



AGENDA REPORT

TO: Edward D. Reiskin
City Administrator

FROM: J. Nicholas Williams
Director, OPRYD

SUBJECT: Rainbow Teen Center / Digital Arts
and Culinary Academy Renaming

DATE: June 10, 2021

City Administrator Approval

Date: Jul 1, 2021

RECOMMENDATION

Staff Recommends That The City Council Conduct a Public Hearing and Upon Conclusion Adopt A Resolution Renaming The Rainbow Teen Center / Digital Arts And Culinary Academy To The East Oakland Arts Center.

EXECUTIVE SUMMARY

Adoption of the proposed resolution will authorize the renaming of Rainbow Teen Center / Digital Arts and Culinary Academy (DACA) to East Oakland Arts Center to more accurately and fully reflect the function of the facility in the community.

BACKGROUND / LEGISLATIVE HISTORY

The policy to name a public facility is set forth in Resolution No. 65024 C.M.S., and requires that all requests for naming or renaming parks and recreation facilities be referred to the Parks and Recreation Advisory Commission (PRAC) and the Rules & Legislation Committee before the name is recommended to the City Council. Resolution No. 65024 C.M.S., specifies criteria for renaming of parks and recreation facilities and that criteria includes naming based upon “a geographical area of the City”. On March 10, 2021 PRAC unanimously recommended the renaming of the DACA to the East Oakland Arts Center.

ANALYSIS AND POLICY ALTERNATIVES

Although the center is called the Rainbow Teen Center, it is important to note that the center does not solely cater to teens. Programming is provided to Middle School and High School students, adults, and seniors. The name, Rainbow Teen Center indirectly excludes a large segment of the East Oakland community that DACA serves.

Rules & Legislative Committee
July 15, 2021

The mission of the center is to help participants grow and build self-confidence and job skills through the learning of at least one of four components offered in our programs: Digital Audio Production, Digital Video Production, Culinary Arts, and Urban Agriculture. Our goal is to help Oakland teens, young adults, and seniors excel and create a better life and community for themselves and others.

Staff also recommends renaming the center because there have been several persistent issues with the acronym "DACA" as it is often confused with the Deferred Action for Childhood Arrivals program, which also uses the same acronym. Staff often encounter residents and non-residents contacting the center attempting to receive immigration papers and/or seeking additional information on immigration assistance. Additionally, the DACA banners that are currently being used to identify the center located on the surrounding fence are often tagged with graffiti. After a bit of research, it was discovered that the tagging is mostly being done by people that are opposed to the Deferred Action for Childhood Arrivals program.

The Oakland Parks, Recreation and Youth Development Department (OPRYD) received numerous requests from the local community to rename the center. Staff began the process to identify a new name by putting together the DACA Name Change Committee consisting of 13 teenagers, five young adults, three staff members (all of whom are former DACA students), one non-voting Facilitator, and two non-voting Supervisors. Having first-hand knowledge of the programs offered at the center, the former DACA students on the committee could use their experience to assist with the creation of potential names that best reflect what the center represents. Over a two and a one-half month period staff facilitated four Zoom meetings during which the committee came up with a total of fifteen creative names. Through a series of anonymous votes, the names were then narrowed down to the East Oakland Arts Center and Seminary Arts Center

FISCAL IMPACT

Capital improvement plans are being developed by Oakland Public Works for the DACA Remodel Phase 2 Project which includes new signage. The estimated cost of the signage is \$35,000 and is funded through the existing remodel project which is included in the Fiscal Year (FY) 2019-21 budget in Fund 5332 – (Infrastructure and Affordable Housing Bond), Organization 92270 – (Capital Projects), Account 57212 – (Building Improvements). There is no other expected fiscal impact to the City of Oakland in renaming the center.

PUBLIC OUTREACH / INTEREST

This matter was discussed at the March 10, 2021 Park and Recreation Advisory Commission (PRAC) meeting where the PRAC received a proposal from staff and community members to rename the Rainbow Teen Center / Digital Arts and Culinary Academy. PRAC approved the proposed renaming, and further recommended approval by the Oakland City Council of the East Oakland Arts Center name.

COORDINATION

Staff coordinated with the following organization and representatives:

- Budget Bureau
- Oakland Public Works
- Parks and Recreation Advisory Commission
- Neighborhood Crime Prevention Council (NCPC)
- DACA Name Change Community Committee

SUSTAINABLE OPPORTUNITIES

Economic: The design and construction of the sign with the new name will be part of an existing Oakland Public Works capital project remodeling the DACA. The contractor will be verified for Local Business and Small Local Business Enterprise (LBE/SLBE) participation by the City Administrator's Workplace and Employment Standards Department. The construction services provided by the local firms will result in dollars being spent locally.

Environmental: The proposed renaming of DACA has no negative impact on the environment. Compliance with the Recycling Ordinance and Best Management Practices to prevent storm water runoff from the job site during construction is required. In addition, the project scope addresses the Equitable Climate Action Plan (ECAP) by converting the facility to all-electric systems, replacing gas.

Social Equity: Proposed renaming of DACA has had a positive impact on social equity. The proposed renaming offers greater social equity to the East Oakland community, especially residents residing in City Council Districts 6 and 7, by providing community members the opportunity to participate in both the renaming process and the Capital Improvement Project that was identified in the FY19-21 Budget Cycle under the City's Equitable Capital Improvement Prioritization Process, adopted by City Council. The community engagement opportunities provided East Oakland residents the opportunity to take ownership of the project and be central to decision making that may affect them and their community.

ACTION REQUESTED OF THE CITY COUNCIL

Staff recommends that the City Council adopt a resolution renaming Rainbow Teen Center / Digital Arts and Culinary Academy to the East Oakland Arts Center.

For questions regarding this report, please contact Claytoven Richardson, Recreation Specialist, II at (510) 615-5807.

Respectfully submitted,

J. Nicholas Williams

J. NICHOLAS WILLIAMS
Director, Parks, Recreation & Youth
Development

Reviewed by: Dana Riley, Assistant Director

Prepared by: Claytoven Richardson,
Recreation Specialist, II

