers to re-tool their operations and thereby shift the traffic patterns away from commute hours.

Likewise, more workforce housing would reduce the impact of commuters who work here but live elsewhere.