



MEMORANDUM

TO: HONORABLE MAYOR &
CITY COUNCIL

FROM: Deanna J. Santana

SUBJECT: City Administrator's Weekly Report

DATE: September 21, 2012

INFORMATION

Following are the key activities to be highlighted this week:

Fifty-Four Oakland Police Department Academy Recruits Have Begun Their Careers – On September 19, Oakland Police Chief Howard A. Jordan, City Administrator Deanna Santana and Mayor Jean Quan toured the Department's Police academy facilities where the newest class of 54 Police Officer Trainees was well underway through its first of 27 weeks of training. The class is comprised of 27 police officer trainees who speak a second language (11 different languages are represented in all), and an all-time high of 15 female police officer trainees. But no matter their unique characteristics, all trainees share the same quality – the desire to professionally serve the community of Oakland. Oakland's new recruits are much needed given current staffing challenges and emergent crime trends. Street robberies, for instance, are on the rise despite enforcement efforts and results. For more information on the Oakland Police Department (OPD) Academy, please contact the OPD Media Relations Office at (510) 238-7230 or at opdmedia@oaklandnet.com.

Clarification of Term Used in Crime Reduction Plan Report – On September 11, the Office of Chief of Police provided an update to the Public Safety Committee regarding the Oakland Police Department's crime reduction strategies. The [report](#) contained the term "City-Wide," which has been, and may continue to be, read in a broader sense than it was intended. The meaning and context of "City-Wide" is important when reading the portion of the report, "Oakland does not have a city-wide crime reduction plan. Developing a city-wide crime reduction plan would require an extensive endeavor and additional resources." The term "City-Wide" is speaking to the "City" organization, i.e., the City of Oakland and its respective departments and staff. It is not intended to mean the "City" proper, as in the geographic areas and boundaries of the City. In this context, the term "City-Wide" is only intended to express that the "City" organization, its departments and staff, does not have a comprehensive plan designed to involve all organizational structures in proactive roles to reduce crime and violence. This does not mean that the Oakland Police Department lacks a "City-Wide" crime reduction strategy; OPD's strategy and plan for "City-Wide" violence and crime reduction were contained and detailed in the same report dated August 28, 2012. For questions regarding this report, please contact Assistant Chief Anthony Toribio at (510) 238-3958.

Press Conference Held to Discuss Recent Crime Trends and Enforcement Results – On September 19, Chief Jordan, City Administrator Deanna Santana and Mayor Jean Quan held a press conference to discuss recent arrests and safety tips. From August 17 through September 17, Oakland police officers have arrested 34 suspects in connection with recent robberies. Since January 1, arrests have been made for over 850 violent felony or firearm-related offenses. A majority of these robbery-related arrests involve firearms or replica firearms. So far this year, Oakland police officers have recovered more than 560 firearms. Cell phones and electronic devices are items most commonly taken in street robberies. In addition to following personal safety guidelines, the Oakland Police Department asks you to make note of serial numbers or install tracking software to assist us in the recovery of these types of devices. The best way to impact gun violence, and perhaps save the life of someone you know, may be to report gun crime before gun violence occurs. (510) 535-GUNS has been established for anonymous firearm tips, in addition to normal course of reporting: 911 or (510) 777-3211 for emergencies, or (510) 777-3333 for non-emergencies. For more information on the enforcement results or safety tips, please contact the OPD Media Relations Office at (510) 238-7230 or opdmedia@oaklandnet.com.

Five Employees Selected for the Alameda County Leadership Academy – This week, the Alameda County Leadership Academy's Steering Committee notified the City that five City of Oakland employees were selected to participate in the 2012-2013 Leadership Academy Class. Sponsored by the Alameda County City/County Management Association, the Leadership Academy is a jointly planned and funded training and talent development program for City and County Agencies in Alameda County. The Academy is aimed at accelerating the development of emerging leaders by promoting leadership skills for first-line supervisors, mid-managers, division managers and other professionals who desire to advance. The employees selected for this Leadership Academy Class include: Estelle Clemons, Oakland Community Action Plan (CAP) Manager, Department of Human Services; David Ferguson, Assistant Director, Department of Public Works; Andrew Murray, Assistant to the City Administrator, Office of the City Administrator—Budget Office; Tavares Nichols, Systems Programmer II, Department of Information Technology; and, Sharon Williams, Lieutenant of Police, Oakland Police Department. For more information, please contact Alexandra Orologas, Chief of Staff at (510) 238-6587 or aorologas@oaklandnet.com.

First Parklet Constructed Under City's Pilot Program Opens – On September 21, the City of Oakland marked the opening of the first Parklet constructed under its pilot program. Located at 33 Grand Avenue and sponsored by Farley's East, the Parklet is now open to the public. Parklets are publicly accessible spaces for the enjoyment of and use by all Oakland citizens, and are privately constructed and maintained. The initial permit for Parklets was installed as part of the pilot program is for one year, with up to two annual renewals contingent upon the sponsor meeting the specified maintenance conditions. Launched in the September 2012, the Parklet pilot program has issued Minor Encroachment Permits to three Parklet sponsors: Farley's East, Actual Café and Manifesto Bicycles. Three additional Parklet applications are advancing through the review and approval process outlined in the pilot program. Specific Parklet design and placement guidelines preserve the area's aesthetics and ensure safety while not impacting the street's vehicular traffic flow or the area's parking revenue for the City of Oakland. Pre- and post-installation surveys will be conducted for select locations to assess the increase in pedestrian,

bicycle and vehicular traffic from the Parklets. Among other requirements, Parklet permit holders are required to carry liability insurance and provide daily maintenance. Planning & Zoning staff shepherding the Parklets will begin evaluating the pilot program in the fourth quarter of 2012. Staff members anticipate presenting City Council with a long-term Parklet program in the spring of 2013. For more information on the Parklet pilot program, visit www.oaklandnet.com/parklets. For more information on the Parklet program, please contact Harry Hamilton at (510) 238-2107 or hhamilton@oaklandnet.com.

OHA & OPL Partnering on Housing Wait List Applications – From September 24 to 28, the Oakland Housing Authority (OHA) is opening its wait list, inviting pre-applications for Public Housing and Project-Based Voucher Sites throughout Oakland. Pre-applications will be accepted during a five day period, from 12:01 a.m., Monday, September 24, to 11:59 p.m., Friday, September 28, using a web-based submission process only (www.ohawaitlist.com). For applicants who do not have a computer or lack web access at home, OHA will partner with the Oakland Public Library (OPL) to provide access to computers and on-site technical assistance. The Main Library will provide service to English speaking applicants, beginning Monday, September 24, at 10:00 a.m. César Chávez Branch will provide assistance to Spanish speaking applicants, beginning Tuesday, September 25, at 12:30 p.m. Cantonese-speaking applicants can receive assistance at the Asian Branch, beginning Tuesday, September 25, at 12:30 p.m. For more information, please contact Mary Schrader, Branch Services Supervisor, at (510) 238-3670 or mschrader@oaklandlibrary.org.

Sundays in the Redwoods Concert Series Continues at Woodminster – On September 23, the annual Sundays in the Redwoods Concert Series continues at 2:00 p.m. with World Music Day headlined by Reggae ambassadors Third World with additional performances by Rankin Scroo, Z'amico and Miko Marks. Held at the Woodminster Amphitheater, 3300 Joaquin Miller Road, Sundays in the Redwoods continues weekly until October 14. Future musical themes include Soul is Key, The Rhythm Section and Talking all that Jazz. Limited quantities of tickets are available for purchase at the Office of Parks & Recreation and online at <https://www.trilogyticketing.com/oakland/>. For more information, please contact Karis Griffin, Recreation Supervisor, at (510) 238-3052.

Friends of the Oakland Public Library Announce Fall 2012 Book Sale – From October 12 - 14, the Friends of the Oakland Public Library's Bookmark Bookstore will be having its semi-annual sale. Most of the store's 17,000 quality used books, donated by individuals and estates, are regularly priced at \$3 to \$6. Discounts will gradually increase each day, starting at 30% off on Friday, October 12, 40% off on Saturday, October 13 and 50% off Sunday, October 14. With these great discounts customers will save even more while supporting the Oakland Public Library. The Bookmark Bookstore, 721 Washington Street in Old Oakland, is open 10:30 a.m. - 5:30 p.m. each day during the sale. For information, call the Bookmark Bookstore at (510) 444-0473, or visit www.fopl.org or www.thebookmarkbookstore.org.

Sailing into Science Combines Learning with Fun – Through October, the Lake Merritt Boating Center, located on 568 Bellevue Avenue, presents its Sail into Science program to local schools seeking educational field trips for their students. In the mornings, the four-day long field

trip program has students in the center's classroom and around the lake's shoreline for experiential learning in the fields of nautical science, life science, earth science and physics as it relates to the local environment. In the afternoon, students venture out on Lake Merritt in pedal boats, dragon boats, kayaks and canoes. For more information on dates and how to sign a school up for the field trips, please contact Kyle Winslow, Boating and Science Coordinator, at (510) 238-2196.

Pet Vaccination Event A Success - On September 16, the East Bay Society for the Prevention of Cruelty to Animals (SPCA), in partnership with the Ira Jinkins Recreation Center, provided vaccinations to more than 300 dogs and cats. For more information, please contact Donte Watson, Center Director, at (510) 615-5959.

Upcoming City of Oakland Job Announcements – During the week of September 24, the Department of Human Resources Management (DHRM) anticipates posting a job announcement for Fire Division Manager. 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 last week.

AC Transit BRT Station Architecture Meetings—This information memo is to notify that AC Transit is swiftly moving to hold station architecture workshops in Oakland on September 24, 26 & 29.

Correction on the Amount Paid for the Fox Theater Audit – This information memo was issued to correct the supplemental agenda report dated September 5, 2012 regarding the costs of the audits that were completed by outside consultants. <http://www.oaklandnet.com/w/oak037862.pdf>

Upcoming Meetings and Events:

Mission Creek Oakland Music & Arts Festival – Through September 29, various performance times at various 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.

Ira Jinkins Basketball Clinic – Every Saturday year-round, 10:30 a.m. - Noon, Ira Jinkins Recreation Center, 9175 Edes Avenue. The basketball clinic is designed for youth, ages 7-12, to experience the basics of basketball techniques while enjoying fitness. The clinic meets in the gym. For more information including registration fees, please contact Donte Watson, Center Director, at (510) 615-5959.

6th Annual Mosswood Park Volunteer Day – Friday, September 21, 8:30 a.m. - 4:30 p.m., Mosswood Park, 3612 Webster Street. Sponsored by Kaiser Permanente and the City of Oakland, the Volunteer Day event focuses on beautifying the neighborhood park for the community. For more information, please contact Elena Bermeo, Center Director, at (510) 597-5038 or visit <http://www.surveymonkey.com/s/MosswoodParkvolunteer-Sept2012>.

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>.

"I am America" Exhibit – Sunday, September 23, 2:30 - 4:30 p.m., Malonga Casquelourd Center for the Arts Annex, 1428 Alice Street. Highlighting the experience of African Americans before and during the Civil War, this event will include pre-Civil War stories and a potluck. For more information, please contact Tomye' Neal-Madison, visual arts recreation specialist, at (510) 238-2786.

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.

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Soundwaves –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.

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.

Movies in the Park –Friday, September 28 & Friday, October 5, 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 28 – *Jumanji* and Friday, October 5 – *Gremlins*. 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.

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,

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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.

18th Annual Fine Arts & Crafts Fest – Saturday, October 13 & Sunday, October 14, 10:00 a.m. - 6:00 p.m. Saturday, 10:00 a.m. - 5:00 p.m. Sunday, Montclair Village, Mountain Boulevard at LaSalle. The Village sidewalks come alive with fine art and crafts during this juried event. Stroll along the streets of Montclair to see some of the finest art created by professional artists from across the western U.S. For more information, please visit www.pacificfinearts.com.

Respectfully submitted,

/s/

DEANNA J. SANTANA
City Administrator