

**DISTRIBUTION DATE: October 28, 2016**



## ***MEMORANDUM***

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**TO:** HONORABLE MAYOR &  
CITY COUNCIL

**FROM:** Sabrina B. Landreth

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

**DATE:** October 28, 2016

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### **INFORMATION**

Following are the key activities to be highlighted this week:

***City Of Oakland Engages Community In Recruiting New Police Chief*** – On Monday, August 29, the City of Oakland launched a nation-wide search for a permanent Police Chief for the Oakland Police Department (OPD). The City's goal is to ensure that the best and brightest candidates emerge from the recruitment process. The City will engage the community and OPD staff to maximize stakeholder input. This insight will be used for the following:

- Help inform the recruiter to find the most qualified pool of candidates
- Provide the City with community-driven criteria to evaluate the final candidates
- Give the new Chief of Police a roadmap of how the community expects the Police Department to move forward under new leadership

Community input will help make this recruitment a success. It is essential that prospective candidates understand the values, standards and needs of our community. There are four ways to provide your insight:

- Take an online survey (open until Oct. 31) – Take a few minutes to complete the survey at <https://www.surveymonkey.com/r/OPDchiefsurvey>. The survey is also available in Chinese, Spanish and Vietnamese at <http://bit.ly/2bWAU1M>.
- Join the online discussion – Share your thoughts and comments at <http://speakupoakland.org/discussions/community-vision-of-the-oakland-police-department>.
- Email your comments and expectations to [OPDChiefRecruitment@oaklandnet.com](mailto:OPDChiefRecruitment@oaklandnet.com).
- Not online? Leave a phone message detailing your comments and expectations at (510) 238-3600.

Visit the recruitment page at <http://bit.ly/oaklandpolicechief> for an overview of the recruitment process, the complete calendar of community meetings and links to the survey in three additional languages. The position announcement was released on September 23, which marked the start of the 45-day application period.

***The Terrifying Halloween Tour*** – From Friday, October 28, through Sunday, October 30, Oakland Parks & Recreation will host its inaugural Terrifying Halloween Tour at the Dunsmuir-Hellman Historic Estate, 2960 Peralta Oaks Court. Each night from 7:00 to 10:00 p.m., fright-seekers will

enjoy a bone-chilling, frightening, terrifying experience. Buy tickets online at <http://www.dunsmuir-hellman.com>. For more information, please contact Deborah Cooper, Estate Manager, at [dcooper@oaklandnet.com](mailto:dcooper@oaklandnet.com).

***Oakland Parks & Recreation Haunted Hangouts*** – On Friday, October 28 and Saturday, October 29, Oakland Parks & Recreation will be hosting fun-filled, Halloween events at various recreation centers.

- Friday, October 28, 4:00 to 8:00 p.m.  
Haunted House  
Halloween activities that include a costume parade, face painting, games and more. Youth, ages 15 and under, \$2 admission; Ages 16 and up, \$4 admission.  
Manzanita Recreation Center, 2701 22nd Avenue
- Friday, October 28, 6:00 to 8:30 p.m.  
Halloween Funky Fright Fest  
Featuring live music by DJ Mo Thriller, a haunted house (closes at 7:00 p.m.), monster dash dance and a costume contest with a \$25 prize. Youth, ages 6 to 12 years old; Free.  
Willie Keyes Recreation Center, 3131 Union Street
- Friday, October 28, 7:00 to 10:00 p.m.  
Monster Jam  
A Halloween themed pajama-jam assortment of arts and crafts, games, dance party and a monstrous dinner. Youth, ages 4 to 12; \$5 admission.  
Dimond Recreation Center, 3860 Hanly Road
- Saturday, October 29, 10:30 a.m. to 3:30 p.m.  
Harvest Festival Pumpkin Patch  
A Halloween event that's fun for the entire family. Stop by for free hotdogs, cookie decorating, jumpers and pumpkins for the picking.  
Carmen Flores Recreation Center, 1637 Fruitvale Avenue
- Saturday, October 29, noon to 4:00 p.m.  
Halloween Fall Carnival  
Lincoln Square Recreation Center and UC Berkeley Circle K International Service Group partner to host this annual event with carnival games, treats and a child-friendly haunted house. Youth, ages 5 to 12 years old; Free.  
Lincoln Square Recreation Center, 250 10th Street
- Monday, October 31, 3:00 to 6:00 p.m.  
Halloween Bash  
A spooktacular Halloween event that will offer free candy, games and door-to-door trick-or-treating for the whole family; Free.  
deFremery Recreation Center, 1651 Adeline Street

For more information, please contact Tiffany Jimenez, OPR Office Assistant II, at [tjimenez@oaklandnet.com](mailto:tjimenez@oaklandnet.com) or (510) 238-3489

***Celebrate Día De Los Muertos With Aztec Dance Performance*** – On Tuesday, November 1, at 6:00 p.m., the Ehecatl Tonatiuh Aztec Dance Group will perform at the Day of the Dead celebration at the César E. Chávez Branch Library, 3301 East 12th Street, Suite 271. For more information, please contact Pete Villaseñor, Branch Manager, at [pvillasenor@oaklandlibrary.org](mailto:pvillasenor@oaklandlibrary.org) or (510) 535-5620.

***Collaborative Oakland Grant Submission Captures \$50 million In State Funds*** – On Monday, October 24, the City of Oakland announced that nearly \$50 million in grants and financing was recently awarded to three affordable housing and transportation projects located in Oakland. The grant funds will ensure the creation of approximately 340 affordable housing units, and will support the development of key transportation and infrastructure amenities, all of which will make Oakland's communities healthier, more resilient and more affordable. The grants are the result of a successful collaboration between the City of Oakland, local affordable housing developers and regional transit agencies as joint applicants to the State of California's Affordable Housing and Sustainable Communities (AHSC) grant program. The three funded projects are the Empyrean & Harrison Housing and Transportation projects, Coliseum Connections and Lakehouse Commons. Representatives from the City of Oakland's Housing & Community Development and Public Works Departments, multiple affordable housing developers, technical assistance providers and two participating transit entities (AC Transit and BART), worked tirelessly for months to develop the project plans and devise a successful application strategy. The highly competitive AHSC program is administered by the California Department of Housing and Community Development, in coordination with the Strategic Growth Council and California Air Resources Board. To read the media release, please visit <http://www2.oaklandnet.com/OAK061207>.

***City's Economic Development Newsletter Captures Two National Awards*** – On Wednesday, October 26, the City of Oakland announced that *Oakland Economy Now*, a digital newsletter, received a Silver Excellence in Economic Development Award in the category of Newsletter/ Newspaper from the International Economic Development Council (IEDC). The publication also captured an award in the Enhanced Public Awareness category of the 2016 Digital Strategy & Impact Awards presented by GovDelivery. *Oakland Economy Now* is a visually rich digital newsletter issued monthly by the City of Oakland's Economic & Workforce Development Department. It covers emerging business clusters and trends, arts and culture, new real estate development, training and funding opportunities, media, events and important City policy changes. Launched in July 2014, the newsletter currently has 6,000 subscribers. Subscribing to the newsletter is a great way to stay up to date on new initiatives, changing regulations and the latest developments in Oakland's diverse economy. As Oakland's local economy has boomed, the newsletter has provided a way for readers to keep track of new developments; has successfully seeded larger media stories on local business innovation and inclusive economic growth; and has also provided a way to recognize other City departments' significant contributions to economic development. To subscribe to *Oakland Economy Now*, please visit <http://bit.ly/2cpNoiN>. To view past issues of the digital newsletter, please visit <http://bit.ly/2ckxKs2>. To read the full media release, please visit <http://www2.oaklandnet.com/OAK061235>.

***Chicago Ceasefire Group Visits OPD*** – On Thursday, October 20, criminologist and author David Kennedy, who helped implement the first problem-oriented policing initiative in Boston in 1996, and representatives from the Chicago Police Department (CPD) visited the Oakland Police Department (OPD) to discuss proven strategies aimed at the reduction of shootings and homicides. The meeting and tour included OPD Captain Ersie Joyner III and several members of the Ceasefire team. Positive feedback came from David Kennedy and CPD representatives regarding Ceasefire's proven strategies that are aimed at the reduction of shootings and homicides. Ceasefire is OPD's number one crime fighting strategy. Chicago and New Orleans are major American cities utilizing Ceasefire programs (data-driven violence-reduction strategies that coordinate law enforcement and services with those in the community). For more information, please contact the Oakland Police Department Public Information Office at [opdmedia@oaklandnet.com](mailto:opdmedia@oaklandnet.com) or (510) 238-7230.

***Safe Halloween*** – On Friday, October 21, Oakland Police Department Area 4 Community Resource Officers visited with students from Greenleaf Elementary School and discussed ways to safely celebrate Halloween on Monday, October 31. Greenleaf has students from kindergarten to eighth grade. For more information, please contact the Oakland Police Department Public Information Office at [opdmedia@oaklandnet.com](mailto:opdmedia@oaklandnet.com) or (510) 238-7230.

***27th Street Broadway Shuttle Stop Out Of Service Until Late 2018*** – Through approximately late 2018, the 27th Street stop on the popular Broadway Shuttle service will be out of service to accommodate construction on a nearby housing project. During this time, the final north-bound stop will be 25th Street. Service hours for the City of Oakland's iconic "Free B" Broadway Shuttle will remain Monday to Thursday from 7:00 a.m. to 10:00 p.m., Friday from 7:00 a.m. to 1:00 a.m. and Saturday from 6:00 p.m. to 1:00 a.m. The shuttle's weekday hours were extended in 2014 and provide a great way for workers and visitors to journey through downtown, especially as we enter winter with wet, windy weather. Launched in August 2010 as an economic development tool to attract major employers and provide a boost to local businesses, the Free B provides "last-mile" connections to office buildings and local businesses from major downtown transit systems. The "Free B" surpassed four million passenger trips, and annual ridership is on pace to exceed 700,000 this calendar year. To read the release, please visit, <http://www2.oaklandnet.com/OAK061276>. For more information, please visit [www.Bshuttle.com](http://www.Bshuttle.com) or contact Zach Seal, Broadway Shuttle Manager, at [zseal@oaklandnet.com](mailto:zseal@oaklandnet.com) or (510) 238-2937.

***ICSC Idea Exchange Forum*** – On Friday, November 4, the City of Oakland's Economic Development staff will participate in the International Council of Shopping Centers (ICSC) Idea Exchange from 9:00 a.m. to 5:30 p.m. at the Oakland Marriott City Center, 1001 Broadway. Retailers, brokers and developers are encouraged to attend the event and learn about retail development opportunities in Oakland, the Bay Area and Northern California. The forum will include several panels about public/private retail development opportunities, a report on laws affecting the retail industry and a keynote address by Oakland Mayor Libby Schaaf. Following the panels and deal-making sessions, where the City of Oakland will market retail development and leasing opportunities, attendees have been invited to Oakland First Friday activities or to dine in Oakland. Additional information regarding registration cost and the event program details can be found at <http://bit.ly/2dMSqIJ>. City of Oakland employees are eligible for a \$50 Public Sector

annual membership. For more information, please contact Aliza Gallo, Economic Development Manager, at [agallo@oaklandnet.com](mailto:agallo@oaklandnet.com) or (510) 238-7405 or Keira Williams, Oakland Retail Economic Development Specialist, at [kwilliams@oaklandnet.com](mailto:kwilliams@oaklandnet.com) or (510) 238-3853.

***International Trade Consulate Luncheon And Business Expo*** – On Thursday, November 10, the East Bay Economic Development Alliance will hold the International Trade Consulate Luncheon and Business Expo from 11:00 a.m. to 2:00 p.m. at the Oakland Marriott City Center, 1001 Broadway. The International Trade Consulate Luncheon is designed to cultivate and strengthen the East Bay Region's relationships with the 20 Bay Area Consulate offices and international business providers to increase trade or investment opportunities in the East Bay area. The event includes a Business Expo where the City of Oakland will have an information table about the Sister Cities Program, Economic Development services and Foreign Trade Zone. The event will include a luncheon featuring a panel on international business development opportunities for East Bay businesses. The City of Oakland is a member of the East Bay Economic Development Alliance, an association of Alameda County and Contra Costa County cities involved in economic development. For more information, please contact Aliza Gallo, Economic Development Manager, at [agallo@oaklandnet.com](mailto:agallo@oaklandnet.com) or (510) 238-7405.

***West Oakland Library Exhibit Features Teen Photography*** – On Tuesday, November 1, the West Oakland Branch, 1801 Adeline Street, will open an exhibit of photographs taken by Oakland youth from the West Oakland neighborhood. Entitled "Through Our Eyes," the exhibit commemorates the 50th anniversary of the founding of the Black Panther Party. The project, offered by the Oakland Public Library in partnership with the Rock Paper Scissors Collective, set out to explore how youth, ages 12 to 18, define and see West Oakland. The goal was to create greater understanding between diverse groups in our community. The exhibit will continue until Wednesday, November 30. For more information, please contact Susy Moorhead, Branch Manager, at [smoorhead@oaklandlibrary.org](mailto:smoorhead@oaklandlibrary.org) or (510) 238-7352.

***Oakland Manufacturer Wins National Award, Upcoming Manufacturing Events*** – On September 26, Oakland manufacturer Key Source International (KSI) Keyboards was presented with the Association for the Healthcare Environment Innovation Award, sponsored by the American Hospital Association. KSI received the award in recognition of their LinkSmart™ Software and Keyboard, which are uniquely designed for the health care industry. KSI is a global company headquartered in East Oakland for the past 35 years at the Oakland Airport Business Park. KSI is one of Oakland's top manufacturers. The manufacturing industry in Oakland employs more than 7,000 individuals. The City of Oakland will participate in the "4 Cities – 4 Mayors" Conference on Thursday, November 17. This regional event highlights the importance of manufacturing in the Bay Area. Oakland will have two food manufacturing companies highlighted at the event: OCHO Candy and Nona Lim Company. Additionally, on Thursday, November 10, the City of Oakland will join Laney College and the Oakland Unified School District to host a tour of Oakland manufacturers for high school students. Up to 150 students from six Oakland high schools – McClymonds High School, Oakland Technical High School, Oakland High School, Fremont High School, Lighthouse Charter School and Castlemont High School – will participate. The Oakland industrial partners are OCHO Candy, Nor-Cal Metal Fabricators, KSI Keyboards, Everett Graphics, AB & I Foundry and Creative Wood. Following the various tours, the full group of students will visit Laney College's Industrial

CTE Program to observe and interact with college students. For more information about Oakland's manufacturing sector, please contact Steve Lautze, Manufacturing & Green Tech Economic Development Specialist, at [slautze@oaklandnet.com](mailto:slautze@oaklandnet.com) or (510) 238-4973.

***Learn How To Build A Website At The Library*** – On Saturday, November 5, at 3:00 p.m., a free class on creating a website will be offered at the Lakeview Branch Library, 550 El Embarcadero. Participants will learn how to use WordPress, a free, easy-to-use web software that makes it possible to set up your own website. No programming expertise is needed, and you can even choose a personalized domain name. It's perfect for bloggers or small businesses. In this one-hour introductory course, you can get your site up and running using available themes and templates, and you will have the ability to modify and improve your site on your own. For more information, please contact Michelle Rosenthal, Branch Manager, at [mrosenthal@oaklandlibrary.org](mailto:mrosenthal@oaklandlibrary.org) or (510) 238-7344.

***The Beat Within: Writing Workshop For Teens*** – On Friday, November 4, at 3:30 p.m., teen writers are invited to join a writing workshop at the Eastmont Branch Library, in the Eastmont Town Center, 7200 Bancroft Avenue, Suite 211. Topics will be presented for teens to discuss and write about. The writing can then be submitted for possible publication in *The Beat Within*, a magazine of youth writing and art from the inside. Food will be available if you arrive on time. The latest issue of *The Beat Within* will be available for those who submit to the magazine. A second workshop will take place on Friday, November 18, at 3:30 p.m., also at the Eastmont Branch. For more information, please contact Peggy Simmons, Library Assistant and writing coach, at [msimmons@oaklandlibrary.org](mailto:msimmons@oaklandlibrary.org) or (510) 238-7332.

***Homicide Suspect Charged*** – On Friday, October 21, Honorio Hernandez-Meza, 27, of Woodland, was charged by the Alameda County District Attorney's Office in connection with the murder of Alberto Juarez. As background, on Sunday, July 24, at 1:15 a.m., Oakland police officers responded to the 9200 block of Holly Street to investigate a report of a shooting. Juarez was attempting to stop an altercation involving others when he was fatally shot. Three others were wounded. For more information, please contact the Oakland Police Department Public Information Office at [opdmedia@oaklandnet.com](mailto:opdmedia@oaklandnet.com) or (510) 238-7230.

***Suspect Arrested In Homicide*** – On Tuesday, October 25, at 2:51 p.m., Oakland police officers received information leading to the location of a homicide suspect in the 2200 block of 24th Avenue. Police and investigators believe the suspect is responsible for the murder of Jamad Jerkins, 26, of Oakland, who was shot during a domestic dispute on Monday, October 24, at 9:40 p.m. Responding officers set up a perimeter and secured the area. They then began negotiating with the suspect, who was located inside a residence. The suspect eventually surrendered to police without incident about 4:05 p.m. As background, on Monday, October 24, at 9:40 p.m., in the 2500 block of 35th Avenue, while officers were on scene investigating this shooting, just after midnight, a suspected drunk driver crashed into five parked vehicles, three of them Oakland police vehicles. One of the five passengers died as the result of the accident. For more information, please contact the Oakland Police Department Public Information Office at [opdmedia@oaklandnet.com](mailto:opdmedia@oaklandnet.com) or (510) 238-7230.

***Recent OPD Arrests*** – On Tuesday, October 25, at 5:11 p.m., Oakland police patrol officers recognized multiple subjects in the 7700 block of Bancroft Avenue who matched the description of

suspects identified in a robbery from the previous day. They were arrested and a replica firearm was recovered. On Tuesday, October 25, at 12:20 p.m., Oakland police officers responded to the 1500 block of Harrison Street on a report of an auto burglary. Upon arrival, officers were able to locate and arrest one male suspect after a brief foot pursuit. A handgun was also recovered. On Sunday, October 23, at 12:41 a.m., Oakland police officers were investigating a report of a shooting in the area of 78th and Bancroft avenues. Officers reported they were being fired upon. Several vehicles were observed leaving the area, including one where one of the occupants was seen discarding a weapon out of the fleeing car. Officers subsequently conducted a vehicle stop and one suspect was arrested and a firearm was recovered. On Saturday, October 22, at 3:05 a.m., Oakland police officers responded to the 500 block of Bellevue Avenue on a report of gunshots in the area. Arriving officers discovered multiple victims who reported that they were robbed at gunpoint and carjacked. Later, officers observed the victim's vehicle in the 2100 block of Church Street and conducted a car stop. One suspect was arrested and a replica firearm was recovered. On Wednesday, October 19, at 2:32 p.m., Oakland police officers responded to a report of gunshots in the area of the 8400 block of D Street. Arriving officers were directed to the suspects by the victims who told police they had been shot at and then robbed at gunpoint. A female suspect was arrested. A firearm was recovered as well as the victim's loss. For more information, please contact the Oakland Police Department Public Information Office at [opdmedia@oaklandnet.com](mailto:opdmedia@oaklandnet.com) or (510) 238-7230.

**RFP, RFQ Opportunities** – In October and November, a variety of formal Request for Proposals (RFPs) and Request for Quotations (RFQs) from the City of Oakland will close.

<b>Due Date/Time</b>	<b>Title/Description</b>	<b>Contact</b>
Tuesday, November 1, 12:00 p.m.	6276 - RFP for Evaluation of the Oakland Fund for Children and Youth (OFCY). OFCY is seeking Independent Evaluator(s) to provide an evaluation of 90 OFCY programs funded under the six distinct funding strategies as identified in the OFCY Strategic Investment Plan (2016-2019). These strategies are Early Childhood Mental Health Consultations, Parent Support and Education, Student Engagement in Learning, Year Round Youth Development, Summer Youth Development and Career Awareness & Academic Support for Older Youth. OFCY projects \$180,000 available over the contract period (FY2016-2017) for the independent evaluation.	Mike Wetzels, Human Services Department, <a href="mailto:mwetzels@oaklandnet.com">mwetzels@oaklandnet.com</a>

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

***Upcoming City Of Oakland Job Announcements*** – During the week of October 31, the Human Resources Management Department (HRM) anticipates posting job announcements for the following position:

- Equipment Parts Technician (Open and Restricted)

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/  
SABRINA B. LANDRETH  
City Administrator