

Agenda
*****Special Meeting*****
Of the Oakland Parks and Recreation Advisory Commission (PRAC)
Wednesday, January 12, 2022 4:30 PM

Zoom Webinar Information:

When: Jan 12, 2022 04:30 PM Pacific Time (US and Canada)

Topic: Parks and Recreation Advisory Commission Meeting - January 12, 2022

Please click the link below to join the webinar:

<https://us06web.zoom.us/j/85927379837>

Or One tap mobile :

US: +16699006833,,85927379837# or +14086380968,,85927379837#

Or Telephone:

Dial(for higher quality, dial a number based on your current location):

US: +1 669 900 6833 or +1 408 638 0968 or +1 346 248 7799 or +1 253 215 8782 or
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Webinar ID: 859 2737 9837

International numbers available: <https://us06web.zoom.us/j/85927379837>

How To Submit Public Comments:

1. To comment by Zoom video conference, click the “Raise Your Hand” button to request to speak when Open Forum comments are being taken or on an eligible agenda item after it has been presented. You will be permitted to speak during your turn, allowed to comment, and after the allotted time, re-muted. Instructions on how to “Raise Your Hand” is available at: <https://support.zoom.us/hc/en-us/articles/205566129> - Raise-Hand-In-Webinar.

2. To comment by phone, please call on one of the above listed phone numbers. You will be prompted to “Raise Your Hand” by pressing “*9” to speak when Open Forum is taken or after an eligible agenda item has been presented. You will be permitted to speak during your turn, allowed to comment, and after the allotted time, re-muted. Please unmute yourself by pressing *6.

3. To submit comments to the PRAC prior to the meeting, send an email to:

publiccomments2prac@oaklandca.gov by 10:00 a.m. the day of the meeting. List the following information on the “subject” line of your email:

Public Comments: PRAC meeting dd/mm/yy (date of the scheduled meeting)

>>>Replies will not be sent from this email address<<<

If you have questions, email publiccomments2prac@oaklandca.gov or phone Oakland Parks, Recreation and Youth Development @ 510-238-7275. Thank you.

Pursuant to California Government Code section 54953(e). Parks Recreation Advisory Commission Board Members/Commissioners, as well as staff, will participate via phone/video conference, and no physical teleconference locations are required.



PARKS AND RECREATION ADVISORY COMMISSION - PRAC
Wednesday, January 12, 2022 4:30 P.M.
Agenda

1. CALL TO ORDER:
2. ROLL CALL:
ALLEN, DUHE, HA, KOS-READ, MOORE, REILLY, D. SMITH, K. SMITH,
TORRES, TRAN AND WALTON
3. DISPOSITION OF MINUTES:
4. MODIFICATION OF THE AGENDA:
5. OPEN FORUM:
6. CONSENT NEW BUSINESS:
 - 6A. ADOPT A RESOLUTION DETERMINING THAT CONDUCTING IN-PERSON MEETINGS OF THE PARKS AND RECREATION ADVISORY COMMISSION AND ITS COMMITTEES WOULD PRESENT IMMINENT RISKS TO ATTENDEES' HEALTH, AND ELECTING TO CONTINUE CONDUCTING MEETINGS USING TELECONFERENCING IN ACCORDANCE WITH CALIFORNIA GOVERNMENT CODE SECTION 54953(e), A PROVISION OF AB-361
 - 6B. REQUEST APPROVAL TO ALLOW BAY VENTURES LLC. TO COLLECT FUNDS ONSITETHROUGH VENDOR SALES OF FOOD, BEVERAGES, MERCHANDISE AND ARTISAN SALES AT LAKE FEST TO BE HELD AT LAKE MERRITT (LAKE MERRITT SAILBOAT HOUSE & PARKING LOT) ON SATURDAY, JUNE 25, 2022, 11:00AM – 7:00PM.
 - 6C. REQUEST FROM CENTER FOR EARLY INTERVENTION ON DEAFNESS (CEID) FOR APPROVAL TO COLLECT ON-SITE REGISTRATION FEES AND THE SALES OF RAFFLE TICKETS AT THEIR ANNUAL WALK-A-THON TO BE HELD AT LAKESIDE PARK

(FAIRYLAND AREA) ON SATURDAY, APRIL 30, 2022 FROM 8:30AM – 2:00PM.

7. NEW BUSINESS:

7A. **REQUEST THE PARKS AND RECREATION ADVISORY COMMISSION TO ACCEPT AN INFORMATIONAL REPORT AND APPROVE A COMMUNITY UNITY MURAL PROJECT AT SAN ANTONIO PARK.**

7B. **REQUEST THE PARKS AND RECREATION ADVISORY COMMISSION RECEIVE FOR DISUCSSION AN INFORMATIONAL REPORT ON PARKS & EQUITY: THE PROMISE OF OAKLAND'S PARKS.**

7C. **REQUEST THE PARKS AND RECREATION ADVISORY COMMISSION TO RECEIVE THE INFORMATIONAL REPORT ON THE PROPOSED LONG TERM PLAN REGARDING LAKE MERRITT VENDING PILOT PROGRAM.**

8. PLANNING AND CONDITIONAL USE PERMITS:

9. MEASURE Q OVERSIGHT/AD HOC COMMITTEE UDATE

- Informational Report: OPW Monthly Hiring Matrix Update
- Discussion: PRAC Measure Q Ad Hoc Committee's Working Goals for 2022

10. UPDATE FROM DIRECTOR, COMMITTEES, RECREATION ADVISORY COUNCILS & ANNOUNCEMENTS:

11. CONTINUATION OF OPEN FORUM:

12. ADJOURNMENT:

Next Meeting:

Wednesday, February 9, 2022, 4:30PM

Via Zoom Teleconference

This meeting location is wheelchair accessible. To request disability-related accommodations or to request an ASL, Cantonese, Mandarin or Spanish interpreter, please email publiccomments2prac@oaklandca.gov or call Oakland Parks, Recreation and Youth Development at (510) 238-7275 or TDD/TTY (510) 238-3254 at least five working days before the meeting. Please refrain from wearing scented products to this meeting as a courtesy to attendees with chemical sensitivities.

Esta reunión es accesible para sillas de ruedas. Si desea solicitar adaptaciones relacionadas con discapacidades, o para pedir un intérprete de en español, Cantonés, Mandarín o de lenguaje de señas (ASL) por favor envíe un correo electrónico a publiccomments2prac@oaklandca.gov o llame al (510) 238-7275 o (510) 238-3254 por lo menos cinco días hábiles antes de la reunión. Se le pide de favor que no use perfumes a esta reunión como cortesía para los que tienen sensibilidad a los productos químicos. Gracias.

會場有適合輪椅出入設施。需要殘障輔助設施, 手語, 西班牙語, 粵語或國語翻譯服務, 請在會議前五個工作天電郵 dboyd@oaklandnet.com 或致電 (510) 238-7532 或 (510) 238-3254 TDD/TTY。請避免塗搽香氛產品, 參加者可能對化學成分敏感。

OAKLAND PARKS AND RECREATION ADVISORY COMMISSION

RESOLUTION NO. 2021-03

ADOPT A RESOLUTION DETERMINING THAT CONDUCTING IN-PERSON MEETINGS OF THE PARKS AND RECREATION ADVISORY COMMISSION AND ITS COMMITTEES WOULD PRESENT IMMINENT RISKS TO ATTENDEES' HEALTH, AND ELECTING TO CONTINUE CONDUCTING MEETINGS USING TELECONFERENCING IN ACCORDANCE WITH CALIFORNIA GOVERNMENT CODE SECTION 54953(e), A PROVISION OF AB-361.

WHEREAS, on March 4, 2020, Governor Gavin Newsom declared a state of emergency related to COVID-19, pursuant to Government Code Section 8625, and such declaration has not been lifted or rescinded. *See* <https://www.gov.ca.gov/wp-content/uploads/2020/03/3.4.20-Coronavirus-SOE-Proclamation.pdf>; and

WHEREAS, on March 9, 2020, the City Administrator in their capacity as the Director of the Emergency Operations Center (EOC), issued a proclamation of local emergency due to the spread of COVID-19 in Oakland, and on March 12, 2020, the City Council passed Resolution No. 88075 C.M.S. ratifying the proclamation of local emergency pursuant to Oakland Municipal Code (O.M.C.) section 8.50.050(C); and

WHEREAS, City Council Resolution No. 88075 remains in full force and effect to date; and

WHEREAS, the Centers for Disease Control (CDC) recommends physical distancing of at least six (6) feet whenever possible, avoiding crowds, and avoiding spaces that do not offer fresh air from the outdoors, particularly for people who are not fully vaccinated or who are at higher risk of getting very sick from COVID-19. *See* <https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/prevention.html>; and

WHEREAS, the CDC recommends that people who live with unvaccinated people avoid activities that make physical distancing hard. *See* <https://www.cdc.gov/coronavirus/2019-ncov/your-health/about-covid-19/caring-for-children/families.html>; and

WHEREAS, the CDC recommends that older adults limit in-person interactions as much as possible, particularly when indoors. *See* <https://www.cdc.gov/aging/covid19/covid19-older-adults.html>; and

WHEREAS, the CDC, the California Department of Public Health, and the Alameda County Public Health Department all recommend that people experiencing COVID-19

symptoms stay home. See <https://www.cdc.gov/coronavirus/2019-ncov/if-you-are-sick/steps-when-sick.html>; and

WHEREAS, persons without symptoms may be able to spread the COVID-19 virus. See <https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/prevention.html>; and

WHEREAS, fully vaccinated persons who become infected with the COVID-19 Delta variant can spread the virus to others. See <https://www.cdc.gov/coronavirus/2019-ncov/vaccines/fully-vaccinated.html>; and

WHEREAS, the City's public-meeting facilities are indoor facilities that do not ensure circulation of fresh / outdoor air, particularly during periods of cold and/or rainy weather, and were not designed to ensure that attendees can remain six (6) feet apart; and

WHEREAS, holding in-person meetings would encourage community members to come to City facilities to participate in local government, and some of them would be at high risk of getting very sick from COVID-19 and/or would live with someone who is at high risk; and

WHEREAS, in-person meetings would tempt community members who are experiencing COVID-19 symptoms to leave their homes in order to come to City facilities and participate in local government; and

WHEREAS, attendees would use ride-share services and/or public transit to travel to in-person meetings, thereby putting them in close and prolonged contact with additional people outside of their households; and

WHEREAS, on October 13, 2021, year the Parks and Recreation Advisory Commission adopted a resolution determining that conducting in-person meetings would present imminent risks to attendees' health, and electing to continue conducting meetings using teleconferencing in accordance with California Government Code Section 54953(e), a provision of AB-361; now therefore be it:

RESOLVED: that the Parks and Recreation Advisory Commission finds and determines that the foregoing recitals are true and correct and hereby adopts and incorporates them into this resolution; and be it

FURTHER RESOLVED: that, based on these determinations and consistent with federal, state and local health guidance, the Parks and Recreation Advisory Commission renews its determination that conducting in-person meetings would pose imminent risks to the health of attendees; and be it

FURTHER RESOLVED: that the Parks and Recreation Advisory Commission firmly believes that the community's health and safety and the community's right to participate in local government, are both critically important, and is committed to balancing the two by continuing to use teleconferencing to conduct public meetings, in accordance with California Government Code Section 54953(e), a provision of AB-361; and be it

FURTHER RESOLVED: that the Parks and Recreation Advisory Commission will renew these (or similar) findings at least every thirty (30) days in accordance with California Government Code section 54953(e) until the state of emergency related to COVID-19 has been lifted, or the Parks and Recreation Advisory Commission finds that in-person meetings no longer pose imminent risks to the health of attendees, whichever occurs first.



**Minutes: *Special Meeting of the Oakland Parks and Recreation Advisory
Commission (PRAC)
Wednesday, December 8, 2021, 4:30 P.M.
Zoom Teleconference**

Meeting Recording Link: <https://oakland.granicus.com/player/clip/4613?&redirect=true>

1. CALL TO ORDER: 4:35 PM
2. ROLL CALL:
ALLEN, DUHE, HA, KOS-READ, MOORE, REILLY, D. SMITH, K. SMITH, TORRES, TRAN, WALTON
Present (7): Commissioners Allen, Ha, Kos-Read, Moore, Reilly, K. Smith, Tran
Excused (1): Commissioners Duhe
Absent (3): Commissioner D. Smith, Torres, Walton
3. DISPOSITON OF MINUTES:
November 10, 2021
Motion: Chair Allen entertained a motion to approve the November meeting minutes. **Moved by:** Commissioner Kos-Read. **Second by:** Commissioner K. Smith. **Vote:** Yes (5): Allen, Ha, Kos-Read, Reilly, K. Smith, and Tran. Abstained (1): Moore. **Motion:** Pass.
4. OPEN FORUM: There was 1 speaker.
5. MODIFICATIONS TO THE AGENDA:
NONE
6. CONSENT NEW BUSINESS:
 - A. **ADOPT A RESOLUTION DETERMINING THAT CONDUCTING IN-PERSON MEETINGS OF THE PARKS AND RECREATION ADVISORY COMMISSION AND ITS COMMITTEES WOULD PRESENT IMMINENT RISKS TO ATTENDEES' HEALTH, AND ELECTING TO CONTINUE CONDUCTING MEETINGS USING TELECONFERENCING IN ACCORDANCE WITH CALIFORNIA GOVERNMENT CODE SECTION 54953(e), A PROVISION OF AB-361.**

There were no speakers.

Motion: Chair Allen entertained a motion to approve Item 6, Consent New Business. **Moved by:** Commissioner Reilly. **Second by:** Commissioner Ha. **Vote:**

Yes (7) Allen, Ha, Kos-Read, Moore, Reilly, K. Smith, Tran. **Motion:** Pass.

7. NEW BUSINESS:

None.

8. PLANNING AND CONDITIONAL USE PERMITS:

None.

9. MEASURE Q: OVERSIGHT/UPDATES/REPORTS:

- **Advancing Race Equity**
Director Darlene Flynn of the Race and Equity Department made a presentation on race and equity. Director Flynn put together a slide deck and pulled information and images from trainings that her department does for City staff, providing the same format and materials but not as much of it in a high-level overview on race and equity work. The presentation will be on the Public Works Department's website.

There were 3 public speakers.

Commissioner Ha left the meeting at 5:35pm.

- **Measure Hiring Tracker**
Acting Oakland Public Works Assistant Director Sean Maher and Lesley Liew provided the Commission an update to status of hiring for Measure Q vacancies. Staff highlighted positions filled, posted, and those in process of being posted as well as related status of interviews and selection process.

Motion: Commissioner entertained a motion to accept the Measure Q informational reports.

Moved by: Commissioner Tran. **Second by:** Commissioner Moore. **Vote:** Yes (6) Allen, Kos-Read, Moore, Reilly, K. Smith, Tran. **Motion:** Pass.

10. UPDATE FROM THE DIRECTOR, COMMITTEES, RECREATION ADVISORY COUNCILS, COMMUNICATIONS & ANNOUNCEMENTS:

Director's Report:

- California State Parks' Statewide Park Development and Community Revitalization Grant Program award of \$17 million to OPRYD:
 - 8.5 million dollar grant awarded to Lincoln Square for improvements to include a new Community Center, outdoor classroom, badminton court, 2 patio/garden areas, renovate three basketball courts and improve landscaping and lighting throughout the park.
 - 8.5 million dollars to Verdese Carter Park in partnership with PAL will receive a new community plaza with entry promenades, large group picnic and nature play areas, outdoor fitness area and walking loop, and a shade structure to expand programming space as well as renovated playground, community garden, and multi-use field.
- Formerly Oakland Park Ambassadors renamed Oakland Park Stewards – target to begin Spring 2022 in field. Search to hire 20 to 25 part-time Park Stewards and 1 Program Director.
- Grass athletic fields closed for maintenance through end of February 2022 for repair, aeration, and seed and repair.
- A couple of swimming pools are opened. Check website for opened pools.

Committees:

- Tree Advisory Committee: Reminder to PRAC that the Public Works Department put out a Request for Proposal (RFP) for community engagement for the Urban Forest Master Plan and they also released a forest resource analysis.
- Measure Q Committee: Extensive report provided earlier in Item 9 for Measure Q.
Chair Allen stated that Mosswood Park is considered one of our major parks under the OSCAR and therefore has significant involvement with the maintenance. Chair Allen received a call from Mosswood Center Director Terri Westbrook, about the good work Public Works is doing at Mosswood to help keep the park clean. Wanted to publicly thank Public Works Director Duffy and Brian Carthan for the responsiveness to needing immediate attention to Mosswood.
- Park Rules and Regulations Ad Hoc Committee: No update. Committee has not met.
- Lake Merritt Task Force: Chair Allen reported that the committee has not met. Reached out to Greg Minor who will set up a meeting. The funding for the Mobile Vending Pilot Program has run out. Greg Minor has been working with OPRYD Director Williams and other community stakeholders to put together a long-term plan. They will come to PRAC with an update in January. The Ad Hoc Committee will meet prior to the January PRAC meeting.

Recreation Advisory Councils (RAC):

Commissioner Tran:

- Franklin: Not an official RAC, but they meet monthly.
- Lincoln Square: There was an in-person community engagement meeting today, December 8 and a virtual meeting will be held on December 9 to talk receive input on the design of the new center.

Chair Allen:

- Attended Lincoln Square's meeting this morning, December 8. Target date for the build is 2023.
- Mosswood: Moss House clean up on Saturday, December 11. Saturday, December 18, the Mosswood Winter Fair will be held at the Mosswood Community Garden. Met with Center Director and the Bay Area Mural Project, new non-profit who will be painting a mural on the field house.
- Brookdale: Chair Allen relayed that Brookdale Recreation has a new Acting Center Director, Rebecca Bresso. There are several holiday activities taking place this month.

Communications and Announcements:

Chair Allen:

- Congratulations to Commissioner Kos-Read on the birth of his son.
- Condolence to Commissioner D. Smith on the loss of his grandmother.
- Congratulations to Diane Boyd on her retirement and welcome to Gail McMillon as Acting Recording Secretary.
- Wishing everyone a Happy Holiday, Merry Christmas, Happy Kwanza, Happy Hanukkah, and Happy New Year.

11. OPEN FORUM CONTINUED:

No Speakers.

12. ADJOURNMENT: 6:35 pm

Next Meeting:

Wednesday, January 12, 2022

Zoom Teleconference

Respectfully submitted,

/s/ J. Nicholas Williams
Secretary

/s/ Gail McMillon
Gail McMillon
Acting Recording Secretary



CITY OF OAKLAND
Oakland Parks, Recreation & Youth Development

TO: Princess Allen, Chair, Parks & Recreation Advisory Commission
FROM: Zermaine Thomas, Special Events Coordinator, Central Reservations
DATE: January 12, 2022
**SUBJECT: REQUEST APPROVAL TO ALLOW BAY VENTURES LLC.
TO COLLECT FUNDS ONSITE THROUGH VENDOR SALES
OF FOOD, BEVERAGES, MERCHANDISE AND ARTISAN SALES AT
LAKE FEST TO BE HELD AT LAKE MERRITT (LAKE MERRITT
SAILBOAT HOUSE & PARKING LOT) ON SATURDAY, JUNE 25, 2022,
11:00AM-7:00PM**

SUMMARY

Oakland Parks, Recreation & Youth Development received a request from Trevelon Adnanadus owner of Bay Ventures LLC. in collaboration with Daniel Swafford the Executive Director of Montclair Village Association and Laurel District Association. Trevelon and Daniel are both Oakland natives with over 10 years of experience in planning large FREE events in the City of Oakland they are requesting approval from the Parks and Recreation Advisory Commission to collect funds onsite through sales of food and beverages (alcoholic and non-alcoholic) and vendor sales of merchandise artisan wares at Lake Fest. Lake Fest is a FREE family-friendly event to be held at Lake Merritt (Lake Merritt Sailboat House and Lake Merritt Sailboat House Parking Lot). Approval from the Parks and Recreation Advisory Commission is required per O.M.C. section 12.64.080.

FISCAL IMPACT

Bay Ventures LLC is paying all rental fees associated with the event estimated at \$11,780.00.

PROJECT / PROGRAM DESCRIPTION

Lake Fest will showcase Oakland's diversity through music, food, art, and a kid's zone. Lake Fest will highlight the talents of both young entrepreneurs, trend setters and old school innovators. There will be a live stage featuring Oakland artist, food trucks and booths, beverages, merchandise and artisan vendors all representing the diverse culture of Oakland. Lake Fest Kid's Zone an activity area which will be a major attraction for families will include interactive games, learning experiences, arts & crafts, face painting, jumpers and boating opportunities that Oakland Parks, Recreation & Youth Development offers and loads of fun.

Bay Ventures LLC. is requesting to collect funds onsite for sales of food, beverages and vendor sales of merchandise and artisan wares with the approval from the Parks and Recreation Advisory Commission. The collection of fees are as follows:

- Food Sales: \$5 - \$25 (Food Trucks & Booths)
- Beverages: \$8 - \$15 (Alcoholic) / \$2 - \$5 (Non-Alcoholic)
- Vendor Sales: \$10 - \$30 (Clothing Merchandise, Wares, Art)

The estimated attendance is 2500.

BACKGROUND / LEGISLATIVE HISTORY

Trvelon Adnanadus an Oakland native, owner of Bay Ventures LLC and Tease Southern Kitchen formerly known as Oakland’s Very Own (OVO) Eatery and Tavern located in beautiful North Oakland, where the entrées served are tasty and tantalizing to the taste buds. Oakland Very Own Eatery and Tavern has been featured on the televised show “Check Please” where the restaurant received outstanding reviews from the show’s food critics. OVO has a strong presence in the Oakland community by participating in festival related events, catering and hosting events in the City of Oakland.

Daniel Swafford is an Oakland native and an involved community contributor. Professionally he works for three Oakland districts - Dimond, Laurel, and Montclair. He serves as Executive Director of two non-profits [Montclair Village Association and Laurel District Association] and is the Managing Director and Founder of Oaktobefest in the Dimond District which is the principal fundraiser for the Dimond District. Daniel has 10 years of experience coordinating some of the most anticipated large annual street festivals in Oakland including Oaktobefest, The Laurel Street Fair World Music Festival; Montclair Village Holiday Stroll. He works to ensure each unique event is festive, inclusive, valued by sponsors, vendors, volunteers, and is economically sustainable.

RECOMMENDATION

Staff recommends that the Parks and Recreation Advisory Commission approve the request from Bay Ventures LLC to collect funds onsite through sales of food and beverages (alcoholic and non-alcoholic), vendor sales of merchandise and artisan wares at Lake Fest to be held at Lake Merritt (Lake Merritt Sailboat House and Lake Merritt Sailboat House Parking Lot) on Saturday, June 25, 2022, 11:00am-7:00pm.

Respectfully submitted,

/s/ Zermaine Thomas

Prepared by:
Zermaine Thomas
Special Events Coordinator

/s/ Elena Bermeo

Approved by:
Elena Bermeo
Acting Facility Manager

Attachments: Exhibit A – Bay Ventures Proposal Letter



December 23, 2021

Parks and Recreation Advisory Commission
Oakland Parks, Recreation & Youth Development
250 Frank H. Ogawa Plaza, Suite 3330
Oakland, CA 94612

Dear Commissioners:

Bay Ventures LLC in collaboration with Daniel Swafford the Executive Director of Montclair Village Association and Laurel District Association, is submitting this request for approval from the Parks and Recreation Advisory Commission to collect funds onsite for the Lake Fest a FREE family-friendly festival to be held at Lake Merritt (Sailboat House & Lake Merritt Sailboat House Parking Lot) On Saturday, June 25, 2022.

Trevelon Adnanadus an Oakland native, owner of Bay Ventures LLC and Tease Southern Kitchen formally Oakland's Very Own (OVO) Eatery and Tavern located in the beautiful North Oakland, where the entrees served are tasty and tantalizing to the taste buds. Oakland's Very Own Eatery and tavern has been featured on the televised show "Check Please" where the restaurant received outstanding reviews from the show's food critics. OVO has a strong presence in the Oakland community by participating in festival related events, catering and hosting events in the City of Oakland.

Daniel Swafford is an Oakland native and an involved community contributor. Professionally he works for three Oakland districts – Dimond, Laurel, and Montclair. He serves as Executive Director of two non-profits [Montclair Village Association and Laurel District Association] and is Managing Director and Founder of Oaktobefest in the Dimond District which the principal fundraiser for the Dimond District. Daniel has over 10 years of experience coordinating some of the most anticipated large annual street festivals in Oakland including Oaktobefest, Laurel Street Fair World Music Festival and Montclair Village Holiday Stroll. He works to ensure each unique event is festive, inclusive, valued by sponsors, vendors, volunteers, and is economically sustainable.

Lake Fest will showcase Oakland's diversity through music, food, art and a kid's zone. Lake Fest will highlight the talents of both young entrepreneurs, trend setters and old school innovators. There will be a live stage featuring Oakland artist, food trucks and booths, beverages, merchandise and artisan vendors all representing the diverse culture of Oakland. Lake Fest Kid's Zone an active activity area will be a major attraction for families will include interactive games, learning experiences, arts & crafts, face painting, jumper and boating

opportunities that Oakland Parks, Recreation & Youth Development offers and loads of fun for kids.

Bay Ventures LLC is requesting to collect funds onsite for sales of food, beverages, and vendor sales of merchandise and wares with the approval from the Parks and Recreation Advisory Commission.

The collection of fees are as follows:

- Food Sales: \$5 - \$25 (Food Trucks & Booths)
- Beverages: \$8 - \$15 (Alcoholic) | \$2 - \$5 (Non-Alcoholic)
- Vendor Sales: \$10 - \$80 (Clothing Merchandise, Wares, Art)

A portion of the funds collected will be donated to Oakland Parks, Recreation & Youth Development and the remaining will help offset the cost of equipment and staffing.

We look forward to continuing to work with Oakland Parks, Recreation and Youth Development Staff to finalize the reservation process.

Thank you,

Trevelon Adnanadus

Trevelon Adnanadus
Tease Southern Kitchen-Owner



CITY OF OAKLAND
Oakland Parks, Recreation & Youth Development

TO: Princess Allen, Chair, Parks & Recreation Advisory Commission
FROM: Zermaine Thomas, Special Events Coordinator, Central Reservations
DATE: January 12, 2022
SUBJECT: **REQUEST FROM CENTER FOR EARLY INTERVENTION ON DEAFNESS (CEID) FOR APPROVAL TO COLLECT ON-SITE REGISTRATION FEES AND THE SALES OF RAFFLE TICKETS AT THEIR ANNUAL WALK-A-THON TO BE HELD AT LAKESIDE PARK (FAIRYLAND AREA) ON SATURDAY, APRIL 30, 2022, FROM 8:30AM-2:00PM.**

SUMMARY

Oakland Parks, Recreation & Youth Development received a request from Center for Early Intervention on Deafness (CEID) a 501©3, non-profit organization that has been in business over 35 years serving young children who are deaf or hard of hearing. CEID is requesting approval to collect on-site registration fees and sell raffle tickets at their annual Walk-A-Thon. All funds collected through registration fees, sponsorships and raffle ticket sales will assist in supporting the services of CEID. Approval from the Parks and Recreation Advisory Commission is required per O.M.C. Section 12.64.080.

FISCAL IMPACT

There will be a positive fiscal impact to Oakland Parks, Recreation & Youth Development. Center for Early Intervention on Deafness is paying all rental fees associated with the event estimated at \$694.00.

PROJECT / PROGRAM DESCRIPTION

CEID's Annual Walk-A-Thon is a major fundraising event with the bulk of the registration fees collected online. There are approximately 250 participants, mostly family members of CEID children and supporters.

The following is a list of fees to be collected onsite:

- Registration Fee
- Raffle Tickets Sales
 - \$1 for one ticket
 - \$5 for seven tickets
 - \$10 for fifteen tickets
 - \$20 for thirty tickets

BACKGROUND/LEGISLATIVE HISTORY

CEID is a 501(c) 3, nonprofit organization that serves young children who are deaf or hard of hearing for 35 years. CEID provides services to children throughout the greater Bay Area with the largest concentration on the East Bay. In addition, to their home and center-based services CEID provides resources and trainings to the families of children they serve weekly free sign language classes. They also provide training to Bay Area pediatric residents from Kaiser, Children's Hospital – Oakland, and others, in newborn and childhood hearing loss.

RECOMMENDATION

Staff recommends that the Parks and Recreation Advisory Commission approve the request from the Center for Early Intervention on Deafness (CEID) to collect funds onsite for registration fees and the sales of raffle tickets from participants at CEID's Annual Walk-A-Thon held at Lakeside Park on Saturday, April 30, 2022, from 8:30am-2:00pm.

Respectfully submitted,

/s/ Zermaine Thomas

Prepared by:

Zermaine Thomas

Special Events Coordinator

/s/ Elena Bermeo

Approved by:

Elena Bermeo

Acting Facility Manager

Attachments: Exhibit A – Center for Early Intervention on Deafness Proposal Letter



November 16, 2021

Dear Parks and Recreation Advisory Commission,

On behalf of the Center for Early Intervention on Deafness (CEID) please accept this Proposal Letter as part of our application for the use of Lakeside Park, Lake Merritt, on Saturday, April 30th, 2022, from 8:30 a.m. to 2:00 p.m. for the purpose of our annual Walk-A-Thon.

CEID is a 501(c)3 nonprofit organization that has been serving young children who are deaf or hard of hearing for nearly 43 years. We serve children throughout the greater Bay Area with the largest concentration coming from the East Bay. In addition to our home and center-based services, we provide resources and trainings to the children's families that include weekly free sign language classes. We also provide training to Bay Area pediatric residents from Kaiser, Children's Hospital – Oakland, and others, in newborn and childhood hearing loss.

The Walk-A-Thon is a significant fundraising event for us with the bulk of registration handled online. We typically have about 250 participants, mostly family members of CEID children and supporters. They are a very polite and well behaved group. We will collect some registration fees onsite the day of the Walk-A-Thon and ask your permission to do that as we have done in the past. The cost of registration is \$10 per person. We will also sell raffle tickets at the level of \$1 for one ticket, \$5 for seven tickets, \$10 for fifteen tickets, and \$20 for thirty tickets. We will use a small speaker, a microphone and a 6 inch tall stage to announce raffle winners and acknowledge our sponsors. We will have ample staffing to manage all aspects of the event. All of the funds raised through registrations, sponsorships and raffle sales go to support the services of CEID.

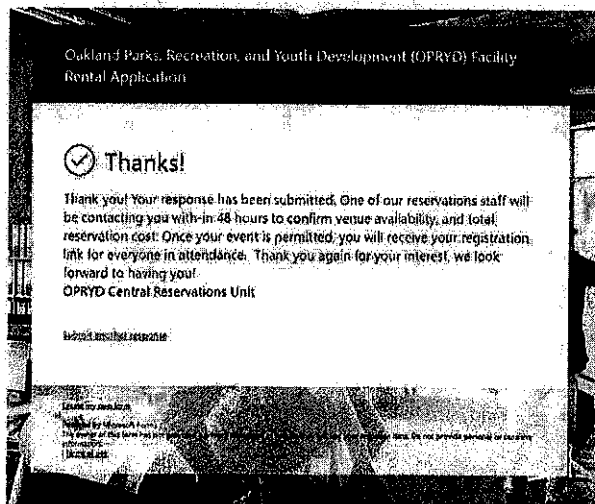
I enclose with this letter our completed application forms and a copy of our 501(c)3 information. Please let me know if there is any other information or applications required so that I may promptly comply. Thank you to you and your team for all of the wonderful support we have received in past years for this event. I am very grateful to you and am pleased to be working with you once again on our 2022 event.

Sincerely,

Katelyn Cheng

Katelyn Cheng
Development Coordinator

NOTE: We submitted the online rental application
On October 15, 2021 (refer to screen shot here)



CITY OF OAKLAND
Oakland Parks & Recreation

TO: Princess Allen, Chair, Parks and Recreation Advisory Commission
FROM: Council President Nikki Fortunato Bas, District 2
DATE: Wednesday, January 12, 2022
SUBJECT: **Community Unity Mural at San Antonio Park**

SUMMARY

We respectfully recommend that the Parks and Recreation Advisory Commission accept this informational report and approve the request to initiate a community participatory mural project at the tennis courts in San Antonio Park.

The Community Unity Mural Project (“Project”) is a collaborative project led by ARTogether, a 501(c)(3) Oakland and District 2-based nonprofit organization which provides art programs to support refugee and immigrant communities, in partnership with C.P. Nikki Fortunato Bas’ Office. The Project will create a participatory community mural on the supporting wall beneath the City-owned tennis courts, located at 1701 East 19th Street. The mural will be displayed on the southwest-facing wall at the base of the courts (120 ft. 8 in. × 3 ft. 2 in. – 4 ft. 7.5 in.). This Project’s goal is to bring together members of the community – including local youth, families, elders, surrounding business owners, unhoused neighbors – to co-design and paint a mural that reflects the diversity and cultural richness of the San Antonio and Eastlake neighborhoods of Oakland, which is home to a wide range of neighbors from the Asian Pacific Islander, African, and Latinx diasporas. The community engagement process aimed at surfacing a community-driven design will take place outdoors or in large indoor spaces, following physical distancing and COVID-19 public health best practices aligned to CDC guidelines to keep participants and artists safe and healthy. The goal for project completion is August 31, 2022.

FISCAL IMPACT

The estimated cost of the Project is \$24,000. The source of funding will be a combination of grant funding that has already been obtained from the California Arts Council’s Impact Projects Program – awarding \$17,100 to the Project – and funding from the District 2 Council office, which has committed \$5,000 in discretionary mural funding. Additional funding will be raised via individual donations as needed.

PRAC – January 12, 2022

PROJECT / PROGRAM DESCRIPTION

The goal of the Project is to bring together members of the community – including local youth, families, elders, surrounding business owners, and unhoused neighbors – to co-design and paint a mural that reflects the diversity and cultural richness of the San Antonio and Eastlake neighborhoods of Oakland in District 2, which is home to a wide range of neighbors from the Asian Pacific Islander, African, and Latinx diasporas.

The mural will promote community building, community healing, violence prevention, and participatory engagement while activating and beautifying a highly utilized public park and primarily people of color / immigrant-owned business corridor that has experienced ongoing public safety, blight, and quality of life challenges, as well as building on the historic legacy of culture keeping and artistic production in the San Antonio neighborhood. These challenges include meeting the needs of and addressing trauma among immigrants and refugees, human trafficking, commercial sexual exploitation of children, gun violence, illegal dumping, and homelessness. The surrounding Area Police Beats 18X/Y and 19X experience some of the highest rates of violence in all of Oakland, and they are the highest-need neighborhoods in District 2.

1. Outreach to San Antonio and Eastlake community members, small businesses, and community-based organizations, forming a group of core participants representative of the neighborhoods' cultural diversity. (December 2021 – January 2022)
2. Community Workshop #1 – Introductions & Early Ideas* (February – March 2022)
3. Community Workshop #2 – Pre-Design Workshop* (March – April 2022)
4. Mural Design (May 2022)
5. Review and Approval by the City of Oakland's Public Art Advisory Commission and second review, as needed, by the Parks and Recreation Advisory Commission.
6. Community Mural Production & Painting (May – July 2022)
7. Final Touches by Muralist Cece Carpio; see background on artist below (July 2022)
8. Unveiling Ceremony with city officials, workshop participants and other business and community partners (August 2022)

* All aspects of the community engagement process will take place in outdoor or large indoor spaces, using physical distancing and COVID-19 public health best practices to keep all participants and artists safe and healthy.

Location: San Antonio Park, 1701 East 19th Street, Oakland, CA 94606.

Community Partners:

PRAC – January 12, 2022

Community groups and organizations in the San Antonio and Eastlake neighborhoods will be sought out as partners for this project, activating their volunteer and stakeholder networks to co-design and execute the mural. These organizations provide critical human services such as immigrant and refugee support and advocacy; wellness and life coaching for human trafficking survivors; leadership development, physical fitness and art programming for youth; emergency food relief; and much more. We plan to outreach to the following organizations:

- EastSide Arts Alliance
- Oakland Trybe
- Center for Empowering Refugees and Immigrants (CERI)
- San Antonio Family Resource Center
- Youth Employment Partnership (YEP)
- Franklin Recreation Center
- Asian Health Services
- East Bay Asian Youth Center (EBAYC)
- San Antonio Neighborhood Health Center
- Vertical Skillz Outreach
- Eastlake United for Justice
- Friends of San Antonio Park
- Motivating, Inspiring, Supporting & Serving Sexually Exploited Youth (MISSEY)
- Bay Area Women Against Rape (BAWAR)
- Harbor House Ministries
- Garfield Elementary School
- Franklin Elementary School
- Roosevelt Middle School
- Lotus Bloom Family Resource Center
- DreamCatcher Youth Services & Covenant House California
- Survivors Healing, Advising and Dedicated to Empowerment (SHADE)
- St. Anthony Church & Catholic School
- Word Assembly Church
- Oakland Vietnamese Chamber of Commerce

Muralist Cece Carpio, whose work focuses on stories of immigration, ancestry, resistance, and resilience, will serve as the primary artist partner for this project. Cece has produced and exhibited work internationally, has extensive experience supporting Bay Area communities through artistic partnerships such as with UC Berkeley, Oakland Museum of California, and Yerba Buena Center for the Arts, and she is a former Public Art Advisory Commissioner for the City of Oakland.

BACKGROUND / LEGISLATIVE HISTORY

PRAC – January 12, 2022

The Project reflects a renewed effort by community partners and local government to work together to activate and improve quality of life, cleanliness, community safety, and economic development in the San Antonio neighborhood, especially important as we emerge from the destabilizing and disconnecting impacts of COVID-19; and to promote use of San Antonio Park by the many youth, immigrant and refugee community members in the surrounding area.

Participatory community murals are a powerful form of public art that can bring diverse stakeholders together to promote shared understanding, civic engagement, and community healing. This project builds upon the City of Oakland and District 2's historic and present legacy as a hub for public art, activism and movement-building, and preservation of cultural and ethnic identity and tradition.

RECOMMENDATION

We recommend that the Parks and Recreation Advisory Commission accept this informational report and approve the request to initiate a community participatory mural project at San Antonio Park. The proposed project will result in a park with improved facilities that better serves the needs of the surrounding area.

Respectfully submitted,



Nikki Fortunato Bas
Council President, District 2

Prepared by:
Tiffany Kang
Policy Analyst and Community Partnerships Manager
Council President Nikki Fortunato Bas, District 2

Attachments: Exhibit A - *Photo of Proposed Mural Display Wall at San Antonio Park*
Exhibit B - *Examples of Muralist Cece Carpio's Work*

EXHIBIT A: *Photo of Proposed Mural Display Wall at San Antonio Park*



Exhibit A

PRAC – January 12, 2022

Item 7A

EXHIBIT B: *Examples of Muralist Cece Carpio's Work*



Exhibit B

PRAC – January 12, 2022

Item 7A



PRAC – January 12, 2022

Item 7A



PRAC – January 12, 2022

Item 7A



PRAC – January 12, 2022

Item 7A



PRAC – January 12, 2022

Item 7A

CITY OF OAKLAND
Oakland Parks, Recreation & Youth Development

TO: Princess Allen, Chair, Parks and Recreation Advisory Commission
FROM: Oakland Parks and Recreation Foundation
DATE: December 16, 2021
**SUBJECT: REQUEST THE PARKS AND RECREATION ADVISORY COMMISSION
RECEIVE FOR DISCUSSION AN INFORMATIONAL REPORT ON PARKS
& EQUITY: THE PROMISE OF OAKLAND'S PARKS.**

SUMMARY

By gaining familiarity with the report, Parks & Equity: The promise of Oakland's Parks, PRAC will be informed about Oakland resident's experiences, perspectives, needs and wants related to Oakland parks. This understanding can help PRAC make informed decisions, refine policy recommendations, provide well-targeted community support, and develop meaningful indicators for park assessments. In particular, the opportunity to share this report with PRAC in January 2022 can support other agenda items related to park equity, indicators, and Measure Q that are anticipated for this meeting.

- Oakland Parks and Recreation Foundation has assessed the conditions of Oakland's parks for over a decade as a key way of securing attention and resources for Oakland parks.
- This is the first report since the OSCAR survey was conducted in the early 1990s to directly ask Oakland residents – not limited to park users – about their experiences of and perspectives on Oakland parks. There are several major policy initiatives active in Oakland, including the upcoming General Plan and potential OSCAR update, Re-imagining Public Safety, and implementation of Measure Q and the 2030 Equitable Climate Action Plan. For those plans to optimally serve residents, it is valuable to understand residents' needs and wants and to understand the ways that parks support or detract from the community benefits these policies target.
- This report contains information that can support PRAC's work. Some of the key content includes:
 - Documentation of the community benefits of parks and the role that park conditions play in supporting or detracting from equity and justice
 - An actionable framework of park activation that helps identify which indicators of park conditions and use can help evaluate Measure Q and ensure other policies and resources are well-targeted and measurable.
 - Clarity on where residents have shared vision and experience of parks, what policies they support, what the key barriers to park use are experienced.
- There are several recommendations in the report that support and intersect with PRAC's work
- No action is required, we are open to a continuing conversation and in particular looking at how the findings from this study can support development of indicators and support PRAC work.

FISCAL IMPACT

Since this report is informational only, no fiscal impacts are included

BACKGROUND / LEGISLATIVE HISTORY

With the passage of Measure Q and the evolving understanding of the links between parks and equity, there is movement to develop indicators of park conditions for Measure Q assessment and for ensuring equity in Oakland. The OPRF report supports both of these functions.

RECOMMENDATION

We support PRAC including the findings from this report in its work developing indicators, assessing policy, and supporting communities. We also support sharing the report and recorded presentation with recreation centers and park communities.

Respectfully submitted,

/s/ Heather Kuiper, Board of Directors, Oakland Parks and Recreation Foundation

Identification of Support Documents:

Attachments: Exhibit A – *Report, Parks & Equity: The Promise of Oakland Parks*
<https://www.oaklandparks.org/wp-content/uploads/2021/01/OPRF-Parks-And-Equity-2021-01-12.pdf>
Exhibit B – *Executive Summary, Parks & Equity: The Promise of Oakland Parks*
<https://www.oaklandparks.org/wp-content/uploads/2021/01/OPRF-Parks-And-Equity-Executive-Summary-2021-01-12.pdf>
Exhibit C - *Video of survey presentation – scroll down page to video*
<https://www.oaklandparks.org/parks-and-equity-the-promise-of-oaklands-parks/>



**CITY OF OAKLAND
Oakland Parks & Recreation**

TO: Princess Allen, Chair, Parks and Recreation Advisory Commission
FROM: Greg Minor, Department of Economic and Workforce Development
DATE: January 5, 2022
SUBJECT: REQUEST THE PARKS AND RECREATION ADVISORY COMMISSION TO RECEIVE THE INFORMATIONAL REPORT ON THE PROPOSED LONG-TERM PLAN REGARDING LAKE MERRITT VENDING PILOT PROGRAM.

SUMMARY

In the fall of 2020 as well as the summer and fall of 2021 the Parks and Recreation Advisory Commission (PRAC) approved a weekend vending pilot program on the space adjacent to El Embarcadero to provide a path to compliance for retail and mobile food vendors during the COVID-19 pandemic. By focusing vending in one designated and managed area, these pilots have helped discourage unlawful activities around Lake Merritt, reduce trash and sanitary waste, and ensure emergency vehicles have access around Lake Merritt.

At the same time, the vending pilot program has required a substantial investment of City funds and resources. Just from July 1, 2021 to December 1, 2021, the City Council dedicated \$693,951 to cover Lake Merritt operations. This funding covered the cost of staff in the Oakland Police Department, Department of Transportation, as well as Municipal Code Enforcement. In addition, this funded porta-potties, hand washing stations, trash collection, and vendor program management at Lake Merritt.

Both the PRAC and the City Council have directed staff to develop a long-term plan regarding the Lake Merritt vending pilot program. Accordingly, staff has outlined strategies to ensure the public's use and enjoyment of natural resources and recreational opportunities at City parks as well as strategies to support entrepreneurship opportunities for low income Oakland residents for the remainder of the COVID-19 pandemic, while minimizing the use of City staff in the process.

FISCAL IMPACT

There is no fiscal impact associated with this informational report.

However, implementing programs, managing City parks and natural resources, and enforcing the Oakland Municipal Code all require resources. Unlike in previous reports, there are currently no funds exclusively dedicated to Lake Merritt to implement vending programs, manage park resources or enforce local laws. Implementing these efforts will require the allocation of additional resources by the Oakland City Council.

BACKGROUND / LEGISLATIVE HISTORY

In recent years the number of people visiting Lake Merritt, especially in summer months, has increased dramatically causing a variety of issues ranging from traffic safety to unauthorized commercial vending and large amounts of litter, all of which place an outsized burden on City resources. The COVID-19 pandemic has added additional layers of complication, as public health guidance encourages activities to take place outdoors and vendors who normally would be generating revenue from events have lost income due to prohibitions on gatherings and other economic impacts of COVID-19 Public Health Orders.

In the summer of 2020, the City Administrator created a Lake Merritt Working Group (Working Group) to ensure an interdepartmental approach to the City's response to these issues. The Working Group implemented several measures in the summer and fall of 2020 including the launch of a pilot street vending program, street closures, parking restrictions, enhanced public outreach and enforcement activity.

Vending Pilot in the Fall of 2020

The vending pilot in the fall of 2020 was informed by the PRAC's recommendation that the City create a safe space for vending to occur as soon as possible and not within the boundary of the park to avoid regulatory hurdles. The City partnered with local event planner A2Z Media to organize the Lake Merritt Pilot Vending Program which launched in early October and continued until Thanksgiving 2020 with positive results. The Oakland Black Business Fund agreed to reimburse any vendor for their Business Tax License cost if they were participating in the program and within a few weeks 97% of the vendors were able to do so.

Since the City was already closing El Embarcadero and southbound Lakeshore Avenue to vehicle traffic, the area was well-suited for the vending pilot. Over 70 vendors participated in the program and vendors offered strong support for the vending program in a survey conducted by A2Z Media. The pilot allowed entrepreneurs to make desperately needed income during the pandemic. An additional benefit to offering a legal area for vending is it allowed the Municipal Enforcement Officers to isolate the illegal vending of alcohol and cannabis that occurred outside the pilot area.

Spring of 2021

In the spring of 2021, a survey of Lake Merritt residents found support both for the 2020 fall vending pilot as well as a new pilot. Specifically, a majority of respondents found the 2020 pilot as either very or moderately successful and a majority approved the City continuing to support a licensed and managed street vending program. Additionally, over seventy percent of respondents supported closing El Embarcadero to create space for vending.

In the spring of 2021, the absence of an authorized vending pilot as well as traffic control measures resulted in a return to the same negative impacts from the summer of 2020. These impacts included alcohol sales, loud music, and illegal parking blocking bike lanes and the center turn lane on Lakeshore, and overflowing garbage cans in the area.

Approved Vending Program in Summer and Fall of 2021

As a result of the above issues, staff recommended and the PRAC approved a three-month vending pilot in April 2021 and then in the summer of 2021 the PRAC approved the vending pilot through November 2021. In parallel, the Department of Transportation issued a flex streets permit for the use of El Embarcadero. In May the City selected Aurice Guyton Events to manage the pilot, who launched the Black International Marketplace of Oakland, established an online registration system for vendors, and improved program organization.¹ Additionally, with the state of California relaxing COVID-19 guidelines on June 15th, the pilot was able to incorporate temporary food facilities.

In terms of data on vendors within the pilot, between May 22nd and November 28th the pilot averaged approximately 34 vendors a day, with a high of 84 vendors on Saturday June 19th during the Juneteenth holiday, and a low of six vendors on October 23rd and October 31st. The average number of Oakland vendors was 18 per day, with a high of 36 on October 16th.

While enforcement of unpermitted vending around Lake Merritt, particularly on Juneteenth, remained challenging, the ability to refer vendors towards a compliant location was critical in improving compliance with vending laws.

ANALYSIS AND POLICY ALTERNATIVES

Pursuant to the requests of the PRAC and City Council for a long-term plan for the Lake Merritt vending program, an interdepartmental team of City staff have formed the below analysis. Staff based its analysis on the last two years of activities at Lake Merritt, feedback from the PRAC and Lake Merritt neighbors, direction from City Council to phase out the use of City staff, and the 2018 Senate Bill (SB) 946, which limits local governments' ability to restrict vending in order to promote entrepreneurship and support low-income communities.²

A. Goal

Ensure the public's use and enjoyment of natural resources and recreational opportunities at all City parks and support entrepreneurship opportunities for low-income Oakland residents for the remainder of the COVID-19 pandemic, while minimizing the use of City staff.

B. Ensuring Public's Use and Enjoyment of Natural Resources and Recreational Opportunities at City Parks

To ensure the public's use and enjoyment of natural resources and recreational opportunities, the City of Oakland can encourage vending opportunities at areas outside of City parks, reduce the

¹ More information about the Black International Marketplace of Oakland can be found here: <https://www.bimoo.org/>

² The full text of 2018 Senate Bill (SB) 946 is available here: https://leginfo.legislature.ca.gov/faces/billNavClient.xhtml?bill_id=201720180SB946

frequency of commercial activity at City parks, and replace parking restrictions with active parking management.³

1. Encouraging Vending Outside of City Parks

Facilitating vending markets at City plazas, public streets, private property, or even parks with hardscapes would avoid or minimize any interference with the public's use and enjoyment of natural resources and recreational opportunities.⁴ However, encouraging vending outside of parks is not without challenges. For instance, locations outside of City parks often lack built in foot traffic needed to support an event or regular market, particularly in the context of COVID-19 with many people limiting their social interactions. As an example, Frank Ogawa Plaza is generally available for events or markets, but it features far less people on the weekends than Lake Merritt. Another challenge is that newer event organizers may need support to start their own event, especially at a new location.

2. Reducing the Frequency of Commercial Activity in City Parks

Likewise, allowing a monthly or seasonal market at Lake Merritt, as opposed to the previous bi-weekly market, would allow the public's full use and enjoyment of park space more often. That said, reducing the frequency of vending in City parks, particularly if not combined with opportunities to vend outside of City parks, has its own challenges. Specifically, if vendors continue to vend at City parks outside of permitted time frames, this will require staff to enforce vending restrictions. While there are currently two municipal code enforcement officers with authority to administratively cite unpermitted vendors, the time they have to dedicate towards unpermitted vending in parks is time not spent on addressing unpermitted activities outside of City parks, which range citywide across multiple subject areas.

While these obstacles are not insurmountable, they may require resources to overcome. For example, attracting people to a location without existing foot traffic will require marketing to incentive people to activate the location. Likewise, providing new event organizers with guidance requires someone with experience to provide mentorship. The City Council could address these challenges by allocating funds for marketing the use of City spaces outside of parks, funding mentorship programs for new event organizers, and ensuring sufficient enforcement staff as needed.

³ Note staff does not recommend an approach limited to just vending enforcement based on its ineffectiveness and the need to provide entrepreneurship opportunities as discussed in Section C.

⁴ Examples of public plazas, private property, and parks with hardscapes include but are not limited to: El Embarcadero, Splashpad Park, Snow Park, Frank Ogawa Plaza, the Coliseum Parking Lot, Jack London Aquatic Center Parking Lot, and the former Walmart Parking Lot.

3. Replacing Parking Restrictions with Active Parking Management for Improved Access

Use and enjoyment of the City's natural resources and parks requires safe access to those resources and parks. For public safety reasons, the City took the extreme measure of restricting access to Lake Merritt the past two years by closing the parking lane around most and at times all of Lake Merritt. Rather than continuing these lane closures, the City Council may elect to implement metered parking around Lake Merritt to promote vehicle turnover and access to more available parking at Lake Merritt, similar to other parks around the City.

The City's guiding parking policy, Resolution No. 84664 CMS, calls for actively managing parking to maximize efficient use of a public resource. Paid parking is a proven parking management tool not only for commercial districts but at many City parks. Installing metered parking around Lake Merritt, where on-street parking demand is high and time-limited parking relatively costly and difficult to enforce, would promote turnover, which in turn helps ensure parking availability and improved access to the curb and, ultimately, to Lake Merritt. Further benefits could include public safety due to reduced double parking and bike lane violations, reduced greenhouse gas emissions due to less circling and idling of vehicles searching for parking, and new revenue that City Council could potentially allocate towards maintenance and activities at all City parks. Implementing metered parking around Lake Merritt would require an ordinance to extend or create metered parking zones, one-time costs for installation of meters and supporting signage, as well as on-going funding for maintenance and operations.

C. Support Entrepreneurship Opportunities for Low-Income Oakland Residents

To better understand the vending community, City staff surveyed vendors participating in the Lake Merritt vending program (See 2021 Lake Merritt Vendor Survey Results, **Attachment A**). Of those surveyed, a majority stated that they make less than \$40,000 a year, have no form of income outside of vending, and that sufficient foot traffic is the most important element for them to be successful. Furthermore, most survey respondents revealed that while they were not aware of other Oakland markets, they are interested in participating in events outside of Lake Merritt. In narrative responses, vendors advocated for the City to continue a market at Lake Merritt, to remove parking restrictions around Lake Merritt, and to support small business entrepreneurs.

To support Lake Merritt vendors in the short term, staff has provided vendors with existing small business technical assistance resources and information on upcoming vending opportunities across Oakland, such as Akoma Market and Fruitvale Transit Village.

In the medium and long term, staff has identified additional strategies to support vendors. First, in March 2022, staff intends on recommending to the City Council that it make permanent the mobile food vending component of the Flex Streets Program, which has eliminated the previous limitation on the number of mobile food vending permits allowed in Oakland. This policy has allowed dozens of mobile food vendors a pathway to compliance while still preserving buffers between restaurants and vendors unless a waiver is provided. Second, staff intends on requesting that the City Council provide funding to explore environmental design measures at El Embarcadero to facilitate future

street closures and events on the hardscape adjacent to Lake Merritt. As described in the following section, this should reduce the need for City staff, which in turn will reduce the cost to event organizers who wish to hold an event by Lake Merritt. Third, staff will recommend to the City Council that starting in Fiscal Year 2022-2023, the City should require that events that receive Measure C Hotel Tax funds consist of a majority of Oakland vendors, in particular low-income Oakland vendors. This requirement should result in more vending opportunities for Oakland vendors by incentivizing existing events to partner with local vendors.

D. Minimize Use of City Staff

One of the challenges over the course of 2020-2021 and a future challenge to event organizers around Lake Merritt is how to minimize the need for City resources. The 2020 and 2021 vending programs relied on one-time funding of City staff, often on overtime, to implement street closures and monitor a wide stretch of park area. There are currently no funds allocated for similar staffing going forward and requiring event organizers to cover these costs in the coming year through special event permit fees will present a barrier to event organizers.

Consequently, staff recommends leveraging environmental design measures wherever possible to achieve the goals previously reached by City staff. For example, closing El Embarcadero through to be determined environmental design measures will allow event organizers to close the street without having to fund City staff to place, monitor, and remove traffic cones. Likewise, encouraging events in enclosed areas that do not require a street closure, such as City plazas, private property, or City parks with hardscapes will also reduce the need for City staff as there will be less area to monitor and fewer traffic concerns.

A similar measure to minimize the use of City Staff is the installation of spike strips to prevent wrong way driving on Bellevue west of Perkins Avenue within Lakeside Park. This location has experienced unauthorized large gatherings and people engaging in aggressive “side show” style driving that has required deployment of Community Resource Officers on some weekend nights. Utilizing an engineering solution will help create safer conditions year-round, regardless of an enforcement presence. Although delayed by the global supply chain disruptions in 2020, the City will be installing these shortly.

RECOMMENDATION

Staff recommends that the Park and Recreation Advisory Commission receive this informational report.

Respectfully submitted,



GREG MINOR
Assistant to the City Administrator



2021 Lake Merritt Vendor Survey

39
Responses

09:52
Average time to complete

Active
Status

1. What types of products do you sell? Please select all that apply.

- Handcrafted goods (e.g. origi... 18
- Retail merchandise (e.g. t-shirts) 16
- Food or beverages 5
- Other 1



2. When did you start your vending business?

- 2021 8
- 2020 7
- 2018-2019 11
- 2016-2017 1
- Before 2016 12



3. Do you have any sources of income outside of vending?

- Yes 18
- No 21



4. Do you sell products outside of weekends at Lake Merritt? If so, how?

● No, I only sell products on we...	11
● Yes, I also sell products online.	15
● Yes, I also sell products at oth...	14
● Yes, I also sell products at oth...	6
● Other	2



5. How many customers do you have on an average day at the Lake Merritt pilot program? For the purpose of this question, a customer is someone who makes a purchase.

● Less than 10	8
● 10-30	26
● 31-50	4
● Over 50	1



6. How much in sales have you generated on an average day during the pilot program?

● Less than \$200	10
● \$201-\$500	17
● \$501-1,000	9
● Over \$1,000	3



7. What is the most important aspect to a vending location?

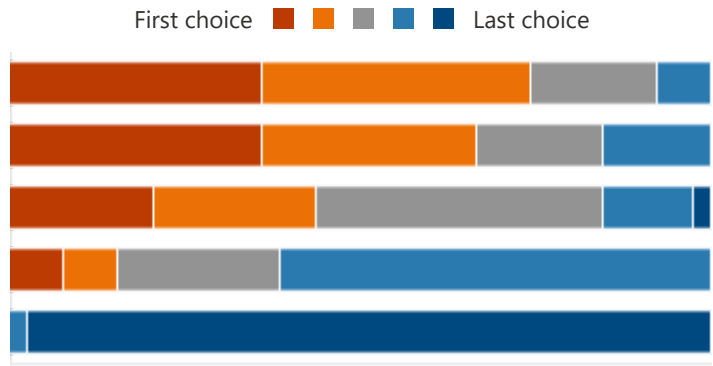
● Sufficient foot traffic	31
● Sufficient parking	5
● Access to public transportation	0
● Disposable income in the area	1
● Other	2



8. Using the up and down arrows, please rank from most to least important what makes your vending successful. For this question, most important is number 1.

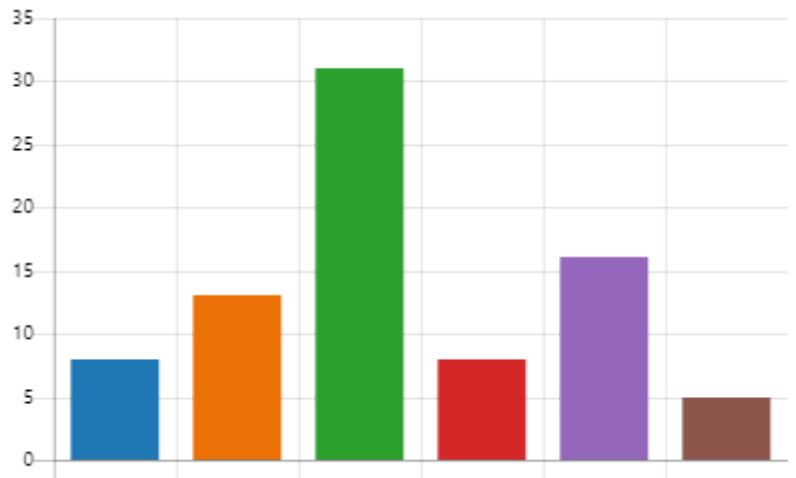
Rank Options

- 1 Customers
- 2 Free location
- 3 Marketing
- 4 Capital Support
- 5 Other



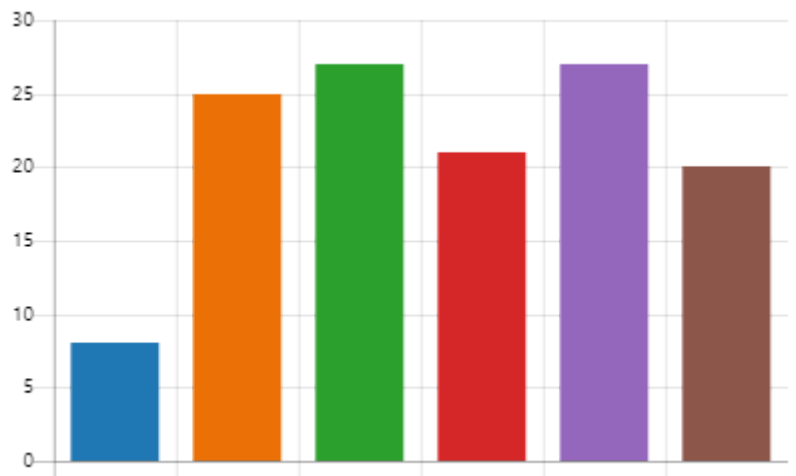
9. Are you aware of any of the following Oakland markets? If yes, please select all that apply.

- No, I'm not aware of any of th... 8
- Akoma 13
- First Friday 31
- Fruitvale 8
- Jack London 16
- Red Indigenous 5



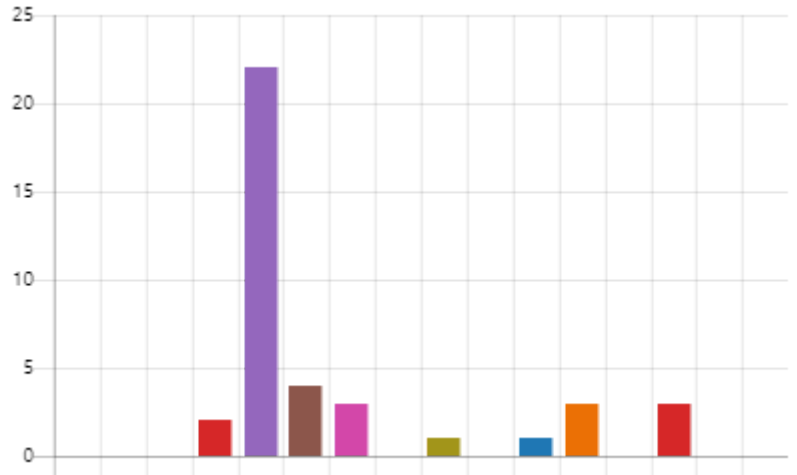
10. Would you be interested in participating in any of the following Oakland markets? Please select all that apply.

- No, I'm not interested in parti... 8
- Akoma 25
- First Friday 27
- Fruitvale 21
- Jack London 27
- Red Indigenous 20



11. Where do you currently live?

Alameda	0
Antioch	0
Berkeley	0
Hayward	2
Oakland	22
Sacramento	4
San Francisco	3
San Jose	0
San Leandro	1
Stockton	0
Union City	1
Vallejo	3
Walnut Creek	0
Other Northern California	3
Southern California	0
Outside California	0



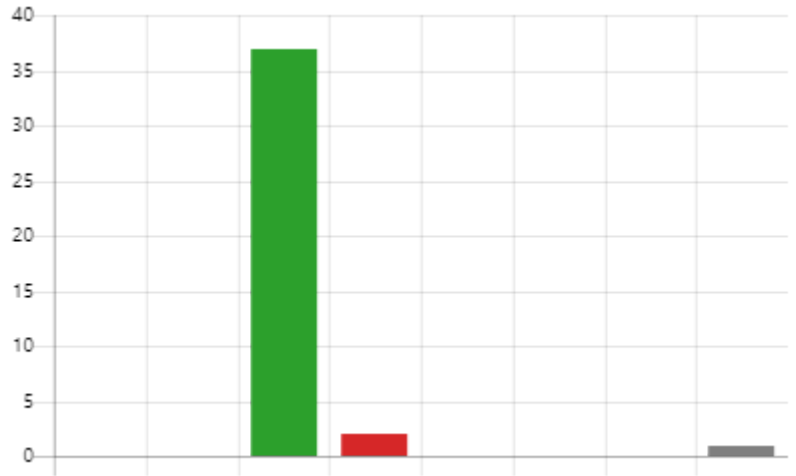
12. Have you lived in Oakland previously?

Yes	10
No	7



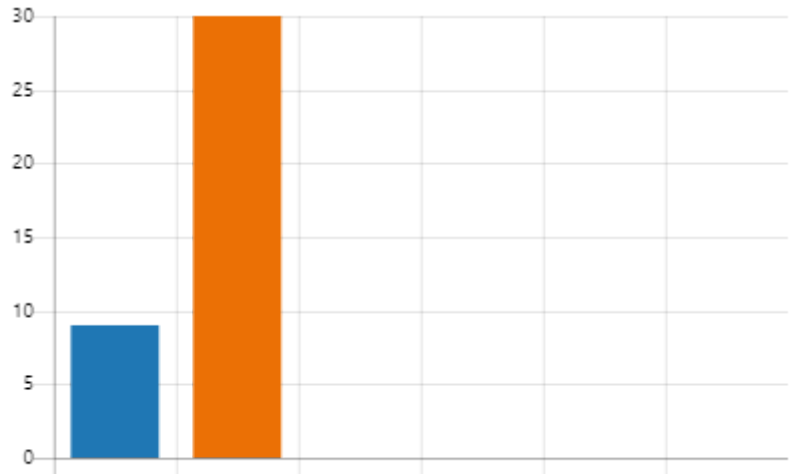
13. What is your race or ethnicity? Please select all that apply.

- American Indian or Alaska Nat... 0
- Asian 0
- Black/African-American 37
- Hispanic/Latinx 2
- Native Hawaiian or other Pacif... 0
- White/Caucasian 0
- Not listed 0
- Decline to state 1



14. Please select your gender.

- Male 9
- Female 30
- Nonbinary 0
- Transgender 0
- Not listed 0
- Decline to state 0



15. What is your gross individual annual income level?

- Less than \$20,000 18
- \$20,001-\$40,000 8
- \$40,001-\$60,000 7
- \$60,001-\$80,000 5
- Greater than \$80,000 1



16. What suggestions do you have for the City of Oakland?

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Responses

Latest Responses

"Safe"

"Keep the MARKET"

"Keep supporting small businesses the best you can."



**CITY OF OAKLAND
Oakland Parks & Recreation**

TO: Princess Allen, Chair, Parks and Recreation Advisory Commission (PRAC)
FROM: Sean Maher, Oakland Public Works (OPW)
DATE: January 5, 2021
SUBJECT: Informational Report: OPW Monthly Measure Q Hiring Matrix Update

SUMMARY

This report provides OPW's routine updates to PRAC regarding the hiring of staff related to Measure Q-funded park maintenance services.

FISCAL IMPACT

Since this report is informational only, no fiscal impacts are included.

BACKGROUND / LEGISLATIVE HISTORY

Measure Q, approved by Oakland voters in March 2020, provides funding for City of Oakland services related to parks maintenance, homelessness services, and water quality, subject to civilian oversight. The Oakland City Council assigned PRAC the oversight role regarding the Measure Q expenditures related to parks maintenance and water quality services.

As a component of this oversight function, OPW routinely submits to PRAC updates on hiring of positions related to Measure Q-funded park maintenance services. This report provides an update for the PRAC's meeting of January 12, 2022.

RECOMMENDATION

OPW recommends that PRAC accept this informational report.

Respectfully submitted,

/s/ Sean Maher

Prepared by:

Sean Maher

Acting Assistant to the Director

Oakland Public Works

Identification of Support Documents:

Attachments: Exhibit A – *Measure Q Hiring Progress Tracker, Updated 12/30/2021*

Measure Q Hiring Progress Tracker
 December 30, 2021 Civil Service Board Meeting

DEPT	CLASSIFICATION	FTE POSITIONS	FILLED	ELIGIBLE LIST AVAILABLE	DETAILS
HSD	Budget & Grants Administrator	1	0	Yes	Referrals sent to department to review and schedule interviews.
HSD	Administrative Assistant II	1	1	Yes	Filled (8.22.2020)
HSD	Case Manager I	1	1	Yes	Filled (March 2021)
OPW	Custodian	5	0	No	2 FTE Offers made and In Hire approval status, 3 FTE (6TPT) will be hired in the next TPT recruitment immediately following completing the full time hires.
OPW	Assistant Engineer I	1	0	No	Dept in process of scheduling interviews (Tentatively set for January 2022)
OPW	Administrative Assistant II	1	1	Yes	Filled (2.26.2021)
OPW	Construction & Maintenance Mechanic	2	2	Yes	Filled (10.30.21) Filled (11.13.21- one position on hold. Employee is currently on leave)
OPW	Business Analyst II	1	1	No	Filled (11.14.2020)
OPW	Gardener Crew Leader	7	4	Yes	Four of seven positions filled (1 filled 4.30.2021, 3 filled 6.12.2021). The job announcement posted 12.27.21. Interviews will be mid-February.
OPW	Gardener II	15	15	Yes	Filled (5 filled 6.12.2021, 5 filled 7.24.2021, 3 filled 8.7.2021, 2 filled 8.21.2021)
OPW	Painter	2	2	Yes	2 candidates onboarding on 1/4
OPW	Park Attendant, PT (NEW)	0.5	0.5	Yes	Filled (D. Mabon effective 11.13.21)
OPW	Park Equipment Operator	2	0	No	Announcements complete, restricted posting closed 11.7.21/open posting closed 11.14.21. Four candidates met MQs, exams 12.6.21. Interviews 12.28.21, 2 candidates were offered the positions.
OPW	Park Supervisor I	2	0	No	Announcement closed 9.2.21, applications being reviewed. G.Preece worked with L21 on the MQs. Posting will be opened again under CPS.
OPW	Park Supervisor II	1	1	Yes	Filled (K. Charles effective 6.26.21)
OPW	Tree Worker (formerly Tree Worker D)	1	1	No	Filled (E. Rodriguez effective 11.13.21)
OPW	Tree Trimmer	1	0	Yes	Vacant, new Tree Worker req created 11.1.21 with flex staffing to fill this Tree Trimmer position is going through approval. Referred to CPS for recruitment.