

CITY HALL • 1 FRANK H. OGAWA PLAZA • OAKLAND, CALIFORNIA 94612

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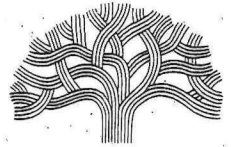
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**Dear Mayor Lee, Administrator Lake, Finance Director Johnson, and Members of the Public:**

As a subject matter expert in public health and safety, I have extensive experience and knowledge regarding critical issues such as homelessness, illegal dumping, graffiti vandalism, and the underlying factors contributing to these obstacles. Addressing these concerns is essential to ensuring the well-being and stability of our communities. It is imperative that we prioritize fundamental core services to halt the decline that has afflicted Oakland, particularly District 7.

Past leadership has led us into a financial and inhumane crisis, exacerbating existing problems and undermining public trust. Considering our strained financial circumstances, we must remain resolute in tackling the essential services and issues that directly impact our residents. Without a secure, financially healthy, and stable environment, no other improvements can be effectively implemented.

Public health and safety is and has been my top priority. Without it, the current trajectory of Oakland will remain unchanged. Safety is the foundation upon which all other aspects of a thriving city are built. My commitment to public health and safety stems from both my professional expertise and lived experience, which have provided me with a unique skillset and perspective to address these issues.



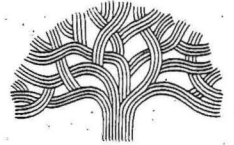
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### **Priority 1: Public Safety**

- **Maintain Public Infrastructure:** Sidewalks, Streets, Overpasses, etc.
- **Re-branding Oakland's Image - Policy Directive #1:** The City Administrator shall evaluate and return with recommendations for procuring a local external marketing and branding firm to develop a comprehensive marketing strategy for Oakland, including recommendations to strengthen the City's image, attract visitors and investment, support local businesses, and highlight Oakland's assets and opportunities.
  - With good branding and marketing, we can change the narrative on Oakland's reputation. We need to utilize an Oakland-based organization or firm that can revive Oakland's reputation and bolster the desire to come to Oakland and explore the phenomenal assets what the City has to offer. Branding and marketing will contribute to the overall feeling of safety if we impact the narrative and highlight the various efforts that are underway to restore the City and bring it to its full potential.
  - **Implement Crime Prevention Through Environmental Design (CPTED) standards to rid the communities of crime:** Illegal Dumping, Graffiti Vandalism & Crime that is associated with, contributes to and stems from these issues along of proper lighting, curbside appeal, shrubbery maintenance, tree maintenance, and public rights-of-way improvements
- **Annual Short-Term Tactical Traffic Safety Projects - Policy Directive #2:** The City Administrator, as part of each annual budget process, shall direct the Department of Transportation to present to the City Council a proposed short-term tactical traffic safety project for each Council District and one proposed project for the At-Large Councilmember for implementation during the upcoming fiscal year.
  - Projects may include, but are not limited to, speed cushions, pedestrian safety improvements traffic calming measures, striping enhancements, signage improvements, quick-build safety treatments, intersection safety improvements, and other low-cost interventions intended to improve roadway safety.
  - The City Administrator shall identify funding of up to \$200,000 per project, subject to available funding and Council appropriation, to support the implementation of one project in each Council District and one project identified by the At-Large Councilmember annually.
  - The Department of Transportation shall work with each Councilmember to identify and prioritize projects based on safety data, collision history, constituent



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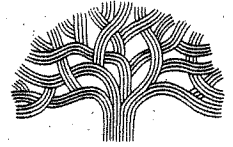
requests, proximity to schools, parks, senior centers, commercial corridors, and other demonstrated transportation safety needs.

### **Priority 2: Homelessness & Housing**

- **Implementing the Encampment Abatement Policy - Policy Directive #3:** The City Administrator shall implement City of Oakland's Encampment Abatement Policy in alignment with state and federal policy directives.
  - In coordination with relevant City Departments, the City Administrator shall take the necessary steps to implement the Encampment Abatement Policy by way of investing in Safe RV Parking locations, bed space in our shelters and transitional housing, and establish a partnership with the State of California and County of Alameda to deliver care and treatment for homeless individuals who have mental illnesses/disabilities and substance addictions. Combating homelessness isn't just getting individuals off the street, it is treating mental health conditions and substance addictions, getting individuals job-ready, identifying shelter spaces, and **THEN** housing while delivering treatments with care and humanity
- **Policy Directive #3:** Prioritize senior support through keeping senior centers **FULLY** open and accessible
  - Open **5 DAYS** a week, **10 AM – 4 PM** instead of **4 DAYS** a week, **9 AM – 5 PM**

### **Priority 3: Beautification of Oakland**

- **Reclaiming public spaces - Policy Directive #4:** Enforce Oakland's recently passed Encampment Abatement Policy.
- **Illegal Dumping Prosecution – Policy Directive #5:** Follow the City Auditor's Recommendation # 7 from the recent Illegal Dumping report speaks to this matter: *“Recommendation 7. In coordination with the Public Works Department and the Police Department, the City Administrator's Office and the City Attorney's Office should assess opportunities, budget, and staffing for collaboration with County departments, such as regular regional illegal dumping strategy meetings and coordination with the Alameda County Sheriff's Office and District Attorney's Office, to bolster enforcement of illegal dumping in Oakland and increase consistency in enforcement regionally.”*

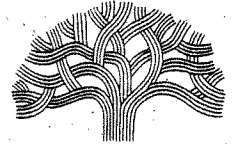


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- The City Attorney's Office has the authority to refer criminal cases on graffiti vandalism and illegal dumping to the District Attorney's Office for prosecution. Our Public Works Department and Code Enforcement are designed to administer the enforcement of penalties. We need interdepartmental collaboration and **HEAVY** prosecution. This is why these elements are crucial to holding perpetrators accountable. We have testimony that reflects a significant lack in the
- prosecution of graffiti vandalism and illegal dumping cases. There is a great need to establish a process that is effective in bringing forth strong evidence through an established process to submit to the District Attorney's Office for prosecution to submit the District Attorney's Office for prosecution to the **FULLEST** extent of the law.
- **Outsourcing Legal Counsel - Policy Directive #6:** Hire a law firm to review the Environmental Enforcement Officer's (EEOs) data that captures evidence that are classified as misdemeanors and felonies to prosecute both misdemeanors and felonies.
  - Environmental Enforcement Officers are tasked with gathering data for prosecution. They need access to legal guidance in order to bring forth quality evidence to submit to the District Attorney's Office.
- **Expand EEOs program, Micro-cleaning and Sanitization Experts (MCSEs) – Policy Directive #7:** The City Administrator shall ensure that all Environmental Enforcement Officers (EEOs) receive appropriate contaminated/ hazardous materials (HazMat) training to enhance the City's ability to safely identify, document, and collect data related to illegal dumping activities, and to ensure the proper use of personal protective equipment (PPE) when responding to potential contaminated and hazardous materials incidents. The City Administrator shall identify available training opportunities and ensure that all required HazMat training is completed no later than the fourth quarter of 2026.
  - With education and enforcement, the EEOs will capture data to process pertaining to environmental crimes. In my non-profit life, I assembled a strong team of MCSE's who had the advantage of testing out processes to maintain areas that have been abated from graffiti vandalism and illegal dumping. This is not a one-and-done process, we need to perform "housekeeping" and "revisits" to maintain cleanliness. The adopted 2025 – 2027 budget allocated monies for the officers to



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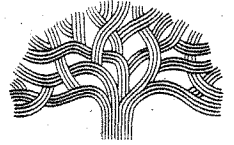
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- receive proper Hazmat and Contamination training will be able to effectively play a role in bring forth cases for prosecution while keeping our EEOs safe. We need to add ADDITIONAL funding to adequately train the EEOs and expand efforts maintenance efforts, establishing a City Team or Non-profit of MCSEs.
- **Embracing the Unhoused and Justice Impacted – Policy Directive #8:** Last budget we allocated monies to build out beautification careers. I want to **DOUBLE** the amount of all unspent monies that was allocated for beautification careers last budget cycle that was not used. The additional funding will support economic and job readiness training and create a self-sustaining cycle notably, when we provide these opportunities of employment to justice impacted and unhoused individuals. Our justice-impacted and unhoused folks engage in the illicit behavior out of survival, however, if we embrace them through employment opportunities, they will have the space to develop the transferrable skills to retain gainful employment and restore self-pride and pride in our City.
  - We need to embrace the organizations with job readiness programs with result-based accountability and measurable outcomes for the unhoused and justice impacted. Training through the living blight conditions to build skillsets and lives while beautifying communities.
- **Restoring Morale and Pride – Policy Directive #9:** Oakland is home to so many legends. We need to allocate funding to create an initiative highlighting Oakland-natives who went on to achieve great feats. There are many legends from the City that people aren't aware of. Funding should be allocated to create a "Walk of Fame" project. This is related to Policy Directive #1, I believe in allocating a portion of funding for beautification efforts for "Walk of Fame." We can identify legends in each Council District and create a "Walk of Fame," showcasing the talent and impact of so many amazing Oakland-born legends. We can explore an alternative option to establish one "Walk of Fame" in an accessible location for residents and visitors to witness historical greatness. We **know** our City produces a of diverse pool of individuals who possess a variety of talents from **athletes** and **musical artists**, to **entertainers** and **civic leaders**.

These are my updated budget priorities for the Mayor's proposed mid-cycle budget for the City of Oakland.

# CITY OF OAKLAND



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Respectfully submitted,

Ken Houston,

*Son of Oakland,*

District 7 Councilmember