



City of Alameda Strategic Planning 2023

# City Council Retreat #2

April 24, 2023

**Cristelle Blackford**, *Project Director*

**Mike King**, *Project Manager*

# Agenda

1	Public Comment (15 mins)	5:00 - 5:15 p.m.
2	Welcome and Review Agenda (5 mins)	5:15 - 5:20 p.m.
3	Review and Confirm Draft Final Vision & Priorities (20)	5:20 - 5:50 p.m.
4	Projects Discussion: Priority Areas 1 - 2 (60 mins)	5:50 - 6:50 p.m.
	<b>Break</b>	<b>10 minutes</b>
5	Projects Discussion: Priority Areas 3 - 5 (80 mins)	7:00 - 8:20 p.m.
6	Wrap Up & Next Steps (10 mins)	8:20 - 8:30 p.m.

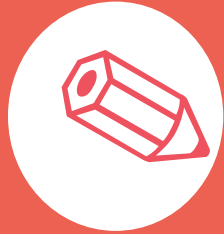
# Welcome

# Purpose & Outcomes

## Meeting Purpose & Desired Outcomes

- Review revised drafts of the vision statement and priority areas
  - Finalize vision and priorities
- Discuss staff-proposed project lists for each priority area
  - Begin to align around project lists

## Review of Strategic Planning Process and Timeline



January - February

### Discover & Assess

- Council Interviews
- EMT Focus Group

→ Draft Vision and Priorities

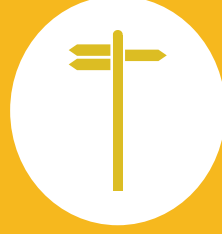


March

### Vision & Priorities

- Council Retreat #1
- Staff Focus Groups / Interviews

→ Revised Draft Vision and Priorities



March - April

### Projects

- Staff Draft Project Lists; Council Survey
- Council Retreat #2

→ Draft Project Lists

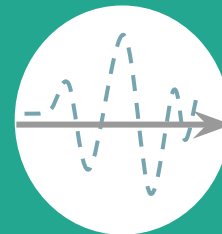


April - May

### Validate Roadmap

- Staff Gallery Walks
- Community Pop-ups

→ Revised Vision, Priorities & Projects



May - June

### Work Plans

- Council Retreat #3
- Work plans
- Budget integration

→ Strategic Roadmap

## Meeting Agreements

- *Practice civility and decorum in discussions and debate*  
Remember to treat each other with courtesy and integrity that respects the abilities, experience, and dignity of each individual.
- *Demonstrate effective problem-solving approaches*  
Embrace the moments for critical and creative problem solving. Even when presented with a diverging viewpoint, view it as an opportunity for open and explorative dialogue.
- *Maintain an open mind*  
Remain open to hearing other's opinions/perspectives when they give comment.

**CivicMakers** will serve as neutral facilitators to keep us on time and on topic.

# Review and Confirm Draft Final Vision & Priorities



## Draft Vision from March 6

Alamedans of all ages, cultures and backgrounds feel supported and engaged in community and civic opportunities to continually make Alameda a better and safer place to live.

Alameda Point is becoming a fully activated community, contributing to the economic, cultural and recreational landscape of the entire city. Residents walk, bike and take public transit to more destinations on the island and across the Bay Area, reducing local traffic congestion and accidents.

Alameda is more resilient to climate change and sea level rise, external factors that uniquely impact its island community. Alameda residents and businesses feel prepared and trust in local agencies to keep them safe during future natural disasters, including earthquakes and flooding.

New and existing households feel welcomed and can afford housing that meets their needs. Housing is available for homeless individuals and families who have access to ongoing social service support. Residents are proud to have beautiful, clean green and blue spaces for play and recreation, and businesses, restaurants, and public events and art that reflect the vibrancy of their neighborhoods.

Overall, there is a collective feeling of pride and hope for the island, especially for the wellbeing of its youth. Alameda celebrates its many assets - in housing, business, transportation, recreation, and infrastructure – that contribute to the long-term betterment of Alameda's residents and environment.

# City Council Comments

- Want more emphasis on meaningful public participation (ensuring that it is ADA accessible, and potentially includes virtual options or even child care considerations)
- New and existing households prioritized and welcomed into the community
- 5th paragraph - flip 1st + 2nd sentence and add “architecture” – “youth and aged”
- Reference to schools is missing – they are a neighborhood asset, community space like parks
- Remove “safe” from first paragraph – address more in following paragraphs
- Start with our people - move up 4th paragraph
- Move Alameda Point paragraph to 4th
- Include Schools after “recreation”
- Prioritize housing (move up)
- Combine transportation, infrastructure + climate change items
- Safety is broad – include mental health , parks and rec – adequate amount of capital resources + safety personnel
- Last paragraph – last sentence is weak. “Our most important asset is our people, not brick + mortar (secondary).” Highlight infrastructure in middle sections
- Need more continuity in paragraphs – 1st + 2nd sentences don’t feel connected
- Remove/change “celebrates’ – ”leverages”
- Have pillars (transportation/safety/ housing, sustainability, DEI principles, accountability, governance) underscored by fiscal/infrastructure
- Do not want to overlook the fire dept and roads in safety outlook
- I like the climate change + resilience paragraph

# Revised Draft Vision

Alamedans of all ages, cultures and backgrounds feel supported and engaged in meaningful community and civic opportunities to continually make Alameda a better place to live. We celebrate and embrace our most important asset - our people - in everything we do.

New and existing households feel prioritized and welcomed into our community. Alameda is known as a low-crime community thanks to our well-resourced public safety services. Residents are proud to have safe, beautiful, clean green and blue spaces for play and recreation, as well as high quality schools, businesses, restaurants, and public events and art that reflect the vibrancy of their neighborhoods. All Alamedans can afford housing that meets their needs, including homeless individuals. People seeking assistance have access to ongoing social service support.

Residents and visitors have a variety of accessible transportation options, including walking, biking, public transit, and cars, to get them safely to more destinations on the island and across the Bay Area, reducing local traffic congestion and accidents.

Alameda is more resilient to climate change and rising water levels, external factors that uniquely impact its island community. Alameda residents and businesses feel prepared and trust in local agencies to keep them safe during future natural disasters, including earthquakes and flooding.

Through fiscal responsibility and good governance, Alameda leverages its many assets - in housing, business, transportation, architecture, recreation, and natural resources – that contribute to the long-term betterment of its residents and environment. One of its biggest infrastructure projects, Alameda Point, is becoming a fully activated community, contributing to the economic, cultural and recreational landscape of the entire city. Overall, Alamedans are proud and hopeful for the island.

## What We Heard from Staff Focus Groups

- [Review City staff focus group results]

## What We Heard from the City Council + EMT Survey

- [Review survey results]

## Raise Your Hand to Share

*What, if anything, is critical to change?*

# Draft Priorities

- 1. Enhance Community Safety & Services**
- 2. Invest in Transportation & Infrastructure**
- 3. Build Resilience to Climate Change & Water Level Rise**
- 4. House All Alamedans**
- 5. Practice Fiscally Responsible & Inclusive Governance**

## Raise Your Hand to Share

*What, if anything, is critical to change?*



# Projects Discussion:

- Enhance Community Safety and Services
- Invest in Transportation & Infrastructure

# Draft Projects for Enhance Community Safety & Services

*Forthcoming*

## What We Heard from Staff Focus Groups

- [Review City staff focus group results]

## What We Heard from the City Council + EMT Survey

- [Review survey results]

## Raise Your Hand to Share

- *Are there any projects you would like to add or remove?*
- *Should we make any other changes to the projects or timelines?*
- *What projects are your top priorities?*

# Draft Projects for Invest in Transportation & Infrastructure

*Forthcoming*

## What We Heard from Staff Focus Groups

- [Review City staff focus group results]

## What We Heard from the City Council + EMT Survey

- [Review survey results]



## Raise Your Hand to Share

- *Are there any projects you would like to add or remove?*
- *Should we make any other changes to the projects or timelines?*
- *What projects are your top priorities?*

**Break (10 mins)**

# Projects Discussion:

- Build Resilience to Climate Change & Water Level Rise
- House All Alamedans
- Practice Fiscally Responsible & Inclusive Governance

# Draft Projects for Build Resilience to Climate Change & Water Level Rise

*Forthcoming*

## What We Heard from Staff Focus Groups

- [Review City staff focus group results]

## What We Heard from the City Council + EMT Survey

- [Review survey results]

## Raise Your Hand to Share

- *Are there any projects you would like to add or remove?*
- *Should we make any other changes to the projects or timelines?*
- *What projects are your top priorities?*

# Draft Projects for House All Alamedans

*Forthcoming*



## What We Heard from Staff Focus Groups

- [Review City staff focus group results]

## What We Heard from the City Council + EMT Survey

- [Review survey results]

## Raise Your Hand to Share

- *Are there any projects you would like to add or remove?*
- *Should we make any other changes to the projects or timelines?*
- *What projects are your top priorities?*

# Draft Projects for Practice Fiscally Responsible & Inclusive Governance

*Forthcoming*

## What We Heard from Staff Focus Groups

- [Review City staff focus group results]

## What We Heard from the City Council + EMT Survey

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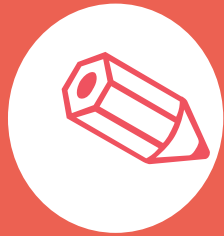
## Raise Your Hand to Share

- *Are there any projects you would like to add or remove?*
- *Should we make any other changes to the projects or timelines?*
- *What projects are your top priorities?*

# Next Steps



## Strategic Planning Process and Timeline



January - February

### Discover & Assess

- Council Interviews
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→ Draft Vision and Priorities



March

### Vision & Priorities

- Council Retreat #1
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March - April

### Projects

- Staff Draft Project Lists; Council Survey
- Council Retreat #2/3

→ Draft Project Lists



April - May

### Validate Roadmap

- Staff Gallery Walks
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→ Revised Vision, Priorities & Projects



May - June

### Work Plans

- Depts develop work plans
- Budget integration

→ Strategic Roadmap