



April — June 2009

Library Services

Susan Holmer, Acting Director of Community Services and Library

The Library has been out in the community with some recent city celebrations. In May Nancy Anders, our singing/storytelling librarian was at the Allied Arts Celebration “Flavors of the Garden.” Nancy enthralled audiences in two storytimes and hosted a craft-making session. She reached 120 regular and potential library users at the 3 activities.

In June, the Library was at the City Block Party. We had plenty of Summer Reading materials to give out, registered kids for the Summer Reading Program, introduced the “honorback paperback book collection”, and gave out hundreds of Free2 Be Green bags. An estimated 350 individuals were reached.

Summer brings Summer Reading Programs to libraries across the country. Here in Menlo Park we have registered 1200 kids (785 Main and 340 Belle Haven Branch) both as readers and “read-to” participants. With three (two at Belle Haven Branch) of the six special programs already completed, attendance is breaking all records. Boswick the Clown thrilled almost 750 children and parents at both libraries, 450 sang along with Bingo Shmingo’s music program, and 600 were thrilled by the Happy Birds at the Main Library.

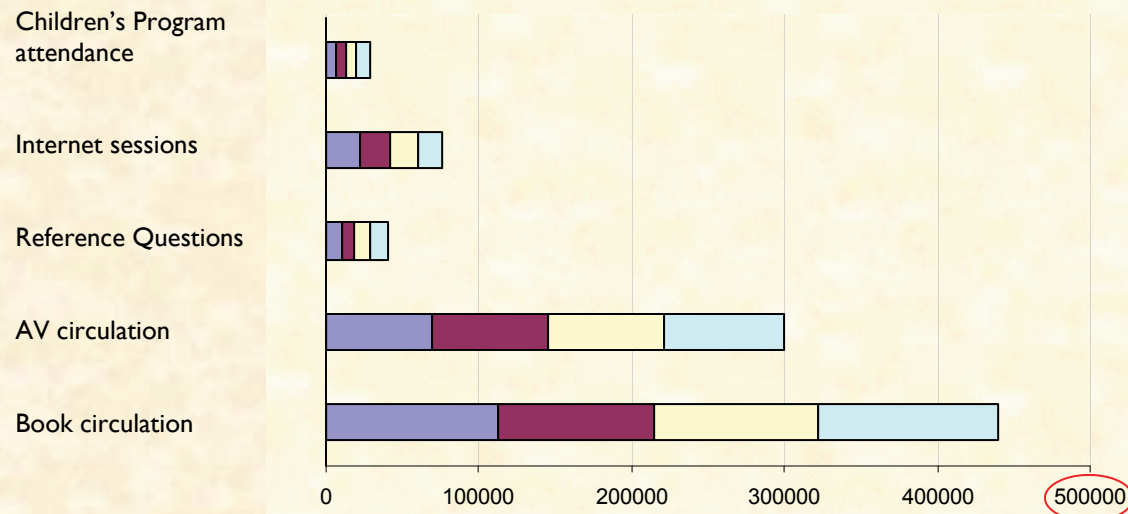


# Departmental Quarterly Reports

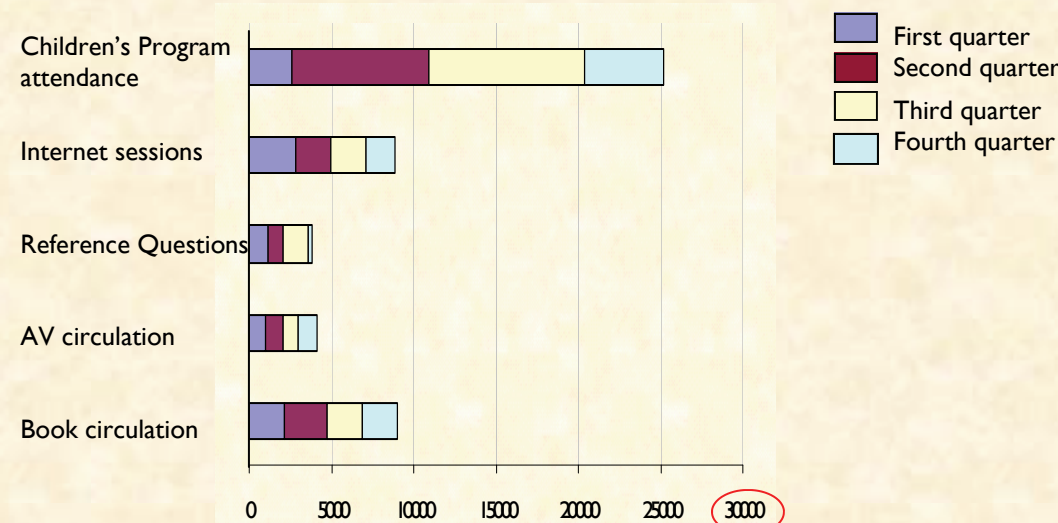
## For Q4 FY08-09

(April - June, 2009)

### Main Library (open 59 hours per week)



### Belle Haven Library (open 32 hours per week)



The mission of City government is to ensure that Menlo Park is a desirable and vibrant community in which to live and do business, and to respond to residents' values and priorities in meeting the community's current and future needs.

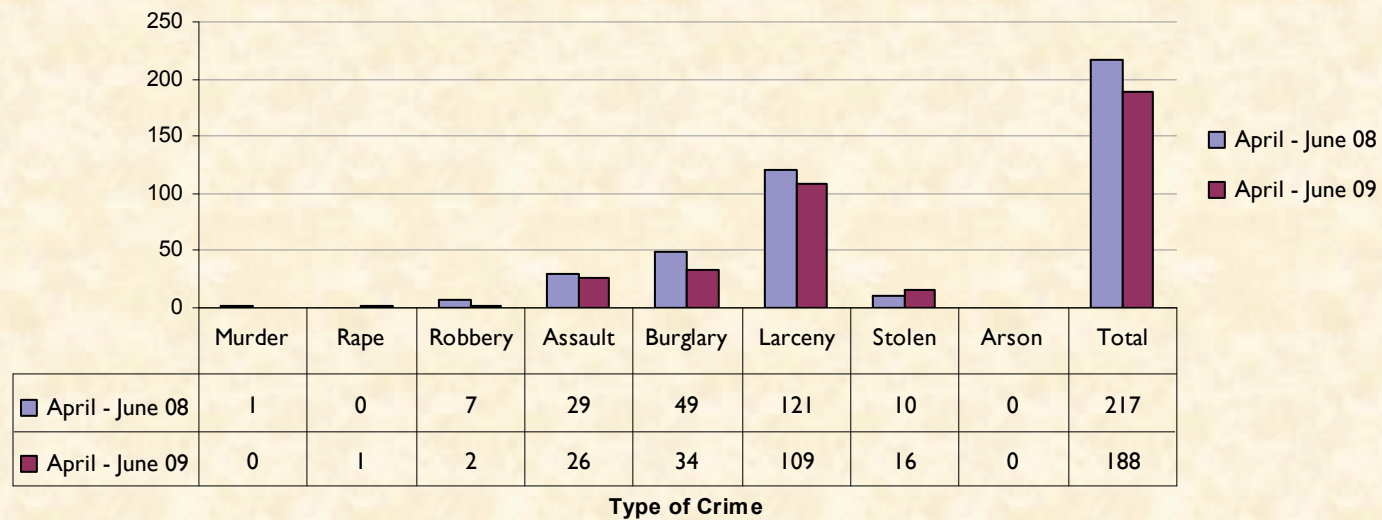


**Bruce A. Goitia, Chief of Police**

We have completed the budget process for 2009/2010 with the help of concessions from both of our police unions. We continue to look for internal efficiencies in our operations and practices to manage the next fiscal year. We are examining creative strategies to allocate staff resources in regional partnerships to address disaster preparedness and emergency management and are discussing how to leverage our own plan with both the Palo Alto Police Department and the Menlo Park Fire District. The traditional county jurisdictional boundaries are no longer an effective perspective in dealing with crime or disaster mitigation.

Our Command Staff played a major role in developing the Leadership Training curriculum which will be offered to a select group of employees beginning in August. Commander Moir has brought her experience with the P.O.S.T. Supervisory Leadership Institute to the table and as a result we are now able to have an outstanding leadership program within the City of Menlo Park for our employees.

**April thru June 2008 vs 2009 Part I Crime Comparison Total**



**Traffic Unit citations— 4th Quarter**

Moving Violation Citations Issued by Traffic Unit	1341
Towed unlicensed driver vehicles	29
Traffic related arrests	10

**Total Redflex citations—4th quarter**

Bayfront /Willow	346
El Camino / Ravenswood	1258
El Camino / Glenwood	590

**Parking Citations—4th quarter**

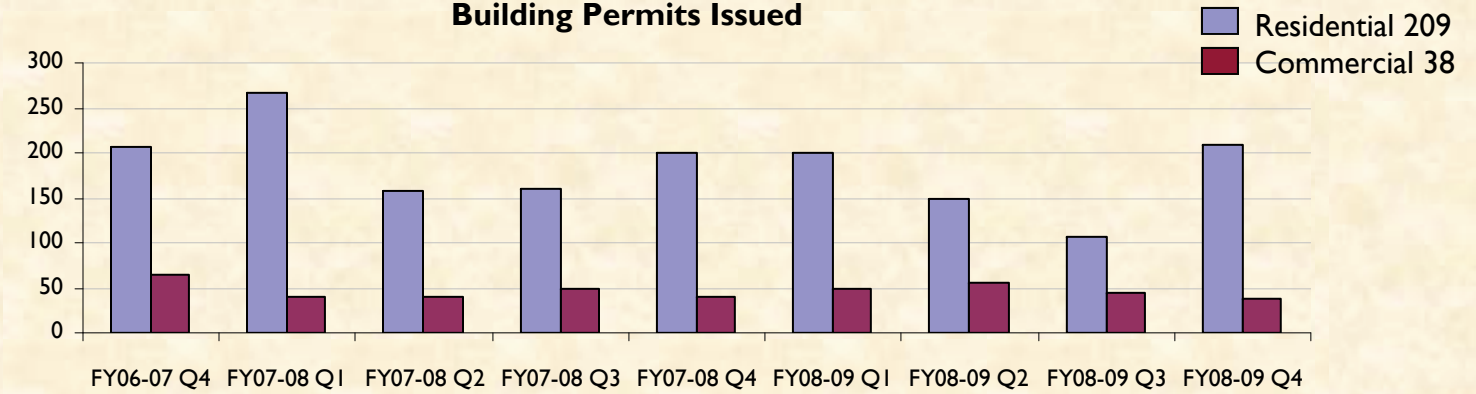
Days	2393
Nights	1733
Totals	April 1310    May 1327    June 1489    4126



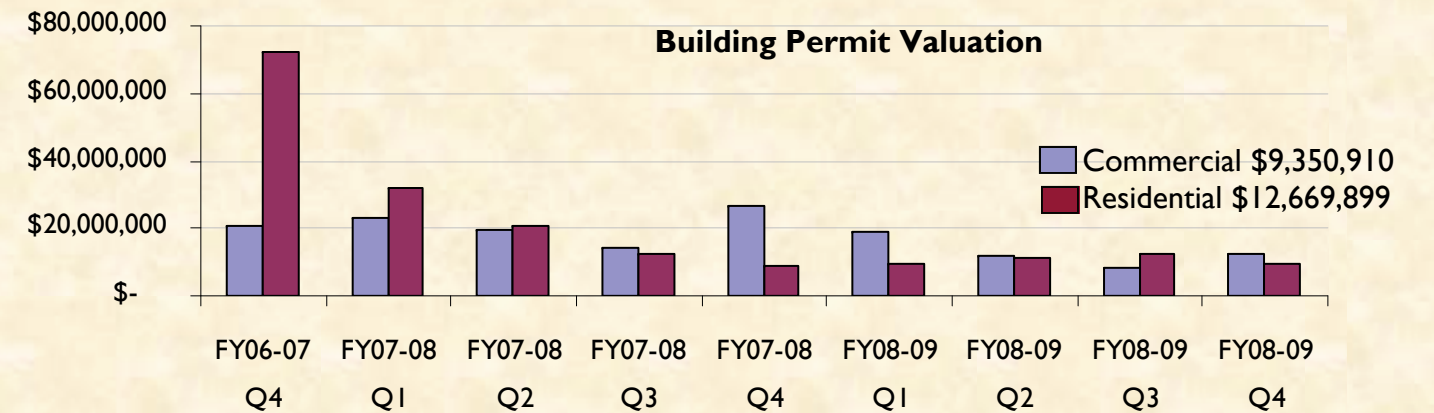
**Arlinda Heineck, Community Development Director**

The primary function of the Building Division is the plan check and inspection of construction projects to ensure public safety. Major projects for the Division over the past year have been the completion and opening of the Rosewood Hotel and Office project as well as work on major residential projects on Willow Road and Linfield Drive. The charts below indicate the number of issued commercial and residential permits, the valuation of the construction projects and the number of inspections completed. The information is provided in comparison to the past seven quarters to provide a longer term view of development activity. During fiscal year 2008-09, 853 permits were issued for a combined value of \$94 million and 11,310 inspections were conducted. This represents an approximately 9% decrease in permits and 40 percent decrease in valuations over the previous fiscal year.

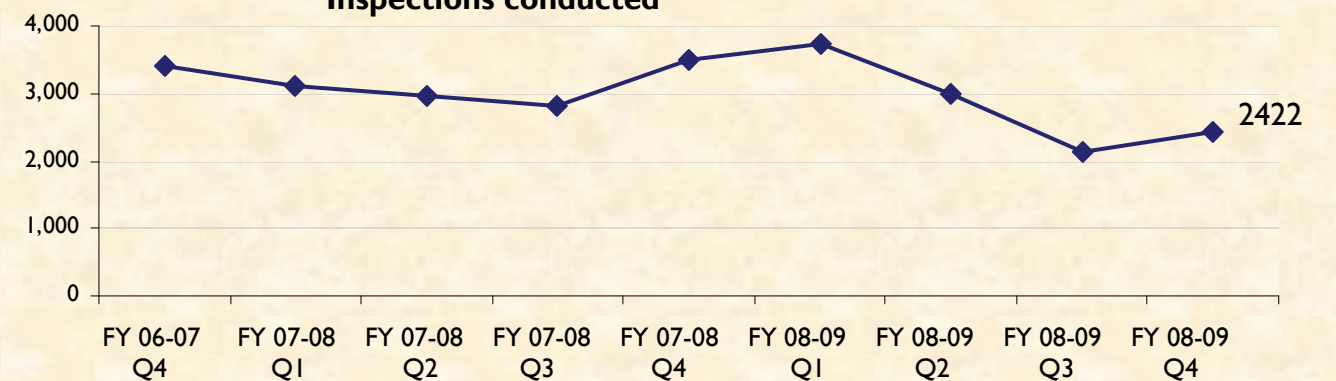
**Building Permits Issued**



**Building Permit Valuation**



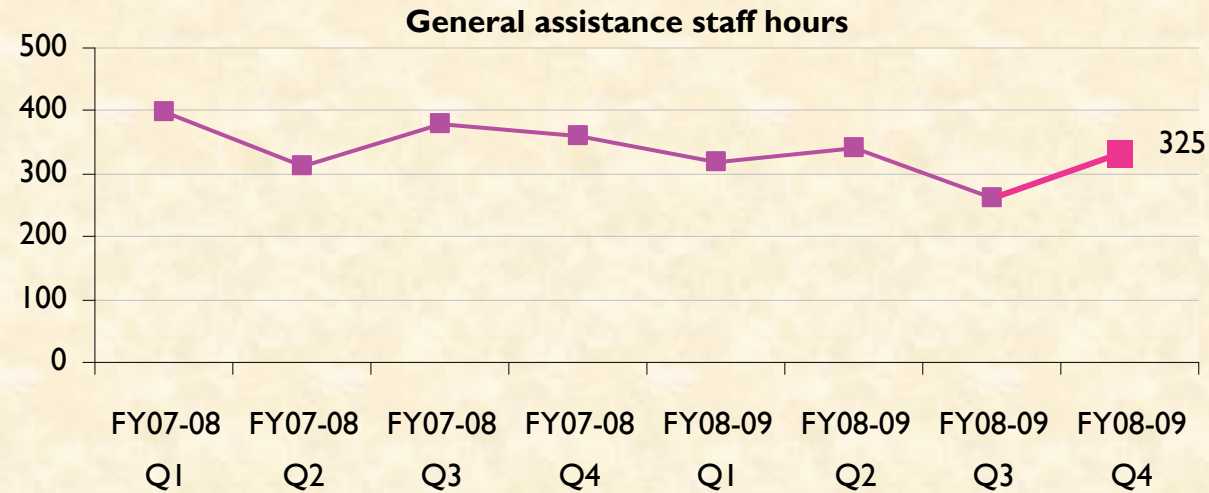
**Inspections conducted**





Arlinda Heineck, Community Development Director

The two primary focuses of the Planning Division are on long range planning and the review of private development projects. The El Camino Real/Downtown Specific Plan continued to be a high priority for the Division, completing two of the three community workshops for the project as well as meetings of the Oversight and Outreach Committee, Planning Commission and City Council. Other high priorities for the Division include the processing of land use entitlements for the proposed commercial and office project at 1300 El Camino Real and Menlo Gateway hotel and office project. The charts below provide an indication of day-to-day activity levels related to the review of development projects. Looking back over the 2008-09 fiscal year, 92 Commission and Council reports were prepared, 1246 staff hours were spent providing general assistance at the public counter and on the phone, and 55 development applications were submitted. The number of new development applications has remained consistent when compared to the previous fiscal year.

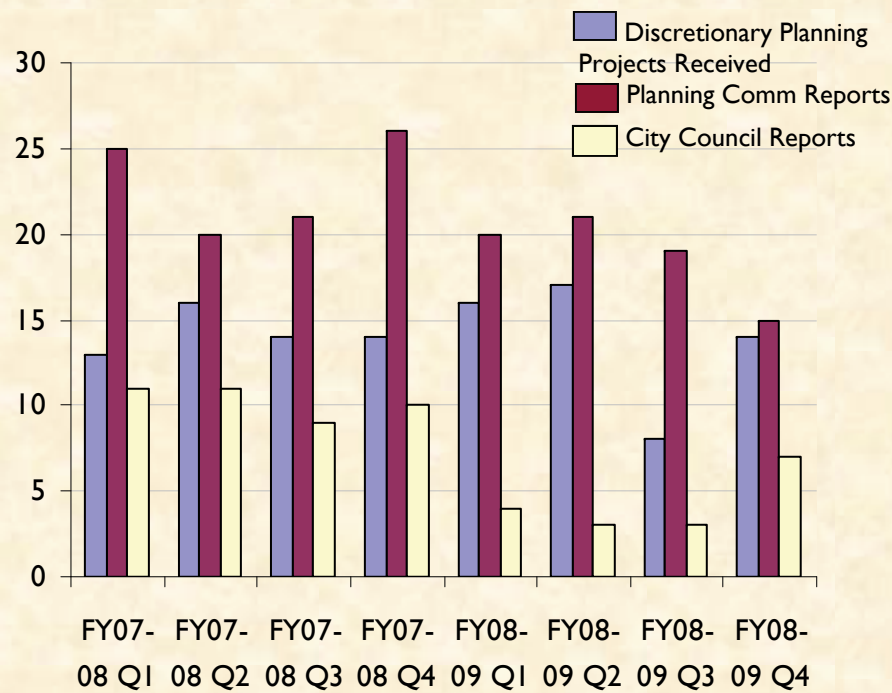


**Housing**

The Housing Division focuses on programs supporting affordable housing options in the community as indicated by the following quick facts:

- 5 Below Market Rate (BMR) units sold in fiscal year 2008-09 for a total of 57 units citywide
- 5 BMR units currently in construction
- 2 completed rehabilitation project in fiscal year 2008-09 totaling \$210,000
- 4 pending rehabilitation projects totaling approximately \$195,000
- 1 completed emergency repair loan in fiscal year 2008-09 for \$7,925
- 1 pending emergency repair loan for approximately \$10,000
- 5 Purchase Assistance Loan (PAL) funded in fiscal year 2008-09 for \$281,160
- 1 PAL loan is in process for \$54,720
- 80 PAL loans funded to date for a total of \$3,553,215

**Staff reports and discretionary applications submitted**



**Communications (Dispatch)**

**Communications – Calls for Service**

	4th Quarter 2008	4th Quarter 2009
911 Calls Received	4211	4698
Calls for Service MPPD	5397	4909
Officer Initiated Contacts MPPD	4482	5781
<b>Total Incidents Processed by Communications San Carlos* and Menlo Park</b>	<b>16,447</b>	<b>17,603</b>

**Incidents by Beats for Menlo Park**

1 (El Camino to 280)	3540
2 (El Camino to 101)	3215
3 (East of 101)	2774

These include both officer initiated and calls for service

**SUPPORT SERVICES**

Records:

Cases processed **876**  
 April = 284    May = 268    June = 319

Moving Cites processed **2207**  
 April = 746    May = 853    June = 608

Cash handled **\$351,112.48**  
 April=\$38,556.58    May=\$277,259.38    June = 34,796.52

Property / Court:

Cases to DA **215**  
 April = 71    May = 66    June = 78

Property received **476**  
 April = 209    May = 139    June = 128



**ARRESTS AND CASES TAKEN**

Juvenile arrests Q4 **36**  
 April = 18  
 May = 7  
 June = 11

Adult arrests Q4 **281**  
 April = 97  
 May = 86  
 June = 98

Cases taken Q4 **811**  
 Beat 1 = 259  
 Beat 2 = 252  
 Beat 3 = 300





David Johnson, Business Development Manager

### Opportunity Market for Downtown and El Camino Real

The current local economy has impacted many businesses in Menlo Park including downsizing, restructuring, and in some instances, complete closures. Notwithstanding, the current market is creating specific opportunities for existing and new businesses as rents decline in the retail and commercial sectors. Just one year ago, average rents for retail space on Santa Cruz Avenue ranged between \$4.00 – 5.00 per square foot. Today, the same real property spaces command \$3.00 – \$4.25 per square foot. Similarly, rents on El Camino Real in 2008 held at approximately \$3.00 per square foot. Currently, space on El Camino Real can range from \$2.50 to \$3.00 per square foot, with the exception of the new Safeway Retail Center. Real estate is a strategic resource because it is typically one of the highest operating expenses for businesses. Today, existing and new businesses have a unique opportunity to reduce property costs in the long-term and improve the potential of profitability and competitive advantage.

Our downtown and El Camino Real markets are currently being stimulated by new Neighborhood Serving Retail, Specialty Retail, and Restaurants and Dining businesses.

### Neighborhood Serving Retail

#### Downtown

- Advance Trustees Strategies
- The Realty Consulting Group

#### El Camino Real

- Peet’s Coffee and Tea
- Menlo Cleaners
- Menlo Park Fire District (temporary location)
- New Image Optical
- Lindamood Bell Learning Processes
- Dance Academy (remodel/relocation)

### Specialty Retail

#### Downtown

- Josef’s Boutique
- Milana C.
- Farnaud Couture
- Calla (reopening as Alys Grace on Chestnut Street)
- Runners High (expansion/new name: Fleet Feet)
- Dolma Carpets (under construction)
- The Boxworks (gift wrapping)

#### El Camino Real

- Pendleton Clothing

### Restaurants and Dining

#### Downtown

- Amici’s East Coast Pizzeria
- Marq’s in Menlo
- Ristorante Mitaro (coming soon)

#### El Camino Real

- Rubio’s Fresh Mexican Grill
- Cook’s Seafood Restaurant (expansion with outdoor dining)

### More on the horizon...

Business Development staff continues to receive interest from prospective retailers in high-end women’s clothing, hair and nail salons, yogurt shops, cupcakes, food and beverage markets, furniture design, fitness centers, and travel agencies. In addition, there is interest from restaurants focusing on healthy, organic, and sustainable foods.



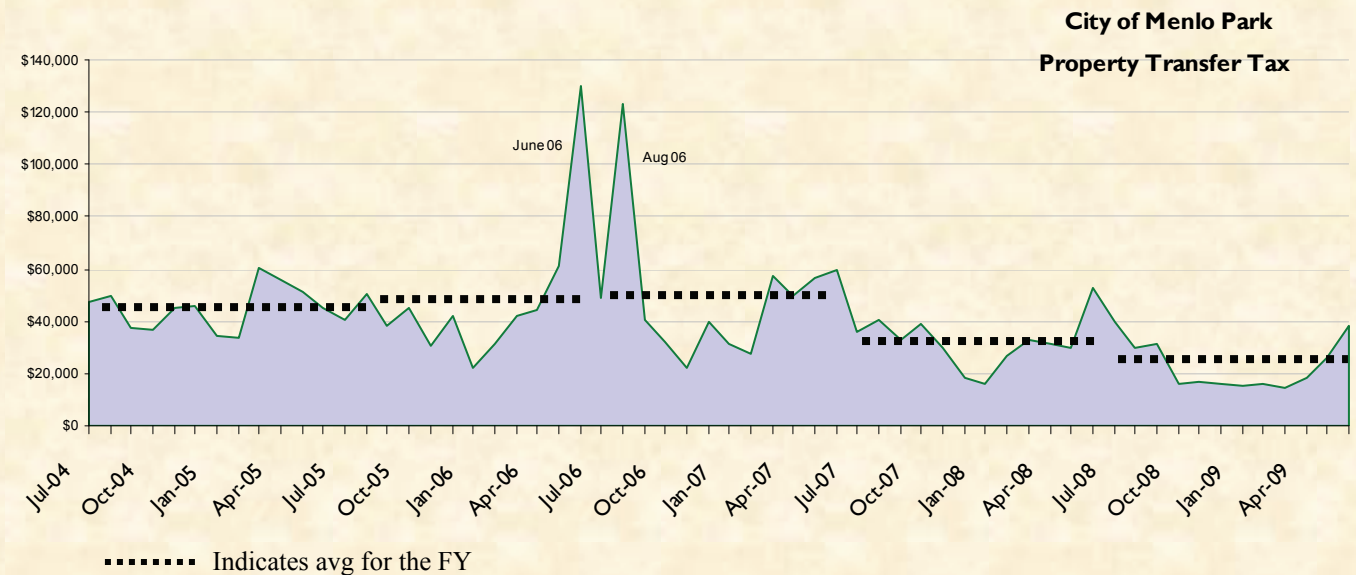
\* All rent prices per square foot include NNN or Triple Net (NNN), which includes rent, taxes, insurance, and maintenance expenses.



Carol Augustine, Finance Director

The City’s monthly Property Transfer (of ownership) Tax receipts from the County have long served as an indicator of the strength of the local real estate market. The downturn in the housing market and the economy as a whole is clearly illustrated in the chart below. Annual revenues from this tax source averaged \$570,000 in the three fiscal years ended June 30, 2007. In 2007-08, these revenues totaled \$386,000. For the fiscal year just ended, we anticipate the amount projected for property transfer tax revenues (reduced at mid-year) to be approximately \$278,000. Because there has been a significant decrease in both the number and average price of properties changing ownership in Menlo Park, the 2009-10 budget calls for a similarly diminished revenue projection of \$250,000 from this tax.

Other revenues will be equally depressed in the months to come as the economy continues the contraction which began nearly two years ago. Currently, the Finance Department is focused on accruing all 2008-09 revenues and expenditures to the proper fiscal year in order to provide timely, accurate financial reports for the Council and to prepare for the annual audit. Budget liaisons familiar with each department will provide city-wide assistance with this year-end closing process. Meanwhile, the adopted budget for 2009-10 has been established within the City’s financial systems so that two fiscal years are now opened to transactions.



### Cherise Brandell, Community Engagement Manager

### RDA process community meetings participation

- Weds, April 29 Business Stakeholders’ meeting 28 participants
- Weds, April 29 BH Neighborhood Assoc. meeting 9 participants
- Weds. May 6 Spanish language meeting 43 participants
- Weds May 13 Community wide meeting 52 participants



132 participants





**Glen Kramer, Personnel/Information Services Director**

The data below illustrates staffing activity in the Personnel Division including the number of paychecks issued to permanent and part time staff as well as recruitment activity for the quarter and the year.

On the Information Services side, website statistics are provided to show the utilization of the website as well as the number of help tickets processed by our Information Services Department.

**Personnel Quick Stats**

- ✓ 2 recruitments completed this quarter
- ✓ 6189 paychecks issued '09 calendar year
- ✓ 2987 paychecks issued this quarter



**MIS Quick Stats**

January, 2009	185 Help tickets
February, 2009	169 Help tickets
March, 2009	143 Help tickets
<b>TOTAL</b>	<b>953</b>

50% of help tickets are completed in under 30 minutes

12% completed in 31 to 59 minutes of request

19% in 1 to 4 hours of request

19% in greater than 4 hours

**Personnel news of note**

Menlo Park Police Officers and Sergeants agreed to a contract modification in early June, saving the city approximately \$140,000 annually and providing the final piece that allowed the city to balance its budget. The two unions agreed to eliminate a contract provision that mandated overtime on patrol shifts in excess of Federal law. Letters of agreement to this effect were completed and signed this quarter.

Personnel staff are also preparing for negotiations with SEIU and AFSCME, commencing this fall (contracts expire in October).

**MIS General Web Stats**

**Total requests by subject—Q2**

◆ Activity Guide	21,120	(seven day av = 2876)
◆ City Council	4072	(seven day av = 1213)
◆ Comm. Services	6027	(seven day av = 1090)
◆ Climate Action Plan	1580	(seven day avg = 1010)
◆ Employment	4333	(seven day av = 890)
◆ Building Dept.	2010	(seven day av = 431)
◆ Homepage Directory	1946	(seven day av = 421)
◆ Planning Dept.	1773	(seven day av = 395)
◆ Public Works Dept.	1675	(seven day av = 372)
◆ Burgess Pool	1313	(seven day av = 302)

**Top 10 Search Items**

- 1—5 some version of "Menlo Park, CA" (1137 total)
6. Burgess Pool (55)
7. Menlo Park recreation (34)
8. Menlo Park City Council (31)
9. Burgess park (25)
10. Menlopark (19)

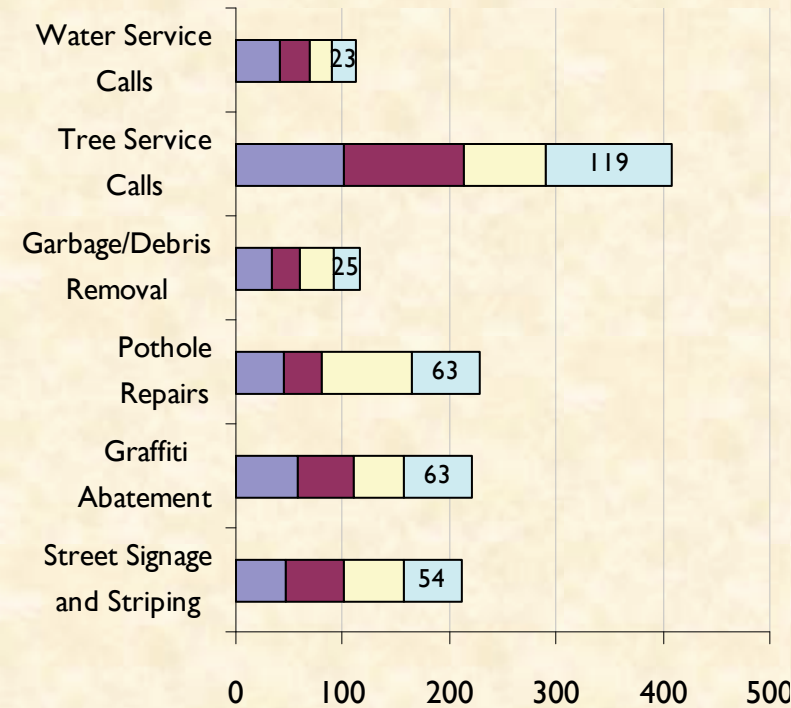


**Kent Steffens, Public Works Director**

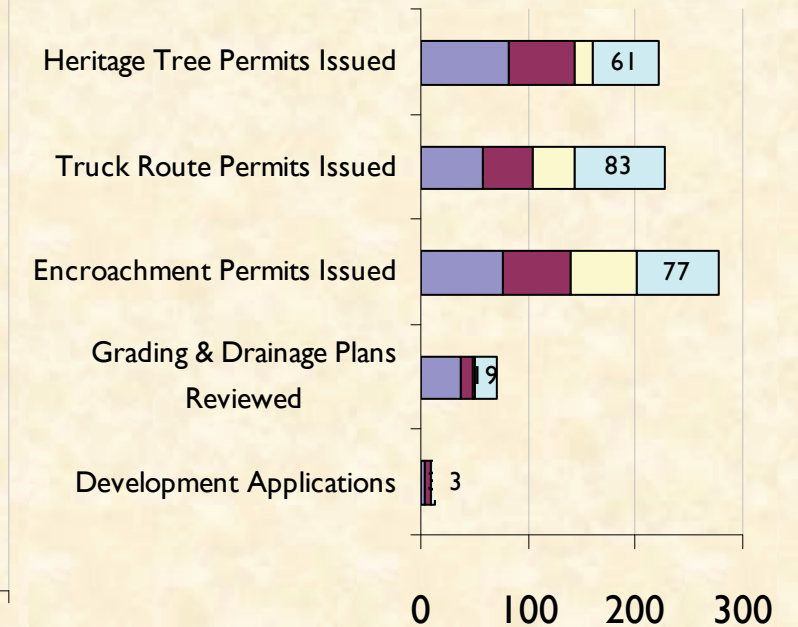
In addition to completing several project priorities this fiscal year, Public Works crews have worked on maintaining many of our City facilities, parks and fields. This quarter the building maintenance crew painted the exterior and interior of the restrooms at Burgess Park and repainted the Burgess gym lobby, re-carpeted the administration building stairwell and the gymnastics center lobby. As part of the annual field renovation, staff aerated, seeded, and fertilized all nine fields. In the past 12 months, two of the downtown parking plazas were sealed and re-stripped. In addition, engineering/environmental staff commenced negotiations for a new collection services contract, supported Council's approval of the water supply agreement and water sales contract, and completed the 2008 Water Quality Report.

The Engineering Division received \$635,000 from Federal funds for the ARRA (Economic Stimulus) Resurfacing project. This project will use rubberized (from recycled tires) asphalt pavement on Monte Rosa Drive, Haven Avenue and Live Oak Avenue. Construction will commence mid-August.

**Maintenance Work Orders**



**Public Works Permit Activity**



**Completed project priorities this quarter:**

- ◆ 07-08 Street Resurfacing Project
- ◆ Nealon Park Fencing improvements
- ◆ Traffic Video Detection System Installation at Willow Road and Durham Street
- ◆ Belle Haven Child Development Center playground improvements
- ◆ Street Tree Reforestation
- ◆ Burgess Gym EIR
- ◆ Climate Action Plan

**Major projects in process this quarter:**

- ◆ Citywide Sidewalk Repair Project
- ◆ Willows Neighborhood Traffic Study
- ◆ Downtown Parking Study



April — June 2009

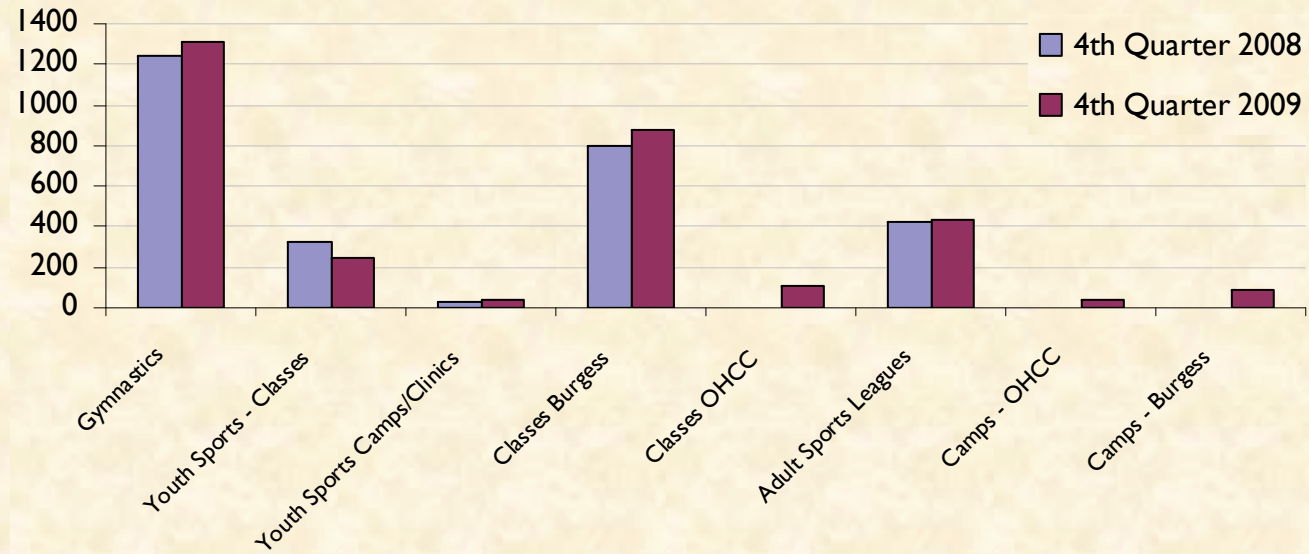
Community Services

Susan Holmer, Acting Director of Community Services and Libraries

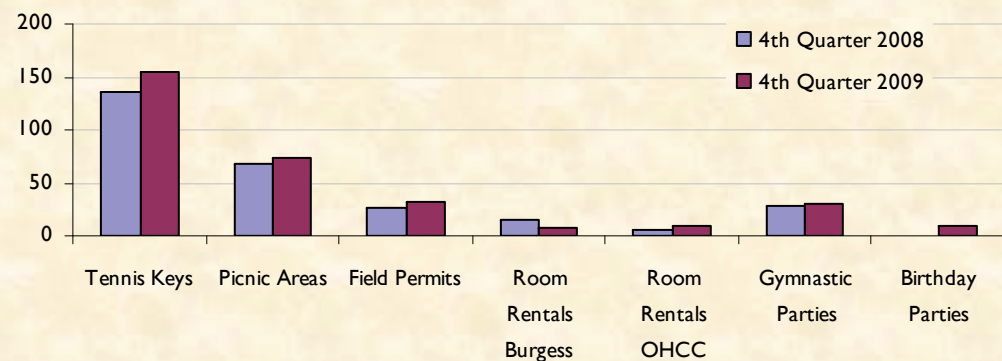
Fourth Quarter Highlights

- Bayfront Park was renamed Bedwell Bayfront Park as part of the Kite Day Celebration
- 1,309 participated in weekly gymnastics classes
- 475 exercised in the weight room at OHCC
- 2 grants were received for the Onetta Harris Summer Camp Program
- An Intern from San Jose State will be creating a special needs asset map and working with the summer camp
- 400 + participated in the Egg Hunt and Multi Cultural Day at the Onetta Harris Center.
- 3000 + participated in the Egg Hunt (Burgess Park)
- 200-250 families a month received food through the Second Harvest distribution at the Onetta Harris Center
- 9,852 participated in programs at Senior Center, including - classes, health screenings, peer counseling, special luncheons, meals and transportation
- 64 Preschoolers graduated from the BHCDC program in June
- 74 spring picnic rentals
- 856 participated in Belle Haven Community School Activities

Number of Participants Enrolled Spring Quarter



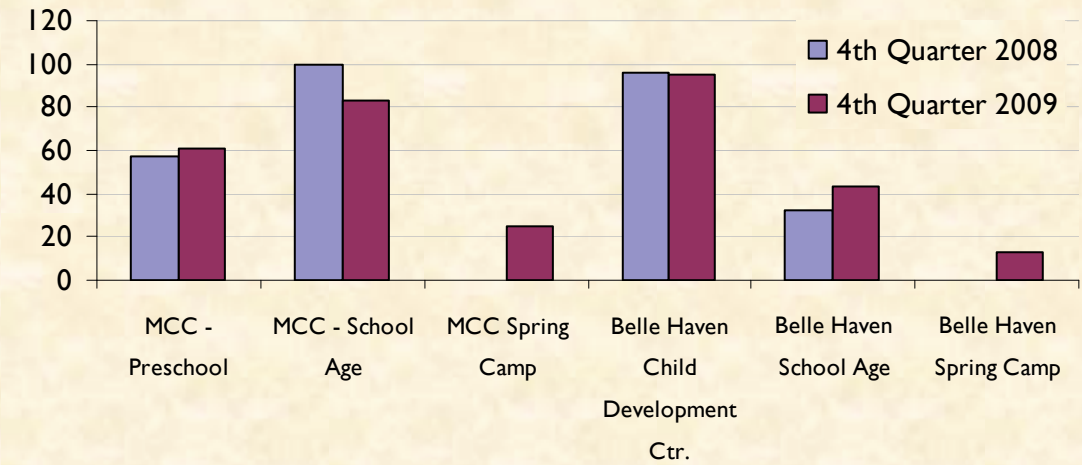
Facility Rentals and Parties



April — June 2009

Community Services

Child Care Average Monthly Enrollment



April — June 2009

City Clerk

Margaret Roberts, City Clerk



During the fourth quarter this fiscal year, the City Council met four times in closed session for a total of 6 hours and 43 minutes compared to no closed sessions in the same quarter last year. The Council held three study sessions during the fourth quarter in 2008 for 11 hours and discussed six items (avg 1hr 48 min / topic). In 2009 there were two study sessions lasting 4 hours and 55 minutes on three topics (avg. 1 hr 36 min / topic). Overall, during fiscal year 2008-2009, the City Council heard 66 items compared to 56 items the previous year.

The City Council met in regular session one less time during the 2009 fiscal year; however, the total hours increased by 5 hours and 26 minutes. Below is the data for items heard by the City Council for the last quarter of 2009.

4th quarter 2009	Commission Reports	Presentations / Proclamations	Approved on Consent	Pulled from Consent	Public Hearings	Regular	Written Communication	Information
14-Apr	0	2	2	0	1	3	0	0
21-Apr	0	4	4	0	0	3	0	0
5-May	0	2	2	0	0	3	0	2
12-May	0	0	0	0	0	0	0	0
19-May	3	1	0	0	0	2	0	1
2-Jun	0	0	4	0	3	2	1	0
9-Jun	0	0	0	0	0	0	0	0
16-Jun	0	2	5	1	0	3	0	1
<b>TOTALS</b>	<b>3</b>	<b>11</b>	<b>17</b>	<b>1</b>	<b>4</b>	<b>16</b>	<b>1</b>	<b>4</b>