



City Manager's Weekly Update

November 7, 2012

UPCOMING MEETINGS

- 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** CC/SLUSD Liaison
Committee Meeting,
4:30 p.m., TBD
- 11/19** City Council Meeting,
7:00 p.m.,
Council Chambers
- 11/22 & 23** **Thanksgiving
Holiday** – City Hall and
libraries closed.
- 12/3** City Council Meeting,
7:00 p.m.,
Council Chambers
- 12/12** Facilities Committee
Meeting, 4:00 p.m.,
Council Chambers
- 12/17** City Council Meeting,
7:00 p.m.,
Council Chambers

To: City Council
From: Chris Zapata, City Manager

Mark Your Calendar

Environmental Forum (reminder)

Saturday, November 10, 10:00 a.m. to noon, Senior Community Center, 13909 East 14th Street

- The Friends of San Leandro Creek will be hosting an Environmental Forum on **November 10**.
- This Forum is 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.

Alameda County 60th Annual Veteran's Day Observance (reminder)

Sunday, November 11, 11:00 a.m., Senior Community Center, 13909 East 14th Street

- The City will host the Alameda County 60th Annual Veteran's Day Observance on **November 11**.
- The countywide observance rotates between cities every five years. Historically, the event incorporated a parade. Due to financial constraints most cities have replaced the parade with a smaller event. There has not been a parade since San Leandro last hosted the event in 2007. The City's Annual Veterans Day Flag-Raising Ceremony will be incorporated into the event.
- The Alameda County Veterans Affairs Commission is putting the program together and will be sending invitations to the City Council.

America Recycles Day (reminder)

Thursday, November 15, 9:00 a.m. to 1:00 p.m., Marina Community Center, 15301 Wicks Boulevard

- In celebration of America Recycles Day, the City is hosting a recycling collection event for household batteries, fluorescent lights, pharmaceuticals and mercury-containing devices on **November 15**. Millions of people throughout the country will be participating in local events to celebrate and learn more about recycling programs.
- America Recycles Day, recognized annually on November 15, celebrates the successes of recycling and helps raise awareness about the importance of reducing, reusing and recycling – every day and throughout the year.

Downtown San Leandro Parking Garage Ribbon Cutting

Friday, November 16, 8:30 a.m. to 9:30 a.m., 122 Estudillo Avenue

- The Downtown San Leandro Parking Garage is approaching completion and is scheduled to open to the public on November 12, 2012. Join us for the Ribbon Cutting Ceremony that is scheduled for **November 16**.
- Please notify Yolanda Carrasco, if you would like to attend.

Youth Advisory Commission Mixer

Monday, November 19, 6:00 p.m., City Hall, Sister Cities Gallery

- The City Council and Youth Advisory Commission applicants are invited to an informal gathering on **November 19** that will provide an opportunity for the City Council and candidates to meet.

35th Annual Senior Thanksgiving Luncheon

Wednesday, November 21, 11:00 a.m. to 1:00 p.m., San Leandro Senior Community Center (13909 East 14th Street) and Marina Community Center (15301 Wicks Boulevard)

- The Recreation and Human Services Department is hosting the 35th Annual Senior Thanksgiving Luncheon on **November 21**. City staff and volunteers will serve a delicious holiday lunch to 500 seniors between two locations.
- Raffle prizes donated by local organizations, businesses and City employees will be given away and entertainment will be provided by the San Leandro High School Jazz Ensemble at the Marina Community Center, and the Chabot Jazz Combo at the Senior Community Center.
- If you would like to help serve lunch and join the festivities, please notify Yolanda Carrasco.

Council Information

San Leandro Shoreline Development in the News (article attached)

- The development at San Leandro Shoreline reached an important milestone last week when Developer Cal-Coast submitted plans for the project to the City. Included in the master plan are four new restaurants, a waterfront promenade, a hotel and conference center, a library/community center, housing, retail shops, offices and a ramp to launch hand-powered watercraft. The next step is the Environmental Impact Report, scheduled to be completed within 18 months, with construction slated to commence in 2016.

Grant Awarded from the Highway Safety Improvement Program (HSIP)

- The Engineering & Transportation Department has been awarded a \$448,800 grant from the Highway Safety Improvement Program (HSIP) to improve traffic safety by upgrading the traffic signal at the Bancroft Avenue/Sybil Avenue intersection.
- The Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU) established the HSIP. The overall purpose of the HSIP is to achieve a significant reduction in traffic fatalities and injuries on public roads through the implementation of infrastructure-related highway safety improvements.
- The City's Engineering & Transportation Department has been very successful in receiving this funding for City projects. During the 2006/07 cycle, the City received \$419,245 for the upgrade of the traffic signal at the Washington Avenue/Estabrook Street intersection, which is now complete. The City received a second grant of \$373,300 to upgrade the traffic signal and improve the traffic safety at the Washington Avenue/Monterey Boulevard/Bradrick Drive intersection. Construction of this project should be finished by summer or fall 2013.
- The success has continued with the award of a third grant for \$448,800 to improve the traffic signal and enhance the traffic safety at the Bancroft Avenue/Sybil Avenue intersection. Collision statistics for this intersection indicated that it was a priority for improvement. The funds will be used to upgrade the signal equipment with dedicated left-turn phases and mast arms at the intersection. Construction of this project should be finished by late 2015.

3rd Bicycle and Pedestrian Advisory Committee (BPAC) Meeting (staff report attached)

- The BPAC last met on February 22, 2012. The next meeting will be held on Wednesday, November 14, at 6:30 p.m. in the Sister Cities Gallery at City Hall. The focus of this meeting will include: 1) following up on issues with the Plan; 2) reviewing the East/Central San Leandro Bikeway Design project; 3) exploring the MTC One BayArea Grant Program (OBAG); and 4) identifying challenged locations for bicycle and/or pedestrians in San Leandro.
- At its meeting on February 7, 2011, the City Council approved the formation of a permanent BPAC to continuously guide the development and implementation of bicycle and pedestrian facilities. The BPAC's consistent and systematic review process ensures that bicycle and pedestrian issues are addressed and options developed in a timely fashion for network expansion. The BPAC allows City staff to successfully meet the Alameda County Transportation Commission (ACTC) requirement that the public be offered the opportunity to comment on how Measure B Bicycle and Pedestrian funds are allocated.

Businesses in the News

San Leandro's TriNet Wrapped Up Its Third Acquisition of the Year this Week (article attached)

- The San Francisco Business Times reported on San Leandro's TriNet Group, Inc., which has acquired three companies in 2012. "I am one of the few people who is incredibly optimistic about businesses in the U.S. growing over the next few years," said CEO Burton Goldfield.

Correspondence from Other Agencies

Alameda County City Managers' Association (ACCMA) (letter attached)

- Attached is the final version of a letter sent to the Alameda County Transportation Commission (ACTC) regarding the One Bay Area Grant (OBAG) Program.



San Leandro shoreline development plans submitted

By Rebecca Parr The Daily Review

Posted: 10/31/2012 03:40:15 PM PDT

Updated: 11/01/2012 08:23:17 AM PDT

SAN LEANDRO -- Transformation of the San Leandro shoreline into a destination spot took an important step this week when plans for the project were submitted to the city.

The Monarch Bay development will include four new restaurants, a waterfront promenade, a hotel and conference center, a library/community center, housing, retail shops, offices and a ramp to launch hand-powered watercraft.

The 146 boats berthed at the marina, at the north end of the development area, will be forced to move, though not for a couple of years.

"We were hopeful the development could provide sufficient revenue to pay for dredging of the marina," said Cynthia Battenberg, business development manager for the city. "As it turns out, it would cost \$1.5 million to \$2 million annually to dredge the two-mile channel that provides access to the bay for the boats." At this point in the project, it does not appear that that revenue would be available for dredging, she said.

So Cal-Coast Development worked with the city to come up with plans for an aquatic park at the harbor as part of the Monarch Bay project, said Cal-Coast President and CEO Ed Miller.

"We'd love to keep it a marina, that's for sure," Miller said. "But the cost is too high. The plan is to keep it open as long as possible."

City officials estimate that the silt buildup will prevent access to the bay in about two years, Battenberg said.

Some of the "liveaboard" residents already have moved their boats from the marina; 27 remain, down from 45 earlier this year.

A citizens advisory committee with more than 30 members has been meeting since 2008 with Cal-Coast and city staff members to come up with the design for the 50-acre project. San Leandro will retain ownership and lease the land to Cal-Coast.

Monarch Bay will have up to 250,000 square feet of offices. The site's location on the shoreline and its access to Lit San Leandro, the city's new fiber optic loop, will be big pluses in marketing the commercial space, Miller said.

Plans call for 46 live/work units, 42 houses, 44 townhouses and 56 apartments. The site will include bike lanes, a new park and pedestrian piers. "It includes enhanced public access to the water," Battenberg said.

The next step is an environmental impact report, expected to take about 18 months. After that, several agencies must sign off on the proposal, including the Bay Conservation and Development District. Miller estimates construction will begin in 2016.

Mayor Stephen Cassidy thanked the citizens committee for its work.

"The shoreline development has the potential to transform the marina into a high-quality dining and commercial area with walk and bike paths for the public," he said.

CITY OF SAN LEANDRO

STAFF REPORT

Date: November 6, 2012

To: Chris Zapata, City Manager

From: Uchenna Udemezue, P.E., Director
Engineering and Transportation Department

By: Reh-Lin N. Chen, P.E., Senior Transportation Engineer

Subject: 3rd BICYCLE AND PEDESTRIAN ADVISORY COMMITTEE (BPAC) MEETING

SUMMARY AND RECOMMENDATION

The third meeting of the permanent Bicycle and Pedestrian Advisory Committee (BPAC) will be held on Wednesday, November 14, 2012 at 6:30 p.m.

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

BACKGROUND AND DISCUSSION

The temporary Bicycle and Pedestrian Advisory Committee was established in December 2009 and successfully guided staff and consultants through the process of updating the Bicycle and Pedestrian Master Plan (Plan). The Planning Commission approved the Plan on November 18, 2010, and the City Council adopted the Plan on February 7, 2011.

At its meeting on February 7, 2011, Council approved the formation of a permanent Bicycle and Pedestrian Advisory Committee (BPAC) to continuously guide the development and implementation of bicycle and pedestrian facilities. The BPAC's consistent and systematic review process ensures that bicycle and pedestrian issues are addressed and options developed in a timely fashion for network expansion. The BPAC allows City staff to successfully meet the Alameda County Transportation Commission (ACTC) requirement that the public be offered the opportunity to comment on how Measure B Bicycle and Pedestrian funds are allocated.

The BPAC is comprised of eleven (11) members, with one member representing each of the Council Districts, plus five (5) at-large members. The selected members represent both bicyclist and pedestrian issues and were approved by Council. The BPAC meets on an as-needed basis once or twice a year.

The following residents of San Leandro are current BPAC members:

1. Gil Johnson (Council District 1 Appointee)
2. Mark Estes (Council District 2 Appointee)
3. Eric Robertson (Council District 3 Appointee)
4. Paul Keener (Council District 4 Appointee)
5. Michael Wallace (Council District 5 Appointee)
6. Naomi Armenta (Council District 6 Appointee)
7. Maureen Forney (Council District 1 at-large)
8. Lisa Deering (Council District 5 at-large)
9. Bernadette Alexander (Council District 5 at-large)
10. Debra Brinson (Council District 6 at-large)
11. Jeremy Johansen (Council District 6 at-large: ACTC BPAC Representative)

The BPAC last met on Wednesday, February 22, 2012. The next meeting will be held on Wednesday, November 14, at 6:30 p.m. in the Sister Cities Gallery Room at City Hall. The focus of this meeting will include: 1) following up on issues with the Plan; 2) reviewing the East/Central San Leandro Bikeway Design project; 3) exploring the MTC OneBayArea Grant Program (OBAG); and 4) identifying challenged locations for bicycle and/or pedestrians in the city.

From the San Francisco Business Times

:<http://www.bizjournals.com/sanfrancisco/blog/2012/10/after-three-acquisitions-trinet-will.html>

After three acquisitions, TriNet will 'take the rest of the year off' says CEO

San Francisco Business Times by Steven E.F. Brown, Web Editor

Date: Tuesday, October 30, 2012, 12:18pm PDT



[Steven E.F. Brown](#)

Web Editor- San Francisco Business Times

[Email](#)

San Leandro's **TriNet Group Inc.** wrapped up its third acquisition of the year this week, closing a deal for Strategic Outsourcing Inc. CEO [Burton Goldfield](#) says it's time for a bit of a rest.

"I think we're probably going to take the rest of the year off," said Goldfield, though he doesn't seem to be talking about himself, as he just got back from Charlotte, N.C., where he shook the hand of every single employee of Strategic Outsourcing, and he's flying out of town again tomorrow to San Diego, where TriNet does a lot of its outsourced human resources business.

Buying Strategic Outsourcing nearly doubled TriNet's size, from some 750 employees to about 1,400. The company has passed \$300 million in revenue.

Although the economy has been recovering slowly in California and the United States, Goldfield thinks the time is right to buy other businesses and bet on growth to come.

"I am one of the few people who is incredibly optimistic about businesses in the U.S. growing over the next few years," said Goldfield. "I'm putting my money where my mouth is."

The other companies TriNet picked up earlier were AccordHR in Oklahoma City and ExpenseCloud in Santa Monica.

Betting on new businesses

Goldfield, who moved to the Bay Area from Philadelphia nearly 20 years ago and resolved to find a house within six blocks of the garage where **Hewlett-Packard Co.** (NYSE: HPQ) was born, believes in startups.

That shed where Dave Packard and Bill Hewlett got their company going is a talisman for Goldfield, who walks past it when he needs inspiration.

The energy and optimism of entrepreneurs starting companies today is a big factor in TriNet's buying spree — that plus low interest rates and easy access to capital that let the company finance these deals, paid for by debt and with cash on hand.

"The kids starting app companies now haven't ever seen an easy economy," Goldfield said. But they're still starting them, and he expects them to grow fast when the economy improves.

The 6,000 companies TriNet serves have added 13,000 new jobs this year, a growth rate north of 12 percent, Goldfield explains, and that buoyant growth will only help the larger economy in the long run.

"Every one of those new jobs has benefits and (the employers) are people who care about their employees, or they wouldn't be paying us. I believe people are going to power through this new economy," he said. "Get people back to work and give them benefits."

Hot on Wells Fargo's heels

TriNet aims to work with growing businesses from when they have about 10 employees up until they hit about 1,000 people.

The company, which has about 35 offices, offers four things to growing customers:

- Benefits on par with much larger competitors. "If you're starting a company competing against Oracle, Microsoft and Google, you can have a 10-person company and provide full medical coverage and a 401k account," Goldfield said.
- Online access and infrastructure, so employees can log in and file expense claims or change their benefits.
- Transfer of HR liability. "We are responsible for helping to manage these employees from a legal liability standpoint," Goldfield said. Sounds serious? Call TriNet is what he tells his clients. Great entrepreneurs can sometimes be terrible HR managers, he said.
- Ancillary services such as technology that lets someone photograph a receipt and submit it through a smartphone app.

Lots of companies need these services — so many, Goldfield said, that if you add up all the employees covered by TriNet operations in San Francisco, those 7,000 people make the company the second biggest private sector business in the city, right behind Wells Fargo (NYSE: WFC), which has around 8,300.

After counting up customers who came with the Strategic Outsourcing deal, something that's being done now, "I may have beat Wells Fargo," Goldfield laughs.

Staying put in San Leandro

TriNet services cover 22,000 workers in the East Bay, putting it ahead of any other private sector employer there.

Though he himself lives in Palo Alto, having fulfilled his vow to find a home right near the HP garage, Goldfield said he plans to keep TriNet in the East Bay, and in San Leandro.

"The advantage is we are catty-corner to the BART stop," he said. "Two hundred of our employees come by BART every day."

TriNet's local employees live all over the Bay Area, Goldfield said, "The key is public transportation."

Time will tell

In a few years, he laughs, people will either be saying "Goldfield's a genius" for buying businesses, or they'll be questioning his sanity. But having helped companies such as oDesk Corp. and **Netflix Inc.** (NASDAQ: NFLX) get going, he's confident there's a good market among the Bay Area's small companies for TriNet's services.

"When you're trying to attract somebody from a Microsoft, they're willing to take a 20 percent pay cut," Goldfield explains. "But if you tell them you don't have benefits..."

Steven E.F. Brown is web editor at the San Francisco Business Times.



ALAMEDA COUNTY CITY MANAGERS' ASSOCIATION

**c/o City of Newark
37101 Newark Boulevard
Newark, CA 94560**

October 31, 2012

Tess Lengyel
Deputy Director of Policy, Public Affairs and Legislation
Alameda County Transportation Commission
1333 Broadway, Suite 300
Oakland, CA 94612

Dear Ms. Lengyel:

The Alameda County City Managers Association (ACCMA) would like to thank you and Beth Walukas for your presentation of October 17, 2012 regarding the One Bay Area Grant (OBAG) program.

On May 17, 2012, MTC adopted Resolution 4035, which provides guidance for allocating Federal Surface Transportation Program (STP) and Congestion Mitigation and Air Quality (CMAQ) funds for the next four fiscal years. Resolution 4035 also includes specific policy objectives and implementation requirements of the OBAG program that Bay Area congestion management agencies must meet as a condition of receiving OBAG funds. Alameda County's share of the OBAG funding is approximately \$63 million of STP/CMAQ funds spread out over four years. In large counties, such as Alameda County, 70 percent of the funding must be programmed to transportation projects that support Priority Development Areas (PDAs), and 30 percent may be programmed for transportation projects elsewhere in the county. The Alameda County Transportation Commission (CTC) will be responsible for developing local program guidelines, including a PDA Investment and Growth Strategy, to be submitted to MTC/ABAG by May 1, 2013.

As you are aware, Alameda County encompasses 14 cities and unincorporated communities with a broad range of transportation needs. Each community is unique in its needs and goals, as denoted by the number and variety of PDAs in the county. This diversity must be considered as we move forward with the development of the PDA Investment and Growth Strategy. Ensuring the greatest flexibility possible while meeting MTC/ABAG criteria is imperative for a successful program.

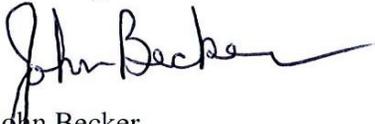
At this point, we would like to provide the following comments regarding the Strategy:

- It is proposed that funds will be allocated to projects that “successfully” implement transportation projects for transit-oriented development (TOD) in PDAs. A better definition of the specific criteria for “successful” projects is recommended, including the value of the job creation as well as residential units.
- Currently, funds are to be allocated 70% for transportation projects in PDAs, leaving 30% for transportation projects outside of currently approved PDAs. The ACCMA recommends greater flexibility in using transportation funds. This could be accomplished in part through a broader definition of projects that provide “proximate access” to PDAs, or by achieving the 70% on a countywide, rather than a jurisdiction-specific basis.
- It is unclear whether current PDAs can be altered and/or deleted. If OBAG funding will be allocated primarily to only active PDAs, then the ability to alter, move or delete the PDAs as currently defined in the program is strongly recommended. Local jurisdictions must be able to adjust the PDAs to meet changing circumstances.

As we move forward in this process, we request additional opportunities to provide input into the development of the PDA Investment and Growth Strategy.

Please contact me directly if you have any questions regarding this request.

Sincerely,

A handwritten signature in black ink that reads "John Becker". The signature is written in a cursive style with a long, sweeping underline.

John Becker
Chair