



MEDIA RELEASE

OAKLAND NAMED FINALIST FOR NLC'S 2008 AWARDS FOR MUNICIPAL EXCELLENCE

Nominated for Work on Measure Y Programs

Oakland, CA — The National League of Cities (NLC) and CH2M HILL announced that Oakland is a finalist for the 2008 Awards for Municipal Excellence. Oakland was nominated for its quality work on Measure Y programs, which are a response to crime and violence in the city. The Awards for Municipal Excellence recognize cities and towns for outstanding programs that have improved the quality of life in their communities. From the 173 nominations received, 57 programs were selected as finalists.

“Oakland is proud to be recognized by the National League of Cities for our efforts to provide critical services to some of our most vulnerable populations,” said Mayor Ron Dellums. “Our public safety strategy is focused on addressing all the varying risk factors and root causes associated with violence. Through innovative programming and successful partnerships, Measure Y has enabled us to expand and enhance the level of service we provide our residents.”

Measure Y, the Violence Prevention and Public Safety Act, was passed by Oakland voters in 2004. Measure Y funds are generated through a parcel tax along with a parking surcharge in commercial lots. The Measure generates approximately \$19 million every year for ten years to fund violence prevention programs, additional police officers and fire services. The Measure Y violence prevention programs are a comprehensive and multifaceted effort to address the complex and multiple risk factors associated with violence including: poverty, unemployment, discrimination, substance abuse, educational failure, fragmented families and domestic abuse. Efforts build on positive assets and resilience in individuals, families and communities. Areas include youth and street outreach; special services to children and youth exposed to violence; diversion and re-entry services for young people on probation and parole; employment and training for parolees, probationers and at-risk youth; and school based violence prevention services.

“Oakland has demonstrated its ability to offer outstanding programs for its citizens, in order to transform the community and its challenges,” said Donald J. Borut, NLC’s Executive Director. “The Awards for Municipal Excellence recognize the spirit in which cities excel and face the future.”

Nominated programs were judged on the following criteria: successful public-private partnership ventures; productive citizen and community collaborations; effective management of municipal resources; innovative government policies; project implementation with tangible results; and/or the ability to replicate the project in other cities.

(MORE)

“This NLC awards program recognizes the innovative practices underway in our cities and celebrates their successes. This kind of recognition helps bolster the image of cities and city leaders, with our own citizens as well as nationally,” said Cynthia McCollum, NLC President and Council Member, Madison, Ala.

The winners of the 2008 Awards for Municipal Excellence will be announced at NLC’s Congress of Cities and Exposition in Orlando, Fla., November 11-15. A complete list of the finalists can be found on NLC’s website at www.nlc.org.

In 1989, NLC partnered with CH2M HILL to create a recognition program, naming the awards the James C. Howland Awards for Urban Enrichment. It honored a founding partner and chief executive officer of CH2M HILL, James C. Howland. Now named the Awards for Municipal Excellence, the program continues the tradition of prestigious recognition. The National League of Cities is the nation’s oldest and largest organization devoted to strengthening and promoting cities as centers of opportunity, leadership and governance. NLC is a resource and advocate for 19,000 cities, towns and villages, representing more than 218 Americans.

#

Other Recent Honors the City of Oakland has Acquired:

- In April 2007, SustainLane Government concluded that Oakland generated the highest percentage of renewable energy out of all U.S. cities, producing five percent more energy than any other city surveyed;
- Oakland received top honors at the 2007 City Solar Awards for the city’s work in installing solar technology in homes, businesses, and municipal buildings, and raising public awareness about the benefits of solar technology.
- The city of Oakland was recognized nationally by the Environmental Protection Agency, as we took first place for the National Storm Water Management Program Excellence Award.
- National credit rating agency, Standard & Poor’s raised the city of Oakland’s credit rating. Standard & Poor’s raised its rating from “A+” to “AA-“ on the city’s general obligation bonds and from “A” to “A+” on Oakland’s existing pension obligation debt.

MEDIA CONTACTS:

Paul Rose
Mayor’s Office
510-388-6721

Sara Bedford
Measure Y
510-238-6794