A. ROLL CALL

B. MINUTES

B.1 Approval of Minutes of the City Council meetings of March 1 and March 8, 2018. (MOTION)

C. PRESENTATIONS AND PROCLAMATIONS

C.1 Proclaiming March as American Red Cross Month in Newark. (PROCLAMATION)

C.2 Proclaiming March 22, 2018, as Arbor Day in Newark. (PROCLAMATION)

D. WRITTEN COMMUNICATIONS

E. PUBLIC HEARINGS

E.1 Public Hearing to review the Joint Staff Committee’s approval of a duplex at 37136 Magnolia Street – from Associate Planner Mangalam. (MOTION)

F. CITY MANAGER REPORTS

(It is recommended that Items F.1 through F.4 be acted on simultaneously unless separate discussion and/or action is requested by a Council Member or a member of the audience.)

CONSENT
### City Council Agenda – Page 2  
March 22, 2018

| F.1 | Approval of plans and specifications, acceptance of bid, and award of contract to SpenCon Construction, Inc. for 2018 Citywide Accessible Pedestrian Curb Ramps, Project 1167 – from Senior Civil Engineer Tran.  
(MOTION)(RESOLUTION) |
| F.2 | Initiation of the 2018 Weed Abatement Program and setting April 26, 2018 for a public hearing - from Deputy Fire Marshal Lee and Maintenance Supervisor Hornbeck.  
(RESOLUTION) |
| F.3 | Authorization for the Mayor to sign an Amendment to extend the Auditing Services Agreement with Badawi & Associates – from Administrative Services Director Woodstock.  
(RESOLUTION) |
| F.4 | Acceptance of subdivision improvements for Tract 8130 – Timber (Timber Street LLC – Trumark Homes), a 164-unit residential subdivision on the east side of Cedar Boulevard near Central Avenue – from Assistant City Engineer Imai.  
(RESOLUTION) |

**NONCONSENT**

| F.5 | Approval of Conceptual Master Plan for the dog park at Newark Community Park, Project 1109 - from Assistant City Engineer Imai.  
(RESOLUTION) |

| F.6 | Presentation and Overview of the Draft Five-year Forecast 2018-2023 – from Administrative Services Director Woodstock.  
(PRESENTATION) |

| G. | CITY ATTORNEY REPORTS |
| H. | ECONOMIC DEVELOPMENT CORPORATION |
I. CITY COUNCIL MATTERS

I.1 Reappointing Senior Citizen Standing Advisory Committee members; declaring a vacancy on the Committee and authorizing the City Clerk to post a notice of vacancy – from Mayor Nagy. (RESOLUTION)(MOTION)

J. CITY COUNCIL ACTING AS THE SUCCESSOR AGENCY TO THE REDEVELOPMENT AGENCY

K. ORAL COMMUNICATIONS

L. APPROPRIATIONS

Approval of Audited Demands for the City Council meeting of March 22, 2018. (MOTION)

M. CLOSED SESSION

N. ADJOURNMENT

Pursuant to Government Code 54957.5: Supplemental materials distributed less than 72 hours before this meeting, to a majority of the City Council, will be made available for public inspection at this meeting and at the City Clerk’s Office located at 37101 Newark Boulevard, 5th Floor, during normal business hours. Materials prepared by City staff and distributed during the meeting are available for public inspection at the meeting or after the meeting if prepared by some other person. Documents related to closed session items or are exempt from disclosure will not be made available for public inspection.

For those persons requiring hearing assistance, please make your request to the City Clerk two days prior to the meeting.
Welcome to the Newark City Council meeting. The following information will help you understand the City Council Agenda and what occurs during a City Council meeting. Your participation in your City government is encouraged, and we hope this information will enable you to become more involved. The Order of Business for Council meetings is as follows:

A. ROLL CALL
B. MINUTES
C. PRESENTATIONS AND PROCLAMATIONS
D. WRITTEN COMMUNICATIONS
E. PUBLIC HEARINGS
F. CITY MANAGER REPORTS
G. CITY ATTORNEY REPORTS
H. ECONOMIC DEVELOPMENT CORPORATION
I. COUNCIL MATTERS
J. SUCCESSOR AGENCY
K. ORAL COMMUNICATIONS
L. APPROPRIATIONS
M. CLOSED SESSION
N. ADJOURNMENT

Items listed on the agenda may be approved, disapproved, or continued to a future meeting. Many items require an action by motion or the adoption of a resolution or an ordinance. When this is required, the words MOTION, RESOLUTION, or ORDINANCE appear in parenthesis at the end of the item. If one of these words does not appear, the item is an informational item.

The attached Agenda gives the Background/Discussion of agenda items. Following this section is the word Attachment. Unless “none” follows Attachment, there is more documentation which is available for public review at the Newark Library, the City Clerk’s office or at www.newark.org. Those items on the Agenda which are coming from the Planning Commission will also include a section entitled Update, which will state what the Planning Commission’s action was on that particular item. Action indicates what staff’s recommendation is and what action(s) the Council may take.

Addressing the City Council: You may speak once and submit written materials on any listed item at the appropriate time. You may speak once and submit written materials on any item not on the agenda during Oral Communications. To address the Council, please seek the recognition of the Mayor by raising your hand. Once recognized, come forward to the lectern and you may, but you are not required to, state your name and address for the record. Public comments are limited to five (5) minutes per speaker, subject to adjustment by the Mayor. Matters brought before the Council which require an action may be either referred to staff or placed on a future Council agenda.

No question shall be asked of a council member, city staff, or an audience member except through the presiding officer. No person shall use vulgar, profane, loud or boisterous language that interrupts a meeting. Any person who refuses to carry out instructions given by the presiding officer for the purpose of maintaining order may be guilty of an infraction and may result in removal from the meeting.
CALL TO ORDER/ROLL CALL

Mayor Nagy called the meeting to order at 6:00 p.m. Present were Council Members Collazo, Freitas, Bucci (arrived at 6:20 p.m.), and Vice Mayor Hannon and Planning Commissioners Fitts, Otterstetter, Aguilar, Nilo, and Bridges.

Joint Work Session of the City Council and Planning Commission to review the draft NewPark Place Specific Plan.

Assistant City Manager Grindall stated that the purpose of the NewPark Place Specific Plan is to provide detailed guidance to enable individual development projects to proceed. The plan area has a development capacity of up to: 700 new hotel rooms, 200,000 new square feet of retail/restaurant uses, 500,000 new square feet of office uses, and 1,800 new multi-family housing units.

David Masenten and Ryan Call of ELS Architecture and Urban Design presented the design overview (presentation on file with City Clerk).

City Council and Planning Commission comments included: consider accommodating commute shuttles and additional bus stops, parking structures should be aesthetically pleasing and include current technology standards, residential component should have a high quality standard, the lighting of the area should be pleasant and not cause light pollution to the residential areas, include a percentage (number to be determined) of affordable housing in the residential component, include adequate setbacks.

Vaki Mawema, Genslar Architects, design partner for Rouse Properties stated that they were inspired by the community involvement and shared a video of development concepts (on file with City Clerk).

Don Henry of Village Partners, stated that he was representing Stanley Wang’s NewPark Village property, consisting of 13 acres in the Balentine Drive and Cedar Boulevard area. They would like to redevelop the property with a hotel and residential. He requested that Council direct staff to include residential for the NewPark Village property in the EIR and Specific Plan process.

Josh Goldman of Rouse Properties spoke in favor of the project and their commitment to the long term vision.
Assistant City Manager Grindall stated that comments will be incorporated into the Specific Plan and he anticipated the final version moving forward for Planning Commission and City Council consideration in the next few months. If approved, then individual projects could be developed to the standards of the specific plan. He also noted that Shirley Sisk Grove would be improved by the developers as part of the Specific Plan.

C. ADJOURNMENT

Mayor Nagy adjourned the meeting at 7:27 p.m.

SHEILA HARRINGTON
City Clerk
CITY OF NEWARK  
CITY COUNCIL  
MINUTES  
Thursday, March 8, 2018  

A. ROLL CALL  
Mayor Nagy called the meeting to order at 7:33 p.m. Present were Council Members Freitas, Bucci, and Vice Mayor Hannon. Council Member Collazo was noted absent.

B. MINUTES  
B.1 Approval of Minutes of the City Council meeting of February 22, 2018.  
MOTION APPROVED  
Vice Hannon moved, Council Member Bucci seconded, to approve the Minutes of the regular City Council meeting. The motion passed, 4 AYES, 1 ABSENT.

C. PRESENTATIONS AND PROCLAMATIONS  

D. WRITTEN COMMUNICATIONS  

E. PUBLIC HEARINGS  

F. CITY MANAGER REPORTS  
Vice Mayor Hannon pulled item F.2 for separate consideration.

Vice Mayor Hannon moved, Council Member Bucci seconded, to approve Consent Calendar Item F.1, that the resolutions be numbered consecutively, and that reading of the titles suffice for adoption of the resolutions. The motion passed, 4 AYES, 1 ABSENT.

CONSENT  
F.1 Approval to re-designate the classifications of Finance Technician I and Finance Technician II to the City Officials, Management, Supervisory, and Professional Employee Group by amending the Employee Classification Plan, the Compensation and Benefit Plan for City Officials, Management, Supervisory, and Professional Employees, and the Memorandum of
Understanding Between the City of Newark and the Newark Association of Miscellaneous Employees. 

RESOLUTION NO. 10752-10754

NONCONSENT

F.2 Approval of Police Recruiting Incentive Program. RESOLUTION NO. 10755

Vice Mayor Hannon stated that he pulled this from the Consent Calendar because he wanted to announce his support and understands the difficulty in hiring police officers. He shared details from the City of San Jose’s incentive program.

Council Member Bucci stated his support and requested that the program be brought back in a year. He would like the City Council to review the success rate and consider if the program needs any revisions at that time.

Council Member Bucci moved, Vice Mayor Hannon seconded to approve the Police Recruiting Incentive Program. The motion passed, 4 A YES 1 ABSENT.

F.3 Presentation of Draft Long-Range Recycling Plan.

Administrative Services Director Woodstock gave a presentation (copy on file with City Clerk) of the draft Long-Range Recycling Plan. She provided the history of key recycling laws, policies and programs, costs, and next steps for the adoption of a Long-Range Recycling Plan.

Council Member Bucci stated that he would like to move the event recycling requirements to the short-term column. The City Council requested that staff review the short-term and medium-term goals and return to Council with a recommendation.

This item was informational, no action taken.

F.4 Presentation on Police and Fire Department service levels.

Police Chief Carroll gave the Police Department presentation (on file with City Clerk). He reviewed crime statistics, department demographics, his support for the Keep California Safe Act 2018 which would make a third arrest for theft a felony if each of the thefts was $250 or more, and future department initiatives such as: expanding the red light camera program to Thornton Avenue and Cedar Boulevard, upgrading body cameras, a new sign board and license plate reader, and creating a new position within the department to use predictive analytics.

City Manager Becker announced that Division Chief Eric Moore will be promoted to Deputy Fire Chief effective in April.
Division Chief Moore gave the Fire Department presentation (on file with City Clerk). Chief Moore reviewed response time, types of calls for service, and participation in community events.

In response to Mayor Nagy, Fire Chief Rocha stated that Newark’s fire stations are laid out very well and does not anticipate the need for a fourth fire station.

Council Member Bucci requested an update if the City of Dublin moves forward with a program to update the light signal changing capability at intersections.

Mayor Nagy requested that the Police and Fire Departments make a presentation on an annual basis.

G. CITY ATTORNEY REPORTS

H. ECONOMIC DEVELOPMENT CORPORATION

I. CITY COUNCIL MATTERS

Mayor Nagy wished his wife a Happy Anniversary.

Vice Mayor Hannon noted it was International Women’s Day.

J. CITY COUNCIL ACTING AS THE SUCCESSOR AGENCY TO THE REDEVELOPMENT AGENCY

K. ORAL COMMUNICATIONS

No one came forward to speak.

L. APPROPRIATIONS

Approval of Audited Demands for the City Council meeting of March, 8, 2018.

MOTION APPROVED

City Clerk Harrington read the Register of Audited Demands: Check numbers 113704 to 113824.
Council Member Freitas moved, Council Member Hannon seconded, to approve the Register of Audited Demands. The motion passed, 4 AYES, 1 ABSENT.

M. CLOSED SESSION

M.1 Closed session for conference with Legal Counsel on existing litigation pursuant to Government Code Section 54956.9(d)(1): Timothy Jones v. City of Newark, Workers Compensation Appeals Board, Claim # 160300120 – from City Attorney Benoun and Human Resources Director Abe.

Mayor Nagy announced that after the agenda was posted, staff determined that it was no longer necessary to hold the closed session.

N. ADJOURNMENT

Mayor Nagy adjourned the meeting at 9:05 p.m.
C.1 Proclaiming March as American Red Cross Month in Newark. (PROCLAMATION)

Background/Discussion – The President of the United States has proclaimed March as American Red Cross Month across the country. A member of the American Red Cross Leadership Council will accept the proclamation at the meeting.
C.2 Proclaiming March 22, 2018, as Arbor Day in Newark. (PROCLAMATION)

Background/Discussion – In recognition of our continued dedication and commitment to the management of tree resources, the City of Newark has been named a Tree City U.S.A. for the thirty-first consecutive year by the National Arbor Day Foundation. An effective urban tree management program requires an on-going maintenance program, along with a program of renewal that includes planting new trees. In celebration of Arbor Day, a public tree planting will be held before the City Council meeting at the grass area in front of Civic Center Park.

Maintenance Supervisor Neal Hornbeck will accept the proclamation at the meeting.
E.1 Public Hearing to review the Joint Staff Committee's approval of a duplex at 37136 Magnolia Street – from Associate Planner Mangalam. (MOTION)

Background/Discussion – Mr. and Mrs. Li, property owners, have submitted an application to construct a duplex at 37136 Magnolia Street.

The subject site is on the north side of Magnolia Street, approximately 200 feet east of Graham Avenue. It is zoned as R-2500 (Medium Density Residential – 2,500 District) and has a Medium Density Residential General Plan Land Use Designation. Per Newark Municipal Code Section 17.16.200, in the medium density residential districts, all new buildings shall be reviewed by the Joint Staff Committee comprising of the Community Development Director, the Public Works Director, and the Fire Chief or their designated alternatives. The purpose of the review is to promote the preservation of the visual character of Newark, the stability of land values and investments, public safety, and general welfare by preventing the erection of structures or additions of alterations thereto of unsightly or obnoxious appearance or which are not properly related to their sites, adjacent uses, circulation in the vicinity, and by preventing the indiscriminate clearing of property, excessive grading and the unnecessary destruction of trees.

The applicant proposes to build a duplex, which is a permitted use in medium residential district. The proposed duplex includes one unit on the ground and other on the second floor. Each unit will consist of a living, dining, kitchen and four bedrooms. The proposed duplex meets or exceeds all the zoning requirements of Newark Municipal Code as follows:

<table>
<thead>
<tr>
<th></th>
<th>Required</th>
<th>Provided</th>
</tr>
</thead>
<tbody>
<tr>
<td>Front yard</td>
<td>20 feet</td>
<td>47 feet</td>
</tr>
<tr>
<td>Side Yard</td>
<td>5 feet</td>
<td>5 feet and 10 feet</td>
</tr>
<tr>
<td>Rear Yard</td>
<td>10 feet</td>
<td>20 feet</td>
</tr>
<tr>
<td>Max.Height</td>
<td>30 feet</td>
<td>23 feet 4 inches</td>
</tr>
<tr>
<td>Max. Coverage</td>
<td>35%</td>
<td>33.13%</td>
</tr>
<tr>
<td>Min. Landscaping</td>
<td>25% of lot area</td>
<td>36.74%</td>
</tr>
</tbody>
</table>

The City’s off-street parking requirement of two parking spaces per unit, plus one guest parking, is satisfied by the provision of two attached single-car garages, two uncovered spaces (i.e., one garage space and one uncovered space per unit) and an uncovered guest parking space.

The appearance of the proposed two-story building as a duplex is minimized with a single porch ‘gabled entry’ on the front side. The City’s multi-family residential design guidelines’ objective of minimizing the appearance of the attached garage is aided by providing vehicular entry from the side instead of the front. In addition, there is a false window with shutters on the garage wall facing the street. Exterior wall material consists of a combination of siding and stucco with composition shingle roof. The 20 foot front yard between uncovered parking spaces and the right-of-way will be landscaped. There is also a proposed 4 foot high wall to screen the proposed parking spaces from street view. The applicant proposes to replace three existing trees and add three new trees to the subject site.
The Joint Staff Committee, using the standards set forth in design guidelines, and the goals, objectives and standards of the Newark General Plan, approved the design review for the proposed duplex.

Per the requirements of Newark Municipal Code Section 17.16.200(E), a report of the Committee’s decision was rendered to the Planning Commission and City Council. The Planning Commission did not call this item up for review. On February 22, 2018, the City Council opted to call this item up for a public hearing. Per Newark Municipal Code Section 17.26.200(E), if a decision is called up for review, all proceedings shall be stayed in the same manner as the filing of a notice of appeal, and the matter shall be heard in the same manner as an appeal.

The proposed project is categorically exempt from the California Environmental Quality Act per Section 15303, Class 3b, “New Construction or Conversion of Small Structures - A duplex or similar multi-family residential structure, totaling no more than four dwelling units”.

Since this project meets or exceeds all zoning standards, the review of the project is to be based on its design. Staff believes the design elements included in the project and its consistency with Multifamily Design Guidelines make it a positive addition the community and recommend that the City Council affirm the Joint Staff Committee’s decision and approve the project.

Attachment

Action – It is recommended that the City Council, by motion, affirm the Joint Staff Committee’s decision and approve the project.
February 5, 2018

Mr. and Mrs. Li
37136 Magnolia Street
Newark, CA 94560

Dear Mr. and Mrs Li,

Subject: Approval of JS2017-001, a Joint Staff Committee Review, for a duplex at 37136 Magnolia Street

The joint Staff Committee has reviewed and approved your application at 37136 Magnolia Street with exhibit A, pages 1 through 10, subject to the following conditions:

The Planning Division

a. There shall be no roof-mounted equipment other than satellite dishes, other similar television or radio antennas, and solar equipment. A/C units shall not be mounted on the roof.

b. All lighting shall be directed on-site so as not to create glare off-site, as required by the Community Development Director.

c. Parking lot cleaning with sweeping or vacuum equipment shall not be permitted between 7:00p.m. and 8:00a.m.

d. Construction site trailers and buildings located on-site shall be used for office and storage purposes only, and shall not be used for living or sleeping quarters. Any vehicle or portable building brought on the site during construction shall remain graffiti free.

e. Measures to respond to and track complaints pertaining to construction noise shall include: (1) a procedure and phone numbers for notifying the City of Newark Building Inspection Division and Newark Police Department (during regular construction hours and off-hours); and (2) a sign posted on-site pertaining to the permitted construction days and hours and...
complaint procedures and who to notify in the event of a problem. The sign shall also include a listing of both the City and construction contractor's telephone numbers (during regular construction hours and off-hours).

f. Garages shall only be used for automobile parking.

g. The site and its improvements shall be maintained in a neat and presentable condition, to the satisfaction of the Community Development Director. This shall include, but not be limited to, repainting surfaces damaged by graffiti and site clean-up. Graffiti removal/repainting and site cleanup shall occur on a continuing, as needed basis. Any vehicle or portable building brought on the site during construction shall remain graffiti free.

h. All exterior utility pipes and meters shall be painted to match and/or complement the color of the adjoining building surface, as approved by the Community Development Director.

i. Color elevations shall be submitted by the applicant as part of this application to be reviewed and approved by the Planning Commission and City Council. The building elevations shall reflect all architectural projections such as roof eaves, bay windows, greenhouse windows, chimneys and porches. A site plan showing the building locations with respect to property lines shall also show the projections. Said elevations shall specify exterior materials. Any minor changes shall be submitted for the review and approval of the Community Development Director to assure consistency with the approved project.

j. Prior to the issuance of a building permit, the roof material as submitted by the applicant as part of this application shall be reviewed and approved by the Planning Commission and City Council. All roof material shall consist of fire retardant shake roof, concrete tile, or a roof of similar noncombustible material. Mansard roofs with the above material may be used to screen tar and gravel roofs. All roofs shall be of Class C fire resistant construction or better. Composition shingles shall be Presidential-style or of comparable quality, subject to the review and approval of the Community Development Director.

k. Prior to the issuance of a building permit, the project shall be submitted for the review and approval of Republic Services and the Community Development Director, in that order. The appropriate garbage, refuse and recycling service shall be approved prior to the issuance of a Certificate of Occupancy, as required by the Community Development Director. No refuse, garbage or recycling shall be stored outdoors except within the approved trash and recycling containers.

l. During project construction, if historic, archeological or Native American materials or artifacts are identified, work within a 50-foot radius of such find shall cease and the City shall retain the services of a qualified archeologist and/or paleontologist to assess the significance of the find. If such find is determined to be significant by the archeologist and/or paleontologist, a resource protection plan conforming to CEQA Section 15064.5 shall be prepared by the archeologist and/or paleontologist and approved by the Community Development Director. The plan may include, but would not be limited to,
Community Development Director. The plan may include, but would not be limited to, removal of resources or similar actions. Project work may be resumed in compliance with such plan. If human remains are encountered, the County Coroner shall be contacted immediately and the provisions of State law carried out.

m. Prior to their installation, mailbox locations and designs shall be approved by the Community Development Director and Newark Postmaster, in that order. The mailbox compartments of centralized mailboxes shall identify the individual dwelling units with permanent, easily legible lettering.

n. Prior to the issuance of a Certificate of Occupancy, roll-up garage doors with automatic garage door openers shall be provided for each unit.

o. Prior to final inspection and utility release for each unit, the applicant shall pre-wire each unit for satellite and cable television connections, as required by the Community Development Director. The exterior connections for the pre-wire shall be made to the roof and not on the side elevation walls of the units.

p. Prior to the issuance of a Building Permit, fence details shall be submitted for the review and approval of Community Development Director.

q. Prior to the issuance of a Certificate of Occupancy, the parking areas, aisles and access drives shall be installed and striped as shown on the approved site plan. Guest parking spaces shall be clearly marked as reserved for guests, as approved by the Community Development Director.

r. Prior to the issuance of a Building permit, the applicant shall pay the Development impact fees in effect at the time.

The Engineering Division

s. The project must be designed to minimize pollution or contamination of stormwater runoff from the site to satisfy permit requirements under the Municipal Regional Stormwater Permit (MRP) issued to the City of Newark by the San Francisco Bay Regional Water Quality Control Board as Order No. 2015-0049, approved November 19, 2015. Provision C.3.i of this permit requires any detached single-family home projects that create and/or replace 2,500 square feet or more of impervious surface area to implement specific site design measures that may include directing stormwater runoff from impervious surfaces to vegetated areas or for re-use. All site design measures must be constructed and fully functional prior to a Certificate of Occupancy.

t. The developer shall submit a grading and drainage plan for review and approval by the City Engineer. This plan must be based upon a City benchmark and needs to include pad and finish floor elevations of the proposed structure, proposed on-site property grades, proposed elevations at property lines, and sufficient elevations on all adjacent properties to.
show existing drainage patterns. All pavements shall drain at a minimum of one percent. The developer shall ensure that all upstream drainage is not blocked and that no ponding is created by this development. Any construction necessary to ensure this shall be the developer's responsibility.

u. Where a grade differential of more than a 1-foot is created along the boundary lot lines between the proposed development and adjacent property, the developer shall install a masonry retaining wall unless a slope easement is approved by the City Engineer. Said retaining wall shall be subject to review and approval of the City Engineer.

v. Prior to issuance of a Certificate of Occupancy or release of utilities for any building, common vehicle access ways and parking facilities serving said building shall be paved in accordance with the recommendation of a licensed engineer based on a Traffic Index of 5.0 and striped as shown on the approved site plan.

w. Prior to issuance of a Certificate of Occupancy or release of utilities for each dwelling unit, the on-site drive aisles and uncovered parking facilities shall be installed and striped as shown on the approved site plan. All on-site uncovered parking facilities and drive aisles shall be drained at a minimum slope of 1.0% for asphalt surfaces and 0.3% for Portland cement concrete surfaces.

x. All utilities including, but not limited to, electric, telephone and cable television services shall be provided underground for the proposed duplex building from the nearest utility pole riser or any additional riser pole that may be required in accordance with the City of Newark Subdivision Standards. The developer shall enter into an agreement with the City of Newark to pay for the cost of future undergrounding of services along the project frontage at such time as an undergrounding project takes place on this segment of Magnolia Street.

y. Any proposed utility connections and/or underground work within structurally sound street pavement must be bored or jacked. Open street cuts will not be permitted on Magnolia Street without approval by the City Engineer.

z. Prior to the issuance of a Certificate of Occupancy, any and all damage to existing public improvements and/or any damage as a result of construction activity associated with this project shall be repaired to the satisfaction of the City Engineer.

aa. The developer shall retain a licensed landscape architect to prepare working drawings for landscape plans in accordance with City of Newark requirements. All landscape plans are subject to the review and approval of the City Engineer.

bb. Landscape construction plans shall be developed in accordance with Newark Municipal Code Section 15.44.080 related to Bay Friendly Landscaping Practices and City of Newark standard details.

cc. This project is subject to all applicable requirements of the State of California's Model
Water Efficient Landscape Ordinance. The landscape design plan package, including the
design plans, shall include all applicable requirements specified in this ordinance.

dd. Prior to installation by the developer, plant species, location, container size, quality, and
quantity of all landscaping plants and materials shall be reviewed and approved by the City
Engineer. All plant replacements shall be to an equal or better standard than originally
approved subject to approval by the City Engineer.

ee. Prior to the release of utilities or issuance of any Certificate of Occupancy, all landscaping
and irrigation systems shall be completed or guaranteed by a cash deposit deposited with
the City in an amount to cover the remainder of the work.

ff. Prior to issuance of Certificate of Occupancy or release of utilities, the developer shall
guarantee all trees for a period of 6 months and all other plantings and landscape for 60
days after completion thereof. The developer shall insure that the landscape shall be
installed properly and maintained to follow standard horticultural practices. All plant
replacements shall be to an equal or better standard than originally approved subject to
approval of the City Engineer.

Any above ground utility structures, including backflow prevention devices, and
appurtenances, shall be installed within the developer’s property line and a minimum of 10
feet behind the street face of curb. The backflow prevention devices shall have a green
painted security cage to protect it from vandalism. These locations shall be screened with
landscaping to the satisfaction of the City Engineer. The landscape screen shall not
interfere with the utility companies’ or City Fire Department’s access.

The Landscape-Parks Division

gg. The developer shall retain a licensed landscape architect to prepare working drawings for
landscape plans in accordance with City of Newark requirements. All landscape plans are
subject to the review and approval of the City Engineer.

hh. Landscape construction plans shall be developed in accordance with Newark Municipal
Code Section 15.44.080 related to Bay Friendly Landscaping Practices and City of Newark
standard details. All landscaping materials selected for landscape-based stormwater
treatment measures shall be consistent with the recommendations in the Alameda

ii. This project is subject to all applicable requirements of the State of California’s Model
Water Efficient Landscape Ordinance. The landscape design plan package, including the
design plans, shall include all applicable requirements specified in this ordinance.

jj. Prior to installation by the developer, plant species, location, container size, quality, and
quantity of all landscaping plants and materials shall be reviewed and approved by the City
Engineer. All plant replacements shall be to an equal or better standard than originally
approved subject to approval by the City Engineer.
kk. Prior to the release of utilities or issuance of any Certificate of Occupancy, all landscaping and irrigation systems shall be completed or guaranteed by a cash deposit deposited with the City in an amount to cover the remainder of the work.

ll. Prior to issuance of Certificate of Occupancy or release of utilities, the developer shall guarantee all trees for a period of 6 months and all other plantings and landscape for 60 days after completion thereof. The developer shall insure that the landscape shall be installed properly and maintained to follow standard horticultural practices. All plant replacements shall be to an equal or better standard than originally approved subject to approval of the City Engineer.

mm. Any above ground utility structures, including backflow prevention devices, and appurtenances, shall be installed within the developer's property line and a minimum of 10 feet behind the street face of curb. The backflow prevention devices shall have a green painted security cage to protect it from vandalism. These locations shall be screened with landscaping to the satisfaction of the City Engineer. The landscape screen shall not interfere with the utility companies' or City Fire Department's access.

The Building Division

nn. Construction for this project, including site work and all structures, can occur only between the hours of 8:00 AM and 6:00 PM, Monday through Friday. The applicant may make a written request to the Building Official for extended working hours and/or days. In granting or denying any request the Building Official will take into consideration the nature of the construction activity which would occur during extended hours/days, the time duration of the request, the proximity to residential neighborhoods and input by affected neighbors. All approvals will be done so in writing.

oo. A fully automatic fire sprinkler system shall be installed in each dwelling.

pp. The removal of the existing building will require a demolition permit issued by the City Building Inspection Division. Prior to the issuance of a demolition permit the applicant will need to provide written clearances from the Bay Area Air Quality Control Board, PG&E, Alameda County Water District, and Union Sanitary District.

Fire Division

qq. A NFPA 13D fire sprinkler system will be required for the duplex.

rr. Fire lane marking and signs will be required to avoid constructing an approved fire turn around at the end of the property.
The Police Division

ss. The development shall comply with Chapter 15.06, Security Code, of the Newark Municipal Code.

General

tt. All proposed changes from the approved exhibits shall be submitted to Community Development Director who shall decide if they warrant Joint Staff Committee Review and if, so decided, said changes shall be submitted for the Committee’s review and decision. The applicant shall pay the prevailing fee for each additional separate submittal of development exhibits requiring Joint Staff Committee review and approval.

uu. If any condition of this Joint Staff Committee Review be declared invalid or unenforceable by a court of competent jurisdiction, this Joint Staff Committee Review shall terminate and be of no force and effect, at the election of the City Council on motion.

vv. The Joint Staff Committee Review shall be transmitted to the Planning Commission and City Council. Both the Commission and Council have the option to call this item up for review, at which time they may add, delete, or modify condition of approval.

ww. The applicant hereby agrees to defend, indemnify, and save harmless the City of Newark, its Council, boards, commissions, officers, employees and agents, from and against any and all claims, suits, actions, liability, loss, damage, expense, cost (including, without limitation, attorneys’ fees, costs and fees of litigation) of every nature, kind or description, which may be brought by a third party against, or suffered or sustained by, the City of Newark, its Council, boards, commissions, officers, employees or agents to challenge or void the permit granted herein or any California Environmental Quality Act determinations related thereto.

xx. In the event that any person should bring an action to attack, set aside, void or annul the City’s approval of this project, the applicant shall defend, indemnify and hold harmless the City and/or its agents, officers and employees from any claim, action, or proceeding against the City and/or its agents, officers and employees with counsel selected by the applicant (which shall be the same counsel used by applicant) and reasonably approved by the City. Applicants’s obligation to defend, indemnify and hold harmless the City and/or its agents, officers and employees shall be subject to the City’s compliance with Government Code Section 66474.9.

yy. Prior to the submittal for building permit review, all conditions of approval for this project, shall be printed on the plans.

This approval now must be transmitted to the Planning Commission and the City Council. The Commission and the Council each have the option to call this item for review, adding or deleting conditions of approval. The Commission is scheduled to review this item at their meeting on February 13, 2018 and the Council is scheduled to review this item on
February 22, 2018. If both, the Commission and the Council, elect not to review this approval, you may submit your plans for next step (Improvement plans and Building Permit). If either the Commission or Council elect to review the action of the Joint Staff Committee, you will be notified of the date of the meeting when your project will be considered.

If you have any questions, please call me at (510) 578-4242.

Sincerely,

Sofia Mangalam
Associate Planner
Duplex Development
For: Mr. & Mrs. Li
37136 MAGNOLIA STREET, NEWARK, CA 94560

BUILDING RENDERING

EXHIBIT A-1
F.1 Approval of plans and specifications, acceptance of bid, and award of contract to SpenCon Construction, Inc. for 2018 Citywide Accessible Pedestrian Curb Ramps, Project 1167 – from Senior Civil Engineer Tran. (MOTION)(RESOLUTION)

Background/Discussion – This project will upgrade 38 curb ramps to meet current ADA standards at various locations located throughout the City.

Bids for the project were opened on February 27, 2018 with the following results:

<table>
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<th>Bidder</th>
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<tr>
<td>SpenCon Construction, Inc.</td>
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<td>Rosas Brothers Construction</td>
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<td>Mercoza Engineering</td>
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<td>Golden Bay Construction, Inc.</td>
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<td>California Highway Construction Group, Inc.</td>
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<td>JD Partners Concrete</td>
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<td>Sposeto Engineering, Inc.</td>
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<td>Armando Jacobo dba AJ’s Concrete &amp; Landscape Contractors</td>
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<tr>
<td>Kerex Engineering, Inc.</td>
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<td>FBD Vanguard Construction, Inc.</td>
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<td>Engineer’s Estimate</td>
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*Corrected for mathematical error

The 2016-2018 Biennial Budget includes sufficient funding for this project in Fiscal Year 2017-2018. This project will be funded through a combination of Transportation Development Act (TDA) Article 3 special grant funds and Alameda County Measure B/BB Sales Tax funds.

Staff recommends that this project be awarded to the lowest responsible bidder, Spencon Construction, Inc.

Attachment

Action – It is recommended that the City Council, by motion, approve the plans and specifications and by resolution, accept the bid and award the contract to SpenCon Construction, Inc. for 2018 Citywide Accessible Pedestrian Curb Ramps, Project 1167.
RESOLUTION NO.

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF NEWARK ACCEPTING THE BID AND AWARDING THE CONTRACT TO SPENCOR CONSTRUCTION, INC. FOR 2018 CITYWIDE ACCESSIBLE PEDESTRIAN CURB RAMPS, PROJECT 1167

BE IT RESOLVED that the City Council of the City of Newark does hereby find that Spencor Construction, Inc. was the lowest responsible bidder for 2018 Citywide Accessible Pedestrian Curb Ramps, Project 1167, in the City of Newark.

BE IT FURTHER RESOLVED that the City Council does hereby accept said bid of said company and does hereby authorize the Mayor of the City of Newark to sign an agreement with said company for the construction of 2018 Citywide Accessible Pedestrian Curb Ramps, Project 1167, according to the plans, specifications, and terms of said bid.
F.2 Initiation of the 2018 Weed Abatement Program and setting April 26, 2018 for a public hearing - from Deputy Fire Marshal Lee and Maintenance Supervisor Hornbeck. (RESOLUTION)

Background/Discussion – The annual weed abatement program abates weeds on vacant commercial and industrial properties not maintained by the property owners as directed by the Fire Prevention Staff. The abatement work consists of tractor mowing, supplemented with manual labor to clear weeds abutting fences and remove debris to facilitate the tractor work. There are approximately 132 industrial, residential, and commercial parcels that have large areas of vacant ground that host seasonal weeds that could become a fire hazard. These parcels are located throughout the City.

Property owners have the option to make their own arrangements for weed and debris removal. They must get the work completed prior to the schedule set for the City’s contractor. The City’s contractor is scheduled to perform weed abatement work in May and June. Property owners will be asked to return a pre-paid postcard to the City indicating that they will abate their own weeds. Alameda County Fire Department staff will inspect the properties prior to the abatement of the weeds. This provides sufficient opportunity for the property owners to perform their own work. All properties that the City performs the abatement work on will be assessed the full cost of that work, including administration costs.

If necessary, an additional fall program will be scheduled to abate seasonal weeds, like tumbleweeds and re-growth of weeds that occur during the summer months. Prior to any supplemental fall weed abatement work, the City will provide written notices to the affected property owners. A second public hearing for the fall program is not required.

Attachment

Action - It is recommended that the City Council, by resolution, finding and declaring that weeds growing on specified properties are seasonal and recurrent nuisances; and rubbish, refuse, and dirt upon parkways, sidewalks, or private property in the City of Newark are public nuisances and must be abated, and setting April 26, 2018 for a public hearing.
RESOLUTION NO.

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF NEWARK FINDING AND DECLARING THAT WEEDS GROWING ON SPECIFIED PROPERTIES ARE SEASONAL AND RECURRENT NUISANCES; AND RUBBISH, REFUSE, AND DIRT UPON PARKWAYS, SIDEWALKS, OR PRIVATE PROPERTY IN THE CITY OF NEWARK ARE PUBLIC NUISANCES AND MUST BE ABATED, AND SETTING A TIME AND PLACE FOR A PUBLIC HEARING

WHEREAS, the City Council of the City of Newark hereby finds and determines that weeds are growing upon the streets, sidewalks, or private property in the City of Newark as hereinafter described, and that rubbish, refuse, and dirt is upon its parkways, sidewalks, or private property hereinafter described in the City of Newark and that said City Council hereby declares that all weeds are growing upon the streets, sidewalks, or private property in said City and all rubbish, refuse, and dirt in parkways, or private property in the said City are a public nuisances and the same are hereby ordered abated in the manner provided in Section 39560 to Section 39586, inclusive, of the Government Code of the State of California: and

WHERAS, the name of said streets, parkways, sidewalks, and private properties are contained in Schedule “A,” attached hereto and incorporated herein by reference and made a part of this resolution as though set forth at length;

NOW, THEREFORE BE IT RESOLVED that the City Clerk is hereby directed to mail written notices of the proposed abatement to all persons owning property described in this resolution, said written notice to be mailed to each person to whom such described property is assessed in the last equalized assessment roll available on the date this resolution is adopted by the City Council. The City Clerk shall complete said mailing at least five (5) days prior to the time for hearing of objections by the legislative body. The notice shall be substantially in the form provided by Section 39566 of the Government Code of the State of California, except that notices shall be signed by the City Clerk and the heading of the notice need not comply with Section 39565 of the Government Code;

BE IT FURTHER RESOLVED that a public hearing to hear objections to the proposed removal of weeds, rubbish, refuse, and dirt will be held by the City Council at its regular meeting of April 26, 2018.
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<thead>
<tr>
<th>MAP</th>
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<th>OWNER</th>
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<tr>
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Authorization for the Mayor to sign an Amendment to extend the Auditing Services Agreement with Badawi & Associates – from Administrative Services Director Woodstock. (RESOLUTION)

Background/Discussion – Various financing covenants and government grants require an annual audit by an independent Certified Public Accountant (CPA), of the financial transactions and records of the City.

In 2009, the City awarded the contract for independent auditing services to the firm of Caporicci and Larson. This company was acquired by a larger accounting firm and subsequently divided. Since the award of this contract, three (3) different firms have prepared the City’s annual audit. The last assignment of the contract was in 2012 to Badawi & Associates. They have satisfactorily prepared six (6) annual audits for the City.

The term of the existing contract ended with the completion of the Fiscal Year 2017 audit. The attached amendment will extend the contract one (1) additional year. The rate schedule for the services will remain the same as 2016-17 rate schedule, $64,577 for the full audit. There is sufficient funding in the existing budget and proposed funding in the next budget for these audit services.

Attachment

Action - It is recommended that the City Council, by resolution, the Amendment to the Agreement between the City of Newark and Badawi & Associates to authorize a one (1) year extension.
RESOLUTION NO.

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF NEWARK APPROVING THE AMENDMENT TO THE AGREEMENT BETWEEN THE CITY OF NEWARK AND BADAWI & ASSOCIATES TO AUTHORIZE A ONE YEAR EXTENSION

WHEREAS, the City and Caporicci & Larson ("Consultant") entered into a certain Agreement between City and Consultant for Auditing Services effective May 14, 2009 (Agreement); and

WHEREAS, Caporicci & Larson merged with Marcum LLP in 2010 and began doing business as Caporicci & Larson, A Subsidiary of Marcum LLP ("Marcum"); and

WHEREAS, the contract was assigned to Badawi & Associates May 25, 2012 and extended in 2014 and 2016; and

WHEREAS, Badawi & Associates have satisfactorily prepared six (6) audits for the City; and

WHEREAS, the City intends, upon mutual written agreement by both parties to allow the Agreement to be extended up to one (1) additional year.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Newark authorizes the Mayor to sign an Amendment to the Agreement between the City of Newark and Badawi & Associates to Authorize a one (1) year extension.
FOURTH AMENDMENT TO THE AGREEMENT BETWEEN
THE CITY OF NEWARK AND BADAWI & ASSOCIATES FOR
AUDITING SERVICE TO AUTHORIZE A ONE YEAR
EXTENSION

This Amendment to the Agreement for Auditing Services is effective as of
______________, 2018, by and between the City of Newark and Badawi & Associates.

RECITALS

WHEREAS, the City and Caporicci & Larson (“Consultant”) entered into a certain
Agreement between City and Consultant for Auditing Services effective May 14, 2009
(Agreement); and

WHEREAS, Caporicci & Larson merged with Marcum LLP in 2010 and began doing
business as Caporicci & Larson, A Subsidiary of Marcum LLP (“Marcum”); and

WHEREAS, the staff from Marcum that handles the account for the City of Newark has
established a new firm called Badawi & Associates; and

WHEREAS, the contract was assigned to Badawi & Associates May 25, 2012; and

WHEREAS, amendments have been approved to assign the contract and extend the
contract for two (2) years, extend the contract an additional two (2) years and to add additional
hours to the contract for Fiscal Year 2015-2016; and

WHEREAS, Badawi & Associates have satisfactorily prepared four (6) annual audits for
the City; and

WHEREAS, the City intends, upon mutual written agreement by both parties to allow the
Agreement to be extended one (1) additional year.

AGREEMENT

NOW, THEREFORE, in consideration of the foregoing recitals and other good and
valuable consideration the receipt and sufficiency of which is hereby acknowledged, the parties
agree as follows:

(1) Notwithstanding Section 16 of the Agreement and it’s Amendment that allows the Parties
to agree to a one (1) year extension, the parties hereby agree to extend the term of the
Agreement by one year so as to include audit services more particularly described in the
“Scope of Work” (Exhibit A of the original Agreement) for Fiscal Year 2017-2018.

(2) The cost data listed for 2016/2017 on the cost data sheet contained in Exhibit B in the
2016 Second Amendment will be used as the costs for 2017/2018.
The Fourth Amendment of the Agreement for Auditing Services has been executed by the parties as of the date first set forth above.

CITY OF NEWARK
a municipal corporation

BY __________________________
  Alan Nagy
  Mayor
Date _________________________

Attest: _________________________
  City Clerk
Date _________________________

Approved as to form:

_____________________________
  City Attorney
Date: _________________________
F.4 Acceptance of subdivision improvements for Tract 8130 – Timber (Timber Street LLC – Trumark Homes), a 164-unit residential subdivision on the east side of Cedar Boulevard near Central Avenue – from Assistant City Engineer Imai.

(RESOLUTION)

Background/Discussion – On April 24, 2014, Timber Street LLC (Trumark Homes), entered into a Subdivision Agreement with the City of Newark to construct improvements associated with Tract 8130 – Timber, a 164-unit residential subdivision located on the east side of Cedar Boulevard near Central Avenue. These improvements included construction of a new traffic signal at the intersection of Cedar Boulevard and Robertson Avenue, a new precast concrete wall on the west side of Cedar Boulevard and a new landscaped median on Cedar Boulevard. Trumark Homes provided a Performance Bond in the amount of $1,682,000 and a Materials Bond in the amount of $841,000, to guarantee construction of these improvements.

In April 2017, because Trumark Homes had completed over 80% of the required improvements, City Council approved the partial release of these bonds to an amount equal to twenty percent (20%) of the original bond amounts (Resolution No. 10,618). The public improvements are now complete and Trumark Homes is requesting that the bonds for this work be released.

Trumark Homes has provided a Warranty Bond in the amount of $168,200 for the correction of any defective materials or workmanship in the completed public improvements for a one-year maintenance period. On-site improvements for the common benefit of all homeowners will be owned and maintained by the Shade at Timber Homeowners Association.

Attachment

Action – It is recommended that the City Council, by resolution accept subdivision improvements for Tract 8130 – Timber (Timber Street LLC – Trumark Homes), a 164-unit residential subdivision on the east side of Cedar Boulevard near Central Avenue.
RESOLUTION NO.

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF NEWARK ACCEPTING SUBDIVISION IMPROVEMENTS FOR TRACT 8130 – TIMBER (TIMBER STREET LLC – TRUMARK HOMES), A 164-UNIT RESIDENTIAL SUBDIVISION ON THE EAST SIDE OF CEDAR BOULEVARD NEAR CENTRAL AVENUE

WHEREAS, the City of Newark entered into an agreement with Timber Street LLC, on April 24, 2014 as authorized under Resolution No. 10,200, for the performance of certain work in connection with public improvements in Tract 8130, a 164-unit residential subdivision on the east side of Cedar Boulevard near Central Avenue; and

WHEREAS, the scope of public improvements on Cedar Boulevard includes a new traffic signal, precast concrete wall, and landscaped median; and

WHEREAS, said work has been completed in substantial compliance with the plans and specifications of the contract entered into heretofore and the City Engineer has recommended the acceptance of these public improvements on Cedar Boulevard; and

WHEREAS, additional work was completed in substantial compliance with the plans and specifications, within the common areas of the project site to be owned and maintained by the Shade at Timber Homeowners Association of Tract 8130; and

WHEREAS, Timber Street LLC has furnished a Warranty Bond in the amount of $168,200 for the correction of any defective materials or workmanship within a designated one-year maintenance period;

NOW THEREFORE, BE IT RESOLVED BY THE City Council of the City of Newark that that said public improvements on Cedar Boulevard are hereby accepted.

BE IT FURTHER RESOLVED that the City Council does hereby approve the Warranty Bond in the amount of $168,200.

BE IT FURTHER RESOLVED that the City Council does hereby authorize the release of the Performance Bond in the amount of $336,400 and the Materials Bond in the amount of $168,200 guaranteeing the completion of work in Tract 8130.

Jirl
Approval of Conceptual Master Plan for the dog park at Newark Community Park, Project 1109 - from Assistant City Engineer Imai. (RESOLUTION)

Background/Discussion – The Citywide Parks Master Plan, adopted by the City Council in June 2017, identified new dog parks at Newark Community Park and Birch Grove Park as high priority projects. In October 2017, the City Council approved a Contractual Services Agreement with Robert Mowat Associates for professional design services for these two dog parks.

The first of two Community Workshops took place on Saturday, December 9, 2017 with preliminary design alternatives presented for each park based on the specific site locations identified in the Citywide Parks Master Plan. Residents in attendance at this workshop were largely opposed to the installation of a dog park at Birch Grove Park as identified in the Citywide Parks Master Plan. The primary reason cited for opposition was concern over the loss of existing prime open park space for ongoing passive uses. Based on the number of comments and feedback received from residents prior to and at the workshop, staff has suspended any further design development of the dog park at Birch Grove Park until alternative locations can be properly analyzed.

In contrast, the dog park site location at Newark Community Park was strongly supported by workshop attendees. Two preliminary design “bubble diagram” alternatives for the dog park at Newark Community Park were presented to attendees for their feedback. During the workshop, attendees expressed an overwhelming preference for Option ‘A’. The primary differences between the two alternatives were the inclusion of two social seating platforms in the large dog park and separation of social plazas in Option ‘A’.

Based on the input received during the initial Community Workshop and further discussions with staff, Robert Mowat Associates developed a Preliminary Conceptual Master Plan for the dog park at Newark Community Park. The Preliminary Conceptual Master Plan was first presented to the City Council at its meeting on February 8, 2018 and then at the second of two Community Workshops held on Tuesday, February 27, 2018. Attendees of the second workshop continued to show their support of the dog park at Newark Community Park and were given the opportunity to express their preferences on a variety of design features, the results of which are listed below:

- Attendees favored the use of vinyl-clad chain link fencing in combination with decorative columns around the perimeter of the park
- Attendees were in favor of the inclusion of play elements/agility equipment
- Attendees preferred metal as opposed to canvas shade structures
- Attendees expressed the desire for multiple water fountains in the large dog park

A significant amount of time was also spent discussing the surface material of the dog park. As presented at the Workshop, the various surface material alternatives each have benefits and disadvantages. These are summarized in the table below:
<table>
<thead>
<tr>
<th>SURFACING</th>
<th>UP-FRONT COST</th>
<th>MAINTENANCE</th>
<th>POTENTIAL BENEFITS &amp; CONCERNS</th>
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</table>
| Bare Earth            | Least up-front costs | Lowest level of maintenance | + Low costs and maintenance  
- Mud in rainy season  
- Dust in dry season  |
| Decomposed Granite    | More up-front costs | Lower level of maintenance | + Lower maintenance costs  
+ Does not require irrigation  
+ Would not require temporary closure of dog park for surface restoration  
- Can be dusty in dry season  
- Should not be installed on slopes  
- Large quantity will trigger stormwater requirements  |
| Natural Turf          | Less up-front costs | Highest level of maintenance | + Gentler on paws  
+ Cooler surface temperatures  
- Will likely require closure during portions of the year for re-seeding or rest  
- Requires daily irrigation  
- Higher maintenance costs  |
| Synthetic Turf        | Most up-front costs | Higher level of maintenance | + Eliminates need for re-seeding  
- Requires daily wash down  
- Potential for odor  
- Surface can get hot  
- Large quantity will trigger stormwater requirements  |

The attendees of Community Workshop #2 expressed a preference for a combination of both decomposed granite and natural turf. Such a combination of surface materials would allow dog park users to enjoy the benefits of turf while allowing a portion of the park to remain open while turf areas are closed down annually for maintenance.

Based on the input received during Community Workshop #2 and further discussions with staff, Robert Mowat Associates developed a Final Conceptual Master Plan for the dog park at Newark Community Dog Park (attachment) for City Council review and approval. The Conceptual Master Plan includes separated fence-enclosed areas with double-gated entries for both small and large dogs.
large dogs, two social seating platforms in the large dog park, social plazas and shaded seating areas, dog play/agility equipment, perimeter landscaping and other amenities.

Fiscal Impact – Based on the layout and amenities reflected in the Final Conceptual Master Plan, Robert Mowat Associates has developed a preliminary cost estimate of $470,000 for construction of the dog park at Newark Community Park. Two add alternate bid items have also been identified which could possibly bring the total cost to $504,000. The add alternate bid items include additional shade structures and decorative concrete columns along the perimeter fence.

The Citywide Parks Master Plan included an opinion of probable costs of $315,648 for a dog park at Newark Community Park. However, it should be noted that the Citywide Parks Master Plan did not account for the addition of buffer landscaping around the perimeter of the dog park, nor did it include such amenities as shade structures, play/agility equipment, or social plazas. It also made the assumption that the surfacing would be comprised entirely of decomposed granite, but did not account for the cost of related stormwater treatment measures necessary to meet State regulatory requirements. For further comparison, the following table separates out the cost for perimeter landscaping and stormwater treatment measures from the Final Conceptual Master Plan.

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Construction of the dog park at Newark Community Park will be included in the upcoming Fiscal Year 2018-2020 Biennial Budget and Capital Improvement Plan and is anticipated to be funded entirely with Measure WW funds. Measure WW was approved by voters in Alameda and Contra Costa counties in 2008 and makes funds available to cities for high priority community park projects.

Maintenance Costs

It is estimated that the dog park at Newark Community Park will result in approximately $20,500 of additional parks maintenance costs per year. In addition, re-sodding the natural grass surface within the dog park could add up to an additional $25,000 per year in maintenance costs, depending on the frequency at which it is required. An estimated 322 additional hours of maintenance staff time per year would also be required to maintain the dog park.

Attachments
Action – It is recommended that the City Council, by resolution approve the Final Conceptual Master Plan for the dog park at Newark Community Park, Project 1109.
RESOLUTION NO.

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF NEWARK APPROVING THE FINAL CONCEPTUAL MASTER PLAN FOR THE DOG PARK AT NEWARK COMMUNITY PARK, PROJECT NO. 1109

WHEREAS, on June 22, 2017, the City Council approved the City’s first Citywide Parks Master Plan with Resolution No. 10,670; and

WHEREAS, the Citywide Parks Master Plan identifies a new dog park at Newark Community Park as a high priority project; and

WHEREAS, two Community Workshops were held on Saturday, December 9, 2017 and Tuesday, February 27, 2018 to present preliminary design alternatives for the dog park to the public and solicit their input; and

WHEREAS, based on the positive response and feedback received, a Final Conceptual Master Plan for the dog park at Newark Community Park has been developed which identifies the layout, surfacing and various amenities that will be included;

NOW THEREFORE, BE IT RESOLVED that the City Council of the City of Newark does hereby approve the Final Conceptual Master Plan for the dog Park at Newark Community Park, Project 1109.
Background/Discussion – The Five-Year Forecast 2018-2023 is being submitted to the City Council for review. The Five-Year Forecast is the first of a two document series which make up the budget cycle. The second document is the Biennial Budget and Capital Improvement Plan 2018-2020.

On February 8, 2018, the City Council held a work session with staff to review the current budget and discuss the priorities for the next two year budget cycle. Information discussed at the work session has been incorporated into the Five-year Forecast.

The Five-Year Forecast document is broken into three major sections. These include (1) the Development Forecast, (2) the Economic and Financial Forecast, and (3) the Strategic Plan. The Development Forecast contains an overview of area-wide development trends, analysis of key local indicators and a forecast for new development in Newark. The Economic and Financial Forecast contains an overview of national, state and local economic trends, expenditure and revenue budget projections for the next five years and an overview of significant budget issues. The Strategic Plan section contains an outline of the two-year budget process and a summary of the City’s Strategic Plan which include the Critical Issues, Strategies and Action Items.

Attachment

Action – No action is required on this item. The adoption of the Five-Year Forecast will be scheduled for a future meeting.
Five-Year Forecast
2018-2023

CITY STAFF

CITY MANAGER
John Becker

ASSISTANT CITY MANAGER
Terrence Grindall

CITY ATTORNEY
David Benoun

EXECUTIVE TEAM

ADMINISTRATIVE SERVICES DIRECTOR
Susie Woodstock

POLICE CHIEF
Mike Carroll

FIRE CHIEF *
David Rocha

PUBLIC WORKS DIRECTOR
Soren Fajeau

HUMAN RESOURCES DIRECTOR
Sandy Abe

RECREATION & COMMUNITY SERVICES DIRECTOR
David Zehnder

* ALAMEDA CO. FIRE DEPT. CONTRACT
TABLE OF CONTENTS

TABLE OF CONTENTS ............................................................................................................................. i
Vision Statement ....................................................................................................................................... iii
Mission Statement ..................................................................................................................................... iii
Culture Statement ..................................................................................................................................... iv
Values Statement ....................................................................................................................................... v
Organization Chart ................................................................................................................................... vi

TRANSMITTAL OF FIVE-YEAR FORECAST 2018-2023................................................................... vii
Organization of Biennial Budget Series Documents ........................................................................... .ix
Five-Year Forecast ........................................................................................................................ ix
Biennial Budget and Capital Improvement Plan (CIP) ........................................................................... ix
Five-Year Forecast, Biennial Budget, and Capital Improvement Plan Process Calendar ................ x

INTRODUCTION ...................................................................................................................................... 1
The Five-Year Forecast as a Planning Tool............................................................................................ 1
Biennial Budget Overview..................................................................................................................... 1
Recap of the Key Findings of the 2016-2018Biennial Budget............................................................... 2
- 2016-2018 Development Forecast ............................................................................................. 2
- 2016-2018 Economic and Financial Forecast ............................................................................... 2
- Organizational Changes.................................................................................................................... 3

DEVELOPMENT FORECAST .................................................................................................................. 5
Trends and Projections............................................................................................................................ 5
Area-Wide Economic Trends .................................................................................................................. 5
Local Trends ....................................................................................................................................... 7
- Demographic Trends...................................................................................................................... 7
- Development Trends..................................................................................................................... 7
- Development Forecast.................................................................................................................... 8
Summary ........................................................................................................................................ 9

ECONOMIC AND FINANCIAL FORECAST ......................................................................................... 11
National............................................................................................................................................. 11
National Forecast 2018-2020 ............................................................................................................. 11
State................................................................................................................................................... 12
Bay Area........................................................................................................................................... 13
Revenue and Expenditure Projections................................................................................................. 14
Property Tax .................................................................................................................................... 14
Sales Tax ......................................................................................................................................... 14
Utility User Tax .............................................................................................................................. 15
Business License Revenue ............................................................................................................. 15
Transient Occupancy Tax ............................................................................................................. 16
Use of Money and Property ............................................................................................................ 16
<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Construction Permit Revenues</td>
<td>16</td>
</tr>
<tr>
<td>Vehicle License Fee</td>
<td>17</td>
</tr>
<tr>
<td>Charges for Current Services</td>
<td>17</td>
</tr>
<tr>
<td>Expenditure History and Forecast</td>
<td>17</td>
</tr>
<tr>
<td>General Fund Budget and Forecasts</td>
<td>19</td>
</tr>
<tr>
<td>Enterprise Fund Budget</td>
<td>21</td>
</tr>
<tr>
<td>General Fund</td>
<td>21</td>
</tr>
<tr>
<td>Development Enterprise Fund</td>
<td>21</td>
</tr>
<tr>
<td>Recreation Enterprise Fund</td>
<td>21</td>
</tr>
<tr>
<td>Capital Assets - Maintenance Enterprise Fund</td>
<td>22</td>
</tr>
<tr>
<td>Capital Assets - Construction Enterprise Fund</td>
<td>22</td>
</tr>
<tr>
<td>Other Revenue Cost Centers</td>
<td>22</td>
</tr>
<tr>
<td>Sample of Enterprise Fund Budget</td>
<td>23</td>
</tr>
<tr>
<td>Other Budget and Financial Issues</td>
<td>26</td>
</tr>
<tr>
<td>PERS</td>
<td>26</td>
</tr>
<tr>
<td>Capital Improvement Plan</td>
<td>26</td>
</tr>
<tr>
<td>Capital Project Funding</td>
<td>27</td>
</tr>
<tr>
<td>Level of Reserves</td>
<td>27</td>
</tr>
<tr>
<td>Unallocated Fund Balance</td>
<td>28</td>
</tr>
<tr>
<td>Appropriations Limit</td>
<td>28</td>
</tr>
<tr>
<td>BIENNIAL BUDGET</td>
<td>29</td>
</tr>
<tr>
<td>Two-Year Budget</td>
<td>29</td>
</tr>
<tr>
<td>Budget Policies</td>
<td>29</td>
</tr>
<tr>
<td>Budget Assumptions</td>
<td>30</td>
</tr>
<tr>
<td>Budget Plan</td>
<td>30</td>
</tr>
<tr>
<td>Strategic Plan Update</td>
<td>30</td>
</tr>
<tr>
<td>Critical Issues and Strategies</td>
<td>33</td>
</tr>
<tr>
<td>Strategic Plan Status Report</td>
<td>36</td>
</tr>
<tr>
<td>Public Safety Services</td>
<td>36</td>
</tr>
<tr>
<td>Education</td>
<td>40</td>
</tr>
<tr>
<td>Quality of Life</td>
<td>41</td>
</tr>
<tr>
<td>Community Development</td>
<td>45</td>
</tr>
<tr>
<td>City Government Operations</td>
<td>47</td>
</tr>
<tr>
<td>GLOSSARY</td>
<td>51</td>
</tr>
<tr>
<td>Revenue Source Definitions</td>
<td>51</td>
</tr>
<tr>
<td>Charges for Current Services</td>
<td>51</td>
</tr>
<tr>
<td>Fines and Forfeitures</td>
<td>53</td>
</tr>
<tr>
<td>Licenses and Permits</td>
<td>53</td>
</tr>
<tr>
<td>Property Taxes</td>
<td>53</td>
</tr>
<tr>
<td>Revenue from Other Agencies</td>
<td>53</td>
</tr>
<tr>
<td>Revenue from Use of Money and Property</td>
<td>54</td>
</tr>
<tr>
<td>Sales and Other Taxes</td>
<td>54</td>
</tr>
<tr>
<td>Term Definitions</td>
<td>55</td>
</tr>
</tbody>
</table>
The City of Newark's Vision, Mission, Culture, and Values Statements were created in a strategic planning process that involved the City Council, the Executive Team, and the employees. These statements are designed to align us to a clear purpose and inspire us to do our best for all citizens. All of the City's policies and resources are dedicated to realizing our Vision and Mission.

**Vision**

We see a place where it is safe to live, to play, and to raise children.

We see a place where diverse and energetic people strive to live in harmony.

We see a place that cherishes small town values and also enjoys being progressive.

We see a place where educational programs are available and first-rate.

We see a place where cultural and recreational opportunities are plentiful and spiritually enriching.

We see a place with residents filled with civic pride, social concerns, and community involvement.

We see a place with tree-lined streets and open green parks.

We see a place where the economy is strong and vital and provides jobs.

We see a place where government is stable, accessible, and responsive.

We see a place that is well-planned, well-managed, and well-maintained.

**Mission**

It is our mission to provide the quality of services that meets the highest expectations of all those whom we serve in Newark.
Culture

Newark is a community-driven, customer-focused organization which values fiscal independence, fosters a competitive spirit, and works together as a team to achieve community goals. These comprise our organizational culture.

Community Driven and Customer-Focused
- We are more than a service organization. We strive to provide excellent services by involving the community.
- Our citizens are the owners of our corporation. They are our customers and our stakeholders. They are the reason we exist.
- We strive to assure that our efforts are guided by long-term goals rather than by short-term objectives.

Fiscal Independence
- We assure that we have the necessary resources to meet community needs.
- We develop resources through aggressive economic development that attracts and retains businesses; this is the lifeline of our community.
- We invest and allocate resources wisely to maximize our ability to provide community services.

Competitive Spirit
- We are committed to achieving the vision, mission, and goals of our City.
- We set our own standards and expectations that we assertively and creatively are determined to achieve.
- We see our goals as personal and professional challenges towards which we focus our energies.

Team Approach
- We enhance the potential for achievement of City goals by working together as a team, drawing upon the talents and abilities of all members of the organization, the City Council, Commissioners, staff members and volunteers.
- We develop strength and commitment within the organization by building trust, mutual respect, and appreciation for all members of the City family.
- We develop partnerships in the community with the Newark Unified School District, the Chamber of Commerce, homeowners groups, neighborhoods, nonprofit organizations, and citizens to build alliances and common understanding.

We are Newark and
We are proud of who we are.
Values

We, the employees of the City of Newark, take PRIDE in our work and this community. The trust the community places in us is of the utmost importance. In the daily course of our work and in the planning of this community we value:

**Personal Service.** Each of us will take personal responsibility for being responsive to the needs of the community and our organization. Personal Service means being fully accountable for our actions.

**Responsibility.** We will manage our resources in the most efficient way possible, seeking the greatest value for the community.

**Integrity.** We will be open, honest, courteous, ethical, and professional in all interactions.

**Diversity.** The diversity of this community and our organization is a strength. We will recognize and respect this strength. We will use this strength to build dynamic teams to benefit and enrich the community and our organization.

**Empowerment.** We will support each other in creating an environment that fosters ingenuity, self-confidence, motivation, and success.
OVERVIEW

The economic forecast for the City of Newark is showing continued slow and steady growth. The current consensus of economists is that the economy is in a slow growth pattern due to the shortage of labor. The imprint of the great recession and its aftermath continues to play a role in future planning. A major lesson learned from that experience was the importance of sufficient reserves for future downturns.

This Five-Year Forecast incorporates the more conservative projections of economic recovery currently available. The uncertain nature of the economy makes it prudent to continue to use conservative projections.

Sales tax continues to increase but at a slower pace than the last two years. Auto sales are expected to level off over the next year as the purchases delayed during the recession have now been made. The largest sector growing in the sales tax area is the county pool, where tax generated from online purchases is distributed. Voters approved Measure GG, a ½ Cent Sales Tax, in November of 2016. This sales tax is providing an increase in general fund revenues allowing for a transfer to the Capital Fund. This funding will allow the City to construct a new Civic Center.

Property tax has increased in each of the last two years. The assessed value of property in the City increased by over 15 percent between 2016 and 2017. Building permits continue to be issued for new residential housing which will also increase the City’s assessed value. Property sales are increasing in value, but there is insufficient inventory on the market to meet current demand, even including the new homes that are being built.

The Utility User Tax (UUT), which was extended in 2014, will sunset December 31, 2020. The UUT is approximately 6% of the total General Fund revenue. The UUT was reduced in January 2016 to a rate of 3.25%. The budget being prepared projects surpluses which will reduce the reliance on this revenue source.

Overall, the economy and City revenues are expected to continue to gradually improve in 2018.

The Capital Improvement Program (CIP) being proposed for the next two fiscal years has projects that were presented and discussed at a Council meeting in February. Operating budget surpluses have allowed transfers into the Capital Fund totaling $6.0 million over the last two years, but compared to the City’s needs, it is a very modest contribution. There is also limited staff available to design projects and oversee construction. This presents challenges in completing priority projects.

The City’s Strategic Plan and the associated Critical Issues and Strategies and related Action Plans are updated in this Five-Year Forecast. These elements reflect the manner in which we will continue to meet the needs of the community along with the realities of our fiscal situation.

This forecast will serve as the basis for the development of the 2018-2020 Biennial
Budget, which will include the following assumptions:

- The economy will continue with slow, steady growth. Some sort of recession is inevitable, so maintaining proper reserves is important.

- Pension costs are continuing to grow. PERS' actions have put importance on the stability of the pension fund and very little consideration to the impacts these actions are having on municipalities.

- Employee Memorandums of Understanding and the Compensation Agreements expire in June 2019. Labor costs included in this budget only include those approved in these agreements and do not take into account any possible future costs associated with future agreements.

It is important to remember that this Five-Year Forecast is the result of a collaborative effort between the City Council, Executive Team, and City staff. I acknowledge their efforts in producing this document, which serves as a valuable tool in the budget process. On behalf of the staff, I would like to recognize the City Council for their valuable input in the budget planning process. Your insight, direction, and continued support of the City staff is very much appreciated.

I respectfully submit this Five-Year Forecast as our primary financial planning tool for the upcoming Biennial Budget process.

Sincerely,

John Becker
City Manager

Five-Year Forecast 2018-2023 - viii - Transmittal
ORGANIZATION OF BIENNIAL BUDGET SERIES DOCUMENTS

OVERVIEW

FIVE-YEAR FORECAST

The Five-Year Forecast is presented to the City Council in March. (See Five-Year Forecast, Biennial Budget and Capital Improvement Plan (CIP) Process, and Calendar on the following page). The Five-Year Forecast analyzes and lays out all of the City's critical development and economic data, as well as the five-year revenue and expenditure forecast. It also includes the strategic and budget plan, which provides direction from the City Council for preparation of the Biennial Budget.

The Development Forecast tracks development trends (both local and area-wide), assesses the implications of these trends, and provides a short- and long-term development forecast.

The Economic and Financial Forecast provides a picture of the overall financial health of the City. It begins with a recap of the current economy at the national, state, and local levels. It concludes with a recap of the Enterprise Fund Budget, the five-year revenue and expenditure projections, and a section that addresses other key budget and financial issues.

The strategic and budget plan section is the articulation of the policy response to the issues raised in the first two sections. An explanation of the budget policies, assumptions, and process is included in this section. It also includes a summary report on the progress made on the Strategic Plan Action Items.

Once adopted, the Five-Year Forecast is the staff's policy map for implementing the Biennial Budget and CIP. Although the Five-Year Forecast is presented in a separate document, it is really the first chapter of the City's Biennial Budget.

BIENNIAL BUDGET AND CAPITAL IMPROVEMENT PLAN (CIP)

The Biennial Budget and CIP are presented to the City Council in May. Following the Five-Year Forecast, it contains all the detailed financial information and appropriations necessary to fund the services and acquire or maintain the infrastructure required by the City Council's direction. The Biennial Budget and CIP include the Action Plan objectives to be accomplished during the fiscal year. These objectives support the Strategic Plan’s Critical Issues and Strategies.
FIVE-YEAR FORECAST, BIENNIAL BUDGET, and CAPITAL IMPROVEMENT PLAN PROCESS CALENDAR

<table>
<thead>
<tr>
<th>Calendar</th>
<th>Five-Year Forecast Process</th>
<th>Biennial Budget Process</th>
<th>Capital Improvement Plan Process</th>
</tr>
</thead>
<tbody>
<tr>
<td>October</td>
<td>EXECUTIVE TEAM REVIEWS STRATEGIC PLAN AND BUDGET DOCUMENTS</td>
<td></td>
<td>City-wide Call for Possible Capital Improvements Plan (CIP) Projects</td>
</tr>
<tr>
<td>December</td>
<td>STAFF REVIEWS AND UPDATES THE STRATEGIC PLAN</td>
<td></td>
<td></td>
</tr>
<tr>
<td>January</td>
<td>FINANCE STAFF DEVELOPS REVENUE AND EXPENDITURE FORECAST</td>
<td>Department Staff Develops Personnel Budgets</td>
<td>Public Works and Finance Staff Develop Cost Estimates and Project Descriptions for CIP Projects</td>
</tr>
<tr>
<td>February</td>
<td>BUDGET WORK SESSION* - CURRENT BUDGET, TWO-YEAR PROJECTIONS, AND FIVE-YEAR FORECAST</td>
<td>Department Staff Develops Operating Budgets</td>
<td>CIP Presentation*</td>
</tr>
<tr>
<td>March</td>
<td>DRAFT FIVE-YEAR FORECAST PRESENTED TO CITY COUNCIL</td>
<td>Department Staff Develops Budget Key Objectives</td>
<td>Staff Presents Draft CIP Project List to City Council*</td>
</tr>
<tr>
<td>April</td>
<td>CITY COUNCIL FORMALLY ADOPTS FIVE-YEAR FORECAST*</td>
<td></td>
<td></td>
</tr>
<tr>
<td>May</td>
<td>STAFF PRESENTS DRAFT BIENNIAL BUDGET AND CIP TO CITY COUNCIL AT BUDGET WORK SESSION*</td>
<td></td>
<td></td>
</tr>
<tr>
<td>June</td>
<td>CITY COUNCIL FORMALLY ADOPTS BIENNIAL BUDGET AND CIP*</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Five-Year Forecast 2018-2023 -x- Calendar

*PUBLIC MEETING
INTRODUCTION

THE FIVE-YEAR FORECAST AS A PLANNING TOOL

The Five-Year Forecast is used by the City Council and City Staff as an important planning tool for making short- and long-term budgetary decisions. The Forecast provides information in three distinct areas, each having potentially significant budgetary impact. First, development activities are highlighted, including significant economic development trends and planned city-wide development projects. Next, economic and financial information is outlined, including national, state, and local economic forecasts, as well as specific revenue and expenditure projections for the City of Newark. These financial forecasts are five-year projections based on specific assumptions about future conditions such as inflation, job growth, population, and other factors that impact the local economy. These assumptions and financial projections are updated and revised at least biennially, but more often if economic conditions dictate. Finally, the City’s strategic and budget plans are outlined. These include specific information regarding the City’s approach to budgeting and the status of the Strategic Action Plans.

BIENNIAL BUDGET OVERVIEW

The City is enjoying the benefits of a strong regional economy. Our revenues exceeded budget estimates and expenditures have been below budget as a result of unfilled vacancies and the City’s overall conservative approach to budget management. The economy continues to expand at a steady pace with unemployment at the lowest it has been since 2000. This is the second longest recovery period since World War II, most economists believe the economy will continue with the same modest growth for the next few years, but a recession at some point is inevitable. As the City recovered from the recession, establishing prudent reserves for economic downturns has been a priority.

In November 2014, voters approved an extension of the Utility User Tax (UUT). The rate was reduced to 3.25% as of January 1, 2016. The UUT is applied to natural gas, electricity, cable service, and telecommunications. UUT revenue began in early 2011 and was prudently budgeted to restore some services and rebuild our fiscal uncertainty reserves. The UUT has a sunset date of December 2020.

Due to the UUT revenue, surpluses have been realized for the last five years and these have been used to rebuild the fiscal uncertainty fund. A Pension and OPEB reserve was established in 2017 as a result of escalating pension costs.

In November 2016, voters approved Measure GG, a ½ cent Sales Tax. This increase in general fund revenue will allow the City to construct a new Civic Center.

Although there has been turmoil at the Federal government level, local revenues have not been affected over the last two years by Federal actions. There is currently only speculation as to the effects the new tax laws will have at the local level. The State has been taking steps to reduce its large liabilities and to establish sufficient reserves. There are currently no budget actions taken in response to State or Federal actions in the 2018-2020 budget.
The Strategic Plan for the City is located at the end of this forecast. This plan provides direction for the programs, projects, and improvements that will be considered in the next two-year budget cycle.

The Vision, Mission, Values, and Culture Statements of the City of Newark organization continue to provide the guidance in determining budget priorities. The City's Vision describes the ideal Newark. The organization's resources are directed at achieving this Vision. The Mission Statement describes the organization's purpose and reason for existence. The Culture Statement describes attributes, behaviors, and skills that the ideal City organization will have in conducting day-to-day business with its customers. Lastly, the Values Statement, also known as the PRIDE Statement, emphasizes the core values of City of Newark employees.

RECAP OF THE KEY FINDINGS OF THE 2016-2018 BIENNIAL BUDGET

On April 28, 2016, the City Council adopted Resolution No. 10486, which approved the Five-Year Forecast for 2016-2021. The Five-Year Forecast provided direction to the City Manager in the preparation of the 2016-2018 Biennial Budget and Capital Improvement Plan. The Five-Year Forecast included a Development Forecast, an Economic and Financial Forecast, and the Strategic and Budget Plans for the City. The following is a recap of information that was contained in the 2016-2021 Five-Year Forecast:

2016-2018 Development Forecast

The previous forecast stated that the following businesses made Newark their new home:

- AMC/IMAX Theaters
- Mission Linen Supply
- Public Storage
- Central Storage
- Kateeva
- Amazon

In addition to the above list, the following businesses also made Newark their home:

- Jack's Restaurant and Bar
- 24 Fitness
- John's Incredible Pizza
- Sprouts Farmers Market
- SAS Automotive
- DeVry University
- Protagonist Therapeutics
- InVisage
- Atum Biotechnology
- Vinum Wine Bar and Tapas
- Lucid Motors

2016-2018 Economic and Financial Forecast

- The adopted 2016-2018 Biennial Budget included operating revenues of $49.2 million for 2016-2017 and $50.3 million for 2017-2018. The actual operating revenue for 2016-2017 was $54.5 million and is projected to be $58.7 million for 2017-2018. Both of these years include new revenues generated by Measure GG.

- The adopted budget also projected expenditures of $49.2 million for 2016-2017 and $50.1 million for 2017-2018. Actual expenditures for the first year were $47.8 million and projected to be $53.8 million for year two. Two main reasons the expenditures were low in 2016-2017 include multiple vacant positions in most departments and budgeted consulting services were not utilized.

- The 2016-2018 Biennial Budget was prepared when new residential permits were starting to significantly increase. The budg-
et was prepared using actual building permits issued to date to ensure conservative estimates.

- Total property tax revenue grew steadily in both years. The projected 2016-2017 property tax was $16.6 million and actual revenue was $17.0 million. For 2017-2018, the budget projection was $17.8 million and is estimated to reach $18.0 million.

- Investment earnings were projected to stay low due to low interest rates and lower reserve balances than in the past. The investment earnings have slightly grown to about $240,000 for both years in this cycle.

- Transient Occupancy Tax revenues have leveled off during the 2016-2018 Biennial Budget. Actual revenues were still higher than expected for both fiscal years. This is one of the few revenue sources that is higher than pre-recession levels.

Organizational Changes

The Police Department reorganized their command staff, and added a dispatcher and over hire positions. Police Chief Leal retired and Michael Carroll was appointed as the new Police Chief.

The Public Works Department has added two Building Inspector positions to keep up with the demand for inspections. An Assistant Building Official was added to assist with the Civic Center Project.

The Community Development Department added an Economic Development Manager and a Deputy Community Development Director.
DEVELOPMENT FORECAST

TRENDS AND PROJECTIONS

A n analysis of significant development trends and indicators is crucial in developing an appropriate budget plan. In addition, what we learn will help the City set a stronger, more strategic direction for economic development.

This section of the Five-Year Forecast contains an overview of area-wide development trends followed by an analysis of the key local issues and a projection for new development in Newark.

**Area-Wide Economic Trends** - Includes excerpts from the “2018 Index of Silicon Valley”

The Joint Venture Silicon Valley “2018 Index of Silicon Valley” states that “Silicon Valley’s innovation engine is still firing. It is fueling economic expansion across most sectors, driving a staggering amount of commercial development, and pushing unemployment to a 17-year low. Venture capitalists continue investing large amounts of capital here, with a record-breaking number of ‘megadeals.’ Though our companies are prospering, many Silicon Valley residents are struggling to keep up. Wage gains are eroded by cost of living increases and the nation’s highest housing prices. The region’s transportation challenges also chip away at our quality of life.”

- Silicon Valley employment continues to grow but at a slower pace. Our region continues to create new jobs (+47,000 between Q2 2016 and Q2 2017), albeit at a slower rate over the past two years than the three years prior. More than half (52%) of the new jobs were in industries such as healthcare, retail, construction, and education, with 17% in healthcare alone. The tech sector is also a key driver of Silicon Valley’s job growth (29 percent), and tech jobs are growing even faster in San Francisco. As a result of continued job growth, Silicon Valley’s unemployment rate at the end of 2017 (2.5%) was lower than it has been since 2000.

- Venture capitalists continue to invest, patent awards continue to increase. Venture capital investment continues at a very high level ($24.9 billion in Silicon Valley and San Francisco combined) but large shares are going to fewer companies, giving rise to a record-breaking number of ‘megadeals’ over $100 million each (37 total). However, angel investment has declined in northern California over the past two years. Meanwhile, Silicon Valley inventors continue to generate a staggering number of patents (more than 19,000 in 2016). The number of IPOs remained the same in 2017 as the prior year (nine).

- Commercial Construction is booming. More new commercial space has been built over the past three years (more than 18 million square feet) than during the previous 13 years combined. The amount of new office space development, specifically, remained high in 2017 with a total of 5.4 million square feet completed. In addition to new construction, net non-residential development approvals remained extremely high in 2017, with the same amount approved over the past four years (46 million square feet) as over
the previous ten years combined, indicating a large number of projects in the pipeline. The high number of building completions, in addition to consolidation, has led to an increase in the amount of office space on the market, a slight rise in vacancy rates, and lower average rental rates than in 2016. Industrial vacancy rates in Silicon Valley are at 3.2%. R&D vacancy rates are at 8.7% and Office Vacancy Rates are at 13.7%. The high office vacancy rates are largely due to the enormous amount of new construction that has been added. In the past two years 11 million square feet has been added; that is more than the sum total of all office space that had been constructed between 2004-2014.

Despite these positive trends, there are factors that indicate the fragility of this growth:

- Retailers are facing challenges. The trends are not good for store-based retailers, during the last several years essentially all of the inflation-adjusted gains in retailer revenue have been driven by online channels, which enjoy growth rates as much as 7 percent higher than retail sector growth as a whole. Meanwhile, traditional retailers are faced with flat or declining sales and large, costly store networks. Not surprisingly, legacy companies are restructuring their footprints. In 2016 and 2017, large retailers such as JC Penney, Gap, Walmart, and Macy's shuttered stores and retail vacancy rates have risen to nearly 8% in Southern Alameda County. However the negative news was somewhat exaggerated. The most recent national retail sales figures released by the Census Bureau were up 4.2%. 42% of store brands are opening stores, 43% are holding steady and only 15% are showing a net decrease in stores. It is important to note that retail and the consumer are indeed evolving. The rise of online retailing has differential impacts of various types on retailers. For example department stores, book stores, and electronic stores have been most impacted. There is trend toward a transformation in physical retail stores with entertainment, restaurants and retailers that offer “experiences” being the areas of growth.

- Costs of living are high and have increased significantly over the past eight years. The following costs, among others, are higher in Silicon Valley than in the state overall: median home sale prices (2.1 times higher), apartment and home rental rates (1.3-1.4 times higher), child care costs (1.2-1.3 times higher), and good and services including transportation, food, and clothing (1.1 times higher). Inflation-adjusted median home prices in Silicon Valley rose by 7.4% in 2017 (an increase of nearly $67,000, compared to +3.7% in California), and have increased 63% since 2010. Although median apartment rental rates have declined slightly over the past two years (down 5% since 2015), they are up 37% or $9,200 per year (after inflation-adjustment) since 2011. Rental rate increases represent a burdensome share (69%) of these income gains. Child care costs rose by as much as 31% (after inflation-adjustment) since 2012.

- The Housing shortage persists, hindering growth. Median home prices continue to climb (+7.4% in 2017,
reaching $968,000), making it extremely difficult for homebuyers to get into the market. Fewer than 34% of first-time homebuyers can afford a median-priced home, compared to 49% statewide. Rising home prices are influenced by a low for-sale inventory (one-fifth of what it was in 2011) and a lack of newly developed homes. Multi-family units continue to represent the majority (79%) of all newly permitted housing, but only a small share of recent housing permits were affordable for low-income residents. High housing costs have contributed to increasing average household sizes and the rise of multigenerational households. In 2016, nearly a quarter of the region’s population lived in multigenerational households, and more than a third of young adults lived with a parent.

- Traffic congestion has become increasingly worse as the number of commuters increases. The housing crunch is a factor in the rise of cross-county commuting which, combined with declining transit use and an increase in solo-drivers, has created a significant amount of traffic congestion. Commute times have increased by 17% (adding an average of 43 minutes weekly per commuter) and delays have more than doubled over the past decade (reaching a record-breaking 66,000 wasted vehicle hours daily). Meanwhile, ridership on private shuttles now represents the Bay Area’s 7th largest mass transit system, with a majority of shuttles traveling between San Francisco, Santa Clara and Alameda Counties.

LOCAL TRENDS

Demographic Trends

Changes in Newark’s demographic profile are consistent with many of the regional trends discussed above. An understanding of these trends will assist in the formation of economic development policy and it will aid in development of programs and services to meet customer needs.

Based on the most recent figures from the State Department of Finance, Newark’s total population is 45,422. Newark remains a family-oriented community. The City has a disproportionately high percentage of single- to multi-family housing and a high average household size. 70% of the housing stock is owner occupied, compared to 53% percent for the County. In addition, Newark’s average household size is 3.29, as compared to 2.79 in Alameda County.

Development Trends

The vibrant regional economy has led to significant residential and commercial development.

- In the past two years Newark has experienced a significant increase in housing construction. 677 new homes were occupied in 2016 and 2017; this represents a 5% increase in the number of housing units in the City. Many of these homes have not yet been incorporated in to our official population statistics. There are another 150 homes presently under construction and 700 more homes are fully entitled and beginning construction soon. All but 74 of these units are detached homes or townhomes. Newark is one of the fastest growing municipalities in the Bay Area.
• We have seen reduction in the vacancy rate of commercial properties with major uses such as: Stanford Health Care, Protagonist, Invisage, DeVry University, Atum, and Lucid Motors moving in to existing space and Pabco Gypsum reactivating its production. Many other existing businesses have increase their production and employment.

• We have also seen completion of new commercial facilities: SAS Automotive, Mission Linen Supply, and two multi-story self-storage facilities.

• The remaining undeveloped phase of the Pacific Research Center was approved for 410,000 square feet of advanced manufacturing. The buildings are beginning construction soon.

• In addition to the impact of the shift of retail good purchases to online retailers, the national shift in retail sales away from traditional department stores has strongly impacted Newark. Newark does not contain the large format stores such as Costco and Walmart where much of the remaining “brick and mortar” sales are shifting. Traditional department stores, such as Sears, JC Penney’s and Macy’s have seen significant reduction in sales and other stores have closed. While Newark’s department stores have not closed, they have seen significant reductions in sales. Newark has been particularly impacted by changes in retail shopping patterns as the city contains a mall with department stores that have been negatively impacted by changes in shopping patterns. Store closures have left vacant anchors stores and retail centers. The former Orchard supply Hardware, Mi Pueblo Supermarket, and Newpark Plaza anchor stores have had long term vacancy’s. Tenant’s that would typically fill these spaces have not been expanding. However, there are bright spots: Sprouts Farmers Market has opened, and the Mall’s renovation has paid dividends with Jack’s Restaurant and Bar, John’s Incredible Pizza, 24 Hour Fitness, and Vinum Wine Bar opened and thriving and Lazy Dog Restaurant and Wokano slated to open soon.

• Hotel occupancy and room rates have continued to rise over the past two years. Two new hotels, Springhill and Staybridge are under construction and two additional hotels have been approved and will soon begin construction.

Development Forecast

• Vacant industrial space will continue to be leased up, with corresponding increases in employment. There is limited vacant commercial land remaining so most future development will focus on redevelopment and intensification of existing space. This intensification will result in adding higher paying employment.

• The hospitality industry will continue to thrive due to Newark’s strategic location and vibrant hotel cluster. At least four new hotels, (two that are under construction and two others that are approved) will be added in the next five years.

• The shift of sales of taxable goods online and large format stores is ex-
expected to continue, further weakening Newark’s ability to capture retail sales. However continued increases in population and income levels should attract retailers to vacant locations. The NewPark Place Specific Plan is nearing completion. The plan will guide the revitalization of the NewPark Mall area into a mixed use district. This transformation will shift the focus of the mall from an over reliance on durable goods sales to a balance of entertainment and restaurants. The plan would allow up to 1,500 apartment units that would aid the revitalization of the area. This revitalization will eventually spillover to surrounding retail properties such as NewPark Plaza.

- Single family residential development will continue to be very strong, largely focused in Bayside Newark (formerly known as the Dumbarton Transit Oriented Development), and Sanctuary (formerly known as Area 3 and 4). Approximately 1,200 single family homes are expected to be added to Newark between 2018-2022. In addition, the NewPark Place apartments would add 1500 apartment units for a total in 2,700 units - a 20% increase in the City’s housing units.

SUMMARY

Newark’s overall development activity has been and is expected to remain strong over the next 5 years. The changes, particularly to retail buying patterns, do pose risks. Furthermore, there is a danger of a recession which would dampen demand for employment growth and retail development and the possibility that expected interest rate increases will stall or even reverse the trends of rising home valuations and development.

The preparation of the Five Year Forecast is an opportunity to publicly recognize and commend the efforts of our business community in keeping Newark economically stable. The City of Newark is fortunate to have such a diverse business community that excels in its efforts to give back to the community. Newark’s businesses remain and will always be critical to the City’s economic health. The revenue and jobs created allow the City to offer the quality public services our citizens, businesses, and visitors deserve. It is appropriate at this time to express our gratitude to these businesses for their dedication to the City of Newark and for their continued commitment to improving Newark’s quality of life.
We have experienced eight years of economic growth, the second longest growth period since World War II. The U.S. Bureau of Economic Analysis reports the economy grew at rates between 0.5% and about 3.2% over the last several quarters. Beacon Economics (a leading provider of economic research and forecasting services) stated two years ago that a full recovery must include multiple years of 5-6% growth. This is an unusually long growth period and it is equally unusual that we never reached “recovery” rates, which might be why this growth period is extending on so long.

Beacon Economics reports that the fundamentals of the U.S. economy continue to remain solid. They feel the housing market is based on solid ground and is not a bubble. Beacon Economics believes there are no bubbles of any kind in the economy right now. Consumer spending is strong, but personal savings is still at insufficient levels. The labor market has improved, which is allowing for the increased consumer spending that is driving the economy, but the shortage of labor is also what is restricting the growth rate and is driving wages up.

NATIONAL FORECAST 2018-2020

Beacon Economics states that this slow and steady economic growth will continue for several more years. The labor shortage is expected to continue due to the baby boomer generation retiring and concern over immigration laws. The Federal Reserve is expected to continue to raise the benchmark interest rate to offset inflation over the next several years. The recent rate adjustments caused small blips on the stock market, but overall did not have a negative effect on the economy.

The new concern is the effects the recently approved tax overhaul will have on the deficit. The Congressional Budget Office was projecting a sharp increase in debt levels prior to the adoption of the tax plan. The debt levels are projected to increase because over 40 million people will be eligible to retire and begin receiving social security and publicly funded healthcare in the next decade. The concern is the excessive deficit will have a negative impact on the economy.

The other concerns that may affect the economy is a stock market correction and geopolitical events.
Several economists forecast that the U.S. unemployment rate will remain under 5% for the next few years.

STATE

The Governor’s Budget Economic Outlook provides the following perspective for the national economy:

- California’s unemployment rate of 4.7 percent in May and June of 2017 matched the all-time low unemployment in 2000.

- Overall, personal income growth should rise by 5 percent in 2018 then level off at about 4 percent.

- Inflation began to pick up in 2016 due to increasing housing costs, medical costs and energy prices. Consumer inflation is expected to remain higher in California than in the nation for the next two years.

- California’s median housing price $550,000, is more than double the national median housing price, $250,000. The home prices have been rising faster than household income. The housing constraint is another factor contributing to slower job growth in the forecast.

- The current expansion has lasted since mid-2009, but on average expansions continue for only around five years. Even a fairly mild recession for the U.S. would be difficult for California. This continues to be a concern for the California budget.

California’s economy is still vulnerable to a recession. The state has made contributions to the state’s Rainy Day Fund, but the situation could turn on a dime. It is well known that state revenues can fluctuate widely. Beacon Economics states housing affordability will stunt growth in California’s economy. It also points out the long-term concern over the pension funding and the need to use state revenues to pay down pension obligations.

From: www.labormarketinfo.edd.ca.gov

The Governor’s budget emphasizes the importance of planning for the next recession by paying down debts and liabilities and increasing the reserves. The Legislative Analyst’s Office projects the Special Fund for Economic Uncertainties (SFEU) and the Budget Stabilization Account will go from a combined balance of $8.4 billion in 2017-18 to $13.5 billion in 2018-19. Although these fund balances are good, this reserve is not growing as rapidly as was expected. The balance was expected to be at a little over $11 billion by June of 2017.
BAY AREA

The Bay Area is sensitive to all economic factors affecting national and state economies. Although the region enjoys a highly diversified economy and skilled labor force, that alone does not guarantee economic stability. The information technology boom and bust was evidence of this fact. Unemployment in the Bay Area increased at a tremendous rate during the recession with a peak rate of 10.5% at the end of 2009. Those same industries have accommodated the unemployment rates dropping quicker and staying lower than other places in the country.

In December 2017, the average unemployment rate for six of the Bay Area counties was 3.0%. California’s unemployment was at 4.3% in December 2017, which is even lower than the rates earlier in the year that are referenced in the Governor’s Budget. This is the lowest since 1976. U.S unemployment for December 2017 was 4.1%. The Bay Area continues to outpace the State and national rates.

<table>
<thead>
<tr>
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<tr>
<td>Napa</td>
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<tr>
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<td>7.5%</td>
<td>6.2%</td>
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</tr>
<tr>
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</tr>
<tr>
<td>Average</td>
<td>7.9%</td>
<td>6.5%</td>
<td>5.3%</td>
<td>4.3%</td>
<td>3.8%</td>
<td>3.0%</td>
</tr>
</tbody>
</table>

Source: California Employment Development Department

Consumer spending is growing at a slower pace than the previous year, but all sectors of the sales trends are still seeing growth. The Bay Area continues to experience strong growth in the construction and building industries. Fuel prices are rising again resulting in high growth in that category. Restaurants and hotels also continue strong growth. General consumer goods and auto sales have both flattened out. The auto sales peaked in 2016 when pent up demand from the recession was fulfilled. The general consumer goods category is in direct competition with online shopping. The City still receives tax revenue from online shopping, it is just divided up in the County pool.
The following information details the assumptions used in developing revenue and expenditure estimates for the City over the next five years. These estimates are used by City staff in planning current and future year operating and capital project budgets. The table titled “General Fund Revenue & Expenditure Forecasts” was developed by combining trend analysis with information regarding known development growth in Newark.

Policy decisions made at both the State and Federal levels can significantly impact local revenues and expenditures and are also taken into consideration when developing these projections. Below are explanations of significant revenue sources for the City.

PROPERTY TAX

Property tax has grown significantly in the last two years. The assessed value for Newark grew by 15.14% between 2016-17 and 2017-18. The City has added almost 700 residential units and has filled commercial properties that sat vacant for several years. Property tax combined with the Vehicle In-Lieu distribution is 32% of the City’s general fund revenue.

Housing costs continue to rise as a result of the housing shortage in this area. The projections for 2018-19 and 2019-20 include projections for increases in housing costs, additional construction that is expected during this period, and increases in assessed values. During the recession, most properties were reassessed down to a lower value to align with the market values of the properties. The Assessor’s Office, in accordance with Prop 8 regulations, has increased the assessed values of those properties back up to where they would have been had the market not dipped.

The Property Tax Distribution chart shown above indicates that the City receives 21.9% of the total property taxes paid by Newark property owners. This chart was created from the data published by the County Auditor-Controller.

SALES TAX

Sales tax is the second largest revenue source for the City at approximately 21% of total operating revenue. This revenue is a smaller percentage of the general fund revenue as it has not kept pace with the growth of other revenue sources.
In 2017, the voters approved Measure GG, a ½ cent Transaction and Use Tax. This sales tax is a general fund revenue. The revenue is being tracked separately and has not been included in the traditional sales tax data. Measure GG revenue is approximately 7% of the City’s general fund.

Two years ago most economists believed that a small recession would occur by 2018. This recession never materialized and most economists now feel a recession is still several years out. Sales tax revenue is projected to grow at a similar pace as it has in the last two years, about 5% per year.

The UUT revenue reflects the cost of the utilities it is applied to, with the exception of the year that the reduced rate was implemented. A slow increase is projected to continue until the sunset date of December 2020. This revenue source represents about 6% of the City’s General Fund operating revenues.

**BUSINESS LICENSE REVENUE**

Business license revenue is affected by the number of businesses in the City and the gross receipts these businesses generate.

**UTILITY USER TAX**

In November 2010, the voters of Newark passed Measure U, a 3.5% Utility User Tax (UUT). This UUT is applied to electricity, natural gas, telecommunications, and cable service and was implemented to restore some of the services that were severely cut during the recession. In November 2014, the voters extended the UUT and reduced the rate to 3.25%.
TRANSIENT OCCUPANCY TAX

The economic downturn caused a significant decline in the City's Transient Occupancy Tax (TOT) as businesses and consumers cut down on travel expenses. However, the TOT has experienced continued strong growth and has outpaced all projections. This strong growth finally leveled out in 2016-17.

The forecast for this revenue includes the addition of two new hotels in 2019 and one more additional hotel in 2020.

USE OF MONEY AND PROPERTY

This revenue source consists primarily of interest income revenue generated from the City's cash and investments.

Investment earnings decreased significantly since the recession due to lower cash balances and declining interest rates. Cash balances have increased, but interest rates remain low. The City's main investment account is the Local Agency Investment Fund (LAIF). This secure investment option provides returns typical for a no-risk investment. The Federal Reserve is expected to increase interest rates several times over the next two years, which will result in a slight increase in this revenue.

CONSTRUCTION PERMIT REVENUES

Construction permit revenues are directly associated with the number and value of residential and commercial development activities in the City.

Construction permits saw a spike in 2015-16 due to high cost encroachment permits. The demand for new houses is expected to continue to persist for the next several years. The estimate for 2018-19 and 2019-20 continue from the level set in 2017-18 and are projected to continue to grow at a steady pace.

There is the possibility of several large projects that may cause an increase in construction permit revenue.
VEHICLE LICENSE FEE

In November 2004, Proposition 1A eliminated the backfill of vehicle license fees from the State’s General Fund and was replaced dollar-for-dollar with property taxes. This year, this revenue has been combined into the property tax data and will no longer be presented separately.

CHARGES FOR CURRENT SERVICES

This revenue category represents fees for services rendered by various City departments, which include Police, Fire, Recreation, Community Development, and Public Works. Overall these revenues increased in 2015-2016 as development and construction started to improve. There was a dip in 2012-2013 due to an eight-month closure of the Silliman Aquatic Center for repairs and in 2017-2018 due to a four-month closure. The development and construction revenue is expected to continue to increase for the next five years.

EXPENDITURE HISTORY AND FORECAST

City operating budget expenditures historically fell into two main categories: (1) Personnel Expenditures; and (2) Other Operating Expenditures. In 2016, the categories were modified into four categories: (1) Personnel Expenditures, with the exception of pension costs; (2) pension costs; (3) the Alameda County Fire Contract; and (4) Other Operating Expenditures.

Personnel expenditures are comprised of all costs associated with employee salary and benefits, except the cost of CalPERS pension payments. The personnel expenditures include salary and benefit costs for regular full-time, regular part-time, and part-time, seasonal, and temporary positions. These expenditures increase as a result of negotiated salary adjustments and other salary and health benefits increases.

CalPERS pension costs have grown from $3.6 million in 2013 to about $8.5 million in 2018. This is rapidly increasing due to changes in CalPERS’ actuarial methods and assumptions. This amount currently represents about 14% of the General Fund budget and is expected to reach 17% in 2023.

Personnel costs previously accounted for approximately 75% of the City’s total Operating Budget. With the establishment of the contract with Alameda County Fire Department for Fire Services in 2010, personnel costs now account for approximately 40% of the total Operating Budget and the CalPERS costs are an additional 14%. The Alameda County Fire contract accounts for 19% of the City’s Operating Budget.

Other operating expenditures include supplies, other contractual services, utilities, debt service payments, and equipment purchases. These expenditures increase as a result of inflation, increased service demands, and the addition of new programs or service levels. This accounts for the remaining 26.5% of the Operating Budget.

The City has very cautiously rebuilt the expenditure budget since the recession.
The expenditure forecast includes the following assumptions:

- Increases in the PERS contribution rate for Public Safety (Police) and Miscellaneous groups.
- Staffing adjustments made in 2018 to accommodate growing demands for services in all departments.
- Increases in the cost of contracting for Fire Services to Alameda County.
- Increases in Street and Park Maintenance.
- An increase to the Equipment Replacement budget.

These expenditure and revenue estimates reflect certain assumptions that are subject to change even before the adoption of the 2018-2020 Biennial Budget. Approval of supplemental budget requests and funding changes as a result of City Council direction will impact the overall expenditure estimates. Staff also updates these estimates and assumptions on an ongoing basis as a result of changes in the economy and funding priorities.
## General Fund Budget and Forecasts

<table>
<thead>
<tr>
<th></th>
<th>Projected 2017-18</th>
<th>YoY %</th>
<th>Forecast 2018-19</th>
<th>YoY %</th>
<th>Forecast 2019-20</th>
<th>YoY %</th>
<th>Forecast 2020-21</th>
<th>YoY %</th>
<th>Forecast 2021-22</th>
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<td>Property Tax</td>
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<td>1/2 Cent Sales Tax</td>
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<td>TOT</td>
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<td>Other</td>
<td>500,000</td>
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<td>4,648,000</td>
<td>3.1%</td>
<td>4,793,000</td>
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<td>4,985,000</td>
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<td><strong>Business</strong></td>
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<td>1,276,000</td>
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<td>1,289,000</td>
<td>1.0%</td>
<td>1,302,000</td>
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<td><strong>Fines and Forfeitures</strong></td>
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<td>811,000</td>
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<td>143,000</td>
<td>2.0%</td>
<td>146,000</td>
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<td>149,000</td>
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<td><strong>Homeowners Relief</strong></td>
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<td>140,000</td>
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<td><strong>Other Revenue</strong></td>
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<td>431,000</td>
<td>5.2%</td>
<td>454,000</td>
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<td>478,000</td>
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<td>63,059,000</td>
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<td>69,049,000</td>
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<td>57,570,000</td>
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<td>59,070,000</td>
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<td>1.9%</td>
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<tr>
<td>Civic Center Project Transfer out</td>
<td>-4,200,000</td>
<td></td>
<td>-4,410,000</td>
<td></td>
<td>-4,630,500</td>
<td></td>
<td>-4,770,000</td>
<td></td>
<td>-4,914,000</td>
<td></td>
</tr>
<tr>
<td><strong>Subtotal Surplus/Deficit</strong></td>
<td>710,000</td>
<td></td>
<td>1,080,000</td>
<td></td>
<td>3,420,000</td>
<td></td>
<td>2,090,000</td>
<td></td>
<td>(850,000)</td>
<td></td>
</tr>
</tbody>
</table>
ENTERPRISE FUND BUDGET

The concept of an Enterprise Fund is to account for those activities for which a fee is charged to external users of the goods or services. The cost of providing services for an activity should be recovered through fees or charges. In practice, enterprise funds are used to account for activities whose costs are only partially funded by fees and charges. In this case, a well-defined contribution from the General Fund to the Enterprise Fund is required. In other cases, some of the activities in the fund are deemed by the City Council to be of general public benefit, and, therefore, receives a carefully considered contribution.

Services in Enterprise Funds can be fully cost recovering, which means that all costs of providing services include both direct and overhead costs. The overhead factor is created from a cost allocation plan. In development plan review, for example, the cost allocation plan is reasonable in that it accounts for the cost the planner places on the General Fund. The planner position requires, among other services, personnel administration services (recruitment, benefit administration, etc.), finance services (payroll, computer systems, etc.), and management services (performance review, work planning, etc.). The true cost of providing the plan check includes these costs. These costs are allocated to the planner based on nine criteria developed by the Finance Department and approved by the Executive Team, City Manager, and City Council.

Below is a description of Newark’s General Fund and Enterprise Funds:

General Fund

The General Fund consists of activities that benefit the general public. It includes City Council, City Administration, Police, Fire, Library, and Economic Development. These activities are supported by General Fund revenues.

Development Enterprise Fund

The Development Enterprise Fund consists of Planning, Waste Management, Engineering, Building Regulation and Inspection, and Park Design. These are services provided for developmental activities in the community and are supported primarily by development fees. When first adopted, the General Fund contribution to the Development Enterprise Fund was 31%. The budget for the fiscal year 2017-2018 did not require a general fund contribution due to the large number of construction permits at this time, as shown in Exhibit EFB1.

Recreation Enterprise Fund

The Recreation Enterprise Fund provides for the City’s recreation programs and activities. These services are paid for by user fees that are partially cost covering. Some General Fund contribution is required due to market constraints in pricing services. This fund was given a 40% General Fund contribution when it was created. It currently receives a 53% contribution. The specific activities in this fund include General Recreation Services, Youth/Adult Sports, Fitness and Wellness, George M. Silliman Community Activity Center Phase II – Family Aquatic Center, General Community and Human Services, Youth and Teens, and Seniors Activity. Debt service payments for the construction of the George M. Silliman

Five-Year Forecast 2018-2023

-21-

Enterprise Fund Budget
Center are included in the expenses for the Center. The Recreation Enterprise Fund also includes the licensed child care program. This program is included in the 53% contribution from the General Fund.

**Capital Assets-Maintenance Enterprise Fund**

The Capital Assets-Maintenance Enterprise Fund provides for the maintenance of the City's infrastructure assets. The preservation of the City's infrastructure is a high priority which requires an 85% contribution from the General Fund. Services provided in this fund include Street Repairs, Weed Abatement, Park and Landscape Maintenance, Street Lighting, and Environmental Services.

**Capital Assets-Construction Enterprise Fund**

The Capital Assets-Construction Enterprise Fund is predominantly capital, rather than an operating fund. It contains both capital projects and capital funds. The Capital Improvement Plan (CIP) is included within this fund. Activities include Street Construction/Gas Tax, Street Tree Program, Park Construction, Art In Public Places, Housing and Community Development (HCD) grant projects, and Capital Improvements. This fund is supported by various revenues, including State Gas Tax, Measure B, BB and SB 1 funds, and Federal, State, and other agencies' grants. General Fund contributions to this fund fluctuate from year to year depending on capital construction needs and the General Fund's ability to generate surplus to support them. This is the fund to which the annual General Fund capital contribution is directed.

**Other Revenue Cost Centers**

Within the Enterprise Fund structure, there are Cost Centers. These are budget entities which track detailed costs and revenues regarding a specific activity or a narrowly focused group of activities. This differs from an Enterprise Fund which has a broader mission and a wide variety of both services and revenues. Usually the revenues associated with a Cost Center derive from a single fee. The City has established three Cost Centers, all residing in the Capital Assets-Maintenance Enterprise Fund. These are the Environmental Services, Weed Abatement, and Street Lighting.
## OPERATING

<table>
<thead>
<tr>
<th>Activities</th>
<th>General Fund</th>
<th>Development Enterprise Fund</th>
<th>Recreation Enterprise Fund</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Cost</td>
<td>Cost</td>
<td></td>
</tr>
<tr>
<td>General Government</td>
<td>962,000</td>
<td>Planning</td>
<td>460,200</td>
</tr>
<tr>
<td>Management/Support</td>
<td>4,254,600</td>
<td>Community Preservation</td>
<td>227,500</td>
</tr>
<tr>
<td>Police Services</td>
<td>19,323,700</td>
<td>Waste Management</td>
<td>30,000</td>
</tr>
<tr>
<td>Fire Services</td>
<td>11,418,900</td>
<td>Building Inspection</td>
<td>1,582,500</td>
</tr>
<tr>
<td>Economic Development</td>
<td>690,100</td>
<td>Engineering</td>
<td>1,254,300</td>
</tr>
<tr>
<td>Library Support</td>
<td>176,200</td>
<td>Total</td>
<td>3,924,500</td>
</tr>
<tr>
<td></td>
<td>37,025,500</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Transfer out to Reserves</td>
<td>555,000</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Funding Sources

<table>
<thead>
<tr>
<th>Source</th>
<th>Revenue</th>
<th>Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Property Tax</td>
<td>12,900,000</td>
<td>Construction Permits</td>
</tr>
<tr>
<td>Sales Tax</td>
<td>11,530,000</td>
<td>Street and Curb Permits</td>
</tr>
<tr>
<td>Transient Occupancy Tax</td>
<td>5,292,000</td>
<td>Other Permits and Licenses</td>
</tr>
<tr>
<td>Utility Users Tax</td>
<td>4,141,000</td>
<td>Use of Money and Property</td>
</tr>
<tr>
<td>Franchise Fee</td>
<td>3,079,000</td>
<td>Charges for Services:</td>
</tr>
<tr>
<td>Other Taxes</td>
<td>414,000</td>
<td>Zoning Fee</td>
</tr>
<tr>
<td>Business License</td>
<td>1,100,000</td>
<td>Plan Checking Fee</td>
</tr>
<tr>
<td>Other Permits and Licenses</td>
<td>40,000</td>
<td>Miscellaneous</td>
</tr>
<tr>
<td>Fines and Forfeitures</td>
<td>360,000</td>
<td>Microfilm / Records Auto Fees</td>
</tr>
<tr>
<td>Use of Money and Property</td>
<td>130,000</td>
<td>Intergovernmental Revenues</td>
</tr>
<tr>
<td>Vehicle In Lien</td>
<td>3,384,000</td>
<td>Other Revenue</td>
</tr>
<tr>
<td>Homestead Relief</td>
<td>80,000</td>
<td>General Fund Contribution 7%</td>
</tr>
<tr>
<td>Intergovernmental Revenues</td>
<td>130,000</td>
<td>Total</td>
</tr>
<tr>
<td>Charges for Services:</td>
<td>42,981,400</td>
<td>Child Care Activity</td>
</tr>
<tr>
<td>Public Safety</td>
<td>105,400</td>
<td>Preschool Activity</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>11,000</td>
<td>Teen &amp; Youth Activity</td>
</tr>
<tr>
<td>Other Revenue</td>
<td>271,000</td>
<td>Other Revenues</td>
</tr>
<tr>
<td>Subtotal</td>
<td></td>
<td>General Fund Contribution 5%</td>
</tr>
</tbody>
</table>

## Five-Year Forecast 2018-2023

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenue</th>
<th>Expenses</th>
<th>Surplus/(Deficit)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td></td>
<td></td>
<td>217,700</td>
</tr>
<tr>
<td>2019</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2020</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2021</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2022</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2023</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

-24- Sample of Enterprise Fund Budget
## OPERATING, Continued

### Capital Assets-Maintenance

<table>
<thead>
<tr>
<th>Service</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weed Abatement</td>
<td>34,500</td>
</tr>
<tr>
<td>Street Lighting &amp; Traffic Signals</td>
<td>461,800</td>
</tr>
<tr>
<td>Street Repairs</td>
<td>569,000</td>
</tr>
<tr>
<td>Environmental Services</td>
<td>778,600</td>
</tr>
<tr>
<td>Park &amp; Landscape Maintenance</td>
<td>1,912,200</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>3,656,100</td>
</tr>
</tbody>
</table>

### Capital Assets-Construction

<table>
<thead>
<tr>
<th>Service</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Street Construction</td>
<td>1,778,600</td>
</tr>
<tr>
<td>Housing Community Development</td>
<td>0</td>
</tr>
<tr>
<td>Park Construction</td>
<td>0</td>
</tr>
<tr>
<td>Capital Improvements</td>
<td>335,000</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td>2,133,600</td>
</tr>
<tr>
<td>Fund Transfer to General Fund</td>
<td>300,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>2,433,600</td>
</tr>
</tbody>
</table>

### Revenue

<table>
<thead>
<tr>
<th>Service</th>
<th>Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Charges for Services:</td>
<td></td>
</tr>
<tr>
<td>Weed Abatement</td>
<td>7,000</td>
</tr>
<tr>
<td>Environmental Services</td>
<td>473,000</td>
</tr>
<tr>
<td>Other Revenues</td>
<td>55,000</td>
</tr>
<tr>
<td>General Fund Contribution 85%</td>
<td>3,119,100</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>3,656,100</td>
</tr>
<tr>
<td>Investment Earnings</td>
<td>20,000</td>
</tr>
<tr>
<td>State Gasoline Tax</td>
<td>2,054,000</td>
</tr>
<tr>
<td>Other Agencies</td>
<td>194,000</td>
</tr>
<tr>
<td>Park Impact Fees</td>
<td>1,500,000</td>
</tr>
<tr>
<td>Development Impact Fees</td>
<td>1,350,000</td>
</tr>
<tr>
<td>Community Dev. Maint. Fees</td>
<td>600,000</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td>5,698,000</td>
</tr>
<tr>
<td>Fund Appropriation:</td>
<td></td>
</tr>
<tr>
<td>Street Construction</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>5,698,000</td>
</tr>
</tbody>
</table>
OTHER BUDGET AND FINANCIAL ISSUES

PERS

The most significant increase to the budget during the past few years has been the retirement costs through the Public Employees' Retirement System (PERS).

The PERS Board continues to adopt changes to their assumptions and accounting methodology that have increased the City's rates by almost 70% in the last three years and are estimated to increase over 29% in the next three years. This equates to an average increase of about $1 million per year in pension costs. The Board is adopting these changes to boost the probability that the fund will reach fully funded status in 30 years.

The State enacted the Public Employee Pension Reform Act in 2013. This Act establishes a new tier for new employees that are new to the PERS system. In the long-term this will reduce pension costs, but provides little short term relief to the City.

The total cost for pensions is expected to be $8.5 million in 2018-19 and $9.2 million in 2019-2020.

CAPITAL IMPROVEMENT PLAN

The Capital Improvement Plan (CIP) was developed to provide the City Council with a method for selecting and prioritizing potential capital projects, special studies, and new equipment purchases over $5,000, and determining their financial feasibility.

Capital improvements are major physical improvements throughout the community or expenditures that involve significant resources of more than $5,000 above and beyond the City's operating budget. They tend to be special one-time projects designed to address or study a significant community need or problem and can include feasibility studies, equipment, and/or systems (e.g., radios, telephones, etc.) that are not normally part of the City's operating budget. CIP projects exclude most ongoing maintenance projects, replacement of equipment, and operating programs.

The objectives of the CIP are to: (a) assist City staff in projecting future requirements for personnel and equipment in the development of departmental programs and the City’s Biennial Budget; (b) relate the planning of CIP projects more effectively to general City goals and the operating budget; and (c) improve planning and coordination of projects that require significant funding commitments.

Projects that should be included in the CIP are as follows:

1. All projects which involve expenditures of $5,000 or more for the improvement of public buildings and the construction or improvement of public streets and parks, with the exception of most maintenance or repair.

2. All other projects, equipment, or studies over $5,000, which would not normally be included as part of the City's operating budget.

3. All purchases of property, including street easements and rights-of-way.

The following items should not be included in the CIP:

1. All equipment replaced through the City's equipment replacement fund (Activity 9710), which is managed by the Finance Department.
2. Most park maintenance, building or street repairs to City facilities, which are handled through the Maintenance Division.

3. All capital outlay items costing less than $5,000, which are included in a department’s operating budget.

The CIP is processed concurrently with the Five-Year Forecast and is published with the Biennial Budget as a single document. The CIP considers capital expenditures, establishes priorities for those expenditures, determines the funds available, analyzes short- and long-term budget impacts, and prioritizes projects for implementation. It provides a framework for determining the amount of future funds and possible additional sources of funds that are available for projects.

CAPITAL PROJECT FUNDING

Surplus General funds have been used to replenish the capital projects fund. Significant impact fees have also been collected over the last two years to provide funding for park projects. Measure GG is allowing for large transfers to the capital fund to provide funding for the Civic Center Project. Even with this improved funding status, staff will continue to look into new revenue sources for future capital projects and provide City Council with recommendations on what type of new revenues would be most fiscally prudent.

LEVEL OF RESERVES

Many of the City’s primary revenue sources - sales tax, property tax, and transient occupancy tax are impacted by changes in the economy. When the economy slows down or goes into recession, these revenues drop. Reserve levels are established to provide a cushion for these times and to absorb sudden losses of revenue as a result of other reasons such as legislative acts. This was the case when the State shifted property tax revenues away from cities in the early 1990s as part of the Educational Reimbursement Augmentation Fund (ERAF) shift.

In determining the proper level of reserves, staff estimates the potential impact of a recession on its primary revenues as noted above. Staff also looks at the prevailing practices of other cities and reviews guidelines established by the California State Municipal Finance Officers Association (CSMFO) and Government Finance Officers Association (GFOA). The City maintains a number of designated reserves including:

(1) A general fund reserve designated for operations, referred to as the “Catastrophic Reserves.” This reserve is set aside to meet sudden unexpected expenses such as a legal liability or costs associated with an unexpected disaster. The balance of this reserve is set at 15% of operating expenditures. The balance at the end of fiscal year 2016-2017 was $6.8 million.

(2) A general fund reserve designated for fiscal uncertainty. This reserve is set aside to reduce the organizational impact of a short-term revenue loss. Between 2006 and 2010, in addition to the severe cuts to service and staffing levels, the City used $7 million in reserves while balancing the budget. The reserve has been designated to be 10% of the operating expenditures. The balance in the Fiscal Uncertainty Fund at the end of fiscal year 2016-2017 was $4.6 million.

(3) A capital projects reserve set aside to fund the Capital Improvement Plan. As the unallocated fund balance has allowed, transfers have been made into the capital reserves. The unallocated Capital Reserves are estimated to be at $6.2 million at the end of Fiscal Year 2016-2017. An additional $2
A million in surplus was approved to be transferred into the Capital Reserves bringing the balance to $8.2 million.

(4) A committed Pension and OPEB Reserve was established in 2017. This reserve can only be used to pay pension or OPEB costs. Current pension and OPEB costs are included in the budget and this reserve will be used only if the City’s pension or OPEB obligations cannot be met. Once PERS has finalized their changes, the City will evaluate the benefit of paying lump sum contributions toward the unfunded liabilities.

The City also has a number of restricted funds which can only be used for a limited number of specific purposes and non-discretionary funds which can be used for General Fund purposes. For example, Gas Tax can only be used to maintain streets and rights-of-ways.

**UNALLOCATED FUND BALANCE**

Funds that have not been appropriated, identified as reserves, or legally identified for a specific purpose remain in the General Fund as unallocated fund balance. The projected amount remaining in unallocated fund balance is currently at $7.2 million.

**APPROPRIATIONS LIMIT**

The State election on June 5, 1990 resulted in the passage of Proposition 111, amending Article XIII B of the California Constitution, the governing legislation for calculating the appropriations limit. Under the amended legislation, the appropriations limit may increase annually by a factor comprised of the change in population (city or county), combined with either the change in California per capita personal income or the change in the local assessment roll due to local non-residential construction. Fiscal year 1986-87 is the base year from which these factors are applied. The intent of the amended legislation was to provide a more equitable method of calculating the appropriations limit. This resulted in a significant increase in the City’s appropriations limit. The City’s current fiscal year 2017-2018 Annual Budget includes appropriations subject to the limit of $55,715,000. This is well below the City’s appropriation limit of $348,992,543. Staff has no concerns regarding our ability to stay within the limit.
In 1999, City Council directed City staff to transition from an annual to a biennial budget cycle beginning with fiscal years 2000-2001 and 2001-2002. This change affected the preparation of the Budget, Capital Improvement Plan, and the Five-Year Forecast documents.

There are a number of advantages in a multi-year budgeting approach. First, the City has made a strong commitment to closely tie specific short- and long-term goals directly to the budget. The City views the budget planning process as the primary tool used in identifying the most important things to accomplish and then ensuring that the budget allocates the resources necessary to achieve them. Accordingly, the budget process includes early City Council involvement in setting major policy goals and priorities as articulated in this document. Many of the City's Strategies and Action Items do not fit into one-year increments. A multi-year approach is more conducive to setting meaningful objectives with realistic timeframes for completing them.

A multi-year approach also strengthens fiscal year control by providing for more orderly spending patterns for departments in managing their operating budgets. This helps to eliminate the last minute expenditure decisions that are made at the end of a typical fiscal year budget cycle. Multi-year budgets allow departments to plan for the funding of worthwhile activities or projects and ensure that the funding is available for multi-year objectives and operating activities.

The preparation of the Five-Year Forecast, Budget, and Capital Improvement Plan is an extensive, time-consuming process that involves virtually everyone in the organization, including the City Council. This requires a significant commitment of staff time and resources; however, significant savings are realized in the second year as a result of not having to prepare department budget plans and create new documents. The budget will be reviewed after the first year and any necessary adjustments will be made at that time. This will require much less staff time.

Finally, a multi-year budgeting process emphasizes the City's fundamental commitment to fiscal health and independence as outlined in the City's Culture Statement. It also encourages a more thorough and forward thinking planning process. Planning must be done not just for one year, but also for the foreseeable future and involves developing and implementing solutions to meet longer term needs.

**BUDGET POLICIES**

The 2018-2019 and 2019-2020 budget will be the tenth biennial budget for the City. This budget will be based on some key principles that support the City's strategy of fiscal independence and sustainability.

- The budget will be balanced and fiscally conservative.
- The City will continue providing services at least at current levels and with adequate funding.
• General Fund and Capital Fund balances will be maintained at levels that will support the City during future economic and other financial uncertainties.

• Expenditures and revenues will be estimated at conservative, but realistic levels.

• The budget will support the Critical Issues and Strategies and related Action Items that are identified in the Strategic Plan.

BUDGET ASSUMPTIONS

The Biennial Budget for fiscal years 2018-2019 and 2019-2020 will be developed with the assumption that the economy will continue to show a steady increase. The budget will also assume a minimum growth in operating expenditures. Budgets will be approved by the City Council for both years in June 2018. All operating budget appropriations not spent in 2017-2018 will lapse on June 30th, unless they are encumbered to meet specific obligations such as contracts and agreements, services, and other procurements incurred during the fiscal year. These will be re-appropriated in the 2018-2019 fiscal year budget.

BUDGET PLAN

On February 8, 2018, the City Council held a budget work session on the projected budget for 2018-2019 and 2019-2020. At that time, budget forecasts based on economic predictions from late 2017 were used to identify budget sustainability strategies. The budget plan anticipated a $700,000 surplus at the end of 2017-2018 and with a projected surpluses for the following two years. The larger, budgeted surpluses are intended to reduce the City’s reliance on the UUT which expires in December of 2020.

The Biennial Budget will include issues discussed at that meeting.

The draft Five-Year Forecast has been prepared as this basis for the next Biennial Budget. This forecast includes a number of assumptions that should be noted here:

• Overall, the economy will continue slow, steady growth for at least the next two years.

• The General Fund operating reserve, "Catastrophic Reserves," should be maintained at its current level of 15% of the operating expenditures.

• The Fiscal Uncertainty reserve should be maintained at its current level of 10% of the operating expenditures.

• A modest Capital Improvement Program should continue to be implemented due to the limited capital reserves.

STRATEGIC PLAN UPDATE

In an effort to keep abreast of changing times and take advantage of new technology, the City saw the need to develop a formal process that would allow us to move into the New Millennium, yet maintain our sense of community. A Strategic Plan was developed and first introduced in 1994. The City operated under the initial Strategic Plan for five years. Going forward, that Plan was reviewed and evaluated annually, and included key issues and action items intended to guide the City into the future.

While the Strategic Plan was successful in meeting many of its goals, technology and conditions were changing rapidly, which required the City to take another look at the process. In 1999 and 2004, the City reviewed the Strategic Plan and determined the need to make significant
modifications which would allow the Plan to become more fluid and change as conditions dictate. Chief among the modifications was the identification of Critical Issues facing the City. Those Critical Issues, which replaced the initial Plan’s key issues, are important areas of concern addressing Public Safety Services, Education, Quality of Life, Community Development, and City Government Operations. In order to operate soundly and provide the highest level of service to the citizens of Newark, the City must address these Critical Issues and anticipate potential problems associated with them. Therefore, the Strategic Plan included Strategies, or processes, to address each of the Critical Issues. The Strategies are broad statements of intent. Of perhaps more significance are the Action Plans associated with each of the Strategies. The Action Plans spell out specific means of addressing each Strategy, with specific programs, policies, or procedures which will help the City meet the needs of its citizens, adjust to changing times, and yet be ever mindful of the desire to maintain our sense of individuality, uniqueness, and community.

As noted above, it has been two years since the Critical Issues and Strategies and related Action Plans last received a comprehensive reevaluation and overhaul. This forecast includes updates to the Strategic Plan.

The Action Plans includes the current status (Completed, In Progress, Ongoing, or Pending) of each item. Plans that are labeled as “Completed” were finalized during the last Five-Year Forecast period. Those that are “In Progress” have been started, but not finalized and “Ongoing” Plans continue to be worked on. “Pending” Plans are those that were underway, but have been deferred due to unforeseen circumstances or lack of funding.
CRITICAL ISSUES AND STRATEGIES

I. PUBLIC SAFETY SERVICES

Provide a level of public safety services that will protect our citizens, property, and community assets.

A. Continue to serve and protect based on a community-oriented policing philosophy.
B. Continually evaluate the technological needs of public safety services and make upgrades where appropriate.
C. Respond to evolving demands caused by changes in regulatory requirements or in the community.
D. Continue the training and updates of internal and external emergency preparedness programs.
E. Participate in collaborative efforts with other agencies.
F. Identify and request the timely repair, upkeep, and replacement of safety equipment and buildings.
G. Minimize risk potential for members of the public and staff.
H. Explore opportunities to regionalize resources with other agencies.
I. Identify and evaluate resources to assist with the procurement of grant funding for public safety services.
J. Implement a service model reflective of our existing budget and staffing, while utilizing new and existing technologies to increase efficiencies.
K. Develop policing and outreach programs that encourage community involvement.
L. Continue to train and educate staff in order to provide the highest level of service to our community and for future growth of the department.

II. EDUCATION

Support, encourage, and offer opportunities and programs that facilitate quality community education.

A. Continue to work with the Newark Unified School District and private schools and support other collaborative efforts that strive toward the development of a “world class” school system.
B. Offer meaningful educational, intergenerational, and cultural programs through the Recreation and Community Services Department.
C. Encourage continued business community involvement in supporting education.
D. Work with Ohlone College on future improvement of the Newark Campus and continue to explore other opportunities for partnerships with the Community College District.
III. QUALITY OF LIFE

Provide programs, services, facilities, parks, and open spaces that make Newark a desirable and healthy place to live.

A. Promote, enforce, and preserve city beautification measures as resources allow.
B. Continue to offer quality Senior Services for the senior community.
C. Provide facilities that allow all community members an opportunity to engage in cultural, recreational, and educational programs and services.
D. Monitor transportation conditions, including traffic congestion, bicycle and pedestrian mobility, and transit level of service.
E. Collaborate with local agencies and organizations to enhance delivery of Recreation and Community Services programs and services.
F. Continue to offer a variety of Recreation and Community Services activities that help enhance the quality of life within the community.
G. Encourage, support, and recognize community volunteerism.
H. Provide clean, safe, inviting, and well-maintained facilities, parks, and open spaces for community use.
I. Implement programs and services that promote healthy lifestyles and encourage healthy eating and physical fitness.
J. Promote climate protection, water efficiency, stormwater protection, energy conservation, and “Reduce, Reuse, Recycle, or Rot” of solid waste.

IV. COMMUNITY DEVELOPMENT

Make development decisions that maintain a vibrant, balanced, quality community.

A. Improve housing diversity, add community amenities, and enhance long-term revenue through new development consistent with Specific Plans and the General Plan.
B. Ensure that the community has a coherent and long-term vision for the future through its General Plan, Specific Plans, and Master Plans.
C. Market our community through partnerships with regional agencies, neighboring communities, and directly with property owners, brokers, and businesses.
D. Support the local business community.
E. Promote investment and quality of life in existing neighborhoods.
F. Strengthen community identity and City revenue by promoting a varied and vibrant retail mix within attractive retail areas.
G. Promote the development of transportation options such as Dumbarton Transit alternatives and bicycle and pedestrian improvements.

V. CITY GOVERNMENT OPERATIONS

Operate a City government that enables the organization to meet service demands of the community.

A. Provide and maintain public facilities as resources allow.
B. Continue to take actions that promote and enhance long-term fiscal stability and independence.
C. Continually evaluate the technological needs of the organization and make upgrades where appropriate.
D. Identify short and long-term space needs, and ensure facility needs for City departments are provided.
E. Work with other agencies to meet the needs of the community.
F. Participate in regional and sub-regional collaborative efforts.
G. Provide a safe and effective work environment that engages each employee to perform at an optimum level of service.
STRATEGIC PLAN STATUS REPORT

I. PUBLIC SAFETY SERVICES

Critical Issue

Provide a level of public safety services that will protect our citizens, property, and community assets.

STRATEGY I-A

Continue to serve and protect based on a community-oriented policing philosophy.

ACTION PLAN

1. Police will continue, on an as needed basis, the mobilization of directed patrol, which will provide specialized enforcement, as staffing and pending calls for service allow. Status: Ongoing.

2. Police will continue utilizing a community policing strategy based on legitimate citizen input with a problem-solving delivery system. Status: Ongoing.

3. Police will continue to work toward achieving the goals set forth in the department's Strategic Plan document. Status: Ongoing.

4. Police will continue to procure and implement less lethal devices and technologies to facilitate our de-escalation strategies. Status: Ongoing.

5. Police will establish a patrol field office at the Community Center that would allow officers to remain accessible and visible to the community. Status: In Progress.

6. Police will continue to utilize annuitants and volunteers to augment police services. Status: Ongoing.

7. Police and Fire will meet regularly with requesting neighborhood associations and community groups to continue an assessment of community needs and department effectiveness. Status: Ongoing.

8. Police and Fire will continue to attend community functions such as National Night Out, Family Day at the Park, and Ash Street Summer Program in an effort to maintain a close relationship with citizens. Status: Ongoing.


STRATEGY I-B

Continually evaluate technological needs of public safety services and make upgrades where appropriate.

ACTION PLAN

1. Police will work in conjunction with Information Systems to expand and continually update the Police Department website. Status: Ongoing.

2. Police will work in conjunction with Information Systems and Public Works in the implementation of GIS mapping capabilities for field units. Status: Ongoing.

3. Police will continue to survey potential locations for the installation of additional red light cameras within the City. Status: Ongoing.

4. Police will evaluate and implement new body worn camera technology and utilize video technology to reduce risk and liability. Status: Ongoing.


6. Police will begin planning for the implementation of the new regional radio system. Status: In Progress.
STRATEGY I-C

Respond to evolving demands caused by changes in regulatory requirements or in the community.

ACTION PLAN

1. Police will develop programs for public education and awareness of traffic laws, including school safety, adult and child safety programs. Status: Ongoing.

2. Police and Fire will continue to utilize Nixle, Citizen RIMS, and Facebook to distribute information for public awareness. Status: Ongoing.

3. Police will monitor and make recommendations to mitigate any negative impacts that new development could have on police services. Status: Ongoing.

4. Fire will continue to provide training in the use of the automatic external defibrillators to City Personnel, and will continue to collaborate with Risk Management to keep the Public Defibrillator Program current. Status: Ongoing.

5. Fire will enhance training of personnel in terrorism awareness and response, and actively participate in framing a regional response to terrorism. Status: Ongoing.

6. Senior Services staff will continue to work with Police to offer educational workshops on crime/fraud relative to seniors. Status: Ongoing.

7. Public Works will provide programs and practices to ensure compliance with the Clean Water Act and Regional Water Quality Control Board permit. Status: Ongoing.

STRATEGY I-D

Continue the training and updates of internal and external emergency preparedness programs.

ACTION PLAN

1. Fire will continue to facilitate a yearly Citywide training exercise and coordinate ongoing training for City staff to achieve the City's disaster preparedness goals. Status: Ongoing.

2. Fire will continue to train and support Community Emergency Response Team (CERT) volunteers as part of the City's overall disaster plan. Status: Ongoing.

3. Fire and Police will continue to work in conjunction with the Newark Unified School District and private schools on Citywide emergency preparedness to achieve mutual disaster preparedness goals. Status: Ongoing.

4. Fire will collaborate with Police to conduct training on critical incidents, including regularly scheduled meetings between Police and Fire. Status: Ongoing.

5. Police and Public Works will develop information on the layout/plans, to the extent possible, of banks, schools, public libraries, and government offices for use during critical incidents. Status: Ongoing.


7. Fire will work with Recreation and Community Services to update Emergency Action Plans for its facilities, as well as train staff in shelter management. Status: Ongoing.

8. Fire will work jointly with other City departments to formulate and implement a plan to update the storage of food, water, and other critical supplies for use by emergency responders and City personnel during the first 72 hours following a disaster. Status: Pending.

10. Fire will continue its involvement with the Tri-City Emergency Coalition and assist in the coordination between all essential Tri-City public services for emergency preparedness. This will include weekly Emergency Preparedness radio checks and monthly meetings open to all residents of the Tri-City area. Status: Ongoing.

11. Police will partner with local businesses to provide active shooter training. Status: Ongoing.

STRATEGY 1-E
Participate in collaborative efforts with other agencies.

ACTION PLAN
1. Fire will continue use of the District Attorney’s office for hazardous materials enforcement proceedings and will investigate expanding the role of the City Attorney for handling other hazardous materials proceedings. Status: Ongoing.

2. Police will continue to maintain a collaborative partnership with Newark, Fremont, and Union City School Districts and other police departments for juvenile issues related to enforcement and truancy. Status: Ongoing.

3. Police will continue to maintain a relationship with NewPark Mall management in a collaborative effort to deter, prevent, respond to, and solve crime in and around our regional shopping center. Status: Ongoing.

4. Police will evaluate regional sites for training, such as SWAT, pursuit driving, hands on baton, weaponless defense, mutual aid, riot control, firearms, and drivers’ training. Status: Ongoing.

5. Fire will continue its fire prevention education program for both the Newark Unified School District and business community. Status: Ongoing.

6. Police will participate in regional commanders’ staff meetings. Status: Ongoing.

7. Recreation and Community Services will collaborate with surrounding agencies, local businesses, and service organizations to serve community needs. Status: Ongoing.

8. Police will share data amongst local agencies in a collaborative effort to improve responsiveness and communication with citizens. Status: Ongoing.

STRATEGY 1-F
Identify and request the timely repair, upkeep, and replacement of safety equipment and buildings.

ACTION PLAN
1. Public Works will coordinate with Police in the design and construction of a new Police building and modifications to the existing library building for police operations. Status: In Progress.

2. Public Works will continue with prioritizing the routine maintenance and replacement programs for Police and Fire vehicles. Status: Ongoing.

3. Public Works will continue a routine building maintenance program that provides continuous functioning of all the Police and Fire critical tasks. Status: Ongoing.

4. Police will continue to replace essential emergency response equipment in order to provide the best possible service to the community. Status: Ongoing.

STRATEGY 1-G
Minimize risk potential for members of the public and staff.

ACTION PLAN
1. Public Works will continue with a program to prune and provide selected removals of public park and street trees to minimize the risk for structural failure and maintain the health of all
trees as resources allow. *Status: Ongoing.*

2. Public Works will continue a program to clean storm drain inlets prior to the rainy season to reduce the risk of flooding in the streets. *Status: Ongoing.*

3. Public Works will continue a sidewalk, curb and gutter program of grinding or replacing damaged concrete within budget constraints. *Status: Ongoing.*

4. Public Works will continue an annual Thermoplastic striping program to provide safe and visible traveling surfaces for local drivers. *Status: Ongoing.*

5. Public Works will continue with traffic control training for staff to aid in providing construction areas that are easy and consistent to maneuver for the traveling public. *Status: Ongoing.*

6. Public Works will continue with the program, required by the Manual on Uniform Traffic Control Devices, to install larger street name signs on arterials. *Status: Ongoing.*

**STRATEGY I-H**

Explore opportunities to regionalize resources with other agencies.

**ACTION PLAN**

1. Police will explore opportunities to regionalize resources. *Status: Ongoing.*

2. Fire will continue to explore opportunities to share resources with outside agencies. *Status: Ongoing.*

**STRATEGY I-J**

Identify and evaluate resources to assist with the procurement of grant funding for public safety services.

**ACTION PLAN**

1. Police will continue to utilize internal staff to research and compete for available grant funding. *Status: Ongoing.*

**STRATEGY I-K**

Develop policing and outreach programs that encourage community involvement.

1. Police will continue to provide community outreach programs such as the Citizen Police Academy, station tours, public demonstrations, and Coffee with the Cops. *Status: Ongoing.*
2. Police will continue to coordinate and expand the Neighborhood Watch and Community Engagement Programs. *Status: Ongoing.*

3. Police will expand the Ready & Active Volunteers Engaged in Newark (RAVEN) program by increasing recruitment efforts and assigning responsibilities based on volunteer skills and qualifications. *Status: Ongoing.*

4. Police will continue to nurture a positive relationship with local non-profit service organizations. *Status: Ongoing.*

5. Police will utilize social media outlets (ie. Nixle and Facebook) for the timely distribution of public safety related information to the community. *Status: Ongoing.*

6. Police will focus resources on specific problem areas identified through the Neighborhood Watch Program. *Status: Ongoing.*

**STRATEGY I-L**

Continue to train and educate staff in order to provide the highest level of service to our community and for future growth of the department.

**ACTION PLAN**

1. Police will continue to provide mentorship and career development opportunities to staff through the Master Officer Program and Employee Career Development Matrix. *Status: Ongoing.*

2. Police will continue to remain in compliance with Peace Officer Standards and Training (POST) mandated training. *Status: Ongoing.*

3. Police will continue their partnership with California Southern University and encourage staff to seek educational and higher level degree opportunities. *Status: Ongoing.*

4. Police will explore techniques to enhance employee wellness to include mindfulness training in order to mitigate the stressors indicative of the field of law enforcement. *Status: In Progress.*

**II. EDUCATION**

**Critical Issue**

Support, encourage, and offer opportunities and programs that facilitate quality community education.

**STRATEGY II-A**

Continue to work with the Newark Unified School District and private schools and support other collaborative efforts that strive toward the development of a “world class” school system.

**ACTION PLAN**

1. City staff will facilitate communication between the City and the Newark Unified School District to discuss education and youth-related issues. *Status: Ongoing.*

2. The Police Chief and staff will meet regularly with the School Superintendent to discuss safety issues at the school. *Status: Ongoing.*

**STRATEGY II-B**

Offer meaningful, educational, intergenerational, and cultural programs through the Recreation and Community Services Department.

**ACTION PLAN**

1. City staff will provide education-based programs for youth, teens, adults, and seniors at the George M. Silliman Community Activity and Family Aquatic Center. *Status: Ongoing.*

2. Recreation and Community Services will provide limited field trips for program participants that offer an educational, cultural, and/or intergenerational experience. *Status: Ongoing.*

3. Recreation and Community Services will obtain sponsorships and donations to help offset a portion of special events such as the Music at the Grove summer concert series and annual Mariachi Festival. *Status: Ongoing.*
4. Recreation and Community Services will offer recreation programs and activities that are culturally enriching for elementary, junior high, and high school students. **Status: Ongoing.**

5. Recreation and Community Services will offer service opportunities for teen volunteers and provide junior lifeguard programs to develop youth for future employment opportunities. **Status: Ongoing.**

6. Recreation and Community Services will meet the changing needs of our diverse community by offering cost-effective recreational programs and special events. **Status: Ongoing.**

7. Recreation and Community Services will continue to offer opportunities during the critical after-school hours to school age children through cost-effective enrichment classes, and other fee-based activities. **Status: Ongoing.**

**STRATEGY II-C**

Encourage continued business community involvement in supporting education.

**ACTION PLAN**

1. Community Development will ensure that education is a potential beneficiary of all community involvement plans submitted by businesses. **Status: Ongoing.**

2. Community Development will ensure that new residential developers work closely with the Newark Unified School District when Zoning Ordinance or General Plan changes are proposed. **Status: Ongoing.**

3. Community Development will continue to work with the Board of the Chamber of Commerce on its commitment to education in the community. **Status: Ongoing.**

**STRATEGY II-D**

Work with Ohlone College on future improvement of the Newark Campus and continue to explore other opportunities for partnerships with the Community College District.

**ACTION PLAN**

1. Community Development will work with Ohlone College officials to ensure that additional development on the Cherry Street site is in conformance with the General Plan. **Status: In Progress.**

2. Community Development will work with Ohlone College officials to identify areas for collaboration that will enhance educational opportunities for the community. **Status: Ongoing.**

**III. QUALITY OF LIFE**

**Critical Issue**

Provide programs, services, facilities, parks, and open spaces that make Newark a desirable and healthy place to live.

**STRATEGY III-A**

Promote, enforce, and preserve City beautification measures as resources allow.

**ACTION PLAN**

1. Police will provide support and advice to neighborhood associations whenever possible. **Status: Ongoing.**

2. Community Development will conduct proactive nuisance abatement through code compliance. **Status: Ongoing.**

3. Police will coordinate and support the volunteer graffiti abatement program. **Status: Ongoing.**

4. Community Development will implement the Art in Public Places Master Plan. **Status: In Progress.**

5. Public Works will continue maintenance programs and undertake critical projects to maintain...
and repair City facilities to maximize use by the public and minimize the long-term cost of the assets. Status: Ongoing.

6. Public Works will continue maintenance programs and undertake critical projects to maintain and enhance the City landscaping assets. Status: Ongoing.

7. Public Works will design and construct projects to improve streetscapes as part of the City’s Arterial Streetscape Beautification Program as funding allows and in accordance with water conservation requirements. Status: Pending.

8. Public Works will implement a project to restore landscaping at Lakeshore Park. Status: Pending.

STRATEGY III-B

Continue to offer quality Senior Services for the senior community.

ACTION PLAN

1. Recreation and Community Services will continue to manage paratransit and related services funded through Measure B and Measure BB under a Joint Task Order with the City of Fremont. Status: Ongoing.

2. Recreation and Community Services will continue to offer case management services for seniors through a Joint Task Order with the City of Fremont. Status: Ongoing.

STRATEGY III-C

Provide facilities that allow all community members an opportunity to engage in cultural, recreational, and educational programs and services.

ACTION PLAN

1. Public Works and Recreation and Community Services will implement the priority projects that are identified in the Citywide Parks Master Plan. These will include a skate park, the dog park at Community Park, and all-weather turf fields at the George M. Silliman Sportsfield Park. Status: In Progress.

2. Public Works will coordinate the design and construction of a new library and modification to the existing library as part of the new Civic Center project. Status: In Progress.


4. City Manager and Public Works will identify and evaluate options for providing performing arts facilities. Status: Pending.

STRATEGY III-D

Monitor traffic conditions, including traffic congestion, bicycle and pedestrian mobility, and transit level of service.

ACTION PLAN

1. Police’s role in reducing traffic congestion is twofold: (a) education of the public regarding driving habits that contribute to traffic congestion, and (b) enforcement of traffic laws to prevent traffic-related accidents. Status: Ongoing.

2. Police will plan for and address specific traffic-problem areas, such as school zones and crosswalks, through education and enforcement. Status: Ongoing.

3. Police’s Traffic Unit will meet with Engineering, Planning, and Zoning to share information on traffic-related issues. Status: Ongoing.

4. Police and Public Works will pursue grants to assist with the department’s ability to meet traffic-related needs. Status: Ongoing.

5. Police will continue to meet with local school officials to address congestion issues around school sites and provide educational programs for students and parents. Status: Ongoing.
6. Public Works and Police will continue to monitor areas of congestion citywide and take appropriate actions to mitigate congestion. **Status: Ongoing.**

7. Public Works will implement projects identified in the Citywide Pedestrian and Bicycle Master Plan. **Status: Ongoing.**

8. Public Works will continue the development and implementation of traffic calming measures, where appropriate, in the community. **Status: Ongoing.**

9. Public Works will continue to implement the City’s Complete Streets Policy. **Status: Ongoing.**

10. Community Development will work with AC Transit and regional agencies to provide the best possible transit system serving the community. **Status: Ongoing.**

11. Police will continue to participate in regional traffic efforts such as the Avoid the 21 DUI campaign, Tri-City Accident Investigation Team (TAIT), High Intensity Traffic Team (HITT), and Commercial Officers of Southern Alameda County (COSAC). **Status: Ongoing.**

**STRATEGY III-F**

Continue to offer a variety of Recreation and Community Services activities that help enhance the quality of life within the community.

**ACTION PLAN**

1. Recreation and Community Services will work to secure funding to provide and promote scholarship opportunities to eligible Newark youth. **Status: Ongoing.**

2. Recreation and Community Services will continue to offer drop-in activities, programs, and special events within the Teen Area at the George M. Silliman Activity and Family Aquatic Center. **Status: Ongoing.**

3. Recreation and Community Services will continue to cost-effectively market programs to maximize the use and revenue potential for the on-going operation and maintenance of the George M. Silliman Activity and Family Aquatic Center. **Status: Ongoing.**

4. Recreation and Community Services will explore grant and sponsorship funding opportunities to support programs and activities. **Status: Ongoing.**

**STRATEGY III-G**

Encourage, support, and recognize community volunteerism.

**ACTION PLAN**

1. City Administration will maintain a current list of City volunteers, create and retain a current list of community volunteer opportunities within the City, and act as a liaison to connect volunteers to local service organizations. **Status: Ongoing.**

2. City Administration will use various forms of media to conduct an advertising campaign to recruit new volunteers. **Status: Ongoing.**
3. City Administration will facilitate a citywide annual volunteer recognition event. *Status: Ongoing.*

4. All City departments, with the assistance of City Administration, will evaluate their volunteer needs and accept qualified volunteers whenever possible. *Status: Ongoing.*

**STRATEGY III-H**

Provide clean, safe, inviting, and well-maintained facilities, parks, and open spaces for community use.

**ACTION PLAN**

1. Public Works will maintain the Urban Forest Management Program and integrate it with GIS. *Status: Ongoing.*

2. Public Works will complete a biennial survey of the street system, update the Pavement Management Program, and develop alternative budget scenarios for the entire street system. *Status: Ongoing.*

**STRATEGY III-I**

Implement programs and services that promote healthy lifestyles and encourage healthy eating and physical fitness.

**ACTION PLAN**

1. Recreation and Community Services will continue to provide fitness facilities and exercise programs for the community. *Status: Ongoing.*

2. Recreation and Community Services will explore opportunities to collaborate with local health providers to educate residents and promote activities that lead to a lifelong commitment to healthful living. *Status: Ongoing.*

3. Recreation and Community Services will continue to offer activities and programs that encourage healthful lifestyle choices. *Status: Ongoing.*

**STRATEGY III-J**

Promote climate protection, water efficiency, stormwater protection, energy conservation, and “Reduce, Reuse, Recycle, or Rot” of solid waste.

**ACTION PLAN**

1. Public Works will provide biennial updates on the City’s progress towards achieving Green House Gas emission reduction goals set in the adopted Climate Action Plan. *Status: Ongoing.*

2. Public Works will maintain and report Green House Gas inventories on a regular basis. *Status: Ongoing.*

3. Public Works will continue to change light fixtures and ballasts to energy efficient models. *Status: Ongoing.*

4. Public Works will continue to replace outdated equipment with energy efficient models. *Status: Ongoing.*

5. Public Works will continue to implement integrated pest management practices that reduce the amount of chemicals in use. *Status: Ongoing.*

6. Public Works will continue to research grant opportunities for implementation of climate protection measures. *Status: Ongoing.*

7. Public Works will research opportunities to convert fleet vehicles to alternative fuel vehicles. *Status: Completed.*


10. Waste Management Division will continue to work with our Franchise Hauler and stopwaste.org to meet county and state diversion goals. *Status: Ongoing.*
11. Public Works will explore green building designs and practices for the new Civic Center. **Status: In Progress.**

12. Public Works will maximize the potential to implement and incorporate Green Infrastructure into both capital improvement and private development projects in order to manage stormwater runoff and reduce the amount of pollutants that enter the City’s storm drain system, creeks, and the San Francisco Bay. **Status: Ongoing.**

13. Public Works will identify and develop an educational program that informs residents, businesses, and employees of the environmental, economic, and place-making benefits of integrating Green Infrastructure into public rights-of-way and private development. **Status: Pending.**

**IV. COMMUNITY DEVELOPMENT**

**Critical Issue**

Make development decisions that maintain a vibrant, balanced, quality community.

**STRATEGY IV-A**

Improve housing diversity, add community amenities, and enhance long-term revenue through new development consistent with Specific Plans and the General Plan.

**ACTION PLAN**

1. Community Development will implement the Housing Element in compliance with State law and Plan Bay Area. **Status: Ongoing.**

2. Community Development will work with developers to facilitate development of a golf course or other recreational amenity and high-end housing consistent with the Areas 3 and 4 Specific Plan. **Status: Ongoing.**

3. Community Development will identify multi-family housing units that are in need of rehabilitation and identify strategies and funding sources to address needed maintenance and repairs. **Status: In Progress.**

4. Community Development will identify sites that would be appropriate for low income families and senior housing. City staff will also work with non-profit housing developers to design and build affordable housing. **Status: In Progress.**

5. Community Development will complete an assessment of local shelter space needs and, depending on the results, identify funding sources for site acquisition and construction of emergency housing or expansion of the existing Second Chance shelter. **Status: In Progress.**

6. Community Development will analyze and address constraints to the maintenance, improvement, or development of housing for persons with disabilities. **Status: Ongoing.**

7. Community Development will promote the redevelopment of sites designated for residential use that are currently developed for commercial/industrial purposes. **Status: Ongoing.**

8. Community Development will assure that conditions of development are established that encourage civic involvement. **Status: Ongoing.**

9. Community Development will work with property owners to implement the Dumbarton Transit Oriented Development Specific Plan. **Status: In Progress.**

10. Community Development and Public Works will evaluate opportunities for streetscape, landscaping, and lighting improvements for Old Town as part of the Old Town Specific Plan. **Status: In Progress.**

**STRATEGY IV-B**

Ensure that the community has a coherent and long-term vision for the future through its General Plan, Specific Plans, and Master Plans.
**ACTION PLAN**

1. Community Development will facilitate the completion of a Citywide Parks Master Plan. *Status: Completed.*

2. City staff will provide the community with improved access to a variety of governmental information via the City’s web page, social media, the newsletter, and the City’s local cable station. *Status: Ongoing.*

3. Community Development will update the Zoning ordinance. *Status: Completed.*

**STRATEGY IV-C**

Market our community through partnerships with regional agencies, neighboring communities, and directly with property owners, brokers, and businesses.

**ACTION PLAN**

1. Community Development will conduct outreach to potential tenants. *Status: Ongoing.*

2. Recreation and Community Services will promote facilities and programs that enhance overall marketability of the City. *Status: Ongoing.*

3. Community Development will encourage development by marketing opportunity sites to developers in partnership with property owners. *Status: Ongoing.*

**STRATEGY IV-D**

Support the local business community.

**ACTION PLAN**

1. Community Development staff will serve as a liaison to the Chamber of Commerce Board of Directors. *Status: Ongoing.*

2. Community Development will include the Chamber of Commerce staff in economic development-related committee activities (e.g., marketing and Old Town). *Status: Ongoing.*

3. Community Development will work with the Chamber of Commerce to promote business retention efforts. *Status: Ongoing.*

**STRATEGY IV-E**

Promote investment and quality of life in existing neighborhoods.

**ACTION PLAN**

1. Community Development will ensure that blighted underutilized areas will be included in the citywide code compliance program. *Status: Ongoing.*

2. Community Preservation and the Police Department will enforce new noise regulations. *Status: Ongoing.*

**STRATEGY IV-F**

Strengthen community identity and City revenue by promoting a varied and vibrant retail mix within attractive retail areas.

**ACTION PLAN**


2. Community Development will aggressively pursue revenue generating businesses. *Status: Ongoing.*

3. Community Development will continue to promote the City’s restaurant and hotel marketing strategy. *Status: Ongoing.*

4. Community Development will promote the City to target industries. *Status: Ongoing.*

5. Community Development will meet periodically with brokers and realtors to discuss target industries and promote the community. *Status: Ongoing.*
**STRATEGY IV-G**

Promote the development of transportation options such as Dumbarton transit alternatives and bicycle and pedestrian improvements.

**ACTION PLAN**

1. Public Works will provide leadership and staff support to the future development and implementation of the Dumbarton Rail Project and other potential interim improvements. **Status: Pending.**

2. Public Works and Community Development will work closely with the Alameda County Transportation Commission (ACTC) and the Metropolitan Transportation Commission to ensure that Dumbarton Rail remains a priority long-range project. **Status: Ongoing.**

3. Public Works will implement priorities in the Pedestrian and Bicycle Master Plan. **Status: In Progress.**

4. Community Development and Public Works will coordinate development of Dumbarton Transit alternatives with a new transit station. **Status: Ongoing.**

5. Public Works will pursue design and construction of the Central Avenue Railroad Overpass project. **Status: In Progress.**

**V. CITY GOVERNMENT OPERATIONS**

**Critical Issue**

Operate a City government that enables the organization to meet service demands of the community.

**STRATEGY V-A**

Provide and maintain public facilities as resources allow.

**ACTION PLAN**

1. Public Works and City Management will facilitate the design and construction of a new Civic Center. The project will include a Community Library, Police Operations Center, and City Administration Offices. **Status: In Progress.**

2. Public Works will implement projects to maintain existing public facilities, including the Newark Community Center. **Status: Ongoing.**

**STRATEGY V-B**

Continue to take actions that promote and enhance long-term fiscal stability and independence.

**ACTION PLAN**

1. Finance will prepare an update to the City’s purchasing procedures for City Council approval. **Status: In Progress.**

2. Finance will perform internal audits of all City financial related systems and processes in order to ensure compliance with federal, state, and local laws and to ensure the safety and security of City assets. **Status: Ongoing.**

3. Finance will track revenues closely and make recommendations to the City Manager and City Council, including ways the City can save money, to ensure fiscal stability. **Status: Ongoing.**

4. Finance will seek other sources of funds and financing for major capital projects. **Status: Ongoing.**

5. Finance will build capacity in the City’s budget to maintain reserves in accordance with the City’s reserve policy and fund capital projects. **Status: Ongoing.**

**STRATEGY V-C**

Continually evaluate the technological needs of the organization and make upgrades where appropriate.
ACTION PLAN

1. Information Systems will work with departments to use the City’s website and other social media to provide information regarding City services, economic development, and other information resources. **Status: Ongoing.**

2. Public Works and Information Systems will continue the development of a citywide Geographic Information System (GIS) program and will add data layers for the City storm drain system, street lights, capital projects, and record drawings of public improvements. Training will be provided to appropriate staff by a partner in the GIS consortium. **Status: In Progress.**

3. Public Works will update and expand the Engineering Division informational brochures and policy documents. **Status: Ongoing.**

4. Public Works and Information Systems will modify the City’s website to increase the availability of information, data, and forms related to Engineering’s scope of services. **Status: In Progress.**

STRATEGY V-D

Identify short and long-term space needs, and ensure facility needs for City departments are provided.

ACTION PLAN

1. Community Development will facilitate the completion of the Civic Center Feasibility Study. **Status: Completed.**

2. Public Works will pursue the design and completion of a new City Administration Building as part of the new Civic Center project. **Status: In Progress.**

3. Public Works will pursue a project to modify the warehouse at the corporation yard to provide adequate storage for City needs. **Status: Pending.**

4. Public Works will continue with critical flooring replacements, painting and roofing to all City buildings in order to maintain City assets. **Status: Ongoing.**

5. Public Works will continue to research and pursue options for reducing inflating utility costs without reducing services to City functions. **Status: Ongoing.**

6. Public Works will continue to perform preventative maintenance to minimize interruptions caused by equipment failures. **Status: Ongoing.**

7. Public Works will pursue options to provide reliable HVAC systems at all City facilities. **Status: Ongoing.**

STRATEGY V-E

Work with other agencies to meet the needs of the community.

ACTION PLAN

1. Administrative Services will promote commercial/industrial recycling through the conduct of waste audits and through an aggressive construction/demolition debris program. **Status: Ongoing.**

2. Administrative Services will work with Stopwaste and Republic Services on additional strategies for reducing the City’s waste disposal figure, including adding commercial organics collection services. **Status: Ongoing.**

STRATEGY V-F

Participate in regional and sub-regional collaborative efforts.

ACTION PLAN

1. Public Works will continue collaborative work with Fremont, Union City, Alameda County Water District, and Union Sanitary District on the Southern Alameda County GIS Consortium and develop new common layers/data. **Status: Ongoing.**
2. Community Development will participate in the Technical Advisory Committee (TAC) and the Finance Advisory Committee (FAC) which provides support to the AC Transit Policy Advisory Committee (PAC). Status: Ongoing.

3. Public Works will continue to participate in the Alameda County Climate Protection Project. Status: Ongoing.

**STRATEGY V-G**

Provide a safe and effective work environment that engages each employee to perform at an optimal level of service.

**ACTION PLAN**

1. The City Manager will conduct a minimum of two management meetings per year to discuss issues related to City operations and future plans. Status: Ongoing.

2. The City Manager and Executive Team will annually review the organization structure and make adjustments in the workforce as needed to meet service level demands. Status: Ongoing.

3. The Executive Team will meet annually to evaluate operations and review City finances and strategic action plans, to ensure efficient operation of the City in meeting increasing service demands. Status: Ongoing.

4. The Executive Team and Human Resources will foster a positive work environment that recognizes and rewards employee achievement and excellence with such programs as PRIDE, Annual Service Awards, Employee Appreciation Luncheons, and Employee of the Year. Status: Ongoing.

5. Human Resources, in coordination with departments, will provide a citywide training program to ensure compliance with state and federal requirements. Status: Ongoing.

6. Human Resources will serve as a resource to managers and supervisors, whereby employment and labor related policies, processes, and procedures are administered with fairness and equity, balancing the need for compliance within a framework of flexibility. Status: Ongoing.

7. Human Resources will communicate timely and relevant information to all employees, departments and labor groups to provide effective, credible, and consistent information and assistance. Status: Ongoing.

8. Human Resources will participate in the Risk Management Program and Committee to proactively implement best practices in risk management and workers compensation and to utilize data to measure program effectiveness. Status: Ongoing.


11. Human Resources will devise, develop, and implement effective recruitment and selection processes, classification and compensation analysis and planning, employee benefits, and services and compensation for injured workers. Status: Ongoing.

12. The Executive Team and Human Resources will provide career ladders and opportunities for growth and promote and support succession planning in departments. Status: Ongoing.

13. Human Resources will establish and maintain tools and resources for departments to provide timely, accurate, and relevant performance evaluations to promote career development and recognize and encourage employee achievement. Status: Ongoing.

14. Human Resources will communicate transparently with employees to promote an understanding of City work dynamics, trends, policies, processes and procedures with concern and care for the employee as an individual, and
as a member of the Citywide team. Status: Ongoing.

15. Human Resources will develop and implement a citywide employee wellness program that facilitates activities to promote healthier lifestyles including exercise, healthy diet, and nutrition. Status: Ongoing.
GLOSSARY

REVENUE SOURCE DEFINITIONS

Over 50 different ongoing revenue sources finance the services provided by the City. These revenue sources are broken into seven categories. Below are brief explanations of each category and revenue source. Following the revenue source explanations are definitions of terms used in this Five-Year Forecast.

CHARGES FOR CURRENT SERVICES

These charges are commonly known as user fees. These are different from taxes in that the fees are paid directly by the party benefiting from the service. For example, residents pay a fee to participate in the softball program.

Art in Public Places Fee. Charged to residential and commercial/industrial developments and construction projects that add over 10,000 square feet of space or that are located along major arterials as indicated in the General Plan map. The fees collected are used for the creation of artworks in public places and private development in a manner to offset the impacts of urban development.

Development Impact Fee. Charges assessed to new residential, commercial, and industrial developers to be used for specific public safety, transportation, community development, and housing projects.

Environmental Protection Fee. (also known as Urban Run-Off Clean Water Fee). Charged to all parcels in the City and collected through the County tax rolls. This fee covers the City’s costs to minimize storm water runoff pollution into San Francisco Bay. This is a mandated State and Federal program.


Microfilming Fee. Charges associated with the issuance of building permits. Fees are based on the conversion costs and quantity of plans and documents to be microfilmed.

Park Impact Fee. Charged for new dwelling units. The park impact fee was updated in 2016 with a Parks Impact Fee Study which established the reasonable relationship between the parks fee and the purpose of the fee.

Plan Checking Fee. Charged for staff review of plans and field inspections for subdivision construction.

Public Safety Fee. Charges for hazardous materials permits, hazardous materials responses, fire permits, etc. (Fire) and for responding to excessive false alarms, expenses related to cases involving driving under the influence, towing administration, etc. (Police).

Recreation - Child Care Activity Fee. Charged to Licensed Child Care Program participants in order to recover part of the cost of providing specific services offered at the Community Center.

Recreation - Community Center Building Rental Fee. Charges for the use of the Community Center, including wedding receptions, family parties, and community fundraisers.

Recreation - General Community & Human Services. Revenue generated from fee charges generated from a variety of community and human services programs.
and activity fees in order to recover the cost of providing specific services.

Recreation - General Recreation Services. Revenue generated from fee charges from sports and physical fitness programs and activity fees in order to recover the costs of providing specific services. The City also receives fees from Activities Guide advertising.

Recreation - General Senior Center Activity. Revenue generated to partially offset programming costs for Newark’s senior community, including a variety of classes in the arts, home safety, fitness, wellness, computer training, language, excursions, and many other activities.

Recreation - General Teen & Youth Activity. Revenue generated from a variety of youth and teen program fees to recover the costs of providing specific services.

Recreation - Preschool Activity. Revenue generated from Preschool Program fees in order to recover the cost of providing specific services at the Silliman Activity Center.

Recreation - Silliman Activity Users Fee. Revenue generated from a variety of admission fees for the use of the Silliman Activity Center.

Recreation - Silliman Facility Rentals. Revenue generated from rental fee charges for the use of the Silliman Activity Center’s gymnasium and community meeting room.

Recreation - Silliman Family Aquatic Center Concessions. This revenue is generated by food and beverage sales for the convenience of customers while utilizing the amenities, programs, and services available at the Silliman Activity Center.

Recreation - Silliman Family Aquatic Center Programs. This revenue is generated from fee charges for aquatic related programs such as swim lessons, aquatic exercise classes, birthday party packages, family special events, lifeguard certification courses, and camps. Revenue is collected to offset operational and maintenance costs associated with the Aquatic Center.

Sale of Maps & Publications. Revenue derived from charges for the cost of photocopying public documents.

Stormwater Quality Control Plan Review and Inspection Fee. Charges based on project size for staff review and field inspections of developers' plans and measures designed to minimize pollution of storm water due to construction activities.

Street Tree Fee. Charge to developers for maintaining City-planted trees for a period of three years. Revenues collected for damages to City trees caused by vehicular accident are included here.

Weed Abatement Fee. Charges for staff time and contract services for the annual weed abatement program.

Zoning Fee. Charges for discretionary land use reviews completed by an administrative process or through Planning Commission and City Council review.
FINES AND FORFEITURES

Revenues resulting from regulatory or legal action that are punitive in nature and designed to discourage certain behaviors.

Court Fines. The City's apportionment of court fines collected and remitted by the County.

Vehicle Code Fines. The City's apportionment of fines and forfeitures collected by the County. These fines and forfeitures result from violations of the State Vehicle Code.

LICENSES AND PERMITS

The City grants licenses and permits to allow businesses or residents to engage in certain activities. This revenue helps to offset the costs of enforcing the City's regulations.

Animal Licenses. Ownership or possession of a dog requires the purchase of a dog license.

Business Licenses and Registration. License and registration are required for all businesses operating in the City. A majority of businesses consist of commercial enterprises and professionals whose business license fees are based on gross receipts.

Construction (Building) Permits. Fee for the procurement of building permits that are required for construction projects. The fee are based on the specific nature of the project.

Encroachment (Street) Permits. Fee for staff review of the plans and field inspections for work in the public right-of-way performed under an encroachment permit.

Other Licenses and Permits. Fees charged for licenses and permits not identified elsewhere. Examples include fees for alarm or dance permits.

PROPERTY TAXES

California State Constitution Article XIII A provides that the combined maximum property tax rate on any given property may not exceed 1% of its assessed value, unless an additional amount has been approved by voters. The County of Alameda assesses properties, bills, and collects these property taxes. The City's share, including all penalties and interest, is remitted by the County.

The two major categories of property tax include:

- **Secured.** A property tax that is levied on real property. Real property is immobile and includes land, natural resources, and fixed improvements to the land.

- **Unsecured.** A property tax that is levied on personal property. Personal property is mobile and includes such tangible property as equipment and inventory.

REVENUE FROM OTHER AGENCIES

The Federal government, State of California, and Alameda County all provide revenue to the City for specific programs.

Federal and State Grants. Funding or contribution by Federal and State governments to support a particular program or function.

Gasoline Tax. Gas tax revenues provided by Sections 2105, 2106, 2107, and 2107.5 of the State of California's Streets and Highways Code. These revenues are expended
for construction and maintenance of City streets.

**Homeowners Relief.** Replacement revenue of homeowners’ property taxes by reason of exemption granted, as remitted by the State of California through Alameda County.

**Vehicle In-Lieu.** Prior to the 2004 Budget Act, this revenue was backfilled from the State’s general fund. In November 2004, Proposition 1A was passed that eliminated the Vehicle License Fee backfill and replaced it dollar-for-dollar with property taxes. This revenue source will increase by the same percentage as the property tax assessed valuation.

**REVENUE FROM USE OF MONEY AND PROPERTY**

The City’s money and property can grow in value when not being used for other purposes.

**Investment Earnings.** A revenue source resulting in the investment of temporary idle funds in interest-bearing accounts. The City has been investing these funds in the State of California’s Local Agency Investment Fund, which is a professionally managed fund overseen by the State Treasurer’s Office.

**SALES AND OTHER TAXES**

These taxes are economically sensitive and revenue generated from them is used to support basic City-delivered services.

**Franchise Fee.** A tax that is usually levied on utility companies for their use of City streets (right-of-way) or for their exclusive franchise to provide services to residents. Newark imposes a 1% tax on the gross receipts from Pacific Gas and Electric Company; a 20% tax on the gross receipts from Republic Services (from both residential and nonresidential customers); a 5% tax on the gross receipts of the cable television franchise; and an annual franchise fee of approximately $6,000 on the gas pipeline that runs through Newark.

**Property Transfer Tax.** This tax is levied at a rate of $1.10 per $1,000 of equity value transferred at the time of sale. Alameda County collects the tax and the City receives one-half. Revenues are dependent on how frequently the property is transferred and on the accrued value at the time of the transfer.

**Sales and Use Tax.** A 9.25% sales tax is levied against the gross sales price of most tangible property sold in Newark other than property sold for resale. Newark receives 1%, with the remaining 8.25% allocated to other agencies that include the State of California, County of Alameda, Bay Area Rapid Transit, and Alameda County Transit. Newark also receives an additional 0.5% of the gross sales prices for tangible property used in Newark, even if sold in another jurisdiction. This brings the total sales tax on most products to 9.75%.

**Transient Occupancy Tax.** A 10% tax is levied on charges for occupancy of hotel and motel rooms. This tax compensates the City for indirect costs created by visitors, such as increased pollution and congestion. This tax is borne almost exclusively by nonresidents.

**Utility User Tax.** A 3.25% tax was levied on electricity, natural gas, cable television, and phone services effective January 1, 2016. This is a General Fund revenue.
TERM DEFINITIONS

Below are brief definitions of terms used in this year's Five-Year Forecast. A more detailed explanation of revenue sources can be found in the previous section.

ACTION PLANS

Originally developed by City staff to address the Key Issues identified in "Five-Year Forecast 1994-1999" within the context of the City's Vision and Mission statements. Action Plans are now developed to address Critical Issues and Strategies and updated with each Five-Year Forecast.

ASSOCIATION OF BAY AREA GOVERNMENTS (ABAG)

A regional planning agency consisting of the nine Bay Area counties and cities within those counties.

BIENNIAL BUDGET

A financial plan applicable to two consecutive fiscal years.

BUDGET PLAN

A list of actions approved by the City Council that provides direction for preparing the Biennial Budget. The Budget Plan is articulated in the Strategic and Budget Plans section.

CAPITAL IMPROVEMENT PLAN (CIP)

A document that lists potential capital projects by ranking, funding availability, and estimated cost.

CAPITAL PROJECTS FUND

A capital improvement, as identified in the Capital Improvement Plan, which requires a significant financial commitment above the City's Operating Budget, and can exceed more than one fiscal year.

CHAMBER OF COMMERCE

Largest business association in the City that provides service and opportunities to all types and sizes of companies, including networking and promotion.

CITY COUNCIL

The City's policy and decision-making board comprised of a Mayor and four Council Members. The Mayor is elected to two-year terms and Council Members to four-year terms.

CONDITIONAL USE PERMIT (CUP)

Pursuant to the Zoning Ordinance, a conditional use permit (CUP) may authorize uses not routinely allowed on a particular site.

CRITICAL ISSUES AND STRATEGIES

Critical Issues are fundamental challenges facing Newark. Strategies are the plans, programs, processes, or projects used to address them.

CULTURE STATEMENT

Description of attributes, behaviors, emphases, and skills that the ideal City of Newark will have in managing its daily business and in conducting its relationships with all of its customers.

DUMBARTON COMMUTER RAIL SYSTEM

The Dumbarton Rail Corridor Project will extend commuter rail service across the South Bay between the Peninsula and the
East Bay. The service will link Caltrain, the Altamont Express, Amtrak’s Capitol Corridor, and BART, as well as East Bay bus systems at a multi-modal transit center in Union City.

DUMBARTON TRANSIT ORIENTED DEVELOPMENT (BAYSIDE NEWARK)

An approximately 200 acre area centered around Willow Street and Enterprise Drive. It is being developed as a transit and pedestrian friendly residential development of up to 2,500 homes with supportive retail and commercial sites was previously referred to as Area 2 in the General Plan.

ENTERPRISE FUND

Enterprise fund is used to account for operations that are financed and operated in a manner similar to private business. The cost of providing goods or services to the general public on a continuing basis is financed or recovered primarily through user fees or charges.

EXECUTIVE TEAM

Comprised of the City Manager, City Attorney, Assistant City Manager, Administrative Services Director, Fire Chief (Alameda County Fire Department contract), Human Resources Director, Police Chief, Public Works Director, and Recreation and Community Services Director.

FISCAL YEAR

A 12-month period which applies to the Biennial Budget; for Newark, this is July 1 through June 30.

FIVE-YEAR FORECAST

A document which discusses various economic and developmental concerns that the City may have to address over a five-year period in order to provide adequate service levels and capital projects.

FLEXIBLE HIRING FREEZE

Vacant positions are frozen and are only filled on a case-by-case basis after a determination is made of absolute need and necessity.

FUND

A fund is a tool that accountants use to segregate resources related to specific activities.

GENERAL FUND

A fund that accounts for all financial resources necessary to carry out basic governmental activities of the City that are not accounted for in another fund. The General Fund supports essential City services such as police and fire protection, community promotion, general government, and management services. Revenues to support the General Fund are derived from sources such as property tax, sales tax, franchise fees, and service fees.

GENERAL PLAN

The Newark General Plan is a general, yet comprehensive, integrated, and internally consistent statement of the goals, policies, and programs that will guide future growth and change within the City over a twenty year period. The General Plan was updated in 2013.

GEOGRAPHICAL INFORMATION SYSTEM (GIS)

A system capable of integrating, storing, editing, analyzing, sharing, and displaying geographically referenced information.
GREEN ECONOMY

A rapidly growing billion-dollar sector that includes renewable energy sources, organic produce and products, green buildings, alternative fuel vehicles, etc.

GROSS DOMESTIC PRODUCT (GDP)

The total market value of all final goods and services produced within a given country in a given period of time (usually a calendar year).

HOUSING ELEMENT

One of seven state-mandated "elements" (topics) of the City's General Plan. It identifies housing needs for current and future residents of all income levels. It contains the City's strategy for addressing housing needs, particularly for affordable housing.

INFLATION

A rise in the general level of prices over time. This may also refer to a rise in the prices of a specific set of goods or services. In either case, it is measured as the percentage rate of change of a price index. A widely known index for which inflation rates are reported is the Consumer Price Index (CPI), which measures consumer prices.

JPA

The California Government Code allows two or more local public entities to form a Joint Powers Authority (JPA) to mutually address a common issue.

MASTER FEE SCHEDULE

Adopted annually by the City Council, this schedule provides for City fees designed to cover or offset the costs of providing selected services to individuals, groups, or business entities.

MISSION STATEMENT

The Executive Team's description of the City organization's purpose and reason for existence.

NONFARM PAYROLL EMPLOYMENT

Represents the number of jobs added or lost in the economy over the last month, not including jobs related to the farming industry. The farming industry is not included because of its seasonal hiring, which would distort the number around harvest times (as farms add workers, then release them after the harvest is complete).

NONRESIDENTIAL LINKAGE FEE

Fee required from new commercial and industrial development to offset the impacts of this new development on affordable housing. See Section 17.18.080 of the Newark Municipal Code.

OHLONE COLLEGE NEWARK CENTER

The Ohlone College Newark Center for Technology and Health Sciences (OCNC) is home to academic groups that include Business & Technology, Exercise Science & Wellness, Health Sciences, Learning Resource Center, Science & Environmental Science, and General Education.

OPERATING BUDGET

Current planned expenditures and the proposed source of funds to finance them. The Operating Budget is a financial plan that provides for service delivery activities and support functions.
OSHA

Occupational Safety and Health Administration (OSHA) is the main federal agency charged with the enforcement of safety and health legislation.

PUBLIC EMPLOYEES’ RETIREMENT SYSTEM (PERS)

PERS is an agency that manages pension and health benefits for current and retired public employees and their families.

PERSONAL INCOME

An individual’s total earnings based on wages, investment enterprises, and other ventures.

PRIDE STATEMENT

A statement of the values identified by City employees in bringing the highest quality services to the community.

PROPERTY TAX

A tax set upon the assessed value of real property.

RESERVE

Funds that have not been appropriated, but have been set aside for a specific purpose.

RISK MANAGEMENT COMMITTEE

The Risk Management Committee (RMC) is comprised of City employees from every department. The RMC provides leadership and coordination for meeting the City’s safety and risk management goals for both general liability and workers’ compensation claims.

SALES TAX

A tax, currently 9.75%, based upon gross sales receipts of taxable items.

SOUTHWEST NEWARK RESIDENTIAL AND RECREATIONAL PROJECT

This area is approximately 640 acres located in the far southwest portion of Newark. It is proposed to be developed as a high-end residential development, a school site, parks/open space, and an 18-hole golf course of other recreational amenity. It is to contain up to 1,260 detached homes. The area is sometimes referred to as Areas 3 and 4 or Sanctuary.

STRATEGIC PLAN

A plan to identify community needs and to determine the best method of responding to those needs through service delivery and measurement.

SUBPRIME MORTGAGE

Mortgage loans that do not meet Fannie Mae or Freddie Mac guidelines. A subprime mortgage is offered at a higher rate than prime mortgage loans due to perceived increased risk. Subprime mortgage loans are riskier loans in that they are made to borrowers unable to qualify under traditional, more stringent criteria due to a limited or blemished credit history. Subprime mortgage loans have a much higher rate of default and are priced based on the risk assumed by the lender.

TRANSIENT OCCUPANCY TAX (TOT)

A tax imposed on hotel/motel occupants; the City’s current tax rate is 10%.
UNALLOCATED FUND BALANCE

Funds that have not been appropriated, identified as reserves, or legally identified for a specific purpose.

UTILITY USERS TAX (UUT)

A 3.25% tax was levied on electricity, natural gas, cable television, and phone services effective January 1, 2016 and was approved by voters as Measure Y in 2014.

VALUES STATEMENT

See PRIDE Statement.

VISION STATEMENT

The City Council's description of the ideal Newark. The organization's policies, resources, and efforts are directed toward achieving this Vision.
Reappointing Senior Citizen Standing Advisory Committee members; declaring a vacancy on the Committee and authorizing the City Clerk to post a notice of vacancy – from Mayor Nagy. (RESOLUTION)(MOTION)

Background/Discussion – Members of the Newark Senior Citizen Standing Advisory Committee (Committee) have terms that expire on April 14, 2018. Dolores Powell, Elwood Ballard, Sandra Arellano, and Rick Arellano have each requested a two year reappointment. Faye Hall is not seeking another term.

The City Clerk is seeking authorization to post a notice of the upcoming vacancy.

Attachment

Action - It is recommended that the City Council, 1) by resolution, reappoint Dolores Powell, Elwood Ballard, Sandra Arellano, and Rick Arellano to the Senior Citizen Standing Advisory Committee; and 2) by motion, declare a vacancy on the Senior Citizen Standing Advisory Committee, and direct the City Clerk to post the notice of vacancy.
RESOLUTION NO.

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF NEWARK APPROVING THE REAPPOINTMENTS OF DOLORES POWELL, ELWOOD BALLARD, SANDRA ARELLANO, AND RICK ARELLANO TO THE SENIOR CITIZEN STANDING ADVISORY COMMITTEE

WHEREAS, the appointments of Dolores Powell, Elwood Ballard, Sandra Arellano, and Rick Arellano to the Senior Citizen Standing Advisory Committee will expire on April 14, 2018; and

WHEREAS, the Mayor of the City of Newark has reappointed Dolores Powell, Elwood Ballard, Sandra Arellano, and Rick Arellano to the Senior Citizen Standing Advisory Committee for terms expiring April 14, 2020;

NOW, THEREFORE, BE IT RESOLVED that said appointments are hereby approved by the City Council of the City of Newark.
DATE: March 13, 2018

TO: City Council

FROM: Sheila Harrington, City Clerk

SUBJECT: Approval of Audited Demands for the City Council Meeting of Mar. 22, 2018.

REGISTER OF AUDITED DEMANDS

US Bank General Checking Account

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DATE: March 13, 2018

TO: Sheila Harrington, City Clerk

FROM: Susie Woodstock, Administrative Services Director

SUBJECT: Approval of Audited Demands for the City Council Meeting of Mar. 22, 2018.

The attached list of Audited Demands is accurate and there are sufficient funds for payment.
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CCS.AP Accounts Payable Release 8.3.0 R*APZCKREG*FDL by BRETT GOVERNDIEK (BRETTO)
Final Disbursement List. Check Date 03/02/18, Due Date 03/12/18, Discount Date 03/12/18. Computer Checks.

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**Total** 1,159,799.59
## Final Disbursement List
**Check Date**: 03/08/18, **Due Date**: 03/19/18, **Discount Date**: 03/19/18

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**Final Disbursement List. Check Date 03/08/18, Due Date 03/19/18, Discount Date 03/19/18. Computer Checks.**

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**Total**

171,957.06

\[CS.AP Accounts Payable Release 8.3.0 R*APZCKREG*FDL\]