



MEMORANDUM

TO: HONORABLE MAYOR &
CITY COUNCIL

FROM: Deanna J. Santana

SUBJECT: City Administrator's Weekly Report

DATE: April 20, 2012

INFORMATION

Following are the key activities to be highlighted this week:

Oakland Police and Community Members Participate in Second Community CompStat Meeting – On April 19, approximately 100 community members attended the Police Department's second Community CompStat Meeting of 2012 at the North Oakland Senior Center. During the meeting, which focused on beats 6,7,8,10,11,12x, a variety of issues were examined in the Police Department's Bureau of Field Operations. The meeting served as an opportunity for community members to observe the analytical and detailed approach Commanders and Officers take to address crime within these beats. CompStat is a multidimensional approach to crime reduction and resource management. This technique maps and analyzes crime trends in areas for the specific purpose of developing crime reduction strategies through a wide array of methods and involvement. For more information, please contact the OPD Media Relations Office at (510) 238-7230 or opdmedia@oaklandnet.com.

Volunteers Lend a Hand to Clean & Beautify Oakland – On April 21, from 9:00 a.m. until Noon, over 4,000 volunteers are expected to participate in Oakland's 18th annual Earth Day event, the City's largest volunteer event. The event will take place at over 90 locations through the City, providing volunteers an opportunity to beautify Oakland's parks, creeks, street medians and community gardens. Activities include removing litter, weeding non-native invasive plants, removing graffiti and planting. The first 3,000 volunteers will receive a complimentary *Chinook Book* that includes over 350 coupons for local, green businesses in the East Bay. In addition to beautifying public spaces and keeping litter off our City's streets and out of our waterways, Earth Day is a fun event for participants of all ages. Earth Day is sponsored by the City of Oakland Public Works Agency, with support from the Alameda County Flood Control and Water Conservation District. For more information about the event and a complete list of volunteer locations and interactive site map, call (510) 238-7611 or visit our website at www.oaklandearthday.org.

Oakland Police Department Media Relations Unit Holds "Media Roundtable" – Given the recent high volume of interaction between the Oakland Police Department with local, national, and international media surrounding high profile incidents, on April 18, the Oakland Police

Department's Media Relations Unit held a Media Roundtable. At this Roundtable, members of the local media (television, print and radio) joined Department and City of Oakland public information officers to discuss how news coverage and information can more efficiently and effectively be shared. Through discussion of past critical incidents, several ways of improving cooperation, practice, and relationships were identified, including: increasing public information officer availability during normal and critical incident operations, facilitating improved crime scene access, and increasing rapport and communication between the City and media representatives. The meeting was well appreciated and productive. This particular session was the third of such small group media roundtable meetings held at the Police Department/City Hall within the last three months and there are plans for these meetings to continue in the future. For more information, please contact Sergeant Chris Bolton at (510) 238-3131, or cbolton@oaklandnet.com.

Public Safety Alert Kidnapping and Sexual Assault – On April 15 at 3:00 a.m., a 34- year old female reported that she was leaving a residence in the 2800 block of Lake Shore Avenue. As she was walking home, a vehicle pulled along-side of her and the driver directed her to get into his vehicle. However, the victim continued to walk. The victim reported the driver, who was a stranger, stopped his vehicle, got out and approached her on foot. The suspect grabbed her and physically forced her into his vehicle. The suspect then drove the victim to an undisclosed area in Oakland and sexually assaulted her in his vehicle. The suspect then pushed her out of the car and drove off. The suspect was physically violent toward the victim during the incident. The suspect is described as an African American male, approximately in his early 20's, driving a dark four door colored sedan. As a safety reminder:

- Always be aware of your surroundings. Don't be distracted by cell phones and electronic devices;
- Stay in well-lit and populated areas;
- Be especially alert when entering and exiting your vehicle;
- Remember to lock your car door after entering your vehicle; and
- If someone or something looks suspicious call the police.

The Oakland Police Department and Crime Stoppers of Oakland are offering a reward of up to \$5,000.00 for information leading to the arrest in this case. Anyone with information is asked to contact the Youth and Family Service Division at (510) 238- 3641 or the Tip Line at (510) 637-0298. For more information, please contact the Media Relations Office at (510) 238-7230 or opdmedia@oaklandnet.com.

Celebrating 160 Years of Oakland Love – Between April 27 and May 4, the City of Oakland will host a week-long series of events commemorating the City's 160th Birthday. Officially incorporated on May 4, 1852, Oakland has welcomed and inspired generations with its rich history, unparalleled diversity, lush landscape, vibrant neighborhoods and forward thinking policies. Celebrating what people love most about Oakland, the 160th Birthday events highlight the City's diverse history, arts, music, cuisine and neighborhoods that are the heart & soul of the City. For more information, see the attached flyer or contact Samee Roberts, Marketing Manager at (510) 238-2136 or sroberts@oaklandnet.com.

Fire Station 18 Certified as an Alameda County Certified Green Business – Fire Station 18, the City's newest Fire Station, has been officially certified as an Alameda County Certified Green Business. This certification was achieved in part because of efficient and forward-thinking design and construction, including energy-efficient lighting and water-saving appliances. However, these green design elements are not enough to achieve Green Business certification. To be recognized as a Green Business, City staff who operate, maintain, and occupy the building have to adopt and embrace environmentally sound standards and behavior, including purchasing least-hazardous cleaning products, using recycled products whenever possible, and being diligent about recycling their trash. Public Works and Fire Department staff have worked together during design, construction, operations and maintenance to make Fire Station 18 a showplace for green operations. For more information, please contact Mark Gomez, Environmental Program Supervisor at (510) 238-7314.

Mini-Earthquake Preparedness Festival – On April 12, the Fire Department hosted a mini-Earthquake Preparedness Festival in Frank Ogawa Plaza in an effort to educate the community on the importance of being prepared. Chief Teresa Deloach Reed was in attendance and offered opening remarks. Chief Reed reminded participants of the vital components needed for a survival kit. This includes having enough food and water to last at least 72 hours for every individual in their household. The event also included a fire rescue demonstration presented by USAR (Urban Search and Rescue) who lowered two Firefighters from the 16th floor of City Hall, and a basket simulating high angle rescue. These actions demonstrated some of the disciplines of the FEMA Urban Search and Rescue Task Force 4 Team, which is 1 of 28 teams in the Nation. Other organizations that participated in the event include the American Red Cross and CORE. For more information, please contact Deputy Chief Mark Hoffman at (510) 238-4053 or at mhoffman@oaklandnet.com.

Hegenberger Bridge Seismic Retrofit Project – This week, the Public Works Agency received funding approval to proceed with bidding and awarding the Hegenberger Bridge Seismic Retrofit project. The estimated construction cost of this project is \$8.6 million and is federally funded. Its construction has been coordinated with Union Pacific, and BART with its Oakland Airport Connector project. Construction is expected to start later this year. This project is part of a federally-funded bridge retrofit program in Oakland that funds improving 12 bridges at an estimated cost of \$54 million. A summary status of the other 11 bridge projects are as follows: 6 bridge projects have been completed; 2 are under construction and 2 are ready to be advertised for bids pending right-of-way agreements with the Port of Oakland and a railroad company. One historical bridge structure is under design and is expected to be in construction next year. For more information, please contact Gus Amirzehni at gamirzehni@oaklandnet.com.

Oakland Fund for Children and Youth Survey – Oakland Fund for Children and Youth (OFCY) is forming working groups to provide input and guidance into their strategic planning process, and is soliciting the community for participation. OFCY will host four Strategic Planning Working Groups, organized to identify priority needs and strategies to be incorporated into the new strategic plan and to be implemented through the upcoming 2013-2016 funding cycle. The strategic plan will guide the implementation of the four goals of OFCY's authorizing legislation, and the working groups will be organized to identify and prioritize current service

needs, gaps and promising strategies to address OFCY's goals. To help organize these groups, the community has been asked to complete a brief survey. Interested respondents will then be contacted by April 20 to set up meetings for May and June 2012. For more information, please contact Mike Wetzel, OFCY Coordinator, at (510) 238-3242 or mwetzel@oaklandnet.com.

May is "Older Americans Month" – On May 16 from Noon to 1:30 p.m., the Department of Human Services will host the Annual Older Americans Month Celebration on Frank H. Ogawa Plaza. Please join Mayor Jean Quan as we celebrate the leadership, creativity, and contributions of our diverse senior residents. This year's celebration will include music, information, refreshments and fun. The City of Oakland is home to the most culturally diverse senior residents in Alameda County, the seniors in Oakland choose to live in our City to access the variety of social, political, cultural and spiritual opportunities. The Oakland Department of Human Services has programs to help seniors live independently in our beautiful city. For more information, please contact Tammy Siu, Aging and Adult Service Manager, at (510) 238-6137.

7th Annual Walk to End Poverty: Take the Power of 10 Challenge – On May 19, take a stand to end poverty by committing to the "Power of 10 Challenge" and form a team of 10 for the 7th Annual Walk to End Poverty. This FREE event is being hosted by the Alameda County Oakland Community Action Partnership to raise awareness and educate all Alameda County residents about the social factors that impact poverty. Registration begins at 9 a.m. at the Lake Merritt bandstand across from the Garden Center, located at 666 Bellevue Avenue. The walk starts at 10 a.m. and the first 500 attendees who bring a non-perishable food item to donate to the Alameda County Community Food Bank will receive a free t-shirt. Immediately following the walk, a community fair will be held to educate and inform the community about available programs, services, and opportunities for those who qualify. Enjoy live entertainment provided by local artists who are committed to social change. Local elected officials will also be on hand to share their ideas and position on how we can collectively work together to address poverty– because together we can make a difference! For more information, please contact Estelle Clemons, OCAP Manager, at (510) 238-3597 or visit www.OaklandCAP.org.

Cultural Funding Program Applications Now Online – Applications for the 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, please contact Steven Huss, Cultural Arts Manager at (510) 238-4949 or shuss@oaklandnet.com. Additional information about the program, and links to the online applications can be found at: <http://bit.ly/HkKoNa>.

Information Memorandums:

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

StopWaste.Org Energy JPA – The Board of StopWaste.org directed staff to pursue an agreement for the creation of an energy-focused joint powers authority to develop a more formal

countywide governance structure for seeking and implementing energy-related grants/funds.
<http://www2.oaklandnet.com/w/OAK034582>

Upcoming Meetings and 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 (OEBS) 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

Earth Day at Mosswood Recreation Center – April 21, 9:00 a.m. – Noon, Mosswood Recreation Center, 3612 Webster Street. Mosswood Recreation Center will host an Earth Day Park Clean Up where all community members are welcome! For more information, please contact Elena Bermeo, Program Director at (510) 597-5038.

Earth Day at the Skate Park – April 21, DeFremery Recreation Center, 1651 Adeline Street. DeFremery Recreation Center will host Earth Day Skate at the skate park. This event is catered towards children 5 years old and up and local skaters. For more information, please contact Valorie Winn, Recreation Director at (510) 238-7739.

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. The Tour's guide will be arts writer Marianna Stark. For more information, please visit: <http://oaklandartmurmur.org/calendar/saturday-stroll>.

Healthy Kids Day & Youth Triathlon! – 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.

Celebrating 160 Years of Oakland Love – April 27 - May 4, Frank H. Ogawa Plaza. The City of Oakland will host a week-long series of events commemorating the City's 160th birthday. Officially incorporated on May 4, 1852, Oakland has welcomed and inspired generations with its rich history, unparalleled diversity, lush landscape, vibrant neighborhoods and forward thinking policies. Celebrating what people love most about Oakland, the events highlight the City's diverse history, arts, music, cuisine and neighborhoods that are the heart & soul of the City. For more information, see the attached flyer or contact Samee Roberts, Marketing Manager, at sroberts@oaklandnet.com or (510) 238-2136.

The California Preservation Conference – May 3 – May 6, Oakland Marriott City Center. Three days of education and networking with 125 speakers and 500+ expected attendees. Educational sessions cover a range of topics such as preservation basics, economic development, new technologies for historic buildings, planning for change, industrial reuse and preservation in the 21st Century. For more information, please visit: www.californiapreservation.org.

Oakland Police Department Open House – May 4, 5:00 p.m. to 7:30 p.m., Police Administration Building, 455 7th Street. For the first ever, the Oakland Police Department will host an Open House of the Police Administration Building. During this event, community members will have an opportunity to meet members of the organization, learn all about the different services OPD has to offer, get to know other members of the community, and meet the Chief of Police and his executive team. For more information, please contact Yolanda Morris at ymorris@oaklandnet.com or Lea Rubio at lrubio@oaklandnet.com.

Northern California MegaRegion Summit – May 4, Noon to 6:00 p.m. Jack London Market Building, 55 Harrison Street. Now in its third year, the MegaRegion Summit will gather business leaders, labor representatives, industry experts, technology innovators, government leaders, educators, development planners, and community partners to brainstorm solutions, identify obstacles, and develop strategies to keep the Northern California region competitive. This year, the program will provide something for everyone, with a selection of themed mobile workshops that allow participants to explore Oakland – the thriving city at the heart of the Northern California MegaRegion. For more information, please visit: oaklandchamber.com.

KONO Celebrates the City's 160th Birthday with a New Look – May 4, 4:00 p.m. to 6:00 p.m., Shadravan Studios, 2435 Telegraph Avenue. Please be our guest at our May 4 beautification celebration for the KONO commercial district and help us celebrate Oakland's 160th birthday with a new look. For more information, please email shari@koreatownnorthgate.org or call (510) 343-5439.

Mother's Day Tea at DeFremery Recreation Center – May 5, 1651 Adeline Street. Please join DeFremery Recreation Center for their \$5 Mother's Day Tea. Homemade desserts and sandwiches will be provided. Guests may bring their own table setting and have the option to dress to impress. For more information on this wonderful occasion. For more information, please contact Valorie Winn, Recreation Director at (510) 238-7739.

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 – May 12, 8:30 a.m.-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.

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National Safe Boating Week Open House – May 19, 11:00 a.m. to 5:00 p.m., Lake Merritt Boating Center, 568 Bellevue Avenue. Join us at Lake Merritt to learn about Boating Safety and enjoy free boat rentals to celebrate National Safe Boating Week! All ages and abilities welcomed. Sponsored by the California Department of Boating & Waterways. For more information visit www.sailoakland.com.

Respectfully submitted,

/s/
DEANNA J. SANTANA
City Administrator

Attachment

cc: Agency/Department Directors
Media List



160th Birthday CELEBRATION

The City of Oakland will host **"Celebrating 160 Years of Oakland Love,"** a week-long series of events to take place April 27 - May 4 commemorating the City's 160th birthday. Officially incorporated on May 4, 1852, Oakland has welcomed and inspired generations with its rich history, unparalleled diversity, lush landscape, vibrant neighborhoods and forward-thinking policies.

Celebrating what people love most about Oakland, the 160th birthday events highlight the city's diverse history, arts, music, cuisine and neighborhoods that are the heart and soul of the city - and what prompted the New York Times to recently rank Oakland the #5 place to visit in the world.



Celebrating 160 Years of Oakland Love! Schedule of events to be held in Frank Ogawa Plaza:

Friday, April 27, 12 noon - 1:30 pm Come Out & Play the OPR Way!

Celebrating the launch of 2012 spring/summer recreation season. Information tables, games, live performances and release party for OPR's 2012 Summer Program Guide.

Monday, April 30, 12 noon - 1:30 pm Oakland Loves the Arts!

Celebrating the vast artistry of Oakland - one of the nation's largest and most diverse arts communities. Live performances by grantees from the City's Cultural Funding Program. Special performance by Oakland School for the Arts from their current production of *Les Miserables*.

Tuesday, May 1, 12 noon - 1:30 pm, Council Chambers, Oakland City Hall Oakland Loves its History!

Celebrating Oakland history before and after its incorporation in 1852. History presentations and readings, film screenings and City Hall tours.

Wednesday, May 2, 12 noon - 1:30 pm Oakland Loves Dance!

Celebrating Oakland as the regional center for ethnic and urban dance. Live performances by local dance troupes presented by Carla Service and Dance-A-Vision, producers of the World Dance Stage at Oakland's annual Art & Soul festival.

Thursday, May 3, 12 noon - 1:30 pm Oakland Loves Music!

Celebrating Oakland's rich musical heritage and emerging talent in tribute to the late jazz great Khalil Shaheed. Free concert featuring "Friends of Khalil Shaheed All-Stars" and Oaktown Jazz Workshops.

Friday, May 4, 11:30 am - 1:30 pm City of Oakland 160th Birthday Finale

Birthday cake cutting with Mayor Jean Quan and City Administrator Deanna J. Santana at 11:30a. Live music with the Bay Area Blues Society, dance, speakers, history displays, City Hall tours and community birthday card. "Inspire Oakland" billboard design winners presented by Oakland Digital Arts Literacy Center.



Admission to all events is free. For complete lineup and more information, visit www.oaklandnet.com or call 510-444-CITY.

CITY OF OAKLAND



160th BIRTHDAY CELEBRATION

