

DISTRIBUTION DATE: September 8, 2017



## ***MEMORANDUM***

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**TO:** HONORABLE MAYOR &  
CITY COUNCIL

**FROM:** Sabrina B. Landreth

**SUBJECT:** City Administrator's Weekly Report

**DATE:** September 8, 2017

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### **INFORMATION.**

Following are the key activities to be highlighted this week:

***Oakland Pride Parade and Festival*** – On Sunday, September 10, join the City of Oakland at the Oakland Pride Parade and Festival. Celebrate Oakland's diversity and the LGBTQ+ members of our city! March with the Mayor and elected officials in contingent #13. The main entrance into the festival is at 20<sup>th</sup> and Broadway, with a secondary entrance at 21<sup>st</sup> and Webster. Meet at 14<sup>th</sup> and Clay Streets at 10:00 a.m. For more information, contact Yvonna Cázares at [ycazares@oaklandnet.com](mailto:ycazares@oaklandnet.com) or at (510) 238-7157.

***Move with the Mayor for Heart Health*** - Join us for the first annual Move with the Mayor event in Oakland! Oakland will be the first major Western US city to hold the event in conjunction with ten cities around the country and the National Forum for Heart Disease & Stroke Prevention. In honor of World Heart Day, the Mayor will be holding walking events each week in September to promote wellness. Research shows that walking as little as 30 minutes a day can significantly reduce one's risk for heart disease and stroke. The Move with the Mayor Challenge works to show that even busy people, like the Mayor, make time for their heart health. Weekly events consist of a 30-minute walk with the Mayor around downtown Oakland culminating in an event the final week of September that includes line dancing, other healthy movement classes, food, and a prize drawing. The Mayor's Office welcomes additional volunteers and participants in each event. Move with the Mayor dates and locations are:

- September 14 from 12:00 p.m. -1:00 p.m. meet in front of city hall at Frank H. Ogawa Plaza
- September 21 from 12:00 p.m. -1:00 p.m. with the United Seniors at the Healthy Living Festival at the Oakland Zoo
- September 29 from 8:30 a.m. - 9:30 a.m. meet in front of city hall at Frank H. Ogawa Plaza

To learn more about Move with the Mayor, please visit the following websites:

<https://www.eventbrite.com/e/move-with-the-mayor-oakland-tickets-37073530929>  
<https://www.facebook.com/MayorLibbySchaaf>  
<http://www.nationalforum.org/content/world-heart-day-move-mayor-challenge>

If you would like volunteer and join us, please contact Yvonna Cázares, Director of Community Engagement at [ycazares@oaklandnet.com](mailto:ycazares@oaklandnet.com) / (510) 238-7157.

***Bike Share for All*** – As of Wednesday, September 6, Oakland's bikeshare program, Ford GoBike (previously Bay Area Bike Share), has 60 stations in the city and more than 23,000 rides taken in the East Bay. Launched on July 11, the program offers Oaklanders a new affordable transportation option. The program aims to be the most equitable bike share system in the world, with \$5/year introductory memberships to residents enrolled in CalFresh, SFMTA (low income) Lifeline Passes, or the PG&E CARE utility discount. The system is also integrated with the Clipper Card program, creating a seamless transportation system throughout the Bay Area. To learn more about the program, please visit [oaklandnet.com/bikeshare](http://oaklandnet.com/bikeshare) and [fordgobike.com](http://fordgobike.com). Join city colleagues for a program overview and group ride on Friday, September 22, from 12:00 -1:00 p.m. (sign up at <https://oaklandnet.secure.force.com/training>). For more information or to provide feedback, please contact the Oakland Department of Transportation (OakDOT) Parking & Mobility team at [bikeshare@oaklandnet.com](mailto:bikeshare@oaklandnet.com).

***City Launches Comprehensive Citywide Cultural Planning Process*** – Beginning Friday, September 15, the Cultural Affairs Division invites the public to engage in the creation of *Belonging in Oakland: A Cultural Development Plan*, Oakland's first comprehensive citywide plan focused on arts and culture. The Plan will create a snapshot of Oakland's unique cultural assets, define cultural priorities for the city, foster opportunities for economic benefit and community engagement, and enhance the quality of life for Oakland residents, businesses and visitors. The planning process is launching with a series of activities that give community members across the city various opportunities to engage and envision how the cultural and creative life of Oakland can be supported and strengthened. Public engagement is essential, and the comments and recommendations gathered through this process will help shape the cultural plan. "Make It Yours" Community Dialogues are scheduled on:

- Friday, September 15, 6:00 to 8:00 p.m.  
Rockridge Branch Library, 5366 College Ave. (Council District 1)
- Sunday, September 17, 7:00 to 9:00 p.m.  
Eastside Arts Alliance, 2277 International Blvd. (Council District 5)
- Monday, September 18, 10:00 a.m. to noon  
Oakland Asian Cultural Center, 388 9th St., Suite 290 (Council District 2)
- Wednesday, September 20, 4:00 to 6:00 p.m.  
Flight Deck, 1540 Broadway (Council District 3)

- Saturday, September 23, 2:00 to 4:00 p.m.  
Dimond Branch Library, 3565 Fruitvale Ave. (Council District 4)
- Thursday, October 12, 10:00 a.m. to noon  
Heartlands Merchant Association, 5856 Foothill Blvd. (Council District 6)
- Saturday, October 14, 10:00 a.m. to noon  
East Oakland Boxing Association, 816 98th Ave. (Council District 7)

These community meeting locations are wheelchair accessible. To request disability-related accommodations or to request an ASL, Cantonese, Mandarin or Spanish interpreter, please email [rbedoya@oaklandnet.com](mailto:rbedoya@oaklandnet.com), call (510) 238-2136 or call TDD/TTY (510) 238-2007 at least five working days before the meeting. Please refrain from wearing scented products to this meeting as a courtesy to attendees with chemical sensitivities. For those unable to join one of these scheduled meetings or conversations, other engagement opportunities are available, including:

- Emailing suggestions and comments to [culturalplan@oaklandnet.com](mailto:culturalplan@oaklandnet.com)
- Leaving a voice message on the Cultural Plan hotline at (510) 833-6725

To read the media release, please visit <http://www2.oaklandnet.com/OAK066092>. For more information on the cultural planning process and event updates, visit [www.oaklandnet.com/culturalplan](http://www.oaklandnet.com/culturalplan).

***Sundays In The Redwoods Concert Series (Magic In The Music)*** – Every Sunday from September 17 through October 8, Oakland Parks, Recreation & Youth Development will host its 12<sup>th</sup> annual Sundays in the Redwoods concert series. Venue opens at 2:00 p.m. showcasing a spectacular city-wide view from the Woodminster Amphitheater nestled in Joaquin Miller Park located at 3300 Joaquin Miller Road. Hurry to secure a seat! This popular event sells out fast. Each week's concert features a different theme that represents genres ranging from lively Jazz to syncopated Soul. Headline performers such as Stanley Clarke, Tamia, Confunkshun, and more will bring eclectic vibes to keep the "feel good" sounds going all afternoon. 'Magic In The Music' jump starts the series with performances by Marsha Ambrosius and Daley. To purchase tickets, please visit [www.sundaysintheredwoods.com](http://www.sundaysintheredwoods.com). For more information, contact Karis Griffin, Recreation Supervisor at [kgriffin@oaklandnet.com](mailto:kgriffin@oaklandnet.com) or (510) 238-2259

***OPR Summer Swim League Championship Is A Success*** – On Saturday, August 12 and Sunday August 13, Oakland Parks & Recreation (OPR) swim league competed in the final meet of the summer at Mills College. With six teams participating and 400 swimmers, ranging in ages from 6-18 years old, the races were exciting to watch! Teams reaching the podium were: Westside (DeFremery) – 1<sup>st</sup>, Temescal – 2<sup>nd</sup>, and Lions – 3<sup>rd</sup>. The path to the championships is as challenging as the swim meet itself! For youth to participate, each must pass swim lessons at a minimum of level 3, swim 25 yards using at least 3 competitive strokes, and participate in three meets during the summer. The OPR league has been in existence since 1983; teams are coached by OPR staff, many of whom have been previous team members themselves. Numerous OPR swim programs have been made possible thanks in part to generous donations made by

organizations and individuals such as the Oakland Parks & Recreation Foundation. To obtain more information about the various pool locations, please visit our website under 'Aquatics' <http://www2.oaklandnet.com/government/o/opr/s/aquatics/index.htm>. For information about how to get your child involved in one of OPR's swim teams or about the OPR Swim League, please contact Tiffanie Lai Inouye, Program Director, at [tlaiinouye@oaklandnet.com](mailto:tlaiinouye@oaklandnet.com) or (510) 615-5838.

***Small Business & Nonprofit Fair*** – On Wednesday, September 13, City of Oakland staff from the Business Development Division in the Economic & Workforce Development Department will join scores of other exhibitors at the Small Business & Nonprofit Fair hosted by the Oakland Metropolitan Chamber of Commerce. The fair, to be held at the Oakland Marriott City Center, 1001 Broadway, runs from 4:00 p.m. to 7:00 p.m. While exhibiting at the fair, staff will highlight the support services offered to entrepreneurs and business owners by the City and our business services partners. Admission is free for Chamber members and \$10 per person for the general public. Attendees will be able to enter a drawing for two roundtrip tickets on Southwest to any of the airline's published destinations within the continental U.S. or Puerto Rico. To register for the fair, please visit [www.oaklandchamber.com](http://www.oaklandchamber.com). To learn more about the City's business assistance programs, please contact Aliza Gallo, Economic Development Manager, at [agallo@oaklandnet.com](mailto:agallo@oaklandnet.com) or (510) 238-7405.

***Oakland Creek to Bay Day*** – On Saturday, September 16, more than 1,000 Oaklanders are expected to participate in the 22<sup>nd</sup> annual Oakland Creek to Bay Day. This event is part of California and International Coastal Cleanup Day, the largest volunteer day in the world. Volunteers will remove trash from streets, parks, shorelines and waterways across Oakland, throughout California and the United States, and in about 100 countries globally. With more than 50 Creek to Bay Day projects, Oakland's Creek to Bay Day delivers large-scale environmental impacts. Habitat restoration and litter removal in Oakland's creeks improves wildlife habitat and helps filter pollutants before they reach the San Francisco Bay. Keeping trash out of streets and waterways also helps prevent flooding during rain storms by allowing storm water to flow through unobstructed storm drains. Oakland Creek to Bay Day raises awareness about sources of water pollution, and is a fun, community-building event for participants of all ages and abilities. In 2016, more than 1,000 Oakland Creek to Bay Day volunteers removed the equivalent of 1,000 bags of trash and more than 2,000 bags of invasive plants from Oakland's creeks, parks, shorelines, and streets. Volunteers of all ages and abilities are encouraged to attend. Oakland Public Works provides all tools and supplies. For an interactive map and table of project descriptions, locations and times, please visit [www.oaklandcreektobay.org](http://www.oaklandcreektobay.org). For more information, please contact Mike Perlmutter, Environmental Stewardship Team Supervisor, [mperlmutter@oaklandnet.com](mailto:mperlmutter@oaklandnet.com) or (510) 238-7294.

***Broadway Shuttle Service Hours Adjusted*** – On Friday, August 25, the service hours for the City of Oakland's popular "Free B" Broadway Shuttle changed to 7:00 a.m. to 10:00 p.m., Monday to Friday. Shuttle frequency will remain every 10-15 minutes. Launched by the City of Oakland in August 2010 as an economic development tool to attract major employers and provide a boost to local businesses, the "Free B" provides "last-mile" connections to office buildings and local businesses from major downtown transit systems, including AC Transit, Amtrak, Amtrak San Joaquin, BART, Capitol Corridor and the San Francisco Bay Ferry. The "Free B" has surpassed

4.9 million passenger trips since launching and annual ridership exceeded 700,000 in 2016. Already transit rich, downtown Oakland gained an additional option with the launch of Ford GoBike in July. This membership-based transportation service allows members to make point-to-point trips using shared bicycles. By the end of 2017, the City of Oakland will host 850 bikes and 70 stations on streets, sidewalks and public plazas. According to an on-board survey, the "Free B" stimulates \$8.8 million in business activity. The shuttle also eliminates an estimated 800 tons of CO2 emissions each year. The shuttle runs along Broadway, Downtown Oakland's central thoroughfare, between Jack London Square and Grand Avenue/27th Street. To read the release on the service change, please visit <http://www2.oaklandnet.com/OAK065948>. For schedules, maps and more, please visit [www.Bshuttle.com](http://www.Bshuttle.com). For more information, please contact Zach Seal, Broadway Shuttle Project Manager, at [zseal@oaklandnet.com](mailto:zseal@oaklandnet.com) or (510) 238-2937.

**Report Sex Buyers with ReportJohn.org**– On September 17, 2016, Mayor Libby Schaaf launched [ReportJohn.org](http://ReportJohn.org), an online and mobile tool used to report sex buyers to the Oakland Police Department. Developed in partnership with CEASE Northern California, reportjohn.org has doubled reports to the police. ReportJohn.org holds sex buyers accountable and empowers community members take a stance against the sexual exploitation of children and youth in our city. You can make a report in less than 2 minutes. Learn how to use this tool by [clicking here](#). For more information, please contact Karely Ordaz Salto, Special Assistant to the Mayor, at [kmordazsalto@oaklandnet.com](mailto:kmordazsalto@oaklandnet.com) or (510) 238-7340.

**Bay Area SunShares Launching** – For the third year, Oakland is participating in Bay Area SunShares, a program where Oakland residents and City employees and retirees can purchase solar panels, zero-emission vehicles, and electric vehicle chargers at a discounted rate. The program will continue through November 10, 2017. SunShares pools the buying power of individual participants to get more competitive pricing from solar companies and vehicle manufacturers. The City of Oakland is participating in the program to help support our clean energy and climate goals, reduce pollution, and make it easier for all members of our community to save energy and money. Bay Area Sunshares is a limited-time community opportunity. Pre-vetted solar installers have been selected and will be available starting August 7 to schedule home solar evaluations. Register by November 10<sup>th</sup> to receive a no-cost, no-obligation solar proposal; to receive the full solar discount, installation contracts must be signed by December 31, 2017. For more information, visit [www.bayareasunshares.org](http://www.bayareasunshares.org) or contact Shayna Hirshfield-Gold, Energy Policy Analyst, at (510) 238-6954.

**Youth Camp At Feather River** – From August 14 to August 19, Oakland Parks and Recreation (OPR) provided 136 Oakland youth ages 9-14 a memorable camping experience at Oakland Feather River Camp (OFRC) located in the Sierra Mountains at 5469 Oakland Camp Road, Quincy, CA. The week-long, sleep-away program lead by Studio One Art Center included nature hikes, swimming, horse trail rides, archery, visual & performing arts and more. Funding from a Community Development Block Grant provided scholarships for 60 youth living in City Council District 5. OPR is a leader in youth development and is working hard to continue programs such as the annual summer OFRC trip. Please consider sponsoring a local youth by donating to the Oakland Parks & Recreation Foundation at <http://www.oaklandparks.org/support-us/join-the-foundation>. To learn more about the enriching programs offered at OFRC, visit

<http://featherrivercamp.com/> or contact Mark Olson, Program Director, at [mark@featherrivercamp.com](mailto:mark@featherrivercamp.com) or (510) 336-2267.

***“Stop the Violence”: A Music/Spoken Word Event*** – On Wednesday, September 13, at 2:00 p.m., the TuBeNu Cultural Gatherers will give a presentation of their music/spoken word event “Stop the Violence” at the Eastmont Branch Library (in the Eastmont Town Center, located at 7200 Bancroft Avenue). TuBeNu is poet and storyteller Zakiyyah Capehart Bolling and vocalist and pianist Bryant B. Bolling. This event is sponsored by the Health and Human Resource Education Center and Akonadi Foundation. For information, contact Susan Maldonado, Branch Manager, at [smaldonado@oaklandlibrary.org](mailto:smaldonado@oaklandlibrary.org) or (510) 615-5726.

***See “Wadjda”, Saudi Film, at Golden Gate Branch Library*** – On Thursday, September 14, at 6:00 p.m., the Golden Gate Branch Library, located at 5606 San Pablo Avenue, will offer a free screening of the Saudi film, “Wadjda”. The film is about a 10-year-old girl named Wadjda who lives in a suburb of Riyadh, the capital of Saudi Arabia. She is fun-loving, entrepreneurial, and likes to test the boundaries of what she can get away with. When she sees a beautiful green bicycle for sale in her neighborhood, she decides to raise the money to buy it. But her mother won’t allow it, fearing repercussions from a society that sees biking as inappropriate for girls. Will Wadjda get her bike? Join us for this free screening of the first feature-length film directed by a Saudi woman. The screening is co-presented by Bike East Bay as part of the Women Bike Book Club. All are welcome! For information, contact Erin Sanders, Branch Manager, at [esanders@oaklandlibrary.org](mailto:esanders@oaklandlibrary.org) or (510) 597-5023.

***Take the CBD Survey on Downtown*** – Through Friday, September 15, the Downtown Oakland Association (DOA) and the Lake Merritt-Uptown District (LMUDA) seek feedback via an online survey on how best to continue providing services that are of value to Downtown stakeholders. Among the 10 community benefit districts (CBDs) or business improvement districts (BIDs) in Oakland, the DOA/LMUDA CBDs were formed in 2009 and have represented property owners and businesses that have funded programs to help create and sustain a vibrant and prosperous downtown. The two CBDs are set to be renewed in 2019 and, as part of the renewal process, are seeking input. Take the survey at <https://www.surveymonkey.com/r/downtownoakland> and the CBDs will enter you into a drawing for a gift certificate from a fabulous local, independently owned business. The City of Oakland facilitates the creation of CBDs and BIDs in neighborhood commercial areas with technical assistance. Upon formation, the City works with the districts to fulfill their management plans and provides oversight of the district operations. These self-imposed assessment districts are established by a majority vote of licensed businesses and/or property owners in the area. Assessments pay for maintenance, security, management and physical improvements beyond those normally provided by the City. To learn more about business support services, including merchant organizing and BID/CBD formation, please contact Aliza Gallo, Business Development Manager, at [agallo@oaklandnet.com](mailto:agallo@oaklandnet.com) or (510) 238-7405

***Doing Business with OUSD*** – On Friday, September 15, Oakland City Hall, 1 Frank H. Ogawa Plaza, will be the site for the Oakland Unified School District’s outreach fair for construction, professional service and supplier businesses. Running from 9:00 a.m. to noon, the event will be held in Council Chamber, provides an opportunity to learn about OUSD’s upcoming projects,

vendor process, prequalification process and local business program. Business Development staff from the Economic & Workforce Development Department will be exhibiting to highlight the support services offered to entrepreneurs and business owners by the City and our business services partners. To register for the outreach fair, please contact Shevonne May at [shevonne@360tcpr.com](mailto:shevonne@360tcpr.com) or (510) 836-0360.

***Join the Plaid Friday Weekend Promotion*** – Friday, September 22, is the registration deadline for merchants to sign up for free for the Plaid Friday Weekend (PFW) Promotion. A city-wide, season-long campaign to educate Oaklanders on the social and economic importance of buying their holiday gifts in Oakland kicks off with the promotion of Plaid Friday Weekend, November 24-26. The campaign will encourage shoppers to discover Oakland's many commercial neighborhoods and meet the merchants that make our city a special place to live and shop. A national movement, Plaid Friday, was founded right here in Oakland to encourage shopping local, independent stores as a more relaxing, enjoyable and inspiring shopping alternative to the big box "Black Friday" experience. The Plaid theme represents the weaving together of Oakland's creative and diverse community of small business owners, their shops and their products, to create a strong and beautiful fabric. Since there are so many great independently-owned Oakland businesses to discover, Plaid Friday has been extended for the entire weekend. Sponsored by the City of Oakland, *East Bay Express*, Oakland Grown and Townsquared, Plaid Friday Weekend and the season-long shop local campaign will be promoted through print, outdoor and digital advertising placements as well as social media posts. With the added promotional power of participating merchants and business districts, Plaid Friday Weekend will attract shoppers from around the region. With the inclusion of places to shop, eat and have fun, Oaklanders will have lots of options to spend their dollars locally to support small businesses and Oakland's economy. [Studies have shown](#) that retailers in cities with a holiday buy local campaign do significantly better in sales than ones in cities without such a campaign. There's no cost for merchants to join the campaign and those that register will receive marketing toolkits and ideas on how to make the most out of Plaid Friday Weekend. Merchants can sign up for free at [www.plaidfridayweekend.com](http://www.plaidfridayweekend.com). A full list of special offers, entertainment and activities will be hosted on [www.OaklandGrown.org](http://www.OaklandGrown.org) starting in November. Shoppers will be encouraged to check back throughout the holiday season for updates. Remember, if you love Oakland, put your money where your heart is. If you have questions on how to register, please contact Kira Pascoe, Townsquared Community Manager, at [kira@townsquared.com](mailto:kira@townsquared.com). For additional details on how the City of Oakland supports locally owned businesses, please contact, Aliza Gallo, Business Development Manager, at [agallo@oaklandnet.com](mailto:agallo@oaklandnet.com) or (510) 238-7405.

***Upcoming City Of Oakland Job Announcements*** – During the week of September 11, the Human Resources Management Department (HRM) anticipates posting job announcement(s) for the following position(s):

- Cable Television Chief Engineer

For the most up-to-date information on City jobs, please view the Employment Information page on our website at <http://agency.governmentjobs.com/oaklandca/default.cfm>. The 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 the Human Resources Management Receptionist at (510) 238-3112.

**Informational Memorandums:**

The following Info Memo was recently issued:

*Homelessness* – This report provides an update on the City's coordinated efforts on the homelessness crisis. <http://www2.oaklandnet.com/w/OAK066311>

**Upcoming Meetings and Events:**

For information on upcoming City meetings and events, please visit the City's online calendar at <http://www2.oaklandnet.com/Events/index.htm>. For events at the Oakland Public Library, please visit <http://oaklandlibrary.org/events>.

Respectfully submitted,

/s/

SABRINA B. LANDRETH  
City Administrator