

SAN LEANDRO NEWS



JANUARY 2013

CITY MANAGER MESSAGE

Our community continues to celebrate its diversity through the Library's Big Read Program featuring renowned author Zora Neale Hurston. The Library is also celebrating the Year of the Snake, as well as an event honoring Madame C.J. Walker.

We welcome new Councilmember Benny Lee and congratulate Councilmembers Jim Prola and Ursula Reed on their re-election to office. It is also important to thank San Leandro citizens that voted and all City Council candidates.

- Chris Zapata, City Manager

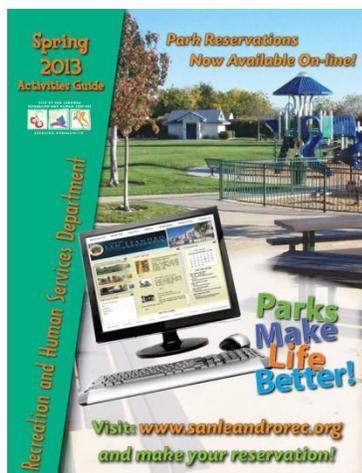
SPRING ACTIVITIES GUIDE IS HERE!

The San Leandro Recreation and Human Services Department has launched its [2013 Spring Activities Guide!](#)

Summer Sneak Peek, Egg Hunt, Aquatics, Kiddie Kollege, trips, classes... the list goes on and on! There is something for everybody from tots to seniors and individuals to families in the Spring Activities Guide!

Don't miss out on an opportunity to learn something new, meet new friends, get in shape and get involved in our community!

For information on our current course offerings, please click [here](#) or visit the Recreation and Human Services Department [homepage](#).



UPCOMING EVENTS

- ✦ **City Council Planning Session** – Saturday, January 26, 8:45 a.m. to 2:00 p.m., Senior Community Center, 13909 East 14th Street
- ✦ **Districts 3 and 4 Town Hall Meeting** – Wednesday, January 30, 6:30 p.m. to 8:30 p.m., Marina Community Center, 15301 Wicks Boulevard. Click [here](#) for more information.
- ✦ **Bid Read Kickoff Manor Branch Library** – Tuesday, February 5, 6:30 p.m., 1241 Manor Boulevard. Call 577-7964 for more information.
- ✦ **Madame C.J. Walker Tribute** – Thursday, February 7, 7:00 to 8:00 p.m., Main Library Lecture Hall, 300 Estudillo Avenue. Click [here](#) for more information about this FREE event.
- ✦ **San Leandro's Got Talent is Coming!** – Friday, February 8, 7:00 – 10:00 p.m., Main Library Lecture Hall, 300 Estudillo Avenue. Click [here](#) for more information.
- ✦ **Bid Read Kickoff Main Library** – Saturday, February 9, 2:00 p.m., 300 Estudillo Avenue. Call 577-3986 for more information.
- ✦ **Friends of San Leandro Creek Meeting** – Tuesday, February 12, 7:00 p.m., Main Library, 300 Estudillo Ave.
- ✦ **Lunar New Year Celebration** – Saturday, February 23, 1:00 – 3:00 p.m., Main Library. Click [here](#) for more information about this FREE event.
- ✦ **Downtown Farmers' Market is Coming** April 17 – October 16 – Wednesdays, 4:00 – 8:00 p.m., Parrott Street & East 14th Street.

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**



The San Leandro Public Library
proudly presents

A Living History Tribute to
Madame C.J. Walker
America's First Self-Made Woman Millionaire
Performed by Jaime P. Myrick



Thursday, February 7, 2013

7:00 pm–8:00 pm

Lecture Hall

Main Library
300 Estudillo Avenue

Free Admission

Celebrate African American History Month by enjoying a unique interactive performance that portrays **Madam C. J. Walker**, America's first self-made woman millionaire. Madame Walker created a hair product formula, borne out her desire to remedy her own hair loss. She then started her own business of developing and selling hair-care products for black women. She amassed her fortune through hard work, innovative ideas and a fierce dedication to her products and her people.

Madam Walker, however, did more than build a successful business. Her products helped women have a better sense of their own beauty. Her business also gave work to many black women. And she helped other people, especially black artists and civil rights supporters. She said: "My object in life is not simply to make money for myself or to spend it on myself. I love to use a part of what I make in trying to help others."

JP Myrick is an educator and storyteller who strives to teach people of all ages the stories of women who helped shape America. She is also a teacher consultant and a theatre instructor as well as an instructor for the elementary, middle and high school levels at West Contra Costa Unified School District.



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

San Leandro Public Library

300 Estudillo Avenue • San Leandro, CA 94677 • (510) 577-3971 • www.sanleandrolibrary.org

The City of San Leandro presents...



★ **San Leandro's Got Talent** ★

Friday, February 8, 2013 ★

7 pm to 10 pm
Doors open at 6 pm

San Leandro Main Library ★
300 Estudillo Avenue
San Leandro, CA 94577

★
\$10 adults
\$5 children and teens (ages 17 and under)
(Not recommended for children under 6)

Questions? Call 510-577-3957

Join us for an entertaining evening as local teens compete in *San Leandro's Got Talent*. You will see the best in teen talent and help raise money for teen programs. Audience members will help choose the winners along with our panel of judges. Raffle tickets for great prizes and snacks will be for sale.

Show tickets are available at the San Leandro Main Library (300 Estudillo Avenue) and the Recreation and Human Services South Office (835 East 14th Street).

San Leandro's Got Talent would not be possible without our generous sponsors. Please see the back of this flyer for more information.

Featuring our San Leandro Celebrity Judging Panel...



Natali Morris
CNBC Tech Contributor



C. J. Omololu
Author



Mighty Joe Kim
Rapper

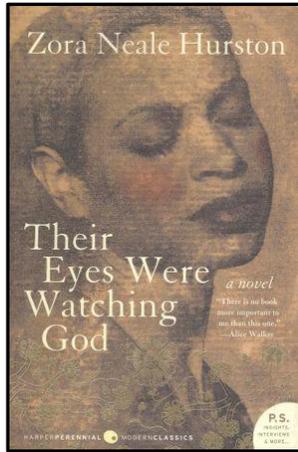


Diana Souza
Council Member

San Leandro's Got Talent is a fundraiser for the programs of the City of San Leandro Youth Advisory Commission and the San Leandro Public Library's Teen Advisory Group. *San Leandro's Got Talent* is not affiliated with *America's Got Talent*.

SAN LEANDRO LIBRARY KICKOFFS BIG READ PROGRAM OF “THEIR EYES WERE WATCHING GOD”

Mayor Stephen Cassidy announced that for the third consecutive year the San Leandro Library is the recipient of a Big Read grant. The Big Read San Leandro Program will run from **January 2013 through March 2013**. The San Leandro



Public Library has selected Zora Neale Hurston's *Their Eyes Were Watching God* as the book for the community to read. An American folklorist, anthropologist, and author during the time of the Harlem Renaissance, Zora Neale Hurston is considered one of the pre-eminent writers of 20th Century African-American literature.

The Big Read is a program of the National Endowment for the Arts in partnership with Arts Midwest. The goal of the Big Read, which is the largest reading program in the U.S, is to bring together partners across the country to encourage reading for pleasure and enlightenment.



The Library is extremely proud that Lucy Anne Hurston, the niece of Zora Neale Hurston, will be the guest speaker at the **Big Read Kickoff Event on Saturday, February 9, at 2:00 pm at the San Leandro Main Library, 300 Estudillo Avenue**. Ms. Hurston, an academic sociologist and author, will discuss Zora's works and life as well as her own works and research experiences.

After Ms. Hurston's presentation, all attendees are encouraged to sign up for a library-sponsored or a patron-sponsored book discussion group for *Their Eyes Were Watching God*. All those who sign up at this event will receive a free copy of Hurston's novel, while supplies last!

The Manor Branch Library will also host its own **Big Read Kickoff Event on Tuesday, February 5, 6:30 p.m. at 1241 Manor Boulevard**.

Other Big Read 2013 events include an **“Ancestral Memories” Quilt Exhibit** by the African American Quilt Guild of Oakland, which will be on display in the atrium of the Main Library, 300 Estudillo Avenue, from **January 29 to February 28**. "Ancestral Memories" is an exhibit which honors the memory of the quilters' families and heritage.

The Big Read will also include a panel discussion of the role of the strong female character in African American Literature with the Black Caucus and local author Mary Monroe, screenings of *Their Eyes Were Watching God*, and a field trip to the Museum of the African Diaspora in San Francisco. Children's events include a story quilt art workshop with the Museum of Children's Art (MOCHA) and teens can participate in a four-day art workshop with Malik Seneferu, a Bay Area artist. The program will culminate with the “Hatitude” Finale, which is by special invitation to those that participated in a *Their Eyes Were Watching God* book discussion group. For more information about this wonderful program, please call Mary Lee Barr at (510) 577-3986.



San Leandro Public Library
proudly presents a

Lunar New Year Celebration!

at the San Leandro Main Library • 300 Estudillo Avenue



Year of the Snake



Saturday, February 23, 2013 • 1 pm to 3 pm
Admission is **FREE!**

Come join us for a wonderful afternoon of lion dancing, folk dancing and music that will delight all ages!



Special guest performers include:



Vovinam Lion Dancers

Ms. Wei's Children Dancers

Dale Chung the Magician!

Korean Culture Center Performers



Free Asian crafts-making sessions for children will be provided by members of the **Asian Community Cultural Association** of San Leandro throughout the afternoon.

Beverages and delicious Asian cuisine will also be available for purchase.

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

San Leandro Public Library

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

Marina Park Irrigation System Improvements

This project will replace the aging irrigation system and increase its effectiveness. The system will be weather dependent, allow for the isolation of sections of the park if needed for maintenance, and can be remote controlled. **Construction commenced in Winter 2012.**

Funding for this project is provided through Measure WW Bond funds administered by the East Bay Regional Park District.



Marina Park Group Picnic Area Improvements

This project will upgrade the picnic areas and ensure compliance with Americans with Disabilities Act (ADA) regulations. View the conceptual plans here:

[Mallard-Otter Concept Plan](#)
[Seagull Concept Plan](#)

Construction is underway and is expected to be complete in June 2013; therefore, Marina Park will not be available for reservations until that time.



Funding for this project is provided through Measure WW bond funds administered by the East Bay Regional Park District.

Water Pollution Control Plant Rehabilitation Project

The main purpose of the Water Pollution Control Plant (WPCP) Rehabilitation Project is to restore the capacity and function of the waste water treatment plant by improving various existing facilities and adding new facilities. The major portions of work associated with the project consist of the following: 1) construction of a new headworks, influent pump station, circular clarifier, primary effluent flow equalization facilities, a new fixed film reactor (FFR) and FFR lift station, biofilter facilities for odor control, and other support facilities such as pump stations, flow control structures, and an electrical building; 2) rehabilitation of a number of existing facilities including two primary clarifiers, two secondary clarifiers, four digesters and the effluent pump station; 3) upgrade of the plant's electrical distribution system; and 4) expansion of the Administration Control Building.



WPCP Admin. Control Building Rendering

Construction is underway and will be completed in Summer 2014.

The project is primarily financed by a loan from the Clean Water State

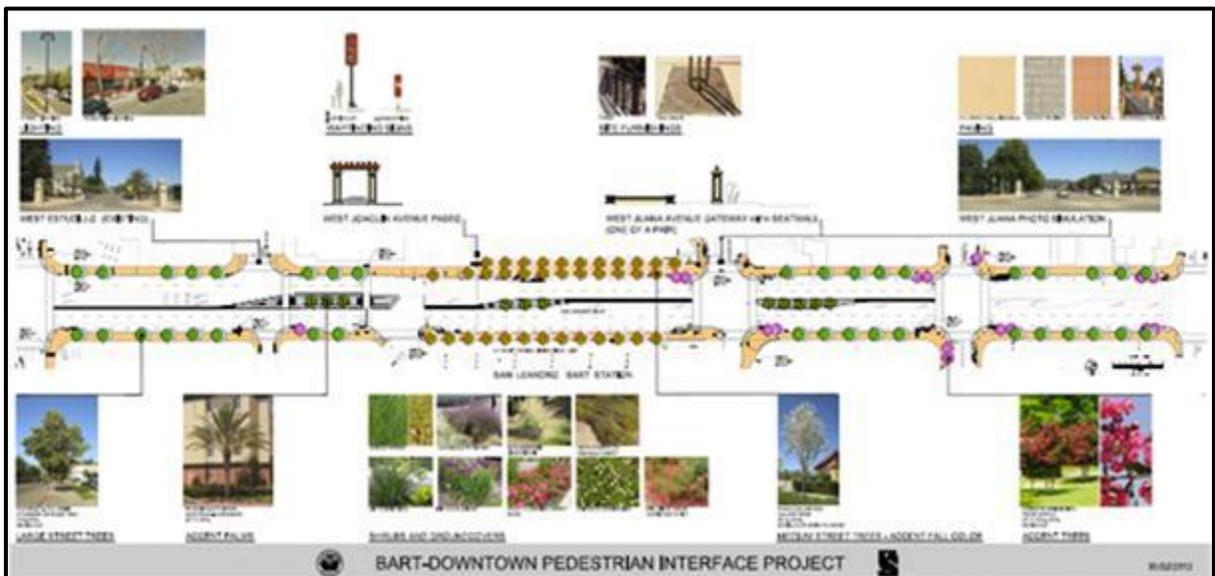
Revolving Fund. The remaining portion is funded by the Water Pollution Control Plant Enterprise Fund.

BART-Downtown Pedestrian Improvements

This project involves streetscape improvements along San Leandro Boulevard between Davis Street and Williams Street, and will include the following:

Installation of on-street parking and a landscaped median; sidewalk reconstruction to provide wider walkways, added landscaping, new street lights and sidewalk bulb-outs with enhanced crosswalk paving; installation of a new traffic signal at the intersection with Parrott Street; and accessibility upgrades to the intersections with Davis Street, West Juana Avenue and at the BART entrance.

This project will compliment the Transit-Oriented Development (TOD) Strategy approved for this area and make the San Leandro BART Station more pedestrian-friendly to increase the vibrancy in the downtown area.



This project is now moving into construction. Tree removal work will occur in January 2013 that will involve the temporary closure of a single traffic lane. After the trees are removed, there will be a break in construction activity until the end of the rainy season. Lane closures can be expected during construction, which is scheduled from March 2013 through November 2013. A public meeting will be held to inform the public about the project and the traffic impacts in late February.



Funding for this project is provided through a federal grant from the Metropolitan Transportation Commission and its Transportation for Livable Communities (TLC) program. Additional funds will be provided from the Developer Fees for Street Improvements (DFSI) fund and the Measure B

Streets & Roads and Bike & Pedestrian funds. Measure B funds are administered by the Alameda County Transportation Commission (Alameda CTC). Information regarding this and other regional 'Measure B' funded projects can be found on Alameda CTC's website at <http://www.alamedactc.org>.

POLICE DEPARTMENT

SLPD ACCEPTING APPLICATIONS FOR POLICE CHIEF'S ADVISORY BOARD

The San Leandro Police Department (SLPD) is proud to announce the formation of the [Police Chief's Advisory Board](#). This board is being created to act as a community resource for the police department in the formation of strategies, development of community policing concepts that are customized for San Leandro and increasing public awareness. The Board is intended to provide a forum for discussions concerning community concerns and the goal is to have a broad spectrum of viewpoints represented. The rotating membership of the board is comprised of up to 15 citizens from throughout the community who represent a range of interests and experience. In addition, we are also seeking up to two youth members to participate in the board. The meetings will be held on the first Tuesday of every month from 5:30 p.m. to 6:30 p.m.



The role of the Board Members shall include (but not be limited to):

- Act as a sounding board for the Chief of Police regarding community needs and concerns, as well as provide community feedback to proposed police programs and priorities;
- Apprise the Chief of Police directly of the community's need for police services;
- Assist in educating the community at large about the function and role of the San Leandro Police Department; and
- Attend monthly meetings in the San Leandro Police Station.

Applications are being accepted at this time. Interested community members can fill out an online application from our website: www.sanleandro.org/depts/pd/programs/chiefs_advisory_board.asp. Board members must be a City of San Leandro resident or business owner.

Chief Sandra Spagnoli stated, "I am excited to form this important board and to invite the different community leaders into their police department. Community input and support is an essential component of public safety practices and polices. We are fortunate to have tremendous support from the community, and I believe that this board will take that level of support to a higher level."

ANONYMOUS WEB TIPS

Anonymous web tips can be submitted from the Police Departments website at www.sanleandro.org/depts/pd/at.asp. For crime prevention tips please go to the Police Departments website at www.sanleandro.org.

SIGN UP FOR SLPD COMMUNITY ALERTING SYSTEM

To receive notification regarding a local emergency, [sign up](#) for alerts via Nixle and CodeRed. In the event of a localized emergency:

Tune in Radio San Leandro - 1610AM

Watch Cable Channel 15 (Comcast) or Channel 99 (AT&T U-Verse)

For more information, visit: www.sanleandro.org/depts/pd/services.

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.

NICK BALLARD is a former SLPD Explorer who was home on leave from the U.S. Army visiting family over the holidays. He enlisted in September and recently completed his basic training in Fort Benning, GA. Nick currently holds the rank of E-1, and was promoted in early January to the rank of E-2. After the holidays, Private Ballard began his four-month MOS training in Signal Communications at Fort Gordon, GA. He is proud to have served with the San Leandro Police Department and carries his SLPD Challenge Coin, presented by Chief Spagnoli, in his wallet, next to his military ID card! We wish him the best of luck during his military career and look forward to his safe return. **THANK YOU NICK, FOR YOUR SERVICE TO OUR COUNTRY!**



Nick Ballard

CLEAN WATER PROGRAM - IN SUPPORT OF THE COUNTYWIDE REUSABLE BAG ORDINANCE

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. For more information about the Clean Water Program, please visit www.cleanwaterprogram.org/. Read the entire press release [here](#).



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

FRIENDS OF SAN LEANDRO CREEK (FSLC) MEETINGS & EVENTS

- **Creek Clean Up** – Saturday, **January 26**, 9:30 a.m. to 12:30 p.m., Root Park
- **FSLC Meeting** – Tuesday, **February 12**, 7:00 p.m., Main Library
- **Creek Clean Up** – Saturday, **March 16**, 9:30 a.m. to 12:30 p.m., Root Park
- **Watershed Festival** – Saturday, **April 20**, noon to 4:00 p.m., Root Park
- **Creek Clean Up** – Saturday, **May 11**, 9:30 a.m. to 12:30 p.m., Root Park
- **FSLC Meeting** – Tuesday, **June 4**, 7:00 p.m., Main Library



Mission Statement: *“...is to restore and enhance San Leandro Creek, to increase its potential as a visual and recreational amenity, to preserve its cultural and natural history and to make San Leandro Creek an economically attractive resource, and to promote a healthy environment for its native flora and fauna.”*

Become a FSLC member!

Sign up for a one-year FSLC Membership. Download the form [here](#).

Teachers!

FSLC offers free field trips, in-class presentations and other exciting learning opportunities for your students! Please add your contact information to our data base now. Click [here](#) to contact the Watershed Awareness Coordinator to learn more about our education programs.

ONE STOP PERMIT CENTER HOURS

Monday through Friday

Planning and Zoning Services

Monday 8:30 a.m. to 4:00 p.m.
Tuesday, Wednesday, and Thursday 8:30 a.m. - Noon
(Friday, by appointment only)
(510) 577-3325

Building and Safety Services

Monday 7:30 a.m. to 3:30 p.m.
Tuesday, Wednesday, and Thursday 7:30 a.m. - Noon
(Tuesday, Wednesday, and Thursday Noon - 3:30 p.m. and
Friday 7:30 a.m.- 3:30 p.m., by appointment only)
(510) 577-3405

Housing Services

8:30 a.m. to 5:00 p.m.
(510) 577-6004

Office of Business Development

8:30 a.m. to 5:00 p.m.
(510) 577-3311

OTHER DEPARTMENTS

Engineering Department

Monday 8:30 a.m. to 4:00 p.m.
Tuesday, Wednesday, and Thursday 8:30 - Noon
(510) 577-3428

Environmental Services

Hazardous Materials

7:30 a.m. to 5:00 p.m.
(510) 577-3401

Recycling

7:30 a.m. to 3:30 p.m.
(510) 577-6026

Business License/Cashier Window

Year Round

Monday - Thursday 7:30 a.m. - 4:00 p.m.
Friday 7:30 a.m. - Noon

Fire Department (Permits/Inspections)

Monday 7:30 a.m. to 3:30 p.m.
Tuesday, Wednesday, and Thursday 7:30 a.m. - Noon
Inspections, by appointment only (510) 577-3317

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 www.sanleandro.org/portal/default.asp.

UPCOMING CITY COUNCIL AND COMMITTEE MEETINGS

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

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

2/11 **Abraham Lincoln's Birthday Holiday, City Hall and libraries closed.**

2/12 City Council Work Session, 7:00 p.m., Council Chambers

2/18 **George Washington's Birthday Holiday, City Hall and libraries closed.**

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