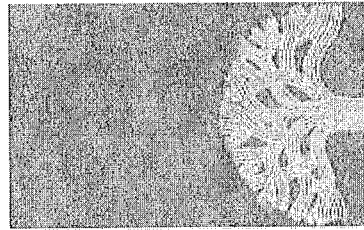


Hamilton, Harry

From: Hamilton, Harry
Sent: Monday, March 02, 2015 4:02 PM
Subject: Release: Oakland's Minimum Wage Law Takes Effect Today

To view this release as a PDF, please visit <http://www2.oaklandnet.com/w/OAK051915>.



News from: **City of Oakland**

FOR IMMEDIATE RELEASE

March 2, 2015

Oakland's Minimum Wage Law Takes Effect Today

Oakland, CA — Oakland's new employment law, Measure FF, is a voter-enacted ballot measure that passed with an 82% majority in November 2014. Effective March 2, 2015, this new employment law raises the minimum wage from \$9 to \$12.25/hour, requires employers to provide paid sick leave and requires payment of service charges to hospitality workers who provide the service. To assist both employers and employees, the City of Oakland has created a comprehensive web page at oaklandnet.com/minimumwage with resources to help implement the new law.

Media Contacts:

Karen Boyd
Citywide Communications
Director
510-238-6365
kboyd@oaklandnet.com

Erica Derryck
Director of Communications
Office of Mayor Libby
Schaaf 510-238-7072
ederryck@oaklandnet.com

"Oaklanders' overwhelming support for raising the minimum wage clearly indicates our community's desire for workers in Oakland to earn a fair wage," said Mayor Libby Schaaf. "While there will be initial challenges as we implement this measure, in the long run Oakland families, businesses and our wider community will be stronger because we made this important investment in our workers."

The new employment law has three key provisions.

Minimum Wage Increase

Measure FF raises the minimum wage in Oakland to **\$12.25 on March 2**,

2015. Employees who perform at least two hours of work in a particular workweek within Oakland – including part-time, temporary and seasonal employees – must be paid at least the minimum wage. The ordinance also increases the minimum wage corresponding to the prior calendar year’s increase, if any, in the regional Consumer Price Index (CPI).

Paid Sick Leave

Measure FF requires employers to provide paid sick leave to any employee who performs at least two hours of work in a particular workweek within Oakland. Employees shall accrue one hour of paid sick leave for every 30 hours they work. Employers may cap accrued paid sick leave earned by an employee at 40 hours for small businesses (fewer than 10 workers) and at 72 hours for other employers. Employers may set a higher cap or no cap at all. Employees may use paid sick leave for the employee’s own illness or injury, or to care for family members or other designated persons as defined by the ordinance.

Service Charges

Measure FF requires that hospitality employers (such as hotels, restaurants and banquet facilities) who collect service charges from customers must pay the entirety of those charges to the hospitality workers who performed those services for which the charge was collected.

How Measure FF Benefits Oakland

Passed by 82% of Oakland voters, Measure FF represents the strong desire of Oakland residents to join jurisdictions across the country in ensuring that workers in Oakland have the ability to support and care for themselves and their families by increasing the minimum wage and making provisions for paid sick leave.

By creating these enhancements for workers and their families, the measure supports long-term business growth through the creation of a more stable and ultimately more productive Oakland-based workforce. It also allows employers to compete for talent with areas that are already paying higher wages, and will result in a workforce that is invested in Oakland because employees can live where they work.

Support Oakland Businesses, Support Oakland Workers

As local businesses are adjusting to this change, it’s important to support our dynamic local business community and in turn support Oakland workers. Shop in

Oakland stores, dine at Oakland restaurants, visit Oakland cafes, stay in Oakland hotels and hire Oakland companies.

On oaklandnet.com/minimumwage, businesses can find a link to materials developed by community partners to get the word out and encourage the community to Support Oakland Workers and Support Oakland Businesses. These posters and postcards help the public understand the importance of supporting local businesses as the new employment law takes effect.

What Oakland Employers Need to Do

To comply with Measure FF, Oakland employers – and employers whose employees work at least two hours in a particular work week in Oakland – should adjust hourly wages for employees earning less than \$12.25 per hour; update sick leave, vacation and paid time off policies to ensure that policies comply with the new law; prepare and distribute notices to employees of the new minimum wage, sick leave and hospitality service charge laws; and provide notices in languages spoken by more than 10% of employees and prominently post in areas where they will be seen by all employees.

The City's Role in Measure FF

To successfully enact this voter-mandated initiative, the City of Oakland is dedicating resources to offer support and guidance to the business community, workers and the public. Beginning in FY 2015-16, the City expects to spend a total of \$1.37 million to implement the minimum wage increase. The costs would include \$135,000 for an employee to administer and help enforce the minimum wage and up to \$30,000 for education and outreach material. The City's own payroll costs (all funds) will increase by \$1.2 million in FY 2015-16 to cover part-time employees who are currently below the new minimum wage and to address wage compaction for those employees just above \$12.25.

This figure does not include indirect costs associated with many existing staff members that have dedicated time to the implementation of the new minimum wage law since voters approved Measure FF in November 2014.

Outreach undertaken to educate both employers and employees include an informational letter in three languages included in business tax renewal mailings, distribution of 20,000 postcards throughout the community, ongoing social media

posts, advertising in select newspapers including non-English outlets, a series of informational slides on the City's television station KTOP TV 10 and more than a dozen informational briefings for the public in February and March.

Frequently Asked Questions and Clarifying Regulations

To assist employers and employees to better understand the new employment law, the Office of the City Attorney has issued a memorandum that answers frequently asked questions. Like other FAQs issued by the Office of the City Attorney, this is a general guide and resource, and does not constitute legal advice.

To further assist in the implementation of the new employment law, the Oakland City Council passed Resolution 85423 C.M.S. on February 19, which provides clarifying interpretation.

Both documents are found at oaklandnet.com/minimumwage.

Resources for Employers

Employers must post and give written notification of these rights to each current employee and to each new employee at time of hire. In some cases, notice must be given in languages other than English. To assist with this notification, the City has created posters in English, Spanish and Chinese. These posters can be downloaded from oaklandnet.com/minimumwage.

Employers are prohibited from discharging, reducing compensation or otherwise discriminating against any person who makes a complaint under the ordinance.

Business owners who need a referral to a service provider for additional assistance with the new employment law or general business technical assistance should contact the City of Oakland's Business Assistance Center at oaklandbac.com, (510) 238-7952 or oaklandbac@oaklandnet.com.

The City will host ongoing Informational Briefings for employers. The following briefing meetings are free and open to the public.

Wednesday, March 11, 8:30-10:30 a.m.
Business Informational Meeting at Heartlands Merchants Association
Mills College, Public Safety Room, 5000 MacArthur Boulevard

Thursday, March 12, 3:00-5:00 p.m.

Business Informational Briefing for Chinese Speaking Employers (co-hosted by Oakland Chinatown Chamber of Commerce)
Peony Restaurant, 388 9th Street #288

Thursday, March 19, 6:00-8:00 p.m.

Business Informational Briefing Spanish Speaking Employers (co-hosted by the Hispanic Chamber of Commerce)
Fruitvale – San Antonio Senior Center, 3301 E. 12th Street #201

Additional briefings are being planned. Please check oaklandnet.com/minimumwage for the latest roster of events.

Resources for Employees

If you believe that your employer is not paying you the voter-mandated minimum wage and providing paid sick leave, you can hire an attorney to file an action against your employer or contact the City of Oakland's Contracts & Compliance office at (510) 238-6258 or minwageinfo@oaklandnet.com.

The Employee Questionnaire & Declaration Form to use to file a complaint with the City is available at oaklandnet.com/minimumwage.

Employers are prohibited from discharging, reducing compensation or otherwise discriminating against any person who makes a complaint under the ordinance.

More Resources Available Online

The City of Oakland has created a web page dedicated to providing up-to-date information, tools and resources for employers and employees needing information about this new employment law. Go to oaklandnet.com/minimumwage to find:

- A calendar of upcoming informational briefings for employers (including three sessions this month)
- Frequently Asked Questions (FAQs)
- Legally mandated notification posters for the workplace in English, Spanish and Chinese
- Tools and resources for employers, including partner organizations that offer technical assistance and legal resources
- Measure FF ballot measure language

If after visiting oaklandnet.com/minimumwage, employers or employees have questions or need additional assistance, they should call (510) 238-6258 or email minwageinfo@oaklandnet.com. Kindly provide your name and telephone number as well as business name and address in your message. City staff will respond to questions and provide additional information.

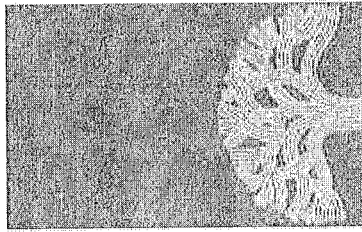
As cities and states across the nation understand the need to pay workers a wage that will allow them to provide for themselves and their families, Oakland voters spoke at the ballot box by resoundingly passing Measure FF in November 2014. In neighboring San Francisco, Proposition J will raise their minimum wage to \$12.25 on May 1, 2015, and continue with stepped increases up to \$15 on July 1, 2018. Similarly, the Emeryville City Council has begun drafting an ordinance to raise their City's minimum wage to potentially as high as \$14.42.

#

Hamilton, Harry

From: Hamilton, Harry
Sent: Tuesday, March 03, 2015 11:49 AM
Subject: Release: Mark Sawicki Joins the City of Oakland as Director of Economic & Workforce Development

To view this release as a PDF, please visit <http://www2.oaklandnet.com/w/OAK051933>.



City of
OAKLAND
California

News from: Office of the City Administrator

FOR IMMEDIATE RELEASE

March 3, 2015

Mark Sawicki Joins the City of Oakland as Director of Economic & Workforce Development

Oakland, CA — Mark Sawicki has joined the City of Oakland as Director of Economic & Workforce Development. In this role, Mr. Sawicki will lead a department of 50 staff working on significant real estate projects and negotiations; business attraction, retention and expansion efforts; implementation of job training programs, including oversight of the Oakland Workforce Investment Board; and on the City's marketing and public art initiatives. He will be a key member on the City's team that is advancing major projects such as the Coliseum City plan.

Media Contact:

Harry Hamilton
Public Information Officer
510-238-2107
hhamilton@oaklandnet.com

"I am excited to have Mark Sawicki join the City of Oakland in this critical leadership position," said Mayor Libby Schaaf. "Mark has a proven track record attracting investment to cities and deep experience in both the private and public sectors. Both skill sets will help Mark make significant inroads on behalf of Oaklanders. I look forward to working with him to grow our economy, increase revenues and create jobs in Oakland."

Mark has more than 30 years of experience in both the private and public sector. Most recently, he was the Community & Economic Development Director at the City of Vallejo, directing the city's Economic Development, Real Estate Asset Management, Planning and Building divisions, as well as the Successor Agency to the city's former Redevelopment Agency. He oversaw the continuing redevelopment and reuse of the former Mare Island

Facebook: CityofOakland

Twitter: @Oakland

Naval Shipyard, downtown and waterfront revitalization efforts, as well as business attraction and retention programs.

Prior to his position in Vallejo, Mark served as the Economic Development & Housing Manager for the City of San Carlos, where he developed and implemented an Economic Development Strategy, developed a marketing and branding campaign for the city, and led negotiations on large development projects including transit-oriented, mixed-use projects in the downtown.

Mark previously worked in the private sector as a managing consultant at Seifel Consulting in San Francisco, providing real estate, economic and redevelopment advisory services to cities, counties and redevelopment agencies across California. In his earlier career, he was Chief Financial Officer and co-founder of a startup business that grew to over 100 employees, and was an asset manager for a \$275 million national portfolio of real estate investments.

Mark holds a Masters in Public Policy from the Goldman School of Public Policy at UC Berkeley and a Bachelor of Science degree in Finance from New York University. He served four years on the City of Berkeley Housing Advisory Commission and was a visiting instructor in public policy at Mills College in Oakland.

The Department of Economic & Workforce Development includes staff across four divisions: Project Implementation, Economic Development, Workforce Development and Cultural Arts and Marketing.

#

Hamilton, Harry

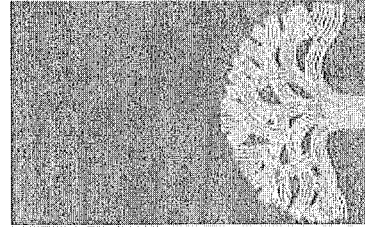
From:
Sent:
Cc:

Hamilton, Harry
Thursday, March 05, 2015 3:44 PM

'cecheverria@UNIVISION.NET'; 'newstips@ktvu.com'; 'newstips@nbcbayarea.com'; 'assignmentdesk@kron.com';
'newsdesk@kpix.com'; 'abc7listens@kgo-tv.com'; 'angelina@ktsfnews.com'; 'noticias14@univision.net'; 'dana.hahn@ktvu.com';
'stephanie.adrouny@nbcuni.com'; 'raul.ayrala@nbc.com'; 'sanfrancisco@ap.org'; 'baycitynews@pacbell.net';
'bcnebay@pacbell.net'; 'martz@bayareanewsgroup.com'; 'metro@sfchronicle.com'; 'chjohnson@sfchronicle.com';
'pmatier@sfchronicle.com'; 'aross@sfchronicle.com'; 'Robert.Gammon@eastbayexpress.com'; 'hmasler@oaklandchamber.com';
'eleanor@theglobenewspapers.com'; 'info@postnewsgroup.com'; 'goodnewspc@aol.com'; 'ssymanovich@bizjournals.com';
'btorres@bizjournals.com'; Munson, Michael; 'kcbsnewsdesk@cbs.com'; 'producers@kgoradio.com';
'knewnews@clearchannel.com'; 'kiji1010@gmail.com'; 'nishat@youthradio.org'; 'assignmentdesk@kqed.org';
'news@kalx.berkeley.edu'; 'equipo8@pacbell.net'; 'news@kpfa.org'; 'morningshow@kpfa.org'; 'angela.lynn.hart@gmail.com';
'mihir.a.zaveri@gmail.com'; 'mernit@gmail.com'; 'howarddy@gmail.com'; 'troy.flint@ousd.k12.ca.us'; 'noticias14@univision.net';
'jtello@univision.net'; 'mrodriguez2@univision.net'; 'manager@kftl.com'; 'kmtpgm@pacbell.net'; 'kmtpgm@pacbell.net';
'pxnino@telemundo.com'; 'pilar.nino@nbcuni.com'; 'raul.ayrala@nbcuni.com'; 'raul.ayrala@nbc.com'; 'newstip@ktsftv.com';
'angelina@ktsfnews.com'; 'bohemia@ix.netcom.com'; 'bohemia@ix.netcom.com'; 'darren@visionhipanusa.com';
'elena@VisionHispanaUSA.com'; 'maria.mejia@elmsajero.com'; 'hmoales@el-observador.com'; 'spanish.editor@el-
observador.com'; 'editor@accionlatina.org'; 'editor@indiawest.com'; 'onee@koreadaily.com'; 'mail@nikkeiwest.com';
'editor@singtaousa.com'; 'vnnb@vietnamdaily.com'; 'vnews3@aol.com'; 'editors@chinesenews.com'; 'jeanquan4@gmail.com';
'linda@openhood.org'; 'RSwan@sfchronicle.com'

Advisory: 7th Street Oakland Walk of Fame Unveils First of 88 Plaques

Subject:



City of
OAKLAND
California

News from: **The City of Oakland**

MEDIA ADVISORY

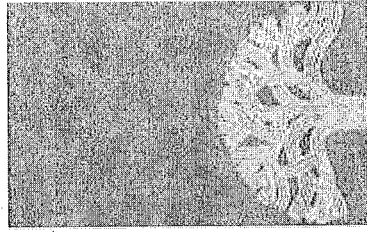
March 5, 2015

7th Street Oakland Walk of Fame Unveils First of 88 Plaques

Oakland, CA — The first phase of commemorative plaques for “**The Music They Played on 7th Street Oakland**” Walk of Fame installation have been installed. The Walk of Fame highlights the tremendous musical heritage of 7th Street, heart of a thriving African American

Hamilton, Harry

From: Hamilton, Harry
Sent: Thursday, March 05, 2015 5:57 PM
Subject: Advisory: Today Mayor Schaaf and Council President McElhaney unveil 88 plaques on 7th Street Oakland Walk of Fame



City of
OAKLAND
California

Media Contact:

Harry Hamilton
Public Information Officer
(510) 238-2107
hhamilton@oaklandnet.com

News from: The City of Oakland

MEDIA ADVISORY

March 6, 2015

7th Street Oakland Walk of Fame Unveils First of 88 Plaques

Oakland, CA — The first phase of commemorative plaques for “The Music They Played on 7th Street Oakland” Walk of Fame installation have been installed. The Walk of Fame highlights the tremendous musical heritage of 7th Street, heart of a thriving African American entertainment district from the 1940s to the 1980s.

Phase one of the Walk of Fame includes 88 plaques that have been installed on the sidewalk along 7th Street in front of the West Oakland BART station. This one-of-a-kind Walk of Fame commemorates the musical legacy of the most popular street for blues, jazz and gospel entertainment on the West Coast and those individuals that were a part of that vibrant history.

The plaque installation is the public art component of the Master Streetscape Plan for 7th Street, intended to restore the traditional role of the thoroughfare as a local commercial and cultural center for the West Oakland community. The plan also strengthens the street’s historical identity as a transportation hub through pedestrian, bicycle and transit improvements around the West Oakland BART.

What: Unveiling of the first “The Music They Played on 7th Street Oakland” Walk of Fame plaques

Where: 7th Street between Center and Chester Streets, Oakland, CA
(outside of West Oakland BART station)

When:
a.m.

Friday, March 6, 2015, 11:30

Who:

Mayor Libby Schaaf, Council President Lynette Gibson McElhaney and Walk of Fame Founder Ronnie Stewart

Why:

Honor the accomplishment and hard work of the Bay Area Blues Society who helped curate and create the walk of fame

Find out which musical legends that played on 7th Street will be honored with plaques

Hear plans for funding phase two for the next round of plaques

Learn about the rich musical history of West Oakland

#

Hamilton, Harry

From: Hamilton, Harry
Sent: Friday, March 06, 2015 9:18 AM
To: 'Pamela Lewis-Turntine'
Subject: RE: Advisory: Today 11:30 am Mayor Schaaf and Council President McElhaney unveil 88 plaques on 7th Street Oakland Walk of Fame

Many thanks!

Harry Hamilton
Public Information Officer
City of Oakland
1 Frank H. Ogawa Plaza, 9th Floor
Oakland CA 94612
510-238-2107
510-238-6341 (fax)

Oakland Among the Top 10 U.S. destinations for 2015 - Lonely Planet, December 10, 2014

Among The 15 Hottest American Cities For 2015 - Business Insider, November 2014

No. 6 among Top 20 US Cities for Tech Startup Funding - National Venture Capital Assoc., October 2014

Other recent accolades at <http://www2.oaklandnet.com/News/OAK033058>

From: Pamela Lewis-Turntine [<mailto:pturntine@bayareanewsgroup.com>]

Sent: Friday, March 06, 2015 9:13 AM

To: Hamilton, Harry

Subject: Re: Advisory: Today 11:30 am Mayor Schaaf and Council President McElhaney unveil 88 plaques on 7th Street Oakland Walk of Fame

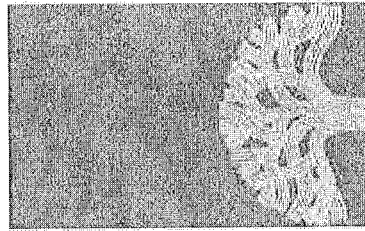
I'm sending both a reporter and photographer.

On Fri, Mar 6, 2015 at 8:55 AM, Hamilton, Harry <HHHamilton@oaklandnet.com> wrote:

Good morning, Pamela!

I'm hoping an Oakland Tribune photographer and/or reporter can join us as we mark this important public art project that celebrates West Oakland's rich musical heritage.

Thanks for your consideration.



News from: **The City of Oakland**

MEDIA ADVISORY

March 6, 2015

7th Street Oakland Walk of Fame Unveils First of 88 Plaques

Oakland, CA — The first phase of commemorative plaques for “The Music They Played on 7th Street Oakland” Walk of Fame installation have been installed. The Walk of Fame highlights the tremendous musical heritage of 7th Street, heart of a thriving African American entertainment district from the 1940s to the 1980s.

Media Contact:

Harry Hamilton

Public Information Officer
(510) 238-2107

hhamilton@oaklandnet.com

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The plaque installation is the public art component of the Master Streetscape Plan for 7th Street, intended to restore the trail role of the thoroughfare as a local commercial and cultural center for the West Oakland community. The plan also strengthens the street's historical identity as a transportation hub through pedestrian, bicycle and transit improvements around the West Oakland BART.

What: Unveiling of the first "The Music They Played on 7th Street

Oakland" Walk of Fame plaques

Where: 7th Street between Center and Chester Streets, Oakland, CA
(outside of West Oakland BART station)

When: Friday, March 6, 2015, 11:30
a.m.

Who: Mayor Libby Schaaf, Council President Lynette Gibson McElhaney and Walk of Fame Foundation
Ronnie Stewart

Why: Honor the accomplishment and hard work of the Bay Area Blues
Society who helped curate and create the walk of fame

Find out which musical legends that played on 7th Street will be honored with plaques

Hear plans for funding phase two for the next round of plaques

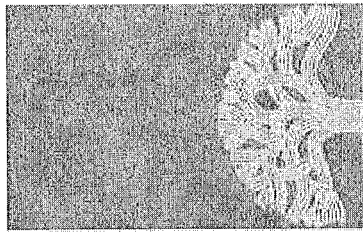
Learn about the rich musical history of West Oakland

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Pamela Turntine | Oakland Tribune Managing Editor|
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Twitter: [pturntine](https://twitter.com/pturntine)
(510) 208-6445 (office)

Hamilton, Harry

From: Hamilton, Harry
Sent: Thursday, March 12, 2015 5:32 PM
Subject: Advisory: Friday at 7pm: Meet Artist Dan Corson, creator of Oakland's Largest Public Art Project



City of
OAKLAND
California

Media Contacts:

Harry Hamilton
Public Information Officer
(510) 238-2107
hhamilton@oaklandnet.com

News from: **The City of Oakland**

MEDIA ADVISORY

March 12, 2015

Meet Artist Dan Corson, creator of Oakland's Largest Public Art Project

On Friday, March 13, national award winning artist Dan Corson will put the finishing touches on his newly completed public artwork *Shifting Topographies*, located at the 17th Street entrance to BART's 19th Street Station. Mr. Corson will discuss his inspiration for the project and answer questions. The evening will include the debut of the art project's final element: state-of-the-art lighting projectors that are part of the dynamic, multimedia art installation. This transformative artwork enhances this important entry point and provides a heightened sense of arrival to Oakland's celebrated Uptown neighborhood.

The artwork, consisting of a one-block-wide, wall-mounted sculpture enveloped in color-shifting reflective paint, with dynamic lighting and image projections during evening hours, is the City of Oakland's largest-scale public art project to date. The artwork was funded by the City's 1.5% set-aside for Public Art per the Public Art Ordinance and is administered by the City's Public Art Program.

Shifting Topographies is a project of the Public Art Program's *Luminous Oakland* initiative. The initiative enhances the City's booming Downtown and Uptown districts through the integration of illuminated, multimedia and kinetic public art.

Previous *Luminous Oakland* projects have included the Uptown ArtPark and the

public-private partnership that launched the Great Wall of Oakland outdoor media screening series.

WHEN: Friday, March 13, 2015 at 7:00 p.m.

WHERE: BART Entrance at 1733 Broadway, between 17th and 19th Streets

WHO: National Award-Winning Artist Dan Corson

WHY: See Oakland's newest public art installation when state-of-the-art lighting is activated

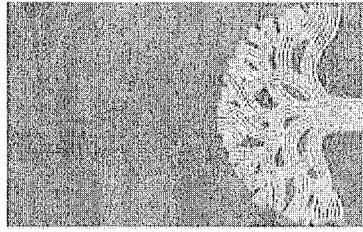
Learn about the artist's inspiration behind his cutting edge illuminated artwork created by dynamic image projectors, designed to welcome nighttime visitors to Oakland's vibrant Uptown Arts and Entertainment District

Learn how dynamic art installations can be used in placemaking

#

Hamilton, Harry

From: Hamilton, Harry
Sent: Friday, March 13, 2015 1:05 PM
Subject: Advisory: Tonight at 7pm: Meet Artist Dan Corson, creator of Oakland's Largest Public Art Project



City of
OAKLAND
California

Media Contacts:

Harry Hamilton
Public Information Officer
(510) 238-2107
hhamilton@oaklandnet.com

News from: **The City of Oakland**

MEDIA ADVISORY

March 13, 2015

Meet Artist Dan Corson, creator of Oakland's Largest Public Art Project

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WHEN: Friday, March 13, 2015 at 7:00 p.m.

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WHO: National Award-Winning Artist Dan Corson

WHY: See Oakland's newest public art installation when state-of-the-art lighting is activated

Learn about the artist's inspiration behind his cutting edge illuminated artwork created by dynamic image projectors, designed to welcome nighttime visitors to Oakland's vibrant Uptown Arts and Entertainment District

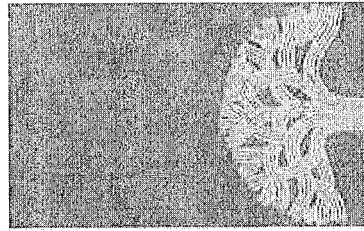
Learn how dynamic art installations can be used in placemaking

#

Hamilton, Harry

From: Hamilton, Harry
Sent: Tuesday, March 17, 2015 11:10 AM
Subject: Release: Street Closures Planned for the Oakland Running Festival on Sunday, March 22

To view this release as a PDF, please visit <http://www2.oaklandnet.com/w/OAK052124>.



News from: **City of Oakland**

FOR IMMEDIATE RELEASE

March 17, 2015

Street Closures Planned for the Oakland Running Festival on Sunday, March 22

Oakland, CA — The City of Oakland today announced the temporary street closures and parking restrictions in effect for the 6th annual Oakland Running Festival which takes place on Sunday, March 22, 2015. The 26.2 mile marathon starts at 7:30 a.m. from 19th and Harrison (Snow Park). In addition to much of downtown, the marathon course will take runners along Broadway Auto Row, Piedmont Avenue, Temescal, Rockridge, Upper Rockridge, Fernwood, Montclair, Oakmore/Upper Park, Dimond, Fruitvale, San Antonio, Eastlake, West Oakland, Northgate and Lake Merritt.

Nearly 10,000 runners are expected for Sunday's marathon, half-marathon, relay, 5K and kids' fun run. To educate the public about road closures, an interactive map at www.oaklandmarathon.com/detours-schedule shows the marathon's course and detours drivers can use on Sunday.

Motorists are encouraged to plan ahead and either time their travel to avoid street closures or seek alternative routes using the online map. All highway and interstate routes will remain open throughout the marathon. Motorists should use special caution and look out for both pedestrians and changes in traffic patterns. All parking restrictions will be strictly enforced and vehicles parked in violation will be ticketed and/or towed.

Media Contacts:

Dave Gell
Director of
Communications
Corrigan Sports
(410) 900-8380 (cell)
dave@corrigansports.com

Jim MacIvaine
Special Events Coordinator
City of Oakland
(510) 238-2933
jimmac@oaklandnet.com

Transit users should note that BART will not be impacted by course closures. AC Transit will have temporary signage up directing riders to alternative stops for impacted routes. Service disruptions and detours on AC Transit will be in place from 6 a.m. to 3 p.m. Downtown Oakland will be served temporarily on Castro St. between 12th and 17th streets and on 6th St. at Washington St. For more information, go to actransit.org.

During Sunday's marathon, streets throughout Oakland will be impacted by the race. Festival organizers have planned carefully to lessen the impact on auto traffic while ensuring runner safety. The Oakland Police Department (OPD) will issue temporary lane closures and traffic restrictions as runners make their way along the course.

Motorists that park on the streets listed below will have difficulty moving their vehicles until after runners have passed and the street has been reopened by the Oakland Police Department.

The following streets will be closed for the 6th annual Oakland Running Festival on Sunday, March 22, 2015, at the various times indicated as the marathon progresses:

The following streets will be closed in both directions:

Broadway between 13th and 20th streets (6 - 10 a.m.)
Telegraph Avenue between 14th and 20th streets (6 - 10 a.m.)
14th Street between Franklin and Clay streets (6 - 10 a.m.)
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5K and Half Marathon partial road closures in direction noted:

20th Street (W/B) from San Pablo to MLK (7:30 - 9 a.m.) – 5K only
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Martin Luther King Jr. Way (S/B) from Grand to 9th Street (7:45 - 9:45 a.m.)
11th Street (E/B) from MLK to 2nd Avenue (7:45 - 10:25 a.m.)
Oak Street (N/B) from 11th Street to Lakeside (7:45 - 10:25 a.m.) – 5K only
2nd Ave (S/B) from 11th to 10th streets (8:10 - 8:25 a.m.)

The 2015 Oakland Running Festival will attract runners from 40 states and three foreign countries as they take a unique foot tour of the city to compete in a marathon, Kaiser Permanente Half Marathon, Hawaiian Airlines Four-Person Team Relay, Bank of the West 5K and Lucky Kids Fun Run. To date, the event has generated around \$13 million in economic impact and raised an estimated \$1.25 million for local charities.

Hosted by the City of Oakland, the Oakland Running Festival is produced and fully funded by Corrigan Sports Enterprises (CSE), which also produces the renowned Baltimore Running Festival. CSE reimburses the City for all police services provided in conjunction with the festival.

Motorists may report traffic concerns related to the Oakland Running Festival by calling Jim MacIlvaine at (510) 238-2933 or via email to jimmac@oaklandnet.com.

#

Hamilton, Harry

From: Hamilton, Harry
Sent: Tuesday, March 17, 2015 12:08 PM
To: 'Matt Artz'
Subject: RE: Release: Street Closures Planned for the Oakland Running Festival on Sunday, March 22

Got it.

Harry Hamilton
Public Information Officer
City of Oakland
1 Frank H. Ogawa Plaza, 9th Floor
Oakland CA 94612
510-238-2107
510-238-6341 (fax)

Oakland Among the Top 10 U.S. destinations for 2015 - Lonely Planet, December 10, 2014

Among The 15 Hottest American Cities For 2015 - Business Insider, November 2014

No. 6 among Top 20 US Cities for Tech Startup Funding - National Venture Capital Assoc., October 2014

Other recent accolades at <http://www2.oaklandnet.com/News/OAK033058>

From: Matt Artz [mailto:martz@bayareanewsgroup.com]
Sent: Tuesday, March 17, 2015 12:02 PM
To: Hamilton, Harry
Subject: Re: Release: Street Closures Planned for the Oakland Running Festival on Sunday, March 22

Keep sending them please

Sent from my iPhone

On Mar 17, 2015, at 12:01 PM, "Hamilton, Harry" <HHamilton@oaklandnet.com> wrote:

One quick questions, Matt.

Did you want to continue receiving releases or shall I remove you from the roster?

Harry Hamilton
Public Information Officer
City of Oakland
1 Frank H. Ogawa Plaza, 9th Floor
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From: Matt Artz [<mailto:martz@bayareanewsgroup.com>]

Sent: Tuesday, March 17, 2015 11:49 AM

To: Hamilton, Harry

Subject: Re: Release: Street Closures Planned for the Oakland Running Festival on Sunday, March 22

Please include on district list out new city hall reporter Mike Blasky. mblasky@bayareanewsgroup.com

Sent from my iPhone

On Mar 17, 2015, at 11:10 AM, "Hamilton, Harry" <HHamilton@oaklandnet.com> wrote:

To view this release as a PDF, please visit <http://www2.oaklandnet.com/w/OAK052124>.

<image003.jpg>

News from: City of Oakland

Media Contacts:

FOR IMMEDIATE RELEASE

March 17, 2015

Street Closures Planned for the Oakland Running Festival on Sunday, March 22

Oakland, CA — The City of Oakland today announced the temporary street closures and parking restrictions in effect for the 6th annual Oakland Running Festival which takes place on Sunday, March 22, 2015. The 26.2 mile marathon starts at 7:30 a.m. from 19th and Harrison (Snow Park). In addition to much of downtown, the marathon course will take runners along Broadway Auto Row, Piedmont Avenue, Temescal, Rockridge, Upper Rockridge, Fernwood, Montclair, Oakmore/Upper Park, Dimond, Fruitvale, San Antonio, Eastlake, West Oakland, Northgate and Lake Merritt.

Nearly 10,000 runners are expected for Sunday's marathon, half-marathon, relay, 5K and kids' fun run. To educate the public about road closures, an interactive map at www.oaklandmarathon.com/detours-schedule shows the marathon's course and detours drivers can use on Sunday.

Motorists are encouraged to plan ahead and either time their travel to avoid street closures or seek alternative routes using the online map. All highway and interstate routes will remain open throughout the marathon. Motorists should use special caution and look out for both pedestrians and changes in traffic patterns. All parking restrictions will be strictly enforced and vehicles parked in violation will be ticketed and/or towed.

Transit users should note that BART will not be impacted by course closures. AC Transit will have temporary signage up directing riders to alternative stops for impacted routes. Service disruptions and detours on AC Transit will be in place from 6 a.m. to 3 p.m. Downtown Oakland will be served temporarily on Castro St. between 12th and 17th streets and on 6th St. at Washington St. For more information, go to actransit.org.

During Sunday's marathon, streets throughout Oakland will be impacted by the race. Festival organizers have planned carefully to lessen the impact on auto traffic while ensuring runner safety. The Oakland Police Department (OPD) will issue temporary lane closures and traffic restrictions as runners make their way along the course.

Motorists that park on the streets listed below will have difficulty moving their vehicles until after runners have passed and the street has been reopened by the

Dave Gell
Director of
Communications
Corrigan Sports
(410) 900-8380 (cell)
dave@corrigansports.com

Jim MacIlvaine
Special Events Coordinator
City of Oakland
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jimmac@oaklandnet.com

Oakland Police Department.

The following streets will be closed for the 6th annual Oakland Running Festival on Sunday, March 22, 2015, at the various times indicated as the marathon progresses:

The following streets will be closed in both directions:

Broadway between 13th and 20th streets (6 – 10 a.m.)
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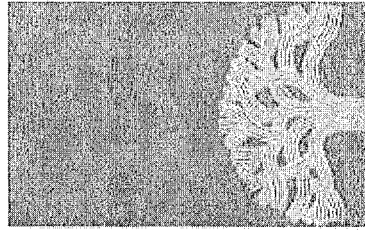
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#

Hamilton, Harry

From: Hamilton, Harry
Sent: Tuesday, March 17, 2015 12:11 PM
Subject: Release: Street Closures Planned for the Oakland Running Festival on Sunday, March 22

To view this release as a PDF, please visit <http://www2.oaklandnet.com/w/OAK052124>.



News from: City of Oakland

FOR IMMEDIATE RELEASE

March 17, 2015

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 7th Street (W/B) from Adeline to Mandela Parkway (8:50 a.m. - 1:30 p.m.)
 Mandela Parkway (N/B) from 7th to 32nd streets (8:55 a.m. - 1:30 p.m.)
 32nd Street (E/B) from Mandela to Hannah (8:55 a.m. - 1:45 p.m.)
 Hannah (S/B) from 32nd to 28th streets (9 a.m. - 1:45 p.m.)
 28th Street (E/B) from Hannah to West Street (9:05 a.m. - 2:00 p.m.)
 West Street (N/B) from 28th to 29th streets (9:05 a.m. - 2 p.m.)

29th Street (E/B) from West to MLK streets (9:05 a.m. - 2:15 p.m.)
 MLK Street (N/B) from 29th to 30th streets (9:10 a.m. - 2:15 p.m.)
 30th Street (E/B) from MLK to Telegraph Streets (9:10 - 2:15 p.m.)
 Telegraph (N/B) from 30th to 27th streets (9:10 - 2:15 p.m.) (Telegraph S/B will be a two lane road)
 27th Street (E/B) from Telegraph to Harrison streets (9:05 a.m. - 2:15 p.m.)
 Harrison Street (S/B) from 27th Street to Grand Avenue (9:10 a.m. - 2:15 p.m.)
 Grand Avenue (E/B) from Harrison to Lake Merritt pathway (9:10 a.m. - 2:30 p.m.)
 Grand Avenue (E/B) from Euclid to El Embarcadero (9:15 a.m. - 2:30 p.m.)
 El Embarcadero (E/B) from Grand to Lakeshore avenues (9:15 a.m. - 2:30 p.m.)
 Lakeshore Avenue (S/B) (9:15 a.m. - 2:45 p.m.)
 Lake Merritt Boulevard from 12th Street to Lakeside Drive (9:20 a.m. - 2:45 p.m.)
 Lakeside Drive (N/B) from 14th to 19th streets (9:25 a.m. - 3:00 p.m.)

5K and Half Marathon partial road closures in direction noted:

20th Street (W/B) from San Pablo to MLK (7:30 - 9 a.m.) – 5K only
 Grand Avenue (E/B) from Broadway to MLK (8 - 9:45 a.m.)
 Martin Luther King Jr. Way (S/B) from Grand to 9th Street (7:45 - 9:45 a.m.)
 11th Street (E/B) from MLK to 2nd Avenue (7:45 - 10:25 a.m.)
 Oak Street (N/B) from 11th Street to Lakeside (7:45 - 10:25 a.m.) – 5K only
 2nd Ave (S/B) from 11th to 10th streets (8:10 - 8:25 a.m.)

The 2015 Oakland Running Festival will attract runners from 40 states and three foreign countries as they take a unique foot tour of the city to compete in a marathon, Kaiser Permanente Half Marathon, Hawaiian Airlines Four-Person Team Relay, Bank of the West 5K and Lucky Kids Fun Run. To date, the event has generated around \$13 million in economic impact and raised an estimated \$1.25 million for local charities.

Hosted by the City of Oakland, the Oakland Running Festival is produced and fully funded by Corrigan Sports Enterprises (CSE), which also produces the renowned Baltimore Running Festival. CSE reimburses the City for all police services provided in conjunction with the festival.

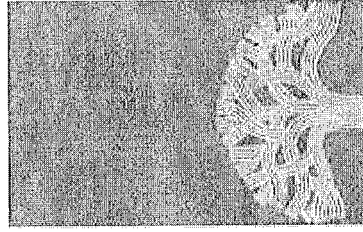
Motorists may report traffic concerns related to the Oakland Running Festival by calling Jim MacIlvaine at (510) 238-2933 or via email to jimmac@oaklandnet.com.

#

Hamilton, Harry

From: Hamilton, Harry
Sent: Wednesday, March 25, 2015 2:36 PM
Subject: Release: City of Oakland Expands Public Access and Sheds Light on Legislative Proceedings with Granicus

To view this release as a PDF, please visit <http://www2.oaklandnet.com/w/OAK052286>.



City of
OAKLAND
California

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City Clerk
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lsimmons@Oaklandnet.com

Michael Ashford

News from: City of Oakland**FOR IMMEDIATE RELEASE**

March 25, 2015

City of Oakland Expands Public Access and Sheds Light on Legislative Proceedings with Granicus

Technology upgrades enable the City to prioritize open data, legislative efficiency and civic involvement

Oakland, CA — The City of Oakland recently took government transparency to the next level by becoming one of the first cities to prioritize full, open access to legislative data via the new version of software provider Granicus' Open API. The "open application programming interface" will allow developers to build programs that can communicate, integrate and use the information served on the Granicus platform for broader public dissemination. As a government leader with a strong dedication to transparency and efficiency, the City also upgraded its existing agenda management and civic involvement technologies to facilitate a deeper level of public access and input.

"Community engagement is the backbone of our democracy," said Oakland Mayor Libby Schaaf. "It's essential that government embrace new technologies to provide residents and businesses with access and information that can help increase responsiveness, convenience and connections that will improve our communities. The City of Oakland's partnership

with Granicus is a step toward making sure our city systems keep pace with technology.”

This technology upgrade allows City government and City Council meetings to be as accessible as possible for residents. City Clerk LaTonda Simmons, who managed the project and worked with Granicus to seamlessly migrate 14 years of legislative history in a record-setting 24 days, said, “This upgrade advances Oakland’s commitment to transparency in a form that is particularly meaningful to both our citizens and the City Council through **eComment**. This feature increases the public’s comment ability beyond the usual two-minute time limit for speakers at meetings and the Council’s ability to deliberate more effectively and make fully informed decisions.”

To achieve the City’s mission of taking legislative transparency and civic involvement to the next level, a number of significant upgrades were made to Oakland’s agenda management solution, which is powered by Granicus, the industry’s leading provider of government transparency, legislative efficiency and collaboration solutions. Prior to the upgrade, the City was using Granicus’ legislative management software to significantly reduce the amount of staff time needed to introduce, manage and track legislation.

The upgraded solution now boasts several new features to maximize transparency of legislative information on the City’s website: API access, a flexible and integrated approval tracking of matters that move through Oakland’s legislative process, a recent items dashboard, custom labeling and “configurable motion text” that allows the Clerk’s office to state the actions of Council in plain language.

In addition to the eComment tool, Oakland has also implemented a public engagement portal to allow residents to speak up. **SpeakUp Oakland!** (speakupoakland.org) facilitates various means of public engagement on City projects, forums, discussions and also allows the public to submit their ideas on improving Oakland.

To submit feedback on featured projects, forums, discussions or meeting agendas, the public can go to **speakupoakland.org** to register or log in using a Facebook account. Clicking the links at the top of the page allows users to comment on posted items. To comment on agenda items prior to a City Council meeting, click on the Meetings link at the top of the page, click on View Agenda for the meeting where your topic of interest has

been scheduled and scroll to the agenda item and click comment. Users may also indicate whether they support, oppose or are neutral on a specific item.

“It is exciting to partner with truly innovative government agencies like Oakland, which is leading the way to not only improve internal processes through the use of technology, but as an outflow of that, make legislative data more available,” said Michael Ashford, Granicus Vice President of Marketing. “We wholeheartedly support Oakland’s decision to require that vendors provide the ability for API access and are excited to be part of the effort.”

About Granicus

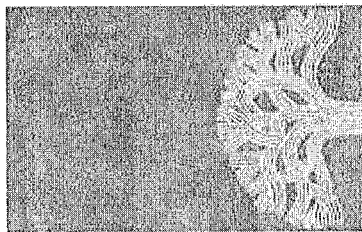
Granicus provides the industry’s leading cloud-based solutions for government efficiency and transparency, with software that helps more than 1,100 organizations and 63,000 government staff members streamline their workflows and establish more meaningful connections with citizens — online, over social networks, and mobile devices. Granicus’ solutions include live webcasting of public meetings and video archival, complete agenda and legislative management software and tools for automating boards and commissions management processes, as well as in-meeting mobile solutions for elected officials and online feedback platforms for citizens. Visit www.granicus.com for more information.

#

Hamilton, Harry

From: Hamilton, Harry
Sent: Tuesday, April 07, 2015 9:44 AM
Subject: Release: City Arts Grant Applications Now Available

To view this release as a PDF, please visit <http://www2.oaklandnet.com/w/OAK052506>.



City of
OAKLAND
California

Media Contact:

Steven Huss
Cultural Arts Manager
(510) 238-4949
shuss@oaklandnet.com

News from: **Cultural Funding Program**

FOR IMMEDIATE RELEASE

April 7, 2015

City Arts Grant Applications Now Available

Application Deadline for Arts Education, Arts Organizations and Individual Artist Grants is May 4

Oakland, CA — The City of Oakland has announced that applications are available for its 2015-2016 Cultural Funding Program grants supporting arts and cultural activities in Oakland. Interested artists and arts organizations may access the grant guidelines and application forms online at <https://screendoor.dobt.co/city-of-oakland-california>. Four free workshops for applicants will be offered by program staff in April 2015. The submission **deadline for applications is 5 p.m. on Monday, May 4, 2015.**

“Our vibrant arts scene is an essential part of what makes Oakland so special,” said Oakland Mayor Libby Schaaf. “Cultural Funding Program grants are an important way that the City helps to support and nurture our arts community and give our young people exposure to the arts in school. I hope the artists and educators whose work enriches our community will take advantage of this unique program.”

The Cultural Funding Program offers funding support in three separate project categories during fiscal year 2015-16: individual artists, nonprofit arts organizations and arts education residencies in Oakland schools. While the exact amount of funds available for grants will not be known until City Council adopts the next policy budget in June, for the past few grant

cycles almost \$1 million in grants have been awarded annually. All applicants must be Oakland-based, and all arts activities must be presented in Oakland between July 1, 2015 and June 30, 2016. The Cultural Funding Program relies on a competitive panel process to determine award recipients and funding allocations. Grant recommendations must be approved by the Funding Advisory Committee and Oakland City Council before contracts are awarded.

The Individual Artist Project category awards grants of \$4,999 to Oakland-resident individual artists producing publicly accessible arts activities in Oakland. Activities funded in the past include performing arts, classes and workshops, exhibits and literary production. Non-profit Arts Organization grants support project expenses (up to 20 percent to a maximum of \$20,000) of Oakland-based nonprofit organizations producing publicly accessible arts activities in Oakland. The Art in the Schools grants support up to 50 percent of the cash expenses of artist residences at Oakland public school and charter school sites. These activities must occur before, during or after school hours, and will result in a long-term, in-depth interaction between professional artists and a group of students.

Free applicant workshops will be offered throughout April. All grant seekers are strongly encouraged to attend a workshop before applying. Advance registration is required; applicants should email dpate@oaklandnet.com to confirm attendance.

The following free How-To-Apply Workshops are scheduled:

Tuesday, April 7, 5:30 p.m.
Oakland City Hall, 1 Frank H. Ogawa Plaza, Hearing Room 2

Tuesday, April 14, Noon
Oakland City Hall, 1 Frank H. Ogawa Plaza, Hearing Room 2

Tuesday, April 14, 5:30 p.m.
Oakland City Hall, 1 Frank H. Ogawa Plaza, Hearing Room 2

Saturday, April 18, Noon
Geoffrey's Inner Circle, 410 14th Street, Oakland

The Cultural Funding Program is administered by the City's Cultural Arts & Marketing Division. For more information, please visit oaklandculturalarts.com or contact Program Coordinator Denise Pate at (510) 238-7561 or dpate@oaklandnet.com.

#

Hamilton, Harry

From: Hamilton, Harry
Sent: Sunday, April 12, 2015 6:32 PM
Subject: Calendar Listing: Oakland's Flagship Art + Soul Festival to Celebrate 15th Anniversary

To view this release as a PDF, please visit <http://artandsouloakland.com/news.htm>.



**August 1 & 2, 2015
Downtown Oakland**

CALENDAR LISTING

For Immediate Release

April 12, 2015

Media Contact:
Harry Hamilton, City of Oakland
(510) 238-2107, hhamilton@oaklandnet.com

Oakland's Flagship Art + Soul Festival to Celebrate 15th Anniversary *Popular Bay Area festival announces 2015 dates, return of BBQ competition*

What: 15th Anniversary Art + Soul Oakland festival
When: Saturday, August 1, 2015 and Sunday, August 2, 2015; noon to 6 p.m.
Where: Downtown Oakland: Frank Ogawa Plaza, encompassing 10 strollable city blocks.

Tickets: \$10 adults; \$7 seniors & youth; 12 & under free.

Art + Soul Oakland, the City of Oakland's flagship festival that launched a downtown renaissance, will celebrate its **15th Anniversary** with two big days of music, art, dance and food, including **the Oakland Throwdown BBQ Competition** back by popular demand after last year's wildly successful inaugural event.

Professional and backyard pit masters from all over California will show off their skills while competing for cash prizes. The public will be invited to view the action up close and, for a small fee, sample succulent BBQ ribs, chicken and pork.

As in previous years, tens of thousands are expected for a festive weekend showcasing the Best of the East Bay. This year's lineup will spotlight Oakland's hot music scene and legacy, featuring dozens of top local bands performing Blues, R&B, Gospel, Funk, Jazz, Rock and more. The full lineup will be announced in early June. Additional highlights include the return of the mesmerizing Turf & All-Styles Dance Battle; the Bay Area's hottest urban, world and modern dance troupes; scores of artisans and an interactive Family Fun Zone.

Easy to get to and fun for all, the **15th Anniversary Art + Soul Oakland** offers direct access via public transit in addition to \$5 parking for vehicles and free bike parking. Produced by the City of Oakland in association with *East Bay Express* and a host of corporate, media and community sponsors. ArtandSoulOakland.com or (510) 444-CITY.

#

Editor's Note: This is an initial calendar listing. A detailed release with additional artists and event details will be issued in June. Images to accompany this calendar listing are available via e-mail through the media contact listed above or download at <http://artandsouloakland.com/news.htm>.

Hamilton, Harry

From: Hamilton, Harry
Sent: Sunday, April 12, 2015 6:40 PM
To: 'jkawamoto@bayareanewsgroup.com'
Subject: Calendar Listing: Oakland's Flagship Art + Soul Festival to Celebrate 15th Anniversary

To view this release as a PDF, please visit <http://artandsouloakland.com/news.htm>.



**August 1 & 2, 2015
Downtown Oakland**

CALENDAR LISTING

For Immediate Release
April 12, 2015

Media Contact:
Harry Hamilton, City of Oakland
(510) 238-2107, hhamilton@oaklandnet.com

Oakland's Flagship Art + Soul Festival to Celebrate 15th Anniversary
Popular Bay Area festival announces 2015 dates, return of BBQ competition

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Hamilton, Harry

From: Tom Lochner <tl Lochner@bayareanewsgroup.com>
Sent: Friday, March 13, 2015 5:00 PM
To: Hamilton, Harry
Subject: Re: eucalyptus/fire hazard abatement lawsuit

got it, thanks.
--tl

On Fri, Mar 13, 2015 at 4:59 PM, Hamilton, Harry <HHHamilton@oaklandnet.com> wrote:

Good afternoon, Mr. Lochner.

I have shared your inquiry with the City Attorney's Office.

Harry Hamilton

Public Information Officer

City of Oakland

1 Frank H. Ogawa Plaza, 9th Floor

Oakland CA 94612

510-238-2107

510-238-6341 (fax)

Oakland Among the Top 10 U.S. destinations for 2015 - Lonely Planet, December 10, 2014

Among The 15 Hottest American Cities For 2015 - Business Insider, November 2014

No. 6 among Top 20 US Cities for Tech Startup Funding - National Venture Capital Assoc., October 2014

Other recent accolades at <http://www2.oaklandnet.com/News/OAK033058>

From: Tom Lochner [mailto:tlochner@bayareanewsgroup.com]

Sent: Friday, March 13, 2015 12:22 PM

To: Hamilton, Harry; Boyd, Karen

Subject: eucalyptus/fire hazard abatement lawsuit

Good afternoon,

I'm Tom Lochner, reporter for Oakland Tribune and Contra Costa Times

Please comment, if you can, on the lawsuit by Hills Conservation Network regarding the removal of eucalyptus trees in Claremont Canyon and nearby areas; city of Oakland is a codefendant in that lawsuit, along with FEMA, East Bay Regional Park District, and University of California.

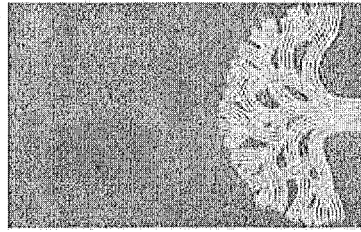
Thanks in advance.

Tom Lochner

Hamilton, Harry

From: Hamilton, Harry
Sent: Tuesday, April 14, 2015 2:30 PM
Subject: Release: Oakland's thriving Tech Scene to be highlighted during Vator Splash Conference April 22-23

To view this release as a PDF, please visit <http://www2.oaklandnet.com/w/OAK052637>.



News from: **City of Oakland**

FOR IMMEDIATE RELEASE

April 14, 2015

Oakland's thriving Tech Scene to be highlighted during Vator Splash Conference April 22-23

Oakland, CA — For the second year in a row, the international **Vator Splash conference and tech start-up competition** will highlight Oakland's thriving tech scene to hundreds of entrepreneurs, investors and tech leaders. The conference runs **April 22-23 in Oakland**.

Analysis of data from the State of California's Employment Development Department indicates that as of the first quarter of 2014, Oakland was home to 427 tech businesses employing nearly 7,000 people. Tech is the third fastest growing industry sector in Oakland in terms of job creation.

Oakland's tech scene has caught the attention of venture capital firms, who closed 97 deals valued at \$1.2 billion in the Oakland area in 2014. This level of investment landed Oakland in the No. 7 spot on the National Venture Capital Association's annual ranking of total venture capital invested. That's ahead of Austin, Chicago, San Diego and Washington, D.C.

Entrepreneurs – attracted by Oakland's central location, easy transit connections and

Media Contact:

Karen Boyd
City Administrator's Office
(510) 449-4401
kboyd@oaklandnet.com

talented labor pool – are establishing firms in creative workspaces that are affordable when compared to rents in neighboring Bay Area cities.

“I am excited that for the second year in a row, Oakland is hosting this unique event and competition which brings together the essential elements of the tech world – startups and investors,” said Oakland Mayor Libby Schaaf. “With our growing tech community, I want to make sure that Oakland’s presence is felt in a big way again this year.” To leverage the opportunities presented by being the host city for Vator Splash, the City of Oakland is partnering with the event’s organizers in several different ways.

Mayor Schaaf will deliver remarks on Thursday, April 23, to welcome attendees to the event held at the Kaiser Center. She will also join a panel that afternoon to dive into the issue of gender and racial diversity in the tech industry. Evie Nagy, staff writer at **Fast Company**, will moderate the panel that also includes Freeda Kapor Klein, co-founder of the **Kapor Center for Social Impact**; Kimberly Bryant from **Black Girls Code**, Lisa Lee from **Pandora** and Nilka Thomas from **Google**.

Even with the sector’s strong growth, Oakland has prime locations available for the tech industry. City staff will lead a Wednesday morning (April 22) tour for Vator Splash attendees, showcasing innovative co-working and startup locations in Uptown. Stops will include a tour of **Uptown Station** (the former Sears building) that’s being transformed into prime office space for tech firms; **Gensler**, the Bay Area’s largest architecture firm; co-working space **Impact Hub**; **The Hive**, a gathering place where crafters, entrepreneurs and urban dwellers create and interact; Internet radio giant **Pandora** and **Port Workspaces**, co-working space in the Kaiser Center overlooking Lake Merritt. Uptown, Oakland’s innovation hub, was recognized as one of the nation’s best neighborhoods by the American Planning Association and is packed with the dining, entertainment and transit amenities desired by today’s tech employees.

Recognizing the home grown entrepreneurial base of Oakland’s tech sector, a session on Thursday afternoon (April 23) entitled “Accelerator Nation: How Accelerators are Evolving and Changing the Local Ecosystem” will be moderated by City of Oakland Tech Development staffer Marisa Raya. Panelists will include Oakland tech leaders who nurture startups and other organizations through accelerators, including Jose Lopez, Chief Technology Officer at **DevLabs**; Vinitha Watson, Executive Director of music accelerator **Zoo Labs**; Rani Croager, the Founder of **Uptima Bootcamp** and Emily Kirsch, CEO and Co-Founder of **SfunCube**.

Oakland's relative space affordability allows entrepreneurs to grow by taking creative risks. A session on Wednesday afternoon entitled "Creatives conquering Oakland - what the hottest agencies here can teach you about making brave creative choices for your own business" will feature tech leaders who have thrived in Oakland or nearby cities. Panelists will include Daniel Stein, Founder & CEO, **Evolution Bureau**; Nick Cohen, Co-Founder, **Mad Dogs and Englishmen**; and Brock Boddie, General Manager, **Huge, Inc.**

More than a dozen Oakland-based speakers will share their insight during the workshops, breakout sessions, fireside chats and panel discussions at Vator Splash.

Vator Splash's tech startup competition offers the opportunity to get in front of top-notch VCs, angel and corporate investors and high-tech influencers. The top 10 startups from this online competition will present on stage on April 23.

Last year's national competition winner was OppSites, an Oakland-based firm that provides cloud-based mapping and 3-D visualization tools to connect the government and real estate sectors in a \$250 billion annual marketplace. Of the eight companies hoping to take home 2015's top prize, two are Oakland-based startups.

- Cloudstead - www.cloudstead.io
- BriteHub - www.britehub.com

"Don't miss out on your chance to connect with businesses, investors and City staff, and get an update from last year's Oakland-based winner OppSites," stated Mayor Schaaf. "Sign up for the event and the competition. Keep Oakland's winning streak going."

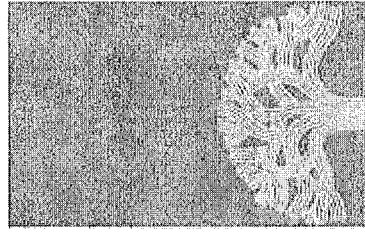
Oaklanders are being offered a special "CityofOakland15" discount code to register. For complete event details, including the full roster of speakers and registration information, please visit <http://events.vator.tv/2015-splash-oakland/>.

#

Hamilton, Harry

From: Hamilton, Harry
Sent: Wednesday, April 15, 2015 1:46 PM
Subject: Release: Oakland cheers on the Golden State Warriors as they begin post-season playoffs

To view this release as a PDF, please visit <http://www2.oaklandnet.com/w/OAK052653>.



City of
OAKLAND
California

Media Contacts:

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Erica Derryck
Office of the Mayor
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ederryck@oaklandnet.com

News from: **City of Oakland**

FOR IMMEDIATE RELEASE

April 15, 2015

Oakland cheers on the Golden State Warriors as they begin post-season playoffs

Oakland, CA — As the Golden State Warriors huddle before the start of the post-season playoffs, the City of Oakland, Visit Oakland and Oakland Metropolitan Chamber of Commerce have already tipped off their support for the home team.

"There are no more true believers than Warriors fans here in Oakland," said Oakland Mayor Libby Schaaf. "After a thrilling regular season, we're ready to cheer on our great team as they start the drive toward the NBA Finals. We're pulling for them to bring a title home to this great city."

"Visit Oakland is proud to promote 'Warriors Ground' and we are ready to welcome visitors from all over the country during the playoffs," said Alison Best, President and CEO of Visit Oakland. "It is going to be a long 'second season' on the sunny side of the bay!"

"What an exceptional year for a truly talented team," said Barbara Leslie, President and CEO of the Oakland Metropolitan Chamber of Commerce. "The Chamber looks forward to watching the Warriors go all the way!"

The public is invited to express their support for Oakland's basketball team by stopping by Oakland City Hall to sign a large banner wishing the team a successful playoff run. The banner will be available for signing through 3:00 p.m. on Friday, April 17. City Hall, located at 1 Frank H. Ogawa Plaza, is open to the public daily from 8:30 a.m. to 5:00 p.m.

In addition to the banner, Oakland's playoff rally support of the Golden State Warriors includes:

- Rally cards available to the public for pick up at City Hall, Visit Oakland offices (481 Water Street in Jack London Square) or Chamber offices (475 14th Street)
- AC Transit bus headers to read "Go Warriors"
- The Golden State Warriors flag flying on City Hall
- A Golden State Warriors banner on the front of City Hall

#