



AGENDA

COMMUNITY AND ECONOMIC DEVELOPMENT SUBCOMMITTEE

Wednesday, September 11, 2024
5:00 PM

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

Subcommittee Members

Jelani Killings, Vice Mayor
Dionne Adams, Councilmember

Planning Commission Representatives on Land Use

Ivelina Popova, Commissioner
Elissa Robinson, Commissioner

1. **Public Comment for Non-Agenda Items**

2. **Delta Precision.** Staff has asked Andy Doudna, owner of Delta Precision at 559 Garcia Avenue, to provide a brief overview of business operations and upcoming programs.

Environmental Services (*Vice Mayor Killings, Councilmember Adams*)

3. **Fiscal Year Goals Update.** Staff will provide an overview of progress on City Council-adopted goals for the Environmental Services Division. *Subcommittee feedback requested.*

Code Enforcement (*Vice Mayor Killings, Councilmember Adams*)

4. **Body Worn Cameras.** Code Enforcement staff has recently undertaken research on the use of body worn cameras by code enforcement officers in the field. Staff will provide a presentation on option for use of cameras. *Subcommittee feedback requested.*
5. **Code Enforcement Staff Structuring.** The Code Enforcement Division has recently implemented changes to its beat structure in order to actively address ongoing blight. Staff will provide an overview of the temporary changes. *Subcommittee feedback requested.*

Economic Development (*Vice Mayor Killings, Councilmember Adams*)

6. **East Bay 100.** Staff will provide a presentation on the continued use of the East Bay 100 monthly newsletter, as well as alternative options. *Subcommittee feedback requested.*
7. **Subcommittee and Staff reports or remarks**
8. **Adjournment**



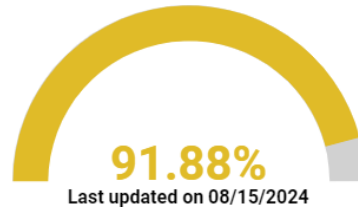
MEMORANDUM

Date: September 11, 2024

To: Community and Economic Development Subcommittee

From: Sara Bellafronte, Assistant to the City Manager


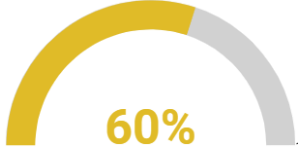



Re: Item No. **3**: Fiscal Year 2023/2024 and 2024/2025 Goals Update





One Environmental Services Division goal has been achieved and one is on track for achievement by June 30, 2025. See table 1 below for details.

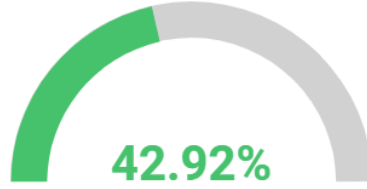
Table 1

Goal 1: Increase access to the Delta for the Pittsburg Community	
<p>83.75%</p>	
Implementation Measures	Implementation Status
IM 1.1: Increase attendance at Environmental Services events (including marina and waterfront) by 5% through increased marketing, an additional event, and improved event activities <p>100%</p>	Overall 30% decrease in Environmental Services event attendance. Marked as “achieved” however as there were many extenuating circumstances: <ul style="list-style-type: none"> • Pittsburg Fishing Derby: 50% less attendance in FY 24 due to sturgeon catch emergency regulations implemented by DFW the month of the event • Civic Pride Day: always the day after that last day of PUSD school. In FY 2024, this competed with graduation day. Increases seen in: <ul style="list-style-type: none"> • 47 More Delta Waters students in FY 24 • 7 more participants at Civic Pride Day in FY 24

<p>IM 1.2: Provide 4 annual Delta and watershed educational opportunities</p> 	<p>Hosted two double cohorts due to weather cancellations.</p> <p>Fall 2023: Parkside Elementary, 80+ students on 11/3</p> <p>Spring 2024: Heights Elementary, 91 students on 5/14</p>
<p>IM 1.3: Upgrade 1 waterfront park and associated infrastructure.</p> 	<p>\$3.5M grant awarded spring 2023</p> <p>Project awarded to construction contractor on August 19, 2024</p> <p>Construction to start Sept/October 2024</p> <p>Restrooms have arrived</p>
<p>IM 1.4: In alignment with the Planning Department's Waterfront Visioning Project, pursue opportunities for waterfront revenue generation and climate resiliency that will foster and protect unique and new recreational experiences at the waterfront.</p> 	<p>The Waterfront Visioning project has completed: Initial Concept Development, Technical Advisory Committee Review, CED Review, and 100% of the Charrettes/Community Engagement /Business Outreach. Upcoming milestones include Planning Commission/City Council Review and implementation.</p> <p>California Governor's Office of Planning and Research Integrated Climate Adaptation and Resiliency Program, Adaptation Planning Grant to help prepare the Contra Costa Resilient Shoreline Plan (CCRS) with the County's Contra Costa Sea Level Rise Coalition.</p>
<p style="text-align: center;">Goal 2: Increase Participation in the Adopt-A-Spot Program</p> 	
<p style="text-align: center;">Implementation Measures</p>	<p style="text-align: center;">Implementation Status</p>
<p>I.M. 2.1: Increase advertisement of existing Adopt-A-Spot program logistics and benefits to the community and environment.</p> 	<p>Provided program brochures and registration sheets at the August 2023 National Night Out event, November 2023 Fishing Derby, and April 2024 Civic Pride Day, First Fridays, and June 2024 Green Footprint Festival.</p> <p>CEDD adopted a spot and conducted a cleanup.</p> <p>Staff has developed a social media schedule for general postings about the volunteer program. Kickoff in September 2024. Working with the PUSD and LMC clubs and classes to adopt spots</p>

<p>IM 2.2: Provide free bags, grabbers and gloves to each adopter.</p> 	<p>Achieved</p>
<p>IM 2.3: Increase frequency at which current Adopt-A-Spot participants tend to their adopted spots.</p> 	<p>Develop a tracking system in CityWorks to include pounds of trash removed annually for Adopt-A-Spot cleanups only.</p> <p>Updated program guidelines to increase required cleanup/maintenance days from 4 to 6 times/year. Communicated this update with adopters. Communicated updated guidelines to participants</p>

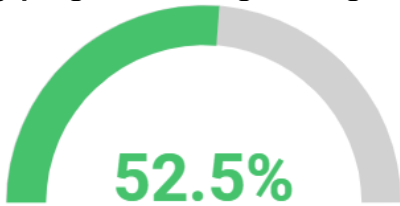




Fiscal Year 2024-2025 Environmental Services Goals Update



Both Environmental Services Division goals are on track for achievement by June 30, 2025. See table 2 below for details.

Table 2

Goal 1 : Promote public transit incentive programs that are available to the community	
Implementation Measures	Implementation Status
<p>IM 1.1: Collaborate with transit partners (Tri Delta Transit, BART, MTC) to determine incentives for transit programs</p> <p>100%</p>	Inventory for local incentive programs created
<p>IM 1.2: Promote existing transit program incentives to encourage ridership</p> <p>0%</p>	Media calendar in development stage
<p>IM 1.3: Research the potential impacts of a trolley route</p> <p>0%</p>	

Goal 2: Enhance clean-up day program to mitigate illegal dumping	
 <p>52.5%</p>	
Implementation Measures	Implementation Status
IM 2.1: Identify illegal dumping mitigation needs throughout the city  <p>0%</p>	
IM 2.2: Analyze current clean-up programs and collected data to determine clean-up frequency  <p>100%</p>	Attendance collected for annual Civic Pride Days. Tracking program for Adopt-A-Spot cleanups developed in CityWorks. Researched previous cleaning events by Code Enforcement.
IM 2.3: Schedule at least two community clean-up days  <p>100%</p>	Madoline Ave cleanup scheduled for 10/19/24. Location of dumpsters in process of being confirmed. Outreach to commence once location confirmed. Civic Pride Day to occur April/May 2025 as done annually.
IM 2.4: Promote clean-up days  <p>10%</p>	Media calendar in development stage. Awaiting location confirmations

MEMORANDUM

Date: September 11, 2024
To: Community and Economic Development Subcommittee
From: Myla Rivers, Code Enforcement Supervisor
Re: **Item No. 4: Code Enforcement Body Worn Cameras**

Subject: Code Enforcement Division is researching the use of Body Worn Cameras for Code Enforcement Officers.

Background: The City's Code Enforcement Division was previously housed under the Police Department. While under the Police Department, Code Enforcement Officers utilized PD's Body Worn Cameras in the performance of their duties when interacting with members of the public. Once Code Enforcement was placed under the Community and Economic Development Department, accessibility of PD's Body Worn Cameras was removed.

Purpose: The use of Body Worn Cameras by Code Enforcement Officers would provide video recordings of contacts between Code Enforcement Officers and members of the public. These videos would be an objective record of such contacts which would limit civil liability, increase transparency, and enhance the City's enforcement efforts, professionalism in delivery of services as well as delivery of training. Additionally, the cameras themselves would serve as GPS devices so that each Code Enforcement Officer could be easily located while in the field.

The Body Worn Cameras would be utilized in accordance with any provisions and policies set forth by City Council if this discussion is moved forward.

Next Steps: If generally supported by the Subcommittee, staff will begin preparation of a policy document that sets forth protocol for use of body worn cameras by Code Enforcement Officers. This policy document will be subject to approval by the City Council.

MEMORANDUM

Date: September 11, 2024
To: Community and Economic Development Subcommittee
From: Robert Carrera, Economic Development Manager

Re: Item No. 6: East Bay 100

Background

On August 19, 2024, the Council reviewed the renewal of an agreement with The 100 Companies LLC to continue the exclusive publication of The East Bay 100. The item was removed from the consent calendar for discussion, and ultimately, the renewal was referred to subcommittee for further consideration. During the discussion, concerns were raised about whether the newsletter was achieving the goals it was intended to meet when the service was launched in 2019. The City Council desired to evaluate the service by focusing on outcome measures, such as whether it leads to increased interest from external businesses and developers, rather than just output measures. Additionally, there was discussion about the type of content that should be featured in The East Bay 100 to engage our target audience effectively. This memo aims to outline the discussion points regarding our target audience and the desired content.

Discussion

The Economic Development Strategic Plan adopted in 2022 provides some insight into the City's desired goals when it comes to communication. Specific goals pertaining to communication are as follows:

5.4 – Increase outreach and utilize social media as a means for communicating with the business community.

The entire economic development strategic plan requires elements of communication in order to 1) convey the goals and objectives set forth in the plan, and 2) spotlight the assets and achievements as it pertains to economic development in the City. With a number of goals and objectives devoted to the purpose of business attraction, there is a directive to conduct out to reach to prospective businesses and developers to attract their attention to our City.

With the East Bay 100, the content is limited to only being 100 words or 100 second videos. This supports staff putting out content quickly, and captures the reader's attention. However, this does limit the City's ability to delve deeper into any specific topic without linking to another site. If the City seeks to do fewer, but deeper and more lengthy content, it would be prudent to utilize other services to deliver the more detailed type of messaging that would be desired. For

example, articles within established newsletters, magazines, and media corporations. The City may also choose to publish its own stories on its website and social media accounts, utilizing the tools that are already offered on the City's website platform. The City can also utilize its existing social media accounts to create more extensive content.

With that said, the discussion is framed around several essential questions for discussion among the Subcommittee:

- 1) Who is the audience?
- 2) What is the type of content should be generated?

Next Steps

Staff will take the feedback received in this discussion to formulate recommendations that would entail a communication and outreach plan for the economic development division. Feedback on content and audience will be critical to ensuring that staff recommends the best options for the method(s) and mechanism of communication.