

CITY OF ALBANY
DRAFT GOALS & OBJECTIVES
2012-13

Department	Goal: Healthy Local Economy Objectives
Community Development	Complete the review process for key community-serving development projects including UC Village Mixed Use project and a new Safeway store
Community Development	Prepare a Complete Streets strategy for San Pablo Avenue
Community Development	Review City regulations on parking and on personal services business uses in commercial areas
Recreation & Community Svs.	Work with local businesses on promotional and advertising opportunities
City Manager	Manage the dissolution of the Albany Community Reinvestment Agency and explore potential replacement programs created by the State or region for applicability in Albany
City Manager	Continue to implement the Economic Development Strategy & Action Plan

Department	Goal: Environmentally Strong Objectives
City Clerk	Research available technology to determine opportunities for initiating a program to maintain records electronically.
Community Development	Implement projects and initiatives identified in the Climate Action Plan and Active Transportation Plan.
Community Development	Incorporate Climate Action Plan and Active Transportation Plan policies into a new General Plan
Community Development	Update Green Building standards and policies
Recreation & Community Svs.	Continue to develop and implement waste-free facilities and events
Public Works	Community commitment to achieving the sanitary and stormwater quality standards established by the US EPA and the California Regional Water Quality Control Board.
City Manager	Find mechanisms to support the implementation of the Climate Action Plan

Department	Goal: Fiscally Strong Objectives
Fire/EMS	Identify an ambulance that meets our needs and provides the level of service that we are committed to providing to our community and pursue funding venues to accomplish this purchase
Police	Discontinue the use of a contracted vendor for mobile computing infrastructure. Establish a dedicated police department information technology infrastructure to support this operational necessity at lower annual cost.
Police	Implement fee based fingerprinting services for the public.
Finance	Integrate financial and operations management, with emphasis on capital projects, through the use of user friendly accounting tools
Finance	Provide more accessible, timely and meaningful public financial information on the City website
Finance	Assist in the analysis of alternatives for Library Services.
Finance	Pursue revenue opportunities and cost saving measures to maintain a balanced budget in a constrained economy
Finance	Process liability claims in a timely and efficient manner, in close coordination with the affected departments and the claims adjustor.
Finance	Negotiate a successor MOU (memorandum of understanding) with the Albany Peace Officers' Association
Finance	Evaluate upcoming job vacancies to determine appropriate department staffing levels, position levels, hours, and pay ranges.
Treasurer	Begin implementation of using shared taxpayer information from the Franchise Tax Board to find and license unlicensed businesses in Albany, including businesses run from homes
Treasurer	Perform triennial actuarial analysis of the Police & Fire Pension Fund in order to determine funding status
Treasurer	Continue monitoring investments for City and Pension Fund to ensure compliance with established policies.
Recreation & Community Svcs.	Create fee structure and expenditures strategies that maximize cost recovery
Public Works	Structure the sewer stormwater enterprise funding to support the long-term reliability of Albany's drainage infrastructure.
Public Works	Establish a long-range profile of the maintenance and capital requirements of the city buildings.
City Manager	Identify and pursue opportunities for additional resources to meet community needs, such as through potential tax measure(s), grants, development, fees, efficiency through technology, and shared services

Department	Goal: Safe, Diverse, and Engaged Neighborhoods Objectives
City Clerk	Enhance mechanisms for delivering public information including maintaining collaborative media relations, and developing standardized press release templates, public notices, and related documents.
City Clerk	Continue social media advancements to increase accessibility of information for the community and encourage open government.
Fire/EMS	Create a computer generated database of apartment, condo, & townhouse buildings that can be available in all of our apparatus for emergency use.
Fire/EMS	Emergency Operations Center (EOC) Program – edit the existing emergency plan, create standardized forms, develop a more concise and user friendly format, and continue internal training for city staff.
Fire/EMS	Identify funding for necessary equipment for the fire department vehicles that are not provided by ALCO EMS.
Police	Pursue a Selected Traffic Enforcement Program (STEP) grant from the California Office of Traffic Safety to fund personnel and equipment costs associated with traffic enforcement (aggressive driving, speeding, seat belt compliance and DUI).
Police	Increase neighborhood participation in our annual National Night Out event by 25% (5 neighborhoods).
Police	Increase participation in our Neighborhood Watch program by 25% (4 neighborhoods).
Police	Conduct a one-day neighborhood Watch Block Captain Academy.
Police	Conduct one Police Youth Academy in association with the Albany Police Activities League
Police	Conduct one Youth Bicycle and Helmet Safety event in association with the Albany Police Activities League
Police	Move Police/Fire/Medical Public Safety radio service to the East Bay Regional Communications System.
Community Development	Begin the preparation of a new General Plan.
Community Development	Complete the City review of the St. Mary's College High School application for a conditional use permit.
Community Development	Collaborate with the Police Department, Fire Department, and City Attorney to prioritize code enforcement on situations involving significant life safety hazards, environmental risks, or public nuisances.
Recreation & Community Svs.	Create and foster community engagement programs such as <i>Nextdoor</i> and the <i>Albany Civics Academy</i> .
Public Works	Improve the community's understanding and engagement with Public Works' projects and activities by increasing the Division's profile on the city website, especially the "Around The Block" feature.
City Manager	Continue to experiment with community communications & engagement

Department	Goal: Efficient, Effective & Productive Organization Objectives
City Clerk	Administer fair and open municipal elections in accordance with all applicable laws, effectively coordinate with the School District and the Alameda County Registrar of Voters regarding elections.
City Clerk	Develop internal guidelines and outline procedures for responding to public records requests to ensure consistent and timely response to requesting parties.
City Clerk	Provide continued support to elected officials, Committees/Commissions/Boards including orientations, ethics and associated trainings. Help ensure any vacancies are filled in accordance with Maddy Act.
City Clerk	Ensure the continued capability and competence of the City Clerk's Office by conducting cross training of staff and attending applicable trainings.
City Clerk	Formalize guidelines and outline procedures for conducting requests for Bids. Coordinate intra-departmentally to confirm staff roles to ensure the process is collaborative and consistent.
City Clerk	Identify guidelines for elected officials, Committee/Commission/Board members and City staff regarding partaking in social media as related to City affairs.
City Clerk	Review and update agenda templates for the City's Boards/Committees/Commissions and Council to ensure standardization, transparency and compliance with the Brown Act.
Fire/EMS	Implement the ALCO EMS ePCR tablets and reporting system requirements so all Alameda County fire agencies are standardized in their format and implementation.
Fire/EMS	Develop a plan to train and prepare future leaders in light of the anticipated retirement fire department supervisors
Finance	Transition the bi-annual budget cycle to follow the City Council elections
Community Development	Implement electronic permitting software to improve customer service and productivity.
City Manager	Conduct Strategic Planning to establish goals, priorities and core values with the seating of the new City Council
City Manager	Find mechanisms to support the implementation of the Information Technology Master Plan

Department	Goal: Treasured Waterfront Objectives
Community Development	Support implementation of the EBRPD Beach and Bay Trail project.
Community Development	Enhance the Cove gateway area to the Albany Waterfront
City Manager	Facilitate the city's participation in a community effort to reduce homelessness in Albany
City Manager	Pursue continued conversation about the future of the Golden Gate Fields property