



STAFF REPORT

Date: August 8, 2017
To: City Council
From: Bryan Montgomery, City Manager
SUBJECT: **WORK SESSION regarding Parades**

Approved and Forwarded to City Council:


Bryan Montgomery, City Manager

Background

There has been discussion of having more parades over the years and, most recently, Councilmember Alaura requested that we discuss the idea more formally in a work session. Currently, there are four annual parades in Oakley: Freedom High School Homecoming, East County Little League Opening Day, the Flor do Oakley Holy Ghost Parade, and St. Anthony's Our Lady of Guadalupe Parade. (There is also a small, on-site parade of costumes at the Harvest Festival).

Analysis

As with all community events, there is quite a bit of planning and other "behind-the-scenes" costs related to holding a parade. Depending on the location and the length of the parade route, the road closure costs alone (Police and Public Works) can exceed \$3,500. Also, depending on the role of planning and execution that other City staff might play, the costs can easily be another \$3,500. (If a community group/organization handled the planning and parade day logistics, City staff would still be involved and attend some coordination meetings, but this scenario could cut the other City staff costs by at least one-half).

With all that said about costs, parades can be a great way to get a number of residents and groups involved in celebrating something together as a community. The cost of \$5,000 to \$8,000 may very well be worth this opportunity to build community, and Staff looks forward to the City Council's direction.

Staff has discussed if there might be an existing event where a parade could be added. Due to the size and the staff requirements of the Cityhood Celebration, the Heart of Oakley and the Annual Tree Lighting, those were determined not to be the best times for a parade (we just would not have the personnel available). The Harvest Festival, Memorial Day, or Veterans Day events may be good candidates, with perhaps Veterans Day being the most practical and the event most likely to attract a community group(s) to conduct the planning and parade day logistics.

Related to encouraging participation from other community groups, another idea would be to send out a request for proposal (RFP) that solicits proposals from community groups willing to plan and execute a parade for the community. This idea would help measure interest from these groups and may help come up with some new ideas. There would be Staff and Council time required to prepare the RFP documents and to review/score any responses.

Recommendation

Provide input and any direction to Staff regarding parades. If adding a parade is the desire of the Council, Staff recommends that the Veterans Day celebration be considered first.