



City of
OAKLAND
California

News from: **The Office of Mayor Jean Quan**

Photo Opportunity

January 6, 2011

Oakland Mayor Jean Quan Walks the Talk: Canvassing for Public Safety in East Oakland

WHO: Oakland Mayor Jean Quan
Oakland Assistant Police Chief Howard Jordan
Block by Block Organizing Network (BBBON) Volunteers

WHAT: Door-to-door canvassing of local residents in Police Beat 33
(82nd Avenue to International Boulevard) to

- Announce the return of Problem Solving Officers to the newly reorganized 35 Police Beats in the City of Oakland.
- Work with neighbors to clean up the streets of East Oakland on Martin Luther King, Jr. Weekend (Saturday, January 15 & Monday, January 17)
- Invite residents to re-establish the 33X Neighborhood Crime Prevention Council in Beat 33 (6-8 pm at Eastmont Police Substation, 2651 73rd Ave. on Wednesday, January 26, 2011).
- Attend the Grand Opening of Elev8 School Based Health Center at Madison Middle School (457 Capistrano Drive) on January 27, 2011 at 10 am.
- Opening of the new City-School Joint 81st Street Library (1021 81st Avenue) on Saturday, January 29 at 11 am.

WHEN: Saturday, January 8, 2011
10:30 am

WHERE: East Oakland Boxing Association
816 98th Avenue
Oakland, CA 94621

BACKGROUND: Residents living in deep East Oakland face many challenges that can make daily living a real struggle. Mayor Quan has chosen to partner with residents and organizations of three police beats in East Oakland that exhibit among the highest “stressors” that place the neighborhoods at high risk for crime, unemployment, and low school attendance rates:

MEDIA CONTACT:

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Media Briefings are held once a week, when the Mayor is in town, on Thursdays from 1-2 pm in the Mayor's Office.

Note: on Thursday, January 13, 2011, the Media Briefing will be held at the California Ballroom, 1736 Franklin Street, Oakland, CA 94612 and start at 1:45 pm following the Mayor's speech at the Rotary Club of Oakland.

Canvassing for Public Safety in East Oakland

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- Beat 31 Y (from Hegenberger Road to San Leandro Street to approximately 98th Avenue)
- Beat 33 (between 82 and 98th Avenue between International Boulevard and San Leandro Street)
- Beat 34 (between 83rd and 98th Avenue between Bancroft Avenue and International Boulevard)

“We are walking door to door to listen to neighbors and to find out what they need to organize themselves. We learned from other hotspots in Oakland that when neighborhoods organize and the city helps provide them with the focused resources they need, we can give hope to young people and reduce crime and violence. That is what we hope to do in East Oakland,” said Mayor Quan.

In addition to the canvassing, organizing and clean up efforts this month, several other events will be addressing the needs of East Oakland residents:

- **Installing a new computer lab and computers in every classroom at Sobrante Park Elementary School** by volunteers from the IT Department of Kaiser Permanente in partnership with Hands on Bay Area and Oakland Tech Exchange on Monday, January 17, 2011 starting at 9 am, as part of the MLK Day of Service.
- **Clean up of Sobrante Park** in Beat 31 by volunteers from Keep Oakland Beautiful on Monday, January 17, 2011, 9 am -1 pm.
- **Kick off the “Greening the Ghetto” and “Community Revival of International Boulevard’s Beauty” (CRIBB)**—a partnership of Allen Temple Baptist Church with the East Oakland Youth Development Corporation and Communities for a Better Environment under a \$25,000 grant from HSBC Bank. The goal is to use renewable energy sources, recycled materials and green jobs training to revitalize East Oakland.