



City Manager's Weekly Update

June 17, 2015

UPCOMING MEETINGS

- 6/22** City Council Ethics & Cultural Awareness Training, 6:00 p.m., Main Library
- 7/6** City Council Meeting, 7:00 p.m., Council Chambers
- 7/7** City Council Facilities & Transportation Committee Meeting, 4:00 p.m., Sister Cities Gallery
- 7/13** City Council Work Session, Town Hall Meeting for Districts 3, 4, and 6; 7:00 p.m., Location: Marina Community Center
- 7/20** City Council Meeting, 7:00 p.m., Council Chambers
- 7/27** City Council Sexual Harassment & Discrimination Training, 6:00 p.m., City Council Chambers
- August – Recess**
- 9/8** City Council Meeting, 7:00 p.m., Council Chambers
- 9/14** City Council Work Session, 7:00 p.m., Council Chambers
- 9/21** City Council Meeting, 7:00 p.m., Council Chambers

To: City Council
From: Chris Zapata, City Manager

Mark Your Calendar

San Leandro to Host “Local Hero” Story Time for Children on June 18
Thursday, June 18, 10:30-11:00 a.m., Manor Branch Library, 1241 Manor Blvd

- The San Leandro Public Library and San Leandro Police Department will host an exciting event for children and young fans of community heroes on June 18th. As part of this fun event, San Leandro police officers will read aloud to children during the Manor Branch Library’s Preschool Story Time, which will include books about police officers and police dogs.
- No reservations are required, however space is limited. Attendees are encouraged to arrive early to see and hear a local police officer in action.
- For more information, please contact Celeste Steward, Senior Librarian at (510) 577-7964 or CSteward@sanleandro.org.

Council Information

ABC Grant Award

- The San Leandro Police Department has been awarded a \$50,000 ABC Grant for the purpose of reducing alcohol-related incidents in San Leandro, through education and enforcement programs. A portion of the funds will be used to reduce youth and under-age access to purchasing alcohol, as well as provide alcohol sales and access training to the 186 establishments in San Leandro that provide on- and off-premises sales.
- This is the first award from ABC that the department has received and will be managed by Lt. McManus, who was able to successfully secure these grant funds. The grant requires a Council resolution, which will be brought forward for the Council’s consideration in July.

Micro Grant Opportunity:

- The U.S. Department of Justice - COPS Office recently announced a short window of opportunity regarding the availability of funding under their Community Policing Development Program (CPD). Applications are due this Friday, June 19th.
- SLPD has been working with the City’s Weibo Coordinator and other stakeholders in the community to increase crime prevention and outreach efforts in the Asian community in San Leandro. SLPD staff are working expeditiously to finalize a grant application for consideration by the COPS office. As part of the proposal, SLPD would work in partnership with the International Association of Chiefs of Police (IACP) with the support of the Asian Community Cultural Association (ACCA), Asian Business Council and the

Heritage Baptist Church to seek a COPS Micro-Grant up to \$75,000 to study and complete the following steps:

1. Develop a social media policy and expand outreach efforts to the Asian community.
 2. Examine social media trends.
 3. Work with a research graduate student to understand and evaluate the SLPD Weibo experience.
 4. Conduct a minimum of three listening roundtables with our Asian community.
 5. Understand what percentage of the 200,000 SLPD Weibo followers are local.
 6. Gain an understanding of what type of Weibo communications/posts work best for San Leandro.
 7. Determine whether increased engagement through Weibo leads to a decrease in crime rates.
 8. Assess whether Weibo engagement leads to an increased number of calls/tips.
 9. Coordinate and consult with the IACP to develop a best practice for engagement with the Asian community.
 10. Develop a social media Weibo “Tool-Kit” model that can be used across the United States. The Weibo project addresses many action items outlined in the report on *21st Century Policing - Pillar 3* as it pertains specifically to technology and social media. It recommends the U.S. Department of Justice create “toolkits” of effective and constitutional forms of social media and its use (3.3.2).
- The program’s goals directly align with the goals put forth in the President’s Task Force on 21st Century Policing.

San Leandro Organizations and Businesses Help Make Every Day Earth Day

- Throughout the year, the Public Works Department is contacted regarding clean-up opportunities that may be available for students’ community service hours; and local businesses and organizations looking for team-building events and/or projects benefitting the local community.
- Although the Shoreline area benefits from the annual statewide Shoreline Clean-up Event (held the third Saturday in September), because the winds are primarily in the west to east direction, the Marina area presents a venue with on-going trash pick-up opportunities.
- To date, the following organizations/businesses have volunteered their services (or are scheduled in the coming months) in cleaning up the Shoreline Area: San Leandro Boys & Girls Club; Cummins Pacific; Kaiser Permanente; and FedEx Ground. The City is very appreciative of the volunteer spirit exhibited. Groups or individuals interested in clean-up opportunities are invited to contact Delmarie Snodgrass, Marina Manager, at 577-3490. If you have a specific project or something larger in mind, please contact Debbie Pollart, Public Works Director, at 577-6020 to discuss in more detail.

San Leandro Next

San Leandro Next is an initiative of the City of San Leandro Community Development Department providing news and updates on economic development and innovation. The following stories were posted since last week:

- [“No, You’re Not Tripping. It’s the Lights” – San Leandro/UC Berkeley Featured in SF Magazine’s Smart City Awards](#)
- [Dining Discoveries: Las Pacita’s Salvadorian Bakery](#)

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