



CITY OF OAKLAND

MEMORANDUM**TO:** HONORABLE MAYOR &
CITY COUNCIL**FROM:** Fred G. Blackwell
City Administrator**SUBJECT:** Human Services Director**DATE:** April 15, 2014

City Administrator

Date

Approval /s/ Fred Blackwell4/17/14**INFORMATION**

Mayor Jean Quan and I are pleased to announce the appointment of Sara Bedford as the Director of the Human Services Department effective immediately. Ms. Bedford had been serving as the Department's Interim Director since February 2012 and demonstrated her talented leadership across the wide breadth of programs and partnerships ranging from Head Start to Senior Services and her fiscal acumen through difficult federal budget reductions. Prior to her current role, she served as the Policy and Planning Division Manager within the Department including the oversight of Measure Y / Oakland Unite violence prevention programs. She has been a prodigious fundraiser working with her team to leverage over \$12 million dollars in additional funds for violence prevention alone .

Ms. Bedford began her career with the City in the then City Manager's Office working on special projects. During her tenure, she has successfully managed a variety of human services initiatives including serving as the first budget manager for the then Life Enrichment Agency, development of the City's first violence prevention plan and homeless plans, and implementing the Oakland Fund for Children and Youth in its early years. She was selected as the City's Employee of the Year in 2003.

Prior to her work with the City of Oakland, Ms. Bedford worked for research institutes in Massachusetts and California in the fields of developmental disabilities and program evaluation. She is author of many research articles in this discipline. She also served as a field organizer for a labor union in Boston, MA. She has lived here in Oakland with her husband and two children who both attended Oakland Public Schools for over 20 years and served as Board member of her PTA. Ms. Bedford has a Masters degree in Public Policy from the Goldman School of Public Policy at UC Berkeley and a Bachelors degree in Political Science and Psychology from Yale University.

Respectfully submitted,

/S/

Fred G. Blackwell

For questions, please contact Arturo M. Sanchez, at 238-7542.