



City Council Priorities, Goals and Strategies

FISCAL YEARS 2016-2018

JANUARY 17, 2017 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.

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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 three additional positions in FY 16/17. Recruitment is in progress.

- b) Establish a Community Police Officer.

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

Update: Application was not approved at this time. Application will be reviewed again by COPS Office if additional funds are available from applicants who decline to accept their grant allotment.

- c) Hire bicycle patrol officers.

Positions will be filled when recruitment and training is completed with new hires. The time frame from recruitment to complete 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.

Due to the departure of the Emergency Preparedness Coordinator from ACFD, all fall-scheduled training for City staff was cancelled. A community Emergency Preparedness Fair was held at ECCL on October 21 with representatives from Alameda County Fire, Emeryville PD, PG&E, Red Cross, Bayside Park and Emeryville Vet Hospital participating.

The City of Emeryville contracted with Susan Christensen Consulting to provide a gap analysis of the City's preparedness for a disaster. Project is expected to be complete by the end of the fiscal year.

Staff attended several trainings on establishing a Commodity POD (Point of Distribution for water and food) in the event of a catastrophic event. HR staff met, and is in discussion, with different Emeryville business entities to explore a commodity POD partnership

HR and PD Staff continue to train on the new Mass Notification System – AC Alert. HR staff continues to work on the Local Hazard Mitigation Plan Update.

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 was 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.

Legal Support - The City Attorney's Office is providing 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. The first draft of updated plans was submitted to the City Building Department on October 7, 2016. The initial round of plan check comments have been provided and the Consultant is incorporating the necessary changes.

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. In November, UPRR provided a draft of a Construction and Maintenance Agreement to be approved by the City. This draft agreement is under review by the City Attorney and will be presented to the City Council upon review completion. The City is currently working on the California Public Utilities Commission (CPUC) permit application. The CPUC approval can take about four months if a 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 and award construction contracts in October 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. In October 2016, the City received a 20-month extension from the California Transportation Commission for the \$4.2 million State Transportation Improvement Program (STIP) grant for the Transit Center and continues reporting on federal funds to be used for the plaza adjacent to the Center. The building permit was issued on November 4, 2016, and construction has begun.

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 October 2016 the Celebration of the Arts celebrated its 30th Anniversary. This celebration was made possible in part by the contribution of \$40,000 in Art in Public Places funding from the City. The securing of a permanent site for the show remains a top priority for the Celebration of the Arts board, with 2016 proving no exception in the efforts to secure a temporary location; the “Pelco Building” at 1550 Park Avenue was selected as the 2016 venue at the last minute, after an exhaustive search.

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, approved by the City Council on November 1, 2016, 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 and permits to begin construction in early 2017 of 87 units of Extremely Low Income, Very Low Income and Low Income housing. Staff is working with the developers of the Marketplace on an agreement to provide 50 units of very low, low and moderate income housing, and with the developers of Sherwin Williams on an agreement to provide 85 units of very low and low income housing.

b) Protect Tenants' Rights.

Currently, staff provides referrals to fair housing organizations and tenant landlord contractor. An Eviction and Harassment Protection Ordinance was adopted by the City Council on December 6, 2016; it will take effect on April 1, 2017.

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. The City Council adopted a Fair Workweek Ordinance on November 1, 2016; it will take effect on July 1, 2017. Staff is developing an RFP for consultant services to assist in implementation.

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.

Ordinances providing for Operators Permits and land use regulations for the manufacturing and sale of cannabis products are being developed. The ordinance regarding land use regulations, amending the Planning Regulations, was reviewed by the Planning Commission on December 8, 2016 and they voted to recommend adoption by the City Council, with minor modifications. The two ordinances are anticipated to come before the Council for consideration in early 2017.

c) Review Minimum Wage Ordinance.

Staff presented the annual review of the minimum wage ordinance to the City Council on November 15, 2016, including the results of a business survey conducted for the City by Mills College.

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.

On October 18, 2016, the City Council held a second study session on short-term rentals and gave direction on the preparation of an ordinance. The proposed ordinance is scheduled to be considered by the Planning Commission on January 26, 2017, with first reading by the City Council on March 7, 2017.

b) Business Tax on Internet Sales.

The City receives a portion of the County-wide pool Sales Taxes from businesses with online sales that are not located in Emeryville. The City's share was 2.9% in Q22016. The percentage varies slightly each quarter. Online stores include Amazon, DMV, Costco, Nordstrom, Target, Best Buy, 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.

The before and after school program has a sliding scale for K-8th grade. At ECDC we are currently working with a consultant and hope to have something in place in the near future.

- b) Staff reorganization.

A consultant has been retained to manage ECDC 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 in accordance with State safety standards. Most recently, capital improvements were made to the play structures at the 61st Street Mini Park and Stanford Avenue Park, and rubber surfacing was installed 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 available training: Trainings during this quarter include:

- Basic CPR/First Aid
- Creating Great Workplace Environments
- Forklift Training for Public Works Staff
- Supervisory Training – Preventing Workplace Harassment
- LCW Norcal Consortium Training:
 - Public Sector Employment Law Update
 - Supervisory Skills for the First Line Supervisor
 - Performance Management

As a part of the Employee Wellness Program, Employee Wellness “Lunch and Learns” were held on:

- Benefits of Massage

- Mindfulness and mediation

A Wellness Program was established for ECDC and training on injury and illness prevention was completed this quarter. Wellness Program training for the Police Department continues. HR Blog published an article on “How to Build a Better Sandwich,” and ergonomic assessments were performed for all new hires (ECCL and PW).

It is each department’s responsibility to identify professional conferences and seminars to enhance the enrichment of their employees’ job experience and potential for development.

- b) Create a succession plan.

As opportunities present themselves upon a vacancy or a retirement, Human Resources will work with the department to review the potential for reorganization. In addition, the recruitment process will be used to identify candidates with potential for advancement with some additional professional 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. A career path for part-times staff was provided and 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

All City departments now have Council-approved, updated Records Retention Schedules which reflect changes in the laws governing records management as well as changes within the organization. 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.

Phase 1 of the City-wide Records and Information Management (RIM) program has begun with an evaluation of the City's records and a needs assessment are underway. The RIM Program also lays out the requirements and management plan for all City record types, including email, physical records and electronic records.

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.