

CITY OF OAKLAND
AGENDA REPORT

FILED
OFFICE OF THE CITY CLERK
OAKLAND

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TO: Office of the City Administrator
ATTN: Deborah Edgerly
FROM: Office of Parks and Recreation
DATE: September 14, 2004

RE: REPORT ON PRIORITIZATION CRITERIA FOR USE OF RAIDERS
SURCHARGE FUNDS AND RECOMMENDATION TO EXPEND \$164,740.65
FROM THE RAIDERS SURCHARGE FOR RENOVATION OF GOLDEN
GATE/BOB MASON FIELD

SUMMARY

On June 15, 2004, City Council approved the acceptance of the 2003 Raiders Surcharge revenue in the amount of \$164,740.75 and authorized the transfer of these funds from Non-Departmental Citywide Activities to the Office of Parks and Recreation (OPR) for the purpose of benefiting citywide youth activities through such use as the enhancement of ball fields. The Council also directed the Office of Parks and Recreation to provide the criteria and explain how the priorities would be established for expenditure of the funds.

In establishing the requisite criteria, OPR considered a number of factors. Based on data from RecWare, the Gibson evaluation reports and staff observations, it is clear that huge gaps exist in programming for youth ages 14-18 and in the area of girls' sports. Staff then reviewed the current capital improvement projects in each Council District, and the need for additional youth programming specifically targeted to girls and at-risk youth.

The allocated Raiders Surcharge revenue will be used to more fully align the activities of the Office of Parks and Recreation with City Council goals. Council has set the priorities of maintaining and enhancing Oakland's physical assets in order to provide safe, clean, well-maintained, and accessible parks and recreation facilities. Additionally, on July 20, 2004, Council approved a resolution supporting the AB2404 legislative initiative, which encourages equal access to local recreation, and affords OPR the opportunity for "Leveling the Playing Field" for girls sports by providing more programming for Oakland girls.

Efforts are currently underway to expand programming for youth through the creation of the Radical Roving Recreation Street Team program and the development of girls' sports leagues. Full support of these efforts must include renovation of ball fields that are in most need of repair and those that would be appropriate for girls' leagues.

For the 2003 Raiders Surcharge revenue, staff recommends that the \$164,740.75 be used to fund the renovation of Golden Gate/Bob Mason Field for the following reasons:

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a) it has been neglected and is in substandard condition; b) it has prime access to public transportation; c) it is adjacent to an elementary school; d) Golden Gate Recreation Center has been targeted for expansion of programs and services; and e) no other projects or funding sources have been targeted for District 1 fields.

FISCAL IMPACT

The revenue is generated from a surcharge on the ticket sales of Raiders football games. The expenditure of these funds will not impact the General Fund. Council has already accepted and approved transfer of these funds to OPR. No additional operation or maintenance will be required.

BACKGROUND

Per the 1995 Master Agreement between the Raiders and Coliseum, a \$1.00 per ticket surcharge was created on all ticket sales at Raiders home football games. The proceeds of the surcharge were to be distributed to the City, County and Raiders to benefit youth activities. Traditionally OPR has used these funds for staffing and to purchase material, supplies, and equipment for the maintenance and minor repair of various ball fields citywide. The City's share of the surcharge revenue for 2003 is \$164,740.75.

OPR has a total of 54 ball fields, 39 of which are permitted (i.e., OPR permits are issued for field use). Ten have been overhauled in the past five years. These include: Chabot Soccer, Estuary Park, King Estates Park, Lazear, North Oakland Sports Center, Otis Spunkmeyer, Rainbow Recreation Center, Tassafaronga Recreation Center, and Verdese Carter Recreation Center fields. A number of other fields and parks have had renovations completed, are under construction, or are in the planning phase. These include: Greenman Field, Garfield Park, Coliseum Gardens Field (69th Ave), San Antonio Park, and Shepherd Canyon Park.

KEY ISSUES

The agreement between the City and the Raiders requires that the funds be used to benefit youth activities. It is critical that we continue to direct the Raiders Surcharge revenue toward renovation of ball fields and provide activities for youth citywide giving attention to areas that are most in need. The Office of Parks and Recreation is prioritizing its field renovations list in order of those fields that will meet the needs and demands of an underserved population of girls ages 7-18, incorporate the 14-18 age group, and address the growing concern of fitness in Oakland's youth.

On September 14, 2004, the Public Works Agency with OPR support will request the Life Enrichment Committee's approval to seek funding from the State of California Parks and Recreation competitive Prop 40 funds and other funding sources to address the renovation of six ball fields for girls' playing fields, one in each Council district with the exception of District 1 since Golden Gate/Bob Mason Field is earmarked for the Raiders Surcharge. The remaining priority list is as follows:

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- a) Brookdale-District 4,
- b) Poplar-District-3,
- c) Central Reservoir-District 5,
- d) King Estates lower field- District 7
- e) Franklin Park Field-District 2
- f) Arroyo Viejo (McConnell field)-District 6.

We recognize that competitive state grants funds are not guaranteed and that this “Level the Playing Fields” project is new. Therefore, OPR will move forward in renovating the aforementioned sites using funds made available through the Raiders Surcharge and creative funding opportunities from outside sources. The criteria used to establish these ball field priorities are heavily weighted on accessibility, size, location and economic barriers for access to open space and playing fields for neighborhoods and girls.

SUSTAINABLE OPPORTUNITIES

Economic: The value of enhancing the seven ballfields will result in increase of property value in surrounding neighborhoods, as well as creating a safe gathering space for the community. In addition, depending on the required work, local contractors may be hired to perform the work.

Environmental: The neighborhood environments will benefit from the elimination of both blight and the negative use of open space and parkland.

Social Equity: The result of one field being renovated will increase the services for children in the immediate area as well as citywide girls ages 7-18 through the girls’ sport leagues. The remaining six sites will eventually become the home fields for OPR girls’ league play, thereby supporting the goal of “leveling the playing field” for girls sports.

DISABILITY AND SENIOR CITIZEN ACCESS

The Office of Parks and Recreation has an Inclusive Recreation Program that provides services and activities targeted to the needs of the disabled community. Its intramural softball team would benefit tremendously from this initiative. In addition, OPR is in the process of developing an intergenerational program with seniors, grandparents and youth that would have access to the use of these fields.

RECOMMENDATION AND RATIONALE


In order to meet the needs of Oakland citizens by providing safe, clean, well-maintained playing fields and expanding its program outreach to Oakland girls, OPR staff recommends that City Council accept the priorities outlined in this report for expenditure of the Raiders Surcharge revenue in the amount of \$164,740.75 at Golden Gate/Bob Mason Field.

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ACTION REQUESTED OF THE CITY COUNCIL

Staff recommends that City Council accept the priorities outlined by OPR in this report for expenditure of the Raiders Surcharge funds in the amount of \$164,740.75 for Golden Gate/Bob Mason Field.

Respectfully submitted,


AUDREE V. JONES-TAYLOR
Director, Office of Parks & Recreation

APPROVED AND FORWARDED
TO THE LIFE ENRICHMENT COMMITTEE:


OFFICE OF THE CITY ADMINISTRATOR