

OBJECTIVES PROGRESS REPORT

July 5, 2011

CITY COUNCIL

Place measures on the November, 2010 ballot to:	
<ul style="list-style-type: none">• Change City Attorney from elected to appointed in December 2011	Measure approved. Council appointed a subcommittee (Lieber, Thomsen) to prepare options for Council. Subcommittee to return with draft request for proposals for city attorney to begin work mid-December 2011.
<ul style="list-style-type: none">• Modernize the Utility User Tax	Measure approved. Modified telecommunications tax rate and scope became effective in Spring 2011.
<ul style="list-style-type: none">• Incorporate a Cost of Living increase in the Measure N paramedic tax	Measure approved for implementation effective July 1, 2011.
<ul style="list-style-type: none">• Establish a cannabis business license tax	Measure approved. To be implemented if a cannabis/medical marijuana dispensary locates in Albany (City code allows one dispensary with use permit)

CITY MANAGER DEPARTMENT

Administration

<ul style="list-style-type: none">• Keep the outcome of <i>Voices to Vision</i> - waterfront visioning process and guidelines conducted by Fern Tiger Associates (FTA) - at the forefront of Albany planning	The Golden Gate Fields (GGF) property is one of six finalists to be the site of the 2 nd Lawrence Berkeley National Laboratory (LBNL) campus. The City has hired FTA to perform community engagement and associated services to build on <i>Voices to Vision</i> in the development of the property owner's proposal to LBNL.
<ul style="list-style-type: none">• Revamp advisory boards to improve their effectiveness, efficiency and community engagement	Analysis and recommendations completed in July 2010. Council adopted changes in number, composition, and protocols of advisory bodies in November 2010.
<ul style="list-style-type: none">• Manage the creation of core values for City operations	Project deferred due to internal focus on balancing the City's budget.

City mngr, con't	
<ul style="list-style-type: none"> Develop an Information Technology Master Plan 	The IT Master Plan process took place in spring of 2011 using the consulting firm of KC Future Planning (Kathleen Clancy). A final draft is expected in July.
<ul style="list-style-type: none"> Recommend and implement changes to adapt to constrained economic times 	Council adopted amended 2011-12 budget 6/20/11. Changes included modified programs, shared services, position vacancies, and reduced employee compensation. Next step is to develop medium to long range strategies for 2012-13 budget and beyond. Employee and community suggestions are scheduled for Council initial review in July 2011.
<ul style="list-style-type: none"> Acquire Pierce Street property from Caltrans for a maintenance center, park, bicycle path, and potential other uses, and begin concept design work 	Escrow is expected to close at the end of June/early July. Next steps are to prepare request for qualifications for a design team, and have an acquisition celebration at the site this summer.

City Clerk's Department

<ul style="list-style-type: none"> Integrate and expand skills using the new Tyler banking system 	On-going
<ul style="list-style-type: none"> Coordinate the 2010 election 	Completed without any problems or lawsuits
<ul style="list-style-type: none"> Continue to provide the Passport Service Program 	City continues to operate Passport Program with same hours with 2 rather than 3 certified agents.
<ul style="list-style-type: none"> Revise the Commission/Committee Handbook and coordinate bi-annual training for appointees 	Training conducted January 31, 2011 and handbook was revised.

Economic Development

<ul style="list-style-type: none"> • Implement City Council adopted economic development priorities 	<p>Staff continues to implement the work plan adopted in 2009 as guidance for completion of tasks in areas such as physical improvements, maintenance and monitoring, marketing, development and adoption of the redevelopment implementation plan, working with the East Bay Green Corridor, updating our website, and working with the SAA and Chamber of Commerce. Many of these items are discussed below.</p>
<ul style="list-style-type: none"> • Pursue additional street improvements, including planter boxes, directional and gateway signage, and banners 	<p>Planter boxes have been upgraded. News racks have been replaced. Directional signage for San Pablo/Solano and San Pablo/Marin has been installed. Lighted street signage for San Pablo Avenue/Solano Avenue signals has been ordered. The Chamber and the Arts Committee developed new banners and the Chamber is now working on sponsorships, aiming to install in the summer. Bike racks and a bench have also been added to various locations on Solano and San Pablo.</p>
<ul style="list-style-type: none"> • Establish a Façade improvement program (FIP) with the Chamber of Commerce 	<p>The FIP is established. Eight projects were completed in the first round, (4 on SPA and 4 on Solano). Another round of applications is in process.</p>
<ul style="list-style-type: none"> • Maintain Realtor contacts and Property Owner listing 	<p>We have established regular contacts with local realtors and property owners via our monitoring of vacancies. Vacancies are currently at the lowest they have been in 18 months. New businesses have begun to contact us as they look for locations in Albany.</p>
<ul style="list-style-type: none"> • Update the City’s Website pertaining to properties and opportunities 	<p>We continue to survey and update quarterly. We will be upgrading our vacancy listing and posting site to make it more interactive this summer.</p>

Economic Development, Con't.

<ul style="list-style-type: none"> • Develop a marketing approach for City based on the outcome of the Voices to Vision and City Council Mission and Vision work 	<p>The Branding and Identity process took place in May with the firm of Arnett Muldrow. Materials have been received and City Council will consider approval of new motto and authorization for new branding images in July. Recommended implementation includes: 1) internal city graphics such as brochures, letterhead and presentations; 2) public arena design, particularly gateway signage; and 3) resources for private marketing in conjunction with the Chamber, the SAA and businesses.</p>
<ul style="list-style-type: none"> • With Chamber of Commerce, conduct consumer surveys 	<p>A zipcode survey and letter was prepared by Albany Chamber together with City staff. Due to the Chamber's relocation the implementation has been delayed to this upcoming fiscal year.</p>

Albany Community Reinvestment Agency (Redevelopment Zone)

<ul style="list-style-type: none"> • Adapt to State of California's potential dissolution of Redevelopment Agencies. 	<p>The City has been monitoring the proposals and actions of the Governor and State legislature and working closely with the League of Cities. While the future of redevelopment is somewhat uncertain, the city has continued to implement the plans and projects that were part of the prior year goals and that were adopted in November 2010 as part of the City's Five Year Implementation update.</p>
<ul style="list-style-type: none"> • Develop and adopt the next five year Implementation Plan 	<p>Completed November 15, 2010</p>
<ul style="list-style-type: none"> • Develop and cost out a Capital Improvement Plan for Cleveland Avenue 	<p>Preliminary work completed by City Engineer. Implementation pending funding and development interest.</p>
<ul style="list-style-type: none"> • Plan for relocation of City's Maintenance Center in order to free up space for economic development and job growth on Cleveland Avenue 	<p>City is in escrow to acquire Pierce Street parcel in order to move the maintenance center and develop amenities for the redevelopment area.</p>

Albany Community Reinvestment Agency (Redevelopment Zone), con't.

<ul style="list-style-type: none"> Investigate applicable aspects of the City's Climate Action Plan, such as the Solar Empowerment Districts, to the redevelopment zone 	<p>Completed as part of the Redevelopment Implementation Plan</p>
<ul style="list-style-type: none"> Add directional and entry signage 	<p>Directional signage is completed. Entry signage is in process and is part of the recent updating of the City's branding project. The next step will be to review and fund implementation.</p>
<ul style="list-style-type: none"> Develop a long term plan for use of the affordable housing funds. 	<p>Funding sources and programmatic possibilities are identified in the Redev Implementation plan; however, none of these are specifically called out. This may depend upon the upcoming General Plan process or upon specific opportunities that arise. Also, funds may be eliminated by State action on redevelopment.</p>

FINANCE & ADMINISTRATIVE SERVICES DEPARTMENT

<ul style="list-style-type: none"> Integrate financial and operations management, with emphasis on capital projects, through the use of user friendly accounting tools. 	<p>A first step has been initiated with the acquisition of new financial management software, which allows an expanded code to account for capital projects expenditures and funding.</p>
<ul style="list-style-type: none"> Provide more accessible, timely and meaningful public financial information on the City website. 	<p>An agency salary schedule, benefits information, and MOUs for each bargaining group have been added to our website under Human Resources.</p>
<ul style="list-style-type: none"> Assist in the analysis of alternatives for Library services. 	<p>Analysis was completed and is under review by the Library Board.</p>
<ul style="list-style-type: none"> Pursue revenue opportunities and cost saving measures to maintain a balanced budget in a constrained economy. 	<p>Improved cost recovery for services is being obtained by the adjustment of fees in the Master Fee Schedule. Review of City telephone services and invoices has yielded refunds of erroneous charges, plan modifications, and associated future savings.</p>

CITY TREASURER DEPARTMENT

<ul style="list-style-type: none">• As an alternative to LAIF, explore additional investment options with governmental agencies to maximize investment returns without taking unnecessary risk	Ongoing. Currently interest rates are extremely low. We are periodically checking the market for interest rates better than LAIF.
<ul style="list-style-type: none">• Revise Treasurer’s Report to make it more “user friendly”	Completed
<ul style="list-style-type: none">• Continue monitoring investments for City and Pension Fund to ensure compliance with established policies	Ongoing
<ul style="list-style-type: none">• Conduct a study to analyze the advantages, disadvantages and feasibility of a transition to gross receipts business licensing, which would require Albany voter approval	Developing an approach to this review in the first half of 2011-12 fiscal year.

POLICE DEPARTMENT

<ul style="list-style-type: none">• Implement in-car video for the patrol fleet.	<p>Due to a lack of available funding, a full-fleet option appears unfeasible at this time. The police department is continuing to evaluate options for partial deployment of video equipment until adequate funding exists for full implementation. The department will purchase a personal (worn on the uniform) video camera that records activity from the officer's perspective, for more extensive field trials during FY 11-12.</p>
<ul style="list-style-type: none">• Utilize technology to implement crime analysis and mapping.	<p>Done - The police department has contracted with www.crimereports.com to provide crime analysis and mapping services. This service provides an internet based, frequently updated, customizable crime map for the City of Albany, and has already proven to be a useful tool for staff and the community.</p>
<ul style="list-style-type: none">• Begin direct receipt of cellular 9-1-1 calls (currently routed via CHP dispatch).	<p>The project is extremely complex. APD is now receiving direct wireless 911 calls from three service providers – Metro PCS, Sprint PCS and T-mobile. Verizon, AT&T and Nextel continue working on system configuration, testing and implementation.</p>
<ul style="list-style-type: none">• Move police and fire radio service to the East Bay Regional Communications System.	<p>The EBRCS is currently being constructed across two counties (Alameda and Contra Costa). Albany has accepted the operating agreement and anticipates cut-over to the new system in late 2012. Funding for police radio equipment will come from the Citizen's Option for Public Safety (COPS) grant program.</p>

Police Department, con't.

<ul style="list-style-type: none">• Establish the Community Engagement Specialist as a permanent position to assist in Neighborhood Watch, Disaster Preparedness, and other neighborhood and community outreach and coordination.	<p>The C.E.S. participates in myriad of community and neighborhood building activities, including crime prevention, emergency preparedness, blight and nuisance abatement, community education and facilitation. The C.E.S. has also been instrumental in implementing methods and processes to improve communication of important information to the community, such as :</p> <ul style="list-style-type: none">• www.crimereports.com (see info above)• Coffee with the Cops program• Albany Police Facebook page• Our daily activity bulletin (blotter) is now regularly posted on the city website• More timely and permissive Press Release policy• Police Station open house Sat. July 30 1-4• National Night Out, August 2nd
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RECREATION & COMMUNITY SERVICES DEPARTMENT

Administration

<ul style="list-style-type: none"> Expand recreational programming using space created through the Joint Use Agreement 	<p>There has been some expansion; however, the progress has been slow as the School District is adjusting to a new facility software system and lead person to handle reservations.</p>
<ul style="list-style-type: none"> With the new location of the Teen Center at Memorial Park, increase enrollment in teen related activities and programs 	<p>The Teen Center programming has been revamped. City staff is working with the School District and the Albany Y to ensure programming is relevant and to avoid redundant services. City staff is working on an after school enrichment program to begin this fall.</p>
<ul style="list-style-type: none"> Evaluate current special events offerings to determine which events and staff support services are the best use of available City resources 	<p>After evaluating the programs/events the Recreation Dept offers each year, staff determined that some events can only take place by having volunteers organize and implement them. Staff has implemented a new program for any City Commission/Committee who would like to organize a special event for which the Recreation Dept does not have resources/staff to implement. So far, the program has been applied to the 2011 Arts and Green Festival which is being organized by the Arts Committee & Sustainability Committee, the 2010 Harvest Festival which was organized by the Community Garden Steering Committee, and the 2011 Film Festival that was organized by Community Media Access Committee.</p>
<ul style="list-style-type: none"> Work closely with the School District to renovate ball fields to support softball and baseball needs in the community 	<p>The field renovations are complete.</p>

Senior Services

<ul style="list-style-type: none"> Secure funding for Senior Center renovation and expansion 	<p>The City was not awarded the Prop 84 grant for the Senior Center renovations. Staff is working on applying for round 2 of Prop 84 and will continue to look for other grants and funding. CDBG funds are being used to renovate the lobby, the south room and the offices per the concept design developed for the Prop 84 application.</p>
<ul style="list-style-type: none"> Begin process of expansion and renovation of Senior Center 	<p>Pending funding.</p>
<ul style="list-style-type: none"> Program evening activities for seniors at the Senior Center 	<p>In progress: In the fall we offered Belly Dancing and a pruning class. Both classes were well attended and continue to be offered regularly.</p>
<ul style="list-style-type: none"> Increase community awareness of Senior Center activities and services 	<p>Ongoing: The monthly newsletter was redesigned. A Neighbor-2-Neighbor meeting with the theme of Aging in Place was held in October and brought new people to the Senior Center. Programs and activities continue to be updated on the city's website. E-week, a newsletter sent via email was created and is sent weekly to our email list. All flyers have been redesigned.</p>

Media Services (KALB)

<ul style="list-style-type: none"> Increase quality and quantity of locally produced Albany-centric programming 	<p>Ongoing - quality of meeting broadcast is higher due to new City Hall A/V equipment, Albany centric programming by staff has increased, Albany-centric programming submitted by the public has increased as a result of Albany submissions to the Albany Film Festival</p>
<ul style="list-style-type: none"> Develop plan for revenue generating KALB media services such as advertising/underwriting of KALB programming 	<p>Ongoing – this is a component of revised 2010 CMAC short and long term goals. Albany filmfest served as a pilot model to evaluate interest from the business community as to the value of sponsorship and to build awareness of the KALB capabilities</p>
<ul style="list-style-type: none"> Carry AUSD youth sports and AUSD special events on KALB 	<p>Ongoing – Partnership with AUSD to provide live recording from sites such as Cougar Field and AHS Little Theatre to facilitate recording and broadcast of sporting and special events</p>
<ul style="list-style-type: none"> Carry additional City special events from remote locations 	<p>Accomplished/ongoing - new portable media recording system built and functional</p>
<ul style="list-style-type: none"> Albany Filmfest 	<p>Accomplished/ongoing - New 2011 committee sponsored special event, 98% cost recovery, hugely popular with community, plans underway for 2nd annual event</p>
<ul style="list-style-type: none"> Granicus web-streaming 	<p>In progress –train all committee liaisons on how to use new granicus features for including agendas, jump-to points, and minutes for video and audio recorded meetings</p>
<ul style="list-style-type: none"> City of Albany Bulletin board 	<p>In progress –pull City web data (calendar, events, notifications) via RSS to TV slideshow, train City staff to format web info correctly for this process. This will make it possible to have the same current information available on the website available on the Tv channel</p>
<ul style="list-style-type: none"> Branding/marketing 	<p>Ongoing –ensure that all community media follows the same design guidelines and presents a consistent and cohesive representation of the City of Albany</p>

Civic Arts

<ul style="list-style-type: none"> • Complete the Public Art Master Plan to be used as a responsive guide for the implementation of the Art in Public Places Ordinance. 	<p>Completed and approved by Council.</p>
<ul style="list-style-type: none"> • Work with Planning & Zoning Commission to implement the Art in Public Places Ordinance into upcoming development projects 	<p>One project has been reviewed on a preliminary basis and several more projects are expected to be presented to the Arts Committee in 2011.</p>
<ul style="list-style-type: none"> • Provide guidance for the creation of murals and banners in the City 	<p>Mural brochure was created. Further steps to be outlined pending available funding. A new mural at the Ocean View Organic Community Garden approved by Council and installed. Banners were designed and produced and sponsorships are being sold by the Chamber.</p>
<ul style="list-style-type: none"> • Organize Art Gallery exhibits 	<p>3 new artists have been chosen for exhibits in 2011. The exhibit planned for Fall 2010 was rescheduled to January 2011 to allow for the renovation of the gallery panels and walls scheduled to begin the first week in December 2010. The gallery renovation is complete.</p>
<ul style="list-style-type: none"> • Identify funding for the Poet Laureate Program 	<p>In progress: A new brochure outlining steps for the recruitment process of the next Poet Laureate has been distributed in the community as well as a letter to request financial support from local organizations identified by the Arts Committee as potential donors. No new funding has been identified. The next Poet Laureate position will be an honorary position.</p>

Facilities

<ul style="list-style-type: none">• Create a community space in the main lobby including wireless internet, work/social tables and non-slip surface. These renovations will also improve the appearance of the Art Gallery for the Art Committee.	Wireless internet has been installed. The lobby was painted, art walls refurbished and the floor resurfaced.
<ul style="list-style-type: none">• After the tower construction is completed, create an inviting patio area and look into the possibility of having a coffee vendor in the Café.	We worked with the Maintenance Department to new outdoor planter built and installed in the patio area. The Urban Forrester planted bamboo in the planters. These will help block the noise and view of traffic, creating a space for events on the patio area.
<ul style="list-style-type: none">• Investigate the possibility of having Market Nights & Live Music Nights on the patio	This will be a program that we will try to get off the ground in the fall of 2012.

After School Recreation Program

<ul style="list-style-type: none"> Maintain minimum enrollment capacity of (45) daily and overall enrollment capacity of (65) 	<p><i>In-progress:</i> since August, the program has averaged 45 children per day (50 on Wednesdays). The program has a healthy enrollment of 65 total students (full capacity) with a waiting list of (26).</p>
<ul style="list-style-type: none"> Increase Childcare tuition Fees \$15 for students who attend the program on Wednesdays. 	<p><i>In-progress:</i> since the inception of the fee increase in August, the program currently services (36) families who attend on Wednesdays in 3:00-6:00 time slot out of a possible (65). This generates approximately \$540.00 more per month, (33) families occupy a full-time slot (5 days a week).</p>
<ul style="list-style-type: none"> Secure and maintain “Youth Bus” certification requirements for staff members who transport students to program. 	<p><i>REALIZED:</i> all three staff members who applied for YOUTH BUS CERTIFICATION completed training in October of 2010. The vehicles have passed inspection by the governing body of the California Highway Patrol, and are currently certified as usable transport vehicles.</p>
<ul style="list-style-type: none"> Relocate afterschool recreation program from Memorial Park to Ocean View Park 	<p><i>REALIZED:</i> the move of the childcare unit from Memorial Park to Ocean View park was executed in June of 2010. The relocation has allowed for a much smoother transition with student pick-ups during the fall program.</p>
<ul style="list-style-type: none"> Continue Middle School volunteer component. 	<p><i>In-progress:</i> as of this writing, the childcare program has serviced (11) middle school students. The second phase of the community service project at middle school allowed (6) more individuals to participate and complete community service hours realizing the goal of reaching double figures in middle school student volunteer accommodations.</p>

Youth Sports, Adult And Youth Special Interest Classes

<ul style="list-style-type: none"> Maintain the current levels of classes & camps offered in order to reach revenue projections 	Our 2010-2011 registration numbers have set an all time record. We have increased our total registrations over last year by 2,000, our number of full course by 20 and considerably exceeded revenue projections.
<ul style="list-style-type: none"> Upgrade to CLASS 7.0 and conduct a staff training on the new software 	Completed.

Adult Sports

<ul style="list-style-type: none"> Add one indoor sport 	Completed: Added Adult Co-ed Futsal beginning December of 2010.
<ul style="list-style-type: none"> Add a Tuesday Night League; increasing adult sport opportunities to 6 days per week 	Completed: Added Recreational/Company Adult Co-ed Softball league on Tuesday nights beginning in the spring of 2011.

Teen Activities

<ul style="list-style-type: none"> Create audio-visual mentorship program for City special events and KALB in conjunction with AHS club 	Currently working with AUSD staff to formalize the ongoing informal AHS volunteer & paid staff positions in the recreation department. Planned to begin September 2011
<ul style="list-style-type: none"> Require and provide ongoing staff development for part-time Teen Center employees. 	Change of Teen Center program eliminates this objective.
<ul style="list-style-type: none"> Create new enrichment class programming at Teen Center 	New classes scheduled to start September 2011. Enrichment courses in Arts, Wellness and Digital Media will be among the first offered utilizing contract instructors to teach classes rather than temp-pt. time staff
<ul style="list-style-type: none"> Modify Teen Night programs 	Teen Nights will be offered as registered classes requiring parents to sign-up participants in advance. Higher fee will be charged to cover costs and hours extended from 6-10pm
<ul style="list-style-type: none"> Utilize Teen Center for additional programming 	The teen center facility can be utilized for other recreational activities, meetings and social events when not used by Teen programs

Teen Activities, Con't.

<ul style="list-style-type: none"> • Modify Teen Center to accommodate other types of programs 	Exploring the feasibility of building modifications (floor, mirrors, sound abatement, ventilation, audio/visual, room division) to function better for additional Teen Center activities
<ul style="list-style-type: none"> • Market Teen Center programs in an effective manner to raise enrollment 	Accomplished/ongoing – effective use of parental word of mouth, recreation guide, City website, KALB, community e-trees and Albany Patch to spread the word
<ul style="list-style-type: none"> • Create additional High School focused programs specific to new location in Memorial Park 	No yet started – delayed as a result of changes to middle school programming, planned to start Spring 2012
<ul style="list-style-type: none"> • Adjust Teen Center programming to conform to new transportation regulations 	Accomplished: all three staff members who applied for YOUTH BUS CERTIFICATION completed training in October of 2010. The vehicles are have passed inspection by the governing body of the California Highway Patrol.

Summer And Holiday Camps

<ul style="list-style-type: none"> • Increase weekly participant enrollment through external advertisement vehicles. 	<i>In-progress:</i> posting for Summer Program will be made at Banana’s (childcare referral agency) with fliers distributed in AUSD schools and e-tree notices given to families who have been past participants.
<ul style="list-style-type: none"> • Provide new excursions that are more cost effective while remaining enticing to client base. 	<i>In-progress:</i> trips have been advertized to (4) new locations for the Summer of 2011 that are more cost effective than in years past.
<ul style="list-style-type: none"> • Secure possession of “Youth Bus” certifications for two more youth staff members. 	<i>Pending:</i> with the completion of vehicle certification, recruitment may possibly begin to train two more staff members to become qualified drivers. It is uncertain at this time if the department is willing to venture further with the Youth Bus Training component due to significant challenges related to cost.

Events & Community Engagement

<ul style="list-style-type: none"> • <u>4th of July: Green, Red, White & Blue Celebration:</u> Add one new event or activity each year 	<p>Completed: 2010: Added: bull riding, giant climbing slide, photo booth, games tent. 2011: Giant Obstacle, Diaper Derby, Extreme Rock Claiming</p>
<p><u>Music in the Park</u></p>	
<ul style="list-style-type: none"> • Apply for the Target grant in 2010 and 2011 	<p>Completed: The City was given a \$5,000 grant for the 2010 & 2011 concert series.</p>
<ul style="list-style-type: none"> • Continue to provide free Wednesday Night concerts in September 	<p>Music in the Park provided 5 free concerts in September of 2010. This concert season averaged 900-1000 people at each concert-our highest attendance levels since we started the concerts in 2003.</p>
<p><u>Other Events</u></p>	
<ul style="list-style-type: none"> • Organize and sell 300 tables for Dinner with Albany II 	<p>Completed. We sold about 275. The entire event was paid for by sponsorships (\$8700) and table sales (\$7,234).</p>
<ul style="list-style-type: none"> • Organize two Albany Streets Events in late Summer/Fall 	<p>Completed; Key Route and Dartmouth hosted Albany Streets. We plan to partner with El Cerrito to host a joint "Albarrito Streets" in August 2011. We have another Albany Streets planned for September 2011.</p>
<ul style="list-style-type: none"> • Partner with Ray's Pumpkin Patch and the Albany Lions to offer Halloween Movie Night 	<p>We also hosted a Movie Night at the Pumpkin Patch on Oct 15 and had volunteer middle school students organize a haunted tent activity on Halloween.</p>
<ul style="list-style-type: none"> • Increase attendance at MLK Commit to Serve Expo 	<p>MLK event took place on January 17, 2011. The attendance was better than 2010-we will continue to look for new ways to improve participation in this worthwhile event or revamp to a different format.</p>
<ul style="list-style-type: none"> • Coordinate Albany Local Week (September 19-25, 2011) challenging residents to do everything in Albany for one week. Promote local shopping, events, restaurants and services. 	<p>New/added objective</p>

Events & Community Engagement, con't.

<ul style="list-style-type: none"> Organize Bike About Town (4th Friday of July, August, September) to increase awareness of new bike routes, draw residents to local businesses, create a sense of community and encourage residents to get out and be active. 	<p>New/added objective</p>
<ul style="list-style-type: none"> Coordinate a Skill Share Workshop: Free day of classes where people can learn basic skills such as bike repair, knitting, cooking, composting, etc. 	<p>Ongoing: We hosted 2 Skill Share Workshops and have scheduled our next one for September 25, 2011.</p>
<ul style="list-style-type: none"> Coordinate Swap Events 	<p>Ongoing: We have hosted 4 Clothing Swaps at the Community Center. They draw about 50-60 people. Clothing Swap was featured on KCBS Channel 5 News this past fall. We are offering our 3rd season of Local Garden Swap on Tuesday nights. We have hosted 3 Dinner Swaps which take place on the 2nd Monday of the month</p>
<ul style="list-style-type: none"> Offer 9 Block Movie Nights to residents at a fee of \$125. Offer 1 free movie night to a block who has never had a block party and a one free intersection movie night. 	<p>Coordinated 10 Block Movie Nights between July and October of 2010. We gave away 1 block movie night to the neighbors up on Hillside. Due to cuts in the special events budget will not be able to subsidize the cost to offer Block Movie Nights this summer. If neighbors would like to have a Block Movie Night they will need to pay the cost to put on the event-\$375.</p>
<ul style="list-style-type: none"> Continue to offer Neighbor 2 Neighbor Workshops every other month and increase attendance 	<p>We offered 5 Neighbor to Neighbor Workshops in the fall/spring (Aging in Place & Mad About Trees, Disaster Prep, Neighborhood Gatherings that Build Community, How to Set up a Yahoo/Google Group). Due to low attendance we have stopped offering the program. We usually get about 5-12 people at each event.</p>

Community Engagement, con't.

<ul style="list-style-type: none"> • Add 5 Pop-Up Cafés: Set up an instant Café on a block for neighbors to get free coffee, read the paper, and socialize with other neighbors. 	<p>We will be working on getting this going in the spring/summer of 2012.</p>
<ul style="list-style-type: none"> • Develop and coordinate an “Albany Government 101” program to enhance understanding of Albany City government among residents 	<p>We will be working on getting this going in the fall of 2011.</p>
<ul style="list-style-type: none"> • Focus community engagement efforts in areas of the City where participation is low and continue to work with Community Engagement Specialist to encourage blocks to get prepared 	<p>Ongoing: We have mapped areas of the City that have hosted a block party, Block Movie Night, NNO and V2V participation #s. From this map we can see which areas in the City have not hosted a neighborhood event. In 2010, we hosted a Block Movie Night on Hillside & 500 Block of Pomona- blocks that had not had an event.</p>

Youth and Adult Volunteer Program

<ul style="list-style-type: none"> • Continue to provide volunteers to City Departments, special events & activities 	<p>Ongoing: We had about 30 volunteers assist with the 4th of July and 50 volunteers work DWA. The Skill Share & Clothing Swap events are run by volunteers from the community.</p>
<ul style="list-style-type: none"> • Explore ways to develop partnerships to accomplish volunteer activities 	<p>Ongoing: We have worked with the middle schools to get volunteers for Halloween, Holiday Hoopla, and Albany Streets. We worked with Albany Leos Club, AHS Mt Biking Team, Solano Church on the Corner volunteers at DWA.</p>
<ul style="list-style-type: none"> • Albany Green Team 	<p>Worked with Environmental Resources to add an Albany Green Team to the Volunteer Program. The Green Team tackles green related projects around town.</p>

PUBLIC WORKS – MAINTENANCE

<ul style="list-style-type: none"> Expand sewer operations to perform smoke testing and flow monitoring in response to United States Environmental Protection Agency Administrative Order related to East Bay Municipal Utility District treatment plant wet weather overflows. 	<p>The five-year smoke testing program and the three-year flow monitoring program both began on schedule per direction from the EPA and are structured to be successfully completed on or before the EPA’s deadlines, starting with the completion of the 2011 portion of the smoke testing program.</p>
<ul style="list-style-type: none"> Adapt city forces and contractors to the many new technology-driven infrastructure management control systems installed at Civic Center and elsewhere for heating, ventilation, energy and water consumption, and power generation. 	<p>The city’s principal contractors for energy, climate control, and power generation have all been successfully initiated into the management of the computer-controlled systems. City maintenance staff has been going through a long-term familiarization process with the new infrastructure under the guidance of our construction manager.</p>
<ul style="list-style-type: none"> Finish implementation of Geographic Information System (GIS) for city infrastructure and operations management 	<p>The first release of the GIS was completed in October and reported to Council in a special presentation on October 4th.</p>
<ul style="list-style-type: none"> At the Albany Bulb/Waterfront Park, explore feasibility of placing and maintaining a porta-potty and periodic debris containers, and provide emergency and other access through roadway and vegetation management 	<p>Discussions were held with the EBRPD to locate a porta-potty at the Bulb but the park staff concluded that their organizational structure was not set up or equipped to provide the services we need.</p> <p>The vegetation management program continues in cooperation with the Fire Department and Police Department to provide access for emergency vehicles.</p> <p>Public Works also provided roadway improvements that will assist the travel of emergency vehicles on the Bulb during wet weather.</p>

Planning And Building –Ordinances, Plans & Development Process

<ul style="list-style-type: none"> Complete planning review of major planning applications for St. Mary’s College High School, Safeway, and University Village Mixed Use project. 	<p>St. Mary’s has modified their application to reduce the scope of the proposed expansion. The use permit should be presented to the Planning and Zoning Commission in fall 2011. Planning and Zoning has held a number of study sessions on the proposed new Safeway and recent revisions to the plans address several concerns. Safeway is conducting a review of the revised design.</p> <p>The final environmental impact report for the UC Village project is complete, and has been reviewed by the Planning and Zoning Commission. Public hearings are underway.</p>
<ul style="list-style-type: none"> Complete the update to the City’s Housing Element. 	<p>Staff has completed the final draft of the Housing Element, and is expected to be presented to the Planning and Zoning Commission and City Council in late 2011.</p>
<ul style="list-style-type: none"> Initiate preparation of a new 20-year General Plan for the City. 	<p>Staff is drafting for Planning and Zoning Commission and City Council review a strategy for preparation of the new General Plan.</p>
<ul style="list-style-type: none"> Review planning applications for a medical marijuana dispensary 	<p>An application for a dispensary was denied by the Planning and Zoning Commission. The denial was upheld by the City Council in January 2011. The applicant has filed litigation challenging the City’s policies and decision.</p> <p>A new application for a dispensary on Cleveland Ave has been received and is being processed by Planning staff and the Police Department.</p>
<ul style="list-style-type: none"> Implement City climate action plan recommendations and participate in regional climate change policy initiatives 	<p>The Climate Action Plan was adopted by the City Council in April 2010 and implementation program is currently underway. The Planning Manager is a member of the regional working group guiding the implementation of the Bay Area-wide “Sustainable Communities Strategy”</p>
<ul style="list-style-type: none"> Manage up to three code enforcement/nuisance abatement projects at any one time 	<p>Rehabilitation of 947 Jackson has been completed. Code enforcement efforts are underway for projects on Kains, Cornell, and Key Route.</p>

Transportation Planning

<ul style="list-style-type: none"> • Construct a bicycle path along Buchanan Street between Cornell Avenue and the Buchanan Street over crossing 	<p>The City finalized the 35% PS&E and environmental work for this project. To date, two stake holders have processed the right of way agreements for this project (USDA and AUSD). The City obtained a \$1.7 million federal grant in 2010 for the construction of two phases of this project from San Pablo Ave. to the Buchanan overcrossing. The City is also seeking additional grants to close the funding gap and reduce the amount of local funds needed for the match (\$700,000). 100% Plans are being developed with City funds (Measure F, formerly allocated for the second phase of the Marin Ave. reconfiguration). Project is expected to be built in the summer of 2012.</p>
<ul style="list-style-type: none"> • Redesign and replace traffic signals at the school-zone intersections of Buchanan & Jackson Streets (Ocean View School) and Santa Fe & Marin Avenues (Marin School) 	<p>The Buchanan/Jackson signal for Ocean View School is under construction and will be completed near the start of the 2011 school year. The Marin/Santa Fe project for Marin School is undergoing design revision to incorporate community desire for 4th crosswalk; cost & funding feasibility TBD.</p>
<ul style="list-style-type: none"> • Construct the Pierce Street Bicycle/Pedestrian Path and Paving Rehabilitation 	<p>100% plans and construction bidding is complete. An award of contract is pending. Authorization to Proceed by Caltrans was granted in May to secure a \$117,000 grant. Construction expected to begin in mid-July 2011.</p>
<ul style="list-style-type: none"> • Complete and begin to implement the Pedestrian and Bicycle Master Plans 	<p>Through a Measure B competitive grant of \$130,000, the City is updating the existing Bicycle Master Plan and developing its first Pedestrian Master Plan in a combined study called: Active Transportation Plans. The Traffic and Safety Commission has completed its review of the ATP for purposes of developing a project description for environmental purposes. City Council review expected in late July/early September. Adoption expected in November 2011, following environmental review.</p>

Transportation, con't

<ul style="list-style-type: none">• Develop and implement transportation-related Climate Action Plan measures	<p>The City is working with 511 Alameda County for the implementation of Transportation Demand Management (TDMs) in the City (employer-based commute alternatives). The Climate Action Plan also calls for the development of a Pedestrian Plan, which the City is currently conducting.</p> <p>The City will seek grant funds to conduct a Parking feasibility study, which would address parking demand management analysis for the City.</p>
<ul style="list-style-type: none">• Continue to implement a variety of traffic calming projects	<p>The City is currently working on implementing speed humps and tables at various locations. In addition, the Traffic and Safety Commission would like to implement the Street Smarts program citywide in order to increase awareness of driving safety in relation to pedestrians and cyclists. However, there is cost associated with the implementation of this program and funds have not yet been identified for this purpose.</p>

Transportation, con't

<ul style="list-style-type: none">• Continue the Safe Routes to School (SR2S) Program and explore the possibility of expanding it to the Middle School	<p>Expanded objective. In 2008, the City implemented a SR2S Program with state grant funds to upgrade the traffic signal at the Buchanan/Jackson intersection. The grant includes an educational component. The program, initially sought for Ocean View Elementary School, has expanded to all the elementary schools and has become very popular within the elementary school community. Now Albany has a Walk/Roll to School Day every month of the school year, organized Walking School Buses, and SR2S Task Force. Since the first successful application, the City has included an educational component in every SR2S grant application. In 2008 it was successful in obtaining a second grant for Marin Elementary, enabling staff to continue the educational program for another 2 years. Staff will seek a grant to continue the educational efforts at the elementary schools and will explore the possibility of expanding it to the Middle School.</p>
<ul style="list-style-type: none">• Work with public transportation agencies on expanding service to/in Albany	<p>New/added objective. BART has indicated tentative interest in conducting an opportunities and constraints study of expanding service to Albany on current BART line or Union Pacific right-of-way. AC Transit is exploring expanding service to Target.</p>

Environmental – Waste Management, Urban Forestry & Climate Action

Waste Management

<ul style="list-style-type: none"> • Ensure Waste Management continues to provide quality collection services and increase opportunities for recycling of hazardous wastes including batteries and fluorescent bulbs. 	<p>Oversight of services continues; response to complaints is prompt and comprehensive. City is in the process of discussing opportunities for a new franchise agreement. Initiated 1-year franchise extension and may request additional two 1-year extensions depending on Council direction on competitive bids, or finalize negotiations with Waste Management.</p>
<ul style="list-style-type: none"> • Expand and facilitate reuse/sharing opportunities within the community 	<p>Researching opportunities to establish additional reuse/sharing programs similar to the Recreation Department’s clothing swaps.</p>
<ul style="list-style-type: none"> • Implement the Climate Action Plan Waste Reduction Strategy towards becoming a zero waste community 	<p>Identifying opportunities to include minimum diversion requirements within franchise agreement. Also identifying opportunities to increase outreach to specific sectors of the community to increase diversion.</p>
<ul style="list-style-type: none"> • Continue to provide assistance to the Albany School District’s “greening” efforts 	<p>Intern program ends July 2011. Received \$10,000 in grant funds to continue greening schools program for upcoming school year. Will seek a part-time “greening” schools coordinator prior to next school year to conduct grant project.</p>
<ul style="list-style-type: none"> • Provide targeted outreach regarding waste diversion and promote organics collection services to commercial businesses 	<p>Majority of restaurants utilize organics/recycling services. Outreach has been conducted to businesses not yet utilizing organics service.</p>

Urban Forestry

<ul style="list-style-type: none"> • Continue to “green” the City’s public areas with native plants and trees 	<p>Various planting boxes and park planting areas have been re-worked and planted, sheet mulched and mulched utilizing native and other draught resistant plants. This includes City Hall planting, median planting and all parks</p>
<ul style="list-style-type: none"> • Conduct additional “BUFF” tree planting block parties 	<p>Ongoing –averaging one block planting a month as well as special events at all parks and community Center and Castro Street steps</p>
<ul style="list-style-type: none"> • Implement the Climate Action Plan Green Infrastructure Strategy 	<p>Includes extensive tree planting – now planting 300 trees annually as well as thousands of shrubs, grasses, vines and bulbs</p>
<ul style="list-style-type: none"> • Ensure adequate maintenance of the City’s more mature street trees 	<p>Regular pruning cycles and monitoring of mature trees, pruning out dead and unsafe wood; removing only when absolutely necessary.</p>
<ul style="list-style-type: none"> • Coordinate the replanting of the Ohlone Greenway following the BART seismic retrofit project 	<p>BART anticipates the project to start in summer/fall 2011 (exact location will not be known until summer/fall 2011). The City Arborists will work closely with BART and contractor to ensure replanting complies with City plans and standards.</p>

Climate Action

<ul style="list-style-type: none"> Implement City climate action plan measures per implementation plan 	<p>Implementation of short-term measures underway. Energy efficiency audits conducted on city facilities; solar feasibility analysis conducted in December/January; Farmer’s Market opened in May with plans to operate through October; conducting update of green building standards/related policy, and preparing draft Residential Energy Conservation Ordinance (point of sale) for public review in Winter 2011, energy efficiency incentive (rebate) programs for residential and commercial sectors launched in January 2011. Sustainability Committee in process of identifying particular measures to lead. 1 full-time intern providing direct assistance on CAP implementation through Summer 2011.</p>
<ul style="list-style-type: none"> Participate in regional climate change policy initiatives, programs and partnerships 	<p>Ongoing participation in regional opportunities – planning, grants, programs.</p>
<ul style="list-style-type: none"> Encourage community engagement regarding climate action plan measures 	<p>Working collaboratively with Transition Albany and Carbon Neutral Albany. Additional outreach/engagement events for implementation during 2011. Sustainability Committee worked on Arts & Green day – Sunday, May 1, 2011.</p>
<ul style="list-style-type: none"> Identify funding opportunities and mechanisms (grants, loans, utility tax, etc.) and develop a funding program 	<p>Research conducted regarding how local jurisdictions fund climate action programs. Analysis of available funding opportunities conducted and presented to Sustainability Committee. Feedback from Sustainability Committee to City Council in September 2011 on a gas & electric utility user tax increase ballot measure to support climate action plan implementation.</p>
<ul style="list-style-type: none"> Evaluate effectiveness of implementation, adapt implementation plan as necessary 	<p>CAP recommends review every 3 years to determine plan update needs.</p>

FIRE & EMERGENCY MEDICAL SERVICES DEPARTMENT

<ul style="list-style-type: none"> • Continue enhancement of an integrated multi-jurisdictional response; improving firefighter safety and performance. 	<p>On going by automatic aid response and continued training.</p>
<ul style="list-style-type: none"> • Establish Firefighter physical fitness standards through a bipartisan agreement. 	<p>This needs to be established through the MOU process.</p>
<ul style="list-style-type: none"> • Coordinate an effective and reasonable emergency preparedness program, involving neighborhoods who play a vital role in disaster preparedness by becoming self sufficient with the understanding that the City has limited resources. 	<p>As mentioned below, AFD is attempting to establish an interest at the grade school level. Last year was the first year with very little response; one to two parents replied with interest. By the time a second grader has become a fifth grader, the parents will have been exposed to DP four times.</p>
<ul style="list-style-type: none"> • Integrate annual Disaster Preparedness instruction in the Albany Unified School District grades 2-5 to promote the formation of ALERT Block Captains and training. 	<p>This was completed April/May of 2010 and will continue each year as part of AFD involvement with AUSD.</p>
<ul style="list-style-type: none"> • Provide ALS engine response and transportation that exceeds ALCO EMS requirements. 	<p>AFD response and training currently exceeds Alameda County EMS requirements.</p>
<ul style="list-style-type: none"> • Teach state-accredited classes to on-shift personnel under Quality Improvement oversight by Albany Firefighter/Paramedics. 	<p>Accomplished by in-house training and utilizing outside professional training from Summit Hospital Staff. Quality Improvement (QI) over site is monitored by EMS Supervisor Lt. Boito and is under direction of ALCO EMS.</p>
<ul style="list-style-type: none"> • Work with Berkeley Fire Department in providing a Quality Improvement Plan that ensures optimum patient care while adhering to state and county protocols. 	<p>In-house Peer Review (medical calls are reviewed and critiqued by AFD paramedics) is interfacing with Berkeley Fire EMS. EMS Policy and Procedures are under the direction of EMS Supervisor Lt. Boito.</p>

Fire & EMS, con't

<ul style="list-style-type: none"> • Improve computerized Patient Care Report Form (ePCR) for EMS billing. This will facilitate EMS billing through electronically patient care data. 	<p>Working with ALCO EMS on standardized ePCR to be implemented 11-1-11. New software, Toughbooks, and support to be provided by Paramedic's Plus as condition of their EMS County Provider Contract.</p>
<ul style="list-style-type: none"> • Protect the City's ALS transporting rights under 1797.201 and 1797.224 of the California Health and Safety Code. 	<p>Staff is participating in meetings and discussions about efforts in state that could compromise these city rights</p>
<ul style="list-style-type: none"> • Improve internal/staff disaster response readiness and community disaster preparedness. 	<p>New/added objective. Will schedule EOC training and will work with Community Engagement Specialist for CERT training and block preparedness.</p>
<ul style="list-style-type: none"> • Working with Community Development, prepare draft ordinance requiring self-closing doors in multi-family units 	<p>New/added objective. Will present to Council in Fall 2011</p>
<ul style="list-style-type: none"> • Working with Police Department, move fire radio service to the East Bay Regional Communications System, and identify funding source. 	<p>New/added objective for Fire/EMS.</p>