



Oakland Measure DD Community Coalition

Eastlake Music Festival - Report to the Community

The Measure DD Community Coalition

In November 2002, Oakland voters approved by over 80% “Measure DD – The Oakland Trust for Clean Water and Safe Parks.” Following the historic vote, an involved 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 joined in, the meetings grew, were regularly scheduled, and adopted the name: “The Measure DD Community Coalition.”

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

The \$198 million bond measure has funded a variety of projects throughout Oakland, including the renovation of Studio One Art Center in North Oakland; the historic Municipal Boathouse (now Lake Chalet Restaurant); Lake Merritt Pergola; Lakeshore/El Embarcadero Roadway & Landscape Improvements; East 18th Street Pier; Union Point Park; 66th Street Gateway; the new East Oakland Sports 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 creeks and surface markings, and have made water quality improvements for Lake Merritt and the Estuary Channel. Projects to be implemented include the Lakeside 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 and its impenetrable 12-lane mini-freeway into a magnificent new 6-lane tree-lined roadway; new vehicle and pedestrian bridges; lushly landscaped new 4-acre park & amphitheater; and easy pedestrian-controlled crossings that finally connect destinations north and south at the formerly forbidden southern terminus of Lake Merritt.

This year, June 2015, marks the 12-year 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 grants of more than \$60 million from federal, state, regional, and outside funding sources to augment DD bond funds.

For additional information and to become involved with the Measure DD Coalition, visit the program web site: