

**DISTRIBUTION DATE: September 22, 2017**



CITY OF OAKLAND

**MEMORANDUM**

**TO:** HONORABLE MAYOR &  
CITY COUNCIL

**FROM:** Sabrina B. Landreth

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

**DATE:** September 22, 2017

**INFORMATION.**

Following are the key activities to be highlighted this week:

***OakDOT Announces 'Paint the Town!' Program*** – On September 19, the Oakland Department of Transportation (OakDOT) released the application for *Paint the Town!*, a pilot program allowing Oaklanders to paint temporary murals on Oakland roads. The application will be open until November 30. The application is free - no fee to apply. OakDOT will approve up to 30 applications. If chosen, applicants will be responsible for paint, supplies, and street closure permits. All applications who apply for *Paint the Town!* will automatically be reviewed by The Oakland Fund, a local nonprofit organization, which will select projects to provide in-kind support, including a designer, paint and supplies, and the costs of the special event permit for installation (artists' fees are not eligible). OakDOT will review proposed project locations to see if other street improvements—such as curb ramp upgrades—can be made by the City. OakDOT will prioritize historically disadvantaged communities. For every application received in a low-disadvantaged community, OakDOT will select two applications in a disadvantaged community as determined by MTC data. OakDOT will not maintain any street murals, and a mural may be removed by the City at any time. OakDOT will also hold application clinics at the following Oakland Public Library Branches:

- Saturday, September 30, 10:30 a.m. - 12:00 p.m. Golden Gate Branch Library, 5606 San Pablo Avenue
- Tuesday, October 3, 5:00 - 7:00 p.m., 81st Avenue, 1021 81st Avenue
- Tuesday, October 10, 4:00 - 5:30 p.m., West Oakland Branch, 1801 Adeline Street
- Wednesday, October 11, 6:30 - 8:00 p.m., Main Library, 125 14th Street
- Saturday, October 14, 2:00 - 3:30 p.m., Melrose Branch, 4805 Foothill Boulevard

For more information and for application materials please visit <https://beta.oaklandca.gov/services/paint-the-town>. You may also contact Menaka Mohan, Community Transportation Planner at [mmohan@oaklandnet.com](mailto:mmohan@oaklandnet.com) or 510-238-6657 or [paintthetown@oaklandnet.com](mailto:paintthetown@oaklandnet.com).

***Premiere Screening of Evolutionary Blues...West Oakland's Music Legacy*** – On September 27, the premiere screening of *Evolutionary Blues...West Oakland's Music Legacy* will be shown at the Grand Lake Theatre, located at 3200 Grand Ave. from 7:00 – 10:00 p.m. This film, a co-production of the City's KTOP Channel 10 and the Sarah Webster Fabio Center for Social Justice, is an earthy, soul-stirring mélange of roots music and personal narratives that became the defining Soundtrack of Black America. In Northern California, the influences came from the musicianship of Alabama, Louisiana, Texas, and Oklahoma. Watch as more than 30 local musicians share their inspiration and describe the trajectory of the Oakland Blues: how it evolved and what it has become. To view the trailer, please visit: <https://vimeo.com/233023984>  
To purchase tickets and read additional information about the film, please visit: <https://www.eventbrite.com/e/evolutionary-blues-west-oaklands-music-legacy-tickets-36852277153>. For more information, please contact Mike Munson, KTOP Operations Manager at (510) 238-6565 or at [mmunson@oaklandnet.com](mailto:mmunson@oaklandnet.com).

***Bike Share for All*** – As of Wednesday, September 20, Oakland's bikeshare program, Ford GoBike (previously Bay Area Bike Share), has 65 stations in the city and more than 30,000 rides taken in the East Bay. Launched on July 11, the regional program offers Oaklanders a new affordable transportation option. The program aims to be the most equitable bike share system in the world, with \$5/year introductory memberships to residents enrolled in CalFresh, SFMTA (low income) Lifeline Passes, or the PG&E CARE utility discount. The system is also integrated with the Clipper Card program, creating a seamless transportation system throughout the Bay Area. To learn more about the program, please visit [oaklandnet.com/bikeshare](http://oaklandnet.com/bikeshare), [fordgobike.com](http://fordgobike.com), and [bikeshareforall.org](http://bikeshareforall.org). Join city colleagues for a program overview and group ride on Friday, September 22, from 12:00 -1:00 p.m. at 150 Frank Ogawa Plaza, 2<sup>nd</sup> floor – limited capacity, first-come, first-seated. For more information or to provide feedback, please contact the Oakland Department of Transportation (OakDOT) Parking & Mobility team at [bikeshare@oaklandnet.com](mailto:bikeshare@oaklandnet.com).

***Celebration Marks Opening of Walnut Plaza*** – On Thursday, September 28, a ribbon cutting and community celebration will be held at 3:00 p.m. to mark the completion of Walnut Plaza. Walnut Plaza is a new 4,300-square-foot community gathering spot with towering palm trees, benches and game tables in the Foothill Seminary commercial area. Created by closing a portion of Walnut Street where it intersected with Seminary Avenue, the Plaza was primarily community driven. This stemmed from numerous meetings regarding adopting a comprehensive transportation streetscape plan for the Foothill Seminary corridor in 2010, since the community desired a transit hub and gathering location. The plaza also addresses the challenges with pedestrian, bicycle and vehicular flow identified by the transportation streetscape plan and community members. Neighborhood residents and merchants joined with City Councilmember Desley Brooks, representatives from OCCUR and City of Oakland staff to work with landscape consultant Leslie Golden on the plaza's design. City staff from the Public Works Department's Engineering Streets and Structural Design unit, as well as members of the Real Estate and Public/Private Development divisions of the Economic & Workforce Development Department, worked on the planning and final construction of the Plaza. The ceremony will be held in Walnut Plaza, near the intersections of Seminary Avenue and Foothill Boulevard. For more information on Walnut Plaza or the event,

please contact Theresa Lopez, Urban Economic Coordinator, at [tlopez@oaklandnet.com](mailto:tlopez@oaklandnet.com) or (510) 238-6250.

***Move with the Mayor for Heart Health*** – On September 29, from 8:30 to 9:30 a.m., in front of Oakland City Hall, located at 1 Frank H. Ogawa Plaza, please join the Mayor in a culminating event for the Move with the Mayor Challenge, that will include line dancing, other healthy movement classes, food, and a prize drawing. Oakland is the first major Western US city to hold the Move with the Mayor event in conjunction with ten cities around the country and the National Forum for Heart Disease & Stroke Prevention. In honor of World Heart Day, the Mayor has held walking events each week in September to promote wellness. Research shows that walking as little as 30 minutes a day can significantly reduce one's risk for heart disease and stroke. The Move with the Mayor Challenge works to show that even busy people, like the Mayor, make time for their heart health.

To learn more about Move with the Mayor, please visit the following websites:  
<https://www.eventbrite.com/e/move-with-the-mayor-oakland-tickets-37073530929>  
<https://www.facebook.com/MayorLibbySchaaf>  
<http://www.nationalforum.org/content/world-heart-day-move-mayor-challenge>

If you would like volunteer and join us, please contact Yvonna Cázares, Director of Community Engagement at [ycazares@oaklandnet.com](mailto:ycazares@oaklandnet.com) / (510) 238-7157.

***City Launches Comprehensive Citywide Cultural Planning Process*** – The Cultural Affairs Division of the Economic & Workforce Development Department invites the public to engage in the creation of *Belonging in Oakland: A Cultural Development Plan*, Oakland's first comprehensive citywide plan focused on arts and culture. The Plan will create a snapshot of Oakland's unique cultural assets, define cultural priorities for the city, foster opportunities for economic benefit and community engagement, and enhance the quality of life for Oakland residents, businesses and visitors. The planning process is launching with a series of activities that give community members across the city various opportunities to engage and envision how the cultural and creative life of Oakland can be supported and strengthened. Public engagement is essential, and the comments and recommendations gathered through this process will help shape the cultural plan. The remaining "Make It Yours" Community Dialogues are:

- Saturday, September 23, 2:00 to 4:00 p.m.  
Dimond Branch Library, 3565 Fruitvale Ave. (Council District 4)
- Thursday, October 12, 10:00 a.m. to noon  
Heartlands Merchant Association, 5856 Foothill Blvd. (Council District 6)
- Saturday, October 14, 10:00 a.m. to noon  
East Oakland Boxing Association, 816 98th Ave. (Council District 7)

These community meeting locations are wheelchair accessible. To request disability-related accommodations or to request an ASL, Cantonese, Mandarin or Spanish interpreter, please email

[rbedoya@oaklandnet.com](mailto:rbedoya@oaklandnet.com), call (510) 238-2136 or call TDD/TTY (510) 238-2007 at least five working days before the meeting. Please refrain from wearing scented products to this meeting as a courtesy to attendees with chemical sensitivities. For those unable to join one of these scheduled meetings or conversations, other engagement opportunities are available, including:

- Emailing suggestions and comments to [culturalplan@oaklandnet.com](mailto:culturalplan@oaklandnet.com)
- Leaving a voice message on the Cultural Plan hotline at (510) 833-6725

To read the media release, please visit <http://www2.oaklandnet.com/OAK066092>. For more information on the cultural planning process and event updates, visit [www.oaklandnet.com/culturalplan](http://www.oaklandnet.com/culturalplan).

***Interested In Becoming An Oakland Police Officer?*** – Our workshops will help you prepare to do well on your application examinations. The *Practice Physical Ability Test Workshop* is offered from 8:00 to 10:00 a.m. every first Saturday of the month. Attendees will have an opportunity to run the actual course and get pointers on proper technique for the various stages of the test. An appointment is not required to attend this practice test. The workshop is held at Merritt College Parking Lot E (gym if raining), located at 12500 Campus Drive. The next Practice Physical Ability Test Workshop will be held on Saturday, October 7. The *Oral Board Interview Workshop* offers Police Officer Trainee applicants the opportunity to improve their oral board interview skills. Applicants will receive helpful tips and information about how to be more successful with the interview process. The next Oral Board Interview Workshop is coming up on Sunday, October 8 from 3:00 to 5:00 p.m. at the Oakland Police Department Auditorium, located at 455 7th Street. For more information, please contact Officer Damon Gilbert, Recruiting & Backgrounds Unit, at [dgilbert@oaklandnet.com](mailto:dgilbert@oaklandnet.com) or (510) 238-3339.

***Sundays In The Redwoods Concert Series (Talking All That Jazz)*** – Every Sunday from September 24 through October 8, Oakland Parks, Recreation & Youth Development (OPR) will host its 12<sup>th</sup> annual Sundays in the Redwoods concert series. Venue opens at 2:00 p.m. showcasing a spectacular city-wide view from the Woodminster Amphitheater nestled in Joaquin Miller Park located at 3300 Joaquin Miller Road. Hurry to secure a seat! This popular event sells out fast. Each week's concert features a different theme that represents genres ranging from lively Jazz to syncopated Soul. Headline performers such as Marsha Ambrosius, Tamia, Confunkshun, and more will bring eclectic vibes to keep the "feel good" sounds going all afternoon. 'Talking All That Jazz' is the second lineup in the series. Performances by Stanley Clarke and Regina Belle bring familiar and new beats for a memorable afternoon of peace, joy, and happiness. To purchase tickets, please visit [www.sundaysintheredwoods.com](http://www.sundaysintheredwoods.com). For more information, contact Karis Griffin, Recreation Supervisor at [kgriffin@oaklandnet.com](mailto:kgriffin@oaklandnet.com) or (510) 238-2259.

***Bay Area SunShares Launching*** – For the third year, Oakland is participating in Bay Area SunShares, a program where Oakland residents and City employees and retirees can purchase solar panels, zero-emission vehicles, and electric vehicle chargers at a discounted rate. The program will continue through November 10, 2017. SunShares pools the buying power of individual participants to get more competitive pricing from solar companies and vehicle manufacturers. The City of Oakland is participating in the program to help support our clean

energy and climate goals, reduce pollution, and make it easier for all members of our community to save energy and money. Bay Area Sunshares is a limited-time community opportunity. Pre-vetted solar installers have been selected and will be available starting August 7 to schedule home solar evaluations. Register by November 10<sup>th</sup> to receive a no-cost, no-obligation solar proposal; to receive the full solar discount, installation contracts must be signed by December 31, 2017. For more information, visit [www.bayareasunshares.org](http://www.bayareasunshares.org) or contact Shayna Hirshfield-Gold, Energy Policy Analyst, at (510) 238-6954.

***Join the Plaid Friday Weekend Promotion*** – Friday, September 22, is the early bird registration deadline for merchants to sign up for free for the Plaid Friday Weekend (PFW) Promotion. This city-wide, season-long campaign to educate Oaklanders on the social and economic importance of buying their holiday gifts in Oakland kicks off with the promotion of Plaid Friday Weekend, November 24-26. The campaign will encourage shoppers to discover Oakland's many commercial neighborhoods and meet the merchants that make our city a special place to live and shop. Now a national movement, Plaid Friday was founded right here in Oakland to encourage shopping at local, independent stores as a more relaxing, enjoyable and inspiring shopping alternative to the big box "Black Friday" experience. The Plaid theme represents the weaving together of Oakland's creative and diverse community of small business owners, their shops and their products, to create a strong and beautiful fabric. Since there are so many great independently-owned Oakland businesses to discover, Plaid Friday has been extended for the entire weekend. Sponsored by Oakland Grown and Townsquared, *East Bay Express*, and the City's Business Development Division of the Economic & Workforce Development Department, Plaid Friday Weekend and the season-long shop local campaign will be promoted through print, outdoor and digital advertising placements as well as social media posts. With the added promotional power of participating merchants and business districts, Plaid Friday Weekend will attract shoppers from around the region. With the inclusion of places to shop, eat and have fun, Oaklanders will have lots of options to spend their dollars locally to support small businesses and Oakland's economy. [Studies have shown](#) that retailers in cities with a holiday buy local campaign do significantly better in sales than ones in cities without such a campaign. There's no cost for merchants to join the campaign and those that register will receive marketing toolkits and ideas on how to make the most out of Plaid Friday Weekend. Merchants can sign up for free at [www.plaidfridayweekend.com](http://www.plaidfridayweekend.com). The final registration deadline is Tuesday, October 10. A full list of special offers, entertainment and activities will be hosted on [www.OaklandGrown.org](http://www.OaklandGrown.org) starting in November. Shoppers will be encouraged to check back throughout the holiday season for updates. Remember, if you love Oakland, put your money where your heart is. To hear tips on how to make the most out of this promotion from Plaid Friday Founder Kerri Johnson, please visit <https://www.youtube.com/watch?v=CnPgobmaeL8>. If you have questions on how to register, please contact Kira Pascoe, Townsquared Community Manager, at [kira@townsquared.com](mailto:kira@townsquared.com). For additional details on how the City of Oakland supports locally owned businesses, please contact, Aliza Gallo, Business Development Manager, at [agallo@oaklandnet.com](mailto:agallo@oaklandnet.com) or (510) 238-7405.

***Mosswood Park 3-On-3 BBall*** – Saturday October 7, Oakland Parks, Recreation & Youth Development (OPR) in partnership with Oaklandish is hosting a 3-on-3 Basketball Tournament at Mosswood Park, located at 3612 Webster St. Event jumps-off at 9:00 a.m. sharp. Callin' all Hoopers! If you got game, bring it. Through youth development programs, OPR provides

transformational experiences and multi-cultural awareness. Affirm your dedication to giving back to the community and sign-up now. All proceeds go to rebuilding the Mosswood Recreation Center. With your support, we can rebuild a community. Don't forget to wear your Mosswood T-shirt sold at Oaklandish stores or online at <https://oaklandish.com/products/mens-mosswood-park>. For more information about the event, go to [www.oaklandnet.com/parks](http://www.oaklandnet.com/parks). To register for a spot on the "Blue Court" contact Fred Morris, Sports Program Coordinator at [fmorris@oaklandnet.com](mailto:fmorris@oaklandnet.com) or (510) 238-3496.

***OPD Is Hiring Police Officer Trainees; Deadline to Apply Is October 13*** – Friday, October 13, at 11:59 p.m., is the deadline to apply to pursue a challenging and rewarding career in law enforcement at the Oakland Police Department. Working as a police officer is a challenging and rewarding career; every day on the job is different. Dealing with a wide variety of people in different situations, OPD officers quickly analyze and solve problems and use their excellent people skills to defuse conflict and avoid confrontation whenever possible. The monthly salary for a Police Officer Trainee is \$5,500. To apply, please visit <https://agency.governmentjobs.com/oaklandca/default.cfm?action=viewJob&jobID=1841930>. For more information, contact the Oakland Police Department's Media Office at [opdmedia@oaklandnet.com](mailto:opdmedia@oaklandnet.com) or (510) 238- 7230.

***BAYEP Career Pathway Summit*** – On Tuesday, October 17, the Bay Area Young Men of Color Employment Partnership (BAYEP) will host a Career Pathway Summit from 9:00 a.m. to 4:00 p.m. at the Oakland Marriott City Center, located at 1001 Broadway. Interviews will be conducted on-site and attendees may be hired on-the-spot. This event is open to everyone, regardless of age or background. Several partners and service providers supported by the City of Oakland Workforce Development Board (OWDB) are involved in pre-training events to prepare youth for the on-site interviews and the summit aligns with the youth service goals in the OWDB's 2017-2020 Strategic Plan. Participants who want to be guaranteed two interviews with any participating employers of their choice, should attend one of the career training workshops before the summit to secure interviews. Those who refer or bring a friend to the event will be entered in a drawing for cash prizes. To register for the summit, please visit [www.bit.ly/bayep-cps](http://www.bit.ly/bayep-cps). If you have any questions about the summit, please email [ProgramsBayArea@Leadersup.org](mailto:ProgramsBayArea@Leadersup.org). To learn more about the workforce development programs offered by the City of Oakland and its partners, please contact Lazandra Dial, Program Analyst III, at [ldial@oaklandnet.com](mailto:ldial@oaklandnet.com) or (510) 238-3474.

***OPR Garden Shines At Autumn Lights Festival*** – From Tuesday, October 19 through Thursday, October 21, the 6<sup>th</sup> Annual Autumn Lights Festival transforms the Lake Merritt Gardens located at 666 Bellevue Avenue. For three magical nights, festive blends of live music, art, fire dancers, food and libations make for an unforgettable experience. Autumn Lights entails a leisurely stroll along paved pathways through seven- acres of lush gardens. Imagine yourself immersed in acres of lush gardens and mesmerizing installations created by local artists. This wildly popular annual tradition benefiting the Gardens at Lake Merritt is an amazing spectacle and fun for all ages. This event will sell out! Buy your tickets in advance at <https://www.eventbrite.com/e/6th-annual-autumn-lights-festival-tickets-37322323073>. For more information about the Autumn Lights Festival, go to [www.AutumnLightsOakland.org](http://www.AutumnLightsOakland.org). To learn more about OPR's Garden at Lake Merritt, please visit [www.GardensatLakeMerritt.org](http://www.GardensatLakeMerritt.org).

***Gang Member Sentenced to 33 Years in Prison for Shooting Oakland Police Officer*** – On September 20, the United States Federal Court sentenced Damien McDaniel, 27, of Oakland, for shooting and wounding an Oakland Police officer on January 21, 2013. United States Attorney Brian Stretch said, “Today’s sentence assures the public that this violent criminal will be off the streets for the next three decades.” McDaniel was sentenced to 33 years in a federal prison. For more information, please contact the Oakland Police Department Media Office at [opdmedia@oaklandnet.com](mailto:opdmedia@oaklandnet.com) or (510) 238-7230.

***The Oakland Police Arrests Homicide Suspect; District Attorney Charges*** – On September 14, 2017, at 11:13 a.m., Oakland Police officers responded to a fatal shooting in the 600 block of 42th Street. Responding officers located a man who had been shot. The victim, Jason Coleman, 44, of Oakland, was transported to a local hospital where he succumbed to his injuries. Soon after the shooting, Oakland and Bay Area Rapid Transit police officers located the suspect, Curtis Standley, 28, and took him into custody. A firearm was recovered. On September 18, 2017, the Alameda County District Attorney’s Office charged Standley with the murder of Coleman.

***From the Oakland Police Department Arrest Files*** - On Tuesday, September 12 at 11:00 p.m., an Oakland Police officer conducted a traffic stop on a vehicle in the 300 block of E. 15th Street. While processing the vehicle to be towed, the officer located a firearm and a large amount of suspected marijuana inside the vehicle. The driver, an adult male, was placed under arrest. On Wednesday, September 13 at 9:49 p.m., an armed robbery occurred in the 300 block of 14th Street. Oakland Police officers located the adult male suspect and arrested him in the 1500 block of Webster Street. The victims’ loss was recovered. On Thursday, September 14 at 11:13 a.m., Oakland Police officers responded to gunshots in the 600 block of 42nd Street. Upon arrival, they located the victim, who was transported to a local hospital and was later pronounced deceased. Oakland and Bay Area Rapid Transit police officers located and arrested an adult male suspect. Officers also recovered the firearm. For more information, please contact the Oakland Police Department Media Office at [opdmedia@oaklandnet.com](mailto:opdmedia@oaklandnet.com) or (510) 238-7230

***OPD Is Hiring Police Cadets*** – Continuously through fall 2017, 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. You may apply at any time; the position is filling continuously. Police Cadets are part-time employees who receive training and experience in law enforcement. Wages start at \$14.42 per hour and Cadets may work up to 19.5 hours per week. To learn more, please visit: <https://agency.governmentjobs.com/oaklandca/default.cfm?action=viewJob&jobID=1819828>. For more information, contact the Oakland Police Department’s Media Office at [opdmedia@oaklandnet.com](mailto:opdmedia@oaklandnet.com) or (510) 238-7230.

***OPD Is Hiring - Police Communications Dispatchers*** – Applications are being accepted continuously through fall 2017. Are you looking for a career in Police Communication Services? Come and join a wonderful team of professionals dedicated to serving the citizens of Oakland in

this critical role. Oakland residents rely on Police Communications Dispatchers for the protection of life and property. No prior police communications dispatch experience? Use this link to apply: <https://agency.governmentjobs.com/oaklandca/default.cfm?action=viewJob&jobID=1822560>.

If you do have experience and wish to apply as a lateral, use this link:

<https://agency.governmentjobs.com/oaklandca/default.cfm?action=viewJob&jobID=1822561>.

For more information, please contact the Oakland Police Department Media Office at [opdmedia@oaklandnet.com](mailto:opdmedia@oaklandnet.com) or (510) 238-7230.

***OPD Has Openings for High School Students to Become Police Explorers*** – Continuously through fall 2017, high school students (14 – 19 years old) are invited to join the Police Explorers Program and learn more about careers in law enforcement. The Explorers program includes career opportunities, service learning, leadership experience, life skills and character education. For more information, contact Officer Charles Stone – Oakland Police Activities League (PAL) at (510) 421-2684 or [oaklandpal@oaklandpal.org](mailto:oaklandpal@oaklandpal.org).

***Upcoming City Of Oakland Job Announcements*** – During the week of September 25, the Human Resources Management Department (HRM) anticipates posting job announcements for the following positions:

- Tax Auditor II
- Management Intern

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