



City Manager's Weekly Update

Week ending December 16, 2011

UPCOMING MEETINGS

- 12/19** City Council Closed Session, 5:30 p.m., City Manager's Large Conference Room
- 12/19** City Council Meeting, 7:00 p.m., Council Chambers
- 1/3** Shoreline-Marina Committee Meeting, 4:00 p.m., Sister Cities Gallery
- 1/3** City Council Meeting - CANCELLED
- 1/6** Finance Committee Meeting - CANCELLED
- 1/9** City Council Work Session, 7:00 p.m., Helen Lawrence South Offices Conference Rm.
- 1/10** Facilities Committee Meeting, 4:00 p.m., Sister Cities Gallery
- 1/12** Business and Housing Committee Meeting, 4:00 p.m., Sister Cities Gallery
- 1/13** Airport Committee Meeting, 9:00 a.m., Sister Cities Gallery
- 1/16** **Martin Luther King, Jr. Birthday Holiday, City Offices Closed**
- 1/17** City Council Meeting, 7:00 p.m., Council Chambers
- 1/19** City/SLUSD Liaison Committee Meeting, 4:00 p.m., Sister Cities Gallery
- 1/20** Finance Committee Meeting, 8:15 a.m., Sister Cities Gallery

To: City Council
From: Lianne Marshall, Interim City Manager

Good News! We were pleased to be informed that the East Bay Broadband Consortium was awarded a three-year \$450,000 grant from the California Public Utilities Commission to develop a regional broadband program. San Leandro staff and OSISOFT will be participating in the development of the East Bay broadband infrastructure plan to make the East Bay a national and global broadband leader.

Mark Your Calendar

Lighted Boat Parade (reminder)

Saturday, December 17, 5:00 p.m., San Leandro Marina

- The San Leandro Marina Lighted Boat Parade will be held tomorrow evening. The theme is "A Tropical Holiday."
- At **5:00 p.m.**, there will be refreshments with Santa and his elves at Mulford Point near the Marina Office, and at **6:00 p.m.**, the lighted boat parade will begin, and an award ceremony will follow hosted by the Spinnaker Yacht Club.
- Sponsors of the event are Otis Spunkmeyer, Ghirardelli, El Torito, Horatios, Marina Inn, Crown Worldwide Moving and Storage, and Monarch Bay Golf Club.

Alameda County Fire Department (ACFD) Holiday Events (reminder)

Sunday, December 18, 11:30 a.m. – 3:30 p.m., Fire Station #9, 450 Estudillo Avenue

- To help support the Alameda County Firefighters Holiday Toy Drive, the ACFD will be hosting an event this Sunday. The Holiday Toy Drive helps grant holiday wishes to children and families in need in San Leandro.
- Attendees can enjoy holiday treats and have their picture taken with Santa on an antique fire engine. A \$10.00 donation is optional.
- Also, to support the Alameda County Firefighters Holiday Toy Drive, donations of new and unwrapped toys, as well as gift cards and monetary donations, can be made at any ACFD Fire Station through December 24. Donation barrels are also at City Hall.

Energy Upgrade California (flyer attached)

Thursday, January 26, 6:30 p.m. to 8:00 p.m., Main Library Lecture Hall, 300 Estudillo Avenue

- The City is co-sponsoring a free San Leandro Home Energy Forum on January 26 where homeowners can learn about Energy Upgrade California, which is a new statewide collaboration of governments and utilities that provide a one-stop shop for home improvement projects that will save homeowners money by lowering energy use and making their home healthier and more comfortable. Homeowners can get up to \$4,000 back in rebates

when they make their home more energy efficient. Also, homeowners can receive a \$300 rebate on a comprehensive energy assessment through February 2012.

- For more information, go to www.energyupgradeca.org; to RSVP please go to <http://sanleandroenergyforum.eventbrite.com>.

Council Information

City Holiday Closure Schedule (schedule attached)

- As in years past, in recognition of the winter holidays and as a budget savings measure, the following City offices and facilities will be closed from **December 24 through January 2** and will resume regular business hours on Tuesday, January 3: City Hall, the Recreation and Human Services Department administrative offices, the Public Works administrative offices, Marina Community Center, San Leandro History Museum and Art Gallery, Casa Peralta, and the Mulford-Marina and South Branch Libraries.
- The Main Library and Manor Branch Library will have reduced hours.
- Inspections by the Building Division will be available during the break if scheduled by noon on December 22.
- Park Maintenance will have limited staff on duty, and the Water Pollution Control Plant will have limited staff but will still be fully operational. Street sweeping will maintain its normal residential schedule.
- Public Works will have staff from the Facilities and Streets (Electrical) Divisions on standby for any emergencies that arise. They can be activated through a call to Police Dispatch, 577-2740.
- Police and Fire facilities will remain open. There will be no interruption in public safety services, and parking regulations and time restrictions will be enforced.

Ranked Choice Voting for November 2012 Election

- The City Clerk's Office was recently informed that the Secretary of State has approved the use of Alameda County's ranked choice voting system for calendar year 2012.
- Ranked choice voting will be used for San Leandro's General Municipal Election in November 2012, unless repealed by the Council.
- The Council will be requested in June 2012 to take the necessary actions to call the November election.

East Bay Broadband Consortium Awarded CPUC Grant

- The East Bay Economic Development Alliance (EDA), on behalf of cities in Alameda and Contra Costa counties and in collaboration with the Contra Costa Economic Partnership, the Solano Economic Development Corporation and the East Bay Community Foundation, was awarded a three-year \$450,000 California Public Utilities Commission grant for its new Rural and Urban Regional Broadband Consortia Program.
- Creation of the East Bay Broadband Consortium (EBBC) was a necessary first step for the region to access the \$100 million in CPUC grant funds available for broadband projects, including infrastructure improvements. The City is ideally positioned to receive CPUC grant funding to expand broadband capacity and availability in our industrial and commercial areas based on the Lit San Leandro project, along with programs identified in the Broadband Strategy (scheduled to be completed in Spring 2012).
- City staff and OSISOFT will be participating in the development of the East Bay broadband infrastructure plan to make the East Bay a national and global broadband leader. Work on the plan is scheduled to start early next year and take approximately one year to complete. The plan is intended to promote optimal broadband and utilization in the areas of economic development, E-education, E-Health and telemedicine, human services and E-government, and public safety and emergency services (the Strategic Framework).

East Bay Economic Development Alliance (EDA) Priority Initiatives (initiative matrix attached)

- Over 200 professionals gathered on December 5 in Concord for a morning of regional strategic planning. San Leandro was represented by City staff and business leaders. Based on information provided in the Building On Our Assets report, individuals were split into groups to discuss priority initiatives for four areas: Business Climate; Innovation; Land Use and Infrastructure; and Workforce and Education.
- Attached is a matrix which includes the four to five priorities identified for each issue area. The East Bay EDA will use this as a guide in determining future priorities and programs. There is alignment with many of the City's priorities, such as: State's impact on cities/schools; Cheerleading – regional marketing; increased innovation; small business training/support; and better communication between education/workforce and business sectors.

Credit Presentations on Pension Side Fund Bonds

- Credit presentations were made yesterday to both Moody's Investor Service and Standard & Poor's on the City of San Leandro Pension Obligation Bonds, Series 2012. The presentations were made by the City (the Interim Finance Director and the Deputy Finance Director), along with the City's Financial Advisor and Underwriters at the San Francisco offices of both firms. The firms' ratings are key elements to the ultimate interest rate and sale price for the bonds.
- Both presentations were made to public finance directors and analysts of the rating firms. The proposed issuance will be rated in early January. Moody's has recently reaffirmed the existing A1 rating of the City's last COP issuance. To view the presentation, please click [here](#).

Council Follow-Up

SL Police Department (SLPD) Non-Emergency Phone Calls

- SLPD has increased the number of non-emergency lines from 3 to 5 based on complaints from citizens who would call the police department and receive a busy signal. How this system will work is once the 5th line has been placed on hold, any additional call(s) will be placed in a call queue. The caller will receive an announcement that says, "You have reached the San Leandro Police Department. If this is an emergency, hang up and dial 9-1-1, otherwise stay on the line and the next available dispatcher will be with you as soon as possible." This announcement will repeat every 30 seconds. When one of the 5 lines has been disconnected, the first caller in the queue will ring into the open line.

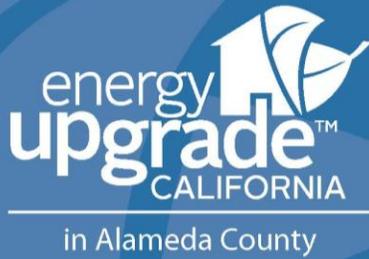
Businesses in the News

Drake's Brewery – Orinda's John Martin, a Lawyer's Son, Follows Own Path To Brewing Business (article attached)

- The story of Drake's Brewery in San Leandro and their newly opened Barrel House in Orinda was covered by the Oakland Tribune, Inside Bay Area, on December 8, 2011.

Peterson Tractor Celebrates Its 75th Anniversary (article attached)

- Peterson Tractor was incorporated in 1936 as the Caterpillar dealership for five Bay Area counties and the company quickly transitioned to designing customized tractors. Peterson moved its headquarters from Hayward to its current Marina Boulevard location in the 1940's.
- Peterson presently has 19 locations and over 1,000 employees. About a third of the employees are located in San Leandro. Employment is split almost equally between Peterson Power Systems and Peterson Tractor. The company has expanded and changed as the market for its products has evolved, and it has also been awarded for its environmental efforts.



Energy Upgrade California

Energy Upgrade California is a new statewide collaboration of governments and utilities that provides:

- Over \$4,000 in energy efficiency rebates
- A one-stop shop for homeowners to find contractors and rebates
- Low-interest financing options

www.EnergyUpgradeCA.org

San Leandro Home Energy Forum

Learn how to **get up to \$4,000** in rebates on a home energy efficiency upgrade

WHEN: Thursday, January 26
6:30–8:00 p.m.

WHERE: San Leandro Main Library, Lecture Hall
300 Estudillo Rd., San Leandro, CA

This event is **FREE** and open to all Alameda County homeowners. Refreshments will be provided.

Please RSVP to this event online, or call 510-891-6528
<http://sanleandroenergyforum.eventbrite.com/>

Participating Contractors who are trained and ready to work on your home will be there to answer your questions.

Now your home energy upgrade can raise money for local schools!

Learn how a new program called Energize for the Prize will donate to local schools when you get an energy upgrade. San Leandro Education Foundation, a co-sponsor of this event, can earn more than \$5,000 through this program.



For more information, please contact Edie Irons at (510) 891-6528 or info@energyupgradeac.org



Revitalizing Prosperity: East Bay Strategic Planning Workshop
 December 5, 8:00 a.m.-12:00p.m
 Crown Plaza Hotel, Concord

Priority Initiatives by Issue Area

Business Climate	Innovation	Land use & Infrastructure	Workforce & Education
<ul style="list-style-type: none"> • A “clearinghouse” of resources & best practices * • State’s impact on cities/schools as attraction/retention • One-stop pre-application process or business concierge program * • Reduce overlapping jurisdictions/communications issues 	<ul style="list-style-type: none"> • Cheerleading -- regional marketing • State level advocacy • Incubators & increased innovation • Internal Communications, data and research 	<ul style="list-style-type: none"> • Regional gas tax & ½ cent sales tax • Make better use of rail • Small business training/support * • Regional best practices on permitting/zoning * • Industrial Development Bonds (raise maximum amount & expand scope of impact) 	<ul style="list-style-type: none"> • Improved regional networking and collaboration • Better communication between education/workforce and business sectors • Better student outcomes • Educational infrastructure improvements

* Indicates cross-cutting initiatives that may overlap with initiatives in other issue areas.

- [Business](#)

Peterson Tractor Celebrates Its 75th Anniversary

Large Caterpillar dealership started in San Leandro on 20 acres of tomato fields before Marina Boulevard even had its name

- [By Carol Parker](#)



Marina Boulevard in San Leandro has become synonymous with car dealerships, outlet stores, waterfront restaurants and a golf course.

But, as San Leandrans cruise down the thoroughfare they may not realize a major piece of San Leandro's history and a formidable force for its future sits there today on what was once 20 acres of tomato fields.

In 1947 those fields were purchased for \$5,000 per acre by a young industrialist, [Howard Peterson](#). Soon thereafter they would become the site of what would grow to be one of the most dynamic [Caterpillar](#) dealerships in the country.

Marina Boulevard was called First Avenue back then and it would be nine more years until the nearby [Interstate 80](#) (Nimitz) Freeway would be built. But the foundation for San Leandro's present-day business base was coming together in the 1940's and Peterson's company became an integral part of it.

Peterson Tractor Co. did not begin in San Leandro. It was [founded](#) during the post-depression era of the mid-thirties. It was incorporated on November 16, 1936 as the Caterpillar dealership for five bay area counties (Marin, San Francisco, San Mateo, Alameda and Contra Costa). Howard Peterson

acquired the territory by purchasing the area's existing Caterpillar dealership, Robinson Tractor Co. (which had been located in Oakland and San Francisco), for \$150,000.

In 1937 Peterson moved its headquarters to a brand [new facility](#) on Watkins Street in Hayward. In 1942 the headquarters moved across town in Hayward to a new facility at the corner of A and Soto Streets in a building spanning an entire city block.

It was this same year that founder Howard Peterson's brother, [Buster](#), came on board and started designing customized tractor innovations. Buster's patents were many and can be seen [here](#).

At the end of the 1940's construction on Peterson's large headquarters in San Leandro was complete and the business moved into its [current location](#) at 955 First Avenue (now Marina Boulevard) where it remains today.

With 19 locations, you can see [here](#) , it now has over 1000 employees. Approximately one third of its employees work at the Marina Boulevard headquarters.

Back in 1960, [Good Year's BIG Magazine](#) wrote in its February edition that the Peterson facility in San Leandro dwarfed virtually every other equipment dealership in the nation and was functional down to the last square inch. Its expansive showroom area displayed an array of farming and industrial machines offered to customers, housed within a 25,000 square-foot building. Along with the showroom there were sales and administrative offices and a front parts counter. Adjacent to that was a 32,400 sq-ft parts warehouse which backed up to a Southern Pacific railroad spur for easy equipment delivery from the factory.

The largest building on the site, a 42,000 sq-ft structure, housed the main shop with a traveling 3-ton hoist system serving 24 bays, a machine shop with welding and fabrication capabilities and a drafting room. Beyond, stood two smaller utility buildings for the steam cleaner, paint booth, sandblasting area and miscellaneous storage.

Today the San Leandro based company's emphasis remains on innovation according to the founder's granddaughter, Eileen Grafton, who serves as Peterson's Employee Communications Manager and its historian.

Grafton has written one book about the company and is authoring a second one which will commemorate Peterson's 75th anniversary this year.

"My grandfather really pushed the notion of innovation," she said, "and he believed in the idea of providing customized service and finding niche markets."

Another of Howard Peterson's grandchildren, Duane Doyle, is the current owner and CEO of Peterson Holding Company. He assumed the business from his father, William E. Doyle, Jr., in 1995.

As owner and dealer principal, Doyle expanded his company into Southern Oregon in 2003, re-organizing Peterson into three separate entities under the Peterson Holding Company banner. Peterson Holding Company is the parent company to three subsidiaries today - [Peterson Tractor Co](#), the earthmoving and construction equipment company for Northern California, [Peterson Machinery Co](#), the earthmoving and construction equipment company for Oregon and Southern Washington and, [Peterson Power Systems](#), the power systems company for both Northern California, Oregon, and southern Washington.

Today the company has not only expanded and changed as the market for the products it sells has evolved but it has also been awarded for its environmental efforts. You can read about that [here](#) and [here](#).

For a more thorough look the company's history in San Leandro and the Bay Area, you can visit the extensive archive section of its website [here](#).

Orinda's John Martin, a Lawyer's Son, Follows Own Path To Brewing Business

By Lou Fancher
Oakland Tribune, Inside Bay Area Correspondent
Posted: 12/08/2011

ORINDA -- Growing up in Orinda, John Martin hiked the hills, diligently following in his father's footsteps. When it came time for college, he chose pre-law, just like his father and his father's father before him. But one day, his father told him the straight-ahead truth. "He sat me down and said, 'You really don't have the killer instinct,' " Martin remembers. "It was liberating, really. I'm so glad he said that because it changed everything."



Well, almost everything. What it didn't change was a family legacy of independence. In addition to being a lawyer, his father had owned Martino's, a Berkeley restaurant where Martin learned to appreciate the camaraderie of good food and, especially, great beer. Martin went on to run a yogurt shop with one of his four brothers, until a competing shop opened nearby and split their business right in half. "I decided I needed a more unique product," Martin says. He heard a radio program about opening a brewery, but rejected it as too complicated and the costs associated with bottling too price prohibitive. Then, he hit on the idea of home brewing and serving, not bottling, beer.

One year later, Triple Rock Brewery opened in Berkeley. And in 2008, Martin and his business partner Roy Kirkorian took over Drake's Brewing, a one-man operation started by brewmaster Roger Lind in 1989. "I knew the beer had always been awesome," he says. "The business just needed love and money." Drake's urban craft brewery is hidden behind a San Leandro Wal-Mart. The gritty, concrete-floored facility, originally a Dodge Motor Car assembly plant, now houses immense unit-tanks which operate under the watchful eye of Drake's hand-selected brewers. "You have to have a wonderful palette," Martin explains, listing the talents of a brewer. "You have to pick out the nuances, remember a beer from two years ago, and be a mechanic. You have to think five steps ahead -- there are hoses, pumps, all the aspects of a small factory."

When he bought the business, Drake's beer was brewed once a week by two brewers and delivered by one truck driver. Three years later, the brewery boasts 20 employees and brews twice a day to produce 8,000 barrels and 20-25 different kinds of beer each year. Drake's 1500 is Martin's favorite. "It's a dry hop pale ale. It has a citrusy aroma, it's lower in alcohol (5.5 percent versus their India Pale Ale which is 7 percent) and smooth, well balanced," he says, adding, with a grin, "You can have more than one because of the low alcohol content." His smile is an indication of his long time love of the brew. Get him started and Martin soars off on a trajectory of cracked, malted barley, steeped in a mash-tun before hops are added. From there, it's fermentation vessels, "crashing" (getting the yeast out), filtering and kegging. It's not over yet, because kegging unleashes a flurry of information about berries, flowery aromas, beer aged in wine barrels, a recent surge in demand for dark, hoppy malts ... and bacteria. "The great thing about beer is that there's nothing that will make you sick in anaerobic bacteria. It just tastes bad," he said. "The wonderful thing is that you can't hurt people with beer." The other great thing -- in fact, the thing that is only second, in his mind, to actually downing a pint -- is sharing it with others. "I really love giving beer away for fundraising in the area," he says. "What else can you give away like that?"

On First Fridays, when the brewery's 24-tap tasting room rolls up the loading dock door and the craft beer-drinking community turns out to support a worthy cause, Martin is like a proud papa. "We get 600 people -- we made about \$4,000 for the San Leandro PTA," he announces proudly.

In Orinda, Drake's beer often finds its way onto the serving tables at galas and fundraisers for local schools or the Education Foundation of Orinda. The new Barrel House, open on weekends and a few weekday afternoons, is a huge step up from the 12-by-12-foot tasting room that now serves mostly as a pit stop for employees gulping down a sandwich during a lunch break. The new, upgraded tasting room offers atmosphere with a 20-foot bar, booths and tables, and a retail store. There's a 40-foot-high wall of beer barrels, and right outside the roll up delivery door, food trucks and deliveries from local restaurants supply the eats for the taproom's B.Y.O.F. policy. "I always thought it was great to have someone on the front of your bar drinking your product," he says. "Seeing it on the shelves at Whole Foods, or sharing it to raise money for schools, too, is immensely satisfying."