



City of Emeryville

CALIFORNIA

MEMORANDUM

DATE: May 17, 2022
TO: Christine Daniel, City Manager
FROM: Sheri Hartz, City Clerk
SUBJECT: Supplemental Report; Item 12.1, Possible Ballot Measures For November 2022; Discussion And Direction On Next Steps

RECOMMENDATION

Staff requests that the City Council provide comment and direction concerning next steps to place a measure or measures on the November 2022 ballot, including whether to undertake another community survey and if so, focusing on what type of measure.

BACKGROUND

This report supplements the report originally published for item 12.1 on the May 17, 2022, agenda. As noted in that report, the Mayor was scheduled to conduct a Town Hall forum on May 9, 2022 to seek feedback from the community about possible revenue measures for the November 2022 ballot. This report provides the comments shared at that forum. The recording of the meeting is posted on the City's website at <https://www.ci.emeryville.ca.us/1428/Emeryville---Join-the-Conversation>.

DISCUSSION

Fifty-three (53) people participated in the Town Hall conducted by the Mayor over Zoom on May 9, 2022. They shared over 80 comments and questions. The Mayor provided live responses to the comments and questions posed during the forum. The comments and questions from participants are shown below, and are organized by theme to assist in the readers' review.

REVENUE MEASURES; REAL PROPERTY TRANSFER TAX MODIFICATION

- To get more revenue, can we shift funds from Measure C, which was passed a couple years ago? Wouldn't this allow for tax to stay the same, but adjust where the funds go to?
- How do we get revenue from the 30,000 people who work in Emeryville? Do we provide higher taxes to employers vs. lower taxes if they employ Emeryville residents?
- What are some of the options you have considered that are equitable about new revenue sources?
- RE: empty storefronts. Developers seem to let the storefronts remain empty. They should be charged for their empty spaces.

- One concern with ballot measures for public funds is that a lot of the funding will end up going to funding police equipment, overtime, etc. How can we know that won't happen this time?
- The real property tax rate: I love the tiering. Is it worth indexing it to something so that the tiers automatically adjust?
- I approve of the tiering of the transfer tax.
- Tiered RTT...yes
- I would like to know how businesses contribute annually to city service costs for the 30,000 additional daytime costs
- Is there a precedent for such a progressive transfer tax and has the city attorney checked on legal issues?
- Tiering is good
- Yes to tiering. And I am wondering if a fourth tier can be added for under 500,000 for the city to continue to place supports for low income folxs.
- 30,000 employees need continuous city services. Can the businesses employing these wonderful employees pay annually?
- If tiering is adopted in Emeryville, then perhaps make it slightly less than the neighboring cities so it doesn't drive away Emeryville interest.
- Why do you never, ever say "tax" and always say "revenue generating measures"?

PUBLIC SAFETY

- There seems to be a lot of mail theft around the city. How is this being addressed?
- Public Safety: what non police services do you have for mental health responses?
- Can you please prioritize safety at the intersection at Powell & Commodore? People are constantly running the stop sign in both directions. Policing and issuing tickets doesn't seem to stop people from running the stop signs at all times of the day.
- Public Safety: I would like more ways to get to know your neighbors which would lead to better neighborhood communication and safety.
- Public safety: Get a chief of police that thinks it should not be legal to block bike lanes.
- Public safety - Can you provide more signage that 41st is one way. People always always driving the wrong direction down the street
- I've been living and working in Emeryville Christie Ave. for more than thirty years. On our street is very dangerous, I myself and my employees were in accidents that other people caused. Because of speeding... is there any way we can get some speed bumps on our street?

ADDRESSING HOMELESSNESS

- Thanks for working with CalTrans and Berkeley to get results on the cleanup.

- Addressing homelessness: Don't put boulders on City owned land to stop people from sleeping there.
- Thank you to [previous speaker] and for your response about mental health services. Alameda County is not moving fast enough. Thank you for advocating for more from them.
- There were some recent fires at homeless encampments in West Oakland near Beach street where firefighters could not reach the fires due to blocked pathways. Can fire prevention and frequent inspections be utilized to reduce density of encampments? Is Emeryville considering a vacancy tax on uninhabited residential units?

PUBLIC WORKS/MAINTENANCE

- I live near the Subway on 65th and Hollis, and I don't like that there is always garbage on the ground on 65th.
- Are all our power lines undergrounded? That is something I'd like to see if we don't have that already. If we do, it makes the city even more awesome.
- We need to improve storm drainage especially in certain problem areas. I live near 55th and Doyle. This corner and the 5500 block of Doyle regularly flood during heavy rains. I reported the problem to the city and received an inadequate response..."we'll clear the drains a couple of times a day". What is needed is improved infrastructure.
- Is there a way to get some reflectors or coloring on the trash cans on the Doyle bike lane? The trash cans on the street blend into the road too well, and sometimes cannot be seen.
- Bike boulevards: Follow the General Plan to calm traffic. By follow the General Plan I mean literally. Each of the five boulevards need traffic counts and the required traffic calming.
- Yes- it is a big issue with trash at 7 eleven and transits [sic] always asking for money .
- What is being done to address the camp at the end of Ashby exit/Shellmound? People walk on/across the exit when it's pitched black it's dangerous. I realize it's on the border with Berkeley but it's Emeryville adjacent and there's always glass and garbage. My dog won't even walk that way to get to the Aquatic Park. He starts to shake because it's a dangerous and trashed street. How do we expect people to come to visit this city if that's the welcome?
- Caltrans has already cleared the majority of the encampment near the shellmound on-ramp. At least, that's how it looked yesterday.
- It's not cleaned up anonymous. There's a couch next to the off ramp / walkway.
- At the onset of the meeting you said Emeryville residents experience a "very high quality of life". However, in terms of public parks, Emeryville is the worst in the Bay Area (acres of park per resident). Can you please don't engage in mindless civic boosterism that can give people the idea you're doing a better job than you are (you being City Hall collectively)?
- We would also like to see upkeep of the Doyle street playground area . The slide has been out of service for a year. And the mat is damaged.

- You said “very good quality of life”. How can you say that with the fact we are THE WORST city for parks in the whole Bay Area?

TRANSPORTATION/ENVIROMENT

- Don't forget to mention Emery-go-round — we've figured out last mile transportation!
- We would like to see more EV charging stations.
- Is it possible for Emery-go-round run more frequently and run regular service on the weekends? (obviously that costs money and I'd imagine faces the same barriers as these other priorities!)
- Are there any EV charging station assistance programs for home owners?

DEVELOPMENT PROJECTS

- I believe the city has met its RHNA target, correct? At what point does development undermine quality of life and sustainability. Is there some projection of a limit on population before we reach that point?
- We have spoken about the vacant lot owned by the Welfare Department next to the Christie Street park. At one time you thought it might be possible to expand the park by swapping the Welfare Department lot for another property. Is that still a possibility?
- Please address the empty storefronts in the city. There are 3 out of 4 empty storefronts in the Parc on Powell building.
- What sites are specifically currently zoned for the additional 1800 units of housing you have mentioned?
- New developments increase the number of car trips through congested parts of Emeryville per day. Will the City require that developers provide ways to reduce the number of car trips through Emeryville by an equal number to what their development will add through Emeryville? Or will the needed extra safety and traffic improvements for residents be the responsibility of the City and its residents to pay for?
- Are there design requirements for the parking/ eating space will include safety design concepts to protect the businesses from cars plowing through their front doors as has happened to at least two restaurants in the local area in the last year.
- Is it true the old Panera Bread site on 40th Street could become a Chick-Fil-A, and is there still an opportunity for a public comments about this development?
- Any update to the development of the Trader Vic parking lot area?
- Can you mention the reworking of the Bay Street model shifting to destination dining instead of retail goods?
- It would be great to have a business corridor similar to Elmwood, Rockridge, etc. with lots of pedestrian traffic.
- Wondrous Brewing Company had pop-ups to support independent food providers. That was terrific.
- The Public Market is such a great center of independent business!

- Bay Street will always be just a mall. There's no there there.
- How can we get more indie businesses, retail here?

GENERAL COMMENTS

- Do critics of City Hall, those with different ideas, get to serve on City committees?
- Covid-19 recovery: Open City Hall to the people to engage their government like our neighboring cities have done. Open City Council meetings.
- Are there any solar panel programs for home owners?
- We are right along the freeway. Do we need to pay attention to pollution as a social determinant of health? People in the hills don't have the same exposure that we do. (I believe we are in a former redlined area.)
- Rob Arias says you're no good as Mayor (or Council member). Can you address Rob's observation?
- Thank you Mayor Bauters, I appreciate your response.
- How is the Emeryville Code of Ethics going?
- What role does the county / state play in addressing these priorities?
- I didn't ask how to apply to City committees, I asked if critics can serve on committees. The actual answer is NO they can't, but I want to see you address this.
- Can you address the Emeryville Code of Ethics? Any progress on that measure?
- you are doing a great job reaching out to the people you represent. How can we get your example to "inspire" your colleagues to do the same?
- When is City Hall opening City Council meetings?
- Great job, John
- Thank you for doing this, if attendees want to send miscellaneous comments about these or other topics, can they do so to you? Maybe state your email.
- Other neighboring cities have opened their council meetings
- I know of at least one City Hall critic that is NOT allowed to serve on city committees.
- Rob Arias thinks you're a bad Mayor. Speak to this please.
- Why did you nor the city publicize this event with your Twitter accounts if they are such a vital communication tool and if you truly care about engaging the most amount of residents possible?
- Thanks for the texts reminders! Good job!
- Thank you—really learned lots about Emeryville.

Next Steps

Should the City Council wish to conduct a poll to assess voter interest in a revenue measure for the November 2022 ballot, staff requests that the Council provide that direction at the May 17, 2022, meeting. The results of the poll would be presented at the June 21, 2022, City Council meeting.

At the June 21, 2022, meeting, and based on the poll results, the City Council would be asked to direct staff whether to return with the necessary legislation to place a measure on the ballot in November 2022. If that direction is received, staff would return at the July 2022 City Council meetings with the necessary legislation to call the election and place the measure on the ballot.

FISCAL IMPACT

At its May 3, 2022, meeting the City Council approved a contract amendment with Clifford Moss which included funding for another community poll, thus there are no additional costs resulting from this report.

STAFF COMMUNICATION WITH THE PUBLIC

In addition to the Community Advisory Committee meetings and the City website survey form noted in the previous report, the Mayor conducted a Town Hall community forum on May 9, 2022, the results of which are shared in this report. The Budget Advisory Committee will be discussing this item at its May 12, 2022, meeting and results will be shared at the May 17, 2022, Council meeting.

CONFLICT OF INTEREST

Not applicable

CONCLUSION

Staff requests that the Council provide direction on next steps with regard to ballot measure development, and specifically (1) whether to undertake another poll and (2) what measure to assess during that poll.

PREPARED BY: Sheri Hartz, City Clerk

**APPROVED AND FORWARDED TO THE
CITY COUNCIL OF THE CITY OF EMERYVILLE:**



Christine Daniel, City Manager

ATTACHMENTS

None