



City Council Priorities, Goals and Strategies

FISCAL YEARS 2016-2018

OCTOBER 18, 2016 QUARTERLY UPDATE

The City Council is committed to providing high quality services for the entire Emeryville community. The City Council listed the following as major accomplishments and key trends.

TABLE OF CONTENTS

Public Safety	2
Objective 1: Expand Funding and Resources	2
Objective 2: Establish Neighborhood Councils and a Neighborhood Watch	2
Objective 3: Additional Emergency Preparedness Resources	3
Infrastructure / Environment	3
Objective 1: Safety and Health are a Priority	3
Objective 2: Completion of the Capital Improvements Program	5
Objective 3: Connect-ability	7
Community Development	8
Objective 1: Create and Protect Affordable Housing	8
Objective 2: Housing for the Homeless	9
Economic Development	9
Objective 1: Establish Community Benefits & Criteria	9
Objective 2: Address the Sharing Economy	10
Community Services	11
Objective 1: Develop and Expand Funding Sources	11
Objective 2: Maintain and Expand City Parks	12
Support Services	12
Objective 1: Invest in Professional Staff Development	12

PUBLIC SAFETY

I. GOAL: Improve overall community safety and emergency preparedness.

Objective 1: Expand Funding and Resources

- a) Increase the number of police officers in Emeryville.

City Council approved funding for 3 additional positions in FY 16/17. Recruitment is in progress.

- b) Establish a Community Police Officer.

A Federal COPS application was submitted for \$250,000 to partially fund two positions.

- c) Hire bicycle patrol officers.

Positions will be filled when recruitment and training is completed with new hires. The time frame from recruitment to completed training is approximately seven months for a lateral hire and ten months for a police trainee.

Objective 2: Establish Neighborhood Councils and a Neighborhood Watch

- a) Work with the Community Development Department to create how-to guidelines on establishing and implementing a Neighborhood Council.

See Neighborhood Partnership Program, below.

- b) Partner with neighborhoods to establish Neighborhood Watch.

The Neighborhood Partnership Program was revived this year, dividing the City into eight sectors to represent neighborhoods. The Sergeants have been delegated responsibility for each neighborhood to address safety concerns and quality of life issues. Several neighborhoods have met with their respective sergeants. As part of this process, residents can access information and support to initiate a Neighborhood Watch group. A link to resources for Neighborhood Watch is being created on the website.

Objective 3: Additional Emergency Preparedness Resources

- a) Work with Alameda County Fire Department, Emeryville Police Department, and the American Red Cross to continue to provide information and training to staff and citizens.

City Council approved funding in FY16/17 to engage the services of an Emergency Preparedness consultant to conduct a gap analysis of resources, planning and training. The consultant is expected to be identified in October, with a turnaround timeframe of two months. The resulting roadmap will guide City staff in updating the Emergency Operations Plan to address the complexity of our infrastructure as we prepare and respond to emergencies and disasters.

INFRASTRUCTURE / ENVIRONMENT

II. GOAL: Provide a high quality level of living and safe environment for our community.

Objective 1: Safety and Health are a Priority

- a) Climate Action Plan

An updated and expanded Climate Action Plan 2.0 has been developed with public input, and will be presented to Council for adoption in November 2016. The new Climate Action Plan is in compliance with the Global Covenant of Mayors (of which the formerly-named U.S. Compact of Mayors is a part), and it incorporates rapidly-evolving technology to enable Emeryville to meet the state's aggressive new greenhouse gas mitigation targets for 2030 and 2050.

The Climate Action Plan 2.0 contains 17 mitigation goals and five adaptation goals, with 99 mitigation initiatives, 38 adaptation initiatives, and five long-term strategies for carbon neutrality. Several of these initiatives are already in progress, including the development of a climate-resilient street tree list, websites for sustainability and emergency planning, and a draft environmentally preferable purchasing policy.

The plan has already been recognized as a “Best Practice” by the California Governor’s Office of Planning and Research, and is being disseminated statewide, along with several other sustainability programs developed in Emeryville, in its “Best Practices Pilot Program.” Emeryville’s sustainability efforts also led to a Gold Level Beacon Spotlight Award this year for Best Practice Activities from the Institute for Local Government.

b) Sea Level Rise Protection

The City’s Environmental Programs, Human Resources, and Planning staff have been working with regional partners on sea level rise issues, including data collection and analysis, mitigation strategies, adaptation programs, and community resilience. Regional efforts are beginning to coalesce under the direction of the Bay Area Regional Collaborative (BARC), a joint project of the Bay Conservation and Development Commission (BCDC), the Association of Bay Area Governments (ABAG), the Bay Area Air Quality Management District (BAAQMD), and the Metropolitan Transportation Commission (MTC), and City staff are participating in those efforts.

In addition, StopWaste has funded a consultant to work with City staff to develop an Emeryville Climate Hazard Analysis, which has been incorporated into the Climate Action Plan 2.0.

c) Homeless Impact on Public Spaces

Anti-Camping Ordinance -City staff will continue to monitor ongoing litigation in other jurisdictions as it relates to anti-camping.

The City Attorney’s Office is providing legal support and advice to Economic Development and Housing staff.

Objective 2: Completion of the Capital Improvements Program

a) South Bayfront Bridge

The update to the plans and specifications of the bridge design that was prepared in 2010 is currently underway by the City's consultant Biggs Cardosa and Associates. The update includes structural changes, new stormwater treatment requirements, and Bay-friendly landscape measures. Staff anticipates the first draft of the updated plans will be ready for review by the Building Department on October 7, 2016.

Discussions are underway with the Union Pacific Railroad (UPRR), which approved the structural design of the bridge in December 2016. UPRR is now reviewing the City's approach to constructing the bridge and its impacts to their operations. To date, the conversations have progressed in a positive manner but the response from their management has been slow. The City is now waiting for a letter of concurrence from the UPRR that will accompany the permit application to the California Public Utilities Commission (CPUC). The CPUC approval can take about four months once the letter of concurrence is provided by UPRR.

Discussions are also underway with Property Managers at Bay Street, Novartis, and Grifols. Temporary construction easements are needed with these property owners and must be defined as part of the project bid documents.

Over the next few months, staff plans to move forward with a process to pre-qualify contractors to submit proposals for project construction, as well as procuring archeological agreements to provide field support. A construction management firm is needed to provide project construction oversight. Upon receiving UPRR approvals, it is anticipated the City could advertise project bids in early summer 2017.

b) Better Lighting in Public Spaces

The adopted CIP includes \$1.25M in funding for the replacement of the streetlights on Powell Street, west of Frontage Road. The design work on this project is scheduled to be underway in the winter 2016/17.

c) Transit Center

The site's remediation was completed in 2016. The City is seeking an extension to retain the \$4.2 million in State funding for the Transit Center and continues reporting on federal funds to be used for the plaza adjacent to the Center. The building permit is currently being processed with construction expected to begin in Fall 2016. The Building Division conducted a plan review, including stormwater treatment, site access, and structural review of the connection from the building to the existing bridge. At the request of the Public Works Director, because the project involves federal funding, the Building Division also performed a review of the project for compliance with the Uniform Federal Accessibility Standards (UFAS).

d) Cultural Arts Center

Staff continues to explore organizational models for operation of a cultural arts center and continues to seek for funding for design and construction. In 2016, the City adopted its current Capital Improvement Program, allocating \$200,000 in General Plan Maintenance Funds for the commission of a feasibility plan inclusive of determining realistic goals with the \$11 million in available funding for construction. This study is expected to be commissioned and completed in 2017.

e) Annual Celebration of the Arts Exhibit

In 2016, the Celebration of the Arts will celebrate its 30th Anniversary. This celebration is made possible in part by the contribution of \$40,000 in Art in Public Places funding from the City. Securing a site for the show remains a top priority for the Celebration of the Arts board, with great effort to secure a temporary location being expended in 2016.

f) Public Use Theatre

The inclusion of a public-use theater remains a consideration to be studied for the Cultural Arts Center next year.

g) Multi-Use Space

The inclusion of a multi-use space is being considered for study for the Cultural Arts Center next year. Additionally in 2016, the Emeryville Center of Community Life opened with a multi-use room that is available for public rental.

Objective 3: Connect-ability

a) Bicycle/Pedestrian Friendly Infrastructure

Emeryville applied for re-certification as a Bicycle Friendly Community this year, and not only was re-certified, but was upgraded from Silver to Gold level. A new two-way cycle track, with a dedicated bicycle turn signal, opened on Christie Avenue as part of the Bay Trail, and Safe Routes to School projects are nearing completion, with enhancements for both pedestrian and cyclist safety. Bike lockers funded by the City and by a City-obtained grant are set for installation at both Amtrak and ECCL soon.

Projects underway now include the experimental traffic calming project for Horton Street, which is expected to begin construction in 2016, the extension of the Greenway from Powell to Stanford, set for construction in 2017, and the much-anticipated South Bayfront Bridge.

Additionally, in response to a grant-funded study, we have applied for an Alternative Transportation Program grant to improve safety at the 65th, 66th, and 67th Street Greenway crossings. Data shows that more than 1,000 cyclists and pedestrians use the Greenway on a daily basis, and with Berkeley improving their connection to the north, that number is expected to increase. Improved safety at the crossings will help keep Emeryville a destination for biking and walking.

Most recently, Public Works staff collaborated with CalTrans and the Bicycle/Pedestrian Advisory Committee (BPAC) to address the community's desire for safety improvements at the Powell Street off-ramp from I-80.

The regional Bike Share program, now called Ford GoBike, is set to roll out in early 2017. Planning staff are processing permits now, collaboration with neighboring cities and with the MTC is ongoing, and further outreach to the community is being planned. Developers and owners throughout Emeryville are inquiring about adding stations to the network at their cost, and new developments are being required to offer stations and/or memberships as part of their Conditions of Approval.

b) Creation of a Micro Grid

The Marketplace Redevelopment Project, currently under construction, and the Sherwin Williams Development Project, currently going through the planning entitlement process, will both add new City streets in furtherance of the General Plan goal for an expanded street grid (Goal UD-G-7).

COMMUNITY DEVELOPMENT

III. GOAL: To create a community with equity and social justice in relationship to housing and workers in our community.

Objective 1: Create and Protect Affordable Housing

a) Increase Affordable Housing.

Staff is working with the developer of 3706 San Pablo to secure all funding, entitlements and permits to begin construction in December 2016 of 87 units of Extremely Low, Very Low and Low Income housing. Staff is working with the developers of the Marketplace development on an agreement to provide 50 units of very low, low and moderate income housing. Staff is working with the developers of Sherwin Williams on an agreement to provide 85 units of very low and low income housing.

b) Protect Tenants' Rights.

Staff provides referrals to fair housing organizations and tenant landlord contractors. Staff is working with the City Attorney to draft an Eviction and Harassment Protection Ordinance for a public hearing in the fall.

c) Provide Higher Density Housing with High Livability.

Over 1,000 residential units of high density family-friendly development that provide recreation, open space and other amenities for its residents are currently in the development "pipeline". (Nady site, Marketplace Project, Sherwin Williams)

Objective 2: Housing for the Homeless

a) Create a Program to House the Un-housed in Our Community.

Staff continues to participate in EveryOne Home, the Alameda County Homeless Continuum of Care organization. Staff is reviewing sites for the feasibility of a possible development to house the homeless populations.

b) Put in Place Worker Protections and Policies for Equity.

Staff continues to enforce compliance with the City's Minimum Wage and Paid Sick Leave ordinances. Staff researched employee scheduling practices in Emeryville's retail and restaurant sectors, and developed a set of policy options to improve schedule stability for these workers, which will be considered by the City Council.

ECONOMIC DEVELOPMENT

IV. GOAL: Support and adopt policies to support worker-owned businesses and small businesses.

Objective 1: Establish Community Benefits & Criteria

a) Provide Community-Based New Businesses.

No activity this quarter. Fair Work Week and Minimum Wage Ordinance reviews have taken priority over this item. The upcoming small business joint study session is expected to inform the development of specific means of supporting the attraction and retention of community-based small businesses.

b) Explore Medical Marijuana Facilities.

Staff conducted site visits with Oakland city staff to learn about issues and benefits of medical marijuana facilities. In June 2016, staff attended a cannabis conference in Oakland to learn about the regulatory aspects of allowing medical marijuana within a city. An ordinance allowing medical marijuana is expected to be presented for to the City Council for consideration by end of 2016.

c) Review Minimum Wage Ordinance.

Staff combined outreach to businesses impacted by Minimum Wage and Fair Work Week regulations. A business survey to evaluate the impacts of the minimum wage ordinance is in circulation.

d) Vacancy Assessment Tax Applied to Store Fronts.

No activity this quarter. Fair Work Week and Minimum Wage Ordinance reviews have taken priority over this item.

Objective 2: Address the Sharing Economy

a) Policies on Short-Term Rentals.

The City Council expressed several concerns regarding the impact of short-term rentals on neighbors in the same complex, the removal of units from the housing market, resident safety, and the loss of transient occupancy tax. The Housing Committee recommended requiring hosts to post noise hours and emergency contact information, limit short-term rentals to buildings with only a few units, limit short-term rentals to 90

days per year, and making enforcement complaint-driven and requiring payment of the transient occupancy tax. The City Council held a study session on July 19, 2016 and agreed with the Housing Committee's recommendations. In response to direction from the City Council, staff has surveyed older neighborhoods to see how many properties and buildings have various numbers of units, in preparation for a second study session.

b) Business Tax on Internet Sales.

The City receives a portion of the County-wide pool of sales taxes from online businesses not located in Emeryville. In the first quarter of 2016, the City's share was 2.7%. The percentage varies slightly each quarter. Online stores include Amazon, DMV, Target, Nordstrom, etc.

Emeryville businesses conducting internet-based sales are taxed by the City on their total annual administrative expenses (i.e. payroll, utilities, depreciation and/or rent expenses x .10%). The assumption is that these businesses are operating an administrative office in lieu of a storefront. Business License Taxes are charged in accordance with Emeryville Municipal Code section 3-1.127.

COMMUNITY SERVICES

V. GOAL: Provide activities and programs that contribute to the physical, emotional, educational, and financial well-being of families and people of all ages in our community.

Objective 1: Develop and Expand Funding Sources

a) Create a sliding scale across all departments.

Before and after school programs have a sliding scale for K-8th grade. Emeryville Child Development Center (ECDC) is currently working with a consultant for additional updates.

b) Staff reorganization.

A consultant has been retained to oversee staff at ECDC and the Community Services Department (CSD) to enact best practices for high-quality early care and education at the Center. The consultant will recommend and implement improvements for efficient and effective management of ECDC. This item will return to Council at a future study session.

Objective 2: Maintain and Expand City Parks

a) Expand Christie Avenue Park.

A Final Development Plan for the Christie Avenue Park expansion was approved by the Planning Commission in February 2015. Construction is anticipated to begin in March 2017. Further park expansion will be considered as part of the development of City-owned properties to the south.

b) Maintain existing parks and address safety concerns.

Public Works maintains all existing parks and addresses concerns regarding park maintenance programs. Most recently, capital improvements were made to the play structures at the 61st Street Mini Park and Stanford Avenue Park, and rubber surfacing was performed at Doyle Hollis Park.

SUPPORT SERVICES

VI. GOAL:

Objective 1: Invest in Professional Staff Development

a) Provide continuous staff training.

Human Resources staff provides information to all department heads on a monthly basis regarding trainings that are available through the Liebert, Cassidy, Whitmore Norcal Consortium. Trainings during this quarter through the Consortium included:

- Webinar - Accommodating the Injured or Ill Public Safety Officer
- Webinar - FLSA Compliance & The Flores v. City of San Gabriel Case
- AB1825, Mandatory Sexual Harassment Prevention Training for Supervisors
- Performance Management: Evaluation, Documentation and Discipline
- Supervisory Training - HR is considering development of a Supervisory Training Program for all new supervisors.

As a part of the Employee Wellness Program, Employee Wellness “Lunch and Learns” were held on Bike Theft Prevention and Guided Meditation. Blog posts were added to the HR Blog on “Eating for a Longer Life” and “Mosquitos, Ticks, Spiders, and Bees, Oh My!”

Training on injury and illness prevention for Child Development Center staff continued throughout the quarter. A Wellness Program for the Police Department was initiated. Ergonomic assessments were performed for all new hires.

b) Create a succession plan.

With the retirement of the Assistant to the City Manager, the recruitment of a new Assistant to the City Manager was designed with a pathway to succession into the City Manager position.

The Deputy Public Works Director is also a position designed with a pathway to succession through career development.

c) Provide a career path for part-time staff.

We maintain three 1500-hour positions to allow for career growth and experience for future job opportunities as a Recreation Assistant or Coordinator. All part-time positions in the Child Development Center have converted to full-time positions.

d) High school intern program.

Staff is working with the Assistant to the City Manager and EUSD to create a Mayor's Summer Intern Program.

Records Management Implementation Program

The City Clerk's Office has engaged the services of a records consultant to, among other things, work with City departments to update Retention Schedules to reflect changes in the laws governing records management and within the organization. In June of 2016, Council approved updated Retention Schedules for four City departments. The remaining departments' schedules will be approved by early November. Possession of an approved schedule allows departments to obtain authorization to destroy records which are no longer required, thereby freeing up space for new records.

The Records and Information Management (RIM) Program Policy was also adopted in June 2016. The policy articulates the appropriate requirements, responsibilities and management for City records including email, physical and electronic records.

Upon conclusion of the update to the records retention schedules, Phase 1 of the City-wide RIM program will begin with an evaluation of the City's records and a needs assessment to ensure the City remains compliant with state law.

Code Enforcement / Community Preservation Officer

The Chief Building Official (CBO) participates in education, training and professional development activities as provided by the California Association of Code Enforcement Officers (CACEO). Since 2012, all code enforcement activities previously handled by the former Community Preservation Officer in Economic Development & Housing were transferred to the CBO. This has proven to have a greater impact on the Building Division workload than was originally anticipated. With an increasing emphasis on code

enforcement activities, an additional staff person dedicated to this function is needed.

A new Code Enforcement Officer position has been included in the second year of the FY2016-17/2017-18 budget, pending sufficient revenues being available to fund the position. The Code Enforcement Officer would facilitate abatement of code violations related to the building code, planning regulations, property maintenance codes, and other City regulations and programs. The position may also provide an opportunity for community outreach programs. A Code Enforcement Officer will also allow the City to more vigorously pursue code enforcement activities and quicker clean-up of blighted properties, thereby providing beneficial impacts to the community.

Education and Training: The State of California requires the California Association of Code Enforcement Officers Board of Directors to:

- Develop and maintain standards for the designation of Certified Code Enforcement Officers (CCEO);
- Establish training, qualifications, and experience requirements for applicants to qualify for the CCEO designation; and
- Qualify cities and accredited educational institutions as education program providers requiring all students, participants, or employees who successfully pass the minimum education and certification requirements be granted CCEO status.