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2013 MAY 31 AM 9:13

AGENDA REPORT

TO: DEANNA J. SANTANA
CITY ADMINISTRATOR

FROM: Sean Whent
Interim Chief of Police

SUBJECT: Supplemental Report -
Ordinance Amending Title 10

DATE: May 29, 2013

City Administrator
Approval

Deanna Santana

Date

5/30/13

COUNCIL DISTRICT: City-Wide

REASON FOR SUPPLEMENTAL

At the Public Safety Committee Meeting held on May 28, 2013, the Committee voted to forward this item to the City Council, but requested that staff provide further detail about how public outreach and notification of the changes to Title 10 of the Oakland Municipal Code (OMC) would be accomplished.

ADDITIONAL INFORMATION

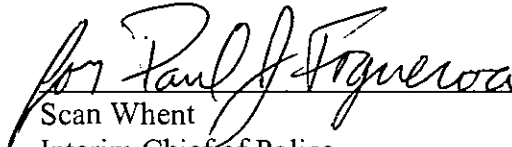
The public notice and outreach efforts will include:

- Posting prominent banners or warnings about the CMC amendments on various pages of the City's website, including the parking enforcement webpage.
- Issuing press releases and announcements to publicize the changes in the OMC.
- Institution of a one-month grace period after the changes go into effect, during which parking violations affected by these changes will not be issued. Instead, a warning notice will be issued explaining the changes.
- On behalf of the City Administrator, Arturo Sanchez stated that staff could explore running a Tribune Ad and Posting the information on KTOP. There is no confirmation yet about whether funds are available, or whether this would be the most effective method of notice.
- Yvonne Cropp, Police Service Manager I has contacted Citywide Communication Director Karen Boyd to develop additional communication strategies.

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City Council
June 4, 2013

For questions regarding this report, please contact Yvonne Cropp, Police Service Manager
OPD Parking Enforcement at (510) 238-6210.

Respectfully submitted,



Scan Whent
Interim Chief of Police
Oakland Police Department

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City Council
June 4, 2013