

Report on Results of El Cerrito Strategic Plan Online Survey

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As part of the City of El Cerrito's strategic planning process, community members were encouraged to complete a brief (5 question) online survey. The following is a report of the responses received as of October 30, 2012.

1. List three words to describe El Cerrito (right now):

1	2	3
A best kept secret in	The overall educational level of	A police force that is very proud
Bay Area	the adults-very high	of their job
a good feel of	needs change	needs "face lift"
neighborhood		
affordable	convenient	pleasant
Aging	Low-end	Parks
attractive	eco-friendly	evolving
bad schools	good friendly people	poor traffic enforcement
Bay view homes	Bart!	Strip Mall
Berkeley light	Upcoming	VIEWS
Bleak	Noisy (BART)	Low quality
boring	suburban	sleepy
boring	old	dirty
calm	friendly	safe
Changing	Community	bad school reputation
Changing	Tired	Safe
changing	diverse	suburban
close-knit	neighborly	forward-thinking
comfortable	nice roads	good neighborhoods
comfortable	welcoming	neighborly
Community	Progressive	Clean
Community	Family oriented	Diverse
Community	Family-oriented	Politically-engaged
Confused	Convenient	Improving
convenient	not heritage aware	staff-driven
Convenient	Livable	Concerned
Convenient	Progressive	Down to earth
cramped/ugly/plain	hostile population	stifled business environment, boring business choices
crowded	noisy	transient
declining	,	
Diverse	Community	Fun

diverse	potential	
Diverse	Safe	Family-oriented
Diverse	Auto-dominant	Evolving
diverse	high SES	nice roads
diverse	friendly	middle-class
Diverse	Progressive	Convenient
Diverse	Crime-ridden	Up-and-coming
diverse	safe	kid-friendly
diverse	friendly	quiet
Diverse	Outdated	Convenient
Dumpy	Disengaged	High tax/low service
Eco-conscious	Upbeat	Well maintained
ecological	cooperative	safe
empty storefronts	suburbia	quiet
Enlightened	Improving	Home!
Family friendly	Charming	Peaceful
Family-friendly	Small	Transit-oriented
family-friendly	transitional	full of potential
fragmented/disengaged	people in El Cerrito leave the city	too small to solve big problems -
community	for too many things	need to partner with other
,		communities
friendly	comfortable	convenient
Friendly	Families	Middle-class
Friendly	Peaceful	Liberal
friendly	town-like	dispersed
friendly	status quo	uninspired
Friendly	Clean	Slow-moving
Friendly	Amazing views	Small-town atmosphere
Friendly	convenient	well managed
Friendly	Down to Earth	Underutilized
Friendly	Nice place to grow up in	in need of infrastructure repairs
friendly	artistic	community-minded
friendly bedroom	needs more restaurants, cafes,	potential
community	bookstores, neighborhood	
	groceries, walkable san pablo	
friendly community	beautiful natural settings and	close to BART
fui a ca alla c	parks	
friendly	family	small
Gem	Great views	Threatened
Green	Imaginative	Energetic citizens doing things on their own
Green	Peaceful	Friendly
Green	Attractive	Responsible
gritty and not very	too many vacant buildings	lacking charm
clean	l loo many vacant buildings	lacking chairi
has potential		
historic	relaxed	safe
Home	Safety	Convenient
LIGHTE	Carcty	Convenient

Homes	Views	Accessible
Homes	Community	Convenience
Ignores its assets	Wants to demolish its historic buildings	Has good recreation programs
improving	spread-out	
Involved	Attractive	Easygoing
Lacking center, downtown	Boring, dead at night	Horrible schools
local	home	functional
location	families	facilities
natural setting/open space	clean/inviting	multi-racial
neighborly	too much crime	good schools
Nice bedroom community	Under appreciated	Exposed - very little vegetation compared to neighboring cities
No civic leadership	Lousy businesses	High taxes
not enough businesses		
on the rise	looking forward	building community
Onerous	Super expensive	Overpaid city employees who overspend
open space	transit	views
Overdeveloped (not enough open space)	Unattractive to small business	Overpaid upper-level Staff
parks	views	diversity
physically - a hodge podge along San Pablo Ave	gentrified	City Hall hard to navigate
Pleasant	Comfortable-sized	Great amenities
Pleasant	Friendly	convenient
poor public school performance	few local jobs	not enough retail businesses, empty store fronts
progressive	relaxed	quiet
Quaint	Pedestrian	Open (No tall buildings)
quaint	transforming	easy
quaint	changing	cold
quiet	clean	sleepy
quiet	inconsequential	barren
quiet	small	convenient
quiet	cool	peaceful
Quiet	Boring	Isolated
quiet	safe	aging suburbia
Quiet	Efficient	Good government
quiet	no city center	great views
quirky	arts friendly	wonderful parks
Recycling	Small	Home
Desidential	Quiot	Dull
Residential	Quiet	
Residential Retiree dense	Boring Safe	Expensive Quiet

revitalizing	improving	uncertain
right thinking, green	small town; homey	proactive
safe	centrally-located	small
safe	small	community
Safe	Convenient	Comfortable
safe	calm	quiet
safe	family focused	lots of parks and green spaces
Safe	Clean	Arts and Culture friendly
Safety level is	In flux	congested
decreasing		
Sleepy	Unpretentious	Convenient
small	friendly	safe
small	growing	friendly
small town	accessible government	strip malls
Small Town	Accessible	Varied
Small town atmosphere	Quiet	Diverse
Small town atmosphere	Quiet	Diverse
small town feel		
stable	unsafe	beautiful
Stagnant	Outdated	Complacent
strung-out	transit-rich	outlands
suburb	centerless	likeable
suburb	conventional	under-financed
suburb	young	urban
Suburban	Fragmented	Improving
suburban	strip malls	
suburban	incohesive	in-transition
Sucks	Lonely	Jail
surburban & lacking	bicycle, outdoor & family friendly	pre-school & private school
character & central		overly abundant; public school
commercial area		poor & lacking resources
Thriving	Friendly	
underdeveloped	dull	beautiful
undiscovered yeah!		
Unsafe	Suburb	
up and coming	mellow and nice	can get better
Variety	Suburban	Scenic
vibrant	homey	well situated
Warm	Shopper-friendly	Neighboring city

2. List three words to describe your vision of El Cerrito ten years from now:

1	2	3
Active	Unique	Cohesive
affordable	safe	bed room community
aging population needs		no homeless
An unique design for the	A well kept system of community	City input into the ed
city; to make it outstanding	parks/open space	system makes it better then now
artsy	foodie	connected to water and to Tilden Park
As it is now	keep and maintain what we have	more community
Attractive	Active	Nature
Attractive	Vibrant economy	Quieter
Best schools in the Bay Area.	Progressive green programs including a city to bike in.	Shopping mecca.
better quality stores	safest place to live	cats contained on property equal to dog restrictions
better schools	better schools	better schools
Better schools and school facilities	More unified community	More retail amenities
Booming small business community	Walkable	Accessible
Bright	Diverse	Respect
built-up	loud	overcrowded
Burgeoning	Engaged	Cost-effective
clean	vibrant	family-friendly
comfortable	pedestrian-friendly	
communal	convenient	quiet
Community	Progressive	Clean
Community	Family oriented	Diverse
community oriented	green	culturally vibrant
Community-focused	Bicycle-friendly	Vibrant
crime ridden (from outsider criminals)	suburban	likeable
Depressed economically	Even less open space	
desired place to live	full of businesses	strong community
Destination	Clean	Safe
Diverse	Community	Fun
Diverse	Family Friendly	Green
Diverse	Safe	Family-oriented
Diverse	Safe	Beautiful
diverse	self-sustaining	friendly
Diverse	Resourceful	Srable

diverse (ethnic, racial, socio- economic)	safe	sense of community
diverse, friendly, quiet	verdant	clean
Ecological.	Educational.	Responsive.
educated	cultured	hip
Engaged	Democratic	Equity
Environmentally and socially progressive	Having it own school district like Albany	Culturally alive
Environmentally progressive	(Still) small	Visionary
Even better	walkability	paths
Exciting	Quality businesses	Lower taxes
Family	Foodie	Green
Family dense	Walkable	Safe
family oriented	strong community	great schools
family-oriented	interesting	thriving
friendlier	still well managed	home of a new library, public safety building & Sr Center
friendly	comfortable	convenient
Friendly	Green	
Friendly	Peaceful	Liberal
friendly	family	community
friendly	green	recognized
fun	busy	creative
good place for kids	economically stable	community
Good schools	Low crime	Economically sound
great schools	low crime	nice shopping
Green	Great place for families	Imaginative and energetic, as above
green	bike friendly	renewable energy
green	safe	fun
Green energy leader	More art	
green-environmental excellence	accessible for disabled residents!	revitalized business district and improved schools
Greener	Diverse	Community-oriented
Greener	Diverse	Community-oriented
greener	more small shops with local business	open community space
greener	popular	thriving
greener & cleaner	a destination city - unique & charming	community oriented - high civic engagement
Growing	Lively	Honest
heritage-aware	walkable	new library
highrise with views		
hip, with cool stuff to do	green	modern and vibrant
Historic assets are preserved	it showcases the old and new	Has a new library

history museum in old chamber building	no overhead wires	same
home	reasonable	berkeley-esque
Home	Safety	Convenient
Home	Good walking shopping	Safe
Homes	Views	Crowded
inclusive	friendly	artistic
inclusive	cooperative	dynamic
Intellectual	Beautiful	Safe
interesting	good places to eat/drink	
Leader in Arts and Culture in the East Bay	Top Schools	Higher quality Restaurants and bars
Literate	Educated	Redeveloped
Lively	Green	Friendly
More and better public space	More green (verdant and energy efficient)	Visible community identity
More shopping	More restaurants	
more trees	all schools open for neighborhood children to play after and on weekends.	manage traffic around Madera, Arlington Park
neighborhood organizations	reduced appropriately paid public employees	usable parks
Neighborhood-oriented	Vibrant	Sustainable
New Library	Attract more businesses to El Cerrito	Make San Pablo Ave more attractive to businesses
new library to be proud of	low cost after school care	more money spent on schools
new library to provide a real co	ommunity center	
parks	views	small town
peaceful	clean	
physically - a common visual identity - commercially	resident friendly government	focus on locally owned retailers
preserve hillside homes	housing density on San Pablo	A park / Plaza amenity central to the downtown
preserving historical places	natural/open space	new library
pretty, charming "downtown" areas with choice of places to eat	friendly to walkers, bikers, dogs, families	more independent shops, no big box stores
Progressive	Sensible	Gracious
public transportation	good schools	trendy cafe
Quaint	Pedestrian	Open
quiet	safe	solar
Quiet	Beautiful	Fun
quirky	arts friendly	fiscally sound
Residences	Commerce	Nature
Residential	Sustainable	Entertaining
Restaurants	Utilities	Retail

revitalizED	improvED	established
right thinking	diverse commercial elements	walkable
riparian	preservation	fun
safe	accessible	financially-stable
safe	attractive	well managed
safe	friendly	environmentally friendly
Safe	Updated	Good schools
safe	healthy	neighborly
schools	safety	emergency/disaster
33.133.13	333.9	preparation
Shopping venues	Street trees	There is a there there.
Similar	Proactive	lively
Small community	Safe	- 7
small town	bicycle friendly	model of sustainability
Sociability	Entertainment	Parks
stability	crime-free	beauty
starlit (dark night skies)	carbon-neutral-bound	walkable
strong interactive community	more local opportunities (jobs,	energy/environmental
Strong interdetive community	food, recreation, arts, etc.)	leader
Strong sense of place	Cohesive and quality	Interconnected and multi-
3 11 11 1	architecture	modal transit network
Stronger	Cohesive	Famous
suburb	under-financed	
sustainable	accessibility	community
Sustainable	Beautiful	Progressive
thriving	green	walkable, friendly business/ retail /restaurant district
thriving (business community)	diverse (population)	green
Upscale	Friendly	Dynamic
upscale	desirable	safe
Urban	Diversified	Integrated
Variety	Sustainable	Scenic
vibrant	safe	great schools
Vibrant	Lively	Destination
vibrant	tree-lined	community-driven
vibrant	homey	well situated
Vibrant	Youthful	Green
vibrant	active	interesting
vibrant	personal	hip
vibrant walkable downtown	nightlife	green space
worse economically	unlivably crowded	expensively unlivable tax wise with no return on
		service.

Question 1 & 2 Word Clouds

A "word cloud" is a way to graphically show the survey responses. The word cloud gives greater prominence to words that appear more frequently in the responses. These word clouds were generated based on the responses to Question 1 and 2 as of 9/5/12, and do not include responses received after that date.

EL CERRITO TODAY:



EL CERRITO TEN YEARS FROM NOW:



3. List three of El Cerrito's greatest attributes:

Attribute 1	Attribute 2	Attribute 3
access to public transit		
Accessibility to San Francisco and Berkeley	Good housing stock	Responsive citizenry
Active and forward-thinking civic government and city staff	Robust parks and recreation programs	BART stations and green infrastructure
affordability	community	diversity
Animal ordinance	2 BART stations	Recycling center
animal ordinance	Two BART Stations	recycling center
BART	potential	people
Bart	Hillside area	Thoughtful people
Bart	Hillside Homes	Development opportunity on San Pablo
Bart accessible	Pedestrian friendly - attributed to density really	El Cerrito Community Grocery
BART Stations	Hillside Natural Area	San Pablo Avenue
BART stations	Proximity to Berkeley	Trader Joe's
BART stations	Hillside Natural Area	Location
beautiful	diverse	location
beautiful views and maintaining them	beautiful parks and maintaining them	non-bankruptcy
Climate	Safe	well run
Close knit, friendly neighborhoods	Great playgrounds & parks	Close to a lot of things (SF, Berkeley, Marin)
Close to Berkeley	Views	Green areas in the hills
Close to Berkeley and San Francisco	Good transit	Hillside Park
closeness to parks	closeness to transit	walkable affordable neighborhoods
community center	recycling center	parks
Community-minded development (greenway, pool, Cerrito Theater, Hillside Natural area, Recycling Center)	Small-town accessibility	Solid vision for city's future
concerned citizens	grass roots effort	civic pride
Contra Costa Civic Theatre	The new high school	El Cerrito Plaza
Contra Costa Civic Theatre	Green	City Staff
Contra Costa Civic Theatre	Parks	Schools
Convenient	Small	Family oriented
convenient		
Convenient East Bay Setting	Down to earth, unpretentious community	Progressive government
Convenient public transportation	Sense of community	Weather
Diversity	Community Based	Fun

Diversity	Scenic	Welcoming
diversity of consumer options	forward thinking staff	parks/natural areas
and local merchants	(sustainability, revenue streams,	
	community needs)	
Diversity of people: open to	Diversity of age and design of	Placement in Bay Area:
everyone	homes	climate
Diversity of the population	Proximity to SF and the university	Caring citizens
easy parking	Relatively light traffic	Relatively low crime rate
Educated & diverse population	Well-managed government	Proximity to SF and transit
El Cerrito Plaza BART station	El Cerrito Del Norte Bart station	Proximity to Albany and Berkeley
Engaged citizens	Cerrito Cinema	responsible City Council and staff
environmental initiatives	low crime	Cerrito theater &
		Elevation 66
fairly safe	existing multiethnic communities	accessible
family friendly	small town feel	good services
friendly people	community spaces	sense of history with
		several historical sites
good senior services	great police force - outreach to	public transportation &
	community	shopping are good
Good transit access to sf by bart	Views from hills	Clean air
good weather	good public transportation	Trader Joe's, El Cerrito Plaza
Great City staff, including police & fire protection	Good fiscal management	Great pool, recycling center
Great neighbors, no sense of	Excellent access to many	Interesting and diverse
entitlement	cultural events in Bay Area	history
Great open space	Great views	Great swimming pool
great police and fire department	lots of trees going up	wonderful small town feeling
great progressive city leaders	nice relaxed lifestyle	close to everything you
		need, without needing to
_		drive much
Great streets	Good government	Nice place to live
great views	nice parks	quiet
Green	Reasonable cost	Open to new ideas,
		citizens take
1.20		responsibility
hills	weather	creeks
hills/views	parks	young/active community
Hillside Natural Area	BART-public transportation	responsive city
	access	government
Improved streets	Community Center services for families	Theater
Infrastructure to support	Excellent public parks	Great delivery of public

walkability/downtown		services
Intelligent well-educated	Transit access	Excellent recycling
population		, ,
Involved citizens	Diverse citizens	Views
It genuinely feels like a	responsive public servants (incl.	concern about
community	police & city staff)	environmental
		quality/conservation
It is a neighborly town	It is a great town to walk in.	Great visibility of the Bay
(Quaint).		Area land and water
		scapes.
its strong support of the arts	its small-town feel with proximity	its open spaces and
Lagation	to urban experiences	outdoor areas
Location	Access	Diversity
Location	Safety	Convenience
location	hills	creeks
location	community center	law enforcement
location	schools	personnel
location	location	location
location	services	charm
location	influx of new positive energy/popu	
location	two BART stations	low density neighborhoods
Location	Great environmental awareness	Relative affordability
location	people	potential
location	location	location
location	services	
Location	Weather	proactive government Livability
		good civic leadership
lots of public transport medium density	community spirit	· ·
New City Hall	near to transportation New Plaza	shopping Contra Civic Theatre
	110111101=01	
New high school	Good Elementary Schools	Good communities
nice neighborhoods	lots of friendly people	good schools and local government
ohlone path	BART	quiet neighborhoods
one world 4th of july festival	parks	private schools
open space areas	Bart / public transportation options	
open space, parks, bicycle	recycling center, 4th of July,	El Cerrito Grocery,
friendly, 2 BART stations	swim center	performing arts
Our recycle center!	Two BART stations - excellent	Around the year
	mass transit	community events
parks	tennis courts	community center
parks	shopping	
Parks	Diversity	Community
part of Bay Area	city seems genuinely interested in	its inhabitants
People	Arlington Avenue	Parks
Playland Not at the Beach	more community than city	diversity

Pride	Spirit	Hope
progressive	cooperative	acceptive
proximity to BART stations	can walk or ride bike around town	recycling center
Proximity to BART, SF and Berkeley	Mostly free of serious crime.	Progressive city government that cares and is forward looking.
Proximity to Berkeley	Access to open spaces	Relatively safe
public transportation	ohlone greenway	good streets - no potholes, sinkholes, etc.
Public transportation	Hillside natural area	Recycling center
quiet	swimming pool	2 BART stations
Recreation choices	Concerned citizens	Good infrastructure
Recreation choices	Concerned citizens	Good infrastructure
recycle center/ green emphasis	location to SF	good open space
Recycling Center	Fourth of July Celebration	Lower cost of living
recycling center	safe	buena vista park
Recycling Center	El Cerrito Plaza	Cerrito Vista Park
Recycling/Reuse Center	BART/Plaza	Safety
Relatively safe	Diversity	Community based
relatively safe + affordable	easy access to other, more interesting spots in Bay Area	great neighbors
safe	centrally-located	small
Safety	Easy	Open space
safety	natural beauty	Bart
sense of community	location	weather
Shopping	Location	
Size	San Pablo Ave	Bart
Size	Proximity to Bart, downtown Oakland, sf	Natural beauty- the bay and hills
Small	Recycling	Environmentally aware
Solid housing stock	Vibrant businesses	Open space, creeks & parks
streets	city hall building	safety
strong community	family friendly	accessible
strong green	easy access to transportation	access to open space
community/recycling center		and hiking
strong, ethical, moral city leadership	some of the better quality schools in WCCC	potential to keep standards high that attract residents (unfortunately criminals too)
Swim center	Parks	El Cerrito Plaza
swim center	World One Festival	Night Out
the businesses	the community center/parks/ events	the people
The recycling center	The Ohlone greenway	Chinese food

Trader Joes	BART	Moderate climate	
Variety of affordable housing.	Lively community identity	Beautiful natural setting,	
	expressed by events, services.	location.	
very well run city - good fiscal	wonderful public resources - lots	nice mix of people - older,	
management, good citizen	of parks, pool, great rec leagues,	younger, ethno-racial	
outreach	summer camps	diversity, economic	
vibrantly divoras	homey and effordable (by and	diversity	
vibrantly diverse	homey and affordable (by and large)	located close to major transportation hubs *and*	
	laige)	the Golden Gate	
view	san francisco	sorry, can only think of	
	Gail maneless	two	
Views	People who live here	Easy commute to	
		Berkeley, Oakland, and	
		SF	
views	diversity	small town	
views	roads	recreation	
weather	diversity	recycling center	
Well kept neighborhoods of	Semi-wilderness open spaces	Cultural opportunities,	
well designed houses		theaters, opera	
well managed	great parks and recreation	great weather	
	programs		
Well preserved intact	Natural open space	Educated, active	
neighborhoods	4	populace	
wonderful people	weather		
wonderful weather	convenient transportation	variety of shopping	
younger homeowners looking	san pablo corridor has potential	awesome city planning &	
for community, eager to	to be a thriving, walkable "main	development & building	
support local businesses	street" with with local shops,	people make it REALLY	
	arts, food, pocket parks,	easy and pleasant	

4. Finish this sentence: The greatest challenge City leaders will face in the next ten years is...

Addressing needs of its community with insufficient state resources.

adequate funding to run the city as well as for innovative programs.

attracting and retaining suitable sources of commercial income while keeping crime rates low (esp. mugging and breaking/entering).

attracting high quality destination restaurants and stores, and building a new library

attracting more interesting businesses (small, not big box stores), restaurants, and recreational activities for city residents to enjoy.

Balancing budget with maintaining or expanding services

Balancing projected revenues with goals and desires of community residents.

balancing the budget with all that it wants to accomplish.

balancing the fiscal pressures with the importance of building a sustainable, green community with a community center including a

better schools and less crime

bringing crime down

bringing in businesses that my neighbors want to shop and eat at

budget concerns (employee benefits/pensions, state money grabs, etc.).

budget deficit

Budget overrun - overspending on the part of city government

Building a new library and improving city services to retain young couples who now feel obliged to move out when their children reach school age (or at least high school age).

building a strong social and business community in the shadow of SF, Berkeley, and Oakland.

Building a truly engaged community leadership

changing the image and reputation of the city so that businesses are eager to locate and invest in el cerrito, WITHOUT continuing to increase local tax rates

City funding, crime

conservation, protection of open space & wildlife habitat, and education re: climate change & over-population

continuing budget problems, with potentially reduced police force unable to protect us from Richmond thugs.

continuing to grow as a City in this economic climate.

continuing to improve the city in the face of budget restrictions

continuing to pay the unjustified high salaries and benefits for the City Manager, the Assistant City Manager, and other high level City Staff.

Cost to maintain the benefits we have and the wonderful community events/resources

creating a town center and a strong community identity.

Creating an economically vibrant, sustainable, optimistic City.

declining revenues from the state to maintain city services and public education.

demonstrating leadership to advance community priorities like a new library & better schools

disaster preparedness/response

doing more with less and engaging partners for larger action

economic development as population ages and the state funds dwindle

economic growth and revenue retention

educating our children appropriately.

El Cerrito

employee pensions and health care costs.

Employees leaving for better paying jobs and growth opportunities which cut down on current services

encourage renewable energy, greener landscaping, and bike/ped transportation

encouraging economic growth while preserving and enhancing the city's neighborhoods, historic and architecturally significant buildings, and wildlife habitat and open space.

energy transition

excellent schools-high academic standards+crime creeping into E.C. from the north; code enforcement; homeless

falling living standards of the middle class.

Finances

financial and its struggle to keep the city clean, safe, maintain the infrastructure, and provide services.

financial

find a way to maintain beautifying the city scape with plants/trees/art in areas with higher crime and undesirable retail

find qualified candidates to run for city council

finding its unique posture in east bay life while attracting appropriate businesses to serve the families of the future and developing a central community space

Finding ways to reliably support the public school and establishing a more secure/sustainable school district.

fiscal growth.

Fiscal solvency.

Functioning as one part of a greater whole, i.e. the Bay Area.

Glaring disparities between rich and poor

Growing the local economy and attracting new businesses and quality development

having great public schools

having great schools for our kids to go to

having the political courage to approve projects that are met with controversy, though beneficial to the greater good.

Horrible students that are soley alive to disrupt the positive aspect of El Cerrito as a city.

How to create a walkable "town center" with great retail amenities.

how to improve the liveability of the city, beautify it's commercial areas, and keep crime at a minimum, with limited funds.

How to increase the number of families and children living the City in order to replace the aging demographic, spur growth, and revitalize existing businesses.

How to use the funds they have or get bonds to provide needed library facility.

improve schools--not just bigger, but better instruction and improved educational results

Improvement of the schools

Improving El Cerrito's schools to make El Cerrito a desirable place to buy a home.

improving school system & offer aftercare at low prices for single mothers

is to turn it's focus away from development and to serve the people who already live here. To maintain the small town feeling I think we all moved here for.

Keep a balanced budget and the state out of its coffers

keeping a budget to pay for all the amenities that make a city great - schools, infrastructure, open space, thriving business community, fire/police

keeping all of the qualities mentioned above.

keeping families with children in the city, rather than moving to Albany or Berkeley for (supposedly better) public schools. We lose lots of great families worried about local schools.

keeping on top of the economy: attracting businesses to make it continue to flourish

keeping storefronts open and residents employed

keeping strong, open books, ethical, and moral city leadership where residents are willing to pay their taxes to support the leadership's goals.

keeping these good qualities at reasonable cost, without being overwhelmed; keeping energy, not entitlement

keeping transit oriented development to a reasonable level

Maintain the City Infrastructure and Public Services in good condition.

maintaining a balanced budget and reduce the crime rate in burglaries and home invasion robberies.

maintaining a growing city while safeguarding quality of schools, infrastructure and parks/open space areas.

Maintaining and growing sense of Community.

maintaining and upgrading services in a period of shrinking budgets & continuing to develop in environmentally and economically sustainable ways.

maintaining momentum

maintaining progress in the face of the budget crisis.

maintaining quality staff & working with school district to support high quality schools, education, and programs for kids

Maintaining services in face of State takeaways and tax resistance.

Maintaining the safety of all residents and having property owners maintain yards, including not blocking views of neighbors which decreases property values and thus property taxes, and sidewalks cleared of debris and sidewalks level so no one is injured and handicapped and/or elderly can walk safely

maintaining the small town sense without mega tall housing units.

Making El Cerrito a place people want to hang out in.

Making El Cerrito a regional destination

Making it a place people stay to spend money-better shops and restaurants

Making the EC accessible for walking and biking.

matching resources to their civic responsibilities and the wants/desires of the community.

Money

Money

moving ahead with current budget constraints

not screwing up the city we now enjoy

Over population, crowding, increased crime and crumbling infrastructure.

Pension reform

Pension reform

preserving and enhancing its neighborhoods, open space and historical sites while facing growth, climate change and financial challenges.

preserving historic sites

preserving our historic sites and creeks

promoting dense growth while increasing the "green" amenities such as parks and protecting natural areas including creeks

Provide services given tighter budgets

Providing excellent public services with limited means, lower tax base.

Public safety

realigning the cities priorities to meet the demands of a new, younger population as opposed to being stuck catering to an aging population that does not bring much dynamism to the city

Rebranding EC from "bedrooms + auto lots" to a place where you can get everything you need, instead of going to berkeley or sf to eat, emeryville to shop, etc.

recruiting new, young, leaders for City Council and building a stronger small business community.

Reforming the unsustainable public sector pension mess

retaining young people and families; supporting good schools; making the city vibrant and environmentally friendly

returning the city to its former level of high quality life.

Revitalizing San Pablo avenue

Reviving San Pablo Ave without creating too much traffic congestion

safety, balanced budget

Schools

Schools!!!

Shifting demographics

shrinking government tax revenues from state/federal budgets

Sprucing up San Pablo avenue and dealing with Richmond crime/blight/foreclosure market

Staying fiscally stable during this crisis in California.

strengthening local social and economic bonds.

Surviving the economic downturning and global warming

teaching the community the value of our historic resources and then capitalizing on them

the city being run down, attracting businesses, better schools

the unsavory elements (home/car invasions/thefts) coming from "nearby" neighbors.

to accept projects which benefit the tax base without degrading our homes, historic or natural features

to build a new library, public safety building and senior center.

to continue sustained growth and renovation in the face of continued economic uncertainty

to create a true sense of place that rivals Albany and Berkeley

to do more with less funding.

to have better public schools, library and options for shopping, dining and outside time to inspire El Cerrito residents to work together to create a healthier, greener town with sustaining local businesses and activities; and to create a REAL TOWN CENTER with a REAL PLAZA

to not turn El Cerrito into a high-rise urban, high density community.

to remain fiscally solvent while continuing the city's reputation as a haven for culture and the arts

to remain fiscally sound.

traffic and paying pensions

Transitioning from being passive, insular, and secretive to being ambitious, showing true leadership, and engaging honestly with the public

unknown

5. As the City identifies key goals and areas of focus for the next 3-5 years, we would like your input. Please rate the following on a scale of 1 to 5, with 5 being extremely important and 1 being not a priority for the next 3-5 years (unimportant)

Maintaining high quality schools and education			5	4	3 2 1
Fiscal stability					
Public safety					
Sustainability (environment, economy, equity)					
Creating a sense of place and community identity					
Parks					
Multi-modal transit options (including walking, biking, public transit)					
Economic development					
Community engagement				10	
Open space					
Entertainment options (I.e., restaurants, the arts, nightlife)					
Emergency/Disaster preparation					
Infrastructure improvements (City facilities, transportation, utilities)					
Transit-oriented development					
Maintaining a diverse, talented workforce of City Employees					
Traffic congestion areas					
Greater diversity in housing options					

Question 5 Open Ended Responses:

5 - preserving our historic resources and creeks

a new library

A New Library building to support sense of place & community identity

a new library is a"5" on my list

Appreciate the emphasis on bringing the arts to the community and supporting the city's greatest contribution to the arts for over 40 years the Contra Costa Theatre- a real treasure for me and my family for decades.

build a new library

Build a WONDERFUL NEW LIBRARY to replace the current sad one

Climate change mitigation policies (5), PACE, CCA, energy efficiency and conservation behavior programs

Concern with bias in police actions

Create ordinance and commission to preserve historic, architecturally significant buildings and neighborhood character

Economic Development should be neighborhood scale

Economic sustainability (distinct from environmental sustainability and equity)

El Cerrito

Elder resources

encourage more renewable energy and organic/sustainable land maintenance/urban farming

Encourage more small businesses to start and grow so that people want to shop in El Cerrito. The City also has an aging population. I'd like to see more children and families living in El Cerrito, but real estate is too expensive.

enforcing the creek ordinance, carefully planning new development so that it is not destructive to the environment and the natural surrounds

Fixing up San Pablo Ave; working with Richmond to fill vacant spaces

Flexibility in building inspections, accountability in public employees.

Hey guys, upgrade the library! If you build it they will come!

Historic Preservation and new library

I love the idea of San Pablo becoming a dense neighborhood of service retail and housing I want El Cerrito to be the first city with an online Access Guide for people with disabilities and mobility issues; an interactive way-finding website that gives complete information on how to navigate our city streets, public buildings, and economic centers in the safest way. This would be the practical, useful counterpart to the Transition Plan and would be a profound example to set for other communities and would show our disabled citizens, aging population, and young families with kids in strollers that we support them and have their best interests in mind.

Improve San Pablo Avenue...Don't invite Goodwill, Walmart, Kentucky Fried Chicken, auto sales, etc...Work to attract upscale business only!!

Improving Portola should be a priority.

Keeping property tax down !!!!!

Last question is misleading, we do not currently have "high quality schools" but creating them should be a highest priority for the city

Leadership development and community building

library

library rated 5

library!!!

Make BART guieter.

More business clusters away from San Pablo

More trees in residential neighborhoods!!! A visibly greener city is a more pleasant city to live and will attract interesting people and businesses.

Need a new library, current one is obsolete, not inviting.

neighborhood traffic calming

New Library

new library

New library

New library

New library extremely important

new library, public safety building and senior center.

Please try to save anything historical (see sense of place)

Preservation of historic and cultural resources and neighborhood character

Preserve historic resources

preserve historical sites

Promotion of Neighborhood Events and Need Major Dept. Store

public library!

Recreation options, cohesive bike plan including road riding in the hills and trail networks in the hillside for mountain biking, youth biking programs

Reducing local taxes

reducing number of undesirable retail stores (adult stores, check cashing, liquour stores, etc.) that invite less wholesome individuals into what should be a safe, family-oriented community save historic buildings, build new library

Sense of identity in city design

set a limit on population, instead of this rampant attempt to turn El Cerrito especially San Pablo Ave corridor into another Emeryville.

Sidewalks and yards cleaned up, including blocking of views which reduces property values Start planning for the undergrounding of utilities

Stop trying to put EC "on the map". If we wanted to be on the map, we would have moved to SF, NY, or London

strong police reputation and law enforcement to scare criminals away

tennis courts, restrooms

transparency - keeping citizens informed

Walkability! Get sidewalks filled in. Clear and name pathways. Huber park renovation.

we don't have "quality schools and education" so can't "maintain"

We need to convince young families that El Cerrito is a place to stay and not just a stepping stone.

wetlands restoration; education re: urgency of reducing our contributions to global warming