



## *MEMORANDUM*

**TO:** HONORABLE MAYOR &  
CITY COUNCIL

**FROM:** John A. Flores

**SUBJECT:** City Administrator's Weekly Report

**DATE:** February 13, 2015

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### INFORMATION

Following are the key activities to be highlighted this week:

***Upcoming Holiday Closure*** – On Monday, February 16, the City of Oakland's administrative offices will be closed in observance of the Presidents' Day Holiday. While the City's administrative employees are out of the office, if a situation arises that requires more staffing, the City has a plan in place to call in additional resources. Police, fire and emergency services are not affected during the holiday. To read the media release, please visit <http://www2.oaklandnet.com/w/oak051596>. For more information, please visit [www.oaklandnet.com](http://www.oaklandnet.com).

***Oakland's Minimum Wage Law Takes Effect March 2*** – On Monday, March 2, Oakland's new employment law created by Measure FF takes effect. The voter-enacted ballot measure that passed with an 82% majority in November has three key provisions:

- Raises the minimum wage from \$9 to \$12.25/hour
- Requires employers to provide paid sick leave
- Requires payment of service charges to hospitality workers who provide the service

Employees who perform at least 2 hours of work in a particular workweek within Oakland – including part-time, temporary and seasonal employees – must be paid at least the minimum wage. Measure FF also requires employers to provide 1 hour of paid sick leave for every 30 hours worked. Sick leave caps vary by size of business. Hospitality employers (such as hotels, restaurants and banquet facilities) must pay all collected service charges directly to employees who provided the service. Measure FF represents the strong desire of Oakland residents to join jurisdictions across the country in ensuring that workers in Oakland have the ability to support and care for themselves and their families by increasing the minimum wage and making provisions for paid sick leave. The City will host a series of informational briefings to help employers and employees understand the new law.

- Wednesday, February 18, 1:00 to 3:00 p.m.  
Special Briefing for Oakland Business Technical Assistance Providers  
Oakland City Hall, Hearing Room 3, 1 Frank H. Ogawa Plaza

- Thursday, February 19, 5:00 to 6:30 p.m.  
Business Informational Briefing  
Oakland City Hall, 1 Frank H. Ogawa Plaza
- Saturday, February 21, 10:00 a.m. to Noon  
Informational Briefing for Employees and Employers  
Oakland City Hall, 1 Frank H. Ogawa Plaza
- Monday, February 23, 8:30 to 10:00 a.m.  
Business Informational Briefing  
Oakland City Hall, 1 Frank H. Ogawa Plaza
- Friday, February 27, 8:30 to 10:00 a.m.  
Business Informational Briefing (Co-hosted by the Oakland Metropolitan Chamber of Commerce and the Sustainable Business Alliance)  
Oakland City Hall, 1 Frank H. Ogawa Plaza

The website, [www.oaklandnet.com/minimumwage](http://www.oaklandnet.com/minimumwage), includes tools and resources for employers and employees needing information about this new employment law including Frequently Asked Questions (FAQs); referrals to organizations that offer technical assistance and legal resources; legally mandated notification posters for the workplace in English, Spanish and Chinese; the Measure FF ballot measure language and much more. For more information, please call (510) 238-6258 or email [minwageinfo@oaklandnet.com](mailto:minwageinfo@oaklandnet.com).

***Upcoming Coliseum Area Planning Public Hearings, Workshops*** – On January 30, the City of Oakland released the final Draft of the Coliseum Area Specific Plan, the City's proposal to adopt a 25-year plan for the approximately 800 acres consisting of the Oakland-Alameda County Coliseum complex, the Coliseum BART station parking lots, the Oakland Airport Business Park and surrounding environs. The Coliseum Area Specific Plan will provide a roadmap for retaining the City's three professional sports franchises with new facilities; building new entertainment, residential and commercial uses on the Coliseum site, around Coliseum BART station and on land between the water and I-880; and improving the environmental resources of Damon Slough and other natural habitat in the area. The City will release the Final Environmental Impact Report (FEIR) for the Coliseum Area Specific Plan, on, or about February 20, 2015. The FEIR evaluates potential environmental impacts from adopting the Coliseum Area Specific Plan. The general public and other interested parties are welcome to attend the following public hearings and workshops and provide comments.

- Tuesday, February 17, 9:00 to 11:00 a.m.  
Business and Property Owners Meeting  
OneToyota community meeting room, 8181 Oakport Street  
A meeting for business and property owners in the Oakland Airport Business Park to provide comments on the zoning proposals which accompany the Coliseum Area Specific Plan.

- Monday, February 23, 6:00 p.m.  
Oakland Landmarks Preservation Advisory Board  
Hearing Room 1, Oakland City Hall, 1 Frank H. Ogawa Plaza  
The Board will conduct a public hearing to provide cultural-resource related comments on the Final Draft Coliseum Area Specific Plan and Final EIR.
  
- Wednesday, March 4, 6:00 p.m.  
Oakland Planning Commission  
Hearing Room 1, Oakland City Hall, 1 Frank H. Ogawa Plaza  
The Planning Commission will conduct a public hearing to consider certifying the Coliseum Plan FEIR, and recommending to the City Council adoption of the Final Specific Plan and the proposed new Planning Code (text and maps) and General Plan amendments.

The dates of future public hearings at the Oakland City Council and other bodies will be posted at [www.oaklandnet.com/coliseumcity](http://www.oaklandnet.com/coliseumcity). For more information, please contact Devan Reiff, Planner III, at [dreiff@oaklandnet.com](mailto:dreiff@oaklandnet.com) or (510) 238-3550.

***Celebrating Outstanding Service: OPD Awards & Promotion Ceremony*** – On Friday, February 6, the Oakland Police Department held an Awards and Promotion Ceremony to acknowledge the outstanding work of the men and woman in the department. In addition to honoring police officers and civilian employees, Chief Sean Whent presented a Chief's Letter of Appreciation to the community members and partners involved in the Ceasefire crime reduction efforts, including Pastor Billy Dixon, Pastor Ben McBride, Reverend Dr. George Cummings, Reverend Damita Davis-Howard, Deputy Melvin Winn and USMS Mike McCloud. Joining Chief Whent and his executive team at the event were Mayor Libby Schaaf; Interim Assistant City Administrator Donna Hom; Councilmembers Annie Campbell Washington, Dan Kalb and Abel Guillen; and members of faith based organizations. Family and friends were also in attendance to honor the individuals and teams for their hard work, dedication, courage and distinguished service to the people of Oakland. For more information, please contact Sgt. Holly Joshi, OPD Chief of Staff, at [hjoshi@oaklandnet.com](mailto:hjoshi@oaklandnet.com) or (510) 238-3131.

***Oakland Police Department Participates National Initiative With Attorney General Holder*** – On Thursday, February 5, Oakland Police Chief Sean Whent represented the men and women of the Oakland Police Department (OPD) as an invited panelist at Attorney General Eric Holder's Building Community Trust roundtable discussion. The event was held at the Ronald V. Dellums Federal Building in Oakland. Established in September, the Attorney General's National Initiative for Building Community Trust and Justice is focused on enhancing community trust and helping repair and strengthen relationships between law enforcement and the communities they serve. The Oakland roundtable guests discussed the importance of policing practices that are collaborative, progressive, constitutional and effective in creating safer communities. Chief Whent shared some of OPD's ongoing public safety efforts and crime strategies including the Ceasefire violence reduction strategy, Procedural Justice Training and our involvement in youth mentoring programs. For more information, please contact Sgt. Holly Joshi, OPD Chief of Staff, at [hjoshi@oaklandnet.com](mailto:hjoshi@oaklandnet.com) or (510) 238-3131.

***X's And O's For Super Bowl 50 Success: Business Connect Workshop*** – On Thursday, February 19, the 2nd Business Connect Workshop and Resource Expo will be held at the Oakland Scottish Rite Center, 1547 Lakeside Drive. The NFL and the San Francisco Bay Area Super Bowl 50 Host Committee will hold a Business Contracting Workshop from 1:00 to 3:00 p.m. and the Networking Resource Expo from 2:00 to 5:00 p.m. Bay Area minority, women, disabled veteran, lesbian, gay, bisexual and/or transgender-owned enterprises are encouraged to attend and learn about contracting opportunities with the 2016 Super Bowl 50 and the supplier diversity programs of Super Bowl 50 Corporate Sponsors. The Resource Expo will feature corporate, public and non-profit resources to build business capacity. Preregistration is required at [www.sfbaysuperbowl.com/businessconnect](http://www.sfbaysuperbowl.com/businessconnect). For questions on the workshop and expo, please email [businessconnect@sfsuperbowl.com](mailto:businessconnect@sfsuperbowl.com). The Oakland Business Assistance Center can provide information about various business certification requirements and opportunities. For more information, please contact Juno Thomas, Oakland Business Assistance Center, at [jthomas@oaklandnet.com](mailto:jthomas@oaklandnet.com) or (510) 238-7952.

***Cal Competes Tax Credit Program Workshop*** – On Wednesday, February 25, the City of Oakland Economic & Workforce Development Department will host the Governor's Office of Business and Economic Development (GO-Biz) for a workshop on the new California Competes Tax Credit. The workshop, which runs from 9:30 to 10:30 a.m., will be held in Council Chamber, Oakland City Hall, 1 Frank H. Ogawa Plaza. Small, medium and large businesses are encouraged to attend the workshop and receive instruction on how to apply. There is only one remaining application period for fiscal year 2014-15; Applications will be accepted from March 9 through April 6 only. There is \$31.1 million available, plus any unallocated amounts from the previous application periods. Awards will be announced on June 18. The workshop and the program are both free. To register, please visit <http://bit.ly/1AtII30>. Additional details on the California Competes Tax Credit can be found at <http://bit.ly/1oYorwi>. For more information, please contact Aliza Gallo, Economic Development Manager, at [agallo@oaklandnet.com](mailto:agallo@oaklandnet.com) or (510) 238-7405.

***Film And Discussion About Ferguson, Race & Justice*** – On Saturday, February 28, the Martin Luther King Jr. Branch, located at 6833 International Boulevard, will host a free film screening of "Ferguson: Race and Justice in the US." The film will serve as a starting point for a discussion facilitated by Michael Bell, co-founder, president and CEO of InPartnership Consulting Inc. Recent events have sparked protests, debate and questions about the equality of justice when it comes to race in the United States, leading to demonstrations in Oakland and elsewhere throughout the country. The event will run from 3:00 to 5:15 p.m. For more information, please contact Brian Guenther, Branch Manager, at [bguenther@oaklandlibrary.org](mailto:bguenther@oaklandlibrary.org) or (510) 615-5728.

***Oakland In The Miracle-Gro Competition*** – On Monday, February 9, the Miracle-Gro1000 People's Choice Community Gardens Grant competition closed. Oakland Parks & Recreation (OPR) wants to thank everyone for participation and support for Oakland. Oakland earned second place with 48,000 votes, just behind Detroit. OPR is thankful for the awesome opportunity and excited about the level of energy and support given locally and beyond. OPR also thanks Miracle-Gro for allowing Oakland to participate in this amazing contest. Despite the loss, OPR is aware there is still a need for nutritious food options with our community and is

asking continued support for this movement and momentum by encouraging folks who voted online to donate \$1 to the Oakland Parks & Recreation Foundation's Lowell Park Family Market Fund. To make a donation, please visit [www.oaklandparks.org](http://www.oaklandparks.org). For more information please contact Tiffany Millinder, Administrative Assistant, at (510) 238-3791.

***Malonga Speeches Of A Dream*** – On Friday, February 20, the Oakland Parks & Recreation's Malonga Casquelourd Center, 1428 Alice Street, will celebrate Black History month with Speeches of a Dream Event from 6:00 to 8:00 p.m. The event is a night of poetry, art, music, food and fun. Artists, singers, MC's and poets who are interested in showcasing their talent at the event are encouraged to contact Mercedes Ervin, Recreation Specialist, at (510) 238-7526.

***deFremery To Honor African American Veterans*** – On Saturday, February 28, Oakland Parks & Recreation's (OPR) deFremery Recreation Center, will be celebrating Black History Month by honoring African American veterans for their military dedication and sacrifice. Located at 1651 Adeline Street, the deFremery Recreation Center served as a USO service center for military personnel and veterans during the 1940's. Starting at 5:00 p.m., this salute to African American veterans is open to families and all ages are welcome. Entertainment will include a dance performance, the Oakland Military Institute's Honor Guard, Color Guard, a film documentary and musical tributes. Capt. Charles Foster, USN (retired) will serve as master of ceremonies. City Council President Lynette Gibson McElhaney will be participating in the ceremony. For more information, to inquire about participation, or to tell a veteran's story in the film documentary, please contact Valorie Winn, Center Director, at (510) 238-7739.

***Girl Scouts Troop 30228 To Visit deFremery*** – On Saturday, February 7 and Sunday, March 8, the deFremery Recreation Center, located at 1651 Adeline Street, will host Girl Scout Troop 30028 cookie sales. Please support local Girl Scouts by purchasing your favorite Girl Scout Cookies. Available in a variety of flavors, each box costs \$5. For more information, please contact Phyllis Lun, Troop Leader, at (510) 687-3421 or Valorie Winn, Center Director, at (510) 238-7739.

***Children Stand With OPD Against Gun Violence*** – On Thursday, January 30, children from Oakland's Fruitvale District came to the Oakland Police Department on a special mission: to deliver toy and replica guns they had gathered to Chief Sean Whent. The children wanted to take a stand against the violence and do something to better their community. Organized by Luis Ortega, a community organizer in Councilmember Noel Gallo's office, the visit was a part of the Three Wise Men Toy Giveaway, a program that provides educational toys for children in exchange for toys that promote violence. It is one of the many examples of members of our community working in partnership with OPD. For more information, please contact Sgt. Holly Joshi, OPD Chief of Staff, at [hjoshi@oaklandnet.com](mailto:hjoshi@oaklandnet.com) or (510) 238-3131.

***Oakland Fire Department Hosts Volunteer Work Weekend*** – On Saturday February 21, and Sunday February 22, the Oakland Fire Department's Vegetation Management Unit, in association with the Wildfire Prevention Assessment District (WPAD) Citizen Advisory Board, will host a volunteer work weekend. The event will run from 9:00 a.m. to 3:00 p.m. both days. Volunteers will help re-establish a valuable fire break along Skyline Boulevard. Volunteers will

pull invasive French Broom from the project area between Keller Avenue and Grass Valley Road. To register as a volunteer, please email WPAD Board Member Ken Thames at [kenthames@comcast.net](mailto:kenthames@comcast.net). For more information, please contact Vince Crudele, Vegetation Management Supervisor, at [vcrudele@oaklandnet.com](mailto:vcrudele@oaklandnet.com) or (510) 238-7391.

***Electronic Classic Books "Always Available" on OPL Website*** – On Tuesday, February 10, the Oakland Public Library released information about its new "Always Available Classics" e-book service. The Library's electronic collection includes over 200 works of classic literature in multiple e-book formats. Classic works by Shakespeare, DH Lawrence, Mark Twain, Edith Wharton, Jane Austen and many others are always available for download, with no expiration date and no library card required. The catalog can be searched by title or by author. To find books by title, please visit <http://bit.ly/1uLlQtg>. To find books by author, please visit <http://bit.ly/1MhziuQ>. For more information, please contact Andrew Demcak, e-Resources Librarian, at [ademcak@oaklandlibrary.org](mailto:ademcak@oaklandlibrary.org) or (510) 238-7241.

***Oakland Launches Reward Program For Reporting Illegal Dumping*** – On Thursday, February 5, the City of Oakland held a press conference to launch a new program that will provide rewards to witnesses who help deter people from illegally dumping in Oakland neighborhoods. With the Reward for Reporting Illegal Dumping Program, witnesses who report illegal dumping can receive up to half of all penalties collected in successful enforcement actions based on the witness's reports. This is a strong message that Oakland will not tolerate illegal dumping in our neighborhoods and along our streets. Residents will notice a series of bus shelter ads encouraging everyone to help identify perpetrators and put a stop to this illegal behavior. The Rewards Program is a truly collaborative partnership among the Office of the Mayor, Public Works Department, City Administrator's Office, Office of the City Attorney and the Oakland City Council. For more information about the Reward Program, visit the new website at <http://oaklandnet/home/Reward/index.htm> or contact Kristine Shaff, Public Information Officer, at [kshaff@oaklandnet.com](mailto:kshaff@oaklandnet.com) or (510) 238-2966.

***OPR Summer Job Opportunities Deadline Extended*** – Extended through Friday, February 20, Oakland Parks & Recreation (OPR) is accepting applications for a variety of part-time summer positions. Available positions range from recreation leaders and sports officials to lifeguards and pool managers. Age requirements vary by job, but opportunities are available for youth as young as 16. For more information and to apply online, please visit <http://agency.governmentjobs.com/oaklandca/default.cfm>.

***Seismic Retrofit Of Soft Story Apartment Buildings*** – Throughout February, the City of Oakland will host community forums to gather feedback from tenants and property owners of soft story apartment buildings. The feedback will be used in developing soft story retrofit legislation for Oakland apartment buildings. More than 22,000 Oakland rental units are in potential soft story buildings. In the event of an earthquake, these units could be damaged, which could mean displacement of residents, destruction of possessions and loss of life. Of several forums scheduled, one more remains to be held:

- Wednesday, February 18, 7:00 to 8:30 p.m.  
Faith Presbyterian Church, 430 49th Street

In addition to the community forums, the public can provide input through an online survey at [www.oaklandnet.com/softstorysurvey](http://www.oaklandnet.com/softstorysurvey). To learn more about soft story buildings and seismic retrofitting, please visit [www.oaklandnet.com/homeretrofit](http://www.oaklandnet.com/homeretrofit). For more information on the City's Soft Story Building program, please contact Victoria Salinas, Chief Resilience Officer, at [vsalinas@oaklandnet.com](mailto:vsalinas@oaklandnet.com) or (510) 238-3487.

**Senior Needs Assessment Survey** – Through Friday, February 20, the City of Oakland Human Services Department (HSD) is conducting a survey to identify the needs, interests and concerns of Oakland residents aged 55 and older. To date, more than 1,000 surveys have been completed. Information gathered will help HSD better serve the senior community. There are several ways to participate in the survey:

- Take the survey online at <https://www.surveymonkey.com/s/GLYQHFS>
- Download and print out the survey in multiple languages at <http://www2.oaklandnet.com/Government/o/DHS/s/aas/index.htm>
- Pick up a paper survey at one of the following locations: Oaklanders' Assistance Center, Oakland City Hall, 1 Frank H. Ogawa Plaza; Human Services Department, 150 Frank H. Ogawa Plaza, Ste. 4340; East Oakland Senior Center, 9255 Edes Avenue; Downtown Oakland Senior Center, 200 Grand Avenue; North Oakland Senior Center, 5714 MLK Jr. Way or West Oakland Senior Center, 1724 Adeline Street

Completed surveys should be mailed to the Human Services Department, 150 Frank H. Ogawa Plaza, Suite 4340, Oakland, CA 94612 or dropped off at one of the locations listed above. Your participation will help ensure that City services are meeting the needs of seniors living in Oakland. To read the media release, please visit <http://www2.oaklandnet.com/w/OAK051346>. For more information, please contact Scott Means, Human Services Manager, at [smeans@oaklandnet.com](mailto:smeans@oaklandnet.com) or (510) 238-6137.

### **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/

JOHN A. FLORES

Interim City Administrator