



MEMORANDUM

TO: HONORABLE MAYOR &
CITY COUNCIL

FROM: Deanna J. Santana

SUBJECT: City Administrator's Weekly Report

DATE: September 28, 2012

INFORMATION

Following are the key activities to be highlighted this week:

Oakland Continues to Garner Accolades from National Press – On September 26, *Bloomberg Businessweek* named Oakland among America's 50 Best Cities. This came less than one week after *Forbes* named Uptown among the Best Hipster Neighborhoods in the nation. These are just two of the latest accolades bestowed on our city since Oakland was ranked #5 on the *New York Times'* list of Places to Visit in 2012. To view a roster of notable rankings, please visit <http://www2.oaklandnet.com/News/OAK033058>.

City of Oakland Partners with SPARK to Provide Apprenticeships— This fall, the City of Oakland will be partnering with the SPARK to provide five City apprenticeships to 8th grade students who attend Frick Middle School. SPARK is an award-winning national non-profit that combats the epidemic of disengagement and dropping-out among low-income urban youth by bringing in 8th grade youth into professional workplaces. SPARK serves the areas of Los Angeles, Chicago, Philadelphia and the San Francisco Bay Area. For the first time, SPARK will be providing various apprenticeships specifically with organizations and businesses within Oakland. Each apprenticeship offered by the City will be managed by a mentor. For this fall, City SPARK mentors include: Chief Teresa Reed, Oakland Fire Department; Battalion Chief Darin White, Oakland Fire Department; Officer Jamal Hill, Oakland Police Department; Samee Roberts, Cultural Arts & Marketing Manager, Office of Economic and Workforce Development; and, Nicole Neditch, Online Engagement Manager, City Administrator's Office. The City is looking forward to expanding this partnership with SPARK in future years. For more information, please contact Alexandra Orogas, Chief of Staff at (510) 238-6587 or aorogas@oaklandnet.com.

Community Based Awareness and Safety Campaign Launched – During the week of September 24, in a collaborative effort, over 600 citizens were greeted by a network of Oakland Police Department Neighborhood Services Coordinators, Volunteers, Safety Ambassadors, Police Services Technicians and officers to spread awareness and safety tips with the question, “are you smart with your phone?” The project, created in light of continuing Bay Area and national trends of thefts and street robberies where community members are most commonly targeted for their smartphones, was designed to increase awareness – and caution – in areas where thefts and robberies most commonly occur. In addition to enforcement efforts by Oakland

police, flyers were handed out by team members as they canvassed the first selected spot, BART stations and AC Transit bus stops along Broadway near 12th and 14th streets. Visit www.oaklandpolice.com for updated safety brochures and tips. For more information, please contact Sgt. Chris Bolton, at (510) 238-3131 or cbolton@oaklandnet.com.

Public Works Partners with 3D-Sports for Clean Up Event – On September 29, two teams from 3D-Sports will work to clean Oakland. One team will perform litter removal around the perimeter of Lake Merritt while the other performs litter removal and graffiti abatement on City trash receptacles along International Boulevard between 73rd to Seminary Avenues. The group will gather at the Lake Merritt Pergola at 9:00 a.m. and work until Noon. 3D-Sports is a sports outreach program located in Modesto connected to the Big Valley Grace Community Church. Their community service program started in Modesto and is called Love Modesto. The program has now expanded to 55 California cities, from Paso Robles to Lodi. Several of the program's members reside in Oakland and chose September 29 as a day of service in Oakland. The group expects to have 30 volunteers, including five members of the Raiderettes cheerleading team. Oakland's Public Works Department is supporting this event by loaning tools and debris pickup. For more information, please contact Christine Ralls, Clean City Specialist, at (510) 238-6260 or cralls@oaklandnet.com.

Creek to Bay Day Recap – On September 15, Oakland's 17th annual Creek to Bay Day took place at Lake Merritt, the Oakland Estuary and 25 creek locations. More than 1,040 volunteers picked up trash, removed invasive plants, planted California native species and cleaned up creek beds. Volunteers logged some 3,000 hours and removed more than 15,000 pounds of trash. Creek to Bay Day was held in conjunction with International Coastal Cleanup Day and is sponsored in California by the California Coastal Commission. Each Oakland volunteer received a reusable tote bag as a token of appreciation. The tote bag is part of a greater outreach initiative to encourage the use of reusable bags and to educate residents about the recently passed Single-Use Bag Reduction Ordinance. The new legislation, which takes effect January 1, 2013, will ban the distribution of single-use plastic bags at retail stores selling packaged food throughout Alameda County. For more information, please contact Mark Gomez, Environmental Program Supervisor, at (510) 238-7314.

2012 Combined Charities Campaign – On October 4, the City of Oakland will kick off its annual Combined Charities Campaign with two information fairs. The first fair will be held at Edgewater Service Center from 7:30 – 9:30 a.m. The second fair will be held at Frank H. Ogawa Plaza from 11:30 a.m. to 1:30 p.m. At the information fairs, City employees can learn more about the charities and City foundations participating in this year's campaign. The campaign runs through November 5. During the 2011 campaign, City staff donated, through one-time gifts or ongoing payroll deductions, approximately \$100,000 to local charities and foundations. For more information, please contact Steven Danziger, Administrative Services Manager, at (510) 238-7623.

City Recognized for its Green Fleet – On October 3, the City of Oakland will be recognized by *Government Fleet Magazine* for having one of the Top 40 Green Fleets in North America. This

is an annual competition based on a variety of factors from fleet composition to purchasing policies. For more information, please contact Ken Bailey, Public Works Equipment Service Manager, at (510) 615-5487.

Chris Mullin Dream Clinic Recap – On September 19, the Chris Mullin Dream Clinic marked the third day of the Warriors Back to School in the Bay: 5 Schools in 5 days initiative at the Arroyo Viejo Recreation Center. The 50 youth in attendance were welcomed to the Dream Clinic by Warriors legend and Hall of Famer, Chris Mullin. In honor of the 20th anniversary of the 1992 “Dream Team,” the participants were shown a brief clip from the NBA TV Dream Team documentary, highlighting Chris’ role and his Team USA teammates. Chris Mullin spoke to the participants about the importance of teamwork, hard work and pursuing their dreams. He also spoke about his experience on the original “Dream Team” and the reasons why the team was so successful. Chris let each of the youth hold his 1992 Olympic Gold Medal he won in Barcelona, Spain. For more information, please contact Maribel Corral, Center Director, at (510) 615-5755.

Good Tidings Basketball Courts Unveiling – On September 22, Brookdale Park celebrated the reopening of the park’s basketball courts. The Good Tidings Foundation renovated the basketball courts with funds from Sprite and the National Recreation and Parks Association (NRPA). The courts at Brookdale Park were the first basketball court renovation project by the Good Tidings Foundation in 1999 and the foundation returned in 2012 marking its 100th renovation project where it all began. In honor of this commitment, the basketball courts, located on 2535 High Street, were named the “Good Tidings Basketball Courts.” Good Tidings provided free Fenton’s ice cream, t-shirts, sweatshirts and basketballs for all in attendance. For more information, please contact Rich Bolecek, Recreation Supervisor, at (510) 535-5632.

Upcoming City of Oakland Job Announcements – During the week of October 1, the Department of Human Resources Management (DHRM) anticipates posting a job announcement for Recreation Specialist II, PPT. 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.

Sundays in the Redwoods Concert Series Continues at Woodminster – On September 30, the annual Sundays in the Redwoods Concert Series continues at 2:00 p.m. with Soul is the Key featuring Linda Tillery, Martin Luther and Marsha Ambrosius. Held at the Woodminster Amphitheater, 3300 Joaquin Miller Road, Sundays in the Redwoods continues weekly until October 14. Future musical themes include The Rhythm Section and Talking all that Jazz. Limited quantities of tickets are available for purchase at the Office of Parks & Recreation, online at <https://www.trilogyticketing.com/oakland/> and at the venue the day of the show. For more information, please contact Karis Griffin, Recreation Supervisor, at (510) 238-3052.

Information Memorandums:

The following Information Memorandums were released in last week.

LED Streetlight Tour – This information memo is to notify that a night tour has been tentatively scheduled from 7:00 - 9:00 p.m. on October 10 for councilmembers and their staff to observe the locations for LED streetlight installation and provide their opinion on the appearance and performance of the LED's. <http://www.oaklandnet.com/w/OAK037905>

Upcoming Meetings and Events:

Mission Creek Oakland Music & Arts Festival – Through September 29, various performance times at various Oakland venues. The festival includes 19 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.

Oakland Underground Film Festival – 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.

Sundays in the Redwoods Outdoor Concert Series – Sunday, September 30 through Sunday, October 14, 2:00 p.m., Woodminster Amphitheater, 3300 Joaquin Miller Road. Enjoy live musical performances among the towering redwoods. 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.

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.

Soundwaves –Thursday, October 4 & Thursday, October 11, 5:30 - 8:30 p.m., Jack London Square, foot of Broadway. 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.

4th Annual Culturefest – Friday, October 5, 5:00 - 9:00 p.m., Telegraph Avenue from 25th to 27th Streets. 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 Financial Planning Day – Saturday, October 6, 9:00 a.m. - 4:00 p.m., Oakland City Hall, 1 Frank H. Ogawa Plaza. In today's uncertain economy, planning for your financial future is more important than ever. This event will feature free, private consultation on financial issues plus workshops on a variety of financial topics. For more information and to register, visit www.FinancialPlanningDays.org/Oakland or call (877) 861-7826.

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.

18th Annual Days of the Dead Exhibition – Wednesday, October 10 to Sunday, December 9, various hours, Oakland Museum, 1000 Oak Street. A wide range of local artists are featured in this observance and exhibition entitled *Forgotten Stories, Remarkable Lives: Dias de los Muertos 2012*. Through altars and installations, the exhibition pays tribute to Californians in the recent and more distant past. For more information, please visit www.museumca.org.

Fire Safety & Preparedness Resource Fair – Thursday, October 11, 11:00 a.m. – 2:00 p.m., Frank H. Ogawa Plaza, 14th Street at Broadway. In celebration of Fire Prevention Week, the Oakland Fire Department will host this resource fair. City, community agencies and businesses will exhibit their resources. For more information, please call (510) 238-7255.

Movie Night – Friday, October 5, 12 & 19, 6:30 p.m., City Center, 13th Street at Broadway. Enjoy free movie screenings in the heart of downtown Oakland. October 5 – *Hairspray*, October 12 – *Ferris Bueller's Day Off* and October 19 – *The Wiz*. For more information, please visit www.oaklandcitycenter.com.

Life is Living Festival – Saturday, October 13, 11:00 a.m. - 6:00 p.m., deFremery Park, 1651 Adeline Street. A celebration of urban life through hip-hop, intergenerational health and environmental action. For more information, please visit www.lifeisliving.org.

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 & 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.

United Nations Parade & Flag Raising – Saturday, October 20, 11:00 a.m. - 1:00 p.m., United Nations Flag Pole, Jack London Square, foot of Franklin. Join the anniversary ceremony for the United Nations that includes a flag raising program and a parade of flags from throughout the world. Special guest speakers will commemorate the day. For more information, please visit www.jacklondonsquare.com.

Days of the Dead Community Celebration – Sunday, October 21, Noon - 4:30 p.m., Oakland Museum, 1000 Oak Street. The day features an opening ritual, craft activities, food, dance and music performances and ceremonia, gallery tours, demonstrations of traditional Meso-American arts and foods, local Days of the Dead merchandise and a featured performance by Los Cenzontles. For more information, please visit www.museumca.org.

Hella-ween 5-Miler – Saturday, October 27, 5:30 p.m., Course begins and ends in Old Oakland. In addition to the 5-mile race, the event features a costume contest for both individual runners and team entries. For more information, please visit www.oaklandmarathon.com/Hellaween.

17th Annual Oakland Dia de los Muertos Festival – Sunday, October 28, 10:00 a.m. - 5:00 p.m., Fruitvale Village, E. 12th Street at 35th Avenue. A “Local Legacy,” having been inducted into the U.S. Library of Congress by Congresswoman Barbara Lee, the festival celebrates the Day of the Dead in Oakland’s vibrant, culturally-rich Fruitvale neighborhood. Filled with live music, dancing, arts & crafts, international cuisine and more. Family-friendly and fun for people of all ages. For more information, please visit www.unitycouncil.org/dia-de-los-muertos.

Respectfully submitted,

/s/

DEANNA J. SANTANA
City Administrator