

CITY OF OAKLAND

AGENDA REPORT

FILED
OFFICE OF THE CITY CLERK
OAKLAND

2004 MAY 26 AM 10: 13

To: Office of the City Administrator
Attn: Deborah Edgerly
From: Police Department
Date: June 8, 2004

Re: An Information Report from the Chief of Police on Program Implementation Efforts Associated with Project Safe Neighborhoods Sponsored By The U.S. Department of Justice, Bureau of Justice Assistance

SUMMARY

Project Safe Neighborhoods is a comprehensive, strategic approach to reducing gun violence across America. In 2002, the Project Safe Neighborhoods (PSN) Task Force for the Northern District of California was formed and subsequently identified five (5) target communities in which to focus strategic planning and accountability components in relationship to the U.S. Department of Justice's PSN initiative. The target communities are:

- Oakland
- Richmond
- San Francisco
- San Jose
- Salinas

In Oakland, Project Safe Neighborhoods has provided grant funding for an anti-gun violence media campaign (Project Exile - \$250,000), and issued preliminary funding approval for the Homicide Task Force Program (\$100,000), and the Drug Education for Youth Program (\$40,000).

BACKGROUND

Firearms are the leading cause of injury-related death in the City of Oakland, and guns are readily available on street corners and in too many of our neighborhoods. The Police Department has made significant progress toward the reduction of gun violence with the enactment of several crime prevention and suppression programs, yet gun offenses (including drug-related offenses), remain prevalent. For the period ended December 2003 (as detailed in the following charts) 68% of all homicides within the City of Oakland were committed with the use of a firearm. Police also estimate that 37% of all homicides are drug related:

Item: 3
Public Safety Comte.
June 8, 2004

CITY OF OAKLAND HOMICIDES (2003)
WEAPONS OR MEANS

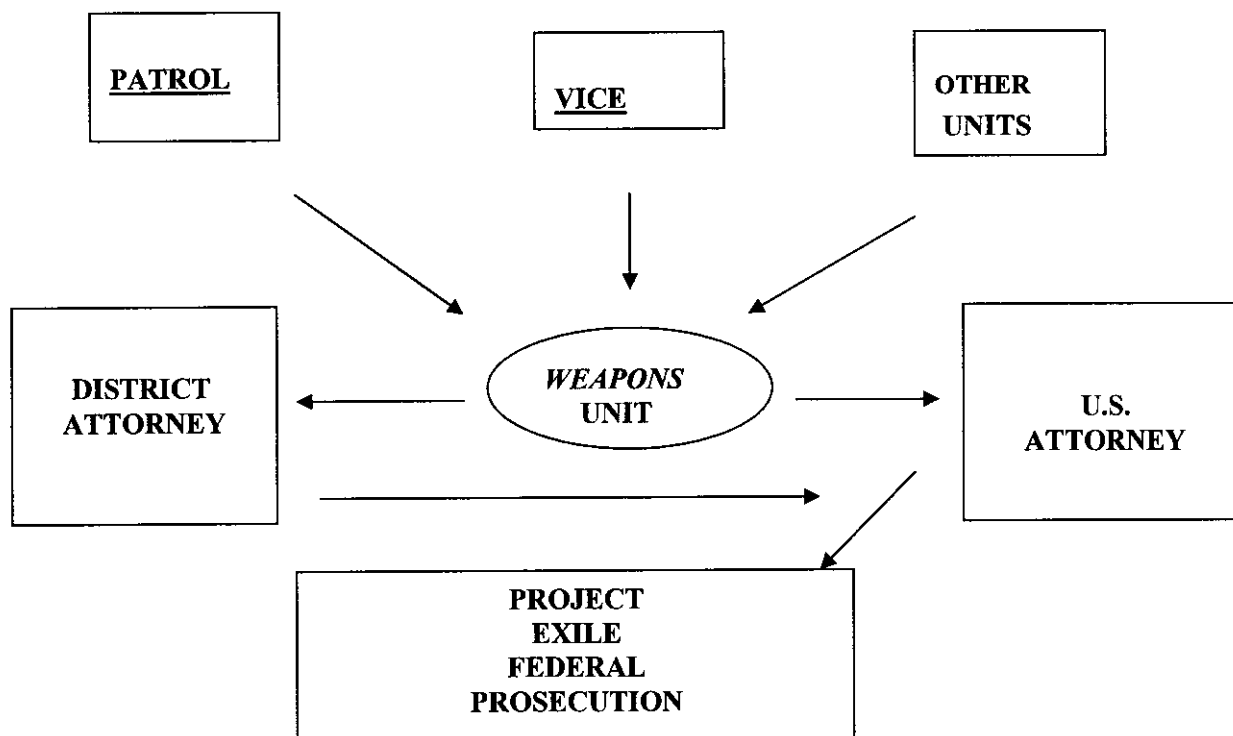
Weapon/Mean	No.	%	Weapon/Mean	No.	%
Handgun	77	68%	Strangulation	4	5%
Rifle	0	0%	Suffocation/Fire	1	1%
Assault Rifle	10	9%	Vehicle	0	0%
Shotgun	1	1%	Stabbing/Cutting Weapon	7	6%
Drug/Poison	0	0%	Bludgeoning	0	0%
Blunt Trauma	14	12%			

HOMICIDE 5-YEAR COMPARISON

	1999	2000	2001	2002	2003
% Drug Related (Year End)	16%	12%	21%	61%	37%
UCR Homicide Totals (Year End)	60	80	84	108	108
Homicides (Year-to-Date)	68	85	87	113	114

In 1999, the Police Department, in collaboration with the Office of the Oakland City Manager, the U.S. Attorney’s Office, the Bureau of Alcohol, Tobacco, Firearms and Explosives, the U.S. Department of Justice, the Alameda County District Attorney’s Office and the Oakland Metropolitan Chamber of Commerce initiated Project Exile as a coordinated team and community outreach effort designed to enforce existing gun laws to reduce gun violence and ultimately save lives. The following chart outlines the Project Exile charging process, from initial arrest to federal prosecution:

“PROJECT EXILE” CASE CHARGING PROCESS



FISCAL IMPACT

The U.S. Department of Justice, Bureau of Justice Assistance, approved the Police Department's Project Exile initiative and awarded the City of Oakland up to \$250,000 in Federal funds (Resolution 77673 dated March 4, 2003). Grant funds associated with the Project Safe Neighborhoods, Project Exile program are allocated in the Federal Grant Fund: 2112; Org. No.: 101111; Project Account G234310. Expense allocations are as follows:

Use of Funds	Year 1	Year 2	Total
Personnel and Fringe Benefits	26,635	27,430	\$54,065
Media Campaign	53,700	54,820	\$184,820
Media Contract (Habiba Productions)	76,300	- - -	\$76,300
Supplies and General Operating Expenses	5,500	5,615	\$11,115
TOTAL			\$250,000

KEY ISSUES AND IMPACTS

Project Exile – Media Initiative

In 2002, the Police Department applied for and was awarded a two-year grant in the amount of \$250,000 from the U.S. Department of Justice, Bureau of Justice Assistance's "Reducing Community Gun Violence Initiative: Project Safe Neighborhoods" program. The funds are used to support a media outreach campaign aligned with Project Exile as a means of discouraging the use of guns and reducing violence in Oakland.

Program Goals

Through coordination from the Police Department's Public Affairs Unit (PAU), the primary goal of the PSN-sponsored Project Exile initiative is to develop and foster community forums, educational venues and media messages in relationship to crime prevention. This is accomplished through the creation and implementation of marketing and promotional campaigns which assist in the overall reduction of crime, targeted at those who live, work and visit the City of Oakland.

The PAU is attempting to leverage media resources to enhance and expand marketing and promotional efforts, which will result in increased public awareness of the program, as well as achieve the following goals:

Item: 3
Public Safety Comte.
June 8, 2004

- Reduce the supply of guns – Reducing the availability of firearms has a positive impact on violent crime.
- Apprehension of illegal gun dealers – Even with a reduction of legitimate sources, ineligible individuals are still able to purchase firearms from illegal sources.
- Pursue prosecution options that provide for enhanced sentencing penalties – The threat of prosecution can result in several positive outcomes, i.e. the specter of federal prosecution, which often has stronger penalties than the state charges. The option of federal charging also provides prosecutors a greater amount of flexibility in determining how to proceed with a case.
- Create a public information campaign to deter criminal possession and the use of guns.

The Police Department, through the PAU, works jointly with the PSN Task Force to ensure program continuity, multi-jurisdictional program participation, as well as reinforced collaborative efforts on behalf and for the benefit of all five target communities identified by the Northern California PSN Task Force.

Marketing Campaign

A number of high profile media outlets have agreed to partner with the PAU for Project Safe Neighborhoods, in relationship to Project Exile. These include: Clear Channel USA and the Oakland Tribune. The PAU has also collaborated with Cultural Arts and Marketing (KTOP), the City Manager's Office, and Crossover Communications, which provided pro-bono design services. Marketing/media services have been specifically designed for the Oakland effort, and tested with community focus groups.

The following is an overview of the violence prevention and community outreach campaign, spearheaded by the Police Department's Public Affairs Unit, that will be replicated for all five of the target sites as identified by the PSN Northern District of California Task Force:

- **KMEL Radio (Clear Channel USA):** 30-second spots that speak out against violent activity and remind listeners of the penalties associated with the commission of gun related crimes. It is estimated that KMEL reaches over 600,000 listeners per week. KMEL's target audience is young adults between the ages of 18-30. Crime statistics indicate that young people within this age group are most affected by gun-related violence (60% of homicide victims.)

The script for the radio announcements reads:

Item: 3
Public Safety Comte.
June 8, 2004

(Sound Effects (SFX): People milling about, Church organist warming up with various tunes)

Jimmy: Hey, Auntie! Hey, Cousin Rita!

Auntie: (SFX): Hugging and back patting) Ah, Jimmy, you made it...!

Rita: (Reflecting) Guess it took Tré to get us all back together again, huh, Jimmy?

Jimmy: I heard it was only a matter of time.

Auntie: You two, just let Tré be!

Rita: Ah, Momma!.....

Jimmy: Look, there's Uncle Joey!

Auntie: Good, we can start. Where's my Tré?
(SFX: Organ Music changes to strong funeral march.)

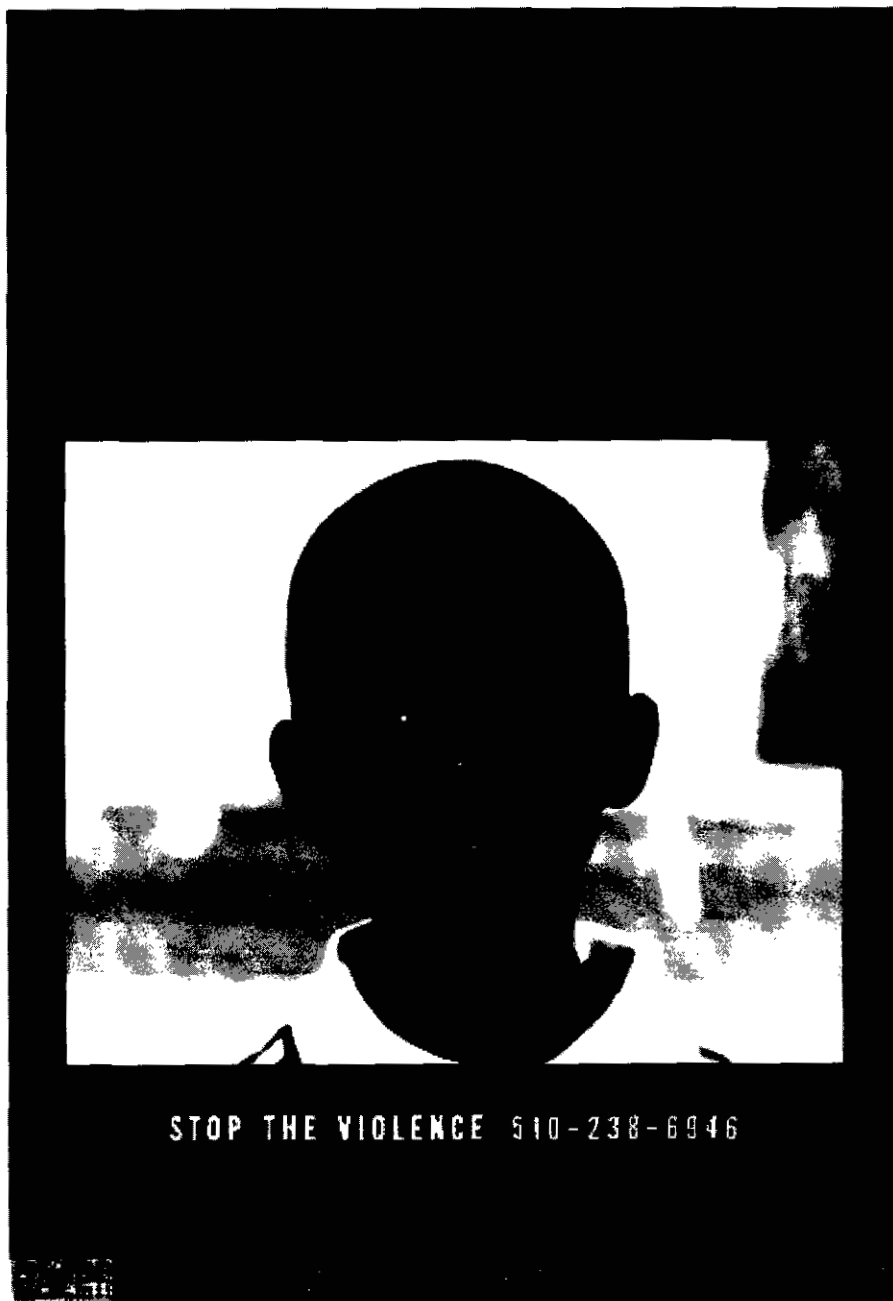
Rita: (Sadly) They're bringing him in now, Momma.
(SFX: Momma and others start crying and moaning)

Voice Over

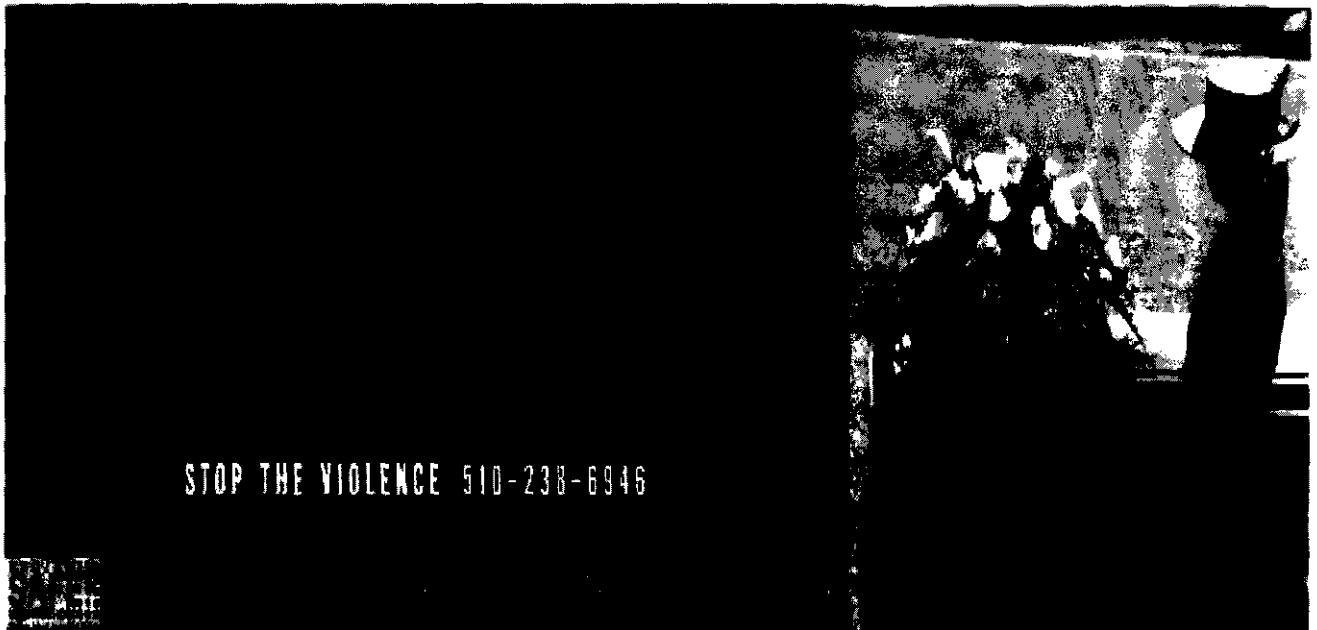
Announces: Make Sure Your Next Family Reunion Isn't A Funeral. Stop Violence in your community. Call 000-0000. This message is brought to you by Project Safe Neighborhoods and Project Exile.

- **Oakland Tribune:** An 8-page special pull-out section of the Oakland Tribune, with featured articles from the Chief of Police, the Deputy Chief of Field Operations and each of the three District Area Commanders. In addition to Project Exile, other crime prevention projects, gun control programs and community-policing projects will be included. This special edition will be delivered to over 65,000 homes throughout the greater Oakland/San Francisco areas.
- **Clear Channel (Outdoor) Media:** Bulletins/Billboards (14' x 48'), 30 Sheet/Poster Panels, 8 Sheet Poster Panels and Bus Shelters (6' x 4'), are used to send messages related to anti-gun violence. For example:

Item: 3
Public Safety Comte.
June 8, 2004



Item: 3
Public Safety Comte.
June 8, 2004



- **Habiba Productions LLC:** Hired to produce a 30-second public service announcement to run on local network television stations. A copy of the City-approved story-board for the production is attached. (Attachment A)
- **Other Video Presentations:** The U.S. Department of Justice, in collaboration with the U.S. Attorney's Office for the Northern District of California, has provided the Department with no-cost video presentations which promote gun violence abatement efforts aligned with the Project Safe Neighborhoods initiative. These presentations are slated for viewing by persons currently held in the Police Department's Booking Area, the Department's Records Division, Santa Rita Jail, and San Quentin.

Item: 3
Public Safety Comte.
June 8, 2004

- **Printed Materials:** Neighborhood Service Coordinators, members of local Neighborhood Crime Prevention Councils, and District Problem Solving Officers will distribute printed materials that outline crime prevention strategies. The material emphasizes the strict and certain punishment imposed on violent offenders. Door-to-door leafleting, workshops and townhall meetings, sponsored by the Neighborhood Service Coordinators and Community Service Personnel, will serve as distribution mechanisms.

Other Project Safe Neighborhoods Initiatives

The Police Department recently petitioned for \$140,000 in grant funds from the State of California, Office of Emergency Services, serving as the fiscal agent for Project Safe Neighborhoods. The funds will be used in direct support of the Oakland Homicide Task Force Program and the Drug Education for Youth Program.

One hundred thousand dollars (\$100,000) of the grant funds are earmarked to offset base program expenses associated with the Oakland Homicide Task Force Program, which is designed as a collaborative enforcement effort to deter homicides in the City of Oakland. Forty thousand dollars (\$40,000) will be used to supplement the Department's current West Oakland Weed and Seed Initiative through the implementation of the Drug Education for Youth Program.

Oakland Homicide Task Force Program

Since 2003, the Oakland Homicide Task Force Program has worked closely with the PSN Task Force to address the ongoing problem of homicides in the City of Oakland. Special emphasis has been directed toward:

- Targeting violent narcotics traffickers
- Developing a strong collaboration between the PSN task force and the Police Department's Homicide Unit
- Targeted intervention to reduce the supply of illicit narcotics and guns within Oakland's borders
- Developing a database to track enforcement efforts and offenders

Drug Education for Youth Program (DEFY)

The DEFY Program was adopted from the U.S. Department of Justice's Weed and Seed DEFY initiative. The DEFY program provides children living in high-risk environments with the values, support, and tools needed to resist the lure of illicit drug use, drug dealing and gang membership. The program provides opportunities for 90 youths, four teen mentors, and four adult chaperones/instructors to participate in two 3-part, 10-month programs aimed at educating

youths (ages 9-12) and teens (ages 13-17) on the dangers of using drugs and gang participation. Sworn and civilian Police Department personnel work with representatives from the Boys and Girls Clubs of San Francisco, Contra Costa County Housing Authority, the City of San Jose, and the California National Guard, along with assistance from the U.S. Attorney's Office, to fully develop and implement the DEFY program.

DEFY Program – Weed and Seed Evaluation Design

The Steering Committee for the West Oakland Weed and Seed Initiative (the parent program for the DEFY program), is in the process of contracting with an external research firm to create a methodology to use for conducting yearly evaluations of the DEFY initiative, (inclusive of operations conducted during calendar years 2003 and 2004). Preliminarily, the Steering Committee hopes to validate that the DEFY program:

- Functions in the best possible way
- Was implemented as planned
- Activities and educational components are producing the desired effects
- Identification of any improvements or changes

The evaluation will be functionally organized around the following elements:

- Logic model: Graphic representation of the resources, activities, outputs of the initiative;
- Process evaluation: Assessment of competing and complimentary efforts (both within the City of Oakland, as well as in surrounding jurisdictions);
- Program impact: Quantitative and qualitative assessment of the impact of the initiative

Detailed results of the evaluation component for the DEFY initiative, as well as the West Oakland Weed and Seed strategy as a whole, will be available for review by July 2005.

SUSTAINABLE OPPORTUNITIES

Economic

Supplies and equipment used for the projects will, whenever possible, be purchased locally.

Environmental

Enactment of the current and proposed Project Safe Neighborhood initiatives will reduce the level of gun violence within the City of Oakland.

Social Equity

The services provided by the Police Department's current and proposed Project Safe Neighborhoods initiatives will assist the community through improved police services.

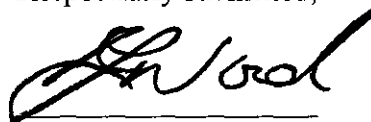
DISABILITY AND SENIOR CITIZEN ACCESS

There are no ADA or senior citizen access issues contained in this report.

RECOMMENDATION

The Oakland Police Department recommends that the Public Safety Committee receive this information report.

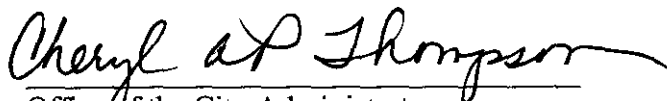
Respectfully submitted,



Richard L. Word
Chief of Police

Prepared by: Candice Jessie
Administrative and Technical Services Division
Bureau of Services

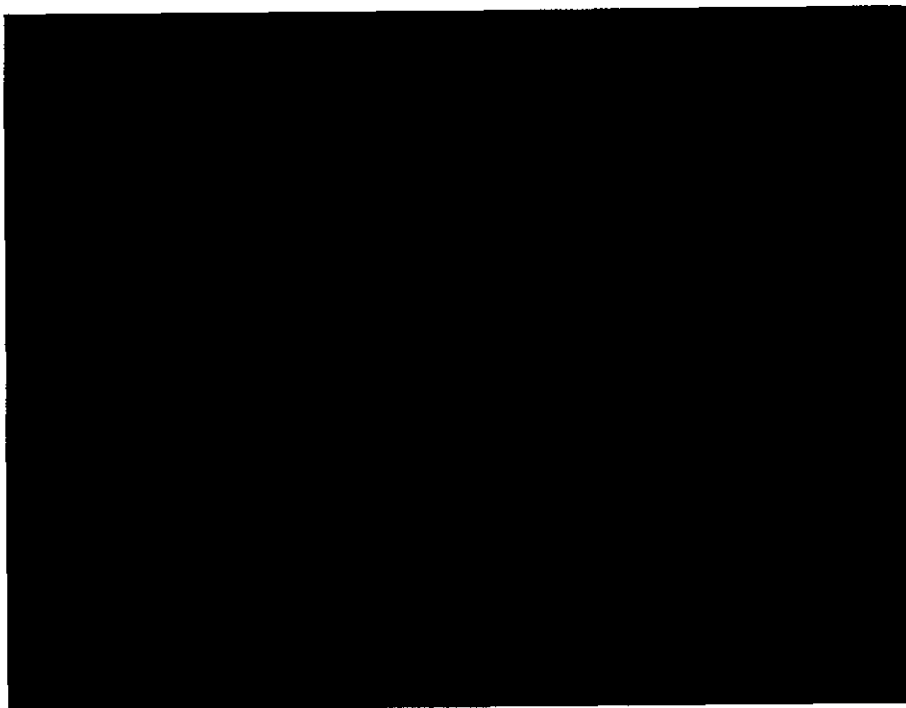
APPROVED AND FORWARDED
TO THE PUBLIC SAFETY COMMITTEE:


Office of the City Administrator

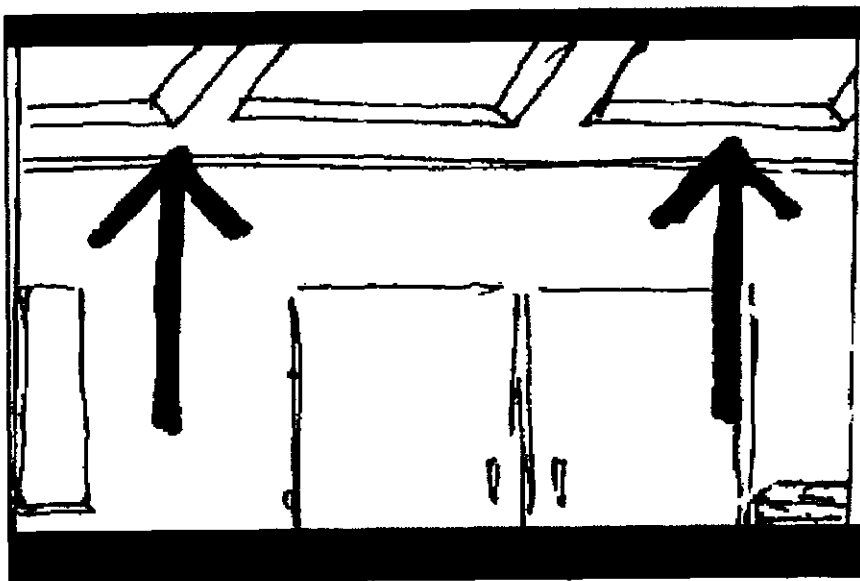
Item: 3
Public Safety Comte.
June 8, 2004

Attachment A

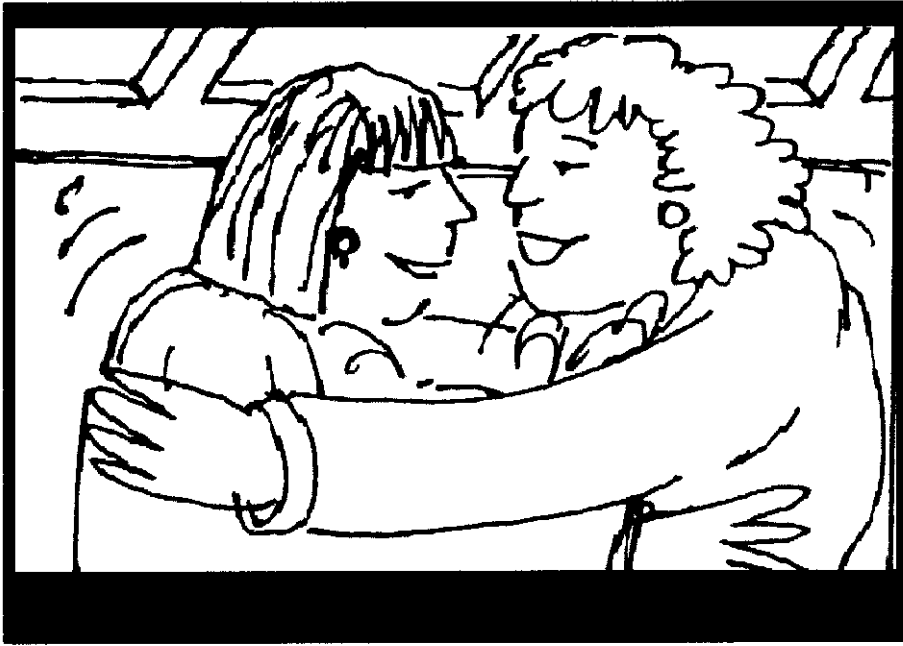
Story-Board for Public Service Announcement



BLACK SCREEN
MUSIC: Dramatic Gospel with Hip-Hop Beat under



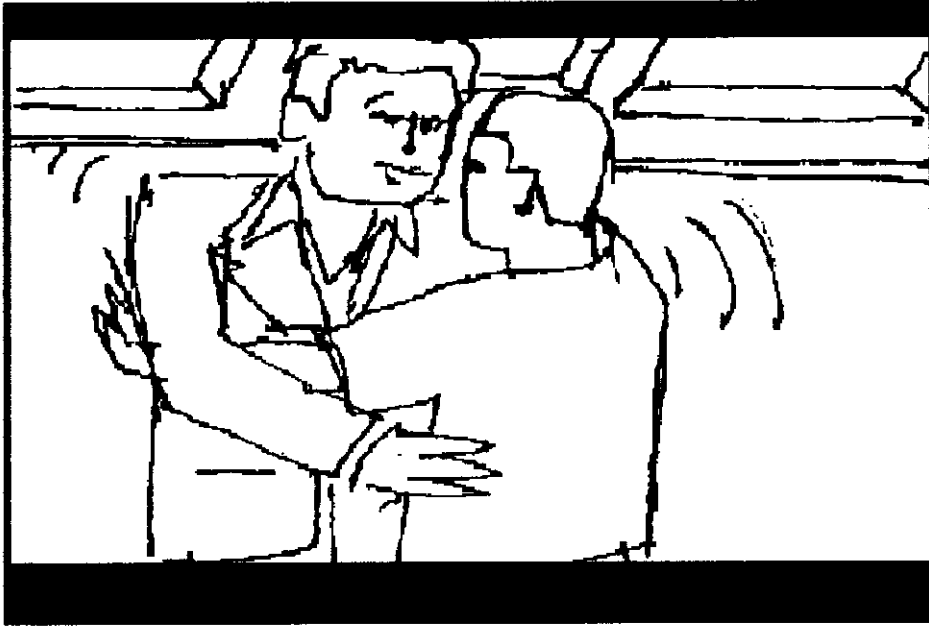
**SCREEN SPLITS OPEN TO REVEAL FUNERAL
HOME ROOM W/ POINT OF VIEW FROM INSIDE
THE CASKET (LETTERBOX)**



TWO WOMEN WALK UP AND ENBRACE



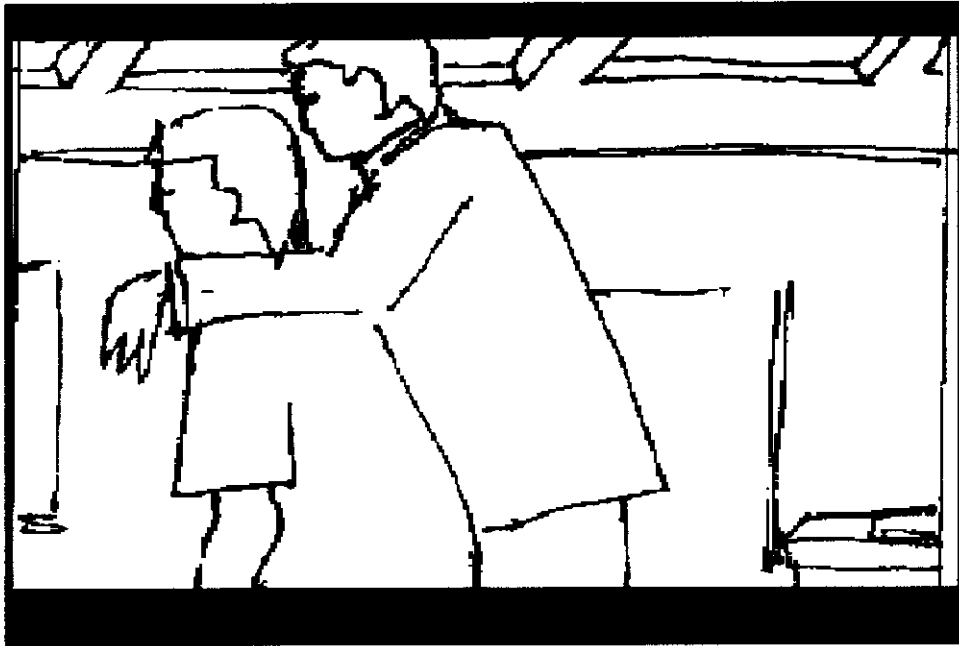
THEY STARE DOWN WEeping



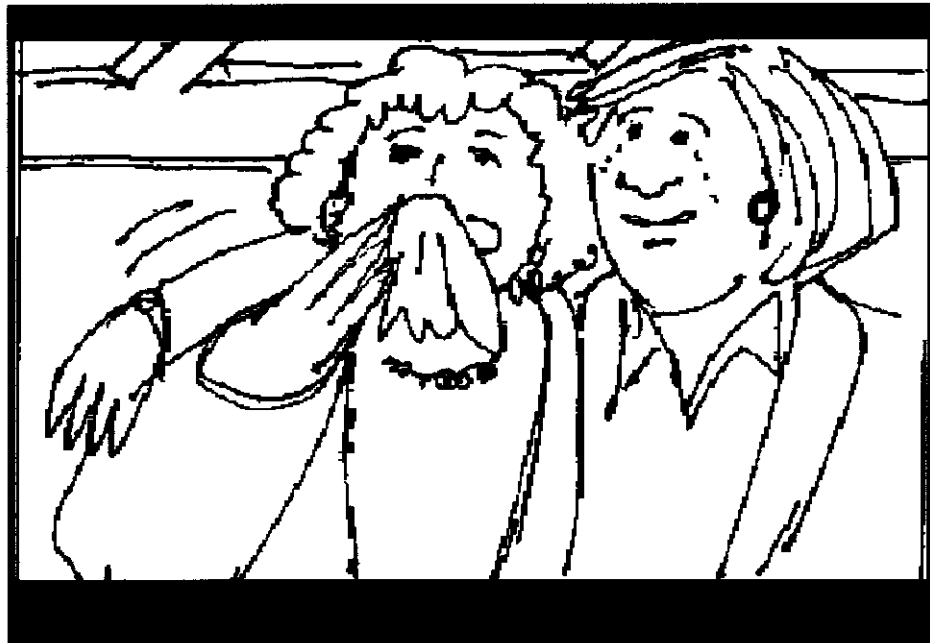
MAN AND TEENAGE BOY COME UP AND EMBRACE



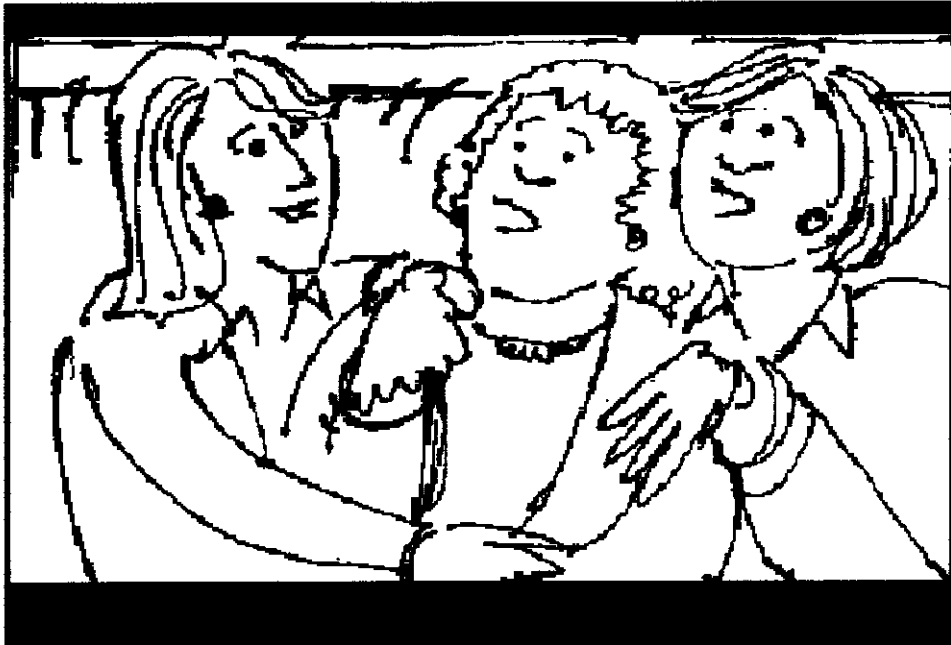
BOY LOOKS DOWN AND LOOKS BACK AT MAN



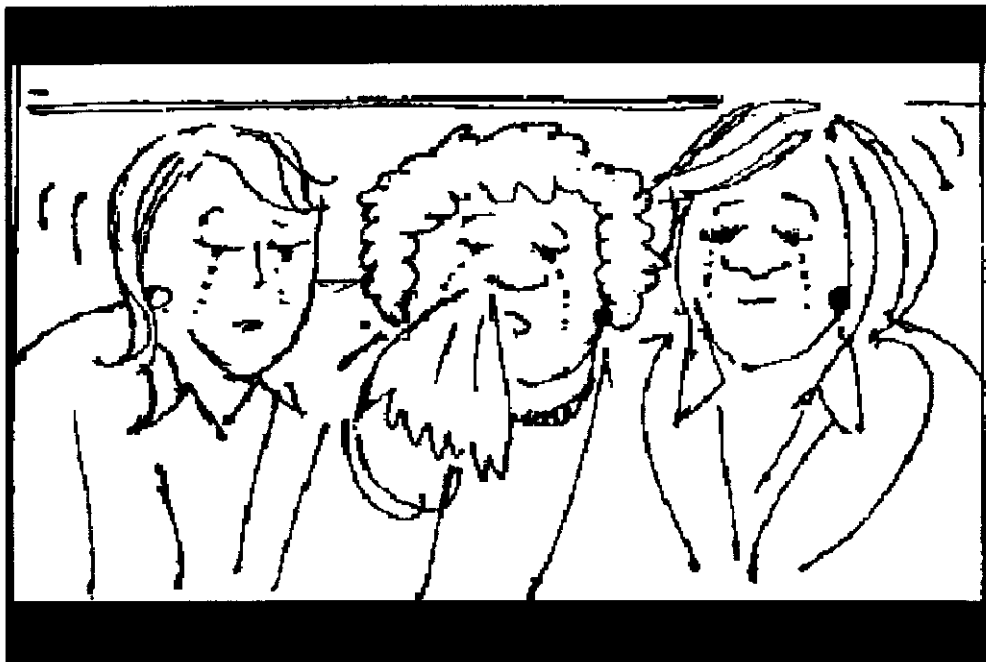
THEY TURN AND WALK AWAY



MIDDLE AGE WOMAN COMES UP CRYING
AND IS CONSOLED BY HER DAUGHTER



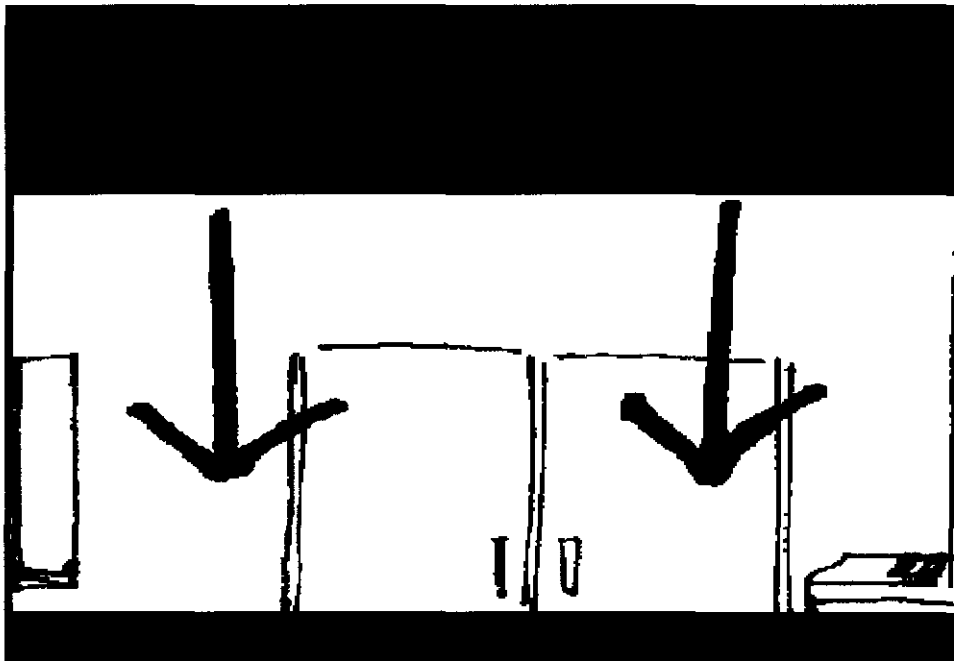
A SECOND DAUGHTER WHO'S BEEN AWAY COMES UP SHOCKING THE MOTHER



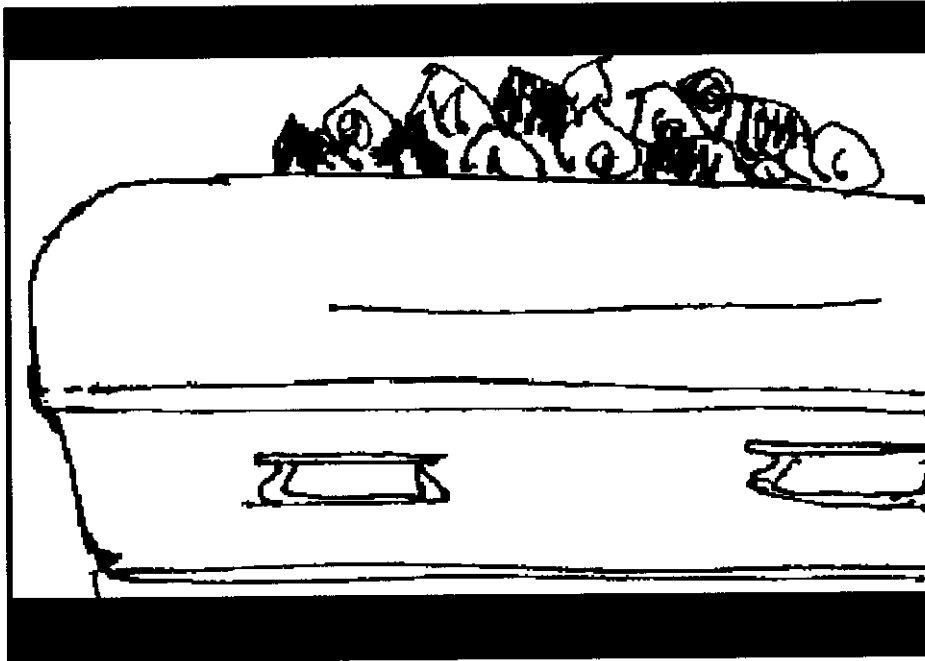
THEY STARE DOWN AND START WEeping



THE MOM BECOMES REAL UPSET AND
IS RESTRAINED BY A MALE RELATIVE
AS THEY WALK AWAY



SCREEN CLOSES ON ROOM



CUT TO CASKET

**YOUR NEXT FAMILY REUNION
SHOULDN'T BE HERE.**

DISSOLVE TO SUPER VOICE OVER: Your
Next Family Reunion Shoudn't Be Here

Stop The Violence
510-238-6946



END

3

PUBLIC SAFETY CMTE.
JUN 8 2004