

2022 City Council Candidate Briefing

CITY MANAGER'S OFFICE OVERVIEW

BACKGROUND

The City Manager is appointed by the City Council and serves as the administrative head of the City of Burlingame. As the City's Chief Executive Officer, the City Manager is responsible for the daily operation of the City and appoints and supervises all department directors. The City Manager's Office provides comprehensive coordination and direction for City activities, finances, and personnel to deliver effective, efficient, and economical municipal services.

Additionally, the City Manager investigates citizen complaints and often represents the City in intergovernmental relations.

The City Manager's Office includes a part-time Assistant to the City Manager, who provides analytic support to the City Manager and to other departments as needed; a part-time Sustainability Program Manager, who works on the City's green initiatives; and an Executive Assistant, who provides cross-collaborative support for both the City Manager and the City Attorney.

MAJOR INITIATIVES

Green Initiatives: Burlingame's Sustainability Program Manager is responsible for ensuring the City meets its environmental goals, including reducing greenhouse gas emissions. The Sustainability Program Manager works to improve sustainability of the City's operations and the community as a whole. The Sustainability Program Manager also serves as the City's liaison to the Citizens Environmental Council of Burlingame, a local environmental advocacy group.

In 2019, the City updated its Climate Action Plan (CAP). The CAP specifies 20 strategies to reduce greenhouse gas emissions by approximately 50,000 tons. The CAP includes measures related to building electrification, electric vehicles, waste reduction, and water conservation.

The City is also working on the following green initiatives:

- Implementing the City's reach code, which requires new developments to use electric appliances rather than fossil fuel powered appliances, for heating, cooling, and cooking.

- Expanding the City's electric vehicle charging station network. The City recently installed electric vehicle charging stations in the City's new Highland Parking Structure in Downtown Burlingame.
- Implementing the disposable foodware ordinance, which requires all food facilities to transition from single use plastic disposable utensils to fiber based, compostable alternatives. SB 1383 will also require businesses and residents to enroll in a composting program.
- Participating in Bay Area Sunshares, a bulk renewable energy purchasing program, which will provide more affordable and accessible solar energy to Burlingame residents.
- Installing energy efficient lighting in City buildings and parks.
- Loaning an induction cooktop kit to residents to encourage residents to move away from gas cooking.
- Helping the business community embrace greener business practices, by working with organizations including the Chamber of Commerce, Burlingame Downtown Business Improvement District, and Broadway Burlingame Business Improvement District.
- Awarding an annual green business award to recognize green actions by local businesses.

Goal Setting: The City Manager's Office oversees the City Council's annual goal-setting process, which takes place in late January every year. The format was completely revamped in 2013 and again in 2017, when the Council identified four priority focus areas: sustainability, transportation, housing, and infrastructure. The four priorities are meant to serve as the guiding principles that will aid the Council and staff in prioritizing and planning future initiatives, policies, projects, and strategies.

After reviewing a list of 17 large, unfunded infrastructure projects, that carry a total cost ranging between \$637M to \$786M, the Council selected five infrastructure initiatives to focus on: Broadway Grade Separation, City Hall Modernization and Safety Improvements, Specific Plan for Rollins Road, Sea Level Rise Shoreline Protection Improvements, and Underground Power Lines on El Camino Real. The City Manager's Office is working on all five of these infrastructure initiatives in collaboration with the various Council subcommittees and the relevant departments.

At the goal-setting session in January 2022, the City Council, staff, and members of the public reviewed and discussed the Council's four priorities.

Federal Legislation: The City Manager's Office, with the assistance of a consultant, tracks federal legislation that may impact City operations or funding. The City recently applied to the Office of Representative Speier for \$750,000 in Community Project Funding for planning and engineering costs associated with the new Burlingame Town Square project. Representative Speier selected the City to receive the funding, and the City is now awaiting the passage of the Fiscal Year 2022-2023 appropriations bill.

Business License Tax: The City Manager's Office is overseeing an update to the City's Business License Tax structure. Currently, all businesses pay a flat \$100 annual tax. In an effort to create a more equitable and modern tax structure, the City is considering a tiered system, in which businesses will be divided into three tiers based on gross receipts, with the largest businesses paying the highest tax rate and the smallest businesses paying the lowest tax rate.

In order for the City to implement the new tax structure, voters will need to approve the tax as a ballot measure (which also includes a 5% gross receipts tax on non-storefront commercial cannabis activity) in the November 2022 election.

Public Outreach: The City Manager's Office is responsible for enhancing community engagement with residents and businesses through a variety of communication platforms. The City's weekly e-newsletter boasts an industry all-star "open rate" of 57% and 5,500 subscribers. Furthermore, Burlingame is one of the few cities that publishes cross-departmental, citywide news, programs, information, and events on a weekly basis.

The City Manager's Office empowers residents and businesses to directly access the City's service departments through use of its mobile app and web based social media tool, accessBurlingame. The City also recently enrolled with Simplicity, a mobile app that allows cities to post real-time information and updates through an automated system that captures information directly from the City's website.

FURTHER INFORMATION

For more information regarding the Office of the City Manager, please contact Lisa K. Goldman, City Manager, at 650-558-7204 or lgoldman@burlingame.org.