



CITY of BRISBANE

City Council Special Meeting Agenda

Saturday, March 22, 2025 at 11:00 AM • Hybrid Meeting 50 Park Place, Brisbane, CA

The public may observe/participate in City Council meetings using remote public comment options or attending in person. City Council members shall attend in person unless remote participation is permitted by law. The City Council may take action on any item listed in the agenda.

TO ADDRESS THE COUNCIL

IN PERSON

Location: City Hall Community Meeting Room 50 Park Place, Brisbane, CA 94005

Councilmember Davis will join via teleconference at 251 Mendocino St. Brisbane, CA.

Masking is not required but according to the California Department of Public Health guidelines, people at higher risk for severe illness should consider masking. To help maintain public health and safety, we respectfully request that people not attend in-person if they are experiencing symptoms associated with COVID-19 or are otherwise ill and likely contagious (e.g., respiratory illnesses).

To address the City Council on any item – whether on the posted agenda or not – please fill out a Request to Speak Form located in the Community Meeting Room Lobby and submit it to the City Clerk. Speakers are not required to submit their name or address.

REMOTE PARTICIPATION

Members of the public may participate by logging into the Zoom Meeting listed below.

The agenda materials may be viewed online at brisbaneca.org at least 72 hours prior to a Regular Meeting, and at least 24 hours prior to a Special Meeting.

Remote Public Comments:

Remote meeting participants may address the City Council before adjournment into Closed Session via Zoom and call in number. We also encourage you to submit public comments in writing in advance of a meeting to ipadilla@brisbaneca.org.

Join Zoom Webinar: zoom.us (please use the latest version: zoom.us/download)

<https://us06web.zoom.us/j/85031706803?pwd=Nlc0NVdaREF5Y3hiN2o0bEhNNkNmQT09>

Meeting ID: 850 3170 6803

Call In Number: 1 (669) 900 9128

Note: Callers dial *9 to “raise hand” and dial *6 to mute/unmute.

SPECIAL ASSISTANCE

If you need special assistance to participate in this meeting, please contact the City Clerk at (415) 508- 2113. Notification in advance of the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting.

11:00 A.M. CALL TO ORDER – PLEDGE OF ALLEGIANCE

ROLL CALL

- A. Consider any request of a City Councilmember to attend the meeting remotely under the “Emergency Circumstances” of AB 2449

ADOPTION OF AGENDA

PUBLIC COMMENT

WORKSHOP

- B. Priority Study Session

(Councilmembers will set priorities to help staff know what projects to consider to support the goal, to help the public understand the Council’s direction and to help the City focus limited resources on the highest need.)

ADJOURNMENT



City Council Priority Setting Retreat 2025

FOCUS ON THE FUTURE

MARCH 22, 2025

Agenda



- **11:00 AM** **Roll Call & Welcome from Mayor**
- 11:05 AM City Manager Intro to Council Retreat Overview
- 11:15 AM Results from Last Priority Setting Process (Jan. 2016)
- 11:20 AM Discussion of 2025 Priorities & Strategies to Achieve Priorities
- 12:30 PM 10 Minute BREAK
- 1:50 PM Retreat Debrief, Takeaways, and Next Steps
- 2:00 PM Adjournment



To Ensure a Productive Day

- We allow time for **candid** and **honest** feedback that is received as intended
- We seek to hear **ideas and perspectives** of residents in our public comments before deliberations
- We will adhere to schedule and allow the facilitator to move the conversation along



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City Council



Cliff Lentz
Mayor



Coleen Mackin
Mayor Pro Tem



Madison Davis
Councilmember



Frank Kern
Councilmember



Terry O'Connell
Councilmember



What is a Priority?

- Council's strategic initiatives
- A “compass” for operational work plans and the specific projects, programs, and initiatives delivered by city staff
- Achievable, measurable, and time-set
- Provides clear and transparent direction from the collective council to staff
- Sets the policy framework for budget decisions and how City resources are aligned to support priorities



What ISN'T a Priority?

- A specific project
- A concept like “housing” or “public safety” that doesn’t specify a measurable goal
- More than a handful of priorities



Why Now & Why is this Important?

- To have a FY 2025-26 budget that reflects the Council's goals
- To ensure Council, Commissions, Committees, and staff are all aligned on where time and resources should be focused
- Many significant and resource-heavy projects and initiatives in the coming years
- Council has not held such a session since 2016



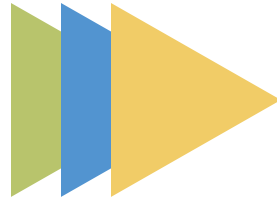
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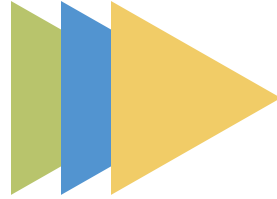




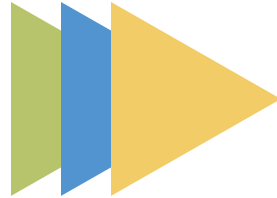
2016 ADOPTED COMMUNITY ORIENTED GOALS



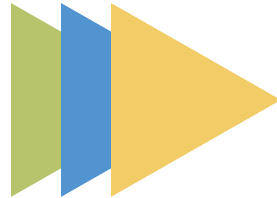
Safe Community



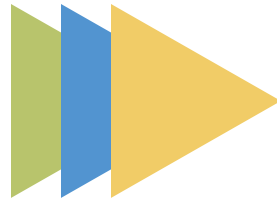
Community Building



Ecological Sustainability



Fiscally Prudent



Economic Development

Use of Previously – Decided Goals

- Staff report designation
- Resource X Budget Tool
- Occasionally as part of the description of a program

Use of New Priorities

- Provides for public understand of Council efforts
- Overall guidance on how the staff will focus their time and city resources
- Progress accountability



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FY 2025-26 Assumptions/Focus Areas

- Succession Planning due to Retirements
- City Facilities – Use & Maintenance
- Long-Term City Fiscal Health
- Many significant land use projects
- Increased information requests/support for residents
- Assistant City Manager/Management Analyst integration
- Initial work in advance of renegotiated labor contracts



Other Realities

- Increased mandated services by State without corresponding resources to support
- Fewer federal/state grant opportunities
- Potential impacts from longer-term economic disruptions at the world/national level



And Remember...

- Most municipal work is non-discretionary
 - 25-40% of typical city expenditure is discretionary
- Many major projects anticipated in the coming years
- First year doing this in a long time.....



FY 2025-26 Priorities

Council to discuss Next Year's Priorities



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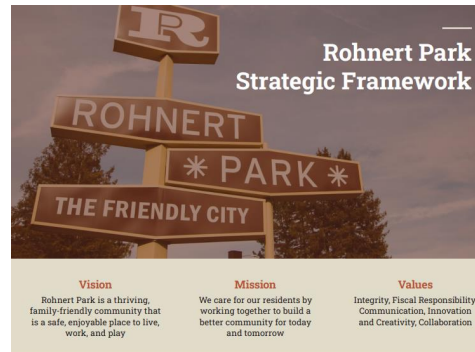
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BACK FROM BREAK

Continue discussion of FY 2025-26 Priorities





What Happens Next?

- April 3th – Council will approve Priorities
- Promotion of Priorities with Residents
- Use Priorities to help develop budget and determine future programming to support priorities;’ “North Star” for staff focus and future projects
- Quarterly monitoring, through public reporting, on priority progress
- Process repeats next year

General Housing, Economic & Workforce Development			
Goal	Lead/Co-Lead	Status	Status Notes
1. Implement Measure HH Employment Program	CEO - Housing	In Progress	(1) Measure HH program consists of 50,000 contracts with Street Code Academy, Job Train, and Live in Peace collaborating to create local workforce development and job training pilot programs in the STEM and Building Trades fields. Programs are launched and status is updated quarterly and available online: https://www.ci.santa-clarita.ca.us/recordings/pages/measure-hh-pilot-workforce-development-program . Staff presented an update on the program progress on March 20, 2024 and Council requested staff to start preparing for evaluation of the pilot upon completion of the 18-month pilot. Target Completion: August 2024.
2.1. Present TOPA/COPA recommendations and other opportunities to promote homeownership	CEO - Housing	Complete	On December 6, 2023, the proposed TOPA/COPA ordinance was not adopted by Council. Project effort consisted of two years of community outreach meetings, Council presentations, research, ordinance drafting, responding to public queries, etc. Effort supported by the Partnership for the Bay's Future Policy Fellow, CMO and CAO. Fellow will continue to look for funding opportunities and other ways to promote homeownership and housing preservation for remainder of fellowship period ending May 2024.
2.2. Complete the updated Housing Element	CMO/CMO	Complete	Housing Element adopted by Council on March 19, 2024. 2023-2024 Housing Element available online: https://www.cityofpsa.org/housing/pages/housing-element-update-1 .
2.4. Update Affordable Housing Strategy	CEO - Housing	Complete	Affordable Housing Strategy was updated and adopted by City Council on February 6, 2024. 2024-2028 Strategy is available online: https://www.cityofpsa.org/housing/pages/affordable-housing-strategy .
2.5. Establish Rent Registry for both stabilized and market-rate rental units.	CEO - RSP/CEO Housing	In Progress	Reached Council direction on work plan on March 19, 2024. Staff will bring an ordinance back for consideration before the end of the fiscal year and issue a request for proposals (RFP) for outside program management planned issuance this Summer and execute contracts by October 2024. Staff continue to explore potential registry options (meeting with other cities, speaking with vendors, etc.)
3. Create an Economic Development Strategy Focusing on Small and Micro Businesses for City Council Consideration	CMO/CEO	In Progress	Commenced preparation of a request for proposals (RFP) for an Economic Development Strategy. Hired a consultant from Regional Government Services to assist with RFP preparation. Expected RFP issuance date to be determined.
4. Convert the City's Community Left property into office space that could be used as a small business incubator	PWD	In Progress	The City was awarded a \$555,000 grant from the Small Business Administration to improve the former redevelopment Agency's space at Community Left for use as a local incubator space. City staff issued a request for design proposals in 2023. Staff received one proposal and is recommending a contract award to City Council on 04/04/24. Target Completion of design: December 2024. Construction will take place in 2025.
5. Implement Program to Distribute Community Resource Funds Grant	CMO/CEO	In Progress	This is a City sponsored grant program. In May 2023, staff presented a framework for the program and Council directed that the funds be allocated to four different service areas. Staff presented an updated framework to the City Council on 3/5/2024 and the Council directed staff to 1) release a RFP for Senior Home Repair Assistance with \$125K, 2) release a RFP for Small Business Assistance with \$125K, 3) more \$50,000 to the Community Services Division budget for Senior programs aimed at increased technical competence and prevention of scams, and 4) more \$50,000 to the Community Services Division budget for youth club activities. Staff anticipate releasing RFPs in May 2024 and receive awards in the City.



Priority Tracking Example

Promote Housing, Economic & Workforce Development				
Goal		Lead/Co-Lead	Status	Status Notes
1	Implement Measure HH Employment Program	CDD - Housing	In-Progress	(1) Measure HH program consists of \$0.76M contracts with Street Code Academy, Job Train, and Live in Peace collaborating to create local workforce development and job training pilot programs in the STEM and Building Trades fields. Programs are launched and status is updated quarterly and available online: https://www.ci.east-palo-alto.ca.us/econdev/page/measure-hh-pilot-workforce-development-program . Staff presented an update on the program progress on March 19, 2024 and Council suggested staff to start preparing for evaluation of the pilot upon completion of the 18-month pilot. Target Completion: August 2024.
2.1	Present TOPA/COPA recommendations and other opportunities to promote homeownership	CDD - Housing	Complete	On December 6, 2023, the proposed TOPA/COPA ordinance was not adopted by Council. Project effort consisted of two+ years of community outreach meetings, Council presentations, research, ordinance drafting, responding to public queries, etc. Effort supported by the Partnership for the Bay's Future Policy Fellow, CMO and CAO. Fellow will continue to look for funding opportunities and other ways to promote homeownership and housing preservation for remainder of fellowship period ending May 2024.
2.2	Complete the updated Housing Element	CDD/CMO	Complete	Housing Element adopted by Council on March 19, 2024. 2023-2031 Housing Element available online: https://www.cityofepa.org/housing/page/housing-element-update-1
2.4	Update Affordable Housing Strategy	CDD - Housing	Complete	Affordable Housing Strategy was updated and adopted by City Council on February 6, 2024. 2024-2028 Strategy is available online: https://www.cityofepa.org/housing/page/affordable-housing-strategy
2.5	Establish Rent Registry for both stabilized and market-rate rental units.	CDD - RSP/CDD - Housing	In-Progress	Received Council direction on work plan on March 19, 2024. Staff will bring an ordinance back for consideration before the end of the fiscal year and issue a request for proposals (RFP) for outside program management planned issuance this Summer and execute contracts by October 2024. Staff continue to explore potential registry options (meeting with other cities, speaking with vendors, etc.)
3	Create an Economic Development Strategy Focusing on Small and Micro Businesses for City Council Consideration	CMO/CDD	In-Progress	Commenced preparation of a request for proposals (RFP) for an Economic Development Strategy. Hired a consultant from Regional Government Services to assist with RFP preparation. Expected RFP issuance date to be determined.
4	Convert the City's Cummings Loft property into office space that could be used as a small business incubator	PWD	In-Progress	The City was awarded a \$555,000 grant from the Small Business Administration to improve the former Redevelopment Agency's space at Cummings Loft for use as a local incubator space. City staff issued a request for design proposals in 2023. Staff received one proposal and is recommending a contract award to City Council on 04/16/24. Target Completion of design: December 2024. Construction will take place in 2025.
5	Implement Program to Distribute Community Resource Funds Grant	CMO/CDD	In-Progress	This is a City-sponsored grant program. In May 2023, staff presented a framework for the program and Council directed that the funds be allocated to four different service areas. Staff presented an updated framework to the City Council on 3/5/2024 and the Council directed staff to 1) release an RFP for Senior Home Repair Assistance with \$125K, 2) Release a RFP for Small Business Assistance with \$125K, 3) move \$50,000 to the Community Services Division budget for Senior programs aimed at increased technical competence and prevention of scams, and 4) move \$50,000 to the Community Services Division budget for youth civic activities. Staff anticipates releasing RFPs in May 2023 and announcing awards to the City



Priority Comms With Public

Rohnert Park Strategic Framework



Vision

Rohnert Park is a thriving, family-friendly community that is a safe, enjoyable place to live, work, and play

Mission

We care for our residents by working together to build a better community for today and tomorrow

Values

Integrity, Fiscal Responsibility, Communication, Innovation and Creativity, Collaboration

Four Broad Goals

The four broad goals will continue over many years and are where the City's budget and services are focused.



Long-Term Financial Sustainability

Provide for long-term financial health and sustainability with sufficient resources for our valued community services.



Community Quality of Life

Provide for public safety, develop downtown, address housing and the needs of the unhoused, offer community enrichment opportunities, and foster an equitable, high-quality life



Planning and Infrastructure

Provide for long-range planning, environmental sustainability, and well-maintained infrastructure, including facilities, streets, parks, and utilities.



Organization Well-Being

Be an employer of choice to attract and retain talent and provide for sound internal systems to support City services.

Council Priorities

Council priorities support and are in context of the four broad goals.

Downtown

Infrastructure and Beautification

Emergency Management



Rohnert Park

Prepared by:



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Thank You

