Executive Summary

Focused resources, stronger partnerships getting results

Oakland’s 100-Block Community Initiative to Reduce Violence

“All children, families and businesses need to feel safe in Oakland. --Mayor Jean Quan

Focus on the 5% of the City Where 90% of Shootings & Homicides Occur

While recent crime rates have declined, Oakland’s level of violent crime remains high. As a City we need to and can do better.

This year, when the Oakland Police and the Mayor’s staff analyzed both historical and current data on shootings and homicides, we found that 90% of shootings and homicides occurred in 5% of the City—or approximately 100 city blocks.

Not surprising, these same 100 blocks have some of the highest joblessness and school dropout rates. Many of these areas straddle economically depressed commercial corridors that attract prostitution and open-air drug markets. These “hotspots” are also in or near the same areas where children under the age of six lost their lives to senseless gun violence in 2011.

The violence in these neighborhoods has been allowed to fester for far too long. Decisive, coordinated, and focused action by government and citizens is needed.

Maintaining Police Services Citywide, Working Smarter in the 100 Blocks

Like any city facing the recession and budget cuts, we are struggling to meet the needs of all our citizens. Public safety is a citywide priority, but our resources are limited. After contract negotiations last year, new pension contributions by Police funded the return of 32 officers. This allowed us to put more police in high crime areas. This year, a new federal grant will fund 25 new officers assigned to middle schools in the 100 blocks.

Additionally, the Oakland Police Department will concentrate their efforts in these communities by creating Crime Reduction Teams (CRT’s), and focusing local, state, and federal investigative efforts there.

In short, we are concentrating law enforcement efforts to reduce shootings and homicides in the neighborhoods most impacted by violence while maintaining police coverage throughout the City. We are beginning to see promising results.

More enforcement is not enough. We will also prioritize other services in the 100 Blocks including blight abatement, litter and graffiti clean-ups. We will recruit for jobs and improve the quality of life in these neighborhoods. If we create economic opportunity and reduce crime...
in these 100 blocks, we believe we will also reduce crime throughout the City.

**Drawing on Best Practices**

After examining the data and assessing our internal and external resources, we looked at key elements from successful violence reduction strategies from cities with similar demographics nationwide. These strategies were selected for their effectiveness and their ability to align with existing successful initiatives. Additionally, they were chosen due to their ability to provide results despite fiscal challenges. They include:

- **New York City’s CompStat**—Hotspot & geographically-based policing utilizing data and holding service providers and police staff accountable. 
  *Start Date:* Already in progress.

- **Los Angeles Gang Reduction & Youth Development Model (LA GRYD)**—Hotspot focus including comprehensive family support and involvement. 
  *Start Date:* This effort began in 2011 and will be enhanced beginning in the summer of 2012.

- **Chicago Ceasefire**—Youth outreach, messaging and violence interruption. 
  *Start Date:* This effort will start in the Spring of 2012.

- **Harlem Children’s Zone**—Age 0 to high school focus with wraparound family services. 
  *Start Date:* Already in progress.

- **San Jose**—Internal communications & meaningful community engagement. 
  *Start Date:* Spring 2012.

**Short-term Goal: Concentrated Multi-Agency Enforcement**

Working smarter means leveraging the resources already available in these neighborhoods and coordinating an enforcement response. In addition to concentrating our enforcement staff on these 100 Blocks, we are partnering with local, state and federal enforcement agencies to share information and to track Oakland’s most violent offenders and re-offenders:

- District Attorney Nancy O’Malley has assigned a high-level DA to work directly within the Oakland Police Department’s Major Crimes Unit to assist in the prioritization of investigations and to ensure that cases are fully developed and ready for prosecution.
- Chief Probation Officer David Muhammad is tracking violent offenders, both youth and adults on probation.
- 25 OPD officers will be stationed at middle schools in the 100 Blocks, thanks to a $10 million Federal COPS grant from the Department of Justice based on a collaborative model.

> “Working with the District Attorney’s Strike Team, we will focus on prosecuting Oakland’s most violent offenders. Through the leadership of the Alameda County Probation Department, violent, high-risk offenders will be tracked and information will be shared across departments.”—OPD Interim Chief Howard Jordan.

Multiple agencies will coordinate their efforts, share information and focus on the common goal of reducing shootings and homicides in the 100 Blocks. This coordination stemmed from an assessment that determined that many agencies were already operating in the 100 Blocks but they lacked coordination, communication, and a common goal:

**100 BLOCK LAW ENFORCEMENT**

- Oakland Police Department Patrol
- BART
- Oakland Police Department Problem Solving Officers
- Oakland Housing Authority (OHA) Police
- California Highway Patrol (CHP)
• Oakland Unified School District (OUSD) Police
• Alameda County Sheriff’s Department
• Alameda County Probation Department
• Alameda County District Attorney’s (DA’s) Office
• Federal Law Enforcement Agencies
• State Parole
• Private Security Companies

Prioritized City Services
Reducing violence takes more than police. We are also asking all City departments to do their share to improve the quality of life in these 100 Blocks and to support public safety efforts.

• Measure Y-funded Oakland Street Outreach workers will be assigned to the 100 blocks where they will spend 80% of their time connecting with young people and their families, creating truces between rival groups, and performing immediate scene and hospital-response to shooting victims in an effort to reduce retaliatory shootings.
• The Public Works Agency (PWA) has prioritized new lighting, blight, graffiti and street projects.
• This year we doubled the National Night Out block parties and organized more community clean-ups in some of these areas.
• Oakland Parks & Recreation (OPR) will provide more safe activities, leadership training and will recruit youth for jobs in summer programs.
• The City will support economic development, including small business development to help improve retail and job opportunities.

Violence prevention, job opportunities and quality of life enhancements also make a difference. Based on the ‘broken window theory,’ crime prevention through environmental design (CEPTED), and the LA GRYD model, we know communities are safer when blight is reduced, neighborhood youth are employed and engaged in recreational programs, and there are thriving businesses.

Mid-term Goal: Community Engagement & Mobilization
Even the combined coordination of the Police and all our City departments cannot reduce violent crime. Changing neighborhood dynamics depends on developing positive relationships among neighbors and partnerships between citizens and the City. Building trust between officers and our youth is especially critical. We will implement programs like Code 33 (open discussion between community and police) and other programs that support positive interaction. Additionally, we will recruit more Oakland and urban residents into our Police Department.

Other mid-term strategies include assigning Street Outreach Workers to the 100 blocks, holding Measure Y service providers accountable for outcomes, re-invigorating Ceasefire strategies, and coordinating our efforts through the Mayor’s Gang Prevention Task Force.

Long-term Goal: Provide Opportunity to Youth and Families
Our long-term goal is to reduce violence by improving communities through meaningful engagement and providing much needed
services to youth and their families. We are building coordination among school, county, health, religious, and non-profit community organizations and plan to bring change through:

• Asking private sector employers to prioritize hiring youth in the 100 Blocks for summer employment, internships and job training.
• Parent education and increased community involvement
• Universal pre-school
• Support of school-based health clinics
• Support of Full Service Community Schools
• Recruiting mentors for the 2000 youth who are aging out of Foster Care, truant, or contacted by police for illegal activities.
• Late Night Live: Maintaining late night programming in the parks. Last summer our pilot program reduced crime in one neighborhood by 51%.
• Promote and support a Citywide Truancy Program

Over 60% of middle school students who missed 20 days of school 5 years ago have had contact with the Oakland Police

It Makes Sense for All of Oakland
Although there has been a decline in the rate of homicides over the years, the number of people getting killed and shot is not acceptable. These violent acts not only destroy the lives of those immediately impacted, but it has a ripple effect that negatively impacts neighborhoods, communities, and the city’s economic forecast.

As violent crime rates increase, housing values decrease and taxes increase to meet the increasing strain on police and social services. Additionally, when cities develop a negative reputation due to violent crime and drug abuse, businesses are less willing to invest anywhere in Oakland. Thus, what happens in the 100 Blocks impacts all of us. It is the success of these communities that will define us and is the lens through which people see us.

We are changing the way others see us. Recently the New York Times named Oakland as one of “the 45 places to go in 2012” in the world. We were #5, the FIRST American city on the list. Oakland is undergoing a renaissance. Oakland’s beauty, diverse population, arts and food scene, social conscience and tolerance make us one of the best places to live in the world. Yet, until we eliminate the persistent violence and unequal opportunities in these neighborhoods, we will not reach our potential as a great city.

How You Can Help
Community engagement is a key to making Oakland safer:

• Organize or join a Neighborhood Watch Group
• Attend your Neighborhood Council
• Offer jobs to Measure Y-identified youth and young adults
• Organize a Neighborhood Beautification Project, Adopt a School or Park.
• Anonymously report crimes to OPD via text or e-mail; call 238-DRUG
• Volunteer in a 100-Block School, Library, Recreation Center or Senior Center.
• Fund a Summer Camp Scholarship For details, call 444-C-I-T-Y.