

## ATTACHMENT 2: Sources of Listings of Green Building Supply Firms

### **Product and Service Listing**

By: Build it Green

URL: <http://accessgreen.builditgreen.org/PDF/docs/byguide.pdf>

Description: This document provides a list of green products (with their manufacturer), along with a list of retailers selling those products in the nine-county San Francisco Bay Area and in the City of Anaheim.

### **Bay Area Green Business Program**

By: Association of Bay Area Governments (coordinator)

URL: <http://www.greenbiz.ca.gov/ShopGreen.html>

Description: Go to the URL above, and select one of nine Bay Area counties on the left side of the page. In the “Home & Businesses Services” section, there are a number of categories pertaining to building supplies. Select one of those categories, and the website will produce a list of firms, sorted by their home city, with their names, addresses, phone numbers, and, sometimes, URLs.

### **Mapping the Green Economy**

By: Environmental Defense Fund

URL: <http://www.edf.org/page.cfm?tagID=40388>

Description: This is not a list of green building supply firms but rather a list of green buildings, energy-efficient energy generation sites, firms specializing in some aspect of energy-efficient construction (Referred to as “energy efficiency” firms on the site), and firms specializing in some aspect of energy-efficient transportation. Only some of the firms listed in the “energy efficiency” category will fit the mold of a green building supply firm. All of these appear to be green building suppliers and contractors. Unfortunately, there is no clean way to list the firms across the state. Select a city, county, or congressional district, and find the firms within that area that are labeled with reddish-pink pushpins. It appears that all those firms will meet the specified criteria.

Attachment 4: City of Berkeley Green Certification Program

City of Berkeley

GREEN RESTAURANT OUTREACH  
PILOT PROGRAM



## INTRODUCTION

In 2004, Mayor Tom Bates assembled a "Sustainable Business Working Group" to focus the City of Berkeley's efforts and commitments towards



Mayor Tom Bates addressing the Sustainable Business Working Group.

sustainability. More than 100 community leaders participated in a half-day meeting to identify and prioritize key opportunities

to meet the goals of maintaining Berkeley's reputation as a national environmental leader and making the City an "environmental business powerhouse." The feedback from that event formed the basis for a Sustainable Business Action Plan. After City staff compiled it, the City Council endorsed the plan unanimously in a 9-0 vote.

More recently, in the November 2006 election, Measure G passed with 81% of voters (the highest passage rate of any Berkeley ballot measure) in favor of an 80% reduction in Berkeley's greenhouse gas emissions by 2050. The measure also requires the development of a plan for adoption in 2007. The plan will set a ten-year emissions reduction target and identify actions by the City and community to achieve both the ten-year target and the ultimate goal of 80% reduction.

In light of these mandates, the City's Office of Energy and

Sustainable Development (ESD) in collaboration with UC Berkeley's Chancellors Advisory Committee on sustainability (CACs) and the Downtown Berkeley Association (DBA), developed a pilot program to focus carbon reduction efforts in the restaurant industry, particularly in downtown Berkeley. This program focused on green restaurant certification and was launched in the spring of 2006.

In this white paper, we give an overview of the development and implementation of the program. We then analyze what worked, what didn't, and present recommendations for improvement. Next, we outline a marketing strategy to promote the efforts of participating businesses. Finally, we discuss the current status of the program and offer possible next steps.

*Making the City of Berkeley an 'environmental powerhouse'*



Image courtesy Google Images

In 2005, Berkeley adopted the goal of being home to the greenest hospitality sector.

## PROGRAM BACKGROUND

Restaurants were selected for targeted outreach because environmental services departments had identified this industry as being highly resource intensive. Large amounts of energy and water are required for restaurants to prepare, heat, and cook foods as well as to wash dishes. Restaurants also generate high levels of solid waste, providing opportunities for food waste recycling and landfill diversion. Furthermore, in community engagement processes, there was interest on the part of the Chamber of Commerce and the Convention and Visitors' Bureau in marketing Berkeley as a center of "green dining." The green certification effort leverages Berkeley's existing position as a leader in sustainable food systems.

Berkeley's downtown was selected for a number of reasons:

- There was an enthusiastic partner in Deborah Badhia and the DBA who very open to a partner working with them to highlight the greening of their business district. Additionally, the organization has cultivated personal relationships with many of the key players in downtown, which we have found to be vital in outreach efforts.
- The downtown serves as a nexus between the town and the campus. Funding to support two hired interns was secured from UC Berkeley because ESD could argue that many of their 40,000 faculty, staff and students patronize restaurants in the Berkeley downtown and that the UC could play a role in increasing the sustainability of the establishments where their constituencies dine.
- There is much public attention on the downtown right now because of a new area plan for the downtown, a new design for the BART station, planned construction projects such as an art museum and the David Brower Center, and empty store fronts. The district is facing stiff competition from nearby shopping centers in Emeryville and El Cerrito and retail sales tax revenue has been on the decline for the last several years.

The program structure was informed by Community Based Social Marketing (<http://www.cbsm.com>), a body of research conducted in the field of social psychology that has defined numerous tools to foster behavior change. Research shows that efforts to promote behavior change are most effective when they are an integral part of the community and involve personal interaction. By building on the tools of Community Based Social Marketing: defining a community effort, enlisting commitment, and engaging personally with restaurant owners, the program was able to approach the greening of restaurants from a holistic perspective – one that considered the well being of both the business and the community and encouraged restaurants to take a leading role in sustainability efforts.



The Bay Area Green Business Program decal.

*Building on the principles of Community Based Social Marketing*



Image courtesy Google Images

Center Street, sometimes called "Restaurant Row," in downtown Berkeley.

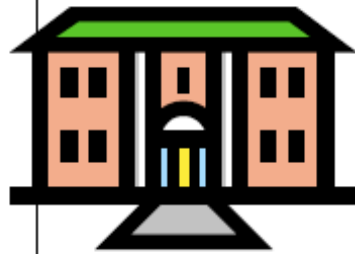
## PROGRAM BACKGROUND (CONT.)

At the time that the program was initiated, there were already ten green certified restaurants in the downtown. It was hoped that the program would prepare an additional ten restaurants for certification, bringing the total number of green restaurants in the downtown to twenty, a significant number that could catch the attention of local media.

Data about Berkeley restaurants was collected from a number of sources such as the Department of Environmental Health, Solid Waste Management, East

Bay Municipal Unified District (EBMUD), Smart Lights, and the Bay Area Green Business Program in order to determine the best possible candidates for the program. Those restaurants who were already in compliance with environmental health laws and had implemented energy saving or sustainable practices were the primary targets. Additionally, the Downtown Berkeley Association also helped pre-screen potential target restaurants based on their role in the community, visibility, and functional capacity to take on green business certification.

*P's: Personal,  
Persistence,  
Partnering,  
Promotion*



Caption describing picture or graphic.

## Case Study: Pie in the Sky

2124 Center St.  
Berkeley, California 94704  
www.pieintheskycafe.com

### Small-Size Facility, High "Table Turnover"

Pie in the Sky is a small café that offers pizza, salads, sandwiches, pastries, and desserts. The business occupies a 1,500-square foot store. It operates 6 days a week for approximately 10 hours per day.



Image courtesy Daily Californian

Owner Tim Barnard hard at work.

### Project Economics (1,500 square feet)

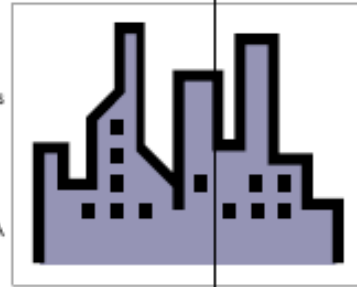
Time from Start to Certification	11 months
Intern Time Required	20 hours
Total Costs to Participate in Food Recycling	\$ 25/mo
Compostable Garbage Bags	\$ 15/mo
Replacing Plastic with Paper Cups	\$ 10/mo
Annual Environmental Benefits	
Greenhouse Gas Reduction	
Landfill Diversion Rate	87.58%

### Project Results

While participating in the green certification program has not resulted in cost savings for the restaurant, it has encouraged Pie in the Sky to identify additional opportunities through which to reduce their environmental footprint. For instance, the restaurant once used cleaning oil packaged in metal spray cans to clean its cheese grater. Now that they have switched cleaning methods, in one year they are able to divert 72 cans from entering the landfill.

## PROGRAM DETAILS

The program's restaurant outreach efforts borrowed heavily from public health campaign techniques. Personal relationships between program interns and restaurant owners facilitated more effective communication and cooperation. Owners felt more comfortable asking for assistance while interns could better address business-specific needs. Persistence in making initial as well as follow-up contact was vital during the certification process. Partnering with the DBA to pre-screen restaurants as well as training of the program interns by many of the partners named above helped match those restaurants that were more predisposed to participate with interns who had knowledge of industry best practices and knew how to identify opportunities for energy and water savings, solid waste reduction, and pollution prevention, as well as improving environmental and sustainability performance. It was advantageous for interns to have background knowledge about restaurants and small businesses as well as experience with individual-basis outreach. Restaurants were also incentivized to participate by promotional efforts such as online green business listings on the Bay Area Green Business and the City of Berkeley's websites.



Caption describing picture or graphic.

### TIERED COMMITMENT PROCESS

Once target restaurants had been identified, a letter from the Mayor's office was sent to business owners acknowledging their leadership as progressive, responsible businesses and inviting them to be a part of an historic effort to create the greenest hospitality sector in the country.\* A follow up phone call was then made to set up an initial meeting. It was at this meeting that a business owner could learn more about the program and have his or her questions answered. Once an owner decided to participate, a second meeting was arranged. During this meeting, the interns and owner went over a checklist assessing the restaurant's current practices to identify opportunities for environmental improvements and cost savings. A pledge formalizing the intention of commitment to the initiative was also signed. This second meeting also provided the interns with the opportunity to refer the business to other applicable programs such as Smart Lights for energy audits, Solid Waste for organics composting or EBMUD for water conserving devices. Follow up calls and visits were then conducted depending on the individual needs, issues and concerns that arose for each restaurant. On average, approximately ten calls or visits per restaurant were required during the certification process.

*From start to certification*

Each restaurant checklist was inputted electronically. A log with a separate page for each participating restaurant was used to track the date, time, and specifics of each interaction that either intern could quickly ascertain the status of each restaurant and how close its checklist was to being ready for submittal. Once completed, checklists were then sent to the Bay Area Green Business Program to be used in the required inspection process before certification can be completed.



Caption describing picture or graphic.

\*A key factor in how the initiative was talked about was saying that there would be 20 green certified restaurants in the downtown and the question being whether their restaurant would be one of them.



## Case Study: Downtown Restaurant

2102 Shattuck Ave.  
Berkeley, California 94704  
www.downtownrestaurant.com

### Medium-Size Restaurant and Bar

Downtown Restaurant is a California seafood brasserie that occupies a 5,000-square foot facility. It operates 6 days a week for approximately 7 hours per day. It was referred by the Downtown Berkeley Association and was already in storm water compliance.

### Project Economics (5,000 square feet)

Time from Start to Certification	14 months
Intern Time	hours
Total Costs	\$
Lighting Installation Costs	\$ 381.00
Refrigerator Gaskets Replacement	\$ 385.00
Costs to Participate in Food Recycling	\$
Smart Lights Subsidy	- \$ 343.00 (90% of total cost)
Smart Lights Refrigerator Gaskets Rebate	- \$ 232.00 (60% of total cost)
Restaurant's Cost	\$
Total Average Savings per Month (\$/mo)	\$
Energy Savings per Month (\$/mo)	\$
Solid Waste Bill Savings per Month (\$/mo)	\$ 1,267.37
Water Bill Savings per Month (\$/mo)	\$
Annual Savings (estimated)	\$
Payback on Customer's Investment	months
Cost per Square Foot for Restaurant	\$/sq ft
Annual Environmental Benefits	
Greenhouse Gas Reduction	4.212 lbs
Landfill Diversion Rate	87.58%
Water Conserved	gallons



Caption describing picture or graphic.

Pie in the Sky and Downtown Restaurant contrast in size, cuisine, and type of dining experience offered but had in common primary decision-makers who had an interest in and committed to green certifying. Length of time required for the completion of the certification process was contingent on several factors, including the number of program partner visits that were necessary, the responsiveness of and time required by the restaurant to implement changes, but most of all the Bay Area Business Program's lengthy inspection and processing time due to its increasing popularity. Additionally, restaurants housed in multi-unit buildings were often more reluctant to participate because shared solid waste, energy, and water bill diluted their savings by sharing them amongst other businesses in the building. Despite these constraints and the busy, complex nature of the restaurant business, however, these two restaurants were able to attain green certification about a year after they began the process, increasing their energy and water efficiency, solid waste diversion, as well as pollution prevention.

## WHAT WORKED WELL

### *Pre-screening and pre-qualifying restaurants*

There are 117 restaurants in the geographic boundary of the Downtown Berkeley Association. An initial analysis of the data resulted in a target list of 30 restaurants. Participation in and commitment to the program by restaurants was directly related to choosing businesses that had organizational capacity, were known to be community-minded, and were generally already in compliance with basic requisite environmental regulations.

### *Tiered Commitment*

Commitment is an important tool identified by the literature on Community Based Social Marketing that we employed with great success. On understanding the power of commitment to change behaviors, Doug McKenzie-Mohr writes, "Why does agreeing to a small request lead people to subsequently agree to a much larger one? When individuals agree to a small request, it often alters the way they perceive themselves."<sup>8</sup> We found this idea to be true in practice. Once the restaurant owners made the time to consider the initiative and then make subsequent decisions and commitments, their excitement and enthusiasm grew as well. On more than one occasion, once the individual made some kind of commitment to greening their operations, their willingness, eagerness and initiative began to blossom over time. We found participants making inquiries, initiating behaviors consistent with sustainability and embracing opportunities as they came to see themselves and their businesses as ones invested in the well being of their communities, and the environment.

### *Relationship-building*

As with many types of endeavors, personal relationships were pivotal in encouraging restaurant participation in and commitment to the program. A meaningful conversation with a friendly face is much more persuasive than a letter or pamphlet alone.

<sup>8</sup>see the online guide's (located at <http://www.cbism.com>) chapter on commitment

Once a restaurant got on board, the continued development of the relationship between restaurant owner and program intern provided helped lay a foundation of trust upon which businesses were further motivated to make changes.

### *Language*

The premise of our discussions with restaurant owners played a role in our success. We framed our conversations by continually reminding the individual that they were participating in a community effort and by sharing with them the vision of the greenest hospitality sector and a more sustainable Berkeley. Additionally, we recognized them for their pre-existing efforts and reminded the businesses that they had an opportunity to be leaders in the community by being or continuing to be early adopters in this transitioning economy. Business owners were told here were going to be twenty green certified restaurants in Downtown Berkeley and asked if they wanted their establishment to be one of them. Knowing that there was a group of businesses that were going to be recognized and promoted served as an additional incentive for the restaurants to participate.

### *Persistent Communication*

Many business owners expressed interest in greening their establishments but voiced a strong concern about taking on extra commitments. This barrier was one identified and described by many of partners during the program development phase. We specifically designed the program to address this barrier by having the interns serve a "hand holding" role in the certification process. The program interns were in frequent communication with the restaurant owners, providing time frames and accountability in addition to assistance in completing constituent measures.

### *Public Recognition*

The promise of public recognition for their efforts seemed to be a considerable factor in businesses choosing to become green certified. Our program design incorporated promotion of green businesses at the end of the anticipated timeline.



## WHAT DIDN'T

### *The timeline*

The principal challenge to our initiative was that the actual time frame for certifying restaurants was far greater than we had expected. Certification is dependent on multiple outside partners, many in agencies that are burdened with excessive workloads and demands upon their time.

### *Storm water compliance*

Storm water consists of runoff from rain, irrigation, and other rural and urban sources, which then flows to the San Francisco Bay. As in many cities, Berkeley requires that restaurants prevent fats, oils, and grease from entering storm water. Restaurants cannot obtain green certification without first meeting this standard. Many establishments had poorly designed or maintained rooftop traps that collect grease drippings from their kitchen vents below. Replacing rooftop grease traps can be costly in terms of time and money, particularly since building permits are required for such additions. Furthermore, storm water inspection was delayed by the limited capacity of the regulating body. Storm water compliance issues acted as a significant barrier, discouraging restaurants from following through on green certification and slowing the certification process down considerably.

### *Demanding nature of the restaurant industry*

The major obstacles encountered with restaurant owners were: 1) lack of time, 2) lack of space, 3) perceived inconvenience of green certification, and 4) resistance to behavior change. On the whole, the restaurant industry breeds stressful and demanding workplaces where interruptions are frequent and workload cannot always be accurately anticipated. Accordingly, those who work in the restaurant business are often difficult to reach and arrange meetings with. To some restaurants, these were insurmountable obstacles, for others, it was our job to convince them that with our assistance, it did not have to be a terribly difficult process and that furthermore, the long-term benefits would outweigh the short-term costs.

## RECOMMENDATIONS

### *I. Establish defined commitments by program partners*

Obtain a certain level of commitment from all partners prior to implementing the program so that restaurants can expect a certain level of service and certifications can be completed with fewer delays. Greater communication between program partners, restaurant owners, and interns so that site visits are made promptly and certification status is regularly updated would help improve program efficacy.

### *II. Incorporate other partners into pre-screening process*

The target restaurant list was developed with input from the Downtown Berkeley Association and cross-referenced against information regarding restaurant compliance with environmental health standards. Additionally, target restaurants should also be assessed for compatibility with green certification requirements such as, storm water compliance, space capacity to support food waste recycling, standalone water meters and bills to encourage water conservation, and opportunities for energy savings.

### *III. Measure financial and environmental impact before and after certification*

The Bay Area Green Business Program does not include guidelines for measuring and comparing the financial and environmental impact of a restaurant prior to or after certification is completed. In order to quantify the long-term results of certification, it is necessary to assess a restaurant's energy, water, and solid waste costs and usage as well as the short-term financial costs to implement changes.

### *IV. Follow up with restaurants post-certification*

After a restaurant has obtained green certification, the program should continue to follow up. Other important information that can be collected this way includes program

## RECOMMENDATIONS (CONT.)

retention or re-certification rate. Additionally, post-certification follow up would enable the program to track other changes made by a restaurant which result in financial or environmental savings not addressed by the Bay Area Green Business Program standards.

### *V. Provide restaurants with supplier information and educational resources*

After implementing requisite changes to obtain certification, many restaurants do not know how to maintain their new practices. For example, not knowing how to properly dispose of burnt out fluorescent lamps, where to purchase new lamps, or how to participate in environmentally-preferred purchasing. Follow-up education is key to reinforcing positive changes made by restaurants.

### *VI. Preserve relationship between restaurant and program*

Given the significant amount of time already invested in functional working relationships between restaurants and the program, these relationships should be maintained and preserved even after certification is completed. In this way, restaurants can continue to benefit from program support while the program can continue to benefit from partnering with the local business community.



Caption describing picture or graphic.

## PROGRAM AND RESTAURANT PROMOTION

Initial program promotion efforts included leveraging our Downtown Berkeley Association partnership to reach local restaurants through the association's annual meeting as well as through its informal network of contacts.

Campus outreach was also conducted to promote and highlight green restaurants amongst university community members. This was accomplished through meetings with and presentations to campus environmental student groups, publication of a newsletter article, and distribution of local green dining pamphlets.

Green restaurants are listed on the Bay Area Green Business Program and City of Berkeley's websites. Currently in the works is a local coupon book, the Eco MetroGuide, which specifically lists green businesses and is geared towards consumers with an interest in environmentally responsible or related businesses. Also in development is the 'Greener Grub' website (<http://www.greenergrub.com>) with search capacity, which directs users to local green dining options.

Once a "story making" number of restaurants have been green certified, such as twenty in the small geographic Downtown Berkeley Association area, additional promotional efforts will be more likely to fall on interested ears. What follows is a briefly outlined promotional plan for the green restaurant certification program and local green restaurants:

### **Objectives**

- 1) Increase coverage of green certification program
- 2) Encourage patronization local green certified restaurants

### **Target audiences**

- 1) Local restaurants
- 2) Individual and institutional local as well as non-local diners

### **Target message content and structure**

City of Berkeley

Office of Energy &  
Sustainable Development  
2180 Milvia St., 2nd Floor  
Berkeley, CA 94704

Phone: 510-981-5438  
Fax: 510-981-5450  
Email: joagley@ci.berkeley.ca.us



We provide leadership and practical solutions to help create a more livable Berkeley community now and for the future.



## PROGRAM AND RESTAURANT PROMOTION (CONT.)

Highlight the collaborative nature of the Community Based Social Marketing-inspired green restaurant program and how it fits into the City's overall sustainability plan. Address the fiscal and environmental economics of green certification as well as the health and economic benefits of eating green and locally.

### Presentation and delivery of messages

- 1) Develop media lists covering local, Internet, and special media, i.e. dining publications.
- 2) Prepare feature story releases as well as "trend" press releases to piggyback on current story trends
- 3) Submit letters to the editor or "op-ed" articles to local publications.
- 4) Develop a local green dining guide for distribution to residents and visitors
- 5) Consider utilizing webcasts, blogs, and other viral marketing techniques to tap into pre-existing social networks.
- 6) Take advantage of special events or create one, such as a green tasting event for university or government large purchasers, or individual diners

### Measuring the success of promotional efforts

Collect news clipping of published stories or letters, track website hits and coupon redemption, survey participating restaurants for information on how they heard about the program, and survey green diners on how they heard about green restaurants.

## SUMMARY & NEXT INITIATIVES

As of May 2007, five of the initial restaurants who enrolled in the pilot program have completed green business certification with 24 more in progress. The City's Green Hospitality objective is also supported by the University of California at Berkeley. Two of its four dining facilities are already green-certified. Residential and Student Service Programs continue to work with students, faculty and administration to implement their goal of green certifying all of the campus' dining facilities. Crossroads Cal Dining, a shining example, offers an organic-certified salad bar, biodegradable takeout containers, and composts all of its food waste.

Thanks to funding from PG&E and the City of Berkeley's Office of Energy and Sustainable Development, a green certification outreach initiative modeled after the pilot program has now gone community-wide. Sustainable Berkeley, a multi-stakeholder collaborative created to serve the city's zero waste and greenhouse gas reduction goals, currently employs a business liaison whose sole function is to support local restaurants with energy efficiency, waste prevention, and other operating efficiencies. Thus far, outreach has been conducted to 113 restaurants, with a referral rate of 13% to the Bay Area Green Business Program. Emphasis is placed on using organic ingredients, participating in recycling, and purchasing recycled-content and biodegradable products.

Future projects may include outreach to municipal buildings as well as 100 of Berkeley's largest businesses with the view that larger organizations require greater resources, resulting in potentially higher financial and environmental savings.

<b>REDEVELOPMENT AREA PROPERTIES</b>				ATTACHMENT 1
1-Jul-09				
Neil Mayer & Associates				
<b>Use</b>	<b>Address</b>	<b>Land (s.f.)</b>	<b>Building (s.f.)</b>	<b>Availability</b>
<b><u>Cleveland Avenue</u></b>				
vacant (cell tower lease)	650 Cleveland	10,000	1,500, butler bldg	on market, may be acquired by Bayshore Supplies
Bayshore Supplies	600 Cleveland	11,871, possibly plus addl parcel	8k grd retail, 6.5k 2nd fl office(?)	owner-occupant just moved in
Pacific Steel (storage and min. fabrication)	578 Cleveland	62,000	25,189	PS has 3 yr lease and 5 yr option
City of Albany PW Maint Center, car repair, gym	544,546,548 Cleveland	36,700	about 18,000, mostly shell	would become mostly available should PW move
vacant (former Western Forge)	540 Cleveland	30,000	19,000 metal shell; 6,450 improved office and machinist bay	PW has ended effort to purchase; env. clean-up not complete; not on mkt
Albany Steel	536 Cleveland	45,000	31,661	operating firm owns the property; property not on mkt
Adhesive Products Inc	520 Cleveland	207,000		operating firm owns the property; property not on mkt
Lumber Baron	seems to be on 520 parcel		very little in improvements	leased from API; not on market
<b><u>Eastshore Highway</u></b>				
PetsMart	1001 Eastshore		24,000	not on market

Berkeley Toyota Service	1025 Eastshore		27,000	operating firm owns the property; not on market
Target	1057 Eastshore	450,000	165,000	operating firm owns the property; not on market
Target pad (parking lot)		6,000	none (parking)	operating firm owns the property; on market to particular potential tenants since approximately March, 2009
Meyer Crest building: Several occupants, not catalogued	1061 Eastshore			appears largely occupied; one space listed as available on site or in our listing information sources
Piggott parcel: Allied Building Products, Floor Dimensions, Mercedes Auto Body, D&M Auto Body	1077,1081,1085 Eastshore	97,139 (fee portion)		appears fully occupied; no spaces listed as available on site or in our listing information sources

Monthly Rent	Price	Comment	Owner	Broker
	\$525k			Pat Leaper, Red Oak
owner-occup (had been offered at \$1.50/s.f. )		Grand Opening, wholesale plumbing, HVAC, electrical (branch of existing Peninsula firm)		S Robinson, Robinson McNally
\$15,000		broker S Robinson says PS happy there		S Robinson, Robinson McNally
PW pays \$14,000 for its portion		don't know if and when available nor whether owner would lease or sell	Z Brothers	
	determined (lack of current market)		Western Forge	
	\$1.35 mil purchase far back in 1995	modest amount of fixed equipment	Albany Steel	
		substantial improvements, equipment	Adhesive Products	
			1001 Eastshore Parnters	

			Tim and Susan Southwick trust	
			Target Stores	
	\$1.8-\$2.0 million expected		Target Stores	Matt Friday, Staubach Realty; Matt Kircher, Terranomics
			Murray Bruce for Bethana LLC; or Diana Silberman (conflicting info)	
		owners have an interest in future redevelopment and are dealing with City CD with regard to treatment of EBMUD easement and creek requirements relative to allowed size of development	Wilanco (Mr. John Piggott and daughter Sabra)	Snell and Co is proposed developer partner



**Physical Improvements**

<b>Short Term</b>	<b>Responsibility</b>	<b>comments</b>	<b>next steps</b>	<b>costs</b>
Signage -- directional only	city	map with locations is ready; standards exist for directional signage	T&S/Kimley Horn--get pricing/order/install--	about \$500/sign
Signage to Solano	city	Need to determine if sign directs people up Solano or around Buchanan	T&S/Kimley Horn--get pricing/order/install--	about \$500/sign
Street name signs, consistency on solano	city	use lower Solano as model	Rich to find sample	
Fill any empty tree wells with new trees	city/volunteers	already have street tree types for Solano and SPA	identify locations	Tony
Enhance existing planter boxes	city/volunteers	use Bay Friendly planting (SPA/Solano example)		Dan
Repaint Curbs	city			
Replace/repair benches	city		need to identify need	?
Repair/replace/clean trash Receptacles	city			?
Reduce # Newsracks	SAA, CofC, city			?
Repair Newsracks	SAA, CofC, city			?
Develop plaza Key Route at Solano	city/possible organizations to sponsor?	enhance with benches to create gathering place; place to sit and have lunch, etc.	without any major changes, can place a few benches/picnic tables	under \$5000
Clean garbage cans	city/volunteers?			
Allow kids at AUSD to paint garbage cans	City/volunteers/Schools	would arts comm be okay if we just let the kids go at it?		minimal

Maintain Kiosks (Repaint and update)

Medium Term	Responsibility	comments	next steps	costs
Signage, welcome to Albany	city, PW		Arts Comm/Branding	
Signage, Gateway Treatment on SPA	city, PW	review SPA streetscape master plan	Arts Comm/Branding	
Signage, Gateway Treatment on Solano	city, PW		Arts Comm/Branding	
Signage, Gateway Treatment on Key Route	city, PW		Arts Comm/Branding	
Signage, Gateway Treatment on Buchanan	city, PW	Resurrect MvB sculptures?	Arts Comm/Branding	
Signage, City Hall	city, PW	Existing will remain??		
Service Signs at corner of SPA/Marin	City/service orgs (RayA?)	Relocate/refurbishing needed	Contact Service orgs	
Holiday Lighting on Solano	Chamber/SAA + City re: electrical	need to locate electrical on upper Solano; buy enough LED or solar; figure out installation, etc.	Do this in time for next holiday season	
Banner Across Solano at SPA	who has program responsibility??			
Enhance Trash Receptacles	Arts Comm		Arts Comm/Branding	
BART signage or mural	Arts Comm		Arts Comm/Branding	
Street Tree Replacement	city	for trees that are failing/end of life	P&R needs to approve	
Art/Plaza at City Hall		money??	Arts Committee	
Banners on San Pablo	who has program responsibility??	need to purchase brackets	Arts Comm/Branding	
Banners on Solano	SAA, with City approval	brackets in place	Arts Comm/Branding	
Mural Program on Solano/SPA	Arts Comm/Schools/Merchants?		Arts Comm needs to find out what is involved.	

Long Term	Responsibility	comments	next steps	costs
Paving from Masonic to Berkeley border	city, PW	are plans underway? Is there \$\$?		.5 mill
Solano Avenue Streetscape Renovations	city--needs funding to complete drawings, bid, etc.			2-4 mil
Public Art installations	Arts Comm	locations?	\$ from Art ordinance; process by committee	???

### Private Streetscape Improvements

Façade Improvement  
Window Improvements

### Maintenance (merchants)

Cleanliness of sidewalks  
Graffiti abatement  
Garbage Can monitoring (WMAC collects)

### Maintenance (city)

Street sweeping  
trees and tree wells