

DISTRIBUTION DATE: July 11, 2014



MEMORANDUM

TO: HONORABLE MAYOR &
CITY COUNCIL

FROM: Henry Gardner

SUBJECT: City Administrator's Weekly Report

DATE: July 11, 2014

INFORMATION

Following are the key activities to be highlighted this week:

National Blog Proclaims 'Oakland Rising' – On Wednesday, July 9, Annie Fitzsimmons, Urban Insider author for the National Geographic's Intelligent Travel blog, posted a lengthy article entitled "City to Watch: Oakland Rising." The author wrote, "Oakland is enjoying a moment in the sun right now...the city's ascent isn't fleeting, but one that will have a long tail..." The blog post goes on to explore Oakland's vibrant dining scene, urban wineries, locally owned retail stores and great weather. To read the post, please visit <http://intelligenttravel.nationalgeographic.com/2014/07/09/city-to-watch-oakland-rising/>.

Downward Trend In Violent Crime At Midyear – As we pass the midpoint of the year, Oakland continues to experience a downward trend in violent crime. Year-to-date, homicides are down 16%, shootings are down 26% and robberies are down 38%. These encouraging numbers are an indication that current Oakland Police Department strategies continue to contribute to our efforts to make Oakland safer. These strategies include increased involvement and collaboration with the community; growth of the Police Department through academy graduations; partnerships with local, state and federal law enforcement and non-governmental organizations; and a commitment to intelligence-driven programs such as Ceasefire. Community support has been a vital element in this positive trend. For more information, please contact Sgt. Holly Joshi, OPD Chief of Staff, at hjoshi@oaklandnet.com or (510) 238-3131.

4th Of July Public Safety Efforts – On Friday, July 4, the Oakland Police Department (OPD) committed additional resources of 115 officers and 11 civilian staff to address safety concerns specifically related to celebratory firearm discharge and the use of illegal fireworks. OPD's efforts resulted in 14 arrests made for a variety of charges as well as 114 citations issued specifically for fireworks. Numerous illegal fireworks were confiscated. The combination of ShotSpotter technology, deployment of officers to specific areas and assistance from community members who reported illegal acts led to the arrests, citations and confiscations. For more information, please contact Sgt. Holly Joshi, OPD Chief of Staff, at hjoshi@oaklandnet.com or (510) 238-3131.

Manufacturing And R&D Equipment Exemption – Beginning on Tuesday, July 1, a new California law allows manufacturers and qualifying research and development firms to obtain a partial exemption of sales and use tax on certain manufacturing and research and development equipment purchases and leases. The exemption is effective for eight years. In addition, there will be a \$200 million limit per business on purchases of qualified property in any calendar year. The exemption is available only to businesses classified under specified NAICS codes 3311-3399 (manufacturing), 541711 (biotech R&D) and 541712 (physical, engineering and life sciences R&D). To learn what NAICS code applies to your business, please visit <https://www.census.gov/eos/www/naics/>. Currently, California imposes a statewide sales and use tax rate of 7.5 percent (plus applicable district tax) on sales and leases of property. With the new exemption, businesses would only pay 3.3125 percent of the statewide sales and use tax, saving \$41.88 for every \$1,000 in purchases of qualifying property. The new exemption replaces the Enterprise Zone's Sales and Use Tax Credit which ended on December 31, 2013. For more information on the new Manufacturing and Research & Development Equipment Exemption, please visit http://www.boe.ca.gov/sutax/manufacturing_exemptions.htm or contact Susana Villarreal, Enterprise Zone Coordinator, at svillarreal@oaklandnet.com or (510) 238-7794.

Donate Books For Low-Income Children – Through Friday, August 15, the Human Services Department's Senior Companion/Foster Grandparent Program is sponsoring a book drive for low-income children living in the Oakland area in conjunction with the Corporation for National and Community Service (CNCS). This effort is in response to President Obama's call to service United We Serve, which encourages community projects to improve literacy. Clearly marked white bins will be placed in the three City of Oakland buildings in Frank H. Ogawa Plaza (Oakland City Hall as well as the Dalziel and Lionel J. Wilson buildings) where donors can deposit gently used books during normal business hours throughout the drive. Children's books for all ages are welcome, but please no encyclopedias, textbooks or library discards. Bins will also be placed in these nearby buildings: the Ronald V. Dellums Federal Building at 1301 Clay Street, the Elihu M. Harris State Building at 1515 Clay Street and the University of California Office of the President Building at 1111 Franklin Street. For more information, please contact Liz Hillen, Senior Services Program Assistant, at lhillen@oaklandnet.com or (510) 238-3620.

Social Media For Small Businesses Symposium – On Friday, July 18, a symposium about how small businesses can use social media will be hosted by the Oakland Digital Arts & Literacy Center (Oakland Digital). The event introduces social marketing platforms to help educate and empower small businesses to succeed in the digital economy and will feature a welcome by Mayor Jean Quan plus educational presentations by Instagram, Google, Wix.com, Constant Contact and Oakland Digital. Sponsored by the City of Oakland and the Oakland Business Assistance Center, the event runs from 10:00 a.m. to 1:00 p.m. in Oakland City Hall, 1 Frank H. Ogawa Plaza. The symposium is also Oakland Digital's annual launch of their small business program, using social media to serve as a non-commercial educational and learning platform, to assist Oakland small businesses and entrepreneurs. To register for the workshop, please visit www.oaklandsocialmedia.com. The Oakland Digital Arts & Literacy Center ODALC, is a 501(c)(3) non-profit organization working to bridge the digital literacy and opportunity divide while educating, inspiring and empowering underserved small business owners to participate and

succeed in the increasingly digital economy. To learn more about Oakland Digital, please visit www.odalc.org. To learn more about Oakland's economic development efforts, programs to support small business and efforts to grow the local tech industry, please contact Aliza Gallo, Economic Development Manager, at agallo@oaklandnet.com or (510) 238-7405.

Oakland Fire Department Academy Graduation – On Friday, July 18, the Oakland Fire Department will hold a commencement ceremony for the firefighters of Class 1-14. The event, which begins at 1:00 p.m., will be held at the Oakland Veterans Memorial Building, 200 Grand Avenue. The public is invited to attend and join in congratulating the trainees as they complete the academy. For more information, please contact Battalion Chief Adrian Sheppard at asheppard@oaklandnet.com or (510) 238-4040.

Shana Sharp Joins the City Administrator's Office – On Monday, July 7, the City Administrator's Office welcomed Shana Sharp. Shana will serve as a City Administrator Analyst, with a focus on citywide grants coordination. Shana previously worked for Envision Education, a charter school in Oakland, as a Grants Manager. Prior to moving to California last year, she served as the Manager of Grants and Sponsored Research at Harris-Stowe State University in St. Louis, MO. She has more than a decade of experience writing grant proposals and coordinating grant activities. Shana holds a Master of Arts in Communications from Webster University, and a Bachelor of Science in Communications from Southern Illinois University-Edwardsville. For more information, please contact Shana at ssharp@oaklandnet.com or (510) 238-7156.

Carjack Suspect In Custody – On Tuesday, July 8, at 10:25 a.m., Oakland Police officers observed a vehicle in the 2100 block of East 24th Street that had been taken in a carjacking. When officers attempted to detain the occupants, they ran from the vehicle. The suspect barricaded himself inside a residence. OPD Crime Reduction Teams, patrol officers, SWAT Team, Hostage Negotiation Team and police helicopter were joined by the Alameda County Sheriffs K-9 Unit and Oakland Housing Authority Police at the scene. Security precautions were taken and residents in the immediate area were evacuated. After many hours of negotiations, the barricaded suspect surrendered and was safely taken into custody by police. The investigation is ongoing; anyone with information is asked to contact the Oakland Police Department Robbery and Assault Unit at (510) 238-3326. For more information, please contact Sgt. Holly Joshi, OPD Chief of Staff, at hjoshi@oaklandnet.com or (510) 238-3131.

Homicide Suspect Arrested – On Sunday morning, July 6, one day after the murder of Xzavier Johnson, 26, of Stockton, the Oakland Police Department arrested the prime suspect in the case, a 26-year-old Oakland resident. The homicide occurred on Saturday, July 5, at 10:20 a.m. in the area of High Street and Lyon Avenue. For more information, please contact Sgt. Holly Joshi, OPD Chief of Staff, at hjoshi@oaklandnet.com or (510) 238-3131.

Friday Nights In The Parks Kicks Off – Beginning on Friday, July 11, the Friday Summer Nights Programs will kick off in two locations in East Oakland and one in West Oakland. The weekly programs will be held every Friday through August 15 from 6:00 to 9:00 p.m. at Willie Wilkins Park, 1100 98th Avenue; the Carter Gilmore Park, 1390 66th Avenue; and at the

intersection of Market & Brockhurst. These free events are open to the public and offer free food, games, entertainment and raffles for all ages. The Friday Summer Nights Programs aim to change community norms around violence through community engagement and empowerment. These programs are modeled after the Los Angeles' Summer Night Lights Programs and are connected to broader Oakland Unite efforts focused on gang reduction and shooting and homicide intervention and response. The programs are intended to disrupt violence by offering programming and extended park hours in neighborhoods with high rates of violence, during the peak hours when violence occurs. The 2011 Messengers4Change initial park program evaluation shows positive results: The average number of police incidents in the Willie Wilkins Park area decreased by 48% during the three six-week periods that the events were held when compared to the average for the previous two years. To see a list of local sponsors and learn more about the events, please read the media release at <http://www2.oaklandnet.com/w/oak047899>. For specific information about the East Oakland Parks program, please contact Jennifer Argueta, Community Engagement Coordinator, at jargueta@oaklandnet.com. For specific information about the West Oakland program, contact Dylan Hamilton, Program Analyst, at dhamilton@oaklandnet.com.

OPR Hosts Open Houses During National Park And Recreation Month – Throughout July, Oakland Parks & Recreation (OPR) is celebrating National Park and Recreation Month (NPRM) by hosting more than 75 events that showcase its programs and services for youth and families. Since 1985, Americans from all walks of life have celebrated National Park and Recreation Month to promote the importance of parks and recreation in the United States. Open Houses are free to the public and offer fun and entertainment for the whole family. For the complete roster of events, please visit www.oaklandnet.com/parks. For more information on NPRM Open Houses, please contact Cathryn Cornelius, Recreation Specialist I, at ccornelius@oaklandnet.com or (510) 238-3992. The following open houses will be held next week:

- **Friday, July 11, 1:00 - 4:00 p.m.**, Studio One Art Center & Temescal Pool, 365 & 371 45th Street, (510) 597-5027 or (510) 597-5013
- **Saturday, July 12, 1:00 - 3:00 p.m.**, Fremont Pool, 4550 Foothill Boulevard, (510) 535-5614
- **Sunday, July 13, 1:00 - 3:00 p.m.**, San Antonio Recreation Center, 1701 East 19th^h Street, (510) 535-5608
- **Monday, July 14, 4:00 - 8:00 p.m.**, Willie Keyes Recreation Center, 3131 Union Street, (510) 597-5042
- **Tuesday, July 15, 3:00 - 5:00 p.m.**, Arroyo Viejo Recreation Center & ADA Inclusion, 7701 Krause Avenue, (510) 615-5755 or (510) 615-5980
- **Wednesday, July 16, 4:00 - 6:00 p.m.**, Brookdale Recreation Center & Discovery Center, 2535 & 2521 High Street, (510) 535-5632 or (510) 535-5657
- **Thursday, July 17, 1:00 - 4:00 p.m.**, Mosswood Recreation Center, 3612 Webster Street, (510) 597-5038
- **Friday, July 18, 6:30 a.m. - 8:30 p.m.**, East Oakland Sports Center & Ira Jenkins Recreation Center, 9161 & 9175 Edes Avenue, (510) 615-5838 or (510) 615-5980

The month of revelry also includes the 7th annual "An Intimate Evening" fundraiser event on Saturday, July 26, featuring live music, fine cuisine & wine, carriage rides, a martini lounge, vintage cars and more. The event, held at the Dunsmuir Hellman Historic Estate, 2960 Peralta Oaks Court, runs from 6:00 to 11:00 p.m. Revelers are encouraged to wear all white attire for this festive evening. All funds raised through this event will aid in the expansion of program offerings to ensure educationally enriching social activities for Oakland's at-risk youth and community. Tickets can be purchased online at www.anintimateevening.com or in-person at OPR's main office at 250 Frank H. Ogawa Plaza, Suite 3330. For more information on "An Intimate Evening," please contact Tiffany Millinder, Assistant to Director, at tmillinder@oaklandnet.com or (510) 238-3791.

Register Your Block Party For National Night Out 2014 – Through Friday, July 25, organizers can register their block parties for National Night Out at <http://www2.oaklandnet.com/nno>. National Night Out on Tuesday, August 5, is "America's Night Out Against Crime." In 1984, it began as a nationwide effort to promote involvement in crime prevention activities, police-community partnerships, neighborhood camaraderie and to send a message to criminals letting them know that neighborhoods are organized and fighting back. This year, Oakland's goal is to have more than 675 block parties citywide. For more information, please contact Brenda Ivey, Police Service Technician, at bivey@oaklandnet.com or (510) 238-3091.

Googie And Friends Fundraiser Golf Tournament Registration – Through Friday, August 1, golf players can register for the 10th annual Googie and Friends Fundraiser Golf Tournament in partnership with the City of Oakland Parks & Recreation and Vice Mayor Larry Reid. The tournament will be held on Monday, August 11 at the Metropolitan Golf Links, 10051 Doolittle Drive. Teams registered by July 1 will receive one dozen Titlist ProV1s at check-in. Proceeds from the tournament fund junior golf programs in Oakland, reaching over 2,000 youth per year. For additional details and to register, please visit www.playmetro.com/googie. For more information, please contact Preston Pinkney, Recreation Specialist PPT, at ppinkney@oaklandnet.com or (510) 351-0391.

National Public Parks Tennis Championships Registration – Through Wednesday, August 6, tennis players can register for the 88th annual National Public Parks Tennis Championships. The nation's most prestigious municipal tennis tournament will be held on August 16 to 24 at four venues in and around Oakland. The City of Oakland is the first Northern California site selected to host this prestigious event in its 88-year history. Players can register to compete in one or more divisions. Sponsorship and volunteer opportunities for the event are available. For additional details and to register, please visit www.npptc2014.com. For more information, please contact Marc Weistein, Program Director, at (510) 444-5663.

Information Memorandums:

The following Information Memorandums were issued in the last week:

Results of City of Oakland 2014-15 Tax and Revenue Anticipation Notes (TRAN) Market Pricing - The purpose of this informational report is to provide the City Council with an update on the recent pricing for the \$55,000,000 City of Oakland 2014-2015 Tax and Revenue Anticipation Notes (TRAN) (the "2015 Notes"). <http://www2.oaklandnet.com/w/OAK048108>

Oakland Animal Services Community Advisory Committee – The purpose of this memorandum is to provide an overview of the Oakland Animal Services (OAS) Community Advisory Committee. <http://www2.oaklandnet.com/w/oak048013>

Summary of the State Adopted 2014-15 Budget – The purpose of this memorandum is to provide a summary of the State adopted budget. <http://www2.oaklandnet.com/w/oak048014>

Upcoming Meetings and Events:

For information on upcoming City meetings and events, please visit the City's online calendar at <http://www2.oaklandnet.com/Events/index.htm>. For events at the Oakland Public Library, please visit <http://oaklandlibrary.org/events>.

Respectfully submitted,

/s/

HENRY GARDNER

Interim City Administrator