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## AGENDA

### ECONOMIC DEVELOPMENT/WATERFRONT DEVELOPMENT SUBCOMMITTEE

April 13, 2023  
6:00 PM

City Hall  
First Floor Conference Room, 4B  
65 Civic Avenue  
Pittsburg, CA 94565

#### **Subcommittee Members**

Jelani Killings, Councilmember  
Dionne Adams, Councilmember

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- 1. Public Comment for Non-Agenda Items**
  - 2. Fiscal Year 2023-2024 Economic Development Goals.** Staff will present draft goals for the Community and Economic Development Department for the upcoming Fiscal Year. Staff will also discuss use of Measure M funds to implement goals. *Subcommittee feedback requested.*
  - 3. City of Pittsburg Branding/Marketing Request for Proposals.** The City of Pittsburg is seeking a consultant to assist with a City-wide branding effort focused on economic development, business recruitment, and community outreach. *Subcommittee feedback requested.*
  - 4. Downtown/Marina Visioning Plan.** The City has hired the firm Hunt Hale Jones to prepare a study and visioning document for the Downtown and Marina areas. Staff will provide the Subcommittee with an update on the plan and next steps. *Subcommittee feedback requested.*
  - 5. Environmental Services Grants Update:** Staff will provide updates for current and prospective grants in the Waterfront, Marina, and Environmental Services Divisions. *Subcommittee feedback requested.*
  - 6. Non-Agenda Items**
  - 7. Adjournment**



## MEMORANDUM

To: Economic Development/Waterfront Development Subcommittee  
From: Jordan Davis, Director of Community and Economic Development  
Sara Bellafronte, Assistant to the City Manager  
Re: April 13, 2023, Meeting Agenda Items 2-5

### Item 2: Fiscal Year 2023-2024 Economic Development Goals.

The Community and Economic Development Department (CEDD) has developed several draft goals for the upcoming 2023-2024 Fiscal Year.

Fiscal Year 2022-3023 Updates:

Planning Goal	Status
Prepare a final draft of the City's comprehensive General Plan Update, including the required environmental impact report, and bring forward for adoption in Fall 2022. Once the General Plan is adopted, commence preparation of the City's 6th Cycle Housing Element.	Anticipated Adoption July/August 2023
Prepare the City's first Climate Action Plan to address issues related to environmental justice and climate change, and bring forward for adoption in Fall 2022.	Anticipated Adoption Fall 2023
Utilizing grant funding, complete the City's accessory dwelling unit (ADU), including pre-approved construction drawings, to encourage the construction of affordable housing units.	Anticipated Adoption June 2023
Utilizing grant funding, prepare objective design standards for multifamily residential developments.	Anticipated Adoption June 2023
Building Goal	Status
Complete initial inspections for all newly enrolled Residential Rental Inspection Program (RRIP) units, and complete full re-inspections of five percent of current enrollees. Establish a program to ensure all properties more than 10 years old receive re-inspections not less than once in a five-year span.	The RRIP Accela portal has been created and is live for registration (through January 31, 2023). Staff is working with On Call CBO to develop proposed ordinance amendments to require in person inspections for units over ten (10) years old.

Code Enforcement Goal	Status
Consistent with the goals of the Economic Development Strategic Plan, conduct proactive inspections of three multitenant commercial centers and achieve full compliance.	Underway
Design a “common concerns” brochure for distribution. Distribute these brochures when leaving courtesy notices/door knockers and during Neighborhood Clean-up events to create awareness of common Code Enforcement issues.	Staff has created multiple handouts with commons concerns for various events, and also created a webpage with FAQs regarding code enforcement issues.
Create at least one post a month, specific to Code Enforcement, for City’s social media.	Posts have been created sporadically. Staff will work to create a bank of 12-15 posts for the upcoming year in January 2023.
Economic Development Goal	Status
Implement the Economic Development Strategic Plan. Provide quarterly updates on the progress and current actions underway to the Economic Development Subcommittee.	Staff is currently undertaking multiple projects that implement Strategic Plan policies. Staff has presented updates to the Economic Development/Waterfront Development Subcommittee as recently as November 2022; staff is also incorporating consistency findings in presentations and reports to the Subcommittee.
Collaborate with the Planning Division to review permitted, conditionally permitted, and non-allowable uses in the Downtown area and reduce vacant tenant spaces downtown by 50%.	Staff is currently preparing an analysis of the downtown allowable uses. This has been presented to the Land Use Subcommittee and is continuing to be processed. Staff has seen increased tenancy in the downtown area, with three vacant storefronts being occupied quarter four of this year.
Convene a team of economic development and education professionals to address the closure of USS UPI Steel Company. Action items will include identifying skills-building programs, job placement resources, and facility closure transition plans.	Ongoing
Assist prospective owners in repositioning the campus to create new jobs and anchor the industrial core of Pittsburgh’s industrial center.	Ongoing

The goals developed for the upcoming Fiscal Year are intended to be multi-divisional, with a focus on driving economic development within the City and enhancing quality of life. As such, goals have not been separated by divisions, as it is anticipated each division will play a role in each goal.

1. Implement the Economic Development Strategic Plan. Provide quarterly updates on the progress and current actions underway to the Economic Development Subcommittee.
2. Conduct Code Enforcement sweep of Madoline Way, resulting in 100% compliance.
3. Complete comprehensive Development Code update, including modifications to permitted uses within the Pedestrian Commercial (CP) district downtown.
4. Establish a Light Post Banner Program for non-profit and event advertising.

5. Work with owners of Century Plaza to develop roadmap and conceptual layout for future redevelopment.

Next Steps: *Staff is requesting feedback from the Subcommittee.*

### **Item 3: City of Pittsburg Branding/Marketing Request for Proposals.**

Staff has incorporated comments and feedback from Subcommittees and City Council meetings to develop a revised request for proposals (RFP) that includes an enhanced community outreach plan requirement in the proposed scope of work.

The revised RFP is attached for review.

Next Steps: *Staff is requesting feedback from the Subcommittee. RFP to be posted by Tuesday, April 18, 2023.*

### **Item 4: Downtown/Marina Visioning Plan.**

The City has hired the firm Hunt Hale Jones to prepare a study and visioning document for the Downtown and Marina areas. The goal of the study is to identify potential development opportunities, as well as to identify connection points to enhance walkability and visitor access.

The Phase I deliverable, "Analysis of Existing Land Use," has been submitted to the City for review, and includes a preliminary analysis of opportunities within the Downtown and Marina Areas. Please see attached.

Next Steps: *Staff is requesting feedback from the Subcommittee. Staff will then begin coordinating and scheduling community input meetings and design charrettes.*

### **Item No. 5: Environmental Services Grant Updates.**

The following table includes grants of interest to the Environmental Services Division, status, amounts, and projects to be/funded by the grants. Staff would like to highlight the following milestones for a selection of this list:

- Delta Conservancy CAR 22 Grant application was submitted on Tuesday, April 4 for \$3.5M worth of repairs and upgrades to the Central Harbor Park, Boat Launch Facility and their associated parking lots.
- Department of Toxic Substances Control (DTSC) Equitable Communities Revitalization Grant (ECRG) Round 1 funding request for \$544,438 submitted April 2022 has been accepted. Staff is working with the DTSC on updates to the project scope and cost since submission over 1 year ago.

Grant	Status	Amount	Project Description
<b>CalRecycle Local Enforcement Agency</b>	Granted	\$16,032	LEA Personnel/LEA training
<b>CalTrans Clean California</b>	Granted	\$2.9 million	RR Ave Beautification
<b>CalRecycle Used Oil</b>	Granted	\$8,000 annually	Pays for MDRR curbside collection of oil filters and used oil
<b>CalRecycle SB 1383</b>	Granted	\$105,000	Edible Food Recovery Program Development
<b>CalRecycle Beverage Container Recycling Grant</b>	Granted	\$18,524 (20/21)	Big Belly, Clean Cube
		\$18711 (21/22)	
<b>US EPA Brownfield Multipurpose</b>	Granted	\$800,000	NRG Wharf Feasibility Study
			NRG Wharf Environmental Assessment
			East 3 <sup>rd</sup> Street Parcels Remediation
<b>Delta Conservancy Prop 68 Planning</b>	Granted	\$250,000	90% plans design
<b>CEC CCTA EV Readiness</b>	Granted	\$109,990	Workforce Development program for EV mechanics
<b>MCE Rebates &amp; CCTA grant funding (a)</b>	Granted	\$95,000	EV charger installation
<b>MCE Rebates &amp; CCTA grant funding (a)</b>	Applied	TBD	EV charger installation
<b>ECRG Round 2</b>	Applying	up to \$10,000,000	Remediation south of 3 <sup>rd</sup> Street at Harbor
<b>Charge!</b>	Applied	\$472,500	EV charger installation
<b>Urban Greenery – with Natasha and Dhaynae (monarch pledge)</b>	Applying	Up to \$600,000	Adding Pollinator Gardens
<b>Delta Conservancy CAR 22 Grant (implementation)</b>	Applied	\$3.6 Million	Central Harbor Park & Boat Launch Facility Upgrade Project
<b>Energy Efficiency and Conservation Block Grant Program.</b>	Applying	\$128,000	Projects that reduce GHG emissions, (for example lighting retrofits)
<b>ECRG Round 1</b>	Granted	\$544,438	Remediation at waterfront
<b>LCWF</b>	Potentially applying	Up to 50% of total project cost	For outdoor sports fields at former golf course. Application due June 1, 2023.
<b>DOE Energy Efficiency &amp; Conservation Block Grant Program</b>	Applying	\$128,000	Various projects that reduce greenhouse gas emissions in Pittsburgh (lighting retrofits for example)

<b>Garamendi Earmarks</b>	Applied	\$6.3 million	Shoreline and breakwater resilience at the marina
<b>US EPA Brownfield Revolving Loan Fund</b>	Applied	\$1,000,000	Establish and RLF for brownfield remediation of private property
<b>Transformative Climate Communities Planning Grant</b>	Potentially applying	TBD	Community outreach for GHG reduction resources
<b>Transformative Climate Communities Implementation Grant</b>	Potentially applying	Up to \$35M	Implementation of Projects that reduce GHG
<b>Department of Boating &amp; Waterways Pump Out Grant</b>	Applied	\$30,000	Repair pump outs at marina
<b>CalRecycle Local Enforcement Agency</b>	Applying	\$16,033	LEA Personnel/LEA training
<b>CalTrans Clean California- Cycle 2</b>	Applying	Up to 5M	Skate Plaza and Pump Track
<b>AB836 Grant</b>	Granted	\$47,693	Portable Air Filters