



AGENDA REPORT

TO: Edward D. Reiskin
City Administrator

FROM: Joe DeVries
Director, Interdepartmental
Operations

SUBJECT: Lake Merritt Working Group

DATE: March 25, 2021

City Administrator Approval

Date: Mar 25, 2021

RECOMMENDATION

Staff Recommends That The City Council Accept This Report And Recommendation For The Administration To Continue To Support The Safe And Equitable Use Of Lake Merritt By Providing For An Authorized Street Vending Program On Weekends, Alternative Traffic Control Measures, Develop An Alternative Program To Manage Activities At The Lake Such As A Park Ambassador Program, And Seek An Ongoing Funding Source To Cover the Costs Associated With These Efforts On A Year-Round Basis.

REASON FOR SUPPLEMENTAL

The Life Enrichment Committee received the Lake Merritt Working Group Report on March 22, 2021 (**Attachment A**) and adopted an alternate recommendation, scheduling the report to be presented at the March 29, 2021 Special Meeting of the City Council. The alternate recommendation was read into the record at the Rules Committee on March 25, 2021 and is as follows:

Recommend That The City Council Receive This Report And Recommendation To Council That The City Administrator Develop A Budget Allocation Through Nov 30, 2021 For Parking Enforcement, Municipal Code Enforcement, Traffic Controls, Litter/Trash Collection, Additional Porta-Potties And Handwashing Stations; Permit The Black Solidarity Market; Explore A Parks Ambassadors Pilot; And Convene The Life Enrichment Committee, Parks & Recreation Advisory Council And Cultural Affairs Commission To Develop Community Agreements And Programming At Public Spaces Citywide.

The recommendation includes development of a budget allocation to provide resources to implement the weekend management activities highlighted in the report and recommendation. The Lake Merritt Working Group developed a budget summary (**Attachment B**) that calculates all costs associated with these weekend management activities through November 30, 2021. It includes the additional resources needed for extended holiday weekends of Memorial Day, Juneteenth, July 4th, and Memorial Day. The total cost for all activities is \$1,509,726.

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This budget summary does not include any funding to pay for *event management* of a vendor pilot as was done with Cares Act dollars in the fall. At the LEC meeting, staff was informed that the Black Solidarity Market has its own funding to pay for event management. Based on the experience in the fall and in consultation with the City's Special Events Coordinator, the weekly cost for this type of event management is approximately \$6,500 or \$227,500 between now and November 30th. Staff is working directly with the organizers of the Black Solidarity Market to permit the activity as soon as possible and is awaiting an application submission.

Staff will return to the Parks and Recreation Advisory Commission (PRAC) and will engage the Cultural Affairs Commission (CAC) staff and plan to present the recommendations and activity of the Working Group at an upcoming meeting and/or work with the Council President to convene a Special Meeting of these bodies.

The Administration is not recommending that this level of funding be provided but if the City Council wishes to implement this, the costs must be considered relative to the rest of the City's priorities.

ACTION REQUESTED OF THE CITY COUNCIL

Staff Recommends That The City Council Receive This Report And Recommendation To Council That The City Administrator Develop A Budget Allocation Through Nov 30, 2021 For Parking Enforcement, Municipal Code Enforcement, Traffic Controls, Litter/Trash Collection, Additional Porta-Potties And Handwashing Stations; Permit The Black Solidarity Market; Explore A Parks Ambassadors Pilot; And Convene The Life Enrichment Committee, Parks & Recreation Advisory Council And Cultural Affairs Commission To Develop Community Agreements And Programming At Public Spaces Citywide.

For questions regarding this report, please contact Joe DeVries, Director, Interdepartmental Operations, at 510-238-3083.

Respectfully submitted,



Joe DeVries
Director, Interdepartmental Operations, City
Administrator's Office

Attachments (2): **A: Lake Merritt Working Group Report**
B: Lake Merritt Weekend Management Budget Summary

City Council
March 29, 2021





Supplemental Lake Merritt Working Group Report March 2021 (2) signed

Final Audit Report

2021-03-26

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