

# CITY OF EMERYVILLE MEMORANDUM



**TO:** Mayor and City Council  
**FROM:** Patrick D. O’Keeffe, City Manager  
**SUBJECT:** Progress Report –January 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 participated in meetings in January with EUSD staff to begin negotiations on MOU #3 for the Center of Community Life Project. The basic outline of the agreement will be scheduled for Council review at the March City School Committee meeting. The MOU will provide for the payment of the City’s remaining financial commitment for funding the center (contingent on DOF approval), governance (similar to what we have now) and operational responsibilities.
- Staff participated in two employee recognition events last month organized by HR staff and Debra Auker. The idea to replace our annual holiday party with a series of informal gatherings for socializing came from a committee of staff from various departments. The events went well and had a collegial feel to them.
- Staff met to discuss the Eastshore State Park Improvement Project (including drainage swale) and how we will approach the project now that we will not receive funding from the Costco Buson remediation fund. We are back to a smaller project initially that may have to be supplemented in the future with grant funding that may become available.
- Staff participated with the Mayor in the 2013 annual Chamber Leadership presentation on how local government works. This program is designed to build leadership skills in up and coming managers, and potentially interest them in local government leadership roles.

- Staff participated with the Mayor in the annual Chamber of Commerce State of the City presentation. The event was well attended and taped by Second Sight for broadcast on ETV for those who are interested and could not attend.
- Staff attended one day of the annual City Managers League of Cities Conference in SF. Good panel discussions on communication approaches for conveying information to residents, and an update on current property based improvement districts law (which funds Emery Go Round).

## **CITY CLERK**

- In response to City Council's direction to start the legislative steps laid out by State law to change the City's General Municipal Elections from November in odd years to November in even 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), staff is planning on submitting a first reading of an ordinance to change the election date for Council consideration at the February 5 City Council meeting (a citywide postcard notifying Emeryville residents of the proposed change was mailed in the third week of January) followed by a second reading of the ordinance on February 19. Based upon that timeline, the ordinance to change the election cycle would take effect in March. After the ordinance's second reading, staff will formally notify the Alameda County Board of Supervisors of the City's plans and request that the County Board adopt a resolution permitting the City's General Municipal Election to be consolidated with the statewide November of even year elections. The Emery Unified School Board may also change to November of even year elections by adopting a resolution. 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 (with Livermore and Newark also planning to change to even year elections, the higher per voter costs for odd year elections will only increase – staff believes the cost savings will be from \$10,000-29,000 per election).
- 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 in March.
- City Clerk and Information Technology staff have been working together to develop a Public Information plan that focuses upon the use of web-based technology to advance communication with the Emeryville community. Staff

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 the plan and expects that a final draft plan, including a cost proposal will be submitted 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 has been bought by another company 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, staff plans to have the Commission's meeting's podcast and archived through the City's website but the podcast will not be time stamped until the Commission's agenda packet can be done through the electronic automation software.
- After several years, Lorraine Leong, the City's Executive Secretary to the City Manager/City Clerk Technician has resigned to take another job. The position will be filled after staff does an analysis of whether the current job description is still in line with the City's needs – particularly as it relates to the increasing use of information technology in the City Manager/City Clerk's Office. In the meantime, staff plans to hire temporary assistance from an employment agency.
- The January 8 ENEWS, the City's electronic newsletter had an article about new countywide prohibitions on certain uses of single use plastic bags; reminded the community about the City Council meetings related to final adoption of the City's new Zoning Ordinance/Planning Regulations; and had information about how the public can lease city facilities for weddings, meetings, and other events. The January 22 ENEWS had information regarding the City Council's search for a new City Manager; had an article about the annual State of the City address; and promoted a webinar regarding energy efficiency measures for local businesses. Both editions had information about upcoming City Council deliberations to change the Emeryville Municipal Election to November of even-numbered years; 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](http://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.