



# City of Emeryville

C A L I F O R N I A

## City Council Priorities, Goals and Strategies

**FISCAL YEARS 2016-2018**

**FEBRUARY 2018 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 Public Safety officers in Emeryville.

City Council approved funding for three additional positions in FY 16/17. Recruitment is in progress with an anticipated hire date of April 2017. Academy Training is planned for May through October, with in-housing training scheduled November through February 2018. Solo patrols are anticipated to begin in March 2018. Authorized Police Department staffing has been reduced by one police officer position in the FY17/18 budget process. This negatively impacts this objective.

- b) Establish a Community Police Officer.

There is no funding for this position. The Federal COPs grant application has been denied, however, it is anticipated that COPS funding will be increased in FY 18/19 and we will re-apply at that time. We did not apply for a Federal COPs grant for FY17/18 and will review eligibility and options again for FY 18/19.

- c) Hire bicycle patrol officers.

Bicycle patrol program has been suspended due to staffing shortages. Authorized Police Department staffing has been reduced by one police officer position in the FY 18/19 budget process. This negatively impacts this objective.

### **Objective 2: Support Neighborhood Councils and Neighborhood Watch**

- a) Public Safety Community Development to create how-to guidelines on establishing and implementing a Neighborhood Council.

City Council Study Session was requested. There has been no development on this objective.

- b) Partner with neighborhoods to establish Neighborhood Watch.

Neighborhood Watch is a program of organized residents devoted to crime prevention within a neighborhood. The aim of the program is educating residents of a community on security and safety protocols for achieving safe and secure neighborhoods. The Police Department's Neighborhood Partnership Program encourages residents and community members to get involved in community safety through organizing a Neighborhood Watch. Residents have been encouraged to create Neighborhood Watch groups, however, other than the WaterGate residents, there has not been any interest from community members. A link to resources on how to create a Neighborhood watch is now available on the department's 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.
- Explore costs of four-person engines to replace three-person engines.
  - City received and considered findings from 2017 ACFD Standards of Coverage Review. City Council accepted the findings and the current Plan of Coverage.
  - City staff met with the Red Cross in August to discuss 2017 training.
  - HR and PD Staff continue to train on the new Mass Notification System – AC Alert. Currently Emergency Coordinator has been trained and has initiated the registration of all City staff and continues to encourage city residents to sign up. Training is being coordinated with County for remaining City staff.
  - Susan Christensen Consulting is performing a gap analysis on the City's preparedness for disaster. HR continues to update the Local Hazard Mitigation Plan. The Gap Analysis has been completed and presented to the City Council.

## INFRASTRUCTURE / ENVIRONMENT

II. GOAL: Provide a high-quality living standard 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 July 2017, Planning staff nominated the Emeryville Crescent as a site for a sea level rise design project as part of the Rockefeller Foundation's *Resilient by Design Challenge*. On January 11, 2018, staff was informed that the Emeryville Crescent site was not selected as part of the design project.

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) Access to Services for People Using Public Spaces

Increased assistance to Oakland for winter shelters beds. Increased contract with Berkeley Food and Housing Project (BFHP) for more robust homeless outreach, and bought replacement shelter furniture for BFHP Shelters. Staff is working with the cities of Oakland and Berkeley to finalize plans for the North County Coordinated Entry System hubs, and has received a request for capital cost assistance for a men's shelter in Berkeley run by BFHP and BRIDGE housing. A City Council study session on Homeless Services was held on October 17, 2017, at which the Council approved \$25,000 to support the North County Family Coordinated Entry System, an increase in the BFHP contract to \$60,000, and \$15,000 to support a Winter Shelter in Oakland. The Council also expressed willingness to consider the request from BFHP and BRIDGE pending further financial analysis as part of the Capital Improvement Program update.

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

Plans and specifications have been completed. Contracts with Design engineers, construction management, archeology and environmental are all in place. Contractor prequalification process has been completed. Temporary construction easements with property managers at Bay Street, Novartis and Grifols have been completed. These have been incorporated into the project bid documents. The landscaping plans for the Horton Landing Park have been revised to meet new Bay Friendly Landscaping requirements. Archeological and environmental investigations were completed for the areas to be disturbed during construction on the west side of the railroad tracks (Bay Street Properties). Staff is still diligently working to finalize the access agreements with Union Pacific Rail Road. This continues to be the major hurdle to clear in order to open the project to bidding.

b) Better Lighting in Public Spaces

City Contractor is 97% complete with the retrofit of 534 Lumec street light poles in the city with new LED assemblies. Expected finish date is January 2017. The new LED assemblies will provide better, safer lighting throughout the city. Staff is planning to improve lighting at Temescal Park and will make improvements to the lighting under the Powell Overcrossing.

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. Final steel beam "topping off" project celebration held May 12, 2017. The Transit Center garage is expected to open in Spring 2018, and the associated Heritage Square Garage received a Temporary Certificate of Occupancy on December 8, 2017.

d) Cultural Arts Center

Staff continues to explore organizational models for operation of a Cultural Arts Center. \$11 Million is available for construction. Agenda Item for January 16, 2018 sets forth comprehensive process for awarding the development project contract.

e) Annual Celebration of the Arts Exhibit

In October 2017, the Celebration of the Arts celebrated its 31st Anniversary. Securing a permanent site for the show remains a top priority for the Celebration of the Arts Board.

f) Public Use Theatre

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

g) Multi-Use Space

The inclusion of a multi-use event space is being considered for the Cultural Arts Center.

**Objective 3: Connect-ability**

a) Bicycle/Pedestrian Friendly Infrastructure

The experimental traffic calming project for Horton Street was completed in early 2017 and the data indicated a reduction in speed and volume to below the goals set in the Bicycle Pedestrian Plan. The area will be monitored and additional measures will be installed as part of the Sherwin Williams Development Project. The extension of the Greenway from Powell to Stanford is nearly complete, with only punchlist items to be completed. Construction of the much-anticipated South Bayfront Bridge is dependent on finalizing access agreements with the Union Pacific Railroad, but is still expected to begin in the Spring or summer of 2018. As part of the 2018 Pavement Rehabilitation Project numerous improvements will be completed, including; installation of flexible bollards to protect a portion of the Horton Street Bike Lane, improved striping and installation of bike boxes and repairs to the bike path along Christie Avenue. Installation of new video detection systems at 23 traffic signals will better detect cars and bicycles and improve bicycle safety. City crews will install Bicycle Detector Symbols on the pavement after each leg has been fine-tuned to detect bicycles.

The ADA Transition Survey is nearly complete for all facilities in the public right-of-way. This survey included all sidewalks, curb ramps, and pedestrian facilities within the City of Emeryville. Future survey work to be completed includes all City-owned buildings and meeting spaces. Self-Evaluation of existing ADA policies in each City department is nearly complete. The results of the survey will be used to update the ADA Transition Plan and to make improvements to the Sidewalk Improvement Program.

In response to a grant-funded study, we applied and received an Alternative Transportation Program grant to improve safety at the 65th, 66th, and 67th Street Greenway crossings. An additional grant from MTC and CalTrans has been awarded to the City to improve the Greenway intersections at 65<sup>th</sup>, 66<sup>th</sup>, and 67<sup>th</sup> Streets raised crosswalks, rapid rectangular flashing beacons with bike sensors and enhanced signage. Work is planned for FY 18/19.

A major project to improve the Ashby Interchange for vehicular flow (with design elements to reduce local traffic congestions) and improvements for bicycle and pedestrian safety that include a bicycle pedestrian bridge is being managed by the Alameda County Transportation Commission (ACTC). Public Works staff are coordinating with the ACTC and participated in the selection panel for the design consultant that will complete the Final Project Approval and Environmental Documentation and the Final Design, Plans, Specifications and Estimates. Significant community engagement will be completed and coordinated with City Staff.

The regional Bike Share program now called Ford GoBike, was launched in July 2017. The first nine bike share stations have been installed. 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.

The ACTC is taking the lead on a study of the San Pablo Corridor for potential addition of bike infrastructure and/or transit improvements. Emeryville has a representative on the Technical Advisory Committee. A kick-off meeting between City staff and ACTC was held in September 2017. Design and construction are anticipated to begin in 2019. Bike



Boulevard signage will be upgraded on all Bicycle Boulevards during the Fall/Winter of 2018.

b) Creation of a Micro Grid

In August, Mayor Donahue, Council Member Martinez, and staff met with representatives of ZipPower to discuss their concept for development of an advance micro-grid power system in Emeryville and their desire to partner with the City in pursuit of a state grant for the project. A viable micro-grid project is being sought.

## COMMUNITY DEVELOPMENT

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

### Objective 1: Explore Various Types of Affordable Housing

a) Increase Affordable Housing

Staff worked with the developer of 3706 San Pablo to secure all funding and permits to begin construction of 87 units of Extremely Low Income, Very Low Income and Low-Income housing. Closing occurred on June 20 and the building permit was issued on June 21. Staff is working with the developers of the Marketplace on an agreement to provide 50 units of very low, low and moderate-income housing. The agreement for 25 units in parcel D was approved in December 2016. Staff is working with the developers of Sherwin Williams on an agreement to provide 85 units of very low and low-income housing. Staff participated in the marketing of 12 affordable housing units in the 3900 Adeline residential project, and all 12 units have now been rented.

b) Protect Tenants' Rights.

The Just Cause Eviction and Harassment Protections Ordinance became effective April 1, 2017. Guidelines and procedures have been developed notices were mailed regarding rights and responsibilities under the new Ordinance to every residential address, to every residential owner who does not reside in Emeryville, and to every owner who has registered with the business license office. Staff developed a webpage with useful

information for tenants and landlords at <http://emeryville.org/127/Eviction-Harassment-Ordinance>. The staff has been fielding many calls, emails, and walk-ins since the notices were received, Staff provides referrals to fair housing organizations and tenant landlord contractor.

- 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” at Nady site (186 units), Marketplace Project (456 units), and Sherwin Williams Mixed-Use project (500 units).

## **Objective 2: Opportunities 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 development to house the homeless. Study sessions on a possible supportive housing project at 3600-3620 San Pablo Avenue were held by the Planning Commission and City Council in May.

- b) Co-locate services in one location for the Homeless.

A supportive housing project at 3600-3620 San Pablo Avenue could include co-located services.

## **Objective 3: Worker Protection and Policies for Equity**

- a) 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, and become effective July 1, 2017. Staff developed regulations which were adopted by the City Council on October 17, 2017. Mills College was retained to provide outreach and education about

the Fair Workweek Ordinance and the Labor Compliance Managers (TLCM) have been retained for implementation and administration of all labor standards ordinances.

## **ECONOMIC DEVELOPMENT**

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

Objective 1: Establish Community Benefits & Criteria

a) Provide Community-Based New Businesses.

The May 16, 2017 City Council/Planning Commission joint study session on small business support provided valuable input for the development of specific means of supporting the attraction and retention of community-based small businesses. A summary report was presented to the City Council for consideration on July 11, 2017. The Council expressed support for marketing the City as a destination, moving forward with parking management, organizing regular business networking events, and strengthening business liaison/ombudsman services.

b) Explore Designation of Medical and Recreation Cannabis Facilities.

Ordinances providing for operator permits and land-use regulations for the manufacturing and sale of cannabis products were passed by the City Council on April 4, 2017. The Council approved regulations to govern the issuance of Operators' Permits to cannabis dispensaries/retail outlets on July 25, 2017, and approved issuance of a RFQ for a dispensary/retail outlet on September 5, 2017. On November 21, 2017, the Council reviewed the results of the RFQ and selected two operators as eligible to apply for permits for Cannabis Retail facilities. Meanwhile, on December 20, 2017, the Planning Commission approved conditional use permits for two Cannabis Manufacturing facilities.

c) Review Minimum Wage Ordinance.

Staff presented a 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 – higher priority projects and policy initiatives delayed progress.

Objective 2: Address the Sharing Economy

a) Policies on Short-Term Rentals.

The City Council introduced an ordinance establishing regulations for short-term rentals on March 7, 2017 and passed the ordinance on March 21, 2017. The ordinance took effect on April 20, 2017; to date, no registrations or complaints have been received.

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 2.8% in the second quarter of 2017. 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 they are operating an administrative office in lieu of a storefront. The 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 for ECDC.

Staff created a sliding scale pursuant to Council's request. ECDC has a State contract to provide subsidized enrollment for approximately 15 – 20 students.

- b) Staff reorganization.

Until recently, Susan Stevenson continued management of the ECDC, incorporating best practices for high-quality early care and education. A newly hired professional manager for ECDC will continue to make recommendations for improvements that lead to efficient and effective management of ECDC.

- c) Prioritize direct hires.

We continue to hire staff for program and services provided by the Community Services Department (i.e., aquatics, rentals, sports, afterschool and summer camps).

## **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. A building permit application for the expanded and redesigned park was received on May 2, 2017, and construction is anticipated to begin later in 2017. Further park expansion will be considered as part of the development of City-owned properties to the south. The building permit for the park redesign and expansion was issued on January 11, 2018.

- 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 monthly regarding available training: Training during this quarter included:

- Risk Management Skills for the FrontLine Supervisor
- Issues and Challenges Regarding Drugs and Alcohol in the Workplace
- CPR/First Aid/AED Training for City Hall staff
- AB1825 Training for Managers, Supervisors and Lead staff

In addition, Human Resources is partnering with Alameda County Training and Education Center to provide training opportunities for City employees, including high quality classes, workshops and programs aimed at today's real business issues, and in-depth training and development for managers, supervisors, and employees.

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

- How to Design the Perfect Workout
- Surviving Aging

Ergonomic assessments were performed for five employees during this quarter.

### **b) Create a succession plan.**

As opportunities present themselves upon a vacancy or a retirement, Human Resources continues to 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 job opportunities as a Recreation Assistant or Coordinator. A career path for part-time staff

was provided and all but one part-time position in the Child Development Center have converted to full-time positions.

d) High School Intern Program

Give other high priority projects, the Assistant to the City Manager and EUSD's collaborative efforts over the past year have not yielded the desired results.

**Records Management Implementation Program**

For the remainder of the 2017-18 Fiscal Year, several phases of the Records Management program are scheduled to happen concurrently. An RFP was issued and proposals received for offsite storage in an effort to identify a vendor that will provide more competitive pricing and better service. The current vendor has indicated an interest in working with the City to retain our business, and talks are ongoing to see whether that can be achieved.

Staff and the consultant are also currently evaluating options for a software solution to manage the complete lifecycle of our onsite and offsite paper records, from creation, to indexing, to storage, to retrieval, to destruction. All City departments now have Records Retention Schedules and are free to destroy records which are no longer required to be kept.

Evaluation of the City's records and a needs assessment at the departmental level are now complete, and a management plan for all City record types, including email, physical records, and electronic records is being developed.

**Code Enforcement / Community Preservation Officer**

Since 2012, all code enforcement activities previously handled by the former Community Preservation Officer in Economic Development & Housing were transferred to the Chief Building Official. 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. In the absence of a dedicated code enforcement officer, a team consisting of the City

Attorney, special counsel, contract demolition crew, and building inspectors coordinated the progressive code enforcement process, legal review at 1264 Ocean Avenue as a significant multi-department effort, ultimately resulting in the demolition of the structure in December 2017.