



CITY OF OAKLAND

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OFFICE OF THE CITY CLERK  
OAKLAND

2018 MAY 17 PM 2:50

# AGENDA REPORT

**TO:** Sabrina B. Landreth  
City Administrator

**FROM:** Stephanie Hom  
Interim Assistant City  
Administrator

**SUBJECT:** Oakland Parks & Recreation  
Department Name Change

**DATE:** May 17, 2018

City Administrator Approval

Date:

5/17/18

## RECOMMENDATION

**Staff Recommends That The City Council Adopt An Ordinance Amending Chapter 2.29 Of The Oakland Municipal Code Entitled "City Agencies, Departments And Offices" To Repeal And Re-Enact Section 2.29.090 To Rename The Oakland Parks & Recreation Department To The "Oakland Parks, Recreation & Youth Development Department".**

## EXECUTIVE SUMMARY

City Council adoption of this ordinance will rename the Oakland Parks & Recreation (OPR) department to "Oakland Parks, Recreation & Youth Development" (OPRYD) department to better reflect the department's new mission, vision and direction.

## BACKGROUND / LEGISLATIVE HISTORY

Section 600 of the Charter of the City of Oakland provides that the City Council shall by ordinance provide the form of the organization through which the functions of the City under the jurisdiction of the City Administrator are to be administered.

At the Life Enrichment Committee of April 24, 2018, staff prepared an informational report providing information about the department's new mission, vision and direction, much of which is included in this report. The Life Enrichment Committee received and filed the informational report.

## ANALYSIS AND POLICY ALTERNATIVES

Chapter 2.29 of the Oakland Municipal Code is revised from time to time when the structure or description of the City organization changes. Under new leadership, the Oakland Parks, Recreation & Youth Development (OPRYD) department name change better reflects its new mission, vision and direction.

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OPRYD's new mission and vision are as follows:

***Mission:***

With an emphasis on Oakland's youth, Oakland Parks, Recreation & Youth Development and its partners will provide best in class, relevant and equitable programs and services, while meeting the specific needs of people and communities both at the neighborhood level and throughout the City of Oakland. We achieve this mission through intentional engagement and by removing the barriers that prohibit equitable opportunities for all.

***Vision:***

OPRYD will be the nation's leading parks, recreation and youth development agency, providing transformational experiences, and multi-cultural awareness. OPRYD will create empowering park and recreational opportunities, and increase equitable services to Oaklanders.

***Tag Line:***

IMAGINE. INSPIRE. INVEST. Experience Oakland With Us!

In addition to creating a new direction through the new mission, vision and tag line, OPRYD has begun to focus its energy into specific areas of needs. It was critical to focus the extremely limited resources in the department to be intentional and to have a greater impact on Oakland's youth.

OPRYD's new focus includes five transformational experiences:

1. Reintroduction to nature (camping, hiking, animal identification).
2. Cultural and artistic experience (poetry, acting, art making).
3. Technological groundwork (coding, graphic design, web-making).
4. "Excel After the Bell" out of school education (certified teacher-led homework assistance).
5. Physical fitness, nutritional wellness, sports activities, and swimming (every child by grade five will have had swimming lessons).

In addition, OPRYD has introduced Town Camp starting in the summer of 2018. Town Camp provides equitable programming by offering a consistent curriculum at each recreation center camp regardless of the geographic location. The curriculum is dynamic and innovative focused on helping all youth grow up fully prepared, healthy, able to reach their highest potential, and discovering the "hero" within. Morning activities focus on community building and creative activities that reinforce math and reading principles. Afternoon themes rotate weekly and are presented in collaboration with private industry partners.

OPRYD has shifted its mission to improve the landscape of communities, and improve the odds of success for Oakland's children and youth. Through research and evaluation of best industry practices, the department is aligning its programming consistent with national trends and progress in youth development.

OPRYD's new direction embraces the concept of positive youth development as articulated by these passages:

*When young people get involved in the community, they are shaped by those experiences. Scientists tell us that adolescence is another of the great building moments in the development of the brain's architecture. The parts of the brain that control judgement, foresee consequences and see complex interactions are all in play during this phase of growth. The opportunity to lead a discussion, to work with a group of seniors on a project, to mentor or to be mentored in playing a musical instrument or performing in a play help make positive connections in the brain. The experiences children have in recreation and youth development programs literally build a foundation in the brain that transforms a young person into an engaged member of our community. --Adapted from [www.frameworkinstitute.org](http://www.frameworkinstitute.org)*

*Positive youth development is an intentional, prosocial approach that engages youth within their communities, schools, organizations, peer groups, and families in a manner that is productive and constructive. Positive youth development recognizes, utilizes, and enhances young people's strengths, and promotes efficacious outcomes for young people by providing opportunities, fostering positive relationships, and furnishing the support needed to build on their leadership strengths. --Adapted from Interagency Working Group on Youth Programs*

The shift and focus to youth development will position OPRYD to further engage to create partnerships and collaborations with community organizations, business and other Oakland-based, youth-tide rising groups.

The focus on youth development does not negate OPRYD's continued efforts to create sustainable and relevant programming for adults and seniors.

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### **FISCAL IMPACT**

There is no direct fiscal impact from Council adoption of this ordinance.

### **PUBLIC OUTREACH / INTEREST**

The outreach conducted was with current Oakland Parks & Recreation staff. The mission and vision are a direct result of two collaborative exercises with OPR staff. Additionally, staff attends Neighborhood Crime Prevention Council (NCPC), Parks and Recreation Advisory Commission, and other community meetings to share updates and hear from community as to their needs and desires.

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OPRYD continues to outreach and engage with all Oakland communities. As a part of OPRYD's ongoing efforts to reach deeper into the communities it serves, staff is coordinating community outreach days at every recreation center in Oakland.

### **COORDINATION**

The proposed name change of the department is coordinated along with the FY 2018-19 Mid-Cycle Budget adjustments. The City Attorney's Office has reviewed and approved the proposed ordinance as to form and legality.

### **SUSTAINABLE OPPORTUNITIES**

**Economic:** OPRYD does not anticipate a negative economic impact due to changing the name of the department.

**Environmental:** OPRYD does not anticipate a negative environmental impact due to changing the name of the department.

**Social Equity:** The highlight of the new summer initiative, Town Camp, embodies social equity in that OPRYD intends to provide all participating Oakland children and youth with a quality 8-week summer camp experience including those children without the financial resources to pay. OPRYD is working with partners to provide scholarships to deliver a quality summer experience.

Through the Town Camp model, all recreation and cultural arts sites will provide the same quality camps, and all enrollees will share in the same equitable experiences. The Town Camp model focus will be an equity and quality experience for all Oakland's children and youth.

### **ACTION REQUESTED OF THE CITY COUNCIL**

Staff Recommends That The City Council Adopt An Ordinance Amending Chapter 2.29 Of The Oakland Municipal Code Entitled "City Agencies, Departments And Offices" To Repeal And Re-Enact Section 2.29.090 To Rename The Oakland Parks & Recreation Department To The "Oakland Parks, Recreation & Youth Development Department".

For questions regarding this report, please contact Nicholas Williams, Director, at (510) 238-7532.

Respectfully submitted,



Stephanie Hom  
Interim Assistant City Administrator

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City Council  
May 29, 2018

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OAKLAND

City Attorney

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**OAKLAND CITY COUNCIL**

**DRAFT**

ORDINANCE No. \_\_\_\_\_ C.M.S.

**ORDINANCE AMENDING CHAPTER 2.29 OF THE OAKLAND MUNICIPAL CODE ENTITLED "CITY AGENCIES, DEPARTMENTS AND OFFICES" TO REPEAL AND RE-ENACT SECTION 2.29.090 TO RENAME THE OAKLAND PARKS & RECREATION DEPARTMENT TO THE "OAKLAND PARKS, RECREATION & YOUTH DEVELOPMENT DEPARTMENT"**

**WHEREAS**, Section 600 of the Charter of the City of Oakland provides that the City Council shall by ordinance provide the form of the organization through which the functions of the City under the jurisdiction of the City Administrator are to be administered; and

**WHEREAS**, Chapter 2.29 of the Oakland Municipal Code is revised from time to time when the structure or description of the City organization changes; now, therefore

**THE COUNCIL OF THE CITY OF OAKLAND DOES ORDAIN AS FOLLOWS:**

**Section 1.** The City Council finds and determines the foregoing recitals to be true and correct and hereby adopts and incorporates them into this Ordinance.

**Section 2.** Oakland Municipal Code Chapter 2.29, which establishes the City of Oakland organizational structure, is hereby amended to repeal Section 2.29.090, which establishes the Oakland Parks & Recreation Department, and re-enact Section 2.29.090 as set forth below, with additions indicated by underscoring and deletions are indicated by strike through type; portions of the Chapter not cited or not shown in underscoring or strike-through type are not changed.

**2.29.090 - Oakland Parks, ~~&~~ Recreation & Youth Development Department.**

There is established in the City government an Oakland Parks, ~~&~~ Recreation & Youth Development Department, which shall be under the supervision and administrative control of the City Administrator. The powers, functions and duties of said Department shall be those assigned, authorized and directed by the City Administrator. The management and operation of the Oakland Parks, ~~&~~ Recreation & Youth Development Department shall be the responsibility of the Director of Parks & Recreation, subject to the direction of the City Administrator.

**Section 3.** If any section, subsection, sentence, clause or phrase of this Ordinance is for any reason held by a court of competent jurisdiction to be invalid, such decision shall not affect the validity of the remaining portions of this ordinance. The City Council declares that it would have adopted this Ordinance and each section, subsection, sentence, clause and phrase thereof, irrespective of the fact that any one or more section, subsection, sentence, clause, or phrase be declared invalid.

**Section 4.** This ordinance shall become effective immediately on final adoption if it receives six or more affirmative votes; otherwise it shall become effective upon the seventh day after final adoption. The organizational structure established by this Ordinance will become effective on June 1, 2018.

IN COUNCIL, OAKLAND, CALIFORNIA, \_\_\_\_\_

**PASSED BY THE FOLLOWING VOTE:**

AYES- BROOKS, CAMPBELL WASHINGTON, GALLO, GIBSON MCELHANEY, GUILLEN, KALB, KAPLAN, AND PRESIDENT REID

NOES-

ABSENT-

ABSTENTION-

ATTEST: \_\_\_\_\_

LaTonda Simmons  
City Clerk and Clerk of the Council  
of the City of Oakland, California

DATE OF ATTESTATION: \_\_\_\_\_

## **NOTICE AND DIGEST**

**ORDINANCE AMENDING CHAPTER 2.29 OF THE OAKLAND MUNICIPAL CODE ENTITLED "CITY AGENCIES, DEPARTMENTS AND OFFICES" TO REPEAL AND RE-ENACT SECTION 2.29.090 TO RENAME THE OAKLAND PARKS & RECREATION DEPARTMENT TO THE "OAKLAND PARKS, RECREATION & YOUTH DEVELOPMENT DEPARTMENT"**

This ordinance renames the Oakland Parks & Recreation Department to the Oakland Parks, Recreation & Youth Development Department within the City of Oakland.