



Oakland Measure DD Community Coalition

Lake Merritt Boulevard - Dedication & Celebration

The Measure DD Community Coalition

Following Oakland voters' historic 80% passage in November 2002 of Measure DD – “The Oakland Trust for Clean Water and Safe Parks” – an interested group of people began meeting with then Councilmembers Danny Wan and Jane Brunner to map out how the \$198 million bond measure would be implemented. As interested organizations and others joined in, the meetings grew, were regularly scheduled, and adopted “The Measure DD Community Coalition” as its name.

In early 2003, the Coalition forwarded a proposal to City Council to be designated the official ‘oversight body’ for the massive Measure DD program. In June 2002, the Council sanctioned the Measure DD Community Coalition as “an inclusive coalition of Oaklanders and organizations interested in the implementation of Measure DD.” The Coalition was charged to provide oversight, input, and recommendations to project staff on organizing, prioritizing, and spending for DD projects; to assist in applications for supplemental funding; and to serve as the ‘community sounding board’ to staff and the City in the review of proposals and designs for Measure DD projects. The Coalition currently meets bi-monthly at the Lakeside Garden Center, and remains open to individuals and organizations who desire to participate.

This month, June 2013, marks the 10th anniversary of the Measure DD Community Coalition. Over this period, the Coalition has performed oversight responsibilities for 56 Measure DD projects, and has assisted in leveraging \$49 million in grants from federal, state, regional, and outside funding sources.

The \$198 million bond measure has funded a variety of projects throughout Oakland, including renovations of Studio One Art Center in North Oakland, the historic Municipal Boathouse (now Le Chalet Restaurant), the Lake Merritt Pergola at El Embarcadero, East 18th Street Pier, and new Union Point Park, the 66th Street Gateway, Lakeshore/El Embarcadero roadway and landscape improvements, new East Oakland Swim and Fitness Center, and several projects at Children’s Fairyland, including a new theater. Measure DD funds have installed portions of the Bay Trail along the waterfront, restored a number of creek restorations with installed surface markings, and water quality improvements for Lake Merritt and the Estuary Channel. Projects yet to be implemented include the Green Streets Addition to Snow Park, Sailboat House Shoreline Improvements, Bellevue Avenue Roadway Improvements, a new Gateway Entry to the Gardens at Lake Merritt, and Estuary Channel Improvements, including new bridges at 7th and 10th Streets.

The flagship Measure DD project is “Lake Merritt Boulevard,” which transformed the former 12th Street overcrossing and its impenetrable 12-lane mini-freeway into the present magnificent new 6-lane, tree-lined roadway, new vehicle and pedestrian bridges, new lushly landscaped 4-acre park and Amphitheater, and easy pedestrian-controlled crossings that finally connect destinations north and south at the formerly forbidden southern terminus of Lake Merritt.

For more information and to become involved with the Measure DD program, visit the Coalition website: