



City Manager's Weekly Update

March 27, 2013

UPCOMING MEETINGS

- 3/28** Presentation of the 2013 State of the City Address by Mayor Stephen Cassidy, 6:00 p.m., Senior Community Center, 13909 East 14th Street
- 4/1** City Council Closed Session, 5:30 p.m., City Manager's Large Conference Room
- 4/1** City Council Meeting, 7:00 p.m., Council Chambers
- 4/8** City Council Work Session, 7:00 p.m., Council Chambers
- 4/15** City Council Meeting, 7:00 p.m., Council Chambers
- 4/22** Joint City/SLUSD/SLZUSD Work Session, 7:00 p.m., Main Library, Karp Room
- 5/6** City Council Meeting, 7:00 p.m., Council Chambers
- 5/13** City Council Work Session, 7:00 p.m., Council Chambers
- 5/20** City Council Meeting, 7:00 p.m., Council Chambers
- 5/28** City Council Work Session, 7:00 p.m., Council Chambers

To: City Council
From: Chris Zapata, City Manager

Mark Your Calendar

Egg Hunt (reminder)

Saturday, March 30, 10:30 a.m., Washington Manor Park, 14900 Zelma

- The Recreation and Human Services Department is hosting the annual Egg Hunt for children ages 10 and under on **March 30**, rain or shine. Children should bring a basket and egg hunters will be divided into age appropriate groups. We are expecting a visit from the Bunny and an EGGciting Egg Hunt! The event, which is free and open to the public, is made possible by a generous donation from the San Leandro Optimist Club.
- Please note that this year's event is being hosted at Washington Manor Park due to the renovations currently underway at Marina Park.

Celebrate Women's History Month at the San Leandro Library (reminder)

Saturday, March 30, 2:00 p.m. to 3:00 p.m., Main Library, 300 Estudillo Avenue

- Enjoy a talk with Jayne Williams, who was recently selected by the legal periodical *The Recorder* for its 2012 "Women Leaders in Law" list. Ms. Williams is the City Attorney for the City of San Leandro and also heads law firm Meyers Nave's Crisis Management Practice. She is acknowledged as a remarkable attorney and her prominence in the law field has paved the way for many other women and minority lawyers in California.
- This discussion of Ms. Williams' fascinating experiences during her career will be held on **March 30**. Admission is free.

Orchard Supply Hardware Grand Re-Opening (reminder)

Saturday, April 6, 7:00 a.m., Orchard Supply Hardware, 300 Floresta Boulevard

- After extensive investment and remodel, Orchard Supply Hardware will celebrate the re-opening of its San Leandro store on **April 6**. Orchard identified the San Leandro store as an important site to include in the company's growth strategy of transforming its stores into a new, more productive, neighborhood format.
- The company had ten stores operating under the new format at the end of fiscal year 2012 and the San Leandro remodel is one of six existing locations to be completed in fiscal year 2013. Join Orchard's CEO, Mark Baker, and hundreds of customers to celebrate the overhaul of the design, layout and services offered at the San Leandro store.

Meet the City's Chief Innovation Officer (CIO) Deborah Acosta

Wednesday, April 10, 5:00 – 7:00 p.m., Main Library Conference Room C, 300 Estudillo Avenue

- This is a great opportunity for the public to meet the City's new Chief Innovation Officer, Deborah Acosta. On **April 10**, she will answer questions about her role as the newly created position of CIO, her background and her vision of the future of San Leandro, including the impact of fiber optics and building a Tech Ecosystem. Deborah also wants to learn from you as she is passionate about civic engagement, especially the potential for social media and technology to accelerate community engagement within neighborhoods and with the City.
- Bring your friends, relatives, neighbors, colleagues, techies, starter uppers, innovators, entrepreneurs and students. You could help influence what would make you stay, play and work in San Leandro.
- This is the first of four scheduled conversations to talk place every other month at the Library. Help shape the content of those conversations by engaging!

Ribbon Cutting/Grand Opening the Zero Net Energy Center: Electrical Training for Sustainable Careers (flyer attached)

May 30, 4:00 p.m. to 7:00 p.m., Zero Net Energy Center, 14600 Catalina Street

- Come celebrate the Ribbon Cutting/Grand Opening for the Zero Net Energy Center: Electrical Training for Sustainable Careers on **May 30**. This is one of only a handful of U.S. Department of Energy designated “zero net energy buildings” in the country and the first achieved by retrofitting an existing commercial building. California enacted policies for zero net energy by 2030 – IBEW/NECA met the challenge in 2013!
- For more information contact Darlene Besst at (925) 828-6322 or darleneb@norcalneca.org.

Council Follow-Up

Real Estate Deals of the Year Infrastructure/Public-Private Partnership: Lit San Leandro (article attached)

- After a nomination by Lit San Leandro's CEO, Jim Morrison, last December, in February the City was notified that Lit San Leandro was a finalist in the prestigious San Francisco Business Times Annual Real Estate Deals of the Year Awards. On Wednesday, March 20, at an event at San Francisco's St. Francis Hotel on Union Square, Jim Morrison and San Leandro's Chief Innovation Officer, Deborah Acosta, proudly accepted the 2012 Real Estate Deal of the Year Award in the category of Infrastructure / Public-Private Partnerships on behalf of Lit San Leandro. Over 300 of the Bay Area's top real estate developers and owners were present, representing deals that included Salesforce.com, Square, Yelp, Clorox, Ask.com, SuccessFactors, Informatica and many others!

San Leandro Police Officer Named ASIS Officer of the Year

- SLPD Chief Sandra Spagnoli is pleased to announce that Commercial Enforcement Officer Jeff Bouillercce was honored March 25 as the ASIS Officer of the Year. ASIS is a national private security officers association and every year they hold a luncheon to thank local law enforcement and recognize outstanding police officers of the past year. Captain Tracey, Lieutenant Brandt and Sergeant Sobek joined Officer Bouillercce at the luncheon in his honor in San Mateo. Congratulations Jeff for this great accomplishment!

Businesses in the News

Zocalo Coffeehouse (article attached)

- Local favorite **Zocalo Coffeehouse** has received recognition as the winner of the 2013 Bay Area A-list in its category in a competition that drew more than 42,000 total votes from throughout the region. Owners Tim Holmes and Mitch Huitema took over the location ten years ago and have created a neighborhood draw for deal makers, parents and students in a unique craftsman styled coffeehouse and roastery. Eighteen additional San Leandro businesses were finalists and contenders, including the Englander Sports Pub.

PhaseSpace (attached article)

- San Leandro's cutting edge film production firm, **PhaseSpace**, continues to make headlines. Tracy McSheery's firm illustrates how advances in technology (ranging from sophisticated software to fiber optic connectivity) allows disruption in the status quo of any given industry. Check out the latest article, which was written by one of Silicon Valley's beat writers, touting the innovation right here in San Leandro.

Correspondence From Other Agencies

Coffee Talk with Congresswoman Barbara Lee (flyer attached)

- 13th District Congresswoman Barbara Lee will host a Coffee Talk on Saturday, **March 30**, 9:00 a.m. at Zocalo Coffeehouse, 645 Bancroft Avenue.
- RSVP to leeca.events@mail.house.gov or call 763-0370.

Save the Date!

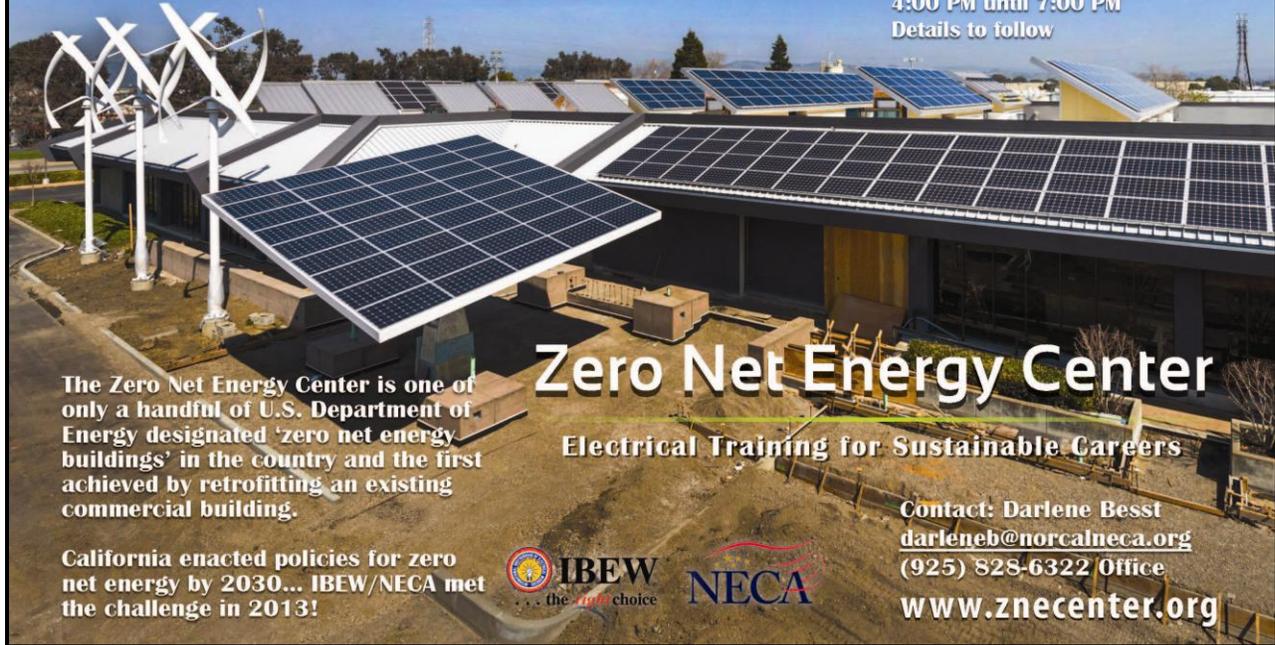
Ribbon Cutting/Grand Opening

**Thursday
May 30, 2013**

14600 Catalina St., San Leandro

4:00 PM until 7:00 PM

Details to follow



Zero Net Energy Center

The Zero Net Energy Center is one of only a handful of U.S. Department of Energy designated 'zero net energy buildings' in the country and the first achieved by retrofitting an existing commercial building.

Electrical Training for Sustainable Careers

California enacted policies for zero net energy by 2030... IBEW/NECA met the challenge in 2013!

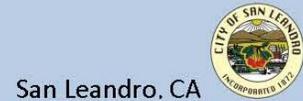


Contact: Darlene Besst
darleneb@norcalneca.org

(925) 828-6322 Office

www.znecenter.org

REAL ESTATE DEALS OF THE YEAR INFRASTRUCTURE/PUBLIC-PRIVATE PARTNERSHIP: LIT SAN LEANDRO



San Francisco
Business Times

March 22, 2013

By Eric Young

San Leandro hopes to burnish its tech cred thanks to a unique deal to lay several miles of fiber optic cables.

The city of 85,000 people struck an agreement with J. Patrick Kennedy, CEO of OSIssoft LLC, one of San Leandro's largest employers, to set up a subterranean fiber network designed to attract businesses and give the municipality more bandwidth as well.

Under the deal, Kennedy agreed to pay \$3 million to lay 11 miles of fiber cable by accessing a conduit through which the city already controls street lights and cameras. The city owns 10 percent of the 288 fiber optic strands laid and it can use those strands as it wishes for municipal needs. The rest of the cable is owned by Kennedy's company, San Leandro Dark Fiber LLC.

To get an idea of the capacity of fiber optic lines, Kennedy cited a recent experiment in Germany which transmitted 26 terabits of data per second on a single strand. That's fast enough to move the contents of the Library of Congress in 10 seconds.

"It's orders of magnitude faster using fiber," said Jim Morrison, CEO of Lit San Leandro, the public-private entity created by the city and Kennedy to oversee the project.



For the first 10 years of the deal, the city won't charge rent for use of the conduit by San Leandro Dark Fiber. After that the city will charge market rates, said Deborah Acosta, chief innovation officer for the City of San Leandro.

San Leandro is not commonly thought of as a tech hub, especially when compared to more technology company-laden neighbors such as San Jose and San Francisco. City leaders think that could change. Along with the new fiber optic system, the city's lower commercial rents and proximity to the Bay Area's tech workforce could elevate its profile in Silicon Valley, Acosta said.

"We're looking at how do you become a smart city, to create jobs," Acosta said.

So far the strategy has shown some promise. A new cleantech company called

Power Factors LLC, which monitors vast arrays of solar panels domestically and abroad, said it is locating in San Leandro. A six-person startup run by power industry veterans, Power Factors monitors the performance of 20 solar power plants, including three large ones in California and 17 in Italy, collecting data 24 hours a day from hundreds of thousands of data points per second.

The city's fiber infrastructure "is a very compelling reason for us to locate our network operations center in San Leandro," CEO Steve Hanawalt told the Business Times in a recent interview.

Businesses already in San Leandro are also switching to the new network. FH Dailey Chevrolet, for example, said switching to the new fiber network from T1 lines has increased efficiency.

The network is going to grow. San Leandro won a \$2.1 million federal grant to expand

the fiber network for businesses. The money from the U.S. Economic Development Administration will help pay for 7.5 additional miles of new conduit, bringing the fiber network to about 18 miles. The expanded network will loop down to the city's marina, where there are plans to construct housing, a convention center and hotel.

The high-speed network might even reach beyond the city's borders.

"Our thinking is that this is a regional asset," Acosta said.

Winner Location: Underground in San Leandro. Parties: City of San Leandro and San Leandro Dark Fiber LLC. Size: 11 miles in first phase; additional 7.5 miles in second phase. Cost: \$3 million for first phase; second phase funded with \$2.1 million federal grant.

ZOCALO COFFEEHOUSE NAMED BEST IN BAY AREA

San Leandro, CA



SanLeandroPatch.

March 25, 2013

By: Tom Abate

This San Leandro destination makes the Bay Area A-list. The Englander Sports Pub was a finalist in its category. Eighteen other local outfits were contenders.

San Leandro's got a lot to brag about these days: an ultra fast fiber optic loop, a new Kaiser Hospital and now the best place in the Bay Area to have coffee.

Zocalo Coffeehouse won the 2013 Bay Area A-list in its category in a region-wide competition that that drew more than 42,000 total votes.

Of course we already knew that, when San Leandro Patch named Zocalo its Reader's Choice Winner in 2012 (see a complete list of winners here).

Owners Tim Holmes and Mitch Huitema have created a lovely space that draws neighborhood residents out for a cup, businesspeople making deals, students in study groups and parents letting their tots burn off steam.

In the 10 years since they've taken over the location formerly known as Dean's Beans, Zocalo has become to San Leandro



what Rick's was to Casablanca: the place where everybody comes.

My personal thanks to the baristas who make those foam hearts on the fancy drinks -- and smile when they have to scoot me out at closing time.

Congratulations as well to the Englander Sports Pub, another Patch Readers' Choice Favorite, which was an A-list finalist. Next year?

Another 18 San Leandro businesses and organizations entered the contest. They are:

1. **San Leandro Adult Education** 1448 Williams St, Alameda County San Leandro
2. **Effleurage** 237 Estudillo Ave, Alameda County San Leandro

3. **Fifth Wheel Food** 898 San Leandro Blvd,
Alameda County San Leandro
4. **Gold & Bare Tanning** 579 Floresta Blvd,
Alameda County San Leandro
5. **Boys & Girls Clubs of San Leandro** 401
Marina Blvd, Alameda County San Leandro
6. **San Leandro Downtown Farmers' Market**
155 Parrott St, Alameda County San Leandro
7. **My'Amour Salon & Spa** 1200 Fairmont Dr,
Alameda County San Leandro
8. **Top Notch Energy Pool and Spa** 1225
MacArthur Blvd, Alameda County San Leandro
9. **Acme Awning Co** 1199 Beecher St, Alameda
County San Leandro
10. **Budget Blinds** Multiple locations
11. **Velocity Lock and Key** 10058 San Pablo Ave,
El Cerrito, CA
12. **Century Patio Village** 538 Lewelling Blvd,
Alameda County San Leandro
13. **Appleby Cleaning** 1660 Timothy Dr, Alameda
County San Leandro
14. **Natural Rhythm Healing Hut** 438 Estudillo
Ave, Alameda County San Leandro
15. **Elio's Family Restaurant** 260 Floresta Blvd,
Alameda County San Leandro
16. **Graham Tree Service** 520 Doolittle Dr,
Alameda County San Leandro
17. **Custom Events Catering** 1601 165th Ave,
Alameda County San Leandro
18. **Fun Flicks Outdoor Movies** Alameda County
San Leandro

PHASESPACE'S PLAN TO UPEND HOLLYWOOD SHOWS THE POTENTIAL OF SILICON VALLEY TECHNOLOGY

San Leandro, CA



March 22, 2013

By Mike Cassidy

Tracy McSheery is hatching a plan to turn Hollywood upside-down from a warren of rooms tucked away on the second story of what was once a hulking Chrysler plant off Interstate 880.

It's an odd setting for an even stranger narrative. McSheery says he can make feature films for pennies on the dollar by creating digital prototypes of films and aggressively crowd sourcing them before spending the big bucks on big-name actors and fancy sets and locations. And he is going to prove the concept with the release next year of a \$2 million feature-length animated film, "Tower of the Dragon."

"In any other industry," McSheery says, you have this exact same process: Plan, plan, plan. Prototype. Revise. Execute. This is not brain surgery."

McSheery, a 53-year-old mechanical engineer and physicist, has some strong feelings about movies and those who make them. But what drew me to his PhaseSpace studio -- which sits in a retail, office and R&D complex featuring a Home Depot, a Walmart and a Sports Authority -- wasn't so much his specific plan, but his general idea of using technology to change the way business is done.



McSheery and people who think like him are the reason so many in Silicon Valley kill themselves every day to get the next new thing out the door. He's the user for which the newest interface is designed. He's the early adopter who is going to put engineers' work to the test while spotting both the brilliance and the flaws in the design.

To understand what I mean, take a little tour with McSheery of the studio he uses to create the motion-capture videos that are key to his new movie and his prototyping philosophy. Yes, he talks with passion about his movie's story: reading and books in a medieval village have been outlawed and it's up to a child to change the law. There is plenty of singing and dancing and a fire-breathing dragon.

But where McSheery really lights up is when he talks about the technology that

makes even considering his scheme possible. First there is the elaborate motion-capture camera system that his company sells and that he uses to record real people running, jumping, fighting, dancing, talking, etc., from multiple angles simultaneously. Those images are translated into realistic, raw computer images, which are then transformed by digital artists into characters of any shape or size. (Even dragons.)

The process is fueled by high-speed graphics chips from Nvidia and sophisticated design software from Autodesk. He works with a director from Massachusetts, a choreographer from New York and a music composer from Los Angeles. All of them frequently visit San Leandro via a Beam telepresence robot, conferring with actors and production workers.

He's planning to improve the Beam experience and considerably upgrade his ability to share video with far-flung partners when San Leandro's fiber-optic broadband project is up and running in PhaseSpace's neighborhood in the next month or so. (Fiber provider Lit San Leandro says its fiber is capable of moving data at up to 2,000 times faster than the average Internet connection.)

McSheery even turned to crowd funding site Kickstarter to raise some of his seed money before he decided that the upside (he was trying to raise \$50,000) wasn't worth the work cultivating the Kickstarter community and giving Kickstarter its cut of the money raised. Kickstarter takes 5 percent of the total and Amazon charges 3 to 5 percent more to process payments.

So, McSheery killed his Kickstarter campaign in favor of a variation. He's going to ask Silicon Valley companies to sponsor a piece of the project in return for a mention

in the film's credits. (Hey, if you're going to try something new, you might as well go all out.)

"All these things are done," McSheery says, "to show we can do the impossible."

Particularly, they're done to show Hollywood what can be accomplished, McSheery says. If the big studios followed his lead, he says, they could prototype big budget films before laying out the big bucks. First, hire a few low-budget actors to run through scenes while being recorded with his motion-capture system. Digital artists could create computer replicas of sets and locations. The B-list actors' motion-capture work could be inserted into the digital scenes and directors and producers could try out dialogue, gags, even lighting, to decide what works and what doesn't. No need to have marquee actors who make 10 times as much work through all the preliminaries while renting expensive locations or building expensive sets. Once the prototype film looks good, then bring in the blockbuster actors, McSheery says, and pay them for far fewer days' work.

The point here is not whether McSheery's strategy would work. It's that the possibility for him to try it exists. His experiment is the classic example of disruption -- the kind of disruption that technology has accelerated in ways that previous generations couldn't even imagine. It's the kind of disruption that is not confined to moviemaking, but which applies to almost any business in any industry. If there is a set way of doing things, chances are there is a whole new way of doing them better or cheaper.

And chances are there is someone like McSheery sitting somewhere right now trying to figure it out.

Office of Congresswoman

BARBARA LEE



Proudly Serving California's 13th Congressional District
Alameda • Albany • Berkeley • Emeryville • Oakland • Piedmont • San Leandro

Save the Date!

**Congresswoman
Barbara Lee**

To host a

Coffee Talk

Saturday, March 30, 2013
9:00 am

Zocalo Coffeehouse
645 Bancroft Ave, San Leandro, CA 94577

Please RSVP to: LeeCa.Events@mail.house.gov
Or Call: 510-763-0370



Visit www.lee.house.gov for more information and helpful resources.



www.facebook.com/repbarbaralee



[@RepBarbaraLee](https://twitter.com/RepBarbaraLee)



www.youtube.com/replee