



Mobile Assistance Community Responders of Oakland

2025 OUTPUT SUMMARY REPORT

JANUARY – DECEMBER 2025

Table of Contents

Table of Contents.....	1
MACRO Overview	2
2025 Highlighted Successes.....	5
Program Updates	6
Activities and Outputs	7
MACRO Response Outcomes.....	13
Testimonials 2025	16
Program Model	17
Appendix A: Glossary of Terms	20



MACRO Overview

MACRO Purpose and Goal

The purpose of Mobile Assistance Community Responders of Oakland (MACRO) is to deliver a compassionate care first response model grounded in empathy, service, and community. MACRO is a community-centered alternative response program within the Oakland Fire Department (OFD) designed to address non-emergency, "quality of life" service calls. MACRO is *not* for emergencies or violent situations.

MACRO's goal is to reduce responses by emergency services (Fire & Police) across Oakland, increase access to community-based services and resources for impacted individuals. Regular meetings are held between the Oakland Police Department and Oakland Fire Department to review incident types and trends to determine the most effective way to ensure the appropriate calls for service are being diverted to MACRO.

MACRO Criteria and Call Categories

The Oakland Police Department (OPD) criteria to divert a 911 call to MACRO include: 1) calls that show no threats or active violence, 2) do not have visible weapons, 3) do not involve domestic violence, 4) are located outside of a home or dwelling, and 5) the individual is not an immediate danger to themselves or others. Community members should contact MACRO when there is initial concern for a person's well-being. The earlier a MACRO team can begin an intervention the better. *In the event of an immediate emergency, community members should call 911.*

MACRO teams consist of Community Intervention Specialists and Emergency Medical Technicians. MACRO teams respond to calls in three categories, individual well-being, some behavioral or mental health calls, and nonviolent community disturbances. Most of the calls MACRO teams respond to involve unhoused individuals.

MACRO Service Categories

Individual Well-Being

Behavioral Health
Concerns

Community
Disturbances

MACRO Outcomes

MACRO service responses aim to achieve the following outcomes:



Increased connections to community-based services

More people in crisis—especially among BIPOC communities—are connected to the community-based support they need.

EQUITY-FOCUSED



Decreased negative outcomes from law enforcement response

Fewer harmful outcomes when law enforcement responds to nonviolent 911 emergency calls, especially among Black, Indigenous, and People of Color (BIPOC).

SAFETY-CENTERED



Redirection of identified 911 call types

Specific 911 call types are routed to an alternative community response system better suited to address the underlying need.

SYSTEM CHANGE

MACRO Service Area

MACRO serves the entire City of Oakland. The city is divided into eight MACRO service zones.

Figure 1 presents a map of service zones followed by Table 1 which outlines zone boundaries.

Figure 1. Geographical Service Zones Map

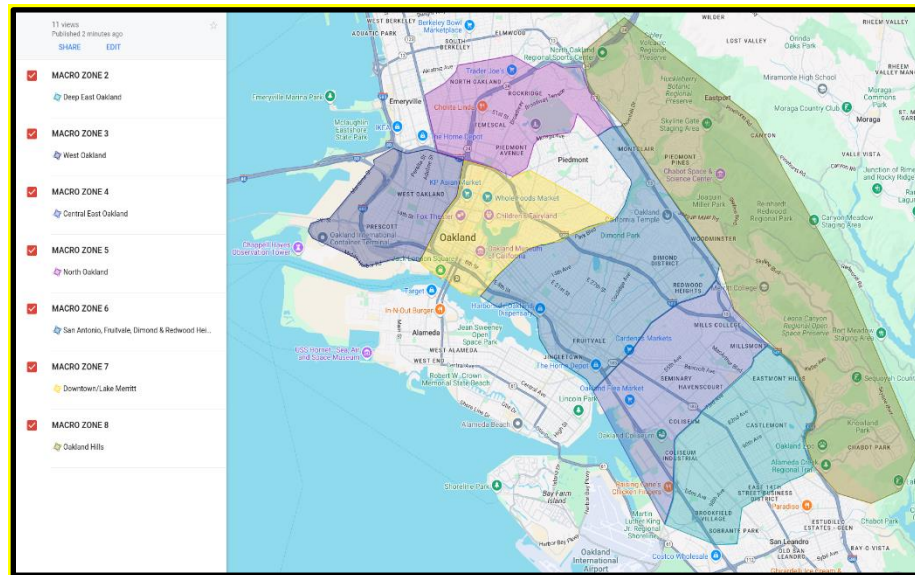


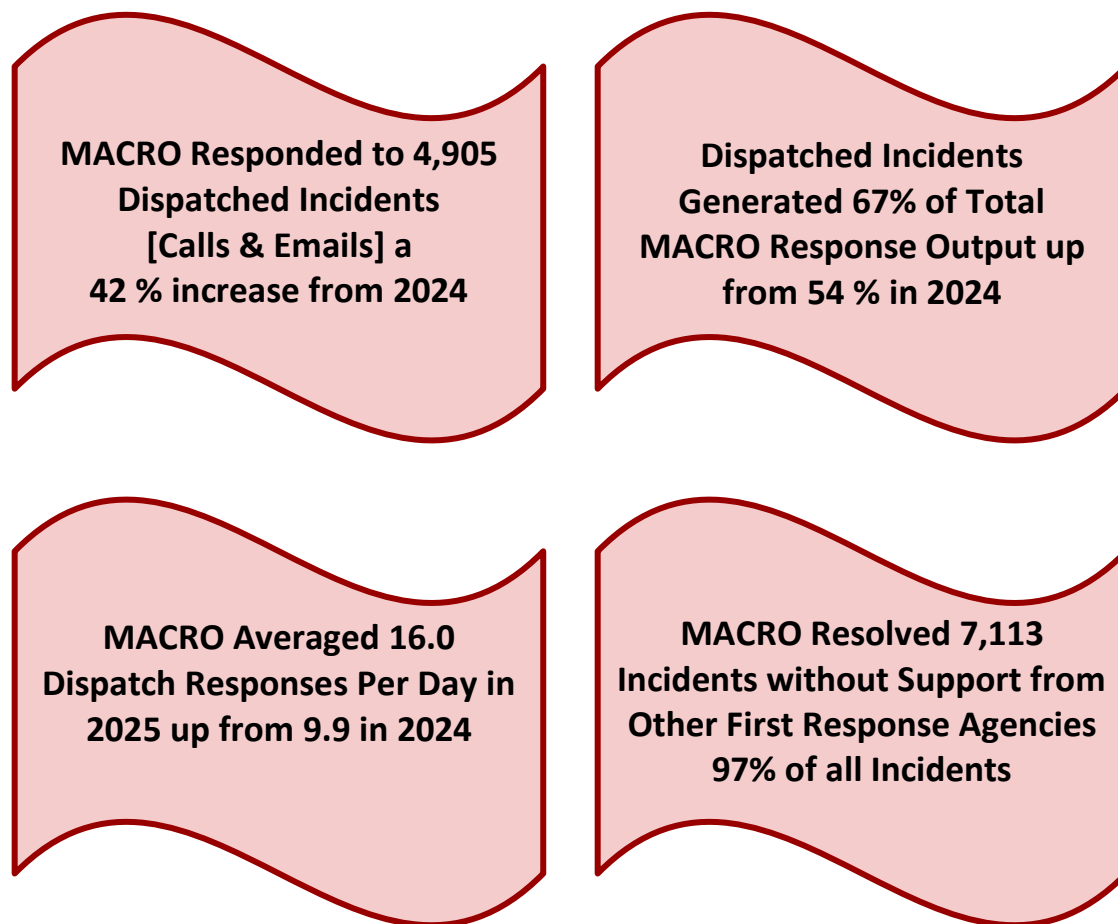
Table 1. MACRO Geographical Service Zones

Zone	Boundaries
Undefined Location / Street	Incident is responded to on “the street” or the location isn't clearly defined by the caller.
#2 [Deep East Oakland]	The area from 73rd Ave to the San Leandro border, bounded by I-580 to the north and roughly Edgewater Dr. to the south.
#3 [West Oakland]	The area bordered by I-880 on the south and west, I-980 on the east, and 35th St to the north.
#4 [East Oakland]	The area from 35th Ave to 73rd Ave, including the Laurel District and Redwood Heights, roughly bounded by I-580 to the north and I-880 to the south.
#5 [North Oakland]	The area bounded by I-580 to the south, up to Berkeley north, Emeryville to the west, and the Oakland Hills to the east. This area includes Temescal, Rockridge, and Bushrod.
#6 [Central Oakland]	The area from East Lake and Park Boulevard to 35th Ave includes areas of Fruitvale, San Antonio, and Little Saigon. The area is roughly bounded by I-580 to the north and the Embarcadero to the south.
#7 [Downtown & The Lake]	The combined area of Downtown Oakland and Lake Merritt, Jack London Square, Chinatown, Uptown, around Lake Merritt, Lakeside Park, Lakeshore, and Adams Point neighborhoods.
#8 [Oakland Hills]	All other Oakland neighborhoods, Montclair, Piedmont Pines and roughly North of Hwy 13.

2025 Highlighted Successes

This report aims to describe the MACRO program, outline its workflow, and share 2025 activities and outcomes. The report also highlights MACRO's successes in providing support for Oakland residents. **Figure 2** presents four major MACRO successes accomplished in 2025.

Figure 2: MACRO Highlights in 2025



Program Updates

Hours of Operations and High Traffic Days

MACRO's hours of operation are seven days a week, Sunday through Saturday between the hours of 6:30 AM and 9:30 PM. More teams are in service on Tuesdays, Wednesdays, and Thursdays allowing MACRO to maximize intervention service in the community on these specific days of higher volume.

MACRO Staffing

In 2025, the MACRO program made significant progress in strengthening its staffing infrastructure by prioritizing the hiring of remaining EMT positions and building out critical administrative support, including the addition of a Public Information Officer (PIO III) to enhance communications and public engagement. These efforts have helped stabilize operations and support the program's continued growth. Looking ahead to 2026, MACRO will onboard four new Responder EMTs, further increasing field capacity, while also maintaining a strong focus on filling the remaining administrative roles to ensure the program is fully supported both operationally and organizationally.

Program Equipment

In 2025, the MACRO program made key investments in equipment to enhance service delivery, including the purchase of two new Sprinter vans, one of which is ADA accessible, to expand accessibility and better meet the needs of all community members. These vehicles are scheduled to be deployed into service in spring 2026, further strengthening field operations. In addition to fleet expansion, MACRO continues to prioritize modernization of its technological capabilities, including the rollout of new Toughbook's, radios, and essential support equipment to ensure responders are well-equipped, connected, and able to operate efficiently in the field.

Community Events

The MACRO program, in partnership with community-based organizations, including the Uptown Downtown BID, Family Bridges, Awaken Café, and others, has been operating the Town Care Café at Frank H. Ogawa Plaza since summer 2025, providing a consistent, place-based hub for community care and connection. This Thursday's activation represents a continued expansion and strengthening of that work, building on months of on-the-ground engagement. The Town Care Café offers a welcoming space where community members can access basic needs, connect to services, and engage with trusted responders and partners. This ongoing initiative reflects MACRO's commitment to proactive, community-centered care and to creating safe, supportive environments that address immediate needs while fostering long-term trust and stability.

Activities and Outputs

MACRO Dispatch Responses

A combination of extended operating hours and an increase in team members contributed to a rise in the average number of MACRO teams deployed per service day over the course of 2025. This growth enabled MACRO to serve more recipients, enhance the service experience for both businesses and individuals, address incidents more quickly, and improve overall service quality.

In 2025, the MACRO program reached new operational highs, with the highest average number of teams in service per day and a corresponding increase in the average number of dispatch responses per in-service day. These gains reflect both expanded capacity and improved deployment efficiency, enabling MACRO to respond to more calls and meet growing community needs with greater consistency and impact.

Table 2 presents the monthly averages for MACRO dispatches and team deployments.

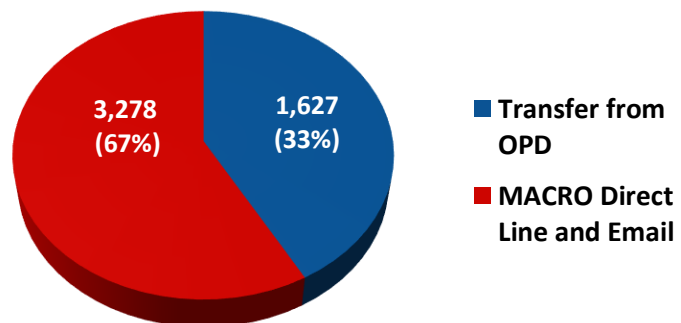
Table 2. Average Number of Dispatch Responses and Teams per Service Day in 2025												
	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Average Dispatch Responses per Service Day	11.5	14.5	13.5	15.2	15.4	15.7	16.5	18.3	19.0	19.9	17.2	15.5
Average Teams per Service Day	4.0	4.2	4.1	4.7	4.4	4.3	4.7	5.0	4.9	5.8	5.0	4.9

Dispatch By Source

MACRO teams receive dispatches from three sources: OPD (911), OFD (MACRO Direct Line), or a dedicated MACRO email address. The MACRO phone line is managed by the Fire Communication Center and emails are received by a MACRO Supervisor.

Figure 5 provides a breakdown of dispatch by source, showing the total number of dispatches received. The figure highlights that the majority, 67%, of requests came directly to OFD via the direct phone line and email as compared to 33% of requests transferred through calls from the 911 dispatch.

Figure 5: Dispatch by Source (January to December 2025)
(n= 4,905)



MACRO Phonenumber Performance

Community members can request MACRO intervention directly by calling the MACRO phone line or sending an email. When someone calls the MACRO phonenumber, they are greeted by an automated main menu that provides them with an overview of MACRO's response eligibility and options to proceed with MACRO by speaking with an OFD dispatcher to proceed or be transferred to Oakland Police Dispatch (911). If a caller elects to proceed with MACRO, an OFD dispatcher screens the call and directs service requests to the appropriate MACRO response unit. In cases where a request does not meet MACRO's eligibility criteria, callers may be transferred to 911 or directed to other resources.

Table 3 provides a monthly breakdown of data collected from MACRO phone line from January – December 2025. The table details the total number of calls to the MACRO phone line, the number of callers who connected with a OFD dispatcher, the total number of calls that met MACRO response criteria and were sent to a MACRO team to response.

Table 3. MACRO Main Menu Calls - (January - December 2025)*					
	Incoming Calls to MACRO Phone Line	Incoming Calls Who Reached OFD Dispatch		Calls Sent to MACRO Teams for Response	
	#	#	%	#	%
25-Jan	545	351	64%	167	48%
25-Feb	457	358	78%	163	46%
25-Mar	463	373	81%	180	48%
25-Apr	504	414	82%	170	41%
25-May	494	402	81%	161	41%
25-Jun	531	429	81%	183	43%
25-Jul	586	477	81%	197	41%
25-Aug	629	520	83%	177	34%
25-Sep	703	556	79%	246	44%
25-Oct	566	444	78%	242	55%
25-Nov	482	403	84%	217	54%
25-Dec	551	441	80%	224	51%
TOTALS	6,511	5,168		2,327	
*Callers who choose to transfer to an OPD dispatcher or to disconnect from the call are not reflected in data.					

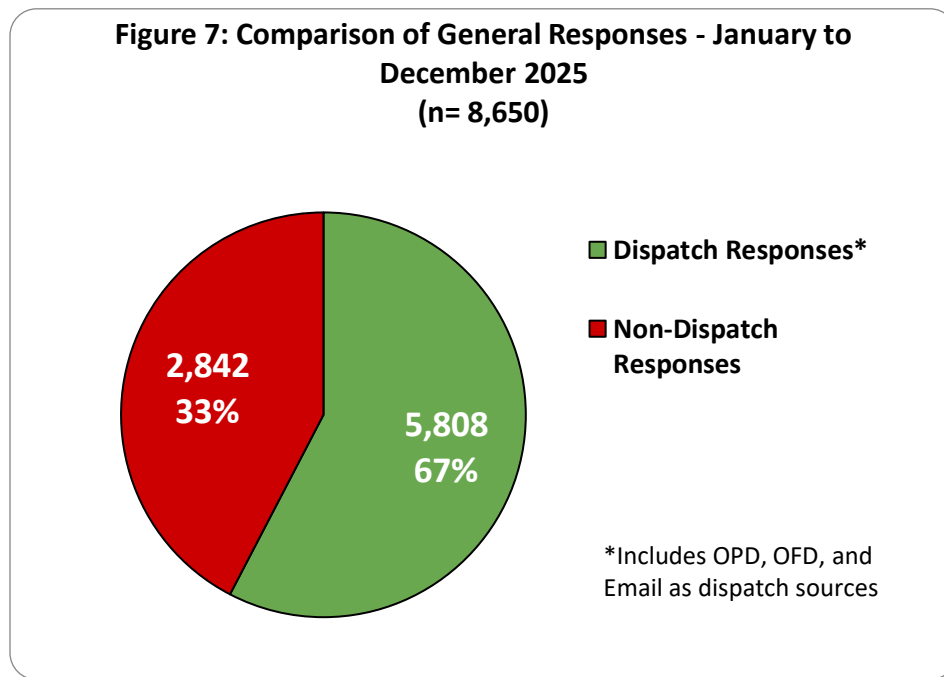


Figure 6 illustrates the flow rate of calls to response. Of the total calls received on the MACRO phoneline, 79% of callers reached an OFD dispatcher, and of those who reached OFD dispatch, 45% of calls met MACRO eligibility and information was sent to MACRO teams for response.

Figure 6: Flow Rate from Direct MACRO Phone Line to Team Response

On-View (Non-Dispatched) Incidents

While MACRO teams are in the field, they may encounter and respond to situations spontaneously. These instances, known as on-view incidents, are *not* included in dispatch data because they are initiated by the MACRO teams versus a request from the public. **Figure 7** presents on-view (non-dispatch) responses compared to dispatch-initiated responses.



MACRO Response by Service Area

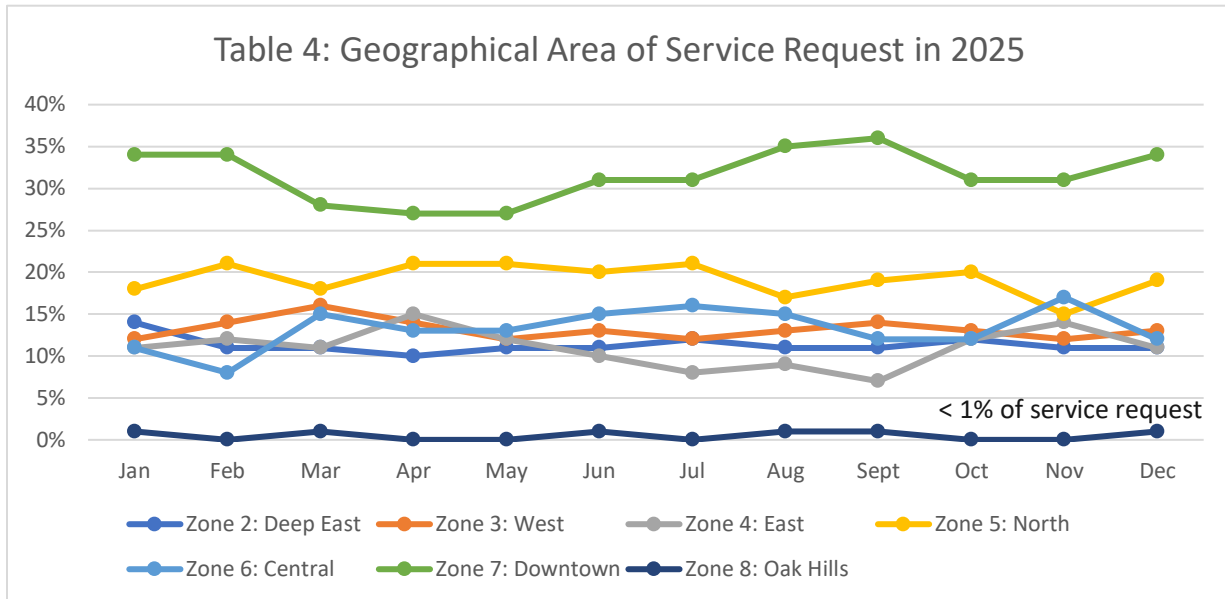
MACRO serves all of Oakland, which is divided into eight MACRO service zones. **Table 4** illustrates the areas in Oakland where MACRO responded broken down by month and by service zone. Data indicate that the highest percentage of requests originate from Zone 7: Downtown Oakland. In contrast, the fewest service requests originate from Zone 8, the Oakland Hills.

MACRO's original service areas—Zones 2, 3, and 4, covering Deep East Oakland and West Oakland—currently account for approximately 35% of total call volume, reflecting both strong community awareness and sustained need in these neighborhoods. As MACRO continues to expand its reach, we anticipate increased utilization in historically underrepresented areas, particularly with the launch of a targeted billboard awareness campaign in spring 2026 aimed at improving visibility and access to services citywide.

Table 4: Geographical Area of Service Request in 2025

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
Zone 2: Deep East	14%	11%	11%	10%	11%	11%	12%	11%	11%	12%	11%	11%
Zone 3: West	12%	14%	16%	14%	12%	13%	12%	13%	14%	13%	12%	13%
Zone 4: East	11%	12%	11%	15%	12%	10%	8%	9%	7%	12%	14%	11%
Zone 5: North	18%	21%	18%	21%	21%	20%	21%	17%	19%	20%	15%	19%
Zone 6: Central	11%	8%	15%	13%	13%	15%	16%	15%	12%	12%	17%	12%
Zone 7: Downtown	34%	34%	28%	27%	27%	31%	31%	35%	36%	31%	31%	34%
Zone 8: Oak Hills	1%	0%	1%	0%	0%	1%	0%	1%	1%	0%	0%	1%

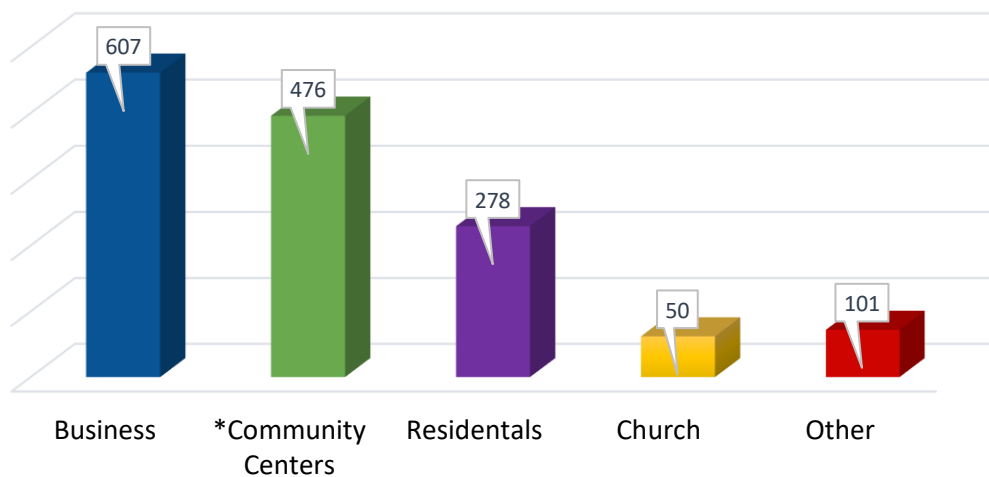
Figure 9 depicts the variation throughout the year for service requests in other zones—Zone 2: Deep East, Zone 3: West, Zone 4: East, Zone 5: North, and Zone 6: Central.



Location of Responses

Because the majority MACRO responses involve people who are unhoused, most or 79% of MACRO team responses and interactions are located on Oakland city streets. Though, MACRO services are requested at a variety of other locations as well. **Figure 10** presents data on MACRO service locations other than on city streets. This data indicates that MACRO interacted with individuals at 607 businesses, 278 residential properties, 223 parks, 84 schools, 50 churches or other religious institutions, and 101 other locations through Oakland in 2025. Data may also include multiple responses to the same location.

**Figure 10: Location of Service Responses
(January - December 2025)**

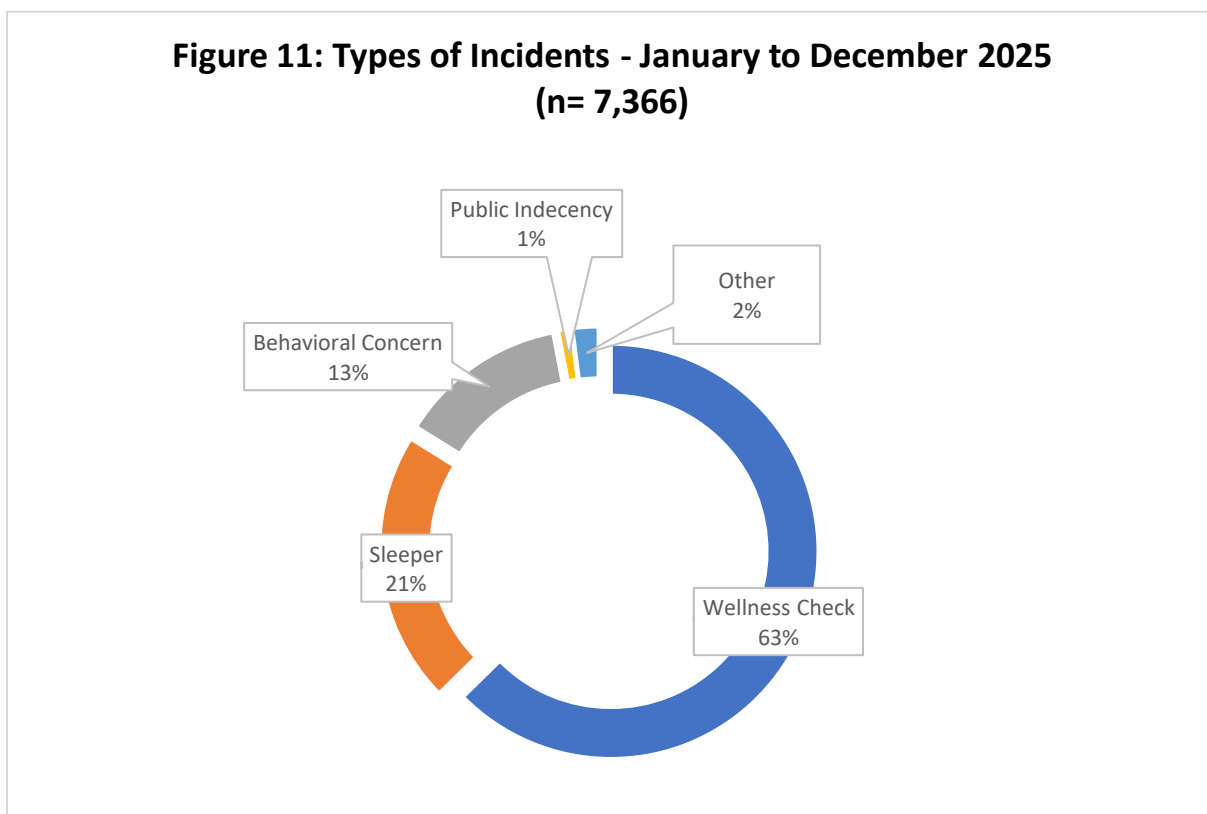


*Community Centers include libraries, schools, and parks.

Types of Incidents

MACRO services may be requested for a variety of reasons, provided they meet the eligibility criteria. MACRO teams manage situations up to the point of reaching a crisis. The most common type of incident involves conducting wellness checks. Wellness checks can address concerns related to a person's well-being. Additional other documented reasons for MACRO intervention include, sleeper checks, behavioral health issues, public indecency, and community disturbances.

Figure 11 displays the breakdown and percentages of incident types reported throughout 2025.



MACRO Response Outcomes

On-Site Services

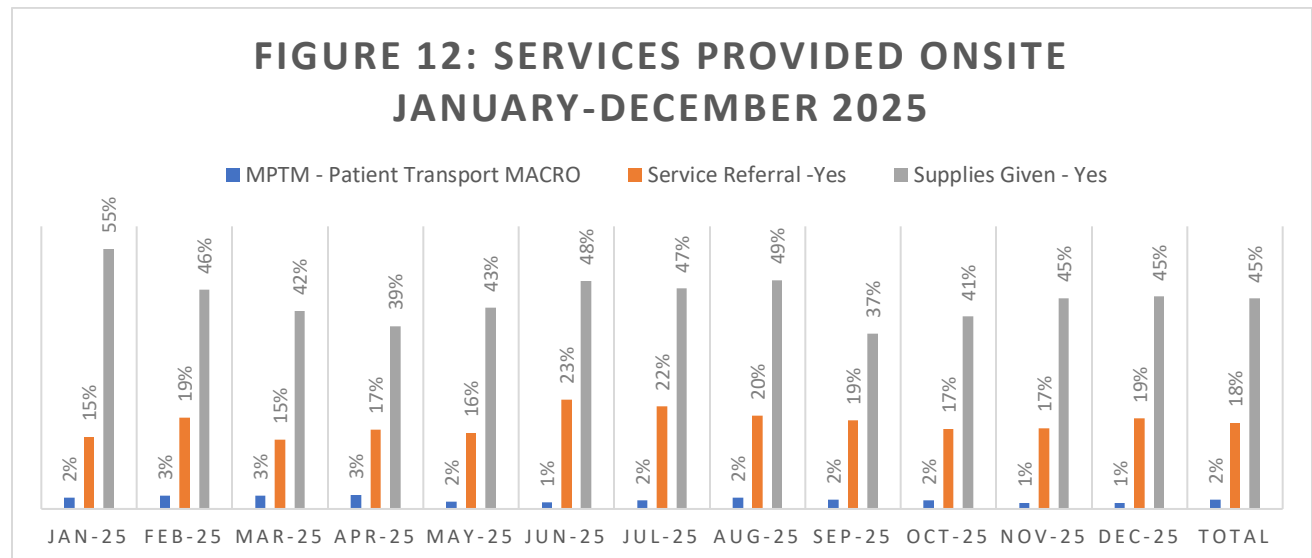
After completing an assessment, the MACRO team determines the type of care a person may need. Service recipients often have basic needs, such as first aid or dehydration. A blanket may be provided to protect against exposure, or team members may offer to listen to someone, using de-escalation techniques to provide emotional support. Other supports may include service referrals or transportation support. Typically, all MACRO service recipients are given information about available community resources.

Capturing Output

When an incident is dispatched, it is assigned an incident number and recorded in three systems: (1) MACRO Incident Microsoft Form, (2) PremierOne Computer-Aided Dispatch (P1CAD), and (3) Electronic Health Records (ESO). In some cases, incidents with assigned numbers do not result in the provision of MACRO services. These are due to the MACRO team being unable to locate the individual or the individual choosing not to engage with MACRO. Additionally, service recipients have the option to disengage from a MACRO team at any point during the interaction. Showing up is a critical first step in the service process, as it sets the stage for potential future outcomes or impacts.

Supplies and Service Referrals

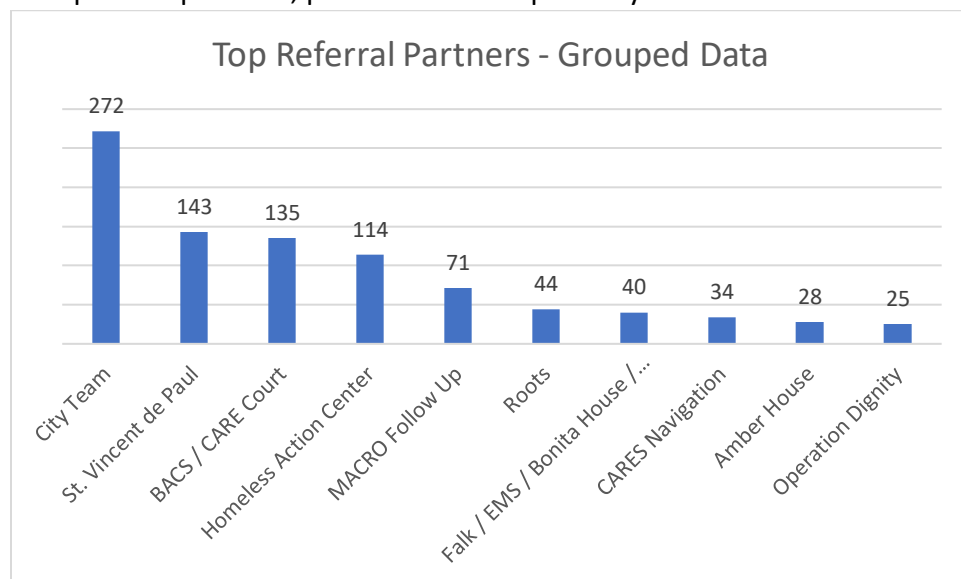
During onsite interactions with services recipients, the MACRO teams may provide supplies, service referrals, or transportation support. **Figure 12** provides a visual representation, by month, the percentage of service recipients who accepted supplies (n=3,292), service referrals (n=1,349), or transportation (n=148) from MACRO teams.



In 2025, MACRO responders used service referrals as a critical bridge between immediate field response and longer-term stabilization. The referral data shows that responders most frequently connected community members to City Team, St. Vincent de Paul, BACS/CARE Court, and the Homeless Action Center, indicating a continued need for shelter access, food support, behavioral health navigation, legal assistance, and housing-related case management. The range of referrals also demonstrates the breadth of needs encountered in the field, including medical transport and care coordination, community health services, safe parking, crisis support, and follow-up engagement.

Top Referral Partners - Grouped Data		
Referral Partner	Grouped Count	Primary Service Area
City Team	272	Shelter / Basic Needs
St. Vincent de Paul	143	Shelter / Basic Needs / Food
BACS / CARE Court	135	Behavioral Health / Case Management
Homeless Action Center	114	Housing Navigation / Benefits / Legal Support
MACRO Follow Up	71	Follow-up / Field Engagement
Roots	44	Community Health Center
Falk / EMS / Bonita House / CATT	40	Medical Transport / EMS / Crisis Services
CARES Navigation	34	Housing Navigation
Amber House	28	Behavioral Health / Crisis Stabilization
Operation Dignity	25	Shelter / Hygiene / Housing Support

Collectively, these referral patterns highlight MACRO's role in reducing reliance on emergency systems by helping residents connect to the appropriate community-based resources at the point of contact. The data also underscores the importance of maintaining strong partnerships across Oakland's housing, behavioral health, medical, and social service networks so that responders can provide practical, person-centered pathways to care.



Incident Resolutions

In 2025, 97% of incidents were resolved by MACRO team members onsite with no support needed from other agencies. MACRO incidents are considered resolved onsite if: (1) the team successfully deescalates the situation or provides basic need support onsite (MCC), (2) the recipient is transported to another location (MPTM), or (3) the MACRO team is not able to locate the intended MACRO recipient (MNL). In situations, when immediate advanced medical attention is required or a situation becomes violent, the MACRO team may request external incident support from emergency medical services (EMS), OPD to request the Community Assessment and Transport Team (CATT), or other agencies for further assistance. MACRO requested external support for only 3% of all calls in 2025.

Table 5 presents the percentage of incidents resolved by MACRO teams and the percentage of MACRO resolutions referred for external incident support).

Table 5: Incident Resolution (n=7,366) *					
Month	MACRO Resolutions			External Referrals	
	Call Completed by MACRO (MCC)	Recipient Transported by MACRO (MPTM)	Recipient Not Located (MNL)	Recipient Referred to OPD (MPD)	Recipient Transported by EMS (MPTA)
Jan	420	13	110	5	8
Feb	391	15	122	2	12
Mar	369	15	123	6	11
Apr	367	16	133	6	11
May	402	9	142	6	12
Jun	406	8	128	10	16
July	455	12	155	9	12
Aug	493	17	181	7	14
Sep	397	12	191	16	12
Oct	558	14	185	13	21
Nov	492	19	163	7	17
Dec	442	8	140	5	15
TOTAL (n= 7,366) 100%	MACRO Resolved (n=7,113) 97%			External Support Requested (n=253) 3%	
*Data may include numerous counts for service recipients that received care more than once.					

Testimonials 2025

“Being side-by-side with MACRO felt like witnessing public safety done right. These specialists meet people where they are, without judgment or uniform, and build trust through care. As we look toward the future of community safety in Oakland, partnerships like these show what’s possible. The OIG is proud to uplift MACRO’s work and continue fostering citywide approaches rooted in equity and restorative justice.”

— Inspector General Maloof

“These programs work when they get real support. The data shows it across the country. We should build MACRO up—not tear it down.”

— Minali Aggarwal, community member and researcher of civilian response programs

“I am so glad Oakland has MACRO! It gives me a way to help people in the community when their needs are far beyond my own personal resources. I would happily pay more in property taxes to fund shelters, public toilets and showers, food/meals/kitchens, and medical clinics, so each person can have another chance to collect themselves, survive, and live in safety.

In the meantime, I know MACRO’s job is not easy because we don’t have enough of those resources...so the calm, respectful, and responsive demeanor that they showed was even more meaningful.”

“I was a little nervous about the situation and totally forgot to ask the names of the two MACRO folks who came by. If you have time, I’d like to know their names, but really, the important thing is to give them this message; that I appreciate how they handled the situation, their gracious openness to the individual while also having a sense of the boundaries I wanted.”



Program Model

Program Eligibility and Dispatch

MACRO teams are trained to respond to non-violent incidents that do not require immediate emergency assistance. The process begins with the dispatch operator, who assesses the severity of the situation to determine eligibility. If the situation meets MACRO's criteria, the call is dispatched to the team. **Figure 3**, presented on the next page, describes Part 1 of the MACRO model including the step-by-step MACRO referral and eligibility screening process.

MACRO Team Response

Upon arriving at the location, MACRO teams conduct a safety assessment to ensure the situation aligns with MACRO's criteria and is safe to engage. If deemed appropriate, the team initiates contact with the service recipient and provides support as needed. **Figure 4**, presented on the page after Figure 3, describes Part 2 of the MACRO model including the step-by-step MACRO team response process.

Figure 3: MACRO Program Model - Part 1 Referral and Eligibility Screening

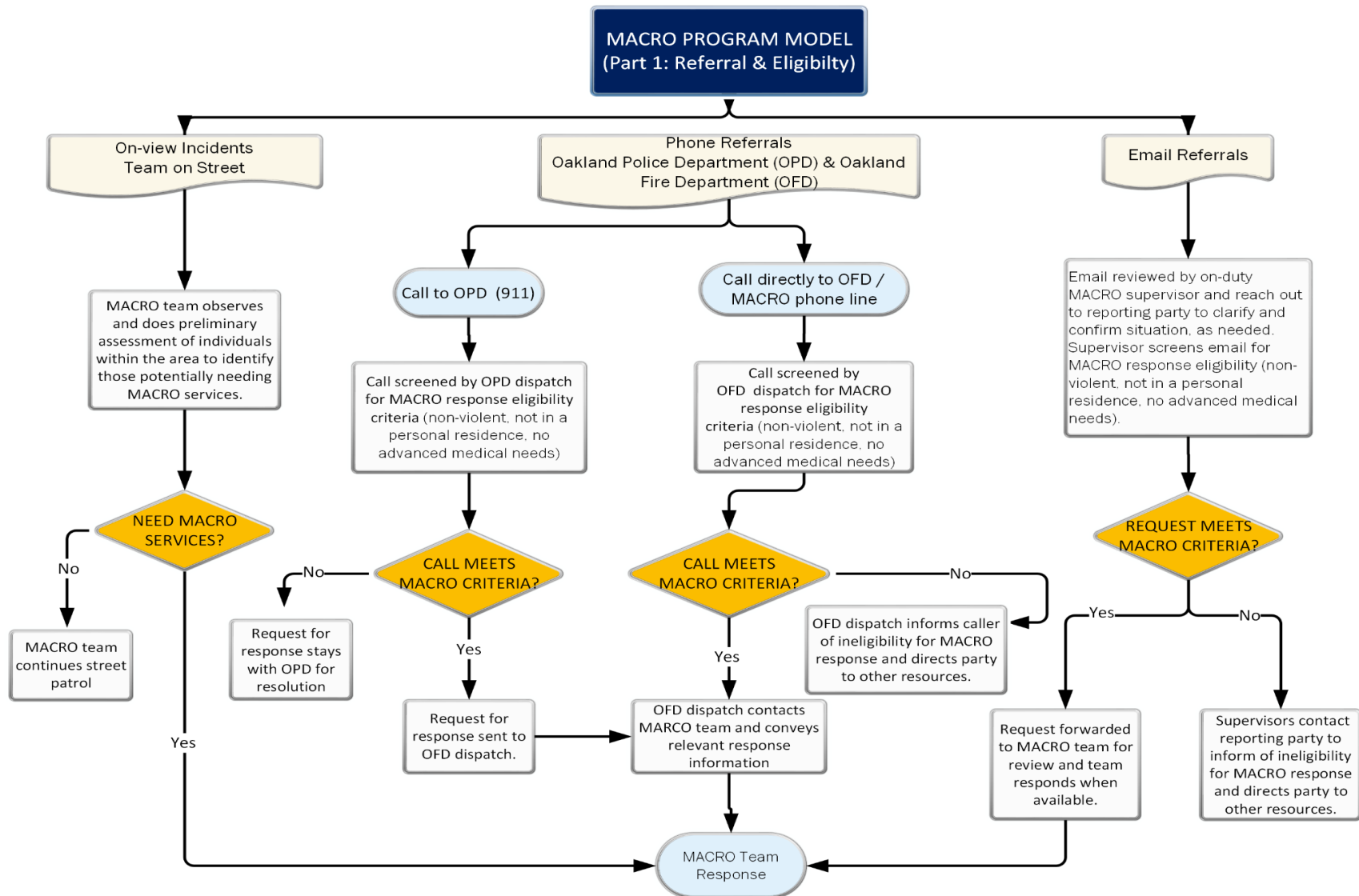
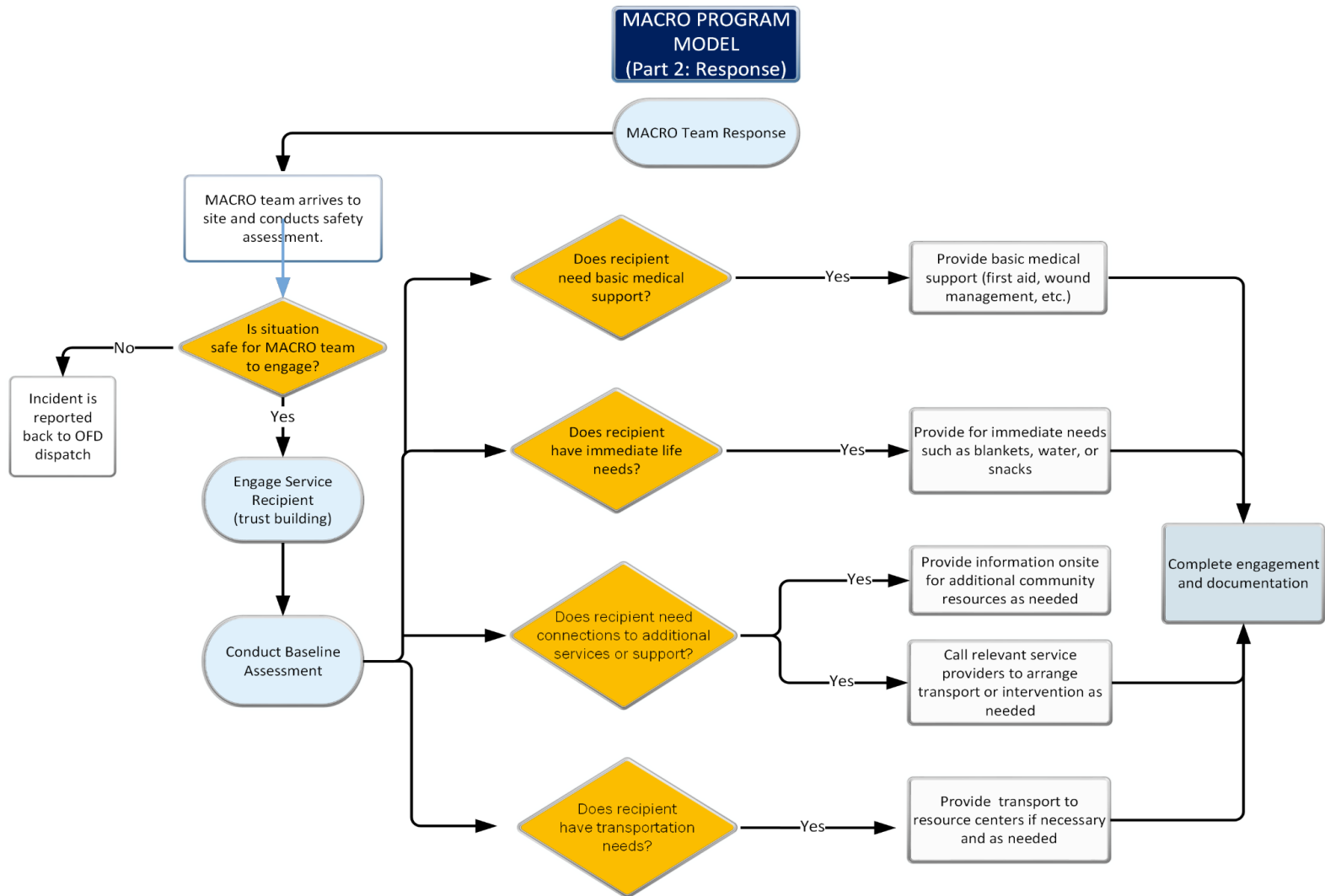


Figure 4: MACRO Program Model - Part 2 Team Response



Appendix A: Glossary of Terms

Term	Definition
Partnering Groups	
OFD	Oakland Fire Department
OPD	Oakland Police Department
FCC	Fire Communication Center
EMS	Emergency Medical Services
CATT	Community Assessment and Transport Team
MACRO Phone Line Main Menu	
MACRO On Main Menu	Calls that reach the OFD phone system.
Oakland PD Transfer	Calls received on the phone system in which the caller self-selects to be transferred to Oakland Police Department.
Oakland FD Transfer	Calls received by the Oakland Fire Department.
MACRO OFD Dispatch Response	Calls dispatched to MACRO teams from OFD.
General Response	
Days in Service	The number of days a MACRO team was deployed in a service month.
Dispatched Response	The number of responses by a MACRO team after receiving an assignment from a dispatch (FCC, OPD & Email) source.
Percentage Dispatched Responses	The percentage of dispatched responses MACRO received in a service month.
Total Incident Response	The total number of incidents responded to by MACRO teams.
Teams per Days in Service	The average number of MACRO Teams deployed in a service month.
Response by Source	
Oakland Fire Department (MACRO Direct)	Received via MACRO direct line or Fire Department request.
MACRO Email	A non-emergency request for MACRO services received through email.
On- View (non-dispatch)	A MACRO team's encounter with an incident while in the community.

Oakland Police Department (911 Dispatch)	OPD transfers a call to OFD for MACRO response.
MACRO Service Zones	
Undefined / Street	Incident response on “the street” or when the location isn't clearly defined by the caller.
Zone 2 [Deep East Oakland]	The area from 73rd Ave to the San Leandro border, bounded by I-580 to the north and roughly Edgewater Dr. to the south.
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Zone 8 [Oakland Hills]	All other Oakland neighborhoods, Montclair, Piedmont Pines and roughly North of Hwy 13 & 580.
Response Location	
Apartment Building/Complex	Incident response to an apartment building or complex.
Business	Incident response to a business.
Church	Incident response to a church or place of worship.
Library	Incident response to an Oakland Public Library Branch.
Park	Incident Response to a City of Oakland Parks & Recreation facilities.
Private Residence	Incident response to a private residence.

School	Incident response to a school including OUSD and Private Institutions.
Street	All streets located in the eight zones in Oakland.
All Other Locations	Indicates all other locations not listed.
Types of Incidents	
Behavioral Health	A concern raised by a caller regarding an individual's behavior or mental state.
Health & Wellness Check	A basic check on an individual's health and well-being.
Sleeping	A wellness check on an individual found sleeping in public places.
Public Indecency	An incident when an individual is found without clothing in a public place.
Other	Unique or less common incidents.
Resolution Codes	
MACRO Resolved Incident on Site (MCC)	Call complete; the incident was cleared by a MACRO team.
Team Unable to Locate Incident or Individual (MNL)	MACRO is unable to locate an individual after arriving at the location.
Transport by MACRO (MPTM)	A patient transported by MACRO.
Transport by Oakland Police Department (MPD)	An incident resulted in a transfer to OPD and CATT request.
Transport by Ambulance (MPTA)	An incident resulted in the patient being transported to EMS after MACRO request.