

COUNCIL TRACKING REPORT – JANUARY 2010

In-Car Video

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OAKLAND

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Legistar No.

REPORT TITLE	Date Approved	Legistar No.
<p>Resolution Authorizing The City Administrator To 1) Negotiate And Enter Into A Contract With Digital Safety Technology (DST), Inc. In An Amount Not-To-Exceed \$350,000 to Complete The Installation, Integration and Training of the In-Car Video Management System ("ICVMS"), 2) Purchase A Backup System to Archive the Tagged Video for Three Years As Required by the Negotiated Settlement Agreement (NSA) In An Amount Not-To-Exceed \$90,000, 3) Maintain the Video Network And Security Infrastructure To Support Secure Video Transmission And Related Support Services In An Amount Not-To-Exceed \$153,500; 4) Waive The City Of Oakland's Competitive Bid Process For The Completion of The ICVMS Contract; And 5) Enter Into Additional, Competitively Bid Maintenance Contracts With Other Vendors For Two Years of Annual Maintenance, Without Returning To Council, In An Amount Not-To-Exceed \$126,500, All in A Cumulative Amount Not-to-Exceed \$720,000 To The ICVMS Project</p>	<p>Council 7/21/09</p>	<p>09-0527</p>
Motion	Department	Staff person(s)
<p>A motion was made by Member Quan, seconded by Member Nadel, that this matter be Approve the Recommendation of Staff, and Forward to the Concurrent Meeting of the Oakland Redevelopment Agency/ City Council, due back on July 21, 2009 as a Consent Calendar item.</p> <p>Committee directed staff to provide a Supplemental report on all options (i.e. vehicle, radio, cell phone and laptop) for GPS capabilities including cost. The Committee also directed staff to bring back a report on a semi-annual basis until the project is fully installed and implemented.</p>	<p>OPD DIT</p>	<p>Ahsan Baig, Sgt. R. Brizendine</p>
Due Date	Action Steps	Progress Report
<p>11/30/2009</p>	<p>Complete contract negotiations and finalize Statement of Work (SOW) with Digital Safety Technologies.</p>	<p>September 2009 - Team (OCA, OPD, and DIT) working with the Digital Safety Technologies (DST), Inc. Team to finalize the Statement of Work (SOW) (develop, review, and finalize).</p>

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Due Date	Action Steps	Progress Report
		<p>October 2009 – Team (OCA, OPD, and DIT) continued working with DST and finalized the SOW.</p> <p>November 2009 – The contract was finalized and all the original schedules and forms were shipped to DST for their signatures.</p> <p>December 2009 – Received the signed contract from DST, the Chief will review and sign and then the City Attorney and City Administrator will review and sign.</p> <p>January 2010 – OPD is considering a new audio/ video system, currently being tested by San Jose PD, TASER AXON, a tactical networkable computer combining advanced audio-video record/capture capabilities. An audio-video earpiece imager, speaker and microphone integrates into the communications loop between existing radios and the communications headset, recording video of critical incidents from the visual perspective of the officer.</p>

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12/15/2009	Develop and finalize the Project Management Plan (PMP)	Note: Work on the PMP will commence once the contract is signed and take approximately 2 weeks.
12/30/2009	Complete functionality assessment	Note: Assessment begins with adoption of the PMP.
2/28/2010	In Car Video (ICV) equipment installed in 101 police patrol vehicles	Scheduled to commence January 2010
3/31/2010	Installation of infrastructure (servers, data base, storage, duplication, etc.)	Scheduled to commence January 2010
5/15/2010	Filed "beta" testing and final system acceptance testing (30 days)	Scheduled to commence April 2010
June 2012	ICV system under warrantee / maintenance agreement (upon final acceptance)	Scheduled to commence mid-May 2010

COUNCIL TRACKING REPORT – JANUARY 2010
Oakland’s Citywide Performance Management & Reporting System (OakStat)

REPORT TITLE		Date Approved	Legistar No.
Report and Recommendations Regarding Improvements to Oakland’s Citywide Performance Management and Reporting System			09-0705
Motion		Department	Staff person(s)
<p>The October 27, 2009 Finance & Management Committee approved staff recommendations and forwarded the item to the November 3, 2009 City Council agenda as a Non-Consent item and directed that the Task Force should include external representatives and do the following: 1) Begin tracking the number of individuals who are benefiting from services provided by the city; 2) Do A City by City comparison of performance measures; 3) Look at the City of Oakland’s heavy service providers (CEDA, Public Works, Parking) and track performance.</p> <p>At the November 3, 2009 Council meeting this item was rescheduled to the Finance & Management Committee – no specific date (Later scheduled to January 26, 2010)</p> <p>At the January 7, 2010 Rules & Legislation Committee this item was rescheduled to the February 9, 2010 Finance & Management Committee</p> <p>At the February 9, 2010 Finance & Management Committee this item was rescheduled to the February 23, 2010 Committee agenda</p>		Budget Office	Cheryl Taylor
Due Date	Action Steps	Progress Report	
Fall 2010	Begin tracking the number of individuals who are benefiting from services provided by the city; initiate Citizen Survey process	In the report to the Finance & Management Committee, staff will be recommending that several sources be utilized for such tracking, including the Public Works call center, the Oaklanders Assistance Center, Neighborhood Services Coordinators, and others. In addition, an annual Citizen Survey will be recommended. Lastly, efforts will be made to connect OakStat with the Police Department’s CompStat system that is yet to be implemented.	

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February 2010	Do A City by City comparison of performance measures	In the report to the Finance & Management Committee, staff will provide comparisons of Oakland's current performance measures to those of Baltimore. Comparison will be provided for Police, Fire, Public Works and Parks and Recreation.
Fall 2010	Look at the City of Oakland's heavy service providers (CEDA, Public Works, Parking) and track performance.	In the report to the Finance & Management Committee, staff will recommend that the new OakStat system be tried in a pilot program by the following departments: Police, Fire, Public Works and Parks and Recreation.
Fall 2010	Formation of the Task Force to select indicators (among departmental measures) for quarterly reporting to the City Council and annual reporting to the community, and to determine reporting formats	The Task Force will be formed upon receiving the Finance Committee's direction and City Council's direction at the subsequent meeting
Summer 2010	OakStat review process launched	The OakStat process will be launched upon receiving the Finance Committee's feedback (and City Council's direction at the subsequent meeting)
Winter 2011	Task force reports results to the City Council; foundation is formed for the Community Report Card	The Task Force will be formed upon receiving the Finance Committee's direction and City Council's direction at the subsequent meeting
Summer/Fall 2011	Staff prepares report on performance measures to Council Committees	Pending Finance Committee's direction and City Council's direction at the subsequent meeting
Fall/Winter 2011	First Community Report Card Issued	Pending Finance Committee's direction and City Council's direction at the subsequent meeting

COUNCIL TRACKING REPORT – JANUARY 2010
Oakland Retail Enhancement Strategy

REPORT TITLE	Date Approved	Legistar No.
Action On A Report And Recommendations To Accept The Oakland Retail Enhancement Strategy And To Authorize Actions Included In The Implementation Plan	Council 1/6/09	07-1175
Motion	Department	Staff person(s)
<p>The December 16, 2008 Community and Economic Development Committee directed staff to take action and bring back a status report on the following:</p> <p>1) A large format store program (page 6, task 3); 2) A key vacancy program (page 8, task 2;) 3) A consumer-oriented marketing campaign (page 11, task 2) including "Modifying the city's web pages to be more similar to San Jose's www.sanjoseretail.com; 4) A retail working group (page 12, task 1) 5) A retail cabinet (page 13, task 2) 6) An annual retail report to Council (page 14, task 4, action 1) and 7) Analysis of site locations for auto dealerships, including evaluation of schools and churches in major thoroughfares</p>	CEDA	Keira Williams

Due Date	Action Steps	Progress Report
Spring 2011 for Specific Plan/EIR	<p>Develop large format store program – Broadway/Valdez District (BVD)</p> <ul style="list-style-type: none"> ▪ Specific Plan/EIR creation includes identifying locations for large format retail and what it will take to 	<p>August/Sept 2009 – Work continues on the BVD Specific Plan & EIR: staff reviewed the three alternatives and meetings with public and community stakeholders. October 2009 – Economic Development (ED) and Redevelopment (RD) staff continued review of the BVD Specific Plan alternatives. Redevelopment staff approached owners of two properties about buying or optioning the properties. Nov/Dec 2009 – ED and RD staff held seven interviews with retail real estate developers, brokers and consultants to get a "real world" check on the draft BVD land use alternatives and provided feedback to the consultant team. The team was urged to include a variety of retail scenarios in addition to historic preservation and dense housing alternatives. Staff reviewed the draft urban design report and participated in Community Stakeholders Group and Technical Advisory Committee meetings.</p>

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Oakland Retail Enhancement Strategy

Due Date	Action Steps	Progress Report
Spring 2011 for Specific Plan/EIR (cont.)	<p>get them there</p> <ul style="list-style-type: none"> ▪ Discussions with property owners, developers, brokers, et al – on-going 	<p>Jan 2010 – Elements completed thus far: Existing Conditions, Market Demand, Retail Precedents: Case Studies; Land Use Alternatives. Elements in process: Land Use Alternatives and Public Realm, Streetscape, Transportation & Access Design. A preferred concept will be completed this spring and will be presented to Planning Commission and City Council. EIR work commences once preferred concept is complete. http://www.business2oakland.com/brcp/</p>
December 2009 for inventories (completed) February 2010 for identification of best development prospects	<p>Develop large format store program -- 880 Loop</p> <p>Ground work:</p> <ul style="list-style-type: none"> --property ownership inventory --aerial inventory --collateral, outreach 	<p>Sept 2009 – Assigned property ownership and aerial collection to Erik Johnson, ORA. Outreach to happen after that is completed.</p> <p>October 2009 – Inventory and aerial completion underway</p> <p>Nov/Dec 2009 – Inventory and aerial compilation complete. ED and RD staff reviewed the draft land use alternatives for the Central Estuary Specific Plan which includes a portion of the 880 Loop area and participated in Technical Advisory Committee meetings.</p> <p>Jan 2010 – No Update</p>
October 2009 for choosing Q4 storefront December 2009 for master tenant program at CED	<p>Implement key neighborhood vacancy program</p> <ul style="list-style-type: none"> --Choose one storefront location per quarter and market it --Flesh out "master tenant leasing program" and present at CED Explore hiring broker to lease up challenging locations. 	<p>Aug/Sept 2009 – Initial research completed on master tenant program; concept roughed out for "storefront leasing help" initiative. Also: ORA staff issued Notice of Development Oppty for 10 ORA-owned sites, seeking developers to develop/buy the properties in accordance with Agency priorities; most are sites optimal for retail and/or housing or office.</p> <p>October 2009 – Economic Development staff amended the objective of the "storefront leasing help" initiative by changing the course of action; instead of choosing one storefront location per quarter and marketing it, staff will look to the proposed master tenant/leasing program to address this objective, either with direct leasing of key retail locations and/or facilitating the hiring of brokers to market these spaces.</p>

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May 2010 for Retail Recruitment Best Practices	--Develop Retail Recruitment Best Practices to be used in OMLF, Oakland BID, Council, and ACSBDC workshop settings	<p>Jan 2010 – Given limited staffing, ED staff has outlined a three-point approach to work with Oakland's commercial district stakeholders. Staff wants the merchants groups and business improvement districts (BIDs) to build organizational capacity so that they do their own retail recruitment. Retail recruitment is a straightforward process of:</p> <ul style="list-style-type: none"> --Identifying and inventorying opportunity sites --Enlisting property owner support --Identifying, contacting and following up with feasible retail prospects --Sharing with prospects benefits of locating in that district --How the organization can make the location effort smooth and resources offered by the City --Ensuring that the lease-up and tenant improvement processes go smoothly. <ol style="list-style-type: none"> 1. Direct Oakland Merchants Leadership Forum (OMLF) to continue to support and revitalize existing, dormant and nascent merchant and associations and share retailer recruitment best practices. 2. Continue to partner with Oakland BID Council, which meets several times per year, on retailer recruitment best practices. 3. Continue to partner with the East Bay Community Foundation and Small Business Development Center (ACSBDC) to co-sponsor a series of retail workshops in 2010 to help struggling, existing retail businesses in the City of Oakland, and educate merchant organizations and community benefit districts on best practices, making use of the city's many Business Service Organizations (BSOs), introducing existing business assistance services and programs available through CEDA, and sharing retailer recruitment best practices. In 2009, ACSBDC coordinated business assistance workshops with the City of Oakland with a participant registration average of 75 business owners per session. ACSBDC management has committed to schedule trainers and advisors in 2010 as soon as the source of funding is identified.
November 2009	Develop and expand consumer retail	Through Sept 2009 – Intensive effort underway to launch Oakland Grown website and marketing campaign on November 25 with a "Home for the Holidays" theme. Project coordinated by CEDA

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	<p>marketing</p> <p>--Eat, Shop, Explore Oakland campaign</p> <p>--Publicity</p>	<p>Marketing in collaboration with OMLF (Oakland Grown is a program of OMLF). Website to provide central portal to what's hot and happening in Oakland dining, shopping and attractions (Eat, Shop, Explore Oakland Grown). Total project budget (launch through year 1): \$50K. \$25K in redevelopment funds to create the website identified by Gregory Hunter week of October 12. \$25K in CEDA Marketing funds secured to market the website and campaign. Item going to CED on November 10 as part of OMLF annual contract. CEDA Marketing to provide \$5K in seed funding to initiate the project in advance of Council action to ensure November 25 launch date.</p> <p>Publicity on Oakland's dining scene continuing to build. Oakland touted as America's next great dining town in cover story of "Taste," the new dining publication published by East Bay Express on September 30, 2009. http://www.eastbayexpress.com/restaurants/oakland_america_s_next_great_dining_town/Content?id=1203394.</p> <p>Great mention in the 10/18/09 Chronicle: http://www.sfgate.com/cgi-bin/article.cgi?f=/c/a/2009/10/18/MND71A64NL.DTL&tsp=1, which Samee Roberts and Keira Williams worked with the reporter on.</p> <p>OCVB issued its quarterly Destination Oakland: Food & Drink electronic newsletter in September 2009. http://archive.constantcontact.com/fs030/1101145461906/archive/1102734346052.html</p> <p>October 2009 – On track to launch Oakland Grown website and marketing campaign on November 25, 2009 with a "Home for the Holidays" theme. Project coordinated by CEDA Marketing in collaboration with OMLF (Oakland Grown is a program of OMLF).</p> <p>Website to provide central portal to what's hot and happening in Oakland dining, shopping and attractions (Eat, Shop, Explore Oakland Grown). Total project budget (launch through year 1): \$50K (Redevelopment + Marketing funds).</p> <p>This item will be discussed by the CED Committee on Dec 1 as part of OMLF annual contract.</p>

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		<p>CEDA Marketing has provided \$5K in seed funding to initiate the project in advance of Council action to ensure the November 25 website launch date. Council President Brunner will host the media launch / public unveiling on Dec 2, 2009 at 11 AM. Location TBD.</p> <p>Publicity on Oakland's dining scene continues to build:</p> <p>Bocanova was reviewed by Chronicle Food writer Michael Bauer in the Sunday edition, 11/08/09. The review highlighted the fact that an easy 25 minute ferry ride connects the two "food sites" – SF and Oakland and also mentioned Jack London Square as a Bay Area destination. http://www.sfgate.com/cgi-bin/article.cgi?f=/c/a/2009/11/08/FDB91AB6Q6.DTL</p> <p>Commis, Chef James Syhabout, and Oakland "get noticed" in this terrific article/review in the 10/30/09 edition of the New York Times. The writer underscored that rising national star Syhabout opened in Oakland for many very good reasons – most of all the access to fresh ingredients – and not because he could not afford San Francisco! http://www.nytimes.com/2009/10/30/dining/30SFdine.html?emc=eta1</p> <p>Nov/Dec 2009 – Launched Oakland Grown website and marketing campaign on November 25 with a December 2 press conference hosted by Council President Brunner. Launch event covered by four television stations plus KCBS. Project coordinated by CEDA Marketing and OMLF (Oakland Grown is a program of OMLF). Website provides robust portal to what's hot and happening in Oakland dining, shopping and attractions (Eat, Shop, Explore Oakland Grown).</p> <p>The website's EAT Oakland Grown section helps locals keep up with the scores of new restaurants opening up in Oakland's hot dining scene by providing a portal to local media and blogs offering restaurant listings and reviews. The EAT section also includes best bets for holiday dining out, tips on where to find yummy foods and treats for the holiday table and information on local farmers markets, wineries and wine bars. The SHOP Oakland Grown section offers quick tips on how to avoid the malls and find great Oakland Grown gifts this holiday season, including listings of events in Oakland's</p>

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		<p>business districts, information on local shopping fairs, and links to shop Oakland directly online. The DO Oakland Grown section highlights events, arts, culture, entertainment and recreation activities during the holidays and year-round.</p> <p>www.OaklandGrown.org</p> <p>Total project budget (launch through year 1): \$50K (RD + Marketing funds). Item approved by consensus at CED on Dec 1 as part of OMLF annual contract; on Council consent agenda for Dec. 8.</p> <p>Publicity on Oakland's dining scene continues to build: Tanya Holland and West Oakland's Brown Sugar Kitchen dazzled in the November issue of <i>Sunset Magazine</i> in this upbeat feature article, "Oakland's Got Soul!" http://findarticles.com/p/articles/mi_m1216/is_5_223/ai_n42050860/</p> <p>Sidebar gets a nod for good bar bites in the <i>San Francisco Chronicle</i>: http://www.sfgate.com/cgi-bin/article.cgi?f=/c/a/2009/11/12/NSN21AD3Q1.DTL</p> <p>Jan 2010 – Continued to develop the Oakland Grown website, including transforming it from a holiday oriented portal to general purpose. Site continues to showcase dining, shopping and entertaining venues, events and amenities.</p>
<p>Dept Liaisons Group – completed and on-going</p> <p>CEDA Retail Group to be reconvened in November onward</p>	<p>Establish a Retail Working Group (interdisciplinary City staff)</p> <p>--Department Liaisons Group to resolve individual business problem-solving</p> <p>--CEDA Retail Group to</p>	<p>Aug/Sept 2009 – Making use of Business Assistance Center "department liaisons" group as needed to resolve retail issues.</p> <p>CEDA Retail Group to be reconvened on a monthly or 2x/monthly basis to do retail strategizing, touch base re initiatives that affect retail, discuss acquisitions, developer interest, etc. Group had been meeting weekly February-June 2009.</p> <p>October 2009 – An Economic/Redevelopment retail group meeting has been scheduled for December 4.</p>

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	look at retail citywide and holistically	<p>Nov/Dec 2009 – Monthly ED/RD staff retail group meetings scheduled January through June, with Planning staff to participate as needed.</p> <p>Jan 2010 – No Update</p>
<p>December 2009 for first meeting</p> <p>January 2010 for refining the group structure, work plan and timeline.</p>	Establish a Retail Advisory Group (external stakeholders)	<p>Aug/Sept 2009 – Have set a date of December 2 for the first meeting. Agenda and invitation are in the works.</p> <p>October 2009 – The meeting date had to be changed to December 9, 2009 and invitations were sent out.</p> <p>Nov/Dec 2009 – Group convened on December 9 and January 6. There was a good turnout and the information presented was well received at both meetings. The December meeting included a presentation from staff on the Oakland retail landscape and discussion about what the group might focus on.</p> <p>Jan 2010 – Group met on January 6, the meeting featured a presentation from the Broadway/Valdez Specific consultant, Steve Hammond of WRT, re the draft land use alternatives, about which the group had pithy comments. Solomon Ets-Hokin of Colliers and Bill Burcell of Cornish & Carey volunteered to co-chair the group. Work is continuing on refining the group structure, workplan and timeline.</p>
Completed	Identify possible sites for auto dealers who may need to relocate from Auto Row	Aug/Sept 2009 – Staff has identified three sites along the 880 corridor and is in contact with dealers and is ready to help them if and when they decide to relocate. Staff also continues to be in touch about other issues such as Broadway dealers' desire to "pay for" parking meters along their frontage for customer parking.