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MEMORANDUM

TO: HONORABLE MAYOR &
CITY COUNCIL

FROM: Sabrina B. Landreth

SUBJECT: City Administrator's Weekly Report

DATE: February 5, 2016

INFORMATION

Following are the key activities to be highlighted this week:

Oakland Police Department Highlighted In TIME Article – On Monday, January 25, an article was published on *TIME* magazine's website that looked at the issue of how police departments nationwide are addressing the situation of storing the massive amount of video footage produced by body-worn cameras. *TIME* reports that law enforcement departments are turning to private cloud-based, high-volume storage to handle the data. A video accompanying the article shows Oakland Police officers using the cameras, and Chief Sean Whent sharing his belief that the potential for these cameras has only just begun to be seen. To read the article and watch the video, please visit <http://time.com/4180889/police-body-cameras-view-taser>. For more information, please contact the OPD Media Relations Office at opdmedia@oaklandnet.com or (510) 238-7230.

Oakland Promise Launched To Boost College Graduation Rate – On Thursday, January 28, Mayor Libby Schaaf and Oakland Unified School District Superintendent Antwan Wilson launched the Oakland Promise. With a broad-base of support, the initiative is a cradle-to-career approach modeled on national best practices. The goal is to triple the number of Oakland public school graduates who complete a post-secondary education over the next decade. To reach this ambitious goal, the Oakland Promise combines best practices from across the country to ensure that all Oakland students and families are supported on their educational journey from birth through college and propelled into a successful career.

There are four main components of the Oakland Promise:

- Brilliant Baby – serves Oakland's lowest income babies by providing a \$500 college savings account at birth and parenting support to their families.
- K2College – establishes college savings accounts for every Oakland public school kindergartner.
- Future Centers – ensures access to centers with staff and technology to help high school

students develop college and career plans, and apply for college, financial aid, scholarships and internships. It also supports college readiness for middle schoolers.

- **College Scholarships and Completion** – In partnership with East Bay College Fund (EBCF), every eligible Oakland student will receive a college scholarship ranging from \$1,000 to \$16,000. To ensure students graduate from college ready for career success, EBCF, in partnership with colleges and other organizations, will align services, providing counseling, mentoring and peer support.

Every aspect of the Promise will be launched over the next four years and reach full-scale to serve all Oakland children within the decade. To watch a video on the Oakland Promise, please visit <https://vimeo.com/151849921>. To read the media release, please visit <http://www2.oaklandnet.com/w/oak056936>. To learn more about the Oakland Promise, please visit www.theoaklandpromise.org.

City-Owned Real Property For Sale – Wednesday, March 16, is the submission deadline for proposals from qualified and interested owner-users/developers to purchase and develop City-owned property in the Dimond neighborhood into a full-service restaurant or restaurant related retail/commercial use. The Dimond community is very interested in a dining spot that offers an opportunity for socializing, good food and could help market the district, particularly as an evening dining choice. The property for sale is located at 3455 & 3461 Champion Street. The list price is \$425,000. The building size is +/-3,275 square feet and the lot size is 8,244 square feet. To view the Notice of Development Opportunity, please visit <http://www2.oaklandnet.com/w/oak056874>. For more information, please contact Anthony J. Reese, Real Estate Agent, at areese@oaklandnet.com or (510) 238-6357.

Extended Office Hours For 2016 Business Tax Renewal – On Monday, February 29 and Tuesday, March 1, the Business Tax Division is extending its customer service office hours from 8:00 a.m. to 8:00 p.m. to provide assistance to taxpayers with their business tax renewals. Please complete and bring the business tax renewal application that was mailed to you. The Business Tax Division is located at 250 Frank H. Ogawa Plaza, Suite 1320. For more information, please contact the Business Tax Division's customer service line at (510) 238-3704.

OPD Helicopter Finds Missing Person – On Thursday, January 28, just after 2:00 p.m., in a continued effort to locate missing person Diana Hajisaari, the Oakland Police Department's Air Support Unit and Marine Unit conducted one of many aerial and waterway searches of the San Leandro Bay. Ms. Hajisaari was last seen on Friday, January 22, just after 10:00 a.m. During the aerial search, officers in the helicopter located a body in the water near the Alameda side of the San Leandro Bay. The Alameda County Coroner's Office has confirmed that the body was missing person Diana Gail Hajisaari, 62, of Berkeley. The coroner's office is still determining the cause of death. For more information, please contact the OPD Media Relations Office at opdmedia@oaklandnet.com or (510) 238-7230.

Latham Square Construction Update – On Tuesday, January 26, the City's Latham Square Project status on the webpage was updated. The contractor has completed the plaza seat wall

foundations, planter boxes, curbs, rough grading, and infrastructure for irrigation and plaza lighting. Over the next four weeks, weather permitting, the contractor anticipates installing the granite curbs, the concrete base for the plaza pavers, bulb-out improvements at 17th Street and Telegraph Avenue, and the concrete base for the roadway pavers on Telegraph Avenue between 16th Street and Broadway. Please note that the 16th Street and Telegraph Avenue intersection will be temporarily closed for about four weeks. The exact dates of closure will be announced shortly and an update will be posted and emailed. Businesses surrounding Latham Square are open during construction. Please support Oakland's local businesses, especially during this construction period. While you are there, be sure to abide by the posted signs and use the designated crosswalks at 15th Street and 17th Street. To learn more about how this project is benefitting the neighborhood, please visit www.oaklandnet.com/lathamsquare. For more information, please Nick Cartagena, Project Manager, at ncartagena@oaklandnet.com.

OPR Summer Job Opportunities – Beginning Tuesday, February 16, applicants will be able to apply for a variety of part-time summer jobs with Oakland Parks & Recreation (OPR). Summer positions include Recreation Leader I, Recreation Aide, Sports Official, Lifeguard and more. Individuals ages 16 and older are encouraged to apply online. To read the job descriptions for the various positions, please visit www.oaklandnet.com/parks. Beginning on February 16, those interested in the position will be able to apply online at <http://bit.ly/1ZTKz8A>. For more information, please call OPR's general information line at (510) 238-7275.

CASTING CALL: OPD's 6th Annual Lip Sync Special Olympic Fundraiser – On Saturday, April 9, 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 is one of three that OPD participates in to raise money for Special Olympics Northern California. So far, the roster of famous and fabulous artists who will be lip synced to includes Rick Ross, Ja Rule, Kid Rock, J. Lo and LL Cool J. The first rehearsal is on Tuesday, February 9, 4:30 p.m. at the Police Administrator Building auditorium. Slots are available for City employees who have the uncanny ability to channel celebrities to join the show; come try out for a spot on the program or join the preparation team. Mark your calendars for the show on April 9 with an admission charge of \$40 for dinner, dancing, laughing and fun times. For more information, please contact Officer Felicia Aisthorpe at faisthorpe@oaklandnet.com.

Speeches Of A Dream – On Monday, February 8, the Malonga Casquelourd Center of the Arts, located at 1428 Alice Street, will host their annual Speeches of a Dream open mic event from 6:00 to 8:00 p.m. The free community event will include poetry, music and art. For more information, please contact Darrin Hodges, Center Director, at (510) 238-7217.

Need Help Filing Your Taxes? Come To The Oakland Public Library – On Tuesday, February 2, the Oakland Public Library kicked off its annual Free Tax Assistance program. Tax Assistance, provided by American Association of Retired Persons (AARP) volunteers, is available at following five Library locations:

- Main Library, 125 14th Street
- César E. Chávez Branch Library, 3301 E. 12th Street, Suite 271

- Dimond Branch Library, 3565 Fruitvale Avenue
- Eastmont Branch Library, 7200 Bancroft Avenue, Suite 211
- Golden Gate Branch Library, 5606 San Pablo Avenue

The program concludes Monday, April 18. For a complete schedule, please visit <http://oaklandlibrary.org/services/tax-assistance-program>. For more information, please call the Main Library Information Desk at (510) 238-3134.

Our City Public Design Fair – Through Saturday, February 6, the Our City Public Design Fair will feature nine public design installations in the inaugural Oakland event held in Frank H. Ogawa Plaza, 14th Street at Broadway. The public is invited to interact with the pieces between 8:00 a.m. and 8:00 p.m. These will be early-stage test projects, with the goal of inspiring longer-term community-driven installations in Oakland. All of the projects are designed and built by local teams based in Oakland. Public feedback on the installations will be collected to help inform potential future projects. For more information, please visit www.ourcity.is/oakland.

Oakland Residents, Business Owners Urged To Prepare For El Niño – On Wednesday, December 9, the City of Oakland issued a media release that detailed steps it is taking to prepare for above-average rainfall and strong winds. In the release the City urged residents and business owners to prepare in advance – before heavy rains begin. Oakland Public Works crews are making advance preparations to help mitigate storm-related impacts and to allow City crews to respond as effectively as possible to any storm-related impacts. During big storm events, our crews and emergency personnel will be working around the clock, but they – along with crews around the region – may be overwhelmed, so you should plan ahead to have the supplies you would need in any emergency. Simple preparation steps taken now can go a long way toward lessening the impact of weather emergencies. Review emergency plans and prepare your family, home and vehicle. More information and resources for winter storm preparedness are available at www.oaklandnet.com/ElNino. A brochure in English, Chinese and Spanish detailing preparation steps has recently been added to the website. For those without Internet access, preparation tips are available by calling (510) 444-CITY. While on the website, subscribe to receive the City's emergency email and text alerts so you can stay informed. You can help minimize flooding in your neighborhood by participating in the City's Adopt A Drain program. By keeping storm drains clean, you help prevent flooding of streets and sidewalks, allowing City crews to focus on critical storm-response activities. The City will provide supplies and debris bags. To sign up now, please visit www.adoptadrainoakland.com or call (510) 238-7630. To report storm-related emergency issues on public property and in the public right-of-way (e.g., flooding, mudslides and landslides onto streets and sidewalks), please contact the Public Works Call Center directly at (510) 615-5566. For non-emergency requests for services on public property and in the public right-of-way, please contact the Call Center by:

- Email: opwcallcenter@oaklandnet.com
- Online: www.oaklandpw.com
- Mobile app: SeeClickFix

To read the media release, please visit <http://www2.oaklandnet.com/w/oak056236>. To read an

information memorandum on the steps the City is taking to prepare for El Niño and on the communications efforts underway to ensure that we optimize the reach and repetition of our preparedness and recovery messages, please visit <http://www2.oaklandnet.com/w/oak056200>.

Get Help With Taxes Through The EITC Campaign – On Monday, January 25, the Alameda County-Oakland Community Action Partnership (AC-OCAP), in partnership with United Way of the Bay Area and Eden I&R, Inc., launched the 2015 Earned Income Tax Credit (EITC) Campaign. EITC is a refundable tax credit available to working, low-income individuals and families. Depending on the family size and income, these tax credits can boost household incomes and lift families out of poverty. Last year, during the EITC Campaign, IRS tax preparers logged more than 32,000 volunteer hours to prepare 21,195 free tax returns for low-wage earners at 34 Volunteer Income Tax Assistance sites throughout Alameda County. Eden I&R staff handled 862 calls and 1,515 referrals. The net result was \$8,881,602 in Earned Income Tax Credits and more than \$25,017,080 in total refunds. For a list of locations of no-cost tax preparation sites, please call 2-1-1 or visit www.earnitkeepitsaveit.org or www.AC-OCAP.com. For more information, please contact Cecilia Garcia, Administrative Assistant, at cgarcia@oaklandnet.com.

Assistance In Completing Business Tax Forms To Be Offered – Through Monday, February 22, staff members from the City of Oakland's Revenue Management Bureau are offering assistance to seniors, local business owners and rental property owners with their business tax forms. This new program is meant to better serve our community by having staff available to assist at senior centers. Simply bring your annual Business Tax Declaration for your business or rental property. City staff will assist you with completing your declarations and receiving your payment. Forms can be provided if you do not have them. Payments should be made using a check, credit card or debit card that can be used as a credit card; No cash will be accepted. Alternatively, you can get help with completing your form(s) and take it with you to mail at a later date. Forms are on time if they are postmarked by March 1, 2016. The remaining dates and times that staff will be available are:

- North Oakland Senior Center 10:00 a.m. to 12:30 p.m.
5714 Martin Luther King, Jr. Way Thursday, February 18

- Downtown Senior Center 12:30 to 2:30 p.m.
200 Grand Avenue Wednesday, February 17

- West Oakland Senior Center 10:00 a.m. to Noon
1724 Adeline Street Monday, February 8
Monday, February 22

- Hong Lok Senior Center 10:00 a.m. to 1:00 p.m.
168 11th Street Tuesday, February 9
Tuesday, February 16

- Fruitvale-San Antonio Senior Center 10:00 a.m. to 1:00 p.m.
3301 E. 12th Street, Suite 201 Wednesday, February 10

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<p>Friday, February 19, 2:00 p.m.</p>	<p>5904 - RFQ Notice for On-Call Environmental Consulting Services 2016. It is the intent of the City of Oakland's Public Works Department to establish multiple on-call contracts to provide a wide range of professional environmental consulting services related to environmental assessment, remediation and compliance at properties that the City owns, operates or plans to acquire. Project definition will take place around time of project assignment.</p>	<p>Mark Arniola, Public Works, Environmental Services marniola@oaklandnet.com (510) 238-7371</p>
<p>Thursday, February 25, 2:00 p.m.</p>	<p>5901 - RFP for Professional Services for Equitable Development Strategy. The City of Oakland's Planning & Building Department seeks proposals from qualified firms to prepare an equitable development strategy for its Specific Plans/Area Plans. The City intends to begin with the greater downtown area (including the Downtown Specific Plan area as well as the Lake Merritt Station Area Plan/Chinatown area). Additional Specific Plans/Area Plans that currently lack a social equity component may be undertaken at a future time, as needed. The goal of this project is to develop strategies that mitigate any residential and/or business displacement pressures and explore opportunities for social equity in all areas: housing, employment, access to goods and services and improved quality of life. This shall take the form of a framework for short-term and long-term mechanisms that advance overall equitable development in the area.</p>	<p>Alicia Parker, Planning & Building aparker@oaklandnet.com (510) 238-3362</p>

For more information on contracting opportunities, please visit <http://bit.ly/1iAJvbd> or contact Dasco Munoz, Contracts and Compliance, at dmunoz@oaklandnet.com or (510) 238-3970.

Upcoming City Of Oakland Job Announcements – During the week of February 8, the Human Resources Management Department (HRM) anticipates posting job announcements for the following positions:

- Police Communications Supervisor
- Police Officer Trainee
- Project Manager III
- Public Works Maintenance Worker

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 a roster of community events marking Black History Month, please visit www.oaklandnet.com/celebrations. For events at the Oakland Public Library, please visit <http://oaklandlibrary.org/events>.

Respectfully submitted,
/s/
SABRINA B. LANDRETH
City Administrator