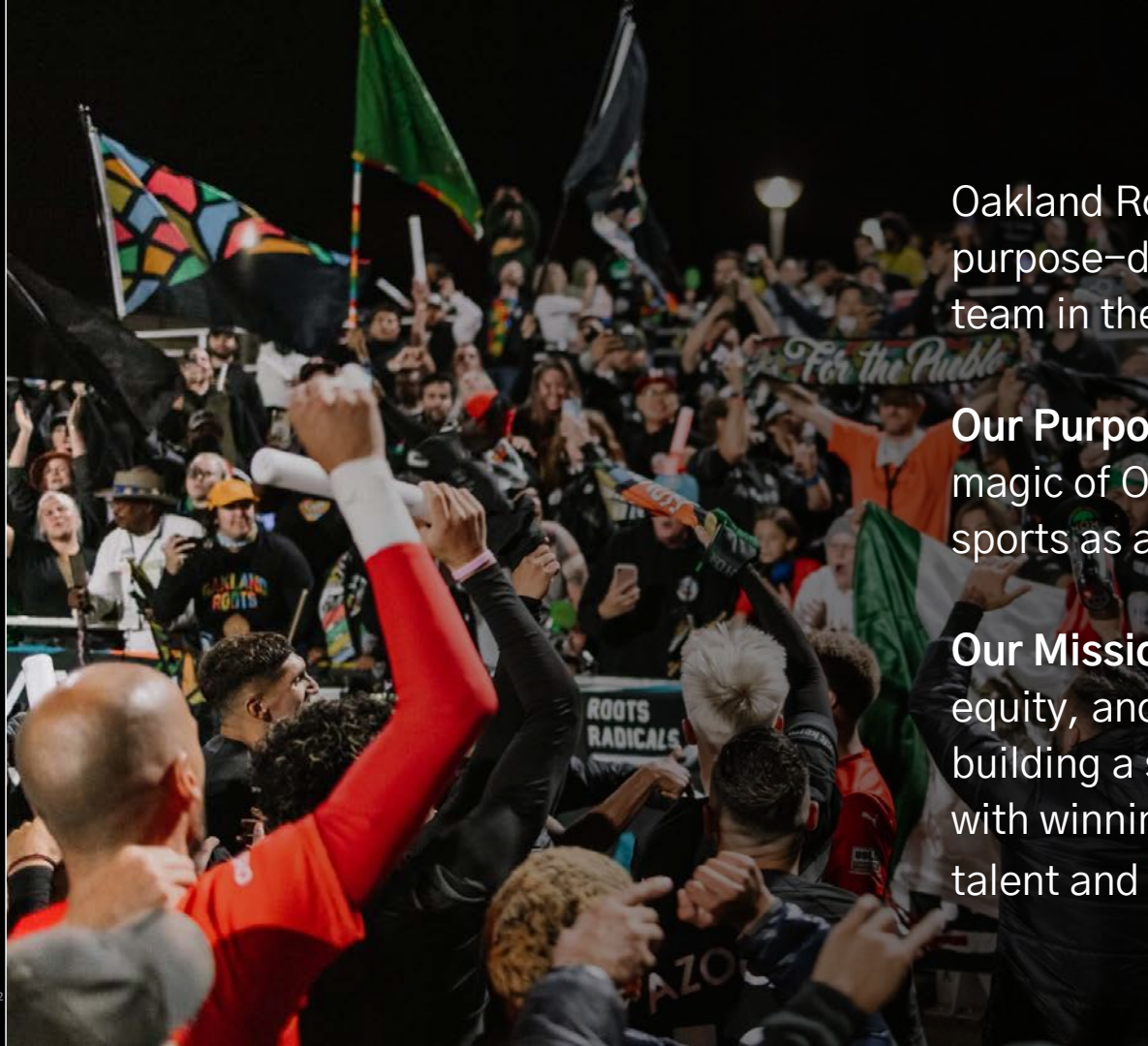




**OAKLAND ROOTS & SOUL SC
TRAINING FACILITY PROPOSAL**

June 2026



Oakland Roots & Soul SC is the first purpose-driven, professional sports team in the USA.

Our Purpose is “to harness the magic of Oakland and the power of sports as a force for social good.”

Our Mission: Increase the health, equity, and happiness of Oakland by building a sustainable pro sports club with winning teams that develop talent and a world class brand.

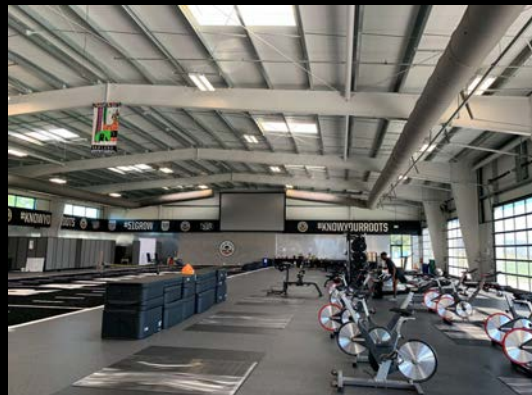


CLUB STRUCTURE

United Soccer League (USL)

- Oakland Roots
(Men's Professional)
- Oakland Soul
(Women's Pre-Professional)
- Project 510
(Youth Development/Academy)

ROOT & SOUL TRAINING FACILITY & HQ





ON SITE ACTIVITIES

Roots Training

Soul Training

Project 510 Training

Project 510 Matches

Front Office Operations

Fan Appreciation Events

Club Investor Briefings

Volunteer Coaches Training

Women's Rugby

Spiders Ultimate Frisbee

Collegiate Football

Collegiate Soccer

Wrexham Soccer Club

Women's Tackle Football

Business Group Events

- Alameda

- Oakland

- Bay Area Council

Corporate Holiday Parties

Corporate Retreats

Oakland Rotary Club

Special Olympics Training

Youth Camps

- Girls Inc

- Copa Youth ID Camp

- Let The Kids Play

- CSUEB Youth Camp

NorCal Soccer Symposium

International Teams

- Mexico National Team

- Japan Women's National

- Wales Women's National

- Cruz Azul (Mexico)

- Celta De Vigo (Spain)

- Panama National

- Atlas (Mexico)

- El Salvador National

- Guatemala National

- Martinique National

- Jamaica National

- Australia Socceroos

Average Attendance: 50 - 500



ON SITE ACTIVITIES



#51GROW





COMMUNITY TRAINING
SESSION JUNE 3

IN THE COMMUNITY

- Leadership Alameda
- Watch Party @ USS Hornet Museum
- Tabling/Team Building at Corica
- Alameda Chamber of Commerce
- Alameda Donut Run
- Encinal High School
- Alameda Soccer Club
- Alameda Restaurant Week
- Alameda Based Partnerships
 - Penumbra
 - SemiFreddis
 - McGuire Hester



Referees @Alameda Soccer Club Tourney



Encinal High School Production



Leadership Alameda



USS Hornet Watch Party

NEAR TERM EXPLORATION: Match Day Facility

- Match Day Locations: 4 Locations in 6 Years
- Uncertainty at Oakland Coliseum
- Permanent Plans: Howard Terminal or Oakland Coliseum
- Goal: Reliable Location for Home Matches for 3 - 5 Years



Laney College



CSU East Bay



Oakland Coliseum



VISION & GOALS: TEMPORARY VENUE

- Be close to our home base of Alameda/Oakland/Inner East Bay
- Provide an amazing, intimate experience for our fans
- Field both the Roots and Soul in the same location
- Be a stable home for the Club's games over the next 3 - 4 years
- More control over the facility to support events and activities in support of our purpose and the community



MATCH DAY FACILITY: COMMUNITY ENGAGEMENT

- Harbor Bay Business Park Association
- Alameda Soccer Club BOD
- Alameda Chamber of Commerce
- Downtown Alameda Business Association
- 200+ Alameda-Based Community Investors & Season Ticket Holders
- Community of Harbor Bay Isle Owners Assn Board



MATCH DAY FACILITY: POTENTIAL CONCERNS

- Transportation/Traffic
- Adequate Parking
- Sound/Noise
- Lighting

TRANSPORTATION MANAGEMENT MEASURES



Reduce Auto Volume:

- Shuttle from BART
- Incentives for High Occupancy Carpools
- Secure Bike Valet

Avoid Neighborhood Streets:

- Encourage Use of Hegenberger and 98th Avenue for Non-Locals
- “Local Traffic Only” Signs at Key Intersections

Safe Streets, Manage Traffic Flow:

- Lot Assignments at Time of Ticket Sale
- Traffic Control Officers to Manage Key Intersections
- Specific Parking Lot Assignments/Advance Purchase
- “Geofencing” for Rideshare Drop-Off/Pick-Up
- Traffic Signal Management

VEHICLE ACCESS: PARKING & SHUTTLE ROUTE

Transportation Modes

- BART/Shuttles
- Carpools
- Ride Share
- Bike Valet
- Parking (Nearby and Remote/Shuttle)

Parking

Harbor Bay Biz Park	5,125 (2,100)
Hegenberger Corridor	820
Airport Area Parking	3,845
Coliseum BART	847

Anticipated Need:	3,118
Fan Parking (2.5 avg)	2,816
Staff Parking	300

Local Traffic Management

- Lot Assignments at Time of Ticket Sale
- Traffic Control Officers
- Light Signal Management
- "Local Traffic Only" Limitations

MATCH DAY FACILITY: POTENTIAL CONCERNS

Lighting

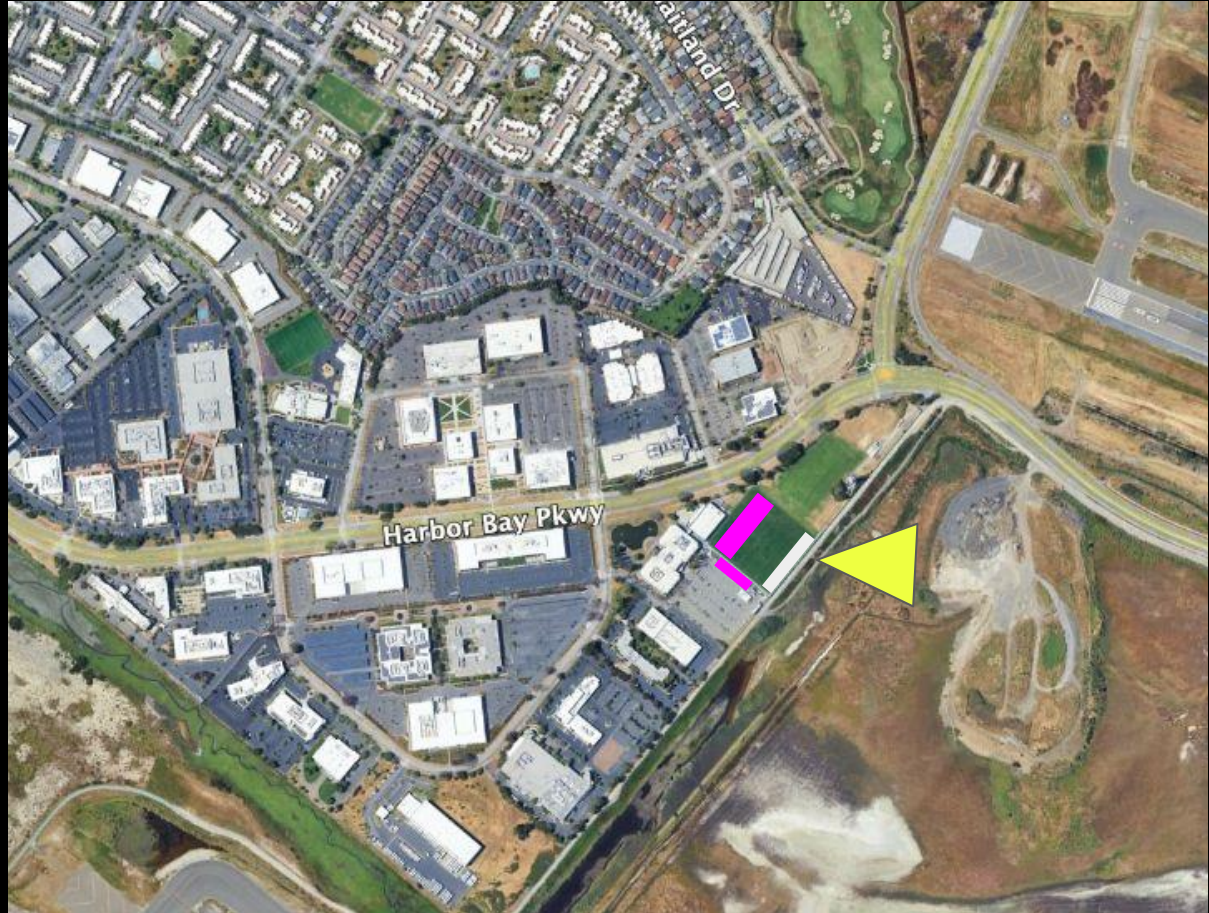
- LED
- Directional Control
- Shielding to Minimize Spillover
- Dark Skies Ordinance



MATCH DAY FACILITY: POTENTIAL CONCERNS

Sound/Noise

- Majority of Fans Facing Away from Neighborhoods
- Amplified Sound Directed Down & Toward Airport
- dB Control







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