



MEMORANDUM

TO: HONORABLE MAYOR &
CITY COUNCIL

FROM: Deanna J. Santana

SUBJECT: City Administrator's Weekly Report

DATE: October 5, 2012

INFORMATION

Following are the key activities to be highlighted this week:

City of Oakland Selected as 2013 Code for America City – On October 1, Code for America announced that the City of Oakland has been selected to participate in the 2013 Code for America Fellowship program. Code for America connects forward-thinking cities with top talent from the tech industry to develop reusable civic technology. The City of Oakland is committed to Open Government, transparency and innovation and is seeking to identify web-based solutions to break down cumbersome bureaucratic processes and emerge with better systems that will help cut costs, increase efficiency and provide better service to the public. Code for America fellows will work with City staff and the community to identify new apps and tools that address our communities needs; bringing greater openness, efficiency and participation to local government. Using technology, Code for America helps local governments keep pace with the community they serve by creating and implementing new applications, and by demonstrating new and innovative ways of resolving local challenges. Oakland is one of 29 U.S. municipalities that applied to the 2013 Code for America program and one of nine municipal governments selected. The City of Oakland's 2013 fellowship program is funded by: Akonadi Foundation, The William H. Donner Foundation, The Robert A.D. Schwartz Fund, The Mitchell Kapor Foundation, Accela and Pandora. Participation in the 2013 Code for America Fellowship program will be a catalytic step in the City of Oakland's efforts to foster innovation locally. Other City technology initiatives include applying to the Bloomberg Mayors Challenge, pushing forward a new Open Data initiative, sponsoring this year's Code for Oakland hackathon and City participation in the California College for the Arts Leading by Design Fellowship Program. In addition, the City will soon be promoting a new and innovative creative currency program that will be launched in partnership with Oakland Grown. To read the entire media release, please visit www2.oaklandnet.com/w/oak037942. For more information, please contact Karen Boyd, Citywide Communications Director, at (510) 238-6365.

Crime Report on Officer-Involved Shooting Released – On October 2, the Oakland Police Department (OPD) released the crime report and associated documents pertaining to an officer-involved shooting in which a young man named Alan Blueford was killed. The records were initially released to the attorney representing Alan Blueford's family, and subsequently released to the public on the Oakland Police Department homepage where they are now available. While OPD was previously unable to address matters due to the open criminal investigation, it hopes

that making these reports available will begin to address some of the issues and concerns brought forward by the Blueford family. Although this is an important step in sharing information, OPD is still unable to comment on the specific issues of training, policy or law that are relevant to the investigation. The entire administrative investigation and review process, which assesses the actions of all involved officers and determines whether the force used was in compliance with departmental policies and procedures, is pending. Chief Howard Jordan posted his statement regarding the public records release and the incident to OPD's homepage at www.oaklandpolice.com. For more information, please contact Sgt. Chris Bolton, Chief of Staff, at (510) 238-3131.

Oakland Makes the Front Cover of Parks & Recreation Magazine – In the September 2012 issue of *Parks & Recreation*, the front cover featured a photo of Audree Jones-Taylor, Director of the City's Office of Parks & Recreation (OPR), with OPR program participants at the East Oakland Sports Center pool. The photo accompanies an article entitled "The New Demographics" that discusses how parks and recreation agencies around the country are finding success by catering programs to the needs of the changing demographics within their diverse communities. To read the full article, please visit <http://www.parksandrecreation.org/2012/September/The-New-Demographics/>.

Food Distribution for Low-Income Families – On October 19, the Department of Human Services' Hunger Program is sponsoring food distribution for low-income families and seniors at 14 sites throughout Oakland. Bags consisting of frozen poultry, fresh produce and dried goods will be distributed and each bag will weigh approximately 15 pounds. To be eligible, families must reside in one of the seven Community Development Districts in the City of Oakland. Proof of residence in the district of distribution is required. Call the specific site in your district for distribution times. Please visit www2.oaklandnet.com/w/oak037968 for specific site locations.

Senior Center to Host Information Panel on Propositions on November Ballot – On October 9, the North Oakland Senior Center, located on 5714 Martin Luther King Jr. Way, will host a panel by the League of Women Voters from 10:45 a.m. to Noon. The League will present unbiased pros and cons on the propositions on the November ballot. RSVP. to the center's reception desk at (510) 597-5085. The center also has voter registration forms; register before October 22 to vote in November. For more information, please contact Mary Norton, Center Director, at (510) 597-5085 or mnorton@oaklandnet.com.

Oakland Fire Department Hosts Two Events During National Fire Prevention Week – On October 9, the Oakland Fire Department (OFD) will host a Fire Safety Day at the Lake Merritt Garden Center, located on 666 Bellevue Avenue, from 9:00 a.m. to 3:00 p.m. An estimated 700 students will participate in a variety of hands-on activities and lectures, with the ultimate goal of providing fire safety information to be used both at home and school. OFD staff, along with Smokey the Bear and other volunteers, will teach the students fire safety techniques with the assistance of the Fire Safety Trailer, Fire Safety Doll House, video presentations and a Fire Truck display. OFD received a tremendous amount of support from other organizations for this event, including the Oakland Police Department, El Cerrito Fire Department, Wal-Mart, Whole

Foods and the Alameda County Fire Department. On October 11, OFD will host a Fire Safety & Preparedness Fair in Frank H. Ogawa Plaza, 14th Street at Broadway, from 11:00 a.m. to 2:00 p.m. The fair received support and participation from community organizations and local vendors, including Emergency Management Services Division, Medical Services Division, the Oakland Police Department, Alameda County Fire Department, Home Depot, EBMUD, State Farm, AAA, Farmers, B.E.S.T., Reed Brothers, Bay Alarm and many more. National Fire Prevention Week, which runs October 7 through 13, has a theme of "Have 2 Ways Out." For more information, please contact Karen Cox, Fire Prevention Education Coordinator, at (510) 238-7255 or KCox@oaklandnet.com.

OPR Brings Kids' Zone to Oaktobefest – On October 6, the Office of Parks & Recreation will furnish games and interactive activities in the Kids' Zone at Oaktobefest. Running from 11:00 a.m. - 6:00 p.m. in Oakland's historic Dimond District, the 5th Annual Oaktobefest will feature craft breweries, a food fair, Hoptech Homebrewers Alley, Kids' Rootbier Garten and four music venues. For more information, please contact Maribel Corral, Recreation Center Director, at (510) 615-5755.

Autumn Lights Festival – On October 13, the Gardens at Lake Merritt, 666 Bellevue Avenue, will host the Autumn Lights Festival featuring illuminated landscapes, fire and sound installations by Bay Area artists plus food trucks, beer & wine, a silent auction, DIY art projects and more. This fundraiser for the Friends of the Gardens at Lake Merritt is co-sponsored by the City of Oakland Public Works Agency and will run from 6:00 to 10:00 p.m. To purchase tickets in advance, please visit www.brownPaperTickets.com/event/277296. For more information, please contact Victoria Rocha, Parks Supervisor, at (510) 238-3208.

City to Participate in the Great California ShakeOut – On October 18, as part of an annual statewide earthquake drill, City of Oakland staff will practice "Drop, Cover and Hold on," the simple steps to protect yourself during a seismic event. The Great California ShakeOut earthquake drill helps people in homes, schools and organizations practice how to be safe during an earthquake and provide an opportunity for everyone to improve their overall preparedness. More than 7.8 million Californians have registered to participate in the 2012 ShakeOut. For more information and to register as a participant, please visit www.ShakeOut.org/california. For more information, please contact Chrishelle Chatman, Administrative Assistant, (510) 986-2721.

Upcoming Meetings and Events:

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.

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

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.

Movies in the Park – Friday, October 5 & Friday, October 19, at Dusk, Redwood Heights Recreation Center, 3883 Aliso Avenue. Bring your lawn chairs, blankets and the whole family for these great family favorites: Friday, October 5 – *Gremlins* and Friday, October 19 – *Casper*. Popcorn and hot chocolate for sale, proceeds support the Redwood Heights Recreation Center scholarship fund. For more information, please visit www.oaklandnet.com/parks.

Movie Night – Friday, October 5; Friday, October 12 & Friday, October 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.

Love Your Parks Day – Saturday, October 6, 8:30 a.m. - Noon, Ebell Room, Lakeside Park Garden Center, 666 Bellevue Avenue. Oakland Parks Coalition will conduct its 7th annual all-city park survey. Volunteers will be trained and assigned to a team to survey three to six Oakland parks. R.S.V.P. to oaklandparkscoalition@gmail.com. For more information, please visit www.oaklandparkscoalition.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.

Community Health Fair – Saturday, October 6, 10:00 a.m. - 2:00 p.m., McClymonds High School, 2607 Myrtle Street. A DeVry University National Service Day, the health fair will feature wellness exams and asthma & blood pressure screenings as well as performances by dance and stomp troops. For more information, please call (510) 267-1349

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, Kids' Zone, 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 through Sunday, December 9, various hours, Oakland Museum of California, 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 and community agencies and businesses will exhibit their resources. For more information, please call (510) 238-7255.

Soundwaves – 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.

Friends of the Oakland Public Library Fall 2012 Book Sale – Friday, October 12 through Sunday, October 14, 10:30 a.m. - 5:30 p.m., Bookmark Bookstore, 721 Washington Street. The Bookmark Bookstore hosts 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. During the sale, discounts will graduate each day, starting at 30% off on Friday up to 50% off Sunday. For information, please call (510) 444-0473, or visit www.fopl.org or www.thebookmarkbookstore.org.

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.

East Bay Mini Maker Faire – Sunday, October 14, 10:00 a.m. - 5:00 p.m., 42nd Street and Opal near the Park Day School. The Maker Faire is about celebrating learning and doing – not the finished and perfect end product. It's a place to share what we're learning with others, and celebrate the fun and freedom of being an amateur. Featuring both established and emerging local "makers," the faire is a family-friendly celebration. For more information, please visit www.ebmakerfaire.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 of California, 1000 Oak Street. The day features an opening ritual, craft activities, food, dance and music performances and ceremony, 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.

Home Movie Day – Friday, October 26, 6:00 - 9:00 p.m., Oakland Museum of California, 1000 Oak Street. An international program observed by over 50 cities and 13 countries worldwide, Home Movie Day is an initiative of the Center for Home Movies that highlights the cultural significance of home movies and the need to properly preserve them as artifacts of culture. 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