



April 18, 2011

Vol 1, Issue 15



# Take A Fresh Look at Oakland

News from  
Mayor Jean Quan

Greetings!

*This publication is not produced  
at public expense.*



*At Oakland's oldest Earth Day site Sausal Creek volunteers display common invasive plants to remove from the creek banks.*

**Earth Day 2011 Banner:** (l-r) Cleaning the watershed at Arroyo Viejo Park, environmental banners in front of City Hall, tree planting volunteers at Raimondi Park, and cleaning the playground at Carter Gilmore Park.

This week we celebrated our First 100 Days in office. I have been grateful for the enormous good will and spirit of participation I find in every part of the city. [For a summary of our work to date check out this report](#) on the city website.

THANKS OAKLAND! My husband, staff, and I visited dozens of

## In This Issue

1. Building Oakland: Thousands Volunteer for Earth Day
2. Discover Oakland This Week
3. The Greening of Oakland
4. Disaster Preparedness and More
5. City News You Can Use
6. Safe and Healthy Oakland
7. The 25% Solution--Buy Oakland
8. Circle Your Calendar

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## Quick Links

- [Official Mayor's Website](#)
- [Official Oakland Website](#)
- [Mayor's YouTube Library](#)
- [Budget Suggestions](#)
- [Constituent Problem Solving](#)
- [Submit items for the newsletter](#)

## In the News

[Oakland Mayor Quan Seeks Trade from China's Growing Middle Class](#)  
Margie Shafer, KCBS-Radio  
April 15, 2011

sites throughout the city for Earth Day. We were struck by the great variety of projects in a wider variety of neighborhoods. Gatherings were slightly smaller but more evenly spread out. If you missed Earth Day, Oakland neighborhoods have used this massive one day effort to launch on-going monthly even weekly efforts throughout the city. Learn more in #1.



The Neighborhood Service Team Edith Guillen, Claudia Albano, Jennifer Argueta and friends help launch new Earth Day Site near Havenscourt Middle School.

### FOCUS ON JOBS

This week's focus was on jobs for Oakland, bringing more business to Oakland is critical to help us move out of the recession and to giving our youth hope.

On Monday the *Chronicle* reported on a meeting I had with software companies in San Francisco. As the economy picks ups more companies are looking to expand and Oakland is a good choice because of our central location, good public transportation, lower rents, and diverse workforce. There is also the cultural factor, recently named one of the "hippest" cities in the nation we attract the kind of creative residents that they are competing for.

On Tuesday we welcomed Gateway Bank's President Jeffrey Cheung and the [relocation of their headquarters](#) from San Leandro. That brings 65 jobs to Uptown in May.

On Thursday, I met with [Women's Initiative](#), a nonprofit that provides training and support to local women on how to start a business. We visited three



#### [Bay Area's most prominent mayors team up to lure business](#)

Holly Quan, KCBS Radio  
April 14, 2011

#### [CBS 5 Poll: Oakland Mayor Enjoys Strong Approval Rating](#)

CBS-5, April 13, 2011

#### [Mayor Jean Quan marks 100th day in office](#)

KGO-TV, April 12, 2011

#### [Gateway Bank HQ Moves to Oakland](#)

George Avalos, Oakland Tribune  
April 12, 2011

#### [Hard work key difference for Oakland's Mayor Quan](#)

Chip Johnson, San Francisco Chronicle, April 11, 2011

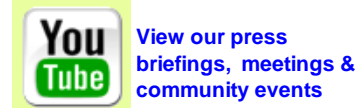
#### [Oakland City Council, Mayor plan for \\$58 Million Deficit](#)

Laura Hautala, Oakland North, April 11, 2011

### Follow the Mayor



Facebook subscribers can also [become "fans", hit the "like" button to receive daily updates.](#)



### Discover Oakland

#### History in our Own Back Yard



**Peralta Hacienda Historical Park 2465 34th Avenue** at the corner of Coolidge Avenue and Hyde Street  
The Fruitvale Transit Village is just 1/4 of a mile to the West.

The 1870 Peralta house is a local and state landmark listed in the National

graduates who  
are now  
independent



business women with business located in downtown Oakland:

- Sheron Campbel, World of Braids, 1627 Telegraph Ave, was one of the earliest grads. They also specialize in making wigs for women undergoing cancer treatment.
- Teena Johnson, Catered to You, 1711 Telegraph Avenue, their homemade spicy fries and catfish with her own hot sauce will have us coming back.
- Nohemi Perez (pictured above), Juice Joint, 332 Frank Ogawa Plaza just opened up.

This week I also [welcomed Federal Communications Commission Chair Julius Genachowski](#) to the city to announce "[Apps for Communities](#)," a national competition for creative applications that make public databases useful for the public. I would like to see an application that would let us use our phones to report status, building by building in case of a major fire or earthquake.



*Northern California mayors hand Ro Khanna, Department of Commerce Deputy Assistant Secretary for the Foreign Service, our signed pledge for regional cooperation.*

On Friday, I welcomed mayors and business leaders from throughout Northern California to discuss President Obama's call to double exports at a [Mega Region Summit](#) co-sponsored by the Metropolitan Chamber of Commerce, the Port of Oakland and the Mayor's Office. We discuss strategies to cooperate as a region to better market our products and signed a cooperation pact (*above*). That same day, the *San Francisco Business Times* published an insert called *Choose Oakland*, with articles from local businesses that have indeed, chosen Oakland as their home.

Register of Historic Places. The farmhouse represents the Spanish-speaking California on the cusp of a new era after the Gold Rush and annexation of California by the United States. Externally, the house is restored and maintained to its original appearance, and inside it houses permanent and temporary exhibits, as well as administrative offices.

Be sure to stop by for the **Cinco de Mayo celebration of Pio Pico**, California's only African, Native and Spanish Governor, born on Cinco de Mayo. Presenter is Carlos Salomon, Fruitvale resident and Director of Latin American Studies Program at Cal State East Bay.

For details, 532-9142 or visit [www.peraltahacienda.org](http://www.peraltahacienda.org)

*Change will not come  
if we wait for some  
other person or for  
some other time.  
We are the ones we  
have been waiting for.*

*Barack Obama*



**YOUTH TOWN HALL MEETING:** Thursday evening I met with 20 youth leaders from 15 different school and afterschool groups, including the City's Youth Commission and OUSD's All City Council. They packed very tough questions into a 1-hour taped Q & A called Youth Focus: Oakland's Future that will **premier on KDOL on Thursday, April 21, 7 pm and then for the following two weeks: Sunday through Friday at 11 am, Monday, Tuesday, Thursday and Saturday at 7 pm and Friday at 4 pm.** KDOL is on Comcast Channel 27.

**ADMINISTRATIVE UPDATES:** Our office receives many requests for appointments and for Mayoral proclamations. Please use email us at [mayors-schedule@oaklandnet.com](mailto:mayors-schedule@oaklandnet.com) if you want to schedule an appointment or an event with me.

**Mayor Jean Quan**

### 1. Building Oakland: Thousands Volunteer for Earth Day 2011

Some 4,000 volunteers--from neighborhoods and corporations--pulled on their work gloves and helped spruce up Oakland's parks and open spaces at 80 different locations throughout the City as part of the 41st Annual Earth Day.



I stopped by several locations-- Dimond Park headed by the Friends of Sausal Creek, Arroyo Viejo Park, led by the Friends of Arroyo Viejo Park, the Rose Garden, Sobrante Park led by local residents and the Public Works Agency, and 6948 Foothill Blvd, led by the OCCUR Tech Center.

*<<At the Rose Garden on Earth Day with Council Member Pat Kernighan, Supervisor Keith Carson and the Dead Headers. (Photo by Jim Ryugo)*

Over the years, many neighborhoods associations, schools and community organizations recognize that every day is Earth Day, and have adopted specific locations for regular clean ups and beautification. They are this week's unsung heroes for their community spirit and ongoing dedication.

If you are interested in participating in more regular efforts, check out one of the following resources:

**[Oakland Parks Coalition](#)**-- Adopt your park become a supporting park steward  
oaklandparkscoalition@gmail.com

**[Volunteer opportunities](#)**--Adopt--a Spot and more, contact Jocelyn Combs, volunteer coordinator at [jcombs@oaklandnet.com](mailto:jcombs@oaklandnet.com)

**[Keep Oakland Beautiful](#)**-- contact Cookie Robles-Wong at [crobles@oaklandnet.com](mailto:crobles@oaklandnet.com)

## 2. Discover Oakland This Week

**Centro Legal de la Raza's 42nd Annual Gala, Wednesday, April 20, 6-10 pm, Scottish Rite Center, 1547 Lakeside Drive:** This year's theme is Keeping Immigrant Families Together. I will be the keynote speaker at the annual Gala and fund raiser that also honors outstanding community leaders:

- **Lifetime Achievement Award to Bill Ong Hing**, Professor of Law at the University of San Francisco, author and founder of the immigrant Legal Resource Center in San Francisco.
- **Community Justice Award to Munger, Tolles & Olson, LLP**, that filed one of the first and principal challenges to the constitutionality of Arizona's new immigration law, SB1070.
- **20011 Youth Law Academy Graduating Seniors**

Tickets are \$120. For more information, call Jennifer Miller at 437-1554, ext. 127 or email her at [jennifermiller@centrolegal.org](mailto:jennifermiller@centrolegal.org)

**Children's Memorial Grove Ceremony, Fairmont Ridge, Lake Chabot Regional Park (above the Juvenile Justice Center, Friday, April 22, 3-4:15 pm:** The fourth Friday in April is the national annual observance day for all children who have died by violence. In Alameda County, the Children's Memorial Project holds an annual memorial service in the Children's Memorial Grove at Fairmont Ridge to install a permanent plaque with the names of the children who have died by violence from the previous year. For details call 272-6692 or email the Alameda County Supervisor Nadia Lockyer's District 2 office at [district2@acgov.org](mailto:district2@acgov.org)

## Easter Activities for the Family

- 4/22 Noon-2 pm Golden Gate/1075 - 62nd Street
- 4/22 3-5 pm Manzanita/ 2701 - 22nd Avenue
- 4/23 8:30a-Noon Citywide@Lake Chabot Golf Course
- 4/23 Noon-2 pm Bushrod/ 560-59th Street
- 4/23 Noon-2 pm Tassafaronga/ 975-85th Avenue
- 4/23 Noon-2 pm Campbell Village/ 800 Willow
- 4/23 1-4 pm Mosswood/ 3612 Webster Street



- **24th Annual Lakeshore Easter Parade & Derby Decorating Contest and 3rd Annual Lakeshore Baptist Church Spring Children's Fair, Saturday, April 23, 10 am, 3534 Lakeshore Avenue:** Buy plastic derbies for decorating at shops where they are displayed in the window of Lakeshore merchants. Children may use recycled household items to decorate a theme or any style they like. Easter basket prizes from Lakeshore merchants will be awarded for best hats in age categories. The parade starts at 11 am from Lakeshore Baptist Church. Easter egg decorating, snacks and fun at the church following the parade. Call Pamela Drake at 451-1257.
- **Great Easter Egg Hunt, Saturday, April 23, Noon-3 pm, Dunsmuir Hellman**

**Historic Estate, 2960 Peralta Oaks Court:** Gates open at 11, Noon -12:30, ages 3 and under; 1 pm, ages 4 to 6; 2 pm, ages 7 to 10. Call 615-5555 for details.

- **Tap Dancing Easter Bunnies at Children's Fairyland, Saturday, April 23, 11:30 am:** Featuring Critters By The Bay walk-around bunny characters. The Tap Dancing Easter Bunnies dance their way into your holiday weekend celebrations. Children's Fairyland located at 699 Bellevue Ave., 452-2259.
- **Easter Egg Hunt at Arroyo Viejo Park, 11 am-2 pm, 7701 Krause Avenue:** In addition to the Easter Hunts, organizations who offer after-school and summer camp programming will be on hand. The Oakland Black Police Officers (OBOA) Association will distribute Easter Baskets to 100 preselected young people.
- **Montclair Lions Club Easter Egg Hunt, Sunday, April 24, 9 am sharp:** Montclair Park.
- **Wa Sung Community Service Club 55th Annual Easter Pancake Breakfast, "Snacks 'n Sausages", Sunday, April 24, 8:30-11:30 am, Lincoln Square Recreation Center, 11th and Harrison:** There will be hourly drawings, entertainment, Egg hunt for children and more. Grand prize is a \$500 Savings Bond, Donation of \$4.00 to help fund the many projects Wa Sung supports, including their college scholarships.



### 3. The Greening of Oakland: Garden Tours, Plant Sales, Free Solar

**Free Solar Electric Installations, Energy Efficiency Services and Trainings for Oaklanders:** Through generous funding from the California Public Utilities Commission (CPUC), the City of Oakland's Redevelopment Agency and a number of foundation, corporate and individual donors we have been able to dramatically increase the number of families and workers served in Oakland and around the state of California. To qualify for the program, residents need only:



1. Reside in a single-family, owner-occupied home in an Oakland Redevelopment Area (or have a deed-restricted home)
2. Have a total household income below 80 percent AMI
3. Posses a solar-suitable roof in good shape (generally less than 12 years old) or be willing to work with the City of Oakland for a low-interest deferred loan
4. Provide basic documents (PGE bill, tax return, homeowners insurance declaration) to GA Staff in a timely way

Contact Jahahara Amen-RA Alkebulan-Ma at [Grid Alternatives](mailto:jahahara@gridalternatives.org) at 731-1320, [jahahara@gridalternatives.org](mailto:jahahara@gridalternatives.org)

**East Bay Regional Parks Master Plan Survey:** You can add your two cents on their online survey for the 2011 Master Plan at <http://www.ebparks.org/planning/mp/survey>.

*Bringing Back the Natives  
Garden Tour*



**Bringing Back the Natives Garden Tour, Sunday, May 1:** A free tour of showcase native plants throughout the East Bay. [Register here.](#)

**Merritt College Horticulture Spring Community Plant Sale, Saturday, May 7, 9 am-3 -m, and**

**Sunday, May 8, Noon-3 pm:** Rare fruits, perennial and annual vegetables, grasses, California natives, food, music, permaculture tours and more. 12500 Campus Drive.  
[www.merrittlandhort.com](http://www.merrittlandhort.com).

**2011 Bay Friendly Garden Tour, Sunday, May 15, Alameda County:** The 8th annual Bay Friendly Garden tour is expanding beyond Alameda County, Now it is in Napa and Santa Clara Counties, as well. The [Bay-Friendly Coalition](#) and its sponsors hope that by expanding into a regional event the tour will encourage more residents to make environmentally friendly gardening choices. In previous years, the tour had been organized by StopWaste.Org and was only offered in Alameda County. This year, the tour is being organized by the Bay-Friendly Coalition. [Registration](#) \$10.



#### 4. Disaster Preparedness Citywide Drill on April 30th

**On April 25, 8:30-Noon, the City will be hosting a FREE Emergency Preparedness Workshop for Community Based Organizations in collaboration with CARD** (Collaborating Agencies Respond to Disaster). The interactive training is designed for nonprofits, faith agencies and services providers. This event is designed to help build everyday capacity to mobilize resources, and help agencies serving in and around the City of Oakland to be successfully included in disaster planning efforts. RSVP to [Denise Kittell-Nwuke](#) at 238-3523, no later than April 11. The event will be held at the OES facility at 1605 Martin Luther King, Jr. Blvd.

#### Preparing Here at Home:

The tragic events in Haiti and Japan serves as a reminder that we, too, need to be prepared:

- Put together an [emergency plan](#) and share with all your family members.
- Create an [earthquake kit](#), with sufficient water (1 gal per day per person) for at least a week.
- Share contact information with your neighbors--better yet, sign up for training with Oakland's [CORE program](#) (Communities Organized to Respond to Emergencies). You can now take the [class online!](#)

- **Plan on participating or observing the April 30 Citywide CORE exercise.** So far about 60 neighborhood groups are participating in our annual citywide preparation for an earthquake on the Hayward Fault.

Neighbors rehearse a search for victims, establishing emergency first aid and communication centers, and communicating with the central citywide Emergency Operations Center for the city.

*>>CORE volunteers rehearse a public service announcement at the Emergency Operations Center.*



- **If your home is not seismically retrofitted, consider making this investment now.** Typical retrofits are \$4,000 to \$20,000 depending on where your home is located, size, and building materials--just a fraction of the cost of replacing or repairing your homes after a major earthquake. This week's special newsletter on Japan included [good resources on retrofitting your home](#). Thanks to Japan's much more strict building standards very few of the deaths were due to the seismic damage; most were victims of the tsunami.

[It is predicted that a major expected on the Hayward Fault \(which runs through Oakland\) could lead to up to 15,000 deaths.](#) WE CAN CHANGE THIS BY RETROFITTING OUR HOMES AND BUILDINGS. My staff and I have been working on seismic retrofit standards and increasing funding for retrofit assistance for many years. If you own a building, determine whether your building needs a seismic retrofit and get it done. The costs far outweigh the risk of losing your building or life.

**More Useful Resources:**

[72hours.org](#), [FEMA](#), [ABAG Earthquake & Hazards Program](#), [American Red Cross-Bay Area](#)

**5. City News: Parcel Tax or an ALL Cut Budget ?**

**Public Invited to Provide Input on Completing the Broadway Valdez District Specific Plan (BVDSP), Thursday, April 28, 6-8 pm, Fellowship Hall, First Presbyterian Church, 2619**

**Broadway @ 27th:** With a new staff in place, we are dedicated to [restarting the process](#) and bringing this important plan to completion. The goal of the BVDSP is to build upon the District's many assets and to facilitate its transformation into a vibrant neighborhood that combines destination retail, housing, transit. Please join me at this important community meeting. Call 238-7905 or email [bvdsp@oaklandnet.com](mailto:bvdsp@oaklandnet.com) for details.

**Oakland Seeks New Locations for FREE Lunch to Summertime Youth:** Health is one of the most basic necessities, and good nutrition is a large component of good health. Last year, fewer youth-serving and faith-based organizations were able to host the FREE Summer Lunch Program than in 2009. This means that fewer lunches were served to a growing population of hungry children and teens. Last summer, the Department of Human Services Summer Food Service Program served 82,000 FREE health meals to Oakland's children. Organizations interested in becoming a Summer Foods Service Program site should contact [Carmela Chase](#) at 238-7992 or [cchase@oaklandnet.com](mailto:cchase@oaklandnet.com)

**COUNCIL IS ON RECESS THIS WEEK, NO MEETINGS.**

**Council Delays Parcel Tax Vote:** Several weeks ago the Council agreed to put an \$80 parcel tax on the special election ballot planned by Governor Brown. When it became apparent that Brown would not be able to get a special election, our office went to the Council to ask for an all mail vote. Disappointingly, three members of the Council did not support an "urgency" vote which needs 6 votes.

- **Does this Kill the Parcel Tax Vote?** This does not kill the initiative but does delay the vote until next months because of the Council recess.
- **Why is the delay important?** It means that if we get a special election by mail, we will not know the results until August one month into the fiscal year. Even if the parcel tax passes, we will likely have to layoff and cut programs during the month of July. This is something I was hoping to avoid.
- **Is the Vote by Mail expensive?** Actually a vote by mail is about the same cost to the city as being part of a consolidated election, about \$800 K.
- **I believe the citizens of Oakland should be allowed to decide.** The parcel tax would raise about one fifth of the funds needed to close the gap, it would cost the average home owner about a quarter a day.
- **Without a parcel tax we will have an all cuts budget for the most part.** Ironically this parallels the struggles going on in Washington and Sacramento.

**The Budget Process:** Since I took office we have worked every day on the budget.

- We spent most of the first two months establishing the **budget baseline**, correcting mistakes in reporting and estimates that were too optimistic.



We expect the current budget to run up to a \$6M shortfall.

- We also started **meeting with departments** immediately to work out what options we would have to increase revenues or to reduce their budgets by 15-20%.
- We have spent much of our time fighting proposed deep federal and state cuts including redevelopment. Federal cuts could be \$7-8M and state cuts could be over \$30 M, including redevelopment.
- Last month we issued an 85-page budget memo for our **Budget Workshop with the Council and the Cabinet** [You can download the report here](#). We are starting the budget process about 6 weeks earlier than in past years. In past years the Mayor and Council had retreats to discuss city priorities in the fall or new year, that did not happen this year so this is a critical meeting. The document focuses on the \$46M shortfall in next years general fund budget. To close that gap I believe all options must be on the table and everyone must contribute: 1) There will be cuts to programs and consolidation of programs, but we must leave the city in the best possible position for when the economy rebounds . 2) Employees will be asked to contribute; this will mean a continuation of furlough days and other items now under negotiations with all our unions. 3) We need the passage of the \$80 emergency parcel tax for 5 years to reduce the necessary levels of cuts. 4) Other new revenues including increasing rentals of city facilities, sharing of services, etc. 5) Collaborating with other government agencies and organizations to reduce costs.
- After the Budget Workshop with the Council we will release our detailed recommendations by the end of the month. This will allow the new city administrator to weigh in with his expertise and for us to get a clearer reading of the Council's priorities and direction on key pension issues.
- **Public Hearings:** We are planning a series of public hearings and will distribute budget fact sheets through the remaining Town Hall meetings, Neighborhood Councils and other organizations. Not all the options listed are planned but we wanted to demonstrate what might have to be done and how deep the cuts may be. In the past some programs were spared such as police, senior programs and Headstart, I think this year all programs will take a cut although not necessarily equally.
- **Council Hearings and Votes:** Historically, the Council holds its final budget hearings in June. **The charter requires a budget by June 30th.**



**Oakland has nearly 30 Boards and Commissions ranging** from community policing to cultural affairs. This means that Boards and Commissions can provide over 400 opportunities for rewarding volunteer activity. Since I became Mayor, my staff has filled many vacancies and there are many more openings ready for you to participate in. You can access a directory of Boards and Commissions at the [City website](#). Take a look and [let us know](#) where you would like to work.

We are still looking for a few good volunteers to serve on the **Citizen's Police Review Board**. This important body "investigates and reviews certain complaints regarding conduct of Oakland police officers," which makes it an extremely important volunteer activity, especially if you can evaluate people and actions in an even handed manner. In particular, we are trying to ensure that members of this Board come from throughout the City. Contact [Richard Cowan](#) at 238-3990 if you are interested.

#### **Alameda County Arts Commission Accepting Submissions for Two New Opportunities:**

Professional artists who make two-dimensional or low-relief, wall-mounted artwork are invited to apply for two projects:

- **Ashland Youth Center, small-scale artwork commission program** to produce a series of artwork in the studio. This is an opportunity for artists who make youth-focused artwork; are interested in youth empowerment and working with diverse communities; and artists who want to create artwork which contributes to safe, supportive and healing environments and is positive and uplifting. At the end of the contract period, the artists' work will be acquired by the County and installed at the new Ashland Youth Center. \$16,000 is available to commission approximately 4 artists to make new artwork for this facility. **Application deadline is May 13,**

**10:59 pm.**

- **Purchase of Existing Artwork for the County's Art Collection:** The Arts Commission is building a public collection of artwork created by Alameda County Artists. Artwork purchased through the 2011 Purchase Program will be placed at County buildings for the benefit and enjoyment of the general public. Artwork should have a broad appeal and be appropriate for a variety of public spaces with diverse visitors of all ages and cultures. Approximately \$75,000 is available this year to purchase existing artwork. **Application deadline is June 10, 2011, 10:59 pm.**

Applications must be submitted online through the [CaFE](#) website. Search the list for "Alameda County Arts Commission". Complete application information is available at [www.acgov.org/arts](http://www.acgov.org/arts) or call 208-9646 to receive a copy by mail. A separate application must be submitted for each opportunity.

## 6. Safe and Healthy Oakland

### Organizing and \$30,000 Reward in the Fruitvale Murder:

Oakland police continue to investigate the murder of Jesus Chuy Campos, while thousands attended the vigil, memorial service and funeral last week. We have increased the police presence in the Fruitvale business district. The Measure Y crisis response team and the resources and services provided by Youth Alive, Khadafy Foundation and Catholic Charities will also be available. Anyone with information is encouraged to contact the Oakland Police Department at (510) 238-6946.

**Rash of East Oakland Murders Continue:** Police are also offering rewards in several murders involving young men.

**Crime Down for Fourth Year:** Even with the surge in homicides, violent crime rates are still going down overall for the city by about 4%; -14% for all crimes. OPD and community leaders in our neighborhood councils and in merchant groups such as the one in the Fruitvale are working together to address crime in our city.



**Growing Our Own Police:** Currently 85% of Oakland officers live outside of the city. Our Explorer and Cadet programs in conjunction with Merritt College classes are helping us "grow our own" future officers.

*<<Explorers and Cadets pose with the Mayor .*

**Parent Class on Gang Prevention at Carmen Flores Recreation Center, Thursdays, 6-8:30 pm:** Project Re-Connect in collaboration with Carmen Flores Recreation Center offers effective

parenting classes. Call 482-1738 for details. 1637 Fruitvale Avenue.

April 14, 2011	Violence Prevention 911- 411
April 21, 2011	Conflict Resolution
April 28, 2011	Substance use and abuse
May 05, 2011	When Stress gets Your Best
May 12, 2011	Nutrition
May 19, 2011	A Safe Home
May 26, 2011	Putting it all Together
June 02, 2011	Celebration

**March & Rally Addressing the Sexual Exploitation of Minors, Wednesday, April 20, 11 am:**

Ever since becoming a Council Member eight years ago, I have been a strong advocate for better support for sexually exploited minors. Over the years, the City of Oakland has worked closely with the County, the DA and local nonprofits, as well as our own police, to change the way we interact with sexually exploited youth. I will be joining Supervisor Wilma Chan, District Attorney Nancy O'Malley, SEM Network providers and others on a march from Abundant Life Ministries (24th and International Blvd. to San Antonio Park at 11 am, followed by a rally at 12:30 pm. For more information, contact [Sarai Theolinda Smith](#) or [Charles Go](#).

**7. The 25% Solution--Buy Oakland**

*If all Oaklanders bought 25 percent more of their normal purchases from Oakland retailers, the sales tax increase would be about \$10 to \$15 million. This year that could eliminate up to one-third of our deficit.*

**MONTCLAIR RESTAURANT WALK, TUESDAY, APRIL 26**



Montclair Restaurant Walk 2011 Invitation Rev 2

With easy access off of Highway 13 (Park Blvd. or Thornhill Drive exits), Montclair Village is known for its eclectic shops, great restaurants and walkable streets. Nestled in the beautiful, tree-covered Oakland Hills, Montclair Village has a laid back, small-town feel, plenty of parking in the City-owned garage, and over 200 retailers, service providers, restaurants, and financial service providers.

With its close access to world class hiking trails and bike routes, Montclair Village is the perfect spot for a sandwich, snack, bike repair, haircut, or massage before or after a day on the trails. Looking for a gift? Need a convenient place to pick up groceries or prescription drugs? Montclair Village has it all.

Come, shop, stroll in beautiful Montclair Village; there's no other place like it in Oakland.

An easy way to introduce yourself to the restaurants of Montclair is to purchase a ticket for the Tuesday, April 26 Spring Restaurant Walk and then sample all the goodies that are offered. Proceeds

support The Lions Club and local charities. Check out the video by Stephen Woo (above) and then pick up a passport for \$25 from one of the following locations:

Passports are available from any Lions Club member or at these Village merchants:	
Montclair Book Tree	6121 La Salle Ave.
Safeway Stores, Inc. (ask for Bill, Store Mgr.)	2096 Mountain Blvd.
US Bank	1998 Mountain Blvd.
Viewpoint Optometric Practice	2069 Mountain Blvd.
Wheels of Justice	2042 Mountain Blvd.



Check out one of our 40 unique neighborhood business districts. Each one has a different mix of restaurants and shops. The [Shop Oakland website](#) is a great place to start. There's a [wonderful map](#), as well.

Visit [Oakland Grown](#) for the latest on local independent merchants and their wares.

## 8. Circle Your Calendar.

**District 2 Town Hall Meeting, Saturday, April 30, 10 am -12:30, Regeneration Church, 238 15th Street:** This is our fifth town hall meeting and the third one in April. Residents from District 2 are invited to participate in break out groups to discuss issues of concern in their neighborhoods. I will consider their priorities, along with those from the rest of the town halls and other community meetings, as I develop the budget and my plans for the coming year. For details, contact [rcowan@oaklandnet.com](mailto:rcowan@oaklandnet.com).

**KaBOOM! and Foresters are Building a Playground in West Oakland, Saturday, April 30, Wade Johnson Park, 1250 Kirkham Street, 8 am-3pm:**

Volunteers are needed to help with planning and building a new playground at Wade Johnson Park next to the former Cole Elementary School in West Oakland. A joint project between the City and OUSD, the site was picked by OUSD Police Services Chief Pete Sarna who recognized the children in the area did not have a playground to keep them busy.

[KaBOOM!](#) is a non-profit organization dedicated to saving play and fighting the Play Deficit by ensuring that every child has a great place to play within walking distance. All types of volunteers are needed: planning, team leaders, worker bees, food and food services (breakfast and lunch) and youth leaders. Contact [Caletta Starks](#) in Councilmember Nancy Nadel's office at 238-7032.

**Piedmont Avenue Elementary School Annual Spring Carnival and Silent Auction, Saturday, May 14, 11 am-3pm;**

4314 Piedmont Avenue:

Games & prizes; international food; bouncy house; rock wall; free book exchange; community vendors; silent auction--enter to win a cruise for 2! Proceeds from the event fund enrichment programs such as music, pay for field trip transportation, and provide supplemental classroom materials. Visit their website at <http://tinyurl.com/paesauktion2011> for details.



**Chabot Elementary School's Book Fair Goes Local with Laurel Books!, Wednesday, April 27-Friday, April 29:**

Parents at Chabot Elementary are supporting two big local initiatives--encouraging the joy of reading in their students AND supporting a local



business. Their librarians have hand-picked a great selection of books for all ages from local independent Laurel Book Store. The Book Fair is open to Chabot Parents on Thursday and Friday fro 7:30 to 8:30 am, and for the public on Thursday, April 28 from 5 to 7 pm. This is a terrific way to add to your kids' library!

**KaBOOM! and Foresters are Building a Playground in West Oakland, Saturday, April 30, Wade Johnson Park, 1250 Kirkham Street, 8 am-3pm:**

Volunteers are needed to hep with planning and building a new playground at Wade Johnson Park next to the former Cole Elementary School in West Oakland. A joint project between the City and OUSD, the site was picked by OUSD Police Services Chief Pete Sarna who recognized the children in the area did not have a playground to keep them busy. KaBOOM! is a non-profit organization dedicated to saving play and fighting the Play Deficit by ensuring that every child has a great place to play within walking distance. All types of volunteers are needed: planing, team leaders, worker bees, food and food services (breakfast and lunch) and youth leaders. Contact Caletta Starks in Councilmember Nancy Nadel's office at 238-7032.

**Piedmont Avenue Elementary School Annual Spring Carnival and Silent Auction, Saturday, May 14, 11 am-3pm; 4314 Piedmont Avenue:** Games & prizes; international food; bouncy house; rock wall; free book exchange; community vendors; silent auction--enter to win a cruise for 2! Proceeds from the event fund enrichment programs such as music, pay for field trip transportation, and provide supplemental classroom materials. Visit their website at <http://tinyurl.com/paesauktion2011> for details.

**Half Price Books and [East Bay Children's Book Project](#) Literacy Event, Saturday, May 14, 1-4 pm, FM Smith Park, 1969 Park Blvd.:** Free books, entertainment and food. For details, call 408-READ.

**Oakland Indie Awards, Friday, May 13, 6 pm, Kaiser Center Theatre:** Celebrate the social and environmental impact of Oakland's independent businesses and artists at the annual [Oakland Indie Awards](#). Party at the Kaiser Rooftop Garden, 300 Lakeside Drive following the awards (6:30 pm.) Sponsored by the One Pacific Coast Foundation and East Bay Express.

**25th Anniversary of the Bay Area Black Comedy Competition and Festival, Saturday, May 14, 8 pm-Midnight, Paramount Theatre:** See the final round of the world's largest, longest-running and most diverse showcase of urban stand-up comedians. This year's Competition began last February in Pleasanton, with 67 comedians chosen from a poll of hundreds of potential participants form diverse backgrounds from all across America. They're competing for over \$15,000 in cash and prizes, which include future bookings as well as potential television and film opportunities. Final Round show tickets are \$45, \$40 and \$25. \$55 for special pre-show VIP reception ticket for the Annual Inspired Artist Awards Reception and admission to the Final Competition. For more information call 421-9207 or log on to <http://www.BlackComedyCompetition.com>



**6th Annual Walk to End Poverty, Saturday, May 21, 9 am, Oakland Lake Merritt Bandstand:** Free community fair, children's activities, and live entertainment. Sponsored by the Oakland Community Action Partnership. For more information visit [OaklandCAP.org](http://OaklandCAP.org) or phone 238-2362.



Try it FREE today.