

THE CITY OF



PLEASANTON®

MEMORANDUM

Date: February 4, 2015

To: Planning Commissioners

From: Adam Weinstein, Planning Manager

Subject: **Item 6.b., Discussion and Recommendations for City Council Priorities**

Attached is the City Council Work Plan Priorities Update (December 2014), which lists major projects that Council wishes to pursue in the coming year. The Planning Commission has the ability to review these priorities and make recommendations regarding adding additional projects and re-emphasizing already-identified projects.

Staff thus recommends that the Commission review the Work Plan Priorities Update and hold a discussion to identify a recommendation on the existing list of priorities.

In considering making a recommendation to Council, staff urges the Commission to consider the following points about the Work Plan Priorities Update:

- Due to limited resources and competing priorities, the Commission should recommend no more than one or two additional projects for consideration by Council.
- New projects should reflect issues that are of City-wide importance.
- Any new projects added should be feasible, and able to be accomplished, or substantially completed, in the next 1-2 years.

**2013 / 2014 City Council Work Plan Priorities Update
December 2014**

Goals	Project Description	Responsible Department	Status
BERNAL PROPERTY			
<i>Develop Bernal Community Park</i>			
Bernal Community Park - Phase II.	Begin detailed planning, for Phase II Bernal Park improvements which will include a combination of lighted sports fields and possible open space features. Incorporate shade structures as necessary, create a riparian habitat by meandering the existing creek through the Bernal Property and planting of native plant species. This project will also include all or a portion of the Oak woodlands area.	CDD/CMO	Drawings completed by December; Bid in January; construction April/March 2015. Anticipated 12 to 18 month construction from actual bid.

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Goals	Project Description	Responsible Department	Status
GENERAL PLAN			
<i>Implement General Plan and pursue long-term advanced planning activities</i>			
Vineyard Avenue Realignment Issues	Resolution of issues relative to the realignment of Vineyard Avenue.	CDD	Conversion of the old Vineyard Avenue to a pedestrian and equestrian trail is the only remaining public infrastructure project identified in the Vineyard Corridor Specific Plan not yet constructed. The project has been divided into three phases because it is funded as fees are received from corridor development projects. Cost is estimated at \$650,000. Project has been delayed to 2015 to coincide with nearby development of Chrisman property to minimize impacts public improvements.
General Plan Implementation	Ensure consistency between the General Plan Land Use Map and the zoning designation for all properties within the City's sphere of influence and implement various elements of the General Plan.	CDD	Ongoing.
East Side Specific Plan	Prepare a Specific Plan for East Pleasanton as a coordinated effort between commercial and residential property owners, major stakeholders, and the Pleasanton community, including residents of East Pleasanton.	CDD	Underway. City Council approved continued planning for the project; requested lower density options for consideration in the EIR and economic analysis, and requested expanded outreach effort with the community. Planning effort will take balance of calendar year and will stretch into early 2015. Taskforce met on 8/7/2014 to select revised, lower density land use options for the EIR. Next taskforce meeting is scheduled for December 2014. City Council to review draft Specific Plan in December, "Council Check-In".
Ridgeline/Slope clarity with Municipal Code	Formulate for inclusion in the Municipal Code regulations defining specific terms referenced in Measure PP, such as "structure", "ridgeline" and "slope".	City Council	Completed. Structure, ridgeline and slope clarity has been deferred to a project-by-project analysis. Site specific issues will be addressed at the time of PUD and EIR consideration.
Hacienda PUD Capacity Modification	Review the Hacienda PUD regarding overall development capacity.	City Manager	Completed.

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CITY FINANCES			
<i>Maintain fiscal sustainability</i>			
Development Impact Fee "Nexus Study" (AB 1600)	The City's development fees were last updated in 1998. Assembly Bill 1600 requires cities to conduct a "nexus study" anytime fees are adjusted. The study provides a nexus between new development fees and all future public improvements (e.g., parks, streets, public facilities). A revised nexus study would ensure that new development pays its pro rata share of public improvements; it also allows the City to adjust the list of eligible public projects for development fee financing.	CMO	Deferred to 2015.
Program & Facility Fees	Review and update the current policy that defines the City's program and facility fees and subsidy levels.	Community Services	Underway. A Cost Recovery & Pricing Plan committee comprised of representatives from the Department's four Commissions and staff will review the City's 1992 Fee Policy and develop a draft "Cost Recovery & Pricing Plan" that will assist staff with defining program/facility subsidy levels and costs recovery goals for the Department. The Committee's recommendations will be forwarded to the Parks and Recreation Commission for their review and consideration.
Pension and OPEB Reform	Establish Fiscal Policies that address the reduction of pension and retiree medical unfunded liabilities.	Finance	Completed
Explore options and impacts for paying off Callippe Preserve Golf Course debt service.	Completion of this project will make the City debt free. There are a variety of options available.	Finance Department	Completed
Comprehensive User Fee Study	This will involve evaluating City fees to determine appropriateness of existing amounts. This will primarily involve evaluation of development processing fees (e.g., planning, building, engineering).	Finance/CMO	Deferred to 2015.
Long-term Fiscal Analysis	This involves developing long-term financial planning consistent with revenue and expenditure projections, including cost containment initiatives. This will occur following adoption of the City's Housing Element.	Finance/CMO	Completed

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AFFORDABLE HOUSING			
<i>Address affordable housing needs</i>			
Housing Element Implementation (Includes new Housing Element)	Implement or initiate the 20 new programs included in the Housing Element which are to be completed in 2012.	CDD/CMO	Underway; Adoption and completion of certified Housing Element anticipated in January 6, 2015.
City Inclusionary Zoning Ordinance Review	Recent litigation has challenged the validity of the City's Inclusionary Zoning Ordinance and the Housing Element anticipates modifications. This project would prioritize the review of the City's ordinance to coincide with the results of the Lower Income Housing Fee Study currently underway.	City Manager/ Housing	Underway; Review and consideration of updated inclusionary housing ordinance anticipated in 2015.
Redevelop Kottinger Place	Implement the approved development concept identified in the Kottinger Place and Pleasanton Gardens Predevelopment Analysis Report resulting in a new affordable senior housing development on the current Kottinger Place and Pleasanton Gardens sites.	CMO	Completed and Underway. PUD approval granted by Planning Commission on April 23rd . Council approval granted on May 20th. City has secured authorization for demolition and disposition of the facility by the U.S. Department Housing and Community Development. Financing and relocation planning currently underway. Start of construction anticipated in 2016.
Update Growth Management Program	To be completed concurrent with Housing Element Update.	CMO	Completed; however, minor modifications anticipated in early 2015 to address legal mandates and clarifications.

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Goals	Project Description	Responsible Department	Status
TRAFFIC			
<i>Implement improved traffic circulation measures</i>			
Development of principles and guidelines for improved traffic circulation	Through public meetings, develop principles and guidelines to allow for the implementation of improved circulation throughout the City. The Traffic Circulation Element will be used as a framework for implementation, including but not limited to, local and regional infrastructure improvements, signal timing, best practices, the bike and pedestrian master plan and other related initiatives.	CDD	Ongoing. Various efforts underway. Engineering, Police and School District meet routinely to discuss and identify concerns with circulation and develop improvement plans to address the areas of concern. As a result of the meetings, City has contracted with a consulting firm to design a new set of traffic signals at the Amador High School student parking lot to manage congestion more effectively. Also in relation to schools, the City has just completed an inventory of all school related driving and parking restrictions and is in the process of standardizing these restrictions. Construction has been completed on the Foothill Interchange that constructed new bike lanes on Foothill Road to and From the City of Dublin. Construction is underway at the Bernal Interchange to provide improved circulation including new pedestrian and bicycle amenities on the Bernal Corridor.

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Goals	Project Description	Responsible Department	Status
<i>Implement improved traffic circulation measures (Contd.)</i>			
Pedestrian and Bicycle Master Plan update	Update the Pedestrian and Bicycle Master Plan. The Plan was adopted by the City Council in 2010 and contains goals and policies for developing and implementing pedestrian and bicycle networks. Included within the plan is the recommendation to update the document every 5 years.	CDD	Underway. The Bicycle, Pedestrian and Trails Committee (BPTC), at their October 2014 meeting provided comments and direction to staff on the sections of the Plan that will need update. Staff will provide the Request for Proposal to the BPTC in December and advertise for professional services. The update is anticipated to take 9 months.
State Route 84	Support State and regional efforts to improve State Route 84 including the widening to four lanes between Pigeon Pass and I-680.	CDD	Underway. The Tri-Valley Transportation Council forwarded the \$2.94 million dollars identified in the strategic expenditure plan to the Alameda CTC so they can fund the environmental and preliminary design work necessary for the project. The anticipated full cost of the environmental and preliminary engineering is \$4 million. Measure BB passed that will provide \$122 million for the construction of SR 84. Consultant selection for the Environmental Documentation will be completed in December of 2014.

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Goals	Project Description	Responsible Department	Status
Implement improved traffic circulation measures (Contd.)			
Regional Transportation	Actively participate with the Alameda County Congestion Management Agency, the Metropolitan Transportation Commission, and the Tri-Valley Transportation Council to develop and implement regional transportation plans, including State Route 84 widening to four lanes between Pigeon Pass and I-680.	CDD	Ongoing. Measure BB was approved by the voters and funding for regional improvements will be earmarked including the \$122 million for SR 84 and a new program that will fund arterial roadway projects like El Charro Road. TVTC will increase their traffic fee in June of 2015 and is in the process of updating the Strategic Expenditure Plan to provide future funding to projects. These projects may include both SR 84 and El Charro Road.
Complete Streets Policy	Develop and implement a complete streets policy that is in conformance with the Complete Streets Act of 2008.	CDD	Completed
ECONOMIC DEVELOPMENT			
Economic Development Strategic Plan - Implementation and Update	Set benchmarks and measure progress in implementing and updating the City's Economic Development Strategic Plan.	Economic Development	Completed
Infrastructure Development Assessment	Convene public and private sector interests to collaboratively address constraints noted in business survey by assessing current infrastructure environment, including cell phone towers, and proposing solutions.	Economic Development	Completed and Underway. 1) Council approved a revised cellular ordinance in December 2013 enabling improved cell coverage throughout the City; 2) Broadband technology assessment underway: area broadband providers have met with staff and EVC subcommittee to share current and future infrastructure deployment; early 2015 business needs survey will gather access/availability, pricing and service needs feedback from business committee; all to be combined into an assessment report to guide City efforts to determine opportunities for additional public and public investment.

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Goals	Project Description	Responsible Department	Status
YOUTH PROGRAMS			
<i>Strengthen youth programs, services and activities</i>			
Ptownlife.org	Continue website development: continue contract with professional website development/design firm for technical assistance. Continue to maintain and enhance new features for the website including web team, website marketing and promotions.	Community Services	Underway. There are 18 youth from the local middle and high schools that make up the web team. The web team is working on creating new content and using social media outlets to help create more awareness of the Ptownlife.org website.
Pilot Projects for Youth Master Plan Implementation	Develop a funding mechanism in which the City can pilot projects and services that meet identified needs of the Youth Master Plan.	Community Services	Ongoing and Completed. Funding for pilot projects for Youth Master Plan Implementation will take place through the FY 2015-18 budget process. Staff will request allocation in the Community Services - Youth and Teen program budget to support implementation efforts. Current implementation efforts have been completed using existing funding: Ptown Life Resource Network, Project Teen Friendly (Youth Commission Public Policy Sub Committee) and Happy Hour @ Lions Wayside Park (Friday Afterschool activities geared toward Middle School Students) .
Parent/Student Forums and Workshops	Provide a variety of parent and student forums and workshops throughout the school year for each of the identified age groups in the Youth Master Plan.	Community Services	Ongoing and Completed. Parent/Student forums and workshops are held monthly. The Youth Commission guides the selection of topics to be held monthly, special emphasis is provided during the academic year.
Teen Safety Programs	Continue to work with PUSD, YMPIC, and the Youth Commission, to look at teen alcohol consumption and teen at-risk behavior.	Police/CMO	Completed. City and Mothers with a Purpose have partnered together to launch a drug drop-off location at the police department lobby. Items accepted include prescription drugs, illegal narcotic, siringes, etc).

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Goals	Project Description	Responsible Department	Status
PUBLIC SAFETY			
<i>Assure a safe and secure community</i>			
QUALITY OF LIFE			
<i>Protect and enhance Pleasanton's quality of life</i>			
Second Bernal Bridge (crossing Arroyo de la Laguna)/Foothill Road	Project builds a second bridge adjacent to the historic steel bridge. The bridge provides left-turn access into the Windsor development. Also explore interim maintenance improvements.	CDD	Planning is underway. Applied for and received \$504,000 Federal Highway Bridge Program grant to remove paint and corrosion and re-paint. Existing paint contains lead. The project is included in the CIP. Staff is also exploring an alternative Bike/Ped bridge in-lieu of constructing second bridge over the Arroyo.
Acquisition of the Vacant Site City and County of San Francisco Site Adjacent to the City Library	Involves acquisition of land adjacent to the Library from City and County of San Francisco (property owner).	City Manager	Deferred to 2015.
Library and Civic Center Master Plan	Conduct preliminary planning studies evaluating options for developing a new library and administration building on both the existing civic center site and other locations, including the Bernal Property. Study will focus on financial implications, customer service needs and impacts to Downtown.	CMO/Library	Master plan process to commence in early 2015.
Co-sponsorship Policy	Review and update the current policy that defines the City's co-sponsorship requirements and benefit levels.	Community Services	Underway
Parks & Recreation Master Plan (Includes Implementation)	Develop a comprehensive working "Plan" that would inventory the City's current facilities and programs, and identify what recreational and park facilities and funding mechanisms will be needed by 2020. The last Municipal Facilities Master Plan was completed in 1990.	Community Services	Completed

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Goals	Project Description	Responsible Department	Status
<i>Protect and enhance Pleasanton's quality of life (Contd.)</i>			
Dolores Bengtson Aquatic Center Renovation	Project includes the replacement of pool deck, separation of filtration and circulation systems, construction of new mechanical room and lighting improvements for all three pools: lap pool, activity pool and diving pool. These improvements are required by Alameda County Health Department as indicated by the Health & Safety Code.	CMO/ Community Services	Completed
Old Stanley Blvd. Resurfacing	Project involves undergrounding of utilities, landscaping and resurfacing of Old Stanley Blvd.	Community Development	Underway. Design work is underway. Utility undergrounding estimated for 2016. Street improvements estimated for 2017.
Facility Use Policy & Procedures	Review and update the current policy to address the City's facility (building) rentals policies and procedures.	Community Services	Completed
Cultural Arts Master Plan	Update the Cultural Arts Master Plan.	Community Services	Completed
Civic Arts Marketing	Increase marketing and communication effectiveness regarding Civic Arts programming throughout the City to increase participation.	Community Services	Ongoing. The following progress has been made. Research has shown that the bulk of our clientele is from the Tri-Valley. While marketing efforts originally reached out beyond this area a new focus is placed on marketing efforts in and around the Tri-Valley area. We have expanded our social media communications and are finding success in engaging more clients through Facebook and Twitter. We are fine tuning relationships with regional partners such as Visit Tri-Valley and they are helping to promote the Firehouse in additional media outlets. Finally local newspapers are printing our press releases in their entirety and we are receiving more front page coverage in entertainment sections than ever before. Recently, we also launched an expanded marketing effort with downtown merchants to incentive shop and spend local in combination with Theater performances and events.

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Goals	Project Description	Responsible Department	Status
<i>Protect and enhance Pleasanton's quality of life (Contd.)</i>			
Alviso Adobe Community Park Master Plan	This project would involve an effort to evaluate and enhance programming at the Alviso Adobe Community Park, which may allow for modest capital improvements at the site to facilitate more ongoing interaction with the community. This effort will be coordinated by the Parks and Recreation Commission, in partnership with Alviso Friends and City staff.	Community Services	Underway.
Inclusion Policy and Implementation	Policy that outlines how the City provides services to persons with disabilities.	Community Services	Underway, estimated completion in 2015.
Cemetery Master Plan and include opportunity for privately funded veteran's memorial.	Plans may include irrigation, landscaping, etc. to bring our Pioneer Cemetery as close to Pleasanton park standards as possible. All options should be explored including drought resistant landscaping, public/private partnerships, etc. Since we have hundreds of veterans buried in the cemetery, it would be a perfect place for a veteran's memorial. There are private resources interested in pursuing this.	Community Services	Completed and Underway. Phased capital and operational improvements to be programmed in the 2015 Operating and Capital Budgets consistent with the Master Plan.
Valley Avenue Pedestrian Pathway	This project involves relocating the existing pedestrian pathway from the south side of the existing drainage channel to the north side along Valley Avenue between Sunol Boulevard and the Alameda County Transportation Corridor. An eight foot wide asphalt trail will be placed along Valley Avenue with modifications to the existing landscape. The project includes removal of the existing path and installation of fencing along portions of the new trail.	CDD	Completed
Stoneridge Creek Neighborhood Park (Formerly referred to as Staples Ranch 5-Acre Park)	Construction of a 5 acre neighborhood park located along Stoneridge that includes; vehicular parking, restroom, pedestrian circulation, pedestrian plaza, picnic tables, shade structure, two lighted tennis courts, and a stormwater detention area. The Parks and Recreation Commission approved the Staples Ranch Neighborhood Master Plan design.	CMO	Completed

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Goals	Project Description	Responsible Department	Status
<i>Protect and Enhance Pleasanton's quality of life (Contd.)</i>			
Complete Stoneridge Drive	Involves coordination of construction activities related to the Stoneridge Drive (Santa Rita intersection), Stoneridge Drive overlay project and final extension to El Charro.	Community Development	Completed
Iron Horse Trail (permanent alignment)	Construction of Iron Horse Trail, from Santa Rita Road to BART Station – EBRPD has secured grant funding for construction phase. This project will require coordination City staff.	Community Services	Completed

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<i>Downtown</i>			
Pursue Historic Preservation Guidelines	Complete process to implement revised historic preservation guidelines for Downtown.	CDD	Completed and Underway. 1st floor review under consideration by Plannining Commission; historic inventory underway; "historic" neighborhood signs to be installed in the near-term.
Encourage Downtown Mixed Use	In the Downtown, encourage mixed-use development which incorporates higher density and affordable residential units consistent with the Downtown Specific Plan, and the historic character of the City.	CDD	Ongoing. The rowhouses on the southern end of Peters Avenue are now completed while a new project adding 3 additional rowhouse-style homes – in addition to maintaining the corner property as a commercial location – at the north end of Peters Avenue is in preliminary development review. Additionally, City staff and PDA work with property owners to identify and guide additional opportunities for redevelopment projects that successfully combine commercial, office and housing.
Lions Wayside and Delucchi Park Master Plan	Design two parks consistent with the Downtown Specific Plan and Downtown Trails Plan. The renovation will compliment the new Firehouse Arts Center.	CMO/ Community Services	Completed. Construction planning underway; including state and federal permitting to underground the "ditch" in Lions-Wayside Park. This effort anticipated to take a full candar year to complete.
Downtown Specific Plan Update	Review the Downtown Specific Plan regarding consistency with current policies and commercial/residential uses and consider revisions as appropriate.	CMO/ED/CDD	Deferred to 2015; pending completion of East Side Plan and Housing Element.

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Goals	Project Description	Responsible Department	Status
<i>Downtown (Contd.)</i>			
Recruiting and Retaining Retail Downtown	Work closely with the City of Pleasanton's Economic Development Department, Economic Vitality Committee and other key stakeholders to develop and encourage more retail Downtown.	Economic Development	Ongoing. City is addressing this in several ways: direct contact with property owners to encourage investment and/or redevelopment of property to attract retail and restaurants uses; ongoing interaction with commercial brokers and property owners to identify prospective retail and restaurant tenants for vacant spaces; with the Pleasanton Downtown Association executive director, identification and solicitation of prospective shops that would be a good fit in downtown spaces; serving as an ombudsman to prospective tenants from space selection through approval/permitting; and continued update and promotion of downtown's retail and restaurant offerings on inPleasanton.com. Current emphasis is on bringing retail to fill the 728 (former bike shop), 706 (old mortuary) 530 (former Round Table) Main Street spaces, and encourage new development at 511 (pastime pool) and 725 (former Union Jack) Main Street. Civic Center Master Planning may also enable further vitality through consideration of mixed use and private development.
Public Parking	Work to increase public parking by working with others toward assessment districts and future City of Pleasanton improvements.	Economic Development	1) Lions and Wayside Delucchi Park master planning anticipates improvement to adjacent parking. Will include landscaping, asphalt, and new striping. 2) City is working with County to finalize acquisition of segments 7 thru 10 of railroad corridor. As of 10/1/2013, the City has finalized purchase of section 8-10. Section 7 remains contaminated and under the stewardship of Unocal.

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Goals	Project Description	Responsible Department	Status
ENVIRONMENTAL AWARENESS			
<i>Pursue environmental awareness, health, land use and preservation issues</i>			
Recycled Water Master Plan	Utilize water reclamation methods to the fullest extent feasible, where safe and nonpolluting.	Operations Services	Completed and Underway. Phase I design underway. Construction planned for 2015.
<i>Energy/Water/Air Quality</i>			
Climate Action Plan Implementation	Implementation of near-term supporting actions related to Land Use and Transportation.	CDD / OSC	Completed and Ongoing.
Energy Consumption Plan	Develop a comprehensive program to reduce City government energy consumption.	Operations Services	Completed and Ongoing.
Water Supply and Conservation Management	This project involves completion of City water management and conservation practices in cooperation with Zone 7 and other water providers. This project also includes management and oversight of the City's drought activities.	Operations Services	Completed and Ongoing.
Water Retailers Association	Disband the Water Retailers Association.	Operations Services	Completed

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Goals	Project Description	Responsible Department	Status
<i>Energy/Water/Air Quality (Contd.)</i>			
Energy Efficiency/Street Light LED replacement	Replace all City Street lights with LED.	Operations Services	Completed
Automated water meter infrastructure upgrade	Upgrade and install automated radio read telemetry transmitters and new water meters.	Operations Services	Underway. Pilot technology being evaluated for City-wide deployment.

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CITY SERVICES			
<i>Operate an effective and cost-efficient government</i>			
Jointly plan facilities for increased student population	Work with Pleasanton Unified School District and developers to plan facilities for increased student population, following adoption of the City's Housing Element.	CMO/City Council	Underway/Ongoing. PUSD recently requested City plan for an additional school site in the East Pleasanton area. Request has been factored into infrastructure costs for Specific Plan purposes. City will continue to assist PUSD with long-term planning.
Human Services Strategic Plan	Contract for facilitation services for development of a strategic plan, including implementation of services and special project outlined in the Human Services Needs Assessment.	Community Services	Completed

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Goals	Project Description	Responsible Department	Status
CITY SERVICES (Contd.)			
New City Website (Includes Pleasanton Business Website/Section)	Create a Pleasanton business-specific website that serves as an initial point of connection and communication for both prospective and existing companies, with information about the development services process, business support programs, demographic and industry sector data, business news and events, and links to resources as requested in the business survey. (Note: City staff will also concurrently update the City's website to reflect better organization, new look and improved technology).	City Manager / IT	Completed
Work with DSRSD and Zone 7 member agencies to identify streamlining opportunities.	Cooperate with and/or lead a group of members from regional agencies to consolidate operations.	Operations Services/City Council	Completed
Performance Standards	Coordinate with staff for the identification of organization performance standards that could be monitored based on criteria and frequency as determined by the City Council.	City Manager	Completed
Develop a comprehensive process of state and regional legislation monitoring	Use all resources, such as the League of California Cities and local legislative offices, to monitor state and regional legislative activity impacting local control and/or that has significant impact on City activities, when issues come up as described above. All councilmember's and senior staff should be involved in influencing state legislation.	City Manager	Completed

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Goals	Project Description	Responsible Department	Status
RECENTLY ADDED:			
Dog Park	Complete Dog Park on Bernal Property adjacent to Marylin Kane Trail.	CDD/CMO	Underway. Design approved by Park and Recreation Commision. City Council to consider item on January 6, 2015.
Rotary Park Improvements	Complete Phase I improvements consistent with approved conceptual plan. Construction to be underway in 2015.	CDD/CMO	Underway. Construction will be underway in 2015.

NEW PARKING LOT ITEMS:

- Fairgrounds Master Plan
- Stonridge Mall Retail Expansion
- Staples Ranch Community Park
- Two-Additional Tennis Courts at Tennis Park
- North-Pleasanton Police Substation
- Update and Training for Comprehensive Disaster Response Plan
- Enhance Broadband Connectivity
- BART to Livermore (monitor and influence Pleasanton impacts)