

# CITY OF OAKLAND

## COUNCIL AGENDA REPORT

OFFICE OF THE CITY CLERK  
2006 FEB 16 PM 4:17

**TO:** Office of the City Administrator  
**ATTN:** Deborah Edgerly  
**FROM:** Office of Parks and Recreation  
**DATE:** March 2, 2006

**SUBJ.: RESOLUTION AUTHORIZING THE RENAMING OF POPLAR  
COMMUNITY RECREATION CENTER LOCATED AT 3131 UNION  
STREET TO THE WILLIE KEYES COMMUNITY RECREATION  
CENTER**

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### SUMMARY

The Office of Parks and Recreation requests the renaming of the Poplar Community Center to the Willie Keyes Community Recreation Center. Mr. Keyes was a committed and active community member in West Oakland for more than 20 years and his efforts resulted in dramatic improvements to the quality of life for the people of West Oakland. Mr. Keyes was instrumental in getting Poplar Recreation Center built. He served on numerous political, neighborhood, and community committees for the betterment of life in West Oakland and was well-loved and well-respected throughout the City of Oakland. Mr. Keyes died in July of 2005. The Office of Parks and Recreation recommends the renaming of the Poplar Community Center to the Willie Keyes Community Recreation Center to honor the memory of Mr. Keyes and his work.

### FISCAL IMPACT

The estimated cost to rename Poplar Community Recreation Center is \$2,000. The Public Works Agency would be reimbursed for new signs cost through District 3 (Councilmember Nadel) Pay-Go Funding (\$1,000) and the West Oakland Neighbors, a community organization that is dedicated to creating and sustaining a healthy and thriving community in the West Oakland area, (\$1,000).

### BACKGROUND

Mr. Willie Keyes was a community activist for many years and was deeply committed to improving the quality of life for people in West Oakland. Among his many accomplishments, he was instrumental in getting Poplar Recreation Center built. He was also instrumental in the removal of the Cypress Freeway and its replacement with Mandela Parkway. Mr. Keyes started the West Oakland Neighbors, a community organization that is dedicated to creating and sustaining a healthy and thriving community in the West Oakland area. Mr. Keyes participated in the West Oakland Project Area Committee, which coordinated and advocated for West Oakland redevelopment projects. He also worked closely with the area Neighborhood Crime Prevention Council. He was deeply involved in a project to mitigate pollution from the Oakland Port expansion – a project that required \$9 million for clean up of one of the most polluted areas in

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March 2, 2006

the City. Mr. Keyes dedicated his life to making West Oakland a better community, and he succeeded in changing the community for the better in important and lasting ways.

Mr. Keyes died in July of 2005. The Office of Parks and Recreation is recommending the renaming of the Poplar Community Center to the Willie Keyes Community Recreation Center to honor the memory of Mr. Keyes and his work.

### **KEY ISSUES**

There is broad community support in West Oakland for renaming Poplar Community Center to the Willie Keyes Community Recreation Center to honor the memory of Mr. Keyes. A petition was circulated, signed, and brought before the Parks and Recreation Advisory Commission (PRAC) for approval – in keeping with City guidelines on the renaming of parks and recreation facilities. PRAC unanimously approved the proposed renaming.

### **SUSTAINABLE OPPORTUNITIES**

The proposed renaming provides no sustainable opportunities at this time.

### **DISABILITY AND SENIOR CITIZEN ACCESS**

Poplar Recreation Center is in compliance with the physical access requirements of the American with Disabilities Act (ADA) and provides equal opportunity and access to the facility.

### **RECOMMENDATION**

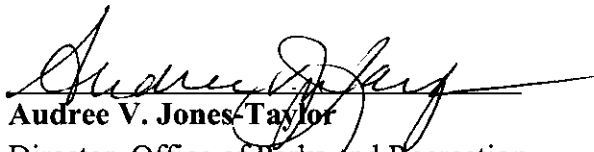
Staff recommends the City Council adopt a resolution authorizing the renaming of Poplar Community Recreation Center to the Willie Keyes Community Recreation Center.

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**ACTION REQUESTED OF THE CITY COUNCIL**

City Council is requested to adopt a resolution authorizing the renaming of Poplar Community Recreation Center to the Willie Keyes Community Recreation Center.

Respectfully submitted,

  
**Audree V. Jones-Taylor**  
Director, Office of Parks and Recreation

Prepared by:  
Ethel Howze, Recreation General Supervisor  
Office of Parks and Recreation

APPROVED AND FORWARDED TO THE  
RULES AND LEGISLATION COMMITTEE:

  
Office of the City Administrator

*[Signature]*  
Oakland City Attorney's Office

# OAKLAND CITY COUNCIL

OFFICE OF THE CITY CLERK  
2006 FEB 16 PM 4:17

RESOLUTION No. \_\_\_\_\_

C.M.S.

## RESOLUTION AUTHORIZING THE RENAMING OF POPLAR COMMUNITY RECREATION CENTER LOCATED AT 3131 UNION STREET TO THE WILLIE KEYES COMMUNITY RECREATION CENTER

**WHEREAS**, Mr. Willie Keyes was a committed and active community member in West Oakland for more than 20 years and his efforts resulted in dramatic improvements to the quality of life for the people of Oakland; and

**WHEREAS**, Mr. Keyes was instrumental in getting Poplar Recreation Center built; and

**WHEREAS**, Mr. Keyes served on numerous political, neighborhood, and community committees for the betterment of life in West Oakland and was well-loved and well-respected throughout the City of Oakland; and

**WHEREAS**, Mr. Keyes was instrumental in the removal of the Cypress Freeway and its replacement with Mandela Parkway; and

**WHEREAS**, Mr. Keyes started the West Oakland Neighbors, a community organization that is dedicated to creating and sustaining a healthy and thriving community in the West Oakland area; and

**WHEREAS**, Mr. Keyes died in July of 2005 and the community would like to honor his contribution and his legacy; and

**WHEREAS**, the proposed renaming is consistent with Resolution No. 65024 governing the renaming of City facilities; now therefore, be it

**RESOLVED**: That the City Administrator or her designee is hereby authorized to rename the Poplar Community Recreation Center located at 3131 Union Street to the Willie Keyes Community Recreation Center; and, be it

**FURTHER RESOLVED**: That the Office of the City Attorney has approved this resolution as to form and legality, and a copy will be on file in the Office of the City Clerk.

IN COUNCIL, OAKLAND, CALIFORNIA, \_\_\_\_\_, 20\_\_\_\_.  
PASSED BY THE FOLLOWING VOTE:

AYES- BROOKS, BRUNNER, CHANG, KERNIGHAN, NADEL, QUAN, REID and PRESIDENT DE LA FUENTE

NOES-

ABSENT-

ABSTENTION-

**7**  
**RULES & LEGISLATION**  
**CMTE**

ATTEST: \_\_\_\_\_ **MAR 02 2006**

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