

City Council 2024 Priorities Q1 Update

April 24, 2024

Rich Lee, Assistant City Manager



BACKGROUND

HIGH

MEDIUM

LOW

DISCUSSION

Council
retreat
January 2024

Consensus
Priorities

Resources

Time Frame

Age-Friendly City

“A” LIST



Create action plan; establish task force; determine actionable items (including formation of new senior advisory committee).

“B” LIST



Absorbed into operating budget

“C” LIST



Kickoff May 2024

DISCUSSION



P&R to issue community survey prior to kickoff.

Childcare

“A” LIST



Design and construct expansion of Westborough Preschool.

“B” LIST



\$9 million, which is included in prior CIP

“C” LIST



2027

DISCUSSION



Award of contract for architect May 2024; anticipate groundbreaking in 2025

Communications

“A” LIST



Expand messaging methods, including text messages; Better communicate all of the things the City is doing.

“B” LIST



TBD

“C” LIST



December 2024

DISCUSSION



CMO is leading this effort; IT is leading the effort to update the City’s website

Community Development

“A” LIST



Wage Theft Ordinance

“B” LIST



Staff time, which is already a part of the operating budget.

“C” LIST



July 2024

DISCUSSION



In progress. ECD & CAO

Cultures United

“A” LIST



Expand Pride Event

“B” LIST



\$25,000

“C” LIST



June 1, 2024

DISCUSSION



DEI Officer is leading effort for Pride Event.
SFGMC, Screaming Queens, and other
attractions.

“A” LIST

“B” LIST

“C” LIST

DISCUSSION

DEI



Ensure initial years Racial & Social Equity Plan goals have been implemented.



None



Completed



DEI Officer reviewed initial years Plan goals, and they have been achieved.

Finance

“A” LIST



Budget deep dive; Potential Business License Tax measure.

“B” LIST

“C” LIST



BLT consultant - \$30k; Election costs - TBD

DISCUSSION



BLT updated analysis to be presented 5/22; If move forward with ballot measure, completion by August 2024

Finance

“A” LIST



Alternative plan if impact fees are taken away

“B” LIST



200,000 for impact fee consultant

“C” LIST



December 2024

DISCUSSION



SCOTUS has delivered their decision. CAO is reviewing to determine next steps.

Finance

“A” LIST



Pension Funding Sustainability

“B” LIST



Staff time, which is included in the operating budget

“C” LIST



September 2024

DISCUSSION



Finance Department leading this effort. Current focus is on budget development.

Health & Wellness

“A” LIST



Mental/community wellness/crisis response team

“B” LIST



\$256,000 for mental health clinician

“C” LIST



Depends on City Council budget priorities

DISCUSSION



Allowable use of opioid settlement funds; SSFPD also applying for grant funds. HR working with EAP for peer support training and subcontracting with specialists for first responders.

Housing

“A” LIST



Anti-Displacement Roadmap

“B” LIST



\$420,000 revised contract;
\$200,000 awarded

“C” LIST



December 2025

DISCUSSION



In process. ECD leading this effort.

Housing

“A” LIST



Right to legal counsel (part of Anti-Displacement Roadmap)

“B” LIST



Staff time

“C” LIST



December 2025

DISCUSSION



In process. Study in 2024.

Housing

“A” LIST



SRO/Mobile Home Protection Measures

“B” LIST



\$15,000 in legal support

“C” LIST



August 2024

DISCUSSION



In process. ECD (lead) & CAO (supporting)

Housing

“A” LIST



Labor standard for development

“B” LIST



\$25,000 for economic study

“C” LIST



TBD

DISCUSSION



Complete Wage Theft Ordinance
first

Land Use



Ornamentation



\$75,000 included in 2023-24 mid-year budget;
additional \$125k requested for 2024-25



June 2025



Consultant RFP issued this week

“A” LIST

“B” LIST

“C” LIST

DISCUSSION

Public Safety



ALPR Expansion



\$1,800 in one-time installation cost;
\$36,000 in additional annual cost



TBD



Submitted for 2024-25 Budget;
many other cities are adding ALPRs

Public Transportation

“A” LIST



Free Shuttle Upgrades

“B” LIST



\$18,000 for app upgrades; \$1,000 for QR stickers; 30 Simme seats in inventory to cover stops that do not have seating.

“C” LIST



July 2024

DISCUSSION



App upgrade in progress; QR stickers implemented; Simme seats can be installed in one month

Community Development



Vacant City building use (including West Orange Library [WOL] and MSB)



TBD



December 2024



RFP has been published for WOL

Housing



Acquisition | First right of refusal with Article 34 authorization via Measure AA for foreclosures



Staff time; Anti-Displacement program will inform costs



December 2025



Feasibility of first right of refusal will be considered as a part of Anti-Displacement Roadmap.

BACKGROUND

“A” LIST

“B” LIST

“C” LIST

NEXT STEPS

Housing



Foxridge parcels



TBD



TBD



City will continue to reach out to
SSFUSD re: adjacent parcels

BACKGROUND

“A” LIST

“B” LIST

“C” LIST

NEXT STEPS

Illegal Dumping



Clean SSF Campaign



TBD



June 2024



District 5 Clean Up Events with Rise
SSF in April 2024

BACKGROUND

“A” LIST

“B” LIST

“C” LIST

NEXT STEPS

Public Health & Safety



Engage with SSF Scavenger for customer service improvement



\$0



June 2024



CMO will lead this effort.

BACKGROUND

“A” LIST

“B” LIST

“C” LIST

NEXT STEPS

Code Enforcement



Tobacco Ordinance



Staff time and CAO (\$ TBD)



September 2024



County updated its ordinance to align with state law. If City wants County to enforce, we need to align with their ordinance.

BACKGROUND

“A” LIST

“B” LIST

“C” LIST

DISCUSSION

Code Enforcement



Tobacco Ordinance



Staff time and CAO (\$ TBD)



September 2024



County updated its ordinance to align with state law. If City wants County to enforce, we need to align with their ordinance.

Housing



Use of Commercial Linkage Fee for housing equity/partial ownership



Staff time



December 2024



ECD staff to produce a memo.

BACKGROUND

“A” LIST

“B” LIST

“C” LIST

DISCUSSION

Housing



Tax exempt housing (missing middle)



Staff time



December 2024



ECD staff to produce a memo.

Infrastructure



Lighting study



\$5,117,188



TBD



Lighting study presented to City Council on 2/28/24; Public Works to provide follow up presentation.

“A” LIST

“B” LIST

“C” LIST

Long-Range Planning



5-year Strategic Plan



TBD



January 2025



Current plan covers up to two years. CMO will bring on a facilitator for 2025 City Council retreat. Their scope will include developing a 5-year plan.

Quality of Life



Move Farmer’s Market



Staff time, but dependent on prioritization/capacity.



September 2024



DEI Officer is discussing with Farmer’s Market

BACKGROUND

“A” LIST

“B” LIST

“C” LIST

DISCUSSION

Sustainability



Microgrids



TBD



TBD



Public Works to provide a memo

Sustainability



Fireplace wood-burning ordinance



Staff time | CAO cost



December 2024



No county/city-wide ordinance banning wood-fire burning. Staff previously presented study session in January 2021.

BACKGROUND

“A” LIST

“B” LIST

“C” LIST

DISCUSSION

Sustainability



Retail polystyrene/Styrofoam enforcement



Staff time | CAO cost



September 2024



Clarification: Ban on sale of polystyrene or enhancing enforcement of existing ordinance. DCM to provide outreach to retailers.

Provide feedback:

- Frequency of updates
- Ranking of priorities
- Categorization
- Targeted Completion
- Format of presentation