



Commission on Aging  
Gabriella Castello-Kramer, Chair  
Richard Castrillon, Commission Secretary

# COMMISSION ON AGING REGULAR MEETING AGENDA

North Berkeley Senior Center  
1901 Hearst Avenue  
Berkeley, CA 94703

Wednesday, April 19, 2017  
1:00 p.m.

## Preliminary Matters

1. Roll Call
2. Public Comments  
The public may comment about any item not on the agenda. Public comments are limited to two minutes per speaker. Public comments regarding agenda items will be heard while the Commission is discussing the item.
3. Approval of minutes from March 15, 2017. (Attachment A)

## Updates/ Action Items

The Commission may take action related to any subject listed on the Agenda. Public comments regarding agenda items will be heard while the Commission is discussing the item. Public comments are limited to two minutes per speaker.

4. Easy Does It- presentation of services by Nikki Brown-Booker.
5. Referral to the Commission on Aging from City Council: Rename the South Berkeley Senior Center to the "Henry Ramsey Jr. South Berkeley Senior Center." (Attachment B, C, & D)
6. T1 Bond Infrastructure Meetings- Reports from Commissioners who attended.
7. Review of role of Commission on Aging (Attachment E) and review of City of Berkeley Strategic Plan. (Attachment F)
8. Discussion of "Berkeley Considers," the new comment forum from City Council to allow more community input. (Attachment G)
9. Review of current vacancies on the Commission on Aging and review of protocol for new commissioners.
10. Future Agenda Items
  - a. Aging Friendly Update May 2017

## **Information Items**

### **Announcements (5 minutes)**

### **Adjournment**

### **Communications**

**Please refrain from wearing scented products to this meeting.**

#### **COMMUNICATION ACCESS INFORMATION**

This meeting is being held in a wheelchair accessible location. To request a disability-related accommodation(s) to participate in the meeting, including auxiliary aids or services, please contact the Disability Services specialist at 981-6346 (V) or 981-6345 (TDD) at least three business days before the meeting date.

Communications to Berkeley boards, commissions or committees are public record and will become part of the City's electronic records, which are accessible through the City's website. Please note: e-mail addresses, names, addresses, and other contact information are not required, but if included in any communication to a City board, commission or committee, will become part of the public record. If you do not want your e-mail address or any other contact information to be made public, you may deliver communications via U.S. Postal Service or in person to the secretary of the relevant board, commission or committee. If you do not want your contact information included in the public record, please do not include that information in your communication. Please contact the commission secretary for further information.

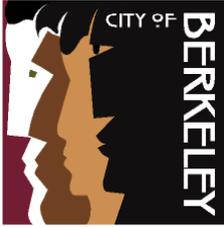
Any writings or documents provided to a majority of the Commission regarding any item on this agenda will be made available for public inspection at the North Berkeley Senior Center located at 1901 Hearst Avenue, during regular business hours. The Commission Agenda and Minutes may be viewed on the City of Berkeley website: <http://www.cityofberkeley.info/commissions>.

#### **Secretary:**

Richard Castrillon  
Health, Housing & Community Services Department  
(510) 981-7777  
E-mail: [rcastrillon@CityofBerkeley.info](mailto:rcastrillon@CityofBerkeley.info)

#### **Mailing Address:**

Commission on Aging/HHCS  
Richard Castrillon  
1901 Hearst Ave.  
Berkeley, CA 94709



Health, Housing & Community  
Services Department  
**Commission on Aging**

## COMMISSION ON AGING DRAFT Minutes

Attachment A

North Berkeley Senior Center  
1901 Hearst Avenue  
Berkeley, CA 94709

Wednesday, March 15, 2017  
1:00 p.m.

### 1. Roll Call

Present: (6) Castello-Kramer; Porter; Schechner; Gordon, Howard, Murphy

Absent: (0)

Excused Absent: None

Staff Present: Leah Talley, Richard Castrillon

Public: None

### 2. Public Comment

### 3. Approval of February 8, 2016 Regular Meeting Minutes.

Minutes were approved as submitted.

M/S: Porter/Castello-Kramer

Ayes: Murphy, Schechner, Gordon, Howard

Noes: None

### 4. Presentation on Planning for Measure B & Measure BB Programs.

Discussion, no action taken.

### 5. T1 Bond: Infrastructure and Facility Improvement.

Discussion, no action taken.

### 6. Approval of Commission on Aging schedule to continue meeting on 3<sup>rd</sup> Wednesday of the month.

M/S: Castello-Kramer/Howard

Ayes: Murphy, Schechner, Gordon, Porter

Noes: None

### 7. Review of current Commission appointments- how to attract new Commissioners.

Discussion, no action taken.

### 8. Memorial Minute- how to remember seniors we have lost.

Discussion, no action taken

**9. Future Agenda Items**

- Continue discussion of Aging Friendly Berkeley presentation from February 8, 2017.
- T1 Bond Infrastructure Meetings- Reports from Commissioners who attended.
- Review of subcommittees and reorganize if needed. (On hold)
- Role of Commission in Berkeley Community.

**Commissioners adjourned at 3:00 p.m.**

Minutes Approved on:

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Richard Castrillon, Commission Secretary



Councilmember Ben Bartlett  
City of Berkeley, District 3

CONSENT CALENDAR  
April 4, 2017

To: Honorable Members of the City Council

From: Councilmember Ben Bartlett, Councilmember Kriss Worthington,  
Councilmember Kate Harrison, Mayor Jesse Arreguin

Subject: Referral to the Public Works Commission and the Commission on Aging:  
Rename the South Berkeley Senior Center the “Henry Ramsey Jr. South  
Berkeley Senior Center”

RECOMMENDATION

That Council refer the Public Works Commission and the Commission on Aging to coordinate renaming the South Berkeley Senior Center the “Henry Ramsey Jr. South Berkeley Senior Center.”

BACKGROUND

The late Henry Ramsey Jr., who died in Berkeley on March 14, 2014, at age 80, was a Berkeley City Council member (1973-77), lawyer, judge, professor, law school dean, activist, and U.S. military veteran. To the central point of this document, during his tenure on the City Council he spearheaded the local movement to establish vibrant, reachable centers for all senior citizens of Berkeley. But his "positive effect on the community," as mentioned in the City of Berkeley's Policy for Naming and Renaming Public Facilities, was virtually lifelong – locally and in the larger community.

Henry Ramsey Jr. was born and grew up in the segregated Deep South. He dropped out of high school and on his 17<sup>th</sup> birthday enlisted in the U.S. Air Force. After honorable discharge he enrolled as a first-year student at Howard University, Washington, D.C., and later transferred to the University of California, Riverside (UCR), where he was a member of the debate team and the baseball team and graduated in May 1960 with a Bachelor of Arts degree in Philosophy. While at UCR, according to an interview with one of his former UCR professors in the transcript of an oral-history project, Judge Ramsey started a one-man desegregation picket of the downtown Riverside Woolworth's. Accepted for admission in 1960 to three law schools, he chose the University of California, Berkeley, Boalt Hall School of Law, where he was one of two African Americans among 268 entering students in the graduating Class of 1963. He taught for 10 years as a member of the Boalt Hall faculty and eventually served as dean of the Howard University School of Law.

As noted by Benjamin Todd Jealous, then-president and CEO of the NAACP, in Judge Ramsey's autobiography (*The Life Story of Henry Ramsey Jr.*, Hardscratch Press, 2008), "... His frank and eloquent account of the journey from Jim Crow childhood to a life of activism, public service, and high achievement will be familiar to some, a revelation to others. The challenge he issues is for all. ..."

To list just a few among the challenges he himself *accepted*, besides his years in academia: Serving as the second-ever African American assistant district attorney in Contra Costa County. While an attorney in private practice, successfully representing a group of Black police officers in their pioneering racial discrimination suit against the City of Richmond. Traveling on his own, at the height of anti-civil rights violence in the 1960s, to Selma, Alabama – knowing no one in the area, being held by the police for several nights for the "crime" of picketing with a group of like-minded people in a segregated (white) neighborhood, and ultimately making the 5-day, 54-mile march from Selma to Montgomery. Serving as an observer during the first free elections in South Africa.

In 1981, Henry Ramsey Jr. was appointed by Governor Edmund G. Brown Jr. to the California Superior Court in Alameda County. Congresswoman Barbara Lee has referred to Judge Ramsey as "a renowned leader in the fight for social justice [who was] acutely aware of the role the judicial system plays. His dedication improved the lives of many and inspired all of those around him."

In an interview with the *East Bay Times*, Judge Ramsey's son Charles Ramsey described his father as "a man who came west from the segregated South and built a life based on community service and tried to make the world a better place for as many people as possible." In Berkeley that came to include as many senior citizens as possible. Various churches had done their best for senior groups and individuals, but space and facilities and personnel were limited and the need was growing. In response, then-Councilman Ramsey worked extensively with the senior community and lobbied his fellow Council members to approve the use of the City's new federal block grant funds to construct three senior facilities that could also be used for other community programs, with the consent of the seniors themselves. The South Berkeley Senior Center, the first to be completed, opened its doors in January 1979, followed by centers in West and North Berkeley.

"While the two centers in the mostly black areas of West and South Berkeley had been brought to my attention first," Judge Ramsey wrote in his autobiography, "I knew about the North Berkeley center that served a mostly white population. To my thinking, every senior in Berkeley deserved to be treated well, without regard to neighborhood, ethnicity, nationality, race, or religion."

Throughout his long and varied professional life, Judge Ramsey was an active presence in the lives of his children and grandchildren. After retiring from his position as dean of the Howard University School of Law, he began devoting his time and experience to various programs focused on youth education and juvenile justice. At the time of his death, he was on the Board of Directors for the Center for Youth Development for Law as well as the National Center for Human Rights Education, and an active member of a

number of other civic and legal organizations. His work earned him many awards, citations and honorary degrees. But his most important accomplishment in the City of Berkeley and the one in which he took most pride was the construction of the three senior centers. Every out-of-town visitor to the Ramsey home would start their tour at the South Berkeley center. There could be no tribute better suited to the life of Judge Henry Ramsey Jr. than to have the South Berkeley Senior Center named in his honor.

Henry Ramsey Jr. is survived by his wife of 45 years, Eleanor Mason Ramsey, Ph.D., six children, and eight grandchildren.

The City of Berkeley's Policy for Naming and Renaming Public Facilities – "The naming of a public facility or any parts thereof in recognition of an individual posthumously may only be considered if the individual had a positive effect on the community and has been deceased for more than 1 year" – describes Judge Henry Ramsey Jr.

We respectfully request that the Council honor Judge Ramsey's legacy by naming the South Berkeley Senior Center after him.

FINANCIAL IMPLICATIONS

Minimal.

ENVIRONMENTAL IMPLICATIONS

No negative impact.

CONTACT PERSON:

Councilmember Ben Bartlett, 510-981-7130



Board of Library Trustees

CONSENT CALENDAR

June 9, 2015

To: Honorable Mayor and Members of the City Council

From: Board of Library Trustees

Submitted by: Jeff Scott, Director of Library Services, Acting as Secretary, Board of Library Trustees

Subject: Rename South Branch Library in Honor of Tarea Hall Pittman

RECOMMENDATION

Adopt a Resolution renaming the South Branch Library in honor of Tarea Hall Pittman.

FISCAL IMPACTS OF RECOMMENDATION

Fiscal impacts may include costs for signage.

CURRENT SITUATION AND ITS EFFECTS

At the May 7, 2015 Board of Library Trustees Special Meeting, trustees unanimously approved # R15-097, a resolution recommending that City Council rename the South Branch Library in honor of Tarea Hall Pittman (Holcomb moved, Burton seconded, Vote: Ayes: Trustees Burton, Franklin, Holcomb, Moore and Novosel. Noes: None. Absent: None. Abstentions: None.)

BACKGROUND

Tarea Hall Pittman (1903-1991), a long-time South Berkeley resident, was an important African-American civil rights leader. She worked to abolish segregation in the Oakland Fire Department; was President of the CSACWC (California State Association of Colored Women's Clubs); organized branches of the National Negro Congress; for 45 years hosted the radio program "Negroes in the News" on KDIA radio station in Oakland, California; served in various important positions within the NAACP; fought for war industries to hire African American workers during World War II; and was a lobbyist for passage of Fair Employment legislation in California and other states. The South Branch is the library in Mrs. Pittman's long-time neighborhood. Mrs. Pittman and her husband Dr. William R. Pittman, the first African-American dentist in Berkeley, lived on Grove Street [now Martin Luther King Jr. Way] very close to the current library location.

ENVIRONMENTAL SUSTAINABILITY

There are no identifiable environmental effects or opportunities associated with the subject of this report.

RATIONALE FOR RECOMMENDATION

At the February 11, 2015 Board of Library Trustees (BOLT) meeting, the Library received Mr. Charles Austin's request to rename the South Branch Library after Ms. Tarea Hall Pittman. A letter was attached detailing her accomplishments as was a petition, with over 1,000 signatures, to change the name. As per the Library Facilities Naming Policy, the submitted information was reviewed by staff.

The procedure for naming or renaming a library facility are covered in The Berkeley City Council Rules of Procedure and Order. BOLT is the designated lead commission: overseeing, evaluating, and ultimately advising the Council on any naming or renaming application of a public facility, in this case library operated facilities. Additionally, the Library Facilities Naming Policy provides guidelines for renaming a branch library when:

- a. There is a strong consensus among library users and residents of the surrounding neighborhood to change the name of the library facility in question; and
- b. A proposed honoree reflects the spirit of the Berkeley Public Library's mission of free and equal access to information for all.

At the March 11, 2015 BOLT Regular meeting, the board heard public testimony from nine community members in support of the library renaming. At the April 22, 2015 BOLT Regular meeting, the library heard public testimony from twenty community members in support of the renaming. At the May 7<sup>th</sup>, 2015 BOLT Special Session meeting, the library heard public testimony from eight community members. BOLT then unanimously approved that the South Branch Library be renamed in honor of Tarea Hall-Pittman.

Mrs. Pittman's numerous contributions to Berkeley and local and national issues are a role model for Berkeley citizens. Community members and the Board of Library Trustees have determined that the renaming of the South Berkeley Library in her honor would be a fitting tribute.

ALTERNATIVE ACTIONS CONSIDERED

None.

CITY MANAGER

The City Manager concurs with the content and recommendations of the Commission's Report.

CONTACT PERSON

Jeff Scott, Director of Library Services, 981-6108

Attachments:

- 1: Resolution
- 2: BOLT Resolution # R15-097

RESOLUTION NO. ##,###-N.S.

RENAME SOUTH BRANCH LIBRARY IN HONOR OF TAREA HALL PITTMAN

WHEREAS, Tarea Hall Pittman (1903-1991), a long-time South Berkeley resident, was an important African-American civil rights leader; and

WHEREAS, Mrs. Pittman was a leader of the NAACP, the National Association for the Advancement of Colored People; and

WHEREAS, Mrs. Pitman was active in the National Negro Congress; the Negro Education Council; and several associations of Women's Clubs, all of which were then important forces in the African-American community; and

WHEREAS, Mrs. Pittman's long-running weekly radio program "Negroes in the News", on radio station KDIA, was an important source of positive news for and about the African-American community and informed her listeners about important civil rights issues and campaigns; and

WHEREAS, Mrs. Pittman was a key leader who registered African-Americans to vote; led protests to persuade war industries to hire African Americans; pushed to integrate Bay Area communities and to desegregate the Oakland Fire Department, and led the NAACP's successful effort to pass the California Fair Employment Practices law; and

WHEREAS, South Branch is the library in Mrs. Pittman's long-time neighborhood. Mrs. Pittman and her husband Dr. William R. Pittman, the first African-American dentist in Berkeley, lived on Grove Street [now Martin Luther King Jr. Way] very close to the current library location; and

WHEREAS, on May 7, 2015 the Board of Library Trustees unanimously approved resolution # R15-097 recommending that City Council rename the South Branch Library in honor of Tarea Hall Pittman.

NOW, THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the South Branch Library shall be renamed in honor of Tarea Hall Pittman.

**BOARD OF LIBRARY TRUSTEES**

RESOLUTION NO.: R15-097

**ADOPT A RESOLUTION TO RECOMMEND TO CITY COUNCIL TO RENAME  
SOUTH BRANCH LIBRARY IN HONOR OF TAREA HALL PITTMAN**

WHEREAS, Tarea Hall Pittman (1903-1991), a long-time South Berkeley resident, was an important African-American civil rights leader; and

WHEREAS, Mrs. Pittman was a leader of the NAACP, the National Association for the Advancement of Colored People; and

WHEREAS, Mrs. Pitman was active in the National Negro Congress; the Negro Education Council; and several associations of Women's Clubs, all of which were then important forces in the African-American community; and

WHEREAS, Mrs. Pittman's long-running weekly radio program "Negroes in the News", on radio station KDIA, was an important source of positive news for and about the African-American community and informed her listeners about important civil rights issues and campaigns; and

WHEREAS, Mrs. Pittman was a key leader who registered African-Americans to vote; led protests to persuade war industries to hire African Americans; pushed to integrate Bay Area communities and to desegregate the Oakland Fire Department, and led the NAACP's successful effort to pass the California Fair Employment Practices law; and

WHEREAS, South Branch is the library in Mrs. Pittman's long-time neighborhood. Mrs. Pittman and her husband Dr. William R. Pittman, the first African-American dentist in Berkeley, lived at 2930 Grove Street [now Martin Luther King Jr. Way] very close to the current library location; and

NOW, THEREFORE, BE IT RESOLVED by the Board of Library Trustees of the City of Berkeley to recommend to City Council to rename the South Branch Library in honor of Tarea Hall Pittman and encourage the citizens of Berkeley to reflect on her contributions to Berkeley and her political activism on local and national issues; and

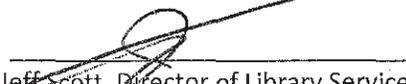
ADOPTED by the Board of Library Trustees of the City of Berkeley at a special meeting held on May 7, 2015 by the following vote:

AYES:	Trustees Burton, Franklin, Holcomb, Moore and Novosel
NOES:	none.
ABSENT:	none.
ABSTENTIONS:	none.




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 Abigail Franklin, Chairperson




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 Jeff Scott, Director of Library Services  
 Serving as Secretary to the Board of Library Trustees

# The Berkeley City Council Rules of Procedure and Order

Adopted by Resolution No. 67,500–N.S.  
Effective  
May 24, 2016

## **APPENDIX A. POLICY FOR NAMING AND RENAMING PUBLIC FACILITIES**

### **Purpose**

To establish a uniform policy regarding the naming and renaming of existing and future parks, streets, pathways and other public facilities.

### **Objective**

- A. To ensure that naming public facilities (such as parks, streets, recreation facilities, pathways, open spaces, public building, bridges or other structures) will enhance the values and heritage of the City of Berkeley and will be compatible with community interest.

### **Section 1 – Lead Commission**

The City Council designates the following commissions as the ‘Lead Commissions’ in overseeing, evaluating, and ultimately advising the Council in any naming or renaming of a public facility. The lead commission shall receive and coordinate comment and input from other Commissions and the public as appropriate.

#### **Board of Library Trustees**

**Parks and Recreation Commission** –Parks, recreation centers, camps, plazas and public open spaces

**Public Works Commission** –Public buildings (other than recreation centers), streets and bridges or other structures in the public thoroughfare.

**Waterfront Commission** –Public facilities within the area of the City known as the Waterfront, as described in BMC 3.36.060.B.

### **Section 2 – General Policy**

- A. Newly acquired or developed public facilities shall be named immediately after acquisition or development to ensure appropriate public identity.
- B. No public facility may be named for a living person, but this policy can be overridden with a 2/3 vote of the City Council.
- C. Public facilities that are renamed must follow the same criteria for naming new facilities. In addition, the historical significance and geographical reference of the established name should be considered when weighing and evaluating any name change.
- D. The City encourages the recognition of individuals for their service to the community in ways that include the naming of activities such as athletic events, cultural presentations, or annual festivals, which do not involve the naming or renaming of public facilities.
- E. Unless restricted by covenant, facilities named after an individual should not necessarily be considered a perpetual name.

### **Section 3 – Criteria for Naming of Public Facilities**

When considering the naming of a new public facility or an unnamed portion or feature within an already named public facility (such as a room within the facility or a feature

within an established park), or, the renaming of an existing public facility the following criteria shall be applied:

- A. Public Facilities are generally easier to identify by reference to adjacent street names, distinct geographic or environmental features, or primary use activity. Therefore, the preferred practice is to give City-owned property a name of historical or geographical significance and to retain these names.
- B. No public facility may be named for a living person, but this policy can be overridden with a 2/3 vote of the City Council.
- C. The naming of a public facility or any parts thereof in recognition of an individual posthumously may only be considered if the individual had a positive effect on the community and has been deceased for more than 1 year.
- D. When a public facility provides a specific programmatic activity, it is preferred that the activity (e.g. skateboard park, baseball diamond) be included in the name of the park or facility.
- E. When public parks are located adjacent to elementary schools, a name that is the same as the adjacent school shall be considered.
- F. When considering the renaming of an existing public facility, in addition to applying criteria A-E above, proper weight should be given to the fact that: a name lends a site or property authenticity and heritage; existing names are presumed to have historic significance; and historic names give a community a sense of place and identity, continuing through time, and increases the sense of neighborhood and belonging.

#### Section 4 –Naming Standards Involving a Major Contribution

When a person, group or organization requests the naming or renaming of a public facility, all of the following conditions shall be met:

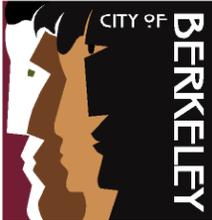
- A. An honoree will have made a major contribution towards the acquisition and/or development costs of a public facility or a major contribution to the City.
- B. The honoree has a record of outstanding service to their community
- C. Conditions of any donation that specifies that name of a public facility, as part of an agreement or deed, must be approved by the City Council, after review by and upon recommendation of the City Manager.

#### Section 5 –Procedures for Naming or Renaming of Public Facilities

- A. Any person or organization may make a written application to the City Manager requesting that a public facility or portion thereof, be named or renamed.
  - 1. Recommendations may also come directly of the City Boards or Commissions, the City Council, or City Staff.
- B. The City Manager shall refer the application to the appropriate lead commission as defined in Section 1 of the City's policy on naming of public facilities, for that commission's review, facilitation, and recommendation of disposition.
  - 1. The application shall contain the name or names of the persons or organization making the application and the reason for the requested naming or renaming.
- C. The lead commission shall review and consider the application, using the policies and criteria articulated to the City Policy on Naming and Renaming to make a recommendation to Council.
  - 1. All recommendations or suggestion will be given the same consideration without regard to the source of the nomination

- D. The lead commission shall hold a public hearing and notify the general public of any discussions regarding naming or renaming of a public facility.
  - 1. Commission action will be taking at the meeting following any public hearing on the naming or renaming.
- E. The commission's recommendation shall be forwarded to Council for final consideration.

The City of Berkeley Policy for Naming and Renaming Public Facilities was adopted by the Berkeley City Council at the regular meeting of January 31, 2012.



Office of the City Manager

April 3, 2017

To: Honorable Mayor and Members of the City Council

From: *Dee* Dee Williams-Ridley, City Manager

Subject: City of Berkeley Strategic Plan – Draft Long-Term Goals and Short-Term Priorities Linked to the City Budget

As you know, the City is in the process of developing a City of Berkeley Strategic Plan that articulates the long-term goals that the City government will achieve on behalf of the community and the short-term projects designed to advance those goals.

The main purpose of the Plan is to help City Council and staff throughout the organization to prioritize limited time and resources.

For community members, the Strategic Plan will serve as a clear, one-stop illustration of the main priorities that the City and partners are advancing in a given budget cycle (the priorities in the Plan will be updated every two years along with the biennial budget). The Plan will enable the community to know and learn more about the work the City government does on their behalf, and get involved in getting the work done. The City will launch an online dashboard to regularly report progress.

Attached for your review are revised draft long-term City of Berkeley Strategic Plan goals, as well as specific short-term priorities associated with each goal. We plan to review these goals and priorities with you at the upcoming City Council retreat on April 15, 2017. Prior to the retreat, please review the attached and share your initial input with me by April 10, 2017. My main objective is to ensure that the Plan reflects your priorities. Specifically:

- Do you have suggested revisions to the mission, values, or goals?
- Are there key priorities that are not reflected in the document that should be?
- Do you have other questions or input?

I look forward to your input and to working with you make this a Plan that reflects our work and who we are, and that helps us be as effective as we can be.

The Plan is being developed over three phases, with input from the Mayor and City Council throughout the process.

Page 2

April 3, 2017

Re: City of Berkeley Strategic Plan – Draft Long-Term Goals and Short-Term Priorities Linked to the City Budget

***Discovery Phase (January – June 2016)***

- City Council provides initial input on staff's framework for developing the strategic plan at a January 26, 2016 work session.
- A staff committee reviews existing City planning documents, such as the Capital Improvement Plan, budget, General Plan, City-wide work plan, Climate Action Plan, and others, that articulate some existing City goals and priorities that can inform development of the Plan.
- Staff throughout the organization are invited to provide input that informs development of a shared set of goals and priorities.
- Staff committee meets with leadership of employee labor unions to gather input.
- Staff committee meets with City Council Members to gather input and guidance.

***Discussion Phase (June 2016 – March 2017)***

- Over 660 staff provide input on draft Plan goals at June 23 staff appreciation event.
- The City invites input on draft Plan goals from City Commissions and the community, including online through "Berkeley Considers."
- Staff provides City Council with an update on the planning process and gathers input at September 27, 2016 and January 31, 2017 City Council Work Sessions.
- Staff meets directly with City Council Members to gather input and guidance.

***Decision Phase (April – June 2017)***

- Based on community, staff and City Council input, the staff committee develops revised long-term goals and identifies short-term priorities designed to advance those goals.
- City Council provides input before and at its April 15, 2017 retreat.
- City Manager submits a revised draft City of Berkeley Strategic Plan for City Council consideration and adoption along with the biennial budget.

The revised draft goals were informed by your input as well as input from the community. Many respondents to the "Berkeley Considers" survey expressed the need to more clearly highlight affordable housing and homelessness in the Plan's goals. We have made changes to reflect that input.

For more information about the City of Berkeley Strategic Plan, please contact Timothy Burroughs, Assistant to the City Manager, at ext. 7437 or [tburroughs@cityofberkeley.info](mailto:tburroughs@cityofberkeley.info).

Attachment

cc: Ann-Marie Hogan, City Auditor  
Senior Executive Team

## **CITY OF BERKELEY STRATEGIC PLAN**

### **PURPOSE OF THE CITY OF BERKELEY STRATEGIC PLAN**

The City of Berkeley's Strategic Plan identifies the long-term goals that the City government will achieve on behalf of the community we serve, and the specific, short-term, two-year priority initiatives designed to advance those goals. The Plan serves as a guide for the City's staff to ensure that the priorities of the Mayor and City Council are met, all regulatory and financial obligations are fulfilled, and that the City continuously improves the services we provide for the community. The Plan helps employees throughout the organization to prioritize limited time and resources and to connect our short-term, week-to-week work with longer-term goals for our city.

For community members, the Strategic Plan is a one-stop illustration of the main priorities that your public servants in the City government are focusing on for fiscal years 2018 – 2019. The City is accountable for advancing these priorities and will regularly report on progress to the Mayor and City Council and to the community.

The Strategic Plan has nine long-term goals that reflect Berkeley's values and that provide a strategic framework for the work that our employees accomplish. The specific priorities associated with each goal are updated every two years along with the City's biennial budget.

For an initiative to be included as a two-year priority in the Strategic Plan, it must:

- Help to advance one or more City Council priorities
- Be completed within the Plan's two-year cycle (or at least a clear phase of the work must be completed)
- Have adequate resources in the City's budget to get the work done
- Engage multiple City departments collaborating to advance a shared priority

Most importantly, the Strategic Plan is an invitation to the community to learn more about the work the City government does every day, and to invite partnership and collaboration to get this work done in the best possible way.

## CITY OF BERKELEY STRATEGIC PLAN

### CITY OF BERKELEY MISSION AND CORE VALUES

#### City of Berkeley Mission

Provide quality service to the diverse Berkeley community; promote an accessible, affordable, safe, healthy, environmentally sound and culturally rich city; innovate; embrace respectful, democratic participation in local decision-making; respond efficiently and effectively to neighborhood and commercial concerns; and do so in a fiscally sound manner.

#### City of Berkeley Core Values

**Service:** We are responsive to the diverse needs of our community.

**Collaboration:** We build partnerships with individuals and organizations within the community and foster multi-disciplinary solutions to the challenges we face.

**Respect:** We embrace and have profound respect for diverse views and opinions.

**Equity:** We have a responsibility to identify and eliminate barriers to social and racial equity.

**Accountability:** We take ownership for the work we do on behalf of the community and we demonstrate results.

**Continuous Learning:** We learn and grow from our successes and mistakes and constantly strive to do better.

**Innovation:** We value creativity and encourage new ideas for improving our city and setting examples for others.

**Safety:** We make the safety of community members and our employees our top priority.

**CITY OF BERKELEY STRATEGIC PLAN**

**CITY OF BERKELEY STRATEGIC PLAN LONG-TERM GOALS**

- 1. Provide modern, well-maintained infrastructure, amenities, and facilities**
- 2. Create affordable housing and support services**
- 3. Create a safe, connected, and prepared city**
- 4. Promote and demonstrate social and racial equity**
- 5. Foster a dynamic and sustainable local economy**
- 6. Provide an efficient and financially-healthy City government**
- 7. Be a global leader in addressing climate change and protecting the environment**
- 8. Attract and retain a talented and diverse City government workforce**
- 9. Provide excellent, easily-accessible service and information to the community**

## CITY OF BERKELEY STRATEGIC PLAN

## LONG-TERM STRATEGIC GOALS AND SHORT-TERM PRIORITIES

Fiscal Year 2018-2019 Short-Term Priority	Lead City Departments
<p><b>1. Goal: Provide modern, well-maintained infrastructure, amenities, and facilities</b></p> <p><i>Citywide Infrastructure Improvements:</i> Implement voter-approved (Measure T1) bond dollars to do multi-benefit upgrades to aging infrastructure, such as streets, sidewalks, storm drains, parks, and community centers.</p>	<p>City Manager's Office, City Attorney's Office, Finance Department, Department of Health, Housing &amp; Community Services, Department of Parks, Recreation &amp; Waterfront, Department of Public Works, Planning Department</p>
<p><i>Adeline Corridor Plan:</i> In collaboration with partners in the community, develop a long-range plan and Environmental Impact Report for the Adeline/South Shattuck Corridor that addresses key community priorities related to community character, affordable housing and anti-displacement, economic development, transportation and parking, and infrastructure.</p>	<p>City Manager's Office, Office of Economic Development, Department of Health, Housing &amp; Community Services, Department of Public Works</p>
<p><i>Conceptual Plan for the Berkeley Transfer Station:</i> Develop a plan that identifies opportunities to re-design and modernize the Berkeley Transfer Station and Material Recovery Facility to accelerate progress toward the City's Zero Waste goal.</p>	<p>Planning Department, Department of Public Works</p>
<p><i>Major Improvements to Downtown Berkeley Infrastructure and Amenities:</i> Renovate the Downtown Berkeley BART Plaza, reconfigure Shattuck Avenue, implement the Hearst Complete Streets Project, and modernize the Center Street Plaza to beautify the Downtown and improve flow and safety for all modes of transportation.</p>	<p>Office of Economic Development, Planning Department, Department of Public Works</p>
<p><i>Berkeley Rose Garden Improvements:</i> Complete re-construction of the Trellis and improve the pathways and lighting at the historic Berkeley Rose Garden.</p>	<p>City Manager's Office</p>
<p><i>Sanitary Sewer Rehabilitation:</i> Consistent with Clean Water Act requirements and to protect local waterways, rehabilitate at least 4.2 miles of sewer main pipe and associated lateral pipes and manholes per year.</p>	<p>Finance Department, Planning Department, Department of Public Works</p>

**CITY OF BERKELEY STRATEGIC PLAN**

<p><i>Multi-Benefit Green Infrastructure Projects:</i> Using voter – approved bond dollars (Measure M and Measure T1) and other leveraged funds, plan, design, and construct green infrastructure projects that help reduce storm water flooding and protect ecosystems by removing pollutants.</p>	<p>City Manager’s Office, Department of Parks, Recreation &amp; Waterfront, Department of Public Works</p>
<p><i>Green Infrastructure Plan:</i> Build on the City’s Watershed Management Plan and Resilience Strategy by developing a Green Infrastructure Plan that sets clear goals and serves as a guide for using green infrastructure to help reduce the adverse impacts of storm water runoff</p>	<p>City Manager’s Office, Department of Parks, Recreation &amp; Waterfront, Planning Department, Department of Public Works</p>
<p><i>Stormwater System Condition Assessment:</i> Improve and prioritize stormwater system management by initiating a citywide condition assessment of the storm drainage infrastructure.</p>	<p>Department of Information Technology, Department of Public Works</p>
<p><i>Center Street Garage:</i> Complete construction of the new Center Street Garage in Downtown Berkeley to increase the supply of public parking as well as provide space for additional bicycle parking and electric vehicle charging.</p>	<p>City Manager’s Office, Finance Department, Planning Department, Department of Public Works, Department of Information Technology</p>
<p><i>Upgrade Fire Station 2:</i> Renovate Fire Station 2 to address maintenance needs, improve occupant comfort, and increase water and energy efficiency.</p>	<p>Fire Department, Department of Public Works, Department of Information Technology</p>
<p><i>Tuolumne Camp Rebuild:</i> Complete the planning and design to rebuild the Berkeley Tuolumne Camp, which was destroyed by the Rim Fire in 2013.</p>	<p>City Manager’s Office, Department of Parks, Recreation &amp; Waterfront</p>
<p><i>Cazadero Camp Landslide Repair:</i> Repair significant damage to the City’s Cazadero Camp caused by a landslide that occurred in 2016.</p>	<p>Department of Parks, Recreation &amp; Waterfront, Department of Public Works</p>
<p><b>2. Goal: Create affordable housing and support services</b></p>	
<p><i>Homeless Services and Plan:</i> In partnership with many community agencies, continue to refine and improve the City’s Homeless Coordinated Entry System and identify opportunities to build on existing efforts to get the homeless housed by developing a Berkeley Homelessness Plan.</p>	<p>City Manager’s Office, Fire Department, Finance Department, Department of Health, Housing &amp; Community Services, Department of Parks, Recreation &amp; Waterfront, Police Department, Police Review Commission, Department of Public Works</p>

## CITY OF BERKELEY STRATEGIC PLAN

<p><i>Homeless Outreach and Treatment Team (HOTT) Program:</i> Launch the new HOTT program designed to provide outreach and treatment for homeless individuals in the community with serious mental health disorders, helping them to access the services they need and get housed.</p>	<p>Department of Health, Housing &amp; Community Services</p>
<p><i>Increased Affordable Housing:</i> Increase the supply of affordable housing in Berkeley, including by maximizing the amount of funding that is invested in Berkeley from the \$580 million Alameda County Affordable Housing Bond that voters passed in November 2016.</p>	<p>City Manager's Office, Department of Health, Housing &amp; Community Services, Planning Department</p>
<p><i>Affordable Housing Action Plan:</i> Work with community partners to develop an Affordable Housing Action Plan that identifies short and long-term strategies to remove barriers to creating affordable housing.</p>	<p>City Manager's Office, Department of Health, Housing &amp; Community Services, Planning Department</p>
<p><i>Berkeley Minimum Wage Ordinance Implementation:</i> Implement the Berkeley Minimum Wage Ordinance, which includes the Paid Sick Leave Ordinance, and which requires a minimum wage of \$13.75 per hour in October 2017 and \$15.00 per hour in October 2018.</p>	<p>Department of Health, Housing &amp; Community Services</p>
<p><b>3. Goal: Create a safe, connected, and prepared city</b></p>	
<p><i>Community Resilience Centers:</i> Increase the number of Community Resilience Centers (there are currently six), which are community-based organizations that partner with the City of Berkeley to increase access to preparedness trainings and supplies for community members who have not been reached by existing programs.</p>	<p>City Manager's Office, Fire Department, Department of Health, Housing &amp; Community Services</p>
<p><i>Seismic Safety Programs:</i> Continue implementation of the City's Soft Story and Unreinforced Masonry Ordinances and administer a \$3 million Hazard Mitigation Grant from FEMA, which will provide design and construction grants to owners of the most seismically vulnerable buildings in Berkeley.</p>	<p>City Manager's Office, Planning Department</p>
<p><i>Cyber Resilience Strategy:</i> Develop a Cyber Resilience Strategy that guides City efforts to create safe digital environment for City government operations and the community.</p>	<p>City Manager's Office, Department of Information Technology</p>

## CITY OF BERKELEY STRATEGIC PLAN

<p><i>High-Speed Fiber Master Plan:</i> Develop a Fiber Master Plan to increase access to high-speed internet in Berkeley and to address the digital divide.</p>	<p>City Manager's Office, Office of Economic Development, Department of Information Technology, Department of Public Works</p>
<p><i>Pedestrian Plan Update:</i> Update the 2010 Pedestrian Master Plan to guide City efforts to make walking in Berkeley safe, attractive, easy, and convenient for people of all ages and abilities.</p>	<p>Department of Health, Housing &amp; Community Services, Planning Department, Department of Public Works</p>
<p><i>Intersection Signal Improvements:</i> Improve flow for all modes of transportation by installing new traffic signals and upgrading and modernizing existing signal infrastructure.</p>	<p>Planning Department, Department of Public Works</p>
<p><i>Additional Ambulance:</i> Increase emergency transport services by adding a fourth full-time ambulance to the Fire Department.</p>	<p>Fire Department, Human Resources Department</p>
<p><i>Improved Emergency Notification System:</i> Upgrade the citywide emergency notification system by converting to the new county-wide system, called AC Alert.</p>	<p>Fire Department, Department of Information Technology</p>
<p><i>Body-Worn Cameras:</i> Improve incident documentation by deploying body-worn cameras for Berkeley Police Officers and implementing a clear policy to govern their use.</p>	<p>Department of Information Technology, Police Department, Police Review Commission</p>
<p><i>Replace Self Contained Breathing Apparatus (SCBA) for Fire Personnel:</i> Replace the SCBAs, which are at the end of their user life (15 years) and must be purchased to meet Cal-OSHA and National Fire Protection Association standards.</p>	<p>Fire Department, Finance Department</p>
<p><i>Police Department Community Engagement Strategy:</i> Enhance the Police Department's existing efforts to engage and inform community members about public safety by developing a Police Department Community Engagement Strategy.</p>	<p>City Manager's Office, Police Department</p>
<p><i>Replace Fire Department Reserve Truck:</i> Enhance the City's firefighting capacity by replacing a 20-year old ladder truck that has exceeded its user life.</p>	<p>Fire Department, Department of Public Works</p>

## CITY OF BERKELEY STRATEGIC PLAN

<p><i>Public Safety Building Improvements:</i> Update signage and remodel the welcome-area of the Public Safety Building to improve service to community members and enhance the safety of Police Department personnel.</p>	<p>Police Department, Department of Public Works</p>
<p><i>Community Safety During Demonstrations:</i> Increase Police Department capacity, resources, tools and training, including training a bike-officer response unit, to effectively protect and facilitate free speech and maintain community safety when demonstrations and protests occur.</p>	<p>Fire Department, Police Department</p>
<p><i>Management System for Residential and Commercial Burglar Alarms:</i> Implement a system to reduce the need for Police response to false burglar alarms, thus increasing available officer time to address other community needs.</p>	<p>Finance Department, Department of Information Technology, Police Department</p>
<p><i>Comprehensive Review of Police Department Equipment and Technology Needs:</i> Conduct a needs assessment and prioritization of tools and technology that would better enable the Police Department to safeguard the community.</p>	<p>Department of Information Technology, Police Department</p>
<p><i>Comprehensive Police Department Policy Review:</i> Revise and update Police Department policies to ensure full compliance with current law, case law, and incorporate best practices.</p>	<p>City Attorney’s Office, City Manager’s Office, Police Department</p>
<p><b>4. Goal: Promote and demonstrate social and racial equity</b></p>	
<p><i>Racial Equity Action Plan:</i> With assistance from the Government Alliance on Race and Equity and researchers from UC Berkeley, develop a Racial Equity Action Plan designed to integrate equity considerations throughout City operations and services and to influence change within the community.</p>	<p>This priority engages all City departments</p>
<p><i>2020 Vision Program to Advance Equity in Education:</i> Launch new strategic initiatives designed to advance equity and end the racial predictability of academic achievement that exists in Berkeley Public Schools.</p>	<p>This priority engages all City departments</p>

## CITY OF BERKELEY STRATEGIC PLAN

<p><i>Americans with Disabilities Act Transition Plan:</i> Update the City's ADA Transition Plan to guide efforts to improve services for community members with disabilities.</p>	<p>This priority engages all City departments</p>
<p><i>African American Resource Center:</i> In partnership with many in the community, plan for the development of a holistic African American Resource Center in South Berkeley, which will serve as a place of support and strength for the Berkeley community.</p>	<p>City Manager's Office, Department of Health, Housing &amp; Community Services</p>
<p><i>Aging-Friendly Berkeley Plan:</i> As part of the World Health Organization's "Age-Friendly Cities and Communities" Project, partner with community agencies and leaders to develop an Aging-Friendly Berkeley Plan that demonstrates Berkeley's commitment to create a livable community for older adults.</p>	<p>This priority engages all City departments</p>
<p><i>Diversity Training for City Employees:</i> To continue to advance and appreciate diversity and inclusion within the City government, conduct an evaluation of the City's existing diversity training and launch a new training module for managers and supervisors.</p>	<p>This priority engages all City departments</p>
<p><b>5. Goal: Foster a dynamic and sustainable local economy</b></p>	
<p><i>Update the City's Arts and Culture Plan:</i> Work with community stakeholders to update the Plan, which will guide public policy and public and private investments related to arts and culture.</p>	<p>City Manager's Office, Office of Economic Development, Planning Department</p>
<p><i>Implementation of the 1% for Art Policy:</i> Develop the systems, tools and processes to implement the newly adopted policy requiring the incorporation of public art in private development projects.</p>	<p>Office of Economic Development, Finance Department, Department of Information Technology, Planning Department</p>
<p><i>Berkeley Branding &amp; Marketing Project:</i> Develop a plan to brand and market the City of Berkeley as a place to do business.</p>	<p>City Manager's Office, Office of Economic Development</p>

## CITY OF BERKELEY STRATEGIC PLAN

<p><i>Small-Scale Ferry Service at the Berkeley Marina:</i> Coordinate with key partners to analyze the potential for a small-scale ferry service between the Berkeley Marina and San Francisco.</p>	<p>City Manager's Office, Office of Economic Development, Department of Parks, Recreation &amp; Waterfront</p>
<p><i>Conceptual Plan for the Berkeley Waterfront:</i> Develop a plan that identifies opportunities to improve the amenities and visitor experience at the Berkeley Waterfront.</p>	<p>City Manager's Office, Office of Economic Development, Department of Parks, Recreation &amp; Waterfront, Planning Department, Department of Public Works</p>
<p><i>Winter at the Waterfront Holiday Event:</i> Launch a new annual event that draws community members of all ages to the Berkeley Waterfront to celebrate the winter holidays.</p>	<p>Department of Parks, Recreation &amp; Waterfront</p>
<p><b>6. Goal: Provide an efficient and financially-healthy City government</b></p>	
<p><i>Digital Strategic Plan &amp; Roadmap:</i> Advance implementation of the City Council-adopted Digital Strategic Plan &amp; Roadmap, which identifies responsive and innovative technology solutions that help the City to provide exemplary service to the Berkeley community.</p>	<p>This priority engages all City departments</p>
<p><i>Issuance of Measure T1 General Obligation Bond:</i> Issue the voter-approved Measure T1 general obligation bond to fund multi-benefit improvements to existing City infrastructure.</p>	<p>City Manager's Office, Finance Department, Department of Parks, Recreation &amp; Waterfront, Department of Public Works</p>
<p><i>Collection of Increased Business License Tax for Owners of Buildings with 5 or more Units:</i> Administer collection of the increased Business License Tax approved by Berkeley voters in November 2016 (Measure U1).</p>	<p>Finance Department, Department of Health, Housing &amp; Community Services, Rent Board, Department of Public Works</p>
<p><i>Replace the City's Core Data Management System:</i> To improve access to services and information for community members and create more efficient financial and information management processes for City staff, replace the City's core data management system.</p>	<p>This priority engages all City departments</p>
<p><i>Optimization of Commercial Solid Waste Collection:</i> Evaluate the costs, benefits, and impacts on customer service and the City's Zero Waste goal of</p>	<p>City Manager's Office, Office of Economic Development, Department of Information Technology, Department of Public Works</p>

## CITY OF BERKELEY STRATEGIC PLAN

the City's Zero Waste Division taking responsibility for commercial business solid waste collection from existing waste collection franchisees.	
<i>Succession Planning:</i> In advance of a large amount of expected retirements in fiscal year 2018, develop and provide guidance to all City departments to improve succession planning and minimize disruption to the City government and the community it serves.	This priority engages all City departments
<i>City Vehicle Fleet Assessment:</i> Evaluate the City's existing fleet of vehicles and update vehicle purchasing guidelines to meet future functional and value-for-money needs and to ensure consistency with the City's environmental goals.	City Manager's Office, Planning Department, Department of Public Works
<i>City Contract Development and Processing:</i> To increase City efficiency, design an improved, standardized process for the development, approval, logging, and archiving of City Contracts.	City Clerk, City Manager's Office, City Auditor, Department of Information Technology, City Attorney's Office, Finance Department
<i>City Records Retention:</i> Conduct a comprehensive update of the Records Retention Schedule for more efficient handling and disposition of City records.	This priority engages all City departments
<i>Transient Occupancy Tax for Short-Term Rentals:</i> Consistent with the Short-Term Rental Ordinance, collect the Transient Occupancy Tax for short-term rentals in Berkeley.	City Manager's Office, Finance Department, Planning Department
<i>Database of City Commissioners:</i> Launch a new database that enables the City to more efficiently track and update the composition of City commissions and any vacancies.	City Clerk, Finance Department, Department of Information Technology
<i>Training for City Commissioners and Commission Secretaries:</i> Update current training for commissioners and staff.	This priority engages all City departments
<i>New Fire Records Management System:</i> Prepare a new fire records management system that will be compliant with the National Fire Information System and improve data collection and response information.	Fire Department, Department of Information Technology

## CITY OF BERKELEY STRATEGIC PLAN

<p><i>Results-Based Accountability Framework for Health, Housing &amp; Community Services Programs:</i> Implement a results-based accountability performance management framework to better account for and improve the work that the Department of Health, Housing &amp; Community Services undertakes, and to maximize impact.</p>	<p>Department of Health, Housing &amp; Community Services</p>
<p><b>7. Goal: Be a global leader in addressing climate change and protecting the environment</b></p>	
<p><i>Long-Term Zero Waste Operations Strategy:</i> Develop a strategic plan for Zero Waste Division operations that guides City efforts to achieve its Zero Waste goal.</p>	<p>City Manager's Office, Planning Department, Department of Public Works</p>
<p><i>Bike Share:</i> Oversee rollout of the Bay Area Bike Share Program in Berkeley.</p>	<p>Office of Economic Development, Department of Public Works</p>
<p><i>Evaluation of Possible Ban on Certain Tree Species that Present a Fire Hazard:</i> Evaluate the benefits and downsides of prohibiting the new planting of tree species that contribute to the fire hazard in the Berkeley and East Bay Hills.</p>	<p>Department of Parks, Recreation &amp; Waterfront</p>
<p><i>Energy Efficiency in Existing Buildings:</i> Conduct an evaluation of Berkeley's Building Energy Savings Ordinance (BESO) - which requires building owners to complete energy efficiency opportunity assessments – and identify next steps for advancing energy efficiency in existing buildings.</p>	<p>Department of Information Technology, Planning Department</p>
<p><i>Clean Energy Microgrid:</i> Design a clean energy microgrid in Downtown Berkeley that provides increased back-up power for critical facilities.</p>	<p>City Manager's Office, Planning Department, Department of Public Works</p>
<p><i>Cleaner Electricity from East Bay Community Energy Program:</i> Engage Berkeley residents and businesses in participating in the new East Bay Community Energy program, which will provide a cleaner source of electricity starting in 2018.</p>	<p>City Manager's Office, Planning Department</p>
<p><i>Measurement of Community Greenhouse Gas Emissions:</i> Develop the latest analysis of the main sources of local greenhouse gas emissions, historic trends, and future projections.</p>	<p>City Manager's Office, Department of Parks, Recreation &amp; Waterfront, Planning Department, Department of Public Works</p>

## CITY OF BERKELEY STRATEGIC PLAN

<p><i>Fuel Switching to Encourage Cleaner Energy:</i> Collaborate with partners in the community to educate residents and businesses about the benefits of switching from natural gas to electricity for space and water heating, which has the potential to significantly reduce local greenhouse gas emissions.</p>	<p>Planning Department</p>
<p><b>8. Goal: Attract and retain a talented and diverse City government workforce</b></p>	
<p><i>Fire Personnel Recruitment:</i> Conduct a 2017 and 2018 recruitment process to identify and hire excellent entry level Fire Department personnel.</p>	<p>Fire Department, Human Resources Department</p>
<p><i>Hire, Train, and Retain Excellent Police Personnel:</i> In order to continue to provide excellent service to the community, expediently fill any position vacancies due to retirement, injury retirement, or employees who do not satisfactorily complete required training programs.</p>	<p>Human Resources Department, Police Department</p>
<p><i>Employee Appreciation:</i> Launch a City employee recognition program and event to honor and celebrate the hard work, dedication, and excellence exhibited by staff throughout the organization.</p>	<p>This priority engages all City departments</p>
<p><i>360 Degree Assessment Tool for Fire Department Personnel:</i> Implement a 360 Assessment Tool that enables continuous improvement by providing Fire personnel with periodic input and feedback from their peers.</p>	<p>Fire Department, Human Resources Department</p>
<p><i>Leadership Development Program:</i> To continue to foster leadership skills and opportunities at all levels of the City government, conduct an evaluation of the existing Leadership Development Program and identify next steps in the program's evolution.</p>	<p>City Manager's Office, Human Resources Department</p>
<p><i>Revision of Personnel Rules and Regulations and the Employer-Employee Relations Resolution:</i> Update and revise both sets of Rules and Regulations to comply with current federal and state laws; reflect best practices; and ensure the established rules are comprehensive and consistent.</p>	<p>City Attorney's Office, City Manager's Office, Human Resources Department</p>
<p><i>Contract Negotiations:</i> Coordinate and negotiate with the City's seven employee labor unions to develop fair and equitable labor union contracts.</p>	<p>This priority engages all City departments</p>

## CITY OF BERKELEY STRATEGIC PLAN

<p><i>Training and Certification for Sports Coaches and Officials:</i> Implement a new program to provide the latest training and certifications all staff who serve as sports officials and coaches for the City's many sports programs, including softball, baseball, and tennis leagues, skateboarding, and more.</p>	<p>Department of Parks, Recreation &amp; Waterfront</p>
<p><b>9. Goal: Provide excellent, easily-accessible service and information to the community</b></p>	
<p><i>New City of Berkeley Website:</i> Create a new design, look and information architecture for the City website so that it serves and prioritizes the needs of the community, including a focus on increasing the number and types of transactions and services available online.</p>	<p>This priority engages all City departments</p>
<p><i>Online Communications:</i> Train and guide all departments in using effective communication to better serve Berkeleysans across a variety of different tools, including social media and our online forum, Berkeley Considers.</p>	<p>This priority engages all City departments</p>
<p><i>Pay-by-Phone Parking:</i> Continue to improve ease of travel in Berkeley by implementing pay-by-phone parking technology and next phases of the City's goBerkeley parking program, which adjusts meter rates to improve parking availability.</p>	<p>Finance Department, Department of Information Technology, Police Department, Department of Public Works</p>
<p><i>Web Content Training:</i> Create and develop a governance structure and a training program so that all staff in all departments have the appropriate tools and skills to build effective web content.</p>	<p>This priority engages all City departments</p>
<p><i>Opportunities for Volunteering in Parks:</i> Create additional opportunities for volunteers to help improve our parks and to be recognized for their contribution.</p>	<p>Department of Information Technology, Department of Parks, Recreation &amp; Waterfront</p>
<p><i>Improved Reservation System for Berkeley Parks:</i> Improve the park reservation policies and system to make it easier for community members to reserve park space for picnics and other uses.</p>	<p>Department of Parks, Recreation &amp; Waterfront, Department of Information Technology</p>
<p><i>Planning Department Customer Service Improvement Plan:</i> To improve and provide the best possible customer service to community members seeking assistance or services from the Planning Department, advance actions</p>	<p>Planning Department</p>

## CITY OF BERKELEY STRATEGIC PLAN

identified by an external consultant's review of the Permit Service Center, Plan Review, and Current Planning functions.	
<i>Zoning Ordinance Revision:</i> Revise the City of Berkeley Zoning Ordinance in order to clarify zoning rules and procedures for community members and improve the implementation process for City staff.	City Attorney's Office, Office of Economic Development, Planning Department, Department of Public Works
<i>New Web Portal for City Online Records:</i> Implement a new Records Online web portal to improve access to and increase searching capabilities of City records.	City Clerk, Department of Information Technology
<i>Sugar-Sweetened Beverage Tax:</i> In coordination with the City Council-appointed Sugar-Sweetened Beverage Products Panel of Experts Commission, continue to reduce consumption and negative health impacts of sugary drinks by advancing the "Health Berkeley" program ("Healthy Berkeley is the new name for the programs and services related to Berkeley's first-in-the-nation sugar-sweetened beverage tax.).	City Manager's Office, Finance Department, Department of Health, Housing & Community Services
<i>City Council Redistricting:</i> Prepare for the 2020 redistricting process and the first iteration of the Citizens' Redistricting Commission.	City Attorney's Office, City Clerk, Department of Information Technology
<i>Fire Department Communications:</i> Increase and improve communication to the community by updating the Fire Department webpage and creating a social media policy and procedures.	City Manager's Office, Fire Department, Department of Information Technology
<i>Medical Cannabis Inspection Plan:</i> Develop and implement a plan that guides City efforts to educate residents, protect public health and enhance environmental safety related to medical cannabis dispensaries.	City Attorney's Office, City Manager's Office, Finance Department, Fire Department, Department of Health, Housing & Community Services, Planning Department, Police Department
<i>New Public Campaign Financing:</i> Consistent with the ballot measure passed by Berkeley voters in 2016, implement and administer the new Public Financing program for candidates running for Mayor and City Council.	City Clerk



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