

# Mill Valley City Council

## 2010-2012 Work Plan-Adopted 6/21/10

The following goals and objectives identified by the Mill Valley City Council are designed to guide Mill Valley's policy and decision making efforts over the next two fiscal years. This document will be reviewed and updated annually by the City Council. It is not intended as a comprehensive list of all initiatives/priorities underway in the City of Mill Valley, its functional departments or its Commissions.

The City Manager delivers a status update on the Work Plan to the City Council once or twice a year. Notes in **red** are from the City Manager's update in September of 2010. Comments in **blue** are from January 2011.

### Council Priorities

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#### 1. Emergency Preparedness

- a. Implement comprehensive, long-term fire safety plan.

*The Fire Safety Plan was adapted by Council in November, 2010. The following sections of the plan are currently in progress:*

*Targeted Chipper Program: Annual Targeted Chipper Programs in Wildland Urban Interface Areas (WUI) are currently being offered to residents to assist them in clearing their property of flammable vegetation. The first program targeted the Middle Ridge area and was completed in April, 2010. The second program will target the Hillside/ Balsa area and is scheduled to start in September, 2010.*

The Hillside/ Balsa area received Chipper Program services in September, 2010. The West Blithedale HOA also participated in an annual Chipper Program in November 2010. The Fire Department's goal is to provide at least 3 large chipper days in 2011 focusing on identified "Structure Protection Groups."

*Partnerships: The Fire Department is currently working with the Marin County Open Space District to maintain and expand the Blithedale Ridge Fuel Break. Annual maintenance is complete on approximately 50% of the existing fuel break and a new 3 year Broom removal project is scheduled to start in September 2010 above Hillside Ave on Blithedale Ridge.*

As of January, 17, 2010, a fuel break was completed on Blithedale Ridge Fire Road from Corte Madera Ridge up to the MMWD/Open Space boundary. All identified Sudden Oak Death trees were removed along with annual vegetation. Phase 1 of the Hillside Fuel Reduction Project has been completed. This is a 3-year project to completely remove broom and all non-natives. A fuel break has also been completed on the Old Railroad Grade Fire Road from Summit down to the Horseshoe Fire Road. This Fuel break is on average 120 feet wide. Beginning on January 24, 2011, Fire Road Signs will be installed on Open Space land with materials/installation provided by Mill Valley Fire Department.

*Emergency Access: Public Works has placed the Access Project on the City Capital Improvement Projects list. \$10,000 has been approved for the design phase of improvements to the end of Tamalpais Ave. and scheduled for fiscal year 2010/2011.*

In conjunction with SLP installation between Monte Vista and Wainwright, the hairpin turn on Wainwright was widened to improve access to the upper end of Wainwright utilizing MST funds.

*Annual Weed Abatement Inspections: The Fire Dep't is currently developing a new Training and Inspection Program to expand the existing Weed Abatement Program and increase compliance with existing ordinances that require 30-100 feet of defensible space. Implementation of the new program will be May 1, 2011.*

*Increase training of Parks and Recreation employees in support roles during emergencies: Parks and Recreation employees played a key role in the April 24<sup>th</sup> Evacuation Drill and worked closely with the Red Cross in providing shelter to evacuees*

Fire Department personnel recently completed training along with Park and Recreation staff on emergency power supply procedures for the Community Center. As part of a grant secured by the Fire Department, Stuart Kesler will be attending an emergency management/emergency operations center training course in January – with his focus on shelter issues. Maggie Lang, Fire Dept. Emergency Preparedness Consult, will also be attending.

- b. Complete Stetson flood mitigation study. Review recommendations and develop plan to implement cost effective flood mitigation measures as identified in study.

*Study is in draft format and being evaluated for release by litigation counsel.*

- c. Work with the County of Marin on a watershed approach to flood prevention and habitat restoration.

*The Board of Supervisors authorized the Watershed Program on May 13, 2008. The Program is staffed by County Flood Control and supported by a \$168,210 grant from the State of California Department of Water Resources. The Program focuses on watersheds within established County flood zones areas that have support and agreement from City councils and local agencies. Watershed planning efforts are also under way in Ross Valley and San Geronimo Valley. The goal of the Watershed Program is to develop a framework that integrates flood protection, creek and wetland restoration, fish passage and water quality improvements with public and private partners to protect and enhance Marin's watersheds.*

*Currently the Program has been authorized to begin the development of a watershed master plan for Southern Marin (Arroyo Corte Madera del Presidio, Coyote Creek and East and West Creek watersheds in Mill Valley Tamalpais Valley and Tiburon). Planning is also underway in the Easkoot Creek watershed (Stinson Beach), Novato and Miller Creek watersheds. The planning process will evaluate short and long term needs and recommend priorities for implementation including information regarding the timing and sequence of projects. It is anticipated that after individual master plans and technical studies are completed a ballot measure would be considered for these communities within the next two years to generate funds to construct the identified improvements.*

*A technical working group (TWG) has been formed, of which DPW staff is a member. The last TWG meeting was last spring. Staff will need to make contact with program sponsors to identify upcoming steps.*

- d. Steps, Lanes and Paths (SLP):
  - 1. Continue rehabilitation of prioritized steps, lanes and paths identified for emergency egress and evacuation.

*Bid opening for the SLP renovation from the federal grant is scheduled for Monday, August 16<sup>th</sup>. Bid acceptance for the contract will probably be on the Sept 20<sup>th</sup> council agenda with construction beginning in October. Because of the grant, the only CIP funds for SLP's is \$5000 for volunteer projects. The volunteer project for the fall has not been confirmed but a rehabilitation of a path from Ralston to West Blithedale Canyon Park and onto West Blithedale is being considered. Additional funding for future SLP improvements will be evaluated in the mid year budget adjustment as CIP funding is evaluated.*

Maggoria and Ghilotti received the contract and began construction in fall 2010. Five of the six paths have been completed, and they are working on the final path, the Renz to Wainwright elevated staircase. It will be finished in the very near future. Volunteer projects have been temporarily put on hold. The Bicycle and Pedestrian Committee will review the B/P Plan and add to the prioritized list of SLPs as construction is completed

on the original priorities.

2. Transfer SLPs and evaluate the transfer of "road margins" from Homestead Valley Land Trust to the City of Mill Valley.

*Staff is presently working with the City Attorney on the second HVLTL quitclaim which has received legal challenges. The discussion of accepting a quitclaim for the fee titles under roadways will be first discussed in closed session upon execution of the quitclaim presently being worked on. The City Attorney will be scheduling a discussion of strategies regarding the second quitclaim in September.*

The discussion of strategies was presented by staff last fall.

3. Resolve disputed trails on Middle Ridge.

*Staff is actively involved in both the resolution of Middle Ridge trail disputes and seeking alternative measures. Council will be receiving an update in September.*

Staff presented an update to Council last fall.

- e. Evaluate the City's capabilities in post earthquake recovery and business restoration. Provide recommendations to address any issues.

*The City AHMP makes reference to a Disaster Recovery Plan funded by State/Federal grants under Future Mitigation Strategies on page 281. Responsible departments are City Planner, Police and Fire. The Fire Safety Plan also references the AHMP in a recommendation to implement the entire plan. As of this date no action has been taken. Although Disaster Recovery is currently referenced in our All Hazard Mitigation Plan, further planning is needed to determine the scope of our recovery efforts. The recovery plan could include working with businesses to prepare individual recovery plans to offering reduced fees and other assistance to residents who lose homes in a wildland fire.*

*With regard to internal operations, the new finance software system was installed in May on a dedicated server that is backed up to the County remotely every night. We are reviewing the availability of remote processing locations in the event the City Hall server is destroyed or unavailable. These sites include the Public Safety Building and the Library. We are also reviewing an on-line alternative where data storage and processing is hosted by the software vendor. This would allow on-line access to our software for accounts payable, cash collections and general ledger accounting from any location with web access. Earlier this year we converted to a hosted payroll processing service. All processing and payroll data resides at the server location for ADP, our payroll service provider. This allows for payroll to be processed from a remote site with web access in the event City Hall is unavailable.*

Although Disaster Recovery is currently referenced in our All Hazard Mitigation Plan, further planning is needed to determine the scope of our recovery efforts. We are attempting to secure a grant through the Office of Emergency Services (OES) to develop a long-term recovery plan. This effort will focus on developing specific recommendations on the following eight functional areas: Financing disaster recovery issues, recovery of government facilities and services, housing recovery, business recovery, infrastructure recovery, health systems recovery and recovery and change of land use.

## 2. Environmental Conservation and Sustainability

- a. Adopt Climate Action Plan. Evaluate recommendations. Develop implementation plan with short- and long-term priorities and budget.

*Sustainability Director Carol Misseldine completed a preliminary draft policy framework for a Climate Action Plan in late 2009. That information was used as the basis for two community meetings at which the public was asked to comment on and add to some of the policy*

*recommendations. Following the community meetings, no further action was taken for two reasons: 1) the Climate Action Plan needed significant work to get additional public input, to refine and prioritize policy statements and to do the quantitative analysis necessary to determine the actual effect of each policy in reducing Greenhouse Gas emissions in Mill Valley; and 2) a decision was made at that point, in consultation with the City Manager (Anne Montgomery) and Carol Misseldine, to incorporate the Climate Action Plan work into the anticipated update of the City's General Plan because of the connections between the scope and analysis required for each document. This approach was presented to the City Council back in April 2010 as part of a report by the Planning and Building Director on updating the General Plan. It will be addressed in further detail when a more detailed scope of work and timeline for the General Plan update are presented to the City Council later this year.*

A policy draft was completed (working with Carol Misseldine); two public meetings were held to review and take input on the policy draft; decision was made to fold the remaining work on the CAC into the General Plan update.

- b. Continue to evaluate and implement sustainability related resolutions, ordinances, policies and programming.

*Sustainability Director Carol Misseldine's contractual efforts have been reduced due to budget cuts, but progress is still being made on monitoring the City's sustainability related ordinances and directives. Additionally, the EECBG grant with the Mill Valley School District is in progress.*

- c. Continue to evaluate and implement solar installations and energy efficiency measures at City buildings; provide regular updates to Council.

*The solar power project at the Public Safety Building has experienced delays but is anticipated to break ground in early September.*

The solar power project at the Public Safety Building was completed and went into operation in mid-October 2010. Staff is working with the contractor on a couple of outstanding issues and plans to request acceptance of the project in February/March.

The City was awarded a California Energy Commission grant for upgrading the HVAC system at the Library and a lighting retrofit at the Public Safety Building. Both projects are scheduled to be completed in February/March, 2011.

- d. Participate in MEA and consider becoming a rate payer of Marin Clean Energy.

*Done.*

- e. Evaluate options for banning single use bags in retail stores.

*This ban is being led on a countywide basis, and City staff is participating in the efforts at the Marin Managers level.*

Planning and Building staff is participating with other Marin cities on developing a common set of recommendations regarding single use plastic bags. That process is set to start in the next 30-days and is being coordinated by the City of San Rafael.

- f. Consider implementation of curbside food composting program.

*Done.*

### **3. Land Use and Housing Issues**

- a. Receive completed Conceptual Design for Miller Avenue Streetscape recommended by Design Advisory Committee. Consider approval of 1) Conceptual Design 2) development of construction drawings and bid package 3) award of construction contract c) implementation of the Miller Avenue

## Streetscape Project.

*A contract for the Miller Avenue Streetscape Plan and related design services was awarded by the City Council to Wallace Roberts & Todd (WRT) in February 2010. To date, the Streetscape Plan process is running on time and on budget. There has been some modification of the project timeline and meeting schedule to better utilize the Design Advisory Committee (DAC) for direction on some of the road configuration details in each "room". Those additional DAC meetings have extended Phase I of the design process, but that is likely to be made up with fewer meetings in Phases II and III. The project is still on schedule to complete the Streetscape Plan in late 2010/early 2011. We will have a better idea about possible modifications to the scope of work and timeline after the next scheduled DAC meeting on September 23. At that meeting, the DAC will be discussing the "Main Street" segment of Miller Avenue, which has the most complicated roadway design and related issues. Once the Streetscape Plan is completed, the Department of Public Works can begin the process to prepare construction drawings and bid documents in anticipation of commencing construction.*

The Miller Avenue Streetscape Plan is in the final phase of the approved scope of work. Staff and consultants have completed a draft streetscape design concept that is under review by the community and the Miller Avenue Design Advisory Committee. We expect that process to conclude in April/May of this year. Subsequent construction related steps will become the responsibility of Public Works.

### b. Update General Plan:

1. Evaluate budget needs, level of effort and timing for a comprehensive update to the General Plan. Develop implementation plan and timeline for completion. Give priority to completing an updated Housing Element, which addresses the inclusionary zoning ordinance and evaluates affordable housing financing strategies including housing impact fees. Initiate General Plan update in 2011.

A revised draft General Plan update scope, budget and timeline has been prepared and will be presented to the City Council in February. With Council acceptance of the recommendations, the General Plan update would commence in 2011.

2. At recommendation of Director of Planning and Building, appoint a General Plan oversight committee and subcommittees as needed.

The draft scope includes a recommendation to appoint a General Plan Advisory Committee.

3. Integrate existing Advanced Planning projects into General Plan update process.

*A preliminary scope of work and timeline for a General Plan update was presented to the City Council in April 2010. The presentation included background on the purpose and value of General Plans in California and various options for proceeding with an update. The staff recommendation was that the plan could be updated using in-house staff and minimal consultant assistance. The estimated cost was \$450,000 and the estimated timeline from process start (early 2011) to adoption was approximately three years. The report proposed that the update process could utilize work that had already been undertaken in preparing a Climate Action Plan, emergency preparedness and hazard mitigation plans and the economic development aspects of the work of the Business Advisory Board. The Council asked staff to return with a more detailed scope and timeline in late 2010, at which time, staff would make recommendations regarding citizen participation and establishment of an advisory committee, as well as how work that has already been done on the Housing and Circulation Elements (updates started in 2007/2008) will be integrated into the overall project scope.*

The draft scope would include incorporating work already completed on the Climate Action Plan, the Circulation Element and the Housing Element.

4. Zoning Ordinance:

- Evaluate budget needs, level of effort and timing for either (a) a comprehensive update to the Zoning Ordinance or (b) an effort to prioritize and update sections over time. Develop priorities; plan, schedule and budget. Begin update process in 2010.
- Resolve internal conflicts between Design Review Guidelines, the Green Building Ordinance, Wildland-Urban Interface Ordinance, & current zoning.

*Updating the Zoning Ordinance is already underway. Staff is working on potential revisions based on Planning Commission priorities identified in October 2009: Floor Area Ratio formula and exemptions; second units; a process for evaluating historic resources and potential upgrades to the City's design guidelines. In addition, staff has been working with a sub-committee of the Business Advisory Board on amendments to the Commercial zoning regulations to bring them up-to-date and streamline the development review process. The Planning Commission reviewed possible Design Guidelines changes in August 2010 and provided direction to staff. The Commission will be looking at FAR, second unit and historic resources at its September 27 meeting. The BAB has seen preliminary recommendations for the Commercial zoning districts and has given the sub-committee direction to continue to refine those recommendations. The BAB has also heard a presentation on parking requirements at its July meeting that may result in changes to the current parking requirements in the Zoning Ordinance.*

*Staff will be bringing a new mandatory Green Building ordinance forward for adoption in the next 90 days. Initially, the intent was to bring the model Green Building Ordinance developed through the Marin County BERST program to the City Council. However, the new California Building Code (to be adopted by the City by January 1, 2011) includes a new California Green Building Code (CalGreen) that has many of the requirements of the BERST model ordinance, but the details of which just became available in the past month. Planning and Building staff are currently comparing the two in terms of requirements, as well as administrative and process impacts before making a full presentation and recommendation to the City Council. As part of that review, we are coordinating with the Fire Department to see where we are able to better coordinate Green Building with WUI requirements.*

*Zoning Code update work has already commenced dealing with amending the City's commercial zoning regulations, second unit regulations, the calculation of Floor Area Ratio, historic preservation procedures, and definitions. A scope of work and timeline for comprehensively updating the zoning and subdivision regulations is underway. We expect to do all of this work in-house, with in-house staff.*

- c. Hold at least one joint study session annually for City Council and Planning Commission.

*A joint study session with the Planning Commission has not been scheduled to date.*

*A joint Planning Commission/City Council study session has not been held.*

- d. Provide education and training on policy issues relating to Urban Planning and Land Use for City Council and Planning Commission, identify costs for 2010-2012 Budget.

*Due to limited funds, the 2010-2012 budget does not include specific expenditures for City Council and Planning Commission training, as the department's budget was reduced overall. Staff has periodically provided training for the Planning Commission on various issues, the latest being an overview of CEQA procedural requirements for EIR's. The training materials for that session were put on the City's website and made available to the City Council. Other trainings are scheduled on an as-needed basis.*

Department staff did a training on CEQA for the Planning Commission. Materials for that training were posted on the City website for the benefit of the public. Staff is currently preparing a schedule of quarterly training sessions for the Planning Commission on various topics. These sessions would also be available to Council members and the public.

#### 4. Traffic, Multimodal Transportation and Parking

- a. Address Business Advisory Board recommendations regarding the Downtown Parking Study and the Business Task Force Report. Evaluate recommendations, priorities, implementation strategies and costs. Update City policies and direction for parking citywide.

*This activity is in progress and is being coordinated through the Police Department and the Business Advisory Board. Parking location signs have been installed downtown, and the RSVP program membership is growing. Additional recommendations are to be evaluated through the BAB and Police on a continuing basis.*

- b. Evaluate Community Traffic Calming Programs to improve pedestrian, bicycle and automobile safety, and reduce transportation associated with Green House Gases (GHG). Adopt policies and programs appropriate for Mill Valley and pilot test strategies in the Sycamore Triangle & Tamalpais Park Neighborhood as recommended by Staff.

*On August 2, 2010, the City Council authorized the City Manager to enter into an agreement with David Parisi to prepare Citywide Traffic Calming Guidelines, which would then be used to assess potential traffic calming approaches in the Sycamore Park and Tamalpais Park neighborhoods. In addition, DPW staff has initiated a work program to refresh and improve existing traffic calming measures (crosswalks, stop bars, traffic signs, etc.) in the Sycamore Park and Tamalpais neighborhoods. That work will continue through 2010 and into 2011. The Citywide Traffic Calming Guidelines process will kick-off in September 2010 and be completed by March of 2011. The Guidelines will be developed with the assistance of a staff/citizen advisory committee comprised of neighborhood representatives from the Sycamore Triangle and other areas of the City.*

A Citywide Traffic Calming Program was initiated by the City Council in August and is being coordinated by Planning and Building with the assistance of David Parisi. An advisory committee of staff and citizens (including one each from the Sycamore Park and Tamalpais Park neighborhoods) has been meeting since December and intends to complete its work (completion of a draft Citywide Traffic Calming Guidelines Program) for City Council review and adoption by May.

DPW staff completed the program to refresh and improve existing traffic control markings and signs in the Sycamore Triangle.

- c. Traffic Studies and Improvements
  1. Study Alto Shopping Center-Whole Foods Onsite Circulation, Ingress and Egress study. Receive study recommendations to improve internal circulation, entry and exit. Address recommendations with landlords and tenants.

*Planning staff and the Interim City Manager worked with David Parisi to analyze the Alto Center prior to the opening of Whole Foods at the Alto Center. Some of the recommendations were incorporated into the shopping center as part of the Whole Foods improvements (parking lot re-striping, entry drive re-paving), others were installed temporarily (signage and internal traffic control measures) as part of the grand opening. The recommendation to move the Mill Valley Farmers Market to the adjacent CVS Pharmacy site was also implemented prior to the opening of Whole Foods.*

Planning and Building staff coordinated an Alto Center parking and circulation study with David Parisi, prior to the opening of Whole Foods and worked with Whole Foods to implement some of the measures as part of the building permit process. We also worked with the Farmer's Market to relocate them to the adjoining CVS Pharmacy parking lot to

minimize potential conflicts.

2. Evaluate traffic mitigation and signal timing improvements for E. Blithedale at Lomita and Camino Alto. CIP Project in 2010-2012 Budget.

*Project has not begun but is budgeted. The next step will be to seek proposals for the retiming and signal coordination of the corridor.*

DPW staff will request proposals in March for the retiming and signal coordination of the corridor.

3. Plan for traffic and road impacts associated with major rebuilding at Edna Maguire School and remodels of other schools.

*DPW and Planning staff are working with MV School District staff to address potential impacts associated with the District's proposed improvements. The Edna Maguire expansion is the most extensive project and will require a detailed environmental assessment. Although the City may not have discretionary review over much of the project, the City will have an opportunity to work with and review and comment on the environmental assessment and will be able to propose possible technical modifications to the project, as well as potential mitigation measures for identified impacts. The District has selected an environmental consultant and is just beginning the assessment process.*

DPW and Planning staff continue to work with the school district on these projects.

## 5. Infrastructure Maintenance and Enhancement.

- a. Capital Improvement Program (CIP) Budget: Review City's Capital Improvement Program and prioritize infrastructure needs as part of the 2010-2012 budget.

- b. City Sewer System:

1. Post status of compliance with Environmental Protection Agency order. (Status Report needed.)

*The EPA Compliance Order is on the DPW website, as well as the required Sewer Spill Reduction Action Plan, dated August 2009. The October 2010 Annual Report will be posted online when it is complete. Sewer spills have been reduced from 8-10 per month to 8-10 per year.*

DPW staff will post the October 2010 Annual Report online in February.

2. Receive results of City sewer line assessment to better understand points of weakness, maintenance issues, and long-term capital funding needs. Develop implementation plan and financing strategy to address needed improvements.

*Staff and consultants are working on developing a long term operations and repair program with financing recommendations. Public hearings will commence on this activity in early 2011.*

DPW staff is currently working on the implementation and a financial strategy to introduce to Council in February.

3. Promote sewer line lateral replacement program to residents.

*Details of the program are on the SASM website, and have just been added to the DPW website as well. SASM disseminated flyers about the program, and flyers are going to be available at each public building's front counter. Additionally, the website information will be enhanced with an online interview. Social networking sites will include information,*

*along with a press release, e-notification, HOA distribution list and appearance in the upcoming newsletter.*

4. Explore time of sale sewer lateral upgrade ordinance and initiate collaborative dialogue with real estate community on this topic.

*No progress yet. Presently, upgrades are required during property redevelopment.*

c. Sewerage Agency of Southern Marin (SASM)

1. Participate in functional and political consolidation of SASM member agencies, including management and administration of SASM.

*Staff is closely involved in regionalization efforts and working with the SASM managers and LAFCO regarding how the City's involvement may affect the outcome. AB1232 is effective in January 2011 at which time LAFCO will decide whether to enact political consolidation of the four affected agencies (Homestead Valley, Richardson Bay, Almonte, Alto Sanitary Districts). The City is participating in a series of facilitated workshops purposed with the visioning of the future of SASM.*

2. Evaluate Tamalpais Community Services District request to purchase EDU's from City of Mill Valley for additional TCSD flow to SASM.

*This consideration has been abandoned by TCSD.*

3. Evaluate operating agreement with SASM.

*The Interim City Manager met with SASM staff to advise them that termination of the O&M contract was being considered and would be discussed at an upcoming SASM Board meeting. The Manager then solicited input from the SASM Commissioners, who appeared open to the action. Subsequently, the SASM Board held the first of a series of visioning workshops to discuss the future of SASM, inclusive of the possibility of SASM becoming an employer of the Treatment plant employees and the operator of record. The City Manager and SASM chairperson are formulating a course of action to return to Council.*

*At the November 15, 2010 City Council Meeting, the City Council was unanimous in continuing the ongoing agreement with SASM. The SASM Board at the December 16, 2010 meeting took action to form a sub committee of SASM Board Members, the City Manager and General Manager of SASM will review the language in the O&M Agreement and revise as needed to continue the agreement.*

d. Ten-Year Road Improvement Plan

1. Receive progress report and costs to repair and maintain existing roads and upgrade former "B" streets. Review funding levels, new technologies and cost- saving ideas.

*Progress report not done, but we are in 3<sup>rd</sup> year of 10 year plan and on track. Some rehabs were deferred due to sewer funding shortfall but are expected to be addressed in 2011. Funding levels are good, but as with most local agencies, do not allow for improvement in overall road conditions- PCI scores are still in "Fair" condition. DPW staff has been aggressive with seeking outside funding to complement local revenue. The B street program is well ahead of targeted financial schedule, mostly because they are costing more for roadway stabilization than planned.*

2. Publish annual road improvement project list in City Newsletter.

*DPW to publish in next newsletter.*

- e. Americans with Disability Act (ADA) Transition Plan: Complete plan and continue ADA upgrades and improvements. Coordinate with other CIP projects whenever feasible.

*The Building Official will be the project manager for the updating of the City's ADA Transition Plan. The City Manager will setting up a meeting with Planning and Building and DPW staff to discuss the scope and timeline with the intention of beginning work on the update as soon as possible.*

Building Official Dan Martin is coordinating the update of the City's ADA Transition Plan. Martin conducted a kick-off meeting on January 20 with representatives from each City department.

- f. Bicycle and pedestrian improvements: identify and secure funding to make improvements identified in 2008 Bicycle and Pedestrian Transportation Plan.

*Identified maintenance items such as renewing striping are performed on an annual basis. Several of the Top 25 SLP's are presently being renovated, in part from the NTPP funding. DPW staff has been applying for grants for bikeway improvements on outer Miller as well as Camino Alto from Miller to Sycamore and Sycamore east of Camino Alto. Design work is continuing on Miller Ave via the DAC. Other projects are being implemented with existing funding such as bicycle parking and improved crosswalks.*

## 6. Support Mill Valley Businesses Community

Review recommendations of the Business Advisory Board and adopt and fund appropriate actions which could include:

- a. A marketing plan, in coordination with the Chamber of Commerce, to stimulate economic vitality in the local business community by encouraging Mill Valley residents to spend more time and more dollars in Mill Valley;

*The City Council funded a BAB requested a marketing plan and through the City Manager's office, a marketing consultant has been working on the rollout. The Dipsea Centennial Deals Card was the first in the strategy. The RSVP program is also being marketed as well.*

In December of 2010, the price of the permit was reduced to \$19.00. As of January 26, 2011, 2600 RSVP parking permits have been sold.

- b. A long term funding strategy to continue the marketing and promotional efforts;

*It is expected that the BAB will work closely with the City Manager on long term funding, with a likely scenario the consideration of a Business Improvement District.*

- c. Streamlining City approval processes to be more "business friendly" and position the City to partner with businesses in the future;

*Planning staff has been working with a sub-committee of the BAB on revising the Commercial zoning districts and permitted and conditionally permitted uses in the City as a first step toward making the Zoning Ordinance more "business friendly".*

Planning and Building staff worked with a sub-committee of the BAB on developing proposed amendments to the City's commercial zoning regulations. Draft regulations have been prepared and are awaiting scheduling for public hearings before the Planning Commission as the first step to amending the zoning ordinance.

- d. Designing and testing solutions for resident and employee parking in downtown;

*The Police Department continues to work with stakeholders to provide appropriate parking in the downtown area for shoppers and employees. Working with the Business Advisory Board, the Police Department implemented a Resident Vehicle Sticker Program (RSVP). The program allows residents in the 94941 zip code to purchase \$30 annual parking stickers for their vehicles allowing*

*them to park in metered spaces for the amount of time allowable to paid meter customers. Over one thousand sicker were sold in the first six weeks of the program.*

Planning and Building staff coordinated an informational presentation by the transportation consulting firm of Nelson-Nygaard on trends in parking regulation and management. Nelson-Nygaard is also part of the Miller Avenue Streetscape design team and has made specific recommendations to manage the public parking within the Miller Avenue corridor. Those recommendations would be adopted as part of the adoption of the Streetscape Plan.

- e. A long term economic development plan for the City, including the possible establishment of a Business Improvement District (BID).

*This effort has not yet begun but is anticipated to be a BAB/City topic once the BAB's marketing program and RSVP program are launched.*

## **7. Manage City Budget**

- a. Approve balanced budget for 2010-2012.

*Done.*

- b. Provide opportunity for community input to hearings for 2010-2012 Budget and 2011 mid term Budget update.

*Public hearings conducted for budget adoption and mid-term due in early 2011.*

- c. Align two year City Council Work Plan with two-year budget and two-year Staff Work Plans.

*Done. Council adopted a two year workplan to align with the budget and department goals and objectives.*

- d. Receive quarterly budget updates. Monitor City revenues and expenses, as well as the State's budget shortfall. Prepare for any impacts on Mill Valley and participate in State budget advocacy as requested by the League of CA Cities.

*Quarterly reports are an ongoing activity and will continue to be agendized. Staff is tracking legislative activity, including the consideration of a position on Prop 22.*

*The Finance Department is not providing quarterly updates but will do a mid-year update with a forecast.*

- e. Conduct a Study Session in conjunction with mid term budget hearings.

*Due in early 2011.*

- f. Evaluate proposal for Community Financial Advisory Committee reporting to City Manager, approved by City Council. Committee would work with Staff to develop a) long term (5 and 10 year) General Fund revenue and expenditure forecasts, including pension liabilities; and b) a long term plan for Capitol Improvement Projects.

*No action as of yet. Staff to prepare talking points and Pro/con analysis for Council consideration.*

- g. Participate in local and County-wide efforts to reform retiree benefit structure/pension reform. Local efforts have begun via employee contract negotiation process.

*Each contract under review has a clause allowing the City to implement tiered pension benefits. Manager has been working with the other managers in the County on best approaches.*

The City negotiated a second tier retirement plan for all new Miscellaneous (non-Safety) employees. Effective March 23, 2011, newly hired Miscellaneous employees will be under a 2% @ 55, highest 3 year average, benefit formula as opposed to the current 2.5% @ 55, highest 1 year formula. The City also negotiated an employee pension contribution of 3% for all sworn Police employees hired on or after 7/1/10. This contribution is already in effect for Fire Safety employees. Manager continues to work with the other managers in the County on best practices and the City is participating in the MCCMC Pension & OPEB Reform Committee.

## 8. Effective Two-Way Communication between City Staff/Council and the Community

- a. Explore opportunities through the Marin Telecommunications Agency, the Marin Managers Association, and private vendors for webcasting of City Council and Planning Commission meetings. Identify costs for consideration in 2010-2012 Budget.

*CIP budget approved for webcasting project. City staff is evaluating bids from camera/hardware and webcasting service providers. Staff is planning a visit to CMCM to determine best way to use resource re: cable channel, public service announcements, etc.*

Webcasting began December 2010. Plans for the future include using CMCM tools/training and Council Chambers webcasting capabilities for public service announcements and educational videos, as well as broadcasting on cable television.

- b. Revisit and enhance a comprehensive external Communication Plan that includes a calendar of annual events and community service messages and multiple methods of outreach (City website, email notification; newsletter, banners, newspaper articles, postcards, fliers, and other announcements.) Develop annual timeline for proactive messaging to communicate specific items of interest to the community using multiple communication channels.

### *Website enhancements:*

- *New page on website regarding the curbside compost program.*
- *New page on website that lists City Council Mission Statement, Core Values, Key Issues and Work Plan*
- *Online survey for Miller Avenue/Throckmorton curb extension*
- *Monthly City Manager news update*
- *FAQs for Building Department, Police Department, and RSVP program*
- *Added Business Directory, which links to Marin IJ Business Listings to help shoppers find local vendors*
- *Created and updated page on Mill Valley's involvement with MEA and MCE, with important documents, links, meeting information, agendas and minutes*
- *Provided resources for residents regarding PG&E SmartMeters*
- *Miller Ave Streetscape Plan webpages expanded and updated regularly*

### *In website pipeline:*

- *BPAC page – one-stop resource for important information, documents, meeting information, agendas and minutes*

Done

- *ADA page - one-stop resource for important information, documents and contact information*

In progress in conjunction to ADA transition plan coordinated by Building Officer Martin.

### *Other communications methods:*

- *Email notifications are ongoing. Parks and Recreation recently implemented Constant Contact for direct marketing of programs.*

- *Social Networking sites include: Facebook accounts include Planning and Building Department, Miller Avenue Streetscape planning, Parks and Recreation and the Library. Twitter accounts include Planning, Building, and Police updates.*
- *Staff is researching banners.*

City website and email notification are ongoing. Printed newsletter and annual report budget cut to \$5000. No recent mailings to report. Several social networking sites continue to communicate with public. Upcoming promotions include advertising of City eNews to increase subscribers, including one "final" paper newsletter, mailers, banners, ads in paper, etc. Additional training for City staff to better use website and eNotification tool.

- c. Convene and facilitate two meetings a year for leaders of Mill Valley Homeowner Associations to discuss issues of concern to neighborhoods and City.

*Homeowners Association meeting held in May of 2010. Upcoming meeting scheduled for September 2010.*

Two meetings took place in 2010. Dates for 2011 are not yet established.

- d. Hold one to two community meetings/forums a year.

*Community meeting postponed until new City Manager on board.*

No community meeting in 2010. Community meeting in 2011 not yet established.

- e. Publish electronic Annual Report and at least 2 newsletters each year.

*Fall/Winter Newsletter is in the works.*

Fall/Winter Newsletter put on hold. Plans exist to publish one "final" paper newsletter to encourage residents to sign up for eNews.

- f. Continue Council Table on the Plaza twice a month during clement weather.

*Councilmember table on the Plaza has been set up on an ongoing basis.*

## **9. Excellence in City Government and Customer Service**

- a. Hire and integrate a new City Manager in 2010. Work with City Manager to develop annual goals and objectives for City Manager department.

*Done.*

- b. Planning and Building Department

1. Implement improvements identified in Goss Report.

All of the recommendations of the Goss Report that are the responsibility of the Planning and Building Department have been implemented or are being continually implemented through on-going improvements and refinements to department information, outreach and procedures.

2. Implement customer satisfaction survey for Planning and Building.

A customer satisfaction survey has not been implemented.

3. Identify and institute ways to optimize functional relationships among Planning, Fire, Building and Public Works so that Planning applications are reviewed comprehensively

and expeditiously.

*Implementation of the recommendations in the Goss Report has been underway since July of 2009. Nearly all of the recommendations have been implemented or are underway and may take some years to complete (such as updating the General Plan and Zoning Ordinance). A customer satisfaction survey has not yet been implemented. Functional relationships among Planning and Building, Fire and Public Works have improved. Recent examples include the coordination among Planning and Building, Public Works and Police leading to the opening of the new Whole Foods; working with Fire to coordinate Green Building requirements and WUI; the involvement of all departments on the Miller Avenue project; Police, Fire, Public Works and Planning and Building on Citywide Traffic Calming Guidelines. Planning and Building also coordinates the bi-weekly Development Review Board meetings, where Police, Fire, Public Works and Planning and Building staff review the status and issues associated with pending or on-going development permits.*

*Better coordination between Public Works, Fire and Planning and Building is on-going. Work to-date has included updating and coordinating application submittal requirements, more effective use of the City's Permit Soft permit tracking system, updating standard conditions of approval, reducing processing steps for Lot Line Adjustments and Lot Mergers, and reconciling Green Building and WUI requirements.*

- c. Department of Public Works: Explore ways to educate residents on the services provided by the Department of Public Works and assess customer satisfaction.

*DPW is working on a greater level of outreach. An example is the current polling and solicitation of comments regarding the Throckmorton bulbout. This type of effort is reducing after-the-fact frustration and will continue to be employed. A suggestion box is at front counter.*

- d. Operate Community Center and Park and Recreation programs with a positive cash flow.

*The Parks and Recreation Department continues to strive for the Community Center to be revenue neutral. Fees and services for all programs and the Community Center are evaluated regularly and changes/ increases are made as the public can sustain. Rental fees will be evaluated in the fall particularly pertaining to fields and Community Center.*

**10. Cultivation of Leaders and Citizen Participation on City Commissions, Boards and Committees.**

- a. Recruit, interview and appoint new members of City Boards, Commissions and Committees.

*Boards, commissions and committee terms are on a schedule that is being maintained for necessary appointments. New appointments took place early in the year.*

- b. Hold training session for new and continuing members & hold annual recognition dinner for all.

*Done for the 2010 calendar year appointments.*

- c. Encourage Boards and Commissions (B/C) to adopt annual goals and objectives that align with the Mission and Core Values of the City Council and with the specific mission of the Board or Commission. Annual goals focus activities and resources to enhance the quality of life in Mill Valley by contributing to arts, culture, recreation, safety, and the natural and built environment.

*Staff is working on creating and aligning B/C goals and objectives with Council's charge. Each body is being reviewed individually for goal and workplan development*

- d. Maintain regular communications between City Council, Boards and Commissions and receive an Annual Report from each Board and Commission.

*Annual reports take place at the beginning of the calendar year, and were presented by each Board and Commission in early 2010. The next round is expected in early 2011. Joint meetings with specific bodies and the City Council may be held.*