



MEMORANDUM

TO: HONORABLE MAYOR &
CITY COUNCIL

FROM: Deanna J. Santana

SUBJECT: City Administrator's Weekly Report

DATE: March 2, 2012

INFORMATION

Following are the key activities to be highlighted this week:

Update of the Oakland Police Department's Violence Reduction Plan - On February 29, at the Oakland Police Department's (OPD's) bi-weekly CompStat meeting (where strategies and responses to crime are discussed, developed and measured), OPD commanders reported preliminary results and progress from January 17 to February 17 related to OPD's violence reduction plan. A total of 598 vehicle stops, 248 field investigations, 170 probation and parole searches, 170 arrests and 17 firearm recoveries have been logged by officers working in a special assignment capacity. These results do not include the work and results attributed to regularly assigned patrol officers, problem solving officers within each police beat, or results from local, state and federal law enforcement partners. These totals will soon be assessed and combined for presentation. The violence reduction plan is comprised of focused enforcement and prevention operations within areas of the city most affected by violence. Strategies include a heightened, visible police presence, undercover surveillance and operations, probation and parole compliance checks, and strategic, targeted enforcement. While OPD enforcement efforts and results are short-term solutions, they are strengthened by "100-Blocks" Initiative projects and programs focused on prevention and sustainment. For more information, please contact Sgt. Chris Bolton, OPD Chief of Staff, at (510) 238-3131 or cbolton@oaklandnet.com.

City Hosts Urban Land Institute Study Visit, Panelists Study Broadway Corridor for Retail Development - This week, the City of Oakland hosted a study tour of the Broadway Commercial Corridor for a panel of land use and economic development experts through the Urban Land Institute's Daniel Rose Fellowship Program. Oakland was chosen last summer as one of four cities nationwide to participate in the prestigious fellowship program for 2011-12; the three other cities are Providence, Rhode Island; Kansas City, Missouri; and Tampa, Florida. The year-long fellowship program provides participants with leadership training and technical assistance on a local land use challenge identified by each fellowship team. The City of Oakland's selected challenge focuses on defining the Broadway Commercial Corridor and creating an environment for retail expansion. The ULI Daniel Rose Fellowship Program will help Oakland in several ways:

- Develop a positioning strategy and action plan to coordinate the City's efforts in revitalizing the Broadway Corridor

- Help shape the development of a common stakeholder vision for Downtown Oakland
- Provide the City access to expert advice in place-making and urban design that will help staff create an authentic and unique Oakland place
- Identify catalysts to spur retail development

As a key part of the fellowship program, the Urban Land Institute (ULI) organizes study visits to each of the participating cities. These visits include briefings from the host city's fellows, a tour of the study area, interviews with stakeholders, and a concluding presentation with initial findings and recommendations by selected panelists. At the concluding presentation, the ULI panel presented their preliminary findings and recommendations to the Host City fellows, who include Mayor Jean Quan; City Administrator Deanna J. Santana; Assistant City Administrator Fred Blackwell; Gregory Hunter, Deputy Director of Neighborhood Investment; and Aliza Gallo, Economic Development Coordinator. With a population of 400,000 representing a \$5 billion retail market, Oakland was named by Marcus & Millichap as one of the top 20 retail investment markets in the nation. While Oakland appeals to retailers, retail development efforts have been hampered by the lack of large assembled sites and a comprehensive strategy to guide development efforts and leverage public/private partnerships and investments. Each year, Oakland residents spend about \$1 billion at retail stores outside of Oakland. Recapturing that \$1 billion leakage would generate \$10 million annually in additional sales tax revenue to the City, and would create new jobs. The Broadway Commercial Corridor is Oakland's Main Street. Millions of dollars of both public and private investment are occurring along the three-mile corridor from the base of the Oakland Hills to the Oakland Waterfront at Jack London Square. Oakland's vision is to restore the Broadway Corridor to the thriving commercial center it was in the past, and to make Oakland the retail and entertainment venue capital of the East Bay. The Broadway Corridor encompasses 10 retail nodes, in addition to one or two additional commercial areas or developments that can be weighed on their own (i.e., Rockridge Shopping Center, Chinatown, Old Oakland). The Oakland Fellowship Team selected five of the 10 nodes for review and guidance by the ULI Oakland Study Visit Panel including Broadway/Valdez District, Pill Hill/Kaiser node, Uptown Arts & Entertainment District, City Center and Jack London Square. For more information, please contact Alexandra Orologas, Chief of Staff, at (510) 238-6587.

Mayor Launches Job Recruitment to Provide 1,000 Summer Jobs - On February 29, the City of Oakland held the first recruitment session for the Mayor's Summer Jobs Program (MSJP) at McClymonds High School. Approximately 50 students signed up for applications for positions with Oakland Parks & Recreation, while others requested information about Public Works summer jobs and the Explorer programs in the Oakland Fire and Police departments. This was the first of three employment fairs to be held this week designed to offer job opportunities to youth and adults in Oakland. The two additional recruitment sessions scheduled this week were March 1 at Lockwood Gardens, 1327 65th Avenue, and March 3, 10:00 a.m. – 1:00 p.m., at Willie Wilkins Park, 98th Avenue between B & C avenues. In addition to offering that all important first job opportunity to youth 16 and older, the recruitment events also saw the Oakland Police Department seeking adult applicants for the upcoming Police Academy. This is the first time the City has embarked on a coordinated job recruitment effort to fill 700 job opportunities in the City's Parks & Recreation, Police, Fire and Public Works departments as well

as in a number of other agencies through the MSJP. Last year, Congress's last minute funding cut to the nearly 50-year-old MSJP left the City scrambling to continue the highly regarded program. Despite the funding setback, 600 youth were placed in jobs. This year, the City has created a public-private sector effort for the MSJP with a goal of providing 1,000 summer jobs to Oakland youth. Additional MSJP outreach – including job fairs with City departments, other government agencies and private employers – will occur later in the spring. For more information, please contact John Bailey, Workforce Investment Board Executive Director, at (510) 238-6440.

Oakland Police Recruiting For New Officers, Exam and Process Workshops Offered -

Through March 5, the City of Oakland is accepting applications for the position of Police Officer Trainee with the Oakland Police Department. The Oakland Police Department's primary goals include improving professionalism within the police force and strengthening community relationships. The Department seeks to attract applicants who already possess these values and skills. The police officer testing process can be rigorous and, at times, disqualify individuals who would be stellar applicants otherwise. Test preparation workshops have been scheduled to assist as many qualified applicants as possible in successfully applying. Anyone interested must apply online at www.oaklandnet.com, and click on the Employment Opportunities link. To assist applicants with the testing process, the following workshops have been scheduled:

- Selection Processing Workshop - March 14, 6:00 - 8:00 p.m., Police Administration Building Auditorium, 455 7th St.
- Physical Ability Test Practice - April 4, 4:00 – 6:00 p.m., Oakland Fire Department Training Facility, 250 Victory Ct.

For questions concerning the position, please contact the Oakland Police Department Recruiting Unit at (510) 238-3339.

Department of Human Services Releases Measure Y RFP - On March 16, proposals are due in response to the Department of Human Services' Measure Y 2012-15 Request for Proposals (RFP). Nearly \$5 million is available to fund violence prevention and intervention strategies aimed at reducing violence in Oakland, especially among youth and young adults most likely to be perpetrators or victims of gun violence. There are four primary strategies: Comprehensive Youth Services, Reentry Employment, Family Violence and Street Outreach/Crisis Response. Nonprofit organizations and public agencies are eligible to apply through the RFP process. Mandatory Letters of Intent were due on February 27 with full proposals due March 16. To view the full proposal and application information, please visit www.measurey.org. For more information, please contact Priya Jagannathan, Program Planner, at (510) 238-2360 or measureyrfp@oaklandnet.com.

Update on Oakland's ARRA Grant Funded Weatherization Assistance Program – The City of Oakland's Weatherization Assistance Program (WAP) is funded through a \$3.9 million American Recovery and Reinvestment Act (ARRA) grant received from the State of California. Since the City of Oakland was asked by the State in January 2010 (with the grant contract executed in July 2010) to step in to administer the ARRA WAP grant after the original grantee was unable to perform, the City's program began about a year later than other grantees' programs. In order to meet the needs of Oakland's urban housing stock and generate the highest

number of jobs, the City of Oakland decided to use the ARRA WAP funds to weatherize multi-family properties in addition to single family homes. While requiring a longer predevelopment timeline, this decision means that more units will ultimately be weatherized through the program. By July, the City anticipates a total of at least 1,000 units will have been weatherized, fully expending the grant funds. Oakland's multifamily weatherization projects are expected to result in a savings of about \$300 in annual energy costs for each low-income household served, increased health and safety, and reduced greenhouse gas emissions by over 5,000 metric tons per year. Between 100 to 200 individuals will be employed in construction and professional jobs as a result of this program. To date, 196 units have completed weatherization upgrades, over 800 units are under or beginning upgrades and 27 multi-family properties ranging from 20 to 315 units each have received comprehensive energy audits. For more information, please contact Margaretta Lin, Special Projects Director, at (510) 238-6314.

OPR Keeps Kids Sailing into Science - On February 27, the Office of Parks & Recreation (OPR) held the first spring session of Sailing into Science, a field trip program at Lake Merritt with hands-on science and boating. Entire classes of 4th through 6th graders from Oakland Unified and other Bay Area school districts spend one to four days at Lake Merritt learning about science and boating in a lakeside classroom, along the shore and on the water. Title 1 (lower income) Oakland Unified schools receive a half-price scholarship thanks to a grant from the California Department of Boating and Waterways with the remaining fees covered by the schools. The season runs through early June and 24 classes from 12 schools are currently registered. For more information, please contact Kyle Winslow, Boating and Science Coordinator, at (510) 238-2196.

Library Announces Spring 2012 Volunteer Information Session - On March 15 and March 17, the Oakland Public Library will host Information Sessions for the public to learn about volunteer opportunities at the Library. The March 15th session begins at 6:30 p.m. and will be held at the Main Library, 125 14th Street. The March 17th session begins at 10:15 a.m. at the Rockridge Branch, 5366 College Avenue. To register or obtain more information, please contact Winifred Walters, Grants Development & Programs Manager, at (510) 238-6932 or wwalters@oaklandlibrary.org.

Office of Parks and Recreation Summer Employment Opportunities - Through March 5, the Office of Parks and Recreation will be accepting applications for summer employment opportunities. Positions will be available in the Sports Unit, Cultural Arts and Camp programs and the Radical Roving Recreation Program. It should be noted that funding for these employment opportunities do not come from the City's General Fund. To apply, please visit www.oaklandnet.com. For more information, please contact the Department of Human Resources at (510) 238-3112.

Free Tax Preparation Assistance Available at Three Oakland Senior Centers - 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 http://www.oaklandlibrary.org/PR/Tax_Assistance_2012.pdf.

Upcoming Meetings and Events:

City Wide Track and Field program - Every Saturday from 8:00 a.m. - 12:30 p.m., McClymonds High School, 2607 Myrtle Street. McClymonds High School is hosting FREE track clinics in partnership with 100 Black Men. The clinics serve 160 youth between the ages of 5-15 yrs. This event is open to the public and prior registration is not required but suggested. For more information on these clinics, contact Willie White, Youth Track and Field Coordinator, at (510) 238-3897.

Drama Class - Thursdays and Saturdays through June 8, Willie Keyes (Poplar) Recreation Center, 3131 Union St. A 10-week session of classes and clinics on Education Exploration, Bright Beginnings, Performing Arts (dance, art and music) and Science for youth and young adults is being offered. The instructor is Keisha Wright. The Center will host a performance arts community based activity year around. For more information contact Joy Sledge, Program Director, at (510) 597-5042.

Second Session of Jr. Warriors Basketball - March 3 - 31, girls and boys ages 10-13 will be playing at McClymonds High School, Oakland Technical High School and Foster Elementary School. Pee-Wee sites for girls and boys ages 4-10, are Willie Keys Recreation Center, Bushrod Recreation Center, Tassafaronga Recreation Center and Frick Middle School. Registration is still being accepted. For more information on the Jr. Warriors Basketball program and to register, please contact Armond Gray, Youth Sports Coordinator, at (510) 238-6279 or visit www.oaklandnet.com/parks.

Lake Merritt Boating Center - Beginning in March, the Lake Merritt Boating Center, 568 Bellevue Drive, is offering two 10-day programs for "After-School Learn-To-Sail." Youth will learn the fundamentals of sailing with the goal of sailing solo by the end of the program. The two programs will run from late March to early June and again from early May to early June. Each program will offer one or two days of sailing after school each week for approximately two hours per day. This sailing program is offered in partnership with OPR Recreation Centers who will invite up to 14 Oakland youth ages 10 to 17 to participate in each program. Participants are able to enjoy this program free of charge and expenses are paid in full with a grant from the

California State Department of Boating and Waterways. For more information, please contact Kyle Winslow, Boating and Science Coordinator, at (510) 238-2196.

Another Terrific Movie-Lecture Series: Night of the Hunter – A Fairy Tale Nightmare - March 2, Noon, Downtown Oakland Senior Center, 200 Grand Ave. If you love movies with mystery and suspense, hang on to your hat because this 1955 classic delivers! For more information, please call (510) 238-3284.

Toy Town: The Land of Lost Identities - March 2-4, Various Times, Laney College Theater, 900 Fallon St. Toy Town is a Wizard of Oz-like journey into the mind of a teenage girl struggling with family pressures and the world's woes. Follow her into a wild, magical land of lost dolls and action figures, all trapped in a mega superstore. The production features the Destiny Arts Youth Performance Company, a multicultural group of teens who create dynamic productions with professional artists that combine hip hop, modern and aerial dance, theater, song and rap. For more information, please visit www.destinyarts.org/ParentsStudents/events.html.

Oakland Museum's White Elephant Sale - March 3 - 4, 10:00 a.m. - 4:00 p.m., 333 Lancaster St. The legendary White Elephant Sale is held in a 96,000-sq.-ft. warehouse and features quality used items including an extensive offering of vintage clothing, fine jewelry, Asian collectibles, tools, furniture, sporting goods and more. All sale proceeds benefit the Oakland Museum of California. Free shuttle service from the Fruitvale BART station. For more information, please visit www.WhiteElephantSale.org.

7th Annual First in their Field Project - March 7, 10:00 - 11:30 a.m., North Oakland Senior Center, 5714 Martin Luther King, Jr. Way. Students from Hoover Elementary School stand before their beautiful display boards dressed as famous Americans who were pre-eminent in their fields. At the touch of a button on their shoulders, the students assume the character of their famous American including presidents, performers, sports heroes, doctors and inventors. Following the interactive and educational event, the seniors host the students for lunch and provide a book give-away. Donations of new or nearly new books for grades 4-6 are appreciated. For more information, please call the north Oakland Senior Center at (510) 597-5085.

Alice in Oaksterland - March 8 - 10, 15 - 17, 22 - 25, 29 - 31, 8:00 p.m., Laney College Theater, 900 Fallon St. Fusion Theater Company premieres Alice in Oaksterland. Recently relocated to Oakland, Alice follows a white rabbit art car, which sends her on a journey careening down the tunnels by Lake Merritt and deep into her own mind. For more information, please call (510) 501-8529.

The Town Spectacle: A Multi-Interactive Extravaganza - March 9, 6:00 - 9:00 p.m., Oakland Asian Cultural Center, 388 9th St. Seven interactive music and art exhibits. Multiple music and arts interactive stations to make stuff, play stuff and learn something new. For more information, please call (510) 637-0455.

Astronaut Touching Down at 81st Avenue Branch Library - March 10, 1:00 p.m., 81st Avenue East Oakland Community Library, 1021 81st Ave. NASA astronaut Rex Walheim will make a fun and educational presentation that future space explorers, as well as adults committed to Earth-bound careers, are sure to enjoy. The program is part of NASA's "Destination Station" campaign promoting awareness of research on the International Space Station. See attached flyer. For more information, please call (510) 615-5812 or visit www.oaklandlibrary.org.

Volunteer for Oakland - March 10, 1:00 - 4:00 p.m., Oakland City Hall, 1 Frank H. Ogawa Plaza. Learn more about hands-on volunteering with organizations already making a difference in our city. Learn about social justice advocacy opportunities in our city and how you can make positive change in Oakland during this event hosted by Mayor Jean Quan. For more information, please visit www2.oaklandnet.com/Government/o/Mayor/index.htm.

Piedmont Ave. Branch Library's 80th Birthday - March 10, 2:00 - 5:00 p.m., Piedmont Ave. Branch, 160 41st Ave. The celebration features live jazz, refreshments and children's activities. Dress in your best 1930s outfit to mark the decade when the Branch opened. The best dressed guest will win a special prize. In conjunction with this milestone celebration, Branch Manager Jenera Burton is collecting drawings, poems and other written materials about the Piedmont Branch. Submissions can be sent using the online form at <http://bit.ly/wDUd3i>. For more information, please call the Piedmont Ave. Branch at (510) 597-5011.

Consumer Fraud: Scams Targeting Seniors and Tips for Protection and Prevention - March 14, 2:30 -3:30 p.m., Bradley C. Walters Community Room, Main Library, 125 14th St. The Oakland Public Library (OPL) is offering a free course geared to senior citizens to help them avoid consumer fraud and other scams. Part of OPL's ongoing E-Government Literacy at the Library program, the course will be presented by Legal Assistance to Seniors. For more information, please call (510) 238-3138 or visit www.oaklandlibrary.org.

Oakland East Bay Symphony Concert: Stops on the Orient Express - March 16, 8:00 p.m., Paramount Theatre, 2025 Broadway. The program opens with Schubert's delightful *Overture in C Major* and continues with composer Ned Rorem's *Letters from Paris*. Andrew Sords makes his debut with OEBS playing one of the greatest concertos ever written, Brahms' richly harmonic *Violin Concerto*. For more information, please visit www.oeb.org.

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 contact Nicole Jones at (800) 447-4475, ext. 3011 or via email njones@girlscoutsnorcal.org.

AARP Driver Safety Class - May 4 & May 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

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encouraged as classroom size is limited. For more information, please call the Downtown Oakland Senior Center at (510) 238-3284.

Respectfully submitted,

/s/
DEANNA J. SANTANA
City Administrator

Attachment

cc: Agency/Department Directors
Media List

NASA at Oakland Public Library!



Saturday
March 10,
2012
1:00 p.m.

**81st Avenue
East Oakland
Community Library**
1021 81st Avenue
(510) 615-5812

The space shuttle may no longer fly, but NASA is thriving. Listen to an astronaut talk about the space station. Ask questions and take pictures. Maybe you'll be in the next generation of astronauts!

Please refrain from wearing scented products. To request sign interpretation or other accommodation, call above or (510) 238-3254 (TTY) at least 5 working days prior to event.



FREE www.oaklandlibrary.org

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