

CITY COUNCIL STRATEGIC PRIORITIES

PRIORITY AREA #1: ENHANCE PUBLIC SAFETY AND EMERGENCY PREPAREDNESS

NO.	OUTCOME	FY 14-15 First Half (Jul-Dec)	FY 14-15 Second Half (Jan-June)	LEAD/ SUPPORT DEPARTMENT	COMMENTS
1A	GOAL STATEMENT: IMPLEMENT A LONG-TERM CRIME AND VIOLENCE REDUCTION STRATEGY				
	Develop a Citywide Crime and Violence Reduction Plan that involves all stakeholders			Police	This goal may require additional staffing resources based on results of the Violence Reduction Strategy
1	Receive community input on crime and violence	Ongoing	Ongoing		In Progress. Dept. held “Chat with the Chief” beat meetings and participated in recent Town Hall meeting to receive input. More structured community meetings and forums will be held in the coming months.
2	Conduct comprehensive analysis of crime in the City	In Process	In Process	We recently hired a consultant to train members on how to properly use our RIMS records management system. Crime data is now being entered in the RIMS system and this will allow us to capture the crime statistics and use them for an analysis.	Partially Completed; Crime data is getting entered into the RIMS system so statistical analysis can be done. It is anticipated that we will have useful data for analysis by the fourth quarter of the fiscal year.
3	Develop long-term plan that addresses: Prevention, Intervention, Enforcement & Sustainability	In Process	In Process	Re-evaluating long-term strategies and reviewing new ideas from Community members and Police Staff on using BEST practices.	In process. The new police chief is implementing a variety of community policing strategies that will address the Goal statements. These strategies will include Town Hall meetings, attendance at community meetings throughout the city, having the PD participate in numerous community events and beautification projects, coordinating PD efforts with the school district, aligning the department with community and faith based organizations.
4	Identify the role of the community and City in strategy	In Process	In Process	Same as above	The community and the City will work in partnership to prevent crime by using positive intervention techniques that will range from community events, FIT zone activities, community cleaning and beautification events and educating the community how to provide valuable anonymous tip information and stop or prevent crimes.
5	Identify the resources necessary to implement strategy	In Process	In Process	Same as above	Many of these activities can be done by using volunteers from the community to staff these projects. Some of the materials necessary may need to be purchased by the city or donated by citizens or businesses in the community. The FIT zones will be dependent on the funding from Grants or if necessary adding a small amount of funding from the General fund.

NO.	OUTCOME	FY 14-15 First Half (Jul-Dec)	FY 14-15 Second Half (Jan-June)	LEAD/ SUPPORT DEPARTMENT	COMMENTS
1B	GOAL STATEMENT: FULLY IMPLEMENT MEASURE C AND TRANSIENT OCCUPANCY TAX (TOT) GRANTS PROGRAM				
	Develop and complete Measure C and TOT funding cycle and evaluation process			City Manager's Office	
1	Develop and distribute Request for Proposal (RFP) to fund programs for 90% grants		Ongoing		RFP's are issued and awards made periodically
2	Develop Request for Proposal (RFP) for TOT programs		Ongoing		The RFP for the TOT small summer grants was issued April 2014. Twenty-one applications were received, 11 were funded. Grants are currently being closed out. The RFP for summer 2015 is being prepared for issuance early March. Additionally, the RFP/Application is also more rigorous than past years and requires all applications to map their proposed programs using a Logic Model. Applicants are also required to discuss the sustainability of their proposed programs. Staff is currently preparing a RFP to solicit an independent evaluation of the Measure C Program. TOT should be included as well.
3	Launch Truancy Pilot Program		Ongoing		A collaborative Truancy Program will be evaluated for funding by the City Council.

NO.	OUTCOME	FY 14-15 First Half (Jul-Dec)	FY 14-15 Second Half (Jan-June)	LEAD/ SUPPORT DEPARTMENT	COMMENTS
1C	GOAL STATEMENT: IMPLEMENT ANTI-GRAFFITI PROGRAM				
	Reduce graffiti in the City			Police	
1	Identify all locations in the City with chronic graffiti	In Process	In Process		Currently in process of establishing a new focus group to address the prior objectives, which was re-directed several months ago, during transition.
2	Implement a graffiti removal program	In Process	In Process		Currently in process of establishing a new focus group to address the prior objectives, which was re-directed several months ago, during transition.
3	Explore civil sanctions against chronic violators/locations	In Process	In Process		Currently in process of establishing a new focus group to address the prior objectives, which was re-directed several months ago, during transition.
1D	GOAL STATEMENT: DEVELOP A REDUNTANT AND MULTI-MEDIA EMERGENCY NOTIFICATION SYSTEM				
	Adopt and fund additional system to increase timely and accurate notifications to the community			Lead: Police Support: City Manager's Office	
1	Obtain funding and purchase notification system	In Process	In Process		The County system is undergoing an upgrade; we will continue with present system until an adequate- cost effective system is located.

NO.	OUTCOME	FY 14-15 First Half (Jul-Dec)	FY 14-15 Second Half (Jan-June)	LEAD/ SUPPORT DEPARTMENT	COMMENTS
1E	GOAL STATEMENT: CONDUCT EDUCATION AND OUTREACH ON FIRE SAFETY AND EMERGENCY PREPARATION AND DEVELOP COMMUNITY EMERGENCY RESPONSE TEAM (CERT) TRAINING PROGRAM				
	Provide emergency preparedness training to City personnel and conduct information workshops to the community			Lead: City Manager's Office Support: Police	
1	Provide Incident Command System (ICS) and Standardized Emergency Management System (SEMS) training to all City personnel		Ongoing		Continue providing periodic training to all appropriate City personnel.
2	Offer CERT training to community		Ongoing		Will coordinate with Menlo Park Fire Protection District to provide training and follow-up with CERT members to organize quarterly meetings and exercises by end of 2015.
3	Provide emergency preparedness information on City website		Ongoing		Will be accomplished by end of third quarter
4	Provide emergency preparedness informational workshop to the community and provide overview of available resources and materials		Ongoing		Will schedule workshop date, time and location and will post on City website by end of third quarter

PRIORITY AREA #2: ENHANCE ECONOMIC VITALITY					
NO.	OUTCOME	FY 14-15 First Half (Jul-Dec)	FY 14-15 Second Half (Jan-June)	LEAD/ SUPPORT DEPARTMENT	COMMENTS
2A	GOAL STATEMENT: CONTINUE WITH DISSOLUTION PROCESS FOR THE REDEVELOPMENT AGENCY				
	Comply with redevelopment dissolution requirements			Finance and City Attorney	
1	Prepare semi-annual Recognized Obligation Payment Schedule (ROPS) and obtain Successor Agency and Oversight Board (OSB) approval	Completed	Completed	On-going	Process will continue until all Enforceable Obligations end. ROPS completed: 13-14B, 14-15A, 14-15B, and 15-16A approved by OSB and being reviewed by DOF
2	Investigate options for refunding of former Redevelopment Agency debt and report back to OSB	In Process	In Process	Monitoring	Completed Initial Report of pool refunding option to the OSB on 4-16-13; current staff initiating research into refunding.
3	Present budget recommendations to address reduced administrative overhead and project implementation reimbursements	N/A OSB approved	N/A OSB approved	Issue carry forward to FY 2015-16.	This item will resurface in FY 2015-16 budget. OSB is requesting additional administrative information. Any amounts not approved by OSB will revert back to General Fund – creating budget deficit to address. Estimated that ROPS 15-16B wil result in reduced overhead.

NO.	OUTCOME	FY 14-15 First Half (Jul-Dec)	FY 14-15 Second Half (Jan-June)	LEAD/ SUPPORT DEPARTMENT	COMMENTS
2B	GOAL STATEMENT: ENSURE UNIVERSITY PLAZA PROJECT RECEIVES APPROPRIATE ATTENTION FROM THE CITY'S BUILDING AND PERMITTING DEPARTMENT				
	Timely issuance of building permits and commencement of construction for University Plaza project			Community Development and City Attorney's Office	The project is currently completing the entitlements phase of the Planning Permit. The Building Division has committed staff and resources to provide phased permitting as necessary to allow construction to proceed per the Developer's proposed schedule.
1	Review building plans and issue permits within 60 days following submittal of complete application	Pending	Pending		Applicant has not yet submitted plans. The applicant will submit grading and foundation plans first to begin construction, The remainder of the submittals will be submitted within the next 30 days.
2	Inspect construction of University Plaza project	Pending	Pending		Inspection will proceed as permits are issued. Weekly coordination meetings will be conducted to assure consistency and reduce field issues.
2C	GOAL STATEMENT: PROVIDE ASSISTANCE TO SMALL BUSINESSES (PERMITTING, LICENSING, AND SUPPORT)				
	Prepare small business assistance resource guide			Community Development	
1	Collect information on current available resources	Pending	Pending		Not completed: Will be undertaken in fall of FY 15-16.
2	Prepare and circulate small business assistance resource guide	Pending	Pending		Not completed: Scheduled to now be completed in FY 15-16

NO.	OUTCOME	FY 14-15 First Half (Jul-Dec)	FY 14-15 Second Half (Jan-June)	LEAD/ SUPPORT DEPARTMENT	COMMENTS
2D	GOAL STATEMENT: GENERAL FUND MONIES ARE SET ASIDE FOR CAPITAL IMPROVEMENTS				
	City Council adopts budget that includes capital improvement funding			Finance and Community Development	
1	Adopt Capital Improvement Plan Budget	Completed	Completed	On-going	Capital Improvement Plan Budget will be updated in FY 2015-16 budget processes.
2	Ensure proper monitoring and controls in place and formally present project carry forward balances each year.		Initiated	On-going	Budget appropriations for grants and capital funding not recently recorded or adequately monitored. Finance initiated major 4 year look back to implement forward balances in FY2014-15 Multi-year project balance carry forwards will be recorded in general ledger system and be communicated to Council annually.
2E	GOAL STATEMENT: DEVELOP AND IMPLEMENT APPROPRIATE DEVELOPMENT IMPACT FEES				
	City Council to adopt development impact fees and inclusionary impact fees			Lead: Community Development Support: City Attorney's Office, City Manager's Office and Finance	
1	Adopt Development Impact Fee program	Pending	Pending		Nexus Study will be updated and Program will be brought for Council consideration in 2015.
2	Conduct a Revenue Enhancement Study for Council consideration		Pending		Study has been initiated and will be presented to the City Council for consideration and action, before the end of Fiscal Year 2014-15.

PRIORITY AREA #3: INCREASE ORGANIZATIONAL EFFECTIVENESS AND EFFICIENCY					
NO.	OUTCOME	FY 14-15 First Half (Jul-Dec)	FY 14-15 Second Half (Jan-June)	LEAD/ SUPPORT DEPARTMENT	COMMENTS
3A	GOAL STATEMENT: ADDRESS STRUCTURAL DEFICIT AND ESTABLISH STEPS TO RESOLVE IT				
	Provide a long term financial plan and an annual balanced budget			Lead: City Manager's Office and Finance Support: all departments	
1	Provide revenue options for City Council consideration	In Progress	In Progress		Options will be presented before FY15-16
2	Provide 5 year and 10 year financial overview	In Progress	In Progress		Five year Forecast will be presented during FY15-16 budget process, currently no staff resources to prepare 10 year.
3B	GOAL: DEVELOP A STAFF WORKFORCE PROFESSIONAL GROWTH PLAN				
	Operate an effective and efficient organization			Lead: CM's Office Support: all Depts.	
1	Review existing organizational structure and systems for efficiency and effectiveness	In Progress	In Progress		Review underway, structural adjustments to be proposed before FY15-16
2	Provide recommendations for organizational changes as needed	In Progress	In Progress		Periodic review and changes will be proposed as needed.
3	Cross-train staff and centralize administrative services	In Progress	In Progress		Ongoing: Cross-training initiated in CMO, Finance and CDD. A continuing education training plan will be developed and included in the budget.
4	Promote and provide customer service training to staff	In Progress	In Progress		Completed and ongoing.
3C	GOAL STATEMENT: DEVELOP A MORE COMPREHENSIVE SYSTEM TO EVALUATE THE CITY MANAGER AND CITY ATTORNEY				
	A comprehensive system that effectively evaluates the City Manager and City Attorney			Lead: City Council Support: City Manager and City Attorney's Offices	

NO.	OUTCOME	FY 14-15 First Half (Jul-Dec)	FY 14-15 Second Half (Jan-June)	LEAD/ SUPPORT DEPARTMENT	COMMENTS
3D	GOAL STATEMENT: IDENTIFY SYSTEMS INVESTMENT OPPORTUNITIES TO IMPROVE ORGANIZATIONAL EFFECTIVENESS AND EFFICIENCY				
	Present options for replacing antiquated financial software and acquiring Human Resources Information System (HRIS) and a records management system			Lead: City Manager's Office Support: Finance, City Clerk, HR	This goal will require additional funding resources and will be added to the CIP Plan. FY 2015-16 budget will include funds for IT assessment study as well as initial estimates for systems listed.
1	Assess financial system needs, including data, budgeting, and reporting requirements	In Progress	In Progress	Staff Turnover Requires Reassessment	Assessment in FY15-16
2	Assess human resources needs and integration with financial software	In Progress	In Progress	Staff Turnover Requires Reassessment	Ongoing HR Manager recruitment
3	Assess electronic records management needs	In Progress	In Progress	City Clerk/IT	Deputy City Clerk researching alternatives and cost
4	Identify systems options and cost estimates	Pending	Pending	Initiate Assessment Study in September 2015.	Suggest FY 2015-16 Implementation Readiness Assessment.
5	Report findings to the Finance and Budget Committee and the City Council and identify funding and approval to make the systems investments	Pending	Pending	Report after results of Assessment Study	Suggest undertaking after results of Readiness Assessment

PRIORITY AREA #4: IMPROVE PUBLIC FACILITIES AND INFRASTRUCTURE

NO.	OUTCOME	FY 14-15 First Half (Jul-Dec)	FY 14-15 Second Half (Jan-June)	LEAD/ SUPPORT DEPARTMENT	COMMENTS
4A	GOAL STATEMENT: IMPLEMENT SAFE ROUTES TO SCHOOL (SR2S/SRTS) IMPROVEMENT PROGRAM				
	Make school zones safer through the accommodation of multi-modal access			Lead: Community Development Support: City Attorney's Office and Finance	This goal will require additional funding resources. This goal will be added to the CIP Plan.
1	Complete SR2S projects (complete construction)	In Progress	In Progress	CEDD/ENGR	Ongoing
2	Prepare grant applications for future SR2S and SRTS cycles based upon "Existing Conditions" report	In Progress	In Progress		Ongoing grant submitted to MTC for TDA Article 3 funds, waiting response
4B	GOAL STATEMENT: COMPLETE BAY ROAD AND RELATED INFRASTRUCTURE				
	Complete Bay Road and related Infrastructure			Lead: C&EDD Support: City Attorney's Office and Finance	This goal will require additional funding resources. This goal will be added to the CIP Plan.
1	Complete design of road, utilities and related infrastructure and environmental review (CEQA/NEPA)	In Progress	In Progress	CEDD/ENGR	On-going; 65% design underway; completion of the design contingent on working with EPASD on relocating & upgrading sanitary system. Advertisement for bid contingent on design and working with EPASD on relocation/upgrade of sanitary system.
2	Advertise, solicit bid, review and award bid(s) for construction of Bay Road	Pending	Pending		Estimated advertisement in Winter 2015
3	Complete Runnymede Phase 2 drainage basin and extend culverts from Bay Road	In Progress	In Progress		Construction work on the improvements started September 1, 2014, anticipated completion in January 2016; culvert work is not funded

NO.	OUTCOME	FY 14-15 First Half (Jul-Dec)	FY 14-15 Second Half (Jan-June)	LEAD/ SUPPORT DEPARTMENT	COMMENTS
4C	GOAL STATEMENT: ENHANCE PEDESTRIAN/BICYCLE INTERCONNECTIVITY				
	1) Complete University Avenue Interchange and 2) complete design of Highway 101 Pedestrian & Bicycle Overcrossing (POC) at Newell & Road Clarke			Lead: Community Development Support: City Attorney's Office and Finance	This goal will require additional funding resources. This goal will be added to the CIP Plan.
1	Complete design modifications of University Avenue Interchange and complete updated traffic analysis		In Progress	CEDD/ENGR	Design modifications reviewed and considered unfeasible; new design contract awarded in September 2014, design & environmental is underway
2	Advertise, solicit bids, review and award bid(s) for construction of University Avenue Interchange		Pending Design		Award anticipated in Summer 2016
3	Complete environmental review of 101 POC		In Progress		Underway, anticipated completion Summer 2015
4	Submit grant applications seeking funding for design and construction of Highway 101 POC		In Progress		Staff was successful in obtaining ATP grant for \$8.6 million towards construction. Additional funding may be needed.
4D	GOAL STATEMENT: CONSOLIDATION OF CITY FACILITIES				
	Explore options for consolidating City facilities			City Manager's Office	This goal will require additional funding resources.
1	Re-examine current City Hall facility to better utilize space to accommodate staff		Completed		Completed: more intensive use of current space is not anticipated
2	Develop a Public Facilities Plan		In Progress		Preliminary space needs assessment, and lease negotiations underway. More detailed Facilities Plan to be developed in FY15-16.

NO.	OUTCOME	FY 14-15 First Half (Jul-Dec)	FY 14-15 Second Half (Jan-June)	LEAD/ SUPPORT DEPARTMENT	COMMENTS
4E	GOAL STATEMENT: PROVIDE ADEQUATE DOMESTIC WATER TO CUSTOMERS IN THE CITY OF EAST PALO ALTO WATER SYSTEM				
	Develop additional domestic water supplies to address current and future needs			Community Development	This goal will require additional funding resources. This goal will be added to the CIP Plan.
1	Adopt City water supply blueprint		Completed	CEDD/ENGR	Water supply blueprint presented to council as part of CIP in June 2014; several water supply options have been identified and are being investigated
2	Complete design of Gloria Way Well		In Progress		Awarded design contract to EKI in September 2014; design completion anticipated by Summer 2015
3	Complete construction of Gloria Way Well including treatment facility		In Progress		\$700K CDBG grant submitted January 2015 for construction funding, grant was recommended for funding to the San Mateo County Board of Supervisors waiting for HUD adoption
4	Complete ground water management and monitoring plans & explore additional municipal wells (Pad D)		In Progress		City started ground water management process in July 2014; conducting a series of public workshops as required by the Water Code; monitoring program completion anticipated in Fall 2015
4F	GOAL STATEMENT: MAINTAIN AND UPGRADE CITY'S WATER SYSTEM				
	Replace and enhance water conveyance facilities to provide consistent delivery of water to customers, meet fire flow requirements and address emergency storage needs			Community Development	This goal will require additional funding resources. This goal will be added to the CIP Plan.
1	Adopt City water conveyance and storage strategy		In Progress	CEDD/ENGR	Completed. Staff will submit grant applications, as they may become available, to fund pipe replacement and create storage capacity.
2	Negotiate agreement and complete construction of intertie with the City of Palo Alto		Pending		Pending water capital surcharge approval to raise the funding to design and complete improvements
3	Update Urban Water Management Plan		Pending		Urban Water Management Plan was completed in 2010. 2015 update required.
4	Evaluate contract with American Water Enterprises/formulate future strategy		Pending		Next five year review/contract opener is in 2016

NO.	OUTCOME	FY 14-15 First Half (Jul-Dec)	FY 14-15 Second Half (Jan-June)	LEAD/ SUPPORT DEPARTMENT	COMMENTS
4G	GOAL STATEMENT: ENHANCE FLOOD PROTECTION FOR RESIDENTS, BUSINESSES AND PROPERTY OWNERS				
	Provide 100-year flood protection from San Francisquito Creek (SFCJPA) and San Francisco Bay			Community Development	This goal will require additional funding resources. This goal will be added to the CIP Plan.
1	Monitor SFCJPA Phase 1 project for the San Francisquito Creek (SFC)		In Progress	CEDD/ENGR	Ongoing
2	Negotiate agreement with Santa Clara Valley Water District (SCVWD) for maintenance of SFC enhanced levee and creek banks from Hwy 101 to border with Menlo Park		In Progress		Ongoing: Staff will continue to explore option for cost sharing and/or subcontracting levee and creek maintenance obligations.
3	Work with Palo Alto on design of Newell Road Bridge		In Progress		Palo Alto is preparing Environmental Impact Report
4	Work with SFCJPA on design of Phase 2 SFC improvements		In Progress		Ongoing; project has slowed from original schedule; current emphasis on Phase I
5	Work with SFCJPA on Phase 1 (Planning study) of tidal levee project		In Progress		SFCJPA has awarded contract to HDR

PRIORITY AREA #5: IMPROVE COMMUNICATION AND ENHANCE COMMUNITY ENGAGEMENT

NO.	OUTCOME	FY 14-15 First Half (Jul-Dec)	FY 14-15 Second Half (Jan-June)	LEAD/ SUPPORT DEPARTMENT	COMMENTS
5A	GOAL STATEMENT: ESTABLISH AND IMPLEMENT A WEBSITE MAINTENANCE AND MANAGEMENT PLAN				
	Provide a user friendly website for easy navigation to retrieve City information and/or services and maintain updated content			City Manager's Office	
1	Establish and implement a website management plan		Pending		Will be undertaken in second half, FY 15-16
2	Identify appropriate staff and resources to maintain and update website content		Pending		Will be undertaken in second half, FY 15-16
5B	GOAL STATEMENT: DEVELOP AND PUBLISH A CITY NEWSLETTER TO IMPROVE COMMUNITY COMMUNICATIONS				
	Publish and distribute quarterly newsletter			Lead: City Manager's Office Support: all departments	This goal will require additional staffing resources
1	Produce and distribute a quarterly-City newsletter		Ongoing		Quarterly newsletter is being produced and distributed

NO.	OUTCOME	FY 14-15 First Half (Jul-Dec)	FY 14-15 Second Half (Jan-June)	LEAD/ SUPPORT DEPARTMENT	COMMENTS
5C	GOAL STATEMENT: FOSTER COMMUNITY CULTURAL EVENTS AND ACTIVITIES IN PUBLIC SPACES SUCH AS PARKS				
	Conduct a multi-event anniversary celebration as a way to further engage the community in public spaces			Lead: City Manager's Office Support: all departments	This goal will require additional staffing resources
5D	GOAL STATEMENT: DEVELOP A COMMUNICATION PLAN, INCLUDING TOPICS, SCHEDULES, MEDIA AND BRANDING/MESSAGING				
	Develop a Communications Plan to provide options on how information is delivered to the community			Lead: City Manager's Office Support: all departments	This goal will require additional funding resources
1	Present communication plan to City Council		Pending		To be developed internally in FY15-16
2	Implement approved communication plan		Pending		Implementation upon Council approval
3	Incorporate Community Opinion Survey into communication plan		Pending		Implementation upon Council approval

PRIORITY AREA #6: CREATE A HEALTHY AND SAFE COMMUNITY					
NO.	OUTCOME	FY 14-15 First Half (Jul-Dec)	FY 14-15 Second Half (Jan-June)	LEAD/ SUPPORT DEPARTMENT	COMMENTS
6A	GOAL STATEMENT: IMPROVE PEDESTRIAN AND BICYCLE ACCESS AND SAFETY AT ALL SCHOOL ZONES				
	Make school zones safer through a collaborative study, implementation and enforcement program			Lead: Community Development Support: Police	This goal will require additional funding resources
1	Complete an “Existing Conditions” Report		In Process	CEDD/ENGR	Accessibility Study & Citywide Transition Plan adopted as part of the CIP; report to be prepared in FY15-16
2	Integrate comprehensive “complete streets” policies within the General Plan Update		In Process		Will be completed with General Plan Update
3	Identify projects for inclusion in SR2S program		Ongoing		Ongoing. ATP grant application submitted, awaiting additional state and federal government issuance of Notice of Funding Availability
4	Collaborate with Police Department and Ravenswood City School District (RCSD) on enforcement of various operational safety measures (e.g. no parking, crosswalks, stop signs and traffic enforcement)		Ongoing		Ongoing. City has placed no parking signs at Clarke Avenue (Brentwood Academy) and Ralmar Street (Cesar Chavez Academy), with other various locations completed in FY14/15; enforcement ongoing
6B	GOAL STATEMENT: COMPLETE A JOINT USE FACILITIES AGREEMENT WITH RAVENSWOOD CITY SCHOOL DISTRICT				
	Negotiate an agreement with the school districts to improve capacity and options to sponsor and operate programs and events for the residents of East Palo Alto			Lead: City Manager’s Office Support: City Attorney’s Office, Finance and Community Development	This goal will require additional funding resources
1	Conduct inventory of available facilities		Pending		Not undertaken; will begin in, FY15-16
2	Continue negotiation of a joint use agreement		Ongoing		Initial contact has been made with District to begin discussions.
3	Approve joint use agreement by all agencies		Pending		Agreement will be brought to the Council for approval after completing negotiations

NO.	OUTCOME	FY 14-15 First Half (Jul-Dec)	FY 14-15 Second Half (Jan-June)	LEAD/ SUPPORT DEPARTMENT	COMMENTS
6C	GOAL STATEMENT: FULLY IMPLEMENT THE RENT STABILIZATION PROGRAM				
	Rent Stabilization Program is effectively managed and streamlined			City Manager's Office	
1	Issue registration statements and other forms in a timely manner		Ongoing		Registration will be mailed periodically timely.
2	Process pending petitions within Ordinance timelines		Ongoing		Will be undertaken in second half, FY15-16
3	Conduct community outreach to educate both landlords and tenants of their rights under the new ordinance		Ongoing		Workshops for landlords and tenants held in July were not well attended and have not been continued. All new tenants of regulated units are sent information about the Ordinance upon registration of their unit. Landlords were sent information about the Ordinance and its requirements in November. Outreach efforts will continue.
6D	GOAL STATEMENT: DEVELOP A COMPREHENSIVE HEALTHY COMMUNITIES PLAN AS A PART OF THE GENERAL PLAN UPDATE				
	Improve the health and safety of residents of East Palo Alto			Lead: Community Development Support: City Attorney's Office	
1	Complete evaluation of existing conditions		Completed		Completed in 2014 and will be adopted in the Spring of 2015
2	Initiate and engage community through outreach program		Ongoing		Outreach program developed in 2013, and is currently being implemented with General Plan Update
3	Engage public health agencies and other interest groups		Ongoing		Being undertaken with General Plan Update
4	Evaluate open space, parks and recreational opportunities as part of Westside Area Plan		Ongoing		Being undertaken with General Plan Update

NO.	OUTCOME	FY 14-15 First Half (Jul-Dec)	FY 14-15 Second Half (Jan-June)	LEAD/ SUPPORT DEPARTMENT	COMMENTS
6E	GOAL STATEMENT: DEVELOP A PARKS MASTER PLAN INCORPORATING CURRENT PROJECTS				
	Expand and enhance park facilities for residents of East Palo Alto			Community Development	This goal will require additional funding resources and will be included in the CIP Plan
1	Identify funding source for plan		Completed		Completed: Included in Ten Year Capital Improvement Plan with anticipated funding and completion in FY15-16
2	Prepare Request for Proposals (RFP) and award contract		Pending		Not completed: Subject to funding
3	Develop Master Plan		Pending		Subject to funding
4	Develop implementation plan (including evaluation of impact fee options) once Master Plan is completed		Pending		Not completed; will be undertaken after completion of Master Plan, after Plan is funded.
5	Pursue expansion of MLK Park through exchange or acquisition of County owned land on Beech Street		Pending		Ongoing
6	Complete design for Phases 2-5 of Cooley Landing Park		Ongoing		Partially completed: construction of Phase II (access and utilities) is almost complete, design of education center (Phase III) is underway. Process to solicit an operator and maintenance partner is under way.
6F	GOAL STATEMENT: PRESERVE AND EXPAND AFFORDABLE HOUSING IN EAST PALO ALTO				
	Develop an Affordable Housing Strategy			Community Development	
1	Review existing affordable housing stock and present to Council a strategy to preserve and expand affordable housing options that meet the needs of East Palo Alto residents.		Pending		Strategy to be developed and presented to Council for adoption in FY15-16