

**CITY OF OAKLAND  
AGENDA REPORT**

OFFICE OF THE CITY CLERK  
AND

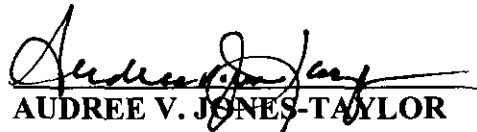
2006 FEB 16 PM 4:15

TO: Office of the City Administrator  
ATTN: Deborah Edgerly  
FROM: Office of Parks and Recreation  
DATE: February 28, 2006

**RE: ANNUAL REPORT FROM THE PARKS AND RECREATION ADVISORY  
COMMISSION**

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Attached is the annual report provided by the Parks and Recreation Advisory Commission. A representative from the Commission will be available to answer questions.



AUDREE V. JONES-TAYLOR

Director, Office of Parks and Recreation

Attachment

FORWARDED TO THE  
LIFE ENRICHMENT COMMITTEE:



OFFICE OF THE CITY ADMINISTRATOR

Item: \_\_\_\_\_  
Life Enrichment Committee  
February 28, 2006

# CITY OF OAKLAND



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Office of Parks and Recreation

February 28, 2006

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Life Enrichment Committee  
Oakland City Council

Subject: Annual Report of the Parks and Recreation Advisory Commission

To Chairperson Chang and Members of the Committee:

This is the annual report of the Parks and Recreation Advisory Commission (PRAC) to the City Council covering the period from January 2005 to December 2005. There are currently two vacancies, and, as can be seen from the attached attendance sheet, two de-facto vacancies, as two commissioners have stopped attending meetings. As of January 30, 2006, letters have been sent to such individuals, informing them of their removal from the Commission. PRAC encourages Council to nominate district members to serve on the Commission.

In accordance with the Committee's recommended guidelines, this report addresses the budget issues as they relate to the Commission's activities and duties.

We work closely with the director of OPR, and strive to implement her vision to engage the park user groups and to reach out to non-user constituents of the parks and facilities. For example, the Commission strongly endorses OPR efforts to enhance the sports opportunities for middle school students, and for girls of all ages. In addition, individual commissioners are active in the community, and are engaging residents in determining their needs. Commissioners serve as liaisons to the recreation center advisory boards, participated in a park and recreation focus group held in the different Council districts over the past year, have participated in California Park and Recreation Society (CPRS) conferences, and serve on the board of Ground Works Trust and CPRS.

Some of the significant issues we have addressed are:

1. Public-private partnerships: Last year, PRAC witnessed the strengthening of City partnerships with private entities to assist in the operation and/or maintenance of park facilities or programs, such as the renewed contracts with the Zoological Society and Children's Fairyland, Inc. This year, the partnerships appear to have stalled. For example, the Ray and Joan Kroc Foundation proposal for Ira Jinkins Recreation Center does not appear to have progressed. City Stables remains without a viable concessionaire. The lack of financial resources on both the part of the nonprofit and the City are impacting the ability to provide effective and worthwhile programs.

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**Budgetary implication:** We believe that strong partnerships with capable nonprofit organizations have the potential to allow the City to both save money and to provide more effective programs, and encourage the City to explore further opportunities. Services and programs that have been economic burdens in the past, such as Feather River Camp and Jack London Aquatic Center, can be reduced through partnerships with committed and capable organizations.

2. Fee waivers/co-sponsorship requests: PRAC continues to receive numerous requests for fee waivers and/or co-sponsorship requests from nonprofit organizations seeking to use Oakland parks and recreation facilities at a reduced or subsidized rate. This remains a controversial issue, and PRAC is revisiting the co-sponsorship policy in order to ensure fair and consistent application of the rule in a way that will not lead to wholesale approval to every worthy local organization.

**Budgetary implication:** When groups are permitted to use facilities at a reduced or subsidized fee, the City loses money, and PRAC is sensitive to potential lost funds. However, the commission also recognizes that events by certain worthy nonprofits add to the quality of life among Oakland residents, and that some of these events would be truncated or eliminated if the full fee were required.

3. Sale of items in parks: Several organizations that have reserved park space or facilities have requested permission to sell arts and crafts items and/or commercial merchandise in the parks as a way to raise money for the organizations. The Commission's policy is to oppose for-profit sales, but to permit the sale of arts and craft items unique to the organization or event.

**Budgetary implication:** The City can raise money by requiring a fee or percentage of sales from items sold in the park. The Commission remains opposed to the sale of strictly commercial items, such as T-shirts and CDs, on public land. At its PRAC retreat on January 28, 2006, the Commissioners developed a draft policy to administer such requests in a consistent and fair manner.

4. Concessionaires on City-owned Facilities: PRAC is monitoring the contracts of concessionaires using City-owned facilities. We are concerned that the facilities do not appear to be maintained as they should. For example, the greens and driving range at Montclair Golf Course are in a worsening state of disrepair, and we have received numerous complaints from both users and, more ominously, nonusers of the course. We understand that construction work is finally beginning, with an anticipated completion date of August 2006. However, despite the complaints, and expressions of concern from the Commission, the facility remains in a state of disrepair.

**Budgetary implication:** The goal of public-private partnerships is to allow the City to both save money and to provide more effective programs, a goal that is lost if the

concessionaires are not held accountable. City-owned facilities can and must be maintained in a manner that encourages users to return. We have seen the consequences of disrepair and inattention on City Stables. The Commission believes the City must require compliance with its contracts, and that future contracts be written so as to protect the City.

5. Matters affecting Oakland Parks: PRAC has reviewed a number of proposals to improve the appearance and manageability of Oakland Parks, such as establishing City-wide curfews in parks, and approving signage that welcomes park users. In addition, PRAC has endorsed park-specific matters, such as a kiosk at the Rockridge-Temescal Greenbelt, and storage sheds at Bella Vista Park. In addition, commissioners have participated in a park prioritization plan held in the Council districts over the past year.

*Budgetary implication:* Questions regarding the use of parks have little, if any, increased financial costs to the City.

6. Oak to Ninth: The most controversial issue taken up by PRAC in 2005 has been the proposed Oak to Ninth development. The Commission held a public hearing to permit comment from members of the public as the project relates to parks. Members of the public, as well as individual commissioners, are distressed at the planned deviation from the Estuary Policy Plan, a plan that developed after years of hearings and deliberation. Moreover, we are concerned that less open space is scheduled to be developed during Phase I. Questions of park maintenance and accessibility remain a significant barrier.

*Budgetary implications:* While development along the site may be financially beneficial to the City, the shoreline must remain accessible and attractive to Oakland residents. The Commission believes that parks and open space should be a central ingredient to any development, and that this ingredient is not fully considered under the current proposal.

Respectfully submitted,



Matthew J. Webb, Chair

Parks and Recreation Advisory Commission

FORWARDED TO THE CITY COUNCIL  
LIFE ENRICHMENT COMMITTEE:

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OFFICE OF THE CITY MANAGER

Item \_\_\_\_\_  
Life Enrichment Committee  
February 28, 2006

**PARKS AND RECREATION ADVISORY COMMISSION  
ATTENDANCE REPORT - 2005**

Commissioners: Abad, Armendariz, Hahn, Juarez, Magid, McClure, Nelson, Ricards, Taylor, Tong, Webb

	ABAD	ARMENDARIZ	HAHN	JUAREZ	MAGID	MC CLURE APPT. 4/5/05	NELSON	RICARDS	TAYLOR	TONG	WEBB	Total Present
1/12/05 NQ	A	P	A	A	A		P	P	P	A	P	5
2/9/05	A	P	A	A	A		P	P	P	P	P	6
3/9/05	P	P	P	P	P		A	P	P	P	P	9
4/13/05	P	P	A	A	P	A	A	P	P	P	P	7
5/12/05	P	A	A	A	A	P	A	P	P	P	P	6
6/8/05	P	A	P	A	P	P	P	P	A	A	P	7
7/13/05	P	A	A	A	P	P	P	P	P	P	P	8
9/14/05	P	P	A	A	A	P	P	P	P	A	P	7
10/12/05	P	P	A	A	P	P	P	P	P	A	P	8
11/9/05	P	A	A	A	P	P	P	P	P	P	P	8
12/14/05	P	A	A	A	P	A*	P	P	P	A	P	6
present/ total meetings	9/11	6/11	2/11	1/11	7/11	6/8	8/11	11/11	10/11	6/11	11/11	

Note: Meetings are every second Wednesday. No meeting in August.

Key:

P present

A absent, including excused absences

D meeting deferred

NQ no quorum

\* Maternity leave