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MEMORANDUM

TO: HONORABLE MAYOR &
CITY COUNCIL

FROM: Sabrina B. Landreth

SUBJECT: City Administrator's Weekly Report

DATE: September 15, 2017

INFORMATION.

Following are the key activities to be highlighted this week:

Move with the Mayor for Heart Health – On Thursday, September 14, the first annual Move with the Mayor event in Oakland was held with 42 participants! Oakland is 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 continue to hold 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 21 from 12:00 p.m. -1:00 p.m. with the United Seniors at the Healthy Living Festival at the Oakland Zoo, located at 9777 Golf Links Road
- September 29 from 8:30 a.m. - 9:30 a.m. meet in front of City Hall, located at 1 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 / (510) 238-7157.

You Can Help Prevent Auto Burglary - Recently the Oakland Police Department has seen an increase in auto burglaries. We encourage you to use these prevention tips.

- Never leave anything in public view. For example: phones, laptops, cords/adaptors, bags/backpacks, clothing, food items, money/coins, packages, and personal mail.
- Ensure all windows are closed and doors are locked.
- Use an anti-theft device to secure steering wheel or brake pedal. These devices deter auto break-ins.
- Activate the alarm when you leave the vehicle.
- Never leave keys in ignition or car running, even if you're just popping out for a quick errand.
- Try to park in well-lit and/or populated areas.

For more tips, go to *Crime Prevention Tips* at www.oaklandpolice.com (the bottom of the homepage). For more information, please contact the Oakland Police Department Media Office at opdmedia@oaklandnet.com or (510) 238-7230.

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, 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
- 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.

Interested In Becoming An Oakland Police Officer? – Our workshops will help you prepare to do well on your application examinations. The *Practice Physical Ability Test Workshop* is offered from 8:00 to 10:00 a.m. every first Saturday of the month. Attendees will have an opportunity to run the actual course and get pointers on proper technique for the various stages of the test. An appointment is not required to attend this practice test. The workshop is held at Merritt College Parking Lot E (gym if raining), located at 12500 Campus Drive. The next Practice Physical Ability Test Workshop will be held on Saturday, October 7. The *Oral Board Interview Workshop* offers Police Officer Trainee applicants the opportunity to improve their oral board interview skills. Applicants will receive helpful tips and information about how to be more successful with the interview process. The next Oral Board Interview Workshop is coming up on Sunday, October 8 from 3:00 to 5:00 p.m. at the Oakland Police Department Auditorium, located at 455 7th Street. For more information, please contact Officer Damon Gilbert, Recruiting & Backgrounds Unit, at dgilbert@oaklandnet.com or (510) 238-3339.

Sundays In The Redwoods Concert Series (Magic In The Music) – Every Sunday from September 17 through October 8, Oakland Parks, Recreation & Youth Development (OPR) will host its 12th 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. For more information, contact Karis Griffin, Recreation Supervisor at kgriffin@oaklandnet.com or (510) 238-2259

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 7th to schedule home solar evaluations. Register by November 10th 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.bayareasonshares.org or contact Shayna Hirshfield-Gold, Energy Policy Analyst, at (510) 238-6954.

Oakland Police Arrest Homicide Suspects; District Attorney Charges – On August 31, the Oakland Police Department arrested Dorsey Howard, 26 of Oakland, and Zuberi Steel, 29 of Oakland, for the murder of Joachim Hanwright, 46 of San Francisco. Hanwright was murdered on August 24, at 12:27 p.m. in the 1700 block of 7th Street. On September 5, the Alameda County District Attorney's Office charged Howard and Steel with the murder of Hanwright, with special circumstances during commission of robbery. For more information, please contact the Oakland Police Department Media Office at opdmedia@oaklandnet.com or (510) 238-7230.

OPD Joins the PinkPatchProject# - The Oakland Police Department joins with other law enforcement agencies in the fight against breast cancer. For the month of October, Chief Anne E. Kirpatrick has authorized the wearing of the patch to support the Pink Patch Project (#PinkPatchProject). The pink patches are intended to stimulate conversation with the community and to encourage public awareness about the importance of early detection and the on-going fight against this disease. For more information, contact Officer Christi Amaral at CAmaral@oaklandnet.com

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 or (510) 238-7405

Doing Business with OUSD – On Friday, September 15, Oakland Unified School District's outreach fair for construction, professional service and supplier businesses will be held at Oakland City Hall, located at 1 Frank H. Ogawa Plaza in Council Chambers between 9:00 a.m. to noon. The event will provide 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 or (510) 836-0360.

Free Concert In Latham Square – On Thursday, September 21, the 3rd Thursdays at Latham Square concert series returns with a high energy and unique spin on blues and bluegrass by Dirty Cello featuring Oakland Symphony's Rebecca Roudman. The free series runs from 5:00 to 8:00 p.m., and continues monthly until October 19. All events feature live music, local vendors and organizations, beer and wine, Off the Grid food trucks and art activities for all ages. Latham Square, located where Broadway and Telegraph intersect near 15th Street in the heart of Downtown Oakland, re-opened in 2016 following a \$7 million renovation. For more information and updates on performances, sponsors, vendors and activities, please visit www.oaklandcentral.com/LathamSquare.

Let's Work Pledge: Fair Hiring Employer Summit – On Thursday, September 21, the Let's Work Pledge: Fair Hiring Employer Summit will educate employers about the benefits of fair hiring, both to their business and to the local community. The Summit, which runs from 8:30 a.m. to noon, will be held in the Elihu M. Harris State Building, located at 1515 Clay Street. The event will focus on reducing barriers to employment for individuals who were formerly incarcerated through changing hiring policies to be more inclusive; for example, by not conducting background checks until late in the hiring process. Employers will also learn how to access this untapped labor force – a big benefit in this tight labor market. Employers, including business owners, hiring managers, human resource professionals, and others, are encouraged to attend to learn about the "Let's Work Pledge" and how they can better serve our community as fair chance employers. Several partners and service providers supported by the City of Oakland Workforce Development Board (OWDB) are involved in training activities to prepare individuals who were formerly incarcerated to re-enter the workforce. The summit aligns with the adult services and business services goals in the OWDB's 2017-2020 Strategic Plan. To register for the summit, please visit <http://LetsWorkPledge.eventbrite.com>. If you have any questions about the summit, please email annie.wanless@acgov.org or call (510) 272-6695. To learn more about the workforce development programs offered by the City of Oakland and its partners, please contact Lazandra Dial, Program Analyst III, at ldial@oaklandnet.com or (510) 238-3474.

From the Oakland Police Department Arrest Files - On Thursday, September 7, at 2:22 p.m., Oakland police officers responded to a strong-arm robbery in the 100 block of 9th Street. The suspects took personal items from the victims and fled from the scene with the loss. Responding

officers were able to take all four suspects into custody and the victim's loss was recovered. On Friday, September 8, at 2:58 a.m., Oakland police officers responded to an armed robbery in the 200 block of Vernon Street. The adult male suspect fled in an unknown direction with the victim's possessions. Oakland police officers located the suspect vehicle in the 300 block of Grand Avenue and conducted a car stop. A firearm and some of the victim's loss were recovered. The suspect was placed under arrest. On Friday, September 8, at 11:25 p.m., Oakland police officers responded to a report of an armed robbery in the 1800 block of International Boulevard. With descriptions provided by the victim, the officers located the suspect vehicle in the 3000 block of Beaumont Avenue and conducted a car stop. The adult male suspect was arrested. For more information, please contact the Oakland Police Department Media Office at opdmedia@oaklandnet.com or (510) 238-7230.

Join the Plaid Friday Weekend Promotion – Friday, September 22, is the early bird 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. The final registration deadline is Tuesday, October 10. A full list of special offers, entertainment and activities will be hosted on 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. For additional details on how the City of Oakland supports locally owned businesses, please contact, Aliza Gallo, Business Development Manager, at agallo@oaklandnet.com or (510) 238-7405.

Mosswood Park 3-On-3 BBall – Saturday October 7, Oakland Parks, Recreation & Youth Development (OPR) in partnership with Oaklandish is hosting a 3-on-3 Basketball Tournament at Mosswood Park, located at 3612 Webster St. Event jumps-off at 9:00 a.m. sharp. Callin' all Hoopers! If you got game, bring it. Through youth development programs, OPR provides transformational experiences and multi-cultural awareness. Affirm your dedication to giving back to the community and sign-up now. All proceeds go to rebuilding the Mosswood Recreation Center. With your support, we can rebuild a community. Don't forget to wear your Mosswood T-shirt sold at Oaklandish stores or online at <https://oaklandish.com/products/mens-mosswood-park>. For more information about the event, go to www.oaklandnet.com/parks. To register for a spot on the "Blue Court" contact Fred Morris, Sports Program Coordinator at fmorris@oaklandnet.com or (510) 238-3496.

OPD Is Hiring Police Officer Trainees; Deadline to Apply Is October 13 – Friday, October 13, at 11:59 p.m., is the deadline to apply to pursue a challenging and rewarding career in law enforcement at the Oakland Police Department. Working as a police officer is a challenging and rewarding career; every day on the job is different. Dealing with a wide variety of people in different situations, OPD officers quickly analyze and solve problems and use their excellent people skills to defuse conflict and avoid confrontation whenever possible. The monthly salary for a Police Officer Trainee is \$5,500. To apply, please visit <https://agency.governmentjobs.com/oaklandca/default.cfm?action=viewJob&jobID=1841930>. For more information, contact the Oakland Police Department's Media Office at opdmedia@oaklandnet.com or (510) 238- 7230.

BAYEP Career Pathway Summit – On Tuesday, October 17, the Bay Area Young Men of Color Employment Partnership (BAYEP) will host a Career Pathway Summit from 9:00 a.m. to 4:00 p.m. at the Oakland Marriott City Center, located at 1001 Broadway. Interviews will be conducted on-site and attendees may be hired on-the-spot. This event is open to everyone, regardless of age or background. Several partners and service providers supported by the City of Oakland Workforce Development Board (OWDB) are involved in pre-training events to prepare youth for the on-site interviews and the summit aligns with the youth service goals in the OWDB's 2017-2020 Strategic Plan. Participants who want to be guaranteed two interviews with any participating employers of their choice, should attend one of the career training workshops before the summit to secure interviews. Those who refer or bring a friend to the event will be entered in a drawing for cash prizes. To register for the summit, please visit www.bit.ly/bayep-cps. If you have any questions about the summit, please email ProgramsBayArea@Leadersup.org. To learn more about the workforce development programs offered by the City of Oakland and its partners, please contact Lazandra Dial, Program Analyst III, at ldial@oaklandnet.com or (510) 238-3474.

OPR Garden Shines At Autumn Lights Festival – From Tuesday, October 19 through Thursday, October 21, the 6th Annual Autumn Lights Festival transforms the Lake Merritt Gardens located at 666 Bellevue Avenue. For three magical nights, festive blends of live music, art, fire dancers, food and libations make for an unforgettable experience. Autumn Lights entails a leisurely stroll along paved pathways through seven- acres of lush gardens. Imagine yourself immersed in acres of lush gardens and mesmerizing installations created by local artists. This wildly popular annual tradition benefiting the Gardens at Lake Merritt is an amazing spectacle and fun for all ages. This event will

sell out! Buy your tickets in advance at <https://www.eventbrite.com/e/6th-annual-autumn-lights-festival-tickets-37322323073>. For more information about the Autumn Lights Festival, go to www.AutumnLightsOakland.org. To learn more about OPR's Garden at Lake Merritt, please visit www.GardensatLakeMerritt.org.

OPD Is Hiring Police Cadets – Continuously through fall 2017, ambitious young women and men are invited to join the Oakland Police Department (OPD) law enforcement team as part-time Police Cadets. Cadets, who must be high school seniors or attending college, are rotated through a variety of assignments at OPD designed to develop their interest in police work. You may apply at any time; the position is filling continuously. Police Cadets are part-time employees who receive training and experience in law enforcement. Wages start at \$14.42 per hour and Cadets may work up to 19.5 hours per week. To learn more, please visit: <https://agency.governmentjobs.com/oaklandca/default.cfm?action=viewJob&jobID=1819828>. For more information, contact the Oakland Police Department's Media Office at opdmedia@oaklandnet.com or (510) 238-7230.

OPD Is Hiring - Police Communications Dispatchers – Applications are being accepted continuously through fall 2017. Are you looking for a career in Police Communication Services? Come and join a wonderful team of professionals dedicated to serving the citizens of Oakland in this critical role. Oakland residents rely on Police Communications Dispatchers for the protection of life and property. No prior police communications dispatch experience? Use this link to apply: <https://agency.governmentjobs.com/oaklandca/default.cfm?action=viewJob&jobID=1822560>. If you do have experience and wish to apply as a lateral, use this link: <https://agency.governmentjobs.com/oaklandca/default.cfm?action=viewJob&jobID=1822561>. For more information, please contact the Oakland Police Department Media Office at opdmedia@oaklandnet.com or (510) 238-7230.

OPD Has Openings for High School Students to Become Police Explorers – Continuously through fall 2017, high school students (14 – 19 years old) are invited to join the Police Explorers Program and learn more about careers in law enforcement. The Explorers program includes career opportunities, service learning, leadership experience, life skills and character education. For more information, contact Officer Charles Stone – Oakland Police Activities League (PAL) at (510) 421-2684 or oaklandpal@oaklandpal.org.

Upcoming City of Oakland Job Announcements – During the week of September 18, the Human Resources Management Department (HRM) anticipates posting job announcements for the following positions:

- Program Analyst I – Parking & Mobility
- Cable Television Operations Chief Engineer
- Planner I
- Planner II
- Planner III

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.

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