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June 5, 2024

City of Oakland  
Honorable Oakland City Council  
1 Frank Ogawa Plaza, City Hall 3rd Floor Oakland,  
California, 94612

Re: Challenges with Measure Q Funding for Parks Maintenance 2024-25

Dear Members of the City Council,

We are writing to engage with each of you in a substantive manner in support of continued funding for parks maintenance in Oakland, with special emphasis on the proposed mid-cycle budgetary allocations associated with Measure Q.

We are well-motivated to ensure that Measure Q funding is used effectively to improve parks and it is expended consistent with the way it was communicated to Oaklander voters. Measure Q was designed with a fair and reasonable Maintenance of Effort provision to help close the pre-existing structural funding gap (55%) while also funding a new, higher service level (45%). Measure Q was approved in March of 2020 with 68.1% popular support.

We are aware of the extreme fiscal challenges facing our city, and our intent is to continue to support your efforts to address this situation, while optimizing parks and facilities maintenance, operations and capital improvements (primarily through the Department of Public Works) as well as parks programming (primarily through the Office of Parks, Recreation and Youth Development).

Our review of the proposed mid-cycle budget has identified several issues, and we have developed a list of specific requests for additional information that will help OPRF, and your office, better understand and manage the issue.

**Foundational Information Request:**

Please document regarding tax revenue generated from Measure Q (via the County Tax Collector)

2020-21	\$
2021-22	\$
2022-23	\$
2023-24	\$
2024-24	\$
Current Fund Balance	\$

Please complete the table for 2024-25 for Measure Q.

	# of FTEs	Cost of FTEs	O&M (Contracts, Equipment Purchase, etc.)
Parks Maintenance		\$	\$
Homelessness Services		\$	\$
Water Quality		\$	\$
Administration		\$	\$

Please complete the table for 2024-25 for the LLAD.

	# of FTEs	Cost of FTEs	O&M (Contracts, Equipment Purchase, etc.)
Transportation		\$	\$
Public Works		\$	\$
Finance		\$	\$
OPRYD		\$	\$
Non-Departmental		\$	\$

**Specific Question Request:**

1. More clarification is needed on these proposed allocations to ensure that the proposed spending is consistent with Measure Q: (...and which allocation apportions to Parks, Homelessness or Water Quality?):
  - \$600,000 to Keep Oakland Beautiful Contract
  - \$500,000 to East Oakland Sports Center
  - Neighborhood Services Coordinators transfers to Measure Q
  - Assistant Director of Public Works, Administrative Services Manager, Administrative Assistant in OPW and several positions in the City Administrator's Office to Measure Q
  - \$2.4 million shown as "Parks, CIP, Communications, and Engagement"
  
2. On what basis is the \$2,363,203 of LLAD funding (in OPRYD) being transferred to Measure Q?

Finally, the City is proposing to freeze 9-FTE in Parks, Trees and Facilities and indicating that the Measure Q required Performance standards will be difficult to meet with this reduction, and yet the City is adding new expenditures (listed above).

Background

OPRF is Oakland's premier parks and recreation non-profit, and we will continue to collaborate with, and represent the larger interests of, our over 50 community partners, acting as fiscal sponsor for their volunteer activities and community outreach efforts. Our commitment to parks maintenance can be exhibited in many ways, and especially as the primary proponent of Oakland's 2020 Measure Q, "The Oakland Parks and Recreation Preservation, Litter Reduction, and Homeless Support Act", which will bring in over a \$500 million dollars in its 20 year span.

Thank you for your consideration on these very important issues. Parks are the lifeblood of the community and provide so much to all of us.

Sincerely,

Dan Pitcock, Board Chair  
Mandolin Kadera-Redmond, CEO

CC: Jestin D. Johnson, City Administrator  
G. Harold Duffey, Assistant City Administrator  
Fred Kelley, Director, Oakland Parks, Recreation and Youth Development  
Erin Roseman, Finance Director  
Mike Kashiwagi, Director of Public Works  
Tam Tran, Chair Parks and Recreation Advisory Commission (PRAC)  
Michael C. Houston, City Auditor

This letter is on behalf of the Oakland Parks and Recreation Foundation (OPRF), our city's premier 501(c)(3) organization committed to enhancing Oakland's Parks, Recreation. OPRF is actively engaged in park maintenance, tree planting, youth scholarships, park activation and fostering community partnerships. Our role extends to advocating for the enhancement of Oakland's public spaces and engaging youth in initiatives that contribute to the overall well-being of the community.