

City of Dublin FY2024-2026 Strategic Plan Update

July 1, 2024 - September 30, 2024



Strategy 1	Economic Development, Small Business Support, and Downtown Dublin
Objective A	Support the implementation of the 2024 Economic Development Strategy, including pursuing growth industries.
<i>Update:</i>	On September 17, 2024, the City Council provided feedback and direction on the draft update of the Economic Development Strategy. Staff worked with the Consultant to incorporate the City Council's feedback into the updated Strategy, which is scheduled to be presented to the City Council next quarter.
Objective B	Work with ARA and Hines on the development of the Dublin Commons project, including associated public improvements, relocation of tenants, development agreement and appropriate incentives to effectuate physical changes to the area, as well as support for small businesses.
<i>Update:</i>	Public Works initiated an update of the Western Dublin Transportation Impact Fee. The effort will integrate updates from the Downtown Dublin Specific Plan, Downtown Dublin Preferred Vision, and Dublin Bicycle and Pedestrian Plan.
Objective C	Continue supporting the Fallon East Economic Development Zone and associated agreements that effectuate the construction of the Dublin Blvd. Extension.
<i>Update:</i>	City Staff held bimonthly meetings with property owners located in the Fallon East Economic Development Zone. In addition, the City Council approved the Dublin Fallon 580 project. On September 19, 2024, the Alameda County Transportation Commission approved the amendment with BKF Engineers for an additional amount of \$1.3 million for the preparation of the plans, specifications, and estimates phase of the Dublin Boulevard extension project. This will allow the design phase of the project to resume following Caltrans approval of the amendment.
Objective D	Continue to evaluate and implement small business programs that provide financial assistance, business development, permit processing, and support services to the community.
<i>Update:</i>	<p>A recent key initiative was the launch of the Citizen Self Service portal, designed to simplify business license management for local businesses.</p> <p>The City has been actively involved in several events and grand openings, including Biryani Spot, Dublin Technology Center, Dublin Infiniti, and Boba & More. The Business Anniversary Reception recognized 88 businesses, while the Small Business Night at the Farmers' Market provided additional opportunities for more than 20 small businesses to connect with community members and other local entrepreneurs.</p> <p>In addition, the City partnered with Start-Up Tri-Valley and Patelco Credit Union to host the 2nd Annual Tri-Valley AI Summit with more than 150 attendees. Separately, the City collaborated with Startup Tri-Valley to organize the "GenAI Attacks and Defenses" event at the Dublin Technology Center, which attracted 52 attendees.</p> <p>The City's small business support programs continue to make a significant impact, assisting more than 35 businesses through the City's concierge services. Additionally, the small business navigator program helped three businesses with five marketing and business planning projects, demonstrating the City's ongoing commitment to fostering growth and</p>

	<p>success for local enterprises. Two small business spotlights were released during this time featuring Ducky Wash Laundromat and BodyBar Pilates.</p> <p>Parks and Community Services staff has developed a new component within the People of the Parks program: the Clean and Green Business initiative, which was introduced at Small Business Night. This initiative aims to promote cleanliness and good standing among local businesses, encouraging their active participation in the City's broader Clean and Green initiative.</p>
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Strategy 2	Public Safety
Objective A	Work with County officials on Santa Rita Jail release procedures and services to improve the safety of adjacent neighborhoods.
<i>Update:</i>	<p>Dublin Police Services (DPS) has collaborated with the City of Dublin to install seven directional pedestrian signs to guide Santa Rita Jail (SRJ) releasees to the Dublin/Pleasanton BART station along Arnold Road. This signage aims to provide a clear pathway for SRJ releasees.</p> <p>DPS partnered with the City of Dublin Information Technology division to position a trailer with real-time boom cameras at the southwest corner of Arnold Road and Horizon Parkway. This has provided situational awareness to the pedestrians and vehicles along Arnold Road.</p> <p>Police Chief Nate Schmidt held Zoom meetings with the City Attorney's Office, the City of Oakland ROOTs community-based program, SRJ Command Staff, and the Dublin Mayor to discuss various issues related to SRJ release procedures. Further meetings are planned, including discussions on potential locations for citing releasees in various parts of the county.</p>
Objective B	Continue to invest in public safety technology and programs that advance proactive, community policing and protect citizens and law enforcement.
<i>Update:</i>	<p>DPS has been diligently negotiating with the Flock Safety Platform to update the City of Dublin's Situational Cameras (SitCams) and Automated License Plate Recognition (ALPRs). Once approved, DPS will move forward with the installation of 83 new cameras: 60 SitCams and 23 ALPRs in strategic locations throughout the city.</p> <p>The DPS Investigation Bureau has secured funding through the Internal Services Fund (ISF) to purchase a large-scale forensic computer for conducting analysis and evidence retrieval from digital information using the Cellebrite hardware and software platform. Multiple DPS Detectives will attend the required training. Upon the completion of the training, DPS will be purchasing the Cellebrite Platform using asset forfeiture funds.</p>
Objective C	Establish a Business Watch program to collaboratively address commercial theft.
<i>Update:</i>	<p>DPS Crime Prevention Unit (CPU) met with the Dublin Chamber of Commerce to present material and ideas to re-establish a Business Watch program.</p> <p>Through the month of July, the DPS CPU and Investigative Services Unit (ISU) spoke with and coordinated an organized retail crime operation with Target and Dicks Sporting Goods as an enforcement aspect of the Business Watch program. Through various meetings discussing current trends in theft and ways to deter theft from occurring, DPS planned an operation which resulted in multiple retail theft related arrests.</p> <p>In the month of August, DPS CPU contacted all major vehicle dealerships within Dublin to discuss Business Watch, and to acquire notarized open-ended complaints. DPS CPU also</p>

	<p>began contacting property owners for all major shopping centers to discuss Business Watch and again acquire notarized open-ended complaints.</p> <p>On August 22, 2024, DPS CPU met with Ross corporate management and loss prevention to discuss future opportunities to collaborate and support one another. Additionally, DPS CPU held an in person and virtual Business Watch meeting at the Dublin Chamber of Commerce. 50+ businesses registered for the event but only four attended. DPS CPU discussed how to improve the physical security of a business, how to deter theft, best hiring and training practices, and general observational safety.</p> <p>In September, DPS CPU, and ISU collaborated to plan a Local Business Safety Fair, featuring training from both CPU and ISU, commercial security company vendors (locks, cameras, alarms), and are working with local businesses to provide food for the event (business outreach). This event is scheduled to be held next quarter.</p> <p>Also in September, DPS CPU visited (in person) with managers of most businesses in the following shopping centers. Discussions were centered around the Business Watch program and the upcoming Local Business Safety Fair:</p> <ul style="list-style-type: none"> • Almond Plaza • Shamrock Village • Dublin Plaza Center • Dublin Place Shopping Center • Hacienda Crossings • Grafton Station Shopping Center • Fallon Gateway Shopping Center
Objective D	Work with Alameda County Fire on upgrades to fire stations to improve safety and efficiency of operations.
<i>Update:</i>	Alameda County Fire Department solicited bids for a Fire Station Alerting System Installation project. The project proposes to install station alerting systems at 37 fire stations, including City of Dublin Fire Stations 16, 17, and 18.
Objective E	Develop a more comprehensive security infrastructure for City facilities, including video surveillance, building access and improvements, and alarm systems.
<i>Update:</i>	A multi-departmental effort has begun to create a comprehensive security policy that identifies and addresses gaps in the City's current physical access points. Situational cameras continue to be added to all City facilities in strategic locations.

Strategy 3	Housing Inclusivity and Affordability
Objective A	Implement the goals, policies, and programs in the 2023-2031 Housing Element.
<i>Update:</i>	The City's Inclusionary Zoning Regulations, Affordable Housing In-Lieu, and Commercial Linkage Fee have been reviewed and updated in accordance with the Housing Element (Program B.4 & B.5). The City's First-Time Home Buyer Loan Program has been reviewed and updated in accordance with the requirements of the Housing Element (Program E.7). Staff is working with ARA/Hines on a proposed high-density mixed-use development project Downtown (Program B.1). Staff is also preparing additional policy amendments related to various Housing Element programs for consideration by the Planning Commission and City Council. These amendments are anticipated to be presented next quarter.
Objective B	Support efforts to produce housing affordable at all levels of income.
<i>Update:</i>	Staff is working with the developers of Francis Ranch and Dublin Centre to obtain their building permits and commence construction. Staff is also working with ARA/Hines on entitlements for their high-density mixed-use development in Downtown Dublin.

	Additionally, staff is working with Eden Housing on their financing and building permits for the 113-unit Regional Street Senior Affordable Housing development, and with the Related Company to submit a building permit application for the first phase of their 300-unit Amador Station affordable housing development.
Objective C	Support programs that facilitate homeownership such as the First-Time Home Buyer Loan Program.
<i>Update:</i>	Staff prepared amendments to the City's First-Time Homebuyer Loan Program. The amendments are intended to increase the use of the program and to ensure it is compatible with other loan programs. This includes lowering the interest rate and downpayment, increasing the maximum loan amount, and allowing loan subordination.
Objective D	Support development of housing types to support essential workers, younger buyers, and seniors.
<i>Update:</i>	Eden Housing has assembled all the financing necessary to move forward with constructing their 113-unit Regional Street Senior Affordable Housing project. The project will be located at the corner of Regional Street and St. Patrick Way. Staff is working with Eden on their Plan of Financing and bond financing through the California Municipal Finance Authority. It is anticipated the City Council will consider their Plan of Financing next quarter. Staff is also continuing to work with Landsea Homes on the Dublin Centre project which includes entry level townhomes.
Objective E	Support efforts to address housing for special needs communities.
<i>Update:</i>	<p>The City Council reserved \$5 million for the Grace Pointe project at Dublin Centre. Staff is working with the developer of that project, SAHA/Sunflower Hill, to prepare the Affordable Housing Assistance Agreement which will allocate this funding to the project. It is anticipated that the City Council will consider the agreement next quarter.</p> <p>As part of the annual Human Services Grant Program, Sunflower Hill and Community Resources for Independent Living were awarded grant funding. Effective July 1, 2024, for FY2024-25, approximately \$25,000 was awarded to support programs and services related to housing for special needs communities.</p>

Strategy 4	Inclusive and Effective Government
Objective A	Set reserves aside for major infrastructure investments which are key to the City's economic future.
<i>Update:</i>	As part of the preliminary General Fund reserve designation, the City Council approved setting aside \$4 million in the Downtown Public Improvement Reserve and \$7 million in the Dublin Boulevard extension Advance Reserve. Additionally, staff will be recommending adding additional funds to reserves dedicated for future infrastructure projects, as part of the FY2023-24 Yearend that will be brought to the City Council next quarter.
Objective B	Develop policies and procedures to address transition to District-based elected officials.
<i>Update:</i>	No update.
Objective C	Implement DEI Action Plan and continue to use a diversity, equity, and inclusion lens in organizational development and programming.
<i>Update:</i>	The Wave implemented adaptive swimming lessons and recreational swimming opportunities. The adaptive swim lesson offers a modified and individualized curriculum for students of all abilities to be able to learn critical water safety skills and build confidence in the water. Conducted in the natatorium (indoor pool), this lesson is the only class in the water to help reduce noise and over stimulation for students who may have specific sensory needs. Our adaptive recreation swimming opportunity, called Sensory Splash, is designed

	<p>for individuals with special needs and their families to visit The Wave in a calm, sensory-friendly environment.</p> <p>Parks and Community Services (PCS) staff have begun the process of having communication boards installed in the larger parks and The Wave. These boards are crucial for enhancing communication, particularly for individuals with speech and language challenges, and serve to raise public awareness about special education. By promoting inclusion and facilitating social interactions among community members, we ensure linguistic accessibility, reducing the stress of verbal communication for all visitors.</p> <p>The Dublin Arts Center continues to prepare for its opening in 2025. Staff is working with instructors to develop a variety of new programs in the Spring season such as Lippan and Mandala art workshops, 3D art classes for youth and teens, youth ballet, and mandarin language classes. Recruitment of additional instructors will continue in preparation for the Dublin Arts Center's launch.</p>
Objective D	Conduct ongoing outreach and garner feedback on services and programs to meet the community's needs.
<i>Update:</i>	<p>Based on feedback received during the Human Services Needs Assessment process, staff has implemented significant changes to streamline the annual Human Services Grant process. These improvements, including a single/shared grant application with Livermore and Pleasanton, will ease the application process for community benefit organizations in the Tri-Valley applying for Human Services grants.</p> <p>Staff conducted a quarterly survey to gather feedback from participants in recreation programs. This input is used to evaluate programs and ensure they meet the evolving needs of the community.</p> <p>To actively engage the community in the initial designing process for two new neighborhood parks in the Francis Ranch development, PCS collected more than 260 survey responses from the community, which provided valuable input on park features, amenities, and themes. A virtual town hall meeting was held in early September to discuss survey results, feedback from the community, and next steps. In addition, staff collected in-person feedback from the community during the Splatter event, where staff showcased the possible features, designs, and themes of both parks. Finally, a second survey was made available in late September for final community feedback on park designs and themes.</p>
Objective E	Evaluate ways to increase transparency in finance, policing, and development and infrastructure projects.
<i>Update:</i>	Staff is working with ClearGov to develop an online and digital Capital Improvement Program book. ClearGov is the software tool used to create the digital budget book for Fiscal Years 2024-25 and 2025-26. Staff also created a webpage within the City's website to provide information about the City's Community Facilities Districts.
Objective F	Continue proactive evaluation of policies and procedures and ensure cybersecurity infrastructure and practices are sufficient to protect the City's assets.
<i>Update:</i>	The Information Services Division continues to engage with independent cybersecurity planning consultants to perform scans of the City's infrastructure, servers, and computer systems.

Strategy 5	Long-Term Infrastructure and Sustainability Investments
Objective A	Continue to explore funding mechanisms for capital and ongoing maintenance needs.

<i>Update:</i>	Public Works and the City's consultant, Townsend Public Affairs Inc., prepared and submitted a grant application for a tree restoration project through the California Natural Resources Agency, 2024 Environmental Enhancement and Mitigation program. Unfortunately, the application was not selected to continue in the competitive grant process.
Objective B	Focus on major street improvements to assist in improving safety and traffic movement, including Village Parkway, Tassajara Road, and the Dublin Boulevard extension.
<i>Update:</i>	<p>On July 16, 2024, the City Council awarded the construction contract for the Citywide Bicycle and Pedestrian Improvements – Safe Routes to School (SR2S) Project. The SR2S project will include safety improvements at four intersections near schools.</p> <p>The Village Parkway Reconstruction and Complete Streets project continues with the design phase along with collaboration with Dublin San Ramon Services District (DSRSD) on their waterline replacement project along Village Parkway.</p> <p>The Right-of-Way Acquisition for the Tassajara Road Improvements – North Dublin Ranch Drive to Quarry Lane School has progressed with the East Bay Regional Parks District and the Beltran properties. Additionally, staff has been directed to move forward with the eminent domain action for the Roshan/Mayar property.</p> <p>On September 19, 2024, the Alameda County Transportation Commission approved a \$1.3 million amendment to the design contract for the Dublin Boulevard extension project. The amendment allows the design phase to continue, including utility coordination with DSRSD, right-of-way appraisal services, and completion of the project plans.</p>
Objective C	Continue to make progress on the Climate Action Plan and sustainable operations.
<i>Update:</i>	<p>On July 16, 2024, the City Council received a report on the new Dublin Climate Challenge online platform. The Dublin Climate Challenge allows individuals, households, businesses, and community groups to learn and commit to various sustainable actions to lower their impact on climate change.</p> <p>On September 17, 2024, the City Council approved a low carbon concrete building code. Adoption of the building code implements Measure MM-2 of the Climate Action Plan 2030 and Beyond to reduce the embodied greenhouse gas emissions associated with building materials. The code will be effective on January 1, 2025.</p>
Objective D	Evaluate options for a sustainable pavement management program.
<i>Update:</i>	Three street resurfacing projects (2024 Overlay, 2024 Slurry Seal, and 2024 Cape Seal) began construction. The 2024 Cape Seal is a new-to-Dublin resurfacing treatment consisting of an approximately ½" thick section of rubber chip seal overlaid by a slurry seal. It represents a middle-ground in both cost and durability between an asphalt overlay and a slurry seal.
Objective E	Evaluate use of General Fund reserves to address asset replacement needs.
<i>Update:</i>	The FY2024-26 Adopted Budget included a \$2 million contribution from the General Fund to the Internal Services Fund to address future asset maintenance and replacement. Additionally, the budget included \$4.5 million annually for pavement management, including an estimated \$8.8 million in General Fund contributions. Staff will continue to address these needs as part of the annual reserve designation in future budgets.