

Mayor
Carolyn Wysinger
Mayor Pro Tem
Gabe Quinto



Councilmembers
William Ktsanes
Lisa Motoyama
Rebecca Saltzman

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TUESDAY, JANUARY 21, 2025

REGULAR CITY COUNCIL MEETING (6:00 PM)
City Council Chambers - 10890 San Pablo Ave, El Cerrito

Closed Captions available Via Zoom:

<https://us06web.zoom.us/j/87031086339?pwd=hhjyAUD1Dn6kbslOu1BEafmihGTU38.1>

Meeting ID: 870 3108 6339 **Password:** 795071 **Dial in:** 1-408-638-0968

View:

1. Cable T.V. Broadcast on KCRT Channel 28
2. Livestream Online at www.el-cerrito.org/CouncilMeetingMaterials

Accommodations: In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the City Clerk at 510-215-4305. Notification 48 hours prior to the meeting will enable the City to make reasonable accommodations. Closed Captions available via zoom.

Conduct: This meeting shall be conducted pursuant to the El Cerrito [City Council Rules of Order and Procedure](#), including adjourning by 11:00 PM unless extended to a specific time determined by a majority of the Council.

Public Comments:

1. *In-person* by submitting a request to speak to the City Clerk.
2. *By Email* to cityclerk@ci.el-cerrito.ca.us identified in the subject line as **Public Comments – Agenda Item #.**

Written comments received by **2:00 p.m. the day of the meeting** will be provided to the City Council and posted [online](#) in advance of the meeting. Comments received after the deadline will be provided to the City Council and will be posted **after the meeting**.

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6:00 PM ROLL CALL – CONVENE REGULAR CITY COUNCIL MEETING

1. CONSIDER AND TAKE ACTION ON ANY REQUEST FROM A COUNCILMEMBER TO PARTICIPATE IN THE MEETING REMOTELY DUE TO EMERGENCY CIRCUMSTANCES PURSUANT TO AB 2449

2. PLEDGE OF ALLEGIANCE TO THE FLAG OR OBSERVATION OF A MOMENT OF SILENCE

3. TELECONFERENCE AND PUBLIC COMMENT INSTRUCTIONS

4. COUNCIL/STAFF COMMUNICATIONS

Reports of closed session, commission appointments and informational reports on matters of general interest which are announced by the City Council and staff.

5. ORAL COMMUNICATIONS FROM THE PUBLIC

Remarks are typically limited to 3 minutes per person. The Mayor may reduce the time limit per speaker depending upon the number of speakers and may limit the total time for public comment to facilitate the completion of business on the agenda. Comments regarding non-agenda, presentation and consent calendar items will be heard first. Comments related to items appearing on the Public Hearing or Policy Matter portions of the Agenda will be heard prior to the City Council taking action on each item.

6. PRESENTATIONS

A. Induction of Patricia Durham into the El Cerrito Wall of Fame

Action Proposed: Adopt a Resolution to induct Patricia Durham into the El Cerrito Wall of Fame, as directed by the City Council on October 1, 2024.

Contact: Holly M. Charl  ty, City Clerk, City Management

B. A3 Contra Costa Presentation

Action Proposed: Receive and file a brief presentation on services and response provided to El Cerrito.

Contact: Debbie Thomas, MH Program Manager; Eric Jackson, Supervisor, A3 Contra Costa

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C. Contra Costa Library Commissioner Update

Action Proposed: Receive and file a brief update on items and activities related to the Contra Costa County Library Commission from El Cerrito representatives.

Contact: Michael Fischer, Contra Costa County Library Commissioner; Bethany Woods, Contra Costa County Library Commissioner (Alternate)

D. Auditor Presentation on FY 2023-24 Financial Statements

Action Proposed: Receive and file a presentation on the Fiscal Year 2023-2024 basic financial statements

Contact: Sheldon Chavan CPA, Managing Partner, Chavan & Associates LLP

7. ADOPTION OF THE CONSENT CALENDAR

All items on the consent calendar shall be acted upon in one motion, unless a member of the City Council or staff request separate consideration.

A. Lunar New Year Proclamation

Action Proposed: Pass a motion to approve a proclamation recognizing the cultural and historical significance of Lunar New Year in the City of El Cerrito.

Contact: Shannon Bassi, Senior Human Resources Manager, City Management

B. Board, Commission, and Committee Workplan(s) and/or Accomplishments

Action Proposed: Receive and file adopted workplan(s) and accomplishments from applicable Boards, Commissions, and Committees of the City.

- Park and Recreation Commission Workplan (FY24/25-25/26)
- Park and Recreation Commission Accomplishments (FY23/24)

Contact: Holly M. Charléty, City Clerk, City Management

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C. FY 2024-25 Second Quarter Cash and Investment Report

Action Proposed: Receive and file the City's Second Quarter Cash and Investment Report for the period October 31, 2024 to December 31, 2024.

Contact: Crystal Reams, Finance Director/City Treasurer, Finance Department

D. Monthly Disbursement and Check Register Report for December 2024

Action Proposed: Receive and file the Monthly Disbursement and Check Register Report for the month of December 2024.

Contact: Crystal Reams, Finance Director/City Treasurer, Finance Department

E. Spending Authority for SSP Data, CentralSquare and Dell Expected to Exceed \$45,000 for FY 2024-25

Action Proposed: Adopt a resolution approving spending authority for vendors expected to exceed \$45,000 in Fiscal Year 2024-25.

Contact: Eric Ng, Information Technology Manager, City Management

F. Professional Services Agreement with Strategic Economics to Complete a Priority Development Area Economic Development and Affordable Housing Financial Analysis and Implementation Strategy

Action Proposed: Adopt a resolution authorizing the City Manager to execute a Professional Services Agreement with Strategic Economics to complete an Economic Development and Affordable Housing Analysis and Implementation Strategy for an amount not to exceed \$100,000 and authorize a contingency amount not to exceed 10% of the contract amount, for a total not to exceed \$110,000.

Contact: Aissia Ashoori, Housing-Economic Development Manager; Melanie Mintz, Community Development Director, Community Development Department

8. PUBLIC HEARINGS

9. POLICY MATTERS

Mayor
Carolyn Wysinger
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10. CITY COUNCIL LOCAL & REGIONAL LIAISON ASSIGNMENTS

Mayor and City Council communications regarding local and regional liaison assignments, committee reports, and any required reporting under AB 1234 for meetings (as defined by the Brown Act) attended at the public's expense.

A. 2025 Local Liaison Assignments

The Mayor will announce the 2025 City Council Liaison Assignments to City Boards, Commissions, and Committees and to Regional Bodies.

11. ADJOURN REGULAR CITY COUNCIL MEETING

The next regularly scheduled City Council meeting is Tuesday, February 4, 2025 at 6:00 p.m.

The City of El Cerrito serves our diverse community by providing exceptional services that create a safe and resilient future for all.

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF EL CERRITO INDUCTING PATRICIA DURHAM
INTO THE EL CERRITO WALL OF FAME

WHEREAS, Patricia Durham, a life-long resident of the City of El Cerrito, has been a significant and valuable member of the El Cerrito Community for over five decades; and

WHEREAS, Patricia has served, organized, advocated, and engaged in the community through membership with St. Peter Christian Methodist Episcopal Church (St. Peter C.M.E.), the El Cerrito Branch of the National Association for the Advancement of Colored People (NAACP), the El Cerrito Human Relations Commission (HRC), the El Cerrito Historical Society, and the El Cerrito High School Archival Committee; and

WHEREAS, as a member of the Naomi Circle at St. Peter C.M.E, Patricia participated in development of religious education programs and a Black History program highlighting the work and methods of Dr. Martin Luther King, Jr.; and

WHEREAS, Patricia has been involved in the development and coordination of recognition and celebrations of Dr. Martin Luther King Jr. since their inception in 1986. In 2005 she became the chair of the annual celebration in El Cerrito and continues to be heavily involved in the support and production of the events to this day; and

WHEREAS, Patricia served as Chair for the City of El Cerrito HRC from 2005 to 2015. In her time on the Commission, she played a vital part in the development and support of the City's "Not in our Town" campaign as well as several other programs, such as "Loving Day", to promote cultural understanding and opposition to race based hate; and

WHEREAS, she continues to exemplify the mission of the HRC today through her actions of promoting education, encouraging greater respect and understanding between people, and recognizing the racial, ethnic, religious, and cultural diversity of the El Cerrito community. She is known by staff as "Emeritus of the HRC"; and

WHEREAS, as a member of the El Cerrito branch of the NAACP, Patricia has worked to bring forward the concerns of Black El Cerrito residents and has helped organize annual prayer breakfasts to bring together City staff and members of the community; and

WHEREAS, as a member of the El Cerrito Historical Society, Patricia has worked to increase the attention on contributions of Black El Cerritans, resulting in new oral histories of the El Cerrito experience. She also led the effort to create a documentary on the history and impact of the Dr. Martin Luther King Jr. celebration and parade in El Cerrito.

NOW THEREFORE, BE IT RESOLVED by the City Council of the City of El Cerrito that it hereby inducts Patricia Durham into the El Cerrito Wall of Fame in recognition of her significant contributions to the El Cerrito community.

I CERTIFY that at a regular meeting on January 21, 2025 the City Council of the City of El Cerrito passed this Resolution by the following vote:

AYES:	COUNCILMEMBERS:
NOES:	COUNCILMEMBERS:
ABSTAIN:	COUNCILMEMBERS:
ABSENT:	COUNCILMEMBERS:

IN WITNESS of this action, I sign this document and affix the corporate seal of the City of El Cerrito on

_____.

Holly M. Charléty, City Clerk

APPROVED:

Carolyn Wysinger, Mayor



Anyone, Anywhere, Anytime

A3 Crisis Response



Agenda

- The Need
- Who Are We?
- History of A3 Miles Hall Crisis Call Center
- Emergency Response
- A3 Vision
- Where we stand today
- Multidisciplinary Team
- Level of Response Teams

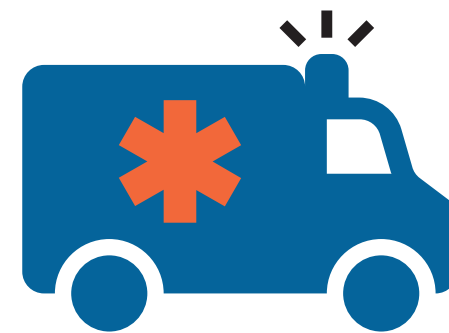


The Need...

Out of approximately 1.2M residents, around 200,000 people in Contra Costa County will need mental health services-



1 in 5 adults
experience
mental health
challenges



Third most
common ambulance
call



6,300+
visits to
Psychiatric
Emergency
Services

Who Are We?

A3 is a team of behavioral health professionals who are experts in mental health, substance use counseling, peer support and social needs



History of A3 Miles Hall Crisis Call Center



**A3 MILES HALL
Crisis Call Center
844-844-5544
24/7**

- Miles was a 23-year-old Black man who was tragically killed by law enforcement while suffering a severe mental health incident.
- After Miles' death, Taun (Mile's mother) advocated for system-wide change to prevent unnecessary suffering and loss of life.
- Today, A3 continues to refine processes and expand partnerships.

Behavioral Health: 4th Arm of Emergency Response...



Law Enforcement



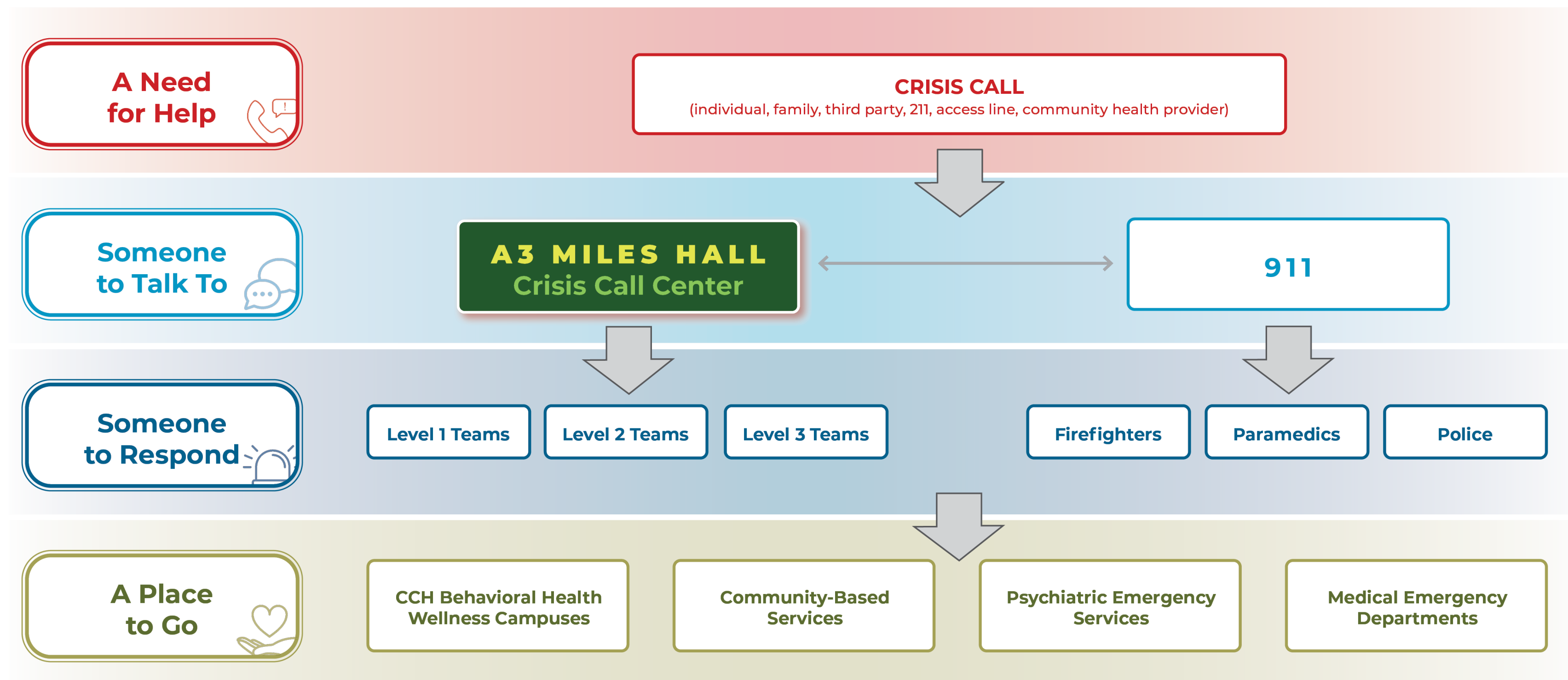
Medical



Fire



Behavioral Health



Where We Stand Today

Operations

- 24/7

People Served in 2024

- 20,173 Calls
- 3,764 teams dispatched for field visits

Law Enforcement Requests in 2024

- 1,089 calls for services were coordinated with Law Enforcement

Public Dashboard Available for updated information

- <https://www.cchealth.org/get-care/a3-crisis-response/a3-dashboard>

Multidisciplinary Team

- **Interventionists**
- **Peer Support Specialist**
- **Substance Use Disorder Counselor**
- **Mental Health Clinician**
- **Nurse (RN, NP)**

Level of Response

- **Interventionists**
 - Team of 2 interventionists
- **Level 1 Response**
 - Peer Specialist and/or SUD
- **Level 2 Response**
 - Mental Health Clinician/Nurse and Peer Specialist/SUD
- **Level 3 Response**
 - Mental Health Clinician/Nurse, Peer Specialist and/or SUD with Police Standby
 - (Weapons, Firearms, Violence)

Providing hope...



Providing timely,
appropriate behavioral
health crisis
services to *anyone,*
anywhere at *anytime* in
Contra Costa County.

Miles Hall Crisis Call Center

844-844-5544



cchealth.org/a3



**2022 League of California Cities
Helen Putnam Award
for
Intergovernmental Collaboration**

El Cerrito City Designated Library Commission Members
ECLibraryCommissioner@gmail.com
Michael A. Fischer, Commissioner
Bethany Woods, Alternate Commissioner

To: El Cerrito City Council
Mayor Carolyn Wysinger
Mayor Pro Tem Gabe Quinto
Councilmember William Ktsanes
Councilmember Lisa Motoyama
Councilmember Rebecca Saltzman

From: Library Commissioner Michael A. Fischer
Alternate Library Commissioner Bethany Woods

Date: January 21, 2025

Re: Library Matters of Interest to the Council

1. Alternate Library Commissioner Bethany Woods

As the Council is aware, Bethany Woods was appointed Alternate Library Commissioner on October 15, 2024. She has been an El Cerrito resident for over 10 years and is excited to serve her community in this new role. As a middle school Education Specialist, she is dedicated to supporting students with diverse learning needs and promoting a love of literacy. As the Alternate Library Commissioner, she is looking forward to joining the Commissioner in supporting equitable access to library resources and ensuring the library remains a welcoming space that evolves to meet the diverse needs of the community.

2. Self-Service Sunday Hours – Trial in Concord

The County Library Administration stopped having Sunday hours several years ago due to difficulty in staffing those hours. Among the libraries affected was the El Cerrito Library. Libraries in other systems that are open on Sunday normally have among the highest level of patronage. But the library administration has had significant problems in the past staffing those libraries that were open on Sunday. This difficulty is what led to the elimination of Sunday hours.

The Library Commission has continued to express concern about the lack of Sunday availability of any libraries and the library administration has developed a trial project where a library can be open without the need for professional library staff on Sunday. A trial of this program has begun at the Concord Library. Patrons who wish to be able to use that library on Sunday need to take a short course on how to access and use the library under these circumstances. Michael Fischer has taken the training and can report on that to the Council.

In other library systems that have one or more branches open on Sunday, library patronage on Sunday is very high. These other library systems do have professional library staff present on Sunday who can do what librarians do best, provide reference help for patrons. While the reasons for the high patronage have not been studied, it is likely that the lack of reference help may well result in a Sunday experience that is less than ideal.

The Commissioner and Alternate Commissioner are concerned that the lack of reference help will mean the program is unlikely to meet the real needs of library patrons for Sunday hours. We will continue to follow the experiment both for feedback to the Library Commission and to the Council.

3. Funding Level for the Library System

At the November 21, 2024, meeting of the Library Commission a report was made to the Commission by the Commission's Advocacy Committee about the level of funding on a per patron basis for the Contra Costa County Library System compared to similar library systems in the 9 Bay Area counties. This report showed that the level in Contra Costa was the lowest of all similar systems and the next lowest system funded its libraries at a per patron level of twice as much. The report further noted that were a countywide sales tax at the rate of 1/8 of a percent adopted, that would provide sufficient funding to allow all libraries in the county system to be open 56 hours a week, as compared to the present county funding level that permits operation at 40 hours a week. In addition, there would be sufficient funds to permit 6 to 7 geographically diverse libraries to be open on Sunday. If such a measure is adopted this would eliminate the need for city payment hours in excess of 40 hours a week.

The Commission accepted the report, but it has not made a recommendation to either the Board of Supervisors or the Library

Administration as to whether an effort should be undertaken to adopt such a measure, which would require a ballot measure to be approved by voters. An independent group is in the process of being created consisting of some members of the Commission and some members of local Friends and Foundation groups, all in their private capacity, to further explore this proposal. We would note that similar funding measures have been approved in other Bay Area counties.

4. Commissioner Office Hours

The Commissioner and Alternate Commissioner are in the process of setting up regular office hours, at a level of 3 to 6 hours per month, where one or both of them would be available at the library to talk with interested people about library issues. These office hours will begin in February and notice of them will be posted on the websites of the City and the Library as well as social media.

5. Patronage at the El Cerrito Library

Our little library continues to dominate library usage in the West County. The number of items checked out in the last quarter of 2024 was more than 31% higher than any other library in the West County even though it was only third in population in the West County. (Note that the City of Richmond has a separate library and is thus not counted.) The El Cerrito Library ranked 9th of all 27 libraries in the county in terms of number of items checked out..

6. Further reports

The matters reported on here represent just a few of many important issues concerning the Contra Costa County Library System and the El Cerrito branch. The Commissioner and Alternate Commissioner are planning to make additional reports, on a bi-monthly basis, to the Council on these issues.

El Cerrito Commissioner Library Report

Michael Fischer & Bethany Woods

January 21, 2025

Bethany Woods New Alternate Commissioner

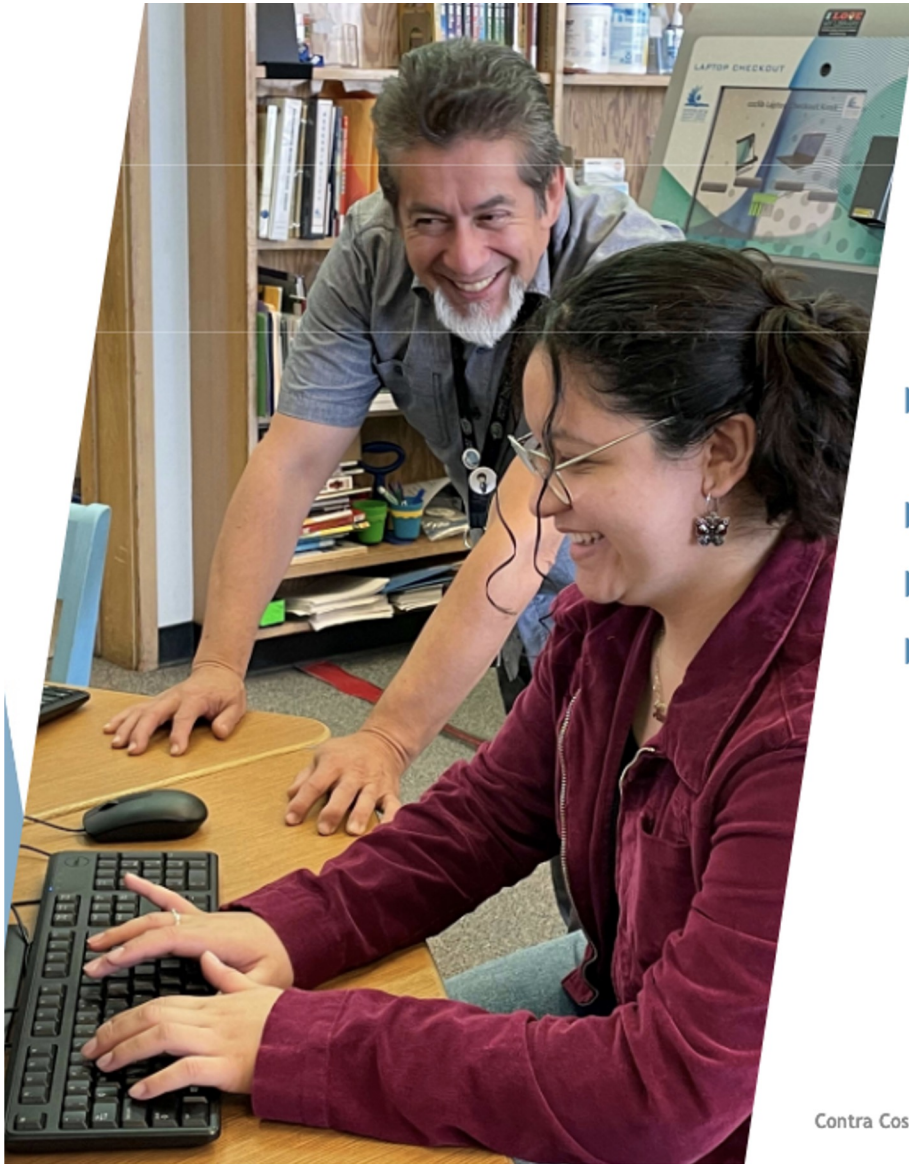
Michael Fischer & Bethany Woods

January 21, 2025

Self Service Sunday Hours- Concord Trial

Michael Fischer & Bethany Woods

January 21, 2025



The History of Sundays

- ▶ 9 libraries had Sunday hours prior to the pandemic
- ▶ Paid for by cities
- ▶ Uneven geographic distribution
- ▶ Challenging for staff

2

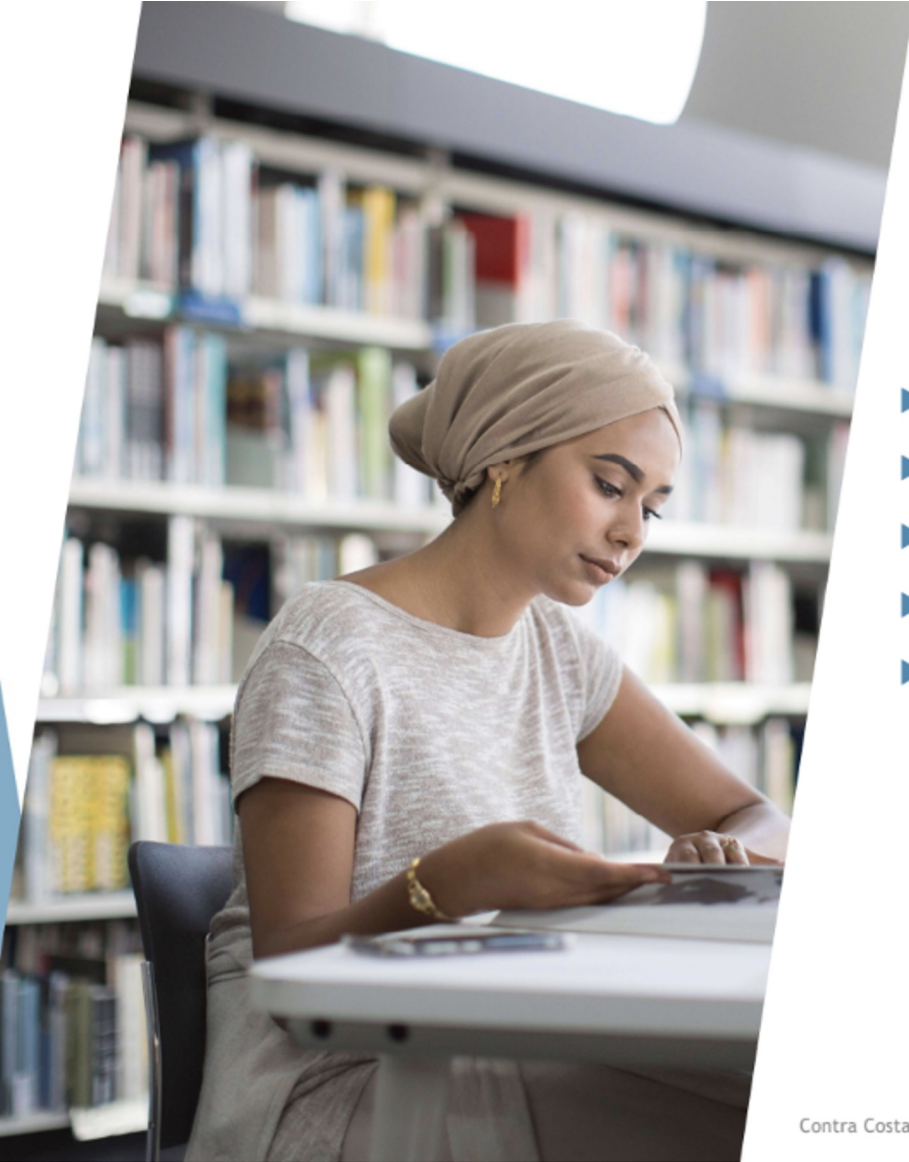
Contra Costa County Library

What is Self-Service Sunday?



- ▶ A new pilot service that allows patrons to have access to the Concord Library on Sundays
- ▶ The library is unstaffed in this model.
- ▶ Two security guards will be present to monitor the building.
- ▶ Open 12 p.m. - 4 p.m.

Contra Costa County Library



What services are available?

- ▶ Browse the collection
- ▶ Pick up holds
- ▶ Use the self-check machines
- ▶ Quiet reading or studying space
- ▶ Connect to Wi-Fi

Contra Costa County Library

Services not available



Computers, printing,
scanning or photocopying



Restrooms



LINK+ pickups or
returns



Reference help



Community Room



No book donations

How to sign-up

Must be 18 years or older

Library card in good standing

No incident reports or suspensions within one year

Attend in-person orientation

Read and sign the user agreement



How does it work?

- ▶ Request a self-service access card
- ▶ Complete sign-up process
- ▶ Visit during self-service hours
- ▶ Scan card and enter PIN number at the entrance



7

Contra Costa County Library



Orientation details

- ▶ Receive an overview of the program and review the available services
- ▶ Learn how to access the building
- ▶ Read and sign the user agreement
- ▶ Tour the library

Contra Costa County Library

8

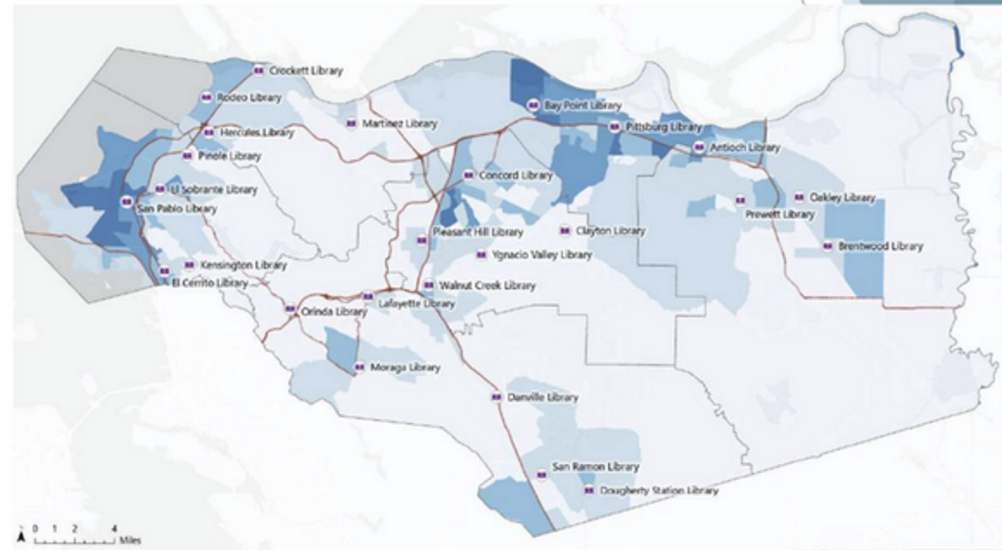
Policies



- ▶ Self-Service Sunday cardholders are asked to follow the library's policies to keep the space safe and enjoyable for everyone.
- ▶ Violating library policy could impact the cardholder's access or other library privileges.
- ▶ Minors must be accompanied by an adult, over the age of 18, who is already registered for the service and remain under adult supervision at all times.

Follow-up Details

- ▶ Pilot will last six months, during which assessments and adjustments may be necessary
- ▶ If the pilot is successful, conversations will begin with supervisors and city partners about adding additional sites
- ▶ Ultimately, the goal is to have five or six sites evenly distributed throughout the county



Funding Level for Library System

Michael Fischer & Bethany Woods

January 21, 2025

Contra Costa County Library Commission Advocacy Ad Hoc Group

- Goal was to explore alternative additional funding models for the Contra Costa County Library
- Research showed that Contra Costa has the lowest library funding compared to Bay Area peer counties with similar financing and organization structures:
 - Alameda
 - Marin
 - Napa
 - Solano

Contra Costa County Library Commission Advocacy Ad Hoc Group

Contra Costa Library is primarily funded by 1.5% of the 1% county ad valorem property tax

FY 24-25 Library Recommended Budget
Revenue \$43,978,087



■ Property Tax	\$39,506,021	89.8%
■ Towns & Cities	\$2,966,130	6.7%
■ Fines & Fees	\$48,000	.1%
■ Other	\$1,457,936	3.3%

Contra Costa County Library Commission Advocacy Ad Hoc Group

Local Income Per Capita (LIPC)

- Metric developed by California State Library
- Compares different funding levels across varying populations
- Calculated by: Library Income divided by residents served
- Data is for Fiscal Year 2022-2023

County Library System	LIPC-Funding per Person
Alameda	\$64.36
Contra Costa	\$36.31
Napa	\$91.83
Marin	\$121.29
Solano	\$ 63.73

Contra Costa County Library Commission Advocacy Ad Hoc Group

Why are Comparable Library Systems Better Funded?

Library System	Additional County Funding
Alameda	User utility tax
Contra Costa	\$0
Napa	Higher ad valorem of 2.07%
Marin	Measure B \$98 parcel tax
Solano	Measure L 1/8 cent sales tax

Contra Costa County Library Commission Advocacy Ad Hoc Group

- Library open hours are the “envelope” that enables our libraries to provide residents with a wide variety of services.
- The Advocacy Ad Hoc Group recognized that increasing library open hours is one of the most effective ways of increasing access, capacity, and utilization of library services
- But library open hours vary widely across the Contra Costa Library’s branches
- Why is that? Like many things, it comes down to funding...

County Funds
40 Weekly Open
Hours

40 Base Open Hours Schedule

Monday: Closed

Tuesday: 12-8

Wednesday: 10-6

Thursday: 10-6

Friday: 9-5

Saturday: 9-5

**Cities May fund 6, 12, or 16
extra weekly hours**

Contra Costa County Library Commission Advocacy Ad Hoc Group

Open Hours Summary by Library Branch

40 Open Hours

- Antioch
- Clayton
- El Sobrante
- Kensington
- Martinez
- Moraga
- Oakley
- Pinole

46 Open Hours

- Dougherty
Station (San
Ramon)
- El Cerrito
- Hercules
- San Ramon

52 Open Hours

- Brentwood
- Concord
- Pittsburg
- Pleasant Hill
- San Pablo
- Walnut Creek
 - Downtown
 - Ygnacio
Valley

56 Open Hours

- Danville
- Lafayette
- Orinda

Library Outlet Hours: Bay Point 34.5; Crockett 24; Prewett 35; Rodeo 24

Contra Costa County Library Commission Advocacy Ad Hoc Group

Let's Talk About Sunday Open Hours at the Library

- Surveys show Sunday open hours one of the most requested features by residents
- All peer libraries offer Sunday hours.
- Contra Costa Library did have some branches open on Sunday prior to Covid but was difficult to staff and cut to save costs.
- A trial of limited Sunday hour services will begin in Concord in December 2024.

Library System	Total number of branches	Number of branches open on Sundays	Number of Sunday open hours	Percent of Branches open on Sundays
Contra Costa	26	0	0	0%
Alameda	12	6	4	50%
Marin	10	2	5	20%
Napa	4	1	4	25%
Solano	9	3	5	33%

CCC Library Commission Advocacy Ad Hoc Group

On November 21, 2024 Advocacy Ad Hoc Group presented their recommendations to the Contra Costa County Library Commission Library Commission, who voted and approved the following:

- Recognize Contra Costa County Library's limited funding compared to its peers.
- Endorse the aspirational goal of 56 fully-staffed service hours per week at all full-service branches.
- Provide for at least 6 equitably distributed branches to be fully staffed and open for at least 4 hours on Sundays.
- That this information be communicated by all commissioners to their respective appointing authorities.
- The Advocacy Ad Hoc Group completed its work and agreed to sunset.

Commissioner Office Hours

Michael Fischer & Bethany Woods

January 21, 2025

Commissioner Office Hours

- Beginning February, 2025
- Twice a month: 2-3 hour block
- Take place in the library
- Announced on City and Library Websites and Social Media Posts

Patronage at the El Cerrito Library

Michael Fischer & Bethany Woods

January 21, 2025

El Cerrito Library Patronage (last quarter 2024)

- Highest items checked out in West County
- 31% higher than next higher library
- Yet only 3rd in population in West County
- Ranks 9th of all 27 libraries in the county
- Over 322 people visit the library per day even though only open 46 hours a week

Further Reports

Michael Fischer & Bethany Woods

January 21, 2025

Questions

Michael Fischer & Bethany Woods

January 21, 2025

CITY COUNCIL OF THE CITY OF EL CERRITO PROCLAMATION
Recognizing the Cultural and Historical Significance of Lunar New Year
in the City of El Cerrito

WHEREAS, Lunar New Year begins on the second new moon following the winter solstice, or the first day of the new year according to the lunisolar calendar, and extends until the full moon 15 days later; and

WHEREAS, January 29, 2025, marks the first day of Lunar New Year and the Year of Snake for calendar year 2025; and

WHEREAS, Lunar New Year began in China more than 4,000 years ago and is widely celebrated in East and Southeast Asia; and

WHEREAS, Lunar New Year is often referred to as Spring Festival in various Asian countries; and

WHEREAS, the Asian diaspora has expanded the Lunar New Year celebration into an annual worldwide event; and

WHEREAS, Lunar New Year is celebrated by Asian Americans and many non-Asian Americans in El Cerrito and throughout California and the entire United States; and

WHEREAS, participants celebrating Lunar New Year travel to spend the holiday reuniting with family and friends, enjoying community activities and cultural performances; and

WHEREAS Lunar New Year is traditionally a time to wish others good fortune, health, peace, prosperity, and happiness.

NOW, THEREFORE, the City of El Cerrito recognizes the cultural and historical significance of Lunar New Year; in observance of Lunar New Year, expresses its deepest respect for Asian Americans and all individuals in El Cerrito and throughout the world who celebrate this significant occasion; and wishes Asian Americans and all individuals who observe this holiday a happy and prosperous new year.

Dated: January 21, 2025

Carolyn Wysinger, Mayor



AGENDA BILL

Agenda Item No. 7.B.

Date: January 21, 2025
To: El Cerrito City Council
From: Holly M. Charl  ty, City Clerk, City Management
Subject: Board, Commission, and Committee Workplan(s) and/or Accomplishments

ACTION PROPOSED

Receive and file adopted workplan(s) and accomplishments from applicable Boards, Commissions, and Committees of the City.

- Park and Recreation Commission Workplan (FY24/25-25/26)
- Park and Recreation Commission Accomplishments (FY23/24)

BACKGROUND/ANALYSIS

Resolution 2024-16, adopted by the City Council on March 21, 2024, implemented procedures by which City of El Cerrito Boards, Commissions, and Committees (Advisory Bodies) adopt a two-year workplan. The workplan shall be developed within the Advisory Body's scope of responsibility and be aligned with the City's adopted Strategic Plan. The workplan shall be adopted by the Advisory Body (and posted on the Advisory Body website) no later than July 1st of applicable years. The workplan shall also include a section to provide annual accomplishments of the Advisory Body which shall be updated and posted annually by July 1st. Subsequent to adoption by the Advisory Body, the workplan and/or accomplishments shall be transmitted to the City Council on consent as a received and file item. The applicable advisory body chair(s) or designee(s) shall be in attendance at the meeting.

This item includes transmission of the following item(s):

- Park and Recreation Commission Workplan (FY24/25-25/26)
Park and Recreation Commission Accomplishments (FY23/24)
 - Chair: Troy Tyler
 - Staff Liaison: Chris Jones, Recreation Director

STRATEGIC PLAN CONSIDERATIONS

This action supports the [City's Strategic Plan Goal\(s\)](#) of:

- *High Performing Organization.*

ENVIRONMENTAL CONSIDERATIONS

This section is not applicable to this agenda item.

FINANCIAL CONSIDERATIONS

This section is not applicable to this agenda item.

LEGAL CONSIDERATIONS

This section is not applicable to this agenda item.

Reviewed by:

A handwritten signature in blue ink, appearing to read "Karen Pinkos".

Karen Pinkos, City Manager

Attachments:

1. Park and Recreation Commission Workplan (FY25 & 26) and Accomplishments (FY24)



Park & Recreation Commission

Staff Liaison

Chris Jones | (510) 559-7005

cjones@ci.el-cerrito.ca.us

Recreation Department

BIENNIAL WORK PLAN FISCAL YEAR 2024/2025 – 2025/2026

PARK AND RECREATION COMMISSION

Chair **Troy Tyler**; Vice-Chair **Jennifer Kaczor**; Members **Carrine Brody**, **Hari Lamba**

MISSION STATEMENT:

There shall be a park and recreation commission. It shall have the powers and duties stated below, and such others as the council may decide:

- A. To act in an advisory capacity to the council and the city manager on all matters pertaining to public recreation, including parks, playgrounds, landscaping within the boundaries of parks, playgrounds and recreational facilities, child care, educational courses, and entertainment;
- B. To make recommendations regarding the annual budget, within its scope of concern, to the city manager and the council;
- C. To make recommendations to the council, annually, concerning fees for city sponsored programs;
- D. To assist in planning recreation programs for the residents of the city, to promote public interest therein, and to solicit the cooperation of other public and private agencies;
- E. To make recommendations to the council regarding present and future needs for park and recreation facilities.

(Ord. 2007-12 § 1, 2007: Ord. 92-2 Div. 2 (part), 1992.)

HISTORICAL BACKGROUND: El Cerrito's Parks Commission was created in 1946 by the City Council. In 1949 a combined Park and Recreation Commission was created. The commission has been active ever since in all major park and recreation facility projects and plans. They regularly review the City's annual Capital Improvement Program, the Recreation Department's budget and the Recreation Department's Master Fee Schedule. The Commission was instrumental in the public process that ultimately saw the approval of Measure A in 2000 for the reconstruction of the El Cerrito Swim Center and other ADA related parks projects. Commissioners have reviewed and made recommendations on all major related planning efforts including the Ohlone Greenway Master Plan, Urban Forest Plan, Urban Greening Plan, Climate Adaptation and Action Plan, the Hillside Natural Area Fire Resilience and Forest Conservation Management Plan and others. The Commission helped develop the Parks and Recreation Facilities Master Plan in 2019 which helped with the approval of Measure H later that year to continue funding for parks and recreation facilities. Since Measure H was passed, the Commission has carefully monitored the spending from this fund as well as the implementation of the Master Plan.

FISCAL YEAR 2024/2025*Items listed in priority order*

Goal or Objective	Proposed Activities	Funding and other Resources requested	Estimated Staff time needed	Timeline For Completion
Parks and Recreation Projects	1. Advocate for additional staffing and/or resources to manage parks projects and apply for and manage grants. 2. Explore creative structures to fund recommended maintenance levels and new projects identified in the Master Plan. 3. Explore receiving funds through 501(c)3's or to a designated City fund for specific projects 4. Explore interest in acquiring/developing property in a public/private partnership 5. Explore Cerrito Vista Artificial Turf & Lights 6. Advocate for other athletic field options	1. 1.0 Parks & Facilities Manager & 0.5 Additional Project Manager ~\$300,000. 2. None 3. None 4. Scope not defined 5. 2018 cost of Cerrito Vista Artificial Turf & Lights \$2,794,000, 25% estimated inflation for 2024 brings total to ~\$3.5 million 6. Scope not defined	1. 2,925 FTE Hours 2. 5-10 Hours 3. 5-10 Hours 4. 20 Hours 5. 50 Hours Design through Construction 6. Scope Not Defined	TBD based on funding
School District Partnership	1. Monitor 7-11 Committee Process	1. None	1. 5-10 Hours	TBD per WCCUSD Process

FISCAL YEAR 2025/2026
Items listed in priority order

Goal or Objective	Proposed Activities	Funding and other Resources requested	Estimated Staff time needed	Timeline For Completion
Parks and Recreation Projects	1. Continue any unfinished activities from the previous year. 2. Form recommendation to increase funding for park and recreation facilities maintenance and enhancements by increasing Measure H or another ballot initiative.	1. See above. 2. TBD – Parks and Recreation Facilities Master Plan Update may help refine funding needed and reaffirm priorities & goals. ~\$150,000.	1. 80 Hours	TBD based on funding
Open Space & Urban Trails	1. Support efforts to create a HNA Usage Master Plan	1. 2015 Master Plan lowest cost estimate was \$100,000 which seems appropriate given work already completed in the HNA Fire Resilience and Forest Conservation Management Plan. Factoring in inflation to 2024 of 35% brings price ~ \$135,000.	1. 60 Hours	TBD based on funding

ONGOING PROJECTS

Project	Activities	Funding and other Resources requested	Estimated Staff time needed
Monitor Measure H & Other Parks and Recreation related funds	1. Monitor spending and allocations of Measure H and other funds for Parks and Recreation Facilities maintenance and enhancements. 2. Make recommendations for future projects or other expenses funded by Measure H and related funds	None	5 Hours
Monitor and document present and future needs of Parks, Recreation Facilities and Landscaping	1. Monitor implementation of Parks & Recreation Facilities Master Plan 2. Commissioners visit priority parks together each year and split remaining parks to be visited individually, report back on conditions 3. Support urban trails and maintenance 4. Support open space acquisition	1. ~\$38 million+ in unfunded needs identified in Master Plan (+ indicates several projects where scope is not defined/costs unknown). 25% increase for inflation brings total to ~\$47.5 million+. 2. None 3. & 4. Scope not defined	5 Hours
Community Outreach & Engagement	1. Plan 4th of July booth and what the Commission would like to accomplish 2. Engage Recreation, Community Partners, City Co-Sponsored Groups, and other community/user groups involved with El Cerrito's parks and recreation facilities. 3. Participate in City and Stakeholder Events 4. Promote awareness of the Park and Recreation Commission 5. Help recruit additional Park and Recreation Commissioners	None	5 Hours

Receive regular updates on parks projects in the City's CIP	1. Financial status; budget 2. Regularly review the status of Parks & Recreation Facilities CIP projects for the current fiscal year 3. Schedule & impactful changes 4. Design Review	None	5 Hours
Programs & Services	1. Receive periodic updates on Recreation Department programs and activities 2. Review general survey results periodically	None	5 Hours
Monitor and make recommendations regarding the Recreation Department Budget	1. Make recommendations on proposed fiscal year budgets 2. Make recommendation on proposed fiscal year Master Fee Schedule 3. Receive periodic budget reports throughout the year.	None	10 Hours
School District Partnership	1. Maintain dialogue to better relationships, promote partnership and resolve any issues. 2. Monitor park and facility agreements between City and District	None	5 Hours

Workplan adopted on December 11, 2024 by the following vote:

Moved/Second: Members Kaczor/Brody

Ayes: Members Brody, Kaczor, Tyler

Noes: None

Absent: Member Lamba

PRIOR FISCAL YEAR ACCOMPLISHMENTS

Goal/Objective	Activities Supporting Goal	Status
1. School District Partnership	- Received regular updates on status of Castro Park agreement with school district and provided feedback. - Members monitored and updated Commission on the WCCSUD's 7-11 Committee process for the possible surplus of property at the former Portola Middle School site in El Cerrito.	Castro Park Agreement in place, receive ongoing updates regarding Pickleball Court construction at Castro Park. 7-11 Committee monitoring continues.
2. Community Outreach & Engagement	- Received regular updates on Recreation Department programs, services and community engagement activities and provided feedback. - Members participated on the Climate Action and Adaptation Plan (CAAP) Stakeholder Group.	- Ongoing - CAAP passed by City Council
3. Engaging Recreation/Community Partners	Received a presentation on City Co-Sponsored organizations and other groups who work in collaboration with the Recreation Department and the City and provided feedback.	Incorporated Commission Liaisons to several organizations in Work Plan to increase communication.
4. Open Space & Urban Trails	Received presentations on Hillside Natural Area (HNA) Fire Resilience and Forest Conservation Management Plan and provided feedback. Members also participated on the stakeholder group.	Continues to monitor status of Plan; HNA Wayfinding Signs installed.

	2. Received presentations and monitored status of the HNA Wayfinding Signage Project.	
5. Parks and Recreation Projects	1. Received presentations on the Parks and Recreation Facilities capital improvement program (CIP) projects and provided feedback.	1. Ongoing

Accomplishments adopted on August 28, 2024 by the following vote:

Moved/Second: Members Kaczor/Brody
Ayes: Members Brody, Kaczor, Lamba, Tyler
Noes: none
Absent: none



AGENDA BILL

Agenda Item No. 7.C.

Date: January 21, 2025
To: El Cerrito City Council
From: Crystal Reams, Finance Director/City Treasurer, Finance Department
Subject: FY 2024-25 Second Quarter Cash and Investment Report

ACTION PROPOSED

Receive and file the City's Second Quarter Cash and Investment Report for the period October 31, 2024 to December 31, 2024.

BACKGROUND

It is the policy of the City of El Cerrito ("City") to invest public funds in a manner which provides for the safety of the principal while providing enough liquidity to cover the City's short and long-term needs while generating the appropriate yield. All investment activity will conform to the California Government Code, Sections 53601 through 53659.

ANALYSIS

The FY 2024-25 Third Quarter Cash and Investment Report for October 31, 2024 to December 31, 2024 shows that the City's total cash and investments as of December 31, 2024, had a par value of \$31,561,681.80 in the following accounts.

- \$19,690,931.57 (LAIF)
- \$1,319,026.16 (Mechanics Bank) (Includes interest earnings)
 - \$22.44 Interest Earned October 2024
 - \$18.55 Interest Earned November 2024
 - \$26.52 Interest Earned December 2024
- \$9,162,915.98 (Mechanics Bank Money Market) (Includes interest earnings)
 - \$10,183.66 Interest Earned October 2024
 - \$10,003.71 Interest Earned November 2024
 - \$15,764.48 Interest Earned December 2024
- \$1,386,458.09 (Section 115 Trust PARS/US Bank) (Includes investment earnings)
 - \$5,586.71 Earned October 2024
 - \$5,227.00 Earned November 2024
 - \$(13,062.29) Earned December 2024
- \$2,350.00 (Petty Cash Funds)

These funds are available to meet operating expenses for the next six months.

STRATEGIC PLAN CONSIDERATIONS

The City's Investment Policy, Comprehensive Financial Policy, and Strategic Plan sets form guidelines for the investment of City funds and aligns with California Government code, Section 53646 and Section 53600-53609. The purpose of the City's Investment Policy is to provide guidelines for prudent investment of the City's idle funds and ensure policies, procedures, systems, and best practices in fiscal management.

This action supports the [City's Strategic Plan Goal\(s\)](#) of:

- *High Performing Organization* Ensure the City maintains a strong financial position and a high-performing organization where employees feel a sense of inclusion and belonging.

ENVIRONMENTAL CONSIDERATIONS

This section is not applicable to this agenda item.

FINANCIAL CONSIDERATIONS

High-Performing Organization: The Quarterly Cash and Investment Report complies with the City of El Cerrito Investment Policy and California Government Code Section 53646.

LEGAL CONSIDERATIONS

The City's investments comply with standards reflected in the City of El Cerrito Investment Policy.

Reviewed by:

A handwritten signature in blue ink, appearing to read "Karen Pinkos".

Karen Pinkos, City Manager

Attachments:

1. FY 25 Q2 Quarterly Cash & Investment Report

City of El Cerrito
Quarterly Cash and Investment Report
for the Quarter Ending December 31, 2024

Attachment A

Category	Trustee/Broker	Month Ending	PAR Value (Actual Value)	Quarter End Interest Rate	Market value
Pooled Investments	California State Treasurer	December 31, 2024	\$ 19,690,931.57	0.00%	\$ 19,690,931.57
Cash with Bank	Mechanics Bank	December 31, 2024	\$ 1,319,026.16	0.01%	\$ 1,319,026.16
Money Market Account	Mechanics Bank	December 31, 2024	\$ 9,162,915.98	4.67%	\$ 9,162,915.98
Section 115	PARS/US Bank	December 31, 2024	\$ 1,386,458.09	N/A	\$ 1,386,458.09
Petty Cash Funds	City Management	December 31, 2024	\$ 2,350.00	N/A	\$ 2,350.00
Total Cash and Investments			\$ 31,561,681.80		\$ 31,561,681.80

I certify that this report is in compliance with the City of El Cerrito Investment Policy and the California government Code Section 53646.
The City has sufficient cash to meet the next six months of estimated expenditures as required by the Code.

Crystal Reams

Crystal Reams, Finance Director/City Treasurer



AGENDA BILL

Agenda Item No. 7.D.

Date: January 21, 2025
To: El Cerrito City Council
From: Crystal Reams, Finance Director/City Treasurer, Finance Department
Subject: Monthly Disbursement and Check Register Report for December 2024

ACTION PROPOSED

Receive and file the Monthly Disbursement and Check Register Report for the month of December 2024.

BACKGROUND/ANALYSIS

California Government Code, Title 4. Government of Cities, Division 3, Part 3, Chapter 3, Section 41004 states, "Regularly, at least once each month, the city treasurer shall submit to the city clerk a written report and accounting of all receipts, disbursements, and fund balances. The city treasurer shall file a copy with the legislative body." In addition, the City's Comprehensive Financial Policy, Item 5.1 Accounting Standards indicates the City's accounting and financial reporting systems shall be maintained in conformance with all state and federal laws.

- Month ending December 31, 2024, reflecting 276 Accounts Payable General Warrant Nos. 91635 through 91869, 41 ACH/EFT transactions, and 663 payroll-related checks and EFTs for a grand total of \$5,018,156.96.

STRATEGIC PLAN CONSIDERATIONS

The City's Comprehensive Financial Policy, which includes ensuring policies, procedures, and systems represent best practices in financial management, is aligned with requirements referenced in California Government Code, Title 4, Chapter 3, Section 41004.

This action supports the [City's Strategic Plan Goal\(s\)](#) of:

- *High Performing Organization* by ensuring the City maintains a strong financial position and a high-performing organization where employees feel a sense of inclusion and belonging.

ENVIRONMENTAL CONSIDERATIONS

This section is not applicable to this agenda item.

FINANCIAL CONSIDERATIONS

There is no fiscal impact associated with acceptance of the Monthly Disbursement and Check Register Report.

LEGAL CONSIDERATIONS

This section is not applicable to this agenda item.

Reviewed by:

A handwritten signature in blue ink, appearing to read "Karen Pinkos", is positioned above the printed name.

Karen Pinkos, City Manager

Attachments:

1. Monthly Payment Register December 2024

City of El Cerrito
Payment Register

From Payment Date: 12/1/2024 - To Payment Date: 12/31/2024

Number	Date	Status	Void Reason	Reconciled/ Voided Date	Source	Payee Name	Description	Transaction Amount
Accounts Payable - Checks								
<u>Check</u>								
91635	12/05/2024	Reconciled		12/09/2024	Accounts Payable	A3 PIPELINE	EL CERRITO STORM DRAIN MISC REPAIRS C5036.10	\$445,901.19
91636	12/05/2024	Reconciled		12/26/2024	Accounts Payable	AT&T	FIBER FROM 51 TO RICHMOND	\$660.66
91637	12/05/2024	Voided	Incorrect Mode of Payment	12/05/2024	Accounts Payable	AUTHORIZE.NET	VOID	\$20.00
91638	12/05/2024	Reconciled		12/10/2024	Accounts Payable	AVILA PROJECT MANAGEMENT	CITY HALL TARGETED REPAIRS	\$5,677.00
91639	12/05/2024	Reconciled		12/16/2024	Accounts Payable	CHAVAN & ASSOCIATES, LLP	23/24 FINANCIAL AND COMPLIANCE AUDIT	\$13,000.00
91640	12/05/2024	Reconciled		12/11/2024	Accounts Payable	CHILDCARE CAREERS, LLC	FAIRMONT CLUBHOUSE TEMPS	\$2,133.20
91641	12/05/2024	Reconciled		12/11/2024	Accounts Payable	DELL MARKETING L.P.	ONE LAPTOP FOR REC NEW COORDINATOR	\$7,207.18
91642	12/05/2024	Reconciled		12/11/2024	Accounts Payable	GABRIEL, BARBARA, A.	ADULT BALLET NOV 2024	\$363.60
91643	12/05/2024	Reconciled		12/10/2024	Accounts Payable	HI-TECH INC.	EISS REPAIRS	\$10,802.82
91644	12/05/2024	Reconciled		12/20/2024	Accounts Payable	KNORR SYSTEMS, INC.	HEATER REPAIR	\$9,570.26
91645	12/05/2024	Reconciled		12/16/2024	Accounts Payable	KnowBe4, Inc.	3 YEAR SECURITY AWARENESS SUBSCRIPTION	\$11,664.00
91646	12/05/2024	Reconciled		12/19/2024	Accounts Payable	MACK5	COMMUNITY CENTER ROOF REPLACEMENT	\$4,572.00
91647	12/05/2024	Reconciled		12/10/2024	Accounts Payable	Municipal Resource Group LLC	IIPP IMPROVEMENTS & TRAINING	\$7,250.00
91648	12/05/2024	Reconciled		12/16/2024	Accounts Payable	NAPA RECYCLING & WASTE SERVICES, LLC	CURBSIDE SINGLESTREAM RECYCLING PROCESSING OCT	\$15,428.60
91649	12/05/2024	Reconciled		12/10/2024	Accounts Payable	PETERSON TRUCKS, INC.	TSI REPAIRS	\$9,905.37
91650	12/05/2024	Reconciled		12/11/2024	Accounts Payable	R3 CONSULTING GROUP	2025 SOLID RATE SETTING	\$7,181.25
91651	12/05/2024	Reconciled		12/13/2024	Accounts Payable	SUPERION, LLC	CS FUSION ANNUAL SUBSCRIPTION RENEWAL	\$3,788.33
91652	12/05/2024	Reconciled		12/09/2024	Accounts Payable	The Construction Zone, LLC	TRAFFIC SIGNAGE & U CLAMP ASSEMBLYS	\$6,034.60
91653	12/05/2024	Reconciled		12/10/2024	Accounts Payable	TWO BROTHERS POOL & SPA, INC	SERVICE AND CAL CHLORINE NOV 2024	\$3,883.89
91654	12/05/2024	Reconciled		12/23/2024	Accounts Payable	2-ELEVEN SHIELDS	FD SHIELDS	\$151.20
91655	12/05/2024	Reconciled		12/12/2024	Accounts Payable	AMERICAN RIVER COLLEGE	TRAINING COURSE TUITION	\$94.00
91656	12/05/2024	Reconciled		12/12/2024	Accounts Payable	ARMOUR PETROLEUM SERVICE & EQUIPMENT CORP	UST PARTS - TWO DESICCANT BREATHERS	\$1,753.17
91657	12/05/2024	Reconciled		12/10/2024	Accounts Payable	ASBURY ENVIRONMENTAL SERVICES	CRUSHED METAL OIL FILTER RECYCLING	\$267.00
91658	12/05/2024	Reconciled		12/18/2024	Accounts Payable	AT&T	AT&T LAND TELEPHONE LINES 10/20-11/19/2024	\$707.68
91659	12/05/2024	Reconciled		12/16/2024	Accounts Payable	CINTAS CORPORATION #054 UNIFORMS	CORP YARD WEEKLY UNIFORM RENTALS	\$265.65
91660	12/05/2024	Reconciled		12/16/2024	Accounts Payable	CITY OF WALNUT CREEK	LEADERSHIP ACADEMY DUES 2024-2025	\$10,095.00
91661	12/05/2024	Reconciled		12/17/2024	Accounts Payable	COMCAST	COMCAST BUSINESS INTERNET 11/11-12/10/24	\$1,924.18
91662	12/05/2024	Open			Accounts Payable	COMMUNITY CONSERVATION CENTERS, INC.	MIXED PAPER + NON-CRV HDPE PLASTIC RECYCLING: OCT	\$298.73
91663	12/05/2024	Reconciled		12/12/2024	Accounts Payable	CONSTABLE, MARIANNE	FELDENNDRAIS ATM NOV 24	\$60.60
91664	12/05/2024	Reconciled		12/13/2024	Accounts Payable	CORE COMPUTING SOLUTIONS	ENCORE USER SEPT 2024	\$700.60
91665	12/05/2024	Reconciled		12/11/2024	Accounts Payable	EBMUD	EBMUD 09/09/2024-11/06/2024	\$413.85
91666	12/05/2024	Reconciled		12/16/2024	Accounts Payable	GARDA CL WEST, INC.	ARMORED TRANSPORT SVC - DEC24	\$296.35
91667	12/05/2024	Reconciled		12/11/2024	Accounts Payable	GOLDEN BEAR TRANSFER STATION	STREET SWEEP SPOILS	\$717.47
91668	12/05/2024	Reconciled		12/12/2024	Accounts Payable	GRAINGER	INFRASTRUCTURE SUPPLIES COLD PATCH 60LB BAG 19 Q	\$3,135.14
91669	12/05/2024	Reconciled		12/13/2024	Accounts Payable	HONEY BUCKET	CENTRAL PARK SERVICE 11/12-12/09/24	\$241.05
91670	12/05/2024	Reconciled		12/16/2024	Accounts Payable	HONEYWELL INTERNATIONAL, INC.	CITY SATELLITE PHONES OCT 2024	\$225.00
91671	12/05/2024	Reconciled		12/13/2024	Accounts Payable	JACKSON, DOUGLAS, W.	CHESS BASICS NOV 2024	\$27.00
91672	12/05/2024	Reconciled		12/10/2024	Accounts Payable	KI RESEARCH INSTITUTE	AIKIDO NOV 2024	\$306.00
91673	12/05/2024	Reconciled		12/23/2024	Accounts Payable	MERCURIO BROS. PRINTING, INC.	FIRST RESPONDER FORMS	\$245.20
91674	12/05/2024	Reconciled		12/10/2024	Accounts Payable	PASTIME HARDWARE	FD KEYS/ KEY TAGS	\$74.80
91675	12/05/2024	Reconciled		12/11/2024	Accounts Payable	SINGLE CYLINDER REPAIR INC	REPAIR CARBIDE CHA & SPARK PLUG	\$414.25
91676	12/05/2024	Reconciled		12/10/2024	Accounts Payable	SSD ALARM	CASTRO, HARDING, MADERA AND FAIRMONT CLUBHOUSE	\$932.03
91677	12/05/2024	Reconciled		12/10/2024	Accounts Payable	SSP DATA PRODUCTS	EMAIL DELIVERY CONFIG AND DHCP CONFIG	\$787.50
91678	12/05/2024	Reconciled		12/17/2024	Accounts Payable	TYLER BUSINESS FORMS	OFFICE SUPPLIES-W2 ENVELOPED	\$193.87
91679	12/05/2024	Reconciled		12/10/2024	Accounts Payable	WESTERN STATES OIL COMPANY	RENEWABLE DIESEL	\$14,697.58
91680	12/11/2024	Reconciled		12/27/2024	Accounts Payable	4LEAF, INC.	PLAN REVIEW/TECHNICAL SVCS SOLAR 10/1-10/31/2024	\$5,782.00
91681	12/11/2024	Reconciled		12/17/2024	Accounts Payable	ALL STAR FIRE EQUIPMENT, INC.	CLASS A FOAM	\$1,437.66
91682	12/11/2024	Reconciled		12/18/2024	Accounts Payable	AMAZON CAPITAL SERVICES, INC.	CORP YARD OFFICE SUPPLIES, HAND SOAP & HAND SOAP	\$236.20
91683	12/11/2024	Reconciled		12/16/2024	Accounts Payable	AMERICAN MECHANICAL SERVICES, INC.	CITY HALL HVAC MAINTENANCE NOV 24-JAN 25	\$2,601.00
91684	12/11/2024	Reconciled		12/17/2024	Accounts Payable	ARGOS CONSTRUCTION	EL CERRITO CITY HALL TARGETED REPAIRS 1212H EL CAMINO	\$30,020.00
91685	12/11/2024	Reconciled		12/20/2024	Accounts Payable	BADGE FRAME, INC.	AWARD- JAMES RIZZO	\$179.74
91686	12/11/2024	Reconciled		12/16/2024	Accounts Payable	BAY ALARM COMPANY	STATION 52 MONITORING FEE 01/01/2025-03/31/2025	\$348.75
91687	12/11/2024	Reconciled		12/18/2024	Accounts Payable	CALIFORNIA PUBLIC POLICY GROUP INC.	GRANT WRITING & LEGISLATIVE ADVOCACY NOV 2024	\$6,500.00
91688	12/11/2024	Reconciled		12/24/2024	Accounts Payable	CCCSO LAW ENFORCEMENT TRAINING	TRAINING RADAR OPERATOR- JAMES RIZZO	\$529.00

City of El Cerrito
Payment Register

From Payment Date: 12/1/2024 - To Payment Date: 12/31/2024

Number	Date	Status	Void Reason	Reconciled/ Voided Date	Source	Payee Name	Description	Transaction Amount
91689	12/11/2024	Reconciled		12/20/2024	Accounts Payable	CHARGEPOINT, INC	CITY HALLEV CHARGE PLAN & RERC EV CHARGES PLAN 1:	\$3,960.00
91690	12/11/2024	Reconciled		12/18/2024	Accounts Payable	CHILDCARE CAREERS, LLC	FAIRMONT CHILDCARE TEMP	\$2,700.77
91691	12/11/2024	Reconciled		12/23/2024	Accounts Payable	CINTAS CORPORATION #054 UNIFORMS	CORP YARD UNIFORMS WEEKLY RENTALS	\$255.75
91692	12/11/2024	Reconciled		12/17/2024	Accounts Payable	CONTRA COSTA COUNTY LIBRARY	CITY SHARE OF TECHNOLOGY COST	\$3,862.81
91693	12/11/2024	Open			Accounts Payable	CRITICAL REACH	2025 AFBNET ANNUAL SUPPORT FEES	\$605.00
91694	12/11/2024	Reconciled		12/31/2024	Accounts Payable	CSW/STUBER-STROEH ENGINEERING GROUP INC	DEL NORTE TOD COMPLETE STREET SEPT24	\$12,836.36
91695	12/11/2024	Reconciled		12/24/2024	Accounts Payable	DICKINSON FLEET SVCS / COX AUTOMOTIVE	R3: CHECK ENGINE LIGHT ON REPAIR EGR VALVE	\$11,790.49
91696	12/11/2024	Reconciled		12/20/2024	Accounts Payable	DON'S TIRE SERVICE, INC.	FLAT REPAIR CAR #32	\$235.59
91697	12/11/2024	Reconciled		12/17/2024	Accounts Payable	DUNNIGAN PSYCHOLOGICAL & THREAT ASSESSMENTS	PRE EMPLOYMENT PSYCH EVALUATION	\$625.00
91698	12/11/2024	Reconciled		12/19/2024	Accounts Payable	EL CERRITO PRESCHOOL COOPERATIVE	FULL PAYMENT OF ARTS AND CURLUTRE COMMISSION A	\$1,000.00
91699	12/11/2024	Reconciled		12/18/2024	Accounts Payable	FEDEX	POSTAGE/MAILING	\$44.50
91700	12/11/2024	Reconciled		12/17/2024	Accounts Payable	FIRE INFORMATION SUPPORT SVCS	TECHNICAL SERVICES SEPT & OCT 2024	\$1,650.00
91701	12/11/2024	Reconciled		12/18/2024	Accounts Payable	FOLGERGRAPHICS, INC.	WINTER SPRING 2025 REG GUIDE	\$7,337.41
91702	12/11/2024	Reconciled		12/19/2024	Accounts Payable	GOLDFARB & LIPMAN LLP	HOUSING- SVC THROUGH 10/31/24	\$109.50
91703	12/11/2024	Reconciled		12/17/2024	Accounts Payable	HILLTOP FORD KIA	BATTERY CAR 5	\$363.09
91704	12/11/2024	Reconciled		12/17/2024	Accounts Payable	IRON MOUNTAIN	OFF SITE RECORD STORAGE AND SERVICES	\$802.00
91705	12/11/2024	Open			Accounts Payable	JADSON SOUZA DE JESUS	CAPOEIRA, YOUTH CLASSES, YOUTH CLASSES AUG 2024	\$5,093.55
91706	12/11/2024	Reconciled		12/24/2024	Accounts Payable	KNORR SYSTEMS, INC.	CHLORINE	\$487.96
91707	12/11/2024	Reconciled		12/17/2024	Accounts Payable	L.N. CURTIS & SONS	UNIFORMS SREEKANTHAN	\$1,095.09
91708	12/11/2024	Reconciled		12/13/2024	Accounts Payable	MILANO20121 LLC	CATERING SERVICES- HOSTING HOLIDAY PARTY	\$1,673.88
91709	12/11/2024	Reconciled		12/30/2024	Accounts Payable	MITCHELL, BONNIE	AQUA ZUMBA NOV 2024	\$117.30
91710	12/11/2024	Open			Accounts Payable	NICHOLS CONSULTING ENGINEERS	2025 SURFACE SEAL AND REHAB 10/12-11/15/24	\$74,083.83
91711	12/11/2024	Reconciled		12/23/2024	Accounts Payable	ODP BUSINESS SOLUTIONS, LLC	SUPPLIES	\$556.12
91712	12/11/2024	Reconciled		12/17/2024	Accounts Payable	PASTIME HARDWARE	STATION SUPPLIES	\$72.90
91713	12/11/2024	Reconciled		12/20/2024	Accounts Payable	PAYMENTUS CORPORATION	CREDIT CARD PROCESSING FEES OCT 2024	\$4,375.65
91714	12/11/2024	Reconciled		12/18/2024	Accounts Payable	PennDel's Bakehouse	CAKE FOR COUNCIL MEETING	\$325.00
91715	12/11/2024	Reconciled		12/17/2024	Accounts Payable	PETERSON TRUCKS, INC.	E55 REPAIR	\$724.39
91716	12/11/2024	Open			Accounts Payable	PINNACLE LEADERSHIP GROUP, INC	DEL NORTE PARTNERING SERVICES	\$10,000.00
91717	12/11/2024	Reconciled		12/16/2024	Accounts Payable	QUINTO, GABRIEL	ACCOMODATION- THE 2024 ANNUAL CONFERENCE EXPC	\$1,092.42
91718	12/11/2024	Reconciled		12/20/2024	Accounts Payable	ROADSAFE TRAFFIC SYSTEMS, INC.	STOP SIGN & HARDWARE FOR SIGNS	\$1,441.90
91719	12/11/2024	Reconciled		12/17/2024	Accounts Payable	SHAHKAR, MEHRAN	STRENGTH AND BALANCE NOV 2024	\$1,176.00
91720	12/11/2024	Reconciled		12/18/2024	Accounts Payable	ST. FRANCIS ELECTRIC	TS & SL MAINTENANCE RESPONSE NOV 24	\$5,030.90
91721	12/11/2024	Reconciled		12/23/2024	Accounts Payable	STERICYCLE, INC.	MEDICAL WASTE	\$814.36
91722	12/11/2024	Reconciled		12/30/2024	Accounts Payable	TARGET SOLUTIONS LEARNING, LLC	2025 LICENSES	\$1,298.16
91723	12/11/2024	Open			Accounts Payable	THEIS ENGINEERING & ASSOCIATES	RICHMOND ST. PROJECT SVC NOV24	\$11,622.41
91724	12/11/2024	Reconciled		12/17/2024	Accounts Payable	TOYOTA MATERIAL HANDLING INC	30X DENSIFIER PM SERVICE	\$1,694.00
91725	12/11/2024	Open			Accounts Payable	TRB AND ASSOCIATES, INC.	PLAN REVIEW/TECHNICAL SVCS 10/01-10/31/2024	\$42,974.80
91726	12/11/2024	Reconciled		12/23/2024	Accounts Payable	UNIVERSAL BUILDING SERVICE	LIBRARY PAPER TOWEL DISPENSER AND LABOR INSTALLA	\$1,941.12
91727	12/11/2024	Reconciled		12/23/2024	Accounts Payable	WYSINGER, CAROLYN	MEALS, LOCAL TRNSPORTATION, ACCOMODATION & BA	\$1,292.81
91728	12/11/2024	Reconciled		12/20/2024	Accounts Payable	CHOW, EMILY	REAL PROPERTY TAX REBATE FOR 507 ALBEMARLE ST.	\$1,672.00
91729	12/11/2024	Reconciled		12/19/2024	Accounts Payable	GROUNDWORKS CALIFORNIA, LLC	REFUND - GENERAL	\$818.46
91730	12/11/2024	Reconciled		12/27/2024	Accounts Payable	4LEAF, INC.	PLAN REVIEW SERVICES- SOLAR SEPT 2024	\$58,315.20
91731	12/11/2024	Reconciled		12/19/2024	Accounts Payable	EAST BAY BLUE PRINT & SUPPLY CO.	HP SERVICE AUG 2024	\$300.00
91732	12/11/2024	Reconciled		12/27/2024	Accounts Payable	EXCEL BALER LLC	PROXIMITY SWITCH FOR EXCEL BALER	\$359.57
91733	12/11/2024	Reconciled		12/27/2024	Accounts Payable	GRAND PRIX CAR WASH	CAR WASH	\$56.97
91734	12/11/2024	Reconciled		12/17/2024	Accounts Payable	LANER ELECTRIC SUPPLY	CORP YEARD SUPPLIES FLAT WIREMOLDS 6QTY	\$17.65
91735	12/11/2024	Reconciled		12/17/2024	Accounts Payable	NORGE CLEANERS	DRY CLEANING NOV 2024	\$313.80
91736	12/11/2024	Reconciled		12/17/2024	Accounts Payable	OIL CHANGERS	OIL CHANGE CAR #39	\$281.76
91737	12/11/2024	Reconciled		12/17/2024	Accounts Payable	PASTIME HARDWARE	PADLOCKS FOR RECYCLING CENTER	\$449.56
91738	12/11/2024	Reconciled		12/27/2024	Accounts Payable	REACH MEDIA NETWORK	LOBBY MONITOR SOFTWARE	\$360.00
91739	12/11/2024	Reconciled		12/18/2024	Accounts Payable	RUDNICK, TESSA	AIRFARE, ACCOMODATION TRANSPORTATION AND AIRP	\$924.83
91740	12/11/2024	Reconciled		12/17/2024	Accounts Payable	S.P. AUTOMOTIVE	DIESEL EXHAUST FLUID, HYDR, OIL PREM RED EP CAR	\$636.99
91741	12/11/2024	Reconciled		12/20/2024	Accounts Payable	Serological Research Institute	LAB FEES	\$1,550.00
91742	12/11/2024	Reconciled		12/18/2024	Accounts Payable	SSD ALARM	RECYCLING CENTER ALARM NOV 2024	\$374.07
91743	12/11/2024	Reconciled		12/17/2024	Accounts Payable	SSP DATA PRODUCTS	DATA CONNECTION TO RPD	\$3,465.00
91744	12/11/2024	Reconciled		12/18/2024	Accounts Payable	STEWART'S BODY SHOP	BECKMAN VEHICLE	\$9,743.40

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Number	Date	Status	Void Reason	Reconciled/ Voided Date	Source	Payee Name	Description	Transaction Amount
91745	12/11/2024	Reconciled		12/19/2024	Accounts Payable	TWO BROTHERS POOL & SPA, INC	REPLACED IN LINE FILDER IN TRUCK WASH STATION & RE	\$514.99
91746	12/11/2024	Reconciled		12/16/2024	Accounts Payable	YEN, CYNTHIA	CAMP REFUND DUE TO COVID, CLUBHOUSE DEP REFUND	\$1,220.40
91747	12/13/2024	Reconciled		12/23/2024	Accounts Payable	CALPERS LONG TERM CARE PROGRAM	PER3 - CALPERS Longterm Care Ins	\$39.66
91748	12/13/2024	Reconciled		12/26/2024	Accounts Payable	HEALTH CARE DENTAL TRUST	DEN1 - Dental 1*	\$17,532.70
91749	12/13/2024	Open			Accounts Payable	IAFF LOCAL 1230	DUE4 - UNION LOCAL 1230	\$5,470.60
91750	12/13/2024	Reconciled		12/24/2024	Accounts Payable	KAISER FOUNDATION HEALTH PLAN	K1 - Kaiser 1*	\$237,224.42
91751	12/13/2024	Reconciled		12/24/2024	Accounts Payable	LEGALSHIELD	LEGL - PRE-PAID LEGAL SRVC	\$153.50
91752	12/13/2024	Reconciled		12/24/2024	Accounts Payable	MUNICIPAL POOLING AUTHORITY	MPA - LIFE Insu. Inv# 920-39095_December 2024	\$13,234.68
91753	12/13/2024	Reconciled		12/26/2024	Accounts Payable	NATIONWIDE TRUST COMPANY, FSB	FHEA - Fire Health Savings Acct	\$18,175.00
91754	12/13/2024	Reconciled		12/23/2024	Accounts Payable	SEIU LOCAL 1021	COPE - VOLUNTARY COPE DEDUCTION*	\$1,890.01
91755	12/13/2024	Reconciled		12/24/2024	Accounts Payable	U.S. BANK - INSTITUTIONAL TRUST - W REGION	PAR - PARS - ARS 457*	\$2,313.77
91756	12/19/2024	Reconciled		12/31/2024	Accounts Payable	24 HOUR FITNESS USA, LLC	GYM MEMBERSHIP NOV24	\$503.86
91757	12/19/2024	Reconciled		12/24/2024	Accounts Payable	A PLUS TREE, LLC	PUBLIC TREE MAINTENANCE	\$154,179.65
91758	12/19/2024	Reconciled		12/31/2024	Accounts Payable	ACAPULCO ROCK AND SOIL	INFRASTRUCTURE SUPPLIES FILLED SAND BAGS 240QTY	\$1,606.74
91759	12/19/2024	Reconciled		12/26/2024	Accounts Payable	AMAZON CAPITAL SERVICES, INC.	E51 PARTS	\$350.17
91760	12/19/2024	Reconciled		12/24/2024	Accounts Payable	AVILA PROJECT MANAGEMENT	2023 MISC STORM DRAIN REPAIRS NOV 2024	\$48,479.00
91761	12/19/2024	Reconciled		12/23/2024	Accounts Payable	BARRY EVANS STUDIO	WALL OF FAME EXPENSE PHOTO	\$212.81
91762	12/19/2024	Open			Accounts Payable	BOUNDTREE MEDICAL LLC	MEDICAL SUPPLIES	\$135.95
91763	12/19/2024	Open			Accounts Payable	CITY OF RICHMOND	CAD	\$70,605.42
91764	12/19/2024	Reconciled		12/24/2024	Accounts Payable	CPS HR CONSULTING	RECRUITING	\$66.25
91765	12/19/2024	Reconciled		12/31/2024	Accounts Payable	CSW/STUBER-STROEH ENGINEERING GROUP INC	SWIM CENTER SLIDE OCT 2024	\$2,920.00
91766	12/19/2024	Reconciled		12/24/2024	Accounts Payable	DELL MARKETING L.P.	CELLEBRITE COMPUTER	\$8,082.39
91767	12/19/2024	Open			Accounts Payable	DICKINSON FLEET SVCS / COX AUTOMOTIVE	C3: EMISSION TESTING (SMOG TEST)	\$1,648.50
91768	12/19/2024	Reconciled		12/24/2024	Accounts Payable	DIEGO TRUCK REPAIR	E51 REPAIR	\$1,576.08
91769	12/19/2024	Open			Accounts Payable	DON'S TIRE SERVICE, INC.	R&R TIRES CAR # 9	\$370.80
91770	12/19/2024	Reconciled		12/24/2024	Accounts Payable	DUNNIGAN PSYCHOLOGICAL & THREAT ASSESSMENTS	PSYCH EVAL	\$625.00
91771	12/19/2024	Reconciled		12/24/2024	Accounts Payable	EAST BAY SANITARY CO. INC.	STREET SWEEPING OCT 2024	\$17,827.14
91772	12/19/2024	Reconciled		12/26/2024	Accounts Payable	EBMUD	EBMUD 10/01/2024-12/02/2024	\$16,095.54
91773	12/19/2024	Reconciled		12/27/2024	Accounts Payable	FORENSIC SERVICES DIVISION	FORENSICS TESTING 10/01-10/31/2024	\$5,995.82
91774	12/19/2024	Reconciled		12/27/2024	Accounts Payable	General Pacific, Inc.	DJI AVATA PRONE	\$3,032.98
91775	12/19/2024	Reconciled		12/20/2024	Accounts Payable	GHILOTTI BROS, INC	DEL NORTE TOD COMPLETE STREET IMPROVEMENT	\$288,773.71
91776	12/19/2024	Reconciled		12/24/2024	Accounts Payable	HILLTOP FORD KIA	STEERING WHEEL CAR#2	\$399.22
91777	12/19/2024	Reconciled		12/30/2024	Accounts Payable	HILLYARD	CITY WIDE CUSTODIAL SUPPLIES	\$1,586.73
91778	12/19/2024	Reconciled		12/24/2024	Accounts Payable	J & O'S COMMERCIAL TIRE CENTER	FD 37 TIRE MOUNT, DISMOUNT	\$2,197.41
91779	12/19/2024	Reconciled		12/30/2024	Accounts Payable	KNORR SYSTEMS, INC.	CARBON DIOXIDE-REFILL, HAZMAT, FUEL SURCHARGE	\$1,087.73
91780	12/19/2024	Open			Accounts Payable	KREISBERG LAW FIRM	LEGAL SERVICES 10.2024	\$319.50
91781	12/19/2024	Reconciled		12/24/2024	Accounts Payable	L.N. CURTIS & SONS	RANGE UNIFORM	\$4,268.44
91782	12/19/2024	Open			Accounts Payable	LACK, CHRIS	CERAMIC WED NOV 2024	\$750.00
91783	12/19/2024	Reconciled		12/24/2024	Accounts Payable	LAVERA WILSON	MASEP/FASEP S1 B 2024	\$1,644.00
91784	12/19/2024	Open			Accounts Payable	LEXISNEXIS	DESK OFFICER RENEWAL	\$7,756.64
91785	12/19/2024	Reconciled		12/30/2024	Accounts Payable	MACK5	EL CERRITO CHURCH FACILITY OCT 2024	\$508.00
91786	12/19/2024	Open			Accounts Payable	MOTOYAMA, LISA	ACCOMODATION AND MEAL- CAL CITIES ANNUAL CONF	\$599.51
91787	12/19/2024	Reconciled		12/31/2024	Accounts Payable	ODP BUSINESS SOLUTIONS, LLC	CORP WARD OFFICE SUPPLIES, DESK PAD CALENDAR CREC	\$104.88
91788	12/19/2024	Reconciled		12/24/2024	Accounts Payable	PASTIME HARDWARE	STATION SUPPLIES	\$127.44
91789	12/19/2024	Reconciled		12/30/2024	Accounts Payable	PORTOLA HOTEL & SPA AT MONTEREY BAY	TEAM BUILDING	\$5,455.34
91790	12/19/2024	Reconciled		12/31/2024	Accounts Payable	R3 CONSULTING GROUP	SOLID WASTE CONSULTING SERVICES 2025 RATE SETTIN	\$2,336.25
91791	12/19/2024	Reconciled		12/30/2024	Accounts Payable	RAMOS, STEPHANIE, R	ZUMBA CLASSES NOV24	\$4,128.60
91792	12/19/2024	Reconciled		12/30/2024	Accounts Payable	REDWOOD PUBLIC LAW, LLP	CITY COUNCIL (LABOR) NOV 24	\$26,992.27
91793	12/19/2024	Reconciled		12/30/2024	Accounts Payable	ROADPOST USA, INC.	FD SATELLITE PHONES 12/01-12/31/2024	\$133.90
91794	12/19/2024	Reconciled		12/26/2024	Accounts Payable	RUBICON ENTERPRISES INC	PARKS LANDSCAPE MAINTENANCE NOV2024	\$40,665.36
91795	12/19/2024	Open			Accounts Payable	RUIZ, JOE	XFIT BOOT CAMPS NOV 20204	\$584.40
91796	12/19/2024	Reconciled		12/26/2024	Accounts Payable	S.P. AUTOMOTIVE	FD BATTERIES	\$2,314.58
91797	12/19/2024	Reconciled		12/27/2024	Accounts Payable	SAGE, ZONA	ECCRU ARTIST IN RESIDENCE - PYMT 3 OF 3	\$500.00
91798	12/19/2024	Reconciled		12/30/2024	Accounts Payable	STAPLES	GIFT TAGS NEON RED	\$99.03
91799	12/19/2024	Reconciled		12/30/2024	Accounts Payable	SUPERION, LLC	CS COMMUNITY DEV ADV SAAS ANNUAL SUBCRIPTION R	\$44,793.70
91800	12/19/2024	Open			Accounts Payable	SWRCB	SWRCB ANNUAL PERMIT FEES	\$10,920.00

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91801	12/19/2024	Reconciled		12/27/2024	Accounts Payable	TECH FINANCE CO., LLC	ANNUAL PAYMENT OF SECURITY CAMERA UPGRADE 2 O	\$26,738.33
91802	12/19/2024	Open			Accounts Payable	THE RULES GUYS LLC	ANNUAL 2025 MAINTENANCE FOR FIRE RULES	\$1,543.75
91803	12/19/2024	Reconciled		12/31/2024	Accounts Payable	Urban37, Inc.	PROFESSIONAL SERVICES -STAFFING	\$6,540.00
91804	12/19/2024	Reconciled		12/26/2024	Accounts Payable	ZIMMER-CHU, LISA	ECCRU ARITIST IN RESIDENCE - PYMT 3 OF 3	\$500.00
91805	12/19/2024	Reconciled		12/26/2024	Accounts Payable	AMAZON CAPITAL SERVICES, INC.	ERGO KEYBOARD	\$36.38
91806	12/19/2024	Reconciled		12/27/2024	Accounts Payable	AMERICAN MECHANICAL SERVICES, INC.	CITY HALL HVAC MAINTENANCE AUG24-OCT 24	\$2,601.00
91807	12/19/2024	Open			Accounts Payable	APWA	APWA MEMBERSHIP FEES	\$2,580.70
91808	12/19/2024	Reconciled		12/27/2024	Accounts Payable	ARMOUR PETROLEUM SERVICE & EQUIPMENT CORP	UST VISUAL INSPECTION ON 12/05/2024	\$225.00
91809	12/19/2024	Reconciled		12/24/2024	Accounts Payable	ASBURY ENVIRONMENTAL SERVICES	MOTOR OIL RECYCLING	\$102.00
91810	12/19/2024	Reconciled		12/27/2024	Accounts Payable	ATCO Pest Control	COMMUNITY CENTER PEST CONTROL SVC DEC24	\$375.00
91811	12/19/2024	Reconciled		12/30/2024	Accounts Payable	BALTZ, LEONARD	KARATE YOUTH SEP-DEC 2024	\$2,314.80
91812	12/19/2024	Reconciled		12/24/2024	Accounts Payable	BAY ALARM COMPANY	CORP YARD ALARM SERVICE 12/01/24-02/28/25	\$847.05
91813	12/19/2024	Reconciled		12/27/2024	Accounts Payable	BAY AREA AIR QUALITY MGMT DIST	CITY HALL DIESEL GENERATOR ANNUAL PERMIT 02/01/24-02/28/25	\$627.00
91814	12/19/2024	Open			Accounts Payable	BERTRAND, FOX, ELLIOT, OSMAN & WENZEL LLP	PERSONNEL MATTER FEE	\$18,801.25
91815	12/19/2024	Reconciled		12/24/2024	Accounts Payable	BLAISDELL'S BUSINESS PRODUCTS	COPY PAPER FOR RERC	\$56.22
91816	12/19/2024	Reconciled		12/31/2024	Accounts Payable	CINTAS CORPORATION #054 UNIFORMS	CORP YARD UNIFORM WEEKSLY RENTALS	\$511.50
91817	12/19/2024	Open			Accounts Payable	DIPRIMA, LISA	FASEP 51 2024 ART	\$2,192.40
91818	12/19/2024	Reconciled		12/31/2024	Accounts Payable	DOGFATHER K9 CONNECTIONS	K9 BOARDING	\$651.00
91819	12/19/2024	Reconciled		12/26/2024	Accounts Payable	EBMUD	EBMUD 10/03/2024-12/09/2024	\$3,502.91
91820	12/19/2024	Open			Accounts Payable	FIFTH ASSET, INC DBA DEBTBOOK	SUBSCRIPTION FEE	\$11,760.00
91821	12/19/2024	Reconciled		12/30/2024	Accounts Payable	GRAUL, BELINDA	GYMNASTICS PROGRAM NOV-DEC 2024	\$5,032.00
91822	12/19/2024	Open			Accounts Payable	GRIFFIN PERFORMANCE JUDO LLC	GRIFFIN PERFORMANCES ADULT AND YOUTH	\$4,840.50
91823	12/19/2024	Reconciled		12/31/2024	Accounts Payable	HONEY BUCKET	CENTRAL PARK SERVICE 12/10-01/06/25	\$241.05
91824	12/19/2024	Open			Accounts Payable	HONEYWELL INTERNATIONAL, INC.	CITY SATELLITE PHONES	\$225.00
91825	12/19/2024	Reconciled		12/24/2024	Accounts Payable	KENNEDY, GREG, C	EMS QUALITY CONTROL NOV24	\$2,000.00
91826	12/19/2024	Open			Accounts Payable	KINSEY, KATHRYNE ANN	BRIDGE BEGINNER LESSON & CLASS PASSES NOV 2024	\$164.40
91827	12/19/2024	Reconciled		12/24/2024	Accounts Payable	LAVERY, CLAIRE	US MASTER SWIMMING COACHES REG'23-24	\$60.00
91828	12/19/2024	Reconciled		12/26/2024	Accounts Payable	MCAVOY, IAN	MASEP/ HASEP LEGO	\$9,072.00
91829	12/19/2024	Open			Accounts Payable	MCGEOY, MICHELE	PICKLEBALL JULY-NOV 2024	\$4,560.00
91830	12/19/2024	Reconciled		12/26/2024	Accounts Payable	MORTON'S URBAN PEST MANAGEMENT	FAIRMONT CLUBHOUSE PEST CONTROL SERVICE NOV2024	\$475.00
91831	12/19/2024	Reconciled		12/24/2024	Accounts Payable	OIL CHANGERS	OIL CHANGE CAR 2	\$71.30
91832	12/19/2024	Open			Accounts Payable	OLIVERO PLUMBING	TASSAJARA CLUBHOUSE NEW DRINKING FOUNTAINING	\$927.64
91833	12/19/2024	Reconciled		12/26/2024	Accounts Payable	R.S. HUGHES CO.	6 SCBA PARTS	\$2,546.78
91834	12/19/2024	Open			Accounts Payable	REEVES, KATY	FASEP MIXED MEDIA ARTS S1 2024	\$1,504.80
91835	12/19/2024	Reconciled		12/26/2024	Accounts Payable	RICOH USA, INC	LEASE PAYMENT FOR MP C307 AT CORPYARD	\$66.95
91836	12/19/2024	Open			Accounts Payable	ROSTAD, KIKI	HOLIDAY CLAY 2024	\$825.00
91837	12/19/2024	Reconciled		12/24/2024	Accounts Payable	SINGLE CYLINDER REPAIR INC	POWER WASHING REPAIR SPRING STARTER ROPE	\$67.78
91838	12/19/2024	Reconciled		12/24/2024	Accounts Payable	SSD ALARM	RECYCLING CENTER ALARM JAN 2025	\$153.98
91839	12/19/2024	Open			Accounts Payable	STERICYCLE, INC.	SHREDDING SVCS DEC 2024	\$85.88
91840	12/19/2024	Reconciled		12/31/2024	Accounts Payable	TAHIR DOSSETT	BALL 2 THRIVE FALL 2024	\$3,969.00
91841	12/19/2024	Reconciled		12/31/2024	Accounts Payable	TALENTNOOK INC.	CREATIVE WRITING S1 2024	\$842.40
91842	12/19/2024	Reconciled		12/26/2024	Accounts Payable	WBA CONSULTING AND INVESTIGATIONS, LLC	EXECUTIVE COACHING	\$1,500.00
91843	12/19/2024	Reconciled		12/24/2024	Accounts Payable	CHANG, PEI-CHIH	REFUND ON USA SWIMMING REG, BACKGROUND CHECK	\$191.00
91844	12/19/2024	Open			Accounts Payable	PUNSALAN, MARIA	RESTROOM KEY REFUND - RECEIPT # 1007908	\$22.00
91845	12/19/2024	Reconciled		12/30/2024	Accounts Payable	ARFA, MEDHI	RELEASE OF BONDS- DEC 2024 PART 1	\$823.00
91846	12/19/2024	Open			Accounts Payable	BESS TESTLAB, INC.	RELEASE OF BONDS- DEC 2024 PART 1	\$5,088.00
91847	12/19/2024	Open			Accounts Payable	CABLECOM	RELEASE OF BONDS- DEC 2024 PART 1	\$1,646.00
91848	12/19/2024	Reconciled		12/26/2024	Accounts Payable	EBMUD	EBMUD 10/11/2024-12/13/24	\$401.21
91849	12/19/2024	Reconciled		12/24/2024	Accounts Payable	EVEREST PLUMBING & DRAIN	RELEASE OF BONDS- DEC 2024 PART 1	\$1,871.00
91850	12/19/2024	Reconciled		12/23/2024	Accounts Payable	HERNANDEZ, CARLOS	MILEAGE REIMBURSEMENT	\$129.31
91851	12/19/2024	Reconciled		12/26/2024	Accounts Payable	JESSES CONCRETE	RELEASE OF BONDS- DEC 2024 PART 1	\$732.00
91852	12/19/2024	Reconciled		12/27/2024	Accounts Payable	KATO PLUMBING	RELEASE OF BONDS- DEC 2024 PART 1	\$1,696.00
91853	12/19/2024	Reconciled		12/24/2024	Accounts Payable	NEXGEN ROOTER AND PLUMBING	RELEASE OF BONDS- DEC 2024 PART 1	\$1,871.00
91854	12/19/2024	Open			Accounts Payable	PG&E	RELEASE OF BONDS- DEC 2024 PART 1	\$16,736.00
91855	12/19/2024	Reconciled		12/24/2024	Accounts Payable	RICOH USA, INC	OVERAGE CHARGE	\$4,153.06
91856	12/19/2024	Reconciled		12/24/2024	Accounts Payable	SHABABO, TRACEY, ELISE	FALL SEWING + HASEP MASEP	\$2,188.80

City of El Cerrito
Payment Register

From Payment Date: 12/1/2024 - To Payment Date: 12/31/2024

Number	Date	Status	Void Reason	Reconciled/ Voided Date	Source	Payee Name	Description	Transaction Amount
91857	12/19/2024	Reconciled		12/27/2024	Accounts Payable	SSD ALARM	COMMUNITY CENTER BURGLAR/FINE JAN25	\$205.22
91858	12/19/2024	Reconciled		12/30/2024	Accounts Payable	TARGET SOLUTIONS LEARNING, LLC	TARGET SOLUTION TRAINING	\$2,880.00
91859	12/19/2024	Reconciled		12/27/2024	Accounts Payable	THREE O'CLOCK ROCK	HASEP 3 CLOCK ROCK	\$1,430.00
91860	12/19/2024	Reconciled		12/26/2024	Accounts Payable	UNIVERSAL BUILDING SERVICE	JANITORIAL SERVICES- RECYCLE CHR- SEPT24	\$6,001.00
91861	12/27/2024	Open			Accounts Payable	CALPERS LONG TERM CARE PROGRAM	PER3 - CALPERS Longterm Care Ins	\$39.66
91862	12/27/2024	Open			Accounts Payable	EL CERRITO FIRE DEPT MGMT GRP	MGT1 - FIRE DEPT MGMT GROUP	\$50.00
91863	12/27/2024	Open			Accounts Payable	EL CERRITO PUBLIC SFTY EE MGMT	MGT2 - SAFETY EMPLOYEE MGMT GROUP	\$693.00
91864	12/27/2024	Open			Accounts Payable	FIRE ASSOCIATION	DUE2 - FIRE ASSN DUES	\$510.00
91865	12/27/2024	Open			Accounts Payable	LIFE INSURANCE OF NORTH AMERICA	ACCD - Accidental Death & Dismembermt	\$61.00
91866	12/27/2024	Open			Accounts Payable	POLICE ASSN.	DUE1 - POLICE ASSN DUES	\$5,713.80
91867	12/27/2024	Open			Accounts Payable	PRO FIREFIGHTERS ASSN DUES	DUE3 - EC PRO FIREFIGHTERS DUES	\$290.00
91868	12/27/2024	Open			Accounts Payable	SEIU LOCAL 1021	COPE - VOLUNTARY COPE DEDUCTION*	\$1,951.61
91869	12/27/2024	Open			Accounts Payable	U.S. BANK - INSTITUTIONAL TRUST - W REGION	PAR - PARS - ARS 457*	\$2,667.58
TOTAL CHECKS					235 Transactions			\$2,211,414.75

City of El Cerrito
Payment Register

From Payment Date: 12/1/2024 - To Payment Date: 12/31/2024

Number	Date	Status	Void Reason	Reconciled/ Voided Date	Source	Payee Name	Description	Transaction Amount
Accounts Payable EFTs								
3042	12/12/2024	Open			Accounts Payable	EDD - PAYROLL TAX DEPOSIT	CA - CA Tax	\$14,364.71
3043	12/12/2024	Open			Accounts Payable	IRS	FED - Fed Tax*	\$50,225.27
3054	12/01/2024	Open			Accounts Payable	CAPITAL ONE PUBLIC FUNDING, LLC	SOLAR LEASE 100360627 06/01-12/01/2024	\$65,236.25
3079	12/13/2024	Open			Accounts Payable	EDD - PAYROLL TAX DEPOSIT	CA - CA Tax	\$58,228.26
3080	12/13/2024	Open			Accounts Payable	IRS	FED - Fed Tax*	\$217,777.79
3081	12/13/2024	Open			Accounts Payable	MissionSquare (name chg 03-2021 formerly ICMA)	ICM1 - ICMA-457 #300530 FLAT DOLLAR*	\$53,440.14
3082	12/13/2024	Open			Accounts Payable	P E R S	PE1% - PERS SEIU*	\$238,225.69
3083	12/27/2024	Open			Accounts Payable	EDD - PAYROLL TAX DEPOSIT	CA - CA Tax	\$43,567.92
3084	12/27/2024	Open			Accounts Payable	IRS	FED - Fed Tax*	\$174,969.90
3085	12/27/2024	Open			Accounts Payable	MissionSquare (name chg 03-2021 formerly ICMA)	ICM1 - ICMA-457 #300530 FLAT DOLLAR*	\$47,383.71
3086	12/27/2024	Open			Accounts Payable	P E R S	PE CM PEPRA - PERS CM PEPRA*	\$212,270.11
3088	12/30/2024	Open			Accounts Payable	STRYKER CORPORATION	STRYKER EQUIPMENT/SVC LEASE AGRMNT DEC 2024	\$6,308.59
3090	12/27/2024	Open			Accounts Payable	JPMorgan Chase Bank	2012 RECYCLING FACILITY PAYMENT	\$76,633.27
3091	12/27/2024	Open			Accounts Payable	SUTTER HEALTH PLUS	SUTTER HEALTH PLUS - JAN 2025 PAYMENT	\$34,207.30
3092	12/30/2024	Open			Accounts Payable	KS STATEBANK	2023 CHEVROLET TAHOE SPECIAL SERVICE VEHICLES W/	\$4,907.41
3093	12/01/2024	Open			Accounts Payable	MECHANICS BANK	Additional Bank fee- to correct OCT 24 BANK FEE	\$10.00
3094	12/01/2024	Open			Accounts Payable	AUTHORIZE.NET	MERCHANT FEE EXPENSE - SEPTEMBER 24	\$196.50
3095	12/01/2024	Open			Accounts Payable	AUTHORIZE.NET	MERCHANT FEE EXPENSE - OCTOBER 24	\$133.84
3096	12/18/2024	Open			Accounts Payable	PG&E	PG&E 11/01/2024-12/01/2024	\$34,453.59
3097	12/18/2024	Open			Accounts Payable	PG&E	PG&E 11/02/2024-12/02/2024	\$22,377.59
3098	12/04/2024	Open			Accounts Payable	PITNEY BOWES PURCHASE POWER	PURCHASE POWER POSTAGE CL PYMT	\$1,063.48
3099	12/30/2024	Open			Accounts Payable	U.S. BANK - CORPORATE PAYMENT SYS	CALCARD DEC 2024 PAYMENT	\$51,340.23
3100	12/31/2024	Open			Accounts Payable	FIRST DATA MERCHANT SERVICES INC	MERCHANT FEE EXPENSE - NOVEMBER 24	\$829.28
3101	12/31/2024	Open			Accounts Payable	FIRST DATA MERCHANT SERVICES INC	MERCHANT FEE EXPENSE - NOVEMBER 24	\$40.17
3102	12/31/2024	Open			Accounts Payable	FIRST DATA MERCHANT SERVICES INC	MERCHANT FEE EXPENSE - ANNUAL DECEMBER 24	\$17.00
3103	12/31/2024	Open			Accounts Payable	FIRST DATA MERCHANT SERVICES INC	MERCHANT FEE EXPENSE - NOVEMBER 24	\$504.55
3104	12/31/2024	Open			Accounts Payable	FIRST DATA MERCHANT SERVICES INC	MERCHANT FEE EXPENSE - NOVEMBER 24	\$109.66
3105	12/31/2024	Open			Accounts Payable	FIRST DATA MERCHANT SERVICES INC	MERCHANT FEE EXPENSE - ANNUAL DECEMBER 24	\$17.00
3106	12/31/2024	Open			Accounts Payable	FIRST DATA MERCHANT SERVICES INC	MERCHANT FEE EXPENSE - NOVEMBER 24	\$343.31
3107	12/31/2024	Open			Accounts Payable	FIRST DATA MERCHANT SERVICES INC	MERCHANT FEE EXPENSE - NOVEMBER 24	\$38.37
3108	12/31/2024	Open			Accounts Payable	FIRST DATA MERCHANT SERVICES INC	MERCHANT FEE EXPENSE - NOVEMBER 24	\$38.39
3109	12/31/2024	Open			Accounts Payable	FIRST DATA MERCHANT SERVICES INC	MERCHANT FEE EXPENSE - NOVEMBER 24	\$38.39
3110	12/31/2024	Open			Accounts Payable	AMEX/AMERICAN EXPRESS	MERCHANT FEE EXPENSE - NOVEMBER 24	\$77.40
3111	12/31/2024	Open			Accounts Payable	CLOVER	MERCHANT FEE EXPENSE - NOVEMBER 24	\$23.90
3112	12/31/2024	Open			Accounts Payable	AUTHORIZE.NET	MERCHANT FEE EXPENSE - NOVEMBER 24	\$26.01
3113	12/31/2024	Open			Accounts Payable	AUTHORIZE.NET	MERCHANT FEE EXPENSE - NOVEMBER 24	\$33.30
3114	12/31/2024	Open			Accounts Payable	AUTHORIZE.NET	MERCHANT FEE EXPENSE - NOVEMBER 24	\$20.00
3115	12/31/2024	Open			Accounts Payable	CARDCONNECT	MERCHANT FEE EXPENSE - NOVEMBER 24	\$7,904.71
3116	12/31/2024	Open			Accounts Payable	CARDCONNECT	MERCHANT FEE EXPENSE - NOVEMBER 24	\$1,649.45
3117	12/31/2024	Open			Accounts Payable	CARDCONNECT	MERCHANT FEE EXPENSE - NOVEMBER 24	\$2,229.87
3118	12/31/2024	Open			Accounts Payable	MECHANICS BANK	MERCHANT FEE EXPENSE - NOVEMBER 24	\$529.87
TOTAL EFT's:					41 Transactions			\$1,421,792.18

ACCOUNTS PAYABLE

Checks & EFT's	Status	Count	Transaction Amount
	Open	275	\$3,633,186.93
	Voided	1	\$20.00
Total		276	\$3,633,206.93

PAYROLL

All	Status	Count	Transaction Amount
Total Checks		136	\$141,099.21
Voided Checks		0	\$0.00
Total EFT's		527	\$1,243,850.82
Total		663	\$1,384,950.03

GRAND TOTAL	939	\$5,018,156.96
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AGENDA BILL

Agenda Item No. 7.E.

Date: January 21, 2025
To: El Cerrito City Council
From: Eric Ng, Information Technology Manager, City Management
Subject: Spending Authority for SSP Data, CentralSquare and Dell Expected to Exceed \$45,000 for FY 2024-25

ACTION PROPOSED

Adopt a resolution approving spending authority for vendors expected to exceed \$45,000 in Fiscal Year 2024-25.

BACKGROUND AND ANALYSIS

Resolution 2017-71A, adopted by the City Council on October 3, 2017, authorizes the City Manager to purchase goods and services and enter into professional services agreements in amounts not to exceed \$45,000 without City Council authorization, and further requires that purchases and professional service agreements of more than \$45,000 for any one vendor in any one fiscal year must be approved by the City Council. Each fiscal year, the City Council affirms the requirement for the single vendor threshold of \$45,000 in its resolution adopting the annual budget, most recently with Resolution 2024-46 for FY 2024-25. Additionally, the City's Procurement Policy (Administrative Policy III-1) sets guidelines and requirements for purchases of goods and services using City funds that conform with the approval thresholds set by the City Council and outlines the procedures for the use of purchase orders. Services performed for the City require a contract and insurance verification, while purchases of goods and supplies typically do not.

As a part of Citywide efforts to improve accuracy, transparency, and compliance with City policies, staff identified a number of vendors with whom the City may need to spend over \$45,000 in FY 2024-25. In accordance with the Procurement Policy, staff is seeking approval to make purchases estimated above \$45,000 throughout the year with certain vendors for goods/supplies and Recreation Instructor services on an as-needed basis. All purchases included in this agenda bill for approval were included in the FY 2024-25 Budget and do not require additional appropriation authority from the City Council.

Goods & Supplies

The following purchases of goods and supplies are made on an as-needed basis in small amounts that would typically not come before the City Council for approval according to the City's Procurement Policy, but which cumulatively amount to over \$45,000 in a single year with a specific vendor. Each vendor is selected per the Policy and based on excellence in quality, pricing, and availability.

- **SSP Data** (\$233,000) - Network and security consultation/implementation services. SSP Data has been advising and assisting the City's network design and computer security since 2006. There are very few network and security consulting vendors in Northern California that provide the level of service and expertise that SSP Data provides and are additionally able to respond quickly to emergencies and thereby minimizing system downtime.
- **CentralSquare/Superion** (\$116,000) - Building and Public Works permit and license application management software system provider. CentralSquare's permit and license application management system has been utilized by the City since 2015 in managing and processing all the permit applications. For FY 2024-25, the City is engaging CentralSquare professional services to further customize and configure the system to include business license and planning management.
- **Dell** (\$152,000) - Server infrastructure hardware, laptops, and desktop computers. This vendor consistently offers the best value under the National Association of State Procurement Officials (NASPO) California's Computer Equipment Participating Addendum (PA) with Dell, which used by many public agencies, including the City of Oceanside and City College of San Francisco. By utilizing this NASPO PA, the City is able to access competitive pricing. The standardization on Dell's computer equipment enables the IT Division to be efficient in maintenance and monitoring of equipment.

STRATEGIC PLAN CONSIDERATIONS

This action supports the [City's Strategic Plan Goal\(s\)](#) of:

- *High Performing Organization; and*
- *Community Safety; and*
- *Infrastructure and Amenities*

ENVIRONMENTAL CONSIDERATIONS

This section is not applicable to this agenda item.

FINANCIAL CONSIDERATIONS

All expenses referenced in this agenda bill were included within the FY 2024-25 Budget adopted by the City Council on June 18, 2024. The proposed expenditures require Council authorization because they are expected to exceed \$45,000 with a single vendor in a single fiscal year, but there is no additional fiscal impact from adopting this resolution.

LEGAL CONSIDERATIONS

This section is not applicable to this agenda item.

Reviewed by:

A handwritten signature in blue ink, appearing to read "Karen Pinkos".

Karen Pinkos, City Manager

Attachments:

1. Resolution

RESOLUTION 2025-XX

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF EL CERRITO APPROVING
SPENDING AUTHORITY FOR VENDORS EXPECTED TO EXCEED \$45,000 IN FISCAL
YEAR 2024-25

WHEREAS, Resolutions 2017-71A and 2024-46 requires that all purchases totaling over \$45,000 with a single vendor in a single fiscal year receive Council approval; and

WHEREAS, the City's Procurement Policy (Administrative Policy III-1) guides all purchasing and bidding procedures to ensure fairness and transparency; and

WHEREAS, certain vendors, selected based on excellence in quality, price, and availability, are expected to exceed \$45,000 for goods, supplies, and services in the current fiscal year; and

WHEREAS, the proposed expenditures outlined in this resolution and the associated agenda bill were included in the Council-adopted budget for FY 2024-25 and require no additional appropriation authority.

NOW THEREFORE, BE IT RESOLVED by the City Council of the City of El Cerrito that it hereby authorizes the purchase of goods and on-call services up to the not-to-exceed amount detailed for each vendor in the table below.

Vendor	Category	Expenditure Total
SSP Data	Supplies & On-Call Services	\$233,000
CentralSquare/Superion	Supplies	\$116,000
Dell Marketing L.P.	Supplies	\$152,000

BE IT FURTHER RESOLVED the City Manager or designee is authorized to enter into agreements with the individuals or entities listed above based on City standard forms or agreements with commercially reasonable terms, subject to approval as to form by the City Attorney.

I CERTIFY that at a regular meeting on January 21, 2025 the City Council of the City of El Cerrito passed this Resolution by the following vote:

AYES: COUNCILMEMBERS:
NOES: COUNCILMEMBERS:
ABSTAIN: COUNCILMEMBERS:
ABSENT: COUNCILMEMBERS:

IN WITNESS of this action, I sign this document and affix the corporate seal of the City of El Cerrito on_____.

Holly M. Charl  ty, City Clerk

APPROVED:

Carolyn Wysinger, Mayor



AGENDA BILL

Agenda Item No. 7.F.

Date: January 21, 2025
To: El Cerrito City Council
From: Aissia Ashoori, Housing-Economic Development Manager; Melanie Mintz, Community Development Director, Community Development Department
Subject: Professional Services Agreement with Strategic Economics to Complete a Priority Development Area Economic Development and Affordable Housing Financial Analysis and Implementation Strategy

ACTION PROPOSED

Adopt a resolution authorizing the City Manager to execute a Professional Services Agreement with Strategic Economics to complete an Economic Development and Affordable Housing Analysis and Implementation Strategy for an amount not to exceed \$100,000 and authorize a contingency amount not to exceed 10% of the contract amount, for a total not to exceed \$110,000.

BACKGROUND

The City's [San Pablo Avenue Specific Plan](#) (Plan), adopted in 2014 and updated in 2022, aims to stimulate economic activity and housing production along San Pablo Avenue and in proximity to our two BART stations. The Plan's key principles include to deepen a sense of place and community identity, attract private investment, strengthen partnerships, and add housing and commercial space. Since adoption, the City has entitled over 1,700 units, issued certificates of occupancy for approximately 500 units (20% affordable), and welcomed dozens of new businesses within or near the Plan area. As a result, in 2023, the California Department of Housing and Community Development designated El Cerrito as a Prohousing jurisdiction under the State Prohousing Designation Program. In addition to the Plan, the City Council adopted range of other policies/plans to support economic development and affordable housing which includes the [Housing Element](#), [Affordable Housing Strategy](#) and [Strategic Plan](#).

In addition to fulfilling local goals, regional and state legislation and policies further advance and define the City's housing goals. The Regional Housing Needs Allocation (RHNA) is a state-mandated process for identifying the total number of housing units (by affordability level) that each jurisdiction must accommodate in its *Housing Element*. In the 2015-2022 5th RHNA cycle, the City was tasked with 398 new housing units. For the 6th Cycle 2023-2031 reporting period, El Cerrito is tasked with creating 1,391 new housing units at different affordability levels, including 334 very low, 192 low-income units and 241 moderate-income units. For both market rate and below market rate housing, economic and financial challenges factor into the City's ability to deliver the required units.

Securing financing for affordable housing projects requires a very proactive strategy, persistence and numerous layers of funding sources over multiple years/applications, which has become more challenging both due to state budget constraints and a competitive affordable housing environment.

In addition to state laws and mandates, in 2022 the Bay Area Metropolitan Transportation Commission (MTC) adopted the [Transit-Oriented Communities](#) (TOC) policy to support [Plan Bay Area 2050](#). TOC aims to make it easier for households in the nine-county Bay Area to live and work near transit by pairing transportation and land use policies. TOC establishes new standards and guidelines for locations within a half-mile of existing and planned stops/stations serviced by bus, trains and ferry. MTC will prioritize future funding investments in communities that comply with TOC.

In consideration of these City, regional and state aspirations, requirements and policies, as well as current economic factors, the City is seeking to better understand what additional tools may be necessary to continue to advance implementation of the Plan.

ANALYSIS

In 2018, the City applied for and was awarded a Priority Development Area (PDA) Planning Grant award in the amount of \$308,000 to continue implementation of the San Pablo Avenue Specific Plan, including to update the 2014 Plan and complete additional implementation analysis and strategy. The Specific Plan update was adopted by City Council on December 6, 2022 ([Resolution 2022-090](#)). The recommended professional services award is to complete the remaining tasks.

On November 1, 2024, the Community Development Department released a joint Request for Proposals (RFP) and Request for Qualifications (RFQ) to identify a consultant team to assist with the Economic Development and Affordable Housing Implementation Strategies as well as to establish a list of qualified on-call consultants with expertise in affordable housing and economic development to support the City in future work that may arise. By the December 5, 2024, submittal deadline, nine (9) proposals and ten (10) SOQs were received, as shown below:

- BAE Urban Economics
- Century | Urban
- Ceres Policy Research
- Economic & Planning Systems, Inc. (EPS) & Van Meter Williams Pollack (VMWP)
- ECONorthwest
- Good City Company
- Kosmont Companies
- Lesar Development Consultants (SOQ only)
- Strategic Economics & Urban Field Studio
- Street Level Advisors

Community Development staff reviewed and ranked the proposals, and interviewed the top three responding consultant firms who best demonstrated their qualifications to complete the identified and funded Financial Analysis and Implementation tasks:

- Strategic Economics & Urban Field Studio
- Good City
- Economic & Planning Systems (EPS) & Van Meter Williams Pollack (VMWP)

While each of the teams brought talents and strengths, the team of Strategic Economics and Urban Field Studio demonstrated the strongest and most localized approach and team. They have prepared numerous market and financial feasibility analysis within the Bay Area, including work for South San Francisco, Berkeley, Petaluma, Hayward, and East Palo Alto. They also partnered with the City in 2017 to develop the City's first *Affordable Housing Strategy* and demonstrated strong knowledge of the unique challenges and opportunities facing the City. The remaining teams, who all demonstrated unique qualifications for various tasks the City may pursue in the future, will be placed on a qualified on-call list for which the City may opt to enter into professional services contracts in the future.

Strategic Economic and Urban Field Studio's proposed scope of work includes targeted data analyses to identify the plan area's economic performance and competitive position; leveraging local and expert knowledge; matching business opportunities with space, location and supportive service needs; identifying the unique affordable housing opportunities to refine implementation of the City's housing strategies and policies and analyzing market conditions to assist the City to comply with the MTC TOC policies.

The proposed schedule will require 6-9 months to complete and will include presenting findings and recommendations to City Council.

STRATEGIC PLAN CONSIDERATIONS

This action supports the [City's Strategic Plan Goal\(s\)](#) of:

- *Livability and Belonging*; by Leveraging the City's pro-housing designation to attract new and infill development for all income types, Supporting business and economic growth, and Advancing the San Pablo Avenue Specific Plan to create a livable, vibrant and diverse corridor.

ENVIRONMENTAL CONSIDERATIONS

The proposed action has been reviewed by the City Attorney and is not subject to additional California Environmental Quality Act (CEQA) review. The proposed action supports the City's San Pablo Avenue Specific Plan goals that include environmental sustainability and reduction of Greenhouse Gas emissions.

FINANCIAL CONSIDERATIONS

The recommended professional services agreement of \$100,000 plus 10% contingency will be funded by the City's MTC Priority Development Grant and do not require any additional budget appropriations.

LEGAL CONSIDERATIONS

The City attorney has reviewed the requested action and there are no additional legal considerations.

Reviewed by:

A handwritten signature in blue ink, appearing to read "Karen Pinkos".

Karen Pinkos, City Manager

Attachments:

1. Resolution

RESOLUTION 2025-XX

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF EL CERRITO AUTHORIZING THE CITY MANAGER TO EXECUTE A PROFESSIONAL SERVICES AGREEMENT WITH STRATEGIC ECONOMICS TO COMPLETE THE ECONOMIC DEVELOPMENT AND AFFORDABLE HOUSING ANALYSIS AND IMPLEMENTATION STRATEGY IN AN AMOUNT NOT TO EXCEED \$100,000 PLUS 10% CONTINGENCY FOR A TOTAL AMOUNT NOT TO EXCEED \$110,000

WHEREAS, the City Council goals, objectives, policies and action programs prioritize the City's housing and economic development needs through the El Cerrito General Plan, San Pablo Avenue Specific Plan, Affordable Housing Strategy, Housing Element, Strategic Plan, Climate Action Plan and Economic Development Action Plan; and

WHEREAS, the City Council adopted the 2022 San Pablo Avenue Specific Plan (Plan) and Supplemental Environmental Impact Report (SEIR) to promote housing for all income levels, especially new affordable housing; and

WHEREAS, the El Cerrito Affordable Housing Strategy (Strategy), adopted August 17, 2017, identifies four policy pillars for implementation to produce, protect and preserve affordable housing for El Cerrito residents; and

WHEREAS, the 2023-2031 Housing Element assigned the City of El Cerrito a total housing need of 1,391 units through the 6th Cycle Regional Housing Needs Assessment (RHNA), including 334 very-low, 192 low-, 241 moderate, and 624 above moderate income units, to meet future housing needs; and

WHEREAS, the City is seeking to better understand which tools may be necessary to further support implementation of the Plan and Strategy in this dynamic economy and regulatory environment; and

WHEREAS, the City released a Request for Proposals (RFP) for the Affordable Housing, Economic Development, Financial Analysis and Implementation Strategies on November 1, 2024; and

WHEREAS, the City received nine proposals by the due date of December 5, 2024; and

WHEREAS, a consultant selection panel of City staff evaluated the criteria listed in the RFP and interviewed three consultants; and

WHEREAS, the team of Strategic Economics and Urban Field Studio was selected as the most qualified consultant team to provide the required services at a reasonable cost to the City within budget; and

WHEREAS, funding for the Affordable Housing, Economic Development, Financial Analysis and Implementation Strategies will be fully covered by the Metropolitan Transportation Commission (MTC) Priority Development Area (PDA) Planning Grant Program in the amount of \$110,000; and

NOW THEREFORE, BE IT RESOLVED that the City Council of the City of El Cerrito hereby authorizes the City Manager to execute a Consulting Services Agreement with Strategic Economics in an amount not to exceed \$110,000.

BE IT FURTHER RESOLVED that this resolution shall become effective immediately upon passage and adoption.

I CERTIFY that at a regular meeting on January 21, 2025, the City Council of the City of El Cerrito passed this Resolution by the following vote:

AYES:	COUNCILMEMBERS:
NOES:	COUNCILMEMBERS:
ABSTAIN:	COUNCILMEMBERS:
ABSENT:	COUNCILMEMBERS:

IN WITNESS of this action, I sign this document and affix the corporate seal of the City of El Cerrito on _____.

Holly M. Charléty, City Clerk

APPROVED:

Carolyn Wysinger, Mayor

2025 CITY COUNCIL LIAISON ASSIGNMENTS			
LEGISLATIVE BODY	Meeting Schedule Meeting Location	2024 Appointee Alternate	2025 Appointee Alternate
Association of Bay Area Governments (ABAG), Gen. Ass.	June (Annually) Bay Area Metro Center Bd Rm, SF	<i>Rudnick</i> <i>Motoyama</i>	Wysinger Ktsanes
Contra Costa Mayors' Conference (Delegate)	1st Thursday at 6:30 p.m. (Monthly) Various Contra Costa County Cities	<i>Mayor</i> <i>Mayor Pro Tem</i>	Mayor Mayor Pro Tem
East Bay Wildfire Coalition of Governments (EBWC)	Varies (Monthly) City Council Chambers	<i>Fadelli</i> <i>Motoyama</i>	Motoyama Saltzman
Green Empowerment Zone (Contra Costa County)	3rd Friday at 9:30 a.m. (bi-monthly) 1025 Escobar St. Rm 110A/B/C	<i>Rudnick</i> <i>Wysinger</i>	Mayor Mayor Pro Tem
League of California Cities East Bay Division (Delegate) (<i>Includes League Annual Conf.</i>)	4th Thurs at 7:00 pm (most months) Various East Bay Cities	<i>Rudnick</i> <i>Fadelli</i>	Wysinger Ktsanes
Marin Clean Energy Board (Delegate)	3rd Thursday at 6:30 PM San Rafael/Concord	<i>Quinto</i> <i>Motoyama</i>	Quinto Motoyama
Tom Bates Regional Sports Field JPA	As Needed Albany	<i>Motoyama</i> <i>Wysinger</i>	Motoyama Wysinger
West Contra Costa Transportation Advisory Committee (Delegate) (<i>Makes appointment to CCTA</i>)	4th Friday at 8:00 a.m. (Monthly) Council Chambers	<i>Fadelli</i> <i>Quinto</i>	Saltzman Quinto
West County Integrated Waste Management Authority (Delegate) <i>RecycleMore</i>	2nd Thursday at 6:15 p.m. (Monthly) Hercules	<i>Rudnick</i> <i>Fadelli</i>	Ktsanes Wysinger
West County Mayors' & Supervisors' Association	Hercules City Hall(Jan- Jun) Richmond (Jul-Dec)	<i>Mayor</i> <i>Mayor Pro Tem</i>	Mayor Mayor Pro Tem
Arts & Culture Commission	4th Monday at 6:00 p.m. (Monthly) Council Chambers	<i>Motoyama</i>	Wysinger
Committee on Aging	3rd Wednesday at 3:00 p.m. (Monthly) Council Chambers	<i>Fadelli</i>	Quinto
Community Safety Committee	1st Monday at 6:00 p.m. (Monthly) Council Chambers	<i>Rudnick</i>	Quinto
Design Review Board	1st Wednesday at 7:00 p.m. (Monthly) Council Chambers	<i>Quinto</i>	Ktsanes
Economic Development Committee	3rd Monday at 7:00 p.m. (Monthly) Council Chambers	<i>Rudnick</i>	Wysinger
Environmental Quality Committee	2nd Tuesday at 7:00 p.m. (Monthly) Council Chambers	<i>Wysinger</i>	Saltzman
Financial Advisory Board	4th Tuesday at 6:30 p.m. (Monthly) Council Chambers	<i>Fadelli</i>	Motoyama
Human Relations Commission	2nd Wednesday at 7:00 p.m. (Monthly) Council Chambers	<i>Wysinger</i>	Wysinger
Park and Recreation Commission	4th Wednesday at 7:00 p.m. (Monthly) Council Chambers	<i>Motoyama</i>	Saltzman
Planning Commission	3rd Wednesday at 7:30 p.m. (Monthly) Council Chambers	<i>Rudnick</i>	Motoyama
Urban Forest Committee	2nd Monday at 7:00 p.m. (Monthly) Council Chambers	<i>Quinto</i>	Ktsanes
Municipal Services Corporation Chair/Vice Chair (<i>Per bylaws</i>)	As needed Council Chambers	<i>Mayor</i> <i>Mayor Pro Tem</i>	Mayor Mayor Pro Tem
Pension Board Chair (<i>Meets same as Council</i>)	As needed Council Chambers	<i>Mayor</i> <i>Mayor Pro Tem</i>	Mayor Mayor Pro Tem



SUPPLEMENTAL AGENDA MATERIALS
CITY COUNCIL MEETING
January 21, 2025
(revised January 23, 2025)

REGULAR CITY COUNCIL MEETING (6:00 PM)

- 1. Public Comments (Not on the Agenda and Consent Calendar)**
Received at the Meeting
- 2. Agenda Item No. 6.C. – Contra Costa Library Commissioner Update**
Revised Presentation
- 3. Agenda Item No. 6.D. – Auditor Presentation on FY 2023-24 Financial Statements**
Presentation
Supplemental information
- 4. Agenda Item No. 7.B. – Board, Commission, and Committee Workplan(s) and/or Accomplishments**
From Park and Recreation Commission Chair
- 5. Agenda Item No. 7.F. – Professional Services Agreement with Strategic Economics to Complete a Priority Development Area Economic Development and Affordable Housing Financial Analysis and Implementation Strategy**
Supplemental Documents

From: [Cordell Hindler](#)
To: [City Clerk](#)
Subject: Public Comments
Date: Thursday, January 16, 2025 3:19:46 PM

Caution! This message was sent from outside your organization.

Hello Mayor Wysinger, Council Members and Staff,

I AM Submitting the Following Comments into the Record:

1. The Council Should Consider Reinstating the Option to have the Public to Participate remotely
2. For a Future Agenda, the Council Should Consider Inviting Danny Wan or Designee to present on the Update in regarding the Ports in California

Sincerely
Cordell

Jan 21, 2025 El Cerrito City Council Meeting: Public Comments – Not on the Agenda

Regarding Parking Restrictions on Red Flag Days on Narrow Roads

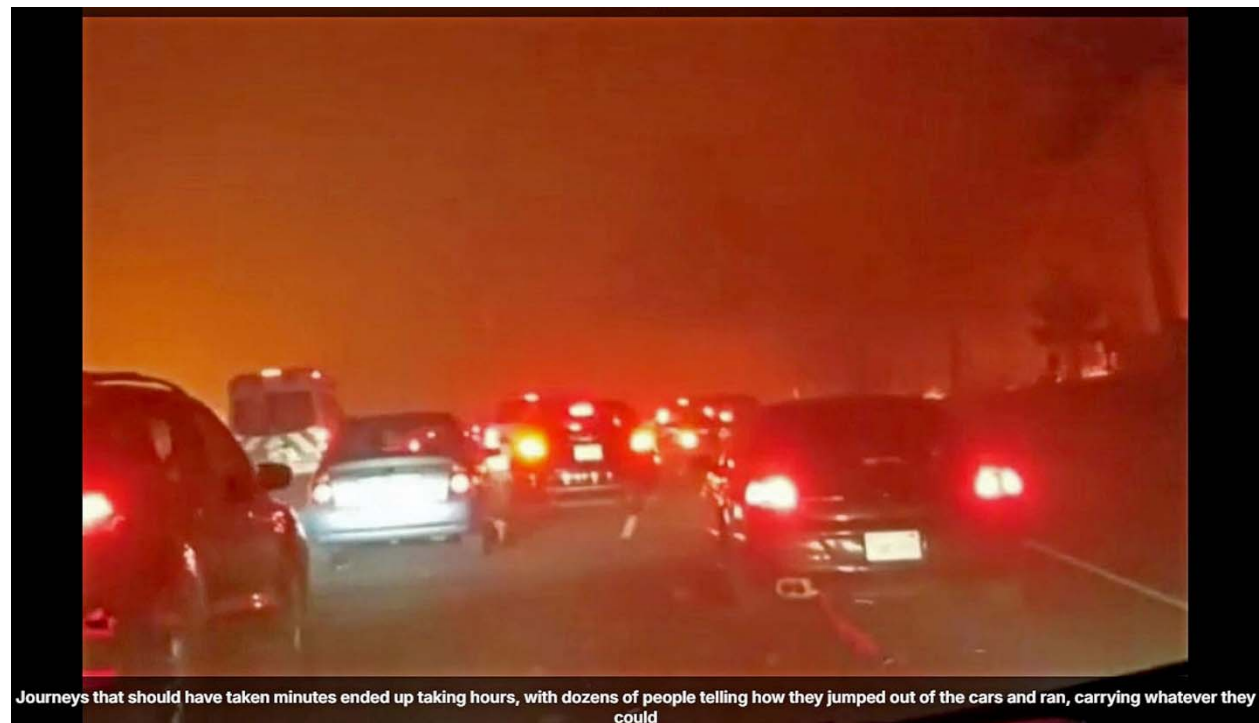
Honorable Mayor Wysinger and City Council:

I want to address evacuation in the event of a fire in the East Bay. We have now all seen the horrific photos from the Palisades and Eaton fires. Lines of cars in gridlock, smoke swirling, fire encroaching. Lines of burned-out cars abandoned on narrow streets. When I look at photos of LA, I see the East Bay Hills burning.

That is why we need to expand and make permanent the program to restrict parking on narrow streets on Red Flag Days. In 2024 we ran a successful pilot program on 3 streets. In 2025 we need to expand this to all narrow streets in El Cerrito and, if successful, make it permanent. It will allow residents to evacuate and first responders to enter the fire zone. This is not rocket science: it is already being done in Orinda-Moraga, Los Angeles, and Pasadena, among others.

In 3 months we will begin our own worst months of the fire season. Let's get this done now.

Gary Prost, for Make El Cerrito Fire Safe



Evacuation during the Paradise fire.



A line of vehicles crowded the road in the Pacific Palisades neighborhood of Los Angeles on Tuesday. Ethan Swope/Associated Press



Cars in Pacific Palisades abandoned on the road because of gridlock.

The Richmond Street Neighbors Association
[REDACTED]

City of El Cerrito
10890 San Pablo Avenue
El Cerrito, CA 94530

RE: Richmond Street Residents Petition to Reconsider the Richmond Street Complete Streets Improvement Project

Dear City Council Members,

We, the Richmond Street Neighbors Association, have organized a petition and have gathered signatures from concerned community members regarding the planned Richmond Street Complete Streets Improvement Project.

We approached approximately 205 homes between Moeser Lane and Hill Street. Fifty-one residents (25%) were not at home. Of those who were home, 141 residents (**90%**) declared they were **against** the project and signed the petition; 10 residents (6.5%) stated they were in favor of the project; and 5 residents (3.5%) were undecided.

As outlined in the petition, a large majority of us homeowners and residents North of Moeser Lane, believe the proposed plans will hinder living, working, and commuting along an already busy street. While we understand what the plan intends, we respectfully request the City of El Cerrito to reconsider the plan's implementation and to work with us to find a more balanced solution that allows *all* residents to thrive.

The petition has received overwhelming support, demonstrating our community's strong feelings on this issue. We hope to engage in a constructive dialogue to explore alternatives that better address the concerns of all involved. The petition is attached below. Emails and phone numbers of signers have been redacted for public posting of the document in city council meeting minutes.

Thank you for your time and consideration,

Sincerely,

The Richmond Street Neighbors Association

PETITION TO STOP THE RICHMOND ST "IMPROVEMENT" PROJECT

We, the Richmond Street Neighbors Association, wish to express our concerns—as residents of Richmond Street, El Cerrito, living between Moser Lane and Hill Street—regarding the planned Richmond Street Complete Streets Improvement Project ("the plans").

Richmond Street is home to residents who are diverse in age, heritage and lifestyle. Some are new to the area; some still live in their 3rd generation family home. We have come together to oppose the above-mentioned plans. There is general concern with the overall design changes to sidewalks, road changes, and landscaping, and most importantly, we strongly protest the removal of 50% of street parking on Richmond St to accommodate two bicycle lanes. Together with AB 413, which went into effect Jan. 1st, 2025, this equates to the removal of over 60% of the available parking spots.

By signing the petition, we object to the above-mentioned plans because they:

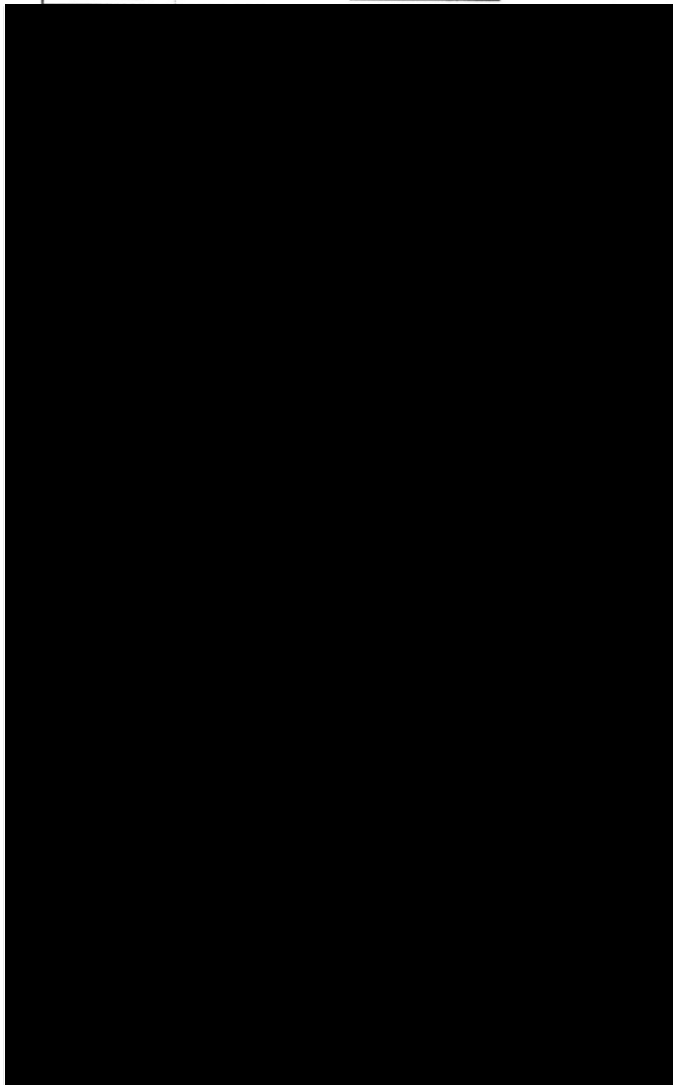
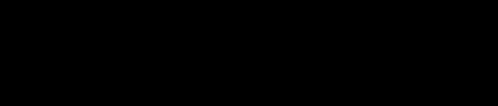
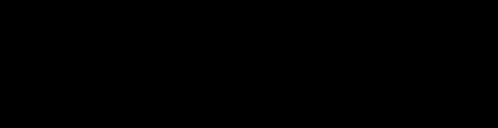
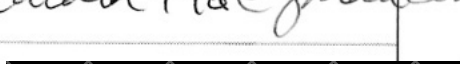
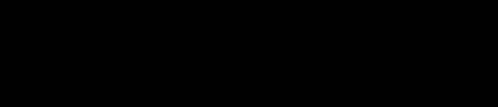
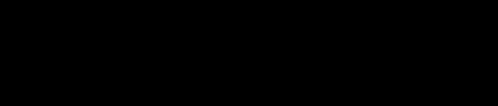
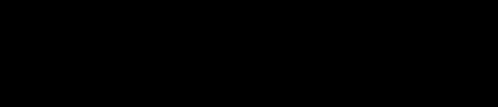
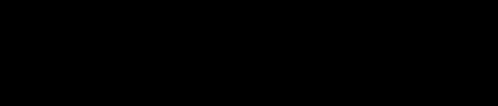
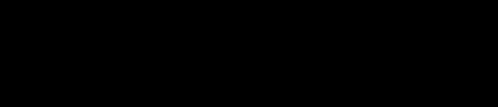
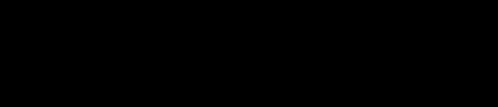
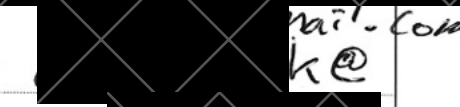
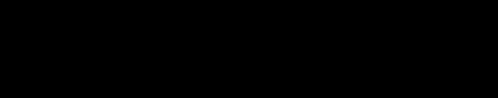
1. Hamper the ease of access and safety for people with disabilities within our community. Insufficient and inaccessible parking spaces are a violation of the accessibility code according to the standards set by the Americans with Disabilities Act (ADA).
2. Prevent seniors within our community with similar challenges from fully participating in everyday social and wellness activities, also an ADA violation.
3. Put the lives of residents and visitors at risk by increasing pedestrian traffic and encouraging jaywalking across an even-more congested Richmond Street.
4. Escalate the possibility of car-bicycle-pedestrian accidents during peak hours when parking becomes impossible around the many schools in the area. Traffic already backs up on Richmond Street during mornings and afternoons.
5. Prevent Richmond Street from serving as a main emergency response route for police, fire and paramedic vehicles, impeding their vehicles from traveling to the scene of the emergency. This would have negative effects on response times to sites along and near Richmond Street.
6. Significantly decrease home values, due to lack of resident and guest parking spaces.
7. Do not benefit most bicyclists. As a designated truck route, Richmond Street will remain a busy and dangerous thoroughfare. The existing Ohlone Greenway with its designated bike lanes is close, comfortable and safe, and is the much-preferred bike route.
8. Would impede the use of Richmond Street for evacuations, slowing the travel instead of helping people escape danger in case of fire or earthquakes. As such, the effect to these changes would be felt across the city.

We, the undersigned Richmond Street residents, agree that the Richmond Street Complete Streets Improvement Project as planned needs to be stopped. Changes to road infrastructure require careful consideration and planning, and rushing to implement the currently proposed plans while the vast majority of the Richmond Street residents strongly oppose them is inconsiderate, undemocratic and dangerous to all involved. We are ready to cooperate with the project team to support new equitable, safe, evidence-based, and common-sense designs for Richmond Street.

Thank you for reading and considering our petition. We look forward to a positive response.

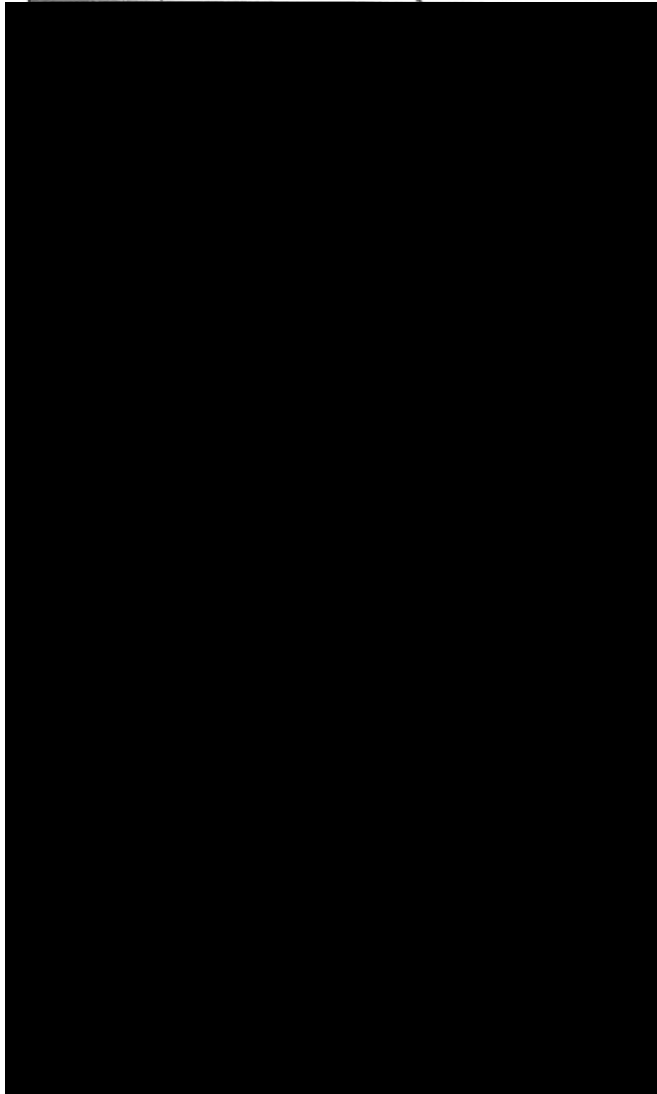
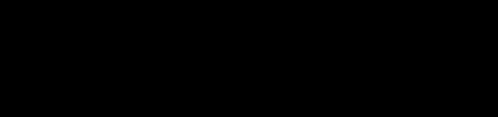
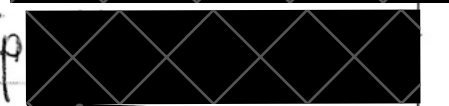
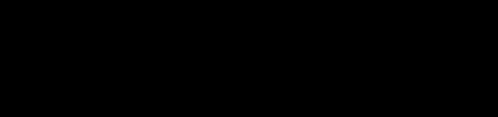
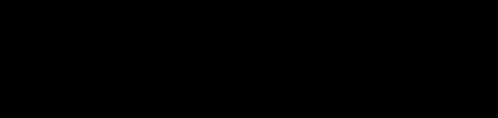
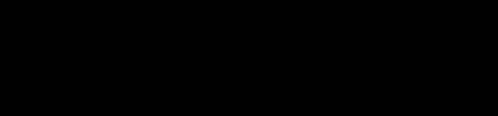
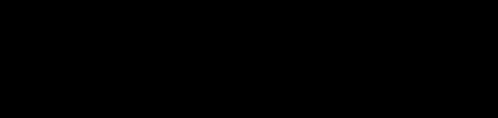
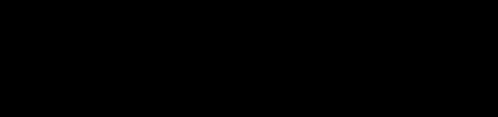
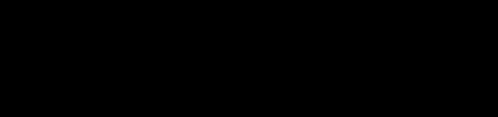
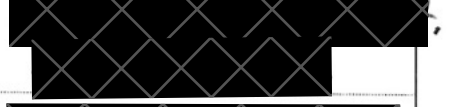
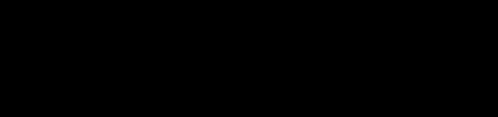
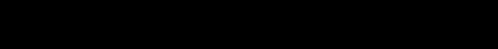
PETITION TO STOP THE RICHMOND ST "IMPROVEMENT" PROJECT

Those who **oppose** the plans sign below

<u>St. #</u>	<u>Signature</u>	<u>Print Name</u>	<u>Email Address</u>
		Westergaard Esperanza	
		Yonthy Herzberg	
		Laura Hershey	
		Dileep Dhanal	
		Lynn Watkins	
		Stephen Lerch	
		Lily Ito	put info in mailbox
		Jorge Solis	
		Changmo Kwon	 rail.com k@
		Susan Hampton	

PETITION TO STOP THE RICHMOND ST "IMPROVEMENT" PROJECT

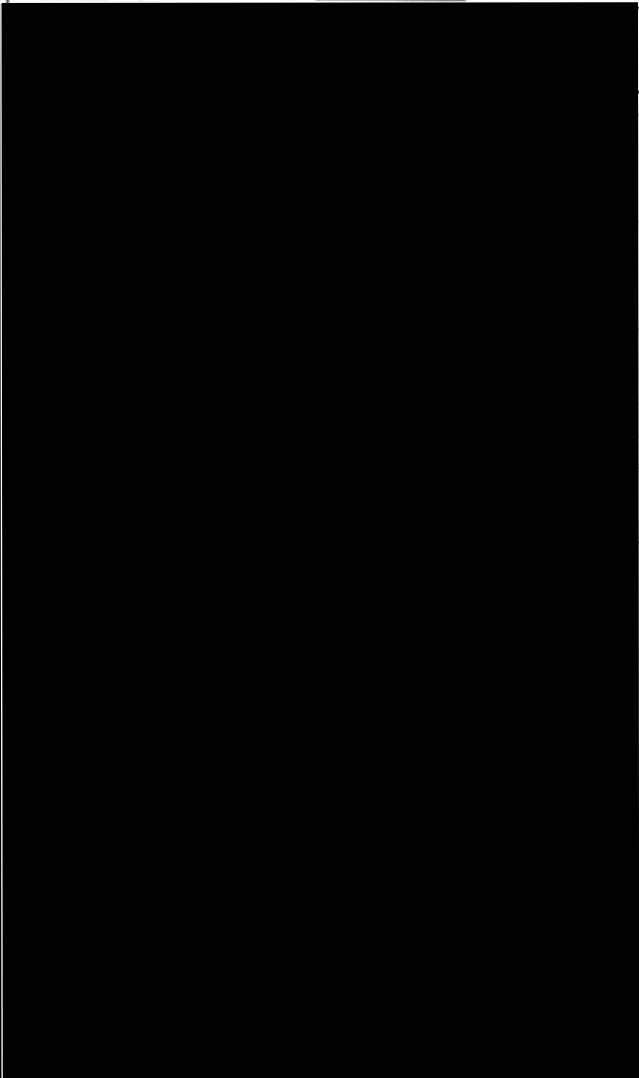
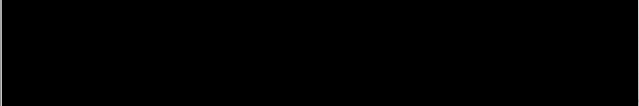
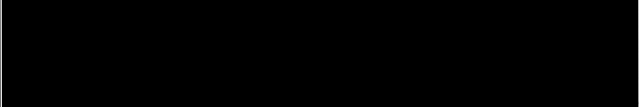
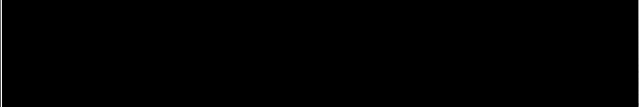
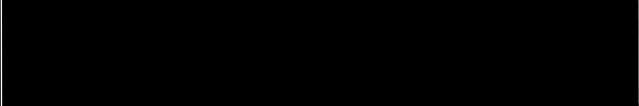
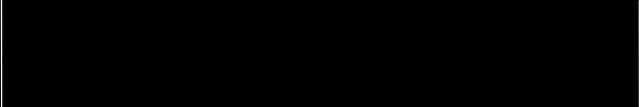
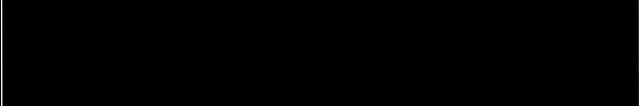
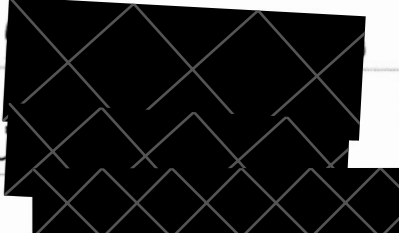
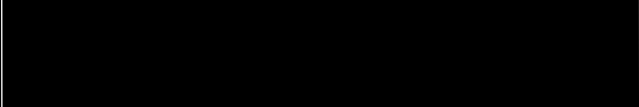
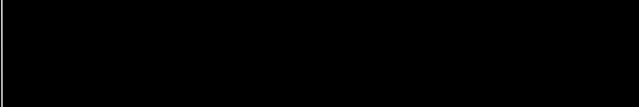
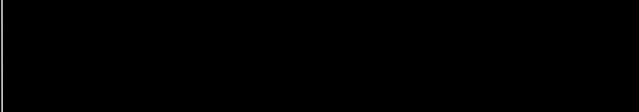
Those who **oppose** the plans sign below

<u>St. #</u>	<u>Signature</u>	<u>Print Name</u>	<u>Email Address</u>
		Steven Wong	
		Helene Class	
		DWIGHT MERRILL	
		GLORY MERRILL	
		Donald A. Klose	
		Mae Long	
		ELIZABETH	
		TERRE	
		R/B Adams	
		William Stewart	
		Ingrid Brust	

com

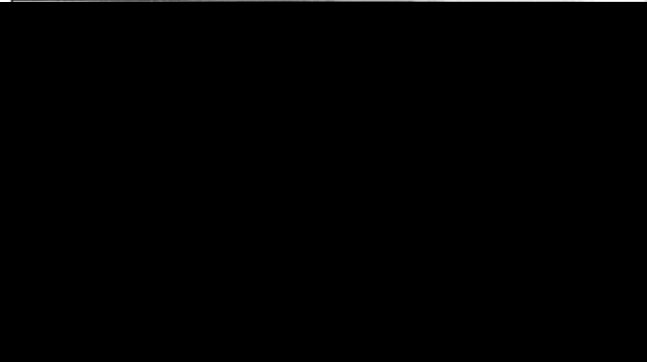
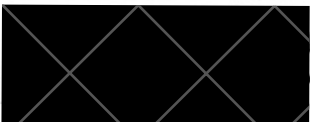
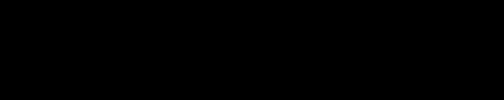
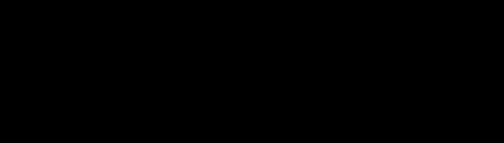
PETITION TO STOP THE RICHMOND ST "IMPROVEMENT" PROJECT

Those who **oppose** the plans sign below

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		MOTAMED ANIS	requests personal updates
		Houssam Azgui	
		Omar AZGUi	
		Joanne Valerchi	
		Amie Singh	
		Natalia Jr	
		Shirley Lien	
		Jacob Spenger	
		Sarita Sharma	
		Gauri Sharma	" "

PETITION TO STOP THE RICHMOND ST "IMPROVEMENT" PROJECT

Those who **oppose** the plans sign below

<u>St. #</u>	<u>Signature</u>	<u>Print Name</u>	<u>Email Address</u>
		Kerni Langbehn	 @
		Kina Ratanjese	 k
		Marvin Datuin	 m

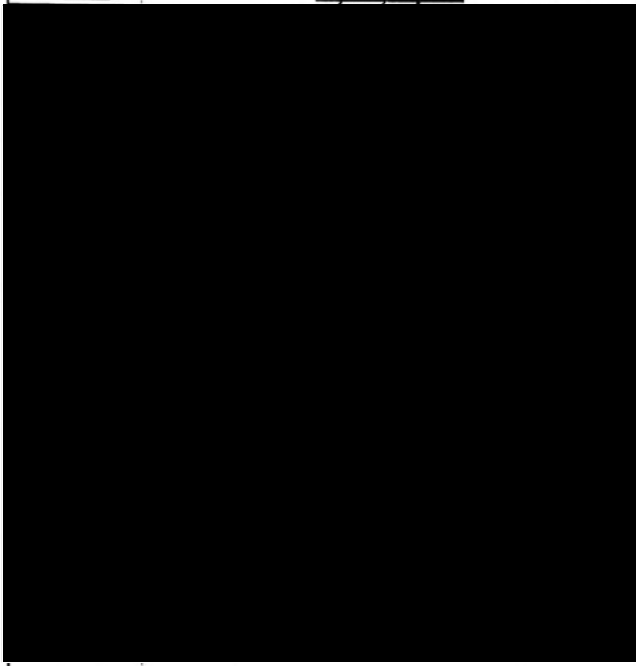
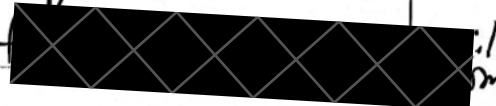
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Those who **oppose** the plans sign below

<u>St. #</u>	<u>Signature</u>	<u>Print Name</u>	<u>Email Address</u>
		Megan Davidson	
		Garrett Ng	
		Evan Class	
		LYNDA FRANK	
		Gary Wolinsky	

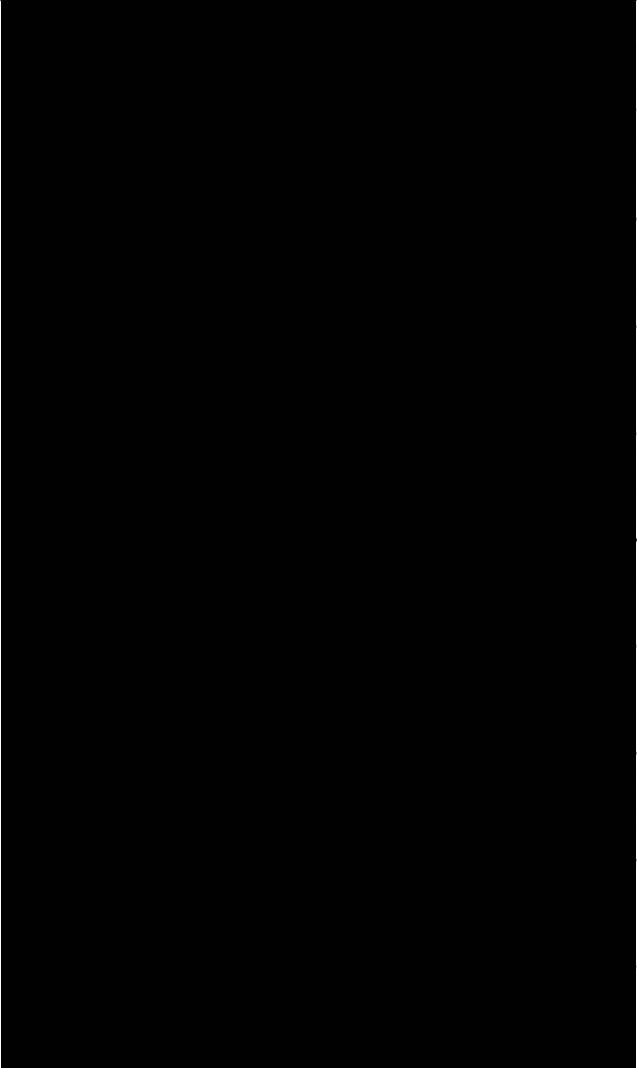
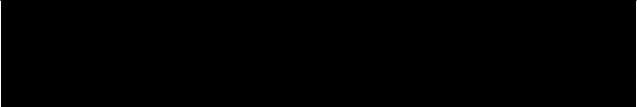
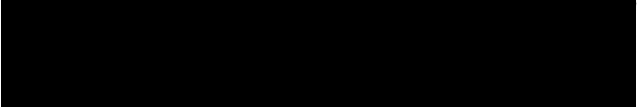
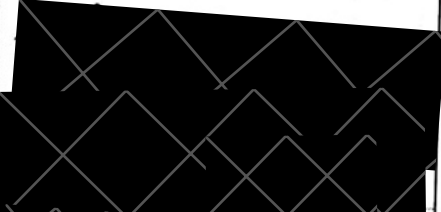
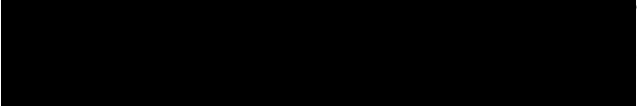
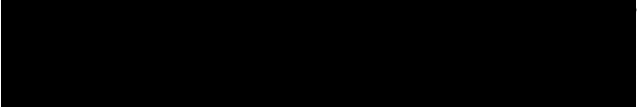
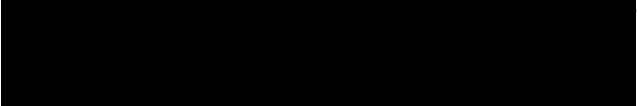
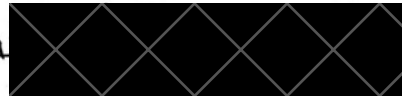
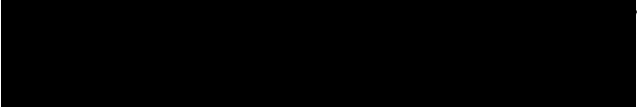
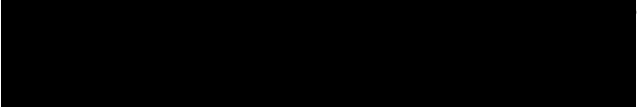
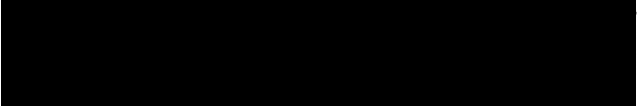
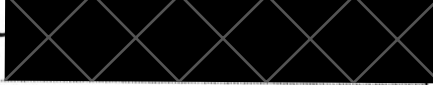
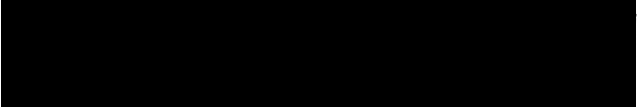
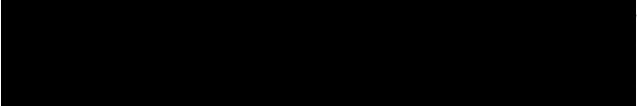
PETITION TO STOP THE RICHMOND ST "IMPROVEMENT" PROJECT

Those who **oppose** the plans sign below

<u>St. #</u>	<u>Signature</u>	<u>Print Name</u>	<u>Email Address</u>
		FRANK K. WONG	
		Anna Wong	
		Francis	
		Victoria Brown	
		Paul L Brown	ll
		Mary Schmida	

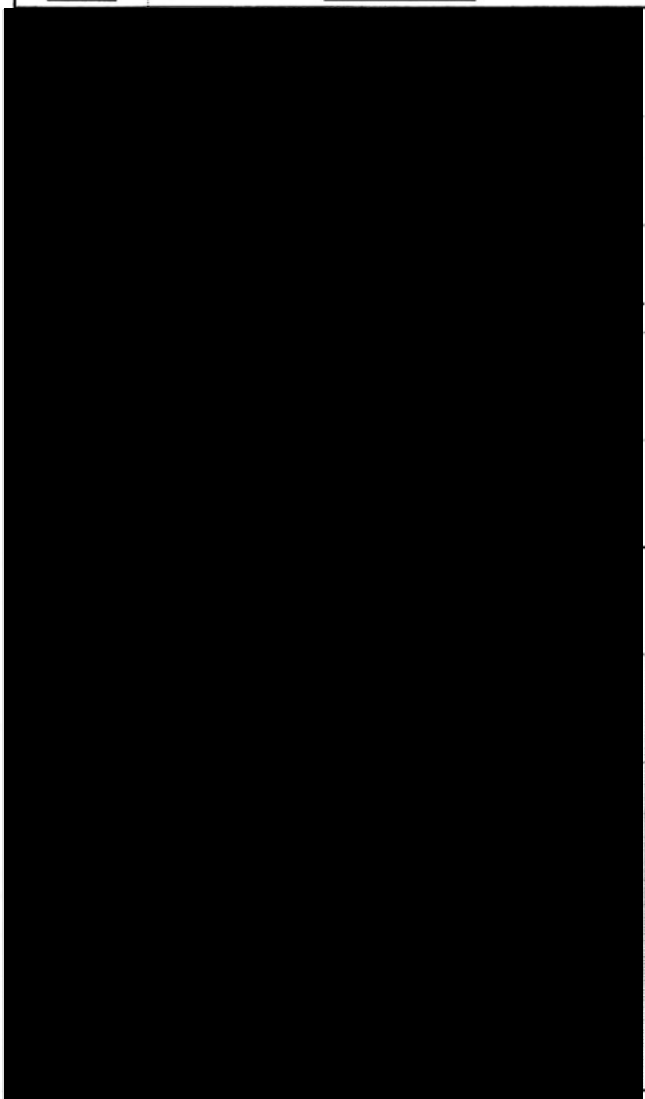
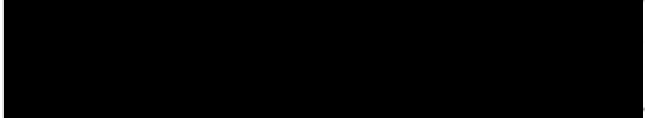
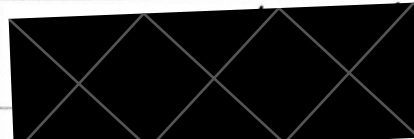
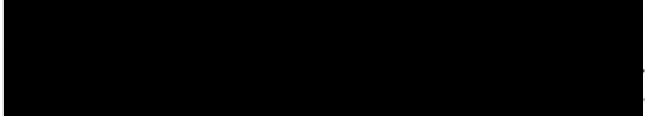
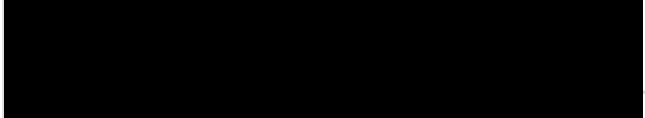
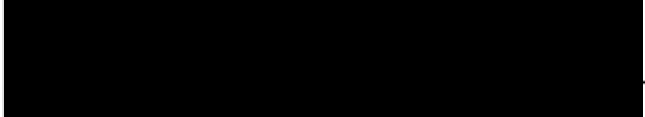
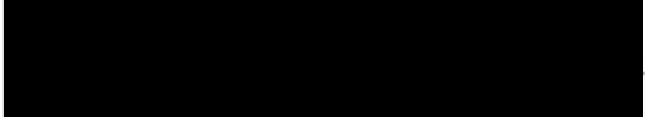
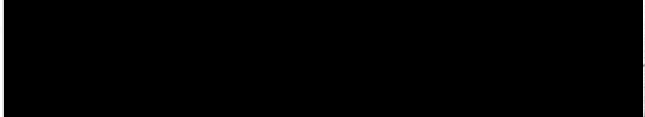
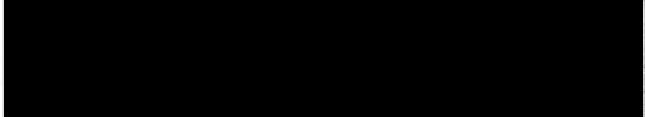
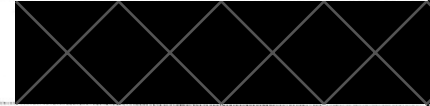
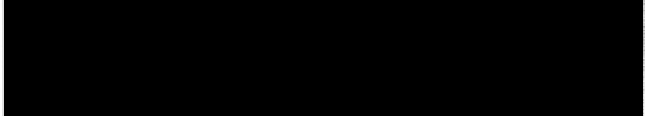
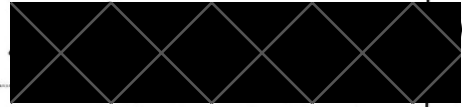
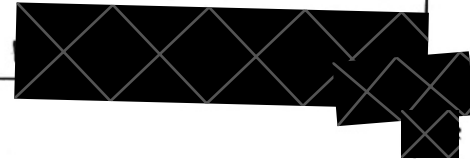
PETITION TO STOP THE RICHMOND ST "IMPROVEMENT" PROJECT

Those who **oppose** the plans sign below

<u>St. #</u>	<u>Signature</u>	<u>Print Name</u>	<u>Email Address</u>
		Shelby Holguin	
		Phil Young	
		Debbie Marshall	
		Madison Marshall	
		William White	
		Catherine	
		Tenzin Kunchalk	
		Tenzin Choeying	
		Crystal Nie	 -edu
		CLIFFORD NUZMAN	

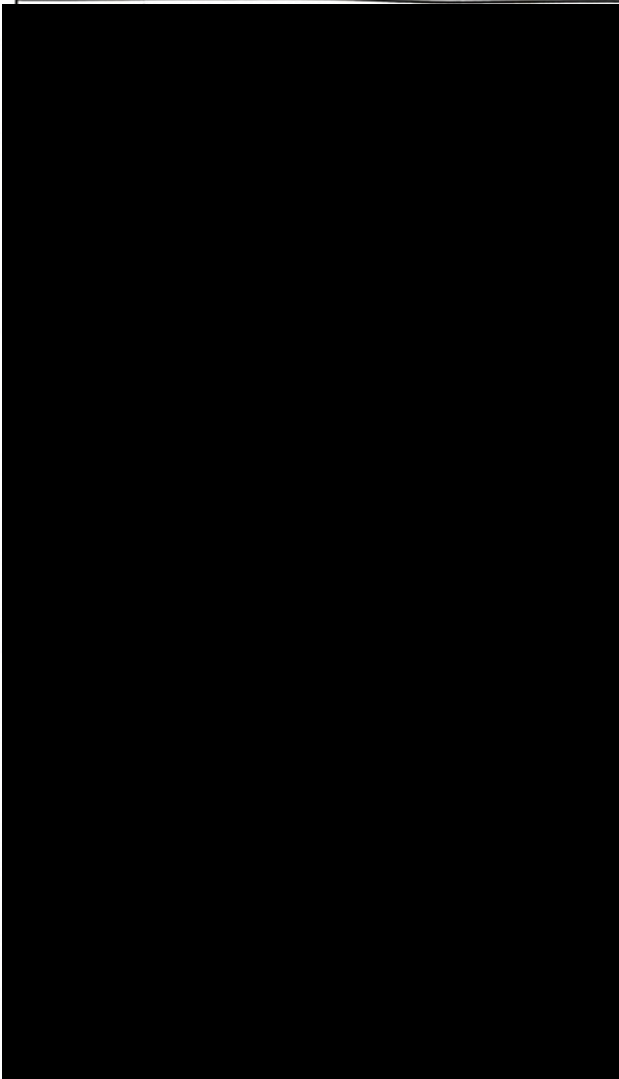
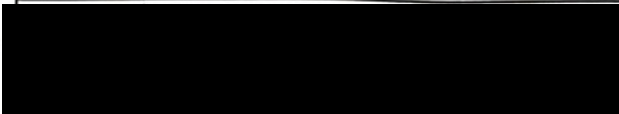
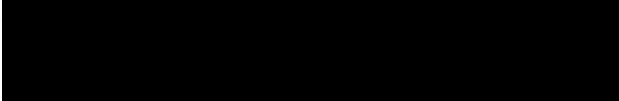
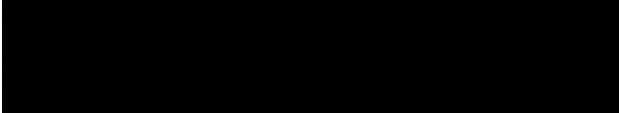
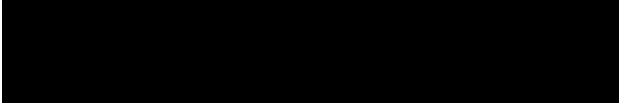
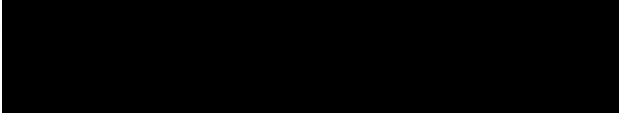
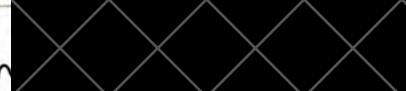
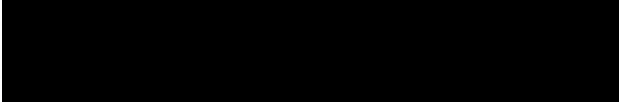
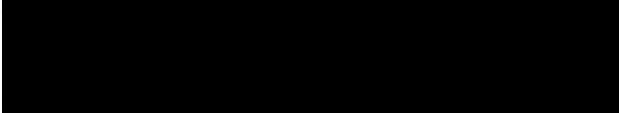
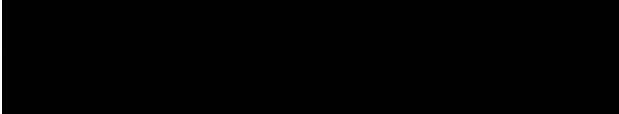
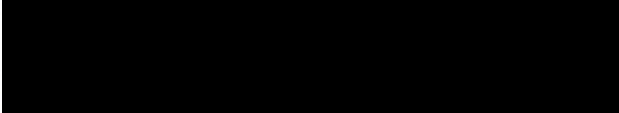
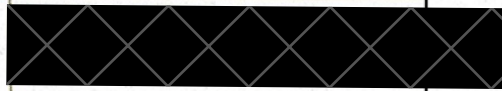
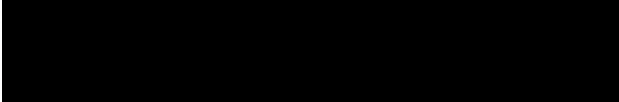
PETITION TO STOP THE RICHMOND ST "IMPROVEMENT" PROJECT

Those who **oppose** the plans sign below

<u>St. #</u>	<u>Signature</u>	<u>Print Name</u>	<u>Email Address</u>
		Kathleen Nuzman	
		Karley Umonu	
		Pam Yachdar	
		Eran Yachdar	
		Ruth Amernick	
		Larry Amernick	
		SWAPAN DATTA	
		YEN HAO CHEN	
		Hsiao Li Wu	
		Rain Johnson	

PETITION TO STOP THE RICHMOND ST "IMPROVEMENT" PROJECT

Those who **oppose** the plans sign below

<u>St. #</u>	<u>Signature</u>	<u>Print Name</u>	<u>Email Address</u>
		JWEL N. CRAIG	
		Erin Hsi	
		Ethan Kim	
		KENT ESCALANTE	
		Caroline Escalante	 com
		RHONDA ROGER	
		CAROL CROSS	
		GENE FONDA	
		Neal Bohling	
		Nonnie Chung	

PETITION TO STOP THE RICHMOND ST "IMPROVEMENT" PROJECT

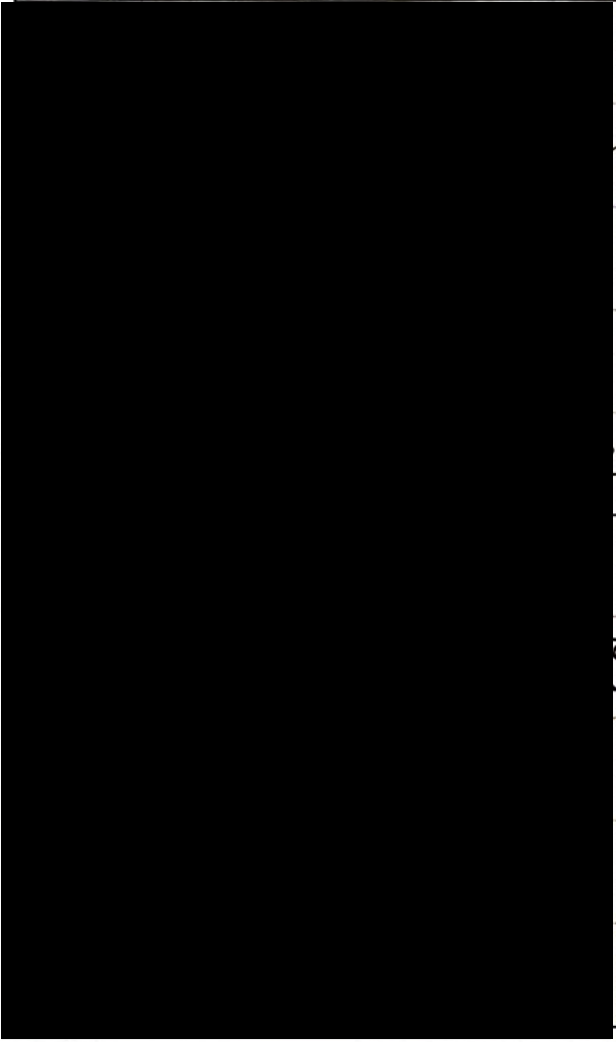
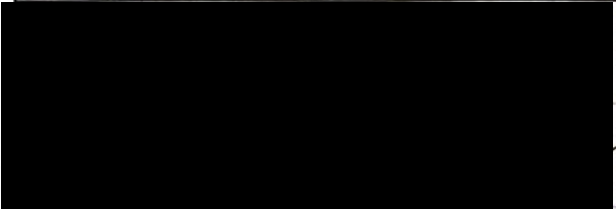
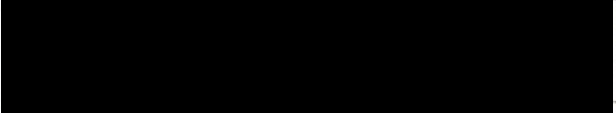
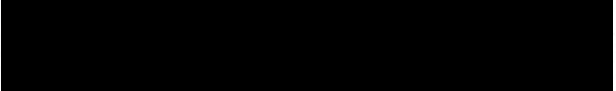
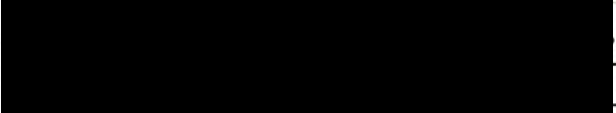
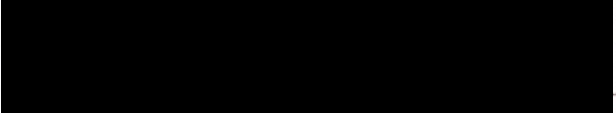
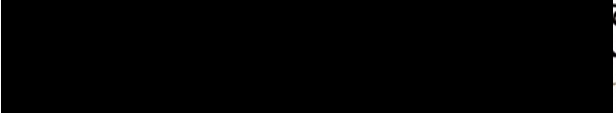
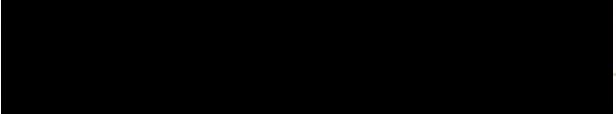
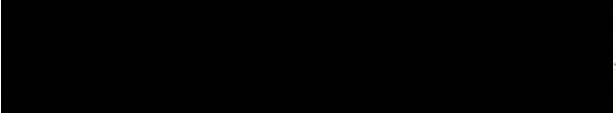
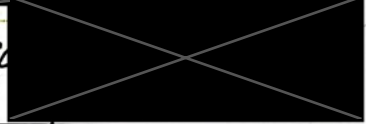
Those who **oppose** the plans sign below

<u>St. #</u>	<u>Signature</u>	<u>Print Name</u>	<u>Email Address</u>
[REDACTED]	[REDACTED]	J.M. ANDREWS	[REDACTED]@ [REDACTED]
	[REDACTED]	Armando Garcia	[REDACTED]
	[REDACTED]	ELAINE FIELDING	[REDACTED]ow
	[REDACTED]	Dionicio Aguilar	[REDACTED]com
	[REDACTED]	Jack Halperin	[REDACTED]
	[REDACTED]	Tamasin Partidge	[REDACTED]
	[REDACTED]	ANDREW LAM	A [REDACTED]
	[REDACTED]	Lake Raymond	[REDACTED]
	[REDACTED]	Justin Lam	[REDACTED]
	[REDACTED]	Alfonso HGOA	A [REDACTED]com

gladys

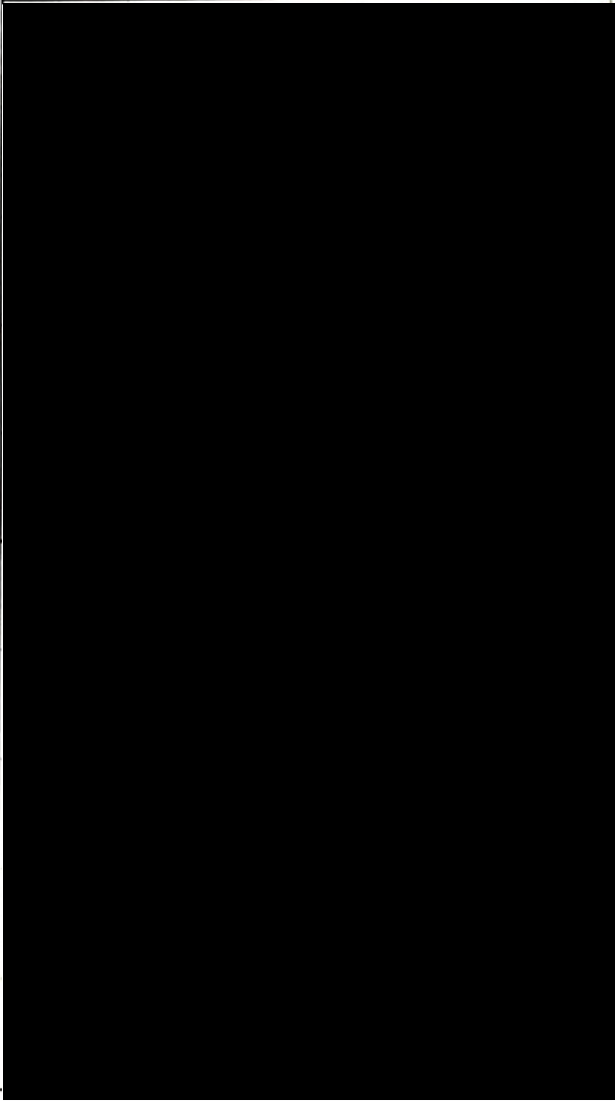
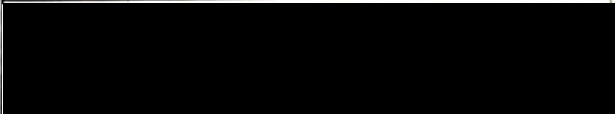
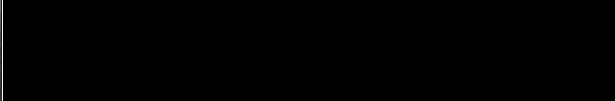
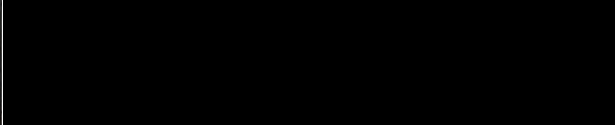
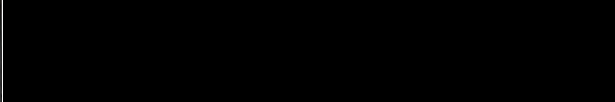
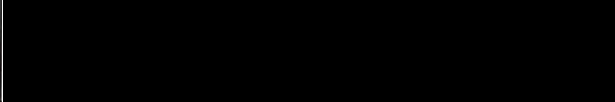
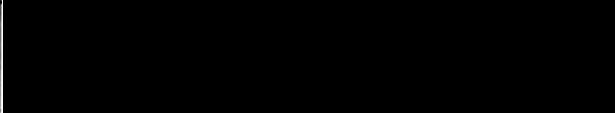
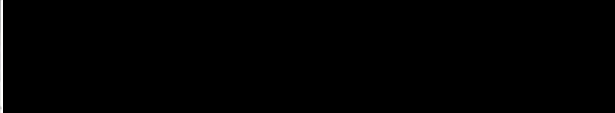
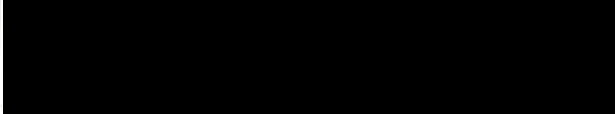
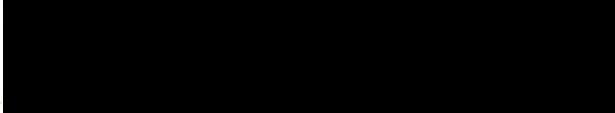
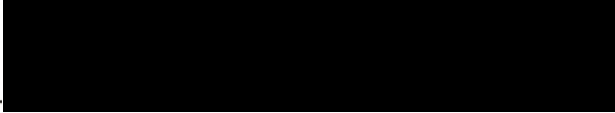
PETITION TO STOP THE RICHMOND ST "IMPROVEMENT" PROJECT

Those who **oppose** the plans sign below

<u>St. #</u>	<u>Signature</u>	<u>Print Name</u>	<u>Email Address</u>
		Guadalupe Coto	
		[MARGARET]	
		C. OANKU	
		Jenny Sanjeevan	
		Dora L Rodriguez	
		amw	
		own	
		GU	
		MARILYN STERLING	
		Milton Gomez	

PETITION TO STOP THE RICHMOND ST "IMPROVEMENT" PROJECT

Those who **oppose** the plans sign below

<u>St. #</u>	<u>Signature</u>	<u>Print Name</u>	<u>Email Address</u>
		DE Ming zhu	
		YU MEI YANG	
		Shawn Chung	
		J Lu	
		H.K. I	
		LOUISE Fu	
		TOM FAIRCHILD	
		Jay Neunsinger	
		LIFEI YANG	
		Amelia Kordon	.

PETITION TO STOP THE RICHMOND ST "IMPROVEMENT" PROJECT

Those who **oppose** the plans sign below

<u>St. #</u>	<u>Signature</u>	<u>Print Name</u>	<u>Email Address</u>
		Olga Petryanik	
		Chris Champagne	
		DONALD GALLIES	

*Those who **oppose** the plans sign below*

[illegible]

PETITION TO STOP THE RICHMOND ST "IMPROVEMENT" PROJECT

Those who **oppose** the plans sign below

Richmond

St. #

Signature

Print Name

Email Address

E. DEJAN

D. SCHMITZ

M. Orazov

Grace Kearney

Ed Colucci

ABBY CAMPBELL

Janyang D.

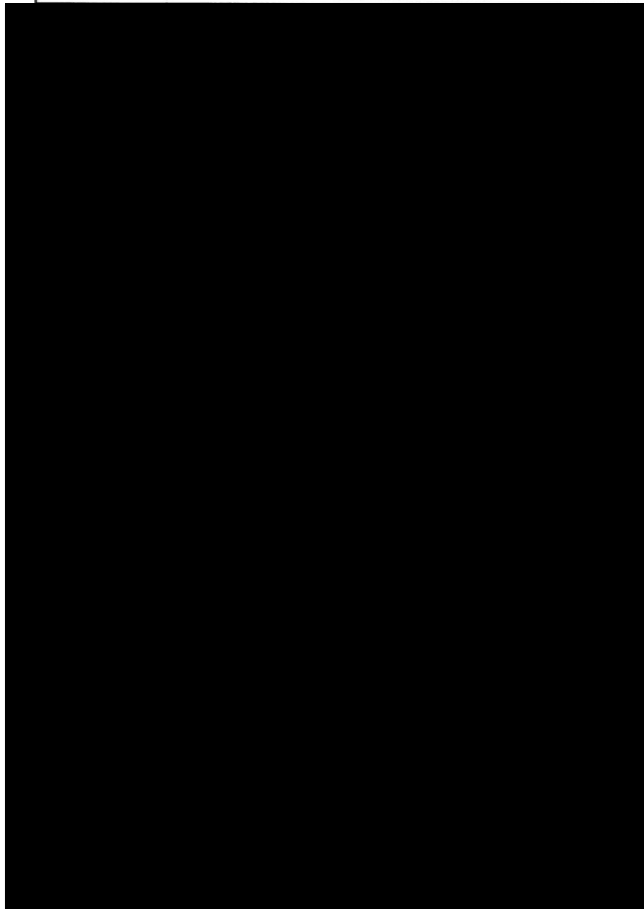
Dolma Chozom

Fiona San Kim

PETITION TO STOP THE RICHMOND ST "IMPROVEMENT" PROJECT

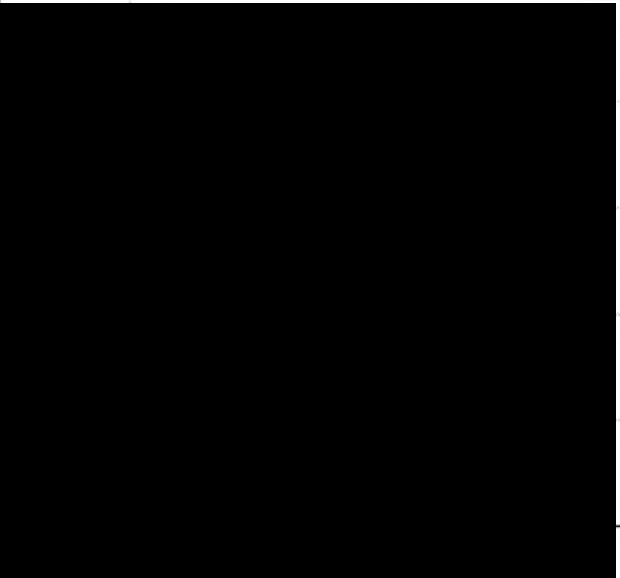
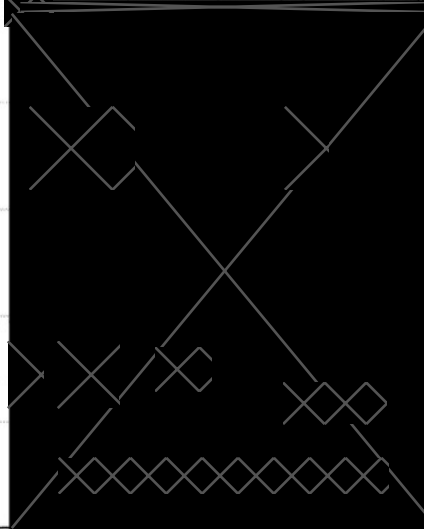
Those who **oppose** the plans sign below

Richmond

<u>St. #</u>	<u>Signature</u>	<u>Print Name</u>	<u>Email Address</u>
		ROHINI PATHAK	[Redacted]@gmail.com
		GORCE ASAN	[Redacted]
		Cynthia Rivas	[Redacted]@com
		Jackie Ledesma	[Redacted]
		Ryan Allbaugh	[Redacted]@il.com
		Lisa Allbaugh	[Redacted]@om
		Katelyn Chavez	[Redacted]m

PETITION TO STOP THE RICHMOND ST "IMPROVEMENT" PROJECT

Those who **oppose** the plans sign below

ELM St. #	<u>Signature</u>	<u>Print Name</u>	<u>Email Address</u>
	Nawang		
	Lobsang Yund		
	Naoko Morita		
	Julia Kwick		
	Shai Lyn Donaldson		

il
com

From: [Ethan Kim](#)
To: [City Clerk](#)
Cc: [William Ktsanes](#); [Lisa Motoyama](#); [Gabe Quinto](#); [Rebecca Saltzman](#); [Carolyn Wysinger](#)
Subject: Public comments – not on the agenda (Jan 21, 2025)
Date: Tuesday, January 21, 2025 11:43:04 AM

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Dear Mayor and Council Members,

My wife and I have been residents on Richmond St for 4 years. We love the neighborhood and are excited to start our family here. However, we have serious concerns about the upcoming Richmond Street Complete Streets Improvement Project, which has proposed a plan to remove 50+% of available street parking spaces on Richmond St from Moeser Ln to Hill St. These critical parking spaces are being replaced by bike lanes & mid-block chicanes. As one of the ~200 households living on that stretch of Richmond St, I think this proposal is misguided in its attempts and will do more harm than good for our city. I am bringing forward my concerns to this forum because the project staff seem to think they do not have the power to alter their plans significantly.

Harm to Richmond St residents and through traffic

I believe that the added bike lanes will increase danger on Richmond St because:

-

Many residents will be forced to cross a busy street or walk long lengths down their block to get to their front door from their cars. This will pose a severe challenge to our elderly neighbors and those with limited mobility. 20% of El Cerrito residents are age 65+, and many others, including my own family, will also be affected when family and friends visit.

-

Increased risk of accidents on Richmond St: Crowded street parking reduces visibility for residents backing out of driveways. Cars & bikes traveling down Richmond will have a harder time spotting cars pulling out of driveways, and vice versa. Richmond St is already difficult to pull out into, especially during rush hour and near intersections (where traffic often piles up). The proposed changes would make Richmond St more dangerous to drivers and cyclists alike, but especially so for residents living on the street.

The project team tries to justify the removal of street parking by pointing to the survey of parking space usage, which they claim shows that less than half of the available parking spots on Richmond are used today. This conclusion is flawed -- while some blocks have low parking usage, the survey actually showed that certain blocks are already near capacity! It also doesn't take into consideration other regular usage of this space by delivery vans, utility vehicles, trash cans on trash day, etc. Removing so much street parking will cause chaos on Richmond St, with cars struggling to find parking, UPS trucks blocking driving lanes, and trash cans spilling into bike lanes. When residents responded that we'd be willing to remove "some" street parking for designated spaces for bicyclists, we

weren't signing up for a 50+% reduction. We need to find a safer solution that does not require such a drastic reduction in parking spaces. For example, I would be happy to support features such as tree bulb-outs (already proposed for South of Moeser Ln) which bolster safety for cyclists, pedestrians, and drivers alike by calming traffic, and the various proposed intersection features to improve crossing safety, while still preserving a reasonable amount of street space.

Inefficient investment into cyclist safety

I'm fully supportive of making El Cerrito safer for cyclists, but I don't think adding dedicated bike lanes to the already-crowded Richmond St. is the best way to do so. The project team has admitted that they don't know how much cyclist traffic they even expect on Richmond St. On the other hand, El Cerrito's Active Transportation Plan lists Cycling as being only 0.7% of all transportation taken in the city (2014). The plan also states that only 2 of the 58 biking accidents between 2008 and 2012 occurred on that affected length of Richmond St. Why is the project so fixated on building dedicated bike lanes on Richmond St, when it's not even clear we need this? The Ohlone greenway provides a safe and dedicated bike lane just 1-2 blocks away, and we're already investing in improvements to the Greenway through other projects. I think the project should not lose sight of its original goal to "provide safe and accessible *pedestrian* connections between El Cerrito's neighborhoods". Filling out potholes, repairing broken sidewalks, and implementing alternative traffic-calming methods, such as those proposed for South of Moeser Ln, would be far more effective at improving safety for cyclists and pedestrians in this area.

At the project's latest community meeting, project staff stated that they do not have the option to propose alternate safety measures to dedicated bike lanes, due to policies previously set in place by City Council. Is this true? Please help our city prioritize projects in a way that will actually benefit its residents. Invest in the Greenway and in repairing our roads, including Richmond St. Don't replace the parking spots we desperately need with bike lanes that do not improve overall cyclist and pedestrian safety.

Thank you,
Ethan Kim

From: [Sue Duncan](#)
To: [City Clerk](#)
Subject: Item 5 Public Comment, not on agenda
Date: Tuesday, January 21, 2025 1:26:40 PM

Caution! This message was sent from outside your organization.

Good evening Honorable Mayor, City Council members,

Our group, Make El Cerrito Fire Safe, first spoke before the council on September 18, 2018, asking the city to take measures to reduce the chance of a wildfire in El Cerrito. Seven and a half weeks later the Camp Fire first ignited, resulting in the death of 85 people, destroying more than 18,000 structures, 9,000 of which were homes and burning 153,000 acres. We are still here, asking for the same with many new suggestions and a few projects completed.

Since the Camp Fire, we have witnessed the horror of many more catastrophic wildfires in California. The 2 latest ones, the Palisades Fire and the Eaton Fire, have resulted in at least 27 dead, more than 13,600 structures destroyed, 10,000 of them said to be homes per NPR.

Will the East Bay, el Cerrito, be the next location of a horrific, deadly wildfire? El Cerrito has the WUI, (wildland urban interface) with Wildcat Canyon and HNA, hills and the hot, dry Diablo Winds.

El Cerrito must take more active steps now to educate the public about what can be done to lessen the chances of home ignition, must make incentives for home hardening and strengthen and enforce vegetation rules.

Several things that come to mind are including home hardening and the Zero Zone projects in the discounts for the RPTT, requiring new and rebuilt fences and gates to have the first 5 feet, the Zero Zone, be made of noncombustible material. I understand that right now the Zero Zone is not enforceable but the city should take the lead and make its code go beyond the state's requirements and put it in the code.

The city should remain active in and support financially the East Bay Wildfire Coalition of Governments. I believe that there are funds earmarked in the current budget for this.

A very visible project that the city should do now is take the lead and adopt the Zero Zone around all of its buildings, most importantly the Public Safety building, the fire stations and City Hall. Take a walk around this City Hall and notice how much vegetation is right up against the building and its windows. By changing the vegetation around the city's buildings by adopting the Zero Zone, not only will the city be reducing the risk of its buildings igniting from embers, but it will be showing the residents that it is serious about wildfire prevention, remember resolution 2021-37. The new landscape will also serve as a demonstration garden for residents to see how it can be done.

Remember the embers. Per the California Office of the State Fire Marshall, 60-90% of homes ignited occur because of the embers.

Thank you.

Sue Duncan

Make El Cerrito Fire Safe

From: [Scott Tipping](#)
To: [City Clerk](#)
Cc: [Scott Tipping](#)
Subject: Not on Agenda - AB-38
Date: Tuesday, January 21, 2025 1:51:40 PM
Attachments: [1994.05.01_EC_HNAFireHazardReductionPlan.pdf](#)
[El Cerrito Kensington Wildfire Action Plan 2017.pdf](#)
[1994.05.01_EC_HNAFireHazardReductionPlan.pdf](#)
[El Cerrito Kensington Wildfire Action Plan 2017.pdf](#)

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Hello, Honorable Mayor and Council members

AB 38 is a state assembly bill that went into effect July in 2021 basically requires that the seller or the buyer meet the local or state vegetation management code within a year of close of escrow.

Like many towns in California this is not been well implemented in the past. We urge the council to support the fire department in anyway needed to move this effort forward and ensure it is thoroughly implemented moving forward.

Approximately 200 homes a year sell in El Cerrito and this could be a good way to supplement vegetation management enforcement.

AB-38 Vegetation Management compliance on sale of home.

On or after July 1, 2021, a seller of real property located in a high or very high fire hazard severity zone is required to obtain an inspection report that documents compliance with Section 4291 of the Public Resources Code, or a local vegetation management ordinance, from Cal Fire, the local municipality, or non-profit established for this purpose. The seller must provide a copy of this inspection report or where to obtain a copy of the report to the buyer. If the seller is not able to provide the report to the buyer in escrow, the seller and buyer must make an agreement that the buyer will comply with the ordinance. In jurisdictions where the local municipality has not enacted a vegetation ordinance, the buyer has one year to comply with the state ordinance.

Thank you for your attention to this matter.
Scott Tipping

MECFs

JAN 21 2025

CITY OF EL CERRITO
CITY CLERK

ORDINANCE NO. 2024-17

AMENDMENT TO THE 2022 CALIFORNIA ENERGY CODE TO INCREASE ENERGY
EFFICIENCY STANDARDS FOR CERTAIN NEWLY CONSTRUCTED BUILDINGS

The Contra Costa County Board of Supervisors ordains as follows (omitting the parenthetical footnotes from the official text of the enacted or amended provisions of the County Ordinance Code):

SECTION I. SUMMARY. This ordinance amends the 2022 California Energy Code to increase energy efficiency standards for the design and construction of newly constructed residential buildings, hotels, offices, and retail buildings. These requirements replace the all-electric building requirements previously included in Section 74-4.010 of the County Ordinance Code. This ordinance is adopted pursuant to Health and Safety Code sections 17922, 17958, 17958.5, 17958.7, and 18941.5, Public Resources Code section 25402.1(h)(2), and Government Code sections 50020 through 50022.10.

SECTION II. Section 74-4.010 (Amendments to CEnC) of Chapter 74-4 (Modifications) of Division 74 (Building Code) of the County Ordinance Code is amended to read:

74-4.010 Amendments to CEnC. The 2022 California Energy Code ("CEnC") is amended by the changes, additions, and deletions set forth in this chapter and Division 72. Section numbers used below are those of the 2022 California Energy Code.

- (a) Section 120.11 (Electric Readiness Requirements for All Systems) is added to CEnC Subchapter 3 (Nonresidential, Hotel/Motel Occupancies, and Covered Processes – Mandatory Requirements), to read:

120.11 Electric Readiness Requirements for All Systems. For hotel, office, and retail building types, where nonresidential systems using gas or propane are installed, the construction drawings shall include routing of conduit from the equipment using gas or propane to the point of interconnection with the electrical service.

- (b) Section 140.1 (Performance Approach: Energy Budgets) of CEnC Subchapter 5 (Nonresidential and Hotel/Motel Occupancies – Performance and Prescriptive Compliance Approaches for Achieving Energy Efficiency) is amended to read:

140.1 Performance Approach: Energy Budgets. A building complies with the performance approach if both the following conditions are met:

1. The energy budget calculated for the proposed design building under subsection (b) is no greater than the energy budget calculated for the Standard Design Building under subsection (a).

ORDINANCE NO. 2024-17

2. For hotel, office, and retail building types, the energy budget calculated for the proposed design building under subsection (b) must also have a Source Energy Compliance Margin, relative to the energy budget calculated for the Standard Design Building under subsection (a), of at least the value specified for the occupancy type and location in Table 140.1-A, below.

Table 140.1-A SOURCE ENERGY COMPLIANCE MARGINS		
Occupancy Type	Climate Zone	Source Energy Compliance Margin
Hotel	3	5%
	12	4%
Office	3	5%
	12	4%
Retail	3	5%
	12	4%

Exception to Section 140.1(2). The Source Energy Compliance Margin specified in Table 140.1-A is not required when the building is conditioned with single zone space conditioning systems with direct expansion cooling with rated cooling capacity 240,000 Btu/hr or less and direct expansion or furnace heating at any rated heating capacity.

(a) Energy budget for the Standard Design Building. The energy budget for the Standard Design Building is determined by applying the mandatory and prescriptive requirements to the proposed building design. The energy budget is the sum of the source energy and time-dependent valuation (TDV) energy for space-conditioning, indoor lighting, mechanical ventilation, photovoltaic (PV) and battery storage systems, service water heating and covered process loads.

(b) Energy budget for the proposed design building. The energy budget for a proposed design building is determined by calculating the source energy and TDV energy for the proposed design building. The energy budget is the sum of the source energy and TDV energy for space-conditioning, indoor lighting, mechanical ventilation, photovoltaic (PV) and battery storage systems, service water heating, and covered process loads.

Exception to Section 140.1(b). A community shared solar electric generation system, or other renewable electric generation system, or community shared battery storage system, that provides dedicated power, utility energy reduction credits or payments for energy bill reductions to the permitted building, and is approved by the Energy Commission as specified in Title 24, Part 1, Section 10-115, may offset part or all of the solar electric generation system or battery storage system TDV energy required to comply with the standards, as calculated according to methods established by the Commission in the Nonresidential ACM Reference Manual.

(c) Calculation of energy budget. The TDV energy for both the Standard Design Building and the proposed design building shall be computed by compliance software certified for this use by the Commission. The processes for compliance software approval by the Commission are documented in the ACM Approval Manual.

- (c) Section 150.1(b) (Performance Standards), of CEnC Subchapter 8 (Single-Family Residential Buildings – Performance and Prescriptive Compliance Approaches) is amended to read:

(b) Performance standards. A building complies with the performance standards if the energy consumption calculated for the proposed design building is no greater than the energy budget calculated for the Standard Design Building using Commission-certified compliance software as specified by the Alternative Calculation Methods Approval Manual. The building must also comply with the applicable requirements in subsections 1, 2, and 3, below.

1. **Newly constructed buildings.** The energy budget for newly constructed buildings is expressed in terms of the Energy Design Ratings, which are based on source energy and time-dependent valuation (TDV) energy. The Energy Design Rating 1 (EDR1) is based on source energy. The Energy Design Rating 2 (EDR2) is based on TDV energy and has two components, the Energy Efficiency Design Rating, and the Solar Electric Generation and Demand Flexibility Design Rating. The total Energy Design Rating shall account for both the Energy Efficiency Design Rating and the Solar Electric Generation and Demand Flexibility Design Rating. The proposed building shall separately comply with the Source Energy Design Rating, Energy Efficiency Design Rating, and the Total Energy Design Rating. Additionally, for a newly constructed building to comply with the performance standards, the proposed building must have a Source Energy Design Rating Compliance Margin, relative to the Source Energy Design Rating calculated for the Standard Design Building, of at least the value specified for the occupancy type and location in Table 150.1-A, below.

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Table 150.1-A SOURCE ENERGY DESIGN RATING COMPLIANCE MARGINS		
Occupancy Type	Climate Zone	Source Energy Design Rating Compliance Margin (EDR1 Points)
Single-Family	3	9
Detached Accessory Dwelling Unit	3	0
Single-Family	12	11
Detached Accessory Dwelling Unit	12	6.6

Exception 1 to Section 150.1(b)1. A community shared solar electric generation system, or other renewable electric generation system, or community shared battery storage system, that provides dedicated power, utility energy reduction credits or payments for energy bill reductions to the permitted building, and is approved by the Energy Commission as specified in Title 24, Part 1, Section 10-115, may offset part or all of the Solar Electric Generation and Demand Flexibility Energy Design Rating required to comply with the standards, as calculated according to methods established by the Commission in the Residential ACM Reference Manual.

Exception 2 to Section 150.1(b)1. A newly constructed building that does not require a PV system in accordance with section 150.1(c)14 is not required to have a Source Energy Design Rating Compliance Margin.

[Subsections 150.1(b)(2)-(3) are adopted without modification]

- (d) Section 170.1 (Performance Approach), of CEnC Subchapter 11 (Multifamily Buildings – Performance and Prescriptive Compliance Approaches) is amended to read:

170.1 Performance Approach. A building complies with the performance approach if both the following conditions are met:

1. The energy budget calculated for the proposed design building under subsection (b) is no greater than the energy budget calculated for the Standard Design Building under subsection (a).
2. The energy budget calculated for the proposed design building under subsection (b) must also have a Source Energy Compliance Margin, relative to the energy budget calculated for the Standard

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Design Building under subsection (a), of at least the value specified for the occupancy type and location in Table 170.1-A, below.

Table 170.1-A SOURCE ENERGY COMPLIANCE MARGINS		
Occupancy Type	Climate Zone	Source Energy Compliance Margin
Low Rise Multifamily (three or fewer habitable stories)	3	10%
	12	11%
High Rise Multifamily (four or more habitable stories)	3	4%
	12	4%

(a) **Energy budget for the Standard Design Building.** The energy budget for the Standard Design Building is expressed in terms of source energy and time-dependent valuation (TDV) energy, and they are determined by applying the mandatory and prescriptive requirements to the proposed design building. The source energy budget and the TDV energy budget is the sum of the TDV energy for space-conditioning, indoor lighting, mechanical ventilation, photovoltaic (PV) and battery storage system, service water heating and covered process loads.

(b) **Energy budget for the proposed design building.** The energy budget for a proposed design building is expressed in terms of source energy and time-dependent valuation (TDV) energy, and they are determined by calculating the source energy and TDV energy for the proposed design building. The source energy budget and the TDV energy budget is the sum of the energy for space-conditioning, indoor lighting, mechanical ventilation, photovoltaic (PV) and battery storage system, and service water heating and covered process loads. The proposed building shall separately comply with the source energy budget and the TDV energy budget.

Exception to Section 170.1(b). A community shared solar electric generation system, or other renewable electric generation system, and/or community shared battery storage system, that provides dedicated power, utility energy reduction credits or payments for energy bill reductions to the permitted building and is approved by the Energy Commission as specified in Title 24, Part 1, Section 10-115, may offset part or all of the solar electric generation system or

ORDINANCE NO. 2024-17

battery storage system TDV energy required to comply with the standards, as calculated according to methods established by the Commission in the Nonresidential ACM Reference Manual.

(c) **Calculation of energy budget.** The TDV energy for both the Standard Design Building and the proposed design building shall be computed by compliance software certified for this use by the Commission. The processes for compliance software approval by the Commission are documented in the ACM Approval Manual.

[Subsection 170.1(d) is adopted without modification]

(Ords. 2024-17 § 2, 2022-35 § 3, 2022-02 § 3.)

SECTION III. VALIDITY. The Contra Costa County Board of Supervisors declares that if any section, paragraph, sentence, or word of this ordinance or of the 2022 California Energy Code as amended herein is declared for any reason to be invalid, it is the intent of the Contra Costa County Board of Supervisors that it would have passed all other portions or provisions of this ordinance independent of the elimination herefrom any portion or provision as may be declared invalid.

SECTION IV. EFFECTIVE AND OPERATIVE DATE. This ordinance becomes effective, but not operative, upon approval by the California Energy Commission or 30 days after passage, whichever is later. This ordinance will become operative on the effective date of this ordinance or January 1, 2025, whichever is later. Within 15 days of passage, this ordinance shall be published once in the East Bay Times, a newspaper published in this County.

PASSED on _____, by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

ATTEST: MONICA NINO,
Clerk of the Board of Supervisors
and County Administrator

Board Chair

By:

Deputy

[SEAL]

KCK:

ORDINANCE NO. 2024-17

Contra Costa County Library Commission Advocacy Ad Hoc Group

Local Income Per Capita (LIPC)

- Metric developed by California State Library
- Compares different funding levels across varying populations
- Calculated by: Library Income divided by residents served
- Data is for Fiscal Year 2022-2023

County Library System	LIPC-Funding per Person
Alameda	\$64.36
Contra Costa	\$36.31
Napa	\$91.83
Marin	\$121.29
Solano	\$ 63.73

Contra Costa County Library Commission Advocacy Ad Hoc Group

Contra Costa Library is primarily funded by 1.5% of the 1% county ad valorem property tax

FY 24-25 Library Recommended Budget
Revenue \$43,978,087



■ Property Tax	\$39,506,021	89.8%
■ Towns & Cities	\$2,966,130	6.7%
■ Fines & Fees	\$48,000	.1%
■ Other	\$1,457,936	3.3%

Contra Costa County Library Commission Advocacy Ad Hoc Group

Why are Comparable Library Systems Better Funded?

Library System	Additional County Funding
Alameda	User utility tax
Contra Costa	\$0
Napa	Higher ad valorem of 2.07%
Marin	Measure B \$98 parcel tax
Solano	Measure L 1/8 cent sales tax

Contra Costa County Library Commission Advocacy Ad Hoc Group

- Library open hours are the “envelope” that enables our libraries to provide residents with a wide variety of services.
- The Advocacy Ad Hoc Group recognized that increasing library open hours is one of the most effective ways of increasing access, capacity, and utilization of library services
- But library open hours vary widely across the Contra Costa Library’s branches
- Why is that? Like many things, it comes down to funding...

County Funds 40 Weekly Open Hours

40 Base Open Hours Schedule

Monday: Closed

Tuesday: 12-8

Wednesday: 10-6

Thursday: 10-6

Friday: 9-5

Saturday: 9-5

**Cities May fund 6, 12, or 16
extra weekly hours**

Contra Costa County Library Commission Advocacy Ad Hoc Group

Open Hours Summary by Library Branch

40 Open Hours

- Antioch
- Clayton
- El Sobrante
- Kensington
- Martinez
- Moraga
- Oakley
- Pinole

46 Open Hours

- Dougherty
Station (San
Ramon)
- El Cerrito
- Hercules
- San Ramon

52 Open Hours

- Brentwood
- Concord
- Pittsburg
- Pleasant Hill
- San Pablo
- Walnut Creek
 - Downtown
 - Ygnacio
Valley

56 Open Hours

- Danville
- Lafayette
- Orinda

Library Outlet Hours: Bay Point 34.5; Crockett 24; Prewett 35; Rodeo 24

Contra Costa County Library Commission Advocacy Ad Hoc Group

Let’s Talk About Sunday Open Hours at the Library

- Surveys show Sunday open hours one of the most requested features by residents
- All peer libraries offer Sunday hours.
- Contra Costa Library did have some branches open on Sunday prior to Covid but was difficult to staff and cut to save costs.
- A trial of limited Sunday hour services will begin in Concord in December 2024.

Library System	Total number of branches	Number of branches open on Sundays	Number of Sunday open hours	Percent of Branches open on Sundays
Contra Costa	26	0	0	0%
Alameda	12	6	4	50%
Marin	10	2	5	20%
Napa	4	1	4	25%
Solano	9	3	5	33%

CCC Library Commission Advocacy Ad Hoc Group

On November 21, 2024 Advocacy Ad Hoc Group presented their recommendations to the Contra Costa County Library Commission Library Commission, who voted and approved the following:

- Recognize Contra Costa County Library's limited funding compared to its peers.
- Endorse the aspirational goal of 56 fully-staffed service hours per week at all full-service branches.
- Provide for at least 6 equitably distributed branches to be fully staffed and open for at least 4 hours on Sundays.
- That this information be communicated by all commissioners to their respective appointing authorities.
- The Advocacy Ad Hoc Group completed its work and agreed to sunset.

Commissioner Office Hours

Michael Fischer & Bethany Woods

January 21, 2025

Commissioner Office Hours

- Beginning February, 2025
- Twice a month: 2-3 hour block
- Take place in the library
- Announced on City and Library Websites and Social Media Posts

Questions

Michael Fischer & Bethany Woods

January 21, 2025

City of El Cerrito

JUNE 30, 2024
AUDIT RESULTS



Chavan and Associates, LLP
Certified Public Accountants

Audit Process

1

- Audit Planning & Preparation

2

- Audit Execution

3

- Audit Reporting

4

- Follow-up

techqualitypedia.com

Audit Standards and Auditor Responsibilities

GAAS

GAGAS

Objective

- Express an Opinion on the Financial Statements

Responsibilities

- Reasonable Assurance
- Risk Based
- Materiality
- Internal Controls

Annual Comprehensive Financial Report (ACFR)

Section 1 Introductory

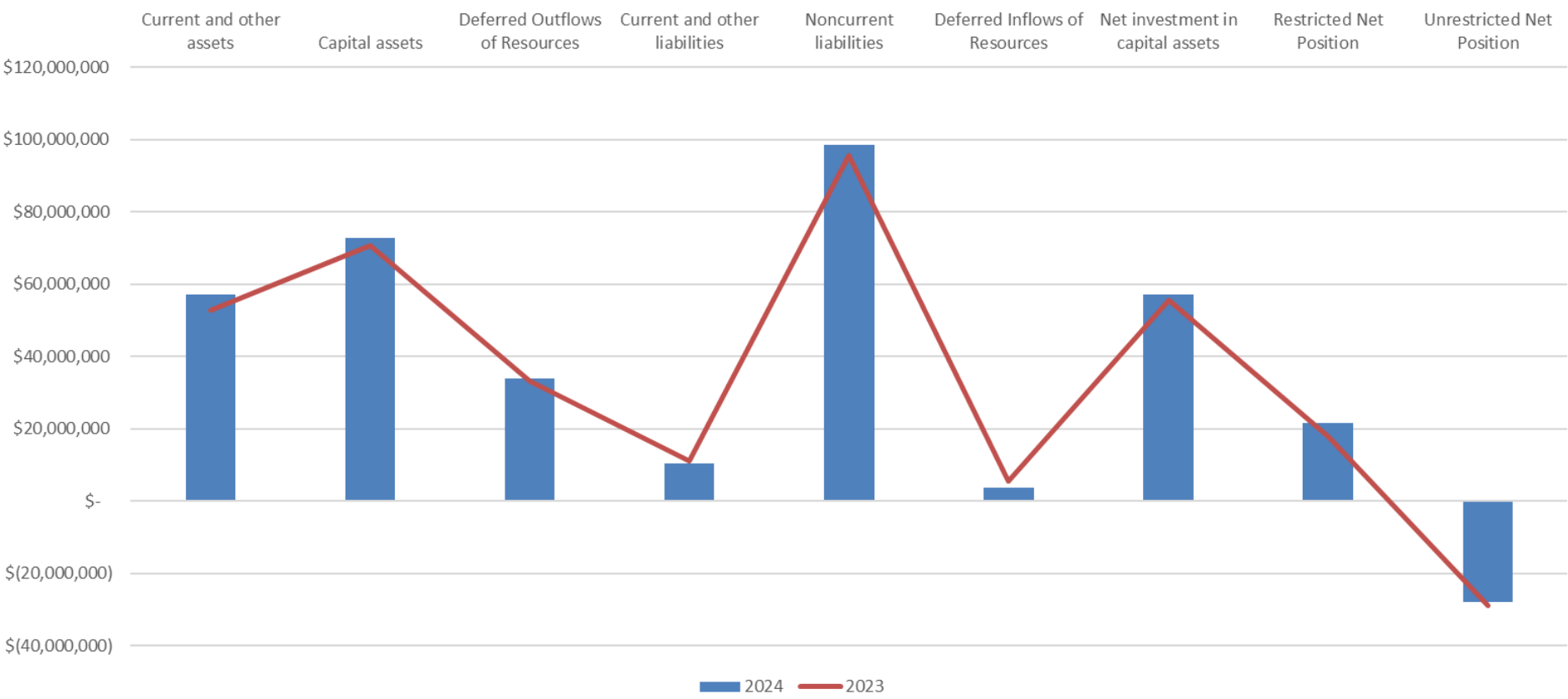
- Letter of Transmittal
- Elected Officials
- Organizational Chart

Section 2 Financial

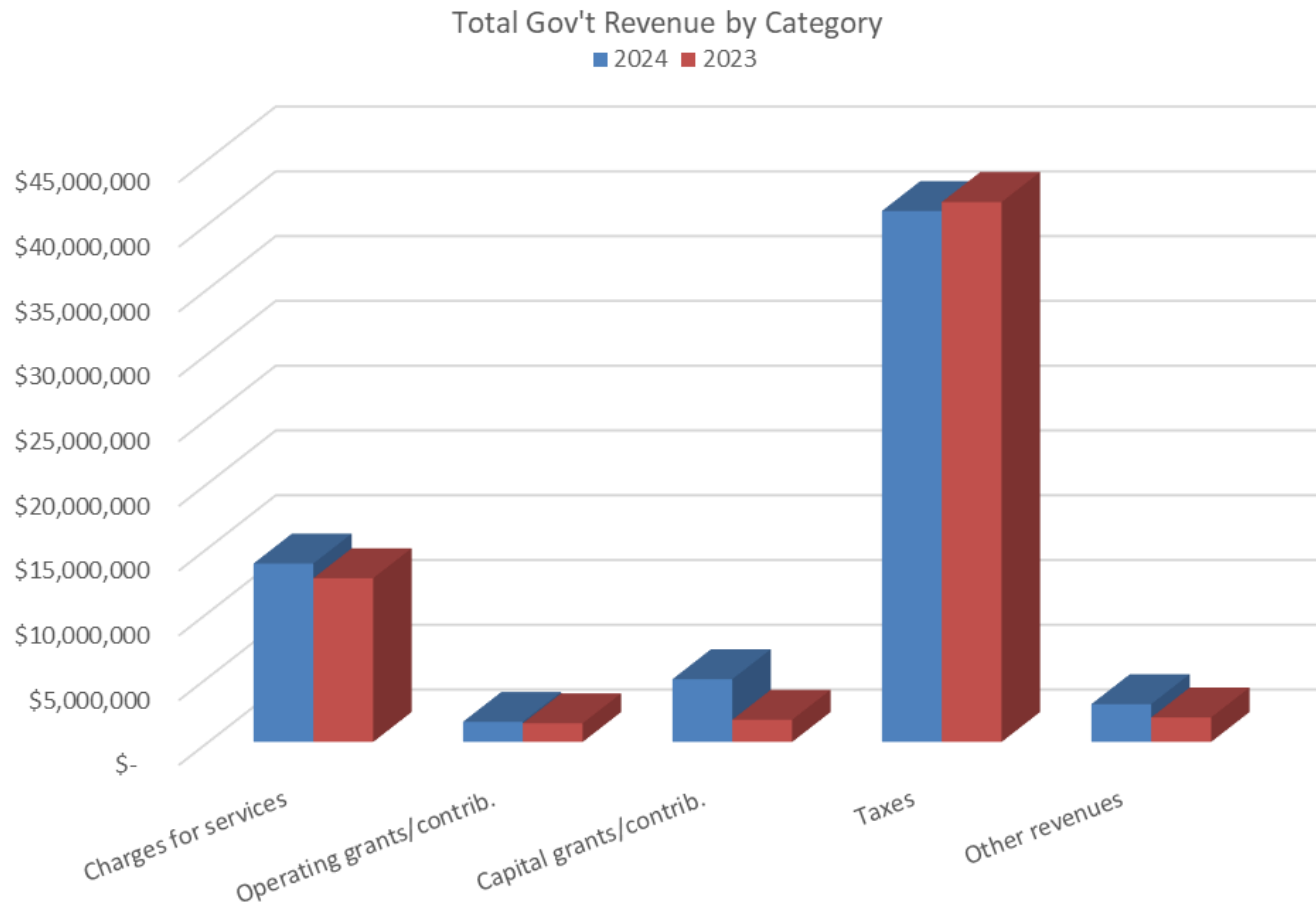
- Auditor's Opinion
- MD&A
- Financial Statements and Notes
- Required Supplementary Information
- Supplementary Information

Section 3 Statistical

- Fiscal
- Historical
- Demographic Information



Statement of Net Position



Governmental Activities - Revenues

Governmental Expenses by Function

Business-Type Activities

Audit Results



No Exceptions in Audit Opinions

No Material Weaknesses

No Significant Deficiencies

No Disagreements with Management

No Significant Passed on Adjustments

FY 23/24 General Fund Highlights

	Budgeted Amounts		Actual Amounts	Variance with Final Budget Positive (Negative)
	Original	Final		
REVENUES				
Total Revenues	48,525,092	48,679,292	52,119,903	3,440,611
EXPENDITURES				
Total Expenditures	47,852,822	51,369,923	48,670,741	2,699,182
Excess (Deficiency) of Revenues over Expenditures	672,270	(2,690,631)	3,449,162	6,139,793
OTHER FINANCING SOURCES (USES)				
Transfers in	3,671	3,671	3,671	-
Transfers out	(582,763)	(3,622,194)	(3,702,980)	(80,786)
Total Other Financing Sources (Uses)	(579,092)	(3,618,523)	(3,699,309)	(80,786)
Net Change in Fund Balance	93,178	(6,309,154)	(250,147)	6,059,007
Fund Balance Beginning	23,143,081	23,143,081	23,143,081	-
Prior Period Corrections	404	404	404	-
Fund Balance Beginning, as Adjusted	23,143,485	23,143,485	23,143,485	-
Fund Balance Ending	\$ 23,236,663	\$ 16,834,331	\$ 22,893,338	\$ 6,059,007

- **Original change in fund balance – \$93,178**
- **Amended change in fund balance – (\$6.3M)**
- **Projected change in fund balance – (\$250,147)**

January 21, 2025

City Council
City of El Cerrito
10890 San Pablo Avenue
El Cerrito, CA 94530

Re: Parks and Recreation Commission Work Plan

Dear Council Members,

I am Troy Tyler, Chair of the Parks and Recreation Commission. I have lived in El Cerrito for 25 years. Now as a member of our Parks and Recreation Commission, I am pleased to guide actions and investments in our city's richest asset: our parks and the recreation and public works staff who steward our open spaces.

We have developed a 2-year work plan for the Parks and Recreational Commission to help enhance our parks and recreational offers to our fellow residents.

I am open to answering any questions you have regarding our plans for the commission.

I will attend tonight's City Council meeting to be available for any questions the Council may have about our Parks and Recreation Commission work plan.

Sincerely,

A handwritten signature in black ink, appearing to read "Troy Tyler", with a stylized flourish at the end.

Troy Tyler



REQUEST FOR QUALIFICATIONS/PROPOSALS (RFQ/RFP)

SAN PABLO AVENUE SPECIFIC PLAN

**AFFORDABLE HOUSING, ECONOMIC DEVELOPMENT, FINANCIAL ANALYSIS AND
IMPLEMENTATION STRATEGIES, INCLUDING ON-CALL SERVICES**

LEAD DEPARTMENT:

COMMUNITY DEVELOPMENT DEPARTMENT

10890 SAN PABLO AVENUE

EL CERRITO, CA 94530

www.el-cerrito.org/CommDev

STAFF LEAD & CONTACT:

AISSIA ASHOORI

HOUSING-ECONOMIC DEVELOPMENT MANAGER

(510) 215-4361

aashoori@ci.el-cerrito.ca.us

RFP/Q RELEASE DATE: November 1, 2024

SUBMITTALS DUE: NOVEMBER 27, 2024, at 5:00 PM

AMENDMENT #1 SUBMITTALS DUE: Thursday, December 5, 2024



INTRODUCTION

The City of El Cerrito is requesting both a Statement of Qualifications and Request for Proposals from qualified consultants to conduct analyses and recommend strategies to advance the goals of the City's [San Pablo Avenue Specific Plan](#) (2014/2022) [Housing Element \(2023\)](#), [Affordable Housing Strategy](#) (2017), and [Strategic Plan](#) (2024) which all aim to create a livable, vibrant, inclusive and diverse San Pablo Avenue corridor. This document outlines the requirements for submittals to complete the scopes of work, as specified in Tasks 1 and 2. Depending upon the proposals received, the City may select one or more consultants to provide the following services not to exceed \$100,000 *cumulatively:

- 1) Conduct market and economic feasibility and analyses and prepare a San Pablo Avenue Specific Plan/Priority Development Area Implementation Plan and Strategy; and
- 2) Conduct market and economic feasibility and necessary analyses to prepare an Affordable Housing Policy and Anti-Displacement Strategy for the San Pablo Avenue Specific Plan/Priority Development Area.

**Consultants may submit responses for one or both tasks and may be negotiable based on final budget.* The City received a grant from the Metropolitan Transportation Commission (MTC) through the Priority Development Area Planning Grant to update the San Pablo Avenue Specific Plan SEIR (completed in 2022) and associated tasks. The services included in Tasks 1 and 2 are deliverables for this grant.

The City is also seeking Statement of Qualifications (SOQ) as part of Task 3 for ongoing affordable housing and economic development on-call services.

BACKGROUND

The City of El Cerrito – located in western Contra Costa County – in a highly urbanized area along the eastern shore of San Francisco Bay comprised of less than 4 square miles. Our population of 25,000 is well served by regional mass transportation, including being home to two Bay Area Rapid Transit (BART) stations - El Cerrito del Norte and El Cerrito Plaza with San Pablo Avenue serving as the main thoroughfare. The City's residential housing stock is comprised of 11,000 units, of which 28% are multi-family units and 72% single-family properties. Our resident occupancy is 60% owner-occupied and 40% renters.

The City Council has undertaken many efforts to address our housing and economic development needs and vision. The City's [San Pablo Avenue Specific Plan](#), adopted in 2014 and updated in 2022, aims to stimulate economic activity and housing production along San Pablo Avenue and in proximity to our two BART stations. Since adoption, the City has entitled over 1,700 units, issued certificates of occupancy for approximately 500 units (20% affordable), and welcomed dozens of new businesses within or near the Plan area. To continue the Plan's

success, the City is hoping to better understand which tools may be necessary to further support implementation of the Plan in this dynamic economy and regulatory environment.

Regional and state legislation and policies further advance and define the City's housing goals. The *Regional Housing Needs Allocation (RHNA)* established an ambitious allocation of 1,391 new residential units over the 2023-2031 period and the State Housing and Community Development (HCD) certified the City's Housing Element in August 2023. The City seeks through this engagement to understand the economic and financial obstacles and identify policy and program needs and opportunities that may affect the City's progress with achieving our [Housing Element](#) and RHNA goals. In 2023, the California Department of Housing and Community Development designated El Cerrito as a Prohousing jurisdiction under the Prohousing Designation Program.

SCOPE OF WORK

For Tasks 1 and 2, please include the total budget as tasks may need to be modified to meet budget constraints. Please also identify additional optional tasks.

1. **Consultant Responsibilities:** Upon consultant selection, the consultant(s) will undertake the tasks below.

Task 1: [San Pablo Avenue Specific Plan](#) Implementation Plan and Strategy

The City entitled approximately 18 multifamily and commercial projects under the San Pablo Avenue Specific Plan adopted in 2014 and was reaching the capacity evaluated in its program Environmental Impact Report (EIR). To be prepared to continue to advance the goals of the Plan, the City adopted an updated Plan and Supplemental EIR in 2022. The City has aimed to be very proactive in implementing the Plan. With the many changes precipitated by the pandemic, changing State laws, and a suite of challenging financial feasibility factors, such as construction costs and interest rates, the City aims to evaluate and identify constraints and/or policy opportunities to continue to advance the Plan and support the City's vision as articulated in the Plan.

The consultant shall undertake a technical analysis study to inform real estate trends and economic development activities for both commercial and residential markets. This analysis should consider several factors, including identification of constraints, opportunities and resources needed to support/improve market conditions and feasibility. In addition, the consultant shall understand the local economy to identify business attraction and retention programs for all sizes and types of businesses as well as evaluating existing and new commercial spaces.

Deliverable: The consultant will provide a written report analyzing current conditions along with future program and policy recommendations for City Council consideration. The consultant will also participate with City staff in a presentation to the City Council.

Task 2: Affordable Housing/Anti-Displacement Strategy

Building upon the existing [Affordable Housing Strategy](#) and [Housing Element](#), the City is looking to evaluate programs, policies and best practices aimed at the production, preservation and protection of housing opportunities for low-income and special needs households in consideration with MTC's [Transit-Oriented Communities](#) policy. Since 2017, two multifamily housing projects were completed providing 81 new affordable units. Currently, 69 affordable units are under construction with completion targeted in Spring 2026. A second 70-unit affordable housing project at the El Cerrito Plaza BART transit-oriented development (TOD) is in the building permit review phase.

This task may be delivered in memo format and aims to evaluate and recommend policy strategies to meet the City's affordable housing goals and prevent displacement, inclusive of the policies already included in the Affordable Housing Strategy and Housing Element. An analysis of the financial resources needed to implement the City's RHNA goals of producing 526 affordable units to very-low and low-income households is a key component of this task. Additionally, the City is also exploring the affordable housing policy tools needed to implement [MTC's Transit-Oriented Communities Policy](#).

Deliverable: The consultant will provide a written report evaluating existing policies and prospective program and policy recommendations for City Council consideration. The consultant will also participate with City staff in a presentation to the City Council.

Task 3: On-Call Affordable Housing and Economic Development Services

The City is seeking qualified professionals or consultants to submit a SOQ demonstrating the ability to perform affordable housing and economic development related professional services on an on-call basis. The City intends to select up to three firms to provide these services. The term of the contract will be three (3) years with options to extend an additional two (2) years not to exceed \$50,000 annually, budget dependent. This document outlines the requirements to submit a SOQ in response to this RFQ. Should the City need additional firms, or skill sets, during the term of the contract, additional SOQs may be sought. The on-call contract will be for an amount not to exceed \$50,000, budget dependent. However, additional contract authority may be sought should larger projects and funding be identified.

PROPOSAL SUBMITTAL REQUIREMENTS: SAN PABLO AVENUE SPECIFIC PLAN IMPLEMENTATION AND AFFORDABLE HOUSING/ANTI-DISPLACEMENT STRATEGY

Responsive firms will demonstrate that they have the personnel with the experience and qualifications necessary to provide accurate, efficient, and innovative professional support to identify, analyze and evaluate the financial and economic components of various city efforts. Consultants may also be engaged in identifying and making recommendations to the City what types of analyses will best support the City to achieve its goals. In particular, the City seeks

consultants with the ability to not only analyze but also help identify innovative financing tools, policy options and methods to achieve City goals.

Responses to this RFP shall contain the following elements:

- a. *Cover letter*: Provide a concise cover letter signed by an authorized representative of the Consultant giving an overview of the Consultant's general ability to perform the scope of services described in this RFP.
- b. *General Information*: Include contact information for the primary and secondary points of contact, number of years in business, website, etc.
- c. *Statement of Experience and Qualifications*: Present the qualifications and experience of proposed key staff, including subcontractors, performing similar and/or related assignments and services, including distinguishing and unique skills of personnel that would be available to the City and particular areas of expertise.
- d. *Successful Project Examples*: A list and description of relevant projects and their outcomes
- e. *Key Team Member Summary*: Identify key team members of the Consultant team who will support delivery of the services, including project managers and technical personnel.
- f. *References*: Provide at least 3 professional references and their contact information for project managers of previous and relevant efforts
- g. *Proposed Scope of Work for Tasks 1 and 2*: Identify the scope of work that will be required to complete the objectives and deliverables described in this RFP. Include optional subtasks and deliverables, as necessary.
- h. *Cost Proposal*: Provide estimated costs for completing Tasks 1 and 2, and subtasks. Include hourly billing rates that include all direct and indirect labor expenses and transportation expenses. Provide each component as well as optional services. Identify whether your firm can provide one or both tasks (1. San Pablo Avenue Specific Plan Implementation and 2. Affordable Housing/Anti-Displacement) identified in the introduction above.
- i. *Schedule*: *Provide a general schedule of work*. For the City to meet the grant deadline, all deliverables must be completed by June 30, 2025. However, additional time may be sought if necessary.
- j. *Consulting Services Agreement*: Provide a statement acknowledging the terms of the City's standard Professional Services Agreement (Attachment A) indicating agreement and indicating any exceptions. Note: The City does not customarily accept exceptions.

QUALIFICATIONS SUBMITTAL REQUIREMENTS: ON-CALL AFFORDABLE HOUSING AND ECONOMIC DEVELOPMENT SERVICES

Responses to this RFQ shall contain the following elements:

- a. *Cover letter*: Indicate interest and commitment to perform on-call services for the City of El Cerrito. Include contact information (physical address, telephone, and email address) for the primary person responsible for your SOQ who will be the point of contact for the City on all correspondence and communications pertaining to the SOQ.
- b. *Relevant Experience*: List projects completed by the Consultant(s) relevant to the scope of services listed above completed in the last five years. Discuss the Consultant(s) uniqueness to best perform these on-call services for the City.
- c. *Key Team Member Summary*: Identify key team members of the Consultant(s) that may be available to assist the City of El Cerrito as part of this proposal. Summarize each person's experience and include their resume in the Appendix.
- d. *Current Clients/Projects*: Provide a list of all clients doing business with the Consultant(s) in the past 12 months and identify any projects within the City of El Cerrito in the past 12 months.
- e. *City Consultant Contract*: Provide a statement indicating agreement with the content of the City's Professional Services Agreement (Attachment A). If no exceptions are indicated, then the consultant will be deemed to have accepted the City's agreement form without deviation.
- f. *Consultant Billing Structure*: Provide a list of hourly billing rates for each proposed team member. Hourly billing rates shall include all direct and indirect labor expenses, and transportation fee mark-ups. These may be updated annually prior to each fiscal year (July 1).
- g. *References*: Provide at least 3 client references relevant to the scope of services listed above (3 names, titles, current email addresses, and phone numbers).
- h. *Appendix*: Consultant brochure with background information (if available) and key team member experience.

PROPOSAL SELECTION PROCESS

Selection of the consultant will be based on the City's review of the individual submittals, based on the following qualification considerations:

1. Background (50%)
 - The consultant team's experience in preparing real estate and affordable housing economic and financial analyses, policies, plans, and recommendations.
 - The character, integrity, experience, and reputation of the consultant team.
 - The consultant's record of performance on previous contracts.
2. Proposed Scope of Work (50%)
 - Demonstrated understanding of the task,
 - Completeness of scope and ability to meet budget and timeline.
 - Overall ability, capacity, and skill of the consultant team, including individual team members.

It is the City's intent to select the consultant that presents the proposal that, in the opinion of the City, is the most advantageous to the City, based on considerations outlined above. The City reserves the right to reject any and all responses for any reason whatsoever.

QUALIFICATIONS SELECTION PROCESS

The City will schedule interviews with the top qualified firms. The proposals submitted in response to this RFQ, together with the Consultant's interview, will be used as the basis for establishing an on-call list of pre-qualified Consultants for future projects and assignments that may be identified during the three-year duration of the list.

City staff will evaluate the SOQs based upon the following criteria:

1. Consultant(s) Qualifications and Experience (40%)
2. Qualifications of Project Manager(s) & Key Personnel (40%)
3. Satisfaction of Previous Clients (20%)

CONTRACT AWARD SCHEDULE

Qualifications will be reviewed the week of December 9, 2024. The selection committee, comprised of City staff, may conduct interviews the week of December 16, 2024. The anticipated date for the City Council awarding the contract is January 21, 2025.

DEADLINE FOR RESPONSE

The response to this RFP is to be received by the Community Development Department by **5:00 pm, Thursday, December 5, 2024**. You must submit digital responses by email. Responses received after the specified time and date will not be considered. Respond by email to:

City of El Cerrito, Community Development Department

Aissia Ashoori, Housing-Economic Development Manager, aashoori@ci.el-cerrito.ca.us

QUESTIONS

Please submit questions by November 13, 2024.

Aissia Ashoori, Housing-Economic Development Manager: aashoori@ci.el-cerrito.ca.us

Responses to questions submitted timely will be answered within 3 business days.

AVAILABLE RESOURCES

San Pablo Avenue Specific Plan: [San Pablo Avenue Specific Plan | El Cerrito, CA - Official Website \(el-cerrito.org\)](https://www.ci.el-cerrito.org/DocumentCenter/View/19418/San-Pablo-Avenue-Specific-Plan-Official-Website)

Housing Element: [el-cerrito.org/DocumentCenter/View/19418/El-Cerrito-2023-31-HE_080723](https://www.ci.el-cerrito.org/DocumentCenter/View/19418/El-Cerrito-2023-31-HE_080723)

Affordable Housing Strategy: [Affordable-Housing-Strategy-Revised_08-31-2017 \(el-cerrito.org\)](https://www.ci.el-cerrito.org/DocumentCenter/View/19418/Affordable-Housing-Strategy-Revised_08-31-2017)

Major Projects: [el-cerrito.org/MajorProjects](https://www.ci.el-cerrito.org/DocumentCenter/View/19418/Major-Projects)

Strategic Plan [El Cerrito FINAL \(el-cerrito.org\)](https://www.ci.el-cerrito.org/DocumentCenter/View/19418/El-Cerrito-FINAL)

Climate Action Plan [El-Cerrito-CAAP-July-2024](https://www.ci.el-cerrito.org/DocumentCenter/View/19418/El-Cerrito-CAAP-July-2024)

Attachment 1: City of El Cerrito Standard Professional Services Contract

**CONSULTING SERVICES AGREEMENT BETWEEN
THE CITY OF EL CERRITO AND
XXXXX**

THIS AGREEMENT for consulting services is made by and between the City of El Cerrito ("City") and XXXXX ("Consultant") (together referred to as the "Parties") as of XXXXXX (the "Effective Date").

Section 1. SERVICES. Subject to the terms and conditions set forth in this Agreement, Consultant shall provide to City the services described in the Scope of Work attached as Exhibit A, and incorporated herein, at the time and place and in the manner specified therein. In the event of a conflict in or inconsistency between the terms of this Agreement and Exhibit A, the Agreement shall prevail.

- 1.1 **Term of Services.** The term of this Agreement shall begin on the Effective Date and shall end on XXXXX the date of completion specified in Exhibit A, and Consultant shall complete the work described in Exhibit A on or before that date, unless the term of the Agreement is otherwise terminated or extended, as provided for in Section 8. The time provided to Consultant to complete the services required by this Agreement shall not affect the City's right to terminate the Agreement, as referenced in Section 8.
- 1.2 **Standard of Performance.** Consultant shall perform all services required pursuant to this Agreement according to the standards observed by a competent practitioner of the profession in which Consultant is engaged.
- 1.3 **Assignment of Personnel.** Consultant shall assign only competent personnel to perform services pursuant to this Agreement. In the event that City, in its sole discretion, at any time during the term of this Agreement, desires the reassignment of any such persons, Consultant shall, immediately upon receiving notice from City of such desire of City, reassign such person or persons.
- 1.4 **Time.** Consultant shall devote such time to the performance of services pursuant to this Agreement as may be reasonably necessary to meet the standard of performance provided in Section 1.1 above and to satisfy Consultant's obligations hereunder.

Section 2. COMPENSATION. City hereby agrees to pay Consultant a sum not to exceed \$XXXX plus XX% contingency (totaling \$XXXX) to complete- XXXX, notwithstanding any contrary indications that may be contained in Consultant's proposal, for services to be performed and reimbursable costs incurred under this Agreement. In the event of a conflict between this Agreement and Consultant's proposal, attached as Exhibit A, regarding the amount of compensation, the Agreement shall prevail. City shall pay Consultant for services rendered pursuant to this Agreement at the time and in the manner set forth herein. The payments specified below shall be the only payments from City to Consultant for services rendered pursuant to this Agreement. Consultant shall submit all invoices to City in the manner specified herein. Except as specifically authorized by City in writing, Consultant shall not bill City for duplicate services performed by more than one person.

Consultant and City acknowledge and agree that compensation paid by City to Consultant under this Agreement is based upon Consultant's estimated costs of providing the services required hereunder, including salaries and benefits of employees and subcontractors of Consultant. Consequently, the parties further agree that compensation hereunder is intended to include the costs of contributions to any pensions and/or annuities to which Consultant and its employees, agents, and subcontractors may be eligible. City therefore has no responsibility for such contributions beyond compensation required under this Agreement.

2.1 Invoices. Consultant shall submit invoices, not more often than once a month during the term of this Agreement, based on the cost for services performed and reimbursable costs incurred prior to the invoice date. Invoices shall contain the following information:

- Serial identifications of progress bills; i.e., Progress Bill No. 1 for the first invoice, etc. identifying which tasks are being completed for the Transportation Impact Fee Nexus Study and which tasks are being completed for the Sewer Connection Fee Nexus Study;
- The beginning and ending dates of the billing period;
- A Task Summary containing the original contract amount, the amount of prior billings, the total due this period, the balance available under the Agreement, and the percentage of completion;
- At City's option, for each work item in each task, a copy of the applicable time entries or time sheets shall be submitted showing the name of the person doing the work, the hours spent by each person, a brief description of the work, and each reimbursable expense;
- The total number of hours of work performed under the Agreement by Consultant and each employee, agent, and subcontractor of Consultant performing services hereunder;
- The Consultant's signature;

2.2 Monthly Payment. City shall make monthly payments, based on invoices received, for services satisfactorily performed, and for authorized reimbursable costs incurred. City shall have 30 days from the receipt of an invoice that complies with all of the requirements above to pay Consultant.

2.3 Final Payment. City shall pay the last 10% of the total sum due pursuant to this Agreement within 60 days after completion of the services and submittal to City of a final invoice, if all services required have been satisfactorily performed.

2.4 Total Payment. City shall pay for the services to be rendered by Consultant pursuant to this Agreement. City shall not pay any additional sum for any expense or cost whatsoever incurred by Consultant in rendering services pursuant to this Agreement. City shall make no payment for any extra, further, or additional service pursuant to this Agreement.

In no event shall Consultant submit any invoice for an amount in excess of the maximum amount of compensation provided above either for a task or for the entire Agreement,

unless the Agreement is modified prior to the submission of such an invoice by a properly executed change order or amendment.

- 2.5 Payment of Taxes.** Consultant is solely responsible for the payment of employment taxes incurred under this Agreement and any similar federal or state taxes.
- 2.6 Payment upon Termination.** In the event that the City or Consultant terminates this Agreement pursuant to Section 8, the City shall compensate the Consultant for all outstanding costs and reimbursable expenses incurred for work satisfactorily completed as of the date of written notice of termination. Consultant shall maintain adequate logs and timesheets to verify costs incurred to that date.
- 2.9 Authorization to Perform Services.** The Consultant is not authorized to perform any services or incur any costs whatsoever under the terms of this Agreement until receipt of authorization from the Contract Administrator.

Section 3. FACILITIES AND EQUIPMENT. Except as set forth herein, Consultant shall, at its sole cost and expense, provide all facilities and equipment that may be necessary to perform the services required by this Agreement.

Section 4. INSURANCE REQUIREMENTS. Before beginning any work under this Agreement, Consultant, at its own cost and expense, unless otherwise specified below, shall procure the types and amounts of insurance listed below against claims for injuries to persons or damages to property that may arise from or in connection with the performance of the work hereunder by the Consultant and its agents, representatives, employees, and subcontractors. Consistent with the following provisions, Consultant shall provide proof satisfactory to City of such insurance that meets the requirements of this section and under forms of insurance satisfactory in all respects, and that such insurance is in effect prior to beginning work to the City. Consultant shall maintain the insurance policies required by this section throughout the term of this Agreement. The cost of such insurance shall be included in the Consultant's bid. Consultant shall not allow any subcontractor to commence work on any subcontract until Consultant has obtained all insurance required herein for the subcontractor(s) and provided evidence that such insurance is in effect to City. Verification of the required insurance shall be submitted and made part of this Agreement prior to execution. Consultant shall maintain all required insurance listed herein for the duration of this Agreement.

- 4.1 Workers' Compensation.** Consultant shall, at its sole cost and expense, maintain Statutory Workers' Compensation Insurance and Employer's Liability Insurance for any and all persons employed directly or indirectly by Consultant. The Statutory Workers' Compensation Insurance and Employer's Liability Insurance shall be provided with limits of not less than \$1,000,000 per accident. In the alternative, Consultant may rely on a self-insurance program to meet those requirements, but only if the program of self-insurance complies fully with the provisions of the California Labor Code. Determination of whether a self-insurance program meets the standards of the Labor Code shall be solely in the discretion of the Contract Administrator. The insurer, if insurance is provided, or the Consultant, if a program of self-insurance is provided, shall waive all rights of subrogation

against the City and its officers, officials, employees, and volunteers for loss arising from work performed under this Agreement.

4.2 Commercial General and Automobile Liability Insurance.

- 4.2.1 General requirements.** Consultant, at its own cost and expense, shall maintain commercial general and automobile liability insurance for the term of this Agreement in an amount not less than \$1,000,000 per occurrence, combined single limit coverage for risks associated with the work contemplated by this Agreement. If a Commercial General Liability Insurance or an Automobile Liability form or other form with a general aggregate limit is used, either the general aggregate limit shall apply separately to the work to be performed under this Agreement or the general aggregate limit shall be at least twice the required occurrence limit. Such coverage shall include but shall not be limited to, protection against claims arising from bodily and personal injury, including death resulting therefrom, and damage to property resulting from activities contemplated under this Agreement, including the use of owned and non-owned automobiles.
- 4.2.2 Minimum scope of coverage.** Commercial general coverage shall be at least as broad as Insurance Services Office Commercial General Liability occurrence form CG 0001 (most recent edition) covering comprehensive General Liability on an "occurrence" basis. Automobile coverage shall be at least as broad as Insurance Services Office Automobile Liability form CA 0001 (most recent edition), Code 1 (any auto). No endorsement shall be attached limiting the coverage.
- 4.2.3 Additional requirements.** Each of the following shall be included in the insurance coverage or added as a certified endorsement to the policy:
- a. The Insurance shall cover on an occurrence or an accident basis, and not on a claims-made basis.
 - b. City, its officers, officials, employees, and volunteers are to be covered as additional insureds as respects: liability arising out of work or operations performed by or on behalf of the Consultant; or automobiles owned, leased, hired, or borrowed by the Consultant
 - c. For any claims related to this Agreement or the work hereunder, the Consultant's insurance covered shall be primary insurance as respects the City, its officers, officials, employees, and volunteers. Any insurance or self-insurance maintained by the City, its officers, officials, employees, or volunteers shall be excess of the Consultant's insurance and shall not contribute with it.

- d. Each insurance policy required by this clause shall be endorsed to state that coverage shall not be canceled by either party, except after 30 days' prior written notice has been provided to the City.

4.3 Professional Liability Insurance.

4.3.1 General requirements. Consultant, at its own cost and expense, shall maintain for the period covered by this Agreement professional liability insurance for licensed professionals performing work pursuant to this Agreement in an amount not less than \$1,000,000 covering the licensed professionals' errors and omissions. Any deductible or self-insured retention shall not exceed \$150,000 per claim.

4.3.2 Claims-made limitations. The following provisions shall apply if the professional liability coverage is written on a claims-made form:

- a. The retroactive date of the policy must be shown and must be before the date of the Agreement.
- b. Insurance must be maintained and evidence of insurance must be provided for at least five years after completion of the Agreement or the work, so long as commercially available at reasonable rates.
- c. If coverage is canceled or not renewed and it is not replaced with another claims-made policy form with a retroactive date that precedes the date of this Agreement, Consultant must purchase an extended period coverage for a minimum of five years after completion of work under this Agreement.
- d. A copy of the claim reporting requirements must be submitted to the City for review prior to the commencement of any work under this Agreement.

4.4 All Policies Requirements.

4.4.1 Acceptability of insurers. All insurance required by this section is to be placed with insurers with a Bests' rating of no less than A:VII.

4.4.2 Verification of coverage. Prior to beginning any work under this Agreement, Consultant shall furnish City with complete copies of all policies delivered to Consultant by the insurer, including complete copies of all endorsements attached to those policies. All copies of policies and endorsements shall show the signature of a person authorized by that insurer to bind coverage on its behalf. If the City does not receive the required insurance documents prior to the Consultant beginning work, it shall not waive the Consultant's obligation to provide them. The

City reserves the right to require complete copies of all required insurance policies at any time.

4.4.3 Deductibles and Self-Insured Retentions. Consultant shall disclose to and obtain the written approval of City for the self-insured retentions and deductibles before beginning any of the services or work called for by any term of this Agreement. At the option of the City, either: the insurer shall reduce or eliminate such deductibles or self-insured retentions as respects the City, its officers, employees, and volunteers; or the Consultant shall provide a financial guarantee satisfactory to the City guaranteeing payment of losses and related investigations, claim administration and defense expenses.

4.4.4 Wasting Policies. No policy required by this Section 4 shall include a “wasting” policy limit (i.e. limit that is eroded by the cost of defense).

4.4.5 Waiver of Subrogation. Consultant hereby agrees to waive subrogation which any insurer or contractor may require from vendor by virtue of the payment of any loss. Consultant agrees to obtain any endorsements that may be necessary to affect this waiver of subrogation.

The Workers’ Compensation policy shall be endorsed with a waiver of subrogation in favor of the entity for all work performed by the consultant, its employees, agents, and subcontractors.

4.4.6 Subcontractors. Consultant shall include all subcontractors as insureds under its policies or shall furnish separate certificates and endorsements for each subcontractor. All coverages for subcontractors shall be subject to all of the requirements stated herein.

4.5 Remedies. In addition to any other remedies City may have if Consultant fails to provide or maintain any insurance policies or policy endorsements to the extent and within the time herein required, City may, at its sole option exercise any of the following remedies, which are alternatives to other remedies City may have and are not the exclusive remedy for Consultant’s breach:

- Obtain such insurance and deduct and retain the amount of the premiums for such insurance from any sums due under the Agreement;
- Order Consultant to stop work under this Agreement or withhold any payment that becomes due to Consultant hereunder, or both stop work and withhold any payment, until Consultant demonstrates compliance with the requirements hereof; and/or
- Terminate this Agreement.

Section 5. INDEMNIFICATION AND CONSULTANT’S RESPONSIBILITIES.

Consultant shall indemnify, defend with counsel acceptable to City, and hold harmless City and its officers, officials, employees, agents and volunteers from and against any and all liability, loss, damage, claims, expenses, and costs (including without limitation, attorney's fees and costs and fees of litigation) (collectively, "Liability") of every nature arising out of or in connection with Consultant's performance of the Services or its failure to comply with any of its obligations contained in this Agreement, except such Liability caused by the sole negligence or willful misconduct of City.

The Consultant's obligation to defend and indemnify shall not be excused because of the Consultant's inability to evaluate Liability or because the Consultant evaluates Liability and determines that the Consultant is not liable to the claimant. The Consultant must respond within 30 days, to the tender of any claim for defense and indemnity by the City, unless this time has been extended by the City. If the Consultant fails to accept or reject a tender of defense and indemnity within 30 days, in addition to any other remedy authorized by law, so much of the money due the Consultant under and by virtue of this Agreement as shall reasonably be considered necessary by the City, may be retained by the City until disposition has been made of the claim or suit for damages, or until the Consultant accepts or rejects the tender of defense, whichever occurs first.

With respect to third party claims against the Consultant, the Consultant waives any and all rights of any type to express or implied indemnity against the Indemnitees.

Notwithstanding the forgoing, to the extent this Agreement is a "construction contract" as defined by California Civil Code Section 2782, as may be amended from time to time, such duties of consultant to indemnify shall not apply when to do so would be prohibited by California Civil Code Section 2782.

In the event that Consultant or any employee, agent, or subcontractor of Consultant providing services under this Agreement is determined by a court of competent jurisdiction or the California Public Employees Retirement System (PERS) to be eligible for enrollment in PERS as an employee of City, Consultant shall indemnify, defend, and hold harmless City for the payment of any employee and/or employer contributions for PERS benefits on behalf of Consultant or its employees, agents, or subcontractors, as well as for the payment of any penalties and interest on such contributions, which would otherwise be the responsibility of City.

Section 6. STATUS OF CONSULTANT.

- 6.1 Independent Contractor.** At all times during the term of this Agreement, Consultant shall be an independent contractor and shall not be an employee of City. City shall have the right to control Consultant only insofar as the results of Consultant's services rendered pursuant to this Agreement and assignment of personnel pursuant to Subparagraph 1.3; however, otherwise City shall not have the right to control the means by which Consultant accomplishes services rendered pursuant to this Agreement. Notwithstanding any other City, state, or federal policy, rule, regulation, law, or ordinance to the contrary, Consultant and any of its employees, agents, and subcontractors providing services under this Agreement shall not qualify for or become entitled to, and hereby agree to waive any and all claims to, any compensation, benefit, or any incident of employment by City, including

but not limited to eligibility to enroll in the California Public Employees Retirement System (PERS) as an employee of City and entitlement to any contribution to be paid by City for employer contributions and/or employee contributions for PERS benefits.

- 6.2 Consultant Not an Agent.** Except as City may specify in writing, Consultant shall have no authority, express or implied, to act on behalf of City in any capacity whatsoever as an agent. Consultant shall have no authority, express or implied, pursuant to this Agreement to bind City to any obligation whatsoever.

Section 7. LEGAL REQUIREMENTS.

- 7.1 Governing Law.** The laws of the State of California shall govern this Agreement.
- 7.2 Compliance with Applicable Laws.** Consultant and any subcontractors shall comply with all laws applicable to the performance of the work hereunder.
- 7.3 Other Governmental Regulations.** To the extent that this Agreement may be funded by fiscal assistance from another governmental entity, Consultant and any subcontractors shall comply with all applicable rules and regulations to which City is bound by the terms of such fiscal assistance program.
- 7.4 Licenses and Permits.** Consultant represents and warrants to City that Consultant and its employees, agents, and any subcontractors have all licenses, permits, qualifications, and approvals of whatsoever nature that are legally required to practice their respective professions. Consultant represents and warrants to City that Consultant and its employees, agents, any subcontractors shall, at their sole cost and expense, keep in effect at all times during the term of this Agreement any licenses, permits, and approvals that are legally required to practice their respective professions. In addition to the foregoing, Consultant and any subcontractors shall obtain and maintain during the term of this Agreement valid Business Licenses from City.
- 7.5 Nondiscrimination and Equal Opportunity.** Consultant shall not discriminate, on the basis of a person's race, religion, color, national origin, age, physical or mental handicap or disability, medical condition, marital status, sex, or sexual orientation, against any employee, applicant for employment, subcontractor, bidder for a subcontract, or participant in, recipient of, or applicant for any services or programs provided by Consultant under this Agreement. Consultant shall comply with all applicable federal, state, and local laws, policies, rules, and requirements related to equal opportunity and nondiscrimination in employment, contracting, and the provision of any services that are the subject of this Agreement, including but not limited to the satisfaction of any positive obligations required of Consultant thereby.

Consultant shall include the provisions of this Subsection in any subcontract approved by the Contract Administrator or this Agreement.

Section 8. TERMINATION AND MODIFICATION.

- 8.1 Termination.** City may cancel this Agreement at any time and without cause upon written notification to Consultant.

Consultant may cancel this Agreement upon 15 days' written notice to City and shall include in such notice the reasons for cancellation.

In the event of termination, Consultant shall be entitled to compensation for services performed to the effective date of termination; City, however, may condition payment of such compensation upon Consultant delivering to City any or all documents, photographs, computer software, video and audio tapes, and other materials provided to Consultant or prepared by or for Consultant or the City in connection with this Agreement.

- 8.2 Extension.** City may, in its sole and exclusive discretion, extend the end date of this Agreement beyond that provided for in Subsection 1.1. Any such extension shall require a written amendment to this Agreement, as provided for herein. Consultant understands and agrees that, if City grants such an extension, City shall have no obligation to provide Consultant with compensation beyond the maximum amount provided for in this Agreement. Similarly, unless authorized by the Contract Administrator, City shall have no obligation to reimburse Consultant for any otherwise reimbursable expenses incurred during the extension period.

- 8.3 Amendments.** The parties may amend this Agreement only by a writing signed by all the parties.

- 8.4 Assignment and Subcontracting.** City and Consultant recognize and agree that this Agreement contemplates personal performance by Consultant and is based upon a determination of Consultant's unique personal competence, experience, and specialized personal knowledge. Moreover, a substantial inducement to City for entering into this Agreement was and is the professional reputation and competence of Consultant. Consultant may not assign this Agreement or any interest therein without the prior written approval of the Contract Administrator. Consultant shall not subcontract any portion of the performance contemplated and provided for herein, other than to the subcontractors noted in the proposal, without prior written approval of the Contract Administrator.

- 8.5 Survival.** All obligations arising prior to the termination of this Agreement and all provisions of this Agreement allocating liability between City and Consultant shall survive the termination of this Agreement.

- 8.6 Options upon Breach by Consultant.** If Consultant materially breaches any of the terms of this Agreement, City's remedies shall included, but not be limited to, the following:

8.6.1 Immediately terminate the Agreement;

- 8.6.2 Retain the plans, specifications, drawings, reports, design documents, and any other work product prepared by Consultant pursuant to this Agreement;
- 8.6.3 Retain a different consultant to complete the work described in Exhibit A not finished by Consultant; or
- 8.6.4 Charge Consultant the difference between the cost to complete the work described in Exhibit A that is unfinished at the time of breach and the amount that City would have paid Consultant pursuant to Section 2 if Consultant had completed the work.

Section 9. KEEPING AND STATUS OF RECORDS.

- 9.1 **Records Created as Part of Consultant's Performance.** All reports, data, maps, models, charts, studies, surveys, photographs, memoranda, plans, studies, specifications, records, files, or any other documents or materials, in electronic or any other form, that Consultant prepares or obtains pursuant to this Agreement and that relate to the matters covered hereunder shall be the property of the City. Consultant hereby agrees to deliver those documents to the City upon termination of the Agreement. It is understood and agreed that the documents and other materials, including but not limited to those described above, prepared pursuant to this Agreement are prepared specifically for the City and are not necessarily suitable for any future or other use. City and Consultant agree that, until final approval by City, all data, plans, specifications, reports and other documents are confidential and will not be released to third parties without prior written consent of both parties.
- 9.2 **Consultant's Books and Records.** Consultant shall maintain any and all ledgers, books of account, invoices, vouchers, canceled checks, and other records or documents evidencing or relating to charges for services or expenditures and disbursements charged to the City under this Agreement for a minimum of 3 years, or for any longer period required by law, from the date of final payment to the Consultant to this Agreement.
- 9.3 **Inspection and Audit of Records.** Any records or documents that Section 9.2 of this Agreement requires Consultant to maintain shall be made available for inspection, audit, and/or copying at any time during regular business hours, upon oral or written request of the City. Under California Government Code Section 8546.7, if the amount of public funds expended under this Agreement exceeds \$10,000.00, the Agreement shall be subject to the examination and audit of the State Auditor, at the request of City or as part of any audit of the City, for a period of 3 years after final payment under the Agreement.

Section 10. MISCELLANEOUS PROVISIONS.

- 10.1 **Attorneys' Fees.** If a party to this Agreement brings any action, including an action for declaratory relief, to enforce or interpret the provision of this Agreement, the prevailing party shall be entitled to reasonable attorneys' fees in addition to any other relief to which

that party may be entitled. The court may set such fees in the same action or in a separate action brought for that purpose.

- 10.2 Venue.** In the event that either party brings any action against the other under this Agreement, the parties agree that trial of such action shall be vested exclusively in the state courts of California in the County of Contra Costa or in the United States District Court.
- 10.3 Severability.** If a court of competent jurisdiction finds or rules that any provision of this Agreement is invalid, void, or unenforceable, the provisions of this Agreement not so adjudged shall remain in full force and effect. The invalidity in whole or in part of any provision of this Agreement shall not void or affect the validity of any other provision of this Agreement.
- 10.4 No Implied Waiver of Breach.** The waiver of any breach of a specific provision of this Agreement does not constitute a waiver of any other breach of that term or any other term of this Agreement.
- 10.5 Successors and Assigns.** The provisions of this Agreement shall inure to the benefit of and shall apply to and bind the successors and assigns of the parties.
- 10.6 Use of Recycled Products.** Consultant shall prepare and submit all reports, written studies and other printed material on recycled paper to the extent it is available at equal or less cost than virgin paper.
- 10.7 Conflict of Interest.** Consultant may serve other clients, but none whose activities within the corporate limits of City or whose business, regardless of location, would place Consultant in a "conflict of interest," as that term is defined in the Political Reform Act, codified at California Government Code Section 81000 *et seq.*

Consultant shall not employ any City official in the work performed pursuant to this Agreement. No officer or employee of City shall have any financial interest in this Agreement that would violate California Government Code Sections 1090 *et seq.*

Consultant hereby warrants that it is not now, nor has it been in the previous 12 months, an employee, agent, appointee, or official of the City. If Consultant was an employee, agent, appointee, or official of the City in the previous twelve months, Consultant warrants that it did not participate in any manner in the forming of this Agreement. Consultant understands that, if this Agreement is made in violation of Government Code § 1090 *et seq.*, the entire Agreement is void and Consultant will not be entitled to any compensation for services performed pursuant to this Agreement, including reimbursement of expenses, and Consultant will be required to reimburse the City for any sums paid to the Consultant. Consultant understands that, in addition to the foregoing, it may be subject to criminal prosecution for a violation of Government Code § 1090 and, if applicable, will be disqualified from holding public office in the State of California.

10.8 Solicitation. Consultant agrees not to solicit business at any meeting, focus group, or interview related to this Agreement, either orally or through any written materials.

10.9 Contract Administration. This Agreement shall be administered by Melanie Mintz, Community Development Director ("Contract Administrator"). All correspondence shall be directed to or through the Contract Administrator or his or her designee.

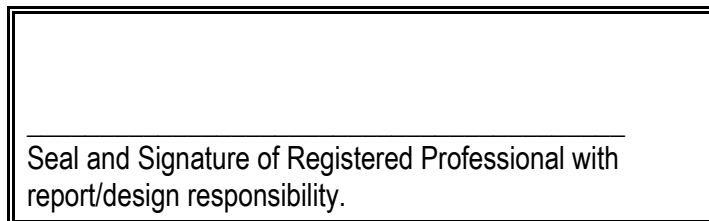
10.10 Notices. Any written notice to Consultant shall be sent to:

Name
Address1
Address 2

Any written notice to City shall be sent to:

Karen Pinkos, City Manager
10890 San Pablo Avenue
El Cerrito, CA 94530

10.11 Professional Seal. Where applicable in the determination of the contract administrator, the first page of a technical report, first page of design specifications, and each page of construction drawings shall be stamped/sealed and signed by the licensed professional responsible for the report/design preparation. The stamp/seal shall be in a block entitled "Seal and Signature of Registered Professional with report/design responsibility," as in the following example.



10.12 Integration. This Agreement, including the scope of work attached hereto and incorporated herein as Exhibits A represents the entire and integrated agreement between City and Consultant and supersedes all prior negotiations, representations, or agreements, either written or oral.

Exhibit A Scope of Services

10.13 Counterparts. This Agreement may be executed in multiple counterparts, each of which shall be an original and all of which together shall constitute one agreement.

[SIGNATURES ON FOLLOWING PAGE]

The Parties have executed this Agreement as of the Effective Date.

CITY OF EL CERRITO

CONSULTANT

Scott Hanin, City Manager

1011032_1.DOC

EXHIBIT A
SCOPE OF SERVICES



STRATEGICECONOMICS

San Pablo Avenue Specific Plan:

**AFFORDABLE HOUSING, ECONOMIC DEVELOPMENT,
FINANCIAL ANALYSIS AND IMPLEMENTATION STRATEGIES**

Response to Request for Proposals

Prepared for:

The City of El Cerrito

December 5, 2024



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COVER LETTER

December 5, 2024

Aissia Ashoori, Housing-Economic Development Manager
City of El Cerrito
aashoori@ci.el-cerrito.ca.us

Dear Ms. Ashoori:

I am pleased to submit the enclosed proposal to prepare both the San Pablo Avenue Specific Plan implementation strategy and the affordable housing strategy for the City of El Cerrito. Strategic Economics specializes in both aspects of the project, with extensive experience in market, financial feasibility, and economic analysis for plan implementation and economic development strategies, and in preparing analyses and authoring affordable housing strategies. For the City of El Cerrito itself, we previously prepared analyses and implementation strategy recommendations for the San Pablo Avenue Specific Plan in 2015, conducted retail analyses for the plan area in 2019, and authored the 2017 Affordable Housing Strategy.

Strategic Economics brings extensive knowledge of Contra Costa County and northern Alameda County. For example, we are currently completing work on financial feasibility analyses and affordable housing policy updates for the City of Berkeley, and we previously authored the City of San Pablo's Affordable Housing Strategy.

For this effort we have partnered with Urban Field Studios' Ryan Call as a project advisor. Ryan has over 20 years of experience working on a variety of regional, neighborhood, and mixed-use retail focused projects. Ryan will assist in evaluating proposed and existing retail environments in the plan area; he is also a longtime El Cerrito resident whose office is in the plan area.

We believe that our team's technical expertise, familiarity with the El Cerrito area, and experience preparing similar plan implementation and affordable housing strategies are the right combination of strengths for meeting El Cerrito's needs. Please do not hesitate to contact me with any questions.

Best regards,

Derek W. Braun
Principal, Strategic Economics, Inc.
(510) 647-5291 ext. 112
dbraun@strategiceconomics.com

GENERAL INFORMATION



Strategic Economics, Inc. is a nationally recognized urban economics consulting firm located in Berkeley, California. We provide economic analysis and advisory services for cities, developers, community groups, and non-profits to create sustainable, high-quality places for people to live and work. We are widely recognized for our strength in addressing complicated projects requiring innovative analysis and cross-disciplinary teamwork. Our staff brings extensive expertise in many disciplines including urban planning, economics, public policy and finance, and real estate development. We combine depth of technical knowledge with an understanding of “the big picture,” and excel at translating our work into materials that are accessible to any audience. Founded in 1998, Strategic Economics is a certified Women-Owned, Small Business, Alameda County Small Local Business, and California Small Business Enterprise with nine employees.

Strategic Economics specializes in economic and policy analysis focused on land use planning and implementation efforts and affordable housing tools and strategies. For example, Strategic Economics authored affordable housing analyses or strategies and prepared economic and market assessments for the Petaluma General Plan update, South San Francisco Lindenville Specific Plan, and as part of current work on the Palo Alto Downtown Housing Plan. We also provide a broader economic development perspective through our work on municipal economic development strategies, such as current projects for Alameda County and the cities of San Leandro and Dublin.

Strategic Economics’ affordable housing practice ranges from discreet technical and policy analyses—such as financial feasibility analyses and in-lieu fee updates for Berkeley and a linkage fee nexus study for Los Altos—to broader policy assessments such as affordable housing analyses and policy strategies for San Francisco. The firm is experienced in providing analysis and recommendations related to the MTC transit-oriented communities policy through recent work on supporting compliance with the policy in San Jose.

Strategic Economics is familiar with the El Cerrito context, having authored affordable housing strategies for El Cerrito and San Pablo. The firm also completed San Pablo Avenue Specific Plan implementation-related studies in 2015 and 2019.

Primary Point of contact:

Derek W. Braun, Principal
2991 Shattuck Ave, Suite 203
Berkeley, CA 94705
Phone: 510-647-5291 ext. 112
In Business Since: 1998
Website: www.strategiceconomics.com

URBAN FIELD

Urban Field Studio is an urban design collaborative founded by Jane Lin and Heidi Sokolowsky in 2014. The practice has grown and evolved into a team of five partners, each with specialized expertise, based in the San Francisco Bay Area. We are a small practice with global expertise. We offer personal and professional service to our clients and the communities we work with. Urban Field focuses on a holistic approach to urban design that addresses a wide range of scales from crafting small spaces to designing complete neighborhoods. Our mission is to transform urban landscapes by uniting urban design expertise, advocacy for the public realm, and innovative development strategies. We envision inclusive and sustainable cities that connect lives and uplift communities.

Primary Point of contact:

Ryan Call
10895 San Pablo Avenue
El Cerrito, CA 94530
Phone: 510-260-4306
In Business Since: 2014
Website: www.urbanfieldstudio.com

STATEMENT OF EXPERIENCE AND QUALIFICATIONS



DEREK W. BRAUN, Principal

Derek Braun is a Principal at Strategic Economics. He has over 16 years of experience completing affordable housing, economic, market, fiscal impact, and financial feasibility analyses and related public policy guidance. Derek specializes in the economic analyses connected to land use plans, municipal economic development strategies, development feasibility, community benefits strategies, and affordable housing. He focuses on achieving each community and client's unique goals through tailored analyses that emphasize equity and sustainability.

Examples of Derek's affordable housing work include revisions to the Hayward inclusionary housing policy and in-lieu fee; a financial feasibility analysis and in-lieu fee update study for Berkeley; and preparation of affordable housing finance and policy studies and recommendations for Petaluma, the Lindenville Specific Plan area of South San Francisco, and an ongoing equity, housing feasibility, and affordable housing strategy effort for Downtown Palo Alto. Mr. Braun also has extensive experience in supporting land use plan preparation and implementation efforts, with recent examples including the Downtown Oakland Specific Plan, Palo Alto North Ventura Coordinated Area Plan, and Sunnyvale Moffett Park Specific Plan. Mr. Braun also leads municipal economic development strategy efforts, such as current projects for Dublin, San Leandro, and Ventura.

Derek holds a Master of Planning degree from the University of Southern California, with a concentration in Economic Development. Mr. Braun also holds a Bachelor of Science degree in Management from Case Western Reserve University. He is currently serving his community as a Planning Commissioner for the City and County of San Francisco.



DENA BELZER, President

Ms. Belzer is the founder and President of Strategic Economics. She has 30 years' experience working on urban economic issues ranging in scale from regional growth management to individual development projects, and regularly speaks and writes on the topic of transit-oriented development (TOD). Her work has helped position Strategic Economics as a national leader in innovative economics research techniques that guide local public policy decisions based on sound market principals while fostering sustainable communities and creating places with lasting value.

Ms. Belzer's recent work has focused on plan implementation, including identifying ways to clear market barriers to private development and addressing the need for new resilient infrastructure investment. Currently for Alameda County, Ms. Belzer is leading an effort to identify the market potential of major retail corridors in eight unincorporated areas, culminating in an implementation strategy for attracting future reinvestment. In 2015, Ms. Belzer was part of an interdisciplinary team led by the Natural Resources Defense Council to evaluate new public/private partnership structures to fund core infrastructure while also delivering social and environmental benefits. This work was featured at a White House convening to support the Build America Initiative.

In addition to her consulting work, Ms. Belzer has numerous publications and has served as a national expert on many topics for the U. S. Department of Housing and Urban Development, US EPA, The Mayors Institutes for City Design, and The Urban Land Institute. Ms. Belzer recently served on a ULI Advisory Panel sponsored by the World Bank and the Government of South Africa to assist Mandela Bay Municipality in the Eastern Cape Province of South Africa.



RYAN HAIGHT, Associate

Ryan Haight specializes in the relationship between public policy and regional development. His background includes extensive work in local community planning, transportation policy, and capital investment analysis. Ryan has experience in a wide variety of qualitative and quantitative analytic methods.

He has worked as a community planner analyzing land use-related policies and ordinances. His work has led to clear recommendations for policy and ordinance creation or revisions to achieve equitable community development outcomes.

While at Strategic Economics, Ryan has worked on a variety of projects related to area plans, affordable housing, and equitable economic development. These including work for Alameda County economic development, BART's Link21 Project, San Carlos Northeast Area Specific Plan, and the San Rafael Inclusionary Housing Ordinance. He has also contributed to financial and market analyses that support housing development in Palo Alto. Ryan holds a Master of Urban and Regional Planning from Portland State University and a Bachelor of Arts, with a focus on government and environmental studies, from Lawrence University. He is based out of Denver, Colorado.



T.J. MCKIERNAN, Associate

T.J. McKiernan has a background in affordable housing policy, inclusive economic development, and land use policy. His work helps communities make informed policy decisions that support local fiscal stability, sustainable economic development, and quality of life. He has conducted a range of both

spatial and quantitative analytic methods at Strategic Economics and in previous work experiences.

Since joining Strategic Economics, T.J. has worked on market analyses to support corridor planning strategies for Unincorporated Alameda County and the City of San Jose. He has also conducted fiscal analyses for a Union City project that studied strategies for industrial lands and local business development. T.J. holds a Master of Regional Planning from Cornell University and a Bachelor of Arts in Geography from Binghamton University.



RYAN CALL, Partner, Urban Field Studio

With over 20 years of experience in planning and architectural design, Ryan has developed a particular expertise in master planning mixed-use urban communities with a focus on vibrant retail districts and public spaces. His primary interest lies in the strategic aspects of the design and development process where he has assisted both developers and municipalities in the planning and entitlements process. Ryan has been working in several cities in the San Francisco Bay Area to streamline their objective design standards and right-size commercial space requirements. His presentation expertise has proven key to the success of many projects, especially during the critical public process and approvals phases. Ryan is a resident and business owner in El Cerrito with his office located across from City Hall on San Pablo Avenue.



Education

Master of Planning
University of Southern California

Bachelor of Science, Management
Case Western Reserve University

Professional Experience

Associate I, II, Senior Associate
(2008-2021)
Strategic Economics, Berkeley, CA

Memberships and Distinctions

Planning Commissioner
City and County of San Francisco

Urban Land Institute

SPUR San Francisco

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dbraun@strategiceconomics.com

Derek Braun specializes in analyses of development feasibility, supportable community benefits and development fees, market opportunities and demand, employment and industry trends, and affordable housing policies and strategy. With 16 years of experience at Strategic Economics, Mr. Braun has completed projects including affordable housing strategies, inclusionary and linkage fee requirements, economic development strategies, and market analyses for clients in a wide variety of market contexts across the United States.

Selected Projects

Hayward Affordable Housing Ordinance Update, Hayward, CA; 2023

Mr. Braun was Principal-in-Charge of this study to update Hayward's inclusionary housing requirements and in-lieu fees, and to provide recommendations for additional tools and strategies to enhance affordable housing production and preservation opportunities.

South San Francisco Commercial Linkage Fee Nexus & Feasibility Study, South San Francisco, CA; Ongoing

Mr. Braun is Principal-in-Charge this study to update South San Francisco's affordable housing impact fees for new commercial and industrial development activity. The effort includes a nexus study and affordability gap analysis to establish maximum fee levels, a financial feasibility analysis to determine market-supportable fee levels, and recommendations regarding appropriate impact fees.

Petaluma General Plan Update & Affordable Housing Strategy, Petaluma, CA; Ongoing

Mr. Braun is managing a range of studies to inform this general plan update. Current and recent work includes a residential and commercial market analysis, a residential development financial feasibility analysis to inform an understanding of barriers and opportunities to expand housing production, and an affordable housing financing analysis and creation of an affordable housing strategy.

South San Francisco Lindenville Specific Plan, South San Francisco, CA; 2022

As Principal-in-Charge, Mr. Braun led analyses and policy development. This new specific plan was designed to enable housing growth to meet City housing obligations while preserving regionally significant industrial uses. Mr. Braun led market, economic, fiscal impact, and affordable housing analyses, and he authored economic development and housing policies in the plan.

Berkeley Affordable Housing Requirements Economic Feasibility Analysis, Berkeley, CA; Ongoing

Derek is Principal-in-Charge for this study to establish new affordable housing in-lieu fees and policies, examine the impacts of recently passed labor standards legislation on the feasibility of new housing development, and establish new condominium conversion fee policies.

Moffett Park Specific Plan & Community Benefits Analysis, Sunnyvale, CA; 2024

Mr. Braun served as Principal-in-Charge for market, economic, development financial feasibility, community benefits, and fiscal analyses to inform the creation of a new specific plan in this employment district in the heart of Silicon Valley. The analyses examine the potential for growth of office, retail, and residential uses in this in-demand location, while also maintaining economic diversity through growth or preservation of existing industrial uses.

Derek Braun

Principal

Los Altos Commercial Linkage Fee Nexus Study, Los Altos, CA; 2024

Derek was Principal-in-Charge for completion of a nexus study to determine maximum potential commercial linkage fees in Los Altos.

Downtown Oakland Specific Plan & Affordable Housing Strategy, Oakland, CA; 2024

Mr. Braun was Principal-in-Charge for analyses and policy contributions for this new specific plan in a dense and rapidly-changing area. His work included market analysis, examination of Downtown's role as an economic engine for the City, assessments of affordable housing conditions and needs, and analysis of the fiscal contributions generated by existing land uses and potential types of new development. Mr. Braun developed economic development and housing strategies fulfilling the vision of a Downtown that equitably serves all Oakland residents.

Middlefield Park Master Plan Community Benefits Analyses, Mountain View, CA; 2022

Mr. Braun was principal-in-charge for analyses of the community benefits and alternative mitigations of affordable housing requirements proposed by a project applicant seeking approval of a multi-building master plan. The work includes peer review of the developer's valuation of the community benefits and an assessment of the relative benefits and value of the applicant's proposed alternative mitigation to meet existing affordable housing and fee requirements.

Redwood City Gatekeeper Projects Community Benefits Analyses, Redwood City, CA; Ongoing

Mr. Braun is principal-in-charge for analyses of the community benefits being proposed by multiple development applicants seeking approval of "Gatekeeper" projects that require discretionary approvals. The analysis for each project consists of a valuation of the proposed community benefits and a financial feasibility analysis to determine the project's ability to support community benefits.

South San Francisco General Plan Update & Community Benefits Analysis, South San Francisco, CA; 2022

Mr. Braun managed analyses of housing conditions, residential displacement vulnerability, and economic, market, fiscal, and financial feasibility analyses. The findings of these analyses are being used to inform policies around housing affordability, balancing strong demand for biotech uses against the need for housing and industrial uses, and the creation of a community benefits density bonus zoning structure. Mr. Braun is currently developing economic development policies analyzing the financial feasibility of community benefits contributions.

East Palo Alto Ravenswood Business District Plan Update & Community Benefits Analysis, East Palo Alto, CA; Ongoing

Mr. Braun is the Principal-in-Charge for Strategic Economics' analyses supporting updates to this specific plan for an area experiencing intense development interest for office and life science uses. The work includes a financial feasibility analysis to assess existing and potential developer contributions for fee revenue, affordable housing, and other community benefits, as well as an analysis of potential population and business impacts. Mr. Braun is working with the City to develop policy recommendations for preventing displacement, capturing community benefits, and funding the area's infrastructure needs.

Palo Alto North Ventura Coordinated Area Plan & Development Feasibility Analysis, Palo Alto, CA; 2024

Mr. Braun completed a market analysis to inform the development of land use alternatives for the NVCAP plan area. This analysis was followed by a financial feasibility analysis structured to determine which alternative could deliver community benefits, including affordable housing and parks, to the City. Mr. Braun is Principal-in-Charge for this effort.

West Ashley Master Plan & Housing Strategy, Charleston, SC; 2018

As project manager, Mr. Braun led an analysis of market and economic conditions in the West Ashley area of the City of Charleston, an area of both greenfield growth and need for reinvestment in post-war suburban communities. Based on technical analysis and community input, Mr. Braun authored the Housing and Economic Development Chapters and implementation strategies for *Plan West Ashley*.

East Whisman Precise Plan, Mountain View, CA; 2019

Mr. Braun managed economic, market, and fiscal analyses for this plan guiding the transition of a Silicon Valley office center to a mixed-use residential and employment district. Subsequent financial feasibility analyses support the creation of a community benefits strategy incentivizing office development projects to contribute additional benefits in exchange for "bonus" density.



Dena Belzer is the founder and President of Strategic Economics. Ms. Belzer has over 30 years of experience working on urban economic issues ranging in scale from regional growth management strategies to individual development projects. Ms. Belzer's specializations include transit-oriented development, economic development, infrastructure funding and financing, and project implementation. Ms. Belzer was a founding member of the Center for Transit Oriented Development and is a nationally recognized thought leader in the urban economics field. She held the Cornish Chair in Regional Economics at the University of California, Berkeley 2019-2021.

Education

Master of City Planning
University of California, Berkeley

Bachelor of Arts, Psychology
Pitzer College

Professional Experience

Principal, Bay Area Economics
(1987-1998)

Associate Planner, Sedway Cooke
Associates
(1983-1987)

Selected Publications

*Transit and Regional Economic
Development*, 2011
TOD and Employment, 2011
CDFI's and TOD, 2010

Contact

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Selected Projects

Unincorporated Alameda County Economic Development Strategy, Alameda County, CA; *Ongoing*

The economic development strategy for unincorporated Alameda County focuses on seven urban subareas that vary widely in their demographics, employment and industry profile, and opportunity sites for future development. Ms. Belzer is leading effort to analyze who lives in each of these areas, what businesses and buildings are located along the major commercial corridors, and the best opportunities for attracting new investment.

Capital and I-10 Rail Expansion Equitable Housing Strategic Plans, City of Phoenix, Arizona; *Ongoing*

As part of a team Led by Ardurra, Strategic Economics is preparing equitable housing strategic plans for two additional extensions to the City's existing light rail system. The Capital Extension is under construction and will be completed in 2028. Eventually this line will extend further west, becoming the I-10 extension. Strategic Economics is assisting Phoenix in proactively deploying early anti-displacement actions and a long-term policy and investment framework to ensure this ensure transit corridor retains housing affordability for households at all income levels.

State Street Master Plan, Santa Barbara, CA; *Ongoing*

Strategic Economics assessed the real estate market conditions and underlying industry trends driving demand for retail space on State Street, the backbone of Santa Barbara's downtown. As part of an extensive master planning process being led by MIG, Ms. Belzer took a mixed-methods approach to the corridor to identify an over-supply of retail space, the need for place-making investments, and opportunities for redevelopment to much needed housing.

El Cerrito San Pablo Avenue Market and Feasibility Analysis, El Cerrito, CA; 2019

Strategic Economics was retained by the City of El Cerrito to conduct a market and feasibility analysis to inform revised building and design standards for new development projects on the San Pablo Avenue corridor. Ms. Belzer played an advisory role to help characterize the changing retail market and opportunities on the corridor, as well as the feasibility of mixed use residential buildings under the Specific Plan's current standards and with revised requirements.



Ryan Haight specializes in the relationship between public policy and regional development. His background includes extensive work in local community planning, transportation policy, and capital investment analysis. While at Strategic Economics, Ryan has worked on a variety of projects relating to regional planning, transit-oriented planning, and overall long-term planning in support of equitable economic development for a wide range of clients across the United States. Ryan holds a Master of Urban and Regional Planning from Portland State University and a Bachelor of Arts, with a focus on government and environmental studies, from Lawrence University.

Selected Projects

Education

Master of Urban and Regional Planning,
Portland State University
Portland, OR (2022)

Bachelor of Arts in Government and
Environmental Studies
Lawrence University
Appleton, WI (2018)

Professional Experience

Graduate Community Planner
WSB & Associates
Minneapolis, MN

Community Recovery Fellow
St Johns Center for Opportunity
Portland, OR

Senior Development Associate
Dodge Nature Center
West St. Paul, MN

Policy Intern
Rails-to-Trails Conservancy
Washington, DC

Green Transportation Intern
Sierra Club
Minneapolis, MN

Contact

510-647-5291 x119
rhaight@strategiceconomics.com

Unincorporated Alameda County Economic Development Strategy *Alameda County, CA; Ongoing*

Strategic Economics is working on an economic development strategy for eight subareas in urban and rural unincorporated areas in Alameda County. Mr. Haight is serving as project manager and performing demographic and market analysis for these areas. In addition, he is developing selection criteria for opportunity sites on the major commercial corridors as well as a set of implementation strategies to attract new investment along these corridors.

Link 21 Anti-Displacement Toolkit, *Bay Area Rapid Transit, Oakland, CA; Ongoing*

BART is interested in mitigating displacement risks around its station areas as a result of future network and service changes under consideration for the Link21 initiative. Mr. Haight is developing a residential and small business displacement risk typology for BART stations that may experience new or improved transit service resulting from this project. He is also working on developing a tool kit of anti-displacement measures that might be implemented for a set of station area typologies, based each type's displacement risk profile.

San Carlos Northeast Area Specific Plan, *City of San Carlos, CA; Ongoing*

Mr. Haight is preparing an economic assessment of three land use alternatives being considered as part of this specific plan process. This assessment considers the relative net changes in the City's General Fund revenues and costs, total jobs, and jobs/housing balance. In addition, Mr. Haight's work will analyze market trends to identify likely rents for new multifamily housing construction in the plan, and potential affordability challenges for low-income households. These analyses will be used to select a preferred land use program for the Plan.

San Rafael Inclusionary Housing Ordinance Update, *City of San Rafael, CA; Ongoing*

Mr. Haight is performing an analysis of housing development trends in San Rafael, which will form the basis of a review and analysis of San Rafael's existing inclusionary affordable housing program. Hr. Haight will assist Strategic Economics with a feasibility study of inclusionary policy alternatives, culminating in recommendations for modifications of the existing policy that will help maximize affordable housing production in the city.



Education

Master of Regional Planning
Cornell University

Bachelor of Arts, Geography
SUNY Binghamton

Professional Experience

GIS/Planning Intern
Topology
(2023-2024)

GIS Analyst
Suez Water
(2022)

Selected Publications

"Challenges in Reintroducing Fair Market Value to US Public Water/Wastewater Systems."
International Journal of Water Resources. 2024

Contact

510-647-5291 x 105
tjmckiernan@strategiceconomics.com

T.J. joined Strategic Economics in 2024 with an academic background in affordable housing policy, infrastructure regulation and finance, and urban economics. Previously, T.J. worked as a GIS Analyst for a water company where he gained experience in spatial analysis methods. This experience evolved into an abiding interest in the economics of the built environment and the social outcomes of public and private involvement in infrastructure policy, delivery, and management.

T.J. holds a Master of Regional Planning from Cornell University (2024) and a Bachelor of Arts in Geography from Binghamton University (2021). At Strategic Economics, he is interested in studying diverse places and issues and developing creative solutions that empower governments to achieve sustainable local economic development.

Selected Projects

Union City Economic Development Action Plan *City of Union City, CA; Ongoing*

Strategic Economics is involved in an assessment of Union City's employment trends and non-residential lands. T.J. is supporting this effort through data collection and analysis of the City's inventory of industrial and retail land uses. This analysis includes focus groups with local business stakeholders and an in-depth evaluation of the fiscal contribution of non-residential land to the City's revenues. The Action Plan will identify several potential opportunity sites and the necessary policy changes to support their return to their highest and best use.

Redwood LIFE Precise Plan Analysis *City of Redwood City, CA; Ongoing*

Strategic Economics is conducting an analysis of the value of community benefits being proposed as part of a precise plan process initiated by the developer of an 85-acre life sciences campus in Redwood Shores. T.J. is contributing to data collection, local market research, and developer interviews to reach an informed estimate of the value of the proposed upzoning and the developer's proposed community benefits.

Unincorporated Alameda County Economic Development Strategy *Alameda County, CA; Ongoing*

T.J. is analyzing the product type, condition, and real estate performance of buildings over time in selected commercial corridors in the unincorporated areas of Alameda County. T.J. will also participate in identifying opportunities for investment in these corridors to support the County's efforts to increase local residents' quality of life. Included in this stage are informant interviews with developers, businesses, and brokers to determine how the County can make candidate parcels more viable for redevelopment or expansion.



Ryan Call

Urban Field Studio

Partner, AIA

ryan@urbanfieldstudio.com

EDUCATION

Washington State University,
2001

Bachelor of Architecture

Syracuse University Firenze,
2000

Study Abroad - Urban Design

CERTIFICATIONS

Licensed Architect in California
and Indiana

Accreditation by NCARB

ASSOCIATIONS

American Institute of Architects
ICSC

Urban Land Institute Full Member

*Projects completed while Ryan
was the Director of Urban Design
at ELS Architecture and Urban
Design in Berkeley, CA.

With over 20 years of experience in planning and architectural design, Ryan has developed a particular expertise in master planning mixed-use urban communities with a focus on vibrant retail districts and public spaces. His primary interest lies in the strategic aspects of the design and development process where he has worked on a variety of projects from neighborhood shopping centers to regional shopping centers, to mixed-use multi-block districts. His presentation expertise has proven key to the success of many projects, especially during the critical public process and approvals phases.

SELECT PROJECTS*

MIXED-USE MASTER PLANS

Downtown Dublin Vision, City of Dublin, CA

Dublin SCS Properties, City of Dublin, CA

Mueller Aldrich Street District, Austin, TX

University of Chicago 53rd Street District Mixed-Use Master Plan

Project Elevate, Elk Grove, CA

University Town Center East, Sarasota, Florida

Village of Merrick Park, Coral Gables, Florida

NewPark Mall Mixed-Use Specific Plan, Newark, CA

REGIONAL RETAIL CENTERS

Hillsdale Shopping Center North Block, San Mateo, CA

Stonestown Galleria Anchor Redevelopment, San Francisco, CA

HSC Mervyns Department Store Reconfiguration, San Mateo, CA

HSC South Block Facade Improvements + ATT Shell Design

Tucson Mall Anchor Redevelopment, Tucson, CA

Eastridge Shopping Center, San Jose, CA

DESIGN GUIDELINES

Green Tree Mixed-Use Retail and Residential Guidelines, Vacaville, CA

Latimer Square PUD Design Guidelines, Bloomington Indiana

COMMUNITY ACTIVITIES

Berkeley Design Advocates

Downtown Berkeley Association Volunteer - Former Board Member

Richmond Yacht Club Junior Program Volunteer

SUCCESSFUL PROJECT EXAMPLES

Strategic Economics has recent experience with both developing affordable housing strategies and with economic development and land use plan implementation efforts at various scales, including for retail corridors and specific plan areas.

Strategic Economics has worked on three projects related to plan implementation and affordable housing in El Cerrito. In the first of these (which is not included in the project summaries below because it occurred almost ten years ago), Strategic Economics recommended market development and implementation strategies for the El Cerrito San Pablo PDA Implementation Plan. In 2017, Strategic Economics developed a citywide affordable housing strategy for El Cerrito. Most recently, in 2019, the firm conducted a retail market assessment of the San Pablo Avenue Specific Plan area.

The project assignments in the following pages demonstrate the firm's relevant experience and are organized into sections. The first section highlights economic development plans and corridor studies:

- Lindenville Specific Plan
- Unincorporated Alameda County Economic Development Strategy
- El Cerrito San Pablo Avenue Market and Feasibility Analysis
- Culver City Economic Development Implementation Plan

These are followed by project examples that highlight Strategic Economics' wide breadth of experience with affordable housing in the San Francisco Bay Area:

- San Francisco Affordable Housing Strategies
- Petaluma General Plan Update and Affordable Housing Strategy
- Hayward Affordable Housing Ordinance Update
- Link21 Anti-Displacement Toolkit
- El Cerrito Affordable Housing Strategy

Finally, the following examples are included to demonstrate Ryan Call's experiences with the physical design aspects of the proposed work:

- Downtown Dublin Vision Plan
- A Vision for Lincoln Avenue in Downtown Calistoga

Lindenville Specific Plan

Strategic Economics prepared economic, fiscal, market, and affordable housing studies and policies to balance the transition of portions of Lindenville to a new residential community while ensuring retention and reinvestment of other existing industrial uses.

Client: City of South San Francisco

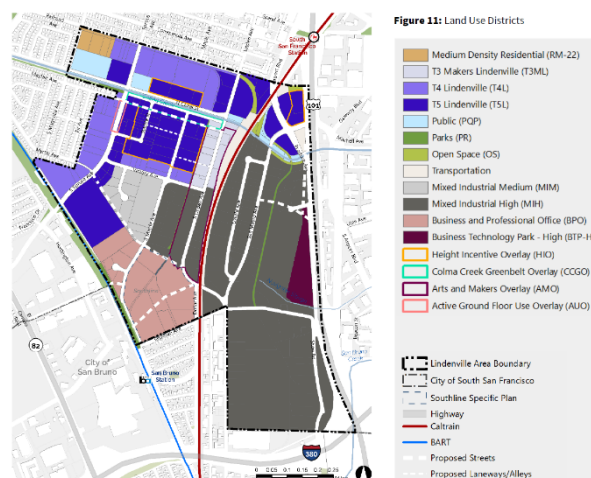
Location: South San Francisco, California

Strategic Economics conducted technical studies and developed economic development and affordable housing strategies to effectively implement a new specific plan guiding transformation and reinvestment in this industrial district.

The Lindenville area of South San Francisco was a mid-century industrial district with a mix of small and large service, repair, manufacturing, and distribution uses. The City's recently adopted General Plan designated the northern portion of the district—located immediately south of the downtown and adjacent to commuter rail—as a housing growth area. The Lindenville specific plan focused on implementing and guiding this housing transition while also preserving and enhancing economically critical industrial lands and businesses elsewhere in the district.

Strategic Economics prepared a housing market analysis that identified likely development product types and obstacles to housing delivery. An economic impact and business displacement analysis assessed the economic contributions of existing businesses and business retention priorities and challenges. Strategic Economics also assessed affordable housing needs and critical policies required to ensure the new plan area supports the City's affordable housing goals. A fiscal impact analysis compared public revenues associated with different land uses to inform considerations of land use mixes in the plan. Finally, Strategic Economics authored housing, economic development, and funding policies in the specific plan.

The South San Francisco City Council adopted the specific plan in the summer of 2023.



Unincorporated Alameda County Economic Development Strategy

Strategic Economics is working with Alameda County to develop an economic development strategy to attract new development and investment to the urban and rural unincorporated areas of Alameda County.

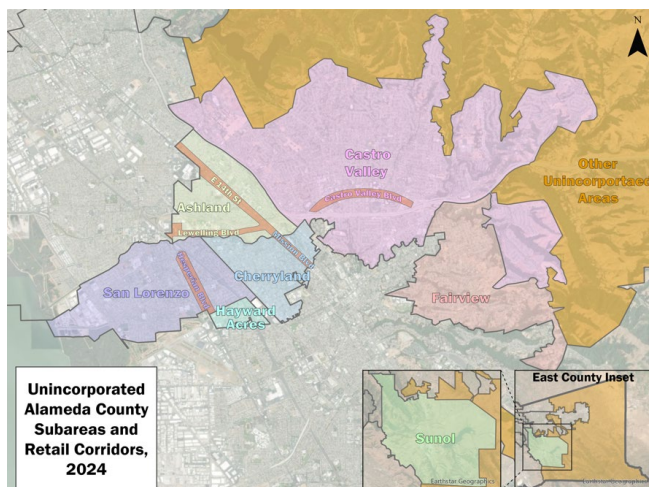
Client: Alameda County

Location: Unincorporated Alameda County

The economic development strategy for unincorporated Alameda County focuses on seven urban subareas including Ashland, Cherryland, San Lorenzo, Castro Valley, Hayward Acres, Fairview, and Sunol; as well as rural eastern Alameda County. The unincorporated areas of Alameda County vary widely in their demographics, employment and industry profile, and opportunity sites for future development. A cohesive strategy that incorporates findings from all urban and rural subareas is necessary to create an environment that is ripe for development and opportunity. Strategic Economics is performing analysis on who lives in each of these areas, what businesses and buildings are located along the major commercial corridors in the subareas, and where the best future opportunities will be for attracting new investment. Case studies and expert interviews will also be conducted to help round out information about each area and potential future opportunities.

The result of this work will be a set of implementation strategies and direction for applying these strategies in each individual unincorporated subarea of Alameda County. Special focus will be given on how to catalyze key opportunity sites and major commercial corridors in unincorporated Alameda County.

FIGURE 1: MAJOR COMMERCIAL CORRIDORS IN UNINCORPORATED ALAMEDA



Source: Strategic Economics, 2024.

El Cerrito San Pablo Avenue Market and Feasibility Analysis

Strategic Economics analyzed market and feasibility of development along the San Pablo corridor for the City of El Cerrito's to inform updates to Specific Plan requirements.

Client: El Cerrito Community Development Department

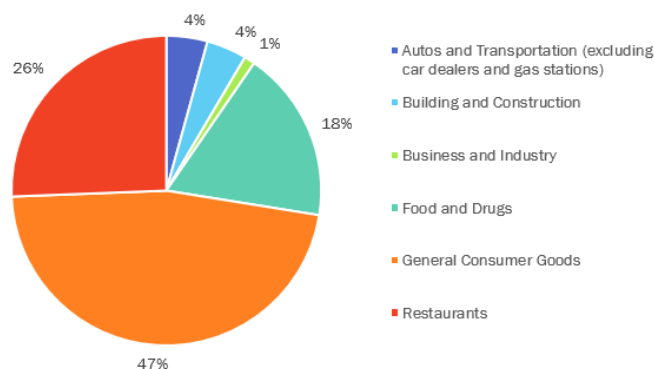
Location: El Cerrito, CA

Strategic Economics was retained by the City of El Cerrito to conduct a market and feasibility analysis to inform revised building and design standards for new development projects on the San Pablo Avenue corridor.

In 2014, the City adopted the San Pablo Avenue Specific Plan, which was successful in attracting considerable new residential development on the auto-oriented corridor. However, the amount of retail space added into development projects was minimal, and the amount of revenue-generating uses on San Pablo Avenue was declining. These conditions raised questions as to how to modify Specific Plan requirements to encourage more retail commercial uses, in order to generate tax revenues for the city and foster the desired walkable, retail-friendly environment as properties continue to redevelop.

Strategic Economics reviewed retail industry publications to understand the prognosis for brick-and-mortar retail by store type and retail category, and analyzed recent retail performance in the Specific Plan Area to determine what types of tenants new developments are realistically likely to attract. Additionally, SE conducted a buying power analysis to measure retail demand from new household growth in the trade area. Finally, SE completed a pro forma analysis to estimate the financial feasibility of including new ground-floor retail space in mixed-use residential buildings under the Specific Plan's current standards and with revised requirements. The findings from economic analysis will inform potential modifications to the design and building requirements of the Specific Plan area to remove obstacles to future development and ensure that the corridor can retain its vibrancy.

FIGURE 14: SAN PABLO AVENUE SPECIFIC PLAN AREA SALES TAX REVENUES BY INDUSTRY GROUP (EXCLUDING AUTO DEALERSHIPS AND GAS STATIONS), CY 2018†



Source: Source: HDL Companies, 2019; Strategic Economics, 2019†

Culver City Economic Development Implementation Plan

Strategic Economics prepared an Economic Development Implementation Plan focused on growing “creative tech” businesses, and incorporating land use strategies to encourage redevelopment of suburban corridors and business parks and enhance City revenues.

Client: City of Culver City

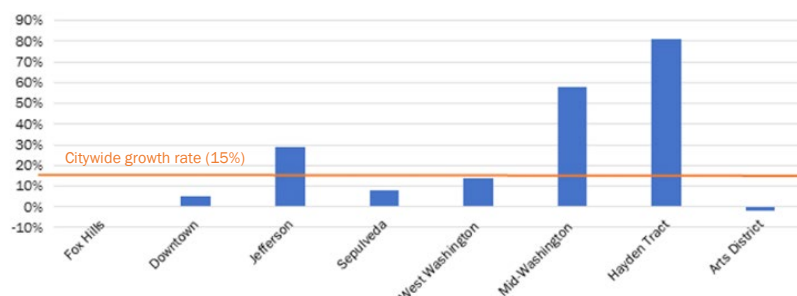
Location: Culver City, California

Strategic Economics worked with the City of Culver City to prepare a new Economic Development Implementation Plan (EDIP) that will guide the City’s economic development strategies and work program over the next five years. Located within the “Silicon Beach” region, Culver City is one of Southern California’s most desirable locations for creative technology and media businesses. The City has a longstanding film production industry, and an inventory of industrial buildings suitable for conversion to creative office space.

Strategic Economics developed a new EDIP to encourage growth of creative technology, support small business and retail districts, and attract reinvestment in commercial corridors. The plan also included a focus on workforce development, residential and commercial affordability, and stabilization and growth of City revenues. Strategic Economics performed analyses of the City’s industry mix and clusters, sales tax performance, commercial market, and development opportunities at the citywide, subarea, and site scales. The quantitative analyses were supplemented by interviews with local stakeholders representing a variety of industries.

The analyses found that Culver City is well-positioned to continue attracting business growth and investment. However, place-specific mobility constraints and development restrictions present obstacles to this future success. SE developed strategies and an action plan based on these and other findings, and is now working closely with the City’s Economic Development Subcommittee to refine the work program.

JOB GROWTH BY SUBAREA, 2013-2017



Source: California Employment Development Department, 2013-2017; Strategic Economics, 2019.

San Francisco Housing Affordability Strategies

Strategic Economics led a technical consultant team to assist the City of San Francisco Planning Department's to develop long-term strategies to improve housing affordability citywide.

Client: City of San Francisco Planning Department

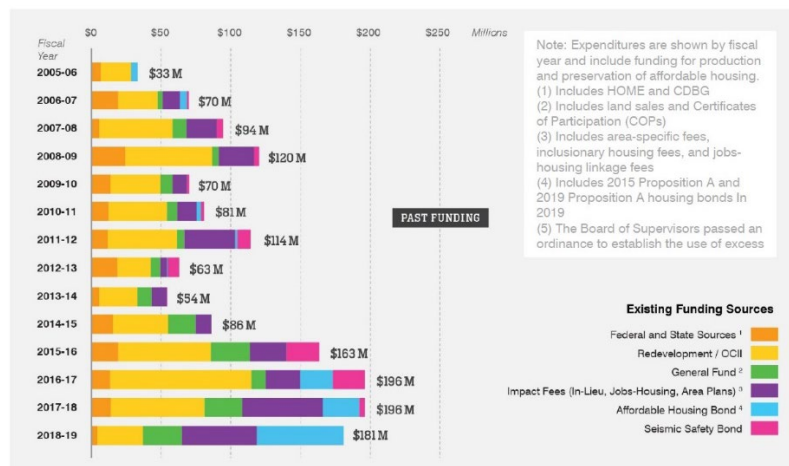
Location: San Francisco, CA

Strategic Economics conducted technical analysis to assist the San Francisco Planning Department with its citywide Housing Affordability Strategies (HAS). The firm worked closely with City staff and sub-consultants to develop tools and policies that will improve housing production (market-rate and affordable) and preserve existing affordable housing.

Strategic Economics worked with stakeholders, community members, policy advocates, and housing experts to identify metrics and policy tools, and then studied the impacts of various investments, policies, and plans to achieve greater affordability citywide. Strategic Economics led the feasibility analysis to understand how different zoning policies and strategies to reduce construction costs could boost market-rate housing development, especially in the West Side of San Francisco, which has not received recent multi-family housing development. In addition, Strategic Economics studied financial strategies to increase the production and preservation of affordable housing.

As the prime consultant on this project, Strategic Economics coordinated with other technical sub-consultants, City staff from Planning and the Mayor's Office of Housing and Community Development, and the community engagement consultant. Strategic Economics worked with City staff to produce a cohesive report with policy recommendations, along with white papers summarizing the research and analysis.

CITY OF SAN FRANCISCO AFFORDABLE HOUSING PAST FUNDING BY SOURCE IN MILLIONS, 2006-2009



Source: City of San Francisco, 2020.

Petaluma General Plan Update and Affordable Housing Strategy

Strategic Economics is completing a variety of analyses and policy recommendations to support Petaluma's prosperity and sustainability while maintaining the community's unique character.

Client: City of Petaluma

Location: Petaluma, California

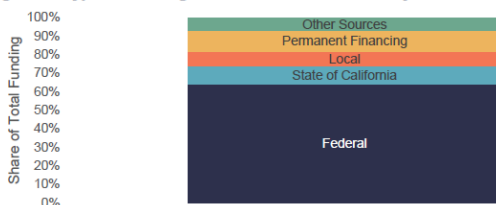
Strategic Economics is completing a range of analyses to support the Petaluma General Plan Update, with completed work including an economic and market analysis, affordable housing financing analysis and strategy, a study of the financial feasibility of higher-density housing products, and upcoming work on a fiscal impact analysis of plan alternatives. These analyses inform the work of the larger consultant team and Strategic Economics' current work on the new Economic Development Element of the General Plan.

The City of Petaluma sought an update to its General Plan that preserves the city's mix of historic and modern character, leverages new economic opportunities, and embodies the community's focus on sustainability and transit-oriented growth at current and future Sonoma-Marin Area Transit stations.

Strategic Economics' economic and market analyses clarified the anticipated magnitude of office and industrial development activity that can be captured in remaining greenfield sites, existing business parks, the Downtown area, and current and future SMART stations. The affordable housing and housing feasibility work is supporting the community's deliberations regarding opportunities to support market rate and affordable housing production—especially in Downtown Petaluma.

Strategic Economics is currently authoring the Economic Development Element of the general plan, and will soon initiate work on a fiscal impact analysis to illustrate the public revenue implications of different growth alternatives.

Figure 1: Typical Funding Sources for Affordable Projects in Petaluma, 2020-2021



Source: California Tax Credit Allocation Committee, 2020-2021; Strategic Economics, 2023.

Figure 13: Average Funding per Unit for Affordable Housing Projects in Sonoma County, 2020 to 2021

	Average Per Unit Funding, Sonoma County	Average Per Unit Funding, Petaluma Projects	Average Share of Total Funding, Petaluma Projects
Federal (including LIHTC)	\$299,000	\$438,000	64%
State of California	\$64,000	\$65,000	10%
Local (City or County)	\$25,000	\$54,000	8%
Permanent Financing	\$82,000	\$79,000	12%
Other Sources	\$32,000	\$47,000	7%
Total	\$502,000	\$683,000	100%

Note: Numbers are rounded to the nearest \$1,000. Numbers differ slightly from costs because some funding figures were reported separately by affordable housing developers.

Funding estimates come from 23 different TCAC applications submitted by projects in Sonoma County in 2020 and 2021. Two of these projects were in Petaluma: River City Senior Apartments and 414 Petaluma Blvd.

Source: California Tax Credit Allocation Committee, 2019-2021; Affordable Housing Developers, 2022; Strategic Economics, 2022.

Hayward Affordable Housing Ordinance Update

Strategic Economics analyzed and recommended adjustments to the City of Hayward's inclusionary housing and in-lieu fee requirements to maximize affordable housing production.

Client: City of Hayward

Location: Hayward, California

Strategic Economics completed financial feasibility analyses and researched other communities' inclusionary policies to recommend adjustments to the City of Hayward's "Affordable Housing Ordinance" (AHO). The AHO specifies the City's inclusionary requirements for affordable housing production and provides an in-lieu fee payment alternative.

The City engaged Strategic Economics in 2022 to re-study the AHO requirements, which were last updated in 2017. The City became concerned that the inclusionary requirements were discouraging production of higher-density housing products. The broader goals of the update were to maximize affordable housing production and examine opportunities to provide housing affordable at lower income levels.

Strategic Economics created a set of housing development prototypes and built pro forma models that tested the feasibility of residential development under different inclusionary requirements, different market conditions representing market subareas within Hayward, and different cost assumptions. The study found that lower-density ownership residential projects could sustain increased inclusionary requirements at a deeper level of affordability, but rental apartments could not feasibly support a higher inclusionary requirement. SE also analyzed the inclusionary policies and corresponding housing production of several "peer" jurisdictions. Finally, the study recommended in-lieu fee levels based on the feasibility analysis and an affordability gap analysis.

Strategic Economics worked with a Technical Advisory Committee, prepared materials for City staff to conduct community outreach, and led multiple public hearings with City decisionmakers. The study's recommendations will soon be considered for adoption by the City Council.

TIER 1 SENSITIVITY ANALYSIS FOR SINGLE FAMILY AND TOWNHOMES WITH 12% INCLUSIONARY REQUIREMENTS – 50/50 SPLIT BETWEEN MODERATE- AND LOW-INCOME UNITS

Scenario #	Current Costs	Scenario 1	Scenario 2	Scenario 3	Scenario 4	Scenario 5
Increase in Hard Costs of Construction	0%	1%	2%	3%	4%	5%
Project Type						
Single Family Development	Feasible	Feasible	Feasible	Marginally Feasible	Marginally Feasible	Marginally Feasible
Townhomes	Marginally Feasible	Marginally Feasible	Marginally Feasible	Marginally Feasible	Marginally Feasible	Infeasible

Source: Strategic Economics, 2023.

Link21 Anti-Displacement Toolkit

Strategic Economics worked with Link21 to develop a displacement assessment process and method for selecting an appropriate set of anti-displacement tools for each potential Link21 station.

Client: Link21 Program, Bay Area Rapid Transit District

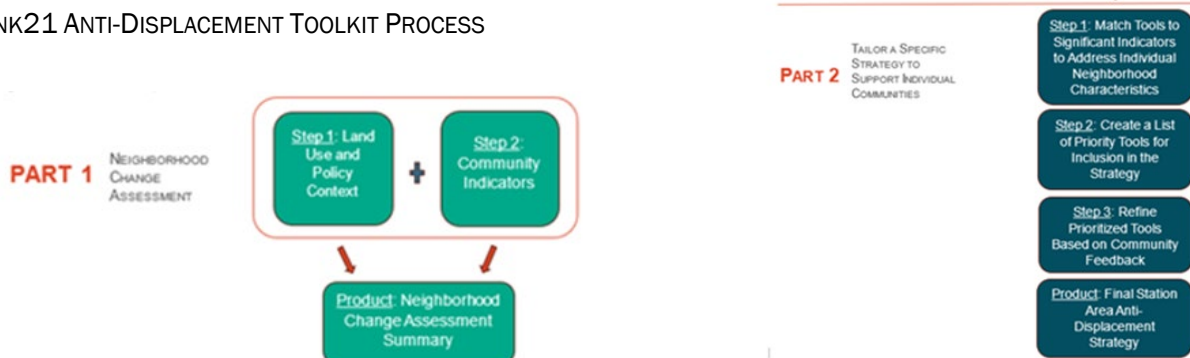
Location: Northern California 21 County Mega-region

Building on the most recent academic research regarding the causes of residential and small business displacement, Strategic Economics prepared multiple metrics for measuring residential and small business displacement potential in future Link21 station areas. These metrics reflect both long-term economic trends and specific potential displacement impacts the Link21 investment could have on individual station locations. Strategic Economics also compiled a list of anti-displacement tools, or strategies, that can be used to address a range of existing neighborhood displacement trends and potential Link21 investments-related displacement impacts on a station area by station area basis. Dr. Karen Chapple of the Anti-Displacement Project is also advising on this effort.

Link21 is a program of projects focused on improving rail service and transit connectivity for the 21 county northern California mega-region. Equity and inclusivity have been incorporated into the overall project, even in the initial planning stages. As the system planning moves forward, early actions will include working with communities anticipated to receive a significant increase in transit service from the program, to ensure that appropriate anti-displacement measures are being deployed to offset any heightened displacement risk that Link21 could trigger.

The Link21 Anti-Displacement toolkit was designed to assist both Link21 staff and local communities in working together to identify the kinds of change the neighborhoods around their existing or proposed transit station has been experiencing and define the ways that new transit service might compound existing trends or introduce new pressures related to neighborhoods change to select and implement specific anti-displacement tools that could offset trends that could push households and/or businesses out of the area.

LINK21 ANTI-DISPLACEMENT TOOLKIT PROCESS



El Cerrito Affordable Housing Strategy

Strategic Economics developed a citywide affordable housing strategy for the City of El Cerrito with detailed implementation actions that prioritized the use of the City's limited resources.

Client: City of El Cerrito

Location: El Cerrito, CA

Strategic Economics developed an Affordable Housing Strategy for the City of El Cerrito. El Cerrito has over 700 market-rate housing units in the pipeline, and, like the rest of the region, is experiencing a rapid rise in housing prices and rents. The Strategy included implementation actions aimed at leveraging market-rate development to produce new affordable housing, encouraging the development of "missing middle" housing types that are less expensive to build than traditional development types, preserving existing affordable units, preventing displacement and homelessness, and leveraging new funding sources to support the City's affordable housing goals.

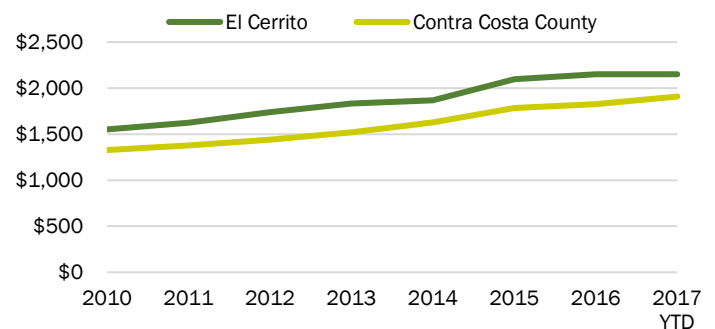
In order to develop the Strategy, Strategic Economics began by reviewing the City's affordable housing needs, existing resources, and real estate market conditions, and researching best practices for producing and preserving affordable housing and preventing displacement. Based on this research, the input received from two community workshops, and the recommendations of a technical advisory group, Strategic Economics developed an implementation strategy that prioritized actions based on potential impact (number of units that could be produced or preserved) and the staff and financial resources required. Strategies included establishing an affordable housing impact fee and/or inclusionary zoning policy; encouraging accessory dwelling units (ADUs), affordable cohousing, and modular housing construction types; and exploring new funding sources such as a local real estate transfer tax, business license tax on multi-family properties, or countywide general obligation bond for affordable housing.

El Cerrito's City Council adopted the strategy in August 2017, and the City is moving forward with implementation.

COMMUNITY WORKSHOP



AVERAGE RENT PER UNIT, 2010-2017



Sources: CoStar, June 2017; Strategic Economics, 2017.

Downtown Dublin Vision Plan

The City of Dublin selected UF in partnership with ELS to develop an actionable urban design plan for its downtown. The Preferred Vision included a new, extensive street grid, new street grid, new town square, and a mix of supportive land uses such as retail, office, hotel, and residential. The plan creates a focal point and a sense of place for the community. The district is anchored by a one-acre town square surrounded by shops and restaurants. The open space is designed to host classes, concerts, movies, markets, and music events. Surround the square is a walkable street grid. The mixed-use format helps diversify the district's economic base, inviting a wider range of activities to endure changing economic conditions. The vision reflects support from both private and public sectors and will guide future development. The team continued to work closely with the City of Dublin to review and represent public interest with the ARA/Hines Development team to align the implementation of the plan with the City's vision.

CLIENT

City of Dublin, CA

YEAR COMPLETED

2019-2024

CONTACT

Hazel Wetherford
Economic Development
Director

TEAM

Jane Lin
Ryan Call (while at ELS)



A Vision for Lincoln Avenue in Downtown Calistoga

Lincoln Avenue is Calistoga's Main Street which attracts visitors and locals alike with its eclectic mix of shops, restaurants, wine bars, hotels, events, services, and the connection to the Napa River walk. Community members and businesses voiced the need for an update of the street's design to improve the experience and safety for pedestrians as well as attracting new and diverse businesses. The Plan for Lincoln Avenue is the result of a stakeholder-based process that started in 2019 with an Economic and Retail Study, followed by the development of a Streetscape Plan through a series of workshops with the Calistoga Streetscape Task Force. The plan proposes an updated and refreshed streetscape experience focused on amplifying public life. Sidewalk extensions expand space dedicated to pedestrians by about 70% while providing an adequate supply of parking and loading. The street is enlivened by the addition of both commercial outdoor dining 'patios' and public parklets known as 'street rooms'. Widened sidewalks allow a significant expansion of the urban forest with new street trees and stormwater management areas. The re-imagined Lincoln Ave repositions downtown Calistoga for a vibrant future.

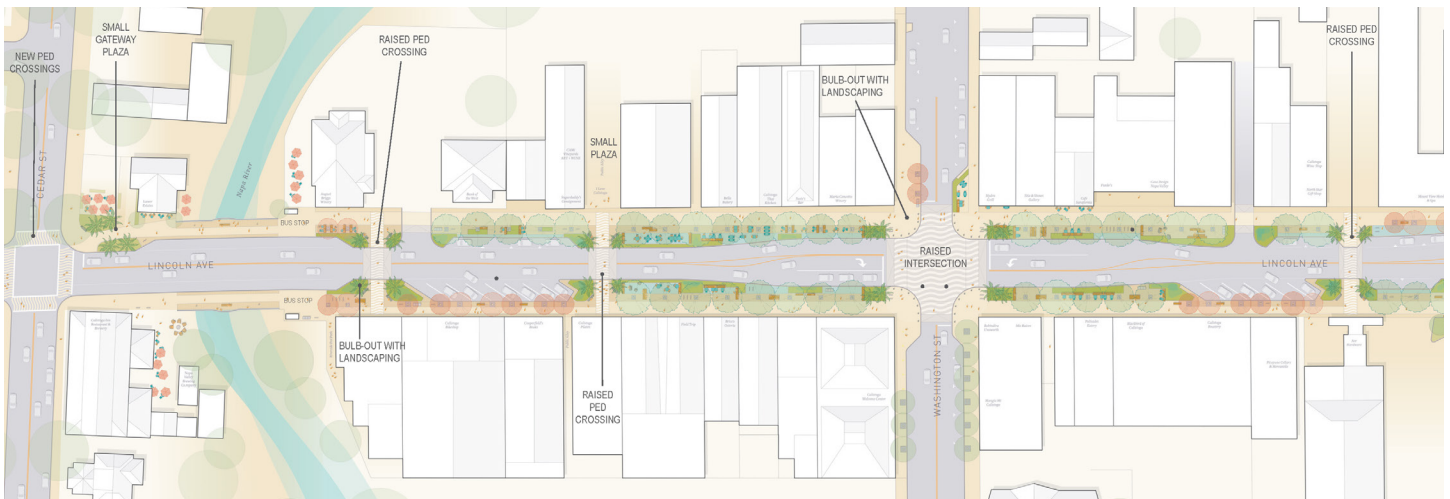
CLIENT

Calistoga Chamber of Commerce

YEAR COMPLETED
2023

CONTACT

Eric Reichert
Executive Director,
Calistoga Chamber of Commerce
eric@calistogachamber.net



KEY TEAM MEMBER SUMMARY

Our proposed project team combines a wealth of skill sets and experience with the project assignments included the previous section.

Derek W. Braun, will serve as the Principal-in-Charge and Project Manager. Mr. Braun will provide project direction, attend all key meetings, and serve as the primary point of contact for day-to-day efforts for the project.

Dena Belzer, will serve as a Project Advisor to provide insight in retail corridor strategies, particularly drawing upon Ms. Belzer's recent experience with unincorporated Alameda County and the State Street Master Plan in Santa Barbara.

Ryan Haight will be the Lead Analyst and Assistant Project Manager. Mr. Haight will lead the analytical efforts on the project as well as provide communications and coordination support.

T.J. McKiernan will be an Analyst on the project, performing the day-to-day data collection and analytical tasks to support the project.

Jorge Mariscal is a Research Analyst who will provide data collection and spatial analysis for the project as needed.

Ryan Call will serve as a Project Advisor to and offer expertise on physical plan development and implementation strategies, as well as personal knowledge about the San Pablo Avenue corridor.

REFERENCES

References for Strategic Economics

Project: Hayward Affordable Housing Ordinance Update

Christina Morales
Deputy Director of Development Services
City of Hayward
777 B Street
Fourth Floor
Hayward, CA 94541
P: (510) 583-4243
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Project: Link21 Anti-Displacement Toolkit

Darin Ranelletti
Manager of Strategic Initiatives
BART Planning + Development
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Project: Unincorporated Alameda County Economic Development Strategy

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Director of Economic & Civic Development Department, Alameda County Community Development Agency
224 W. Winton Ave., #110
Hayward, CA 94544
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Projects:

South San Francisco Lindenville Specific Plan, General Plan Update, Labor Standards Feasibility Study

Tony Rozzi
Deputy Director, Economic and Community Development
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South San Francisco, CA 94080
P: (650) 877-8535
E: tony.rozzi@ssf.net

References for Urban Field Studio

Project: Downtown Dublin Vision Plan

Hazel Wetherford, Deputy City Manager
City of Dublin
100 Civic Plaza
Dublin, CA 94568
Phone: 925-833-6650

Project: The Aldrich District at Mueller Town Center

Greg Weaver, President of Development
Catellus Development Corporation
Phone: 512-703-9202

Project: A Vision for Lincoln Avenue in Downtown Calistoga

Eric Reichert, Executive Director
Calistoga Chamber of Commerce
eric@calistogachamber.net

PROPOSED SCOPE OF WORK

Project Understanding and Approach

The San Pablo Avenue Specific Plan has achieved significant successes in attracting commercial, market-rate residential, and affordable housing development activity. The corridor is continuing to make progress in achieving the vision of a vibrant, multimodal, and livable residential community and economic engine for El Cerrito. The City of El Cerrito took a significant step forward in supporting future success through the 2022 update to the specific plan, including expanded development capacity.

Now that the specific plan amendments are complete, the City's requested implementation strategy and affordable housing strategy represent opportunities to once again rapidly advance the plan's vision. Strategic Economics has prepared a scope of work focused on accelerating implementation of the San Pablo Avenue Specific Plan and enhancing the plan area's role in meeting citywide affordable housing needs.

Our approach and scope of work provide targeted analyses of existing conditions and opportunities in the plan area, accompanied by responsive policy assessments and recommendations. Our work will culminate in efficient and innovative strategies, policies, and tools for use by the City to accelerate development and investment, attract and retain businesses, prevent displacement of residents and loss of affordable housing, and accelerate production of deed-restricted affordable housing.

Strategic Economics' approach to preparing the Implementation Plan and Strategy (task 1 in the RFP) includes the following emphases:

- **Targeted data analyses to identify the plan area's economic performance and competitive position:** Targeted market, business, sales tax, and industry analyses will be used to clarify the role the plan area currently serves within the El Cerrito economy and identify demand and opportunities to attract additional business activity and investment—including small businesses.
- **Leverage local and expert knowledge:** Our approach includes interviews with local experts who best understand on-the-ground conditions. Interviews will include local brokers, developers (including affordable housing), the Chamber of Commerce or other business organization, and City staff.
- **Match business opportunities with space, location, and supportive service needs:** Based on the market and economic analyses, our approach will examine the space requirements and location preferences of existing and potential businesses versus the existing inventory of spaces on the corridor (through analysis of CoStar inventory data). Urban Field Studio will also provide guidance regarding preferences for retail configurations and site design based on their deep familiarity with the San Pablo Corridor in El Cerrito and wide-ranging experience in designing and evaluating physical retail spaces.
- **Identify the plan area's unique affordable housing opportunities to refine implementation of the City's housing strategies and policies:** Strategic Economics recognizes that El Cerrito has already adopted a robust set of housing affordability policies in the Housing Element and the Affordable Housing Strategy that we authored in 2017. Our analysis will focus on identifying

the unique role and opportunities in the plan area to implement the City's policies—given the plan area's priority for future development—followed by consideration of how policies and actions may need to be adjusted based on those opportunities. This effort includes comparative demographic and household analyses, assessment of residential displacement pressures, and consideration of affordable housing development constraints and opportunities.

- **Ensure compliance with the MTC TOC affordable housing policy requirements:** Strategic Economics will leverage our familiarity with the TOC affordable housing policy requirements to ensure compliance with housing production, preservation, and protection requirements. We recently completed work on TOC policy and implementation analyses for the City of San Jose.

Scope of Work

The following scope of work describes Strategic Economics' specific analyses and outcomes for each major task.

Task 1: Project Kickoff

Strategic Economics and Urban Field Studio will participate in an on-site kickoff meet with City staff to confirm project goals, process, timing, and data requests. The team will then participate in a site tour organized and led by City staff.

Strategic Economics will request and review relevant data and documents provided by the City.

Task 2: San Pablo Avenue Specific Plan Implementation Plan and Strategy

Task 2.1: Retail/Commercial Market, Economic, and Policy Analysis

Strategic Economics will complete retail and commercial market analyses and economic assessments to describe opportunities and constraints related to the types of businesses located within or likely to seek space within the plan area, and assess these businesses' space needs/locations. The following tasks will be completed, subject to data availability and coverage.

- **Retail and commercial real estate market assessment:** Strategic Economics will assess retail and office real estate market conditions and trends through analysis of inventory, rent, and vacancy rate trends (via CoStar data) and development activity in the plan area and surrounding market area. Strategic Economics will also interview local brokers for perspectives on local challenges and opportunities.
- **Business/industry analysis:** Subject to data availability, Strategic Economics will gauge recent business, industry, and employment trends within the plan area. CoStar tenanting data will clarify the types of businesses signing recent leases and the characteristics of spaces leased. El Cerrito's business license data, if available, will also be used to assess business characteristics by business type and size. Broader comparative regional employment trends and industry composition will be assessed via U.S. Census LEHD data.

- **Sales tax performance:** Strategic Economics will further examine retail performance in the plan area through analysis of time-series sales tax data by category of business. This analysis will be performed for the corridor if the City of El Cerrito City Council approves a resolution to share confidential sales tax data. Otherwise, Strategic Economics will analyze trends at the citywide level. Strategic Economics will also conduct an interview with representatives of the Chamber of Commerce or another selected business organization to identify constraints and opportunities impacting the plan area's retail businesses.

Based on the analyses above, Strategic Economics, with input from Urban Field Studio, will identify trends and needs for the kinds of spaces sought by retail and office businesses likely to locate within the plan area. The findings will also be used to identify regulatory and policy constraints for new and existing businesses, such as specific zoning requirements. Strategic Economics will review El Cerrito's current economic development policies and efforts to provide further feedback on potential policy adjustments.

Task 2.2: Residential and Mixed-Use Development Constraints and Opportunities Assessment

Strategic Economics will analyze current housing market conditions and development activity to identify constraints, opportunities, and resources needed to accelerate housing and mixed-use development activity within the plan area. The analysis will incorporate the impacts of recently adopted State housing laws and their implications for local policies and development feasibility.

Strategic Economics will analyze rent, sales price, and development activity trends over time for the plan area, city, and broader market area using CoStar data, City data, and other sources. This information will clarify the types and locations of housing products built in the plan area and how this has changed over time. For projects using the state density bonus, the projects' waivers and concessions indicate aspects of local code requirements that create additional constraints for developers.

Strategic Economics will also conduct interviews with developers who recently built or are pursuing housing projects in El Cerrito to receive input on local and broader challenges and opportunities impacting the feasibility of different housing product types. Strategic Economics will also apply lessons learned from recently completed financial feasibility studies for communities throughout the Bay Area for a variety of housing product types.

Task 2.3: Implementation Plan and Strategy

Based on the findings, constraints, resource needs, and policy recommendations developed in tasks 2.1 and 2.2, Strategic Economics will prepare an Implementation Plan and Strategy to advance the specific plan. The plan will focus on the specific actions the City can take to catalyze new development in the project area and support businesses of all sizes. The actions will include information about implementation responsibility and whether potential outside funding sources may be available. The memo will include discussion of potential funding and financing options that can support infrastructure and other needs identified as constraints to development activity.

Task 2 Deliverables and Meetings with City Staff:

- *Task 2.1 and 2.2 Technical Analysis Memorandum: This memo will describe the findings and conclusions of the task 2.1 analyses and provide preliminary program and policy recommendations for consideration as part of an implementation strategy. Drafts will include*

an administrative draft and final draft memo, with the final draft provided in response to a single non-conflicting set of comments from City staff.

- *Task 2.3 Implementation Strategy Memorandum: This memo will describe the implementation strategy. Drafts will include a preliminary administrative draft, administrative draft, and final draft memo, with the administrative and final drafts provided in response to single non-conflicting sets of comments from City staff.*
- *Virtual Meetings with City Staff: Strategic Economics will prepare for and participate in up to three virtual meetings with City staff during completion of Task 2. The topics and timing of meetings can vary, but one meeting will likely be an interim check-in on the findings, the second meeting will be used to review final findings and consider potential direction for the implementation strategy, and the third meeting to discuss feedback and direction on the administrative draft strategy memo.*

Task 3: Affordable Housing and Anti-Displacement Strategy

Task 3.1: Demographic, Household, and Displacement Risk Analysis

Strategic Economics will examine recent demographic and household trends impacting the need for affordable housing and to serve special needs households. Much of this data was recently collected for the Housing Element update process. Therefore, Strategic Economics will first review available data to identify gaps or needs for updates, and then complete additional demographic and household data analyses. This analysis will include consideration of conditions within the specific plan area to determine whether unique needs and opportunities exist.

Strategic Economics will also examine the findings of the Urban Displacement Project to identify levels of displacement risk by income level in different parts of El Cerrito.

Task 3.2: Program, Policy, and Financial Resource Evaluation

Strategic Economics will evaluate local affordable housing programs, policies, financial resources, and best practices via the following steps:

- Interview El Cerrito Housing staff and review relevant documents including the Housing Element and the Affordable Housing Strategy authored by Strategic Economics.
- Inventory El Cerrito's existing programs, policies, and funding sources serving affordable housing production, preservation, and tenant protection.
- Interview affordable housing developers in El Cerrito and the surrounding region to identify barriers to affordable housing production in El Cerrito, including major financial and regulatory constraints to development.
- Evaluate local and countywide affordable housing funding availability in the form of fees, housing bonds, and other sources; compile local funding contributions by source for recently built affordable housing in El Cerrito.
- Estimate the local funding gap for very low-, low-, and moderate-income units (tax credit housing) based on pro-forma statements from recently built affordable housing projects to then examine funding needs and current shortfalls for meeting El Cerrito's RHNA goals.

- Identify up to five critical categories of policy, program, or funding mechanisms for enhancing production/preservation/protection efforts in El Cerrito and compile best practices and local examples for these mechanisms through literature review and assessment of policies among regional peer cities.

Based on these analyses and assessments, Strategic Economics will prepare a memo describing the findings/conclusions, identifying funding needs to meet RHNA goals, and recommending potential adjustments to El Cerrito's programs, policies, and funding sources.

Task 3 Deliverables and Meetings with City Staff:

- *Task 3 Affordable Housing and Anti-Displacement Strategy Memorandum: This memo will describe the findings and conclusions of the analyses and recommend policy changes. Drafts will include a preliminary administrative draft, administrative draft, and final draft memo, with the administrative and final drafts provided in response to single non-conflicting sets of comments from City staff.*

Task 4: Public Meetings

Strategic Economics will prepare for and participate in up to two in-person meetings of the El Cerrito City Council to present findings and recommendations.

Task 4 Deliverables:

- *PowerPoint slides for City Council meetings, as needed.*

COST PROPOSAL

Strategic Economics proposes a total budget of \$99,790 to complete all tasks described in the scope of work. The following budget breakdown shows all-inclusive hourly billing rates. Strategic Economics' team can provide all services specified in the RFP.

				STRATEGIC ECONOMICS										Urban Field Studio			
Task #	Description	Total Time	Total Amount	Derek Braun, Principal		Dena Belzer, President		Ryan Haight & T.J. McKiernan, Associates		Jorge Mariscal, Research Analyst		TOTAL HRS	TOTAL AMOUNT	Ryan Call, Partner		TOTAL HRS	TOTAL AMOUNT
				Rate:		Rate:		Rate:		Rate:				Rate:			
		Hours	Dollars	\$243		\$320		\$155		\$119				\$195.00			
<u>Task 1</u>	Project Kickoff and Management																
1	Project Kickoff	29	\$5,388	8	\$1,944	1	\$320	8	\$1,240	6	\$714	23	\$4,218	6	\$1,170	6	\$1,170
Sub Total - Task 1		29	\$5,388	8	\$1,944	1	\$320	8	\$1,240	6	\$714	23	\$4,218	6	\$1,170	6	\$1,170
<u>Task 2</u>	Implementation Plan & Strategy																
2.1	Market, Economic, Policy Analysis	122	\$19,571	7	\$1,701	1	\$320	60	\$9,300	30	\$3,570	98	\$14,891	24	\$4,680	24	\$4,680
2.2	Development Constraints & Opportunities	85	\$13,468	8	\$1,944	1	\$320	60	\$9,300	16	\$1,904	85	\$13,468		\$0	0	\$0
2.3	Implementation Plan & Strategy	83	\$13,862	16	\$3,888	1	\$320	50	\$7,750	16	\$1,904	83	\$13,862		\$0	0	\$0
Sub Total - Task 2		290	\$46,901	31	\$7,533	3	\$960	170	\$26,350	62	\$7,378	266	\$42,221	24	\$4,680	24	\$4,680
<u>Task 3</u>	Affordable Hsg & Anti-Displacement																
3.1	Demographic, Household, Displacement Risk	90	\$12,894	6	\$1,458	0	\$0	40	\$6,200	44	\$5,236	90	\$12,894		\$0	0	\$0
3.2	Program, Policy, Financial Resources	186	\$29,655	30	\$7,290	1	\$320	100	\$15,500	55	\$6,545	186	\$29,655		\$0	0	\$0
Sub Total - Task 3		276	\$42,549	36	\$8,748	1	\$320	140	\$21,700	99	\$11,781	276	\$42,549	0	\$0	0	\$0
<u>Task 4</u>	Public Meetings																
4	Public Meetings	24	\$4,952	14	\$3,402	0	\$0	10	\$1,550	0	\$0	24	\$4,952		\$0	0	\$0
Sub Total - Task 4		24	\$4,952	14	\$3,402	0	\$0	10	\$1,550	0	\$0	24	\$4,952	0	\$0	0	\$0
	GRAND TOTAL		\$99,790										\$93,940				\$5,850

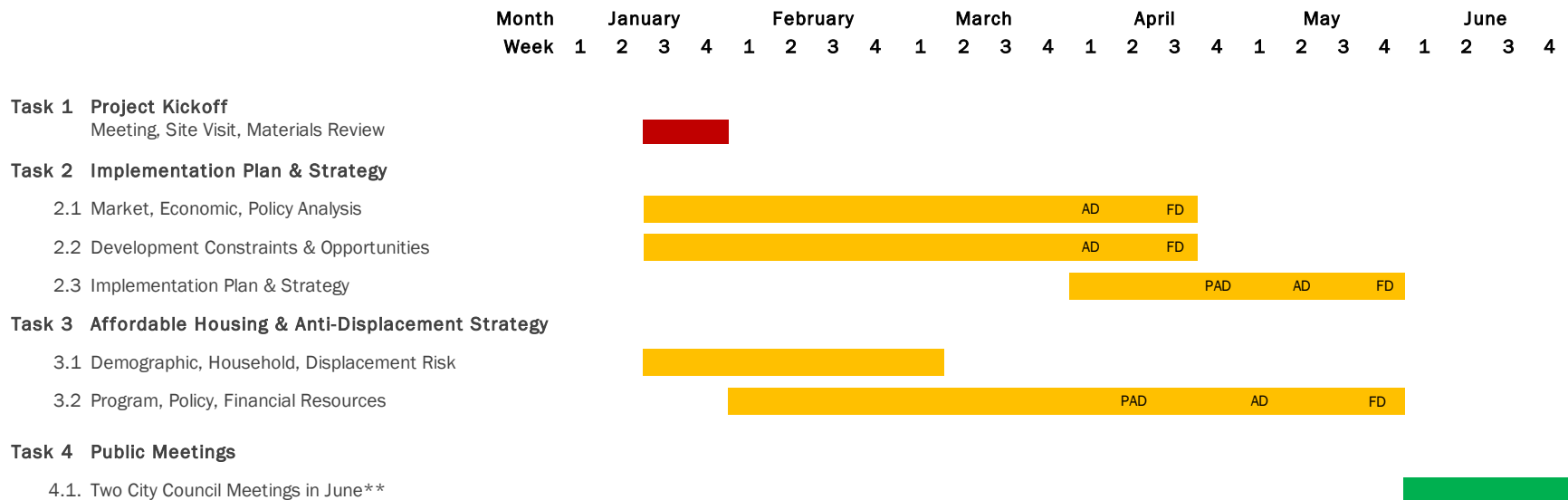
SCHEDULE

Strategic Economics has prepared a proposed schedule for completion of the project by the required deadline of June 30, 2025, although we are open to modifications based on discussion with City staff. The schedule is contingent on the project commencing by the end of January 2025. This schedule is achievable, but with little margin for any delays. Strategic Economics believes the project would benefit from extension of the schedule if possible.

In the schedule below, “PAD” refers to preliminary administrative draft, “AD” refers to an administrative draft, and “FD” refers to final draft.

Proposed Project Schedule*

El Cerrito San Pablo Avenue Specific Plan Implementation / Affordable Housing Strategy



*The schedule is conditional on the project commencing by the end of January 2025. The schedule will also be impacted by the timing for receiving City data, City review of deliverables, and scheduling of public meetings.

**The dates and appropriate timing/content of these meetings will be determined through discussion with City staff. Approximate ranges of potential meeting dates are indicated.

CONSULTING SERVICES AGREEMENT

Strategic Economics has reviewed the terms of the Professional Services Agreement. We do not request or require any exceptions to the agreement terms.