

2009 NOV 12 PM 6:05

**CITY OF OAKLAND PROPOSED PROJECTS FOR
COMMUNITIES PUTTING PREVENTION TO WORK**

DESCRIPTION OF PROPOSED PROJECTS/PROGRAMS	ESTIMATED COSTS (2 yrs)
OBESITY PREVENTION, PHYSICAL ACTIVITY & NUTRITION	
Expansion and/or Support for Parks and Rec Programs and Projects	
Capital Improvement Program for Sobrante Park: Par Course, Tot Lot and Teen Center expansion.	\$1,000,000
<p>Facility improvements at OPR sites to provide ADA access, improved landscape/hardscape and overall improved aesthetic value.</p> <p>Through the existing 8 community gardens, OPR will expand it's urban farming, and park stewardship activities serving an inter-generational population. Programs to include youth service learning projects targeting blight removal activities, and roving youth farmers markets to provide entrepreneurial experience, community engagement, and youth empowerment.</p>	\$870,000 (facility improvements) \$550,000 (program start-up expenditures, staffing, day-to-day operation & maintenance)
<p>OPR's <i>Sandboxes to Community Empowerment Program</i> will provide a design for physical activity programs at key OPR sites for obesity prevention and intervention. Establishing a healthy exercise routine from an early age through adulthood will provide sustainable foundations for healthy matriculation; and demonstrates the value of play.</p>	\$344,000 for 3 new sites (staffing, O&M)
Healthy Foods Access at Central City Centers	
<p>Head Start Central Kitchen Healthy Foods Initiative – institute a buy fresh/buy local program for Head Start program school lunches – act as central laboratory for coordination with purchasing for other DHS facilities (shelters, senior centers, summer lunch program, transitional housing) to develop best practices, procurement guidelines, dietary and menu planning; coordinate with Healthy Eating campaign at community meal sites.</p>	\$500,000
<p>Food Pantry Capital Improvements – minor rehabilitation of community food pantries to enhance food safety equipment and practices, including storage racks, refrigeration equipment, clean rooms, electrical upgrades, etc.</p>	\$500,000
<p>Community Gardens and food distributions at senior centers and community sites – establish community gardens at senior centers and community sites to grow produce where seniors and children can form intergenerational participation in gardening as a physical activity; distribute produce to community through weekly food box program; supplement grown produce with purchased foods through current DHS brown bag program procurement and delivery infrastructure.</p>	\$650,000
<p>Emergency Food Program Healthy Foods Enhancement – provide matching funds to the City's contribution to hunger relief brown bag distribution program, allowing purchase and distribution of healthy foods and produce; program is currently run in coordination with Alameda County Community Food Bank and Growers Collaborative.</p>	\$200,000

Summer Lunch Program Healthy Foods Enhancement – Provide subsidy to current meal reimbursement rate allowing procurement of fresh, local foods and enhancement of summer lunches to children. Enhancement of \$1 per meal to the 100,000 meals currently served.	\$200,000
Funding Support for Community-Based Food Access, Health Education, & Physical Activity Programs:	
<p>Provide funds for the City to support the expansion of existing community-based programs in targeted communities including programs with the following components:</p> <ul style="list-style-type: none"> ▪ Provide childhood obesity education and services to youth and their families through community-based programs. ▪ Engage and train parents, youth and families to become stronger advocates for healthy lifestyle changes in nutrition and physical activity. ▪ Outreach to after-school programs, parents, and youth to develop and implement nutrition standards. ▪ Expand community and family-operated urban farms to supply organic fresh produce to families, neighborhood stores, and schools. ▪ Provide job training for youth in targeted communities in connection with community-based programs. <p>Examples of these types of efforts include community based programs at East Bay Asian Youth Center, YMCA of the East Bay, and Mandela Marketplace.</p>	\$600,000
Provide funds for the City to support the expansion of existing community-based physical fitness/activity and sports programs including (i) sports, aquatics and exercise programs and (ii) increasing availability of team sports in community and school settings by providing training, supervision, and capital equipment. Examples of these types of efforts include the aquatic & recreation programs at the YMCA; recreation programs at Boys & Girls Clubs; and Playworks (Sports4Kids) which provides training for coaches.	\$500,000
Purchase of vacant lots in East and West Oakland that serve blight and transform them into urban gardens and farms providing access to healthy and affordable foods throughout the community. Identify specific neighborhoods (e.g. Sobrante Park) with (i) capacity to maintain and operate sites and (ii) existing access to electricity, water and bathroom facilities. Maximize impact by focusing on raised beds/planter boxes where soil contamination is too costly to remediate.	\$1,000,000
Provide additional funding to West Oakland programs such as City Slickers and Village Bottoms, and support the development of such programs in East Oakland that provide services to eliminate blight and provide healthy alternatives to junk food by involving youth and adults in urban farming programs.	\$1,000,000
Develop a City operated grants program to provide funding to promote the creation of private residential parcel and community gardens. Mini-grants (not to exceed \$15,000 for community gardens or \$2,500 for residential parcels) to be available citywide to remediate environmental hazards and convert underutilized outdoor spaces into functioning urban gardens. Vegetables and fruit trees would be considered acceptable. Eligible applicants must commit to maintaining the garden for a minimum of 5 years.	\$750,000
Support local food processing and distribution start-up employing local residents and connecting to fresh food corner stores and institutions.	\$1,500,000

Increase access to healthy foods through participation in publicly-supported nutrition/food programs (food stamps, WIC) by expansion of Prosperity Hub/Sparkpoint Center, a cooperative project of the United Way and City of Oakland.	\$300,000
Land Use Projects and Policies to Promote Obesity Prevention	
<p>Safe Routes to Schools. <i>Project Description:</i> construct pedestrian facilities and calm traffic to improve the safety of pedestrian access to elementary and middle school sites in East Oakland, West Oakland and Fruitvale Districts of Oakland. By increasing safety, these actions encourage more students to walk to school, local bus stops and after school programs, with benefits to general health and physical fitness.</p> <p>Safe Routes to Schools Project locations:</p> <ul style="list-style-type: none"> ▪ Frick Middle School – Foothill from 61st to 69th Avenues; Includes "road diet" (conversion of four lanes to three), pedestrian refuges, and new traffic signal. ▪ Roosevelt Middle School - E. 19th Street and 20th Avenue; Pedestrian Bulbouts. ▪ Martin Luther King Jr. Elementary School and West Oakland Middle School – Market and 12th Streets; New sidewalk and curb ramps. ▪ Greenleaf Elementary School and Whittier Elementary School – East 17th Street at 62 Ave; new curb ramps and sidewalks. ▪ Coliseum College Preparatory Academy, International Blvd at 66th Avenue; Pedestrian bulbouts and Curb Ramps. 	<p>\$1,075,000 Total</p> <p>Subtotals:</p> <p>\$500,000</p> <p>\$250,000</p> <p>\$150,000</p> <p>\$50,000</p> <p>\$125,000</p>
Collection of health-related data to inform re-prioritizing Oakland's Bike/Pedestrian Master Plan projects, building all prioritized projects over two year period, implementation of community planning process to inform project designs and create a neighborhood plan for attracting new (and supporting existing) neighborhood-serving businesses in the area.	\$500,00
Develop citywide data collection around health indicators, including food access; train young people to do assessments and mapping.	\$100,000
Research and develop policy strategies to reduce access to soda.	\$150,000
TOBACCO PREVENTION AND CONTROL	
Utilizing strategic community based partnerships and the unique counterinfluence capacity of youth coaches and recreation providers, OPR will promote fitness and the prevention of youth tobacco use through socially responsible depictions, strategic planning/ media campaigns, peer train the trainer programs, and youth led events that discourage the use of tobacco products; while illustrating the impact that tobacco use has on athletes.	\$476,760 (staffing, program supplies, transportation)
The Oakland Police Department will carry out (1) 24 minor decoy operations (one per month), which consist of two minor decoys (15 or 16) years of age soliciting tobacco products at local tobacco retail locations and (2) 24 6404.5 LC checks of businesses for smoking violations in and around (within 25 feet) entrance.	\$225,200