



AGENDA

SPECIAL CITY COUNCIL MEETING – CLOSED SESSION

Tuesday, June 5, 2012 – 6:30 p.m.

Hillside Conference Room

CONCURRENT CITY COUNCIL MEETING/PUBLIC FINANCING AUTHORITY & PENSION TRUST BOARD MEETING

Tuesday, June 5, 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 CONCURRENT CITY COUNCIL MEETING/PUBLIC FINANCING AUTHORITY & PENSION TRUST BOARD MEETING MEETING**

1. **PLEDGE OF ALLEGIANCE TO THE FLAG** – Mayor Pro Tem Lyman
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. **PRESENTATION**

- A. **Officer of the Year Proclamation**

Approve and present a proclamation congratulating Officer Carlos Maldonado on his recognition by the Exchange Club of Albany – El Cerrito as the “Officer of the Year.”

- B. **Preliminary Results from 2012 National Citizen Survey**

Receive a staff presentation on the 2012 National Citizen Survey results.

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

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 the Consent Calendar.

- A. **Minutes for Approval**

Approve the May 15, 2012 City Council Special Meeting – Closed Session and Regular City Council meeting minutes.

- B. **Calling for a Consolidated General Municipal Election on November 6, 2012**

Adopt a resolution: 1) Ordering and calling for a General Municipal Election to be held in the City of El Cerrito on Tuesday, November 6, 2012 for the purpose of electing three members of the City Council for full terms of four years each; 2) Requesting and consenting to consolidation of the municipal election with the presidential general election to be held on November 6, 2012; Requesting the services of the Contra Costa County Registrar of Voters; 4) Providing for Notice of Election; and 5) Setting specifications of the Election Order to include limiting candidate statements to 300 words, requiring candidates to pay for the costs of their candidate statement, establishing the estimated cost of each candidate statement to be \$475 payable at the time of filing; and determining that, in the event of a tie vote, the winner shall be determined by lot at a time and place designated by the City Council.

C. Measure J Funds for Paratransit Services for the Elderly and Disabled

Adopt a resolution authorizing the City Manager or his designee to apply for and claim Measure J funds in order to provide paratransit services for the elderly and disabled for Fiscal Year 2012–13.

6. PUBLIC HEARINGS – None

7. POLICY MATTERS

Fiscal Year 2012 – 2013 Budget

Presentation and discussion of the City's Fiscal Year 2012–13 budget. Adoption of the budget is scheduled for consideration on June 19, 2012.

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 CONCURRENT CITY COUNCIL MEETING/PUBLIC FINANCING AUTHORITY & PENSION TRUST BOARD MEETING

The next City Council meeting is scheduled on Tuesday, June 11, 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 PROCLAMATION
Congratulating Officer Carlos Maldonado on his recognition by the
Exchange Club of Albany – El Cerrito as the “Officer of the Year”

WHEREAS, Officer Carlos Maldonado embodies professionalism and leadership in the field of Law Enforcement; and

WHEREAS, Officer Carlos Maldonado graduated from the Basic Police Academy and began the Field Training Program on April 26th, 2010; and

WHEREAS, Officer Carlos Maldonado maintains an exceptional dedication to law enforcement and has consistently proven himself to be an outstanding employee; and

WHEREAS, Officer Carlos Maldonado excelled in traffic safety efforts, leading his division in contacting hazardous drivers; and

WHEREAS, Officer Carlos Maldonado shows his commitment to compassionate service in his daily interactions with community members and routinely places the needs of the City and Department before his own; and

WHEREAS, Officer Carlos Maldonado has demonstrated adherence to the Mission of the Department, which states, “The El Cerrito Police Department is committed to service, safety and enhancing the public trust through professionalism and leadership.”

NOW THEREFORE, the City Council of the City of El Cerrito hereby commends Officer Carlos Maldonado on the occasion of his recognition by the Exchange Club of Albany – El Cerrito as the Officer of the Year on May 23rd, 2012. The City Council extends sincere appreciation to Officer Carlos Maldonado for his devotion to the Mission, Vision, and Values of the Police Department. He truly epitomizes community-based policing in the City of El Cerrito.

Dated: June 5, 2012

William C. Jones, III,
Mayor, City of El Cerrito



AGENDA BILL

Agenda Item No. 4(B)

Date: June 5, 2012
To: El Cerrito City Council
From: Suzanne Iarla, Community Outreach Specialist
Subject: Preliminary Results from 2012 National Citizen Survey

ACTION REQUESTED

Receive staff presentation on 2012 National Citizen Survey results.

BACKGROUND

The National Citizen Survey™ (NCS) is a statistically valid survey of resident opinions about community and services provided by local governments in the USA. 2012 is the fourth year the City of El Cerrito has participated in the NCS. Attached is a copy of the cover letter and the survey that was mailed out in April, 2012.

Staff has received the draft report of the 2012 survey results and is pleased to share highlights with the Council. The final report of results will be available to the Council and the public later in June and will include full responses and benchmark comparisons with over 500 other jurisdictions, as well as El Cerrito results from previous years (2004, 2005 & 2007).

2012 Draft Results

In April 2012, questionnaires were sent to a random sample of 1,200 households in El Cerrito as part of the National Citizen Survey™. The 5-page survey was sent on behalf of the City of El Cerrito and asked for feedback on the quality and usefulness of city services. A total of 362 completed surveys were returned, providing an overall response rate of 31%. This is within the typical response rate range of 25% to 40%.

Most residents experienced a good quality of life in the City of El Cerrito and believed the City was a good place to live. The overall quality of life in the City of El Cerrito was rated as "excellent" or "good" by 70% of respondents. A majority reported they plan on staying in the City of El Cerrito for the next five years.

In general, survey respondents demonstrated trust in local government. A majority rated the overall direction being taken by the City of El Cerrito as "good" or "excellent." This was much higher than the benchmark. Those residents who had interacted with an employee of the City of El Cerrito in the previous 12 months gave high marks to those employees. Most rated their overall impression of employees as "excellent" or "good."

On average, residents gave generally favorable ratings to most local government services. Responses were able to be compared to the benchmark database. Of the 32 services for which

comparisons were available, 14 were above the benchmark comparison, 13 were similar to the benchmark comparison and 5 were below.

A variety of characteristics of the community were evaluated by those participating in the study. The four characteristics receiving the most favorable ratings were the openness and acceptance of the community toward people of diverse backgrounds, and ease of rail travel, walking and car travel in El Cerrito. The three characteristics receiving the least positive ratings were educational opportunities, opportunities to attend cultural activities and employment opportunities.

Overall, ratings for many of El Cerrito's services and community features increased compared to the previous year's survey. Increased ratings were found for ease of car travel, ease of bus travel, ease of walking, street repair, street cleaning, street lighting and sidewalk maintenance. Ratings also increased for land use, planning, and zoning, code enforcement, animal control, crime prevention, fire prevention and education, air quality, recycling, City parks, recreation centers and others.

About the Survey

The National Citizen Survey (NCS) is a collaborative effort between National Research Center and the International City/County Management Association (ICMA). The NCS provides a statistically valid survey of resident opinions about community and services provided by local government. The questionnaire and survey procedure were designed based on the experience of hundreds of local governments, ranging in size from small to large. The NCS focuses on a series of community characteristics and local government services, as well as issues of public trust. Resident behaviors related to civic engagement in the community area also measured in the survey. Scientific sampling and weighting of the responses in each city ensure accurate and reliable results.

The results of the NCS provides the opinions of a representative sample of residents about community quality of life, service delivery, civic participation and unique issues of local interest.

- The margin of error around results for the City of El Cerrito Survey (362 completed surveys) is plus or minus five percentage points.
- Differences between prior years' results can be considered "statistically significant" if they are greater than seven percentage points.
- NRC's database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions. A benchmark comparison uses the average rating from all the comparison jurisdictions where a similar question was asked.
- On many of the questions in the survey respondents may answer "don't know." These responses have been removed from the analyses presented. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

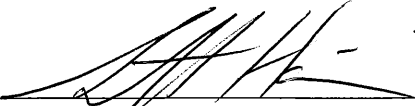
FINANCIAL CONSIDERATIONS

None

LEGAL CONSIDERATION

None

Reviewed by:

A handwritten signature in black ink, appearing to read 'S. Hanin', is written over a horizontal line.

Scott Hanin, City Manager

Attachments:

1. Power Point Presentation
2. Draft "Appendix A: Complete Survey Frequencies"
3. Draft "Appendix B: Survey Methodology"
4. Survey Materials

National Citizen Survey

The National Citizen Survey™ (The NCS) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA).

NCS is a statistically valid survey of resident opinions about community and services.

El Cerrito participated in the NCS in 2012 as well as 2007, 2005 and 2003.



Survey Margin of Error and Benchmark Comparisons

Margin of Error is plus or minus 5%.

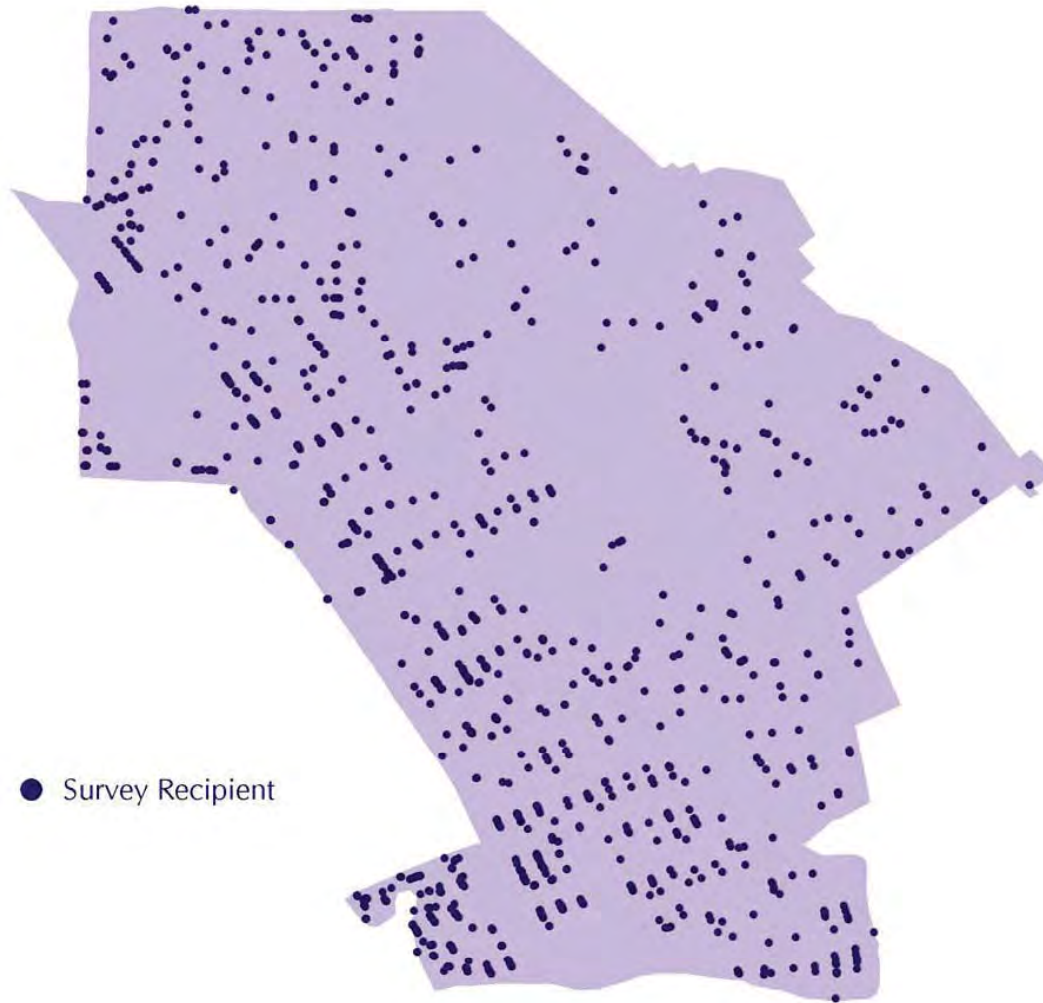
“Don’t know” responses have been removed from the analyses presented.

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in recent citizen surveys from approximately 500 jurisdictions.

Survey Sample

1,200 surveys
sent in April
to randomly
selected
households

31% response
rate



● Survey Recipient

Public Trust Ratings

A majority of respondents felt that the value of services for taxes paid was “excellent” or “good”; much above the national benchmark

	2012	2007	2005	2003
The value of services for the taxes paid to El Cerrito*	61%	53%	59%	64%
The overall direction that El Cerrito is taking*	64%	56%	57%	64%
The job El Cerrito government does at welcoming citizen involvement*	59%	58%	64%	63%
Overall image or reputation of El Cerrito	66%	53%	NA	NA
Percent "excellent" or "good"				

Government Services

Respondents value the services provided by the City.

	2012	2007	2005	2003
Services provided by City of El Cerrito	78%	63%	68%	69%
Services provided by the Federal Government	40%	23%	23%	22%
Services provided by the State Government	31%	28%	22%	23%
Services provided by Contra Costa County Government	40%	NA	NA	NA
Percent "excellent" or "good"				

Ratings of City Employees

Most of the 47% of respondents who had contact with a City employee in the last year, rated the service they received as “excellent” or “good”.

	2012	2007	2005	2003
Knowledge	82%	76%	78%	78%
Responsiveness	74%	67%	78%	77%
Courtesy	79%	73%	79%	80%
Overall impression	76%	67%	73%	76%
Percent "excellent" or "good"				

Ease of Transportation

Ease of rail or subway travel was given the most positive rating, followed by ease of walking. All seven aspects of mobility were rated higher than the benchmark.

	2012	2007	2005	2003
Ease of car travel in El Cerrito	81%	66%	64%	64%
Ease of bus travel in El Cerrito	66%	50%	NA	NA
Ease of rail or subway travel in El Cerrito	87%	80%	NA	NA
Ease of bicycle travel in El Cerrito	77%	73%	60%	60%
Ease of walking in El Cerrito	82%	68%	66%	69%
Availability of paths and walking trails	76%	NA	NA	NA
Traffic flow on major streets	61%	NA	NA	NA
Percent "excellent" or "good"				

Transportation and Parking

The quality of street repair and street cleaning significantly increase from previous years.

	2012	2007	2005	2003
Street repair	57%	30%	33%	35%
Street cleaning	71%	49%	54%	52%
Street lighting	52%	40%	47%	45%
Sidewalk maintenance	48%	28%	34%	32%
Traffic signal timing	50%	43%	NA	NA
Bus or transit services	65%	68%	NA	NA
Amount of public parking	69%	61%	61%	55%
Percent "excellent" or "good"				

The Built Environment

The overall appearance of El Cerrito was rated as “excellent” by 16% of respondents and as “good” by an additional 48%.

	2012	2007	2005	2003
Overall quality of new development in El Cerrito	57%	45%	NA	NA
Overall appearance of El Cerrito	64%	41%	46%	44%
Percent "excellent" or "good"				

Planning and Code Enforcement Services

9% of respondents thought run down buildings, weed lots or junk vehicles were a “major” problem in El Cerrito.

	2012	2007	2005	2003
Land use, planning and zoning	52%	31%	34%	36%
Code enforcement (weeds, abandoned buildings, etc.)	43%	33%	41%	39%
Animal control	61%	55%	NA	NA
Percent "excellent" or "good"				

Economic Sustainability and Opportunities

Compared to other jurisdictions, more El Cerrito respondents believed that retail growth and jobs growth were too slow.

	2012	2007	2005	2003
Retail growth seen as too slow	52%	41%	22%	20%
Jobs growth seen as too slow	81%	64%	75%	73%
Percent of respondents				

Economic Sustainability and Opportunities

The most positively rated community features related to economic opportunity and growth were the overall quality of business and service establishments and shopping opportunities.

	2012	2007	2005	2003
Employment opportunities	26%	17%	19%	10%
Shopping opportunities	55%	50%	57%	62%
El Cerrito as a place to work	53%	47%	NA	NA
Overall quality of business and service establishments in El Cerrito	59%	NA	NA	NA
Percent "excellent" or "good"				

Public Safety

A majority gave positive ratings of safety in the City of El Cerrito. Daytime sense of safety was better than nighttime safety. Respondents feel more safe from property crimes and from violent crimes compared to previous years.

	2012	2007	2005	2003
Safety in your neighborhood during the day	92%	89%	92%	90%
Safety in your neighborhood after dark	64%	63%	66%	64%
Safety in El Cerrito's commercial area during the day	89%	84%	84%	84%
Safety in El Cerrito's commercial area after dark	52%	45%	47%	49%
Safety from violent crime (e.g., rape, assault, robbery)	68%	59%	66%	66%
Safety from property crimes (e.g., burglary, theft)	52%	42%	47%	46%
Safety from environmental hazards	74%	NA	NA	NA
Percent "very" or "somewhat" safe				

Public Safety

Similar to the benchmark, 11% of El Cerrito residents had been victims of crime in the past year; The reporting rate was above the benchmark.

	2012	2007	2005	2003
During the past 12 months, were you or anyone in your household the victim of any crime?	11%	17%	24%	20%
If yes, was this crime (these crimes) reported to the police?	87%	85%	82%	84%
Percent "yes"				

Public Safety Services

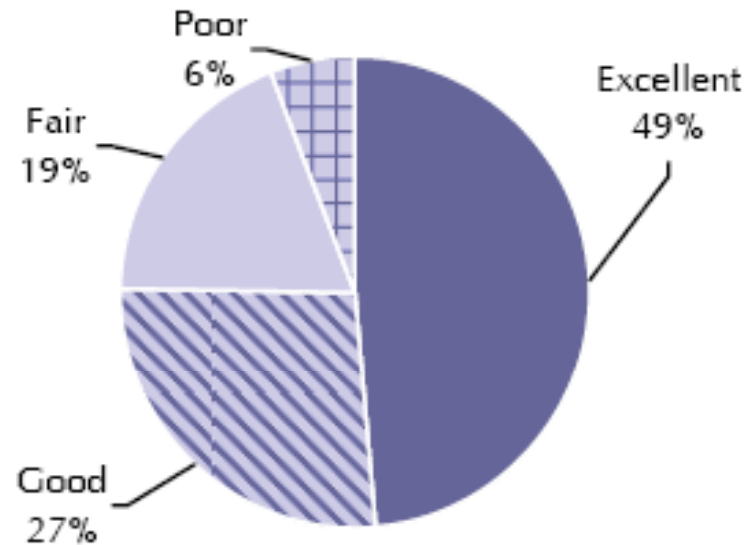
Police services rated more highly compared to other jurisdictions, while emergency preparedness rated lower; other services were similar to the benchmark.

	2012	2007	2005	2003
Police services	83%	79%	83%	82%
Fire services	92%	90%	93%	93%
Ambulance or emergency medical services	89%	85%	90%	91%
Crime prevention	64%	46%	54%	57%
Fire prevention and education	76%	62%	69%	73%
Municipal courts	64%	NA	NA	NA
Traffic enforcement	59%	61%	64%	61%
Emergency preparedness (services that prepare the community for natural disasters or other emergency services)	56%	NA	NA	NA
Percent "excellent" or "good"				

Contact with Police Dept.

Of those who had contact with the Police Department, 76% rated their impression as either excellent or good.

Have you had any in-person or phone contact with an employee of the City of El Cerrito Police Department within the last 12 months?

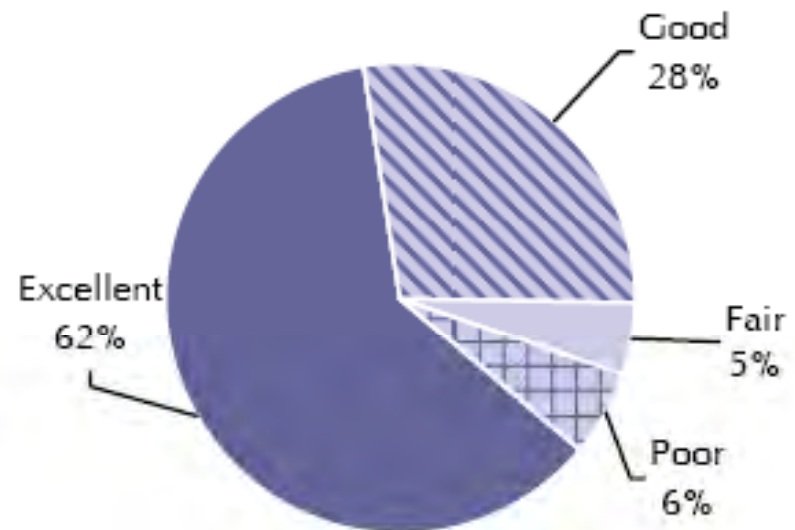
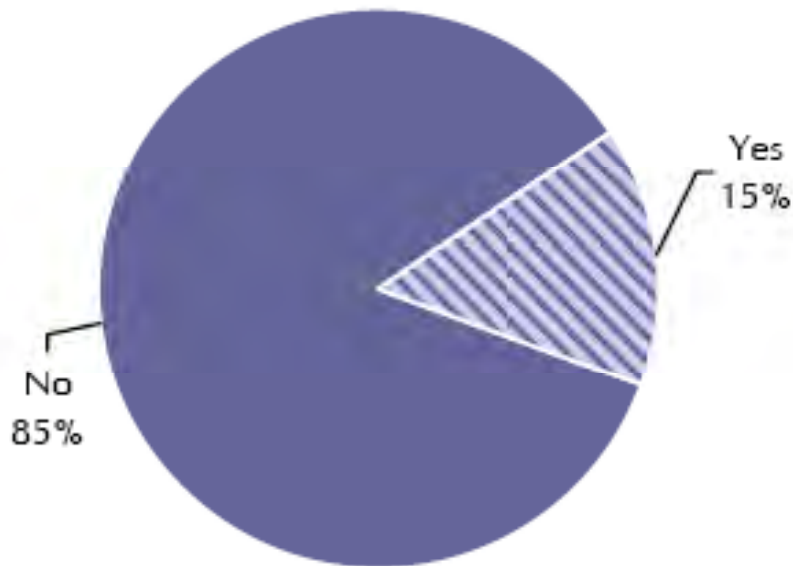


What was your overall impression of your most recent contact with the City of El Cerrito Police Department?

Contact with Fire Dept.

Of those who had contact with the Fire Department, 90% rated their impression as either excellent or good.

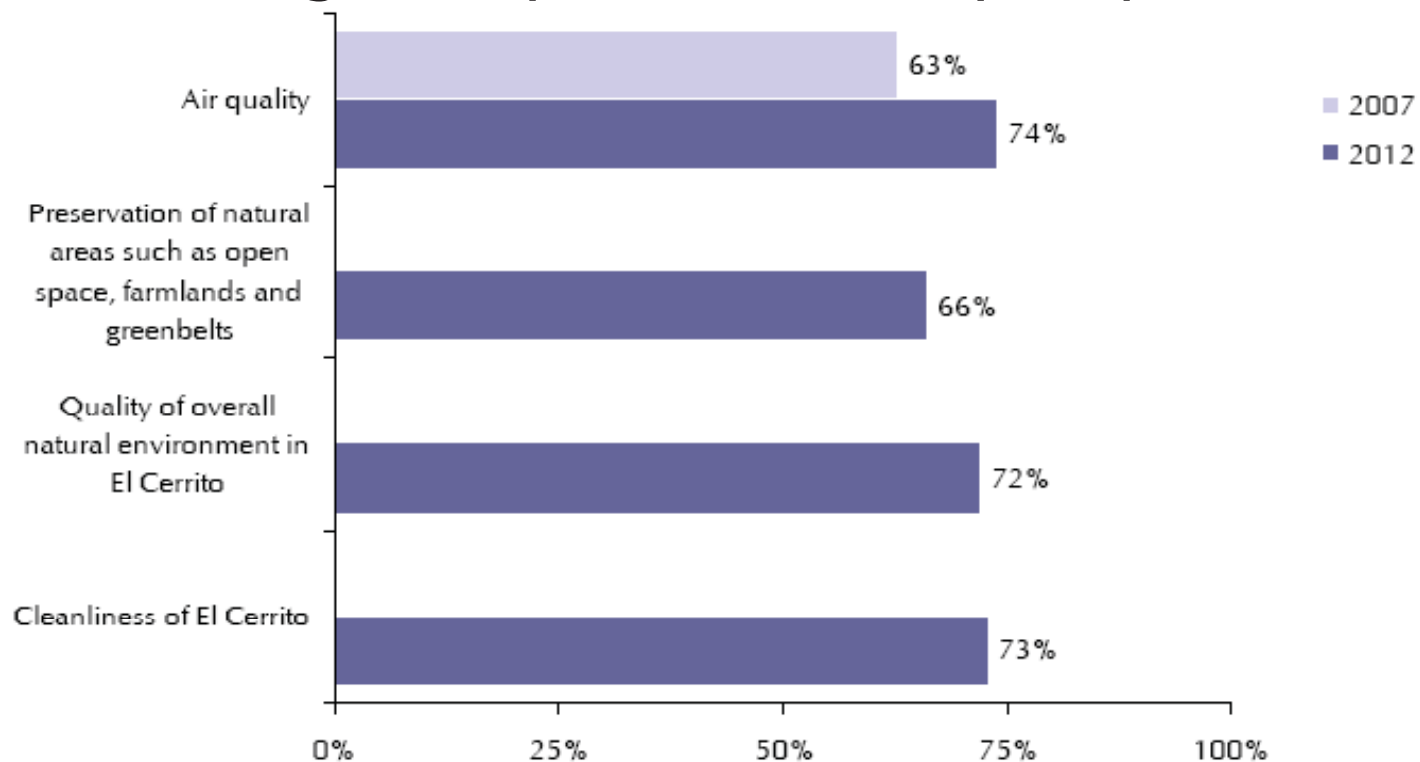
Have you had any in-person or phone contact with an employee of the City of El Cerrito Fire Department within the last 12 months?



What was your overall impression of your most recent contact with the City of El Cerrito Fire Department?

Environment

The overall quality of the natural environment was rated as excellent or good by 72% of survey respondents.

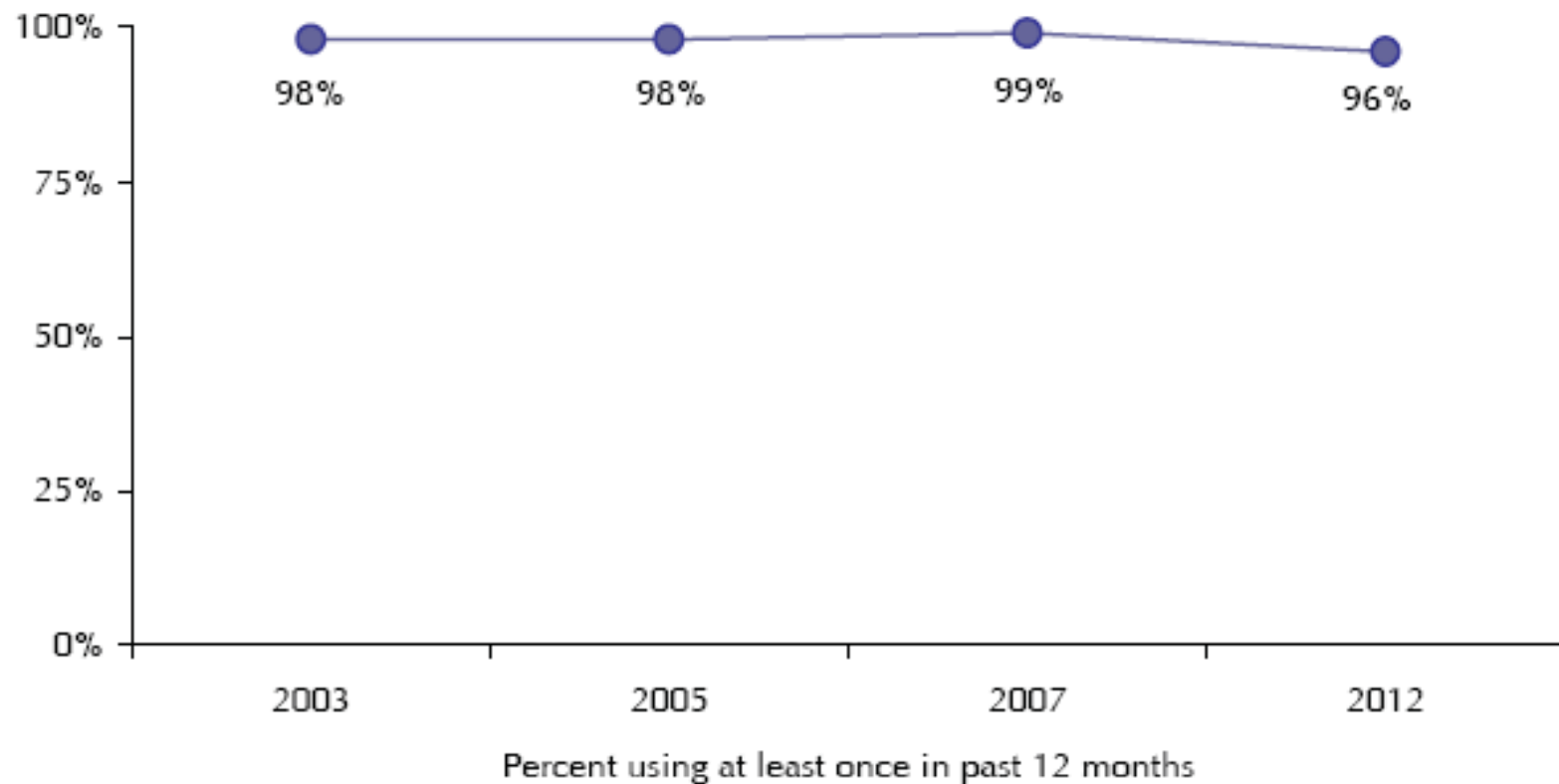


Note: These questions were not asked in previous surveys.

Percent "excellent" or "good"

Recycling

Residents who recycled paper, cans or bottles from their home was much higher than the national average.



Recreation

Recreation opportunities and parks and recreation services in El Cerrito were rated positively.

	2012	2007	2005	2003
Used El Cerrito recreation centers	53%	58%	55%	46%
Participated in a recreation program or activity	46%	39%	37%	32%
Visited a neighborhood park or City park	87%	88%	84%	82%
Percent using at least once in last 12 months				

Recreation

Recreation programs/classes and recreation facilities were rated higher than the benchmark.

	2012	2007	2005	2003
City parks	87%	65%	67%	64%
Recreation programs or classes	77%	65%	72%	64%
Recreation centers or facilities	79%	62%	70%	60%
Percent "excellent" or "good"				

Culture and Education

Compared to the benchmark data, the opportunity to attend cultural activities in El Cerrito and educational opportunities were all below comparison jurisdictions.

	2012	2007	2005	2003
Opportunities to attend cultural activities	42%	35%	NA	NA
Educational opportunities	43%	37%	NA	NA
Percent "excellent" or "good"				

Culture and Education

Compared to the benchmark data, participation rate for library use and religious/spiritual activities were all below comparison jurisdictions.

	2012	2007	2005	2003
Used El Cerrito public libraries or their services	56%	56%	58%	62%
Participated in religious or spiritual activities in El Cerrito	23%	NA	NA	NA
Percent using at least once in last 12 months				

	2012	2007	2005	2003
Public schools	49%	26%	NA	NA
Public library services	64%	56%	48%	55%
Percent "excellent" or "good"				

Community Inclusiveness

Most residents rated the El Cerrito as an excellent or good place to raise kids, retire and felt that the local sense of community was excellent or good. Most also felt El Cerrito was open and accepting towards people of diverse backgrounds, much above the benchmark.

	2012	2007	2005	2003
Sense of community	66%	50%	52%	52%
Openness and acceptance of the community toward people of diverse backgrounds	87%	76%	NA	NA
Availability of affordable quality child care	51%	32%	40%	36%
El Cerrito as a place to raise children	78%	61%	59%	59%
El Cerrito as a place to retire	74%	57%	64%	66%
Percent "excellent" or "good"				

Services for Special Populations

Services to more vulnerable populations ranged from 42% to 71% with ratings of excellent or good.

	2012	2007	2005	2003
Services to seniors	71%	63%	73%	75%
Services to youth	69%	50%	52%	52%
Services to low-income people	42%	28%	NA	NA
Percent "excellent" or "good"				

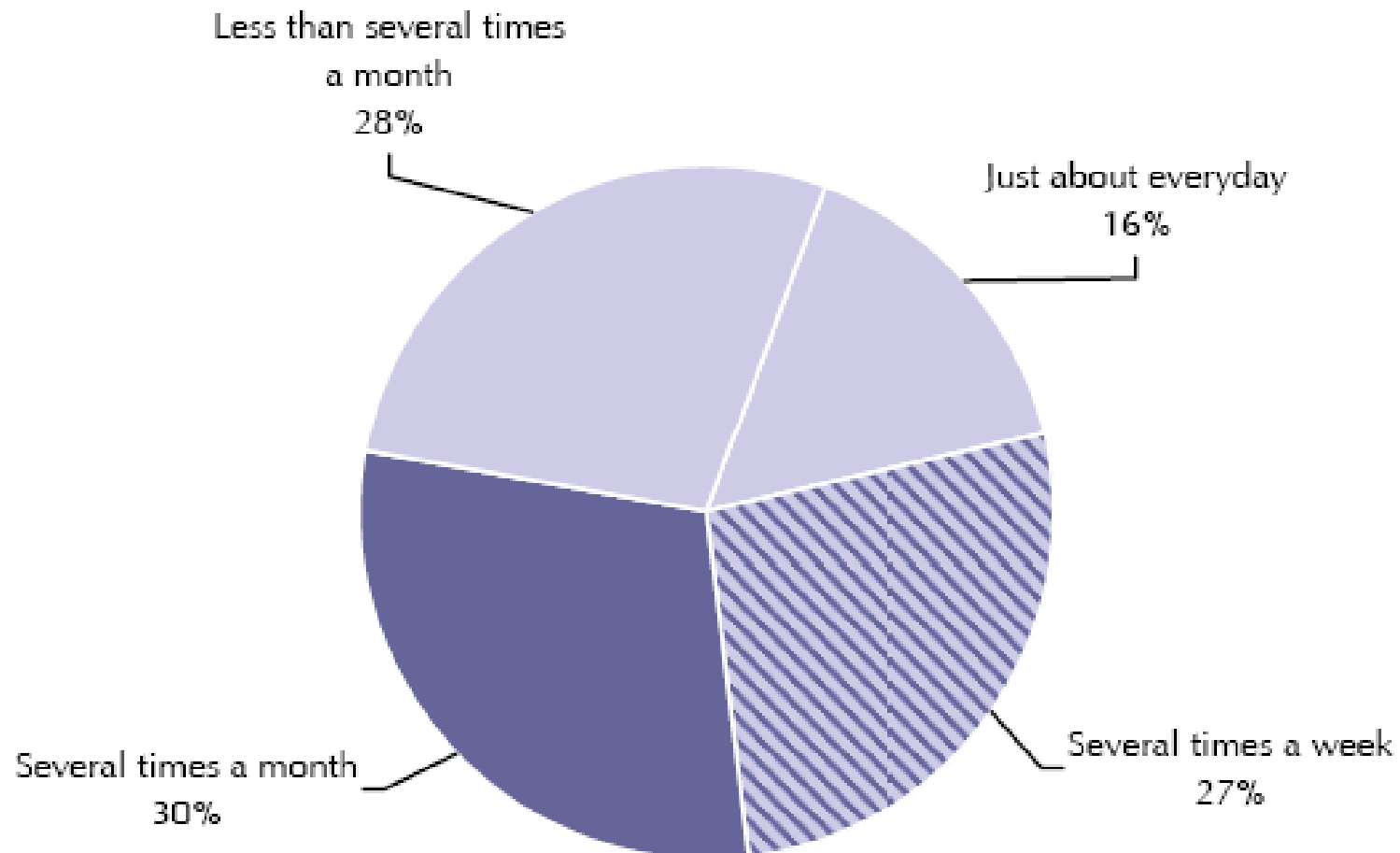
Civic Engagement

Providing help to a friend or neighbor showed similar rates of involvement compared to the benchmark. Other civic behaviors showed lower rates of community engagement.

	2012	2007	2005	2003
Attended a meeting of local elected officials or other local public meeting	23%	26%	27%	22%
Watched a meeting of local elected officials or other public meeting on cable television, the Internet or other media	21%	28%	31%	29%
Volunteered your time to some group or activity in El Cerrito	23%	30%	30%	30%
Participated in a club or civic group in El Cerrito	19%	NA	NA	NA
Provided help to a friend or neighbor	93%	NA	NA	NA
Percent participating at least once in the last 12 months				

Neighborliness

The amount of contact with neighbors was less than reported in other communities.



Civic Engagement

City of El Cerrito residents showed the largest amount of civic engagement in the area of electoral Participation. This rate of self-reported voting was higher than that of comparison communities.

	2012	2007	2005	2003
Registered to vote	87%	83%	89%	86%
Voted in the last general election	83%	80%	91%	79%
Percent "yes"				

Public Information Services

Public information services were rated similarly compared to benchmark data.

	2012	2007	2005	2003
Read El Cerrito Newsletter	86%	88%	NA	83%
Visited the City of El Cerrito Web site (at www.el-cerrito.org)	67%	NA	NA	NA
Percent using at least once in last 12 months				

Interest in e-news correspondence

Please indicate how likely or unlikely you would be to subscribe to an email or online newsletter to receive information from the following City departments:	Very likely	Somewhat likely	Not at all likely	Total
Recreation	35%	38%	27%	100%
Environmental services	32%	39%	29%	100%
Economic development	27%	33%	40%	100%
Police	27%	38%	35%	100%
Fire	26%	35%	40%	100%
General (all departments)	24%	46%	30%	100%
City Council	21%	31%	49%	100%
Planning & building (development services)	21%	33%	46%	100%
Public works	21%	42%	37%	100%

Interest in various ways to contact Police Dept. (for non-emergencies)

The City is considering implementing more options to contact the Police Department for non-emergency issues (such as requesting a police report). Please indicate how likely or unlikely you would be to contact the Police using each of the following means of communication:				
	Very likely	Somewhat likely	Not at all likely	Total
Telephone	60%	28%	12%	100%
Online via the Internet	54%	25%	22%	100%
Email	53%	27%	20%	100%
In person (during regular business hours)	21%	50%	29%	100%
Mail	18%	35%	47%	100%
Text message	17%	26%	57%	100%
Social media (i.e., Facebook, Twitter)	7%	18%	75%	100%
Fax	7%	15%	78%	100%

Interest in Possible Improvements to Street Sweeping Program

To comply with the federally mandated Clean Water Act, the City of El Cerrito needs to improve the street sweeping program to more effectively remove trash and debris that pollutes our waterways and the San Francisco Bay. Currently, the street sweepers are often not able to sweep effectively due to cars parked on the street. Please indicate how much you would support or oppose the City taking each of the following actions:					
	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Increase education about the street sweeping schedule	70%	25%	3%	2%	100%
Install permanent signs about the street sweeping schedule	54%	26%	13%	7%	100%
Increase the sweeping frequency on residential streets	36%	40%	15%	9%	100%
Enact parking restrictions on alternate sides of the street	35%	25%	15%	25%	100%
Enact parking restrictions by block	27%	24%	20%	28%	100%

Overall Quality of Life

Most of the City of El Cerrito's residents gave high ratings to their neighborhoods and the community as a place to live. Further, a majority would recommend the community to others and plan to stay for the next five years.

	2012	2007	2005	2003
The overall quality of life in El Cerrito	83%	71%	77%	79%
Your neighborhood as a place to live	87%	76%	81%	82%
El Cerrito as a place to live	89%	83%	85%	88%
Percent "excellent" or "good"				

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APPENDIX A: COMPLETE SURVEY FREQUENCIES

FREQUENCIES EXCLUDING "DON'T KNOW" RESPONSES

Question 1: Quality of Life					
Please rate each of the following aspects of quality of life in El Cerrito:	Excellent	Good	Fair	Poor	Total
El Cerrito as a place to live	36%	53%	11%	0%	100%
Your neighborhood as a place to live	39%	48%	11%	2%	100%
El Cerrito as a place to raise children	30%	47%	19%	3%	100%
El Cerrito as a place to work	17%	36%	29%	17%	100%
El Cerrito as a place to retire	33%	41%	19%	7%	100%
The overall quality of life in El Cerrito	27%	55%	17%	0%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to El Cerrito as a whole:	Excellent	Good	Fair	Poor	Total
Sense of community	15%	51%	27%	7%	100%
Openness and acceptance of the community toward people of diverse backgrounds	27%	60%	11%	2%	100%
Overall appearance of El Cerrito	16%	48%	32%	4%	100%
Cleanliness of El Cerrito	16%	57%	24%	3%	100%
Overall quality of new development in El Cerrito	13%	44%	33%	10%	100%
Variety of housing options	14%	44%	35%	7%	100%
Overall quality of business and service establishments in El Cerrito	10%	49%	33%	7%	100%
Shopping opportunities	13%	42%	37%	8%	100%
Opportunities to attend cultural activities	8%	34%	47%	12%	100%
Recreational opportunities	15%	47%	31%	7%	100%
Employment opportunities	3%	23%	43%	31%	100%
Educational opportunities	8%	34%	41%	16%	100%
Opportunities to participate in social events and activities	10%	43%	41%	6%	100%
Opportunities to participate in religious or spiritual events and activities	19%	43%	33%	5%	100%
Opportunities to volunteer	14%	51%	29%	6%	100%
Opportunities to participate in community matters	16%	48%	30%	7%	100%
Ease of car travel in El Cerrito	25%	56%	17%	2%	100%
Ease of bus travel in El Cerrito	22%	44%	28%	6%	100%
Ease of rail or subway travel in El Cerrito	42%	46%	11%	2%	100%
Ease of bicycle travel in El Cerrito	26%	51%	18%	4%	100%
Ease of walking in El Cerrito	30%	51%	17%	2%	100%
Availability of paths and walking trails	24%	52%	20%	5%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to El Cerrito as a whole:	Excellent	Good	Fair	Poor	Total
Traffic flow on major streets	9%	52%	31%	8%	100%
Amount of public parking	13%	55%	27%	5%	100%
Availability of affordable quality housing	6%	45%	34%	14%	100%
Availability of affordable quality child care	12%	40%	42%	7%	100%
Availability of affordable quality health care	8%	38%	34%	19%	100%
Availability of affordable quality food	17%	51%	27%	5%	100%
Availability of preventive health services	10%	41%	36%	13%	100%
Air quality	19%	56%	23%	3%	100%
Quality of overall natural environment in El Cerrito	19%	53%	26%	3%	100%
Overall image or reputation of El Cerrito	16%	50%	28%	6%	100%

Question 3: Growth						
Please rate the speed of growth in the following categories in El Cerrito over the past 2 years:	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Total
Population growth	0%	6%	81%	11%	3%	100%
Retail growth (stores, restaurants, etc.)	15%	37%	43%	3%	1%	100%
Jobs growth	35%	46%	16%	2%	1%	100%

Question 4: Code Enforcement	
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in El Cerrito?	Percent of respondents
Not a problem	15%
Minor problem	44%
Moderate problem	32%
Major problem	9%
Total	100%

Question 5: Community Safety						
Please rate how safe or unsafe you feel from the following in El Cerrito:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
Violent crime (e.g., rape, assault, robbery)	26%	42%	14%	17%	1%	100%
Property crimes (e.g., burglary, theft)	11%	41%	13%	26%	9%	100%
Environmental hazards, including toxic waste	37%	37%	17%	7%	2%	100%

Question 6: Personal Safety						
Please rate how safe or unsafe you feel:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
In your neighborhood during the day	59%	34%	4%	3%	1%	100%
In your neighborhood after dark	19%	45%	17%	14%	4%	100%
In El Cerrito's commercial area during the day	48%	41%	7%	4%	1%	100%
In El Cerrito's commercial area after dark	13%	39%	23%	19%	6%	100%

Question 7: Contact with Police Department			
Have you had any in-person or phone contact with an employee of the City of El Cerrito Police Department within the last 12 months?	No	Yes	Total
Have you had any in-person or phone contact with an employee of the City of El Cerrito Police Department within the last 12 months?	64%	36%	100%

Question 8: Ratings of Contact with Police Department					
What was your overall impression of your most recent contact with the City of El Cerrito Police Department?	Excellent	Good	Fair	Poor	Total
What was your overall impression of your most recent contact with the City of El Cerrito Police Department?	49%	27%	19%	6%	100%

Question 9: Crime Victim	
During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents
No	89%
Yes	11%
Total	100%

Question 10: Crime Reporting	
If yes, was this crime (these crimes) reported to the police?	Percent of respondents
No	13%
Yes	87%
Total	100%

Question 11: Resident Behaviors						
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in El Cerrito?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Used El Cerrito public libraries or their services	44%	24%	19%	5%	7%	100%
Used El Cerrito recreation centers	47%	21%	15%	7%	10%	100%
Participated in a recreation program or activity	54%	21%	13%	5%	8%	100%
Visited a neighborhood park or City park	13%	23%	31%	13%	20%	100%
Ridden a local bus within El Cerrito	66%	17%	8%	3%	6%	100%
Attended a meeting of local elected officials or other local public meeting	77%	17%	4%	1%	1%	100%
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	79%	17%	3%	1%	1%	100%
Read El Cerrito Newsletter	14%	26%	44%	11%	6%	100%
Visited the City of El Cerrito Web site (at www.el-cerrito.org)	33%	30%	24%	6%	7%	100%
Recycled used paper, cans or bottles from your home	4%	3%	7%	10%	76%	100%
Volunteered your time to some group or activity in El Cerrito	77%	9%	5%	4%	6%	100%
Participated in religious or spiritual activities in El Cerrito	77%	8%	5%	2%	8%	100%
Participated in a club or civic group in El Cerrito	81%	9%	5%	2%	4%	100%
Provided help to a friend or neighbor	7%	26%	40%	17%	10%	100%

Question 12: Neighborliness	
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents
Just about everyday	16%
Several times a week	27%
Several times a month	30%
Less than several times a month	28%
Total	100%

Question 13: Service Quality					
Please rate the quality of each of the following services in El Cerrito:	Excellent	Good	Fair	Poor	Total
Police services	32%	51%	13%	3%	100%
Fire services	38%	54%	8%	0%	100%
Ambulance or emergency medical services	40%	50%	10%	1%	100%
Crime prevention	16%	48%	26%	11%	100%
Fire prevention and education	19%	57%	22%	2%	100%
Municipal courts	14%	50%	27%	10%	100%
Traffic enforcement	12%	47%	32%	9%	100%
Street repair	16%	41%	33%	9%	100%
Street cleaning	16%	56%	24%	5%	100%
Street lighting	10%	42%	32%	16%	100%
Sidewalk maintenance	6%	42%	37%	16%	100%
Traffic signal timing	8%	43%	35%	15%	100%
Bus or transit services	16%	49%	30%	5%	100%
Garbage collection	45%	47%	7%	0%	100%
Recycling	57%	37%	6%	0%	100%
Yard waste pick-up	52%	38%	8%	1%	100%
Storm drainage	17%	54%	24%	5%	100%
City parks	24%	63%	11%	2%	100%
Recreation programs or classes	23%	53%	22%	2%	100%
Recreation centers or facilities	25%	54%	20%	1%	100%
Land use, planning and zoning	10%	42%	36%	12%	100%
Code enforcement (weeds, abandoned buildings, etc.)	9%	34%	37%	19%	100%
Animal control	11%	51%	29%	10%	100%
Economic development	8%	41%	39%	13%	100%
Services to seniors	22%	49%	26%	3%	100%
Services to youth	15%	54%	24%	7%	100%
Services to low-income people	12%	30%	46%	12%	100%
Public library services	17%	47%	25%	11%	100%
Public information services	16%	46%	35%	3%	100%
Public schools	15%	34%	34%	18%	100%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	9%	47%	34%	11%	100%
Preservation of natural areas such as open space, farmlands and greenbelts	19%	47%	30%	4%	100%

Question 14: Government Services Overall					
Overall, how would you rate the quality of the services provided by each of the following?	Excellent	Good	Fair	Poor	Total
The City of El Cerrito	22%	57%	19%	3%	100%
The Federal Government	8%	32%	44%	17%	100%
The State Government	6%	25%	46%	23%	100%
Contra Costa County Government	7%	34%	45%	15%	100%

Question 15: Recommendation and Longevity					
Please indicate how likely or unlikely you are to do each of the following:	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Total
Recommend living in El Cerrito to someone who asks	55%	39%	6%	1%	100%
Remain in El Cerrito for the next five years	60%	27%	8%	4%	100%

Question 16: Impact of the Economy	
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents
Very positive	6%
Somewhat positive	16%
Neutral	57%
Somewhat negative	19%
Very negative	3%
Total	100%

Question 17: Contact with Fire Department			
Have you had any in-person or phone contact with an employee of the City of El Cerrito Fire Department within the last 12 months?	No	Yes	Total
Have you had any in-person or phone contact with an employee of the City of El Cerrito Fire Department within the last 12 months?	85%	15%	100%

Question 18: Ratings of Contact with Fire Department					
What was your overall impression of your most recent contact with the City of El Cerrito Fire Department?	Excellent	Good	Fair	Poor	Total
What was your overall impression of your most recent contact with the City of El Cerrito Fire Department?	62%	28%	5%	6%	100%

Question 19: Contact with City Employees	
Have you had any in-person, phone or email with an employee of the City of El Cerrito within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents
No	53%
Yes	47%
Total	100%

Question 20: City Employees					
What was your impression of the employee(s) of the City of El Cerrito in your most recent contact?	Excellent	Good	Fair	Poor	Total
Knowledge	43%	39%	14%	4%	100%
Responsiveness	47%	27%	12%	14%	100%
Courtesy	52%	27%	8%	13%	100%
Overall impression	40%	36%	13%	11%	100%

Question 21: Government Performance					
Please rate the following categories of El Cerrito government performance:	Excellent	Good	Fair	Poor	Total
The value of services for the taxes paid to El Cerrito	18%	44%	30%	9%	100%
The overall direction that El Cerrito is taking	17%	48%	26%	10%	100%
The job El Cerrito government does at welcoming citizen involvement	19%	40%	31%	10%	100%

Question 22a: Custom Question 1				
Please indicate how likely or unlikely you would be to subscribe to an email or online newsletter to receive information from the following City departments:	Very likely	Somewhat likely	Not at all likely	Total
City Council	21%	31%	49%	100%
Environmental services	32%	39%	29%	100%
Economic development	27%	33%	40%	100%
Fire	26%	35%	40%	100%
Planning & building (development services)	21%	33%	46%	100%
Police	27%	38%	35%	100%
Public works	21%	42%	37%	100%
Recreation	35%	38%	27%	100%
General (all departments)	24%	46%	30%	100%

Question 22b: Custom Question 2				
The City is considering implementing more options to contact the Police Department for non-emergency issues (such as requesting a police report). Please indicate how likely or unlikely you would be to contact the Police using each of the following means of communication:	Very likely	Somewhat likely	Not at all likely	Total
Online via the Internet	54%	25%	22%	100%
Text message	17%	26%	57%	100%
Social media (i.e., Facebook, Twitter)	7%	18%	75%	100%
Email	53%	27%	20%	100%
Telephone	60%	28%	12%	100%
Fax	7%	15%	78%	100%
Mail	18%	35%	47%	100%
In person (during regular business hours)	21%	50%	29%	100%

Question 22c: Custom Question 3					
To comply with the federally mandated Clean Water Act, the City of El Cerrito needs to improve the street sweeping program to more effectively remove trash and debris that pollutes our waterways and the San Francisco Bay. Currently, the street sweepers are often not able to sweep effectively due to cars parked on the street. Please indicate how much you would support or oppose the City taking each of the following actions:	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Increase education about the street sweeping schedule	70%	25%	3%	2%	100%
Install permanent signs about the street sweeping schedule	54%	26%	13%	7%	100%
Enact parking restrictions by block	27%	24%	20%	28%	100%
Enact parking restrictions on alternate sides of the street	35%	25%	15%	25%	100%
Increase the sweeping frequency on residential streets	36%	40%	15%	9%	100%

Question D1: Employment Status	
Are you currently employed for pay?	Percent of respondents
No	28%
Yes, full-time	58%
Yes, part-time	14%
Total	100%

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	52%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	9%
Bus, rail, subway or other public transportation	23%
Walk	4%
Bicycle	3%
Work at home	9%
Other	1%

Question D3: Length of Residency	
How many years have you lived in El Cerrito?	Percent of respondents
Less than 2 years	11%
2 to 5 years	20%
6 to 10 years	18%
11 to 20 years	17%
More than 20 years	33%
Total	100%

Question D4: Housing Unit Type	
Which best describes the building you live in?	Percent of respondents
One family house detached from any other houses	70%
House attached to one or more houses (e.g., a duplex or townhome)	5%
Building with two or more apartments or condominiums	24%
Mobile home	0%
Other	1%
Total	100%

Question D5: Housing Tenure (Rent/Own)	
Is this house, apartment or mobile home...	Percent of respondents
Rented for cash or occupied without cash payment	38%
Owned by you or someone in this house with a mortgage or free and clear	62%
Total	100%

Question D6: Monthly Housing Cost	
About how much is the monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent of respondents
Less than \$300 per month	5%
\$300 to \$599 per month	9%
\$600 to \$999 per month	12%
\$1,000 to \$1,499 per month	21%
\$1,500 to \$2,499 per month	30%
\$2,500 or more per month	22%
Total	100%

Question D7: Presence of Children in Household	
Do any children 17 or under live in your household?	Percent of respondents
No	69%
Yes	31%
Total	100%

Question D8: Presence of Older Adults in Household	
Are you or any other members of your household aged 65 or older?	Percent of respondents
No	69%
Yes	31%
Total	100%

Question D9: Household Income	
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents
Less than \$24,999	11%
\$25,000 to \$49,999	17%
\$50,000 to \$99,999	33%
\$100,000 to \$149,000	18%
\$150,000 or more	21%
Total	100%

Question D10: Ethnicity	
Are you Spanish, Hispanic or Latino?	Percent of respondents
No, not Spanish, Hispanic or Latino	94%
Yes, I consider myself to be Spanish, Hispanic or Latino	6%
Total	100%

Question D11: Race	
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents
American Indian or Alaskan Native	1%
Asian, Asian Indian or Pacific Islander	32%
Black or African American	9%
White	57%
Other	7%
Total may exceed 100% as respondents could select more than one option	

Question D12: Age	
In which category is your age?	Percent of respondents
18 to 24 years	3%
25 to 34 years	19%
35 to 44 years	14%
45 to 54 years	22%
55 to 64 years	16%
65 to 74 years	13%
75 years or older	13%
Total	100%

Question D13: Gender	
What is your sex?	Percent of respondents
Female	53%
Male	47%
Total	100%

Question D14: Registered to Vote	
Are you registered to vote in your jurisdiction?	Percent of respondents
No	12%
Yes	82%
Ineligible to vote	6%
Total	100%

Question D15: Voted in Last General Election	
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents
No	15%
Yes	77%
Ineligible to vote	7%
Total	100%

Question D16: Has Cell Phone	
Do you have a cell phone?	Percent of respondents
No	8%
Yes	92%
Total	100%

Question D17: Has Land Line	
Do you have a land line at home?	Percent of respondents
No	25%
Yes	75%
Total	100%

Question D18: Primary Phone	
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents
Cell	31%
Land line	45%
Both	24%
Total	100%

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APPENDIX B: SURVEY METHODOLOGY

The National Citizen Survey™ (The NCS) was developed to provide local jurisdictions an accurate, affordable and easy way to assess and interpret resident opinion about important community issues. While standardization of question wording and survey methods provide the rigor to assure valid results, each jurisdiction has enough flexibility to construct a customized version of The NCS that asks residents about key local services and important local issues.

Results offer insight into residents' perspectives about local government performance and as such provide important benchmarks for jurisdictions working on performance measurement. The NCS is designed to help with budget, land use and strategic planning as well as to communicate with local residents. The NCS permits questions to test support for local policies and answers to its questions also speak to community trust and involvement in community-building activities as well as to resident demographic characteristics.

SURVEY VALIDITY

The question of survey validity has two parts: 1) how can a jurisdiction be confident that the results from those who completed the questionnaire are representative of the results that would have been obtained had the survey been administered to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, the best survey research practices were used for the resources spent to ensure that the results from the survey respondents reflect the opinions of residents in the entire jurisdiction. These practices include:

- Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent. A higher response rate lessens the worry that those who did not respond are different than those who did respond.
- Selecting households at random within the jurisdiction to receive the survey. A random selection ensures that the households selected to receive the survey are similar to the entire population. A non-random sample may only include households from one geographic area, or from households of only one type.
- Over-sampling multi-family housing units to improve response from hard-to-reach, lower income, or younger apartment dwellers.
- Selecting the respondent within the household using an unbiased sampling procedure; in this case, the "birthday method." The cover letter included an instruction requesting that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.
- Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
- Soliciting response on jurisdiction letterhead signed by the highest ranking elected official or staff member, thus appealing to the recipients' sense of civic responsibility.
- Providing a self-addressed, postage-paid return envelope.
- Offering the survey in Spanish when appropriate and requested by City officials.
- Using the most recent available information about the characteristics of jurisdiction residents to weight the data to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for

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service quality play a role as well as the “objective” quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record his or her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident’s report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g., reporting tolerant behaviors toward “oppressed groups,” likelihood of voting a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), his or her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), his or her confidence that he or she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g., driving habits), reported intentions to behave with observed future behavior (e.g., voting choices) or reported opinions about current community quality with objective characteristics of the community (e.g., feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g., family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents’ tendency to report what they think the “correct” response should be.

Research on the correlation of resident opinion about service quality and “objective” ratings of service quality tend to be ambiguous, some showing stronger relationships than others. NRC’s own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be “objectively” worse than the highest rated fire services (expenditures per capita, response time, “professional” status of firefighters, breadth of services and training provided). Whether or not some research confirms the relationship between what residents think about a community and what can be seen “objectively” in a community, NRC has argued that resident opinion is a perspective that cannot be ignored by government administrators. NRC principals have written, “If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem.”

SURVEY SAMPLING

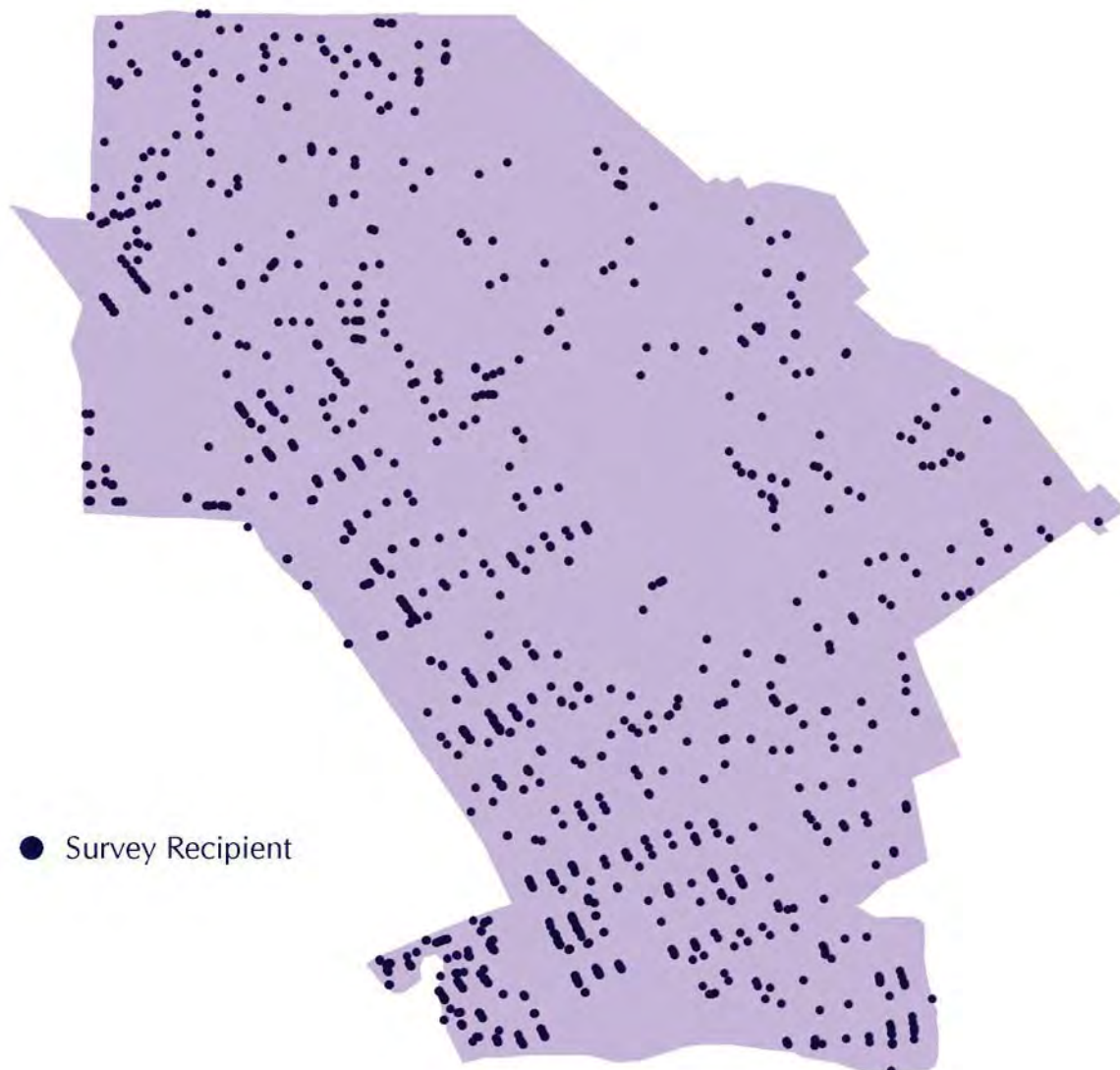
“Sampling” refers to the method by which survey recipients were chosen. All households within the City of El Cerrito were eligible to participate in the survey; 1,200 were selected to receive the survey. These 1,200 households were randomly selected from a comprehensive list of all housing units within the City of El Cerrito boundaries. The basis of the list of all housing units was a United States Postal Service listing of housing units within zip codes. Since some of the zip codes that serve the City of El Cerrito households may also serve addresses that lie outside of the jurisdiction, the exact geographic location of each housing unit was compared to jurisdiction boundaries, using the most current municipal boundary file (updated on a quarterly basis), and addresses located outside of the City of El Cerrito boundaries were removed from consideration.

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To choose the 1,200 survey recipients, a systematic sampling method was applied to the list of households known to be within the City of El Cerrito. Systematic sampling is a procedure whereby a complete list of all possible items is culled, selecting every Nth one until the appropriate amount of items is selected. Multi-family housing units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units.

FIGURE 93: LOCATION OF SURVEY RECIPIENTS

The National Citizen Survey™ El Cerrito, CA 2012



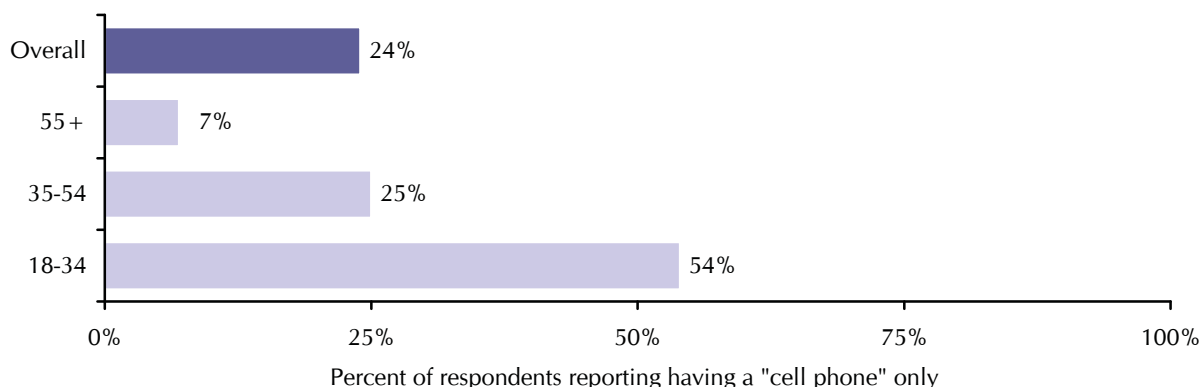
An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the “person whose birthday has most recently passed” to complete the questionnaire. The underlying assumption in this method is that day of

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birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

In response to the growing number of the cell-phone population (so-called “cord cutters”), which includes a large proportion of young adults, questions about cell phones and land lines are included on The NCS™ questionnaire. As of the middle of 2010 (the most recent estimates available as of the end of 2010), 26.6% of U.S. households had a cell phone but no landline.³ Among younger adults (age 18-34), 53.7% of households were “cell-only.” Based on survey results, El Cerrito has a “cord cutter” population similar to the nationwide 2010 estimates.

FIGURE 94: PREVALENCE OF CELL-PHONE ONLY RESPONDENTS IN EL CERRITO



SURVEY ADMINISTRATION

Selected households received three mailings, one week apart, beginning April 4, 2012. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the Mayor inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who have already done so to refrain from turning in another survey. Completed surveys were collected over the following five weeks.

SURVEY RESPONSE RATE AND CONFIDENCE INTERVALS

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents' opinions are relied on to estimate all residents' opinions. The confidence interval for the City of El Cerrito survey is no greater than plus or minus five percentage points around any given percent reported for the entire sample (362 completed surveys).

A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the “true” population response. This theory is applied in practice to mean that the “true” perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents rate a service as “excellent” or “good,” then the 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire jurisdiction is between 71% and 79%. This source of

³ <http://www.cdc.gov/nchs/data/nhis/earlyrelease/wireless201012.pdf>

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error is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders. Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

For subgroups of responses, the margin of error increases because the sample size for the subgroup is smaller. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points

SURVEY PROCESSING (DATA ENTRY)

Completed surveys received by NRC were assigned a unique identification number. Additionally, each survey was reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; NRC staff would choose randomly two of the three selected items to be coded in the dataset.

Once all surveys were assigned a unique identification number, they were entered into an electronic dataset. This dataset was subject to a data entry protocol of “key and verify,” in which survey data were entered twice into an electronic dataset and then compared. Discrepancies were evaluated against the original survey form and corrected. Range checks as well as other forms of quality control were also performed.

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SURVEY DATA WEIGHTING

The demographic characteristics of the survey sample were compared to those found in the 2010 Census estimates and the 2005-2009 American Community Survey other population norms for adults in the City of El Cerrito. Sample results were weighted using the population norms to reflect the appropriate percent of those residents. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

The variables used for weighting were housing tenure, housing unit type, race and ethnicity and sex and age. This decision was based on:

- The disparity between the survey respondent characteristics and the population norms for these variables
- The saliency of these variables in detecting differences of opinion among subgroups
- The importance to the community of correct ethnic representation
- The historical use of the variables and the desirability of consistently representing different groups over the years

The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. This is done by: 1) reviewing the sample demographics and comparing them to the population norms from the most recent Census or other sources and 2) comparing the responses to different questions for demographic subgroups. The demographic characteristics that are least similar to the Census and yield the most different results are the best candidates for data weighting. A third criterion sometimes used is the importance that the community places on a specific variable. For example, if a jurisdiction feels that accurate race representation is key to staff and public acceptance of the study results, additional consideration will be given in the weighting process to adjusting the race variable.

A special software program using mathematical algorithms is used to calculate the appropriate weights. Data weighting can adjust up to 5 demographic variables. Several different weighting “schemes” may be tested to ensure the best fit for the data.

The process actually begins at the point of sampling. Knowing that residents in single family dwellings are more likely to respond to a mail survey, NRC oversamples residents of multi-family dwellings to ensure their proper representation in the sample data. Rather than giving all residents an equal chance of receiving the survey, this is systematic, stratified sampling, which gives each resident of the jurisdiction a known chance of receiving the survey (and apartment dwellers, for example, a greater chance than single family home dwellers). As a consequence, results must be weighted to recapture the proper representation of apartment dwellers.

The results of the weighting scheme are presented in the table on the following page.

El Cerrito, CA Citizen Survey Weighting Table			
Characteristic	Population Norm ¹	Unweighted Data	Weighted Data
Housing			
Rent home	39%	34%	38%
Own home	61%	66%	62%
Detached unit	70%	67%	70%
Attached unit	30%	33%	30%
Race and Ethnicity			
White	55%	61%	54%
Not white	45%	39%	46%
Not Hispanic	90%	94%	94%
Hispanic	10%	6%	6%
White alone, not Hispanic	50%	59%	51%
Hispanic and/or other race	50%	41%	49%
Sex and Age			
Female	53%	61%	53%
Male	47%	39%	47%
18-34 years of age	23%	11%	23%
35-54 years of age	37%	30%	36%
55+ years of age	40%	59%	41%
Females 18-34	11%	6%	11%
Females 35-54	19%	19%	20%
Females 55+	22%	36%	23%
Males 18-34	12%	5%	12%
Males 35-54	18%	10%	17%
Males 55+	17%	23%	18%

¹ Source: 2010 Census/2005-2009 ACS

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SURVEY DATA ANALYSIS AND REPORTING

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). Frequency distributions were presented in the body of the report.

Use of the “Excellent, Good, Fair, Poor” Response Scale

The scale on which respondents are asked to record their opinions about service and community quality is “excellent,” “good,” “fair” or “poor” (EGFP). This scale has important advantages over other scale possibilities (very good to very bad; very satisfied to very dissatisfied; strongly agree to strongly disagree, as examples). EGFP is used by the plurality of jurisdictions conducting citizen surveys across the U.S. The advantage of familiarity was one that NRC did not want to dismiss when crafting The National Citizen Survey™ questionnaire, because elected officials, staff and residents already are acquainted with opinion surveys measured this way. EGFP also has the advantage of offering three positive options, rather than only two, over which a resident can offer an opinion. While symmetrical scales often are the right choice in other measurement tasks, NRC has found that ratings of almost every local government service in almost every jurisdiction tend, on average, to be positive (that is, above the scale midpoint). Therefore, to permit finer distinctions among positively rated services, EGFP offers three options across which to spread those ratings. EGFP is more neutral because it requires no positive statement of service quality to judge (as agree-disagree scales require) and, finally, EGFP intends to measure absolute quality of service delivery or community quality (unlike satisfaction scales which ignore residents’ perceptions of quality in favor of their report on the acceptability of the level of service offered).

“Don’t Know” Responses

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Benchmark Comparisons

NRC has been leading the strategic use of surveys for local governments since 1991, when the principals of the company wrote the first edition of what became the classic text on citizen surveying. In *Citizen Surveys: how to do them, how to use them, what they mean*, published by ICMA, not only were the principles for quality survey methods articulated, but both the idea of benchmark data for citizen opinion and the method for gathering benchmark data were pioneered. The argument for benchmarks was called “In Search of Standards.” “What has been missing from a local government’s analysis of its survey results is the context that school administrators can supply when they tell parents how an 80 percent score on the social studies test compares to test results from other school systems...”

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services. Conducted with typically no fewer than 400 residents in each jurisdiction, opinions are intended to represent over 30 million Americans. NRC has innovated a method for quantitatively integrating the results of surveys that are conducted by NRC with those that others have conducted. The integration methods have been thoroughly described not only in the *Citizen Surveys* book, but also in *Public Administration Review*, *Journal of Policy Analysis and Management*. Scholars who

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specialize in the analysis of citizen surveys regularly have relied on this work (e.g., Kelly, J. & Swindell, D. (2002). Service quality variation across urban space: First steps towards a model of citizen satisfaction. *Journal of Urban Affairs*, 24, 271-288.; Van Ryzin, G., Muzzio, D., Immerwahr, S., Gulick, L. & Martinez, E. (2004). Drivers and consequences of citizen satisfaction: An application of the American Customer Satisfaction Index Model to New York City, *Public Administration Review*, 64, 331- 341). The method described in those publications is refined regularly and statistically tested on a growing number of citizen surveys in NRC's proprietary databases. NRC's work on calculating national benchmarks for resident opinions about service delivery and quality of life won the Samuel C. May award for research excellence from the Western Governmental Research Association.

The comparison evaluations are from the most recent survey completed in each jurisdiction; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant.

The Role of Comparisons

Benchmark comparisons are used for performance measurement. Jurisdictions use the comparative information to help interpret their own citizen survey results, to create or revise community plans, to evaluate the success of policy or budget decisions and to measure local government performance. Taking the pulse of the community has little meaning without knowing what pulse rate is too high and what is too low. When surveys of service satisfaction turn up "good" citizen evaluations, jurisdictions need to know how others rate their services to understand if "good" is good enough. Furthermore, in the absence of national or peer community comparisons, a jurisdiction is left with comparing its fire protection rating to its street maintenance rating. That comparison is unfair. Streets always lose to fire. More important and harder questions need to be asked; for example, how do residents' ratings of fire service compare to opinions about fire service in other communities?

A police department that provides the fastest and most efficient service – one that closes most of its cases, solves most of its crimes and keeps the crime rate low – still has a problem to fix if the residents in the community it intends to protect believe services are not very good compared to ratings given by residents to their own objectively "worse" departments. The benchmark data can help that police department – or any department – to understand how well citizens think it is doing. Without the comparative data, it would be like bowling in a tournament without knowing what the other teams are scoring. NRC recommends that citizen opinion be used in conjunction with other sources of data about budget, personnel and politics to help managers know how to respond to comparative results.

Jurisdictions in the benchmark database are distributed geographically across the country and range from small to large in population size. Most commonly, comparisons are made to the entire database. Comparisons may also be made to subsets of jurisdictions (for example, within a given region or population category). Despite the differences in jurisdiction characteristics, all are in the business of providing local government services to residents. Though individual jurisdiction circumstances, resources and practices vary, the objective in every community is to provide services that are so timely, tailored and effective that residents conclude the services are of the highest quality. High ratings in any jurisdiction, like SAT scores in any teen household, bring pride and a sense of accomplishment.

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Comparison of El Cerrito to the Benchmark Database

The City of El Cerrito chose to have comparisons made to the entire database. A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has been provided when a similar question on the City of El Cerrito Survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons for quality ratings were available, the City of El Cerrito results were generally noted as being "above" the benchmark, "below" the benchmark or "similar" to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as "more," "similar" or "less" (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much less" or "much above"). These labels come from a statistical comparison of the City of El Cerrito's rating to the benchmark where a rating is considered "similar" if it is within the margin of error; "above," "below," "more" or "less" if the difference between your jurisdiction's rating and the benchmark is greater the margin of error; and "much above," "much below," "much more" or "much less" if the difference between your jurisdiction's rating and the benchmark is more than twice the margin of error.



April 2012

Dear City of El Cerrito Resident:

The City of El Cerrito wants to know what you think about our community and municipal government. You have been randomly selected to participate in El Cerrito's 2012 Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your feedback will help the City set benchmarks for tracking the quality of services provided to residents. Your answers will help the City Council make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

To get a representative sample of El Cerrito residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.

Please have the appropriate member of the household spend a few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. **Your responses will remain completely anonymous.**

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Citizen Survey please call 510-215-4318.

Please help us shape the future of El Cerrito. Thank you for your time and participation.

Sincerely,

A handwritten signature in black ink that reads "William C. Jones III". The signature is fluid and cursive.

William C. Jones III
Mayor

The City of El Cerrito 2012 Citizen Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please select the response (by circling the number or checking the box) that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

1. Please rate each of the following aspects of quality of life in El Cerrito:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
El Cerrito as a place to live.....	1	2	3	4	5
Your neighborhood as a place to live.....	1	2	3	4	5
El Cerrito as a place to raise children	1	2	3	4	5
El Cerrito as a place to work.....	1	2	3	4	5
El Cerrito as a place to retire	1	2	3	4	5
The overall quality of life in El Cerrito.....	1	2	3	4	5

2. Please rate each of the following characteristics as they relate to El Cerrito as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Sense of community.....	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds	1	2	3	4	5
Overall appearance of El Cerrito	1	2	3	4	5
Cleanliness of El Cerrito.....	1	2	3	4	5
Overall quality of new development in El Cerrito.....	1	2	3	4	5
Variety of housing options	1	2	3	4	5
Overall quality of business and service establishments in El Cerrito	1	2	3	4	5
Shopping opportunities.....	1	2	3	4	5
Opportunities to attend cultural activities.....	1	2	3	4	5
Recreational opportunities	1	2	3	4	5
Employment opportunities	1	2	3	4	5
Educational opportunities	1	2	3	4	5
Opportunities to participate in social events and activities	1	2	3	4	5
Opportunities to participate in religious or spiritual events and activities	1	2	3	4	5
Opportunities to volunteer.....	1	2	3	4	5
Opportunities to participate in community matters.....	1	2	3	4	5
Ease of car travel in El Cerrito.....	1	2	3	4	5
Ease of bus travel in El Cerrito.....	1	2	3	4	5
Ease of rail or subway travel in El Cerrito	1	2	3	4	5
Ease of bicycle travel in El Cerrito	1	2	3	4	5
Ease of walking in El Cerrito.....	1	2	3	4	5
Availability of paths and walking trails	1	2	3	4	5
Traffic flow on major streets.....	1	2	3	4	5
Amount of public parking	1	2	3	4	5
Availability of affordable quality housing	1	2	3	4	5
Availability of affordable quality child care	1	2	3	4	5
Availability of affordable quality health care	1	2	3	4	5
Availability of affordable quality food	1	2	3	4	5
Availability of preventive health services	1	2	3	4	5
Air quality.....	1	2	3	4	5
Quality of overall natural environment in El Cerrito	1	2	3	4	5
Overall image or reputation of El Cerrito.....	1	2	3	4	5

3. Please rate the speed of growth in the following categories in El Cerrito over the past 2 years:

	<i>Much too slow</i>	<i>Somewhat too slow</i>	<i>Right amount</i>	<i>Somewhat too fast</i>	<i>Much too fast</i>	<i>Don't know</i>
Population growth	1	2	3	4	5	6
Retail growth (stores, restaurants, etc.).....	1	2	3	4	5	6
Jobs growth.....	1	2	3	4	5	6

4. To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in El Cerrito?

- ☐ Not a problem ☐ Minor problem ☐ Moderate problem ☐ Major problem ☐ Don't know

5. Please rate how safe or unsafe you feel from the following in El Cerrito:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
Violent crime (e.g., rape, assault, robbery)	1	2	3	4	5	6
Property crimes (e.g., burglary, theft).....	1	2	3	4	5	6
Environmental hazards, including toxic waste.....	1	2	3	4	5	6

6. Please rate how safe or unsafe you feel:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
In your neighborhood during the day.....	1	2	3	4	5	6
In your neighborhood after dark.....	1	2	3	4	5	6
In El Cerrito's commercial area during the day	1	2	3	4	5	6
In El Cerrito's commercial area after dark.....	1	2	3	4	5	6

7. Have you had any in-person or phone contact with an employee of the City of El Cerrito Police Department within the last 12 months?

- ☐ No → Go to Question 9 ☐ Yes → Go to Question 8 ☐ Don't know → Go to Question 9

8. What was your overall impression of your most recent contact with the City of El Cerrito Police Department?

- ☐ Excellent ☐ Good ☐ Fair ☐ Poor ☐ Don't know

9. During the past 12 months, were you or anyone in your household the victim of any crime?

- ☐ No → Go to Question 11 ☐ Yes → Go to Question 10 ☐ Don't know → Go to Question 11

10. If yes, was this crime (these crimes) reported to the police?

- ☐ No ☐ Yes ☐ Don't know

11. In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in El Cerrito?

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times
Used El Cerrito public libraries or their services	1	2	3	4	5
Used El Cerrito recreation centers	1	2	3	4	5
Participated in a recreation program or activity	1	2	3	4	5
Visited a neighborhood park or City park.....	1	2	3	4	5
Ridden a local bus within El Cerrito	1	2	3	4	5
Attended a meeting of local elected officials or other local public meeting	1	2	3	4	5
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	1	2	3	4	5
Read El Cerrito Newsletter	1	2	3	4	5
Visited the City of El Cerrito Web site (at www.el-cerrito.org)	1	2	3	4	5
Recycled used paper, cans or bottles from your home.....	1	2	3	4	5
Volunteered your time to some group or activity in El Cerrito	1	2	3	4	5
Participated in religious or spiritual activities in El Cerrito	1	2	3	4	5
Participated in a club or civic group in El Cerrito	1	2	3	4	5
Provided help to a friend or neighbor	1	2	3	4	5

12. About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?

- ☐ Just about every day
☐ Several times a week
☐ Several times a month
☐ Less than several times a month

The City of El Cerrito 2012 Citizen Survey

13. Please rate the quality of each of the following services in El Cerrito:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Police services	1	2	3	4	5
Fire services	1	2	3	4	5
Ambulance or emergency medical services.....	1	2	3	4	5
Crime prevention	1	2	3	4	5
Fire prevention and education	1	2	3	4	5
Municipal courts	1	2	3	4	5
Traffic enforcement	1	2	3	4	5
Street repair	1	2	3	4	5
Street cleaning	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Sidewalk maintenance	1	2	3	4	5
Traffic signal timing	1	2	3	4	5
Bus or transit services.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Recycling.....	1	2	3	4	5
Yard waste pick-up	1	2	3	4	5
Storm drainage.....	1	2	3	4	5
City parks.....	1	2	3	4	5
Recreation programs or classes	1	2	3	4	5
Recreation centers or facilities.....	1	2	3	4	5
Land use, planning and zoning	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.)	1	2	3	4	5
Animal control.....	1	2	3	4	5
Economic development	1	2	3	4	5
Services to seniors.....	1	2	3	4	5
Services to youth.....	1	2	3	4	5
Services to low-income people	1	2	3	4	5
Public library services	1	2	3	4	5
Public information services	1	2	3	4	5
Public schools.....	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	1	2	3	4	5
Preservation of natural areas such as open space, farmlands and greenbelts	1	2	3	4	5

14. Overall, how would you rate the quality of the services provided by each of the following?

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The City of El Cerrito	1	2	3	4	5
The Federal Government	1	2	3	4	5
The State Government	1	2	3	4	5
Contra Costa County Government	1	2	3	4	5

15. Please indicate how likely or unlikely you are to do each of the following:

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Somewhat unlikely</i>	<i>Very unlikely</i>	<i>Don't know</i>
Recommend living in El Cerrito to someone who asks	1	2	3	4	5
Remain in El Cerrito for the next five years.....	1	2	3	4	5

16. What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:

☐ Very positive
 ☐ Somewhat positive
 ☐ Neutral
 ☐ Somewhat negative
 ☐ Very negative

17. Have you had any in-person or phone contact with an employee of the City of El Cerrito Fire Department within the last 12 months?

☐ No → Go to Question 19
 ☐ Yes → Go to Question 18
 ☐ Don't know → Go to Question 19

18. What was your overall impression of your most recent contact with the City of El Cerrito Fire Department?

☐ Excellent
 ☐ Good
 ☐ Fair
 ☐ Poor
 ☐ Don't know

19. Have you had any in-person, phone or email contact with an employee of the City of El Cerrito within the last 12 months (including police, receptionists, planners or any others)?

☐ No → Go to Question 21

☐ Yes → Go to Question 20

20. What was your impression of the employee(s) of the City of El Cerrito in your most recent contact? (Rate each characteristic below.)

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Knowledge.....	1	2	3	4	5
Responsiveness.....	1	2	3	4	5
Courtesy.....	1	2	3	4	5
Overall impression.....	1	2	3	4	5

21. Please rate the following categories of El Cerrito government performance:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The value of services for the taxes paid to El Cerrito.....	1	2	3	4	5
The overall direction that El Cerrito is taking.....	1	2	3	4	5
The job El Cerrito government does at welcoming citizen involvement....	1	2	3	4	5

22. Please check the response that comes closest to your opinion for each of the following questions:

a. Please indicate how likely or unlikely you would be to subscribe to an email or online newsletter to receive information from the following City departments:

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Not at all likely</i>
City Council.....	1	2	3
Environmental services.....	1	2	3
Economic development.....	1	2	3
Fire.....	1	2	3
Planning & building (development services).....	1	2	3
Police.....	1	2	3
Public works.....	1	2	3
Recreation.....	1	2	3
General (all departments).....	1	2	3

b. The City is considering implementing more options to contact the Police Department for non-emergency issues (such as requesting a police report). Please indicate how likely or unlikely you would be to contact the Police using each of the following means of communication:

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Not at all likely</i>
Online via the Internet.....	1	2	3
Text message.....	1	2	3
Social media (i.e., Facebook, Twitter).....	1	2	3
Email.....	1	2	3
Telephone.....	1	2	3
Fax.....	1	2	3
Mail.....	1	2	3
In person (during regular business hours).....	1	2	3

c. To comply with the federally mandated Clean Water Act, the City of El Cerrito needs to improve the street sweeping program to more effectively remove trash and debris that pollutes our waterways and the San Francisco Bay. Currently, the street sweepers are often not able to sweep effectively due to cars parked on the street. Please indicate how much you would support or oppose the City taking each of the following actions:

	<i>Strongly support</i>	<i>Somewhat support</i>	<i>Somewhat oppose</i>	<i>Strongly oppose</i>	<i>Don't know</i>
Increase education about the street sweeping schedule.....	1	2	3	4	5
Install permanent signs about the street sweeping schedule.....	1	2	3	4	5
Enact parking restrictions by block.....	1	2	3	4	5
Enact parking restrictions on alternate sides of the street.....	1	2	3	4	5
Increase the sweeping frequency on residential streets.....	1	2	3	4	5

The City of El Cerrito 2012 Citizen Survey

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

D1. Are you currently employed for pay?

- ☐ No → Go to Question D3
- ☐ Yes, full time → Go to Question D2
- ☐ Yes, part time → Go to Question D2

D2. During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below? (Enter the total number of days, using whole numbers.)

Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself days

Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults days

Bus, rail, subway or other public transportation days

Walk days

Bicycle days

Work at home days

Other days

D3. How many years have you lived in El Cerrito?

- ☐ Less than 2 years
- ☐ 2-5 years
- ☐ 6-10 years
- ☐ 11-20 years
- ☐ More than 20 years

D4. Which best describes the building you live in?

- ☐ One family house detached from any other houses
- ☐ House attached to one or more houses (e.g., a duplex or townhome)
- ☐ Building with two or more apartments or condominiums
- ☐ Mobile home
- ☐ Other

D5. Is this house, apartment or mobile home...

- ☐ Rented for cash or occupied without cash payment?
- ☐ Owned by you or someone in this house with a mortgage or free and clear?

D6. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?

- ☐ Less than \$300 per month
- ☐ \$300 to \$599 per month
- ☐ \$600 to \$999 per month
- ☐ \$1,000 to \$1,499 per month
- ☐ \$1,500 to \$2,499 per month
- ☐ \$2,500 or more per month

D7. Do any children 17 or under live in your household?

- ☐ No
- ☐ Yes

D8. Are you or any other members of your household aged 65 or older?

- ☐ No
- ☐ Yes

D9. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

- ☐ Less than \$24,999
- ☐ \$25,000 to \$49,999
- ☐ \$50,000 to \$99,999
- ☐ \$100,000 to \$149,999
- ☐ \$150,000 or more

Please respond to both questions D10 and D11:

D10. Are you Spanish, Hispanic or Latino?

- ☐ No, not Spanish, Hispanic or Latino
- ☐ Yes, I consider myself to be Spanish, Hispanic or Latino

D11. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

- ☐ American Indian or Alaskan Native
- ☐ Asian, Asian Indian or Pacific Islander
- ☐ Black or African American
- ☐ White
- ☐ Other

D12. In which category is your age?

- ☐ 18-24 years
- ☐ 25-34 years
- ☐ 35-44 years
- ☐ 45-54 years
- ☐ 55-64 years
- ☐ 65-74 years
- ☐ 75 years or older

D13. What is your sex?

- ☐ Female
- ☐ Male

D14. Are you registered to vote in your jurisdiction?

- ☐ No
- ☐ Yes
- ☐ Ineligible to vote
- ☐ Don't know

D15. Many people don't have time to vote in elections. Did you vote in the last general election?

- ☐ No
- ☐ Yes
- ☐ Ineligible to vote
- ☐ Don't know

D16. Do you have a cell phone?

- ☐ No
- ☐ Yes

D17. Do you have a land line at home?

- ☐ No
- ☐ Yes

D18. If you have both a cell phone and a land line, which do you consider your primary telephone number?

- ☐ Cell
- ☐ Land line
- ☐ Both

Thank you for completing this survey. Please return the completed survey in the postage-paid envelope to:
National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502

EL CERRITO CITY COUNCIL

MINUTES

SPECIAL CITY COUNCIL MEETING – CLOSED SESSION

Tuesday, May 15, 2012 – 6:30 p.m.

Hillside Conference Room

CITY COUNCIL MEETING

Tuesday, May 15, 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

Councilmembers Abelson, Benassini, Cheng, Lyman and Mayor Jones all present.

CONVENE SPECIAL CITY COUNCIL MEETING – CLOSED SESSION

Mayor Jones convened the Special City Council Meeting – Closed Session at 6:34 p.m.

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 – No speakers.

RECESSED INTO CLOSED SESSION at 6:35 p.m.

POSSIBLE REPORT OUT OF CLOSED SESSION

ADJOURNED SPECIAL CITY COUNCIL MEETING – CLOSED SESSION at 7:02 p.m.

ROLL CALL

Councilmembers Abelson, Benassini, Cheng, Lyman and Mayor Jones all present.

7:00 p.m. CONVENE CITY COUNCIL MEETING

Mayor Jones convened the City Council Meeting at 7:08 p.m.

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

2. COUNCIL / STAFF COMMUNICATIONS

Mayor Pro Tem Jones reported that City Council had just met in closed session under Government Code Section 54957.6 to receive an update on labor negotiations and provided direction to staff.

Councilmember Abelson announced that a clean- up of Central and Creekside Parks will occur on May 20.

Councilmember Benassini thanked Councilmember Cheng and all the organizers, staff and volunteers who worked on Bike to Work Day and expressed her appreciation for the Ohlone Greenway. Councilmember Benassini stated that she is looking forward to the completion of the BART safety upgrades and having the Ohlone Greenway open again.

Councilmember Cheng also expressed her appreciation for all who came out to support Bike to Work Day and noted the uniqueness of the motion triggered bike photo booth.

Mayor Jones noted Councilmember Cheng's participation in a West Contra Costa Iron Chef event involving a small business kitchen incubator in Pinole.

3. ORAL COMMUNICATIONS FROM THE PUBLIC

Lawrence Radcliffe, El Cerrito, provided comments on Consent Calendar Item No. 5(C) regarding the City Council's proposed Opposition to Assembly Bill 2200. Mr. Radcliffe stated that he commutes to Pinole on I-80 every day. The High-Occupancy-Vehicle (HOV) lane is underutilized in the non-commute direction. Mr. Radcliffe stated that using the HOV lane would be safer because of all the trucks that use I-80 and that it would not impact busses.

4. PRESENTATIONS

Update on Business Recruitment and Attraction Activities – Dwayne Dalman, Economic Development Specialist.

Action: Presentation heard.

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

Moved, seconded (Abelson/Lyman) and carried to approve Consent Calendar Item Nos. 5A through 5D in one motion as indicated below.

A. Minutes for Approval

Approve the May 1, 2012 City Council Special Meeting – Closed Session and City Council Regular meeting minutes.

Action: Approved minutes.

B. Proclamation Commemorating the Dedication of the Blue Star By-Ways Monument in Richmond

City Council of the City of El Cerrito hereby recognizes the importance of the solemn dedication of the Blue Star Memorial By-Way Marker on May 28, 2012 on the occasion of Memorial Day in Richmond and encourages all residents to join in honoring and remembering all of our brave service men and women, past and currently serving and pay homage to those who made the ultimate sacrifice on the Country's behalf. May we also offer our best wishes to the families of military personnel and strive for a just and lasting peace in our world.

Action: Approved proclamation.

C. Opposition to the Passage of Assembly Bill 2200

At the request of Councilmember Abelson, adopt a resolution opposing the passage of Assembly Bill 2200 which proposes suspending the hours of operation for the I-80 high-occupancy vehicle lanes within the jurisdiction of the Metropolitan Transportation Commission in the "reverse commute direction," namely between 5:00 a.m. to 10:00 a.m. in the eastbound direction and between 3:00 p.m. to 7:00 p.m. in the westbound direction.

Action: Adopted Resolution No. 2012-30.

D. Committee on Aging Appointment

At the request of the Committee on Aging, approve a recommendation appointing Mr. Kim Marlia to the Committee on Aging.

Action: Approved recommendation.

6. PUBLIC HEARINGS

A. Confirming the Diagram and to Levy the Assessment for Fiscal Year 2012-13 for Landscape and Lighting Assessment District No. 1988-1

Conduct a public hearing and upon conclusion adopt a resolution setting the annual Landscape and Lighting Assessment for Fiscal Year 2012-13 as \$72 per residential parcel and as noted in the Engineer's Report for other classes of properties.

Presenter: Mary Dodge, Administrative Services Director.

Mayor Jones opened the public hearing.

Speakers: No speakers.

Moved, seconded (Lyman/Benassini) and carried unanimously to close the public hearing.

Action: Moved, seconded (Benassini/Lyman) and carried unanimously to adopt Resolution No. 2012-30.

B. Confirming the Method of Collecting the Storm Drain Reconstruction Fees

Conduct a public hearing and upon conclusion adopt a resolution approving the Storm Drain Annual Report for Fiscal Year 2012-13 and directing that Storm Drain Fees be collected on the property tax rolls.

Presenter: Mary Dodge, Administrative Services Director.

Mayor Jones opened the public hearing.

Speakers: No speakers.

Moved, seconded (Benassini/Lyman) and carried unanimously to close the public hearing.

Action: Moved, seconded (Lyman/Abelson) and carried unanimously to adopt Resolution No. 2012-31.

C. Revision to Fiscal Year 2011-12 Master Fee Schedule for Selected Recreation Fees

Conduct a public hearing and upon conclusion, adopt a resolution approving a revision to the 2011-12 Master Fee Schedule for selected recreation fees in order to coincide with the summer season beginning June 1, 2012.

Presenter: Christopher Jones, Acting Recreation Director.

Moved, seconded (Benassini/Lyman) and carried unanimously to open the public hearing.

Speakers: No speakers.

Moved, seconded (Lyman/Abelson) and carried unanimously to close the public hearing.

Action: Moved, seconded (Cheng/Abelson) and carried unanimously to adopt Resolution No. 2012-32.

D. Master Fee Schedule Revision for Fiscal Year 2012-13

Conduct a public hearing and upon conclusion adopt a resolution approving a revised Master Fee Schedule for Fiscal Year 2012-13.

Presenter: Christopher Jones, Acting Recreation Director.

Mayor Jones opened the public hearing.

Speakers: No speakers.

Moved, seconded (Benassini/Abelson) and carried unanimously to close the public hearing.

Action: Moved, seconded (Abelson/Lyman) and carried unanimously to adopt Resolution No. 2012-33 as amended on the floor to delete a reference to a \$0.00 fee for photovoltaic system/solar panels on page 34 of Exhibit A to the resolution and change the \$350.00 fee for solar panels as indicated on page 34 in Exhibit A to \$100.00.

7. POLICY MATTERS

Extension of Exclusive Negotiation Rights Agreement with Eden Housing

The City Council, acting as housing successor to the former Redevelopment Agency, adopt a resolution authorizing the City Manager to extend to June 8, 2013, the Exclusive Negotiating Rights Agreement (ENRA) with Eden Housing Inc. (Developer) for negotiation of a Disposition and Development Agreement of an affordable housing project (Project) at 10848-10860 San Pablo Avenue.

Presenter: Hilde Myall, Senior Housing Project Specialist and Woody Karp, Senior Project Developer, Eden Housing.

Speakers: Barbara Hill, El Cerrito, read a letter from Tom Panas, El Cerrito, which expressed disappointment with Eden Housing and encouraged the City Council to not approve the extension of the exclusive negotiation rights agreement with Eden Housing for the Tradeway site. Mr. Panas, in his letter, asked that the City Council use instead, the second-ranked developer, Mercy Housing California or another organization that responded to the City's Request for Proposal.

Action: Moved, seconded (Lyman/Abelson) and carried unanimously to adopt Resolution No. 2012-34.

8. COUNCIL ASSIGNMENTS/LIAISON REPORTS

- A. Mayor Jones reported that the Design Review Board is going forward with the Chipotle design and that everything looks favorable.
- B. Mayor Pro Tem Lyman – *No report.*
- C. Councilmember Abelson – *No report.*
- D. Councilmember Benassini reported that the Arts and Culture Commission will discuss and select artists for a new City Hall Gallery installation at its May 16, 2012 meeting.
- E. Councilmember Cheng – *No report.*

SUPPLEMENTAL COMMUNICATIONS

Item No. 7 Extension of Exclusive Negotiation Rights Agreement with Eden Housing

- 1. Written statement by Tom Panas and The Secretary of the Interior's Standards for the Treatment of Historic Properties with Guidelines for Preserving, Rehabilitating, Restoring & Restructuring Historic Buildings – *Submitted by Barbara Hill on behalf of Tom Panas.*

- 9. **ADJOURNED CITY COUNCIL MEETING** at 10:05 p.m. in memory of Henry Treadway.



AGENDA BILL

Agenda Item No. 5(B)

Date: June 5, 2012
To: El Cerrito City Council
From: Cheryl Morse, City Clerk
Subject: November 6, 2012 General Municipal Election

ACTION REQUESTED

Adopt a Resolution: 1) Ordering and calling for a general municipal election to be held in the City of El Cerrito on Tuesday, November 6, 2012, for the purpose of electing three members of the City Council for full terms of four years each; 2) Requesting and consenting to consolidation of the municipal election with the presidential general election to be held on November 6, 2012; 3) Requesting the services of the Contra Costa County Registrar of Voters; 4) Providing for Notice of the election; and 5) Setting specifications of the Election Order to include limiting candidate statements to 300 words, requiring candidates to pay for the costs of their candidate statement, establishing the estimated cost of each candidate statement to be \$475 payable at the time of filing; and determining that, in the event of a tie vote, the winner shall be determined by lot at a time and place designated by the City Council.

The Contra Costa County Elections Division has requested that the City Clerk provide this information to the County no later than June 29, 2012.

BACKGROUND

Three seats on the City Council will be open this November. To conduct its municipal election, the City must adopt a resolution calling for the election. In addition, to consolidate its election with the November presidential election, the City must adopt a resolution to that effect. State law requires that the resolution calling for a municipal election and the resolution requesting consolidation with the statewide election be adopted and filed with the County elections official at the same time.

The City may also increase the length of candidate statements from 200 words up to 400 words, and set the amount of the deposit for printing and distributing the statement.

The City also customarily authorizes the County to conduct its elections; the County has in fact conducted most aspects of the general election for many years. The staff time, special equipment and skills associated with printing, duplicating, mailing, establishing polling locations, canvassing, counting and certifying ballots and discharging other tasks associated with the election make this arrangement cost-effective.

Agenda Item No. 5(B)

The City Clerk will continue to act as the local Elections Official and be responsible for processing nomination papers and candidate statements, conducting research and responding to inquiries from candidates and the public regarding candidacy and other election matters and will also function as the Filing Officer for Fair Political Practices Commission campaign disclosure filings.

Candidates will be able to procure nomination documents from the City Clerk during the period of July 16, 2012 to August 10, 2012. If an incumbent does not file for re-election by this deadline, the nomination period is automatically extended by five calendar days per California Elections Code Sections 10225 and 10407 to August 15, 2012 for non-incumbents only.

The County's estimated cost to publish each 200–300 word candidate statement for El Cerrito is approximately \$400, including Spanish translation. The cost of publishing statements consisting between 301 and 400 words would double this cost. Therefore, staff recommends limiting statements to 300 words, and charging candidates \$475 to cover any publication anomalies or unforeseen overages. Overpayments will be refunded promptly and underpayments will be billed. The filing of a candidate statement is optional, not mandatory.

ANALYSIS

City Council action is required to call a general municipal election for Tuesday, November 6, 2012, for the purpose of electing three members of the City Council for full terms of four years each, publish the required notices and authorize the County to conduct the election on behalf of the City.

Staff also recommends setting the length of the candidate statement at 300 words consistent with the policy adopted in prior years. Some of the other cities in Contra Costa County limit candidate statements to 200 words, but the costs of printing statements up to 300 words would not result in any substantial processing efficiencies and therefore does not affect the County's estimate of \$400 per statement. The option of 301–400 words is also available, but doubles the printing cost because a candidate statement in excess of 300 words is likely to run onto a second page in the voter pamphlet.

The City Council must also determine whether the candidate or City will pay for the candidate statement. Based on the County Election Division's estimate of \$400 per candidate statement for a city the size of El Cerrito, staff recommends requiring the estimated cost of \$475 to be paid by each candidate. This amount would be due at the time of filing the statement with the City Clerk, presuming the candidate chooses to file a statement, which is optional. Alternatively, the City Council could choose to have the City assume the cost of printing all candidate statements resulting in expenditure of additional funds for the election. The City could also forgo requiring payment of the estimated cost by the candidate at the time the statement is filed, and require the payment at some later date. However, there is no assurance that staff will be able to collect funds from a candidate once the election is over.

Agenda Item No. 5(B)

Finally, the City Council must determine the method of resolving a tie vote – either by choosing a winner by lot, or ordering a special run-off election. Previous City election consolidation resolutions have specified resolving a tie vote by lot. In this instance, the City Council would summon the candidates who received an equal number of votes to appear before them at a time and place designated by the City Council. The City Council would then resolve the tie vote by lot by selecting a person to either toss a coin, or by placing each candidate's name in an unmarked, sealed envelope, drawing the envelope and reading the name of the winning candidate. Alternatively, the City Council could direct that a special runoff election be conducted involving those candidates who receive an equal number of votes. However, a run-off election would delay seating a new City Council and the City would also incur substantial costs conducting a separate special run-off election. California Election Code Section 15651(b) requires a special run-off election to be held on a Tuesday not less than 40 nor more than 125 days after certification of the election. The County has estimated the costs of such an election at \$86,964.

It is important to note that adopting the provisions for a run-off election in the event of a tie vote will remain in effect for all future elections unless the Council later rescinds the authority for special runoff elections. Previous election consolidation resolutions have specified resolving a tie vote by lot. Staff recommends action consistent with this practice as established by resolution for past general municipal elections.

In the attached resolution, staff recommendations are underlined and are consistent with prior election orders for candidate elections adopted by the City Council.

FINANCIAL CONSIDERATIONS

The County estimates that the 2012 General Municipal Candidate Election will cost approximately \$1.50 per registered voter. As of May 18, 2012 there were 13,379 registered voters in the City of El Cerrito. This number is expected to increase prior to November. The November 2012 election is estimated to cost approximately \$23,000 including public noticing and printing fees. However, the Contra Costa Elections Division has cautioned that because of the number of variables involved in preparing for and conducting an election, it is not possible to pre-determine the final, actual cost of the election. Should the Council decide to provide for a special runoff election in the event of a tie vote rather than resolving the tie by lot, the Registrar of Voters has estimated the additional cost of a special stand-alone run-off election to be approximately \$86,964.

LEGAL CONSIDERATIONS

Election code requirements are fulfilled by adoption of the attached resolution.

Reviewed by:

A handwritten signature in black ink, appearing to read 'SH', is written over a horizontal line.

Scott Hanin, City Manager

Attachments:

1. Proposed Resolution
2. Contra Costa County Registrar of Voters estimate of candidate statement costs by City
3. Contra Costa County Registrar of Voters estimate of General Municipal and Special Run-off Election Costs.
4. November 6, 2012 Election Calendar

RESOLUTION NO. 2012-XX

RESOLUTION OF THE COUNCIL OF THE CITY OF EL CERRITO ORDERING AND CALLING A GENERAL MUNICIPAL ELECTION TO FILL THREE CITY COUNCIL SEATS; REQUESTING AND CONSENTING TO CONSOLIDATION OF THE MUNICIPAL ELECTION WITH THE GENERAL PRESIDENTIAL ELECTION TO BE HELD ON NOVEMBER 6, 2012; REQUESTING THE SERVICES OF THE CONTRA COSTA COUNTY REGISTRAR OF VOTERS; PROVIDING FOR NOTICE OF ELECTION; AND SETTING SPECIFICATIONS OF THE ELECTION ORDER

WHEREAS, the term of three members of the City of El Cerrito ("City") Council are due to expire and the positions must be filled; and

WHEREAS, the City Council has ordered a Municipal Election to be held on Tuesday, November 6, 2012, to fill those offices; and

WHEREAS, other elections may be held in whole or in part of the territory of the city and it is to the advantage of the City to consolidate its municipal election pursuant to California Elections Code Section 10400; and

WHEREAS, California Elections Code Section 10400 provides that a City Council may request the Contra Costa County ("County") Board of Supervisors to consolidate a general municipal election with the statewide general election; and

WHEREAS, California Elections Code Section 10242 provides that the City Council shall determine the hours of opening and closing the polls; and

WHEREAS, California Elections Code Section 10002 requires the City to reimburse the County in full for the services performed upon presentation of a bill to the City by the County Elections Official; and

WHEREAS, California Elections Code Section 13307 requires that before the nominating period opens the City Council must determine whether a charge shall be levied against each candidate submitting a candidate's statement to be sent to the voters; and may estimate the cost and determine whether the estimate must be paid in advance; and

WHEREAS, California Elections Code Section 12101 requires the publication of a notice of the election once in a newspaper of general circulation in the City; and

WHEREAS, tie votes shall be determined by lot unless the City Council adopts the provisions of California Elections Code Section 15651(b) prior to the conduct of the election resulting in the tie vote.

NOW THEREFORE, THE CITY COUNCIL OF THE CITY OF EL CERRITO DOES HEREBY RESOLVE AND ORDER that an election be held in accordance with the following specifications:

SPECIFICATIONS OF THE ELECTION ORDER

1. The City Council hereby calls for a general municipal election in and for the City of El Cerrito. The Election shall be held on Tuesday, the 6th day of November, 2012. The purpose of the election is to choose successors for the following offices:

Councilmember	4 year term
Councilmember	4 year term
Councilmember	4 year term
2. The El Cerrito City Council hereby requests and consents to the consolidation of this election with other elections which may be held in whole or in part of the territory of the City, as provided in California Elections Code 10400.
3. The City Council hereby requests and consents to the consolidation of this election with other elections which may be held in whole or in part of the territory of the City, as provided in California Elections Code Section 10400.
4. The City hereby designates the hours the polls are to be kept open shall be from 7:00 A.M. to 8:00 P.M.
5. The City will reimburse the County for the actual cost incurred in conducting the election upon receipt of a bill stating the amount due as determined by the elections official.
6. The City Council has determined that the candidate will pay for the Candidate's Statement. The Candidate's Statement will be limited to 300 words. As a condition of having the Candidate's Statement

published, the candidate shall pay the full estimate at the time of filing. The City Council hereby establishes the estimated cost for a candidate statement as \$475.00.

6. The City Clerk is hereby authorized and directed to publish a Notice of Election in the West Contra Costa Times, which is a newspaper of general circulation that is published daily in the city.
7. In the event of a tie vote for a City Council seat the method to resolve it will be determined by lot at a time and place designated by the Election Board (City Council).
8. The City Council directs the City Clerk to file a certified copy of this Resolution with the Registrar of Voters and the Board of Supervisors of Contra Costa County.

I CERTIFY that the foregoing resolution was adopted upon motion of Councilmember _____ and seconded by Councilmember _____ at a regular meeting on June 5, 2012 by the City Council of the City of El Cerrito who passed this resolution by the following vote:

AYES:

NOES:

ABSENT:

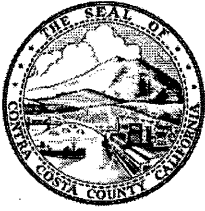
ABSTAIN:

Cheryl Morse, City Clerk

Approved:

William C. Jones III, Mayor

CANDIDATE STATEMENT ESTIMATES						
November 6, 2012						
	Registration	English Print	Spanish Translation	Spanish Print	ESTIMATE	Round Up
County						
Superior Court Judge	514877	8238.03	60.00	100.00	8,398.03	8,400.00
Congressional						
5th Congressional Dist	45514	1001.31	60.00	100.00	1,161.31	1,170.00
9th Congressional Dist	83722	1841.88	60.00	100.00	2,001.88	2,010.00
11th Congressional Dist	350978	7721.52	60.00	100.00	7,881.52	7,890.00
15th Congressional Dist	34663	762.59	60.00	100.00	922.59	930.00
Senatorial						
3rd Senatorial Dist	45619	1003.62	60.00	100.00	1,163.62	1,170.00
7th Senatorial Dist	365308	8036.78	60.00	100.00	8,196.78	8,200.00
9th Senatorial Dist	103950	2286.90	60.00	100.00	2,446.90	2,450.00
Assembly						
11th Assembly Dist	99967	2199.27	60.00	100.00	2,359.27	2,360.00
14th Assembly Dist	155726	3425.97	60.00	100.00	3,585.97	3,590.00
15th Assembly Dist	99578	2190.72	60.00	100.00	2,350.72	2,360.00
16th Assembly Dist	159606	3511.33	60.00	100.00	3,671.33	3,680.00
Supervisory						
Supervisor, 2nd Dist.	130811	2877.84	60.00	100.00	3,037.84	3,040.00
Supervisor, 3rd Dist.	96582	2124.80	60.00	100.00	2,284.80	2,290.00
Supervisor, 5th Dist.	90271	1985.96	60.00	100.00	2,145.96	2,150.00
Cities						
City of Antioch	42589	766.60	60.00	100.00	926.60	930.00
City of Brentwood	25055	450.99	60.00	100.00	610.99	620.00
City of Clayton	7283	240.00	60.00	100.00	400.00	400.00
City of Concord	55777	1003.99	60.00	100.00	1,163.99	1,170.00
Town of Danville	26900	484.20	60.00	100.00	644.20	650.00
City of El Cerrito	13268	240.00	60.00	100.00	400.00	400.00
City of Hercules	11998	240.00	60.00	100.00	400.00	400.00
City of Lafayette	16151	339.17	60.00	100.00	499.17	500.00
Town of Moraga	10015	240.00	60.00	100.00	400.00	400.00
City of Martinez	21093	442.95	60.00	100.00	602.95	610.00
City of Oakley	16142	338.98	60.00	100.00	498.98	500.00
City of Orinda	12644	240.00	60.00	100.00	400.00	400.00
City of Pittsburg	24360	511.56	60.00	100.00	671.56	680.00
City of Pleasant Hill	18676	392.20	60.00	100.00	552.20	560.00
City of Pinole	9528	240.00	60.00	100.00	400.00	400.00
City of Richmond	39286	707.15	60.00	100.00	867.15	870.00
City of San Pablo	7722	240.00	60.00	100.00	400.00	400.00
City of Walnut Creek	40997	737.95	60.00	100.00	897.95	900.00



CONTRA COSTA COUNTY
CLERK/RECORDER - ELECTIONS DIVISION
555 ESCOBAR STREET
MARTINEZ, CALIFORNIA 94553
(925) 335-7800 FAX (925) 335-7836
www.cocovote.us

STEPHEN L. WEIR
COUNTY CLERK

CANDY LOPEZ
ASSISTANT REGISTRAR

May 25, 2012
Cheryl Morse, City Clerk
City of El Cerrito

Under the Federal Help America Vote Act (HAVA), and state law, every polling site is required to provide at least one accessible voting unit, which will allow voters with visual/physical impairments to vote confidentially and unassisted. In addition, HAVA requires that voters who vote for more candidates than there are positions to be elected be notified and given a chance to correct that vote. To accommodate both requirements, Contra Costa County changed voting systems in 2005.

The new voting system equipment was purchased with state and federal funds and no capital charges will be included in election billings, however, other associated costs have impacted the cost of having an election. The costs for supplies, training polling place workers and equipment delivery have all increased, as has staff labor needed to prepare and test the equipment prior to each election. Because of the number of variables involved in preparing for and conducting an election, it is not possible to predetermine the final actual cost.

Estimate for City of El Cerrito
Registered voters 5-18-12: 13,379

Municipal Election

Estimate - Consolidation with 11/6/12 General: \$ 1.50 per registered voter*
Estimate - Special Poll Run-off (Stand Alone): \$ 6.50 per registered voter

*Actual cost per voter is dependent on the number of other jurisdictions on each ballot type shared with the district.

When you receive an estimate from the Elections Office you are cautioned the estimate is just an approximation arrived at by comparing costs for prior elections in other jurisdictions and not by attempting to project any actual costs for the upcoming election. Actual costs will vary from one election to another election and between jurisdictions during a consolidated election. The actual cost may be significantly more or less than this estimate, and will depend on supply and paper costs, fuel costs, labor costs and the number of jurisdictions consolidating with the election. The elections official will bill the jurisdiction for the actual costs of the election conducted or a pro rata share of the actual costs if the election is consolidated.

Sincerely,
Candy Lopez, Assistant County Registrar

CITY ELECTION TIMETABLE
November 6, 2012

Compiled 9-15-11

Date Range					CODES	
Line	DATE	Days Prior	DATE	Days Prior	Description	EC & others
1	29-Jun-2012	130			Requested date for City Clerk to deliver to the county elections official the following: 1) Fact Sheet/Notice to the County Elections Official; 2) Corrected or confirmed incumbent list; 3) Resolution requesting and consenting to consolidation; setting forth the specifications of the election order; requesting the Board of Supervisors allow the Registrar of Voters to render services; specifying who will pay the cost of the candidates statement and limiting the number of words. (If the City specifies that the candidate will pay, the city is responsible for collecting any additional costs not covered by candidate deposits.)	EC 10400, EC 10002
2	2-Jul-2012	127	5-Jul-2012	124	###City Clerk to prepare and mail Notice of Election publication to the appropriate newspaper for publication once between E-127 (July 2nd) and E-113 (July 16th) . (Format sample available from Elections Office.)	EC 12101 12102 12111
3	9-Jul-2012	120			***Candidate Statement resolution cannot be changed after this date. (If the City fails to adopt a resolution by this date, the City cannot decide at a later date to pass a resolution to collect the candidate statement costs from the candidates.)	EC 13307e
4	10-Jul-2012	119	11-Jul-2012	118	###Election Official to prepare <u>Press Release</u> on 1st day for Nomination Papers and include all seats up for election. Mail by due date.	
5	15-Jul-2012	114			***Deadline for City Council to consolidate an election to fill a vacancy. Last day for vacancy to be effective for the election.	Govt Code 36512
6	16-Jul-2012	113	10-Aug-2012	88	***Nomination period. Candidates to pick up and file papers in the City Clerk's Office.	EC 10220
7	23-Jul-2012	106	1-Aug-2012	97	***Suggested Time Period for City Council to file and adopted resolution calling a Special Measure Election to place a measure on the ballot. [This date will allow for publication of notice of election and date fixed for submitting arguments; receiving of arguments and rebuttal arguments; translations; set up for printer and required public examination period prior to the first day for 60 day ballots.] The City must deliver to the Contra Costa Elections Office a resolution calling special measure election. Resolution shall contain: 1.) Request and consent to consolidation with any other elections and request for County to conduct; 2.) The final wording of the measure (framed as a question, limited to 75 words, block paragraph format for the official ballot). Resolution shall also specify: 3.) If the full text of the measure exceeding the 75 word abbreviation is to be printed in the voter pamphlet. 4.) Whether an Impartial Analysis shall be prepared (EC 9280); 5.) Whether provisions for Rebuttal Arguments have been adopted (EC 9285b); and 6.) Set Primary Argument Filing deadline E-88 (Aug. 10th) [unless consolidating after E-97 (8/1) then set date as E-81 (8/17) .] [County Election Official determines the deadlines for measure arguments for consolidated elections.]	EC 3103(b), 9280, 9285(b), 9286(b), 10002, 10400, 10403
8	23-Jul-2012	106	1-Aug-2012	97	City Clerk to transmit copy of consolidation resolution for any measure to the <u>City Attorney</u>, if directed by the governing board. Impartial Analysis due by Primary Argument filing deadline. Limit 500 word.	EC 9280 (City)

CITY ELECTION TIMETABLE

November 6, 2012

Compiled 9-15-11

Date Range					CODES	
Line	DATE	Days Prior	DATE	Days Prior	Description	EC & others
9	23-Jul-2012	106	1-Aug-2012	97	County Elections Official to transmit copy of consolidation resolution to the <u>County Auditor</u> (Tax Section) for all Bond & Tax Elections.	
10	23-Jul-2012	106	3-Aug-2012	95	###City Clerk to prepare and publish the consolidated "Notice of Election; Synopsis of the Measure & Notice to File Arguments". (NOTE: If the measure election is called at the same time as a City Council election the notice of election publications shall be consolidated.) (Publication format sample available from the Elections Office.)	EC 9286 (b), 12111
11	31-Jul-2012				***LAST DAY to file Semi-Annual Campaign Statement. (Cover Period: Jan. 1, 2012 through June 30, 2012. (Note: Statements postmarked by this date are considered to be filed on time.	Govt Code 84200
12	10-Aug-2012	88			****LAST DAY for city annexations to change precinct boundaries for the Election.	EC 12262
13	10-Aug-2012	88			****LAST DAY for measures to consolidate. If city waits until this date, publication and argument filing dates must be adjusted accordingly.	EC 10403
14	10-Aug-2012	88			***Deadline for City to file tax rate statement, if required. (Only required for bond elections.) County Elections Official to send copy to Auditor-Controller, Tax Section.	EC 9401
15	10-Aug-2012	88			****LAST DAY for candidates to file Nomination Papers.	EC 10224
16	10-Aug-2012	88			****LAST DAY for a candidate to withdraw a Declaration of Candidacy.	EC 10224
17	10-Aug-2012	88			****LAST DAY to file primary arguments for or against the measure. Word limit 300 words. (Date set by the Elections Official.) [Cities & districts filing requests after E-97 (8/1) will have a deadline of E-81 (8/17).] Note: If more than one "argument for" or more than one "argument against" the measure is received, the Elections Official shall select one of the "arguments for" and one of the "arguments against" for printing.	EC 9163, Govt Code 6061
18	10-Aug-2012	88			***LAST DAY for City Attorney to file an Impartial Analysis. Limit 500 words.	
19	11-Aug-2012	87	13-Aug-2012	85	If both an "argument in favor" AND an "argument against" were filed, the <u>City Election Official shall immediately transmit</u> a copy of the "argument against" to the filer(s) of the "argument in favor" and a copy of the "argument in favor" to the filer(s) of the "argument against", along with a copy of the formatting rules for filing a rebuttal argument, advising both sides of the deadline to file and the word limit of 250 words.	EC 9287
20	11-Aug-2012	87	15-Aug-2012	83	***Extended Nomination Period if incumbent fails to file by Nomination Deadline. Incumbent cannot file during the extension. ***IMPORTANT*** Vacant Offices DO NOT have extensions.	EC 10225
21	11-Aug-2012	87	17-Aug-2012	81	***Period for rebuttal arguments for local measures, if both an argument for and against were filed. [Cities consolidating measures after E-97 (8/1) will have a deadline of E-74 (8/24)]. Districts with another county of jurisdiction, may have a different deadline.]	EC 9285, EC 9286b

CITY ELECTION TIMETABLE
November 6, 2012

Compiled 9-15-11

Date Range					CODES	
Line	DATE	Days Prior	DATE	Days Prior	Description	EC & others
22	11-Aug-2012	87	20-Aug-2012	78	***Ten day public examination period for all measure materials (except for rebuttal arguments, if any). [Period adjusted if measure election is called after E-97 (8/1) to E-80 (8/18) thru E-71 (8/27).]	EC 9295
23	11-Aug-2012	87	20-Aug-2012	78	***Ten day public examination period for Candidate Statements, if no extended filing period. Candidate Statements are confidential until after the close of the Nomination Period.	EC 13311, 13313
24	13-Aug-2012	85	16-Aug-2012	82	Elections Official to assign local measure letters. Coordinating assigning of letters with surrounding counties.	EC 13109 n & policy
25	15-Aug-2012	83			***Last day jurisdiction may file resolution amending or withdrawing a measure.	EC 9605
26	15-Aug-2012	83			****LAST DAY of the extended Nomination Period, if incumbent officer, who is up for election, failed to file by 5:00 p.m. on E-88. Any qualified person, other than the incumbent, has until 5:00 p.m. on this date to file Nomination Papers. If this provision is in effect then candidates also have until 5:00 p.m. to withdraw.	EC 10225
27	16-Aug-2012	82			If by 5:00 p.m. on E-83 there was: 1) Only one nominee; 2) No nominee; or 3) An insufficient number of nominees for the offices to be filled..... Refer to Elections Code 10229 for appointment procedures. Deadline to act is E-75 (Aug. 23rd) or the election shall be held.	EC 10229
28	16-Aug-2012	82			***Secretary of State to draw random alphabet, used to determine order of candidates on ballot. Drawing held at 11:00 AM.	EC 13112(b)
29	16-Aug-2012	82	27-Aug-2012	71	***Ten day public examination period for Candidate Statements, if there was an extended filing period. (Deadline extended because it fell on a weekend.) Candidate Statements are confidential until after the close of the Nomination Period.	EC 13311, 13313
30	17-Aug-2012	81			****LAST DAY for rebuttal arguments. If arguments for and against were filed by E-88 (Aug. 10th). [For cities and districts consolidating measures after E-97 (8/1) last day is E-74 (8/24).]	EC 9285, EC 9286b
31	18-Aug-2012	80	27-Aug-2012	71	***Ten day public examination period for rebuttal arguments, if any. [Period adjusted if measure election is called after E-97 (8/1) to E-73 (8/25) thru E-63 (9/4) deadline extended one day because it fell on the holiday.]	EC 9295
32	20-Aug-2012	78			County Elections Official to submit Voter Pamphlet materials to printer. [If no rebuttal argument period, the printer can start printing Voter Pamphlet materials on E-77 (Aug. 21st); with a rebuttal period, printing will start E-70 (Aug. 28th).] [If argument periods are adjusted for late measures filed after E-97 (8/1) then the latest that printing will start is E-62 (Sept. 5th) .]	
33	20-Aug-2012	78	22-Aug-2012	76	County Elections Official to prepare Consolidation Agenda Item for all consolidating districts and submit to the Board of Supervisors by E-69 (Aug. 29th) for E-56 (Sept. 11th) Agenda.	
34	22-Aug-2012	76	24-Aug-2012	74	County Elections Official to send prepared Voter Pamphlet copy to the City for review (measure information cannot be amended only errors in entering information made by the Elections Department can be corrected). [If no rebuttal period, this will be sent between E-83 (8/15) and E-81 (8/17).] [Period adjusted one week later for measures called after E-97 (8/1).]	
35	23-Aug-2012	75			****LAST DAY for appointment in-lieu of election, if no action is taken by this date the election shall be held.	EC 10229

CITY ELECTION TIMETABLE
November 6, 2012

Compiled 9-15-11

Date Range					CODES	
Line	DATE	Days Prior	DATE	Days Prior	Description	EC & others
36	23-Aug-2012	75			###City Clerk to prepare and publish "List of Nominees". List candidate names in order of state random alphabet. Publish once. The week of E-56 (Sept. 11th) .	EC 12110
37	7-Sep-2012	60			*****60th DAY*****	
38	7-Sep-2012	60			***FIRST DAY to mail out Special 60 day Vote by Mail Ballots and voter information materials.	EC 3103(b)
39	11-Sep-2012	56	20-Sep-2012	47	###Elections Official to prepare Notice of Central Count Accumulation and Commencement of Vote by Mail Ballot Processing. To be published at least 48 hrs. before 1st possible day (E-29) to process returned Vote by Mail ballots. Copy posted in office lobby.	EC 12109, 15104
40	11-Sep-2012	56	23-Oct-2012	14	***Filing period for write-in candidate Nomination Papers.	EC 8601
41	27-Sep-2012	40			Elections Office to begin mailing sample ballots to voters registered by E-60.	EC 13303
42	3-Oct-2012	34	5-Oct-2012	32	###Elections Official to prepare Election <u>Polling Place</u> publication. To be published once the week of E-22 (Oct. 15th) .	EC 12105, 12106, 12286
43	5-Oct-2012				***LAST DAY to file Pre-Election Campaign Statement for Candidates and Committees. (Cover Period: Jan. 1, 2012 through Sept. 30, 2012 (if no previous statement filed) or July 1, 2012 through Sept. 30, 2012 if a semi-annual statement was filed. Note: Statements postmarked by this date are considered to be filed on time.	Govt Code 84200.7
44	8-Oct-2012	29			*****29th DAY*****	
45	8-Oct-2012	29			****FIRST DAY for issuing Vote by Mail ballots. [1.) Vote by Mail Ballot requests must be made in writing to the Registrar of Voters, P.O. Box 271, Martinez, CA 95443. The requests must include residence address, mailing address, if any, and each voter's signature. An application will be included in each Sample Ballot. 2.) Groups or candidates distributing Vote by Mail applications must use a state mandated form. The form and instructions can be obtained from the Elections Office.]	EC 3001
46	8-Oct-2012	29			***FIRST DAY returned Vote by Mail Ballots can be processed/signatures checked. (Public may observe.)	EC 15104
47	9-Oct-2012	28			If a voter's registration is received by the Elections Office after this date the voter <u>will</u> only receive a polling place notice, not a sample ballot or voter information pamphlet for the election. [Date extended one day because of postal holiday on E-29.]	EC 13303 c
48	16-Oct-2012	21			***LAST DAY for Registrar of Voters to complete Sample Ballot mailings to voters who registered by E-28 (Oct. 9th).	EC 13303 & 13300 c
49	21-Oct-2012	16	5-Nov-2012	1	***Period for 24 Hour Reports of Late Conditions & Independent Expenditures of \$1,000 or More.	Govt Code 84203 & 84203.3
50	22-Oct-2012	15			***15 DAY CLOSE / LAST DAY TO REGISTER.	EC 15, 2102, 2107

CITY ELECTION TIMETABLE
November 6, 2012

Compiled 9-15-11

Date Range				Description	CODES EC & others
Line	DATE	DATE	Days Prior		
51	23-Oct-2012	30-Oct-2012	7	Elections Official to prepare and post a list of all current polling places and election precinct board members appointed as of the 15th day before the election. Post in the County Elections Official's Office and on the Official's web site <u>no less than 7 days</u> before the election. Elections Official to divide list and send <u>copies to the City Clerk's Offices</u> in the area of the election <u>for posting.</u>	EC 12105.5, 12318, 12327
52	25-Oct-2012			***LAST DAY for Pre-Election Campaign Statements. Cover period Oct. 1, 2012 - (E-17) Oct. 20, 2012. (Note: Postmarked today equals filed on time)	Govt code 84200.7
53	26-Oct-2012			Elections Office may begin opening and processing Vote by Mail Ballots for counting. Processing to be continued through Election Day. (Process may be observed.) Count shall not be released prior to the close of the polls on Election Day.	EC 15101
54	30-Oct-2012			****LAST DAY for Vote by Mail requests to be received by the Elections Office <u>through the mail</u> and from campaign groups hand delivering over the counter.	EC 3001
55	31-Oct-2012	6-Nov-2012	0	Period for Late Condition Ballot Requests. Requests must be made in person at the Elections Office or in writing designating an authorized representative who shall appear at the Elections Office, 555 Escobar St., Martinez to pick up the ballot.	EC 3021
56	6-Nov-2012			***ELECTION DAY***	
57	7-Nov-2012	4-Dec-2012	-28	Canvass Period - Deadline to complete is E+28 days, (Dec. 4, 2012).	EC 335.5, 10418, 15301, 15302, 15360, 15372
58	8-Nov-2012	21-Nov-2012	-15	Recount by hand 1% of precincts , plus one precinct for every contest, not counted in the 1%. (Process may be observed.)	EC 335.5, 15360
59	26-Nov-2012	4-Dec-2012	-28	Election Official to post an updated copy of the precinct board members who served on election day , no later than 28 days after the election (Dec. 4th). Post in Elections office and on web site. List must remain posted for 30 days (Jan. 3rd) after completion of canvass.	EC 12105.5
60	30-Nov-2012	14-Dec-2012	-38	*** Terms of office of elective officers of a city commence no later than the last Friday in November <u>or</u> for a consolidated election no later than the next regularly scheduled council meeting following the 28 day canvass.	EC 10263
61	4-Dec-2012			***By this date the Elections Office will prepare and send a certified statement of results of the election to any consolidated jurisdiction. Jurisdiction can make arrangements for receiving by e-mail or picking up, if needed for a meeting being held this same week.	EC 15372
62	4-Dec-2012	6-Dec-2012	-30	Achieve list of election precinct board members and polling places for the election , keep for public inspection until Sept. 6, 2014 (E-day + 22 months).	EC 12105.5 EC 17302

CITY ELECTION TIMETABLE
November 6, 2012

Compiled 9-15-11

Date Range				Description	CODES EC & others
Line	DATE	Days Prior	DATE		
83	4-Dec-2012	28	11-Dec-2012	Elections Official to send bond/tax packets (Copy of resolution calling election, copy of Notice of Election publication, copy of sample ballot including Voters Pamphlet section and copy of Statement of Vote with Certification of Results) to Tax Section Supervisor in Auditors Office for all local tax and bond elections. Certification packets shall also be sent to City calling election and the Bond Counsel, if any.	
84	6-Dec-2012	30		***Deadline to refund Candidate Statement overpayments.	EC 13307c
85	31-Jan-2013			***LAST DAY to file semi-annual Campaign Statements. (Cover Period: Oct. 21, 2012 - Dec. 31, 2012 or if no previous statement filed, Jan. 1, 2012 - Dec. 31, 2012. Note: Statements postmarked by this date are considered to be filed on time.	Govt Code 84200 & FPPC Info Sheet
86	8-Feb-2013	94		***Approximately this date Elections Official to figure election costs and bill consolidated jurisdictions for their share.	



AGENDA BILL

Agenda Item No. 5(C)

Date: June 5, 2012
To: El Cerrito City Council
From: Ellen M Paasch, Adult Programs Supervisor
Christopher Jones, Acting Recreation Director
Subject: Authorization to Apply for and Claim Measure J Funds for Paratransit Services for the Elderly and Disabled for Fiscal Year 2012-13

ACTION REQUESTED

Adopt a resolution authorizing the City Manager or his designee to apply for and claim Measure J funds in order to provide paratransit services for the elderly and disabled for Fiscal Year 2012-13.

BACKGROUND

The City of El Cerrito has operated a Dial-a-Ride program since 1978. Prior to 1988 the program was funded through the Transportation Development Act (TDA) 4.5 funds. At the November 8, 1988 general election, the voters of Contra Costa approved a half-cent local transportation sales tax that would be in place for twenty years. Measure C, Program 15 was specified and allocated for transportation for seniors and people with disabilities.

The voters then approved Measure J when Measure C sunseted in 2009. Measure J, Program 15 continued the allocation of base program funds for transportation for seniors and people with disabilities with Measure J, Program 20B allowing for additional transportation for seniors and people with disabilities. The West Contra Costa Transportation Authority (WCCTAC) annually determines the allocation of funds to be used to supplement services.

Persons served by this program are El Cerrito residents who are unable to use fixed route public transportation due to disability, frailty or age. Historically, El Cerrito's Senior Services Division has administered this program.

Easy Ride Paratransit Service

El Cerrito's paratransit service is known as Easy Ride. In July 2011, Easy Ride Paratransit Services expanded operations from four to five full days a week, Monday through Friday. The City, through the use of Measure J funds operates this affordable door-to-door service within city limits enabling seniors, 65 and older and disabled residents 18 years and older to regularly run errands to local stores and businesses, work, visit friends and family, attend classes, community meetings, special events, medical, dental, and physical therapy appointments, and visit the City operated Open House Senior Center. These shared ride trips are essential for community members who want to maximize their independence, quality of life, pursue activities of interest, and opportunities for involvement in their community.

Rides can be scheduled with dispatch for same day appointments between 8:00 a.m. and 9:00 a.m. providing space is available or up to two weeks in advance during normal business hours. The cost of each one-way ride is \$2.00. Tickets are sold in books of ten. Currently, 419 El Cerrito residents are registered to use Easy Ride Paratransit. A passenger guide is distributed to passengers of the Easy Ride Paratransit Program.

Day Trips and Excursions

The City provides day trips and excursions for seniors and the disabled using vans purchased with Measure C funds. Measure J funds are used to maintain the vans. Staff at the Senior Center coordinate and facilitate day trips which operate as frequently as twice a week. Pre-registration and advanced payment is required. These group activities travel to events, field trips and cultural excursions (i.e. museums, regional, state and municipal public parks), out-of-town shopping malls, tourist sites, and various places of interest in the Bay Area. Currently, 529 seniors and the disabled are registered for the day trip and excursion program.

It is easy for the City to provide these services with limited overhead, since the City operates a van service for the transportation of children for its recreation programs, and drivers for this program are also utilized for the senior trips. There is some economy in numbers in running concurrent programs. For example, drivers, training programs and vehicle maintenance contracts benefit from this. The City has a passenger endorsement program. Several staff have obtained their Class B drivers license.

Nutrition Rides:

Group rides are offered to and from the CoCo Café located at the Senior Center. The City waives passenger fares with the County Nutrition Program paying 50% of the transportation fare for seniors to and from the nutrition site. User ride subsidies are as follows: Measure J funds at a rate of \$2.00 per ride for East Bay Paratransit and \$1.00 Easy Ride Paratransit. East Bay Paratransit tickets are purchased for this purpose. The County Nutrition Program reimburses the City \$2.00 per ride for East Bay Paratransit and \$1.00 Easy Ride Paratransit. These trips are essential to the health, wellbeing and independence of our older adult population. Without providing these trips many of the City's seniors would be homebound and unable to receive essential nutrition.

Vehicle Replacement, Using Measure J Funds

Reserves were established at the inception of the Dial-A-Ride program. The City currently has no reserves. Ordinarily the reserve is one of the few sources of funds available to replace worn out vehicles. Available funds allow the city to purchase new vehicles to provide weekly trips and Easy Ride Paratransit service for the City's senior and disabled populations. Any remaining Measure J funds will be placed in a reserve fund for Measure J vehicle replacements.

On Demand Service:

El Cerrito offers service within City limits for emergency same day medical appointments that are non-life threatening, on an as needed and availability basis.

ANALYSIS

- Option 1: Approve the resolution attached to this Agenda Bill and continue the paratransit services for elderly and disabled constituents in El Cerrito.
- Option 2: Decline to approve the attached resolution and terminate the paratransit services, which the Measure C funding supports.
- Option 3: Provide alternative direction to staff.

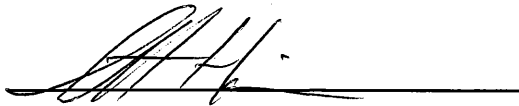
FINANCIAL CONSIDERATIONS

The budget proposed for Fiscal Year 2012-13 will keep service at the same level as Fiscal Year 2011-12. El Cerrito's Measure J allocation for Fiscal Year 2012-2013 totals \$113,680 (Program 15 = \$79,415 and Program 20B = \$34,265). The 2012-13 budget includes all expenses for the administration and operation of services.

LEGAL CONSIDERATIONS

The City Attorney has reviewed and approved the attached resolution.

Reviewed by:

A handwritten signature in dark ink, appearing to read 'S. Hanin', is written over a horizontal line.

Scott Hanin, City Manager

Attachments:

1. Resolution

RESOLUTION 2012-XX

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF EL CERRITO AUTHORIZING THE APPLICATION FOR AND CLAIM OF MEASURE J FUNDS FROM THE CONTRA COSTA COUNTY TRANSPORTATION AUTHORITY FOR PARATRANSIT FOR THE ELDERLY AND DISABLED FOR FISCAL YEAR 2012-13.

WHEREAS, the Contra Costa Transportation Improvement and Growth Management Program (Measure J) has authorized the Contra Costa Transportation Authority to expend monies for use by eligible claimants for the purpose of providing transportation for the elderly and persons with disabilities; and

WHEREAS, the City of El Cerrito is an eligible claimant for Measure J funds pursuant to the Measure J Sales Tax Ordinance #88-01 Section 5C; and

WHEREAS, Measure J funds will be required by claimant for the purpose of providing transportation for the elderly and disabled.

NOW THEREFORE, BE IT RESOLVED, by the City Council of the City of El Cerrito, that the City Manager or his designee is authorized to apply for Measure J funds and execute and file an appropriate claim together with all the necessary supporting documents with the Contra Costa Transportation Authority for allocation of Measure J funds.

BE IT FURTHER RESOLVED, that a copy of this Resolution shall be submitted to the Contra Costa Transportation Authority in conjunction with the filing of the claim.

I CERTIFY that at a regular meeting on June 5, 2012, the City Council of the City of El Cerrito passed this resolution by the following vote:

AYES:	COUNCIL MEMBERS:
NOES:	COUNCIL MEMBERS:
ABSENT:	COUNCIL MEMBERS:

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

Cheryl Morse, City Clerk

APPROVED:

William C. Jones III, Mayor



City of El Cerrito

Fiscal Year 2012-13

Proposed Operating Budget





Agenda

- Budget Overview
 - Mission Statement and Goals
 - Key Budget Issues
 - Dissolution of Redevelopment
 - Employee Benefits
 - Overall Economy
- City Finances
 - Operating Budget
 - General Fund
- Departmental Objectives and Budgets
- City Council Considerations



City 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.



City Council Goals

How we do business:

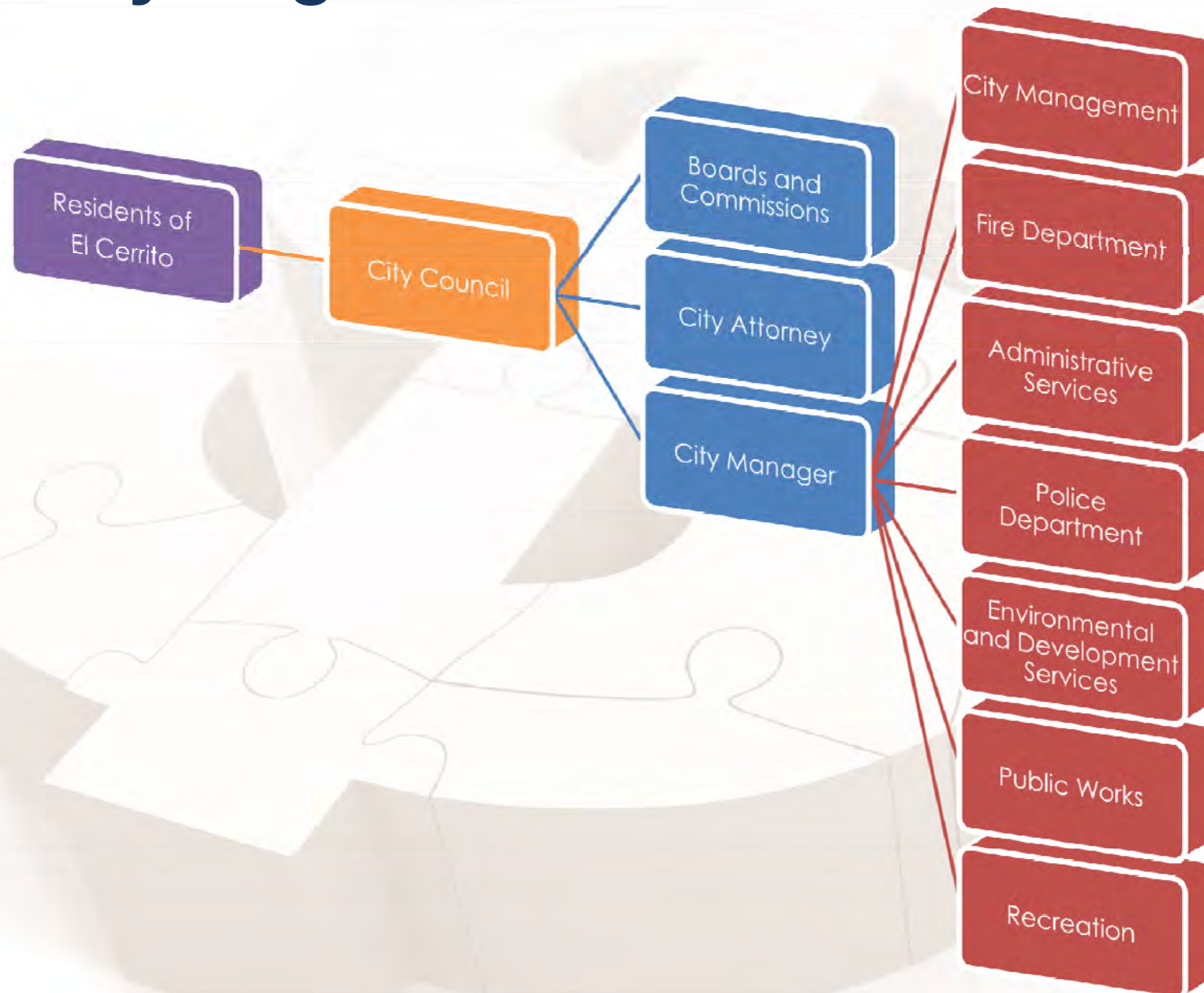
- Financial Management (Fiscally Responsible)
- Responsive Government
- Community Engagement and Partnership
- Public Safety
- Economic Development
- Environmental Stewardship
- Multi-Modal Transportation



Budget Themes

Service, Service,
Service.....

City Organization





Key Budget Factoids

- No reductions to current filled staff positions are proposed
- Nine vacancies will remain, including Building Official (new)
- Certain employees will increase their CalPERS contributions by 3 percent
- Budget projections currently reflect a contractual 2.1% COLA in Police and Fire
- Negotiations underway with SEIU
- Contract help in certain areas will continue until revenues stabilize at a sustainable level



Key Budget Factoids

- Capital projects funded outside of the General Fund will progress as planned, but no General Fund contributions are included for capital
- No use of unrestricted General Fund reserves
- \$465,000 of additional savings (largely through foregoing scheduled increases and wage reductions) still necessary to balance budget AND increase reserve amount to 10.2%
- No new positions are envisioned



Staffing to Remain Flat

Citywide Position Listing

	<i>FY 09-10</i>	<i>FY 10-11</i>	<i>FY 11-12</i>	<i>FY12-13</i>
City Council	5.00	5.00	5.00	5.00
City Management	7.00	7.00	7.00	7.00
Administrative Services	7.80	7.80	7.80	7.80
Economic Development	5.00	4.00	4.00	4.00
Environmental and Development Svcs	22.00	20.00	20.00	21.00
Fire	37.00	37.00	37.00	37.00
Police	56.55	56.55	56.55	56.55
Public Works	14.25	14.25	14.25	14.25
Recreation	38.00	38.00	38.00	38.00
Total	192.60	189.60	189.60	190.60

- Overall, nine positions are proposed to remain vacant (5%)
- Although fully staffed, the fire department will only fill one of it's three coverage positions
- One increase from last year is the previously approved forklift driver in recycling; no GF budget impact



Dissolution of Redevelopment

- General Fund impact of redevelopment dissolution = (\$550,000)
- Program Fees from MSC of \$757,000 budgeted, but uncertain awaiting Department of Finance review of Cooperation Agreement
- MSC pre-funded FY12/13 Program Fees and grants in event of disallowance



The Benefit Issue

	FY07	FY08	FY09	FY10	FY11	Budget FY12	Projected FY13	Projected FY14 *
Benefit Costs								
Health, Dental, Life Insurance	2,001,611	2,296,493	2,471,859	2,614,014	2,826,138	3,075,147	3,304,463	3,552,207
Pension Contributions	3,622,202	3,912,701	4,207,504	4,195,313	4,385,138	5,380,323	5,456,373	5,828,532
Percentage Change from Prior Year								
Health, Dental, Life Insurance	14.2%	14.7%	7.6%	5.8%	8.1%	8.8%	7.5%	7.5%
Pension Contributions	18.6%	8.0%	7.5%	-0.3%	4.5%	22.7%	1.4%	6.8%
Headcount								
	185.6	187.7	192.4	192.6	189.6	189.6	190.6	190.6
Health, Dental, Life Ins. per Head	10,785	12,238	12,848	13,572	14,906	16,219	17,337	18,637
Pension Contributions per Head	19,516	20,851	21,869	21,783	23,128	28,377	28,627	30,580

* FY14 and FY15 was less than 1/2% increase in PERS prior to March CalPERS Board action.

- In FY 2004, Health, Dental and Medical costs were \$1.5 million and Pension costs were \$1.4 million
- Pension costs were projected to flatten but will actually increase in FY14 and FY15 by 7% per year
- Employees are beginning to pay a greater share of pension costs next fiscal year
- City will negotiate towards 2nd Tier pension

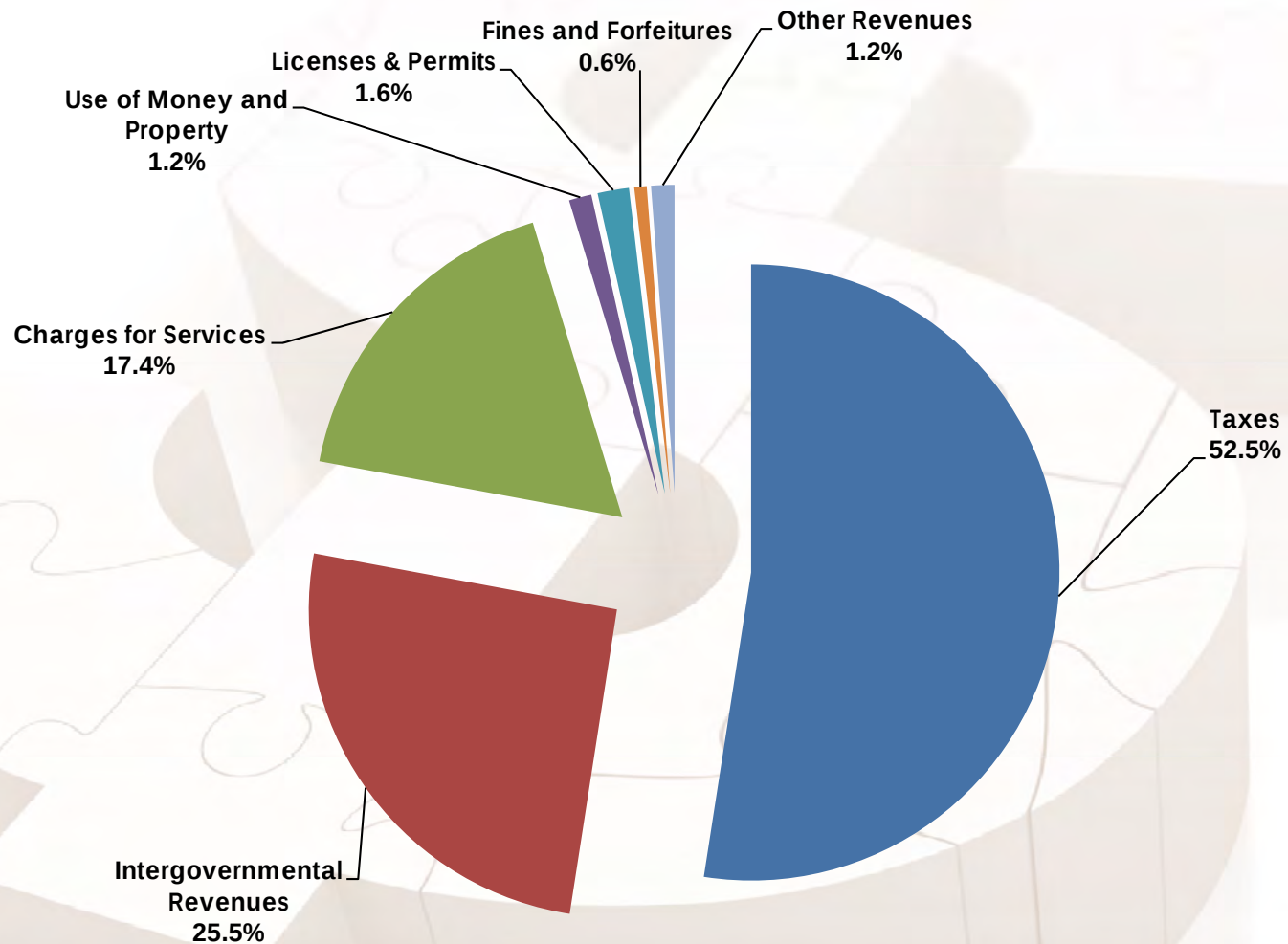


Overall Operating Revenues

Revenue Category	Actual FY 2009-10	Actual FY 2010-11	Amended FY 2011-12	Proposed FY 2012-13
Taxes				
Property Taxes	\$ 5,616,124	\$ 5,780,491	\$ 6,025,000	\$ 6,819,452
Sales Taxes	4,609,199	5,131,749	6,815,000	6,840,000
Utility User Tax	3,181,028	3,188,260	3,450,500	3,500,000
Local Parcel Taxes	1,896,445	1,908,127	1,907,000	1,908,000
Franchise Taxes	939,189	982,799	1,050,000	1,050,000
Business License Tax	625,461	673,257	675,000	675,000
Other Taxes	539,238	635,883	658,321	662,321
Total Taxes	17,406,684	18,300,566	20,580,821	21,454,773
Licenses & Permits	579,275	562,760	656,800	669,936
Fines and Forfeitures	352,866	267,673	341,000	265,000
Use of Money and Property	389,759	443,200	515,662	483,780
Intergovernmental Revenues	7,099,893	9,084,889	11,094,734	10,414,604
Charges for Services	5,387,839	6,069,034	6,693,281	7,113,224
Other Revenues	150,675	460,048	428,394	499,400
Total Revenues before Transfers	31,366,992	35,188,171	40,310,692	40,900,717
Interfund Transfers	7,326,894	8,615,766	5,041,205	4,146,341
Total	\$38,693,886	\$43,803,937	\$ 45,351,897	\$45,047,058



Overall Operating Revenues





Key Revenue Assumptions

- General Property taxes are projected to remain flat. Property Taxes increase primarily due to the budgeted receipts in the new Low and Moderate Income Fund.
- Sales Taxes are projected to increase due to increased business activity and an improving economy.
- The budget amount for Fines and Forfeitures has decreased to come into line with actual collections.
- Use of Money & Property declines due to the reduction of interest rates and the availability of funds.
- The decline in Grant revenues is due to the completion of large infrastructure projects (e.g., SPA).
- Charges increase as programs expand and departments recover more actual costs for services as described in the City's Master Fee Schedule.



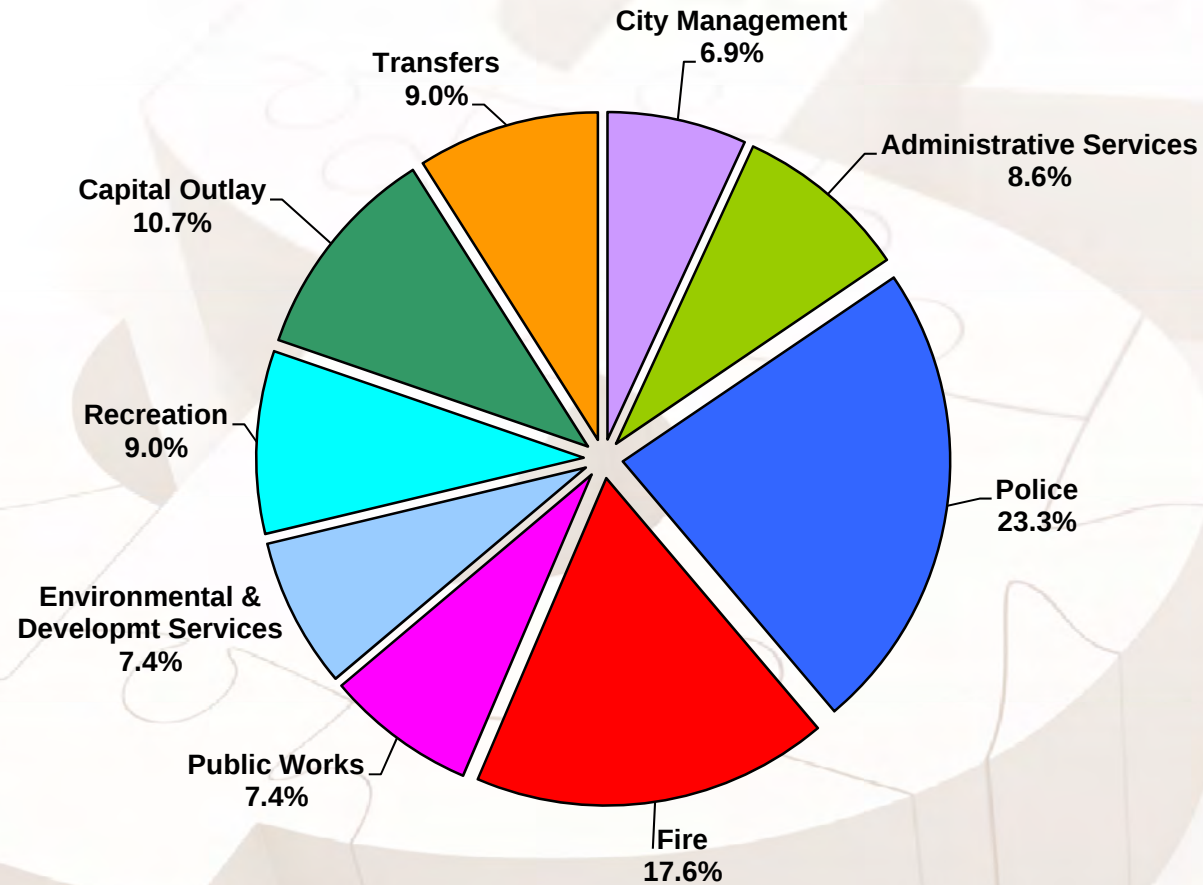
Overall Expenditures

Department	Actual FY2009-10	Actual FY2010-11	Amended FY2011-12	Proposed FY2012-13	4-yr % change	1-yr % change
City Management	\$ 1,903,743	\$ 1,990,357	\$ 1,924,867	\$ 3,174,892	66.8%	64.9%
Administrative Services	3,941,686	4,055,414	4,004,272	3,986,068	1.1%	-0.5%
Police	8,700,371	9,236,699	10,939,165	10,763,365	23.7%	-1.6%
Fire	7,364,612	7,330,512	11,458,995	8,128,200	10.4%	-29.1%
Public Works	3,392,138	3,485,183	3,251,314	3,427,980	1.1%	5.4%
Env. & Development Svc.	2,851,104	3,039,231	3,674,472	3,423,320	20.1%	-6.8%
Recreation	4,056,059	4,099,377	3,979,360	4,162,180	2.6%	4.6%
Capital Outlay	12,945,489	8,950,897	5,504,798	4,961,501	-61.7%	-9.9%
Total Before Transfers	45,155,201	42,187,670	44,737,243	42,027,506	-6.9%	-6.1%
Transfers	4,431,716	3,878,400	4,329,136	4,146,341	-6.4%	-4.2%
Total Expenditures	\$ 49,586,917	\$ 46,066,070	\$ 49,066,379	\$ 46,173,847	-6.9%	-5.9%



Overall Expenditures

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Key Expenditure Assumptions

- Overall expenditures remains flat; no new programs or services are proposed
- Redevelopment Agency dissolved - removed from current and prior year history
- Economic Development Division & new City Low and Moderate Income Housing Fund activity is included in City Management Department
- FEMA grant for East Bay Regional Communication System increased the Fire Department's Amended Budget by over \$3 million



Expenditure Assumptions (cont.)

- PERS employer's costs continued to increase
- Contractually obligated COLAs of 2.1% for public safety non-management included
- 3% increased contribution of PERS employee contributions from non-sworn management
- Health insurance rates increase 9.35% and Dental rates increase 4%

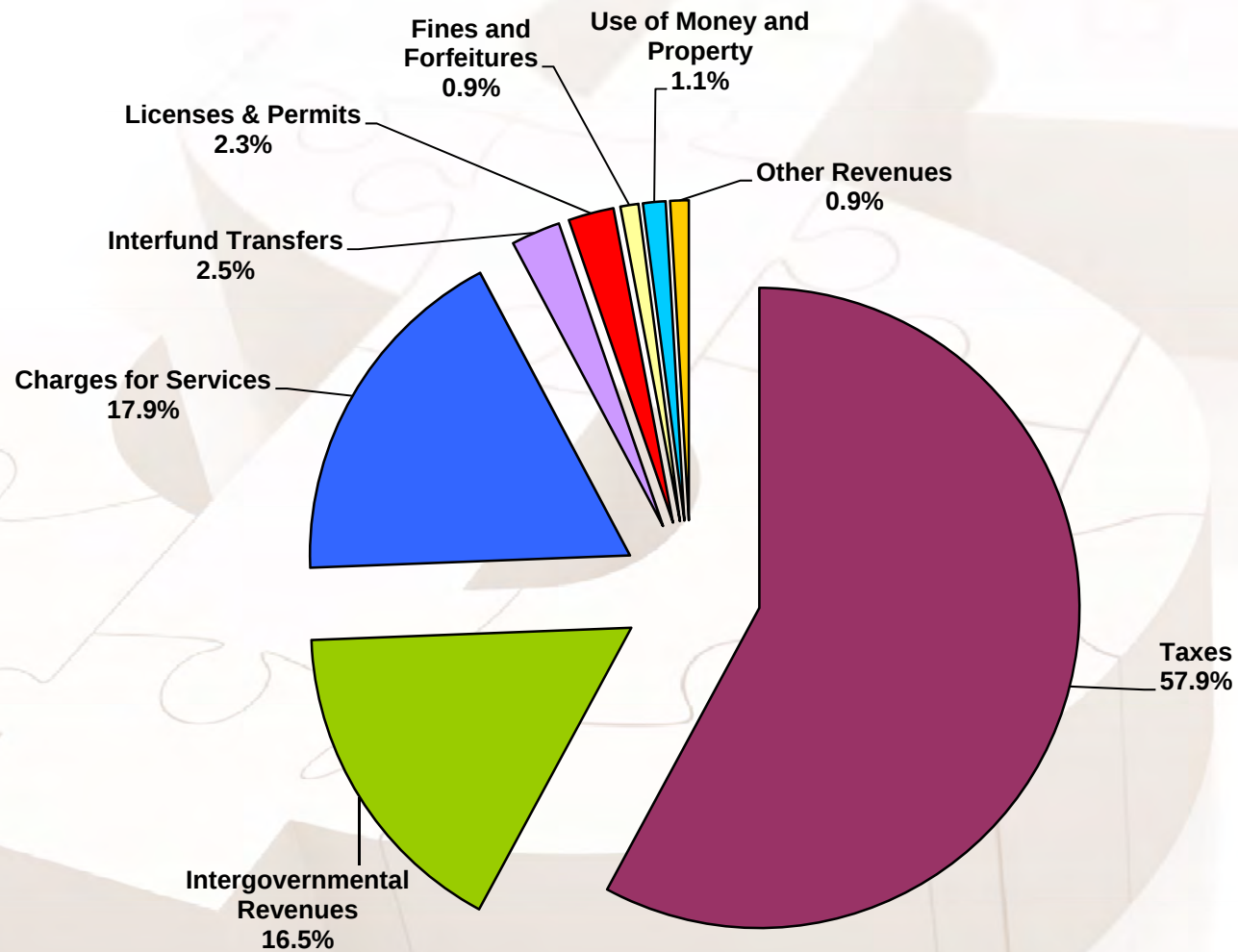


Proposed General Fund Revenues

Revenue Category	Actual FY 2009-10	Actual FY2010-11	Amended FY 2011-12	Proposed FY 2012-13
Taxes				
Property Taxes	\$ 5,616,124	\$ 5,780,491	\$ 6,025,000	\$ 6,038,300
Sales Taxes	3,274,571	3,755,921	5,315,000	5,455,000
Utility User Tax	3,181,028	3,188,260	3,450,500	3,500,000
Franchise Taxes	939,189	982,799	1,050,000	1,050,000
Business License Tax	625,461	673,257	675,000	675,000
Other Taxes	148,993	169,373	174,900	179,900
Total Taxes	13,785,367	14,550,101	16,690,400	16,898,200
Licenses & Permits	579,275	562,760	656,800	669,936
Fines and Forfeitures	352,866	267,673	341,000	265,000
Use of Money and Property	267,607	301,328	339,500	331,080
Intergovernmental Revenues	4,675,711	4,592,543	4,731,000	4,818,362
Charges for Services	3,803,193	4,312,389	4,908,325	5,210,896
Other Revenues	66,427	331,258	145,394	273,700
Interfund Transfers	1,944,352	5,420,688	1,415,890	724,936
Total Revenues	\$ 25,474,799	\$ 30,338,740	\$ 29,228,309	\$ 29,192,110



Proposed General Fund Revenues





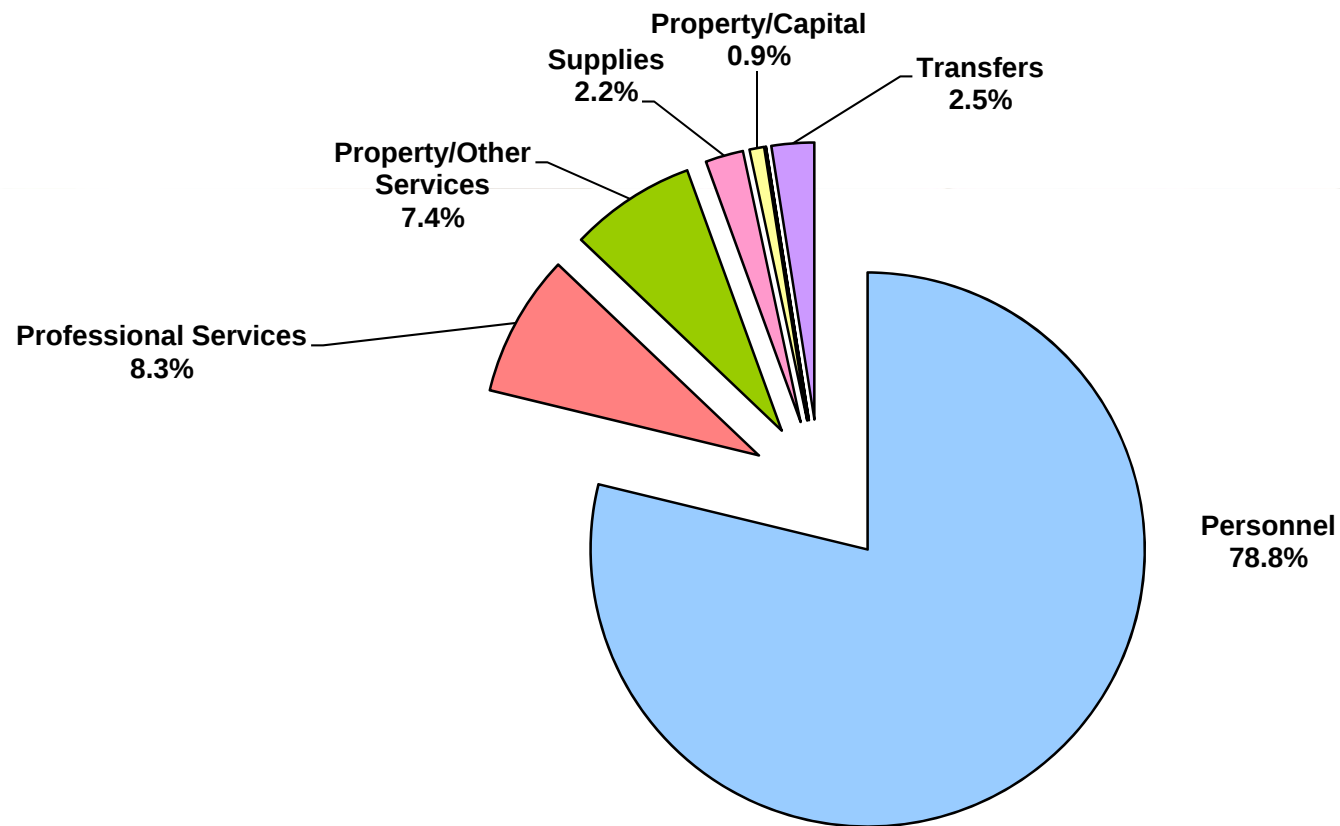
Proposed General Fund Expenditures By Department

Department	Actual FY2009-10	Actual FY2010-11	Amended FY2011-12	Proposed FY2012-13	4-yr % change	1-yr % change
City Management	\$ 1,839,763	\$ 1,923,414	\$ 1,852,595	\$ 2,092,123	13.7%	12.9%
Administrative Services	1,551,221	1,662,903	1,613,107	1,624,141	4.7%	0.7%
Police	8,474,787	9,075,229	10,502,165	10,741,365	26.7%	2.3%
Fire	7,033,543	7,134,729	7,907,978	8,080,183	14.9%	2.2%
Public Works	809,894	828,960	764,095	644,846	-20.4%	-15.6%
Env & Developmt Svcs	1,458,832	1,548,241	1,744,242	1,580,914	8.4%	-9.4%
Recreation	3,898,641	3,957,215	3,809,607	4,008,141	2.8%	5.2%
Transfers	774,371	756,858	769,207	734,100	-5.2%	-4.6%
Total	\$ 25,841,051	\$ 26,887,550	\$ 28,962,996	\$ 29,505,813	14.2%	1.9%



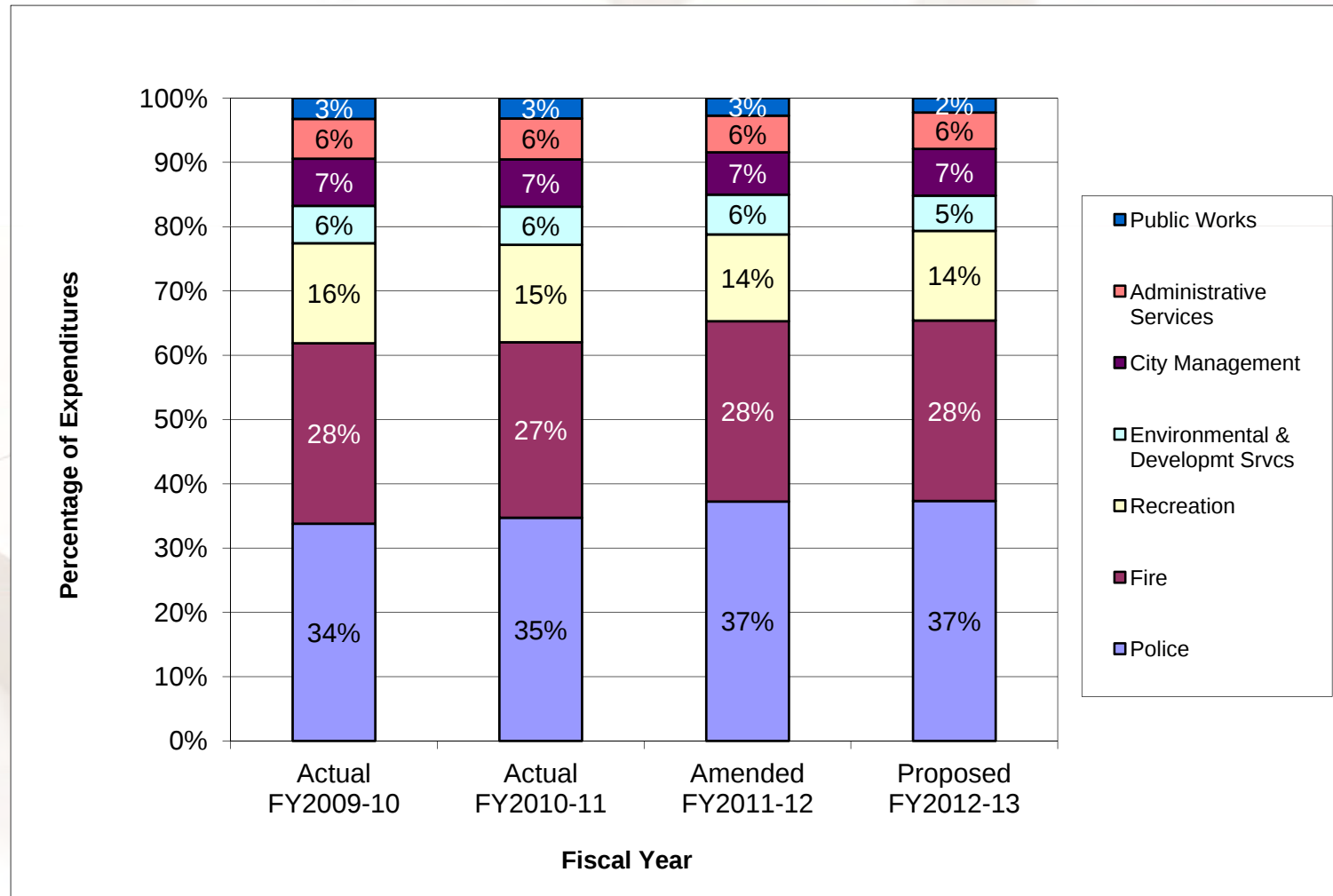
Proposed General Fund Expenditures

Proposed General Fund Spending





General Fund Expenditures By Department Over Time (net of transfers)





Bridging the Deficit

Projected Beginning General Fund Balance	\$2,798,705
Revenues	29,192,110
Expenditures	<u>(29,505,813)</u>
Net change	(313,703)

Projected Ending Fund Balance Before Additional Actions	<u>2,485,002</u>
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10% Reserve Requirement	2,950,581
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Funds required to achieve 10.2% reserve requirement	<u>(\$465,579)</u>
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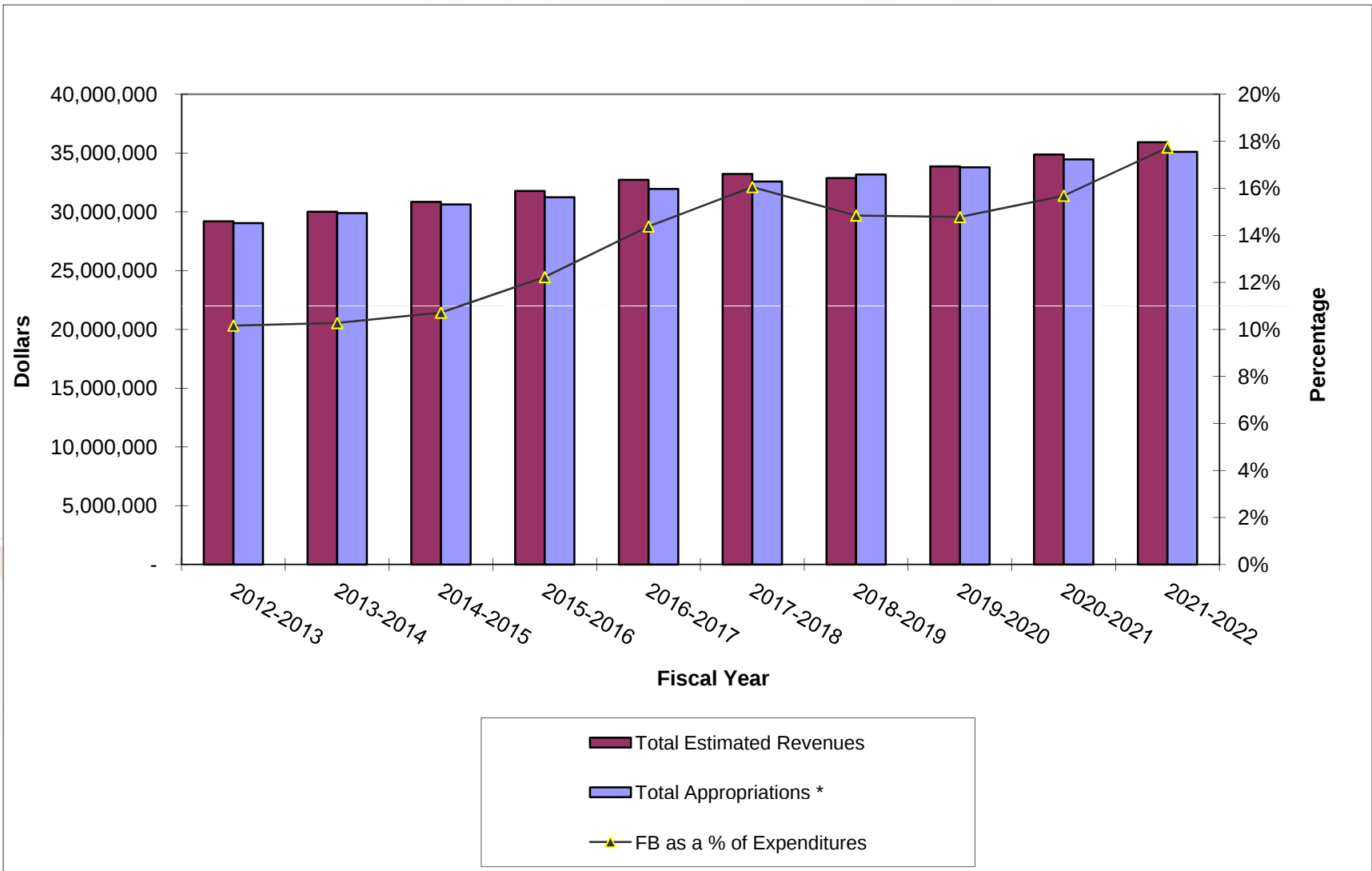
Savings Alternatives

Potential Additional Labor Concessions	\$ 353,000
Implement 2-Year Service Credit Buy-Out	150,000
4 Furlough days for Non-Sworn	70,000
Reduction in Swim center hours	30,000
Reduction in Senior Center hours	40,000
Postpone July 4th & other festivals	40,000
Reduce tree trimming and park maintenance	30,000
Reduce newsletter from 4 to 2 issues	24,000
Eliminate 3rd Coverage Position in Fire	25,000
Hold vacant parking enforcement position	60,000
Delay hiring of parking enforcement officer	25,000
Miscellaneous expense reductions	<u>40,000</u>
	<u>\$ 887,000</u>

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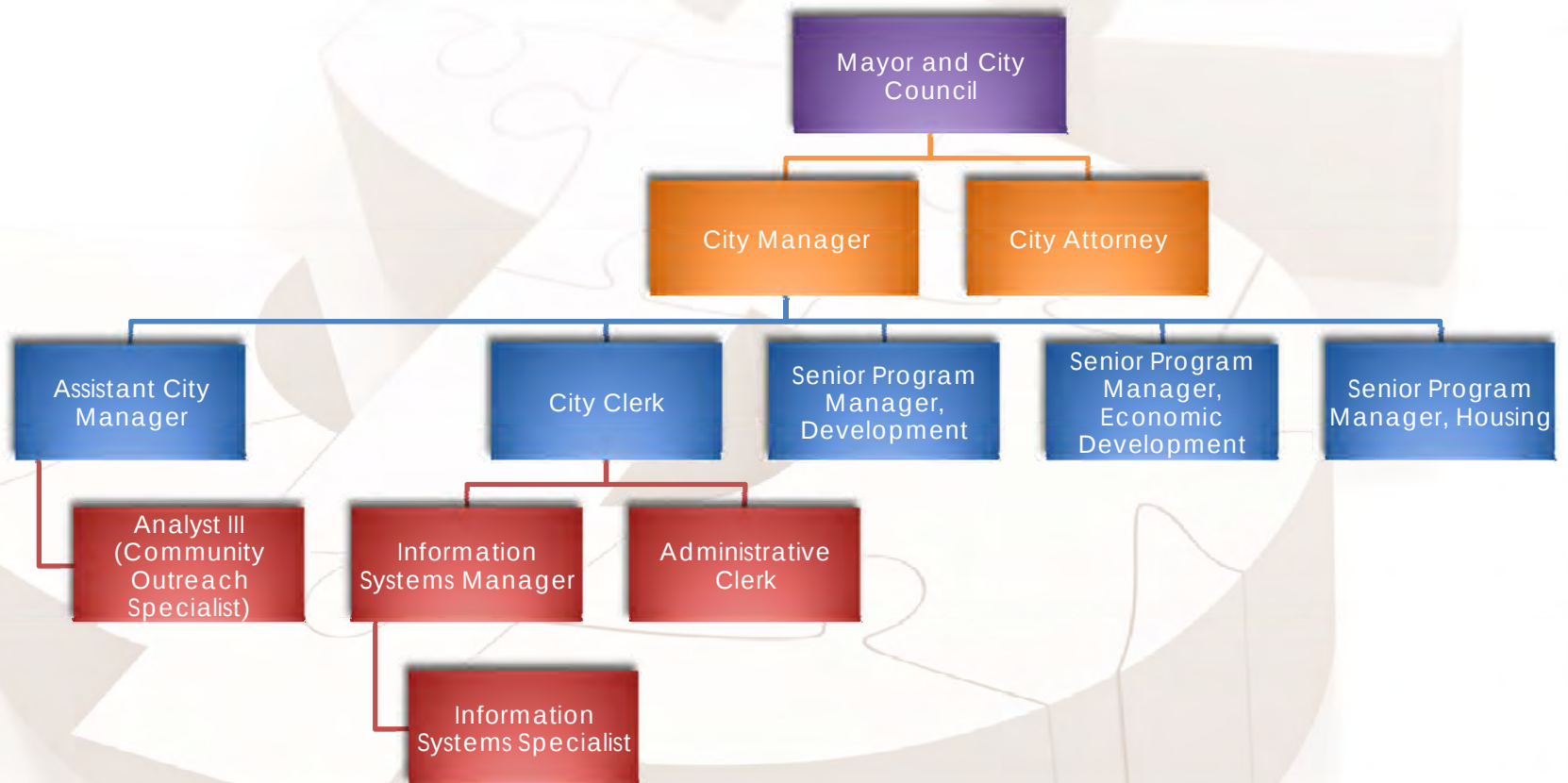


General Fund Projections





City Management





City Manager Goals

- Oversee Strategic Planning and Charter Review Process
- Develop Expanded Social Media Programs and Policies
- Oversee additional research on development of a new library and public safety building
- Provide staffing support to EC redevelopment oversight board



City Clerk Goals

FY 2012-13 PRIMARY OBJECTIVES	CORRESPONDING CITY COUNCIL GOAL(S)
Administration of the November 2012 General Municipal Election.	• Fiscal Responsibility • Responsive Government • Community Engagement and Partnership
Continue content development for the City's Website to include commissioner resources, ethics and election information.	• Fiscal Responsibility • Responsive Government • Environmental Stewardship
Prepare and implement a standard procedure for Public Records Act Requests and Administrative Records.	• Responsive Government
Review and refine agenda guidelines including preparation of templates and handbook.	• Fiscal Responsibility
Complete requirements for IIMC Master Municipal Clerk certification.	• Fiscal Responsibility • Responsive Government



Information Systems Goals

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FY 2012-13 PRIMARY OBJECTIVES	CORRESPONDING CITY COUNCIL GOAL(S)
Develop Information Technology Capital Asset Strategic Plan for hardware and software	• Fiscal Responsibility • Responsive Government
Consolidate old servers by using server virtualization to achieve savings in hardware costs, reduce energy costs, increase flexibility and optimize server configuration and space allocation	• Fiscal Responsibility • Environmental Stewardship
Upgrade and enhance bandwidth and internet connection speed at City Hall	• Fiscal Responsibility • Responsive Government • Community Engagement and Partnership

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Economic Development & Housing

FY 2012-13 PRIMARY OBJECTIVES	CORRESPONDING CITY COUNCIL GOAL(S)
Develop post-redevelopment tools that can be applied to economic development, affordable housing and revitalization efforts	• Economic Development • Fiscal Responsibility
Identify a development program, partners, and funding for a transit-oriented development	• Economic Development • Environmental Stewardship • Support of Multi-Modal Transportation
Assist Public Works, Safeway, and BART on the design of improvements to the Ohlone Greenway and Hill Street	• Economic Development • Environmental Stewardship • Support of Multi-Modal Transportation
Meet with property owners on SPA to assess development opportunities	• Economic Development • Community Engagement & Partnership
Work with property owners/brokers to assist with the location of tenants for vacant spaces	• Economic Development • Community Engagement & Partnership
Negotiate a Disposition and Development Agreement and EIR with Eden Housing for the Tradeway Project	• Economic Development • Support of Multi-Modal Transportation
Prepare an Inclusionary Housing Ordinance and In-Lieu Fee Program for the City Council's consideration	• Economic Development • Fiscal Responsibility



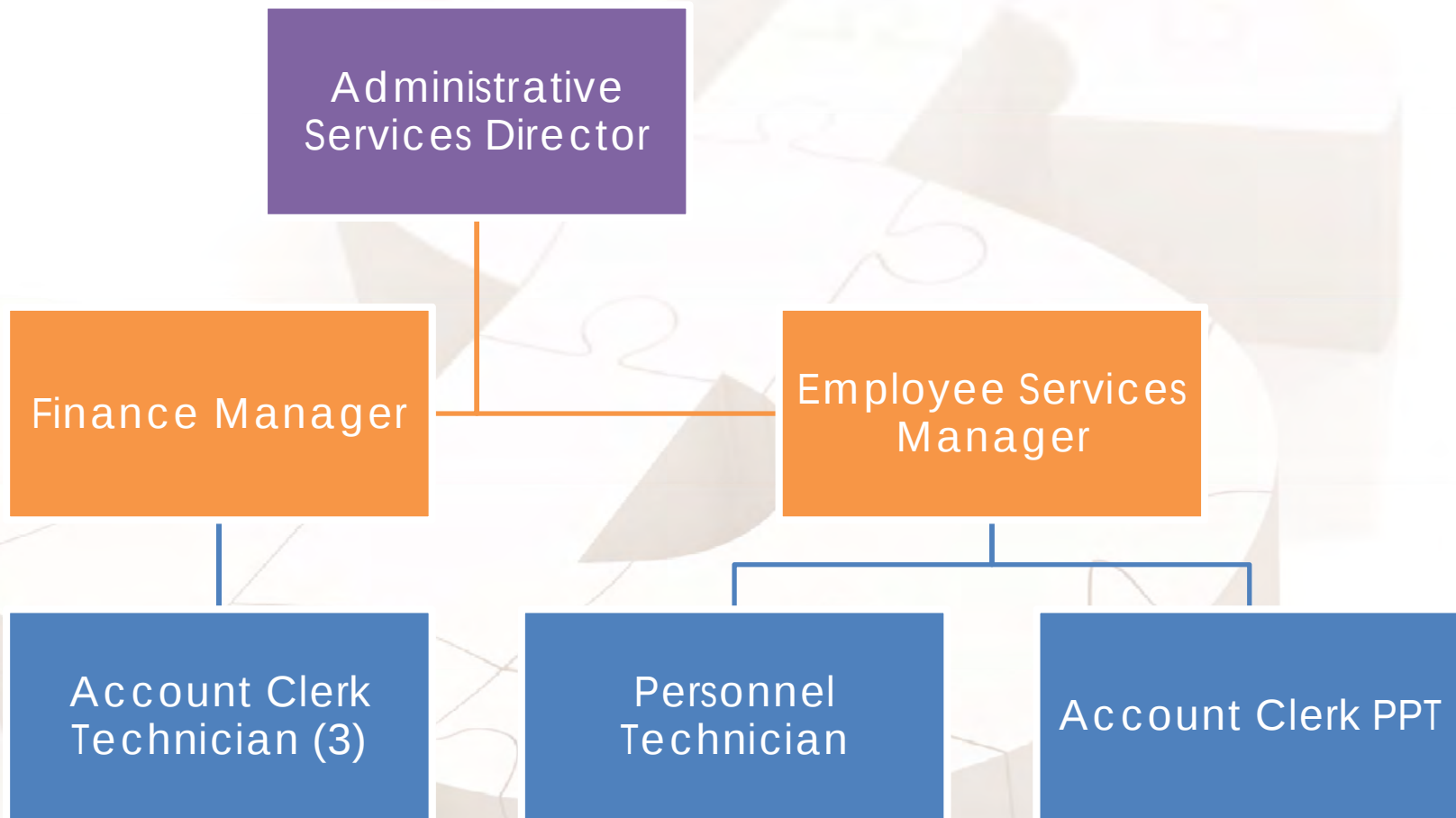
City Management Budget

Division Expenditures	Actual FY 2009-10	Actual FY 2010-11	Amended FY 2011-12	Proposed FY 2012-13
City Council	\$ 102,620	\$ 83,576	\$ 76,675	\$ 73,783
City Manager	797,104	797,883	850,429	790,052
City Attorney	263,937	321,082	330,000	300,000
City Clerk	191,514	234,129	262,083	255,602
Information Services	331,341	334,462	368,858	363,011
Economic Development	217,227	219,224	36,822	1,392,444
Total City Management	\$ 1,903,743	\$ 1,990,357	\$ 1,924,867	\$ 3,174,892

- Costs largely reduced due to 3% increased contribution by unrepresented employees to PERS
- City Attorney reduced due to improved cost controls related to workload
- Economic Development increased to account for department relocated under City Manager



Administrative Services





Administrative Services Goals - Finance

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FY 2012-13 PRIMARY OBJECTIVES	CORRESPONDING CITY COUNCIL GOAL(S)
Implement New World Systems 7.0 and NextGen Human Resources System	• Fiscal Responsibility
Perform review and disposition of documents stored at the Public Safety Building and at Iron Mountain	• Fiscal Responsibility • Environmental Stewardship
Develop Request for Proposal for banking services and select bank from proposals	• Fiscal Responsibility
Monitor cash flow and issue short term Tax Revenue Anticipation Notes as required	• Fiscal Responsibility
Continue efforts on dissolution of Redevelopment Agency	• Fiscal Responsibility

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Administrative Services Goals Employee Services

FY 2012-13 PRIMARY OBJECTIVES	CORRESPONDING CITY COUNCIL GOAL(S)
Complete negotiations with SEIU	• Responsive Government
Develop and implement position control in New World Systems	• Fiscal Responsibility
Develop and implement Citywide policies and training	• Responsive Government
Initiate review of the City's Personnel Rules and Administrative Policies for possible updates or revisions	• Responsive Government • Fiscal Responsibility



Administrative Services Budget

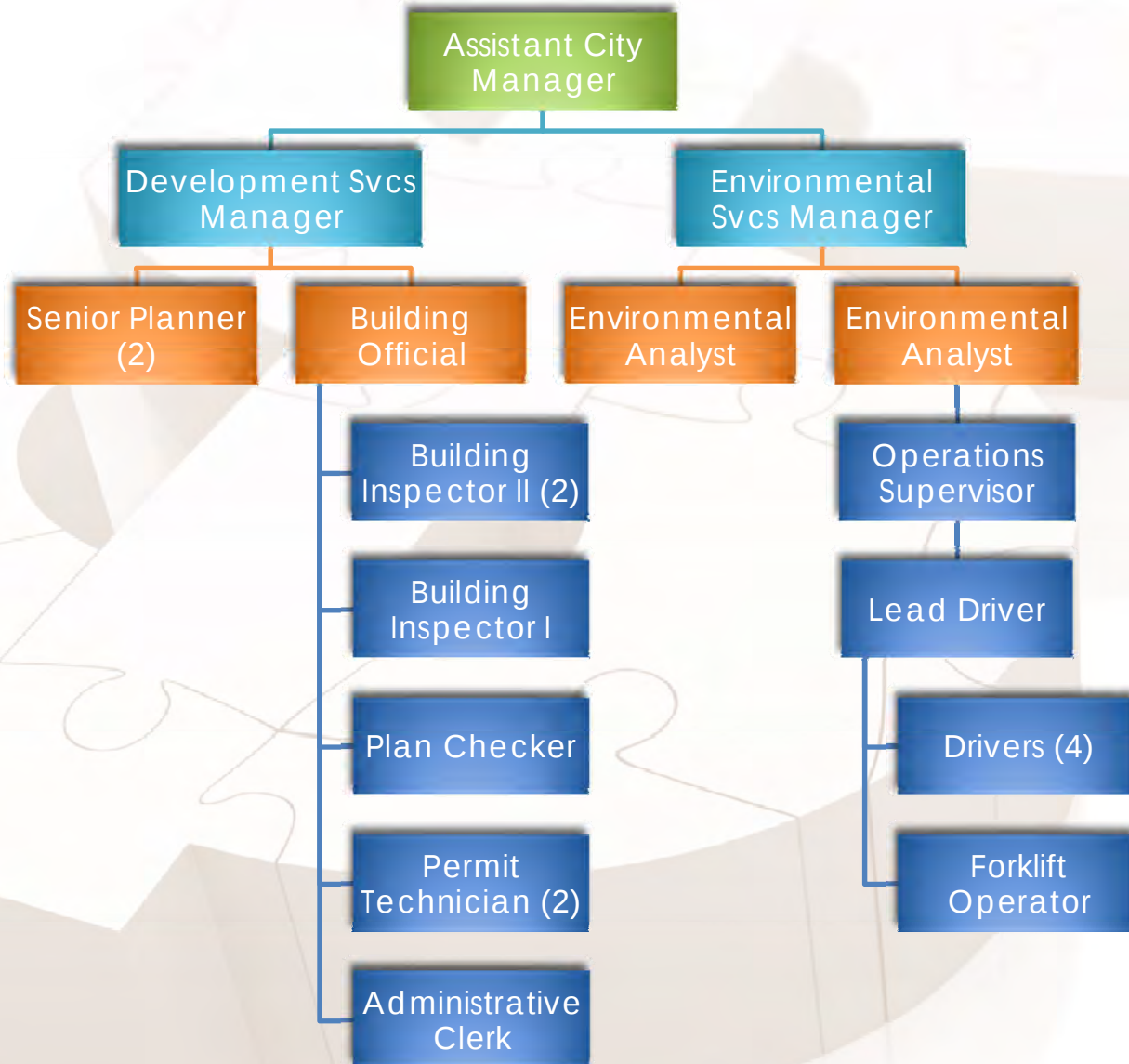
Division Expenditures	Actual FY 2009-10	Actual FY 2010-11	Amended FY 2011-12	Proposed FY 2012-13
Finance	\$ 3,203,598	\$ 3,269,461	\$ 3,280,335	\$ 3,239,493
Employee Services	738,088	785,953	723,937	746,575
Total Administration	\$ 3,941,686	\$ 4,055,414	\$ 4,004,272	\$ 3,986,068

- Costs largely reduced due to 3% increased contribution by unrepresented employees to PERS
- Employee Services expenses are up to reflect increased insurance costs



Environmental and Development Services

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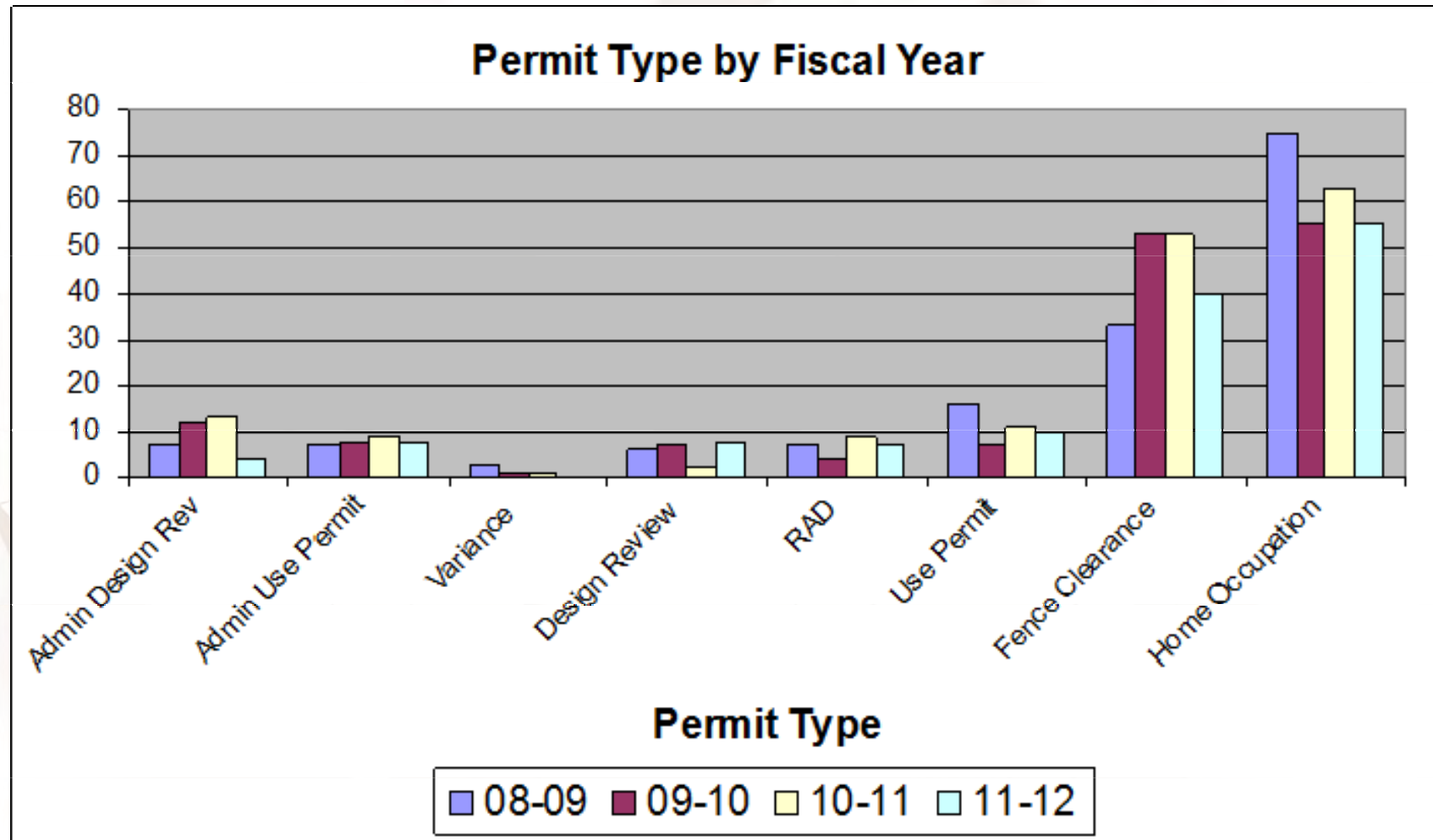


Environmental and Development Services Goals - Planning

FY 2012-13 PRIMARY OBJECTIVES	CORRESPONDING CITY COUNCIL GOAL(S)
Continue active participation in One Bay Area: Sustainable Community Strategy for the San Francisco Bay Area	• Community Engagement & Partnership • Support of Multi-Modal Transportation
Assist with completion of Climate Action Plan	• Environmental Stewardship
Incorporate Planning Division functions with Economic Development activities	• Responsive Government • Economic Development
Complete adoption of General Plan and Zoning Ordinance amendments for the San Pablo Avenue Specific Plan	• Community Engagement & Partnership
Begin General Plan update	• Community Engagement & Partnership



Planning – Workload Highlights



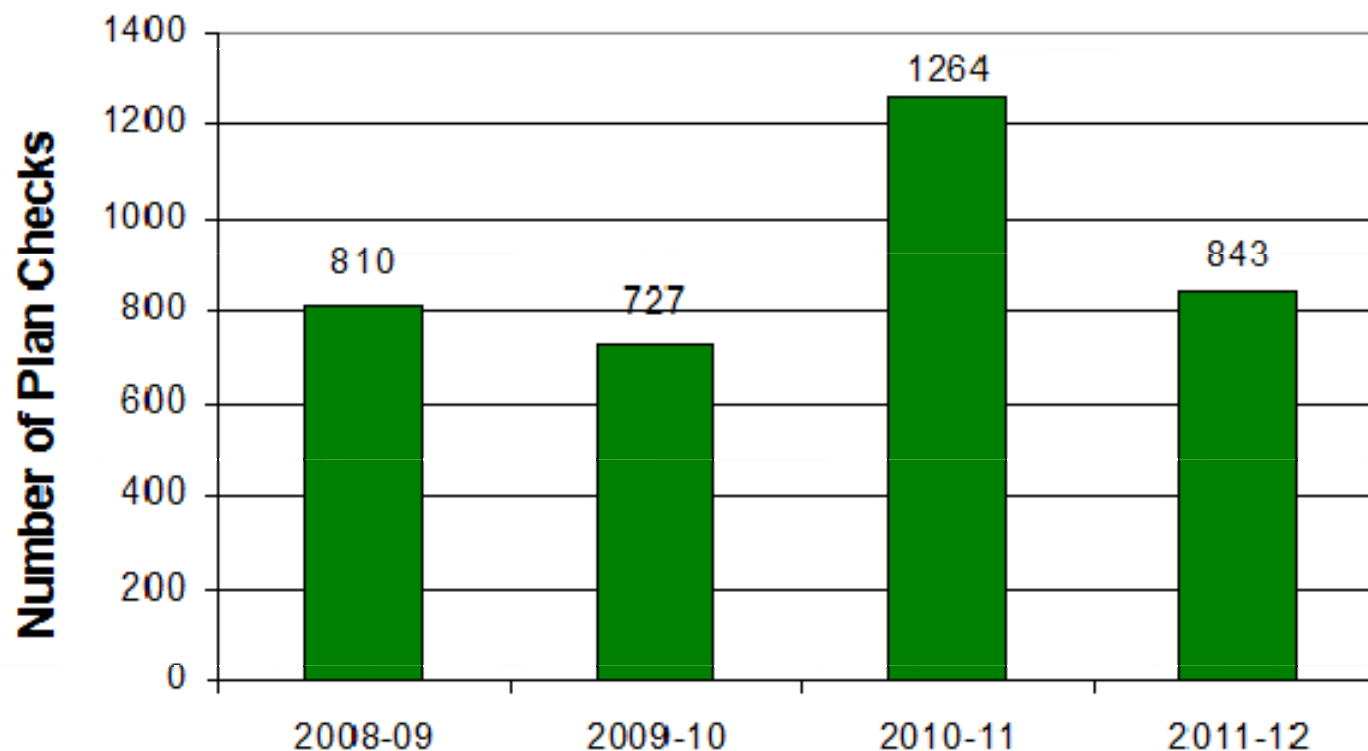


Environmental and Development Services Goals - Building

FY 2012-13 PRIMARY OBJECTIVES	CORRESPONDING CITY COUNCIL GOAL(S)
Implement Uniform Solar Permitting process	• Responsive Government
Conduct a technology evaluation to complement the upgraded CRW system	• Responsive Government
Continue to evaluate building permit process with a focus on streamlining procedures and making the process more transparent for customers	• Community Engagement & Partnership • Responsive Government
Conduct an evaluation of code enforcement procedures with an eye toward improving the quality and safety of structures in the City	• Public Safety
Start Phase II implementation of residential rental inspection program	• Public Safety • Responsive Government



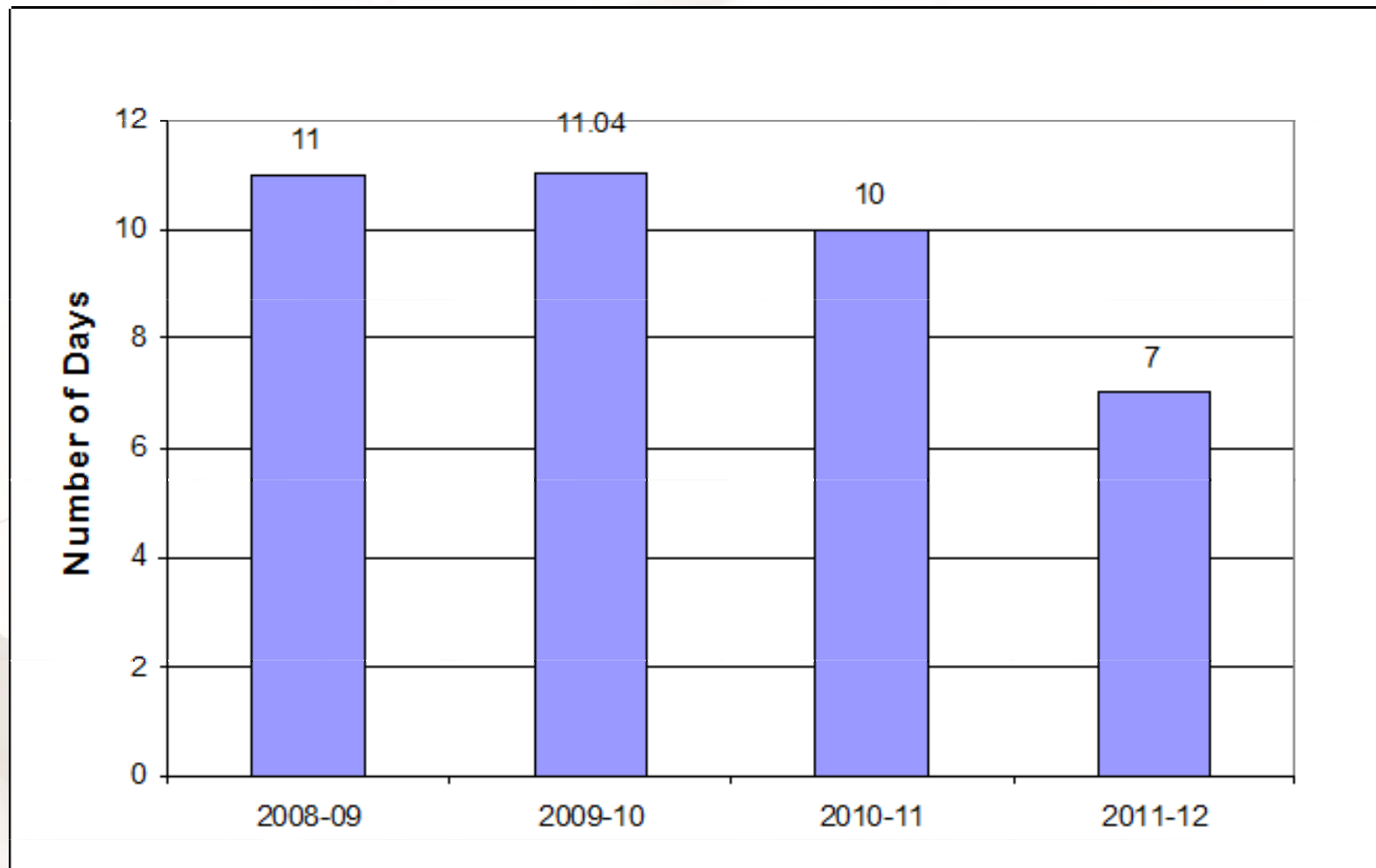
Building Workload Highlights



Plan check submittals shown include "over the counter" review and approvals. *Number for 2011-12 is as of March 26, 2012.



Building Workload Highlights





Environmental and Development Services Goals – Environmental Services

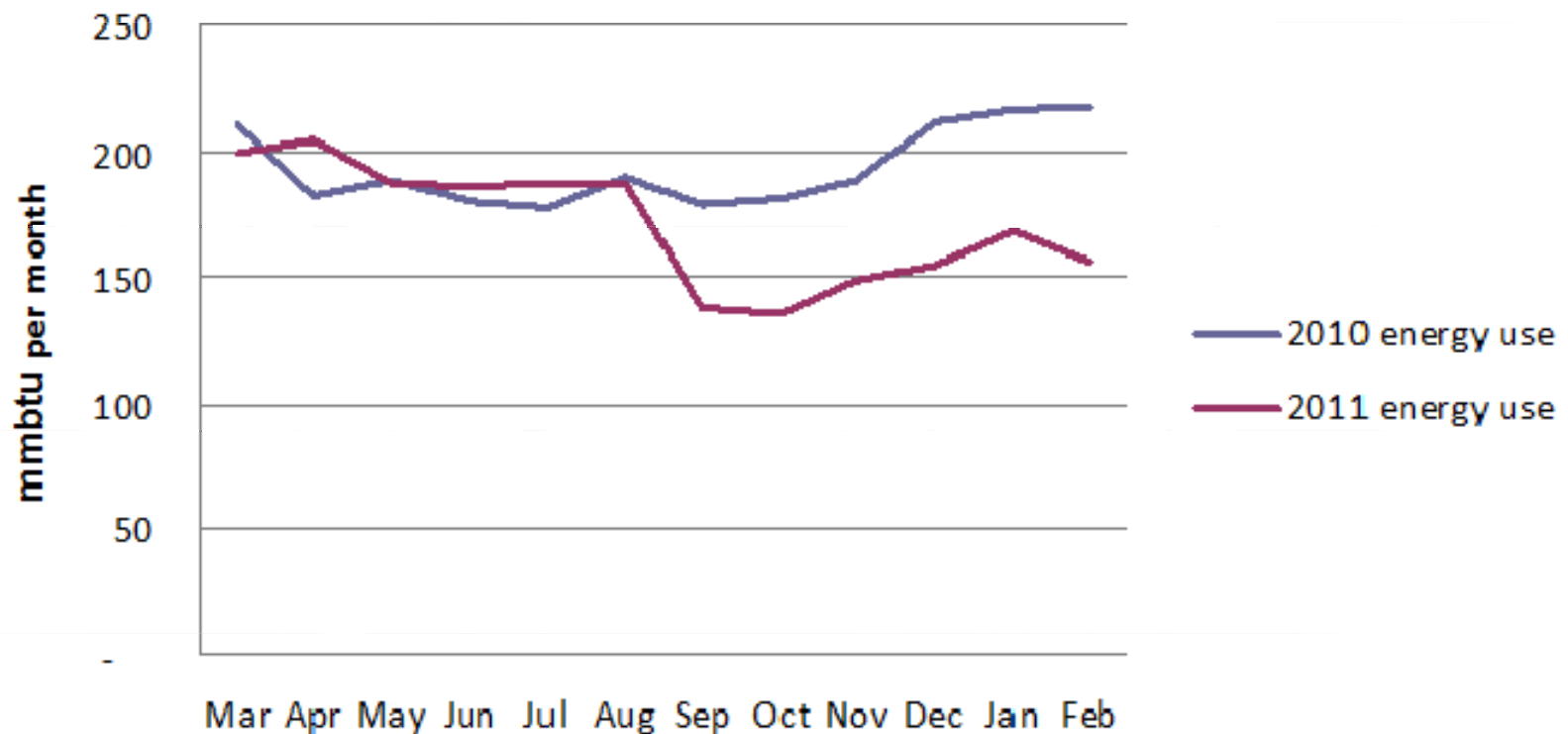
FY 2012-13 PRIMARY OBJECTIVES	CORRESPONDING CITY COUNCIL GOAL(S)
Begin Climate Action Plan Implementation	• Environmental Stewardship • Community Engagement & Partnership
Partner with Public Works to update Circulation Plan for Bicyclists and Pedestrians	• Support of multi-modal transportation • Environmental Stewardship
Implement Mandatory Commercial Recycling Requirements	• Environmental Stewardship
Develop Plastic Bag Ban/Environmental Foodware Ordinance	• Environmental Stewardship
Update City Environmental Purchasing Policy	• Environmental Stewardship • Fiscal Responsibility
Complete Analysis of Post Collection/Processing Options	• Environmental Stewardship • Fiscal Responsibility
Partner with Building and East Bay Green Corridor to streamline solar permitting system	• Environmental Stewardship • Economic Development
Complete construction of Ohlone Greenway Natural Area and Rain Garden project	• Environmental Stewardship • Economic Development



ESD Workload Highlights

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Building Energy Use after Efficiency Retrofits



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Environmental and Development Services Budget

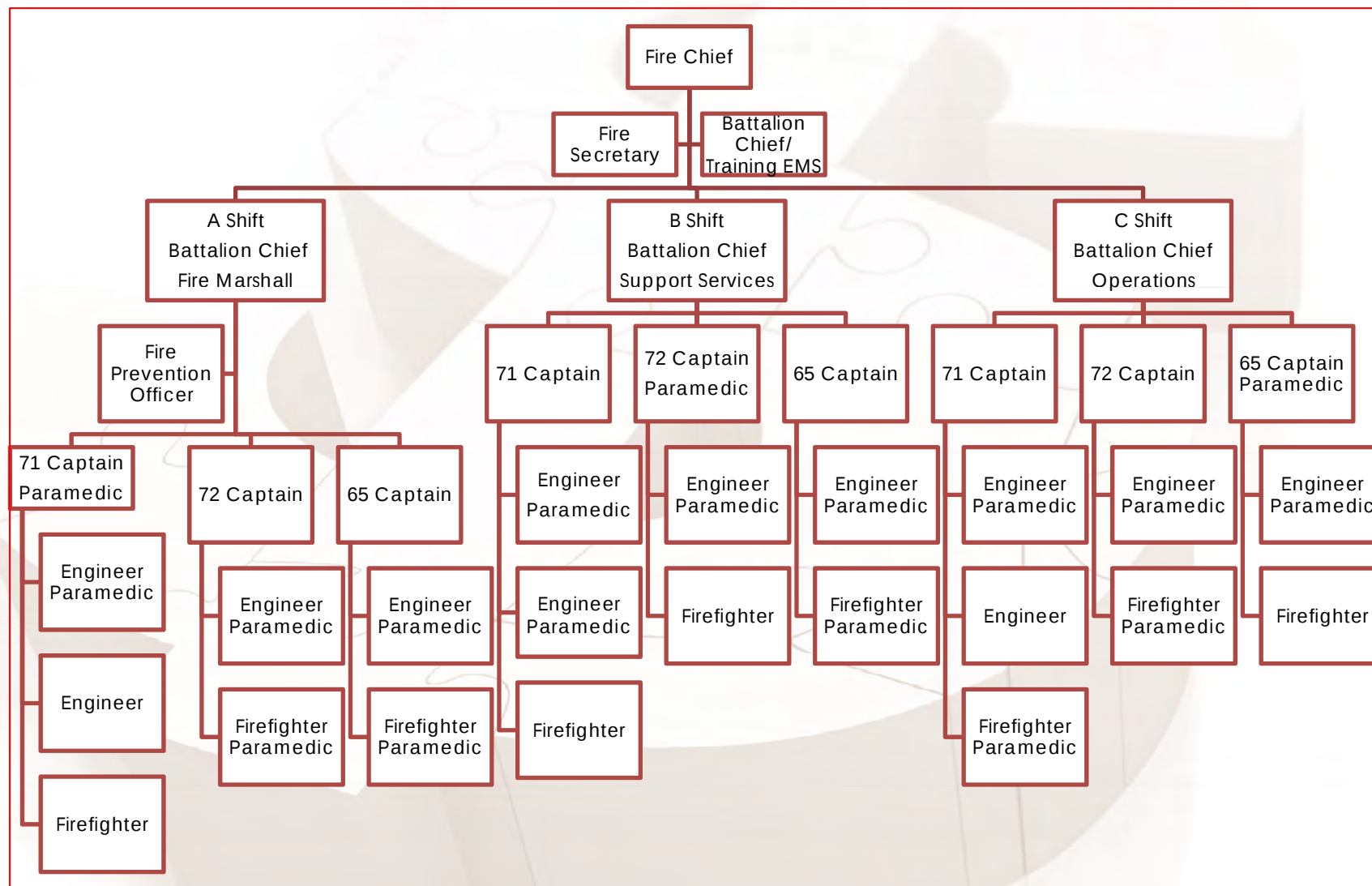
Division Expenditures	Actual FY 2009-10	Actual FY 2010-11	Amended FY 2011-12	Proposed FY 2012-13
Environmental Services	\$ 1,413,899	\$ 1,644,278	\$ 2,119,228	\$ 2,025,821
Planning	564,287	459,019	539,444	516,008
Building Services	872,918	935,934	1,015,800	881,491
Total	\$ 2,851,104	\$ 3,039,231	\$ 3,674,472	\$ 3,423,320

- Costs largely reduced due to 3% increased contribution by unrepresented employees to PERS
- CIP project created to begin review of General Plan needs
- Building expenses are down to reflect the vacant Building Official position, offset by contract services



Fire Department

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Fire Department Goals

FY 2012-13 PRIMARY OBJECTIVES	CORRESPONDING CITY COUNCIL GOAL(S)
Develop a Task Book Training Program for the rank of Captain	Public Safety
Review and strengthen all automatic aid agreements with surrounding Departments	- Public Safety - Fiscal Responsibility - Community Engagement and Partnership
Complete promotion exams for the rank of Engineer	Public Safety
Seek Federal grant funding for the replacement of Ladder Truck 71	- Public Safety - Fiscal Responsibility
Train four Firefighters in the area of Trench Rescue, Water Rescue, and Rescue Systems II, funded by a Department of Homeland Security Grant	- Public Safety - Fiscal Responsibility
Complete Firefighter/Paramedic recruitment to fill vacancies created by retirement.	- Public Safety - Fiscal Responsibility



Fire Workload Highlights

Emergency Response Workload

Response Type	2007	2008	2009	2010	2011
Fires	111	124	110	103	113
EMS/Rescues	1799	1610	1624	1536	1529
Hazardous Conditions	62	83	72	64	69
Service Calls	282	299	264	255	256
Good Intent	491	596	605	663	693
False Calls	181	169	148	143	160

Public Education Contacts

Contact Type	2007	2008	2009	2010	2011
Station Tours	32	245	245	331	150
Preschool Programs	145	407	430	516	477
Open Houses	100	400	400	35	201
School Age Programs K-4	275	373	350	456	830
School Age Programs 5-8	80	238	205	239	672
Senior Programs	30	27	29	58	25
First Aid/ CPR	20	59	108	230	140
Car Seats	N/A	N/A	N/A	N/A	56
Public Functions	4,400	4,591	3,520	7,050	7,000
Total	5,082	6,340	5,287	9,915	9,495

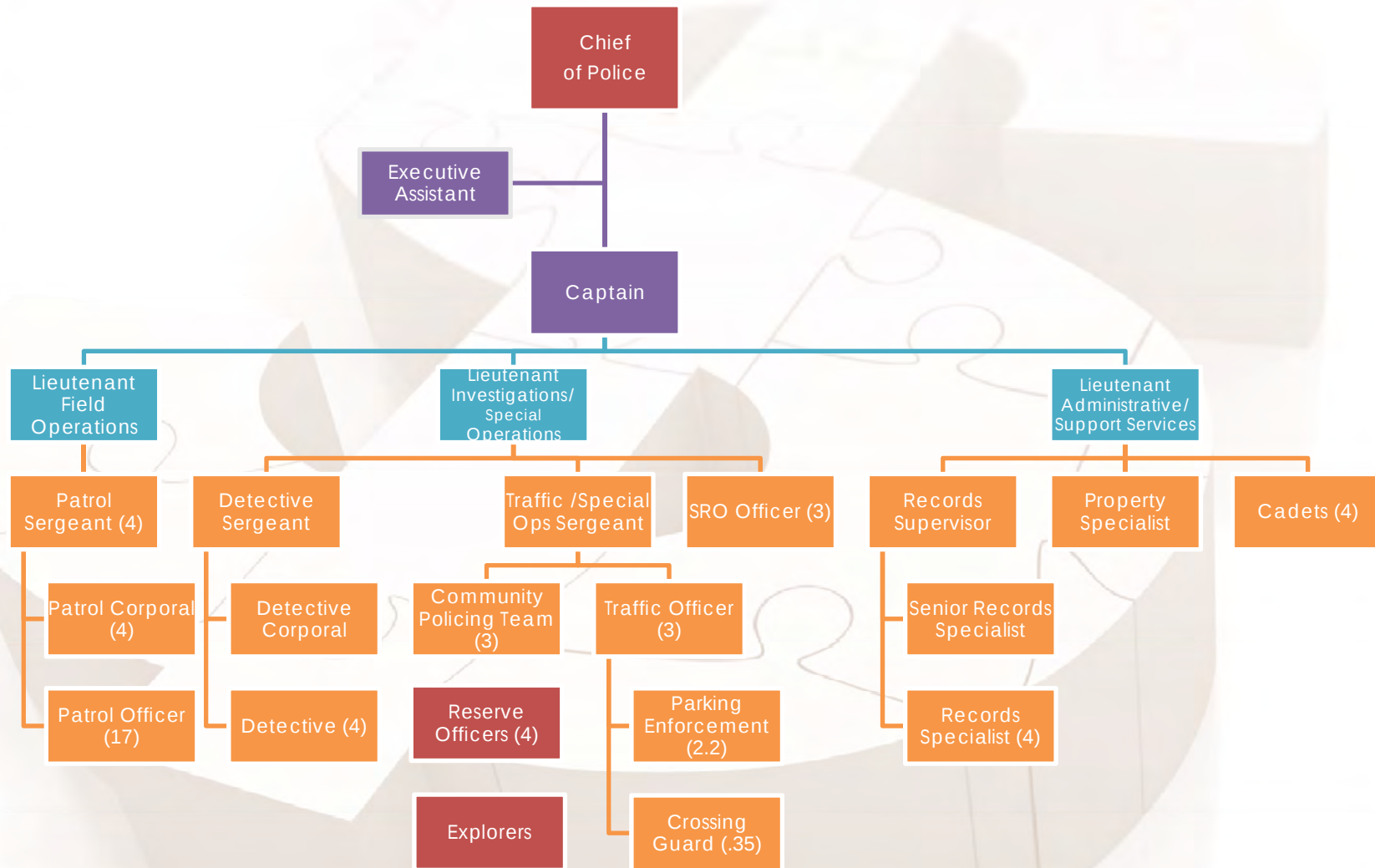


Fire Department Budget

Account Class	Actual FY 2009-10	Actual FY 2010-11	Amended FY 2011-12	Proposed FY 2012-13
Personal Services	\$ 6,612,665	\$ 6,580,291	\$ 7,303,607	\$ 7,488,183
Prop./Prof. Services	328,358	415,467	455,100	458,600
Supplies	106,048	109,472	108,271	107,400
Other Services	27,434	49,091	3,077,017	49,017
Capital	290,107	176,191	515,000	25,000
Total	\$ 7,364,612	\$ 7,330,512	\$ 11,458,995	\$ 8,128,200

- Personnel Services up due to increased overtime to better reflect historic actuals
- Fire Department fully staffed; similar to last two years only one of three “coverage positions” to be filled (results in approximate \$150,000 in savings)
- Other Services reduction from prior year one-time radio purchase
- Capital is reduced to reflect reclassification of leases to vehicle fund
- All other expenses are flat or down

\$ Police Department





Police Department Goals - Administration

FY 2012-13 PRIMARY OBJECTIVES	CORRESPONDING CITY COUNCIL GOAL(S)
Recruit, hire, complete background investigations, and train police officers to fill open positions	• Public Safety • Fiscal Responsibility
Recruit and hire two Cadets	• Public Safety
Implement a Peer Support Program for the Department	• Public Safety • Responsive Government
Implement a Citizens Police Academy and Volunteer Program	• Community Engagement & Partnership • Fiscal Responsibility
Proctor professional examination in order to promote a new supervisor due to retirement	• Public Safety • Responsive Government
Recruit, test, and select a new Records Supervisor due to retirement	• Public Safety • Responsive Government
Coordinate and implement disaster preparedness and active shooter training	• Public safety



Police Department Goals - Operations

FY 2012-13 DIVISION PRIMARY OBJECTIVES	CORRESPONDING CITY COUNCIL GOAL(S)
Train officers in the principles of crime analysis to increase awareness of crime patterns, series, and crime reduction methodologies such as Crime Prevention Thru Environmental Design (CPTED)	• Public Safety • Community Engagement & Partnership
Increase officer and community interaction at special events	• Public Safety • Community Engagement & Partnership
Continue to fine-tune video surveillance systems on the Ohlone Greenway	• Public Safety
Deploy new incident command vehicle and continue to train our officers in the principles of the Incident Commands System and National Incident Management System	• Public Safety • Community Engagement & Partnership
Examine feasibility of digital transcription service for reporting	• Environmental Stewardship • Public Safety
Start in-field reporting to keep officers in the community while writing reports	• Public Safety
Replace 2 aging Parking Enforcement Vehicles with newer, more fuel efficient vehicles	• Environmental Stewardship



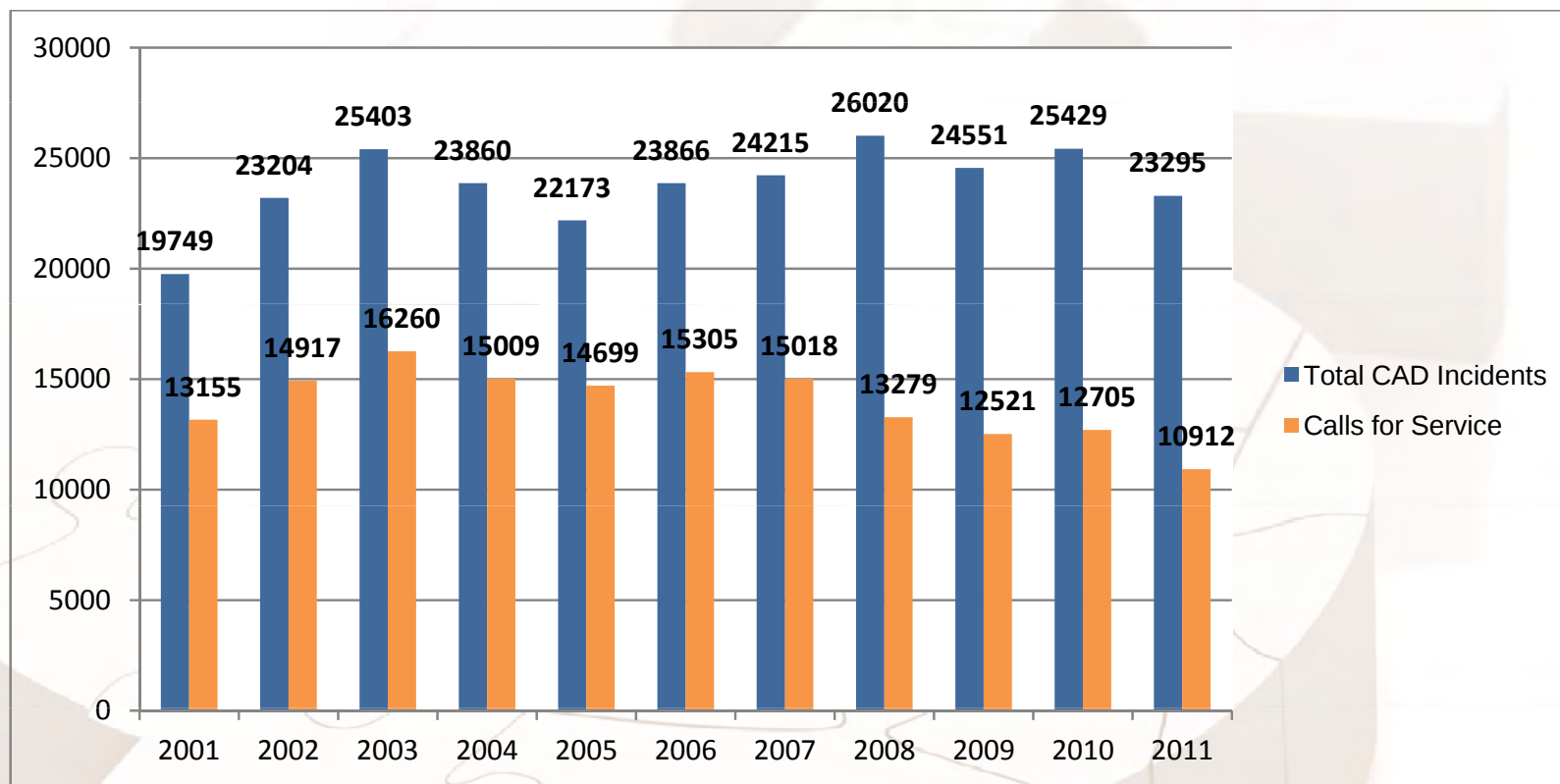
Police Department Goals - Investigations

FY 2012-13 DIVISION PRIMARY OBJECTIVES	CORRESPONDING CITY COUNCIL GOAL(S)
Focus on suppression of Part I crime through innovative methods and cooperative efforts with other agencies	Public Safety
Increase the percentage of Part I crimes solved and cases cleared	- Public Safety - Community Engagement & Partnership
Increase communication and interaction with victims	- Public Safety - Community Engagement & Partnership
Increase community outreach to residents and businesses through the use of educational workshops and liaison efforts.	- Public Safety - Community Engagement & Partnership
Continue to coordinate Police involvement in the nationally recognized National Night Out event	- Public Safety - Community Engagement & Partnership
Focus on reduction in collisions	Public Safety
Increase the percentage of Hit & Run crimes solved and cases cleared	- Public Safety - Community Engagement & Partnership
Increase communication and interaction with motorists	- Public Safety - Community Engagement & Partnership
Increase community outreach to residents and businesses through public gatherings and management of parades and special events.	- Public Safety - Community Engagement & Partnership
Conduct Sobriety Checkpoints and Commercial Vehicle Inspection Checkpoints	- Public Safety - Community Engagement & Partnership



Police Workload Highlights

El Cerrito Police Dept. Total CAD Incidents / Calls for Service- Past 10 years



"Total CAD Incidents" includes all self-initiated activity conducted by Department Personnel

"Calls for Service" are incidents generated by Dispatch pursuant to calls from Residents

Although crime has been trending down, the numbers have been increasing since the implementation of "realignment" by the State.

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Police Workload Highlights

Police Response Times (Minutes)

	Priority 1		Priority 2		Priority 3		Priority 4	
	Number of Calls	Average Response Time	Number of Calls	Average Response Time	Number of Calls	Average Response Time	Number of Calls	Average Response Time
2001	180	3.51	6,702	3.19	3,231	10.25	4693	17.45
2002	183	3.64	9,675	3.02	3,737	9.00	5516	16.16
2003	292	6.41	5,806	9.32	3,130	13.14	3808	26.76
2004	217	6.37	3,662	9.05	2,580	10.87	2718	23.30
2005	228	4.91	4,114	10.10	2,459	13.74	2918	22.02
2006	207	4.91	4,330	8.67	2,972	11.57	3075	21.71
2007	195	5.49	4,239	8.04	3,859	9.05	2895	17.47
2008	181	4.24	3,473	7.30	4,926	6.83	2688	16.02
2009	191	4.53	3,448	6.62	4,846	5.17	2325	13.86
2010	218	4.36	4,786	6.18	6,561	17.40	3179	21.09
2011	191	4.34	5,055	7.09	6,054	5.3	3937	14.37
Average	190	4.79	4,567	7.14	3,482	10.21	3,074	19.11



Police Department Budget

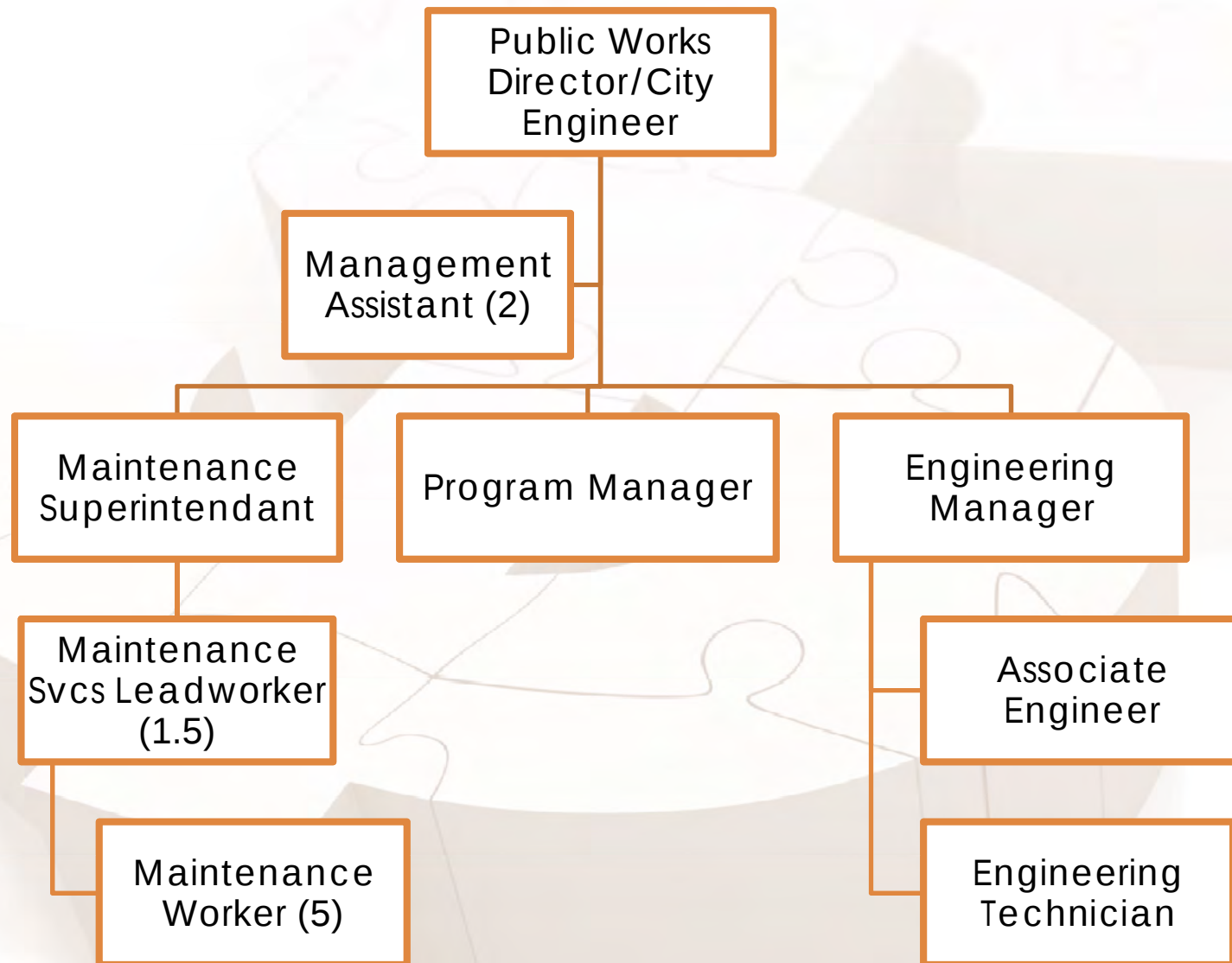
Division Expenditures	Actual FY 2009-10	Actual FY 2010-11	Amended FY 2011-12	Proposed FY 2012-13
Administration	\$ 2,372,645	\$ 2,429,732	\$ 2,739,993	\$ 2,846,336
Operations	5,183,263	5,480,124	6,700,992	6,455,580
Investigations	1,144,463	1,326,843	1,498,180	1,461,449
Total	\$ 8,700,371	\$ 9,236,699	\$ 10,939,165	\$ 10,763,365

- Cost of external services (dispatch, records management, animal control) all increased much greater than inflation
- Budget reflects recruiting, hiring and training new recruits (both lateral and candidate police officers) to fill open positions wisely and expeditiously to ensure the best possible police officers for the City
- All other expenses flat or down
- Budget projection more accurately reflects actual expenses as opposed to 2011-12 budget



Public Works

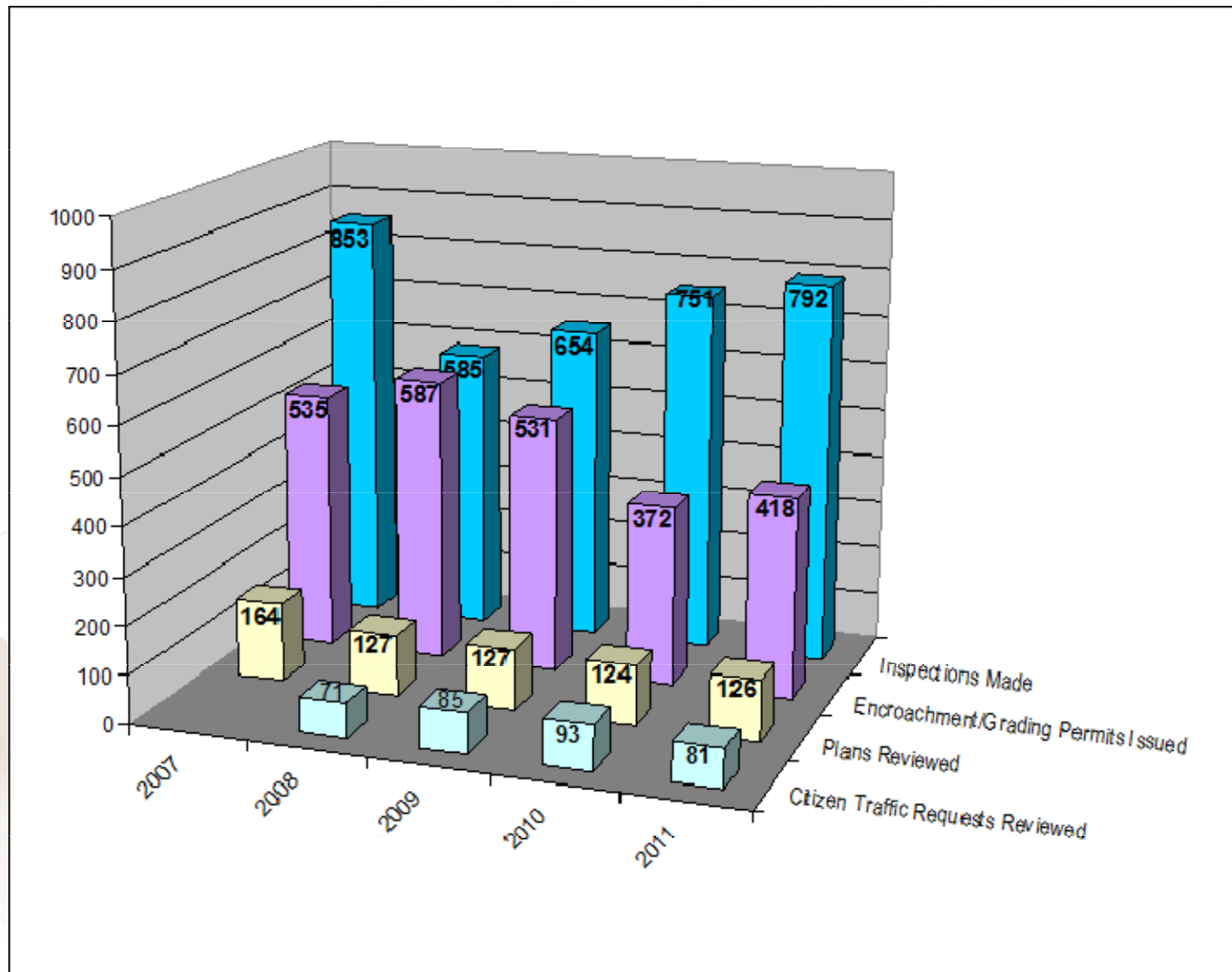
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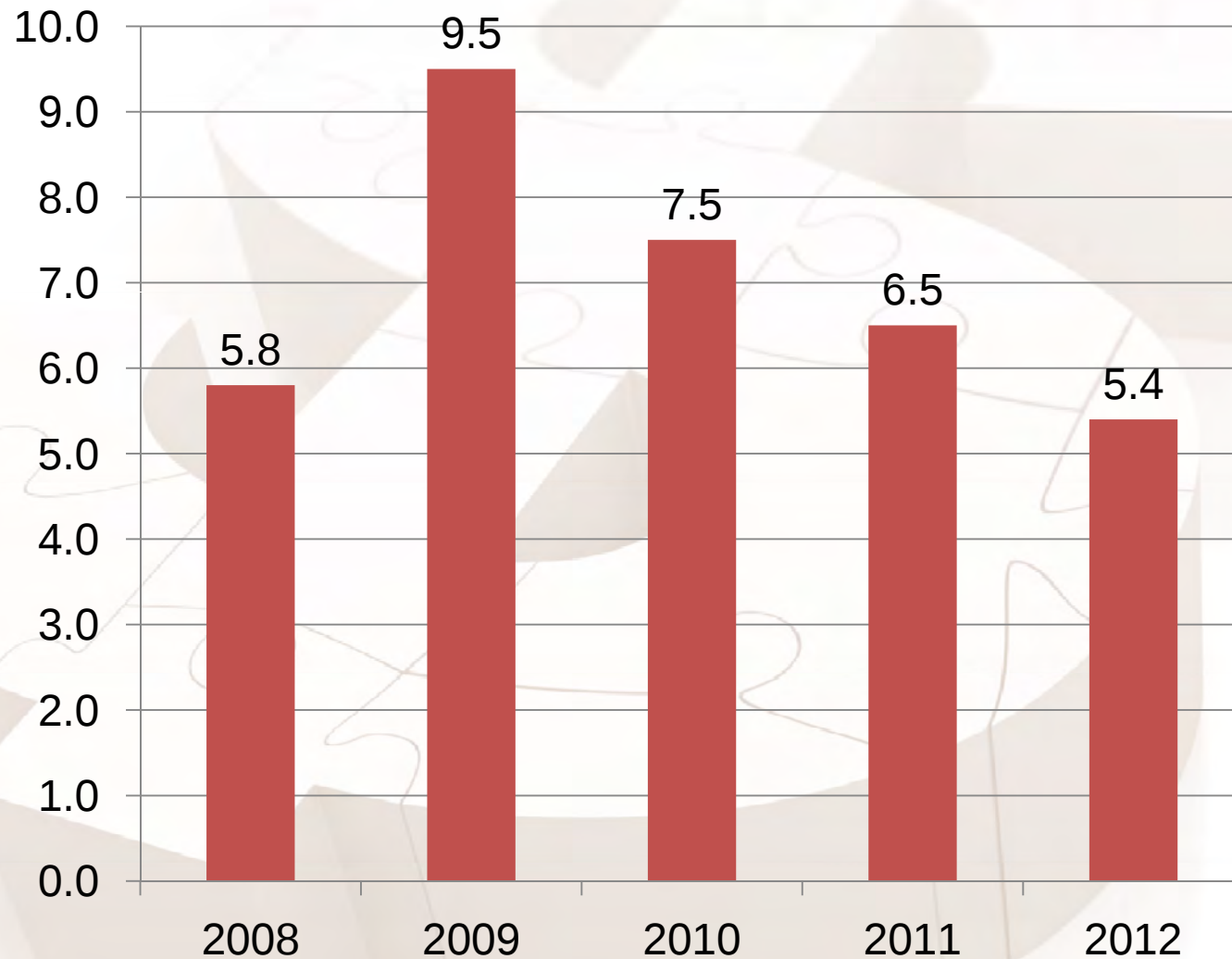
Public Works Workload Highlights⁵⁷





Public Works Workload Highlights

Total CIP Expenditures (millions)





Public Works Goals - Maintenance

FY 2012-13 PRIMARY OBJECTIVES	CORRESPONDING CITY COUNCIL GOAL(S)
Update the Measure WW Parks Bond priority project list	• Community Engagement and Partnership • Responsive Government
Launch the City's Tree Committee	• Community Engagement and Partnership • Responsive Government
Revise, update and implement the existing Urban Forest Management Plan. Engage the City Tree Committee in refining this document.	• Environmental Stewardship • Community Engagement and Partnership
Install Trash Capture Devices as mandated by the Municipal Regional Permit (MRP), Clean Water Program	• Environmental Stewardship • Responsive Government



Public Works Goals - Engineering

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FY 2012-13 PRIMARY OBJECTIVES	CORRESPONDING CITY COUNCIL GOAL(S)
Complete construction of Potrero Avenue between E. 55 th and E. 56 th Streets Safety Improvements, Arlington Boulevard Safe Routes to School Improvements, and Central Avenue and Liberty Street Streetscape Improvements Project	• Support Multi-Modal Transportation • Public Safety • Responsive Government
Complete design and begin construction phase for the Ohlone Greenway Natural Area and Rain Gardens Project	• Support Multi-Modal Transportation • Public Safety • Responsive Government
Undertake the development of Circulation Plan for Bicyclists and Pedestrian Update and the San Pablo Avenue Complete Streets Plan	• Support Multi-Modal Transportation • Responsive Government
Coordinate construction of BART's Earthquake Safety Program Projects	• Support Multi-Modal Transportation • Public Safety • Responsive Government
Complete Engineering & Traffic Studies for remaining corridors to update enforceable speed limits	• Public Safety
Plan for future annual street improvements and maintenance under the Measure A Street Improvement Program	• Support Multi-Modal Transportation • Fiscal Responsibility • Responsive Government
Complete transfer of sidewalk ownership from BART to City around the Plaza and Del Norte BART Stations	• Support Multi-Modal Transportation • Responsive Government

Final draft



Public Works Budget

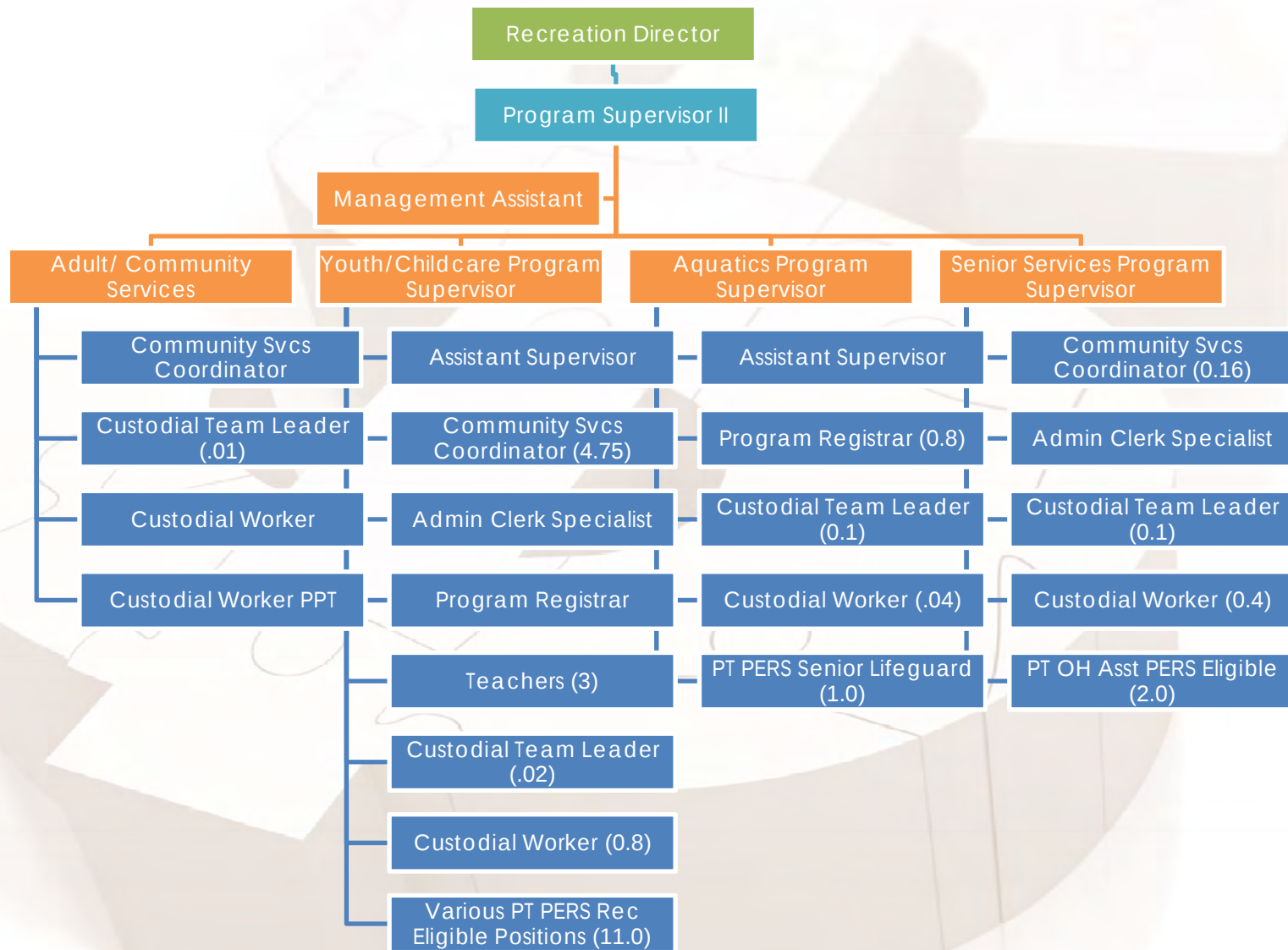
Division Expenditures	Actual FY 2009-10	Actual FY 2010-11	Amended FY 2011-12	Proposed FY 2012-13
Engineering	\$ 821,057	\$ 758,656	\$ 849,278	\$ 1,063,891
Maintenance	2,571,080	2,726,527	2,402,036	2,364,089
Total	\$ 3,392,138	\$ 3,485,183	\$ 3,251,314	\$ 3,427,980

- Engineering is up due to three sizable grants (\$250,000), otherwise down slightly due to PERS contribution.
- Maintenance is down slightly mostly due to a reduction in part time salaries.



Recreation

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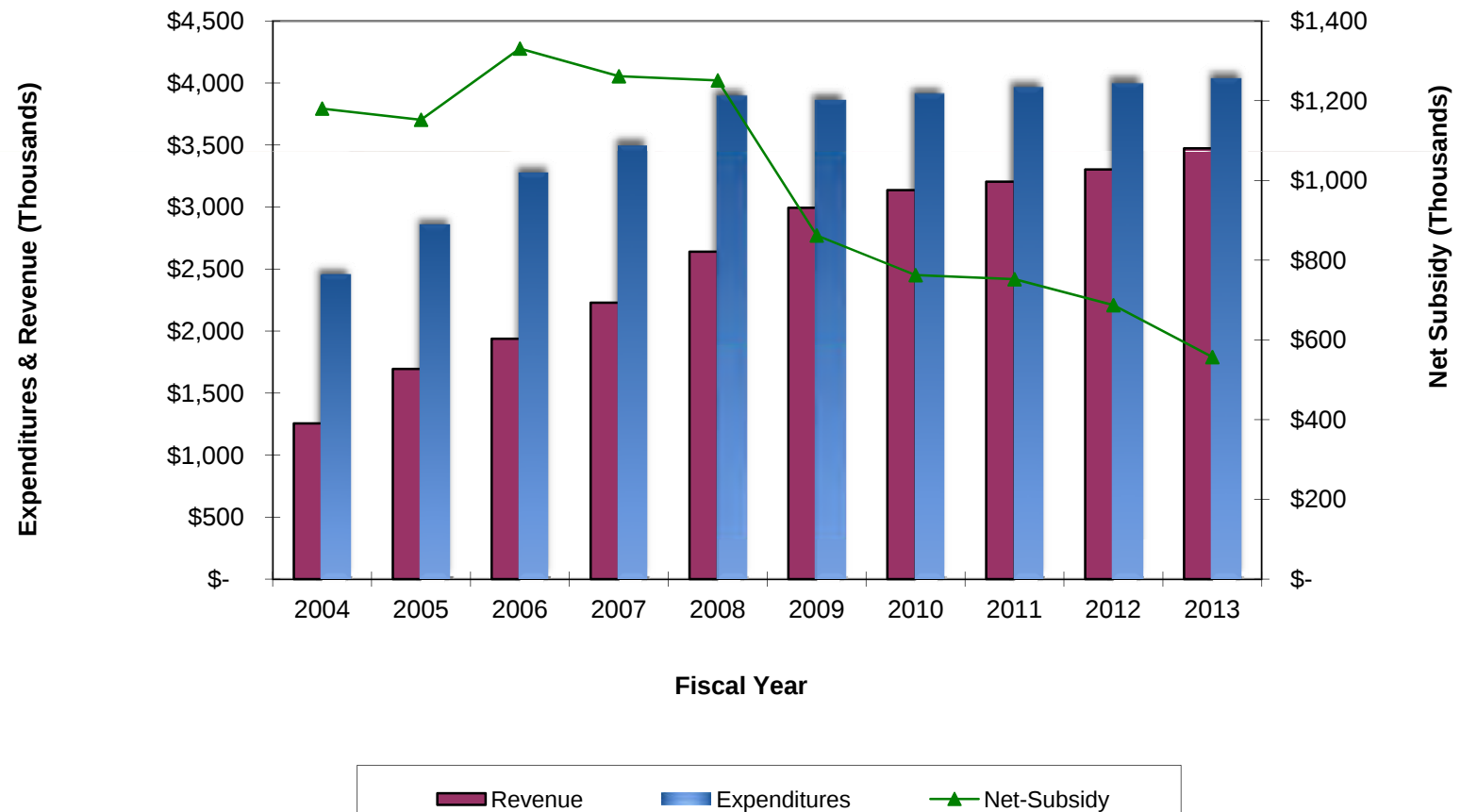


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Recreation's Impact on the General Fund

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Final draft

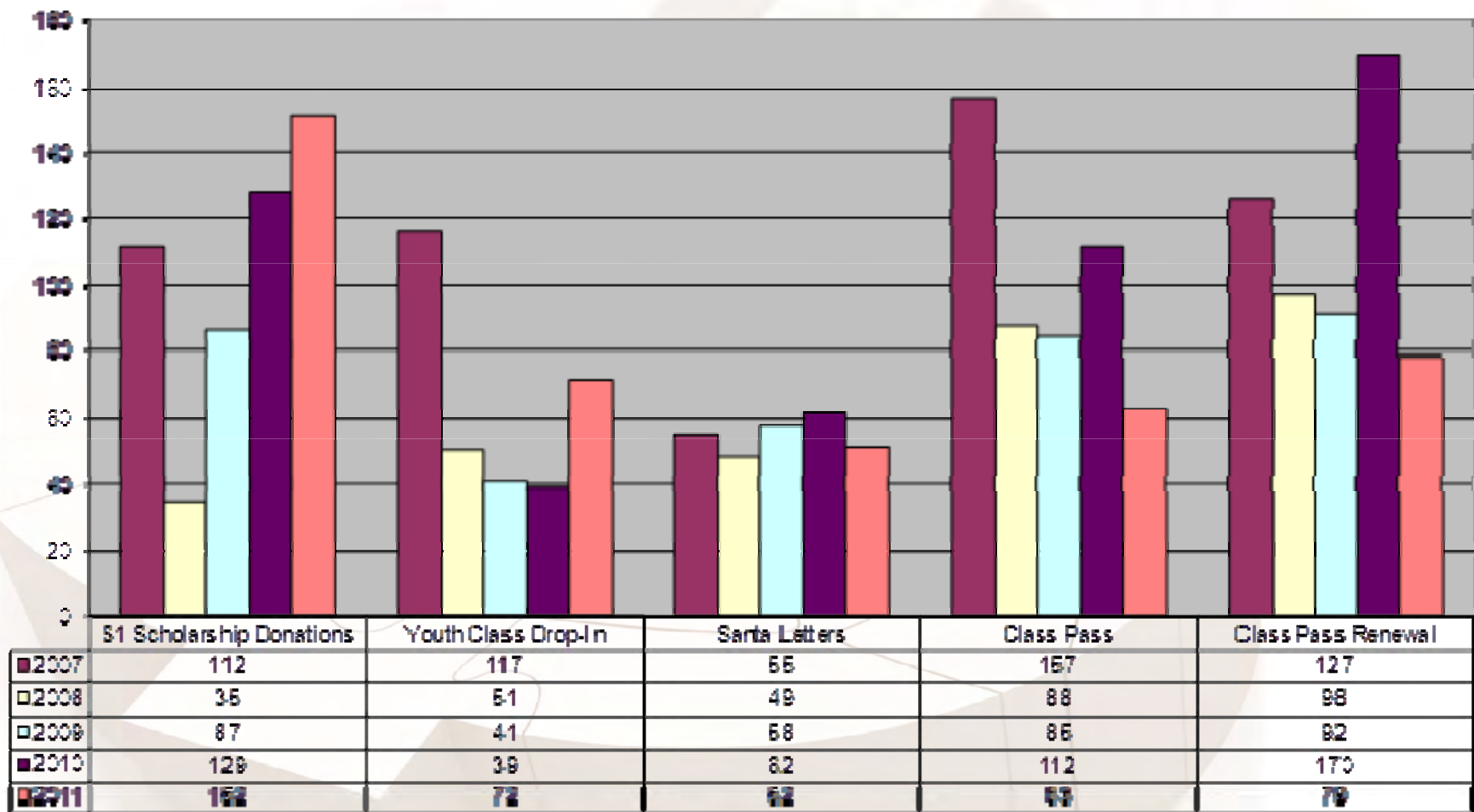


Recreation Goals – Youth/Childcare

FY 2012-13 PRIMARY OBJECTIVES	CORRESPONDING CITY COUNCIL GOAL(S)
Attempt to restart Youth Basketball League, possibly by partnering with other organizations with access to gym space	• Responsive Government • Community Engagement and Partnership
Develop innovative and creative ways to meet service demands in a cost effective manner	• Fiscal Responsibility • Responsive Government
Provide safe and nurturing environments in which children can grow	• Responsive Government • Public Safety
Provide programs and services that are easily usable, convenient and varied	• Responsive Government



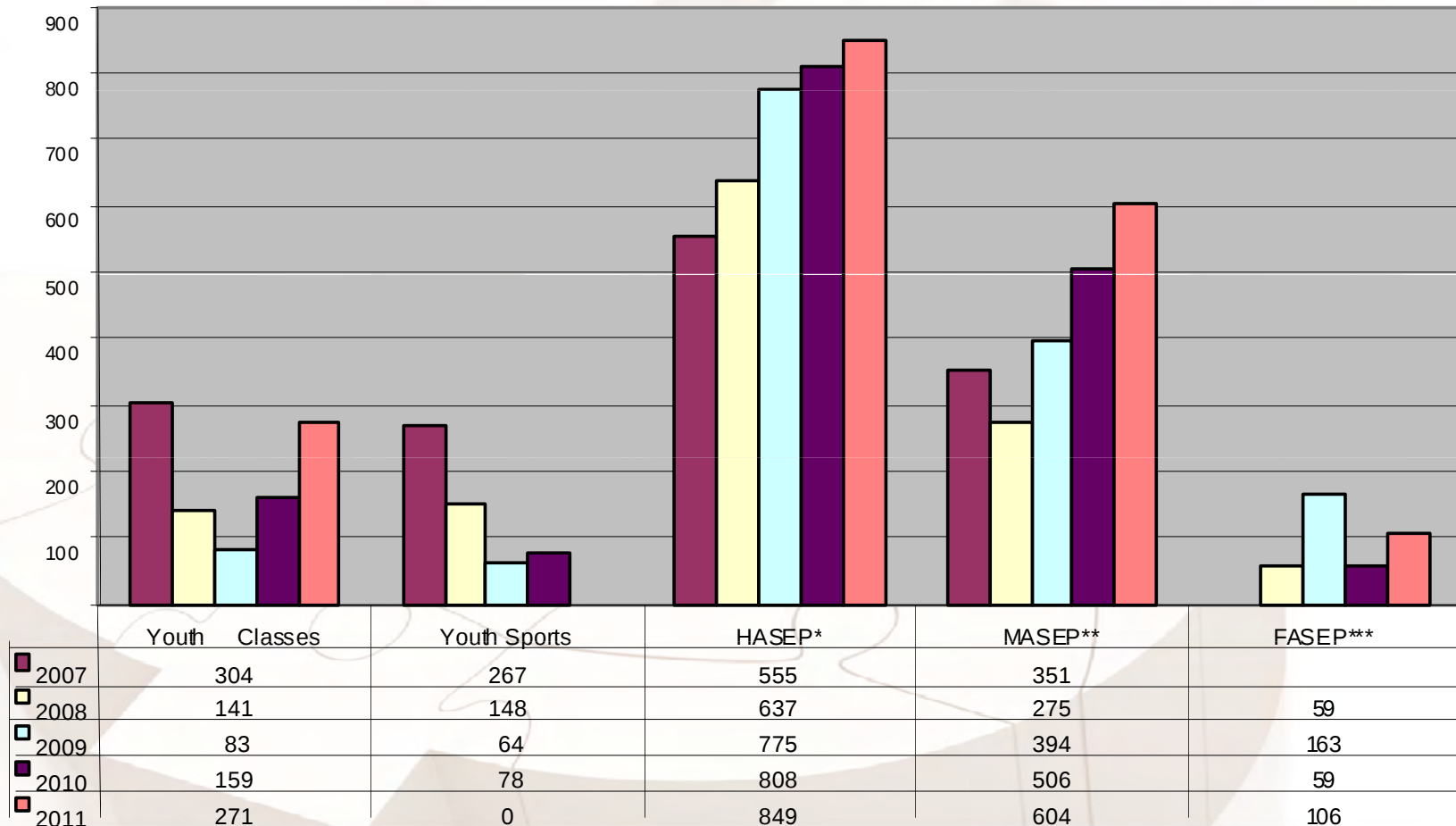
Youth Programs Workload Highlights





Youth Services Highlights

Youth Services Enrollments





Adult Programs Goals

FY 2012-12 PRIMARY OBJECTIVES	CORRESPONDING CITY COUNCIL GOAL(S)
Develop adult recreation programs that are responsive to the community needs and desire through the use of independent contractors	• Responsive Government • Community Engagement & Partnership
Continue to improve relationships with community organizations that reserve facilities on an annual basis	• Responsive Government • Community Engagement and Partnership
Re-establish Adult Sports Programs such as softball, basketball, and volleyball	• Responsive Government • Community Engagement & Partnership



Recreation Goals - Aquatics

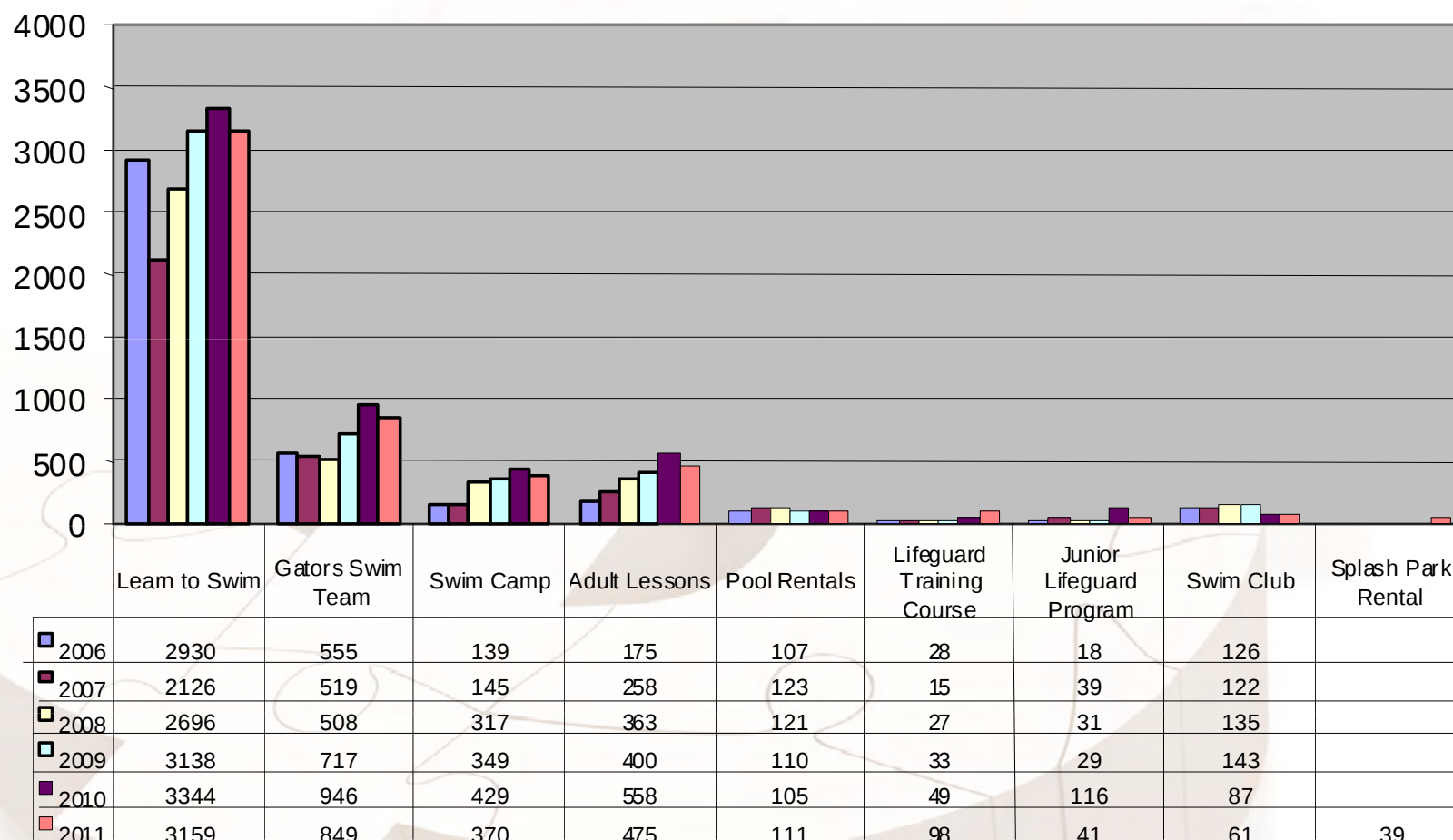
68

FY 2012-13 PRIMARY OBJECTIVES	CORRESPONDING CITY COUNCIL GOAL(S)
Increase participants in our swim programs by advertising to the community through social networking and discount sites such as GROUPON and material distribution.	• Responsive Government • Community Engagement and Partnership
Recruit and train seasonal aquatic staff (Spring, Summer and Fall).	• Responsive Government
Evaluate programs and usage of the Swim Center for maximum utilization and revenue.	• Fiscal Responsibility
Work cooperatively with user groups by maintaining good communication.	• Responsive Government • Community Engagement and Partnership
Provide well rounded programming that includes the use and rental of the Splash Park.	• Fiscal Responsibility • Responsive Government

draft



Workload Highlights- Aquatics





Recreation– Senior Center

FY 2012-13 PRIMARY OBJECTIVES	CORRESPONDING CITY COUNCIL GOAL(S)
Continue to provide high quality services by incorporating a culture of quality customer services.	• Community Engagement and Partnership • Responsive Government
Continue to deliver innovative programs by developing recreation programs that service ages 50-100.	• Responsive Government
Expand programming for baby boomers	• Responsive Government
Continue to provide a variety of activities and educational programs covering health, mental, physical fitness and social interaction	• Responsive Government
Maintain community safety by providing inviting, safe and friendly Senior Center in good condition.	• Public Safety
Co-sponsor numerous activities and programs with other organizations.	• Community Engagement and Partnership • Responsive Government
Continue to generate income through fees from recreational programs and services to offset the expenditures of the Division.	• Fiscal Responsibility
Continue and expand transportation for El Cerrito residents through Measure J without increasing overall costs.	• Fiscal Responsibility • Support of Multi-Modal Transportation



Recreation Budget

Division Expenditures	Actual FY 2009-10	Actual FY 2010-11	Amended FY 2011-12	Proposed FY 2012-13
Administration	\$ 770,517	\$ 731,205	\$ 633,072	\$ 622,291
Adult Services	252,560	278,991	278,407	365,118
Youth/Childcare	1,749,905	1,818,570	1,844,077	1,778,567
Swim Center	770,598	744,507	746,038	890,055
Senior Services	512,478	526,104	477,766	506,149
Total	\$ 4,056,059	\$ 4,099,377	\$ 3,979,360	\$ 4,162,180

- Expenditures raised to better reflect past years' actuals
- Combined with revenues, General Fund Support to the Recreation Department is projected to decrease
- Focus will be on ways to expand revenue base
- Classifications of certain employees under review to ensure proper placement and compensation



Capital Improvement Program (and Council Goals)

72

- **Public Safety**

- Safe Routes to School; Bike, Ped & Traffic Safety Projects

- **Environmental Stewardship**

- Ohlone Natural Area; Solar Energy Procurement

- **Multi-Modal Transportation**

- Bike & Ped Enhancements; Bus Stop Improvements

- **Economic Development**

- Central & Liberty Streetscape



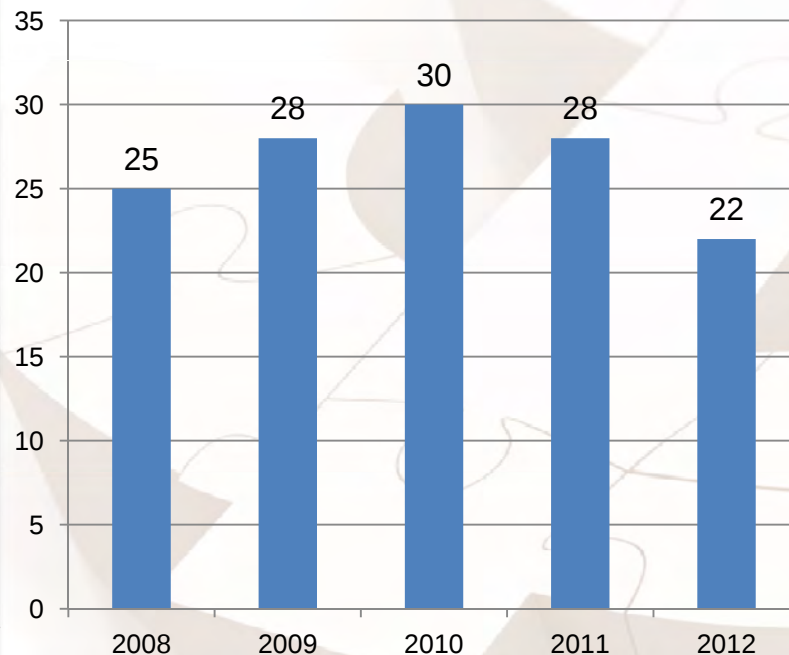
Capital Improvement Program

- **Fiscally Responsible**
 - Budget Controls; Value Engineering
- **Responsive Government**
 - Projects developed with a pulse on the community
 - Partnering with other agencies
- **Community Engagement and Partnership**
 - Numerous community meetings; Working closely with residents and businesses

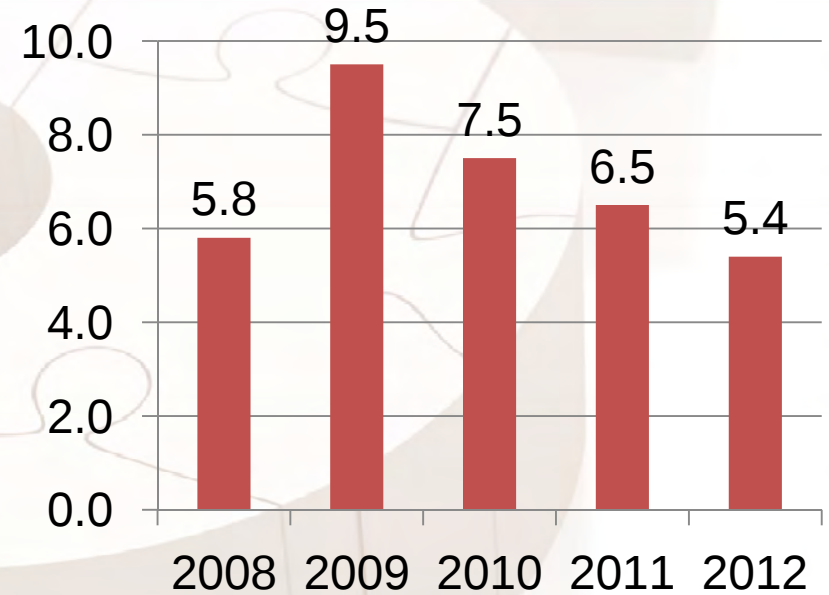


Capital Improvement Program

Active Projects



**Total CIP Expenditures
(millions)**





For City Council Consideration

- Reasonableness of Assumptions
- Consideration of closing budget and/or reserve shortfall
- Consistency with City Council Mission and Goals
- Consistent with Overall Council Policy



Next Steps

- Beginning tonight, Review and Provide Comments and Questions
- Consider Overall Budget for Adoption
- Next Meeting(s) and Possible Adoption
 - June 11th
 - June 19th (regular meeting)
 - Additional if necessary



Special thanks to.....

- Residents of El Cerrito for their continued support and trust
- City Council
- Financial Advisory Board
- Mary, Karen and Geoff
- The many staff who voluntarily contributed compensation to maintain services

draft

Questions, comments or clarifications?



Final draft



June 5, 2012
**Concurrent City Council/El Cerrito Public Financing
Authority and El Cerrito Pension Trust Board Meeting**

Agenda Item No. 7 – Fiscal Year 2012–13 Budget

<http://www.el-cerrito.org/budget>

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