

**Summary of Participation of Measure DD Community Coalition at the
Eastlake Music Festival -- Second Anniversary
Lake Merritt Boulevard Amphitheater
Saturday 23 May 2015**

Report by James Vann

Weather, Attendance, & Organization:

The day began overcast, cool, and breezy. As the day progressed, the sun came out then disappeared; the weather warmed slightly, and breezes diminished then returned. Non stop music of various types from Amphitheater stage from 12:30n to at least 7:30pm. Music, picnicking, non-profit agencies booths at Amphitheater stage. Children's area, food trucks, beer, arts & crafts vendors, and small hip-hop & rap stage at the parking area of HJKCC (Municipal Auditorium).
Appx 3000 attendees.

Appreciation and Thanks:

- M Udkow for arriving appx 10:30am; providing and erecting the tent shelter, table and chairs, displaying exhibits, getting the outreach started, and returning to pick up tent, table, chairs, and exhibits.
- G Duncan for arriving appx 10am, two hours before opening, assisting Mike with erecting the tent shelter; setting up chairs; posting project panels; and remaining and greeting visitors until appx 1pm.
- L Estes for providing and delivering appx 12 attractive, illustrative panels of several including most of the completed Meas DD Projects; for providing various multi-printed handouts, including Meas DD narrative; diagrams of Lake Merritt and its included projects; summary briefs with location maps of principal projects; two tripods for possible display of exhibit panels (not used due to high wind). All unused materials were returned with Mike for safekeeping.
- N Schiff for delivering about 300 handout cards to the DD table about 11:45am; for designing, producing, and supplying about 500 colorful "solicitation cards" used as hand-outs urging receivers to email the City Council to allocate funds from the "DD remainder parcel" to initiate a designated fund for maintenance of Lake area improvements.
- J Gerard for arriving about 1:30pm and greeting visitors until appx 4pm; collected about 12 signups for Weed Warriors.
- J Johnson & B Schaaf for arriving about 2pm and hosting visitors until appx 5:00pm Special thanks to Judy for delicious home-made snooker-doodles (great picker-ups)
- J Vann for providing a table cover identified with a blowup of the Meas DD letterhead & logo; hosting visitors; distributing maintenance-funding solicitation cards; assisting breakdown of tent and exhibits; and general assistance through the day.

Location of Booth:

The space allocated for the Meas DD booth was stage-left on the west side of the walkway leading to the crosswalk at LM Blvd and to the grounds of HJKCC; close to the Pedestrian/Bike Bridge. Although facing away from the stage, the booth had good visibility; access to stage music; and situated on a major travel path between the two locations on either side of LM Blvd. .

Booth Visitors and Activity:

- Appx 70 individuals and families visited the DD booth. Several asked questions, particularly about the Sailboat House, Snow Park; 10th Street, Estuary Channel opening; needed upgrades at various Lake Merritt running/hiking paths. Most took

literature handouts and hosts attempted to give the maintenance funding solicitation cards to all.

- A majority of visitors appeared to be newcomers to Oakland, within the last 5 years.
- A sizeable number recalled enthusiastically voting for Meas DD.
- 12 to 15 visitors to the booth requested "bicycle trail maps" -- based on the 4-sided tent ID: "East Bay Bicycle Trails Council" (owner of the tent shelter; loaned to Mike).
- 150 to 200 "maintenance-funding solicitation cards" were handed out, and receivers were urged to send the message of the card as emails to the entire City Council.

Wrapup of Meas DD Booth:

- M Udkow returned about 7pm, at which time the exhibits had been taken down and stacked. With assistance of two event guards, the tent shelter was collapsed and put in Mike's car, along with the folded table, stacked exhibits, carry case, and unused tripods.
- (The display boards prepared by Public Works are excellent, drew lots of attention, and helped answer many visitor's questions. Unfortunately, the black tape used to hang the display boards was too strong, and was impossible to remove without peeling off some of the message.)
- Recommendation: For future use of the illustrative project boards, it is recommended that the boards be faced with vinyl -which protects the content and allows attached tape to be removed easily without harming the content.
- M Udkow and J Vann departed the still active Festival appx 7:15pm.

Significance and Benefit:

This is the 2nd year of the Eastlake Music Festival, but is the 1st year that Measure DD has participated. Appx 3000 people attended this festival, although organizers report that appx 5000 attended the inaugural Festival last year. (Cool, breezy conditions may be responsible for reduced attendance this year.) The Festival is well planned and coordinated. Numerous attractions -- including varieties of music groups and offerings, several non-profit information booths (on the Lake side), several activities for children, jump houses, arts and crafts booths, secondary stage, food trucks & booths, directional signage, convenience facilities, and ample private security. Attendees appeared to fully enjoy the Festival and its offerings.

Based on the success of the first two years, it could be anticipated that the Eastlake Music Festival will be an ongoing annual event.

As a sponsor stated, an invite was extended this year to Measure DD, "because people should be aware of the origin of the amazing improvements now being enjoyed by so many." The Measure DD booth seemed to more than adequately fulfill that objective this year, and it is recommended that Meas DD should continue to participate in future Festivals.