



City Manager's Weekly Update

Week ending February 10, 2012

UPCOMING MEETINGS

**2/13 Lincoln's Birthday
Holiday, City Offices
Closed**

2/14 Facilities and
Transportation
Committee Meeting,
4:00 p.m.,
Sister Cities Gallery

2/14 City Council Work
Session, 7:00 p.m.,
Helen Lawrence South
Offices Conf. Room

2/17 Finance Committee
Meeting -
CANCELLED

**2/20 Washington's
Birthday Holiday,
City Offices Closed**

2/21 City Council Meeting,
7:00 p.m.,
Council Chambers

2/23 Rules and
Communications
Committee Meeting,
4:30 p.m.,
Sister Cities Gallery

2/25 City Council Retreat,
Time TBD,
Main Library

2/27 City Council Work
Session, 6:00 p.m.,
Main Library

3/2 Finance Committee
Meeting, 8:15 a.m.,
Sister Cities Gallery

3/5 City Council Meeting,
7:00 p.m.,
Council Chambers

3/6 Shoreline-Marina
Committee Meeting,
4:00 p.m.,
Sister Cities Gallery

3/8 Business and Housing
Committee Meeting,
4:00 p.m.,
Sister Cities Gallery

To: City Council
From: Chris Zapata, City Manager

The energy in our community is building as private public partnerships such as Lit San Leandro take center stage. Existing partners such as our schools and business community will benefit immensely from new investment such as Kaiser Permanente, and we won't forget the stakeholders that have made San Leandro a wonderful community.

Mark Your Calendar

Abraham Lincoln Birthday Holiday (reminder)

Monday, February 13

- City offices and libraries will be closed Monday in observance of the Abraham Lincoln's Birthday holiday. Offices will resume normal business hours on Tuesday, **February 14**.

Topaz: Artists in Internment Exhibit Coming to San Leandro (flyer attached)

**Saturday, February 18, San Leandro History Museum & Art Gallery,
320 West Estudillo Avenue**

- The San Leandro Public Library will open the traveling exhibit *Topaz: Artists in Internment Their Visual Work and Words* on February 18. A special opening reception will be held on Saturday, **February 25**, from 2:00 to 5:00 p.m. Poet Lawson Inada, a poet-musician in the tradition of Walt Whitman and James A. Wright, will be reading excerpts from his book Legends from Camp, a masterwork of American poetry.

- The exhibit will continue on weekends until March 31, from 11:00 a.m. to 3:00 p.m.

Tip-A-Cop Fundraiser (flyer attached)

Thursday, February 23, 6:00 – 9:00 p.m., Chili's, 15555 East 14th Street

- Members of the San Leandro Police Department will be participating in the Tip-A-Cop fundraiser on February 23. This event brings together local law enforcement volunteers and Special Olympics athletes for a day of food, fun and awareness. Every year, law enforcement personnel volunteer as celebrity wait staff, helping to deliver food and refill drinks, all for "tips" for Special Olympics. This event raises money to help provide local athletes with FREE year-round training and competition in 12 sports.

Public Officials Communications Training (article attached)

Monday, February 27, 7:00 – 9:00 p.m., Main Library - Karp Room

- On Monday, February 27, in lieu of a Work Session, a training session has been scheduled with the University of California Institute on Global Conflict and Cooperation (UC), in collaboration with the California Emergency Management Agency (CalEMA). The training will provide skills that will be needed by public officials when communicating with the community and the media in a crisis situation.
- An article in the October 2011 issue of *Western City Magazine* described the value of this training in light of the history of disasters in California, and staff has made arrangements with UC and CalEMA to bring the no-cost session to San Leandro.
- San Leandro and San Lorenzo School Boards have been invited, as have the elected officials and City staff from the Cities of Dublin, Union City, Newark, and the Alameda County Board of Supervisors.

Council Information

City Council to Hold Work Session on February 14 to Discuss Plans for Business Development and Housing Services

- As a result of the elimination of the City's Redevelopment Agency on February 1, the City Council has been exploring options for funding Business Development and Housing Services on a reduced scale in the future.
- At an earlier work session on January 23, the City Council referred the issue to the Finance Committee. Staff made a presentation to the Finance Committee on February 3 to provide details on available revenues, RDA expenditures by category, and a potential funding and programmatic scenario for the future.
- Building upon feedback received at that meeting, staff will present this information to the full City Council at the upcoming work session. At the request of the Finance Committee, the February 14 presentation will include additional details regarding programs for City Council and community feedback.
- Third parties, such as local business associations and community service organizations, may be impacted by future program changes. Staff has notified these groups of the Work Session so that they can attend and offer input.
- The Work Session will be held in the City Council Chambers at 7 p.m.

Senior Community Center Receives Award

- The San Leandro Senior Community Center has been named California Park and Recreation Society (CPRS) District III's "Outstanding Facility for Parks and Recreation." CPRS District III encompasses Cities, Districts and agencies located in Alameda and Contra Costa counties.
- The award is given to the top two facilities or parks that opened to the general public in 2011 which:
 - Are a model of excellence in planning and design of a park or recreational facility
 - Promotes participation, strengthens community image and sense of place
 - Protects environmental resources
 - Exemplifies collaboration, contribution of resources and commitment to the continued vitality of Parks and Recreation in the community

Recycling Program – Calendar of Events (calendar of events attached)

- The City's Recycling Program is announcing several spring and summer events this year to promote waste reduction and recycling:
 - Citywide Garage Sale & Neighborhood Cleanup Day – Saturday, **May 19**
 - Compost Giveaway Event – Friday, **June 8**, and Saturday, **June 9**. Please note that the attached giveaway coupon is voided. You will be getting your coupon in your garbage bill soon, if you haven't received it already, as will all customers.
- Also, the City will promote the following events:
 - 9th Annual Bay-Friendly Gardening Tour – Sunday, **April 29**
 - Downtown Farmer's Market – Wednesdays, April - October

- The events will be promoted via Alameda County Industries (ACI) billing inserts, direct mail to homeowners associations and prior event attendees, San Leandro Times advertisements, and distribution at City facilities.
- More information on these events will be forthcoming.

Council Follow-Up

Lit San Leandro Workshop for Professionals – A Resounding Success (press coverage attached)

- The room was at capacity at Tuesday's event to introduce Lit San Leandro to developers, brokers, property owners and potential users. The two hour program started with dark fiber basics and continued to build on how this technology lays the foundation for a revival of our industrial land. The result is that real estate professionals were given a new script about how to develop San Leandro's commercial properties.
- Press coverage following the event has been positive with articles in the San Leandro Times, the Daily Review, the San Jose Mercury News and Patch. The San Francisco Business Times, week of February 3 edition, included an executive profile on Dr. J. Patrick Kennedy. Articles are attached for your information.
- Staff is preparing a press release to tout the event. The release will be distributed widely once video of the workshop has been posted on LitSanLeandro.com.

AC Transit – Bus Rapid Transit Update (staff report attached)

- The Bus Rapid Transit project team released the Final Environmental Impact Statement/Final Environmental Impact Report (FEIS/FEIR) for public review on February 3, 2012. The public comment period will close on March 19, 2012. A copy of the document is available at the San Leandro Main Library and at the following web site: <http://www.actransit.org/final-environmental-impact-statementfinal-environmental-impact-report-feisfeir/>.
- City Staff will prepare comments on the project for submittal prior to the closure of the comment period.
- In addition, AC Transit will hold a public meeting in San Leandro on March 1, 6:00 p.m., in the Helen Lawrence South Offices Conference Room to receive comments from San Leandro residents and businesses.

Businesses in the News

Coca Cola Green Ribbon Cutting for Hydrogen Fuel Cell Equipment (article and photo attached)

- The Mayor, Councilmembers Starosciak and Souza, and staff attended an event today at the San Leandro Coca Cola Bottling Plant as they unveiled their new hydrogen-powered fork lift and pallet jack fleet. The changes in the fleet will result in 1.6 million KWH of savings annually, which is enough energy to power 130 homes for a year. Their alternatively-fueled equipment is another green initiative to reduce the company's carbon footprint, while realizing operational cost savings.
- Other green initiatives include waste reduction measures which divert nearly 98% of the factory's solid waste from the landfill. Coca Cola also installed a new bottling system last year investing approximately \$15 million in technology that forms the bottles on site, which reduced their transportation costs and fleet emissions by 60%.
- In their comments, Coca Cola executives commented on their appreciation of the City's support of their growth and advancement in San Leandro.

UTAH ARTS AND MUSEUMS & WESTERN STATES ARTS FEDERATION

TOPAZ:

present
Artists in Internment



THEIR VISUAL WORKS AND WORDS

SAN LEANDRO HISTORY MUSEUM & ART GALLERY

320 W. Estudillo Avenue San Leandro, California, 94577

February 18 - March 31, 2012

Over 100,000 people of Japanese ancestry were held in ten remote camps beginning in 1942. Two-thirds of those displaced were American citizens. Not charged or convicted of any crime, they were incarcerated for up to three years in prison camps surrounded by barbed wire and guarded by armed men. Topaz: Artists in Internment features artworks created during internment at Topaz.

The exhibit will be on display at the San Leandro History Museum & Art Gallery on Saturdays and Sundays from 11:00 am to 3:00 pm, free of charge. For more information visit www.sanleandrolibrary.org or call 510-577-3991.

Topaz: Artists in Internment events:

Opening Reception with readings by poet-musician Lawson Inada.

Saturday, February 25th, from 2:00 to 5:00 pm

Guest speaker Delphine Hirasuna (curator/author of *The Art of Gaman*)

Sunday, March 4th, 2:00 pm

California of the Past: Stories of Japanese American Internment Series I, film showing

Sunday, March 11th, 1:00 to 2:30 pm

California of the Past: Stories of Japanese American Internment Series II, film showing

Sunday, March 18th, 1:00 to 2:30 pm

Legacy of the Nisei Veterans, film showing

Sunday, March 25th, 1:00 to 2:30 pm

Follow the traveling exhibition at topazexhibit.blogspot.com.

The traveling exhibit is made possible by funding from the Western States Arts Federation, Utah Arts & Museums, and the National Endowment for the Arts. The artwork is owned by the Topaz Museum, a non-profit organization that will soon construct a museum to preserve the history of Topaz.



Law Enforcement Torch Run®

Benefiting

Special Olympics

A fundraising event benefiting
Special Olympics Northern California

Thursday, February 23, 2012

Dinner: 6:00 p.m. – 9:00 p.m.



Join us at

Chili's

15555 East 14th Street
San Leandro, CA 94578

Be seated and served by
San Leandro Police Department

Tip-a-Cop® brings together local law enforcement personnel and Special Olympics athletes for a day of food, fun and awareness. Every year, law enforcement volunteers as celebrity wait staff, helping to deliver food and refill drinks, all for "tips" for Special Olympics! This event raises money to help provide local athletes with **FREE** year-round training and competition in 12 sports.

Please contact Officer Chris Albert

Together We Can Make a Difference.



Dorreen Roth, Director LETR • 925.944.8801

dorreenr@sonc.org • www.sonc.org



Tax Deductible Donations Support Special Olympics Northern California

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Building Leadership Skills for Emergency Situations

BY MIKE DAYTON



Mike Dayton is acting secretary of the California Emergency Management Agency.

California is known for its unsurpassed natural beauty, which is tempered somewhat by its dramatic range of natural disasters — earthquakes, wildfires, floods and mudslides. To that sobering list you can also add man-made disasters.

The Tohoku earthquake in Japan earlier this year demonstrated that a disaster doesn't have to be local to have an impact. The tsunami triggered by the Tohoku earthquake inflicted major damage on the ports of Santa Cruz and Crescent City. Events halfway around the world have the power to affect us all.

Increasing Disaster Response Capacity

After the tragic events of 9/11, California significantly upgraded its ability and capacity to prepare for, prevent, mitigate, respond to and recover from man-made and natural disasters.

As part of that effort, the state launched the "Golden Guardian" training exercises. First responders throughout California, including firefighters, law enforcement personnel, medical responders and volunteers, participated in yearly exercises to test response capabilities and practice responding to a major event.

These exercises revealed a knowledge gap at the local level. While many city and county officials were well versed in disaster operations, others were uncertain of their exact role in emergency response during a disaster.

New Training Targets Local Officials and Senior Staff

The California Emergency Management Agency (Cal EMA) reached out to the University of California's Institute on Global Conflict and Cooperation (UCIGCC) to develop a program specifically designed to address that knowledge gap for elected officials and senior staff. The California Public Officials Communications Training Initiative, launched in 2007, utilizes some of the leading scientific research on crisis communication. Much of this research has been developed in planning for pandemic health situations in association with the Centers for Disease Control and the World Health Organization. In essence, the research shows the psychology and science of communicating with the public during a crisis.

The California Public Officials Communications Training Initiative comprises an interactive, multimedia seminar and practical exercise program, based on the UCIGCC research. The program combines essential disaster preparedness information with video interviews of media experts, public officials and the public to prepare senior elected and appointed officials to communicate effectively during a disaster. The training also offers a basic primer on the emergency management system and the roles and responsibilities of everyone involved. Additional support is provided through a website and a stand-alone video seminar on DVD. The U.S. Department of Homeland Security has recognized this program as a best practice.

Approximately 1,100 public officials from more than 120 communities will have completed the training by the end of 2011. Cal EMA and UCIGCC have delivered the program to some of California's largest cities, including San Jose, Long Beach, San Francisco, Oakland and Sacramento. Leaders in Sacramento and San Diego counties have taken the course. And it was well received in smaller localities like Joshua Tree, Rancho Santa Fe, Rio Vista, Lodi, Dublin, Rancho Cordova, Carpinteria, Visalia and many more.

"I'm glad we brought this seminar to Long Beach," said Mayor Robert Foster, after assembling his top staff at the city's emergency operations center. "You can never be too prepared, and the tools we learned about will help us serve the people of Long Beach."

The training is useful for communities of all sizes and in every area of the state. Disasters strike regardless of jurisdictional boundaries, and experts tell us California is overdue for a major earthquake. Are you ready?

To learn more about the California Public Officials Communications Training Initiative or to schedule a training session, e-mail Angela Lintz at alintz@ucsd.edu.

Related Resources

The following *Western City* articles provide additional information related to emergencies and disasters.

Disaster Mitigation Planning Builds Sustainable Communities

This feature explains the importance of the State Hazard Mitigation Plan and its importance in terms of funding for cities.

Declaring a State of Emergency: What You Need to Know

The Role of Public Works in Emergencies

California's Mutual Aid System Provides Invaluable Support During San Bruno Disaster

What You Need to Know About Regionalizing Public Safety Responsibilities

Peninsula Communities Promote Civic Participation to Prepare for Disasters

Lessons Learned From the Witch Creek Fire

Planning with Fire: Balancing Growth and Safety in Fire Hazard Areas

Crisis Leadership: Understanding The Emergency Response System and The Elected Official's Role



City of San Leandro Recycling Program Spring Events 2012

www.recyclesanleandro.org • PHONE 577-6026 • EMAIL recycle@sanleandro.org

April

9th Annual Bay-Friendly Garden Tour

Sunday, April 29 • 10:00 am – 4:00pm



The self-guided tour continues to celebrate the diverse styles of Bay-Friendly Landscaping. Public and private gardens will be featured throughout Alameda County. Bay-Friendly gardens offer something for everyone – come and discover ideas for creating your perfect haven.

Register online at www.BayFriendlyGardenTour.org by April 20, 2012 or call (510) 859-8026. Receive a guidebook with directions and garden descriptions, \$10 per guidebook.

Sponsored by StopWaste.org and EBMUD.

May

Citywide Garage Sale & Neighborhood Cleanup Day

Saturday, May 19

Garage Sale • 8:00 am – 1:00 pm **Recycling Event** • 10:00 am – 4:00 pm



This City-sponsored event is designed to promote reuse and recycling of unwanted household goods. Host a Garage Sale at your house in the morning. The City will advertise participating households in the *San Leandro Times* (**registration by May 10 is required**). Later, drop-off electronics, appliances, tires, wood, fluorescent lamps, batteries, mattresses, and scrap metal at Alameda County Industries (ACI).

Sign up by submitting the form below or going online to www.recyclesanleandro.org.

SIGN UP TO PARTICIPATE

You can sign up online or complete and submit this form by May 10th to receive free garage sale advertising and/or access to the recycling event.

Name: _____

Address: _____

Phone: _____

Signature: _____ Date: _____

Email: _____

I would like to participate in:
(check all that apply)

The Citywide Garage Sale

The Recycling Event

SUBMIT TO: City of San Leandro Recycling Program
14200 Chapman Road
San Leandro, CA 94578

Fax (510) 352-1192
Email recycle@sanleandro.org



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City of San Leandro Recycling Program Spring Events 2012

www.recyclesanleandro.org • PHONE 577-6026 • EMAIL recyle@sanleandro.org

June

SAN LEANDRO COMPOST GIVEAWAY COUPON

Thank you for recycling your food scraps each week in your green cart for recycling. That is why you would receive this coupon to receive 2 bags of compost made from your food and yard trimmings.

VOID



JUNE 8 – JUNE 9, 2012 ONLY.

Hours: Friday 7:30 am – 3:30 pm
Saturday 9:00 am – 3:00 pm

Pick up compost at:
**City of San Leandro
Public Works Service Center**
14200 Chapman Road, San Leandro
(off of Washington Ave, north of Floresta Blvd)

- SUPPLIES ARE LIMITED
- NO PREORDERS OR RAINCHECKS
- LIMIT 2 BAGS PER HOUSEHOLD
- BEARER MUST BE PRESENT WITH PICTURE ID

VOID IF COPIED

Compost Giveaway

Friday & Saturday, June 8 & June 9

City of San Leandro Public Works Service Center, 14200 Chapman Rd.

San Leandro celebrates the success of the Food Scrap Recycling Program by offering free compost to participating residents. The food scraps, food soiled paper, and yard trimmings that you put into your green yard trimmings cart are turned into a rich soil amendment that nourishes plants and keeps your garden healthy.



Compost is only available during this two day event. Customers may obtain a maximum of **two** bags per household. No preorders or rain checks. **MUST PRESENT COUPON ABOVE!**

April – October

Downtown San Leandro Farmers' Market

Parrott St., between E. 14th St. & Washington Av.

Wednesdays, April – October

4:00 – 8:00pm



The Downtown San Leandro Farmers' Market returns on **April 18th**!

Each week offers a theme:

- ♦ 1st Wednesday – Cooking Demonstrations
- ♦ 2nd Wednesday – Green Market Days
- ♦ 3rd Wednesday – Family Entertainment
- ♦ 4th Wednesday – Wine Tasting

The Farmer's Market is committed to reducing plastic bag waste. Please help us with that commitment by bringing your own reusable bags to the market each week.

Tech Company Touts Fiber-Optic Loop

By Amy Sylvestri
San Leandro Times

San Leandro wants to help you get lit.

An 11-mile fiber optic loop project known as "Lit San Leandro" was recently approved by the City Council. The loop will boost the industrial area with high-speed, high-volume data transfers and the hope is that that kind of capability will lure busi-

ness to San Leandro that will pay to tap into the loop.

On Tuesday afternoon tech company owner Patrick Kennedy hosted a workshop at his headquarters on Davis Street to hype the project.

Lit San Leandro is a public-private partnership between Kennedy's OSISOFT and the city. The city owns the existing underground conduits where the lines

will be installed, but OSISOFT is funding the \$2 to \$3 million in fiber optics.

The fiber optic loop runs from East 14th Street, to Davis Street, to Doolittle Drive, up Williams Street, Merced Street, and Wicks Boulevard up to Lewelling Boulevard.

Tuesday's workshop was largely attended by commercial real estate agents, who the city hopes will bring in clients interested in this new technology.

Kennedy said that increasingly huge amounts of data are being transferred all the time — just look at all the people streaming movies and music on their

smart phones and iPads — so the potential range of customers that might want to tap into Lit San Leandro is huge.

"San Leandro can become the location for the next generation of facilities," said Kennedy. He titled his presentation "Selling the light fantastic."

Similar loops exist in tech-heavy cities like Santa Clara and San Leandro hopes to follow their model.

Mike Pretto of Silicon Valley Power said that one loop in Santa Clara was started in 2000 with just two customers, but they've grown steadily each year since then. Today, Yahoo, the city's



PHOTO BY AMY SYLVESTRI

Patrick Kennedy, president of OSISOFT, spoke about the possibilities the new Lit San Leandro project will open up in San Leandro.

police and fire departments, and even the public schools in Santa Clara are tapped in, with kids using classroom wi-fi to take virtual field trips.

"Almost all products that are

going to make it in this county in the future have a technology element," said Kennedy. "Once the glass is in the ground, you have a resource you can build on."

San Leandro fiber optic loop project begins with high hopes for a high-tech future

[By Jason Sweeney](#)
[The Daily Review](#)

Posted: 02/08/2012 05:46:08 PM PST
Updated: 02/09/2012 06:36:23 AM PST



Optimism was high Tuesday at the Davis Street headquarters of OSISOFT, the company helping the city build a "fiber optic loop" that San Leandro hopes will be an economic boon to the city.

Work crews have begun laying fiber optic cables in city-owned conduits under Davis Street and other thoroughfares as part of a project called Lit San Leandro. The project is a public-private partnership between the city of San Leandro and a company called San Leandro Dark Fiber, which was created specifically for the project by OSISOFT CEO Patrick Kennedy. Kennedy, who founded OSISOFT in 1980, employs about 300 people in San Leandro and several hundred more worldwide.

In a conference room at the OSISOFT building, Kennedy told a large crowd of real estate developers, business owners and city officials about the economic potential of the fiber optic loop.

"A fiber network is going to determine, economically, who succeeds and who doesn't," he said.

Once Lit San Leandro is complete at midyear, high-capacity fiber optic cables will form an 11-mile loop around the city that will potentially serve as a business magnet that attracts data centers and high-tech companies to town. The loop will be able to serve companies that require access to huge amounts of bandwidth, such as online gaming and media companies, and medical firms that transmit large files over the Internet.

At the workshop, speakers informed the crowd about the specifics of the loop and its potential to attract tenants to the city's industrial area, pointing to similar projects in Santa Clara and Palo Alto.

Mike Pretto, of Silicon Valley Power, a Santa Clara municipal electric utility, told the crowd that the fiber optic loop constructed by the utility produced revenue from leasing the lines. Revenue grew from \$350,726 in 2000-01 to \$2,128,482 in 2010-11, he said. The loop in Santa Clara serves data centers and companies like Yahoo!

Sean Patrick Tario, CEO of Open Spectrum Inc., a Silicon Valley information technology

Cynthia Battenberg, San Leandro's business development manager, said the city values businesses and the jobs they bring. She identified 25 properties in town as "opportunity sites" that could be leased to companies that want access to the loop.

Jason Sweeney covers San Leandro. Contact him at 510-293-2469. Follow him at [Twitter.com/Jason_Sweeney](https://twitter.com/Jason_Sweeney).

Executive Profile

J. Patrick Kennedy, founder and CEO of OSIsoft LLC

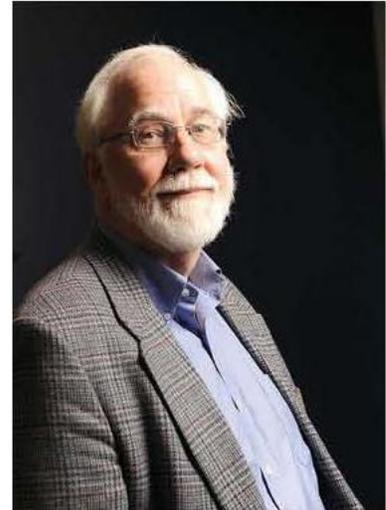
Premium content from San Francisco Business Times by Patrick Hoge, Reporter

Date: Friday, February 3, 2012, 3:00am PST

Photo: Spencer Brown / SFBT File 2011

J. Patrick Kennedy, founder and CEO of OSIsoft LLC.

HQ: San Leandro.



Background: Kennedy in 1980 started OSIsoft, which makes software for monitoring industrial equipment and processes. Today, OSIsoft has \$225 million in annual revenue, 750 employees and 14,000 customers in 107 countries, including oil refiners, paper mills and power companies.

First job: First job (that I remember) was a paperboy. First job after college was with Cities Service Oil Co. as an engineer, but I went back to grad school. First job after getting the Ph.D. was with Shell Development in Emeryville as a research engineer.

Education: Bachelor's and doctorate in chemical engineering, University of Kansas.

Residence: San Leandro.

Business strategy

How's business: We're doing very well. Last year was another year of over 20 percent growth, capping solid growth for 20 years.

Biggest challenge for your business at the moment: Finding and bringing into the fold good people. This year, we will hire another 150 people, and we will double the size of our campus in San Leandro to 120,000 square feet.

What is going to change at your company over the next year: Mobility is going to be the next big development. Probably the biggest thing we'll see change, we're already seeing it, is that data streaming will become mainstream. Longer term, the "cloud" will change everything.

Goal yet to be achieved: I'd like to build a fiber optic loop around San Leandro (start of construction is imminent). I would like to use this to attract next-generation manufacturing jobs to San Leandro.

How will you know that you've achieved it: When I can let others take it over and see new facilities coming to San Leandro.

Management philosophy

Guiding principles for good management: I have the management philosophy that I have only two jobs — build people and make the company survive.

Why people like working for you: I give people enough latitude to achieve those goals.

Best way to keep competitive edge: Keep innovating and developing software to support that innovation.

Judgment calls

Best business decision: Accepting an offer from a co-worker to get into the real estate business before I tried to run a company. It taught me business and proved that life can be unpleasant in the real world, but most of all, the saying in real estate is just as true in business — cash is king.

Toughest business decision: Sometimes you have to have people go find work elsewhere. Those are the toughest situations, and they don't get easier with size.

True confessions

Like least about job: The process stuff ... that has to be done with accountants and lawyers.

Pet peeve: The political process. I think of many things we could do that would make the country run better. There would no technical problem in doubling the efficiency with which we generate electricity, but the process we use in California is just dysfunctional. They just can't seem to get their act together.

Most respected competitor: IBM. I love their Smarter Planet idea. Microsoft has to be right up there. People pick on Bill Gates and love Steve Jobs, but I have to tell you, Microsoft is the one that made the world computer literate.

First choice for a new career: I like what Bill Gates is doing. That sounds like fun to me.

Predilections

Most influential book: "In Search of Excellence," by Tom Peters and "The Living Company" by Arie de Geus.

Favorite cause: Red Cross.

Favorite movie: “War Games.” The computer Matthew Broderick uses to hack was called an IMSAI, which was made in San Leandro.

Favorite restaurant: Paradiso Restaurant in San Leandro.

Favorite way to spend free time: Outdoors stuff. I have some land with walnut trees. We grow food.

On your iPod: Patsy Cline, country western.

Automobile: BMW 535xi sedan.

Patrick Hoge covers technology for the San Francisco Business Times.



CITY OF SAN LEANDRO

MEMORANDUM

DATE: February 7, 2012

TO: Chris Zapata, City Manager
City Manager's Office

FROM: Uche Udemezue, Director
Engineering and Transportation Department

BY: Keith R. Cooke, Principal Engineer
Engineering and Transportation Department

SUBJECT: AC TRANSIT – BUS RAPID TRANSIT UPDATE

SUMMARY AND RECOMMENDATION

AC Transit's East Bay Bus Rapid Transit project team has just released the Final Environmental Impact Statement/Final Environmental Impact Report (FEIS/FEIR) for public review and comment. AC Transit will host a public meeting on the project on March 1st at 6:00 p.m. in San Leandro for public input.

This is for information only, and no action is required.

BACKGROUND AND DISCUSSION

The Bus Rapid Transit project team released the Final Environmental Impact Statement/Final Environmental Impact Report (FEIS/FEIR) for public review on February 3, 2012. The public comment period will close on March 19, 2012. A copy of the document is available at the San Leandro Main Library and at the following web site:

<http://www.actransit.org/final-environmental-impact-statementfinal-environmental-impact-report-feisfeir/>

City Staff will prepare comments on the project for submittal prior to the closure of the comment period. In addition, AC Transit will hold a public meeting in San Leandro to receive comments from San Leandro citizens and businesses. The meeting will be held as follows:

Thursday, March 1, 2012 from 6:00 p.m. to 8:00 p.m.
San Leandro Civic Center South Offices Conference Room
999 East 14th Street, San Leandro, CA 94577

Public meetings will also be held in Oakland between February 27 and March 12.

Next Steps

Concurrently with the completion of the environmental document, AC Transit is moving the BRT project into the design phase. Preliminary Engineering (PE) work is beginning and is expected to be completed by the end of 2012. The comments received will be used during this process. AC Transit hired a consultant team, Parsons Transportation Group, to complete the design. Approximately 35% of the total design plans and supporting technical studies/reports will be completed during the preliminary engineering phase.

The initial PE work will be used to provide Project Approval/Review documents. The Project approval process will begin at each impacted local agency's board level, then by the AC Transit Board of Directors and finally by the Federal Transit Administration (FTA).

In April or May 2012, the City of San Leandro City Council will be asked to vote on the final scope of the project. In June 2012, the AC Transit Board of Directors will vote to adopt the project and certify the FEIR; the California Environmental Quality Act (CEQA) requirement for environmental review and public disclosure. The Board of Directors will then issue a Notice of Determination. In August 2012, the FTA is expected to issue a Record of Decision (ROD); the final environmental approval.

The concepts developed during the planning phase will be further refined and verified using field surveys. BRT station designs will be developed and inter-agency cooperative agreements will be prepared to articulate the various responsibilities of each agency. As part of the engineering, AC Transit will conduct a design review process, providing a collaborative opportunity for each city to provide guidance on architectural, landscape and streetscape features.

Finally, each city and AC Transit will work out the necessary agreements for maintenance and operations. It is expected that these agreements will be based on existing agreements between each city and Caltrans, and will not affect the local agency's cost of maintaining the street.

Coca-Cola Officially Unveils its Fuel Cell Forklift Fleet

10 FEB 2012

Coca-Cola® will unveil its fleet of 37 fuel cell forklifts and 19 fuel cell pallet jacks at its San Leandro bottling plant at a 'green ribbon-cutting' ceremony today.

The company's goal is to grow its business while keeping its carbon emissions at the 2004 baseline. It is working to use more fuel-efficient equipment to bring down fleet emissions: the hydrogen-powered forklifts and pallet jacks will provide more sustainable power when moving product at the 500,000 sq. ft. San Leandro facility.



Plug Power has supplied the GenDrive fuel cells, which are designed as drop-in replacements for the lead-acid batteries used in electric lift trucks. They can be refueled in minutes with hydrogen (supplied at the site by Air Liquide), providing much faster turnaround with a lower infrastructure requirement than battery charging.

With this conversion, Coca-Cola is able to eliminate its battery room and open up the valuable floor space for storing and moving product. It says the technology increases productivity by 15% on average and lowers operational costs by up to 30%.

"We are dedicated to expanding our AFV [alternative fuel vehicle] fleet and continue to look for innovative ways to move and deliver Coca-Cola products throughout California," said Rene Hom, Coca-Cola Northwest Region Vice President of Field Operations and Supply Chain. "The addition of hydrogen-powered fork lifts and pallet jacks to our current 125-AFV fleet in California further strengthens our on-going commitment to energy conservation, recycling and zero waste, while driving down operating costs and improving process efficiencies."

