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2014 SEP 18 PM 1:12

AGENDA REPORT

TO: HENRY L. GARDNER
INTERIM CITY ADMINISTRATOR

FROM: Audree V. Jones-Taylor

SUBJECT: State Grant for Peralta Hacienda Activities **DATE:** September 2, 2014

City Administrator
Approval

Date

9-16-14

COUNCIL DISTRICT: City-Wide

RECOMMENDATION

Staff recommends that the City Council adopt: A Resolution authorizing the City Administrator or designee to apply for, accept and appropriate grant funds from the State of California Department of Parks and Recreation Habitat Conservation Fund Program for Youth Wildlife Activities at Peralta Hacienda Historical Park in the amount of Eighty-Thousand Dollars (\$80,000) for the four year grant term with a required dollar for dollar match of Eighty-Thousand Dollars (\$80,000) to be matched by the Friends of Peralta Hacienda Historical Park Annual Operating Funds.

OUTCOME

The proposed grant program will provide youth programs at the Peralta Hacienda Historical Park, contributing to science and ecology education of Oakland youth, and encouraging respect and understanding between cultures and generations in the diverse Fruitvale community. In the proposed project, youth aged 16-21 will work as interns to mentor younger children in natural history activity stations and nature walks, as well as completing their own more ambitious creek restoration, bird counts, native plant garden stewardship and field trips to other sites to observe wildlife in the immediate vicinity such as heron nests and the West Coast's largest colony of Least Terns. Children ages 5-15 enjoy a wide range of habitat and wildlife activities in a series of stations, as well as guided walks within the park. Older youth learn as they teach, and are taught in turn by the site's staff and environmental education consultants. Children and youth learn concepts such as "ecosystem," "indigenous," "habitat," and "introduced," with living examples in the park, and become aware of the species with whom they share the land, and the ways living things, including humans, affect the environment

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BACKGROUND/LEGISLATIVE HISTORY

Friends of Peralta Historical Park (“Friends of Peralta”) has received ongoing support from the Oakland City Council through approval of grants to implement City Council approved Master Plan improvements including Measure WW, Proposition 40, Measure K, Proposition 12 and the State of California Department of Parks and Recreation Murray Hayden grant.

Friends of Peralta is an Oakland based non-profit organization formed in the mid-1970s specifically to preserve, restore, interpret, raise funds for, and maintain the Peralta House and property, built in 1870 and site of the headquarters of Rancho San Antonio, for the benefit of the Oakland community. The Friends, a public benefit corporation since 1985, has as its mission:

The Mission of Friends of Peralta Hacienda Historical Park is to promote understanding, historical healing and community amid change and diversity. We present and interpret the untold history of the Peralta rancho and the stories of the Fruitvale community today, giving voice to the many cultures that have created—and are still transforming—California. The six-acre Park and historic house form an arts and educational hub for local families and youth, and regional center for historical inquiry and discovery.

With the support of Friends of Peralta, the Antonio Maria Peralta House (Peralta House) is on the National Register of Historic Places, and Peralta House and parts of Peralta Hacienda Park have been designated as an Oakland landmark, an Alameda County Landmark, and a State Historic Landmark. The park is a listed site on the National Park Service Anza National Trail.

Creation of the Park: Friends of Peralta Hacienda Historical Park began in the 1970s when neighbors joined together to preserve the headquarters of the Peralta land grant and to create more open space in Fruitvale, the district with the least open space in the City. Friends of Peralta lobbied successfully for over \$6M throughout a 20-year period to establish Peralta Hacienda, parcel by parcel from state, federal, local, and private sources. They obtained National Register Status for the house in 1977, and State Landmark Status for the six-acre site.

Restoration of the Peralta House and Exhibit Creation: Friends of Peralta restored the 1870 Antonio Peralta House to its historical conditions with an \$893,000 grant from Measure I bond program. The house opened to the public in 2001 with “Faces of Fruitvale,” an exhibit completed with major funding from the California Council for the Humanities, the first of many exhibits. Its permanent historical exhibits were completed in 2009, and it has completed outstanding interactive exhibits ever since in collaboration with cultural groups including the Laotian Mien, Cambodian, African American, Latino and others. Hundreds of thousands of visitors from all over the Bay Area and beyond have toured the house and site. The Welcome to Wildlife Program, funded by the State grant, is comprised of youth interns being trained by Friends of Peralta Hacienda staff to teach and provide instruction and program curriculum to younger participants as they learn about the local natural habitat and indigenous roots and history of the Peralta lands. The Welcome to Wildlife

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youth program expands the programming to cover the ecological transformations of the region, one of the three main site themes.

Landscape Master Plan: Friends of Peralta Hacienda spearheaded master planning for the site, receiving \$43,000 from the National Endowment for the Humanities to create the landscape master plan and a blueprint for historical interpretation throughout the site, leveraging \$215,000 additional funds from the City of Oakland. Staff assembled an eminent design team including lead designer Mario Schjetnan of the Grupo de Diseño Urbano in Mexico City, specialist in historic sites in urban settings, and Oakland's Pattillo and Garrett Design, who worked with historians such as Richard Orsi, lead editor of the State of California Sesquicentennial Series, Oakland officials and community members. The Oakland City Council unanimously approved the master plan for landscape, buildings and exhibits in 2002.

Exhibits: The organization received an additional \$450,000 in state and federal funding for indoor and outdoor historical exhibits to create:

1. Outdoor walk-in alcoves showing daily life on the Peralta rancho in three dimensions.
2. Massive adobe wall, commemorating the wall that once encircled the homestead.
3. Play area with life-size grizzly bear and cub and other historical elements.
4. Half of the main entry promenade into the park with text and images embedded in a walkway flanked by pear trees.
5. Sculpture garden of East Bay native plants, one of the largest in the region.
6. Outdoor history signage.
7. Permanent historical exhibits in the 1870 historic house where visitors see, hear, touch and taste the stories of California history.

Steadie R. Craigo, Fellow, California State Historic Preservation Office, said about the exhibits:

"These exhibits tell the important story of California, of massive change, which impacted many diverse peoples and the appearance of our state and especially of the Bay Area. The Peralta story, through four generations of the family, dramatizes the unique transformations that forged what is now California. The interpretive exhibits created by Friends of Peralta Hacienda will passionately excite and intrigue all viewers."

Public Programming: Friends of Peralta Hacienda has planned and implemented public programs, including school-day, after-school, summer and weekend events, tours, classes and celebrations. Program highlights are house and site tours, both docent-led and self-guided, serving 30,000 visitors annually, and school field trips, which serve 2,000 students annually. The organization received \$600,000 over five years from the Institute for Museum and Library Services for public programming, and has leveraged many times that in additional funding from local, state and national sources.

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Capital Phases IIIA, IIIB and IIIC: Capital phases IIIA and IIIB of the master plan have been built since the master plan was approved in 2002. Phase IIIA was funded by Oakland's Measure K and Measure I for \$2,700,000. Phase IIIB received \$1,000,000 in state and local funding (Murray Hayden Fund and CDBG funds) for the Center for History and Community, the first of four buildings in an activity complex. The new venue opened to overflow crowds on July 31, 2010. An ADA walkway to the Creek Area was completed and opened to the public in June, 2013. Twelve years of gradual build-out of the plan (Phases IIIA, IIIB and IIIC) have followed master plan approval. Most recently, Friends of Peralta Hacienda has received a \$500,000 Challenge Grant from the National Endowment for the Humanities for the Historic Core of the master plan, and to establish an endowment for education staff.

Capital Development Timeline

A. Friends of Peralta Hacienda forms and obtains National Register and State landmark status for the house and site.	Late 1970s
B. Trust for Public Land purchases Peralta House	1980
C. Friends lobbies successfully for over \$6M to assemble park acreage around the Peralta homestead, parcel by parcel, at the local, state and federal level.	1980s and 90s.
C. Park acreage complete.	1996
E. Peralta House Historic restored with Measure I Bond for \$893,000	1999-2001, opened to the public, July 14, 2001.
D. Master Plan approved by City Council.	2002.
E. Phase IIIA completed: 2-acre interpretive area, \$3 M	Opened to the public, October 15, 2006.
F. Outdoor Exhibit Alcoves completed. \$100k	Opened to the public, March 2008.
G. Peralta House permanent exhibits completed. \$500k	Opened to the public, May 9, 2009.
H. Phase IIIB completed: Center for History and Community. \$1.5 M	Opened to the public, July 31, 2010.
I. Phase IIIC completed: Creek Area Improvements. \$1.3 M	Opened to the public, June 23, 2013.

ANALYSIS

The need to increase youth programs in East Oakland is urgent. Friends of Peralta Hacienda Historical Park has offered youth programs at the site for over ten years and has partnered with the City of Oakland on capital projects since it incorporated in 1985. State grant funds will allow for the addition of programs and activities to take place in the newly renovated creek area and native plant garden for youth participants and interns. The Welcome to Wildlife Environmental Stewardship program will enhance local youth by engaging at-risk youth in alternative recreation and extra-curricular outdoor activities and increasing their knowledge of the local environment and natural and cultural history. The main goals of the program are to increase youth awareness of their local natural history and expose them to different varieties of flora and fauna. The program will inspire an increased sense of responsibility for wildlife and stewardship of wildlife habitats. This will be done through educational activities, such as workshops, identification games and activities, special events and field experiments at Peralta Hacienda Historical Park. Friends of Peralta Hacienda Historical Park operate the site and provide programs through a lease with Oakland Parks and Recreation. The City helps with general site maintenance, and Friends of Peralta Hacienda maintains the exhibits, interior of the house museum, and the outdoor exhibit alcoves, under a special lease.

PUBLIC OUTREACH/INTEREST

Through program feedback and community meetings and focus groups, Friends of Peralta has determined that expanded program activities for youth are a community priority. Public support for the program is also evidenced by the local Community Development Block Grant (CDBG) board approval of capital improvement funds to improve the Peralta Hacienda Historical Park hillside and creek to create a useable wildlife area for youth programs and public education.

COORDINATION

The City Attorney, Budget Office and Friends of Peralta Hacienda Historical Park were consulted in preparation of this report.

COST SUMMARY/IMPLICATIONS

The State of California Department of Parks and Recreation Habitat Conservation Fund Program is a four year grant, with twenty thousand dollars reimbursable per year for a total of \$80,000. The grant requires a dollar for dollar grant program match which will be provided by Friends of Peralta Hacienda Historical Park in the amount of \$80,000, \$20,000 per year, through their annual operating funds. The City of Oakland will serve as a pass through to reimburse Friends of Peralta Hacienda for allowed grant purchases approved by the State of California Department of Parks and Recreation for the Habitat Conservation Welcome to Wildlife Program. The funds will be deposited in the following Coding Block: 2996, 501110, 54912, 0000000, NB01.

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SUSTAINABLE OPPORTUNITIES

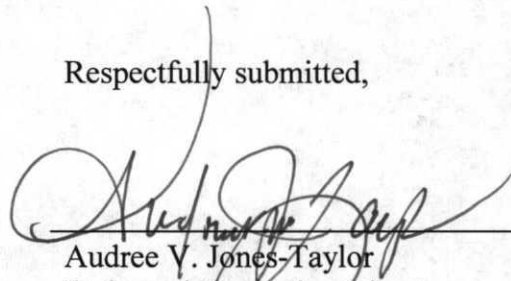
Economic: The proposed program will generate employment opportunities in Oakland and benefit the local economy. The Peralta Hacienda Historical Park Welcome to Wildlife Program will draw a broad general public to Oakland, as well as local youth and families. They will come out of interest in hundreds of unique events that present local history and natural history, and then linger in Oakland to shop and eat. They will learn about local businesses through Peralta Hacienda's Business Partnership Program, which promotes Oakland merchants to all visitors through our website, flyers, bulletin boards and staff announcements. In addition, Welcome to Wildlife provides many youth internships and paid positions for neighbors, empowering the community.

Environmental: Welcome to Wildlife builds awareness and respect for the East Bay's natural environment. Riparian plantings, water quality experiments, bird counts and other science activities done in the program will enhance the creek area and archive useful environmental information. Youth groups who will tend the native plant garden will improve the appearance and educational capacity of the park.

Social Equity: Through providing cultural, nature and wildlife education and program activities at Peralta Hacienda Historic Park, the proposed program will serve at least 75 youth per year with the intent that 50 of the 75 youth will be "at-risk" or in need of extra-curricular enrichment.

For questions regarding this report, please contact Mark Hall, mhall@oaklandnet.com or 238-2389.

Respectfully submitted,



Audree V. Jones-Taylor
Parks and Recreation Director

Prepared by: Mark Hall
Special Assistant to the Director

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FILED
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OAKLAND CITY COUNCIL

Macaulay
City Attorney

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RESOLUTION No. _____ C.M.S.

Introduced by Councilmember _____

RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR OR DESIGNEE TO APPLY FOR, ACCEPT AND APPROPRIATE GRANT FUNDS FROM THE STATE OF CALIFORNIA DEPARTMENT OF PARKS AND RECREATION HABITAT CONSERVATION FUND PROGRAM FOR YOUTH WILDLIFE ACTIVITIES AT PERALTA HACIENDA HISTORICAL PARK IN THE AMOUNT OF EIGHTY THOUSAND DOLLARS (\$80,000) FOR THE FOUR YEAR GRANT TERM WITH A REQUIRED DOLLAR FOR DOLLAR MATCH OF EIGHTY THOUSAND DOLLARS (\$80,000) TO BE MATCHED BY THE FRIENDS OF PERALTA HACIENDA HISTORICAL PARK ANNUAL OPERATING FUNDS

WHEREAS, the people of the State of California have enacted the California Wildlife Protection Act of 1990, which provides funds to the State of California for grants to local agencies to acquire, enhance, restore or develop facilities for public recreation and fish and wildlife habitat protection purposes; and

WHEREAS, the State Department of Parks and Recreation has been delegated the responsibility for the administration of the Habitat Conservation Fund (HCF) Program, setting up necessary procedures governing project application under the HCF Program; and

WHEREAS, said procedures established by the State Department of Parks and Recreation require the applicant to certify by resolution the approval of application(s) before submission of said application(s) to the State; and

WHEREAS, the City of Oakland will enter into a contract with the State of California to complete the project(s) funded by the grant; and

WHEREAS, the City of Oakland will serve as a pass through for the 2015-2018 State Wildlife Habitat Conservation Fund Youth Grant in order to provide grant funds to Friends of Peralta Hacienda Historical Park to provide Wildlife Habitat Programs for Oakland youth at the Peralta Hacienda Historical Park; and

WHEREAS, Friends of Peralta Hacienda Historical Park will provide the required match funds for the grant in the amount of \$80,000; and

WHEREAS, the funds will be deposited in Fund 2996, Organization 501110, Account 46229, Program NB01; now, therefore be it

RESOLVED: That the City Council hereby approves the filing of an application for the Habitat Conservation Fund Program, and certifies that said applicant has or will have available, prior to commencement of any work on the project included in this application, the required match and sufficient funds of twenty thousand dollars (\$20,000) per year to complete the project from their annual operating funds; and be it

FURTHER RESOLVED: That the City Council certifies that the applicant has or will have sufficient funds to operate and maintain the project(s), and certifies that the applicant has reviewed, understands, and agrees to the provisions contained in the contract shown in the grant administration guide; and be it

FURTHER RESOLVED: That the City Administrator or his designee is hereby authorized to accept and appropriate grant funds from the State of California Department of Parks and Recreation Habitat Conservation Fund Program in the amount of \$80,000 for a four year grant for youth wildlife activities at Peralta Hacienda Historical Park; and be it

FURTHER RESOLVED: That the \$80,000 in grant funds will be appropriated in the Parks and Recreation Grant Fund 2996; Office of OPR Director Organization 501110; State Grant Miscellaneous Revenue Account 46229 and Third Party Grant Contracts Expenditure Account 54912; Project to be determined (TBD); Central Administration Program, NB01; and be it

FURTHER RESOLVED: That the City Administrator is hereby authorized to execute a pass through grant agreement with Friends of Peralta Hacienda Historical Park in the amount of \$20,000 a year for four years for a total of \$80,000 for youth wildlife activities at Peralta Hacienda Historical Park; and be it

FURTHER RESOLVED: That the City Administrator or his designee is hereby authorized to conduct all negotiations, execute and submit all documents, including, but not limited to applications, agreements, amendments, payment requests and so on, which may be necessary for the completion of the project; and be it

FURTHER RESOLVED: That the City of Oakland agrees to comply with all applicable federal, state, and local laws, ordinances, rules, regulations and guidelines in the administration of the aforementioned grants.

IN COUNCIL, OAKLAND, CALIFORNIA, _____

PASSED BY THE FOLLOWING VOTE:

AYES - BROOKS, GALLO, GIBSON MCELHANEY, KALB, KAPLAN, REID, SCHAAF and PRESIDENT KERNIGHAN

NOES -

ABSENT -

ABSTENTION -

ATTEST: _____
LaTonda Simmons
City Clerk and Clerk of the Council
of the City of Oakland, California