

CITY OF OAKLAND
Oakland Parks, Recreation & Youth Development

TO: Princess Allen, Chair, Parks and Recreation Advisory Commission
FROM: Zermaine Thomas, Special Events Coordinator, Central Reservations
DATE: June 27, 2022
SUBJECT: **REQUEST FOR THE PARKS AND RECREATION ADVISORY
COMMISION TO CONSIDER AUTHORIZING AND WAIVING THE SPEED
LIMIT FOR BICYCLES ON PARK TRAILS FOR THE JOAQUIN MILLER
PARK ENDURO MOUTAIN BIKE FUNDRAISER TO BE HELD ON
CINDERELLA, CHAPARRAL, AND CASTLE PARK TRAILS LOCATED IN
JOAQUIN MILLER PARK ON SATURDAY, AUGUST 6, 2022, FROM
7:00AM-5:00PM.**

SUMMARY

Nikolas Dittmar is the event organizer of the Joaquin Miller Park Enduro (JMP Enduro) a mountain bike fundraising event. Nikolas is in partnership with the Bicycle Trails Council of the East Bay (BTCEB). The Cinderella, Chaparral, and Castle Park trails will be in the format of timed trials with each trail as one stage. These trails will be closed to public use during the event. Riders will be timed for each stage separately and individually, without the need to pass other riders, improving the safety of the event.

Event organizers have shared that in addition to the fundraiser, the JMP Enduro will serve as a platform for spreading trail etiquette education. In partnership with the BTCEB, the following will be done to provide responsible trail riding education:

- Mandatory riders meeting for all event participants: This meeting will happen before any riding can begin and will cover responsible trail etiquette. Attendees who do not attend the meeting will not be allowed to participate in the event.
- Presentation at the awards ceremony: The awards ceremony will include messaging about how to be a responsible rider. Presenting at the awards ceremony will allow both event participants and spectators to become well-versed in proper trail riding etiquette.
- BTCEB booth: BTCEB will operate a booth at the staging area in the meadow. This booth will include information about responsible trail riding etiquette and how to become a member of BTCEB
- Informational emails: Emails will be sent to event participants before the event to set expectations on trial riding and after the event to reinforce how to ride responsibly.
- Social media posts: Posts will be made on the @jmpenduro Instagram account numerous times leading up to race day with information on responsible trail riding etiquette.

FISCAL IMPACT

Joaquin Miller Park Enduro paid all fees associated with the event of approximately \$1,976.00.

PROJECT / PROGRAM DESCRIPTION

The JMP Enduro has raised almost \$20,000 which, after event expenses, will all be donated to BTCEB as the non-profit partner. The funds raised have come from corporate sponsors and online registrations for riders. There will not be any on-site registration fees, goods for sale, or any other monetary exchange at the event. The money donated to BTCEB will be specifically earmarked for use in Joaquin Miller Park. This will help fund BTCEB's numerous projects within the park especially for maintaining trails and improving safety for all trail users. BTCEB has also committed to use the donated funds to help support projects from the Friends of Joaquin Miller Park and/or Friends of Sausal Creek. Overall, the funds generated by the JMP Enduro will be key in helping reverse the steady decline in the condition of Joaquin Miller Park.

BACKGROUND / LEGISLATIVE HISTORY

The City has no legislation allowing or restricting bike races in parks. Legislation states where/which trails bike riding is permitted in city parks and the bike riding speed limit is listed in Oakland Municipal Code 12.60.022.

12.60.020 - Bicycle operation rules—Violation—Penalty.

It is unlawful to operate a bicycle on any trail within the city in an unsafe, reckless, dangerous or negligent manner. No person shall operate a bicycle in excess of fifteen (15) miles per hour, nor in excess of five miles per hour when passing pedestrians or equestrians or when approaching and negotiating a blind turn, nor at a greater speed than is reasonable or prudent. Within city parks, bicyclists can ride on named trails only and are prohibited from operating bicycles off-trail. Bicyclists must obey all posted signs and rules. Bicyclists must call out when passing pedestrians, or other bicyclists and then must pass to the left. Bicyclists must yield to equestrians by calling out and requesting instructions to pass. The City Manager, or his or her designees, shall determine trail accessibility for bicyclists. Any person who violates this section shall be guilty of an infraction punishable as provided in Chapter 1.28 of this code.

RECOMMENDATION

Staff recommends that the Park and Recreation Advisory Commission consider authorizing the event and waiving the speed limit for bicycles on park trails with mitigation as described in the report for the Joaquin Miller Park Enduro mountain bike fundraiser to be held on Cinderella, Chaparral, and Castle Park trails located in Joaquin Miller Park on Saturday, August 6, 2022, from 7:00am-5:00pm.

Respectfully submitted,

/s/Zermaine Thomas

Prepared by: Zermaine Thomas
Special Events Coordinator

/s/ Dana Riley

Approved by: Dana Riley
OPRYD Interim Director

Attachments: Exhibit A – Joaquin Miller Park Enduro Letter
Exhibit B – Joaquin Miller Park Enduro PowerPoint Presentation

Joaquin Miller Park Enduro

A solution to the crisis in Joaquin Miller Park

Joaquin Miller Park is in a crisis that began in 1978 when California passed proposition 13, a measure that limited property taxes, resulting in a smaller government budget. This smaller budget meant budget cuts and a reduction of funding to Joaquin Miller Park. Before proposition 13, Joaquin Miller Park had arborists, park rangers, and regular maintenance. Currently, Joaquin Miller Park does not have park employees and maintenance has been relegated to volunteer work by nonprofit organizations. Joaquin Miller Park's only income is from donations to the nonprofit stakeholders of the park. Unfortunately, the amount of money raised through these means is inadequate for the level of maintenance needed to maintain the park. The condition of the park has been in a steady decline for many years due to the park maintenance not meeting the demand presented by the park's thousands of users. To solve the crisis in Joaquin Miller Park, more funding is required. However, with limited available government funding, an innovative solution is needed.

Presenting the Joaquin Miller Park Enduro, a method of raising money to help with this crisis. The Joaquin Miller Park Enduro (JMP Enduro) is a mountain biking fundraiser planned for August 6, 2022. The event has been in the planning stages for almost a year in close partnership with the Bicycle Trails Council of the East Bay (hereafter BTCEB). The event will take place on the Cinderella, Chaparral, and Castle Park trails and will be in the format of a timed trial with each trail as one stage. These trails will be closed to public use during the event. Riders will be timed for each stage separately and individually, without the need to pass other riders, improving the safety of the event. Riders will use multi-use trails to get to the start of the next stage and be expected to use proper trail etiquette that will be enforced by course marshalls throughout the route. Timing for only the three stages will be totaled for each rider to determine the winner. The event currently has approximately 100 participants registered. Several spots are being held in reserve for women and minors, who are underrepresented due to registration issues. The permit and event insurance have a limit of 150 participants, a number that will not be reached as the current unsold registrations will only be given out sparingly. An event of 100 riders is big enough to reach many riders but small enough to make the planning manageable and impact on the trails minimal.

At the time of this report, the event has raised almost \$20,000 which, after event expenses, will all be donated to BTCEB as the non-profit partner. The funds raised have come from corporate sponsors and online registrations for riders. There will not be any on-site registration fees, goods for sale, or any other monetary exchange at the event. The money donated to BTCEB will be specifically earmarked for use in Joaquin Miller Park. This will help fund BTCEB's numerous projects within the park especially for maintaining trails and improving safety for all trail users. BTCEB has also committed to use the donated funds to help support

projects from the Friends of Joaquin Miller Park and/or Friends of Sausal Creek. Overall, the funds generated by the JMP Enduro will be key in helping reverse the steady decline in the condition of Joaquin Miller Park.

In addition to being a fundraiser, the JMP Enduro will serve as a platform for spreading trail etiquette. In partnership with the BTCEB, the following will be done to spread responsible trail riding:

- Mandatory riders meeting for all event participants: This meeting will happen before any riding can begin and will cover responsible trail etiquette. Attendees who do not attend the meeting will not be allowed to participate in the event.
- Presentation at the awards ceremony: The awards ceremony will include messaging about how to be a responsible rider. Presenting at the awards ceremony will allow both event participants and spectators to become well-versed in proper trail riding etiquette.
- BTCEB booth: BTCEB will operate a booth at the staging area in the meadow. This booth will include information about responsible trail riding etiquette and how to become a member of BTCEB
- Informational emails: Emails will be sent to event participants before the event to set expectations on trail riding and after the event to reinforce how to ride responsibly.
- Social media posts: Posts will be made on the @jmpenduro Instagram account numerous times leading up to race day with information on responsible trail riding etiquette.

Most irresponsible trail riders lack knowledge of proper trail riding etiquette and simply do not understand the impact of riding on unsanctioned trails or how to respect other trail users. The JMP Enduro is a way to connect to riders that may not be aware of groups like the BTCEB that have worked for many years to promote respectful riding at JMP or that haven't been introduced to respectful trail etiquette. It will serve as an avenue to reach a segment of JMP trail users that may not have been reached in the past. The educational events described above will add to the educational outreach of the BTCEB and Oakland Bike Patrol and continue to increase the number of responsible riders on all multi-use trails in JMP, the East Bay, and beyond. The responsible riding messaging that will be broadcast by the event is featured in this video:

<https://vimeo.com/454200847/c75f2e689a>

To mitigate any trail damage caused by the event and to serve as an immediate fix to the ongoing trail degradation at Joaquin Miller Park, BTCEB will lead trail work days before and after the event. The trail work days are currently planned for July 16, July 23, July 30, and August 13 of this year with three of the trail work days happening before the event and one after. The goal of the pre-event trail work days is to ensure that the trails are in the best possible condition for the event and the post-event trail work day's goal is to fix any damage caused by

the event. Note that more trail work days may be added to ensure that the overall trail condition after the event is better than it was before the event trail work days. The trail work days themselves will consist of around fifteen volunteers and work will be focused on Cinderella, Chaparral, and Castle Park trails. These trails are the most eroded in the park and are in dire need of maintenance.

The Joaquin Miller Park Enduro is a small event with a little over 100 participants. Past estimates have conservatively estimated that a weekend day typically draws 500+ mountain bikers and 1000+ pedestrians. The three trails reserved for the race are some of the most popular mountain bike trails and least popular among hikers. The three trails will be closed to the public on race day, with signage posted in advance. The net number of mountain bikers in the park will likely be at most a small increase, but more likely an actual decrease since the normal users of these trails will either be racing or refrain from attending due to the closures. Additionally, the exclusive use of these trails by race participants will be similar to that of a typical weekend day and not promote excess trail wear and tear.

In conclusion, the Joaquin Miller Park Enduro will be a beneficial event for Joaquin Miller Park. Not only will it raise upwards of \$20,000 for use solely in the park, but it will also serve as a platform for spreading responsible trail riding etiquette. The dedicated trail days will be an immediate fix to some of the degrading trails of Joaquin Miller Park. In addition to the improved infrastructure, this event has the potential to improve the relationship between all park users through education that will reinforce proper trail use. If this event does not happen, Joaquin Miller Park will only continue to deteriorate. When all things are considered, the overall impact of the event is massively positive. Joaquin Miller Park needs this event.

JMP ENDURO OPRYD PRESENTATION 2022

Niko Dittmar

Background



Joaquin Miller Park is in a crisis

Joaquin Miller Park has been deteriorating due to a lack of maintenance. The current amount of maintenance being done in the park has not meet the demand presented by the usage levels for many years. This problem was only exasperated by the COVID-19 pandemic which saw the park's visitor count increase by over fourfold.

Many people have been sounding the alarms about JMP

"The ecological processes at [Joaquin Miller] Park are being stressed to the point whereby irreversible damage across the Sausal Creek watershed may be unavoidable." (T. Vendlinski, personal communication, June 9, 2022)

"[Joaquin Miller Park] has been neglected and overdue for maintenance for many years." (Friends of Joaquin Miller Park, 2021)

"The current use levels at [Joaquin Miller Park] ... are almost certainly exhausting the topsoil, limiting the Park's ability to support the natural propagation of native flora and fauna, and leave the Park much less resilient to future disturbances and disease." (Palsa & Harith, 2021)

What caused the crisis at Joaquin Miller Park

- Proposition 13 in 1978 - limiting property taxes, leading to budget cuts and the ~~reduction of funding to Joaquin Miller Park.~~
- "Prior to 1978's Proposition 13 ..., Joaquin Miller Park had many rangers and the City had 10 teams of arborists." (Friends of Joaquin Miller Park, 2021)
- No park employees, maintenance has been relegated to ~~volunteer work and non-profit organizations.~~



The issue is the lack of
money.

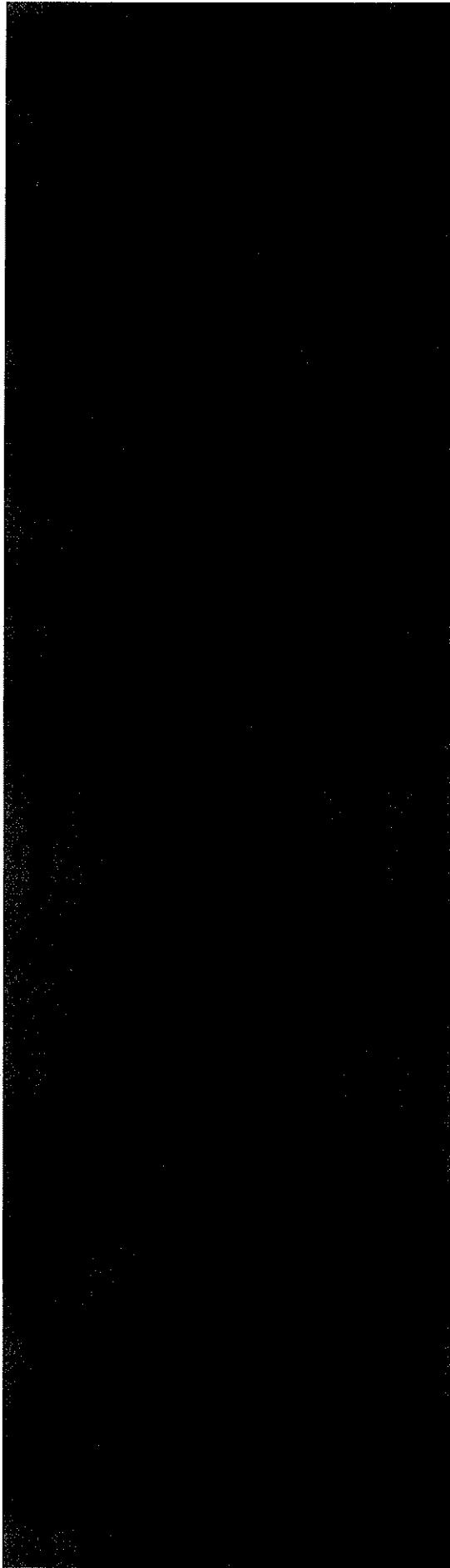
Raising money is hard

- **Can't rely on donations alone**
 - The park has been relying on donation money for the last decade and judging by the current state of the park, it is not enough.
- **Getting government funding is hard, not timely, and often inadequate.**
 - Needs to be passed by voters
 - Need to conform to election cycle
 - Funding may be specific when general funding is required.
 - Example: "While Measure Q was passed by voters in 2020 to address park maintenance and homelessness, the only money allotted for JMP is for bathroom cleaning." (Friends of Joaquin Miller Park, 2021)

The problem of funding is one that

requires innovation.

The solution: JMP Enduro



The event: A fundraiser for Joaquin Miller Park

FUNDRAISING GOAL: \$20,000

The event has already raised ~~nearly \$20,000~~, all of which will go to support

[Joaquin Miller Park](#).

ALL EVENT PROCEEDS ARE DONATED

Other event benefits

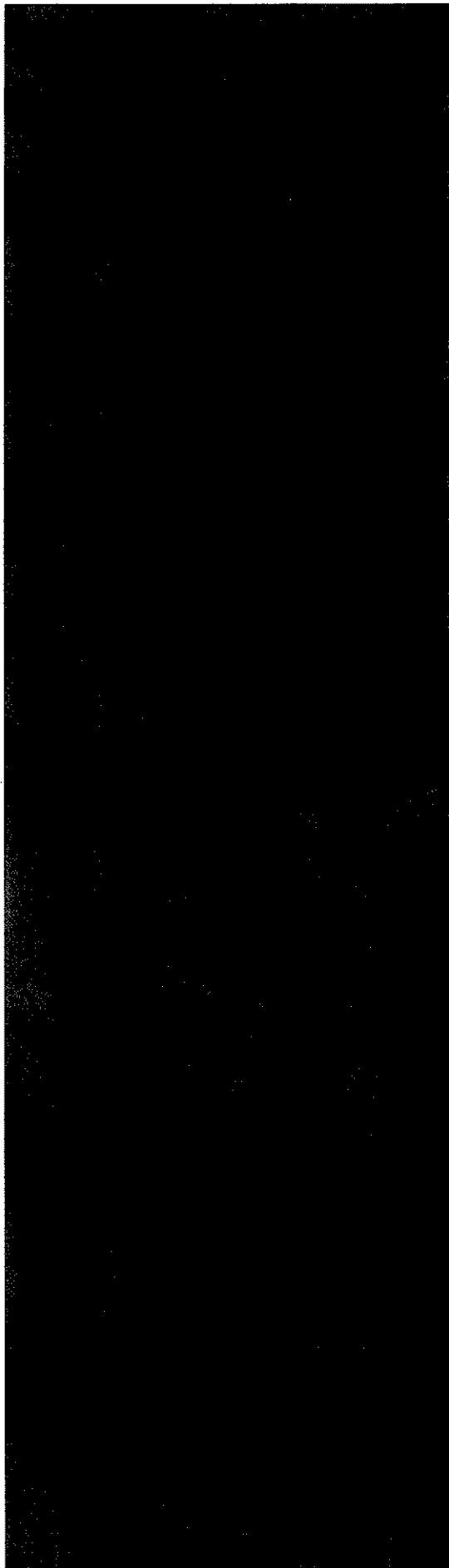
- Serves as an immediate fix to the ongoing trail degradation.
 - Currently there are 4 trail work days planned for before and after the event
 - We will work on the most damaged and eroded trails.
 - Cinderella
 - Chaparral
 - Castle Park
- Serves as a platform for spreading responsible trail etiquette.
 - All event participants are required to attend a informational session on trail etiquette on the day of the event
 - Riders who break trail etiquette risk disqualification.
 - All event participants (including spectators) will receive a training about responsible trail use during the awards ceremony.
 - Social Media messages and email communications leading up to and after the event will continue to promote responsible trail use

Answers to common concerns

Concern 1: the event
will damage the park

**False, there are many reasons why the JMP Enduro will
not cause trail damage.**

Reason 1: rider limit



~100

Rider count for the JMP Enduro

~500

Riders use the park per Saturday (Palsa & Harith, 2021) (informal headcount)

Joaquin Miller Park will see less than a third the normal
riders

Considering the following facts:

- Castle Park, Cinderella, and Chaparral trail will be closed during the event (which takes up most of the day).
- Castle Park, Cinderella, and Chaparral trail are the main mountain bike trails in the park
- Due to these trail closures, there will be a reduced amount of mountain bike traffic from outside the event.
 - The rider count for the JMP Enduro represents a close estimate of the overall amount of mountain bike trail users on the day of the event.

Fewer riders = less than average damage to the park

&

**The JMP Enduro will actually reduce the amount of
trail use/ damage that would normally be expected**

on August 6, 2022.

Reason 2: Trail Work Days

- There are four trail work days scheduled for before and AFTER the event.
- These will improve the trails for the event and will repair any damage done by the event
- Note: trail work days may be added to ensure that the trails are in the best condition possible after the event.

The net trail damage after the event will be negative!

In fact, the trails will be in BETTER condition after than before the event.

Concern 2: the event is

large

False, the JMP Enduro is actually small.

The event currently has <100 participants. Rider limit is set at 150, but tickets will be given sparingly and only to allow for participation of under-represented groups.

- This number is less than a third of the average daily riders using the park.
- There have been many other events of much larger size.
 - Cinderella Trail Run
 - Over 200 participants
 - SuperPro CX
 - Over 400 participants

Concern 3: the event
sets a bad precedent

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The event itself is not
precedent breaking.
Rather it sets a new

precedent in the way it
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Joaquin Miller Park event history.

- Joaquin Miller Park regularly hosts many special events, including bike races
 - Numerous cross country, unicycle, and cyclocross races in the past
 - There have even been many raves at the park
- Joaquin Miller Park regularly hosts events much larger than the JMP Enduro
 - Coastal Trail Runs hosted a cross country running race in Joaquin Miller Park last Saturday (June 11, 2022)
 - Annual event since 2011 (except 2021) with over 200 participants
 - Cyclocross Race- 450 participants
- To my knowledge, no event in Joaquin Miller Park has ever raised over \$20,000 solely to benefit the park

World by world comparison

August 6 with the JMP Enduro

- <150 mountain bikers using the trails
- Less than normal trail damage
- \$20,000+ raised for JMP
- Focus on message of responsible trail riding etiquette.
- Countless other benefits such as community bonding, getting people outdoors, and more.

August 6 without the JMP Enduro

- ~500 mountain bikers using the park
- Normal trail damage
- Continual decline of Joaquin Miller Park

References

Friends of Joaquin Miller Park. (2021, May 21). *Park Improvement Plans*. Friends of Joaquin Miller Park.

<https://www.fojimp.org/park-improvement-projects/>

Palsa, M., & Harith, A. (2021, March 22). *REQUEST FOR THE PARKS AND RECREATION ADVISORY COMMISSION TO RECEIVE AN*

INFORMATIONAL REPORT FROM OAKLAND-RESIDENT, MEGAN PALSA, ON THE ENVIRONMENTAL IMPACTS TO JOAQUIN MILLER PARK AS A RESULT OF THE CURRENT USE IN CONJUNCTURE WITH THE ABSENCE OF ADEQUATE CITY

MONITORING. Parks and Recreation Advisory Commission.

<https://cao-94612.s3.amazonaws.com/documents/Parks-and-Recreation-Advisory-Commission-PRAC-Agenda-4-14-21.pdf>

Parks and Recreation Advisory Commission. (2021, August 11). *PRAC Meeting Minutes*. Parks and Recreation Advisory Commission.

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The JMP Enduro will actually reduce the amount of
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on August 6, 2022.**

Reason 2: Trail Work Days

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