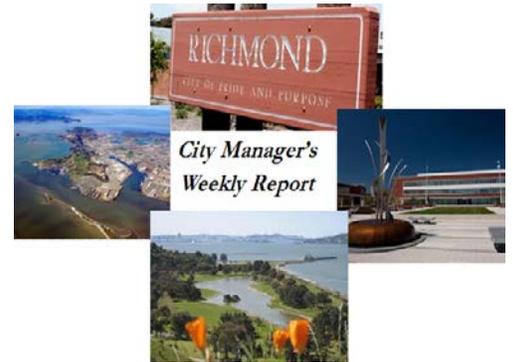




Mayor and Members of the City Council:

This is the weekly report for the week ending September 2, 2016.



### 1. Meeting Notes

The City Council is approaching the last week of recess. The next council meeting is scheduled for Tuesday, September 13<sup>th</sup>. Until then, enjoy your break!

### 2. RichmondBUILD Solar Project and RichmondWORKS On-The-Job Training Recognized by the State of California

The State of California Employment Development Department (EDD) selected RichmondBUILD Solar Project and RichmondWORKS On-The-Job Training (OJT) programs for the 2016 Labor Day campaign, "Training Dollars at Work". The campaign showcases successful local programs that help participants find employment. The campaign is running from August 31<sup>st</sup> through the month of September and can be viewed from the following website:

[http://www.edd.ca.gov/Jobs\\_and\\_Training/Labor\\_Day\\_Grant\\_Stories\\_2016.htm](http://www.edd.ca.gov/Jobs_and_Training/Labor_Day_Grant_Stories_2016.htm)

Below are two excerpts about the Richmond projects.



**RichmondBUILD Solar One Project**

Since the *California Clean Energy Jobs Act* took effect in 2013, the Employment Development Department (EDD) and the California Workforce Development Board (State Board) have come together to implement and support energy efficiency job training and placement programs. Between February 2014 and March 2016, the EDD and State Board awarded \$4.3 million in *California Clean Energy Jobs Act* funding to local workforce partners across the state for apprenticeships and “earn-and-learn” programs that train job seekers for clean energy jobs.

One successful example of this is the RichmondBUILD Solar One Project, led by the Richmond Workforce Development Board. RichmondBUILD addresses local issues such as unemployment and skills gaps, and invests in preparing young adults for jobs that align with California’s green and clean economy. Subsequently, the City of Richmond developed initiatives like the Local Hire Ordinance and First Source Agreement which create employment opportunities for those like RichmondBUILD graduates.

“I’m very grateful for the experience, skill set and foundation RichmondBUILD gave me. They prepared me for life in the trades and now I am a proud union member of Local 16 Heat & Frost Insulators,” says Yesenia Pineda, a RichmondBUILD graduate. Other graduates have entered employment with large companies including BBI Construction, Cherne Construction, Coast Builders, Brand Scaffold, and Swinerton Builders.



**RichmondWORKS**

Construction is a growing and in-demand industry in the Richmond area. So the RichmondWORKS America’s Job Center of California targets their annual *Workforce Innovation and Opportunity Act* funding toward meeting this need, connecting small businesses with job-seeking Richmond residents. In this case, RichmondWORKS partnered with Laner Electric Supply Company, Inc. to develop an on-the-job training program targeting job seekers with barriers to employment and/or lacking skills.

Sandra Escalante, CEO and Owner of Laner Electric Supply Company, says “With the help and support of the RichmondWORKS team, the process is really streamlined. I

would recommend the program to other companies because it gives Richmond residents the opportunity to work and have a career. I'm a Richmond business owner and I try to hire within Richmond. I want Richmond to succeed and want our image in the nation to be a progressive city." In addition to having her own business, Sandra has also received recognition for "Top 25 Minority-Owned Company" and "Top 100 Women-Owned Company" only one year after taking over the company.

For more information on RichmondWORKS and RichmondBUILD employment programs, please visit their respective websites:

RichmondBUILD: <http://www.ci.richmond.ca.us/1243/RichmondBUILD>  
RichmondWORKS: <http://www.ci.richmond.ca.us/661/RichmondWORKS>

### **3. Richmond Bay Specific Plan Draft Environmental Impact Report Available for Comment**

On September 2<sup>nd</sup>, the City of Richmond Planning Division released the Draft Environmental Impact Report (DEIR) for the Richmond Bay Specific Plan (Project). The DEIR, which is required under the California Environmental Quality Act (CEQA), evaluates the environmental impacts associated with buildout under the Specific Plan as well as the impacts of the Sub-Area 4 Project, which would be located within the Plan Area and built according to the Specific Plan, analyzes alternatives and identifies mitigation measures to avoid significant environmental effects.

Release of the DEIR opens a 45-day comment period that closes at **5:00 PM on October 18, 2016**. Comments on the Draft EIR should be sent in writing and must be received by **5:00 PM on October 18, 2016**, at the following email [rbps@ci.richmond.ca.us](mailto:rbps@ci.richmond.ca.us) or address:

City of Richmond Planning Division  
ATTN: Lina Velasco  
450 Civic Center Plaza, 2nd Floor  
P.O. Box 4046  
Richmond, CA 94804

The DEIR is available online at [www.ci.richmond.ca.us/rbsp](http://www.ci.richmond.ca.us/rbsp). Copies are also available for review at the following locations:

#### **Richmond Public Libraries:**

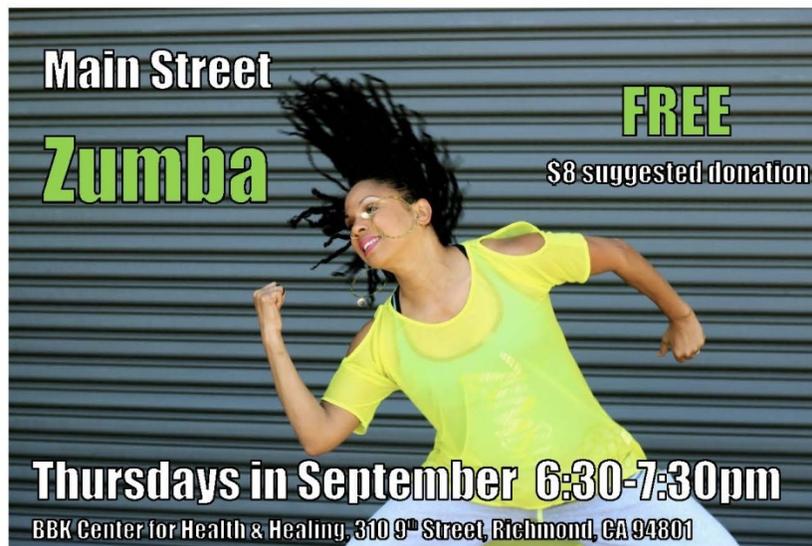
**Main Branch** 325 Civic Center Plaza;  
**West Side Branch** 135 Washington Avenue;  
**Bayview Branch** 5100 Hartnett Avenue

**City of Richmond Planning and Building Services Department**, City Hall, 450 Civic Center Plaza. The Planning Department public counter is open Monday through Thursday from 8:30 AM to 4:00 PM and Fridays from 8:30 AM to 12:30 PM.

**4. MainStreet Zumba is coming back to Downtown Richmond**

That's right: Zumba with Willa 'Bontle' Willis is coming back to Downtown Richmond, and to celebrate the return of this fantastic workout, classes during the entire month of September are FREE. Classes will be held on Thursdays (September 8<sup>th</sup>, 15<sup>th</sup>, 22<sup>nd</sup>, & 29<sup>th</sup>) from 6:30 PM – 7:30 PM at the BBK Health & Wellness Center, [310 9th Street, Richmond](#) (9th Street @ Macdonald Avenue). All classes are open to adults of all ages and capabilities; available to the community free of charge (suggested donation \$8). Don't miss out on this fun, low-impact, high-energy exercise.

For more information: Call (510) 236-4049 or visit [www.RichmondMainStreet.org](http://www.RichmondMainStreet.org)



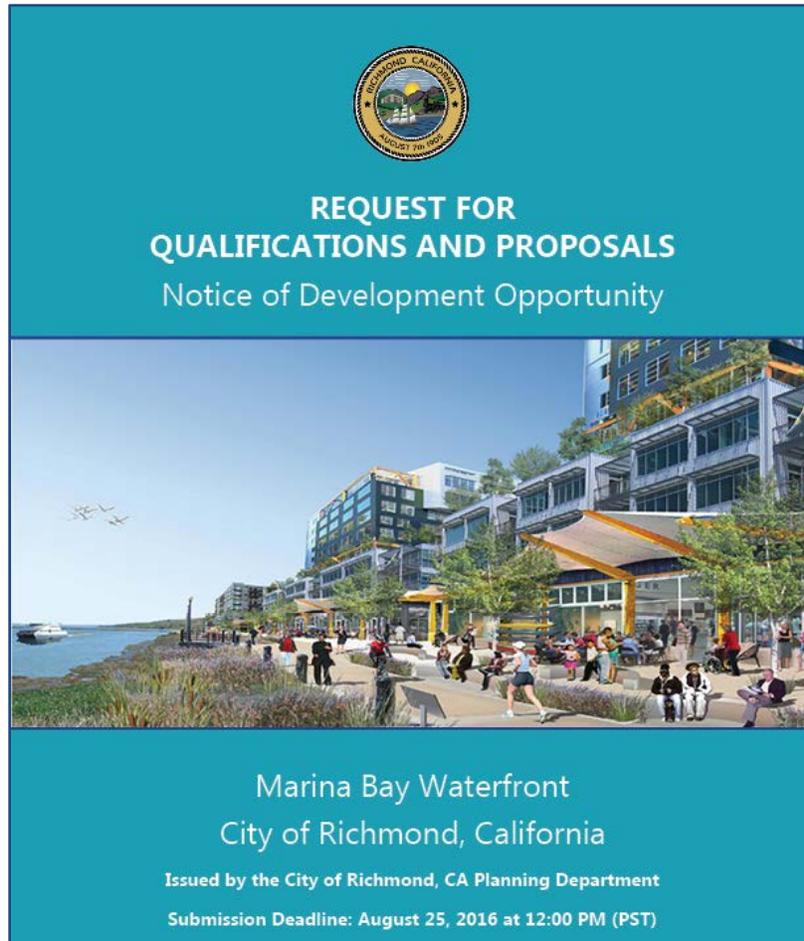
**5. Deadline Extended for Development Opportunity in Richmond: Marina Bay Parcel**

During the past several months, the City of Richmond has been marketing several outstanding parcels of land, formerly owned by the Richmond Redevelopment Agency, for development purposes.

The most recent “Notice of Development Opportunity” is a unique, ±4.5-acre, waterfront site located in Richmond’s Marina Bay neighborhood. The Richmond Planning Department has extended the deadline for first-round development proposals until **Monday, September 12<sup>th</sup> at 12:00 noon (PST)**. A copy of the Request for Qualifications and Proposals and details regarding submission requirements and the selection process are accessible at [www.ci.richmond.ca.us/opportunitysites](http://www.ci.richmond.ca.us/opportunitysites).

If you, or someone you know, would like to schedule additional time with City staff for a meeting or conference call regarding the Marina Bay site, please contact

Planning Director Richard Mitchell by email at [richard\\_mitchell@ci.richmond.ca.us](mailto:richard_mitchell@ci.richmond.ca.us) or phone at (510) 621-1231.



## 6. City Manager Chronicles

I have listed below some of the topics for meetings that I attended during the past week in the hope that it provides an idea of the varied issues with which our organization deals routinely. Meetings of note during the past week included:

- Participated in interviews of prospective consultants for preparation of the “First Mile/Last Mile” transportation strategic plan for Richmond, funded by a Caltrans Sustainability grant;
- Met with the prospective buyer of the Hilltop Mall, together with Senior Planner Lina Velasco, Administrative Chief Shasa Curl, and Economic Development Manager Janet Johnson, to discuss development plans for the area;
- Met with community members from CCISCO, along with Councilmember Jovanka Beckles, and Housing Director Tim Jones, Police Chief Allwyn Brown and staff members from the Police Department, to discuss activities of management companies at various apartment units in Richmond;

- Met with representatives of Orton Development, along with Administrative Chief Shasa Curl, and Assistant City Attorney Carlos Privat, to discuss parking for the ferry terminal;
- Attended the Legislative and Advocacy Committee meeting of the East Bay Economic Development Alliance;
- Met with representatives of the Safe Return Team, along with Councilmember Jael Myrick, Police Chief Allwyn Brown and members of his staff, Senior Assistant City Attorney Everett Jenkins, and Mayor's staff member Alex Knox, to discuss a possible fair housing ordinance for City Council consideration;
- Attended the quarterly Emergency Operations Center Task force meeting;
- Attended a meeting with representatives from the *Kaboom!* philanthropy, together with Community Services Director Rochelle Monk and Community Services staff member Johann Frazier, to discuss grant funding opportunities;
- Met with staff members from the Planning and Building, Police, Fire Prevention, Finance Departments, and the City Attorney's Office, and the Mayor's Office, to discuss the regulatory structure for cannabis businesses.

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. 8<sup>th</sup> Annual Spirit & Soul Festival: Save the Date for Dancing in the Street!**

The 8th annual [Spirit & Soul Festival](#) returns to Downtown Richmond on Saturday, September 17<sup>th</sup>, from 1:00 PM to 5:00 PM, on Macdonald Avenue between Harbour Way and 13<sup>th</sup> Street.

Musical headliners include the Bay Area's premiere funk band [BeaufunkK with Michael Jeffries](#), classic American Rock and Original Roll by [PUSH featuring Dan Ashley](#), and Richmond's hometown and international blues and R&B diva [Tia Carroll](#). Richmond MainStreet is also excited to highlight the young up and coming Funk and Soul band [Soul Progressions](#), featuring talented performers from the East Bay Center for the Performing Arts.

Also planned for this year's event is the inaugural addition of a Youth Zone, featuring a community stage and interactive activities to serve the city's younger residents. Plus: local artisan vendors, information booths, food booths and trucks, fabulous drawing prizes, and beverages.

Admission is free and all are welcome. For more information, please visit [www.RichmondMainStreet.org](http://www.RichmondMainStreet.org) or call (510) 236-4049.



**8. September 24<sup>th</sup> Rainwater and Graywater Workshop for Richmond Residents**

Graywater is the relatively clean waste water from baths, sinks, washing machines, and other kitchen appliances that can be effectively utilized to conserve fresh water.

East Bay Municipal Utility District, in partnership with the City of Richmond, GrayWater Action, the Ecology Center, and the Watershed Project, is hosting a rainwater and graywater workshop for Richmond residents and the surrounding area. The workshop will be held on September 24<sup>th</sup> from 10:00 AM – 1:00 PM in the Catalina Room in the Auditorium at 450 Civic Center Plaza. Graywater and rain garden experts will cover how to capture rainwater, storm water, and graywater to irrigate landscapes. The workshop will cover simple do-it-yourself designs and systems.

Informational tables, hands-on activities, and light refreshments included will be included. For more information, visit: <http://www.ebmud.com/about-us/events/>



## Capture Your Rainwater and Graywater Workshop

Redirect your water to create a beautiful and productive garden!

Learn from graywater and rain garden experts on how to capture rainwater, stormwater, and graywater to irrigate your landscape. This workshop will cover simple do-it-yourself designs and systems. Informational tables, hands-on activities and light refreshments included.

Cost: Free

Date: Saturday, September 24th  
2016

Time: 10:00 am – 1:00 pm

Richmond Convention Ctr.  
403 Civic Center Plaza  
Catalina Room  
Richmond, CA 94804

Space is limited. Sign-up online at  
[ebmud.com/about-us/events](http://ebmud.com/about-us/events)

Co-Sponsored by:



[www.ebmud.com/watersmart](http://www.ebmud.com/watersmart)

We make it easy to conserve.



### 9. Sales Tax Receipts Analysis for the First Quarter of 2016

Last week, Finance Department staff met with the City's sales tax consultant, MuniServices, to review sales tax figures for the First Quarter of 2016. Richmond experienced a decrease of 2.4% in its Sales Tax Net Cash Receipts for the four most recent quarters and, more specifically, a decrease of 1.3% for the first quarter of 2016 compared to the same quarter in 2015.

Richmond's tax base is led by the Transportation category, which currently makes up 30% of the sales tax revenue. The main segment within this category is new car sales. The second most important category is General Retail, which makes up 27% of the sales tax revenue. This category is driven, to a great extent, by large, "big box" retailers such as Target, Costco, and Wal-Mart.

The Business To Business category, the third most important category making up 21% of the sales tax revenue, had a significant decrease by 17.4% in the last four

quarters. This category includes the segments of Energy Sales, Light Industry, and Chemical Products.

The Finance Department will continue to closely monitor the actual revenue submitted by the State Board of Equalization, the local trends developing in Richmond, and the projections provided by MuniServices.

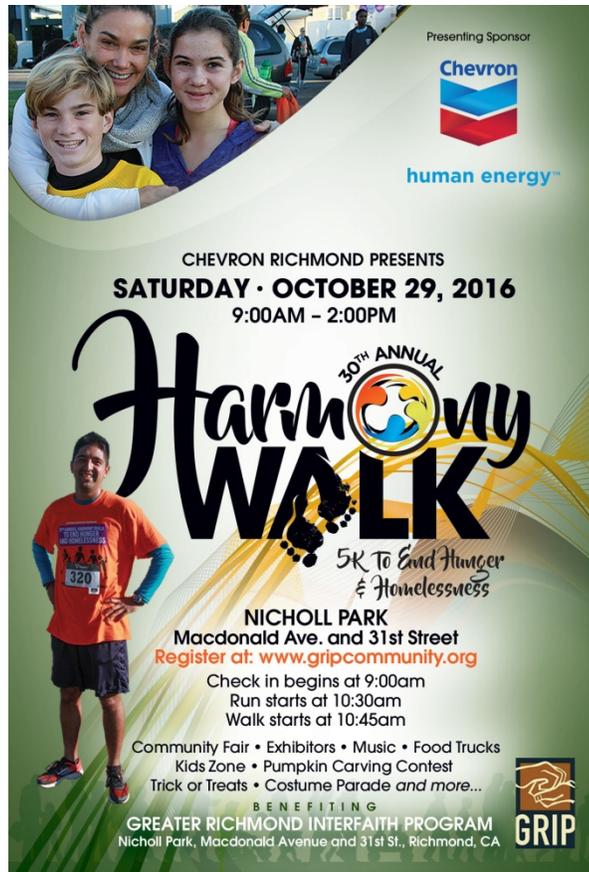
Business Activity	Jan'15 - Mar'15 to Jan'16 - Mar'16			Apr'14 - Mar'15 to Apr'15 - Mar'16		
	Richmond	S.F. Bay Area	Statewide	Richmond	S.F. Bay Area	Statewide
<b>Total</b>	<b>-1.3%</b>	<b>2.0%</b>	<b>3.0%</b>	<b>-2.4%</b>	<b>2.7%</b>	<b>2.8%</b>
<b>General Retail</b>	<b>-0.2%</b>	0.0%	3.1%	<b>0.3%</b>	1.3%	3.0%
<b>Food Products</b>	<b>5.5%</b>	4.3%	3.8%	<b>7.0%</b>	5.6%	5.2%
<b>Transportation</b>	<b>-2.3%</b>	-0.9%	1.4%	<b>2.3%</b>	-1.0%	0.8%
<b>Construction</b>	<b>8.4%</b>	1.6%	5.7%	<b>4.8%</b>	6.5%	7.9%
<b>Business To Business</b>	<b>-8.6%</b>	6.2%	1.5%	<b>-17.4%</b>	4.1%	-0.6%

#### **10. 30th Anniversary of Greater Richmond Interfaith Program's (GRIP) Annual Harmony Walk and 5K Run to End Hunger and Homelessness**

The Greater Richmond Interfaith Program (GRIP) is sponsoring the 30<sup>th</sup> Annual Harmony Walk/5K Run on Saturday, October 29<sup>th</sup> at Nicholl Park from 9:00 AM – 2:00 PM.

The Harmony Walk will be a festive celebration complete with commemorative race photos, a community fair with Kid Zone Activities, food, and music. GRIP encourages families to join wear Halloween costumes, and to join in the pumpkin carving contest, costume exchange booth, and costume parade.

The 5K Run is an official timed run with place medals and prizes. Walkers and runners will receive finish medals. For more information or to register, go to [www.gripcommunity.org](http://www.gripcommunity.org) or contact Danielle Franklin, [dfranklin@gripcommunity.org](mailto:dfranklin@gripcommunity.org).



## **11. Richmond Promise: Deadline Extended for Class of 2016 to Submit Scholarship Documents**

If a young person in your life applied to the Richmond Promise scholarship, please check to ensure they have completed all the documents necessary to process their award. **The deadline to submit these documents has been extended to September 30, 2016.**

Next week, the Richmond Promise team will be notifying students over the phone if they have not completed all necessary documents. Scholarship payments will be made directly to colleges and universities.

### **Mail or email documents to:**

Email: [richmondpromise@scholarshipamerica.org](mailto:richmondpromise@scholarshipamerica.org)

Mail: Richmond Promise Scholarship Program  
Scholarship Management Services  
One Scholarship Way, Saint Peter, MN 56082

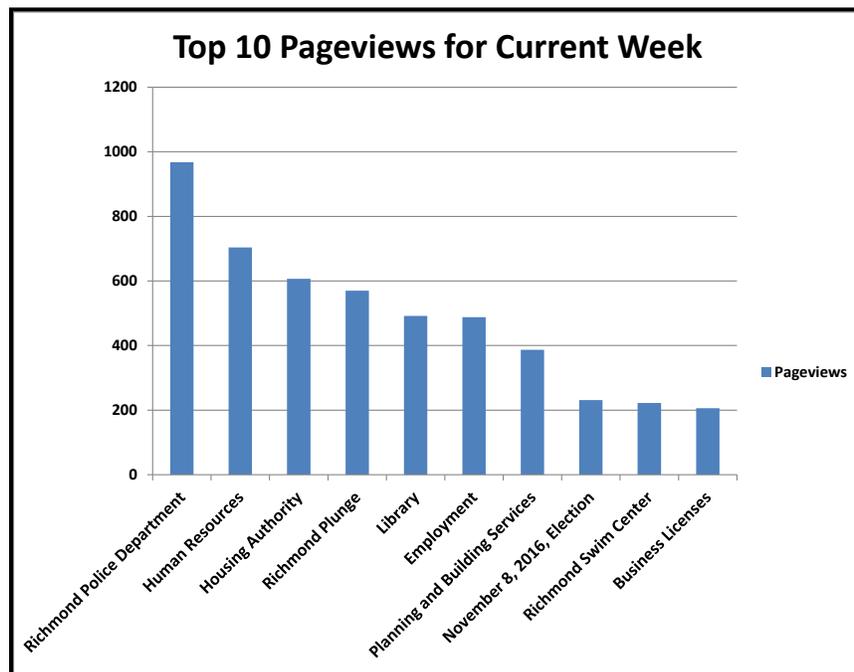
Phone: 507-931-1682 (office), 507-931-8033 (fax)

Also, we would like to welcome Jessica Rodriguez as the new Program Manager for the Richmond Promise! She brings a wealth of both personal and professional experience around supporting youth getting to college. She will be heading the outreach to students who have not completed their documents, so if you know a young person in need of support, please have them contact her at [jrodriguez@richmondpromise.org](mailto:jrodriguez@richmondpromise.org) or 510-620-6531.

## 12. Information Technology

### Website

Top 10 Webpage views for the week ending September 2, 2016:



### Facebook Statistics

Total video views increased by 100%

Page likes increased by 67%

### Twitter Statistics

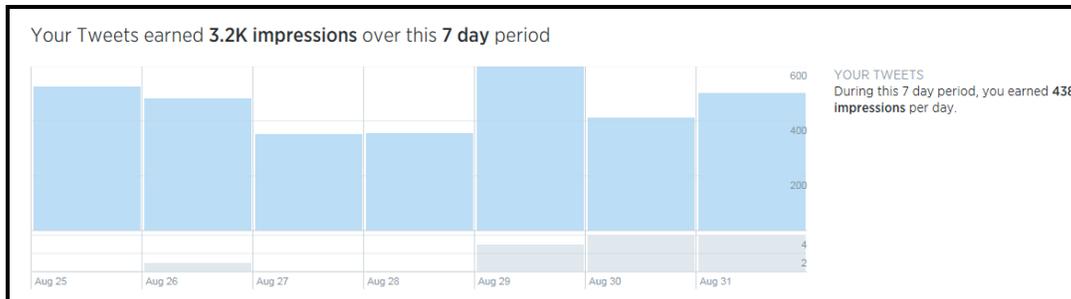
Total tweets increased by 24.3%

Tweet impressions increased by 19.6

Profile visits increased by 32.7%

Tweet mentions are up by 14.3%

Followers are up



**KCRT DATANET OF THE WEEK:**



**KCRT Business Bytes Video:**



Please see the New Business Bytes link highlighting the Kaleidoscope Coffee/ice cream/entertainment spot in Point Richmond: [Link to video](#)

[KCRT Upcoming Programs](#)

- September 12, 2016 – New fall schedule with new programs: Colour In Your Life (art series), Car Guy Channel (looking at automobiles), and “Classic Movies” (new movies from classic Hollywood film library)
- September 16, 2016 – T.S. National Electric Drive Week Celebration
- October 3, 2016 – Richmond City Council Candidates Night

City of Richmond Mobile APP UPDATE

An upgraded version of the City of Richmond’s mobile phone app is now available on the Apple App store and Google Play store.



QR Codes are available for easy downloading of this APP:

Apple version of APP

Android version of APP



You may view the City’s mobile app on YouTube: <https://youtu.be/i4W1wVvB9fw>

The City of Richmond is looking forward to feedback from the community on this upgraded Mobile App. We welcome your comments at [webservices@ci.richmond.ca.us](mailto:webservices@ci.richmond.ca.us)

**13. Community Services Highlights**

Sign up at the Recreation Complex for the final Day Trip with the East Bay Regional Park District! Space is still available for October.



**East Bay**  
Regional Park District

In Partnership with



## Community Outreach Outdoor Program

# Camping + Day Trips to Regional Parks!

The East Bay Regional Park District and the City of Richmond have joined forces to offer three fun Day Trips to Regional Parks and one big Camping Trip for healthy and fun family recreation. Sign up today for these FREE outings. Every trip is free; you just need to complete the permission slip. For more information, please call Tetteh Kisseh, Recreation Coordinator, at 231.3009 or call 620.6793.



**April 30, 10am-4pm: Redwood Regional Park, Oakland**

Come out to beautiful Redwood Park in the Oakland Hills for hiking through the woods, teambuilding games, lunch, and learning basic camping skills.



**May 28, 10am-4pm: Castle Rock Regional Park, Walnut Creek**

Our bus will take you to this beautiful park near Mt. Diablo, for a fun day of games, hiking, learning basic camping skills, and swimming.



**August 5th-7th: Anthony Chabot Regional Park, Castro Valley**

Our bus will take you out to this rugged and remote park for a camping trip. We provide the tents, sleeping bags, pads, food, and activities! Come out and hike, play games, hang out by the campfire, eat s'mores, and learn camping skills under the stars and tall eucalyptus trees.

**October 29, 10am-4pm: Ardenwood Historic Farm, Fremont**

Come out to this historic organic farm and visit the blacksmith shop, the old mansion, hang out with the goats + pigs, learn how folks used to farm the land, and then come to the pumpkin patch to pick up your Jack O'Lantern.

**To Register:** fill out the waivers and return them to Richmond Recreation Complex, 3230 Macdonald Ave.

### Shields-Reid Achieve Summer Camp

The Shields Reid Achieve Summer Camp finished their final week of summer with a trip to the Pinole Shores. During the summer, Shields Reid Achieve Summer Camp averaged 60 participants per day. The success from summer has carried over, as Shields Reid now has 45 registered students in their Achieve Afterschool Program which began on Monday, August 22<sup>nd</sup>.

14



#### **14. Engineering/CIP Departments**

##### Streets Division:

Paving crews ground and paved Wiswall Drive from Groom to Collette Drives and worked from the outstanding pothole list.



Wiswall Drive Paving

Street sweeping performed commercial and residential sweeping services for the fifth Monday through Wednesday and the first Thursday through Friday in the Carriage Hills North Side, El Sobrante Hills, Greenbriar, Hansford Heights, Via Verda, San Pablo Dam Road, Bristole Cone, May Valley, Vista View, and Clinton Hill neighborhood council areas. Please note there will be no sweeping services on Monday, September 5<sup>th</sup> and Friday, September 9<sup>th</sup> due to City observed holidays.

Signs and Lines staff fabricated three signs, repaired 47 signs and poles, installed 37 new signs and poles, installed 11 pavement messages and painted 389 feet of curbs.

## 15. Infrastructure Maintenance and Operations

### Richmond Housing Renovation Program:

On Thursday, August 18<sup>th</sup>, the Richmond Community Foundation, in partnership with Mechanics Bank and the City of Richmond, hosted a neighborhood Open House Block Party to highlight the transformation of the first blighted home in the Social Impact Bond Program, otherwise known as the Richmond Housing Renovation Program.



Before Rehabilitation



After Rehabilitation

### Abatement:

Abatement crews cleared the vacant lot at 600 Harbour Way, erected the fence at 1312 Burbeck Avenue to prevent dumping, abated weeds in various locations around the City, removed tons of illegal dumping in various locations, and removed graffiti throughout the City.



Vacant Lot Abatement





Weed Abatement



Graffiti Removal



Fence Construction



Illegal Dumping Removal

Facilities Maintenance:

Carpenters repaired the roof at the Senior Annex Community Center, repaired the entrance door to the Finance Department, and fixed the front entrance of the May Valley Community Center.



Roofing Repairs at the Senior Annex Center

Painters completed the exterior of the Booker T. Anderson Branch Library.

Electricians restored lighting on Marina Bay Parkway, provided electrical support for the Nevin Avenue Improvement Project, repaired outside lighting at the Bayview Branch Library, connected new automatic door at the Main Library, fixed a street light on Richmond Parkway, repaired street lights along Harbour Way, and provided electrical support for repair conducted at the Senior Annex Center.



Street Light Repair on Richmond Parkway

Parks and Landscaping Division:

General maintenance crews completed irrigation repairs at Tiller and Wendell Parks, assisted with the “Walk to Nature” event held on the Greenway, weeded John F. Kennedy Park, repaired the bollard on 21<sup>st</sup> Street and the Greenway, weed whipped the Civic Center, and weeded the bus stop on Valley View and Amend Roads.



Bollard Repair on the Greenway

The tree crew cut or trimmed trees on Fran Way, 11<sup>th</sup> Street, Berk Avenue, Fresno Avenue, and San Pablo Avenue. The crew also mowed and edged the Civic Center.

Hilltop District crews continued with general maintenance at Country Club Vista and Bay Vista Parks, completed shrub trimming along Hilltop Drive, conducted irrigation repairs on Richmond Parkway off ramp, completed weed abatement on San Pablo Avenue from Richmond Parkway to Hilltop Drive, and completed shoulder weed abatement on Richmond Parkway from San Pablo Avenue to Atlas Road.



Weed Abatement on Richmond Parkway

Marina District crews mowed and edged turf, removed graffiti, and trimmed vegetation at Lucretia Edwards Park.



Trimming at Lucretia Edwards Park

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

*Bill Lindsay  
City Manager  
City of Richmond  
450 Civic Center Plaza  
Richmond, California 94804  
(510) 620-6512  
[Bill\\_lindsay@ci.richmond.ca.us](mailto:Bill_lindsay@ci.richmond.ca.us)*

*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](http://www.ci.richmond.ca.us/list.aspx)*