



PRESENTED BY CASSANDRA CARON

BAY BRIDGE BMX



OUR MISSION

The mission of Bay Bridge BMX is to positively impact Alameda through a beginner BMX racing league, public recreational riding, and competitive racing and to build a safe, family friendly environment for families to gather, exercise and lead healthy lifestyles.



WHY BMX?

BMX racing has seen unprecedented growth over the past ten years. From a small pocket of California riders in the 1960s, to the Olympic Games today, BMX has evolved into a global sport for hundreds of thousands of participants around the world. In fact, The Sports and Fitness Industry Association has named BMX Racing as the fastest growing sport, largely due to more accessible BMX parks around the U.S.A.

BMX is also a family sport with structured programming for participants 2 years and up. Many parents and grandparents can be seen participating right alongside their child or grandchild. BMX focuses on individual personal growth and allows participants who both excel and do not excel at traditional stick and ball sports, to participate.

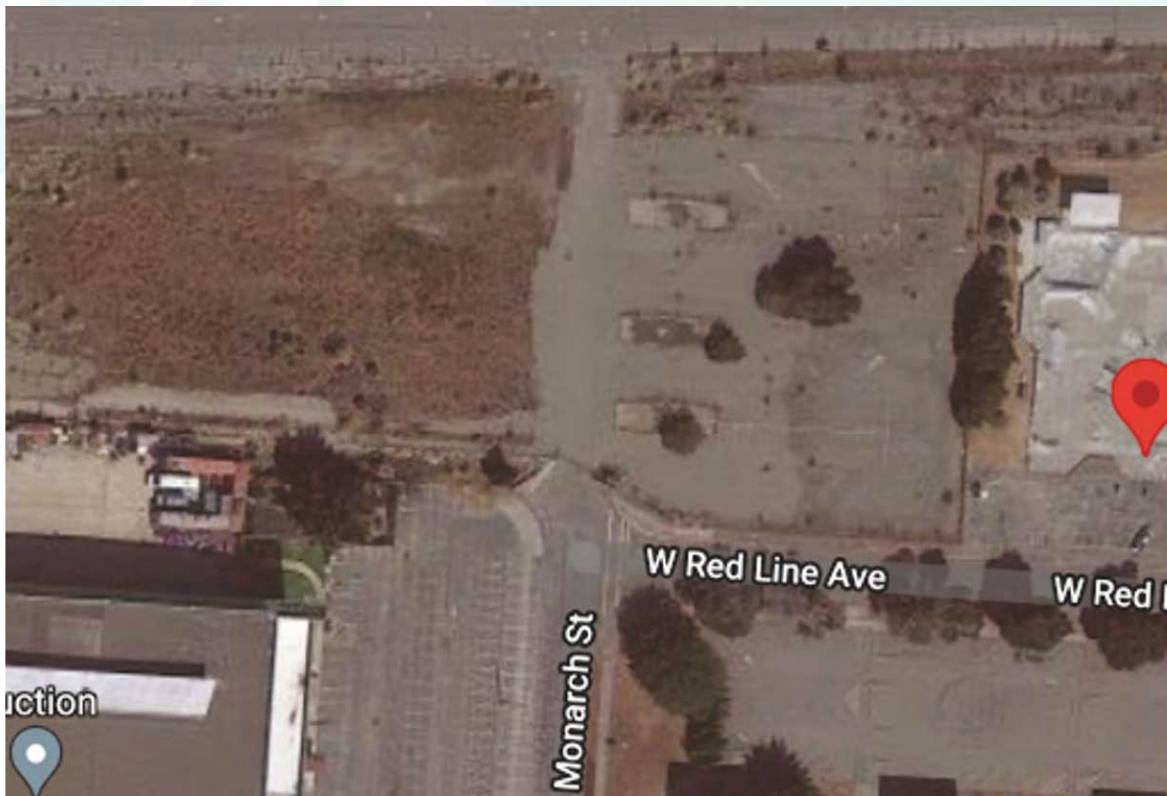
SFIA Top Ten Fastest Growing Sports – 3 Year Participation Rate		
Sport/Fitness Activity		3-Year Average Annual Growth
1	Bicycling (BMX)	13.3 %
2	Cardio Tennis	11.3%
3	Triathlon (Non-Traditional/Off Road)	10.5%
4	Skiing (Freeski/Freestyle)	9.7%
5	Pickleball	8.5%
6	Rugby	8.4%
7	Hiking (Day)	7.5%
8	Trail Running	6.7%
9	Cross-Training Style Workouts	6.6%
10	Stand Up Paddling	6.5%





PROPOSED LOCATION

With the land already designated for the future sports complex, parking & bathrooms just a few feet away, and low impact on local housing/neighborhoods, the space just to the west of the skate park located at the corner of Monarch Street and West Redline Avenue, is ideal. Just a few blocks over, on the strip of asphalt that borders Seaplane Lagoon, hundreds of bicycle enthusiasts ride weekly. Knowing bicycle enthusiasts already frequent the base supports that more riding spaces are desired and the space will be utilized. The lot has ample room for a high quality BMX track and room for the future addition of a pump track, should interest and fundraising allow.



PROPOSED TRACK LAYOUT



BMX RACING LEAGUE

BMX Racing League is the premier way to build a grass roots program and draw local interest in the sport.

Program typically runs in 6 week sessions, on Saturday or Sunday, for 2 hours per class, 6 classes total. Standard entry is \$149 and includes number plate, Bay Bridge BMX Jersey, and a Pizza party at the conclusion.

- League is only for Non USA BMX riders who are beginners to the sport.
- League focuses on teaching basic riding skills, fun, and very friendly competition.
- League is taught by local BMX pro's. We have several in mind to help spearhead our program.
- Loaner bikes & helmets are available to those who do not have a bicycle.
- BMX league is not teaching a child how to ride a bicycle, they must already know how to ride a bicycle, free from training wheels, prior to signing up for the league.

FREE COMMUNITY RIDING

The bulk of the time, the track will be open for public use, unstaffed and unprogrammed. Similar to stick and ball sports leagues, the fields are open to the public when not in use by the league. Community riding time allows anyone and everyone to come ride and enjoy the sport of BMX without the commitment of a program. While community riding time is not generating income, it is vital for building community, casual riding, and exercise.

BMX SANCTIONED RACING

For riders who “graduate” the league or are already experienced and comfortable on a BMX track, USA BMX offers a full local, regional, state, and national level racing program.

- Riders may participate in as many or as few races as they would like.
- Riders may choose to compete locally, or at the other levels. All are included with their USA BMX Membership.
- USA BMX provides insurance for all USA BMX events. The cost is \$25 flat fee for practice events and \$85 max for a race event.
- Every sanctioned track is guaranteed a regional and state level race, should they choose, to promote their track. These can be excellent revenue generators for local hotels, restaurants, and sporting goods stores.
- USA BMX has specifications on what types of bicycles may be used for racing.
- USA BMX has several classifications of riders. Riders start as novice, then move to intermediate, and finally expert. Girl riders start as novice then can choose to move to girls expert or remain in the N, I, E track.
- Riders progress to the next class based on wins within that class.
- The local club provides awards to riders on race night.



WHY A RACE TRACK?

For the first phase of the project, we are proposing a BMX race track that can be ridden during unstaffed public riding, used for beginner BMX leagues and programming, and also be used for competitive racing, as described above. The advantages of a race track include:

- Income potential for maintenance needs (leagues & racing)
- Potential for community oriented programming such as beginner BMX Leagues, weekly race events, skills clinics, and open, unstaffed ride time.
- Any two wheeled, non motorized bicycle can be ridden on the track
- The next closest racing programs are Napa & Santa Clara. Santa Clara was ranked as one of the top programs in the country serving nearly 600 registered racers. Napa's program serves nearly 300 registered racers and over 300 unique beginner riders through their league program.

For the second phase of the project, pending interest, fundraising, and need, we are proposing the addition of a closed circuit pump track to the west of the BMX track. There are pro's and con's for a pump track that make it second priority for this project. Advantages and disadvantages include:

- Provides a second, different riding experience for bicycle riders, especially mountain bike enthusiasts.
- Is smaller and a great place for the youngest riders to begin
- Does not have the potential to generate income for maintenance or expansion
- Requires volunteer led maintenance

TRACK DEVELOPMENT PLAN

With over 45 years in BMX racing, USA BMX is the trusted consultant for BMX track design and build. USA BMX works with Alameda native Mike McIntyre, Action Sports Designs, for professional track and landscape design. Bay Bridge BMX intends to also consult with Mike for our track design. USA BMX will then use the designs provided by Action Sports Designs to physically build the track, for little or no cost. Local volunteers will be required to assist with the build, which typically takes 2-3 weeks from start to finish.

BUILDING PHASES

PHASE 1- With the assistance of USA BMX, the premier BMX sanctioning body in the USA, we will design and build a course that meets the needs of beginner riders and more experienced riders, alike. The starting hill will be situated on the north eastern side of the lot with a 20 foot wide, 1100 foot long track winding throughout the space. The finish line will be parallel to the starting hill. There will be approximately 10-15 feet of space between the four straightaways to allow for drainage, lighting, and egress. Lighting will be designed to protect the least tern breeding grounds and in accordance with local ordinances.

Along the southern fence line, paralleling West Red Line Ave, we will situate 2-3 sets of bleachers allowing space for spectators (socially distanced during the pandemic) and for participants to safely rest, when needed. Picnic tables will be placed to the east and northeast of the seating areas. Shade structures will be placed around the picnic areas for additional comfort.

A container unit will be situated along the eastern fence shared with the skate park to store loaner bicycles available



during staffed events as well as a small shed for administration. Near the finish line, there will also be a small structure to provide shade for tabulators, during race and league events and a small announcing tower infield.

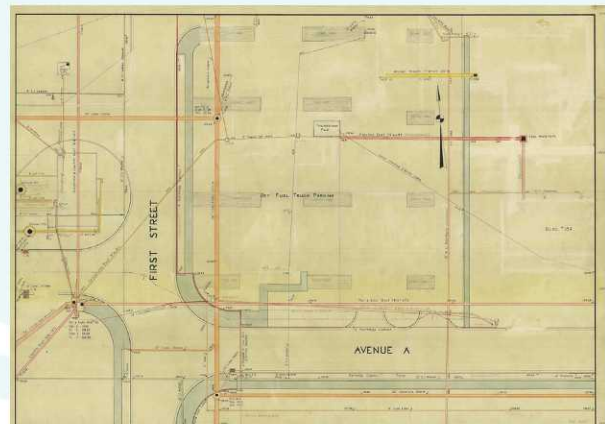
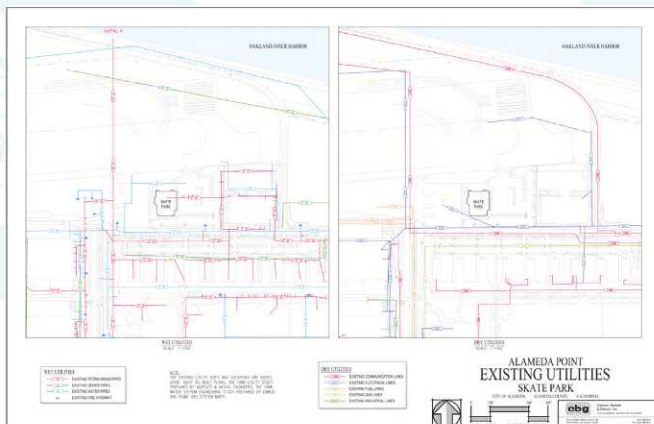
PHASE 2- If supported, a closed circuit pump track can be added to the west end of the land, allowing additional riding space and supporting mountain bike interest as well.



BUILD SPECIFICS

SITE DETAILS

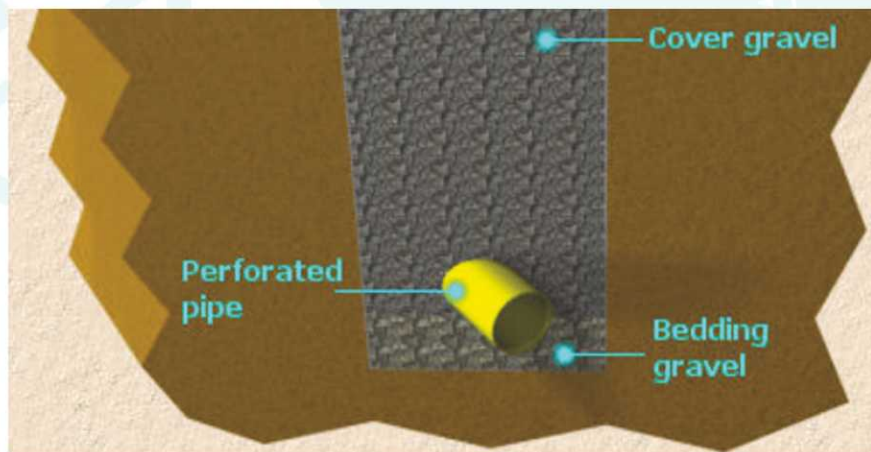
At present, electricity, water, and storm drains are all present on the site. Pending project approval, we will assess the condition of the utilities and determine whether the old infrastructure is adequate or if upgrades are needed.





DRAINAGE

We will utilize the existing drainage, if cleared by Public Works, in our design. Additionally, we will grade the site with six to twelve inches of #57 stone base for the entire area that will be the footprint of the track and infield. The yellow lines, in the diagram below, represent a six inch perforated drain tile that is embedded in the stone base. The yellow circles on the yellow lines indicate surface drains that connect to the drain tile allowing for water to easily enter the tile for transport away from the track base and surface.



BASE LAYER & BASE TRACK

The undermost layers of the track will consist of donated clean dirt sourced from local contractors or if possible, other construction projects occurring in Alameda. The design will require roughly 6000 yards of base dirt and approximately 2000 yards of top dirt, which consists of a 70/30 clay to sand mixture. The topmost layer is mixed with a water soluble, biodegradable polymer that creates an almost cement like surface. The use of the polymer reduces the need to water the track nearly 90%, which is a huge benefit with current drought conditions. The polymer also creates a durable, crack resistant surface that reduces maintenance. Prior to using the polymer, BMX track maintenance was required weekly. With the polymer, Bay Bridge BMX expects to host a monthly maintenance day to address issues and make track repairs. This is consistent with the needs both Santa Clara Pal BMX and North Bay BMX, Napa, require to maintain their polymer based tracks. We do not anticipate the city will need to contribute any man hours on actual track maintenance and will reach out for volunteers for the limited track maintenance needs.





INFIELD SEGMENTS

Infield segments will consist of layers of bark ground cover to reduce dust and if practical, drought resistant landscaping.

PROPOSED PARTNERSHIP

Municipality owns the site/park.

Bay Bridge BMX (the club), a registered 501c3, would like to partner with the parks/city to operate the sanctioned events at the BMX Park. These include the BMX racing League and the USA BMX sanctioned weekly practice and race events.

The municipality licenses/leases the facility to the local club for management and track (dirt surface) maintenance. The club is responsible for maintaining the surface of the BMX track and cleaning up trash during sanctioned league and race events.

The municipality is responsible for cleaning the space during public hours, emptying trash cans on a regular schedule, locking and unlocking the gates during public hours, and repairing damaged structures, tables, etc. should this arise. Anticipated utilities include water, garbage, and power.

All revenue generated by the club through league racing and sanctioned race events, belongs to the Club. The Club will turn over a % of monthly profits to subsidize city maintenance costs, outlined above.

The Club should be the official BMX racing program of the Recreation Department.

Parents are encouraged to volunteer to assist with the operation of events.

Revenue retained by the Club are recommended to be used for:

- Track Maintenance
- Loaner Bike Program
- Need based scholarships for participation in the league
- Additional promotions outside of the regular recreation department
- Special events for rider appreciation
- Compensation/Salary (if applicable) to Club staff.

PROPOSED SCHEDULE

TIME	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	BMX LEAGUE 9 - 5PM OR AS NEEDED	COMMUNITY RIDE 9AM - DARK	COMMUNITY RIDE 9AM - DARK	COMMUNITY RIDE 9AM - 4PM	COMMUNITY RIDE 9AM - DARK	COMMUNITY RIDE 9AM - 4PM	COMMUNITY RIDE 9AM - DARK
				USA BMX PRACTICE 5PM - 8PM		USA BMX PRACTICE 5PM - 9PM	



Occasionally the track will be closed for maintenance. Closure times will be posted to all social media pages and on the fence, 24 hours in advance.

FUNDING

It is estimated that this project will require \$350,000 to develop, depending on building department requirements. Once approved, we will immediately launch a community fundraising campaign to build the park and start phase 1, with a site survey.

- Bay Bridge BMX will initiate a Go Fund Me Charity campaign in conjunction with the parks department, to raise start-up cash. We will reach out to Alameda, Oakland, and surrounding areas via bicycle activist groups and enthusiasts.
- Bay Bridge BMX will solicit local businesses for donations or fundraising opportunities such as dine-and-donate events.



- Bay Bridge BMX will solicit corporate sponsors for cash and in-kind donations.
- Bay Bridge BMX & ARPD will write for grants to boost and improve the project. Locally there are numerous community grants available through hospitals, bicycle activist groups, and corporations with an emphasis on projects that promote outdoor activities and living a healthy lifestyle.
- Bay Bridge BMX will generate additional funds through BMX Racing League, USA BMX racing, and Camp opportunities to cover ongoing maintenance.
- Bay Bridge BMX will look for in kind donations for items such as dirt, equipment, gravel, concrete (if needed) etc.

POTENTIAL REVENUE SOURCES AT A GLANCE

LEAGUE- BMX League industry standard is \$149 for a 5 week, 1 day a week, 2 hoursession, program. 4 league sessions per year, with 85 participants would generate \$12,665 per session, \$50,660 per year, before costs. Typical costs are instructor wages, jerseys, pizza party, number plates.

CAMPS- Camps could be run during winter break, "ski week" break, spring break, and summer break. I have seen camps cost \$199-\$375 per rider, per week for a 10AM-1PM session. Costs would include instruction and any incentives like Jerseys.

CLINICS- One day clinics are also a great revenue generator and training opportunity.

Snack Bar-As seen in almost all youth sports, the snack/concessions stand can provide generous financial gain for programming

SUPPLIES/COSTS

PHASE 1- Track build

- Site Prep- (brush clearing, drainage, grading, utility install, cleanup)
- Construction Supplies (pipe, grates, wire, concrete forms)
- Drainage- (Will vary from site to site-need to know what the building department requires-I think this is on the high side since drainage already exists on the property)
- 6000+ Yards of fill dirt (Cass has spoken to a number of excavation companies who will provide free, clean dirt, and grading)



- 2000+ Yards of 60/40 sand clay top mix
- 2 batches of Polymer solution (repeated yearly)
- Reduces water usage, dust, and “groove” damage almost 100%. Creates a durable surface that withstands weather and greatly reduces the need for closure, post rain.
- Starting Gate
- Also need to fence the back side of the property in Phase 1.

EXTRAS

- Bleachers 3 sets
- Mobile lighting (6-8 carts)
- 50 bicycles for loan program
- Shed for registration (Prefab from HD)
- Landscaping (gravel, water resistant plants)
- Finish Line Box (for score tabulating)
- Announcer box
- Sound System
- Storage Container for bicycle/lights storage (shipping container or storage shed)
- Picnic Tables