

City of Pinole



2021 YEAR IN REVIEW



& 2022 LOOK AHEAD



Spring 2022

City staff is honored to serve the residents of Pinole. Please become engaged, follow the City's programs and events on the City website and on the City's social media, and contact the City with any questions or comments.



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INTRODUCTION

The City of Pinole provides a broad range of services to the community. The City organization is undergoing a significant transformation that is resulting in more efficient and effective City programs.

Like communities across the United States, the City weathered the challenges created by COVID-19. The City was nonetheless able to complete many special projects during 2021 and has many more planned for 2022, described below. The City plans for 2022 to be a year of reopening, engagement, and continuing to improve City services.

The Pinole community demonstrated incredible resilience over the course of the last few years. This resilience is an asset that positions the City for a strong future.



A “FULL SERVICE” CITY

The City of Pinole is a “full-service” city, meaning that the City provides all of the traditional municipal services (police, fire, land use management, public works, and parks and recreation) to its residents. In many other East Bay cities, some of these services are provided by special districts. The City of Pinole also provides residents with some non-traditional municipal services, such as wastewater treatment. Providing a wide range of services is a source of pride and presents opportunities.

The City operates under a “Council – Manager” structure, in which the City Council establishes the City’s laws and key policies (Strategic Plan, budget, General Plan, etc.), and the City Manager and staff carry out the laws, policies, and City operations.

The majority of City staff is involved in providing core public-facing City services, such as police and fire, land use management, public works (streets, facilities, etc.), and wastewater treatment. Other City staff provide additional public-facing services, such as parks and recreation, senior services, cable television programming, childcare services, and some other community health services. Additional City staff provide internal financial, legal, human resources, information technology, records management, and facilities and equipment support for the public-facing services.

A TRANSFORMATION

The City of Pinole organization is undergoing a significant transformation driven by a new Strategic Plan, a new organizational structure, and some additional resources for key functions.

STRATEGIC PLAN

In February 2020, just prior to the onset of COVID-19, the City Council adopted the City of Pinole Strategic Plan 2020 – 2025. The Strategic Plan expressed the City’s vision, mission, and goals, as follows:

VISION

Pinole is a safe, vibrant, and innovative community with small town charm and high quality of life.

MISSION

Pinole will be efficient, ethical, and effective in delivering quality services with community involvement and fiscal stewardship.

GOALS

- Safe and Resilient
- Financially Stable
- Vibrant and Beautiful
- High Performance

The Strategic Plan also identified 22 individual strategies (special projects) for staff to complete over a five-year timeframe to position the City to achieve the vision, mission, and goals.

The adoption of the Strategic Plan was momentous. It reaffirmed the City’s focus on creating a safe and vibrant community and providing efficient and effective City services. It will take some time for staff to complete all 22 strategies, and for the resulting changes in the community and City services to be fully realized.

NEW ORGANIZATIONAL STRUCTURE

One of the first Strategic Plan strategies completed was an organizational assessment. As a result of this assessment, the City introduced a new organizational structure in July 2021, which created separate Community Development and Public Works Departments, as well as a new Community Services Department, which consolidates recreation and various other community-oriented services. It also created some new departmental divisions and subdivisions to provide a clear home for some important functions, such as economic development and communication and engagement, that did not have a clear home in the former organizational structure.

Over the past three years, eight of the City's ten departments have gotten new department heads (City Clerk, City Manager, Community Development, Community Services, Finance, Fire, Human Resources, and Public Works). This new leadership staff is bringing new perspectives, ideas, and energy.

ADDITIONAL RESOURCES

To achieve the Strategic Plan and support the new organizational structure, the City Council allocated additional resources for key activities in the FY 2021/22 budget.

KEY ACCOMPLISHMENTS OF 2021

CONTINUED TO PROVIDE MOST CORE CITY SERVICES

Pinole, like other communities, confronted the challenges created by COVID-19. The City worked in new ways to continue to provide as many core services as possible in a manner that protected residents, businesses, and City employees. Importantly, the City was able to continue to provide almost all of the core City services throughout COVID. One exception, unfortunately, was in-person activities at the recreational facilities, which were almost entirely curtailed due to health orders and social distancing requirements. Despite needing to devote a significant amount of time to COVID-19, City staff was able to implement a number of new programs and services in 2021.

MAINTAINED STRONG FINANCIAL POSITION

The City continued to maintain a strong financial position through fiscal year (FY) 2020/21 and the remain-

der of calendar year 2021. The City's revenues are sufficient to cover normal operating costs. The City made additional deposits into its General Reserve, per the General Reserve Policy, and the assets in the City's pension trust fund, which was established to offset the City's pension liability, grew significantly in 2021. Although the City's revenues are sufficient to cover normal operating costs, the revenues and reserves are not sufficient to cover the City's two large unfunded liabilities, deferred maintenance of capital assets (streets, sidewalks, parks, City buildings, etc.) and other post-employment benefits (OPEB), primarily retired City employee medical coverage. If the City and community would like to invest in these areas, they will need to identify new revenue sources in the future.



KEY DEPARTMENT ACCOMPLISHMENTS

City Clerk

- Implemented new online, self-service tool for Public Records Act requests, to add efficiency and transparency to the process
- Filled the new Deputy City Clerk position
- Planned and implemented improvements to virtual public meeting model for the City Council, Boards, and Commissions
- Conducted recruitment process for Planning Commission, Community Services Commission, and Traffic and Pedestrian Safety (TAPS) Committee members

City Council

- Conducted Council team building
- Assigned timelines for Strategic Plan strategies
- Recognized Black History Month
- Recognized Women's History Month
- Recognized American Red Cross Month
- Provided direction to staff on bolstering fire service in Pinole
- Recognized Earth Day
- Recognized the Pinole-Richmond Lions Club in their 100th year of service

- Adopted a resolution in support of the Asian American and Pacific Islander communities
- Appointed a Council Member to serve as a liaison to the Chamber of Commerce
- Updated Council norms of behavior
- Adopted the City's first Long-Term Financial Plan
- Recognized Pride Month
- Recognized Juneteenth Day
- Implemented a land acknowledgement at Council meetings
- Appointed Council Members to serve as liaisons to the discussion regarding a potential East Bay wildfire and vegetation management joint powers authority
- Recognized Indigenous Peoples Day
- Recognized Fire Prevention Week
- Held community workshops regarding American Rescue Plan Act (ARPA) funding
- Adopted a resolution declaring a climate emergency and directing staff to take certain actions to address the climate emergency
- Created a Technology and Communication Subcommittee
- Recognized United Against Hate Week

City Manager

- Completed the Strategic Plan strategy of conducting a citywide organization review ("organizational assessment") to optimize efficiencies (Goal 4, Strategy 2)
- Implemented the City's new organizational structure to improve capacity and coordination, based on the organizational assessment
- Hired staff in key leadership positions
- Expanded communication and engagement with the community through the use of new tools and techniques
- Implemented the COVID-19 Small Business Assistance Program, through which approximately 70 small Pinole businesses received grants of approximately \$1,300 to offset the economic hardship of COVID



Community Development

- Filled the new Community Development Director position
- Completed the Strategic Plan strategy of partnering with regional for- and non-profit housing organizations to provide an array of housing options consistent with community income levels (Goal 3, Strategy 3)
- Implemented an underage tobacco use reduction program with retailers through Code Enforcement
- Received a Regional Early Action Program (REAP) grant
- Re-joined and reengaged with the Chamber of Commerce
- Processed entitlements for the construction of 33 affordable housing units dedicated to veterans at 811 San Pablo Avenue
- Processed entitlements for the construction of 179 affordable housing units dedicated to seniors at 600 Roble Avenue (“Vista Woods”)

Community Services

- Created a COVID-safe cooling center at the Senior Center
- Established monthly free food distribution program at the Senior Center, in coordination with the Food Bank of Contra Costa and Solano
- Updated park rules
- Expanded open hours for park restrooms
- Provided resources and programs related to Black History Month and United Against Hate Week
- Coordinated City events and served as the liaison to privately organized community events, many of which had been suspended in 2020 due to COVID and needed to be reorganized, such as the Car Show, Veterans Day celebration, and Winter Holiday Tree Lighting event

Finance

- Completed the Strategic Plan strategy of developing a Long-Term Financial Plan (LTFP) and using it to guide budget and financial decision (Goal 2, Strategy 1)
- Implemented new forms of public engagement to get input from the community and to gauge community priorities with regard to the Long-Term Financial Plan, annual budget, and the American Rescue Plan Act (ARPA)

Fire

- Completed the Strategic Plan strategy of reviewing, prioritizing, and implementing as appropriate the 2019 fire service study recommendations (Goal 1, Strategy 4)
- Completed significant additional wildfire mitigation through brush removal, particularly for Galbreth hill, Pinole Valley Road, and Quinan Street Park
- Implemented new evacuation management software
- Filled new position in Fire Department to conduct additional fire prevention
- Advocated for and received allocation of County Measure X funding to reopen Fire Station 74 in partnership with the Contra Costa County Fire Protection District (“ConFire”)

Human Resources

- Led COVID-19 employee safety and support programs
- Supported the approval of labor memorandums of understanding (MOUs) with three of the City’s five bargaining units, which increased the competitiveness of the City’s compensation to support employee attraction and retention
- Completed 24 recruitments



Police

- Continued to provide police services to the community through all the COVID-19 challenges
- Continued wellness program, which emphasizes organizational wellness by offering employees a meal prep program, on duty workouts using the onsite gym, Cordico Wellness App, therapy dog Milo, and dispatch quiet room
- Implemented CueHit customer engagement technology to receive real-time feedback from the community via text to interactions with Police personnel
- Implemented new Community Outreach efforts with a special Halloween-themed National Night Out event, Project HOPE-Homeless Intervention, an internship program with Pinole Valley High School students, and the “Where’s Milo” Pinole History Community Engagement program

Public Works

- Created Complete Streets Policy

- Completed financial close out of the Pinole-Hercules Wastewater Treatment Plant Upgrade Project
- Filled the new Public Works Director position
- Completed the sale of two surplus City properties, the Bank of Pinole building and the mixed-use building at 601 Tennent Avenue/2279 Park Street, both of which are being renovated
- Finalized design for Senior Center auxiliary parking lot improvements
- Continued pedestrian improvement project at railroad crossing at Tennent Ave
- Supported the City’s adoption of an ordinance to comply with new State requirements regarding green waste and greenhouse gas emissions (Senate Bill (SB) 1383)
- Completed 12 miles of crack sealing for the street pavement
- Commissioned new asset management software

KEY ACTIVITIES PLANNED FOR 2022

2021 was a year of continuing to mitigate COVID while also advancing some key City initiatives. The City plans for 2022 to be a year of reopening, engagement, and continuing to improve City services. Below are some key activities planned by City Departments for 2022.

City Clerk

- Implement public meeting agenda management software
- Implement hybrid meeting model for the City Council, Boards & Commissions
- Update Citywide Record Retention Schedule
- Coordinate with other departments on Records Management projects
- Consolidate election effort with the County to conduct municipal election of three (3) City Council seats
- Coordinate with Human Resources to support and promote a staff and community Blood Drive in September

City Council

- Direct staff on the redevelopment of “Community Corner”
- Recognize Lunar New Year

- Adopt resolution in support of Bay Adapt: Regional Strategy for A Rising Bay
- Direct staff to prepare a draft city charter and hire a polling firm and communication firm to provide services regarding a potential November 2022 charter city and real estate transfer tax ballot measure
- Direct staff to arrange a fireworks show for Fourth of July 2022
- Direct staff on the design for the replacement bridge on San Pablo Avenue over the railroad
- Reinstitute in-person meetings of the City Council
- Recognize Nowruz
- Direct staff on updates to the City General Plan Housing, Health/Safety, and Environmental Justice Elements
- Consider collaboration with ConFire to change City’s fire service model and reopen Fire Station 74

City Manager

- Complete the implementation of the reorganization initiated in July 2021 by filling the remaining vacant leadership positions
- Complete the Strategic Plan strategy of developing a comprehensive information technology plan (Goal 4, Strategy 6)
- Complete the Strategic Plan strategies of developing a strategic communication plan and a public engagement plan (Goal 4, Strategies 4 and 5)
- Assess City operations and implement improvements for diversity, equity, and inclusion (DEI)
- Complete the Strategic Plan strategy of developing an interagency legislative advocacy program (Goal 4, Strategy 7)



Community Development

- Complete the Strategic Plan strategy of developing a comprehensive economic development strategy (Goal 3, Strategy 4)
- Complete a greenhouse gas (GHG) inventory and a Climate Action Plan (CAP)
- Process applications that have been submitted for a number of large residential development projects
- Initiate updates to the Housing Element and Health/Safety Element of the City's General Plan, and creation of a new Environmental Justice Element

- Implement community gift card program "Pinole Perks" to stimulate the local economy and provide financial assistance to households and local businesses
- Complete process improvements to streamline permitting, introduce online permitting and 24/7 customer self-service options
- Create standards and process to create parklets
- Support Council consideration of a historic preservation ordinance
- Adopt the triennial amendments to the Building Code for years 2023-2026
- Establish a Tobacco Retailer License fee and ensure that tobacco retailers comply with application requirements

Community Services

- Reopen recreation facilities and programs, including weekly lunch service at the Senior Center
- Fill the new Community Services Director position
- Establish an agreed-upon calendar for City-organized community events
- Coordinate additional City events, such as the return of movies and music in the park, the annual Easter egg hunt, and a joint Fourth of July 2022 fireworks show with the City of Hercules
- Implement an underage tobacco use reduction program through the Youth Center
- Begin development of a Park Master Plan

Finance

- Implement the second round of the COVID-19 Small Business Assistance Program to provide \$3,000 grants to small Pinole businesses that experienced loss of revenue due to COVID-19
- Host a special workshop to educate the public on the City's various tax revenue sources
- Complete the Strategic Plan strategy of conducting a comprehensive fee study (Goal 2, Strategy 2)



- Complete the Strategic Plan strategy of establishing a program to evaluate grant opportunities and capacity (Goal 2, Strategy 3)
- Establish a policy to formally set guidelines on the use of the Section 115 Pension Trust funds
- Explore options for an online payment system that will provide customers with the option to make payments to the City online

Fire

- Work with ConFire to create an agreement for City Council's consideration through which ConFire would operate Pinole's fire services, including a reopened Station 74
- Complete the Strategic Plan strategy of updating the City's emergency preparedness and response plan (Goal 4, Strategy 6)
- Implement new information systems for incident response, narcotics tracking, payroll, policies and procedures management, incident report management, and training
- Initiate cost-recovery program to capture reimbursement opportunities from fire emergency-related insurance claims
- Complete the Strategic Plan strategy of exploring restoring the community emergency response team (CERT) program (Goal 1, Strategy 3)

Human Resources

- Fill the new Human Resources Director position
- Hire a benefits broker to decrease the City's insurance premium costs
- Complete the Strategic Plan strategy of developing an employee attraction, retention, and development plan (Goal 4, Strategy 1)
- Plan a regional supervisory academy for staff professional development
- Create/update numerous City human resources policies and procedures

Police

- Continue to focus on officer wellness programs to improve the quality of life for officers while strengthening the relationship with the community through exemplary law enforcement service

- Implement the California Racial and Identity Profiling Act (RIPA)
- Implement the new RIMS, CADS/RMS information technology system
- Continue our efforts to bring the Community of Pinole innovative and progressive engagement opportunities

Public Works

- Complete a Local Road Safety Plan
- Prepare and adopt an Active Transportation Plan
- Complete preliminary design work and environmental review for San Pablo Ave replacement bridge
- Complete a feasibility assessment regarding using recycled water from the Wastewater Treatment Plant
- Complete the Strategic Plan strategy of conducting asset condition assessments of some City capital asset types, including the Sanitary Sewer Master Plan (Goal 1, Strategy 1)
- Complete the Sanitary Sewer Management Plan
- Complete a reboot of the capital improvement program to add more resources and focus to completing capital projects
- Complete capital projects scheduled in the current Capital Improvement Plan (CIP):
 - Safety Improvements at Appian and Marlesta
 - Pedestrian bridge repairs
 - Brandt Street improvements
 - Electric Vehicle charging station
 - Hazel Street stormwater improvements
 - Perform energy efficiency, generation, and storage assessments for all City facilities
- Implement improvements to the wastewater collection system to manage flows
- Complete traffic safety improvements at various intersections
- Replace or upgrade playground surface areas at Fernandez Park and Pinole Valley Park
- Implement non-capital recommendations of the Beautification Ad Hoc Subcommittee (education and awareness campaign, art program, and community clean up events)

We invite you to
Get Involved!
www.ci.pinole.ca.us



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