

Urban Greening Plan
Proposed Policies and Programs Matrix

Red = New
Green = Existing

Objective	Urban Greening Goals	Urban Greening Focus Areas	Existing City Plans and Goals	Programs	Policies	Notes/Comments
<p>1. Improved Trails and Paths Continue to invest in bicycle, pedestrian, trail and pathway improvements to reduce reliance on the private automobile, provide active recreation opportunities and support the local economy.</p>	<ul style="list-style-type: none"> • Environmental Sustainability • Environmental Stewardship • Active Living/Transportation • Urban Livability 	<ul style="list-style-type: none"> • Blue to Green Connections • Hillside Natural Area 	Circulation Plan for Bicyclists and Pedestrians (2007)	1.1 - Develop a coordinated Trail Maintenance Volunteer Program that identifies funding and leverages community efforts and partnerships to meet trail maintenance needs while building on environmental stewardship and activism in the community.	1.5 - Continue to co-sponsor non-profits and community organizations, providing the support necessary to increase access to and awareness of their efforts. Coordinate to provide education, outreach and volunteer opportunities that enhance and expand the City's trail network.	
			Trail Trekkers: El Cerrito Paths, Trails and Public Stairways Map	1.2 - Program community parks and trails to encourage active recreation, community engagement, environmental stewardship and education. The program may include a trails challenge, adopt-a-trails campaign, and recurring educational programs and may increase use of community trails and paths through Recreation afterschool and summer programs. The program should reinforce El Cerrito's image as an environmentally focused Bay Area destination.	1.6 - Implement the San Pablo Avenue Specific Plan (2014) Open Space and Midblock Connection Standards to encourage private developments to provide improved pedestrian and bike access throughout the City with on-street and mid-block paths, such as alleys and other on-street amenities.	
			Cerrito Creek Bay Trail Connector Feasibility Study	1.3 - Develop a program to encourage people to use trails and paths to access parks and open spaces, businesses and public transportation as an alternative to driving.	1.7 - Implement the Active Transportation Plan (in development 2014) Pedestrian Improvement Projects to help improve and build upon the existing trail and pathway network.	
			Pedestrian Safety Assessment	1.4 - Develop and Implement a Way Finding Program that highlights trails, paths, open spaces and community destinations. The program should include consistent signage	1.8 - Continue to identify funding for Creeks & Trails projects in the Capital Improvement Program, pursuing external funding where needed, to ensure continued maintenance of existing trails and construction of trail connectors, paths and stairs.	
			ADA Transition Plan		1.9 - Develop a Master Plan for Trails to specify trail design criteria and standards, amenity requirements, trail improvement projects, type(s) of usage and to identify where new trails are needed. The Master Plan will incorporate ecological design attributes, such as habitat plantings, permeable surfaces and stormwater retention facilities.	
			Ohlone Greenway Master Plan		1.10 - Develop trail and maintenance technical standards for both community-led trail projects and Maintenance staff.	
			Central Avenue Fact Sheet: Central Ave/I-80 Interchange Improvement Project Measure WW 2009 Survey Results San Pablo Avenue Specific Plan		1.11 - Consider Priority Conservation Area designation to protect natural areas of significance in El Cerrito and qualify them for regional grant funding.	
<p>2. Greener Gateways Reinforce community identity and sense of place by creating distinct gateways that improve and highlight natural elements, reinforcing the community's commitment to environmental sustainability.</p>	<ul style="list-style-type: none"> • Environmental Sustainability • Urban Livability • Economic Vitality • Community Identity 	<ul style="list-style-type: none"> • El Cerrito Plaza/Southern Gateway • Cutting Blvd/San Pablo Ave • Blue to Green Connections • Central Park • Ashbury Ave 	San Pablo Avenue Specific Plan	2.1 - Expand the Green Teams program to include additional work days, cleanups, invasive species pulls, native species replanting and maintenance tasks.	2.4 - Work with private developers to implement the San Pablo Avenue Specific Plan - Gateway Streets and other community design guidelines to provide public open spaces that highlight natural features along the PROW at identified City gateways.	
			Baxter Creek Maintenance & Management Guide	2.2 - Ensure that the City's Street Tree Program allows for design guidelines and tree selection that establish and reinforce the El Cerrito identity.	2.5 - Coordinate with BART to implement green building design and landscape features into station modernization improvements.	
			Strategic Plan	2.3 - Develop a volunteer plant propagation effort to reduce the cost of ongoing maintenance.	2.6 - Incorporate Gateway landscaping guidelines into the Plant Palette to develop a distinct streetscape at all major entrances to the City, emphasizing signature plants that provide environmental services and conserve resources.	
			Cerrito Creek Restoration Maintenance and Management Plan Ohlone Greenway Master Plan Urban Forest Management Plan		2.7 - Develop district-specific Plant Guidelines for priority gateway areas.	
			Ohlone Greenway Master Plan	3.1 - Reach out to organizations and businesses to sponsor "Adopt the Greenway" or create a "Friends of the Ohlone Greenway" Program.	3.5 - Work with private developers to increase Greenway safety, connectivity and levels of activity by implementing the San Pablo Avenue Specific Plan.	

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<p>3. Strengthened Ohlone Greenway Continue to strengthen the Ohlone Greenway through public projects and private developments that increase connectivity, create community gathering spaces and activity nodes, and improve community health and safety.</p>	<p>3.1</p>	<ul style="list-style-type: none"> • Ohlone Greenway - Portola to Schmidt • Ohlone Greenway - Gladys to Blake • Fairmount Park • Conlon Ave/Key Blvd 	OBAG Improvements	3.2 - Seek out, establish and support existing community groups to adopt landscapes at Ohlone Greenway intersections.	3.6 - Implement the Ohlone Greenway Master Plan, particularly projects that improve connectivity to San Pablo Avenue, the BART Stations and commercial nodes, projects that create activity nodes and community gathering spaces, and projects that improve the environmental services of the Greenway. Continue to explore new projects as opportunities arise.	
			San Pablo Avenue Specific Plan	3.3 - Create a Volunteer Safety Patrol program to increase safety along the Greenway.	3.7 - Coordinate project design review to enhance ecological functions, provide connections to creeks and natural areas, and create multifunctional community spaces.	
			Baxter Creek Maintenance & Management Guide	3.4 - Ensure that the Way Finding Program incorporates pedestrian-oriented signage guidelines for improved way finding along the Greenway.	3.8 - Incentivize community events and activities along the Greenway that provide recreational, environmental stewardship and community development opportunities by reducing regulatory barriers, assisting in event outreach and coordination.	
			Fluvius Innominatus Watershed Assessment Memorandum			
<p>4. Enhanced/Expanded Parks Enhance and expand existing parks to improve environmental and ecological services while reducing maintenance costs, maximizing volunteer efforts and meeting multiple Urban Greening goals.</p>	<ul style="list-style-type: none"> • Environmental Sustainability • Environmental Stewardship • Active Living/Transportation • Urban Livability 	<ul style="list-style-type: none"> • Ohlone Greenway - Portola to Schmidt • Ohlone Greenway - Gladys to Blake • Fairmount Park • Central Park • Hillside Natural Area 	Measure WW 2009 Survey Results	4.1 - Expand the Green Teams program to include additional work days, cleanups, invasive species pulls, native species replanting and maintenance tasks.	4.4 - Coordinate project design review to ensure that parks improvements integrate environmental benefits through restorative, resource-conserving landscaping and green infrastructure projects.	
			Capital Improvement Program	4.2 - Develop a citywide Signage Program for parks, recreation facilities, trails and open spaces that builds off the 2008 City Signage and Way Finding Graphic Standards and manual	4.5 - Continue to identify funding for Parks projects in the Capital Improvement Program, pursuing external funding where needed, to ensure continued maintenance and investment in City parks, particularly for projects that diversify use and make parks more multipurpose. Identify underutilized spaces that could provide a broader diversity of uses, including off-peak and joint use opportunities. Prioritize projects that expand and develop athletic fields.	
			Ohlone Greenway Master Plan	4.3 - Identify and pursue funding for a Recreation Master Plan.	4.6 - Implement sustainable landscape maintenance practices to conserve natural resources and reduce costs in order to maximize the ecological services of existing parks and open spaces.	
			El Cerrito Landscape Management Plan		4.7 - Consider prioritizing play fields for large flat spaces, particularly in Higher Density Areas.	
					4.8 - Support community efforts to raise maintenance funds. 4.9 - Enhance our Urban Forest by encouraging tree plantings where appropriate and identifying species that will maximize their environmental services, such as carbon capture and urban cooling.	
<p>5. Active Commercial Corridors Create and strengthen active commercial corridors that allow community members to gather and interact while meeting their daily needs close to home.</p>	<ul style="list-style-type: none"> • Environmental Sustainability • Economic Vitality • Urban Livability • Community Identity 	<ul style="list-style-type: none"> • El Cerrito Plaza/Southern Gateway • Cutting Blvd/San Pablo Avenue • Avila Street/ San Pablo Avenue • Lower Fairmount 	San Pablo Avenue Specific Plan	5.1 - Ensure that the City's Street Tree Program allows for design guidelines and tree selection that reinforces the El Cerrito identity, supporting economic development and engaging the business community in the planting and maintenance of street trees.	5.4 - Create active social gathering spaces and streetscape amenities to increase walkability and attract high quality private development.	
			General Plan	5.2 - Develop a re:Streets program to provide opportunities for commerce, play and pop-up uses in existing and proposed open spaces, particularly along commercial corridors.	5.5 - Ensure new development enhances pedestrian and bike connectivity while providing high-quality open spaces by implementing the San Pablo Avenue Specific Plan	
			Strategic Plan	5.3 - Implement the San Pablo Avenue Specific Plan Open Space In-Lieu program to compliment streetscape improvements with a variety of green multi-purpose open spaces, such as pocket parks and plazas.	5.6 - Adopt a Green Streets policy that prioritizes green infrastructure, pedestrian, bicycle and public transportation projects along the Public Right-of-Way.	
			Invest from the Ground Up program		5.7 - Develop district-specific Plant Guidelines for commercial corridors.	

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<p>6. Support Higher Density Neighborhoods</p> <p>Emphasize the availability of strategic open spaces in higher density neighborhoods to provide multifamily housing residents with active recreation, urban agriculture, and community gathering opportunities.</p>	<ul style="list-style-type: none"> Environmental Sustainability Urban Livability Active Living/Recreation 	<ul style="list-style-type: none"> Fairmount Park Central Park Creekside Park 	San Pablo Avenue Specific Plan	6.1 - Implement the San Pablo Avenue Open Space In-Lieu program and identify other sources of funding to fund high priority projects in high-density neighborhoods.	6.3 - Prioritize projects that enhance existing parks in higher density areas to be more multipurpose and higher quality, such as Central Park, Fairmount Park, etc.	
			General Plan	6.2 - Create a Community Garden program that streamlines the permitting process, develops maintenance and partnership regulations, and allows for community flexibility in establishing neighborhood community gardens on public and private property.	6.4 - Develop zone-specific Level of Service Standards to ensure that residents of higher-density neighborhoods continue to have access to high-quality open spaces that provide multiple benefits.	
					6.5 - Explore acquisition of new park spaces in higher density neighborhoods	
<p>7. Enriched Natural Areas</p> <p>Develop projects that enrich natural features, particularly in dedicated natural areas.</p>	<ul style="list-style-type: none"> Environmental Sustainability Environmental Stewardship Community Identity 	<ul style="list-style-type: none"> Hillside Natural Area Creekside Park Ohlone Greenway - Portola to Schmidt 	Trail Trekkers: El Cerrito Paths, Trails and Public Stairways	7.1 - Expand the Green Teams program to include additional work days, cleanups, invasive species pulls, native species replanting and maintenance tasks.	7.3 - Continue to co-sponsor non-profits and community organizations, providing the support necessary to increase access to and awareness of their efforts. Coordinate to provide education, outreach and volunteer opportunities that enhance and expand the City's environmental stewardship and sustainability.	
			Baxter Creek Maintenance & Management Guide	7.2 - Increase use of the Hillside Natural Area, creeks and natural parks in Recreation Department afterschool and summer programs.	7.4 - Strengthen and, where needed, restore natural habitat areas in existing open spaces such as the Hillside Natural Area, Canyon Trail Park, etc. to ensure ecological resilience.	
			El Cerrito Landscape Management Plan		7.5 - Work with community groups to develop and implement a sustainable maintenance and improvements planned for these natural areas.	
			Fluvius Innominatus Watershed Assessment Memorandum - Schmidt to Portola Concept		7.6 - Consider Priority Conservation Area designation to protect natural areas of significance in El Cerrito and qualify them for regional grant funding.	
			Cerrito Creek Restoration Maintenance and Management Plan			
<p>8. Enhanced Creeks</p> <p>Protect, enhance and celebrate creeks and riparian areas through landscaping, art, signage and other amenities that maximize their environmental services and create distinctive community gathering spaces. Restore the health of EL Cerrito's watershed through coordinated public projects and partnerships.</p>	<ul style="list-style-type: none"> Environmental Sustainability Environmental Stewardship Community Identity 	<ul style="list-style-type: none"> Ohlone Greenway - Portola to Schmidt Creekside Park 	Cerrito Creek	8.1 - Expand the Green Teams program to include additional work days, cleanups, invasive species pulls, native species replanting and maintenance tasks.	8.2 - Create design guidelines for private projects that celebrate creeks as amenities.	
			Fluvius Innominatus		8.3 - Consider a Creek Daylighting Incentives Program to encourage private developments to daylight or naturalize creeks in culverts and channels.	
			Baxter Creek Maintenance Plan		8.4 - Identify and pursue funding to develop a Watershed Management Plan to identify important creek restoration and watershed enhancement projects, including strategic acquisition opportunities, that restore the health of El Cerrito's creeks.	
			Draft Creek Inventory and Booklet		8.5 - Implement green infrastructure projects where creek daylighting is impractical to provide similar ecological functions	
<p>9. Green Streets</p> <p>Continue to invest in making the Public Right-of-Way more sustainable by reducing impervious surfaces, maximizing access and circulation, softening the streetscape and creating</p>	<ul style="list-style-type: none"> Environmental Sustainability Community Identity Urban Livability Active Living/Recreation 	<ul style="list-style-type: none"> Blue to Green Connections El Cerrito Plaza/Southern Gateway Cutting Boulevard/San Pablo Avenue Avila Street/ San Pablo 	San Pablo Avenue Streetscape Project	9.1 - Coordinate with the Contra Costa Clean Water Program to require the highest level of stormwater capture and treatment from new developments, municipal projects, and public infrastructure improvements through the C-3 Infrastructure Program. Encourage stormwater facilities that provide multiple benefits, such as aesthetics, softening edges, multipurpose uses, etc.	9.4 - Develop a Municipal Green Infrastructure Ordinance to upgrade public spaces and buildings based upon locally adopted or recognized best practices in green infrastructure. Build on demonstration projects that enhance public support.	
			San Pablo Avenue Specific Plan	9.2 - Require new developments to plant trees along the PROW, where feasible. Develop a street tree maintenance program that requires adjacent property owners to maintain street trees.	9.5 - Consider adopting a Designated Green Infrastructure Standard to ensure that sufficient land area has protected vegetated surfaces that helps reduce the urban heat island, manages stormwater and provides active recreation.	

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the streetscape and creating streets that are safe, comfortable and attractive for everyone.	Active Living/Recreation	Avenue • Ashbury Avenue • Lower Fairmount		9.3 - Develop an event program that uses streets, sidewalks and parking lots to activate commercial corridors and reclaim streets for multiple uses. Repurpose under-utilized spaces in street right-of-ways to allow for additional uses such as gathering, play, commerce, etc.	9.6 - Adopt a Bay Friendly Landscaping Ordinance to retrofit resource intensive landscapes to be more resource conserving where appropriate. Require that private developments follow Bay Friendly Landscaping guidelines. 9.7 - Develop a Pop-Up Use Policy to strengthen a sense of place and identity by allowing land uses that create flexible and context sensitive "livable" streets.	
10. Green Schoolyards Partner with the West Contra Costa Unified School District to maximize the benefits provided by their schoolyards. Encourage multipurpose spaces that jointly allow school children to learn from and interact with nature while reducing the need for additional recreation spaces for community members.	• Environmental Sustainability • Activity Living/Recreation • Urban Livability	• Fairmount Park	WCCUSD Umbrella Joint-Use Agreement	10.1 - Develop a Wilderness Classroom program that incorporates natural elements into schoolyards, parks and open spaces and encourages school use of natural areas.	10.2 - Partner with WCCUSD to develop Green Schoolyard Design Guidelines that encourage school-design and programming to better integrate facilities into neighborhoods, i.e. access connectivity, neighborhood cohesion and multipurpose/public use. Develop guidelines that ensure students have the opportunity to interact with and learn from nature.	
11. Urban Agriculture Ensure that all El Cerrito residents have opportunities to grow their own food by removing barriers to urban agriculture.	• Environmental Sustainability • Environmental Stewardship	• Fairmount Park • Former Portola Middle School	Community Garden Network El Cerrito Community Garden Club Plans	11.1 - Public Right-of-Way Urban Agriculture Program: Develop a program to increase urban agriculture in the PROW, including a provision that encourages local volunteers to support and maintain these public resources 11.2 - Create a Community Garden program that streamlines the permitting process, develops maintenance and partnership regulations, and allows for community flexibility in establishing neighborhood community gardens on public and private property.	11.3 - Ensure the Plant Palette includes low maintenance edible plants that provide pollinator services. 11.4 - Private Landscape Standards: Remove all barriers to food-production on private properties. 11.5 - Continue to foster relationships with organizations that create and support community gardens.	
	• Environmental	• Ohlone Greenway - Portola to Schmidt	Baxter Creek Maintenance & Management Guide Cerrito Creek Restoration Maintenance and Management Plan	12.1 - Develop a Sustainable Landscape Program to educate residents on sustainable landscape and maintenance practices, including pesticide-free and integrated pest management gardening, Bay Friendly Landscaping, water conservation practices, improvement and rehabilitation of existing active and passive recreation uses, community usage, etc. Incorporate best practices for difficult or resource-intensive spaces that have high community value, i.e. play fields and turf areas.	12.2 - Develop sustainable athletic field maintenance guidelines to encourage field "down time" and reduce regular maintenance requirements. 12.3 - Become a "Pollinator Friendly City": Ban the use of neonicotinoids on all city property and the sale of neonicotinoids in the City. Establish pollinator friendly maintenance guidelines in coordination with the Fire Department that establish "No Disturbance" areas, as appropriate, free from mowing, tilling and mulching which may disturb ground nesting bees that play an integral part in natural pollination throughout the community. Encourage the use of pollinator friendly plants in sidewalk planting strips, medians and other linear public right-of-ways. Establish pollinator corridors through coordinated park plantings.	

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12. Sustainable Landscape and Maintenance Program	Environmental Sustainability • Environmental Stewardship	• Creekside Park • Hillside Natural Area • Ashbury Avenue	El Cerrito Creeks Inventory		12.5 - Continue to update and implement the City's Integrated Pest Management Policy following Best Practices to prevent pesticide-related toxins threatening water quality. Expand the policy as needed to reduce pesticide-related toxins throughout the environment.	
			El Cerrito Landscape Management Plan		12.6 - Continue to train maintenance staff in Bay-Friendly Landscaping practices to lessen the impact of conventional landscape practices on the local environment. Ensure that all landscape maintenance is performed by Bay-Friendly qualified professional, including outside contractors.	
			Urban Forest Management Plan		12.7 - Encourage new developments to pursue Bay-Friendly Ratings for all new landscapes and provide landscape contractors in El Cerrito with the outreach materials on proper Bay-Friendly design and practice.	
					12.8 - Continue to update and implement the City's Landscape Management Plan, emphasizing the removal of invasive species, planting of low-maintenance, resource-conserving species, and leveraging community partnerships where possible to maximize Plan efficacy.	
					12.9 - Continue to convert landscapes where possible to Bay-Friendly, low maintenance and resource-conserving palettes.	
					12.10 - Develop Adaptive Management practices for creeks along the PROW and in public spaces to ensure continued and progressive maintenance of riparian habitats.	