



MEMORANDUM

TO: HONORABLE MAYOR &
CITY COUNCIL

FROM: Deanna J. Santana

SUBJECT: City Administrator's Weekly Report

DATE: April 6, 2012

INFORMATION

During my absence between April 6 through April 13, Assistant City Administrator Scott P. Johnson will be the Acting City Administrator.

Following are the key activities to be highlighted this week:

Public Works Agency Call Center Distributed to the City Council – In an effort to provide the City Council with information to respond to Public Works Agency related constituent service requests, the Administration issued an Information Memo on April 5, detailing how City Council Offices can submit concerns they receive in a variety of ways to the Public Works Agency Call Center. For more information, please see attached Information Memo or view the Memo here: <http://www2.oaklandnet.com/oakca1/groups/cityadministrator/documents/memorandum/oak034373.pdf>.

Seven Fatalities and Three Injured after a tragic shooting at Oikos University – On the morning of April 2, the Oakland Police Department (OPD) and the Oakland Fire Department (OFD) responded to a tragic shooting at Oikos University, located on 7850 Edgewater Drive in East Oakland. The preliminary investigation led to the identity of the suspect, 43-year-old One L. Goh, an Oakland resident. The suspect surrendered approximately five miles from the scene to Alameda Police Department officers in a grocery store within their city. In addition to the OPD and OFD response, 19 Officers from local law enforcement agencies responded to OPD's request for assistance in handling the scene. On April 4, the Alameda County District Attorney's Office charged the suspect with seven counts of murder with special circumstances and three counts of attempted murder. Given the high demand for the 9-1-1 recordings via Public Records Requests, OPD will be uploading recordings on their website starting Monday. A crisis line and services are available for affected community members through Alameda County Behavioral Health Care. To access these services, please call: (510) 567-8109. For more information, please contact Sgt. Christopher Bolton at (510) 238-3131 or cbolton@oaklandnet.com.

Vitaly (Vit) Troyan American Public Works Association's Top Ten Leaders of the Year – Vitaly (Vit) Troyan, Director of Public Works, has been selected as one of the American Public Works Association's Top Ten Leaders of the Year. This is the highest honor in the Public Works industry. Vit was recognized for his efforts in keeping Oakland's Public Works Agency

responsive to service requests from the public, for his organization's responsiveness to the demands of Occupy Oakland, PWA's numerous innovations, and Vit's many years of service to APWA. It should be noted that Vit is the second consecutive Oakland Public Works Director to win this award, which reflects great credit on the performance of Oakland's Public Works Agency. For more information contact Kristine Shaff, Public Information Officer, Public Works Agency, at kshaff@oaklandnet.com or (510) 238-2966.

City Administrator and Assistant City Administrator to Attend Urban Land Institute's Working Retreat April 11 through 13 – As a participating fellow of the Urban Land Institute's (ULI) Daniel Rose Fellowship program, I along with Assistant City Administrator Fred Blackwell will be participating in a Daniel Rose Fellows Working Retreat in Chicago, IL, sponsored by ULI, April 11 through April 13. This ULI working retreat is required of participating Fellows to attend for the purpose of presenting our City's progress since a panel of ULI subject matter experts conducted their study visit to Oakland in late February and made a series of initial findings and recommendations. As background, last summer the City of Oakland was chosen to be one of four Cities to participate in the 2011-2012 ULI Daniel Rose Fellowship Program. This year-long program is intended to benefit the selected individual fellows through leadership training and professional development opportunities, and benefit their respective fellowship cities through technical assistance on a local land use challenge each fellowship team identifies. The three other cities participating are: Providence, Rhode Island; Kansas City, Missouri; and, Tampa, Florida. For more information, please contact Alexandra Orologas, Chief of Staff at (510) 238-6587 or at aorologas@oaklandnet.com.

Transition to Redevelopment Successor Agency – The Oversight Board of the Successor Agency is a seven member body that must be established prior to May 1. At this time, all members of the Oversight Board have been now been appointed:

1. Elsa Ortiz, AC Transit Board President (Special District Appointee)
2. Superintendent Tony Smith, OUSD (Education Appointee)
3. Supervisor Keith Carson, Alameda County (County Appointee)
4. Mayor Jean Quan, City of Oakland (City Appointee)
5. Jeffrey Levin, City of Oakland/IFPTE Local 21 (City Labor Appointee)
6. Vice Chancellor Ronald Gerhard, Peralta Community College (Community College Appointee)
7. Frank Tucker, CEO Tucker Technology Inc. (County Member of the Public Appointee)

The inaugural meeting of the oversight board is scheduled for April 19 from 3:00-5:00 p.m in Oakland City Hall, Hearing Room 1 located at 1 Frank H. Ogawa Plaza. City staff will target getting the draft Recognized Obligation Payment Schedule (ROPS) and administrative budget approved by the Oversight Board before the end of April. Upon approval, the California Department of Finance (DOF) will have three days to review, before any eligible payments may be made by the successor agency. The *initial* ROPS must also be certified by the County Auditor-Controller. The DOF is currently reviewing the Enforceable Obligation Payment Schedule (EOPS) and draft ROPS and requesting information and documentation for various items listed on the schedules from City staff. Alameda County has hired Macias Gini &

O'Connell to perform the Agreed Upon Procedures audit that is expected to begin this month. This is a requirement of ABx1 26 (the bill that eliminated Redevelopment Agencies Statewide) before July 1. For more information, please contact Fred Blackwell, Assistant City Administrator at (510) 238-3671 or at fblackwell@oaklandnet.com.

2012 Oakland Running Festival Economic Impact: \$3.5 Million – The third annual Oakland Running Festival (ORF) contributed an estimated \$3.5 million to the City and State's economy according to a recent study by the Regional Economic Studies Institute (RESI), an economic research and consulting firm located at Towson University in Towson, MD. Despite gloomy forecasted weather conditions for the day of the race, this year's event attracted a record 8,211 runners, marking the second consecutive year of at least 10% growth. The study's projections are based off of the 1,560 participants (19% of field) who live outside of the Bay Area. The 2012 field was also comprised of runners from 38 states and six countries. ORF also generated more than \$300,000 for local charities including the Ella Baker Center for Human Rights, Running for a Better Oakland, Oakland Rising, the Child Abuse Listening, Interviewing and Coordination Center, the Asian Pacific Environmental Network, and Team in Training. Close to \$800,000 has been raised for charities since the event's inaugural year. Online registration for the 2013 Oakland Running Festival will open this June. Next year, ORF will take place on Sunday, March 24. For more information, please contact Jim MacIlvaine, Special Events Coordinator at (510) 238-2933 or at jimmac@oaklandnet.com.

West and North Oakland Community CompStat Meeting – Police Chief Howard Jordan and Mayor Jean Quan invite concerned residents and community members to attend the next, scheduled OPD community meeting, April 19, at 6:30 p.m., at the North Oakland Senior Center, located at 5714 Martin Luther King Jr. Way. Topics will focus on how crime reduction strategies are developed, implemented, and measured in the flatland beats of West and North Oakland. Attendees will have the opportunity to hear from the Mayor, Chief Jordan, and to meet their local Neighborhood Service Coordinators, Problem Solving Officers, and Oakland Police supervisors and commanders. For more information, please contact Sgt. Christopher Bolton at (510) 238-3131 or cbolton@oaklandnet.com.

Cultural Funding Program Applications Now Online – Applications for Fiscal Year 2012-13 Cultural Funding Program are now available online for the following grant categories: Art in the Schools, Individual Artist Project, Organization Project and Organizational Assistance. The application deadline for all programs is May 25. Organizational Assistance Applicants are required to submit a letter of intent to apply by May 4. For more information, contact Steven Huss, Cultural Arts Manager at shuss@oaklandnet.com or (510) 238-4949. Additional information about the program, and links to the online applications can be found at: <http://bit.ly/HkKoNa>

Discussion of the Benefits and Impacts of the BRT Project for Older Adult Riders and Riders With Disabilities – On April 16 between 11:30 a.m. to 12:30 p.m., a joint committee of the Oakland Mayor's Commission on Aging and Commission on Persons with Disabilities will discuss the Alameda-Contra Costa Transit District (AC Transit) East Bay Bus Rapid Transit (BRT) project. Commissioners will be reviewing the Downtown Oakland to San Leandro

("DOSL") Alternative adopted by the AC Transit Board of Directors on April 25. The meeting will focus on the benefits and impacts of the BRT Project for older adult riders and riders with disabilities, and for merchants and residents along the BRT route in Oakland. In addition, Commissioners will learn about various studies that AC Transit and City staff have completed. Representatives from AC Transit and Oakland Public Works will make a presentation and answer questions from commissioners and the public about this major transportation project. This meeting will be held at Oakland City Hall, Hearing Room 3, located at 1 Frank H. Ogawa Plaza. For more information, please contact Christine Calabrese, ADA Programs Division Manager at (510) 238-4754 or ccalabrese@oaklandnet.com.

Earned Income Tax Credit (EITC) Press Conference – On April 10, at 11:30 a.m., Congresswoman Barbara Lee and Mayor Jean Quan will be holding a press conference on the front steps of City Hall encouraging residents to take advantage of the Earned Income Tax Credit (EITC) and receive FREE tax preparation services before April 17th – the last day to file taxes. The Earned Income Tax Credit (EITC) is a refundable tax credit available to working individuals with a 2011 household income of less than \$50,000. Depending on a family's size and income, an individual may qualify to receive a tax refund of up to \$4,800. Last year proved to be the City's most successful campaign to date, over 10,000 working low-income residents received free tax preparation services, saving them close to \$1.5 million in tax preparation fees, and accounted for over \$11 million in refunds coming back into households of Oakland's low-income communities. Currently, there are more than 29 sites throughout the City of Oakland where residents can get FREE tax preparation services until April 17. To get access to a Certified IRS tax preparer and to find the location of a FREE tax preparation site, visit www.OaklandCap.org or call 211.

Nominations for Mother of the Year Due April 12 by Noon - City of Oakland invites local businesses, professional associations, government agencies, services-related organizations, and non-profit community groups to nominate candidates for this coveted award. The deadline to submit nominations is April 12 at noon. Oakland's Mother of the Year program was initiated in 1954 to publicly honor an Oakland citizen whose contributions to the community symbolize the finest traditions of motherhood. Past honorees have included hard-working, dedicated community leaders whose volunteerism has been exemplary. For more information see the attached flyer and nomination form, or visit www.oaklandnet.com/parks.

Upcoming Employment Opportunities - The Department of Human Resources Management anticipates the following new job postings for the week of April 9, 2012:

- Fire Personnel Operations Specialist

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 website 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. If you have questions please contact Daryl Look at (510) 238-4479.

Register Now for Spring Day Camps - For decades, the Day Camps offered by the City's Office of Parks and Recreation (OPR) have been providing a safe environment for our children to learn, explore and just plain have fun. Activities include crafts, games, sports, science labs, outdoor activities and field trips. If you are looking for an interesting activity for your kids to participate in over the Spring Break, check out OPR's awesome range of programs. Camp fees, schedules and activities vary by location. Detailed information and registration is available by contacting the sites directly or by visiting <http://www2.oaklandnet.com/Government/o/opr/s/camp/index.htm>.

Information Memorandums:

The following Information Memorandums were released in the last seven days.

Crime Analysis Unit Update – Outlines the Police Department's progress in filling authorized crime analysis manager and analyst positions. <http://www2.oaklandnet.com/w/OAK0343734>

Public Works Agency Call Center – Effective immediately and in an effort to ensure accurate, timely reporting of all infrastructure maintenance, facility or engineering service requests, employees and the public are requested to submit concerns to the Public Works Agency Call Center. <http://www2.oaklandnet.com/w/OAK034373>

Interim Planning Director – Announcement of the appointment of Scott Miller as Interim Director of the City's Planning and Zoning Division effective April 9. <http://www2.oaklandnet.com/w/OAK034372>

City Administration's Clarification To Accounts Payable Audit Response – Provides clarity to the City Administrator's response and correct some of the erroneous information and misleading findings presented in the recently released Performance Audit from the City Auditor titled: "Accounts Payable and Duplicative Payments and Other Reportable Matters, FY 2008-09 and 2009-10." <http://www2.oaklandnet.com/w/OAK034361>

Fox Theater Performance Audit – Provides updates to the four primary recommendations noted in the the Fox Theater Renovation Project Performance Audit that were directly related to the Fox Project. <http://www2.oaklandnet.com/w/OAK034360>

Upcoming Meetings and Events:

Free Tax Preparation Assistance Available at Three Oakland Senior Centers – Ongoing through April 12. Free State and Federal income tax preparation assistance is available for low- and moderate-income seniors at three Department of Human Services senior centers. The assistance program, sponsored by the American Association of Retired Persons (AARP), is staffed by trained professionals. Appointments are required. Participating senior centers include the Downtown Senior Center – (510) 238-3284, North Oakland Senior Center – (510) 597-5085

and West Oakland Senior Center – (510) 238-7016. To schedule an appointment, please call one of the participating centers directly.

Oakland Public Library Offers Free Tax Help – Through April 16, trained volunteers will be on hand at several library locations to help residents file their taxes. This free assistance is made possible thanks to a long-standing partnership between the Oakland Public Library and AARP. The service will be available at the Main Library, César Chávez Branch, Eastmont Branch, Dimond Branch and Golden Gate Branch. Most locations require advance appointments (call ahead), but walk-ins are accepted at Main and Eastmont on a first-come, first-served basis. For a complete schedule and additional information, please visit:
[www.oaklandlibrary.org/PR/Free%20Tax%20assistance%202012%20\(2\).pdf](http://www.oaklandlibrary.org/PR/Free%20Tax%20assistance%202012%20(2).pdf).

10th Annual Oakland International Film Festival – April 6-8, various times at the Grand Lake Theater, 3200 Grand Ave. Screenings of inspiring films and Q&A sessions that support their mission of improving the mental, physical and spiritual health of the diverse populations of the East Bay. For more information, please visit: www.oiff.org.

Citywide Spring Egg Hunts – April 6-8, various times and Recreation Centers and Parks throughout Oakland. Please join Parks & Recreation for one of the many Spring Egg Hunts happening City wide. For more information, please visit: www.oaklandnet.com/parks.

Chinatown Easter Sunday Pancake Event – April 8, 9:30 a.m.-1:30 p.m., Lincoln Square Park & Recreation Center, 250 10th Street. The event will include a ribbon cutting ceremony to mark the completion of the improved Recreation Corridor project. This project removed an asphalt parking lot and made improvements for a new multi-purpose playing field, new hard-court play area, new performance platform, new lighting, game tables, par-course exercise area and new pedestrian walkway with seating and landscaping. This event will be sponsored by Wah Sung, a local community group. For more information, please visit: <http://www.wasungserviceclub.org/>.

Springland Festival – April 8, 12:00-4:00 p.m., Franklin Recreation Center, 1010 East 15th Street. Frank Recreation Center will host their annual Springland Festival. This FREE event is open to all ages, families are welcome! Activities will include an egg hunt, face painting, arts & crafts, a bounce house, games, refreshments and loads of fun! Participants can pre-register online at oaklandnet.com/parks using activity number 91432.401. Registration will also be available on-site. For more information, please contact Rebecca Chhom, Program Director at (510) 238-7741.

Bushrod Easter Tournament – April 9-12, 3:00-7:00 p.m., McClymonds High School, 2607 Myrtle Street. Youth Sports will be hosting the annual Bushrod Easter Tournament. Eight varsity teams will be participating. For more information, please contact Armond Gray, Youth Sports Coordinator at (510) 238-6279.

April Pools Day – April 13, 3:00 - 6:00 p.m., East Oakland Sports Center at Bill Patterson Park, 9161 Edes Drive. This pool safety demonstration will mainly serve the Oakland community and its surrounding cities. There will be safety presentations from the Oakland Fire Department at 3:00 p.m., Oakland Lifeguards at 5:30 p.m. and a Boating Safety Presentation at 5:45 p.m. by

Outdoor Recreation. For more information and to sign up, please contact Anthony Schriver, Recreation Specialist at (510) 615-5838.

Rock the Boat Spring Break 2012 – April 9 - 13, 9:00 a.m. - 4:00 p.m., Lake Merritt Boating Center, 568 Bellevue Ave. The Girl Scouts of Northern California and the City of Oakland's Lake Merritt Boating Center offer this special program for young ladies, ages 6 to 10. Participants will gain boating skills and discovery through arts & crafts, games, songs and adventures in nature. This is also a recruitment event for the Girl Scouts of Northern California. Registration deadline is March 23. For more information, please call Nicole Jones at (800) 447-4475, ext. 3011 or via email njones@girlscoutsnorcal.org.

Strictly Sail Pacific – April 12-15, 10:00 a.m., Jack London Square, Broadway at Water St. The largest all-sail boat show on the West Coast. Check out the latest sailboats, sailing gear, accessories and hardware. Hands-on demonstrations and interactive seminars. Free daily seminars and free sailboat rides. For more information, please visit: <http://www.strictlysailpacific.com/shows/pacific.asp?show=pa>.

Oakland Veg Week – April 15-21, various times. A variety of events focused on a plant-based diet including lectures, a film screening, restaurant specials and a free celebration. For more information, please visit: <http://oaklandveg.com/>.

Spring Swing Celebration– April 17, Noon-1:00 p.m., Oakland City Center, Broadway at 13th Street. Swing into Spring with the retro sounds of a Swing band. For more information, please visit: www.oaklandcitycenter.com/events.

Movie in the Park 2012 – Kung Fu Panda – April 20, 6:30 p.m. – 9:30 p.m., Redwood Heights Recreation Center, 3883 Aliso Ave. All movies begin at dusk. Please note that this time changes in the spring, summer & fall. Be sure to dress warm, bring a lawn chair and/or blanket. Popcorn & hot chocolate will be available for purchase with proceeds going to the scholarship fund. For more information, please visit: www.oaklandnet.com/parks.

Oakland East Bay Symphony Concert: Notes from the Philippines – April 20, 8:00 p.m., Paramount Theatre, 2025 Broadway. David Requiro makes his OEBS debut playing Dvorak's Cello Concerto, written during the composer's final year in New York. Also on the program will be works by Filipino composers, including a new work by a Filipino jazz composer commissioned by OEBS. For more information, please visit: www.oebs.org.

Earth Day – April 21. Come join thousands of Oaklanders who will “clean it, green it and mean it” starting at eight different locations throughout the City to make Oakland a better place to live. For more information, please visit: www.oaklandearthday.org.

Earth Day in Redwood Heights – April 21, 9:00 a.m. to 12:00 p.m., Redwood Heights Recreation Center, 3883 Aliso Ave. Please sign in at 8:45 a.m. in front of the recreations center. Wear your working clothes. For more information, please visit: www.oaklandnet.com/parks

Oakland Art Murmur Guided Walking Tours – April 21, 2:00-4:00 p.m., Tour starts at Farley's East, 33 Grand Ave. Tours are led by prominent Oakland gallery directors, curators, writers and artists with a different theme each month. This tour's theme is the influence of California College of Arts and Mills College on the Murmur community and the guide will be arts writer Marianna Stark. For more information, please visit: <http://oaklandartmurmur.org/calendar/saturday-stroll>.

Healthy Kids Day & Youth Triathlon! – Saturday, April 28, 9:00 a.m.-12:00 p.m., Downtown Oakland YMCA, 2350 Broadway. Come participate in our Annual Healthy Kids Day and Youth Triathlon! Learn and have fun with interactive games, educational opportunities, dance classes, resources tables, arts and crafts, youth programs, a raffle and more! Swim, bike & run in our triathlon, all youth are welcome to participate, no previous experience needed. For more information, please visit: www.oaklandymca.org.

AARP Driver Safety Class - May 4 and 11, 10:00 a.m. - 2:30 p.m., Downtown Oakland Senior Center, 200 Grand Ave. This two-session class is geared for seniors age 50 and over. Certificates are provided to participants who attend both sessions. Pre-registration is strongly encouraged as classroom size is limited. For more information, please call the Downtown Oakland Senior Center at (510) 238-3284.

Hershey's Track & Field Meet – On May 12, 8:30-5:00 p.m., McClymonds High School, 2607 Myrtle Street. Youth Sports is hosting Hershey's Track & Field Meet. For registration information, please contact Willie White, track and field coordinator at (510) 238-3897 or Armond Gray, Youth Sports Coordinator at (510) 238-6279.

Respectfully submitted,

/s/

DEANNA J. SANTANA
City Administrator

Attachment

cc: Agency/Department Directors
Media List



DISTRIBUTION DATE: 4/5/12

City Administrator's Office

MEMORANDUM

TO: HONORABLE MAYOR &
CITY COUNCIL

FROM: Vitaly B. Troyan

SUBJECT: PWA Call Center

DATE: April 4, 2012

City Administrator
Approval

Deana Aka

Date

4/5/12

Effective immediately and in an effort to ensure accurate, timely reporting of all infrastructure maintenance, facility or engineering service requests, employees and the public are requested to submit concerns to the Public Works Agency Call Center. For your convenience, below are several options for reporting issues. Please note that online reporting via SeeClickFix or the website is highly encouraged, as you will immediately receive a service request tracking number for your records. Here are the reporting options:

Options for Reporting A Problem to the Public Works Agency Call Center:

- Public Works Agency Website: www.oaklandpw.com
- Email the Call Center: pwacallcenter@oaklandnet.com
- Phone the Call Center: (510) 615-5566
- Mobile app: [SeeClickFix](#) (see attached for installation instructions)

The Call Center is a 24/7 operation; standard business hours are Monday through Friday, 8:00am to 4:30pm (excluding mandatory closures, holiday, or weekends). After-hours urgent requests are responded to by the PWA Standby Supervisor via Fire Dispatch Services (510) 615-5566. The following are types of requests that are processed through the Call Center:

- Building Maintenance
- Cut & Clean (overgrown vegetation)
- Flooding
- Graffiti
- Illegal Dumping
- Park Maintenance
- Parking Lots (city owned)
- Parking Meters
- Pot Holes
- Sewer/Storm Drain Issues
- Sign and Striping Maintenance
- Sidewalks (damaged)
- Street Cleaning
- Street Lights
- Traffic Signals
- Trees Issues (limb/tree down, removal, planting, re-stake, pruning)

Thank you for your continued support in keeping Oakland beautiful. For questions please contact Sabrina Jones, Call Center Manager, at (510) 615-5509.

Respectfully submitted,

Vitaly B. A.

VITALY B. TROYAN, P.E.
Director, Public Works Agency

Report a Problem using the SeeClickFix iPhone app

2/9/12 - SeeClickFix joins (510) 615-5566, PWACallCenter@oaklandnet.com, and the www.oaklandpw.com web page as a way to report non-emergency community issues such as illegal dumping, graffiti, and broken street lights. There are SeeClickFix mobile web, web, iPhone, Android, and Blackberry options. This document shows how the iPhone mobile app works.

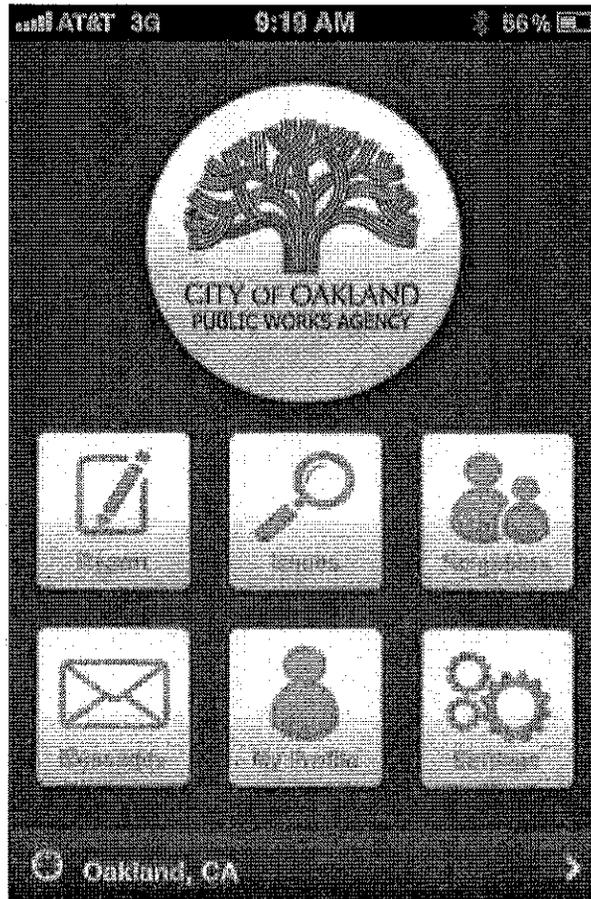


Figure 1 Home Screen

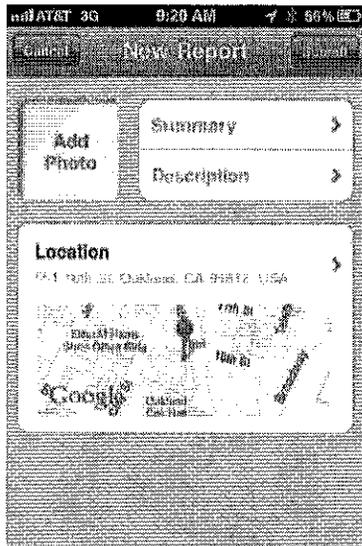


Figure 2 After tapping Report, it uses GPS to identify your current location (double-check it!)

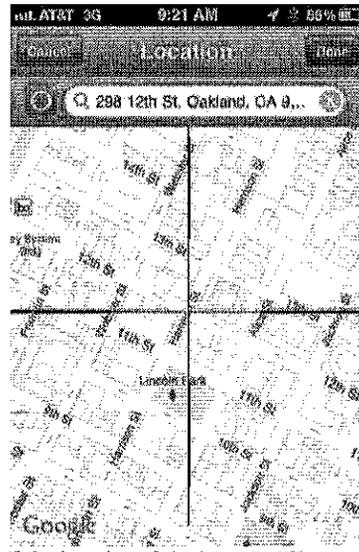


Figure 3 If the location of the issue is different from your current location, you can type in a location. In this case, I typed in 12th & Harrison, Oakland, CA and it automatically entered it as 298 12th St.

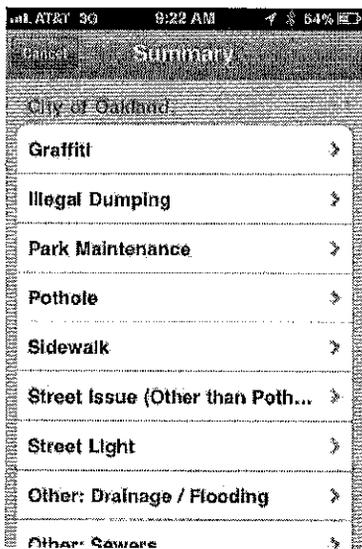


Figure 4 Tapping Summary from the home screen gives you a list of choices

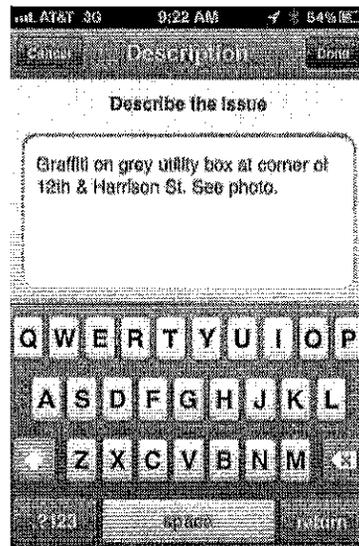


Figure 5 Tap Description from the home screen and enter more details, to help the City quickly understand the issue

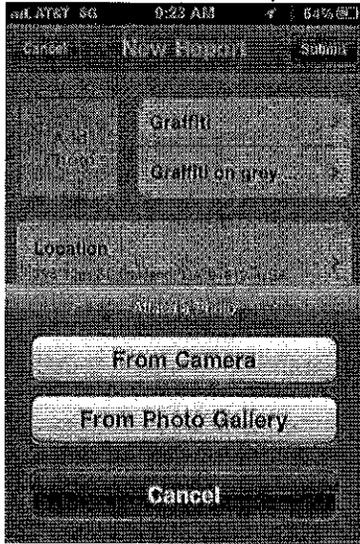


Figure 6 Adding a photo is very helpful - it can help the City know which crew to send to address an issue (e.g., depending on the size of illegally dumped materials, or surface that graffiti is on)

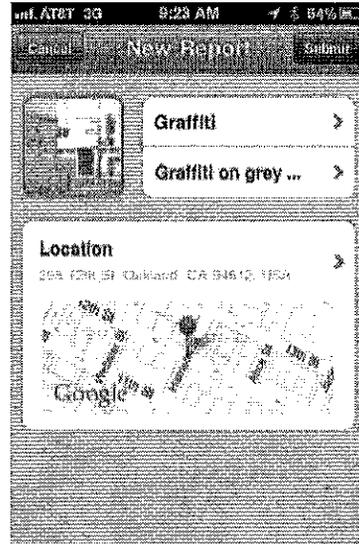
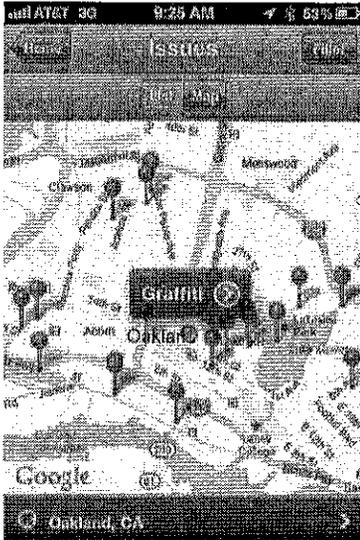


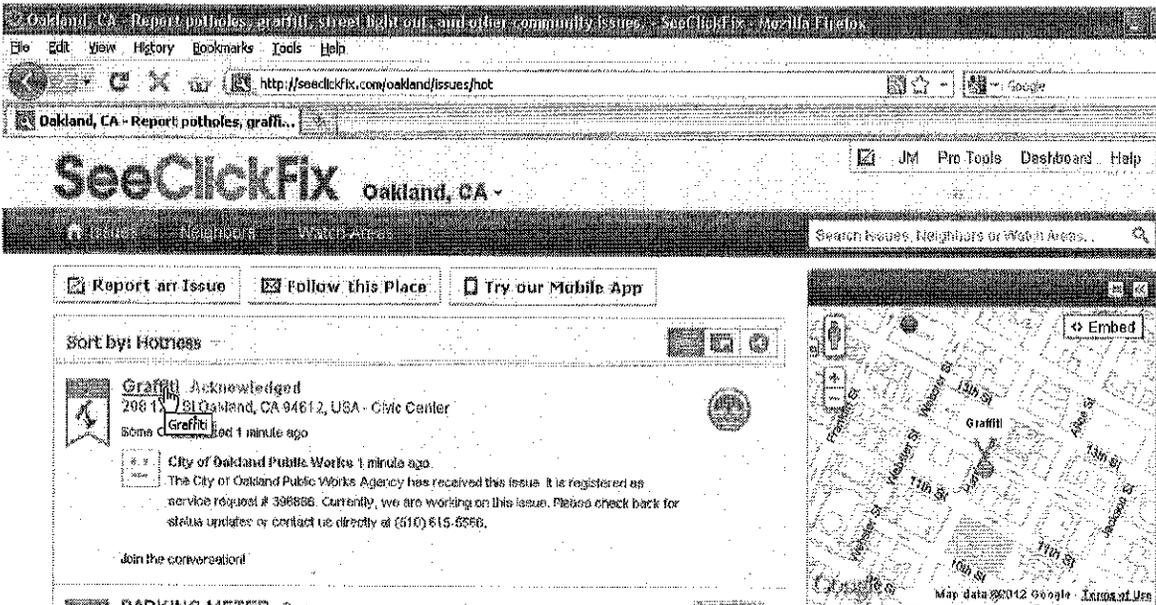
Figure 7 Tap Submit and it will be publicly documented and automatically entered into the Public Works tracking system (Cityworks)

Now that the issue has been submitted, anyone can view it.

Mobile app:



Website:



The issue is automatically "Acknowledged" by Oakland Public Works and entered into its tracking system. When the issue is resolved, it is automatically closed in SeeClickFix. The person who reported the issue gets an email when they submit the issue, when there are comments on the issue, and when the issue is closed.



CULTURAL ARTS & MARKETING
CITY HALL, ONE FRANK H. OGAWA PLAZA, 9TH FLOOR
OAKLAND, CA 94612



TELEPHONE (510) 238-7561

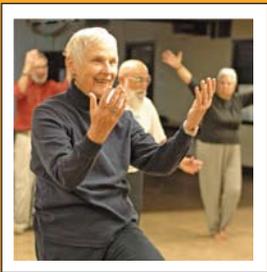
TTY (510) 238-3254

APPLICATIONS

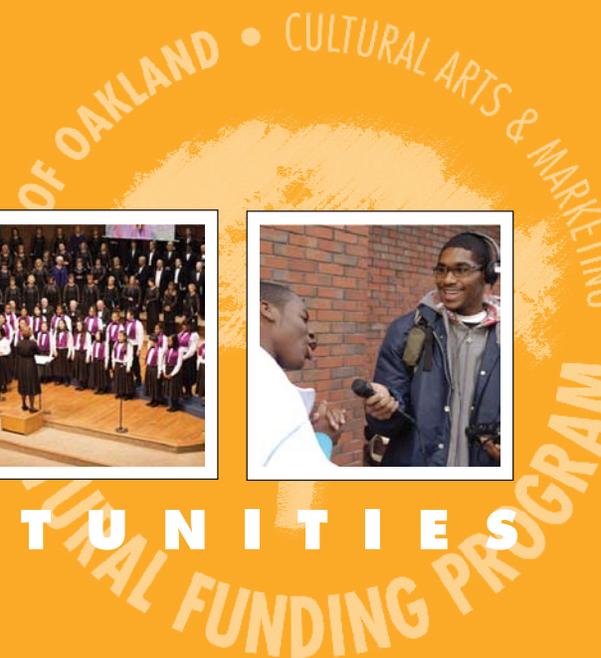
AVAILABLE ON-LINE AT:

www.OaklandCulturalArts.org

CULTURAL FUNDING PROGRAM
CITY OF OAKLAND • CULTURAL ARTS & MARKETING



FUNDING OPPORTUNITIES
FY 2012-2013





CULTURAL FUNDING PROGRAM

FUNDING OPPORTUNITIES

CITY OF OAKLAND • CULTURAL ARTS & MARKETING

CULTURAL FUNDING PROGRAM

The City of Oakland Cultural Funding Program funds Oakland-based art and cultural activities that reflect the diversity of the City for citizens of and visitors to Oakland.

APPLICATIONS

2012-2013- City of Oakland Cultural Funding Program applications are available for the following categories:

- **INDIVIDUAL ARTIST PROJECT SUPPORT**
- **ORGANIZATIONAL ASSISTANCE**
- **ORGANIZATION PROJECT SUPPORT**
- **ART IN THE SCHOOLS**

- All applicants must be Oakland-based, and all proposed activities must take place in Oakland.
- Funds support activities occurring between October 1, 2012 and September 30, 2013.
- The Cultural Funding Program relies on a competitive panel process to determine award recipients and funding allocation.

APPLICATION DEADLINE

May 25, 2012 - *Individual Artist Project, Organizational Assistance, Organization Project Support & Art in the Schools*

APPLICATIONS ONLINE AT

www.OaklandCulturalArts.org

CITY OF OAKLAND
Cultural Funding Program

Ciudad de Oakland
Programa de Financiamiento Cultural
屋崙(奧克蘭)市政府
文化基金計劃
Thành Phố Oakland
Chương Trình Tài Trợ Hoạt Động Văn Hóa

For language or translation assistance call:
Si desea obtener ayuda idiomática o de traducción, por favor llame al:
若需要語言或翻譯協助，請致電：
Để được trợ giúp về ngôn ngữ hoặc thông dịch, xin gọi số:
(510) 238-2241

APPLICATION WORKSHOPS

The Cultural Funding Program offers assistance in preparing applications. Call (510) 238-7651 to RSVP for one of the following City Hall workshops or to schedule a private consultation.

ORGANIZATION PROJECT:

April 9, 2012 5:30 – 7pm Hearing Room 2

ART IN THE SCHOOLS:

April 10, 2012 5:30 – 7pm Hearing Room 2

INDIVIDUAL ARTIST PROJECT:

April 17, 2012 5:30 – 7pm Hearing Room 2

CALIFORNIA CULTURAL DATA PROJECT

All 501 (c) 3 organizations who apply to the Cultural Funding Program in 2012-2013 in the category of Organization Project Support must enter a data profile onto the Cultural Data Project to be eligible for funding. Training sessions are available to new users on the first Wednesday of each month at www.caculturaldata.org.



BACK PHOTO: Claudine Naganuma, Photo by Matt Harber. FRONT LEFT TO RIGHT: Stagebridge, Photo by Stuart Kandell; Concept + Craft exhibition at Pro Arts. Photo by Eric Murphy; Destiny Art Center, Photo by Catrina Marchetti; Cantare Con Vivo, Photo by Gary Brooks; Youth Radio.

59th Annual City of Oakland

Mother of the Year Award

Call for Nominations



City of Oakland invites local businesses, professional associations, government agencies, services-related organizations, and non-profit community groups to nominate candidates for this coveted award.

Oakland's Mother of the Year Award program was initiated in 1954 to publicly honor Oakland citizens whose contributions to the community symbolize the finest traditions of motherhood.

Award is given to an extraordinary individual whose life story is inspirational, reflecting values of:

- volunteerism, service, charity and philanthropy
- courage, determination, leadership and heroism
- humor, perseverance or achievement against all odds
- has made a positive impact on families or community life in Oakland; or has been an appropriate role model for people of all ages, and backgrounds.

Nomination Deadline:

12:00 noon, Thursday, April 12, 2012

Honorees will be recognized at

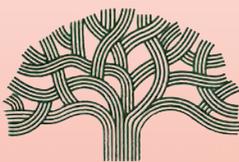
10:30am • Saturday, May 12, 2012

Morcom Rose Garden, 700 Jean Street, Oakland, CA

Nomination Form can be found at:

www.oaklandnet.com/parks

Or picked up at the Office of Parks & Recreation
250 Frank Ogawa Plaza, Suite 3330, Oakland, CA



CITY OF OAKLAND
OFFICE OF PARKS & RECREATION

Make a Nomination Today...

City of Oakland Office of Parks and Recreation 59th Annual

Mother of the Year Award

NOMINATION CRITERIA

Oakland's Mother of the Year program was initiated in 1954 to publicly honor an Oakland citizen whose contributions to the community symbolize the finest traditions of motherhood.

Past honorees have included hard-working, dedicated community servants whose volunteerism has been exemplary. The nomination criteria is as follows:

1. The individual must be a resident of Oakland.
2. The individual must have contributed, in some way, to improving the quality of life for the people of Oakland – through home, work, community service, volunteer efforts, or combination thereof.
3. The individual should be exemplary - someone who serves as an appropriate role model for people of all ages and backgrounds to emulate.
4. The individual should be someone for whom at least two letters of support can be provided.
5. The individual must be nominated by an agency, group or business organization.

Please provide as much information as possible about the candidate. A panel comprising City officials, business leaders and community representatives will review the nominations and select the honoree.

City of Oakland Office of Parks and Recreation

59th Annual Mother of the Year Award

NOMINATION FORM

NOMINEE'S INFORMATION

FIRST NAME, LAST NAME _____

ADDRESS _____

CITY/STATE/ZIP _____

PHONE NUMBER _____

EMAIL ADDRESS _____

NOMINEE'S PERSONAL BACKGROUND

(Use additional sheet of paper if needed- Limited to no more than 400 words):

NOMINEE'S VOLUNTEER COMMUNITY SERVICE AND ACTIVITIES:

(Use additional sheet of paper if needed- Limited to no more than 500 words):

SPONSORING ORGANIZATION *(Attach TWO Letters of Support)*

(Nominations from individuals will not be accepted)

NAME OF ORGANIZATION _____

ADDRESS _____

CITY/STATE/ZIP _____

CONTACT PHONE NUMBER _____

**Please attach two (2) letters of support and
Return the completed package, no later than 12:00 noon
on Thursday, April 12, 2012 to:**

Mother of the Year Program

City of Oakland, Office of Parks and Recreation

250 Frank H. Ogawa Plaza, Suite 3330,

Oakland, CA 94612 (Attn: Kola Thomas)

For additional information, please call 510-615-5555; or

Email: kthomas2@oaklandnet.com



April Pools & Outdoor Adventures City-Wide Day!

**April 13, 2012 2 pm—6 pm (Waterpark)
4:30pm—6pm (Outdoor Activities)**

East Oakland Sports Center- 9161 Edes Avenue-Oakland 94603



Come and Join us for a day filled with FUN,

SWIMMING, and FREE ACTIVITIES!

Demonstrations by Oakland Fire Department and

American Red Cross Lifeguards begin

3:00PM and 5:30PM.

Outdoor Adventures & EOSC

Activities Include:

- Water Safety Presentations
- Firefighting Presentations
- Boating Safety Presentations
- Rock Climbing Wall
- Jump House
- Races/Games

**For more information Contact Anthony Schriver (510) 615-5838 aschriver@oaklandnet.com or
Megan Seccombe (510) 238-2196 mseccombe@oaklandnet.com**