

## Communications

Priority	Goals	Objectives	Status
	<b>Email, Internet &amp; Technology</b>		
7 points	Enhance the use of City website	Redesign website; add content, tools, access	New website launched in June 2008; Continued work underway on training and refining
3 points	Acquire equipment and operations capacity to increase use of digital technology	Receive staff recommendation on digitizing City records, implementing minimal GIS, etc. Increase use of digital photography and video in meeting presentations; Minimal GIS (Geographic Information System) capability	Some digital technology is being implemented as part of the webstreaming of Council meetings; some GIS in development for sewer reporting requirements and the Fire Dept.
	Manage proper City use of email	Establish City policies on email for Brown Act, response, and privacy	City Attorney conducted Commission training on email 10/07; Next training planned for 1st quarter 2009
	<b>Volunteer &amp; Leadership Development</b>		
6 points	Trained block captains for every block, Commission seats filled, and full database of volunteers	Increase number of trained disaster workers, publicize volunteer activities	Volunteer database software purchased and data entry underway; block captain map under development; temporary part-time person to be hired in 2008-09 to develop neighborhood coordination
	Develop the skills and abilities of Commission, Committee, and Board members on group process	Conduct leadership development, meeting moderation training for Commission, Committee & Board Chairs & Vice Chairs	Training conducted 10/29/07; Next training scheduled for 1st quarter 2009; this training will be more interactive than the last training
		Consider Charter amendment to establish directly-elected mayor	Charter amendment on November ballot
		Conduct periodic joint meetings between Council and Commissions, Committees & Boards	Schedule as needed; Next likely meeting is with P&Z re: Housing Element

## Communications

Priority	Goals	Objectives	Status
	<b>Public Information</b>		
3 points	Provide audio broadcast of City meetings on Web site	Audio record city council and other city meetings, and make available on City website	Web streaming of Council meetings launched June 16, 2008
2 points	Expand use of Channel 33	Expand content and viewership	City of Berkeley authorized use of its video center for Albany residents to make videos to show on Channel 33, and to exchange content with Berkeley; New staffing has enhanced content; Web streaming may promote viewership
2 points	More informed community	Increase notifications to community through newsletters and other vehicles	City newsletter was revised regarding format and #of pages; staff recommends 3x/year rather than 2x/year, with fewer pages to maintain overall budget. On-line Community calendar was established via the Albany Library; New has email notifications, subscriptions and more info.
2 points	Expand use of Channel 33	Add cameras to Community Center/Library building for video recording and broadcasting	Completed
	Expand use of Channel 33, and informed community in a disaster	Enhance Channel 33's ability to inform residents during a disaster	To be explored and developed in 2008-09
	More informed community	Establish email subscription system + increased web site use	Email subscriptions are a part of new web site design
	More informed community	Produce user-friendly financial report	To be posted on web site after completion of 2008-10 budget preparation
	<b>City Identity</b>		
2 points	Celebrate Albany's Centennial in 2008	Working with the Historical Society, develop a celebration plan	February kickoff event. September 27th celebration in planning stages, with a tentative Dinner with Albany event with an alumni theme. Community organizations are conducting centennial events throughout 2008.
	Update the City's identity	Install new city entry signage/banners on Buchanan Street	With recommendation from Arts Committee, Council approved centennial banner program being administered by Chamber of Commerce; banners installed on San Pablo, Solano, and Buchanan

## Communications

Priority	Goals	Objectives	Status
	Update the City's identity	Receive recommendation from Social & Economic Justice Commission on new city motto	150 entries rec'd. Commission "short listed" the entries. Council reviewed but not sold on any of them. Open up for more entries
	Update the City's identity	Create new City seal, font, and standardized templates, signage, etc.	New seal is awaiting new motto and funding. Some new templates will be developed as they relate to new website

## Demographic Changes

Priority	Goals	Objectives	Status
5 points	Help establish a regular teen café	Partnering with others, help provide a monthly school year teen café at the Community Center	The Cafes have been well attended with local high school bands providing the main draw for youth. The monthly Teen Café has been gaining momentum since it began in September 2007. Local High School bands perform at the Community Center. Teens promote and work at the event. McGregor High School provides food at the event for a small charge, which they keep to cover the cost of food and materials. Bands receive a DVD of their performance at the end of the night. More than 75 high school students attended the March Teen Café, but record attendance happened in January when 250 teens attended.
5 points	Pursue opportunities to partner on providing recreation space for community	Negotiate a new Facility Use Agreement with the Albany Unified School District; explore other opportunities	New discussions underway with new Superintendent
4 points	Plan for, acquire, and develop recreation space	Receive recommendation from Parks & Recreation Commission after its community process on the public's interest in acquiring the Veterans Building	Lackluster interest in acquisition and its cost; Recommend pursuing other indoor recreation space such at the Community Center, and develop a partnership approach to the Veterans Building for 2010
2 points	Encourage the development of senior housing (independent to assisted living)	Ask the Planning & Zoning Commission for recommendations on creating senior housing; consider hiring staff time or consultant services to implement	Senior housing is under consideration for inclusion in proposed in UC Village San Pablo frontage development
2 points	ABAG will release a draft of Albany's housing allocation in Spring 2007. It will include a mix of affordable and market rate housing.	Ask the Planning & Zoning Commission for recommendations on maintaining and expanding affordable housing; consider hiring staff and/or consultant services to implement	Housing Element update will include focus on where and how to encourage new housing units. Planning & Zoning Commission began Housing Element discussions on 11/27.

## Demographic Changes

Priority	Goals	Objectives	Status
2 points	Assess condition of Albany Senior Center	Conduct a building needs analysis	For 2008-09 budget consideration
1 point	Help find a public place for historical memorabilia	Consider ideas from the Historical Society	Under discussion as part of the possible acquisition of the Veterans Memorial Building
	Plan for commencing update in 2007-08 of General Plan	Budget funds in 2007-08 through 2009-10	Housing Element preparation is underway; Funds budgeted for other elements in the 2008-10 General Plan
	Improve access to assistance for persons who are homeless or need mental health services	Receive recommendation from Social & Economic Justice Commission	Brochure is ready for publication; outreach work on Albany Bulb is in place
	Provide public with a one-stop information center	Help fund and support a countywide 2-1-1 telephone referral program	Countywide 2-1-1 program is operating Monthly reports on usage are available

## Economics

Priority	Goals	Objectives	Status
16 points	Strengthen the commercial tax base of the City	Receive staff recommendation on hiring economic development staff and/or consultant services	Contracted executed with Neil Mayer & Associates and Darlene Rios-Drapkin of Urban Transformation to focus on redevelopment district and San Pablo/Solano respectively for 1 year, starting June 2008
4 points	Attract clean and green businesses to Albany	Receive recommendations from the Clean & Green Task Force for attracting businesses	Sustainability Committee established 10/07 and has monthly meetings on the 3rd Wednesday
4 points	Increase revenues	Consider placement of parking meters in business district	Council referred the subject of paid parking program(s) to the Traffic & Safety Commission, Planning & Zoning Commission, Chamber of Commerce, and Solano Avenue Assoc. for their comments. One idea being explored is to try a paid parking program at the waterfront, which will require Council approval, tentatively scheduled for Fall 2008
3 points	Improve access from Eastshore Highway	Continue to seek Caltrans permission for traffic light at Eastshore & Buchanan	Caltrans approval appears unlikely at this time. Other signalization being explored at Pierce or Taylor as part of Buchanan bicycle path & crossing
2 points	Increase revenues	Increase tax base and/or tax revenues	For Sustainability Committee & economic development consultant review and recommendations
2 points	Encourage the redevelopment of property in the Redevelopment District	Receive staff recommendation on hiring economic development staff and/or consultant services	Economic consultant Neil Mayer is contacting all Redevelopment Area property owners

## Economics

Priority	Goals	Objectives	Status
2 points	Encourage the vitalization and promotion of Albany businesses	Discuss strategies with business community	Council authorized City funding towards a "Recycle Your Rebate in Albany" shop local campaign, from May 10 to June 15, to encourage residents to shop Albany businesses
2 points	Recover cost of providing services consistent with State law	Consider an ordinance to allow cost recovery of extraordinary public safety services	Under legal review. To be agendized for City Council in late 2008
1 point	Align the sewer fee to meet cost of mandates	Conduct fee increase process and hearings prior to July 31, 2007	Fee established, and program re-authorized in 2008
	Encourage the redevelopment of property in the Redevelopment District	Establish permanent maintenance center	Property under consideration, pending completion of environmental work, appraisal, and Council authorization for negotiation
	Council pay	Submit charter amendment to voters on Council compensation	Charter amendment on November ballot to establish \$300/month pay

## Environment

Priority	Goals	Objectives	Status
7 points	Reduce carbon emissions in Albany by 25% by 2020	Establish action plan for reduction of carbon emissions	Grant approved for a joint effort with Piedmont to draft a Carbon Emissions Reduction Plan. Consultant contract awarded June 2008. Sustainability Committee to assist with prioritizing and implementing reduction efforts and recommendations to Council, scheduled for adoption June 2009
5 points	Decrease sewer overflows and infiltration into storm water	Meet new mandates for sewer monitoring and maintenance	Council approved increase in sewer fee to meet new mandates
4 points	Repair and improve storm drain facilities	Construction Curtis-Neilson storm water bypass	Project underway
3 points	Conserve use of energy and water	Implement Green Building Ordinance	Most applicants have exceeded the green building requirement by a large number. Planning & Zoning Commission to review the residential green points checklists for revision of point allocation to enhance standards.
3 points	Conserve use of energy and water	Support EBMUD extending recycled water facilities for landscaping purposes	Staff working with EBMUD to encourage extensions to Ocean View Park (OVP) , Buchanan Medians, Civic Center, and Ohlone Greenway. OVP renovation plumbed for recycled water; tentative EBMUD date of 2009
3 points	Conserve resources	Adopt an Environmental Purchasing Policy	Adopted; New janitorial service contract awarded to firm to meet EPP requirements
3 points	Minimize presence of toxic materials	Receive recommendation from the Parks & Recreation Commission on an Integrated Pest Management (IPM) Plan	Council approved IPM ordinance. Parks & Rec Commission is recruiting for IPM committee
3 points	Encourage placement of art	Establish Albany art goals and prospective funding locations through preparation of an Arts Master Plan	Upon receipt of public arts funds, Committee can undertake preparation of an Arts Master Plan
2 points	Restore Codornices Creek	Apply for grant funds to complete the Codornices Creek Restoration Project, section between 6th & 8th Street to San Pablo Avenue	Grant approved; Project to be designed for construction in 2009



## Environment

Priority	Goals	Objectives	Status
2 points	Restore Codornices Creek	Design restoration between San Pablo Avenue and Kains	Pending staff and grant funding resources
1 point	Conserve use of energy and water	Encourage Bay Friendly Landscaping, through implementation of new ordinance and by incorporating into City landscaping projects	Implemented effective July 1, 2007; bay friendly landscaping included in parks projects with grant funds; Buchanan medians reconstructed with bay friendly landscaping; Bay Friendly Civic Center landscaping design underway; Ohlone Greenway design underway with bay friendly landscaping

## Environment

Priority	Goals	Objectives	Status
1 point	Achieve 75% waste diversion rate by 2010 (currently at 70%)	Increase multi-family participation in recycling and organics collection program through outreach program	Contract in place for assistance with multi-family housing recycling
1 point	Minimize presence of toxic materials	Sponsor/co-sponsor on-going battery collection and e-waste collection events	Collection receptables at Community Development (979 SPA) and YMCA; Very successful e-waste on Key Route Blvd. in 9/07
1 point	Encourage placement of art	Receive recommendation from the Arts Committee on an ordinance to create funding for art	Public Arts Program ordinance approved by Council 10/07
	Minimize presence of toxic materials	Effective street sweeping program	No-parking street sweeping signs initially installed on streets adjacent Solano Avenue and on Pierce Street; In late 2007, Council directed expansion of areas signed and enforced for no parking on street sweeping days, which will begin enforcement in late April. New, sturdier temporary no parking signs were purchased for residents to place in the parkway strip in the "honor system" neighborhoods.

## Safety

Priority	Goals	Objectives	Status
4 points	Residents educated and coordinated in emergency preparedness and response	Conduct a community disaster drill	Disaster Policy Advisory Group will work on community disaster drill for October/November, 2008
4 points	Attract and retain public safety employees	Renovate the police & fire stations to improve working conditions	Construction contract awarded. Work to begin at City Hall 5/6/08, and in police and fire stations in August 2008
3 points	Improved seismic safety of public and private buildings	Seismically retrofit the Civic Center complex; requires temporary relocation	Temporary sites secured for all relocated departments
3 points	Improve the safety of routes for pedestrians, bicyclists, and motorists	Pursue grant funding for a dedicated traffic enforcement officer	Grant application was submitted in 1/08 for funding period beginning 10/08
3 points	Improve the safety of routes for pedestrians, bicyclists, and motorists	Explore placement of red light violation cameras at key intersections	Public hearing to install red light camera at Buchanan/Jackson signal is pending completion of Buchanan/Jackson Safe Routes to Schools grant traffic signal replacement
2 points	Residents educated and coordinated in emergency preparedness and response	Support and promote ALERT disaster response training	Hiring part-time temporary worker to recruit neighborhood coordinators
2 points	Reduce crime	Conduct a community-wide crime prevention program	Police Department conducted a "National Night Out" program on 8/7/07 and will conduct one again on August 5, 2008
2 points	Maximize ability to respond to emergencies	Build New Emergency Operations Center at Civic Center complex	Project underway
2 points	Maximize ability to respond to emergencies	Acquire a 65-foot ladder truck	Development impact fee not practical. Fire Dept. now believes that for the time being, mutual aid will satisfy the need
2 points	Encourage safe teen events and activities	Teen Café	Successful monthly teen café
2 points	Encourage safe teen events and activities	Assign School Resources Officer position to work with youth	Officer David Belman assigned to position

## Safety

Priority	Goals	Objectives	Status
2 points	Improve the safety of routes for pedestrians, bicyclists, and motorists	Encourage property owners to repair sidewalks	Pilot sidewalk repair project for Marin Avenue is underway
1 point	Improved seismic safety of public and private buildings	Develop pre-approved plans for seismic retrofit of standard wood-frame residential structures	Agendize for Council discussion in 2008; Status on current URM ordinance: Upgrade completed: 24 properties; Application in process: 12 properties; No application received: 5 properties; Total 41 properties
1 point	Maximize ability to respond to emergencies	Explore establishing an automatic fire & EMS aid agreement with El Cerrito & Richmond	Staff to discuss with other agencies, to bring to Council for consideration
1 point	Maximize ability to respond to emergencies	Participate in development of regional radio communications system	Council authorized joining the Alameda County-Contra Costa County Emergency Radio Communications JPA
1 point	Improve the safety of routes for pedestrians, bicyclists, and motorists	Prepare a Pedestrian Master Plan	Pedestrian plan preparation underway with the involvement of the community
	Improved seismic safety of public and private buildings	Enforce the unreinforced masonry building ordinance (commercial and multi-family buildings)	Compliance is nearly complete. Next deadline is September 2008
	Residents educated and coordinated in emergency preparedness and response and crime prevention	Police and Fire personnel at block parties	Police and Fire personnel are available, and block party fee waived if either or both are invited
	Improve the safety of routes for pedestrians, bicyclists, and motorists	Construct more curb ramps to improve wheelchair & mobility scooter access	Accessible curb ramp and renovation of storm drain installed at Masonic/Marin/Ohlone Greenway bike path intersection in Fall 2007
	Improve the safety of routes for pedestrians, bicyclists, and motorists	Install pedestrian audible signals on San Pablo Avenue	Funding is being sought; installation of audible signals at Solano and San Pablo intersection to be done by Alameda County CMA

## Waterfront

Priority	Goals	Objectives	Status
10 points	Commence the planning process	Hire a project manager and receive recommendation on waterfront planning work program	Contract approved for Fern Tiger & Associates to conduct a waterfront planning vision process. First phase of information gathering is underway. Status reports scheduled for Waterfront Committee; status report to be scheduled for Council in September 2008.
6 points	Work with State Parks & East Bay Regional Parks on approach to getting financial support for Eastshore State Park	Convey support for regional and state bond funds to fully implement Albany portion of Eastshore State Park Master Plan	East Bay Parks District measure to extend Measure AA bonds is on November, 2008 ballot.
6 points	Support efforts to establish a Bay Trail	Convey support for establishment of Bay Trail through Albany	Mayor conveyed support for Bay Trail in correspondence to East Bay Regional Parks in third quarter 2007; EBParks reports that it is working with property owner (Magna) on design and terms