

## **Minutes of the Special Meeting of the Oakley City Council**

**Monday, March 10, 2014**

**6:30 p.m.**

**Freedom High School Multi-Purpose Room  
1050 Neroly Road, Oakley, California 94561**

### **1.0 Mayor's welcoming remarks**

Mayor Randy Pope welcomed the public, City Council and City staff to the meeting. City Council members in attendance were Mayor Randy Pope, Vice Mayor Doug Hardcastle, and Councilmembers Diane Burgis and Kevin Romick. City staff in attendance included City Manager Bryan Montgomery, Finance Director Paul Abelson, Assistant to the City Manager Nancy Marquez, Chief of Police Dan Gomez, City Clerk/Paralegal Libby Vreonis, City Engineer Kevin Rohani, Chief Building Official Brent Smith, Recreation Manager Lindsey Bruno, Senior Planners Josh McMurray and Ken Strelo, Assistant Engineer Jason Kabalin, Len Morrow, Parks and Landscape Supervisor, Records Management Clerk Kim Carmody, Receptionist Lacy Adkins, Recreation Technician Cindy Coelho, Senior Accountant Janielyn Bayona and Administrative Assistant for Police Services Marisa Aguilar.

### **2.0 Pledge of Allegiance to the Flag**

Mayor Pope led the Pledge of Allegiance to the Flag.

### **3.0 Introduction of Goals for the Evening**

Mayor Pope explained there are six focus area workshops set up to discuss the City's goals for the 2014-2016 Strategic Plan and everyone will have the opportunity to attend three focus area workshops of their choosing. He encouraged public input and explained that a comment card can also be completed for staff follow up. The following focus area workshops were provided:

- Business Job Growth/Downtown & Main St. Revitalization & Enhancement
- Planned, Quality Growth
- Community Infrastructure & Traffic Safety
- Public Safety
- Parks, Streetscapes & Recreational Opportunities
- Community Outreach, Communication & Participation

Mayor Pope also encouraged residents to provide input via email or other online sources.

#### **4.0 Participation in Focus Area Workshops**

Six focus area workshops were set up and three sessions were available for each workshop. A handout was provided at each workshop to attendees, outlining the proposed 2014-2016 Strategic Plan action items for each goal. The handouts are attached herein. City staff sought public input on each goal and action item. The following matters were discussed:

##### Business Job Growth/Downtown & Main St. Revitalization & Enhancement

- Availability and location of space for business (retail, commercial)
- Status of former CentroMart building
- Landscaping on Laurel Road provides a nice welcome to the City and could be a model for other entry points
- Vacant land needs to look more available for business (retail, commercial)
- Desire for an entertainment center/movie theatre (something to do) in Downtown
- Support for a library in Downtown as a community gathering location
- Desire for a major sporting goods retailer at River Oaks Crossing
- Desire for a winery with entertainment/concerts; provide more focus on existing vineyards and Oakley's heritage
- DuPont property is a future job producing site
- Hiring of Economic Development Manager
- Opportunities to benefit from Power Plant, Recycled water, if constructed
- Private funding needed now due to loss of RDA funds
- Zoning laws in relation to types of businesses allowed
- Commercial opportunities at East Cypress corridor
- Incentives for businesses to come to Oakley
- Continuing improvements on Main Street
- Façade improvement program to help businesses improve their facilities
- Shop Oakley first and benefits of supporting local businesses
- Desire for more variety of businesses (too many fast food establishments)
- Status of businesses at Laurel Road and O'Hara Avenue
- Main Street MPH and parallel parking
- Chamber of Commerce events-discontinuation of Almond Festival and Citizen of the Year events; implementation of new Spring Into Oakley event
- Partnering with Los Medanos College for job training and vocational programs
- Quality housing developments to attract quality residents

##### Planned, Quality Growth

- Developer requirements
- Lot sizes
- Use of local labor
- Existing land uses
- Land preservation
- Opportunities and challenges in next 3-5 years

- Remaining number of homes to be built
- Flooding issues on Sellers Avenue
- Larger side yards to park vehicles, RVs, boats
- Maintaining high standards for zoning
- Sidewalks on Live Oak
- Noise ordinance (barking dogs, etc.)
- City of Oakley compared to neighboring cities
- Housing requirements
- Providing services (schools, police and fire protection, recycled water, etc.) in relation to new homes being built
- ABAG/Housing element numbers
- Desire for community center
- City's General Plan (when it is updated and how it differs from neighboring cities)
- Storm drain systems at Brownstone
- Support for extending Downtown development east and west
- Safety of minors near railroads
- Burroughs property
- Support for HOAs/gated communities

#### Community Infrastructure & Traffic Safety

- Brownstone Road (overhanging trees, desire to widen road, install sidewalks and speed bumps, requests to not increase speed limit and keep it a rural area-no more building)
- Speeding on W. Cypress near Sunshine House pre-school
- Widen Cypress Road
- Widen Laurel Road to Sellers Avenue
- Traffic from Bethel Island into Oakley; Neroly pass through to Main Street
- Follow up meeting on Brownstone Road concerns on Monday, March 24 at 6:30pm at Freedom High School
- Safety of minors in East Cypress Corridor (more crossing guards needed, sidewalks needed so children do not have to walk in bike lane, railroad crossing arms needed, crosswalk lights need to be repaired at intersection of Main Street and E. Cypress, and vehicles need to slow down-speeding and running red lights)
- Possibility of staggering intersection lights at E. Cypress and Main Street
- Residential parking permit program to be implemented
- Install medians from Bridgehead Road heading west
- Effect on residents of Sellers Avenue with regard to frontage improvements
- Laurel Road and Main Street speed radar sign before Creekside Park-blinking 25MPH when speed limit is 35MPH
- Desire to slow traffic on Vintage Parkway, install speed bumps
- Desire for relief of traffic congestion at Vintage Parkway and Big Break Road due to passing trains
- Desire for sidewalks on Empire Avenue opposite Diamond Hills Sports Club
- Updating the community about project start and finish dates, who is responsible for sidewalks and sidewalk programs
- Alternate routes for traffic during events and festivals in Downtown
- Landscape projects to co-exist with farming equipment (farming community)

## Public Safety

- Desire for updates via social media and City website, weekly log
- Public assistance to keep watch and report crimes
- Mail thefts
- Animal poisoning
- Speeding near Freedom High School
- Parties in Vintage Parkway neighborhood and community parks
- Police contract services
- Parking issues at O'Hara Avenue and Brownstone Road
- Desire for water hydrants on Brownstone Road
- Desire for more police officers
- Schools and Police Department working together
- Request to research and implement Volunteers in Police Service (VIPS) program

## Parks, Streetscapes & Recreational Opportunities

- Laurel Ball Fields (desire for sidewalks, expand parking lot, add more fields, portable restroom near farthest field from parking lot)
- Desire for fishing derby in Oakley (not Antioch)
- Desire for City wide bike lanes and trails, routes and loops for trails and horse trails
- Desire for dog park (with 6 foot fence)
- Desire for more youth programs
- Desire for swings at parks
- Vintage Parkway park in need of repairs (access to basketball area, triangle structures, lighting)
- Vandalism at skate parks and other areas (increase patrol efforts, offer mural projects instead of graffiti)
- Desire for more fishing opportunities from land
- Positive feedback on City landscaping
- Plans for Dutch Slough Redevelopment
- Provide community information through social media for neighborhood groups
- Desire to increase recreation programs offered

## Community Outreach, Communication & Participation

- Support for Citizens Academy
- Promote awareness of Oakley On Demand (advertise in newsletter)
- Desire for more opportunities for youth to be involved in community
- Inform public of closed session requirements (what is allowed in closed session)
- Support for community calendar (advertise in newsletter)
- Provide information on committees (contact, meeting dates/locations, etc.)(place on website and advertise in newsletter)
- Bridge disconnect about City's money-where it comes from and where it goes
- Inform residents about "blight" ordinances (what is allowed and what is not)
- Residents to take responsibility to contact City with concerns

- Increase educational campaigns to inform residents who they can contact for specific situations (City, County, other agencies) to provide PD some relief
- Increase and enhance neighborhood watch programs
- Add Community College District to action items 8.c., 8.d. and 8.e.
- Interest and support for more neighborhood beautification projects
- Support for local radio station (rent radio frequency)
- Support for City YouTube channel
- Promote Oakleyinfo.com at every opportunity (include a link after every paragraph in newsletters, place on marquee, etc.)
- Support local businesses using TVs in businesses that advertise local businesses (see Brentwood model)
- Organize more events to encourage City participation (i.e., youth art competitions, Cityhood Celebration)
- Consider permanent marquee at Laurel Road off ramp (this is the location where many saw the advertisement for the Strategic Plan meeting)

## **5.0 Concluding Comments/Wrap-Up**

Mayor Pope announced raffle prize winners. He thanked everyone for attending and for their input and encouraged residents to continue to be involved and to contact City staff and City Council members with further input. He invited everyone to attend the next City Council meeting to be held Tuesday, March 11 at the City Council Chambers at 6:30 p.m.

## **6.0 Public Comments**

### Online Comment Forms

No online comment forms were submitted.

### Public Comment Cards

Theresa Citro, Mike Citro, Marilyn Tiernan, Kevin Tiernan, Joseph Canada, Sr. and Joseph Canada, Jr. requested the City Council consider not increasing the speed limit on Brownstone Road, installing speed bumps to slow traffic, and improving and/or widening the road.

## **7.0 Adjournment**

There being no further business, the meeting was adjourned at 8:07 p.m.

Respectfully Submitted,

Libby Vreonis  
City Clerk

## Area of Focus #1: **BUSINESS AND JOB GROWTH**

**GOAL:** *We will aggressively attract, retain and grow business, both retail and job producing business.*

### Action items:

- 1.a. Complete action items in Economic Development Work plan
- 1.b. Continue to work with DuPont Staff and the Planning Division to coordinate the entitlements and CEQA work for DuPont site and facilitate the return of the property as an asset to the community
- 1.c. Assist with the disposition of former Redevelopment Agency properties including the former PG&E property & others, to maximize value and encourage beneficial development
- 1.d. Facilitate the development of the City-owned property located at Empire Road and Neroly Road
- 1.e. Work with the commercial real estate broker community and property owner to facilitate locating a developer for the "River Oaks Crossing" property
- 1.f. Expand comprehensive rebranding of Oakley and utilize the outcome of a branding strategy to help attract new businesses
- 1.g. Work with the commercial real estate broker community and property owner to facilitate the development of Laurel Plaza
- 1.h. Hire an Economic Development Manager
- 1.i. Identify various funding mechanisms for business development and incentives
- 1.j. Attract "anchor stores" quality and sustainable new businesses that create "need" to come to Oakley and allow for residents to remain in Oakley to shop
- 1.k. Educate regarding the limitations & factors involved in attracting businesses
- 1.l. Emphasize "Shop Oakley First" year round
- 1.m. Focus on attracting schools and vocational programs
- 1.n. Provide "courtesy" inspections for potential businesses

## Area of Focus #4: **DOWNTOWN & MAIN STREET REVITALIZATION**

**GOAL:** *We will facilitate the continued development and redevelopment of the Downtown and beautify and preserve the Main Street commercial corridor.*

### Action items:

- 4.a. Improve and enhance landscaping along Main Street, including new medians
- 4.b. Develop Downtown "Miscellaneous" Improvements Plan that could include holiday lighting, decorative lighting, benches, and trash receptacles ("street furniture")
- 4.c. Install City gateway signs and beautify gateways
- 4.d. Install Gateway arch/signage
- 4.e. Use Downtown Specific Plan (DSP) to guide all development
- 4.f. Develop a Revolving Loan Program for improved and consistent façade and signage improvements for Downtown corridor
- 4.g. Encourage development of Downtown parking as adopted in DSP
- 4.h. Address blight through implementation of the DSP
- 4.i. Actively engage stakeholders to bring events (i.e. Farmers Market, Heart of Oakley Festival, etc) to the Downtown and support and promote it to bring locals and visitors to Downtown and create a synergy amongst the City, merchants, residents and community groups.
- 4.j. Expand and improve the Heart of Oakley Festival each year
- 4.k. Prepare a "visioning" conceptual drawing of future development of Downtown

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## **BUSINESS AND JOB GROWTH**

The City of Oakley has some unique challenges as it relates to business and job growth; nevertheless, significant work has been done over the years in preparing a foundation for future economic growth and development. This work includes the installation of the core physical infrastructure of roads, storm drainage, water, sewer, parks, and higher-quality residential development. Also included is the important work of providing effective police and other public services that make Oakley a more attractive place to live and do business.

Some of the challenges as it relates to retail development involve:

- our relatively small population (50,000 is often mentioned as a target for retailers)
- the retail saturation in Brentwood and Antioch
- unrealistic prices being placed on undeveloped retail properties
- our trade area is not a 360°, but a 180° -- it is truncated by the River to the north

Some of the challenges of our likely “job-producing” locations:

- poor infrastructure at light industrial areas
- protracted clean up and marketing of the former Dupont plant site
- some property owners expecting a much higher sales price for their properties than the market will bear
- lack of funding for incentives to develop

The City is recruiting for a full-time position dedicated to facilitating the City’s business and job growth efforts. This person will be very helpful in coordinating the completion of the specific action items related to this goal. In these efforts it is important to remember, “Economic development is a process, not an event.”



## **DOWNTOWN & MAIN STREET REVITALIZATION**

Until recently, Main Street was a State Highway and it was very difficult to encourage business growth along the corridor and even more difficult to improve the aesthetics and overall quality of the roadway system. The State has now relinquished Main Street to the City and some improvements have been made, while others are in the planning phases.

The City lost a substantial funding source to help with these improvements when the State dissolved all redevelopment agencies. Redevelopment funds were used for the work in front of City Hall, but those funds are no longer available. Over \$3M of “community benefit” funds from the proposed powerplant when approved that were planned to be used on Main Street. The powerplant project has hit another legal hurdle and it is not clear when, if ever, those funds will be available. If and when built, there is an estimated \$2M - \$3M in annual revenue to the City that could help with these efforts.

Funding is limited, but a number of ideas have been discussed to try and convince property owners along Main Street to make improvements to their buildings and properties. One specific idea is the establishment of a Revolving Loan Fund that would encourage property owners to renovate or demo and rebuild the buildings along Main, particularly in the Downtown. Other plans include the improvements to the pavement and the installation of new safety landscaped medians and the re-landscaping of existing medians. Yet another, is the development of engineering and architectural drawings to help show the “vision” of what Main Street is planned to look like.

The widening of Main Street will be required as traffic increases, but it will take the acquisition of a number of properties, including buildings, and will cost millions of dollars. The work done right in front of City Hall can be later converted to a wider roadway, but was built to help encourage a more walkable, business-friendly environment until such time as the property and funding is in place to widen a more significant stretch of Main Street.

**Area of Focus #2:**

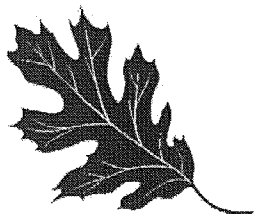
**PLANNED, QUALITY GROWTH**

**GOAL:**

*We will wisely plan and facilitate quality growth throughout the community, focusing on high-quality development and compliance with zoning, building and related codes.*

**Action items:**

- 2.a.** Process Burroughs entitlements in Dutch Slough Development Area
- 2.b.** Monitor and report semi-annually on the progress of the Dutch Slough Restoration Project
- 2.c.** Participate with Iron House Sanitary District for the reuse of Jersey Island
- 2.d.** Implement new technological trends and advancements related to the functions of the Planning Department
- 2.e.** Initiate a program to guide update of the General Plan
- 2.f.** Establish a guide to assist in updates to the Zoning Ordinance
- 2.g.** Establish a guide to adopt a Climate Action Plan
- 2.h.** Facilitate development of the East Cypress Road and Sellers Avenue corridors
- 2.i.** Establish an advisory commission to further solicit public input on discretionary projects
- 2.j.** Continue to implement the Housing Element Action Programs
- 2.k.** Continue processing and approve the 2014-2022 Housing Element Update
- 2.l.** Initiate any rezoning that results from the 2014-2022 Housing Element Update
- 2.m.** Continue to refine and streamline the development project application process
- 2.n.** Continue to refine and enhance the City's AB 939 Recycling/Waste Reduction Programs
- 2.o.** Work with PG&E and East Bay Energy Watch in implementing and promoting their energy saving and greenhouse gas emission reduction incentives and programs
- 2.p.** Complete the Agricultural Conservation and Viticulture Program for Council consideration
- 2.q.** Continue a proactive and progressive Code Enforcement program with performance measures and weekly reports
- 2.r.** Hire additional Code Enforcement officer – hours to be set to allow for site inspections on weekends to address garage sales and other issues
- 2.s.** Inventory the City's major eyesores and prioritize them for abatement
- 2.t.** Proactively implement weed abatement program



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## PLANNED, QUALITY GROWTH

The Planning and Building Departments provide land use, zoning, redevelopment and economic development, code enforcement, and environmental services to the general public and development communities. Along with the Public Works and Engineering Department, they are responsible for implementation of policy pertaining to orderly development and balanced growth within Oakley. Specifically, Planning Department Staff is also responsible for the following functions:

- Administers, prepares, and maintains the provisions of Oakley's General Plan and Zoning Ordinance to ensure consistency with applicable Federal and State Laws;
- Conducts environmental analysis (CEQA) of current and advanced planning of development projects;
- Provides technical staff services to other departments and divisions, as well as the Planning Commission/City Council;
- Coordinates new growth and implements long range plans; and
- Provides and oversees the public process for land use entitlements such as General Plan Amendments, Rezoning, Subdivisions, Conditional Use Permits, Variances and Design Reviews.

The Building Department provides one full-time staff to code enforcement for all matters related to the zoning ordinance, neighborhood preservation ordinance, and some general nuisance cases.

### Challenges:

- Limited financial resources;
- Implementation of State law and mandates (i.e. housing element, CEQA); significant costs of State law and mandates
- Recent recession and current economy
- Limited available land that is not already owned and entitled by a developer

### Opportunities

- Strict adherence to and implementation of Design Guidelines for new projects;
- Update and/or fine tune the Zoning Ordinance;
- Integrate modern technology into everyday functions and public handouts and application processes.
- Recent increase in permit activity may allow for additional code enforcement staff.
- Increasing need for housing after several years of limited development.

## Area of Focus #5: **COMMUNITY INFRASTRUCTURE AND TRAFFIC SAFETY**

*GOAL: We will continue to focus on the financial and operational aspects of the City's Capital Improvement Program, and constructing and maintaining the streets, traffic signals, and other related infrastructure to meet the needs of our growing community.*

### Action items:

- 5.a. Continue to work with the Antioch School District & Oakley Police Department to increase the safety of Live Oak Avenue in front of Orchard Park School
- 5.b. Conduct proactive staff engagement regarding sensitive traffic concerns
- 5.c. Highlight and broadcast varied traffic calming improvements
- 5.d. Proactively implement the Neighborhood Traffic Management Program
- 5.e. Improve in-house traffic engineering resources to better serve the community especially around school sites and neighborhoods
- 5.f. Explore the implementation of a Residential Neighborhood Permit Parking program
- 5g. Improve the in-house engineering expertise and skills to better design and construct public infrastructure projects for the community
- 5.h. Implement a series of annual capital projects that will have their own funding allocations and would provide a source to supplement maintenance of the new infrastructure constructed in Oakley
- 5.i. Implement a CADD & GIS program that can be used across public works and planning departments not only for capital projects, but also for day to day operational uses
- 5.j. Create a City parcel map and aerial photography map that will be used not only by public works staff in design applications, but also by planning and police department staff and is updated as the City grows and develops into future
- 5.k. Investigate the opportunities to work with neighboring municipalities on bidding Capital projects in coordination to take advantage of economy of scale for every City
- 5.l. Include all CIP items' work within 2 yr period (which is design, ROW acquisition, bid, completion)
- 5.m. Evaluate the placement of more solar-powered speed limit notification signs
- 5.n. Install signal at Main & Rose
- 5.o. Maintain street inventory with annual Pavement Condition Index for all City streets
- 5.p. Complete design and construct Main Street to Big Break street and landscaping improvements, CIP #69
- 5.q. Complete Annual Gap Closure, CIP #13
- 5.r. Complete Annual Pavement Management, CIP #14
- 5.s. Complete frontage improvements on Main St by Raley's Shopping Center, CIP #101
- 5.t. Complete annual phases of City-wide Street Sign Replacement, CIP #77
- 5.u. Complete Laurel Road Widening to Rose, CIP #124
- 5.v. Add landscaped medians on Main going east from Bridghead/Neroly, CIP #23



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## COMMUNITY INFRASTRUCTURE & TRAFFIC SAFETY

The Public Works Department is responsible for the design and construction of all public infrastructure projects in City of Oakley in addition to providing day to day maintenance of all City streets, parks, trails, and facilities. The Engineering Division of the Public Works Department in coordination with the Planning and Building Department is also responsible for processing private development projects to insure compliance with City codes and guidelines. The Public Works Department staff provides a wide range of maintenance services for the community in the most cost effective way by utilizing outside contractors to supplement City staff for landscaping, street light and traffic signal maintenance, traffic issue resolutions, and street repair services. The Public Works Department staff continues to develop and utilize all resources available to enhance and provide a high quality service for the community.

### **Challenges:**

- Limited resources to continue to maintain the City infrastructure as it grows into the future
- Implementing new Statewide unfunded mandates and regulations related to Clean Water Program
- Lack of cooperation from utility companies in providing notification of work in the City's right of way and slow progress for their participation in the City's Capital Projects.

### **Opportunities**

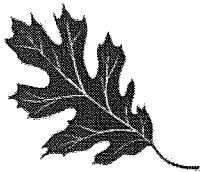
- Pursuing of grant opportunities to supplement local funds for public works projects
- Utilizing new software and technology to enhance department capability to address community needs more effectively
- Reorganize department structure and add additional in-house and contract staffing to handle increased workload of our growing Community.
- Work to implement maintenance and inventory programs to better track and maintain the City's street, storm drain, parks, and landscaping assets
- Work on collaborative projects with neighboring municipalities to have an economy of scale for projects and delivery of service to the community

**Area of Focus #6: PUBLIC SAFETY**

**GOAL:** *We will take all possible and prudent steps to provide for continued effective and efficient police service, emergency planning; and coordinate with others that provide fire and emergency medical services.*

**Action items:**

- 6.a. Conduct annual training and table-top exercise for Emergency Operations Plan
- 6.b. Explore feasibility of implementing a CERT Program
- 6.c. Complete re-write/update to Emergency Operations Plan
- 6.d. Develop long-term police services delivery plan with options and cost estimates
- 6.e. Evaluate the placement of motion lights and more cameras at City parks
- 6.f. Encourage and educate community regarding Neighborhood Watch
- 6.g. Conduct more frequent K-9 demonstrations
- 6.h. Commence regular statistics driven public education messages
- 6.i. Conduct strategic enforcement of problem areas
- 6.j. Install automated external defibrillators (AED) in patrol cars
- 6.k. Increase community outreach/communication via social media



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## PUBLIC SAFETY

The Oakley Police department operates with a current authorized staff level of 28 sworn law enforcement officers. The department serves the 36,532 residents of Oakley and patrols the 16 square miles of the City's jurisdiction. Our Mission is to protect life and property, preserve the peace, enforce laws, address quality of life issues in the community, and to enlist the aid of the community to help reduce crime.

### **Challenges:**

- Limited fiscal and staffing resources to address existing public safety demands
- Train a multi-discipline Emergency Management Team with support staff
- Develop strategies to address anticipated needs of a growing population
- Finding ways to use technology as a force multiplier in detecting and solving crimes

### **Opportunities**

- Build community partnerships to work in a collaborative effort towards crime prevention
- Strengthen neighborhood watch groups to build a greater sense of community
- Use social media outlets to keep the public informed of community concerns
- Offer informative resources to better educate the community on crime prevention strategies

**Area of Focus #7:        PARKS, STREETScape AND RECREATION OPPORTUNITIES**

**GOAL:** *We will enrich the lives of Oakley residents by continuing to plan, develop and maintain safe and attractive parks and facilities and offer high quality recreation programs of diverse interests to all age groups, that meet community needs. Staff will endeavor to capitalize on innovation and opportunities for partnerships.*

**Action items:**

- 7.a.** Conduct Neighborhood Park Improvements to include: playground renovations, irrigation repairs and equipment updates, as outlined in the annual budget
- 7.b.** Produce and distribute the Community Recreation Guide twice per year and prepare a monthly eRecreation Newsletter.
- 7.c.** Implement the Youth Master Plan in conjunction with the Vesper Society Grant, including Boyz Time, It's A Girl Thing and various Youth Council led events as the funding comes to a close
- 7.d.** Participate in planning and activities at the Delta Science Center
- 7.e.** Complete Annual Thoroughfare Tree Planting, CIP #50
- 7.f.** Design Phase 2 for Nunn Wilson Park
- 7.g.** Complete bridge for Hill Avenue Multi-Use Trail, CIP #39
- 7.h.** Promote volunteerism and the Adopt-a-Park program
- 7.i.** Complete a Facility Needs Assessment and determine the direction for longer term use of the Moura Property as we continue to utilize the facility for classes and programs.
- 7.j.** Track and increase Recreation program participation by 10% each year
- 7.k.** Prepare financing plan for Dutch Slough Park
- 7.l.** Evaluate the condition of all street landscape areas
- 7.m.** Evaluate partnerships for sports tournaments at community ball fields.
- 7.n.** Survey community to better offer classes that meet their needs in terms of days and times.
- 7.o.** Update the Parks, Recreation and Trails Master Plan
- 7.p.** Explore financing opportunities to ensure quality long term maintenance for City parks, streetscapes and trails
- 7.q.** Develop a preventative maintenance program
- 7.r.** Evaluate the addition of needed facilities to parks
- 7.s.** Review the reservation process and fees for park recreation and community facilities
- 7.t.** Review park signage for upkeep
- 7.u.** Expand the availability of dog bag dispensers
- 7.v.** Evaluate the need to provide online program registration and park reservations.



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## PARKS, STREETSCAPES AND RECREATION OPPORTUNITIES

The City of Oakley recognizes that **Recreation** is an essential element of a vibrant, healthy community that affects the individual, as well as the local economy. The Recreation Division offers a variety of programs, classes, special events as well as facilities to the community. In order to facilitate these, the Division utilizes a variety of relationships including independent instructors, partnerships as well as in-house staff. We recognize that we are not the only provider in the community and do not aim to compete with existing opportunities.

Over the past few years we have continued to increase the number of class offerings, as well as the variety of our offerings and programs. Additionally, the number of special events we put on has increased and our overall program participation has increased by over 15; however, we recognize that there are advances and improvements that we can still make.

To better meet the needs of our community, we will continue to explore online registration for recreation classes and for facility requests. Additionally, a community assessment is needed to better understand other class offerings of interest, as well as the best days and times for those to be offered.

We have outlined a number of key action items to help meet our goal, though we do note some challenges that we face:

- Finding an online registration system that will meet our community needs without passing costs along to customers. Programs are costly initially and annually, many also pass user fees on to customers.
- Finding independent instructors whose class offerings and pricing is desirable and meets the needs of residents.
- Early registrations. Often classes are cancelled because of low enrollment, however intended late registrations that come forth would have met minimum thresholds for the class to have taken place.
- The current facilities do not meet all the requested needs of the public. Deficiencies include a commercial cooking space and space to accommodate more than 100 people.

### **Parks and Landscape**

Under the direction of the Public Works Department, the Parks and Landscape Division is responsible for maintaining over 104 acres of developed park land (31 parks) in the system that includes many modern park amenities and provides many options for varied recreation uses, almost 40 acres of unimproved park land and open spaces, and approximately 56 acres of landscaped street medians, planters, and streetscapes, with the majority of the maintenance and operations costs funded through landscape and lighting assessment districts.

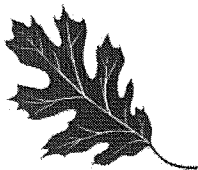
The maintenance services are divided into one (1) general city-wide zone and twenty-six (26) specific benefit zones throughout the City with in-house staff and contracted landscape maintenance services performing the maintenance work. Maintenance tasks include playground equipment, athletic fields and courts, mowing, edging, irrigation, tree trimming, litter control, graffiti removal, vandalism repair, weed abatement, pest control, general landscape maintenance and special projects, just to name a few.

**Area of Focus #8: COMMUNITY OUTREACH, COMMUNICATION AND EDUCATION**

**GOAL:** *We will offer excellent customer service. We will preserve and build relationships with community organizations and work to increase public information, public input and participation.*

**Action items:**

- 8.a.** Return all phone calls and emails same day or within 24 hours
- 8.b.** Update City's website and continuously monitor content; update as necessary
- 8.c.** Partner with the Chamber of Commerce, School Districts and other community organizations to create a Community Calendar that lists events and activities; publish to the City's website
- 8.d.** Coordinate regular updates from Diablo Water, Ironhouse Sanitary District, Oakley Library and the Fire District
- 8.e.** Continue to build cooperative relationships with representatives of service clubs and other community groups
- 8.f.** Evaluate the survey method for needed adjustments, as we continue to conduct a citizen satisfaction survey every other year
- 8.g.** Prepare and send out weekly press releases
- 8. h.** Provide regular updates via social media that inform public regarding City Council meetings, upcoming events, special projects etc.
- 8.i.** Continue to strategically utilize the Civic Center marquee to provide information
- 8.j.** Conduct a needs assessment for bilingual public information
- 8.k.** Promote City Hall tours
- 8.l.** Continue to facilitate Memorial Day, Veterans Day & National Night Out Events
- 8.m.** Implement a Citizen/Leadership Academy
- 8.n.** Carry out 2 educational campaigns per year
- 8.o.** Increase visibility of *Oakley OnDemand*, complete employee *OnDemand* training
- 8.p.** Start using video, beginning with establishing a City of Oakley You Tube channel
- 8.q.** Develop an emergency communications outreach strategy
- 8.r.** Continue neighborhood beautification projects
- 8.s.** Evaluate the community calendar to sync with individuals calendars and smart phones
- 8.t.** Continue You, Me, We = Oakley program



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## COMMUNITY OUTREACH, COMMUNICATION AND EDUCATION

The City of Oakley recognizes that the best policies stem from a two-way dialogue between citizens and government that are built upon a foundation of balanced and objective information. Nonetheless, there are constraints to the full realization of that vision ranging from a finite amount of financial and human resources as well as other challenges outside of our control. We also recognize that our residents entrust local government officials to use their professional expertise to guide the City's affairs, while they tend to other more relevant priorities of family.

In the last two years, however, great strides have been made to increase the availability of information and engage residents. First and foremost the City Council and City Departments are committed to proactively communicating actions, efforts, events etc. We've built a consistent online presence recognizing that the Internet is an emerging method of accessing information that allows for quick and broad reach. We use and capitalize on free ways of communication including social media (Facebook, Twitter, Flickr, Nextdoor). In an effort to also reach those not online, we collaborate with print media and have recommenced the hard copy publication of the *Oak Leaf*. In house, bilingual communications staff has enabled us to field questions and begin to disseminate information in Spanish. We intend to continue to proactively host public information meetings and events like today's, as opportunities to hear from our residents when important far reaching decisions are about to be made.

### **Challenges:**

- Poor tv and radio news media coverage due to our location (too far out or distant)
- Stand alone Online citizen engagement platforms are costly both in one time start up and annual recurring costs for the added
- Low participation in the traditional public process
- Oakley OnDemand is underutilized by both Staff and residents
- Lack the resources to have a dedicated Staff person for public information
- Lack the time/Staff to correct inaccurate information presented by other sources

### **Opportunities**

- Implementation of automated online systems for application, registration and permits processing
- Branding strategy that established a clear identity for the City
- More in person contact through the existing and active community groups as a means of reaching residents that are not presently engaged in City affairs
- Launch a Citizens/Leadership Academy