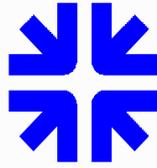


CITY OF EMERYVILLE MEMORANDUM



TO: Mayor and City Council
FROM: Patrick D. O’Keeffe, City Manager
SUBJECT: Progress Report –December 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 participated in three holiday staff events that replaced the annual staff holiday party. A committee of staff created the events as a way of providing some variety to our annual holiday celebration. There were two events with desserts at the Police Department and City Hall, and we also attended the party for ECDC staff sponsored by the Friends of ECDC.
- In December the Oversight Board approved the agreement amending the \$2.9million loan with EUSD to forgive its repayment. The agreement must now be approved by the State Department of Finance.

CITY CLERK/PUBLIC INFORMATION

- In response to City Council’s direction to start the legislative steps laid out by State law to change the City’s General Municipal Elections from November in odd years to November in even years (same dates as presidential and statewide elections) and lengthen current City Council terms by one year so that the next elections are in 2014 (for Council elected in 2009) followed by 2016 (for Council elected in 2011), staff is planning on submitting a first reading of an ordinance to change the election date for Council consideration at the February 5 City Council meeting (staff plans to send a citywide postcard notifying Emeryville residents of the proposed change in the third week of January) followed by a second reading of the ordinance on February 19. Based upon that timeline, the ordinance to change the election cycle would take effect in March. After the ordinance’s second reading, staff will formally notify the Alameda County Board of Supervisors of the City’s plans and request that the County Board adopt a resolution permitting the City’s

General Municipal Election to be consolidated with the statewide November of even year elections. The Emery Unified School Board may also change to November of even year elections by adopting a resolution. Benefits to changing to even year elections include higher voter participation (as voter turnout is traditionally higher in presidential and statewide elections) and lower costs (with Livermore and Newark also planning to change to even year elections, the higher per voter costs for odd year elections will only increase – staff believes the cost savings will be from \$10,00-29,00 per election).

- Staff has been working with the Emeryville Transportation Management Association (TMA) to reconcile data regarding the citywide Emeryville Property Based Business Improvement District (PBID) assessment levy list and to discuss issues relating to increased demand for Emery Go-Round shuttle services, the need for a long-term/permanent bus yard, and PBID renewal (currently sunsets in 2016).
- 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 meet with the City Council's Technology Sub-Committee in February/March 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 time to be considered as part of the City's mid-year budget review process. 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. Some of the additional efficiency measures through adoption of more of the electronic automated software's options have been delayed as the vendor has been bought by another company which has caused some hiccups in bringing new phases on-line. Staff expects the customer service (staffing) issues related to the buyout to be resolved by the end of December. This will also delay the Planning Department's converting from a paper-based Planning Commission agenda packet to an electronic based agenda packet. However, staff plans to have the Commission's January meeting podcast and archived through the City's website but the podcast will not be time stamped until the Commission's agenda packet can be done through the electronic automation software.
- The December 11 ENEWS, the City's electronic newsletter announced the pending retirement of City Manager Patrick O'Keeffe; announced the

appointment of the City's Mayor and Vice Mayor for 2013; had an article about new countywide prohibitions on certain uses of single use plastic bags; reminded the community about the City Council/Planning Commission meetings related to final adoption of the City's new Zoning Ordinance/Planning Regulations; requested donations/volunteers for food and toy holiday donation drives; provided information on a 24/7 hotline for social service needs/information; encouraged community members to request appointment to the new Economic Development Advisory Committee; and announced that the Emeryville Child Development Center was accepting applications for enrollment .The December 25 ENEWS was a special holiday greeting from the City that reminded everyone that "tis the season for giving" and solicited volunteers and donations for ECAP. 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 1,027 individual subscribers and is posted on the City's website homepage.