

**CITY OF EMERYVILLE
MEMORANDUM**



TO: Mayor and City Council
FROM: Patrick D. O’Keeffe, City Manager
SUBJECT: Progress Report –February 2013

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 a meeting with the Mayor with Federal Realty who are the new owners of the East Bay Bridge shopping center. The meeting was established to respond to a letter from the Mayor asking to begin a dialog about their long term plans for the center. The tone of the meeting was markedly different from our prior conversations with the prior owners. Federal is a more sophisticated developer of retail and mixed-use centers, and appreciates the underutilized asset they have acquired. They shared with us plans of various properties they recently redeveloped with mixed use development similar to what we have envisioned for the EBB center in our General Plan. They still have the same constraints on waiting for existing leases to expire, but are optimistic that given the highly dynamic nature of retail that some key leases may come up for negotiation sooner than expected. They will also be undertaking some short term improvements in the meantime to improve the center’s appearance.
- Staff attended the quarterly meeting of the Alameda County Fire Department Executive Management Oversight Committee (EMOC). Two items were discussed: 1) the existing MOU with the firefighters and its impact on next year’s budget; and, 2) the outstanding liability for other retirement employee benefits (OPEB). In regards to the first item there is a dispute about the existing contract language that provides for a cost of living (COLA) adjustment for the next fiscal year. ACFD management contends that a COLA of 3.7% is due; the union thinks it should be 9%. More info to come on this issue as negotiations play out. There was a COLA adjustment built into our 5 year cost of service estimate (but not 9%). As to OPEB (future retirement medical coverage liability that must be calculated and reported

due to new accounting rules) , staff will be recommending at the 3/19 Council meeting that we set aside fund balance from last year to pay down our liability immediately rather than over time (which would incur additional interest charges and increase the amount due).

- At the monthly City Managers meeting we concluded with a meeting of the ACAP Board of Directors and adopted the attached budget. There are sufficient funds remaining to operate for the next year assuming that we are successful in paying back the state and federal grants due with insurance proceeds. If any insurance claims are denied then there may be a call to all of the JPA cities to make an additional contribution to repay these last two liabilities. The total individual contribution from each city should not exceed \$50,000.
- At the managers meeting we also discussed the emergence of internet gambling in our east bay communities in the form of internet “cafes”. These are essentially storefronts that have a bank of computers that are rented out for internet gambling. One city is experiencing problems of prostitution and drug dealing with their café and is moving to consider a ban. Another City, Dublin, has developed regulations to govern their use which I have attached for your review. We have not yet seen applications for this type of use but we may want to be ready to respond if we feel it could be a threat to public welfare and safety.
- 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). Staff will schedule a special City Council study session meeting on the Emery Go-Round Shuttle/PBID.
- Staff continues to represent the City on various regional energy efficiency initiatives, such as the East Bay Energy Network and East Bay Energy Watch. Staff will be submitting to Council a revised joint powers agreement (JPA) for the regional Energy Council on March 19. Council previously adopted an Energy Council JPA but after further discussions with Oakland, StopWaste.org decided to amend the JPA’s language to establish a weighted voting process by which Oakland has 3 votes, Fremont and Alameda County have 2 votes and the other membership agencies have 1 vote. Due to this change, the City Council will have to approve the revised JPA in order to be part of this regional energy efficiency initiative (grant funded).
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CITY CLERK/PUBLIC INFORMATION

- The City Council took action to change the City's General Municipal Elections from November in odd-numbered years to November in even-numbered 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). After the ordinance's effective date in April, the City will formally notify the Alameda County Board of Supervisors of the City's plans and request by City Council resolution that the County Board adopt a resolution permitting the City's General Municipal Election to be consolidated with the statewide November of even-numbered year elections. The Emery Unified School Board has also taken steps to change School Board elections to November of even-numbered year elections as well. 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 (staff believes the cost savings will be from \$10,000-29,000 per election).
- Through a contact originally made through Councilmember West, staff has been able to obtain a rare piece of Emeryville history – the gavel set and personal scrapbook of Emeryville's first mayor, Wallace Hunt Christie. Mayor Christie was Emeryville's Mayor for 40 years and his scrapbook contains wonderful vignettes of early Emeryville. While the Emeryville Center of Community Life is the likely final home of this and other Emeryville memorabilia, staff is thinking about an interim resting place for the gavel and how best to preserve the scrapbook contents.
- Staff has been working to activate the CodeRED automated electronic notification system and expects that the system will be up and running in March. 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. 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 travelling 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).

- Due to staffing changes in the City Clerk's Office, 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 a new Public Information plan have been delayed. However, staff still plans to submit the preliminary plan, including a cost proposal 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 is in transition due to corporate buyouts which has caused hiccups in bringing new phases on-line. This will also delay the Planning Department's converting from a paper-based Planning Commission agenda packet to an electronic based agenda packet. However, City Council on-line agenda packets that include a Planning Commission update now include a direct link to the corresponding Planning Commission meeting. Staff is also looking at the feasibility of uploading DVD's of the Planning Commission meetings to the City's website as an interim measure until the Planning Commission can be incorporated into the City's automated, on-line agenda packet software (so viewers can view/download specific agenda items rather than having to search the entire DVD for a specific agenda item).
- Serenity Mlay has joined the City Manager/City Clerk's Office on a temporary basis to backfill the vacancy caused by the resignation of the former Executive Secretary/City Clerk Technician who left to take another job opportunity. In the meantime, staff has determined that the current job classification no longer meets the needs of the City, particularly given the increased need for information technology expertise to assist in the various new public information/education and organizational initiatives that have been underway in the City Clerk's Office. Staff expects that a revised/new job classification will be submitted for action by the City Council in April and that a new permanent staff member will be hired by in early July.
- The February 12 ENEWS, the City's electronic newsletter had an article about the City's General Municipal Election changing to November of even-numbered years; highlighted a reusable grocery bag giveaway event held at Pak-n-Save; provided an update on the City Council's search for a new City Manager; and announced the finalists for the Point Emery public art project. The February 26 ENEWS had information regarding a vacancy on the City's

Housing Advisory Committee; announce the upcoming annual Spring Carnival/Egg Hunt; announced that “green” vendors were wanted for the upcoming Earth Day Celebration; reminded residents about how to properly set out garbage, recyclables, and organics for collection; and had an article about how to opt out of receiving future editions of the Yellow Pages phone book. Both editions encouraged community members to request appointment to the City’s various community advisory bodies; announced that the Emeryville Child Development Center was accepting applications for enrollment; and had information on current City job vacancies. 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 posted on the City’s website homepage.