



## MEMORANDUM

**TO:** HONORABLE MAYOR &  
CITY COUNCIL

**FROM:** John A. Flores

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

**DATE:** April 24, 2015

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### INFORMATION

Following are the key activities to be highlighted this week:

***Weekly Report Reader Survey Launched*** – Through Saturday, May 16, the City of Oakland is seeking feedback on the City Administrator's Weekly Report through a short, online survey. The nine-question survey seeks to gauge reader interest on topics, how readers access the report, optimal length and more. To take the survey, please visit <http://speakupoakland.org/surveys/city-administrators-weekly-report-reader-survey>. For more information, please contact Harry Hamilton, Public Information Officer, at [hhamilton@oaklandnet.com](mailto:hhamilton@oaklandnet.com) or (510) 238-2107.

***OPD Featured In Popular Mechanics*** – The April 2015 issue of *Popular Mechanics* contains a photo essay, "Police in the Panoptic Age," about the technological advancements brought about by the use of body-worn cameras in policing. The spread includes black and white photos of uniformed Oakland Police Department (OPD) officers with their body cameras and an interview with Chief Sean Whent. Chief Whent provides background information about OPD's experience with body cameras since field deployment began in 2010 and points out the valuable impact the cameras have had on our efforts to build community trust. To view the article, please visit <http://www.popularmechanics.com/technology/security/g1941/police-body-cameras>. For more information, please contact the OPD Media Relations Office at [opdmedia@oaklandnet.com](mailto:opdmedia@oaklandnet.com) or (510) 238-7230.

***City of Oakland Profiled in ICMA's Life, Well Run Initiative*** – Oakland is one of seven California Cities profiled in the International City/County Management Association's (ICMA) Life, Well Run Initiative for its development of the RecordTrac and Open Disclosure applications. These apps, which promote transparency in local government, were highlighted as a success story in providing effective service delivery. RecordTrac, built in collaboration with Code for America, is a platform that helps the City to respond to public records requests. Open Disclosure provides information on local campaign finances and was built in collaboration with the Oakland Public Ethics Commission and OpenOakland. The Life, Well Run Initiative created by ICMA highlights the value of professional local government managers who build communities people are proud to call home. For more information, please visit: <http://lifewellrun.org/building-community/professionally-managed-community-success-stories/California/#.VTlx1Zjn9aQ>.

***City Of Oakland Marks Small Business Week With Events, Workshops*** – From Monday, May 4 to Friday, May 8, the City of Oakland has a variety of events and workshops slated to mark National Small Business Week. Every year since 1963, the President of the United States has issued a proclamation announcing National Small Business Week (NSBW), which recognizes the critical contributions of America's entrepreneurs and small business owners. Every day, small businesses create 21st century jobs, drive innovation and increase America's global competitiveness. More than half of Americans either own or work for a small business, and they create about two out of every three new jobs in the U.S. each year. More than 90% of Oakland businesses employ 20 or fewer employees. While many of these businesses are startups and young companies, others are long-established firms. Across all industry sectors, small businesses are helping to fuel Oakland's economic growth and are an important factor in our city's diversified economy. The following events are planned. An asterisk after the event name indicates free admission.

- Monday, May 4, 5:30 to 7:30 p.m.  
National Small Business Week Reception: Celebrating 163 Years of Business Growth in Oakland\*  
Oakland City Hall, 1 Frank H. Ogawa Plaza
- Tuesday, May 5, 5:30 p.m.  
Oakland City Council Meeting: Honoring Local Small Businesses\*  
Council Chamber, Oakland City Hall, 1 Frank H. Ogawa Plaza
- Wednesday, May 6, 9 a.m. to 5 p.m.  
Oakland Maker Day\*  
Hearing Room 4, Oakland City Hall, 1 Frank H. Ogawa Plaza
- Thursday, May 7, 7:30 to 10 a.m.  
Oakland Retail Development Breakfast  
Lake Chalet Seafood Bar & Grill, 1520 Lakeside Drive
- Thursday, May 7, 8 a.m. to 12:30 p.m.  
Access to Capital: Business Lender Panel & Resource Fair\*  
Oakland City Hall, 1 Frank H. Ogawa Plaza
- Friday, May 8, 8:30 to 10:30 a.m.  
Resources for Doing Business in Oakland\*  
Oakland City Hall, 1 Frank H. Ogawa Plaza
- Friday, May 8, 9 to 11 a.m.  
Small Business Marketing: Acquiring New Customers and Increasing Sales for Your Business\*  
Oakland City Hall, 1 Frank H. Ogawa Plaza

Business owners interested in accessing the City's business support services should contact the Oakland Business Assistance Center at (510) 238-7952 or [www.OaklandBAC.com](http://www.OaklandBAC.com). To read the media release, please visit <http://www2.oaklandnet.com/w/oak052814>. For more information on Oakland Small Business Week events, including admission fees and how to register, please visit [www.Business2Oakland.com](http://www.Business2Oakland.com).

**SEM Awareness Week** – On Saturday, April 26, Sexually Exploited Minors (SEM) Awareness Week concludes. The Oakland Police Department (OPD) reminds you that the commercial sexual exploitation of minors is a serious issue in Oakland. The City is dedicated to fighting human trafficking through many efforts including a specialized unit within OPD that works diligently on this issue. You may anonymously report information related to trafficking on our recorded tip line at (510) 238-2373. For more information on OPD's efforts to fight human trafficking, please visit <http://www2.oaklandnet.com/Government/o/OPD/s/HumanTrafficking/index.htm>. A Spanish language version is also available at <http://www2.oaklandnet.com/Government/o/OPD/s/HumanTrafficking/TraficoSexual/index.htm>. For more information, please contact the OPD Media Relations Office at [opdmedia@oaklandnet.com](mailto:opdmedia@oaklandnet.com) or (510) 238-7230.

**OPR Summer Camps** – On Monday, June 15, summer break begins for schools in the Oakland Unified School District. Oakland Parks & Recreation (OPR) will offer dozens of summer day camps and activities for youth. Registration is now open for most summer camps and activities. For a detailed list of dates, locations and fees, please visit [www.oaklandnet.com/parks](http://www.oaklandnet.com/parks). For more information, please contact Jada Chiu, Marketing Coordinator, at [jchiu2@oaklandnet.com](mailto:jchiu2@oaklandnet.com) or (510) 238-3053.

**Paws In The Park** – On Wednesday, April 29, Oakland Parks & Recreation (OPR) will host a meeting to discuss the status of the Dog Ordinance which changed in April 2014. The meeting, which starts at 6:30 p.m., will be held at Dimond Park, 3860 Hanly Road. OPR requests community input on dog park regulation issues, fenced dog run areas and other dog park-related concerns experienced by visitors. For more information, please contact Michelle Doppelt, Recreation Supervisor, at [mdoppelt@oaklandnet.com](mailto:mdoppelt@oaklandnet.com) or (510) 482-7831.

**Registration Open For The Great American Backyard Campout** – Through Thursday, June 18, the public can register for the Great American Campout. This national event, sponsored by the National Wildlife Federation, is an overnight camping experience held Saturday, June 27 to Sunday, June 28. Oakland Parks & Recreation (OPR) will be hosting this Oakland edition at Joaquin Miller Park, 3564 Sanborn Drive. This camping trip is open to families, youth and individuals. Registration costs are \$15 per adult, \$10 per child (ages 4 to 17) and free for children 3 and under. Fees include dinner and continental breakfast. Families will be responsible for bringing their own camping equipment. To register online, please visit [www.oaklandnet.com/parks](http://www.oaklandnet.com/parks). For more information or to request special needs diets, please contact Donte Watson at (510) 867-4142.

***Get Involved In National Bike Month At The Oakland Public Library*** – Starting on Saturday, May 2, and continuing all month long, the Oakland Public Library is offering a wide range of bicycle-related programs as part of National Bike Month. Sponsored by the League of American Bicyclists and celebrated in communities from coast to coast, National Bike Month is a chance to showcase the many benefits of bicycling – and encourage more folks to give biking a try. The library is getting into the spirit of things with “Bike to Books,” a month-long festival that will include fun and informative events, such as a group “bicycle history” ride, bike repair workshops and bicycle crafts and storytimes for kids. The Oakland Public Library is also working with local bike organizations to help get free bikes to people who need them. All programs are free and open to the public. For a roster of events, please visit [www.oaklandlibrary.org/biketobooks](http://www.oaklandlibrary.org/biketobooks). For more information, please contact Mana Tominaga, Supervising Librarian, at [mtominaga@oaklandlibrary.org](mailto:mtominaga@oaklandlibrary.org) or (510) 238-6611.

***Dia De Los Ninos At Carmen Flores*** – On Saturday, April 25, Oakland Parks & Recreation's (OPR) Carmen Flores Recreation Center at Josie de la Cruz Park will host Dia De Los Ninos (Children's Day) from 11:00 a.m. to 1:30 p.m. Dia De Los Ninos, also referred to as El Dia De Los Libros (Book Day), is a celebration of children, families and reading. This celebration emphasizes the importance of literacy for children of all linguistic and cultural backgrounds. This free event includes performances, face painting, jumpers and entertainment by local artists. Also, thanks to the Oakland Public Library's donation, there will be a book give-away for youth. The recreation center is located at located at 1637 Fruitvale Avenue. For more information, please contact Angelica Lopez, Program Director, at [alopez@oaklandnet.com](mailto:alopez@oaklandnet.com) or (510) 535-5631.

***Celebrate Healthy Aging*** – On Wednesday, May 6, the City of Oakland's Human Services Department is hosting its annual Older Americans Month event. The celebration, which runs from 11:00 a.m. to 2:00 p.m., will be held at Frank H. Ogawa Plaza. The theme of the event is “Celebrate Healthy Aging.” This event will include information tables, recognitions, performances, speakers and other activities. A reception with food and additional surprises will follow in Oakland City Hall. Shuttle service will be provided for seniors from the four City of Oakland senior centers. Shuttle space is limited, so please contact your local Senior Center as soon as possible. The event, including transportation, is free. For a roster of senior center locations, please visit <http://www2.oaklandnet.com/Government/o/DHS/s/AAS/OAK022074>. For more information, please contact Maurine Watkins, Aging & Adult Services, at [mwatkins@oaklandnet.com](mailto:mwatkins@oaklandnet.com) or (510) 238-2385.

***Seventh Suspect Charged By The Alameda County District Attorney's Office In Homicide Of Chyemil Pierce*** – On Thursday, April 16, a seventh suspect was charged by the Alameda County District Attorney's Office in the homicide of Chyemil Pierce, 30, who was fatally shot in the 2800 block of Chestnut Street on March 9. Julian Ambrose, 16, of Oakland was charged with using a firearm to commit bodily injury, full enhancement and attempted murder in connection with the death of Ms. Pierce. Ambrose is to be prosecuted as an adult. Six other suspects have previously been arrested and charged with homicide, attempted homicide, accessory to murder and other crimes in this case. Homicide investigators continue to identify additional suspects in connection with this case. For more information, please contact the OPD Media Relations Office at [opdmedia@oaklandnet.com](mailto:opdmedia@oaklandnet.com) or (510) 238-7230.

***Oakland Police Officers Make Good Arrests*** – On Saturday, April 18, at about 1:26 a.m., Oakland Police officers conducted a traffic stop in the 1600 block of 85th Avenue. The officers conducted a parole search of the vehicle and located counterfeit money, ammunition and a loaded handgun. The driver and front passenger were arrested. On Saturday, April 18, at about 4:20 p.m., Oakland Police patrol officers responded to the 7600 block of Hillside Street on a report of an injured shooting victim. The officers summoned medical aid and the victim was transported to the hospital in a non-life-threatening condition. When the officers canvassed the scene where the shooting had occurred, they found shell casings on the ground. Surveillance video from a nearby business showed two suspects. Soon after viewing the video, an officer spotted one of the suspects and arrested him for assault with a deadly weapon and unlawful possession of a firearm. For more information, please contact the OPD Media Relations Office at [opdmedia@oaklandnet.com](mailto:opdmedia@oaklandnet.com) or (510) 238-7230.

***Tickets For OPR's "An Intimate Evening" Now On Sale*** – On Wednesday, April 15, tickets went on sale for Oakland Parks & Recreation's annual gala, "An Intimate Evening." The event will be held on Saturday, July 25, from 6:00 to 11:00 p.m. at the Dunsmuir-Hellman Historic Estate, located at 2960 Peralta Oaks Court. Enjoy an evening of live entertainment, dancing, bites & wine tasting, carriage rides and a salute to the individuals and organizations who continue to support OPR by making a difference in our community. This event is open to adults, 21 and older. General tickets are available for \$40. For more information or details on where to purchase tickets, please call Tiffany Millinder, Administration Assistant, at (510) 238-3791.

***Oakland Workforce Investment Board Online Survey*** - Through Friday, May 15, the Oakland Workforce Investment Board (OWIB) will be gathering stakeholder input through its online survey at [www.oaklandnet.com/wibsurvey](http://www.oaklandnet.com/wibsurvey). OWIB oversees workforce development programming in Oakland. This fall, the OWIB will be releasing a new Request for Proposals (RFP) for workforce development services such as job search assistance, career counseling and training. In order to best meet the needs of employers, job-seekers and workers, the OWIB is seeking input on what services would be most helpful to stakeholders. Please take five minutes to complete the short survey. Your thoughtful responses will help OWIB plan for the next generation of training and workforce development activities for Oakland residents and businesses. For more information about OWIB, please visit [www.oaklandwib.org](http://www.oaklandwib.org). For more information on the survey, please contact Elinor Buchen, Program Analyst, at [ebuchen@oaklandnet.com](mailto:ebuchen@oaklandnet.com) or (510) 238-3474.

***OPR Junior Giants*** – From Saturday, April 25 through Saturday, May 9, registration is open for Oakland Parks & Recreation's (OPR) Junior Giants baseball program. This free, non-competitive summer baseball program is open to boys and girls, ages 5 to 14. The league begins on Saturday, June 20 and games will be held at various Oakland baseball field locations. To sign up for the league, please visit [www.jrgiants.org](http://www.jrgiants.org) or stop by the Studio One Art Center at 365 45th Street. For more information, please contact Armond Gray, Youth Sports Coordinator, at (415) 595-9276.

**Bay Area Dance Week At MCCA** – Beginning on Saturday, April 25, the Malonga Casquelourd Center for the Arts (MCCA), 1428 Alice Street, will host several free Bay Area Dance Week events. Events at the venue include:

- Saturday, April 25, Noon - Dimensions Dance Theater
- Monday, April 27, 1:00 p.m. - Axis Dance Company
- Wednesday, April 29, 7:30 p.m. - Dimensions Dance Theater

The dance events are open to all ages. For more information, please contact Mercedes Erving, Recreation Specialist PPT, at [merving@oaklandnet.com](mailto:merving@oaklandnet.com) or (510) 238-7217.

**Green Tee Golf Tournament** – On Monday, July 13, Oakland Parks & Recreation (OPR) will host the annual Green Tee Golf Tournament at Metropolitan Golf Links, located at 10051 Doolittle Drive. The tournament is a fundraiser for the Sundays in the Redwoods Concert Series. Registration is now open. The tournament will run from 6:00 a.m. to 6:30 p.m. and is open to individuals as well as teams. For more details, to register or to donate prizes, please visit [www.greentegolf.wordpress.com](http://www.greentegolf.wordpress.com). For more information, please contact Karis Griffin, Recreation Supervisor, at [kgriffin@oaklandnet.com](mailto:kgriffin@oaklandnet.com) or (510) 238-7702.

**Dads & Jazz Tickets Now On Sale** – On Wednesday, April 15, tickets went on sale for Oakland Parks & Recreation's Dads & Jazz event. The event will be held at Dunsmuir-Hellman Historic Estate, 2960 Peralta Oaks Court, on Sunday, June 21, from 2:00 to 6:00 p.m. Tickets are \$20 for adults and \$10 for children under 12. To purchase tickets over the phone, please call (510) 615-5555. To purchase tickets online, please visit [www.dunsmuir-hellman.com](http://www.dunsmuir-hellman.com). For more information please contact Deborah Cooper, Dunsmuir-Hellman Historic Estate Manager, at [dcooper@oaklandnet.com](mailto:dcooper@oaklandnet.com) or (510) 615-5555.

**City Arts Grant Applications Now Available** – Monday, May 4, is the application submission deadline for the City of Oakland's 2015-2016 Cultural Funding Program grants. The grants support arts and cultural activities in Oakland. Interested artists and arts organizations may access the grant guidelines and application forms online at <https://screendoor.dobt.co/city-of-oakland-california>. The submission deadline for applications is 5:00 p.m. The Cultural Funding Program offers funding support in three separate project categories during fiscal year 2015-16: individual artists, nonprofit arts organizations and arts education residencies in Oakland schools. While the exact amount of funds available for grants will not be known until City Council adopts the next policy budget in June, for the past few grant cycles almost \$1 million in grants have been awarded annually. All applicants must be Oakland-based, and all arts activities must be presented in Oakland between July 1, 2015 and June 30, 2016. The Cultural Funding Program relies on a competitive panel process to determine award recipients and funding allocations. Grant recommendations must be approved by the Funding Advisory Committee and City Council before contracts are awarded. To read the media release, please visit <http://www2.oaklandnet.com/OAK052506>. For details on the Cultural Funding Program, please visit [www.oaklandculturalarts.com](http://www.oaklandculturalarts.com). For more information, please contact Denise Pate, Program Coordinator, at [dpate@oaklandnet.com](mailto:dpate@oaklandnet.com) or (510) 238-7561.

***A Taste Of Spring Tickets On Sale*** – On Thursday, May 7, the Oakland Parks & Recreation Foundation (OPRF) will be hosting its annual fundraiser gala at the Lakeside Park Garden Center, 666 Bellevue Avenue. Proceeds benefit Oakland Parks & Recreation programming by sponsoring children in summer camp programs. To purchase tickets or to donate, please visit [www.oaklandparks.org](http://www.oaklandparks.org). For more information, please contact Ken Lupoff, OPRF Executive Director, at (510) 465-1850.

***CORE 10th Annual Citywide Disaster Exercise*** – On Saturday, April 25, CORE (Communities of Oakland Respond to Emergencies) will host its 10th annual Citywide Disaster Exercise from 9:00 a.m. to Noon. CORE groups in 40 neighborhoods will refresh, enhance and practice emergency response skills during the exercise. Individuals that live in neighborhoods without a participating CORE group will join in a simulated neighborhood exercise at the Oakland Fire Department Training Division at 250 Victory Court. For more information, please contact Dena Gunning, Emergency Planning Coordinator, at [dgunning@oaklandnet.com](mailto:dgunning@oaklandnet.com) or (510) 238-6068.

***City Seeks Input On Economic Development Strategy*** – Through Friday, May 1, public engagement continues on the City of Oakland's Economic Development Strategy, a short list of economic priorities and initiatives for the City of Oakland. The Economic Development Strategy will go to City Council for adoption later this year and will help inform City work plans and decisions over the next five years. As part of the public engagement for this effort, the City is using SpeakUp Oakland, a new public engagement portal for weighing in on civic issues. To learn more about the Economic Development Strategy and provide comment, please visit <http://speakupoakland.org/projects/economic-development-strategy>. Oakland residents are also asked to complete a short online survey at <http://speakupoakland.org/surveys/economic-development-strategy-residents>. For more information on the Economic Development Survey, please contact Marisa Raya, Special Projects in Economic & Workforce Development, at [mraya@oaklandnet.com](mailto:mraya@oaklandnet.com) or (510) 238-6230.

***Closure Of 29th Avenue Overcrossing*** – On Friday, April 3, Caltrans closed the 29th Avenue Overcrossing that provides access across Interstate 880 (I-880) between the cities of Oakland and Alameda for construction activities between Ford Street and E. 10th Street. The overcrossing will remain closed until October 2016. This closure will allow crews to complete the demolition of the existing 29th Avenue Overcrossing and rebuild a new overcrossing in the same location. Demolition and construction will result in intermittent night time and full freeway closures on both Southbound and Northbound I-880 near the overcrossing, with occasional on-ramp and off-ramp closures to remove the current structure. Detours for crossing over I-880 at this location between Oakland and Alameda are posted on the project's website at <http://www.dot.ca.gov/dist4/projects/88023rd29thovercrossing/>. Advance warning changeable message signs and detour signs will be in place to assist motorists traveling in the area. Existing traffic signals and striping configurations have been upgraded to accommodate the increase in traffic due to this closure. For more information about this Caltrans construction project, please visit <http://www.dot.ca.gov/dist4/projects/88023rd29thovercrossing/>.

***City Seeks Feedback Via Survey On The Uptown Wayfinding Signage Pilot Project*** – Extended through April, the City of Oakland's Uptown Wayfinding Signage Pilot project is seeking feedback 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, residents 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](mailto:gcdurney@oaklandnet.com) or (510) 238-6150.

***Clemons To Receive The Believe Award*** – On Friday, May 1, Estelle Clemons, a Human Services Department staff member, will receive the Believe Award during United Way of the Bay Area's annual benefit. The Believe Award honors a champion working with a corporation or government agency who advocates for initiatives that help cut poverty – often by shifting internal culture, processes and systems. The benefit will be held at the Terra Gallery, 511 Harrison Street in San Francisco. For information on the annual event, please visit <http://uwba.org/believe>. For information on the Alameda County-Oakland Community Action Partnership which is managed by Estelle Clemons, please visit [www.ac-ocap.com](http://www.ac-ocap.com). For more information, please contact Estelle Clemons, Health and Human Services Program Planner, at [eclemons@oaklandnet.com](mailto:eclemons@oaklandnet.com) or (510) 238-3597.

***Upcoming City Of Oakland Job Announcement*** – During the week of April 27, the Human Resources Management Department (HRM) anticipates posting a job announcement for the following positions:

- Firefighter Trainee
- Firefighter Paramedic Trainee
- Paralegal
- Parking Meter Collector

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