

CITY OF EMERYVILLE MEMORANDUM



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

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

CITY MANAGER

- In August the Emeryville Chamber of Commerce considered a presentation from the Alameda County Transportation Authority regarding the November ballot measure to extend the Measure B sales tax override to fund transportation improvements. As you will recall the Council adopted a resolution in support of the measure which will provide us with funds for the Ashby Interchange and Pedestrian Bike Bridge, street repair funding and competitive funds for bike projects. The Chamber met twice to discuss their position on the measure and decided to take no position.
- Staff participated in two webinars this month on the topics of end of year legislative recap, and info on the new redevelopment dissolution legislation AB 1484 conducted by the League of California Cities. This is a very useful format for obtaining current information at low cost without travel time and expense.
- Prior to the Marina Committee meeting this month staff met with Gilbert Welch and Don Gussler of Marinas International to discuss problems at the Marina in general and the fire pit in particular. There was an overall tone of cooperation and willingness to tackle problems with Marina Operations.

CITY CLERK

- Based upon an interdepartmental review, the City Clerk's Office plans to subscribe to the CodeRED Notification System. The CodeRED system is a web-based automated notification service that can record, send, and track

personalized voice, email, text, and social media messages in minutes. While originally developed for emergency communications, such as evacuation notices, missing child alerts, and severe weather warnings, the notification system can also be used for public notices, meeting/event announcements, and other non-emergency community outreach initiatives.

CodeRED works primarily through subscription – with subscribers being able to determine delivery modes (landline, cell phone, voice, text, email, social media) as well as whether the subscriber wishes to receive non-emergency, such as public notices and announcements as well as emergency messages (CodeRED will automatically send emergency messages to 911 landline phones without prior subscription). Residents as well as businesses can subscribe to the system and there is a geo-aware CodeRED mobile alert app that can be downloaded by anyone working or traveling through Emeryville for notification of emergency alerts. Through CodeRED, the City can target notifications by geographic area (such as 300' radius or blocks), street address, residence vs. business addresses, or by special lists, such as City emergency response staff or CERT volunteers, and have the ability to send out different messages, as appropriate (for example residents/businesses to evacuation vs. shelter in place or for staff to report to work vs. standby). Messages may be launched by authorized City staff via telephone or Internet, from anywhere at any time to ensure messages are delivered in their entirety whether the call is picked up live by a person or an answering device. The Alameda County Fire Department (for emergency personnel notification only) as well as the cities of Alameda, Dublin, and San Leandro (for personnel and public notification) are already CodeRED subscribers and Emergency Communications Network has been providing similar or related services since the early 1990's (originally automated voice delivery). The City's projected cost for a three-year subscription is estimated to be \$23,000-\$25,000 including a periodic database accuracy test. A YouTube video that narrates the use of CodeRED during a Wichita Falls major water main break can be viewed at <http://www.youtube.com/watch?v=Mm9ZdhO11mc&feature=plcp>.

- During August, the City Clerk's Office continued to work with other departments to compile documents regarding the City's redevelopment initiatives in response to the State Department of Finance and Alameda County audit of the City's proposed ROPS. This effort continues to make the case for transitioning to an electronic-based records management system!
- 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 August 14 ENEWS, the City's electronic newsletter featured the new ETV: Cable Television Government Access Channel 27 broadcast schedule; promoted the Fire Fighters "Fill the Boot" Fundraiser for Muscular Dystrophy; and announced the new Emery Education Foundation Executive Director C. Phillip Powell. The August 28 ENEWS announced that there was a vacancy on the Public Art Committee; urged the community to participate in the annual Shoreline Clean Up; and also announced a workshop on recognizing and avoiding scams targeting the elderly. 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 more than 1,000 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.