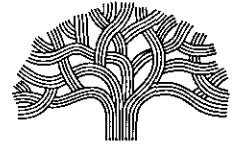


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OFFICE OF THE CITY CLERK  
OAKLAND

# CITY OF OAKLAND



2010 DEC -2 PM 4:46

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JANE BRUNNER  
*President of the City Council*

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To: City Council Members  
From: Council President Brunner  
Date: December 7, 2010  
RE: UPDATED Federal Legislative Priorities

I recommend that the City Council support the following federal priorities:

1. Infrastructure in the Jack London area
  - Funding for infrastructure, such as upgrades to 880, to support business development in the Jack London area.
2. Waterfront Trail
  - Funding to complete the gaps in the waterfront trail such as construction of the bridge between Lake Merritt and the trail south of the Lake, and clean-up of the Cryer Beach site.
3. Job training for the Army Base development
  - Funding to train workers for construction and operations jobs at the Oakland Army Base.
4. Restorative Justice
  - Funds to expand the Restorative Justice for Oakland Youth (RJOY) program to more schools in Oakland.
5. Telecommunications Legislation
  - Legislation to give local jurisdictions more control over the placement and design of telecommunications facilities and to allow local jurisdictions more flexibility in creating revenue-sharing agreements.

Item# \_\_\_\_  
City Council  
December 7, 2010

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**MEMORANDUM**

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**To: Mayor Dellums  
President Brunner and Members of the City Council**

**From: Townsend Public Affairs, Inc.**

**Date: December 7, 2010**

**Subject: REVISED Proposed 2011 State Legislative Agenda**

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At the November 18, 2010 Rules Committee, additional legislative proposals and priority projects were discussed which are now incorporated into this report. In addition, the City Council is being requested to approve the draft legislative proposals below. These legislative proposals are specific to Oakland and the City would serve as the legislative sponsor.

The City of Oakland's legislative agenda for 2011 will reflect the priorities of the City Council and the Mayor. The strategic agenda includes advocating for legislation, regulations, and funding that are consistent with the City's adopted goals; Public Safety, Sustainable and Healthy Environment, Economic Development, Community Involvement and Empowerment, Public-Private Partnerships, and Government Solvency and Transparency.

TPA submits for your consideration the following agenda of 2011 state government advocacy priorities for the City of Oakland. In development of the agenda, TPA has included input from the Office of the Mayor, City Council, and City Staff. This report is compiled into three sections;

1. City Sponsored Legislative Proposals
2. Legislative Priorities for Monitoring and Recommended Action
3. Funding Opportunities and Requests

**1. CITY SPONSORED LEGISLATIVE PROPOSALS:**

Below is a list of Oakland specific legislative proposals which represent the priorities of the City. If the Council is supportive of these proposals listed below, TPA will immediately begin to research what can be accomplished through legislation, regulations, or direct advocacy with State agencies and other organizations like the League of California Cities to help address Oakland's needs.

Once a bill number is assigned to the legislation, the City Council will have an opportunity to review the bill and determine if the final language meets the city's objective. The first two proposals have been rolled over from last year's agenda; three new proposals suggested by Councilmembers are listed below.

- **Seismic Safety.** The City of Oakland has taken a leadership role over the years by organizing and preparing residents for the next earthquake and provided property owners incentive to seismically prepare their houses. As many as 26,000 dwellings in Oakland, roughly one third of the City's housing units, are not properly prepared for a potential earthquake along the Hayward fault. In order to increase public safety when the inevitable earthquake strikes, the City proposes in consultation with designated entities and other municipalities, to develop guidelines for seismic strengthening options. The goal of this legislation is to protect homeowners and thus maximizing the likelihood that their home will survive an earthquake.
- **Community Investment Fund.** A number of Oakland residents utilize businesses such as Western Union to send money to their families in Mexico, Central America, South America, Asia or the Caribbean. The rates charged by some of these institutions for the transfer of money are high and generate substantial profits for the companies. There is an opportunity to work with these institutions to create a community investment fund to ensure economic development within these impacted Oakland neighborhoods is realized. The goal of this legislation is to redirect some of the costs incurred on financial transactions back into the community.

#### **New Proposals Recommended for 2011**

- **Sexually Exploited Minors (SEM).** The City has been a national leader in the efforts to eradicate the sexual exploitation of minors and in leading the effort to prosecute those exploiting our children via the sex industry; however the sexual exploitation of minors continues throughout the northern California region and in the City of Oakland. The goal of this legislation is to protect and support the minors who are being exploited, while at the same giving the City additional enforcement tools.
- **Infrastructure for Urban Infill and Transit-Oriented Development.** The City of Oakland has traditionally produced a disproportionate share of the region's housing each year. Oakland also offers some of the best opportunities in the State for transit-oriented and urban infill development. Ongoing regional planning efforts are likely to further increase Oakland's role in accommodating new development within the region. The goal of this legislation is to ensure that a commensurate share of State and regionally controlled planning and infrastructure dollars be directed to Oakland and other regional centers that will accommodate a higher percentage of future regional growth under new regional planning efforts.
- **Job Training for the Oakland Army Base Redevelopment.** The Oakland Army Base will be developed into an industrial district that will provide many employment opportunities. This project offers an opportunity to train and create career pathways for residents in both construction and operational jobs. The goal of this legislation is to provide funding to establish and support a job training service delivery system to prepare local residents from under-served neighborhoods to compete for and obtain construction and operational jobs.

## **2. LEGISLATIVE PRIORITIES FOR MONITORING AND RECOMMENDED ACTION:**

The following legislative themes have been identified by the Mayor, Councilmember's, and City staff as priorities. TPA maintains a constantly updated matrix of bills for the City of Oakland, providing additional analysis and information to inform the development of a position by the city. If legislation is introduced that impacts any of the priorities, staff will be asked to analyze and evaluate the need for City Council action. The City Council may choose to take a position on a measure, continue to monitor without a position, or determine if any further response or reaction is needed.

- Public Safety
- Sustainable and Healthy Environment
- Economic Development
- Community Involvement and Empowerment
- Public-Private Partnerships
- Government Solvency and Transparency

## **3. FUNDING OPPORTUNITIES AND REQUESTS:**

As the State deals with its ongoing structural deficit, there are upcoming bond funded opportunities of interest to the City of Oakland pertaining to transportation, housing and transit oriented development, and urban parks. There will also be additional stimulus related funding opportunities that the City of Oakland will be eligible for and TPA will continue our proactive measures of immediately notifying the City once these opportunities are announced. In addition to the specific funding opportunities listed below, we will keep the City informed of any potential funding opportunities throughout the year. City staff will work with the City Council to prioritize projects submitted to the state for funding and TPA will advocate for those approved projects as appropriate. The following are upcoming opportunities:

- **Proposition 84 Round 2 Funding:** There are multiple funds within this \$5.4 billion measure passed by California voters in November 2006. Legislation was authored for the \$400 million for parks which was signed by the Governor and second round applications will be due around June 2011. TPA will continue its close working relationship with City staff and assist in the application process. Specific projects, in addition to round one submittals, may include:
  - Phase II of the East Oakland Sports Complex
  - Cryer Site Historic Building Rehab
  - Bay Trail Gap closure
  - Peralta Hacienda
  - Improvements to the Aquatic Center
  - Durant Mini Park
  - Brookdale Park and Teen Center
  - Lincoln Square Park
  - Tassafaronga Recreation Center Expansion
  - Rainbow Recreation Center
- **Proposition 1C: Housing Related Parks Funding:** Proposition 1C, primarily an affordable housing and infrastructure bond, also included funding programs for housing related recreational opportunities. Some of this funding has been allocated by formula, some through existing programs, and most will be spent according to programs and criteria that will be defined by the Governor and Legislature. There will be \$200 million

available in 2011 and the City's adopted park priority list has projects eligible for these funds in addition to the specific projects mentioned above.

- **Residual Proposition 1C Transit Oriented Development (TOD) Funding:** Proposition 1C TOD funding is for the development of housing near transit sites. There may be up to \$50 million available in residual or 'claw back' funding for eligible projects. TPA is focused on continuing advocacy for the City's TOD developments specifically for:
  - Fruitvale Transit Village
  - Coliseum Transit Village
  - West Oakland Transit Village
  - MacArthur Transit Village
  
- **Residual Proposition 1C Infill Infrastructure Grant (IIG) Funding:** Proposition 1C IIG funding is for the infrastructure to support urban infill development. In the FY10 Budget, \$200 million was appropriated for this program. Similar to the TOD funds, there may be up to \$50 million available in residual or 'claw back' funding for eligible projects. TPA is focused on continuing advocacy to position eligible projects to compete for these funds.
  
- **Recreational Trails Program:** This funding program provides funding for the development of trails and trail-related projects. Eligible projects include:
  - The Cryer Site
  - Temescal Creek project
  - California Project at the Oakland Zoo

**Annual Grant Opportunities:**

In addition to the specific funding sources identified above, there are also a number of annual grant opportunities for which the City of Oakland may choose to apply. City staff is familiar with these resources and routinely receives approval from the City Council to apply for and receive grant proceeds. As new funding opportunities arise, TPA will make sure to inform the city and consult in the development of the optimal strategy to maximize funding for the City.

Transportation and infrastructure projects such as:

- The Broadway Shuttle
- Telegraph Avenue in the Temescal merchant district
- Fruitvale Parking Garage
- Safe Routes to School funding for locations throughout the City

Additional Park and trail funding for projects such as:

- Phase II of the East Oakland Sports Complex
- Cryer Site Historic Building Rehab
- Bay Trail Gap closure
- Peralta Hacienda
- Improvements to the Aquatic Center

Technology related funding for public safety projects such as:

- Comp Stat
- GPS devices

Public safety related funding for projects such as:

- Restorative Justice for Youth
- Opportunities to enhance substance abuse programs for treatment

Other community related programs such as:

- Volunteers of America
- Piedmont Avenue Library
- Day Laborers program
- Peralta Hacienda programmatic needs