



MEMORANDUM

TO: HONORABLE MAYOR &
CITY COUNCIL

FROM: John A. Flores

SUBJECT: City Administrator's Weekly Report

DATE: March 13, 2015

INFORMATION

Following are the key activities to be highlighted this week:

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

- Raised 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 has hosted a series of informational briefings for employers and two additional briefings are scheduled:

- **Thursday, March 19, 10:00 a.m. to Noon**
Mastering the Minimum Wage Workshop (presented by OBDC Small Business Finance, the City of Oakland and Legal Services for Entrepreneurs)
OBDC office, 2101 Webster Street, Suite 1200
Register at http://tiny.cc/OBDC_minwage
- **Thursday, March 19, 6:00 to 8:00 p.m.**
Business Informational Briefing Spanish Speaking Employers (co-hosted by the Hispanic Chamber of Commerce)
Fruitvale-San Antonio Senior Center, 3301 E. 12th Street, #201

The website, 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. To read the media release, please visit <http://www2.oaklandnet.com/w/oak051915>. For more information, please call (510) 238-6258 or email minwageinfo@oaklandnet.com.

Equal Access Conducting Survey – Through Friday, March 27, the City of Oakland's Equal Access Office is conducting a survey to evaluate access to City services regardless of language spoken by Oakland residents. To take the survey in English, please visit <https://www.surveymonkey.com/s/J7XTZDD>. To take the survey in Spanish/Español, please visit <https://www.surveymonkey.com/s/JWJZ6Z6>. To take the survey in Chinese/中文, please visit <https://www.surveymonkey.com/s/JYK52MK>. For more information, please contact May Tam, Program Analyst III, at mtam@oaklandnet.com or (510) 238-2368.

Asian Branch Marks 40th Anniversary With Oral History – On Saturday, March 21, the Asian Branch Library is celebrating its 40th anniversary with a reception and new exhibit. The event, which begins at 2:00 p.m., will feature special guest speaker Judy Yung, who was the very first branch manager at the Asian Branch before going on to author several important books, including *Unbound Feet: A Social History of Chinese Women in San Francisco*. There will also be a video presentation, a lion dance performance and refreshments. The library, located at 388 9th Street, Suite 190, will also host an exhibit produced by the Oakland Chinatown Oral History Project through April 30. The exhibit highlights stories from former and current staff and patrons about the branch's unique role in the community. For more information, please contact Janet Cheung, Branch Manager, at jcheung@oaklandlibrary.org or (510) 238-3400.

Walk Of Fame Unveils First Phase Of Plaques – On Friday, March 6, the first phase of commemorative plaques for “The Music They Played on 7th Street Oakland” Walk of Fame installation were unveiled. The Walk of Fame highlights the tremendous musical heritage of 7th Street, heart of a thriving African American entertainment district from the 1940s to the 1980s. In phase one, 84 plaques were installed on the sidewalk along 7th Street in front of the West Oakland BART station. This one-of-a-kind Walk of Fame commemorates the musical legacy of the most popular street for blues, jazz and gospel entertainment on the West Coast and those individuals that were a part of that vibrant history. The plaque installation is a public art component of the Master Streetscape Plan for 7th Street, intended to restore the traditional role of the thoroughfare as a local commercial and cultural center for the West Oakland community. At the event, Mayor Libby Schaaf and City Council President Lynette Gibson McElhaney were joined by several plaque honorees and West Coast Blues Society Executive Director Ronnie Stewart. The Blues Society helped curate and create the Walk of Fame. For more information, please contact Hui-Chang Li, Urban Economic Analyst, at HLi@oaklandnet.com or (510) 238-6239.

Spring Book Sale At The Bookmark Bookstore – From Thursday, April 9 to Sunday, April 12, the Bookmark Bookstore, operated by the Friends of the Oakland Public Library (FOPL), is having its annual Spring Sale. The sale begins Thursday, April 9 for FOPL members only (non-members can join at the store to get the discounts). The sale is open to the general public April 10 through 12. All proceeds from the Bookmark benefit the library. Most of the store's 17,000 books are priced at \$3 to \$6, and even less during the sale. The store, located at 721 Washington Street, is open from 10:30 a.m. to 5:30 p.m. daily during the sale. For more information, please contact Winifred Walters, Community Relations Manager, at wwalters@oaklandlibrary.org or (510) 238-6932.

Living History Museum – On Wednesday, March 18, the students from Hoover Elementary School will present their annual Living History Museum from 10:00 a.m. to Noon at the North Oakland Senior Center, 5714 Martin Luther King Jr. Way (enter from 58th Street). Fourth grade students will dress as and go into the character of their chosen prominent American who was "First in their Field." Following the event, the Seniors will host the students for a luncheon and sponsor a book give-away. Donations of books suitable for fourth graders are appreciated. For more information, please contact Mary Norton, Senior Center Director, at mnorton@oaklandnet.com or (510) 597-5085.

Open House Meeting Planned For 29th Avenue Bridge Overcrossing Project – On Tuesday, March 17, the California Department of Transportation (Caltrans) will hold an open house public meeting on the 29th Avenue Overcrossing project. The meeting will be held from 6:00 to 7:30 p.m. at the Fruitvale Senior Center, 3301 E. 12th Street #201. The project will have a closure beginning in April on 29th Avenue between Ford Street and E.10th Street. This closure will allow crews to demolish the existing 29th Avenue overcrossing and rebuild a new overcrossing in the same location. The closure will continue for approximately 18 months. Reconstruction of the new 29th Avenue Overcrossing will result in intermittent night time freeway closures on both Southbound and Northbound Interstate 880, with occasional on-ramp and off-ramp closures. Detours for crossing over Interstate 880 between Oakland and Alameda will be posted on the project website listed below. For more information about this Caltrans construction project, please visit <http://www.dot.ca.gov/dist4/projects/88023rd29thovercrossing/>.

Food Distribution Event – On Friday, March 20, the City of Oakland Hunger Program of the Human Services Department (HSD), the Emergency Food Providers Advisory Committee (EFPAC) and Alameda County-Oakland Community Action Partnership are sponsoring a Food Distribution for low-income families and seniors at various locations throughout Oakland. To find a location near you, please visit www.oaklandhumanservices.org. For more information, please contact Chrishelle Chatman, Administrative Assistant, at cchatman@oaklandnet.com or (510) 986-2721.

Meet Artist Dan Corson, Creator Of Oakland's Largest Public Art Project – On Friday, March 13, national award winning artist Dan Corson will put the finishing touches on his newly completed public artwork *Shifting Topographies*, located at the 17th Street entrance to BART's 19th Street Station. At 7:00 p.m., Mr. Corson will discuss his inspiration for the project and answer questions. The evening will include the debut of the art project's final element: state-of-

the-art lighting projectors that are part of the dynamic, multimedia art installation. This transformative artwork enhances this important entry point and provides a heightened sense of arrival to Oakland's celebrated Uptown Arts and Entertainment District. The artwork consists of a one-block-wide, wall-mounted sculpture enveloped in color-shifting reflective paint, with dynamic lighting and image projections during evening hours. *Shifting Topographies* was commissioned as part of the *Luminous Oakland* initiative of the City of Oakland's Public Art Program. The initiative enhances the City's booming Downtown and Uptown districts through the integration of illuminated, multimedia and kinetic public art. For additional details on this Public Art project, please visit <http://bit.ly/1AgPzry>. For more information, please contact Steven Huss, Cultural Arts Manager, at shuss@oaklandnet.com or (510) 238-4949.

Civic Orchestra – On Sunday, March 22, the Oakland Civic Orchestra will present its “American Voices: North, Central and South” concert at 4:00 p.m. The concert will be held at Lake Merritt United Methodist Church, 1330 Lakeshore Avenue. The volunteer community orchestra, sponsored by Oakland Parks & Recreation, is conducted by Artistic Director Martha Stoddard and Assistant Conductor Jason Oestenstad. This event is in its 23rd year of providing free classical music to all community members. For more program information, please contact Karis Griffin, Recreation Supervisor, at kgriffin@oaklandnet.com or (510) 597-5027.

Local Heroes Honored At Allendale Rec – On Saturday, February 28, Allendale Recreation Center partnered with Councilmember Annie Campbell-Washington's office to host the 6th annual Local Heroes event. The event honored those who have contributed positive work to the community. Joining the Councilmember at the event were about 150 community members. This year, the local hero award was presented to Clarissa Doutherd, parent of an Allendale Recreation Center afterschool program participant. For more information, please contact George Henderson, Program Director, at ghenderson@oaklandnet.com or (510) 535-5635.

Call For Nominations For Mother Of The Year – Through Noon on Friday, April 3, nominations for Mother of the Year are being accepted. Adults, seniors, local businesses, community groups, professional associations, government agencies and service-related organizations are invited to nominate a candidate for this coveted award. Nominees must be an Oakland resident whose contributions to the community symbolize the finest traditions of “motherhood;” who is an appropriate role model for people of all ages and backgrounds and who has made a positive impact on the community. To view the full criteria and nomination form, please visit www.oaklandnet.com/parks. For more information please contact Gail McMillon, Recreation Supervisor, at (510) 238-3186.

City Seeks Feedback Via Survey On The Uptown Wayfinding Signage Pilot Project – Through March, the City of Oakland is seeking feedback on the Uptown Wayfinding Signage Pilot project via an online survey at <http://www.surveymonkey.com/s/CDDKT8Z>. By completing the short survey, the public will help shape the final signage used. The pilot project's goal is to connect public spaces through better maps and signage. The improvements are part of a commitment by the City to ensure that navigating Oakland is easy and enjoyable for pedestrians, citizens and visitors alike. Pedestrian Wayfinding helps people orient themselves and makes it easier to connect between amenities and destinations. The project has brought together City staff and key

stakeholders including Visit Oakland, the Lake Merritt/Uptown Business Improvement District (BID), the Downtown BID and the Jack London BID. Visit Oakland has already begun to use the system by creating their own visitors maps, using the City's pedestrian wayfinding map as a base. The pilot project is now its final design stage. Implementation is planned in phases, spread out over the coming years and is sensitive to the budget constraints and the grant limitations for the Uptown Wayfinding Signage Pilot Project. Construction is anticipated to begin in the fall of 2015. This project is funded by a State of California Infill and Infrastructure Program grant. To learn more about the project, please visit <http://bit.ly/1Bd2M7i>. For more information, please contact George Durney, Uptown Wayfinding Project Manager, at gcdurney@oaklandnet.com or (510) 238-6150.

St. Baldrick's Shave-a-thon: Police To Shave Heads – On Saturday, March 14, Team OPD will be shedding hair to stand in solidarity with children who are bald as a result of cancer treatment. The 8th annual St. Baldrick's fundraiser will be held from 11:00 a.m. to 4:00 p.m., at the UCSF Benioff Children's Hospital Oakland Outpatient Center Atrium at 744 52nd Street. The St. Baldrick's Foundation, a volunteer-driven charity, raises money for childhood cancer research. Worldwide, more than 175,000 children are diagnosed with cancer every year. In the U.S., more children die of childhood cancer than any other disease – more than AIDS, asthma, cystic fibrosis, congenital anomalies and diabetes combined. St. Baldrick's Foundation works to improve research and give these children a chance at life. To donate in support of the OPD team, please visit <https://www.stbaldricks.org/teams/mypage/99487/2015> or use the search box at <http://www.stbaldricks.org/> and enter "Oakland" to find other participating teams from Oakland. For more information, please contact Sgt. Serge Babka at sbabka@oaklandnet.com.

OPD Members Host Annual Lip Sync Special Olympic Fundraiser – On Saturday, March 14, members of the Oakland Police Department (OPD) will present "Singing with the Stars Lip Sync Battle" at the Greek Orthodox Community Center, 4700 Lincoln Avenue. This annual event raises money for Special Olympics Northern California. Money raised supports Special Olympics athletes as they reach for their athletic dreams. The lip sync is a talent show; OPD officers and civilian employees go all out to present realistic impersonations of celebrity performers. Amazing talent in prior years has brought impersonations of Vanilla Ice, Teena Marie, the Supremes and Psy ("gangnam style") to the stage. Tickets are \$40. Doors open at 5:00 p.m. and the show begins at 7:00 p.m. For more information, please contact Officer Johnna Watson, Public Information Officer, at jawatson@oaklandnet.com, or (510) 238-7230.

DAC Privacy And Data Retention Draft Policy Available For Public Comment – In March 2014, the Oakland City Council established an Ad Hoc Advisory Committee to develop a Privacy and Data Retention Policy for the Domain Awareness Center (DAC). This Committee drafted the Policy and a set of additional Recommendations for the City Council to consider. The Policy and Recommendations were presented at the Public Safety Committee Meeting on Tuesday, February 10, and have been posted to the City's website for public comment. These comments and a more detailed analysis of the additional recommendations will be brought back to the Public Safety Committee in April. If you wish to review and comment on the Policy and Recommendations, please visit <http://bit.ly/17Ac5np>. To share your feedback and comments,

please visit <https://www.surveymonkey.com/r/domain2015>. For specific questions, please contact Joe DeVries, Assistant to the City Administrator, at jdevries@oaklandnet.com.

OPR Summer Job Opportunities – Through Monday, March 16, Oakland Parks & Recreation (OPR) is accepting applications for Recreation Aide and Recreation Attendant I part-time summer positions. 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>.

AARP Tax Help – On Thursdays through April 9, AARP will sponsor free tax preparation assistance for taxpayers with middle and low incomes, with special attention to those age 60 and older. The assistance will be offered at the West Oakland Senior Center, 1724 Adeline Street. For a list of things to bring with you, please call (510) 238-7016. For more information, please contact Dorothy Poston, Senior Center Director, at dposton@oaklandnet.com

Upcoming City Of Oakland Job Announcement – During the week of March 16, the Human sources Management Department (HRM) anticipates posting a job announcement for the following positions:

- Public Works Supervisor I

For the most up-to-date information on City jobs, please view the Employment Information page on our website at <http://agency.governmentjobs.com/oaklandca/default.cfm>. The Employment Information page also contains information on minimum qualifications of specific job classifications, how to apply for a job on-line 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/

JOHN A. FLORES

Interim City Administrator