

CITY OF EMERYVILLE MEMORANDUM



TO: Mayor and City Council
FROM: Patrick D. O’Keeffe, City Manager
SUBJECT: Progress Report –March 2011

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

CITY MANAGER

- Many hours were spent last month tracking the activities of the State legislature and its potential actions to eliminate redevelopment. Meetings were conducted to determine how to protect redevelopment agency assets from state appropriation, time was spent with the staff of our legislators explaining the impacts and advocating for the CRA/League of Cities alternative legislation, and meetings were conducted with property owners and developers trying to assess the impact on pending development projects and property acquisitions.
- March saw the implosion of the Associated Community Action Program (ACAP), a county wide social service provider run by a Joint Powers Authority of which Emeryville is a member. With the organization out of cash and unable to make payroll and pay vendors, it was necessary for the Board to lay off staff and begin the process of winding down the activities of ACAP to its ultimate closure. The ACAP Board has been supported in this effort by the City Managers and City Attorneys of each of the Alameda County member cities. An initial funding call of \$25,000 each was met to pay back wages due the terminated employees and to fund a contract for a temporary administrator. Once ACAP is dissolved it is possible for a private non profit to be created to carry on the mission of ACAP utilizing federal funding and without financial liability to the cities.
- Staff attended the annual California Redevelopment Association meeting in San Jose. Although much uncertainty hung over the event due to the pending State redevelopment death legislation, the group carried on with the usual

workshops and panels that provided good information for our activities. One of our favorite events is the recognition lunch where awards are given to the best projects completed in the prior year. This is a competition judged by a panel of redevelopment experts. This year our Director of Economic Development & Housing, Helen Bean, served on the selection panel.

- Since the CIP workshop/Special City Council meeting scheduled for March 15 has been postponed due to uncertainties regarding redevelopment funding, staff will post an electronic survey to provide additional opportunities for the community to have input on the CIP. The on-line survey will be distributed through the April 12 and 26 editions of the ENEWS and the City's website. Staff will also ask the Chamber to provide a link to the survey through their electronic bulletin. All of the survey results will be provided to Council before the next scheduled CIP workshop and responses will be able to be coded according to whether the responder is a member of the residential, business, or property owner community.

The CIP sets priorities for building the City's infrastructure, such as parks; sewer/storm drain improvements; pedestrian/bicycle network; traffic/street improvements; affordable housing; and community facilities, such as the proposed Emeryville Center of Community Life (ECCL), the Emeryville Arts Center, and renovations to the City's Police Department building. The Redevelopment Agency provides most funding for CIP projects, with some funds also coming from the City's General Fund or state/regional/federal grants. The CIP Plan is updated every 2 years.

- Staff continues to work with the cities of Berkeley and Oakland as well as PG&E to deepen efforts to strategize how best to further energy efficiency and related climate change/"green" practices, especially for the commercial and multi-family sectors. In addition to working on developing protocols for encouraging multi-family complexes to initiate energy efficiency measures, staff has volunteered to lead a work group on identifying various federal, state, regional, and private incentives available to businesses wishing to further energy efficiency and related "green" practices.
- Staff will request that the Finance Committee set the guidelines for the City's annual Community Promotion Grant program at the Committee's April meeting. Since FY04-05, the City Council had kept the overall grant program at the same funding level of \$58,450 (\$55,950 Redevelopment Agency funds and \$2,500 General Fund). In addition to the Community Promotion Grant Program, the City has also supported the following cultural/arts programs: Emeryville Celebration of the Arts (\$30,000), Emeryville Historical Society (\$6,000) and the Poet Laureate Program (\$3,000) for a total of \$97,450.
- In conjunction with the Emeryville Transportation Management Association (TMA) and interested individuals, staff has submitted a Department of

Transportation (Caltrans) Community Based Transportation Planning (CBTP) grant proposal to conduct a study to consider regional transportation options, to better connect Emeryville, West Berkeley, and parts of Oakland, including considering the feasibility of a fixed light rail or tramway (Emeryville-Berkeley-Oakland Tramway or EBOT). The City Council approved the grant submittal at the March 15 meeting.

- City Clerk staff has been working on a comprehensive strategy to update and clarify the City's policies, guidelines, and administrative procedures relating to the City's advisory bodies. Staff submitted revisions to the Council Rules and Procedures relating to advisory bodies that were adopted by the City Council on March 15. Staff plans to submit amendments to the City's Committee Rules and Procedures for Council consideration on April 5. In addition, staff is developing a City of Emeryville Boards, Committees, and Commissions brochure that will summarize the City's various advisory bodies, provide information on the application process for membership, and provide a brief synopsis of the duties and responsibilities of advisory body members, such as adherence to the Brown Act and the City's Conflict of Interest Code (certain advisory bodies only). Staff is also developing a revised administrative instruction (A.I.) for City staff that act as advisory body staff liaisons that will detail the responsibilities of liaison staff as well as City Clerk staff in supporting the City's various advisory bodies. The City Clerk plans to hold a "City Boards, Committees, and Commissions" workshop for all of the City's staff liaisons by the end of April to assist staff liaisons in understanding their responsibilities.
- City Clerk staff is developing an "Emeryville 101" interactive workshop for City staff. The workshop is designed to increase staff knowledge regarding the City of Emeryville as well as providing a hands-on opportunity to familiarize city staff with various resources, such as the City's website, budget book, CIP plan, General Plan, and Administrative Instruction Manual. Following the "Emeryville 101" workshop, the various departments, beginning with Administrative Services will conduct workshops for city staff to become familiar with each respective department's responsibilities, services, and projects. The workshop series is scheduled to occur every quarter.
- The City Clerk's Office has also continued to work on expanding and improving the City's community outreach initiatives and procedures. The City's Cal in Local Government intern is working on a new "City of Emeryville Programs and Services" brochure that will summarize what each City department does; provide contact information for the City's most requested programs/services, such as affordable housing, crime/graffiti abatement, animal control, bicycle registration, business tax and license, and planning/building permits; and provide information on the City's website and how to subscribe to the City's ENEWS. The contact information page is being designed as a tear away section that can be put on a refrigerator door. In

addition, staff plans to hold the first of several interdepartmental “Community Outreach” meetings in April to identify community outreach resources held by various departments, such as targeted contact lists (for example, citizen emergency response teams, homeowner/neighborhood association newsletters/list serves, apartment complex manager lists) and also identify community outreach needs. The goal is to establish an electronic-based centralized community outreach resource “manual”, that will include citywide and targeted contact lists; examples of community outreach materials; and standardized protocols that can be updated and maintained through an interdepartmental group effort.

- This month, City Clerk staff started attending a webinar series (2-3 hours per week for four weeks) on essential records. The webinar series, hosted by the State Archive Office, California Department of State, is designed to assist government staff in developing protocols to preserve City records necessary for emergency response or for continuation of City services after an emergency. Staff will incorporate the identification protocols learned through the webinar into staff’s review and proposed amendments to the City’s records retention schedule.
- The “2nd/4th Tuesday ENEWS, the City’s electronic newsletter was distributed on March 8 and 22. The March 8 edition featured articles on the City’s new energy saving LED street lights; announced free tax preparation services for income-eligible residents; provided links to the Emery Unified School District (EUSD) new Emery XPress quarterly newsletter and links to the *Take the State Budget Challenge* survey. The March 22 edition featured articles on the proposed amendments to the City’s sanitary sewer ordinance relating to new mandates from the U.S. Environmental Protection Agency (EPA) and the East Bay Municipal Utility District (EMBUD); announced a community workshop regarding the Sherwin Williams toxic remediation plan; announced the upcoming City’s annual family-friendly Spring Fling and Egg Hunt event; announced a free Transportation Expo, hosted by the Emeryville Chamber of Commerce; and provided newly available City demographic information from the 2010 Census. Both newsletters announced that the Emeryville Child Development Center was now accepting applications for enrollment and provided information on the Thursdays Emeryville Farmer’s Market adjacent to City Hall. 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.