Mayor and Members of the City Council:

This is the weekly report for the week ending October 31st, 2014.

1. Meeting Notes

The next City Council meeting is scheduled for Tuesday, November 18th, 2014. Please note that there will not be a City Council meeting on Election Day, Tuesday, November 4th.

2. Rebuilding Parchester Park – “All in a Day’s Work”

On Saturday, October 25th Livie & Luca (generous funders), The Trust for Public Land (funders), Boys and Girls Club of El Sobrante, Richmond Trees, the City of Richmond, the Parchester community and hundreds of volunteers came together to work toward a common goal: Building community with community through beatification of an open space. In one (1) day, these groups came together to build a brand new park in Parchester!

The planning committee engaged Parchester residents and children in designing their open space at “Design Day” in July 2014. During Design Day, children and residents shared their dreams for their open space. The planning committee reviewed the wishes and placed the dreams into a reality on Build Day, Saturday October 25th. Preparation of the site was completed three days prior to Build Day and RichmondBUILD was diligent in prepping the site to ensure it was ready for volunteers.

The beautification of the Parchester Park Project includes a new play structure, rehabilitated baseball diamond, landscaping that included the planting of 37 trees, children’s musical garden, picnic benches, a BBQ grill, and an arbor covering the picnic benches.

This year “Make A Difference Day” was combined with Arbor Day which was hosted by Richmond Trees. A HUGE thank you to ALL volunteers and partners that came out to rebuild the park despite the weather!
Overaa construction volunteers building the arbor.
Volunteers building the play structure
Volunteer planting trees
Parchester resident, was honored as the Park Captain

BEFORE

AFTER
3. **Martin Luther King Jr. Basketball Court Unveiling**

Martin Luther King Jr. (MLK) Park (on Cutting Boulevard between Harbour Way and Marina Way South) has seen a lot of major renovations in the past three years. The baseball field was completed with support from the Oakland Athletics Foundation, and the football/soccer field was completed with support from the Oakland Raiders. Most recently, a major renovation, paid for by The Golden State Warriors Community Foundation (Warriors Foundation), occurred at the MLK basketball courts.

On Monday, October 20\textsuperscript{th}, Golden State Warriors legend Mitch *Richmond* and the Warriors Community Foundation joined the City of Richmond, The California Endowment, Richmond Community Foundation, Good Tidings Foundation, NURVE stakeholders, and the Santa Fe and Coronado communities to unveil the newly refurbished basketball courts at MLK Park. The new courts were unveiled in honor of Mitch Richmond, a distinguished former player with the Golden State Warriors, a six-time NBA-All Star, and a 2014 inductee into the Naismith Memorial Basketball Hall of Fame.

The new courts feature four new NBA plexiglass hoop systems and a 14,000 square foot all-weather acrylic playing surface. The project also includes new spectator seating and a drinking fountain.
First Tip-Off on New Courts

Honoree Hall of Famers Mitch Richmond and Nate Thurmond
4. **Measure U – Richmond’s One-Half Cent Sales Tax Measure**

Registered Richmond voters will be asked to consider how to vote on Measure U, a one-half cent sales tax proposal that appears on the upcoming November 4th ballot. If approved, the additional revenue generated by Measure U will maintain and enhance essential city services, such as public safety, public health and wellness programs, city youth programs, and street paving. Information about Measure U can be found on the City’s website at: [www.ci.richmond.ca.us/Finance/MeasureU](http://www.ci.richmond.ca.us/Finance/MeasureU).

Several informational meetings have been completed for both the public and community organizations, where City staff presented information and answered questions regarding Measure U. A video of the City Manager’s presentation is also aired several times a day on [KCRT](http://www.kcrt.org).

All households in Richmond have received two (2) informational mailers – one provided information about the sales tax in general and the other provided information about the proposed street paving component.
City of Richmond
MEASURE U
1/2 Cent Sales Tax Measure

What is Measure U?

Measure U is a ballot measure proposing a one-half cent sales tax to maintain and enhance essential City services such as public safety, public health and wellness programs, City youth programs, and street paving. If Measure U passes, residents would likely pay an average amount slightly less than 10¢ per day in increased sales tax.
5. A New Name and a New Vision: The Berkeley Global Campus at Richmond Bay

As you know, we have been working for several years now with staff from the University of California, Berkeley and the Lawrence Berkeley National Laboratory (LBNL) on development of the Richmond Bay Campus along the southern
shoreline. As I reported to you earlier this week, University of California, Berkeley Chancellor Dirks is setting a new strategic direction for development of the Richmond campus in a way that expands UC Berkeley’s educational and research activities in a global context.

What began two years ago as a second research campus for LBNL at the Richmond Field Station, and later evolved more broadly into the Richmond Bay Campus, has further evolved in its vision to be the Berkeley Global Campus at Richmond Bay (BGC). The BGC will be patterned after what several American universities have done to establish a physical presence overseas through the construction of a foreign campus. These overseas campuses typically involve partnerships with other global educational institutions. What UC Berkeley will be seeking to do in Richmond is to achieve this same type of global engagement by building an international campus on American soil in partnership with other global universities. The plan for the new BGC includes at least one Global College, and many new research partnerships and collaborations, all with extensive engagement with the UC Berkeley campus and with the local Richmond community.

There will undoubtedly be much more information concerning this new vision coming from the UC Berkeley Chancellor’s Office over the next few days, weeks, and months. One thing that the Chancellor’s Office has made clear is that UC Berkeley remains committed to the Richmond community, and to this project being a catalyst for developing the southern shoreline. The Chancellor has also reiterated the tenets of the Joint Statement of Commitment made by UC Berkeley and LBNL to partner with the Richmond community throughout development of the campus. These tenets revolve around local opportunities in education, hiring, procurement, and workforce training. The Joint Letter also called for the creation of a Richmond Community Working Group to develop recommendations on these important topics. I am a member of this Working Group and will provide updates when recommendations are made.

The following is a link to the UC Berkeley Public Affairs Department release on this topic.

http://newscenter.berkeley.edu/2014/10/30/berkeley-global-campus/

6. **City Manager Chronicles**

I have listed below some of the topics for meetings that I have recently attended in the hope that it provides an idea of the varied issues with which our organization deals routinely.

Activities and meeting topics during the past week included:

- Attended a meeting with WriterCoach Connection representatives Robert Menziner and Beverly Roberts, along with Richmond’s Chief Service Officer
Rochelle Monk, to discuss the status of WriterCoach programs in Richmond schools;

- Attended the regular meeting of the Human Rights/Human Relations Commission to discuss workplace policies;
- Met, along with Administrative Chief Shasa Curl, with staff from UC Berkeley as part of our regular coordination meetings for development of the Berkeley Global Campus (formerly the Richmond Bay Campus [see item 5, above]);
- Met with consultants and with members of the steering committee to discuss the draft report on the Process Evaluation for the Office of Neighborhood Safety;
- Reviewed and discussed the status of the FY 2014-15 budget with members of the Finance budget team;
- Attended the NURVE (Nystrom United Revitalization Effort) policy committee meeting to review the status of this project;
- Met with Marsha Tomassi to discuss activities associated with the Richmond Convention & Visitors Bureau;
- Met, together with Senior Management Analyst LaShonda White, with Rosie the Riveter Park Superintendent Tom Leatherman and Deputy Superintendent Sue Friske to discuss coordination of various joint projects;
- Reviewed the status of HUD compliance issues with Finance Department and Housing staff;
- Participated in the presentation to analysts from Standard & Poors concerning the rating of Richmond’s tax revenue anticipation notes, along with Finance Department staff (Jim Goins, Susan Segovia, Tracey Angelo, Chinwe Okoli), City Attorney Bruce Goodmiller, and the bond consulting team;
- Met, together with Administrative Chief Shasa Curl and Senior Management Analyst LaShonda White, with Samantha Caygill, new League of California Cities Regional Public Affairs Manager for the East Bay Division, to discuss State of California issues of interest to Richmond;
- Attended an Equal Opportunity Housing Action Meeting, sponsored by CCISCO and the Safe Return Team, which discussed housing needs for the reentry population;
- Attended the kickoff for the Richmond/El Cerrito Fire and Police Holiday Toy program at the Courtyard by Marriot.

These meetings were in addition to attending the regular management staff meeting, agenda planning, reviewing staff reports to the City Council, doing department head “check-ins,” having discussions on various personnel matters, and having short discussions with staff, community members, members of the press, etc.

Please feel free to contact me if you have any questions about the substance of these or any other topics.

7. **Vote by Mail Ballots at City Hall**

The City Clerk’s Office is one of several cities in Contra Costa County to partner with the County Elections Office to assist Richmond residents who vote by mail with an
easy and convenient location to cast their ballots. A ballot box is available in the lobby of the City Manager’s Office/Clerk’s Office at City Hall for Richmond residents to cast their votes. Residents began casting their ballots on Tuesday, October 14th. The ballot box is available from 8:30 AM to 5:00 PM, Monday through Friday. Residents can cast their ballots in the Clerk’s Office until 5:00 PM on Election Day, November 4.

A number of residents and staff have informed City Clerk Diane Holmes that they are very pleased that they can come to City Hall and vote instead of mailing their ballots. The ballot box is locked and unlocked each day by one of the staff in the Clerk’s Office, and procedures are in place to detect any possible tampering of the box. County staff will collect ballots once each week leading up to Election Day. On Election Day, the box will be locked at 5:00 PM and staff from the County Elections Office will collect the box and ballots on Wednesday, November 5th. Vote by mail ballots can also be dropped off at any precinct on Election Day. Anyone with questions can contact City Clerk Diane Holmes at (510) 620-6514 or the County Elections Office at (925) 335-7800.

Don’t forget to vote on November 4th!

8. Contra Costa County Community Development Block Grant Consortium Kick-Off – November 6th

The Contra Costa County Consortium (Consortium) is comprised of the City of Antioch, Concord, Pittsburg, Walnut, Contra Costa County, and, recently, the City of Richmond. The Consortium provides a strategic vision and strategy for community development in the member jurisdictions to cooperatively plan for and implement Community Development Block Grant (CDBG) projects meeting the housing and community needs in the County.

After several years hiatus, the City of Richmond is participating in the Consortium to collaborate, share costs, and help streamline processes for complying with mandatory CDBG and Housing & Urban Development requirements.
In early October, the City of Richmond staff met with the Consortium representatives to discuss the City rejoining this group as a full member. This involved signing a participation agreement pledging participation and attendance at monthly meetings. In this initial year, the City will be submitting a combined CDBG/HOME application for fiscal years 2015/17 along with other Consortium members.

A kickoff meeting for preparation of the Consortium’s Community Development Block Grant (CDBG) application for fiscal years 2015/16 and 2016/17 will be held on November 6th at 1:30 PM at the Concord Senior Center, 2727 Parkside Drive in Concord. If you are interested in attending, please RSVP through Debra Vaca at dvaca@ci.richmond.ca.us. We hope to see you there.
9. Port of Richmond Updates – Automobile Operations

In 2010, the Port of Richmond and Auto Warehousing Company entered into a Letter of Intent for processing of Subaru vehicles. In January 2011, the Port was informed that Subaru of America had selected Richmond for the distribution of their California region and southwestern region vehicles. Subaru of America’s plan called for the distribution of approximately 35,000 vehicles annually for a minimum term of five years, and the Port of Richmond began receiving Subaru units in July of 2011.

As shown in the chart below, there has been a significant increase in Subaru vehicles being processed through the Port of Richmond, with a total of more than 80,000 vehicles projected for 2014.

Subaru of America not only met the annual volume import projections, but has dramatically exceeded them. Based on these rapidly increasing volumes, the Port will far exceed its original projected gross revenues of $5 million for the first five year term of this contract. The updated five year projection, based on the volumes and sales increase, is now approximately $12 million.

10. Officer Bradley A. Moody Memorial Underpass Project

The Bradley A. Moody Memorial Underpass Project involves the construction of a roadway underpass on Marina Bay Parkway between Meeker Avenue and Regatta Boulevard, and is intended to resolve long-standing access limitations to the Marina Bay area caused by frequent train crossings. In early September 2013, Marina Bay Parkway was closed to traffic. This closure is planned to remain in place until early May 2015.

During the week of October 27th, concrete was poured for one additional section of retaining wall, while work on falsework for the pump station concrete roof continued. Rebar was placed for the bridge center pier walls, and storm drain and
fire hydrant installation continued at the intersection of Meeker and Marina Bay Parkway.

For the week of November 3rd, an additional retaining wall concrete pour is scheduled and pump station roof falsework will continue. Concrete curb, gutter and sidewalk will continue at the intersection of Regatta and Marina Bay Parkway, while crews will begin to prepare subgrade at the Meeker intersection with Marina Bay Parkway.

For additional information and to be added to the project update contact list, please see the project website at www.moodyup.com. You can also follow the project on twitter: @moodyunderpass, or contact the project’s Public Outreach Coordinator Jacqueline Majors at (925) 949-6196.

11. City of Richmond Annual “2014 Charitable Giving Campaign”

The City of Richmond 2014 Employees Charitable Giving Campaign is underway. The annual campaign kick-off was held on Thursday, October 30th in the lobby of the Auditorium. The event was well attended by City staff, as well as by local charitable federations and Richmond non-profit organizations. The goal of the campaign is for every employee to make a contribution – no matter the size. Even a one-time contribution of one dollar will go a long way towards making someone else’s life more comfortable. Last year, City employees raised $54,307, an increase of $6,229 over the previous year, and $4,307 more than the goal. This year’s campaign will run from November 3rd through November 28th. Please contact Theresa Austin, Campaign Coordinator, for additional information, at (510) 620-6891.

12. Local and International Priorities to be Discussed in Richmond

*Magnifying Richmond’s Voice* is an event focusing on the City of Richmond’s role in global and national goals to be set by the United Nations as part of the Post-2015 Development Framework. The adoption of the Sustainable Development Goals to replace the Millennium Development Goals (MDGs) is a process that has been in the works for years. In contrast to the approach taken to establish the MDGs, the forming of the Post-2015 Development Agenda was designed to be open and transparent and involve the input of stakeholders at all levels. With the expiration of these goals quickly approaching, the UN is seeking new sources for input, such as the Richmond community, for participation in creating the Post-2015 initiatives.

The City of Richmond has partnered with the United Nations Association - USA East Bay Chapter to facilitate a structured dialogue, during which members of the Richmond community will be able to connect with their fellow citizens in discussing how our city fits into these large scale goals. Discussion groups will focus on our own community’s high need areas:
• Reducing hunger, and improving health and nutrition;
• Providing quality education, job readiness and promoting employable skills;
• Achieving equitable and sustainable economic growth and improve livelihood for all; and
• Ensuring justice and human rights, and building effective and accountable civic institutions.

Discussions are intended as an opportunity to explore and share ideas about common interests, shared values and to build consensus about working to fulfill the interests and dreams of all residents. In addition, we will strive to build broader coalitions for future policy and local action.

The event will take place on Saturday, November 8th at the City of Richmond Council Chambers (440 Civic Center Plaza, Richmond). Registration will begin at 9:00 AM and programming will conclude by 1:00 PM. Lunch will be provided. Inquiries should be directed to jantsand@ci.richmond.ca.us and/or (510) 620-6563. Please register to secure your position at this notable event. Space is limited; please register by Thursday, November 6th.

13. Baywalk Mixed Use Project

The Notice of Availability and Intent to Adopt a Mitigated Negative Declaration (NOA) for the Draft Initial Study/Mitigated Negative Declaration (MND) for the Baywalk Mixed Use project was issued on October 9th. The NOA is available on the project webpage at http://www.ci.richmond.ca.us/index.aspx?NID=2927. The Baywalk project site comprises approximately 10 acres of land located at 830 Marina Way South. A total of 254 townhomes (155 townhomes and 99 live-work townhomes) are proposed as a three-story, mixed use development with a business and fitness center. Comments on the content of the draft MND should be provided at the earliest possible date, but no later than November 24, 2014. Comments should be in writing and sent to Jonelyn Whales, Planning & Building Services Department, 450 Civic Center Plaza, Richmond, CA 94804 or via email at Jonelyn_Whales@ci.richmond.ca.us.

14. Nevin Homes Residential Projects

The Planning and Building Services Department released a Draft Mitigated Negative Declaration for the Nevin Homes affordable residential project on September 23rd. A public study session requesting comments from the Planning Commission was held on October 6th. Comments on the project and content of the Draft Mitigated Negative Declaration (MND) were provided to staff. Additional comments may be provided by the public. The posted comment period was extended by staff from October 23rd to November 10th. Comments should be in writing and sent to Jonelyn Whales, Planning & Building Services Department, 450 Civic Center Plaza, Richmond, CA 94804 or via email at Jonelyn_Whales@ci.richmond.ca.us.
15. Information Technology (IT) Department Updates

For the week ending October 28, 2014:

Facebook Statistics:

- New Likes increased by 33.3%
- Weekly total reached increased by 170.3%
- People engaged increased by 124.7%
Datanet Images of the Week

Halloween is huaa-aack
and so is the Holiday Toy Program

Join us for our Annual Breakfast to support the Richmond / El Cerrito Police and Fire Holiday Program.

Friday, October 31st - starting at 6:30 a.m.
Courtyard by Marriot at Hilltop
3150 Garrity Way, Richmond, CA

This year’s breakfast will be held on HALLOWEEN!
Friday, October 31, 2014 starting at 6:30 a.m.
R.S.V.P. to Rod: 408-313-8117

Support the community while enjoying drawings for awesome prizes! Awards presented for Best Costumes!

Bay Trail Plant Restoration

Point Isabel
Saturday, Nov 1st
10AM - 2PM

Join Tom and Jane Kelly to help continue their ongoing native plant restoration project along the Bay Trail between Point Isabel Regional Shoreline and Marina Bay

Bay Trail Plant Restoration

Point Isabel
Saturday, Nov 1st
10AM - 2PM

For more information and to RSVP:
(510) 684-6484

You’re Invited!

Contra Costa College Foundation
65th Anniversary ALUMNI HALL OF FAME
2014 Inductees: Sandi Genser-Maack, Taalia Hasan, Robert Jones, Willie Reed & Marlin Trujillo

Saturday, November 1st
Maple Hall
One Alvarado Square, San Pablo

For tickets and information:
ContraCosta.edu/HOF
510-215-3805 or 510-215-3836
16. Recreation Highlights

Seniors

The Richmond Senior Center held its 11th Annual Halloween Party on Saturday, October 25th from 5:00 PM to 7:30 PM. Pizza and pinwheels were served, along with punch and Halloween cookies. Entertainment was provided by Yannet Torres and members of the Richmond Senior Center classes. Over 90 participants had a great evening.

Disabled People’s Recreation Center (DPRC)

The Disabled People’s Recreation Center held their annual “DPRC Halloween Dance” on Friday, October 24th, from 7:00 PM to 10:00 PM. It was a great turn out with over 70 participants, their aides and volunteers. Staff always finds it a joy to observe so many people enjoying the decorations, snacks and drinks, the myriad of great music and videos, and expressing themselves through dance.

Special thanks to the Friends of Disabled Children Inc. who co-sponsored the event and Bert Young from KCRT who provided the equipment for the music and large screen video.

May Valley

On Thursday, October 23rd, the May Valley Community Center hosted the May Valley Neighborhood Council Candidate’s Night for the upcoming election. Fifteen candidates and over seventy Richmond residents attended the meeting.

May Valley After School Program Participants visited the Pumpkin Patch in Hercules. Participants had time to play with their peers and pick the perfect pumpkin to take home.
On Wednesday, October 22nd, the after school participants were invited to tour the Richmond Art Center. Youth and staff spent time viewing the current artwork on the walls and hallways of the center. Art Center staff shared commentary on some of the older murals that have been on the wall for several years, as well as the newly displayed exhibits in the main gallery. Before heading back to the Nevin Center, the youth were given an hour lesson on clay sculpting.

17. Public Works Updates

Facilities Maintenance Division: Carpenters completed the employee area at the Main Library, repaired an entrance to the 12th Street parking garage, fixed the elevator room door at the Richmond Museum, replaced broken glass on the third floor of Civic Center Plaza, adjusted door closers at the Employment and Training building, and repaired office furniture at the Recreation Complex.

Painters have completed the kitchen, the multiuse room, as well as enameled hallway doors at the Parchester Community Center, and cleaned the paint area at the shop.

Stationary Engineers placed the Marina Park restroom into service, repaired one of the boilers to 450 Civic Center Plaza, replaced one of the three furnaces at the Booker T. Anderson Community Center, and reinstalled electrica box covers at the Nevin Center.
Utility Workers scrubbed and waxed the floors at Parchester Community Center and the Recreation Complex, labeled spray bottles, and removed fluorescent bulbs at the Library, as well as maintained 29 City owned buildings.

Electricians installed a new breaker for the Marina Bay Apartments pump station, reset traffic timing at three intersections on Harbour Way, replaced an overhead traffic signal at 23rd Street and Bissell Avenue, restored parking lot lighting at the Ford Building, repaired a radar speed sign, and performed trouble shooting on street lights in the May Valley area.

Parks and Landscaping Division: Crews continued irrigation and soil replacement along the Richmond Parkway, continued with the rehabilitation of Shields Reid and Parchester Parks, completed turf repair at Marina Park, completed irrigation repairs at Nicholl and John F. Kennedy Parks, moved 100 cubic yards of compost, installed a new backflow meter at Hilltop Park, and placed corner fence posts at the Hilltop Parks yard.
Turf Repair at Marina Park

Tree crews trimmed or cut trees on Tulare Avenue, Chanselor Avenue, Bissell Avenue, Clinton Avenue, and at John F. Kennedy Park.

Tree removal from John F. Kennedy Park
Streets Division: Staff ground and paved Fieldcrest Drive, as well as worked from the outstanding pothole and sidewalk list.

Street sweeping performed commercial and residential sweeping services for the fourth Monday and Tuesday and the fifth Wednesday through Friday in the Santa Fe, Point Richmond, Marina Bay, Coronado, Metro Richmore Village, Pullman, Cortez/Stege, Park Plaza, Laurel Park, and City Center neighborhood council areas.

Signs and Lines staff installed 2 new signs and poles, repaired 28 signs and poles, reinstalled buttons and marking in various locations, and painted 274 feet of curbs throughout the City.
Have a great week!

Feel free to contact me if you have any questions or comments about these or any other items of interest to you.

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You can sign up to receive the City Manager’s weekly report and other information from the City of Richmond by visiting: www.ci.richmond.ca.us/list.aspx