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OFFICE OF THE CITY CLERK
OAKLAND

CITY OF OAKLAND

BALLOT MEASURE ANALYSIS



2008 SEP 11 PM 5:21

Date: September 18, 2008

Ballot Measure: Measure WW

Ballot Measure Author: East Bay Regional Parks District

DEPARTMENT INFORMATION

Contact: Anne Campbell Washington

Department: Office of the City Administrator

Telephone: 238-7570 **FAX #** 238-2223 **E-mail:** acampbell@oaklandnet.com

RECOMMENDED POSITION: SUPPORT

Summary of the Ballot Measure

The East Bay Regional Park District's Board of Directors has requested that the City of Oakland consider endorsement of the Park District's proposed park bond extension measure to be placed on the November 2008 ballot.

To summarize, the Park District's Board of Directors has acted to place a bond measure on the November 2008 ballot which would extend the 1988 voter approved Measure AA that made possible the addition of more than 34,000 acres of regional parkland and shoreline as well as provided \$60 million in funding for local parks and recreation projects. Oakland received \$10,244,208 in funding for city's various projects including the African Lion Exhibit and Flamingo Plaza, Brookfield Multi Purpose Senior Center, Joaquin Miller Park and Sequoia Lodge renovation, tennis courts resurfacing and various upgrades at the recreation centers and parks from Measure AA.

With the population in the East Bay growing faster than the number of parks and trails serving residents, the future of local parks and recreation projects and regional parks projects depend on funding from an extension of Measure AA.

The bond extension measure as developed by the Park District's Board of Directors would provide \$500 million in funding to permanently protect open space, ridgelines and shorelines for future generations. Twenty five percent (25%) or \$125 million of the bond revenue would go directly to local parks and recreation departments (and special park districts) on a per capita basis to meet local park needs. **Oakland would receive \$19,204,456 in funding from this measure to support our parks and recreation capital project needs.**

Seventy five percent (75%) of the funds would go to the East Bay Regional Park District to fund regional park acquisitions, openspace preservation, park development and habitat restoration.

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The bond extension measure must be approved by two-thirds of voters in Alameda and Contra Costa Counties. Importantly, this extension will not increase the existing tax rate for property owners because the issuance of bonds will be structured to retain the property tax rate at or below the existing tax rate of \$10 per \$100,000 of assessed value for property owners.

Positive Factors for Oakland

The bond extension measure as developed by the Park District's Board of Directors would provide \$500 million in funding to permanently protect open space, ridgelines and shorelines for future generations. Twenty five percent (25%) or \$125 million of the bond revenue would go directly to local parks and recreation departments (and special park districts) on a per capita basis to meet local park needs. **Oakland would receive \$19,204,456 in funding from this measure to support our parks and recreation capital project needs.**

In addition to the City's allocation the residents of the City of Oakland stand to gain even more because many of our trails, open space and parkland adjoins East Bay Regional Park land. Therefore, this measure places the citizens in a position to connect, improve and expand current trails, urban creeks and shorelines that will directly enhance the quality of life for Oakland residents.

A list of proposed park projects to be funded with Oakland's \$19.2 million share of this ballot measure is attached (Attachment A) for City Council review and approval. If City Council accepts this list of proposed park projects, City of Oakland voters will have a clear sense of how their vote will impact their own neighborhood parks.

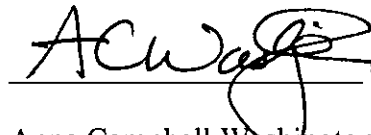
Negative Factors for Oakland

None identified.

PLEASE RATE THE EFFECT OF THIS MEASURE ON THE CITY OF OAKLAND:

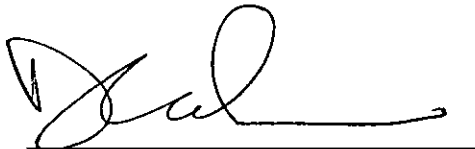
- Critical** (top priority for City lobbyist, city position required ASAP)
- Very Important** (priority for City lobbyist, city position necessary)
- Somewhat Important** (City position desirable if time and resources are available)
- Minimal or** **None** (do not review with City Council, position not required)

Respectfully Submitted,



Anne Campbell Washington
Assistant to the City Administrator
Office of the City Administrator

Approved for Forwarding to
Rules Committee



Office of City Administrator

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ATTACHMENT A

**November 2008 East Bay Regional Parks District Ballot Measure WW
Proposed Parks Project List
Oakland Allocation from Local Grant Program**

	<u>Project</u>	<u>Total \$</u>	<u>Location</u>
1.	East Oakland Sports Complex	\$6,000,000	District 7
2.	Caldecott Trail	\$1,000,000	District 1
3.	Owen Jones Field	\$1,000,000	District 6
4.	Poplar Field, Leveling the Playing Fields, Phase II	\$850,000	District 3
5.	Central Reservoir Field, Leveling the Playing Fields, Phase II	\$600,000	District 5
6.	Bushrod Park Soccer Field	\$3,300,000	District 1
7.	25 th Street Mini-Park	\$730,000	District 3
8.	Morcom Rose Garden	\$1,700,000	District 2/Citywide
9.	Feather River Camp	\$500,000	Citywide
10.	Children's Fairyland	\$500,000	District 3/Citywide
11.	PAL Camp	\$1,000,000	District 4/Citywide
12.	Lazear Ballfield Lighting	\$500,000	District 5
13.	City Stables	\$500,000	District 6/Citywide
14.	Laurel Park	\$500,000	District 4
15.	Madison Square Park	\$300,000	District 2
16.	Raimondi Park, Phase I	\$220,000	District 3
	Total	\$19,200,000	
	Total Allocation from EBRPD	\$19,200,000	

ATTACHMENT A

	Location	Project	Description	Total \$
1	District 7. 9175 Edes Avenue	East Oakland Sports Complex at Ira Jinkins Park	This funding would complete Phase I, which includes building a state-of-the-art sports complex, including a natatorium, locker rooms, dance/aerobics studio, fitness/weight center, and outdoor basketball courts.	\$6,000,000
2	District 1, North Oakland Sports Field to Skyline Blvd.	Caldecott Trail	This funding would be supplemented by \$500,000 from the East Bay Regional Parks District funding to improve and expand the existing trail from North Oakland Sports Field to Skyline Blvd. This project would provide an accessible segment and trail signage describing wayfinding and ecological/cultural conditions.	\$1,000,000
3	District 6, 5000 Redwood Road	Owen Jones Field	This funding would improve a field to accommodate girls' softball programs so that Oakland's girls and young women may have opportunities to participate in a team sport that promotes self esteem, cooperation and physical health.	\$1,000,000
4	District 3, 3131 Union Street	Leveling the Playing Fields, Phase II – Poplar Field	This funding would improve a field to accommodate girls' softball programs so that Oakland's girls and young women may have opportunities to participate in a team sport that promotes self esteem, cooperation and physical health.	\$850,000
5	District 5, 2506 East 29 th Street	Leveling the Playing Fields, Phase II – Central Reservoir Field	This funding would improve a field to accommodate girls' softball programs so that Oakland's girls and young women may have opportunities to participate in a team sport that promotes self esteem, cooperation and physical health.	\$600,000
6	District 1, 569 59 th Avenue	Bushrod Park Soccer Field	This funding would create a new joint-use synthetic turf soccer field with OUSD on adjacent school property (the former Washington Elementary School)	\$3,300,000
7	District 3, Martin Luther King Jr. Way and 25 th Street	25 th Street Mini-Park	This funding would replace the play structure and swing and would install new lawn area, fencing and gates.	\$730,000
8	District 2, 700 Jean Street	Morcom Rose Garden	This funding would make site improvements and repairs to park, such as entry character, new wedding area at	\$1,700,000

ATTACHMENT A

			Greater Florentine, site drainage, restroom repair, irrigation system repairs, lighting upgrades and cistern for rainwater capture	
9	Citywide, 5469 Oakland Camp Rd., Quincy, CA	Feather River Camp	This funding would pay for general youth camp renovation, such as ADA upgrades, painting, installation of a new floor in Veranda area, rebuild and repairs of tents and cabins, resurfacing of basketball/volleyball court, construction of a bridge over the creek, repair and maintenance of the ropes course, and path upgrade and trail maintenance.	\$500,000
10	District 3, Citywide	Children's Fairyland	This funding would pay for the design and construction of new entrance to park.	\$500,000
11	District 4, Citywide, near Chabot Space & Science Center	PAL Camp	This funding would pay for the design and construction of four bungalows for rustic camping, and a separate building with kitchen and bathrooms.	\$1,000,000
12	District 5, 29 th Avenue and E. 10 th Street	Lazear Field	This funding would pay to install new lighting at the ball field.	\$500,000
13	District 6, Citywide, 13560 Skyline Blvd.	City Stables	This funding would pay for renovation and improvements to provide educational and recreational activities for the public, particularly youth, through equestrian programs, sustainable agriculture programs, and related activities.	\$500,000
14	District 4, Location TBD	Laurel Park	This funding would contribute to site acquisition and development of a park in an underserved area of Oakland.	\$500,000
15	District 2, 810 Jackson Street	Madison Square Park	This funding would contribute to renovations at the park.	\$300,000
16	District 3, 1800 Wood Street	Raimondi Park	This funding would contribute to the Phase I project at Raimondi Park to design and renovate the multipurpose ball field, the baseball diamond, community elements and infrastructure improvements.	\$220,000
			<u>Total Allocation from EBRPD</u>	<u>\$19,200,000</u>

Measure WVV

Regional Open Space, Wildlife, Shoreline and Parks Bond Extension



Photos by Bob Walker, Collection of the Oakland Museum of California

The East Bay

Filled with scenic grandeur, abundant wildlife and a history of local activism that led to the formation of the East Bay Regional Park District in 1934

and now, seven decades after its founding...

- Nearly 100,000 acres of parklands
- 1,100 miles of trails
- 65 Regional Parks
- 12 Regional Parks & 10,000 acres of Regional Parks within Oakland or on city boundary

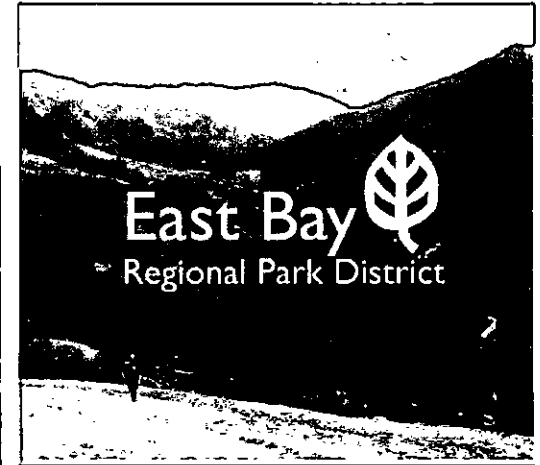


An Important Milestone

Measure AA – 20 years of Accomplishment

Promises Made, Promises Kept

- \$225 million bond measure
- Approved by 2/3 voters in Alameda & Contra Costa Counties
- Promised 25,000 additional acres of open space. Actually acquired 34,000 acres of parklands
- Created 17 new parks, additions or segments. Added 100 miles of new trails
- Doubled value through leveraged matching funds. Refinanced bonds to save \$34 million



Sunol Regional Wilderness

**Measure AA
Celebrating 20 years
1988 - 2008**

Permanently protected
open space, ridgelines,
and shorelines
for future generations

Created
17 new regional parks,
additions, and segments

Added
over 100 miles of trails

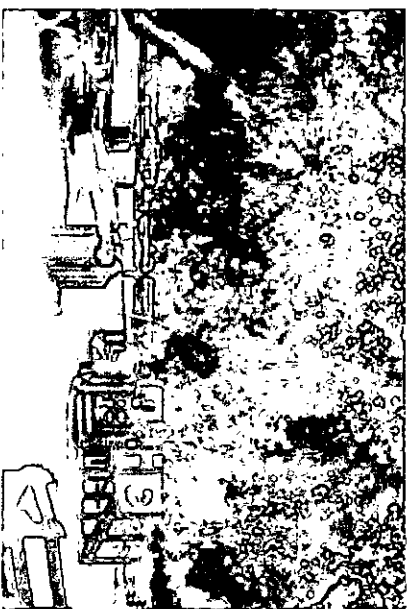
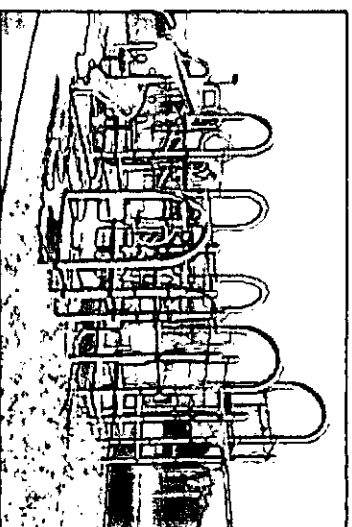
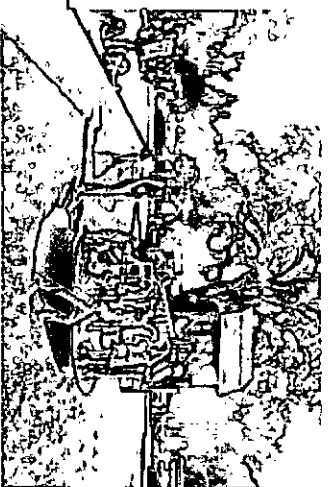
Funded
235 neighborhood community
recreation projects

Measure AA,

1988 bond initiative

Promises Made, Promises Kept

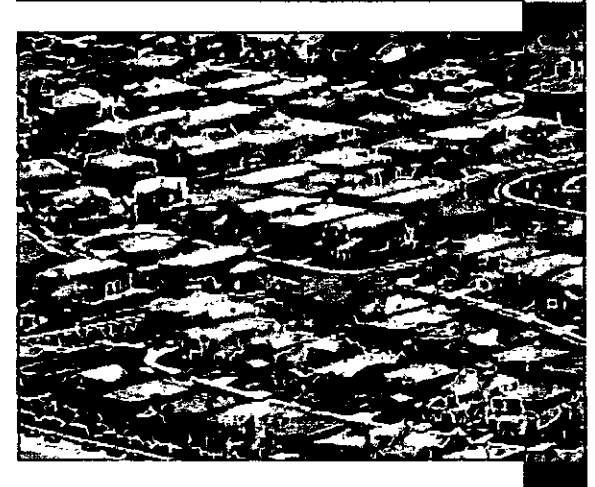
- 25% of Measure AA total of \$60 million went to 235 local neighborhood community recreation projects including playgrounds, sports parks, community centers, and open space
- Oakland Parks – \$10.2 million
- Oakland Zoo – \$4 million



Looking to the Future

Regional Parks Bond Extension Measure

- All remaining Measure AA funds fully allocated
- EBRPD wants to keep pace with recreation needs for the growing population in Alameda and Contra Costa County
- Preserve important natural landscapes and the San Francisco Bay shoreline



Looking to the Future

Public Process to Develop Bond Measure Proposal

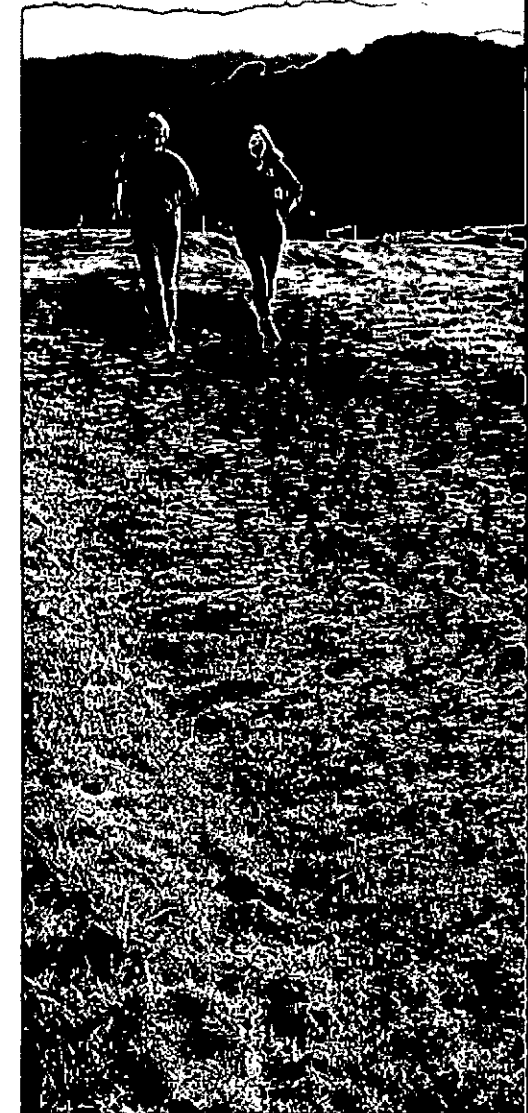
- Meetings with Board Members
- Voter Research
- Series of 6 stakeholder meetings throughout Alameda and Contra Costa Counties
- Public Hearings at Board meetings from January through July, 2008



Looking to the Future

Measure WW

- \$500 million
- Based on population per capita, 25% of revenue will fund local parks
- 75% of revenue will fund regional park acquisitions, open space preservation, park development, and habitat restoration
- **No change in tax rate**



Looking to the Future

Measure WW

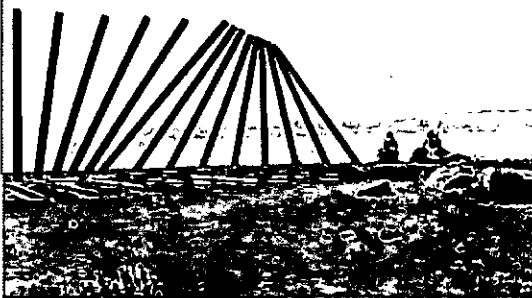
- 25% of Measure WW revenue will fund city park projects
- \$125,000,000 distributed to cities on a per capita basis
- Oakland Parks will receive – \$19.2 million
- Oakland Zoo will receive – \$4 million



Measure WW Regional Park Projects in Oakland

\$50.42 million for 12 Regional Park projects

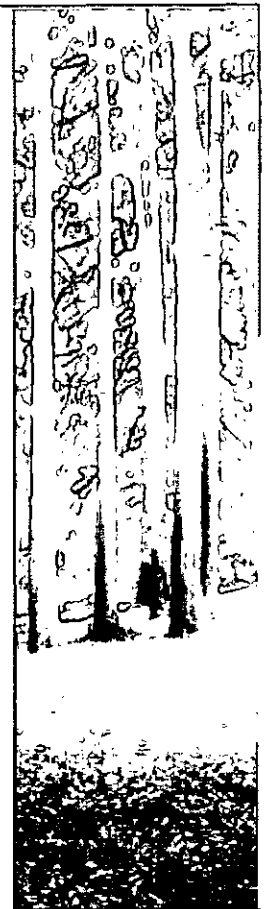
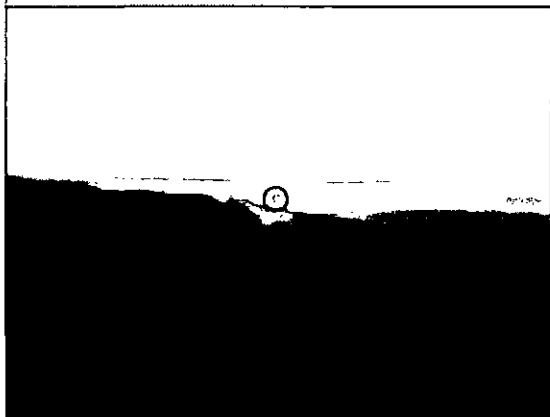
- Oakland Shoreline
- Gateway Shoreline
- Martin Luther King Jr.
- Lake Chabot
- Oyster Bay
- Anthony Chabot



Measure WW Regional Park Projects in Oakland

\$50.42 million for 12 Regional Park projects

- Dunsmuir Heights
- Leona Open Space
- Redwood
- Roberts
- Sibley/Huckleberry
- Oak Knoll to Ridge Trail



We welcome your
comments...

Redwood Regional Park, Oakland

East Bay
Regional Park District

