



MEMORANDUM

TO: HONORABLE MAYOR &
CITY COUNCIL

FROM: Henry Gardner

SUBJECT: City Administrator's Weekly Report

DATE: November 21, 2014

INFORMATION

Due to the Thanksgiving legislative recess, the next edition of the City Administrator's Weekly Report will be published December 5, 2014.

Following are the key activities to be highlighted this week:

Oakland Ranked Among 15 Hottest American Cities For 2015 – On Wednesday, November 19, *Business Insider* released its list of the 15 Hottest American Cities for 2015. Oakland was among the cities selected that will be booming next year thanks to new jobs, growing industries, burgeoning art and food scenes and affordable real estate. To view the article, please visit <http://www.businessinsider.com/the-15-hottest-us-cities-for-2015-2014-11?op=1>. Last week, Oakland was named the U.S. City with the most gratitude. In Oakland 1 in 77 people tweet “thank you” per hour – that’s nearly double the rate of second place Fort Worth. To view the full rankings, please visit <http://www.treat.com/tips/most-thoughtful-us-cities.htm>. Other recent accolades include being named No. 8. in Digital Cities’ Survey of large cities, No. 6 among the Top 20 U.S. Cities for Tech Startup Funding by the National Venture Capital Association and the 18th Best Foodie City for Your Wallet by WalletHub. For a roster of accolades, please visit <http://www2.oaklandnet.com/News/OAK033058>.

Oakland's Indie Businesses Kick Off The Holiday Season On Plaid Friday – On Friday, November 28, Plaid Friday will mark the start of the holiday shopping season. Continuing what is now an Oakland holiday tradition, Oakland’s small, independent neighborhood shops will be open and welcoming to holiday shoppers on Plaid Friday (formerly known as big box Black Friday), November 28, and the entire weekend of November 29 and 30. Founded in Oakland and now hosted in cities across the nation, Plaid Friday celebrates our neighborhoods, which weave together a colorful and diverse collection of independent businesses. This year, businesses are promoting the entire Plaid Friday Weekend, supporting shoppers on Friday, Saturday and Sunday. From fine foods pop-ups to holiday designer markets to free coffee and 10% off for wearing plaid. While out shopping, Oaklanders can benefit from free parking on Plaid Friday and every Saturday between Thanksgiving and New Year’s Day. A special promotional section on Plaid Friday Weekend appeared in the November 26 issue of the *East Bay Express* and is a useful resource for planning your holiday shopping in Oakland. The organizers for 2014 Plaid

Friday include the City of Oakland, *East Bay Express*, Marion and Rose's Workshop and Sustainable Business Alliance, home of Oakland Grown. The organizers also encourage Oakland shoppers to take the Shop Local & Indie pledge at <http://bit.ly/11yURU6>. For more information on Plaid Friday Weekend and holiday shopping in Oakland, please visit www.oaklandgrown.org.

Brighten A Child's Holiday By Supporting The Mayor's Community Toy Drive – Through Tuesday, December 23, donations are being accepted for the 34th Annual Mayor's Community Toy Drive. Help make the holidays joyful for Oakland children whose families can't afford gifts. The Oaklanders Assistance Center, with help from the Oakland Fire Department and nearly 300 volunteers, teamed up last year to distribute more than 16,000 toys, books, gift cards and sporting equipment to more than 8,000 children from low-income families. The need remains great this year. You can help put a smile on a child's face this holiday season. Please consider making a tax-deductible contribution. Each year demand exceeds the number of toys collected – especially for older kids. A tax-deductible monetary donation will help us purchase the additional toys needed. To make a secure, online donation, please visit www.oaklandnet.com/toydrive. If you prefer, you may also pick up something extra for a child in need and drop a new, unwrapped toy in one of the many collection bins that will be in place through December 23. Collection bins will be located in the lobbies of the City Hall, the Wilson Building and the Dalziel Building as well as select locations throughout Oakland. For a complete roster of bin locations, please visit www.oaklandnet.com/toydrive. In addition to these on-going donation sites, the Mayor's Community Toy Drive has partnered with community organizations for toy donations at upcoming special events. On Wednesday, December 10, the Golden State Warriors are teaming up with the Mayor's Community Toy Drive by offering a special gift to the first 400 spectators who bring a new, unwrapped toy to any of the Oracle Arena entrances. The Warriors play the Houston Rockets starting at 7:30 p.m. Your support is greatly appreciated. For more information, including details on how Oakland's low-income families can register for toys, please call (510) 777-TOYS or visit www.oaklandnet.com/toydrive.

Annual Thanksgiving Dinner – On Tuesday, November 25, from 11:00 a.m. to 2:00 p.m., the City of Oakland's Department of Human Services will host its annual Thanksgiving Dinner serving Oakland's seniors, low-income families and homeless citizens. The dinner will be held at Oakland Marriott City Center, 1001 Broadway Street. To make this event a success, volunteers are needed for a variety of tasks including bussers and servers, kitchen assistants, greeters, registration booth attendants, t-shirt booth attendants, entrance hosts, exit hosts or coat giveaway attendants. If you are interested in volunteering, please register by calling Gesunda Royal-Shipp at (510) 238-2077 and providing your name, telephone number, email address and the task that interests you. Coat and cash donations are also welcomed and encouraged for this event. Please drop off your gently worn coats Monday to Friday from 8:30 a.m. to 5:00 p.m. at the following three lobby locations:

- City Hall, One Frank H. Ogawa Plaza
- Dalziel Building, 250 Frank H. Ogawa Plaza
- Lionel Wilson Building, 150 Frank H. Ogawa Plaza

Tax-deductible donations can be made by check or money order payable to City of Oakland Hunger Program and mailed or delivered to Chrishelle Chatman, Department of Human Services, 150 Frank H. Ogawa Plaza, Suite 4340, Oakland CA 94612. To read the media release, please visit <http://www2.oaklandnet.com/w/oak050317>. For more information, please contact Chrishelle Chatman, Administrative Assistant, at cchatman@oaklandnet.com or (510) 986-2721.

Open House Celebrated Collaborative Model For Training, Employment Services In West Oakland – On Thursday, November 20, the City of Oakland, Oakland Private Industry Council and Oakland Public Library, hosted an open house to showcase and highlight the wide array of services available at 1801 Adeline Street. In addition to the services and enrichment programs offered at the West Oakland Branch Library, the building now boasts comprehensive training and employment services on the second floor provided by the West Oakland Neighborhood Career Center and the West Oakland Job Resource Center. Reflecting the collaborative nature of the site, the open house celebrated the transformative services offered by all three partners. The Oakland Global Trade & Logistics Center (OGTLC) is transforming the former Oakland Army Base and generating a number of new construction jobs. To help West Oakland residents prepare for those jobs, the West Oakland Job Resource Center (WOJRC) directly assists contractors working on OGTLC in hiring qualified local workers. WOJRC is a referral and placement center focused on helping local residents learn about and prepare for careers in the building trades. Working with partner construction trade unions, the WOJRC screens individuals for the apprenticeship programs that allow qualified candidates to earn while they learn. Also located upstairs is the West Oakland Neighborhood Career Center, a project of the Oakland Private Industry Council, which provides accessible, high-quality training and employment services for local residents and employers. Since its launch in July, the Center has received over 1,000 visits from jobseekers, reflecting the need for services in an area that has experienced a disproportionate share of unemployment, poverty and, more recently, gentrification. The Career Center assists with resume development, job-search, career counseling and hosts on-site recruitments for companies like IKEA and Target. These community-based services address poverty and high unemployment rates by providing access to high-growth careers that pay a living wage. During the open house, residents and community partners learned about all of the onsite services offered in this one location as well as met staff members and enjoyed refreshments and live music. To read the media release, please visit <http://www2.oaklandnet.com/w/oak050298>. To learn more about the West Oakland Jobs Resource Center, visit www.oaklandnet.com/wojrc or call (510) 419-0509.

OPD Accepting Applications For Police Officer Trainees – Monday, November 24, is the deadline to apply for the 172nd Oakland Police Recruit Academy for individuals interested in pursuing a career as an Oakland Police Officer. The ideal candidate has a combination of education and experience that demonstrates 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 November 24. To apply, please visit <http://agency.governmentjobs.com/oaklandca/default.cfm?action=viewJob&jobID=1001957>. 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, Recruiting & Background investigations Unit, at jsanchez@oaklandnet.com or (510) 238-3339.

OPR Thanksgiving Break Day Camps – On Monday, November 24 through Wednesday, November 26, the Oakland Unified School District is on Thanksgiving break. Parents looking for activities for their children should consider enrolling them in one of the fun-filled day camps offered by participating Oakland Parks & Recreation's (OPR) Recreation Centers. All camps will be held from Monday, Tuesday and Wednesday.

- Dimond Recreation Center, 3860 Hanly Road, 7:30 a.m. to 6:00 p.m.
Camp will cost \$35 per day and is for ages 4.5 through 12 years. Please pack a lunch for your child each day. An afternoon snack will be provided. For more information, please contact Michelle Doppelt, Recreation Supervisor, at mdopplet@oaklandnet.com or (510) 482-7831.
- East Oakland Sports Center, 9161 Edes Avenue, 10:00 a.m. to 5:00 p.m.
The three-day camp will cost \$120. Early morning drop off and late pick up is available for an extra \$15 per day. For more information, please contact Martha Zepeda, Recreation Supervisor, at mzepeda@oaklandnet.com or (510) 615-5838.
- Franklin Recreation Center, 1010 East 15th Street, 8:00 a.m. to 6:00 p.m.
Camp will cost \$50 for all three days and is open to children ages 5 through 13 years. Please pack a lunch for your child each day. An afternoon snack will be provided. For more information, please contact Rebecca Chhom, Recreation Supervisor, at rchhom@oaklandnet.com or (510) 238-7741.
- Tassafaronga Recreation Center, 975 85th Avenue, 8:00 a.m. to 5:30 p.m.
The three-day camp will cost \$50 total and is open to children ages 5 through 13 years. On Tuesday, November 25, Tassafaronga will go roller skating. Early drop off at 7:00 a.m. and late pick up at 6:00 p.m. is available for an additional fee of \$30 for the three days. For more information, please contact Cynthia Armstrong, Recreation Center Director, at carmstrong@oaklandnet.com or (510) 615-5764.
- Willie Keyes Recreation Center, 3131 Union Street, 8:00 a.m. to 5:00 p.m.
Camp will cost \$40 for all three days and is open to children ages 5 through 12 years. The camp will include an excursion to the movies, ice skating and bowling. On Wednesday, November 26, a community social will be held from 5:00 to 7:00 p.m. with games and a parent/child talent show. For more information, please contact Vinzuela Bolden, Recreation Center Director, at vbolden@oaklandnet.com or (510) 597-5042.

OPD Turkey Basket Giveaway – On Monday, November 24, Ms. Maryann Mitchell of the Oakland Police Department Identification Section will be teaming with family and members of the Evangelistic Outreach Association to give turkey baskets to needy families – a holiday tradition since 1990. During the year, department personnel submit names of individuals, families and seniors in need to Ms. Mitchell for her turkey basket giveaway program, which is

entirely funded by donations. Ms. Mitchell works with family and volunteers from the Evangelistic Outreach Association to prepare generous bags of holiday food – staples, fresh fruit and vegetables, canned goods and a turkey for each family. For the ninth year in a row, Safeway has donated 100 turkeys to the program. Sworn police officers and employees of the Oakland Police Department are a major source of donations, but gifts from anyone with the heart and ability to give are much appreciated. This year, Ms. Mitchell's list is well over 100 and she reports that prices are high and donations are low. For more information, please contact Ms. Maryann Mitchell, Oakland Police Department Identification Section, at mmitchell@oaklandnet.com or (510) 238-2189.

City Council Honors Police Evidence Technician Michele Silvia – On Tuesday, November 18, the Oakland City Council unanimously passed a ceremonial resolution recognizing Police Evidence Technician Michele A. Silvia for her 33 years of dedicated service to the City of Oakland. An Oakland native, Ms. Silvia worked over 20,000 cases as a Crime Scene Investigator, including high profile cases such as the Earth First bombing, LossieLand preschool tragedy, the Oakland Hills firestorm and Loma Prieta earthquake. She volunteered countless hours for over 20 years for the Special Olympics and was recognized by the Special Olympics Northern California Athletes for her dedication, support and phenomenal fundraising. Ms. Silvia is also a professional photographer, producing gallery quality photos of OPD officers and Police Department employees in action on the job, interacting with Oaklanders and helping those who work and play in Oakland. For more information, please contact Sgt. Holly Joshi, OPD Chief of Staff, at hjoshi@oaklandnet.com or (510) 238-3131.

Three Arrested for Two Armed Robberies – On Thursday, November 13, at 7:05 p.m., Oakland Police officers were dispatched to the 3400 block of High Street to investigate a report of an armed robbery that had just occurred. Witnesses directed officers to the suspects. The officers stopped and arrested the suspects for armed robbery. A firearm and the victim's stolen laptop were discovered in the immediate area. Officers were able to link the suspects to an additional robbery which occurred that same evening in the area of MacArthur Boulevard and Pierson Street. The suspects were arrested for both robberies. For more information, please contact Sgt. Holly Joshi, OPD Chief of Staff, at hjoshi@oaklandnet.com or (510) 238-3131.

The Chronicles at Malonga – On Friday, December 5 at 7:00 p.m. and December 6 at 2:00 p.m. and 7:00 p.m., the Oakland Parks & Recreation's Malonga Casequelourd Center for the Arts, at 1428 Alice Street, will host *The Chronicles*. This stage play stars Michael Grayson and Kimberly Ridgeway, and was written and is directed by Achebe Hoskins. For more information, please contact Darrin Hodges, Center Director, at dhodges@oaklandnet.com or (510) 238-7219.

EveryOne Counts – On Thursday, January 29, a countywide homeless count will be conducted. To make this count possible, 350 volunteers are needed. Every two years, the City of Oakland's Human Services Department partners with EveryOne Home to recruit volunteers for its Homeless Count conducted in Alameda County to measure progress made towards ending homelessness and preserve \$27 million of crucial funding for homeless services. EveryOne Home is the non-profit organization that coordinates Alameda County's plan to end homelessness and conducts the Homeless Count. Volunteer training will be provided. To

register, please visit <http://vols.pt/ppkyM6>, email info@everyonehome.org or call (510) 862-0022. For more information about the work of EveryOne Home, please visit www.EveryOneHome.org. For more information about Human Services' homeless prevention work, please contact Chrishelle Chatman, Administrative Assistant, at cchatman@oaklandnet.com or (510) 986-2721.

Parks & Recreation Community Focus Groups – In November and December, Oakland Parks & Recreation (OPR) is hosting its biennial Community Focus Groups. At the meetings, City staff invites positive feedback, constructive criticism and creative solutions to challenges faced by OPR. The community also has the opportunity to speak directly with OPR staff and members of the Parks & Recreation Advisory Commission (PRAC). Upcoming focus groups are scheduled on:

- Tuesday, December 2, 6:30 to 8:30 p.m., Studio One Art Center, 365 45th Street (District 1)
- Wednesday, December 3, 6:30 to 8:30 p.m., Dimond Recreation Center, 3860 Hanly Road (District 4)
- Thursday, December 4, 6:30 to 8:30 p.m., deFremery Recreation Center, 1651 Adeline Street (District 3)
- Tuesday, December 9, Garden Center, 6:00 to 7:30 p.m., 666 Bellevue Avenue (Central Reservations Unit)
- Thursday, December 11, 6:00 to 8:00 p.m., Arroyo Viejo Recreation Center, 7701 Krause Avenue, (District 6)

For the complete schedule, agenda and translated materials, please visit www.oaklandnet.com/parks. For more information, please contact Jada Chiu, Marketing Coordinator, at jchiu2@oaklandnet.com or (510) 238-7275.

Upcoming City Of Oakland Job Announcement – During the week of November 24, the Human sources Management Department (HRM) anticipates posting a job announcement for the following positions:

- Equal Opportunity Specialist

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.

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