



REGULAR MEETING AGENDA

Date: 5/11/2021
Time: 5:00 p.m.
Location: [Zoom.us/join](https://zoom.us/join) – ID# 998 8073 4930

NOVEL CORONAVIRUS, COVID-19, EMERGENCY ADVISORY NOTICE

On March 19, 2020, the Governor ordered a statewide stay-at-home order calling on all individuals living in the State of California to stay at home or at their place of residence to slow the spread of the COVID-19 virus. Additionally, the Governor has temporarily suspended certain requirements of the Brown Act. For the duration of the shelter in place order, the following public meeting protocols will apply.

Teleconference meeting: All members of the City Council, city staff, applicants, and members of the public will be participating by teleconference. To promote social distancing while allowing essential governmental functions to continue, the Governor has temporarily waived portions of the open meetings act and rules pertaining to teleconference meetings. This meeting is conducted in compliance with the Governor Executive Order N-25-20 issued March 12, 2020, and supplemental Executive Order N-29-20 issued March 17, 2020.

- How to participate in the closed session and regular meeting
 - Submit a written comment online up to 1-hour before the meeting start time:
menlopark.org/publiccommentMay11 *
 - Access the meeting real-time online at:
[Zoom.us/join](https://zoom.us/join) – Meeting ID 998 8073 4930
 - Access the meeting real-time via telephone at:
(669) 900-6833
Meeting ID 998 8073 4930
Press *9 to raise hand to speak

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- Watch meeting:
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Channel 26
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According to City Council policy, all meetings of the City Council are to end by midnight unless there is a super majority vote taken by 11:00 p.m. to extend the meeting and identify the items to be considered after 11:00 p.m.

Closed Session ([Zoom.us/join](https://zoom.us/join) – ID# 998 8073 4930)

A. Call To Order

B. Roll Call

C. Agenda Adoption

Agenda Adoption provides advance notice to members of the public and City staff of any modifications to the agenda order and any requests from City Councilmembers under City Councilmember reports.

D. Closed Session

Public Comment on these items will be taken before adjourning to Closed Session.

D1. CONFERENCE WITH LEGAL COUNSEL—EXISTING LITIGATION

(Paragraph (1) of subdivision (d) of Section 54956.9)

Case number: 21-CIV-01717

D2. Closed session conference with labor negotiators pursuant to Government Code §54957.6 regarding labor negotiations with the American Federation of State, County, and Municipal Employees Local 829 (AFSCME) and Confidential employees; Service Employees International Union Local 521 (SEIU); Menlo Park Police Sergeants Association (PSA); Menlo Park Police Officers' Association (POA); and unrepresented management

Attendees: City Manager Starla Jerome-Robinson, Assistant City Manager Nick Pegueros, City Attorney Nira F. Doherty, Human Resources Director Theresa DellaSanta

D3. CONFERENCE WITH LEGAL COUNSEL—ANTICIPATED LITIGATION

Initiation of litigation pursuant to paragraph (4) of subdivision (d) of Section 54956.9:

(One potential cases)

E. Adjournment

Regular Session ([Zoom.us/join](https://zoom.us/join) – ID# 998 8073 4930)

F. Call To Order

G. Roll Call

H. Report from Closed Session

I. Presentations and Proclamations

I1. Proclamation: Recognizing May 2021 as Bike Month ([Attachment](#))

I2. Proclamation: Recognizing May 2021 as Mental Health Month ([Attachment](#))

[Web form public comment received on item I2.](#)

J. Public Comment

Under “Public Comment,” the public may address the City Council on any subject not listed on the agenda. Each speaker may address the City 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 City Council cannot act on items not listed on the agenda and, therefore, the City Council cannot respond to non-agenda issues brought up under public comment other than to provide general information.

K. Consent Calendar

K1. Accept the City Council meeting minutes for April 20 and April 27, 2021 ([Attachment](#))

K2. Authorize the city manager to execute an agreement with HdL Companies to provide transient occupancy tax administration and audit services for a fixed fee and short term rental transient occupancy tax enforcement for a performance-based revenue share ([Staff Report #21-098-CC](#))

[Web form public comment received on item K2.](#)

K3. Authorize the creation of a sub-fund of the general fund titled “one-time revenue” into which significant, largely unrestricted and non-recurring revenues are recorded ([Staff Report #21-101-CC](#))

L. Public Hearing

L1. Adopt Resolution No. 6625 approving rate increases for the next five years for Menlo Park Municipal Water ([Staff Report #21-104-CC](#))

[Web form public comment received on item L1.](#)

Recess

M. Regular Business

M1. Adopt Resolution No. 6623 to authorize a grant to Habitat for Humanity Greater San Francisco (Habitat) of \$1.2 million for preservation of existing housing through their Homeownership Preservation Program and authorize the city manager to execute all related agreements and documents ([Staff Report #21-099-CC](#))

M2. Adopt purpose statements for City Council subcommittees, formally appoint Wolosin to the Climate Action Plan subcommittee and Combs and Wolosin to the Housing Element subcommittee ([Staff Report #21-097-CC](#))

M3. Adopt Resolution No. 6624 creating a special revenue fund titled “City Services Contribution – 301-309 Constitution Drive” restricted to services that benefit the safety of the local community ([Staff Report #21-102-CC](#))

N. Informational Items

- N1. City Council agenda topics: May – June 2021 ([Staff Report #21-096-CC](#))
- N2. Transmittal of City Manager's proposed fiscal year 2021-22 budget ([Staff Report #21-100-CC](#))

[Web form public comment received on item N2.](#)

- N3. San Francisco Public Utilities Commission implements voluntary water reductions to 2019 peak levels this summer per annual memorandum on water supply availability estimates ([Staff Report #21-103-CC](#))

O. City Manager's Report

P. City Councilmember Reports

Q. Adjournment

At every regular meeting of the City Council, in addition to the public comment period where the public shall have the right to address the City Council on any matters of public interest not listed on the agenda, members of the public have the right to directly address the Council on any item listed on the agenda at a time designated by the chair, either before or during the City Council's consideration of the item.

At every special meeting of the City Council, members of the public have the right to directly address the City Council on any item listed on the agenda at a time designated by the chair, either before or during consideration of the item. For appeal hearings, appellant and applicant shall each have 10 minutes for presentations.

If you challenge any of the items listed on this agenda in court, you may be limited to raising only those issues you or someone else raised at the public hearing described in this notice, or in written correspondence delivered to the City of Menlo Park at, or prior to, the public hearing. Any writing that is distributed to a majority of the City Council by any person in connection with an agenda item is a public record (subject to any exemption under the Public Records Act) and is available by request by emailing the city clerk at jaherren@menlopark.org. Persons with disabilities, who require auxiliary aids or services in attending or participating in City Council meetings, may call the City Clerk's Office at 650-330-6620.

Agendas are posted in accordance with Government Code Section 54954.2(a) or Section 54956. Members of the public can view electronic agendas and staff reports by accessing the City website at menlopark.org/agenda and can receive email notification of agenda and staff report postings by subscribing to the "Notify Me" service at menlopark.org/notifyme. Agendas and staff reports may also be obtained by contacting City Clerk at 650-330-6620. (Posted: 5/6/2021)

PROCLAMATION

RECOGNIZING MAY 2021 AS BIKE MONTH

WHEREAS, National Bike Month was established in 1956 to recognize the month of May as an annual recognition of bicycling as a convenient, fun, popular, and healthy form of transportation in the United States; and

WHEREAS, the City of Menlo Park acknowledges that bicycling to work or school is an integral commute mode in the multimodal transportation network which alleviates traffic congestion, reduces air pollution, and decreases fuel consumption; and

WHEREAS, bike-to-work and bike-to-school days have proven effective in promoting adults and children to bicycle and educating residents about the environmental importance of biking to work or school regularly; and

WHEREAS, the City of Menlo Park encourages both its residents and visitors to bike to work or school, in order to improve air quality and promote the health benefits of cycling; and

WHEREAS, the City of Menlo Park Safe Routes to School program encourages children to bicycle and walk to school to develop life-long skills and independence; and

WHEREAS, the Bay Area will participate in the 10th Annual National Bike-to-School Day on Wednesday, May 5, 2021 and the 27th Annual Bike-to-Work/Wherever Day event on Friday, May 21, 2021 partnering with local bicycle coalitions, public school districts, private schools, and non-profit agencies in promoting a month-long message that bicycling is a fun, healthy, and environmentally viable form of transportation even when practiced safely during the COVID-19 pandemic.

NOW THEREFORE, BE IT PROCLAIMED that I, Drew Combs, Mayor of the City of Menlo Park, on behalf of the City Council, do hereby proclaim the month of May 2021 as Bike Month in the City of Menlo Park.

DocuSigned by:

Drew Combs

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Drew Combs, Mayor
May 2021

PROCLAMATION

RECOGNIZING MAY 2021 AS MENTAL HEALTH MONTH

WHEREAS, mental health and freedom from substance use issues is fundamental to the overall health and well-being of all community members in San Mateo County, regardless of gender, race, ethnicity, sexual orientation, religion, or economic status; and

WHEREAS, mental health and substance use conditions affects one in four adults in the United States in 2019; estimates suggest that one in four adults with a mental health condition are not receiving the help they need; and

WHEREAS, mental health and substance use conditions are as treatable as other health conditions, and people who have mental health and substance use issues can recover and lead full, productive lives; and

WHEREAS, stigma prevents many from seeking services and support; education and contact with those sharing stories of hope and recovery are key to reducing this stigma; and

WHEREAS, the 2021 May Mental Health Month focuses on the theme #HopeForChange; the past year has brought unanticipated changes – leaving us to face these challenges and transform. #HopeForChange reminds us to spread hope and rely on the hope that carried us through a year of change; and

WHEREAS, the San Mateo County Mental Health Month Planning Committee and partners have organized over 31 free virtual events that feature open mic, music, art, films, pets, children stories, speaker panels and more; and

WHEREAS, San Mateo County Behavioral Health and Recovery Services staff, community partners and clients/consumers and family members dedicate themselves to promoting wellness, resilience, recovery, inclusion, and equity around mental health and substance use conditions and issues; and

NOW, THEREFORE, BE IT PROCLAIMED I, Drew Combs, Mayor of the City of Menlo Park, on behalf of the City Council and City, hereby designates the month of May 2021 as Mental Health Month and calls upon the community members and partners to recommit to reducing stigma and promoting wellness around mental health and substance use issues in San Mateo County.

DocuSigned by:

Drew Combs

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Drew Combs, Mayor
May 2021

Agenda item I2 Susan Kokores, Resident

Public Comment to the Menlo Park City Council
Re: City Council Proclamation supporting May as Mental Health Awareness Month

Good evening Mayor Combs and Menlo Park Council members.
My name is Susan Kokores and I am a longtime resident of Menlo Park and tonight, I'm here as a Commissioner on the San Mateo County Commission on the Status of Women.

On behalf of the Commission ---we want to thank the City of Menlo Park for acknowledging that mental health and freedom from substance abuse issues are fundamental to the overall health and well-being of all members of our community. Everyone at this meeting tonight needs no reminder of the toll the pandemic has taken on the mental and emotional health of all of our residents.

As a Commissioner on the Commission on Status of Women.... I want to take a moment to draw attention to the disproportionate negative impact the pandemic has had on women.

- 60% of job losses during the pandemic were borne by women.
- Women were the majority of workers in high-risk jobs such as childcare and healthcare.
- Women bear the brunt of care responsibilities – for aging parents or sick family members, childcare when it's no longer available, and specific to the pandemic, home schooling when schools were closed and/or partially in session.
- Expectant mothers and those with young children have reported a 3-5-fold increase in anxiety and depression symptoms.
- Tragically, women have been the target of a dramatic increase in domestic violence during the pandemic.

To our women council-members and all the women in the audience this evening, please know:

1. During these unprecedented times come stress, sadness, and anxiety, you are not alone.
 - Sharing your emotions with supportive listeners can alleviate stress and improve your mood.
 - Practicing self-compassion is a must. Too often we are kind to others and dismissive to our own distress.
2. Seek out professional help – it's not a sign of weakness; it's a sign of strength!

I wanted to share some valuable resources you may not be aware of through the San Mateo County's Behavioral Health & Recovery Services:
smchealth.org/mental-health-month.

I encourage everyone, not just women and girls, to access this website which lists a wide range of free online events. Presentations are practical, meaningful, provided in multiple languages and reflect different cultures. Topics include for example, meditation, yoga, music and art techniques, book reviews, expressive arts and youth-led discussions. In addition, mental health and substance abuse services are described as well as how to access providers.

In closing, as the Council's Proclamation noted, if mental health is fundamental to overall health, then a focus on your behavioral wellness is the best prevention.

Thank you again to the Menlo Park leadership for raising awareness about mental health!



SPECIAL MEETING MINUTES – DRAFT

Date: 4/20/2021
Time: 5:00 p.m.
Location: Zoom.us/join – ID# 945 0353 3001

Regular Session (Zoom.us/join – ID# 945 0353 3001)

A. Call To Order

Mayor Combs called the meeting to order at 5:03 p.m.

B. Roll Call

Present: Combs, Mueller, Nash, Taylor, Wolosin
Absent: None
Staff: City Manager Starla Jerome-Robinson, City Attorney Nira F. Doherty, City Clerk Judi A. Herren

C. Advisory Body Member Reports

C1. Finance and Audit Committee work plan progress report – continued from March 23, 2021

Audit and Finance Committee Chair Ron Shepherd made the presentation.

The City Council expressed gratitude for Ron Shepherd’s service to the City.

D. Study Session

D1. Provide direction on the City's paving program and use of rubberized asphalt versus hot mix asphalt for future street resurfacing projects (Staff Report #21-083-CC) (Presentation)

Assistant Public Works Director Chris Lamm made the presentation (Attachment).

The City Council discussed the differences of rubberized and hot mix asphalts, recycled components of rubberized asphalt, cost and CIP (capital improvement project) budgeting, and considered directing the Environmental Quality Commission to research any possible contaminants from rubberized asphalt.

The City Council received clarification on the bidding process and engaging contractors with experience with rubberized asphalt, location of rubberized asphalt currently in Menlo Park, vehicle speed limits on rubberized asphalt, streets that can be paved with rubberized asphalt, striping lifecycle on rubberized asphalt and requested additional information on impacts to water runoff to creeks and any contaminants from rubberized asphalt.

The City Council directed staff to include a rubberized asphalt alternate for future street resurfacing projects in the CIP and guidance in the development of the CIP funding.

D2. ConnectMenlo community amenities (Staff Report #21-084-CC) (Presentation)

Public comment received on item D2.

Mayor Combs was recused from this item and exited the meeting.

Assistant City Manager Nick Pegueros made the presentation (Attachment).

- Lynne Bramlett spoke in support a Citywide review of amenities.
- Elizabeth Krietemeyer spoke in support of the subcommittee recommendations.
- Julie Shanson spoke in support of the subcommittee recommendations.
- Lauren Bigelow spoke in support of keeping the community at the center of the conversation and in opposition of the removal of affordable housing from the community amenities list.
- Sheryl Bims spoke on concerns related to the base level of construction Citywide.
- Pamela Jones spoke in support of increased public transparency.
- Karen Grove spoke in support of the in-lieu fee benefiting affordable housing.
- Fran Dehn spoke in support of the review of community amenities.

The City Council discussed affordable housing, who the amenities are for (current and/or future residents), and the community amenity list compared to a tenant amenity list.

The City Council received clarification on the items proposed for removal from the community amenities benefit list, implementation date, gatekeeper process, development impact fees, and adoption of an in-lieu fee.

The City Council directed staff to return a revised community amenities list and establishing a gatekeeper process with analysis. The City Council also prioritized the in-lieu fee ordinance going to Planning Commission and encouraged advisory body members to participate in the Planning Commission and City Council meetings to offer their perspectives.

Recess

The City Council took a recess at 7:37 p.m.

The City Council reconvened at 8:03 p.m.

Mayor Combs rejoined the meeting at 8:03 p.m.

E. Consent Calendar

The City Council pulled item E2.

- E1. Authorize the city manager to enter into master professional agreements with M-Group, Arnold Mammarella, Architecture + Consulting, and BAE for professional planning services (Staff Report #21-085-CC)

ACTION: Motion and Second (Taylor/ Nash) to authorize the city manager to enter into master professional agreements with M-Group, Arnold Mammarella, Architecture + Consulting, and BAE for professional planning services, passed unanimously.

- E2. Adopt Resolution No. 6621 to amend the 2030 climate action plan to include scope of work for 2021 implementation (Staff Report #21-082-CC)

The City Council discussed the 2030 climate action plan (CAP) implementation.

The City Council received clarification on CAP No. 3 related to electric vehicle charging in homes impact on staff resources. Also, CAP No. 5 related to including electric landscaping equipment and end of life assets replaced with non-fossil fuel unless not feasible.

ACTION: Motion second (Wolosin/ Nash) to adopt staff recommended implementation steps for CAP No. 3 with stricken language regarding marketing and outreach to tenants and adopt staff recommended implementation steps for CAP No.1 with the following edits to CAP No. 1's implementation plan a) remove steps Nos. 4 and 5 , and b) amend step No. 3 with the language that "City Council reviews policy program options and EQC recommendations and directs staff on next steps", passed unanimously.

ACTION: Motion and second (Taylor/ Nash) to approve CAP No. 6 staff recommended implementation plan with the study session moving from September 2021 to July 2021, passed 4-1 (Combs abstaining).

City Councilmember Mueller exited meeting at 8:43 p.m.

ACTION: Motion and second (Wolosin/ Nash) to adopt staff recommended implementation plans for CAP goals Nos. 2 and 4 as recommended, and adopt staff recommended implementation plan for CAP No. 5 broadening electric leaf blowers to include electric landscaping equipment, and add end of life assets to be defaulted with non-fossil fuel assets unless unfeasible, passed 4-1 (Mueller absent).

F. Regular Business

F1. Approve City Council 2021 work plan and identify top priorities (Staff Report #21-081-CC)

Web form public comments received on item F1.

Assistant City Manager Nick Pegueros made the presentation (Attachment).

- Sue Connelly spoke in support of quiet zones.
- Amy Mushlin spoke in support of quiet zones.
- Toby Morrish spoke in support of quiet zones.
- Andrea Gil spoke in support of smoke-free multi-unit housing.

City Councilmember Mueller rejoined the meeting at 9:03 p.m.

The City Council discussed a Public Safety Commission, timelines for priorities, and the Middle Avenue project.

The City Council received clarification on priority items that are mandated and Downtown improvement progress and timeline.

ACTION: Motion and second (Mueller/ Nash) to approve the City Council 2021 work plan and top priorities as directed by City Council and for staff to return with a staff capacity analysis, passed unanimously (Attachment).

G. City Council Initiated Items

G1. Informal proposal to create a mobile vaccination operation to provide equitable access to vaccination

of specific populations at their place of residence (Staff Report #21-080-CC)
City Councilmember Mueller introduced the item.

- Lynne Bramlett spoke on concerns related to process of the item to City Council and the Menlo Park Fire Protection District (MPFPD) Board.
- Lisa Tealer requested clarification on the analysis of needs/gaps and the need for more community input.

The City Council discussed City staff impacts, community engagement, and the process of bring the item to the City Council and MPFPD Board concurrently.

The City Council received clarification on legal issues on public officials attending multiple meetings concurrently, the commitment requested for this item, and impacts to staff.

The City Council directed staff to return an item to City Council narrowing the scope of the proposed action to support San Mateo County in a pilot mobile vaccination program.

H. Adjournment

Mayor Combs adjourned the meeting at 11:12 p.m.

Judi A. Herren, City Clerk

NOVEL CORONAVIRUS, COVID-19, EMERGENCY ADVISORY NOTICE

On March 19, 2020, the Governor ordered a statewide stay-at-home order calling on all individuals living in the State of California to stay at home or at their place of residence to slow the spread of the COVID-19 virus. Additionally, the Governor has temporarily suspended certain requirements of the Brown Act. For the duration of the shelter in place order, the following public meeting protocols will apply.

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REGULAR MEETING MINUTES – DRAFT

Date: 4/27/2021
Time: 5:00 p.m.
Location: Zoom

Closed Session (Zoom.us/join – ID# 943 7057 8772)

A. Call To Order

Mayor Combs called the meeting to order at 5:05 p.m.

B. Roll Call

Present: Combs, Mueller, Nash, Taylor, Wolosin
Absent: None
Staff: City Manager Starla Jerome-Robinson, Assistant City Manager Nick Pegueros, City Attorney Nira F. Doherty, City Clerk Judi A. Herren (exited the meeting at 5:08 p.m.)
Legal Counsel Charles Sakai

C. Closed Session

C1. Closed session conference with labor negotiators pursuant to Government Code §54957.6 regarding labor negotiations with the American Federation of State, County, and Municipal Employees Local 829 (AFSCME) and Confidential employees; Service Employees International Union Local 521 (SEIU); Menlo Park Police Sergeants Association (PSA); Menlo Park Police Officers' Association (POA); and unrepresented management

Attendees: City Manager Starla Jerome-Robinson, Assistant City Manager Nick Pegueros, City Attorney Nira F. Doherty, Human Resources Director Theresa DellaSanta

No reportable actions.

D. Adjournment

Mayor Combs adjourned the meeting at 6:23 p.m.

Regular Session (Zoom.us/join – ID# 998 8073 4930)

E. Call To Order

Mayor Combs called the meeting to order at 6:37 p.m.

F. Roll Call

Present: Combs, Mueller, Nash, Taylor, Wolosin
Absent: None
Staff: City Manager Starla Jerome-Robinson, City Attorney Nira F. Doherty, City Clerk Judi A. Herren

G. Report from Closed Session

None.

H. Presentations and Proclamations

H1. Midpeninsula Regional Open Space District-activities update (Presentation)

Midpeninsula Regional Open Space District Board Member Zoe Kersteen-Tucker made the presentation (Attachment).

The City Council discussed what Menlo Park can do to assist with Midpeninsula Regional Open Space District projects.

I. Public Comment

Web form public comment received on item I.

- Jay Siegle spoke in opposition of the proposed multi-family home water rates.
- Anders Frisk spoke in opposition of the proposed multi-family home water rates.
- Ethan Berry spoke on the need for transparency and community input on the use of the American Rescue Act funds.

J. Consent Calendar

The City Council pulled items J3., J4., and J7.

J1. Accept the City Council meeting minutes for April 6 and April 13, 2021 (Attachment)
Receive and file the investment portfolio review as of March 31, 2021 (Staff Report #21-087-CC)

J2. Authorize the city manager to enter into a five-year contract with OpenCities for an amount not to exceed \$150,000 for website design and hosting services (Staff Report #21-092-CC)

The City Council received clarification on the current website information transferring to a new website and public input on the front user interface.

J4. Award a construction contract to Gruendl Inc. DBA Ray's Electric, for the Ravenswood Avenue-Laurel Street intersection improvement project (Staff Report #21-088-CC)

The City Council discussed modifications to the project for increased safety related to the width of travel lanes, bicycle box layout, and National Association of City Transportation Officials (NACTO) striping guidelines for the Laurel Street approaches.

The City Council received clarification on impacts to the design cost if narrowing the lanes.

The City Council directed staff to narrow the travel lanes as much as feasible and to review the striping of the bike boxes and lane lines on Laurel Street.

- J5. Authorize the city manager to enter into agreements with Chrisp Company and Quality Striping Inc. for the annual citywide street signage and striping program and authorize the city manager the option to extend the agreements for up to two additional years (Staff Report #21-089-CC)
- J6. Adopt Resolution No. 6622 approving the Menlo Park advisory bodies real property reporting form and requiring certain advisory bodies of the City of Menlo Park to submit said form on an annual basis (Staff Report #21-093-CC)
- J7. Authorize the formation of the Community Engagement and Outreach Committee for the housing element update project (Staff Report #21-094-CC)
- Karen Grove requested clarification on Attachment A to the staff report and the role of the Race, Equity, and Leadership (REAL) program in the housing element process (Attachment).
 - Pamela Jones requested that an even number of renters and home owners are selected to serve on the CEOC.

The City Council received clarification on City staff's efforts on racial equity both the role of the REAL program, Dr. Givens proposed baseline project, and staff's vision as discussed in Attachment A. City Council expressed concerns regarding Attachment A, specifically on accountability measures in the process, how the REAL program interfaces with policy considerations on the housing element, selection process, and transparency of the groups work if conducted outside of public meetings.

The City Council showed consensus in overlaying racial equity efforts with the housing element process and seeking greater clarity over Attachment A at a future meeting date. The City Council agreed with the recommendation to form a Community Engagement and Outreach Committee for the housing element update project.

ACTION: Motion and second (Wolosin/ Taylor) to approve the consent calendar items except J3., J4., and J7., passed unanimously.

ACTION: Motion and second (Combs/ Taylor) to approve consent calendar items J3., J4. with direction to narrow traffic lanes as much as feasible and to review the striping of the bike boxes and lane lines on Laurel Street, and J7., passed unanimously.

Recess

The City Council took a recess at 8:10 p.m.

The City Council reconvened at 8:33 p.m.

K. Regular Business

- K1. Proposed phase-in sequence for safely and sustainably expanding public access to facilities and services (Staff Report #21-090-CC) (Presentation)

Web form public comment received on item K1.

Library and Community Services Director Sean Reinhart made the presentation (Attachment).

- Ethan Berry spoke on the need for transparency and community input on the use of the American Rescue Act funds.
- Adina Levin spoke in support of the phased plan and opening meeting space as soon as safe.
- Pamela Jones spoke in support of a solution for more services in Belle Haven, condensing the reopening timeline, and having the re-staffing plan and budget requirements in one document.

The City Council discussed online building and planning department plan review and neighboring jurisdiction reopening plans.

The City Council received clarification on the percentage of staff working remotely, on-site registration for services, impact of employee vaccinations, ongoing surveillance of employees and sites related to increased interaction with the public, and senior feedback related to the current senior center site.

- K2. Approve the creation of a new fund for one-time revenue, amend the fiscal year 2020-21 budget, and approve direction for development of the fiscal year 2021-22 budget (Staff Report #21-091-CC)

Assistant Administrative Services Director Dan Jacobson made the presentation (Attachment).

The City Council discussed public safety funding and separating all funds into individual accounts and those impacts to staff.

The City Council received clarification on funds going into the one-time revenue fund and simplifying how the funds are recorded and presented.

The City Council directed staff to return at the next City Council meeting.

L. Informational Items

- L1. City Council agenda topics: May 2021 (Staff Report #21-086-CC)

- L2. Rate assistance program update (Staff Report #21-095-CC)

The City Council received clarification on administrative fees for the program – what has been spent and future costs.

The City Council directed staff to report out to the City Council in September 2021 and automatically return to City Council if staff time exceeds 2-hours per week.

M. City Manager's Report

None.

N. City Councilmember Reports

City Councilmember Mueller reported out on meeting with City Manager Starla Jerome-Robinson, San Mateo County representative, and Menlo Park Fire Protection District Fire Chief.

Vice Mayor Nash reported out on Stanford Community Resources Group and the Chambers Business Alliance meetings.

City Councilmember Wolosin requested the raising of a lesbian, gay, bisexual, transgender and queer or questioning (LGBTQ) flag and a proclamation and direct the Community Grant Funding Subcommittee to consider grants from the American Rescue Plan Act fund.

Mayor Combs was recused and exited the meeting at 10:34 p.m.

Vice Mayor Nash and City Councilmember Taylor made a presentation.

ACTION: Motion and second (Nash/ Taylor) to provide direction to the city attorney on returning with an ordinance to amend the existing zoning code to allow developers to propose amenities not on the current community amenities list through negotiation of a development agreement. And that these revisions would be done at the same time as the in-lieu fee revisions. For staff to determine whether the proposed ordinance goes to Planning Commission on May 10 or May 24, 2021 passed 4-1 (Combs recused).

O. Adjournment

Vice Mayor Nash adjourned the meeting at 10:44 p.m.

Judi A. Herren, City Clerk

NOVEL CORONAVIRUS, COVID-19, EMERGENCY ADVISORY NOTICE

On March 19, 2020, the Governor ordered a statewide stay-at-home order calling on all individuals living in the State of California to stay at home or at their place of residence to slow the spread of the COVID-19 virus. Additionally, the Governor has temporarily suspended certain requirements of the Brown Act. For the duration of the shelter in place order, the following public meeting protocols will apply.

Teleconference meeting: All members of the City Council, city staff, applicants, and members of the public will be participating by teleconference. To promote social distancing while allowing essential governmental functions to continue, the Governor has temporarily waived portions of the open meetings act and rules pertaining to teleconference meetings. This meeting is conducted in compliance with the Governor Executive Order N-25-20 issued March 12, 2020, and supplemental Executive Order N-29-20 issued March 17, 2020.

- How to participate in the **regular meeting**
 - Submit a written comment online up to 1-hour before the meeting start time:
menlopark.org/publiccommentApril27 *
 - Access the meeting real-time online at:
Zoom.us/join – Meeting ID 998 8073 4930
 - Access the meeting real-time via telephone at:
(669) 900-6833
Meeting ID 998 8073 4930
Press *9 to raise hand to speak

- How to participate in the **closed session**
 - Submit a written comment online up to 1-hour before the meeting start time:
menlopark.org/publiccommentApril27 *
 - Access the session real-time online at:
Zoom.us/join – Meeting ID 943 7057 8772
 - Access the session real-time via telephone at:
(669) 900-6833
Meeting ID 943 7057 8772
Press *9 to raise hand to speak

(670) Written public comments are accepted up to 1-hour before the meeting start time.
Written messages are provided to the City Council at the appropriate time in their meeting.

- Watch meeting:
 - Cable television subscriber in Menlo Park, East Palo Alto, Atherton, and Palo Alto:
Channel 26
 - Online:
menlopark.org/streaming

Note: City Council closed sessions are not broadcast online or on television and public participation is limited to the beginning of closed session.

Subject to Change: Given the current public health emergency and the rapidly evolving federal, state, county and local orders, the format of this meeting may be altered or the meeting may be canceled. You may check on the status of the meeting by visiting the City’s website www.menlopark.org. The instructions for logging on to the webinar and/or the access code is subject to change. If you have difficulty accessing the webinar, please check the latest online edition of the posted agenda for updated information (menlopark.org/agenda).

According to City Council policy, all meetings of the City Council are to end by midnight unless there is a super majority vote taken by 11:00 p.m. to extend the meeting and identify the items to be considered after 11:00 p.m.



STAFF REPORT

City Council

Meeting Date:

5/11/2021

Staff Report Number:

21-098-CC

Consent Calendar:

Authorize the city manager to execute an agreement with HdL Companies to provide transient occupancy tax administration and audit services for a fixed fee and short term rental transient occupancy tax enforcement for a performance-based revenue share

Recommendation

Staff recommends the City Council authorize the city manager to execute an agreement with HdL Companies to provide transient occupancy tax administration and audit services and short term rental transient occupancy tax enforcement on a performance-based revenue share, for the period July 1, 2021, through June 30, 2024, including an option to extend the agreement for three additional one-year terms.

Policy Issues

The City Council must provide authorization to the city manager to enter into this agreement as the cost exceeds the city manager's spending authority. Transient occupancy tax administration is required in order to assure compliance with Menlo Park Municipal Code Section 3.16 transient occupancy tax (TOT) by the operators of hotels, motels and the short-term rental of residential properties. However, the City does not currently have a specific mechanism or resources in place to monitor and manage compliance of the short-term rental of residential properties.

Background

On July 28, 2020, the City Council approved the appropriation of \$35,000 from the general fund unassigned fund for fiscal year 2020-21 for a short-term rental (STR) compliance contract to activate enforcement of municipal code for transient occupancy tax collection for short-term rentals beginning in January 2021. Over the next several months, staff from housing and finance divisions reviewed proposals and interviewed four providers of STR detection, monitoring, compliance and administration services. However, through the interview process staff determined that to assure compliance of not only the STR's but also traditional lodging providers (hotels and motels) an experienced "full" service provider of TOT administration was required.

Analysis

Scope of work

The general responsibilities of the TOT administrator include, but are not limited to, detection, address identification, rental activity monitoring, compliance monitoring, registration, tax remittance and auditing.

Contractor selection

Given the unique type of services and limited number of contractors, contractors were permitted to submit proposals for a portion of the scope of services (STR) or the full scope of services (STR & TOT administrator), with itemized costs. The city received four proposals, with two that included the full scope of services and itemized first-year costs listed in Table 1.

Table 1: TOT/STR administration proposals, year 1			
Contractor	Flat fee	Performance-based revenue share costs	Total proposed cost
Granicus	\$ 29,746 STR	\$ -0-	\$ 29,746
Hamari	22,500 STR	-0-	22,500
HdL	7,650 TOT Admin	35% of STR collections	7,650 + 35% STR collections
LodgingRev	37,480 STR	-0-	37,480

Staff reviewed and ranked proposals individually. The finalist was selected based on a number of criteria including total first-year costs, experience, capacity, work methodology, proposal quality, familiarity with TOT ordinance administration services, and references, among others. However, the most noticeable difference between the two companies offering “full” STR administrative service is that LodgingRev limits hours worked per month to 12 while HdL does not limit hours worked.

Another factor considered in the evaluation of the full-service proposals from LodgingRev and HdL are second- and third-year costs. LodgingRev upfront costs are reduced by \$5,000 in year two, while HdL decreases after the first year by 10 percent and then an additional 5 percent in the third year. HdL was ranked as the top choice when considering all of these factors.

The most significant difference in the HdL proposal is that their compensation is contingent on collection of TOT for STRs. A performance-based cost results in the contractor being fully invested in producing revenue as opposed to just providing data. The selection of HdL for services will result in a significant revenue increase to the city as well as providing much needed data on STR properties. On \$400,000 of estimated new TOT collections resulting from STRs, HdL receives a one-time share of \$140,000, 35 percent, with the City receiving the balance of \$260,000. In years two and three, HdL will continue to receive a one-time share of STR TOT collections in each fiscal year equal to 25 and 20 percent, respectively. The performance-based cost ensures HdL’s continued diligence in collecting STR data and applicable TOT with no added burden on in-house staff. HdL’s expertise in tax revenue collection also afford the possibility that periodic audits of TOT remittances by hotels results in a revenue increase. One percent of City TOT revenues before the recession equaled \$105,000. City staff recommends that one-time TOT receipts and penalties from HdL’s hotel audits, not STR TOT collections, be recorded as one-time revenue given their nature.

Contract year	Fixed fee TOT administration	Est. STR TOT collections	STR performance-based revenue share	Net increase in TOT
2021-22	\$7,650	\$400,000	\$ 140,000*	\$252,350
2022-23	7,650	500,000	125,000*	367,350
2023-24	7,650	600,000	120,000*	580,350
Total	\$22,950	\$1,500,000	\$385,000	\$1,200,050

*STR performance-based revenue share: Year one 35%, Year two 25%, Year three 20%

While current staff resources are sufficient to provide basic TOT administrative services to support the continued collection of tax from the nine traditional hotel and motel establishments as well as the 11 STR properties currently remitting tax, the City does not have staff resources in place to provide TOT administrative services to the projected additional 200 to 400 STR residential properties estimated in the various contractor’s proposals. The estimates provided include properties in unincorporated Menlo Park as well as properties that are located in adjacent jurisdictions but list Menlo Park in their advertising to entice short-term renters. Consequently, the actual number of STR residential properties in Menlo Park will not be determined until a contractor has been retained.

Outsourcing versus additional staff

As shown on Table 2 variable costs for STR administrative services provided by HdL are based on revenue collected. For year-one the cost is estimated to be \$140,000. Conversely, with current staffing levels being insufficient to adequately provide the level of service required for STR compliance, it is estimated that a management analyst I/II position in the range of 0.50 to 0.75 full-time equivalent would be needed to generate similar revenue results. The estimated first-year cost for this position is between \$83,000 to \$124,000. Though the cost to outsource is higher, the time from program start to revenue results would be significantly shortened using the experienced contractor HdL. Before the expiration of the initial three year contract term, staff will again compare the cost of outsourcing versus additional staffing.

Next steps

The city will execute an agreement with HdL and staff will coordinate the transition of existing TOT remitters information to HdL. The initial agreement with HdL will be for the term beginning July 1, 2021, through June 30, 2024.

Impact on City Resources

Estimated new revenue of \$400,000 and \$147,650 in new expenditures will be included in the fiscal year 2021-22 budget recommendations. There is no impact on City resources in fiscal year 2020-21.

Environmental Review

This action is not a project within the meaning of the California Environmental Quality Act (CEQA) Guidelines §§ 15378 and 15601(b)(3) as it will not result in any direct or indirect physical change in the environment.

Public Notice

Public notification was achieved by posting the agenda, with the agenda items being listed, at least 72 hours prior to the meeting.

Attachments

A. HdL proposal

Report prepared by:

John McGirr, Retired Annuitant Finance and Budget Manager

Kristen Middleton, Management Analyst II

Report reviewed by:

Dan Jacobson, Assistant Administrative Services Director

City of Menlo Park, CA

TAX & FEE ADMINISTRATION SERVICES

February 24, 2021

HdL  Companies

SUBMITTED BY
HdL Companies
120 S. State College Blvd., Suite 200
Brea, CA 92821
hdlcompanies.com

CONTACT
Connor Duckworth
T: 714-879-5000
E: cduckworth@hdlcompanies.com

Dear John,

Thank you for the opportunity to present this proposal for HdL's Tax & Fee Administration Services. Please be advised that we maintain a busy implementation schedule throughout the year. Your position in the implementation schedule will be determined when a signed agreement is received.

This proposal is valid until June 30, 2021.

Should you have any questions, please contact me at 714-879-5000 or by email at cduckworth@hdcompanies.com.

Tax & Fee Administration Fee Schedule

Service	Compensation
Short-Term Rental Administration Services	Year 1 - 35% of all collected revenue or \$10,000 per year, which-ever is higher Year 2 – 25% of all collected revenue Year 3 and Beyond – 20% of all collected revenue
Transient Occupancy Tax Administration Services <i>(includes audits)</i>	\$850.00/property/year + CPI (Monthly filers) \$750.00/property/year + CPI (Quarterly filers)
Transient Occupancy Tax – Audits only	\$2,000/property
TOT Software Module <i>(one-time charge)</i> <i>Typically a SOW to current software contract</i>	\$7,500 – includes data conversion \$5,000 – without data conversion

General Scope of Work

Short Term Rental Administration Services - General Scope of Work

The Short-Term Rental (STR) Program provided by HdL takes a unique approach in ensuring compliance and educating lodging providers, including short term rental hosts (STR Hosts), in transient occupancy tax regulations and filing procedures, regulatory permits and licensing, and other City specific goals and objectives. HdL's program involves a modular, customer service centric approach, that reduces City administrative costs and provides the City with assurances of future compliance and reporting practices from the City's short-term rental lodging industry.

HdL's modular approach starts with a detailed analysis of STR listing on a variety of published methods, including Airbnb, Home Away, VRBO, etc. This process creates a full inventory of short-term rentals within the City's proscribed geographic boundary, including the full name of the owner and the physical address of the unit. Each STR is tracked and updated nightly with valuable data that can include items such as number of nights rented, average occupancy rates, room rates, as well as trend and usage reporting.

Following identification, HdL conducts a targeted education and compliance campaign designed to inform STR Hosts of their obligations to file and remit taxes and other requisite licenses and permits as may be needed. Each lodging provider is provided a full overview of the requirements and how to best comply both in the present and the future. During the registration process, HdL offers a variety of support options to the community including online filing, file-by-phone, email, and registration via

standard mail. HdL tax and license specialists are available throughout the process to provide support to the STR community and to assist in the registration process.

Once registered, accounts move into a standard administration process. HdL manages the filing of tax returns and other prerequisites on a quarterly or monthly basis, depending on City requirements. This includes mailing of tax returns, processing of payments, customer support, delinquency follow up, and the development and management of an online portal for registration, filing, payments, and other support related needs.

STR Identification & Monitoring

HdL compiles a list of all actively posted short term rentals available from a wide array of sources. Lists are compiled and aggregated to accommodate duplicate listings from various sites. During the identification and monitoring process, HdL will:

- Scan over 20 different rental sites, including global aggregators like HomeAway/VRBO, Airbnb, Turnkey.com, and Booking.com, national aggregators like Vacasa and Turnkey and small, local property management firms.;
- Match Listings to specific parcels using GIS and property tax assessor data;
- Create comparison reports to determine which properties may already be compliant or registered and paying taxes
- Provide visual map of all listings within the City;
- Record listing details such as start date, various sites linked to, other information necessary for documenting evidence of STR activity; and
- Continually monitor activity to identify and record new listings and closures to ensure accurate real-time identification and monitoring.

Education, Registration, and Compliance

Using the list of active STR listings, HdL conducts a series of City approved education-based programs ranging from mailers to direct phone contacts. Each packet contains all the information necessary to obtain registration and comply with local requirements. HdL assists STR hosts throughout the program with information and support with all aspects of becoming compliant. During this program, HdL will:

- Validate listing to ensure proper identification and filter out records that may lead to erroneous contacts.
- Notify non-compliant entities with a series of education-based packets designed to garner compliance;
- Provide a support center for assistance with general questions, support, and assistance with filing and paying returns.
- Provide online portal with links to FAQs, education packets, and support for registering, filing returns, and making payments online.
- Follow up with non-compliant accounts to obtain registration
- Work with City to identify additional requirements and ensure collection of data necessary to enforcement procedures.

- Establish optional implementation items such as amnesty programs, back tax and penalty provisions, and other pre-registration programs.

Transient Occupancy Tax Administration Services – (Includes Audits)

HdL's transient occupancy tax administration service goes beyond scheduled cyclical audits, providing compliance monitoring of each return as it is filed while unburdening the City from the day-to-day administration of the TOT revenue program. Continual monitoring of returns is the optimal way to increase compliance while maintaining positive relations with the City's lodging providers. The program is education focused, ensuring that lodging providers are clear on reporting requirements and methodology. HdL's tax administration professionals are available as needed to support both the City's team and the City's lodging providers. The City is kept up to date, with 24x7 online access to HdL's client portal containing real time access to registration and filing data, and management reporting. HdL's TOT administration service incorporates all of the following:

Tax Registration Database Management – HdL will transfer the City's existing databases as they relate to TOT into HdL's internal administration tools. HdL will maintain the data, software, online filing portal for lodging providers, and online client portal for the City.

Return Processing – HdL will process TOT filings within 5 days of submission. Accounts will receive all applicable forms necessary to complete the renewal process.

New Account Processing – HdL will process any new TOT registrations for Lodging Establishments that change hand or newly offered properties.

Payment Posting / Processing – HdL will process all payments made for new and existing lodging providers. Accounts will be updated with payment information and revenues will be remitted to the City net HdL's fees on no less than a monthly basis.

On-Line Filing & Payment Processing – With input from the City, HdL crafts a customized website and domain for the City's taxpayers to submit online forms, returns, and payments along with other customer support related items.

Compliance Monitoring & Lodging Provider Audits – HdL will ensure accurate filings of TOT returns by consistently monitoring returns and educating lodging providers on filing requirements. HdL will also provide cyclical compliance audits as mutually agreed to by the City and HdL, ensuring all providers are audited at least once every three years. The compliance audit process is described above in Option 1.

Reports – HdL's TOT administration service includes a variety of standard reports demonstrating account activity and filing trends. During service implementation HdL will work with the City to identify reporting requirements and frequency/method of delivery and will supplement our standard service with custom reports as needed to meet the City's requirements.

Progress Payments – HdL's TOT administration service is billed monthly based on activity completed during the prior month. If standalone audits are conducted, they are billed only upon completion of the audit.

Customer Support Center – HdL will provide lodging providers with multiple support options for registering, filing returns, making payments and for general inquiries. A toll-free number will be provided to businesses in order to access one of our tax specialists. Lodging providers will also have access to support via e-mail, fax, and the online Business Support Center.

Annual Audit Plan – During implementation, HdL gathers all the historical data available from the City and leverages internal data sources and expertise to provide an analysis of all lodging providers, along with a recommended audit schedule. This allows HdL to work cooperatively with the City to identify the entities that require attention first. HdL works directly with the City to ensure consensus on the audit schedule for the program.

HdL's Transient Occupancy Tax Audit Only Service

HdL's Transient Occupancy Tax Audit Service employs a business-friendly approach which educates hoteliers in transient occupancy tax regulations and filing procedures, ensures compliance, and maximizes agency revenues. The process incorporates the following:

Ordinance and Filing Procedure Review – Analysis of Transient Occupancy Tax ordinances and agency procedures are conducted to identify possible deficiencies or other administration related issues. Recommendations are made by the audit team for items such as to best practices, form design, and potential ordinance modifications to insure the most effective policies and controls.

Analysis Report – HdL's audit team will obtain and conduct a review of the most recent 36 months of transient occupancy tax filings. In order to verify and augment the data, the audit team will compile a variety of supplemental information on each property, including number of rooms, occupancy rate, physical condition, and business dynamics. Data is then further scrutinized in order to identify unusual or suspicious reporting and/or other variables that indicate cause for further review. Information and findings are documented in the analysis report for review with the Agency.

Analysis Review – Upon completion of the analysis report, meetings are scheduled with the agency to review the results as well as identify and recommend lodging providers who require additional investigation or examination to determine their compliance with the Agency's ordinance.

Audit Notification & Scheduling – Lodging providers selected by HdL and approved by the Agency for an audit are sent a letter and scheduled for a Compliance Analysis Audit. Every effort is made to promote a positive experience for the taxpayer. Lodging providers will be reminded of the documents required for the audit that were discussed in webinars and previous communications. Lodging providers are afforded the opportunity to schedule flexible appointment times by contacting the Business Support Center or visiting our online support center.

Compliance Analysis & Audit – The HdL audit team reviews the books and records of the lodging provider to determine compliance with transient occupancy tax regulations. HdL validates taxable gross rents, exemptions, bank statements, daily/monthly summaries, and other relevant information for determining compliance. Supporting documentation for relevant items such as exemptions will also be documented for accuracy.

Audit & Compliance Report – Upon completion of the audit and analysis, and prior to additional actions, a compliance report is generated and reviewed with the Agency. The report indicates specific results of the reviews and recommended actions. Documentation will be included with the report to assist the Agency and HdL in determining next steps.

Deficiency and Commendation Notification – Upon final review with the Agency, lodging providers that are found to have deficiencies are notified of the findings as well as payment and appeal processes. Appointments are also scheduled to review the findings and educate taxpayers on proper filing procedures designed to prevent future errors and deficiencies. Lodging providers found to be compliant are sent a commendation letter thanking them for their cooperation and compliance.

Invoicing & Collections – Lodging providers found to be underreporting are invoiced through the standard Agency approved collections process identical to the procedures approved for other Programs. Balances are collected and remitted along with supporting documentation to the Agency through approved remittance processes.

Agenda item K2
C.J. Jameson, Resident

If we didn't have a plan to collect and audit the tax and fee revenue for ANY program, why enact it?

Also, collecting revenue should be a core competency of our government, not delegated to contractors. Why can't the city do it ourselves!?



STAFF REPORT

City Council

Meeting Date:

5/11/2021

Staff Report Number:

21-101-CC

Consent Calendar:

Authorize the creation of a sub-fund of the general fund titled “one-time revenue” into which significant, largely unrestricted and non-recurring revenues are recorded

Recommendation

The recommendation is that City Council authorize the creation of a sub-fund of the general fund titled “one-time revenue” into which significant, largely unrestricted and non-recurring revenues are recorded

Policy Issues

The City Council retains control over all budgetary appropriations, including adoption of an annual budget and any subsequent amendments.

Background

City staff recommended the creation of a one-time revenue fund at City Council’s April 27 meeting to record revenue that is non-recurring in nature and for which City Council retains full or nearly full discretion over the uses of the revenue. City Council provided direction to establish a “one-time revenue” fund to record one-time funds anticipated from the American Rescue Plan Act (ARP) and developer agreements, excluding the City Services Contribution provided in the 2017 301-309 Constitution Drive development agreement amendment, formerly used to fund police a special unit in the police department. Action on the City Services Contribution is a separate City Council action.

Analysis

The recommended action reflects best practices recommended by the Government Finance Officers Association and is consistent with direction from City Council at their April 27 meeting (Attachment A.)

Impact on City Resources

The creation of a one-time revenue fund requires no additional staff resources. City Council directed the appropriation of ARP revenue in the one-time revenue fund for fiscal years 2020-21 and 2021-22, resulting an anticipated surplus in the one-time revenue fund of \$6.53 million June 30, 2022. City Council has expressed a desire to develop an open and transparent process for potential uses of the ARP funds and additional work may be needed in the new fiscal year to resource a participatory budgeting effort.

Environmental Review

This action is not a project within the meaning of the California Environmental Quality Act (CEQA)

Staff Report #: 21-101-CC

Guidelines §§ 15378 and 15061(b)(3) as it will not result in any direct or indirect physical change in the environment.

Public Notice

Public notification was achieved by posting the agenda, with the agenda items being listed, at least 72 hours prior to the meeting.

Attachments

- A. Hyperlink – City Council Staff Report # 21-095-CC: menlopark.org/DocumentCenter/View/27988/K2-20210427-CC-One-time-revenue

Report prepared by:
Nick Pegueros, Assistant City Manager



STAFF REPORT

City Council

Meeting Date:

5/11/2021

Staff Report Number:

21-104-CC

Public Hearing:

Adopt Resolution No. 6625 approving rate increases for the next five years for Menlo Park Municipal Water

Recommendation

Staff recommends that the City Council adopt Resolution No. 6625 (Attachment A) approving rate increases for the next five years (fiscal years 2022 to 2026) for Menlo Park Municipal Water (MPMW.)

Policy Issues

MPMW is a city-owned water service provider for a portion of the City of Menlo Park. The City Council acts as the governing body for MPMW and is responsible for ensuring the financial stability of the water system including setting customer rates, approving capital plans and other expenditures, and declaring a drought by specifying the drought stage (as outlined in the Water Shortage Contingency Plan (WSCP), which is included in the 2020 Urban Water Management Plan public review draft, and scheduled for public hearing May 25.)

In order to increase water rates, the City completed a Proposition 218 notification process 45 days before adopting the rates at a public hearing (this meeting.) The process allows property owners and water customers to be adequately informed about proposed maximum five-year rates and provide time to protest the increased rates in writing. If the City Council approves the proposed rates at this meeting, new rates would go into effect for bills issued on or after July 1, and adjusted annually thereafter July 1 for the following four years.

The City's rate assistance program for water and solid waste (Recology) went into effect January 1, and the City Council may direct its extension as part of future actions or through the annual budget adoption process in June 2021.

Background

MPMW supplies water to approximately half of the City (Attachment B), almost 4,400 residential, non-residential (commercial, industrial, institutional, irrigation), and fire services. California Water Service (Calwater), an investor-owned utility, provides water to the majority of the other half. There is a small portion served by the O'Connor Tract Cooperative Water Company located in Menlo Park, and a handful of residences served by Palo Alto Park Mutual Water Company located in East Palo Alto. MPMW's sole water supply is purchased from the San Francisco Public Utilities Commission (SFPUC) and delivered to MPMW's two distinct service areas – the Sharon Heights area, and the area north and east of El Camino Real.

On March 9, the City Council authorized initiating the Proposition 218 notification process to show a three-tier rate structure for all customers and keeping the capital surcharge as a separate bill entry to partially fund annual capital projects (Attachment C.)

Following that meeting, the City's consultant, Black & Veatch Management Consulting (Black & Veatch), updated the water rate study (Attachment D) to show the preferred three-tier scenario, and staff posted the draft study on the City's webpage. Staff mailed the Proposition 218 notice (Attachment E) reflecting Council direction to all property owners and water customers March 26 to meet the 45-day noticing requirements. The notice shows the maximum rate increases for the next five years and provides directions to protest the rates. Rates cannot be adopted if more than 50 percent of MPMW parcels submit written protests. The notice also includes language to enable MPMW to pass-through SFPUC inflation and wholesale rate increases if they exceed the maximum rate noticed and other regulatory charges or fees that may arise during the five-year period.

Analysis

Proposed water rates

The proposed rates meet the following objectives:

- Revenues (adjusted 5 percent annually) adequately meet financial needs for the next five years.
- Costs are allocated to the various customer classes as required by Proposition 218.
- Encourages conservation with a three-tiered rate structure compared to a two-tiered structure.
- Meets minimum operating and capital fund reserves equivalent to 120 days of operating expenses to cover fluctuations in day-to-day operations plus \$1,000,000 for unexpected capital costs.
- Plans for debt (borrowing \$23 million in year 5) to help fund capital projects (projected \$60 million over the next five years including \$31.5 million for the Emergency Water Storage/Supply project.)
- Keeps the capital surcharge as a separate bill entry to partially fund annual capital projects.
- Updates drought surcharges to match the State Water Resources Control Board's six drought stages (as outlined in the WSCP, which is included in the 2020 Urban Water Management Plan public review draft, and scheduled for public hearing May 25.)

Attachment F shows the current rates and the proposed rates for the next five years. The maximum rates shown (Fiscal Year 2026) are the highest rates that can be implemented within the next five years (Fiscal Years 2022 through 2026.) Lower rates could be adopted, however, if rates are less than the proposed five-year rates shown, MPMW may not meet revenue requirements to meet target reserves and operating, maintenance, and capital expenditures for those years.

MPMW calculates water rates for every meter. While consumption may vary for the different customer types, the proposed rate structure treats all customers fairly. Rates for all customer categories consist of a flat meter charge based on the size of the meter, and a tiered consumption charge and capital surcharge based on the total water use on the meter.

Drought surcharges are only in effect if the City Council declared a drought and specifies the drought stage (as outlined in the WSCP.) For example, if the City Council declares a drought asking for a 10 percent mandatory reduction in water use, the drought surcharge corresponding to a 10 percent reduction would apply to all customers based on total metered water use, and the same percent reduction would apply to all rate tiers.

The rate study allocates cost to each customer category where each customer category receives its share of base, maximum peak, peak hour and customer costs. Base costs vary with the volume of water consumed and distributed to customer classes on that basis. Extra capacity costs are associated with meeting peak demand rates of water use and distributed to customer classes based on the respective class capacity requirements in excess of average rates of use. Black & Veatch followed the capacity factor methodology outlined in Appendix A of the American Water Works Association (AWWA) M1 Manual to

derive peak consumption information from the monthly consumption records. In the water rate study, Table 1-2 shows projected consumption and Table 1-4 shows projected revenues. The number of bills for each customer category serves as the basis for distributing customer billing requirements. Table 1 shows that the percent of total consumption to total revenues are about the same for each customer category (i.e., multifamily meters represents 11.9 percent of the anticipated total consumption and 11.4 percent of the anticipated revenue to be collected in fiscal year 2022.)

Table 1: Projected water use and revenues by customer category		
	Projected water use	Projected revenues
Single family residential	30.4%	31.9%
Multifamily residential	11.9%	11.7%
Commercial	28.2%	26.9%
Industrial	13.8%	14.0%
Irrigation / landscape	7.9%	8.1%
Public / institutional	7.8%	7.4%
Total	100.0%	100.0%

In recent weeks, staff and City Council have received many emails from residents who receive water from a multifamily meter (i.e., one meter serves multiple dwelling units) and believe the tiered consumption rates should be applied to each individual household as opposed to total metered water use. As MPMW calculates rates based on each meter, revising rates for multifamily meters would require a revision to the rate study to ensure it meets Proposition 218 requirements. For example, any revision to the proposed rates, whether to account for the number of dwelling units served by each meter or to revise the rate structure for a customer category, would require a new rate study to recalculate projected water use by tiers and reevaluate monthly meter charges. There would also need to be consideration how to handle other meters, such as commercial meters that serve multiple businesses, and single-family meters that serve single-family residences and accessory dwelling units (ADUs.) Staff is not recommending any changes to the rate structure at this time.

Staff surveyed the other Bay Area Water Supply and Conservation Agency (BAWSCA) agencies to determine residential rate structures. Table 2 provides a summary of findings.

Table 2: BAWSCA residential rate structure survey	
	No. of BAWSCA agencies
Flat rate for all customers	6
Tiered rates for single-family customers	18
Tiered rate for single-family customers and flat rates for multifamily customers	8
Tiered rates for multifamily customers, considers the number of dwelling units served by the meter	5
Tiered rates for multifamily customers, applied to total metered water use (MPMW, City of Brisbane and Mid-Peninsula Water District*)	3

* Mid-Peninsula Water District (generally serving Belmont) has a commercial tiered rate that applies to multifamily accounts.

If the City Council wishes to re-run the rate study, staff would need direction to amend Black & Veatch’s agreement and return at a later date to approve the amendment. The rate study process would begin again and include updating the rate model, holding a study session with City Council to seek feedback, mailing a Proposition 218 notice, and scheduling a public hearing to adopt new rates. This process would delay implementing new rates for approximately six months and impact future rate revenues. It also would delay planned work to advance emergency water supply/storage projects.

Protests received

In order to be counted as a formal protest, a written letter or email must identify the property either by service address or assessor’s parcel number, indicate a protest to the proposed rates, and include a signature (or digital signature on an email.) Staff has chosen to accept protests without signatures as it makes it more difficult on emails. As of May 6, staff has received 18 letters and emails of which 8 would qualify as protests and 10 others were missing information. Attachment G contains a summary of protests received and copies of the protests.

Capacity charges for new/upgraded connections

Capacity charges are one-time fees that were included in the rate study (chapters 4 and 5) and are shown on Attachment F. They are not subject to Proposition 218 requirements and were not included in the Proposition 218 notice. Staff has included these charges as part of the resolution to adopt new water rates.

Next steps

If City Council adopts the resolution (Attachment A) for water rates for the next five-years, staff will coordinate with the billing contractor to implement the new rates for bills issued on or after July 1. Staff will inform water customers on the new rates in the lead up to July 1. A frequently asked questions section has been added to the menlopark.org/water website as well.

Impact on City Resources

MPMW is financially self-sufficient. As a public utility regulated by the State Water Resources Control Board, MPMW operates as a self-supporting enterprise whereby water sale revenues must fully fund all water expenditures for operations and water capital improvement projects.

Water rates need to be reviewed regularly and adjusted as necessary in order to ensure the ability to fund regular ongoing operations and future capital infrastructure needs.

Environmental Review

The water rate increase and adoption of water capacity charges are exempt from CEQA under the "General Rule," section 15061 (b) (3), in that it can be seen with certainty that no environmental impacts will result from these actions, and under CEQA Guideline section 15273 as these actions apply only to rates and fees to obtain funds necessary to operate, maintain, construct new capacity in the water system.

Public Notice

Public notification was achieved by posting the agenda, with the agenda items being listed, at least 72 hours before the meeting.

Attachments

- A. Resolution No. 6625 to adopt five-year water rates
- B. Map – MPMW service area
- C. Hyperlink – March 9, 2021, Staff Report #21-056-CC on water rates:
menlopark.org/DocumentCenter/View/27577/G1-20210309-CC-Water-rates
- D. Hyperlink – Black & Veatch water rate study report, draft March 17, 2021:
menlopark.org/DocumentCenter/View/27735/2021-Water-Rate-Study?bidId=
- E. Proposition 218 notice, mailed to local agencies and water customers
- F. Current and proposed five-year rates
- G. Protests received as of May 6

Report prepared by:

Pam Lowe, Senior Civil Engineer

Report reviewed by:

Christopher Lamm, Assistant Public Works Director

RESOLUTION NO. 6625**RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MENLO PARK APPROVING MAXIMUM RATE INCREASES FOR MENLO PARK MUNICIPAL WATER, INCLUDING PASS-THROUGHS OF ANY SAN FRANCISCO PUBLIC UTILITIES COMMISSION INCREASES, AND ESTABLISHING AND SETTING WATER CAPACITY CHARGES**

WHEREAS, Menlo Park Municipal Water (MPMW) receives all of its water from the San Francisco Public Utilities Commission (SFPUC); and

WHEREAS, the SFPUC over the next five years projects wholesale water costs to increase by nearly 33%; and

WHEREAS, the City hired Black & Veatch Management Consulting (“Black & Veatch”) to review MPMW’s water rates to determine if they are adequate over time to pay for the anticipated increase in wholesale water costs, ongoing maintenance and replacement projects, ongoing operations costs, and any planned major capital projects; and

WHEREAS, Black & Veatch has submitted a Water Rate Study dated March 17, 2021 (“Water Rate Study”), which recommends a revised water rate schedule for fiscal years 2022 through 2026; and

WHEREAS, the City Council finds and determines that, based on the entire record before the City Council, including but not limited to the Staff Report and attachments thereto:

1) Revenues derived from the proposed water rates will not exceed the funds required to provide water service, respectively.

(2) Revenues derived from the proposed water rates will not be used for any purpose other than that for which they were imposed.

(3) The amount of the water rates imposed upon any parcel or person as an incident of property ownership will not exceed the proportional cost of the service attributable to the parcel.

(4) The water rates are imposed for services that are actually used by, or immediately available to, the owner of the property in question.

(5) The water rates are not being imposed for general government services; and

WHEREAS, pursuant to the provisions of Article 13D, Section 6, of the California Constitution (e.g., Proposition 218), prior to extending, imposing or increasing water rates, property owners shall be provided at least 45 days’ notice of a public hearing to consider such modifications to the water rates together with an explanation of: (1) the amount of the propose rates, (2) the basis on which the rates are calculated, (3) the reason for the rate modifications, and (4) the date, time and place of a public hearing to consider the rate modifications, together with an explanation of the right to submit written protests to the proposed rate modifications. The proposed rate modifications may not be imposed if, prior to the close of the public hearing, written protests are submitted by property owners or customers representing a majority of the properties subject to the modified rates (“majority protest”); and

WHEREAS, Notice of the public hearing to consider proposed adjustments to the water rates

was mailed at least 45 days prior to the scheduled public hearing as required by state law (Cal. Cons. Art. XIII D, §6). Additionally, as a courtesy, the City also emailed notice of the public hearing to all water customers; and

WHEREAS, On May 11, 2021, the City Council conducted a public hearing, considered testimony, and at the conclusion of the hearing determined that a majority protest did not exist and;

WHEREAS, Government Code section 57356 allows public utility providers to adopt a schedule for inflation and wholesale rate pass-throughs provided they do not apply for more than five-years and that the utility provider gives 30 days written notice to ratepayers each time a pass-through is implemented; and

WHEREAS, the City also hired Black & Veatch to review MPMW water capacity charges to determine if they are adequate to pay for the costs of existing and planned public improvements that provide capacity to serve new development; and

WHEREAS, Black & Veatch developed a Capacity Fee Analysis as part of the Water Rates Study ("Water Capacity Fee Study"), which recommends a capacity charge schedule to be implemented beginning Fiscal Year 2022; and

WHEREAS, The purpose of the water capacity charges is to fund a proportionate share of the costs of existing and future water system facilities and assets that are reasonably necessary to provide water capacity for new development. For the purpose of this Resolution, "new development" means all new building construction, conversion to a new use, or additional use within an existing building that creates a need for additional water capacity; and

WHEREAS, pursuant to Government Code sections 66013 and 66016, notice of the time and place of the meeting, including a general explanation of the matters to be considered and a statement that required data is available was mailed at least 14 days prior to the meeting to those members of the public who filed a written request with the City; and

WHEREAS, at least ten (10) days prior to the public meeting referenced above, the City made available for public inspection information required under government Code section 66013; and

WHEREAS, on May 11, 2021, the City Council considered the proposed water capacity charges set forth in the Water Capacity Fee Study, at an open and public meeting, during which all interested persons were given an opportunity to comment.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF MENLO PARK HEREBY RESOLVES, as follows:

1. The City Council hereby finds that the above recitations are true and correct and, accordingly, are incorporated as a material part of this Resolution.
2. The procedures followed and the water rates referenced herein are in compliance with the California Constitution Article XIII D, California Government Code section 53755, and Health and Safety Code section 5471.
3. The City Council adopts the water rate schedules in "Exhibit A" attached hereto and incorporated herein by this reference.

4. The Water Rates for Fiscal Year 2022 will be effective for bills issued on or after July 1, 2021. The Water Rates set forth for Fiscal Years 2023, 2024, 2025, and 2026 will be effective for bills issued on or after July 1 of each such year, unless the Council determines otherwise by separate resolution.
5. The City Council accepts and approves the Water Rate Study setting forth the basis for the Water Rates.
6. Any SFPUC increases for wholesale water rate increases, management charges or other charges implemented by the SFPUC prior to July 1, 2025, which exceed the wholesale rates that SFPUC has projected for each Fiscal Year, for Fiscal Years 2022 through 2026, as set forth in projected rates presented by SFPUC at the February 18, 2021 Annual Meeting with Wholesale Customers and BAWSCA, may be passed through to water ratepayers, by including the increases in water rates,
7. Pursuant to Government Code section 53756(d), notice must be given at least 30 days prior to any water rate adjustment occurring pursuant to the adopted water rate schedule or as a result of the pass through of SFPUC wholesale rate increases.
8. The City Council adopts the water capacity charges set forth in "Exhibit A" attached hereto and incorporated herein by this reference.
9. The procedures followed and the water capacity charges referenced herein are in compliance with Government Code sections 66013 and 66016 and Health and Safety Code section 5474.
10. The City Council accepts and approves the Water Capacity Fee Study setting forth the basis for the water capacity charges.
11. The water capacity charges shall automatically increase starting on July 1, 2023, and in each year thereafter, in accordance with any increases in the Engineering News Record Construction Cost Index for the San Francisco Bay Area.
12. The City Council hereby finds that the water rate increase and adoption of water capacity charges are exempt from CEQA under the "General Rule", section 15061 (b) (3), in that it can be seen with certainty that no environmental impacts will result from these actions, and under CEQA Guideline section 15273 as these actions apply only to rates and fees to obtain funds necessary to operate, maintain, construct new capacity in the water system.

I, Judi A. Herren, City Clerk of Menlo Park, do hereby certify that the above and foregoing City Council Resolution was duly and regularly passed and adopted at a meeting by said City Council on eleventh day of May, 2021, by the following votes:

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AYES:

NOES:

ABSENT:

ABSTAIN:

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the Official Seal of said City on this eleventh day of May, 2021.

Judi A. Herren, City Clerk

Five-Year Rates

	Fiscal Year Ending June 30,				
	FY 2022	FY 2023	FY 2024	FY 2025	FY 2026
Monthly Fixed Meter Charge (\$/Month)					
5/8"	27.58	28.96	30.41	31.93	33.53
3/4"	27.58	28.96	30.41	31.93	33.53
1"	45.97	48.27	50.68	53.21	55.87
1-1/2"	91.95	96.55	101.38	106.45	111.77
2"	147.12	154.48	162.20	170.31	178.83
3"	294.24	308.95	324.40	340.62	357.65
4"	459.75	482.74	506.88	532.22	558.83
6"	919.50	965.48	1,013.75	1,064.44	1,117.66
8"	1,471.20	1,544.76	1,622.00	1,703.10	1,788.26
10"	2,114.84	2,220.58	2,331.61	2,448.19	2,570.60
Monthly Unmetered Fire Fixed Charges (\$/Month)					
1-1/2"	30.23	31.74	33.33	35.00	36.75
2"	48.37	50.79	53.33	56.00	58.80
3"	96.73	101.57	106.65	111.98	117.58
4"	151.14	158.70	166.64	174.97	183.72
6"	302.29	317.40	333.27	349.93	367.43
8"	483.66	507.84	533.23	559.89	587.88
10"	695.26	730.02	766.52	804.85	845.09
12"	1,299.83	1,364.82	1,433.06	1,504.71	1,579.95
Consumption Charge (\$/CCF) - Three Tier					
Tier 1 (0-6 CCF)	5.09	5.34	5.61	5.89	6.18
Tier 2 (7-12 CCF)	6.82	7.16	7.52	7.90	8.30
Tier 3 (Over 12 CCF)	8.69	9.12	9.58	10.06	10.56
Capital Facility Surcharge (\$/CCF)					
All Usage	1.58	1.66	1.74	1.83	1.92
Drought Surcharge (\$/CCF)					
Water reduction target based on City Council approved drought stage					
Stage 1: Up to 10%	0.60	0.63	0.64	0.60	0.60
Stage 2: Up to 20%	1.36	1.4	1.43	1.32	1.33
Stage 3: Up to 30%	2.32	2.39	2.41	2.21	2.22
Stage 4: Up to 40%	3.61	3.67	3.67	3.34	3.33
Stage 5: Up to 50%	5.42	5.43	5.37	4.83	4.77
Stage 6: Greater than 50%	8.12	7.98	7.74	6.86	6.68

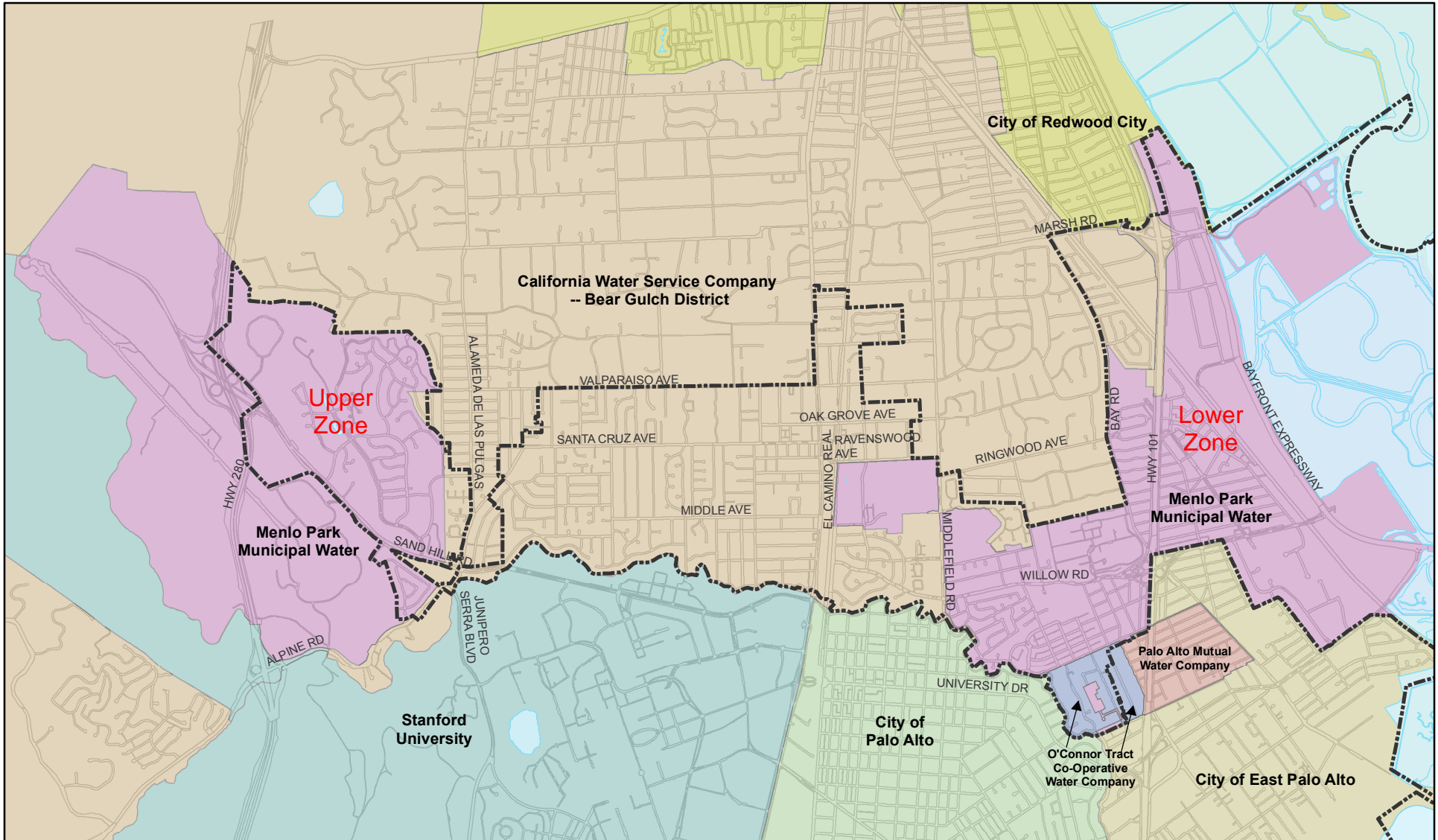
1. The actual drought surcharge will be calculated based on the actual water conservation target that must be met.
2. Stage 6 represents water conservation greater than 50%. The drought surcharge shown is for 60% reduction.

	Fiscal Year Ending June 30,				
	FY 2022	FY 2023	FY 2024	FY 2025	FY 2026

Capacity Charges (one-time) for new/grade connections

5/8"	6,985.00
3/4"	6,985.00
1"	11,642.00
1-1/2"	23,284.00
2"	37,254.00
3"	74,509.00
4"	116,420.00
6"	232,840.00
8"	372,544.00
10"	535,532.00
12"	1,001,211.00

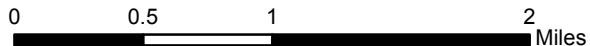
Increased annually by the ENR-CCI
(Engineering News Record - Construction Cost Index)



- | | |
|-------------|--|
| City Limits | Water Provider |
| Travel Ways | California Water Service Company – Bear Gulch District |
| Water | City of East Palo Alto |
| | City of Palo Alto |
| | City of Redwood City |
| | Menlo Park Municipal Water |
| | Stanford University |
| | Palo Alto Mutual Water Company |
| | O'Connor Tract Co-Operative Water Company |



Water Agencies Within and Surrounding Menlo Park



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PROPOSED FIVE-YEAR WATER SERVICE RATES PUBLIC HEARING NOTICE

Esta información es sobre aumentos de tarifas de agua.
Si tiene alguna pregunta, favor de llamar a Eren Romero al 650-330-6740.

Menlo Park Municipal Water is proposing to increase water rates over the next five years. The proposed water rate increases will result in the average residential water customers' monthly bill decreasing \$9.51 in fiscal year 2021-22. There will be a public hearing on the proposed rates May 11, 2021. Menlo Park Municipal

Water serves about 19,000 people in the southern (hillside) and northern (bayside) areas of Menlo Park. The water utility relies on water rate revenues to fund the costs of operating and maintaining the water system and to purchase wholesale water from the San Francisco Public Utilities Commission.

RATE INCREASE PUBLIC HEARING
Tuesday, May 11, 2021
5 p.m.
Meeting via teleconference link
available at menlopark.org/waterrates



**WATER SERVICE RATES
PUBLIC HEARING
NOTICE**

City of Menlo Park
701 Laurel St.
Menlo Park CA 94025



WHY THE NEED TO CONSIDER RATE INCREASES?

In accordance with California Constitution Art. XIII D, Menlo Park Municipal Water proposes adopting proposed maximum water rates, shown in this notice. The intent is to gradually phase in rate increases up to the maximum adopted level over the next five years to minimize annual impacts on ratepayers. If the proposed maximum rates are adopted, Menlo Park Municipal Water may collect rates at or below the proposed maximum at any time as needed to meet the city's financial needs. The proposed water rates are based on a study conducted by a utility rate consultant and the study is available at menlopark.org/waterrates. The rate increases are necessary because:

- The San Francisco Public Utilities Commission anticipates a total wholesale rate increase of 32.9 percent over the next five years.
- Menlo Park Municipal Water plans to implement almost \$60 million in capital improvement projects over the next five years. The capital projects will upgrade the water system's infrastructure, specifically the water storage, transmission and distribution assets.

The proposed rates assume certain SFPUC wholesale rates effective July 1 each year. Pursuant to Cal. Govt. Code § 53756, Menlo Park Municipal Water proposes to pass-through any additional increases in SFPUC wholesale water rates when the actual SFPUC rates exceed estimates. This pass-through provision applies to wholesale rates, water management charges and other regulatory or environmental charges required by SFPUC. Before any pass-through, all water customers would receive at least 30 days' notice.

HOW TO PROTEST THE PROPOSED WATER SERVICE RATES

If you wish to file a written protest, please send your protest letter, including:

1. The affected real property, identified by street address and the assessor's parcel number (APN)
2. Indicate opposition to the proposed rate increase
3. Include the property owner name (as listed on the property tax bill) and signature. Emails will require a digital signature.

All property owners may issue a protest. Only one written protest will be counted per parcel. The letter will be part of the public record once opened. The proposed rates cannot be adopted if written protests are received from a majority of affected parcels.

Mail or email written protests to:

City of Menlo Park
Attn: Water Rate Protest
701 Laurel St.
Menlo Park, CA 94025
jaherren@menlopark.org

All written protests must be received before 5 p.m., Tuesday, May 11, 2021, or it must be presented at the City Council meeting that evening, before the close of the public hearing on the matter.

For more information, visit menlopark.org/waterrates or contact Menlo Park Municipal Water at 650-330-6750 or water@menlopark.org.

DID YOU KNOW?

Menlo Park offers free water-saving shower heads, faucet aerators, toilet leak detection tablets and rebate programs for rain barrels, sprinkler controllers, turf replacement and a free landscape analysis.

For more information, email water@menlopark.org or visit menlopark.org/waterconservation.



WATER SERVICE AND SOLID WASTE COLLECTION DISCOUNT PILOT PROGRAM

The Menlo Park City Council recently approved a rate assistance pilot program to assist those suffering financial hardship. Qualified households may receive a \$14.11 fixed monthly discount on their water bill from Menlo Park Municipal Water and a 20 percent monthly discount on solid waste service from Recology.

The pilot program runs from January 1, 2021, to June 30, 2021, and encourages residents to:

- Enroll in PG&E California Alternative Rates for Energy (CARE) program to receive discounts on their gas and electricity bills if not currently enrolled.
- Once enrolled in CARE, please contact Central Coast Energy Services to submit verification documents.

Learn more at menlopark.org/rateassistance.

WATER CONSERVATION REGULATIONS

Water is a precious resource that is used every day. About 75 percent of the Earth's surface is covered by water, but only 1 percent can be used for drinking because most water found on the planet contains salt. The limited availability of water combined with population and economic growth requires good conservation practices to ensure adequate supplies are available for the future.

For a list of the City's water use regulations, visit menlopark.org/waterconservation.



PROPOSED DROUGHT SURCHARGES

To recover its costs of service and remain financially stable during periods of drought and reduced water sales, Menlo Park Municipal Water is proposing a temporary drought surcharge that corresponds to the water shortage. The City Council will discuss the Water Contingency Plan and six drought stages this spring.

HOW ARE WATER BILLS CALCULATED?

A typical single-family home using 12 ccf of water per month is billed \$127.51. With the proposed fiscal year 2021-22 rates, the same single-family home will see a \$9.51 decrease. A ccf is 748 gallons (one-hundred cubic-feet) of water. View the table below for the calculations.

CURRENT RATES				PROPOSED FISCAL YEAR 2021-22 WATER RATES			
Description	ccf	Unit cost	Monthly cost	Description	ccf	Unit cost	Monthly cost
5/8" fixed meter charge			\$28.21	5/8" fixed meter charge			\$27.58
Water consumption charge, flat rate plus tier usage				Water consumption charge, based on tier usage			
Tier 1: 0 - 6 ccf	6	\$5.57	\$33.42	Tier 1: 0 - 6 ccf	6	\$5.09	\$30.54
Tier 2: Over 6 ccf	6	\$7.98	\$47.88	Tier 2: 7 - 12 ccf	6	\$6.82	\$40.92
				Tier 3: Over 12 ccf	0	\$8.69	\$0.00
Water capital surcharge	12	\$1.50	\$18.00	Water capital surcharge	12	\$1.58	\$18.96
MONTHLY TOTAL			\$127.51	MONTHLY TOTAL			\$118.00

PROPOSED WATER RATES								
Current Water Rates			July 1, 2022	July 1, 2023	July 1, 2024	July 1, 2025	July 1, 2026	Proposed Maximum
FIXED METER CHARGE - All Customers								
Meter Size		Meter Size						
5/8"	\$28.21	5/8"	\$27.58	\$28.96	\$30.41	\$31.93	\$33.53	\$33.53
3/4"	\$28.21	3/4"	\$27.58	\$28.96	\$30.41	\$31.93	\$33.53	\$33.53
1"	\$47.03	1"	\$45.97	\$48.27	\$50.68	\$53.21	\$55.87	\$55.87
1-1/2"	\$94.05	1-1/2"	\$91.95	\$96.55	\$101.38	\$106.45	\$111.77	\$111.77
2"	\$150.46	2"	\$147.12	\$154.48	\$162.20	\$170.31	\$178.83	\$178.83
3"	\$282.14	3"	\$294.24	\$308.95	\$324.40	\$340.62	\$357.65	\$357.65
4"	\$471.15	4"	\$459.75	\$482.74	\$506.88	\$532.22	\$558.83	\$558.83
6"	\$940.45	6"	\$919.50	\$965.48	\$1,013.75	\$1,064.44	\$1,117.66	\$1,117.66
8"	\$1,504.70	8"	\$1,471.20	\$1,544.76	\$1,622.00	\$1,703.10	\$1,788.26	\$1,788.26
10"	\$2,163.01	10"	\$2,114.84	\$2,220.58	\$2,331.61	\$2,448.19	\$2,570.60	\$2,570.60
WATER CONSUMPTION CHARGE - All Customers, Rate per ccf								
Tier 1: 0-6 ccf	\$5.57	Tier 1: 0-6 ccf	\$5.09	\$5.34	\$5.61	\$5.89	\$6.18	\$6.18
Tier 2: over 6 ccf	\$7.98	Tier 2: 7-12 ccf	\$6.82	\$7.16	\$7.52	\$7.90	\$8.30	\$8.30
		Tier 3: Over 12 ccf	\$8.69	\$9.12	\$9.58	\$10.06	\$10.56	\$10.56
CAPITAL SURCHARGE - All Customers, Rate per ccf								
All Usage	\$1.50	All Usage	\$1.58	\$1.66	\$1.74	\$1.83	\$1.92	\$1.92
UNMETERED FIRE FIXED CHARGES								
Meter Size		Meter Size						
1-1/2"	\$16.93	1-1/2"	\$30.23	\$31.74	\$33.33	\$35.00	\$36.75	\$36.75
2"	\$27.08	2"	\$48.37	\$50.79	\$53.33	\$56.00	\$58.80	\$58.80
3"	\$50.79	3"	\$96.73	\$101.57	\$106.65	\$111.98	\$117.58	\$117.58
4"	\$84.81	4"	\$151.14	\$158.70	\$166.64	\$174.97	\$183.72	\$183.72
6"	\$169.28	6"	\$302.29	\$317.40	\$333.27	\$349.93	\$367.43	\$367.43
8"	\$270.85	8"	\$483.66	\$507.84	\$533.23	\$559.89	\$587.88	\$587.88
10"	\$389.34	10"	\$695.26	\$730.02	\$766.52	\$804.85	\$845.09	\$845.09
12"	\$727.90	12"	\$1,299.83	\$1,364.82	\$1,433.06	\$1,504.71	\$1,579.95	\$1,579.95
DROUGHT SURCHARGES – All Customers, Rate per ccf								
Water Shortage Contingency Plan—Required water reduction based on City Council declared drought stage								
Stage 1: Up to 10 percent	All Usage	\$0.60	\$0.63	\$0.64	\$0.60	\$0.60	\$0.60	\$0.64
Stage 2: Up to 20 percent	All Usage	\$1.36	\$1.40	\$1.43	\$1.32	\$1.33	\$1.33	\$1.43
Stage 3: Up to 30 percent	All usage	\$2.32	\$2.39	\$2.41	\$2.21	\$2.22	\$2.22	\$2.41
Stage 4: Up to 40 percent	All Usage	\$3.61	\$3.67	\$3.67	\$3.34	\$3.33	\$3.33	\$3.67
Stage 5: Up to 50 percent	All Usage	\$5.42	\$5.43	\$5.37	\$4.83	\$4.77	\$4.77	\$5.43
Stage 6: Greater than 50 percent	All Usage	The actual drought surcharge will be calculated based on the actual water conservation target that must be met.						

	Existing	Fiscal Year Ending June 30,				
	FY 2021	FY 2022	FY 2023	FY 2024	FY 2025	FY 2026
Monthly Fixed Meter Charge (\$/Month)						
5/8"	28.21	27.58	28.96	30.41	31.93	33.53
3/4"	28.21	27.58	28.96	30.41	31.93	33.53
1"	47.03	45.97	48.27	50.68	53.21	55.87
1-1/2"	94.05	91.95	96.55	101.38	106.45	111.77
2"	150.46	147.12	154.48	162.20	170.31	178.83
3"	282.14	294.24	308.95	324.40	340.62	357.65
4"	471.15	459.75	482.74	506.88	532.22	558.83
6"	940.45	919.50	965.48	1,013.75	1,064.44	1,117.66
8"	1,504.70	1,471.20	1,544.76	1,622.00	1,703.10	1,788.26
10"	2,163.01	2,114.84	2,220.58	2,331.61	2,448.19	2,570.60

Monthly Unmetered Fire Fixed Charges (\$/Month)						
1-1/2"	16.93	30.23	31.74	33.33	35.00	36.75
2"	27.08	48.37	50.79	53.33	56.00	58.80
3"	50.79	96.73	101.57	106.65	111.98	117.58
4"	84.81	151.14	158.70	166.64	174.97	183.72
6"	169.28	302.29	317.40	333.27	349.93	367.43
8"	270.85	483.66	507.84	533.23	559.89	587.88
10"	389.34	695.26	730.02	766.52	804.85	845.09
12"	727.90	1,299.83	1,364.82	1,433.06	1,504.71	1,579.95

Consumption Charge (\$/CCF) - Three Tier						
Tier 1 (0-6 CCF)	5.57	5.09	5.34	5.61	5.89	6.18
Tier 2 (7-12 CCF)	7.98	6.82	7.16	7.52	7.90	8.30
Tier 3 (Over 12 CCF)	7.98	8.69	9.12	9.58	10.06	10.56

Capital Facility Surcharge (\$/CCF)						
All Usage	1.50	1.58	1.66	1.74	1.83	1.92

Drought Surcharge (\$/CCF)						
Water reduction target based on City Council approved drought stage						
Stage 1: Up to 10%	0.36	0.60	0.63	0.64	0.60	0.60
Stage 2: Up to 20%	0.85	1.36	1.4	1.43	1.32	1.33
Stage 3: Up to 30%	1.48	2.32	2.39	2.41	2.21	2.22
Stage 4: Up to 40%	3.50	3.61	3.67	3.67	3.34	3.33
Stage 5: Up to 50%	3.50	5.42	5.43	5.37	4.83	4.77
Stage 6: Greater than 50%	NA	8.12	7.98	7.74	6.86	6.68

1. The actual drought surcharge will be calculated based on the actual water conservation target that must be met.

2. Stage 6 represents water conservation greater than 50%. The drought surcharge shown is for 60% reduction.

	Existing	Fiscal Year Ending June 30,				
	FY 2021	FY 2022	FY 2023	FY 2024	FY 2025	FY 2026
Capacity Charges (one-time) for new/grade connections						
5/8"	5,723.00	6,985.00				
3/4"	5,723.00	6,985.00				
1"	9,539.00	11,642.00				
1-1/2"	19,077.00	23,284.00				
2"	30,523.00	37,254.00				
3"	57,232.00	74,509.00				
4"	95,577.00	116,420.00				
6"	190,771.00	232,840.00				
8"	292,373.00	372,544.00				
10"	420,287.00	535,532.00				
12"	785,753.00	1,001,211.00				

Increased annually by the ENR-CCI
(Engineering News Record - Construction Cost Index)

Protests Received as of May 6

#	Date Received	Name	Address
1	3/29/2021	Lyn Johnson	1358 Sevier Ave.
2	3/29/2021	Peter Chao / Angela Chen	580 Barron St.
3	4/12/2021	Anders Frisk	2391 Sharon Rd
4	4/13/2021	Andrew Hwang	2327 Sharon Rd
5	4/15/2021	Jim Obuchi	675 Sharon Park Dr. #101
6	4/23/2021	Virginia Kenyon	2351 Sharon Rd
7	4/26/2021	Toshio Itoh	675 Sharon Park Dr. #236
8	4/26/2021	Linda Fung	2343 Sharon Rd.

From: Lyn Johnson
Sent: Monday, March 29, 2021 2:56 PM
To: Herren, Judi A
Subject: Water Rate Protest

To Whom It May Concern:

How could you raise water rates when so many have been affected by job loss during the pandemic? I ask this question because I always assume some semblance of humanity from politicians—silly me. I have just a few questions about the rationale for raising the cost of water in Menlo Park. I'm also curious at the necessity.

- What will the additional \$9.51 provide consumers in the way of services?
- What is the current salary of the CEO of the company that manages billing for the water utility of Menlo Park?
- Will the nearly \$10 increase ensure we won't have to pay a fee to pay our water bills online?

Everyone on the City Council should prepare to lose their jobs if fees are increased. This is all part of a plan to gentrify this neighborhood and drive out Black and Latinx families.

I strongly protest the increase in fees.

Sincerely
Lyn Johnson
1358 Sevier Avenue

Sent from [Mail](#) for Windows 10

From: Peter Chao
Sent: Monday, March 29, 2021 4:07 PM
To: Herren, Judi A
Cc: Angel Chen
Subject: Attn: Water Rate Protest

Dear City of Menlo Park,

This letter is to signify my formal protest of the proposed 5 year increase plan.

Property Affected:
580 Barron Street
Menlo Park, CA 94025

APN: 062-530-260

Peter Chao
Angel Chen

Signature:
Peter Chao
Angel Chen

From: Anders Frisk
Sent: Monday, April 12, 2021 11:26 AM
To: _CCIN <city.council@menlopark.org>
Subject: Why should families in condos and apartments pay 70% more per gallon of water...

Why should families in condos and apartments pay 70% more per gallon of water than what single family home owners pay?

The recently proposed water rates for Menlo Park Municipal Water are very unfair to condo and apartment complexes compared to single family homes. Each single family home is connected to the water system with a single meter that measures the water consumed each month by the family. Condo and apartment complexes are also connected to the water system with a single meter, but in this case the meter measures the collective water consumption for all families in the complex, which can be 10s or even 100s of families .

The proposed 2022 water rate is structured so that each single family home can consume 6 ccf/month (1 ccf = 748 gallons) at a base rate of \$5.09/ccf. Consumption above 6 ccf/mo is considered excessive and is discouraged by charging a higher rate of \$6.82/ccf for the next 6 ccf and \$8.69/ccf for consumption above 12 ccf/mo.

For a single family home this rate structure can seem reasonable as an average family will need about 4 to 6 ccf for domestic water use and another few ccf for irrigation, however since the rates are per water meter, not per family, they become totally unreasonable for families that live in condos or apartments where families have to pay the highest water rate for essentially all their water.

Since condo owners and apartment renters don't get individual water bills each month it is very natural that they don't think about how much they indirectly pay for the water and as a result they don't speak up when they are treated unfairly.

The Menlo Park city council needs to wake up to the fact a lot of families live in condos and apartments and that those families will not accept to be treated as a category that can be ignored.

The fair solution is that everyone, regardless of how they live, apartment, condo or single family house pay the same water rate per gallon.

When it comes time to conserve water in a drought, each family or person needs to have the same right to a base allocation of water.

The proposed water rates need to be stopped and reworked by the city council.

Sincerely,
Anders Frisk

2391 Sharon Rd

From: Andrew Hwang
Sent: Tuesday, April 13, 2021 12:04 PM
To: _CCIN <city.council@menlopark.org>
Subject: Water Rates

Dear City Council,
it has come to my attention that the current water rate structure is unfair to people who live in multi-family dwellings served by a common meter. It is my hope that this will be corrected in the near future.

sincerely,
Andrew Hwang
2327 Sharon Road
Menlo Park, CA

From: Jim Obuchi
Date: Thursday, April 15, 2021 at 8:33 PM
To: _CCIN <city.council@menlopark.org>
Subject: Concern about the the Proposed Water Rate Change

Dear City Council Members,

My understanding is that the proposed 2022 3-tiered water rate structure is based a "per water meter" basis, which would be fair if each household had its own water meter. However, apartment and condominium complexes typically have one meter for the whole complex, which may be over 100 units or households, so such a structure would subject these households to the highest rate on practically all of their water usage, which would not be equitable.

One way to possibly address this would be to take the single household allowance amounts and multiply that by the number of units. For example, if the first tier rate is \$5.09/ccf up to the first 6 ccf, then for a 100 unit complex it should be \$5.09 up to the first 600 ccf, and so on. If that is not feasible, then one flat rate would be the fairest approach, and in the event of a drought a surcharge could be assessed based on a comparison of historical total water usage.

Thank you for your consideration.

Sincerely,

Jim Obuchi
675 Sharon Park Drive, Unit 101
Menlo Park

APR 23 2021

Email

[Menlo Park](#) › [Emails](#) › Email



proposed water rates

From: talley kenyon

APR 23, 2021

Dear City Council Members,

I wrote earlier about my concerns regarding the proposed water rate rules and the effects this will have on residents who live in older multi-family dwellings that have a single water meter.

The Menlo Park Water District serves the far western and far eastern portions of the City. While it might seem possible to shrug off the concerns of residents in the western part of the district – “those people have money, so what’s the big deal”. I don’t think anyone would feel they could easily make that assumption about those residing in multi-family complexes east of El Camino.

Water is vital to life. Water is disappearing. Drought years occur more often than non-drought years. Those of us living in multi-family units are already doing our part to reduce our water demands and our carbon footprint.

Yet, the proposed rates are founded on the supposition that in residential areas a single meter serves a single home. This is obviously untrue. Some landlords apportion the water bill to each unit – which might sound fair until you realize they are essentially being billed as commercial buildings that have much lower necessary water needs than family dwellings.

Hence families living a more earth friendly lifestyle will be both punished by much higher water bills and effectively forced to subsidize the single family units. You can stop this in its tracks. This passage from the opinion piece clearly describes the inequity that is currently proposed.

As Mr. Siegel said in his guest opinion in the Menlo Almanac on April 9, 2021 : (<https://www.almanacnews.com/print/story/2021/04/09/not-just-a-drop-in-the-bucket>)<https://linkprotect.cudasvc.com/url?a=https%3a%2f%2fwww.almanacnews.com%2fprint%2fstory%2f2021%2f04%2f09%2fnot-just-a-drop-in-the-bucket%29&c=E,1,fDcm_I5VMmqr1gWXuzNzl2ePk0q8tqgv_xDHoZDng007qHBIB3qPOIncwuP-ZGJ0oLss_hhjdN0ZXhJbMiJhr8va7fji8N99CQ0uBG5q2hYW6qQ0IA,&typo=1>

For example, I live in a condominium complex that has one meter measuring the water usage of 57 families. For our water meter to measure usage in tier 2 for the month, every single person in the 57 families would have to use less than 2 gallons of water a day (110/57), or just one flush of a low-flow toilet per day! This is clearly not possible and in fact, our water meter goes into tier 3 by the second day of the month. Multifamily residences are essentially stuck in tier 3 even if they practice exceptional water conservation, and are charged a water consumption rate that is 71% higher than tier 1 and 27% higher than tier 2. Clearly an increasing tier structure is unfair and doesn’t promote conservation for multifamily residences. The inequity impact gets worse over the five-year horizon of the proposed water rates. In 2022 multifamily residences will represent 6.84% of all residences, and this percentage grows to 9.93% as a result of a 40% increase in multifamily residential connections over the next five years.

So please look at this issue carefully and direct the MP Water District to come up with a broader approach to rates. Wouldn’t it be better to prevent a problem rather than having to respond after the fact? Think of this as a canary singing out a warning and establishing equity from the start – that is when real social justice change will come. I ask this as a resident, as a person who can speak for those who have little opportunity to speak, and as a Quaker.

Thank you for your attention and all the good work you do on the many issues facing Menlo Park.

Peace,

Virginia Talley Kenyon
2351 Sharon Road, Menlo Park
April 25, 2021

Families and children Environment Housing

APR 26 2021

Email

[Menlo Park](#) › [Emails](#) › Email



New Water Rate

From: Toshio Itoh

APR 26, 2021

Dear council members,

I am resubmitting my petition of April 14 since I learned that a petition without address is in valid.

The new water rates proposed by Menlo Park Municipal Water seem unfair to people who lives in multifamily residencies (condos or apartments) and shares one water meter. To make the rule fair to everybody, the water meter reading of multifamily residencies should be divided by the number of units attached to the meter. I strongly against the current new proposed water rate.

Best,

Toshio Ito

675 Sharon Park Dr. #236
Menlo Park , CA 94025

Begin forwarded message:

From: Toshio Itoh <toshio.itoh@sbcglobal.net<mailto:toshio.itoh@sbcglobal.net>>

Subject: New Water Rate

Date: April 14, 2021 at 10:13:42 AM PDT

To: city.council@menlopark.org<mailto:city.council@menlopark.org>

The new water rates proposed by Menlo Park Municipal Water seem unfair to people who lives in multifamily residencies (condos or apartments) and shares one water meter. To make the rule fair to everybody, the water meter reading of multifamily residencies should be divided by the number of units attached to the meter. I strongly against the current new proposed water rate.

best,

 Rental housing  Housing  Water

APR 26 2021

Email

[Menlo Park](#) › [Emails](#) › Email



Water Rates - Unfair to Certain Residents

From: Linda

APR 26, 2021

Dear Menlo Park City Council Members,

I live in the Sharon Heights area (District 5) of Menlo Park in a condominium complex which has one water meter for the entire complex (consisting of 50+ units).

I understand that unless an exception is made for this type of residence (multifamily residence with a single water meter), during a time of declared drought, residents such as myself may be unfairly penalized with fines and/or shutting off our water supply because we would not be able to achieve the water reduction that would be mandated.

I ask that a provision be included in the Menlo Park Municipal Water rules and rates that would prevent this unfair and harsh consequence.

Sincerely,

Linda Fung (resident of Menlo Park for over 30 years)
2343 Sharon Rd. Menlo Park

 Environment  Local businesses  Water

Agenda item L1
Jay Siegel, Resident

My name is Jay Siegel and I'm a resident of Sharon Heights in the Menlo Park Water District. I've made my views on the proposed new water rates clear in previous comments in council meetings and there is no need to repeat them tonight.

I want to commend the staff on the report they presented tonight for being straightforward and transparent on the issues surrounding the proposed new water rates. Especially for surveying the rate structures of the surrounding water districts and presenting the results in the eye-opening Table 2 of their report. That table shows that 13 of our sister water districts recognized the issue of single meter multi-family residences and figured out how to set fair and equitable rates.

In the paragraph following table 2, the report lays out an alternative -- the council members can vote tonight for a 6 month postponement and redo the water rate study.

While the staff recommends, the decision to postpone the rates is up to you, our council members, who were elected to stand up for families of all income levels in our fair city. I urge you to make the decision tonight that is right for ALL families in the Menlo Park Water District and postpone the new water rates.

It is never too late to do the right thing.

Thank you.

Agenda item L1 Anders Frisk, Resident

Thoughts to be presented at the Water rates public hearing May 11, 2021

My name is Anders Frisk. I'm a resident of Menlo Park.

Earlier I have presented multiple examples of how the proposed water rates discriminate against families in multi-family housing. Tonight I will just give you one more example to think about as you decide on the proposed rates.

Was fairness even a goal... How do you explain the fairness in that the monthly water bill for a typical single-family home (12 ccf) will go DOWN by -7% for the first year, while my multi-family housing monthly bill (6 ccf per family, half the volume of the single-family home) will go UP by +17%. This is comparing current rates with the proposed 2021-22 rates.

Most importantly - Why was only the single family home example included in the notice for tonight's hearing?
How do you think an apartment resident, who doesn't receive an individual water bill, will be able to make a comparison and express an opinion?

Did everyone just forget about the families in multi-family housing?

Please stop the discrimination. Stop the proposed water rates now and start over with rates and drought mitigation policies that treat all people equally.

Here are some questions that I urge you to consider when you work on fair water rates and drought mitigation.

Do tiered rates really result in lower water use? Are monthly water use reports that enable families to compare their water use to others in the community a better alternative?

Can fair water conservation be achieved if you don't consider the water use per family?

Please show that you are prepared to stand up against discrimination. Vote against the proposed water rates.

Respectfully,
Anders Frisk



STAFF REPORT

City Council
Meeting Date: 5/11/2020
Staff Report Number: 21-099-CC

Regular Business: **Adopt Resolution No. 6623 to authorize a grant to Habitat for Humanity Greater San Francisco (Habitat) of \$1.2 million for preservation of existing housing through their Homeownership Preservation Program and authorize the city manager to execute all related agreements and documents**

Recommendation

Staff recommends the City Council adopt Resolution No. 6623 (Attachment A) to authorize a grant from the below market rate (BMR) housing fund of \$1.2 million to Habitat for the preservation of existing housing through their Homeownership Preservation Program and authorize the city manager to execute all related agreements and documents to issue the grant.

Policy Issues

The City Council retains sole discretion to award available monies from the BMR housing fund collected in accordance with Menlo Park Municipal Code Chapter 16.96. As an impact fee, the City's use of the BMR housing in-lieu fee funds is subject to state laws governing impact fees, California Government Code §§ 66000-66025 (the "Mitigation Fee Act"), as amended by Assembly Bill (AB) 518 and Senate Bill (SB) 1693, which require that impact fees be expended or encumbered within five years of collection.

Background

On November 18, 2020, a notice of funding availability (NOFA) of approximately \$10 million from the BMR housing fund was released to support the preservation or production of permanent affordable housing. Project eligibility requirements are outlined in the NOFA application document (Attachment B.) Qualified projects include the preservation of existing affordable housing, acquisition or new construction of permanent affordable rental or ownership housing for extremely low, very low or low income households. Funding is intended to fill the financing gap between the projected total project costs and other available funding sources.

As defined in section 13.3 of the City of Menlo Park BMR guidelines, eligible uses of the BMR housing fund include permanent financing or assistance with other costs associated with the production or preservation of very low, low or moderate income housing. The City's BMR housing fund is a separate special fund, with no impact to the City's general fund. Revenue contributed to the BMR housing fund is primarily derived from development fees. Due to the high costs associated with housing production and preservation in the Bay Area, local affordable housing developers will utilize multiple funding sources to ensure proposed projects have adequate resources to advance.

The City received three applications on or before the due date of January 22, 2021 as shown in Table 1 in response to the NOFA:

Table 1 – NOFA applications				
Organization	Type of activity	Description	Amount requested	Net increase in TOT
HIP Housing Development Corporation (HHDC)	Preservation/ Acquisition	Acquisition of a 14 unit apartment building for conversion to deed restricted BMR rental housing	\$5,500,000	\$5.5 million of BMR funds approved by City Council 2/23/21. Funds dispersed and acquisition completed 4/1/21.
Habitat for Humanity Greater San Francisco (Habitat)	Homeownership preservation	Rehabilitation of existing housing owned by lower income seniors and families	\$1,200,000	\$1.2 million of BMR funds recommended by Housing Commission on 3/4/21. Funding request to City Council 4/27/21.
MidPen Housing, Inc.	New construction	Development of 12 new BMR ownership townhouses, partner with community land trust	\$3,600,000	\$3.6 million of BMR funds recommended by Housing Commission on 3/4/21.
Total requested			\$10,300,000	

Prompted by the time constraints required to acquire property in the proposal from HHDC, City staff expedited the review of the application proposal directly to the City Council February 23, 2021, and the City Council approved BMR funding of \$5.5 million. This staff report for Habitat includes the second of the two remaining application proposals, with the third and final proposal from MidPen to be presented to the City Council in May or June. The MidPen application for the development of new ownership housing is complex and staff are working through the details and considering the proposed development schedule before moving it forward to City Council. On March 3, 2021, the Housing Commission received presentations from Habitat and MidPen on their proposals and unanimously recommended that City Council fund each at their full request.

Analysis

The application (Attachment C) from Habitat proposes the completion of 20 home rehabilitation projects for long-time, low-income homeowners in Menlo Park’s Belle Haven neighborhood through their Homeownership Preservation Program. Habitat is a nonprofit organization and one of approximately 1,100 registered U.S. affiliates of Habitat for Humanity International. Habitat was formed in August 2008 through the merger of Peninsula Habitat for Humanity and Habitat for Humanity San Francisco. Prior to the merger, Peninsula Habitat had served the community since 1989 and Habitat San Francisco had served the community since 1992. They have provided homeownership opportunities for over 240 families in the past 30 years and remain the leading provider of affordable homeownership opportunities in Marin, San Mateo, and San Francisco counties serving households in the 40 – 80 percent Area Median Income (AMI) range.

Since 2011, Habitat has expanded their work from purely home production into rehabilitation with the launch of the Homeownership Preservation Program. Preserving affordable home ownership is an important, and ever growing, part of their mission. The Homeownership Preservation Program focuses on vulnerable neighborhoods and communities with a concentration of low-income homeowners of color, particularly seniors, whose financial circumstances and deferred maintenance place them in both physical danger and

at risk of displacement from their homes. In the last 10 years, they have completed repairs at 185 homes, including 99 in Bayview Hunter's Point (San Francisco), 83 in East Palo Alto, and 3 in Menlo Park's Belle Haven neighborhood. Since their start in Belle Haven in 2018, they have connected with a diverse cross section of homeowners and community stakeholders.

Homeownership Preservation Program

Habitat notes that in the last several years a significant need has surfaced and through their experience and meaningful community partnerships they are answering the call by low-income homeowners, especially African American and Latino households. Through their Homeownership Preservation Program, they can complete major repairs and rehabs that address acute safety issues and enable elderly homeowners to age in place and remain in communities that they have been a part of for decades. Habitat states that homeowners they serve face difficult choices –continue to live in unhealthy, poorly insulated homes which have structural problems, leaking roofs and other dangers, or be forced to sell their homes and leave the region, where they are separated from the deep community and family networks they have built over decades. The community suffers a loss as well, losing civically engaged residents with long histories and relationships that serve as the bedrock of the community. As such, Habitat strongly believes this work fits squarely within their mission and the framework of the City's goal of affordable housing preservation.

The Habitat Home Preservation Program performs critical home repairs for low-income homeowners. To be eligible, homeowners must appear on title and live in their homes as their primary residence. The owner occupied housing rehabilitations, which are valued at \$40,000-\$75,000 per home, will be completed over a three-year period, and targets very low-income homeowners at or below 50 percent of AMI. Homeowners will be eligible through Habitat for a deferred loan, at 0 percent interest. The loans will be payable over a 30-year term or payable only if the home is sold or transferred. In instances where loans are repaid, all funds will be directly recycled for new rehabilitation loans for other high-need, low-income homeowners in the Belle Haven neighborhood. Habitat will self-perform rehabilitation projects using their own construction experts and selected, vetted subcontractors. To identify and engage very low-income homeowners in Belle Haven at greatest risk of displacement or harm due to the conditions of their homes, Habitat will employ an outreach specialist and work closely with public and private agencies and organizations that serve the neighborhood and its residents.

Habitat will provide follow-up support to all homeowners, including estate planning, to ensure that homeowners can remain in their homes, preserve equity, and keep the home in the family over time. Habitat will also engage homeowners in limited sweat equity, giving homeowners opportunities to contribute in a variety of ways, including construction, recruitment of church or family networks as volunteers, or through cooking meals for construction crews. Habitat has developed collaborative relationships with other nonprofits that are engaged with the community and some that provide job training opportunities, such as GRID Alternatives (solar installations) and Project WeHope.

BMR housing funds

A summary of the BMR housing fund balance is provided in Table 2. At the start of the 2020-21 fiscal year, staff calculated approximately \$12.8 million in available BMR housing funds. As previously stated, City staff released the 2020 NOFA with available funding up to \$10 million. By retaining a portion of the fund balance, the City maintains an appropriate reserve for all activities outlined in the BMR housing program guidelines.

The HHDC application was awarded \$5.5 million and the total of the two combined NOFA proposals total \$4.8 million, for a total of \$10.3 million. The Housing Commission unanimously recommended that City Council approve funding the two remaining applicants at the full amount of each request, with an additional \$300,000 allocated from the BMR housing fund, to increase the total 2020 NOFA award to \$10.3 million.

Table 2: BMR housing fund balance summary		
Notes payable	2019-20	2020-21
Adjusted available balance	\$21,741,831	\$17,212,791
1317-1385 Willow Road (approved)	(\$9,331,000)	-
1105 and 1141 Willow Road (approved)	(\$635,502)	-
Assets (BMR in-lieu fees, interest, etc.)	\$5,437,462	\$410,000
2020 NOFA	-	(\$10,000,000)
2020 NOFA additional funds	-	(\$300,000)
Estimated ending balance	\$17,212,791	\$7,322,971

As defined in section 13.3 of the City of Menlo Park BMR housing program guidelines, eligible uses of the BMR housing fund include costs to preserve existing affordable housing. The City’s BMR housing fund is a separate special fund, with no impact to the City’s general fund. Revenue contributed to the BMR housing fund is primarily derived from development fees. The total Homeownership Preservation Program project cost is \$1.3 million, with City funding used exclusively for direct materials and labor costs, administrative overhead, and permits and fees associated with rehabs. Habitat private philanthropy, in-kind contribution of labor, and corporate sponsorships will cover costs associated with marketing, underwriting and closing.

The funding for this activity would be structured as a conditional grant. Habitat would enter into a grant agreement with the City for the use of the funds, which would include terms and requirements such as annual reports on the use of funds, fund balance, revolving loan fund balance, quantitative and qualitative data including number of loans made, status and number of rehabilitation projects completed, number of households/persons served, demographic information on households, outreach efforts and any program challenges. If at any time Habitat discontinues the Homeownership Preservation Program, all remaining funds would be required to be returned to the City, including any in the revolving loan fund. The loan portfolio would also be transitioned to the City.

Summary

This proposal strongly aligns with the NOFA priorities, including preserving affordable housing and improving neighborhoods. Habitat can serve 20 households at a fraction of the cost of building or acquiring new homes and has the ability to complete these projects within three years. Their proposal also conforms closely with the City’s housing element H2 Goal to rehabilitate viable older housing, preserve existing housing stock, and maintain stability of residential neighborhoods. Their Homeownership Preservation Program also aligns with recommendations in the Facebook-commissioned UC Berkeley Center for Community Innovation’s January 2020 report titled Investment and Disinvestment as Neighbors: A Study of Baseline Housing Conditions in the Bay Area Peninsula. In this report, authors cited the importance of community stabilization and housing preservation more generally, suggested loan funds as a housing stabilization, and lifted up YPLAN recommendations that highlighted home repair assistance as a strategy for community stabilization in Belle Haven.

Funding is being recommended for the Habitat Homeownership Preservation Program as it successfully addresses the City’s affordable housing needs and priorities, and were determined to meet the eligibility

requirements as identified in the NOFA. The recommendation of funding for this project also helps achieve the goals identified in the Housing Commission 2020 work plan, including use of BMR funds to support programs that improve the health, safety and affordability of housing.

Impact on City Resources

There is no impact on the City's general fund. The \$1.2 million grant would come from the BMR housing fund to support the preservation of affordable housing in accordance with the requirements of the 2020 NOFA and BMR guidelines.

Environmental Review

This project and the funding of the project are exempt from the California Environmental Quality Act (CEQA) Guidelines §§ 15378 and 15061(b)(3) as it will not result in any direct or indirect physical change in the environment.

Public Notice

Public notification was achieved by posting the agenda, with the agenda items being listed, at least 72 hours prior to the meeting.

Attachments

- A. Resolution No. **6623**
- B. NOFA 2020
- C. Habitat NOFA application packet dated January 22, 2021

Report prepared by:

Rhonda Coffman, Deputy Community Development Director – Housing

RESOLUTION NO. 6623

**RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MENLO PARK
APPROVING A GRANT TO HABITAT FOR HUMANITY GREATER SAN
FRANCISCO (HABITAT) OF \$1.2 MILLION FOR PRESERVATION OF
EXISTING HOUSING THROUGH THEIR HOMEOWNERSHIP
PRESERVATION PROGRAM**

WHEREAS, the opportunity to preserve existing affordable housing remains a high priority need in Menlo Park: and

WHEREAS, Habitat will administer a Homeownership Preservation Program to preserve existing affordable housing in the Belle Haven neighborhood of Menlo Park; and

WHEREAS, the City of Menlo Park affirms the City's commitment to producing, preserving and protecting below market rate (BMR) housing units

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Menlo Park hereby resolves:

(a) To approve a funding commitment for the Habitat Homeownership Preservation Program for the rehabilitation of 20 low income, owner occupied homes through a conditional grant of \$1,200,000; and

(b) All grant proceeds shall be funded from the City's BMR Fund with the grant agreement documents subject to review and approval of the City Attorney and City Manager; and

(c) The City Manager is authorized to execute any and all documents necessary to disperse funds on behalf of the City of Menlo Park.

I, Judi A. Herren, City Clerk of Menlo Park, do hereby certify that the above and foregoing City Council Resolution was duly and regularly passed and adopted at a meeting by said City Council on the eleventh day of May, 2021, by the following votes:

AYES:

NOES:

ABSENT:

ABSTAIN:

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the Official Seal of said City on this eleventh day of May, 2021.

Judi A. Herren, City Clerk

NOTICE OF FUNDING AVAILABILITY (NOFA)

Community Development Department – Housing Division
701 Laurel St., Menlo Park, CA 94025
tel 650-330-6614



Background

The City of Menlo Park announces the availability of funds for affordable housing projects in Menlo Park and seeks responsive proposals. Approximately \$10 million in Below Market Rate (BMR) housing funds are available under this NOFA to support the preservation or production of permanent affordable housing. The funding is intended to fill the financing gap between the projected total development costs and other available funding sources.

Qualified developers of affordable housing who meet the NOFA qualifications are encouraged to submit proposals. All proposals must be received no later than 5 p.m., January 22, 2021. Interested parties may submit as an individual entity and/or may collaborate with other entities, so long as the collective group meets the NOFA requirements. Funding will be awarded by the City Council on a competitive basis to those projects that are most successful in addressing the City's affordable housing needs.

The City is seeking proposals demonstrating: an understanding of the community; the unique attributes and opportunities of the neighborhood where the project will be located; successful experience in developing and managing affordable housing; and a commitment to an inclusive and informative public engagement process. Applicants must have successfully completed prior affordable housing projects. Joint venture partnerships are allowed assuming at least one member of the partnership meets the minimum experience requirement.

Eligible projects include preservation of existing affordable housing, acquisition or new construction of permanent affordable rental or ownership housing for extremely low, very low and low income households. Proposals from organizations that produce affordable housing through the administration of housing programs will also be considered, although BMR housing funds will be primarily limited to direct housing production (e.g. first time homebuyer program, accessory dwelling unit loan program, acquisition of existing housing, etc.). Development of emergency shelters for the homeless and transitional housing is not eligible because they do not result in permanent affordable housing. Mixed income projects containing both affordable and market rate rental and ownership units are eligible, with only the affordable housing portion of the project eligible for assistance under this NOFA.

The City will evaluate proposals based on City Council adopted project goals and housing priorities. All proposals will be reviewed for consistency with the Housing Element and the City's General Plan. There will not be a point system applied to these goals and priorities.

Project priorities

To be considered for funding under this NOFA, the project should attempt to meet the following project priorities:

- Housing units will remain affordable through deed restrictions for at least 55 years.
- The project is consistent with the goals and objectives of the City's Housing Element and General Plan
- The project has reasonable costs, the ability to compete well in securing competitive fund sources, and is soundly underwritten.

- The project will allow the City to spend housing funds expeditiously, projects should be “ready to go”.
- The project site allows a development to achieve maximum density and is consistent with the applicable zoning
- The project provides dual benefits by preserving/developing affordable housing and creating a substantial improvement of a blighted property and/or neighborhood.
- The building incorporates green building practices and materials.
- The project incorporates appropriate community spaces, amenities and services for the target population.
- The project site is within walking distance of transit, services and amenities and is convenient for the target population.
- The project will implement a Local Hire program for Menlo Park residents (via construction and/or operations) when applicable.
- The development team has demonstrated experience with successful affordable housing projects and the capacity to work cooperatively with communities in the design and development of projects.
- The project provides housing targeting very low and low income households.
- The project is in central or west Menlo Park.
- The project contains larger units (2+ bedroom units and larger) and generally targets families.
- The project’s management plan promotes a healthy living environment for tenants.

Review process

Application review

Staff will review all proposals to verify applicant eligibility. Proposals from developers that do not meet the City’s minimum required experience will not be considered. Incomplete proposals will not be considered.

Please note that the City aims to target BMR funds toward projects serving households at the lowest affordability levels. The City also intends to maximize the impact of its investment by awarding funds to projects requesting reasonable levels of subsidy, leveraged by other fund sources. So, in instances where there are multiple projects applying for funds, affordability targeting and subsidy level per unit will be considered.

Environmental review and assessment

Before the final funding commitment, projects must be assessed in accordance with the California Environmental Quality Act (CEQA). If Federal funding is involved, the project must also be assessed in accordance with the National Environmental Policy Act (NEPA).

Application process

Timeline

The tentative timeline for evaluating and selecting proposals is anticipated to be:

Housing Commission review:	Wednesday, November 4, 2020
City Council informational item:	Tuesday, November 17, 2020
NOFA publication:	Wednesday, November 18, 2020
NOFA applications due:	Thursday, January 22, 2021
Housing Commission presentations:	Wednesday, February 3, 2021
Housing Commission recommendations:	Wednesday, March 3, 2021
City Council approvals:	Tuesday, March 23, 2021

Application process continued

Contact information

Questions regarding this NOFA may be directed to Rhonda L. Coffman, Deputy Community Development Director, by calling 650-330-6615 or sending an email to rlcoffman@menlopark.org.

Changes to the NOFA process

The City of Menlo Park reserves the right to request additional information from applicants, reject any and all submittals, waive any irregularities in the submittal requirements or cancel, suspend or amend the provisions of this NOFA. If such an action occurs, the City will notify all interested parties in advance.

Funding priority will be given to applications received by the due date in this NOFA. If there are BMR funds available after the NOFA process, these funds will be available on an over the counter basis, subject to Housing Commission review and City Council approval.

Application submittal requirements

Applicants must submit the following:

- One (1) original complete application with all required supporting materials.
- A USB flash drive or similar with the complete application and supporting materials.
- The attached application form describing the project, the location, the proposed financing, developer qualifications, community outreach and any other information relevant for describing how the project meets the goals stated above.

Application due date

Applications must be submitted by 5 p.m., Thursday, January 22, 2021.

Please note - under the California Public Records Act, all documents submitted as part of this application are considered public records and will be made available to the public upon request.

Submit your completed application to:

City of Menlo Park
Community Development Department – Housing Division
Attn: Rhonda L. Coffman
701 Laurel St.
Menlo Park, CA 90425

2020 NOTICE OF FUNDING AVAILABILITY APPLICATION

Community Development Department
 Housing Division
 701 Laurel St., Menlo Park, CA 94025
 tel 650-330-6614

Project applicant			
Organization/Agency:			
Primary contact person:			
Phone:		Email:	
Address:		City:	State: Zip:
<p>1. What is the role of the applicant in the project (check all that apply):</p> <p><input type="checkbox"/> Ownership entity</p> <p><input type="checkbox"/> Managing partner or managing member</p> <p><input type="checkbox"/> Sponsoring organization</p> <p><input type="checkbox"/> Developer</p> <p><input type="checkbox"/> Other (describe):</p> <p>2. Applicant legal status:</p> <p><input type="checkbox"/> General partnership</p> <p><input type="checkbox"/> Joint venture</p> <p><input type="checkbox"/> Limited partnership corporation</p> <p><input type="checkbox"/> Nonprofit organization</p> <p><input type="checkbox"/> Other (please specify):</p> <p>3. Organization status:</p> <p><input type="checkbox"/> Currently exists</p> <p><input type="checkbox"/> To be formed (estimated date):</p> <p>4. Name(s) of individuals who are/will be general partner(s) or principal owner(s):</p> <p>If the applicant is a joint venture, a joint venture agreement is required that clearly describes the roles and responsibilities of each partner, who is the lead partner or if the responsibilities are approximately equally split between the partners.</p>			
Project detail			
Project name:			
Project address:		City:	State: Zip:
Assessor's parcel number:			

Project type (check all that apply): <input type="checkbox"/> Families <input type="checkbox"/> Seniors <input type="checkbox"/> Special needs <input type="checkbox"/> Other (please describe):										
Project activity (check all that apply): <input type="checkbox"/> Acquisition <input type="checkbox"/> Rehabilitation <input type="checkbox"/> New construction <input type="checkbox"/> Preservation <input type="checkbox"/> Mixed-income <input type="checkbox"/> Mixed-use <input type="checkbox"/> Other (please specify):										
Land area:					Number of residential buildings:					
Number of units:					Residential total floor area:					
Number of stories:					Number of elevators:					
Number of community rooms:					Community room(s) total floor area:					
Commercial/office uses (please specify):										
Commercial total floor area:					Office total floor area:					
Other uses (please specify):										
Total parking spaces:					Parking type(s):					
Residential parking spaces:					Residential parking ratio:					
Guest parking spaces:										
Commercial parking spaces:					Commercial parking ratio:					
Office parking spaces:					Office parking ratio:					
Income categories										
City BMR funds may only fund units serving extremely low, very low or low income households at or below 80 percent of the area median income (AMI). Inclusions of units for homeless households are encouraged.										
Category	Number of units					Percentage of units				
	Studio	1 bd	2 bd	3 bd	4 bd	Studio	1 bd	2 bd	3 bd	4 bd
0 to 30 percent AMI – Extremely low										
31 to 50 percent AMI – Very low										
51 to 80 percent AMI – Low										
81 to 120 percent AMI – Moderate										
Unrestricted										
TOTAL										

Unit amenities

Provide a brief list of unit amenities (e.g. air conditioning, laundry in unit, balconies, etc.):

Project narrative (please use additional sheets of paper as needed)

1. Project description: Provide a brief narrative summary of the proposed project including location, project type (e.g. new versus rehab), target population and any unique project characteristics.
2. Project design: Provide a description of the project's architectural and site plan concepts and how these concepts address the opportunities and limitations of the site and location.
3. Green building features: Describe the green building features that will be incorporated into the project.
4. On-site amenities: Describe any on-site amenities including any project characteristics that address the special needs of the population you intend to serve.

5. Neighborhood off-site amenities: Describe the property location, neighborhood transportation options, and local services and amenities that are within 1/4 mile and 1/2 mile of the site.

6. Potential development obstacles: Are there any known issues or circumstances that may delay or create challenges for the project? If yes, list issues below including an outline of steps that will be taken and the time needed to resolve these issues.

Site information (please use additional sheets of paper as needed)

Site control is required. Evidence should also be submitted demonstrating that the entity that has site control is the same entity applying for funds. Please include the site control document with the application.

What type of site control does the applicant currently hold?

Will site acquisition be a purchase or long-term lease?

What is the purchase price of the land? For proposed leaseholds, indicate the amount of the annual lease payment and the basis for determining that amount:

What is the current County-assessed value of the site?

Who is the current property owner and what is their address and contact information?

Total square footage of site:

Existing uses on the site and the approximate square footage of all structures:

Planned use of on-site existing structures:

- Demolish
- Rehabilitate
- Other (describe):

Provide the square footage, date built and number of stories for each on-site building to be retained as part of this project:

Provide a brief description of the condition of any buildings to be rehabilitated:

Describe unique site features (heritage trees, parcel shape, etc.)

Identify problem site conditions (high noise levels, ingress/egress issues, etc.)

Floodplain

Is the site in a floodplain? Yes No

If yes, type of flood plain and number of years:

List any maps referenced:

Describe adjoining land uses
West:
East:
North:
South:
Zoning
What is the current zoning of the project site?
Is the proposed project consistent with the existing zoning of the site? <input type="checkbox"/> Yes <input type="checkbox"/> No Explain:
Indicate any discretionary review permits required for the project (e.g. planned community permits, design review permits, rezoning, etc.)
If rezoning is required identify the requested zoning district for the project:
Community priorities (please use additional sheets of paper as needed)
Explain how this project meets the objectives of the project priorities identified in this NOFA and the goals and objectives of the <u>City's Housing Element and General Plan</u> :

Project funding (please use additional sheets of paper as needed)	
City funds requested:	Funds per assisted unit:
Total project cost:	Cost per assisted unit:
How will the requested City funding be used?	
Assess the chances of the project securing required funding and steps that will be taken to make the project competitive.	
What is the self-scored 9 percent tax credit tiebreaker score for the project if applicable?	
Developer experience (please use additional sheets of paper as needed)	
Applicants may be nonprofit or for-profit affordable housing developers or owners who have affordable housing experience in the nine-county Bay Area (San Mateo, San Francisco, Marin, Sonoma, Napa, Solano, Contra Costa, Alameda and Santa Clara) and a successful track record of at least two years of ownership of at least two affordable, deed-restricted housing projects within the nine-county Bay Area in which 100 percent of the units, are targeted to those at or below 80 percent AMI. Joint venture partnerships are allowed assuming at least one member of the partnership meets the minimum experience requirement. Previous development/ownership experience must include projects that contain at least 10 units.	
Years of experience:	
Number of projects:	
Number of projects in San Mateo County:	
Average size of projects:	
Number of units placed in service:	
Please describe two projects completed in the last 10 years that are similar to the proposed project and provide photographs of each project:	
Project 1 - name of project:	
Location:	
Number of units:	
Type of development (senior, family, etc.):	
Name of project manager:	
Number of stories:	
Unit types (studio, 1 bedroom, etc.):	
Type of construction:	
Project amenities:	

Entitlement date:
Occupancy date:
Funding sources:
Project 2 - name of project:
Location:
Number of units:
Type of development (senior, family, etc.):
Name of project manager:
Number of stories:
Unit types (studio, 1 bedroom, etc.):
Type of construction:
Project amenities:
Entitlement date:
Occupancy date:
Funding sources:

Personnel

List the names of key members of the applicant's development team, their titles, responsibilities and years of experience in affordable housing.

Project Staff	Name	Role in proposed project	Years of housing development experience	Years with this developer
Project Manager				
Director of Real Estate Development				
Executive Director				
Chief Financial Officer				
Other				
Other				

Indicate which of the following development team members have been selected and identify them if different from applicant.	
Developer:	Architect(s):
Engineer(s):	General contractor:
Attorney(s) and/or tax professionals	
Property management agent	
Financial and other consultant(s)	
Investor(s):	
List all other participants and affiliates (people, businesses and organizations) proposing to participate in the project.	
Name	Address
Describe how the property will be managed including the number of staff, locations and management office hours.	
If the project will be managed by an agency other than the project applicant describe the project applicant's role in the ongoing management of the project and resolution of management issues.	

Applicant certification

I certify that the information submitted in this application and all supporting materials is true, accurate and complete to the best of my knowledge. I acknowledge that if facts and or information herein are found to be misrepresented it shall constitute grounds for disqualification of my proposal. I further certify that the following statements are true except if I have indicated otherwise on this certification:

- I have not sold any of the projects listed on the 10 Year Projects list
- No mortgage on a project listed by me has ever been in default
- Government, or foreclosed, nor has mortgage relief by the mortgagee been given
- I have not experienced defaults or noncompliance under any contract or regulatory agreement nor issued IRS Form 8823 on any Low Income Housing Tax Credit (LIHTC) project on the 10 Year Projects list
- To the best of my knowledge there are no unresolved findings raised as a result of Agencies' audits, management reviews or other investigations concerning me or my projects for the past 10 years
- I have not been suspended, been barred or otherwise restricted by any state agency from participating in the LIHTC program or other affordable housing programs
- I have not failed to use state funds or LIHTC allocated to me in any state

I have checked each deletion, if any, and have attached a true and accurate signed statement, if applicable; to explain the facts and circumstances that I think help to qualify me as a responsible principal for participation in this NOFA.

Applicant name(s):

Signature:

Date:

Print name and title:

This application and all supporting material are regarded as public records under the California Public Records Act.

Applicant supporting material

In addition to submitting a complete application, the following additional supporting material must be provided with the application:

1. Cover letter: Provide a brief summary of the proposed project and discuss your agency's qualifications and why your proposal should be selected for funding.
2. Community outreach plan: Include the plan for conducting community outreach to neighbors of the proposed development and interested community groups. The outreach plan should describe how the developer intends to build support for the project and address community concerns. The outreach plan should also discuss any anticipated community concerns and how they would be handled.
3. Site control documents: Site control is required. Please include the site control document as well as documentation demonstrating that the entity that has site control is the same entity applying for funds.
4. Development schedule: Include a detailed project schedule identifying all major milestones. The schedule must include major milestones for the development approval process such as purchase of the property, community outreach process, financing, applications, approvals, closings, project construction and lease up. Projects with schedules projecting completion within three years will be given priority.
5. Experience (owner/developer and property manager): Please provide resumes for the owner/developer and property manager. The resume should include a list of affordable housing projects owned/developed and managed. Please include the following: name of project, address, number of units, target population, project PIS date and years under ownership/management.
6. Experience and references (staff): Provide resumes and project experience for all key staff working on the project including but not limited to: principals, project manager, project staff and financial officer. Indicate the level of experience of the project manager with projects similar to the proposal. Provide at least three references from City or County staff involved with projects completed in the last six years.
7. Financial proforma: Please provide detailed financial information for the proposed project including permanent and construction fund sources, detailed permanent development budget, unit affordability mix/rent schedule, operating budget and 30-year cash flow. If the project will use tax credits, please provide the tax credit calculations.
8. Photos: Attach recent clearly labeled photos of the project site and surrounding area.
9. Board of directors: Provide a listing of the board of directors including the city of residence.

2020 NOTICE OF FUNDING AVAILABILITY APPLICATION

Community Development – Housing Division
701 Laurel St., Menlo Park, CA 9402
tel 650-330-6614

Project applicant			
Organization/Agency: Habitat for Humanity Greater San Francisco (HGSF)			
Primary contact person: Maureen Sedonaen			
Phone: 415-625-1001		Email: msedonaen@habitatgsf.org	
Address: 500 Washington Street, Suite 250		City: San Francisco	State: CA Zip: 94111
<p>1. What is the role of the applicant in the project (check all that apply):</p> <p><input type="checkbox"/> Ownership entity</p> <p><input type="checkbox"/> Managing partner or managing member</p> <p><input type="checkbox"/> Sponsoring organization</p> <p><input checked="" type="checkbox"/> Developer</p> <p><input checked="" type="checkbox"/> Other (describe): HGSF will self-perform all rehabs and serve as the lender.</p> <p>2. Applicant legal status:</p> <p><input type="checkbox"/> General partnership</p> <p><input type="checkbox"/> Joint venture</p> <p><input type="checkbox"/> Limited partnership corporation</p> <p><input checked="" type="checkbox"/> Nonprofit organization</p> <p><input type="checkbox"/> Other (please specify):</p> <p>3. Organization status:</p> <p><input checked="" type="checkbox"/> Currently exists</p> <p><input type="checkbox"/> To be formed (estimated date):</p> <p>4. Name(s) of individuals who are/will be general partner(s) or principal owner(s):</p> <p style="padding-left: 40px;">This project will be solely completed and overseen by Habitat for Humanity Greater San Francisco.</p> <p>If the applicant is a joint venture, a joint venture agreement is required that clearly describes the roles and responsibilities of each partner, who is the lead partner or if the responsibilities are approximately equally split between the partners.</p>			
Project detail			
Project name: Homeownership Preservation Program			
Project address: Belle Haven Neighborhood		City: Menlo Park	State: CA Zip: 94025
Assessor's parcel number: N/A			

Project type (check all that apply):
 Families
 Seniors
 Special needs
 Other (please describe):

Project activity (check all that apply):
 Acquisition
 Rehabilitation
 New construction
 Preservation
 Mixed-income
 Mixed-use
 Other (please specify):

Land area: Belle Haven	Number of residential buildings: 20 single family homes
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Number of units: 20 single family homes	Residential total floor area: N/A
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Number of stories: N/A	Number of elevators: N/A
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Number of community rooms: N/A	Community room(s) total floor area: N/A
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Commercial/office uses (please specify): N/A

Commercial total floor area: N/A	Office total floor area: N/A
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Other uses (please specify): N/A

Total parking spaces: N/A	Parking type(s): N/A
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Residential parking spaces: N/A	Residential parking ratio: N/A
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Guest parking spaces: N/A

Commercial parking spaces: N/A	Commercial parking ratio: N/A
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Office parking spaces: N/A	Office parking ratio: N/A
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Income categories

City BMR funds may only fund units serving extremely low, very low or low income households at or below 80 percent of the area median income (AMI). Inclusions of units for homeless households are encouraged.

Category	Number of single family homes	Percentage of single family homes
0 to 30 percent AMI – Extremely low		
31 to 50 percent AMI – Very low	20 single family homes	100%
51 to 80 percent AMI – Low		
81 to 120 percent AMI – Moderate		
Unrestricted		
TOTAL	20	100%

Unit amenities
Provide a brief list of unit amenities (e.g. air conditioning, laundry in unit, balconies, etc.): N/A
Project narrative (please use additional sheets of paper as needed)
<p>1. Project description: Provide a brief narrative summary of the proposed project including location, project type (e.g. new versus rehab), target population and any unique project characteristics.</p> <p><u>Overview</u></p> <p>Through our Homeownership Preservation Program, Habitat for Humanity Greater San Francisco (HGSF) proposes to complete 20 home rehabs for long-time low-income homeowners in Menlo Park’s Belle Haven neighborhood. Our Homeownership Preservation Program puts Belle Haven homeowners at the center of housing preservation and urgently responds to the ever-increasing disparities in Menlo Park. The rehabs, which are valued at \$40,000-\$75,000 per home, will be completed over a three-year period, and targeted towards very low-income homeowners at or below 50% of Area Median Income (AMI). Homeowners will be eligible through Habitat Greater San Francisco for deferred loan, at 0% interest. The loan will be payable over a 30-year term or payable only if the home is sold or transferred. In instances where loans are repaid, all funds will be directly recycled for new rehab loans for other high-need low-income homeowners in the Belle Haven neighborhood. Habitat will self-perform rehabs using Habitat’s own staff construction experts and selected, vetted subcontractors. To identify and engage very low-income homeowners in Belle Haven at greatest risk of displacement or harm due to the conditions of their homes, HGSF will employ an outreach specialist and work closely with public and private agencies and organizations that serve this neighborhood and its residents. Recognizing that many long-term homeowners in this predominantly African American and Latinx neighborhood have a deep distrust of lenders and contractors, our staff will provide a hands-on, respect-based approach to guide homeowners through each and every step in the process in order to ensure trust and confidence in the repair, the schedule, and the loan terms. We will also provide follow-up supports to all homeowners, including estate planning, to ensure that homeowners can remain in their homes, preserve equity, and keep the home in the family over time. Habitat will also engage homeowners in limited sweat equity, giving homeowners opportunities to contribute in a variety of ways, including construction, recruitment of church or family networks as volunteers, or through cooking meals for construction crews.</p> <p><u>Application Steps and Loan Origination</u></p> <p>Applicants will submit an application in which they provide initial income data, describe repair and rehab needs, and confirm they own a home in the Belle Haven neighborhood. Staff in our in our Homeownership Services Department will work closely with applicants to gather documents to verify income and program eligibility including supporting documentation necessary to determine income requirements and other eligibility requirements. These basic requirements are that they have owned their home for at least 10 years, have current homeowner’s insurance, are up to date on mortgage & property tax payments, & meet total household income eligibility requirements. Once eligibility is determined, applicants will be assessed based on need, urgency, and available funding. Once an application is approved, HGSF’s in-house repair assessor will perform a detailed home assessment to determine the scope and budget for the rehab.</p> <p>HGSF will offer a 0% interest deferred loan for owner-occupied rehabilitations, payable at sale or transfer of home, when the home ceases to be owner-occupied or at the loan maturity date of 30 years. While a deed restriction is not appropriate for existing homeownership, the loan will be secured by a deed of trust. HGSF’s experience is that existing homeowners are likely to remain indefinitely in their homes as a result of the repair or rehab and that the deferred loan terms with a deed of trust incentivizes permanence. In the event a homeowner does sell the home at some point, <i>all funds can be recouped for use with another eligible household.</i></p> <p>Loan servicing for this portfolio will be managed by AmeriNat Community Services (AmeriNat), a longtime partner to HGSF and a mortgage servicer with Headquarters in Minnesota. AmeriNat has serviced all HGSF mortgages since 2016. AmeriNat will monitor tax and insurance services, process demands, reconvey deeds of trust, manage the bankruptcy and foreclosure process, maintain records, and manage any delinquency. The resulting payoff will be</p>

made payable to HGSF and deposited into specific Belle Haven Home Rehab reuse account. HGSF's staff accountant is the main point of contact for regular correspondence with AmeriNat.

For approved applicants, HGSF's Homeownership Services Department will secure an agreement with the borrower stating the rules, intentions, the rehabilitation loan estimate and terms, and other appropriate disclosures. Next, HGSF's Construction Department will self-perform the work utilizing paid Habitat staff, volunteers, and qualified sub-contractors as needed. After the work is complete, Habitat will obtain any required inspections and then complete a walk through with the client. At this time, the Homeownership Development Department, which includes our Loan Origination Officer, will work to complete and originate the loan, whose terms are based on the original repair agreement signed by the client.

HGSF's Construction Department will self-perform as the General Contractor utilizing in-house expertise. Our staff are trusted by homeowners to perform the work with care and respect and bring a unique understanding of circumstances and challenges of performing complex work in the homes of low and very low-income homeowners (often elderly). For every job, we will keep detailed records of labor and materials costs, using a unique job code to track materials, purchases, and time by job. At the end of the rehabilitation, we will generate a detailed report that reflects these costs; this cost report will be used by our Homeownership Services team to originate a loan. The loan will be no more than the final cost of labor and materials specific to that job.

When an HGSF loan reaches maturity, or the home is no longer owner-occupied or otherwise transferred or sold, repayments are placed into dedicated Belle Haven Home Rehab account from which they can only be reused for eligible rehabilitations. The payment is recorded as a refundable advance and the funds are used for a loan for a new borrower.

2. **Project design:** Provide a description of the project's architectural and site plan concepts and how these concepts address the opportunities and limitations of the site and location.

This project will target owner-occupied single-family homes of low-income households in Menlo Park's Belle Haven neighborhood. With a range of \$40,000 - \$75,000 per home, rehabilitation focus will be case by case. However, given previous experience, we anticipate that areas for rehabilitation will focus on the external building shell, including the roof, windows, insulation, stairs and decks and electrical and plumbing which allows us to address issues related to mold, rot or critical damage. Rehabs will focus on keeping homeowners healthy, warm, safe, and dry and allowing them to remain in their homes and no longer have the stress and fear of ongoing expensive and very unhealthy deferred maintenance.

3. **Green building features:** Describe the green building features that will be incorporated into the project.

Our proposed program reflects our commitment to using green building practices. Our home assessments consider basic weatherization, heating and the comfort needs of homeowners. Roof repairs not only address water intrusion, but they can also help families take advantage of adding solar energy panels through other community sponsored programs. We will work with all clients -- including but not limited to those who receive roof replacements or repairs -- to refer them to local solar providers like GRID Alternatives that serve low-income populations, another longtime partner of HGSF. After our work a client's home will be better insulated, have less air intrusion, and will often be more comfortable and affordable, all increasingly essential features as our climate warms.

4. On-site amenities: Describe any on-site amenities including any project characteristics that address the special needs of the population you intend to serve.

HGSF is committed to ensuring long term stability for homeowners. A client services specialist will organize specific supports to all homeowners, including estate planning, to ensure that homeowners can remain in their homes, preserve equity, and keep the home in the family over time.

5. Neighborhood off-site amenities: Describe the property location, neighborhood transportation options, and local services and amenities that are within 1/4 mile and 1/2 mile of the site.

The project will target owner-occupied homes of low and very low-income homeowners in the traditionally working class, low – income Menlo Park neighborhood of Belle Haven.

6. Potential development obstacles: Are there any known issues or circumstances that may delay or create challenges for the project? If yes, list issues below including an outline of steps that will be taken and the time needed to resolve these issues.

COVID-related impacts: If the virus persists, and restrictions remain in place into the fall of 2021, our timeline may be impacted. Given our current experience in East Palo Alto, homeowners are very reluctant to proceed with repairs due to concerns about transmission, and may choose not to apply, or may require us to delay interior assessments and interior work.

Unclear title: HGSF policy requires a clean title in order to proceed with improvements. If unclear title cannot be addressed by homeowners in a timely fashion, HGSF will not proceed but will allow the homeowner to reapply when the matter is corrected. While very uncommon, we have encountered situations in which a surviving adult has inherited a home without establishing a trust, and therefore would need to go through probate. In situations like the aforementioned, HGSF would not proceed with this applicant and may request they re-apply after clean title is achieved.

Code violations and unpermitted garage conversions: HGSF works frequently with code enforcement departments across our service area, and on occasion has completed repairs based on referrals from code enforcement employees. Depending on the violation or the presence of an unpermitted garage conversation, HGSF would need to analyze costs associated with bringing the project up to code within budget and scope constraints. HGSF will support the homeowners in the path through this remediation.

Site information (please use additional sheets of paper as needed)

Site control is required. Evidence should also be submitted demonstrating that the entity that has site control is the same entity applying for funds. Please include the site control document with the application.

What type of site control does the applicant currently hold?

The HGSF Home Preservation Program performs critical home repairs for low-income homeowners in San Francisco and San Mateo Counties. To be eligible, homeowners must appear on title and live in their homes as their primary residence. HGSF does not maintain site control over these private residences.

For this reason, we have placed N/A for the site control questions below.

Will site acquisition be a purchase or long-term lease?

N/A

What is the purchase price of the land? For proposed leaseholds, indicate the amount of the annual lease payment and the basis for determining that amount:

N/A

What is the current County-assessed value of the site?

N/A

Who is the current property owner and what is their address and contact information?

N/A

Total square footage of site:

N/A

Existing uses on the site and the approximate square footage of all structures:

N/A

Planned use of on-site existing structures:

- Demolish
- Rehabilitate
- Other (describe):

Provide the square footage, date built and number of stories for each on-site building to be retained as part of this project:

N/A

Provide a brief description of the condition of any buildings to be rehabilitated:

N/A

Describe unique site features (heritage trees, parcel shape, etc.)

N/A

Identify problem site conditions (high noise levels, ingress/egress issues, etc.)

N/A

Floodplain

Is the site in a floodplain? Yes No

HGSF recognizes that some home rehabs in Belle Haven neighborhood may be in a floodplain. Due to the multi-site nature of this program, the floodplain status will be site dependent. We can provide floodplain information for individual homes once identified.

If yes, type of flood plain and number of years:

List any maps referenced:

We will use the FEMA Flood Map Service Center to identify floodplains: <https://msc.fema.gov/portal/home>

Describe adjoining land uses
West: N/A
East: N/A
North: N/A
South: N/A
Zoning
What is the current zoning of the project site? N/A
Is the proposed project consistent with the existing zoning of the site? <input type="checkbox"/> Yes <input type="checkbox"/> No Explain: N/A
Indicate any discretionary review permits required for the project (e.g. planned community permits, design review permits, rezoning, etc.) Most rehabs require routine building department permits for specific activities like re-roofs, electrical or plumbing work. Depending on the specific replacement, there may be a need for planning review for cladding and window replacements in-kind. If a rehab included addressing a previously unpermitted garage conversion, there may be a set of associated permits, along with architectural drawings.
If rezoning is required identify the requested zoning district for the project:
Community priorities (please use additional sheets of paper as needed)
Explain how this project meets the objectives of the project priorities identified in this NOFA and the goals and objectives of the <u>City's Housing Element and General Plan</u> : Our proposal strongly aligns with several of the NOFA's priorities, including preserving affordable housing and improving blighted neighborhoods. With an investment that can serve 20 households at the cost of building or acquiring just two homes and being able to complete these projects within three years, we can certainly spend these funds expeditiously, another important City priority. Moreover, our proposal also conforms closely with the City's existing Housing Element H2 Goal to rehabilitate viable older housing, preserve existing housing stock, and maintain stability of residential neighborhoods. Our plan also aligns with recommendations in the Facebook-commissioned UC Berkeley Center for Community Innovation's January 2020 report titled <i>Investment and Disinvestment as Neighbors: A Study of Baseline Housing Conditions in the Bay Area Peninsula</i> . In this report, authors cited the importance of community stabilization and housing preservation more generally, suggested loan funds as a housing stabilization, and lifted up YPLAN recommendations that highlighted home repair assistance as strategy for community stabilization in Belle Haven, East Palo Alto, and North Fair Oaks (see pg. 66 or L-3.82 in the 8/11/2020 staff report to the Menlo Park City Council)

Project funding (please use additional sheets of paper as needed)	
City funds requested: \$1,200,000	Funds per assisted unit: \$60,000
Total project cost: \$1,310,000	Cost per assisted unit: \$65,500
How will the requested City funding be used?	
<p>City funding will be used exclusively for direct materials and labor costs, administrative overhead, and permits and fees associated with rehabs. HGSF private philanthropy, in-kind contribution of labor, and corporate sponsorships will cover costs associated with marketing, underwriting and closing.</p>	
Assess the chances of the project securing required funding and steps that will be taken to make the project competitive.	
<p>HGSF is confident it can secure the additional funding necessary to cover full costs of 20 home rehabs and their associated loans. We have an expert team of fundraisers with specific expertise in individual donor fundraising and hundreds of consistent donors who give generously each year. We've successfully secured corporate sponsorships for specific home repairs in Bayview Hunter's Point and East Palo Alto, and corporations are frequently seeking these kinds of opportunities. Given Belle Haven's proximity to local tech businesses, we are confident we can attract sponsors each year.</p>	
What is the self-scored 9 percent tax credit tiebreaker score for the project if applicable?	
N/A	
Developer experience (please use additional sheets of paper as needed)	
<p>Applicants may be nonprofit or for-profit affordable housing developers or owners who have affordable housing experience in the nine-county Bay Area (San Mateo, San Francisco, Marin, Sonoma, Napa, Solano, Contra Costa, Alameda and Santa Clara) and a successful track record of at least two years of ownership of at least two affordable, deed-restricted housing projects within the nine-county Bay Area in which 100 percent of the units, are targeted to those at or below 80 percent AMI. Joint venture partnerships are allowed assuming at least one member of the partnership meets the minimum experience requirement. Previous development/ownership experience must include projects that contain at least 10 units.</p>	
Years of experience: HGSF has over 30 years' experience as an affordable housing developer and has been performing critical home repairs for low-income homeowners since 2011.	
Number of projects: 204 rehabs and repairs completed for 185 total homes	
Number of projects in San Mateo County: 97 Repairs of 86 homes	
Average size of projects: All projects are repairs or rehabs of single-family homes. In FY20, the average home repair cost of labor and materials was approximately \$25,000	
Number of units placed in service: 468 individuals benefitted from these home repairs.	
Please describe two projects completed in the last 10 years that are similar to the proposed project and provide photographs of each project:	
Project 1 - name of project: Callier Residence	
Location: Bayview Hunter's Point neighborhood of San Francisco	
Number of units: one, 875 square foot single family home	
Type of development (senior, family, etc.): This is home to a female head of household and her two children, a teen and young adult	
Name of project manager: Dawn Adams	
Number of stories: two	

Unit types (studio, 1 bedroom, etc.): 3-bedroom single family home

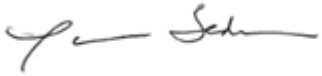
Type of construction: single family home

Project amenities: HGSF performed a roof replacement, painted the exterior, repaired interior stairs and several doors, completed electrical work, and removed moldy carpets. An old gas heater was also removed and capped for safety reasons. The total materials and labor cost of the project was \$53,000.

Entitlement date: Repairs began on July 19, 2019.
Occupancy date: Work was completed on October 26th, 2019.
Funding sources: HGSF Private Philanthropy
Project 2 - name of project: White Residence
Location: East Palo Alto
Number of units: one 1100 square foot single family home
Type of development (senior, family, etc.): Home jointly owned by husband-wife couple.
Name of project manager: Dawn Adams
Number of stories: single
Unit types (studio, 1 bedroom, etc.): 3-bedroom single family home
Type of construction: single family home
Project amenities: HGSF replaced the roof and two windows, installed grab bars and insulation in exterior walls, painted the home exterior, and removed debris. The female homeowner grew up in East Palo Alto and her husband grew up in Belle Haven. The total materials and labor cost of the White Project was \$27,750.
Entitlement date: Repairs began on October 21, 2018.
Occupancy date: Work was completed on January 4, 2019.
Funding sources: HGSF Private Philanthropy

Personnel				
List the names of key members of the applicant's development team, their titles, responsibilities, and years of experience in affordable housing.				
Project Staff	Name	Role in proposed project	Years of housing development experience	Years with this developer
Project Manager	Matt Rosen, Chief Program Officer	Oversee Homeownership Preservation program, including strategy, funding, & outreach, and collaborate on budget.	3	1
Director of Real Estate Development	Doug Fowler, Senior Project Manager	Oversee real estate development process including site acquisition, pre-development, funding, and building permits,	13	2
Executive Director	Maureen Sedonaen, CEO	Provide organization-wide leadership, engaging with various stakeholders and ensuring organization fulfills its mission.	4	4
Chief Financial Officer	Jen Wilds	Oversee organization-wide finances and provide counsel on budget.	10	4
Other- VP Construction	Erin Colton	Oversee all repairs work, strategize on program goal, and collaborate on budget.	19	18
Other- Client Services Manager	Jessi Bailey	Responsible for all communication with homeowners, screen applications, schedule home evaluations, consult with all team members to complete repairs.	2	2
Other- General Superintendent	Dawn Adams	Manage all site work, perform pre- and post-home evaluations, establish scope of work, schedule repairs, sign construction contract, supervises foremen/on-site staff, holds primary relationship with homeowner.	21	21

Indicate which of the following development team members have been selected and identify them if different from applicant.	
Developer: Habitat for Humanity Greater San Francisco	Architect(s): N/A
Engineer(s): N/A	General contractor: Habitat for Humanity Greater San Francisco
Attorney(s) and/or tax professionals Karen Tiedemann, Goldfarb & Lipman, LLP	
Property management agent N/A	
Financial and other consultant(s) N/A	
Investor(s): N/A	
List all other participants and affiliates (people, businesses, and organizations) proposing to participate in the project.	
Name	Address
GRID Alternatives	https://gridalternatives.org/ 1171 Ocean Avenue, Suite 200, Oakland, CA
Acterra, Action for a Healthy Planet	https://www.acterra.org/ 3921 East Bayshore Road, Suite 208, Palo Alto, CA
Project WeHOPE	https://www.wehope.org/ 1854 Bay Road, East Palo Alto, CA
Describe how the property will be managed including the number of staff, locations and management office hours. Because this is a repair of a private home, HGSF will have no management responsibilities.	
If the project will be managed by an agency other than the project applicant describe the project applicant's role in the ongoing management of the project and resolution of management issues. Because this is a repair of a private home, HGSF will have no management responsibilities.	

Applicant certification	
I certify that the information submitted in this application and all supporting materials is true, accurate and complete to the best of my knowledge. I acknowledge that if facts and or information herein are found to be misrepresented it shall constitute grounds for disqualification of my proposal. I further certify that the following statements are true except if I have indicated otherwise on this certification:	
<input checked="" type="checkbox"/> I have not sold any of the projects listed on the 10 Year Projects list	
<input checked="" type="checkbox"/> No mortgage on a project listed by me has ever been in default	
<input checked="" type="checkbox"/> Government, or foreclosed, nor has mortgage relief by the mortgagee been given	
<input checked="" type="checkbox"/> I have not experienced defaults or noncompliance under any contract or regulatory agreement nor issued IRS Form 8823 on any Low-Income Housing Tax Credit (LIHTC) project on the 10 Year Projects list	
<input checked="" type="checkbox"/> To the best of my knowledge there are no unresolved findings raised as a result of Agencies' audits, management reviews or other investigations concerning me or my projects for the past 10 years	
<input checked="" type="checkbox"/> I have not been suspended, been barred or otherwise restricted by any state agency from participating in the LIHTC program or other affordable housing programs	
<input checked="" type="checkbox"/> I have not failed to use state funds or LIHTC allocated to me in any state	
I have checked each deletion, if any, and have attached a true and accurate signed statement, if applicable; to explain the facts and circumstances that I think help to qualify me as a responsible principal for participation in this NOFA.	
Applicant name(s): Habitat for Humanity Greater San Francisco	
Signature: 	Date: 01/22/2021
Print name and title: Maureen Sedonaen, CEO	
This application and all supporting material are regarded as public records under the California Public Records Act.	

Applicant supporting material
In addition to submitting a complete application, the following additional supporting material must be provided with the application:
1. Cover letter: Provide a brief summary of the proposed project and discuss your agency’s qualifications and why your proposal should be selected for funding.
2. Community outreach plan: Include the plan for conducting community outreach to neighbors of the proposed development and interested community groups. The outreach plan should describe how the developer intends to build support for the project and address community concerns. The outreach plan should also discuss any anticipated community concerns and how they would be handled.
3. Site control documents: <u>Site control is required. Please include the site control document as well as documentation demonstrating that the entity that has site control is the same entity applying for funds.</u>
4. Development schedule: Include a detailed project schedule identifying all major milestones. The schedule must include major milestones for the development approval process such as purchase of the property, community outreach process, financing, applications, approvals, closings, project construction and lease up. Projects with schedules projecting completion within three years will be given priority.
5. Experience (owner/developer and property manager): Please provide resumes for the owner/developer and property manager. The resume should include a list of affordable housing projects owned/developed and managed. Please include the following: name of project, address, number of units, target population, project PIS date and years under ownership/management.
6. Experience and references (staff): Provide resumes and project experience for all key staff working on the project including but not limited to: principals, project manager, project staff and financial officer. Indicate the level of experience of the project manager with projects similar to the proposal. Provide at least three references from City or County staff involved with projects completed in the last six years.
7. Financial proforma: Please provide detailed financial information for the proposed project including permanent and construction fund sources, detailed permanent development budget, unit affordability mix/rent schedule, operating budget and 30-year cash flow. If the project will use tax credits, please provide the tax credit calculations.
8. Photos: Attach recent clearly labeled photos of the project site and surrounding area.
9. Board of directors: Provide a listing of the board of directors including the city of residence.

January 20, 2021

Rhonda Coffman
Deputy Community Development Director- Housing
701 Laurel Street
Menlo Park, CA 94025

Dear Rhonda,

Thank you for the opportunity to respond to Menlo Park's NOFA published November 2020. Habitat for Humanity Greater San Francisco (HGSF) has over 30 years' experience building affordable homes and we are proud to have constructed affordable homes for hundreds of local families. We remain the leading provider of affordable homeownership opportunities in San Mateo, Marin, and San Francisco counties serving households in the 40-80% AMI range. Since 2011, we expanded our work from purely home production into rehabilitation and rehabs with the launch of the Homeownership Preservation Program.

Preserving affordable home ownership is an important, and ever growing, part of our mission. The Homeownership Preservation Program focuses on vulnerable neighborhoods and communities with a concentration of low-income homeowners of color, particularly seniors, whose financial circumstances and deferred maintenance place them in both physical danger and at risk of displacement from their homes. In the last ten years we have completed 204 repairs at 184 homes in Bayview Hunter's Point, East Palo Alto, and the 2018 addition of Menlo Park's Belle Haven neighborhood.

Since our start in Belle Haven in 2018, we have connected with a diverse cross section of homeowners and community stakeholders. As you know, the last several years have surfaced significant need and through our experience and meaningful community partnerships we are answering the call by low-income homeowners, especially African American and Latino Households, for major repairs and rehabs that address acute safety issues and enable elderly homeowners to age in place and remain in communities that they have been a part of for decades.

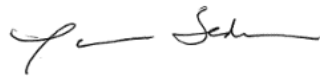
Homeowners we serve face difficult choices – continue to live in unhealthy, poorly insulated homes which have structural problems, leaking roofs, and other dangers, or be forced to sell their homes and leave the region, where they are separated from the deep community and family networks they have built over decades. The community suffers a loss as well, losing civically engaged residents with long histories and relationships that are the bedrock of a thriving community. As such, we strongly believe this work fits squarely within the framework of Preservation of Affordable Housing.

Our proposal strongly aligns with several of the NOFA's priorities, including preserving affordable housing and improving blighted neighborhoods. The Homeownership Preservation Program puts Belle Haven homeowners at the center and urgently responds to the ever-increasing disparities in Menlo Park.

We appreciate the opportunity to expand the impact through our program with Menlo Park and look forward to the prospect of partnering with the City to continue this much needed work. Please let me know if you have any questions or if I can provide any additional information.

Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "Maureen Sedonaen". The signature is fluid and cursive, with a long horizontal stroke at the end.

Maureen Sedonaen, CEO

ATTACHMENT 2: COMMUNITY OUTREACH PLAN

To ensure equitable awareness of this opportunity to qualified low and very low-income homeowners, HGSF will conduct both direct outreach and partner with existing agencies that serve residents in the neighborhood. A dedicated outreach specialist will draw on existing relationships with homeowners, target specific homes, and conduct a mailing using a radius pull to ensure complete coverage of the physical announcement for potential homeowners. The outreach specialist will also engage public and private agencies that engage homeowners, including the local library, Belle Haven Senior Center, Menlo Park Church of God, Tongan United Methodist Church, and other local faith institutions, the Building Division of the Menlo Park Community Development Department, Project Sentinel, Hello Housing, Housing Leadership Council of San Mateo, Rebuilding Together Peninsula, Grid Alternatives, Acterra, Soup, and the Construction Academy at Job Train. All written materials will be available in English and Spanish. HGSF will also host at least one in-person information session in the neighborhood. Spanish translators will be provided. All community outreach activities will happen yearly, in the summer and fall, and timed to raise awareness of the application window and application deadline and provide adequate time for interested homeowners to receive phone or face-to-face assistance in completing the initial application.

Our extensive experience with long-time, low-income homeowners in East Palo Alto and, since our 2018 invitation by neighborhood School and Church leaders to offer our repair services, in Belle Haven, has taught us that many have deep distrust of entities offering loan products or services and have well-founded fears of being taken advantage by unscrupulous lenders or contractors. Our outreach strategy is designed to anticipate these concerns, break down barriers, demystify processes, and truly support homeowners to apply through what is most often a complex and often intimidating process.

ATTACHMENT 3: SITE CONTROL

The HGSF Homeownership Preservation Program performs critical home repairs for low-income homeowners in San Francisco and San Mateo Counties. To be eligible, homeowners must appear on title and live in their homes as their primary residence. HGSF does not maintain site control over these private residences.

ATTACHMENT 4: DEVELOPMENT SCHEDULE

Development Activities	FY22												FY23												FY24														
	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun			
Homeowner Outreach	█			█			█			█			█			█			█			█			█			█			█			█			█		
Open Application Period	█			█			█			█			█			█			█			█			█			█			█			█			█		
Applicant Review & Qualification	█			█			█			█			█			█			█			█			█			█			█			█			█		
Home Assessments & loan agreements	█			█			█			█			█			█			█			█			█			█			█			█			█		
Repair and Rehab Activities	█			█			█			█			█			█			█			█			█			█			█			█			█		
Estate Planning Workshops	█			█			█			█			█			█			█			█			█			█			█			█			█		
Rehab Completion Targets by year	5 rehabs												7 rehabs												8 rehabs														

Homeowner Outreach: takes place each summer and fall. Includes direct outreach to homeowners through flyers and home visits, community meeting, and partnerships with local agencies

Open Application Period: Each fall. Two month window in which HGSF accepts applications from Belle Haven Homeowners

Applicant Review and Qualification: Fall and winter each year. Paper and physical assessment to determine need, urgency, and eligibility

Home Assessment and loan agreements: Winter of each year Development of scope of work, budget, loan terms, and completion of loan agreement with

Repair and Rehab Activities: completion of identified home rehabs by in-house team, subs, and volunteers

Estate Planning Workshops: Held yearly in early summer for current or former home rehab clients

ATTACHMENTS 5 & 6: EXPERIENCE AND REFERENCES

Habitat for Humanity Greater San Francisco (HGSF), a 501(c)(3) organization and one of approximately 1,100+ registered U.S. affiliates of Habitat for Humanity International, was formed in August 2008 through the merger of Peninsula Habitat for Humanity and Habitat for Humanity San Francisco. Prior to the merger, Peninsula Habitat had served the community since 1989 and Habitat San Francisco had served the community since 1992. We are proud to have provided homeownership opportunities for 240+ local families in the past 30 years. We remain the only provider of affordable homeownership opportunities in Marin, San Mateo, and San Francisco counties serving households in the 40-80% AMI range.

Our most recent projects include:

- 7555 Mission Street, Daly City
 - 36 two and three-bedroom condominium homes
 - **Completed in 2013**
- Habitat Terrace, San Francisco
 - 28 two and three-bedroom townhomes
 - **Completed in 2016**
- Mt. Burdell Place, Novato
 - 10 three-bedroom single family homes
 - **Completed in 2017**
- 612 Jefferson Ave, Redwood City
 - 20 one, two, and three-bedroom condominium homes
 - **Under construction, to be completed in 2021**
- Geneva Village, Daly City
 - 6 three-bedroom townhomes
 - **Under construction, to be completed in 2021**
- 36 Amber Drive, San Francisco
 - 8 two, three, and four-bedroom condominium homes
 - **Pre-development, to be completed in 2022**

Starting in 2011, HGSF expanded its work from production into preservation with the launch of the Homeownership Preservation Program, where HGSF has provided repair and rehab assistance to over 200 low-income homeowners in targeted neighborhoods in our three-county service area. In FY2016, HGSF made a major shift in our repair work towards larger, more critical, and more expensive repairs including replacements of roofs. Our average repair cost reflects this increase, growing from \$5,821 in 2016 to \$25,586 in 2020, including projects that exceed \$50,000 in labor and materials. Having completed 153 repairs across three communities over this same four-year period, HGSF's ability to manage and complex multiple repairs simultaneously is evident.

HGSF maintains significant cash reserves – set by the board at a minimum of 6 months of operating expenses – and employs a team of fund development experts that successfully raise millions in individual, corporate, and foundation dollars each year in addition to government support secured by our Real Estate Development Team.

Our Vice President of Construction and Lead Superintendent have over 35 years of combined construction experience at HGSF, including more than 18 years of collective experience assessing and leading the repairs and renovations of owner-occupied homes in San Francisco and San Mateo Counties. Our team is highly trained and experienced in renovation and repair work. The team follows OSHA safety standards, the EPA’s Lead Safe renovation practices, and has implemented new COVID-19 safety protocols to ensure our team members and clients are safe and secure while renovations are underway. HGSF holds an active general contractor’s license and follows all state and local requirements to undertake renovation projects. Three employees on staff are Qualified Loan Officers, having successfully completed the rigorous certificate program of Habitat for Humanity International. We’ve underwritten and originated over 290 mortgages since our inception, and since 2016 have partnered with AmeriNat to ensure high-quality mortgage servicing of 144 mortgages. In service to our shared equity model, we’ve re-purchased, renovated, and re-sold dozens of Habitat homes, successfully keeping this housing stock affordable for new first-time homebuyers.

We compile, monitor, and analyze client needs, applicant information, rehab costs, along with loan qualification and origination, servicing, demographic, and impact data using *Salesforce* and its third-party *Homekeeper* app, a HUD-approved system used by hundreds of counseling agencies, Habitat affiliates, other affordable homeownership programs and land trusts across the US. HGSF also maintains confidential and secure information for all applicants and borrowers and uses encrypted email for these purposes.

Our Volunteer Services team works closely with our construction leads to engage thousands of individuals each year in volunteer labor on both new construction and home rehabilitation. We also work with several dozen “regular volunteers” each year who work side by side with our paid construction team to provide their specialized construction skills for more complex new build and renovation activities. HGSF recently built a formal partnership with a local young adult construction training program – Success Centers -- to engage cohorts of young adults in a three-month YouthBuild pre-apprentice experience on our new construction builds, and potentially rehab work in the next program year. We also are in communication and often recruit from Job Train in Menlo Park through their construction academy program.

HGSF Homeownership Preservation Team

Maureen Sedonaen - Chief Executive Officer

In August 2016, Maureen Sedonaen became Habitat for Humanity Greater San Francisco's Chief Executive Officer. Sedonaen brings 30 years of leadership experience and as CEO, Sedonaen's first priority has been to execute the organization's ambitious growth plans to double homebuilding and repair efforts. Prior to Habitat, Sedonaen has served as a consultant and advisor for various nonprofits, government initiatives, and other businesses. Previously, Sedonaen was the President and CEO of Goodwill San Francisco, overseeing all administrative, policy, and fiduciary functions of the social enterprise. Before joining Goodwill San Francisco, Sedonaen worked for Revolution Foods as Regional Vice President, overseeing business development and operations. Sedonaen also founded and served as President and CEO for The Youth Leadership Institute for 20 years. She serves on the Board of Directors of The Marin Community Foundation, The Center for Volunteer and Non-Profit Leadership, and Youth Leadership Institute. Sedonaen was named one of San Francisco Business Times, "Most Influential Women in Bay Area Business" in 2015 and 2019. Sedonaen has an MBA in Strategic Leadership from Dominican University.

Jen Wilds - Chief Financial Officer

With more than 20 years of finance and operations experience Jen Wilds is responsible for fiscal management and strategy at Habitat Greater San Francisco. Prior to Habitat Greater San Francisco, Wilds served as Vice President of Finance at Hotel Tonight, leading finance, accounting, and IT functions. Previously, Wilds served as the Senior Vice President of Finance for CBS Interactive. In her role, Wilds led a team responsible for forecasting, budgeting, and pricing for more than 35 online brands. Before CBS Interactive, Wilds began her career as an Analyst for Capital One Financial Corporation in their Marketing & Analysis and Operations groups. Wilds has a BS in Mechanical Engineering from Harvard College and an MBA from the Stanford Graduate School of Business.

Matt Rosen – Chief Program Officer

Joining Habitat Greater San Francisco in 2019, Matt Rosen brings over 20 years' experience in the nonprofit world working with the community. As former Executive Director of Foster Youth in Action, Rosen tripled the number of partner organizations and doubled revenue in under three years. Rosen's expertise in strategic planning allows for the continued expansion of the Homeownership Preservation Program and growth in funding for this much needed work. Rosen holds a Master's in Urban Planning and Master's in Social Work from University of Michigan- Ann Arbor.

Erin Colton - Vice President of Construction

With over 17 years of construction experience with Habitat Greater San Francisco, Erin Colton is one of the most senior team members at HGSF. As a former AmeriCorps and current VP of Construction, Colton has worked on over a dozen multi-family home developments for Habitat, building over 100 homes for families. Representative projects include:

- Mount Burdell Place 10 single-family homes, Novato
- Habitat Terrace, 28 single-family homes, San Francisco
- 7555 Mission St., 36 units, Daly city
- Whitney Young Circle, 7 units, San Francisco
- DeLong Terrace, 12 units on 4 parcels, San Francisco
- 1009 Mission St., 8 units, San Francisco

Dawn Adams - Construction Superintendent

Dawn Adams has been with Habitat since 2002 and has been involved with the construction of affordable housing developments ranging in size and scope during her Habitat tenure. Starting as an AmeriCorps Construction Crew Leader, Adams has grown along with the affiliate. Adams has managed high-density new construction projects ranging from 2 to 36 units and manages Habitat's Home Preservation program. Adams' role includes supporting our clients, regular volunteers, and construction staff throughout the process of delivering new construction, critical home repairs, community facility repairs, and other related construction activities. Dawn is a resident and active community member in East Palo Alto.

Angelica Resendez – Senior Director of Homeownership Services

Angelica Resendez has an extensive background working in nonprofits. She joined Habitat in 2014 and is an expert in conflict resolution, helping Habitat homeowners navigate the intricacies of homeownership and working together as an HOA. Resendez develops the strategic plan and manages the budget for the Homeownership Development Department, fosters relationships with multi-faceted partners, from credit unions to faith-based communities, and oversees the Homeowner Selection Committee. Holding a BA in Spanish Literature from University of San Francisco, Resendez is fluent in written and spoken Spanish and leads Habitat's Spanish language home buyer education workshops.

Jessi Bailey - Client Services Manager

As Habitat's Client Services Manager, Jessi Bailey manages outreach and processes applications for home repair clients. Baily oversees compliance with applicable home repair contracts and manages community partnerships and client relationships in the Home Preservation Program's three communities. Coming from a background supporting the CA State Assembly and the US House of Representatives, Bailey has worked in nonprofit since 2017, supervising volunteers, maintaining databases, and building partnerships. Bailey holds a BA in Politics from Saint Mary's College of California and is a candidate for a Master of Nonprofit Administration from University of San Francisco, School of Management.

HGSF References

Raymond Hodges
Director, San Mateo County Housing & Community Development
rhodges@smchousing.org
(650) 802-3389

Alin Lancaster
Housing Leadership Manager, City of Redwood City
Alancaster@redwoodcity.org
650-780-7299

Betsy Zobell
Housing and Community Development Supervisor, City of Daly City
Bzobell@dalycity.org
650-991-8255

Pastor Paul Bains
Founder/President/CEO, Project WeHOPE
Pbains7@projectwehope.com
650-779-4632

Glenn Morton
Code Enforcement Officer, City of East Palo Alto
Gmorton@cityofepa.org
650-575-3836

MAUREEN SEDONAEN

415.425.4864 | msedonaen@gmail.com

PROFILE

Creative, collaborative, and innovative, results-oriented leader. Thrives in very fast paced, growth-oriented environments as a highly effective leader in both the non-profit and private sectors. Entrepreneurial and politically savvy leading mission inspired results in highly competitive social impact organizations. Extensive background in thought leadership, strategic planning, fund raising, business development, and in leveraging alliances, collaborations, and partnerships with multi-sector leaders across business, government, philanthropy, and community-based organizations. Effective at integrating best practices and evidence-based strategies and outcomes. An engaging leader who is charismatic and reflective with a high level of people skills and a great sense of humor. Fueled by a passion for social impact and achieving results.

PROFESSIONAL EXPERIENCE

HABITAT FOR HUMANITY, GREATER SAN FRANCISCO

Habitat for Humanity Greater San Francisco builds and preserves homeownership opportunities for low-income families within San Mateo, San Francisco, and Marin Counties. Since 1989, we have built 248 homes within the tri-county area.

Chief Executive Officer

August 2016-Present

Providing organizational leadership and strategy for an amazing and iconic brand. As the leading non-profit Home Ownership organization, Habitat GSF serves a unique niche providing opportunities for first time buyers and creating sustainability for longtime homeowners by providing critical repairs to support them retaining a family asset. Habitat's robust program offerings include community and corporate engagement and volunteer programs, critical home repairs for long time, vulnerable homeowners, real estate development, new build construction and mortgage lending. Supporting a highly professional team and volunteer Board of Directors, the CEO ensures fiduciary, policy and strategic alignment with organizational mission, resources and philanthropic allocations, investments, and strategic plan.

- Dynamic Senior Executive for \$25 million annual revenue overseeing multi-business lines of construction, real estate development, lending, volunteer services and across a 3 County Region in the SF Bay Area.
- Lead the re-building of the Real Estate pipeline from 28 homes to 300 over a 3- year period.
- Staff to highly diverse, 19-member Board of Directors representing a broad swath of community leaders from Finance, Retail, Technology, Philanthropy, Law, and Wealth Management.
- Chief ambassador to community building strong, multi-sector relationships with key stakeholders' in business, non-profits, and governmental agencies.
- Built regional business partnerships and strategic leveraging to development opportunities and raising significant capital through philanthropic, business, and financial institutional partnerships.
- Led development and implementation of new three-year strategic plan through multi-stakeholder engagement, data, and best practice analysis and reprioritization of organizational structure.
- Serves in leadership roles on national, state, and local committees for Board of Habitat California and US Council for Habitat International.

Senior Advisor and Consultant for Social Impact Non-profit and Private Sector Business, Foundations, and Government

Served as a strategic thought partner, consultant, and advisor for several innovative and impact driven organizations, foundations, and government initiatives bringing to bear my deep industry knowledge and a 30-year network of relationships and leadership. Supported organizations to integrate technology and evidence based best practices, lessons learned, and critical insights for building collaborative, complex multi-sector partnerships. Provided coaching and writing expansive fund development plans, as well as business plans and leveraged resource development plans. Provided excellent facilitation, meeting and convening planning and interim executive management. Provided design and architecture for strategic planning, organizational impact, and evaluation plans, and analyzing and program development, design and high-level strategy for organizations.

MAUREEN SEDONAEN

GOODWILL, San Francisco-San Mateo-Marin**June 2013- March 2016**

Founded in 1916, SF Goodwill is an autonomous not-for-profit social enterprise with 21 retail stores, an online business, donations sites, and three warehouses with critical reuse/recycling operations that provide contextual workplace learning for thousands of low-income individuals each year to disrupt poverty and transform lives through the power of work.

President and CEO

- Dynamic Senior Executive for \$42 million annual revenue overseeing multi-business line embedded social enterprise in SF Bay Area. Accountable for successfully leading, developing, growing, and improving Goodwill San Francisco, San Mateo, Marin's (GWSF) business lines, supply chain, culture, operations/logistics, and support departments across the enterprise.
- Accountabilities included Retail business (with 21 retail store locations), 33 donation sites across three county region, three warehouses, transportation (fleet of 21 trucks and 10 other vehicles), computer de-manufacturing and refurbishing businesses, aftermarket businesses (including recycling, upcycling, reuse, and landfill diversion), manufacture and sale of innovative textile collection system and online sales. Accountable for P&L in all areas of responsibility.
- Oversaw the \$65 million sale of HQ and built plan for decentralization and implementation of five separate business units and move of over 500 staff.
- Staff to highly diverse, 19-member Board of Directors representing a broad swath of community leaders from Finance, Retail, Technology, Philanthropy, Law, and Wealth Management.
- Represented the enterprise to the community, and built strong, multi-sector relationships with key stakeholders' in business, non-profits, and governmental agencies.
- Built regional business partnerships and strategic leveraging to grow, support, and engage 200 non-profits and small and large businesses.
- Served as main driver and chief architect of innovation initiatives that brought local and national acclaim.
- Rebuilt and restructured 75% of leadership team with key focus on organizational and core business competencies and higher standards.
- Led development and implementation of new three-year strategic plan through multi-stakeholder engagement, data, and best practice analysis and reprioritization of organizational structure.
- Served on national, state, and local committees for Goodwill International, Sustainability and Innovation, and Disruption and California Council of Executives Public Policy Committee.

REVOLUTION FOODS**JUNE 2011-JUNE 2016**

Founded in 2006 and a certified B Corp, Revolution Foods has served over 60 million healthy meals in the last 10 years. It has revolutionized the school lunch line by providing 1 million healthy, affordable, and fresh-prepared meals to students across the nation every week. Two-thirds of these children are in low-income households.

Regional Vice President

- Provided vision, leadership, and accountability for largest and fastest growing market (Northern California) of one of the fastest growing social impact businesses, bringing healthy food to children in America.
- Responsible for results of complex operations, business development, and sales across organization serving 50,000 meals daily and servicing over 270 accounts in region.
- Led market growth of \$7 million with estimated growth of 72% while raising gross margin by 5% over 2 years.
- Managed a leadership team and oversight of over 200+ employees and partnerships with over 350 schools and community organizations.
- Built workforce development initiatives and partnerships with local and regional non-profits, creating over 50 jobs for difficult to place employees at Revolution Foods.

MAUREEN SEDONAEN

REVOLUTION FOODS *continued*

- Primary responsibility for \$18 million P&L accountability and results.
- Expanded role to statewide and national business development and large school district liaison, resulting invitations from five major urban public schools for potential partnerships.
- Secured largest contract in company with large urban school district valued at \$27 million.
- Built strong local and regional presence, and brand recognition and value through “Our Own Back Yard Campaign” engaging civic leaders, business, non-profit, schools, and community in several multi-stakeholder collaborations, programs, and initiatives.
- Keynote speaker and company representative in many Social Enterprise, Social Impact, and Impact Investing arenas across the U.S.
- Leadership team member and leader in internal company initiatives and design for culture building, strategy, structure, and leadership cultivation.
- Led statewide sales and business development for large school districts.

DOMINICAN UNIVERSITY**Fall and Spring 2014 - 2015**

The Dominican MBA’s comprehensive curriculum combines an interdisciplinary set of core business courses with forward-looking specializations in leadership, sustainability or global business, and resume-building experiential learning opportunities.

Adjunct Professor, Green MBA Program

- Instructor for Capstone Business Course and Social Enterprise classes for MBA students.
- Guest lecturer: Haas Business School-UC Berkeley, University of San Francisco, Business School, UC Davis Business School, Stanford Education School, Sonoma State B School, SF State B-School.

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THE YOUTH LEADERSHIP INSTITUTE**1991 - 2011**

Over the past 25 years, YLI has worked with 80,000 youth across 200 communities in the U.S. These leaders have conducted research and led campaigns that have led to 100 policy victories. YLI works toward the goal of ensuring that all youth have equal access to, and help build, healthy community environments.

Founder, President and CEO

- Provided vision, leadership, and oversight for national Institute, providing community-based programs and a social enterprise consulting business that provides national research, evaluation, and training in the U.S. and abroad.

- Led fund development efforts raising over \$20 million and building strong reserves from earned income and investment.
- Lead consultant to National and International Consulting and Technical Assistance Social Enterprise to over 35 states.
- Provided innovative ideas and built successful youth adult partnerships across the organizational structures and implementation of Institute.
- Built strong relationships with executives at foundations and corporations committed to social impact.
- Recruited and managed national Board members from top-tiered companies and industries.
- Managed and supported national Board of Directors and executive level staff.
- Led a staff of 35 in 4 offices across California.
- Development and oversight of national philanthropy model program raised and disseminated over \$3 million in grants to youth-led community projects.
- Developed intellectual property, frameworks, curricula, and content used by local, state, national, and international organizations.
- Provided top-level strategy design to nationally and internationally recognized and replicated programs.
- Served as highly sought after keynote speaker, organizational and field expert, and organizational spokesperson.
- Lead author on several journal articles, book chapters, and thought pieces in numerous publications.

MAUREEN SEDONAEN

EDUCATION

M.B.A., Strategic Leadership, Dominican University - 2008 Academic Scholar

B.A., Psychology, California State University, Chico, 1983

PROFESSIONAL DEVELOPMENT / EDUCATION / FELLOWSHIPS

Harwood Institute for Public Innovation, 2015

Harvard Business School; Strategic Perspectives in Nonprofit Management, 2006

Leadership California Class of 2006: Women Leaders in California, 2006

Fellow Robert Wood Johnson Foundation, Boston University, 1997

Leadership San Francisco-San Francisco Chamber of Commerce, 1997

MAUREEN SEDONAEN

BOARD AND COMMUNITY SERVICE

Marin Community Foundation Trustee www.marincf.org, 2016-present

Habitat California, Vice President www.habitat.ca.org 2017-present

Habitat for Humanity International US Council 2020-present

Youth Leadership Institute Board Member <http://www.yli.org>, 2015-present

Center for Volunteer and Non-Profit Leadership Board Member www.cvnf.org, 2013-2020

AWARDS / HONORS / DISTINCTIONS

Most Influential Women in Business - San Francisco Business Times, 2015 & 2019

Inductee Marin Women's Hall of Fame, 2011
California Friday Night Live Partnership - Visionary Leadership Award, 2009
CEO of the Year: Center for Volunteer and Non-Profit Leadership, 2008
Innovative Leadership Award - Governor's Office of California, 2006

JENNIFER CATHLEEN WILDS

650.281.4777 jewildsca@gmail.com

Summary

Seasoned finance executive with over 20 years of experience in Finance, Strategy, Business Development and Operations roles, primarily in Consumer Internet Media Brands and Non-Profit Construction Management. Demonstrated ability to drive growth and productivity in the context of highly complex business models, whether global or local. Accomplished in deal negotiations and valuation. Talented at change management, strategic planning, workforce planning and career development. Excellent management, leadership, and interpersonal skills.

Professional Experience

HABITAT FOR HUMANITY GREATER SAN FRANCISCO

2016-present

San Francisco, CA

Chief Financial Officer

- Lead an 8-person Finance, Human Resources & Operations Team that supports a 50-person team.
- Responsible for treasury management, payroll, audit and tax for a \$26 million net asset base non-profit residential home construction business.
- Manage Human Resources, IT, Insurance and Safety operations, transitioning company to PEO from multiple broker relationships.
- Manage Salesforce database operations for Habitat's donor relations, volunteer services, and homeowner development departments.
- Executed over \$4 million of note sales and securitizations to provide capital for future housing development.
- Managed Homeowner Development department charged with first-time homeowner education, sweat equity management, and multiple complex home sales.

HOTEL TONIGHT, INC.

2014-2015

San Francisco, CA

Vice President, Finance

- Led an 11-person Finance & Operations Team (Accounting & Tax, FP&A, Payments, Fraud, and Employee Experience) that supported a 175-person team in 6 countries.
- Improved variable cost structure by 38% from its 2014 peak by revamping Customer Incentives strategy and execution, addressing credit card chargebacks, and automating a costly production process.
- Created an FP&A function and work closely with General Managers, department heads, and the COO to create aggressive yet achievable targets and manage business performance to/above forecast.
- Implemented Sift Science and created a Trust & Safety team to fight consumer credit card fraud; reduced our credit card chargeback rate by 86% from peak 2014 levels.
- Built a three-person Accounting & Tax team to drive to a 10-day close. Transitioned to new Audit partners and onboarded new international bookkeeping vendors, tax consultants, and payment processors. Led successful transition from QuickBooks to NetSuite.
- Transitioned the company from TriNet and developed in-house HR expertise, resulting in cost savings and more control over employee benefit costs.
- Managed Investor and Board relations.

CBS CORPORATION, INC./CNET NETWORKS, INC.

2000-2013

San Francisco, CA

Vice President, Finance

Senior Vice President, Finance

2012-2013

CBS Interactive Division (San Francisco, CA)

- Led a 90-person Global Finance organization in six countries responsible for all Accounting Operations and Financial Planning & Analysis for the 3,000-employee Interactive Division of the CBS Corporation. Direct reports included Controller and VP, FP&A.
- Worked closely with business unit General Managers, Sales teams, and the SVP of Strategy and Corporate Development to create and optimize revenue partnerships and advertising relationships and identify opportunities for strategic investments.

- Partnered with CBS Corporate Finance staff on valuations, mergers and acquisitions, and intercompany finance. Rationalized cost structure and scaled resources across multiple brands and platforms.
- Collaborated with the CTO on modernization of our technical infrastructure, design of proprietary revenue systems, renegotiation of key contracts, and capital management.
- Managed the Pricing and Inventory team responsible for Yield Management of over \$400M in online ad sales.
- Worked with Facilities groups to drive efficiency on leases and real estate management.
- Reported directly to the Division CFO.

Vice President, Financial Planning & Analysis

2008-2011

CBS Interactive Division (San Francisco, CA)

- Led a staff of 20 in San Francisco, New York and Ft. Lauderdale charged with forecasting, budgeting, strategic planning and analysis of all branded websites, online content distribution, and mobile applications for the CBS Interactive Division's domestic operations. Worked closely with General Managers of multiple online brands to drive and support strategic and financial goals.
- Managed the annual budgeting process for the entire Division, including capital expenditure planning. Produced weekly forecasts and executive dashboards to track performance against financial goals with high levels of accuracy.
- Collaborated with the Human Resources group on workforce and succession planning. Supported CBSCNET post-acquisition reorganization and integration in 2008-2009, resulting in high 8-figure cash operating savings in 2009.
- Developed and administered Sales commissions plan.
- Informed external financial reporting and supported board and corporate presentations.
- Reported directly to the Division CFO.

Vice President, FP&A and Business Development

2006-2008

CNET Technology Business Unit (CNET.com, Download.com, News.com)

- Led business development, financial planning and analysis, and search engine marketing for CNET, the flagship brand of CNET Networks (later acquired by the CBS Corporation), then a \$165MM business.
- Led a 7-person Business Development/Partner Management team charged with distributing CNET's trusted editorial content, price comparison tools, and software download modules to strategic partners such as CNN, the New York Times, and Best Buy.
- Managed a 3-person Finance, Planning & Analysis group that forecasted, optimized and reported revenue, operating expense, and capital expense for the 700-employee group. Led the budgeting and strategic planning process each year, and set and reported on team goals for the business unit. Was responsible for forecasting and revenue reconciliation of all lines of business, and set all display media rate card pricing.
- Managed a multi-million-dollar Search Engine Marketing campaign through Google, Yahoo, and other smaller search engines. Led a 5-person team in optimization of campaigns, including managing to ROI thresholds, improving performance through better landing pages and creative materials.
- Managed a \$12MM annual barter marketing budget.

Director, Business Planning

2002-2006

Shopping Services & Advice

- Advised product managers on product development, sales strategy, and resource allocation for group of product review and price comparison websites. Translated product goals into concrete strategic and financial plans and ensured that revenue and cost targets were met.
- Built accurate, complex revenue forecast models for multi-million dollar business lines and communicated financial performance to senior management.
- Directed analysis on various aspects of business lines and counseled product and sales teams on the viability of both new and existing partnerships.
- Continuously identified revenue initiatives to encourage both top- and bottom-line growth.
- Managed a staff of 6 search engine marketing professionals, 3 financial planning managers, and one product development analyst.

Manager, Product Marketing

2000-2002

Consumer Properties Group

- Developed and managed an opt-in email business. Oversaw content generation, response analysis, vendor management, and sales coordination.
- Evaluated new business opportunities for gaming enthusiast website (GameSpot.com).

SMITHKLINE BEECHAM PHARMACEUTICALS

Philadelphia, PA

Marketing Intern

Summer 1999 Anti-Infectives Product Management Group

CAPITAL ONE FINANCIAL CORPORATION, INC.

Richmond, VA

Analyst

1997-1998 Production Services, Operations Analysis Group

- Led \$10 million statement redesign project, resulting in increased flexibility and richer marketing opportunities.
- Identified and evaluated process improvement opportunities within credit card operations, resulting in cost savings of over \$1 million.

1995-1997 Account Management, Relationship Marketing Group

- Designed, implemented, and analyzed marketing campaigns for targeted marketing of add-on products to cardholders through direct mail, statement inserts, and telemarketing.
- Forecasted and reported revenues for \$34MM business line.
- Designed and implemented risk management and retention strategies.
- Introduced five new products to cardholders, coordinating fulfillment, quality assurance, customer service, and billing.
- Managed strategic partnerships with three outside companies.

Other Experience

HABITAT FOR HUMANITY, GREATER SAN FRANCISCO

San Francisco, CA

2007- 2013 *Board Member*

- Current Audit Committee Member
- Former Executive Committee Member, Audit Committee Chair and Board Development Chair
- Ad hoc projects included annual retreat planning, compensation analysis and financial planning for the 2008 merger between San Francisco and Peninsula chapters.

Education

STANFORD UNIVERSITY GRADUATE SCHOOL OF BUSINESS

Palo Alto, CA

MBA 2000

HARVARD UNIVERSITY

Cambridge, MA

Engineering Sciences S.B., 1995

Matt Rosen

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Professional Experience

Chief Program Officer

Habitat for Humanity Greater San Francisco

2019 to Present

- Direct Volunteer Services, Home Preservation, Homeowner Development, and Measurement and Learning Departments
- Manage a team of eight, including three direct reports
- Lead strategic processes focusing on increasing impact, building new programs, and improving service quality
- Raise private and government funds to expand our home preservation work

Executive Director

Foster Youth in Action

2014 to 2019

- Lead national nonprofit organization focused on building a movement of foster youth-led organizations pushing for changes in the foster care system
- Tripled number of partner organizations and doubled revenue in under three years
- Oversee the growth of fee-for-service training and consulting to partners and other clients
- Manage and direct all aspects of the organization including finance, fund development, board development, and programs
- Guide board through new strategy development to drive greater organizational visibility and impact

Consultant, nonprofits and local government

2014

- Retained by United Playaz to design and facilitate a strategic planning process to improve youth services coordination, quality, and impact for an emerging SOMA community collaborative
- Raise funds for a San Francisco neighborhood transportation equity initiative
- Provide coaching and supervision services to Goodwill Industries of SF to ensure high quality products and experiences for University of Michigan MSW summer interns

Youth Leadership Institute – San Francisco - 1998-2014

Vice President of Programs

2011 to 2014

- Oversee all youth leadership programs, a staff of 22, and a \$2.1 million programs budget across YLI's San Francisco, San Mateo County, Central Valley and Marin County offices
- Drive organizational change process to improve programs impact and consistency across its four sites -- created a new programs framework, professional development strategy and internal communication approach; strengthened staff collaboration across program areas to build a stronger learning culture
- Establish & manage relations with high-level partners, funders, policy makers & community groups
- Manage the implementation and monitoring of contracts and grants and completion of deliverables
- Hire, supervise, develop and evaluate performance of four senior staff
- Secure more than \$1.65 million in foundation and government grants and contracts
- Design and lead interactive trainings that build staff and community partners' skills in supporting youth-led policy change; conducting action research; and fostering youth leadership

Professional Experience, Continued

Senior Director, San Francisco Programs

2008 to 2011

- Provide overall direction and leadership for the organization's San Francisco portfolio of programs and campaigns
- Managed \$500,000 department budget, supervised four employees, and oversee execution of services and deliverables for local government and foundation contracts.
- Led successful change management process with 9 community-based youth services providers and agency leaders to shift practices and programs in line with the SF Department of Public Health's new prevention strategy
- Created programs responsive to policy & community needs, reflect evidence, best practice & innovation
- Designed and managed evaluation processes including tool design, data collection, and analysis - used results to make program improvements
- Directed & co-authored curricula in the areas of 1) youth-led policy change; 2) young engagement in changing alcohol advertising practices; and 3) youth led community change processes

Senior Director, Marin Programs

2007 to 2008

- Provided leadership and program oversight of YLI's Marin County programs, including the Marin County Youth Commission, the Marin Youth Grants Board, youth-led underage drinking policy campaigns, and a student-led school food improvement campaign in two school districts
- Hired and supervised a new team of three program delivery staff
- Managed \$200,000 in local government and foundation grants towards achieving deliverables
- Led expansion of YLI work into Food Justice arena
- Strengthened partnerships with key funders and other stakeholders

Senior Director of Research and Program Development

2004 to 2007

- Managed research and new civic engagement initiatives at YLI
- Drove a strategic partnership with the Jefferson Union High School District to improve student voice and participation in high school decision-making, and organized a district-wide team of students to conduct student assessments, fund student participation pilots, and successfully push the District's School Board to change practices based on our research findings
- Advised, consulted and trained more than 20 community foundations, nonprofit groups and regional and national philanthropic institutions in planning, implementing and evaluating youth philanthropy programs

Director of Youth Philanthropy

1998 to 2004

- Established, managed & oversaw multiple youth-to-youth grant making initiatives, including *Youth Initiated Projects*, San Francisco's first youth philanthropy program
- Raised \$900,000 to support youth civic engagement programs
- Design & manage grant making systems including RFP development, grant seeker assistance, proposal review, contract development and contract management, & evaluation
- Initiated and co-led community-based process to establish the first allocation plan for the San Francisco Department of Children, Youth and Families *Youth-Led Projects Set-Aside* in partnership with youth, the SF Youth Commission, and youth group stakeholders
- Authored first-of-its kind report on state of youth grant making for The James Irvine Foundation, generating important contracts and projects for organization

Professional Experience, Continued

Assistant Program Officer

Corporation for Supportive Housing - Brighton, MI

1996 to 1998

- Assisted nonprofit developers to develop plans for supportive housing for the homeless
- Raised \$60,000 in foundation grants to sustain programs and operations
- Underwrote \$100,000 in pre-development and capacity building funds for housing nonprofits
- Assisted nonprofits in preparing development budgets and proformas

Project Coordinator

University of Michigan-Detroit Community Outreach Partnership Center – Ann Arbor and Detroit, MI

Spring and Summer 1996

- Increased information access by researchers and Detroit community groups through the development of a neighborhood planning information guide
- Collaborated with the Detroit Planning Department staff to improve access to city parcel databases

Course Planner and Instructor

University of Michigan Dual Degree Program in Social Work and Urban Planning – Ann Arbor

1995 to 1996

- Conceived of designed a new graduate course: Community Based Planning in Detroit
- Co-taught course with Urban Planning and Social Work Faculty

Education

Master of Urban Planning: 1996

University of Michigan - Ann Arbor

Master of Social Work: 1996

University of Michigan - Ann Arbor

Bachelor of Science: Environmental Policy and Behavior, 1992

University of Michigan - Ann Arbor

Selected Publications and Reports

Rosen, M. and Gennari, A. (2018). *Youth Organizing: A Strategy for Healing and child welfare system change*. Berkeley: Foster Youth in Action.

Rosen, M. (2012). *Friday Night Live Guide to Engaging Youth in Policy Change*. Visalia: California Friday Night Live Partnership.

Rosen, M. (2009). *Young people as Program Evaluators: Lessons from a Youth-Led Evaluation of San Francisco's Mayor's Youth Education and Employment Program*. San Francisco: Department of Children, Youth and their Families (DCYF) and Youth Leadership Institute.

Rosen, M. (2006). *Beyond Youth Grantmaking: Youth Participation in Community and Public Foundations*. San Francisco: Youth Leadership Institute.

Libby, M., Rosen, M., & Sedonaen, M. (2005). Building youth–adult partnerships for community change: Lessons from the Youth Leadership Institute. *Journal of Community Psychology*, 33(1), 111-120.

Rosen, M., & Sedonaen, M. (2001). *Changing the Face of Giving: An Assessment of Youth Philanthropy*. San Francisco: The James Irvine Foundation.

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Erin Colton resume

2001-02 AmeriCorps member CNCS Habitat for Humanity Northern VA

- Worked with staff and volunteers to complete construction of 9 2-story townhomes
- Expedited tools and materials
- Coordinated volunteer work

2002-03 AmeriCorps member CNCS Habitat for Humanity San Francisco

- Worked with staff and volunteers on construction of 3 single-family homes and a 5-story multi-family building
- Managed volunteer crews on all aspects of construction from frame to finish

2003-10 Site Manager Habitat for Humanity San Francisco

- Managed volunteers to rehab a group home and construct 19 new single family homes.
- Responsible for layout, ordering materials and scheduling inspections
- Responsible for training and supervision of AmeriCorps members and volunteers
- Responsible for maintaining a safe worksite

2010-2014 Construction Manager Habitat for Humanity Greater San Francisco

- Assisted the Superintendent and acted as lead carpenter on 36 unit condominium project and 28 unit townhome development
- Responsible for all layout, material take-offs, and quality control
- Provided training and supervision to AmeriCorps members and volunteers
- Responsible for maintaining a safe worksite

2014-2016 Superintendent Habitat for Humanity Greater San Francisco

- Responsible for all aspects of constructing a 10 unit single family home subdivision
- Coordinated and supervised engineering subcontractor on the installation of all underground utilities
- Supervised staff, AmeriCorps and volunteers in home construction
- Priced and procured materials
- Created and managed project schedule
- Implemented safety program

2016-present Vice President of Construction Habitat for Humanity Greater San Francisco

- Provide leadership and oversight of new homebuilding and neighborhood revitalization
- Oversee all phases of construction from preliminary design and development to the finished home
- Oversee criteria, develop scopes of work, selection and coordination of subcontractors working on various phases in multiple projects.

- Establish budgets for all projects and track expenditures through construction
- Ensure that all work meets current code requirements and design criteria
- Formulate critical path construction schedules and update as necessary.
- Implement the safety program across all Habitat Greater San Francisco developments and neighborhood projects.
- Collaborate with other departments to ensure successful coordination of volunteers and partner families with construction work

Accreditations/ Certifications

B-General Contractors License #973072	CA Contractors State License Board	2012
Certified Green Building Professional	Build it Green	2009
OSHA Competent Person	Habitat for Humanity International	2015

Angélica Reséndez

(650) 576-9484 | Angelica.Resendez@gmail.com

Employment History:

Habitat for Humanity Greater San Francisco, San Francisco, CA

2014 - Present

A nonprofit whose mission is to provide local families with a springboard to secure, stable futures through affordable homeownership, financial literacy and neighborhood revitalization.

Senior Director of Homeownership Services

2016-Present

- Develop overall strategic plan and manage overall budget for the department that addresses how Habitat contributes to educational, civic engagement, and financial outcomes with current and potential homeowners in the region
- Build, strengthen and manage relationships with stakeholders, including volunteers, homeowners, board members and community partners to achieve greater impact
- Support Habitat's vision of building homes by managing high-quality financial education programming, establishing homeownership selection criteria and policies and growing post-purchase support to homeowners. Increased number of clients for financial education and course completion by 45%; increased homeowner engagement by 60%
- Build lasting and multi-faceted partnerships with credit unions, nonprofits, corporations, faith-based communities, and government agencies, serving as their key point of contact by managing the relationship and the portfolio of work between organizations
- Identify and develop framework for diversity, equity and inclusion as related to talent recruitment, hiring and employee engagement and retention
- Advocate and spokesperson for Habitat for Humanity Greater San Francisco broadly and for the homeownership program specifically at both the local and state level, including television broadcasting
- Oversee the Homeowner Selection Committee, a group of community volunteers, board members and staff; responsible for redefining the group's structure, purpose, opportunities for engagement and outcomes

Homeowner Development Manager

2014-2016

- Recruited, hired and trained program staff; responsible for growing team by more than 50%
- Created and led a supportive team environment that relied on collaboration to ensure high quality program delivery, which included cross-functional training in order to achieve outcomes
- Identified, measured and shared key program outcomes to ensure that programming was effective, efficient and differentiated through focus groups, surveys, client stories, pre/posttests; tracked outcomes in Homekeeper (Salesforce database)
- Managed partnerships with local businesses for in-kind donations
- Implemented changes to processes and systems to improve the client experience including updating financial literacy curriculum and increasing offerings and increasing accessibility to the homeownership program
- Served as point person to effectively resolve conflict and open the lines of communication between Habitat and its stakeholders, including homeowners, clients and volunteers
- Oversaw outreach strategies in Marin, San Francisco and San Mateo counties via website, social media, community events, television programming, email and print communication

Peninsula Conflict Resolution Center, San Mateo, CA

2007 - 2014

A nonprofit that focuses on empowering youth, strengthening families and engaging communities.

Director of Strengthening Families Initiative

2012-2014

- Developed, managed and maintained partnerships between schools and community-based organizations, small businesses, corporations and faith-based organizations to support family engagement within San Mateo County schools K-12
- Designed creative fundraising ideas and raised \$30k for the school, maintained databases and increased family participation by 90% amongst Latino immigrant parents to promote inclusion, involvement, and education
- Implemented a strengths-based, inclusive, authentic framework for family engagement that was sustainable, relevant to the community being served, and led by parents
- Provided supervision, coaching and mentoring to a team of five

- Sought grants, drafted proposals and managed grants to foundations, corporations, and individuals; drafted reports to funders on the success of the project activities
- Recruited, trained and managed parent and community volunteers for community/school-wide events including workshops, school meetings, and community programs
- Collected and utilized data via surveys and focus groups to inform and measure program improvement and modifications

School Program Manager

2011-2012

- Led a team of four that provided youth development and leadership building to socially and academically vulnerable students; developed and refined curriculum and program offerings
- Collaborated with school administration to provide professional development trainings and consultative support to staff
- Drafted proposals and managed grants to foundations, corporations, and individuals; wrote reports to funders on the success of the project activities; secured funding for additional programming
- Facilitated conflict resolution between youth, teachers, parents and staff

Training Program Associate

2010-2011

- Developed and implemented culturally appropriate and relevant curriculum related to conflict resolution, family engagement, the school system and leadership development for families in K-3
- Coordinated and implemented training for parents, faculty and community partners in preschool sites throughout San Mateo County
- Convened and facilitated dialogues centered on relationship and community building between parents, school staff and administration

Lead Family Engagement Specialist

2007-2010

- Developed and implemented family engagement strategies focused on increasing families' comfort and confidence in the school system
- Created opportunities to increase family engagement within the school and community centered on relationship building, civic engagement and leadership development
- Facilitated dialogue and provided coaching to staff and parents related to communication and conflict resolution to create a more welcoming, collaborative and inclusive school environment
- Managed up to 150 parent and community school volunteers
- Served as liaison between community and school partnerships for in-kind donations, programs and services

Community Leadership/Certifications

- Housing Leadership Council of San Mateo County (Board Member)
- Conflict Resolution/Mediation- 40 hours by Community Boards of San Francisco, CA
- Facilitation Training- 16 hours by the Peninsula Conflict Resolution Center
- Member of Next Generation Leaders of Color (NGLC) program through CompassPoint

Education

- B.A., University of San Francisco, Spanish Literature

Skills

- Fluent in Spanish, written and spoken
- Proficient in Microsoft Office Suite
- G Suite (Google Applications)
- Database: Salesforce (Homekeeper) and FileMaker Pro
- Website management: HubSpot for Wordpress
- Social Media: Facebook, Instagram and LinkedIn

Jessi Bailey

msjessibailey@gmail.com | (510) 388-5049
linkedin.com/in/jessi-bailey-2a7b53a6/

EDUCATION

UNIVERSITY OF SAN FRANCISCO, SCHOOL OF MANAGEMENT
Master of Nonprofit Administration

Expected May 2021

SAINT MARY'S COLLEGE OF CALIFORNIA
Bachelor of Arts, Politics

May 2015

EXPERIENCE

HABITAT FOR HUMANITY GREATER SAN FRANCISCO

Client Services Manager

July 2020 - Present

- Manages outreach and processes incoming applications for new homes and repairs
- Oversees compliance with applicable home repair contracts, including submission of project proposals, invoices, and reports
- Ensures homeownership applications are processed fairly and consistently per Habitat's underwriting process and requirements, in addition to any local/state/federal regulations.
- Screens applicants for any given application cycle by running credit reports, running background checks, evaluating income, and communicating with third party lenders
- Maintains all home repair client and homeowner files in hard copies and electronically; including entering sensitive and confidential data into internal database

Senior Program Coordinator, Neighborhood Revitalization

September 2018 - July 2020

- Managed all inquiries, applications, contracts, liens, and surveys for home repair and community facility repair
- Managed project submissions, reimbursement and reporting related to the Community Block Development Grant with the County of San Mateo
- Managed community partnerships and client relationships in San Francisco's Bayview neighborhood, the city of East Palo Alto, and the Belle Haven neighborhood of Menlo Park

Program Coordinator, Volunteer Services

April 2018 – September 2018

- Deepened corporate volunteer engagement through execution of communication plan and continuous relationship building
- Lead the development of outreach and recruitment strategies for different volunteer constituencies
- Mentored, guided, and collaborated with Volunteer Outreach AmeriCorps
- Leveraged Salesforce and volunteer data to guide decisions and strategy for volunteer recruitment, retention, and recognition

AMERICAN RED CROSS

Volunteer Engagement Representative

March 2017 – April 2018

- Managed 75+ regular volunteers and 500+ semi-regular volunteers within Donor Ambassador and Transportation Specialist programs over 7 counties
- Built the San Francisco Transportation program from the ground up, through fostering collaborative partnerships with Transportation, Logistics and Hospital Services departments
- Managed the Summer Youth Corps program for Alameda and Contra Costa Counties
- Facilitated volunteer supervision training, new volunteer orientations, and volunteer team management training for staff and volunteers

UNITED STATES HOUSE OF REPRESENTATIVES

Executive Assistant and Schedule to Congressman Mark DeSaulnier

June 2016 – March 2017

- Maintained the Congressman’s schedule and travel plans as well as the entire staff in the District Office and any visiting Members of Congress
- Assisted the District Director in management of the District Office and was solely responsible for all correspondence on behalf of the Congressman
- Coordinated 20+ town halls, various forums, and all constituent/community stakeholder meetings within the Congressional District

CALIFORNIA STATE ASSEMBLY

Field Representative to Assemblymember Kansen Chu

September 2015 – June 2016

- Established and maintained relationships with local, state and federal agencies around the following areas: housing, homelessness, human services, labor, education, and veterans
- Planned and executed 30+ community health fairs, community stakeholder recognition events, town halls, and press conferences
- Performed constituent casework and served as a liaison between the constituent and city, county, state and federal agencies

SKILLS

- Qualified Loan Originator
- Familiarity with lending procedures, including local, state and federal laws and regulations
- Awareness of and sensitivity to cultural & socioeconomic characteristics of diverse populations
- Excellent written and oral communication skills
- Proficiency with Salesforce Lightning
- Proficiency with HomeKeeper App in Salesforce
- Proficiency with MS Suite
- Excellent organizational and prioritization skills
- Excellent case management skills

ATTACHMENT 7: FINANCIAL PROFORMA

Sources and Uses					
	FY22	FY23	FY24	Total	
Sources					
City of Menlo Park Housing Funds	\$ 300,000	\$ 420,000	\$ 480,000	\$ 1,200,000	
Private Philanthropy	\$ 8,000	\$ 10,000	\$ 10,000	\$ 28,000	
In-kind Labor (Volunteer Construction Labor)	\$ 13,500	\$ 16,500	\$ 17,000	\$ 47,000	
Foundation Support	\$ -	\$ -	\$ -	\$ -	
Corporate Sponsorships	\$ 6,000	\$ 12,000	\$ 17,000	\$ 35,000	
<i>Total Sources</i>	<i>\$ 327,500</i>	<i>\$ 458,500</i>	<i>\$ 524,000</i>	<i>\$ 1,310,000</i>	
total homes repaired per year	5	7	8	20	
Uses					
Home Repair and Rehab Costs (Materials and Labor)	\$ 245,625	\$ 343,875	\$ 393,000	\$ 982,500	
Permits and Fees	\$ 13,100	\$ 18,340	\$ 20,960	\$ 52,400	
Outreach and marketing	\$ 14,738	\$ 20,633	\$ 23,580	\$ 58,950	
Eligibility, underwriting, and closing costs	\$ 21,288	\$ 29,803	\$ 34,060	\$ 85,150	
Habitat Greater San Francisco Administrative Costs	\$ 32,750	\$ 45,850	\$ 52,400	\$ 131,000	
<i>Total Uses</i>	<i>\$ 327,500</i>	<i>\$ 458,500</i>	<i>\$ 524,000</i>	<i>\$ 1,310,000</i>	

ATTACHMENTS 8: PHOTOS

Project 1 Exterior Before



Project 1 Exterior In Progress



Project 1 Back Room Before



Project 1 Back Room In Progress



Project 2 Roof Before



Project 2 Roof After



Project 2 Exterior Before



Project 2 Exterior After



**HABITAT FOR HUMANITY GREATER SAN FRANCISCO
BOARD OF DIRECTORS CONTACT LIST
Fiscal Year 2021: July 2020– June 2021**

<u>NAME</u>	<u>COMPANY/ORG</u>	<u>CITY</u>
Hilary Billings, Board Chair <i>Executive Committee (Chair)</i> <i>Governance Committee</i> <i>Comp Committee</i> July 2016-June 2022	Brand Strategist Advisor, Billings Brand Development, Inc.	San Francisco
Sam Allen <i>Comp Committee (Chair)</i> <i>Executive Committee</i> <i>Governance Committee</i> July 2019 – June 2022	COO, Salesforce.org	Redwood City
Heidi Hansen <i>Programs Committee</i> July 2019 – June 2022	Principal Heidi Hansen Architect	San Francisco
Rob Hollister <i>RED-Finance Committee(Chair)</i> <i>Fund Development Committee</i> July 2016 – June 2022	President of Real Estate, The Sobrato Organization	Woodside
Will Hu <i>RED – Finance Committee</i> <i>Audit Committee</i> July 2018 – June 2021	SVP Acquisitions, WhyHotel	San Francisco
Karen Jackson July 2020 – June 2023	Vice President – Customer Experience, Prologis	Tiburon

**HABITAT FOR HUMANITY GREATER SAN FRANCISCO
BOARD OF DIRECTORS CONTACT LIST
Fiscal Year 2021: July 2020– June 2021**

<u>NAME</u>	<u>COMPANY/ORG</u>	<u>CITY</u>
David Kremer <u>Board Secretary</u> <i>Governance Committee (Chair)</i> <i>Executive Committee</i> <i>Programs Committee</i> <i>Comp Committee</i> July 2018 – June 2021	Partner, Shartsis Friese, LLP	San Francisco
Jeffrey Lee <i>Fund Development Committee</i> <i>Programs Committee</i> July 2020 – June 2023	Managing Director Northern Light Venture Capital	Atherton
Andrew Pearl <i>RED-Finance Committee</i> <i>Programs Committee</i> <i>Comp Committee</i> July 2019 - June 2022	Vice President, Division Manager Swinerton	San Francisco
Dameon Philpotts <u>Board Treasurer</u> <i>RED-Finance Committee(Chair)</i> <i>Executive Committee</i> July 2017- June 2023	Director, Credit Risk, First Republic Bank	San Francisco
Tamsen Plume <u>Vice Chair</u> <i>Executive Committee</i> <i>Governance Committee</i> <i>RED-Finance Committee</i> July 2017- June 2023	Partner, Holland & Knight LLP	San Francisco

**HABITAT FOR HUMANITY GREATER SAN FRANCISCO
BOARD OF DIRECTORS CONTACT LIST
Fiscal Year 2021: July 2020– June 2021**

<u>NAME</u>	<u>COMPANY/ORG</u>	<u>CITY</u>
Ken Preston <i>Programs Committee (Chair)</i> <i>Audit Committee</i> June 2018- June 2021	Partner Bregante + Company LLP (retired)	San Francisco
Nick Raby <i>Executive Committee</i> <i>Fund Development Committee</i> July 2017- June 2023	Director of Corporate Real Estate, North America, Facebook	Menlo Park
Carl Shannon <i>RED-Finance Committee</i> <i>Audit Committee</i> July 2016 – June 2022	Senior Managing Director, Tishman Speyer	San Anselmo
Mark J. Tortorich <i>RED-Finance Committee</i> <i>Fund Development Committee</i> (Chair) July 2018 – June 2021	Vice President National Facilities Services (NFS) Kaiser Permanente	Half Moon Bay
Nancy Turner <i>Fund Development Committee</i> <i>Programs Committee</i> <i>Audit Committee</i> July 2020 – June 2023	Vice President Jordan Park	Mill Valley
Vanessa Washington <i>Audit Committee (Chair)</i> <i>Governance Committee</i> <i>Comp Committee</i> July 2018 – June 2021	Senior Executive Vice President, Bank of the West	Piedmont

HABITAT FOR HUMANITY GREATER SAN FRANCISCO
BOARD OF DIRECTORS CONTACT LIST
Fiscal Year 2021: July 2020– June 2021

<u>NAME</u>	<u>COMPANY/ORG</u>	<u>CITY</u>
John Young, HYP Co-Chair <i>Habitat Young Professionals,</i> <i>Co-Chair</i> <i>Programs Committee</i> July 2019 – June 2021	CEO Eureka Investment Fund	San Jose

CONFIDENTIAL

**STAFF REPORT****City Council**

Meeting Date: 5/11/2021
Staff Report Number: 21-097-CC

Regular Business:

Adopt purpose statements for City Council subcommittees, formally appoint Wolosin to the Climate Action Plan subcommittee and Combs and Wolosin to the Housing Element subcommittee

Recommendation

Adopt purpose statements for City Council subcommittees, as detailed in Attachment A, formally appoint Wolosin to the Climate Action Plan subcommittee, replacing Mueller, and appoint Combs and Wolosin to the Housing Element subcommittee.

Policy Issues

City Council establishes subcommittees to advise the City Council on policy matters for City Council consideration.

Background

City Council last reviewed their subcommittees in December 2019. Several committees have disbanded while others continue. As part of the City Council's April 27 consideration of the housing element outreach process, City staff recommended the formation of a Housing Element subcommittee.

Analysis

Attachment A captures all City Council subcommittees as currently published on the City Councilmembers' webpages plus the addition of the newly recommended housing element committee. City staff has assembled the purpose of each subcommittee primarily through City Council action or City Council meeting minutes with new or inactive subcommittees without previous City Council approved purposes shown in italics. Subcommittees that are not currently convening have been noted as inactive. Subcommittees reported as active are meeting, and their current work may differ from City Council's adopted purpose. Subcommittees indicated with the status "as needed" reflect those standing committees that convene properly noticed public meetings as needed.

The number and scope of City Council subcommittees have measurably increased over the past few years. While subcommittee input is very valuable, it does impact available resources for other work priorities.

Impact on City Resources

There is no impact on City resources.

Environmental Review

This action is not a project within the meaning of the California Environmental Quality Act (CEQA) Guidelines §§ 15378 and 15061(b)(3) as it is a minor change that will not result in any direct or indirect physical change in the environment.

Public Notice

Public notification was achieved by posting the agenda, with the agenda items being listed, at least 72 hours prior to the meeting.

Attachments

A. 2021 City Council subcommittees

Report prepared by:
Nick Pegueros, Assistant City Manager

Table 1: 2021 City Council subcommittees

Name	2021 Members	Purpose	Type	Status
Bayfront homeless encampment emergency response subcommittee	Mueller, Taylor	Interagency coordination on homeless encampment along Bayfront expressway.	Ad hoc	Inactive
Business	Mueller, Taylor	Ad hoc subcommittee to 1) explore options for improving the appearance of downtown, in particular refreshing the streetscape along Santa Cruz Avenue, 2) monitor the impacts of the pandemic on businesses downtown, and 3) support businesses citywide through grant opportunities such as the outdoor dining grant program.	Ad hoc	Active
Climate action plan	Nash, Wolosin	To advise on shortening the project timeline including wider community engagement on the CAP.	Ad hoc	Active
Community grant funding	Combs, Taylor	Evaluate annual requests for human service needs grant funds. The Community Grant Funding subcommittee meets to review and make recommendations to the City Council on how best to allocate the funding.	Standing	As needed
ConnectMenlo community amenities	Nash, Taylor	Advise on 1) update the adopted community amenities list to more appropriately serve existing and future residents, 2) to inventory existing, proposed and potential citywide development (amount and type) and 3) to maintain the amenities list data.	Ad hoc	Active
Facebook/Willow Village development agreement negotiations	Nash, Taylor	Advise the City's negotiators on elements of a negotiated development agreement between the City and Facebook, Inc. for the Willow Village project. Negotiations are not expected to commence until after the release of the Draft Environmental Impact Report, which is currently anticipated in Fall 2020 . The ad hoc subcommittee will disband upon City Council action on a development agreement.	Ad hoc	Inactive
Housing element	Combs, Wolosin	Advise on key topics areas: 1) project objectives, 2) site selection, and 3) goals, policies and programs for the three different General Plan elements, 4) liaising with other agencies/districts, and other topics as necessary where City Council feedback would be beneficial for maintaining the project schedule. The ad hoc subcommittee will disband upon City Council approval of the State of California's Housing and Community Development department.	Ad hoc	New
Menlo Park Community Campus project	Nash, Taylor	Receive staff analysis and preliminary recommendations on actions required of the City Council for construction of the new facility. The subcommittee will have the option to conduct business at regularly scheduled and noticed public meetings to maximize opportunities for public input given the expected compressed timeline. This ad hoc subcommittee is expected to automatically disband September 30, 2020.	Ad hoc	Active
Quality of life ordinance	Combs, Taylor	To explore creation of an ordinance that protects the quality of life for all Menlo Park residents regardless of race, color, ancestry, national origin, religion, creed, age, disability (mental and physical,) sex, gender (including pregnancy, childbirth, breastfeeding or related medical conditions,) sexual orientation, gender identity, gender expression, medical condition, genetic information, marital status, military or veteran status.	Ad hoc	Inactive
Rail	Mueller, Wolosin	Review and provide feedback on staff recommendations regarding rail policy in Menlo Park. The subcommittee conducts business in meetings open to the public to maximize public input and transparency. This standing subcommittee will continue until disbanded by the City Council.	Standing	As needed
Willow Road/Highway 101 interchange improvements	Combs, Taylor	Liaison with Caltrans on landscape improvements at the new Willow Road/Highway 101 interchange and review the status of temporary turn restrictions from the Willows neighborhood on to Willow Road during the evening commute hours. This subcommittee will disband upon issuance of landscape improvement contracts.	Ad hoc	Inactive



STAFF REPORT

City Council

Meeting Date:

5/11/2021

Staff Report Number:

21-102-CC

Regular Business:

Adopt Resolution No. 6624 creating a special revenue fund titled “City Services Contribution – 301-309 Constitution Drive” restricted to services that benefit the safety of the local community

Recommendation

The recommendation is that City Council adopt Resolution No. 6624 creating a special revenue fund titled “City Services Contribution - 301-309 Constitution Drive” restricted to services that benefit the safety of the local community.

Policy Issues

The City Council retains control over all budgetary appropriations, including adopting an annual budget and any subsequent amendments. Generally accepted accounting principles require the City Council to establish special revenue funds to determine revenue source and eligible uses of the revenue in the absence of a grant or legal restrictions on the funds.

Background

City staff recommended creating a one-time revenue fund at City Council’s April 27 meeting to record non-recurring revenue. City Council retains full or nearly full discretion over the uses of the revenue. City Council did not accept staff’s recommendation to include “City Services Contribution” revenue that has previously been recorded in the general fund and used to offset costs incurred by the community response team (CRT), also previously referenced as the “Facebook Unit” or “Beat 4.” City Council desired to increase the City Services Contribution funds’ visibility by creating a special revenue fund to which staff requested that the item be continued to the City Council’s May 11 meeting. City staff have prepared the following analysis to provide the City Council with a fuller explanation of the restraints of a Special Revenue Fund, but this approach would supply explicit restrictions on the use of the fund, and supply isolated financial data with respect to the funds.

Analysis

The recommended action enacts April 27 direction from City Council to establish a discrete fund for revenue provided under the 2017 development agreement amendment for 301-309 Constitution Drive, a Facebook property, and previously used to fund the Community Response Team (CRT) or Facebook Unit/Beat 4. City Council directed that, effective April 1, 2021, the annual expenditures for the six public safety officers comprising the CRT of \$1.52 million plus \$0.25 million for leased vehicles and equipment be supported by general tax dollars. The city manager’s proposed budget for fiscal year 2021-22 continues funding the six public safety positions and leased equipment comprising the CRT using general tax dollars.

Generally Accepted Accounting Principles (GAAP) guidance on special revenue funds

The Government Finance Officers Association’s “Government Accounting, Auditing and Financial Reporting” is the authoritative guide referenced by City staff and auditors across the country on governmental accounting technical matters. On the topic of fund creation, the guide states:

Governmental units should establish and maintain those funds required by law and sound financial administration. Only the minimum number of funds consistent with legal and operating requirements should be established, however, because unnecessary funds result in inflexibility, undue complexity and inefficient financial administration.

City Council has determined that classifying the City Services Contribution as a special revenue fund for reporting purposes sufficiently justify diverging from best practice to maintain “only the minimum number of funds consistent with legal and operating requirement.”

The “Government Accounting, Auditing and Financial Reporting” guidance further provides the following direction on the establishment and purpose of special revenue funds:

Generally accepted accounting principles (GAAP) provide special revenue funds to ‘account for and report the proceeds of specific revenue sources that are restricted or committed to expenditure for specified purposes other than debt service or capital projects.’ Inherent in this description are two criteria that must be met before a special revenue fund may be used:

- *“Expenditure for specified purposes.” Special revenue funds are designed to help determine and demonstrate that resources that must be used for a specified purpose are, in fact, used for that purpose. Such limitation on spending may be imposed by external parties, by constitutional provisions, by enabling legislation, or by action taken by the government’s own highest level of decision making authority.*
- *“Proceeds of specified revenue sources.” A limitation on how resources may be spent is not enough, by itself, to justify the use of a special revenue fund. At the core of each special revenue fund must be resources derived from one or more specific revenue sources.*

To comply with GAAP in creating the City Services Contribution - 301-309 Constitution Drive fund, staff recommends adopting Attachment B. Attachment B records City Council intent in the formation of the fund. The resolution will direct uses of the fund so long as it exists. The following items are of note:

1. “Expenditure for specified purposes.” The only restriction on the City Services Contributions is that the monies be used for “services that benefit the safety of the local community.” As stated, the restriction is too broad to guide decision-making and audit of the fund. City staff proposes a further definition of the restriction as presented below. City Council retains discretion of the proposed guidance below; however, loosening or tightening the guidance below will impact the uses of funds. Once adopted, City Council must amend the resolution to change the definitions. The attached resolution memorializes the following definitions:
 - “Services that benefit the safety” – City or contract services that benefit the safety of the local community
 - “Local community” – The geographic area within Menlo Park’s corporate boundaries north of U.S. Highway 101
2. “Proceeds of specified revenue sources.” The 301-309 Constitution Drive development agreement provides the City Services Contribution for five years, last payment anticipated in July 2022, and will be the only revenue deposited to the fund.

Impact on City Resources

Impact on city resources is difficult to assess given the ambiguity of the fund's anticipated uses.

Environmental Review

This action is not a project within the meaning of the California Environmental Quality Act (CEQA) Guidelines §§ 15378 and 15061(b)(3) as it will not result in any direct or indirect physical change in the environment.

Public Notice

Public notification was achieved by posting the agenda, with the agenda items being listed, at least 72 hours prior to the meeting.

Attachments

- A. Hyperlink – City Council Staff Report #21-095-CC: menlopark.org/DocumentCenter/View/27988/K2-20210427-CC-One-time-revenue
- B. Resolution No. 6623

Report prepared by:
Nick Pegueros, Assistant City Manager

RESOLUTION NO. 6624

**RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MENLO PARK
ESTABLISHING A SPECIAL REVENUE FUND TITLED “CITY SERVICES
CONTRIBUTION - 301-309 CONSTITUTION DRIVE” RESTRICTED TO PUBLIC
SAFETY OF THE LOCAL COMMUNITY**

WHEREAS, the City Council concluded that increased public safety costs resulting from Facebook’s day-time population and unique risk profile could be offset, for a limited-term, by unrestricted development agreement contributions to the General Fund; and

WHEREAS, in 2017 the City Council approved amendments the development agreement for 301-309 Constitution Drive, owned by Facebook, to modify development approvals and used that opportunity to incorporate the unrestricted contributions to the General Fund to offset increased public safety costs; and

WHEREAS, in fiscal year 2017-18 City Council authorized the addition of six public safety officers and equipment; and

WHEREAS, the 2020 COVID-19 pandemic reduced the need for the increased public safety officers in the Bayfront area and the department reduced its authorized fulltime equivalent personnel by nineteen percent; and

WHEREAS, the City Council wishes to terminate any link between police department staffing and the City Services Contribution; and

WHEREAS, the City Council finds that the public interest is best served by creating a special revenue fund titled “City Services Contribution - 301-309 Constitution Drive” allowing for discrete reporting of the one-time special revenue funds; and

WHEREAS, generally accepted accounting principles require City Council action to define the specified purposes for the use of any special revenue not otherwise restricted by law or agreement; and

WHEREAS, once established, the City Services Contribution - 301-309 Constitution Drive fund will be subject to all established budgeting, accounting, and internal controls applied to all other special revenue funds.

NOW THEREFORE, THE CITY COUNCIL OF THE CITY OF MENLO PARK HEREBY RESOLVES, as follows:

1. The City Council hereby finds that the above recitations are true and correct and, accordingly, are incorporated as a material part of this Resolution.
2. The City Council hereby directs staff to create a special revenue fund titled “City Services Contribution - 301-309 Constitution Drive”.
3. The City Council hereby specifies that the new fund shall only be used for City Council approved expenditures that provide “services that benefit the safety of the local community” with the following definitions:

- a. "Services that benefit the safety" – City or contract services that benefit the safety of the local community
 - b. "Local community" – The geographic area within Menlo Park's corporate boundaries north of U.S. Highway 101.
4. The City Council hereby directs the necessary budget amendments and fund transfers of City Services Contribution - 301-309 Constitution Drive residing in General Fund assigned fund balance and assigned to "Public Safety Development" in the June 30, 2020, Comprehensive Annual Financial Report in the amount of \$2,607,766.
 5. The City Council hereby directs the necessary budget amendments and fund transfers of surplus City Services Contribution - 301-309 Constitution Drive funds in fiscal year 2020-21 as of March 31, 2021, upon completion of the independent audit; from the General Fund to the City Services Contribution - 301-309 Constitution Drive fund.
 6. The City Council hereby directs that all outstanding City Services Contribution - 301-309 Constitution Drive receipts be deposited directly to the City Services Contribution - 301-309 Constitution Drive Fund.

I, Judi A. Herren, City Clerk of Menlo Park, do hereby certify that the above and foregoing City Council Resolution was duly and regularly passed and adopted at a meeting by said City Council on the eleventh day of May, 2021, by the following votes:

AYES:

NOES:

ABSENT:

ABSTAIN:

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the Official Seal of said City on this eleventh day of May, 2021.

Judi A. Herren, City Clerk



STAFF REPORT

City Council

Meeting Date: 5/11/2021

Staff Report Number: 21-096-CC

Informational Item: City Council agenda topics: May – June 2021

Recommendation

The purpose of this informational item is to provide the City Council and members of the public access to the anticipated agenda items that will be presented to the City Council. The mayor and city manager set the City Council agenda so there is no action required of the City Council as a result of this informational item.

Policy Issues

In accordance with the City Council procedures manual, the mayor and city manager set the agenda for City Council meetings.

Analysis

In an effort to provide greater access to the City Council's future agenda items, staff has compiled a listing of anticipated agenda items, Attachment A, through June 8, 2021. The topics are arranged by department to help identify the work group most impacted by the agenda item.

Specific dates are not provided in the attachment due to a number of factors that influence the City Council agenda preparation process. In their agenda management, the mayor and city manager strive to compile an agenda that is most responsive to the City Council's adopted priorities and work plan while also balancing the business needs of the organization. Certain agenda items, such as appeals or State mandated reporting, must be scheduled by a certain date to ensure compliance. In addition, the meeting agendas are managed to allow the greatest opportunity for public input while also allowing the meeting to conclude around 11 p.m. Every effort is made to avoid scheduling two matters that may be contentious to allow the City Council sufficient time to fully discuss the matter before the City Council.

Public Notice

Public notification was achieved by posting the agenda, with the agenda items being listed, at least 72 hours prior to the meeting.

Attachments

A. City Council agenda topics: May – June 2021

Report prepared by:
Judi A. Herren, City Clerk

Tentative City Council Agenda

#	Title	Department	Item type	City Council action
1	City Manager's proposed budget	ASD	Workshop	No action
2	Financial advisory services and bond counsel services for a Measure T bond issuance	ASD	Regular	Contract award or amend
3	Labor relations - SEIU, AFSCME, POA, Unrepresented	ASD	Closed Session	Direction to staff
4	Quarterly financial operations report	ASD	Consent	Receive and file
5	Revise community amenities resolution	CA	Regular	Adopt resolution
6	Community Amenity In Lieu Fee - Ordinance 1st reading	CDD	Public Hearing	Approve
7	Housing Element - Overview and Framework	CDD	Regular	Direction to staff
8	Advisory body appointments	CMO	Commission Report	Approve
9	Amendments to Recology Franchise Agreement Regarding Bulky Item Pick-Up	CMO	Consent	Adopt resolution
10	Animal control contract	CMO	Regular	Approve
11	Approve EQC two year work plan	CMO	Consent	Approve
12	City Manager's proposed budget	CMO	Public Hearing	Adopt resolution
13	Planning Commission interviews	CMO	Interviews	No action
14	Presentation: 2020 Stem Winner recognition	CMO	Presentation	No action
15	Proclamation: Recognizing Ron Shepherd	CMO	Proclamation	No action
16	Quarterly personnel update (Apr-Jun)	CMO	Consent	Receive and file
17	Recognition of outgoing advisory body members	CMO	Presentation	No action
18	Safe storage ordinance	CMO	Closed Session	
19	Approve contract for redistricting demographer service	CMO, CA	Regular	Contract award or amend
20	NLC REAL implementation plan	CMO, LCS	Regular	Direction to staff
21	Recreation scholarship pilot program	LCS	Consent	Approve
22	Award Construction Contract - Willow Road Paving	PW	Consent	Approve
23	Landscape Assessment District - Adopt Resolution XXX	PW	Consent	Adopt resolution
24	Middle Avenue (800 ECR) Purchase and sale agreement	PW	Consent	Approve
25	Middle Avenue repaving update	PW	Informational	No action
26	SB1 funding candidate projects	PW	Consent	Adopt resolution
27	Transportation Management Association feasibility study approval	PW	Regular	Approve
28	Urban Water Management Plan (UWMP)	PW	Public Hearing	Adopt resolution



STAFF REPORT

City Council

Meeting Date:

5/11/2021

Staff Report Number:

21-100-CC

Informational Item:

Transmittal of City Manager's proposed budget for fiscal year 2021-22

Recommendation

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

Policy Issues

The City Council maintains responsibility for all budgetary appropriations. Under section 2.08.080(8) of the Menlo Park Municipal Code, the city manager has the responsibility "to prepare and submit to the city council the annual budget."

Background

Preparation of the annual budget takes place primarily during the months of March and April and is informed by City Council direction including amendments to the current fiscal year's budget, adoption of budget principles, and adoption of City Council priorities.

Analysis

The proposed budget for fiscal year 2021-22 is operationally balanced with a general fund surplus of \$9,430 and requires additional direction by City Council to determine which, if any, service level enhancements to incorporate.

The proposed budget is available for review in two major components, narrative elements and dynamic reports, through the City's budget portal.

Narrative elements

The cover page and table of contents, Attachment A, includes links to all narrative sections of the budget. The City Manager's transmittal letter, Attachment B, includes an overview of major budgetary components and a discussion of potential changes in service levels.

Dynamic reports

The transparency portal, Attachment C, includes dynamic reports, also embedded into the budget document, which users may manipulate to view budget components in more granular detail. These reports allow users to filter by fund, department, project, and revenue or expense type, as well as display data by each of these categories. Reports included in the budget are available on the left-hand pane, and filters and the saved views embedded into the document are at the bottom of the pane.

Next steps

May 10 – City Manager’s proposed budget published online for consideration

May 11 – Informational item highlighting the proposed budget

June 1 – City Manager’s proposed budget workshop

June 8 – Public hearing for the fiscal year 2021-22 budget

June 22 – Adoption of the fiscal year 2021-22 budget

July – Publication of the “budget in brief” budget overview

August – Publication of the fiscal year 2021-22 adopted budget document

Impact on City Resources

There is no impact on City resources at this time.

Environmental Review

This action is not a project within the meaning of the California Environmental Quality Act (CEQA)

Guidelines §§ 15378 and 15061(b)(3) as it will not result in any direct or indirect physical change in the environment.

Public Notice

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Attachments

A. Hyperlink – City Manager’s proposed budget for fiscal year 2021-22 cover page:

stories.opengov.com/menlopark/published/iwqNQF6Mb

B. Hyperlink – City Manager’s proposed budget for fiscal year 2021-22 transmittal letter:

stories.opengov.com/menlopark/published/6tQNIIAoZ

C. Hyperlink – Budget transparency portal: menlopark.opengov.com/transparency#/

Report prepared by:

Christian Quijano, Management Analyst I

Dan Jacobson, Assistant Administrative Services Director

Agenda item N2
Alex Beltramo, Resident

Menlo Park City Council,

I thank and commend the council for including a Caltrain Quiet Zone Investigation as a priority. But I was surprised to see that the Oak Grove and Ravenswood crossings were not included.

I understand that those crossing may have different issues because of their proximity to the station. But we should fully understand those issues and what the options are. Quiet Zones could transform the quality of life for this part of the city, and it is too early to be making assumptions about what is or isn't feasible.

My grandfather used to say, "Measure twice, cut once." This investigative phase is not the time for half measures.



STAFF REPORT

City Council

Meeting Date:

5/11/2021

Staff Report Number:

21-130-CC

Informational Item:

San Francisco Public Utilities Commission implements voluntary water reductions to 2019 peak levels this summer per annual memorandum on water supply availability estimates

Recommendation

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

Policy Issues

Menlo Park Municipal Water (MPMW) has permanent water use restrictions in place, and these are outlined in the adopted 2015 water shortage contingency plan (WSCP), which is included in the 2015 urban water management plan (UWMP.) The WSCP outlines shortage response actions (City responses and corresponding regulations/prohibition) for various drought stages. The City is in the process of updating its UWMP and WSCP. The draft 2020 UWMP and WSCP (Attachment A) are currently available for public review on the City's website, and a public hearing to adopt both plans is scheduled for May 25.

Background

MPMW supplies water to approximately half of the City, almost 4,400 residential, non-residential (commercial, industrial, institutional, irrigation), and fire services. MPMW's sole water supply is purchased from the San Francisco Public Utilities Commission (SFPUC) and delivered to MPMW's two distinct service areas – the Sharon Heights area, and the area north and east of El Camino Real.

The City's water supply agreement with SFPUC requires that SFPUC hold an annual meeting for wholesale agencies at the beginning of each year to report on several items including water use trends, and water supply conditions and projections. In addition, SFPUC provides monthly water supply updates to its wholesale agencies (a hydrological conditions report for the San Francisco Regional Water System) and an annual April memorandum presenting final water supply availability estimates for the year, after measuring snowpack levels in the Hetch Hetchy watershed April 1.

Analysis

Staff recently received SFPUC's annual April memorandum (Attachment B) which includes many graphs comparing current precipitation, snowpack, and Tuolumne River availability to historical wet and dry years. The memo highlights the following:

1. The April 1 snow course index was 60 percent of median April 1 snowpack.
2. The Hetch Hetchy watershed has experienced dry conditions to-date, similar in precipitation to last year, however, last year there was a late season storm that boosted the snowpack before the snowmelt began.

3. Despite lower than normal snowpack for this time of year, SFPUC estimates Hetch Hetchy reservoir will fill this year due to a wet 2019 season, however, they do not expect the water bank to fill which will put the system at risk for filling the upcountry system (water storage located in the sierras) next year.
4. SFPUC is requesting its retail customers (City of San Francisco residents and businesses) to voluntarily reduce outdoor irrigation use by 10 percent in order to maintain summertime water use at no more than 2019, pre-pandemic levels.

The Bay Area Water Supply and Conservation Agency (BAWSCA) received additional clarification from SFPUC on the memorandum.

1. SFPUC is asking its wholesale customers such as MPMW, to hold water use, in summer months of 2021, to no greater than 2019 peak levels. This is not a call for 10 percent reduction for MPMW as that is SFPUC's goal for their retail customers only.
2. SFPUC does not anticipate making a call for mandatory rationing amongst its retail and wholesale customers, but they will be monitoring the supply situation as the summer progresses to determine if a greater call for voluntary rationing is needed. In addition, if the State Water Resources Control Board (SWRCB) implements a water use reduction, SFPUC will follow SWRCB requirements which might call for mandatory rationing.

SFPUC's March hydrological conditions report (Attachment C) for the San Francisco Regional Water System includes graphs and tables (specifically Table 1, and Figures 2, 3 and 4) showing Tuolumne System and Local Bay Area storage conditions, as well as monthly and cumulative precipitation levels compared to other historical wet and dry years. The data shows that cumulative precipitation as of April 1 was 17.17 inches, 48 percent of the average annual water year total.

Next steps

Staff will review MPMW's 2019 water use, and prepare outreach focusing on wise water use, adherence to permanent water use restrictions, and conservation programs and rebates. BAWSCA will provide support to wholesaler agencies, such as MPMW, and focus on coordinated drought messaging and public outreach. If SFPUC or the SWRCB implements a water use reduction in the future that calls for mandatory rationing, staff will return to City Council to declare a drought stage (which triggers a drought surcharge for that drought stage) and to implement a more robust public outreach plan. MPMW has coordinated its WSCP with California Water Service to ensure consistent messaging throughout the City in the event more restrictive water reductions are mandated.

Impact on City Resources

There is no impact on City resources at this time. If a drought is declared in the future, it will trigger the corresponding drought surcharge for the declared drought stage, and additional resources for communication and outreach will be needed.

Environmental Review

This action is not a project within the meaning of the California Environmental Quality Act (CEQA) Guidelines §§ 15378 and 15061(b)(3) as it will not result in any direct or indirect physical change in the environment.

Public Notice

Public notification was achieved by posting the agenda, with the agenda items being listed, at least 72

hours prior to the meeting.


Attachments

- A. Hyperlink – Draft 2020 UWMP and WSCP, and appendices:
[menlopark.org/DocumentCenter/View/28016/Draft-Urban-Water-Management-Plan-](https://menlopark.org/DocumentCenter/View/28016/Draft-Urban-Water-Management-Plan-and)
and
[menlopark.org/DocumentCenter/View/28017/Draft-Urban-Water-Management-Plan- Appendices-20210426](https://menlopark.org/DocumentCenter/View/28017/Draft-Urban-Water-Management-Plan-Appendices-20210426)
- B. SFPUC April 2021 memorandum
- C. SFPUC March 2021 hydrological conditions report

Report prepared by:
Pam Lowe, Senior Civil Engineer

Report reviewed by:
Christopher Lamm, Assistant Public Works Director



TO: SFPUC Wholesale Customers 

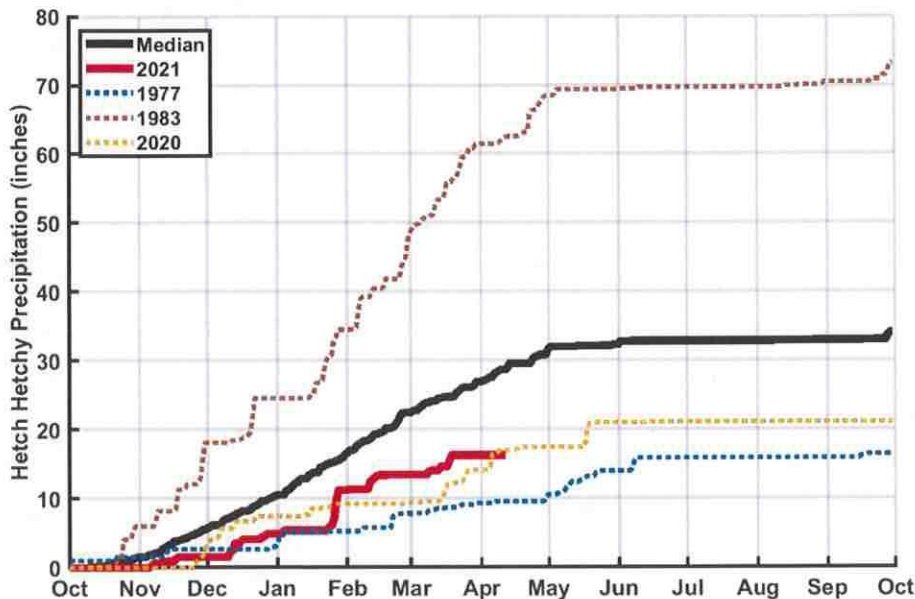
FROM: Steven R. Ritchie, Assistant General Manager, Water

DATE: April 15, 2021

RE: Water Supply Availability Estimate

This memo provides the water supply availability estimate for this year and the current hydrologic conditions.

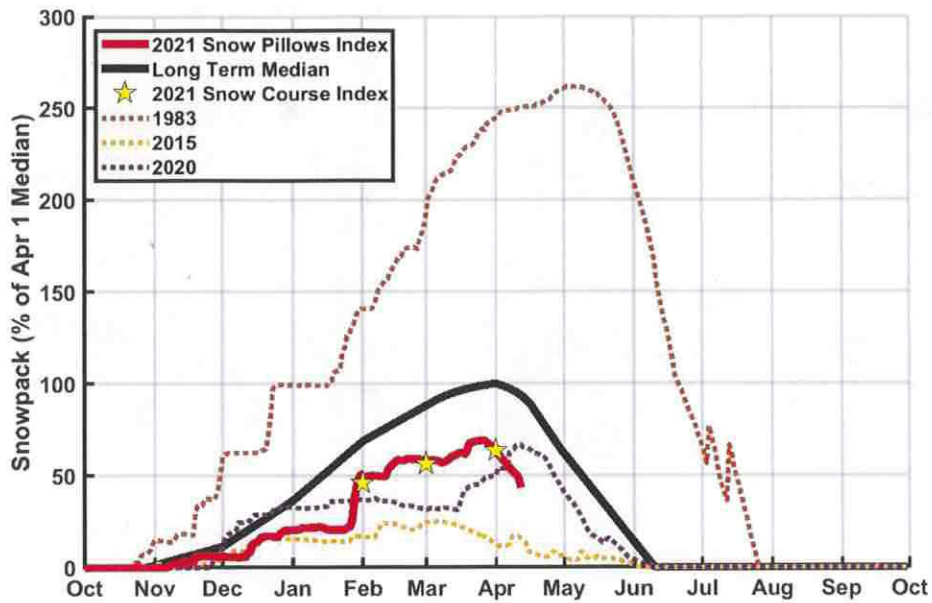
The plots below provide precipitation at Hetch Hetchy and snowpack in the watershed through April 13, 2021. As the plots show, the Hetch Hetchy watershed has experienced quite dry conditions to date, similar in precipitation to last year. The April 1 snow course index is about 60% of median April 1st snowpack, surprisingly this is 10% higher than last year's percent of median April 1st snowpack. However, the snowmelt has already begun in contrast to this time last year where a late season storm boosted snowpack before the snowmelt began.



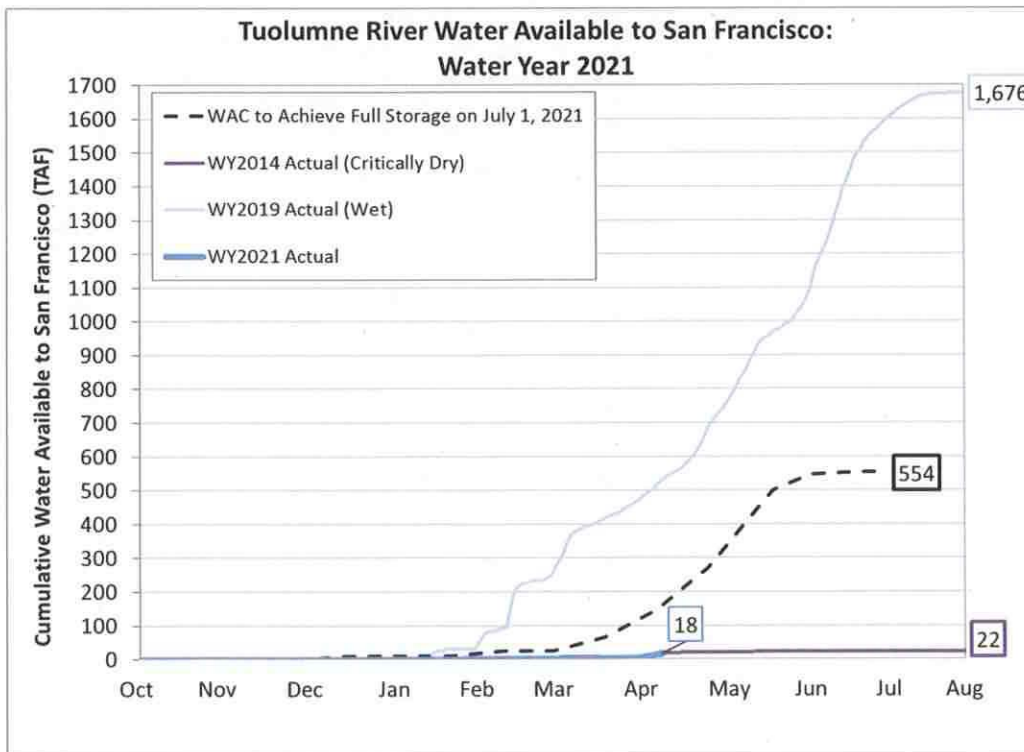
- London N. Breed**
Mayor
- Sophie Maxwell**
President
- Anson Moran**
Vice President
- Tim Paulson**
Commissioner
- Ed Harrington**
Commissioner
- Newsha Ajami**
Commissioner
- Michael Carlin**
Acting
General Manager

OUR MISSION: To provide our customers with high-quality, efficient and reliable water, power and sewer services in a manner that values environmental and community interests and sustains the resources entrusted to our care.





Water available to San Francisco under the Raker Act has produced about 18,000 acre-feet so far. San Francisco needs about 554,000 acre-feet to fill the entire water system by July 1, 2021 as depicted in the chart below. Despite lower than normal snowpack for this time of year, the SFPUC snowmelt forecasts indicate Hetch Hetchy reservoir will fill this year. Water Bank is not expected to fill, however, which will put the system at risk for filling our Upcountry system next year.



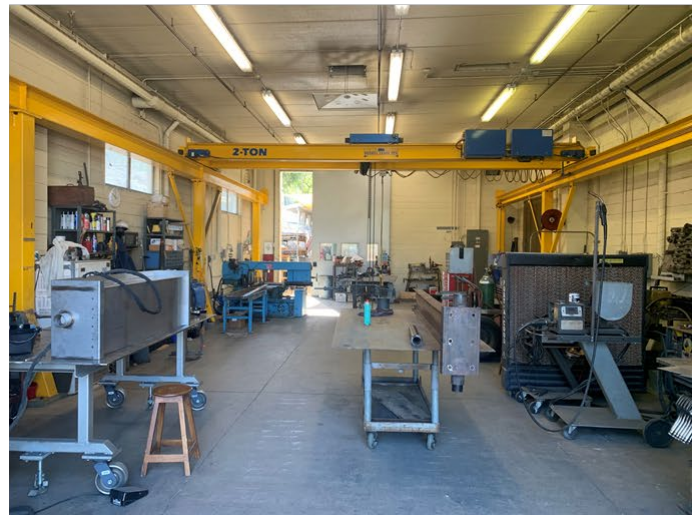
With the shelter-at-home orders lifting and businesses, schools, offices and other establishments in the SFPUC service area beginning to reopen, water demands have begun to increase above the lower demands experienced during shelter-in-place. While San Francisco does not want to cause any limitations to economic recovery and the reopening of Bay Area businesses and activities, we ask that customers remain vigilant, particularly around outdoor irrigation. Our goal is to maintain summertime water use at no more than 2019, pre-Pandemic levels. To accomplish this, we will be asking our retail customers to voluntarily reduce irrigation use by 10 percent. Ways to accomplish this include routinely cutting irrigation time by 10% or reducing the frequency of irrigation days, and fixing leaks and irrigation problems like overspray . We ask our Wholesale Customers to implement similar approaches to control summertime peak use.

Our customers' commitments to water conservation ensure our ability to carryover water in our reservoirs from one year to the next. This commitment results in improved water supply reliability and reduces the risk of water shortages in the event that next year is also dry. All of the users of our water system benefit from the continuation of wise water use.

cc.: Nicole Sandkulla, CEO/General Manager, BAWSCA

San Francisco Public Utilities Commission Hydrological Conditions Report March 2021

J. Chester, C. Graham, N. Waelty, April 9, 2021



The Hetch Hetchy Water and Power Machine Shop is up to the task, whether it is working on a diesel engine or custom fabricating the tools and equipment needed to keep the water flowing. Machinist Robert Adams is shown constructing parts and welding together a leakage weir for Priest Dam.

System Storage

Current Tuolumne System and Local Bay Area storage conditions are summarized in Table 1.

Table 1 Current System Storage as of April 1, 2021							
	Current Storage		Maximum Storage		Available Capacity		Percentage of Maximum Storage
	acre-feet	millions of gallons	acre-feet	millions of gallons	acre-feet	millions of gallons	
Tuolumne System							
Hetch Hetchy Reservoir ¹	173,224		340,830		167,606		51%
Cherry Reservoir ²	196,485		268,810		72,325		73%
Lake Eleanor ³	24,193		25,216		1,023		96%
Water Bank	529,889		570,000		40,111		93%
Tuolumne Storage	923,791		1,204,856		281,065		77%
Local Bay Area Storage							
Calaveras Reservoir	59,254	19,308	96,824	31,550	37,569	12,242	61%
San Antonio Reservoir	44,903	14,632	50,496	16,454	5,592	1,822	89%
Crystal Springs Reservoir	50,138	16,338	58,377	19,022	8,238	2,684	86%
San Andreas Reservoir	13,765	4,485	18,996	6,190	5,232	1,705	73%
Pilarcitos Reservoir	1,920	626	2,995	976	1,074	350	64%
Total Local Storage	169,981	55,388	227,688	74,192	57,706	18,804	75%
Total System	1,093,772		1,432,544		338,771		76%

¹ Maximum Hetch Hetchy Reservoir storage with drum gates deactivated.

² Maximum Cherry Reservoir storage with flash-boards out.

³ Maximum Lake Eleanor storage with two flash-boards in.

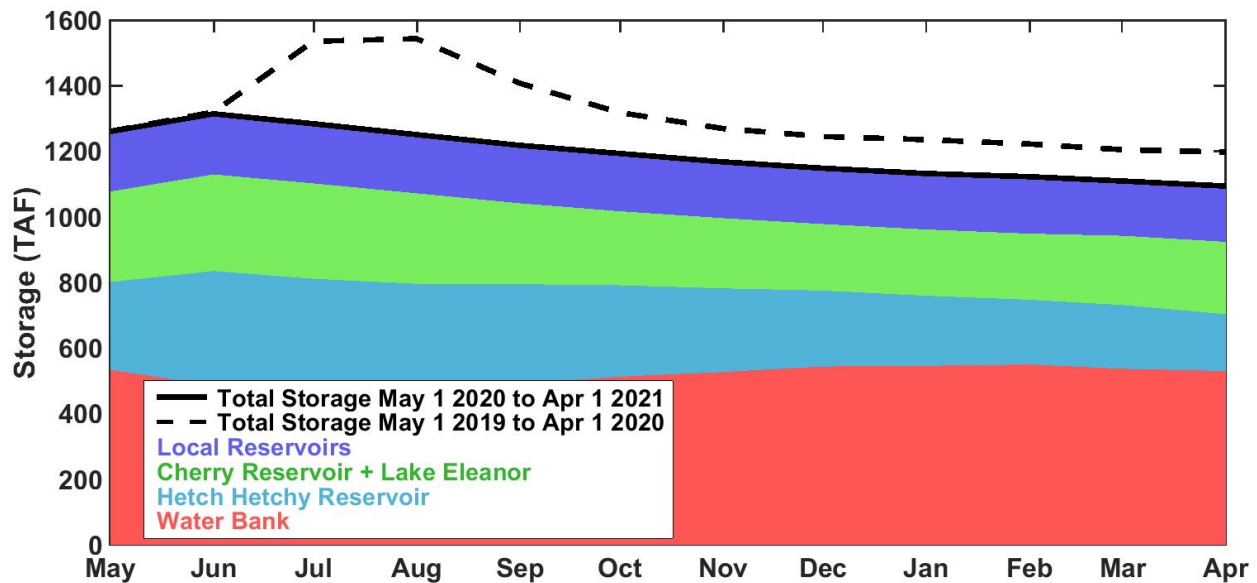


Figure 1: System storage for past 12 months in thousand acre-feet (TAF). Color bands show contributions to total system storage. Solid black line shows total system storage for the past 12 months. Dashed black line shows total system storage the previous 12 months.

Hetch Hetchy System Precipitation Index

Current Month: The March 2021 six-station precipitation index reported 2.97 inches of precipitation for the month, which is 55% of the monthly average. The precipitation index is computed as the average of six Sierra precipitation stations and is an indicator of the overall basin wetness.

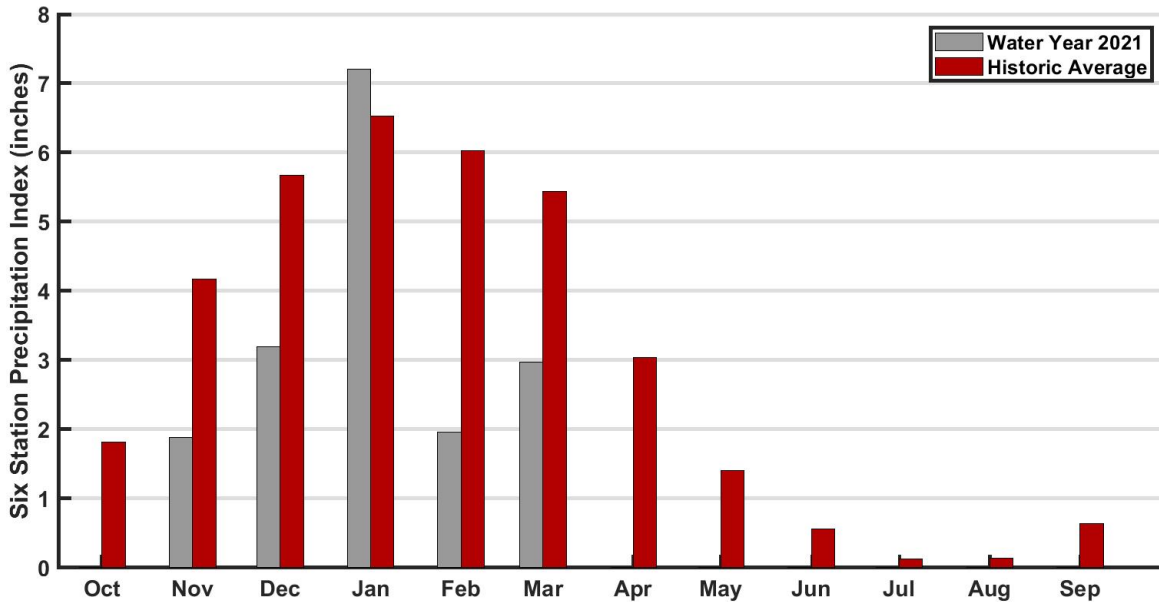


Figure 2: Monthly distribution of the six-station precipitation index relative to the monthly precipitation averages. The precipitation index is computed as the average of six Sierra precipitation stations and is an indicator of the overall basin wetness.

Cumulative Precipitation to Date: As of April 1, the six-station precipitation index for Water Year (WY) 2021 was 17.17 inches, which is 48% of the average annual water year total. The Hetch Hetchy Weather Station received 2.84 inches of precipitation in March for a total of 16.29 inches for WY 2021, or 55% of average to-date. The cumulative WY 2021 Hetch Hetchy precipitation is shown in Figure 3 in red.

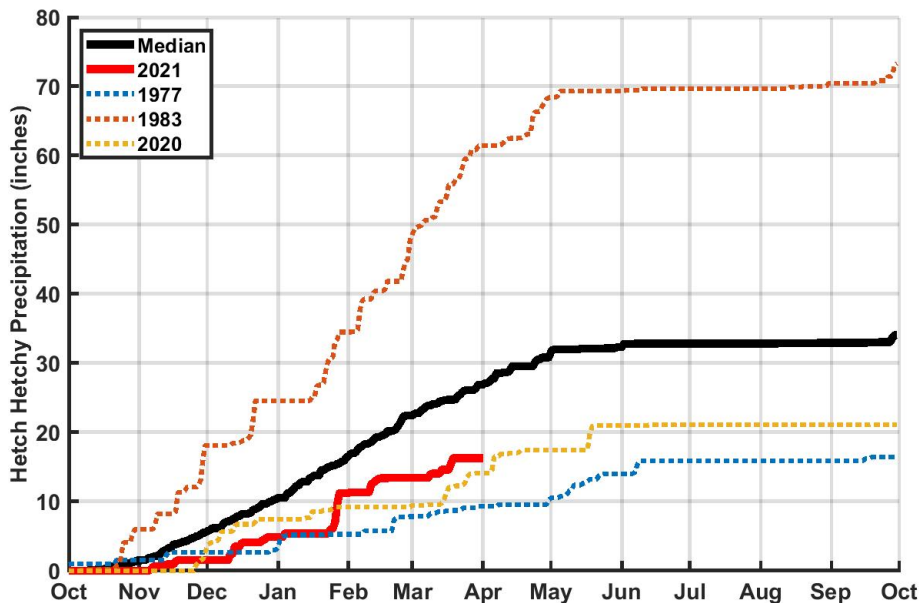


Figure 3: Water Year 2021 cumulative precipitation measured at Hetch Hetchy Weather Station. Median cumulative precipitation measured at Hetch Hetchy Weather Station and example wet and dry years are included with Water Year 2020 for comparison purposes.

Tuolumne Basin Unimpaired Inflow

Unimpaired inflow to SFPUC reservoirs and the Tuolumne River at La Grange for March 2021 and the year to date is summarized below in Table 2.

Table 2 Calculated Reservoir Inflows and Water Available to City								
* All flows are in acre-feet	March 2021				October 1, 2020 through March 31, 2021			
	Observed Flow	Median ¹	Mean ¹	Percent of Mean	Observed Flow	Median ¹	Mean ¹	Percent of Mean
Inflow to Hetch Hetchy Reservoir	20,227	39,015	41,473	49%	39,724	114,363	130,265	30%
Inflow to Cherry Reservoir and Lake Eleanor	24,811	37,980	42,053	59%	51,755	113,246	138,673	37%
Tuolumne River at La Grange	68,340	159,640	190,040	36%	145,654	481,436	600,504	24%
Water Available to City	1,454	27,949	67,837	2%	3,172	109,924	223,625	1%

¹Hydrologic Record: 1919-2015

Hetch Hetchy System Operations

Hetch Hetchy Reservoir power draft and stream releases during the month totaled 20,227 acre-feet. Hetch Hetchy Reservoir minimum instream release requirements for March were 35 cfs. Total precipitation for Water Year 2021 has resulted in a Water Year Type C for Hetch Hetchy Reservoir. Hetch Hetchy Reservoir instream releases will remain at 35 cfs for April.

Cherry Reservoir valve and power draft releases totaled 14,932 acre-feet for the month and were used to maintain seasonal target elevations. The required minimum instream release from Cherry Reservoir for March was 5 cfs and will remain at that flow through June 2021. Lake Eleanor required minimum instream release was 5 cfs for March and increased to 10 cfs for April once the pumps were activated. The Cherry / Eleanor Pumps were activated on April 4 and will remain on to manage runoff inflows.

Regional System Treatment Plant Production

The Harry Tracy Water Treatment Plant average production rate for March was 40 MGD. The Sunol Valley Water Treatment Plant was in standby with no production for the month.

Local System Water Delivery

The average March delivery rate was 182 MGD, which is a 14% increase over the February delivery rate of 159 MGD.

Local Precipitation

The rainfall summary for March 2021 is presented in Table 3.

Weather Station Location	March		October 1, 2020 through March 31, 2021	
	Total (inches)	Percent of Mean for the Month	Total (inches)	Percent of Mean for the Year-To-Date
Pilarcitos Reservoir	2.94	53%	17.93	54%
Lower Crystal Springs Reservoir	2.07	53%	11.75	50%
Calaveras Reservoir	2.04	61%	9.70	52%

Snowpack, Water Supply and Planned Water Supply Management

Very dry conditions during the second half of Water Year 2020 and the first third of Water Year 2021 were punctuated by a large, cold, and beneficial storm cycle during the last week of January, with widespread snow accumulation occurring above 4,000 feet. This three-day event made January the only above average month for precipitation in WY2021; all other months have been below average. Cold storms in February and March brought modest precipitation and additional beneficial snowfall down to 4,000 feet.

The snowpack is currently 60 percent of normal (Figure 4). Soils beneath the snowpack are becoming wetter with the onset of runoff but are still relatively dry.

The lower than average snowpack has resulted in correspondingly lower than average inflow forecasts (Figure 5). The 2021 median runoff forecast is currently around 60% of average. While well below average, the forecasted inflows will be enough to refill all upcountry reservoirs. Water Bank will not refill this spring, as Water Available to the City is expected to be exceeded by water deliveries. Hetch Hetchy Reservoir will be managed to fill in May or June, with any additional inflows being run through the Kirkwood and Moccasin Powerhouses. Cherry Reservoir and Lake Eleanor will be managed to fill in May or June, with some water transferred to Water Bank via power generation.

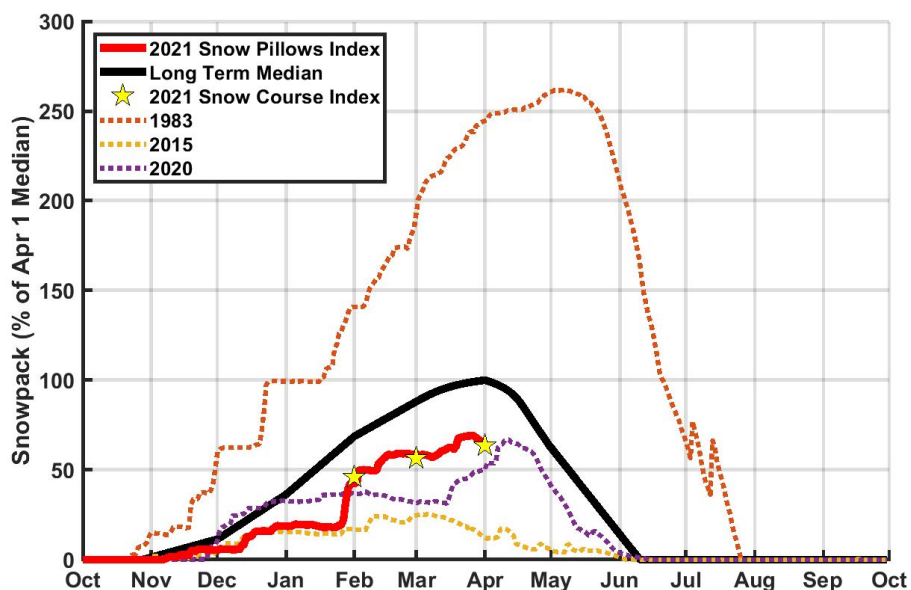


Figure 4: Tuolumne River Basin 10 Station Snow Index (lines), based on real time snow pillow SWE measurements. Also plotted is the mean monthly manual snow surveys (stars) in the Tuolumne Basin.

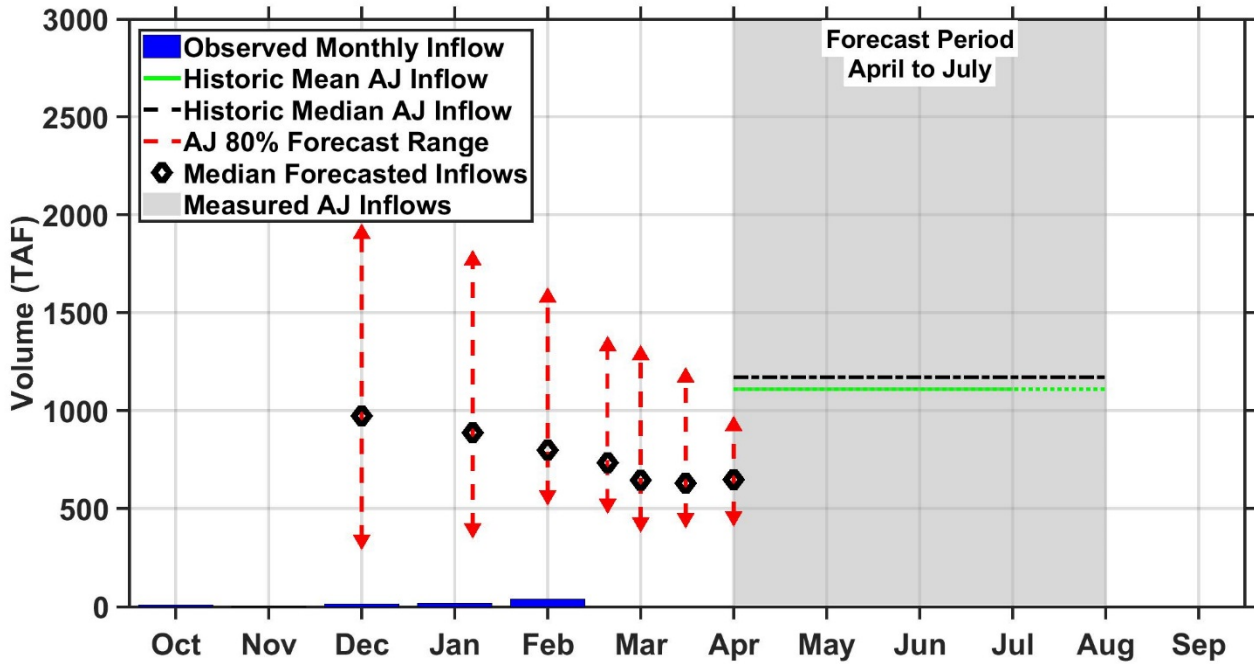


Figure 5: Forecasted April to July Full Natural Flow at La Grange. Sustained below average precipitation has resulted in a significant reduction in forecasted inflows. The median forecast is currently at around 60% of normal, roughly corresponding with the precipitation and snow to date.

The calculated unimpaired flow at La Grange and the allocation of flows between the Districts and the City are shown in Figure 6. As of April 1, there has been 3,172 ac-ft water available to the City in Water Year 2021.

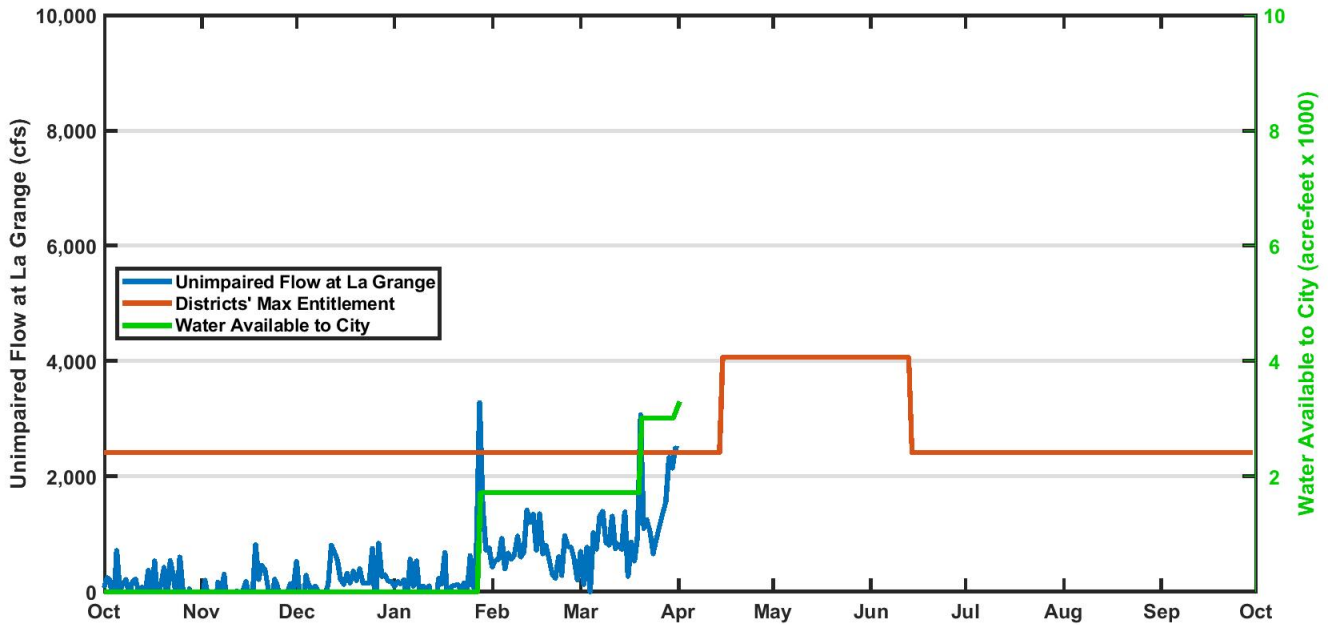


Figure 6: Calculated unimpaired flow at La Grange and the allocation of flows between the Districts and the City.