



FILED  
OFFICE OF THE CITY CLERK  
OAKLAND

# AGENDA REPORT

2019 NOV 21 PM 1:50

**TO:** Sabrina B. Landreth  
City Administrator

**FROM:** J. Nicholas Williams  
Director

**SUBJECT:** National Fitness Campaign Grant

**DATE:** November 13, 2019

City Administrator Approval

Date:

11/21/19

## RECOMMENDATION

**Staff Recommends That City Council Adopt A Resolution:**

- 1) **Awarding A Contract To National Fitness Campaign, LLC In An Amount Not To Exceed Three Hundred And Sixteen Thousand Dollars (\$316,000) For The Purchase Of Three Fitness Courts At A Discounted Rate;**
- 2) **Accepting A Donation From National Fitness Campaign, LLC Valued At Ninety Thousand Dollars (\$90,000) In The Form Of The Discounted Fitness Courts;**
- 3) **Awarding A Contract To Engineered Installation Solutions In An Amount Not To Exceed Seventy-Five Thousand Dollars (\$75,000) For Installation Of Fitness Courts; And**
- 4) **Waiving Advertising And Bidding Requirements For Both Contracts.**

## EXECUTIVE SUMMARY

A donation from the National Fitness Campaign (NFC) valued at \$90,000 provides the opportunity to purchase and install a fitness court at three Oakland parks and leverage Measure HH/Sugar-Sweetened Beverage Tax funds allocated to Oakland Parks, Recreation and Youth Development (OPRYD) to create health and fitness opportunities for Oakland communities. The NFC Ecosystem (**Attachment A**) includes the Fitness Court, Digital Fitness Court App, Certified Ambassador Training Program, and Community Activation Plan. The Fitness Court (**Attachment B**) is a comprehensive outdoor circuit training system that supports 28 simultaneous users on 30 separate pieces of equipment requiring a 38 foot by 38 foot or 1,444 square foot area. The fitness court program provides teens and adults of every fitness level with thousands of exercise combinations through 7-minute training modules.

Item: \_\_\_\_\_  
Life Enrichment Committee  
December 3, 2019

**BACKGROUND / LEGISLATIVE HISTORY**

NFC discounted funding for two fitness courts is available in calendar year 2019, and the discount for the third court is available in 2020. Lowell Park and Arroyo Viejo Park have been identified to have Fitness Courts installed in late spring of 2020. The third fitness court location is to be determined and would be scheduled for installation late 2020.

Residents in the low-income areas of East and West Oakland suffer disproportionate chronic disease complications from childhood asthma, adult asthma, congestive heart failure, and obesity. Doctors recommend at least 150 minutes of exercise each week to reduce the potential for heart disease and improve overall health. The Fitness Courts and associated digital app will provide underserved communities with a free platform to improve their health and wellness.

Lowell Park, located in the heart of West Oakland and adjacent to West Oakland Middle School on 14<sup>th</sup> Street, contains several multi-use fields programed for soccer, flag football, Frisbee and lacrosse, a softball diamond, baseball field, and basketball courts. The planned location for the Fitness Court is near 12<sup>th</sup> Street and adjacent to the basketball courts. The park is a preferred location for the addition of a Fitness Court due to the proximity of the Middle School and heavy foot traffic created by sport leagues. Youth from the school will be able to utilize the fitness equipment during physical education classes and under the guidance of school staff. Athletes coming to the park for competition can enhance their performance through sport-specific exercises provided by the Fitness Court App.

Arroyo Viejo Park is heavily used and contains the City's largest recreation center. In addition to the growing popularity as a special event destination and weekend family picnic spot, park patrons utilize the Ricky Henderson baseball field, designated as a Young America Field containing an electric scoreboard, a softball diamond, and basketball courts located near the Olive Street park entrance. The proposal is to install a Fitness Court on the concrete area between the basketball courts and the parking lot near Olive Street. The location was selected to increase positive use of an underutilized area of the park, the existing concrete pad is expected to reduce installation costs to the City, and the location will provide visibility and heavy foot traffic from the Olive Street park entrance.

The Oakland Public Works Department will provide oversight of the construction project including the contract with Engineered Installation Solutions (EIS) for installation of the Fitness Courts. The Fitness Court structural components are made from high-grade carbon steel and receive dual layer powder coating, cladding (skins) made from high-grade aluminum and powder coated, and signage printed with anti-graffiti material. All equipment is anchor bolted into concrete and has almost no moving parts except resilient stainless steel cables. The Fitness Court is made for all climates, designed for heavy everyday use, and requires minimal maintenance.

The Parks and Recreation Advisory Commission (PRAC) will review the project and make a recommendation to the Planning Department on a minor conditional use permit for the installation of the fitness courts at the three park sites.

## **ANALYSIS AND POLICY ALTERNATIVES**

Installation of NFC Fitness Courts in three Oakland parks will provide free, comprehensive outdoor circuit training systems to the Oakland community. The City Administrator recommends award of a contract to NFC in an amount not-to-exceed \$316,000 for the purchase of the three fitness courts at a \$90,000 discount. The City Administrator also recommends awarding a contract to EIS in an amount not-to-exceed \$75,000 for the installation of the fitness courts.

Oakland Municipal Code (OMC) section 2.04.050.A requires the City Administrator to conduct advertising and bidding and award to the lowest responsible responsive bidder for the purchase of products or goods, and OMC 2.04.050.I.5 allows the City Council to waive advertising and bidding requirements upon a finding by the Council that it is in the best interest of the City to do so. It is in the City's best interest to waive advertising and bidding requirements for the contract with NFC because the discount is restricted to the purchase of NFC's Fitness Court Ecosystem, Fitness Court is trademarked and owned by NFC and NFC is the sole vendor, and without the discounted rate the City would be required to identify an additional \$90,000 to complete the project, or forego installation of the courts. It is also in the City's best interest to waive advertising and bidding requirements for the contract with EIS because EIS is a trusted national partner of the NFC and is experienced with the construction specifications for the Fitness Court, ensuring proper installation meeting warranty requirements.

More than just an outdoor workout area, the NFC Ecosystem is a collection of resources and services designed to activate, encourage and support participants in outdoor fitness activities and includes the Fitness Court, the Digital Fitness Court App, Certified Ambassador Training Program, and Community Activation Plan. The Fitness Court consists of an outdoor circuit training system that supports 28 simultaneous users on 30 separate pieces of equipment providing a full body workout for teens and adults of all ability levels. The Digital Fitness Court App is a mobile application that connects fitness court users to each other for workout challenges, and to the NFC outdoor fitness network for equipment tutorials, training tips, workout modules, and certified fitness instructors specifically trained on operation of the Fitness Court components. The Certified Fitness Court Ambassador Training Program is hosted by the American Council on Exercise (ACE), a leading nonprofit professional and health coach certification organization. Through ACE, up to twelve (12) individuals at each Fitness Court, comprised of OPRYD staff and community members, will be certified free of charge. Ambassadors build and sustain a healthy culture around the Fitness Court ecosystem by sharing training tips, workout modules, and hosting fitness challenges and clinics. The guided workouts expand the user community and increase long-term usage and adoption of the Fitness Court. Supported by NFC, the Community Activation Plan promotes the development and publicizing of the program in the community through traditional and social media channels, including a custom press release, site rendering, and outreach.

City Council's adoption of the resolution authorizing the purchase and construction of three Fitness Courts would:

1. Offer residents of Oakland free access to state-of-the-art Fitness Courts and mobile training app with easy-to-follow workout plans, fitness goals and challenges;
2. Promote increased health and wellness;

3. Revitalize underutilized areas of the parks and encourage positive uses;
4. Build community through fitness programs, clinics, and events led by local ACE-certified Fitness Court Ambassadors.

NFC Fitness Courts have been successfully implemented in several Bay Area locations. Stanford University utilized the Certified Ambassador Training Program and the mobile app to successfully implement an innovative health and wellness program for students that focuses on holistic values of Balance, Community Engagement, Leadership, and Innovation. The City of Oakley created a program in which community members participate in self-guided daily workouts as well as group fitness sessions led by City staff. In the City of San Francisco, where NFC was established in 1979 with the goal of encouraging healthy lifestyles, there are two very successful Fitness Court locations, one at Marina Green and another at Parklab Mission Bay.

### **FISCAL IMPACT**

The NFC donation will mitigate the overall cost of installation of the fitness courts to the City. The accompanying City Council resolution authorizes acceptance of the grant donation valued at \$90,000 in the form of the discount. The City's cost for purchase and installation of each Fitness Court is between \$135,000 and \$155,000; or up to \$465,000 for three fitness courts. The lower amount reflects repurposing existing concrete surfaces, while the higher amount includes the construction of a new concrete base. Between \$105,000 and \$125,000 of Measure HH/Sugar-Sweetened Beverage Tax funds will be used to complete each fitness court project. The not-to-exceed amount of the EIS construction contract includes a 25 percent contingency to address any unexpected costs identified during construction. The contingency amount is in line with public project standards for a project of this size.

### **PUBLIC OUTREACH / INTEREST**

Representatives from District 3 and District 6 City Council Offices and OPRYD staff engaged members of the public to receive input and establish common goals and priorities. The community engagement process was conducted over a two-week period from October 14 to October 25, 2019 and included local businesses, churches, community based organizations, and the Oakland Unified School District.

The publicly noticed meeting of the PRAC will provide additional opportunities for public input regarding Fitness Court placement. Further community engagement will take place through the implementation of the Fitness Court Ambassador Program and the process of identifying community volunteers to become Fitness Court Ambassadors. NFC project management will assist with publicity by providing promotion tool kits and opening day launch support.

### **COORDINATION**

The fitness court project has been developed in coordination with the Oakland Public Works Department and Oakland City Council District 3 and District 6 Offices. This report and legislation have been reviewed by Budget Bureau.

## **SUSTAINABLE OPPORTUNITIES**

***Economic:*** Up to 36 Oakland community members will have the opportunity to take part in the Fitness Court Ambassador Training Program and become certified to provide coaching and training tips bringing healthy habits to their community. The Ambassador Training Program was created with the goal of strengthening community bonds by bringing neighbors together through shared experiences and the common purpose of health and wellness. Ambassadors implement training class modules and host training challenges building a fit community. With certification, each Ambassador receives three continuing education credits that can be applied towards advanced training certifications, creating a pathway to a career in the fitness industry. OPRYD and NFC will work together to publicize and recruit Ambassadors living within a 10-minute walk of the Fitness Court.

***Environmental:*** Fitness Courts require no energy to operate and will be placed in park space near bicycle racks and public transportation. When possible, Fitness Courts will be installed on an existing concrete base minimizing the impact to City green space.

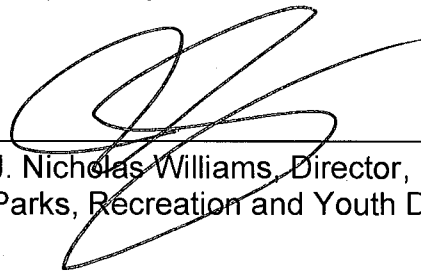
***Race & Equity:*** Consistent with the Department of Race and Equity's goals, OPRYD will engage and empower local community members to become certified Fitness Court Ambassadors. The Fitness Court Ambassador program will strengthen engagement and outreach to the community surrounding the selected park location comprised of approximately 55 percent African American, 10 percent Hispanic/Latino, 18 percent Asian/Pacific Islander, 12 percent white, 4 percent mixed, and 1 percent other. Ambassadors are conduits to residents, and through the creation of the outdoor fitness community, Ambassadors will help to decrease health disparities and increase overall community health and wellness by encouraging people to make fitness part of their everyday routine.

**ACTION REQUESTED OF THE CITY COUNCIL**

Staff Recommends That City Council Adopt A Resolution 1) Awarding A Contract To National Fitness Campaign, LLC In An Amount Not To Exceed Three Hundred And Sixteen Thousand Dollars (\$316,000) For The Purchase Of Three Fitness Courts At A Discounted Rate; 2) Accepting A Donation From National Fitness Campaign, LLC Valued At Ninety Thousand Dollars (\$90,000) In The Form Of The Discounted Fitness Courts; 3) Awarding A Contract To Engineered Installation Solutions In An Amount Not To Exceed Seventy-Five Thousand Dollars (\$75,000) For Installation Of Fitness Courts; And 4) Waiving Advertising And Bidding Requirements For Both Contracts.

For questions regarding this report, please contact Myka Hammock, Recreation Supervisor, at (510) 238-3896.

Respectfully submitted,



J. Nicholas Williams, Director,  
Parks, Recreation and Youth Development

Reviewed by:  
Dana Riley, Assistant Director  
Parks, Recreation and Youth Development

Prepared by:  
Myka Hammock, Recreation Supervisor  
Parks, Recreation and Youth Development

Attachments (2):

- A: Program Summary - National Fitness Campaign Ecosystem
- B: Fitness Court Diagram

## 2020 NATIONAL FITNESS CAMPAIGN ECOSYSTEM

The National Fitness Campaign Ecosystem is a collection of resources and services designed to activate, encourage and support participation in outdoor fitness activities.

*Holistic Program Includes:*



## THE FITNESS COURT®

### Fitness Court® Description:

32' x 35' outdoor bodyweight circuit training system with the following components:

- Seven station circuit training system providing full-body workout modules
- Fitness Court bodyweight training wall, measuring 32'W x 2'D x 6'H with custom wall graphics
- Thirty pieces of bodyweight training equipment (Fitness Elements) for simultaneous use by 28 users at one time. Fitness Elements are anchored and grouped within seven stations.
- Bolts, attachments and anchors required for installation

### Fitness Court Surface - Sport Tile Specifications

- Outdoor Sports Floor | Size: 1,024 SF (32' x 32')
- Color: NFC Cyan (Grey for custom color Courts)
- Thickness: 1" Tiles
- ADA Border Included
- Additional specifications available upon request

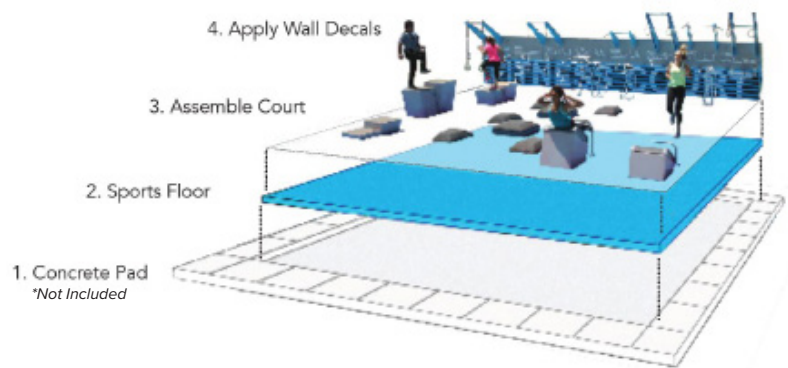
### Fitness Court Specifications:

- All structural components are made from high-grade carbon steel
- Structural components receive high-grade dual layer powder coating
- All cladding (skins) made from high-grade aluminum and powder coated
- Graphics and signage printed with anti-graffiti laminate vinyl material
- Manufactured in the United States
- Resilient to heavy, repeated daily use
- Over 30 individual pieces of equipment
- Galvanized fittings and bolts - *included*
- Stainless steel cables
- Complete Installation Guide - *included*
- Warranty through NFC

### Warranty + Maintenance

- Made for all climates
- Almost no moving parts (only cables)
- Equipment is anchor bolted into concrete
- Replacement parts available through NFC
- No requirement for disassembly in winter
- Maintenance guide, including touch-up paint & necessary tooling included

See Official Warranty for Full Coverage Detail



## THE DIGITAL ECOSYSTEM

### The Fitness Court App

Free mobile app for iOS / Android teaches proper use, routines and challenges to all users

- **Classes:** schedule, run and track attendance using the Fitness Court App back-end scheduling tool, providing live class management through the OnSched platform. Training and basic setup provided by NFC within 30 days of launch event.
- **Learn:** video guides deliver workouts, and teach the basics for beginners on the Fitness Court. New content released quarterly, and updated by NFC National Training Team.
- **Train:** individual audio guides. New content released quarterly, updated by NFC National Training Team.
- **Challenge:** competitive tracking allows users to participate in timed, scored challenges, with an option to submit their scores to a national Leaderboard. Acts as a regional and national event qualification tool.



## CERTIFIED AMBASSADOR TRAINING

### Programming and Training Tools

Fitness Court Ambassadors build and sustain a healthy culture around the Fitness Court ecosystem

- **Learn:** education modules provided by the NFC Training Team are eligible for a range of industry certifications, are offered both in-person and remote, and provide a range of class templates, coaching tips and more to qualified Ambassadors. Partnership includes program vouchers for up to 12 individual Ambassadors per Fitness Court, individually eligible for up to 3 continuing education credits (CECs), approved through the American Council on Exercise (ACE).
- **Train:** classes, clinics and challenges become the building blocks of a Fitness Season, led by Ambassadors, that engage all ages and fitness levels. These guided workout options expand the user community and increase long-term usage and adoption.
- **Share:** continuous online and print storytelling, engagement and social connection further build out a healthy culture on each Fitness Court. Up to 5 local Ambassadors are eligible to attend an in-person regional training event of their choice in 2020. \*Regional training schedule provided May 2020



## COMMUNITY ACTIVATION

### Promotions and Marketing Package

Media support and community engagement materials excite users and strengthen program adoption

- **Custom Grant Announcement Kit:** promote the development of the program in your community with NFC support through traditional and social media channels - including a custom Press Release, site rendering, and outreach planning tools.
- **Launch Event Promotions Toolkit:** announce the launch of the Fitness Court on traditional media channels with a separate customized press release, outreach support and uniquely branded assets for social media.
- **NFC Website Feature Story:** NFC-hosted custom storytelling showcases the partnership and program development in your community.
- **Fitness Court Gear:** minimum \$750 credit towards the official NFC gear store - gear and giveaways (provided in part by national Campaign sponsor, Badger Sport®) nurture Ambassador relationships, honor stakeholders and excite event attendees, to amplify launch activities.
- **Opening Day Launch Support:** NFC provides event management templates, guidance for launch event planning, and custom promotional materials (flyers, media assets).

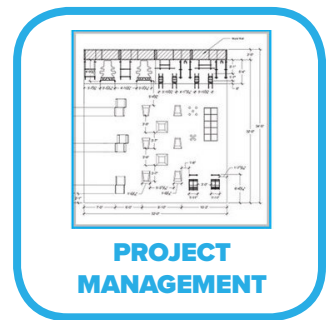


## PROJECT MANAGEMENT AND CONSULTING SERVICES

### Dedicated Campaign Team and Project Support

Our experienced consultants help coordinate timely procurement, installation and community engagement.

- **Procurement & Bidding:** NFC has industry experts in project management, and from conception through execution, they will collaborate on an average of 2 intensive monthly planning calls to drive success.
- **Construction & Installation:** stamped and certified design plans, concrete slab drawings, and contractor management are provided by the NFC Activation Team. With all ready-to-build plans included, most installations require less than 90 days to complete from ground-breaking to launch.
- **Fundraising:** Up to 10 custom renderings provided by NFC Design Team to support outreach to local sponsors and partners. Up to 5 custom slide presentations provided for in-person meetings and internal stakeholder consensus-building.



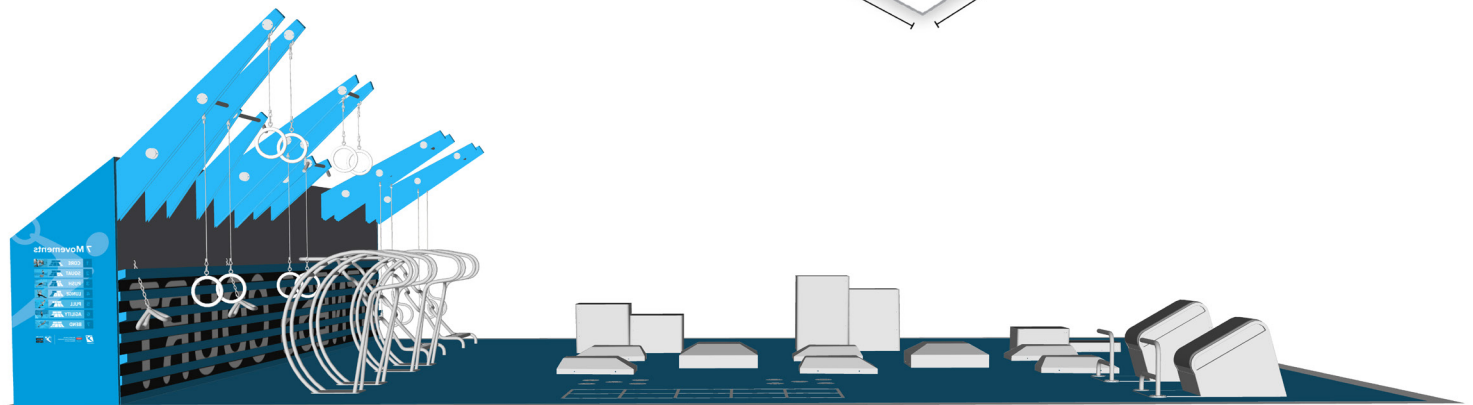
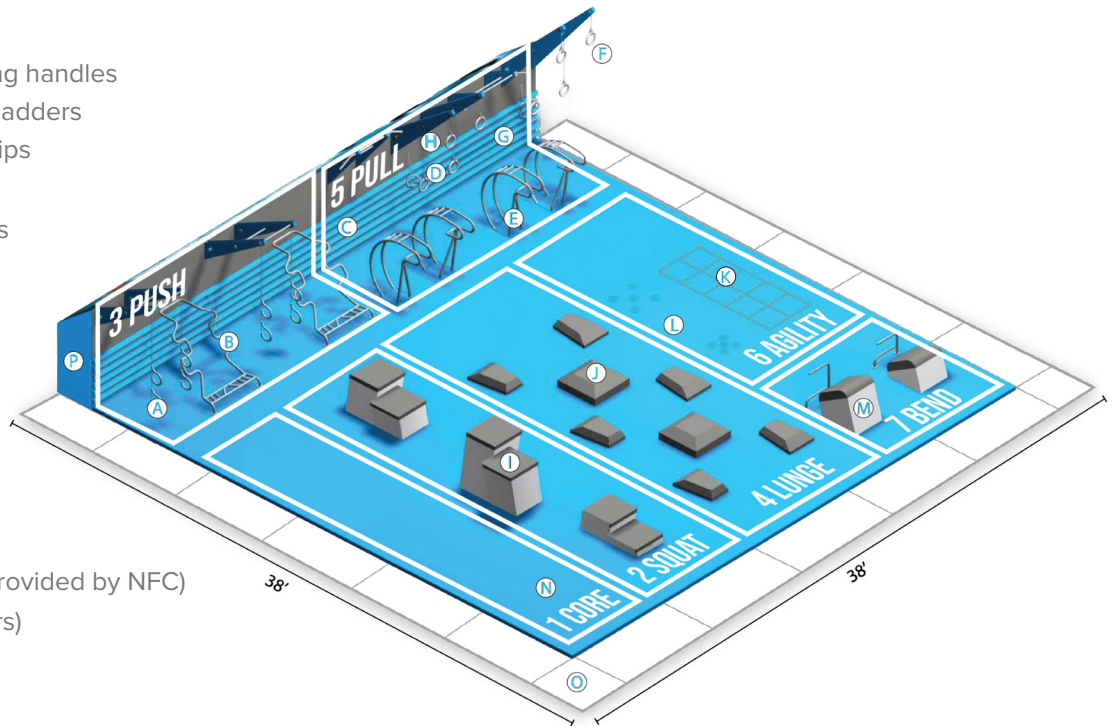


# FITNESS COURT®



## Design Features

- Ⓐ 2 Sets destabilized pushing handles
- Ⓑ 2 Sets stabilized pushing ladders
- Ⓒ 7 Progressive foothold strips
- Ⓓ 2 Sets rowing handles
- Ⓔ 4 Full body rowing stations
- Ⓕ 2 Sets muscle-up ring
- Ⓖ 2 Sets bicep curl rings
- Ⓗ 2 Stabilized pull-up bars
- Ⓘ Plyometric / Squat boxes
- Ⓙ Lunge step course
- Ⓚ Agility ladders
- Ⓛ Agility dots
- Ⓜ 2 Bending stations
- Ⓝ Rubberized tile surface (provided by NFC)
- Ⓞ Concrete border (by others)
- Ⓟ Progressive training wall



Fitness Court® side profile

## Design Theory



The Fitness Court® is a comprehensive body circuit training facility. It encompasses over 130 different variation training methods for users of all ages and skill level. The court is 38'x38' and is roughly half the size of a standard tennis court.



7 Minutes 7 Movements

FILED  
OFFICE OF THE CITY CLERK  
OAKLAND

*Macmillan*  
City Attorney's Office

2019 NOV 21 PM 1:50

# OAKLAND CITY COUNCIL

RESOLUTION NO. \_\_\_\_\_ C.M.S.

**RESOLUTION 1) AWARDING A CONTRACT TO NATIONAL FITNESS CAMPAIGN LLC IN AN AMOUNT NOT TO EXCEED \$316,000 FOR THE PURCHASE OF THREE FITNESS COURTS AT A DISCOUNTED RATE; 2) ACCEPTING A DONATION FROM NATIONAL FITNESS CAMPAIGN LLC VALUED AT \$90,000 IN THE FORM OF THE DISCOUNTED FITNESS COURTS; 3) AWARDING A CONTRACT TO ENGINEERED INSTALLATION SOLUTIONS IN AN AMOUNT NOT TO EXCEED \$75,000 FOR INSTALLATION OF FITNESS COURTS; AND 4) WAIVING ADVERTISING AND BIDDING REQUIREMENTS FOR BOTH CONTRACTS**

**WHEREAS**, for over 40 years the National Fitness Campaign, LLC (NFC), a Social Enterprise Organization, has been dedicated to helping communities fund, build and activate the world's best outdoor gym and make world-class fitness free; and

**WHEREAS**, the NFC is committed to creating healthy communities across the country and envisions a world that is digitally connected through the common goal of life-long wellness; and

**WHEREAS**, the NFC offers discounts to aid with cost of installation, promotion and implementation of the outdoor Fitness Court; and

**WHEREAS**, the Oakland Parks, Recreation and Youth Development Department (OPRYD) believes the outdoor Fitness Court is an important mechanism to support the health of the community; and

**WHEREAS**, OPRYD will collaborate with NFC to implement the construction of outdoor Fitness Courts and make fitness free to the community; and

**WHEREAS**, Fitness Court is trademarked and owned by NFC and no other vendor, distributor or organization sells the National Fitness Campaign Ecosystem, a collection of resources and services that include the Fitness Court, an outdoor bodyweight circuit training system, the Digital Fitness Court App, Certified Ambassador Training Program, and a community activation promotions and marketing package; and

**WHEREAS**, the City Administrator recommends awarding a contract to National Fitness Campaign, LLC for the purchase of the three Fitness Courts at a discount of \$30,000 each, for a total discount valued at \$90,000; and

**WHEREAS**, the City Administrator recommends awarding a contract to Engineered Installation Solutions for the installation of the Fitness Courts; and

**WHEREAS**, the City Administrator has determined that the service contract is temporary and of a professional, scientific or technical nature, is in the public interest because of economy or better performance, and shall not result in the loss of employment or salary by any person having permanent status in the competitive service; and

**WHEREAS**, Oakland Municipal Code (OMC) section 2.04.050.A requires the City Administrator to conduct advertising and bidding and award to the lowest responsible responsive bidder for the purchase of products or goods, and OMC 2.04.050.1.5 allows the City Council to waive advertising and bidding requirements upon a finding by the Council that it is in the best interest of the City to do so; and

**WHEREAS**, City Administrator recommends waiving the advertising and bidding requirements for the contract with National Fitness Campaign, LLC because NFC is offering the Fitness Courts at a discounted rate and the discount is restricted to the purchase of NFC's Fitness Court and Ecosystem which provides resources and services designed to activate, encourage and support participation in outdoor fitness activities, and will assist OPRYD with community activation of the Fitness Courts and implementation of the Community Ambassador Program; and

**WHEREAS**, City Administrator recommends waiving the advertising and bidding requirements for the contract with Engineered Installation Solutions (EIS) for the installation of the Fitness Courts because as a trusted national partner of NFC, EIS is experienced with the construction specifications for the Fitness Court insuring proper installation to meet warranty requirements; and

**WHEREAS**, funds to complete the fitness court projects are available in the adopted FY 2019-2021 budget in the Measure HH/Sugar-Sweetened Beverage Tax Fund (1030); Office of the Director Organization (501110), Project to be determined; now, therefore, be it

**RESOLVED:** That the Council hereby accepts a donation from National Fitness Campaign, LLC valued at \$90,000 as the discount for three Fitness Courts; and be it

**FURTHER RESOLVED:** That pursuant to OMC 2.04.050.1.5 and for the reasons stated above and in the City Administrator's report accompanying this item, the City Council hereby finds and determines that it is in the best interest of the City to waive advertising and bidding requirements for the contracts to purchase and install the fitness courts, and so waives the requirements; and be it

**FURTHER RESOLVED:** That the City Council hereby awards a contract to National Fitness Campaign, LLC in the amount not to exceed three hundred sixteen thousand dollars (\$316,000) for the purchase of three fitness courts; and be it

**FURTHER RESOLVED:** That the City Council hereby awards a contract to Engineered Installation Solutions in an amount not to exceed seventy-five thousand dollars (\$75,000) for the installation of three fitness courts; and be it

**FURTHER RESOLVED:** That based on the information provided by the City Administrator, the City Council hereby finds that these contracts are temporary and of a professional, scientific or technical nature, are in the public interest because of economy or better performance, and shall not result in the loss of employment or salary by any person having permanent status in the competitive service; and be it

**FURTHER RESOLVED:** That all agreements authorized hereunder are subject to City Attorney approval for form and legality and shall be placed on file in the Office of the City Clerk.

IN COUNCIL, OAKLAND, CALIFORNIA,

PASSED BY THE FOLLOWING VOTE:

AYES - FORTUNATO BAS, GALLO, GIBSON MCELHANEY, KALB, REID, TAYLOR, THAO AND  
PRESIDENT KAPLAN

NOES -

ABSENT -

ABSTENTION -

ATTEST: \_\_\_\_\_

LATONDA SIMMONS  
City Clerk and Clerk of the Council of the  
City of Oakland, California