El Cerrito Strategic Plan Update

City Council Meeting
February 7, 2017
Community Process

Let's Talk
Tell us what you think

El Cerrito's challenges are...

[Handwritten list of challenges]

The City of El Cerrito
Vision Statement

The City of El Cerrito is a safe, connected, transit-oriented and environmentally focused Bay Area destination with welcoming neighborhoods, thriving businesses and vibrant public places, and diverse cultural, educational and recreational opportunities for people of all ages.
Our Mission

The City of El Cerrito serves, leads and supports our diverse and transit-rich community by providing exemplary and innovative services, public places and infrastructure, ensuring public safety, and creating an economically and environmentally sustainable future.
Organizational Values

- Ethics and Integrity
- Fiscal Responsibility
- Inclusiveness and Respect for Diversity
  - Innovation and Creativity
  - Professional Excellence
  - Responsiveness
- Transparency and Open Communication
  - Sustainability
Strategic Goals

Goal A: Deliver exemplary government services

Goal B: Achieve long-term financial sustainability

Goal C: Deepen a sense of place and community identity

Goal D: Develop and rehabilitate public facilities & community focal points

Goal E: Ensure the public’s health and safety

Goal F: Foster environmental sustainability citywide
Goal A: Deliver Exemplary Government Services
Goal B: Achieve Long-term Financial Sustainability
Goal C: Deepen a Sense of Place and Community Identity
Goal D: Develop and Rehabilitate Public Facilities as Community Focal Points
Goal E: Ensure the Public’s Health and Safety
Goal F: Foster Environmental Sustainability Citywide
2016 National Citizen Survey Results

www.el-cerrito.org/ncs
83% rated Quality of Life in El Cerrito as Excellent or Good
What makes a community livable, attractive, and a place where people want to be?
8 Facets of Quality of Life

Legend
- Dark blue: Higher than national benchmark
- Light blue: Similar to national benchmark
- Light purple: Lower than national benchmark

Most important

- Safety
- Built Environment
- Natural Environment
- Economy
- Recreation and Wellness
- Education and Enrichment
- Mobility
- Community Engagement
How well does the government of El Cerrito meet the needs and expectations of its residents?
Are the residents of El Cerrito connected to the community and each other?
Goal A: Deliver Exemplary Government Services

Percent rating positively (e.g., very/somewhat likely, yes)

Comparison to national benchmark

- Higher
- Similar
- Lower

- Value of services for taxes paid: 52%
- Overall direction: 63%
- Welcoming citizen involvement: 56%
- Confidence in City government: 58%
- Acting in the best interest of El Cerrito: 64%
- Being honest: 64%
- Treating all residents fairly: 65%
- Customer service: 68%
- Services provided by the Federal Government: 48%

- Recommend El Cerrito: 89%
- Remain in El Cerrito: 87%
- Contacted El Cerrito employees: 46%
Goal B: Achieve Long-term Financial Sustainability

Community Characteristics

<table>
<thead>
<tr>
<th>ECONOMY</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall economic health</td>
<td>56%</td>
</tr>
<tr>
<td>Vibrant downtown/commercial area</td>
<td>28%</td>
</tr>
<tr>
<td>Business and services</td>
<td>50%</td>
</tr>
<tr>
<td>Cost of living</td>
<td>34%</td>
</tr>
<tr>
<td>Shopping opportunities</td>
<td>50%</td>
</tr>
<tr>
<td>Employment opportunities</td>
<td>15%</td>
</tr>
<tr>
<td>Place to visit</td>
<td>41%</td>
</tr>
<tr>
<td>Place to work</td>
<td>48%</td>
</tr>
</tbody>
</table>

Governance

<table>
<thead>
<tr>
<th>ECONOMY</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economic development</td>
<td>35%</td>
</tr>
</tbody>
</table>

Participation

<table>
<thead>
<tr>
<th>ECONOMY</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchased goods or services in El Cerrito</td>
<td>99%</td>
</tr>
<tr>
<td>Economy will have positive impact on income</td>
<td>29%</td>
</tr>
<tr>
<td>Work in El Cerrito</td>
<td>26%</td>
</tr>
</tbody>
</table>
Goal C: Deepen a Sense of Place and Community Identity

Community Characteristics

**Built Environment**
- Overall built environment: 55%
- New development in El Cerrito: 39%
- Affordable quality housing: 27%
- Housing options: 46%
- Public places: 51%

**Education and Enrichment**
- Education and enrichment opportunities: 48%
- Religious or spiritual events and activities: 51%
- Cultural/arts/music activities: 42%
- Adult education: 54%
- K-12 education: 48%
- Child care/preschool: 57%

**Community Engagement**
- Social events and activities: 40%
- Neighborliness: 66%
- Openness and acceptance: 68%
- Opportunities to participate in community matters: 61%
- Opportunities to volunteer: 58%
Goal C: Deepen a Sense of Place and Community Identity (cont.)

### Governance

<table>
<thead>
<tr>
<th>Education and Enrichment</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public libraries</td>
<td>60%</td>
</tr>
<tr>
<td>Special events</td>
<td>64%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Community Engagement</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public information</td>
<td>55%</td>
</tr>
</tbody>
</table>

### Participation

<table>
<thead>
<tr>
<th>Education and Enrichment</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Used El Cerrito public libraries</td>
<td>55%</td>
</tr>
<tr>
<td>Participated in religious or spiritual activities</td>
<td>19%</td>
</tr>
<tr>
<td>Attended a City-sponsored event</td>
<td>42%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Community Engagement</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Campaigned for an issue, cause or candidate</td>
<td>25%</td>
</tr>
<tr>
<td>Contacted El Cerrito elected officials</td>
<td>16%</td>
</tr>
<tr>
<td>Volunteered</td>
<td>25%</td>
</tr>
<tr>
<td>Participated in a club</td>
<td>18%</td>
</tr>
<tr>
<td>Talked to or visited with neighbors</td>
<td>93%</td>
</tr>
<tr>
<td>Done a favor for a neighbor</td>
<td>83%</td>
</tr>
<tr>
<td>Attended a local public meeting</td>
<td>21%</td>
</tr>
<tr>
<td>Watched a local public meeting</td>
<td>9%</td>
</tr>
<tr>
<td>Read or watched local news</td>
<td>85%</td>
</tr>
<tr>
<td>Voted in local elections</td>
<td>85%</td>
</tr>
</tbody>
</table>
Goal D: Develop and Rehabilitate Public Facilities as Community Focal Points

<table>
<thead>
<tr>
<th>Category</th>
<th>Percent Rating</th>
<th>Comparison to National Benchmark</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall image</td>
<td>65%</td>
<td>Higher</td>
</tr>
<tr>
<td>Neighborhood</td>
<td>85%</td>
<td>Similar</td>
</tr>
<tr>
<td>Place to raise children</td>
<td>76%</td>
<td>Similar</td>
</tr>
<tr>
<td>Place to retire</td>
<td>71%</td>
<td>Similar</td>
</tr>
<tr>
<td>Overall appearance</td>
<td>67%</td>
<td>Lower</td>
</tr>
</tbody>
</table>
Goal D: Develop and Rehabilitate Public Facilities as Community Focal Points

Governance

<table>
<thead>
<tr>
<th>MOBILITY</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traffic enforcement</td>
<td>60%</td>
</tr>
<tr>
<td>Street repair</td>
<td>57%</td>
</tr>
<tr>
<td>Street cleaning</td>
<td>66%</td>
</tr>
<tr>
<td>Street lighting</td>
<td>47%</td>
</tr>
<tr>
<td>Sidewalk maintenance</td>
<td>45%</td>
</tr>
<tr>
<td>Traffic signal timing</td>
<td>50%</td>
</tr>
<tr>
<td>Bus or transit services</td>
<td>67%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>RECREATION AND WELLNESS</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>City parks</td>
<td>79%</td>
</tr>
<tr>
<td>Recreation programs</td>
<td>71%</td>
</tr>
<tr>
<td>Recreation centers</td>
<td>67%</td>
</tr>
<tr>
<td>Health services</td>
<td>45%</td>
</tr>
</tbody>
</table>
Goal E: Health & Safety

Community Characteristics

- Overall feeling of safety: 69%
- Safe in neighborhood: 85%
- Safe commercial area: 83%

RECREATION AND WELLNESS
- Health and wellness: 57%
- Mental health care: 31%
- Preventive health services: 39%
- Health care: 43%
- Food: 64%
- Recreational opportunities: 58%
- Fitness opportunities: 65%

Governance

- Safety
  - Police: 80%
  - Fire: 89%
  - Ambulance/EMS: 85%
  - Crime prevention: 53%
  - Fire prevention: 70%
  - Animal control: 59%
  - Emergency preparedness: 50%
Participation

- Stocked supplies for an emergency: 62%
- Did NOT report a crime: 73%
- Was NOT the victim of a crime: 80%

**Recreation and Wellness**
- Used El Cerrito recreation centers: 61%
- Visited a City park: 85%
- Ate 5 portions of fruits and vegetables: 94%
- Participated in moderate or vigorous physical activity: 92%
- In very good to excellent health: 69%

**Built Environment**
- Did NOT observe a code violation: 75%
- NOT under housing cost stress: 64%
Goal F: Environmental Sustainability

Community Characteristics

- Mobility
  - Overall ease of travel: 76%
  - Paths and walking trails: 76%
  - Overall natural environment: 78%
  - Cleanliness: 73%
  - Air quality: 83%
  - Travel by car: 75%
  - Public parking: 71%
  - Traffic flow: 56%

Natural Environment

- Garbage collection: 90%
- Recycling: 93%
- Yard waste pick-up: 88%

Governance

Participation

- Conserved water: 97%
- Made home more energy efficient: 81%
- Recycled at home: 98%
- Used public transportation instead of driving: 88%
- Carpooling instead of driving alone: 51%
- Walked or biked instead of driving: 77%
More to come…

• Specific Plan March 7, 2017

• In-depth review of Strategic Goals March 21 and April 4

• City Council Goal Setting for 2017-18 April 18, 2017