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Standard City Logo to be used on all communications. Should not be resized or reshaped.

Bold type  
Cambria, 22 point font

# AGENDA REPORT

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**TO:** Edward D. Reiskin  
City Administrator  
  
**SUBJECT:** Short Title

**FROM:** Department Head Name  
Department Head Title  
  
**DATE:** Date Submitted to CAO

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City Administrator Approval

Date:

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**RECOMMENDATION** (Mandatory)

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Title Case and Bold

State the recommended City Council action. The recommendation section includes the **Title Of The Report, Resolution Or Ordinance As It Should Appear On The Agenda**. Multiple pieces of legislation should be clearly delineated using a numbering format. Always preface the recommendation with, **“Staff Recommends That The City Council...”**

*For example, (using Bold and Title Case for the Title of the Report; no indentation):*

**Staff Recommends That The City Council Adopt An Ordinance...**

**Staff Recommends That The City Council Adopt A Resolution...**

*(Use when submitting a single Resolution or Ordinance.)*

**Staff Recommends That The City Council Adopt The Following Pieces Of Legislation...**

*(Use when submitting multiple Resolutions and/or Ordinances.)*

**Staff Recommends That The City Council Receive A Report With Recommendations...**

*(Use to recommend City Council action without a Resolution or Ordinance.)*

**Staff Recommends That The City Council Receive An Informational Report...**

*(Use to provide a status update on a specific topic or effort; City Council cannot take action on an Informational Report)*

(Note. Titles should match verbatim to signed legislation and/or what was printed in the Rules & Legislation Committee Agenda when the item was scheduled.)

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between sections

**EXECUTIVE SUMMARY**(Mandatory)

Provide a brief and concise summary of the report, specifically the action to be taken and the results of the action. In the case of an Informational Report, provide a brief and concise summary of the information presented in the report.

Use layperson's language to succinctly and clearly describe the policy question(s) being asked of the City Council, the recommended action(s), and the expected outcome(s) of the action(s), including an overview of any equity outcomes and potential impacts on community members most effected by racial disparities. A reader should be able to read just this section of the report and understand the purpose and outcome.

O.K. to use committee's 3 or 2-letter abbreviation

City Council (or Committee)  
Meeting Date

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Edward D. Reiskin, City Administrator

Subject: (Same as page 1)

Date: (Same as page 1)

Same subject line (short title) and date from page 1.

Page 2

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**REASON FOR URGENCY** (If Applicable)

Explain succinctly and clearly the justification for why this item meets the “urgency” protocols under the Sunshine Ordinance providing that it be added to the next Council/Committee Agenda.

*For example:*

The need to take immediate action came to the attention of the local body after the 10-day agenda was posted. An immediate action is required to avoid a substantial adverse impact that would occur if action was deferred to a subsequent special or regular meeting; or relates to federal or state legislation; or relates to ceremonial or commendatory item.

For supplemental or replacement reports, state the context as to why a supplemental or replacement report is being issued. (Note. The recommendation in the report will not change from the original report, or will require new public notice.)

*For example:*

At the December 25, 2010 Public Safety Committee meeting, staff was asked to provide additional information on traffic stops to the City Council. This supplemental report is prepared in response to that request.

**BACKGROUND / LEGISLATIVE HISTORY** (Mandatory)

Highlight the relevant legislative history to provide the context for the report, including previous Resolution or Ordinance numbers.

Define the central problem or issue and provide the context for the report that will enable the reader to understand how the policy question got to this point. Only state significant and factual milestones and actions, and do not include unnecessary minute details. Limit this section to factual and contextual statements rather than conclusions or options. The background section serves as the factual “building blocks” before building the argument for the recommended action.

Examples of significant and factual milestones may include (in no particular order):

- Brief legislative history
- History of public hearings and/or prior City Council discussions
- Previous City Council action considered and outcome
- Existing policy related to the item
- Legal ruling
- Relevant historical and/or legislative context and data that describe the racial (or other) disparities that the recommended policy action is seeking to address

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**ANALYSIS AND POLICY ALTERNATIVES** (Mandatory)

State the recommended policy action addressing the problem or question. Discuss the key issues, analysis of alternatives and rationale leading to the recommended policy action. Identify which Citywide priority (or priorities) are advanced by this recommended policy action. The priorities are 1) **holistic community safety**, 2) **housing, economic, and cultural security**, 3) **vibrant, sustainable infrastructure**, and 4) **responsive, trustworthy government**. Describe how your proposed policy action supports one or more of these priorities.

For policy, program, and planning actions that will significantly impact the community, describe the ways in which the recommended action was shaped by the Racial Equity Impact Analysis findings. Include how it will address disparities, increase opportunities and/or reduce burdens for the communities most impacted by racial disparities.

Discuss the expected outcome and impact of the recommended policy action and describe the outcome measures or benchmarks that will be used to evaluate the impact of the policy action. Describe the policy and programmatic mechanism(s) that will be used to identify and address any unintended consequences of the proposed policy action.

Include data using narrative format, charts, graphs and/or tables to support the recommended policy action. Use attachments (e.g., **Attachment A**) for charts, graphs and tables that are too large to display effectively in the body of the report. List all attachments in order on the last page of the report.

For recommended action on a contract award, discuss the process used to ensure a fair and competitive process. Include a list of all bids received, the names of the bidders, location and amount for each bid, and the L/SLBE participation. Ensure and state that the contractor satisfied all policy requirements. State the Engineer's Estimate and explain any unusual difference between the bid amounts and the Engineer's Estimate. State the criteria used for selection and how the award best meet that criteria.

If applicable, concisely state the alternate policy actions that would also address the problem or question. Include the potential positive and negative outcome and impact of each alternate policy action. Use the table format below if practicable.

<b>Alternative #</b>	Description of Alternative
<b>Pros</b>	Description of Pros
<b>Cons</b>	Description of Cons
<b>Reason for not recommending</b>	List Reason(s) for Not Recommending This Policy Option

**FISCAL IMPACT** (Mandatory)

Identify and highlight the fiscal impact and implications of the recommended action. The fiscal impact should include both one-time and on-going direct and indirect costs (e.g., in kind support, operations and maintenance), or cost savings.

(Note. For an informational report requiring no City Council action, state that, "This item is for informational purposes only and does not have a direct fiscal impact or cost." However, any hidden or future costs anticipated from future or potential City Council action related to the information item should be stated.)

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For any expenditure of funds or resources, identify the funding source including the full funding block names and account codes. Distinguish between one-time and on-going funding, if applicable.

*For example:*

The total one-time cost to implement this project is \$1,000,000, which is included in the FY 2015-16 budget in Fund 1010 – General Purpose Fund, Organization (Number) – (Organization Description), Account (Number) – (Account Description). The estimated on-going cost to maintain and operate the project is \$15,000 annually, which is currently included in the operating budget for the department in Fund XXX, Organization XXX. The table below provides a breakdown of the costs by category: (Note. Use a table, if feasible, to illustrate the cost breakdown and funding sources.)

Tables should always stand out from text in **bold**. Use numerals to label tables.

*For example:*

A breakdown of the project costs is included in **Table 1**.

**Table 1: Project Cost Summary**

<b>Cost Category</b>	<b>Description</b>	<b>Amount</b>
Design		\$
Construction		
Project Management		
Contingency		
<b>Total Project:</b>		
<b>On-Going Costs</b>		
Operations & Maintenance		

A breakdown of the appropriated project funding sources is included in **Table 2**:

**Table 2: Project Funding Sources**

<b>Fund Source</b>	<b>Organization</b>	<b>Account</b>	<b>Project</b>	<b>Program</b>	<b>Amount</b>
(Fund # and Name)	(Org # and Name)	(Account # and Name)	(Project # and Name)	(Program # and Name)	\$
<b>Total Project:</b>					
<b>Total On-Going:</b>					

If applicable, state the cost/benefit information and how the expenditure aligns with the City's policy goals (City Council Priorities, Budget/General Plan/Economic Development Strategies, etc.).

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*For example:*

This project aligns with the set of goals as described in the \_\_\_\_\_, which focus on the citywide goal of \_\_\_\_\_.

**PUBLIC OUTREACH / INTEREST** (Mandatory)

Discuss extent of outreach completed to encourage and ensure that all potentially interested ***external*** stakeholders had an opportunity to engage with the process of solution development that resulted in the recommended policy action, particularly stakeholders and community members most impacted by racial or other disparities. Acknowledge and briefly describe any policy approaches that key community stakeholders have called for and why/why not such options are feasible. Discuss any significant impact of recommended policy action on external stakeholders.

Interested stakeholders may include, but are not limited to, the following: residents, homeowner’s associations, businesses, districts, groups, community base building (grass roots) organizations focused on people of color and low income residents, and other governmental entities (County, State, Federal, etc.). If no outreach was done or needed, state that “No outreach was deemed necessary for the proposed policy action beyond the standard City Council agenda noticing procedures, because\_\_\_\_\_.”

**COORDINATION** (Mandatory)

Discuss extent of coordination among ***internal*** City departments and stakeholders that resulted in the recommended policy action of this report. Discuss any significant impact of recommended policy action on internal stakeholders.

Coordination among internal departments and stakeholders is required especially for policy recommendations that impact the operations of other City departments. At a minimum, for all reports seeking City Council action, “This report and legislation have been reviewed by the Office of the City Attorney and the Budget Bureau.”

For reports seeking a contract award, “This report and legislation have been reviewed by the Office of the City Attorney, Budget Bureau, and the Department of Workplace and Employment Standards.”

**PAST PERFORMANCE, EVALUATION AND FOLLOW-UP** (If Applicable)

Past Performance/Evaluation: If applicable, describe the performance of contractors, business enterprises, and/or grantees being recommended to receive City funds. Specifically, this includes any details of performance from the past such as the dates of the previous contract, the amount of City funds awarded to the entity, the measurements used to gauge performance and the actual performance of the entity over that time period. In addition, state any current performance measures that will be used associated with the contract/activity resulting from the

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recommended action. If providing this information as an attachment, summarize in this section the past performance/evaluation with a reference to the attachment.

**Next Steps:** If applicable, describe any follow-up action that is expected. If a policy action is expected of the City Council, include when, where, and who will provide the follow-up report. A follow-up action may be through City Council/Committee meetings or published via Information Memorandum (depending on the subject and circumstances).

**SUSTAINABLE OPPORTUNITIES** *(Mandatory)*

Describe the short or long-term sustainable opportunities in the categories below that have been designed, included and/or are an expected result of the proposed recommendation. This is the space to demonstrate explicitly how the proposed policy action(s) was crafted with deliberate intention to reduce or minimize the impacts of economic, environmental and/or racial disparities among the most deeply impacted communities.

**Economic:** *Examples – Types of jobs that will generated in the local economy, likelihood that Oakland residents will be hired, sales taxes or other revenues for the City, expanded housing inventory, or degree of local ownership, etc.*

**Environmental:** *Examples – Waste reduction, energy efficiency/renewable sources, clean air, water, multi-modal transit, sustainable and healthy development, or minimized use of toxic materials/pollution, etc.*

**Race & Equity:** *Examples – Benefits to the immediate neighborhood; minimizes displacement, addresses disparities in outcomes by race / advances racial equity in any/all areas of well-being such as housing, education, jobs and economic stability, recreation, etc.*

In instances where a certain sustainable opportunity is not applicable to the subject of the report, language should be added to state, "There are no \_\_\_\_\_ opportunities associated with this report."

**CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA)** *(If Applicable)*

Discuss compliance with and the environmental status granted by CEQA (California Environmental Quality Act). This section typically applies to reports related to Community & Economic Development or Public Works subject areas. If the subject is within one of those areas, this section should be added regardless of whether the subject matter is a project under CEQA or not.

If the subject matter of the report is applicable, include the detail of the CEQA status. The appropriate citation is to be noted in the report or listed as "This report is not a project under CEQA."

*For example:*

CEQA: Exempt, ND (Negative Declaration) or Resolution No. \_\_\_\_\_.

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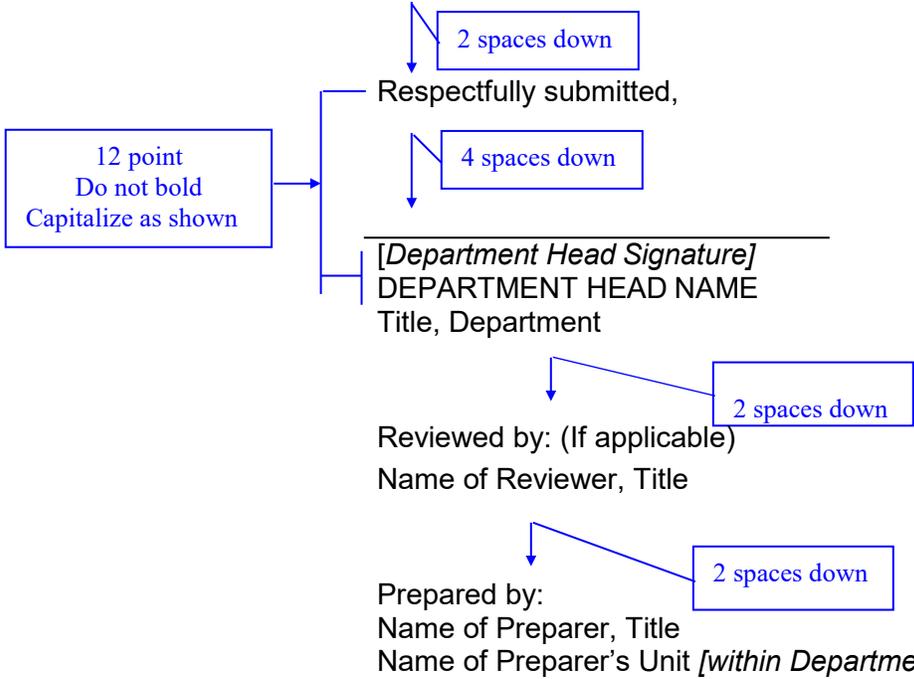
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**ACTION REQUESTED OF THE CITY COUNCIL** (Mandatory)

Restate the policy question(s) being asked of the City Council and the recommended action. The recommended action should appear as it is worded on the agenda. Clearly delineate multiple pieces of legislation.

3 blank spaces between "Actions required..." section and the "For questions regarding line..."

For questions regarding this report, please contact NAME, TITLE, at PHONE NUMBER.



Attachments (add number of attachments):  
List out each attachment included, designated by letter.

*For example:*

Attachments (2):

A: Analysis of Bids Received

B: Previous Evaluation

Note to Author—Please follow key report format requirements to maintain organizational consistency. Include the following:

- 1) 11 point, Arial Font
- 2) 1 Inch Margins
- 3) Bold, Capitalize, and Underline Section Headings
- 4) Bold, Italicize, Title Case Sub-Headings
- 5) Report margin should be left justified
- 6) References to Attachments should be in Bold, Italic type (e.g. ***Attachment A***)
- 7) References to Tables should be in Bold (e.g. **Table 1**)
- 8) Always write out the first in-text reference to an acronym, e.g. "Geographic Information Systems (GIS)"
- 9) Signature page cannot stand alone on one page

If you have any questions, please contact Jennifer Wood, City Administrator's Office at 238-2900.