



AGENDA

COMMUNITY AND ECONOMIC DEVELOPMENT SUBCOMMITTEE

September 11, 2023
5:00 PM

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

Subcommittee Members

Jelani Killings, Councilmember
Angelica Lopez, Councilmember

Planning Commission Representatives on Land Use

Ivelina Popova, Commissioner
Elissa Robinson, Commissioner

1. Public Comment for Non-Agenda Items

2. Land Use (*Councilmember Killings, Councilmember Lopez, Commissioner Popova, Commissioner Robinson*)

- a. Report on Walking Tours of Benicia and Martinez Downtown/Marina.** On Saturday, August 12, 2023, Staff organized Walking Tours of Downtown/Marina areas of Benicia and Martinez. Staff is requesting any additional feedback or comments from the Subcommittee to assist in the preparation of updates to the Marina Plan and the upcoming text amendments for land uses in the Pedestrian Commercial (CP) District. *Subcommittee feedback requested.*

3. Economic Development (*Councilmember Killings, Councilmember Lopez*)

- a. Pittsburg Eats Update.** Staff will provide an update on the 2023 cohort, potential for future cohorts, and project budget. *Subcommittee feedback requested.*
- b. Evaluation of GLASS Commerce Website.** On October 3, 2022, The City signed a technology services agreement with Social Glass, Inc. ("Glass") to provide an online, local portal for the City's procurement activities. Staff will provide an update on the implementation of Glass. *Subcommittee feedback requested.*

4. **Environmental Services** (*Councilmember Killings, Councilmember Lopez*)
 - a. **Solid Waste Priorities.** Staff will provide information on the Adopt-A-Spot Program, SB 1383 progress, and other division efforts to increase landfill diversion. *Subcommittee feedback requested.*
5. **Pittsburg Chamber of Commerce Report**
6. **Subcommittee and Staff Reports or Remarks**
7. **Adjournment**



MEMORANDUM

TO: Community and Economic Development Subcommittee Members

FROM: Maurice Brenyah-Addow, Senior Planner

RE: **Agenda Item No. 2: Report on Walking Tours of Benicia and Martinez Downtown/Marina**

Background: The intent of the tour was to enable councilmembers, staff, and interested parties to visit comparable cities in Contra Costa County to assess concepts that have been successful for those cities and how similar concepts can be used to enhance the Downtown/Marina.

Tour: On Saturday, August 12, 2023, Staff organized Walking Tours of Downtown/Marina areas of Benicia and Martinez for the Councilmembers and the general public.

The first tour was from 9:00 A.M. - 11:00 A.M. in Downtown Benicia.

The second tour was from 11:15 A.M. – 12:00 P.M. in Downtown Martinez, and a later tour was also organized for a couple that could only attend the 1:00 PM tour of Downtown Martinez.

Attendees: Mayor Shanelle Preston-Scales; Councilmembers Jelani Killings and Dionne Adams, City Manager Garrett Evans, Assistant City Manager Maria Aliotti, CEDD Director Jordan Davis and Assistant Director John Funderburg, Senior Planner Maurice Brenyah-Addow, Wolfgang Kroskey, and Ron Jones of Hunt Hale Jones Architects.

Below are a list of some of the specific amenities, attractions, and design elements that were observed during the walking tours:

Benicia

- Wide sidewalks
- Many retail establishments
- Active Storefronts
- Shared retail spaces
- Engaged residents
- Uses of adjacent outdoor spaces
- Street Fair

Walking Tour Staff Report
September 11, 2023

- Waterfront connections to Downtown
- Mixed Use Buildings
- Community garden
- Real Estate Offices with transparent storefronts
- Public Art
- Wayfinding signs
- Weekly Farmers' Market
- Specialty shops

Martinez

- Many Parklets
- Active storefronts
- Landscaping
- Real Estate Offices with transparent storefronts
- Useable Open Space with seating and landscaping
- Public Art
- Weekly street fairs

Staff is requesting any additional feedback or comments from the CED Subcommittee to assist in the preparation of updates to the Marina Plan and the upcoming text amendments for land uses in the Downtown Commercial Pedestrian District (CP).



MEMORANDUM

To: Community and Economic Development Subcommittee
From: Robert Carrera, Economic Development Manager
Re: **Agenda item No. 3b: Evaluation of GLASS Commerce Website**

Background

On October 3, 2022, The City signed a technology services agreement with Social Glass, Inc. ("Glass") to provide an online, local portal for the City's procurement activities, for an amount not to exceed \$40,000. Glass is an e-commerce start-up company that specializes in providing an online marketplace tailored towards government procurement and strives to create efficiencies for governments in procuring goods and services. They do this through their online portal called Glass Commerce. As part of our agreement, Glass provided a customized online portal for the City that would include a local business directory where users can find local vendors to meet their good and services needs. The platform would serve as a one-stop-shop for all employee's procurement needs. The URL to the website is shop.commerce.glass/pittsburg.

Glass staff began their efforts to onboard City staff to the platform starting with their December 2022 kickoff event. From then to now, their onboarding efforts included the following:

- In-person visits to government offices on February 14th, 2023
- Six video onboarding calls by March 2023
- 199 one-on-one bi-weekly discovery calls with 17 offices and departments completed between June and August of 2023, including 31 buyers and 9 presentations/conversations
- Connection with over 200 government employees through email marketing and outreach

In addition to their onboarding efforts with City staff, they worked on onboarding local vendors and their products, reporting 4,416 local products that are currently onboarded and available/in stock and 21 local vendors with active storefronts in the City of Pittsburg marketplace. They have also engaged in constant email marketing and social media targeted ads to City staff since the inception of this agreement.

Analysis

The term of this agreement is set to expire on October 3rd of this year. This gives the City the opportunity to evaluate the results of these efforts to integrate this platform into City operations. While Glass staff has undergone extensive activities to onboard City staff onto the platform, it has not translated into transactions by City staff as only one transaction has been made on the

City of Pittsburg platform throughout the term of this agreement. That buyer stated that their experience purchasing through the platform was frustrating and found it easier to communicate directly with the vendor instead.

An email survey also went out to all city staff on August 31st to request feedback on the Glass Commerce platform. Specifically, we asked staff the following questions:

- How often do you utilize the site?
- Do they have the goods and services that you and your department need?
- Do you find it easy and efficient to use?
- Does it provide value and benefit to the purchasing experience?

In total, fourteen staff members from various departments provided feedback. All of them were not positive. Nearly all staff indicated that they have not used the website. The primary reasons that were given were either the site did not have the products that they were seeking, that the website did not serve a need, and that staff already had established relationships and processes with vendors directly or other third-party websites.

Recommendation

Staff is seeking feedback from the committee on whether to proceed with renewal of this service.