

PROPOSAL TO MEASURE DD COMMUNITY COALITION FOR

ACTION TO TRANSFORM DD's "HOSTED" WALKING TOUR INTO A "SELF-GUIDED" WALKING TOUR OF ** LAKE MERRITT BOULEVARD & THE ESTUARY CHANNEL **

19 September 2016

SUBJECT: Designate & charge a Measure DD Task Force to transform the "Walking Tour of Lake Merritt Boulevard and Estuary Channel" into a "Self-Guided Tour" that interested readers can download and carry-out individually or in groups of their formation, and at their convenience. This would accomplish the goal of enabling the tour to be readily usable, as opposed to being another well-meaning plan waiting to be absorbed into the city's present full schedule of guided tours.

ISSUE: In October 2015, the "Measure DD Lake Merritt Blvd Walking Tour Task Force" completed several months of meetings, planning, and site-testing a walking tour of then recently completed reconstruction of the E 12th Street environs into the magnificent Lake Merritt Blvd, and presented its final report of a "hosted" tour and activation plan to the October meeting of the Coalition. The intended goals of the "Lake Merritt Boulevard Walking Tour Plan" was a "no fee" tour to participant walkers that would be accepted and incorporated into the official walking tour program of the City of Oakland. The completed tour highlights Measure DD improvements at the south boundary of Lake Merritt, including its new tree-lined boulevard, new 4-acre park including the Lake Merritt Amphitheater, new multi-use pedestrian and vehicular bridges, walking paths along both shores of the widened Estuary channel, a new children's' play area, a planted new tidal marsh, and water quality improvements of the channel.

TASKS:

1. Review the "script" for each "tour stop." Expand or adjust as seems needed.
2. Determine if photos or illustrations of "items of interest" at particular "stops" are desired. If so, provide.
3. Determine if appropriate historical references or researched sources should be cited. If so, conduct applicable research and insert.
4. Determine if the tour document should include a "location map," and if "points of interest" in the vicinity of Lake Merritt Blvd should be highlighted. If so, provide.
5. Determine whether to illustrate (future) Bay Trail connections to Lake Merritt and the Estuary pathways.
6. Coordinate an attractive graphic design of the tour document, and format as a document downloadable from the Measure DD website.
7. Suggested Cover Illustrations: << Aerial photo of Amphitheater area during the dedication of LM Blvd >> and/or << Aerial photo of Amphitheater area during the 2015 Warriors Celebration >>

TASK FORCE:

1. 2 to 3 DD members or associates' volunteers
2. Visit the tour locale, and make determinations regarding potential supplemental tasks, as ID'd.
3. Develop a plan, schedule, and individual assignments to complete agreed tasks
4. Carry out and coordinate agreed tasks.
5. Make a final presentation to Measure DD Coalition for acceptance and posting.