



# City Manager's Weekly Update

July 25, 2012

## UPCOMING MEETINGS

- 8/28** Rules and Communications Committee Meeting, 4:30 p.m., Location TBD
- 9/4** City Council Meeting, 7:00 p.m., Council Chambers
- 9/7** Finance Committee Meeting, 8:30 a.m., Council Chambers
- 9/10** CC/SLUSD/SLZUSD Joint Work Session, 7:00 p.m., SLUSD Arts Education Center, 2200 Bancroft Avenue
- 9/12** Facilities Committee Meeting, 4:00 p.m., Council Chambers
- 9/13** Special City Council Meeting, 7:00 p.m., Location TBD
- 9/17** City Council Meeting, 7:00 p.m., Council Chambers
- 9/20** City/SLUSD Liaison Committee Meeting, 4:00 p.m., Council Chambers
- 9/24** City Council Work Session, 7:00 p.m., Council Chambers
- 9/25** Rules and Communications Committee Meeting, 4:30 p.m., Council Chambers

**To:** City Council  
**From:** Chris Zapata, City Manager

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## Mark Your Calendar

SLPD Teen Academy Graduation (reminder)

**Thursday, July 26, 5:30 p.m., Council Chambers**

- Join us in congratulating the Teen Academy Graduating Class of 2012 on **July 26**.
- The purpose of the Teen Academy is to provide San Leandro teens with a basic understanding of how the San Leandro Police Department works and its role in making San Leandro safer. During the Academy, personnel from throughout the department cover topics that include basic law enforcement as well as background on the department's specialized units, such as SWAT, Traffic, Crime Prevention and others. Each session provides hands-on activities, along with classroom instruction, and the Academy includes a behind-the-scenes tour of the department.

East Bay Economic Development Alliance (East Bay EDA) Small Business Symposium (reminder)

**Tuesday, July 31, 7:30 a.m. to 11:00 a.m., Hotel Shattuck Plaza Crystal Ballroom, 2086 Allston Way, Berkeley**

- The East Bay EDA is holding a Small Business Symposium on July 31.
- The event will connect small business owners and operators with a wide range of experts and match resources with business needs. There are four different interactive break-out sessions for the following business types: startup, young, growth and mature.
- Additional information on the East Bay EDA's Small Business Initiative can be found at this link: <http://www.ebsmallbusiness.com/>.
- There is no charge for attendees. Feel free to forward this information.

Media Event for San Leandro's Traffic Safety Education Program for K-8th Schools (staff report attached)

**Tuesday, August 7, 2:00 p.m. to 3:00 p.m., Woodrow Wilson School, 1300 Williams Street**

- A media event will take place on **August 7** about the traffic safety education program for K-8<sup>th</sup> public schools as part of San Leandro's Safe Routes to School Program.
- The City of San Leandro was awarded a \$410,000 State Safe Routes to School (SRTS) grant, including \$375,000 for the consultant, Safe Moves, to conduct the traffic safety education program, and \$35,000 for staff time. This traffic safety education program will start in August 2012 and end in May 2015 in an effort to reach as many students as possible.
- If you would like to attend, please notify Yolanda Carrasco.

## Council Information

### Statue of the Portuguese Immigrant Lighting and Landscaping Improvements (photo attached)

- The Public Works Department recently revamped the lighting and landscaping around the Statue of the Portuguese Immigrant at the corner of East 14<sup>th</sup> and Hays Streets (Root Park). The existing underground lighting fixtures had failed so staff installed new aboveground lights that provide more dramatic lighting of the historic statue. Additionally, the landscaping was spruced up to further highlight the area.

### Marina Community Center Update (staff report and informational graphs attached)

- Since opening the Senior Community Center in April 2011, there is the perception that the Marina Community Center is not busy. However, rentals and revenues have increased at the Marina Community Center since moving the senior programs to the Senior Community Center. The Marina Community Center continues to meet community needs for meeting space and providing a popular venue for special occasions, where memories are made and communities are brought together in celebration. The Senior Community Center also generates revenue through rentals, and participation in programs at the Senior Community Center is exceeding our expectations and continues to grow.

### Re-Bidding of Annual Street Sealing 2011-12 Project (notification letter attached)

- The street sealing program for this year was divided into two construction contracts so that the asphalt rubber chip seal could be bid separately. The bid opening for the non-rubberized project was held on June 28, 2012, and the bid opening for the project involving asphalt rubber chip seal was on June 29, 2012.
- The bids received for both projects were higher than anticipated. City staff contacted the contractors who submitted bids, and based on those discussions, it was concluded that the higher prices were due to the time of year. Contractors tend to give more competitive prices during the beginning of the year when their construction schedules have yet to be determined. As a result, the bids received for both projects are scheduled to be rejected at the September 4, 2012 City Council meeting. Staff will resubmit the plans to Council for a second call for bids in early 2013.
- Staff prepared a notification letter, which will be sent to the impacted residents informing them of the schedule change.

## Correspondence From Other Agencies

### East Bay Regional Communications System Authority (EBRCSA)

- Click [here](#) to view the EBRCSA April-May-June 2012 newsletter.
- The City is planning to move to EBRCSA by the end of the year. More information will be shared in the coming months.

# CITY OF SAN LEANDRO

## STAFF REPORT

**Date:** July 23, 2012  
**To:** Chris Zapata, City Manager  
**From:** Uchenna Udemezue, P.E., Director  
Engineering and Transportation Department  
**By:** Keith Cooke, P.E., Principal Engineer  
**Subject:** MEDIA EVENT FOR SAN LEANDRO'S TRAFFIC SAFETY EDUCATION  
PROGRAM FOR K-8<sup>th</sup> SCHOOLS

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### SUMMARY AND RECOMMENDATION

A media event will take place on August 7, 2012 about the traffic safety education program for K-8<sup>th</sup> public schools as part of San Leandro's Safe Routes to School Program. This report is for information only, and no action is required.

### BACKGROUND AND DISCUSSION

City Council Members are invited to attend and support a Safe Routes to School media event at **Woodrow Wilson School on Tuesday, August 7, from 2:00 pm to 3:00 pm.**

The City of San Leandro was awarded a \$410,000 State Safe Routes to School (SRTS) grant, including \$375,000 for the consultant, Safe Moves, to conduct the traffic safety education program, and \$35,000 for staff time. This traffic safety education program will start in August 2012 and end in May 2015 in an effort to reach as many students as possible.

A multifaceted approach will be used to accomplish the goals of educating elementary and middle school students about pedestrian and bicycle safety and the benefits of using these modes of transportation for commuting to and from school. Workshops will be conducted for students in each grade level (K-8<sup>th</sup>) at ten (10) elementary and three (3) middle schools. Students will participate in demonstrations that teach the effectiveness of bicycling and walking as modes of locomotion and the benefits of decreasing air pollution, making the community safer, and getting physically fit. The program will also address perceptions and reactions to hazards created by vehicles. Students will perform in role playing exercises consisting of bicyclists, pedestrians, and drivers to simulate "real-life" traffic conditions and hazards.

Simultaneously, the Alameda County Transportation Commission will also integrate its Countywide Safe Routes to School (SR2S) Program into San Leandro's SRTS Program at all thirteen (13) K-8<sup>th</sup> schools in San Leandro. Both programs will complement each other to achieve the highest level of traffic safety education for all students.

The media event on August 7, 2012 will launch the City's SRTS Program to increase awareness and the support of all involved parties, including City and school officials, parents, students, teachers, and the general public.

Statue of the Portuguese Immigrant at East 14<sup>th</sup> and Hays Streets (Root Park)



# **CITY OF SAN LEANDRO**

## **STAFF REPORT**

**Date:** July 23, 2012  
**To:** Chris Zapata, City Manager  
**From:** Carolyn Knudtson, Recreation and Human Services Director  
**Subject:** MARINA COMMUNITY CENTER UPDATE

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### **SUMMARY AND RECOMMENDATION**

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

### **BACKGROUND**

Since opening the Senior Community Center in April 2011 and moving senior programs to the new building, there is the perception that the Marina Community Center is not busy. We are finding, however, that rentals and revenue have actually increased at the Marina Community Center (MCC). Moving senior programs to the Senior Community Center freed up space at the MCC making more rooms available for all uses including classes, meetings and events, resulting in increased rentals, revenue and cost recovery for the Marina Community Center. (See attached graph showing number of rentals and revenue.)

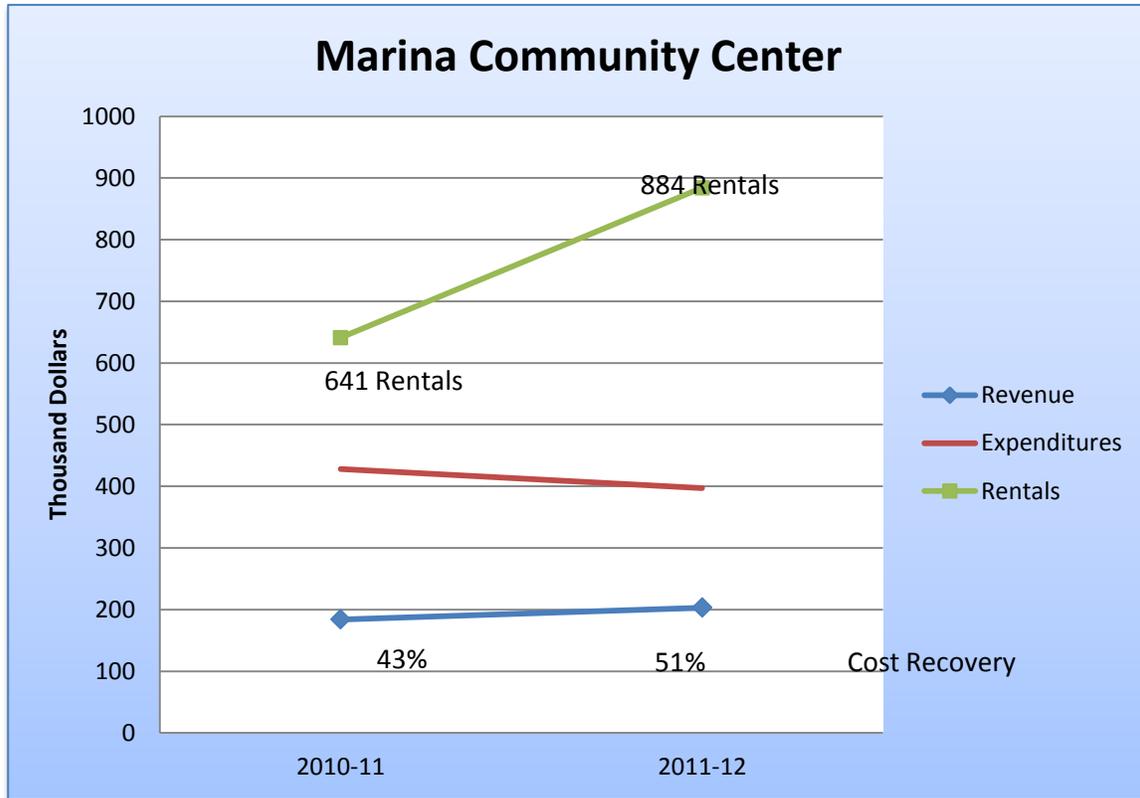
The MCC continues to be used heavily by our local schools, homeowner's groups and nonprofits (see attached list of non-profit users) as well as community members for important life celebrations such as weddings, baby showers, birthdays, reunions and memorials. The use of MCC by businesses has also increased; it is a perfect location for workshops and conferences that offer multiple sessions at the same time.

The MCC is open Monday through Friday from Noon to 7:00 p.m. and from 10:00 a.m. to 2:00 p.m. on weekends. Customer service is provided during those hours allowing customers to register for classes and rent rooms. Outside of those hours, the building is open only when there is a paid rental or other activity. Although you may drive by the building and see that it is closed, keep in mind that the MCC operates 7 days per week and can be open anytime from 6:30 a.m. to 11:00 p.m. depending on the activity in the building.

The MCC continues to be more heavily used than the SCC for rentals. This could be due to the limitations of reserving the SCC as SCC rentals are limited to the evenings and weekends; giving senior programs and EOC functions priority during the day. MCC rental revenue increased from \$185,000 in 2010-11 to \$203,000 in 2011-12. SCC rental revenue is on track as projected at \$55,000 per year.

## **CONCLUSION**

Rentals and revenues have increased at the Marina Community Center since moving the senior programs to the Senior Community Center. The Marina Community Center continues to meet community needs for meeting space and providing a popular venue for special occasions, where memories are made and communities are brought together in celebration. The Senior Community Center also generates revenue through rentals, and participation in programs at the Senior Community Center is exceeding our expectations and continues to grow (please see attached report on senior attendance).

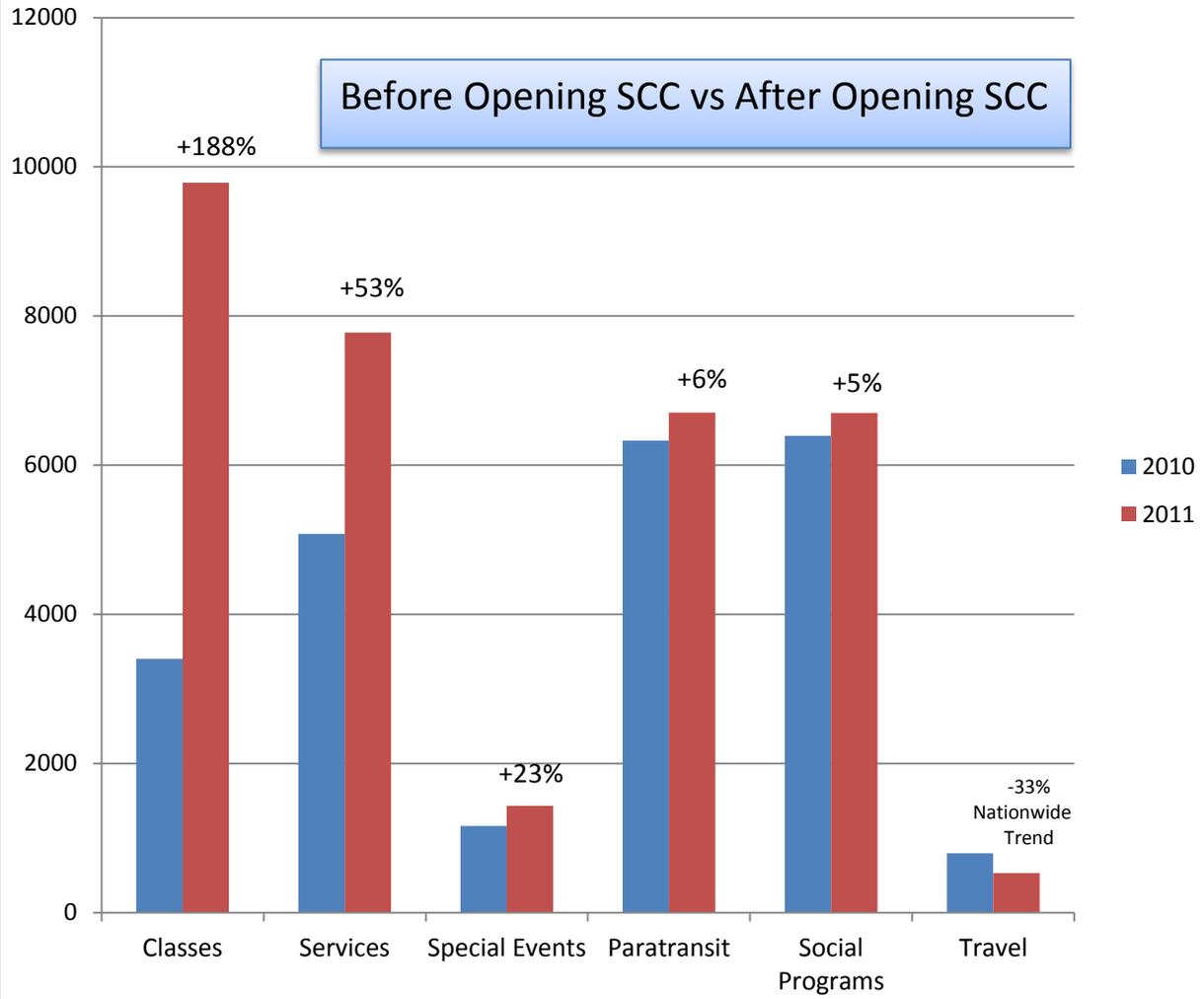


\*Cost Recovery includes all facility costs including salaries, utilities, building maintenance & repair, etc.

<b>Marina Community Center</b>		
<b>Sampling of Local Non-profit Rentals</b>		
	<b>FY 2011-12 # Rentals</b>	<b>Activity</b>
Alameda Co. Foster Parents	6	Meetings / Special Events
Alameda Co. Health & Human Services/Public Health	28	Trainings / Events
American Cancer Society	20	Meetings / Special Events
Davis Street Family Resource	6	Meetings
Floresta Baseball League	12	Parent and Coaches Mtgs / Sign-Ups
Girl Scouts Troops	36	Monthly /Special Meetings
Girls Inc.	6	Meetings / Trainings
Heron Bay HOA	12	Monthly Meetings
Marina Faire HOA	12	Monthly Meetings
Marina Garden HOA	12	Monthly Meetings
Marina Seagate HOA	12	Monthly Meetings
Marina Vista HOA	6	Bi-Monthly Meetings
Marina West HOA	12	Board Meetings
San Leandro Little League	16	Parent and Coaches Mtgs / Signs ups
San Leandro School District	35	Meetings / Trainings /Dances/Events
San Lorenzo School District	40	Meetings / Trainings /Dances/Events

# Senior Community Center

## Senior Program Attendance



**City of San Leandro**

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



July 27, 2012

**RE: Re-Bid of Project – Annual Street Sealing 2011-12  
Project No. 144-38-332, File 3.7**

Dear Resident:

In May 2012, you received a letter regarding the Annual Street Sealing Program and the associated preparatory work by the City of San Leandro's Public Works street crew. Construction for this project was initially scheduled for late summer of this year, but the bids received were higher than anticipated. As a result, this project will be re-bid in early 2013 with construction scheduled to start in late-spring or early-summer.

The project contractor will notify you prior to the start of construction to provide more information on the construction schedule and the work to be done. In the meantime, please contact me at (510) 577-3302 if you have any questions related to this project.

Sincerely,

Kyle K. Lei, P.E., Associate Engineer  
Engineering and Transportation Department  
[klei@sanleandro.org](mailto:klei@sanleandro.org)