



## MEMORANDUM

Date: June 10, 2014  
To: Bryan Montgomery, City Manager  
From: Lindsey Bruno, Recreation Manager &  
Oakley Youth Advisory Council  
Subject: **Approval of Youth Master Plan Update**

Approved and Forwarded to  
City Council

  
Bryan H. Montgomery, City Manager

### **Summary and Background**

The Oakley Youth Advisory Council has worked with Staff on the Youth Master Plan implemented in 2009. In addition to the Master Plan getting the Oakley Youth Advisory Council involved in various City events and other community events there have been various programs created which have been very successful. The Master Plan has resulted in programs including It's A Girl Thing and Boyz Time which were awarded the 2010 Award of Excellence by the California Parks and Recreation Society. The Plan is also led to for the implementation of the successful Junior Recreation Leader program, Excellent Leaders in Training. It was also responsible for increasing our Youth Council to include 21 spots and to include more youth in the program.

In an effort to update the Youth Master Plan the Oakley Youth Advisory Council surveyed over 1,000 youth and used the results of these surveys to establish new action items for the 2014/2016 Youth Master Plan. The top issues identified by youth were Peer Pressure/ Bullying, Pressure to Get Good Grades and Mental Health Issues.

In an effort to create consistency the Youth Advisory Council will keep the Youth Master Plan in sync with the Strategic Plan.

### **Fiscal Impact**

Efforts are funded through grant funding from the Vesper Society.

### **Recommendation**

Staff recommends adoption of the Oakley Youth Master Plan, including the specific 2014/2016 Action Items.

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**Attachments**

1. Youth Master Plan
2. Resolution



A PLACE for FAMILIES  
in the HEART of the DELTA

# YOUTH MASTER PLAN 2014-16





# YOUTH PROGRAM AREAS OF FOCUS

## YOUTH CIVIC PARTICIPATION

We will foster civic involvement in youth. Provide additional opportunities for youth to become more involved in the community.

## DEVELOP EFFECTIVE FORMS OF COMMUNICATION TO ACTIVELY ENGAGE YOUTH

We will enhance our public information efforts and work to give youth equal access to participation in city sponsored programs and events.

## PARTNERSHIP WITH LOCAL BUSINESS AND ORGANIZATIONS

We will work to ensure youth have representation and involvement with local committees, business community and non-profit organizations in Oakley.

## ENSURE THAT YOUTH HAVE RESOURCES TO SUPPORT MENTAL AND SOCIAL WELL-BEING.

We will work to provide informational resources to help youth cope with stress, and provide for their general mental and social well-being.

## INCREASE OPPORTUNITIES FOR SPECIAL INTEREST CLASSES

We will actively work to increase the number of special interest classes offered by the Recreation Division to meet the needs of youth.



**Area of Focus #1:**

**YOUTH CIVIC PARTICIPATION**

**We will foster civic involvement in youth. Provide additional opportunities for youth to become more involved in the community.**

**Action items:**

- 1.a.** Coordinate to meet with local youth councils and commissions.
- 1.b.** Provide semi-annual updates to City Council
- 1.c.** Represent Oakley Youth Advisory Council at City and Community events.
- 1.d.** Coordinate annual presentation to area leadership classes.
- 1.e.** Create a way to recognize youth who are providing positive community service in Oakley.
- 1.f.** Continue existing Youth Council events including It's A Girl Thing, Boyz Time, Movie in the Plaza and partnering for Marsh Creek Coastal Clean Up.

**Area of Focus #2: DEVELOP EFFECTIVE FORMS OF COMMUNICATION**

We will enhance our public information efforts and work to give youth equal access to participation in city sponsored programs and events.

**Action items:**

- 2.a. Create an OYAC social media presence on Instagram, Twitter and Facebook
- 2.b. Coordinate marketing efforts to include school announcements and posters at schools.
- 2.c. Develop an Oakley Youth Advisory Council logo to more effectively identify the Youth Council.

**Area of Focus #3: PARTNERSHIP WITH LOCAL BUSINESS AND ORGANIZATIONS**

**We will work to ensure youth have representation and involvement with local committees, business community and non-profit organizations in Oakley.**

**Action items:**

- 3.a.** Coordinate meeting with Economic Development Manager
- 3.b.** Continue to have a Youth Council member on the You, Me, We= Oakley project committee.
- 3.c.** Coordinate a job/application workshop for teens.

**Area of Focus #4: ENSURE THAT YOUTH HAVE RESOURCES TO SUPPORT MENTAL AND SOCIAL WELL-BEING.**

We will work to provide informational resources to help youth cope with stress, and provide for their general mental and social well-being.

**Action items:**

- 4.a. Create and distribute youth service information
- 4.b. Partner with You, Me, We= Oakley to facilitate an anti-bullying program at schools.
- 4.c. Facilitate a meeting with local officials to discuss issues facing youth.
- 4.d. Host an event to help introduce stress and coping techniques to youth.



**Area of Focus #5: INCREASE OPPORTUNITIES FOR SPECIAL INTEREST CLASSES**

**We will actively work to increase the number of special interest classes offered by the Recreation Division to meet the needs of youth.**

**Action items:**

- 5.a.** Work with the Recreation Department to solicit independent instructor classes that address the needs and desires for Oakley Youth.

RESOLUTION NO. \_\_\_\_\_

**RESOLUTION OF THE CITY COUNCIL OF THE CITY OF OAKLEY  
APPROVING THE 2014/2016 Youth Master Plan**

**BE IT RESOLVED** that the 2014/2016 Youth Master Plan, attached as Exhibit "A", are hereby approved by the Oakley City Council.

The foregoing resolution was adopted at a regular meeting of the City Council of the City of Oakley held on the \_\_\_\_\_ day of March, 2014, by Councilmember \_\_\_\_\_, who moved its adoption, which motion being duly seconded by Councilmember \_\_\_\_\_, was upon voice vote carried and the resolution adopted by the following vote:

AYES:

NOES:

ABSTENTION:

ABSENT:

APPROVED:

\_\_\_\_\_  
Randy Pope, MAYOR

ATTEST:

\_\_\_\_\_  
Libby Vreonis, CITY CLERK

\_\_\_\_\_  
Date