

**CITY OF EMERYVILLE
MEMORANDUM**



TO: Mayor and City Council

FROM: Patrick D. O’Keeffe, City Manager

SUBJECT: Progress Report –April 2009

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

CITY MANAGER

- In response to Council request, staff has been in conversations with Waste Management of California (WMAC) to determine the feasibility of adding polyethylene-terephthalate (PET) and polypropylene plastic food ware items to the City’s residential recycling program conducted by Waste Management of Alameda County (WMAC), the City’s solid waste management franchisee. Currently, the only plastic food wares accepted for collection are narrow-necked bottles. Based upon these conversations, staff believes that these additional plastic food ware items will be able to be accepted for recycling collection and will update Council at one of the May Council meetings. The acceptance of these materials will allow Safeway and Starbucks to use these for packaging and be in compliance with the City’s Foodware Ordinance, pursuant to recent Council direction. In addition, staff expects to start franchise agreement negotiations with WMAC in May (the current agreement ends in December 2010).
- Staff has been working with the Emeryville Transportation Management Association (TMA) which runs the Emery – Go _ Round, and Amyris Biotechnologies to submit a federal grant application (federal stimulus package funds) to the Department of Transportation to fund an innovative program to pilot the use of biodiesel fuel in diesel/electric hybrid engine buses. The application will seek funding for the purchase of one or more busses that could run on Amyris fuel. The application is due in mid-May.
- Staff continues to try and work with the City of Oakland to come to agreement regarding library services. However, given the City of Oakland’s lack of responsiveness, staff has grave doubts that this issue is going to be resolved. When

the Council discusses budget on June 6th (Advance) it is possible that staff will recommend termination of this agreement to save \$80,000 annually to offset our declining revenues.

- The “2nd/4th Friday E-Bulletin, the City’s new electronic newsletter was distributed on April 10 and 24. The April 10th edition celebrated Earth Day while the April 24th edition provided information on the Sherwin Williams cleanup and the countywide 2-1-1 social service hotline. The May editions will be posted on May 8 and 22. 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) With the late April launch of the City’s completely revamped website (www.emeryville.org) the public has access to much more public information in a much more user friendly format. The new City homepage includes direct links to a City/Community Calendar (will be able to link to meeting agendas/event flyers through the calendar); direct link to the Emery Go-Round shuttle schedule; direct link to a Public Art page; and direct link to live streaming videos of what’s on the City’s ETV: Cable Station Channel 27. Streaming videos of the City Council/Redevelopment Agency include simultaneous viewing of meeting agendas and downloadable staff reports. Archived videos of Council/Agency meetings are time-stamped for quick access to specific agenda items and include action minutes, after adoption. In addition, meeting agendas and minutes for the Planning Commission and all of the City’s advisory committees are now posted on the City’s website. Commonly used city forms, such as business license applications and city facility rental/event applications, are available to be downloaded (cannot yet be submitted on-line). In addition, through E-Notify, residents can sign up to automatically receive notifications regarding city meetings and more. Through “Report a Concern”, the public can notify the City about anything that needs attention, such as potholes, graffiti, or trash/litter problems.
- 2) Starting with the April 7th meeting, City Council/Redevelopment Agency meetings is being broadcast using streaming video technology (“web” or “pod” casting) as well as through ETV-Channel 27. Streaming video gives access to live and/or delayed (after meeting) public meeting broadcasts to anyone who has access to the Internet. With this technology, viewers of live webcasts are able to simultaneously refer to City Council and Redevelopment Agency meeting agendas while viewing the meeting. Viewers of rebroadcast/archived Council/Agency meetings can “jump” to specific agenda items rather than having to view the entire meeting. Meeting videos as well as the accompanying staff reports, handouts, and adopted action minutes 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. A program guide will be continually updated and displayed for 15 minutes after every broadcast event/meeting/program and will also be broadcast every evening between 12midnight-1am.

- 3) Staff is working with Code Publishing to update the City's municipal code and develop/host an on-line, searchable Emeryville Municipal Code (EMC) book that will be accessible to the public. Once launched, interested parties will be able to access the on-line, searchable code through the City's homepage. The new electronic EMC is expected to be completed and go live by the end of May/early June.
- 4) While implementation of the City's electronic records management system is still months away, the City Clerk's Office continues to expand the number of public records available electronically for in-house staff reference. Currently, Council, Redevelopment Agency, and MESA resolution titles (and downloadable resolution copies) from 2006 to the present are searchable electronically through the City's "intranet" N: Drive. In addition, the City's Administration Instruction (A.I.) manual is also expected to be available in early May.