



Office of the City Manager

October 4, 2021

To: Honorable Mayor and Members of the City Council

From:  Dee Williams-Ridley, City Manager

Re: Vision 2050 Revenue Measure Update

This memo provides a brief overview and update on Vision 2050 and the plan to explore associated infrastructure and affordable housing revenue measure(s).

## **BACKGROUND**

Vision 2050 is a City Council-supported, resident-engaged initiative to address Berkeley's \$1 billion in infrastructure needs. With voter approval of Measure R, Vision 2050 was defined as engaging residents and experts in developing a 30-year plan to identify and guide implementation of climate-smart, technologically-advanced, integrated and efficient infrastructure to support a safe, vibrant and resilient future for Berkeley. At the same time, our City suffers deep, persistent affordable housing shortages and a need for greater investment to expand affordable housing.

City Council approved \$400,000 of General Fund revenue in the Fiscal Year 2022 budget for the exploration of Vision 2050 Implementation and a potential revenue measure or measures to increase our infrastructure investment. The City Manager has convened a working team of residents and City staff to assist with Vision 2050 implementation, and an interdepartmental team to assist with exploration of a revenue measure or measures for the November 2022 ballot.

## **UPDATE ON IMPLEMENTATION**

In July and August 2021, City staff issued requests for proposals to bring on third-party experts to support robust public outreach, survey our community on infrastructure priorities, study the City's bonding capacity, and develop a long-term program plan that eliminates deferred maintenance in our public infrastructure by 2050.

The City's interdepartmental team, along with experts at *TBWBH Props and Measures* and *Lake Research Partners*, is developing a community survey to help understand the community's infrastructure and affordable housing priorities. This survey will be issued in early October and results will return to Council in early winter.

Throughout the process, staff and City consultants will partner closely with City Council, prioritizing frequent communication and seeking input multiple times before measure(s) are brought forward for formal consideration. The table below summarizes other implementation activities:

<b>Month</b>	<b>Activities</b>
Sep. 2021	<ul style="list-style-type: none"> <li>• Begin various analyses and start drafting outreach materials.</li> </ul>
Oct. 2021	<ul style="list-style-type: none"> <li>• Conduct community survey #1.</li> <li>• Begin virtual stakeholder meetings.</li> <li>• Launch website.</li> </ul>
Nov. 2021	<ul style="list-style-type: none"> <li>• Issue citywide informational mailer with tear-off survey and/or web survey link.</li> <li>• Continue virtual stakeholder meetings.</li> </ul>
Dec. 2021	<ul style="list-style-type: none"> <li>• Council receives results of public engagement process, including survey results.</li> </ul>
Jan. 2022	<ul style="list-style-type: none"> <li>• Present draft program plan to Commissions for feedback.</li> </ul>
Mar. 2022	<ul style="list-style-type: none"> <li>• Present to Council on a proposed program plan and seek Council's direction on preparation of proposed funding measures.</li> </ul>
Apr. 2022	<ul style="list-style-type: none"> <li>• Conduct community survey #2.</li> </ul>
May 2022	<ul style="list-style-type: none"> <li>• Present survey results and seek Council's direction on preparing measure(s).</li> <li>• Hold first reading(s) of proposed funding measure(s).</li> </ul>
June 2022	<ul style="list-style-type: none"> <li>• Send citywide informational mailer on status of project.</li> </ul>

If you have any questions, please do not hesitate to contact Deputy City Manager Paul Buddenhagen, Public Works Director Liam Garland, or Senior Management Analyst Melissa McDonough.

cc: Paul Buddenhagen, Deputy City Manager  
 LaTanya Bellow, Interim Deputy City Manager  
 Jenny Wong, City Auditor  
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