



MEMORANDUM

TO: HONORABLE MAYOR &
CITY COUNCIL

FROM: Deanna J. Santana

SUBJECT: City Administrator's Weekly Report

DATE: October 26, 2012

INFORMATION

Following are the key activities to be highlighted this week:

Operation Ceasefire Launched in Oakland – On Thursday, October 18, the City of Oakland officially launched Operation Ceasefire – an evidence-based strategy designed to significantly reduce gang and group related homicides and non-fatal shootings in Oakland in the near term. For the first time in the history of Oakland Ceasefire, there was 100% attendance by those targeted for the call-in meeting. The goals of Ceasefire are: (1) to reduce homicides and shootings, (2) reduce recidivism among participants and (3) improve police-community relationships. Oakland's Ceasefire is based on a careful analysis of what is driving violence in Oakland. Given that more than 60% of all homicides in the City this year have been concentrated in East Oakland, the City's strategy has started in that area. Oakland Ceasefire is a working partnership of Mayor Jean Quan's Office; the Oakland Police Department; Clergy Leaders; Community Organizations; Alameda County Probation; State Parole; Federal Law Enforcement Agencies; Social Service Providers; Measure Y; and the California Partnership for Safe Communities. Oakland joins a number of other California cities, and dozens across the country, also implementing Ceasefire. To read the full release, please visit www2.oaklandnet.com/w/oak038198. For more information, please contact Sgt. Chris Bolton, Chief of Staff, (510) 238-3131 or cbolton@oaklandnet.com.

OPD Hosts Swearing-In Ceremony for Promoted Officers – On Wednesday, October 24, City officials welcomed the Oakland Police Department's newest ranks of leaders. Twenty-five Peace Officers and Civilian Personnel were ceremoniously sworn in at the Police Administration Building in front of community leaders, fellow staff, family members and friends. For more information, please contact Sgt. Chris Bolton, Chief of Staff, at (510) 238-3131 or cbolton@oaklandnet.com.

Budget & Revenue Division Receives 2012 CMRTA Lighthouse Award—The City's Budget & Revenue Division was awarded the California Municipal Revenue and Tax Association's (CMRTA) prestigious Lighthouse Award for its Landlord Audit Project. Each year, CMRTA recognizes staff excellence and achievement in one of its member cities. Candidates are judge according to their unique contributions in revenue enhancement, lowering costs, or more effective service delivery. Oakland's Landlord Audit Project relied on strategic planning, revenue tracking, master database integration, and creative leveraging of existing resources. The

Project has generated in nearly \$13 million dollars in Business Tax revenue over three phases; and has helped to stabilize the City's Business Tax base during turbulent economic times. The California Municipal Revenue and Tax Association was founded in 1969 when business tax professionals recognized the value of regular networking to improve their knowledge, skills and performance in revenue collection efforts. The association currently includes over 300 California local government agencies. For more information, please contact Dave McPherson, Revenue & Tax Administrator, at (510) 238-6650 or dmcpherson@oaklandnet.com.

Public Ethics Commission Seeks New Commissioner – On November 16, applications are due for a vacancy on the seven-member City of Oakland Public Ethics Commission. The Commission position, which begins in January 2013, is for a three-year term. Interested Oakland residents are encouraged to apply. The City of Oakland Public Ethics Commission oversees compliance with Oakland's Campaign Reform Act (OCRA), Conflict of Interest Code, Code of Ethics, Sunshine Ordinance, the Limited Public Financing Act, the Lobbyist Registration Act and Oakland's False Endorsement in Campaign Literature Act. The Commission application is available online at www.oaklandnet.com/pec. For more information, please contact Whitney Barazoto, Executive Director, at (510) 238-6620 or wbarazoto@oaklandnet.com.

Community Meetings on BRT Design to be held in November – From Wednesday, November 7 through Saturday, November 17, AC Transit will be hosting a four community meetings in Oakland on the design of Bus Rapid Transit (BRT) facilities. Community input on design, station and landscape architecture, parking, public art and construction. The input received will be considered along with other local, state and federal requirements regarding safety and accessibility for riders and BRT operations. The resulting project design features will be released in early 2013. At the workshops, residents can view and comment on the project design features, proposed architectural designs and learn about crosswalk treatments and other amenities. The four meetings to be held in Oakland are:

- **Wednesday, November 7, 6:00 - 8:00p.m.** Lincoln Recreation Center, 250 10th Street
- **Tuesday, November 13, 6:00 - 8:00 p.m.** St. Anthony's Church, 1535 16th Avenue
- **Thursday, November 15, 6:00 - 8:00 p.m.** Rainbow Recreation Center, 5800 International Blvd.
- **Saturday, November 17, 11:30.a.m. -1:30 p.m.** 81st Avenue Library, 1021 81st Avenue

Please attend any workshop that is convenient. Refreshments will be served. For more information, please visit www.ACTransit.org, call 510-891-7175 or email brt@actransit.org.

Oakland's Participation in Cost of Governing Summit—City Revenue and Tax Administrator David McPherson was invited to serve as a panelist at the 2012 Cost of Government Summit hosted by Governing Magazine in Washington D.C. This annual summit brings together senior policy leaders, influential thinkers and practitioners to share insights and formulate strategies about how to successfully meet the challenges facing state and local governments today. Dave was invited as a panelist to discuss strategies that state and local governments could implement given recent declines in tax revenues and proliferation of fees.

Senior Center Hosts Senior Flu Shot Clinic – On October 29, the Downtown Oakland Senior Center, located at 200 Grand Avenue, will host its Flu Clinic from 9:00 a.m. to Noon. Flu shots protect you from the flu and related complications and you cannot get the flu from a flu shot. The most common side effect is soreness at the injection site for up to two days. Less common side effects are fever and fatigue. Anyone allergic to eggs, egg products or Thimerosal (contact lens solution) or who has had a severe reaction to a flu shot in the past should not have a flu shot. Advance registration is not required. Shots will be administered on a first-come, first-served basis. Please bring your License or I.D. Card, your Medicare I.D. Card and a \$3 donation. For more information, please contact Jennifer King, Senior Center Director, at (510) 238-3284 or jking@oaklandnet.com.

Volunteers Sought for Alameda County's Biennial Homeless Count – On January 30, 2013, EveryOne Home will conduct its biennial Homeless Count across all of Alameda County. This endeavor requires 250 volunteers at over 30 locations countywide. The count is a vital way to measure progress towards ending homelessness and essential to maintain funding for homeless services. The commitment of volunteering requires that individuals attend one volunteer training session during January prior to participating in the homeless count on January 30. Volunteer recruitment will continue through January. Training sessions will be offered at several dates, times and locations. Volunteers will serve as interviewers of homeless service users by asking a series of survey questions. Participation is anonymous and voluntary for homeless service users. EveryOne Home will do their best to match your time and location preferences with site operating hours. For more information, please contact EveryOne Home at (510) 670-9796 or everyonehome@acgov.org.

Harvest Festival Celebrated Community Garden Bounty – On October 20, gardeners at the Verdese Carter Park and Community Garden hosted a harvest festival that attracted more than 100 community members. During the event, locally grown pumpkins were harvested and participants enjoyed food, music and pumpkin decorating. For more information, please contact Peter Collier, Community Gardening Specialist, at (510) 238-2197.

Oakland Food Day at Tassafaronga – On October 21, over 75 residents met at Tassafaronga Park Urban Farm to enjoy the local harvest, learn about healthy eating and taste healthy foods. The event was hosted by the Office of Parks and Recreation in partnership with Youth Urban Farm Project, Acta Non Verba and the California Food and Justice Coalition. For more information, please contact Cynthia Armstrong, Recreation Center Director, at (510) 615-5764.

Upcoming City of Oakland Job Announcements – During the week of October 29, the Department of Human Resources Management (DHRM) anticipates posting a job announcement for Construction and Maintenance Supervisor I. For updated information on City jobs, please visit the DHRM website at <http://agency.governmentjobs.com/oaklandca/default.cfm>. This Employment Information page also contains information on minimum qualifications of specific job classifications, how to apply for a job on-line and how to submit a job interest card for positions not currently posted. For more information, please contact Daryl Look, Principal Human Resource Analyst, at (510) 238-4479.

Information Memorandums:

The following Information Memorandum was released in the last week:

Carmen Martinez Retirement – This information memo notifies that Carmen Martinez, Director of the Oakland Public Library System, has notified me of her intent to retire December 15. Carmen has served as Director with the Oakland Public Library (OPL) since 2000.
<http://www2.oaklandnet.com/w/OAK038257>

Upcoming Meetings and Events:

Monday Night Tights: Ballet Film Series – Mondays through December 3, 7:00 p.m., Danforth Lecture Hall, Mills College Art Museum, 5000 MacArthur Boulevard. Mills College is hosting ballet movies every Monday. Some movie titles include *Black Swan*, *Billy Elliot* and *Dracula: Pages from a Virgin's Diary*. For more information, please visit www.mcam.mills.edu/events/.

Free Downtown Walking Tours – Every Wednesday and Saturday through October, 10:00 a.m., Various Starting Points. Enjoy 90-minute, guided walking tours through Oakland's downtown districts highlighting our city's history and architecture. Choose from one of eight tour itineraries. Reservations are recommended, but not required. For more information, please call (510) 238-3234 or visit www.oaklandnet.com/walkingtours.

Peralta Junction Events – Weekends through December 15, Various Hours, corner of Mandela Parkway and West Grand Avenue. Working with local artists, the Peralta Junction Project will create an arts-based gathering space, autumnal activities and exciting economic opportunities. There will be art installations, creative workshops, local performing arts programming, micro-retail shops featuring local artisans, Oakland-based food trucks, a pumpkin patch and a tented creative commons. For more information, please visit <http://peraltajunction.com> or call (510) 550-0009.

Hidden Jewels – Every Saturday through November 10, 10:30 a.m. - Noon, Ira Jenkins Recreation Center, 9175 Edes Avenue. Jewelry classes where participants can design their own custom pieces. The beginner's classes teach the use of appropriate tools to create original unique jewelry such as earrings, necklace, bracelets and body jewelry. For more information, please contact Renee Tucker, Recreation Specialist, at (510) 615-5959.

Ira Jenkins Basketball Clinic – Every Saturday year-round, 10:30 a.m. - Noon, Ira Jenkins Recreation Center, 9175 Edes Avenue. The basketball clinic is designed for youth, ages 7-12, to experience the basics of basketball techniques while enjoying fitness. The clinic meets in the gym. For more information including registration fees, please contact Donte Watson, Center Director, at (510) 615-5959.

18th Annual Days of the Dead Exhibition – Through Sunday, December 9, various hours, Oakland Museum of California, 1000 Oak Street. A wide range of local artists are featured in

this observance and exhibition entitled *Forgotten Stories, Remarkable Lives: Dias de los Muertos 2012*. Through altars and installations, the exhibition pays tribute to Californians in the recent and more distant past. For more information, please visit www.museumca.org.

We Are America: Resistance & Resilience – Through December 30, Various Hours, Oakland Asian Cultural Center, 388 9th Street, Suite 290. An exhibit featuring a 100-year timeline about the civil rights of Filipinos which provides a visual account of Filipino resistance to discrimination and a chronology of the community's struggle for equality. In addition to the timeline a display of photos, artifacts and news articles will be on exhibit. For more information, please visit www.oacc.cc/programs/exhibitions.html.

Consumer Fraud: Scams Targeting Seniors & Tips for Prevention & Protection – Friday, October 26, 2:00 - 3:30 p.m., Dimond Branch Library, 3565 Fruitvale Avenue. Join Pat Macholl from Legal Assistance for Seniors for a seminar that will explain identity theft in its different forms, provide practical tips on how to recognize and prevent identity theft, discuss other common scams and forms of fraud, and provide information on referral sources and where to get help. Sponsored by E-Government Literacy at the Library and Legal Assistance for Seniors. For more information, please call (510) 482-7844 or email reppley@oaklandlibrary.org.

Girls Hangout Day – Friday, October 26, 4:00 - 6:00 p.m., San Antonio Recreation Center, 1701 E. 19th Street. The City of Oakland's Office of Parks and Recreation (OPR) Citywide Girls Sports staff invites girls from throughout Oakland to come together and enjoy face-painting, manicures, jewelry making, double-dutch, hula hoop, dancing, games, prizes, food and much more fun. For more information, please contact Coach Love or Hong Thang, Girls Sports Coordinators, at (510) 535-5608.

Second Annual Halloween Family Swim – Friday, October 26, 4:00 - 6:00 p.m., East Oakland Sports Center, 9161 Edes Avenue. This free Halloween event will feature pumpkin painting, treats and activities in the water park including the thrilling two-story water slide. For more information, please contact Harith Aleem, Aquatics Director, at (510) 615-5838.

Home Movie Day – Friday, October 26, 6:00 - 9:00 p.m., Oakland Museum of California, 1000 Oak Street. An international program observed by over 50 cities and 13 countries worldwide, Home Movie Day is an initiative of the Center for Home Movies that highlights the cultural significance of home movies and the need to properly preserve them as artifacts of culture. For more information, please visit www.museumca.org.

Flash Mob Science & Shuttle – Saturday, October 27, 10:00 a.m. - 10:00 p.m., Chabot Space & Science Center, 10000 Skyline Boulevard. In addition to Chabot's interactive exhibits, hands-on demonstrations and Planetarium shows, there will be "flash mob science." Flash Mob Science is guided hands-on experiments dealing with energy, light, sound, gravity forces and motion and is meant to instill children of all ages with the power of possibility. Free shuttle from Fruitvale BART station to Chabot. For more information, please visit www.chabotspace.org.

Pumpkin Extravaganza – Saturday, October 27, Noon - 4:00 p.m., MOCHA, 538 Ninth Street, Suite 210. Enjoy artsy fun for the whole family including carving pumpkin creatures and caricatures galore. Bring a pumpkin or buy a pumpkin to decorate. Scoop, carve, paint and glue your way to a thrilling holiday. All ages are welcome and no advance registration required. For more information, please visit www.mocha.org or call (510) 465-8770.

9th Annual Howl-o-ween Pet Parade & Costume Contest – Saturday, October 27, 2:00 p.m., Dimond District. A collaboration with the Dimond Public Library, the event has a pre-parade Halloween-themed paper cutout workshop and scary storytelling beginning at 11:00 a.m. The parade through the Dimond business district begins and ends at Paws & Claws, 3436 Dimond Avenue. Enjoy seeing pets, kids and adults in fabulous costumes. Prizes for Best Human and Pet costumes will be awarded. For more information, please visit www.pawsnclawsoakland.com.

Hella-ween 5-Miler – Saturday, October 27, 5:30 p.m., Course begins and ends in Old Oakland. In addition to the 5-mile race, the event features a costume contest for both individual runners and team entries. For more information, please visit www.oaklandmarathon.com/Hellaween.

Boo at the Zoo – Saturday, October 27 & Sunday, October 28, 10:00 a.m. - 3:00 p.m., Oakland Zoo, 9777 Golf Links Road. Stroll the Zoo in costume and collect yummy treats. Ride the spooky boo train and join the costume parade. Plus, get your face painted, make treats for the animals and see how the animals at the Oakland Zoo celebrate Halloween. Kids in costumes receive a free ride ticket. For more information, please visit www.oaklandzoo.org or call (510) 632-9525, ext. 100.

Jack O'Lantern Jamboree – Saturday, October 27 & Sunday, October 28, 10:00 a.m. - 4:00 p.m., Children's Fairlyand, 699 Bellevue Avenue. A weekend celebration of fun and games that is more delightful than frightful. Little kids' and bigger kids' bouncers, face painting, balloon twisting, creatively crafted environments, special entertainment, costume parades, unlimited rides, arts & crafts, free give-aways and the spooktacular Old West Junction Ghost Town. For more information, please visit www.fairlyland.org.

17th Annual Oakland Dia de los Muertos Festival – Sunday, October 28, 10:00 a.m. - 5:00 p.m., Fruitvale Village, E. 12th Street at 35th Avenue. A "Local Legacy," having been inducted into the U.S. Library of Congress by Congresswoman Barbara Lee, the festival celebrates the Day of the Dead in Oakland's vibrant, culturally-rich Fruitvale neighborhood. Filled with live music, dancing, arts & crafts, international cuisine and more. Family-friendly and fun for people of all ages. For more information, please visit www.unitycouncil.org/dia-de-los-muertos.

Talk to Me: Personal Conversations with Local Vietnamese American Artists – Sunday, October 28, 2:00 - 4:00 p.m., Oakland Asian Cultural Center, 388 9th Street, Suite 290. Join East Bay Vietnamese American artists, writer Ly Nguyen and filmmaker Tony Nguyen, as they share their personal journeys of creating art from their family stories. This event will be a book launch for Ly Nguyen's novella, *Same Same*, an intimate tale of a nail salon worker in San Francisco inspired by the author's mother's life. For more information, please visit www.facebook.com/events/476997455665527.

CORE Classes –Tuesday, October 30 through Saturday, December 1, Various Hours, Holy Names University, 3500 Mountain Boulevard. Learn how to make yourself, your family and your neighborhood better prepared to deal with emergencies. There is limited space available for these classes. You can register for CORE I and II classes only, if you prefer. For more information, please visit www.oaklandcore.org, email core@oaklandnet.com or call (510) 238-6351.

Halloween Parade – Wednesday, October 31, 3:00 p.m., Montclair Park, Mountain Boulevard entrance. Sponsored by the Montclair Lions Club, this annual event for kids and pets gives them an opportunity to show off their finest Halloween outfits. Pet Mayor Stomper, Vice Mayor Snow and the other pet officers will ride with the Pet and Wildlife Fund vehicle. The parade steps off around 3:30 p.m. and winds its way through Montclair Village. Merchants share treats in the park after the parade. For more information, please visit www.montclairvillage.com.

7th Annual Temescal Trick or Treat – Wednesday, October 31, 4:00 - 6:00 p.m., Telegraph Ave. from 41st to 51st streets. Merchants will open their doors to trick-or-treaters, offering candy, special Halloween activities and fun prizes. Costume contest at Ruby's Garden where winners in three categories – funniest, scariest and most creative – will receive a gift certificate. A safe, fun and family-friendly Halloween celebration. For more information, please visit <http://temescaldistrict.localon.com/event/1050#event1050#event1050>.

Hacienda Halloween – Wednesday, October 31, 5:00 - 7:00 p.m., Peralta Hacienda Historical House Museum, 2465 34th Avenue. Bring the entire family for some good scary fun. Walk down the halls of the old, creaky house, peek into its rooms and see if any ghosts of the East Bay's first settlers are still lingering around. Get a treat or two and see who pops up to enliven the story of California's past. For more information, please visit www.peraltahacienda.org.

Friends of the Oakland Public Library Bookstore Celebrates 20 Years in Old Oakland – Monday, November 5 to Sunday, November 11, Various Hours, Bookmark Bookstore, 721 Washington Street. The Friends of the Oakland Public Library (FOPL) will mark its 20th anniversary with a weeklong celebration by extending the 20 percent discount available to FOPL members to anyone who makes a purchase in the store. Plans include an Anniversary Raffle with prizes from local businesses and Kids' Day on November 10. For more information, please visit the Bookmark Bookstore website at www.thebookmarkbookstore.org.

Oakland Youth Orchestra Fall Concert – Sunday, November 4, 3:00 p.m., Allen Temple Baptist Church, 8501 International Boulevard. Celebrating their 49th season, the Oakland Youth Orchestra (OYO), under the direction of Michael Morgan, Artistic Director, will perform Copland - Fanfare for a Common Man, Barber - Overture to 'The School for Scandal', Ginastera - Suite from Estancia, Dvorak - Symphony no. 8 and more. For more information, please visit www.oyo.org.

The Mystery of Bird Song – Wednesday, November 7, 7:00 p.m., Dimond Library, 3565 Fruitvale Avenue. California naturalist and author David Lukas will help answer questions and share his insights into the magical world of bird song—from the ways we study bird song, to the anatomy of how birds produce sounds, to some of the social behaviors that explain common bird vocalizations. For more information, please visit www.sausalcreek.org or call (510) 501-3672.

Oakland East Bay Symphony Concert: Celebrating Democracy – Friday, November 9, 8:00 p.m., Paramount Theatre, 2025 Broadway. Opening concert for the 2012-13 season with Michael Morgan, Conductor, celebrating the rich, vibrant tradition of American music. For more information, please visit www.paramounttheatre.com.

Interpretive Beer Tasting; A Tastebud Tour of the World's Best Brews – Saturday, November 10, 7:00 - 10:00 p.m., Lake Merritt Garden Center, 666 Bellevue Avenue. Oakland-brewed beers and other brews will be available for tasting. Beer, wine and non-alcoholic drinks will also be available for purchase. All proceeds support Feather River Camp. For tickets and more information, please call (510) 336-2267 or visit www.featherrivercamp.com.

Housing Clinic & Homeowner Workshop on Foreclosures – Monday, November 12, 10:00 a.m. - 5:00 p.m., registration runs 9:30 a.m. - 3:30 p.m., Oakland Marriott City Center, 1001 Broadway. Assemblymember Sandré R. Swanson, Oakland Mayor Jean Quan and the City of Oakland host a day of free housing and foreclosure prevention services and resources. Lenders will meet face-to-face with homeowners, and information on valuable housing programs will be available. For more information, please call (510) 286-1670 or visit www.asm.ca.gov/swanson.

Patchwork Indie Art & Craft Festival – Sunday, November 18, 11:00 a.m. - 5:00 p.m., Jack London Square Pavilion, foot of Broadway. Patchwork showcases 100+ curated local independent vendors with handmade goods such as look and shop art, knits, clothing, paper goods, accessories, housewares, artisan food and more. Free DIY crafting and complimentary eco-gift wrap. For more information, please visit www.patchworkshow.com.

Jazz at the Chimes – Sunday, November 18, 2:00 p.m., Chapel of the Chimes, 4499 Piedmont Avenue. Jazz series featuring Bay Area talent returns to this landmark designed by Julia Morgan. Today's performance by Marcos Silva. For more information, please visit <http://oakland.chapelofthechimes.com/blog/article/show?id=1942>.

Respectfully submitted,

/s/

DEANNA J. SANTANA
City Administrator