



City Manager's Weekly Update

April 24, 2013

UPCOMING MEETINGS

- 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
- 6/3** City Council Meeting,
7:00 p.m.,
Council Chambers
- 6/10** City Council Work
Session, 7:00 p.m.,
Council Chambers
- 6/17** City Council Meeting,
7:00 p.m.,
Council Chambers
- 6/24** City Council Work
Session, 7:00 p.m.,
Council Chambers
- 7/1** City Council Meeting,
7:00 p.m.,
Council Chambers
- 7/8** City Council Work
Session, 7:00 p.m.,
Council Chambers

To: City Council
From: Chris Zapata, City Manager

Mark Your Calendar

Parks Make Life Better: Family Fitness Day (reminder; flyer attached)

Saturday, April 27, 1:00 p.m., Washington Manor Park, 14900 Zelma Street

- The City of San Leandro's Recreation and Human Services Department, in partnership with the San Leandro Unified School District and the Y's Healthy Kids Day, is hosting Parks Make Life Better: Family Fitness Day on **April 27**. Family Fitness Day is a free event where family members of all ages can try out fun fitness activities such as a challenge course, old fashioned picnic games, dance, martial arts, sports, and more.
- Families are encouraged to participate in a variety of activities and receive a passport stamp for each activity. A completed passport earns the participant a surprise!
- Everybody who participates in any of the physical activities will receive a raffle ticket and be eligible to win great raffle prizes. The raffle drawing is at 3:45 p.m. and participants must be present to win.
- Bike or walk to the event (parking is limited) and you will earn a passport stamp!
- This special event is being held the same day as the San Leandro Sports Foundation's Run for the Schools fundraiser. Come early and join in the competitive run - registration and bib pickup begins at 11:30 a.m., race at 12:30 p.m.; or enjoy the Family Fun Run/Walk at 2:00 p.m.

Cinco de Mayo Celebration – May 3 (English and Spanish flyers attached)

Friday, May 3, 6:00 p.m., Civic Center Plaza, 835 East 14th Street

- The City of San Leandro will host its 16th annual Cinco de Mayo Celebration on **May 3**. The fiesta promises to be a fun celebration of Mexico's culture and traditions.
- The highly popular event will feature regional Mexican dances performed by the Ballet Folklorico Mexicano de Carlos Moreno and the music of Mariachi Juvenil de Hayward and Mariachi Mexicanisimo de Raymundo Coronado. Children will have a chance to make traditional Mexican arts and crafts, and light refreshments will be served.
- San Leandro Vice-Mayor Gregory will offer opening remarks and City Councilmembers will be on hand to welcome participants and attendees. Human Services Commissioner Amada Robles will provide Spanish translation, and this is an ASL Sign Language interpreted event. Admission is free.
- This event was made possible by the City of San Leandro and donations from several local businesses and individuals, including: Juan Martinez, Human Services Commissioner Amada Robles, Carlos Moreno, Mariachi Juvenil de Hayward, Raymundo Coronado, Optimist Club of San Leandro, FH Dailey

Chevrolet, Guadalajara, Los Pericos, Roccab's Café and Deli, Tony Guzman, San Leandro Ford Store and Flores Optometry.

- For more information, call Lydia Rodriguez at (510) 577-3477.

Bike To Work/School Day

Thursday, May 9, 7:00 a.m. to 9:00 a.m., San Leandro BART Station

- The Engineering and Transportation Department will host one of many Energizer Stations located throughout the Bay Area during the Bike to Work / School Day scheduled for **May 9**. The San Leandro Energizer Station will be located at the main entrance to the San Leandro BART station. Water, juice, coffee, and pastries will be available to bicyclists.
- On April 15, the San Leandro City Council issued a proclamation declaring May 9, 2013 as Bike to Work / School Day. This year, Bike to School Day will coincide with Bike to Work Day. The City of San Leandro is one of 40 proud sponsors of this event in the East Bay.
- The East Bay Bicycle Coalition (EBBC) will provide City staff with numerous Tote / Musette Bags for distribution to the public at the station. Each Tote / Musette Bag may contain some goodies, coupons, and bike-related information. In addition, Engineering and Transportation staff will provide non-bike related brochures in support of other programs the City sponsors.
- Anyone interested can visit the website at www.ebbc.org/btwd and www.ebbc.org/b2sd. At the Bike to Work Day website you will find raffle prizes and giveaways; you may join or start a team in the Team Bike Challenge; and can register for free Adult, Youth, and Family Bicycle Safety Classes.



Council Information

Chief Innovation Officer (CIO) Participates in Broadband Communities Summit 2013

- San Leandro CIO Deborah Acosta participated in the [Broadband Communities Summit 2013](#) in Dallas, Texas the week of April 15. Deborah was one of four subject matter experts on a panel entitled, "[How Employers Make Site Location and Relocation Decisions](#)," where she discussed the economic value of San Leandro's fast fiber network on business attraction efforts. The panel concluded that there are a number of critical factors that enter into a corporate decision making process, not the least of which is where the CEO currently lives and his/her spouse's impression of the local housing stock and schools!
- Deborah also was able to make some key connections at the conference, including Kansas City, MO staff leadership involved with the [Google Fiber project](#). Kansas City was the first recipient of a hotly pursued offer by Google to install an experimental gigabit fiber optic network in a U.S. City. with the goal of these connections is twofold:
 - To learn from the successes and mistakes of other municipal broadband network developers
 - To have Kansas City and other broadband leaders talk about Lit San Leandro in the same breath as Google Fiber cities, Chattanooga, etc. This linkage is very important for economic development/marketing purposes.
- The cities of Kansas City, MO and Kansas City, Kansas (both are lit up by Google Fiber) participated in the creation of the "[Playbook](#)." The Kansas City/Mayors' Bi-State Innovation Team authored these recommendations, which proposed recommendations for how to use the fiber for innovation and economic development:
 - **Education:** Outfit a handful of classrooms for demonstration projects that fully integrate high-speed fiber technology into daily lessons, equipping our students with the most innovative educational resources.
 - **Telehealth Pilots:** Work with several hospitals and clinics to provide the technology to perform diagnostic services to people at home and at work, increasing the quality of care while simultaneously reducing ER wait times and hospital re-admissions.
 - **Testbeds for Entrepreneurs:** Build a technology incubator that invites entrepreneurs to gather in a fiber-rich environment and work together to enhance their current businesses and develop new apps.

- **Global Roundtables:** Conduct a series of global telepresence roundtables to establish Kansas City as an emerging global leader in the new digital economy and accelerate economic development and innovation.
- **Enhance Convention Center Technology:** Make Kansas City's convention center one of the most tech-friendly gathering places in the country.
- **Develop a robust IT Workforce:** Work with and train residents to become leading IT professionals throughout the US and the world.

Council Follow-Up

AB 975 (text attached)

- At the April 15 City Council meeting, there was consensus from the Council to schedule consideration of a resolution in support of AB 975 (Wieckowski and Bonta).
- The bill would establish uniform standards for reporting the amount of charity care and community benefits that nonprofit hospitals provide ([text of AB 975](#)). AB 975 is backed by the California Nurses Association (CNA) and opposed by Kaiser Permanente, Sutter and other hospitals. View the CNA [press release](#). The resolution supporting AB 975 will be scheduled on the May 6 City Council meeting agenda.

Businesses in the News

Harry's Hofbrau (article attached)

- Local favorite, Harry's Hofbrau is stimulating buzz around its new focus on craft and specialty beers. This family owned and operated Bay Area institution has long been the place to go for delicious, hearty roasts, turkey legs, potatoes and gravy; now it is becoming the place to go for multiple craft beers on tap. The restaurant has overhauled its beer line in the Redwood City and San Jose locations to include 28 taps of microbrews, with San Leandro coming on line next. This focus on rich and nuanced beers, compliments the menu in place, and hearkens to the origin of Hofbrau, a German court brewery.

Lit San Leandro (article attached)

- Craig Settles, a local broadband expert known for his on-line blogs and his radio talk show, touted the innovation and independence that OSIsoft and the City of San Leandro exhibited with the formation and execution of Lit San Leandro. Settles, emerged from last week's Broadband Community Summit referring to the Lit San Leandro project as a "mini Google!"
- "San Leandro, Calif. has its hometown Google - OSIsoft. Similar to Google, OSIsoft is a tech company that is building fiber infrastructure to bring gigabit service to a town that definitely wants and needs broadband. Broadband service is not OSIsoft's core business. Yet, as a San Leandro-based company, OSIsoft benefits tremendously from delivering a gigabit to its neighbors as well as itself."

Correspondence From Other Agencies

San Lorenzo Unified School District – A Message from Superintendent Dennis Byas

- We are excited to alert everyone that the San Lorenzo Unified School District has been working with County Supervisor Wilma Chan's office and the Prescott-Johnson Center for Community Enhancement to bring the Breathmobile to our district, and Bohannon Middle School is fortunate to be a host school. The Breathmobile is a pediatric asthma clinic on wheels with doctors, nurses, and respiratory therapists who visit school sites every 4-6 weeks and provide free services. The health care professionals provide physicals, pulmonary testing, skin testing for allergens, and treatment, as well as case management and education.
- On Wednesday, April 17, Bohannon hosted a kick-off event to begin the partnership. This was the first day parents and students were seen by health care professionals from the Prescott-Johnson Center. Members of the press were on-hand to cover the event, and the Bohannon faculty and staff would like to invite you to alert all of our district's students of this free service.

- Thank you and Mr. Ed Diolazo for working with Supervisor Chan to bring this to our district.
- The Breathmobile, is an "asthma clinic on wheels", that provides FREE asthma diagnosis, education, treatment, medications and research for children suffering with asthma and allergies.
- Mission: To keep kids "in" school and "out" of the Emergency Room!"
- The Breathmobile Program was developed by the Asthma & Allergy Foundation of America (AAFA), California Chapter. AAFA-CA was founded in 1976 and serves as the premiere non-profit organization dedicated to controlling asthma and allergic diseases for millions of sufferers. The Breathmobile Program is a trademark of AAFA-CA.
- The Breathmobile, a 34 foot mobile clinic is staffed with a team of interdisciplinary asthma care specialist that provide regular and continuing follow-up care to children at their school site. Children who remain in the program for one year have a 76% reduction in hospitalizations, 62% reductions in emergency department visits, and a 75% reduction in missed school days from asthma.
- They visit nearly 500 elementary schools, middle schools, high schools and several comprehensive health clinics. Since inception, the Breathmobiles have collectively logged more than 120,000 patient visits and counting!



RUN FOR THE SCHOOLS

As part of the YMCA Healthy Kids Day

KEEP THE BALL ROLLING



Saturday, April 27, 2013
12:30 PM to 4:00 PM
San Leandro Manor Park
(new location)



Come out to support
our San Leandro schools
and this
free City-wide
Healthy Kids Day



1 Mile Race - \$5 Student/ \$10 Adult,
or 1 Mile Family Fun Run/Walk -
\$10/family

Fun and games for the whole family
(interactive games, old-fashion picnic
games, and many more fun activities).

11:30am –12:15pm	Bib Pickup/ Registration
12:30pm	Competitive 1 Mile Race
12:30pm-2:00pm	Registration 1 Mile Fun Run
2:00pm	1 Mile Family Fun Run/Walk
1:00pm-4:00pm	Healthy Kid Day Activities



Hosted by the **San Leandro Sports Foundation** in partnership with the City of San Leandro, San Leandro Unified School District and YMCA of the East Bay.



Friday, May 3, 2013 - 6 PM
San Leandro Civic Center Plaza
835 E. 14th St

Enjoy a beautiful Spring evening outside City Hall as the City of San Leandro presents a fiesta for the entire family to celebrate!

Mariachi Juvenil de Hayward
Ballet Folklorico Mexicano de Carlos Moreno
Mariachi Mexicanisimo de Raymundo Coronado
Crafts for the Kids • Free Light Refreshments

Special thanks to the following partners for their support in helping to sponsor this very special community event:

*Mariachi Juvenil de Hayward • Carlos Moreno • Raymundo Coronado
Optimist Club of San Leandro • Human Services Commissioner Amada Robles
Juan Martinez • Los Pericos Pelton Center • Rocab's Café & Deli
FH Dailey Chevrolet • Jessie's Salon • East Bay Flowers • Flores Optometry
Guadalajara Bakery • Tony Guzman • San Leandro Ford Store*



This is a City of San Leandro
Sponsored activity.
For information call: 577-3462

Cinco de Mayo is an
ASL Interpreted Event





Viernes, Mayo 3, 2013 - 6 PM
San Leandro Civic Center Plaza
835 E. 14th St

*La Ciudad de San Leandro les invitan a celebrar el Cinco de Mayo.
Es una fiesta para toda la familia.*

Mariachi Juvenil de Hayward
Ballet Folklorico Mexicano de Carlos Moreno
Mariachi Mexicanisimo de Raymundo Coronado
Crafts for the Kids • Free Light Refreshments

Agradecimientos:

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FH Dailey Chevrolet • Jessie's Salon • East Bay Flowers • Flores Optometry
Guadalajara Bakery • Tony Guzman • San Leandro Ford Store*



Para Mas Informacion: 577-3462
Esta actividad es patrocinada por
la ciudad de San Leandro.

Interpretado en lenguaje
de señas Americano (ASL)
La comunidad sordomuda.



CRAFT BEER HOPS UP THE SPIRIT AT HARRY'S HOFBRAU

San Leandro, CA



San Francisco Chronicle

April 14, 2012

By Lessley Anderson

On a Thursday night at Harry's Hofbrau in Redwood City, the counter staff in kitschy chef hats carve slabs of turkey and roast beef behind a cafeteria-style steam table. The line filing by is filled with shrieking babies and elderly couples, receiving mashed potatoes from an ice cream scoop, drowned in butterscotch-colored gravy.

Yet around the corner, in the bar, the scene is less Joe the Plumber and more Google: guys in their 20s sniffing tulip-shaped glasses of beer aged in bourbon barrels, their smartphones out to document the occasion.

Until recently, Harry's Hofbrau, a family-run chain with locations in Redwood City, San Jose, San Leandro, Foster City and Livermore, was known as the place you went with your grandparents, and not for beer. The most exotic beer you could get was Sapporo - in a bottle. But over the past three years, Harry's, founded in 1957, has transformed its San Jose and Redwood City locations into two of the Bay Area's most unlikely craft beer destinations. It's as though Lawrence Welk tried a killer IPA and decided to ditch the Champagne.



CHANGING BREWS

In each location, there are 28 taps of frequently changing, mostly American, microbrews. Each Thursday, "pint nights" showcase esoteric or limited-release beers. Past offerings have included New Belgium Brewing Co.'s experimental Lips of Faith beers, and an IPA night with two kegs of Russian River Brewing Co.'s cult offering Pliny the Younger. The latter event caused a minor frenzy.

"There was a half hour line just to get into the door of the bar. It was craziness," says Todd Bickel, a member of the Grain Trust, a San Jose home-brewing club.

The person responsible for Harry's beer makeover is Kevin Olcese, 28, a nephew of Harry's Hofbrau's owner, Larry Kramer. Tall, skinny, tattooed and mop-haired, Olcese worked behind the counter during high school, and

came back after college and a handful of design jobs. He is now general manager in Redwood City.

"When I told people I worked for Harry's Hofbrau, they'd say, 'Oh, Harry's! I love that open-faced turkey sandwich!' " says Olcese. "But when I asked them when the last time they were there was, they'd go, 'Uh, I dunno.' It was like they forgot about us."

A BOLD EXPERIMENT

Olcese's passion is craft beer. He's been drinking it since scoring a fake ID at 18. When he joined Harry's three years ago, the only places to get interesting beer in San Jose were a wine bar and a vegan restaurant. Period.

Why not offer great beer at Harry's, Olcese thought, and give people something to remember besides the mashed potatoes and gravy?

He persuaded his uncle to let him swap a slower-moving keg at the San Jose location with Racer 5 IPA from Healdsburg's Bear Republic Brewery. Kramer was skeptical.

"That's Kevin's forte. It's the younger-generation-type thing," he says.

The managers worried about alienating regulars, who came to Harry's to get unpretentious food at good prices. But Kramer agreed to let Olcese have a go.

The experiment failed horribly. "People said, 'Oh this is too bitter,' " Olcese recalls.

Undeterred, he tried two more craft beers. Slowly, word began to spread that something was up at Harry's. Beer nerds began showing up. Olcese built on the buzz, soliciting breweries for their special releases, persuading his family to break Harry's strict no-advertising policy by venturing into social media to promote special events. "I had to make a PowerPoint as to why we should have a Facebook page."

SOUTH BAY PROGRESS

With the San Jose beer program successfully in place, Olcese turned his attention to Redwood City four months ago. Since overhauling that bar, he says, sales have jumped 47 percent from last year. San Leandro is next.

Thankfully, he's getting some competition from a new crop of nearby craft-beer bars, including Grape & Grain in San Mateo and Original Gravity Public House in San Jose. The South Bay scene has matured enough to the point that Silicon Valley will have its first very own Beer Week this year.

"Harry's has certainly been at the forefront of this movement," says Jennifer Anderson, marketing manager for Metro, which is producing of Silicon Valley Beer Week.

Trailblazer status aside, most of Harry's, like its domed plastic coverings that keep dinner plates warm on their way to tables, has not changed from when you ate there with your grandparents. Which is comforting. Especially when you know you can get a really good beer with that turkey sandwich.

FINDING GOOGLE FIBER IN YOUR OWN BACK YARD



San Leandro, CA



April 20, 2013

Craig Settles

A country ballad that ushered in the 80s decried looking for love in all the wrong places. As the buzz machine ramps up after back-to-back announcements from Google letting the world know it is bestowing its gigabit largess upon Austin, Texas and Provo, Utah, gigabit envy is running rampant across the U.S.

Google last week at the Broadband Communities Magazine's Summit in Dallas told attendees "don't wait for us" or even the Federal government to bring broadband to communities. "You have to take action, make changes, be creative," said Milo Medin, Google Vice President for Access Services. "Your community can have a gigabit future if you want it badly enough." So rather than Mountain View, Calif., maybe communities should be looking closer to home for broadband love from mini-Google.

The mini-Google model for community broadband

People often ask what Google gets out of building these networks. They forget that Google is in the online ad business as well as several rather ventures that collectively generate more revenue as gigabit Web surfing increases. It's likely a safe bet that Google is driven more by these businesses' needs than the desire to be a national service provider. For now.

Rather than "What does Google get?" smart communities need to ask, "Are there other companies whose businesses would benefit from faster, better broadband? Companies that benefit to the point where investing in community networks make sound business sense? Maybe some of these potential "mini-Google" are local.

San Leandro, Calif. has its hometown Google, OSIssoft. Similar to Google, OSIssoft is a tech company that is building fiber infrastructure to bring gigabit service to a town that definitely wants and needs broadband. Broadband service is not OSIssoft's core business. Yet, as a San Leandro-based company, OSIssoft benefits tremendously from delivering a gigabit to its neighbors as well as itself.

A couple of years ago OSIssoft was in a bind. The \$250 million company had been a member of the San Leandro community for over 30 years. Dr. Patrick Kennedy, OSIssoft's founder and CEO, as well as many of his 800 employees live in the city. But the company needed a few hundred megabits faster broadband than the incumbents were willing to deliver to the town, and without it OSIssoft would have to move. OSIssoft and city government officials formed a public private partnership and got creative. As the result of an earlier transportation project, the city had

available conduit around the town that it offered to the initiative. Bay Area Rapid Transit (BART), which has two stations in town, had extra dark fiber that it made available. Kennedy hired a contractor to pull 288 strands of fiber through the conduit, 28 of which were given to the City for its use.

The end result of this effort was an 11-mile fiber ring around San Leandro that OSIs and other local businesses are using. San Leandro Dark Fiber LLC is the company Dr. Kennedy created to build out the infrastructure. Lit San Leandro is another company created to install the switch and routing facilities that light up the network for business subscribers. Cross Links System is a local ISP selected to provide Internet access and other services to businesses. The City currently is formulating plans for leveraging its share of the fiber to impact local economic development. Residential constituents currently are not served, but they likely will be considered during the economic development planning.

Find your hometown Google

What San Leandro has achieved is replicable in other communities. One good example is in upstate New York where Corning invested \$10 million in a 235-mile fiber ring covering three counties. Corning's business operations based in this area and its workers benefit directly from much needed broadband capacity, and indirectly by boosting the economic development of the communities around them. Since Corning produces fiber, this project delivers marketing value as a showcase for the power of the gigabit.

Joe Crookham is a successful business owner in Muscatine County, Iowa whose Musca Lighting financed fiber buildouts for his and several surrounding communities. These services are sold to businesses and residences. Informally, Crookham

has waved the community broadband flag at the state legislature.

The key is to find a business or a group of businesses that are feeling the pain of not having sufficient broadband. According to Dr. Kennedy in a Gigabit Nation interview, "many urban areas are 'copper towns,' meaning the incumbents have built DSL or T1 lines that cover these communities' residential users. But businesses and industrial parks need much more capacity than this as we see an explosion of data applications and cloud services. Incumbents generally see little value in serving these commercial operations." Companies in technology, science and healthcare represent low-hanging fruit in alternative-funding partner searches.

However, along with the promise of these mini-Gooles, there is a significant caveat for communities. Even though many local governments and local economies are struggling for money, they must resist the urge to close a deal at any cost. Stakeholders must maintain control of the business of broadband, that process by which communities use the technology as a tool to improve economic development, transform education and expedite healthcare delivery. Owning this process, whether or not they own the physical infrastructure or services, is how communities reap significant broadband benefits.

As the surging wave of gigabit initiative builds, we should expect to see a corresponding increase in creative public private partnerships. But the bottom line is that all negotiators of these deals should keep in mind that "private companies have to make money, and reinvesting in the public interest is always going to be a secondary concern," states Forbes blogger McQuaid. Smart negotiating and planning, though, is how everyone wins.