

**CITY OF EMERYVILLE
MEMORANDUM**



TO: Mayor and City Council
FROM: Patrick D. O’Keeffe, City Manager
SUBJECT: Progress Report –March 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 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 plans to hold a special City Council study session meeting on the Emery Go-Round Shuttle/PBID on May 7.
- Staff expects that the CodeRED automated electronic notification system will be up and running in by the end of April (staff training on how to send out notices is scheduled for mid-April). Information about the new system, including how to subscribe was included in the Spring/Summer Recreation Guide/City News; will be a continuing announcement in each ENEWS and on ETV; and will be made available at the City’s upcoming Earth Day. Staff will follow up with a citywide mailing in late April/early May and also plans to have information available through the City’s Recreation Center, Senior Center, and Child Development Center, Golden Gate Library and publicize through various community/neighborhood groups/list serves as well as send subscription invitations to the City’s advisory body members. 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).

- Staff is delaying development a new Public Information plan until after the new City Manager is hired. When developed, the plan will include an update of the City's website (including integrating the proposed CodeRED automated notification system); a social network policy; options for implementing an electronic bulletin system; and other ways to use information technology to further community outreach, information, and participation (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).
- The March 12 ENEWS, the City's electronic newsletter featured articles about the global Earth Hour and BART's Bikes on Board pilot program. The March 26 ENEWS featured the City's new CodeRED emergency and non-emergency notification system and had information about how community members can subscribe to the free service. Both editions had articles about the Spring Festival/Egg Hunt; Youth Art Month Exhibition, the upcoming World's Shortest "Duathlon"; announced a vacancy on the City's Housing Advisory Committee; 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.

- Much of the last month was spent working on the transition of projects for the next City Manager and completing the first draft of the agreements that will be necessary to construct and operate the Center of Community Life. The City School Committee reviewed the outline of the agreements at its April meeting. The Council is well on its way to interviewing candidates for the new City Manager, and an agreement with the City Attorney to act as City Manager while the recruitment is completed is in place so that the transition of leadership will be smooth. I have enjoyed the many years I have worked here, and appreciate the opportunity to have done so. All my best to the staff, Council and community.