



AGENDA

COMMUNITY AND ECONOMIC DEVELOPMENT SUBCOMMITTEE

Wednesday, July 10, 2024
5:00 PM

City Hall
First Floor Conference Room, 4B
65 Civic Avenue
Pittsburg, CA 94565

Subcommittee Members

Juan Antonio Banales, Mayor (Alternate)
Jelani Killings, Vice Mayor

Planning Commission Representatives on Land Use

Ivelina Popova, Commissioner
Elissa Robinson, Commissioner

1. Public Comment for Non-Agenda Items

Environmental Services (*Mayor Banales, Vice Mayor Killings*)

- 2. Marina Referral Incentive Pilot Program.** Staff will introduce the proposed Marina Referral Incentive Pilot Program aimed at attracting and retaining marina customers. *Subcommittee feedback requested.*
- 3. Department of Boating and Waterways Pump Out Grant.** Staff will share details of a successful Pump Out Grant application through the CA Department of Boating and Waterways. *Informational item.*
- 4. Contra Costa Resilient Shoreline Adaptation Planning Grant.** Staff will provide information on a grant opportunity in partnership with the Contra Costa County Water Agency. *Subcommittee feedback requested.*
- 5. Green Footprint Festival Recap.** Staff will provide information following June 6, 2024, Green Footprint Festival. *Informational item.*

Economic Development (*Mayor Banales, Vice Mayor Killings*)

- 6. Chamber of Commerce Business Improvement District Contract.** Staff will provide an overview of the proposed scope of services for the fiscal year 2024-2025 Contract. *Subcommittee feedback requested.*
- 7. Economic Development Updates.** Staff will provide an update on current development projects and programs. *Subcommittee feedback requested.*
- 8. Subcommittee and Staff reports or remarks**
- 9. Adjournment**



MEMORANDUM

Date: July 10, 2024
To: Community & Economic Development Subcommittee
From: Olivia Ortega, Harbor Master
Re: **Item No. 2: Marina Referral Incentive Pilot Program**
Item No. 3: Department of Boating and Waterways Pumpout Grant

Item No. 2: Marina Referral Incentive Pilot Program and Agenda

Program Background:

Reason for the program: To incentivize current members to refer other boaters to Pittsburg Marina as their homeport. As a pilot marketing strategy plan, the goal is to foster the support of other boaters in the community to raise awareness of current vacancies and attract new customers. The Marina Referral Incentive Pilot Program will be published in the Yachtman's Magazine and the Pittsburg Marina Current Newsletter to attract the target audience. Other marinas that have implemented similar incentives have drawn discussions with new or current boat owners who are in the market to dock their vessels. Further research into such incentive programs will result in the discovery of the marina amenities and marina surrounding attractions.

Similar incentive programs have been adopted by other marina such as:

Berkeley Marina - When a Berkeley Boater refers a friend to the Berkeley Marina, each individual receives a \$250 credit off your next month's dockage. = \$900.00

Jack London Square – A referral in three months will receive \$200.00 off its slip fees.

Proposed Program Details:

- No additional staff cost is required.
- Information Submittal
 - The applicant must complete the Pittsburg Marina Mooring Agreement Application and provide all necessary documentation to qualify the boat to dock at Pittsburg Marina. Provide the first and last name of the individual who referred them to Pittsburg Marina.
 - Current Pittsburg Marina Members may also contact the harbor office to notify us of the individual they are referring to Pittsburg Marina.
- Description of credit:
 - Only Pittsburg Marina's current members can receive a referral credit.
 - The referral must stay at Pittsburg Marina for three consecutive months to receive the \$200.00 referral credit.
 - There is no monetary value to the referral credit.
 - There are no limitations to the number of referral credits. The credit will be available as often as the current member refers an applicant to stay at Pittsburg Marina for three months or more.
 - Pittsburg Marina boater referring must have an account in good standing to receive the \$200.00 credit on their account.

- All members who have stayed three consecutive months are qualified to participate.
- The \$200.00 credit will be reflected in the member's account on the 1st day of the fourth month.
- To keep a record of the referral payment, it will be reflected in the Marina Ledger 550-41121-2203 associated with Advertising and Promotion. As this is a pilot program, the marina staff recommends reporting back to the Community & Economic Development Subcommittee in a year to discuss the incentives' results for the marina's revenue growth and vacancy rates.

Staff is requesting feedback from the subcommittee on the proposed guidelines of the Marina Referral Incentive Pilot Program. Feedback will be noted and considered for incorporation into the program, which will launch on August 1, 2024.

Agenda Item No. 3: Department of Boating and Waterways Pumpout Grant

Providing sewage pumpout facilities at marinas significantly reduces the harmful effects of directly discharging sewage from boats into the water, either from portable toilets or holding tanks. The City Council, on November 21, 2022, adopted resolution NO. 22-14105 to authorize the City manager to execute a Grant Agreement between the City of Pittsburg and the Department of Boating and Waterways DBW. Therefore, an application for funding to replace the 18-year-old pump out was submitted. On May 20, 2024, the grant was fully executed to award the City of Pittsburg Municipal Marina Pumpout Installation Grant.

Total Project Cost:- For Replacement and Installation Grants

1. Cost of Pumpout	\$19,830.00	KECO Model 900R Peristaltic "Remote Pumping System.
2. Labor Cost	\$ 6,900.00	Remove, Replace, Start Up & Training Services 1 Pump and 2 RPC Station
3. Other Costs	\$ 3,375.53	\$14,950.00 Transportation \$1880.53 Tax
Total Project Cost	\$30,105.53	
Total Grant Request	\$22,579.15	
Total Match	\$ 7,526.38	
(Min of 25% of total project cost)		





MEMORANDUM

Date: July 10, 2024
To: Community and Economic Development Subcommittee
From: Sara Bellafronte, Assistant to the City Manager
Re: **Agenda Item No. 4:** Contra Costa Resilient Shoreline Adaptation Planning Grant
Agenda Item No. 5: Green Footprint Festival Recap

Item No. 4: Contra Costa Resilient Shoreline Adaptation Planning Grant

The City is a co-applicant along with Contra Costa County for a California Governor’s Office of Planning and Research’s Integrated Climate Adaptation and Resiliency Program Adaptation Planning Grant for the development of the Contra Costa Resilient Shoreline Plan (Plan). The Adaptation Planning Grant Program builds statewide resilience by prioritizing funding, capacity building resources, and equitable decision-making power for vulnerable communities and through integrated climate adaptation planning that addresses cross-sector issues intersecting multiple climate risks. Planning activities that may be funded through the Adaptation Planning Grant Program include scoping activities, vulnerability and risk assessment activities, preparing the community’s adaptation framework, and preparing an implementation program.

With a successful \$650,000 funding application, the Plan will aim to create focused adaptation strategies and implement actions for the communities along Contra Costa County’s shoreline. Co-applicant status increases Pittsburg’s ability to weave and prioritize Pittsburg-specific strategies into the Plan to serve its most impacted communities on the waterfront and continue to combat the impacts of brownfields on our waterfront. Other jurisdictions interested in partnerships include Watershed Project, City of Martinez, City of Oakley, City of Pinole, City of Pittsburg, Contra Costa Resource Conservation District, and the Greenbelt Alliance

Item No. 5: Green Footprint Festival Review

The annual Earth Day Celebration at Small World Park had 130 attendees and featured a petting zoo, face painter, presentation by Rock Steady Juggling, and 19 vendors with sustainability activities and information to share with the community.

Vendor List

Mount Diablo Resource Recovery	350 Contra Costa County
Pittsburg Unified School District	511 Contra Costa
Living Green	Sustainable Contra Costa
La Clinica	Marin Clean Energy
Pittsburg Power Company	Tri Delta Transit
Healthy Hearts Institute	CCWD
Contra Costa County Vector Control	Dow CU
Delta Diablo Sanitation District	Pittsburg Environmental Services
Pittsburg Library	Pittsburg Arts & Community Foundation
Pittsburg Water	

Special thanks to Parks and Public Works for setting up misters and working to finish the carousel fix on time, and to Solid Waste Admin Analyst II Dhaynae Romero for creating and communicating an entire new event layout plan the day before when it wasn’t.



MEMORANDUM

Date: July 10, 2024
To: Community and Economic Development Subcommittee
From: Robert Carrera, Economic Development Manager

Re: **Item No. 6: Proposed Scope of Work for Pittsburg Chamber of Commerce Fiscal Year (FY) 2024-2025 Business Improvement District Contract**

Background

The City created its own Business Improvement District (BID) back in the early 1970s to help fund activities that promote the City's retail trade activities and public events. Funds for the BID are collected through an additional tax levied on new business licenses and annual business license renewals. Specifically, Section 5.08.080 of the Pittsburg Municipal Code states that funds can be used under the following categories of activities.

- A. Decoration of any public place in the "area";
- B. Promotion of public events which are to take place on or in the "area";
- C. Furnishing of music in any public place in the "area"; and
- D. The general promotion of retail trade activities in the "area."

The Pittsburg Chamber of Commerce has long been a recipient of BID funds, partnering with the City to help promote businesses and activities that occur throughout the community.

Proposed FY 2024-2025 Scope of Work

The City proposes to continue this partnership by allocating BID funds to the Pittsburg Chamber of Commerce. The proposed scope of work will allow for the Chamber to continue achieving the objectives of the BID fund and to achieve mutual goals of promoting business and retail trade in the community. Staff seeks the feedback of this subcommittee on this proposed scope of work prior to entering into this agreement with the Chamber.

BID Task	Activity	Deliverables
1) Social Media Outreach and Promotion	Conduct social media postings on Chamber owned and operated social media accounts that promote public events, retail trade activity, and the businesses within the BID area. Examples of such postings can include public events, business-hosted events, Chamber events, small business week, business spotlights, and ribbon-cutting ceremonies. The City may provide input on social media content, but content creation and publishing are at the full discretion of the Chamber.	The Chamber shall post social media content at a minimum rate of one post per week. It is also expected that the Chamber will grow its social media following across all its accounts throughout the course of this agreement at a rate of at least 3 percent.
2) In-Person Networking Events	Host in-person events for the purpose of bringing together businesses and individuals within the BID area to network, form relationships, and promote their retail activities. The City may also bring a representative to provide updates on City activities. While events are primarily oriented toward businesses, these events shall be open to the public to attend.	Plan, coordinate, and host a minimum of one networking event per quarter, for a total of four networking events throughout the course of this agreement.
3) E-Commerce Guidance and Assistance	Provide guidance and assistance to businesses within the BID area on how to successfully conduct e-commerce activities of their goods and services. The Chamber shall assist businesses looking to establish an e-commerce presence with activities such as signing up for an e-commerce platform or handling any questions and concerns a business may have with conducting e-commerce. The City has an existing e-commerce marketplace through GLASS Commerce that is free for businesses to sign up for. The Chamber may utilize this platform to provide businesses with an e-commerce presence.	The Chamber shall provide e-commerce guidance and assistance to any business that requests it. In addition, the Chamber shall reach out to a minimum of 10 businesses throughout the course of this agreement that may be looking to expand their online presence. The Chamber shall also make efforts to network and form relationships with e-commerce platforms and wholesalers/distributors that specialize in online sales, expanding the Chamber's own knowledge and resources in relation to e-commerce.
4) Ribbon-Cutting Events	Coordinate and host ribbon-cutting events at the request of businesses within the BID area. Chamber shall be responsible for coordinating all tasks and activities of each event, along with promotion of such events. These events shall be open to the public and free of charge to businesses and attendees.	There shall be no set minimum of ribbon cutting events set under the course of this agreement, but it is the expectation that the Chamber shall promote this service to its membership and the greater public through its marketing and outreach efforts.



MEMORANDUM

Date: July 10, 2024
To: Community and Economic Development Subcommittee
From: Robert Carrera, Economic Development Manager

Re: **Item No. 7**

Item No. 7: Economic Development Updates

These following updates detail notable economic development activities that have occurred since the last subcommittee meeting, both in the community and by City staff.

Façade Improvement Grant Program

Last fiscal year, from the launch of the program on February 1st to June 30th, the City approved a total of eight applications for a grand total of \$72,800 in grant funds to fund approximately \$83,294.11 of proposed work. The recently approved are as follows:

Property Address: 3724 Railroad Avenue

Business Name: Bello's Barbershop

Proposed Scope of Work: Applicant proposes to add a mural to the side of the building that faces the parking lot and the addition of two signs on the front exterior of the building

Estimated Total Project Cost: \$9,700

Grant Amount Received: \$9,700

Property Address: 640-670 Cumberland Avenue

Business Name: Nine Ten Group

Proposed Scope of Work: Applicant proposes to add a 50-foot-wide awning along the storefront that identifies the businesses there. They also propose adding solar-powered exterior lighting to enhance security at the building.

Estimated Total Project Cost: \$15,000

Grant Amount Received: \$10,000

Property Address: 90 East 4th Street

Business Name: Smokey Road LLC dba Doctorbird Market

Proposed Scope of Work: Applicant proposes add a new awning, paint the front wall and entryway of their building, and by portable planter boxes that can be stores indoors at night.

Estimated Total Project Cost: \$10,000

Grant Amount Received: \$10,000

Wayfinding Signage

The City undertook a wayfinding signage effort to identify locations suitable for the installation of simple, directional wayfinding signage to help connect the outer limits of our City towards points of interest such as Old Town and the Marina. At the last subcommittee meeting, staff presented a proposed map prepared by a consultant who closely evaluated locations all around the City that would be suitable for wayfinding signage. The subcommittee provided feedback and through extensive feedback, the consultant provided a final map to the City on suitable locations, including a phase 1 section that identified locations for priority installation. Upon completion of the map, staff worked with a traffic sign contractor to produce basic wayfinding signage and installed 22 temporary signs across the City prior to the June 6th Contra Costa County Mayor’s Conference. After the conference, 12 were taken down to avoid damage on decorative poles. Staff has now further locating services and will be reinstalling the 12 signs as permanent signs starting the week of July 8th.

Pittsburg Real Estate Market Snapshot

The following figures assess the overall health of Pittsburg’s commercial markets as they compare to the greater surrounding region. For the purposes of this report, ‘East County’ refers to the sub-market of the East Bay that includes the Cities of Pittsburg, Antioch, Oakley, and Brentwood, and unincorporated areas of the county ranging from Bay Point to the west to Discovery Bay in the East. ‘East Bay’ refers to the East Bay Market which encompasses the East County sub-market and other major markets such as Oakland, Fremont, Pleasanton, Livermore, Dublin, San Ramon, Walnut Creek, Concord, and more. The acronym SF represents square foot in this report.

	Pittsburg	East County	East Bay
Market Asking Rent per SF	\$1.98 (+ \$.01)	\$2.05 (\$0)	\$2.70 (\$0)
Vacancy Rate	6.1% (0%)	6.5% (- 0.2%)	5.7% (+ 0.3%)
12 Month Net Absorption SF	-121,000	-704	-425,000
Available SF	228,920 (+ 6,483)	865,000 (- 63,000)	7,300,000 (+ 100,000)
Inventory SF	2.6 million	13.1 million	125 million

Table 1: Quarter 2, Calendar Year 2024 Retail Market (% or # Change from Previous Quarter) [Source: CoStar]

	Pittsburg	East County	East Bay
Market Asking Rent per SF	\$0.90 (+ \$.01)	\$1.02 (\$0)	\$1.43 (\$0)
Vacancy Rate	5.8% (+ 0.2%)	4.7% (+ 0.6%)	7.0% (+ 0.7%)
12 Month Net Absorption SF	270,000	62,825	-4,177,770
Available SF	609,442 (+ 18,948)	899,000 (+ 111,000)	25,300,000 (+ 2,100,000)
Inventory SF	7.3 million	14.7 million	279 million

Table 2: Quarter 2, Calendar Year 2024 Industrial Market (% or # Change from Previous Quarter) [Source: CoStar]

	Pittsburg	East County	East Bay
Market Asking Rent per SF	\$2.12 (\$0)	\$2.30 (- \$.02)	\$3.08 (\$0)
Vacancy Rate	1.7% (+ 0.2%)	6.2% (- 0.5%)	14.3% (+ 0.4%)
12 Month Net Absorption SF	-2,900	23,600	-1,600,000
Available SF	11,309 (+ 67)	152,000 (- 12,000)	19,500,000 (0)
Inventory SF	621,000	2.8 million	116 million

Table 3: Quarter 2, Calendar Year 2024 Office Market (% or # Change from Previous Quarter) [Source: CoStar]

New 'Available Properties' Webpage

To further enhance our efforts to market commercial properties available for lease or for sale in our community, the City has partnered with LoopNet to provide our own, customized available properties webpage where prospective businesses and property owners can see which properties are currently for sale or lease in the Pittsburg community. Listings are added and updated in real time and it comes with filters for the user to filter the specific properties that they are looking for. You can visit this new webpage by visiting www.pittsburgca.gov/business/available-properties.