



MEMORANDUM

Date: February 26, 2016

To: Mayor and City Council
Boards and Commissions
City Employees

From: Nelson Fialho, City Manager

Subject: City Manager's Newsletter

On Wednesday, February 24, 2016, the Mayor gave the State of the City address and the City's Annual Report was released. In the Mayor's address, he shared many reasons to be "Pleasanton Proud!" The state of our City is great – and the future holds bright opportunities and planned progress. This can be credited to an engaged community, great leadership, and a commitment at all levels of the organization.

There are many projects and services highlighted in this week's newsletter that can make us "Pleasanton Proud" as we continue to provide our community an incredible place to live, work and play.

I have provided a link to the State of the City Address transcript ([2016 State of the City Speech](#)) and a link to the Annual Report ([Annual Report](#)) for you to enjoy.

ECONOMIC DEVELOPMENT SPOTLIGHT

After several years of inactivity, redevelopment of the property at 725 Main Street is moving ahead toward construction of a new building. The 4,500 square foot, two-story building will accommodate one to two tenants, offer outdoor seating and an upper level terrace, which will be sure to add interest and activity to downtown Pleasanton.

The property was purchased by a local commercial property owner who worked with City staff on the project's design, and last year received approval for the building. Final construction plans are nearing completion and the owner is now considering prospective retail and restaurant tenants. I am told that construction will not start until retail and restaurant tenants have been selected.



HUMAN RESOURCES SPOTLIGHT

The City of Pleasanton 2015-2016 Leadership Academy met for its fifth session earlier this month, where participants heard from Dr. Frank Benest, a former City Manager and noted trainer, on the topic of, "Communication Skills – Story Telling." Dr. Benest led the class through a discovery process emphasizing why story telling is an effective way to communicate ideas, particularly in the challenging political environment local government can offer. Academy participants engaged in exercises to tell their own stories, enhance their presentation skills and gain tools necessary to be heard and to communicate clearly. Dr. Benest's dynamic style also encouraged participants to communicate for success by considering the "why" – how leading with the "why" enhances communication and inspires action. In next month's session, Academy participants will have the opportunity to be exposed to some nuts-and-bolts topics in local government: writing staff reports, City finances and Brown Act/Public Records Act – all topics presented by in-house, Executive Management staff.

EXECUTIVE TEAM SEARCH UPDATE

The City has been engaged in a search for two Executive Team members; a Library Director and City Attorney. The appointment of a Library Director is expected to be announced next week; look for an email and press release. On Monday, the City Council will be interviewing candidates for City Attorney. It is anticipated that an announcement regarding an appointment to this position will come in about four weeks.

FIRE DEPARTMENT SPOTLIGHT

The Livermore-Pleasanton Fire Department (LPPFD) is in the process of interviewing entry level Firefighters for an upcoming academy scheduled to begin in April 2016. The recruitment process began in October 2015 with 148 Firefighter/Paramedic and 964 Firefighter/EMT applicants. Applicants were required to pass a physical agility test, written examination, and several oral board panel interviews to be selected into the next academy. Successful candidates will participate in a challenging 16-week academy and receive training in all risk areas such as swift water rescue, hazardous materials response, vehicle extrication, wild land firefighting, firefighter survival, and a host of other skills. The department takes great pride in providing the highest level of service to the residents we serve and only those candidates who demonstrate they are committed to the high standards expected will graduate from the academy and wear the Livermore-Pleasanton Fire Department Badge.

LIBRARY SPOTLIGHT

You've just heard the buzz about the latest bestseller or blockbuster movie and are desperate to read or watch it, only to discover that there are dozens of holds on the library's copies. Don't be discouraged, the Pleasanton Library now has a Lucky Day collection of the newest, most popular and in-demand books, DVDs and CDs. You won't see this collection listed in the Library's catalog; it is available only in the library. Lucky Day books and CDs may be checked out for three weeks and DVDs for seven days. No holds are allowed on Lucky Day items and they can't be renewed, so this collection is available more frequently. New titles arrive weekly and the display changes daily. Drop in at the Library and check out the Lucky Day display to see what's hot, new and interesting. This could be your lucky day!

POLICE DEPARTMENT SPOTLIGHT

In response to the officer-involved-fatal shooting of Johnathon Deming Jr. on July 5, 2015, at the Specialty Sales Classics auto dealership at 4321 First Street, the Alameda County District Attorney's Office conducted a thorough seven-month long investigation. As is normal protocol in police shootings, the D.A.'s investigation was independent of the police department's own criminal and internal investigations. The District Attorney's Final Report, which was issued on February 22nd, concluded that Pleasanton Police Officer Daniel Kunkel acted in lawful self-defense in the shooting, stating: "the evidence is overwhelmingly consistent with Officer Kunkel's account of his initial encounter and altercation with Mr. Deming Jr." The Report further found that "the

evidence supports the conclusion that Officer Kunkel acted under the actual and reasonable belief that Mr. Deming Jr. posed a threat of death or great bodily injury to him.”

While this shooting has been deemed to be self-defense and legally justified, it was a tragedy nonetheless. The use of force by an officer is a last resort and not something that any officer wants to exercise. Our Police Department remains committed to partnering with all facets of the community to reduce violence by identifying and addressing the underlying causes. Through continuous training and evaluation of our protocols, we seek to continue to build the trust of those we serve.

EXPANDED DENTAL SERVICES FOR UNDERSERVED RESIDENTS

In 2011, the Cities of Dublin, Livermore, and Pleasanton joined together to conduct a broad-based assessment of human services needs in Eastern Alameda County. A key area of need identified was health care and within that context, dental care. In April 2015, the Pleasanton City Council made this issue one of their Council Priorities giving support to begin addressing this need.

On October 1, 2015, City staff convened a Key Stakeholders’ Meeting to begin a regional discussion regarding needed dental services for the underserved in the Tri-Valley. Key Stakeholders represented the City of Dublin, Livermore, Pleasanton, Alameda County, Congressman Swalwell, Axis Community Health, CAPE (Head Start), Pleasanton Dentists, and the Southern Alameda County Dental Society. An exciting outcome of this meeting was that Axis Community Health agreed to pursue the creation of a dental clinic that will serve Dublin, Livermore and Pleasanton.

On October 9, 2015, the three cities sent a joint letter to Supervisor Haggerty’s office requesting Measure A funding to support the creation of a dental clinic in the Tri-Valley. Supervisor Haggerty’s office was able to secure a set aside of \$300,000 in Measure A funding over the next 3 years (\$100,000 annually), to support the creation of the dental clinic.

Currently, Axis Community Health is working with each of the Tri-Valley Cities to secure local funding through City Grant and other funding allocation processes. With this funding, Axis will commission a feasibility study and business plan, which will inform the projects next steps. It is our hope that if additional funding can be secured, this project will be completed in a two to three years’ time frame.

PLEASANTON PIONEER CEMETERY UPDATE

In November 2014, the City Council adopted the Pleasanton Pioneer Cemetery Master Plan and allocated \$170,000 to begin implementation efforts – Priority 1 Tasks. The Community Services Department has been managing the Master Plan Implementation efforts and is working closely with the Engineering Department and the Parks Division.

Shortly after the purchase of the cemetery in 2007, the City entered into a contract with Catholic Funeral and Cemetery Services (CFCS) to provide burial services and expanded the contract to include sales after the expansion of the cemetery inventory in 2008 by adding the South Hill area to include 202 casket plots and 202 cremain niches. Current remaining inventory on the South Hill includes 143 casket plots and 108 cremain plots.

Our current Cemetery Services provider, CFCS, is no longer interested in continuing to provide sales and record keeping for the City. Transitions of sales and financial information along with burial records is ongoing and anticipated to be completed by June 30, 2016. Staff is evaluating options on how to proceed with this portion of the cemetery services.

Grave Mapping has been challenging as records received from the previous owners were incomplete and paper records are not available for all the people who purchased plots and who are interred at the Cemetery. Initial mapping, conducted by CFCS and the City, was completed by taking a picture of every gravestone and then using the City's GIS Mapping system to create a site map that linked gravestones to specific locations, and if paper documentation were available, the information was attached to the gravestone/location. In addition, a survey of the entire cemetery was completed using ground penetrating radar to determine whether bodies might be buried in unmarked graves. Several locations were identified. The ability to provide grave mapping with a 1 to 1 correspondence in the old section of the cemetery is limited due to the lack of complete records. The new South Hill section will be able to be mapped to a 1 to 1 correspondence with who purchased the plot and the exact names and location of each person interred.

Staff is currently working on developing a Request for Proposal for a Cemetery Management Software System. This system will provide GIS/Mapping, Record Keeping, Point of Sale, as well as an Internet or web based interface so members of the public will be able to query the records. This software will be able to interface to a kiosk or smart phone. Acquisition of a Cemetery Management Software System is planned for May 2016.

LUND RANCH REFERENDUM

On January 5, 2016, the City Council approved the Lund Ranch rezoning and planned unit development plan for 43 new single family homes and 174 acres of open space on a 195-acre parcel at 1500 Lund Ranch Road. Petitioners submitted to the City Clerk a referendum petition against the project and the petition was transmitted to the Alameda County Registrar of Voters to validate the signatures. That process is ongoing.

If the referendum petition contains valid signatures of at least 10% of the registered Pleasanton voters, then the City Council must decide whether to rescind the ordinance approving the project or submit the project to the voters (which could occur at the June 7 or November 8 election).

CIVIC CENTER MASTER PLAN PROCESS

The Civic Center/Library Master Plan Task Force was appointed by the City Council in the spring of 2015 to explore and evaluate options for providing a new library and civic center complex. The Task Force is comprised of two Council members, representatives from the Planning, Parks and Recreation, Library and Youth Commissions, representatives from the Economic Development Committee, the Pleasanton Downtown Association, and two at-large members. The Task Force has discussed their vision for what a new library and civic center should be, reviewed previous planning efforts, heard from a library "futurist," reviewed other civic centers and libraries, reviewed a building program for future library and civic center needs, and begun to explore site planning options on both the existing civic center site and a potential new location on the northwest corner of the Bernal property. The Task Force hopes to make their final recommendations to the City Council in mid-2016.

ADDITIONAL TENNIS COURTS AT THE TENNIS AND COMMUNITY PARK

Construction is planned to begin this August on two new Tennis Courts at the Tennis and Community Park, to be completed by November 2016. Staff is in the process of hiring a landscape architect firm to perform the design work. A selection committee, comprised of Matthew Gruber - Landscape Architect, Steve Kirkpatrick - Engineering Director, Stan Gibson - Parks Superintendent, Susan Andrade-Wax - Community Services Director, Mark Spiller - Community Services Manager, and a representative of Tennis Park contractor, Lifetime Tennis, has invited two Landscape Architect Firms for an interview on February 24, 2016. Design work will be completed by May 15 and construction bids are due by late June. A recommendation to award the construction contract will be presented to City Council on July 19, 2016.

DOG PARK

Coming this fall, a 1.5 acre Dog Park will be constructed adjacent to the parking lot off West Lagoon Road that serves the Marilyn Kane Trail. This fenced, off-leash dog park will be divided into two areas, one exclusively for small dogs, and the other for larger dogs. Amenities in each area will include dog play structures, benches, shade structures, doggy waste stations, and water stations for dogs to drink. As originally planned, a second shade structure and an expansion to the existing parking area were to be additive bid Items - and built only if funding permitted. Due to a generous donation by Planning Commissioner Nancy Allen, the second shade structure is now included in the base bid.

The parking lot expansion remains an additive bid item. It should be noted that there are many trees and additional landscaping that will be planted around the dog park area that will eventually provide shade and some privacy screening. The project should be bid by April 1st and awarded by mid-June with construction starting in July 2016.

MARILYN KANE TRAIL – TREE PLANTING IMPROVEMENTS

Bernal Community Park Phase Two includes the planting of approximately 1,100 oak trees native to this region of California. These trees are mostly different types of oak trees and create “The Oak Woodland.” These California native oak trees do not require irrigation as they are able to thrive with normal rainfall after they become established. During the two to three year establishment period, they will be hand watered by utilizing a water truck and recycled water from the DSRSD plant. Due to the competitive prices received through the bid process of the Bernal Park project, the City asked if the contractor would be willing to extend their unit prices and plant another 200 trees in the Marilyn Kane Trail area. The contractor affirmed and a contract change order was written for the additional tree planting. The lay-out of the planting and tree specimen selection was accomplished by the City’s Landscape Architect Matthew Gruber. Planting is currently underway and should be completed by mid-March, which is the ideal time of year for tree planting.

“PLAY BERNAL” FUNDRAISING CAMPAIGN

The Play Bernal Campaign is a consortium of field sports organizations in Pleasanton representing over 8,000 youth sports participants and 3,000 families. The funds raised through this campaign will help offset the sports clubs’ \$2 million obligation towards financing the expansion of the new sports complex at Bernal Community Park. The expansion of the Sports Complex will be approximately 16 acres and will include 3 artificial turf, lighted sports fields, parking, an equipment storage building, restrooms, picnic areas, playground area, lighted pathways and infrastructure that will be able to accommodate a concession building in the future. The fields will be suitable for football, lacrosse, rugby, soccer, softball and baseball practices/tryouts. All ages and levels (recreational and competitive) will get an opportunity to play on the fields.

The Play Bernal Campaign is seeking sponsors and donors who want to support youth sports in the community. There are four major naming opportunities (sponsorships) available: Sports Complex Sponsor, Stadium Field Sponsor, and two Field Sponsors. Recently, both Patelco Credit Union and Stanford Health Care have submitted a deposit to “reserve” one of the major naming opportunities so that they can proceed with negotiations. Although other major corporations have also expressed interest, they have not submitted their offers. In addition, the Campaign also offers the opportunity for individuals and families to donate and be recognized on the Donor Wall within the Main Plaza area. To date, 70 individuals and/or families have donated over \$47,000 towards the project. Please visit our website at <http://www.playbernal.org/>

YOUTH IN GOVERNMENT DAY

The City of Pleasanton, in partnership with the Pleasanton Unified School District, is proud to present its annual “Youth in Government Day,” to be held on Tuesday, March 8th from 8:00 a.m. - 3:00 p.m. at the Firehouse Arts Center. The goal of the day is to stimulate interest in community governance and assist in the understanding of the democratic process. It also allows students to have an opportunity to understand the variety of careers available through municipal government and the school district. Pleasanton high school students are selected by their teachers and administrators to spend the day participating in two job shadowing opportunities, networking, and learning about the City and District leadership. This year, we have 79 students registered to participate in the program which is a 36% increase over last year's event. For more information visit <http://ptownlife.org/youth-government-day>

IRBY RANCH DEVELOPMENT

The Irby Ranch Development is a proposal to develop approximately 110 single-family homes, a potential affordable residential community, and streets and public open space on a 6-acre site near the intersection of First Street and Stanley Boulevard and north of Arroyo Del Valle. As part of the project, Nevada Street would be extended to Stanley Boulevard from its current terminus near California Avenue. Staff received a preliminary submittal from the applicant, Concentric Development, in 2015 and has been working closely with the design team on issues of circulation, historic resource protection, riparian area conservation, and architecture. Concentric Development is also discussing a partnership with Sunflower Hill, an organization dedicated to developing housing for individuals with autism, to potentially occupy the affordable housing component of the project. The applicant team is currently refining the project design. Next steps will include a workshop at which the Planning Commission will provide early feedback on the project.

MASONIC LODGE TRANSFER OF OWNERSHIP AND SUBSEQUENT CUP PROCESS

The Masonic Lodge has occupied a building located at 3370 Hopyard Road since the late 1970s, and the Masons are currently in the process of selling the property. In February 2016, Chabad of the Tri-Valley, a local Jewish learning and cultural organization, submitted an application for a Conditional Use Permit to operate synagogue services, child care, adult education, Hebrew/Sunday school, and other activities within the building currently occupied by the Masons. Staff is currently reviewing the application for neighborhood compatibility, use of outdoor space, parking adequacy, and other issues. After the applicant submits additional information requested by staff, the application will proceed to the Planning Commission, which will consider the proposal in the context of conditions designed to ensure that the new use is an appropriate fit for the neighborhood.

VALLEY TRAILS PUD APPLICATION

Ponderosa is currently proposing to develop a residential project on a 9-acre site occupied by the Evangelical Free Church of Pleasanton at 6900 Valley Trails Drive. The initial submittal included a gated community consisting of 43 single-family homes designed for seniors and adjacent open space. The applicant is currently meeting with interested neighbors and revising elements of the project in response to staff comments and neighborhood input. After submittal of a revised application by Ponderosa, the Planning Commission will review the project at a workshop.

DOWNTOWN HISTORIC NEIGHBORHOOD SIGNS

Signage will soon be installed to recognize the five historic Downtown neighborhoods. A total of 10 signs indicating “Historic Neighborhood” will be installed at various locations downtown. The signs will match the design of the existing “More Shops” signs that are currently located on Main Street and will be attached to existing poles (light poles and traffic signal poles) or on new poles, where needed. The signs are being fabricated and installation should begin in March 2016.

ALTAMONT REGIONAL RAIL WORKING GROUP

The cities of Dublin, Pleasanton, Livermore, and Tracy, as well as Alameda and San Joaquin Counties are working with BART, LAVTA and ACE to address the congestion along the Altamont Corridor. One of the primary goals of this working group is to expedite the BART to Livermore project and identify and secure the additional funds necessary to complete the BART to Livermore Project. The Working Group will also provide guidance to the proposed route changes by LAVTA and work with ACE and the High Speed Rail Authority on upcoming projects.

BIKE AND PEDESTRIAN MASTER PLAN PROCESS

The Pedestrian and Bicycle Master Plan, adopted by City Council in January 2010, requires an update every 5 years. Staff solicited proposals and awarded a consulting contract for the update in the fall of 2015. The Pedestrian, Bicycle and Trails Committee is serving as the steering committee for the Plan update and has identified some specific goals, including an update to the high priority project list and the creation of a prioritization process to help guide the selection of the pedestrian and bicycle improvements to be constructed with the limited available funding. As part of the update, the City held the first of three community workshops in December 2015 and received community input on existing conditions and potential improvements.

Staff is continuing to work with the consultant to update the Programs, Practices and Policy sections of the Plan. These sections of the Plan, along with a benchmarking assessment and a new "traffic stress" analysis tool (measures the comfort level of pedestrians and bicyclists as an alternate to a "Level of Service" standard), will be brought to the Pedestrian, Bicycle and Trails Committee in March 2016. A second community workshop will be held in late spring and a City Council workshop will be held in mid-summer to receive input and direction. The update to the Master Plan is anticipated to be completed in December of 2016.

DROUGHT STATUS AND EXPLORATION OF ADDITIONAL WATER SUPPLIES

On February 2, 2016, the State Water Resource Control Board adopted a revised emergency regulation to ensure that urban water conservation continues in 2016. The Emergency Regulation extends the existing May 2015 Emergency Regulation through October 2016. However, the State Water Board has yet to finalize any changes that are being considered to the regulations. The City of Pleasanton is still required by the State to conserve 24% of its water usage as compared to 2013. Currently, we are still in a Stage 3, mandatory 25% reduction in water usage, as compared to 2013; all prohibited water activities are still effect; and excess use penalties will resume and be applicable to any water used after March 1, 2016. The City Council will receive a drought and water conservation update at its March 15th meeting.

As an outcome of the Tri-Valley Water Policy Roundtable Committee meetings, participating agencies (Cities of Pleasanton and Livermore, Dublin and San Ramon, Dublin San Ramon Services District, Zone 7 Water Agency and California Water Service Agency), commissioned FM3 Consulting to conduct a resident survey concerning potable use of recycled water. The survey, conducted in November 2015, concluded that residents are familiar with recycled water and are open to using purified recycled water, mixed with potable water as an alternative drinking water source. At its meeting on February 11th, the Roundtable Committee was presented with the survey results and recommended a feasibility study on indirect potable reuse and a public education campaign, to be facilitated jointly. Staff from each agency will work collaboratively to develop a scope of work to select a consultant to assist with the study and public education campaign.

I hope you enjoyed reading this edition of the newsletter. If you have any questions please feel free to contact me at nfialho@cityofpleasantonca.gov or (925) 931-5002.

Nelson Fialho
City Manager