

CITY OF EMERYVILLE MEMORANDUM



TO: Mayor and City Council
FROM: Patrick D. O’Keeffe, City Manager
SUBJECT: Progress Report –March 2012

The following provides the City Council and staff with a summary of the activities of each department for the prior month.

CITY MANAGER

- Emeryville hosted the Mayors conference in March at Trader Vics. At the Mayors request Denise Pinkston of TMG Partners provided an update on the master plan for the MarketPlace and the latest stores to occupy the retail space including the Guitar Center and Urban Outfitters.
- Staff attended what may be the final CRA annual conference to learn the details of what we must do to terminate the activities of the redevelopment agency. There were four very informative workshops that assisted us with the preparation of various documents needed to unwind the Agencies affairs.
- Staff met with representatives of the TMA that runs the Emery-Go-Round to discuss their concerns with long term mobility of the busses and ensuring that they can remain on schedule. Signal pre-empts and other improvements will be examined further.
- Staff participated in a Neighborhood meeting with Mayor West at the City Limits homeowners board meeting to present the State of the City information. This was the first of several planned neighborhood meetings. A second meeting was held at the Clipper Club at Watergate.
- Staff met with Senator Loni Hancock’s new local aide, Carolina Salazar, to get her up to speed on Emeryville issues. She will attend the May City School meetings to introduce herself to the Council and Board.

- Staff completed meetings with each department to discuss draft budgets for Council review in May.
- City Clerk staff continued making the transition from a paper-based manual process for developing the City Council agenda packet to an electronic-based automated process. After working out a few remaining bugs in the process, staff believes that the option for agenda packet recipients to download the packet on an electronic computer tablet/notebook instead of receiving a paper copy will be established for the May 1 City Council meeting.
- Staff conducted a workshop on the new procedures relating to the City's advisory bodies to the City's department heads, managers, and advisory body staff. The workshop included an overview of the amended Administration Instruction 114: Advisory Bodies, which furthered the transparency of the advisory body application process; provided training on audio-recording advisory body meetings; and gave refresher training on how to set up the Council Chamber audio-visual training and on the City's assisted hearing devices.
- Staff worked with the City Attorney's Office and Administrative Services to develop templates and protocols for the new City of Emeryville Oversight Board meetings and agendas. The first Oversight Board is scheduled for April 10. Staff is proposing to the Board that the Board's regular meetings be scheduled for the 2nd and 4th Tuesday of the month (except for scheduling the 2nd meeting in May for May 29 due to a previously scheduled City Budget Workshop on May 22) through June 30, 2012 and then for the 2nd Tuesday of the month from July 1, 2012 forward. The Oversight Board's meetings will be broadcast live and rebroadcast on ETV-Channel 27, the City's cable television channel and will be podcast live as well as archived through the City's website homepage: www.emeryville.org (see Oversight Board link to left of City website homepage). Meeting agendas and agenda packets will be posted on the Friday before each Board meeting and minutes will be posted the Friday after they are approved by the Board.
- City Clerk staff continues to work on several other organizational improvement projects, including the following: analyzing the feasibility and costs of installing electronic bulletin boards/kiosks for city notices and other public information; developing an "Emeryville 101" interactive workshop for City staff; developing an electronic work management system for the City Clerk's Office; expanding and improving the City's community outreach initiatives and procedures; and converting the City's paper-based records management system to an electronic-based system.
- The March 13 ENEWS, the City's electronic newsletter featured articles regarding the City Council's February 28th Visioning Workshop; State of the City address; City Budget Workshop schedule, Youth Art Exhibition and

encouraged the community to apply to the Bicycle/Pedestrian Sub-Committee of the Transportation Committee. The March 27 ENEWS featured articles on the Guaranteed Ride Home Program; Citywide Car Share Program; and reminded the community about the upcoming City Budget Workshop schedule. Both newsletters announced that the Emeryville Child Development Center was accepting applications for enrollment. Interested community members can read the electronic newsletter on-line from the City's website: www.emeryville.org or subscribe and have the newsletter sent directly to their email address. Information on how to subscribe/unsubscribe is listed at the bottom of each ENEWS. The ENEWS has approximately 960 individual subscribers and is also sent to the Park Avenue Neighborhood Association (PANA), Oliver Lofts, Key Route Lofts e-trees, all City employees, and is posted on the City's website homepage.