



News from: **Office of the City Administrator**

## **FOR IMMEDIATE RELEASE**

February 1, 2012

### **Oakland City Administrator Appoints Public Safety Professionals as Police & Fire Chiefs**

*Oakland, CA* —Joined by Oakland Mayor Jean Quan, Oakland City Administrator Deanna J. Santana announced her appointment of Howard Jordan as Police Chief and Teresa Deloach Reed as Fire Chief today. These appointments provide permanent leadership and stability to the City's public safety organizations at a critical time.

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"This is an exciting day for Oakland and an important step in providing the highest level of public safety service to our community. I have worked with Police Chief Howard Jordan for over 20 years. Chief Jordan's commitment to reducing crime and improving safety through constitutional policing, community policing and improving relationships with Oakland's youth has already made a difference in our city," said Mayor Quan. "I have very high expectations for his leadership and his plans for reforms and refocusing the department. I am very happy to remove the word 'Interim' from his title."

"Fire Chief Teresa Reed is the first woman to be named Chief in the 142-year history of the Oakland Fire Department. It makes me proud to have the nation's first African American female Fire Chief to lead a large metro fire department join our organization during my tenure," said Mayor Quan. She noted that between Fire Chief Reed, herself as Mayor and City Administrator Deanna Santana as the first Latina City Administrator of a major U.S. city, Oakland is paving the way for future generations of female civic leaders.

Fire Chief Reed, a 22-year resident of the Oakland area, is a nationally recognized leader in fire services. Starting her career in the Fire Service in 1986 as a firefighter for the San Jose Fire Department, Chief Reed rose through the ranks and held the positions of Fire Engineer, Fire Inspector, Fire Captain, Battalion Chief, Deputy Fire Chief and Assistant Fire Chief.

"Chief Reed offers a high level of professionalism, trust and integrity," said Ms. Santana. "Her ability to lead during difficult operational and budgetary circumstances is a great addition to our public safety team." Chief Reed has held key roles in developing innovative strategies to contain costs, including a new deployment model which created efficiencies and maintained response times.

"Having the opportunity to serve the community I live in is a huge honor for me," said Chief Reed. "I promise to work hard for the people of Oakland and to work collaboratively with the City's many stakeholders."

When Reed assumes her position as Fire Chief on March 5, she will manage a staff of more than 500 sworn positions and 80 non-sworn personnel.

(more)

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Chief Howard Jordan, a 24-year veteran of the Oakland Police Department, has served in a range of assignments including patrol, investigations, internal affairs and administration. He has held every rank in the department during his tenure, from officer to Interim Chief of Police. As Chief of Police, he will manage a staff of more than 600 police officers and 350 non-sworn personnel.

“Chief Jordan and I have formed a strong partnership based on shared leadership priorities, performance expectations and overall accountability,” said Ms. Santana. “I look forward to continuing our partnership and advancing our goals.”

“I pledge to continue leading the Bay Area’s most diverse law enforcement agency in a manner that protects the lives, rights, dignity and property of the community we serve and to make Oakland a safer City,” said Chief Jordan.

“Given my previous roles in recruiting three Police Chiefs and five Fire Chiefs, I feel uniquely qualified in knowing a good Chief when I see one,” said Ms. Santana. “In addition to their high caliber of talent, each of these professionals also has a strong connection to our City and community.”

Biographies for both Chief Jordan and Chief Reed can be found below.

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**Teresa L. Deloach Reed  
Oakland's Fire Chief**

A 22-year resident of the Oakland area, Chief Reed began her fire service career as a firefighter when she joined the San Jose Fire Department (SJFD) in 1986. Chief Reed has served a broad range of ranks in Fire Service, and has a wide range of professional skill sets. She rose through the ranks and held the positions of Fire Engineer, Fire Inspector, Fire Captain, Battalion Chief, Deputy Fire Chief and Assistant Fire Chief.

Chief Reed has shared her professional expertise on a regional level by serving as a voting member of the Bay Area Urban Area Security Initiative (UASI) where she worked to advance the implementation of accountability and transparency of the UASI management team.

She held a key role in the advancement of two cost saving measures that averted major cuts to SJFD budget and prevented additional personnel layoffs. The first measure, a new deployment model called "Dynamic Deployment," brought flexibility to resource deployment while the second called "Brownout Strategy" temporarily reduces the number of assigned on-duty companies for those stations that have two assigned companies. Chief Reed also co-chaired the Succession Planning Committee, which proposed new minimum qualifications for the rank and file positions while serving in San Jose.

Chief Reed has received many awards during her professional career, including the NAACP Henry Gage Senior "Excellence in Leadership" Award, the IABPFF Black Chief Officers Committee "Metro Lifetime Achievement" Award and the Martin Luther King Association's "Public Safety and Service" Award.

She holds a Bachelor of Science Degree in Organizational Leadership from Mountain State University and is currently completing a Master in Public Administration Degree with National University.

Chief Reed serves on the Black Chief Officers Committee of the International Association of Black Professional Firefighters on the California Fire Chiefs' Cultural Diversity Committee and is an active member of the International Association of Fire Chiefs.

A long-time resident of Oakland, she is married to Ronald Reed and has two grown children who graduated from Skyline High School, Jessica Reed, 22, and Akil Reed, 19.

## **Howard A. Jordan Oakland's Police Chief**

Chief Howard A. Jordan is a veteran of the Oakland Police Department, having served 24 years in a range of assignments including patrol, investigations, internal affairs and administration. He has held every rank in the department during his tenure, from officer to Interim Chief of Police.

As Assistant Chief, he saw the Department through the difficult hours of March 21, 2009, when four officers were gunned down in less than three hours. Using what he learned in dealing with that calamity, Chief Jordan has reached out nationwide to share insights and lessons learned with other departments experiencing similar tragedies. For example, when three officers were murdered in an ambush in Pittsburgh, Pennsylvania, he contacted that department and its chief to offer his support.

His goal has always been to forge a stronger Department and healthier community. He helped develop the OPD Strategic Plan, which defines the Department's goals, mission and experience. Chief Jordan supports the changes prescribed by the Negotiated Settlement Agreement, seeing them as an opportunity to enhance the Department's ability to protect the lives, rights, dignity and property of the community it serves.

Working to develop a community policing partnership with residents of Oakland, Chief Jordan has built relationships with non-profits and city officials to help at-risk youth and adults. One such effort is the "call-in" program. This proactive, Oakland-centric effort identifies potential troublemakers on probation or parole and uses a "carrot and stick" approach to encourage them to straighten out or be held accountable by the criminal justice system – before they reoffend.

Chief Jordan has a Master in Public Administration Degree from Cal State Hayward. He is a graduate of the 219th FBI National Academy and the Police Executive Research Forum's Senior Management Institute in Policing. He is a member of the California Police Chiefs Association (which appointed him to the Attorney General's Task Force to Address Human Trafficking in California) and the Commission on Peace Officer Standards and Training (POST). He also served as president of the SF Bay Area Chapter of the National Organization of Black Law Enforcement.

Now "an average dad on the sidelines," Chief Jordan has managed and coached youth soccer and baseball teams for many years. He is happily married and the proud father of two daughters.