



# City of Alameda City Council Workshop

**March 16, 2019**

**WETA Central Bay Operations and Maintenance Facility**

**8:30 am – 3:00 pm**



# Welcome

# Public Comment



# Workshop Agenda

1

**Welcome from the Mayor**

2

**Workshop Overview**

3

**Warm-Up Activity**

4

**Communication Styles Activity**

5

**Interviews and Survey Results**

6

**Issues Discussion**

7

**Wrap Up & Next Steps**



# Ground Rules



*“What do we  
need from  
each other  
today?”*

# Bike Rack

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Time management tool

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Things to discuss at  
another time will be  
tracked on a flipchart



# Warm-Up Activity

Write a **headline [or a social media post]** that you would like to read in the paper or online five years from today.

The headline will celebrate a major accomplishment for the city.

*[ACTIVITY RESULTS INSERTED - NEXT 5 SLIDES]*





INSIDE THIS WEEK

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7-time NBA Finals MVP Kevin Durant opens new restaurant on Park Street. B1.

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FAITHFULLY SERVING THE ISLAND COMMUNITY

# Alameda Journal

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**Alameda resolves its housing crisis – has built enough affordable housing, small units, ADUs, and more, to end homelessness and displacement of our residents**

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Alameda  
Alameda



**City of Alameda**

@CityofAlameda

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Inaugural Finance Commission  
Wednesday – new Infrastructure  
Commission next week #alamtg

9:02 AM - 15 Mar 2024



either Oak Street or 29th Avenue. #alamtg



**Roy Williams**

2,215 Tweets

**#ThingsBatmanNeverS**

9,775 Tweets

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7-time NBA Finals MVP Kevin Durant opens new restaurant on Park Street. B1.

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FAITHFULLY SERVING THE ISLAND COMMUNITY

# Alameda Journal

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**Alameda a leader in climate action hits goals early while reducing congestion and increasing public health outcomes**

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Alameda  
Alameda**City of Alameda**

@CityofAlameda

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New units open at Site B,  
Alameda continues to thrive, and  
Groundbreaking for new West  
End Crossing is today! #alamtg

9:02 AM - 15 Mar 2024



either Oak Street or 29th Avenue. #alamtg

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FAITHFULLY SERVING THE ISLAND COMMUNITY

# Alameda Journal

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## Alameda Point Site B development opens for business

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# Understanding Our Communication Styles



# Communication Styles

**Direct**

**Spirited**

**Considerate**

**Systematic**



# Communication Styles Characteristics

## Direct

- Decisive
- Formal and direct speech
- Maintains eye contact
- Action oriented
- *Impatient*
- *Argues*
- *Competes*
- *Discounts feelings*
- *Overlooks details*

## Spirited

- Generalizes
- Persuasive
- Expresses opinions
- Animated
- Enthusiastic
- Cluttered
- *Poor time management*
- *Doesn't hear details*
- *Generalizes*
- *Poor response to criticism*

## Considerate

- Listens
- Supportive
- Speaks slowly
- Slow movement
- Family photos in workspace
- *Avoids conflict*
- *Keeps opinions to self*
- *Gives in easily*
- *Tells others what they want to hear*

## Systematic

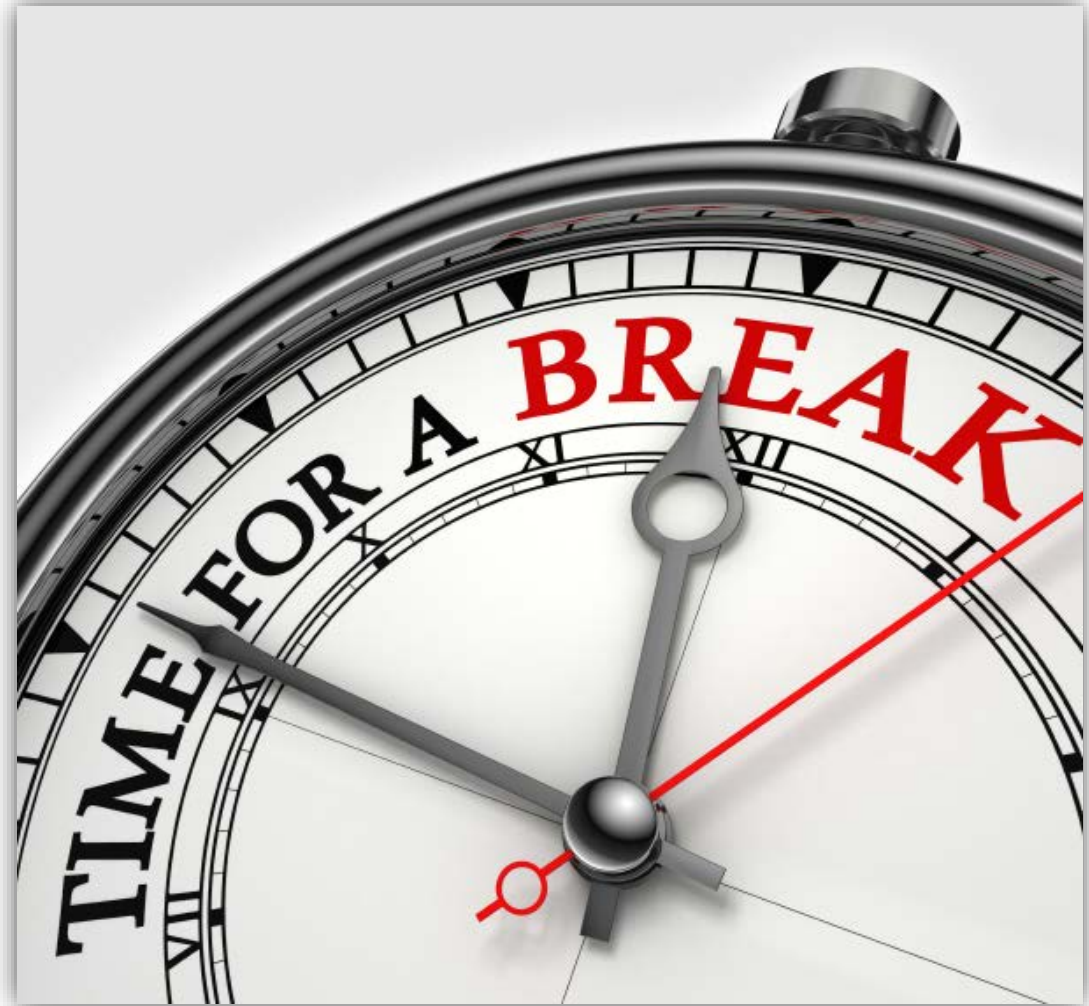
- Precise
- Avoids emotion
- Detail oriented
- Even delivery
- Controlled movement
- Strong sense of personal space
- *Focused on details*
- *Impersonal*
- *Terse*
- *Delays decision making*

**Let's Share!**



# Break

**Reconvene in  
15 minutes**





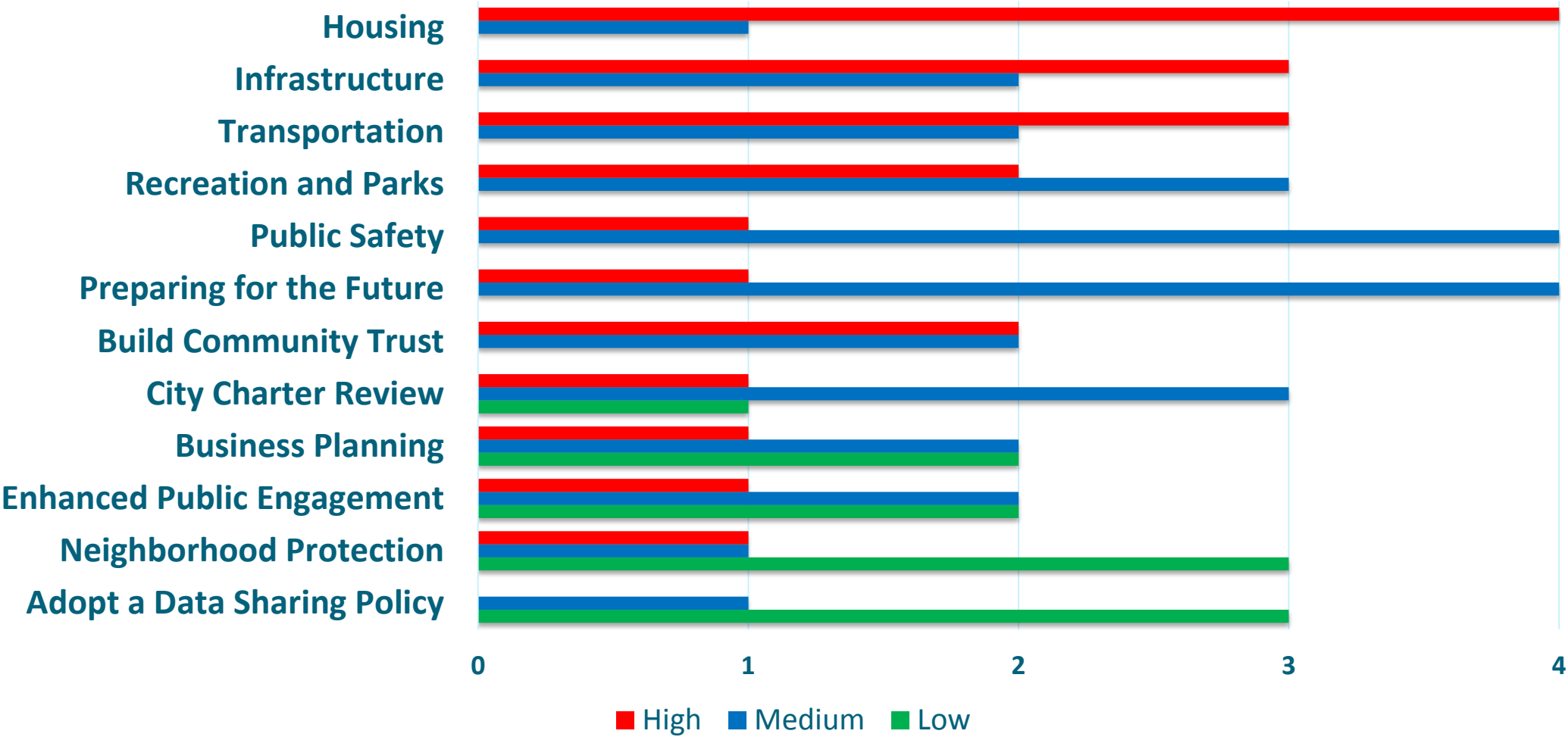
# Interview and Survey Results



# Interview Themes

- Shared Accomplishments
- Priority Areas for the Next 2-5 Years
  - Project Core Services
  - Enhance Livability
  - Prepare for the Future
  - Business Planning
  - Effective and Efficient Operations

# Survey Results





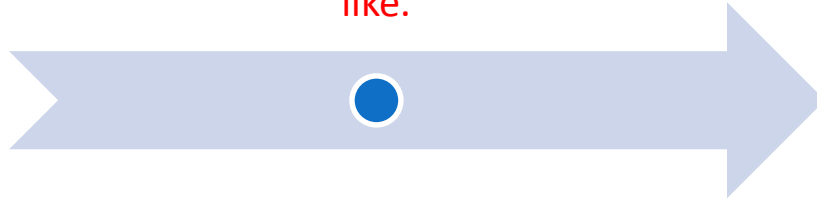
# Survey Results

Issues	High	Medium	Low	Weighted Totals
<b>Housing</b>	4	1	0	<b>14</b>
<b>Infrastructure</b>	3	2	0	<b>13</b>
<b>Transportation</b>	3	2	0	<b>13</b>
<b>Recreation and Parks</b>	2	3	0	<b>12</b>
<b>Public Safety</b>	1	4	0	<b>11</b>
<b>Preparing for the Future</b>	1	4	0	<b>11</b>
Build Community Trust	2	2	0	10
City Charter Review	1	3	1	10
Business Planning	1	2	2	9
Enhanced Public Engagement	1	2	2	9
Neighborhood Protection	1	1	3	8
Adopt a Data Sharing Policy	0	1	3	5

The top six issues are bolded in **red**.

# Survey Results

The following issues received responses about what success looks like.



Issues	Number of Responses
Housing	4
Infrastructure	3
Transportation	3
Recreation and Parks	2
Build Community Trust	2
Public Safety	1
City Charter Review	1

# Framework for Discussion



# Broad Priorities Discussion – Option A

Protect Core  
Services

Enhance  
Livability

Economic  
Development

Preparing for  
the Future

Effective and  
Efficient  
Operations



# Issues Discussion – Option B

Housing	Infrastructure	Transportation	Recreation and Parks
Public Safety	Preparing for the Future	Build Community Trust	City Charter Review
Business Planning	Enhanced Public Engagement	Neighborhood Protection	Adopt a Data Sharing Policy
?	?	?	

# Proposed Framework for Discussion



Review horizon calendar  
(what's coming)



In the next 2-5 years, what  
do we hope to  
accomplish?



What do we need to get  
there?

**What are our  
messages to those  
who were unable  
to attend today?**



# Wrap-up





An aerial photograph showing a cityscape with numerous buildings, parking lots, and green spaces. In the background, a large body of water (the harbor) is visible, with several large ships and industrial structures along the waterfront. Mountains are visible in the far distance under a clear sky.

# Thank you!

An aerial view of a ferry terminal and a ferry boat. The terminal is a long, low building with a blue roof, situated on a rocky shoreline. A ferry boat, labeled "San Francisco Bay Ferry", is docked at the terminal. The boat is white with blue and green accents. The water is dark blue, and the sky is clear.

**Nancy Hetrick  
Cynthia Kurtz  
Lisa Phan**