

CITY OF DUBLIN
YEAR ONE STRATEGIC PLAN UPDATE
July 1, 2022- June 30, 2023

Strategy 1	Downtown Dublin and Economic Development
Objective A	Continue support of the Downtown Preferred Vision and Downtown Dublin Specific Plan including improving visual and environmental quality and evaluating specific business uses.
<i>Update:</i>	<p>Significant progress has been made with the property owners of the Dublin Place shopping center to implement the Downtown Preferred Vision (DPV). The property owner continues to work with Community Development, Public Works, and Economic Development staff on the refinements to their master plan. Staff is preparing draft amendments to the Downtown Dublin Specific Plan (DDSP) to implement the DPV. The amendments are subject to review under the California Environmental Quality Act (CEQA), and that analysis is underway. The proposed amendments and CEQA analysis are anticipated to be considered by the Planning Commission in September and the City Council in October. Planning Staff is also preparing amendments to the DDSP to implement relaxed parking standards throughout the Downtown area. The proposed amendments would be consistent with the pilot program implemented in the Village Parkway District and consistent with the requirements of AB 2097, which went into effect in January 2023.</p> <p>The Planning Commission approved the BASIS Independent School application to renovate the façade of the existing Corrie Center office building and construct a gymnasium where they will operate a private school for middle and high school students.</p> <p>Staff and Avalon Bay are working on a large-scale public art piece that will parallel the north side of the St. Patrick's Way extension between Golden Gate Drive and Regional Street. The nearly 400-foot-long art piece will help create a sense of place in a future civic gathering space downtown and provide a visual barrier along the back of a large retail center.</p>
Objective B	Pursue mixed-use projects to create economic vitality.
<i>Update:</i>	The work being done as part of Objective A will include a mixed-use development project bordering the town square. Staff also continues to have discussions with developers who are interested in other areas of the DDSP area for mixed-use opportunities.

Objective C	Grant conditional tax and/or development fee relief for new developments in the Downtown.
<i>Update:</i>	Staff has begun developing the framework for a program that would provide the opportunity for sharing of property tax revenues as well as impact fee waivers and/or reductions to support the new Downtown Preferred Vision project.
Objective D	Support local businesses and new business attractions (ensure revenue-generating industries).
<i>Update:</i>	<p>Staff developed and distributed the first Holiday Gift Guide with more than 50 businesses participating. Staff also developed new marketing material to showcase Dublin as a business-friendly destination for food and beverage establishments. Additionally, Staff proactively engaged potential businesses and extended support through the Business Concierge Program for those seeking assistance.</p> <p>For business attraction, Staff has been reaching out to retailers and food and beverage tenants regarding second-generation restaurant spaces available. Several new tenants signed leases and submitted plans for their tenant improvements, including but not limited to Anjappar, Cloves, Pizza My Heart, Angus the Butcher Shop, Five Below, and VinFast. Staff has been working with a number of new prospective tenants with recent signed leases including, Silver Oven & Grill, Feng Cha Teahouse, Grocery Outlet, Teazzi Tea Shop, MaO Izakaya & Sushi, Building Kidz of Dublin, Tailored Shared Services LLC, Santa Maria Café, Cuppa Yo, Safelite Auto Glass, AT&T, Dublin Taqueria, Dave's Hot Chicken, and Serendipity Labs.</p> <p>Staff launched the Dublin Marketplace Loyalty Rewards Program to help support Dublin small businesses, relaunched the Business Visitation Program after a hiatus due to the pandemic, launched the Dublin Business Corner (a free library of on-demand training courses designed to empower and educate small business owners), and launched the Small Business Navigator Program to offer technical assistance to small businesses in strategic business areas such as marketing, architecture, graphic design, business planning, and more. Additionally, Staff continued to host business roundtables for different industry sectors and conducted four business webinars.</p> <p>The City received and is processing an application for the redevelopment of the Hexcel Corporation site for a new business park to support the life science industry.</p>
Objective E	Continue the Fallon-East development strategy.
<i>Update:</i>	<p>The Planning Commission approved an application for a Planned Development Zoning Stage 2 Development Plan and Tentative Map for the Branaugh property. Staff is processing preliminary applications for the GH PacVest and Righetti properties as well as negotiating deal terms for the corresponding Development Agreements.</p> <p>Progress has been made over the last year on the Dublin Boulevard Extension Project, which will connect Dublin</p>

	Boulevard to North Canyons Parkway in Livermore. Drawings have reached the 65% level, a funding plan has been developed and approved by the City Council, and the first developer agreement with BEX Development (Branaugh) has been executed.
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Strategy 2	Housing Affordability
Objective A	Develop a Certified Housing Element that balances the location of housing options for all income types.
<i>Update:</i>	The City Council adopted the Housing Element on November 15, 2022 and Staff submitted it to the California Department of Housing and Community Development (HCD) for their 60-day review. HCD provided minor comments which Staff is actively working to address in order to achieve a certified Housing Element.
Objective B	Ensure the City's inclusionary zoning regulations incentivize targeted housing production.
<i>Update:</i>	Staff prepared and issued a request for proposals from consultants to assist with preparing an inclusionary zoning feasibility study and Commercial Linkage Fee nexus study in concert with Objective 2.C. Proposals were received from five consultants and an agreement with EPS Consulting was approved by the City Council on April 18, 2023. Staff and the EPS consulting team are preparing an analysis and recommendations regarding the Inclusionary Zoning Regulations, Affordable Housing In-lieu Fee and a nexus study for the Commercial Linkage Fee. The City Council will hold a study session to review this information in August 2023.
Objective C	Prepare a nexus study to evaluate the affordable housing commercial linkage fee and affordable housing in-lieu fee for for-sale and rental housing.
<i>Update:</i>	See above. Activity related to the commercial linkage fee and affordable housing in-lieu fee was completed in concert with Objective 2.B.
Objective D	Facilitate the production of affordable housing for lower income seniors, workforce, and special needs households.
<i>Update:</i>	The City was awarded a \$3.3M Local Housing Trust Fund Grant from the California Department of Housing and Community Development for the 300-unit Amador Station affordable housing project adjacent to the West Dublin/Pleasanton BART Station. Additionally, Staff worked with the Amador Station development team on modifications to the project phasing and the terms of a pre-construction loan. The City Council approved the Amador Station First Amended and Restated Community Benefit Program Agreement and Amended and Restated Affordable Housing Assistance Agreement and Transfer of the Agreements to The Related Companies of California. Staff continues to work with Alameda County to assign the Transit Center Site D-1 to Eden Housing for an affordable housing development.

	<p>Staff worked with Eden Housing on an Affordable Housing Assistance Agreement, which was approved by the City Council on June 20, 2023. Staff continues to work with the developers of the Regional Street Senior Affordable Housing project and the Amador Station project to facilitate funding and development of both projects.</p> <p>The Alameda County Surplus Property Authority continued to work with the City on the future development of an affordable housing project adjacent to the construction of the new parking garage at the East Dublin Transit Center. The future project can accommodate up to 99 units.</p> <p>The City Council authorized an affordability plan for the Francis Ranch project off Croak Road and Central Parkway in Dublin, which will include 77 units of for-rent affordable housing, of which 22 units will be for Sunflower Hill to help meet the needs of the intellectual and developmentally disabled (IDD) community. Additionally, the project will have 50 low-income accessory dwelling units, along with 18 for-sale moderate-income housing units.</p> <p>The City was able to negotiate the dedication of land for the development of the SCS Property on the east side of Tassajara Road for an affordable housing project, currently anticipated to serve the IDD community. The project, which can accommodate up to 100 units, will be fully integrated with the rest of the project and is consistent with the City Council's Preferred Plan for the property.</p>
Objective E	Review the housing market analysis and establish a strategy to meet the “middle market” demand, if needed, to ensure right mix.
<i>Update:</i>	Staff completed the analysis of middle market housing demand and prepared a report outlining the findings and recommendations. The report was provided to the City Council via memorandum in May 2023.
Objective F	Review ownership programs for first-time buyers and explore alternative options.
<i>Update:</i>	Not started.

Strategy 3	Infrastructure Maintenance and Reinvestment
Objective A	Use surplus and lump sum funding to increase the City’s internal service funds.
<i>Update:</i>	Both the FY 22-23 and FY 23-24 Budgets include a \$2 million transfer to the Internal Service Fund for facilities preventative maintenance. Staff is working on a review of the Internal Service Funds to ensure that funding is aligned with future replacement needs.
Objective B	Provide on-going condition assessments of aging city facilities and assets.

<p><i>Update:</i></p>	<p>The City successfully recruited and hired a Maintenance Coordinator, who joined the Dublin team in January 2023. The position is supporting the Maintenance Division in monitoring work on City assets.</p> <p>The City's maintenance contractor is conducting quarterly inspections of parks and facilities to evaluate the condition of equipment and infrastructure to help make informed decisions about repair, replacement, and maintenance schedules.</p>
<p>Objective C</p>	<p>Explore finance options for long-term pavement management needs.</p>
<p><i>Update:</i></p>	<p>The City received approval from the Metropolitan Transportation Commission (MTC) for \$48,000 in grant funding though the Pavement Management Technical Assistance Program (P-TAP), Round 24. Public Works Staff has begun working with MTC's consultant to do the pavement condition assessment and prepare for the resulting analysis. Public Works Staff is also working with a pavement engineering consultant to develop recommendations for a multi-year pavement preservation program and a pavement condition index goal.</p>
<p>Objective D</p>	<p>Explore use of funding mechanisms like community facilities districts for capital and on-going maintenance needs.</p>
<p><i>Update:</i></p>	<p>Staff is collaborating with the developer of the East Ranch project and City financial consultants to develop a Community Facilities District (CFD) for facility infrastructure and a CFD for services (maintenance of public improvements).</p> <p>Staff is also working with the financing team to develop a facilities CFD to recover City mitigation costs which the City is advancing as part of the Dublin Blvd Extension project.</p> <p>The Branaugh Property project was approved, including a Development Agreement that requires the developer to cooperate in the formation of a services CFD for maintenance and the facilities CFD for the mitigation of Dublin Boulevard Extension.</p>
<p>Objective E</p>	<p>Continue to implement measures identified in the Climate Action Plan.</p>
<p><i>Update:</i></p>	<p>Two CAP 2030 Reach Codes were adopted as part of the 2022 Building Code: all-electric new construction (Measure EE-1) and electric vehicle charging stations (Measure SM-1) codes.</p> <p>Consistent with CAP Measure MM-2: Reduce the Embodied Greenhouse Gas Emissions Associated with Building Materials, a low carbon concrete specification has been implemented and installed in one location with more locations planned. Staff has also begun work on CAP Measure SM-2, Develop an Electric Vehicle Infrastructure Plan.</p>

Strategy 4 Organizational Health	
Objective A	Use existing reserves to address the unfunded Dougherty Regional Fire Authority (DRFA) pension liability.
<i>Update:</i>	The FY 22-23 Budget included a lump-sum payment of \$3.46 million from the designated reserve to address the DRFA unfunded pension liability. Staff worked with the City of San Ramon on a Memorandum of Understanding (MOU) for the methodology to split each City's allocated share of DRFA's unfunded liabilities, assets, and annual payment amounts. The MOU was approved by the Dublin City Council in May 2023 and the payment was made in June 2023.
Objective B	Complete an update to the Public Facility Fee Program.
<i>Update:</i>	Staff retained the services of Willdan to assist with the update to the program. During this period, Willdan compiled all the necessary data to inform the various fee amounts by category, and Staff presented the report to the City Council in September 2023.
Objective C	Make annual contributions to reserves for the early payoff of the energy efficiency bonds.
<i>Update:</i>	The City Council approved a shift of \$2 million from the FY 21-22 General Fund surplus to the existing reserve for bond payoff. The special designation of General Fund Reserves for FY 22-23 included an additional \$1 million to towards early payoff. The reserve balance as of June 30, 2023, is \$7 million. The bonds can be paid off as early as June 1, 2029 at the remaining principal of \$12.9 million. This would save the City about \$3.1 million in interest payments over the course of the remaining 12 years.
Objective D	Conduct a feasibility study into Municipal fiber connectivity between City facilities and other departmental needs.
<i>Update:</i>	IT Staff has removed old, outdated communication lines (T1 lines) to Shannon, Senior, Heritage, and Corp Yard and replaced them with AT&T Switched Ethernet (ASE) links at a speed of 50 megabits/second (Mbps). This has significantly increased the bandwidth and reliability of those facilities. IT Staff is working to finalize a municipal fiber master plan RFP for the future City-owned municipal fiber connectivity to facilities. The RFP will be released in fall 2023. In preparation, IT Staff is collaborating with Public Works Staff to define requirements for fiber around the City, and Public Works Staff completed an inventory of all existing citywide communications infrastructure and added that information in the City's internal Geographic Information Systems database to see gaps in the network. The first phase of the fiber optic infrastructure along Dublin Boulevard from San Ramon Road to City Hall is complete.
Objective E	Complete an update to the User Fee Study.
<i>Update:</i>	An RFP to conduct the User Fee Study will be released in calendar year 2023. The project, scheduled to start in January 2024 and take roughly three months to complete, calculates the cost of providing City services by

	studying the staff time and overhead costs to do. The study will be the basis of a fee structure that will be proposed to the City Council in May/June 2024.
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Strategy 5	Safe and Accessible Community
Objective A	Evaluate the feasibility and strategies for a community-wide fiber network.
<i>Update:</i>	The fiber master plan (refer to update of Objective 4D) will include examining the need for expanding high-speed internet to sections of the community.
Objective B	Continue to engage with the community using all appropriate methods to share and exchange information.
<i>Update:</i>	<p>Following the completion of a language survey, Communications Staff has been issuing press releases in three alternative languages – Hindi, simplified Chinese, and Spanish. The translated press releases have been sent to news outlets catering to these communities.</p> <p>Staff has purchased a chatbot Artificial Intelligence (AI) for the City's website. The chatbot will allow customers to converse with City personnel via a live agent or AI in their chosen language. The AI will be available 24/7, while live agents will be available during business hours. The Chatbot AI is scheduled to go live by October 2023.</p>
Objective C	Provide more opportunities for residents to complete transactions with the City online, with appropriate security measures.
<i>Update:</i>	Staff is implementing the new enterprise resource planning software, which will allow residents and businesses to pay for non-recreation services through this web-based portal upon completion. Completion of all modules is anticipated in FY 22-24.
Objective D	Ensure programs remain affordable and accessible to all members of the community, especially lower income families and seniors.
<i>Update:</i>	<p>Staff partnered with KTVU Channel 2 to host a free admission day at The Wave on August 12, 2022. The event allowed those with certain financial constraints to visit The Wave at no charge. Roughly 400 participants attended the event, many enjoying the award-winning facility for the first time.</p> <p>As part of the "3 for 3 in 2023" Summer Campaign, a Dublin household won a 2023 Wave Waterpark Family Season Pass for up to four family members (a \$208 value) after meeting the entry criteria and participating in the drawing. The Summer Campaign was highlighted in the 2023 Camps and Aquatics Activity guide, and the entry deadline was March 31, 2023.</p> <p>A total of \$5,173 was awarded through the Youth Fee Assistance Program, benefiting 23 children and affording them the opportunity to participate in activities ranging from swim lessons to various summer camp programs.</p>

	<p>Four seniors utilized the Senior Fee Assistance Program, a value totaling \$710. The money was used toward Senior Center Punch Cards. From April through June of this year, \$213 was donated to the Youth Fee Assistance Program and \$87 to the Senior Fee Assistance Program.</p> <p>The City partnered with Futures Explored, an organization that works with individuals who have intellectual and/or developmental disabilities (IDD). Together, the City and the Futures Explored program, Workforce Inclusion Network (WIN) for All, enable the hiring of IDD individuals in a variety of City positions in the Parks and Community Services Department. The program has facilitated the hiring of eight new staff members from the IDD community.</p>
Objective E	Support existing and innovative public safety efforts, like the DPS Behavioral Health Unit.
<p><i>Update:</i></p>	<p>Dublin Police Services (DPS) hired a second clinician to complete its Behavioral Health Unit staffing and they are working closely with the deputies and with the community in need. Staff successfully submitted a Community Project Funding Request with Congressman Swalwell to fund the hiring of an additional clinician to focus on providing services for school-aged youths.</p> <p>The City purchased additional situational awareness cameras for key intersections in Dublin, with a focus on parks and school areas.</p> <p>Additionally, DPS hosted the first Trunk or Treat event for the community in October. The event was well attended by the community.</p>
Objective F	Support community awareness of protected and preserved open space in and around Dublin.
<p><i>Update:</i></p>	<p>The Dublin Trail Challenge encouraged community members to walk, run, or hike all 26 miles of trails in Dublin. The event was free and open to all ages, and those that completed the challenge received a free shirt.</p> <p>The City hosted another <i>Goosechase</i> game that encouraged people to visit places all around Dublin using pictures of those sites from years ago and photograph the sites to see how they have changed. The game encouraged residents to visit parks and places of historical interest all around Dublin.</p> <p>The community bike ride on May 25 started at Civic Center, stopped at Don Biddle Community Park, and ended at the Farmers' Market, where participants received a \$5 coupon to use with the vendor of their choosing. There were eight participants in the event.</p> <p>The People of the Parks (P.O.P.) Program was created as an ongoing, incentivized program encouraging community efforts to "Keep Dublin Clean & Green." The program is designed for residents frequenting parks,</p>

	<p>sidewalks, and trails and empowers them to support City beautification efforts by carrying a litter stick and bag and keeping those areas free of litter and debris. The program is also designed for people who might not actively use City facilities and amenities but want to start getting involved in taking care of their community, and for businesses interested in promoting clean commercial areas. The program is scheduled to launch in early September 2023.</p>
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