



City Manager's Weekly Update

Week ending April 13, 2012

UPCOMING MEETINGS

- 4/16** City Council Closed Session, 6:00 p.m., City Manager's Large Conference Room
- 4/16** City Council Meeting, 7:00 p.m., Council Chambers
- 4/17** Community Development Committee Meeting, 4:30 p.m., Sister Cities Gallery
- 4/23** Ad Hoc Committee to Review Future of San Leandro Hospital and Health Care, 4:30 p.m., Sister Cities Gallery
- 4/23** City Council Work Session, 7:00 p.m., Location TBD
- 4/25** Rules and Communications Committee Meeting, 4:30 p.m., Sister Cities Gallery
- 4/27** Disaster Council, 8:30 a.m., Senior Community Center
- 5/1** Shoreline-Marina Committee Meeting, 4:00 p.m., Sister Cities Gallery
- 5/4** Finance Committee Meeting, 8:15 a.m., Sister Cities Gallery
- 5/7** City Council Meeting, 7:00 p.m., Council Chambers
- 5/9** Facilities Committee Meeting, 4:00 p.m., Sister Cities Gallery

To: City Council
From: Chris Zapata, City Manager

Mark Your Calendar

Downtown Farmers' Market Returns on April 18 (flyer attached)

Wednesday, April 18, 5:30 p.m., Parrott Street at East 14th Street

• The Downtown Farmers' Market returns for a 5th season, beginning on **April 18**. The seasonal market will occur weekly on Wednesdays from 4:00 p.m. to 8:00 p.m. through October 17.

• You are invited to join the ribbon cutting ceremony taking place on April 18 at **5:30 p.m.** Please gather at **5:15 p.m.** at the information booth. Staff would appreciate a count of how many Councilmembers will be attending. Please notify Yolanda Carrasco if you can attend.

• Continuing this year is the opportunity for Councilmembers to participate in the weekly Farmers' Market by co-hosting the Information Booth, allowing you to meet and talk with members of the community. If you would like to take advantage of this opportunity, please contact Tim Ricard at tricard@sanleandor.org with your preferred dates and times.

• The Farmers' Market is a City event managed by Pacific Coast Farmers' Market Association and executed in partnership with the Downtown Association and San Leandro Times. Attendance at the market has grown each year, and an estimated 2,500 visitors are expected each week.

• The weekly market themes of cooking demonstrations, green market days, family entertainment and wine tasting will continue this year.

• Many favorite local farmers are returning, including J&M Farms Organic Produce, Nunez Farm Organic Produce, Rodriguez Ranch providing both organic and conventional strawberries, Double R Bees honey, Roli Roti free range rotisserie chicken, and many more including BBQ from The Englander. This year we welcome some NEW producers, including Ofas Island BBQ, la Crepe a Moi, Cobblestone Bakery and Asparagus from Cecchini & Cecchini, out of the Delta.

Spring Forum on Children and Teens (reminder)

Saturday, April 21, 8:30 a.m. to 12:30 p.m., Main Library, 300 Estudillo Avenue

• The City will join with the San Leandro Unified School District, the San Lorenzo Unified School District, and the San Leandro Education Foundation (SLED) to co-sponsor a free "Forum on Children and Teens" on **April 21**. Former California Superintendent of Public Instruction, Delaine Eastin will be the keynote speaker.

• The theme of the Forum is "Putting the Pieces Together to Build Strong Families." The topics will include youth wellness, teens and technology, parenting education, job training and mentoring resources, and more.

Police Department Swearing In/Recognition Ceremony

Thursday, April 26, 3:00 p.m., Senior Community Center, 13909 East 14th Street

- The Police Department's Promotion/Recognition Ceremony will take place on **April 26**. The Department will welcome its newest members and recognize employees for their extraordinary efforts.
- The Police Department hopes that City Councilmembers will be available to attend the ceremony. If you would like to attend, please notify Yolanda Carrasco.

Bike To Work Day

Thursday, May 10, 7:00 a.m. to 9:00 a.m., San Leandro BART Station

- The Engineering and Transportation Department will once again host an Energizer Station for the 18th Annual Bike to Work Day on **May 10**, during the morning commute from 7:00 a.m. to 9:00 a.m. at the main entrance to the San Leandro BART Station. The San Leandro event site will be one of many located throughout the Bay Area that day.
- The East Bay Bicycle Coalition (EBBC) will provide City staff with 75 tote bags to distribute containing energy bars, coupons, some goodies, and some printed information. Staff will take this opportunity to make available City non-bike related brochures in support of other programs the City sponsors.
- Free water, juice, coffee and pastries will be provided for bicyclists.
- In preparation for the event, EBBC has been offering free bike safety classes for the past few months. Anyone interested can visit the EBBC website at www.ebbc.org/safety to register to enter the free Bike to Work Day Raffle for a chance to win a new bike and other great prizes, and to get information and register for Team Bike Challenge.

Council Information

Federal EDA Grant Update

- In follow up to grant opportunities identified by the Council lobbying efforts in Washington DC last month, Office of Business Development staff attended the Region 9 Economic Development Administration (EDA) conference to network and gather information on how to submit a successful grant application to expand the City's commercial broadband infrastructure.
- Submittal of an application is planned for June 10, 2012. EDA grants are matching grants which require a City cash contribution to the project. The majority of grant awards range from \$2-3 million. The project will be more clearly defined in the next month and the necessary documents completed. A resolution to support the grant application will be brought to Council in May.

Successor Agency Oversight Board Approves February through June 2012 ROPS

- The seven member Successor Agency Oversight Board held its first meeting last Friday, April 6, 2012 and approved the Recognized Obligations Payment Schedule (ROPS) as adopted by the City Council. This approval clears the way for the City, serving as the Successor Agency, to pay the financial obligations of the former Redevelopment Agency. The Oversight Board will meet again on May 10 at 9:00 a.m. and on May 23 at 9:00 a.m. at City Hall.
- Oversight Board agendas, reports, presentations and highlights can be found on the City's website at: <http://www.sanleandro.org/depts/cd/bizdev/successor/default.asp>. Meetings are listed on the City calendar, and agendas and reports will be distributed to Council members concurrent with Oversight Board members.

AT&T U-verse Adds San Leandro Government Channel

- AT&T U-verse is now providing the City with a government access channel, identical to the channel Comcast has been providing the City for a number of years – AT&T U-verse channel 99; Comcast channel 15.
- During normal times, we air City program and service announcements on both channels, historical videos, and City Council meeting agendas. However, in the event of an emergency, staff can immediately override that programming and post emergency notices plus safety information and instructions. The programming is done in-house at City Hall and sent via a server out of the area so that service won't be interrupted by a regional disaster.
- These cable channels compliment the other emergency notification tools the City has in place: the City's homepage; AM Radio 1610; the City's alerting and warning siren system; CodeRed; and Nixle. We would also

work closely with the 2-1-1 telephone system to share emergency information and safety instructions with the community following a disaster or citywide emergency.

San Leandro City Attorney Honored

- At its 35th Annual Conference in Emeryville tonight, the California Association of Black Lawyers (CABL) will be honoring African-American General Counsels from around the State of California at its President's Reception. San Leandro City Attorney Jayne Williams is among the honorees. Congratulations, Jayne!

San Leandro Marshlands Weed Management Program

- San Leandro Shoreline Marshlands encompass approximately 315 acres of restored and enhanced marsh habitat. Restoration projects (three total) started in 1990 and concluded in 1997.
- A Weed Management manual completed in late 2008 identified several invasive plant species occurring within the marshlands. Funding for removal/control of the invasive species was not identified until 2011, through an allocation from the Heron Bay Homeowners Association (\$13,500 identified for FY 12 and \$13,500 for FY 13).
- Staff contracted with ESA, long-time marshlands consultants for the City, to formalize a removal plan based on priorities outlined in the Weed Management manual (work done by sub-contractor). Selective weed removal started in early April and is expected to continue intermittently through fall 2012, with the timing of work dependent upon the various species.
- The invasive species removal work described above is in addition to the *Spartina* eradication project, which is funded by the California Coastal Conservancy. The *Spartina* project is entering its fifth year, with limited aerial spraying in addition to targeted hand spraying anticipated for some time this summer.
- Residents with questions about the project are welcome to contact Facilities and Open Space Manager Debbie Pollart at 577-6020 or dpollart@sanleandro.org.

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

- On March 1, AC Transit held a public meeting in San Leandro to receive comments regarding its East Bay Bus Rapid Transit (BRT) project. The Final Environmental Impact Statement/Final Environmental Impact Report (FEIS/FEIR) is now closed for public comment. However, AC Transit will host an additional public meeting on the project in San Leandro in May at a time to be determined to elicit public input from residents and the business community adjacent to the project.

Council Follow-Up

K9 Demonstration and Presentation

- On April 9 at McCartney Park, the San Leandro Police Department K9 Unit held a demonstration and presentation. There were about 100 people in attendance making the event a tremendous success.
- In appreciation, the Broadmoor Neighborhood Association (BNA) presented three canine kennels and insert mats to the K9 unit.

Business News

Converse Outlet to open at Marina Square

- Converse, owned by Nike, has snapped up the retail space formerly occupied by Esprit. Converse has been looking for space in the mall for a while and was pleased the opportunity presented itself. The store will open in 3 – 4 months.

Manufacturers See Advantages in East Bay Sites (article attached)

- The San Francisco Business Times ran an interesting article last week regarding the East Bay as a premium place for manufacturing. Specialty food, advanced technical and medical manufacturing are leading the way. Access to a large pool of high-skilled workers is the biggest reason for the growth in these sectors. Access to transportation is another important factor.

YOUR FAVORITE FARMERS' MARKET RETURNS APRIL 18, 2012!



WEDNESDAYS,
4PM - 8PM

APRIL 18 - OCTOBER 17, 2012

PARROTT ST. & EAST 14TH ST.

Stay up-to-date on Downtown
San Leandro Farmers' Market
happenings, visit:

[Facebook.com/SanLeandroFarmersMarket](https://www.facebook.com/SanLeandroFarmersMarket)
pctma.com/downtownsanleandro

(See back for details)

Weekly Farmers' Market Themes

1st Wednesday: Cooking Demonstrations

2nd Wednesday: Green Market Days

3rd Wednesday: Family Entertainment

4th Wednesday: Wine Tasting

Sponsored by San Leandro Downtown Association

PARROTT ST. & EAST 14TH ST.



   **San Leandro Times**

We Gladly Accept:
WIC/EBT

pctma.com/downtownsanleandro
1.800.949.FARM





CITY OF SAN LEANDRO

MEMORANDUM

DATE: April 9, 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

On March 1, 2012 AC Transit held a public meeting in San Leandro to receive comments regarding its East Bay Bus Rapid Transit (BRT) project. The Final Environmental Impact Statement/Final Environmental Impact Report (FEIS/FEIR) is now closed for public comment. However, AC Transit will host an additional public meeting on the project in San Leandro in May at a time to be determined to elicit public input from residents and the business community adjacent to the project.

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

BACKGROUND AND DISCUSSION

The City hosted AC Transit's public meeting on the BRT project on March 1, 2012 at 6:00 p.m. in the South Office's Conference Room. Approximately 60 people were in attendance. The meeting included a short introductory review of the project and its development from inception in 1999 to today. The meeting dispersed into an open house setting that afforded individuals the opportunity to ask AC Transit Staff questions about the project. There were 11 written comments submitted during the open house. Six of the comments indicated opposition to the project and the remaining comments were in support of the project. The following is a link to the presentation boards that were displayed at the open house:

<http://www.actransit.org/wp-content/uploads/BRT-Exhibit-Boards.pdf>

City Staff submitted to AC Transit comments (attached) on the project's Final Environmental Impact Statement/Final Environmental Impact Report (FEIS/FEIR) that was available for public comment until March 19, 2012.

A copy of the FEIS/FEIR 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/>

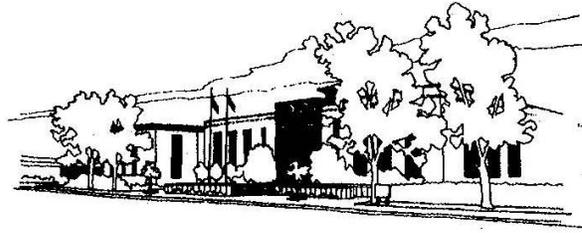
AC Transit will host another public meeting in San Leandro to receive comments from San Leandro citizens and businesses immediately adjacent to the project. The meeting was originally scheduled for April 19, 2012; however, AC Transit has requested to postpone the meeting to May to accommodate staff scheduling. As soon as the date for the meeting is established an announcement will be forwarded to the Council.

Next Steps

On April 25, 2012, the AC Transit Board of Directors will consider certifying the FEIR, which is a California Environmental Quality Act (CEQA) requirement for environmental review and public disclosure. Although originally planned for late May, the City of San Leandro City Council will be asked to review the Locally Preferred Alternative (LPA) in June 2012. The AC Transit Board of Directors will then issue a Notice of Determination. In August 2012, the Federal Transit Agency (FTA) is expected to issue a Record of Decision (ROD), which is the final environmental approval.

City of San Leandro

Civic Center, 835 E. 14th Street
San Leandro, California 94577
www.sanleandro.org



March 19, 2012

Jim Cunradi
Alameda Contra Costa Transit District
1600 Franklin Street
Oakland, CA 94612

RE: San Leandro Comments on the East Bay BRT FEIS

Dear Mr. Cunradi:

This letter and enclosure contains the comments of the City of San Leandro on the Final Environmental Impact Statement (FEIS) prepared for the AC Transit East Bay Bus Rapid Transit Project. The circulated FEIS is greatly improved from the Draft EIS and in general a more complete evaluation of this substantial project. The inclusion of the many comments and suggestions of the public and the additional details and analysis provided are evident that AC Transit's team has done an exemplarily job in preparing this document. We appreciate the opportunity to comment on the FEIS document and continue the dialogue on this potentially area transforming project.

Although not specifically a comment on the FEIS, there is a question from North San Leandro residents that is repeatedly addressed to City Staff and most likely asked of AC Transit as well, and that is: "What is the consequence of removing the dedicated lanes from Broadmoor Boulevard to Georgia Way?" This question obviously needs an answer and it would be beneficial to have answered prior to when our City Council provides their final feedback on the locally preferred alternative in May. Additionally providing feedback that specifically reviews the potential benefits of the project to San Leandro residents would be valuable information for the review of the Council as they prepare to make their final decision on the project.

We thank you again for the opportunity to comment on this important environmental document and we look forward to working with you and your colleagues on the completion of this project. If you have any questions please feel free to contact me at (510) 577-3439.

Sincerely,

Keith R. Cooke, P.E.
Principal Engineer
Engineering and Transportation Department
KCooke@sanleandro.org

Enclosures: BRT FEIS Comments dated March 19, 2012

cc: City Council, L. Sims, U. Udemezue, C. Zapata

Stephen H. Cassidy, Mayor

City Council:

Pauline Russo Cutter

Ursula Reed

Michael J. Gregory

Diana M. Souza

Jim Prola

Joyce R. Starosciak



City of San Leandro - BRT FEIS Comments

March 19, 2012

Pg. S.0-1: The summary indicates lighting. Please indicate what type of lighting is proposed such as station lighting or street lighting or other.

Pg. S.2-3: Please indicate whether the proposed separating features would prohibit or impede the use of the lane by emergency vehicles or by regular vehicles if there is a blockage of the travel lane?

Pg 2.3-32: Section 2.3.2.3 Service Plan: Implementation of BRT carries with it a reduction in convenient transit service for San Leandro residents who wish to travel between the north and south part of town. How will other local routes be implemented to improve this local type of service rather than degrade it?

Pg 2.5-4: Section 2.5.2 Annual Operating and Maintenance Costs: How does AC Transit justify the higher Net Annual cost needed to operate the BRT? Where will these cost come from and will this impact local bus service? Can AC Transit guarantee a commitment not to reduce overall level of service in the project corridor or system wide in order to provide East Bay BRT service? Is there a ridership level where BRT becomes more cost effective than the current 1 and 1R lines?

Pg 3.2-31: Table 3.2-3: Is it credible that there are 0 changes in auto person trips on parallel routes for the #7 Screenline? What is the significance of a 1% change in Person Trips? Is this a sufficient change to warrant the project?

Pg 3.2-60: Section 3.2.8: Although there are no thresholds of significance for neighborhood diversions or changes in local circulation; the diversions or circulation changes do impact neighborhoods and the quality of life in the neighborhoods and potentially the value of neighborhood real estate. Do the benefits of the BRT system adequately compensate neighborhoods for the change in the quality of life?

Pg 3.2-93: San Leandro Boulevard & West Broadmoor Boulevard: The proposed mitigation results in a significant loss of parking spaces that are not acceptable and therefore another solution is required.

Pg 3.2-94: Davis Street & San Leandro Boulevard: Clarify whether the bicycle lane must be eliminated to implement the mitigation.

Pg 3.3-60: Table 3.3-9 San Leandro – North: The City request that if possible that bike lanes remain where currently installed. Please use minimum lane width or other means to maintain bike lanes.

Pg. 3.4-35: Table 3.4-28: San Leandro Parking Displacement: Please verify percent displaced value for the Durant Avenue to Georgia Way section. The segment from Georgia Way to Callan Avenue/Davis Street is too long and does not reflect the actual parking zones impacted. Please revise this segment into two 1) Georgia Way to Oakes Boulevard/Peralta Boulevard and 2) Oakes Boulevard/Peralta Boulevard to Hays Street/Chumalia Street. The Segment Davis Street/San Leandro Boulevard should be revised to include a portion of East 14th Street with limits of Hays Street/Chumalia Street. to San Leandro BART.

Pg. 3.4-52: AC Transit has committed to assisting cities in implementing neighborhood parking plans such as permit parking to control undesirable parking impacts in residential areas. Please indicate whether AC Transit recognizes the on-going maintenance and operations cost required for up keep of permit parking and AC Transit's willingness to share cost and at a minimum the resident's cost for obtaining residential parking permits.

Pg. 3.4-89: Off-Alignment Parking Impacts: The proposed mitigation results in a significant loss of parking spaces that are not acceptable and therefore another solution is required.

Pg. 4.5-2 4.5.2: Affected Environment: Please verify that foundation requirements for new stations and traffic signals will not be below the existing road bed. There are signal communication conduits on East 14th Street in shallow trenches at approximately 9 inches in depth. Please verify that project will relocate as necessary communication conduits that are impacted by sidewalk stations. There is surface drainage along curblines that may be impacted sidewalk stations. Please indicate that this issue and associated maintenance will be addressed.

San Francisco Business Times, East Bay Report

Manufacturers see advantages in East Bay sites

Talent, convenient transport, make manufacturing hot sector

by **Renee Frojo**

Date: Friday, March 30, 2012

Rent may be cheaper elsewhere, but you won't find the necessary technical expertise, says Carsten Schroeder.

While specialty food companies have received much attention for reviving manufacturing in the East Bay, it's advanced tech and medical manufacturers that are really bringing home the bacon.

Specialized manufacturing is "one of the fastest-growing sectors in the East Bay," said [Jordan Levine](#), director of economic research at Beacon Economics. "Companies are seeing the value proposition of being clustered in an area that has a lot of this type of advanced manufacturing going on."

Advanced manufacturers employed more than 35,000 in the East Bay in 2011, according to the East Bay Economic Development Association.

While it benefits some manufacturers to be close to their research and development bases, many have resisted outsourcing to cheaper locations, citing the East Bay's large pool of high-skilled workers as the biggest reason for staying put.

Also, the proximity of transportation — Oakland airport, the port and extensive highway systems — gives companies a huge advantage, Levine said. "This connectivity gives products that have more of a global appeal, such as medical devices and pharmaceuticals, great access to overseas markets to export their goods and import raw materials."

Medical device maker Penumbra Inc. is one company that has benefited from the engineering talent in Alameda. Clustered among several other larger medical device manufacturers, including Abbott Diabetes Care and NanoVasc Inc., Penumbra has grown to 380 employees from 19 since its founding in 2005. Its devices have been used to treat over 20,000 ischemic stroke patients worldwide.

"We're in a phenomenally convenient location for everyone," said [Adam Elsesser](#), Penumbra's CEO. "Because we're manufacturing devices that go into people's brains, having a facility close to the engineers is critical."



Photo: Spencer Brown

Talent pool

Other companies, such as Abaxis Inc., which makes blood analyzers in Union City, said the East Bay's highly educated and skilled workforce is its best asset.

"Competitors in other states say we're crazy for manufacturing in California," said [Clint Severson](#), Abaxis' president and CEO. "We have the highest taxes, the most regulation (and) the highest labor costs." The only reason for staying, he said, is that "we also have the most talented people."

Because of employees' productivity, Abaxis' revenue continues to rise well above its manufacturing overhead costs, Severson said. Since the launch of its first major product in 1996, the company went from \$2.9 million in sales, with a loss of \$6.7 million, to \$143.7 million in sales and a profit of \$22.5 million last year. Still growing, the company recently added 155 employees and manufactures more than 300 million products annually.

In Emeryville, the vast majority of employees at healthcare giant Novartis Diagnostics are also local.

"Sure, you can find cheaper rent outside the East Bay, but you'll have trouble finding the technical expertise," said [Carsten Schroeder](#), president and Emeryville site head. "Our manufacturing is on the challenging side and requires a lot of skill from people, not machines, to be successful."

With more than \$50 million in revenue in 2010, the company has been steadily growing in the area since 2006, after it acquired biotechnology firm Chiron to produce blood screening systems.

In the past year, Novartis filled approximately 120 new positions. The company also is consolidating manufacturing from multiple locations into a 90,000-square-foot plant currently occupied by Bayer, and plans to expand the building starting next year.

Economic developers and local officials throughout the East Bay have taken note of this growth and actively pursued advanced manufacturing companies, according to [Michael Caplan](#), economic development director for Berkeley, which is home to manufacturer [Bayer HealthCare Pharmaceuticals](#), now the city's largest private employer.

"We are starting to work together in the region to capture these companies as they grow in scale," Caplan said. In Berkeley, "value-added manufacturing is our strength and we want to promote this identity throughout the East Bay."