



City Manager's Weekly Update

January 16, 2013

UPCOMING MEETINGS

- 1/21** **Dr. Martin Luther King, Jr. Birthday Holiday**, City Hall and libraries closed.
- 1/22** City Council Closed Session, 5:30 p.m., City Manager's Large Conference Room
- 1/22** City Council Meeting, 7:00 p.m., Council Chambers
- 1/26** City Council Winter Planning Session, 8:30 a.m., Senior Community Center, 13909 East 14th Street
- 1/28** City Council Special Meeting, 7:00 p.m., Council Chambers
- 2/4** City Council Meeting, 7:00 p.m., Council Chambers
- 2/12** City Council Work Session, 7:00 p.m., Council Chambers
- 2/19** City Council Meeting, 7:00 p.m., Council Chambers
- 2/25** City Council Work Session, 7:00 p.m., Council Chambers
- 3/4** City Council Meeting, 7:00 p.m., Council Chambers
- 3/11** City Council Work Session, 7:00 p.m., Council Chambers
- 3/18** City Council Meeting, 7:00 p.m., Council Chambers

To: City Council
From: Chris Zapata, City Manager

Mark Your Calendar

Group Photograph

Monday, January 28, 5:00 p.m., Council Chambers

- The City Council group photo is scheduled for **January 28**.
- Please wear dark-colored business attire for this formal portrait.

The Eye of Zora: An Art Workshop with Malik Seneferu (reminder)

Saturdays, January 19, January 26, February 2, and February 9, 2:00 p.m. to 4:00 p.m., Main Library, 300 Estudillo Avenue

- An amazing opportunity for teens, grades 6 to 12, to work with Bay Area artist Malik Seneferu and create mixed-media art work that will be displayed along side Mailk's own painting at the Main Library. Students will learn various art techniques while exploring the creative process and getting an introduction to the life and work of famed African-American writer Zora Neale Hurston.
- This event is part of the library's Big Read, a program of the National Endowment for the Arts in partnership with Arts Midwest. Register at the Main Library or call 577-3971 for more information.

Dr. Martin Luther King, Jr. Celebration (reminder)

Monday, January 21, 2:00 p.m., Marina Community Center, 15301 Wicks Boulevard

- The City is hosting a community event to remember and celebrate Dr. Martin Luther King, Jr. on **January 21**.
- The event will feature entertainment from local performing arts groups, student speeches, light refreshments and crafts for kids. Admission is free. The event also includes a special presentation by local writer, social commentator, and poet, Daphne Muse.

Council Districts 3 and 4 Town Hall Meeting (flyer attached)

Wednesday, January 30, 6:30 p.m. to 8:30 p.m., Marina Community Center, 15301 Wicks Boulevard

- Mayor Stephen Cassidy and Councilmembers Diana Souza and Benny Lee will host a Town Hall Meeting on **January 30**.
- Topics of discussion will include: community and neighborhood safety; proposed ordinances on medical marijuana dispensaries and raising of chickens and bees; the new Kaiser Hospital; and a transportation update on I-880 overpass reconstruction. There will also be an opportunity for questions and answers on other topics.

Council Information

Tree Removal on San Leandro Boulevard - Davis Street to Thornton Avenue

- The BART-Downtown Pedestrian Interface project is moving into construction. Tree removal work preceding construction will occur the week of January 22.
- This project will create pedestrian-friendly improvements in front of the San Leandro BART Station along San Leandro Boulevard between Davis Street and Williams Street. Council awarded the construction contract to Gallagher and Burk on November 19, 2012.
- Fifty trees that are in conflict with the planned improvements will be removed and replaced with 99 trees at the completion of the work. The contractor is required to complete tree removal work by January 31, 2013. Completing this work at this time, before the start of the nesting season, is required to avoid potential conflicts with nesting migratory birds that are protected under the Migratory Bird Treaty Act. This work should be completed in less than a week, and will involve the temporary closure of a single outside traffic lane.
- After the removal work, there will be a break in construction activity until the end of the rainy season. The main project construction is scheduled to start on March 1, 2013 and extend through November 2013. A public meeting will be held in mid-February to notify the public of the main construction project and the traffic and pedestrian impacts.

San Leandro Playing a Role in the Mozilla Ignite Challenge

- The City and Lit San Leandro are part of a team participating in the Mozilla Ignite Challenge, a competition to develop applications that leverage the power of ultra-fast networks. The team's submission involves the development of a tool to observe and control industrial processes remotely and in real time, with secure, proprietary process control.
- This concept was selected as a finalist, and is now in the design phase. Although most of the work is presently being undertaken by programmers at Purdue University and the University of Missouri, the local team is assisting with the project and exploring options to use the Lit San Leandro fiber and identify a local San Leandro company to serve as the test site.

Five Lessons From Hurricane Sandy For Emergency Preparedness (article attached)

- SLPD Chief Spagnoli has included important information on disaster preparedness for all communities.

Correspondence From Other Agencies

Clean Water Program Reusable Bag Giveaway (press release attached)

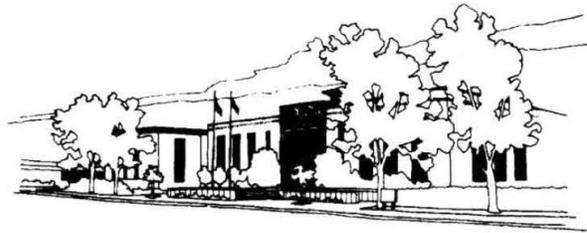
- Between January 22 and February 2, 2013, member agencies of the Clean Water Program will be holding reusable bag giveaway events, in support of the countywide reusable bag ordinance that went into effect on January 1. The ordinance prohibits stores that sell packaged food or alcohol from giving away single-use bags at checkout, and requires them to charge a minimum of 10 cents per paper or reusable bag, as an incentive for shoppers to bring their own reusable bags to the store.
- The following reusable bag giveaways are scheduled, while supplies last. All events are free to the public.
 - Dublin: Tue, Jan 22, 3-5PM, lobby of the Dublin library, 200 Civic Plaza, Dublin
 - San Leandro: Fri, Jan 25, 10AM-12PM, Pac N Save supermarket, 555 Floresta Blvd.
 - Emeryville: Fri, Feb 1, 3-5PM, Pac N Save supermarket, San Pablo Ave at 40th St.
 - Hayward: Sat, Feb 2, 9AM-12PM, Hayward Farmers Market, 777 B Street (City Plaza)
 - Oakland: Sat, Feb 2, 9-11AM, Fruitvale Plaza, Avenida de la Fuente
- For more information about the Clean Water Program, please visit www.cleanwaterprogram.org.

Bay Area Rapid Transit (BART) Rust, Dust and Rail Tour

Friday, February 1, 8:30 a.m. to 10:30 a.m., Hayward Maintenance Shops, 150 Sandoval Way, Hayward

- BART's Rust, Dust and Rail Tour is kicking off in February 2013! Be one of the first in the Bay Area to participate in our newly redesigned tour, which takes you behind the gates of BART's aging system to see first-hand some of the innovative approaches BART staff are utilizing to maintain our rail cars and infrastructure.
- Previous Rust, Dust, and Rail tours were highly successful in capturing widespread media coverage and even the attention of the nation's top transit official, Administrator Peter Rogoff of the Federal Transit Administration. The tours have gained BART the support of representatives from all levels of local, state, and federal government. BART's work to educate the public and ensure long-term, stable funding for public transit continues.
- Breakfast will be provided. Shuttle pick-up available from the South Hayward BART Station beginning at 8:00 a.m.
- BART is the transit backbone of our region. After 40 years of service and with the oldest fleet in the nation, BART now averages nearly 390,000 weekday trips. To keep the Bay Area moving and meet future ridership demands, BART must keep the current system in a state of good repair.
- If you are interested in attending the tour, please contact Walter Gonzales, Government and Community Relations at (510) 464-6428 or wgonzal@bart.gov.

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



Everyone is invited to attend a

COUNCIL DISTRICTS 3 AND 4 TOWN HALL MEETING

**Hosted by Mayor Stephen Cassidy,
Councilmember Diana Souza and
Councilmember Benny Lee**

**Wednesday, January 30, 2013
Marina Community Center
Titan Auditorium
15301 Wicks Boulevard
6:30 p.m. – 8:30 p.m.**

Topics will include:

- **Community and Neighborhood Safety**
- **Proposed Ordinances on Medical Marijuana Dispensaries and Raising of Chickens and Bees**
- **Major Projects including New Kaiser Hospital**
- **Transportation Update including Marina 880 Overpass Reconstruction**
- **Opportunity for Questions and Answers**



Five Lessons From Hurricane Sandy For Emergency Preparedness

Hurricane Sandy will go down in history as one of the most destructive storms ever, inflicting at least \$50 to \$60 billion in damage across the Northeast, according to early estimates. As the dust settles and our country manages the recovery phase of this crisis, it's wise to think through what was done well, and what areas could be improved upon to better prepare for future crisis situations.

There are a number of factors that must be considered during emergency planning, such as the projected impact of each type of emergency on the infrastructure of the impacted area, the safety of people and property and the coordination of emergency personnel. However, every plan must rely on one critical component for success – communication. Essentially, the most critical component of any emergency plan is based on the ability of an organization to communicate to their targeted recipients in a timely and effective manner.

Critical communications during emergencies – such as severe weather – are typically classified under the terms emergency notification or mass communication. Historically, the most common form of emergency notification has been reverse 911. This allows municipalities to send a pre-recorded message to a list of landlines in their community using contact information typically sourced from published telephone white pages listings. Challenging this method is the fact that the use of a landline 'home phone' has diminished significantly over the last decade. In lower income communities, in student populations and for military personnel, most rely exclusively on mobile devices as their primary phone. According to the International Telecommunication Union, there were almost 6 billion mobile subscriptions at the end of 2011, which is equivalent to 87 percent of the world population. Given these statistics, are our employers and communities leveraging technology advances in the best way to protect our lives and property during catastrophic events?

During Hurricane Sandy, organizations and municipalities delivered more than 10 million alerts; only 10% of those alerts were sent using Short Message Service (SMS), with 20% sent via email.

Today's technology capabilities support a key emergency notification best practice, which is to use multiple contact paths (landline, email, SMS, mobile phones, etc.) to ensure that each alert conveys critical information or a call to action that reaches each intended recipient and is easy to understand.

To ensure that organizations can help protect the lives and property of their communities, they must implement communications strategies that integrate mobile and social media technologies into their emergency plans.

Here are five strategies that companies and municipalities can implement to better prepare for crisis situations:

- Every organization should have multiple contact paths for each individual to decrease reliance on any one device, and the demographic of the community should be assessed when determining the optimal contact paths for each group. During Hurricane Sandy, some universities sent 17% of their messages by phone, 37% by text, and 46% by email. In contrast, a sample of corporations sent 60% of its messages by phone, 9% by text, and 19% by email. If a storm has knocked out physical phone lines, no landline attempts will be successful.

- Organizations must plan to manage the entire lifecycle of any critical event. Dr. Robert C. Chandler, crisis communication expert, suggests creating a crisis plan that addresses each of the 6 stages of a crisis: Warning, Risk Assessment, Response, Management, Resolution and Recovery.
- Social media has dramatically changed the public's expectations around communications. Social media sites like Twitter are being monitored for real-time, location-specific impact to individuals and communities to deliver situational intelligence to emergency response teams as quickly as possible.
- Regular system and staff testing and preparation procedures are followed including system testing for effectiveness and data accuracy. Staff should be trained to operate the critical communications system from both computer and mobile devices to achieve an aptitude with the system ensuring more consistent results in high anxiety situations.
- Message construction is key in getting your target audience to read your message and follow its instructions. Dr. Chandler recommends that message maps consist of three short sentences that convey three key messages in 30 words or less and audio/video needs to convey its message in the first 9 seconds. SMS messages should be no longer than 120 characters.



Protecting Alameda County Creeks, Wetlands & the Bay

FOR IMMEDIATE RELEASE
January 15, 2013

CONTACT
Jim Scanlin, Clean Water Program
(510) 670-6548

399 Elmhurst St.
Hayward, CA
94544
p. 510-670-5543

MEMBER AGENCIES:

Alameda
Albany
Berkeley
Dublin
Emeryville
Fremont
Hayward
Livermore
Newark
Oakland
Piedmont
Pleasanton
San Leandro
Union City
County of Alameda
Alameda County Flood
Control and Water
Conservation District
Zone 7 Water Agency

Pick Up a Free Reusable Bag and a New Habit

Clean Water Program Giveaways Raise Awareness about Plastic Bag Pollution

Alameda County, CA—Between January 22 and February 2, 2013, member agencies of the Clean Water Program will be holding reusable bag giveaway events, in support of the countywide reusable bag ordinance that went into effect on January 1. The ordinance prohibits stores that sell packaged food or alcohol from giving away single-use bags at checkout, and requires them to charge a minimum of 10 cents per paper or reusable bag, as an incentive for shoppers to bring their own reusable bags to the store.

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Emeryville:

Fri, Feb 1, 3-5PM, Pac N Save supermarket, San Pablo Ave at 40th St.

Hayward:

Sat, Feb 2, 9AM-12PM, Hayward Farmers Market, 777 B Street (City Plaza)

Oakland (Fruitvale):

Sat, Feb 2, 9-11AM, next to Foodvale Market, 3401 International Blvd.

“We want to raise awareness about the harm disposable plastic bags pose to the health of our local creeks and San Francisco Bay, and encourage residents to get into the habit of using reusable bags,” explained Clean Water Program Manager Jim Scanlin, “Each year, the equivalent of 100,000 kitchen garbage bags worth of litter end up in our local waterways, including an estimated 1 million disposable plastic bags,” he added.

In Alameda County storm water does not pass through a water treatment plant. This means that litter and other pollutants carried into the storm drain system by wind and water flow directly into creeks and the Bay, where they harm fish, marine mammals and birds. Plastic bags and other lightweight plastic litter don’t biodegrade and are particularly hazardous because they float, entangling and poisoning marine wildlife that mistakes the items for food.

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Protecting Alameda County Creeks, Wetlands & the Bay

(continued)

In addition to its environmental impacts, litter is also an eyesore and puts a heavy financial burden on communities. Alameda County jurisdictions spend approximately \$24 million every year on litter and storm drain cleanup.

Under the Federal Clean Water Act, cities in the Bay Area are required to reduce or eliminate storm water pollution in order to comply with the Municipal Regional Stormwater Permit, issued by the San Francisco Bay Regional Water Quality Board. Under the current permit, Alameda County must reduce trash discharge from storm drains by 40% by 2014, and by 70% by 2017. The ban is expected to go a long way toward reaching those goals.

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399 Elmhurst St.
Hayward, CA
94544
p. 510-670-5543

MEMBER AGENCIES:

Alameda
Albany
Berkeley
Dublin
Emeryville
Fremont
Hayward
Livermore
Newark
Oakland
Piedmont
Pleasanton
San Leandro
Union City
County of Alameda
Alameda County Flood
Control and Water
Conservation District
Zone 7 Water Agency

About the Clean Water Program

Made up of agencies from around Alameda County, the Clean Water Program has been working since 1991 to facilitate local compliance with the Federal Clean Water Act. Member agencies include the cities of Alameda, Albany, Berkeley, Dublin, Emeryville, Fremont, Hayward, Livermore, Newark, Oakland, Piedmont, Pleasanton, San Leandro and Union City, the County of Alameda, the Alameda County Flood Control and Water Conservation District, and the Zone 7 Water Agency.

The Program reaches out to residents and businesses throughout the county, helping people understand why having clean and healthy waterways is important to our daily lives, and what role each of us plays in protecting local creeks, wetlands and the Bay. Fostering an appreciation of the local environment, the Program inspires residents to do their part to prevent water pollution during everyday activities like gardening, household cleaning, and keeping their cars in good shape. The Program's free publications and consultations help business owners and managers understand water pollution prevention regulations that affect them, and adopt best practices to stay in compliance.

For more information, visit www.cleanwaterprogram.org.