



MEMORANDUM

TO: HONORABLE MAYOR &
CITY COUNCIL

FROM: Henry Gardner

SUBJECT: City Administrator's Weekly Report

DATE: October 31, 2014

INFORMATION

Following are the key activities to be highlighted this week:

170th Basic Academy Graduation – On Friday, October 31, Oakland Police Chief Sean Whent, Mayor Jean Quan and additional representatives from the City of Oakland and Police Department celebrated the graduation of the 170th Basic Academy at the Scottish Rite Center, 1547 Lakeside Drive. The diversity of Oakland is reflected in the 35-member class. Ten graduates speak Spanish, two speak Cantonese and others speak Hindi, Japanese, Korean, Punjabi, Russian, Spanish, Ukrainian and Urdu. Fifteen class members are college graduates; four are women; and ten are Oakland residents. The graduates will be a welcome addition to our Oakland family and represent another step forward in our efforts to grow the Oakland Police Department and increase public safety in Oakland. For more information, please contact Sgt. Holly Joshi, OPD Chief of Staff, at hjoshi@oaklandnet.com or (510) 238-3131.

City Of Oakland Announces New Director Of Oakland Animal Services – On Wednesday, October 29, Mayor Jean Quan and City Administrator Henry Gardner announced the appointment of the new Director of Oakland Animal Services (OAS), Ms. Rebecca Katz. Ms. Katz is a progressive leader in the field of animal welfare and public safety with a focus on the human-animal bond and its impact on health and human service programs. She is dedicated to representing and advocating for the most underserved who often do not have a voice. Ms. Katz will oversee the transition of OAS into a standalone department in the City Administrator's Office, managing a staff of 31 FTEs and an operating budget of \$3.5 million. OAS currently takes in about 6,000 animals per year. A seasoned, innovative leader and animal welfare advocate, Ms. Katz has served as the Director of Animal Care and Control for the City and County of San Francisco for the last six years where she pioneered new policy initiatives and programs. Selected by long-time Director and agency founder Carl Friedman to replace him upon retirement, Ms. Katz maintained and built upon community and business relationships. Her leadership and ongoing commitment to community partnerships resulted in the department's first satellite adoption center, increased outreach, donation of all of the food needed for the shelter's animals, the first-ever animal adoption event at the State Building and the nationally acclaimed "Operation Chihuahua," which resulted in quickly and happily rehoming dozens of Chihuahuas

in the greater New York area. Ms. Katz will begin as Director of Oakland Animal Services on Monday, November 17. To read the media release, please visit <http://www2.oaklandnet.com/w/oak049996>. For more information, please contact Karen Boyd, Citywide Communications Director, at kboyd@oaklandnet.com or (510) 238-6365.

OFD Reminds You To Fall Back – On Sunday, November 2, daylight savings time comes to an end. The Oakland Fire Department would like to remind you to set your clocks back one hour at 2:00 a.m., and change the batteries in your smoke detectors. With colder weather upon us, please remember these fire safety tips:

- Keep anything that can burn at least three feet away from heating equipment like furnaces, fireplace and portable space heaters
- Never place cloths or other items over the heating vents on the floor
- Never use an oven to heat your home
- Turn portable heaters off when leaving the room or going to sleep

If you have any fire safety questions, please visit your local fire station where the members of the Oakland Fire Department will discuss fire safety with you and your family. For more information, please contact Ms. Karen Cox, Public Education Coordinator, at kcox@oaklandnet.com or (510) 238-7255.

Parks & Recreation Community Focus Groups – In November and December, Oakland Parks & Recreation (OPR) is hosting its biennial Community Focus Groups. Focus group meetings will be held in each district and provide the department an opportunity to receive community input regarding programs and services. This includes positive feedback, complaints and constructive criticism as well as an opportunity for community members to present creative solutions to challenges faced by OPR. The community also has the opportunity to speak directly with staff and members of the Parks & Recreation Advisory Commission (PRAC). In addition to the seven scheduled Council District meetings, two additional focus groups – one on Sports Fields and the other on the Central Reservations Unit – have been added. Agenda topics at each meeting will include:

- Creating Revenue Streams/Impact Fees
- Capital Improvements & Maintenance
- Grilling in Parks
- Sports Programming
- Community Gardening

The first focus group will be held on Thursday, November 6, from 6:00 to 8:00 p.m. at the Dunsmuir Hellman Historic Estate, 2960 Peralta Oaks Court. For the complete schedule of meetings and translated materials, please visit www.oaklandnet.com/parks. For more information, please contact Jada Chiu, Marketing Coordinator, at jchiu2@oaklandnet.com or (510) 238-3496.

Seven Oakland Companies Among Inner City 100 Winners, City Receives ICIC Nominating Partner Award – On Thursday, October 16, the Initiative for a Competitive Inner City (ICIC) and *FORTUNE* released its annual list of top 100 Inner City businesses across the nation. This year, for the first time in the list's 16-year history, the Inner City 100 consists of 10 fast-growing businesses from 10 industry categories. The 10 industry categories are construction; manufacturing; professional services; food & beverage; retail; media and communications; software and information technology; transportation and logistics; healthcare and biotechnology; and arts, entertainment and recreation. Applicants were ranked according to revenue growth against their industry peers. The City of Oakland is proud to be home to seven winners in this national competition:

- FATHOM – No. 2 on the list overall, No. 1 in Manufacturing
- Revolution Foods – No. 19 on the list overall, No. 2 in Food & Beverage
- Oaklandish – No. 33 on the list overall, No. 1 in Retail
- ArcSine – No. 48 on the list overall, No. 5 in Professional Services
- Premier Organics – No. 51 on the list overall, No. 4 in Food & Beverage
- Blaisdell's Business Products – No. 63 on the list overall, No. 3 in Retail
- Veronica Foods Company – No. 94 on the list overall, No. 8 in Food & Beverage

In addition, four Oakland companies were given Honorable Mentions:

- Babette
- Alpi International
- Lowney Architects
- Xanitron Inc.

The City of Oakland was recognized as the 2014 ICIC Nominating Partner of the Year. Overall 57 Oakland companies have been part of the ICIC-100 Inner Cities List due to the efforts of City staff to nominate Oakland businesses. To read the media release, please visit <http://www2.oaklandnet.com/w/oak049862>. For more information about Oakland's business development programs, please contact Aliza Gallo, Economic Development Manager, at agallo@oaklandnet.com or (510) 238-7405.

Oakland's Hack The Hood Program Offers Free Websites For Small Businesses – Monday, December 1, is the deadline for Oakland small businesses to sign up for a free website through Hack the Hood. Hack the Hood is an award-winning non-profit that introduces low-income youth of color to careers in tech by hiring and training them to build websites for real small businesses in their own communities. The organization's goal is to sign up 70 Oakland small businesses for this critical business development service. Additional free services are available to small businesses. To sign up for the development of a free website, please visit www.hackthehood.org. Young people gain valuable hands-on experience building mobile-friendly websites, executing search engine optimization and helping businesses get listed in local online directories through workshops and six-week "Boot Camps." If you are interested in mentoring a youth, please contact Hack the Hood through their website. 2014 funders include Google, Facebook, the California Workforce Investment Board, the City of Oakland, the Thomas

J. Long Foundation and many individual donors. For more information about Oakland's small business development programs and partnerships, please contact Aliza Gallo, Economic Development Manager, at agallo@oaklandnet.com or (510) 238-7405.

deFremery Skatepark Grand Opening – On Saturday, November 1, Oakland Parks & Recreation (OPR), in partnership with Levi's Skateboarding, will host a grand opening celebration for deFremery Recreation Center's Town Park Skatepark. Open to all ages, the event will run from noon to 5:00 p.m. at 1651 Adeline Street. Activities will include free local food, drinks and a DJ. For more information, please contact Terri Westbrook, Recreation Leader II PPT, at twestbrook@oaklandnet.com or (510) 238-7739.

Kid's Halloween Dance Party – On Friday, October 31, Oakland Parks & Recreation's Malonga Casequelourd Center for the Arts, at 1428 Alice Street, is partnering with Dance-A-Vision Entertainment to present a Kid's Halloween Dance Party. Carla Service of Dance-A-Vision Entertainment will be funding this event. Kids ages 7 to 12 can participate in a costume contest, photo shoot and dance party. The event will also include storytelling, relay races, prizes, candy and more. Additionally, each child will leave with a gift bag. Admission is \$15 per child. The drop off time is 6:00 p.m. and pick up will be at 10:00 p.m. For more information, please contact Carla Service, Dance-A-Vision, at (510) 763-5180.

City Issues RFP For Sale Of Key Parcel In The Thriving Uptown District – On Friday, October 10, the City of Oakland released a Request for Proposals to sell a City-owned parcel in downtown Oakland to a qualified development team to design and develop a mixed-used project. Bordered by Telegraph Avenue, 19th Street and William Street, the property, located at 1911 Telegraph, is in the center of the thriving Uptown Arts and Entertainment district. Uptown is home to Oakland's monthly First Fridays celebration of local galleries and artists, nationally renowned restaurants, popular entertainment venues including the Fox and Paramount theaters, independent businesses and thousands of new residents. Proposals are due by 4:00 p.m. on Monday, December 1. To read the release, please visit <http://www2.oaklandnet.com/w/OAK049728>. Recently, the City also issued an RFP for the Rehabilitation and Adaptive Reuse of the Henry J. Kaiser Convention Center (HJKCC). To view both RFPs, please visit www.oaklandnet.com/realestate. For more information on the Parcel 4 RFP, please contact Jens Hillmer, Urban Economic Coordinator, at jhillmer@oaklandnet.com or (510) 238-3317. For more information on the HJKCC RFP, please contact Kelley Kahn, Project Manager, at kkahn@oaklandnet.com or (510) 238-6190.

Free One-On-One Computer Help At The Oakland Public Library – Through May 2015, youth between the ages of 16 and 24 from across Alameda County will be offering one-on-one computer assistance in six branches of the Oakland Public Library. Thanks to the Ready, Set, Connect! program, a partnership between Community Technology Network and the Oakland Public Library, youth are enrolled in a professional job skill development program for eight months that provides them with practical work experience while preparing them for a job in the tech industry. Many of the Ready, Set, Connect! tutors speak multiple languages; please check with individual locations for language assistance needs. For the schedule and participating locations, please read the media release at <http://www2.oaklandnet.com/OAK049752> or visit

<http://ctnbayarea.org/programs/ReadySetConnect>. For more information, please contact Lana Adlawan, Supervising Librarian, at ladlawan@oaklandlibrayr.org or (510) 238-7613.

Studio One To Host ADA Inclusion Teen Dance – On Saturday, November 1, the Studio One Art Center, located at 365 45th Street, and the ADA Inclusion Program will host a night of fun and dance with a DJ. This event, which runs from 6:00 to 9:00 p.m., is open to all teens. Parents and older siblings are encouraged to assist with special needs and to participate along (if teen needs assistance, please stay with them). Event costs will be \$10 per family at the door. For more information, please contact Joy Sledge, Recreation Leader II, at jsledge@oaklandnet.com or Erin Burton, Recreation Specialist II, at eburton@oaklandnet.com or (510) 597-5064.

Luncheon And Fashion Show – On Saturday, November 1, the West Oakland Senior Center, at 1724 Adeline Street, will host the “New to Me” Luncheon and Fashion Show from noon to 6:00 p.m. The 10th annual event will raise funds for the senior center and show off the modeling talents and hospitality of the center’s members. Tickets cost \$15 and include lunch. Attendees will also have the opportunity to purchase gently used clothing. For more information, please contact Dorothy Poston, Senior Center Director, at (510) 238-7017 or dposton@oaklandnet.com.

Oakland Parks & Recreation Ace Kids Golf – On Monday, October 13, Ace Kids Golf continued its partnership with Alameda County Office of Education, Alameda County Probation Department, Camp Wilmont Sweeney and Touchstone Golf to provide a nine-week job training curriculum that teaches young men, ages 16 to 18, golf course maintenance. Program participants will receive a \$100 stipend, courtesy of Touchstone Golf, at the completion of the training. In addition to the stipend, participants are encouraged to complete an application with the golf course and participate in the interview process. For more information, please contact Preston Pinkney, Golf Specialist PPT, at ppinkney@oaklandnet.com or (510) 351-0391.

Giving Thanks – Friday, November 7, is the registration deadline for the 7th annual Giving Thanks free Holiday food basket giveaway. Oakland Parks & Recreation (OPR) is proud to collaborate with Councilmember Desley Brooks, Sports Agent Aaron Goodwin and The Goodwin Family Foundation for this event that brightens the Thanksgiving Holiday for so many. Councilmember Brooks and Goodwin will be adopting 1,000 Oakland families this Thanksgiving by providing holiday meal baskets. OPR is proud to provide distribution support. To be eligible for a free Holiday basket, you must:

- Be an Oakland resident
- Have a family income that is less than 200% of the Federal poverty level during the last 30 days or currently be unemployed

To register, you must bring or fax proof of residency and proof of income to one of locations listed below by the deadline. OPR sign up locations include:

- Arroyo Viejo Recreation Center, 7701 Krause Street, Fax: (510) 615-5882
- Rainbow Recreation Center, 5800 International Boulevard, Fax: (510) 636-1562
- Manzanita Recreation Center, 2701 East 27th Street, Fax: (510) 533-4068

To have an information sheet emailed to you, please send a request to dbrooks@oaklandnet.com or call (510) 238-7006.

Ace Kids Golf Receives Grant – On Monday, October 6, Oakland Parks & Recreation's Ace Kids Golf program was selected as a recipient of the USGA and Chevron Eagles for Education Grant courtesy of Golf Course Builders Association of American Foundation Sticks for Kids Program. The grant will be utilized to fund golf-related STEM (science, technology, engineering, technology and math) activities. In addition to the grant funding, Ace Kids Golf has also been awarded a 64GB iPad Air pre-loaded with various golf related apps, lesson plans and training. The STEM lesson plans include sample lessons from the Tiger Woods Foundation Summer Camp Program as well as Sticks for Kids program materials. For additional information, please contact Preston Pinkney, Golf Specialist PPT, at ppinkney@oaklandnet.com or (510) 351-0391.

Suspects Arrested For Strong Arm Robbery – On Saturday, October 25, at about 11:42 p.m., Oakland Police officers responded to the 400 block of 17th Street to investigate a reported strong arm robbery and assault. The victims were able to provide the officers with descriptions of the three suspects. These descriptions were broadcast over the police radio. Soon after, Alameda County Sheriff's officers observed the suspects, who were still in the area, and assisted in the arrest. The victim's cell phone was recovered. On Friday, October 24, at about 9:50 a.m., Oakland Police officers were dispatched to investigate an assault. Upon arrival, officers met with the 70-year-old victim, a taxi driver, who reported that the suspect assaulted him and attempted to take his cell phone. The suspect fled the scene prior to the officers' arrival. The victim was able to provide a detailed description of the suspect. Responding officers checked the area and were able to locate and arrest the suspect for strong arm robbery and assault. Paramedics arrived on scene to provide assistance to the victim. For more information, please contact Sgt. Holly Joshi, OPD Chief of Staff, at hjoshi@oaklandnet.com or (510) 238-3131.

Upcoming City Of Oakland Job Announcement – During the week of November 3, the Human Resources Management (HRM) Department anticipates posting a job announcement for the following positions:

- Fleet Compliance Coordinator
- Police Communications Dispatcher
- Management Assistant

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 HRM Receptionist at (510) 238-3112.

Upcoming Meetings and Events:

To: Honorable Mayor and City Council
Subject: City Administrator's Weekly Report
Date: October 31, 2014

Page 7

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