

# City of Berkeley City Council Workshop

November 4, 2021

1 pm – 5 pm

Via Zoom



## Welcome by Mayor Arreguín



Mayor  
Jesse Arreguín



Councilmember  
Rashi Kesarwani



Councilmember  
Terry Taplin



Councilmember  
Ben Bartlett



Councilmember  
Kate Harrison



Councilmember  
Sophie Hahn



Councilmember  
Susan Wengraf



Councilmember  
2 Rigel Robinson



Councilmember  
Lori Droste



## Public Comment



3

## City Manager Comments

Our aim is to implement the Council's priorities within budget and on schedule

Decisions regarding allocating staff time and other resources are made daily

Having a clear set of Council policy priorities will set the path for us

We will then create an operational plan to implement those priorities



City Manager  
Dee Williams-Ridley



4

## Today's Objectives

---

Identify the collective priorities of the Council as a body for the coming two-year budget







---

Prioritize legislative agenda with City lobbyist



5

## Today's Agenda

-  Introduce priority setting
-  Review results of the interviews and priority categories
-  Create consensus on the priorities of the Council as a body
-  Discuss the operational plans that staff will produce (projects, programs, and referrals)
-  Provide direction to City lobbyist
-  Wrap up and next steps



6



## Ground Rules

-  Listen to understand
-  Assume good intent
-  Council, City Manager, and City Attorney keep video on
-  Stay focused

### Bike Rack

- Things to discuss at another time will be tracked separately
- Time management tool

## Introduction to Council Priority Setting



What is priority setting?



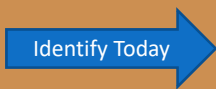
Why is it important?



## Relationship with Strategic Plan



9 LONG-TERM GOALS



5 SHORT-TERM COUNCIL PRIORITIES RELATED TO GOALS



MANY SHORT-TERM PROJECTS RELATED TO COUNCIL PRIORITIES



## Priority Setting - The Essential Dilemma



11



## Capacity for Priorities

### Budget resources and staff workload

- 90% - day-to-day municipal services
- 5% - unforeseen challenges
  - Economic downturn, new mandates, pandemics, emergencies
- Leaving 5% for Council priorities



## Everyone Has a Role to Play in a City's Success



## Priority Setting Best Practices



## A Better Berkeley Results From....



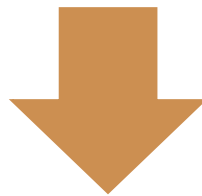
Clear Long-Range  
Goals

Achievable Operational  
Plan for the Priorities

Effective Day-to-Day  
Operations

## Today's Task

- ✓ Outcome of today's discussion will be about **5 major priority policy areas**



- ✓ Staff will then prepare an **operational plan** (projects, programs, referrals) and return on December 2 to review and discuss it with Council



## Priorities Heard from Council in Interviews

- **Infrastructure Renewal** – repaving, sidewalk repair, street cleaning, bicycle, and pedestrian improvements, healthy streets, renovate the Marina, civic buildings, maintenance, possible bond issue
- **COVID-19 and Emergency Responses and Recovery** – adapt, address needs in public health and economic recovery
- **Public Safety**- enhanced fire safety, pedestrian, and bike safety, gun violence, serious crime, reimagining policing, adequate staffing, training, Special Care Unit, cameras, and LPRs, readiness, social services, rightsizing, traffic control, earthquake and fire safety, resiliency and fire dispatch
- **Equity In Core Services** – redeploy fundamental municipal services to more equitably support underserved areas of City
- **Enhance Legal Services** – adequate staffing in City Attorney's Office to meet demands for service
- **Homelessness**- mental health outreach, addiction treatment, other means to assist the chronically homeless, getting more people off of the streets
- **Climate Action** – GHG emissions, pollution/toxics, funding for incentives for energy improvements
- **Housing** – Housing Element, zoning, BART Station, ADUs, encouraging housing, enforcement of existing laws and regulation, safety
- **People's Park** – prepare to implement housing and services with potential for conflict
- **Transportation** – bike and pedestrian plan, ferry to Marina, multi-model corridor, traffic calming
- **Economic Development** – blight, business assistance, West Berkeley Business Improvement District, help with homeless
- **Health Care Services** – underserved areas of town



Priorities listed in no particular order

17



## Council Discussion



✓ *Do priority categories capture individual issues of importance?*



*Using score voting, identify which of the general priorities have the highest level of Council support – ideally 5*



18



## Establishing the Council's Priorities



### Instructions

- 1. Please take out your mobile device*
- 2. Enter [www.menti.com](http://www.menti.com) in your browser*



19

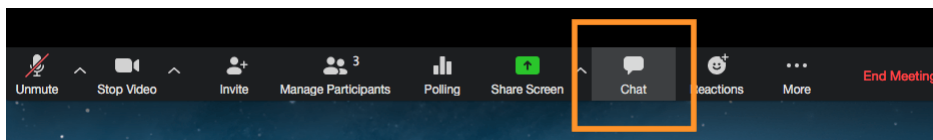


## Establishing the Council's Priorities



### Instructions

- 3. Locate the 8-digit access code found in the Zoom chat*
- 4. Enter code in Mentimeter*



20



## Establishing the Council's Priorities



### Instructions

**5. Score each item 1-5 (5 being the highest priority) by sliding to select the number**

**6. Click the submit button**



21



## Score Items 1-5 (5 being highest priority)

Lower Priority	Infrastructure Renewal		Higher Priority
	COVID-19 Response and Recovery		
	Public Safety		
	Equity In Core Services		
	Enhance Legal Services		
	Homelessness		
	Climate Action		
	Housing		
	People's Park		
	Transportation		
	Economic Development		
	Health Care Services		

Press S to show image  
22

## Next Steps

Management Partners  
will prepare a workshop  
summary

City Manager and staff  
will prepare operational  
plan

Follow-up Zoom session  
next month for staff to  
present operational plan



## Short Stretch Break



## Direction to City Lobbyist

### Townsend Public Affairs: Niccolo De Luca

- Overview of legislative platform
- Direction needed from Council



25



## Closing Comments From Council and City Manager

What was **one useful takeaway** from today's workshop for you?



# City of Berkeley Council Priority Setting Workshop

**Thank you!**

Rod Gould, Senior Partner

Jennifer Tonnis, Senior Management Advisor

Ashley Garcia, Senior Management Analyst






---



---

**M E M O R A N D U M**

---

**To:** The Honorable Jesse Arreguin and Members of the Berkeley City Council  
**CC:** Dee Williams-Ridley, City Manager

**From:** Christopher Townsend, President, Townsend Public Affairs, Inc.  
 Niccolo De Luca, Vice President  
 Ben Goldeen, Federal Senior Associate  
 Andres Ramirez, Associate  
 Carly Shelby, Legislative Associate  
 Sammi Maciel, Federal Associate

**Date:** November 1, 2021  
**Subject:** 2022 State and Federal Legislative Agenda

---

Townsend Public Affairs, Inc. (TPA) has prepared this initial draft for the City of Berkeley as we move forward to adopt the City's state and federal legislative platform.

The City's legislative platform for 2022 will reflect the priorities of the Mayor and the City Council. The platform will include advocating for legislation, regulations, and funding that is consistent with the City's adopted goals. Once adopted, this blueprint will be shared with key stakeholders in the State Legislature and Governor's Administration as well as Congress and the Biden Administration. However, it will be necessary to remain nimble and responsive as we move through the legislative year. Our legislative agenda will be fluid as some issues will be addressed with introduced legislation.

**Proposed Legislative Priorities for 2022**

The State Legislature is currently in interim recess and will reconvene on January 3, to resume legislative activities. Legislators may begin introducing new pieces of legislation, many of which may be like bills that did not advance in 2021, the second year of the two-year legislative cycle. In Washington, DC Congress will begin accepting earmark requests for the Fiscal Year 2023 appropriations process as soon as February 2022.

While the 2021 legislative session faced COVID related disruptions, major pieces of legislation were signed into law. It is expected that in 2022 the State Legislature will maintain its focus on its recent priorities, including the following topics below.

- **Affordable housing**
- **Climate change**
- **COVID -19 recovery**
- **Homelessness**
- **Housing**
- **Privacy and Technology**
- **Transportation and Related Infrastructure**
- **Wildfire prevention**

**Federal and State Legislative Monitoring and Potential Action**

The following legislative priorities are being recommended for monitoring, analysis, and potential action. The City Council may choose to take a position on a piece of legislation, continue to monitor without a position, or determine if any further response is required.

TPA maintains a constantly updated matrix of state legislation and in years past have presented recommendations after session has started then providing rolling updates. TPA will monitor legislative activity in the following areas.

<b>Homelessness</b>
<p><u>Policy Priorities:</u></p> <ol style="list-style-type: none"> <li>1) Prevent displacement</li> <li>2) Enhance emergency, transitional, and permanent housing opportunities</li> <li>3) Support legislative efforts that will require counties to partner with cities relating to unspent Prop 63 mental health funds</li> <li>4) Support legislative efforts that increase services such as mental health, substance abuse, treatment beds and other services for people living in encampments and in unsheltered settings</li> <li>5) Support legislative efforts that existing mental health and substance programming prioritize people who are referred by the homeless system.</li> <li>6) Support legislative efforts that soften data sharing constraints at the Federal level: HIPAA contains broad information-sharing allowances among “treatment providers” for the purposes of “care coordination”—issue guidance defining homeless encampment or homeless-serving teams as “treatment providers” and making it clear that information can be shared on a need-to-know basis.</li> <li>7) Support legislative changes to Coordinated Entry requirements that allow local governments to prioritize based on local unsheltered needs.</li> </ol>
<p><u>Funding Priorities:</u></p> <ol style="list-style-type: none"> <li>1) Continue the state-funded emergency rent and utility assistance program for those at-risk of becoming homeless</li> <li>2) Funding for homeless services (e.g., the wrap around services necessary for transitional and permanent housing), non-congregate shelters and emergency shelters, as well as operating costs for permanent housing</li> <li>3) Funding for permanent housing interventions that reduce and prevent homelessness</li> <li>4) Support for more mental health and behavioral health outreach services; incentivize County provision of In-Lieu of Services in the CalAIM system change</li> <li>5) Funding for targeted homeless prevention programs that provide financial assistance, legal and housing navigation services</li> <li>6) Funding for employment, wage-earning programs for homeless people</li> <li>7) Funding for substance abuse services</li> <li>8) Support funding efforts for non-congregate shelter such as Safe Parking programs and allow existing rent subsidies sources to be used to subsidize the rent at these programs.</li> <li>9) Support funding for homeless services (e.g., the wrap around services necessary for transitional and permanent housing) and emergency shelters, as well as operating costs for permanent housing</li> <li>10) Investment in mental health treatment across the continuum of care, including efforts to support or encourage creation of additional board and care beds as well as subacute treatment and psychiatric skilled nursing facilities</li> </ol>
<b>Housing</b>
<p><u>Policy Priorities:</u></p> <ol style="list-style-type: none"> <li>1) Help promote and support housing legislation that provides incentives to approve more housing at various income levels; fight to appeal Article 34</li> <li>2) Support legislation that advances the creation or funding of affordable housing projects</li> </ol>



<ol style="list-style-type: none"> <li>3) Pursue updates to the State building code, if necessary, and to promote innovative forms of housing construction</li> <li>4) Reasonable reform to CEQA to streamline development and housing opportunities</li> <li>5) Support legislative and funding efforts relating to housing preservation and acquisition and operation</li> <li>6) Support legislative efforts to protect tenants and small property owners impacted by the COVID-19 pandemic</li> </ol>
<p><u>Funding Priorities:</u></p> <ol style="list-style-type: none"> <li>1) Support for soft-story seismic retrofits</li> <li>2) Funding support for housing programs that advance racial equity</li> <li>3) Funding for innovative programs to prevent displacement and address hazardous housing conditions</li> <li>4) Enhance funding of state programs for operating costs that support permanent affordable housing for individuals with area median income up to 120 percent (which includes extremely low-income up to moderate incomes, i.e., workforce housing).</li> <li>5) Enhance funding opportunities for existing state programs to help support bicycle and pedestrian infrastructure in connection to housing</li> <li>6) Develop a state funding program that can support small sites acquisition and rehab (like San Francisco)</li> <li>7) Expand funding for affordable housing on transit agency sites</li> <li>8) Support funding for remediation of hazardous sites (to make viable for housing)</li> </ol>

**Economic Development**

<p><u>Policy Priorities:</u></p> <ol style="list-style-type: none"> <li>1) Support for arts and cultural spaces, arts education, and outdoor commerce</li> <li>2) Measures providing for new tax increment financing opportunities (i.e., business district establishment)</li> <li>3) Efforts to encourage the development of sectors (and real estate sites) that align with quality job opportunities in local manufacturing, light industrial, bioscience, research and development, and other priority industry sectors. This includes environmental remediation of large industrial sites for redevelopment into research and development and/or life sciences uses.</li> <li>4) Cannabis Tax reform which includes lowering taxes and tax simplification</li> <li>5) Support efforts to address the digital divide</li> <li>6) Support legislation relating to Online Sales Tax Distribution Formula reform</li> </ol>
---

<p><u>Funding Priorities:</u></p> <ol style="list-style-type: none"> <li>1) Support for small business recovery, tourism/visitor recovery and other business sectors deeply impacted by the COVID-19 pandemic</li> <li>2) Support funding for Pacific Steel site environmental remediation</li> <li>3) Support funding for public landmarks (Civic Center, Veterans Building and Civic Center Plaza revitalization)</li> <li>4) Loan access for minority- and women-owned businesses who experience difficulties in accessing loans from private banks</li> </ol>
---

**Infrastructure**

<p><u>Policy Priorities:</u></p> <ol style="list-style-type: none"> <li>1) Support developing advanced technological infrastructure to address growing threats as well as expanded initiatives</li> <li>2) Funding for programmatic implementation of hardware and software to ensure security</li> <li>3) Funding for programmatic initiatives to advance use of technology in partnership with delivering cutting edge and strategic programs</li> <li>4) Funding for upgrading and updating outdated technological infrastructure</li> </ol>
---

- 5) Measures affecting funding for roads, transit, “last mile” projects and goods movement as well as alternative modes of transportation (bikes, ebikes, escooters, etc.)
- 6) Support efforts to help commuters and increase public transportation
- 7) Measures that tax ride sharing networks and help reduce vehicle congestion
- 8) Support regional transportation projects that would provide a benefit to the City and surrounding communities
- 9) Support for public infrastructure in the Waterfront including Pier and Marina, Maudelle Shirek (Old City Hall), Veterans Building, African American Holistic Resource Center, and San Pablo Park and Pool
- 10) Increasing resiliency of public infrastructure from threats of climate change
- 11) Support for public infrastructure that supports ADA access to all City facilities including buildings, Right of Way, and Parks
- 12) Support equity in infrastructure by improving City facilities and amenities in South and West Berkeley

Funding Priorities:

- 1) Increased funding for bicycle and pedestrian safety improvements
- 2) Increased funding for undergrounding
- 3) Increased funding to address wildland urban interface
- 4) Funding to electrify and add e-charging in public facilities and for the public fleet and to provide public e-charging stations
- 5) Funding for the Safe Routes to School program
- 6) Funding for improving, restoring and enhancing public infrastructure including landmark sites (e.g., Maudelle Shirek)
- 7) Funding for lifting equity through an African American Holistic Resource Center
- 8) Funding to enhance and build low income neighborhood recreation facilities to address neighborhood youth engagement and enrichment. (i.e., San Pablo Park and Pool)
- 9) Funding for cyber security and necessary, related technological improvements

**Public Safety**

Policy Priorities:

- 1) Support automated speed enforcement legislation and to seek alternatives to sworn traffic/parking enforcement
- 2) Support disaster preparedness, training, response, and resilience efforts
- 3) Criminal justice reform
- 4) Support additional efforts to help prevent violence such as mental health services, supporting street outreach teams, focusing on other individuals before they are at risk
- 5) Support efforts that reimagine public safety and incorporate community-based organizations to help address problems
- 6) Support efforts to increase peace officer accountability and provide a means of decertifying police officers who engage in serious misconduct

Funding Priorities:

- 1) Support funding opportunities for traffic enforcement efforts
- 2) Support funding opportunities for violence prevention services
- 3) Support funding opportunities for dispatch and service redesign or expansion
- 4) Support wildland fire mitigation grants to support home hardening, vegetation management and suppression and response such as low or no-interest loan/grant programs to assist homeowners in clearing hazardous vegetation and hardening homes in high fire hazard zones
- 5) Support funding opportunities for community paramedicine and alternative destination protocols
- 6) Support funding/resources for analysis, development and implementation of road network for wildfire evacuation programs
- 7) Support funding for park access and ADA amenities

- 8) Support funding for law enforcement engagement and community-centered collaborative approaches in support of reimagining public safety efforts (Specialized Care Unit)

### Sustainability

#### Policy Priorities:

- 1) Support legislative efforts to incentivize Low-Carbon Construction: ability to and tools for incentivizing lower-carbon construction with fees from higher-carbon construction projects.
- 2) Support legislative efforts relating to electric bicycles: legislation to subsidize electric bicycle purchase, in coordination with electric vehicle subsidies.
- 3) Measures that provide new tools and potential revenue opportunities to address illegal dumping
- 4) Measures that support regional planning for a climate change strategy

#### Funding Priorities:

- 1) Support technological advancements that reduce our draw on paper and nonrenewable resources
- 2) Support development of software infrastructure to support current and emerging initiatives in the most sustainable way possible
- 3) Funding for enhancing capacity in Information Department to support ongoing movement towards sustainable systems that require forward thinking processes and modern technological systems
- 4) Support funding to address sea level rise along waterfront and Aquatic Park (inclusive of state lands)
- 5) Support funding for electrification and seismic retrofitting of care and shelter facilities
- 6) Support for reaching Climate Action Plan, Clean Water, and Resilience Plan goals
- 7) Support funding and regulatory changes to advance for emergency readiness, particularly in relation to public health

### Miscellaneous

#### Policy Priorities:

- 1) Support legislative efforts to make changes to the Brown Act to help encourage greater public participation and further encourage online meetings
- 2) Support legislative efforts to address the way ballot measures are formulated, worded, and advertised
- 3) Support funding for emergency readiness, particularly in relation to public health

### **One Time State and Federal Funding Priorities for “Member Request” Consideration**

As we have seen at both the Federal and State level, new initiatives and various funding opportunities have taken form over the last year. As an example, there is the possibility of an increase in federal infrastructure grants being available in 2022 should Congress pass the two pending infrastructure bills. This also includes both legislative provisions that direct approved funds to be spent on specific projects, sometimes referred to as “Member Requests” or “Congressionally Directed Spending”.

As it relates to state and federal “Member Requests”/ “Congressionally Directed Spending”, our recommended strategy is for the adopted Legislative Platform to include a handful of funding buckets that capture various project themes. This provides the City with the highest amount of flexibility as it is important to not only reflect the priorities of the state and federal lawmakers who sponsor these requests, but also to ensure that the City’s projects fit the eligibility requirements of the various state and federal funding sources.

These buckets include:

- *Affordable Housing/Homelessness* which could include funding for encampment efforts, mental health efforts, gap funding for affordable housing projects,

- *Infrastructure Improvements* which could include funding for enhancements to the Berkeley Marina and Piers, active transportation enhancements, and other related items.
- *Climate Resiliency* which could include funding for urban forestry interface, cooling centers, HVAC upgrades, and other related items.

**Process for Reporting/Next Steps**

In addition to weekly legislative updates and other communications we send to the City Team, TPA suggests verbal reports to the City Council when the State Legislature is on recess. For example, we would report out in April while they are on Spring Recess, during July while they are on Summer Recess, and in November or December when Session has concluded.

Due to the ever-changing nature of legislation in Sacramento and Washington, TPA will provide monthly updates which can be shared with the City Council.