

Communications

Priority	Goals	Objectives	Status
	Email, Internet & Technology		
7 points	Enhance the use of City website	Redesign website; add content, tools, access	New website launched in June 2008. Work group established protocols for posting and meets regularly to develop new ideas, troubleshoot, and review site
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 and preparing for move back to Council Chambers. GIS developed for sewer reporting requirements expanded to include trees, signs, and infrastructure.
	Manage proper City use of email	Establish City policies on email for Brown Act, response, and privacy	Email protocol included in Commission, Committee and Board handbook January 2009
	Volunteer & Leadership Development		
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 completed; part-time temporary Community Engagement Specialist hired January 2009 to help organize neighborhoods
	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 open to all Commission, Committee and Board members.
		Consider Charter amendment to establish directly-elected mayor	Charter amendment on November 2008 ballot did not pass
		Conduct periodic joint meetings between Council and Commissions, Committees & Boards	Schedule as needed; Next likely meeting is with P&Z re: Housing Element in Spring 2009

Communications

Priority	Goals	Objectives	Status
	Public Information		
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	KALB broadcast and Web streaming of meetings of City Council, School Board, and Waterfront Committee. 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; 3/4 time position effective July 2008 has enhanced content
2 points	More informed community	Increase notifications to community through newsletters and other vehicles	e-notification on a variety of City topics available via City website. City newsletter revised to reduce size and expand frequency from 2x/yr to 3x/yr while staying within budget. On-line Community calendar on Library and City websites.
2 points	Expand use of Channel 33	Add cameras to Community Center/Library building for video recording and broadcasting	Completed. Next goal is to wire the Library's Edith Stone Room to enhance recording and broadcasting options
	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 2009
	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	State of the City Finances Report presented to City Council February 17, 2009. City website contains written report and webstream of presentation
	City Identity		
2 points	Celebrate Albany's Centennial in 2008	Working with the Historical Society, develop a celebration plan	February kickoff event. Other community centennial events held throughout the year. September 27-28 Centennial weekend highlighted by "Dinner with Albany" in which 2000 residents and alumni had dinner together in the street on Solano Avenue.

Communications

Priority	Goals	Objectives	Status
	Update the City's identity	Install new city entry signage/banners on Buchanan Street	With recommendation from Arts Committee, Council approved centennial banner program administered by Chamber of Commerce; banners installed on San Pablo, Solano, and Buchanan
	Update the City's identity	Receive recommendation from Social & Economic Justice Commission on new city motto	Moto contest did not result in a selected outcome. Economic Development Working Group will have a recommendation in April 2009 on an identity process that will coordinate with Fern Tiger's community planning work
	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	On 1st Friday of every month, at Community Center, a teen activity called Epicentre provides a multi-media event featuring young, talented local musicians. It is produced by local high school students for local high school students with City staff supervision. Epicentre's goal is to provide a safe, easily accessible and enjoyable venue for teenagers, and an eager audience and promotion for local bands and DJ's.
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	City and District staff are exploring the possibility of creating a Mello Roos Community Facilities District to fund community recreation facilities. City is also exploring expansion of Senior Center to property for sale next door.
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 property for sale adjacent the Senior Center,, and a City-School District partnership approach to the Veterans Building for 2010 or 2012
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	Meet state mandated housing goals	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 underway through the Planning & Zoning Commission. Next P&Z workshop scheduled for March 24.
2 points	Assess condition of Albany Senior Center	Conduct a building needs analysis	Staff review of building needs in conjunction with pursuit of adjacent property for sale at 842 Masonic Avenue
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

Demographic Changes

Priority	Goals	Objectives	Status
	Plan for commencing update of General Plan	Budget funds in 2008-09 throughh 2010-11	Housing Element preparation is underway; Fern Tiger will include General Plan related values in her neighborhood meetings in 2nd quarter of 2009. General Plan process under development with recommendations from staff and commissions.
	Improve access to assistance for persons who are homeless or need mental health services	Receive recommendation from Social & Economic Justice Commission	Brochure develoed by Social & Economic Justice Commission.
	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. Economic Development Working Group is incorporating green business strategy in recommendations for City Council in April 2009
4 points	Increase revenues	Consider placement of parking meters in business district	Lackluster support for meters
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	\$3.00 increase in property transfer tax on November 2008 ballot did not pass Downturn in economy presents challenges for investment in development as well as voter support for tax increases
2 points	Encourage the redevelopment of property in the Redevelopment District	Receive staff recommendation on hiring economic development staff and/or consultant services	Consultant services hired for period June 2008-June 2009
2 points	Encourage the vitalization and promotion of Albany businesses	Discuss strategies with business community	Economic Development Working Group will present recommendations to Council in April 2009
2 points	Recover cost of providing services consistent with State law	Consider an ordinance to allow cost recovery of extraordinary public safety services	City implemented cost recovery for certain fire service responses in 2008-09
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

Economics

Priority	Goals	Objectives	Status
	Encourage the redevelopment of property in the Redevelopment District	Establish permanent maintenance center	Property under consideration but environmental work needed and no purchase agreement is in effect
	Council pay	Submit charter amendment to voters on Council compensation	Charter amendment on November ballot to establish \$300/month pay was approved; effective January 2011

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 is assisting 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	Storm drainage completed in time for February 2009 rains. This significant storm drain project also includes sewer work
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 is reviewing the residential green points checklists for revision of point allocation to enhance standards; scheduled for Council in April 2009
3 points	Conserve use of energy and water	Support EBMUD extending recycled water facilities for landscaping purposes	Staff working with EBMUD and BART 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; Funds being held by State due to its budget deficit. Project to be designed for construction in 2009 or 2010

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 renovation projects; 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	Battery collection receptacles at Community Development (979 SPA), Community Center, and YMCA; Annual e-waste events; Discussions underway with Waste Management re: lightbulb and battery pickup
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	All streets swept once/month. No-parking street sweeping signs initially installed on streets adjacent Solano Avenue and on Pierce Street; Masonic and Key Route areas added. Residents on other streets are asked to voluntarily remove cars for sweeping; City provides signs for residents to post. Streets reviewed annually to determine whether expanded mandatory no-parking signs and enforcement are needed.

Safety

Priority	Goals	Objectives	Status
4 points	Residents educated and coordinated in emergency preparedness and response	Conduct a community disaster drill	Disaster drill conducted in November 2008; disaster training provided to blocks and other interested individuals/groups
4 points	Attract and retain public safety employees	Renovate the police & fire stations to improve working conditions	Retrofit and renovation of Police & Fire Stations is 50% completed. Completion expected in Fall 2009
3 points	Improved seismic safety of public and private buildings	Seismically retrofit the Civic Center complex; requires temporary relocation	All departments relocated as of August 2009. Move back is expected by end of 2009 for City Hall and shortly thereafter for public safety
3 points	Improve the safety of routes for pedestrians, bicyclists, and motorists	Pursue grant funding for a dedicated traffic enforcement officer	Grant funding being pursued; first application not approved; federal stimulus package may provide an opportunity
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	Hired part-time temporary worker to help recruit neighborhood coordinators, January-July 2009
2 points	Reduce crime	Conduct a community-wide crime prevention program	Police Dept. has conducted two National Nights Out. Neighborhood-based approach being planned for August 2009 with assistance from the Community Engagement Specialist
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	Aerial truck acquired with grant funds. Delivery expected by April 2009
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	URM ordinance compliance is reaching completion
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	Initial work conducted by staff with outreach and involvement of community; grant funds being sought to prepare the plan
	Improved seismic safety of public and private buildings	Enforce the unreinforced masonry building ordinance (commercial and multi-family buildings)	Compliance is nearly complete.
	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 project underway in Spring 2009
	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	Recommendation was presented from Neuwirth & Associates for a planning process. Contract approved for Fern Tiger Associates to conduct a waterfront plan visioning process. First information gathering phase is completed. Approach to reach out to every neighborhood has been developed for implementation in second quarter 2009; includes mailing information to each resident and business owner. Progress reports are given periodically to Waterfront Committee and City Council.
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 WW was approved by voters in November 2008. Measure includes \$27 million for acquisition and improvements to Eastshore State Park. Bonds not yet sold
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. EBParks reports that it is working with property owner (Magna) on design and terms

