

**From:** [Transform Alameda](#)  
**To:** [City Clerk](#); [Marilyn Ezzy Ashcraft](#); [Malia Vella](#); [Lara Weisiger](#); [Tony Daysog](#); [Trish Spencer](#); [Tracy Jensen](#)  
**Cc:** [savanna.cheer@gmail.com](mailto:savanna.cheer@gmail.com); [jrakowski@gmail.com](mailto:jrakowski@gmail.com); [jackie.zipkin@gmail.com](mailto:jackie.zipkin@gmail.com)  
**Subject:** [EXTERNAL] Correspondence regarding Item 7-B on 5/2/24 Agenda  
**Date:** Tuesday, May 2, 2023 12:50:51 PM  
**Attachments:** [Alameda Community Budget 2023\\_publish.pdf](#)  
[TA FY23-24 Budget Letter.pdf](#)

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Dear City Clerk, Honorable Mayor, and City Council Members,  
Attached please find a letter from Transform Alameda on Item 7-B on tonight's City Council Meeting agenda - Workshop to Provide Direction on Fiscal Years 2023-24 and 2024-25 Operating Budget to Be Incorporated into Budget Adoption Hearing Materials for City Council Consideration in June 2023.

Please let us know if you have any questions.

Thank you,  
Jackie Zipkin

# TRANSFORM ALAMEDA

**To: Honorable Mayor and Members of the City Council**

**Re: May 2, 2023 City Council Meeting, Item 7-B**

Dear City Council Members,

[Transform Alameda](#) is a collective of Alamedans working together to pursue racial justice in Alameda through education, policy, and action. We found one another online in 2020, and since then we have taken up a variety of projects and campaigns to focus Alameda on racial justice and community care.

Over the past several months, Transform Alameda has focused on bringing participatory budgeting to Alameda. Participatory budgeting, or peoples' budgets, frame municipal budgets as not only policy documents, but moral documents that express a community's values. In support of this framework, we conducted the [Alameda Community Budget Survey](#) at the end of 2022. The attached report provides insights into the values and priorities of Alameda residents that we think will be useful to the Council as you develop the City's FY 23-25 Budget.

When asked what makes up their ideal community, survey takers identified these five components as most important:

- Infrastructure (maintaining roads, bike lanes, beaches, sidewalks; climate resiliency; public landscaping)
- Parks and recreation (community events and spaces)
- Alternatives to police response (programs like C.A.R.E. Team or non-police traffic enforcement)
- Housing security and affordability
- Health Services (mental healthcare, access to healthcare, and support for vulnerable individuals)

While many of these priorities align with the proposed budget, one key distinction is that when residents think of community safety, they don't universally think of police. In more than 400 qualitative, open-ended answers, respondents to the Alameda Community Budget survey expressed interest in directing public money towards meeting the community's basic needs rather than funding expanded police presence and tools. Respondents identified safety as a priority but did not necessarily equate a sense of safety with the police.

As staff notes in the presentation for this item, the upcoming two-year budget is "tight" due in part to uncertain macro economic and development market conditions. In these uncertain times, it is increasingly important to spend our community's money wisely, where it will make the greatest impact. Transform Alameda commends staff for putting forward a budget that invests in housing, sustainability and climate resiliency, transportation, and infrastructure. We support the

establishment of a Housing and Human Services Division, as well as continued funding of the CARE Team. However, we believe that even more investments are needed in these areas. The 2023 Community Needs Assessment from the Social Service Human Relations Board, also being presented at this Council Meeting, highlighted the fact that Alamedans are struggling with housing security and meeting other basic needs such as food, gas, utilities, and childcare. Until these needs are met, it is irresponsible for the City to spend \$34 million on police.

We respectfully urge the Council to take a step back and think about this two-year budget as a reflection of the City's values. If we want Alameda to be a City that values compassion and care, that supports residents in ways that promote community health and safety, we need to allocate our residents' tax dollars accordingly. Please consider looking critically at the police budget and reallocating to services that prevent crimes rather than respond to them.

Sincerely,  
Transform Alameda

# alameda community budget

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23

TRANSFORM  
ALAMEDA 

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# At A Glance

The Alameda Community Budget (ACB) is a participatory budgeting project organized by Transform Alameda with support from many people and organizations around Alameda. We, like other community organizers all around the country, believe that city budgets are not just policy documents, but also moral documents. Public money should be spent *on* and *for* the public and should reflect community values.

In the Fall of 2022, we set out to ask Alamedans what things would exist in their ideal community? We offered an anonymous, online survey where community members could share their thoughts and priorities in three categories: Basic Needs, Community, and Public Safety. Through qualitative and quantitative answers, respondents told meaningful stories and shared thoughtful insights. We hope that this project will illuminate some common, community values around which City staff and City Council can build a budget.

**When asked what makes up their ideal community, survey takers identified these five components as most important:**

- **Infrastructure** (*maintaining roads, bike lanes, beaches, sidewalks; climate resiliency; public landscaping*)
- **Parks and recreation** (*community events and spaces*)
- **Alternatives to police response** (*programs like C.A.R.E. Team or non-police traffic enforcement*)
- **Housing security and affordability**
- **Health Services** (*mental healthcare, access to healthcare, and support for vulnerable individuals*)

The survey results make clear that the City of Alameda's Budget should:

- provide for everyone's universal needs
- prioritize community care and caregivers
- address community safety concerns without increasing policing

# INTRODUCTION AND BACKGROUND

01

## What is participatory budgeting?

Participatory budgeting, or peoples' budgets, frame municipal budgets as not only policy documents, but moral documents that express a community's values. [Transform Alameda](#) believes, as many others do, that public money should be spent *on* and *for* the public. In cities across the country, in California, and in the Bay Area, community organizers have developed participatory budget processes that engage their communities in conversations about spending priorities and the ways public monies can meet the needs of *all* people. The [Alameda Community Budget](#) (ACB) is a project with this very goal. Our 2023 Alameda Community Budget survey was based on our past efforts and inspired by organizers in other cities who have led this work.

### Learn more about how this looks in other places

- [Los Angeles](#)
- [Sacramento](#)
- [Vallejo](#)
- [Madison](#)
- [Birmingham](#)
- [Nashville](#)

## How does City budgeting work in Alameda?

In Alameda, the City's budget is developed and adopted every two years. The entire budget is composed of budgets from each City department. Once compiled, City staff present a budget to the City Council for feedback and eventual adoption. While City staff has taken an important first step in modernizing the budget process with an [online OpenGov budget book](#), the next step in the process is building an engaged budget informed by the community.

Also, while the budget is presented as an agenda item at an open, regularly scheduled City Council meeting, to our knowledge, there is no coordinated City outreach to the community ahead of this process. We hope that Alameda Community Budget becomes a regular community practice here in Alameda as a way to start a conversation about the City's spending and provide that necessary community input.

### **What is ACB and who put this together?**

The Alameda Community Budget Survey was an anonymous, online survey asking about people's priorities for public dollars. We focused on the largest and most impactful part of the budget—the General Fund. Alameda's 2020-21 General Fund expenditures were \$125,042,961. We developed survey questions and the survey's design over the summer of 2022 and officially published the survey online in September 2022. It stayed open until December 19, 2022. In this report, we'll share more details about the survey design and outreach efforts, results, learnings, and what's next.

**Transform Alameda** is a collective of Alamedans working together to pursue racial justice in Alameda through education, policy, and action. We found one another online in 2020, and since then we have taken up a variety of projects and campaigns to focus Alameda on racial justice and community care. We have continually advocated for accountability from City Council around commitments to changing the framework of public safety in Alameda. For example: we objected to excessive police spending in late 2020 and beyond, supported Mario Gonzalez's family after the Alameda Police Department killed him in 2021, advocated for the formation of a pilot program on alternative response to mental health crisis team called C.A.R.E. Team, supported City Staff as they developed a pilot GI (guaranteed income) program, and more. One of our important projects has been this participatory, community budget initiative: Alameda Community Budget.

# SURVEY DESIGN AND OUTREACH

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02

One of our primary goals with this project is to start a community conversation. Our intention for the use of the survey results is to inspire a broad, community-based approach to building a public budget rather than craft specific policy points. We see this as the beginning of Alameda's long-term transition to a care-first budget rather than an endpoint for a single two-year budget. As such, it was important to design a survey that balanced quantitative results with qualitative results.

As we embarked on the design of the Alameda Community Budget Survey, we:

- Took stock of who we are as a group, and who we are connected to locally.
- Asked community members with specific data-gathering expertise to support our work and integrated their feedback into the creation of the survey.
- Got feedback from friends and family members about their experience of taking the survey and made appropriate changes.
- Carefully considered our language choices. With inclusivity in mind, we asked: who might be left out? Whose lived experiences do we want to make sure to include?
- Mapped questions onto the current city budget, considering the relationship between current city spending and our survey questions.

Ultimately, the survey comprised twenty-six questions. Six were demographics questions. Four questions were open-ended, giving the community an opportunity to articulate their priorities in their own words and provide us with qualitative responses. The remaining questions were quantitative and asked community members to express how important particular items were for their ideal community, measured on a scale from one to five (one being, “not at all important,” and five being “extremely important”). These quantitative questions were broken into three sections:

- **Basic Needs**

- This section included questions about housing security, health services, maintaining infrastructure, and city planning.

- **Community**

- The community section included child and youth development, elder and disabled support, rectifying past racial injustices, housing affordability, parks and recreation, arts and culture, and libraries.

- **Public Safety**

- In the public safety section, community members responded to questions about alternatives to police response, the police department, emergency and disaster preparedness, and the fire department.

After designing the survey, we spread the word! In order to share the survey throughout Alameda, members of our collective tabled at several community events in the Fall and Winter of 2022. We handed out and posted fliers at dozens of local businesses and public spaces. We felt inspired by the support we received. We had fruitful conversations with neighbors and engaged with people we did and didn't know, discussing the importance of including everyone's voice in the process. The next few pages provide more details on the survey design and show a closer look into our outreach efforts and community engagement.

# SURVEY INTRO

In order to provide context and orient the survey participant, we included these two pages at the opening of the survey. To see the whole survey, reference Appendix 1.

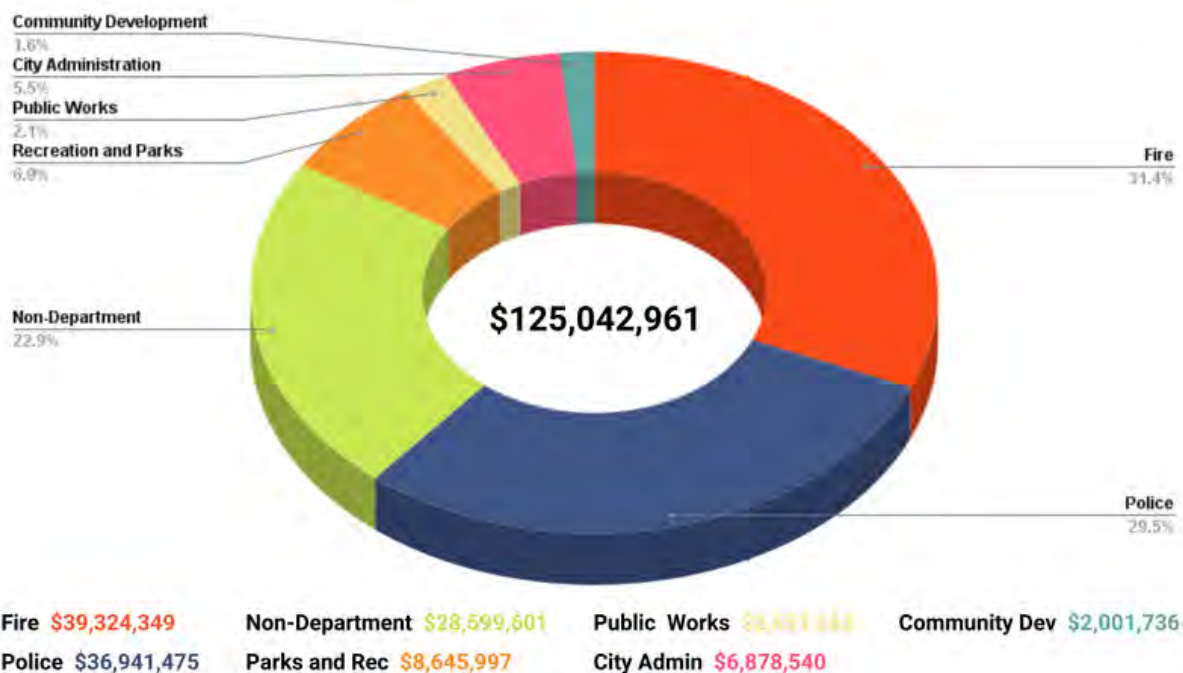
## 2022 Alameda Community Budget Survey Before we start...

Let's talk a little about city budgets!

The City of Alameda's budget is developed and adopted every two years. Before the final budget (the whole donut shown below) is approved by the city council, each department (donut slices) presents their own budget. The overall picture comes before the city council for feedback, direction, and eventual approval.

For the fiscal year 2020-2021, the city of Alameda's General Fund expenditures were \$125,042,961.

Here's how the money was spent:





## 2022 Alameda Community Budget Survey

The Alameda Community Budget places community needs and desires at the center of the city's budgeting process. City, county, state, and even federal budgets impact people's day-to-day lives. City budgets should reflect the community's priorities and values.

The Alameda Community Budget survey wants to know your top priorities. Alameda Community Budget volunteers will present the results of this survey to city staff and city council as they develop the city's next two-year budget.

**This survey is anonymous** and should take no more than 10 minutes. Thank you for contributing your voice to this important conversation!

### Language Support

您可以用中文回复阿拉米达社区预算。它很快就会上市。

Usted puede responder al Alameda Community Budget en español. Estará disponible pronto.

يمكنك الرد على ميزانية مجتمع ألاميدا باللغة العربية. وسوف تكون متاحة قريباً.

## Language Access

**We wanted to be sure that multiple language communities could access the survey. The survey was available in Spanish, Chinese (simplified), and Arabic. We promoted it on social media in these languages.**

# OUTREACH EFFORTS

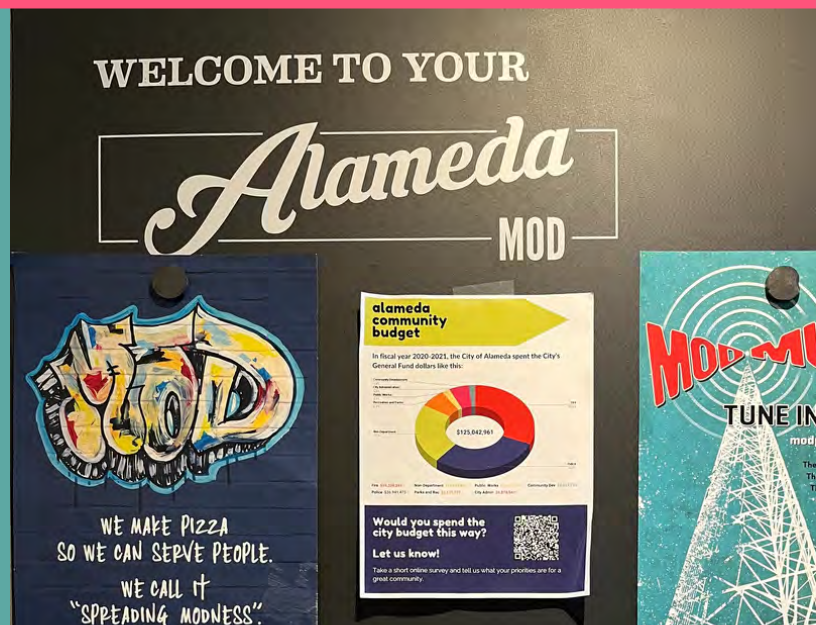
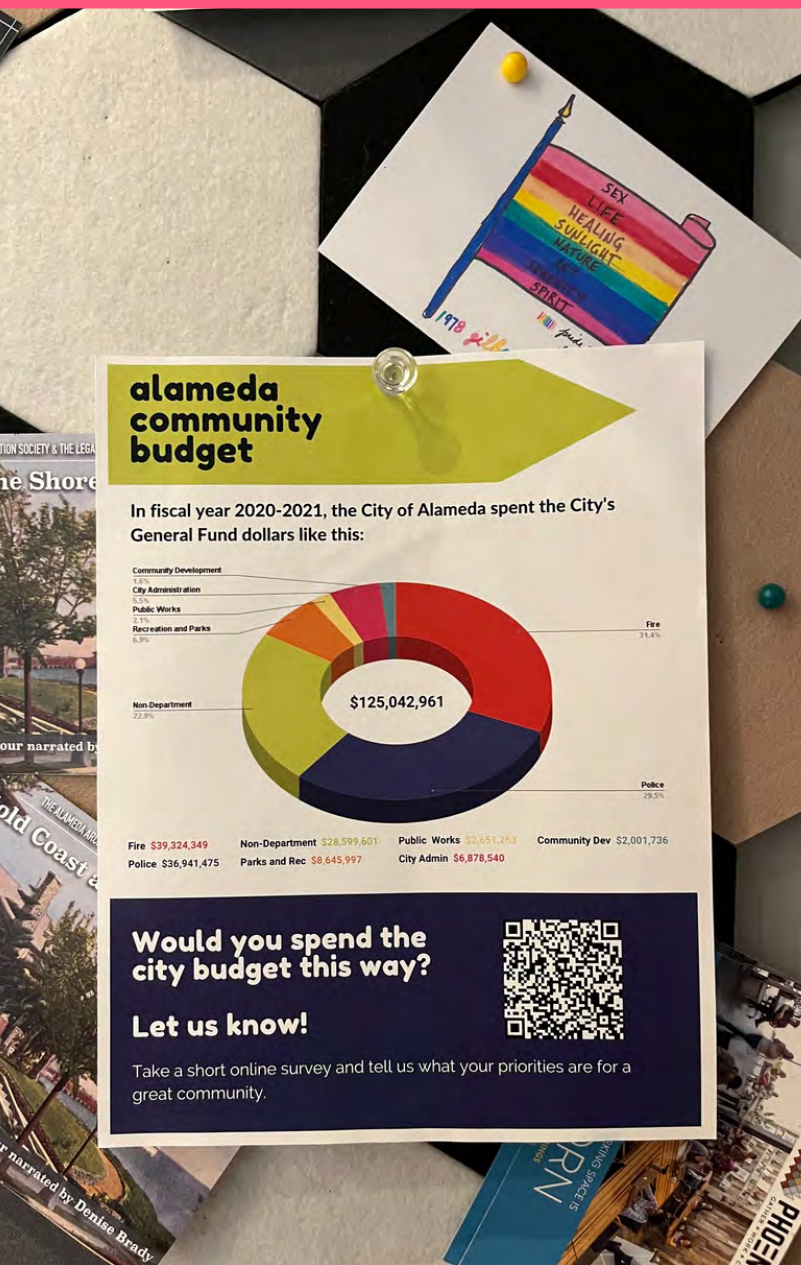


**Places where ACB fliers were posted or handed out, tabling locations, and community events.**

**West End Business District**  
**Park Street Businesses**  
**South Shore Center**  
**Historic Japantown Unveiling**  
**Farm2Market Fall Fest**

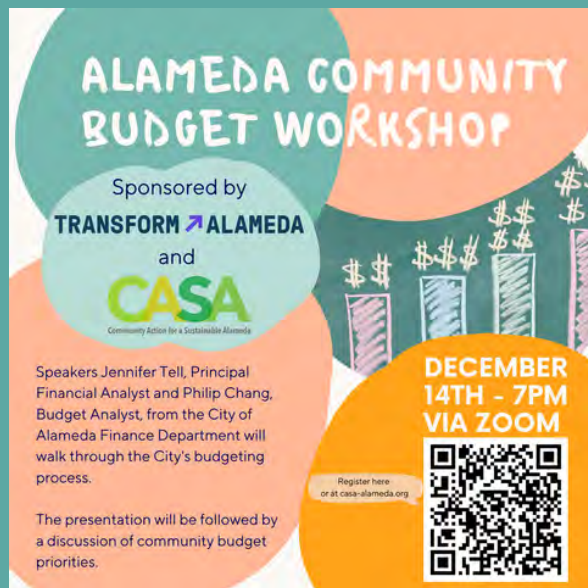
**Harbor Bay Landing**  
**Movies in the Park**  
**Farmer's Market**  
**Pride in the Park**  
**...and more!**

# ACB AROUND THE ISLAND



# COMMUNITY WORKSHOPS

In December, we held two community workshops with partner organizations. These were opportunities to come together in community to learn more about and explore public budgets and topic areas within our survey. Available online!



**ALAMEDA COMMUNITY BUDGET WORKSHOP**

Sponsored by  
**TRANSFORM ALAMEDA**  
and  
**CASA**  
Community Action for a Sustainable Alameda

Speakers Jennifer Tell, Principal Financial Analyst and Philip Chang, Budget Analyst, from the City of Alameda Finance Department will walk through the City's budgeting process.

The presentation will be followed by a discussion of community budget priorities.

**DECEMBER 14TH - 7PM VIA ZOOM**

Register here: [or at case-alameda.org](https://case-alameda.org)



**Budget Advocacy 101:**  
Building A Care First Budget

Join us online  
**December 15**  
7pm - 8pm

**B2SL** **TRANSFORM ALAMEDA**  
A Budget to Save Lives

The first workshop was hosted in partnership with CASA (Climate Action for a Sustainable Alameda) and featured speakers from Alameda City staff for "Budget 101" and a Q&A.

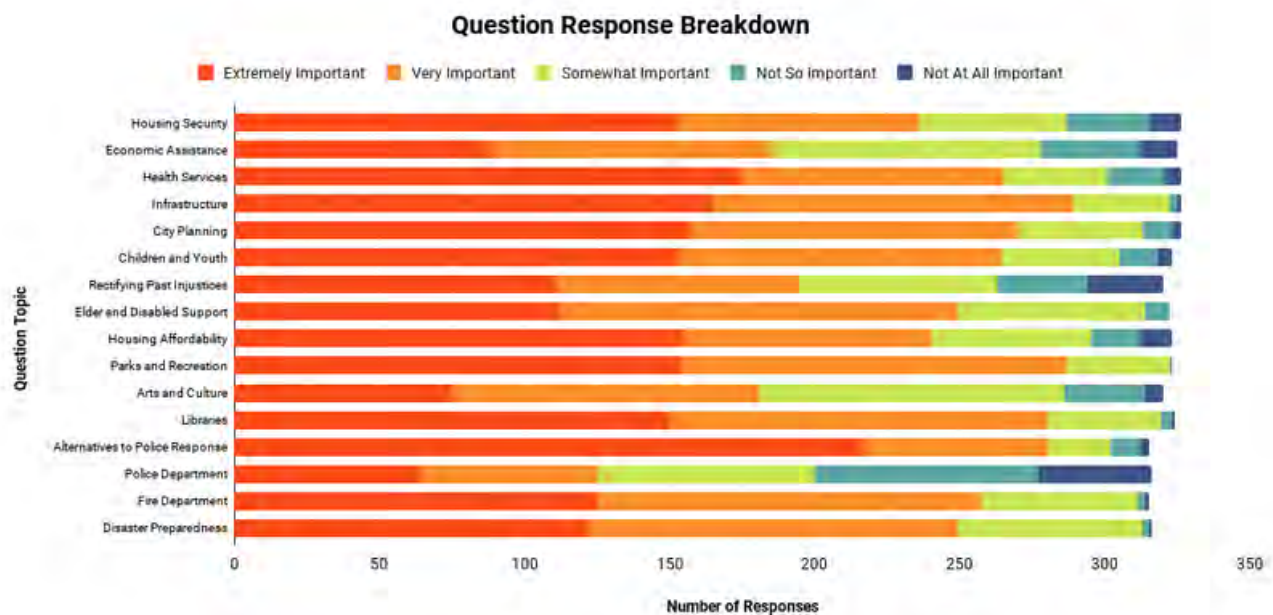
The second workshop was held with Budget2SaveLives and focused on statewide efforts around care-first budgets.

# RESULTS AND LEARNINGS

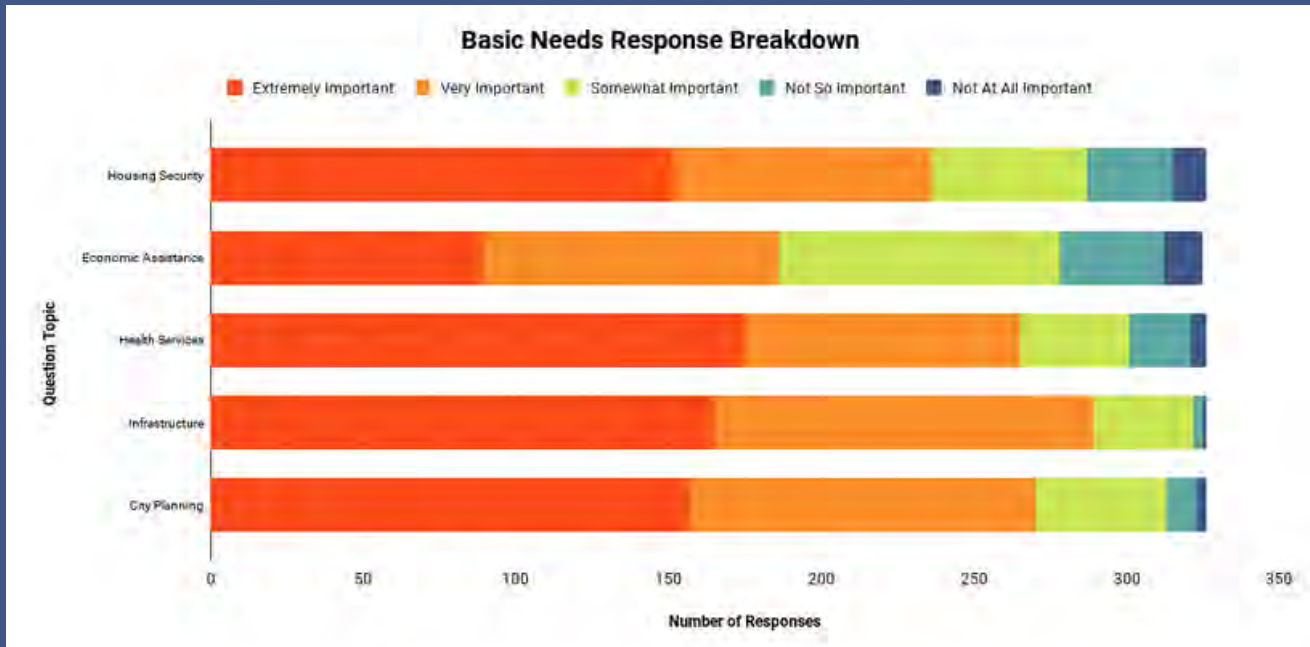
03

The survey results, both through answers to quantitative questions and trends in the qualitative, open-ended comments, show that respondents value the fulfillment of universal needs, community care, and community building. In looking at the results of the survey, community members' top and lowest priorities for what is important in their ideal community emerged.

The graph on this page shows the responses to all the quantitative questions asked in the survey. The following pages will expand each section of the survey (Basic Needs, Community, and Public Safety) and show the results in more detail.



# BASIC NEEDS QUESTIONS



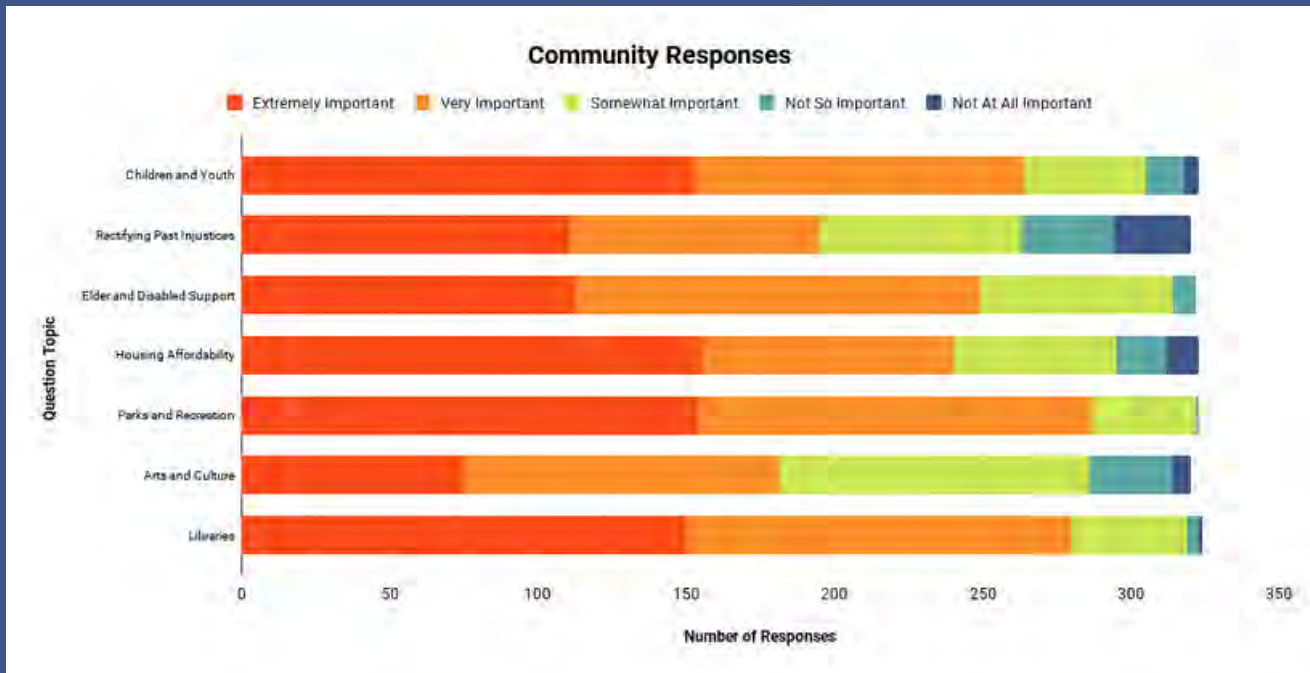
**Infrastructure** (road safety, traffic, public transportation, bike lanes, sewers and public landscaping) was identified by survey respondents as the most important item in their ideal community in the Basic Needs section.

**156** people provided responses to the open-ended question in this section

Three top categories emerged from the responses:

- **Housing affordability** (42 responses)
- **Parks, recreation, community health** (33 responses)
- **Infrastructure** (32 responses)

# COMMUNITY QUESTIONS



**Parks and Recreation** was identified by survey respondents as the most important item in their ideal community in the Community section. This was closely followed by Libraries.

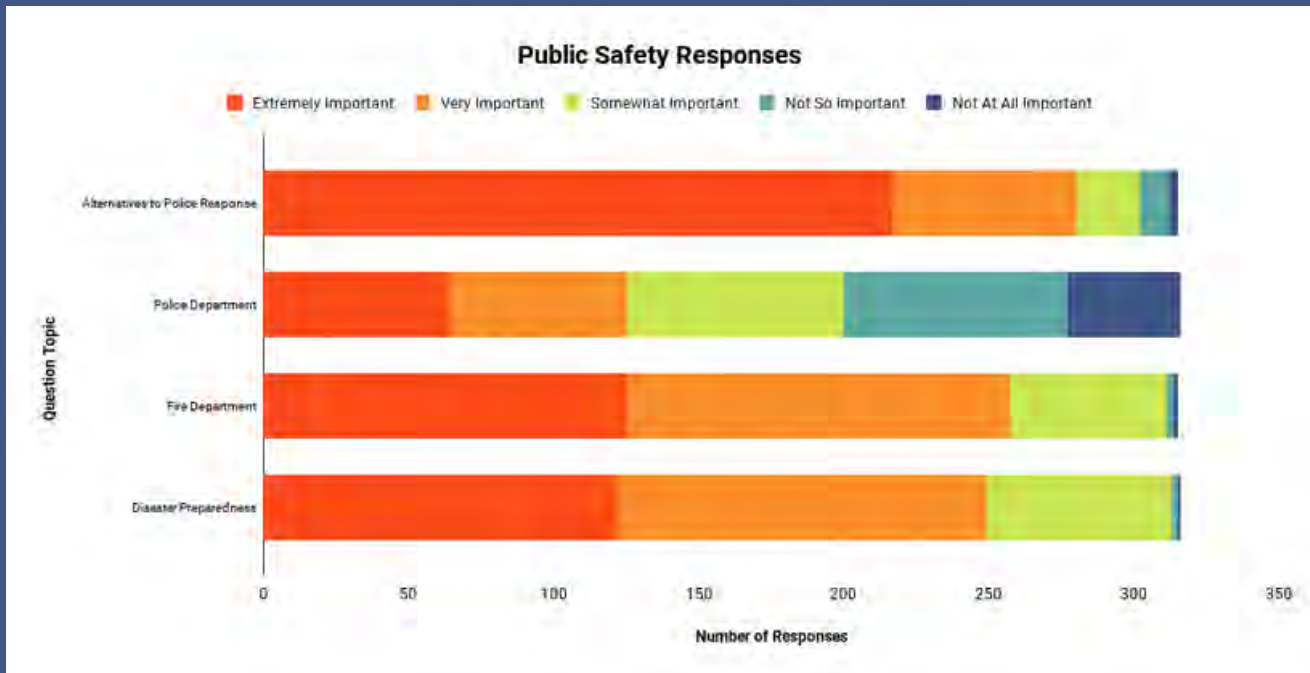
94

people provided responses to the open-ended question in this section

Three top categories emerged from the responses:

- **Community events and community building** (31 responses)
- **Support for families, caregivers, youth, teachers, and elders** (30 responses)
- **Parks and recreation** (17 responses)

# PUBLIC SAFETY QUESTIONS



**Alternatives to Police Response** were identified by survey respondents as most important in their ideal community in the Public Safety section. Notably, the Police Department received the lowest composite "extremely" and "very important" response of any question on the survey.

**107** people provided responses to the open-ended question in this section

Three top categories emerged from the responses:

- **Alternatives to policing, reallocating police funding, defunding police, or otherwise reducing policing** (25 responses)
- **Reforming policing, additional training, changing department priorities** (23 responses)
- **Road and traffic safety** (19 responses)

# Priorities identified by survey takers

89%

of respondents said **alternatives to police response** are “extremely” or “very important” to their ideal community

*69% responded "extremely," 20% "very"*

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89%

of respondents said **Parks and Recreation** is “extremely” or “very important” to their ideal community

*48% responded "extremely," 41% "very"*

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89%

of respondents said **maintaining infrastructure** is “extremely” or “very important” to their ideal community

*51% responded "extremely," 38% "very"*

Overall, we found the results reflected a general community concern for the fulfillment of Alamedans' universal needs. While safety consistently came up in respondents' open-ended answers, very few respondents identified policing as important to their ideal community.

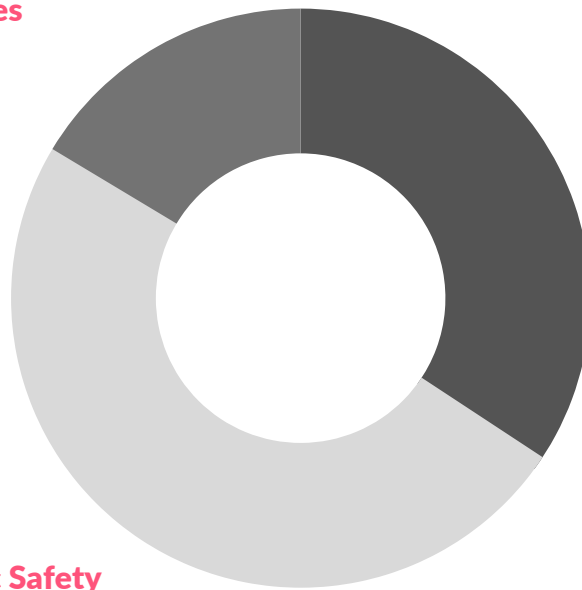
# Survey Narratives

Qualitative answers were an important part of the ACB process. Overall, we received 403 answers across four different open-ended answer boxes in the survey. We categorized all answers by topic. This graph represents the top three topics addressed. Following are some of the thoughtful and imaginative voices we heard in the survey.

**Homelessness and Housing**  
89 responses

**Community Services**  
186 responses

**Public Safety**  
268 responses



"The city should be seriously considering establishing a public bank and maintaining control over public lands. The bank would allow the city to save money on fees for financing its operations and allow it to finance building projects in the public interest as well as give local loans..."

"Invest in basic needs - food, shelter, healthcare - to reduce dependency on policing which is an ineffective response to problems that often relate to basic needs not being met."

"I would love to see funding for community-led programs and projects. I believe the city can support community members and leaders with trusting in their ability to say what they need. My hope is that City Council invests more trust in the community itself to determine their basic needs and how to meet them."

# Survey Narratives

"I think that Alameda can, and should, be on the forefront of protecting public health and the unhoused, as well as quality of life for all...we should be setting the standard for caring communities across the country."

"I love living in Alameda and want it to be a safe, equitable, and welcoming space for all."

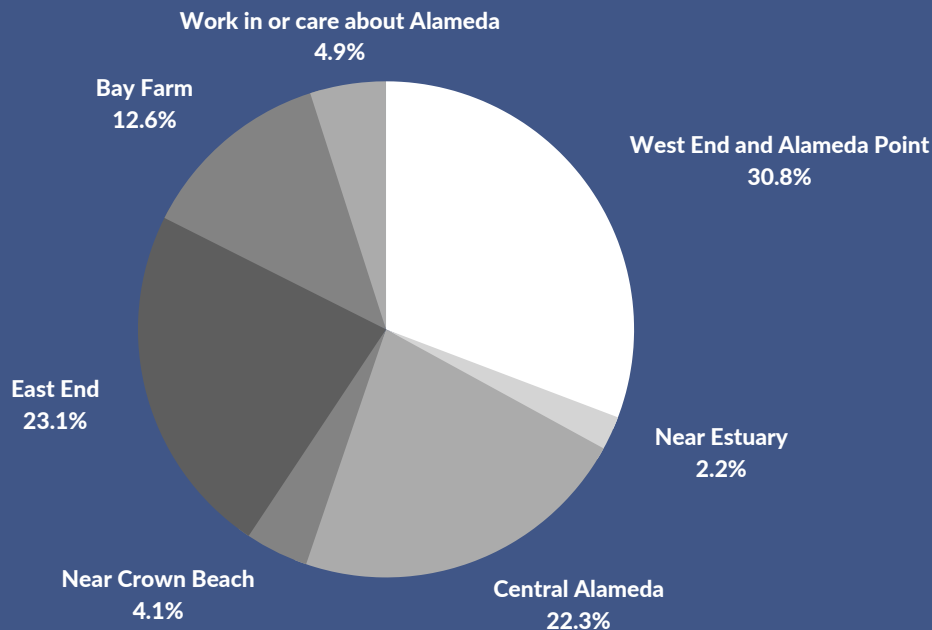
"Community programs are the true safety-net of a community, not the police. Supporting the community means shifting the focus from punishment and fear to connection and mutual relationship."

"More Community Garden space and Co-housing options, a city-funded peace, justice, sustainability center...tree protection on private land, a water tower, grey water programs, water catchment, more funding for schools, honoring teachers, giving land back to the Ohlone people."

"I have been subject to multiple property (car and computer) thefts in the last few years, and it does suck and is a violation. I do wish we had an actual plan to try and curb this kind of crime, which would start with an understanding of who is doing it and why and what alternatives could exist. But all roads for these conversations seem to lead back to cops, who to be clear are not preventing or resolving them now. I would love to see an honest, imaginative community conversation about safety and opportunities to improve all of our standard of living..."

# Who took the survey?

This is a snapshot of some of the answers to demographic questions. For the complete data, please reference Appendix 2.



**364**  
people  
across  
Alameda



When asked about their caregiver status, 7 out of 10 respondents identified as a caregiver

**20%**

of respondents identified speaking a non-English language at home

**63%**

of respondents answered 35 - 54 when asked their age

## Where we go from here

The City of Alameda's next two-year budget should be an expression of community priorities. The Alameda Community Budget can be a useful tool in a couple ways. First, it is an inclusive, people-driven budgeting process for our community, while simultaneously serving as a community needs assessment. Second, it can be a detailed, creative guide for how public money should be spent in order to meet those needs.

Two big themes emerged from survey responses: ways to address safety in our community, and meeting universal needs. The two were often linked in respondents' survey answers through strong support of police-alternatives, questions about the effectiveness of what is in place currently, encouragement of community building, and ideas for innovative services or programs that meet universal needs. It's clear that significant investment should be made into Community Development programming, Infrastructure, and Parks and Recreation. Together we can nurture a caring, vibrant, and whole island community.

# What you can do



**Make your voice heard! Express your community priorities by contacting your elected City leaders**



**Participate in the City's budget development process in April and May by engaging with City Council meetings**



**Share your story with us! We want to highlight community experiences and connect them to budget areas**



**Connect with Transform Alameda on social media (links below) to learn more and receive action alerts**



**[hello@transformalameda.com](mailto:hello@transformalameda.com)**

We appreciate all who made this project a true community effort:

- Our workshop partners, CASA (Community Action for a Sustainable Alameda) and Budget2SaveLives.
- Everyone that provided initial feedback, from our partners at Alameda Justice Alliance to our friends, families, and neighbors.
- Those who supported increased language access through translation of the survey.
- Everyone who shared the survey on and offline.
- Groups and organizations who spread the word within their communities:

Friends of the West End  
Alameda All Faiths  
West End Arts District  
Alameda Family Collective  
Alameda Progressives

Alameda Renter's Coalition  
Mosaic  
AAPI Roundtable  
Alameda Point Collaborative  
CASA

**Most of all thank you to all the community members who expressed support for the Alameda Community Budget and engaged in this meaningful community conversation. This is work we can all do together, for one another.**

# APPENDICES

06

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**Appendix 1: Survey Questions**

**Appendix 2: Demographic Data**

# Appendix 1



## 2022 Alameda Community Budget Survey

The Alameda Community Budget places community needs and desires at the center of the city's budgeting process. City, county, state, and even federal budgets impact people's day-to-day lives. City budgets should reflect the community's priorities and values.

The Alameda Community Budget survey wants to know your top priorities. Alameda Community Budget volunteers will present the results of this survey to city staff and city council as they develop the city's next two-year budget.

**This survey is anonymous** and should take no more than 10 minutes. Thank you for contributing your voice to this important conversation!

### Language Support

您可以用中文回复阿拉米达社区预算。它很快就会上市。

Usted puede responder al Alameda Community Budget en español. Estará disponible pronto.

يمكنك الرد على ميزانية مجتمع ألاميدا باللغة العربية. وسوف تكون متاحة قريباً.



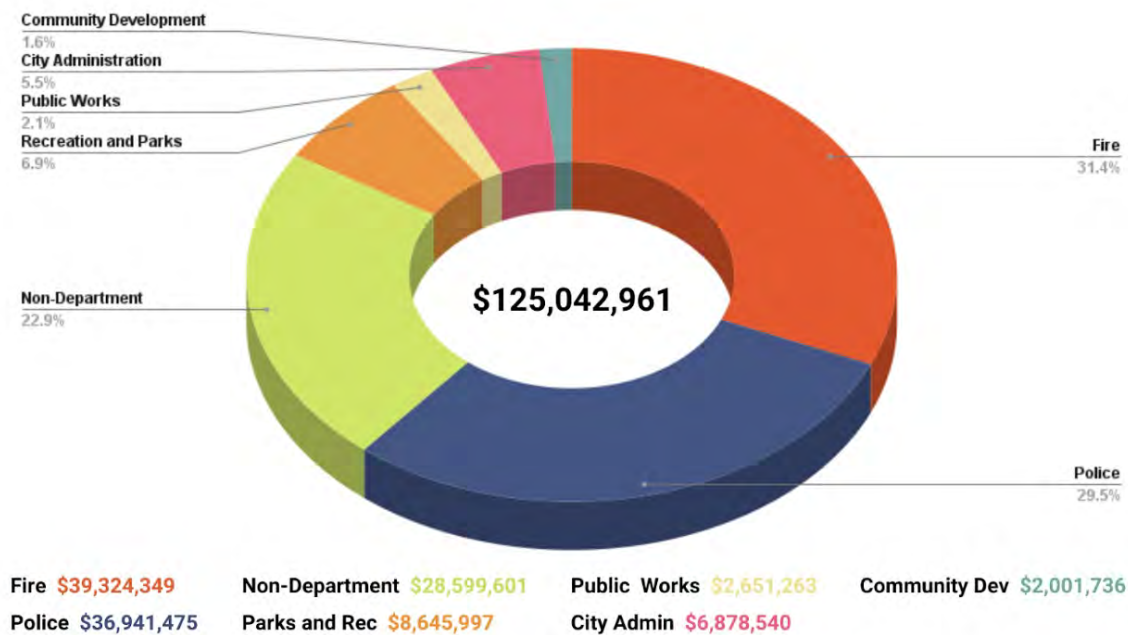
## 2022 Alameda Community Budget Survey Before we start...

Let's talk a little about city budgets!

The City of Alameda's budget is developed and adopted every two years. Before the final budget (the whole donut shown below) is approved by the city council, each department (donut slices) presents their own budget. The overall picture comes before the city council for feedback, direction, and eventual approval.

For the fiscal year 2020-2021, the city of Alameda's General Fund expenditures were \$125,042,961.

Here's how the money was spent:



Notes:

- On this donut graph, the slice called “Non-Department” refers to expenses such as: debt services, service fees and costs affiliated with running city government, and capital improvements.
- The “City Administration” slice includes expenses from the following departments: City Attorney, City Clerk, City Council, City Manager, Finance, and Human Resources.
- You might notice there is no mention of spending on public schools. The Alameda Unified School District is governed by its own board and has a separate budget from the City of Alameda.
- You can learn more about the specifics of any of these General Fund slices of the donut graph directly from city data. This graph is sourced from the Adopted FY 2020-2021 General Fund budget.

Priority based budgeting recognizes the need to be fiscally responsible and address community priorities. Here are a few facts about how the city currently spends public money (the General Fund):

- The Recreation and Parks department spends less than \$100,000 on community events.
- The Police Communications unit has a budget of over \$3 million.
- The Community Development department allots a little over \$500,000 towards homelessness.

Now, let's hear from you!

\* 1. First, do you live in Alameda?

- ☐ Yes, in the West End.
- ☐ Yes, in the East End.
- ☐ Yes, in Central Alameda.
- ☐ Yes, on Bay Farm.
- ☐ Yes, in Alameda Point.
- ☐ Yes, near the Oakland-Alameda Estuary.
- ☐ Yes, near Crown Beach.
- ☐ Yes, but in a different part of Alameda (not described above).
- ☐ No, but I work in Alameda.
- ☐ No, but there are other reasons I care about Alameda. (Please specify)



## 2022 Alameda Community Budget Survey

### Basic Needs

For the following questions about basic needs, please tell us how important each item is to you in your ideal community.

2. Housing Security, such as emergency shelter, city-owned housing, and rent/mortgage assistance.

- ☐ 5 - Extremely important
- ☐ 4 - Very important
- ☐ 3 - Somewhat important
- ☐ 2 - Not so important
- ☐ 1 - Not at all important

3. Economic Assistance, such as guaranteed income for individuals, and grants and loans for small businesses and independent contractors.

- ☐ 5 - Extremely Important
- ☐ 4 - Very Important
- ☐ 3 - Somewhat important
- ☐ 2 - Not so important
- ☐ 1 - Not at all important

4. Health Services, such as outreach, basic care, on-demand mental health and wellness services, and wellness education.

- ☐ 5 - Extremely important
- ☐ 4 - Very important
- ☐ 3 - Somewhat important
- ☐ 2 - Not so important
- ☐ 1 - Not at all important

5. Maintaining Infrastructure, such as streets, sidewalks, bike lanes, beaches, public landscaping, and sewer.

- ☐ 5 - Extremely important
- ☐ 4 - Very important
- ☐ 3 - Somewhat important
- ☐ 2 - Not so important
- ☐ 1 - Not at all important

6. City Planning, such as transit and transportation options, parking, climate adaptation, and renovating buildings to be climate-resilient, safe, and healthy.

- ☐ 5 - Extremely important
- ☐ 2 - Not so important
- ☐ 4 - Very important
- ☐ 1 - Not at all important
- ☐ 3 - Somewhat important

7. What else do you think the City of Alameda should be doing to support the basic needs of residents?

Help us tell the city what you need and want.



## 2022 Alameda Community Budget Survey

### Community

For the following questions, please tell us how important each item is to you in your ideal community.

8. Child and Youth Development, such as after-school programs, neighborhood youth programs, and youth centers.

- ☐ 5 - Extremely important
- ☐ 2 - Not so important
- ☐ 4 - Very important
- ☐ 1 - Not at all important
- ☐ 3 - Somewhat important

9. Rectifying past racial injustices, such as renaming some public spaces, continuing to pay the Shuumi Land Tax\*, and preserving records of discriminatory laws and practices.

\*The Shuumi Land Tax is a voluntary annual contribution that non-Indigenous people living on traditional Lisjan Ohlone territory make to support the critical work of the Sogorea Te' Land Trust.

☐ 5 - Extremely important

☐ 2 - Not so important

☐ 4 - Very important

☐ 1 - Not at all important

☐ 3 - Somewhat important

10. Elder & Disabled support, such as Mastick Senior Center, caregiver training, and supportive services.

☐ 5 - Extremely important

☐ 2 - Not so important

☐ 4 - Very important

☐ 1 - Not at all important

☐ 3 - Somewhat important

11. Housing Affordability, such as first-time homebuyer support, social housing, protecting tenants from displacement, flexible housing assistance, and supportive housing.

☐ 5 - Extremely important

☐ 2 - Not so important

☐ 4 - Very important

☐ 1 - Not at all important

☐ 3 - Somewhat important

12. Parks and Recreation, such as maintaining parks and pools, community events, and promoting environmental education and stewardship.

☐ 5 - Extremely important

☐ 2 - Not so important

☐ 4 - Very important

☐ 1 - Not at all important

☐ 3 - Somewhat important

13. Arts and Culture, such as support for local artists, cultural programs and projects, public and functional art, exhibits, and performances.

- ☐ 5 - Extremely important
- ☐ 2 - Not so important
- ☐ 4 - Very important
- ☐ 1 - Not at all important
- ☐ 3 - Somewhat important

14. Libraries, such as staff, facilities, books, online resources, programs and events for children, youth, adults and seniors.

- ☐ 5 - Extremely important
- ☐ 2 - Not so important
- ☐ 4 - Very important
- ☐ 1 - Not at all important
- ☐ 3 - Somewhat important

15. What else do you think the City of Alameda should be doing to support the community?

Help us tell the city what you need and want.



## 2022 Alameda Community Budget Survey

### Public Safety

For the following questions about public safety, please tell us how important each item is to you in your ideal community.

16. Alternatives to Police Response, such as the C.A.R.E. team\*, non-police traffic enforcement, and community-led safety like violence prevention and community de-escalation training.

\*The C.A.R.E. Team provides a 24/7 alternative response to nonviolent individuals facing a mental health crisis.

☐ 5 - Extremely important

☐ 2 - Not so important

☐ 4 - Very important

☐ 1 - Not at all important

☐ 3 - Somewhat important

17. Police Department, such as staff, vehicles, surveillance equipment, and weapons.

☐ 5 - Extremely important

☐ 2 - Not so important

☐ 4 - Very important

☐ 1 - Not at all important

☐ 3 - Somewhat important

18. Emergency and Disaster Preparedness and Planning, such as earthquake, climate, and other disaster education and response.

☐ 5 - Extremely important

☐ 2 - Not so important

☐ 4 - Very important

☐ 1 - Not at all important

☐ 3 - Somewhat important

19. Fire Department, such as staff, vehicles, training, paramedic response, and fire safety education.

☐ 5 - Extremely important

☐ 2 - Not so important

☐ 4 - Very important

☐ 1 - Not at all important

☐ 3 - Somewhat important

20. What else do you think the City of Alameda should be doing to meet the public safety needs of the community?

Help us tell the city what you need and want.



## 2022 Alameda Community Budget Survey Demographics

We invite you to tell us more about yourself. All information will be kept private. We will not be collecting names or any personally identifiable information.

This data will help us better understand the survey sample by comparing it to the publicly available Census data to understand how representative findings are of Alameda. It also helps us to understand the varying needs of the many diverse communities within our City.

21. Select a category below that best describes your age.

☐ 21 or younger

☐ 55 or older

☐ 22-34

☐ I prefer not to say

☐ 35-54

22. Race/ethnicity. Select all that apply.

☐ Asian or Asian American

☐ Native Hawaiian or Pacific Islander

☐ Black or African American

☐ White/Caucasian

☐ Indigenous

☐ Latinx or Hispanic

☐ I describe myself as (please specify)

☐ I prefer not to say

23. What best describes your living situation? Select all that apply.

☐ I currently own my home

☐ I'm currently renting

☐ I'm currently experiencing housing insecurity

☐ My current living situation is (please specify)

☐ I prefer not to say

24. Are you currently a caregiver? Note: even if you're a caregiver as part of paid work, please select all that apply.

☐ I take care of children

☐ I am not currently a caregiver

☐ I take care of aging adults

☐ I take care of adults with special needs

☐ I take care of (please specify)

☐ I prefer not to say

25. What languages are spoken in your home? Select all that apply.

- |                                                                |                                     |
|----------------------------------------------------------------|-------------------------------------|
| <input type="checkbox"/> Arabic                                | <input type="checkbox"/> Spanish    |
| <input type="checkbox"/> Cantonese                             | <input type="checkbox"/> Tagalog    |
| <input type="checkbox"/> English                               | <input type="checkbox"/> Vietnamese |
| <input type="checkbox"/> Mandarin                              |                                     |
| <input type="checkbox"/> In my home, we speak (please specify) |                                     |

- ☐ I prefer not to say

26. Anything else you'd like us to know?



## 2022 Alameda Community Budget Survey

Thank you!

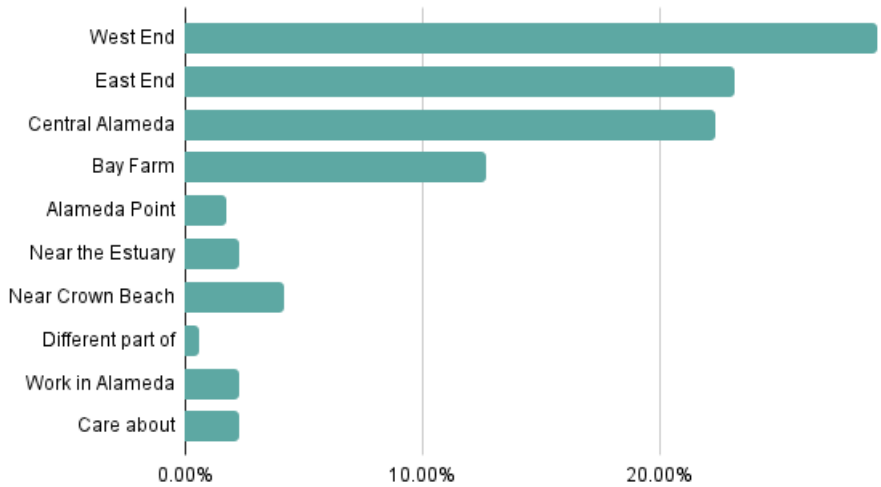
Would you like to receive the results of the Alameda Community Budget Survey?

If so, or if you'd like to keep in touch or share any additional feedback, please share your email address [here](#).

# Appendix 2

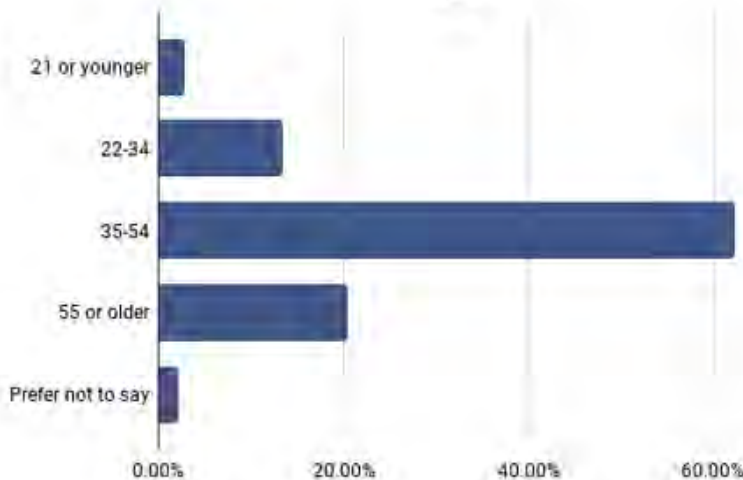
# DEMOGRAPHIC DATA

Where Survey Takers Live



| Q.1 First, do you live in Alameda?    |            |           |
|---------------------------------------|------------|-----------|
| Location                              | Response % | Responses |
| West End                              | 29.12%     | 106       |
| East End                              | 23.08%     | 84        |
| Central Alameda                       | 22.25%     | 81        |
| Bay Farm                              | 12.64%     | 46        |
| Alameda Point                         | 1.65%      | 6         |
| Near the Estuary                      | 2.20%      | 8         |
| Near Crown Beach                      | 4.12%      | 15        |
| Different part of Alameda             | 0.55%      | 2         |
| Work in Alameda                       | 2.20%      | 8         |
| I care about Alameda for other reason | 2.20%      | 8         |
| Answered                              |            | 364       |

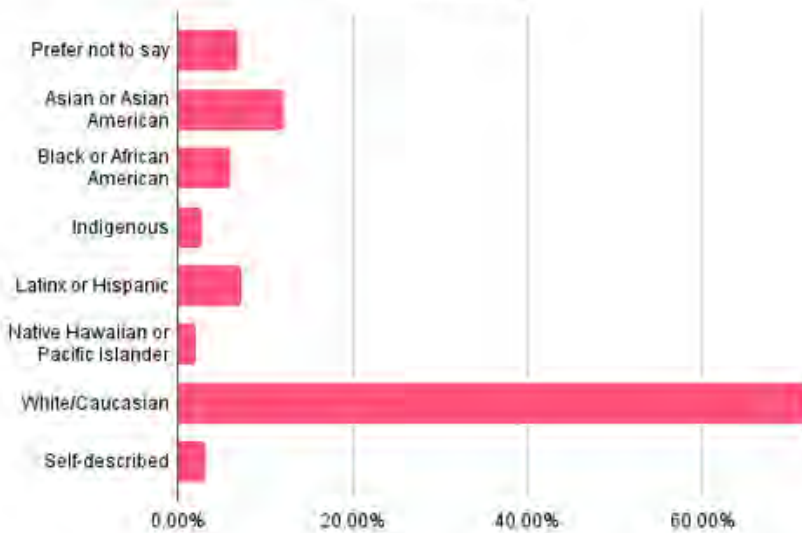
Age



Q21. Select a category below that best describes your age.

| Answer Choices    | Response % | Responses |
|-------------------|------------|-----------|
| 21 or younger     | 2.57%      | 8         |
| 22-34             | 13.18%     | 41        |
| 35-54             | 62.06%     | 193       |
| 55 or older       | 20.26%     | 63        |
| Prefer not to say | 1.93%      | 6         |
| Total responses   |            | 311       |

Race/Ethnicity

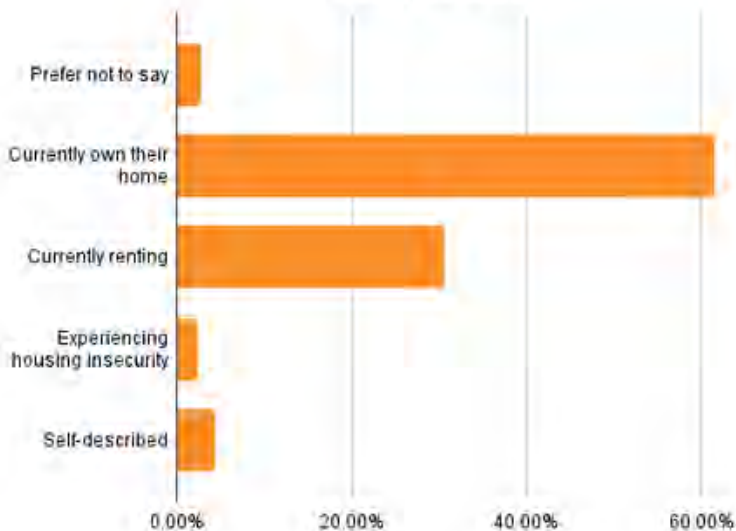


**Q22. Race/ethnicity. Select all that apply.**

| Answer Choices                      | Response % | Responses |
|-------------------------------------|------------|-----------|
| Prefer not to say                   | 6.75%      | 21        |
| Asian or Asian American             | 11.90%     | 37        |
| Black or African American           | 5.79%      | 18        |
| Indigenous                          | 2.57%      | 8         |
| Latinx or Hispanic                  | 7.07%      | 22        |
| Native Hawaiian or Pacific Islander | 1.93%      | 6         |
| White/Caucasian                     | 71.70%     | 223       |
| Self-described                      | 2.89%      | 9         |
| Total responses                     |            | 311       |

*Self-described answers included: mixed race, bi-racial, Middle Eastern, and Sicilian.*

Living Situation

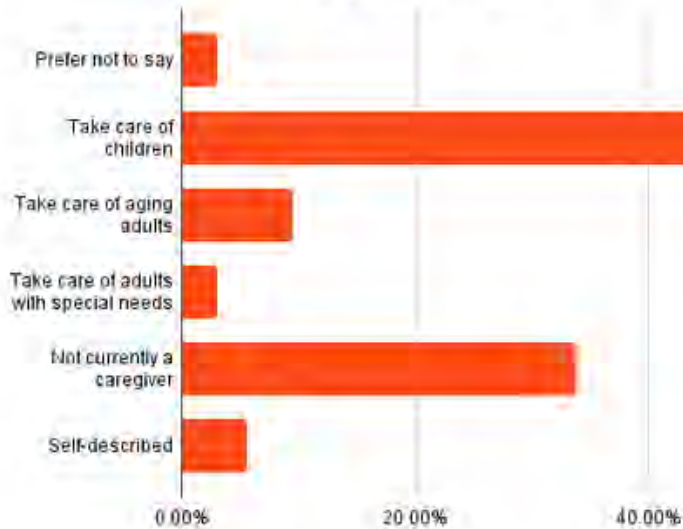


**Q23. What best describes your living situation? Select all that apply.**

| Answer Choices                  | Response % | Responses |
|---------------------------------|------------|-----------|
| Prefer not to say               | 2.58%      | 8         |
| Currently own my home           | 61.29%     | 190       |
| Currently renting               | 30.32%     | 94        |
| Experiencing housing insecurity | 2.26%      | 7         |
| Self-described                  | 4.19%      | 13        |
| Total responses                 |            | 310       |

*Self-described answers included: living with family members, and living with roommates.*

### Caregiver Status

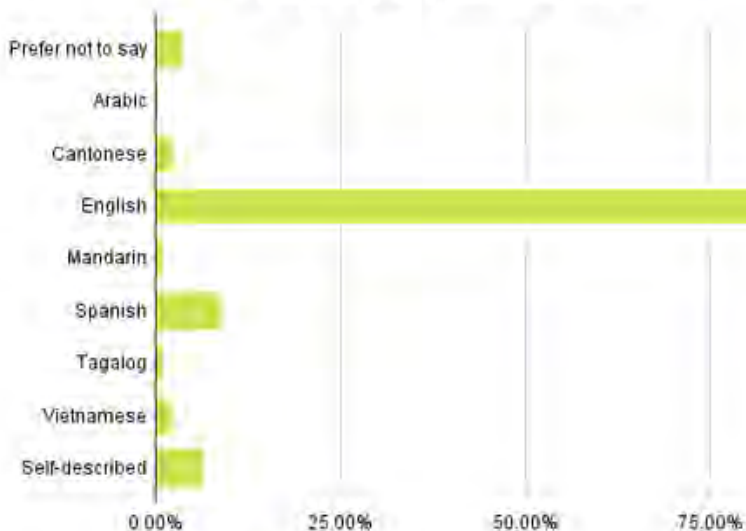


**Q24. Are you currently a caregiver? Note: even if you're a caregiver as part of paid work, please select all that apply.**

| Answer Choices                         | Response % | Responses |
|----------------------------------------|------------|-----------|
| Prefer not to say                      | 2.89%      | 9         |
| Take care of children                  | 55.63%     | 173       |
| Take care of aging adults              | 9.32%      | 29        |
| Take care of adults with special needs | 2.89%      | 9         |
| Not currently a caregiver              | 33.76%     | 105       |
| Self-described                         | 5.47%      | 17        |
| Total responses                        |            | 311       |

*Self-described answers included: aging parents, disabled partner(s), and pets.*

### Languages Spoken At Home



**Q25. What languages are spoken in your home? Select all that apply.**

| Answer Choices    | Response Percent | Responses |
|-------------------|------------------|-----------|
| Prefer not to say | 3.28%            | 10        |
| Arabic            | 0.00%            | 0         |
| Cantonese         | 1.97%            | 6         |
| English           | 95.08%           | 290       |
| Mandarin          | 0.66%            | 2         |
| Spanish           | 8.52%            | 26        |
| Tagalog           | 0.66%            | 2         |
| Vietnamese        | 1.97%            | 6         |
| Self-described    | 6.23%            | 19        |
| Total responses   |                  | 305       |

*Self-described answers included: Shanghaiese, French, Malay, Italian, Russian, Korean, Hebrew, Dutch, and Polish.*

**From:** [Cyndy Johnsen](#)  
**To:** [CityCouncil-List](#)  
**Cc:** [City Clerk](#); [Jennifer Ott](#); [BWA Board](#)  
**Subject:** [EXTERNAL] Comments for Items 7-B, 7-C, 5-E  
**Date:** Tuesday, May 2, 2023 8:43:12 AM  
**Attachments:** [5 2 23 CC Comments Budget and Estuary Park.pdf](#)

---

Dear Mayor Ezzy Ashcraft, Vice Mayor Daysog, and Members of the City Council,

We hope you will consider our comments regarding items on tonight's City Council agenda, attached.

Thank you,

Bike Walk Alameda



(510) 516-0497  
P.O. BOX 2732  
ALAMEDA, CA 94501  
[www.bikewalkalameda.org](http://www.bikewalkalameda.org)

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Lucy Gigli  
*Founder,  
non-voting*

May 2, 2023

RE: Agenda Items 7-B, 7-C, and 5-E

Dear Mayor Ezzy Ashcraft, Vice Mayor Daysog, and Members of the City Council,

We hope you will consider our thoughts on the following agenda items.

Items 7-B and 7-C

We're keenly aware of how very important street safety projects frequently get delayed, and the number of complex and important projects ahead of us, so we urge you to take this opportunity to commit additional budget to bolster our resources and keep projects on track. Traffic violence is our biggest public safety issue, and the climate emergency is an existential threat that won't wait. Please budget for them as such.

Item 5-E

It's exciting to see Estuary Park expand. We noted the plans propose a new parking lot with EV charging stations, and in the spirit of incentivizing climate-friendly transportation, we wanted to call out an oversight with the current park: it lacks easily-accessible bike parking. The only bike racks here are behind a locked gate accessible only to field permit holders.

There are an increasing number of families biking around town for everyday transportation and recreation. This site can be reached from the north by safe, mostly off-street facilities and the Bay Trail, and makes a great destination for biking families. Please direct staff and consultants to include plenty of easily-accessible bike parking in the plans for the next phase, and expedite the installation of more easily-accessible bike parking for the existing park.

More generally, we wanted to convey concern about building new parking lots in Alameda. We're learning more and more about their many negative impacts, from the obvious (they consume a lot of valuable

space that in this case could mean more green space; they induce more driving, particularly if they're free), to the abstract (urban heat island effect; drainage and water and air pollution issues; expense). Much of Alameda is already paved over, so we hope our city will carefully weigh impacts and evaluate all of our options before paving any new parking lots, and when we do, to carefully design them to minimize negative impacts. Our General Plan offers some guidance in LU-34:

**Actions:**

- a. Size.** *Minimize the size and amount of land dedicated to off-street parking.*
- b. Design.** *Design parking lots and structures for shared and multiple uses, active parking management, and electric vehicle charging. Surface parking areas should be well landscaped with shade trees to reduce heat island effects from expansive asphalt surfaces and to screen cars from view. Ensure impacts on Alameda's stormwater system are minimized.*
- c. Location.** *Place parking inside, below, or behind buildings. Avoid placing parking between the building and the public right of way or the waterfront wherever possible.*
- d. Special Needs.** *Ensure adequate space and facilities for special needs parking, including parking for seniors, the physically impaired and people with limited mobility options.*

It might be good to consider alternative, greener, and more permeable surfaces, like pavers or gravel, instead of asphalt. Perhaps these ideas are already being considered, but we wanted to surface them to be sure.

Thank you for your consideration.

Sincerely,

Bike Walk Alameda

**From:** [Linda Asbury](#)  
**To:** [Marilyn Ezzy Ashcraft](#); [Tony Daysog](#); [Trish Spencer](#); [Malia Vella](#); [Tracy Jensen](#); [City Clerk](#)  
**Subject:** [EXTERNAL] WABA Funding Request  
**Date:** Sunday, April 30, 2023 5:16:39 PM  
**Attachments:** [CityFundingRequest2 \(4\).docx](#)

---

Mayor Ashcraft, Vice Mayor Daysog,  
City Council Members: Jensen, Vella, Herrera Spence

Please consider WABA's request for funding from the City of Alameda, document attached.  
Thank you.

Linda

Linda Asbury  
Executive Director  
West Alameda Business Association  
[linda@westalamedabusiness.com](mailto:linda@westalamedabusiness.com)  
510.523.5955



April 30, 2023

Mayor Ezzy Ashcraft, Vice Mayor Daysog, Council Members Jensen, Vella, Herrera Spencer

Re: WABA Funding Request

On behalf of the Board of Directors of the West Alameda Business Association, I am asking for City of Alameda funding to continue and enhance our efforts for our Business District. This is a two year ask, \$100,000 annually, 2023-24, then to be reviewed for the City's 2024-25 Budget. Please see Page two break down of our request. Perhaps the funds could come from the recent increase of the Hotel's (TOT) tax or our 10.75% Sales Tax.

For many years WABA was sufficiently funded through Redevelopment Funds allocated to cities by the State of California. When the RDA was eliminated, WABA's budget was cut in half. The Board of Directors, working with the City, was able to incorporate Alameda Landing into the BIA, which brought Some additional resources to WABA.

Currently the WABA income from BIA fees is approximately \$80,000 annually. We have \$40,000 in sponsorship income, making our total annual budget \$120,000. Our financial needs to adequately fulfill our mission has been a challenge. We have many dedicated, scrappy, passionate merchants to make this happen, but not entirely sustainable.

It's our belief that the Alameda Business Districts are very important to the overall economic health of Alameda for businesses and residents. Our districts provide employment, retail, shopping, entertainment and business opportunities, sales tax revenue and business license fees for the City's budget. Collectively both business districts represent over 600 businesses.

Again, thank you in advance for your consideration. I am available at any time for comments and clarification.

Regards,

*Linda*

Linda Asbury  
Executive Director  
West Alameda Business Association  
[linda@westalamedabusinessassociation.com](mailto:linda@westalamedabusinessassociation.com)



| Category               | Description                                                          | Estimates |
|------------------------|----------------------------------------------------------------------|-----------|
| Healing Garden re-vamp | Banners, Lighting, Tables-chairs, maintenance, porta potties, power  | \$25,000  |
| Staffing Resources     | Operations Management, Events                                        | \$30,000  |
| Placemaking            | Art, street lights, street music/activation streetscape improvements | \$25,000  |
| Marketing              | Seasonal marketing campaigns                                         | \$20,000  |
| Total                  |                                                                      | \$100,000 |

##

**From:** [Kathy Weber](#)  
**To:** [Marilyn Ezzy Ashcraft](#); [Tony Daysog](#); [Tracy Jensen](#); [Trish Spencer](#); [Malia Vella](#); [Jennifer Ott](#); [City Clerk](#)  
**Subject:** [EXTERNAL] 7-B 2023-3014 Workshop to Provide Direction on Fiscal Years 2023-24 and 2024-25 Operating Budget  
**Date:** Friday, April 28, 2023 5:15:24 PM  
**Attachments:** [Downtown Alameda - City of Alameda Funding Request\\_ 2023\\_24 & 2024\\_25 Letter to Council \(2\).pdf](#)

---

Honorable Mayor and Councilmembers, City Manager and City Staff,  
We respectfully submit the attached letter for your consideration in the Fiscal Years 2023-24 and 2024-25 Operating Budget.  
Thank you for your time and thoughtful consideration of our request.  
Respectfully,  
Kathy

--

**Kathy Weber**  
Executive Director  
2447 Santa Clara Avenue, #302  
Alameda, CA 94501  
Direct: 510-319-3543  
Main: 510-523-1392

[Kathy@downtownalameda.com](mailto:Kathy@downtownalameda.com)  
[www.downtownalameda.com](http://www.downtownalameda.com)  
Find us on [Facebook](#) [Twitter](#) [Pinterest](#) & [Instagram](#)  
#DowntownAlameda



Downtown Alameda  
Business Association  
2447 Santa Clara Ave, Suite #302  
Alameda, CA 94501

Phone: (510) 523-1392  
Office@downtownalameda.com

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**Donna Layburn**

#### **Staff**

**Kathy Weber**  
Executive Director

**Ali Savage**  
Membership & Events

April 28, 2023

Honorable Mayor, City Councilmembers, City Manager and City Staff,

Downtown Alameda and West Alameda Business Associations proudly represent over 650 small businesses that are crucial economic drivers for the City of Alameda.

Downtown Alameda respectfully requests \$100,000 annually for two years (FY 2023-24 and 2024-25) to create, amplify, and enhance our fundraising, marketing, streetscape and promotional efforts. With no fundraising events in 2020/2021 and very limited events in 2021/2022, this investment will infuse our district with resources to aid in our rebuilding to 2019 levels of service. As we relaunch fundraising events and begin to regenerate income streams, the investment the City makes now will pay far-reaching dividends to our community.

Downtown Alameda has identified three primary areas we would earmark this funding that will support our unique offerings and encourage Alameda-wide engagement:

- **Alameda Avenue \$65,000**
  - The activation of Alameda Avenue has provided a welcome area for residents to gather and has served as a backdrop for several well-received events. By expanding and enhancing this area we will increase revenue generating experiences while continuing to provide a well maintained area for visitors and locals.
- **Cross Alameda Interactive History Tour \$35,000**
  - Working with key stakeholders, we envision a technology-enhanced, cross-Alameda experience that combines education and exploration. The use of this technology tool will provide additional opportunities to engage in new and meaningful ways across our community.
- **Creating New & Reestablishing Previous Fundraising Events \$100,000**
  - Since 2020 no large-scale, street-closure fundraising events have been hosted in Downtown Alameda. As we return to producing these familiar family-favorite events and explore new opportunities, support is vital as we engage new marketing strategies, upgrade technology and offset new expenses in these efforts.

Your support for our request will serve our members and the entire community. The investment will bolster visibility and revenue opportunities for local businesses, employers & employees, and align with the budget goals of the City of Alameda.

We are grateful for your thoughtful consideration of our request and welcome your comments and questions.

Respectfully,

Kathy Weber  
Executive Director

---

Courtney Cerefice  
Mental Health Services Manager  
Community Learning Center Schools  
1900 3rd Street  
Alameda, Ca 94501

March 15, 2023

To Whom it May Concern,

This letter is being written in support of the grant funded mental health services that Alameda Family Services (AFS) has been providing to our school community during the 2022-2023 school year.

My name is Courtney Cerefice and I am the Mental Health Services Manager for Community Learning Center Schools, which includes both NEA and ACLC in Alameda. We were contacted by Alameda Family Services earlier this year to explore establishing a relationship with them under the grant in which The City of Alameda provided funds for mental health services to be served in Alameda Schools. We were able to begin this partnership in early January and it has been a positive experience from the beginning!

I joined CLCS at the start of this school year, and as is pretty typical in smaller schools of choice, I became aware of the lack of mental health services that these two schools had, but the great need for mental health support that our student population carries. There were many students that came to us with moderate to more intense mental health needs, but had little to no access, or experienced great difficulty in gaining access to those supports through their health insurance or private pay. Many of our families were placed on waitlists for services, and had been there for months to over a year. This created a direct impact on our school population. We were looking into a variety of supports, but quickly became aware of the overwhelming needs that our city has and the limited resources available.

When we partnered with AFS we were connected with Zoe Anderson, who has been our service provider. She was able to jump in and begin connecting with our families immediately. She has been an excellent thought partner and highly communicative with both myself and our larger staff. She has made working connections with some of our school families with greatest mental health needs and we are seeing positive shifts in our learners because of these supports. Zoe does

|                                                                                                                                                                                                                          |                                                                                                                                                                                    |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  <b>ALAMEDA<br/>COMMUNITY<br/>LEARNING<br/>CENTER</b>  |                                                                                                                                                                                    |
|  <p>Learning to learn and the lifelong quest for knowledge</p>                                                                          | <b>Community Learning Center Schools, Inc. (CLCS)</b><br><b>California Public Charter Schools</b><br>210 Central Ave., Alameda, CA 94501<br>(510) 521-7543 x101 (510) 521-7350 FAX |

the work with our learners and families in such a caring and authentic way that families who have historically been reluctant to engage in services outside of school, are connecting with her and are finding pathways to connection all while supporting their learner(s).

I can easily say that this service is invaluable to our learners and families. Like so many smaller schools, the resources to provide mental health services are very limited, if they exist at all. We have been extremely fortunate to partner with AFS to provide both individual and family services to our learners and families that need it most. It has been incredibly easy to work with AFS as the referral system is incredibly easy to use and communication has been quick and concise. I have found both Zoe and the supervisory team at AFS to be incredibly kind and supportive of the needs we have on our campus. We are deeply hoping to continue this partnership for many years to come, in service of our school community.

We are grateful for the partnerships that we have built with AFS. The communication, thought partnership and services have been incredibly supportive of our school community. We hope that we will be able to continue this partnership through the city grant for many years to come. Please do not hesitate to reach out to me if you have any questions or would like to further discuss this letter of support or our experiences with AFS.

My very best,



Courtney Cerefice  
 Mental Health Services Manager  
[courtney.cerefice@clcschools.org](mailto:courtney.cerefice@clcschools.org)  
 (510) 306-4682  
 Community Learning Center Schools (CLCS)  
 1900 3rd Street  
 Alameda, CA 94501