



MEMORANDUM

TO: HONORABLE MAYOR &
CITY COUNCIL

FROM: Henry Gardner

SUBJECT: City Administrator's Weekly Report

DATE: September 19, 2014

INFORMATION

Following are the key activities to be highlighted this week:

Community Survey On City Website Launched – On Wednesday, September 17, the City of Oakland launched a survey to gain feedback from Oakland community members about their experiences with web-based City services. The survey will be used to inform a prototype for a new Oakland website to better serve the public. In preparation for the development of this prototype, the City of Oakland and Code for America are conducting a broad survey of Oakland community members who use the web at home, at work, through community centers or on their phone. The survey is brief – responses should take less than 10 minutes – and may be anonymous if the participant prefers. It asks about the participant's neighborhood, age and Internet use, and then about their needs and experiences with the City's website. The survey is available in English, Chinese, Spanish and Vietnamese and can be accessed at <http://www2.oaklandnet.com/Government/o/CityAdministration/OAK049224>. The survey is a part of the "Digital Front Door" project, a suite of code, documentation and techniques that cities can use to modernize their digital presence. For more information, please contact Mai-Ling Garcia, Online Engagement Manager, at mgarcia@oaklandnet.com or (510) 238-2105.

OPD Accepting Applications For Police Officer Trainees – Friday, September 26, is the deadline to apply for the 173rd Oakland Police Recruit Academy to pursue a career as an Oakland Police Officer. The ideal candidate has an education and experience demonstrating personal motivation, cares about others, can deal effectively and fairly with residents and co-workers, can identify problems and resolve them quickly while under pressure, and wants to work in a fast-paced, urban environment. Applications are being accepted through 11:59 p.m., on Friday, September 26. To apply, please visit <http://bit.ly/1qNJOz3>. This page also provides details and dates on the Practices & Actual Physical Ability Test, POST Entry Level Law Enforcement Test and Oral Board Interviews that are part of the selection process. For more information, please contact Acting Sgt. Juan Sanchez, Backgrounds & Recruiting Unit, at jsanchez@oaklandnet.com or (510) 238-3339.

Volunteers Are Needed For Oakland's 19th Annual Creek To Bay Day – On Saturday, September 20, thousands of volunteers are expected to help clean and beautify Oakland's creeks and shorelines. Oakland Creek to Bay Day projects contribute to improvement and restoration of Oakland's creeks and shorelines. From 9:00 a.m. to noon, volunteers will pick up litter, remove invasive plants, and/or plant California native plants. Data from Creek to Bay Day trash collection provides information used to strengthen pollution law and policy. Volunteers will receive a reusable tote bag to use wherever they shop to help discourage the use of single-use bags, one of the most common types of marine debris. The tote is part of a greater outreach initiative to encourage use of reusable bags, also supporting recent state legislation. With cleanup and beautification activities at 30 sites, there are plenty of opportunities for everyone to join this volunteer effort and make a difference in our community. Groups of all ages are welcome to participate and encouraged to gather friends, family and co-workers to have fun and help improve the health of our community and environment. Please wear long pants and sturdy closed-toed shoes. Individuals may drop-in to take part in the event, but groups of ten or more should pre-register with the site coordinator. Oakland Creek to Bay Day is part of California and International Coastal Cleanup Day, the largest volunteer day in California and the world. This day brings out thousands of volunteers to beautify and clean trash from shorelines and waterways across California, the U.S. and in about 100 countries worldwide. To read the media release, please visit <http://www2.oaklandnet.com/OAK049086>. For complete event information, including volunteer locations and volunteer registration, please visit www.oaklandcreektobay.org. For more information, please contact Michael Perlmutter, Program Analyst III, at mperlmutter@oaklandnet.com or (510) 238-7294.

City of Oakland Extends Parklet Pilot Program, Seeks Proposals from Community – On Friday, September 19, the City of Oakland issued a Notice of Parklet Opportunity (NPO) to bring additional parklets to Oakland's various commercial corridors. Parklets are the latest trend to improve an area's pedestrian friendliness by creating publicly accessible spaces to sit and interact. This round of proposals, announced on PARK(ing) Day, follows the initial launch of the pilot program in September 2011 and will result in up to 15 parklets being selected from all complete submissions received by November 17, 2014. The parklets will be publicly accessible space for the enjoyment and use of all Oakland citizens in the public right-of-way, but will be privately constructed and maintained. This extension to the Parklet Pilot Program will allow for additional parklets and further program refinement. During the first phase of the pilot program, three parklets were completed Grand Avenue in front of Farley's East (September 2012), 40th Street in front of Manifesto Bicycles (November 2012) and 25th Street in front of the 25th Street Collective (July 2014). One additional parklet at the intersection of Alcatraz and San Pablo Avenue near Actual Café has received final permit approval and construction is pending. The City launched the pilot program in response to interest from the community, including Walk Oakland Bike Oakland. Specific design and placement guidelines will ensure safety while not impacting the street's vehicular traffic flow, the area's total quantity of parking spaces and parking revenue for the City of Oakland. Among other requirements, parklet permit holders will be required to carry liability insurance and provide daily maintenance. For complete details on the Parklet Pilot Program and to view and download the NPO, please visit www.oaklandnet.com/parklets. An informational meeting for interested parties will be held in mid-October. Please check the website for exact date, time and location. To read the media

release, please visit <http://www2.oaklandnet.com/w/OAK049254>. For additional information, please contact Laura Kaminski, Parklet Project Manager, at lkaminski@oaklandnet.com or (510) 238-6809.

Release Of Applications For California Competes Tax Credit Program – From Monday, September 29 to Monday, October 27, applications will be accepted for the California Competes Tax Credit. As announced by the Governor's Office of Business and Economic Development (GO-BIZ), the California Competes Tax Credit is an income tax credit available to businesses that want to come to California or stay and grow in California. Small, medium and large businesses are encouraged to apply since 25% of the announced \$45 million allocation is earmarked for these types of businesses. For a PowerPoint presentation on how to complete an application, please visit <http://www.business.ca.gov/Programs/CaliforniaCompetesTaxCredit.aspx>. To view the online application form, please visit www.calcompetes.ca.gov. Additional instructions and FAQs can be found at www.business.ca.gov/calcompetes.aspx. For more information about the California Competes Tax Credit Program and other state or local business incentives, please contact Aliza Gallo, Economic Development Manager, at agallo@oaklandnet.com or (510) 238-7405 or Susana Villarreal, Enterprise Zone Coordinator, at svillarreal@oaklandnet.com or (510) 238-7794.

Sundays In The Redwoods Outdoor Concert Series – On Sunday, September 21, Oakland Parks & Recreation will host the first of four Sundays in the Redwoods concerts at Woodminster Amphitheater in Joaquin Miller Park, 3300 Joaquin Miller Road. This Sunday's theme of 'Magic in the Music' will include performances by Ozomatli, Dos Four, Kyle Eastwood and Rene Escovedo & the Fuse. To purchase tickets, please visit www.SundaysInTheRedwoods.com. For more information, please contact Mercedes Ervin, Recreation Leader II, at info@sundaysintheredwoods.com or (510) 238-3052.

PARK(ing) Day Celebrated At The Main Library – On Friday, September 19, the Main Library participated in PARK(ing) Day with a temporary parklet on the Oak Street/Lakeside Drive side of the building from 10:00 a.m. to 3:00 p.m. This was the second year that the Oakland Public Library has participated in the worldwide event. Folks were able to take a break outside the library, peruse the Friends of the Oakland Public Library Sidewalk Book Sale, read, get advice on what to read next and find out how to get free reading material for their eReaders at the library. For more information, please contact Mana Tominaga, Supervising Librarian, at mtominaga@oaklandlibrary.org or (510) 238-6611.

Association For Library Service To Children Meets In Oakland – From Thursday, September 18 to Saturday, September 20, Oakland is hosting 350 Children's librarians from around the country at a sold-out conference, the 2014 Association for Library Service to Children (ALSC) Institute. This intensive learning opportunity has a youth services focus and is designed for front-line youth library staff, children's literature experts, education and library school faculty members and other interested adults. It is one of the only conferences devoted solely to children's librarianship, literature and technology and takes place every two years. The event will be held at the Oakland Marriott City Center, with one afternoon at Children's Fairyland. The

Oakland Public Library is very excited to show off our beautiful city and our libraries to so many visitors. For more information, please contact Sharon McKellar, Community Relations Director, at smckellar@oaklandlibrary.org or (510) 238-3513.

Upcoming Construction At The Golden Gate Recreation Center – On Wednesday, October 1, the Golden Gate Recreation Center, 1075 62nd Street, will be closing for a complete rebuild. The facility is expected to be closed until spring 2016. The new center will include a modern gym, activity rooms and a commercial-grade kitchen. During construction, the current programs and staff will be temporarily relocated to the Piedmont Child Development Center at 86 Echo Street, behind the Piedmont Avenue Elementary School. For more information, please contact Alaina Fuglestad, Recreation Program Director, at afuglestad@oaklandnet.com or (510) 867-5798.

Volunteer Tutors Needed At Franklin Recreation Center – Through September, the Franklin Recreation Center, 1010 East 15th Street, is recruiting volunteers. Adults and teens 14 and older are needed to assist elementary students by providing homework tutoring. Multilingual skills are helpful. The primary subjects are math and reading at the elementary level with tutoring typically provided weekdays from 3:30 to 4:30 p.m. Additionally, there are opportunities for volunteers with skills and interests in teaching any classes for youth or adults. For more information, please contact Rebecca Chhom, Program Director, at rchhom@oaklandnet.com or (510) 238-7741.

Movie Screening At Redwood Heights Recreation Center Attracts Hundreds, Continues Into October – On Friday, September 12, the Redwood Heights Recreation Center, 3883 Aliso Avenue, hosted a free screening of “The Lego Movie.” More than 350 community members attended. The Movies in the Park Outdoor Movie Series continues into October with a screening of “Frozen” on Friday, September 26 and “Addams Family” on Friday, October 17. Both screenings begin at dusk. Dress warmly and bring a lawn chair and/or blanket. Light refreshments will be available for purchase with proceeds benefitting the center’s scholarship fund. For more information, please contact Breht Clark, Center Director, at bclark@oaklandnet.com or (510) 482-7827.

OPD Arrests Homicide Suspect – On Sunday, September 14, the Oakland Police Department arrested Miguel Salinas, 21, of Oakland for the murder of Reginald Beamon, 28, of Oakland. The homicide occurred in the 8200 block of Bancroft Avenue earlier that day. For more information, please contact Sgt. Holly Joshi, OPD Chief of Staff, at hjoshi@oaklandnet.com or (510) 238-3131.

Two Arrested: Stolen Vehicle, Illegal Gun Possession – On Monday, September 16, at about 12:10 a.m., Oakland Police officers on patrol observed a stolen vehicle in the 3100 block of 73rd Avenue and conducted a traffic stop. The driver and passenger fled the vehicle and ran into a nearby yard. Officers set a perimeter and were able to locate the two juvenile male suspects. The driver was arrested for driving a stolen vehicle and the second suspect was arrested for illegal possession of a loaded firearm. We appreciate the community’s support as we work to make Oakland safer. For more information, please contact Sgt. Holly Joshi, OPD Chief of Staff, at hjoshi@oaklandnet.com or (510) 238-3131.

City To Host Small Business Disaster Planning Workshop – On Monday, October 6, Oakland small and mid-size businesses are invited to attend a workshop to learn about resources that can help business owners with advance disaster planning and strategies to re-open their business quickly in the event of a disaster. The workshop is hosted by the Oakland Fire Department's Emergency Management Services Division, the City of Oakland's Economic & Workforce Development Department and Oakland-based California Resiliency Alliance (CRA). This workshop is part of the City's efforts to develop an Oakland Business Advisory Committee for Disaster Planning to help strengthen Oakland's economic and community resilience. Oakland Mayor Jean Quan and the City's Chief Resiliency Officer Victoria Salinas, will also attend. Registration begins at 12:45 p.m. and the workshop will run from 1:00 to 3:00 p.m. in Hearing Room 3, in Oakland City Hall, 1 Frank H. Ogawa Plaza. For more information on the workshop, please contact CRA at nahal@CAresiliency.org. For more information on the City of Oakland's resiliency efforts, please contact Renee Domingo, Emergency Services Manager, at radomingo@oaklandnet.com or (510) 238-6353 and Aliza Gallo, Economic Development Manager, at agallo@oaklandnet.com or (510) 238-7405.

The Bay Area Capital Connections Conference: Funding Impact Entrepreneurs – On Thursday, October 9, the Alliance for Community Development will host the Fourth annual Bay Area Capital Connections Conference. At the conference, entrepreneurs will present their business models allowing attendees to take away a wealth of knowledge about the financial side of early business activity. The program brings together successful business people with different viewpoints on crowd funding, financing and a global vision for entrepreneurship. The conference includes a light lunch, keynote address, forums, a Startup Pitch Showcase and reception. Running from noon to 6:30 p.m., the conference will be held at the Kaiser Center Auditorium, 300 Lakeside Drive. To see the full conference schedule and to register, please visit <http://bit.ly/1s9ufWa>. To assist Oakland small businesses and startups in attending the conference, the City of Oakland is sponsoring 15 scholarships through several of its key small business providers. For more information on the scholarships or the City's small business services program, please contact Aliza Gallo, Economic Development Manager, at agallo@oaklandnet.com or (510) 238-7405 or Juno Thomas, Oakland Business Assistance Center Coordinator, at jthomas@oaklandnet.com or (510) 238-4727.

Upcoming City Of Oakland Job Announcement – During the week of September 22, the Human sources Management Department (HRM) anticipates posting a job announcement for the following position:

- Senior Library Assistant (Selective Certification for Tools/Equipment)

For updated information on City jobs, please visit the HRM 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 online and how to submit a job interest card for positions not currently posted. For more information, please contact the Human Resources Management Receptionist at (510) 238-3112.

Information Memorandums:

The following Information Memorandums were issued within the last week:

RFPs for City-owned Properties – The purpose of this information memorandum is to provide an overview of several Requests for Proposals (“RFP” or “Notice of Development Opportunity” or “NODO”) for the sale and/or lease and development of properties owned by the City of Oakland (“City”) that will be issued over the next 12 months by the City’s Economic & Workforce Development Department’s Project Implementation Division.

<http://www2.oaklandnet.com/w/OAK049275>

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