

CITY OF EMERYVILLE MEMORANDUM



TO: Mayor and City Council
FROM: Patrick D. O'Keeffe, City Manager
SUBJECT: Progress Report –September 2012

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

CITY MANAGER

- Alameda County Fire has begun the recruitment process for a new Fire Chief. As part of that process the search firm has individually contacted all of the managers that are on the staff executive committee (County COA, City Managers and managers of the two labs) for input on desirable characteristics for the new Chief. Staff participated in a conference call to convey our perspective. Among the items discussed was a continuation of the very good communication we have experienced so far, experience with multi agency service delivery and governance structures, and willingness to address cost containment.
- Staff attended the swearing in of our new police officer, Joshua Patterson, and enjoyed conversations with his wife, and parents and relatives that had traveled from the mid west to observe the ceremony.
- Staff participated in a meeting with Administrative Services Department staff to bid farewell to Delores Turner and to let the staff know what the City Manager was going to recommend for the replacement management of the department. There were no concerns expressed.
- Staff participated in the annual retreat of the Alameda County City Managers Association to review last year's accomplishments and set goals for the coming year. One of the areas we will be looking into that staff will be active in is infrastructure financing mechanisms to replace redevelopment funding. San Leandro and Livermore managers will also be active on this topic.

- Staff attended the quarterly meeting of the executive management team (EMOC) that provides staff input to Alameda County Fire operations. This was the first meeting attended since we executed the contract with the County. The topic of unfunded liability for health benefits was discussed and is an important element of the on-going cost of fire services to all of the members. An actuarial report prepared pursuant to GASB 45 was discussed and Emeryville staff will schedule a Council discussion of the report, and its impact on Emeryville fire service cost, at an upcoming meeting. A reminder that we knew going into the ACFD contract that the health benefits provided by the County are currently more generous than what we offered our fire personnel, and that we would need to work with the County on adjusting benefit levels to match reduced resources.
- Staff participated in a meeting with the Mayor to meet Nancy Skinner's new field representative Treva Reid. She will be contacting all Council members to introduce herself, and we will see her at various future City functions.
- StopWaste.org has approved a final proposed Energy Council/Joint Powers Agreement (JPA) for consideration by the cities of Alameda County as well as the County representing unincorporated areas. The purpose of the JPA is to coordinate energy efficiency grants in the County. The proposed JPA reflects the input provided by Emeryville and other jurisdictions to clarify that joining the JPA does not pose a financial liability to its members and that all of the JPA's administrative costs will be covered through grants. While it is anticipated that most of the JPA's decisions will be through consensus, the JPA's proposed voting structure is based upon one vote for each member jurisdiction.
- Staff has also been working with the East Bay Energy Watch (EBEW) which provides energy efficiency and alternative energy programs through PG&E as approved by the State Public Utilities Commission (PUC). EBEW serves Alameda County and Contra Costa County and is in the process of establishing a staff-level advisory body to PG&E's administration of these programs/funding. Staff is also helping to promote an EBEW commercial energy efficiency campaign that is currently being conducted in Emeryville by the EBEW service provider. Finally, staff is also working with other cities in Alameda County on developing an East Bay Regional Energy Network (EBREN) that can access energy efficiency funding directly from the PUC, rather than going through PG&E. These energy efforts are in addition to the multi-family energy efficiency pilot programs being conducted with Berkeley and Oakland. However, all of these efforts are having results – as now there are forums to coordinate the disparate energy efficiency initiatives in the East Bay, with corresponding greater impacts in reducing greenhouse gas emissions and reliance on fossil fuels and thus meeting the requirements of Emeryville's Climate Action Plan.

CITY CLERK

- The City Clerk's Office plans to request that the City Council approve a subscription to the CodeRED Notification System on the November 8 City Council meeting. 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. While originally developed for emergency communications, such as evacuation notices, missing child alerts, and severe weather warnings, the notification system can also be used for public notices, meeting/event announcements, and other non-emergency community outreach initiatives.

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 traveling 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). Messages may be launched by authorized City staff via telephone or Internet, from anywhere at any time to ensure messages are delivered in their entirety whether the call is picked up live by a person or an answering device. The Alameda County Fire Department (for emergency personnel notification only) as well as the cities of Alameda, Dublin, and San Leandro (for personnel and public notification) are already CodeRED subscribers and Emergency Communications Network has been providing similar or related services since the early 1990's (originally automated voice delivery. The City's projected cost for a three-year subscription is estimated to be \$23,000-\$25,000) including a periodic database accuracy test. A YouTube video that narrates the use of CodeRED during a Wichita Falls major water main break can be viewed at <http://www.youtube.com/watch?v=Mm9ZdhO11mc&feature=plcp>.

- During September, the City Clerk's Office continued to work with other departments to compile documents regarding the City's redevelopment initiatives in response to the State Department of Finance and Alameda County audit of the City's proposed ROPS. This effort continues to make the case for transitioning to an electronic-based records management system!

- City Clerk staff continues to work on several other organizational improvement projects, including the following: analyzing the feasibility and costs of installing electronic bulletin boards/kiosks for city notices and other public information; developing an “Emeryville 101” interactive workshop for City staff; developing an electronic work management system for the City Clerk’s Office; expanding and improving the City’s community outreach initiatives and procedures; and converting the City’s paper-based records management system to an electronic-based system.
- The September 11 ENEWS, the City’s electronic newsletter invited the community to participate in the annual Shoreline Cleanup, Park Avenue Plaza Party, and Proposed Zoning Ordinance/Planning Regulations community meetings; announced that the Emery Unified School District had launched *School-Loop*, an electronic-based information portal for parents to keep up to date with student grades and attendance; announced a workshop on preventing senior scams; and announced the upcoming annual Emeryville Celebration of the Arts Exhibit. The September 25 ENEWS reminded the community of the annual Emeryville Celebration of the Arts Exhibit, Proposed Zoning Ordinance/Planning Regulations community meetings; promoted a free one-day drop off program for prescription medicine; promoted a program by which businesses can receive free technical assistance to save energy and cut energy costs; and provided information about how eligible citizens can now register to vote on-line. Both newsletters announced that the Emeryville Child Development Center was accepting applications for enrollment. 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 also sent to the Park Avenue Neighborhood Association (PANA), Oliver Lofts, Key Route Lofts e-trees, all City employees, and is posted on the City’s website homepage.