



MEMORANDUM

TO: HONORABLE MAYOR &
CITY COUNCIL

FROM: Deanna J. Santana

SUBJECT: City Administrator's Weekly Report

DATE: September 14, 2012

INFORMATION

Following are the key activities to be highlighted this week:

“Oakland Loves Our Sports Teams” Spirit Week – Running from September 10 to 14, “Oakland Loves Our Sports Teams” Spirit Week was a civic pride campaign saluting the Oakland A’s and Oakland Raiders, both of which had home games that week, for being irreplaceable civic treasures that add significantly to the economy, identity, pride and culture of Oakland, Alameda County and the entire East Bay region. To ensure that the teams see and hear the message that “Oakland Loves Our Sports Teams,” the City of Oakland led the charge to galvanize public support. During Spirit Week, fans were encouraged to dress in their favorite Oakland team colors, pose with friends, family and co-workers at various Oakland locations and share their images on the City’s Facebook page at www.facebook.com/CityofOakland. The City of Oakland produced a colorful rally card for fans to display at home or work, and teamed up with local business and merchant groups to circulate to shops, businesses and public venues all over town. The pre-printed cards were handed out a variety of events and a downloadable version is also available online from both the City’s website (www.oaklandnet.com) and SaveOaklandSports (www.saveoaklandsports.org). To read the media release, please visit www2.oaklandnet.com/w/oak037753. For more information, please contact Jay Alan, Mayor’s Office, at (510) 238-7439 or mayorsmedia@oaklandnet.com.

Sundays in the Redwoods Concert Series Launches – On September 16, the Office of Parks & Recreation (OPR) launches its annual Sundays in the Redwoods Concert Series at 2:00 p.m. with Symphony Sunday featuring a performance by the East Bay Symphony at the Lakeside Park Garden Center, 666 Bellevue Avenue. The series continues through October 14, with weekly live performances beginning at 2:00 p.m. at the Woodminster Amphitheater, 3300 Joaquin Miller Road. Musical themes include World Music Day, Soul is Key, The Rhythm Section and Talking all that Jazz. Limited quantities of tickets are available for purchase at the OPR office and online at <https://www.trilogyticketing.com/oakland/>. For more information, please contact Karis Griffin, Recreation Supervisor, at (510) 238-3052.

OPD Offers Tips on Robbery Prevention and Awareness – Since early September, Oakland Police Department (OPD) enforcement efforts have been focused in areas where these efforts are likely to deter crime and apprehend offenders. While these efforts have netted nearly a dozen robbery or firearm-associated arrests and firearm recoveries over this past weekend, incidents of

robbery remain high. OPD is asking for the community's awareness and assistance in order to reverse this trend. Victims of recent street robberies in Oakland were most often targeted for their known possession of smartphones or tablets. Avoid strolling unaware while texting, surfing or talking on a high-dollar-value cell phone. Be aware of your surroundings and trust your instincts; avoid circumstances that intuitively make you uneasy or susceptible. Take the time to record the serial numbers of your personal electronic devices, and keep the information somewhere, or with someone, to access in case the device is taken in a robbery, burglary or theft. Have this information available when making a report to police. Consider installing owner-managed tracking software on applicable personal electronic devices to assist with recovery. Call the OPD non-emergency number, (510) 777-3333, to report suspicious persons, vehicles or circumstances. Be as descriptive as possible. Even if the information is insufficient to cause a detention or arrest at that time, the information is valuable to establish investigative leads that may lead to arrests. For an emergency crime in progress, call 911 or (510) 777-3211 by cell phone to be connected directly to the Oakland Police Department's Communications Section. Dialing 911 on a cell phone connects the caller to the California Highway Patrol and may cause delay. Call 535-GUNS (4867) to leave an anonymous message regarding illegal gun possession, use or sales. For more information, please contact the OPD Media Relations Office at (510) 238-7230 or at opdmedia@oaklandnet.com.

Oakland's First Youth Poet Laureate Announced by Oakland Public Library – On September 11, the Oakland Public Library announced that 18-year-old Stephanie Yun was selected as the City of Oakland's first ever Youth Poet Laureate. As winner of the very competitive contest, Ms. Yun will receive a \$5,000 scholarship and the opportunity to officially represent the Oakland community through poetry, media and public appearances. A lifelong Oakland resident, Ms. Yun is a recent graduate of Skyline High School. California poet laureate Juan Felipe Herrera, a judge in this inaugural competition, called Stephanie "a breakthrough poet." Miss Yun will be crowned Youth Poet Laureate during the Life is Living Festival, a public event to be held on Saturday, October 13, from Noon to 1:00 p.m. at deFremery Park, 1651 Adeline Street. To read the media release, please visit www2.oaklandnet.com/OAK037752. For more information, please contact Amy Sonnie, Teen Outreach Librarian, at (510) 238-7233 or asonnie@oaklandlibrary.org.

Sewer Fee Increase Postponed – Postponed until January 1, 2014, the approved 16 percent sewer service fee increase was originally slated to take effect on January 1, 2013. Savings from union givebacks and favorable construction bids allowed the City of Oakland to defer the rate increase without impacting new sewer maintenance requirements mandated by the Environmental Protection Agency. The postponement will help relieve some of the financial stresses on households created by the current economic climate. For more information, please contact Michael Neary, P.E., PWA Assistant Director, at (510) 238-6659.

City Employees Participate in Cal-ICMA Webinar – On September 13, a group of employees participated in webinar hosted by the California Consortium State Affiliate of the International City/County Management Association (Cal-ICMA). This webinar focused on Service Delivery Strategies— focusing on collaboration, public-private partnerships and shared services. The webinar was hosted by Don Maruska, Director of the Cal-ICMA coaching program. The expert

presenters included: Bob Bell, City Manager of Redwood City; Regina Falkner, Director of Los Gatos-Saratoga Recreation Department; and, Demetrious Shaffer, Interim Alameda County Fire Chief. This webinar was part of Cal-ICMA's coaching program for local government professionals. For more information, please contact Alexandra Orogas, Chief of Staff, at (510) 238-6587.

September is Small Business Month in Oakland – Throughout September, the Oakland Merchant Leadership Forum (OMLF) has a series of events planned to celebrate the more than 10,000 small businesses in Oakland. Upcoming events include:

- Thursday, September 20, 5:30 - 7:30 p.m. Enjoy a mixer at the Oakland Airport Hilton Sports Edition Bar and Grill, One Hegenberger Road.
- Thursday, September 27, 6:00 - 8:00 p.m. Finale Mixer Fundraiser at Faz Restaurant, 1100 Broadway, during which the hottest, new small business award will be presented.

For additional information, please visit www.oaklandsmallbiz.org.

Head Start Programs Open for the New School Year – On September 4, the City of Oakland's Head Start Programs opened for the new school year. Head Start will serve over 1,060 children, ages 3 to 5, and their families at 17 sites across Oakland. In addition, the Early Head Start program will serve over 200 babies and toddlers, ages 0 to 3 years, and their families at three Oakland sites. Early Head Start services include home visits for pregnant women and children up to age 5 in the Home Base program option. For more information, please contact Germaine Davis, Head Start Enrollment & Recruitment Coordinator, at (510) 238-3165 or gdavis@oaklandnet.com.

Rainbow Afterschool Program Resumes – On September 11, the Rainbow Recreation Center, resumed its afterschool program for children ages 5 to 15. While the many of the participants are students at the Community United Elementary School and the Green Leaf Elementary School, the program is open to all children. Rainbow hosts a variety of activities such as arts & crafts, sports, gardening, cooking, games or outdoor play once homework has been completed. This week the participants will attend an Oakland A's game with tickets donated by Councilmember Desley Brooks. For more information, please contact Horace Houston, Center Director, at (510) 615-5751.

Volunteers Needed to Clean & Beautify Oakland's Creeks & Waterways – On September 15, volunteers are needed at 27 activity sites for Oakland's 17th annual Creek to Bay Day to help clean and beautify Oakland's creeks, Lake Merritt and the Oakland Estuary. This event is part of the annual California Coastal Cleanup Day, sponsored by the California Coastal Commission. From 9:00 a.m. to Noon, volunteers will pick up trash, remove invasive plants, plant California native species and clean up creek beds. Groups of all ages are welcome to participate in this community event, and are encouraged to gather friends, family and co-workers to have fun and help improve the health of the community and environment. Complete event information, including volunteer locations, is available at www.oaklandcreektobay.org. To read the media

release, please visit www2.oaklandnet.com/OAK037693. For additional information, please contact Bryn Samuel, Event Coordinator, at (510) 238-6227 or bsamuel@oaklandnet.com.

Oakland Re-Create Art Contest & Exhibit –The submission deadline for the Oakland Re-Create 2012 Art Contest and Exhibition is on November 11. Oakland Students can win cash prizes by entering Oakland's annual recycled art competition sponsored by the Public Works Agency and produced by the Museum of Children's Art (MOCHA). Students will use discarded materials in a creative application of the 4Rs – reduce, reuse, recycle and rot. Fifteen cash prizes will be awarded. An artist reception will be held on November 16 and the Re-Create Traveling Art Exhibit will be shown at select branch libraries. For more information, please contact Ferial Mosley, Recycling Specialist, at (510) 238-7433 or visit the contest's web page at www2.oaklandnet.com/Government/o/PWA/o/FE/s/GAR/OAK024607.

Ira Jinkins Kidz Club Afterschool Program – On September 11, the Ira Jinkins Recreation Center's popular Kidz Club resumed and will continue through the school year. The Kidz Club meets daily from 3:00 - 5:00 p.m. Tuesday through Friday and provides youth with daily activities such homework help, arts and craft, specialized classes, aquatics, local trips, snacks and more. Enrollment fee is \$5 with parent registration onsite. The center is located at 9175 Edes Avenue. For more information, please contact Donte Watson, Center Director at (510) 615-5959.

Ace Kids Golf Camp Expands Job Training Curriculum – On September 10, the Ace Kids Golf Camp began for the 2012-13 school year and will continue through June 13, 2013. Participants will learn the fundamentals of golf and be introduced to principles and management of golf course agronomy. Golf program days, serving 24 participants, are Monday through Thursday from 1:00 - 3:00 p.m. Job Training days are Tuesday and Wednesday from 1:00- 3:00 p.m. with six participants per week. The program served 70 participants during the 2011-12 school year, including 12 individuals who graduated from high school in 2012. Following the success of last year's six-week, job-training curriculum presented in partnership with Touchstone Golf, the curriculum will be incorporated throughout the length of the entire program with the goal of having 20 participants complete the job training. For more information contact Preston Pinkney, Golf Specialist, at (510) 351-0391.

Upcoming City of Oakland Job Announcements – During the week of September 17, the Department of Human Resources Management (DHRM) anticipates posting a job announcement for Heavy Equipment Mechanic. For updated information on City jobs, please visit the DHRM website at <http://agency.governmentjobs.com/oaklandca/default.cfm>. This Employment Information page 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. For more information, please contact Daryl Look, Principal Human Resource Analyst, at (510) 238-4479.

Information Memorandums:

The following Information Memorandums were released in the last two weeks.

Interim Budget Director – This memorandum announces the appointment of Donna Hom as the Interim Budget Director for the City of Oakland effective October 1, 2012.

www2.oaklandnet.com/w/OAK037684

Postponing 2013 Sewer Service Charge Rate Increase – This memorandum announces that Oakland's Sewer Service Charge will not be increased in 2013 as planned.

<http://oaklandnet.com/w/OAK037789>.

Upcoming Meetings and Events:

Mission Creek Oakland Music & Arts Festival – Through September 29, various performance times at a number of Oakland venues. The festival includes 16 venues and dozens of musical performances along with film screenings, a graffiti exhibit, stand-up comedy, a video game premiere and more. For more information, please visit www.MCOFest.org.

Free Downtown Walking Tours – Every Wednesday and Saturday through October, 10:00 a.m., Various Starting Points. Enjoy 90-minute, guided walking tours through Oakland's downtown districts highlighting our city's history and architecture. Choose from one of eight tour itineraries. Reservations are recommended, but not required. For more information, please call (510) 238-3234 or visit www.oaklandnet.com/walkingtours.

Bites Off Broadway – Every Friday through October 12, 5:30 - 8:30 p.m., Studio One Art Center, 365 45th Street. Bites Off Broadway includes food, live music, games and family entertainment every Friday evening. For more information, please contact Karis Griffin, Recreation Supervisor, at (510) 597-4027.

Movies in the Park – Friday, September 14 & Friday, September 28, at Dusk, Redwood Heights Recreation Center, 3883 Aliso Avenue. Bring your lawn chairs, blankets and the whole family for these great family favorites: Friday, September 14 – *Mr. Popper's Penguins* and Friday, September 28 – *Jumanji*. Popcorn and hot chocolate for sale, proceeds support the Redwood Heights Recreation Center scholarship fund. For the complete season schedule running through October 19, please visit www.oaklandnet.com/parks.

Creek to Bay Day 2012 – Saturday, September 15, 9:00 a.m. - Noon, various locations throughout Oakland. The City's annual creek cleanup and beautification event will be held at more than 25 locations. Volunteers will help clean and beautify Oakland's creeks, Lake Merritt and the Oakland Estuary by picking up trash, removing invasive plants, planting California native species and cleaning up creek beds. Groups of all ages are welcome to participate in this community event to help improve the health of our community and environment. For more information, please call (510) 238-6227 or visit www.oaklandcreektobay.org.

5th Annual Health and Wellness Fair – Saturday, September 15, 11:00 a.m. - 3:00 p.m., Eastmont Town Center, 7200 Bancroft Avenue. More than 70 health and wellness providers offer free health information and medical screenings, including free medical, dental and vision screenings; senior services; HIV/AIDS testing; child immunizations; asthma screenings; mental health information; and health education and resources. There will also be live entertainment and free giveaways. To R.S.V.P. or for more information, please call (510) 286-1670 or visit www.assembly.ca.gov/a16/.

Hispanic Heritage Month Celebration – Saturday, September 15, 12:30 - 5:30 p.m., Peralta Hacienda Historic Park, 2465 34th Avenue. The public is invited to hear "El Grito," have traditional refreshments and take a guided tour in Spanish or English. For more information, please call (510) 532-9142 or visit www.peraltahacienda.org.

CATS – Through Sunday, September 16, 8:00 p.m. Friday & Saturday, 7:00 p.m. Sunday, Woodminster Amphitheater, 3300 Joaquin Miller Road. The musical phenomenon CATS closes Woodminster's 2012 season. Based on T.S. Eliot's poetry, this show focuses on dance and visual excitement. The show is performed by professional actors and musicians, outdoors under the stars in beautiful Joaquin Miller Park. For more information and tickets, please call (510) 531-9597 or visit www.woodminster.com.

Sundays in the Redwoods: Symphony Sundays – Sunday, September 16, 2:00 p.m., Lakeside Park Garden Center & Gardens, 666 Bellevue Avenue. The kickoff event for Sundays in the Redwoods, this musical garden experience will feature performances by the Oakland East Bay Symphony Chamber Orchestra and the Oakland Jazz Choir. Sundays in the Redwoods Concert series continues through October 14 at Woodminster Amphitheater. For more information, please call (510) 238-3052 or visit www.sundaysintheredwoods.com.

Jazz at the Chimes – Sunday, September 16, 2:00 p.m., Chapel of the Chimes, 4499 Piedmont Avenue. Jazz series featuring Bay Area talent returns to this landmark designed by Julia Morgan. For more information, please visit <http://oakland.chapelofthechimes.com/blog/article/show?id=1449>.

Youth Uprising Profiling Oakland's City Administration – Wednesday, September 19, 5:30 - 7:30 p.m., Youth Uprising, 8711 MacArthur Boulevard. Oakland's Administrative leadership team – City Administrator Deanna J. Santana, Assistant City Administrator Scott P. Johnson and Assistant City Administrator Fred Blackwell – will discuss their first year accomplishments and the focus for the upcoming year. Space is limited. Reception precedes discussion. For more information and to R.S.V.P., please visit <http://www.youthuprising.org/eventdetails.aspx?EventId=12653>.

Soundwaves – Thursday, September 20; Thursday, September 27 & Thursday, October 4, 5:30 - 8:30 p.m., Jack London Square, foot of Broadway. Live music every Thursday through October 11. Enjoy the beautiful waterfront with a performance from one of the Bay Area's most popular bands. Listen to music, and then enjoy dinner at any one of Jack London Square's delicious restaurants. For more information, please visit www.jacklondonsquare.com.

Waterfront Flicks – Thursday, September 20, Nightfall, Jack London Market Lawn, Water Street at Webster. Enjoy a screening of *The Devil Wears Prada* on the beautiful waterfront. Come early and play trivia games or grab some fun picnic bites or purchase a beverage from the East Bay Bike Coalition. Bike to the movies and receive a free gift. For more information, please visit www.jacklondonsquare.com.

Eat Real Festival – Friday, September 21 through Sunday, September 23, 1:00 - 9:00 p.m. Friday; 10:30 a.m. - 9:00 p.m. Saturday; 10:30 a.m. - 5:00 p.m. Sunday, Jack London Square, foot of Broadway. The Eat Real Festival celebrates all things tasty, fresh and handmade with a focus on street food, local wines, handcrafted beers and traditional food craft – all featuring sustainable, local ingredients. But eating is only part of the fun. Learn how to make it and grow it. From home cheesemaking to backyard chickens, explore a DIY-lifestyle with demos and activities galore. Enjoy a full schedule of entertainment with bands, butchery contests, lit fest and other tasty tidbits. For more information, please visit www.eatrealfest.com.

Volkswagen of Oakland Grand Prix – Sunday, September 23, 7:00 a.m. - 4:00 p.m., Snow Park, Harrison Street at 20th. Closed loop bicycle racing on the streets of downtown Oakland. Cheer on the participants in various race categories. For more information, please visit <http://ncnca.org/ncncaevent/oakland-grand-prix-0>.

Sundays in the Redwoods Outdoor Concert Series – Sunday, September 23 through Sunday, October 14, 2:00 p.m., Woodminster Amphitheater, 3300 Joaquin Miller Road. Enjoy live musical performances among the towering redwoods. September 23 – World Music Day; September 30 – Soul is the Key; October 7 – The Rhythm Section; October 14 – Talking All That Jazz. For more information and to purchase tickets, please call (510) 238-3052 or visit www.sundaysintheredwoods.com.

Oakland Underground Film Festival – Thursday, September 27 through Sunday, September 30, various screening times, venues include the Grand Lake Theater, Vitus and Humanist Hall. Enjoy four days of international, local and all-around underground cinema. For more information, please visit www.oakuff.org.

Free Bulky Item Dropoff – Saturday, September 29, 9:00 a.m. - Noon, Waste Management Davis Street Transfer Station, 2615 Davis Street, San Leandro. Oakland residents may drop bulky items such as appliances, tires, furniture, mattresses and electronic goods for free. Proof of Oakland residency is required. For more information, please call (510) 238-SAVE (7283).

4th Annual Taste of Temescal – Tuesday, October 2, 6:00 - 8:30 p.m., Telegraph Avenue between 43rd and 51st. A culinary crawl to scintillate your palate. Enjoy an evening of food, drink, live music and prize drawings. For more information, please visit www.temescaldistrict.org.

4th Annual Culturefest – Friday, October 5, 5:00 - 9:00 p.m., Telegraph Avenue from 25th to 27th. Koreatown Northgate (KONO) celebrates the arts & culture with performances by many talented local and Bay Area musicians plus martial arts demonstrations, dance from around the

world, children's rides, great food and much more. For more information, please visit www.konooakland.org.

Oakland Black Cowboy Parade & Festival – Saturday, October 6, 10:00 a.m. - 4:00 p.m., deFremery Park, 1651 Adeline Street and downtown streets. For over a quarter century, the Black Cowboy Parade, held in memory of the black cowboys that helped to settle the American West, has been an annual event in Oakland. The parade begins at deFremery Park where the festival hosts food vendors, entertainment and children's activities including pony rides. For more information, please visit www.blackcowboyassociation.org.

Oaktoberfest in the Dimond – Saturday, October 6, 11:00 a.m. - 6:00 p.m., MacArthur Boulevard at Fruitvale. Oaktoberfest celebrates the history, the flavors and the people of the Bay Area with a one-of-a-kind Fall Festival, welcoming thousands with craft beer & food, entertainment, arts and ecology. Oaktoberfest will have a traditional Biergarten, Eco Fair, Kid's Area with Root Biergarten, German-style homebrew competition featured in the homebrewers' alley and vendors from around the Bay. For more information, please visit www.oaktoberfest.org.

Rockridge Out & About – Sunday, October 7, Noon - 6:00 p.m., College Avenue between Alcatraz and Manila. A street festival focusing on the retail merchants, businesses and services located on College Avenue. Live music, Chef Stage, Market Hall's Picnic in the Street, wellness tent, kids' area, Rockridge Merchant/Artisan marketplace, gourmet food & beverage booths and Street Entertainment. For more information, please visit www.rockridgedistrict.com.

Respectfully submitted,

/s/

DEANNA J. SANTANA
City Administrator