



AGENDA

SPECIAL CITY COUNCIL MEETING – CLOSED SESSION

Tuesday, May 1, 2012 – 6:30 p.m.

Hillside Conference Room

CITY COUNCIL MEETING

Tuesday, May 1, 2012 – 7:00 p.m.

City Council Chambers

Meeting Location

El Cerrito City Hall

10890 San Pablo Avenue, El Cerrito

Bill Jones – Mayor

Mayor Pro Tem Greg Lyman
Councilmember Rebecca Benassini

Councilmember Ann Cheng
Councilmember Janet Abelson

6:30 p.m. ROLL CALL

CONVENE SPECIAL CITY COUNCIL MEETING – CLOSED SESSION

ANNOUNCEMENT OF CLOSED SESSION

Conference with Labor Negotiators *(Pursuant to Government Code Section 54957.6)*

Agency designated representatives: Scott Hanin, City Manager, Sky Woodruff, City Attorney, Glenn Berkheimer, IEDA, Sukari Beshears, Employee Services Manager

Employee organizations: Service Employees International Union, Local 1021

Unrepresented Employees

Police Employees Association

International Association of Firefighters, Local 1230

Public Safety Management Group

ORAL COMMUNICATIONS FROM THE PUBLIC *(Comments are limited to three minutes and to items on this Special Closed Session agenda only.)*

RECESS INTO CLOSED SESSION

POSSIBLE REPORT OUT OF CLOSED SESSION

ADJOURN SPECIAL CITY COUNCIL MEETING – CLOSED SESSION

ROLL CALL

7:00 p.m.

CONVENE CITY COUNCIL MEETING

1. **PLEDGE OF ALLEGIANCE TO THE FLAG** – Mayor Jones
2. **COUNCIL / STAFF COMMUNICATIONS** (*Reports of Closed Session, commission appointments and informational reports on matters of general interest which are announced by the City Council & City Staff.*)

3. **ORAL COMMUNICATIONS FROM THE PUBLIC**

All persons wishing to speak should sign up with the City Clerk. Remarks are limited to 3 minutes per person. Please state your name and city of residence for the record. 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 are taken up at the time the City Council deliberates each action item. Individuals wishing to comment on any closed session scheduled after the regular meeting may do so during this public comment period or after formal announcement of the closed session.

4. **PRESENTATIONS** – None

5. **ADOPTION OF THE CONSENT CALENDAR – Item Nos. 5A through 5H**

Consent Calendar items are considered to be routine by the City Council and will be enacted by one motion unless a request for removal for discussion or explanation is received prior to the time Council votes on the motion to adopt.

- A. **Minutes for Approval**

Approve the April 17, 2012 City Council meeting minutes.

- B. **Second Reading of the Measure A – Swim Center Special Tax Ordinance**

Approve second reading and adopt Ordinance No. 2012–02, setting a reduced tax rate only for Fiscal Year 2012–13 for the special tax imposed pursuant to Chapter 4.56 of the El Cerrito Municipal Code.

- C. **Accept the Engineer's Report of Landscape and Lighting Assessment District No. 1988–1, Order Improvements and Set the Public Hearing Date**

Accept the Engineer's Report specifying assessments for the Landscaping and Lighting Assessment District and adopt a Resolution of Intention to Order Improvements pursuant to the Landscape and Lighting Act of 1972, and setting the date for the public hearing as May 15, 2012.

- D. **Support Libraries**

At the request of Mayor Jones, authorize the Mayor to sign a letter urging Governor Brown to reinstate \$15.9 million in funding that was eliminated from the State's Fiscal Year 2011–12 budget and to include a similar amount of funding in the 2012–13 budget.

- E. **Contra Costa 350 Home & Garden Challenge**

At the request of Mayor Jones adopt a resolution expressing the City Council's support for the Contra Costa 350 Home and Garden Challenge by declaring the weekend of May 12 & 13, 2012 350 Home & Garden Challenge weekend, and encourages the community to work together

during these countywide days of community action to build a stronger, healthier and more sustainable City.

F. Support for the Renaming of Eastshore State Park

At the request of Councilmember Abelson, adopt a resolution expressing support for the renaming of the Eastshore State Park to McLaughlin Eastshore State Park.

G. Confirm Fiscal Year 2012–13 Budget Schedule

Approve the City Manager's recommendation to convene a special City Council meeting on June 12, 2012 for the purposes of scheduling a public hearing on the budget. The budget is scheduled for introduction on June 5, 2012. A public hearing, questions and comments on the budget would be received on June 12. The City Council would then consider adoption of the budget on June 19, 2012.

H. Confirm a Reduced City Council Summer 2012 Meeting Schedule

Approve a recommendation to adopt a reduced City Council Meeting Schedule consisting of the third Tuesday in July, August and September 2012. This practice is consistent with the reduced scheduled approved in the past eleven years. City Council Meeting dates in July, August and September would be July 17, August 21, and September 18, 2012 with an additional request to keep the first Tuesday in each month reserved for special meetings as needed.

6. PUBLIC HEARINGS – None

7. POLICY MATTERS

Award of Contract to Management Partners for the Development of a Citywide Strategic Plan

Adopt a resolution authorizing the City Manager to enter into an agreement with Management Partners to assist the city in development of a Strategic Plan in an amount not to exceed \$45,000.

8. COUNCIL ASSIGNMENTS/LIAISON REPORTS

A. Mayor Jones Assignments: Contra Costa County Mayors' Conference, Crime Prevention Committee, Design Review Board, Disaster Preparedness Council Delegate, Municipal Service Corporation Chair, Oversight Board of the Successor Agency for the Former El Cerrito Redevelopment Agency, Pension Board Chair, Temporary Permits Committee, Tom Bates Regional Sports Field JPA, Underground Utilities Committee, West County Integrated Waste Management Authority Alternate and West County Mayors' & Supervisors' Association.

B. Mayor Pro Tem Lyman Assignments: Commission/Committee Rules Subcommittee, Contra Costa County Mayors' Conference Alternate, Disaster Preparedness Council Alternate, Economic Development Board, Municipal Services Corporation Vice-Chair, Pension Board Alternate, Planning Commission, Tree Committee, West County Integrated Waste Management Authority Delegate and West County Mayors' & Supervisors' Association Alternate.

C. Councilmember Abelson Assignments: Association of Bay Area Governments (ABAG) General Assembly Alternate, Committee on Aging, Contra Costa Transportation Authority, Environmental Quality Committee, League of California Cities East Bay Division Delegate and West Contra Costa Transportation Advisory Committee Delegate.

D. Councilmember Benassini Assignments: Arts and Culture Commission, Park and Recreation Commission, Redevelopment Agency Vice-Chair, and Tom Bates Regional Sports Field JPA Alternate.

E. Councilmember Cheng Assignments: Association of Bay Area Governments (ABAG) General Assembly Delegate, Commission/Committee Rules Subcommittee, Financial Advisory Board, Human Relations Commission, League of California Cities East Bay Division Alternate, Redevelopment Agency Chair and West Contra Costa Transportation Advisory Committee Alternate.

9. ADJOURN CITY COUNCIL MEETING

The El Cerrito Municipal Services Corporation will meet immediately following this regular meeting of the City Council. The next City Council meeting is scheduled on Tuesday, May 15, 2012 at 7:00 p.m. The meeting will take place in the City Council Chambers at City Hall, 10890 San Pablo Avenue, El Cerrito.

The City of El Cerrito serves, leads and supports our diverse community by providing exemplary and innovative services, public places and infrastructure, ensuring public safety and creating an economically and environmentally sustainable future.

- Council Meetings can be heard live on FM Radio, KECG – 88.1 and 97.7 FM and viewed live on Cable TV - KCRT- Channel 28. The meetings are rebroadcast on Channel 28 the following Thursday and Monday at 12 noon, except on holidays. Live and On-Demand Webcast of the Council Meetings can be accessed from the City's website <http://www.el-cerrito.org/ind-ex.aspx?NID=114>. Copies of the agenda bills and other written documentation relating to items of business referred to on the agenda are on file and available for public inspection in the Office of the City Clerk, at the El Cerrito Library and posted on the City's website at www.el-cerrito.org prior to the meeting.
- In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the City Clerk, (510) 215-4305. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting. (28 CFR 35.102-35.104 ADA Title I).
- ***The Deadline for agenda items and communications*** is eight days prior to the next meeting by 12 noon, City Clerk's Office, 10890 San Pablo Avenue, El Cerrito, CA. Tel: 215-4305 Fax: 215-4379, email cmorse@ci.el-cerrito.ca.us
- IF YOU CHALLENGE A DECISION OF THE CITY COUNCIL IN COURT, YOU MAY BE LIMITED TO RAISING ONLY THOSE ISSUES YOU OR SOMEONE ELSE RAISED AT THE COUNCIL MEETING. ACTIONS CHALLENGING CITY COUNCIL DECISIONS SHALL BE SUBJECT TO THE TIME LIMITATIONS CONTAINED IN CODE OF CIVIL PROCEDURE SECTION 1094.6.
- The City Council believes that late night meetings deter public participation, can affect the Council's decision-making ability, and can be a burden to staff. City Council Meetings shall be adjourned by 10:30 p.m., unless extended to a specific time determined by a majority of the Council.

EL CERRITO CITY COUNCIL

MINUTES

CITY COUNCIL MEETING
Tuesday, April 17, 2012 – 7:00 p.m.

Meeting Location
El Cerrito City Hall
10890 San Pablo Avenue, El Cerrito

Bill Jones – Mayor

Mayor Pro Tem Greg Lyman
Councilmember Rebecca Benassini

Councilmember Ann Cheng
Councilmember Janet Abelson

ROLL CALL

Present: Councilmembers Abelson, Benassini, Lyman and Mayor Jones.

Absent: Councilmember Cheng

7:00 p.m. CONVENE CITY COUNCIL MEETING

Mayor Jones convened the regular City Council meeting at 7:03 p.m.

1. PLEDGE OF ALLEGIANCE TO THE FLAG was led by Councilmember Abelson

2. COUNCIL / STAFF COMMUNICATIONS

Councilmember Abelson announced the environmental Green Team's Baxter Creek Work Parties on May 5 and June 2 from 10:00 a.m. to 12:30 p.m. at the intersection of the Ohlone Greenway and Conlon Avenue, just south of where BART crosses San Pablo. More information can be obtained by calling 215-4350 or emailing green@ci.el-cerrito.ca.us. Additionally, the celebration of Earth Day will occur in two parts this year. On April 21, 2012 there will be work parties. Volunteers who have not signed up can come to the Community Center at 9:00 a.m. for an assignment or sign up ahead of time online at earthday@ci.el-cerrito.ca.us. There will be a free volunteer lunch at noon at the Community Center with lots of activities for kids.

On Sunday, April 22 there will be a celebration and ribbon cutting for the City's new Recycling Center. The Recycling Center is platinum level LEED certified, the highest green building standard. The new recycling center will be a very special place that will offer an opportunity to see innovative green building design and will also incorporate new ideas for recycling and reuse.

Mayor Jones noted that the City Council recently received petitions from several residents regarding a plastic bag ban. Mayor Jones explained that El Cerrito is doing something about the issue in association with RecycleMore.

Mayor Pro Tem Lyman stated that RecycleMore is in the process of completing the environmental review. RecycleMore hired a consultant to conduct an environmental review of the process and craft legislation that five cities can adopt. The consultant has completed the initial checklist and is in the process of completing a draft mitigating negative declaration for consideration which will hopefully be adopted at the Integrated Waste Management Authority (IWMA) Board level. Draft legislation will then be provided to cities to consider in the near future.

Mayor Jones stated that the City is joining up with the Integrated Waste Management Authority so the expense to each city is minimized.

3. ORAL COMMUNICATIONS FROM THE PUBLIC

Al Miller, El Cerrito, reported that the El Cerrito Patch is celebrating its first birthday. Mr. Miller thanked editor Charles Burress for the amount of energy and time that has been put into creating the Patch and noted that the Patch is very valuable to the community because the Patch reaches out and contacts a large part of the community that are not normally involved in civic government news and events. Mr. Miller also expressed his support for Consent Calendar Item No. 5(D), the resolution in support of West Contra Costa Unified School Measure K.

4. PRESENTATIONS

A. HEAL Cities Campaign – Presentation of certificate designating El Cerrito is an Active City.

Presenter: Suzanne Lindheim, M.D., Kaiser Permanente, presented the City Council with the Healthy Eating Active Living (HEAL) Cities Campaign Certificate of Recognition designating the City of El Cerrito as an Active HEAL City and for joining HEAL and adopting policies to fight the obesity epidemic.

Action: Received certificate

B. San Pablo Avenue Streetscape Public Art Project Update

Receive an informational presentation by artists Jonathan Russell and Saori Ide about the San Pablo Avenue Public Art Project.

Presenters: Suzanne Iarla, Community Outreach Specialist; Nancy Donovan, Vice Chair, Arts & Culture Commission, Jonathan Russell and Saori Ide, Artists.

Action: Received presentation

5. ADOPTION OF THE CONSENT CALENDAR – Item Nos. 5A through 5E

Moved, seconded (Lyman/Abelson; Ayes – Councilmembers Abelson, Benassini, Lyman and Mayor Jones; Noes – None; Absent – Councilmember Cheng) and carried to approve Consent Calendar Item No. 5A through 5B in one motion as indicated below. Item Nos. 5C and 5E were removed from the Consent Calendar at the request of Councilmember Lyman. Item No. 5D was removed from the Consent Calendar by Mayor Jones. Item Nos. 5C, 5D and 5E were approved in one motion (Lyman/Abelson; Ayes – Councilmembers Abelson, Benassini, Lyman and Mayor Jones; Noes – None; Absent – Councilmember Cheng) and voted on together as indicated below.

A. Minutes for Approval

Approve the following: 1) April 3, 2012 Special Joint City Council – West Contra Costa County Unified School District Board of Education meeting minutes; and 2) April 3, 2012

Special City Council meeting minutes.

Action: Approved minutes.

B. Earth Day Proclamation

Approve a proclamation proclaiming April 21, 2012 as Earth Day in the City of El Cerrito and encouraging all residents and businesses to help make El Cerrito a greener, healthier, more sustainable place for all.

Action: Approved proclamation.

C. Proclamation Recognizing Cynthia LeBlanc

Approve a proclamation commending Cynthia LeBlanc, EdD. on her appointment as Chair of the National American Cancer Society Board of Directors and on her designation as a St. George National Award recipient, the American Cancer Society's highest national honor, for her dedicated and outstanding volunteer work and significant contributions in working to achieve the American Cancer Society's mission to save lives.

Action: Removed from the Consent Calendar at the request of Mayor Pro Tem Lyman. Moved, seconded (Lyman/Abelson; Ayes – Abelson, Benassini, Lyman and Mayor Jones; Noes – None; Absent – Councilmember Cheng) to approve the proclamation as amended by Mayor Pro Tem Lyman as follows:

NOW THEREFORE, the City Council of the City of El Cerrito, does hereby recognize and commend Dr. LeBlanc on her appointment as Chair of the National American Cancer Society Board of Directors and on her designation as a St. George National Award recipient, the American Cancer Society's highest national honor, for her dedicated and outstanding volunteer work and significant contributions in working to achieve the American Cancer Society's mission to save lives.

D. Support for West Contra Costa Unified School District Measure K

Adopt a resolution encouraging the El Cerrito electorate to review the language and arguments concerning the WCCUSD parcel tax measure and thereafter support the measure on June 5, 2012 because this parcel tax renewal/extension measure is not only beneficial, but is essential to the quality of life of El Cerrito residents.

Speaker: Bruce Harter, Ph.D., Superintendent, West Contra Costa Unified School District, thanked the City Council for considering the item on this evening's agenda. Dr. Harter stated that the measure is very important to children and will help fill the gap from state budget cuts that have occurred over the past four years. The measure will also help the school district sustain programs that have been in place in West Contra Costa, particularly in El Cerrito.

Action: Removed from the Consent Calendar at the request of Mayor Jones to allow Superintendent Harter and Councilmember Benassini an opportunity to comment on the item. Moved, seconded (Lyman/Abelson; Ayes – Abelson, Benassini, Lyman and Mayor Jones; Noes – None; Absent – Councilmember Cheng) to adopt Resolution No. 2012-23 as amended by Mayor Pro Tem Lyman to change the word "addition" to "additional."

E. Choose Civility Initiative

At the request of Mayor Jones and Councilmember Abelson adopt a resolution recognizing and supporting the “Choose Civility” initiative and encouraging others to participate in this campaign through activities that demonstrate to the public the importance of civility.

Action: Removed from the Consent Calendar at the request of Mayor Pro Tem Lyman and Councilmember Abelson. Moved, seconded (Lyman/Abelson: Ayes – Abelson, Benassini, Lyman and Mayor Jones; Noes – None; Absent – Councilmember Cheng) to adopt Resolution No. 2012–24 as amended by Mayor Pro Tem Lyman to modify the fifth recital of the resolution as follows:

WHEREAS, the American people strongly believe that every citizen is responsible for improving such behavior; and the majority of Americans understand each of us is responsible for improving such behavior

6. PUBLIC HEARINGS – None

7. POLICY MATTERS

A. City Council Matters

1) Ohlone Gardens Affordable Housing Project

The City Council, acting as housing successor, will consider adoption of a resolution: a) Authorizing the execution of an amendment to the existing loan agreement with the Ohlone Gardens, L.P. for the Ohlone Gardens Affordable Housing Project, 6431 and 6495 Portola Drive; and b) Approving the proposed replacement plan for special needs units and supportive services plan.

Presenters: Hilde Myall, Senior Housing Programs Manager with comments by Lisa Motoyama, Director of Development and Matt Lewis, Project Manager, Resources for Community Development.

Action: Moved, seconded (Abelson/Benassini; Ayes – Councilmembers Abelson, Benassini, Lyman and Mayor Jones; Noes – None; Absent – Councilmember Cheng) and carried to adopt Resolution No. 2012–25.

2) Selection of El Cerrito Wall of Fame Council Subcommittee

Confirm two City Council appointments to the El Cerrito Wall of Fame Subcommittee for the purposes of reviewing nominations and returning to the City Council with a recommendation to consider at an upcoming meeting.

Action: Mayor Jones confirmed the appointment of Mayor Pro Tem Lyman and Councilmember Abelson to the City Council Wall of Fame Subcommittee.

B. City Acting as Successor Agency to the Former El Cerrito Redevelopment Agency

Authorize Submission of a Draft Second Recognized Obligations Payment Schedule and Approve the Successor Agency Fiscal Year 2012–13 Budget

Adopt two Successor Agency resolutions reviewing and authorizing submittal of the draft Second Recognized Obligations Payment Schedule required under AB1x26, and approving the Successor Agency’s Administrative Budget for Fiscal Year 2012–13.

Presenter: Lori Treviño, Economic Development Manager.

Actions: Moved, seconded (Lyman/Abelson; Ayes – Councilmembers Abelson, Benassini, Lyman and Mayor Jones; Noes – None; Absent – Councilmember Cheng) to adopt Successor Agency Resolution No. 2012–02SA approving the Successor Agency’s Administrative Budget for Fiscal Year 2012–13.

Moved, seconded (Lyman/Abelson; Ayes – Councilmembers Abelson, Benassini, Lyman and Mayor Jones; Noes – None; Absent – Councilmember Cheng) to adopt Successor Agency Resolution No. 2012-03SA, authorizing submittal of the Draft Second Recognized Obligations Payment Schedule.

SUPPLEMENTAL REPORTS AND COMMUNICATIONS

Item No. 4(A) HEAL Cities Campaign

1. Healthy Eating Active Living Cities Campaign Certificate of Recognition designating the City of El Cerrito as an Active HEAL City for joining HEAL and adopting policies to fight the obesity epidemic – *Submitted by Suzanne Lindheim, M.D., Kaiser Permanente.*

Item No. 7(B) Successor Agency – Authorize Submission of a Draft Second Recognized Obligations Payment Schedule and Approve the Successor Agency Fiscal Year 2012-13 Budget

2. Revised Resolution – *Submitted by Lori Treviño, Economic Development Manager.*

Other

3. El Cerrito Green Community Baxter Creek Work Party – *Submitted by Councilmember Abelson.*

8. COUNCIL ASSIGNMENTS/LIAISON REPORTS

A. Mayor Jones reported that the Design Review Board met and considered Chipotle which will be located on the corner of Carlson and San Pablo Boulevards. Chipotle will appear on the Planning Commission agenda tomorrow night. Chipotle is a very successful business nationwide. The Oversight Board to the Successor Agency to the former El Cerrito Redevelopment Agency met April 4, 2012. There are seven members. Some of the members are former Councilmembers who represent different groups. Mayor Jones said the Board is a good group who looked at the information very seriously.

B. Mayor Pro Tem Lyman reported that the Planning Commission did not meet last month but will be meeting April 18, 2012 to consider three different applications. The West Contra Costa Integrated Waste Management Authority Board met and received updates on the plastic bag ban and also on the requests for statements of interest for post January 2014 waste processing. Everything seems to be going smoothly. Mayor Pro Tem Lyman said he will keep everyone posted.

C. Councilmember Abelson reported that the Environmental Quality Committee (EQC) sponsored a Friday evening showing of the film “Mad City Chickens” at City Hall. The film was well attended and offered an opportunity for an interesting exploration and discussion regarding the keeping of urban chickens including dialog with a local veterinarian who provides care for birds. The EQC also discussed Earth Day Green Team updates. The Committee on Aging met and received a presentation on BEST, a senior care provision that offers a model currently operating in Berkeley where people work together to share resources and abilities in a bartering arrangement. Some members of the El Cerrito community are already participating in this program in Berkeley.

D. Councilmember Benassini stated that none of her groups met and that she will have an update at the next meeting.

E. Councilmember Cheng – *Absent*

9. **ADJOURNED CITY COUNCIL MEETING** at 8:53 p.m. in memory of former El Cerrito Mayor Larry Damon.

ORDINANCE NO. 2012-02

AN ORDINANCE OF THE CITY OF EL CERRITO SETTING A REDUCED TAX RATE ONLY FOR FISCAL YEAR 2012-13 FOR THE SPECIAL TAX IMPOSED PURSUANT TO CHAPTER 4.56 OF THE EL CERRITO MUNICIPAL CODE

WHEREAS, Chapter 4.56 of the El Cerrito Municipal Code provides for a special tax (the "Special Tax") for the purpose of renovating and reconstructing the El Cerrito Swim Center (the "Swim Center"), rehabilitating the Canyon Trails Clubhouse, and performing access and restroom renovations to the Harding, Huber, and Poinsett Park Clubhouses (collectively, the "Authorized Improvements"); and

WHEREAS, the Special Tax was approved by the voters at the March 7, 2000 election as Measure A; and

WHEREAS, by prior resolution, the City Council authorized staff to enter into a lease financing transaction to fund the renovation and reconstruction of the Swim Center (the "Lease Financing Transaction"); and

WHEREAS, the City has completed each of the Authorized Improvements, but must continue to fund the Authorized Improvements through the Lease Financing Transaction; and

WHEREAS, the City Council has determined that the City will be able to meet its Fiscal Year 2012-13 obligations in connection with the Lease Financing Transaction by levying the Special Tax at a rate lower than the maximum rate; and

WHEREAS, Section 4.56.040 of the El Cerrito Municipal Code provides that the City Council may reduce the amount of the annual Special Tax for any classification of property if the City Council determines that it is in the public interest to do so; and

WHEREAS, the City Council has determined that it is in the public interest to impose the Special Tax at a rate for Fiscal Year 2012-13, which is lower than the maximum rate.

NOW THEREFORE, THE CITY COUNCIL OF THE CITY OF EL CERRITO HEREBY ORDAINS AS FOLLOWS:

SECTION 1. That Sections 4.56.020 (B) of the El Cerrito Municipal Code is hereby amended to read as follows (additions in underline; deletions in ~~striketrough~~):

- B. For Fiscal Year ~~2011-12, 2012-13~~, the Special Tax imposed pursuant to Chapter 4.56 of the El Cerrito Municipal Code shall be imposed in the amount of \$38.61 per single family residential Unit, \$29.73 per multifamily residential unit, and \$270.66 per acre of non-residential property. Thereafter, unless the Council adopts a further amending ordinance, the Special Tax shall be imposed at the Maximum Rate for each type of property.

Agenda Item No. 5(B)

SECTION 2. It is the intent of the City Council that, if any tax imposed under this Ordinance is for any reason held to be unconstitutional or contrary to state law, the tax which would have been imposed had this ordinance not been adopted shall remain effective.

SECTION 3. This ordinance shall take effect thirty days after passage and within fifteen days after passage, a summary of this ordinance shall be posted in accordance with Section 36933 of the Government Code of the State of California with the names of those City Council members voting for and against it.

THE FOREGOING ORDINANCE was introduced and first read at a regular meeting of the El Cerrito City Council on April 3, 2012, and adopted by the following vote on _____ of _____, 2012:

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

APPROVED:

William C. Jones III, Mayor

ATTEST:

Cheryl Morse, City Clerk



AGENDA BILL

Agenda Item No. 5(C)

Date: May 1, 2012

To: El Cerrito City Council

From: Mary Dodge, Administrative Services Director/City Treasurer

Subject: Accept the Engineer's Report on Landscape and Lighting Assessment District No. 1988-1, Adopt a Resolution of Intention to Order Improvements for Assessment District No. 1988-1; and Set the Date for the Public Hearing as May 15, 2012

ACTION REQUESTED

Accept the Engineer's Report specifying assessments for the Landscaping and Lighting Assessment District, adopt a Resolution of Intention to Order Improvements pursuant to the Landscape and Lighting Act of 1972, and setting the time, date, and place of the public hearing as May 15, 2012 at 7:00 p.m.

BACKGROUND

On June 6, 1988, the City Council established Assessment District No. 1988-1 pursuant to the Landscape and Lighting Act of 1972. The purpose of this Landscape and Lighting Assessment District (LLAD) is to raise funds to support improvements and maintenance of the City's park areas, landscaping areas, and street lighting. Every year since 1988, this Assessment District has generated approximately \$771,000 to support LLAD activities.

In November 1996, LLAD 1988-1 was approved by the voters and therefore complies with the provisions of Proposition 218. Any increase in the assessment fee level would be subject to Proposition 218's voter approval requirement.

In order to impose this annual assessment, the City Council must annually authorize an Engineer's Report to identify the costs, uses, and general benefits of those parcels within the LLAD. The City Council authorized such a report on April 3, 2012 by Resolution No. 2012-22. The report was prepared by the Engineer of Record, NBS Local Government Solutions.

The City Council must accept the Engineer's Report and conduct a public hearing to hear comments on the imposition of these assessments in order for the assessment to be imposed. The intent of this Agenda Bill is to accept the Engineer's Report and to schedule the public hearing for May 15, 2012.

ANALYSIS

The Resolution of Intention to Order Improvements describes the work to be performed during the next fiscal year, as described in the Engineer's Report. In addition, this Resolution sets the time, date, and place of the public hearing. A copy of the Fiscal Year 2012-13 Engineer's Report is on file at City Hall for public review.

The procedures for conducting the public hearing and receiving protests are the same as for forming the District; however, there are no provisions for majority protest.

The funding levels specified in the Engineer's Report are consistent with what is being proposed for the City's FY2012-13 budget. Without the imposition of this assessment, the City would need to revise its budget and either identify alternate funding sources for those items funded by the LLAD or eliminate those items from the City's work plan in FY2012-13.

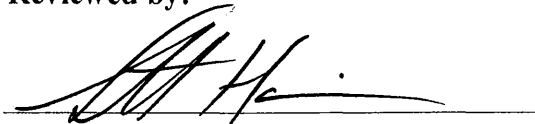
FINANCIAL CONSIDERATIONS

Staff estimates that the current rate of assessment will generate approximately \$771,000 of revenue, which is included in the total revenue estimate for the City's FY 2012-13 budget. City contributions required to cover the costs include \$595,000 from the Gas Tax for eligible expenditures.

LEGAL CONSIDERATIONS

The Resolution of Intention must be adopted in order to collect revenues from the Assessment District in accordance with the provisions of State law.

Reviewed by:



Scott Hanin, City Manager

Attachments:

1. Resolution
2. LLAD Annual Engineer's Report FY 2012-13

RESOLUTION 2012-XX

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF EL CERRITO ACCEPTING THE ANNUAL REPORT ON LANDSCAPE AND LIGHTING ASSESSMENT DISTRICT NO. 1988-1 AND RESOLUTION OF INTENTION OF THE CITY COUNCIL OF THE CITY OF EL CERRITO TO ORDER IMPROVEMENTS FOR ASSESSMENT DISTRICT NO. 1988-1 AND TO SET THE DATE FOR THE PUBLIC HEARING AS MAY 15, 2012

WHEREAS, the City of El Cerrito, by Resolution No. 88-53 dated June 6, 1988, adopted Assessment District No. 1988-1 pursuant to the Landscape and Lighting Act of 1972; and

WHEREAS, the City of El Cerrito, by Resolution No. 2012-22 dated April 3, 2012 directed the filing of the Annual Report for Assessment District No. 1988-1; and

WHEREAS, the Engineer of Record, NBS Local Government Solutions, has prepared and, on April 23, 2012, filed said Annual Report; and

WHEREAS, the Landscape and Lighting Act of 1972 requires the City Council to adopt a Resolution of Intention to Order Improvements within Assessment District No. 1988-1.

NOW THEREFORE, BE IT RESOLVED by the City Council of the City of El Cerrito that:

1. The City Council has reviewed and accepts the Annual Report.
2. The City of El Cerrito intends to levy and collect assessments within Assessment District No. 1988-1 during Fiscal Year 2012-13. The area of land to be assessed is located in the City of El Cerrito, Contra Costa County, California.
3. The improvements to be made in this Assessment District are generally described as follows: Install, maintain and service public lighting, landscaping, and park and recreational facility improvements located within the incorporated limits of the City of El Cerrito, Contra Costa County, California.
4. In accordance with the City Council's resolution directing the filing of an Annual Report, the firm of NBS Local Government Solutions, Engineer of Work, has filed at City Hall the Report required by the Landscape and Lighting Act of 1972. All interested persons are referred to that Report for a full and detailed description of the improvements, the boundaries of the Assessment District, and the proposed assessments upon assessable lots and parcels of land within the Assessment District.
5. On Tuesday, the 15th day of May 2012 at the hour of 7:00 P.M., the City Council will conduct a public hearing on the question of the levy of the proposed annual assessment. The hearing will be held in the City Council Chambers, 10890 San Pablo Avenue, El Cerrito, California 94530.
6. The City Clerk is authorized and directed to give the notice of hearing required by the Landscape and Lighting Act of 1972.

BE IT FURTHER RESOLVED this Resolution is adopted pursuant to California Streets and Highways Code §22624.

I CERTIFY that at the regular meeting on May 1, 2012 the El Cerrito City Council passed this resolution by the following vote:

AYES: COUNCILMEMBERS:
NOES: COUNCILMEMBERS:
ABSENT: COUNCILMEMBERS:
ABSTAINED: COUNCILMEMBERS:

IN WITNESS of this action, I sign this document and affix the corporate seal of the City of El Cerrito on May X, 2012.

Cheryl Morse, City Clerk

APPROVED:

William C. Jones III, Mayor



City of El Cerrito

Landscape and Lighting Assessment District No. 1988-1

Fiscal Year 2012/13

Main Office

32605 Temecula Parkway, Suite 100
Temecula, CA 92592
Toll free: 800.676.7516 Fax: 951.296.1998

Regional Office

870 Market Street, Suite 1223
San Francisco, CA 94102
Toll free: 800.434.8349 Fax: 415.391.8439

CITY OF EL CERRITO
10890 San Pablo Avenue
El Cerrito, CA 94530
Phone - (510) 215-4300
Fax - (510) 215-4319

CITY COUNCIL

William C. Jones III, Mayor

Greg Lyman, Mayor Pro Tem

Janet Abelson, Councilmember

Rebecca Benassini, Councilmember

Ann Cheng, Councilmember

CITY STAFF

Mary Dodge, Administrative Services Director

NBS

Tim Seufert, Client Services Director

Jason Roth, Financial Analyst

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1. EXECUTIVE SUMMARY

The City of El Cerrito (the "City") directed NBS Government Finance Group, DBA NBS, to prepare and file a report presenting plans and specifications describing the general nature, location and extent of the improvements to be maintained, an estimate of the costs of the maintenance, operations and servicing of the improvements for the City of El Cerrito Landscape and Lighting Assessment District No. 1988-1 (the "District") for Fiscal Year 2012/13 pursuant to the provisions of the *Landscape and Lighting Act of 1972, Part 2, Division 15 of the California Streets and Highways Code (commencing with Section 22500)* (the "Act").

The report includes a map of the District, showing the area and properties proposed to be assessed; an assessment of the estimated costs of the maintenance, operations and servicing the improvements; and the net amount upon all assessable lots and/or parcels within the District in proportion to the special benefit received.

The following tables summarize the annual levy by Zoning for Fiscal Year 2012/13 and Fiscal Year 2011/12:

Fiscal Year 2012/13

Zoning	Number of Parcels	Levy Total(1)
Residential	8,304	\$684,948.26
Commercial	493	86,080.52
Total:	8,797	\$771,028.78

(1) Total amount may vary slightly due to rounding adjustments

Fiscal Year 2011/12

Zoning	Number of Parcels	Levy Total(1)
Residential	8,304	\$684,876.26
Commercial	492	86,084.08
Total:	8,796	\$770,960.34

(1) Total amount may vary slightly due to rounding adjustments

2. OVERVIEW

2.1. Introduction

The District provides for the installation, maintenance, and servicing of public lighting, landscaping, and park and recreational facility improvements located within the incorporated limits of the City.

The costs to acquire and construct major new facilities to be maintained will generally be paid by sources other than District funds. While the District pays for the maintenance costs associated with various park and recreation programs, the costs of the programs themselves are not supported by District funds.

2.2. Plans and Specifications

The services to be performed are primarily maintenance and generally do not require plans. The plans and specifications to the extent that they exist, include but are not limited to:

- Conceptual plans
- Street lighting maps, detail lists, schedules, and PUC schedules
- Street Tree Planting Master Plan
- Maintenance specifications, programs and policies for:
 - Landscaping
 - Medians
 - Graffiti abatement
 - Recreation buildings
 - Community and neighborhood park grounds
 - Weed abatement
 - Creeks and trails
 - Litter and debris removal
- Water, gas, and electric company requirements, policies and specifications

These documents are available in the Community Development, Public Works Division Office and are included in this report by reference. Diagrams indicating the location of various improvements to be serviced and maintained are included herein.

3. DESCRIPTION OF IMPROVEMENTS

The improvements to be installed, serviced, and maintained generally consist of the following:

Street Lighting

Residential Lighting - The District provides funding for street lighting throughout the City. This lighting typically consists of 70-watt bulbs located at intersections and at mid-block. Spacing of lights is typically 500 feet, although this distance may vary depending on topographic and right-of-way restraints.

Medium-Intensity Commercial Lighting - Industrial and some commercial districts have higher (100 or 150) watt bulbs spaced closer, typically at 250 foot intervals. Commercial districts on San Pablo Avenue and other arterial streets require a higher level of lighting intensity (typically four 150 watt bulbs every 500 feet).

Medians and Rights-of-Way

Corresponding numbers on the enclosed map depict the location of medians.

Landscaped medians are located on the following arterial streets:

1. San Pablo Ave. (entire length)
2. Carlson Blvd. (north City limit to Adams St.)
3. Moeser Lane (San Pablo Ave. to Pomona Ave. and Shevlin Dr. to Arlington Blvd.)
4. Central Ave. (Carlson Blvd. to San Pablo Ave. and Liberty St. to Richmond St.)
5. Ashbury Ave. (south City limit to Fairmount Ave.)
6. Fairmount Ave. (Liberty St. to Richmond St. and Carlson Blvd. to San Pablo Ave.)
7. Potrero Ave. (Eastshore Blvd. to San Pablo Ave.)
8. Hagen Blvd.(6526 to 6712)
9. Elm St. (at Blake St.)
10. Cutting Blvd. (at Elm St.)
11. Behrens St. (at south City limit)
12. Blake St. (at Navellier St.)

Maintained Stairways and Pathways

Corresponding letters on the enclosed map depict location of the stairways and pathways.

- A. Alta Vista to north City limit
- B. Francisco to Tulare (2 segments)
- C. Barrett to Tassajara
- D. Alva to Barrett
- E. Tapscott to Harper
- F. Blake to Manor
- G. Madera to Julian to Potrero to Hillside Natural Area (4 segments)
- H. Madera to Hillside Natural Area
- I. Arlington to Shevlin (3 segments)
- J. King to Shevlin (south of Moeser)
- K. Bay Tree to Contra Costa
- L. Terrace to Huber Park (2 segments)
- M. Adams to Creekside Park

Day-lighted Creek in Public Property - Cerrito Creek, Baxter Gateway and Poinsett

Street Trees - City-wide

Parks and Structures

Arlington Park and Clubhouse

1120 Arlington; tennis courts, picnic tables, barbecues, playground equipment, pond, basketball court, large grass area

Canyon Trail Park & Art Center

6757 Gatto; tennis courts, picnic tables, barbecue, playground equipment, large grass area, lower play area: creek, walking trails, small pond and play equipment

Castro Park and Clubhouse

1420 Norvell; large playground and grassy area, field adjacent to Castro School blacktop (basketball courts, kickball diamond), tennis courts, small grassy area behind tennis courts, barbecue and picnic table

Cerrito Vista Park

950 Pomona; Large, well equipped playground area, field, track for jogging, tennis courts, barbecue and picnic area adjacent to park

Fairmont Park and Clubhouse

715 Lexington; adjacent to the Open House Senior Center, playground equipment, grassy area and field

Harding Park and Clubhouse

7115 C Street; play equipment, field adjacent to Harding School blacktop area (basketball courts, kickball diamond), tennis courts, and barbeque located on patio

Huber Park

7711 Sea View; lower cement area with basketball court and kickball area, climbing, large cement slide, and picnic area

Poinsett Park

5611 Poinsett; basketball, kickball area and play equipment

Tassajara Park & Pottery Studio

2575 Tassajara; playground equipment, field, basketball court, tennis courts and picnic area

Madera Clubhouse

1500 Devonshire

Ohlone Greenway

One block east of Kearney, the Ohlone Greenway is a linear park that runs 2.5 miles, the length of El Cerrito, ideal for walking or bicycling. It is the site of the frog habitat and wetland restoration classroom projects. At the corner of Manila and Kearney, is the Richard Itaya mini-park with its play equipment for younger school age children.

Hillside Natural Area

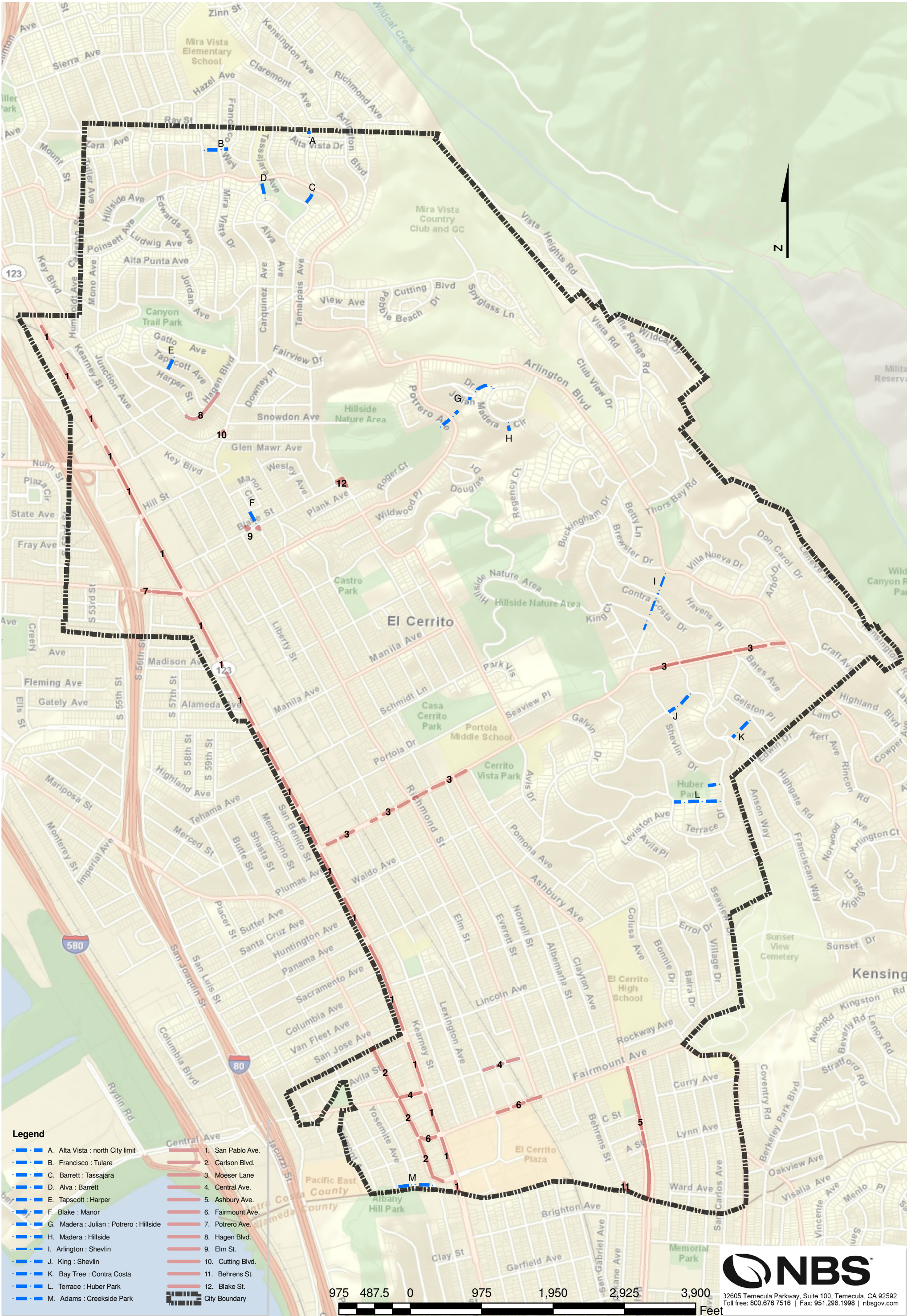
This natural area of 79.3 acres can be accessed from the east end of Schmidt Lane, north end of Potrero, and through King Court. Dogs, under their owner's control and on a leash, are allowed. Visit the Memorial Grove and note the natural vegetation of the area.

4. MAP OF DISTRICT

The following page contains a map of the District depicting the medians, rights-of-ways, stairways, and pathways. The Assessment Diagram is on file with the City Clerk and incorporated by reference herein made part of this Report

CITY OF EL CERRITO

LANDSCAPE AND LIGHTING DISTRICT NO. 1988-1



5. METHOD OF ASSESSMENT

The estimated net cost of the improvements has been divided among the several parcels of land within the District in proportion to the estimated benefits to be received by the parcels, respectively, from the improvements. The method used to apportion the cost among the benefiting properties follows:

- 1) Residential costs were identified as the total estimated cost to provide landscaping, lighting, and sweeping on residentially zoned streets plus 98% of the net cost to maintain park and recreation facilities plus a prorated share of the incidental expenses.
- 2) Commercial costs were identified as the total estimated cost to provide landscaping, lighting, and sweeping to frontage on commercially zoned streets, plus 2% of the net cost to maintain park and recreation facilities, plus a prorated share of the incidental expense.

The net residential cost was apportioned within residentially zoned areas and the net commercial cost was apportioned within commercially zoned areas as follows:

RESIDENTIALLY ZONED AREAS

Occupied Single Family Residential (SFR) properties were assumed to benefit equally and were assessed the same. Multifamily Residential (MFR) parcels and condominiums were assumed to benefit less, due to increased density and private maintenance costs. MFR units were assessed 75% of the SFR rate for the first twenty units and 50% of the SFR rate for each additional unit over twenty.

Churches and private schools in residentially zoned areas were assessed for direct frontage benefits received. Commercial land uses in residential neighborhoods were assessed at the Zone 3 frontage rate, plus the commercial park assessment rate. One-hundred (100) feet of corner relief, or the side street dimension, whichever less, was credited to corner parcels. Open space owned by private parties, utilities and the golf course were assessed for one-half the Zone 3 frontage assessment rates. Public property was not assessed.

Vacant lots were assessed at one-half the amount calculated for a similar occupied parcel. Vacant land and open space were assessed for the frontage benefit at one-half the SFR Rate. Assessments for common areas were considered as included in the assessment for the various residential units.

Unusual or exceptional parcels were assessed according to the judgment of the Engineer. Assessments for SFR properties that are divided by the City boundary were calculated by multiplying the rate for a SFR by the ratio of land area in the City's boundary.

COMMERCIALLY ZONED PROPERTY

Three zones of commercial street landscaping, lighting, and sweeping service are identified on the assessment diagram. The cost per foot to provide services to frontage on San Pablo Ave. (Zone 1) was estimated to be six times the cost of Commercial Zones 2 & 3 streets. Parcels with San Pablo Ave. frontage were assessed \$2.00 per front foot for direct benefit received. Zones 2 and 3 frontage were assessed \$0.33 per foot, or one-sixth the San Pablo Ave. assessment. Corner lots were credited one-hundred feet or the side yard dimensions, whichever was less. Parcels with more than one frontage were assessed for the applicable frontage in each zone.

The remaining costs to provide street landscaping, lighting, and sweeping within the commercially zoned areas, including a prorated share of the incidental expense, were assessed to the properties located on Zones 1 and 2 streets in proportion to parcel area.

Areas and frontages were calculated using information on file with the County Assessor. Areas and frontages are approximations intended only as indicators of benefit.

The assessments for parcels within the El Cerrito Plaza and the Del Norte Marketplace shopping centers were calculated by totaling the frontage and area assessments and then prorating the total according to area.

SFR residential parcels in commercially zoned areas were presumed not to benefit from increased levels of lighting and landscaping and were assessed at SFR rates.

MFR parcels in commercially zoned areas were assessed at SFR rates less 20%, representing a credit for the residential street lighting and sweeping benefit not received. MFR parcels in commercially zoned areas were also assessed for direct frontage benefits received. The commercial park and area assessment was not applied to MFR parcels.

Private institutions within the commercially zoned areas were assessed for the applicable frontage benefit, but were not assessed for commercial area or park benefit.

Motels were assessed as commercial properties.

Vacant lots were assessed at one-half the occupied rate.

Public properties were not assessed.

Unusual or exceptional properties were assessed according to the judgment of the engineer.

5.1. Maximum Assessment

The following tables provide the maximum and actual assessments for Fiscal Year 2012/13.

Residential Zoning

Category	Per Unit	Per Foot
SFR	\$72.00	\$0.00
MFR 2-20 Units	54.00	0.00
MFR > 20 Units	1,080.00 + 36.00 (over 20)	0.00
PVT Inst	0.00	0.33
Vacant Lot	36.00	0.00
Vacant Land	0.00	0.17

Commercial Zoning

		Commercial Street Assessment			Commercial Park Assessment
Category	Zone	Per Unit	Per Foot	Per Acre	Per Acre
Commercial	1	\$0.00	\$2.00	\$121.00	\$80.00
	2	0.00	0.33	121.00	80.00
	3	0.00	0.33	0.00	0.00
MFR 2-20 Units	1	43.00	2.00	0.00	0.00
MFR > 20 Units	1	864.00 + 29.00 over 20	2.00	0.00	0.00
MFR 2-20 Units	2	43.00	0.33	0.00	0.00
MFR > 20 Units	2	864.00 + 29.00 over 20	0.33	0.00	0.00
PVT Inst	1	0.00	2.00	0.00	0.00
	2	0.00	0.33	0.00	0.00
Vacant	1	0.00	1.00	61.00	40.00
	2	0.00	0.17	61.00	40.00
	3	0.00	0.17	0.00	0.00

Assessments for parcels not described above were made in proportion to the estimated benefits received as determined by the Engineer.

6. ESTIMATE OF COSTS

The following table shows the projected budget for Fiscal Year 2012/13.

<u>Revenues</u>	
Special Assessments	\$771,000.00
Operating Transfer In-GAS	595,000.00
Total Revenues	<u>1,366,000.00</u>
<u>Expenditures</u>	
Regular Salaries & Wages	262,362.00
Part-Time Salaries & Wage	5,000.00
Overtime Pay	8,500.00
Straight OT	8,877.00
Special Pay	2,296.00
PARS Contribution	65.00
PERS Contribution	75,822.00
FICA/Medicare	22,038.00
Insurance & Benefits	91,257.00
Workers Compensation	18,433.00
Collect & Admin Services	17,000.00
Miscellaneous Prof Services	18,000.00
Other Technical Services	2,000.00
Utilities	36,000.00
Utilities-Street Light	220,000.00
Infrastructure Maintenance Services	17,000.00
Building Maintenance Services	25,000.00
Landscape/Park Maintenance Services	270,000.00
Dues and Subscriptions	900.00
Building Supplies	2,500.00
Landscape & Park Supplies	45,000.00
Operating Transfer Out-GEN	142,584.00
Total Expenditures	<u>1,290,634.00</u>
Net Change in Fund Balance	75,366.00
Beginning Fund Balance	<u>(36,871.00)</u>
Ending Fund Balance	<u>\$38,495.00</u>

7. COUNTY USE CODES

The following pages contain the Contra Costa County use codes and a description of each.

<u>Use Code</u>	<u>Description</u>
1	Residential
10	Vacant, unbuildable
11	Single family, 1 residential on 1 Site and Duets w/o common areas
12	Single family, 1 residential on 2 or more sites
13	Single family, 2 or more residential on 1 or more sites
14	Single family on other than single family land
15	Miscellaneous improvements, 1 site
16	Misc. improvements on 2 or more sites; includes trees and vines
17	Vacant, 1 site (includes PUD sites)
18	Vacant, 2 or more sites
19	Single family residential, detached, w/common area (normal Subdivision type PUD); duets w/common area
2	Multiple
20	Vacant
21	Duplex
22	Triplex
23	Fourplex
24	Combinations; e.g., single and a double
25	Apartments, 5-12 units, inclusive
26	Apartments, 13-24 units, inclusive
27	Apartments, 25-59 units, inclusive
28	Apartments, 60 units or more
29	Attached PUD's, cluster homes, co-ops, condos, townhouses, etc.
3	Commercial
30	Vacant
31	Commercial stores (not supermarkets)
32	Small grocery stores (7-11, mom and pop, quick-stop)
33	Office buildings
34	Medical; dental
35	Service stations; car washes; bulk plants
36	Garages
37	Community facilities; recreational; swim pool association
38	Golf courses
39	Bowling alleys
4	Commercial
40	Boat Harbors
41	Supermarkets (not in shopping centers)
42	Shopping centers (all parcels include vacant for future shopping Center
43	Financial buildings (insurance and title companies, banks, savings And loans)
44	Motels, hotels, and mobile home parks
45	Theaters
46	Drive-in restaurants (hamburger, taco, etc.)
47	Restaurants (not drive-in; inside service only)
48	Multiple and commercial; miscellaneous improved
49	New car auto agencies

5 Industrial

- 50 Vacant Land (not part of industrial park or P. and D.)
- 51 Industrial Park (with or without structures)
- 52 Research and Development, with or without structures
- 53 Light industrial
- 54 Heavy industrial
- 55 Mini-warehouse (public storage)
- 56 Miscellaneous improvements, including T & Von light or heavy industrial

6 Land

- 61 Rural, residential improved; 1 to 10 acres
- 62 Rural, with or without miscellaneous structures, 1 to 10 acres
- 63 Urban acreage, 10 to 40 acres
- 64 Urban acreage, more than 40 acres
- 65 Orchards, vineyards, row crops, irrigated pastures, 10 to 40 acres
- 66 Orchards, vineyards, row crops, irrigated pastures, over 40 acres
- 67 Dry farming, grazing and pasturing, 10 to 40 acres
- 68 Dry farming, grazing and pasturing, over 40 acres
- 69 Agricultural preserves

7 Institutional

- 70 Convalescent hospitals and rest homes
- 71 Churches
- 72 Schools, public or private, with or without improvements
- 73 Hospitals, with or without improvements
- 74 Cemeteries, mortuaries
- 75 Fraternal and service organizations
- 76 Retirement housing complex
- 77 Cultural uses (libraries)
- 78 Parks and playgrounds
- 79 Government-owned, with or without buildings (federal, state, city, BART)

8 Miscellaneous

- 80 Mineral rights (productive/nonproductive)
- 81 Private roads
- 82 Pipelines and canals
- 83 State board assessed parcels
- 84 Utilities, with or without buildings (not assessed by SBE)
- 85 Public and private parking
- 86 Taxable municipally-owned property
- 87 Common area parcels in PUD's (open spaces, recreational facilities)
- 88 Mobile home
- 89 Other; split parcels in different Tax Code Areas
- 90 Awaiting Assignment



**May 1, 2012
Regular City Council Meeting**

**Agenda Item No. 5(C)
Att. 2 – LLAD Annual Engineer's Report FY2012-13
Chapters 8 - 9**

Documents are also available for review at:

Office of the City Clerk
10890 San Pablo Avenue
El Cerrito, CA
(510) 215-4305

and

The El Cerrito Library
6510 Stockton Avenue
El Cerrito, CA



OFFICE OF THE MAYOR
William C. Jones, III

Agenda Item No. 5(D)

May 1, 2012

The Honorable Edmond G. Brown, Jr.
Governor, State of California
State Capitol
Sacramento, CA 95814

Re: Reinstate/ Preserve State Library Funding

Dear Governor Brown:

On behalf of the residents of the City of El Cerrito, I urge you to reinstate the \$15.9 million in funding that was eliminated from the State's FY 2011-2012 Budget and to include a similar amount of funding in the 2012-13 Budget.

These funds help support critically needed programs throughout California's 183 public libraries including:

- Resource sharing between libraries;
- Literacy programs for over 20,000 adults learning to read at their public library; and
- The Braille and Talking Library that serves over 17,000 residents and 700 institutions in Northern California who rely on this program for materials and services "So That all May Read"

The elimination of these funds jeopardizes an equal amount of federal matching funds, causing an even greater loss to residents of California. If the federally required "Maintenance of Effort" funds are not maintained, the Library Services and Technology Act (LSTA) funds will be cut resulting in an additional loss of \$25 million in federal funds.

Over 1,000,000 California residents use their public libraries each day. As you know, libraries serve as a critical component in connecting communities with learning. A reduction in funding for public libraries can affect access to computers and the Internet for those in our communities who can least afford them, exacerbating the "digital divide."

For these many reasons, on behalf of the residents of El Cerrito, please reinstate, restore and continue this State Library Funding.

Thank you.

Sincerely,

William C. Jones, III
Mayor



OFFICE OF THE MAYOR
William C. Jones, III

Agenda Item No. 5(D)

cc:

Honorable Darrell Steinberg
Senate President Pro Tempore
California State Senate
State Capitol, Room 205
Sacramento, CA 95814

Honorable Bob Dutton
Senate Minority Leader
California State Senate
State Capitol, Room 305
Sacramento, CA 95814

Honorable John A. Perez
Speaker of the California
State Assembly
State Capitol, Room 219
Sacramento, CA 95814

Honorable Connie Conway
Assembly Republican Leader
State Capitol, Room 3104
Sacramento, CA 95814

Honorable Mark DeSaulnier
California State Senate
State Capitol, Room 5035
Sacramento, CA 95814

Honorable Loni Hancock
California State Senate
State Capitol, Room 2082
Sacramento, CA 95814

Honorable Nancy Skinner
California State Assembly
State Capitol,

P.O. Box 942849
Sacramento, CA 94249-0014

Honorable Susan Bonilla
California State Assembly
State Capitol,
P.O. Box 942849
Sacramento, CA 94249-0011

Honorable Joan Buchannan
California State Assembly
State Capitol,
P.O. Box 942849
Sacramento, CA 94249-0015

April 11, 2012

Mayor William C. Jones III
City Hall
10890 San Pablo Avenue
El Cerrito, CA 94530

RECEIVED

APR 11 2012
City of El Cerrito
City Clerk

Dear Mayor Jones:

The volunteer supporters of the Contra Costa Library have asked the Friends of all the county library branches to request that the Mayors of their communities send a letter to Governor Brown urging him to reinstate library funding that he has cut from his budget. As Chair of Board of Directors, Friends of the El Cerrito Library I am writing this letter on behalf of our Board to request that you write such a letter.

The El Cerrito Library provides essential services to our community—services that no other organization can provide. Restoration of the funds Governor Brown has cut would help support critically needed programs throughout California's 183 public libraries.

I have included with this letter a draft letter to Governor Brown for your consideration. I have also included a copy of the generic sample letter suggested by the Friends of the Contra Costa County Library as well as copies of the letters sent by the Mayor of Concord and the Chair of the Contra Costa County Board of Supervisors.

Please let me know if you have any questions. You can reach me at gmacneill@att.net or 510-525-9518. Thank you for your consideration.

Sincerely,



Grace MacNeill
Chair, Board of Directors
Friends of the El Cerrito Library

Board Members:

Mary Ann Addison
Ann Goolsby
Marian MacLeod
Al Miller
Pat Trumbull

Charlotte Britton
Lily Ho
Laura Martinengo
Liz Siqueira

Mildred Dandridge
Mary Huang
Lisa Martinengo
Nancy Stout

RESOLUTION 2012-XX

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF EL CERRITO ENDORSING
THE 350 HOME AND GARDEN CHALLENGE

WHEREAS, the City Council of the City of El Cerrito is concerned about the health and well-being of its residents and seeks to create a healthy, sustainable and livable community; and

WHEREAS, Sustainable Contra Costa is a key partner, providing programs and services that educate residents, students, businesses and community leaders about sustainable practices; and

WHEREAS, the Contra Costa 350 Home and Garden Challenge, a Sustainable Contra Costa program, seeks to inspire Contra Costa County residents and organizations to collectively take 350 actions to grow food, save water, conserve energy, and build a more stronger, healthier and resilient community; and

WHEREAS, the Contra Costa 350 Home and Garden Challenge works in partnership with the Contra Costa Master Gardeners and other organizations – garnering combined resources so that all economic sectors of our community benefit. The households receiving assistance benefit from the resources and tools being provided and they in turn are empowered to become stakeholders in the community's wellbeing; and

WHEREAS, there is a renewed interest and an increasing necessity for sustainable practices such as growing food, establishing community gardens; conserving water and energy, and reducing waste, and the Contra Costa 350 Home and Garden Challenge is designed to help people do these things.

NOW THEREFORE, BE IT RESOLVED by the City Council of the City of El Cerrito, that it hereby expresses its support for the Contra Costa 350 Home and Garden Challenge by declaring the weekend of May 12 & 13, 2012 a 350 Home and Garden Challenge weekend, and encourages our community to work together during these countywide days of community action to build a stronger, healthier and more sustainable City.

I CERTIFY that at a regular meeting on May 1, 2012 the City Council of the City of El Cerrito passed this Resolution by the following vote:

AYES:
NOES:
ABSENT:

IN WITNESS of this action, I sign this document and affix the corporate seal of the City of El Cerrito on May X, 2012.

Cheryl Morse, City Clerk

APPROVED:

William Jones, III, Mayor

Join us for the First Annual



Goal: 350 powerful actions in a single weekend! Envision it!!! May 12-13, Contra Costa County citizens and organizations collectively taking 350 actions to grow food, save water, conserve energy, and build our community stronger, healthier, more beautiful . . . and more resilient. Let the 350 Home and Garden Challenge inspire YOU to undertake a project or two that you've been meaning to do for years. Doing a lot already? Help others give their home and garden a 21st century upgrade.

Why 350? Globally, we're at ~393 parts per million CO₂ in the atmosphere. Scientists believe we need to get back to a maximum of 350 ppm to avoid serious changes to our climate.

What kind of action can you take? We're looking for actions big and small so even if you don't have a lot of time or money to invest, you can still participate. Actions can include small things like hanging a clothesline and committing to drying your clothes outside during the summer or starting an herb garden to grow the herbs you use most while cooking. Large actions like converting your lawn to a vegetable garden or drought resistant plants, or installing a grey water system will not only reduce your carbon footprint but will also save you water and money. Actions big or small, we want them all!

Need more Ideas?

- Convert your lawn (or patio/balcony) into a vegetable or drought-tolerant garden
- Switch to drip irrigation
- Install low-flow fixtures
- Conduct a Water Smart home Survey
- Create an herb garden
- Grow a row for a local food bank
- Start a worm bin or compost
- Plant a fruit tree
- Get a home energy audit
- Set up a greywater system
- Hang a clothes line
- Have a block party and share stories
- Help a neighbor or volunteer on a community project!

Find ideas (for kids too!), how-to Action Guides, and register YOUR actions at SustainableCoCo.org



ECOMULCH



RESOLUTION 2012-XX

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF EL CERRITO SUPPORTING THE
RENAMING OF EASTSHORE STATE PARK TO McLAUGHLIN EASTSHORE STATE PARK

WHEREAS, the Eastshore State Park spans the East Bay shoreline from the Oakland Bay Bridge, north across Emeryville, Berkeley, across the City of Albany's waterfront, and into Richmond; and serves as a recreational amenity for the entire region; and

WHEREAS, creating the Eastshore State Park required a monumental effort, involving decision makers, waterfront users, and the entire community; and

WHEREAS, Sylvia McLaughlin has served as a community leader throughout her life, embracing civic duty, demonstrating the integrity of citizen action, inspiring thousands of volunteers to help forge the Eastshore State Park along 8.5 miles of shoreline across five cities; and

WHEREAS, in 1961 McLaughlin co-founded the Save San Francisco Bay Association (Save the Bay) with Esther Gulick and Kay Kerr to prevent the filling of the Bay and to protect its habitats and magnificent recreational opportunities, spawning similar efforts and groups around the world; and

WHEREAS, renaming the Eastshore State Park to the McLaughlin Eastshore State Park will not only honor Sylvia McLaughlin but all of the many thousands of volunteers who labored so long and hard along with Sylvia to protect the San Francisco Bay and to create the Eastshore State Park; and

WHEREAS, the State Park and Recreation Commission's statement of Policy 11.2, No. 3 states, "A unit may be named by the Commission in honor of a person living or deceased, or a group, organization, or other entity which has rendered services of statewide significance to the State Park System; and

WHEREAS, Assembly Concurrent Resolution No. 55, Chapter 80, as authored by Assembly Member Nancy Skinner, was filed by the Secretary of State on September 6, 2011, requesting that the Department of Parks and Recreation rename the Eastshore State Park as the McLaughlin Eastshore State Park, noting McLaughlin's extensive environmental activism spanning over the course of the last four decades.

NOW THEREFORE, BE IT RESOLVED by the City Council of the City of El Cerrito, that it hereby expresses its support for the renaming of the Eastshore State Park to McLaughlin Eastshore State Park.

I CERTIFY that at a regular meeting on May 1, 2012 the City Council of the City of El Cerrito passed this Resolution by the following vote:

AYES:
NOES:
ABSENT:

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

Cerrito on May 1, 2012.

APPROVED:

Cheryl Morse, City Clerk

William Jones, III, Mayor

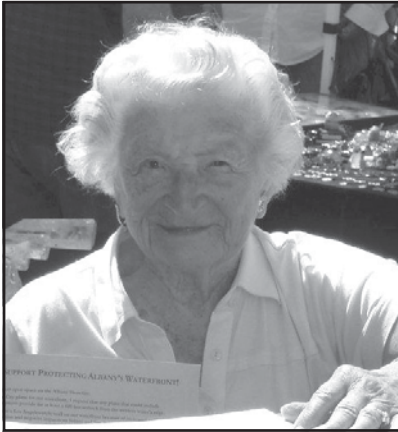


Shore Lines

News from Citizens for East Shore Parks

Spring 2012

Please join CESP to honor Sylvia McLaughlin, co-founder of Citizens for East Shore Parks and Save the Bay by naming after her the park that she worked so long and hard to create.



We need your help to ask the State Parks Commission to rename the Eastshore State Park as the **McLaughlin Eastshore State Park**.

In the early sixties this young woman from Colorado with a passion for the outdoors and natural landscapes stared at San

Francisco Bay from her Berkeley hills home. She was struck by the incongruity of the spectacular shoreline lined with refineries, firing ranges, and garbage dumps ringed with barbed wire. She learned that a century of filling had shrunk the bay from 787 to 537 square miles, huge quantities of untreated sewage were pouring into it, and that only 4 miles of shoreline were open to the public out of its 276-mile perimeter. And plans were floating to fill the Bay up to two miles west of what is now I-80 along the Berkeley waterfront.

Sylvia imagined an estuary teeming with wildlife and migratory shorebirds, ringed by restored wetlands and thriving habitats. She imagined waterfronts dotted with public parks linked by trails. As she continued to stare she sensed the intimation of an unusual mission, but Sylvia McLaughlin could not imagine what she would go on to accomplish over five decades of pioneering environmental activism.

Teaming up with Esther Gulick and Kay Kerr, Sylvia co-founded the Save San Francisco Bay Assn (Save the Bay) to prevent the filling of the Bay. Employing grace and charm, Sylvia, Esther and Kay won over opponents and public opinion with informed arguments and inspired many by dedicating countless hours that created a remarkable citizens' movement emulated worldwide.

Today, the Bay is 40,000 acres larger than it was in 1961; more than half of it is ringed with public trails connecting a series of shoreline parks. The imaginings of a young woman have become a reality.

At 95 years of age, we are fortunate to have Sylvia as our human institutional memory of those years of work, because Esther and Kay are no longer with us.

The best way to honor the efforts of these women and all the thousands of other volunteers, would be to rename the park for Sylvia, as the **McLaughlin Eastshore State Park**. This will remind everyone that ordinary people worked to create this park.

by Lino Del Signore

Some of Sylvia's Accomplishments

- 1961** - Co-founded Save San Francisco Bay Association (Save the Bay) to prevent the filling of 2,000 acres. This landmark organization has spawned similar groups across the world.
- 1965** - Helped win passage of the McAtter-Petris Act, which placed a moratorium on filling of San Francisco Bay and established the Bay Conservation and Development Commission (BCDC), the first coastal protection agency in the United States.
- 1974** - Helped secure passage of Suisun Marsh Preservation Act, the state's first wetlands protection law.
- 1980** - Led the effort to defeat a proposal by Westbay Community Assoc., led by real estate mogul David Rockefeller, to remove the top of San Bruno Mountain for Bay fill along the San Mateo County shore.
- 1984** - Co-founded Citizens for East Shore Parks (CESP) to protect open space along the East Bay's shoreline and oppose the Santa Fe Railroad's proposed large scale development along the Berkeley waterfront.
- 1999** - Led the campaign to prevent Bay fill for SFO's proposed runway expansion.
- 2002** - Spearheaded the efforts to create the Eastshore State Park, a unique urban park that stretches across Oakland, Emeryville, Berkeley, Albany, and Richmond shorelines.
- 2007** - Climbed a tree at the age of 90 to help the effort to save a grove of oaks from a proposed UC development.



AGENDA BILL

Agenda Item No. 7

Date: May 1, 2012
To: El Cerrito City Council
From: Scott Hanin, City Manager
Karen Pinkos, Assistant City Manager
Subject: Award of Contract to Management Partners for the Development of a Citywide Strategic Plan

ACTION REQUESTED

Adopt a resolution authorizing the City Manager to enter into an agreement with Management Partners to assist the City in development of a Strategic Plan in an amount not to exceed \$45,000.

BACKGROUND

Last spring, the City Council held a series of special meetings to discuss the City's mission, goals, and objectives. During this process, the Council developed the City's Mission Statement:

The City of El Cerrito serves, leads and supports our diverse community by providing exemplary and innovative services, public places and infrastructure, ensuring public safety and creating an economically and environmentally sustainable future.

As part of those discussions, the concept of developing a long-term Citywide Strategic Plan emerged as a future goal. Because the City Council and staff together have embraced the City's high level of service, leadership and planning for the future, the development of a Strategic Plan would build upon these efforts and guide the organization in fulfilling the City's mission. A Strategic Plan would also serve as the foundation for a General Plan Update, the Climate Action Plan, and a road map for economic development. Additionally, the Plan would guide the City's priorities and desires with respect to ongoing improvement of public facilities and infrastructure.

On November 7, 2011, staff facilitated a discussion on options related to consideration of a City Charter for the City of El Cerrito. Staff presented an option that included the development of a Strategic Plan not only as a component of the City's long-term planning efforts, but as an opportunity to assist with the next steps toward a City Charter. As a result of that presentation, the Council directed staff to move forward with this option. On February 29, 2012, staff released a Request for Proposals (RFP) for the development of the Strategic Plan (Attachment 1).

ANALYSIS

In response to the RFP, seven proposals were received from a wide range of consulting firms:

- CPS HR Consulting, Sacramento, CA
- Dyett & Bhatia, San Francisco, CA

- Management Partners, San Jose, CA
- The Mejorado Group, Glendale, AZ
- MIG, Berkeley, CA
- Novak Consulting Group, Cincinnati, OH
- Ralph Andersen and Associates, Rocklin, CA

In developing the RFP, it was staff's goal to allow the proposers ample latitude to propose their own approach to the project and ultimately explain why it was the best one for the City. The proposals were reviewed by a committee consisting of Scott Hanin and Karen Pinkos as well as Fire Chief Lance Maples and Community Outreach Specialist Suzanne Iarla. As described in the RFP, staff considered the following criteria in evaluating the proposals:

- Completeness of response to the RFP requirements
- Experience with similar projects
- Creativity of approach
- Experience in effective public involvement and incorporating citizen input
- Demonstrated facilitation skills in successfully working with city councils/staff, boards and commissions, community organizations, businesses and citizens
- Demonstrated knowledge/experience with actual development of strategic plans and implementation of possible strategies
- Basic understanding of municipal finance
- References
- Price

Based on the preliminary review of the proposals, the committee decided that it was best to interview all of the firms to allow for the opportunity to meet and get a feel for the proposed consulting staff that would be responsible for the project, provide an opportunity for the firms to elaborate after the initial review of the proposals, and get into a brief dialogue. Interviews were conducted with all seven firms on April 16, 2012.

As a result of staff's review of all proposals, the proposed project budgets and the interviews, the committee unanimously chose Management Partners as the most qualified firm to develop the Strategic Plan. The key components of this decision were Management Partners' experience with similar types of engagements, familiarity with the City, references, overall approach and cost. Additionally, one item that set them apart from the other firms was related to Service Alignment as described in their proposal (Attachment 2):

Activity 6: Align Services to Adopted Strategic Goal Areas

The City of El Cerrito understands the value of a strategic plan as a roadmap for making service delivery decisions and allocating resources. The RFP requests assistance with the preliminary alignment of services to the goals identified in the strategic planning process. To fulfill this interest, Management Partners will design a framework for aligning services, including associated costs and staffing, to the City's goals. To minimize cost, we will ask department managers to complete a simple services template. Management Partners will then compile the data from the templates.

Agenda Item No. 7(B)

The framework will show the types of services and the level of investment toward each of the strategic plan's goals. Management Partners will present the compiled results and work with executive staff through a facilitated process to seek agreement on overall alignment and ensure strategic goals and strategies are addressed.

Staff felt that this task was particularly important considering the City's need for prioritization in allocating scarce budget funds. As often discussed, the majority of the services the City provides take up significant resources, yet because they are often taken for granted (e.g., Police, Fire and emergency services, building and planning permits, encroachment permits, park and street maintenance, etc.), typically they don't get much attention. This means that the community may not always understand the costs behind these essential services and the difficulty in balancing these costs with other wants and needs. As we develop the Strategic Plan, it is imperative that the goals generally line up with the available resources in order to ensure the Plan can be properly implemented.

The following table lists all of the costs included within the proposals received:

	# Hours	Professional Fees	Other Expenses	Total Fees	Cost per/hr.
CPS HR Consulting	130	\$ 23,100	\$ 1,560	\$ 24,790	\$ 178
Ralph Andersen and Assoc.	206	\$ 29,970	\$ 8,860	\$ 39,036	\$ 145
Management Partners	223	\$ 39,500	\$ -	\$ 39,500	\$ 177
Dyett & Bhatia	352	\$ 45,500	\$ 4,500	\$ 50,000	\$ 129
The Mejorado Group	255	\$ 51,000	\$ 3,000 *	\$ 54,000	\$ 200
MIG	504	\$ 72,090	\$ 3,300	\$ 75,390	\$ 143
Novak Consulting Group	450	\$ 94,250	\$ -	\$ 94,250	\$ 209

* Fees estimated for out of state travel not included in the budget

While cost was just one factor in the overall evaluation process, it is nonetheless an important one. Management Partners was on the lower side of the range of proposals with respect to cost. Additionally, compared to other proposals, staff felt that the amount of hours projected to complete the project were adequate and appropriate for the proposed work plan.

FINANCIAL CONSIDERATIONS

Staff is recommending a total agreement amount not to exceed \$45,000 which would include \$5,500 in contingency funds should the City wish to expand the scope to include a graphic recorder and/or hold additional public meetings. The funds for the project are proposed to come from a grant from the El Cerrito Municipal Services Corporation. Alternatively, the funds could be allocated from unrestricted General Fund balance.

LEGAL CONSIDERATION

Management Partners has taken no exceptions to the standard City professional services agreement template approved by the City Attorney.

Attachments:

1. RFP
2. Proposal
3. Resolution

CITY OF EL CERRITO
REQUEST FOR PROPOSALS (RFP)
CITYWIDE STRATEGIC PLAN
DEADLINE: MARCH 26, 2012

REQUEST FOR PROPOSALS (RFP) FOR A STRATEGIC PLAN

The City of El Cerrito is seeking a qualified person or firm to contract for consulting services to guide a citywide Strategic Planning process. **The deadline for submittals is 4:00 p.m. PST on March 26, 2012.**

SUBMIT PROPOSAL TO:

City of El Cerrito
Scott Hanin, City Manager
10890 San Pablo Avenue
El Cerrito, CA 94530
shanin@ci.el-cerrito.ca.us
(510) 215-4301

ABOUT THE CITY

The City of El Cerrito is a general law city that was incorporated in 1917. El Cerrito is located in western Contra Costa County and forms part of the highly urbanized area along the eastern shore of San Francisco Bay. El Cerrito has a population of 23,440 and covers an area of 3.9 square miles. El Cerrito is a community of highly educated residents due primarily to the proximity to UC Berkeley and the San Francisco Bay Area high-tech economy. It is known for its temperate climate and breathtaking views of San Francisco Bay and the Golden Gate Bridge from the hillside areas.

Interstate Highway 80 passes near the west boundary of the community, while the crest of the Berkeley Hills and Wildcat Canyon Regional Park define the eastern boundary. The community is served by AC Transit and the Bay Area Rapid Transit (BART) system, with stations near both the north (El Cerrito Del Norte station) and south (El Cerrito Plaza station) boundaries of the city. In addition, several transit agencies including Golden Gate Transit, Fairfield-Suisun Transit, Vallejo Transit, and WestCAT also serve the El Cerrito Del Norte BART station. The combination of services from these agencies provides excellent public transportation to the entire Bay Area.

The City is organized as a Council-Manager form of local municipal government. The City Council consists of five members elected at large for four-year, overlapping terms. The Council selects the Mayor for a one-year term from among its members. The Mayor and City Council provide community leadership, develop policies to guide the City in delivering services and achieving community goals, and encourage citizen understanding and involvement. The Council Members also serve as the governing body of the El Cerrito

Employees' Pension Board, the El Cerrito Municipal Services Corporation and the El Cerrito Public Financing Authority.

The City Manager is appointed by the City Council and is responsible for administration of municipal affairs. All municipal departments operate under the supervision of the City Manager. Through the City Manager, City staff uses the resources appropriated by the Council in the budget to achieve desired service results in the community, and carries out the policies of the Council. The City Council also appoints the City Attorney to advise them and City staff on legal affairs, to see that all laws are effectively enforced and, when necessary, to defend the City in litigation.

The City provides police and fire services as well as recreation, streets and roads, recycling, economic development, public improvements, building, planning and zoning and general administrative services. Residents are provided water by East Bay Municipal Utility District and sewer services through Stege Sanitary District. Garbage and green waste collection service is provided by East Bay Sanitary, and both Comcast and AT&T provide video, internet and telecommunication services.

More information about the City is available on our website at www.el-cerrito.org.

BACKGROUND

The City Council meets early each calendar year to identify its goals for the upcoming fiscal year. The goals identified help dictate the budget priorities and objectives included in the annual operating budget. Over the past ten years, these goals have focused on tackling a backlog of unmet infrastructure needs, ensuring financial sustainability, providing public safety, improving environmental stewardship, and fostering improvement in community engagement.

As a result, during that time the City has worked diligently toward meeting these goals and has celebrated many successes. The most visible of these are El Cerrito's major capital projects, including the construction of a brand new City Hall after spending 21 years in modular trailers, infrastructure improvements along San Pablo Avenue (the City's main commercial corridor), the popular and thriving Cerrito Theater, the repair or replacement of almost every street in the City, and a new Recycling and Environmental Resource Center. The City is on sound financial standing and has greatly expanded its public information and community outreach efforts, owing to its commitment to improved communication, reporting and transparency. These endeavors resulted in voter approval of three local revenue measures over the past eight years, demonstrating a renewed feeling of trust in our local government. El Cerrito has also become a regional leader in environmental stewardship, engaging in conservation efforts, winning national grant opportunities, and embarking on a Climate Action Plan.

In 2011, the City Council developed the City's first mission statement:

The City of El Cerrito serves, leads and supports our diverse community by providing exemplary and innovative services, public places and infrastructure; ensuring public safety; and creating an economically and environmentally sustainable future.

With much of the "catch-up" work done, the City has entered a transition phase, providing an optimal time to restate our mid- and long-term vision and objectives. Together, the City Council and staff have

embraced our direction of service, leadership and support for the future and intend to build upon it by developing a Strategic Plan to guide us in fulfilling the City's mission. The Strategic Plan is also meant to serve as the foundation for a General Plan Update, the Climate Action Plan, and a road map for economic development. Additionally, the Plan will guide the City's priorities and desires with respect to ongoing improvement of public facilities and infrastructure and consideration of a charter city form of government.

WHAT THE CITY IS LOOKING FOR

The City of El Cerrito is seeking proposals from qualified persons or firms to contract for consulting services to guide a Strategic Planning process for the City. Consultants are invited to submit a proposal which includes an outline of their experience and qualifications in performing work directly related to the services required.

Strategic planning determines where an organization is going over the next several years and how it's going to get there. A Strategic Plan is intended to help the City direct its efforts and resources toward a clearly defined vision for its future. The Plan should include benchmarks or milestones that measure the City's progress along the way.

El Cerrito is interested in having this Plan completed proactively and transparently with community acceptance. The process should allow for both active and passive involvement ensuring diverse and extensive community participation.

Our Strategic Plan should be a "living document" and should undergo periodic review and adjustment to reflect progress towards achievement of goals and/or modifications of goals. As a process and eventual working document, the El Cerrito Strategic Planning process and final document should provide a work plan for the next 5 years and a vision for the 10 and 20 year horizons to address the following issues:

- Help the City of El Cerrito decide what it wants to be in the future, including identification of what makes El Cerrito unique and special, and how the City can position itself to be prepared for the future while still retaining those qualities.
- Serve as a way to organize and prioritize City initiatives and resources to achieve specific goals within a specific period of time (e.g., 5 year timeframe in the short term, and 10 - 20 year timeframe in the long term) with specific performance measures.
- Provide a process that allows general alignment and focus of the City Council, City administration, and staff in addition to citizens, business interests, community groups, etc. to foster a sense of cohesion as to the City's strategic direction.
- Transform the conceptual goals of the visioning process into realistic, achievable targets.
- Serve as a framework for development of a new/updated General Plan.
- Encourage engagement and spark the interest and excitement of active/passive residents, business & property owners, city officials/ administration and staff, and others in the future potential of the City.
- Generate new ideas and discussion about the built environment, economic development, environmental and fiscal sustainability, sense of place, and the City's overall identity.
- Chart an effective, considered, and innovative course of action for the City's future, setting priorities and maximizing innovative opportunities.

Through this planning process, the City is also interested in the successful prioritization of services and the following objectives:

- Ability to evaluate the services we provide, one versus another.
- To better understand our service levels in the context of the cause-and-effect relationship they have on the organization's priorities and finances.
- To provide a higher degree of understanding among decision makers as they engage in a process to rank services, facilities, and governance based on priorities.
- Articulate to people within the City and to the public how we value our services, how we invest in our priorities, and how we divest ourselves of lower-priority services (if necessary).

At a minimum, provide the following deliverables:

- A recommended brochure detailing the Strategic Planning process for distribution to the public.
- A recommended final Strategic Plan document that includes an implementation plan with benchmarks or milestones that measure the City's progress
- A recommended Strategic Plan Executive Summary.

QUALIFICATIONS

Any combination of skills and experience that can successfully and effectively address the scope of services.

SUBMITTAL REQUIREMENTS

The City requires that all submissions be provided in electronic format only, via electronic submission, email or on one PC-compatible CD or USB flash drive or provide an electronic web link to allow supporting material to be downloaded and/or viewed. The CD or flash drive should be clearly labeled in ink with the consultant's name and contact information. To be considered, interested parties must submit by the deadline a proposal package that includes the following:

- Letter of interest signed by a person authorized to bind the firm to its proposal – please summarize your interest in this project and include contact information.
- Summary of qualifications, experience and availability – summarize qualifications, relevant experience, and availability to participate in the RFP process (including interviews) and provide services to the City. It should also identify key staff members who will be participating.
- Proposed approach to the process, including a proposed schedule and description of proposed public involvement methods – summarizing method and approach to providing consulting services to the City.
- Proposed budget – include detailed project costs, by task and estimated hours by team member and in total. Actual compensation is subject to final negotiation.
- Additional information may be added, if additional tasks (and associated costs) that could be performed by the consultant team in the event that the project budget was to be increased are proposed and described.
- List of professional references – list most recent professional references and their contact information.

- A minimum of three examples of relevant written work related to Visioning and Strategic Planning: at least one of which will represent a strategic plan prepared on behalf of a City or comparable entity.
- Identification of any concerns or objections to signing the City's standard professional services agreement (Attachment 1). No objections will be considered that were not identified in the proposal.

EVALUATION CRITERIA

The following will be considered in evaluating each proposal:

- Completeness of response to the RFP requirements
- Experience with similar projects
- Creativity of approach
- Experience in effective public involvement and incorporating citizen input
- Demonstrated facilitation skills in successfully working with city councils/staff, boards and commissions, community organizations, businesses and citizens
- Demonstrated knowledge/experience with actual development of strategic plans and implementation of possible strategies
- Basic understanding of municipal finance
- References
- Price

GENERAL INFORMATION

1. All proposals submitted become public information and may be reviewed by anyone requesting to do so at the conclusion of the evaluation process.
2. All proposals received by the City of El Cerrito in response to this RFP shall remain valid for ninety (90) days from the date of submittal.
3. The City reserves the right to cancel or reissue the RFP or to revise the timeline at any time. The City reserves the right to reject any and all proposals and to waive minor irregularities in the proposal process. The City may accept any proposal if such action is believed to be in the best interest of the City.
4. The City is not liable for any cost incurred by the proposer prior to execution of a contract.
5. This is a City project and holds liability for work with its consultants. The contract between the successful proposer and El Cerrito shall include all documents mutually entered into specifically, including the contract instrument, the RFP, and the response to the RFP.
6. The prime consultant will be required to assume the responsibility for all services offered in the proposal whether or not directly performed by the prime consultant. Further, the prime consultant will be the sole point of contact for the City of El Cerrito with regard to contractual matters.
7. The project team shall be approved by the City of El Cerrito. The City must approve any changes in the project team.

PROCESS AND TIMELINE FOR SELECTION

The City's process and timeline for selection of a consultant are as follows:

March 1, 2012 – RFP released

March 19, 2012 – Questions on RFP due

March 26, 2012 – Deadline for RFP submittals

Submittals must be received at City Hall, 10890 San Pablo Avenue, El Cerrito, CA 94530 by 4:00 p.m. PST on March 26, 2012. Submittals should be sent to the attention of Scott Hanin, City Manager and/or submitted via e-mail to shanin@ci.el-cerrito.ca.us. The City assumes no responsibility for formatting or transmission errors.

Submittals received after the deadline will not be considered.

March 26-30, 2012 - Consideration of submittals and selection of interview candidates

An evaluation team will select candidate(s) from submittals received for interview(s). This process will include review of submittals, references, and other information as necessary, as well as rating of submittals.

April 4-5, 2012 - Possible Interviews with selected candidates

Interviews will provide an opportunity for the City and selected candidates to further gauge their fit and ability to work with each other.

Please ensure that the appropriate representative, including the designated Project Manager, will be available to attend an interview if selected as a finalist.

April 9, 2012 - Selection of preferred candidate

The City will select a preferred candidate, based on the interviews, written proposal, and other information, as well as the results of the reference checks, and will contact all candidates about the results.

April 17, 2012 - Approval of contract by City Council

QUESTIONS

For questions regarding the City's RFP process or the services being sought, please contact Scott Hanin via email at shanin@ci.el-cerrito.ca.us or via telephone at (510) 215-4301, up to 4:00 p.m. PST on March 19, 2012. Any addendums to this RFP will be distributed by email and posted on the City's website at <http://el-cerrito.org/Bids.aspx>.

Attachment(s):

Standard Professional Services Agreement

PROPOSAL TO
CITY OF EL CERRITO
FOR
CITYWIDE STRATEGIC PLAN DEVELOPMENT

March 26, 2012

**Management
Partners**



Management Partners



March 26, 2012

Mr. Scott Hanin
City Manager
City of El Cerrito
10890 San Pablo Avenue
El Cerrito, CA 94530

Dear Mr. Hanin:

Management Partners is pleased to provide this proposal in response to El Cerrito's request for proposals to develop a citywide strategic plan. The process of developing a strategic plan is important to the future of an organization. The public will benefit from a city organization that is grounded in a sound vision, mission and strategic direction designed to address key issues to assure a positive future for the delivery of critical services. Our team members have helped many organizations develop strategic plans and we would welcome the opportunity to assist the City of El Cerrito.

Management Partners is a professional management consulting firm specializing in helping local government organizations plan for the future to meet service demands, improve effectiveness and streamline operations. Our clients benefit from the expertise of professionals with extensive experience in all aspects of public management as well as knowledge of how the best jurisdictions in the country provide services.

We have a proven track record of quality service to numerous local governments throughout the United States. We have completed successful strategic planning and consulting engagements with large and small cities and counties, special districts, individual departments and non-profit agencies. Our interest is in helping clients identify ways to reach their goals and deliver services that meet community expectations in an efficient manner.

Our proposal describes our recommended approach to helping you engage the community, Council, and staff in creating a strategic plan that is implementable, practical, and provides a clear vision for the future. There are many different ways to accomplish the outcomes you are seeking and we are amenable to refining the work plan to meet your needs.

We look forward to working with the City of El Cerrito. We will be pleased to answer any questions you may have about Management Partners or this proposal. Please contact Nancy Hetrick or me at 408-437-5400 for additional information or to discuss our interest in assisting the City. Thank you for your consideration.

Sincerely,

Gerald E. Newfarmer
President and CEO

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MANAGEMENT PARTNERS

Management Partners was founded in 1994 with a specific mission to help local government leaders improve their service to the public. We are a national consulting firm with offices in San Jose and Irvine, California, and Cincinnati, Ohio. We have a well-established track record of helping public sector organizations throughout the United States, including all of the services provided by cities, counties, towns and special districts at the local level. Our emphasis as a firm is in working with local governments throughout the country and we complete an average of 110 projects annually.

During our 17 years of service, we have earned a national reputation by delivering quality, actionable work products to our clients. We bring extensive experience to this project, along with first-hand knowledge of local government operations. We are distinguished by the fact that each team we assign is led and staffed by associates who have actual experience in direct public service and experience working together as a team. The work we do is not an academic exercise; it is grounded in the real world of customer service and accomplishment in the public sector. Management Partners is unique in that regard.

The firm is staffed with 50 professionals who are experienced public service managers as well as qualified management consultants. This group includes generalists as well as subject-matter experts. Our consultants have years of experience working in all aspects of local government management and have built a track record of extraordinary quality service for our clients. The team we have assembled to assist the City of El Cerrito with the creation of a strategic plan and the subsequent alignment of services has worked together to successfully complete strategic planning projects for other local organizations.

The firm has extensive experience helping improve both the efficiency and effectiveness of local government services. We have undertaken organizational staffing and improvement projects in virtually every type of local government service, including reviews of entire governments as well as selected studies of individual departments and functional activities. We understand and have experience addressing the resource constraints inherent in local government today and recognize the need for a framework to prioritize services to best meet community needs. We will utilize the strategic plan as a roadmap to assist the City with prioritizing services.

In addition to strategic planning, Management Partners' services include everything required to support a local government leader, elected or appointed. Our full range of services includes the following:

- Organizational Analysis and Performance Audits – Also called performance audits, efficiency studies and organizational reviews, identifies improvements to an operation's efficiency and effectiveness.
- Performance Management – Encompasses a wide range of management tools that can be and often are developed independently of one another, including: performance management and measurement, process management, performance budgeting, employee performance evaluation and strategic and process benchmarking.
- Process Improvement – Examines the processes by which customers are served, an important technique for developing a program for operations improvement, including process mapping.
- Financial Planning, Budgeting and Analysis – Assists clients in analyzing their finances and planning for the effective and efficient use of taxpayer or customer dollars.

- Organizational Development and Training – Helps clients develop organizational capacity, a key to developing high performance organizations. Services include executive coaching, team building, customer service training, employee and customer surveys and conflict management workshops.
- Sharing and Consolidation of Services – Offers a more efficient way to provide services, particularly on a regional basis. Options range from the complete integration of previously separate jurisdictions to sharing or consolidating the management of individually delivered services and operations.
- Interim Management – Assists government leaders by providing executive staff during transitional periods. Rather than just “keeping the chair warm,” our interim managers provide value-added services during their tenure.
- Executive Recruitment – Identifies top candidates for chief executive officer positions and department director level jobs in local governments.

Management Partners’ team members have facilitated numerous council/board and management team workshops and meetings. In addition, we have designed and led many civic engagement projects of a broader nature, often in conjunction with strategic planning projects. We are specialists in performance management and led the creation of the International City/County Management Association’s (ICMA) Center for Performance Measurement. In addition, we have supported many local governments (cities, counties and towns) in the design and implementation of jurisdiction-specific performance management programs. Staff development and training is always a priority, especially in the area of performance measurement, where we have trained well over 100 jurisdictions throughout North America.

We offer a balance of perspectives with a practitioner’s bias and a proven track record of successful consulting engagements. This experience gives us a sensitivity that produces positive outcomes. Each of our projects is individually tailored to the unique needs of the client. We have a deep understanding of the service environment of local government and we are proud to say that as a result of our quality work, many of our clients ask us to complete subsequent assignments.

PROJECT TEAM

Management Partners has a project team that is highly qualified to complete this work for El Cerrito. This project will be a top priority for Management Partners and our team members will be available in whatever capacity and with whatever availability will contribute to the success of the project, including participating in the selection interviews. Nancy Hetrick will serve as project manager and will be responsible for execution of the project. She will be assisted by Cathy Standiford, Emily Lohr and Linda Tran.

The qualifications of each team member are briefly summarized below.

Nancy Hetrick, Senior Manager

Nancy Hetrick is an experienced facilitator with expertise in strategic planning, team building, and facilitating problem-solving and process improvement initiatives. In addition, she is skilled in the areas of performance management, succession planning, organizational and process improvement, and budget development. Nancy led the County of San Mateo’s Outcome-Based

Management program and has supported local government clients with the design and implementation of performance measurement systems. Nancy is an excellent facilitator and trainer. She has developed curriculum and conducted training on a wide variety of topics and routinely facilitates priority-setting and team building workshops for cities, counties and non-profit boards. Nancy is certified to administer the Myers-Briggs Type Indicator assessment instrument. Since her return to Management Partners in 2006, she has led projects with local governments including the Bay Area cities of Rohnert Park, Redwood City, San Carlos, Fairfax, Orinda, Merced, Martinez, San Jose and Santa Cruz; the Sacramento Area Council of Governments; the Peninsula Library Partnership; and the Bay Area Counties of Alameda, San Mateo, Marin, Monterey, and Santa Clara.

Cathy Standiford, Partner

Cathy Standiford has developed her expertise in strategic management, organizational development, team building, operations analysis, and problem solving during 27 years of public sector experience. Before joining Management Partners she held executive level positions in three California communities, including assistant city manager for the City of Santa Ana, city manager for the City of La Palma, and deputy city manager for the City of Garden Grove. An ICMA Credentialed Manager since 2004, Cathy is recognized for her knowledge of municipal government operations and policy issues. She is a skilled facilitator and trainer, and serves as an adjunct professor for California State University Fullerton's Public Sector Leadership in the 21st Century program. Some of the clients Cathy has assisted include Ventura County, the Santa Barbara County Association of Governments, the cities of Rohnert Park, Anaheim, Newport Beach, Santa Monica and Glendora, and Chrysalis Enterprises, a non-profit organization based in Los Angeles.

Emily Lohr, Senior Management Advisor

Emily Lohr is an experienced analyst and writer who has worked in the public, private and non-profit sectors. She is skilled in a variety of arenas, including group facilitation, online survey development and analysis, development review, strategic planning, staff development and succession planning, organizational review, and process improvement. Emily has strong analytical skills, which she applies to all types of comparative research, survey analysis, benchmarking, data base development and performance measurement. As a group facilitator, she is able to provoke thoughtful discussion while maintaining a positive group dynamic. In this capacity she has conducted many workshops, focus groups, brainstorming sessions, and process improvement group analyses to gather opinions about employees' jobs and processes. She has administered numerous online and written surveys and expertly provides meaningful information to clients about their employee and customer experiences. Since joining Management Partners in 2005, Emily has worked with local government clients throughout the western United States, including Palo Alto, Woodside, San Jose, Santa Clara, and Santa Cruz, California; Bellevue, SeaTac and Bothell, Washington; Springfield, Oregon; Salt Lake County, Utah; and Surprise, Arizona.

Linda Tran, Management Analyst

Linda Tran joined Management Partners in September 2010 and provides analytical support on a variety of projects including strategic benchmarking, service consolidation studies, and organizational audits. Prior to Management Partners, she completed an internship with the City of San Jose's Department of Retirement Services where she helped perform quality assurance reviews and developed training presentations to enhance client consultation services. Having

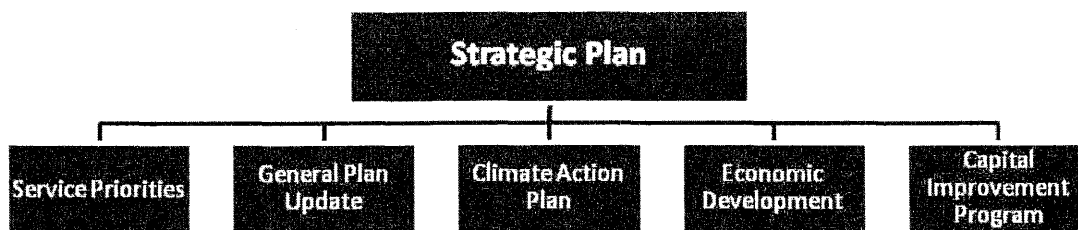
also worked in a variety of capacities in both domestic and international nonprofit organizations, Linda brings experience from the nonprofit sector where she has conducted organizational capacity-building assessments. Linda received both her bachelor's degree in Asian American Studies and a master's degree in Sociology from Stanford University. She holds a second master's degree in public administration from San Francisco State University.

MANAGEMENT PARTNERS' PROPOSED APPROACH

The City of El Cerrito is located along the eastern shore of the San Francisco Bay in Contra Costa County. Approximately 23,500 residents call El Cerrito home, and the City covers over 3.9 square miles. El Cerrito is a general law city organized under a Council-Manager form of government. The City is governed by a five-member Council whose members are elected at large, with a Mayor who rotates among the elected Councilmembers. All City departments operate under the supervision of the City Manager. They are: Administrative Services, City Attorney, City Clerk, Economic Development, Environmental and Development Services, Fire, Police, Public Works and Recreation.

We understand that the City Council has a practice of establishing annual goals, with the focus in recent years largely on significant and necessary infrastructure improvements. A number of successes have been achieved as a result, including the construction of a new City Hall. Building on these successes, in 2011 the City adopted its first mission statement to communicate a common purpose for the organization: *The City of El Cerrito serves, leads, and supports our diverse community by providing exemplary and innovative services, public places, and infrastructure; ensuring public safety; and creating an economically and environmentally sustainable future.*

With a stable fiscal outlook and sound public infrastructure, the City is ready to revisit its vision for the future. The development of a strategic plan will help establish a new shared vision and provide a roadmap to guide the organization in fulfilling the mission. The City envisions that the strategic plan will also provide a foundation for service prioritization, a General Plan Update, a Climate Action Plan, an economic development roadmap, as well as public facilities and infrastructure improvements. The following graphic shows these relationships.



The City desires a process that engages the Council, staff, residents and other stakeholders. The process will include completing an analysis of the strengths, weaknesses, opportunities and threats (SWOT). The resulting plan will establish goals and strategies, establish a clear vision and confirm the mission for the organization, and articulate the organization's values. To be useful, the strategic plan needs an implementation action plan tied to other key planning documents.

To provide a base from which to establish goals, an environmental scan is normally conducted as part of the strategic planning process. Through the environmental scan, those factors influencing the City now and those which will affect it in the future are identified. Typical data include fiscal constraints and opportunities, service demand drivers, policy issues, legislation, customer profiles and anticipated changes in customer base, productivity and workforce issues. The SWOT analysis is conducted as the qualitative part of the environmental scan.

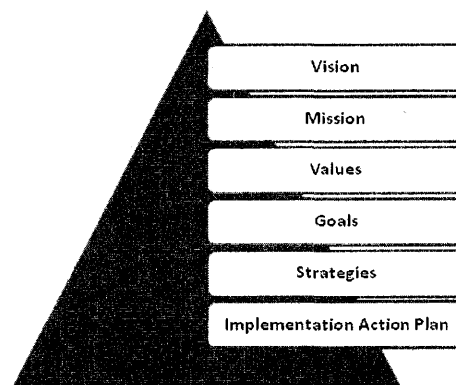
Before we describe a proposed approach to provide the City of El Cerrito with the desired results, we would like to describe the elements of strategic planning that would be considered as we proceed collaboratively with your project team.

The following graphic shows the key components of a strategic plan.

A **vision** sets the focus for the future. It is a statement of where the organization is going.

A **mission** is a statement of the purpose of the organization. It fundamentally defines what the organization stands for and what it will do.

The **values** of an organization drive the goals created and the process of implementation. Values provide the basis for how the organization and its members will work to achieve the mission and vision. Examples include professional excellence, innovation, responsiveness, leadership, teamwork and integrity.



Goals set the framework that guides the direction and focus of the organization, budget decisions and allocation of other resources, such as staff time. They are “up on the balcony” wide views of opportunities for change and improvement and state the desired future. Goals or strategic priorities provide the “why” (larger meaning and context) of the specific actions the agency takes. They help the executive team decide which of the many worthy projects should be done and when, within available resources. Goals must be meaningful and attainable.

Strategies are the means to achieve the goals. They describe an approach or method and begin to answer the question: How will we go about accomplishing the goal? They may include broad areas to pursue, rather than individual projects. To assure that the goal is achieved, later in the process each objective must be assigned to an individual, with resources identified, and incorporated into a work plan.

Goal	Goal	Goal	Goal	Goal
• Strategy	• Strategy	• Strategy	• Strategy	• Strategy
• Strategy	• Strategy	• Strategy	• Strategy	• Strategy
• Strategy	• Strategy	• Strategy	• Strategy	• Strategy

Performance or success indicators express the final result that is desired. Indicators should answer the question: How will we know if we are successful at achieving what we set out to do?

An **implementation action plan** is the blueprint for carrying out the strategic plan. It contains the detailed steps that must be taken to assure that the goals and strategies are achieved. An action plan provides a framework for determining specific timelines, assignments, and resource allocation. It is designed to be a management tool to help the organization assure that goals are attained and are well-suited to periodic check-in about progress, changes or challenges. An example of an implementation action plan template is shown in the following graphic.

Graphic

Strategy 1:

Key Tasks	Fiscal Year to Start/Complete	Resources (Staff, Funding, Other)		Lead Manager/Team Members	Milestones and Success Indicators
		Currently Available	Needed		

Finally, reporting on progress in implementing the strategic plan is key. As part of the process, a reporting structure and timeline is established. It can range from a quarterly update of each goal and objective, to a semi-annual review, once as part of the budget process and again mid-year.

Work Plan

Based on our experience with strategic planning and our understanding of the needs of El Cerrito as outlined in the RFP, we have prepared a detailed plan of work. This framework is amenable to refinement to adapt it to your specific interests.

Our process provides for ongoing and meaningful collaboration between our team and City staff. We believe that an effective strategic plan, one that will be successfully implemented and will guide decisions into the future, requires that it be a product of the organization that is involved. Management Partners will provide expert advice, facilitation and preparation of the strategic plan document and all of its component parts. Throughout the engagement, we will collaborate with the City to ensure the desired results are achieved.

Activity 1: Start Project and Review Background Materials

Management Partners will begin with an initial meeting with the City Manager to ensure that we have a clear understanding of the objectives. During this meeting we will review our detailed work plan and schedule for the strategic planning process. Following the meeting, we will fine-tune the scope of work as appropriate and finalize the schedule.

The project start-up activity will form the foundation for the partnership between Management Partners and the City. This initial planning meeting will afford the opportunity to share information, establish communication protocols and refine the strategic planning schedule and work plan so that it is comfortably integrated with City staff's other work demands. We will also discuss the role of a City-appointed internal strategic planning team and clarify the roles of all parties, if desired.

Activity 2: Conduct SWOT Analysis and Advise on Environmental Scan

Management Partners will conduct a SWOT analysis through which strengths, weaknesses, opportunities and threats facing the City will be identified. This analysis will be conducted prior to the strategic planning workshop described in Activity 3 to provide a solid base of information for discussion. We find that by conducting this analysis in advance and then discussing it at the workshop, the group can make faster progress on developing the strategic plan.

A SWOT analysis is created by obtaining stakeholders' opinions about strengths, weaknesses, opportunities and threats facing the organization. We will seek input in the following ways.

- Conduct individual interviews with each City Councilmember, the City Manager and Assistant City Manager, and others on the Executive Team as appropriate,
- Conduct two focus groups with business and community stakeholders, and
- Conduct three focus groups with employees, volunteers, and/or members of the City's commissions.

We will consolidate the qualitative input from these sources and prepare a summary document.

Also during Activity 2, Management Partners will advise City staff on the preparation of an environmental scan, including providing examples. An environmental scan identifies trends that are important when preparing a plan for the future. Data sets that are typically included in an environmental scan are outlined below.

- Economic indicators (including expenditure and revenue outlook)
- Local demographic trends (age, culture, ethnicity)
- Housing and development trends
- Legislative mandates
- Regional issues
- Other issues that may be important in the future (environmental issues, infrastructure, service demands)

The SWOT analysis and environmental scan will be presented during the strategic planning workshops described in Activities 3 and 4.

Activity 3: Conduct Outreach and Plan for Strategic Planning Workshop

The City desires active engagement and transparency in the strategic planning process. Targeted outreach to community leaders and representatives will occur during Activities 2 and 4. In addition, during this activity we will design a brochure that outlines the strategic planning process and highlights opportunities to get involved. Management Partners will design the brochure for review and input by the City Manager.

We will provide all documents in print-ready Microsoft Word, Publisher, and/or Adobe PDF format. The brochure will be printed by the City for distribution and can be posted on the City's website for electronic viewing.

The second part of this activity is to plan for and facilitate a six-hour session with members of the executive team or a designated internal strategic planning committee. During the session, participants will review the SWOT analysis and environmental scan and prepare a draft vision statement, identify organizational values, and develop recommended goals and strategies. The results of this session will serve as the starting point for the Council's Strategic Planning Workshop (Activity 4). Management Partners will work with the City Manager and/or strategic

planning committee to determine the desired approach to engage community participation at the public workshop.

Activity 4: Facilitate Strategic Planning Workshop with City Council

During this activity we will prepare for and facilitate a strategic planning workshop with members of the City Council and other participants as desired. The workshop will engage Councilmembers in validating and refining the draft elements of the strategic plan. To prepare for the workshop, the following tasks will be completed.

- *Determine workshop participants and coordinate logistics.* We will meet with the City Manager and his designated project manager to discuss who will be participating in the strategic planning workshop. We will discuss workshop logistics, including location, room setup and other aspects necessary to set the stage for a productive day for all participants.
- *Prepare draft agenda.* We will prepare a detailed agenda and review it with the City Manager.

Our strategic planning workshops are engaging and interactive and are designed to ensure full participation. We use a combination of facilitation techniques including small and large group discussions and, depending on the size of the group, typically change small groups at least once during each session to mix the participants. We will work with the City to ensure community members and staff, as appropriate, are invited and encouraged to attend.

Management Partners recommends the use of a graphic recorder to capture the process and outcomes of the public strategic planning process. The colorful images that are produced “live” are vivid and reflect the energy and effort that goes into the process. The images are part of the strategic plan and can be posted on the City’s website. In addition, frequently our clients choose to enlarge the images to display them as art in public places like City Hall, a library, or community center. It is a great tool for spreading the word and informing the public. We can recommend a talented graphic recorder with whom we have worked in the past.

Activity 5: Prepare Strategic Plan and Implementation Plan

Following the workshop, Management Partners will prepare a summary of the outcomes and prepare a draft strategic plan. It will contain the following components.

- Mission, vision, values,
- Strategic Plan multi-year goals,
- Several strategies for each goal,
- Success indicators for each goal, and
- Reporting and accountability mechanisms for the strategic plan.

We will review the draft with the City Manager and the internal strategic planning team and make modifications based on their input.

Once the strategic plan is approved, we will prepare a draft implementation plan. For implementation to occur in an orderly and effective manner, it is important for the following elements to be identified.

- Key tasks
- Timeline (start and completion dates)
- Resources needed and currently available (and sources)

- Staff assigned (including a lead person)
- Milestones and success measures

As noted in the RFP, the Strategic Plan and Implementation Action Plan will provide a work plan for the next five years, and a longer-term vision for 10- and 20-year horizons. The strategic planning process facilitated by Management Partners will transform the conceptual visioning goals into achievable targets.

Activity 6: Align Services to Adopted Strategic Goal Areas

The City of El Cerrito understands the value of a strategic plan as a roadmap for making service delivery decisions and allocating resources. The RFP requests assistance with the preliminary alignment of services to the goals identified in the strategic planning process. To fulfill this interest, Management Partners will design a framework for aligning services, including associated costs and staffing, to the City's goals. To minimize cost, we will ask department managers to complete a simple services template. Management Partners will then compile the data from the templates.

The framework will show the types of services and the level of investment toward each of the strategic plans goals. Management Partners will present the compiled results and work with executive staff through a facilitated process to seek agreement on overall alignment and ensure strategic goals and strategies are addressed.

Activity 7: Assist with Implementation

During this final activity, Management Partners will meet with City staff to discuss ways to link the strategic plan to the General Plan Update, Climate Action Plan, and the economic development roadmap. Additionally, we will suggest methods of reviewing and updating the strategic plan at regular intervals to ensure the Strategic Plan remains a living document to reflect achievement of goals and new or revised priorities.

PROJECT BUDGET

Management Partners anticipates devoting 223 hours of our staff time to execute the plan of work described above. As requested in the RFP, the below tables detail the project cost and estimated hours by activity, as well as the estimated hours by team member.

ACTIVITY	HOURS	COST
1 – Start Project	8	\$1,820
2 – Conduct SWOT Analysis	47	\$7,465
3 – Conduct Outreach and Plan for Strategic Planning Workshop	45	\$9,260
4 – Facilitate Strategic Planning Workshop	43	\$7,930
5 – Prepare Strategic Plan and Implementation Plan	24	\$3,750
6 – Align Services to Strategic Plan Goal Areas	48	\$8,290
7 - Provide Implementation Assistance	8	\$985
TOTAL	223	\$39,500

TEAM MEMBER	HOURS
Nancy Hetrick	93
Cathy Standiford	25
Emily Lohr	68
Linda Tran	37
TOTAL	223

The ultimate test of a quality project is that the client is pleased with the results, and we are committed to achieving that goal. The total cost of this project is \$39,500, which includes all fees and expenses. This price assumes a high level of community engagement and facilitation during the Strategic Planning Workshop in Activity 4. In addition, this price reflects specific items requested by the City, including the design of a strategic planning brochure and a separate activity to assess service alignment. If desired, Management Partners can work with the City to amend the scope of work to achieve budget requirements.



During our 17 years of service, Management Partners has had the privilege of assisting both large and small local governments across the United States. Our work has afforded us a unique perspective on best practices in local government operations as a result of the broad diversity of the clients we have served. Our website www.managementpartners.com contains information about our clients, and you are welcome to contact any of them about the quality of our work. References for several relevant projects are included below.

Rohnert Park, California

In May 2011 the City of Rohnert Park retained Management Partners to facilitate the development of a strategic plan. The plan was designed to provide a framework linking the City's economic development plan, capital improvement program, budget process, policy issues, organizational efficiencies and the General Plan. The strategic planning process began with an analysis of strengths, limitations, opportunities and threats (SLOT) that were identified through interviews, focus groups, and a survey that engaged staff, community representatives, and City commissioners. We then guided staff's preparation of an environmental scan of current and future factors influencing the City. The combination of broad-based qualitative input and quantitative trend data formed the foundation for two highly interactive workshops with staff and City Council members during which a vision, mission, values and goals and strategies were developed and confirmed. A graphic recorder captured the Council workshop results in a visual, "storyboard" format. Management Partners drafted the strategic plan, which was unanimously adopted by the City Council in December 2011. We are currently assisting City management with the implementation of the plan and its integration into the annual budget process.

Client Contact: Mr. Gabe Gonzalez, City Manager
130 Avram Avenue
Rohnert Park, CA 94928
707-588-2226

Pacific Library Partnership

Management Partners was retained by the Pacific Library Partnership (PLP), a newly formed joint powers authority of library systems, to provide strategic planning assistance. The project involved soliciting input from board members through interviews; conducting a SWOT (strengths, weaknesses, opportunities and threats) analysis through an online survey (which had over 100 respondents); facilitating two workshops to articulate the PLP's vision, mission, and values, as well as goals, strategies and actions to bring the goals to fruition; and drafting the strategic plan. Once the Strategic Plan was drafted, Management Partners solicited comments on the contents from stakeholders via an online survey. Management Partners advised the PLP on the creation of an implementation plan to advance the goals and strategies identified in the strategic plan.

Client Contact: Ms. Linda Crowe, Executive Director
2471 Flores Street
San Mateo, CA 94403
650-349-5538

Sacramento Area Council of Governments (SACOG)

Management Partners prepared a multi-year strategic plan that melded the requirements of the federal Overall Work Program with organizational strategic planning. We designed the process, facilitated workshops, created an environmental scan, prepared the strategic plan, and created a business plan template for implementing the plan.

Client Contact: Mr. Mike McKeever, Executive Director
1415 L Street
Sacramento, CA 95814
916-321-9000

Examples of Work

We have included with our proposal three examples of strategic plans that Management Partners, and specifically members of this proposed project team, prepared for the above organizations (Rohnert Park, Pacific Library Partnership, and SACOG).

Conclusion

Management Partners has the experience, the professional talent and the commitment necessary to successfully complete this work for the City of El Cerrito. We welcome the opportunity to provide additional information that may be helpful. We would be pleased to assist you with this project. Thank you.

RESOLUTION 2012-XX

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF EL CERRITO AUTHORIZING THE CITY MANAGER TO ENTER INTO A CONTRACT WITH MANAGEMENT PARTNERS FOR THE DEVELOPMENT OF A CITY WIDE STRATEGIC PLAN

WHEREAS, last year the City Council of the City of El Cerrito adopted a new Mission Statement to help frame the overall work and vision for the City; and

WHEREAS, as part of the development of the City's Mission Statement, the concept around the need for a longer term vision and framework for prioritizing City resources emerged; and

WHEREAS, a Strategic Plan would help guide the development of future budgets, General Plan updates, the City's Climate Action Plan and an implementation plan matching priorities with available resources; and

WHEREAS, on November 7, 2011, staff was directed by the City Council to develop a Strategic Plan as a component of the City's long-term planning efforts as well as possible consideration of a future City Charter; and

WHEREAS, on February 29, 2012, the City released a Request for Proposals (RFP) for the development of the Strategic Plan; and

WHEREAS, in response to the RFP, seven proposals were received from a wide range of consulting firms; and

WHEREAS, based on multiple evaluation criteria including qualifications and cost, staff is recommending Management Partners as the most qualified proposal of those received; and

WHEREAS, the total project budget, including a contingency, will not exceed \$45,000.

NOW THEREFORE, BE IT RESOLVED that the City Council of the City of El Cerrito authorizes the City Manager to enter into a contract with Management Partners for the development of a strategic plan for the City in an amount not to exceed \$45,000.

BE IT FURTHER RESOLVED that this contract will be funded by a grant of the El Cerrito Municipal Services Corporation (MSC). Should the MSC not fund the Plan, it will be funded through the General Fund budget in fiscal years 2011-12 and 2012-13.

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

I CERTIFY that at a regular meeting on May 1, 2012 the City Council of the City of El Cerrito passed this Resolution by the following vote:

AYES:

NOES:
ABSENT:

IN WITNESS of this action, I sign this document and affix the corporate seal of the City of El Cerrito on May 1, 2012.

Cheryl Morse, City Clerk

APPROVED:

William Jones, III, Mayor