

SAN LEANDRO NEWS



OCTOBER 2012

CITY MANAGER MESSAGE

Dear Residents,

San Leandro is working with Dr. Patrick Kennedy to create a regional economic development engine and is beginning to see major success. Lit San Leandro is changing the way business and real estate professionals view our community. This month San Leandro convinced the federal government to view infrastructure as more than just roads, water and electricity to aid job creation. We convinced them that our fiber optic loop is 21st Century infrastructure to aid business and community development, and they awarded San Leandro a \$2.1 million dollar grant. This is the latest advancement in our maturing effort to become a relevant and desirable location for technology and innovation.

Parallel to the grant and fiber optic loop, which has equipped our Main Library with the fastest internet anywhere, is the creation of the East Bay's only Chief Innovation Officer. This is another private public partnership with Dr. Kennedy that will change the San Leandro business climate, assist our schools and create an exciting opportunity for our shoreline development. San Leandro is working diligently to take advantage of its world class technology opportunities in our world class setting. We are truly in a transformative stage in our history thanks to many current and past ideas that have created today's and tomorrow's opportunities to enhance our community.

- Chris Zapata, City Manager

THE CITY IS ACCEPTING RESUMES FOR A CHIEF INNOVATION OFFICER

The City of San Leandro has a newly-created position of Chief Innovation Officer (CIO) and is accepting resumes for the ideal candidate. The City's vision is to implement a long-range strategy to bring high-tech businesses to San Leandro and create jobs while enhancing the quality of life for the City's citizens. Marketing the City's Lit San Leandro initiative, an eleven-mile fiber optic loop in the City's industrial and commercial zone, will be a key responsibility for the ideal candidate. The CIO will help San Leandro capitalize on the opportunities created by Lit San Leandro by developing strategic partnerships with the business community, regional organizations and educational institutions.

To learn more about this exciting position, view the brochure and required supplemental questionnaire [here](#). [Applications](#) will be accepted through October 26, 2012.

UPCOMING EVENTS

- ✦ **Downtown Farmers' Market** – The final Farmers' Market for 2012 is October 17, 4:00 – 8:00 p.m., Parrott Street at East 14th Street.



- ✦ **Karen Quest's Cowgirl Tricks** – Wednesday, October 17, 7:00 p.m., Main Library, 300 Estudillo Avenue.
- ✦ **19th Annual Trivia Bee for Project Literacy** – Friday, October 19, 6:00 p.m., Marina Community Center, 15301 Wicks Blvd. View the flyer [here](#).
- ✦ **Teen Book Giveaway and Horror Flick!** – Saturday, October 20, 1:00 to 4:00 p.m., Main Library.
- ✦ **Halloween Carnival** – Saturday, October 27, 1:00 – 4:00 p.m., Marina Community Center.
- ✦ **Annual Halloween Extravaganza** – Saturday, October 27, 4:00 to 5:30 p.m., Manor Branch Library, 1241 Manor Boulevard



- ✦ **Pink Halloween Stroll** – Wednesday, October 31, 10:00 to 11:30 a.m., Senior Community Center, 13909 East 14th Street.
- ✦ **Election Day** – November 6
- ✦ **Environmental Forum** – Saturday, November 10, 10:00 a.m. to Noon, Senior Community Center.
- ✦ **Family Game Day** – Saturday, November 10, 2:00 to 4:00 p.m., Main Library.
- ✦ **Veteran's Day Holiday (Observed)** – November 12. City Hall and libraries closed.

ECONOMIC DEVELOPMENT ADMINISTRATION AWARDS SAN LEANDRO \$2.1 MILLION TO EXPAND CITY'S STATE-OF-THE-ART BROADBAND NETWORK

Nearly 1,000 Additional Businesses Will Now Have Access To Lit San Leandro

San Leandro Mayor Stephen Cassidy announced that the City of San Leandro has received notification of a \$2.1 million grant from the United States Economic Development Administration (EDA) for the expansion of San Leandro's fiber optic network, known as Lit San Leandro. The network became operational earlier this year, offering connection speeds of up to 10 gigabits per second. This is 2,000 times faster than the average U.S. connection. The grant, funded through the EDA's Public Works Economic Development Assistance program, will facilitate the construction of 7.5 miles of new conduit, bringing the Lit San Leandro network to a total of over 18 miles (see attached [system map](#)). To read the full press release, click [here](#).

ELECTION NEWS - VOTE NOVEMBER 6

October 22 is the deadline to register to vote in the November 6 election. You may register to vote:

- **By Internet:** Complete the on-line Alameda County [Voter Registration Form](#).
- **By mail:** Mail-in registration forms are available at City Hall, most County buildings, post offices, libraries, and Department of Motor Vehicle (DMV) offices.
- **In person:** At the Alameda County Registrar of Voters' office in Oakland, 1225 Fallon Street, Rm. G-1, Oakland, CA 94612.

YOU CAN SAVE POSTAGE BY DROPPING OFF YOUR VOTE-BY-MAIL BALLOT IN THE CITY MANAGER'S OFFICE AT CITY HALL, 2nd FLOOR.

The City Council election will again be decided using Ranked Choice Voting (RCV). Brochures in English, Chinese, Tagalog, Spanish and Vietnamese explaining how RCV works are available at City Hall and other City facilities, and on the [City's Ranked Choice Voting webpage](#). Public presentations on RCV can be scheduled upon request from the [Registrar Of Voters](#) (510-272-6933) or [City Clerk's Office](#) (510-577-3367).

POLICE DEPARTMENT POLICING COMMUNITY FORUM UPDATE

The October 2 crime prevention forum hosted by the San Leandro Police Department (SLPD) was a success! About 60 residents attended to learn more about crime prevention and getting involved in community policing. SLPD will continue to build neighborhood watch groups, expand crime prevention and suppression programs, and encourage the grass roots efforts among some neighborhood watch groups to add residential surveillance cameras to their neighborhoods. There was some discussion on community-wide video surveillance, and integrating technology as a force multiplier to combat crime in the future.



EBMUD PROVIDES CHABOT DAM UPGRADES INFORMATION

The East Bay Municipal Utility District has distributed a copy of the [Frequently Asked Questions](#) after recent informational meetings held regarding the Chabot Dam Upgrades. It will also be posted on their web site – www.ebmud.com.



San Leandro Library Project Literacy's 19th Annual



Trivia Bee



Friday, October 19, 2012

*Dinner 6 p.m. • Drawing 7 p.m. • Trivia Bee 7:30 p.m.
Marina Community Center • 15301 Wicks Blvd.*

Be a part of the cheering audience and watch as sponsored teams, consisting of three players, compete for the prestigious title of

"San Leandro Trivia Bee Champions!"

Form your own team or sponsor a team of 3 for \$3.50 - includes 3 dinner tickets.
Purchase tickets in advance for \$2.5 at the Main Library (\$3.00 at the door).

Sponsor a team...be a team member...purchase a dinner ticket...
purchase a drawing ticket or donate a drawing prize...just get involved!



Purchase tickets at the main library
or call 577-3944 for more information



Welcome to
Senior Life in San Leandro!



Pink Halloween Stroll

Celebrate Breast Cancer Awareness month and Halloween! Let's change the color of Halloween from orange to pink! Put on your pink (costume optional) and join us for a stroll around the Senior Community Center or participate in a "Walking Fitness" demonstration. Discussion on Breast Cancer and Cervical Cancer Awareness, sharing and light refreshments will follow the stroll. Everyone is welcome! **Wednesday, October 31**, 10:00 am-11:30 am at San Leandro Senior Community Center, 13909 East 14th Street. For more information, call (510) 577-3462.

FREE



Wednesday, October 31 ~ 10:00 a.m. to 11:30 a.m.

Senior Community Center, 13909 East 14th Street

For more information, please call (510) 577-3462.

35th Annual Senior Thanksgiving Luncheon

Wednesday, November 21, 2012 ~ 11:00 a.m. to 1:00 p.m.

Marina Community Center - 15301 Wicks Boulevard

San Leandro Senior Community Center - 13909 East 14th Street

Celebrate the Thanksgiving holiday in this heart-warming San Leandro tradition. Enjoy fabulous food, great entertainment, friendly company and a free raffle featuring items donated by community businesses and individuals.

Reservations are \$5 each for residents; \$7 each for non-residents.

Reservations for this event are available at the Senior Community Center, City Hall South Offices, and the Marina Community Center.

For a small service fee, you may also make reservations on-line at <http://www.sanleandroec.org>.

Group reservations are also available, based on space availability.

There is a two-seat limit per person for this event.

Reservations are nonrefundable.

For questions, please call (510) 577-3462.

HALLOWEEN EVENTS

IT CAME FROM THE LIBRARY! TEEN BOOK GIVEAWAY AND HORROR FLICK!

Saturday, October 20, 1:00 p.m. to 4:00 p.m.

San Leandro Main Library - 300 Estudillo Avenue

Celebrate Teen Read Week! Watch a horror film with your friends, enjoy some ghoulish snacks, and take home some free books. Sign up at the Main Library Children's desk—don't miss out!
Call 577-3970 for more information.

Halloween Carnival

Saturday, October 27, 1:00 p.m. to 4:00 p.m.

Marina Community Center, 15301 Wicks Boulevard

Come in costume and enjoy an afternoon of games and all around spooky cheer! Enjoy a candy-free and safe afternoon of fun! Games and entertainment are geared toward children ages 4-8 years old. Game tickets are 25 cents each and may be purchased at the event. For information, call 577-3462. This event was made possible by a generous donation of the San Leandro Optimist Club.

Call 577-3462 for more information.



Annual Halloween Extravaganza

Saturday, October 27, 4:00 p.m. to 5:30 p.m.

Manor Branch Library - 1241 Manor Boulevard

Join other families for a fantastic assortment of entertainment; from games and balloon sculpting to face painting and crafts.

Don't miss this Manor Branch Library tradition!

Call 577-3970 for more information.



MORE UPCOMING LIBRARY AND RECREATION EVENTS...

Karen Quest's Cowgirl Tricks

Wednesday, October 17, 7:00 p.m.

San Leandro Main Library - 300 Estudillo Avenue

Join us for a fun-filled Vaudeville-style Western Comedy Act! This stage show blends trick roping, whip cracking, cowgirl comedy, and more into a unique performance with lots of surprises!

Call 577-3970 for more information.



Family Game Day

Saturday, November 10

2:00 p.m. to 4:00 p.m.

**San Leandro Main Library
300 Estudillo Avenue**



Come try out board games and puzzles during our family gaming event.

All ages are welcome. Drop in and play a little.

Call 577-3970 for more information.

Hawaiian Holiday Celebration



Saturday, December 1

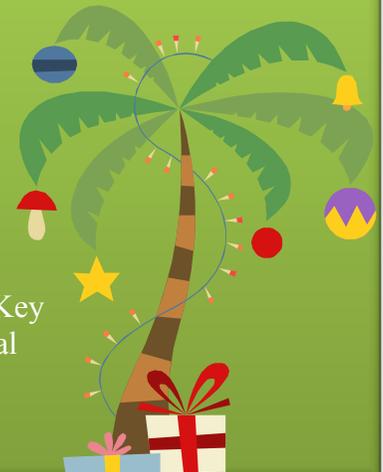
6:00 p.m.

**San Leandro Main Library
300 Estudillo Avenue**

\$15 advance tickets / \$17 at the door
(on sale 11/1/12)

The balmy sounds of aloha melt the winter chill when Hawaiian Slack Key guitarist **Patrick Landeza** kicks off the holiday season with his annual Hawaiian Holiday Celebration.

Call 577-3970 for more information.



Monarch Butterfly Walks

Flying thousands of miles at speeds of up to 25 miles per hour and a mile high in the sky, Monarch butterflies return annually to the same trees at the San Leandro Marina and hunker down to spend the winter. Learn about the life cycle and mysterious migrations of the Monarch butterfly from a butterfly expert. After a brief talk, take a short walk to see large clusters of butterflies on the Eucalyptus trees. Wear comfortable shoes that can get a bit dirty. We'll walk a few blocks to the site on paved surfaces, then on grass to view the butterflies.



Bring binoculars or borrow some of ours! Weekday group tours available on a limited basis. For weekday group tour information, email: sanleandrobutterflies@earthlink.net. The overwintering site is NOT OPEN TO THE PUBLIC. Participants must visit the site with the naturalist.

Course:

#27596	Saturday, Oct. 27	11:00am – 12:30pm
#27594	Sunday, Oct. 28	11:00am – 12:30pm
#27595	Saturday, Nov. 3	11:00am – 12:30pm
#27593	Saturday, Nov. 3	1:00am – 2:30 pm
#27597	Saturday, Nov. 10	11:00am – 12:30pm
#27598	Saturday, Nov. 10	1:00am – 2:30 pm
#27599	Sunday, Nov. 18	1:00am – 2:30 pm
#27600	Sunday, Dec. 9	1:00am – 2:30 pm

Location: Meet at the Monarch Bay Golf Club parking lot at 13800 Monarch Bay Drive

Instructor: Naturalist Adrienne DePonte

Fee: \$12 adults, \$6 children

[Sign up for your Monarch Butterfly Walk now!](#)

Student Showcase of the Nutcracker Suite



Saturday, December 15

2:00 p.m. to 3:00 p.m.

San Leandro Main Library

300 Estudillo Avenue

The Conservatory of Classical Ballet Student Company of San Leandro will be performing excerpts from the delightful and magical Nutcracker Ballet.

Admission is FREE!



REMINDER: POLYSTYRENE TAKEOUT CONTAINERS BANNED NOVEMBER 1

Polystyrene Foam Food Service Ware Ordinance, effective citywide **November 1, 2012**.

- Requires the City and local food establishments to discontinue the use of polystyrene foam (also known as Styrofoam®) food service ware products. Banned polystyrene foam food service ware products include cups, bowls, plates, clamshell containers, soup containers and trays made from expanded foam polystyrene typically labeled #6.



Single Use Bag Reduction Ordinance, effective countywide on **January 1, 2013**.

- Prohibits the distribution of single use carryout bags and imposes a minimum \$0.10 per bag fee for paper and reusable bags at grocery stores and other retailers.



These two initiatives are designed to reduce waste and litter, stimulate the local economy and create jobs. For more information, please go to www.recyclesanleandro.org.

Environmental Forum



Presented by Friends of San Leandro Creek

Saturday, November 10, 2012

10:00 AM- 12:00 PM

San Leandro Senior Center

13909 E. 14th St. San Leandro



You are invited to participate in an informative discussion about watershed restoration around the San Francisco Bay-Estuary. Panelists from Merritt College, PRBO Conservation Science - the STRAW project, and the Alameda Creek Alliance will provide information on their projects restoring Creeks around the Bay Area. A question and answer period will follow the presentations.

Free Admission!

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Invited guest panelists include:

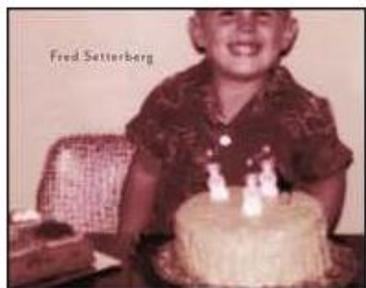
- Professor **Robin Freeman**, Merritt College Environmental Management and Technology Program
- **Laurette Rogers**, PRBO Conservation Science, STRAW Program Director
- **Jeff Miller**, Program Director Alameda Creek Alliance

For more information please call Susan at 510-577-6069 or email Slevenson@sanleandro.org

Sponsored by:



The San Leandro Public Library
proudly presents



Lunch Bucket Paradise

Discussion and Book Signing
with author Fred Setterberg

Saturday, November 17, 2012

2 pm to 3 pm

Karp Room

Main Library

300 Estudillo Avenue

Free Admission

Join us for a fascinating reading and discussion by local author Fred Setterberg on his true-life novel titled **Lunch Bucket Paradise**, which chronicles his childhood in the postwar Jefferson Manor, a blue-collar neighborhood in San Leandro. Setterberg poignantly explores class, masculinity, and modern life amidst the intoxicating abundance of a new California lifestyle that developed during the 1950s and 60s.

Setterberg will then end his program with a book-signing session. Copies of his book will be sold at this event for \$15.00 each.

Reviews of Lunch Bucket Paradise:

"Smart, funny, endearing."

- *Minneapolis Star Tribune*

"...a masterfully told story that fuses photographs, fact-based chapter transitions, history and fiction into a narrative that spans the post-World War II era through the Vietnam War. Readers will react with laughter, anger and perhaps tears..."

- Trina L. Drotar, *Sacramento News & Review*

About the Author:



Fred Setterberg's essays, stories, and journalism have appeared in *The Southern Review*, *The Iowa Review*, *The New York Times*, *The Nation*, *The Utne Reader*, *The Chicago Reader* and *The Boston Phoenix* and many other periodicals. Setterberg earned his B.A. in English at the University of California at Berkeley and his M.A. in Creative Writing at San Francisco State University. He is a former staff writer for the *East Bay Express* and has been a visiting writer with the Chautauqua Writers Center. His writing has won him a NEA fellowship, the Faulkner-Wisdom Essay Prize, the national arts writing prize from the Association of Alternative Newsweeklies, several feature-writing awards from the California Newspaper Publishers

Association and a citation from Project Censor for his coverage of U.S. military policy in Central America in *Mother Jones*. He lives in Oakland, California.

For more information, please call the Information Desk at (510) 577-3971.

San Leandro Public Library
300 Estudillo Avenue • San Leandro, CA 94577 • (510) 577-3971 • www.sanleandrolibrary.org

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WEEKLY UPDATE

If you would like to review weekly information from the City Manager, please check out the *Weekly Update* on the City's website at www.sanleandro.org/depts/cityhall/city_manager.asp.

Also, for more information on the City of San Leandro and its programs and services, visit the City's website at www.sanleandro.org. To register to automatically receive press releases, meeting agendas or other electronic notifications, go to e-Notify at <http://www.sanleandro.org/portal/default.asp>.

OCTOBER/NOVEMBER CITY COUNCIL AND COMMITTEE MEETINGS

Meeting dates, times and location are subject to change. Please confirm meetings by visiting www.sanleandro.org.

10/16 Community Development Committee Meeting – CANCELLED

10/22 City Council Work Session, 7:00 p.m., Council Chambers

11/5 City Council Meeting, 7:00 p.m., Council Chambers

11/7 Rules and Communications Committee Meeting, 4:30 p.m., Council Chambers

11/12 Veteran's Day Holiday (Observed) – City Hall and libraries closed.

11/13 City Council Work Session, 7:00 p.m., Council Chambers

11/14 Facilities Committee Meeting, 4:00 p.m., Council Chambers

11/15 City Council/San Leandro Unified School District Liaison Committee Meeting, 4:30 p.m., Location TBD

11/19 City Council Meeting, 7:00 p.m., Council Chambers

11/22 & 11/23 Thanksgiving Holiday – City Hall and libraries closed.