

**(Proposed) Measure DD Community Coalition**  
**Notes: January 11, 2003 meeting**  
**Oakland Public Library, Temescal Branch**

**Representatives from the following organization, agencies and commissions attended:**

Bicycle & Pedestrian Advisory Commission – Ron Bishop  
East Bay Bicycle Coalition – Ron Bishop  
Budget & Finance Advisory Commission – David Stein  
Friends of Oakland Parks & Recreation — David Stein  
Children’s Fairyland – CJ Hirschfield  
Coalition of Advocates for Lake Merritt – James Vann and John Klein  
East Bay Regional Parks District – John Sutter  
Friends of Sausal Creek – Sally Kilburg and Linda Morse  
Lake Merritt Breakfast Club – Aileen Frankel  
Lake Merritt Institute – Dick Bailey and Stana Hearne  
Lake Merritt Master Plan task force – Dick Bailey  
Waterfront Quality Coalition Task Force – Dick Bailey  
Oakland Heritage Alliance – Naomi Schiff  
Oakland Parks Coalition – Jennie Gerard  
Peralta Community College District – Susan Duncan  
San Francisco Bay Trail – Brian Wiese  
Waterfront Action – Brian Wiese  
Spanish-Speaking Unity Council – Rita Torres-Gonzalez  
Studio One – Sandy Strehlou

**Also invited but not in attendance** were representatives from East Oakland Sports Complex, Friends of Temescal Creek, Jack London Aquatic Center, and the Parks & Recreation Advisory Commission.

**City Council representation included:** District 2 Councilmember Danny Wan attended the meeting, as did Rachel Smit from District 1 Councilmember Jane Brunner’s office and Amanda Brown-Stevens from District 3 Councilmember Nancy Nadel’s office.

**DISCUSSION POINTS & QUESTIONS**

**1/ Representation on the Measure DD Coalition: Who is missing?**

Representatives from *East Oakland, Lake Merritt Master Plan task force, Port of Oakland, Oakland Museum of California, Oakland Public Library* were suggested. What about participation from *CalTrans*, which is earthquake proofing the I-880 viaduct over the Channel? What about *Peralta Community College District*, which is looking into developing a revenue stream from various of its real estate holdings near the Channel? What about the *Oakland Unified School District* whose proposed sale of its headquarters on the Channel may have an impact on

Meas. DD projects there? How can businesses in the City be brought into the coalition? One suggestion: reach out to the *Chamber of Commerce's* executive board and to business's foundations in order to ask for their participation in all forms. *Danny Wan* expressed interest in participating. [Subsequent to the meeting, it was suggested that a neighborhood group, the *Greater Mandana Action Coalition*, be represented.]

## **2/ Status of sale of Measure DD bonds.**

*Has a schedule been developed for the sale of Meas. DD bonds? At the coalition's next meeting, invite a City Finance Department representative to speak about the pros and cons of the frequency of selling some portion of the bonds, say, every three years vs. every five years.*

## **3/ Interest earned on Measure DD bonds.**

*How can we ensure that the interest earned on the bonds—once issued and spent—is used for Meas. DD projects only? Danny Wan believes the City Council will support this. Would it be possible to use this interest on the maintenance of Meas. DD projects? According to Danny, bond counsel has already advised that state law does not authorize use of general obligation bond funds, including interest earned, for operations; the funds can only be used for capital projects.*

## **4/ Project Management.**

*Which City department(s) will take the lead on the various Meas. DD projects? Public Works Agency (PWA)? Community and Economic Development Agency (CEDA)? Office of Parks and Recreation (OPR)? Or will outside entities be hired to provide project management, such as Bechtel Corp. is doing for the Port of Oakland at the airport? Danny Wan said that city staff has been asked to research project management models, develop alternate schedules for undertaking Meas. DD projects, develop criteria for sequencing projects, etc. Who is the City's team working on the research on models and the development of schedules and criteria? CEDA's Leslie Gould, Planning Director, and Kerry Jo Ricketts-Ferris, Project Manager, Waterfront Open Space. Danny is interested in the City figuring out how to organize the considerable amount of work funded by Meas. DD.*

## **5/ Outside project management**

Not all projects require a City agency to undertake the construction. *Can projects such as Studio One and Children's Fairyland proceed independently, and not depend on a city agency for project management? How will decisions be made as to which are built by the City and which aren't? Danny Wan responded that it will be necessary to analyze the projects, the resources and the existing expertise and availability both of City agencies and other entities, and then make decisions using this analysis. Decisions should be open but bear in mind that City departments are lobbying for a role in implementing Meas. DD projects both for the work and for the accompanying administrative fee. Meas. DD is the only significant source of capital improvements funding in the City now, an important source of work for city departments facing cutbacks.*

## **6/ Coalition interaction with the City**

*How will the community, as represented by this coalition, have a voice in the decision-making and implementation process for Measure DD?* Danny Wan suggested that community groups, as part of a coalition, should learn what the implementation of Meas. DD entails (legally, procedurally, financially, etc.) and then offer suggestions regarding implementation. Following up on a suggestion that coalition members may need some training, Danny suggested that the coalition ask for City staff to train the coalition members as a group in what we don't have expertise in, in order to make our participation more effective. Danny noted that the staff will want to know that they are working with broad representation; they don't want to leave out sections of the City or groups who might later ask for the same kind of training. Thus, it's important for the coalition to achieve broad representation. Danny suggested that coalition participants keep in mind what will be good for all of Oakland, not just for their own pet Meas. DD projects.

## **7/ Raising/attracting matching funding**

In order to build out all the improvements of Meas. DD, there must be considerable matching funding. *What about a conservancy (an independent 501(C)3 organization) for Lake Merritt and the Estuary to attract matching funding from foundations, corporations and individuals for projects, and possibly to build out projects, such as the Pittsburgh Parks Conservancy? Could an existing organization like a community foundation or the Trust for Public Land act as a conservancy so that it wouldn't be necessary to set up a new organization?* To the second question, Danny Wan responded: No, because they have broad interests that go beyond Oakland's specific needs. *Does the City have grant writers to attract state and federal funding such as is available from the recently passed state Prop. 40?* Danny Wan responded: yes, the City has grant writers but they are swamped with work; the coalition should not depend on them to handle all the necessary grantsmanship.

## **8/ Coalition advocacy of regional, state and federal agencies**

*What role can a coalition play in lobbying the big agencies that have some control over land to be developed with Meas. DD projects in question?* As an example, Danny Wan suggested that the coalition could be quite useful in advocacy with agencies like the Bay Conservation and Development Commission (BCDC).

## **9/ Suggestions for next meeting**

Participants had several different suggestions: [a] round out the coalition's organizational participation, [b] invite the City to hold training workshop(s) for the coalition, [c] invite staff charged with exploring project management options, [d] structure a task force, representing the coalition, to work with city staff, and structure a working relationship with city staff

## **10/ Other suggestions raised at the meeting**

- Explore how to raise more resources to meet matches needed for DD projects
- Determine ahead of time if there any “open meeting” requirements that would apply to meetings of a coalition
- Figure out what the common agenda is among participants
- Develop communication channels between City agencies working on implementing Meas. DD and the coalition
- Ensure that coalition participants are representing their respective community entities interested in Meas. DD implementation, and are communicating with their members
- Ensure that the \$198 million in bonds are spent well on the projects specified in the bond. Clarify whether any additions, deletions or modifications can be made to the projects described in the bond measure.
- Propose criteria for determining the sequence of projects
- Provide grant writing and fundraising expertise to attract matching funding
- Invite proponents of Meas. DD projects to submit a statement of readiness in order to identify projects suitable for early completion

## **11/ Next Meeting Date**

The proposed coalition’s next meeting will take place on Saturday, February 22, from 9am – 11am at the Oakland Public Library, Temescal Branch, 5205 Telegraph Avenue.