

**DISTRIBUTION DATE: March 10, 2017**



**MEMORANDUM**

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**TO:** HONORABLE MAYOR &  
CITY COUNCIL

**FROM:** Sabrina B. Landreth

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

**DATE:** March 10, 2017

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**INFORMATION**

Following are the key activities to be highlighted this week:

***Change Your Clock, Change Your Battery*** – On Sunday, March 12, when you move the clocks in your home ahead for Daylight Savings, do not forget to change the battery in the smoke detectors throughout your home. A working smoke detector can alert you to the danger of a fire in your home, saving the lives of you and your loved ones. Two out of three fire related deaths result from homes without a working smoke detector. The peak times for home fire deaths are between the hours of 11:00 p.m. and 7:00 a.m., when most people are sleeping. Remember to test your alarms once a month to ensure they are working properly. A chirping sound from the alarm means that the battery needs replacing. Smoke alarms should be installed in every bedroom, outside of every interior door and on every floor of your home. For more information, please contact Ms. Karen Cox, Fire Prevention Education Coordinator, at [kcox@oaklandnet.com](mailto:kcox@oaklandnet.com).

***Inaugural Online Business Tax Renewal Season Success*** – On Wednesday, March 1, the Revenue Management Bureau in the City's Finance Department completed its first online Business Tax Renewal Season. The highly anticipated online process was a resounding success. Prior to the beginning of renewal, the Revenue Management Bureau began a vigorous outreach program by attending business improvement district, neighborhood association and Council town hall meetings to provide information about the upcoming online renewal option. Flyers were delivered to each of these meeting chairs for continuous dissemination. More than 68,000 reminder postcards were mailed to each business owner in Revenue's database. Large posters were strategically placed in all the City building lobbies, in the front of Revenue offices and at the permit counter of Public Works. Computer kiosks in the Business Tax lobby created a comfortable environment where taxpayers, who may not have been computer savvy, could receive hands on help from staff to take advantage of the online option without having to wait for counter service. A Facebook page was created and posts included updates as well as pictures and video of taxpayers using the kiosks successfully. By the March 1 deadline, 45% of renewing taxpayers had renewed online, exceeding many other city's experiences for first-year online payment. To view the Facebook page, please visit <http://bit.ly/2neo9nb>. For more information, please contact Sheila Stoglin, Tax Enforcement Officer, at [sstoglin@Oaklandnet.com](mailto:sstoglin@Oaklandnet.com) or (510) 238-6872.

***Sausal Creek, Latham Square Projects Win Awards*** – On Thursday, February 23, two Oakland Public Works (OPW) projects were recognized as “Project of the Year” by the Northern California Chapter of the American Public Works Association. The Sausal Creek Restoration Project in Dimond Park won in the category of “Environment” for projects less than \$5 million. The restoration features 800 feet of improved creek habitat including 250 feet of newly daylighted creek, improves water quality and flood control, reduces erosion and helps protect the adjacent roadway and homes. The Latham Square Streetscape Improvements project won in the category of “Historical Restoration/Preservation” for projects between \$5 and \$25 million. That project nearly quadrupled the size of this public gathering space in the heart of downtown Oakland where Broadway and Telegraph intersect and restored flowing water to the Latham Fountain for the first time in 75 years. In 2016, this project received the Outstanding Urban or Land Development Project of the Year Award from the American Society of Civil Engineers San Francisco Section. For more details on these projects, please visit the OPW online newsroom at <http://www2.oaklandnet.com/government/o/PWA/news/>. For more information about the Sausal Creek restoration, please contact Kristin Hathaway, Watershed Program Supervisor, at [khathaway@oaklandnet.com](mailto:khathaway@oaklandnet.com) or (510) 238-7571. For more information about the Latham Square project, please Nick Cartagena, Civil Engineer, at [ncartagena@oaklandnet.com](mailto:ncartagena@oaklandnet.com) or (510) 238-2139 or Diane Tannenwald, Capital Improvement Project Coordinator, at [dtannenwald@oaklandnet.com](mailto:dtannenwald@oaklandnet.com) or (510) 238-6386.

***Budget Season Is Back, Make Your Voice Heard*** – Beginning Wednesday, March 8, Mayor Libby Schaaf began a series of community conversations across Oakland to hear directly from you about your priorities for the City's FY 2017-19 budget. These informal gatherings aim to make the budget process as fun, engaging and accessible as possible, and are consistent with the events convened in the previous FY 15-17 budget cycle, which encouraged residents to attend neighborhood discussions, participate in online conversations and make their voice heard through budget surveys available on the City website and via social media (#oakbudget). The following neighborhood forums are scheduled. Other conversations in the Fruitvale district, Chinatown and Eastmont neighborhood will be announced in the coming days.

- Monday, March 13, 11:30 a.m. to 1:00 p.m.  
East Oakland Senior Center, 9255 Edes Avenue
- Tuesday, March 14, 6:30 to 8:30 p.m.  
East Oakland Boxing Association, 816 98th Avenue  
(Hosted by East Oakland Collective)
- Wednesday, March 22, 6:00 to 8:00 p.m.  
Sullivan Community Space (West Oakland), 1671 8th Street  
(Hosted by the Prescott Neighborhood Council)
- Wednesday, March 29, 7:00 to 9:00 p.m.  
Hiller Highlands Country Club, 110 Hiller Drive  
(Hosted by the North Hills Community Association)

As in 2015, the Mayor's forthcoming budget proposal will keep a focus on investments that will help responsibly grow the City's economy and permanent revenue base so we're able to meet our long-term financial obligations and provide all of the vitally needed services in the future so Oakland can become a healthier, safer, more equitable and prosperous community. After hearing from you, the Mayor will present her proposed budget to the City Council. For background documents and more information on the 2017-19 budget process, please visit <https://beta.oaklandca.gov/issues/budget>.

***Mother Of The Year Call For Nominations*** – Through Monday, April 3, Oakland Parks & Recreation is accepting nominations for the 2017 Mother of the Year award. Organizations are invited to nominate an Oakland resident who contributes to improving the quality of life for the people of Oakland through home, work, community service or volunteer efforts. Honorees will be recognized at 10:30 a.m. on Saturday, May 13, at the Morcom Rose Garden. To view the nomination form and full criteria, please visit [www.oaklandnet.com/parks](http://www.oaklandnet.com/parks). For more information, please contact Gail McMillon, Office Manager, at [gmcmillon@oaklandnet.com](mailto:gmcmillon@oaklandnet.com) or (510) 238-3186.

***Main Library's "Care Village" Offers Free Haircuts, Lunch For People In Need*** – On Tuesday, March 21, from 10:00 a.m. to 3:00 p.m., volunteers will offer some assistance to people experiencing homelessness and poverty at the Main Library. The "Care Village" is an effort by volunteer barbers and cosmetologists to help people maintain hygiene and appearance. Haircuts will be offered on a first-come, first-served basis. There will also be a pop-up sandwich stand. The Main Library is located at 125 14th Street, and the Care Village will be set up in the Bradley Walters Community Room. For more information, please contact Mana Tominaga, Supervising Librarian, at [mtominaga@oaklandlibrary.org](mailto:mtominaga@oaklandlibrary.org) or (510) 238-3134.

***Vote Now On The New OPL Library Card Design Contest*** – On Wednesday, March 15, voting ends for the Oakland Public Library's Library Card Design Contest, so get your votes in now. There are three categories in the contest, so feel welcome to vote on all three. All qualified entries will be posted on the Library's Facebook account (you do not have to be a Facebook member to view the images):

- Adult Entries - <http://bit.ly/2lU7c>
- Child Entries - <http://bit.ly/2m9Rlm>
- Teen Entries - <http://bit.ly/2mb4NS5>

There are several ways you can vote on your favorite library card designs:

- Like the images you prefer on Facebook
- Ask library staff to comment on the images on Facebook on your behalf
- Ask staff to email your vote in
- Email [smckellar@oaklandlibrary.org](mailto:smckellar@oaklandlibrary.org) directly

Voting instructions are online at [www.oaklandlibrary.org/librarycardcontest](http://www.oaklandlibrary.org/librarycardcontest). For more information, please contact Sharon McKellar, Community Relations Librarian, at [smckellar@oaklandlibrary.org](mailto:smckellar@oaklandlibrary.org) or (510) 238-3513.

***Kids, Teens Can Learn How To Make A Mini Computer Program*** – On Tuesday, March 21, at 3:30 p.m., kids and teens gain some invaluable new computer skills in a hands-on learning workshop at the Eastmont Branch Library, in the Eastmont Town Center at 7200 Bancroft Avenue. Scratch is a programming language designed for youth, ages 8 to 16. Kids and teens learn the basics of coding by experimenting with commands, logic and their own imaginations to create short animated programs on a computer. At the same time, they are building skills to increase critical thinking, strengthen reading and encourage participation in future careers like software programming, animation, video game production and more. For more information, please contact Remy Timbrook, Teen Librarian, at [rtimbrook@oaklandlibrary.org](mailto:rtimbrook@oaklandlibrary.org) or (510) 615-5726.

***OPD Hiring Police Cadets*** – Ambitious young women and men are invited to join the Oakland Police Department (OPD) law enforcement team as part-time Police Cadets. Cadets, who must be high school seniors or attending college, are rotated through a variety of assignments at OPD designed to develop their interest in police work. To learn more, please visit <http://bit.ly/2IKzw8m>. For more information, please contact the Oakland Police Department's Media Office at [opdmedia@oaklandnet.com](mailto:opdmedia@oaklandnet.com) or (510) 238-7230.

***AAMLO Presents A Celebration Of Richard Durham, Radio Pioneer*** – On Saturday, March 11, at 2:00 p.m., author Sonja D. Williams will discuss the life and work of black radio legend Richard Durham, in a program at the African American Museum and Library at Oakland (AAMLO), 659 14th Street. Ms. Williams is the author of *Word Warrior*, a biography of Mr. Durham (1917-1984), who was inducted into the National Radio Hall of Fame in 2007. In the late 1940s, Mr. Durham created and wrote the acclaimed radio program "Destination Freedom," which showcased the lives and accomplishments of prominent African Americans. He also wrote radio plays for "Here Comes Tomorrow," the first soap opera focused on an African American family. Incisive and in-depth, *Word Warrior* tells the story of an important champion of African American freedom, equality and justice during an epoch that forever changed a nation. Limited seating is available for this free event. R.S.V.P. at (510) 637-0200. For more information, please contact Rick Moss, Chief Curator, at [rmoss@oaklandlibrary.org](mailto:rmoss@oaklandlibrary.org) or (510) 637-0200.

***Summer Job Opportunities*** – On Tuesday, February 14, Oakland Parks & Recreation (OPR) began its summer hiring process and is actively recruiting candidates for programs throughout Oakland. Part-time positions range from entry level to highly specialized in recreation, sports and the arts. Don't miss out on these exciting and fun opportunities. For more information, watch a fun video at <https://www.youtube.com/watch?v=4F-65Ylx00U>. For details about OPR's summer job opportunities including job descriptions, application dates, pay rates and the online application process, please visit <http://agency.governmentjobs.com/oaklandca/default.cfm>.

***Great Egg Hunt Volunteer Opportunities*** – Through Friday, March 17, Oakland Parks & Recreation (OPR) is accepting volunteer applications for the Great Egg Hunt 2017, to be held on Saturday, April 15, at the Dunsmuir Hellman Historic Estate, 2960 Peralta Oaks Court. OPR is looking for volunteers to share their skills for a fun egg hunt and all our 2017 events including "Sundays In the Redwoods" concert series. OPR loves supporting the community and hopes you do too. If you would like to volunteer, please register at <https://www.surveymonkey.com/r/HHPTQBK>. For more information about all OPR volunteering opportunities, please contact Tiffany Jimenez,

Office Assistant II, at [tjimenez@oaklandnet.com](mailto:tjimenez@oaklandnet.com) or (510) 238-7275.

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

| Due Date/Time                  | Title/Description  | Contact   |
|--------------------------------|--|---|
| Friday, March 10,<br>2:00 p.m. | 15377 - RFP for Permanent Access to Housing (PATH) Strategy. The City of Oakland’s Human Services Department, Community Housing Services Division is seeking proposals to address hunger and homelessness under its Permanent Access to Housing (PATH) Strategy.<br>Project 1 – Hunger Services<br>Project 2 – Emergency Shelter Operations and Services<br>Project 3 – Income Advocacy for Shelter Residents<br>Project 4 – Services in Permanent Supportive Housing<br>Project 5 – Rapid Re-Housing for Seniors<br>Project 6 – Scattered Site Housing Placement and Subsidy Administration<br>Project 7 – Case Management Services to Maintain Housing Project 8 – Homeless Mobile Outreach Program<br>Project 9 – Street Outreach – Cold Weather Response<br>Project 10 – Street Based Housing Navigation Services<br>Project 11 – Services to Support Coordinated Entry for Families | Lara Tannenbaum,<br>Human Services Department<br><a href="mailto:ltannenbaum@oaklandnet.com">ltannenbaum@oaklandnet.com</a> |
| Monday, March 27,<br>2:00 p.m. | 13375 - RFQ for Parking Citation Management Solution. The City of Oakland is soliciting Proposals from qualified firms to provide an integrated parking management system encompassing a web-based, Commercial-Off-The-Shelf Parking Citation Management Software  | Huey Dang,<br>Finance Department<br><a href="mailto:hdang@oaklandnet.com">hdang@oaklandnet.com</a>                          |

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|  | ("Software Solution"), Parking Enforcement Equipment ("Hardware/Handheld Solution"), Document Production, Mailing and Collection Services ("Special Services") for the Parking Citation Management Program. The goal of an integrated parking management system is to provide a seamless, efficient, customer-friendly and cost-effective parking citation operation for the City. |  |
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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 March 13, the Human Resources Management Department (HRM) anticipates posting job announcements for the following positions:

- Human Resource Technician

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