

The background features a dark teal color with a complex, abstract pattern of light teal, curved, overlapping lines that resemble a stylized tree or a series of concentric, flowing paths. The lines are more prominent on the right side of the image.

Oakland Parks, Recreation & Youth Development (OPRYD)

Oakland Parks, Recreation & Youth Development

Dana Riley
Interim Director



CITY OF
OAKLAND



Our Mission

With an emphasis on Oakland's youth, Oakland Parks, Recreation & Youth Development and its partners will provide best in class, relevant and **equitable** programs and services, while meeting the specific needs of people and communities in neighborhoods throughout the City of Oakland. We achieve this mission through intentional engagement and by removing barriers that prohibit equitable opportunities for all.



Assets

Operated by OPRYD:

- 149 Parks
- 122 Playgrounds
- 68 Ball Fields
- 42 Tennis Courts
- 32 Recreation Facilities
- 14 Rental Venues
- 13 Community Gardens
- 6 Pools
- 5 Dog Play Areas
(22 Dog Friendly Parks)
- 4 Skate Parks
- 3 Golf Courses



Assets

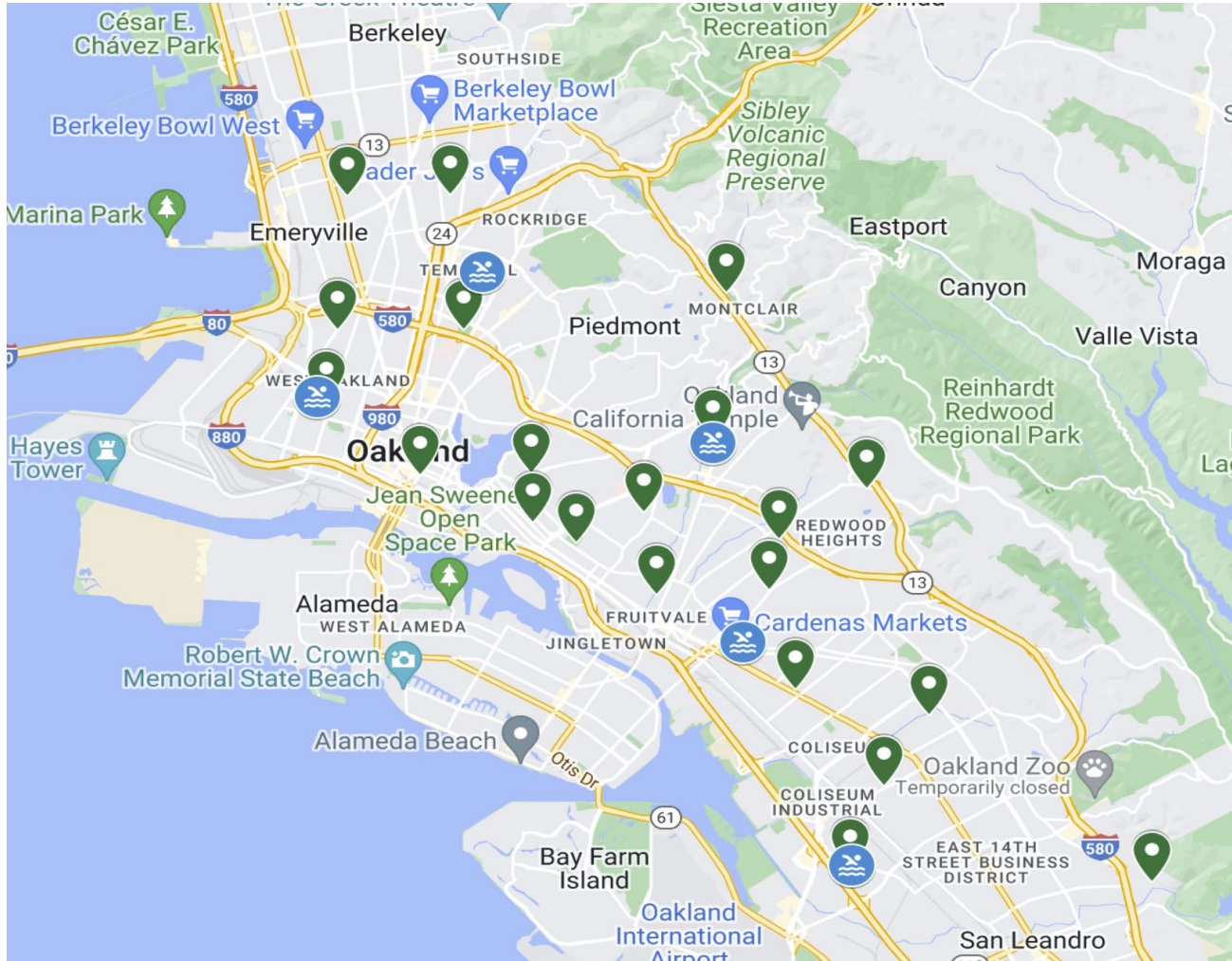
Operated by OPRYD:

37 Recreation Facilities:

- ✓ 24 Recreation Centers
- ✓ 5 Pools
- ✓ 2 Boating Centers
- ✓ Discover Science Center
- ✓ East Oakland Arts Center
- ✓ Studio One Art Center
- ✓ East Oakland Sports Center & Indoor Water Park
- ✓ Inclusion Center with 3 Extension Programs
- ✓ Malonga Casquelourd Center



Asset Map



Recreation Centers



Pools



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Core Services

Town Camp Summer Experience

Launched in 2018, Town Camp was conceived to address equity disparities within the City of Oakland and access to creative, innovative, and educational programs and camps throughout Oakland for youth ages 5-12 years. Participants attend 8 exciting weeks of camp from 8:30 am - 5:30 pm, led by expert staff and positive mentors.

Town Camp Summer Experience 2022 Highlights:

OPRYD programs continue to rebound as we recover from the pandemic, and we are pleased to report serving at nearly pre-COVID numbers.

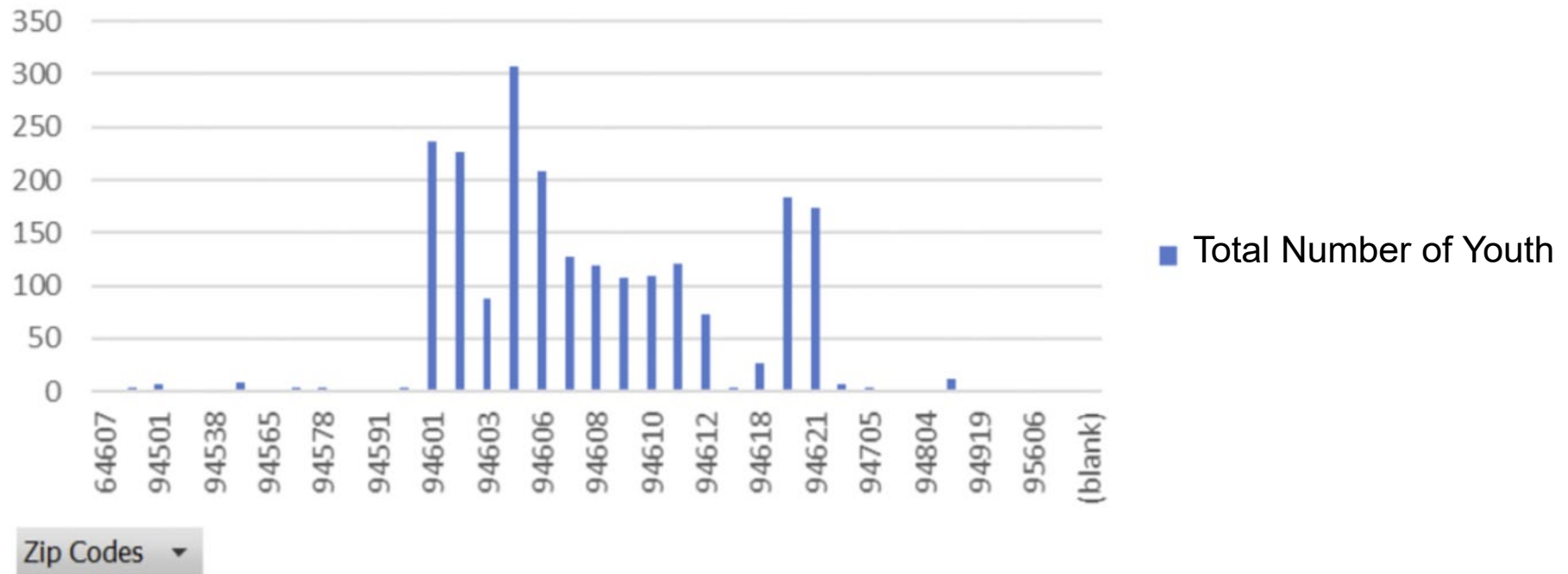
- Total number of participants served: 3,637
- Total number of unduplicated participants served: 1,992
- Total financial aid awarded: \$294,545



Core Services

Town Camp Summer Experience

2022 Highlights:



Bar Graph of Youth Served by Zip Code of Residence



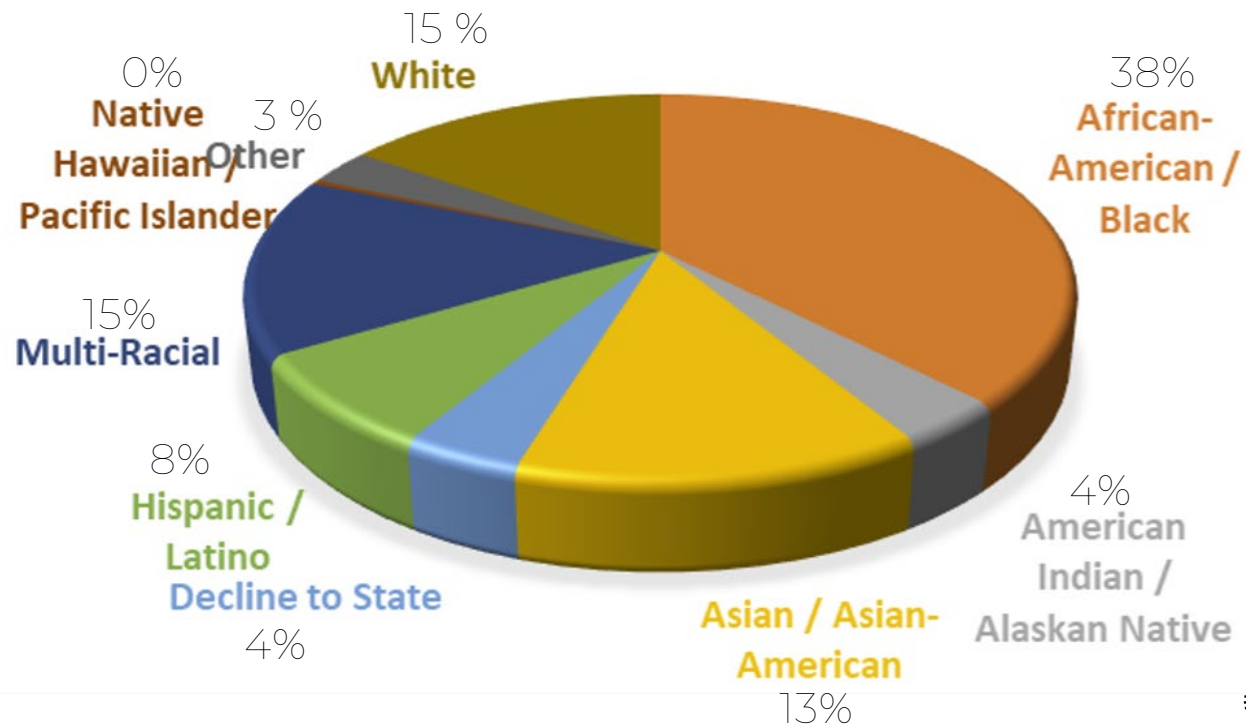
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Core Services

Town Camp Summer Experience

2022 Highlights:

TOTAL PARTICIPANTS BY ETHNICITY

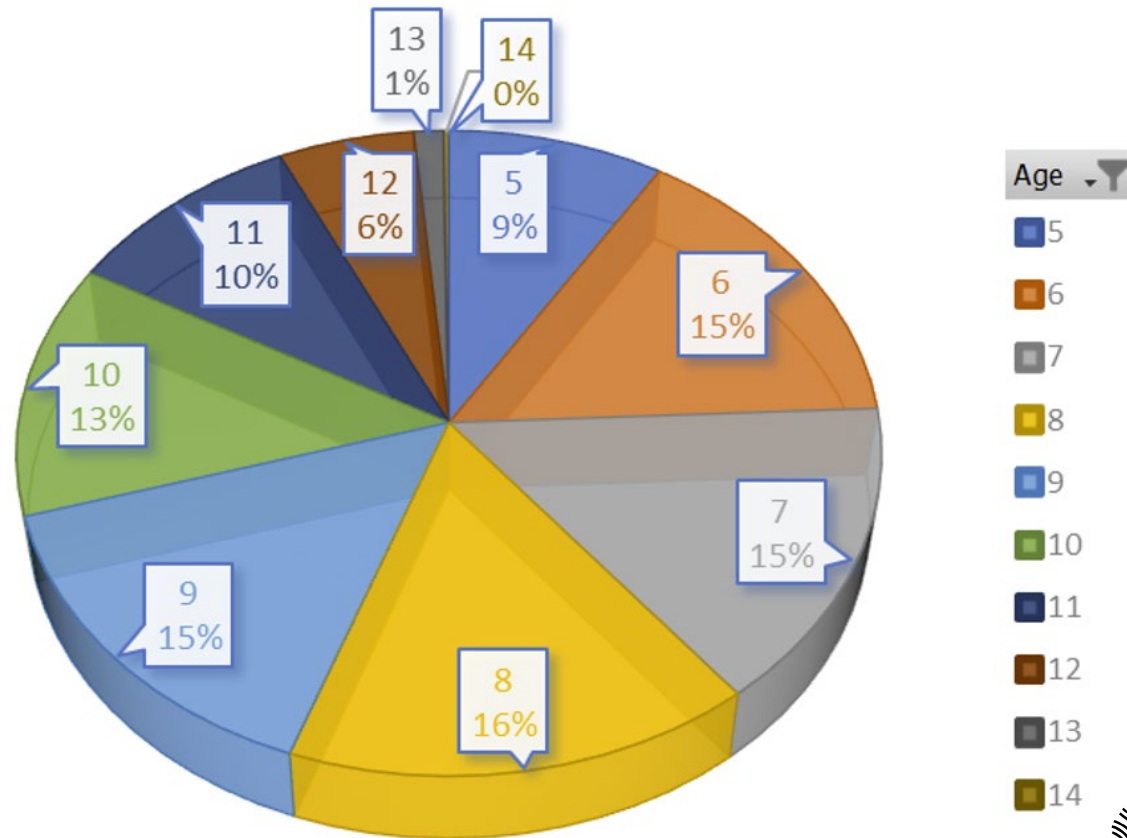


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Core Services

Town Camp Summer Experience

2022 Highlights:



Pie Chart of Youth Participants by Age



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Core Services

Access to Healthy Meals

Free breakfast and lunch are provided during summer programs increasing access to healthy foods for children citywide. In summer of 2022, OPRYD provided 67,275 meals to youth participants.

Meal service at recreation centers will open to the public in 2023.



Core Services

Specialty Programs and Camps

OPRYD delivers a variety of specialty programs and camps across the city.

- East Oakland Arts Center
- Studio One Art Center
- Boating & Sailing
- Rotary Nature Center
- Feather River Sleep-Away Camp
- Davie Stadium Junior Tennis
- Inclusion & Explorer Camps
- Teen Inclusion Camp
- Ace Kids Golf Junior Camp
- Town Camp Swim



Core Services

Town Camp After School Program (TAP)

TAP provides homework assistance and team building focused on encouraging healthy living and developing life skills.

- Introductory Sports & Fitness
- Social Emotional Skills
- Nutritious Meals & Hydration
- Cultural Education & Arts
- STEAM (Comcast Chromebook)



Core Services

Recreation Centers & Afterschool Programs

Recreation Centers:

- Allendale
3711 Suter Street
- Arroyo Viejo
7701 Krause Avenue
- Brookdale
2535 High Street
- Bushrod
560 – 59th Street
- Carmen Flores
1637 Fruitvale Avenue
- East Oakland
Arts Center
5818 International Blvd
- DeFremery
1651 Adeline Street
- Dimond
3860 Hanly Road
- East Oakland
Sports Center
9161 Edes Avenue
- FM Smith
1969 Park Blvd
- Franklin
1010 East 15th Street
- Charles Porter
Golden Gate
1075 – 62nd Street



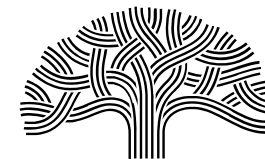
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Core Services

Recreation Centers & Afterschool Programs

Recreation Centers:

- Ira Jinkins
9175 Edes Ave
- Lincoln Square
250 – 10th Street
- Manzanita
2701 – 22nd Street
- Montclair
6300 Moraga Ave
- Mosswood
3612 Webster Street
- Rainbow
5800 International Blvd
- Redwood Heights
3883 Aliso Ave
- San Antonio
1701 East 19th Street
- Sheffield Village
247 Marlow Drive
- Studio One Art Center
365 – 45th Street
- Tassafaronga
975 – 85th Ave
- Willie Keys
3131 Union Street



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Parks and Recreation Advisory Commission (PRAC)

Meets second Wednesday of the month, 4:30-6:30.

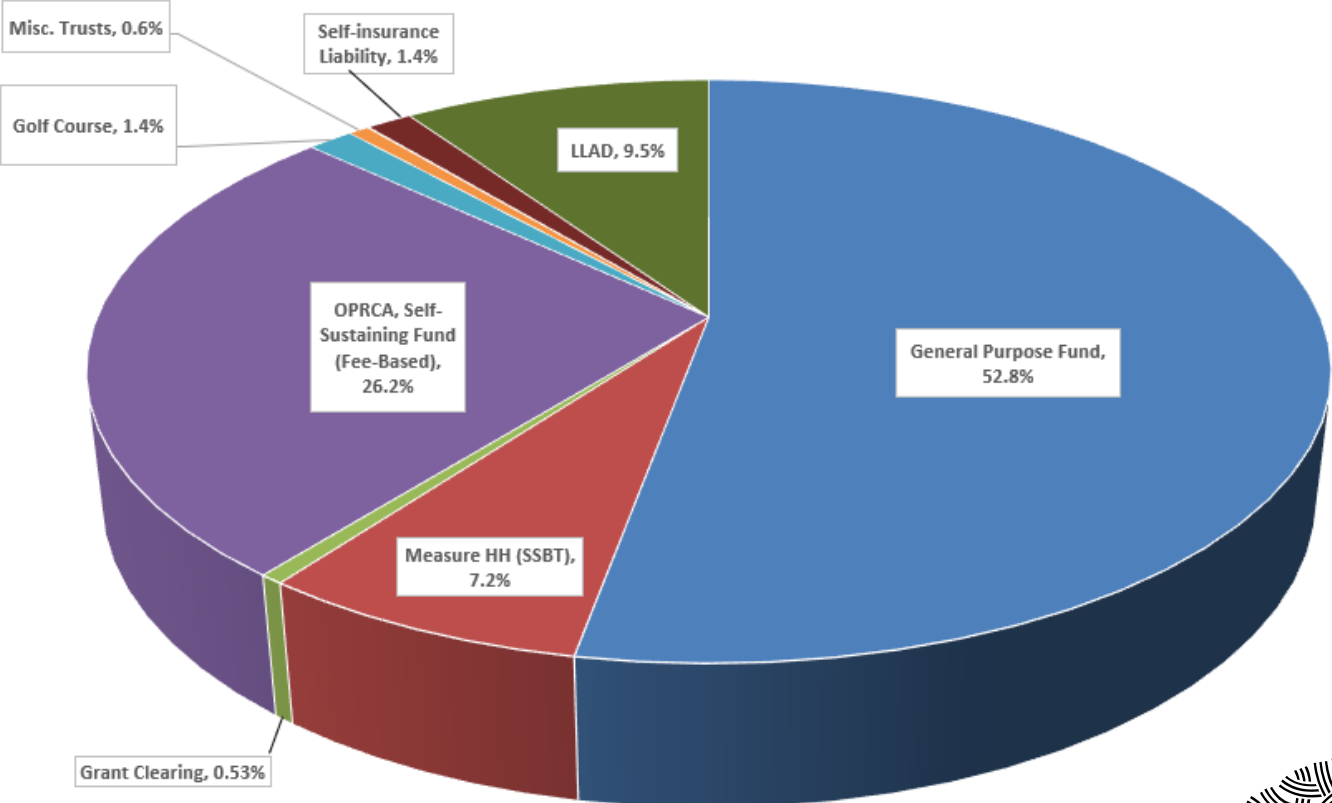
- Study, investigate and make reports and recommendations for the operations and development of the Parks and Recreation System
- Advise on matters affecting the useful and efficient operation of the OPRYD and Oakland Public Works so that facilities, functions and exhibits can be utilized to the fullest advantage of the residents
- Submit status report to City Council annually (March)
- Responsible for citizen oversight of Measure Q funds for parks, landscape maintenance, and recreational services and the funds to address water quality and litter reduction



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Budget

FY22/23 ADOPTED BUDGET \$41.56M



**CITY OF
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Budget

(All Funds by Category)

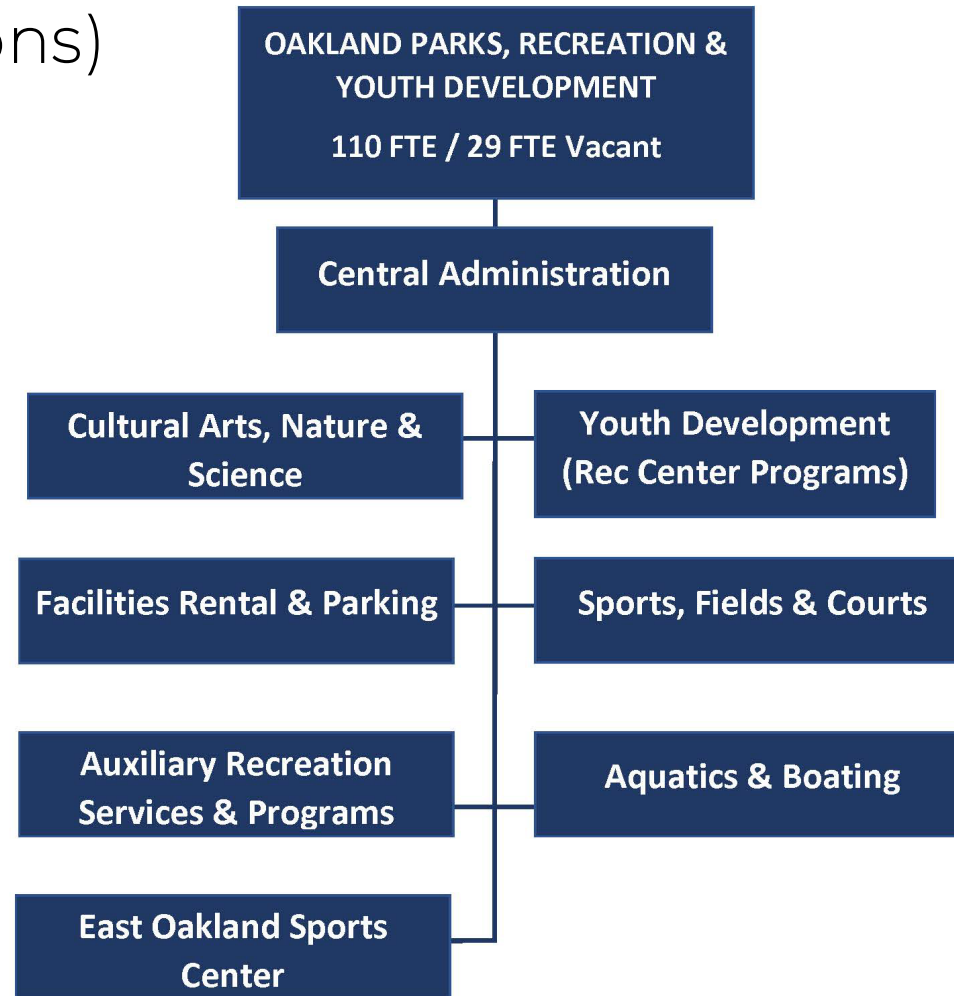
Category	Dollars \$	Percent %	FTE
Personnel Total	\$22,546,332	54.2%	232.04
Operations & Maintenance	1,988,062		
Pass-Thru Grants	1,000,000		
Transfers Out	4,627,480		
O&M Total	\$8,513,636	20.5%	
Internal Service Fund Total	\$10,502,437	25.3%	
Total: All Funds	\$41,562,405	100%	232.04



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Organization Chart

(Permanent Positions)



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OPRYD Successes

1. Summer Town Camp 2022 served:

- Total participants: 3,637;
- Total unduplicated participants: 1,992.

2. Summer Town Camp 2022 subsidy awarded: \$294,545 to youth participants.

3. Access to Healthy Meals

- OPRYD provided 67,275 meals to youth participants during summer 2022 programs;
- 2023 meal service at recreation centers opens to public;
- Continuing installation of hydration stations at our parks and recreation centers.



OPRYD Challenges

1. 26% departmental vacancy rate for permanent employees
 - 29 vacant out of 110 positions;
 - Includes key administrative positions managing contracts with third-party operators on city property; staff development & training; PIO; coordination of City Council agenda reports.
2. Equity-Based Strategic Master Plan for Parks, Facility and Recreational Services
 - Lack of funding to produce a professional and comprehensive, equity-based Strategic Master Plan which could guide the priority for programs and services, define a stewardship/maintenance plan, prepare City for grant applications, and guide development and preservation of our park and recreation assets.



Partnerships and Funders

Eat. Learn. Play. Foundation continues to be our presenting sponsor and the largest contributor to the subsidy fund. Additionally, the Oakland Parks and Recreation Foundation raises funds and supports a variety of programs offered by OPRYD. Program enhancement partners include:

- Oakland Lacrosse
- Oakland Genesis Soccer Club
- Lawrence Berkeley Lab
- Oakland Symphony
- Oakland Athletics
- Golden State Warriors
- Oakland Public Library
- Oakland Symphony
- Reading Partners
- Oakland Literacy Coalition



Thank you!

Thank you to our community of partners who committed to OPRYD's Mission to remove barriers to equitable access, providing funds, services, and equipment.

oaklandca.gov/parksandrec



The background features a dark teal color with a complex, abstract pattern of light teal, curved lines that resemble a stylized, interlocking geometric or organic structure, possibly a knot or a series of overlapping arches.

Resiliency and Community
Supports
(Life Enrichment Services)

Life Enrichment Services

*Service to the Community
in the Community*



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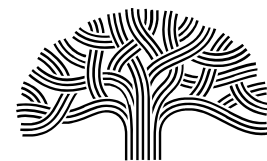
Life Enrichment Departments

Human Services Department (HSD)
Estelle Clemons, Interim Director

Oakland Animal Services (OAS)
Ann Dunn, Director

Oakland Parks, Recreation & Youth Development (OPRYD)
Dana Riley, Interim Director

Oakland Public Library (OPL)
Jamie Turbak, Director



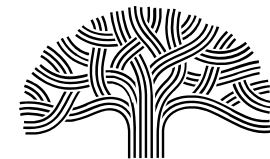
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Community Centers

- 25 Recreation Centers
- 18 Libraries
- 12 Head Start Centers
- 4 Senior Centers
- 1 Animal Shelter



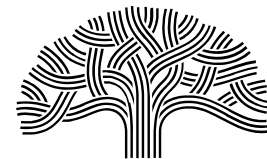
= Total of 60 Facilities across the City



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Community Centers

- ❖ Economies of Scale - shared maintenance, flexible usage, funding opportunities
- ❖ Whole-family Services - joint-use community centers
- ❖ Multigenerational/Multicultural - community building, whole-life experiences
- ❖ Resiliency Hubs - emergency preparedness and response
- ❖ Maximizing Partnerships and Collaborations
- ❖ Capital investment from Measure KK and Measure U



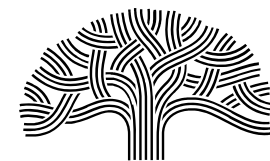
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Human Services Department

Senior Companion/ Foster Grandparent Program enlists community volunteers to support seniors and encourages seniors to mentor young children, with both populations working towards independence and success.

Head Start serves 674 children 0-5 years of age and expectant parents

Community Homelessness Services manages Community Cabin Sites

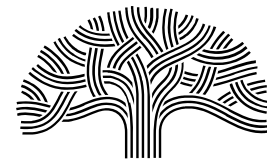


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Oakland Animal Services

OAS Veterinary outreach clinics provided free exams for over 1,000 pets, as well as vaccinations, microchips, pet tags, and pet food and supplies.

Focusing primarily on pet guardians who are experiencing homelessness, this program is a partnership with HSD and takes place at a variety of locations across the city, including at the Community Cabin and Safe RV sites.

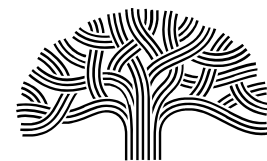


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Oakland Parks, Recreation, and Youth Development

OPRYD features 23 recreation centers offering youth garden plots incorporating produce grown into healthy eating and cooking programs. The department manages 16 community gardens, 6 in collaboration with the Oakland Unified School District and nonprofits, where people of all ages and diverse backgrounds gather to grow organic vegetables, herbs, fruits, and flowers. Workshops and **free volunteer days** are offered as well as rental plots where participants pay a nominal annual fee for garden space.

Seeds are available at OPL's seed lending libraries.

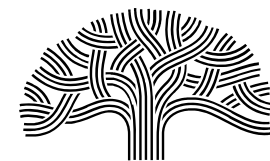


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Oakland Public Library

OPL offers bike fix-it clinics at 81st Avenue Library in East Oakland and lends bike tools for home repair.

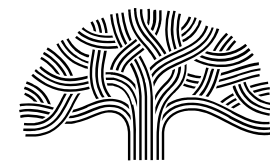
Bike library and pop-ups support community events all year round.



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Pandemic Response

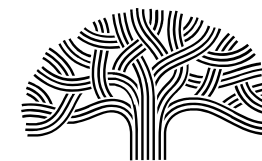
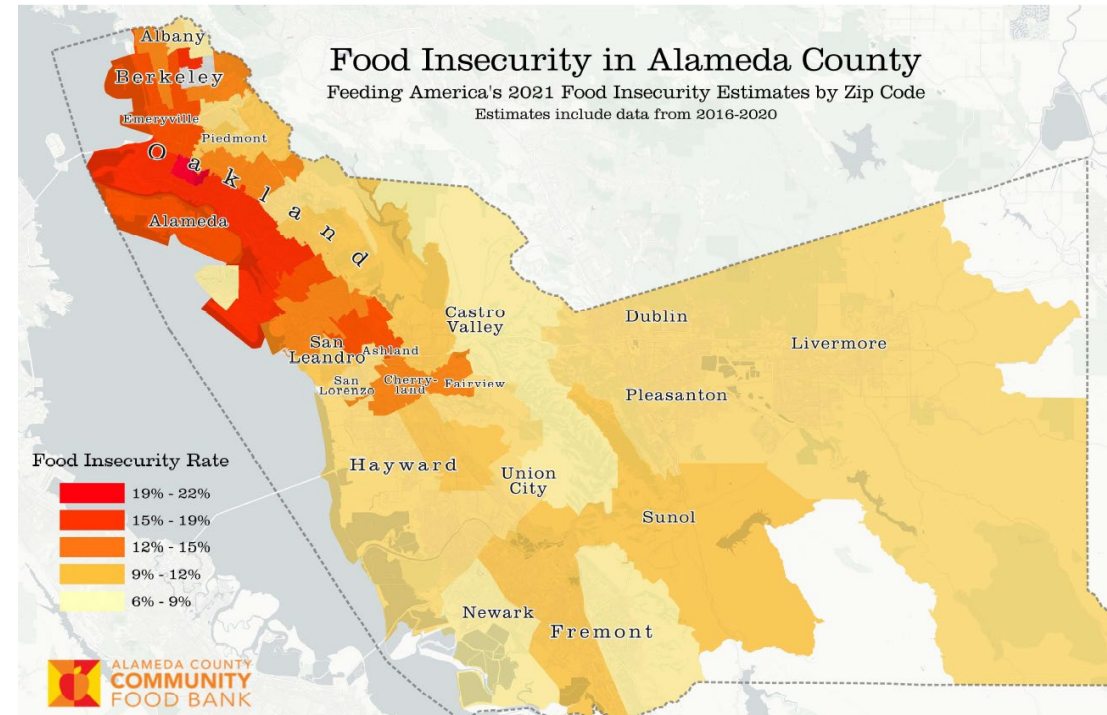
- In 2020 the City partnered with World Central Kitchen and local partners to distribute over **3.1 million meals** from Recreation Centers and Libraries in frontline communities
- Library, Parks, and Human Services staff became Disaster Service Workers
- During the 2020 Wildfires the City opened libraries as Respite Centers to provide a place for people to breath clean air
- As Oakland recovers, the City continues to build these community facilities as critical distribution points under the Resilience Hub model



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Pandemic Recovery

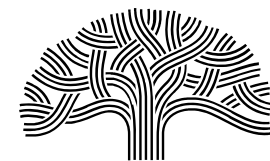
- 1 in 4 county residents face food insecurity and 1 in 10 face deep food insecurity meaning they frequently must skip meals altogether.
- The concentration is overwhelmingly in Oakland's Frontline Communities
- The City continues to build on the relationships formed during the pandemic to continue the work



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From Recovery to Resilience

- Partnership with Alameda County to build a Food Hub at Arroyo Viejo
- Expansion of the Summer Food Service Program at all Park and Library sites
- Development of Lincoln Rec Center to a full Resilience Hub
- Utilizing other Recreation and Senior Centers for food recovery and redistribution
- Acquired grants from BAAQMD for portable air filters for these sites to provide cleaner air during emergencies
- Use CIP dollars to upgrade facilities to being all-electric, with solar panels and back up batteries to operate during blackouts



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Thank You

Communications & Engagement

The background features a dark teal color with a complex, abstract pattern of light teal, curved lines on the right side. These lines are arranged in a way that suggests a network or a series of interconnected paths, with some lines curving upwards and others downwards, creating a sense of movement and connectivity.

Communications & Engagement

Nicole Neditch
Acting Director, Communications & Engagement
Office of the City Administrator



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OUR MISSION

All Oaklanders (residents, businesses, and City employees) have access to the information that they need to participate in City programs and services and the opportunity to shape the policies and programs that impact their everyday lives.



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Our Values

- **Equity:** Remove systemic barriers to accessing City Government and ensure everyone can participate
- **Simplicity:** Make information and services easy to find, understand and use
- **Trust:** Become a trusted source of information by providing accurate, timely, consistent, and reliable information



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Core Services

Housed in the City Administrator's Office, the Communications & Engagement Division manages the development and implementation of communications and engagement strategies related to:

- public information
- media relations
- digital service design
- web site management
- social media engagement
- creative design & brand management
- inclusive community engagement
- employee communications
- emergency/crisis communications



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Our Team

The Communications & Engagement team consists of five staff—a Director, a Digital Engagement Officer, a Public Information Officer, an Inclusive Community Engagement Officer, and an Oaklandca.gov Product Manager.



Nicole Neditch

Acting Director



Tina Risker

Digital Engagement Officer



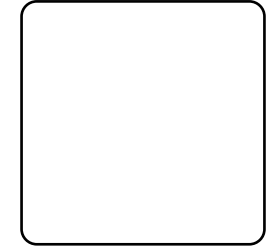
Jean Walsh

Public Information Officer



Carina V. Lieu

Community Engagement
Officer



Vacant

Oaklandca.gov Product
Manager

Citywide Collaboration

We organize cross-functional, interdepartmental working groups to coordinate on communications and messaging, develop shared standards and tools, and support with training and development. “One City, One Voice.”

PIO Working Group	Inclusive Community Engagement Working Group	Digital Communicators
<p>14 Members</p> <p>Meets Daily</p> <p>Representing: OPD, OFD, OPW, HSD, CAO, DVP</p>	<p>Rotating Group of 20-50 people</p> <p>Meets Bi-Weekly</p> <p>Representing: DRE, PBD, CAO, OPL, OPRYD, HRD, OPW, OFD,</p>	<p>106 Members</p> <p>Teams Channel</p> <p>Representing all departments</p>

Tools & Resources

We administer cross-departmental tools and resources to support City Staff in their digital communications and engagement efforts.

- Website Content Management
- CRM/Contact Management
- Email and Text Communications
- Online Forms
- Social Media and Digital Engagement



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Policies & Standards

Our team upholds administrative instructions that guide the City's work related to Media Relations, Social Media and Inclusive Community Engagement.

Media Relations Policy AI 351	Social Media Policy AI 599	Inclusive Community Engagement AI 6802
Establishes protocols, procedures and guidelines for interacting with the news media.	Establishes protocols, procedures and guidelines for posting to social media on behalf of the City.	Establishes procedures, guidelines, and best practices to consider when selecting engagement strategies and

2023 PRIORITIES

- Hire and onboard Citywide Communications staff into vacant positions
- Work cross departmentally to refine key messaging around high-priority areas: Public Safety, Homelessness/Housing, Clean/Healthy/Sustainable Neighborhoods, Jobs/Economy and other high priority issues
- Clean up content and improve online service delivery across the City of Oakland's website
- Build staff skills and capacity for communications and inclusive community engagement Citywide
- Expand and promote city-wide adoption of the #OaklandLoveLife motto

oaklandca.gov



QUICK STATS

2,761,709

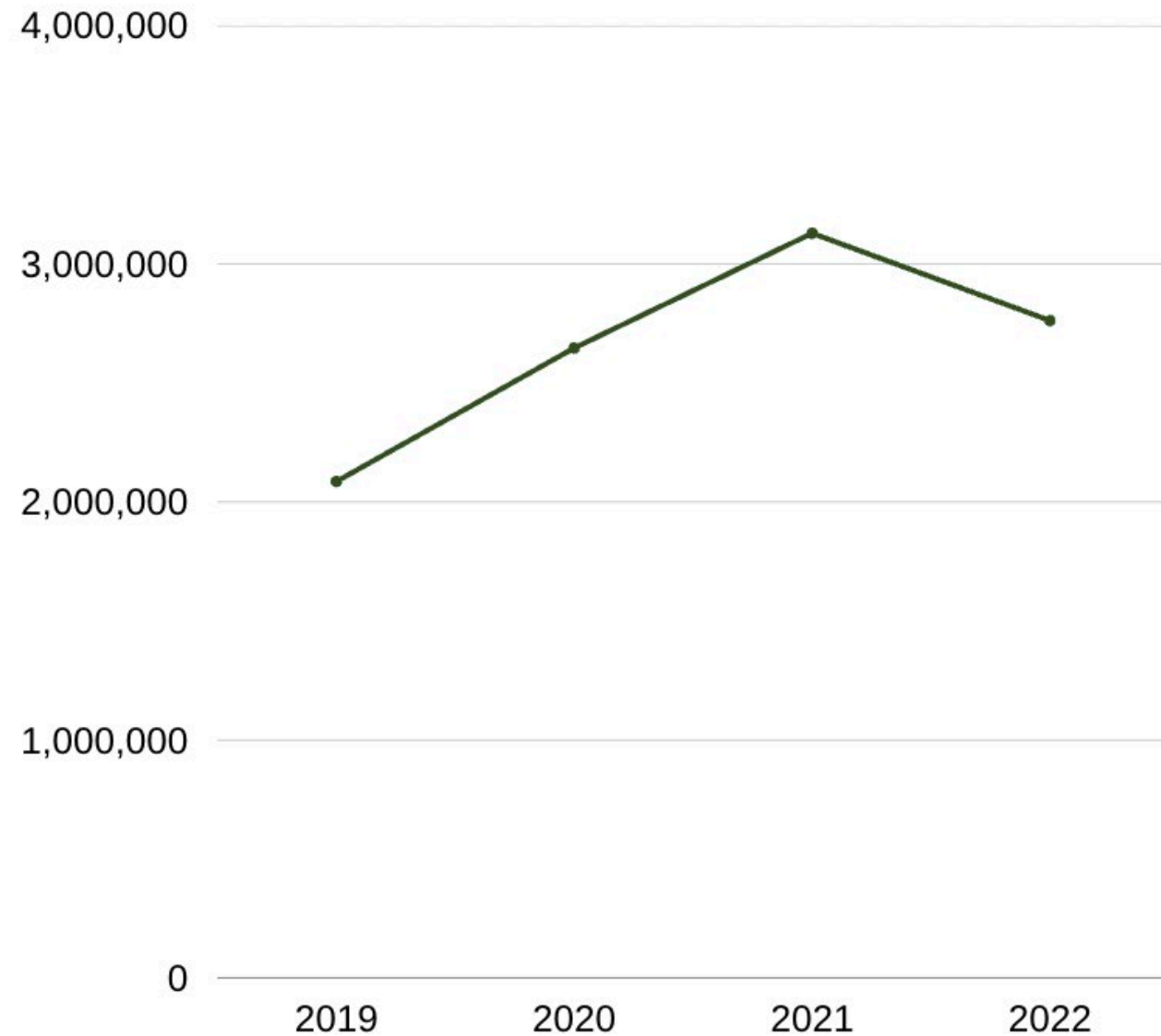
unique users in 2022

52%

mobile

33% Increase

From 2019 to 2021





OAKLANDCA.GOV PRODUCT VISION

All Oaklanders can interact with the City and find **reliable** & current information and services on the **first try**, regardless of device or language.

DISCOVERY INSIGHTS



100%

Participation
from City
Departments

30+

Interviews with
City Staff and service
Providers

80+

Participants
from across
the City

680+

Ideas generated
about how to
improve the website

- Information Architecture (IA) & Navigation
- User Experience Design
- Accessibility
- Expanding Online Services
- Staff Training & Support



ACCOMPLISHMENTS

- Improved search and navigation, with defined search taxonomy, content hierarchy, and global navigation
- Standardized/redesigned page templates and components
- Increased accessibility and partnerships for continued improvement



2023 PRIORITIES

-
- Work with Departments to conduct an audit of content across the website and update it
 - Improve back-end workflow and Content Management System
 - Redesign key landing pages across the website
 - Improve user experience for key government services including permitting, OAK311, and contracting

Inclusive Community Engagement

The background features a complex, abstract pattern of curved, overlapping lines in a lighter shade of blue, creating a sense of movement and interconnectedness. The lines vary in thickness and curvature, some forming more defined shapes while others are more fluid and organic.



OUR GOAL

To ensure that all Oaklanders have the
opportunity to shape the policies and
programs that impact their everyday
lives



INCLUSIVE COMMUNITY ENGAGEMENT WORKING GROUP

COMMUNITY OUTCOMES

- Community engagement efforts include representation from people that are often excluded from the decision-making process.
- The community sees how they can play a role and that their participation is meaningful.
- The community can see how public input is used in decision making to reach our intended outcomes and racial equity vision.
- The community feels like we are listening and responding to complex issues collaboratively across departments and breaking down silos.
- The community sees us as partners in breaking down barriers.



RACIAL DISPARITIES & COMMUNITY ENGAGEMENT

Oakland's history of structural racism has created barriers to engagement and participation among low-income, Black, Indigenous and other communities of color and multiply for women, LGBTQ and people living with disabilities who are part of these racial groups.

HOW STRUCTURAL RACISM PRODUCES "HARD TO REACH" COMMUNITIES

THE CONTEXT: THE DOMINANT CONSENSUS ON RACE

Institutional history of neglect and damage in BIPOC Communities

National Values

Contemporary Culture

CURRENT MANIFESTATIONS: SOCIAL AND INSTITUTIONAL DYNAMICS

Processes that maintain racial hierarchy

Racialized Public Policies and Institutional Practices

OUTCOME: RACIAL DISPARITIES = LOW PARTICIPATION & ENGAGEMENT

Racial inequalities in current levels of well-being

Limited capacity for participation for BIPOC communities

Capacity of individual and community involvement is undermined.

ONGOING RACIAL INEQUITIES

A photograph of a person with short grey hair, seen from the side, speaking into a microphone at a public meeting. They are seated at a wooden table with papers and another microphone. In the background, another person is seated at a similar table. The image is partially obscured by a dark blue overlay on the right side.

CURRENT COMMUNITY ENGAGEMENT STRUCTURES

Mandated policies such as the Americans with Disabilities Act, California Brown Act, and the City's Sunshine and Language Access Ordinances help us meet minimum engagement standards.

OAKLAND ENGAGEMENT ACTIVITIES ALONG THE IAP2 SPECTRUM

INFORM

Newsletters
Social media
PR
Flyers
Static websites

CONSULT

Surveys
Interactive website
Focus Groups
Interviews
Town hall meetings
Public hearings

INVOLVE

Boards & Commissions
Neighborhood Councils
Advisory Committees &
Taskforces

COLLABORATE

Partnerships
Paid partnerships &
grants
ECAP

EMPOWER

Participatory
budgeting
Police Commission
Public Ethics
Commission

IAP2 is the International Association for Public Participation



ACCOMPLISHMENTS

- Training series on Inclusive Community Engagement, participation from hundreds of staff
- Community of practice with regular bi-weekly meetings to share best practices and support each other across departments
- Intranet site with shared resources
- Development of Citywide Administrative Instruction and a position to support the work



2023 PRIORITIES

- Onboard the Inclusive Community Engagement Officer into the City Administrator's Office
- Role out Inclusive Community Engagement AI and training
- Develop more trainings on inclusive community engagement practices
- Update and build out guidebooks and self-service resources to support staff in their inclusive community engagement work

#OaklandLoveLife





LOVE LIFE: OAKLAND'S OFFICIAL MOTTO

- Adopted in 2016 in memory of 16-year-old Lo'Eshe Lacy
- The Love Life motto is a mantra against violence and an affirmation of the value of life



LOVE LIFE OUTREACH GOALS

- Activate the Love Life motto
- Connect it to core strategies that the City is already working on
- Expand the community's awareness of and engagement with "Love Life"
- Have it embraced and championed by community partners



ACCOMPLISHMENTS

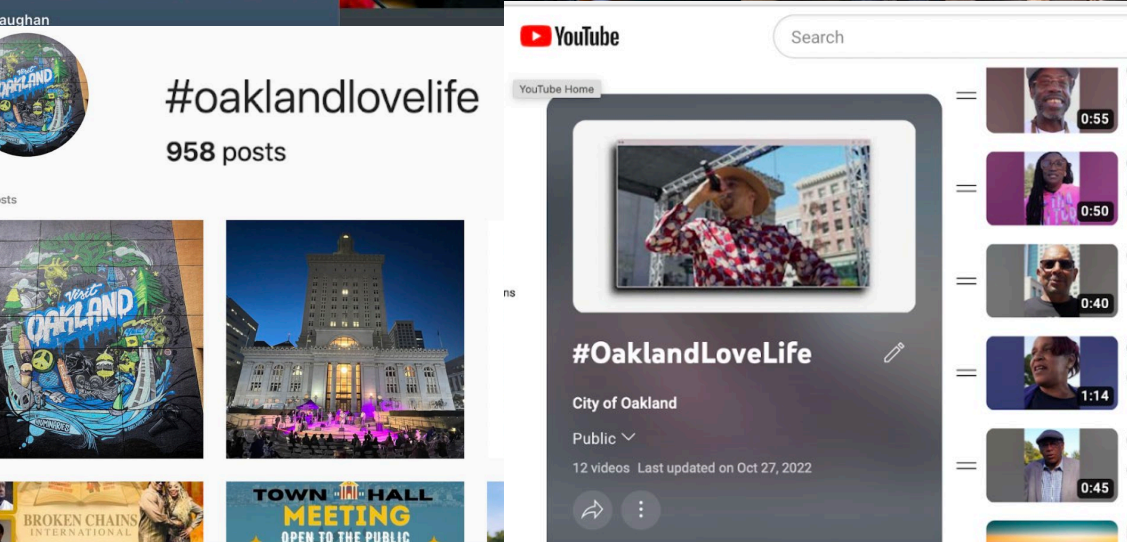
- Brought on Cultural Strategist, Kev Choice
- Introduced Love Acknowledgement into City meetings and events to set intention for grounding our work in love
- Social media, billboard campaign and video series to liftup community understanding and expectation of motto
- Love Life events in Frank Ogawa Plaza and throughout Oakland with entertainment, resources, free food, backdrop and posters



OAKLAND, CALIFORNIA

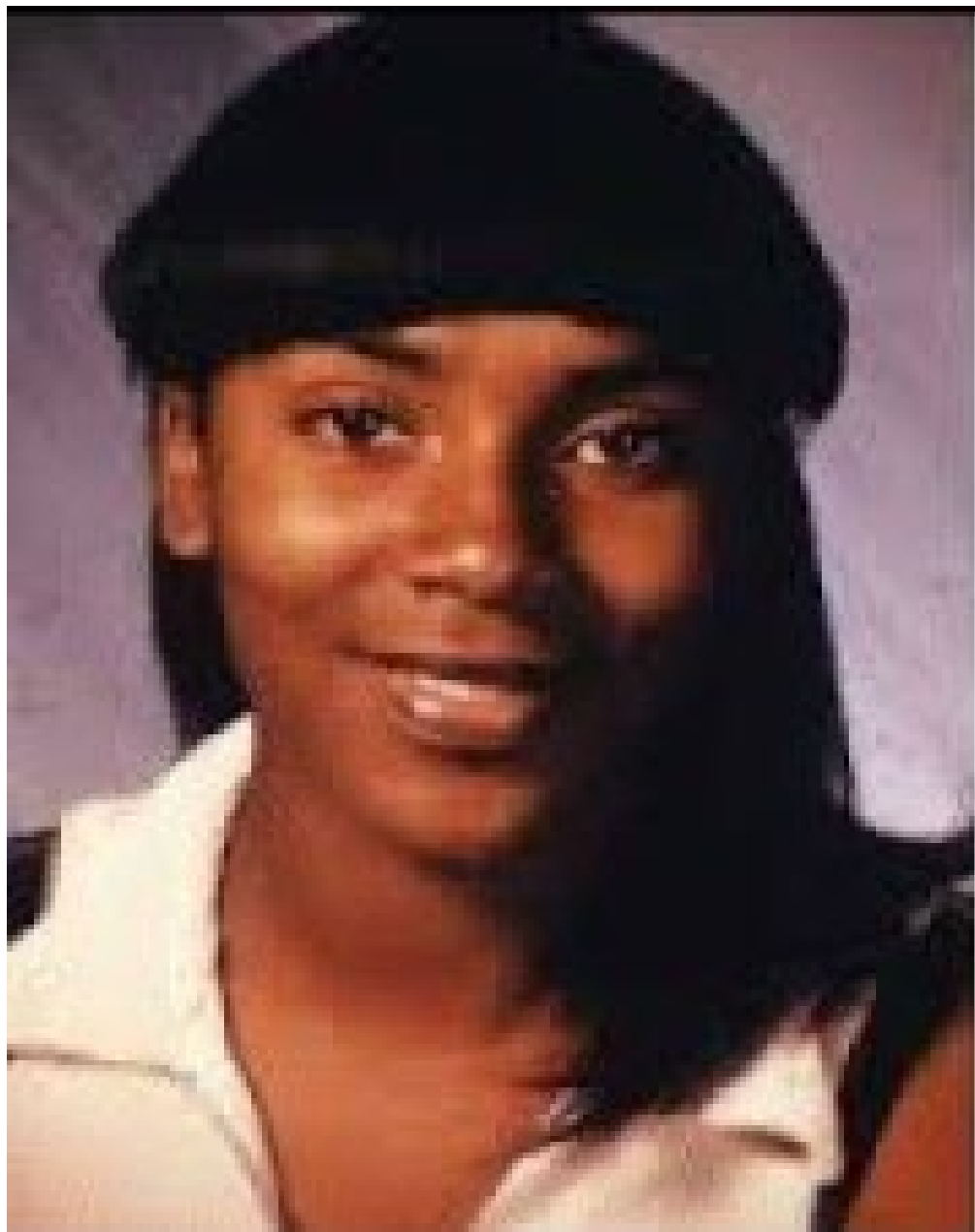
@OAKLAND

#OAKLANDLOVELIFE



2023 PRIORITIES

- Continue to activate the motto through events and digital media
- Develop a love ambassador program to further spread the Love Life motto into the community
- Create a community toolkit to encourage partners to incorporate the love acknowledgment and motto into their work
- Expand opportunities to ensure that the motto is grounded/takes root in the community



"To Love Life"

LOESHA
LACY

CONTACT US

OAKLANDPIO@OAKLANDCA.GOV

Find us online at:

OAKLANDCA.GOV

@OAKLAND