



## *MEMORANDUM*

**TO:** HONORABLE MAYOR &  
CITY COUNCIL

**FROM:** Deanna J. Santana

**SUBJECT:** City Administrator's Weekly Report

**DATE:** June 1, 2012

### **INFORMATION**

Following are the key activities to be highlighted this week:

***The City of Oakland, U.S. Attorney's Office, and Bureau of Alcohol, Tobacco, Firearms and Explosives (ATF) Announce Results of Joint Operation*** – On Tuesday, May 29, the results of a long term pro-active enforcement operation, designed to address violent crime in our City, were announced during a press conference in Oakland. “Operation Gideon III,” is an ATF multi-pronged initiative designed to target and remove violent offenders and to dismantle criminal organizations and robbery crews operating in Oakland. Some of the most experienced undercover special agents were deployed to team up with local ATF special agents and officers from the Oakland Police Department (OPD) to conduct organized, covert law enforcement operations for a 120 day period to aggressively combat violent crime committed by career criminals. As a result of the operation, 60 suspects were charged by complaint or indictment federally. The operation also resulted in the seizure of 92 firearms, along with approximately three kilograms of methamphetamine, two kilograms of marijuana, one kilogram of heroin and a half kilogram of crack cocaine. At Tuesday’s press conference, Police Chief Howard Jordan, Mayor Jean Quan, and City Administrator Deanna J. Santana were joined by Congresswoman Barbara Lee, United States Attorney Melinda Haag, Acting ATF Special Agent in Charge Scot C. Thomasson, as well as local law enforcement agency partners. For more information, please contact the Oakland Police Department Media Relations Unit at (510) 238-7230 or [opdmedia@oaklandnet.com](mailto:opdmedia@oaklandnet.com).

***Oakland Police Department and the City of Oakland Continue to Make Efforts to Increase Public Safety*** – On May 25, the OPD held a press conference addressing recent arrests, gun recoveries and improved Shot Spotter technology being used by the Oakland Police Department. Police Chief Howard Jordan commended officers for their hard work and recent arrests of 31 criminals connected to downtown robberies, attempted robberies, multiple burglaries throughout the City, shootings, and sexual assaults. As a result of these efforts, in the last two weeks, downtown and West Oakland robberies have decreased by 36%, and since January of this year, over 340 illegally possessed or illegal firearms have been recovered. The improved technology provides maps in patrol cars indicating location and addresses where gunshots are heard. Shot Spotter technology delivers instant, accurate alerts of gunfire – within 45 seconds of occurrence – directly to the patrol officer. In addition to an exact time and number of rounds fired, a location

(including a street address) is displayed within 25 meters of the gunfire. Officers and dispatchers have the ability immediately play the audio recording of gunfire. The OPD's strategies, dedication and partnerships demonstrate steps the Department is taking to continue using new technology to better respond to incidents of violence, locate suspects and victims of crime, gather evidence, and make arrests. In the past two weeks:

- 8 suspects arrested in connection to downtown robberies and attempted robberies;
- 9 suspects arrested in connection to burglaries throughout the City;
- 8 suspects arrested for felony shootings, sexual assaults, robbery and attempted robbery;
- 6 suspects arrested in connection to illegally possessed weapons; and,
- 13 gun recoveries.

For more information, please contact the Media Relations Office at 510-238-7230 or [opdmedia@oaklandnet.com](mailto:opdmedia@oaklandnet.com). To view the press conference, visit <http://bit.ly/LMgMZ1>.

***City of Oakland Receives Distinguished Budget Presentation Award*** – The Government Finance Officers Association of the United States and Canada (GFOA) presented a Distinguished Budget Presentation Award to the City of Oakland for its biennial budget for the period beginning July 1, 2011. This award represents a significant achievement by the City. It reflects the commitment of the governing body and staff to meet the highest principles of governmental budgeting. In order to receive the award, the City had to satisfy nationally recognized guidelines for effective budget presentation. These guidelines are designed to assess how well a City's budget serves as: 1) a policy document; 2) a financial plan; 3) an operations guide; and 4) a communications device. GFOA is a nonprofit professional association serving nearly 17,400 government finance professionals throughout North America. The GFOA's Distinguished Budget Presentation Awards Program is the only national awards program in governmental budgeting. For more information, please contact Sabrina Landreth, Budget Director/Deputy City Administrator, at (510) 238-4936 or [slandreth@oaklandnet.com](mailto:slandreth@oaklandnet.com).

***Deploying Geographic Information Systems Applications to the Cloud*** – The Department of Information Technology (DIT) is in the process of redeploying public facing Geographic Information Systems (GIS) web applications to an Amazon Cloud Computing environment. The Amazon Cloud solution provides on-demand server and storage capacity to increase and decrease computing requirements as needed. This changes the cost of DIT consuming server and storage resources by paying only for capacity that is actually needed rather than purchasing for peak capacity that may not be used. Through collaboration with other City Departments, DIT is working to deploy several new applications to the Cloud. A completely revamped Planning, Building & Neighborhood Preservation Map Viewer will generate detailed property reports that include assessor parcel information, zoning, historic resources and environmental details about the property, encouraging investment in our City. Additionally, a new Council District Locator will also be developed to improve the look and feel of the user experience. These first two applications are set to be deployed in July 2012. For more information, please contact Julian Ware at (510) 238-6744 or [GISsupport@oaklandnet.com](mailto:GISsupport@oaklandnet.com).

***Cesar Chavez Park Revitalization Project Groundbreaking*** – On Tuesday, May 29, the City of Oakland hosted a groundbreaking ceremony to kick-off the Cesar Chavez Park revitalization project. In 2011, the City of Oakland received a grant from the State of California's Proposition 84 grant program to renovate Cesar Chavez Park. With community design support from the Unity Council, the park renovations will create new opportunities for use by residents of all ages. Improvements include a new playground for older children, basketball court, community garden, exercise equipment, walking pathway, artificial turf play field, Futbol Rapido court, hard-court play area, new BBQ areas and a stage. For more information, please contact Denise Louie, Capital Improvement Program Coordinator at (510) 238-3682 or at [dlouie@oaklandnet.com](mailto:dlouie@oaklandnet.com).

***Navy Volunteer Project*** – On Friday, June 1, 50 Navy recruiters from Northern California will work on two community improvement projects in East Oakland. At the Bancroft Median from 73<sup>rd</sup> to 88<sup>th</sup> Avenues, the sailors will weed, do litter abatement and spread mulch. At the Melrose Library, located at 4805 Foothill Blvd., the Navy recruiters will remove the lawn in the back yard and remove non-native plants. Staff will be supporting these events with tool loans and debris pickup. For more information, please contact Christine Ralls, Public Information Officer at (510) 238-6260 or [cralls@oaklandnet.com](mailto:cralls@oaklandnet.com).

***Food Distribution for Low Income Families and Seniors*** – On Friday, June 22, the Department of Human Services' Hunger Program is sponsoring a food distribution for low income families and seniors at multiple sites throughout Oakland. Bags consist of frozen poultry, fresh produce and dried goods. Each bag weighs approximately 15 pounds. To be eligible, families must reside in one of the 7 Community Development Districts in the City of Oakland and show proof of residence. Please visit [www.oaklandhumanservices.org](http://www.oaklandhumanservices.org) for specific site locations and check with the site for distribution times.

***Oakland Animal Services to Participate in Maddie's Adoptathon*** – On Saturday, June 9 from 10:00 a.m. to 8:00 p.m. and Sunday, June 10 from 10:00 a.m. to 5:00 p.m., Oakland Animal Services (OAS) will take part in Maddie's Matchmaker Adoptathon. Throughout the weekend, dog, cat, puppy and kitten adoptions will be FREE to qualified homes and OAS will earn a generous donation of \$500 to \$2,000 from Maddie's Foundation for every successful adoption. OAS raised \$99,000 from this event last year and hopes to raise even more this year. Oakland Animal Services is located at 1101 29th Avenue. For more information, visit [www.oaklandanimalservices.org](http://www.oaklandanimalservices.org) or call (510) 936-2793.

### **Information Memorandums:**

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

***Construction Alert: Kaiser Hospital Paving Work*** – Major resurfacing of the MacArthur Boulevard/Piedmont Avenue intersection will take place from Monday, June 4 to Saturday June 9. The construction will require the closure of lanes on MacArthur and approaches on Piedmont, and congestion is expected. <http://www2.oaklandnet.com/w/OAK035092>.

***Oakland-Alameda County Coliseum Authority Leave Revenue Bond Refunding Market Pricing*** – The purpose of this informational report is to provide the City Council with an update on the recent pricing for the Oakland-Alameda County Coliseum Authority Refunding Bonds. <http://www2.oaklandnet.com/w/OAK035016>.

**Upcoming Meetings and Events:**

***Bites Off Broadway*** – Continuing every Friday through October 12, 5:30 p.m. to 8:30 p.m. Studio One Art Center, 365 45<sup>th</sup> Street. Bites Off Broadway will include food, live music, games and family entertainment every Friday evening while the weather is good. For more information, please contact Karis Griffin, Recreation Supervisor (510) 597-4027.

***13<sup>th</sup> Annual Spring Community Flea Market*** – Saturday, June 2, 8:00 a.m. – 3:00 p.m., North Oakland Senior Center, 4714 Martin Luther King, Jr. Way. To reserve space, volunteer or donate to the Spring Community Flea Market, please contact the North Oakland Community Center at (510) 597-5085.

***Messengers4Change and 100 Women Against Violence to Host 100% Strong Peace Event and Gun Buyback*** – On Saturday, June 2, 10:00 a.m. – 4:00 p.m. Members of the community will be marching from East Oakland (100<sup>th</sup> Avenue/International Blvd.) and West Oakland (City Hall) to culminate at De La Fuente Plaza in the Fruitvale for a peace rally, resource fair and gun buyback. Both walks begin promptly at 10:00 a.m. and the event will run from Noon to 4:00 p.m. The objective is to engage the community in violence prevention and to inform the community of the multitude of resources and services available to them. For more information please contact Jennifer Argueta at (510) 238-2056 or [jargueta@oaklandnet.com](mailto:jargueta@oaklandnet.com). For more information about Messengers4Change, please visit: [www.messengers4change.org](http://www.messengers4change.org).

***East Bay Open Studios*** – Saturday, June 2— Sunday, June 3, 11:00 a.m. - 6:00 p.m. and Saturday, June 9—Sunday, June 10, 11:00 a.m. - 6:00 p.m. During the first two weekends in June, and throughout the year by appointment, East Bay Open Studios connects the public with over 400 artists in 14 cities in the East Bay. Since 1979, this event remains the largest art event in the region and draws an annual audience over 50,000! [Download your Directory with maps](#) here.

***Jack London Annual Neighborhood Clean Up*** – Sunday, June 3, 9:00 – 1:00p.m. Jack London District Association will host their annual Trash Bash. 50 volunteers from the area will do litter, weed & graffiti abatement throughout the Jack London District. A community celebration will follow. For more information, please visit: <http://www.jlda.org/>.

***Once Upon A Time--Adults Only Costume Party at Children's Fairyland*** – Thursday, June 7, 6:30-9:30 p.m., Children's Fairyland on the shore of Lake Merritt at Grand Avenue. Last year, Children's Fairyland welcomed over 500 guests, and raised over \$67,000 for their renowned storybook theme park, which celebrates imagination and literacy. Details and tickets at [fairyland.org/support\\_fairyland/annual\\_gala\\_dinner.htm](http://fairyland.org/support_fairyland/annual_gala_dinner.htm).

***Movies in the Park at Redwood Heights Recreation Center*** – Friday, June 8 and Friday, June 22, at Dusk, 3883 Aliso Avenue. Bring your lawn chairs, blankets and the whole family for these great family favorites: Friday, June 8— *Chicken Little*, Friday, June 22—*Puss In Boots*. Popcorn and hot chocolate for sale, proceeds support the Redwood Heights Recreation Center scholarship fund.

***The Great American Backyard Campout*** – Saturday, June 23, 2:00 p.m. – June 24, 10:00 a.m., Joaquin Miller Park, 3594 Sanborn Drive. Turn off televisions, iPods, video games, computers and cell phones to connect with nature, family and friends at The Great American Backyard Campout. The Campout, a national overnight event sponsored by the National Wildlife Federation, encourages families, youth and individuals to campout overnight in their backyards or local parks and discover the fun of being in the great outdoors! For more information, please contact Stephanie Benavidez at (510) 238-6644 or [sbenavidez@oaklandnet.com](mailto:sbenavidez@oaklandnet.com).

***Auditions for Sobrante's Got Talent*** – Saturday, June 23, 3:00 - 5:00 p.m., Madison Middle School Auditorium, 400 Capistrano Drive. The Sobrante Park Resident Action Council and the Alameda County Public Health Department present the 2<sup>nd</sup> Annual Sobrante's Got Talent on June 23. \$200 grant prize in each of four categories: Singing, Dancing, Other and Family. For more information, please contact Allen at (510) 636-4111 or email [sbranteparktalentshow@gmail.com](mailto:sbranteparktalentshow@gmail.com).

***Summer Sailstice Boating Open House*** – Saturday, June 23, 5:00 p.m. – 7:00 p.m., Lake Merritt Boating Center, 568 Bellevue Ave. Enjoy free boat rentals on Lake Merritt in celebration of the Summer Solstice! All ages and abilities welcomed! Stay out late and boat until 8:00 p.m! For more information, please visit [www.sailoakland.com](http://www.sailoakland.com) or contact [sherbelin@oaklandnet.com](mailto:sherbelin@oaklandnet.com).

***Oakland Jr. Giants League*** – Begins June 25 at various recreation centers. Registration is free. For more information on locations and registration options, please contact Armond Gray, Youth Sports Coordinator at (510) 535-5608.

***Making Public Service Meaningful*** – June 27-29, Merritt College, 12500 Campus Drive. A two-day seminar sponsored by the Martin Luther King Jr. Freedom Center and California State University Department of Public Administration. This seminar will inspire and prepare public sector employees to see themselves as servants of the public, and for them to see the public as essential partners in their interactions with the agency and, to see the public as advocates for the mission of the agency. Open to public employees and the general public. Cost is \$150 per person. To register, please visit: <http://newpublicservice.eventbrite.com/>. For more information, please visit <http://www.mlkfreedomcenter.org/seminar> or call (510) 434-3988.

***Play Day On The Plaza*** – Friday, June 29, 11:00 a.m. – 2:00 pm, City Hall Plaza, 1 Frank H. Ogawa Plaza. Learn to Play the OPR Way! Free games, activities, jumpers & face painting. For more information, please call (510) 597-5042.

Respectfully submitted,

/s/

DEANNA J. SANTANA  
City Administrator