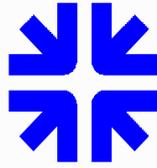


CITY OF EMERYVILLE MEMORANDUM



TO: Mayor and City Council

FROM: Patrick D. O'Keeffe, City Manager

SUBJECT: Progress Report –May 2012

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

CITY MANAGER

- Much of the month was consumed with the Council budget hearings and Oversight Board meetings. It was nice to take a break with two celebrations: groundbreaking for the TMG 64th/Christie mixed income residential project, and the Ambassador affordable housing project.
- Staff participated in a discussion and presentation of a web based notification system called Code Red that might provide a useful platform for broadcasting emergency info by phone, smart phone and computer to residents and businesses.
- Staff attended an East Bay EDA Economic Outlook Conference featuring Beacon Economics guru Christopher Thornberg. Dr. Thornberg had no qualms in making early predictions of the housing collapse (much to the irritation of his audiences), so it was nice to hear positive economic predictions from him for the first time in a few years. We still have a couple of years before there is sustained economic growth, and local government revenues tend to lag the economy by a year, but at least the outlook is brighter.
- Staff participated with the Mayor in a State of the City presentation to the HOA of 1500 Park. The event was well organized by the President and the turn out was great (free Hot Italian pizza may have helped). The setting was the roof deck of the building and it was nice to have a reminder of the views of the hills from this redevelopment assisted project, and the great interior touches that transformed this former fruit drying warehouse into a vibrant residential community.

- The Emeryville Oversight Board met on May 8 and 22 (2nd and 4th Tuesday of the month). Major topics included a discussion regarding the State's response to the Recognized Obligation Recognized Obligations Payment Schedule (ROPS). The ROPS is the basis by which the Oversight Board will determine what property tax based revenue the City will receive to conduct its role as successor agency. The Oversight Board's meetings are broadcast live and rebroadcast on ETV-Channel 27, the City's cable television channel and are 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.
- In order to respond to the State Department of Finance and Alameda County audit of the City's proposed ROPS, City staff in cooperation with staff from other departments, compiled hundreds of documents regarding the City's redevelopment initiatives, including documents from the 1970's. This effort was an exercise in making the case for transitioning to an electronic-based records management system!
- 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. Starting with the April 24th agenda packet, the City Council was able to download the packet on an electronic computer tablet/notebook instead of receiving a paper copy. Department heads are expected to transition to a paperless agenda packet in May. In addition, staff has begun using new software to upload the agenda packet to the City's website that makes downloading the agenda much easier and efficient.
- 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 May 8 ENEWS, the City's electronic newsletter featured articles regarding the City's draft FY2012-13 & FY 2013-14 budget; the Ambassador Affordable Housing Complex groundbreaking; Bike to Work Day; and announced vacancies on the Planning Commission, Marina Committee, and the new City Mission Statement Task Force. The May 22 ENEWS featured articles new countywide ban on single use plastic bags, effective January

2012; Dancing for the Arts Fundraiser; Shellmound Street Design Guidelines workshop; and home refinancing/mortgage foreclosure prevention. 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 currently has 998 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.