



ADMINISTRATIVE REPORT

DATE: MARCH 5, 2020

TO: MAYOR AND CITY COUNCIL
ERIC CASH, CITY ATTORNEY

FROM: ANDREW MURRAY, CITY MANAGER

PLACES TO BE

Date and Time	Event	Location
Tuesday, March 17, 2020 6:00 pm	City Council Meeting	City Council Chamber 2131 Pear Street
Monday, March 23, 2020 6:00 pm	Planning Commission Meeting	City Council Chamber 2131 Pear Street
Tuesday, April 7, 2020 6:00 pm	City Council Meeting	City Council Chamber 2131 Pear Street

- STATE OF THE CITY 2020 WEDNESDAY, MARCH 25TH

Enjoy Breakfast & Networking speakers from Hercules, Pinole and Rodeo discuss their city's direction, upcoming projects and vision for the future. Please see the attached flyer for more information.

- FIRE SERVICE STUDY FINAL PRESENTATION - APRIL 7, 2020

Emergency Services Consulting International (ESCI) was asked to provide additional information as an addendum to the City of Pinole Fire Service Study. Because some of the data required for the addendum was dependent on responses from outside agencies, there has been a slight delay in information collection. As such, the anticipated final presentation of the Fire Service Study is at the City Council meeting on Tuesday, April 7, 2020.

- **PINOLE YOUTH CENTER KIDS EXPO AND SPRING EGG HUNT - SATURDAY
APRIL 4, 2020 10:00 AM – 12:00 PM**

What better way to welcome springtime than with a traditional Egg Hunt! Please join us at Fernandez Park on Saturday, April 4, 2020 for our Spring Egg Hunt and Kids Expo. There will be plenty of eggs for children (age 0-13), don't forget to bring your basket! There will also be an opportunity to meet and greet businesses who provide services, products, and activities for kids and families. *Egg Hunt starts at 11:30 a.m. For additional questions email: youth@ci.pinole.ca.us or call 510-724-9004

- **COMMUNITY SERVICE DAY – APRIL 18TH 8:00 AM – 12:00 PM**

Join the Community Service Commission as they host Community Service Day. This is an opportunity to make our community beautiful by volunteering on service projects. These projects will clean, brighten and prune public spaces and community resources. If you would like to volunteer, please email recreation@ci.pinole.ca.us or call 510-724-9062. Please see the attached flyer for additional information.

ITEMS OF INTEREST

- **ADOPTION OF CITY OF PINOLE 2020-2025 STRATEGIC PLAN**

The City of Pinole Strategic Plan 2020-2025 expresses the City's vision, mission, goals and strategies for the next five years. It was developed through an extensive and engagement process led by Management Partners, that began in June 2019. The vision is our aspiration for the future. The mission is the City organization's statement of purpose. Please see attached.

- **PINOLE HERCULES WATER POLLUTION CONTROL PLANT**

We are proud of our recent project the Pinole Hercules Water Pollution Control Plant Upgrade was honored with a recognition award from American Public Works Association, Northern California Chapter.

- **TRASH CAPTURE**

The trash capture ordinance adopted by the City Council along with our municipal code enforcement activities has resulted in compliance from our commercial property owners to aid the City in meeting the required compliance point of 80% trash reduction. Thanks to all the commercial property owners for your compliance!

- **PINOLE YOUTH CENTER UPDATE**

The City's enrichment programs are continuing to grow and expand in the community. Our partnership with Stewart Elementary has been outstanding and will continue this spring. Students will be able to participate in a variety of enrichment programs such as Español for Kids (a Spanish tutoring class that offers homework assistance as well as an opportunity to build on Spanish grammar, communication skills and more), and Cooking Round the World (the theme for the spring will be "Street Foods", students will focus on seasonal, authentic and delicious recipes from various countries). Registration for both programs are open to all students who meet the age requirements.

We are also excited to announce that we will be offering STEM enrichment classes at St. Joseph School this spring. In partnership with SiliconValley4u, we will be offering Coding and Robotic class. Registration for both programs is only open to St. Joseph students who meet the age requirements.

The Tot Sports program is also returning this Spring. Skyhawk will be offering weekly classes on Saturdays at Fernandez Park starting on March 16 - through May 16 from 1-1:45 PM. Children ages 2.5 – 5 years old can register for this program, parent participation is required. The program includes 3 weeks of Soccer, 2 weeks of Baseball and 3 weeks of Basketball; allowing young athletes to discover a passion for a variety of sports in one fun-filled setting.

The Pinole Youth Center will be offering two types of summer camps this year, specialty camps and sports camps. The camps will be held at the Pinole Youth Center and Pinole Valley Park Soccer field. The sports camps will include Snag Jr. Golf, Soccer, Flag Football and Multi-Sports Camp. The specialty camps will include Coding, 3D Modeling, Cooking Round the World, Chopped Jr, STEM by Lego Play-Well Teknologies, Mad Science and Aloha Math. Individual camp descriptions and additional details will be available in our upcoming community guide.

Additional program information and registration for all programs is available via our online system <https://pinolerec.recdesk.com/Community/Home>. For additional inquiries, please contact Cristina Ahlstrand via email youth@ci.pinole.ca.us or call 510-724-9004.

- **TIME FOR ANOTHER CENSUS!**

Time for Another Census! 2020 is going to be a pivotal year for our communities not just because it's an election year, but because it's time to take another Census. The Census, which is taken every ten years, is the biggest peace time mobilization effort in the US. How our Pinole community responds will impact our civic representation and resources for the next decade. Data from the census will be used to allocate over a trillion dollars in federal funding for vital programs such as WIC, Section 8, Medicare, Foster care, and much more. That data is also used to decide where to build housing, schools, hospitals, and transit. Every

person not counted is a **loss of up to \$2000 per year for the next ten years** for our local community.

Starting on March 12, households will receive a postcard in the mail inviting them to fill out the census online for the first time ever. The Census is only nine questions, will take about ten minutes, and will impact us for the next ten years. **Being counted is easy, safe, and more important than ever.** I humbly ask each of my constituents to pledge to respond to Census 2020 by Census Day on April 1, 2020. **Nine questions, ten years of impact.**

For more information about Census 2020 and Contra Costa County's outreach efforts visit cococensus.org.

Also, please add the Census fact sheet, attached.

- **GET INVOLVED! JOIN A CITY BOARD, COMMITTEE OR COMMISSION!**

The City is recruiting to fill vacancies on the following boards and commissions. If you are a citizen interested in community service in a variety of disciplines, there are several opportunities available. These vacancies will remain *open until filled*:

Traffic and Pedestrian Safety Committee (1 position)

The Pinole Traffic and Pedestrian Safety Committee is a five-member panel who recommend or review action on traffic safety, traffic control and planning, speed limits, parking and other traffic related matters. The committee makes recommendations to the City Council; committee members service two-year terms.

Contra Costa Library Commission (1 position - 2-year term as Alternate Delegate):

The Contra Costa County Library Commission was established by the Contra Costa County Board of Supervisors in March 1991. The Commission was created (March 1991) to serve in an advisory capacity to the Board of Supervisors and the County Librarian. The Library Commission is comprised of 24 members:

- 18 members representing the cities/towns in Contra Costa County - these Commissioners are appointed by the city/town councils (Richmond does not participate)
- 5 members represent Contra Costa County - each member of the Board of Supervisors appoints one Commissioner
- 1 member representing the Central Labor Council.

Currently the Commission meets every other month, on the fourth Thursday evening at 7:00 pm at the Library Administration in Martinez <http://guides.ccclib.org/Commission>.

Contra Costa County Advisory Council on Aging (1 position):

The Contra Costa County Advisory Council on Aging (ACOA) is appointed by the Board of Supervisors to advise them on all matters associated with the planning, development and administration of programs relating to older adults. The ACOA consists of forty (40) members. Fifty percent (50%) of the ACOA must be age 60 and above.

Currently the ACOA meets on the third Wednesday of each month, 9:30 a.m. – 11:30 a.m. at 500 Ellinwood Way, Pleasant Hill in Board Rooms A & B. Please submit your **Letter of Interest** and/or an application or additional information.

Applications for all Commissions and Committees, and supplemental questionnaires for certain positions, are available on the City's website at:

https://www.ci.pinole.ca.us/city_government/city_clerk/boards_and_commission

For more information, you are encouraged to contact the City Clerk's office at 510-724-8928 or email City Clerk Heather Iopu at hiopu@ci.pinole.ca.us. Candidates must be appointed by action of the City Council to all Commissions or Committee.

-END-

2020

Wednesday, March 25th

STATE OF THE CITY 2020

Enjoy Breakfast & Networking!

Speakers from Hercules, Pinole & Rodeo
discuss their city's direction, upcoming
projects, and vision for the future.

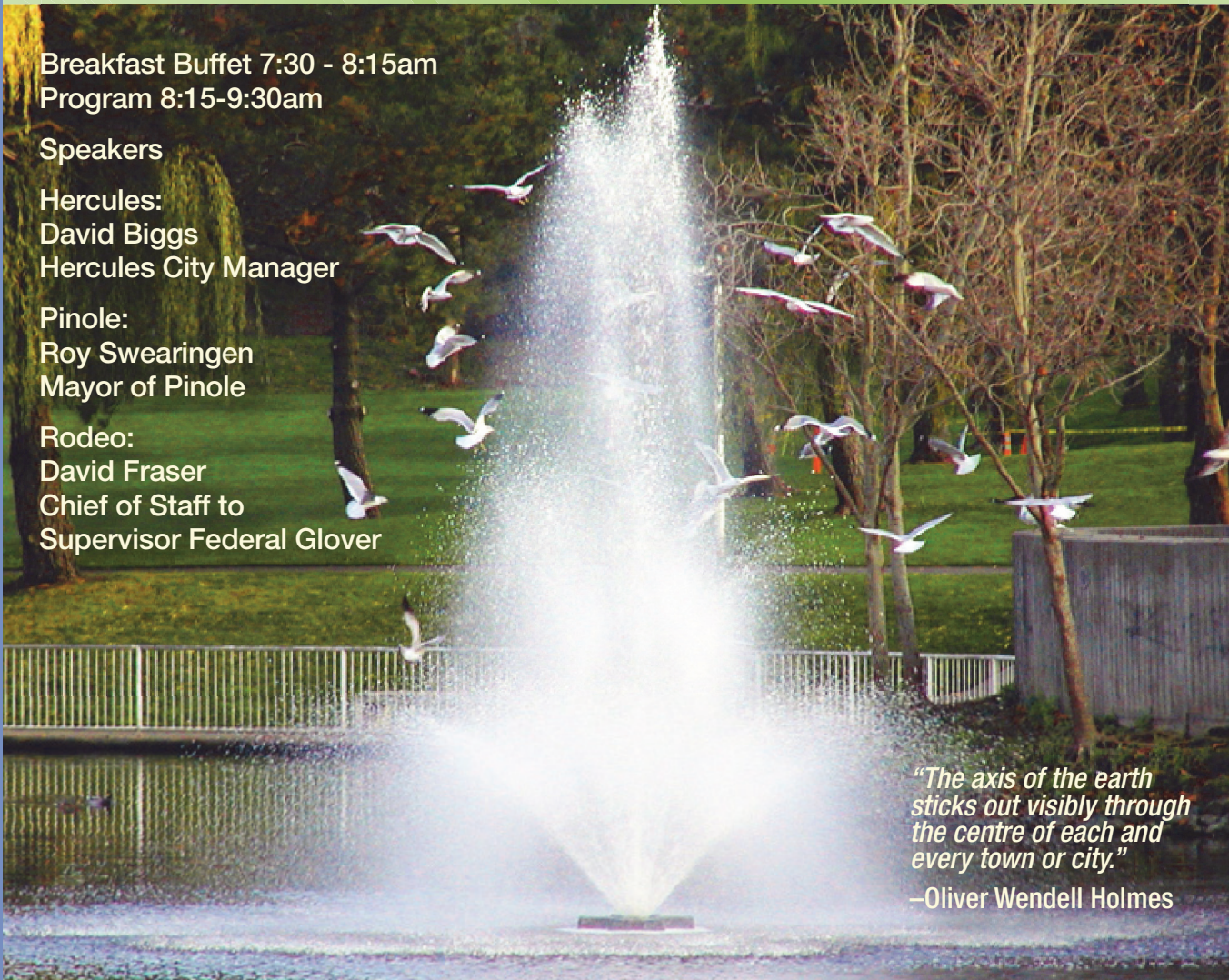
Breakfast Buffet 7:30 - 8:15am
Program 8:15-9:30am

Speakers

Hercules:
David Biggs
Hercules City Manager

Pinole:
Roy Swearingen
Mayor of Pinole

Rodeo:
David Fraser
Chief of Staff to
Supervisor Federal Glover



*"The axis of the earth
sticks out visibly through
the centre of each and
every town or city."*
-Oliver Wendell Holmes

Powder Keg Pub
2132 Railroad, Hercules
Info: 510.741.7945 or
BayFrontChamber.com/events

Early Bird Tickets:
\$10 (purchase by March 15th)
General Admission:
\$15 (after March 15th)
Purchase tix at eventbrite.com

EVENTS

BAYFRONT
CHAMBER OF COMMERCE
PINOLE HERCULES RODEO





JOIN US FOR THE PINOLE YOUTH CENTER

EGG HUNT & KIDS EXPO

SATURDAY, APRIL 4, 2020

FERNANDEZ PARK

595 TENNENT AVE.

10AM - 12PM

* egg hunt will start at 11:30am, children will be separated by age.

* don't forget to bring a basket!

ARTS & CRAFTS • PHOTOS • FOOD • & MORE!

*Meet & greet businesses who provide services, & activities for kids & families

*Activities provided by the Pinole Police Department-Hops On The Corner:
Egg Decorating, Bead Making, Painting and Drawing Station

*Take Pictures with the bunny at the "Hops on the Corner" photo booth

*Get info on Camps, Sports & Youth Activities

*Mc Donalds will be providing food and beverages

Sponsored by: Pinole Youth Foundation, Mechanics Bank,, Pinole Police Dept. and McDonalds

FOR MORE INFORMATION: EMAIL YOUTH@CI.PINOLE.CA.US OR CALL 510-724-9004





Pinole Community Service Day

SATURDAY, APRIL 18, 2020

PINOLE YOUTH CENTER

635 TENNENT AVE

BREAKFAST/REGISTRATION 8AM - 9AM

VOLUNTEER PROJECTS 9AM - 12PM

LUNCH 12PM - 1PM

Sponsored by the Pinole Community Services Commission

Visit <https://pinolerec.recdesk.com/Community/Program>, and click on Community Events on the left side to complete registration online. You may also register the morning of the event at the Pinole Youth Center.

FOR MORE INFORMATION CALL 510-724-9062 OR EMAIL RECREATION@CI.PINOLE.CA.US



City of Pinole Strategic Plan 2020 – 2025



Vision
Mission
Goals
Strategies



February
2020



Prepared for the City of Pinole by Management Partners



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Introduction

The City of Pinole Strategic Plan 2020 – 2025 expresses the City's vision, mission, goals, and strategies for the next five years. It was developed through an extensive research and engagement process led by Management Partners, described in detail below, that began in June 2019.

The vision, mission, goals, and strategies are based on the information and perspectives provided by Pinole's community members, appointed officials, staff, and the City Council.

The vision is our aspiration for the future. The mission is the City organization's statement of purpose. The goals are the main objectives that need to be achieved in order to obtain the vision. Each goal contains a list of specific strategies (deliverables). Following City Council approval of the Strategic Plan, staff will develop an implementation action plan to assign responsibility and timelines for completion of the strategies.

The City would like to thank all of the stakeholders that participated in the development of the Strategic Plan, and encourage everyone to remain engaged with the Strategic Plan by monitoring the City's progress and celebrating the results we achieve and deliver together.



City of Pinole Leadership

City Council



Roy Swearingen
Mayor



Norma Martinez-Rubin
Mayor Pro Tem



Pete Murray
Council Member



Vincent Salimi
Council Member



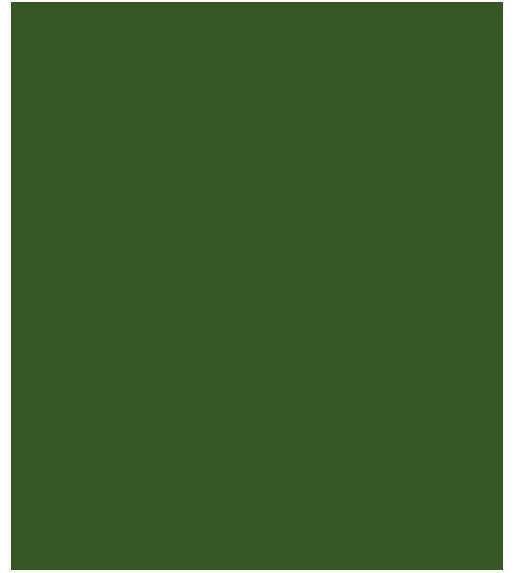
Anthony L. Tave
Council Member

Executive Team

- Andrew Murray, City Manager
- Hector De La Rosa, Assistant City Manager
- Eric Casher, City Attorney
- Neil Gang, Police Chief
- Heather Iopu, City Clerk
- Andrea Miller, Finance Director
- Tamara Miller, Development Services Director / City Engineer
- Chris Wynkoop, Fire Chief



Strategic Plan Process and Themes



BENEFITS OF STRATEGIC PLANNING

The City of Pinole's **Strategic Plan** contains a vision, mission, goals, and strategies. Strategic planning helps a community identify its highest priority interests, articulates a vision of the future, and clearly communicates the City's direction amidst competing demands. Moreover, the plan provides a framework for reporting progress on how the City is achieving its vision through defined goals.

PLAN DESIGN APPROACH

Community Engagement

A public engagement plan was developed to gather input from a cross-section of elected and appointed officials along with community members. In each engagement event, participants were invited to share their aspirations for the community and insights about Pinole's accomplishments, challenges, and opportunities. The public input opportunities that informed the Strategic Plan included the following:

- **City Council Workshop:** On June 27, 2019, the City Council and City Manager participated in a one-day workshop and identified key community priorities as well as their vision for the future.
- **Boards and Commissions Focus Group:** On August 26, 2019, 11 members, representing the City of Pinole Planning Commission, Community Services Commission, and Traffic and Pedestrian Safety Committee, shared their perspectives about strengths, challenges, and opportunities of the City.



- **Community Meetings:** Members of the community were invited to identify community strengths, challenges, and opportunities in four separate meetings. A total of 57 community members attended meetings held at four separate locations across the city and at four different times on September 25 and October 7, 2019.
- **Departmental Questionnaire and Meeting:** Each City department provided responses to a questionnaire that focused on identification of current City projects and future needs. The executive team met on October 30, 2019 to review the engagement results and discuss key community trends in preparation for the Council workshop in January 2020.
- **Strategic Plan Workshop:** The Council held a Strategic Plan workshop on January 25, 2019. The City Council reviewed a summary of all public engagement input and key community trends presented in an environmental scan. Following a review of the information, the Council developed the vision, mission, goals and strategies contained in this document.

Community Engagement Themes

Community members indicated that they value Pinole's strong sense of community, good school system, ethic of citizen involvement, location, open space, and small-town feel. Community members also expressed interest in seeing improvements to the following:

- Consistent communication with community members,
- Community engagement opportunities,
- Emergency preparedness,
- Fiscal stewardship and sustainability,
- Long range capital planning and maintenance of current assets,
- Neighborhood beautification efforts,
- Economic development and downtown redevelopment,
- Regional and legislative partnerships, and
- Employee attraction, retention, and development.

Environmental Scan

The Strategic Plan was also informed by an environmental scan. The scan included a summary of Pinole's demographic and community trends. The scan also provided an overview of recent patterns in housing, public safety, development, transportation, and traffic congestion. The scan included information about the City's current and future financial forecasts. The impacts of climate change were also discussed along with a review of overall community resilience.



Vision



The vision statement is an aspiration for the future.

It is a statement of where the community is going.

“Pinole is a safe, vibrant, and innovative community with small town charm and a high quality of life.”



Mission



A mission is a statement of the purpose of the organization.

It fundamentally defines what the organization stands for and what it will do.

“Pinole will be efficient, ethical, and effective in delivering quality services with community involvement and fiscal stewardship.”



Pinole's Goals

The Strategic Plan contains four goals. The goals, along with their definition statement, are listed below.

Safe and Resilient Pinole	Develop and communicate community resilience through quality public safety service delivery, property maintenance policies and practices, and disciplined investment in community assets.
Financially Stable Pinole	Ensure the financial health and long-term sustainability of the City.
Vibrant and Beautiful Pinole	Facilitate a thriving community through development policies and proactive relationship building.
High Performance Pinole	Build an organization culture that is efficient, ethical, and effective in delivering quality services with community involvement and fiscal stewardship.



GOAL 1. SAFE AND RESILIENT PINOLE



Develop and communicate community resilience through quality public safety service delivery, property maintenance policies and practices, and disciplined investment in community assets.

STRATEGIES

1. Conduct a citywide asset condition assessment.
2. Update the emergency preparedness and response plan (including results of the facilities and equipment assessment).
3. Explore restoring the community emergency response team (CERT) program and conducting annual tabletop exercises and community drills.
4. Review, prioritize, and implement as appropriate the 2019 fire service study recommendations.



GOAL 2. FINANCIALLY STABLE PINOLE



Ensure the financial health and long-term sustainability of the City.

STRATEGIES

1. Develop a long-term financial plan (LTFP) and use it to guide budget and financial decisions (including policies regarding reserves and management of liabilities).
2. Conduct a comprehensive fee study to ensure cost recovery of current and potential service fees. (Evaluate implementing an online payment platform.)
3. Establish a program to evaluate grant opportunities and capacity.
4. Explore an array of revenue generation opportunities to recover costs.
5. Develop a disciplined approach to funding infrastructure maintenance and improvements.



GOAL 3. VIBRANT AND BEAUTIFUL PINOLE



Facilitate a thriving community through development policies and proactive relationship building.

STRATEGIES

1. Update the General Plan and Three Corridors Specific Plan.
2. Develop/create a comprehensive strategy to encourage streamlining the rehabilitation and re-use of undeveloped or under-developed properties.
3. Partner with regional for- and non-profit housing organizations to provide an array of housing options consistent with community income levels.
4. Develop a comprehensive economic development strategy that includes a focus on downtown redevelopment to activate the core of the community as a destination for the region (including gateway and wayfinding signage as well as branding).
5. Partner regionally to improve and enhance transportation circulation, including public transit, cars, bikes, and pedestrians.
6. Conduct a review and update of the City's code enforcement and property maintenance programs with a focus on increased beautification efforts and investment in community amenities, business districts, and nuisance abatement.



GOAL 4. HIGH PERFORMANCE PINOLE



Build an organization culture that is efficient, ethical, and effective in delivering quality services with community involvement and fiscal stewardship.

STRATEGIES

1. Develop an employee attraction, retention and development plan.
 - a. Analyze the City's classification and compensation system and update as needed.
2. Conduct a citywide organization review to optimize efficiencies.
3. Review citywide implementation of best practices and improve processes.
4. Develop a strategic communication plan (i.e., public information officer, messaging, marketing, technical implementation).
5. Develop a public engagement plan.
 - a. Develop policies and practices that provide a framework for diverse community members to connect, interact, and proactively participate.
 - b. Explore opportunities for meaningful youth participation in city and community life.
 - c. Develop a robust volunteer and internship program.
6. Develop a comprehensive information technology Strategic Plan.
7. Develop an interagency legislative advocacy program.





As described earlier, the Strategic Plan is accompanied by an implementation action plan that sets forth timelines and staff assignments. Progress reports will be provided periodically throughout the year to the City Council. Community members are encouraged to attend City Council meetings to learn more.





PINOLE, CA 94564
(510)724-9826



WHY

Billions of dollars for our:



Schools



Healthcare



Children &
Families



Housing



Transportation



Political Power

WHO

- One Census form should be completed for all residents in each household

WHAT

- The United States Constitution requires all residents to complete the Census form every 10 years in a nationwide count
- By law, the U.S. Census Bureau cannot share an individual's responses with the public, state or local governments, immigration, or any other organization
- Questionnaire takes about 15 minutes, with large households taking longer, and asks 9 questions about address, age, race, and relationship to other residents in the household. **No citizenship question.**

WHEN

- Census 2020 begins online in mid-March 2020
- Starting in May 2020, Census workers begin going door-to-door to households that have not completed the Census to ask them to respond

HOW

All households receive a letter in the mail with instructions about how to take the Census through the following options:

Online

By computer, tablet,
or smart phone

Phone

By a 1-800 number

Paper

Households can
request a paper form

Available In

English, Spanish, Chinese, Vietnamese, Korean, Russian, Arabic, Tagalog,
Polish, French, Haitian Creole, Portuguese, and Japanese

Printed In

English & Spanish

WHERE



At home



At the library

At community locations near you
See list at www.contracosta.ca.gov/QA

For more information, visit www.cococensus.org or email info@cococensus.org