

ECONOMIC DEVELOPMENT/ REDEVELOPMENT

Administration Division

Division Summary

SOURCE	FY 2006-07	FY 2007-08	FY 2008-09	FY 2008-09	FY 2009-10
	ACTUAL	ACTUAL	ADOPTED BUDGET	AMENDED BUDGET	ADOPTED BUDGET
Grant	35,267	61,465	0	0	0
Redevelopment Funds	745,859	784,577	1,329,685	1,235,224	868,661
TOTAL	781,126	846,042	1,329,685	1,235,224	868,661

EXPENDITURES BY DIVISION

	FY 2006-07	FY 2007-08	FY 2008-09	FY 2008-09	FY 2009-10
	ACTUAL	ACTUAL	ADOPTED BUDGET	AMENDED BUDGET	ADOPTED BUDGET
Administration	781,126	846,042	1,329,685	1,235,224	868,661
TOTAL	781,126	846,042	1,329,685	1,235,224	868,661

CHARACTER OF EXPENDITURES

	FY 2006-07	FY 2007-08	FY 2008-09	FY 2008-09	FY 2009-10
	ACTUAL	ACTUAL	ADOPTED BUDGET	AMENDED BUDGET	ADOPTED BUDGET

PERSONNEL

Salaries and Benefits	623,465	601,336	731,585	643,872	643,466
Subtotal	623,465	601,336	731,585	643,872	643,466

SUPPLIES AND SERVICES

Purchased Services	152,247	221,661	559,950	551,702	205,855
Supplies and Materials	4,710	5,525	6,150	8,150	9,340
Other Expenditures	0	0	0	0	0
Capital Expenditures	704	17,520	32,000	31,500	10,000
Subtotal	157,661	244,706	598,100	591,352	225,195

TOTAL	781,126	846,042	1,329,685	1,235,224	868,661
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NET GENERAL FUND CONTRIBUTION	0	0	0	0	0
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AUTHORIZED STRENGTH

	FY 2006-07	FY 2007-08	FY 2008-09	FY 2008-09	FY 2009-10
	ADOPTED BUDGET	ADOPTED BUDGET	ADOPTED BUDGET	AMENDED BUDGET	ADOPTED BUDGET
Position Summary					
Economic Development/RDA	6	6	6	6	6
TOTAL	6	6	6	6	6

ECONOMIC DEVELOPMENT/ REDEVELOPMENT

Administration Division

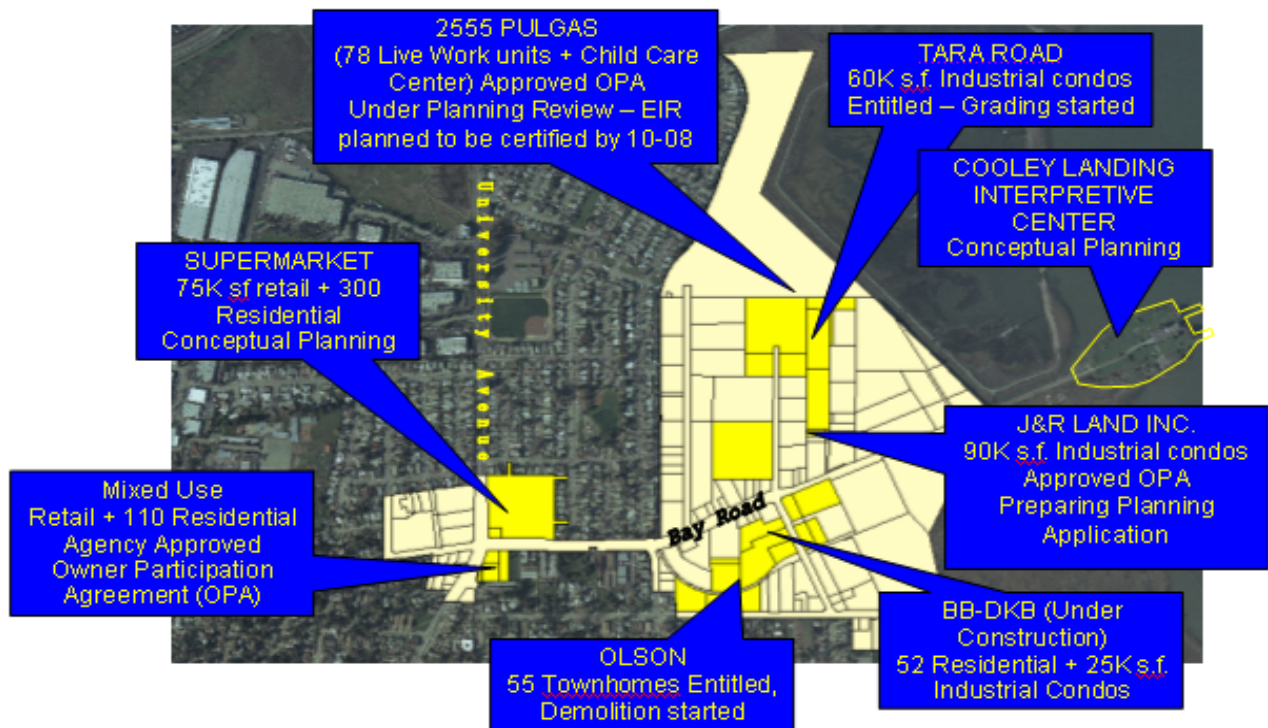
Division Summary cont.

	FY 2006-07 ADOPTED BUDGET	FY 2007-08 ADOPTED BUDGET	FY 2008-09 ADOPTED BUDGET	FY 2008-09 ADOPTED BUDGET	FY 2009-10 ADOPTED BUDGET
Position Detail					
RDA Division Manager		1	1	1	1
1 RDA Project Coordinator I/II		2	2	2	2
RDA Project Manager		2	2	2	2
Secretary		1	1	1	1
TOTAL		6	6	6	6

Notes:

- 1 There are two (2) RDA Project Coordinator I/II positions. One (1) is being held and not funded in FY 2009-10 as recommended in the 2007-08 matrix Group Assessment /Study.

Map of Redevelopment Areas with Status Updates on Each Project:



ECONOMIC DEVELOPMENT/ REDEVELOPMENT

Division Summary

SERVICE DESCRIPTION

Redevelopment is a tool created by state law to assist local governments in eliminating blight from designated areas in need of revitalization. Redevelopment is designed to improve the quality of life of the community through the creation of affordable housing, new jobs, the improvement of the City's physical infrastructure, helping develop small businesses, creating vibrant neighborhood retail, and improving and creating new open space and landscaped areas.

The functions of the Redevelopment Agency (RDA) Administration include: Economic Development, Strategic Planning for redevelopment areas, and Community Outreach. The Agency has a staffing of 6 (six) positions and works under the direction of the Redevelopment Agency Executive Director, who also serves as the City Manager and the City Clerk.

The emphasis of the Fiscal Year 2009-2010 budget is to:

- Advance the Dumbarton Rail Transit Station Specific Plan (Specific Plan) and EIR processes;
- Improve the infrastructure of the Ravenswood Business District to support the envisioned growth in the area.
- Facilitate the implementation of several entitled projects in the Ravenswood, and Gateway 101 Redevelopment Project areas;
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The Agency plans to accomplish its objectives by:

- Creating plans that bring consensus around viable project development concepts that support the community vision, that are financially feasible and bring community benefits.
- Assisting in the development of, and/or directing project implementation strategies and programs that improve the existing City infrastructure by adding capacity to improve the health and safety of residents, and support higher and better uses, that will create jobs, revenue, and community benefits.
- Shepherding projects through execution to help identify and resolve implementation hurdles.
- Supporting the needs of local businesses and entrepreneurs to open and expand business in East Palo Alto.
- Attracting businesses that will provide needed goods and services to the community.

Economic Development initiatives being pursued by the Agency staff are focused on continuing efforts to create employment opportunities for local residents, to create a jobs-housing balance, as well as a well-balanced mix of commercial uses and services that meet the needs of the residents.

Pursuant to the priorities identified by the Agency Board of Directors, Economic Development and long range planning, including the Ravenswood area are priorities. Among the many strategic priorities for the City, the following, are RDA related priorities for Fiscal Year 2009-2010:

- Initiating and advancing the Specific Plan and EIR processes;
- Developing and adopting an Infrastructure Master Plan;
- Completing and implementing the Tax Base Growth Strategy;
- Promote economic development by supporting local businesses;
- Work with local businesses to create jobs for local residents;

REDEVELOPMENT/ ECONOMIC DEVELOPMENT

Division Summary cont.

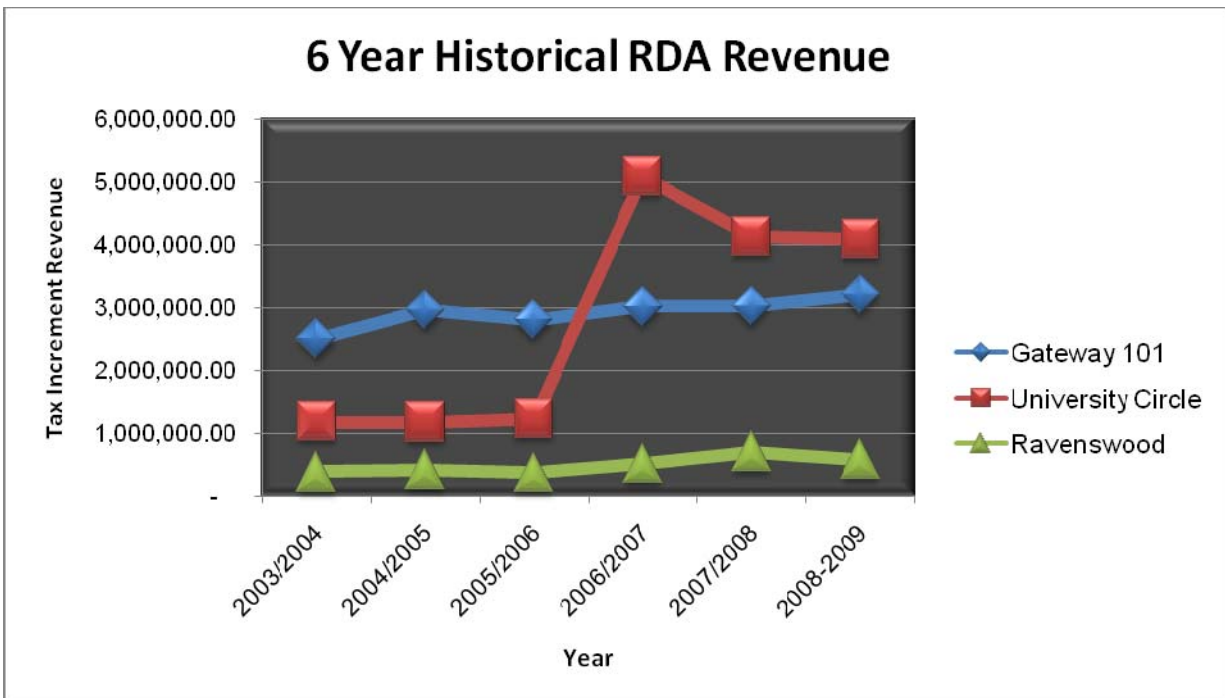
SIGNIFICANT CHANGES

FY 2008-2009 Adopted to FY 2008-2009 Amended:

The Fiscal Year 2008-2009 Projected Budget of \$1,235,224 is a decrease of \$94,461 from the FY 2008-2009 Adopted Budget of \$1,329,685. This -7.1% projected decrease is a result of unfunding the vacant Redevelopment Project Coordinator position that was previously funded in the adopted budget.

FY 2008-2009 Amended to FY 2009-2010 Adopted:

The Fiscal Year 2009-2010 Adopted Budget of \$868,661 is a decrease of -\$366,563 from the FY 2008-2009 Amended Budget of \$1,235,224. This -53.4% decrease results mainly from one-time costs associated with the redevelopment fiscal merger, Ravenswood market study, and the acquisition of a GIS system occurring in the current fiscal year. The proposed budget reflects keeping the Redevelopment Project Coordinator unfunded in the upcoming fiscal year. The Fiscal Year 2009-2010 adopted budget also reflects the implementation of a 3 day mandatory furlough program for non-sworn City staff to occur in the fourth quarter of the fiscal year if necessary and approved.



ECONOMIC DEVELOPMENT / REDEVELOPMENT

FY 2008-2009 ACCOMPLISHMENTS

OBJECTIVE	RESULTS
1. To assist in the completion of the revised draft Ravenswood Environmental Impact Report (EIR) within 16 months of City Council contract authorization, after resources are allocated for the EIR's completion.	Revised EIR no longer under consideration. Staff directed to start a new Specific Plan (SP) and EIR process. RFP issued, five firms interviewed, and staff is planning to recommend hiring a consultant in June. SP & EIR estimated to be completed 18 months after contract approval.
2. To ensure that consultant completes the Ravenswood Engineer's Report by December 2008.	Engineer's Report completed in October 2008. Council adopted the Report to serve as the basis of design for Bay Road in April 2009.
3. To facilitate Redevelopment Agency decision making as to achieve a financial merger of all Redevelopment areas by June 2009.	Fiscal Merger of all RDA areas funded by the Agency Board, Merger on schedule to be adopted in June 2009.
4. To organize and deliver 20 economic development workshops and events to support local businesses, and inform the community about redevelopment plans by June 2009.	More than 20 economic development workshops and events delivered in 2009. A small business needs assessment completed and presented to Council in April 2009.
5. To complete Owner Participation Agreements and/or Developer Disposition Agreements for the following Redevelopment projects: <ul data-bbox="310 1115 768 1236" style="list-style-type: none">• J&R Associates Industrial Condominiums by June 2009.• SE Corner of Bay and University by June 2009.	Agency approved both, "J&R Associates" (February 2009), and "Four Corners" OPA's (August 2007), executed an option agreement for Four Corners project, (July 2008).
6. To obtain property appraisals necessary for Redevelopment Agency decision making related to Right of Way Acquisition related to Bay Road Phase II Construction by September 2008.	Engineer's Report completed in October 2008, Agency adopted report as basis of design for Bay Road in April 2009, design to start in Summer of 2009, at which point ROW acquisition needs, if any will be determined.
7. To bring at least one new development project proposal for each of the following sites to the Agency Board for consideration by June 2009: <ul data-bbox="310 1577 768 1694" style="list-style-type: none">• Pad "D" at the Gateway 101 shopping center• The Four Corners area• The Ravenswood area in general	Recruiting of new development proposals halted by both economic conditions and council new strategic direction: to concentrate staff efforts in completing the Specific Plan, long range planning process, before attracting new development proposals.
8. To monitor implementation of ROMIC closure, and cleanup plan.	Staff is communicating with Bay Enterprises (BE)/ROMIC, and DTSC representatives, and reviewing weekly progress report updates to monitor closure and cleanup plan. Staff met with BE's representative in April 2009 to discuss City's Specific Plan process, which will guide BE's/ROMIC reuse plan

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FY 2008-2009 ACCOMPLISHMENTS

9. To initiate ROMIC reuse planning process by June 2009.

Study completed in May 2009, recommendations to be provided, at Council's discretion, in June.

10. To initiate sales tax and transient occupancy tax revenue strategies through a study and provide recommendations by June 2009.

Study completed in May 2009, recommendations to be provided, at Council's discretion, in June.



University Circle

ECONOMIC DEVELOPMENT/ REDEVELOPMENT

FY 2009-2010 OBJECTIVES

1. To continue advancing the Dumbarton Rail Transit Station Specific Plan (Specific Plan) and Environmental Impact Report process for the Specific Plan, with a goal of completing the process 18 months after contract award. Contract to be considered by Council by July 2009.
2. To initiate implementation of tax base growth strategy analysis as it will be determined by Council. Council to review the study and provide direction to staff by July 2009.
3. To initiate implementation of Small Business Needs Assessment strategies as it will be determined by Council. Council reviewed the study and provide direction to staff by July 2009.
4. To initiate the development of a City of East Palo Alto Climate Action Plan to address the threats of climate change and global warming by reducing green house gas emissions. Staff will bring a consultant contract for council consideration before July 2010.
5. To monitor implementation of the City First Source Hiring program, Local Business Enterprise, and job training initiatives. Collect and report Gateway 101 (G101) quarterly employment reports with a goal of having 30% EPA residents filling G101 positions.
6. To continue providing staff, logistic, and planning support to Engineering and Public Works, as needed, to implement infrastructure improvements that will enable the development of the Ravenswood Redevelopment area.
7. To develop a funding plan to implement Bay Road downstream infrastructure improvements, from Bay Road to the O'Connor pump station before July 2010.
8. To continue providing staff and technical support to expand the City's Geographic Information System (GIS) capabilities and resources by providing training to at least three City staff in using GIS software, and developing internal applications and map production capabilities.
9. To continue implementation of portions of the Bay Access Master Plan, by developing a preliminary land use desing plan before July 2010 for sites such as, i.e.:
 - Rail spur south of Bay Road, from Clarke to Pulgas
 - Area along the levy, south of the O'Connor pump station to West Bayshore
 - Cooley Landing
10. To continue assisting in the implementation of the following projects:
 - Byrd, Brock, DKB Homes
 - The Olson Company site
 - J&R Associates
 - Tara Road Industrial condominiums
 - SE Corner of Bay and University
 - University Plaza