

**COUNCIL TRACKING REPORT – SEPTEMBER 2009**  
**In-Car Video**

FILED  
OFFICE OF THE CITY CLERK  
OAKLAND

REPORT TITLE		Date Approved	Legistar No.
<b>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</b>		2009 OCT 21 PM 4:28 Council 7/21/09	09-0527
Motion		Department	Staff person(s)
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. 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.		OPD DIT	Ahsan Baig, Sgt. R. Brizendine
Due Date	Action Steps	Progress Report	
11/30/2009	Complete contract negotiations and finalize Statement of Work (SOW) with Digital Safety Technologies.	<b>September 2009</b> - Team (OCA, OPD, and DIT) working with the Digital Safety Technologies (DST), Inc. Team to finalize the Statement of Work (develop, review, and finalize).	
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.	

Item: \_\_\_\_\_  
 Rules & Legislation Comte.  
 November 5, 2009

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Due Date	Action Steps	Progress Report
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 – AUGUST/SEPTEMBER 2009

## Oakland Retail Enhancement Strategy

FILED  
OFFICE OF THE CITY CLERK  
OAKLAND

2009 OCT 21 PM 4:28  
Legistar No.

REPORT TITLE	Date Approved	Legistar No.
<b>Action On A Report And Recommendations To Accept The Oakland Retail Enhancement Strategy And To Authorize Actions Included In The Implementation Plan</b>	Council 1/6/09	07-1175
<b>Motion</b>	<b>Department</b>	<b>Staff person(s)</b>
<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 <a href="http://www.sanjoseretail.com">www.sanjoseretail.com</a>;                      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><b>Develop large format store program – Broadway/Valdez District (BVD)</b></p> <ul style="list-style-type: none"> <li>▪ Specific Plan/EIR creation includes identifying locations for large format retail and what it will take to</li> </ul>	<p><b>August/Sept 2009</b> – Work continues on the BVD Specific Plan &amp; EIR: staff reviewed the three alternatives and meetings with public and community stakeholders.</p>

**COUNCIL TRACKING REPORT – AUGUST/SEPTEMBER 2009**  
**Oakland Retail Enhancement Strategy**

Due Date	Action Steps	Progress Report
	<p>get them there</p> <ul style="list-style-type: none"> <li>▪ Discussions with property owners, developers, brokers, et al – on-going</li> </ul>	
December 2009 for inventories	<p><b>Develop large format store program -- 880 Loop</b>            Ground work:            --property ownership inventory            --aerial inventory            --collateral, outreach</p>	<p><b>Sept 2009</b> – Assigned property ownership and aerial collection to Erik Johnson, ORA. Outreach to happen after that is completed.</p>
<p>October 2009 for choosing Q4 storefront</p> <p>December 2009 for master tenant program at CED</p>	<p><b>Implement key neighborhood vacancy program</b></p> <p>--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>	<p><b>Aug/Sept 2009</b> – Initial research completed on master tenant program; concept roughed out for "storefront leasing help" initiative.</p> <p>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>

**COUNCIL TRACKING REPORT – AUGUST/SEPTEMBER 2009**  
**Oakland Retail Enhancement Strategy**

Due Date	Action Steps	Progress Report
November 2009	<p><b>Develop and expand consumer retail marketing</b></p> <p>--Eat, Shop, Explore Oakland campaign  --Publicity</p>	<p><b>Through Sept 2009</b> – 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 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.  <a href="http://www.eastbayexpress.com/restaurants/oakland_america_s_next_great_dining_town/Content?oid=1203394">http://www.eastbayexpress.com/restaurants/oakland_america_s_next_great_dining_town/Content?oid=1203394</a>.</p> <p>Great mention in the 10/18/09 Chronicle: <a href="http://www.sfgate.com/cgi-bin/article.cgi?f=/c/a/2009/10/18/MND71A64NL.DTL&amp;tsp=1">http://www.sfgate.com/cgi-bin/article.cgi?f=/c/a/2009/10/18/MND71A64NL.DTL&amp;tsp=1</a>, which Samee Roberts and Keira Williams worked with the reporter on.</p> <p>OCVB issued its quarterly Destination Oakland: Food &amp; Drink electronic newsletter in September 2009. <a href="http://archive.constantcontact.com/fs030/1101145461906/archive/1102734346052.html">http://archive.constantcontact.com/fs030/1101145461906/archive/1102734346052.html</a></p>

# COUNCIL TRACKING REPORT – AUGUST/SEPTEMBER 2009

## Oakland Retail Enhancement Strategy

Due Date	Action Steps	Progress Report
<p>Dept Liaisons Group – completed and on-going</p> <p>CEDA Retail Group to be reconvened in November onward</p>	<p><b>Establish a Retail Working Group (interdisciplinary City staff)</b></p> <p>--Department Liaisons Group to resolve individual business problem-solving</p> <p>--CEDA Retail Group to look at retail citywide and holistically</p>	<p><b>Aug/Sept 2009</b> – 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>December 2009 for first meeting</p>	<p><b>Establish a Retail Advisory Group (external stakeholders)</b></p>	<p><b>Aug/Sept 2009</b> – Have set a date of December 2 for the first meeting. Agenda and invitation are in the works.</p>
<p>Completed</p>	<p><b>Identify possible sites for auto dealers who may need to relocate from Auto Row</b></p>	<p><b>Aug/Sept 2009</b> – 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.</p>