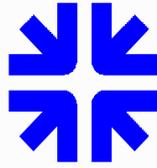


CITY OF EMERYVILLE MEMORANDUM



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

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

CITY MANAGER

- Staff accompanied the Mayor on a tour of the headquarters of Whole Foods in the Wareham Greenway North building. They are occupying an entire floor and are continuing to expand operations with new stores in various locations.
- On the same day we celebrated the groundbreaking for the new Archstone Parkside apartment project, which is now the third residential project to start construction this year. Pursuant to Council direction staff is obtaining estimates for the relocation of existing trees in the park portion of the project and will ask for a Council appropriation of funds in December to cover the cost to box and store the trees to be replanted when the park is under construction.
- Staff attended a local ULI seminar on the state of the residential real estate market consisting of a panel of speakers that included John Wayland of BRE. The market is forecast to continue to remain strong into the next few years as the echo boom generation (kids of baby boomers) are now in or approaching their twenties and forming independent households, combined with many former homeowners who are now forced to rent due to foreclosures or inability to finance a purchase. Staff talked with John after the meeting and he expressed a desire to move forward with the Gateway project on BRE lands at I-80/Powell. The hurdle is relocating Wells Fargo from the ground floor of the office building that will be demolished. Wells is attempting to obtain approval to move to a new building at Shellmound and Christie in what is now surface parking near the Sheraton hotel. The entitlement process has stalled over a staff recommendation for a left turn lane to be constructed on Shellmound by Wells which they are objecting to. On a different matter, I

informed John that the city's former desire to see the Denny's and Gas station parcels incorporated into the BRE apartment site at Powell/Christie were no longer relevant since the redevelopment agency is now dead and the City does not have the ability to assist with the implementation of that plan.

- Staff attended a Board meeting for the now defunct ACAP community services organization. The operations continue to wind down with the remaining outstanding issues consisting of repaying state and federal grant funds that were inappropriately used by the now departed former staff.
- Staff plans to submit a proposed Joint Exercise of Powers Agreement (JPA) to establish a regional Energy Council to coordinate energy-related federal/state grant seeking and program implementation for Council consideration on November 6. The proposed Energy Council will consist of the same governing body officials as currently serve on the Alameda County Waste Management Authority (ACWMA), with each member agency having one vote. The proposed JPA does not require any financial commitments – staff and other costs of the JPA are to be fully covered through grants. A regional approach to grant funding has already proved invaluable as ACWMA staff has already successfully worked with local jurisdiction staff in the Bay Area (including Emeryville staff) to obtain \$26 million from the California Public Utilities Commission (CPUC) that is in addition to East Bay Energy Watch (EBEW) funds. Staff also has started attending the new EBEW advisory body which was formed to make recommendations regarding and assisting with energy efficiency programs conducted in Alameda County and Contra Costa County through funding provided through the CPUC and administered by PG&E.

CITY CLERK/INFORMATION OFFICE

- The City Clerk's Office has been working with the Alameda County Registrar of Voters (ROV) on the following initiatives/projects: 1) promoting voter registration deadlines, vote by mail registration, and the State's new on-line voter registration program through the ENEWS, City website, and ETV: Cable Channel 27; 2) volunteering to have the City Hall parking lot as a ballot box collection point on Election Day; 3) hosting a polling place on Election Day (to compensate for the temporary loss of the Emery Secondary School polling place due to the Emeryville Center of Life (ECCL) construction project); and 4) participating in a pilot project to provide residents who vote by mail to drop off their ballots at City Hall during regular business hours (rather than mailing in ballots or having to go to the ROV office in downtown Oakland). The City Clerk's Office has also publicized that voters can download sample ballots or get additional information on candidates and measures through either the ROV website or SmartVoters.org.

- City Clerk and Information Technology staff have been working together to develop a Public Information plan that focuses upon the use of web-based technology to advance communication with the Emeryville community. Staff plans to request a special meeting of the Technology Committee in November to obtain preliminary feedback on what is being considered as part of the plan and expects that a final draft plan, including a cost proposal will be submitted to the Technology Committee in January 2013. Among other initiatives, staff is looking at updating the City's website (including integrating the proposed CodeRED automated notification system); developing a social network policy; reviewing options for implementing an electronic bulletin system; and facilitating implementation of the City's electronic records management system (including making City records, such as resolutions and election information available through the City's website).
- Staff continues to work on organizational efficiency/effectiveness initiatives. This month City Clerk and IT staff have focused on streamlining the use of the automated electronic agenda packet software for even greater efficiencies in Council agenda packet preparation. In November, City Clerk and IT staff will start working with the Planning Department in converting from the current paper-based Planning Commission agenda packet to an electronic based agenda packet. This is the first step in having the Planning Commission meetings podcast through the City's website and archived as time-stamped meeting videos as is currently done with the City Council, City Council as Successor Agency to the Emeryville Redevelopment Agency, the Management of Emeryville Services Authority, the Community Development Commission of Emeryville, and the Emeryville Oversight Board meetings. Staff expects that the January 2013 Planning Commission meeting will be the first to be podcast and archived on the City's website. The next project (which staff will try to conduct concurrently with the above projects) is to begin producing meeting minutes in an automated electronic format which is able to be uploaded onto the City's website with links to staff reports.
- The October 9 ENEWS, the City's electronic newsletter had an article on the annual volunteer Shoreline Clean Up; announced a workshop on the Enterprise Zone tax credit program for local businesses; and urged residents and businesses to reduce waste by unsubscribing to unwanted junk mail. The October 23 ENEWS had an article on the Emery Unified School District's educational achievements; announced that vote by mail ballots could be dropped off at City Hall; profiled a Star Triangle Neighborhood volunteer clean up event; and reminded community members about the upcoming joint special meeting of the City Council and Planning Commission. Both newsletters contained an article about the annual Celebration of the Arts Exhibition; invited community members to apply to be members of the new Parks and Recreation Advisory Committee; outlined the process by which the proposed Zoning Ordinance/Planning Regulations will be considered and adopted; provided information on how to register to vote, and sign up for vote

by mail (absentee ballot) and 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.