



CITY OF OAKLAND

STATE OF THE CITY 2013 REPORT

Mayor Jean Quan
City of Oakland

MARCH 2014



Photo by Greg Linhares



Oakland Rising Together



Photo by Kelly Patrick Dugan



Photo by Kelly Patrick Dugan

CITY OF OAKLAND

Mayor

Jean Quan

Deputy Mayor

Sandr  Swanson

CITY COUNCIL

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Dan Kalb

District 2, Council President

Patricia Kernighan

District 3

Lynette Gibson McElhane

District 4

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District 5

Noel Gallo

District 6

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District 7, Vice Mayor

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City Auditor

Courtney A. Ruby

CITY DEPARTMENTS

Economic & Workforce Development

Finance & Management Agency

Fire

Housing & Community Development

Human Resources

Human Services

Library

Parks & Recreation

Planning & Building

Police

Public Works Agency



CITY OF OAKLAND



MESSAGE FROM THE MAYOR

Dear Oaklanders,

The great promise of a rising Oakland is no longer a prediction or a hope for next year: it's here now, taking place all around us.

In the last year we turned three game-changing, billion-dollar development projects from dreams into actions: we broke ground at the Oakland Global project at the Port, won a Chinese investor's commitment to building thousands of waterfront homes and brought the world's third-largest real estate firm to the table negotiating with the Raiders for the Coliseum City project. These projects will transform their neighborhoods and all of Oakland, opening new business opportunities and creating thousands of jobs for residents. Beyond that in 2014:

- ▶ We're going to finish the "10k" housing initiative this year and launch a new effort to build on Oakland's housing boom throughout the city, especially in transportation corridors.
- ▶ Five special economic zones are launching citywide to enable investors, developers and entrepreneurs to fast-track their projects throughout Oakland, creating more jobs and revenue.
- ▶ We will continue creating jobs for our residents, including construction, health care, entertainment, law enforcement and service jobs.



On the public safety front, in 2013 we began rebuilding our police force, training and hiring 75 officers, our first in more than four years. About 100 more will graduate this year. We grew our Ceasefire program – an Oakland-tailored adoption of a strategy proven nationwide as among the most effective violence-reduction approaches. We reorganized the police department on a geographic model to make police leadership more available and accountable to residents, and push investigators into neighborhoods. All this helped contribute to our second-largest drop in homicides in 40 years, and robberies and home burglaries continue trending down as well.

We stand now at a once-in-a-generation moment for Oakland. Our city has not always felt the full benefit of boom times in California, but this time together we can seize our opportunities. Our priority is to make sure all of Oakland benefits. We'll be working closely with our schools and other partners to build pipelines that guide our young people into these new jobs, especially residents in neighborhoods with high unemployment rates. We can break cycles of poverty and create prosperity and opportunity for everyone in our city.

The Oakland we've dreamed of is within our reach. Let's go out and build it together.

Sincerely,

Mayor Jean Quan



Public safety is Oakland’s highest priority. We made significant progress in 2013 and will build on that momentum this year and beyond. We have far more work ahead of us, but these signs are encouraging and they signal that we’re on the right track together.

MILESTONES IN 2013

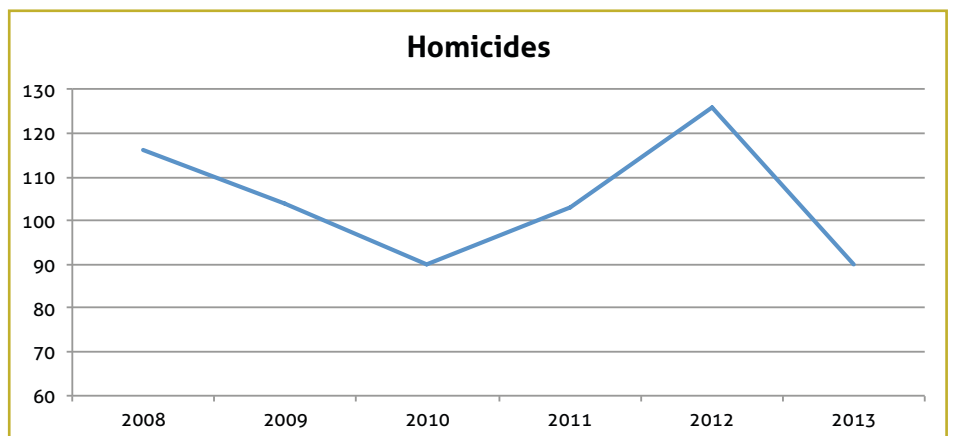
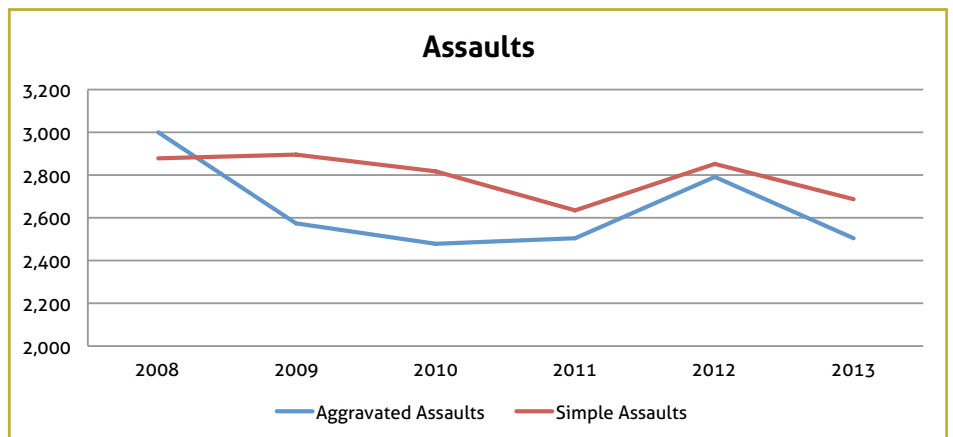
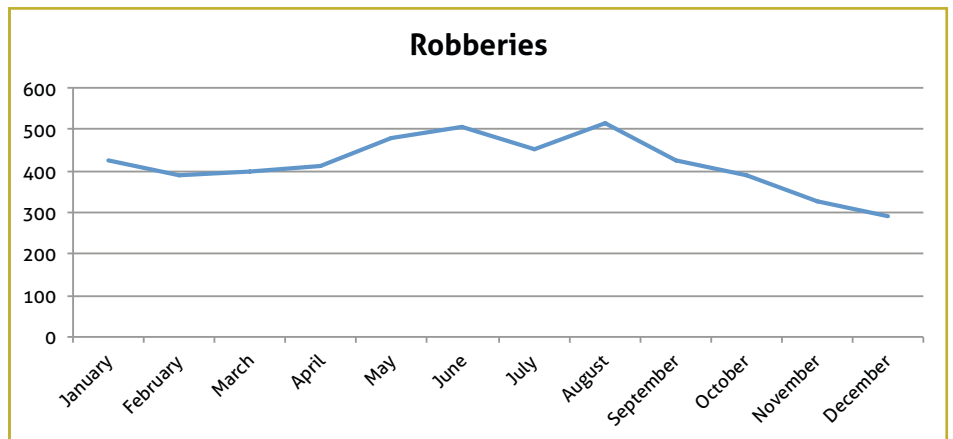
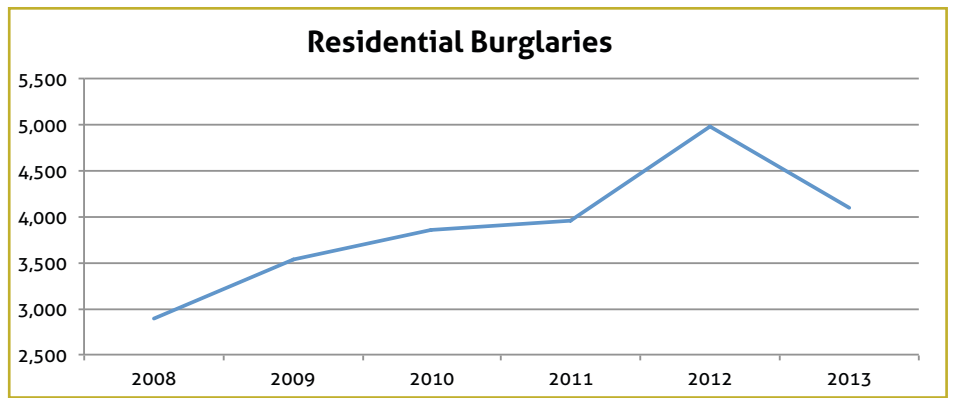
- ▶ Rebuilding OPD: After more than four years with no academies, Oakland recruited, trained and hired 75 new officers and started two more classes that will bring on about 100 more.
- ▶ Increasing accountability: OPD reorganized into five geographic areas with a captain in command of each area, pushing investigators out into neighborhoods and making police leadership more accessible and accountable to residents.
- ▶ Proven strategy: Oakland increased its commitment to Ceasefire, a nationally-proven strategy at the forefront of successful violence reduction. This data-driven approach is a true partnership among law enforcement agencies, human services and faith and community leaders, all focused on the most violent groups and individuals in the city.
- ▶ Growing partnerships: In addition to putting partnerships center stage with Ceasefire, Oakland has also strengthened its work with state and federal law enforcement. For the third time in a row, we won the nation’s largest federal grant award for additional police officers. And our work with the California Highway Patrol and federal law enforcement is stronger than ever.
- ▶ Diverse recruits: Our new officers look more like Oakland than ever before. Our graduates last year were mostly people of color; about half spoke a second language; and we’re growing the number of women and members of the LGBTQ community who join the force. We’ve also increased the size and frequency of our academies to hire new officers more quickly.
- ▶ Reduced crime: These strategies are working. Home burglaries dropped by 18% in 2013; shootings dropped by 16%; and homicides dropped by 28%, the second-largest decline in four decades. All but two categories of crime dropped, and those that didn’t – robberies and auto thefts – are on their way down now.
- ▶ Increased reform: Mayor Quan, City Administrator Deanna Santana and Police Chief Sean Whent built steam as the police department nears the finish line implementing

court-ordered reforms to strengthen constitutional policing and help build trust and respect between the police force and the community it serves. Progress in the last several months has been the most consistent and swift in many years and only a handful of the 52 reforms remain.

- ▶ Ending station closures: Due to budget necessities Oakland had been closing two fire stations per week on a rolling basis. That number was cut to one in 2013 and the brownouts will be eliminated entirely in July 2014.

GOALS FOR 2014

- ▶ Increase staffing: Oakland will tackle the challenge on many residents' minds: how do we get to the number of police officers we need? The current budget is funded to reach 700 officers by June 2015, building toward Mayor Quan's goal of 900. Attaining that goal will require determination and teamwork among the administration, the City Council, the Oakland Police Department, state and federal partners and Oakland residents and voters. The fire department will also hire 25 new recruits in 2014.
- ▶ Building on progress: Oakland Ceasefire has proved incredibly effective in the neighborhoods where it's most strongly implemented. Bolstering the strategy and increasing its resources are critical to building on that success and ensuring that residents feel that increased safety throughout all of Oakland.
- ▶ Completing reform: Court-ordered reforms to the police force can be completed in 2014, which will begin the process of ending direct federal oversight and more fully demonstrating that OPD is an accountable, effective, forward-thinking police department.





ECONOMIC DEVELOPMENT



Coliseum City

Oakland is entering an historic, once-in-a-generation period of economic development. Together we've been able to take billion-dollar, game-changing development proposals that sat dormant for years and turn them into real projects, with shovels hitting the dirt and jobs coming online.

The City's responsibilities now are two-fold: we have to make sure Oakland takes full advantage of this period of tremendous growth and investment, and we have to make sure that all of Oakland gets to share in the opportunities.

MILESTONES IN 2013

- ▶ Oakland Global, a public-private partnership to develop the former Oakland Army Base, finally launched work, breaking ground in November. The \$500 million first phase of work will help make the Port of Oakland – already the nation's fifth busiest container port and its top exporter of agricultural goods – more competitive worldwide. The full project is estimated at about \$1.5 billion and will produce thousands of construction and permanent jobs, with historic local-hire requirements ensuring that 50% of those jobs must go to Oakland residents.
- ▶ Colony LLC, the world's largest privately-held real estate firm came to Oakland to begin negotiating investment in Coliseum City, an ambitious development project that would transform an entire region of East Oakland. The Oakland Raiders are at the table now in talks about building a new stadium. The team would be the anchor tenant for a project that would expand to include restaurants and night life, waterfront housing, tech campuses and as many as three new sports facilities, depending on decisions by the Oakland Athletics and the Golden State Warriors.
- ▶ Chinese investor and developer Zarsion Holdings committed \$1.5 billion to building the similarly long-dormant Oak to Ninth development, now known as Brooklyn Basin. The project will ultimately build 3,100 waterfront housing units – including 400 designated as affordable housing – as well as plentiful retail and park spaces. This project will also feature strong local hire agreements. The investment has kickstarted a gold rush of investor interest in Oakland, shattering investors' hesitation and spurring a new era of investment.

▶ A potential new sports facility neared reality at Howard Terminal, a huge plot of land next door to Jack London Square. A group of local business leaders put forward a proposal to take site control and begin developing the property, a proposal that will be considered soon by the Port Commission. If the plan is approved, it will complete the commitment Mayor Quan made to offer the A's and Major League Baseball two viable, exciting sites for a new ballpark: the Coliseum City development and the Howard Terminal site.

▶ Oakland is doing its part to bring more housing – including affordable opportunities – to the Bay Area. Currently, we have 11 major housing developments under construction that will generate 1,000 new units, representing \$100+ million in investment. Another 15 major developments are in the pipeline that will bring 7,500 more units. We will complete the 10K Initiative this year and launch a new effort citywide, especially along transit corridors.

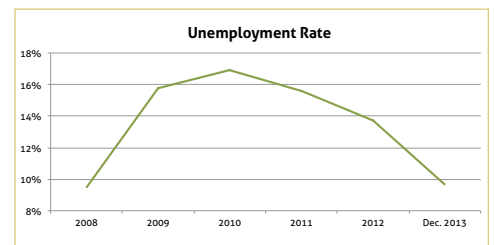
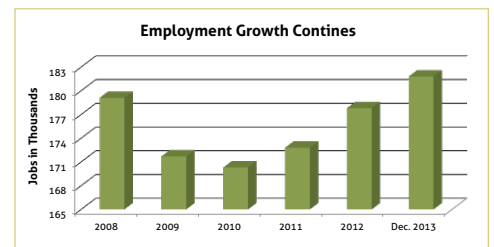
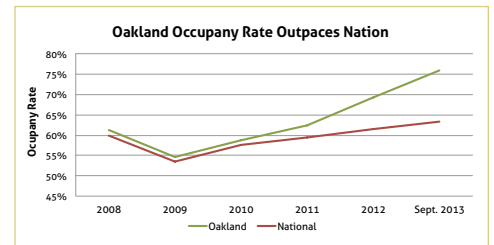
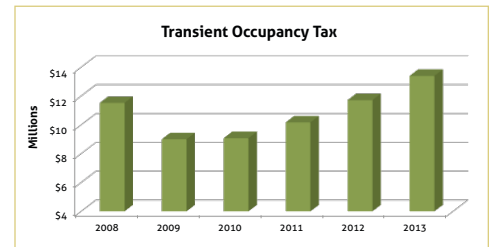
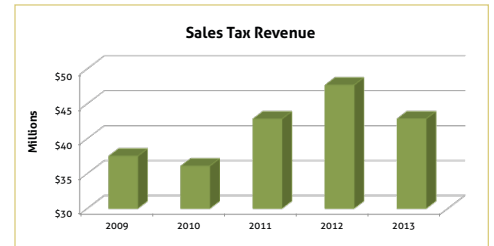
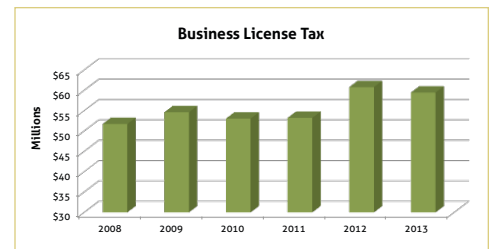
▶ Thanks in part to our city's growing innovation and tech sectors, employment in Oakland has returned to pre-Recession levels. Unemployment rates have mirrored the local economy's recovery; in December 2013, unemployment was down to 9.7%, a drop of nearly half since peaking at 17% in 2010.

- In 2013, 25 major businesses opened in downtown Oakland alone, including 18 restaurants, creating hundreds of jobs. As of February 2014, another 40 major businesses have opened or are under construction, with more on the way.
- More than 4,000 jobs were added in 2013, many in innovative sectors like technology, advanced manufacturing and cleantech, including a growing cluster of solar power companies in the bustling Jack London district.

- Most importantly, the City, OUSD, community colleges and local nonprofits are working across a wide spectrum of growth industries to ensure that Oakland's residents and young people get the information, training and support they need to access these jobs.

GOALS FOR 2014

- ▶ Jobs Pipeline: A central priority for Mayor Quan's administration is to ensure that residents of low-income and high-unemployment neighborhoods are able to access the thousands of jobs that are being created in this robust period of growth and development. We have to work together to build pipelines that prepare residents in the skills and qualifications they need to apply for those jobs, and create clear pathways for residents to access them.
- ▶ The long-in-the-works Foothill Square shopping center will open in East Oakland, providing residents with a bank branch and a grocery store for the first time in years and creating hundreds of jobs.
- ▶ We'll continue rolling out our five "specific plan" areas across Oakland where staff have begun EIRs and laid the groundwork that will enable that will provide broad CEQA coverage for new housing development. These include:
 - Broadway/Valdez Specific Plan (retail and mixed-use development)
 - Lake Merritt Station Area Plan
 - West Oakland Specific Plan
 - Coliseum Area Specific Plan
 - Central Estuary Plan
- ▶ Oakland International Airport will begin serving in May new nonstop flights to and from Europe, beginning with flights to and from Stockholm, Sweden and Oslo, Norway.





INNOVATIVE, SUSTAINABLE CITY



Oakland is often a national leader in innovation on several fronts, including environmental practices, bold new partnerships and creating better quality of life for residents across a broad spectrum.

MILESTONES IN 2013

- ▶ We replaced all 30,000 streetlight bulbs with LED bulbs that burn brighter, cleaner, longer and cheaper. That means safer streets at a lower cost to the City and less waste for the environment, plus \$3 million in PG&E rebates.
- ▶ With a fellowship from Code for America the City launched its RecordTrac app, a free and effective new way to process public records

requests – helping make Oakland government more accessible and transparent than ever.

- ▶ The Oakland Fire Department dramatically shortened its response time to calls of illegal materials being dumped in Oakland – from often as much as month down to a 48-72 hour window.
- ▶ To report potholes and other needs to the Public Works Agency, the free SeeClickFix phone app is now multilingual and allows residents to report issues around the clock; more requests for service are being processed.
- ▶ The Department of Human Services' work with its partners to get youth coming out of the juvenile justice

system back into school was named a National Innovative Practice by the Department of Justice.

- ▶ Human Services also took big strides to better serve the LGBTQ community, improving self-reporting forms to allow clients to self-identify in new ways. This will be critical to evaluating demand for and effectiveness of services to the LGBTQ community.
- ▶ Rapid Rehousing is a progressive new model for stabilizing the homeless population is bypassing shelters and moving people straight into long-term housing with wraparound services. The approach is working: more people are staying housed and the strategy is helping secure HUD funding.

CODE *for* AMERICA

- ▶ Love Our Lake Day celebrated the opening of Lake Merritt Boulevard as a milestone in Measure DD infrastructure projects uniting Oakland around the lake we all love.

- ▶ Mayor Quan and the City Council invested \$2.8 million in growing revenues to fund more workers cleaning neighborhoods of graffiti, illegal dumping and blight.

- ▶ The Savoy project combined two former SRO hotels in a development with 100 studios that house low-income and recently homeless residents. The project was named in Gizmodo's 2013 list of 7 Smart New Affordable Housing Projects Making Cities Stronger.

- ▶ The Housing Assistance Center opened its doors in February and has already served more than 2,500 residents in crisis. It is a portal for one-stop housing services and also serves as a laboratory for agencies engaged in housing issues to innovate solutions to emerging housing trends.

- ▶ Oakland launched the first-of-its-kind Municipal ID and Prepaid Debit Card program to enfranchise residents without state-issued ID and the unbanked population. More than 4,100 people have received cards so far and New York City is examining the program as a model.



100 Resilient Cities



100 RESILIENT CITIES
CENTENNIAL CHALLENGE
An initiative of the Rockefeller Foundation

GOALS FOR 2014

- ▶ The City is continuing to work with the Rockefeller Foundation on the 100 Resilient Cities program, working with other regional cities and partner cities across the world to develop resilience in the face of potential disasters such as a major earthquake, as well as ongoing concerns including the impacts of global climate change.
- ▶ Oakland is taking a leadership role in the National League of Cities' work to promote and encourage achievement for young men of color and reduce violence in their communities.
- ▶ State funding for senior services could be at risk in the coming year and Oakland will continue work thoughtfully and aggressively to protect them.
- ▶ The city will bolster and improve its work to prevent and mitigate foreclosures.
- ▶ We will continue with our community development initiative for International Boulevard, working to revitalize the area without displacing longtime residents and businesses.
- ▶ Affordable housing staff – which were protected by City leaders against threatened state funding cuts – will finish projects totaling 700 units of affordable housing that otherwise could have been lost.
- ▶ As Oakland develops new housing projects for our growing population, the administration will prioritize housing for a range of low-income and middle-class units.
- ▶ Mayor Quan will work with the City Council to promote innovative means of partnering with Oakland schools and other youth services to help build better lives for children.



New LED streetlights



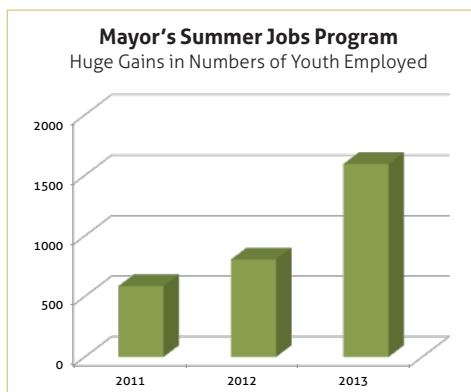
SUPPORTING SCHOOLS AND YOUTH



As Oakland enters this exciting time of opportunity, Mayor Quan’s administration is determined that we have to provide better education, job training and employment to young people in neighborhoods that have historically been left out of economic growth.

Our focus this year will be on building those pipelines to ensure that all our neighborhoods share in Oakland’s rise.

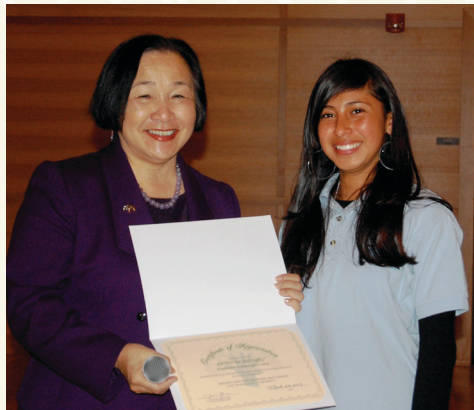
- ▶ Police recruitment is expected to continue for years to come as we build toward our goal of 900 officers. The administration and OPD are working to encourage residents to apply for those high-paying jobs, including a partnership with Merritt College that will provide direct interaction with city police officers and give students support
- ▶ We’ll be building similar pipelines for jobs in growing industries including the health care and construction fields.



- ▶ We will continue building the Linked Learning partnership to close the high school achievement gap and prepare young people for jobs, in partnership with the Oakland Unified School District, Peralta Colleges, Oakland Community Organizations and the East Bay Asian Youth Center.
- ▶ Mayor Quan has increased resources and focus to recruit mentors for Oakland youth.
- ▶ Funding for the Mayor’s Summer Jobs Program is already on the rise, as this growing program is drawing interest from community and youth groups citywide. In 2013 the program funded jobs for more than 1500 young people, growing by half over the previous year.

2013 ACCOLADES

- ▶ #1 Turnaround Town, California Association of Realtors
- ▶ America's Most Exciting City, Movoto.com, May 2, 2013
- ▶ Oakland Among 15 Top Cities for Tech Startups - National Venture Capital Association, February 13, 2013
- ▶ America's Hottest Housing Market - 24/7WallSt.com, August 8, 2013
- ▶ Oakland Running Festival named "Best Marathon" in Pacific West Region, Competitor Magazine
- ▶ 6th Best Rising Star Destination - The Huffington Post, December 2013
- ▶ Oakland Ranked Among the 10 Most Liked Cities in the U.S. - Money Journal, November 2013
- ▶ America's 5th Most Hipster City - The Thrillist, November 2013
- ▶ City of Oakland ranked #35 on North America's 2013 Government Green Fleet List - Governing Magazine, November 2013
- ▶ Oakland ranked 9th Most Walkable City in the U.S. - Walk Score, November 2013
- ▶ Top City for Dance Fitness Activities - Facebook, July 9, 2013
- ▶ 4th Most Diverse City in America - NerdWallet, July 8, 2013
- ▶ Oakland, Calif., Has Never Been Better: Here Are Ten Reasons Why - The Huffington Post, June 11, 2013
- ▶ #4 Among Top 20 Urban Destinations with Nature Opportunities - TravelNerd, May 13, 2013
- ▶ Oakland's Merritt Crossing Senior Apartments among Top 10 Examples of Green Design - American Institute of Architects, April 22, 2013
- ▶ Second Best California City For Singles - Movoto, April 23, 2013
- ▶ Oakland Ranked as Greenest City in U.S. - SheKnows.com, April 15, 2013
- ▶ Oakland's Upper Rockridge Census Tract Top Creative Class Location in the San Francisco Metro Area - The Atlantic Cities, April 1, 2013
- ▶ Ten Best Cities To Have a Dog - NerdWallet, March 25, 2013
- ▶ Oakland Among 5 best markets to sell a home - CNN/Money, March 14, 2013
- ▶ #10 Most Walkable City in America - America Walks, February 2013
- ▶ Oakland Ranked Among Top 12 ArtPlaces in the Nation - ArtPlace, January 7, 2013
- ▶ Gayest Cities in America, 2013 - The Advocate, January 2013





CITY OF OAKLAND

HELPFUL CONTACTS

► MAYOR

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► OAKLANDERS ASSISTANCE CENTER

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www.oaklandnet.com
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TTY: 238-3254
Fax: 238-6294 or 238-7420

The Oaklanders Assistance Center facilitates access for the citizens of Oakland, at the direction of the Mayor, by providing immediate, empathetic, multi-lingual assistance with their inquiries, service requests, comments, and concerns.

► PUBLIC WORKS

Report a pothole or other public works issue.
Phone: (510) 615-5566
Email: **pwacallcenter@oaklandnet.com**

Online: **seeclickfix.com/oakland**
or use the free SeeClickFix app from your smartphone

► OAKLAND POLICE DEPARTMENT

Emergency (using landline):
9-1-1

Emergency (using cellphone):
(510) 777-3211

Non-Emergency:
(510) 777-3333

Crime Stoppers of Oakland:
(510) 777-8572

OPD Sexual Assault Tip Line:
(510) 637-0298

Gun Tip Line:
(510) 535-GUNS or **(510) 535-4867**
(tips may be made anonymously)

Homicide Tip Line:
(510) 238-7950
(tips may be made anonymously)

For certain types of crime, you can file an online Citizen Crime Report – search for the link from the main **oaklandnet.com** page. The online system allows you to get an Original Report Number (police report case number) and print a copy of the report.

All other crimes should be reported on the OPD non-emergency line:
(510) 777-3333.

Use your address to confirm who your Problem-Solving Officer and local Captain are by going online to **mappgis.oaklandnet.com/PoliceDistricts**

