

# WELCOME TO Pinole Citizens Academy

August 6, 2025



# CITIZENS ACADEMY

City Manager's Department

Citizens Academy

August 6, 2025





# WELCOME!

- So very happy to have you here!
- 1<sup>st</sup> Citizen's Academy
- We want to hear your questions and ideas
- We want this to be worth your time
- Citizen Ambassadors

# AGENDA

## Day 1

- Introductions
- Municipal Government Overview
- City Manager's Department
- Human Resources
- Community Development

## Days 2-3

- Finance
- Road Update
- Police
- Community Services
- City Clerk and City Attorney Overview
- Public Works
- Communications

# HOUSEKEEPING:

- Regular question breaks
- Please ask questions and engage in activities
- Please bring back your binder to each session
- We will have a quick break at around 6:30 pm

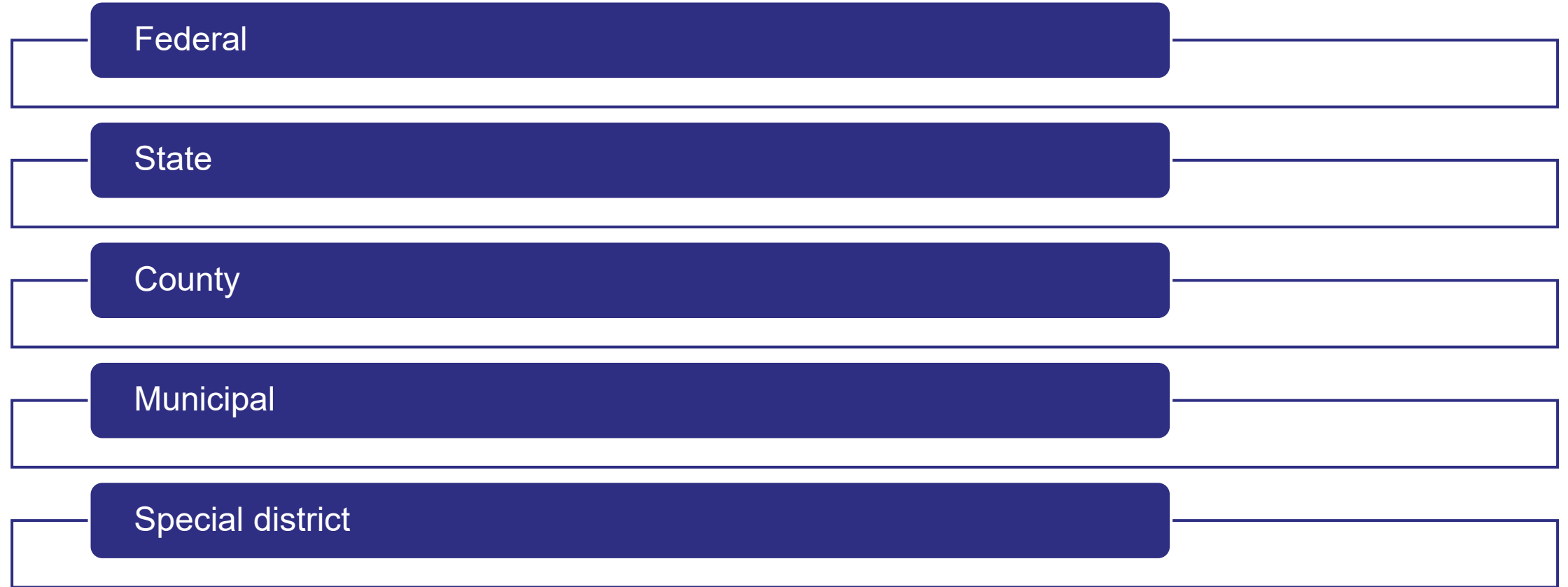
# INTRODUCTIONS

- Please share your name
- 1 sentence for what you hope to gain from this

# LOCAL GOVERNMENT

- How does it work?
- Rarely taught in schools
- One of the more misunderstood forms of Government
- One of the most impactful for local quality of life

# LEVELS OF GOVERNMENT



# PURPOSE OF MUNICIPAL GOVERNMENT- PROVIDE SERVICES AND REGULATIONS



Utilities



Infrastructure



Public Safety



Regulation of both civic and commercial activities

# CHARTER VS GENERAL LAW CITY

- **City Charter:** Charter cities have a voter-approved document that serves as a “local constitution” and grants them more authority over municipal affairs.
- **General Law Cities:** General law cities derive their power from state statutes and the California Constitution, and are bound by the state’s general law.
- **Numbers:** Out of California’s 478 cities, 108 are charter cities.
- **Pinole** is a **General Law City** which provides consistency but sometimes limits flexibility
- All State and Federal Laws must be followed regardless



# KEY IMPLICATIONS/LIMITATIONS OF POWER

- City's power is limited to its jurisdiction
- Non-Partisan
- Must adhere to applicable Federal, State, and County laws
- We follow state rules on things like elections, budgets, and public meetings
- State law outlines the roles and responsibilities of elected officials and city staff
- A general law city's power comes from statutes and the California Constitution. A general law city does not have authority over municipal affairs like a charter city does

# FORMS OF MUNICIPAL GOVERNMENT

## Mayor/Council Form of Government:

- This was the more traditional form of government in the 18<sup>th</sup> and 19<sup>th</sup> centuries
- Still, what you often see on TV
- Only five cities in California still have this form of government

## Council/Manager Form of Government

- This is what Pinole has
- The most common throughout the country and gaining in popularity

# COUNCIL/MANAGEMENT FORM OF GOVERNMENT

- How it Works:
  - The City Council is the legislative body, elected by the community. They set policy, adopt budgets, and represent the voice of residents
  - The Mayor is selected from among the Council and leads meetings and ceremonial functions, but doesn't have extra powers in policy decisions
  - The City Manager is appointed by the Council to run the day-to-day operations of the city, implement Council policies, and hire and manage staff and departments

# WHY THIS MODEL?

- It combines political leadership (Council) with professional management (Manager).
- It helps keep city services running efficiently and allows the Council to focus on the big picture.
- Generally regarded as the most stable form of municipal government especially for smaller cities
- Required for General Law cities

# COUNCIL MANAGER FORM OF GOVERNMENT

- This means Council decides the direction of the City(policy), and the City Manager directs staff(operations)
- The Council decides the “what” and City Manager directs the “how”
- The Council may not direct staff directly
- The Council may only direct the Manager if the majority is in agreement

# WHAT IS “POLICY”?



"A course or principle of action adopted or proposed by a government, party, business, or individual."



Remember- Council decides policy direction based on community engagement.

# COUNCIL ROLES AND RESPONSIBILITIES

- Hear community concerns- one of the main roles of a Council member is to hear community concerns and the make recommendations based on the majority of the community
  - Share information and events with the community
- Read and know agenda items
  - Vote on agenda items in a way the supports the majority of the community
- Recommend additional agenda items
- Serve as a liaison on committees

# ROLES AND RESPONSIBILITIES

## Elected Officials (City Council):

Sets priorities and policies, approves agenda items including items like the budget

## City Departments:

Develop department budget and submit budget requests for consideration

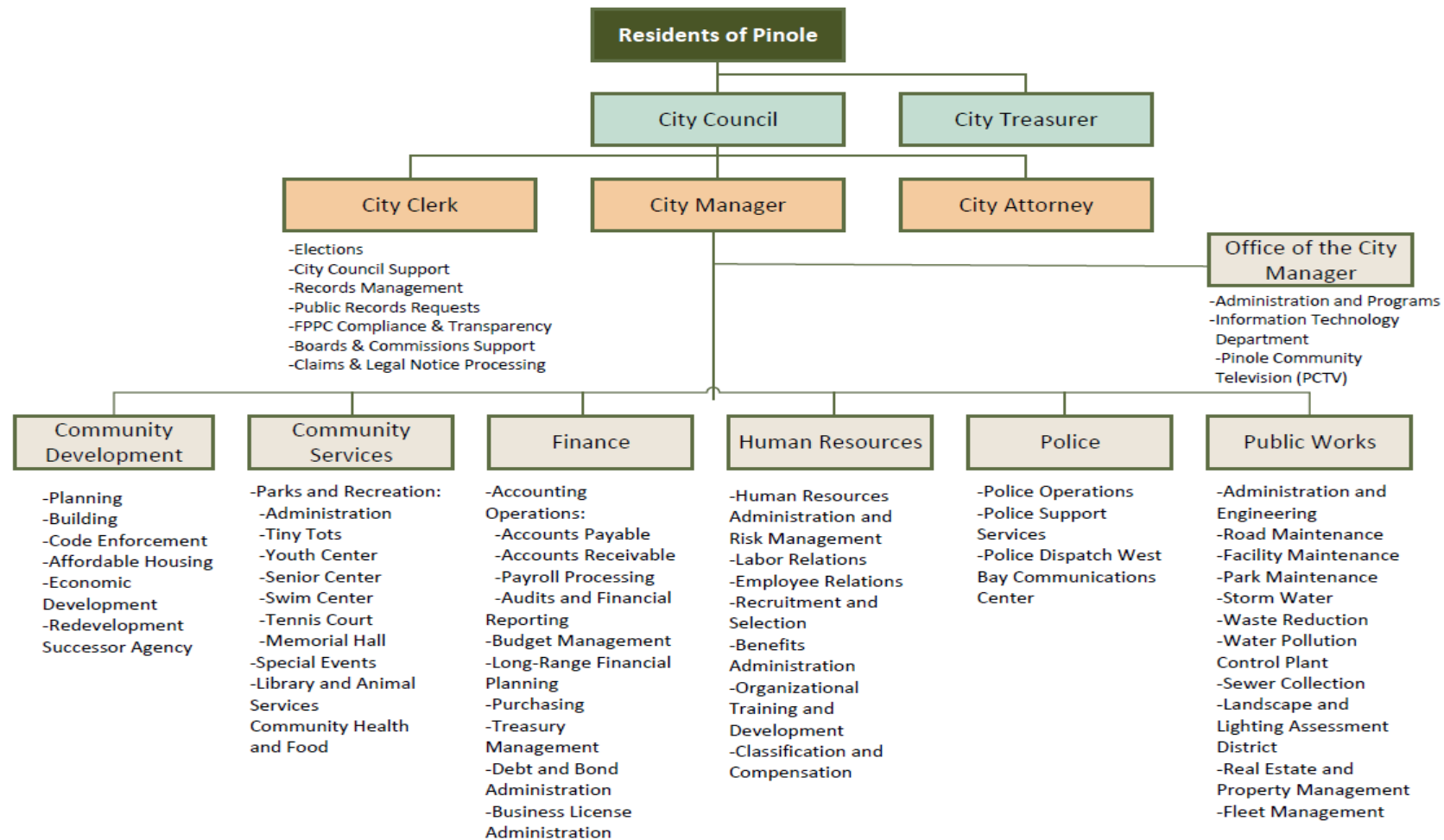
## City Manager:

Develop citywide procedures and enact policy

## Community Members:

Provide feedback and advocacy





Note: The Contra Costa County Fire Protection District provides fire safety services to Pinole residents.

# WHAT DOES A CITY MANAGER DO?

- Cities are typically administered under a city manager form of government
- The city manager is appointed by the city council to:
  - Enforce ordinances
  - Direct daily city operations
  - Prepare the city budget
  - Implement the council's policies and programs
- City Managers advise and give recommendations but do not vote on policy decisions

# EXAMPLES OF POLICY VS OPERATIONS

## Policy

- Approve a \$20 million dollar road plan
- We want more parks

## Operations

- Develop the plan, solicit the contractor, manage the contract, and oversee the construction
- Maintaining current parks or the construction of a new one

# WHEN TO GO TO COUNCIL VS STAFF?



Always welcome to go to  
either



Go to staff regarding specific  
questions or concerns



Go to Council about the  
direction you would like to  
see the City take

# POP QUIZ!

True or false: The City of Pinole has a Mayor/Council form of Government.

# WHAT FACILITIES DOES THE CITY OWN?

- City Hall
  - Public Safety building
  - Wastewater treatment plant
  - Senior Center
  - Tiny tots/Swim Center
  - Half of the Street Lights
- City Parks:
    - Fernandez Park
    - Pinole Valley Park
    - Amber Swartz Park
    - Bayfront Park
    - Canyon Drive Park
    - Hugh Young Park
    - Louis Francis Park
    - Meadow Park
    - Pinole Dog Park
    - Pinon Park
    - Sarah Drive Park
    - View Park
    - Wilson Point Park

# WHAT DO WE NOT OWN?

- Schools
- Library
- Trails
- Shopping centers
- Churches
- Utilities other than wastewater
- Private Property including:
  - Commercial and Residential buildings
  - Sidewalks(that are not on a city facility)
  - Private Parking lots
  - Private roads

# WHAT DO THINGS COST?

- Government projects and often cost significantly more than most residents expect
- Governments have raising costs consistent with all other costs
- Also, must adhere to commercial standards and federal and state regulations
- Contracted government prices are often higher due to a few factors including:
  - High levels of insurance
  - Prevailing wage
  - Federal, State, or municipal requirements- LEED certification, additional aesthetic requirements, etc.



# HOW DO WE GET MONEY?

- 56% of revenue comes from various tax sources
- 23% from sewer enterprise charges
- Additional sources include interest earned, fees, grants, donations, and other revenue sources

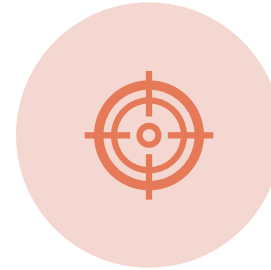
# STRATEGIC GOALS



GOAL 1. SAFE AND  
RESILIENT PINOLE



GOAL 2. FINANCIALLY  
STABLE PINOLE



GOAL 3. VIBRANT AND  
BEAUTIFUL PINOLE



GOAL 4. HIGH  
PERFORMANCE PINOLE

# WHERE IT GETS COMPLICATED

- Our costs continue to rise
- Resources are limited and continue to get more limited
- Priorities often shift
- Challenging to stay on top of all legal requirements, as well as community needs
- Have to do what is considered best for the majority of the community

# YOU MAKE A DIFFERENCE:

- Your involvement, through public comment, boards and commissions, and events like the Citizens Academy shapes our city's direction.
- We work hard to make city government transparent, inclusive, and responsive.
- We depend on information from the community for information from items like code enforcement reports, and notices of graffiti or other potential concerns.
- Patience and understanding goes a really long way
- Very grateful to all of you!

# WAYS TO ENGAGE:

- Attend or stream Council meetings.
- Subscribe to the Pulse, and Rec and Role
- View our website
- Attend my office hours- Every Thursday from 3-4pm
- Join a city commission:
  - Planning
  - Community Services
  - Transportation and Pedestrian Safety
- Participate in events, surveys, town halls, or community forums
- Sign up for email alerts or follow us on social media
- Volunteer

# VOLUNTEER OPPORTUNITIES

- Join a city commission:
  - Planning
  - Community Services
  - Transportation and Pedestrian Safety
- There are current openings! Please feel free to apply!

# QUIZ

- True or False:
  1. The City owns the Library.
  2. Property owners are responsible for the sidewalks in front of their house.
  3. The City owns all the streetlights.

# THANK YOU

# QUESTIONS?

City of Pinole





# HUMAN RESOURCES

Stacy Shell, Human Resources Director



# MISSION STATEMENT

- Provide comprehensive and timely human resources and risk management services.
- Develop and implement innovative strategies and programs.
- Attract, develop, motivate, and retain the best-qualified employees.



# SERVICES & RESPONSIBILITIES

Recruitment & Retention

Labor & Employee Relations

Classification & Compensation

Employee Benefits

Training & Development

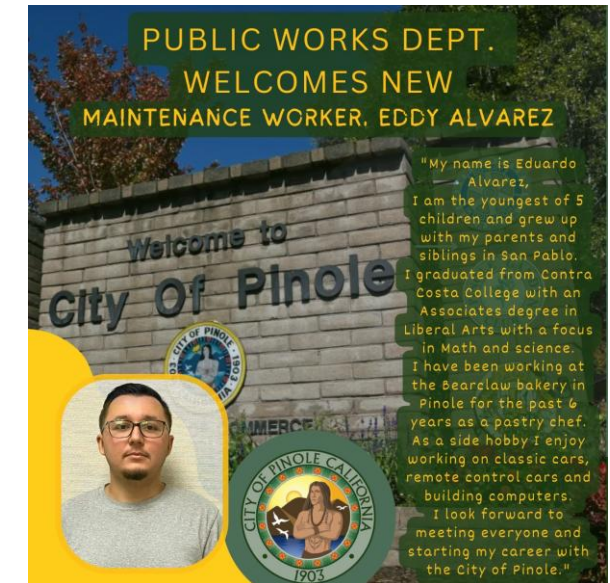
Wellness/Safety/Risk Mgmt.

Employee Engagement





# RECRUITMENT & RETENTION



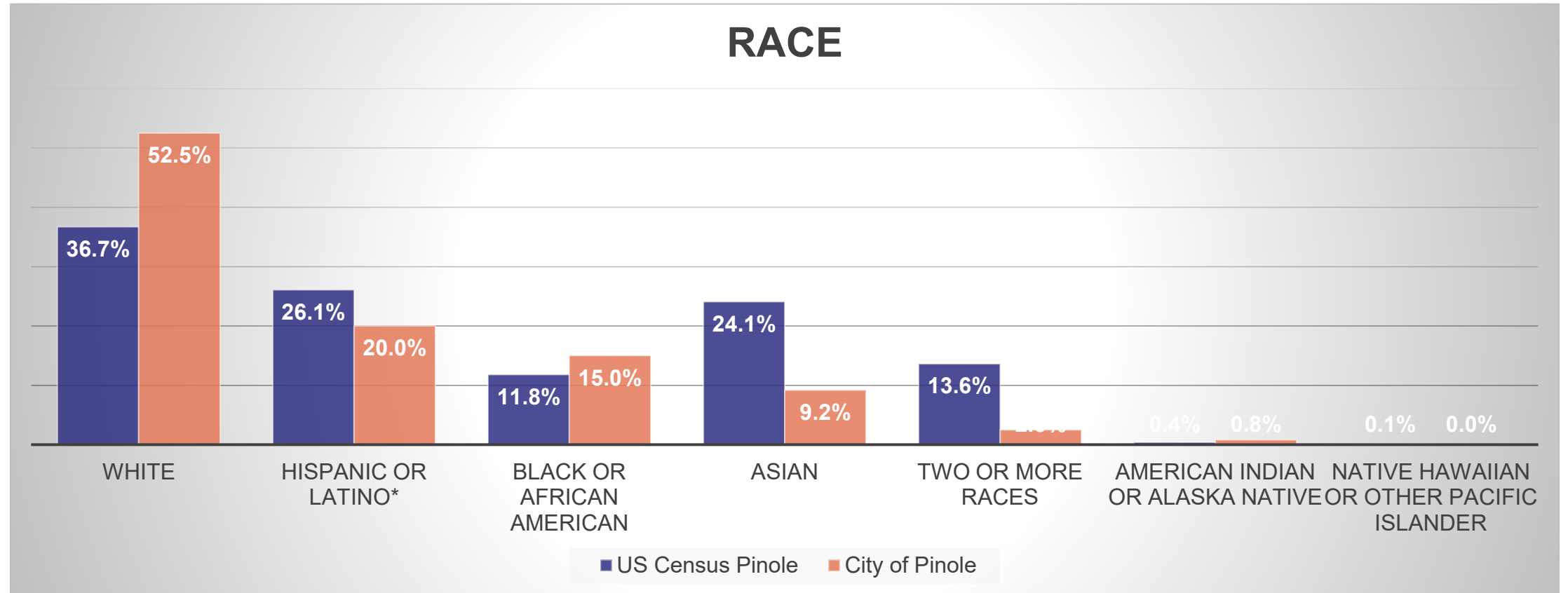


# OUTREACH, ADVANCEMENT & INCLUSION

- Facilitate selection procedures that produce diverse and skilled applicant pools.
- Assure that all recruitments, hiring, placements, transfers, and promotions are made through the lens of inclusion and based on individual qualifications for the position.



# CITY OF PINOLE DIVERSITY



\* US Census Data: Hispanic may be of any race, so also included in other applicable race categories

# LABOR & EMPLOYEE RELATIONS





# BARGAINING UNITS & EMPLOYEE GROUPS

American Federation of State, County,  
Municipal, and Employees (AFSCME) Union

- Local 1 – Maintenance & Clerical  
Employees
- Local 512 – Technical & Professional  
Employees

Pinole Police Employees Association (PPEA)

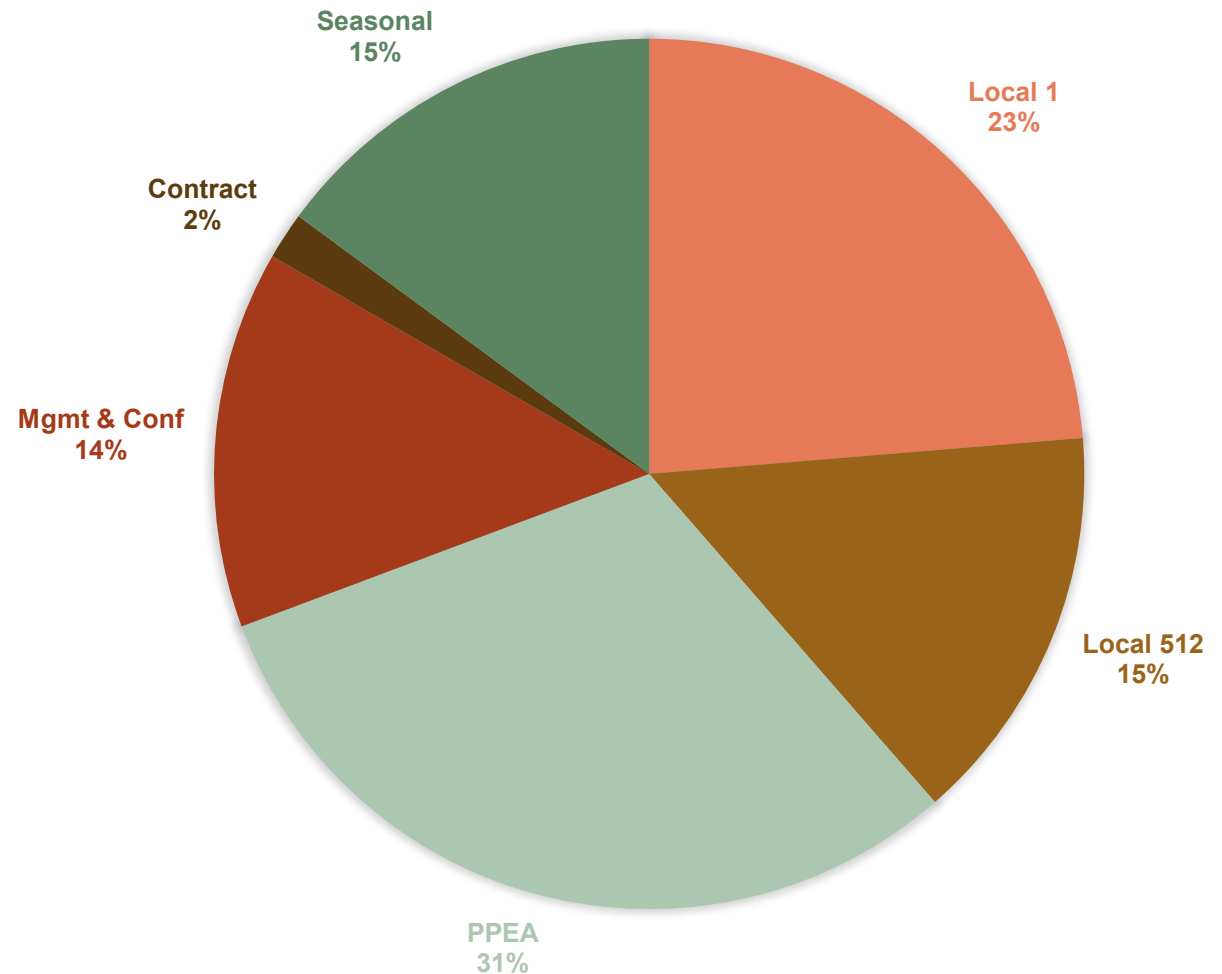
- Sworn & Non-Sworn Law Enforcement  
Employees

Management & Confidential Employee Group

Individual Contract Employees

Seasonal/Temporary Employees

EMPLOYEE GROUPS





# NEGOTIATIONS, INVESTIGATIONS & DISCIPLINE

- Represent the City Council and City Manager on all labor negotiation and grievance matters with bargaining units.
- Facilitate workplace investigations for claims of harassment, retaliation, and discrimination.
- Provide guidance and counseling to employees; initiate, conduct and/or oversee investigations relative to disciplinary actions for City departments.





# CLASSIFICATION & COMPENSATION



# ANALYSIS OF JOB AND PAY SYSTEMS

- Plan and conduct classification and organization studies.
- Develop and update classification specifications or job descriptions.
- Design compensation systems that support and reinforce the City's long-range objectives.





# BENEFITS ADMINISTRATION





# EMPLOYEE BENEFITS: A HEALTHY WORK-LIFE BALANCE

- Health and Wellness Benefits
- Retirement and Financial Benefits
- Paid Time Off and Leave Benefits
- Flexible Hours and Telecommuting/Remote Work
- Life Insurance and Disability Benefits





# TRAINING & DEVELOPMENT



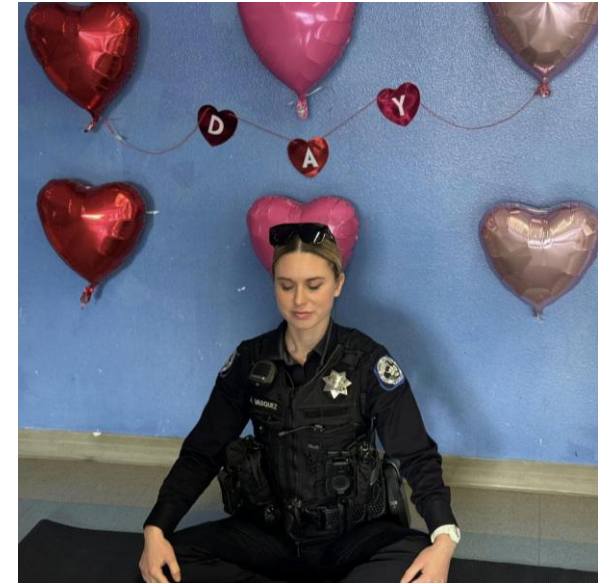
# EMPLOYEE INVESTMENT

- Contra Costa Leadership Academy
- Anticipated Front-Line Supervisory Academy
- Higher Education Incentive Pay and Tuition Reimbursement Programs
- City-Wide Safety and Mandated Training Programs





# WELLNESS, SAFETY & RISK MANAGEMENT





# HEALTH, WELL-BEING & SUPPORT

- Wellness Program
  - Annual Wellness Fairs and First Aid & AED Training
  - Bi-Annual Walk-n-Lunch Events, Chair Massage Days, and Walking Challenges
- Employee Assistance Program
- Risk Management Program
  - Employment Liability & Workers' Compensation





# EMPLOYEE ENGAGEMENT





# WORKPLACE CULTURE

- Employee Appreciation and Recognition Programs
- Employee Events Committee
- Survey Employee Satisfaction Levels



# CITY OF PINOLE EMPLOYEE TURNOVER



# HIGH PERFORMANCE PINOLE



## City Council Goal #4

Build an organization culture that is efficient, ethical, and effective in delivering quality services with community involvement and fiscal stewardship.



# THANK YOU

Human Resources Department

Stacy Shell, HR Director

Charlene Davis, HR Analyst

Josey Perez, HR Specialist

Questions?

# Building Community: How Community Development Shapes Pinole

Citizens Academy

August 6, 2025



# Hi, I'm Lilly



Lilly Whalen  
Community Development Director  
[LWhalen@pinole.gov](mailto:LWhalen@pinole.gov)  
510-954-6450 Direct  
510-724-8912 Main



# Community Development Department Mission

*The mission of the Community Development Department is to guide **orderly growth and development** in Pinole, consistent with the **General Plan** and priorities of the City Council, and to **protect the quality of life, health, safety, and welfare of residents.***



COMMUNITY  
DEVELOPMENT  
DIRECTOR



PLANNING

BUILDING

CODE  
ENFORCEMENT

AFFORDABLE  
HOUSING

ECONOMIC  
DEVELOPMENT

PLANNING  
MANAGER

ASSOCIATE PLANNER

SUSTAINABILITY  
PROJECT MANAGER

SUMMER INTERNS

BUILDING  
OFFICIAL

BUILDING  
INSPECTOR

PERMIT TECHNICIAN  
III

PERMIT TECHNICIAN I

CODE  
ENFORCE-  
MENT  
OFFICER II

HOUSING  
FELLOW

# Planning Division: Primary Function

*The Planning Division administers and implements the **General Plan and Zoning Code** for the City. It processes **land use and development applications**, which include **use permits, design review requests, and subdivisions**. The Planning Division seeks to deliver on its mission with the highest regard for time, accuracy, completion, customer satisfaction, and overall well-being of the City consistent with local, State, and federal laws. Planning staff participate in multi-modal transportation and circulation planning.*





# The General Plan is the “blueprint” for the City



LAND USE



CIRCULATION



ENVIRONMENTAL  
JUSTICE



CONSERVATION



OPEN SPACE



NOISE



SAFETY



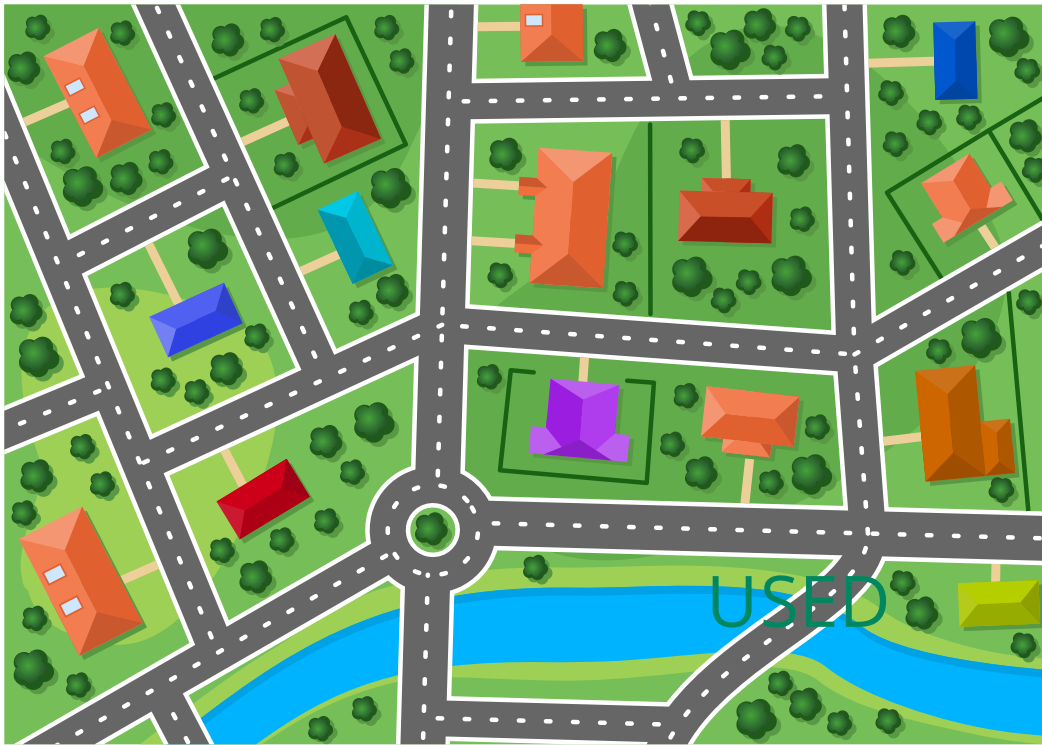
HOUSING

*A general plan allows a community to create a vision for its future.*



*Typically ~20 year horizon*

# Zoning governs how land is:



- Residential
- Industrial
- Commercial
- Institutional
- Public Park
- Open Space



- Height
- Parking
- Setbacks
- Building Coverage
- Design
- Landscaping

# Who Owns What?

## *Understanding Public vs. Private Land*

Public Land	Private Land
Owned by the City, State, or Federal government	Owned by individuals, companies, or organizations
Examples: parks, streets, public schools	Examples: homes, businesses, private lots
Managed with public benefit in mind	Managed by owner (within zoning regs)



# Role of Planning Staff

Day-to-day experts who support the planning process

- Interpret and apply zoning codes and planning policies
- Review development applications for completeness and code compliance
- Work directly with applicants, business owners, residents, and developers
- Prepare staff reports and recommendations for public hearings
- Ensure consistency with the General Plan, Zoning and CEQA (California Environmental Quality Act)
- Support long-range planning (e.g., Specific Plans, Housing Element)
- Facilitate public outreach and community engagement
- Implement policies and track project conditions





# Role of the Planning Commission

*Seven Member Body. Citizen volunteers who provide public oversight and decision-making*

- Make decisions on discretionary land use permits (e.g., Conditional Use Permits, Design Review)
- Review and approve or deny development projects based on staff recommendations
- Hold public hearings and listen to community input
- Recommend zoning changes, General Plan amendments, or Specific Plans to City Council
- Ensure development aligns with community goals and adopted plans
- Appointed by the City Council





# Path of a Planning Application



# General Plan Update



HOUSING  
ELEMENT  
UPDATE



SAFETY  
ELEMENT  
UPDATE



HEALTH &  
ENVIRONMENTAL  
JUSTICE ELEMENT



# Climate, Sustainability & Rebates

## KEY INITIATIVES IN ACTION

- Climate Action & Adaptation Plan (CAAP): A roadmap for reducing greenhouse gas emissions and adapting to climate change.

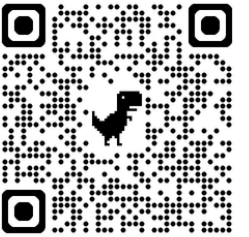




- Grants Awarded: Over \$1.5 million in state and regional funding secured to support local sustainability projects.



- PEER Program – Energy Efficiency Rebates: Providing rebates for home upgrades like insulation, heat pump water heaters, and induction ranges

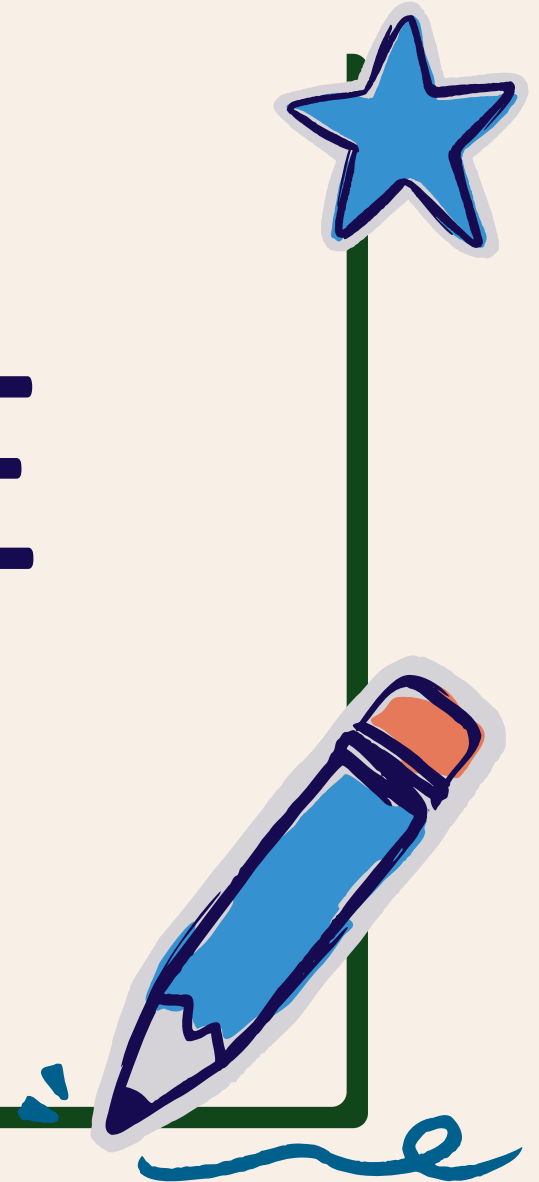
- Reach Codes: Considering stricter-than-state energy codes to promote cleaner, all-electric new construction. **Workshop Thursday, August 7th!**



- Single-Use Plastics Ban –  
 Now in enforcement phase! Businesses must use certified compostable foodware and paper bags.  
 Complaints accepted online. Education-first approach.

# QUIZ TIME

Planning & Sustainability



# What distinguishes public land from private land?

Public land is always accessible to everyone at all times.

Public land includes anything within a neighborhood, including private driveways and front yards.

Public land is owned by a government agency; private land is owned by individuals or organizations.

Private land must be landscaped and open to the public.

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Which of the following is an example of something that zoning regulations typically control?

The brand of appliances installed in a new home

The number of housing units allowed on a parcel

The minimum wage for employees

The size of nails used in construction

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A developer wants to build a four-story apartment complex on a site currently zoned for single-family homes. Which of the following must occur before the project can be approved?

Submit a landscaping plan

Ask the Planning Commission nicely to skip review

Apply for a building permit only

Request a General Plan update and/or zoning change

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The PEER Program provides rebates for energy efficiency upgrades. Which of the following is not eligible under the program?

Induction range

Heat pump water heater

Gas furnace replacement

Attic insulation

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Gas furnace replacement

Attic insulation



# Building Division: Primary Function

The Building Division issues **building permits** and provides **building, electrical, mechanical, plumbing, Title-24, and accessibility inspections** for new construction, additions, and alterations of commercial, residential, and public projects to ensure a safe environment for the Pinole community. The division also performs **rental housing inspections** on a recurring basis and business license inspections on an as-needed basis. The division investigates citizens' complaints pertaining to construction code compliance and/or health and safety issues in a prompt and courteous manner.



# Why projects need Building Permits

Protect Your  
Investment



Legal  
Protection



Public Safety  
Matters



Avoid Costly  
Setbacks



Penalties will  
Apply



# What needs a Permit?

Although a contractor will often secure the necessary permits, the responsibility for obtaining building, mechanical, electrical or plumbing permits lies with the property owner.

Before beginning ANY construction or remodeling project, be sure to contact the Building Division. A staff member can verify what permits are needed, the cost and the proper procedure.

## Common commercial (just a partial list)

- Accessibility Upgrades
- Change in use
- Replacement of hot water heater, furnace or air conditioner
- New or replacement electrical panel
- New siding or roof
- Window replacement
- Swimming pool
- Tenant Improvements
- ...and more!

## Common residential (just a partial list)

- Changes, replacement or new retaining walls
- Electric service upgrade, electric service panel relocation, and new wiring or electric outlets
- Fireplace inserts
- Fire damage repair
- Installation of heat pumps or solar panels
- New sewer, water or gas line
- New siding or new roof
- Patio covers, decks over 30 inches high OR over 120 square feet OR attached to the house, and gazebos
- Permanent affixed or freestanding signs
- Pools, spas and hot tubs
- Reconstruction or modification of a dwelling
- Replacement of hot water heater, furnace or air conditioner
- Room additions
- Termite repair work
- Water softeners
- Window Replacement
- ... and more!

# Applying for a Permit without leaving home

**New!**

## Online Permitting

- Submit permit applications
- Upload plans and documents
- Pay fees securely
- Track the status of your project in real time

## Inspections

- Once your permit is issued, inspections scheduled online or by text!
- Our inspectors verify that your project meets all applicable codes before work continues or is finalized.
- Inspections help catch issues early—saving you time and money in the long run.

## Popular Online Permit Types

- Solar Permits (*instantaneous!*)
- *Express Permits (issued in 2-3 days):*
  - Re-roofing
  - Water heater replacement
  - EV Chargers
  - HVAC replacements
  - Air Conditioner
  - Electric Service Panel Change Out
  - Wall or Floor Furnace
  - Water Heaters

[www.pinole.gov/departments/building/](http://www.pinole.gov/departments/building/)



# Rental Inspection Program

## Program at a Glance

- Adopted in 2006
- Covers all rental properties
- Ensures safe housing for all



## Why It Matters

- Prevents safety hazards before they escalate
- Ensures equitable housing standards
- Helps maintain property values
- Builds trust and transparency in the rental market

## How to Stay in Compliance

- Maintain an active business license annually
- Complete a health & safety inspection every 3 years
- Correct any identified violations

## What's Changing?

To make the program more effective and user-friendly, the City is:

- Streamlining inspections and reporting
- Modernizing data collection
- Developing clearer guidance
- Improving public access to information
- Recommending a full-time inspector to manage program



## Want to Get Involved?

We welcome your feedback!

✉ Email [jmurti@pinole.gov](mailto:jmurti@pinole.gov) to participate in improvement conversations.

📞 Questions? Visit [www.pinole.gov](http://www.pinole.gov) or contact the Community Development Department for more info.

# Pinole Home Match Program (*in development!*)



## Goals

- Support aging in place
- Combat loneliness
- Expand affordable housing options
- Use existing homes

## Program Timeline






## How It Works


- Homeowners offer a room or ADU
- Renters are vetted for safety and compatibility
- Matches are based on lifestyle, values, and mutual needs
- Optional: reduced rent in exchange for help with tasks like shopping or pet care
- Ongoing support provided by program staff including:
  - Free room listings & marketing
  - Home readiness mini-grants (painting, cleanup, repairs)
  - Lease support & conflict resolution
  - Materials available in English, Spanish, and Chinese

**front porch**

# Pinole Accessible Living Program

## Helping Residents Age in Place—Safely and Comfortably

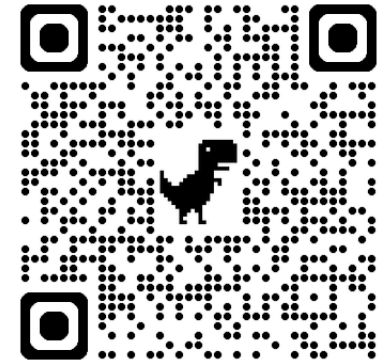
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 Thursday, August 14, 2025: Workshop 1: Designing for All: Foundations of Universal Design Easy, practical ways to make your home work better at every age (Based on AARP's HomeFit Guide)
- 

 Date TBD: September 4 or 11: Workshop 2: Step-by-Step: Making Your Home More Accessible. Simple upgrades to improve safety, comfort, and independence.
- 

 September 25: Workshop 3: Permits Made Easy: What You Need to Know A friendly guide to navigating the permitting process for home improvements
- 

 October 2 or 9: Workshop 4: Power Smarts: Boosting Energy Efficiency at Home. Cut costs, increase comfort, and support sustainability
- 

 October 23: Workshop 5: Hiring with Confidence: Finding the Right Contractor. Tips to choose trustworthy professionals and avoid common pitfalls
- 

 Date TBD: Early November: Workshop 6: Safe & Ready: Home Safety and Emergency Preparedness. Essential steps to protect yourself and your home before a crisis

Sign Up for a Workshop or  
to be a PAL Ambassador



### **SUPPORT FROM AARP**

*These workshops are made possible due to the generous support of AARP through the AARP Community Challenge.*

[www.pinole.gov/pinole-accessible-living-program/](http://www.pinole.gov/pinole-accessible-living-program/)

# Major Development Projects

## Recently Completed Projects



Valor Village (811 San Pablo Ave) – 33-unit low and very-low income housing for veterans



Vista Woods (600 Roble Ave) – 178 units of affordable senior housing



# Major Development Projects

## Ongoing Projects



Appian Village (2151 Appian Way) – 154 condominium units under construction

## Upcoming Projects



Appian 80  
Redevelopment  
– Exploring new  
grocery or  
commercial  
tenants



Pinole Shores  
Industrial  
Development –  
New light  
industrial/  
warehouse space

Former Kmart Site  
(1500 Fitzgerald Dr) –  
Planned 5-story, 223-  
unit apartment  
building

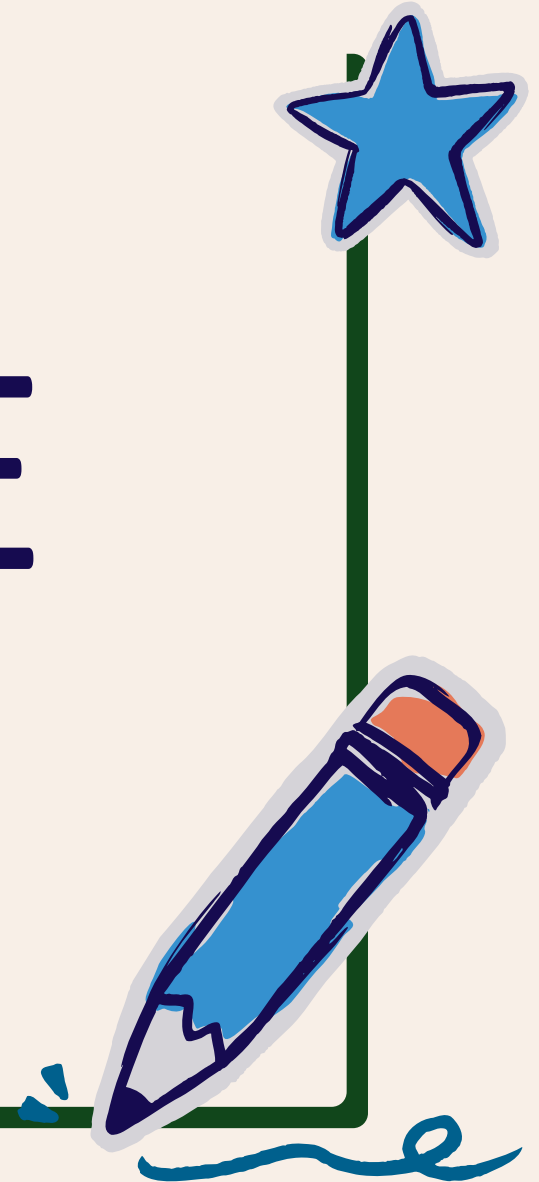


890 San Pablo Ave – City  
working with property  
owners on redevelopment;  
currently used as a staging  
site for a sewer project



# QUIZ TIME

Building



Which of the following projects requires a building permit in Pinole?

Changing a lock on a front door

Laying carpet in a bedroom

Painting interior walls

Installing a heat pump

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Changing a lock on a front door

Laying carpet in a bedroom

Painting interior walls

Installing a heat pump

# What types of properties are covered under Pinole's Rental Inspection Program?

All commercial buildings

Residential rental units, including  
single-family homes and multi-  
family properties

Owner-occupied  
single-family homes

Mini-Storage Facilities

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**Residential rental units, including  
single-family homes and multi-  
family properties**

**Owner-occupied  
single-family homes**

**Mini-Storage Facilities**



# What is the main goal of the PAL (Pinole Accessible Living) Program?

Enforce property maintenance  
rules

Provide free rent to seniors

Help older adults and people with  
disabilities modify their homes to  
safely age in place

Expand public transit options in  
Pinole

# What is the main goal of the PAL (Pinole Accessible Living) Program?

Enforce property maintenance  
rules

Provide free rent to seniors

Help older adults and people with  
disabilities modify their homes to  
safely age in place

Expand public transit options in  
Pinole

# Why is it important to get a building permit before starting construction work?

It helps you get a tax break

It ensures your project is safe and code-compliant—and protects your investment

It lets you avoid paying for inspections

It makes your house look better

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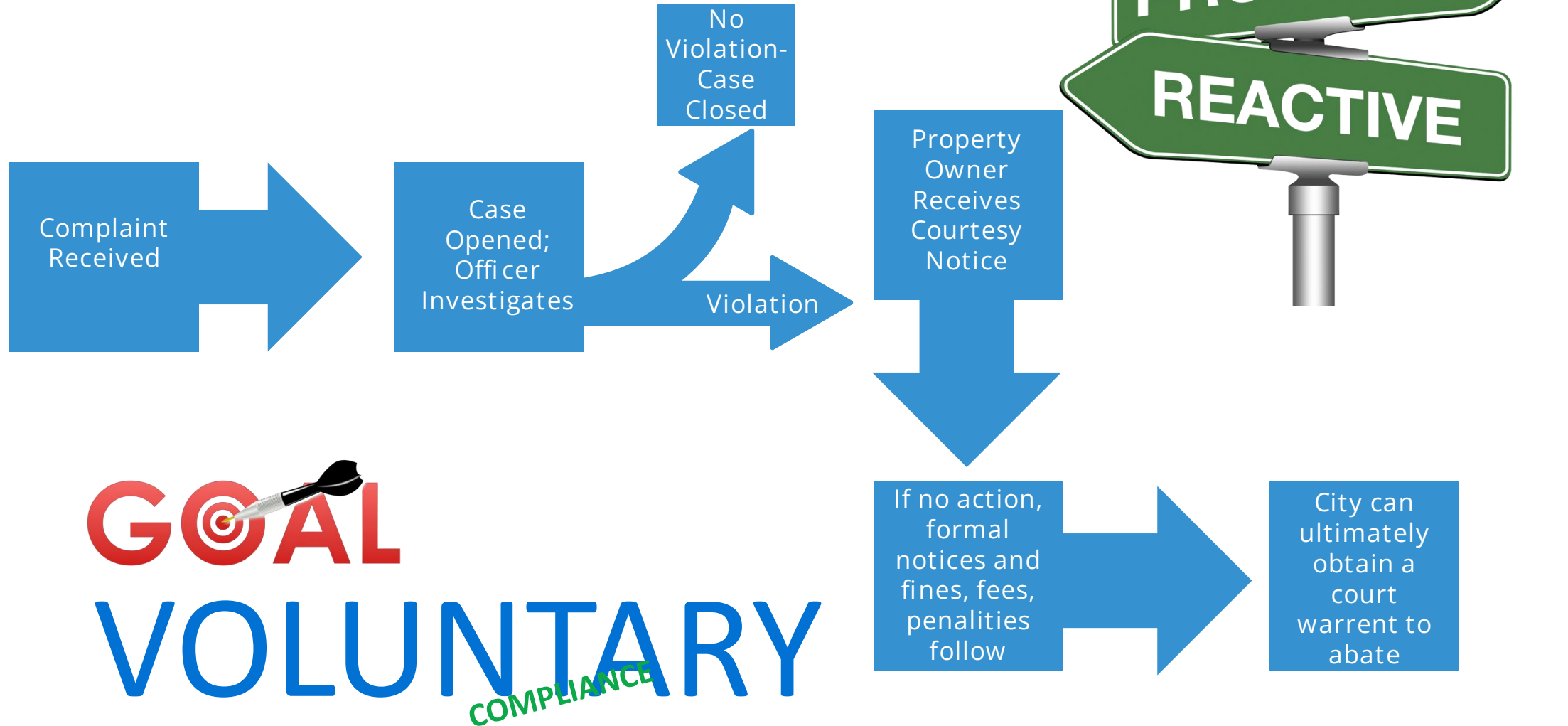
# Code Enforcement Division: Primary Function

*The Code Enforcement Division investigates and addresses citizens' complaints of **health and safety issues**. These issues include **blight and graffiti, abandoned vehicles, and illegal dumping**. The division is **complaint driven** and maintains a proactive environment to help solve community problems in a collaborative and effective manner.*



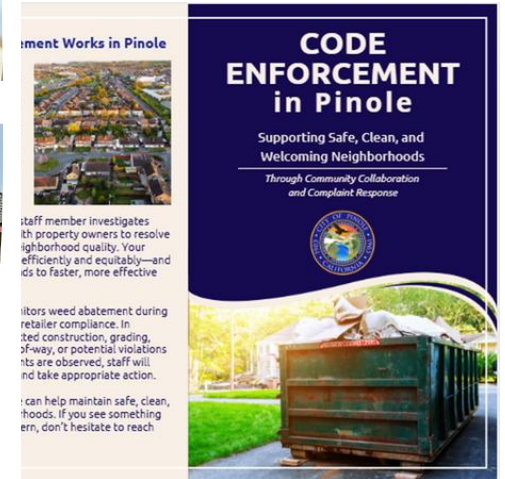


# Code Enforcement Basics: What it is & how it works



# Code Enforcement Basics: What does it cover?

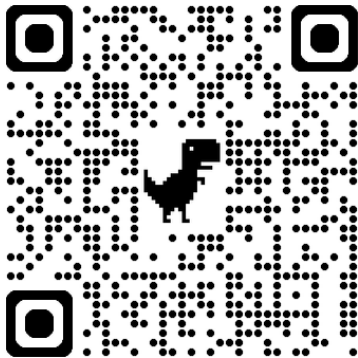
## Common Nuisances



## Why It Matters

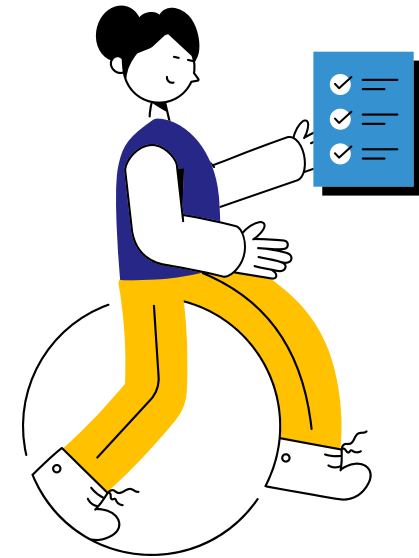
- Keeps neighborhoods clean, safe, and livable
- Supports property values
- Promotes fairness and accountability

# Code Enforcement Basics: Reporting Issues



**BY PHONE**  
(510) 724-CODE  
(2633)

**BY EMAIL**  
[Codeenf@pinole.gov](mailto:Codeenf@pinole.gov)



**IN PERSON**  
2131 PEAR  
STREET  
M-TH  
8AM-NOON;  
1-4:30PM



# Other reporting resources



## Hazardous Waste

### Report A Problem

Illegal dumping and hazardous waste spills (i.e. sewage, automotive fluids, construction materials, paint, trash, sediment, wash waters).

[Report A Violation →](#)



## Animals & Wildlife

### Report A Problem

Feral cats, deceased animals, animal bites, illegal hunting/fishing, invasive species, lost/found pets, sick or injured wildlife, stray animals, or other animal issues in Pinole.

[See Animal Control →](#)



## Caltrans

### Report A Problem

Report graffiti, litter, potholes, encampments, or other issues and submit service requests for highways, overpasses, and on/off ramps.

[Contact Caltrans →](#)



## Public Property

### Report A Problem

Report potholes, streetlights, wastewater, tree trimming, public parks & facilities, or other issues on City-owned property.

[Report A Problem →](#)

<https://www.pinole.gov/services/contact-us/report-a-problem/>

# Weed Abatement Program

**FIRE SEASON IS HERE**  
**PROTECT YOUR PROPERTY**  
**- CLEAR YOUR WEEDS**



**Before** **After**

Overgrown yards put everyone at risk.  
**Let's keep Pinole fire-safe.**



Scan here for defensible space and fire hazard guidelines from ConFire.

**Dear Pinole Property Owner,**

As vegetation dries out this spring, the fire risk rises. Help keep **our community safe** by reviewing the reverse side for your responsibilities as a homeowner to remove weeds and dry vegetation on your property. These actions reduce the risk of structure fires and wildfires—and help keep our community safe. **Please complete your weed abatement by May 31.** City staff will begin inspections after that date. If issues are found, we'll provide a courtesy notice with 10 days to take action. If needed, the City will arrange for abatement if owners do not timely perform the work, and pass along the cost to the property owner.

With your cooperation, we can maintain Pinole as a safe place to live, work, and visit.

With appreciation,  
**City of Pinole**  
**Code Enforcement**  
**Division**



**To file a complaint reporting fire hazards or other unsafe neighborhood nuisances:**

-  [pinole.gov/departments/code-enforcement](https://pinole.gov/departments/code-enforcement)
-  510-724-CODE (2633)
-  [codeenf@pinole.gov](mailto:codeenf@pinole.gov)





# Pinole Beautiful (in development!)

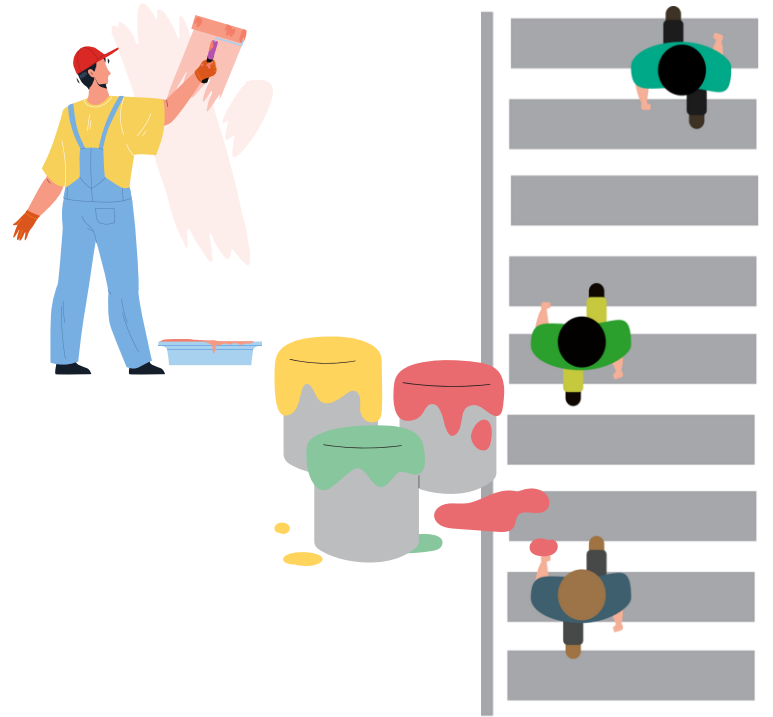
Adopt-a-Spot  
Program

Graffiti Go!


Utility Box +  
Crosswalk Art

Yard & Curb  
Appeal  
Assistance

Sponsor-a-Bin




Want to Get Involved?

 Email [kamin@pinole.gov](mailto:kamin@pinole.gov) with your preferred volunteer role!

# Abandoned Home Restoration Program (in development!)



Know of a Candidate Property?

 Email [jmurti@pinole.gov](mailto:jmurti@pinole.gov) with the address and summary of issues + any information you have on ownership.

Provide  
first-time  
homeownership  
opportunities

Stabilize  
Neighborhood  
Property  
Values

Hire BIPOC  
contractors to  
support  
economic  
equity

Reduce  
outstanding  
code  
enforcement  
costs

Promote  
sustainable  
development

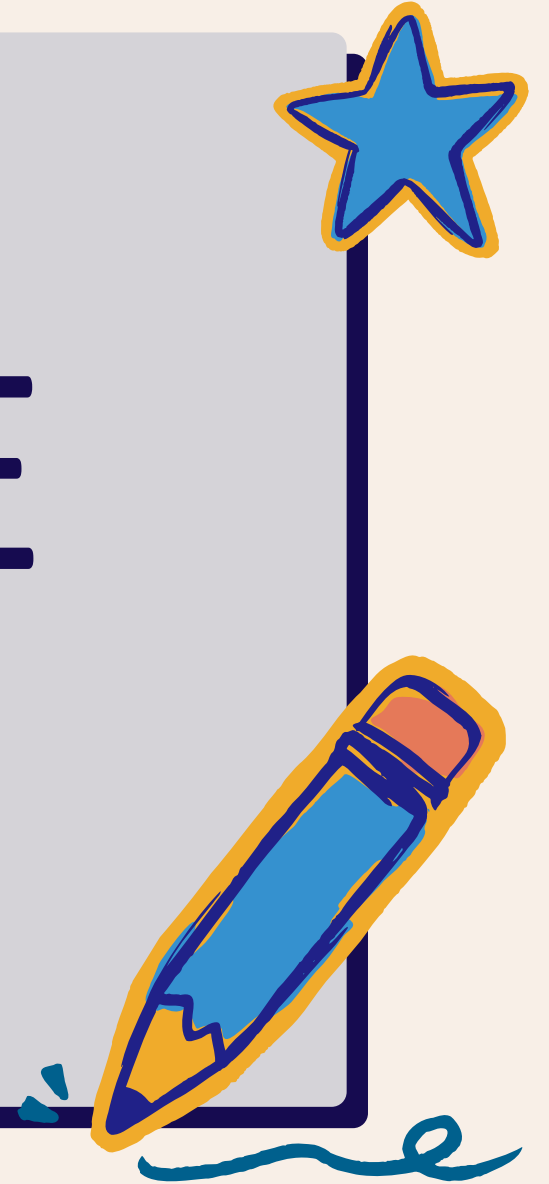
Produce safe,  
clean,  
affordable  
housing

Engage and  
empower the  
community

Provide  
opportunities  
for  
rehabilitation  
assistance

# QUIZ TIME

Code Enforcement



# What is the primary function of the Code Enforcement Division?

To provide police services

To resolve property boundary disputes

To investigate & address health & safety issues like blight, unpermitted construction & abandoned vehicles

To issue business licenses

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Nothing — the case is closed

They are offered financial incentives

They may receive formal notices, fines, and penalties

Their utilities are disconnected

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# How can residents report a potential code violation?

Yell “Code Violation!” three times  
into a mirror

By submitting an anonymous  
comment on social media

Tie a note to a squirrel and hope  
for the best

Online,  
in person at City Hall,  
by phone, or  
by email

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# What is one reason why code enforcement is important?

To make money for the City

To support property values and  
keep neighborhoods safe and  
clean

To train raccoons in neighborhood  
watch programs

To eliminate all housing



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watch programs

To eliminate all housing

# Affordable Housing Division: Primary Function

The Affordable Housing Division functions include ensuring that **facilities that have received City financial assistance to create affordable housing units comply with affordability agreements** and investing **limited City affordable housing resources** to provide affordable housing units and support to the homeless.



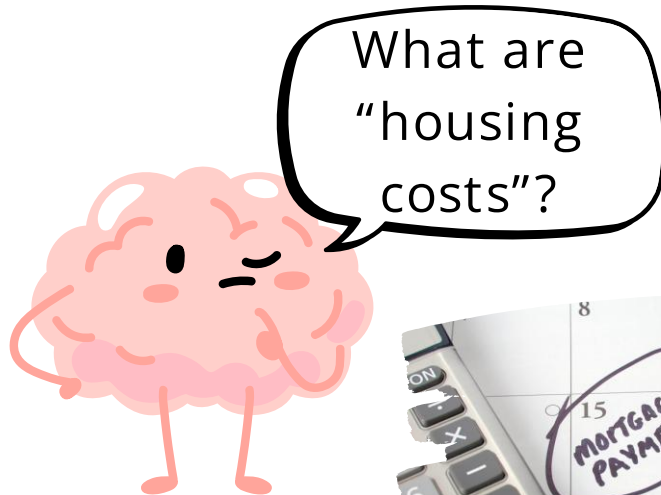
# What is Affordable Housing?



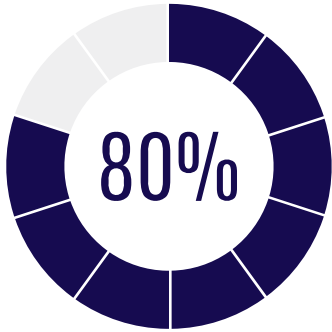
*Housing is defined as affordable if it costs no more than 30% of one's income. People who pay more than this are considered "cost-burdened"; those who pay more than 50% are "severely cost-burdened."*

Housing that is affordable depends on two inputs:

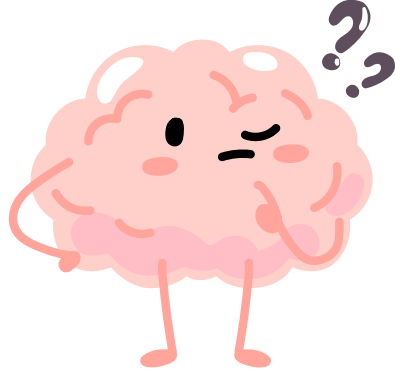
- 1- Housing Costs
- 2- Household Annual Income



# Affordable Housing Programs



Most affordable rental housing programs target lower-income people at or below 80% of AMI.



What is AMI?

**Area Median Income (AMI)**  
*is County-specific and changes annually*



Affordable homeownership programs target people making up to 120% of AMI.

Housing that is affordable depends on two inputs:  
1- Housing Costs  
2- Household Annual Income

- Public Housing
- Non-Profit Affordable Housing
- For-Profit Affordable Housing

- Emergency Housing
- Transitional Housing
- Permanent Supportive Housing
- Restricted Affordable Housing
- Workforce/Middle Income Housing
- Naturally Occurring Affordable Housing
- Market Rate Housing



# Who qualifies for affordable housing?

Housing that is affordable depends on two inputs:  
1- Housing Costs  
2- Household Annual Income

Number of Persons in Household:		1	2	3	4	5	6	7	8
Contra Costa County Area Median Income: \$159,800	Acutely Low	16750	19150	21550	23950	25850	27800	29700	31600
	Extremely Low	33600	38400	43200	47950	51800	55650	59500	63300
	Very Low Income	55950	63950	71950	79900	86300	92700	99100	105500
	Low Income	87550	100050	112550	125050	135100	145100	155100	165100
	<b>Median Income</b>	111850	127850	143800	<b>159800</b>	<b>172600</b>	185350	198150	210950
	Moderate Income	134250	153400	172600	191750	207100	222450	237750	253100



Very Low Income  
Single Preschool  
Teacher earning  
\$55,000 annually



Low-Income Family of  
Five, with a Medical  
Assistant and Retail  
Salesperson earing  
\$130,000 annually  
combined



\$1,400  
maximum  
"affordable"  
rent

"fair market  
rent" is a \$1,800  
1-bedroom apt  
in Pinole

39% over-  
burdened

\$3,400  
maximum  
"affordable"  
rent

"fair market  
rent" is a \$3,800  
3-bedroom apt  
in Pinole

35% over-  
burdened



# Affordable Housing Fund Program

## PROGRAM VISION

Develop a policy guide for the strategic use of limited City affordable housing funds (\$3.5M), prioritizing equitable access through affordable development and homeownership in high-opportunity areas, with at least 30% of funds allocated to extremely low-income housing

Support  
Extremely Low-  
Income  
Households

Guide the  
use of  
limited City  
affordable  
housing  
funds

Establish in-  
lieu fee for  
affordable  
housing

Prioritize High-  
Opportunity  
Areas

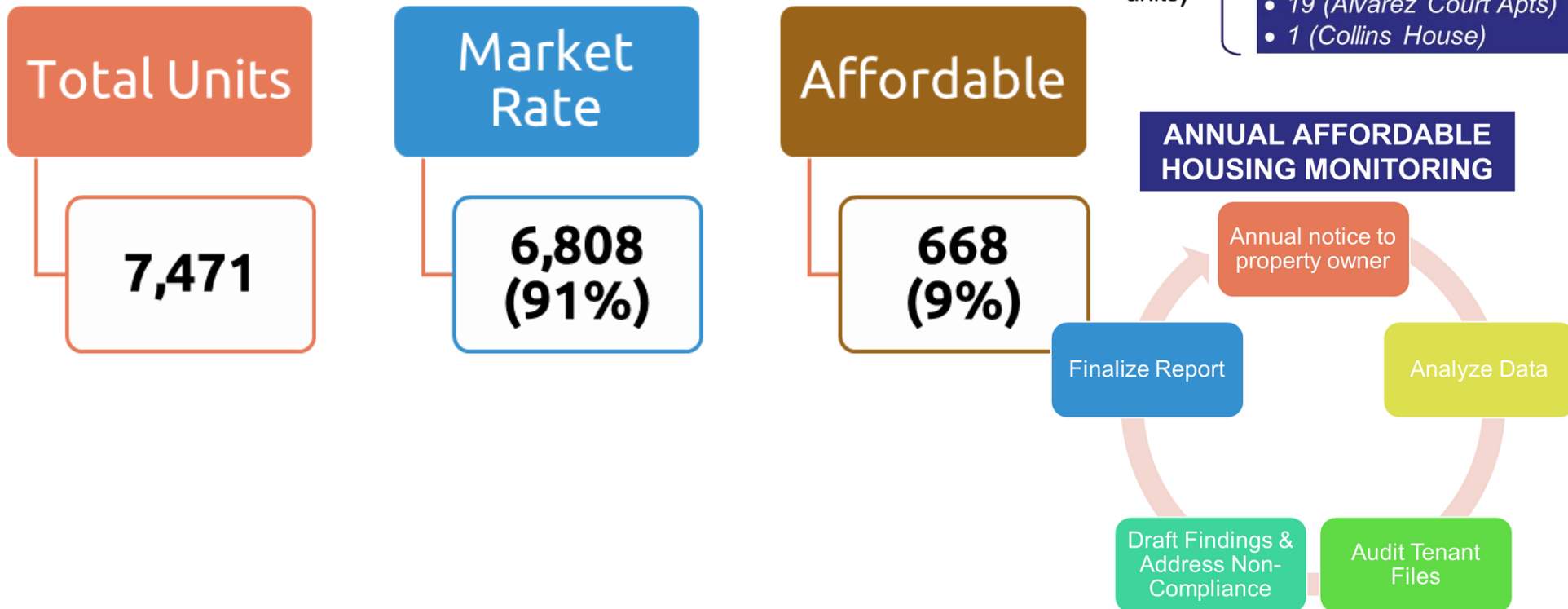
Promote  
Housing Equity  
and Mobility

Align with  
RHNA and  
Housing  
Element

Produce safe,  
clean,  
affordable  
housing

# Pinole's Existing Restricted Affordable Housing

## HOUSING STOCK BY THE NUMBERS



Single-Family Existing  
(12 total units + 154 new at Appian Village)

- 6 (DeNova Homes-Felice Circle)
- 2 (Maiden Lane)
- 3 (Heritage Park)
- 1 (Hazel Street)
- 154 (Appian Village)

Multi-Family Existing  
(497 total units)

- 187 (Vista Woods)
- 69 (Pinole Grove)
- 37 (Westmont of Pinole)
- 33 (Valor Village)
- 144 (East Bluff)
- 16 (2401 San Pablo Avenue)
- 19 (Alvarez Court Apts)
- 1 (Collins House)

# CORE Pilot Program

The average rent in Pinole is \$1,732 for a 1 bedroom

Pinole renters must earn \$5,766 per month or \$69,192 per year to afford a 1 bedroom

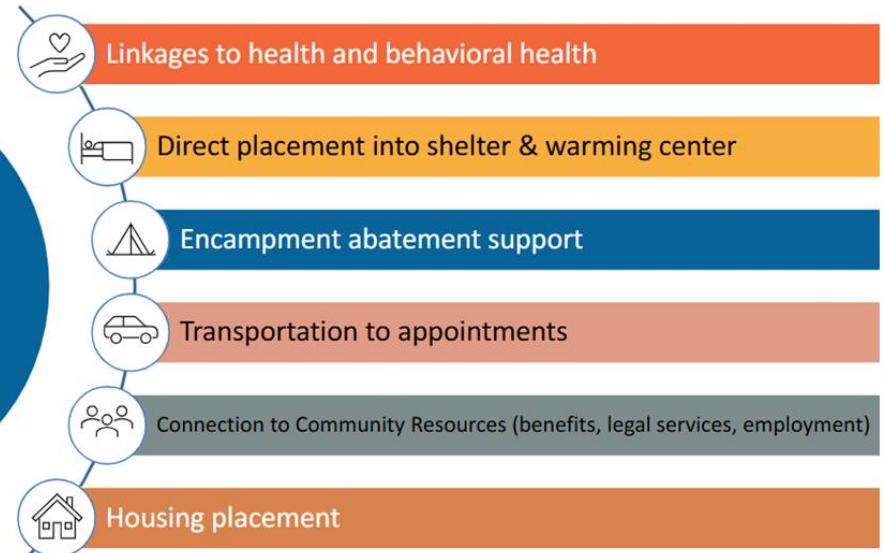
In 2024, 30 people lost their housing in Pinole, a 50% increase from the previous year

2024 PIT for Pinole counted 7 individuals, CORE served 55 individuals in Pinole in 2024



## Housing Focused Street Outreach

### What We Do



## 3) CORE

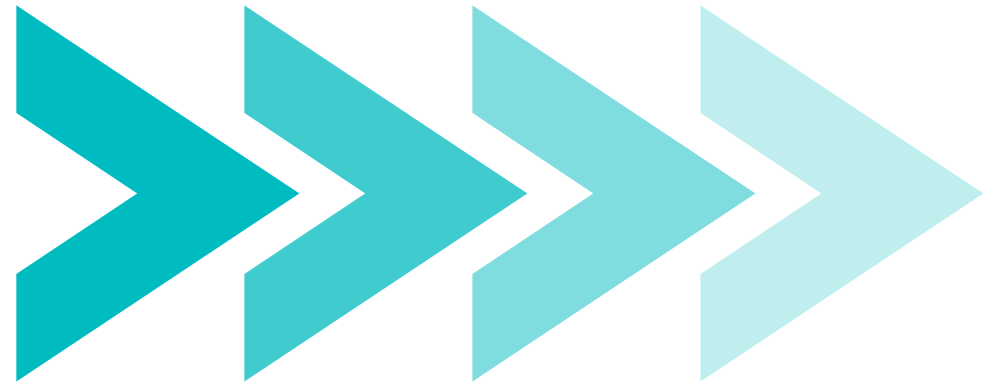


### Connect to CORE outreach by calling 211

- Coordinated Outreach Referral and Engagement (CORE) Teams assist individuals and families experiencing unsheltered homelessness by connecting them to healthcare, basic needs and referrals to shelter
- CORE is not available 24/7 and is not a crisis response. Call 911 for emergencies

# ADU Fast Track Program

(In development)



## Purpose:

- Expedite the review process for eligible ADU applications to increase production and reduce delays



**ADU@pinole.gov**

## Key Features:

- Streamlined permit review for qualified ADUs
- Clear eligibility criteria

## Benefits:

- Reduced time and cost burden for homeowners
- Supports affordable housing goals
- Promotes more efficient approvals





# ADU Amnesty Program

## Purpose:

- Assist homeowners in legalizing unpermitted ADUs

## Key Features:

- Step-by-step guidance
- Reduced or waived penalties where applicable
- One-on-one support

## Benefits:

- Improves housing safety and code compliance
- Adds affordable housing units to the official count

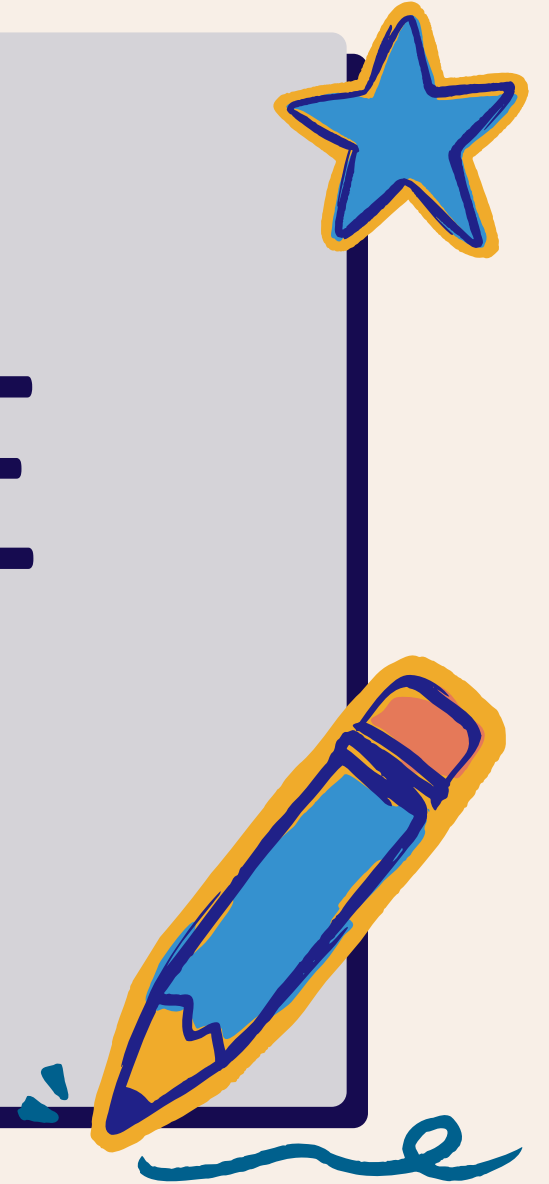


[ADU@pinole.gov](mailto:ADU@pinole.gov)



# QUIZ TIME

Affordable Housing &  
Housing Programs



What percentage of income must housing costs stay under to be considered “affordable”?

20%

70%

30%

50%

What percentage of income must housing costs stay under to be considered “affordable”?

20%

70%

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50%

# What does “AMI” stand for, and why is it important?

Affordable Market Index –  
it shows average rental prices

Annual Mortgage Indicator –  
it predicts foreclosure risk

Average Monthly Income – it  
determines rent increases

Area Median Income – it helps  
determine who qualifies for  
affordable housing

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Annual Mortgage Indicator – it predicts foreclosure risk

Average Monthly Income – it determines rent increases

Area Median Income – it helps determine who qualifies for affordable housing



Which income level is eligible for most affordable rental housing programs?

At or below 120% of AMI

Any income level

At or below 80% of AMI

Above 100% of AMI

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# The Affordable Housing Division helps ensure that:

Properties receiving City assistance comply with affordability agreements

Local contractors are hired for all housing projects

All homes are converted into duplexes

Market rate rents increase gradually

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# Economic Development Division: Primary Function

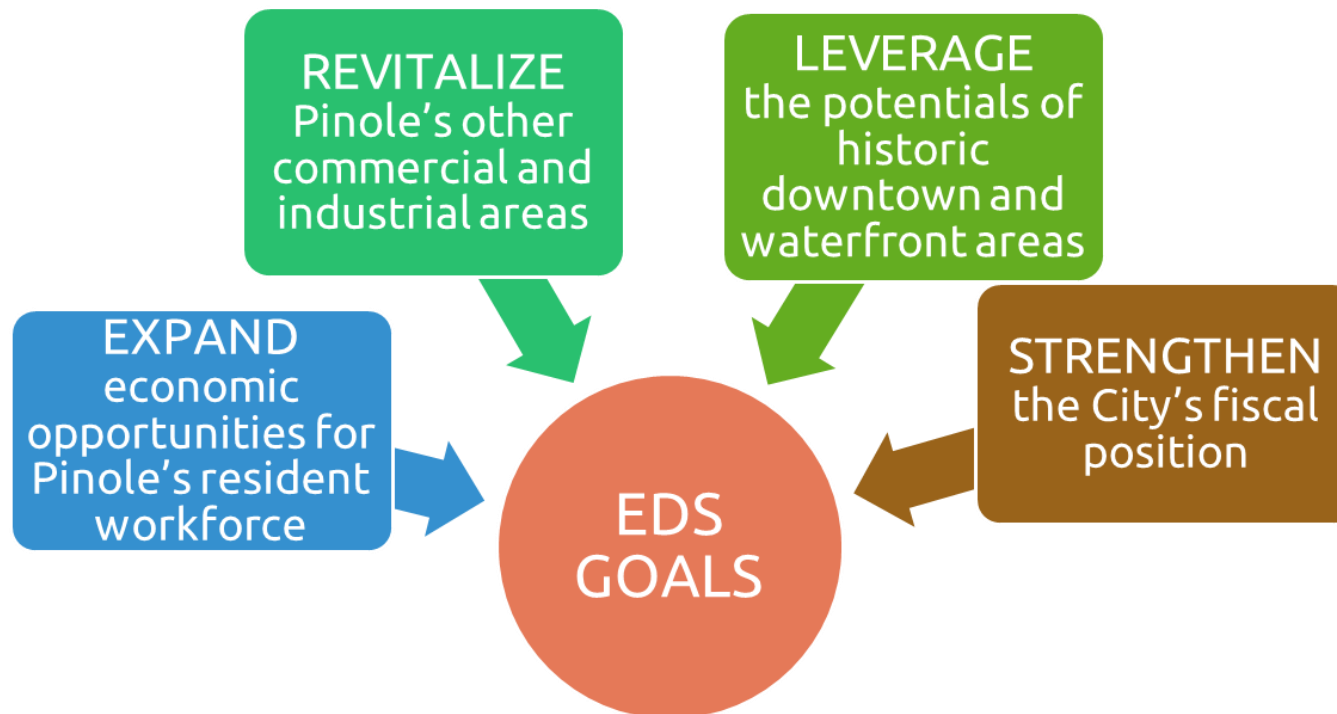
*The Economic Development Division was instituted in FY 2021/22. It coordinates with the City Manager department to **create economic development strategies** for the City and is responsible for carrying out those strategies.*





## CREATION OF FIVE –YEAR ECONOMIC DEVELOPMENT STRATEGY (EDS)

# Economic Development Strategy



2020: Council directs creation of EDS



2021: City selects consultant



2022: Stakeholder meetings & community workshop



2022: Council adopts EDS



July 2023: Implementation begins

# Business Growth & Openings



## New Businesses

- Animal Fix Clinic – Non-profit veterinary surgical clinic | 910 San Pablo Ave
- Pinole Pizza House – Restaurant | 620 San Pablo Ave
- MexiHibachi – Fusion cuisine | 1578 Fitzgerald Dr
- Security Pacific Real Estate | 2300 Henry Ave
- Eco Paint Center | 1506 Fitzgerald Dr Suite A, P
- Popeyes – Fast food | 1580 Fitzgerald Dr
- Flow Rehab Studio – Pilates | 2221 Pear St
- Radiology Center – Imaging services | 829 San Pablo Ave (old Kister Savio & Rei building)
- Club Pilates – Wellness | Pinole Valley Shopping Center
- Sixteenth Studios – Body art studio | 1773 San Pablo Ave



CLUB PILATES

POPEYES

## Coming Soon

- Diosa – Upscale restaurant | Former Old Bank
- Togo's – Sandwich shop | Under construction at Fitzgerald Dr
- Sourdough & Co. – Sandwich shop | Fitzgerald Dr
- Sake – Sushi/Japanese restaurant | Under construction
- Dave's Hot Chicken – Fast casual | Planned at former Happy Sashimi location
- Fly Me to the Moon Bunji Gym – Fun Fitness | Del Monte Center
- Floor & Decor – Home improvement | Splitting space with Burlington at Fitzgerald Dr

## Potential Future Businesses

- Sky Zone – Indoor trampoline park (in conversation)
- Raising Cane's – Fast food (in conversation)
- The Learning Experience – Childcare center (in conversation)

# Business Engagement

## PINOLE ART WALK



A festive poster for the 'Holiday Tree Lighting Event'. It features a dark green background with colorful Christmas lights at the top, a globe icon, and a stylized Christmas tree on the left. The text is in white and yellow. At the bottom, there is a pink Christmas ornament and a yellow star.

### Holiday Tree Lighting Event

Join our annual holiday event filled with children's activities, a Lighting Ceremony, and the all-new "Shop and Stroll" where you can explore local businesses and win prizes!

**SATURDAY, DECEMBER 7**  
**3 PM - 6:30 PM**

**Children's Activities**  
3 pm - 5 pm  
Fernandez Park

**Tree Lighting Ceremony**  
5 pm - 5:30 pm  
Community Corner

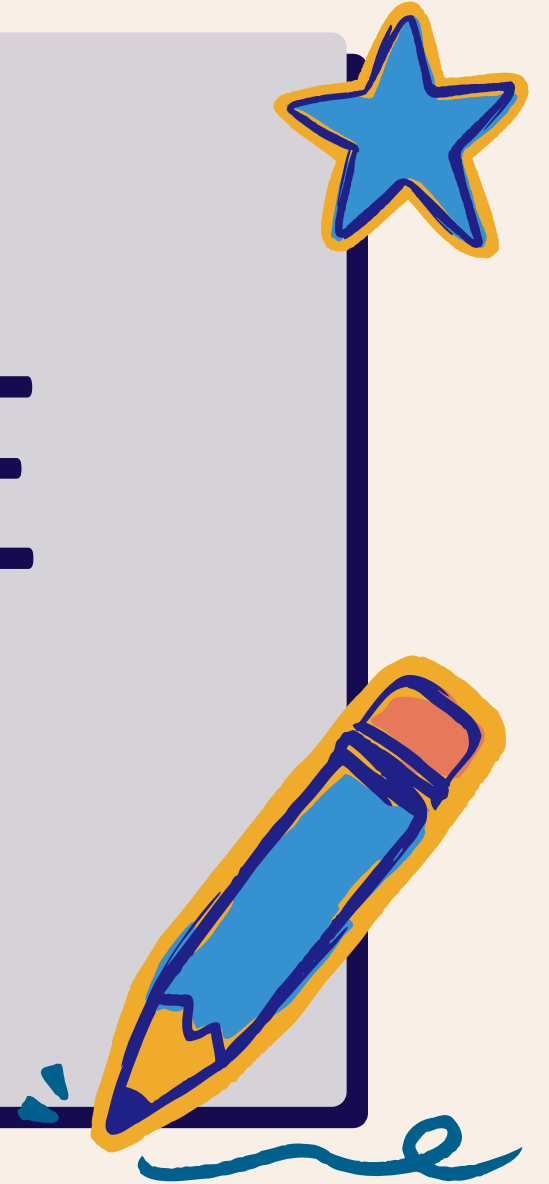
**NEW! Shop and Stroll**  
5:30 pm - 6:30 pm  
Downtown Pinole Businesses

[recreation@pinole.gov](mailto:recreation@pinole.gov)  
[www.pinole.gov/events](http://www.pinole.gov/events)



# QUIZ TIME

Economic Development



# What is one primary goal of the City's Economic Development efforts?

Attract and retain quality businesses and services

Reduce residential zoning

Raise parking fees

Replace all local restaurants with national chains



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Replace all local restaurants with national chains

# What is one way the City of Pinole supports local businesses?

Featuring businesses through the Business Spotlight and Pinole Perks programs

Building a giant slide from City Hall to downtown

Mandating all businesses sell the same product

Offering free llamas to businesses that stay open past 9 PM

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# Why does the City host events like the Art Walk and Shop and Stroll?

To test how fast staff can refill complimentary cheese trays

To distract everyone while squirrels repaint City Hall

To create a vibrant downtown and support local businesses

To unlock the ancient secret passage hidden San Pablo Ave

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# Why can't the City simply force a new business to open in a vacant storefront?

Because the City is saving the spot for a future time-travel portal

Because all business decisions must first be approved by a council of wise owls

Because the City doesn't own the property and can't control private business decisions

Because the City needs voter approval before filling vacant storefronts

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# WELCOME TO Pinole Citizens Academy

August 13, 2025



# PINOLE POLICE DEPARTMENT

**CITIZENS ACADEMY - AUGUST 13, 2025**

City of Pinole



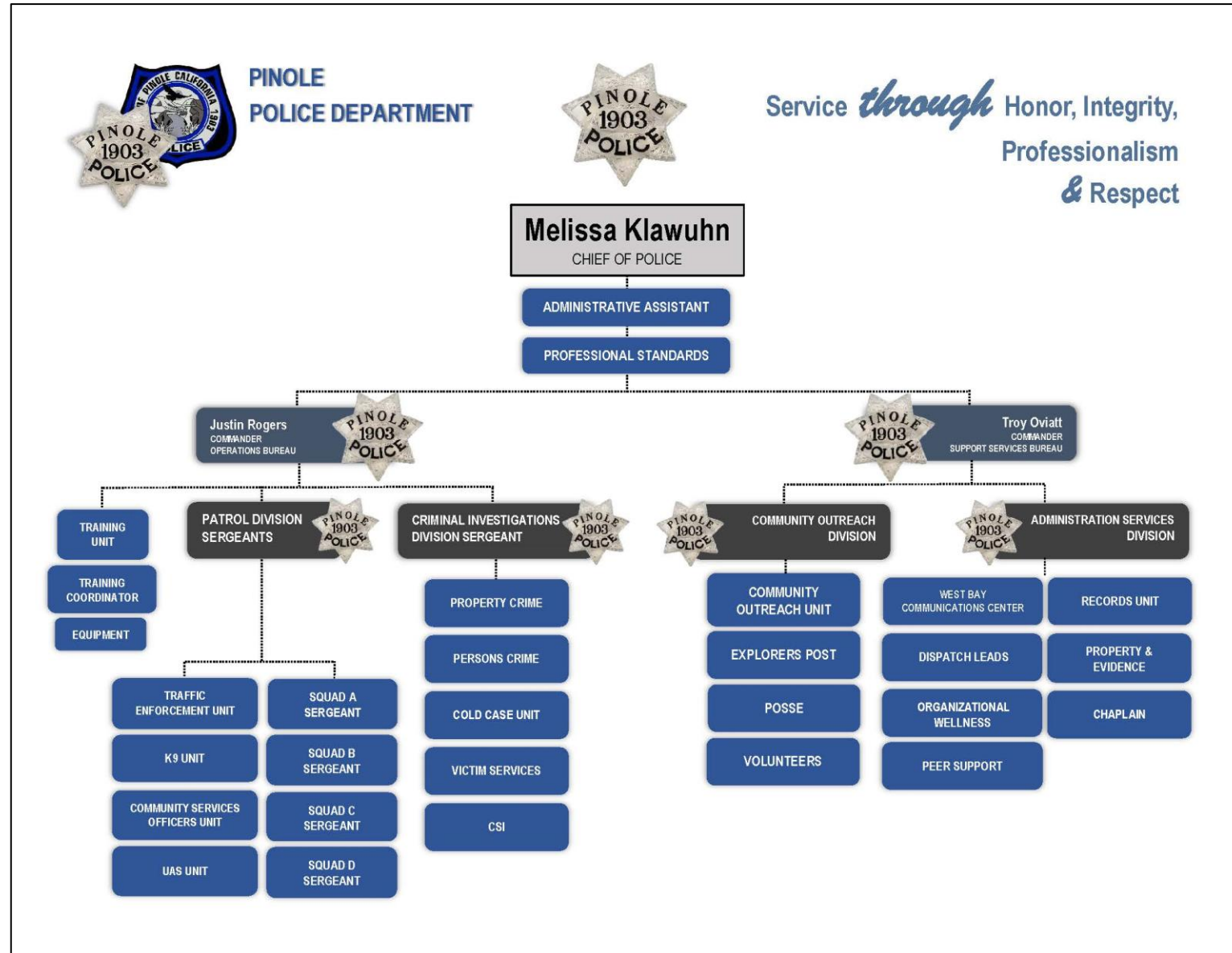




# How many patrol officers are on duty in Pinole?



# STRUCTURE



# TRAFFIC COLLISIONS

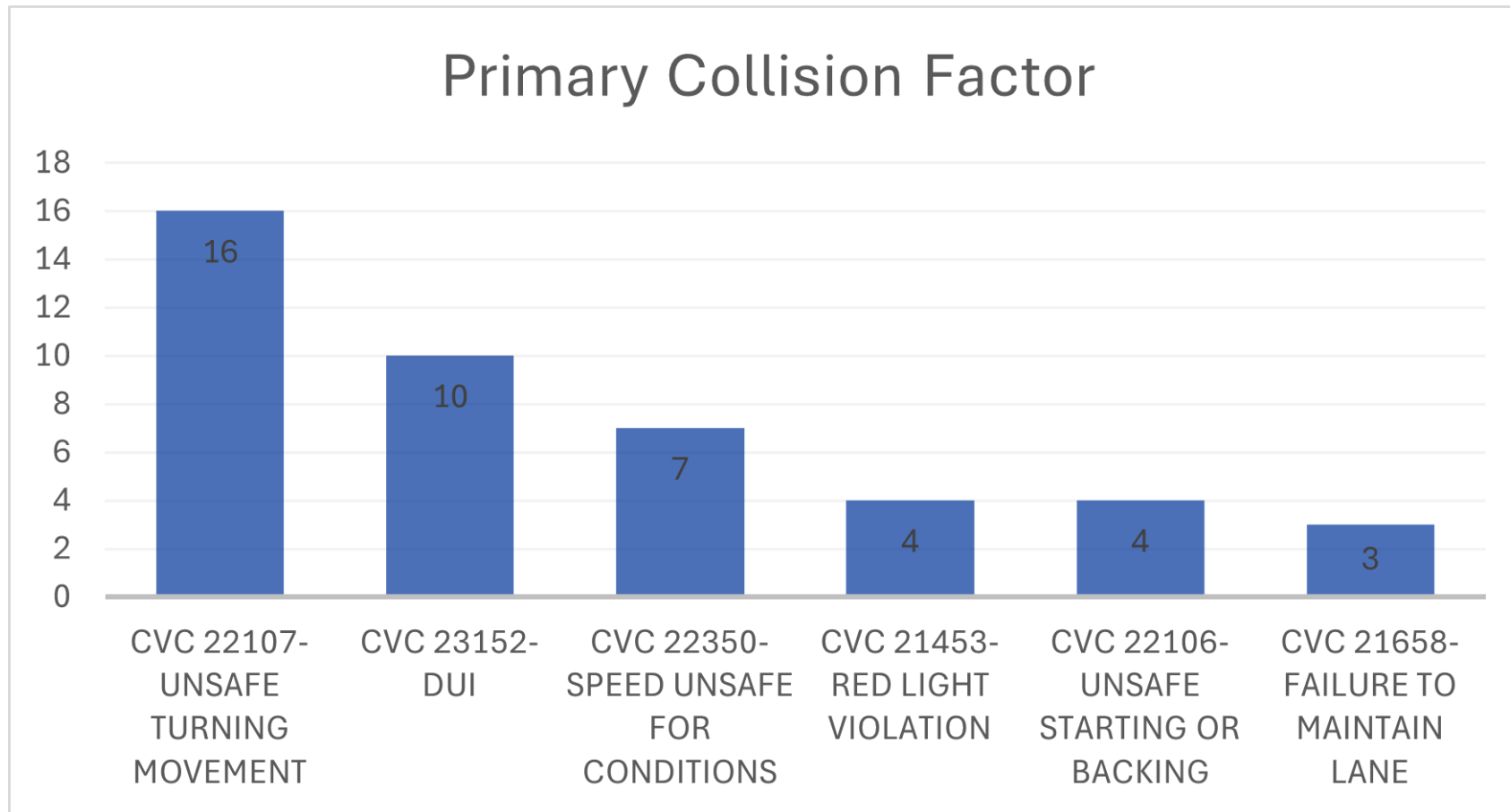
JANUARY – JUNE 2025

Month	Total Collisions	Collisions with Injury	Collisions with Fatality	DUI Collisions	Non-injury Collisions	Vehicle vs Pedestrian Collisions
January	9	2	0	1	6 (4 hit and run)	0
February	8	0	0	1	7 (5 hit and run, 1 pedestrian)	1 (non-injury)
March	12	3	0	0	9 (3 hit and run, 1 pedestrian)	1 (non-injury)
April	16	1	0	5	15 (2 hit and run, 1 pedestrian)	1 (non-injury)
May	5	1	0	2	5 (2 hit and run)	0
June	14	0	0	0	14 (5 hit and run, 1 pedestrian)	1 (non-injury)
<b>TOTAL</b>	<b>64</b>	<b>7</b>	<b>0</b>	<b>9</b>	<b>56</b>	<b>4</b>

# TRAFFIC COLLISIONS

## PRIMARY COLLISION FACTOR

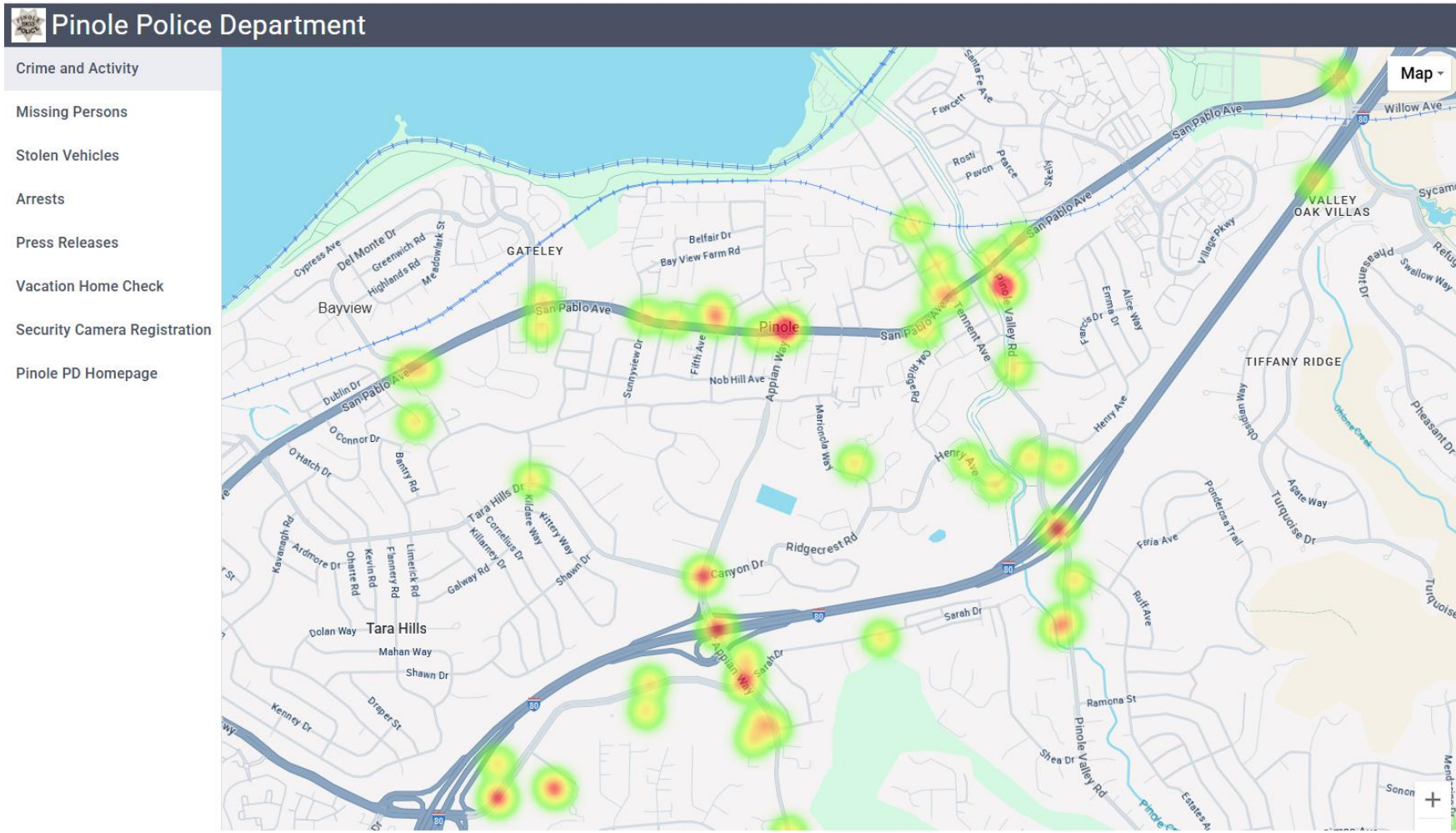
JANUARY – JUNE 2025





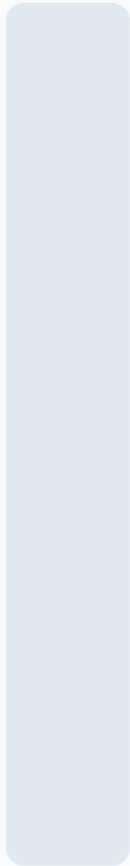
# COLLISIONS

## JANUARY – JUNE 2025



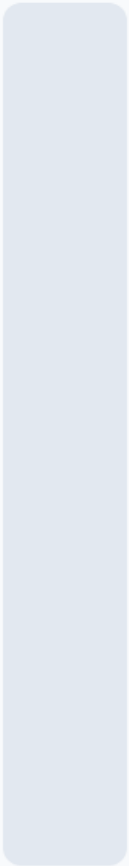
Pinole PD has more calls for service than Hercules PD or San Pablo PD

0%



True

0%



False

	2023		
	Pinole	Hercules	San Pablo
Total Incidents	23796	22675	38617
Calls for Service	10374	7704	21228
Officer-Initiated Incidents	13422	14971	17389
Total Officer Cases	1928	1260	5313
Total Misd and Felony Arrests	471	497	2121

	2024		
	Pinole	Hercules	San Pablo
Total Incidents	21643	23036	37630
Calls for Service	11060	8103	21872
Officer-Initiated Incidents	10583	14933	15758
Total Officer Cases	1647	1184	4547
Total Misd and Felony Arrests	443	518	1853

	2025 (first half)		
	Pinole	Hercules	San Pablo
Total Incidents	9772	12267	18121
Calls for Service	5729	4098	10206
Officer-Initiated Incidents	4043	8169	7915
Total Officer Cases	801	546	2108
Total Misd and Felony Arrests	206	223	930

## COMPARABLE DATA: PINOLE PD HERCULES PD SAN PABLO PD

# CITIZEN RIMS

Pinole Police Department's Website:

<https://www.pinole.gov/departments/police/>

Click on "Crime Records & Surveillance Options"

Click on "Past Activity" to see the map



## Crime Records & Surveillance Options

Explore Citizen RIMS, an interactive tool allowing the public increased access to service and arrest information, crime mapping, security camera registration, and more.



## Past Activity

Displays call for service/incident information on a map.

[View Past Activity →](#)



# LOCAL LAW ENFORCEMENT VS IMMIGRATION

## Local Law Enforcement:

- Enforces state and local laws
- Ensures public safety and maintains order within its communities
- Limited cooperation with federal immigration authorities

## Immigration Authorities:

- Enforce federal immigration laws and regulations
- Limited engagement with the communities
- Can detain and deport individuals for civil immigration violations





# KNOW YOUR RIGHTS CARDS AVAILABLE AT CITY HALL AND THE POLICE DEPARTMENT

## KNOW YOUR RIGHTS – CONTACT WITH IMMIGRATION AGENTS

- **DO NOT OPEN THE DOOR** if an immigration agent is knocking at the door.
- **DO NOT ANSWER ANY QUESTIONS** from an immigration agent if they try to talk to you. You have the right to remain silent.
- **DO NOT SIGN ANYTHING** without first speaking to a lawyer. You have the right to speak with a lawyer.
- If you are outside of your home, ask the agent if you are free to leave and if they say yes, leave calmly.
- **GIVE THIS CARD TO THE AGENT** If you are inside of your home, show the card through the window or slide it under the door.

*I do not wish to speak with you, answer your questions, or sign or hand you any documents based on my 5th Amendment rights under the United States Constitution.*

*I do not give you permission to enter my home based on my 4th Amendment rights under the United States Constitution unless you have a warrant to enter, signed by a judge or magistrate with my name or address on it that you slide under the door.*

*I do not give you permission to search any of my belongings based on my 4th Amendment rights.*

*I choose to exercise my constitutional rights.*

These cards are available to citizens and non-citizens alike.



## KNOW YOUR RIGHTS – CONTACT WITH LOCAL LAW ENFORCEMENT

- **STAY CALM.** Don't run, resist, or obstruct the officers. Do not lie or give false documents. Keep your hands where the police can see them.
- If you have been pulled over in your vehicle, **SHOW YOUR DRIVER'S LICENSE, REGISTRATION, AND PROOF OF INSURANCE** if requested.
- **YOU HAVE THE RIGHT TO REMAIN SILENT** and do not have to discuss your immigration or citizenship status with police. PINOLE POLICE OFFICERS DO NOT INQUIRE ABOUT IMMIGRATION STATUS.
- **YOU DO NOT HAVE TO CONSENT TO A SEARCH** of yourself or your belongings; however, officers may "pat down" your clothing if a weapon is suspected.
- Police do not have the right to search you or your belongings without **CONSENT OR PROBABLE CAUSE.**
- **YOU HAVE THE RIGHT TO A GOVERNMENT APPOINTED LAWYER** if you are arrested by the police, regardless of your immigration or citizenship status.
- The information above is not intended to dissuade or discourage individuals from reporting crimes or participating as witnesses to criminal investigations. Report all emergencies to 9-1-1 (call or text) and all non-emergencies to 510-724-1111.
- The City of Pinole remains committed to protecting the rights, liberties, and freedoms of Pinole residents, workers, and visitors. This commitment was confirmed by City Council Resolution 2025-15.

For more information visit: <https://www.aclu.org/know-your-rights/stopped-by-police>

This information is not intended as legal advice.



## QUESTIONS?



Nobody has responded yet.

Hang tight! Responses are coming in.

# THANK YOU

City of Pinole



# BEHIND THE NUMBERS: AN OVERVIEW OF CITY FINANCES

Finance Department

Citizens Academy

August 13, 2025



# TOPICS



FINANCE DEPARTMENT  
FUNCTIONS



FINANCIAL  
MANAGEMENT



BUDGET PROCESS



# FINANCE DEPARTMENT MISSION

- The Finance Department is responsible for the overall financial management of the City. The Department's core function is to secure the financial position by providing the City Council, City Management, staff, and the public with financial information necessary to ensure sound financial decisions and to ensure appropriate procedures to protect the City's financial assets. This is accomplished through timely and effective preparation of the Annual Comprehensive Financial Report, Budget, quarterly financial and investment reports, and adequate financial controls.

# FINANCE DEPARTMENT FUNCTIONS

- Financial Reporting
  - Budget Preparation and Monitoring
  - Annual Comprehensive Financial Report (Year-End Financial Statements)
  - Long-Range Financial Planning and Reporting
- General Accounting
  - Accounts Receivable / Revenue Collection
  - Accounts Payable / Purchasing
  - Payroll
- Treasury
  - Cash Management / Investments
  - Debt and Bond Administration
- Business License Administration
- Utility Administration (Utility Users' Tax, Transient Occupancy Tax)



# CUSTOMERS SERVED

## External Customers

- Citizens / Taxpayers
- Businesses
- Other Organizations

### Examples of services provided:

- Business license issuance
- Transient Occupancy Tax and Utility Users' Tax collection
- Financial reporting

## Internal Customers

- City Manager
- City staff
- Elected officials

### Examples of services provided:

- Payroll
- Budget preparation
- Financial analyses and special studies
- Financial reporting

# BY THE NUMBERS

~1,800 business  
licenses processed  
annually

~5,400 invoices  
processed annually

Bi-weekly payroll  
processed for an  
average 115 full-time  
and part-time  
employees

Manage 35 separate  
operating funds

Manage citywide budget  
totaling \$95 million

Manage cash and  
investments averaging  
\$51 million

# PUBLIC FINANCE STANDARDS AND BEST PRACTICES

- Governmental Accounting Standards Board (GASB)
- Generally Accepted Accounting Principles (GAAP)
- Government Finance Officers Association (GFOA)
- California Society of Municipal Finance Officers (CSMFO)
- Codes of Ethics
- Ordinances and Resolutions
- Financial Policies



Government Finance Officers Association

Certificate of  
Achievement  
for Excellence  
in Financial  
Reporting

Presented to

**City of Pinole  
California**

For its Annual Comprehensive  
Financial Report  
For the Fiscal Year Ended

June 30, 2023

*Christopher P. Morrell*  
Executive Director/CEO





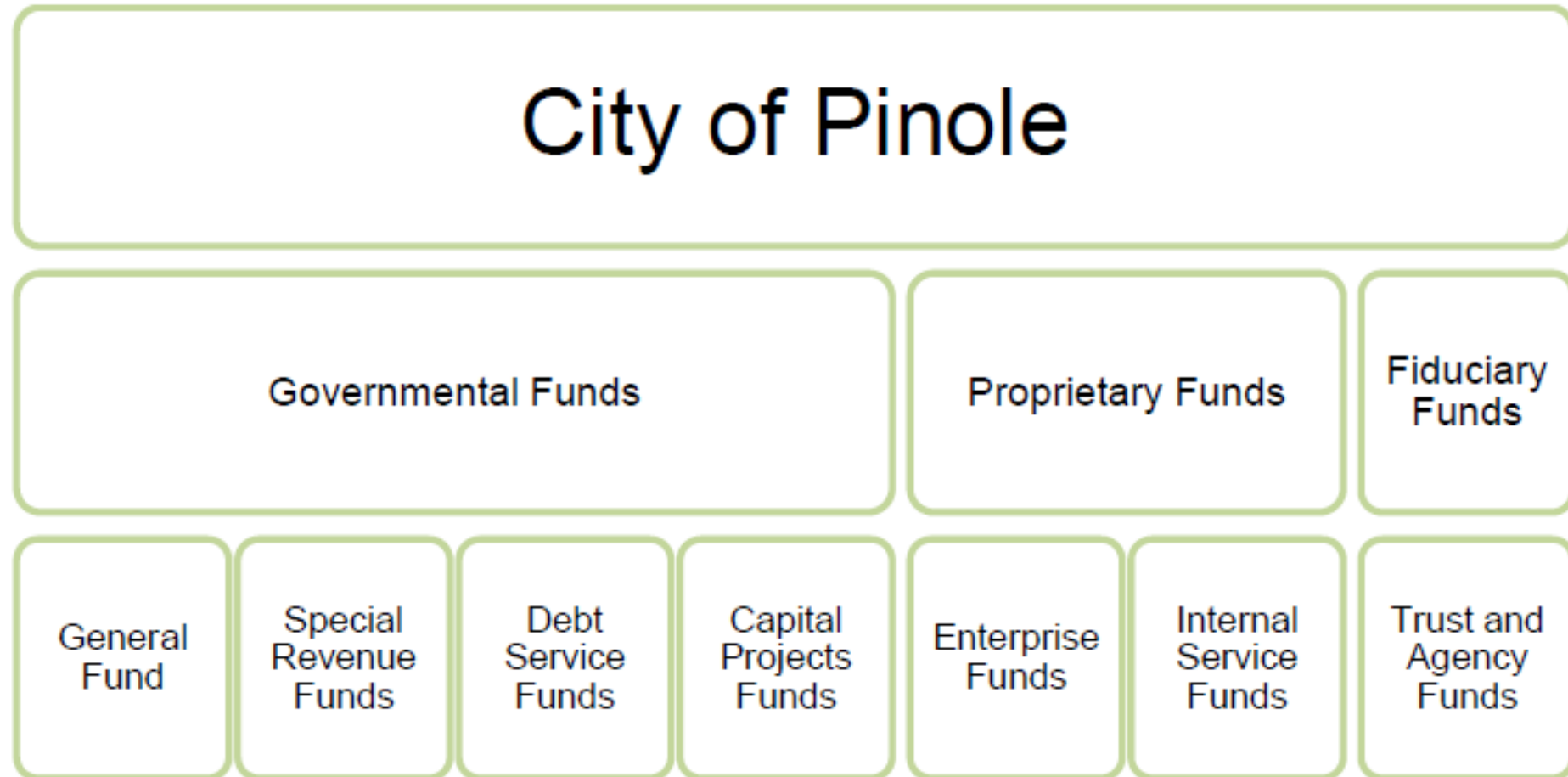
# PUBLIC SECTOR VS PRIVATE SECTOR FINANCE

PUBLIC SECTOR	PRIVATE SECTOR
Focus on delivering public services and promoting social well-being	Focus on maximizing profit and shareholder value
Funded primarily through taxes and fees	Income earned through sales, investments, and private capital
Financial transactions are open to public scrutiny and governed by legal mandates	Financial data is proprietary and often confidential
Governmental Accounting Standards Board (GASB) sets standards	Financial Accounting Standards Board (FASB) sets standards
Prioritizes accountability, equity, and compliance	Prioritizes efficiency, competitiveness, and profit

# HOW DO WE MANAGE PUBLIC FUNDS

- Fund Accounting
  - A “fund” is a sum of money saved or made available for a particular purpose
    - Independent fiscal and accounting entity of self-balancing accounts, comprised of revenues, expenditures, assets, liabilities, reserves, and fund balances
- Financial Planning
  - Annual Operating and Capital Budget
  - Annual Five-Year Capital Improvement Plan Budget
  - Long-Term Financial Plan
- Financial Performance Reporting
  - Quarterly financial and investment reports
  - Annual Comprehensive Financial Report (ACFR) / Year-End Financial Statements

# FUND STRUCTURE



# POP QUIZ!

True or false: The Annual Comprehensive Financial Report (ACFR) serves as the City's financial plan for the fiscal year.

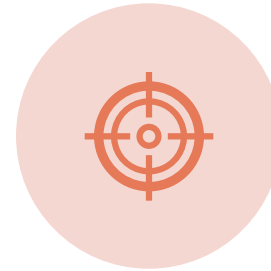
# STRATEGIC GOALS



GOAL 1. SAFE AND  
RESILIENT PINOLE



GOAL 2. FINANCIALLY  
STABLE PINOLE



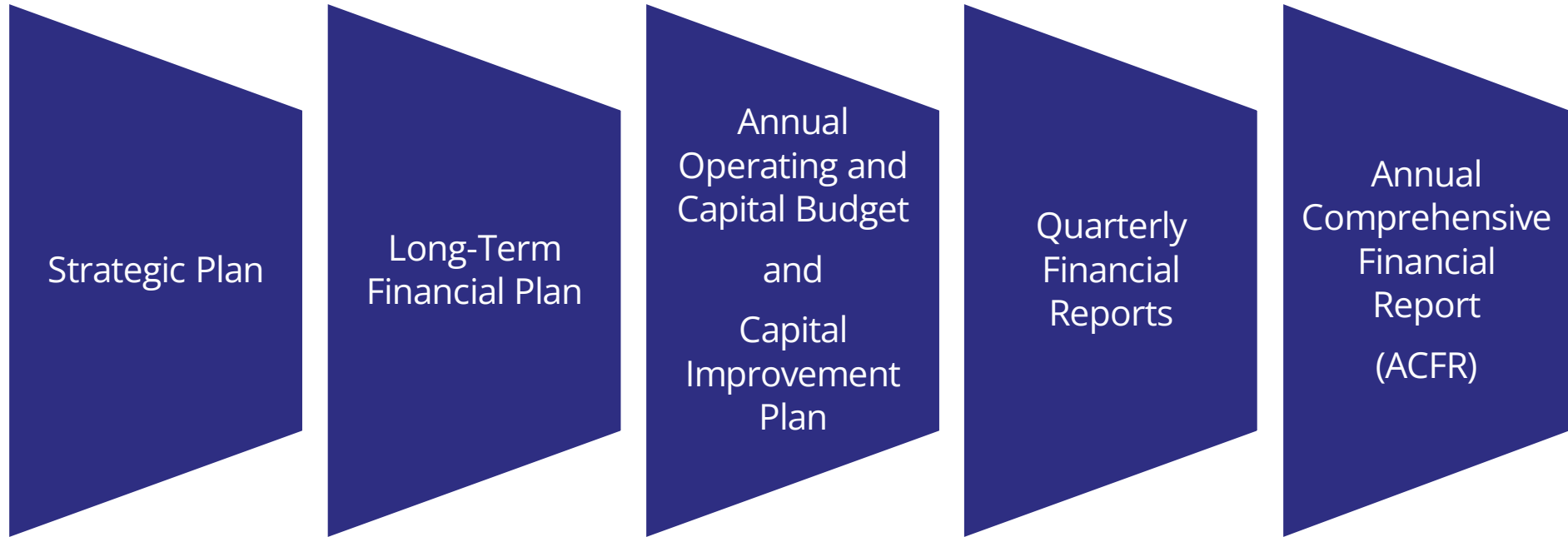
GOAL 3. VIBRANT AND  
BEAUTIFUL PINOLE



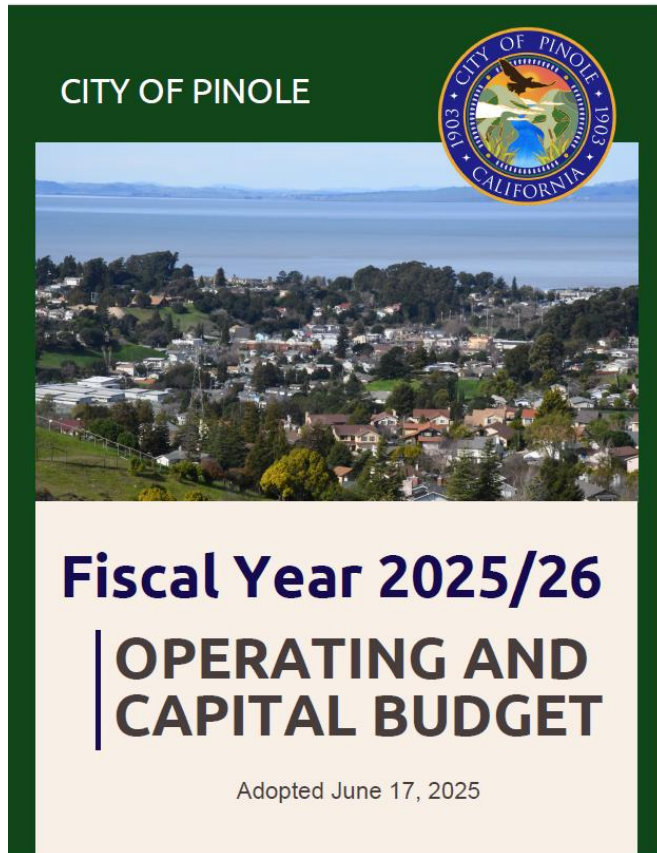
GOAL 4. HIGH  
PERFORMANCE PINOLE



# FINANCIAL PLANNING, BUDGETING, AND REPORTING PROCESSES



# PURPOSE OF THE BUDGET



Policy Document



Financial Plan



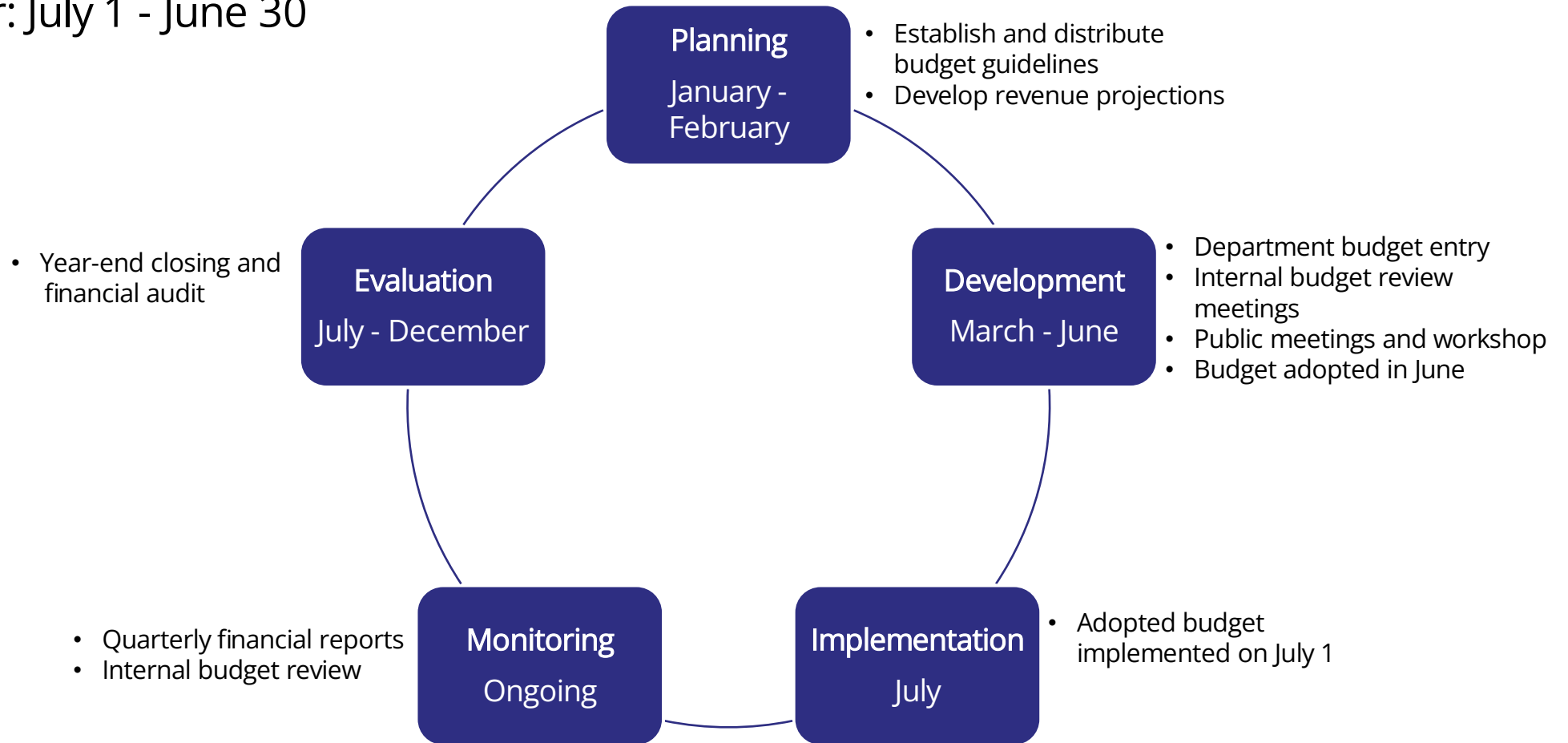
Operations Guide



Communications Device

# BUDGET CYCLE

Fiscal year: July 1 - June 30



# BUDGET PROCESS ROLES AND RESPONSIBILITIES



## Elected Officials (City Council):

Sets priorities and policies, approves the budget

## City Departments:

Develop department budget and submit budget requests for consideration


## City Manager and Finance Department:

Develop citywide budget and monitor fiscal health

## Community Members:

Provide feedback and advocacy

# STRUCTURALLY BALANCED BUDGET POLICY

- Policy applies to General Fund operating budgets
- Create a proposed General Fund operating budget that is structurally balanced
- To ensure the sustainability of service and expenditure levels by requiring that ongoing General Fund operating expenditures be funded by ongoing operating revenues
- A structurally balanced budget is essential for maintaining financial sustainability
  - Revenues > Expenditures = Surplus 
  - Revenues < Expenditures = Deficit



# REVENUE SOURCES – GENERAL / UNRESTRICTED

Source	Description
Taxes:	
Sales & Use Tax	10.25% imposed on the purchase of taxable goods and services
Property Tax	Tax imposed on real property based on the property value
Utility Users' Tax	8% tax levied on the consumption of electricity, gas, and telecommunications
Franchise Tax	Tax levied on public utilities that furnish gas (1%), electricity (2%), refuse (10%), and cable television (5%)
Transient Occupancy Tax	10% tax levied on short term lodging
Business License	Fee assessed on all businesses doing business within City limits
Intergovernmental	Motor vehicle in-lieu fee levied by the State and remitted to the City
Permits and Fees	Fees imposed for permission to perform certain activities or receive certain services
Charges for Services	Public safety charges received for dispatch services provided to the cities of Hercules and San Pablo
Other Revenues	Miscellaneous revenues, including interest income, fines, and rental income
Transfers In	Transfer from the Pension Trust to offset CalPERS pension costs

# REVENUE SOURCES - RESTRICTED

Source	Description
Special Revenue	Funds restricted for specific activities and programs <i>Example: Gas tax collected for road maintenance</i>
Capital Projects	Funds restricted for the acquisition or construction of facilities and other capital assets, such as roads <i>Example: Grants received for specific capital improvement projects</i>
Enterprise	Funds restricted for business-type activities, such as the maintenance of the wastewater treatment plant <i>Example: Charges for service collected for sewer service</i>
Trust and Agency	Funds held in a trust for specific use <i>Example: Pension Trust which holds funds that can only be used toward annual pension costs</i>

# KEY DIFFERENCES BETWEEN A TAX AND A FEE

## Tax

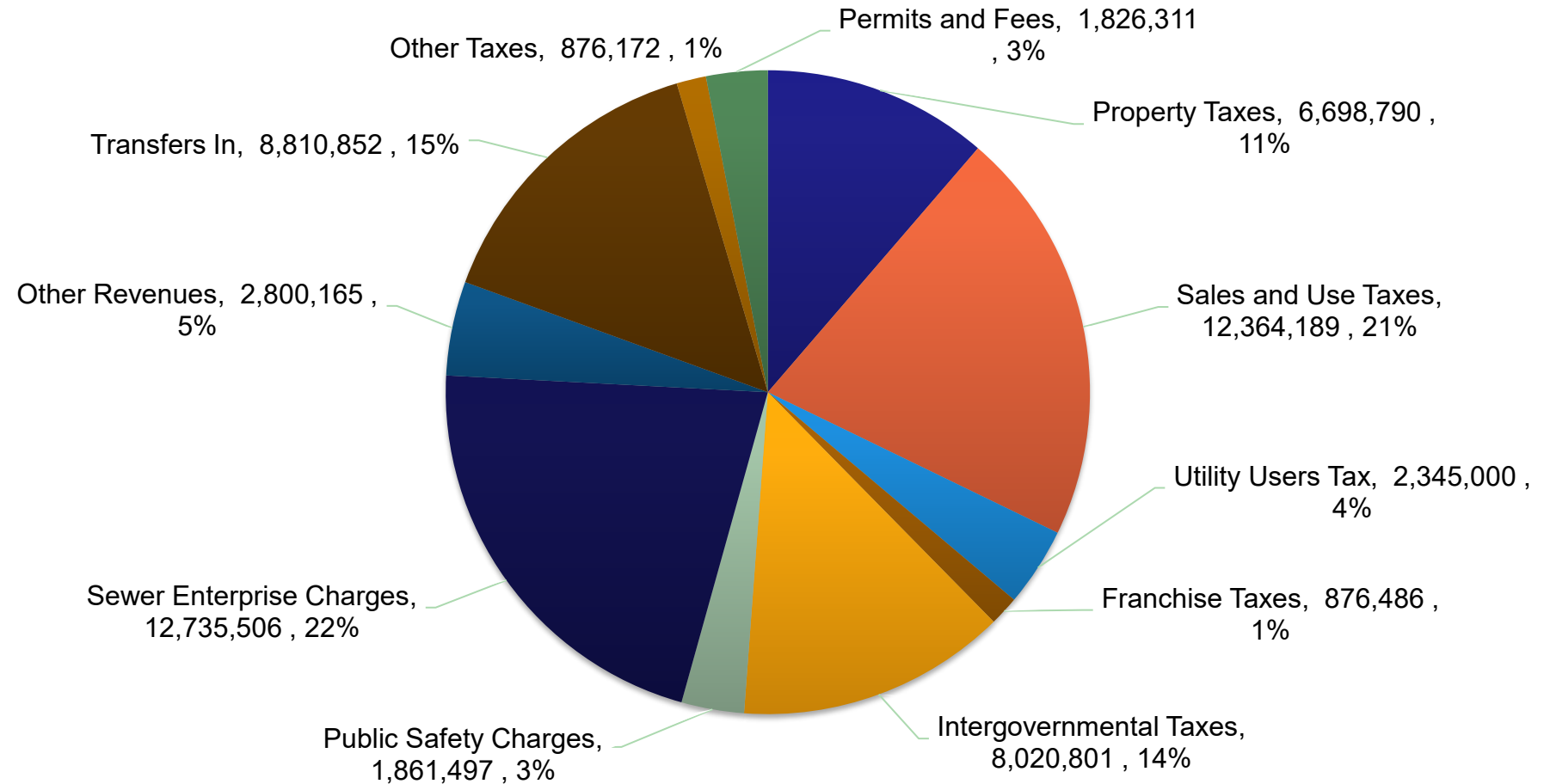
- To raise revenue for general municipal services
- Mandatory and applies broadly
- No direct benefit tied to the amount paid
- Imposed by law
- Examples: sales tax, utility users' tax

## Fee

- To cover the cost of providing a specific services or benefit provided
- Typically paid voluntarily
- Direct benefit or service
- Charged based on usage of a specific service
- Examples: building permit, business license

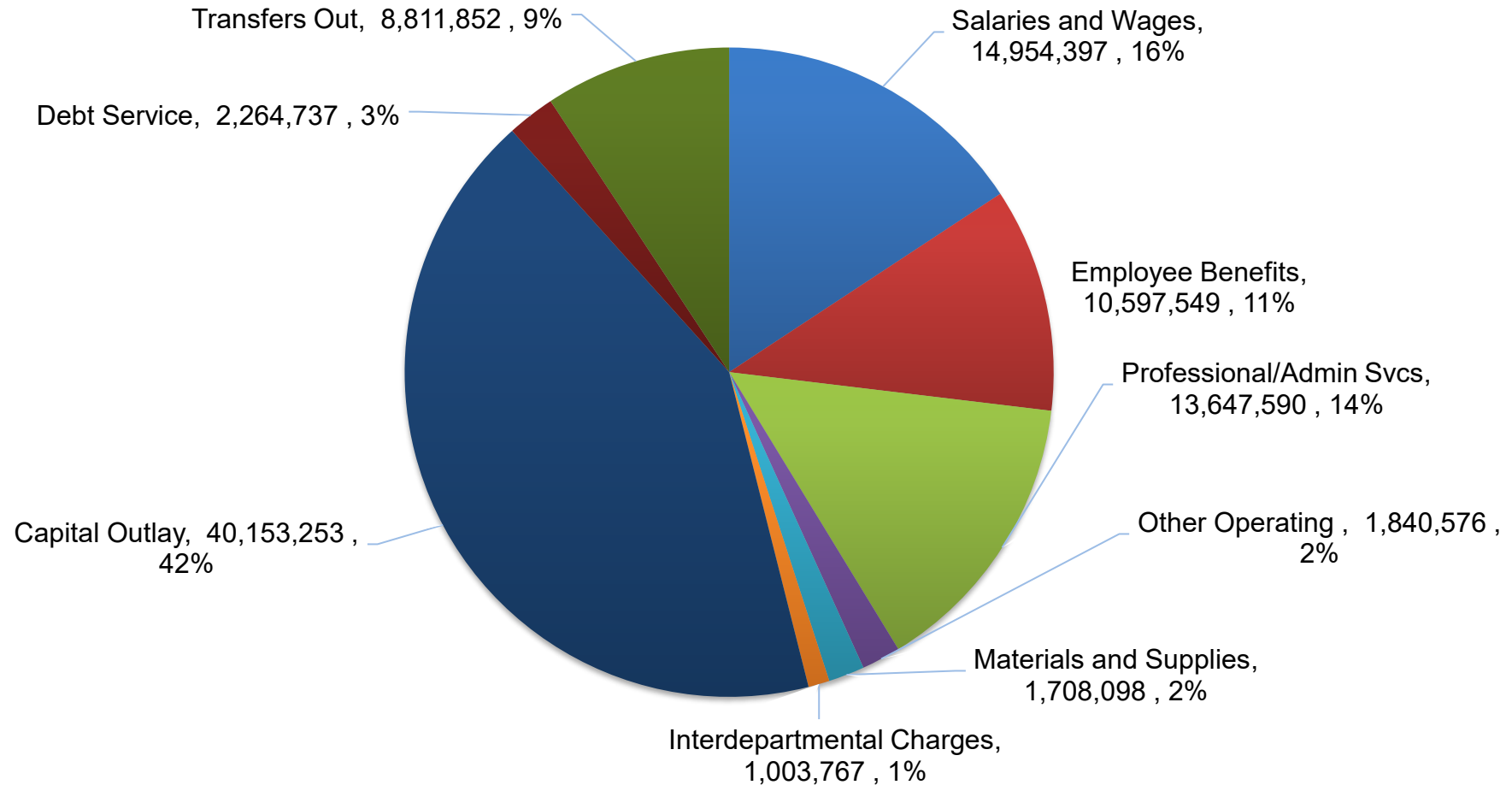
# WHERE DO CITY FUNDS COME FROM

**All Funds Revenue by Category: \$59,215,768**



# WHERE DO CITY FUNDS GO

## All Funds Expenditures by Type: \$94,981,818



# POP QUIZ!

Which statement is false regarding a tax and a fee?

A tax is mandatory, while a fee is typically voluntary.

A tax is set by law, while a fee is set by government agencies.

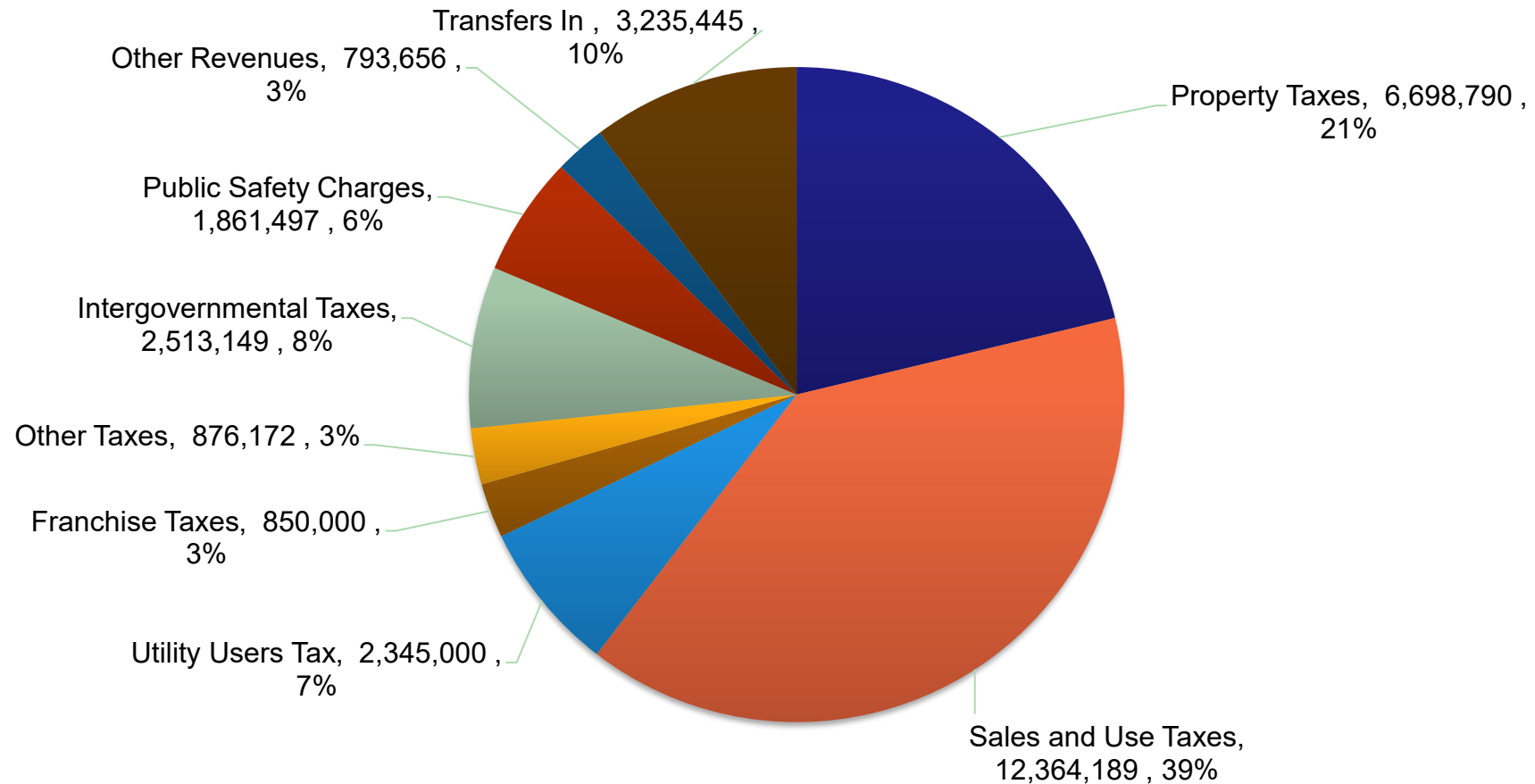
A tax is linked to a direct benefit or service, while a fee is not.

Tax revenue is used to fund general municipal services, while fee revenue covers the cost of providing specific services.



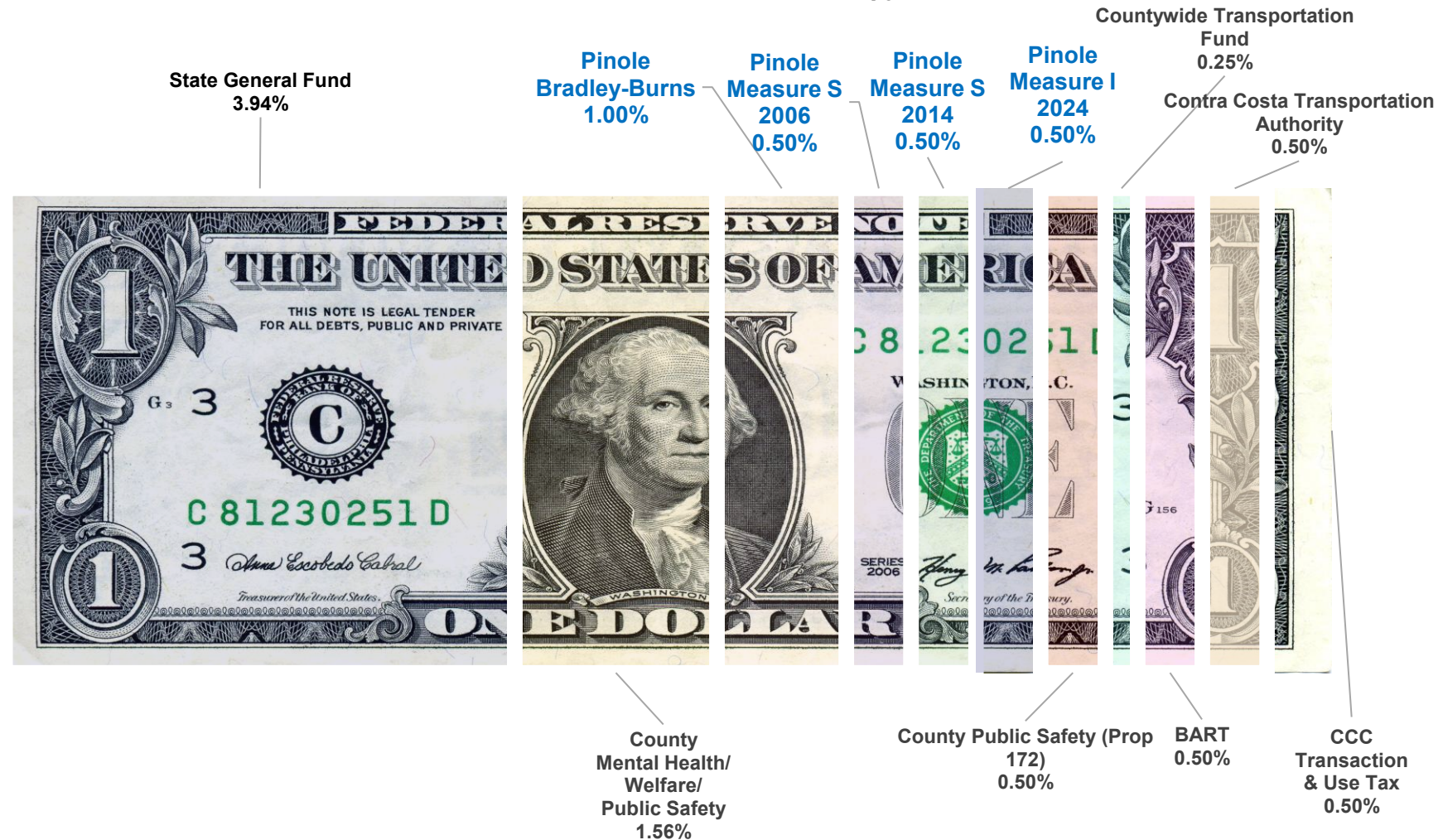
# WHERE DOES GENERAL FUND MONEY COME FROM

**General Fund Revenue by Category: \$31,537,898**

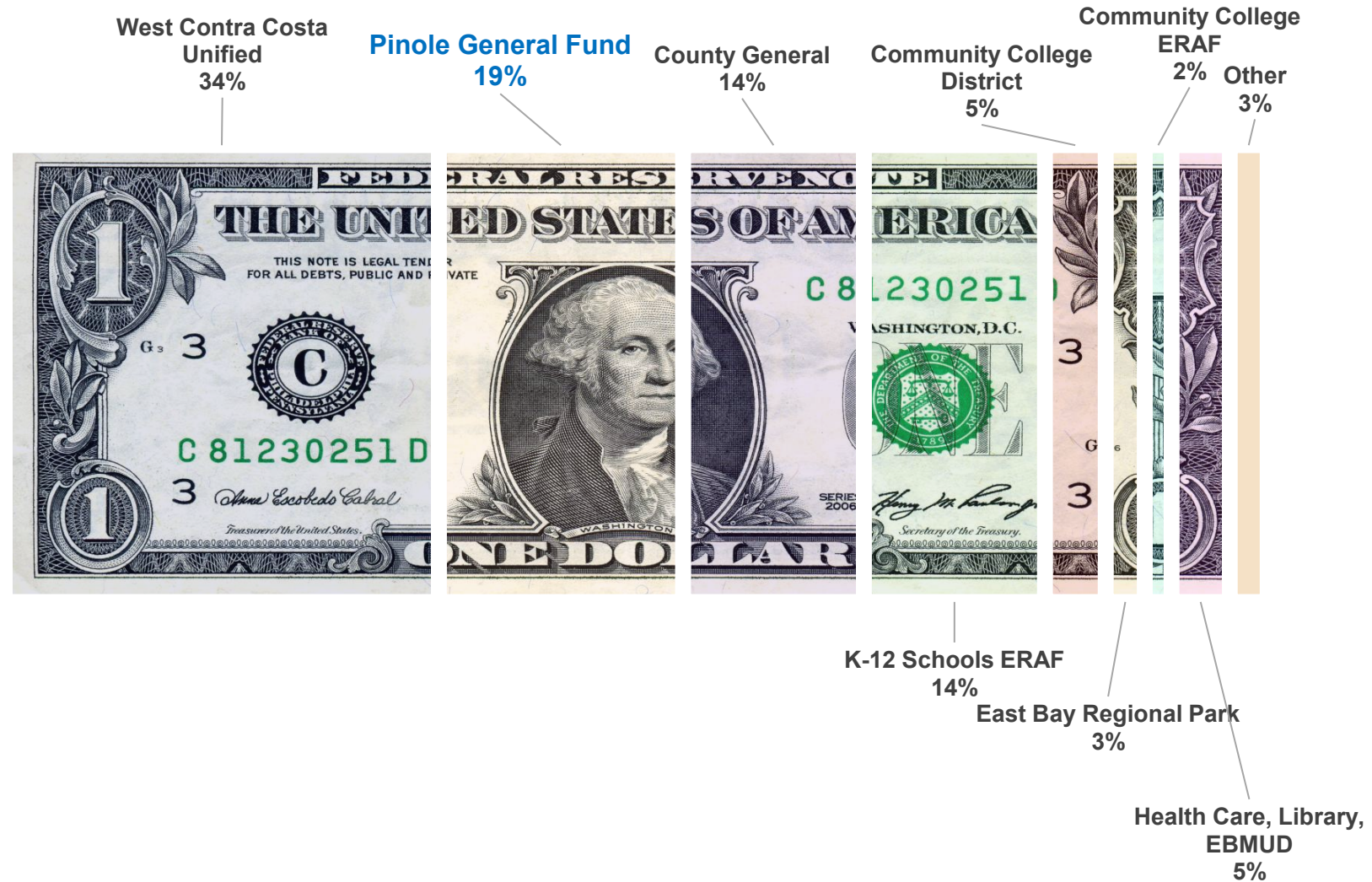


# SALES TAX: HOW MUCH GOES TO YOUR CITY

Pinole Sales Tax Rate: 10.25%



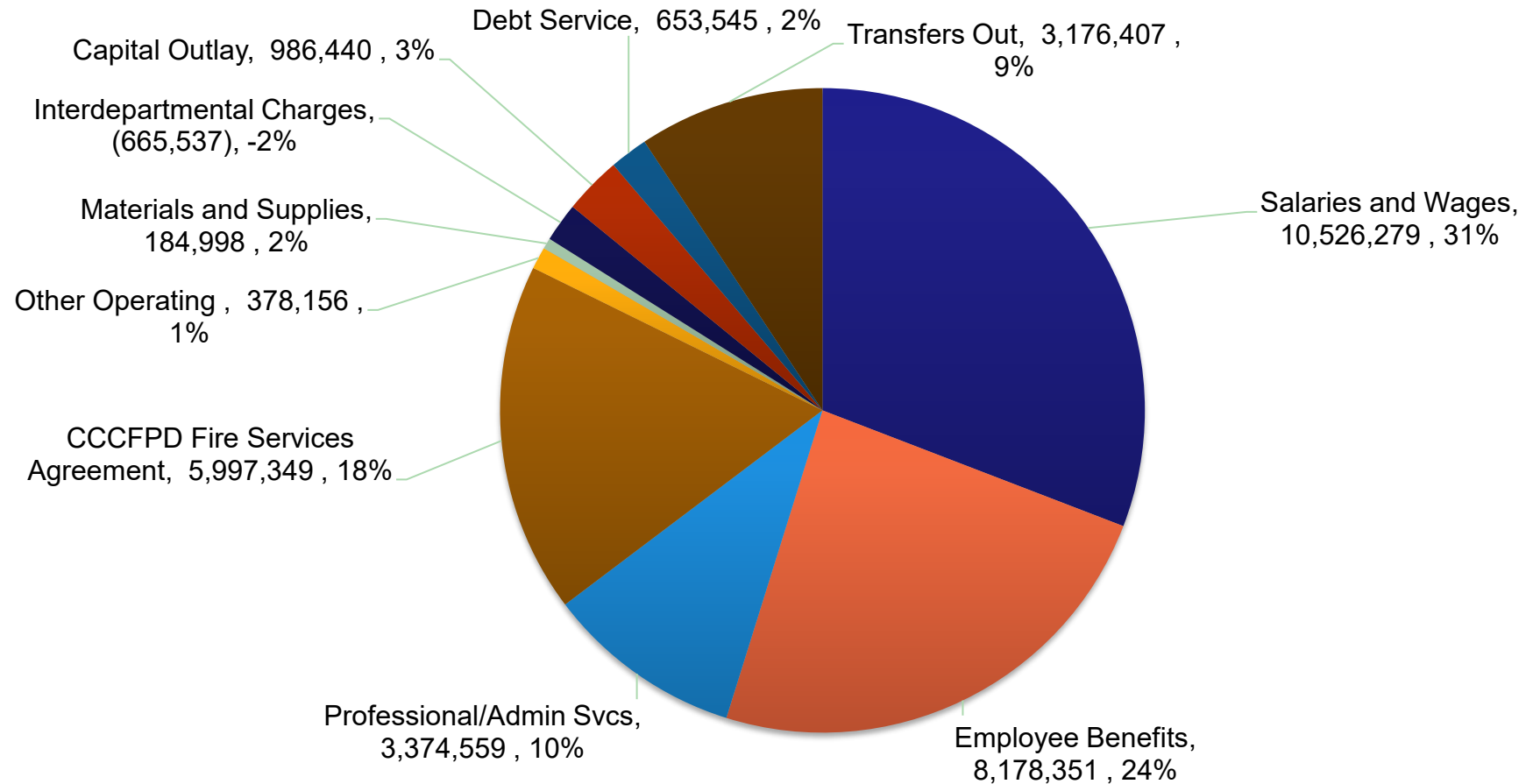
# PROPERTY TAX: HOW MUCH GOES TO YOUR CITY





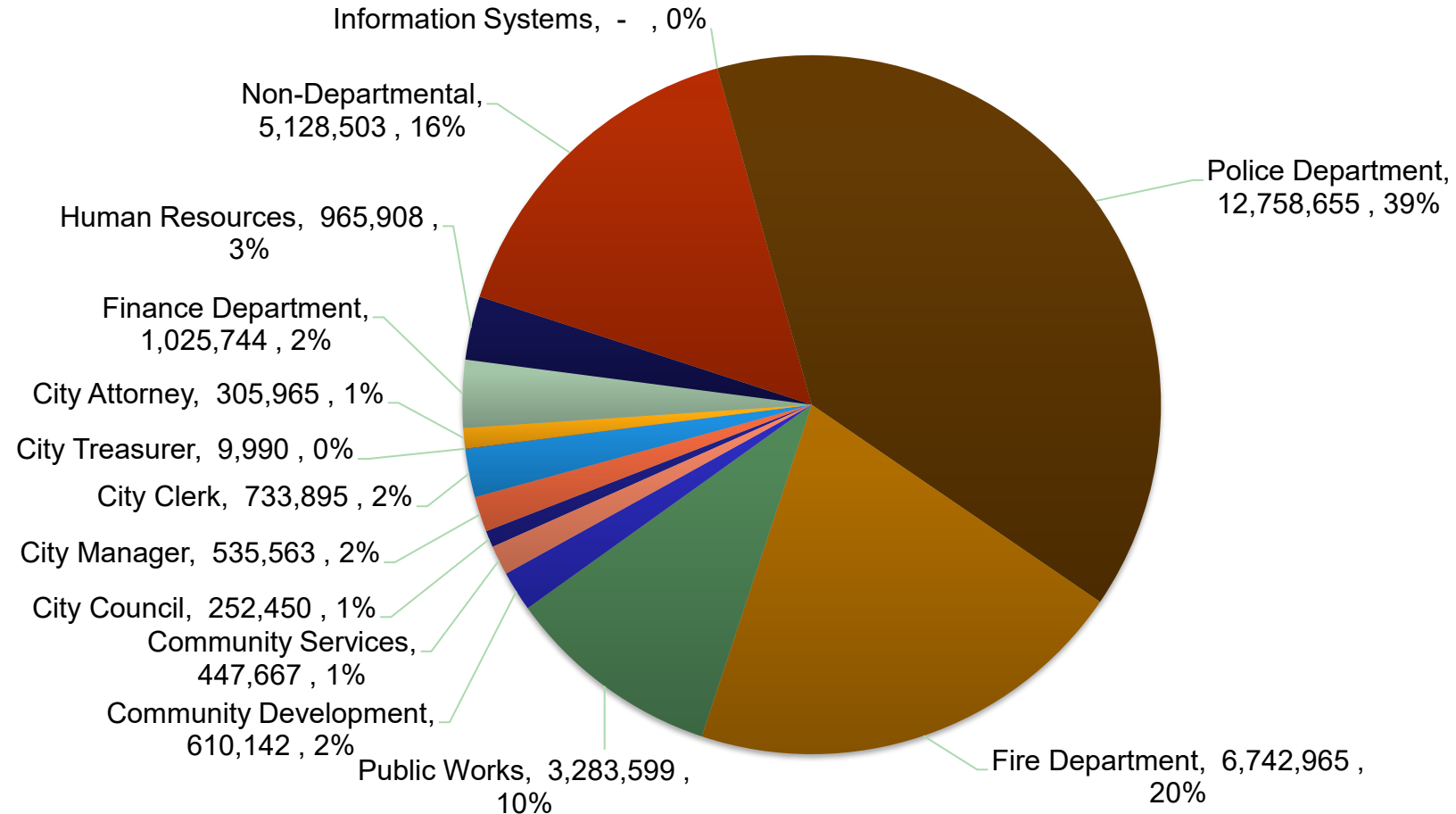
# WHERE DOES GENERAL FUND MONEY GO

## General Fund Expenditures by Type: \$32,801,047



# WHERE DOES GENERAL FUND MONEY GO

## General Fund Expenditures by Department: \$32,801,047



# GENERAL FUND - FUND BALANCE

- The difference between assets and liabilities
  - Revenues > Expenditures = Surplus (increases fund balance)
  - Revenues < Expenditures = Deficit (decreases fund balance)

Fund Balance Summary	Amount	Personal Finance Example
Beginning Fund Balance (leftover money from previous fiscal years)	\$5,844,709	Beginning savings account balance
Budgeted Revenues	\$31,537,898	Income received from paycheck
Budgeted Expenditures	\$32,801,047	Household expenses
Budgeted Revenues – Budgeted Expenditures Surplus / (Deficit) <i>The deficit is amount of fund balance used for one-time expenditures, which is an acceptable use</i>	(\$1,263,149)	Excess income / (Shortfall)
Estimated Ending Fund Balance	\$4,581,559	Ending savings account balance



# LONG-TERM FINANCIAL PLANNING

- The City engages in long-term financial planning to inform its financial and operational decision-making
- The long-term financial plan is used to:
  - Maintain fiscal sustainability by maintaining balanced budgets and by proactively addressing anticipated challenges and opportunities
  - Guide the annual budget process
  - Guide decisions around capital investments
  - Align financial resources with the City's strategic goals
- Involves preparing a 10-to-20-year financial forecast that projects revenues and expenditures over the long-term, using assumptions about economic conditions, future spending scenarios, and other variables

# POP QUIZ!

The City's largest source of revenue in the General Fund comes from \_\_\_\_\_.

# WAYS TO ENGAGE AND PROVIDE INPUT

- Finance Department website: [www.pinole.gov/departments/finance/](http://www.pinole.gov/departments/finance/)
- City Council Meetings
- Finance Subcommittee Meetings
- Special Workshops
- Community Surveys
- Social Media



## Business Licenses

All businesses transacting within the City of Pinole are required to obtain a Business License. This includes home based businesses, a fixed place of business, a contractor doing business in Pinole, or the operation of a rental property.



## Business Local Tax Collection

The City of Pinole Finance department is responsible for collecting Transient Occupancy Tax and Utility User's tax levies. Expand the list below for more information about these taxes and to access remittance forms. Transient Occupancy Tax Utility User Tax Transient Occupancy...



## Financial Reports

Quarterly Financial Reports Financial reports that highlight variances and proposed adjustments to the budget are presented to the City Council for consideration and adoption on a quarterly basis. 2024-2025 Financial Reports 2023-2024 Financial Reports 2022-2023 Financial Reports 2021-2022 Financial Reports...

# THANK YOU

# QUESTIONS?

Contact information:  
Markisha Guillory  
Finance Director  
Phone: (510) 724-9823  
Email: [mguillory@pinole.gov](mailto:mguillory@pinole.gov)







COMMUNITY SERVICES

City of Pinole

Citizens Academy

Community Services Director

Andrea Dwyer

Building Community through Parks, Recreation, and Events





A photograph of a baseball field with a brown infield and green grass. In the background, there are trees with some autumn-colored leaves and a blue sky. A large, semi-transparent blue brushstroke is painted over the entire image, creating a textured, artistic effect.

# Mission Statement

**The mission of the Community Services Department is to enrich the lives of the diverse Pinole community by providing high-quality recreation and quality of life programs for residents of all ages.**





## The TEAM

A community grows stronger when its people come together to care, create, and celebrate.

A photograph of a baseball field with a brown infield and green grass. In the background, there are trees with some autumn-colored leaves and a blue sky. A large, semi-transparent blue brushstroke graphic is overlaid on the image, running diagonally from the top left to the bottom right.

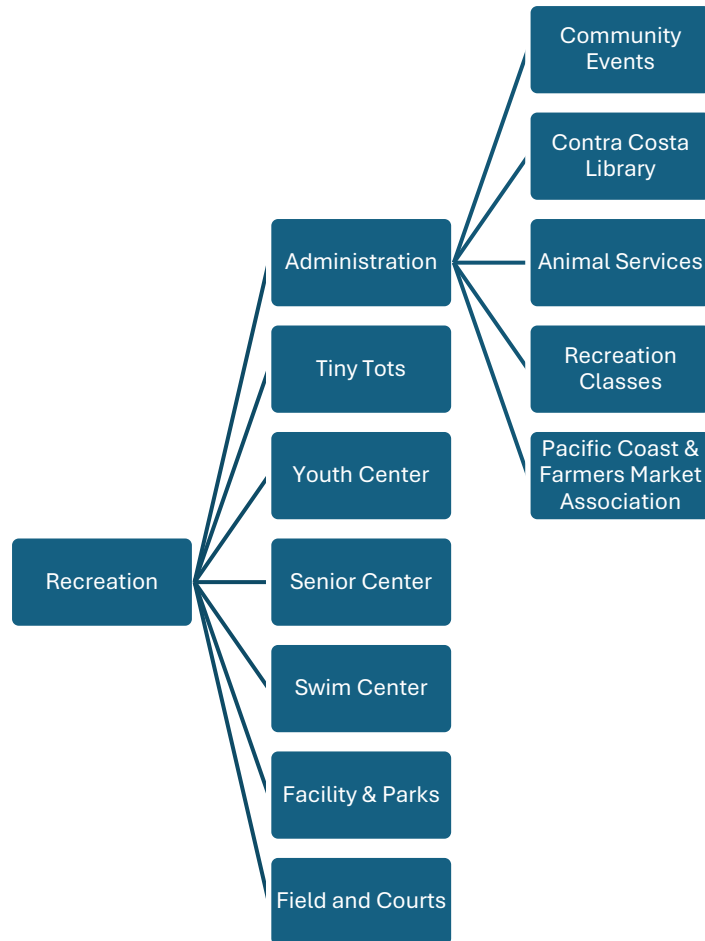
# Recreation Division

**The Recreation Division offers diverse programming and services that support youth development, active living, cultural enrichment, and community connection. Services are delivered through various program areas.**





# Divisions & Subdivisions





- 
- Community Events
  - Contra Costa County Library
    - Animal Services
    - Recreation Classes
  - Pacific Coast & Farmers Market Association

## Administration

The City hosts a variety of community-wide events throughout the year to bring residents together, celebrate local culture, and strengthen neighborhood connections. Events such as seasonal festivals, outdoor movie nights, parades, and holiday celebrations are family-friendly and inclusive for all ages. The division contracts with local organizations to provide animal, library, and farmers market services.

The administration division also provides services through contracts for youth, adult, and senior activities and programs. The Library and Animal Services Division oversees the agreements that the City has with the County Library and County Animal Services through which the County provides library and animal services in Pinole. Public library services in the City are provided by the Contra Costa County Library system. (Just one city in the County, Richmond, has its own municipal library system.) The County provides library services to residents of Pinole at the Pinole branch library located on Pinole Valley Road. The branch library building was constructed by and is owned by the

County. The County provides a baseline level of weekly open hours and charges the City for the maintenance of the building. (Most other cities in the County have constructed their own building to house their branch library.) The County Animal Services Department provides animal control services to the City's residents, for which the County charges the City a fee.



# Community Events

---

Spring Egg Hunt

---

Community Service Day

---

Pride/Juneteenth

---

July 4<sup>th</sup> Celebration

---

Summer Movie and Concert Series

---

United Against Hate Week

---

Fall Outdoor Movie

---

Tree Lighting

---

Holiday Breakfast

---

Glow Pinole





# Library and Animal Services

---

Coordination and Execution of Library Agreement

Animal Services execution of Agreement of services for residents and collaboration of events





# Community Health and Food

Farmers Market – Manage the contract with Pacific Coast Farmers Market Association (PCFMA) to offer weekly farmers' markets on Saturday mornings.

Food Bank of Contra Costa and Solano – Collaborate for food distribution services being able to distribute fresh and non-perishable food to the community.





The background image shows a baseball field with a dirt infield and grass outfield. In the distance, there is a chain-link fence and a line of trees, some of which have autumn-colored leaves. Behind the trees is a large, forested hill under a clear blue sky. The text is overlaid on this image.

# Tiny Tots

This early childhood program offers a safe, nurturing environment in a dedicated facility for preschool-aged children to learn, socialize, and grow. Through structured play, creative activities, and early learning curriculum, the Tiny Tots program supports school readiness and developmental milestones.



The background of the slide is a photograph of a baseball field. In the foreground, there is a patch of green grass. Beyond it is the reddish-brown dirt of the infield. In the background, there is a chain-link fence, some trees with autumn-colored leaves, and a large, densely forested hill under a clear blue sky. The text is overlaid on this image.

# Youth Center

The Youth Center provides a supervised, welcoming space for local teens and pre-teens to engage in after-school and school break activities, enrichment programs, leadership development, and recreational opportunities. The center also promotes positive social interaction.





# Senior Center

The Senior Center offers a vibrant hub for adults aged 50 and over to stay active, connected, and engaged. Programs include fitness classes, wellness services, hobby groups, social events, and nutritional meal services, all aimed at promoting independence and healthy aging.



Park Amenity	NRPA National Standard (Less than 20,000 population)	NRPA Facility Need for Pinole (rounded)	Pinole Current Inventory	Current Facility Surplus/Deficit
Baseball Field	1/3,114	6.3	1	-5.3
Basketball Court (outdoor)	1/3,729	5.2	2	-3.2
Dog Park	1/11,100	1.8	1	-0.8
Playgrounds	1/2,014	9.7	8	-1.7
Skate Park	1/10,726	1.8	1	-0.8
Soccer Field	1/6,955	2.8	2	-0.8
Softball Field	1/5,800	3.4	1	-2.4
Swimming Pool	1/9,745	2.0	1.5	-0.5
Tennis Courts	1/2,805	7.0	3	-4.0

# Parks and Recreation

13 City Parks

Facility Rentals -  
NEW

Tiny Tot Preschool  
Programs and  
Classes

Youth Center  
Camps, Classes,  
and Activities

Senior Center  
Services,  
Classes, Dining,  
and Events

Swim Center  
Maintenance and  
Collaboration  
with Pinole Seals

Community  
Connections

Tennis Court  
Rentals and  
Classes

Memorial Hall  
and Community  
Playhouse







Main pool is just under 4,000 square feet, ranges in depth from 3'6" to 9' deep, features 5 swim lanes, handicap access, and a locker facility. The small pool is 576 square feet and ranges in depth from 2'6" to 3'. The Pool is normally open to the public from mid-April through early October operating Tuesday through Sunday.

## Swim Center

The Swim Center serves as a community resource for aquatic recreation, swim lessons, fitness programs, and swim team training. The facility supports water safety education and provides access to swimming for youth and adult age groups. The Swim Center is owned by the city. The City currently contracts with the Pinole Seals for them to program programs and lessons. The Pinole Seals open the pool for community use during spring and summer months and conducts practices of their swim team.

# Pinole Seals

1. Programs operated April thru September
  - a. Rec Swim-**5,763**
  - b. Lap Swim-**896**
  - c. Zumba-**670**
  - d. Swim Passes-**29**
2. Enrolled Participants
  - a. Swim Lesson Numbers **530** (June-September) \*90% of the classes at capacity with a waitlist.
  - b. Parent and child classes **39** (June-August)
3. Revenue **\$127K**
  - a. \$126K (rec swim, lap swim, and swim lessons)
  - b. \$2K (facility rentals)
  - Added pool party reservations and registration for swim lessons was extended into fall which was a new addition.





The background of the slide is a photograph of a baseball field. In the foreground, there is a green grassy area. Behind it is a brown dirt infield. In the background, there is a chain-link fence, some trees with autumn-colored leaves, and a large, forested hill under a clear blue sky.

# Facility Rentals

The City provides access to a variety of indoor and outdoor spaces for public and private use, including community rooms, banquet halls, and park picnic sites. Facility rentals are available for events such as weddings, meetings, celebrations, and recreational programs. In addition, the division oversees the City's Memorial Hall building which is used as a theater space for educational programs run by the Pinole Community Players community theater group as well as the Players' theatric productions. The city leases the building to the Players for these uses.





# Parks

Pinole maintains a network of public parks that offer green space, playgrounds, picnic areas, walking trails, and open areas for community gatherings. Parks are designed to enhance outdoor recreation and environmental appreciation. This division includes park rules and policies, park reservations, and park maintenance and development.

# INFOGRAPHIC

## 2025 NRPA Agency Performance Review Key Findings

Residents per park  
**2,411**



Acres of parkland  
per 1,000 residents  
**10.2**



Percent of fee-based  
programs  
**82%**



Full-time equivalents per  
10,000 residents  
**8.6**



Share of full-time staff dedicated  
to operations/maintenance  
**46%**



Operating expenditures  
per capita  
**\$103.13**



Revenue-to-operating  
expenditures  
(cost recovery)  
**27.2%**



Number of programs  
offered annually  
**250**





# NEIGHBORHOOD PARK

2 ½ to 10 acres and serve the surrounding neighborhoods within ½ mile radius (15–20-minute walk) without significant architectural barriers. Neighborhood parks should be easily accessible by pedestrians and bicyclists. Park features may include open play area, barbeques, picnic tables, sport court, improved paths, and may include restroom facilities and/or a parking lot.



# COMMUNITY PARK

Vary in size and meet the recreational needs of a larger segment of the community. They may also preserve unique landscapes and open spaces. Community park sites should be accessible by arterial and/or collector streets, as well as accessible by pedestrian and bicyclists. Geographic range of users is up to 3 miles or Citywide if park contains or is adjacent to a community recreation facility. Parking lot and restroom facilities are typically provided at these parks.



# UNDEVELOPED PARK



Counted in the city's parkland acreage. These sites include natural, undeveloped hillsides and trails. Typically, no recreation amenities are included in these undeveloped sites.



Neighborhood Parks	Parkland Acreage
Amber Swartz Park	3.95
Canyon Drive Park	0.47
Louis Francis Park	7.80
Meadow Park	1.20
Pinon Park	0.37
Community Parks	Parkland Acreage
Bayfront Park	19.42
Dog Park	1.17
Fernandez Park	4.62
Pinole Valley Park	12.50
Pinole Valley Picnic Grove	0.20
Undeveloped	Parkland Acreage
Hugh Young Open Space	2.76
Sarah Drive Park	1.75
View Park	2.73

## City Parks

### City of Pinole Parks

There are currently thirteen (13) city parks within the City of Pinole encompassing 54.16 acres of developed parkland and 248.02 undeveloped parkland.

### Neighborhood Park

- 1 - Amber Swartz Park
- 2 - Canyon Drive Park
- 3 - Louis Francis Park
- 4 - Meadow Park
- 5 - Pinon Park

### Community Park







- 6 - Bayfront Park
- 7 - Dog Park
- 8 - Fernandez Park
- 9 - Pinole Valley park
- 10 - Pinole Valley Picnic Grove

### Undeveloped

- 11 - Hugh Young Open Space
- 12 - Sarah Drive Park
- 13 - View Park



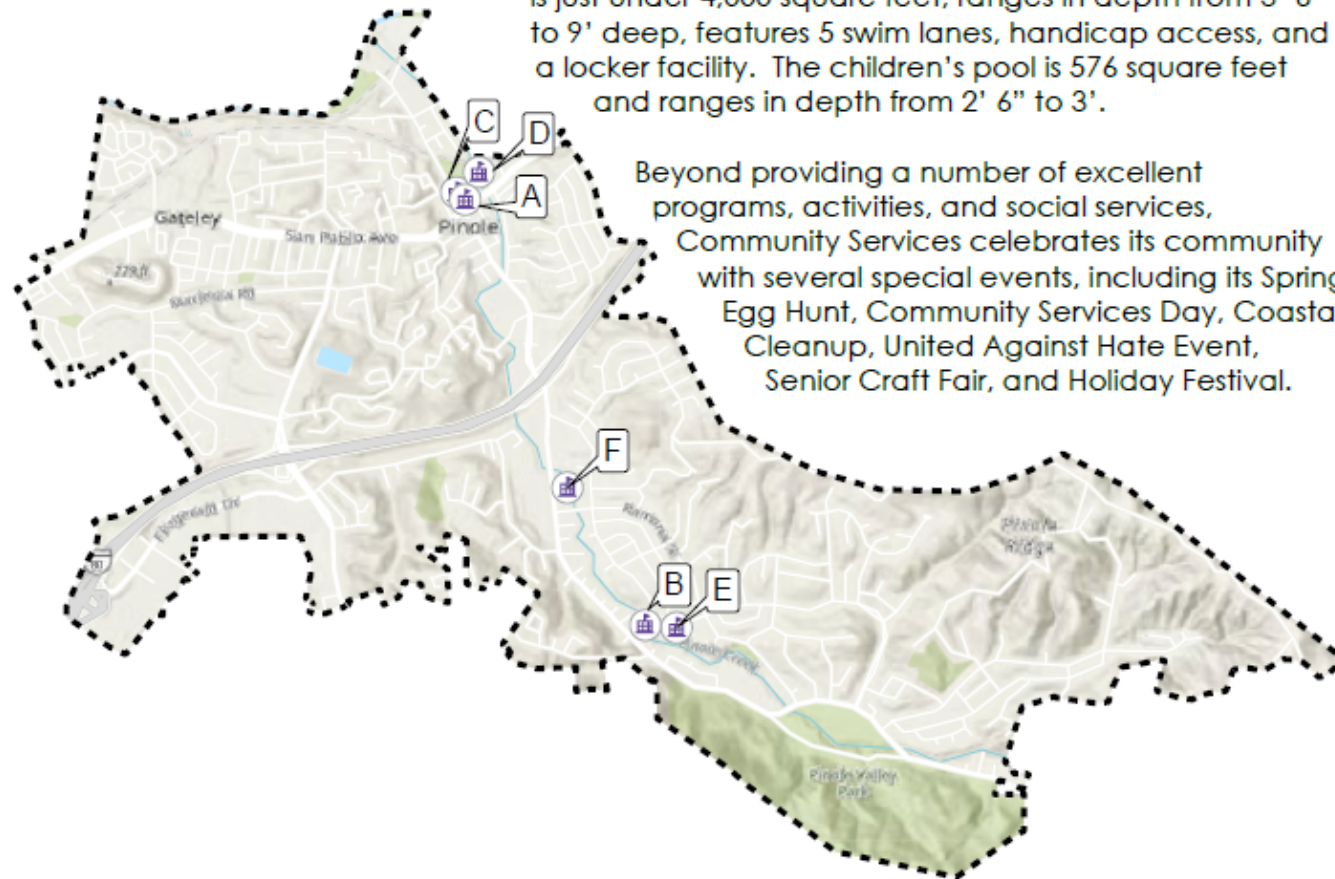
## Recreation Facilities

-  A - Community Playhouse
-  B - Pinole Tiny Tot Center
-  C - Pinole Youth Center
-  D - Pinole Senior Center
-  E - Pinole Swim Center
-  F - Tennis Courts

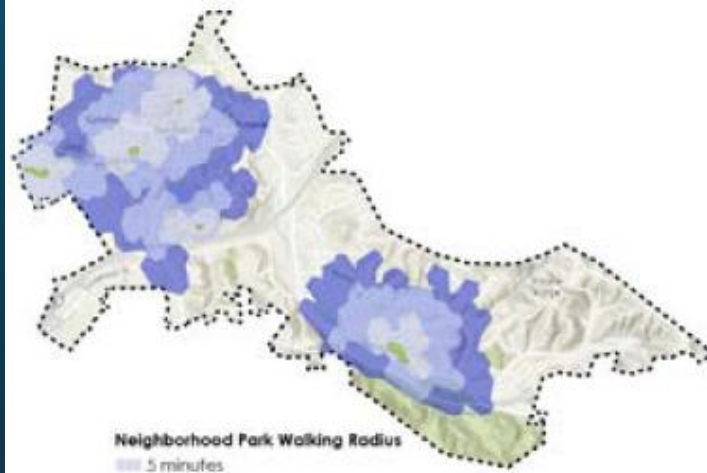
## Recreation Facilities

The City of Pinole provides a variety of programs and services for the community at the Community Playhouse, Pinole Senior Center, Pinole Swim Center, Pinole Tiny Tot Center, Pinole Valley Tennis Courts, and Pinole Youth Center. These parks and recreation facilities have a variety of venues and spaces to host activities such as enrichment classes, cooking classes, sports, and the leaders in training (LIT) program.

The City of Pinole's municipal swimming pool (Pinole Swim Center) is open from April to October and operated via a contract with the Pinole Seals Swim Club. The main pool is just under 4,000 square feet, ranges in depth from 3' 6" to 9' deep, features 5 swim lanes, handicap access, and a locker facility. The children's pool is 576 square feet and ranges in depth from 2' 6" to 3'.



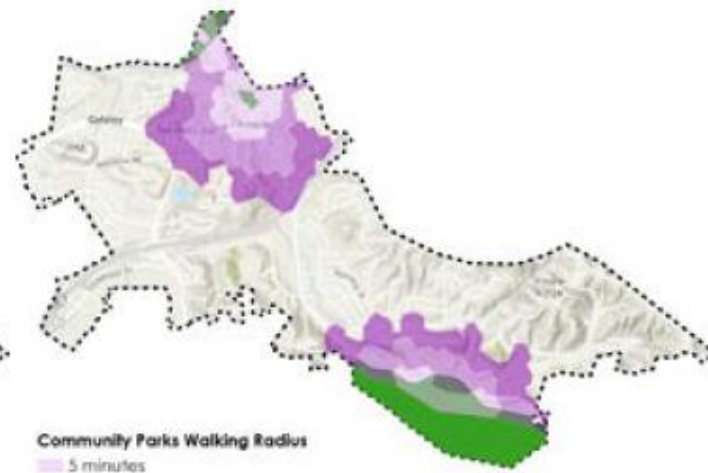
Beyond providing a number of excellent programs, activities, and social services, Community Services celebrates its community with several special events, including its Spring Egg Hunt, Community Services Day, Coastal Cleanup, United Against Hate Event, Senior Craft Fair, and Holiday Festival.



**Neighborhood Park Walking Radius**  
 5 minutes  
 10 minutes  
 15 minutes

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**Exhibit 3.1-5: Service Area Gap  
 Analysis for Neighborhood Parks**






**Community Parks Walking Radius**  
 5 minutes  
 10 minutes  
 15 minutes




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**Exhibit 3.1-6: Service Area Gap  
 Analysis for Community Parks**

#### Neighborhood Parks

	5 Min Walk	13.9% of population	2,703 pop / 0.58 sq. miles
	10 Min Walk	30.2% of population	5,887 pop / 1.59 sq. miles
	15 Min Walk	59.2% of population	11,537 pop / 2.6 sq. miles

#### Community Parks

	5 Min Walk	4.5% of population	877 pop / 0.5 sq. miles
	10 Min Walk	15.2% of population	2,967 pop / 1.2 sq. miles
	15 Min Walk	27.6% of population	5,392 pop / 2.6 sq. miles

Considering the park service gap area for all developed parks, 79% of Pinole residents live within a 15-minute walk of a city park.



A photograph of a baseball field with a dirt infield and grass outfield. In the background, there is a chain-link fence, some trees with autumn foliage, and a large, forested hill under a clear blue sky. The image is overlaid with a semi-transparent blue brushstroke pattern.

# Fields and Courts

The City provides athletic fields and courts to support organized sports leagues, recreational play, and fitness activities. Facilities include baseball and soccer fields, basketball and tennis courts, and multi-use areas maintained for safety and quality use.



# 2024/25 Key Accomplishments

- Increased enrollment in the Tiny Tots early childhood program.
- Upgraded and improved the control system at the Swim Center to enhance operations and user experience.
- Updated Park rules and replaced signage at all parks.
- Expanded community event offerings with the addition of the Holiday Breakfast, Glow Pinole, and the Shop and Stroll feature during the Tree Lighting celebration.
- Partnered with the West Contra Costa Youth Soccer League to secure a significant donation for the rehabilitation of the Wright Soccer Field at Pinole Valley Park.
- Expanded program offerings and activities for youth, adults, and seniors to better meet community needs.
- Reopened City facilities for public rentals and community programming following pandemic-related closures.
- Increased field rentals through amenity improvements, including upgraded lighting and field maintenance at Fernandez Park.
- Enhanced safety and visibility at Fernandez Park by trimming trees and improving sightlines for park users.
- Streamlined the registration process to provide easier and more accessible enrollment for community programs and services.
- Successfully filled the Community Services Coordinator position at the Senior Center to support senior programs and services.
- Responded promptly to roof leaks at the Senior Center by issuing an emergency contract and completing a full roof replacement.
- Replaced the failing HVAC system at the Senior Center, restoring proper climate control and ensuring a comfortable environment for facility users.





# 2025/26 Key Priorities and Projects

## Baseline Work (Including Staff-Initiated Special Projects)

- Continue partnership with the Contra Costa and Solano Food Bank to provide food resources to the community.
- Fill vacant positions throughout the department.
- Continue to review and expand community events to increase participation.
- Resume special luncheons at the Senior Center.
- Increase youth programming in partnership with the local schools.
- Increase contract classes for youth, adult, and senior offerings.
- Collaborate with local organizations to expand programs and services.
- Repair tiny tot facility by replacing floor and building.

## Capital Improvement Plan (CIP) Projects

- Swim Center Upgrades
- Tiny Tot Floor and Painting
- Senior Center Flooring Upgrade



# Capital Improvement Plan Projects

- FA2202 Senior Center Modernization was completed with the roof replacement and HVAC system.
- PA1901 Pinole Valley Park Soccer Field Rehabilitation was completed with the community donation received by West Contra Costa Youth Soccer League.





Quiz Time – Test Your  
REC Knowledge!

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What month was the  
annual Spring Egg  
Hunt held in 2025?

---

Quiz Time – Test Your  
REC Knowledge!

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April

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Quiz Time – Test Your  
REC Knowledge!

---

What months does  
the summer series  
span?

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Quiz Time – Test Your  
REC Knowledge!

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July - August

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Quiz Time – Test Your  
REC Knowledge!

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How many total  
parks does the City  
of Pinole have?

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# Quiz Time – Test Your REC Knowledge!

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13

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Quiz Time – Test Your  
REC Knowledge!

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How many  
neighborhood parks  
does the City of Pinole  
have?



# Quiz Time – Test Your REC Knowledge!

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5

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Quiz Time – Test Your  
REC Knowledge!

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What's the name of  
your favorite City  
park?

---

Quiz Time – Test Your  
REC Knowledge!

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YOU CHOOSE!

---

# Contact & Resources

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Community Services Director: Andrea Dwyer [adwyer@pinole.gov](mailto:adwyer@pinole.gov)

Recreation Manager: Maria Picazo [mpicazo@pinole.gov](mailto:mpicazo@pinole.gov)

Christine Murray (Tiny Tots & Youth Contract Classes) [cmurray@pinole.gov](mailto:cmurray@pinole.gov)

Jaylan Campbell (Indoor Rentals & Youth Camps) [jcampbell@pinole.gov](mailto:jcampbell@pinole.gov)

Mychael Jamison (Seniors, Rentals, & Adult Classes) [mjamison@pinole.gov](mailto:mjamison@pinole.gov)

General Info: [recreation@pinole.gov](mailto:recreation@pinole.gov)

Online Registration: [www.pinolerec.com](http://www.pinolerec.com)

# QUESTIONS?

City of Pinole





# WELCOME TO Pinole Citizens Academy

August 20, 2025

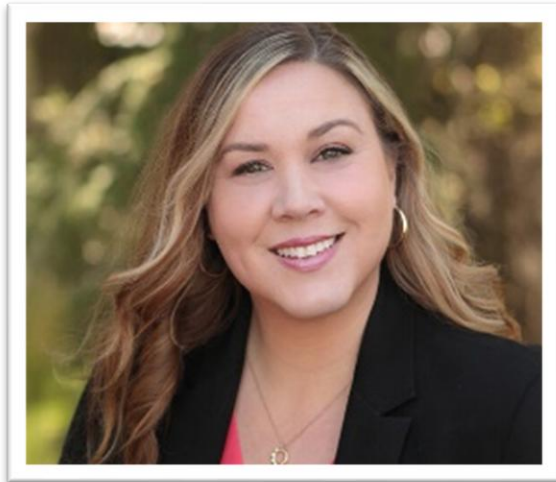


# CITY CLERK DEPARTMENT

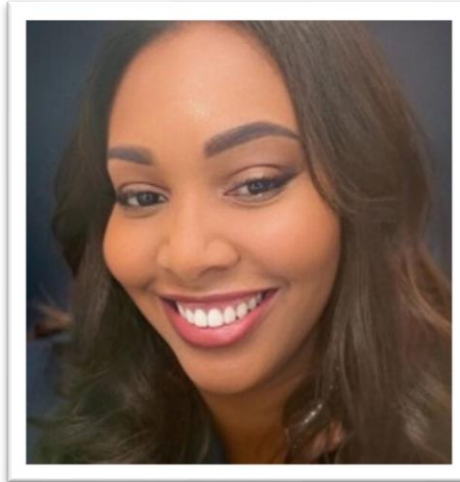
Citizens Academy



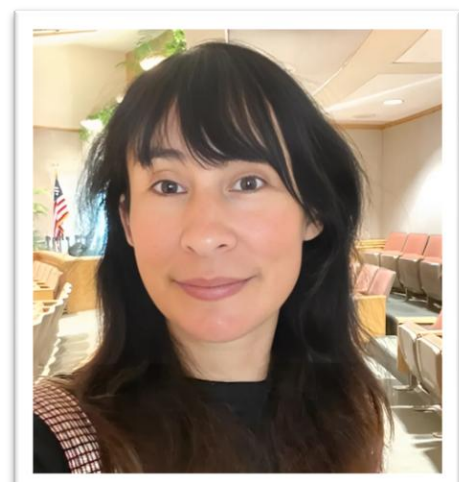
# MEET OUR TEAM!



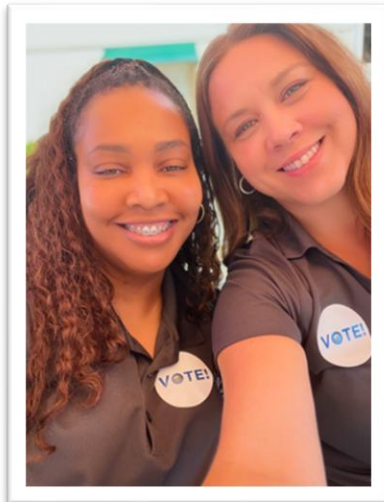
Heather Bell  
City Clerk



Roxane Stone  
Deputy City Clerk



Olivia Tucker  
Administrative  
Assistant



# WHAT DO WE DO?

- City Council Support
- Board & Commission Support
- Records Management
- Elections
- Transparency
- ...& SO MUCH MORE!



# CITY CLERK

- The City Clerk is an appointed officer of the City and is responsible to:
- Serve as the **Election Official**, and conducting City elections in compliance with the election laws of California;
- Monitor compliance with State and local campaign finance and conflict of interest laws, serve as the **Filing Official** and maintain Fair Political Practices Commission (FPPC) filings and logs;
- Preparation of the City Council and related subcommittees agenda packets and reports;
- Produce and maintain the official record of the City Council and the Council Finance Subcommittee;
- Respond to Public Records requests and maximize public access to municipal government, as the official custodian and records manager of the City;
- Maintain a depository of contracts, agreements, and official Council actions; and insures the timely availability of these records to the City Council, public, other agencies and staff;
- Maintain and update the [Pinole Municipal Code](#)
- Administer liability claims
- Administer City board and commission recruitments

# CITY COUNCIL SUPPORT

- City Council Meetings – Every 1<sup>st</sup> and 3<sup>rd</sup> Tuesday of the month  
Additional “Special Meetings” held as needed
- Meetings are held in person, Council Chambers, Pinole City Hall
- Participation – Meetings can be viewed in-person, via Zoom (Livestreamed from website and broadcast on PCTV)
- Public Comment can be provided in person or virtually (Zoom)
- Clerk’s team facilitates logistics and report preparation for meetings with staff and maintains the official record (Minutes, Resolutions & Ordinances)

# ENSURING LEGAL COMPLIANCE

- City Clerks ensure the city's business complies with state and federal laws, including open meetings and freedom of information laws.
- **The Brown Act** (open meeting laws) guarantees the public's right to attend and participate in meetings of local legislative bodies.
- Attend: Adhere to publishing and noticing deadlines for agenda and certain agenda items.
- Participate: Provide required public comments sections on agendas and certain agenda items.

# PUBLIC PORTAL REVIEW

## AGENDAS (1 OF 3)

### MEETING AGENDAS

Meeting Agendas & Minutes

Meeting Procedures

### MEETING AGENDAS & MINUTES

July 2025

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From Date

To Date

Welcome to Pinole's new Agenda & Minutes portal. To find a meeting please use the calendar widget or the events list below. Scroll up to populate past meetings and scroll down to show future meetings. Please use the search bar to look up specific items/meeting items. Category dropdown filters meetings by board(s).

Event Categories

Type or select an event category to filter...

VIEW TODAY

Past Events

7:00 PM PST

Planning Commission

Coming Up

Tuesday  
AUG 5,  
2025  
5:00 PM PST

Notice of Cancellation  
City Council

# CUSTODIAN OF CITY RECORDS

- The Public Records Act ensures the citizen's right to access city records.
- To request public records, visit our website and complete a PRA Request via the portal.
- Resolution: formal opinion or decision by a governing body that addresses specific, temporary, or administrative matters. •
- Ordinance: a law or regulation enacted by a city or municipal government.
- Municipal Code: The collection of ordinances that provides the legal framework for how the city operates and enforces its policies



# PUBLIC PORTAL

## PUBLIC RECORDS REQUEST

As a public agency, the City of Pinole adheres to the California Public Records Act (GC § 6250-6270) which requires that governmental records shall be disclosed to the public, upon request, unless there is a specific reason not to do so. Permissible exemptions from disclosure include documents that invade an individual's right to privacy (e.g., privacy in certain personnel records, medical or student records) or hinder the government's need to perform its assigned functions in a reasonably efficient manner (e.g., maintaining confidentiality of investigative records, records relating to pending litigation, attorney-client communications, official information, and preliminary notes or memoranda).

The goal of the City Clerk's Department is to provide the public with quick and easy access to public information and records. Public records are open to inspection during regular City business hours, and interested persons may request and pay for a copy of any identifiable public record that are not exempted by statute. The City of Pinole encourages public record requests to be in writing in order to assist in providing the requestor with an accurate and timely response.

[Submit a Public Records Request](#)

It is not always practicable to provide an immediate copy for review or duplication; therefore you will be notified within 10 days when the record(s) may be available. There are certain records that are exempted by statute (see GC 6254).

# BOARDS & COMMISSIONS

- **Planning Commission** – The Planning Commission is a seven-member panel that assist with preparation, adoption, and maintenance of a long-range, General Plan for the physical growth and development of the city and make recommendations to the City Council. The Planning Commission meetings take place on the second and fourth Monday of the month at 7:00 pm.
- **Community Services Commission** -The Community Services Commission serves in an advisory capacity to the City Council in matters pertaining to public recreation, parks, arts and cultural activities, historical activities, public access television activities, senior and youth activities, and community services.
- **TAPS Committee** - The Pinole Traffic and Pedestrian Safety Committee is a five-member panel who recommend or review action on traffic safety, traffic control and planning, speed limits, parking and other traffic related matters. The committee makes recommendations to the City Council.

# PUBLIC PORTAL

## BOARDS & COMMISSIONS

The application process for filling many of the City's vacancies includes an interview by the City Council subcommittee and recommendations are submitted to the City Council for formal appointment. Boards and Commissions appointments range from two-year to four-year terms. Unless otherwise specified, the application period for these vacancies is continuous until filled.

**Below are the City of Pinole's active Boards and Commissions:**

- Planning Commission
- Community Services Commission
- Traffic and Pedestrian Safety Committee
- Appointee / representative(s) to the following regional commissions/committees
  - Contra Costa Transportation Citizens Advisory Committee
  - CCC Mosquito & Vector Control District Board
  - Contra Costa Council on Aging
  - Contra Costa Library Commission

The City Clerk conducts recruitment for advisory board positions. Applications remain active for one year and applicants will be contacted if unscheduled vacancies occur.

**Below is the local appointments list shared in accordance with Maddy Act, Government Code 54972:**

 [List of Local Board/Commission Appointments \(updated 7/22/25\)](#)

# QUESTIONS?



# CITY ATTORNEY DEPARTMENT

Citizens Academy





# MEET OUR TEAM!

- **ERIC CASH**, CITY ATTORNEY
- **ALEX MOG**, ASSISTANT CITY ATTORNEY
- **ERICA GONZALEZ**, SENIOR OF COUNSEL
- **JULIET VAUGHN**, ASSOCIATE
- **CAROLINA UGALDE**, ASSOCIATE
- **JESSE LAD**, SENIOR OF COUNSEL
- **STEPHANIE DOWNS**, SENIOR OF COUNSEL
- **THOMAS SMITH**, SENIOR OF COUNSEL
- **STEVE NGO**, SENIOR OF COUNSEL



# WHAT IS A CITY ATTORNEY?

What do you think the City Attorney's Office does? Any ideas or assumptions on the type of work we handle?



# WHAT THE CITY ATTORNEY IS NOT...

- The City Attorney is NOT the attorney for private citizens or residents.
- The City Attorney is NOT the District Attorney, who prosecutes crimes on behalf of the people.





# WHAT IS A CITY ATTORNEY?

- Attorney/Legal Advisor for the City, including all city departments, boards, commissions, and officials (elected and appointed).
- We defend the City in lawsuits, from small things like sidewalk trip-and-falls, to larger litigation involving breach of contracts or high dollar civil claims.
- We also provide legal advice to the City Council, ensure all public meetings are run lawfully, review and negotiate city contracts and projects, walk city staff through all steps of construction and development projects, draft ordinances and resolutions, review public records requests, advise on election law, etc.



# EXERCISE

What is a law or rule you want implemented in Pinole?





# THE ORDINANCE PROCESS



- A municipal code is a collection of local laws and rules (“ordinances”) that a city or town uses to govern things like zoning, building, noise, and public safety.
- Ordinances are adopted by the City Council and typically add to or amend the Municipal Code.
- Process:
  - Legal Research
  - Drafting new chapter or an amendment to the Pinole Municipal Code
  - Depending on level of interest in the ordinance: Workshops and community engagement sessions
  - Public notice of Ordinance on City Council Agenda, opportunity for public comment
  - City Council First reading and introduction
  - City Council Second reading and adoption
- Ordinances generally are effective 30 days after adoption (exception: urgency ordinances)



# EXAMPLE: SINGLE USE PLASTICS

- The City wanted to ban the use of single-use plastics for environmental reasons
- Our office performed legal research and reviewed other city municipal codes to see what the options were
- Drafting of new chapter in the Municipal Code, housing in Health and Safety Title
- Community Engagement, outreach to local organizations, collect feedback from businesses affected by the potential ban and residents
- Further drafting and revising based on feedback and questions
- City Council First reading and introduction, opportunity for public comment
- City Council Second reading and adoption
- Ordinance effective 30 days after adoption: Single use plastics are then banned pursuant to the ordinance.

And here is the final product in the Municipal Code, at Chapter 8.38!



Search Login Select Language Resources

2025 S-27 (current) CA > Pinole > Pinole, CA Municip... > Chapter 8.38 SINGLE-USE PLASTIC FOODWARE AND BAG REDUCTION

Chapter 8.32 MESSAGE SERVICES

Chapter 8.33 MARIJUANA CULTIVATION PROHIBITED

Chapter 8.34 MARIJUANA DELIVERY PROHIBITED

Chapter 8.35 NOISE

Chapter 8.36 BALCONY INSPECTION FOR REAL PROPERTY SALES

Chapter 8.37 POLYSTYRENE PRODUCTS

**Chapter 8.38 SINGLE-USE PLASTIC FOODWARE AND BAG REDUCTION**

8.38.010 FINDINGS AND PURPOSE.

8.38.020 DEFINITIONS.

8.38.030 DISPOSABLE FOODWARE ACCESSORIES.

8.38.040 CONSUMER-OWNED CONTAINERS.

8.38.050 TAKEOUT FOOD.

8.38.060 REUSABLE FOODWARE FOR DINING ON THE PREMISES.

8.38.070 DISPOSABLE BAGS.

8.38.080 DISPOSABLE FOODWARE STANDARDS.

**Chapter 8.38**

**SINGLE-USE PLASTIC FOODWARE AND BAG REDUCTION**

Sections:

[8.38.010](#)

Findings and purpose.

[8.38.020](#)

Definitions.

[8.38.030](#)

Disposable foodware accessories.

[8.38.040](#)

Consumer-owned containers.

[8.38.050](#)

Takeout food.

[8.38.060](#)

Reusable foodware for dining on the premises.

[8.38.070](#)

Disposable bags.

[8.38.080](#)

Disposable foodware standards.

[8.38.090](#)

Disposable bag standards.

[8.38.100](#)

Separate disposable foodware waste receptacles.

[8.38.110](#)

Waivers – process to obtain.

[8.38.120](#)

Extension of time – process to obtain.

[8.38.130](#)

Regulations applicable to all food providers and retailers.

[8.38.140](#)

Duties, responsibilities and authority of the City of Pinole.

[8.38.150](#)

City of Pinole – utilization prohibited.

[8.38.160](#)

Effective date.

# ORDINANCE PROCESS: ZONING CODE

- Ordinances to add to or amend the Zoning Code, housed in Title 17 of the Pinole Municipal Code, have one extra step.
- Section 2.40.030(A)(9): one duty of the Pinole Planning Commission is to “[r]ecommend on ordinances dealing with planning, street name changes, zoning, subdivisions, off-street parking, and public facilities”
- The Planning Commission must meet and consider the proposed ordinance and recommend adoption or denial to the City Council.

# QUESTIONS?







# **CITIZENS ACADEMY**

**August 20. 2025**

## **Introduction of the Public Works Department**

**Director: Heba El-Guindy**

## **PUBLIC WORKS DEPARTMENT MISSION:**

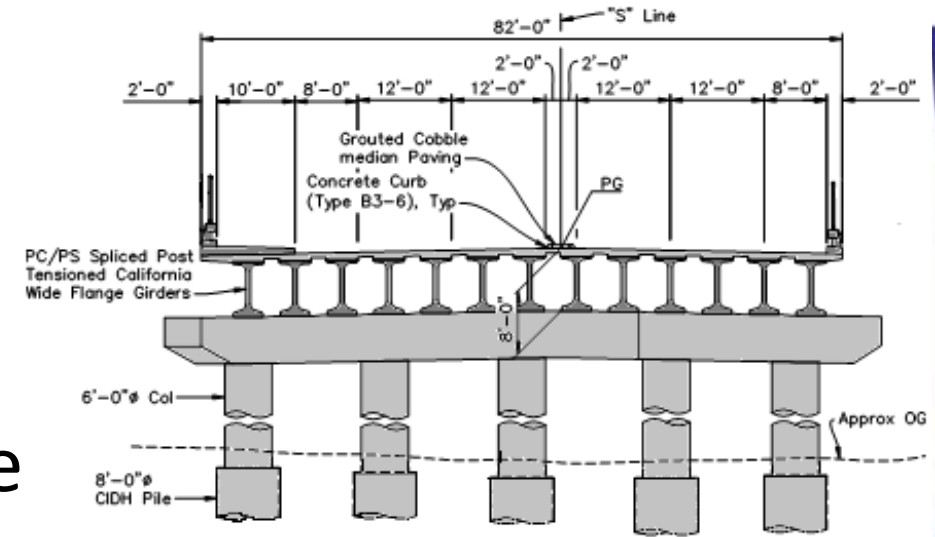
- Enhancing quality of life through excellent service, dedication, and organizational commitment.
- We are dedicated to integrity and fiscally responsible stewardship of the environment and public infrastructure and strive for excellent and efficient customer service.
- Public Works is responsible for the maintenance, replacement and enhancement of public infrastructure including streets, trails/paths, urban forestry, parks, stormwater system, wastewater system, and other public facilities.

## **DIVISIONS OF THE PUBLIC WORKS DEPARTMENT:**

- Engineering & Administration
- Maintenance Operations
- Wastewater Management and Treatment Plant

# ENGINEERING & ADMINISTRATION DIVISION:

- Management of capital/infrastructure projects
- Review of development projects and studies, and construction inspection
- Traffic engineering (ex. intersections control, parking requirements, and setting of speed limits)
- Reporting on various federal and state funding sources (ex. grants and gas tax)



# ENGINEERING & ADMINISTRATION DIVISION:

- Update of fees (ex. traffic impact fees and LLAD)
- Development and update of policies, guidelines and design standards
- Monitoring and reporting on environmental requirements (ex. waste and recycling, and stormwater and drainage)
- Inspection and issuance of permits (ex. grading, encroachment, transportation, private sewer lateral, and utility permits)
- Liaison to the Traffic and Pedestrian Safety Committee





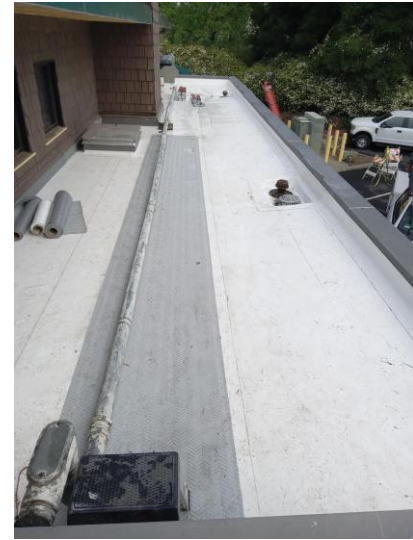
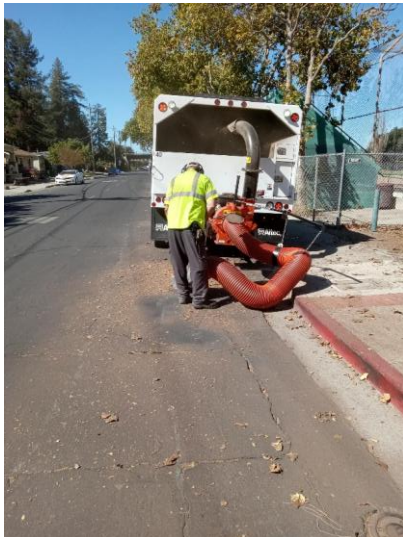
# MAINTENANCE OPERATIONS DIVISION:

- Road maintenance (ex. potholing, streetlights, signage, pavement markings and public trees trimming/removal)
- Maintenance of public parks and soccer fields (ex. restrooms, gopher control, graffiti removal, debris removal, irrigation and turf mowing)
- Vegetation management within public open space



# MAINTENANCE OPERATIONS DIVISION:

- Maintenance of public facilities including senior center, youth center, City Hall, PD building, public swimming pools, and post office (ex. HVAC, flooring, elevators, doors, alarms, electric fixtures, plumbing, paint, appliances, furnishings, etc.)
- Fleet maintenance and transition/replacement plan, and energy infrastructure
- Special events and associated traffic control
- Debris removal and stormwater system maintenance





# WASTEWATER MANAGEMENT AND TREATMENT PLANT:

- Management of wastewater projects
- Operations, maintenance and upgrade of the Water Pollution Control/Treatment Plant serving the cities of Pinole and Hercules
- Monitoring and monthly reporting on the flow data and performance indicators
- Update of guidelines including the WWTP Operations & Maintenance Manual and Stormwater Master Plan
- Liaison to the Wastewater Subcommittee





# **CAPITAL IMPROVEMENT PLAN FY 2025/26 – FY 2029/30**

## **PRIORITY FY 2025/26 CAPITAL PROJECTS**

# COUNCIL APPROVED CAPITAL IMPROVEMENT PLAN

## FY 2025/26 – FY 2029/30

- The Capital Improvement Plan (CIP) is a five-year plan used to identify and implement the City's capital needs.
- The proposed five-year CIP contains 45 projects and 5 infrastructure assessments under six categories.
- Priority FY 2025/26 Projects include 3 Facilities, 2 Parks, 6 Sanitary Sewer, 2 Stormwater, 11 Streets & Roads, and 2 Infrastructure Assessments.



# FACILITIES – FY 2025/26 PROJECTS

- Replacement of Pools equipment to avoid potential failure (\$100,000 Development Impact Fees)
- Zero-emission vehicles and construction of EV charging infrastructure (\$75,000 of 2014 Measure S fund and \$595,000 Climate Implementation Grant)
- City Hall improvements and upgrades to extend its life and improve functionality (\$400,000 Development Impact Fees)



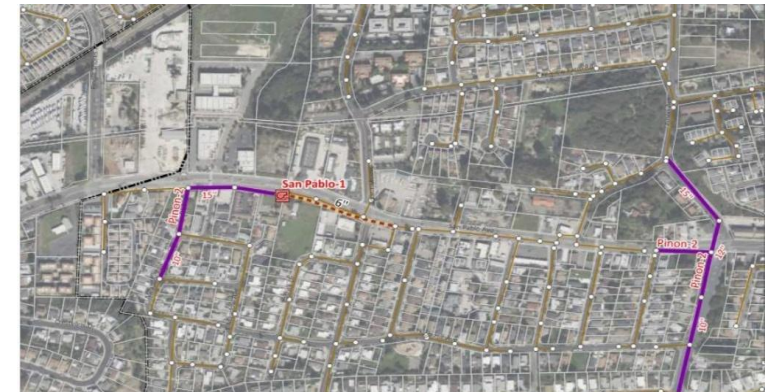
# PARKS – FY 2025/26 PROJECTS

- Improvements to City parks including lighting, playground equipment, shaded structures, landscaping, and paving trails. (Starting with the Dog Park: \$200,000 Development Impact Fees in addition to other funding sources)
- Rehabilitation of the soccer fields including improvements to the irrigation systems and turf (\$250,000 Development Impact Fees)



# SANITARY SEWER – FY 2025/26 PROJECTS

- Replacement of two blowers at the Treatment Plant to avoid equipment downtime (\$280,000 Sewer Enterprise Fees)
- City Program for Private Sewer Lateral funding support to property owners (\$150,000 Sewer Enterprise Fees)
- Effluent outfall to reduce pressure during storm events and increase lifespan of the effluent pipes (\$650,000 Sewer Enterprise Fees)





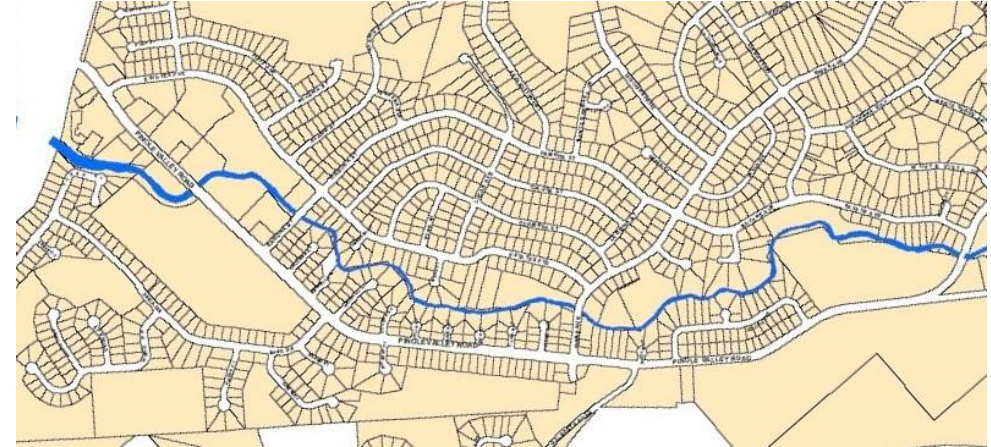
# SANITARY SEWER – FY 2025/26 PROJECTS

- Rehabilitation of secondary clarifier at the Treatment Plant (\$425,000 Sewer Enterprise Fees)
- Upgrade of the lab equipment and lab remodel at the Treatment Plant (\$150,000 Sewer Enterprise Fees)
- Rehabilitation/replacement of the sewer pump station and force main on San Pablo Avenue and Hazel Street (\$850,000 Sewer Enterprise Fees)



# STORMWATER – FY 2025/26 PROJECTS

- Replacement of structurally deteriorated and failing storm drain pipelines (\$120,000 Measure S 2014)
- Upgrade of stormwater system and installation of trash capture devices to comply with state and regional standards and requirements (\$150,000 Measure S 2014)





# STREETS & ROADS – FY 2025/26 PROJECTS

- Pavement Rehabilitation for long-term improvements such as slurry seal, cape seal, and reconstruction (\$750,000 Measure J, \$1,500,000 Gas Tax, and \$1,000,000 Vehicle Impact Fees)
  - ❖ Pinole Valley Road Complete Street Project – PCI range 31-71
  - ❖ Sarah Drive – PCI range 13-60
  - ❖ Shea Drive – PCI 26



# STREETS & ROADS – FY 2025/26 PROJECTS

- Sidewalk rehabilitation to assist property owners in maintaining the sidewalks in a safe and accessible manner (\$200,000 City Streets Improvements)
- Accessibility improvements to meet ADA requirements by providing curb ramps (\$150,000 City Street Improvements)



# STREETS & ROADS – FY 2025/26 PROJECTS

- Pavement markings and signage upgrades to meet state requirements and maintain minimum level of retro-reflectivity, which will also accompany pavement rehabilitation projects (\$100,000 City Street Improvements)
- City streetlight upgrades to meet standards for spacing and illumination thereby improving nighttime visibility and enhancing sense of safety and security (\$250,000 Arterial Streets Rehabilitation)
- City signal upgrades through the installation of video detection, accessible devices, upgrade of controllers, upgrade of software, battery back-up system and/or designated left-turn phasing (\$200,000 Arterial Streets Rehabilitation)





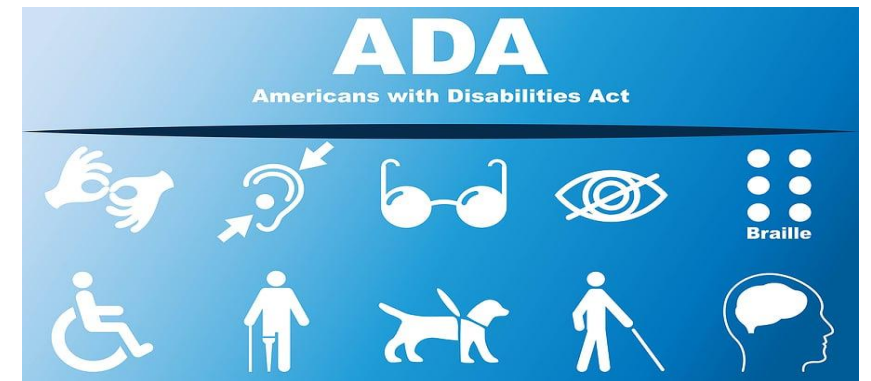
# STREETS & ROADS – FY 2025/26 PROJECTS

- Replacement of the San Pablo Avenue bridge over the Burlington Northern Santa Fe Railroad – PE Phase (\$1,990,449 Federal and regional grants, and \$100,000 Measure S 2014)
- Safety Improvements on Arterial Roadways and pedestrian crossing enhancements (\$239,040 HSIP grant, and \$110,960 Arterial Streets Rehabilitation)
- Traffic Calming Program to change drivers' behavior and reduce travel speeds through the installation of physical devices such as driver feedback signs, curb extensions, speed cushions, and roundabouts (\$200,000 City Street Improvements)



# STREETS & ROADS – FY 2025/26 PROJECTS

- Road Maintenance and Repairs such as potholing (\$350,000 Measure S 2006)
- Update of the City's 2004 ADA Transition Plan for Public Improvements (\$250,000 City Street Improvements)





# INFRASTRUCTURE ASSESSMENTS – FY 2025/26 PROJECTS

- Recycled Water Feasibility Study to plan and phase the construction of future recycled water distribution system infrastructure (\$80,000 Sewer Enterprise Fees)
- Development of a Storm Drain Master Plan to analyze existing collection system and guide future improvements and funding allocation (\$125,000 Measure S 2014, \$150,000 Sewer Enterprise Fees)



# FIVE-YEAR CIP BUDGET SUMMARY



SOURCES BY FUND	FY 2025-26	FY 2026-27	FY 2027-28	FY 2028-29	FY 2029-30	5-Year Total
100 - General Fund	\$ -	\$ 200,000	\$ -	\$ -	\$ -	\$ 200,000
105 - Measure S 2006	\$ 350,000	\$ 350,000	\$ 350,000	\$ 350,000	\$ 350,000	\$ 1,750,000
106 - Measure S 2014	\$ 570,000	\$ 2,123,000	\$ 918,965	\$ 250,000	\$ 250,000	\$ 4,111,965
200 - Gas Tax	\$ 1,500,000	\$ 880,000	\$ 500,000	\$ 500,000	\$ 500,000	\$ 3,880,000
214 - Solid Waste	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
215 - Grant: TLC	\$ 41,442	\$ -	\$ -	\$ -	\$ -	\$ 41,442
215 - Grant: Climat Implementation Grant - MTC	\$ 595,000	\$ 357,000	\$ -	\$ -	\$ -	\$ 952,000
215 - Grant: HSIP	\$ 239,040	\$ -	\$ -	\$ -	\$ -	\$ 239,040
215 - Measure J	\$ 750,000	\$ 500,000	\$ 500,000	\$ 500,000	\$ 250,000	\$ 2,500,000
215 - Grant: OBAG	\$ -	\$ 650,000	\$ 370,000	\$ -	\$ -	\$ 1,020,000
275 - Parkland Dedication	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
276 - Growth Impact Fees	\$ 950,000	\$ 2,018,000	\$ 620,000	\$ 220,000	\$ 250,000	\$ 4,058,000
324 - Public Facilities Fund	\$ -	\$ 582,000	\$ 400,000	\$ -	\$ -	\$ -
325 - City Street Improvements	\$ 900,000	\$ 1,075,000	\$ 700,000	\$ 700,000	\$ 650,000	\$ 4,025,000
325 - Grant: TDA Article 3	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
325 - Grant: STMP Fees	\$ 597,417	\$ 670,000	\$ 480,000	\$ -	\$ -	\$ 1,747,417
325 - Grant: HBP	\$ 1,351,590	\$ 1,600,000	\$ 23,919,035	\$ -	\$ -	\$ 26,870,625
377 - Arterial Streets Rehabilitation	\$ 560,960	\$ 450,000	\$ 400,000	\$ 350,000	\$ 350,000	\$ 2,110,960
500 - Sewer Enterprise Fund	\$ 2,735,000	\$ 5,650,000	\$ 4,480,000	\$ 4,995,000	\$ 2,835,000	\$ 20,695,000
Potential Debt Financing	\$ -	\$ 4,000,000	\$ 4,000,000	\$ 2,750,000	\$ 2,250,000	\$ 13,000,000
Potential Vehicle Impact Fee	\$ 1,000,000	\$ -	\$ -	\$ -	\$ -	\$ 1,000,000
Sources Total	\$ 12,140,449	\$ 21,105,000	\$ 37,638,000	\$ 10,615,000	\$ 7,685,000	\$ 89,183,449
Unfunded Total	\$ -	\$ 515,000	\$ -	\$ 1,050,000	\$ 500,000	\$ 2,065,000
Total Sources Required	\$ 12,140,449	\$ 21,620,000	\$ 37,638,000	\$ 11,665,000	\$ 8,185,000	\$ 91,248,449



# Q & A

---

**For assistance:**

Call us at: **(510) 724-9010**

E-mail us at: **[pwservicerequests@pinole.gov](mailto:pwservicerequests@pinole.gov)**

# CITY OF PINOLE



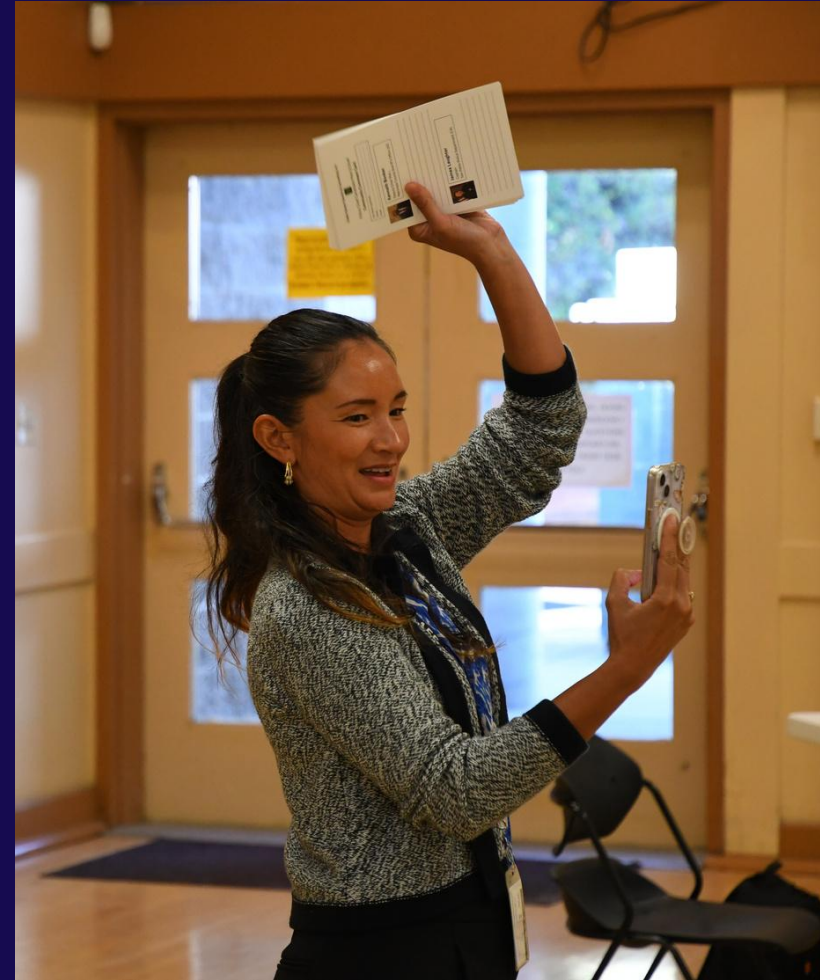
## Communications Department

Fiona Epps, Communications Director, Public  
Information Officer

August 20, 2025

# About me:

- 12 year Pinole resident
- Going on 3 years with City of Pinole
- 15 years experience in operations and project management
- Artist for > 30 years
- Community volunteer (St. Joseph School, WCCYSL, Pinole Hercules Little League)







# Communications 101





# A New Department

The Communications Department was officially established during the adoption of the mid-year budget for Fiscal Year 2024/25.

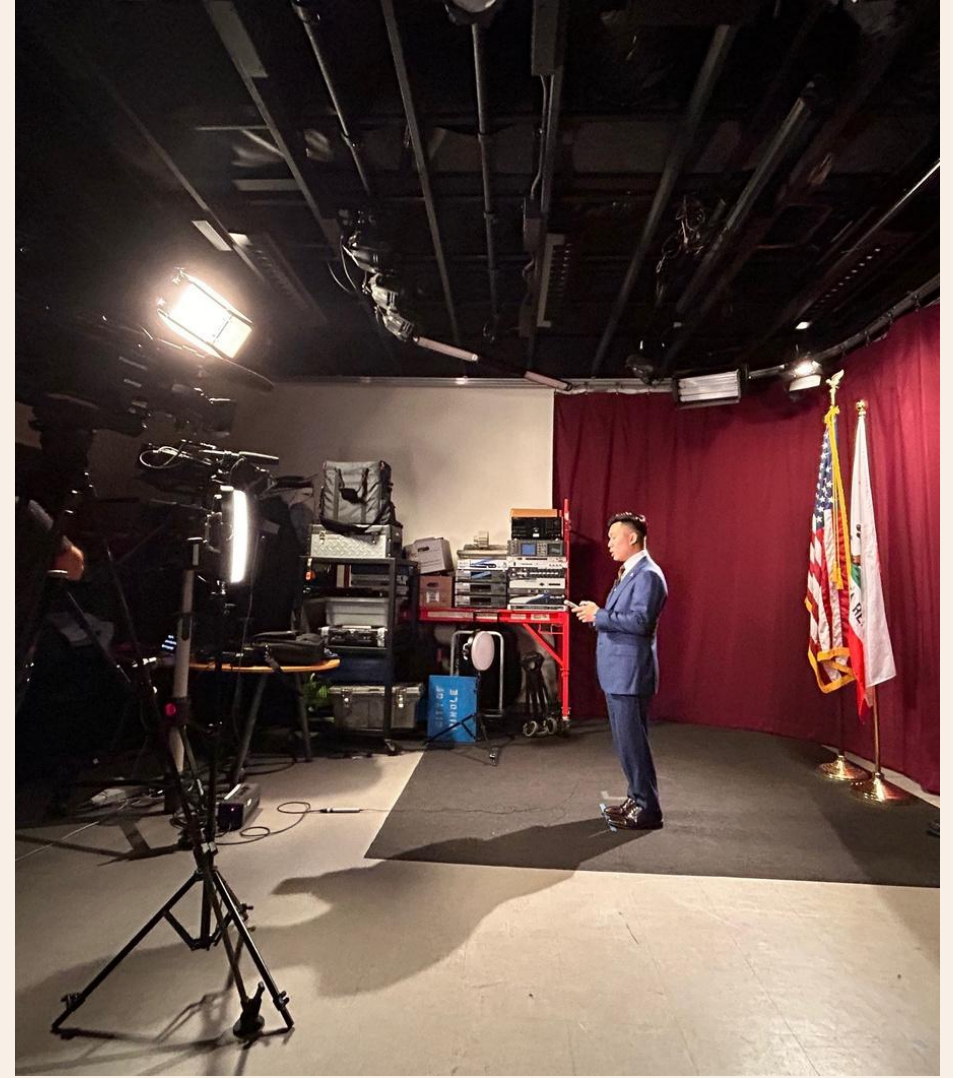
Communications

Information Technology

Pinole Community Television (PCTV)

# Communications

- Public engagement
- Media relations
- Public information
- Community relations
- Digital communication





The background of the entire image is a scenic aerial view of a coastal town. In the foreground, there's a green grassy hill with a fence. Below it, a residential area with various houses and trees is visible. In the distance, a large body of water (likely a bay or ocean) stretches to the horizon under a clear blue sky. The town's buildings and greenery are interspersed, creating a layered landscape.

Website

Social Media

The Pulse

Press Release

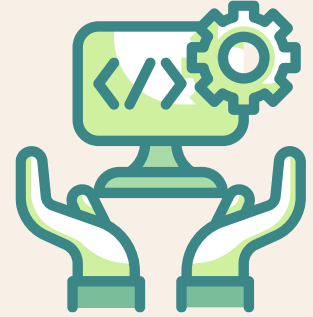
Mobile app

PCTV

Print media

In-person

# Information Technology

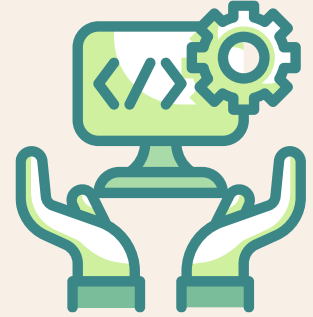


## Role & Mission

- Maintain hardware, software, and networks citywide
- Provide secure, reliable, and innovative technology solutions
- Support departments with efficient systems, excellent service, and strategic IT leadership



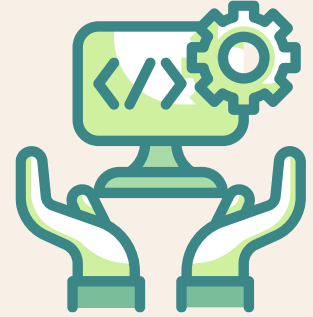
# Information Technology



## Core Objectives

- Build an internal IT structure and skilled workforce
- Ensure continuity during transition from managed services
- Standardize and optimize technology resources
- Enhance customer service, security, and compliance
- Align IT initiatives with citywide goals and community needs

# Information Technology



## Key Projects (FY 2025–2027)

- Establish IT Helpdesk & 24/7 monitoring
- Upgrade telecommunications & fiber network
- Enhance cybersecurity and building security systems
- Modernize hardware, software, and facility technology
- Digitize records and implement centralized systems
- Expand Wi-Fi, intranet, and hybrid meeting capabilities

# Meet the Team!



Fiona Epps  
Communications Director,  
Public Information Officer



Media & Communication  
Fellows



Andrew Haber  
IT Manager



Dave Snell  
Cable Access Coordinator



Erick Wilson  
Cable Access Technician



Rachel Castleberry  
Cable Operator



Erin Binkey  
Cable Operator

# Media & Communications Fellowship Program

- Fellows develop content for broadcast, social media, websites, and community events
- Helps build a pipeline of skilled communicators dedicated to serving their community.
- Provides valuable professional development and on-the-job experience.

# Media & Communications Fellowship Program

- Video Production
- Journalism & Storytelling
- Graphic Design
- Social Media
- Community Outreach
- Community Media
- Marketing
- Web Design
- Grant Stacking/Writing





# Summer Series at Fernandez Park

LAST MOVIE OF THE SUMMER



**Inside Out 2**  
**Friday, August 15th**  
**Sundown (around 8:15 pm)**



cityofpinole Join the last outdoor movie in the Summer Series. This Friday at sundown (approximately 8:15 pm), grab your blankets, lawn chairs, and movie snacks and enjoy Inside Out 2 at Fernandez Park (595 Tennent Avenue).

#cityofpinole #recreation #pinolecommunityservices #pinolemovie

1w



facepaintingbyannalea ❤️ ❤️ ❤️ ❤️ ❤️ ❤️

6d Reply

## Social Media



Liked by cityofwhittier and 41 others

7 days ago



Add a comment...

# Social Media



Facebook  
@CityofPinole  
1.9K followers



X (formerly Twitter)  
@CityofPinole  
133 followers



Instagram  
@CityofPinole  
1.6K followers



YouTube  
@CityofPinoleOfficial  
69 subscribers



# Social Media Strategy



cityofpinole ✨ This week, we proudly celebrated Public Service Appreciation Week, recognizing the dedication, talent and hard work of our incredible City staff who keep the community safe, connected and thriving. ✨ Throughout the week, employees enjoyed a variety of wellness and appreciation activities - including yoga, massages, a group walk along Pinole Creek, stress management workshop and more - all aimed at supporting the well-being of those who serve our city every day. As a highlight of the week, we honored the late Robert Walker Jr. for his extraordinary 45 years of service in Public Works - the longest tenure in City history - with a heartfelt tribute presented to his team in his memory. Thank you to all our public servants for your unwavering commitment to the City of Pinole!

#PublicServeAppreciationWeek #publicservice #CityofPinole #greatplacetowork #dedication #commitment

14w

View insights

Boost post



Liked by wccysl and 59 others

# Social Media Policy

The City reserves the right to remove content that includes:

- Profanity, obscenity, harassment, or threats
- Discrimination or hate speech
- Promotion of illegal activity, spam, or commercial ads
- Copyright/trademark violations
- Sensitive personal information (e.g., SSN, account numbers, IDs)
- Content compromising safety, security, or public systems
- Trolling or disruptive/off-topic posts

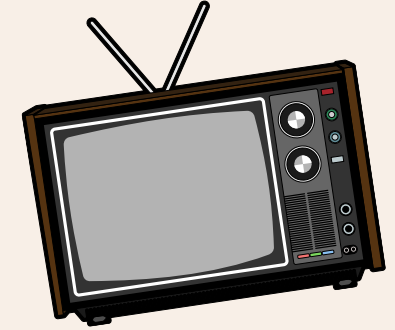




Public Access



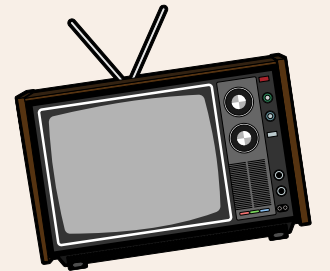
# A Brief History of Public Access Television



- Pinole Council authorized franchise agreements to cable providers for cable tv and 2 channels for public broadcast in 1982
- Pinole established Pinole Cable Commission
- Public, Education, and Government (PEG) stations established by the Cable Communications Policy Act in 1984

# A Brief History of Public Access Television (continued)

- California passed the Digital Infrastructure and Video Competition Act (DIVCA) of 2006, which granted cable tv franchises to the California Public Utilities Commission (CPUC), instead of cities
- 2008 - Pinole renewed franchise agreement with Comcast - this changed funding model....





- Funded by General Fund, Cable Franchise and PEG fees, grants, sponsorship
- Two channels (Comcast 26 and 28)
- Quality broadcast and video production
- Renewed Community Media Center strategy in June 2025
- Available through streaming

**Roku**



# The Beat of Pinole



- Pinole news
- Community activity/events
- Council initiatives
- Operational updates
- Safety
- Upcoming events
- Programs
- Reminders



Watch on YouTube  
or PCTV!





Roku







Which one do you like best?  
Place a dot next to your favorite logo design or a share a comment on a post-it!

**PINOLE**  
CALIFORNIA

Concept 1

**PINOLE**  
CALIFORNIA

Concept 2

**PINOLE**  
CALIFORNIA

Concept 4

**PINOLE**  
CALIFORNIA

Concept 3

WHICH LOGO  
DESIGN IS  
YOUR  
FAVORITE?



SCAN THE QR CODE TO SHARE  
YOUR IDEAS IN OUR SURVEY

CITY OF PINOLE  
CLIMATE ACTION AND  
ADAPTATION

# Branding Guidelines



# Branding Guidelines

## Purpose

Uphold consistent branding across all Pinole communications to cultivate a communal identity and local pride. Foster trust via recognition.

## Colors

The color family is a curated selection of hues that work together to reflect the City's unique character.

## Typography

Two font collections complement other brand components and have different uses. **Design fonts** are most commonly used for graphic media, while **Administrative fonts** are used more formally (i.e. official documents, policies).



Primary Colors:  
**Indigo & Green**

City Brand Color Palette



Community survey question: List one or more **symbols** or colors that you think represent Pinole.

“Creek, diversity, blue and green.”

“Earth and bay”

“Hills, bay, trees, and birds.”

“Blue for the bay water,  
yellow/orange for the sunsets and  
green for the hills and trees.”

“Heart, because that is what Pinole has.”

“cattails, creek, bay, oak  
trees, sunshine, acorns..”

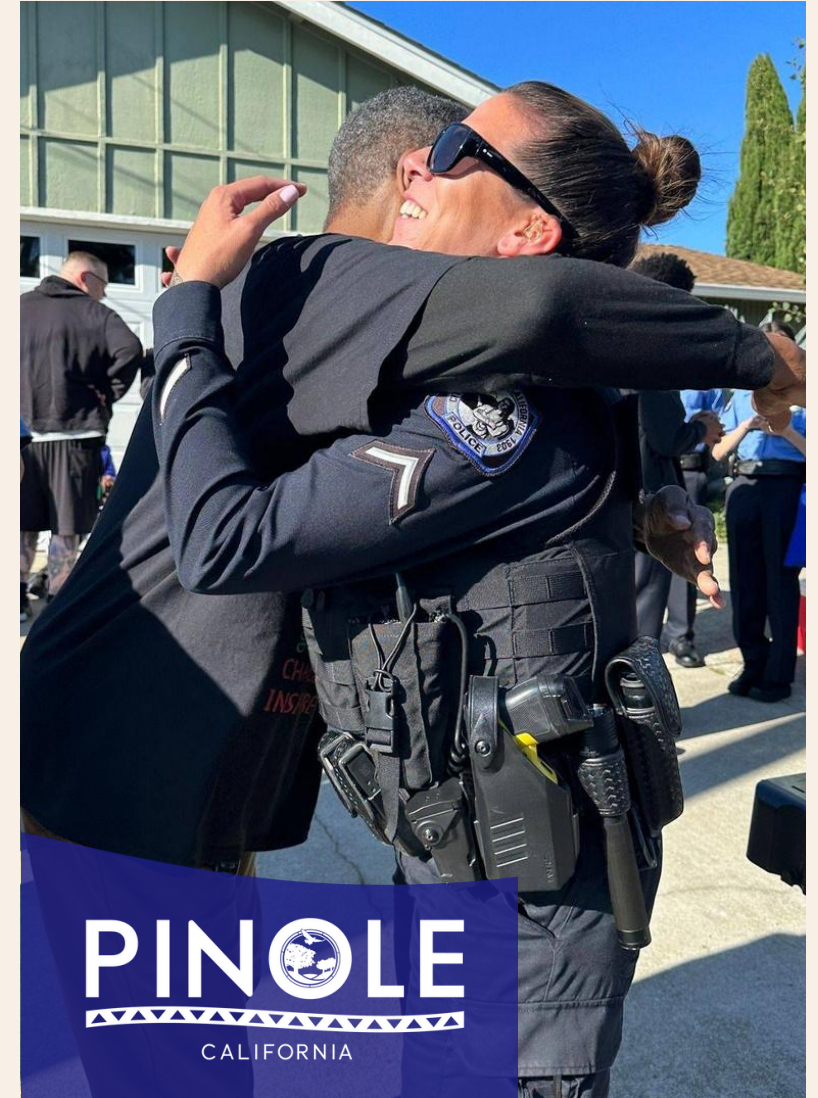
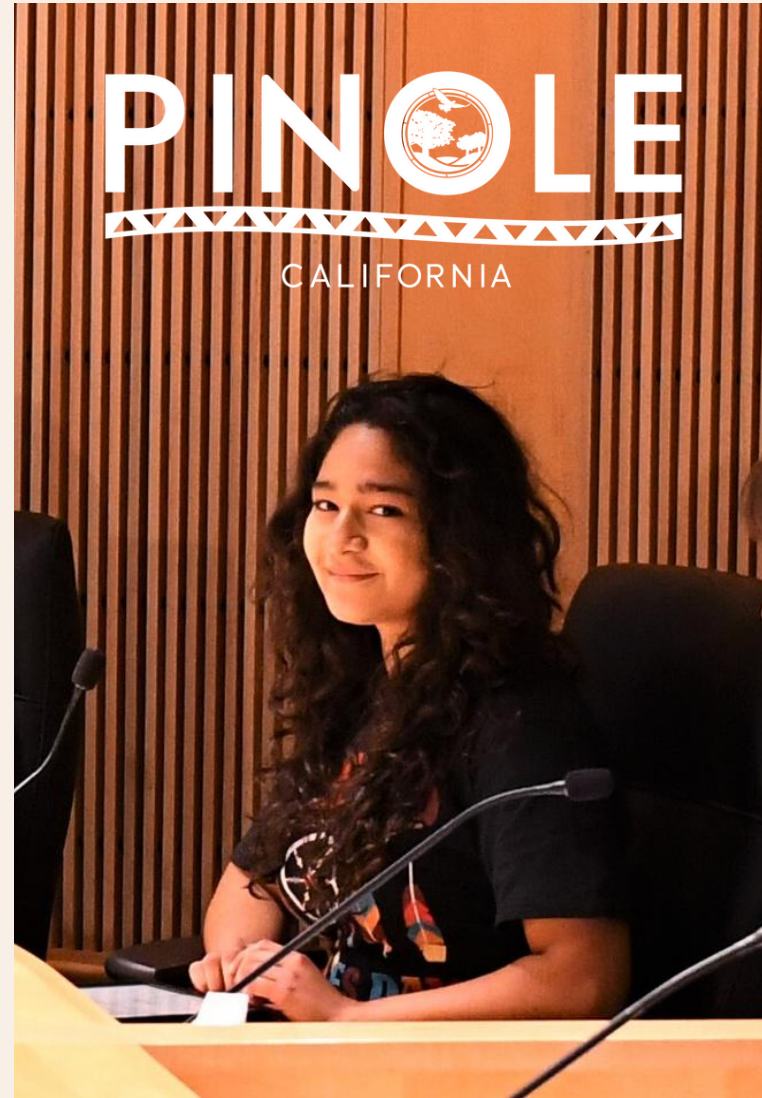
“Perhaps use a symbol from  
the specific Ohlone tribe..”

“Pinole (the roasted ground maize).”

PINOLE



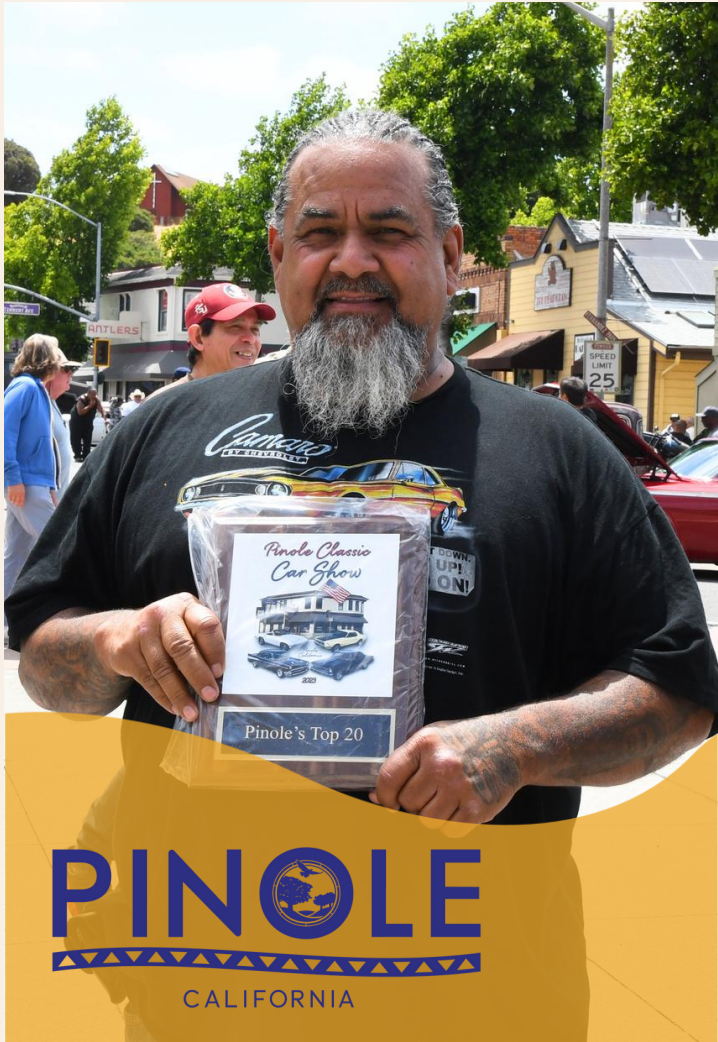
CALIFORNIA















PINOLE  
CALIFORNIA



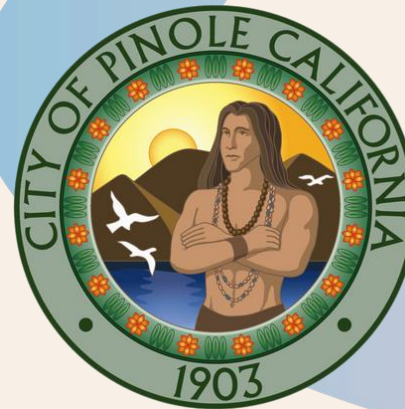
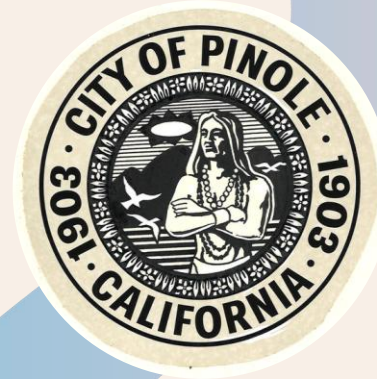
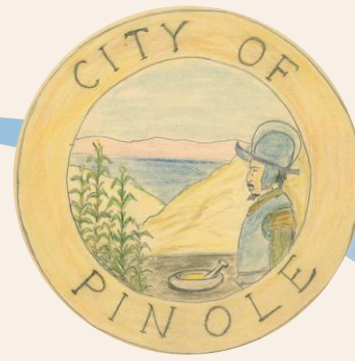




City Seal

# History of our City Seal

- 1963 - the Pinole Chamber of Commerce held a City seal contest
- 1965 - City Council adopted a seal
- 1990's - the City seal was amended
- 2024 - the seal was reimagined





# Inpiration was drawn from Pinole's natural beauty







### **Acorns**

Nourishment, legacy, history

### **Hawk**

Vision, stewardship, opportunity

### **Rolling hills & oak trees**

Characteristic to Pinole

### **Green ring**

Connection to nature & commitment to the environment

### **Cattails**

Peace, prosperity, ecosystem

### **Fog**

Bay Area, bayfront community

### **Flowers**

Beauty, balance

# The difference between a City Seal and City Logo

## City Seal

A seal is the official emblem of a city which is traditionally used to validate official documents or decrees.

Bills, certificates, proclamations, City agendas, stationary.

## City Logo

A logo is a modern mark that represents an institution's core identity.

Flyers, social media, promotional materials, swag.



A scenic photograph of a beach with a large blue overlay on the right side. The overlay contains the text 'Crisis Communications' in white. The background shows a calm sea, a clear blue sky, and distant mountains. The foreground is a dark, pebbly beach with some dry vegetation and rocks.

# Crisis Communications



# Warning Message Terminology 101

- Alert vs. Warning
- Watch vs. Warning (National Weather Service)

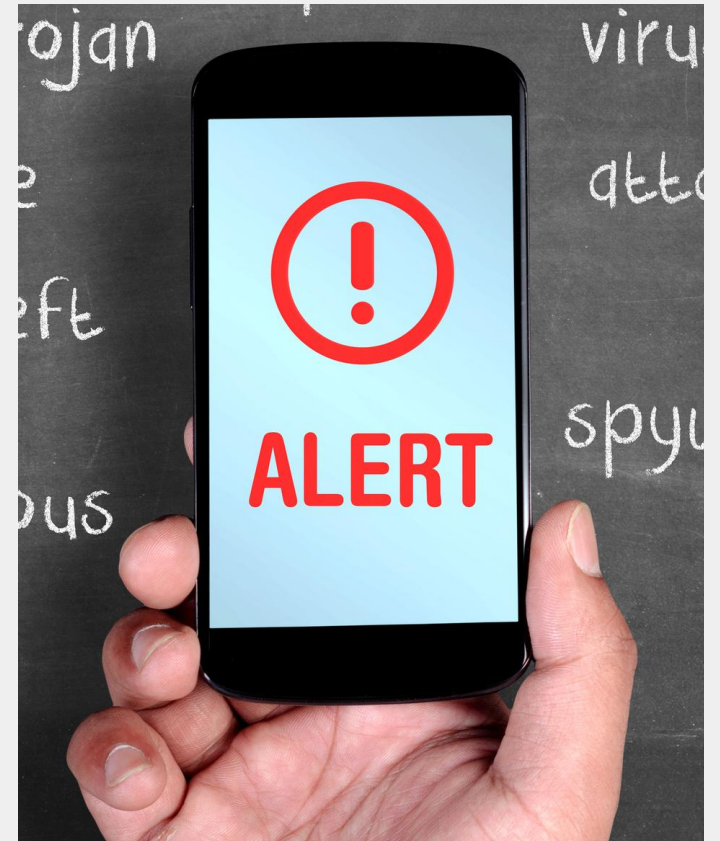


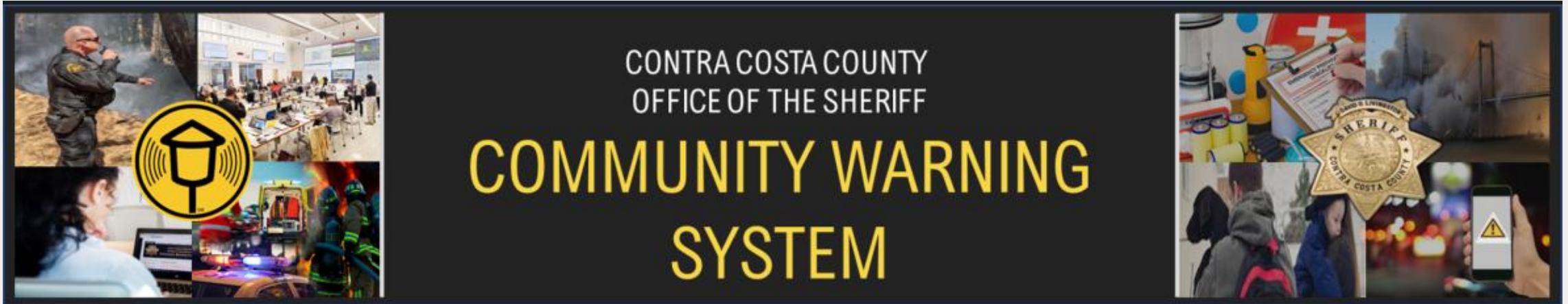
# Alerts, Warnings and Notifications

Type	Timeframe	Purpose	Examples
Warnings	Prior to incidents	Issue guidance to prepare for anticipated incident	Weather watches/warnings
Alerts	At beginning and during incidents with ongoing, immediate threat	Draw public's attention to a risk or hazard	Active shooter, hazardous materials concerns, 911 outage, AMBER alerts
Notifications	During and after immediate threats	Instruct immediate protective actions and provide ongoing communications.  Convey time-sensitive information for response & recovery.	Protective actions, evacuation routes, boil water advisories, all-clear notices

# Nationally Available Systems

- Integrated Public Alert and Warning System (IPAWS)
- Emergency Alert system (EAS)
- Wireless Emergency Alerts (WEA)
- National Oceanic and Atmospheric Administration (NOAA) National Weather Service (NWS)





- Local alert system
- Register your phone number and your zone





DOWNLOAD OUR  
**FREE** APP TODAY



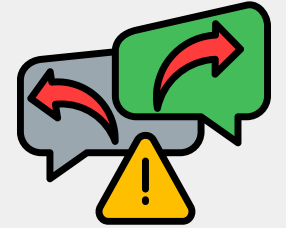
## City of Pinole Mobile App

- CWS Alerts
- NWS Alerts
- Pinole Alerts



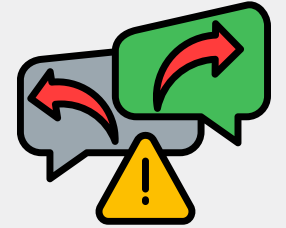
DOWNLOAD OUR APP

# Crisis Communication Plan



- The City will first gather facts about the crisis and assess potential impacts before responding.
- Communication goals will be set to guide messaging, such as reassuring the public, managing information flow, or reducing harm.
- The City Manager may appoint a spokesperson to deliver updates and ensure accurate information is shared.

# Crisis Communication Plan (continued)



- Key messages will be developed for identified audiences and shared through appropriate channels, including social media, county alerts, and local media.
- Communications will be continuously monitored for accuracy and effectiveness; the Police Department may take lead on issuing immediate updates on urgent public safety matters.

# Public Information Officer

Gather → Verify → Coordinate → Disseminate





# Crisis Communications Channels

In the event that we need to communicate critical information to the public, we will use as many of the following methods (as available):

- Pinole.gov
- City of Pinole Mobile App Push Notifications
- Social media @CityofPinole
- PCTV
- Pinole Community Radio (1610 AM)
- Media (press release, interviews, phone calls)
- PVH and/or PMS marquis
- City vehicle signs
- Printed signage
- Community Warning System (CWSAlerts)
- Community members (i.e. council members, neighborhood groups, knocking on doors)

# Examples of Possible Scenarios

- Natural disasters (i.e. floods, fire, tsunami)
- Man-made disaster (i.e. hazardous spill, terrorism, ransomware attack)
- Health Crisis (i.e. COVID)
- Active shooter/workplace violence
- Civil unrest





# Ways to Stay Connected





Website

The City of Pinole  
Mobile App

The Pulse  
Rec n' Roll

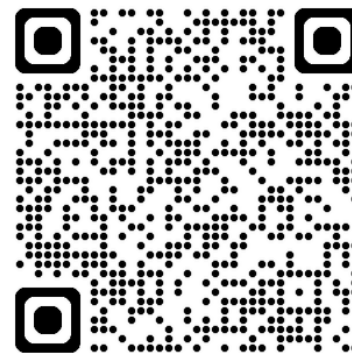
PCTV

PinoleSpeaks.com

Social Media



# The Pulse




## SUBSCRIBE TO OUR NEWSLETTER, THE PULSE

Stay in the know about the latest City of Pinole news, programs, events and more.

[PinoleSpeaks.com](http://PinoleSpeaks.com)

# PINOLE SPEAKS



Share your voice.  
Shape our city.

# City of Pinole Mobile App

-  Stay Informed
-  Community Resources
-  Report Issues
-  Watch PCTV
-  Permits & Development
-  Recreation & Programs
- .....& more!







# Community Connections



# Top 5 Ways to Advocate for Community Connections & Communication

1. Stay informed through City updates and share information with neighbors.
2. Participate in local meetings, workshops, and community events.
3. Use and promote City tools like the mobile app and emergency alerts.
4. Provide feedback and ideas through surveys and direct communication.
5. Build neighborhood connections and encourage respectful, accurate dialogue.



# Questions?

# CITIZENS ACADEMY

City Manager's Department

Citizens Academy

August 20, 2025



# Business Spotlight



01

## Reach out

Connect with the local businesses and get their input via our survey.



03

## Awareness

Helps build relationships with residents on various platforms.



02

## Engage & Interact

Post valuable, relevant material via The Pulse.

04

## Build a Strong Online Presence

Help advertise business in city's website.



# Business Spotlight



01

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Help advertise business in city's website.



# Pinole ArtWalk



**29**  
AUGUST  
5 PM - 8 PM

# EMERGENCY MANAGEMENT

- Organized through the County
- Each City also has an EOC to manage local matters such as:
  - Local Assistance Center (LAC)
  - Local Evacuation Center
  - Local Communication
  - Volunteers
  - Etc.

# OFFICE OF EMERGENCY SERVICES

<https://www.contracosta.ca.gov/5435/Public-Safety-Emergency-Info>

[Residents Guide to Wildfire Preparedness & Evacuation \(PDF\)](#)

[Residents Guide to Wildfire Preparedness & Evacuation in Spanish \(PDF\)](#)

[Preparing For A Power Outage \(PDF\)](#)

[Preparándose Para Un Apagón in Spanish \(PDF\)](#)

[Power Outage Tips for Seniors and People with Disabilities \(PDF\)](#)

[Planned Power Shutoffs \(Contra Costa Health Services\)](#)

[Safety First Food Facilities \(PDF\) \(For stores/restaurants\)](#)

[Assistance for Small Businesses Impacted by PSPS](#)

[Storm Response 2023 Disaster Recovery FAQs](#)

[Winter Storm Preparedness](#)

[Put a Freeze on Winter Fires](#)

[How To Prepare For An Earthquake \(PDF\)](#)



# CON FIRE

- Covers most of the surrounding cities
- Currently contracted with Pinole
- Two Fire Stations here in Pinole:
  - Fire Station 73 - 880 Tennent Ave, Pinole, CA 94564
  - Fire Station 74 - 3700 Pinole Valley Rd Pinole, CA 94564

# WILDFIRE SAFETY

- <https://cwsalerts.com/>
- Sign up for alerts Create a "GO" Bag and have a stockpile of emergency supplies
- Make a plan for where to meet up with family members and care for loved ones and pets in case of an evacuation
- Know Your Zone for evacuation information at [cwsalerts.com/know-your-zone/](https://cwsalerts.com/know-your-zone/)



# Safer from Wildfires in 1 2 3

**Safer from Wildfires is an interagency partnership between Insurance Commissioner Ricardo Lara and the emergency response and readiness agencies in Governor Gavin Newsom's administration to protect lives, homes, and businesses by reducing wildfire risk.**

With California experiencing devastating, climate change-intensified wildfires, homes and businesses need insurance they can rely on. Commissioner Lara is using every tool available to improve insurance for our communities. Drawing on the direct experience of first responders and the latest research on wildfires, the partnership created a consistent approach to reducing risk with a list of achievable and effective actions to help make existing homes and businesses safer from wildfires. The ultimate goal is protecting consumers by reducing wildfire risk in their communities, making insurance available and affordable for all Californians.

This "ground up" approach for wildfire resilience has three layers of protection — for the structure, the immediate surroundings, and the community — to prevent wildfires from catching and spreading to other homes and businesses in the neighborhood.



**Cal OES**  
GOVERNOR'S OFFICE  
OF EMERGENCY SERVICES



Governor's Office of  
**Planning and Research**



CALIFORNIA

**Public Utilities Commission**

Commissioner Lara is working to increase available incentives for wildfire safety. To view the list of insurance companies currently offering discounts visit [insurance.ca.gov](https://insurance.ca.gov).

## 1 Protecting the structure



- Class-A Fire rated roof
- Maintain a 5 foot ember-resistant zone around a home (including fencing within 5 feet)
- Noncombustible 6 inches at the bottom of exterior walls
- Ember and fire-resistant vents (See [Low-Cost Retrofit List](#) and Chapter 7A)
- Upgraded windows (Double paned or added shutters)
- Enclosed eaves

## 2 Protecting the immediate surroundings



- Cleared vegetation and debris from under decks
- Removal of combustible sheds and other outbuildings from the immediate surroundings of the home, to at least a distance of 30 feet
- Defensible space compliance (including trimming trees, removal of brush and debris from yard, and compliance with state law and local ordinances)

## 3 Working together as a community



- A community should have clearly defined boundary and a local risk assessment in consultation with the local fire district or state fire agency; an identified evacuation route, cleared of vegetative overgrowth, and evacuation plan contingencies; clear funding sources to implement community mitigation activities and meet clear risk reduction goals; and integrated and up-to-date local planning documents pertinent to community wildfire risk.
- Current examples include the Fire Risk Reduction Community designation under development by the Board of Forestry, Firewise USA communities in good standing, and Shelter-in-Place designations.

# DEFENSIBLE SPACE/FIRE HARDENING

- Wildfire Prep – Contra Costa Fire Protection District <https://www.cccfpd.org/wildfire-prep/>
- Preparing (hardening) your home for wildfire involves understanding the risks and taking proactive steps.
  - Direct flames: Typically coming from a wildfire or a neighboring house
  - Radiant heat: Typically coming from nearby burning objects
  - Flying embers: Embers can be particularly destructive – capable of igniting homes up to a mile away.
- Increase your home's chances of survival when wildfire strikes by going to <https://readyforwildfire.org/prepare-for-wildfire/hardening-your-home/> and following their recommendations



# WAYS TO ENGAGE AND PROVIDE INPUT

City Website

Main website: [www.pinole.gov](http://www.pinole.gov)

City Council Meetings

Special Workshops

Many events

Community Surveys

Social Media

Coffee with a Cop

Office Hours

Meet with us!

- The Pulse
- Rec and Role
- <https://www.pinole.gov/calendar/>
- PCTV Channel 26 and Channel 28
- <https://www.pinole.gov/upcoming-events/>
- <https://www.pinole.gov/recreation/community-events/>

# FINALE EXAM

- Open Book
- Please keep your answers to yourself
- Hold it up when done
- We will email you your score

# CONGRATULATIONS!

Excited to have our first graduating class

We will be sending a survey out for your feedback

We will send everyone PDF copies of the slides

Please spread the word

Will hold this again early 2026



# THANK YOU

# QUESTIONS?

City of Pinole

