

CITY OF EMERYVILLE

MEMORANDUM



TO: Mayor and City Council

FROM: Patrick D. O’Keeffe, City Manager

SUBJECT: Progress Report –March 2009

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

CITY MANAGER

- Staff will be submitting a request to the City Council to start discussions to enter into a new solid waste management with Waste Management of Alameda County in April. The current franchise agreement terminates in December 2010. If the City Council concurs with staff’s recommendation (the Public Works Committee has already discussed and supports staff recommendation), the next step would be for staff to formally notify WMAC of the City’s desire to begin discussions to enter into a new solid waste management agreement. Staff would also start preparing a specific list of issues for discussion related to the following general topics: meeting waste diversion mandates, meeting other City environmental goals, improving customer service, and revenue (staff would consult with Alameda County Waste Management Authority/Alameda County Recycling Board (StopWaste.org) staff as part of this process). Staff expects that the negotiation process would take approximately six months. If negotiation with WMAC does not result in a proposed new franchise agreement that meets the City’s needs, the City would still have the option to initiate a Request for Proposal (RFP) for solid waste management services.
- Staff has been working with our legislative advocate, Townsend Associates, on determining what federal stimulus monies may be available for Emeryville. We are finding that due to the small population of our city we are not eligible for direct entitlement grants that larger cities are receiving, but must instead compete for funding with other small cities at the County or State level for funding that is passed through them for distribution to smaller non-entitlement cities. We are pursuing COPS program funding for funding vacant police positions, Fire department grants for equipment, Brownfields and green job training funding for

Economic Development programs, solar power funding for installations for the Public Works Corporation yard and Police Building renovations, and grants for hybrid vehicles for replacing Public Works vehicles.

- The “2nd/4th Friday E-Bulletin, the City’s new electronic newsletter was distributed on March 13 and 27. Highlights included a briefing on the City’s budget, given the current economy; an overview of the proposed EmeryStation Greenway project; update on the Woodfin Hotel hearings regarding hotel worker compensation; update on the temporary relocation/renovation of the Police Department Building; and news regarding the citywide expansion of ZipCar, the carshare program. The April editions will be posted on April 10 and 24. Interested community members can read the electronic newsletter on-line from the City’s website: www.emeryville.ca.us or can subscribe and have the newsletter sent directly to their email address. Information on how to subscribe is listed at the bottom of each e-newsletter.

CITY CLERK OFFICE

- 1) The Fair Political Practices Commission requires the City Council, Planning Commission, City Manager, and certain other public officials to file annual Statements of Economic Interest by April 1st of each year. These statements are available for view by the public.
- 2) Due to technological and other issues, the City Clerk’s Office has postponed using streaming video technology (“web” or “pod” casting) to broadcast public meetings (in addition to broadcasting through ETV-Channel 27) until launch of the redesigned/new City website, expected in early May. Podcasting will enable access to live and/or delayed (after meeting) broadcasting of public meetings to anyone who has access to the Internet. With this technology, viewers of live webcasts will be able to simultaneously refer to City Council, Redevelopment Agency, and Planning Commission staff reports while viewing the meeting. Viewers of rebroadcast/archived Council, Agency or Commission meetings will be able to “jump” to specific agenda items rather than having to view the entire meeting. Podcasts as well as the accompanying staff reports and handouts will be archived for future reference as well. In addition, all other ETV-Channel 27 programming, such as special events and public information programs will be viewable through the podcast.
- 3) Staff continues to work with the Information Technology (IT) Office and CivicPlus, a widely used public agency website consultant to update the City’s website. The website redesign will be compatible with the City’s streaming video (podcasting) plans and future intentions to convert to an electronic-based records management system. With the new system, departments will be able to take direct responsibility for updating and amending their department websites through user-friendly templates. The proposed new website design is expected to be

demonstrated to the City Council at the April 21st Council meeting and is expected to be up and running in May.

- 4) Staff has been working on the upcoming Alameda County Mayor's Conference that will be held in Emeryville on April 8th at Trader Vic's. This event is expected to attract Mayors, Councilmembers, City Managers, and other public officials from most, if not all, the cities in Alameda County. As the host city, Emeryville will be making a presentation on the proposed Emeryville Center of Community Life as an example of the close partnership between the City and the Emery Unified School District.