



MEMORANDUM

TO: HONORABLE MAYOR &
CITY COUNCIL

FROM: Deanna J. Santana

SUBJECT: City Administrator's Weekly Report

DATE: October 12, 2012

INFORMATION

Following are the key activities to be highlighted this week:

The Oakland Police Department Launched Nixle Text Watch System – On October 6, the Oakland Police Department (OPD) became the first police department in the nation to launch its use of Nixle.com's "Tip Watch," an anonymous method of providing tips to police by web, text or phone. Nixle.com is a public messaging and alert system in use by 6,000 law enforcement agencies nationwide and has over one million registered users within the communities it serves. OPD understands the reluctance to come forward and report tips regarding violent crime and offenders, and the anonymity that Text Watch provides removes the fear associated with the decision to report a tip. When tips are not shared out of fear, criminals are allowed to reoffend and re-victimize. In addition to being an effective conduit for tips, Nixle also provides direct communication to neighborhoods concerning police activity and results. For example, within the past 30 days, OPD has sent approximately 25 separate alerts to citizens about proximate arrests and firearm recoveries safely made in their communities. Anonymous tips may now be sent to OPD in four ways:

- Text TIP OAKLANDPD to 888777 from your cell phones.
- Click on the "Tips button" on OPD's webpage at www.oaklandpolice.com; this will direct you to a tip submission form.
- Call OPD's toll-free Tip Watch hotline at (855) TIPS-247 (855-847-7247).
- After signing up for community messages and alerts at Nixle.com, each received message or alert comes with the recipient's ability to reply with a related tip.

Nixle Text Watch is an easy, secure and anonymous method of sharing information, and we hope that our community embraces its use. For more information, please contact Sergeant Chris Bolton, OPD Chief of Staff, at (510) 238-3131 or cbolton@oaklandnet.com.

City and PG&E Partner for an Energy-Efficient LED Streetlight Upgrade – On October 11, Pacific Gas and Electric Company (PG&E) and the City of Oakland held a press conference announcing the upgrading of 241 City-owned streetlight fixtures in four areas of East Oakland identified by Oakland Police Department. The areas that will receive upgrades are the major thoroughfares at Seminary Avenue and International Boulevard, International Boulevard near 98th Avenue, MacArthur Boulevard near 73rd Avenue and International Boulevard near 73rd Avenue. The older high-pressure sodium (HPS) streetlights will be changed out with new, energy-efficient light-emitting diode (LED) streetlights. The upgrades in this pilot program will

be completed by the end of October. As a result of this project, the City will save \$19,367 in annual energy costs and remove the equivalent of 79,768 pounds of greenhouse gases from the environment per year. The City will also receive more than \$34,000 in PG&E incentives. In addition, LED lights help make streets safer with higher quality light and offer a significantly longer lifespan. To read the full media release, please visit www2.oaklandnet.com/w/oak038059. For more information, please contact Kristine Shaff, Public Information Officer, at (510) 238-2966.

City Proposes New Plan to Prevent Home Foreclosures – On October 9, the City of Oakland announced plans for a new, comprehensive plan to prevent home foreclosures, with the help of state and local government, major lenders and numerous community partners. The nationwide mortgage foreclosure crisis has continued to devastate families and communities across the country, and has had a particularly harsh impact on Oakland's flatlands neighborhoods. The City of Oakland has been working to address the crisis' systemic roots, practical demands and human costs since its effects were first felt. What makes the new plan different is its incorporation of freshly available State tools to combat foreclosures, combined with an effort to fill in service gaps in existing prevention strategies. The plan was outlined in a report that went before the City Council's Community and Economic Development Committee on October 9. To view the report, please visit <http://oakland.legistar.com/View.ashx?M=F&ID=2139268&GUID=CF0D52DA-0DA1-44C3-9DE2-BDDA4300C030>. At the press conference that day, impacted residents talked about their experiences facing foreclosure and seeking help. The leaders, staffers and groups responsible for the plan highlighted its most important details, including:

- A partnership with state agencies taking full advantage of the state's banks settlement agreement and new Homeowner Bill of Rights Act.
- Community outreach and referral services expected to reach as many as 3,500 residents, through community partners including OCCUR, Allen Temple, the Martin Luther King Jr. Freedom Center and Family Bridges.
- Homeowner and tenant counseling services, as well as legal advocacy.
- The new ROOT loan fund, a proposal to set aside up to \$1.2 million for a pilot program to help 20-25 homeowners avoid foreclosure by resetting their mortgages at today's current market value for their property.
- New accountability measures to provide local data on specific bank performance.

Oakland lost over 10,000 homes to foreclosures from 2007 through 2011, at a rate of about 1 in 19 households; one in seven were sent a notice of default. A recent report found that the cost to the City of Oakland and its residents will be about \$875 million. In the past four months, there were 834 new Notices of Default filed and 215 completed foreclosures (REOs). For more information, please contact Margaretta Lin, Department of Housing and Community Development, at (510) 238-6314.

Youth Launch Violence Prevention Billboard Campaign with the City – On October 10, youth leaders from Urban Peace Movement partnered with the Office of Oakland Mayor Jean Quan

and the City of Oakland's Messengers for Change Program to launch a public awareness campaign in the wake of a summer tragically marked by street violence. This latest idea from East Oakland youths about how to fight violence in their neighborhoods includes a new series of billboards, spreading the message from the youths themselves that violence has real costs and must stop. The public awareness campaign, "Stop the Killing, Start the Healing" was originally conceived of and created by a group of youth leaders from the community organization, Urban Peace Movement. The youth leaders created a poster series that caught the attention of the Mayor's Office and the City's Messengers for Change Program, which had the idea to create the billboards that will blanket East Oakland. The images in the billboards depict Oakland youth holding portraits of loved ones lost to street violence. They read, for example, "He was my best friend," and, "She was my Mom." Youth leaders created the campaign slogan, appeared in the images and took the photos. The images are intended to illuminate the impact of street violence on Oakland youth and the youth leaders hope that these same images will discourage people from participating in violence. The billboards are located on International Boulevard between 57th Avenue and the Oakland/San Leandro border and will remain until mid-fall 2012. For more information, please contact Reygan Harmon, Office of Mayor Quan, at (510) 238-6291.

Youth Poet Laureate to be Crowned Saturday – On October 13, Stephanie Yun will be crowned the first Youth Poet Laureate of the City of Oakland. Ms. Yun emerged as the best of seven highly talented finalists in a competition that began on April 1. The competition was held by the Oakland Public Library's Teen Services Department, in partnership with Youth Speaks. The crowning ceremony will take place as part of the Life is Living Festival at deFremery Park, 1651 Adeline Street from Noon to 1:00 p.m. For more information, please contact Amy Sonnie, Teen Outreach Librarian, at (510) 238-7233 or asonnie@oaklandlibrary.org.

East Bay Mini Maker Faire – On October 14, join the Studio One Art Center, located on 365 45th Street, as they host the East Bay Mini Makers Faire. The 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. It will feature rockets and robots, Do-It-Yourself science and technology projects, urban farming and sustainability, alternative energy, bicycles, unique hand-made crafts, music, local food, educational workshops and installations. For more information, please contact Alethia Walker, Program Designer, at (510) 597-5027.

North Oakland Senior Center to Host Presentation on Identity Theft Prevention – On October 16, the North Oakland Senior Center, located at 5714 Martin Luther King Jr. Way, will host the Alameda County Consumer Affairs Commission's video presentation about Identity Theft from 10:45 a.m. to Noon. A representative from the U.S. Postal Service will also be present to help seniors learn how to protect themselves from identity theft through the mail. Please R.S.V.P. at (510) 597-5085. For more information, please contact Mary Norton, Center Director, at mnorton@oaklandnet.com.

City to Participate in the Great California ShakeOut – On October 18, at 10:18 a.m., as part of an annual statewide earthquake drill, approximately 1,500 City staff members will participate in a drill coordinated by the Oakland Fire Department's Office of Emergency Services (OES) and the City's Risk Management staff. Through the City floor wardens, staff will participate and 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. Don't forget to "Drop, Cover and Hold on" on Thursday, October 18, 2012 at 10:18 am. Let's Shake Out! For more information, please contact Eileen Ogata, OES Office Planner/Manager, at (510) 238-4764.

OPR Spooktacular Halloween – On October 31, Parks and Recreation challenges all City Departments to decorate their offices and provide candy for eager trick-or-treaters. Prizes will be awarded for the best decorated departments and the spookiest dressed employees. For more information, please contact Tiffany Millinder, Administrative Assistant, at (510) 238-3791.

Friends of the Oakland Public Library Bookstore Celebrates 20 Years in Old Oakland – From November 5 to 11, the Friends of the Oakland Public Library (FOPL) will mark its 20th anniversary with a weeklong celebration at the Bookmark Bookstore, 721 Washington Street. During this week, the Bookmark will extend the 20 percent discount available to FOPL members to anyone who makes a purchase in the store. Plans include an Anniversary Raffle with prizes from local businesses and Kids' Day on November 10. Volunteers opened the Bookmark Bookstore in November 1992, at 815 Washington Street and relocated the store to its current site in May 1995. Since 1992, FOPL has given \$1.5 million to the Oakland Public Library for program and projects that enhance services to the public. FOPL has 850 current members and 60 active volunteers. For more information, please visit the Bookmark Bookstore website at www.thebookmarkbookstore.org.

Information Memorandums:

The following Information Memorandum was released in last week.

Moody's Credit Downgrade– Moody's Rating Agency placed under review for downgrade the lease-backed obligation ratings of 32 cities in California and downgraded the pension obligation bonds of eight cities. Moody's actions impacted the City of Oakland's Taxable Pension Obligation Bonds. <http://www.oaklandnet.com/w/OAK038097>

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.

18th Annual Days of the Dead Exhibition – 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.

“Shape/Shift” Friday – October 12, 6:30 - 9:30 p.m., The Crucible, 1260 7th Street. Part of The Crucible Fireside Lounge Series, the event reviews how art shapes and shifts with a riveting lecture on how the shape of art has shifted through time. Explore the lines and texture of raw materials and the dynamic processes that shift their natural shape into refined representations of artists' imaginations. For more information, please visit www.thecrucible.org/events/upcoming-events.

Movie Night – 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 12 – *Ferris Bueller's Day Off* and October 19 – *The Wiz*. For more information, please visit www.oaklandcitycenter.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.

11th Annual Walk to End Domestic & Teen Dating Violence – October 13, 9:00 a.m. - 2:00 p.m., Lakeside Park around Lake Merritt. The Walk is a benefit in support of A Safe Place, the only comprehensive domestic violence shelter in Oakland. The event's Community Resource Expo will have local businesses and nonprofits promoting their products and/or services to the community while supporting A Safe Place. In addition, A Celebration of Life is being planned to showcase performers from the community as a way to pay tribute to victims and survivors of domestic and teen dating violence. For more information, please visit www.acgov.org/board/district5/pdf/Up_2Oct12.pdf

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.

Autumn Lights Festival – Saturday, October 13, 6:00 - 10:00 p.m., the Gardens at Lake Merritt, 666 Bellevue Avenue. The festival will feature illuminated landscapes and 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. 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.

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 or call Alethia Walker, Program Designer, at (510) 597-5027.

Sundays in the Redwoods Outdoor Concert Series – Sunday, October 14, 2:00 p.m., Woodminster Amphitheater, 3300 Joaquin Miller Road. The concert series concludes with Talking All That Jazz with performances by Avery Sunshine, OSA Jazz Band, Bill Ortiz featuring The FH Band and special guest Boney James. VIP tables are still available for purchase online. For more information and to purchase tickets, please call Karis Griffin, Recreation Supervisor, at (510) 238-3052 or visit www.sundaysintheredwoods.com.

Food Distribution for Low-Income Families – On Friday, October 19, various times, 14 distribution sites throughout Oakland. The Department of Human Services' Hunger Program is sponsoring food distribution for low-income families and seniors. 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 or seniors must reside in one of the seven Community Development Districts in 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. For more information, please contact Chrishelle Chatman, Administrative Assistant, at (510) 986-2721.

Movies in the Park – Friday, October 19, at Dusk, Redwood Heights Recreation Center, 3883 Aliso Avenue. Bring your lawn chairs, blankets and the whole family for the great family favorite, *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 in the Park – Friday, October 19, 7:30 – 9:30 p.m., Arroyo Viejo Park, 7701 Krause Avenue. Enjoy a free screening of *Madagascar 3*. Bring your family, blankets and lawn chairs. Be sure to dress warmly. For more information, please contact Maribel Corral, Center Director, at (510) 615-5755.

Out of the Darkness Community Walk to Support Suicide Prevention – October 20, 6:30 - 9:00 a.m., Lake Merritt colonnade, The Embarcadero at Lakeshore. The mission of the Out of the Darkness Community Walks is to bring focus and attention to the epidemic of suicide and to help fund research and support for those suffering from depression and mental illnesses that may lead to suicide. Live music and snacks will follow. For more information and to register, please visit <http://afsp.donordrive.com/index.cfm?fuseaction=donorDrive.event&eventID=1732>.

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.

Harvest Festival – October 20, 11:00 a.m. - 3:00 p.m., Verdese Carter Community Garden, corner of 96th Avenue and Bancroft. The Harvest Festival features music, food, games and more. Pumpkins grown in the garden will be distributed to children, while supplies last. For more information, please call (510) 238-2197 or visit www2.oaklandnet.com/Government/o/opr/s/cgardening/index.htm.

Ms. Single Mom Parenting Workshop with Author Robbie Butler – October 20, 2:00 - 4:00 p.m., African American Museum & Library at Oakland, 659 14th Street. Workshop materials will be provided. The first 25 participants to sign-up will receive a free autographed copy of author Robbie Butler's book, *Ms. Single Mom: Yes, You Can!* Book signing from 2:00 - 2:30 p.m. For more information and to register, please contact Veda Silva, Museum Project Coordinator, at (510) 637-0200.

Oakland Food Day at Tassafaronga – October 21, Noon - 4:00 p.m., Tassafaronga Recreation Center, 975 85th Avenue. Acta Non Verba: Youth Urban Farm Project and the California Food and Justice Coalition, in partnership with the City of Oakland's Office of Parks and Recreation, are teaming up to hold a Food Day event with vendors, exhibitors, an obstacle course for youth, a planting party, film screenings and live entertainment. The event's mission is to help deepen the understanding of food, nutrition and health as well as the fantastic work being done in Oakland. For more information, please visit www.anvfarm.org or contact Kelly Carlisle at kelly@anvfarm.org or Jessy Gill at jgill@cafoodjustice.org.

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 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.

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.

Halloween Parade – Wednesday, October 31, 3:00 p.m., Montclair Park, Mountain Boulevard entrance. Sponsored by the Montclair Lions Club, this annual event for kids and pets gives them an opportunity to show off their finest Halloween outfits. Pet Mayor Stomper, Vice Mayor Snow and the other pet officers will ride with the Pet and Wildlife Fund vehicle. The parade steps off around 3:30 p.m. and winds its way through Montclair Village. Merchants share treats in the park after the parade. For more information, please visit www.montclairvillage.com.

Respectfully submitted,

/s/

DEANNA J. SANTANA
City Administrator