



## *MEMORANDUM*

**TO:** HONORABLE MAYOR &  
CITY COUNCIL

**FROM:** Sabrina B. Landreth

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

**DATE:** September 18, 2015

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### INFORMATION

Following are the key activities to be highlighted this week:

***Northern California Wildfires Are Important Reminders To Increase Fire Prevention Measures*** – On Wednesday, September 16, the City of Oakland and the Oakland Fire Department issued a media release encouraging residents to take extra precautions to help reduce wildfire risk. California is in its fourth consecutive year of severe drought and the wildfires that have burned thousands of acres in Lake, Napa, Calaveras and Amador counties serve as a reminder to all Oaklanders to follow fire prevention measures and be prepared. Approximately 90% of all wildfires in California are caused by human activity, according to the California Department of Forestry and Fire Protection (CAL FIRE). That is why we need the community's help to reduce wildfire risk. Oakland's wildland-urban interface is one of the most severe wildfire-risk areas in the nation, due to densely packed housing (approximately 21,000 homes in an area of about 16.5 sq. mi.). The 1991 Firestorm still ranks as one of the largest fire disasters ever. The Oakland Fire Department (OFD) has taken aggressive steps to reduce fire risk. Over the past year, OFD has:

- Reduced fuels along major roadways, large open spaces, City lots and park lands.
- Continued its efforts with the vegetation management inspection program to ensure all properties are kept in a "fire-safe" manner.
- Provided a free vegetation chipping and removal program.

The release included tips on how to keep your property fire-safe and on general fire prevention as well as additional resources. To read the media release, please visit

<http://www2.oaklandnet.com/w/oak054919>.

***KTOP-TV Wins Five 2015 NATOA Awards*** – On Friday, September 11, the National Association of Telecommunications Officers and Advisors (NATOA) awarded KTOP-TV, the City of Oakland's cable television station, five Community Broadcast Awards. "Bought & Sold" was awarded first place in the Community Awareness category. It also received third place in the Public Education category and fifth place honorable mention in the Public Safety category. In the Public Service Announcement (PSA) category, the 2014 Art + Soul PSA was awarded second place and the Oakland Fire Department's Recruiting PSA was awarded third place. In

recognition of the broadening role of government in technology, NATOA honors outstanding individuals and projects that seek to improve government and public options in broadband technology. This exceptional awards program was initiated to recognize and highlight some of the many extraordinary efforts going on at the local level to bring the benefits of technology to American communities. Congratulations to the City's award-winning television station. To view the promotional video for "Bought & Sold," please visit <http://bit.ly/1OYHaRN>. To watch the Art + Soul PSA, please visit <http://bit.ly/1OYHiRp>. To view the OFD Recruiting PSA, please visit <http://bit.ly/1OYHz6B>. To learn more about KTOP, please visit [www.ktopstudios.com](http://www.ktopstudios.com). For more information, please contact Michael Munson, Operations Manager, at [mmunson@oaklandnet.com](mailto:mmunson@oaklandnet.com) or (510) 238-6565.

***Come Play In The Streets Surrounding Lake Merritt*** – On Sunday, September 20, the Third Annual Oaklavía - Love Our Lake Day will draw thousands from all over Oakland and the East Bay and transform two miles of city streets surrounding scenic Lake Merritt into a car-free playground from 11:00 a.m. to 4:00 p.m. The Oaklavía - Love Our Lake Day route encompasses a two-mile stretch from the northeast end of Lake Merritt along Lakeshore Avenue wrapping down around the lake's southern tip, and back up Lakeside Drive to Harrison at 21st Street. Both Grand Avenue and Bellevue Drive (through Lakeside Park) will remain open to regular vehicle traffic. The event route will be closed to vehicle traffic to make way for the public to get out of their cars and walk, bike, skate, dance, stroll and experience the beauty and amenities of the Lake Merritt area in a more interactive way. The free, family-oriented event is the second of three 2015 open streets events presented by East Bay Open Streets, a program of Walk Oakland Bike Oakland (WOBO). For a complete listing of Love Our Lake Day activities and performances, please visit [www.eastbayopenstreets.org](http://www.eastbayopenstreets.org).

***2015 Oakland Creek to Bay Day*** – On Saturday, September 19, help clean, green and beautify Oakland from 9:00 a.m. to noon during Creek to Bay Day. Activities include litter pickup, graffiti removal, weeding, planting and creek restoration at parks, recreation centers, creeks, commercial corridors and neighborhood locations throughout Oakland. Many of the Creek to Bay Day volunteer projects include additional fun activities and community celebrations. Creek to Bay Day is part of California and International Coastal Cleanup Day, the largest volunteer event in California and the world. While supplies last, volunteers will receive a commemorative button and giveaways from Chinook Book and Numi Tea. In 2014, more than 1,000 Oakland Creek to Bay Day volunteers removed over nine tons of trash and 250 cubic yards of invasive plants from Oakland's creeks, parks, shoreline and streets. Worldwide, 560,000 volunteers in 91 countries prevented over 8,000 tons of trash from entering inland waterways and oceans. Join the fun and help keep Oakland clean, from Creek to Bay. Volunteers may work in rugged terrain with varying disability access. For accessibility information or to request ASL disability accommodations, call TTY (510) 238-3254 or email [adoptaspot@oaklandnet.com](mailto:adoptaspot@oaklandnet.com). Visit [www.oaklandcreektobay.org](http://www.oaklandcreektobay.org) for complete project listings, an interactive map and project coordinator information. For more information and to leave a general message, please call the Oakland Public Works Events Hotline at (510) 238-7611.

***Sundays In The Redwoods: Magic In The Music*** – This Sunday, September 20, the first of four Sundays in the Redwoods outdoor concerts comes to Woodminster Amphitheater in Joaquin

Miller Park, 3300 Joaquin Miller Road. With a theme of "Magic in the Music," the concert runs from 2:00 to 8:30 p.m. and features performances by Poncho Sanchez, Tizer Quartet, Eric Marienthal and the Funky Latin Orchestra. The concert series is open to all ages. General tickets are available for \$25 and VIP tables, including eight admission tickets, are \$300. Tickets may be purchased online at [www.sundaysintheredwoods.com](http://www.sundaysintheredwoods.com) or in person weekdays between 2:30 and 7:00 p.m. at the Malonga Box Office, 1428 Alice Street. For more information, please email [info@sundaysintheredwoods.com](mailto:info@sundaysintheredwoods.com) or call (510) 238-3052.

***Second Chance At Largest Soul Train*** – On Saturday, October 10, Oakland has a chance to break the Guinness World Record for the Largest Soul Train Line. The record-breaking attempt will be held at DeFremery Recreation Center, 1651 Adeline Street, beginning at 9:30 a.m. and will continue until every dancer has gone through the official Oak-Train Line. This will be Oakland's second attempt at breaking the record. In June, Oakland had 337 dancers which beat Philadelphia's record of 291, but unfortunately fell short of Arizona's 425 people. Oakland Parks & Recreation and Friends of DeFremery Park are working diligently to bring this record home to Oakland. The event is open to all ages, but only the first 600 people are eligible to participate. To register in advance, please visit [www.oaktrain.org](http://www.oaktrain.org). Registration will also be available onsite beginning at 8:00 a.m. Registrants will receive a t-shirt to wear during the event. The registration fee is \$10. Proceeds will benefit Friends of DeFremery Park. Participants should anticipate dancing for four to six hours, as everyone moves through the line. For more information, please contact Valorie Winn, Center Director, at [vwinn@oaklandnet.com](mailto:vwinn@oaklandnet.com) or (510) 238-7739.

***OPD Participates In The Bridge Summit*** – On Thursday, September 9, Deputy Chief Danielle Outlaw represented the Oakland Police Department (OPD) at the Bridge Summit in Phoenix, Arizona. Presented by the Black Chamber of Arizona in conjunction with the University of Phoenix's College of Security and Criminal Justice and the Checkered Flag Run Foundation, the summit featured interactive dialog with police chiefs from across the nation and an audience of law enforcement professionals, government leaders and representatives from community-based organizations and businesses. Topics included community engagement best practices, conscious and unconscious biases that contribute to the dynamics of community engagement and perceptions and other behavioral shifts in the community that influence these dynamics. OPD has been on the forefront of community engagement best practices for some time. For more information, please contact the OPD Media Relations Office at [opdmedia@oaklandnet.com](mailto:opdmedia@oaklandnet.com) or (510) 238-7230.

***Free Financial Planning Day*** – On Saturday, October 10, the public is invited to a day-long series of workshops on financial planning. The free event will also feature a clinic where attendees will be able to address their specific questions one-on-one with professional financial planners. Whether you are struggling with debt, worried about running out of money in retirement or want advice on how to invest your money, you will learn information to help you make smart money decisions. Running from 9:00 a.m. to 4:00 p.m., the event will be held in Oakland City Hall, 1 Frank H. Ogawa Plaza. For more information or to register, please visit [www.financialplanningdays.org](http://www.financialplanningdays.org).

***Oakland Public Library Participating In National Voter Registration Day*** – On Tuesday, September 22, the Oakland Public Library will participate in National Voter Registration Day to promote awareness of voter registration opportunities. Three libraries are participating this year:

- Main Library, 125 14th Street, 10:00 a.m. to 5:30 p.m.
- Dimond Branch, 3565 Fruitvale Avenue, 1:00 to 3:00 p.m.
- Piedmont Avenue Branch, 80 Echo Avenue, 8:30 a.m. to 4:00 p.m.

Voter registration information and forms will be available to anyone wishing to learn more and to register to vote. To learn more about National Voter Registration Day, please visit <http://nationalvoterregistrationday.org/about/>. For more information, please contact Winifred Walters, Community Relations Manager, at [wwalters@oaklandlibrary.org](mailto:wwalters@oaklandlibrary.org) or (510) 238-6932.

***OPD Celebrates Diversity At The 6th Annual Pride Parade*** – On Sunday, September 13, Oakland Assistant Police Chief Paul Figueroa, Officer Johnna Watson and a contingent of officers participated in the Oakland Pride parade. The Oakland Police Department is committed to serving and reflecting the diversity of Oakland. For more information, please contact the OPD Media Relations Office at [opdmedia@oaklandnet.com](mailto:opdmedia@oaklandnet.com) or (510) 238-7230.

***OPD Is Hiring Police Officer Trainees*** – Friday, September 25, is the deadline to apply to pursue a career as an Oakland Police Officer. To apply, please visit <http://bit.ly/1UzKedU>. 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. Applications are being accepted through 11:59 p.m., on Friday, September 25. The OPD Background and Recruiting Unit offers seminars to assist applicants with the various stages of the hiring process. For more information, please visit [www.opdjobs.com](http://www.opdjobs.com) or contact the OPD Background and Recruiting Unit at (510) 238-3339.

***OPD Is Hiring Police Cadets*** – Friday, October 16, is the deadline to apply for a Police Cadet position at the Oakland Police Department (OPD). The part-time position offers high school or college students who are interested in law enforcement a special opportunity to pursue a challenging and rewarding career with one of the best police agencies in the state. Applicants must be between 17½ and 20 years old and may work up to 19 ½ hours per week, depending on department needs and school schedules. The Police Cadet position is a preparatory position for the Police Officer Trainee. Cadets are strongly encouraged to apply for the Police Officer Trainee position at the conclusion of their Cadet assignment. Applications are being accepted through 11:59 p.m., on Friday, October 16. To apply, please visit <http://bit.ly/1K6UuDF>. For more information, please visit [www.opdjobs.com](http://www.opdjobs.com) or contact the OPD Background and Recruiting Unit at (510) 238-3339.

***OPD Is Hiring Police Communications Dispatchers*** – Friday, October 2, is the deadline to apply for the position of Police Communications Dispatcher. Responsibilities include answering incoming emergency and non-emergency 911 calls, dispatching personnel and equipment by operating a variety of telecommunications equipment, accessing computerized systems and routine clerical work. There are several openings for this vital position. To apply, please visit

<http://bit.ly/1Qid1ND>. For more information, please visit [www.opdjobs.com](http://www.opdjobs.com) or contact the OPD Background and Recruiting Unit at (510) 238-3339.

**Mayor's Office Fall Internships** – Wednesday, September 30, is the application deadline for fall 2015 internships with the Office of Oakland Mayor Libby Schaaf. The Mayor's Office welcomes intern candidates of various backgrounds a unique opportunity to learn first-hand about City government. Those selected will work closely with the Mayor's staff on a variety of tasks which may involve policy research and development, drafting memoranda and briefs, community engagement, outreach and education, administrative tasks and research and analysis. Placement assignments are made based on a combination of factors including the needs of the Mayor's Office and the intern's skill set and expressed interests. In order to process your internship application, please submit all the materials listed below in one package. Only complete application packages will be accepted for consideration. Application packages should include:

- Completed application
- Cover Letter
- Resume
- Writing Sample (one page maximum)

Applications are processed within two weeks of the deadline. Please note that this is an unpaid internship. For more information, please contact Shereda Nosakhare, Deputy Chief of Staff, at [dnosakhare@oaklandnet.com](mailto:dnosakhare@oaklandnet.com) or (510) 238-7439.

**Oakland Literacy Coalition Offering Volunteer Training Workshops** – On Monday, September 28 and Wednesday, September 30, the Oakland Literacy Coalition (OLC) will be offering free volunteer training workshops. These community events give you the opportunity to make an impact as a volunteer by helping you learn the skills you need to support students and teachers. Advance registration is required to save a spot in the workshops. The workshops will be held at the East Bay Community Foundation, 353 Frank H. Ogawa Plaza. For more information or to register, please visit <http://www.oaklandliteracycoalition.org/volunteer/training>. The OLC is a collaboration of literacy service providers, foundations, businesses, public agencies, the Oakland Unified School District and other community partners committed to the goal of equipping all Oakland children with the life skills of reading, writing and communication by the end of third grade. For more information, please contact Sara DuBois, Coordinator of Grants & Volunteers, at [sdubois@oaklandlibrary.org](mailto:sdubois@oaklandlibrary.org) or (510) 238-6572.

**Library's Teen Job Training Program Now Accepting Applications** – Through Tuesday, September 22, applications for Ready, Set, Connect!, a workforce development program provided by the Oakland Public Library and Community Technology Network, will be accepted for the 2015-2016 school year. Ready, Set, Connect! provides free technology and leadership job training to 20 Alameda County young adults between the ages of 16 and 24. Participants gain valuable work experience as computer tutors at the Main Library and at library branch computer labs. Ready, Set, Connect! begins in October and ends June 2. To learn more about the program, visit <http://www.oaklandlibrary.org/teens/events-programs/ready-set-connect>. Apply online by

September 22 at <http://bit.ly/RSC>. For more information, please contact Andrea Guzman, Ready, Set, Connect! Program Manager, at [andrea@ctnbayarea.org](mailto:andrea@ctnbayarea.org) or (510) 479-0931.

***RFP, RFQ Opportunities with the City of Oakland*** – For more information on contracting opportunities, please visit <http://bit.ly/liAJvbd> or contact Dasco Munoz, Contracts and Compliance, at [dmunoz@oaklandnet.com](mailto:dmunoz@oaklandnet.com) or (510) 238-3970.

**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/

SABRINA B. LANDRETH  
City Administrator