



Item No. 8 Town of Atherton

CITY COUNCIL STAFF REPORT – STUDY SESSION

TO: HONORABLE MAYOR AND CITY COUNCIL

FROM: GEORGE RODERICKS, CITY MANAGER

DATE: JULY 7, 2021

SUBJECT: REVIEW AND DISCUSSION THE CITY COUNCIL FY 2022-2024 GOALS WORKSHEET AND PROVIDE STAFF WITH FEEDBACK AND DIRECTION

RECOMMENDATION

Review and discuss the FY 2022-2024 Goals Worksheet and provide staff with feedback and direction.

BACKGROUND/ANALYSIS

Attached is the FY 2022-2024 Goals Worksheet. The Goals Worksheet was discussed at the City Council Goals Workshop held in May 2021. Following the Workshop and feedback from the City Council the Goals Worksheet was updated by Nancy Hetrick, Management Partners and the City Manager.

The Goals are broken down into 7 categories.

- Category A – Maintain Fiscal Responsibility
- Category B – Preserve Small Town Character and Quality of Life
- Category C – Create and Expand the Town Center/Library
- Category D – Manage Circulation and Improve Safety
- Category E – Strengthen Community Engagement and Transparency
- Category F – Be a Forward-Thinking, Well-Managed, Well-Planned City
- Category G – Ensure Emergency Preparedness

Category G was an added new category and Category C may ultimately be completed with the opening of the Town Center and its expanded use.

While the Goals Worksheet does not in and of itself constitute project direction, funding allocation, or specific Council direction, the Goals Worksheet serves as a policy framework for staff as staff identify priority projects, research and apply for grants, project future capital projects and develop budgets. As staff moves forward in any of the Goal Areas, there are more detailed tasks and objectives developed, assigned and implemented through the City Manager.

POLICY FOCUS

The Goals Worksheet serves as a policy framework for staff as staff develops priority projects, grant applications, capital project funding priorities, and budgets. The City Council policy focus should be on ensuring that the Goals align with Council “big picture” priorities.

FISCAL IMPACT

None

PUBLIC NOTICE

Public notification was achieved by posting the agenda, with this agenda item being listed, at least 72 hours prior to the meeting in print and electronically. Information about the project is also disseminated via the Town’s electronic News Flash and Atherton Online. There are approximately 1,200 subscribers to the Town’s electronic News Flash publications. Subscribers include residents as well as stakeholders – to include, but be not limited to, media outlets, school districts, Menlo Park Fire District, service provides (water, power, and sewer), and regional elected officials.

ATTACHMENTS

City Council Goals Worksheet



**City of Atherton
City Council Goals and Priorities
May 2021**

FY 2022-24 Council Goals

Goal A: Maintain Fiscal Responsibility – *Maintain a balanced budget with adequate reserves; address long-term liabilities.*

Goal B: Preserve Small Town Character and Quality of Life – *Maintain focus to mitigate impacts of regional growth*

Goal C: Create and Expand the Town Center/Library – *Ensure development of Town Center/Library is informed by outreach*

Goal D: Manage Circulation and Improve Safety – *Provide stewardship and leadership to maintain mobility and improve accessibility and safety for bicycles and pedestrians*

Goal E: Strengthen Community Engagement and Transparency – *Pursue opportunities for increased engagement and public outreach*

Goal F: Be a Forward-Thinking, Well-Managed, Well-Planned City – *Be proactive and anticipate future needs; increase and maintain fiscal transparency*

Goal G: Ensure Emergency Preparedness – *Partner with key stakeholders and empower residents to prepare for major emergencies.*

| Council Goal/Strategies | Action Items | Comments |
|---|---|--|
| Goal A: Maintain Fiscal Responsibility | | |
| Identify and Reduce the Town’s Long-Term Liabilities | <ul style="list-style-type: none"> Closely Monitor OPEB and CalPERS Long-Term Liabilities Develop a Plan to reduce the Town’s Long-Term OPEB and Pension Liabilities Develop a Plan to Pay Off the Town Center Certificate of Participation (COP) at the 5-Year Mark | Evaluate further the recommendations of the Audit & Finance Committee; take further action as directed |
| Develop a Facility Maintenance and Replacement Set Aside Plan | <ul style="list-style-type: none"> Create a Plan to set aside funds for Town Facility Maintenance and Replacement Costs | Include each Town facility – City Hall/PD, Historic Town Hall, Library, Corporation Yard |

| | | |
|--|---|---|
| | | (Station Lane), Corporation Yard (Park), Main House, Pavilion, Gilmore House |
| Review the levels of the Town’s Current Reserve Policy | <ul style="list-style-type: none"> • Determine appropriate levels for the Town’s 15% Emergency Reserve and 20% Operating Reserve | Engage Audit & Finance Committee as appropriate |
| Refine and diversify revenue sources for the Town | <ul style="list-style-type: none"> • Pursue option of benefit districts, when appropriate • Update business license tax ordinance • Pursue revenue alternatives as identified | |
| Goal B: Preserve Small Town Character and Quality of Life | | |
| Work with neighboring communities to address regional development impacts (e.g., traffic impacts) | <ul style="list-style-type: none"> • Hold Joint Meetings with stakeholder agencies as needed to address regional development impacts | Staff to stay up to date on regional developments that may impact the Town |
| Reduce the visual and safety impact of cellular service infrastructure | <ul style="list-style-type: none"> • Identify the various stakeholders in the provision of telecommunications services to the community • Inspect field facilities and identify visual and safety concerns • Connect with stakeholders to remedy | City Attorney to prepare an analysis of the legal constraints and opportunities within this realm |
| Maintain a Professional Police Department (PD) with a strong focus on traffic safety and enforcement | <ul style="list-style-type: none"> • Develop and Promote a Regular Public Report for tracking and reporting on crime (i.e., burglaries) • Monitor and Evaluate the results of Automatic License Plate Recognition (ALPR) technology • Ensure appropriate training of officers (i.e., APLR stops) | <i>Some concern about privacy and the nature of police stops from ALPR technology.</i> |
| Implement Drainage Master Plan | <ul style="list-style-type: none"> • Identify high priority projects • Develop a funding plan | Ongoing via annual budget process in CIP |
| Implement Bike/Ped Master Plan | <ul style="list-style-type: none"> • Identify high priority projects • Develop a funding plan | Ongoing via annual budget process in CIP |
| Implement Park Use Master Plan | <ul style="list-style-type: none"> • Identify high priority projects • Develop a funding plan | |
| Goal C: Create and Expand the Town Center/Library | | |
| Execute Town Center Master Plan | <ul style="list-style-type: none"> • Complete the Town Center construction • Plan for Town Center opening celebration • Determine uses of Town Center opt engage the community; begin planning for 100th anniversary of the town incorporation | Completion in FY 2021/22 |
| Determine Use Opportunities for the Town Center and Library Complex | <ul style="list-style-type: none"> • Identify expenditure priorities for library funds | Pending completion of construction |

| | | |
|---|---|---|
| | <ul style="list-style-type: none"> Identify use opportunities and priorities for the Town Center and Library Complex | |
| Goal D: Manage Circulation and Improve Safety | | |
| Improve safety of Caltrain crossings | <ul style="list-style-type: none"> Facilitate the implementation of Quad Gates at the Watkins Rail Crossing | Pursue perfection of the Quiet Zone through the Town following Quad Gate Installation |
| Implement traffic mitigation measures | <ul style="list-style-type: none"> Review feedback from the Neighborhood Traffic Management Community Outreach Develop Priority List of Traffic Management Projects, including Pilot Projects (traffic signals, speed humps, speed indicators, signage, etc.) | |
| Goal E: Strengthen Community Engagement and Transparency | | |
| Hold community events that celebrate community involvement | <ul style="list-style-type: none"> Re-energize community events Engage residents to hear what they would like to restart Update Town Events List for FY 21/22 and budget accordingly | Earth Day, National Night Out, Art Show, Art in Public Spaces, Summer Concerts, Movie Nights, Walk in the Park, Community Picnic, Farmer’s Market, etc. |
| Enhance the Town’s use of transparency tools | <ul style="list-style-type: none"> Expand the use of OpenGov transparency portal Expand the use of CivicSend/News Flashes Expand the use of SeeClickFix | |
| Create opportunities for community input and engagement | <ul style="list-style-type: none"> Hold community engagement meetings on variety of topics (e.g., public safety, general plan, housing) Continue option for residents to attend and participate in Council meetings via Zoom | |
| Goal F: Be a Forward-Thinking, Well-Managed, Well-Planned City | | |
| Update the Town's General Plan to align with community priorities | <ul style="list-style-type: none"> Update Housing Element (State Law) | |
| Update and implement the Climate Action Plan | <ul style="list-style-type: none"> Review Priorities incorporated in the Climate Action Plan Identify Priority CAP Measures and Implement Review adoption of local Reach Codes | |
| Enhance collaboration and partnerships with regional agencies | <ul style="list-style-type: none"> Reach out to community groups and regional partners for community presentations/awareness | On-going (e.g., NCRIC, San Mateo County Training Consortium, County Commanders) |

| | | |
|--|---|---|
| | | Group, Gang Task Force, and South County Major Accident Investigation Team) |
| Explore opportunities to develop performance metrics and report to community | <ul style="list-style-type: none"> • Expand use of OpenGov Transparency Portal • Identify State Budget and Community Metrics and Compare to Town (share) | |
| Goal G: Emergency Preparedness | | |
| Expand support for the Atherton Disaster and Preparedness Team (A.D.A.P.T) | <ul style="list-style-type: none"> • Assist with improving communication opportunities with residents, the Town and emergency responders | |
| Ensure reliable emergency communication systems | <ul style="list-style-type: none"> • Engage the Fire District to expand communication systems | |
| Identify and engage the community in emergency communications | <ul style="list-style-type: none"> • Use and Educate the Community on “Purple Air” monitors • Involve emergency preparedness communication around emergency involvement, response, and opportunities • Educate the community about Public Safety Power Shut Offs (PSPS) and wildfire emergencies • Educate the community about the use of Zone Haven for community engagement in emergency communications | |