



CITY OF OAKLAND

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OAKLAND

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AGENDA REPORT

TO: Sabrina B. Landreth
City Administrator

FROM: Audree V. Jones-Taylor
Director

SUBJECT: Allocation of Raider Ticket Surcharge
Funds

DATE: November 24, 2015

City Administrator Approval

Date:

12/3/15

RECOMMENDATION

Staff Recommends That The City Council Accept And Continue To Allocate Raiders Ticket Surcharge Funds To Expose Oakland's Youth To Non-Traditional Sports (Tennis, Golf, Girls Sports) Aquatics (Swimming, Tallship Sailing, Sailing And Boating), Outdoor Recreation (Camping, Surfing, Rock Climbing) And Cultural Events.

EXECUTIVE SUMMARY

At the September 29, 2015 Life Enrichment Committee meeting, the Committee requested that Oakland Parks and Recreation (OPR) return with criteria for equitable distribution of funds for programs throughout all Council Districts of the City. Staff recommends continuation of the current criteria of exposing Oakland's youth to non-traditional recreation activities, including tennis, golf, girls' sports, swimming, Tallship sailing, sailing and boating, camping, surfing, rock climbing and cultural events. The traditional sports of baseball, basketball and football will continue to be offered at recreation and cultural arts sites.

BACKGROUND / LEGISLATIVE HISTORY

As part of the 1995 Master Agreement with the Oakland Raiders, a \$1.00 per ticket surcharge was created on all tickets sold for Raiders football games. One-third of the proceeds of this surcharge are distributed to the City to benefit youth activities; another third goes to Alameda County and the remainder is kept by the Raiders. Oakland's one-third share of the \$1 ticket surcharge for the 2014 season amounts to roughly \$162,000.

Over a period of time, OPR has provided the Life Enrichment Committee with Raiders Ticket Surcharge reports detailing participation in non-traditional recreation and cultural arts activities for Oakland's youth. Over the years thousands of Oakland's youth have been exposed to tennis, golf, aquatics and cultural arts activities through the use of monies from the Raiders Ticket surcharge.

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Participants in the non-traditional activities come from Oakland's recreation and cultural arts centers. Recreation centers and cultural arts sites are all encouraged to schedule their sites to participate in each of the non-traditional recreation and cultural activities.

The July 28, 2015 Raiders Ticket Surcharge report included participation numbers with a sentence of primary participation by council district. The September 29, 2015 Raiders Ticket Surcharge supplemental report provided a table of participation numbers in the non-traditional recreation activities and for events that benefits youth by council district. At the September 29, 2015 Life Enrichment Committee meeting, the Committee requested that Oakland Parks and Recreation (OPR) return with criteria for equitable distribution of funds for programs throughout all Council Districts of the City.

ANALYSIS AND POLICY ALTERNATIVES

Per direction from the Life Enrichment Committee at the meeting of September 29, 2015, this report describes the current criteria used for the allocation of Raiders Ticket Surcharge monies (\$160,000) and also provides two alternative methods for allocation.

Current Criteria

OPR's criteria for the allocation of the Raiders Ticket Surcharge monies have been consistent over the last 10 years. OPR considers programs that expose Oakland's youth to non-traditional activities. The programs supported by the Raiders Ticket Surcharge monies has exposed thousands of Oakland's youth to non-traditional sports over the past 10 years. OPR considers the following recreation activities as non-traditional recreational activities: tennis, golf, girls' sports, swimming, Tallship sailing, sailing and boating, camping, surfing, rock climbing and cultural events.

OPR considers baseball, basketball and football as traditional recreational activities. Each of these traditional sports will continue to be offered at recreation and cultural arts sites.

PRO

Non-traditional recreational activities are considered as those not readily available at recreation and cultural arts sites. OPR coordinates non-traditional recreational activities with each recreation and cultural arts site. OPR traditionally either brings youth to these activities or where possible brings the activities to their recreation site.

Non-traditional recreational activities have enriched OPR's program offerings and will continue to expose Oakland's youth to not readily available sports, aquatics, outdoor recreation and cultural activities. Oakland's youth benefit from the exposure to non-traditional recreation activities, which are not readily accessible to them in their communities. Oakland's youth are given an opportunity to recreate outside of their traditional boundaries of neighborhoods and recreation centers.

In addition, the Raider Surcharge monies have supported city-wide activities and special events. (A listing of the activities and special events was presented in the September 29, 2015 report and attached to this report as **Attachment A**). These activities and special events may not be provided in the future without the allocation of the Raider Surcharge monies.

CON

Without the support of the Raiders Ticket Surcharge monies and reductions in General Purpose Fund monies over the last 10 years, the majority of these activities will only be offered as fee-based activities. OPR desires to continue offering these activities; however, the reduction or removal of the Raiders Ticket Surcharge monies will result in thousands of Oakland's youth not being exposed to: tennis, golf, girls' sports, swimming, Tallship sailing, sailing and boating, camping, surfing, rock climbing and cultural events. However, those with the means to pay a fee will have access to these recreational activities.

The loss or reduction of Raiders Ticket Surcharge monies will also eliminate the support to council member's special projects and citywide programming as noted in the attached table (**Attachment A**).

Alternative Criteria 1

Allocate to each recreation and cultural arts centers an equal amount of the Raiders Ticket Surcharge monies on activities of interest to their respective communities.

PRO

To develop alternative approach to distributing the Raiders Tickets Surcharge monies, OPR administrative staff will work with the Recreation Supervisors of the 22 recreation and 3 cultural arts sites to equally distribute Raiders Ticket Surcharge monies by council district for activities that they define as an advantage or of interest to their respective communities. An equal distribution of monies to each site of average annual Raiders Ticket Surcharge monies (\$160,000) would result in each site receiving roughly \$6,400. Depending on the program, activities implemented and the number of youth, the \$6,400 allocation may not suffice to support any one or multiple programs or activities

CON

Each site would have their choice of activities that would not align with other sites. Therefore, multiple programs, multiple activities and multiple locations would require additional transportation and staff resources, which are not readily available.

It should be noted that sites may decide not to utilize their allocation for the non-traditional recreation activities that the Raiders Ticket Surcharge monies have historically supported. Each council district's allocation would be contingent on the number of sites in their districts.

Alternative Criteria 2

Mandate the participation of all recreation and cultural arts activities be organized within the non-traditional recreation activities.

PRO

OPR would continue to offer its current listing of non-traditional recreation activities funded from the Raiders Ticket Surcharge as requirements and not optional. However, due to the ratio of staff to youth of some of our activities, it will be done on a rotation basis (e.g., one year a youth from a specific recreation site will be exposed to outdoor recreation, the following year they will be exposed to golf, etc.).

OPR's Recreation Supervisors would make it a requirement that all sites participate in these activities, rather than the current optional participation. OPR would ensure that sites be required to schedule and participate in one of the activities annually. Funding would be made available at the beginning of each fiscal year for the number of participants and the anticipated costs.

CON

The non-traditional activities would not be optional for each recreation site. Resources would continue to be utilized for the non-traditional recreation activities on a more structured basis.

OPR recommends continuing with the current approach of exposing Oakland's youth to non-traditional sports (tennis, golf, girls sports) Aquatics (swimming, Tallship sailing, sailing and boating), outdoor recreation (camping, surfing, rock climbing) and cultural events, and making it mandatory for each site to schedule and participate in these activities.

FISCAL IMPACT

There is no negative fiscal impact as a result of the setting of criteria for the allocation of the Raiders Ticket Surcharge monies.

If the City Council were to choose Alternative Criteria 1, OPR would have to assess current transportation and staffing needs. Additional resources (personnel and vehicles) may be required to transport staff to multiple activities and multiple locations not currently offered.

PUBLIC OUTREACH / INTEREST

There was no public outreach as a result of the setting of criteria for the allocation of the Raiders Ticket Surcharge monies

COORDINATION

There was no public outreach as a result of the setting of criteria for the Raiders Ticket Surcharge monies.

SUSTAINABLE OPPORTUNITIES

There are no known sustainable opportunities as a result of the setting of criteria for the allocation of the Raiders Ticket Surcharge monies.

Economic: There are no known economic opportunities as a result of the setting of criteria for the allocation of the Raiders Ticket Surcharge monies.

Environmental: There are no known environmental opportunities as a result of the setting of criteria for the allocation of the Raiders Ticket Surcharge monies

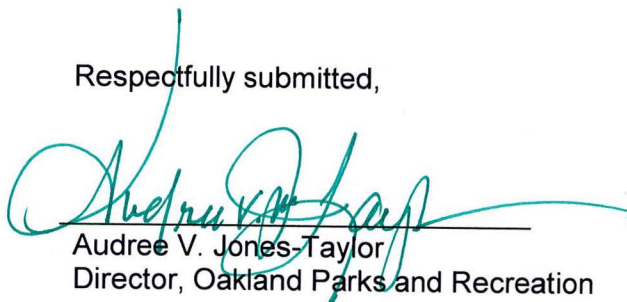
Social Equity: OPR's intended criteria have been to expose Oakland's youth to non-traditional sports (tennis, golf, girls sports) Aquatics (swimming, Tallship sailing, sailing and boating), outdoor recreation (camping, surfing, rock climbing) and cultural events.

ACTION REQUESTED OF THE CITY COUNCIL

The Oakland City Council is requested to select one of the criteria presented in the narrative above.

For questions regarding this report, please contact Robert R. Davila, Administrative Services Manager II, at 510-238-3926.

Respectfully submitted,



Audree V. Jones-Taylor
Director, Oakland Parks and Recreation

Prepared by:
Robert R. Davila, Admin. Services Manager II

Attachments (1):
A. Events Benefiting Youth

Events Benefiting Youth							
	Council District 1	Council District 2	Council District 3	Council District 4	Council District 5	Council District 6	Council District 7
<i>Spring Egg Hunts Conducted</i>	1	3	2	1	2	1	3
<i>Rec. Center Open House</i>	X	X	X	X	X	X	X
<i>Play Day on the Plaza</i>	X	X	Host	X	X	X	X
<i>Art & Soul Kids Zone</i>	X	X	Host	X	X	X	X
<i>Museum Play Day</i>	X	Host	X	X	X	X	X
<i>Childrens Zone @ Holiday Traditions</i>	X	X	X	X	X	X	Host
<i>Backyard Campout</i>	X	X	X	X	X	X	X
<i>OPR Feather River Camp</i>	X	X	X	X	X	X	X
<i>Half Moon Bay Camping</i>	X	X	X	X	X	X	X
<i>Park Build Days</i>		X	X			X	X
<i>D. Lillard Family Picnic</i>						X	Host
<i>Carmen Flores - Music in the Park</i>					X		
<i>Arroyo Viejo Concert</i>						X	
<i>Golf Tournaments</i>	X	X	X	X	X	X	Host
<i>Oaktoberfest</i>				X			
<i>Arroyo Thanksgiving Family Basket</i>						X	
<i>Holiday Parade</i>	X	X	Host	X	X	X	X
<i>Youth @ Warriors Parade</i>	X	Host	Host	X	X	X	X