



April 10, 2011

Vol 1, Issue 14



Take A Fresh Look at Oakland--AGAIN!

News from Mayor Jean Quan

Greetings!

This publication is not produced at public expense.



Mayor joins over 100 youth and their parents marching Saturday to take a stand against the violence that has taken the lives of so many young people in East Oakland. Photo by Anda Chu, Tribune

In This Issue

1. Building Oakland: Dale Risdan at The Abbey
2. The Greening of Oakland
3. Discover Oakland This Week
4. Neighborhoods Speak Up
5. City News You Can Use
6. The Power of Using Your Voice
- 7.. Safe and Healthy Oakland
8. Disaster Preparedness and More
- 9.. The 25% Solution--Buy Oakland
10. School & Youth Events
11. Circle Your Calendar

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TRIBUTE TO JESUS CHUY CAMPOS BANNER: (l-r) Sign and flowers left at Chuy Campos' Otaez Restaurant, mothers marching with their children from Rainbow Recreation Center, Mayor reads the notes left at Otaez.

Quick Links

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

This has been a week of roller coaster emotions. With many highs but also definite lows. Crime in Oakland continues to go down for a fourth consecutive year, -14% overall and -4% for violent crime; but the death of Jesus Chuy Campos reminds us all that even one violent death is too much.

In the News



On Wednesday Area 2 Captain Tracey , Chief Batts and Mayor Quan answer questions at Latin merchants meeting at La Estrellita.

On Wednesday my office held our second Latin/Fruitvale merchant meeting, organized to improve relations and police services. The Chief and area police reported on stepped up presence/walking and that crime along International was down in the last quarter. Indeed, when we compared the crime hot spot maps from January and March, the red and pink circles on the avenue were greatly reduced. We planned more walking officers, coordination of merchant video cameras, and focus on prostitution and robberies. (Read more #7) Then Friday morning I awoke to the news that Chuy Campos was dead. Campos walked to work every day at 5 am, two men in a botched robbery shot him as he reached the restaurant.

We quickly pulled the merchants together again in an emotional meeting and announced a \$30,000 award. Fruitvale merchants are putting up \$20,000 in reward money for information leading to the gunman's arrest. Police and Crime Stoppers of Oakland are also offering up to \$10,000. Anyone with information may call police at 238-3821 or Crime Stoppers at 777-8572 or 777-3211.

SUPPORT THE FRUITVALE DISTRICT



Last Saturday as I walked the Fruitvale to urge merchants to attend our quarterly meeting and the town hall this Saturday, I noted how the district was expanding. Area Sgt. Mork and my staff slowly worked our way through the district sampling the food as we went along. As a Kellogg fellow I visited many parts of Mexico; I thought how lucky I was to live in a city where I could eat authentic regional cuisines and was not limited to bland fare that is called Mexican food in most of America. We started at [Otaez](#), where Campos (*above*) told me that prostitution had picked up. I told him I thought police focus on nearby areas had pushed the action down to the area. I agreed to come back with an outreach team aimed at helping sexually

[Oakland mayor addresses Fruitvale residents day after restaurateur's slaying](#)

Matt O'Brien, Oakland Tribune
April 10, 2011

[Mayor Quan presents budget options at North Oakland Town Hall Meeting](#)

Jennifer Ward, Oakland Local
April 9, 2011

[She's Tried to Raise Oakland's Profile as Mayor](#)

KTVU, April 7, 2011

Follow the Mayor



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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 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**,

exploited minors and we would walk the area together.

Immigrants Socorro and Chuy Campos built Otaez --a tacqueria and restaurant --into a thriving business that now includes a branch in Alameda and the airport with its authentic family style food. More than once I have brought a pot for taking pozole (pork and hominy stew) home. As past president of the merchant association he helped build the Fruitvale into the thriving district it is today. His family often brings their food to street fairs around town and Chuy would often donate food for community events. Help us honor his memory by patronizing the Fruitvale district. My family and I plan to have dinner there this week.



District 5 Town Hall audience observes moment of silence in honor of Jesus Chuy Campos.

California's only African, Native and Spanish Governor, born on Cindo 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

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

OUR FIRST 100 DAYS

Tuesday, April 12 marks my first 100 days in office. My staff and I have been working hard to launch a new era of civic engagement, start the hard work of balancing the budget, raise the positive profile of the city, put youth at the center of City policy, focus resources on the neighborhoods with the greatest need, and establish a regional and national leadership role for Oakland. [For the full report...](#)



As part of our community engagement efforts, I'm looking forward to April 14th's **Youth Focus: Oakland's Future**. This is a rare event, a Town Hall organized, moderated and videotaped by Oakland students from 15 different media leadership organizations in Oakland. It will be

taped at the KDOL studios on Thursday, April 14 at 6 pm and aired on **KDOL on 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.** I encourage you--especially if you haven't been around teenagers in a while--to tune in to one of the air dates.



Youth rally against violence at Rainbow Rec Center.

FOLLOW US: An increasing number of people follow us during the week on our social media links in the column to the right. My Facebook "fan" page let's you know what's happening more frequently and from more perspectives. If you are not on Facebook, bookmark www.Facebook.com/mayorjeanquan and check it out whenever you want. **For those of you who are already Facebook subscribers, just hit the "like" button and you will automatically become a "fan".** This is also the place to direct friends to sign up for the newsletter.

Mayor Jean Quan

1. Building Oakland: Gordon Seligson in Hiller Highlands



As so often happens with dedicated volunteers, they don't just focus on one project--they are avid supporters of Oakland in many different venues. When Hiller Highlands resident **Gordon Seligson** retired a number of years ago from a career as a computer systems manager in the financial and winery industries, he moved to Oakland and volunteered at the Alameda Food Bank. In his first year he became their 2001 Volunteer of the Year.

Then he volunteered as an AARP tax aide at the Dimond Library, helping Oakland citizens prepare their taxes. Now he helps maintain the data base and serves as a docent at the USS Potomac at Jack London Square.

But around Hiller Highlands above Highway 24, he is known as the "phantom gardener". Every morning during the spring, summer and fall, Gordon arrives around 6 am to hand water the native grass that grows in the median at the intersection of Tunnel Road, Hiller Drive and the end of Highway 13. The area, across from the Oakland Firestorm Memorial Garden, can be extremely confusing to navigate. But thanks to Gordon's green thumb, residents now tell visitors "Just turn at the grass in the median".



For many years, the medians were planted with colorful petunias "but then the gophers managed to tunnel under the

street and decimated them," he explained. He also can be found maintaining the Firestorm Memorial Garden, as well. He finds the plants from other gardens or gets donations from citizens.

Residents and visitors alike appreciate Gordon's early morning dedication. "I'm a member of this neighborhood and I like things to look nice."

Submitted by Sara Somers

2. The Greening of Oakland: Earth Day Expo Wednesday, Earth Day Saturday

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>.



Oakland EarthExpo, Wednesday, April 13, 10 am-2 pm, Frank Ogawa Plaza: Plan on stopping by the Plaza for free exhibits from 100 community and environmental groups, green businesses, environmental artists and government agencies. This year the EXPO adds **LOCAL EATS:** buy lunch from vendors serving up fresh, local, sustainable food. Pass on the news to your friends who work downtown--a great way to spend a lunch break!

Upcoming Workday for Friends of Montclair RR Trail: Ever wonder about who keeps the pathway from Montclair Village to Shepherd Canyon looking so good? It's your neighbors and Friends of Montclair RR Trail. They have a **workday scheduled for Saturday, April 16, 9-11 am.** Volunteers meet the third Saturday of the month for regular work days. For details, check out their website at www.montclairRRtrail.org. (Above) Last year's Earth Day Clean Up at Montclair RR Trail.



Earth Day 2011, Saturday, April 16, 9 am-Noon, all over the city: In celebration of the 41st Anniversary of Earth Day, as many as 4,000 community and corporate volunteers will span Oakland from one end to the other to clean and green their neighborhoods at 80 project locations.

Oakland has consistently been named one of the top green cities in America. Not only does spending a few hours volunteering on an Earth Day project help the City clean and beautify its parks and public spaces, but it's a fun way to build community in your neighborhood. You can also stop by one of these staging areas at 9 am:



- Redondo Park, Hardy Circle near Miles Avenue
- Morcom Rose Garden, 700 Jean Street (West of Grand Avenue)
- Raimondi Park (18th & Wood Street)
- Lake Merritt Boathouse (568 Bellevue Avenue)
- Sausal Creek at Dimond Recreation Center, 1860 Hanly Road
- Peralta Hacienda Historical Park, 2465 34th Avenue
- Arroyo Viejo Park & Arroyo Viejo Creek, 7701 Krause Avenue
- Knowland Park at Oakland Zoo, 9777 Golf Links Road

For a complete list of sites citywide, visit www.oaklandearthday.com or call 238-76111.

Tilden Botanic Garden Plant Sale, Saturday, April 16, 10 am-3 pm: The East Bay Regional Parks Botanic Garden is located at the intersection of Wildcat Canyon Road and South Park Drive in Tilden Park, Berkeley. www.nativeplants.org.



[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.

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.



3. Discover Oakland This Week

Fruitvale Presbyterian Senior Center Celebrates Its 41st Anniversary, Wednesday, April 13, Noon-1 pm, 2735 MacArthur Blvd.: I'll be stopping by to help celebrate this extraordinary anniversary. So many of our seniors rely on our Senior Centers for a hot meal and the socialization that keeps them engaged and connected. Volunteer Leslie Masler will once again prepare a scrumptious meal at this fund raising event to support the program. Lunch is an amazing \$5! If you would like to support the effort, please RSVP to [Julie Jones](#) at 530-0915. [The MacArthur Metro recently wrote about the lunches...](#)

Project Homeless Connect Fair, Friday, April 15, 9:30 am-2 pm, St. Mary's Center, 925 Brockhurst: Project Homeless Connect is a one-day resources fair event that brings together a number of mainstream and homeless-specific services in a "one stop shop" setting that allows access to the hardest to serve persons of the homeless population. It has occurred the day after our shelters close for the season since 2005. This year, the annual event will focus on single adult homeless persons on the streets and in homeless encampments in West Oakland. Volunteers are needed to serve as a buddy to participants to shepherd them through the fair to ensure that they receive the resources needed; crossing guards; food servers; assisting the medical staff and clean up and tear down crews. For more information on this event, please call the City of Oakland, Department of Human Services, Hunger & Homeless Program at 986-2721.

FREE TAX HELP



Taxes Due April 15. Are you eligible for Earned Income Tax Credit?

If you earn less than \$49,000 a year, you may be eligible for the Earned Income Tax Credit (EITC). VITA (Volunteer Income Tax Assistance) sites are offering free income tax preparation for families making \$49,000 max (no one will be turned away if their income is slightly higher). Certified



and confidential free tax preparation is available until April 15. Last year there was a 25% increase in refund returns which came to about \$9 million in Oakland. **Free Tax Help** is available at 17 VITA sites, 9 AARP sites and 1 Tax Aide Site. The AARP sites are at local libraries, including the Main Library, Cesar Chavez, Dimond, Eastmont, and Golden Gate. Click here [for library schedule](#). Contact Sayla at Peoples Federal Credit Union at 267-0450, x305 or sayla.eisner-mix@peoplesfederalcu.org.

Children's Fairyland Welcomes 1,200 Children and Their Families from Oakland Head Start & Early Head Start, April 15: On April 15, 2011 Fairyland will welcome over 1,200 children and their families from Oakland Head Start and Early Head Start centers. Fairyland is partnering with Oakland Head Start in celebrating the Week of the Young Child with a Traffic, Bicycle and Pedestrian Safety Fair for the second year in a row. The Fair will involve events throughout Lakeside Park, including admission for participants to enjoy a day of fun and special safety performances at Fairyland.



Launch of 2011 Movies in Redwood Heights Recreation Center with Toy Story 3, Friday, April 15, Dusk: These are outdoor movies, so dress warmly, bring a lawn chair or blanket, and friends and family for a great FREE family experience. In case of rain, the movie may be cancelled, so call 482-7827 to confirm. All proceeds from refreshments to to the Recreation Center's scholarship fund. Thanks to the Redwood Heights Neighborhood Association for their generous sponsorship of these programs.

Buddhist New Year, Saturday, April 16: Many Oakland groups will be celebrating their New Year this weekend including Cambodians, Thai, Lao, Burmese, Tibetans, and Sri Lankans.

>> *Dancers from the Cambodian Buddhist Temple celebrate.*



Martin Luther King Jr. Way Streetscape Workshop, Saturday, April 16, 10 am-1 pm, St. Vincent de Paul, 2280 San Pablo Avenue. Light refreshments will be provided as the community learns more about the streetscape plans for Martin Luther King Jr. Way. RSVP to [Sunny Nguyen](#) at 238-6705.



Rally & Neighborhood Walk for Literacy, Saturday, April 16, 10 am-1pm, 81st Avenue Branch Library (1021 81st Avenue at Rudsdale): Oakland's newest branch library is about to launch [Second Start](#), the Oakland Public Library's adult literacy program. The rally and neighborhood walk is design to raise awareness and attract adult literacy students and new volunteers. Please join this free event and help spread the word.

Treasures of the Missions, Sunday, April 17, 1-4 pm, Oakland Museum: Travel back in time to the era of the Spanish conquest of



California. Enjoy family friendly hands-on activities and demonstrations of ancient crafts such as basket weaving and glass making inspired the treasures on view in the [Splendors of Faith / Scars of Conquest exhibit](#).



4. Neighborhoods Speak Up at District 5 Town Hall, Record Crowds Continue



Each Town Hall attracts larger audiences. Saturday's event at St. Jarlath's Church in the Fruitvale drew close to 425 people! The collaborative spirit was inspired by the memory of Fruitvale merchant Jose "Chuy" Campos. I'm proud of our city which in times of pain pulls together as one. We honored Chuy's memory by following in his footsteps--getting involved in the community and supporting the Fruitvale merchants. Many thanks to Council Member Ignacio de la Fuente, our staffs, St. Jarlath's and [Block by Block Organizing Network](#) volunteers who worked so hard to make this such a success.

Many productive ideas came out of the break-out sessions, the proceedings will play this week on KTOP Cable Channel 10:

Economic Development

1. Making Oakland a destination for small business with marketing campaign, city events and festivals.
2. Making it easier for start ups and small businesses with technology training, streamlined permitting process, society improvements, cheaper parking and permit fees
3. Creating good jobs with benefits with financial incentives, business investment with the vendor and supplier programs.



Education

1. Funding for schools-City to work with existing lobbying efforts to support the campaign for quality education and change the state's priorities.
2. City play a role in more positive, solution-oriented dialog about our schools--bring together not just OUSD but all the other service providers to get the entire city behind our schools.
3. City develop its own plan to support the OUSD concept of full service community schools--support early education.

Health and Environment

1. Access to healthy foods.
2. Increase students' ability to learn about health and environment-community gardens, fresh produce in every liquor store.
3. Clean neighborhoods- reinstate litter patrols in Oakland.



Housing and Development

1. Old stock in need of improvement: educational programs on rehabilitation, update resources.
2. Find a way to replace redevelopment funding if it is eliminated
3. Balance high density housing with parking concerns:



improve transportation options and green considerations, traffic calming approaches.

Infrastructure

1. Potholes-allow homeowners to repair the potholes in front of their houses; EBMUC resurfacing when they make cuts on the street; maintenance on streets with high truck traffic.
2. Illegal dumping and litter-find a way to better coordinate volunteer efforts with the City.
3. Parks and Park Maintenance - same as above.



LGBTQ Empowerment

1. Inclusion of LGBT seniors in community activities to reduce isolation.
2. Outreach from City to promote Oakland as as a center for LBGTO community.
3. Volunteers from LGBTQ community in City activities.



Public Safety Group 1 (Spanish)

1. Violence
2. Drugs
3. Gangs

"It's about community and family, both have to actively work to prevent these things, not just the government."

Public Safety 2 (English)

1. Strong support for gang injunctions.
2. Strong support against gang injunctions.
3. Personal safety.



Social Justice

1. More avenues for community involvement of undocumented immigrants and second language in their communities (education, health, employment, economic)
2. Oakland take a stand as a sanctuary city against targeting of undocumented communities.
3. Offering drivers licenses and personal IDs to undocumented. *(Note-Oakland will be issuing municipal lds this summer.)*

Transportation Issues

1. Restoring and improving bus service & BART; opposing cuts to transit; use City power and Alameda CTC and MTC to advocate on behalf of Oakland city needs; consider creative funding approaches.
2. Public Safety on and accessing transit: use "universal access" and "complete streets" models.

Youth Empowerment

1. Public Safety-fund more youth activities and greater balance with funding for police.

2. Funding for youth programs-including teen centers; lower fees for rec centers; make youth centers multi-service with counseling, arts, job creation and training.
3. Increase graduation rates.

Participants are asked to meet again on **Thursday, April 28 at 7 pm at the Dimond Library** to work through these issues and see what could be addressed by the community in the short term. Check my [website on the City's website](#) later this week for the full report and video.

Photos by Howard Dykoff, Sue Piper and the Mayor.

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

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.



Budget Workshop Set for Monday, April 11, 9-5 pm. Limited Transportation to Joaquin Miller Community Center Available : My office released an 85-page report to begin the discussion about the City's budget for Fiscal Year 2011-2012. With federal and state cuts still up in the air and with key decisions on direction still needed by the Council, I am calling this a budget outline with options. The public is invited to attend the Budget Retreat at the Joaquin Miller Community Center, 3594 Sanborn Road, or to watch live streaming video on line. **To augment public transportation, the City is**

providing free, limited shuttle service. Two morning shuttles leave from City Hall at 8:15 am and 8:45 am. Pick up is in front of the Clay Street Garage, located on Clay Street and 14th Street. Two Return Shuttles will leave at 1 pm and 5 pm.

Above Explaining budget handout at the District 1 Town Hall meeting.

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 week 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.**



2011 Northern California MegaRegion Exports Summit, Friday, April 15, 7:30-2:30 p-m, Oakland Marriott-City Center:

President Obama's goal is to increase jobs by doubling exports by 2015. Oakland is one of the few ports in the nation to export about the same as we import and can play a key role. As Mayor I appoint Port Commissioners and plan at least one trade mission. To increase jobs, exports and imports I have been actively working on this annual regional summit sponsored by the Port, the City of Oakland and the Metropolitan Chamber of Commerce. I am inviting public officials from across Northern California to join businesses

for an in-depth look at the state of our regional economy. We hope to improve the organization of our export market which is increasingly selling foods, wines, small medical equipment and other exports to Asia. ["Competing Globally, Succeeding Locally"](#) will leverage expert opinions and unique access to public officials to address the implications of this new economic reality at home. To register, call 874-4800, ext. 319. (Above) Meeting with Korean business groups and federal

officials to increase trade with Korea this week.

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 or call 208-9646 to receive a copy by mail. A separate application must be submitted for each opportunity.

6. The Power of Using Your Voice

I've always believed in the power of grassroots organizing. Here are two ways your voice can count:



1. Help Change the Conversation about Head Start, so critical to give Oakland's toddlers a good start on their education: One of the City of Oakland's goals has been to achieve universal early childhood education for our youngest residents. So it was with great sadness that we saw both the state and the federal government propose devastating cuts to Head Start and the Early Childhood Centers that serve our preschoolers.

Only a few weeks ago we faced the prospect of a 22.4% cut in funding for Head Start and Early Head Start. The national conversation about our financial predicament was consistently one-sided: cut

Federal spending now -- across the board -- to balance the budget. The conversation has changed during the past several days. We are beginning to hear discussions about the wisdom of making investments now in programs like Head Start and Early Head Start that will really pay-off for our country in the long term.

It is not coincidental that in the past few days thousands of Head Start and Early Head Start parents and children in strollers visited the offices of their elected officials to talk about the importance of their programs to the economic success of their communities. It is not coincidental that many Senators and Representatives now have beautiful hand-print murals from Head Start programs hanging on their walls. And it won't be coincidental to hear dozens of Representatives and Senators reading to Head Start children in the next few weeks.

The National Head Start Association organized these events. Dollar Per Child enabled them to organize them. And they have helped change the conversation about Head Start. **Dollar Per Child needs your support now.** We have changed the national conversation with less than a Dime Per Child. Think what we could do with a Dollar Per Child! Go [here](#) and contribute now.



2. Vote and Vote Often for Oakland in the Reader's Digest "We Hear You America" Campaign. Deadline May 16:

This week I met with representatives of the *Reader's Digest* "We Hear You America" Road Trip Team. They are visiting 100 cities across the country in 100 days. Oakland was #163 on their list, (we can do better!) which was compiled from among the top green cities in the nation. I accepted a check for \$1000 which I donated to the Mayor's Mentoring Program. You can help us win up to \$40,000 for the Mentoring Program by going to www.wehearyouareamerica.readersdigest.com and voting for us-- **the more often the better!**

This is one time where it not only matters that you vote, but how often you vote!

You also have a chance to win the RV. Check it out!

7. Safe and Healthy Oakland

Organizing and Sadness in the Fruitvale:

In January I pulled together the merchants to discuss complaints about communications with the police and crime in the commercial area. On Wednesday we held the second of the quarterly meetings that I and Chief Batts have agreed to with the Fruitvale merchants. Captain Tracey spoke about the new problem solving officers. Chief Batts reported that he is asking more officers to walk several hours each week and he has assigned more to walk in the Fruitvale merchant area since the first meeting. We were pleased to note that the crime reports along International Avenue had dropped significantly since January. We set up groups to follow up on increasing the number of merchant cameras along the avenue for crime prevention and to help catch criminals. We also agreed to set up some walks around the prostitution problems (see below).

Oakland police and other City staff met with merchants on Friday, and members of the Homicide Unit have begun diligently investigating this crime. We will increase 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.

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. Congratulations to the successful Peace Conference at Merritt this weekend.

<<Explorers and Cadets pose with the Mayor this weekend.



Community Focuses on Sexual Exploitation of Children: Last week the Oakland Coalition of Organizations and others in the Eastlake area rallied to protest the visible child exploitation in the 20's of International Boulevard. The Law Corps has charged at least 3 motels in the area and will be going to hearing in May. We encourage the neighborhood to keep reporting child prostitution and to attend the hearings.

How Do I Report Prostitution Activity?

- Call our Prostitution Tip Line at (510) 238-2373.
- You can also email us at: youthandfamilyservices@oaklandnet.com

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](#).

8. Disaster Preparedness Citywide Drill on April 30th Needs Volunteers

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

9. The 25% Solution--Buy Oakland

Latino merchants near on International Blvd. near Fruitvale BART and 39th Avenue suffered a great loss with the murder of Jose "Chuy" Campos, owner of Otaez Mexican Restuarant. One way we can show our support is to shop in the neighborhood. 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.

**Consider Fruitvale/International Blvd.
(from 29th to 40th Avenue)**

The Fruitvale District is a thriving multicultural commercial area with a strong Latino identity recognized throughout the Bay Area. Community sponsored cultural events such as the annual Dia de los Muertos festival attract tens of thousands of people annually. From bridal gowns and western wear to Latino music and imported candies, a variety of specialty stores provide a truly unique shopping experience with a Latino flavor.



Bakery El Sol

3340 East 12th Street
Oakland, CA 94601
(510) 534-5397

Baked delights, from Mexican pastries to cakes, cookies, breads and rolls--all made on site. Friendly and inexpensive. Specialty tres leches cake.

El Huarache Azteca

3342 International Blvd.
Oakland, CA 94601
(510) 533-2395

Huaraches--flat corn based huarache-ike sopes or tortillas taste great! I like the unusual vegetables including squash blossoms, cactus, and corn fungus that taste like mushrooms.



Nieves Cinco de Mayo

3448 International Blvd. & 3340 East 12th Street
Oakland, CA 94601
(510) 533-6296

Unique handmade ice creams and sorbets

Ortaez Mexican Restaurant

3872 International Blvd.



Oakland, CA 94601
(510) 536-0909

Good chilaquiles and posole,



Powderface

3411 East 12th Street, Suite 134
Oakland, CA 94601
(510) 536-3223

The corner coffee and breakfast cafe with a New Orleans' twist--freshly made beignets.

Taco Grill

3340 East 12th Street
Oakland, CA 94601
(510) 534-3752

The Nieman Ranch meat and free range chicken taste is amazing

Taqueria San Jose

3433 International Blvd.
Oakland, CA 94601
(510) 533-5748

Great fast burritos, tacos and tortas

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.

10. School & Youth Events--Easter is Coming!

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/paesaauction2011> for details.

Easter Activities for the Family



- **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.

11. Circle Your Calendar.

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.

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

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 from 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 or phone 238-2362.

