

CITY COUNCIL SPECIAL MEETING AGENDA

Monday, January 26, 2015 at 12:00 PM Arrillaga Family Recreation Center, Oak Room 700 Alma Street, Menlo Park, CA 94025

12:00 P.M. SPECIAL SESSION

ROLL CALL - Carlton, Cline, Keith, Mueller, Ohtaki

A. PUBLIC COMMENT #1

Under "Public Comment #1", the public may address the Council only on the subject listed on the agenda. Each speaker may address the Council once under Public Comment for a limit of three minutes. Please clearly state your name and address or political jurisdiction in which you live. The Council cannot act on items not listed on the agenda and, therefore, the Council cannot respond to non-agenda issues brought up under Public Comment other than to provide general information.

B. DISCUSSION OF COUNCIL GOALS

HANDOUTS

- 1. Agenda
- 2. Interviews Themes
- 3. Organizational Capacity Matrix
- 4. Status of 2014 Goals

C. ADJOURNMENT

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Adopted 2014 City Council Goals
The top goals from each Councilmember were identified, consolidated and discussed during the January 27, 2014, workshop. The following table summarizes the goals as adopted by the City Council on February 25, 2014. (UPDATED: January 22, 2015)

Item	Goal Description	Department	Key Next Steps /Initiatives	Status Update for January 26, 2015
1.	Continue work on the General Plan update.	Community Development / Public Works / Economic Development (Heineck – Lead)	 Focus on an M-2 Area plan, including Zoning Ordinance amendments. Consider circulation, including roadway classifications, Complete Streets, the City's Transportation Impact Analysis Guidelines (multi-modal level of service), and transportation management associations on a citywide basis. Develop and consider ways to streamline the development review process, including flowcharting of the current process, identification of administrative improvements, and identification of policy and/or ordinance changes. Develop and implement a community outreach and engagement plan, including ways to "tell the story" of the General Plan. Work with the Council Subcommittee to help guide the process and keep focus on the General Plan. Themes of sustainability, integration and connection will be included. Consider an optional element for Community Character, on which future work related to residential neighborhoods would be based, assuming the work would not impact the completion of an M-2 Area plan. 	Scope development and consultant selection conducted December 2013 through June 2014 with final scope and consultant contract approved June 17. GPAC appointments on August 19, 2014 with first meeting held August 25. Milestones include: • Community Workshops during Fall 2014/first workshop held on September 11 and 17, 2014 • Adoption of the Guiding Principles on December 16, 2014 • Complete Visioning by Spring 2015 • Public review drafts in Spring 2016 • Adoption in Summer 2015 Other outreach events have included: • Surveys • Symposia • Focus Groups • Stakeholder Interviews • Mobile Tours

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2.	Enhance economic development efforts, particularly in the downtown and industrial areas.	Economic Development/ Community Development/ Public Works (Cogan – Lead)	Update the Economic Development Strategic Plan, which will include the following elements: Business Retention/Expansion: Promotion of existing businesses. Assistance for small businesses. Business Retention meetings. Business Attraction: Identify desirable new types of businesses. Identify appropriate business types for the Eight (8) Economic Activity Centers in Menlo Park. Assess potential incentives necessary for attracting desired businesses. Reinstate Quarterly Economic Development Subcommittee Meetings.	Economic Trends Report presented in May 2014 Economic Development Stakeholder Group held two meetings Report to the City Council on Economic Development Plan goals planned for January 27, 2015 Revised Economic Development Plan approval planned for Spring 2015 Facilitated the opening of a new startup: HelloStartups Published three quarterly Economic Development newsletters (Q1, Q2, Q3) Installed Downtown Seating Pilot Program in August 2014 Held two quarterly Small Business Roundtable meetings (Q2, Q3)

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3.	Process and/or complete development projects, including: • Facilitate completion of Facebook project. • Implement Stanford development plans. • Implement Greenheart development plans. • Implement Bohannon/ Gateway project. • SRI project. • Commonwealth project. • Implement various residential projects including: -CORE Housing -Mid Peninsula/Willow Rd.	Community Development/ Public Works/Economic Development (Heineck – Lead)	 Key next steps vary depending on the status of each project. For projects in plan check or under construction (Facebook, Anton Menlo/Haven), the primary focus is on ensuring ongoing progress by: Phasing building permit review; Reviewing offsite construction improvements; Coordination with Caltrans; Quick resolution of issues; Timely issuance of permits; and Continuous inspection services. For projects undergoing development review and located on R-4-S zoned property (Greenheart/Hamilton, Greystar/Haven, and Mid Peninsula/Willow) key steps include: Staff review for compliance with R-4-S Design Standards; Review and coordination of offsite construction plans; Advisory review by the Planning Commission; and Final determination of compliance by the Community Development Director. For projects undergoing development review and located within the Specific Plan Area (500 ECR, Derry/1300 ECR) and other projects being considered in the area (612 College, 840 Menlo, 115 ECR, 1400 ECR, Park Theater and Roger Reynold's) key steps include: Environmental review to determine compliance with Specific Plan EIR (may require supplemental environmental review, traffic analysis), including Mitigation Measures; 	 Status of Development projects: 389 El Camino Real (26 residential units) – Complete 1460 El Camino Real (mixed use office and 16 residential units) – nearing completion Marriott Residence Inn – nearing completion Facebook West Campus – Completion targeted for March 2015 Beechwood School – Phase 1 complete; Phase 2 targeted to complete in Spring 2015 Mermaid Inn (hotel renovation / expansion) – In mid construction CS Bio – (37,428 sf R&D) In midconstruction Quadrus #4 – (32,671 sf office) – In midconstruction Anton Menlo (394 apartment units) – Construction started. Completion targeted for Spring 2016 Greenheart (Hamilton) (195 apartment units) – Demolition is complete; grading permits issued; preparing to issue on-site improvement permits Greystar (Haven) (146 apartments) – Undergoing building permit review. Completion targeted for Spring 2016 CORE housing (60 units) – Undergoing outside plan check and inspection. Completion targeted for 2015 Commonwealth Corporate center – Building permit issuance targeted for January 2015 612 College (4 residential units) – In plan check review for building permit; requires enhanced review for SP Mitigations

Item	Goal Description	Department	Key Next Steps /Initiatives	Status Update for January 26, 2015
3.	(continued)	(continued)	 Architectural Control Review by the Planning Commission to verify full compliance with detailed standards/guidelines and overall compatibility; May require negotiation of public benefit and/or other permits; May require public outreach or other unique process (i.e., public process for design of the Middle Avenue plaza); Implementation of Plan related elements to improve project processing (incorporation of Council-directed changes, establishment of a LEED auditor program, and Mitigation Measure compliance reporting). Additionally, the Specific Plan requires the implementation time to implementation Council-directed changes. For projects undergoing general development review (Commonwealth, SRI), key steps include: Environmental review, including traffic and other technical studies; Community outreach; Planning Commission review; May include negotiation of public benefit; and City Council review. Two of the projects are unique: CORE housing due to its location on Federal land. Menlo Gateway since the review process will depend on the project submittal. 	 Facebook Northwest – Completed land use entitlements; Awaiting building permit submittal Fire Station #6 – Land use entitlements completed; awaiting building permit submittal SRI Campus Renovation – EIR underway 1300 EI Camino Real (mixed use) - EIR underway 500 EI Camino Real (mixed use) – Applicant is working with a City Council subcommittee to refine proposal 1295 EI Camino Real (mixed use commercial with 15 residential units) – Undergoing land use entitlement review 133 Encinal (26 residential units) – Undergoing land use entitlement review Alma Station (25,156 sf office) – Undergoing land use entitlement review 1400 EI Camino Real (new hotel) – Undergoing preliminary project review 115 EI Camino Real (motel replacement with mixed use) – Waiting for submittal of land use applications Menlo Gateway – Waiting for applicant to submit possible project revisions Mid-Peninsula (Willow Housing) – Received loan commitment from City; Continuing to pursue remainder of funding; submitted for R-4-S zoning compliance

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4.	Explore modifying parking in the downtown.	Public Works (Quirion – Lead)	Analyze and report on parking plan implemented in 2011 and consider modifications.	A City Council study session was held April 29, 2014.
5.	Evaluate the City's Water Policy, including sources, uses, and conservation.	Public Works (Quirion – Lead)	Provide information to the public about the current local and regional water policy, including status of large, regional, and long-term issues.	A City Council study session focusing on water supply and the opportunity for additional water wells in the City was held June 3, 2014. The City Council took actions to implement (Aug. 2014) & revise (Nov. 2014) mandated water conservation measures in response to the ongoing drought.
6.	Enhance citywide public safety.	Police / Community Services (Jonsen – Lead)	 Open Neighborhood Services Center. Strengthen Neighborhood Watch. Implement Belle Haven Action Plan. Implement Surveillance cameras. Implement License Plate Readers. Deploy motorcycle traffic officers. 	For 2014, Part 1 crimes (homicide, rape, robbery, assault, burglary, larceny, and arson) dropped 11% to the lowest levels since 1999 Neighborhood Service Center opened in April 2014 and multiple Neighborhood Watch meetings, including community captain's training were held Implementation of the Belle Haven Neighborhood Action plan is continuing, with several action team meetings, community dialogues, and specific outreach regarding the General Plan Update Surveillance cameras and License Plate Readers are operational and have proven extremely helpful in investigating area crimes Increased enforcement efforts, supported by the reinstated motorcycle unit, have resulted in a 17% decline in traffic collisions

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7.	Improve traffic flow on El Camino Real.	Public Works/Planning/ Police (Quirion – Lead)	Traffic studies of vehicle, bicycle, and pedestrian flow are underway.	Data collection for the study was completed in April 2014, and the Existing Conditions Report released in September 2014. A second public workshop was held in October 2014, and four options were reviewed by the Bicycle and Transportation Commissions in November 2014. A third community workshop will be held in mid-February 2015 to review the alternatives analysis and results, before returning to the City Council for consideration of a preferred alternative and to finalize the study in Spring 2015.
8.	Improve public relations and communications.	All Departments (McIntyre – Lead)	 Update the communications plan to enhance proactive communications & public relations. City Manager dialogue with reporters. Proactive communication coaching session for City Council and staff. 	A staff Communications Team has been formed with representatives from various departments to proactively address communications opportunities. Communications training for City Council and staff is planned for Spring 2015
9.	Strengthen internal administrative systems to improve efficiency and effectiveness.	Administrative Services (Jerome-Robinson – Lead)	 Implement the completed Administrative Services study. Establish a modern human resources system that meets legal & efficiency requirements (needs major updates, many old policies). Develop an IT Master Plan. 	The Administrative Services study results were presented to Council on November 18, 2014. Human Resources staffing now includes a new HR Analyst and Office Assistant that were previously approved to improve operations and department capacity. Planning for the IT Master Plan will follow the review of the Administrative Services study.

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10.	Conduct more community events.	Economic Development / Community Services / Public Works (Cogan – Lead)	Increase number of community events (For example: movies in the park, additional PAC events, block parties, downtown events, and activities in the Belle Haven Action Plan).	Menlo Movie Series Off The Grid Downtown Family Fitness Extravaganza 100 OCT car shows Mayor's State of the City held at the Chestnut Street Paseo Promotional videos for events (including participating business sponsors/partners) have been well received.
11.	Maintain positive employee- employer relations.	Human Resources (Donnelly – Lead)	 Complete SEIU and POA contract negotiations. Initiate Police Sergeants contract. 	SEIU & POA contract negotiations were completed and the next round is expected to commence in early Spring 2015. PSA negotiations are underway.
12.	Explore shared services with other agencies.			Through the budget deliberations, staff identified several areas worth exploring for alternative service delivery options. These programs will be presented to City Council in Spring 2015. Staff continues to discuss opportunities with neighboring communities for shared services, however, this has been futile thus far.

Item	Goal Description	Department	Key Next Steps /Initiatives	Status Update for January 26, 2015
13.	Make gains in our climate action plan, reducing greenhouse emissions.	Public Works (Quirion – Lead)	Consider approval of strategies from the Climate Action Plan to meet the greenhouse gas reduction target.	In the FY2014-15 budget, funds were allocated to add a new staff member, an Environmental Programs Specialist, to the Environmental Program in Public Works. This position was filled in July 2014, which provided additional staff capacity to advance the City's climate-focused programs. However, the Environmental Programs Manager position was vacant for several months, and not filled until Fall 2014. Despite this setback, a new manager has been hired and staff has made gains in advancing the Regional Renewable Energy Procurement (solar) project, as well as the installation of electric vehicle chargers through the Bay Area Climate Collaborative's program to meet grant funding and rebate requirements. Adding to the staffing challenge in the Environmental Program are the state-mandated water restrictions and necessary outreach, which reduce the Environmental Programs' ability to continue to advance climate and other non-water projects.



January 21, 2015

City of Menlo Park City Council Interviews Themes Preparation for Goal Setting Workshop – January 26, 2015

Facilitator Jan Perkins conducted individual interviews with each member of the City Council on December 17, 2014. The purpose was to gather information to aid in planning the goal setting workshop to be held Jan 26, 2015. The following is a summary of the interviews.

COUNCILMEMBER COMMENTS

What big policy issues will the City be dealing with over the next year?

- 1. Solving the staff capacity problem so we can get goals accomplished
- Successful implementation of approved, pending and proposed commercial developments
- Being proactive with transportation/traffic
- 4. New housing units and affordability of housing
- 5. Water issues including response to drought, recycling, groundwater and flood control

Accomplishments over the last year:

- Belle Haven: substation opened; visioning process engaged leaders from the area; improved safety
- Pension reserve fund set up
- Affirmation of the specific plan through the election
- Housing element completion
- Downtown: outdoor dining at Left Bank, food truck Wednesdays
- Community garden
- Environment goal established of reducing carbon footprint
- Improved traffic flow
- Adequate union negotiations
- Correcting internal process problems (HR); some streamlining; IT
- Balanced budget
- AB1690 regarding housing element change allowed the city to include mixed use in sites
- Additional tools for community policing (license plate readers, body cameras)
- Progress on the general plan
- More green lanes for bicycles

Challenges facing the City:

- Zoning and M-2 general plan update; will be controversial
- Developments: the ones now in implementation will be challenging; need to understand public benefits
- Traffic: need traffic management strategy, including addressing impacts from other cities; 80% of traffic is from outside city; Willow Road traffic study
- Water: how we bring technologies forward (e.g., gray water, recycled water, etc.)
- Staffing: our policies do not set us up to get the talent we need (salaries, pension, etc.); turnover; long list of capital improvement and planning projects needs staffing
- IT master plan needed
- Economic development; ED plan completion
- Streamlining: predictability of development process needed
- Communications: Need to engage our community on projects and issues that will affect them (ex: GP and rezoning); there are innovative ways of engaging people who aren't typically engaged (e.g., social media); avoid government lingo; inform community better
- New school to be built in middle of industrial area
- Creating a bikable, walkable, livable city
- Public concerns about pension costs, perception that city is top heavy
- Making sure we have a balanced budget
- Flood control project must be handled sensitively or it will blow up (city is not in the lead on this)
- Dumbarton rail: money is needed for staffing this project

What do you hope will have occurred within 5 years?

- Policy/decision making: more forward thinking; look ahead of the curve rather than being reactive; longer approach to transportation and designing our town
- New restaurants in the downtown; improved downtown
- Sidewalks at Belle Haven and on Santa Cruz
- Completing housing
- Transit near Dumbarton (rail station)
- Plan for gray water in Menlo Park and taking some uses off the water-grid
- More diverse business base
- Compensation model that is a new way of compensating performance
- Build out of El Camino
- Online permitting and streamlined permit processes
- Revitalize M-2 and Belle Haven through general plan update (e.g., pharmacy, retail, grocery)

What is your vision for the community?

- *Public safety:*
 - Being on the cutting edge of protecting individual rights, through technology and policy
 - Community is empowered and ready for catastrophes; every neighborhood prepared for water, storage, where to go and what to do (Palo Alto has this plan)
 - o Transparency through the entire PD (e.g., cameras on all the time)
 - Good relationship with fire district
 - o Improved sense of safety in Belle Haven
 - o Independent police auditor (Palo Alto model) for people to make complaints to
- Cultural enrichment:
 - o Add public art, entertainment, encourage venues that are accessible to everyone
 - Outdoor movies downtown
 - More downtown events
 - Rebuilding of the Menlo Park Gate (historical structure taken down in the 1920s) to celebrate the city as a "gate to the future" and the role that Menlo Park has played on the Peninsula
 - Greater use of the performing arts center
 - Develop a tiny theater like in Redwood City
 - Place pianos outside so anyone can play them
- Beautification, development, transportation:
 - o Overall comments:
 - Innovation: Make purposeful decisions that will create what we want to have here 15-20 years from now, such as happened in Portland
 - Have an investment strategy rather than one-at-a-time projects
 - Beautification:
 - New entry ways to the city
 - Flower pots all over Santa Cruz Avenue; medians well cared for; dog park improved; parks look good and toilet access is available
 - Façade grant program
 - o Development:
 - Redevelopment of places in the town where people want to go
 - Our vision is in the 10 guiding principles for M-2
 - "Live, work, play" concept; walkable, vibrant; capture innovation sector (tech and bio-tech); we're not a suburb anymore; retain residential character
 - Responsible, beautiful, warm stucco colors
 - Parking garage
 - Infrastructure; map out what we need
 - o Transportation:
 - Fix El Camino/Ravenswood intersection;
 - Bikeable; multi-model; shuttle buses (funded by developers)

- Dumbarton rail line; more Cal Train lines
- Work with Palo Alto on Willow Road access
- Governance:
 - o Balanced, equitable view of the entire city
 - o Programmatic implementation of the vision
 - o Open, deliberate, transparent
 - More forward thinking, thinking more about "what if possibilities" and not as much about what can go wrong
 - Continued stability on the Council; civil discourse; appreciate each other's thoughts, with strenuous discussions

What legacy do you want to leave Menlo Park?

- It's about "we" not "I" in anything we do
- Creation of equity within the city
- Moving the city forward in thoughtful way with a sustainable plan for the future
- We transformed as a town through an attitude of "let's do this" rather than being afraid to do things
- Streamlined processes so developers/businesses want to come to Menlo Park (speedy processes, culture that is welcoming, and intelligent development)
- Revitalized downtown
- Quality of life both quantitative and qualitative
- Elimination of blight
- Beautiful housing built
- Number 1 bicycle city in the nation, Dumbarton rail, reduction in cars on the road
- Enough parks for everyone
- Created incubator firms; permanent home for venture capitalists; created office space that allowed small companies to stay as they grow
- Protected our tree canopy

What are your top priorities for the City to focus on in the coming year?

Most Councilmembers mentioned the following items.

- Staffing (fill positions, reduce turnover; understand what capacity is really needed to be successful with our projects and priorities)
- Prioritize the projects we already have on our list and do not add any
- Complete projects currently underway, including:
 - o General Plan process; stay on schedule with M-2 update
 - Complete sidewalks on Santa Cruz
 - Finish negotiations with Stanford
 - Move forward on bicycle pedestrian tunnel
 - Greenheart keep it moving forward
 - Other development projects



- Economic development
 - o Focus on revitalization of commercial areas
 - More restaurants with outdoor seating
 - o Implement the economic development plan
- Improve communications with the community; reduce jargon; be proactive
- Address traffic issues

Other items noted as important are listed below:

- Progress on Ravenswood/El Camino intersection; determine vision and funding Improve relationships with other agencies (ex: fire board, school district)
- Fix parking in the downtown
- Online permitting for basic residential permits (roof replacements, water heater replacements, kitchen/bath remodels, overnight parking permits)
- Community disaster preparedness partnership (outside group with fire district and chamber of commerce, schools, neighborhood groups; get the fire district to staff this
- Make progress on improving transit
- Develop a comprehensive water strategy
- Implementation of our water management policy
- Add an emergency well size after we complete the one being built at corporation yard
- Develop a purple pipe system for recycled water
- Sharon Heights Golf and Country Club and West Bay Sanitary District need staff to spend time on a recycled water study

Suggestions for the workshop:

- Need clear consensus among all five councilmembers about what we will work on during the year and no distractions from those
- Make sure we do not end up with a wish list; must have priorities
- Divide "must do" from "nice to do"
- Be realistic
- We need to put our goals into actionable words and clear language so expectations are clear (what our goals are and are not)
- Deeper conversation about a few things rather than a surface level discussion about many things
- Identify milestones (definitions) of what is achievable during the year (ex, for streamlining, for what projects and types?)
- Decide as a group how to stay the course after this session
- Engage staff in our discussions



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City of Menlo Park ORGANIZATIONAL CAPACITY MATRIX

			Sufficient Staffing for	Recommended		
		Currently	Best Practices	as "Must Do"	Currently	Lead
#	Identified Priorities	Budgeted	Outcomes	in 2015	Underway	Department
1.	Staffing (update job descriptions, fill positions,	YES	NO	YES	YES	HUMAN
	add capacity, reduce turnover)					RESOURCES
2.	General Plan process; stay on schedule with	YES	YES	YES	YES	COMMUNITY
	revitalization of commercial areas/M-2					DEVELOPMENT
3.	Active projects in construction:	YES	NO	YES	YES	COMMUNITY
	Facebook East					DEVELOPMENT
	Hunter Mixed Use					
	Marriott Residence Inn					
	Quadrus Building #4					
	Facebook West					
	CS Bio					
	Mermaid Inn					
	Beechwood School					
	Anton Menlo					
	Commonwealth Corporate Center					
4.	Projects pending or under review for building	YES	NO	YES	YES	COMMUNITY
	permits:					DEVELOPMENT
	BBC Restaurant					
	Facebook Northwest					
	Hamilton Housing					
	Greystar Housing					
	Core Housing					

			Sufficient	_		
		_	Staffing for	Recommended		
		Currently	Best Practices	as "Must Do"	Currently	Lead
#	Identified Priorities	Budgeted	Outcomes	in 2015	Underway	Department
5.	Projects Pending Land Use Entitlements:	YES	NO	YES	YES	COMMUNITY
	500 El Camino Real/Stanford (negotiations					DEVELOPMENT
	including bicycle/pedestrian tunnel funding)					
	1300 El Camino Real/Green Heart					
	Menlo Gateway					
	SRI					
	Hunter/Roger Reynolds					
	Alma Station					
	Mid Peninsula Housing/Willow					
	650 Live Oak Mixed Use					
	1400 El Camino Real/Hotel					
6.	Specific Plan review	YES	NO	YES	YES	COMMUNITY
						DEVELOPMENT
7.	Housing Element implementation programs	YES	YES	YES	NO	COMMUNITY
						DEVELOPMENT
8.	Establish public benefits approach for	NO	NO	NO	YES	ECONOMIC
	development projects					DEVELOPMENT,
						COMMUNITY
						DEVELOPMENT
9.	Complete sidewalks on Santa Cruz Ave	PARTIALLY	YES	NO	YES	PUBLIC WORKS
10.	Determine vision and funding for El	YES	NO	NO	NO	PUBLIC WORKS
	Camino/Ravenswood/Alma intersections (grade					
	separation study)					
11.	Address downtown parking	NO	NO	NO	NO	PUBLIC WORKS
12.	Transit improvements (TMA's, etc.)	NO	NO	NO	NO	PUBLIC WORKS
13.	Address traffic issues on Willow Road	NO	NO	YES	NO	PUBLIC WORKS
14.	El Camino Real Corridor study & design	STUDY ONLY	STUDY ONLY	YES	NO	PUBLIC WORKS
	implementation					

			Sufficient Staffing for	Recommended		
		Currently	Best Practices	as "Must Do"	Currently	Lead
#	Identified Priorities	Budgeted	Outcomes	in 2015	Underway	Department
15.	Develop a water master plan	NO	NO	NO	NO	PUBLIC WORKS
	Add additional emergency well	NO	NO	NO	NO	-
	Develop a recycled water program	NO	NO	NO	NO	
	Recycled water study for Sharon Heights	NO	NO	NO	YES	-
	Golf and Country Club and West Bay Sanitary District				(WEST BAY STUDY)	
16.	Dumbarton rail corridor	NO	NO	NO	NO	PUBLIC WORKS
17.	Caltrain electrification design review	NO	NO	YES	YES	PUBLIC WORKS
18.	High speed rail environmental process (expected to start mid 2015)	NO	NO	YES	YES	PUBLIC WORKS
19.	Grant-funded projects (with deadlines for completion) for Traffic signal improvements (Willow, Sand Hill) Bicycle/pedestrian improvements (Haven, O'Connor School area, Valparaiso, citywide)	YES	YES	YES	YES	PUBLIC WORKS
20.	Renewable energy – solar installation at City buildings	YES	YES	YES	YES	PUBLIC WORKS
21.	Climate Action Plan implementation	PARTIALLY	PARTIALLY	YES	YES	PUBLIC WORKS
22.	Pope/Chaucer bridge improvements	YES	NO	NO	NO	PUBLIC WORKS
23.	101/Willow Road interchange – Caltrans improvements design & construction	PARTIALLY	YES	YES	YES	PUBLIC WORKS
24.	Bayfront canal/Atherton channel flooding in Redwood City/Menlo Park agreement on costs	NO	NO	YES	YES	PUBLIC WORKS
25.	Administration building space planning implementation	PARTIALLY	YES	YES	YES	PUBLIC WORKS



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			Sufficient			
			Staffing for	Recommended		
		Currently	Best Practices	as "Must Do"	Currently	Lead
#	Identified Priorities	Budgeted	Outcomes	in 2015	Underway	Department
26.	Update to Heritage Tree ordinance	YES	YES	YES	YES	PUBLIC WORKS
27.	Downtown utility undergrounding	YES	NO	NO	YES	PUBLIC WORKS
28.	Downtown Specific Plan Streetscape	YES	YES	NO	YES	PUBLIC WORKS
	implementation (Ex: paseo, parklets)					
29.	Complete Library Space Needs Study	YES	NO	NO	NO	PUBLIC WORKS,
						LIBRARY
30.	Create a community disaster preparedness	NO	NO	YES	NO	POLICE
	partnership (outside group with fire district and					
	chamber of commerce, schools, neighborhood					
	groups; get the fire district to staff this)					
31.	Improve relationships with other agencies (Fire	YES	YES	YES	YES	CITY
	District, school district, etc.)					MANAGER'S
						OFFICE
32.	Improve communications with the community	YES	YES	YES	NO	CITY
						MANAGER'S
						OFFICE
33.	Friendship/Sister City program	NO	NO	NO	YES	CITY
						MANAGER'S
						OFFICE
34.	Prioritization of what is most important to the	YES	YES	YES	YES	CITY
	City Council so that staff can focus the work on					MANAGER'S
	those priorities					OFFICE
35.	Expand Downtown outdoor seating pilot	YES	YES	NO	YES	ECONOMIC
	program					DEVELOPMENT
36.	Implement economic development plan	NO	YES	YES	YES	ECONOMIC
						DEVELOPMENT

			Sufficient			
			Staffing for	Recommended		
		Currently	Best Practices	as "Must Do"	Currently	Lead
#	Identified Priorities	Budgeted	Outcomes	in 2015	Underway	Department
37.	Online permitting for basic residential permits	NO	NO	NO	NO	INFORMATION
	(roof replacements, water heater replacements,					TECHNOLOGY
	kitchen/bath remodels, overnight parking					
	permits)					
38.	Develop IT master plan	YES	NO	YES	NO	INFORMATION
						TECHNOLOGY
39.	Create capacity for IT	NO	NO	YES	NO	INFORMATION
						TECHNOLOGY
40.	Upgrade existing financial system	YES	YES	YES	YES	FINANCE
41.	Implementation of recommendations from					COMMUNITY
	department operational reviews (including,					SERVICES,
	among others):					LIBRARY
	 Updating the Library and Community 	NO	NO	YES	NO	
	Services Departmental Strategic Plans					
	 Updating City administrative 	NO	NO	YES	NO	
	policies/procedures, documenting					
	procedures					
	 Updating the Library and Community 	NO	NO	YES	NO	
	Services departmental policies					
	 Improving relationships with 	NO	NO	YES	NO	
	stakeholders (school districts, user					
	groups, etc.)					
42.	Analysis and prioritization of alternative service	YES	YES	YES	NO	COMMUNITY
	delivery model goals, what outcome is desired					SERVICES
	(financial, service changes, etc.) and what metrics					
	determine success					

			Sufficient			
			Staffing for	Recommended		
		Currently	Best Practices	as "Must Do"	Currently	Lead
#	Identified Priorities	Budgeted	Outcomes	in 2015	Underway	Department
43.	Belle Haven Action Plan implementation	YES	YES	YES	YES	COMMUNITY
						SERVICES
44.	Improve and enhance special events	YES	NO	YES	YES	COMMUNITY
						SERVICES
45.	Cost recovery in all Community Services	YES	YES	YES	YES	COMMUNITY
	programs					SERVICES
46.	Belle Haven Pool Facilities Analysis for year-	NO	NO	YES	NO	COMMUNITY
	round operations					SERVICES





OFFICE OF THE CITY MANAGER

Council Meeting Date: January 26, 2015

Staff Report #: 15-024

HANDOUT: Update on 2014 City Council Goals

RECOMMENDATION

This is an informational item and does not require City Council action.

POLICY ISSUES

It has been the City Council's policy to adopt goals annually. Any policy issues that may arise from the implementation of individual goals will be considered at that time.

BACKGROUND

The City Council held a Special Meeting on January 27, 2014, at the Arrillaga Family Recreation Center to discuss and identify the priority goals for the year. The workshop was facilitated by Jan Perkins, Senior Partner with Management Partners, and included public comments and input from several members of the public. Following the adoption of the goals by the City Council on February 25, 2014, staff used the City Council's identified priorities to help craft the FY2014-15 budget which the City Council adopted on June 17, 2014.

ANALYSIS

The City Council identified several ongoing and new goals for 2014. The adopted goals list identified tasks, strategies, and milestones for each of the items.

The specific status update for each goal is included in the attached table.

IMPACT ON CITY RESOURCES

Several of the adopted goals required resources which the City Council approved during the 2014-15 budget process in June 2014.

PUBLIC NOTICE

Public Notification was achieved by posting the agenda, with this agenda item being listed, at least 72 hours prior to the meeting.

ATTACHMENTS

A. 2014 Adopted City Council Goals List and Status Update

Report prepared by: Clay J. Curtin Assistant to the City Manager

Adopted 2014 City Council Goals

The top goals from each Councilmember were identified, consolidated and discussed during the January 27, 2014, workshop. The following table summarizes the goals as adopted by the City Council on February 25, 2014. (UPDATED: January 22, 2015)

Item	Goal Description	Department	Key Next Steps /Initiatives	Status Update for January 26, 2015
1.	Continue work on the General Plan update.	Community Development / Public Works / Economic Development (Heineck – Lead)	 Focus on an M-2 Area plan, including Zoning Ordinance amendments. Consider circulation, including roadway classifications, Complete Streets, the City's Transportation Impact Analysis Guidelines (multi-modal level of service), and transportation management associations on a citywide basis. Develop and consider ways to streamline the development review process, including flowcharting of the current process, identification of administrative improvements, and identification of policy and/or ordinance changes. Develop and implement a community outreach and engagement plan, including ways to "tell the story" of the General Plan. Work with the Council Subcommittee to help guide the process and keep focus on the General Plan. Themes of sustainability, integration and connection will be included. Consider an optional element for Community Character, on which future work related to residential neighborhoods would be based, assuming the work would not impact the completion of an M-2 Area plan. 	Scope development and consultant selection conducted December 2013 through June 2014 with final scope and consultant contract approved June 17. GPAC appointments on August 19, 2014 with first meeting held August 25. Milestones include: • Community Workshops during Fall 2014/first workshop held on September 11 and 17, 2014 • Adoption of the Guiding Principles on December 16, 2014 • Complete Visioning by Spring 2015 • Public review drafts in Spring 2016 • Adoption in Summer 2015 Other outreach events have included: • Surveys • Symposia • Focus Groups • Stakeholder Interviews • Mobile Tours

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Item	Goal Description	Department	Key Next Steps /Initiatives	Status Update for January 26, 2015
2.	Enhance economic development efforts, particularly in the downtown and industrial areas.	Economic Development/ Community Development/ Public Works (Cogan – Lead)	Update the Economic Development Strategic Plan, which will include the following elements: Business Retention/Expansion: Promotion of existing businesses. Assistance for small businesses. Business Retention meetings. Business Attraction: Identify desirable new types of businesses. Identify appropriate business types for the Eight (8) Economic Activity Centers in Menlo Park. Assess potential incentives necessary for attracting desired businesses. Reinstate Quarterly Economic Development Subcommittee Meetings.	Economic Trends Report presented in May 2014 Economic Development Stakeholder Group held two meetings Report to the City Council on Economic Development Plan goals planned for January 27, 2015 Revised Economic Development Plan approval planned for Spring 2015 Facilitated the opening of a new startup: HelloStartups Published three quarterly Economic Development newsletters (Q1, Q2, Q3) Installed Downtown Seating Pilot Program in August 2014 Held two quarterly Small Business Roundtable meetings (Q2, Q3)

Item	Goal Description	Department	Key Next Steps /Initiatives	Status Update for January 26, 2015
3.	Process and/or complete development projects, including: • Facilitate completion of Facebook project. • Implement Stanford development plans. • Implement Greenheart development plans. • Implement Bohannon/ Gateway project. • SRI project. • Commonwealth project. • Implement various residential projects including: -CORE Housing -Mid Peninsula/Willow Rd.	Community Development/ Public Works/Economic Development (Heineck – Lead)	 Key next steps vary depending on the status of each project. For projects in plan check or under construction (Facebook, Anton Menlo/Haven), the primary focus is on ensuring ongoing progress by: Phasing building permit review; Reviewing offsite construction improvements; Coordination with Caltrans; Quick resolution of issues; Timely issuance of permits; and Continuous inspection services. For projects undergoing development review and located on R-4-S zoned property (Greenheart/Hamilton, Greystar/Haven, and Mid Peninsula/Willow) key steps include: Staff review for compliance with R-4-S Design Standards; Review and coordination of offsite construction plans; Advisory review by the Planning Commission; and Final determination of compliance by the Community Development Director. For projects undergoing development review and located within the Specific Plan Area (500 ECR, Derry/1300 ECR) and other projects being considered in the area (612 College, 840 Menlo, 115 ECR, 1400 ECR, Park Theater and Roger Reynold's) key steps include: Environmental review to determine compliance with Specific Plan EIR (may require supplemental environmental review, traffic analysis), including Mitigation Measures; 	 Status of Development projects: 389 El Camino Real (26 residential units) – Complete 1460 El Camino Real (mixed use office and 16 residential units) – nearing completion Marriott Residence Inn – nearing completion Facebook West Campus – Completion targeted for March 2015 Beechwood School – Phase 1 complete; Phase 2 targeted to complete in Spring 2015 Mermaid Inn (hotel renovation / expansion) – In mid construction CS Bio – (37,428 sf R&D) In midconstruction Quadrus #4 – (32,671 sf office) – In midconstruction Anton Menlo (394 apartment units) – Construction started. Completion targeted for Spring 2016 Greenheart (Hamilton) (195 apartment units) – Demolition is complete; grading permits issued; preparing to issue on-site improvement permits Greystar (Haven) (146 apartments) – Undergoing building permit review. Completion targeted for Spring 2016 CORE housing (60 units) – Undergoing outside plan check and inspection. Completion targeted for 2015 Commonwealth Corporate center – Building permit issuance targeted for January 2015 612 College (4 residential units) – In plan check review for building permit; requires enhanced review for SP Mitigations

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3.	(continued)	(continued)	 Architectural Control Review by the Planning Commission to verify full compliance with detailed standards/guidelines and overall compatibility; May require negotiation of public benefit and/or other permits; May require public outreach or other unique process (i.e., public process for design of the Middle Avenue plaza); Implementation of Plan related elements to improve project processing (incorporation of Council-directed changes, establishment of a LEED auditor program, and Mitigation Measure compliance reporting). Additionally, the Specific Plan requires the implementation time to implementation Council-directed changes. For projects undergoing general development review (Commonwealth, SRI), key steps include: Environmental review, including traffic and other technical studies; Community outreach; Planning Commission review; May include negotiation of public benefit; and City Council review. Two of the projects are unique: CORE housing due to its location on Federal land. Menlo Gateway since the review process will depend on the project submittal. 	 Facebook Northwest – Completed land use entitlements; Awaiting building permit submittal Fire Station #6 – Land use entitlements completed; awaiting building permit submittal SRI Campus Renovation – EIR underway 1300 EI Camino Real (mixed use) - EIR underway 500 EI Camino Real (mixed use) – Applicant is working with a City Council subcommittee to refine proposal 1295 EI Camino Real (mixed use commercial with 15 residential units) – Undergoing land use entitlement review 133 Encinal (26 residential units) – Undergoing land use entitlement review Alma Station (25,156 sf office) – Undergoing land use entitlement review 1400 El Camino Real (new hotel) – Undergoing preliminary project review 115 El Camino Real (motel replacement with mixed use) – Waiting for submittal of land use applications Menlo Gateway – Waiting for applicant to submit possible project revisions Mid-Peninsula (Willow Housing) – Received loan commitment from City; Continuing to pursue remainder of funding; submitted for R-4-S zoning compliance

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4.	Explore modifying parking in the downtown.	Public Works (Quirion – Lead)	Analyze and report on parking plan implemented in 2011 and consider modifications.	A City Council study session was held April 29, 2014.
5.	Evaluate the City's Water Policy, including sources, uses, and conservation.	Public Works (Quirion – Lead)	Provide information to the public about the current local and regional water policy, including status of large, regional, and long-term issues.	A City Council study session focusing on water supply and the opportunity for additional water wells in the City was held June 3, 2014. The City Council took actions to implement (Aug. 2014) & revise (Nov. 2014) mandated water conservation measures in response to the ongoing drought.
6.	Enhance citywide public safety.	Police / Community Services (Jonsen – Lead)	 Open Neighborhood Services Center. Strengthen Neighborhood Watch. Implement Belle Haven Action Plan. Implement Surveillance cameras. Implement License Plate Readers. Deploy motorcycle traffic officers. 	For 2014, Part 1 crimes (homicide, rape, robbery, assault, burglary, larceny, and arson) dropped 11% to the lowest levels since 1999 Neighborhood Service Center opened in April 2014 and multiple Neighborhood Watch meetings, including community captain's training were held Implementation of the Belle Haven Neighborhood Action plan is continuing, with several action team meetings, community dialogues, and specific outreach regarding the General Plan Update Surveillance cameras and License Plate Readers are operational and have proven extremely helpful in investigating area crimes Increased enforcement efforts, supported by the reinstated motorcycle unit, have resulted in a 17% decline in traffic collisions

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7.	Improve traffic flow on El Camino Real.	Public Works/Planning/ Police (Quirion – Lead)	Traffic studies of vehicle, bicycle, and pedestrian flow are underway.	Data collection for the study was completed in April 2014, and the Existing Conditions Report released in September 2014. A second public workshop was held in October 2014, and four options were reviewed by the Bicycle and Transportation Commissions in November 2014. A third community workshop will be held in mid-February 2015 to review the alternatives analysis and results, before returning to the City Council for consideration of a preferred alternative and to finalize the study in Spring 2015.
8.	Improve public relations and communications.	All Departments (McIntyre – Lead)	 Update the communications plan to enhance proactive communications & public relations. City Manager dialogue with reporters. Proactive communication coaching session for City Council and staff. 	A staff Communications Team has been formed with representatives from various departments to proactively address communications opportunities. Communications training for City Council and staff is planned for Spring 2015
9.	Strengthen internal administrative systems to improve efficiency and effectiveness.	Administrative Services (Jerome-Robinson – Lead)	 Implement the completed Administrative Services study. Establish a modern human resources system that meets legal & efficiency requirements (needs major updates, many old policies). Develop an IT Master Plan. 	The Administrative Services study results were presented to Council on November 18, 2014. Human Resources staffing now includes a new HR Analyst and Office Assistant that were previously approved to improve operations and department capacity. Planning for the IT Master Plan will follow the review of the Administrative Services study.

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10.	Conduct more community events.	Economic Development / Community Services / Public Works (Cogan – Lead)	Increase number of community events (For example: movies in the park, additional PAC events, block parties, downtown events, and activities in the Belle Haven Action Plan).	Menlo Movie Series Off The Grid Downtown Family Fitness Extravaganza 100 OCT car shows Mayor's State of the City held at the Chestnut Street Paseo Promotional videos for events (including participating business sponsors/partners) have been well received.
11.	Maintain positive employee- employer relations.	Human Resources (Donnelly – Lead)	 Complete SEIU and POA contract negotiations. Initiate Police Sergeants contract. 	SEIU & POA contract negotiations were completed and the next round is expected to commence in early Spring 2015. PSA negotiations are underway.
12.	Explore shared services with other agencies.	All Departments (McIntyre – Lead)	 Update the current list of contract services. Look for opportunities to: Contract out Provide contract services to other agencies, or Share services. 	Through the budget deliberations, staff identified several areas worth exploring for alternative service delivery options. These programs will be presented to City Council in Spring 2015. Staff continues to discuss opportunities with neighboring communities for shared services, however, this has been futile thus far.

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13.	Make gains in our climate action plan, reducing greenhouse emissions.	Public Works (Quirion – Lead)	Consider approval of strategies from the Climate Action Plan to meet the greenhouse gas reduction target.	In the FY2014-15 budget, funds were allocated to add a new staff member, an Environmental Programs Specialist, to the Environmental Program in Public Works. This position was filled in July 2014, which provided additional staff capacity to advance the City's climate-focused programs. However, the Environmental Programs Manager position was vacant for several months, and not filled until Fall 2014. Despite this setback, a new manager has been hired and staff has made gains in advancing the Regional Renewable Energy Procurement (solar) project, as well as the installation of electric vehicle chargers through the Bay Area Climate Collaborative's program to meet grant funding and rebate requirements. Adding to the staffing challenge in the Environmental Program are the state-mandated water restrictions and necessary outreach, which reduce the Environmental Programs' ability to continue to advance climate and other non-water projects.