



ADMINISTRATIVE REPORT

DATE: MARCH 13, 2009

TO: MAYOR AND CITY COUNCIL
BEN REYES, CITY ATTORNEY

FROM: BELINDA B. ESPINOSA, CITY MANAGER, by Michelle Fitzer

PLACES TO BE

- MARCH 17TH - CITY COUNCIL/REDEVELOPMENT AGENCY REGULAR MEETING

The regular meeting of the City Council/Redevelopment Agency will be on Tuesday, March 17th at 6:00 pm in the Council Chamber. The agenda and all staff report items are available on our website at www.ci.pinole.ca.us.

- MARCH 18TH - CHILD CAR SEAT SAFETY CHECK-UP EVENT

The Pinole Fire Department is holding its annual Child Car Seat Safety Check-Up Event on Wednesday, March 18th from 10 am to 12 noon at the Target parking lot, 1400 Fitzgerald Dr., Pinole. We are co-hosting the event with our county's car seat group the Contra Costa Car Seat Coalition.

We will have certified car seat technicians providing free child car seat inspections. We would like to encourage everyone with a child from infant to 6 years old to attend this event and get their child's car seat checked. **The rate of misuse of child car seats is over 80%**, a staggering figure considering how precious our children are. State law requires children to be in a car seat until they are 6 years old or weigh 60 pounds.

I also wanted to pass on some general information about our program that is now in its 10th year. The Pinole Fire Department is very fortunate to have three firefighters who are certified technicians (part of a nationwide program). This requires 32 hours of initial training and then a recertification every two years involving continuing education and skills testing. The Pinole Fire Department operates "Fitting Stations" at each of our two Fire Stations (Tennent Ave and Pinole Valley), where we are able to schedule individual appointments for any citizen to have their child's car seat checked.

Please pass on this important information to anyone you know who might benefit from having a child's car seat checked.

As always, feel free to contact us with any questions or to schedule an appointment at 724-8969 or 724-8973

- **MARCH 23 - COMMUNITY BRAINSTORM SESSION TO HELP THE SWIM CENTER ACHIEVE FULL COST RECOVERY**

The Recreation Department is inviting the community to attend a brainstorm session to generate ideas on how to increase revenue and decrease expenses at the Pinole Swim Center in an effort to make it fully cost recovery by 2011. The Pinole Seals Board President and members will be joining, in addition to Hilltop YMCA staff who are the pool program operators. The meeting is Monday, March 23 at 5:30pm at the City Hall Community Meeting Room. Anyone who cannot attend can send comments and ideas to Amy Wooldridge, Recreation Director, awooldridge@ci.pinole.ca.us or (510) 724-9062.

- **MARCH 24 - STATE OF THE CITY ADDRESS**

Mayor Horton will be presenting the State of the City address at Noon on March 24 at The Embers Restaurant. This event is sponsored by the Pinole Chamber of Commerce and reservations can be made by contacting Deanna at pinolechamber@yahoo.com or call (510) 724-4484.

- **MARCH 24TH - ECONOMIC DEVELOPMENT AND HOUSING ADVISORY COMMITTEE**

The next EDHAC meeting is scheduled for Tuesday, March 24th at 7:00 pm in the Community Room at City Hall.

- **MARCH 25 - COMMUNITY MEETING ON CHARTER SCHOOL QUESTIONS**

The City Council is planning a community meeting on March 25 at 6:00 PM to provide information on the charter school concept. Experts on charter schools will be invited to address what charter schools are, how they work and what the laws are governing charter schools. The meeting will be televised by PTV.

If you have a question about charter schools that you would like addressed at this meeting, please send an e-mail with your question to either Mary Roberts, Director Community Development Dept., at mroberts@ci.pinole.ca.us or Amy Wooldridge, Director Recreation Dept. at awooldridge@ci.pinole.ca.us.

ITEMS OF INTEREST

- **PINOLE CABLE TV RANKS #4 IN THE NATION IN THE NUMBER OF LIVE WEBCAST VIEWERS IN 2008**

Granicus is the company that hosts the City of Pinole's online TV webcast and is the largest national company that provides this service. According to Granicus, the City of Pinole ranked #4 in the nation in the number of live webcast viewers in 2008. This is higher than the cities of Los Angeles and San Diego and the State of Arizona as others in the Top 10. The total number of City of Pinole views in 2008 was 281,628. Thanks for watching!

- **COMMUNITY EVENT FUNDING APPLICATION DEADLINE IS APRIL 1ST**

Just a reminder that community groups interested in receiving event sponsorship from the Redevelopment Agency for events in the RDA boundary area must now complete an application by April 1st. This includes direct funding or indirect funding of staff time. This is a new procedure and was implemented in an effort to create better accountability of funds and provide an opportunity for a wide cross-section of community organizations to apply for funding. The total event budget may not exceed a cost ratio of \$7 per attendee. This includes both the RDA monetary donation plus in-kind services provided, such as Public Works, Cable TV or Police services. Events with a higher cost ratio may be waived and approved only by the Agency Board. Applicants who received grants prior to the 2008 adoption of these policies may have a higher funding cost per attendee/participant. These grants will be reduced annually until the event reaches the per person funding limit, unless otherwise approved by the Board.

Eligibility Requirements for Community Event Funding Applications

- Applicants must be based in the City of Pinole; sponsor events that promote the redevelopment area; and/or provide a service to the redevelopment area or its residents.
- Applicants must be a recognized local, non-profit service and/or youth organization, preferably with tax-exempt status.
- Events must take place in the redevelopment area and promote the redevelopment area, with the intention to draw people into Old Town Pinole to shop at local businesses

To receive an application, contact Amy Wooldridge, Recreation Director, at awooldridge@ci.pinole.ca.us or (510) 724-9062.

- **WEST CONTRA COSTA HOUSEHOLD WASTE MOBILE COLLECTION**

West Contra Costa Household Waste Mobile Collection program for seniors and disabled is back. This program was developed in Pinole and then picked up by the West Contra Costa Integrated Waste Management Authority to expand to West County Residents. To be eligible

for this free pickup service from your home, you must be age 60 or older or be a disabled person residing in the cities of El Cerrito, Richmond, San Pablo, Hercules, Pinole or El Sobrante. Call 1-888-412-9277 to schedule a pick-up. When you call for a pick-up a complete list of accepted materials will be provided to you. Please remember to recycle your household batteries, fluorescent bulbs, discarded TVs, thermometers and thermostats. All these items contain mercury and should not be put into the household trash. They require proper hazardous waste handling and disposal. Help keep Pinole green for future generations to come!

- **PINOLE POLICE DEPARTMENT ACTIVITIES**

The Pinole Police Department hosted the Contra Costa Sheriff's Office Sexual Predator Apprehension and Compliance Enforcement (SPACE) operation. Approximately 50 law enforcement personnel from multiple agencies participated including Pinole Police Investigators and members of the Community Preservation Unit. Two arrests were made of individuals who were out of compliance or had arrest warrants.

On Thursday afternoon two internal candidates were interviewed for the Lead position in the 9-1-1 Dispatch Center. This position is part of the reorganization that has been taking place in the Police Department over the last few months. It is anticipated that a final selection will be made next week. The department reorganization does not result in an increase in the number of employees in the Police Department or the Dispatch Center.

Police Chief Clancy will be out of the area March 17-20 attending POST reimbursed training with City Manager Espinosa. Deputy Chief Janke will be in command of the Department during the Chief's absence.

- **BROKER SELECTION PROCESS**

Community Development staff held screening interviews with six teams of real estate brokers this week. These interviews are the first step toward selecting teams to assist with the sale of the Outback Steakhouse property and the medical office pad at the corner of Pinole Valley Road and Henry Avenue. Final selections will be brought forward to the Agency Board for approval in April. Initial response from the brokers regarding the timing of the sale of these properties has been encouraging. They feel that the Outback property is an attractive investment opportunity because of its long term lease, and the medical office pad has the benefit of being fully entitled so it's ready for an investor or owner/operator to get started on a project. The sale of both of these properties is in alignment with the recommendations of *The Redevelopment Agency Program Review* completed last year. Sale of agency assets was identified as a key means of redirecting what is now static equity into other redevelopment activities and projects to continue to remove blight and support the economic development goals of the City.

- **DRAFT SPECIFIC PLAN REVIEW CONTINUES**

The Specific Plan Steering Committee met on March 9th to continue their review of the draft specific plan. The Circulation and Land Use Elements were the topic of discussion. Alternatives for the lane configurations on Appian Way and San Pablo Avenue were discussed, including the possibility of revamping the lanes on San Pablo Avenue through the Old Town area to have one travel lane each for cars and bicycles in each direction. The Planning Commission, which sits as the Steering Committee for the specific plan process, asked that additional study be conducted to provide more detailed information about the traffic impact of this alternative. The specific plan will also establish specific land uses appropriate for the zoning districts in the three specific plan study areas: San Pablo Avenue, Appian Way and Pinole Valley Road. Of particular importance to enhancing the economic viability of these corridors is providing new opportunities for mixed-use development and housing. This will continue to be reviewed at the next Steering Committee meeting, scheduled for March 23, 2009 at 7 p.m. in the City Council Chamber.

- **EDHAC REVIEWS AFFORDABLE HOUSING COMPLIANCE REPORT**

The Economic Development and Housing Advisory Committee met on February 10 and received a report and audit on affordable housing compliance prepared by PMC, the consultant that conducted the compliance certification in 2008. The report rated the affordable housing portfolio as fair. This rating was based on the combination of property conditions and file management. The good news is that the affordable units were considered to be comparable in condition and appearance to market rate units, a very desirable and positive element of a successful affordable housing program. However, file conditions at some properties needed improvement in areas such as maintaining all pertinent file information in one place, having all records easily accessible and having complete documentation pertaining to eligibility. In discussing future monitoring activities, the EDHAC gave an initial recommendation in favor of establishing stronger enforcement policies and implementation thereof. Staff will be developing a set of policies for review and recommendation by EDHAC next month. These will be forwarded to City Council for formal adoption.

-END