EQUITY IN DOWNTOWN OAKLAND
Keeping the Town in Downtown

Housing & Economic Opportunity Working Group
July 31, 2017
WELCOME

Housing & Economic Opportunity Working Group

Social Equity Meeting

July 31, 2017
Working Group Meetings – Social Equity

Housing, Affordability, Jobs, Training, and Economic Opportunity
Monday, July 31st, 5:30-8:00p @ Greenlining, 360 14th St.

Arts and Culture
Tuesday, August 1st, 5:30-8:00p @ PolicyLink, 1438 Webster #303

Streets, Traffic Circulation, Connectivity, and Built Environment
Wednesday, August 2nd, 5:30-8:00p @ OakStop, 1721 Broadway #201

Sustainability, Health, Safety, and Open Space and Recreation
Thursday, August 3rd, 5:30-8:00p @ Oakland Asian Culture Center, 388 Ninth St. #290
OVERVIEW

• Plan Objectives & Timeline
• Expanded Equity Work
• Racial Equity Analysis
• Vision & Goals
• Next Steps
OBJECTIVES

1. Create a vision for downtown that unifies the city

2. Balance land uses so we can meet future demand for housing, jobs, services and cultural expression

3. Provide better streets, public spaces, jobs, housing and amenities

4. Remove barriers so that all Oaklanders can use their downtown to live, work, learn, play and express themselves
PROJECTIONS 2040

Association of Bay Area Governments (ABAG) Projections for Downtown Oakland:

- 12,309 new households
- 31,244 new jobs
## WORK COMPLETED: 2015-2016

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
<th>Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>SEP 15</td>
<td>COMMUNITY KICK-OFF MEETING</td>
<td>Existing Conditions Analysis</td>
</tr>
<tr>
<td>OCT 15</td>
<td>CHARRETTE: OPEN DESIGN STUDIO</td>
<td>Visioning &amp; Initial Recommendations</td>
</tr>
<tr>
<td>OCT 15</td>
<td>STAKEHOLDER MEETINGS</td>
<td>Community Feedback</td>
</tr>
<tr>
<td>OCT 15</td>
<td>WORK-IN-PROGRESS PRESENTATIONS</td>
<td>Draft Plan Alternatives Report</td>
</tr>
<tr>
<td>FEB 16</td>
<td>COMMUNITY ADVISORY GROUP MEETINGS #1</td>
<td>Community Feedback</td>
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<tr>
<td>MAR 16</td>
<td>COMMUNITY ADVISORY GROUP MEETINGS #2</td>
<td>Updated Plan Alternatives Report</td>
</tr>
<tr>
<td>APR 16</td>
<td>PLANNING COMMISSION &amp; COMMUNITY WORKSHOP</td>
<td>Comments Memo</td>
</tr>
</tbody>
</table>
WORK COMPLETED: CHARRETTE & OPEN STUDIO
WORK COMPLETED: IDENTIFIED ISSUES

- Arts & culture
- Built environment & preservation
- Housing & affordability
- Open space & recreation
- Environmental sustainability
- Connectivity & access
- Economic opportunity
WORK COMPLETED: EMERGING PLAN PRINCIPLES

EQUITY - Social justice, equal opportunity, & shared wealth

CREATIVITY - Artistic expression, business innovation, & government leadership

DIVERSITY - Class, culture, race, politics, family, & identity

INCLUSIVITY - Transparency, public participation, & shared power
WORK COMPLETED: EMERGING PLAN PRINCIPLES

**Responsibility** - environmental sustainability, social welfare, & public health

**Vibrancy** - healthy people, thriving business, & a welcoming public realm

**Connectivity** - Strong partnerships, linked neighborhoods, & accessible mobility options

**Opportunity** - good education, fair jobs, & business assistance
PLAN ALTERNATIVES:
PRESEVERE CHARACTER, MAINTAIN DIVERSITY & GROW STRATEGICALLY
## Plan Downtown
### Plan Alternatives Report Comments

<table>
<thead>
<tr>
<th>Name</th>
<th>Affiliation</th>
<th>Source</th>
<th>Topic</th>
<th>Date</th>
<th>Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maggie Wenger</td>
<td>BCDC</td>
<td>2016-04-05 Letter</td>
<td>Environmental Sustainability</td>
<td>4/5/16</td>
<td>The Plan should include an analysis of how an increase in sea level under multiple sea level rise scenarios could impact the proposed project. This map on page 2.23 in the Plan Alternatives Report uses Adapting to Rising Tides data layers but misidentifies predicted inundation levels. The Plan should map at least 12&quot; of sea level rise by 2050 and at least 30&quot; of sea level rise by 2300 to meet California’s State Guidance. For comparison, the City of San Francisco is using 66&quot; of sea level rise by 2100 as a high—end estimate to understand potential inundation risk. Although climate adaptation is not a focus of this plan, it is critical to the long—term success of these strategies.</td>
</tr>
<tr>
<td>Maggie Wenger</td>
<td>BCDC</td>
<td>2016-04-05 Letter</td>
<td>Environmental Sustainability</td>
<td>4/5/16</td>
<td>The Specific Plan also overlaps with the ongoing Adapting to Rising Tides Program, a collaborative project led by BCDC investigating sea level rise and storm event flood risk in this area. Development in the plan area, especially in Jack London Square, could be vulnerable to future flooding, storm events, and sea level rise inundation if not located or designed to be resilient to current and future flood risks. For more information on the results of that project, or to participate, please contact me or visit <a href="http://www.adaptingtorisingtides.org">www.adaptingtorisingtides.org</a>.</td>
</tr>
<tr>
<td>Marshawn Lynch</td>
<td>Beast Mode Apparel-Old Oakland</td>
<td>Email</td>
<td>Economic Development</td>
<td>3/22/16</td>
<td>Increase density in order to increase economic activity throughout Old Oakland.</td>
</tr>
<tr>
<td>June Grant</td>
<td>Blink Lab Architecture (CAG member)</td>
<td>Email</td>
<td>Connectivity &amp; Access</td>
<td>4/5/16</td>
<td>Add analysis of commercial traffic to the report (notes that 3rd St. is an existing primary truck route frequented by cyclists).</td>
</tr>
<tr>
<td>June Grant</td>
<td>Blink Lab Architecture (CAG member)</td>
<td>Email</td>
<td>Connectivity &amp; Access</td>
<td>4/5/16</td>
<td>Need for trees; suggestions for an approach to trees in general in the Jack London District</td>
</tr>
<tr>
<td>June Grant</td>
<td>Blink Lab Architecture (CAG member)</td>
<td>Email</td>
<td>Connectivity &amp; Access</td>
<td>4/5/16</td>
<td>See Map mark up (increase &quot;tree blvds&quot;) on Broadway to 14th St., 7th St., 5th St., and 5th St. from West Oakland to channel; in Jack London also 4th St., 3rd St., 2nd St. and Webster St.). Mark up also identifies diesel truck waiting areas</td>
</tr>
<tr>
<td>Anonymous community member at Work in-progress presentation</td>
<td>Boards at the Open Studio and Work-in-progress presentation</td>
<td>Email</td>
<td>Environmental Sustainability</td>
<td>11/12/15</td>
<td>Amplified music to 10:30PM in parks/plazas</td>
</tr>
<tr>
<td>Anonymous community member at Work in-progress presentation</td>
<td>Boards from Work-in-progress Presentation</td>
<td>Email</td>
<td>Connectivity &amp; Access</td>
<td>11/12/15</td>
<td>Bike/pedestrian bridge to Alameda</td>
</tr>
</tbody>
</table>
COMMUNITY CONCERNS
OUTCOME OF WORK TO DATE

Plan Alternatives Report

Community Comments Memo

Issues Matrix

Draft Vision & Goals
GOAL
The downtown specific plan improves outcomes for people of color and other vulnerable Oaklanders.

HOW?
• Transparent process
• Inclusive community engagement
• Data-driven racial impact analysis
Expanded Equity Work in Downtown Oakland Specific Plan

Consultant Team

Lead: I-SEEED
- PolicyLink
- Center for Social Inclusion
- Khepera Consulting
- Asian Health Services
- Popuhood
- Mesu Strategies
- Oakculture

Lead: Dover, Kohl & Partners
- Strategic Economics
- Opticos Design
- Toole Design Group
- Urban Planning Partners
- Fehr & Peers
- William Self Associates
- Panorama Environmental
- TOWN
- architecture + history LLC
- Urban Advantage
Overview

- PLAN OBJECTIVES & TIMELINE
- EXPANDED EQUITY WORK
- RACIAL EQUITY ANALYSIS
- EXISTING CONDITIONS
- VISION & GOALS
- NEXT STEPS
EXPANDED EQUITY WORK

**REVIEW** Summarize gaps and assets of existing process and materials.

**ASSESS EXISTING CONDITIONS** Identify Strengths, Weaknesses, Opportunities, and Threats (SWOT) in baseline disparity indicators.

**REACH OUT** Identify, build capacity and welcome new participants from communities underrepresented so far.

**PROVIDE TECHNICAL ASSISTANCE** Provide technical assistance and review of emerging reports & analyses.

**LOOK FORWARD** Conduct Equity Assessment of Planning Concepts Memo.
OVERVIEW

• PLAN OBJECTIVES & TIMELINE
• EXPANDED EQUITY WORK
• RACIAL EQUITY ANALYSIS
• EXISTING CONDITIONS
• VISION & GOALS
• NEXT STEPS
RACIAL EQUITY ANALYSIS

1. IDENTIFYING STAKEHOLDERS
2. ENGAGING STAKEHOLDERS
3. IDENTIFYING & DOCUMENTING INEQUITIES
4. EXAMINING THE CAUSE
5. CLARIFYING THE DESIRED OUTCOMES
RACIAL EQUITY ANALYSIS

6. CONSIDERING ADVERSE IMPACTS

7. ADVANCING EQUITABLE IMPACTS

8. EXAMINING ALTERNATIVES OR IMPROVEMENTS

9. ENSURING VIABILITY & SUSTAINABILITY

10. IDENTIFYING SUCCESS INDICATORS
PLAN BOUNDARIES

DOWNTOWN OAKLAND

Adjacent plan areas
- West Oakland
- Broadway Valdez
- Lake Merritt/Chinatown
EXISTING CONDITIONS

WHO LIVES DOWNTOWN?

- 21,000 residents: 5% of total city population
- 60% of households are a single person
- 9% of households are families with children
- 17% including Chinatown

A diverse range of family types live in downtown Oakland.
EXISTING CONDITIONS

Household income is different in different parts of the downtown.
EXISTING CONDITIONS

A diverse range of family types live in downtown Oakland.
EXISTING CONDITIONS

There are many areas where people face multiple barriers to opportunity.
EXISTING CONDITIONS

HOUSING FACTS

• 17% of households pay more than half their income toward housing.

• 25% of Downtown housing was built after the year 2000.

• Strong housing market, with significant development activity.

1 in 6 households face severe housing burden.
### Existing Conditions

Affordable housing production is not keeping pace with demand.

### Affordable Housing Projects Underway 2017

<table>
<thead>
<tr>
<th>Address</th>
<th>11th and Jackson</th>
<th>Civic Center 14 TOD</th>
<th>Harp Plaza Apartments</th>
<th>Embark Apartments</th>
<th>W12</th>
<th>12th Street Remainder Project</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Address</strong></td>
<td>1110 Jackson</td>
<td>632 14th St.</td>
<td>430 23rd St</td>
<td>2162 Martin Luther King, Jr</td>
<td>E 12th Street and 2nd Avenue</td>
<td>285 12th Street</td>
</tr>
<tr>
<td><strong>Units</strong></td>
<td>71</td>
<td>40</td>
<td>20</td>
<td>66</td>
<td>108</td>
<td>59</td>
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<tr>
<td><strong>Developer</strong></td>
<td>EBALDC</td>
<td>Meta Housing</td>
<td>Dignity Housing</td>
<td>RCD</td>
<td>EBALDC</td>
<td>EBALDC</td>
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<tr>
<td><strong>Type</strong></td>
<td>Family rental</td>
<td>Family/homeless/special needs</td>
<td>Family</td>
<td>Homeless-veteran</td>
<td>Family</td>
<td>Family</td>
</tr>
<tr>
<td><strong>Status</strong></td>
<td>recently completed, included lease-up</td>
<td>Under construction</td>
<td>Rehab</td>
<td>Predevelopment</td>
<td>Predevelopment</td>
<td>Predevelopment</td>
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</tbody>
</table>

Affordable housing production is not keeping pace with demand.
EXISTING CONDITIONS

HOUSING COST BURDEN BY TENURE, RACE, & ETHNICITY 2014

Housing burden is disproportionately experienced by people of color.
7 in 10 homeless residents are unsheltered, and 1 in 10 are children.
EXISTING CONDITIONS
EXISTING CONDITIONS

HOUSEHOLD INCOME

Downtown Oakland Households by Income, 1990-2013
(2013 dollars, includes Chinatown)

- $100,000 or more
- $75,000 to $99,999
- $50,000 to $74,999
- $25,000 to $49,999
- Less than $25,000
EXISTING CONDITIONS

MEDIAN HOURLY WAGE BY RACE/ETHNICITY 1980-2014

Median hourly wage by race/ethnicity: Oakland City, CA, 1980-2014

People of color lag in earning power...
EXISTING CONDITIONS

WORKING POOR

Percent working poor by race/ethnicity and nativity: Oakland City, CA, 200%, 2014

...which makes them far more likely to be among the working poor.
EXISTING CONDITIONS

HIGH SKILLS REQUIREMENTS CREATE BARRIERS TO SOME JOBS

Educational Attainment Requirements for Jobs in Downtown Oakland

- Less than high school: 9%
- High school or equivalent, no college: 17%
- Some college or Associate degree: 31%
- Bachelor's degree or advanced degree: 43%

Based on education levels of Downtown workers (2014).

High educational requirements for downtown job opportunities...
EXISTING CONDITIONS

HIGH SKILLS REQUIREMENTS CREATE BARRIERS TO SOME JOBS

<table>
<thead>
<tr>
<th>Race/Status</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>White, U.S.-born</td>
<td>76%</td>
</tr>
<tr>
<td>White, immigrant</td>
<td>67%</td>
</tr>
<tr>
<td>Black, U.S.-born</td>
<td>31%</td>
</tr>
<tr>
<td>Black, immigrant</td>
<td>45%</td>
</tr>
<tr>
<td>Latino, U.S.-born</td>
<td>43%</td>
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<tr>
<td>Latino, immigrant</td>
<td>11%</td>
</tr>
<tr>
<td>Asian or Pacific Islander, U.S.-born</td>
<td>71%</td>
</tr>
<tr>
<td>Asian or Pacific Islander, immigrant</td>
<td>39%</td>
</tr>
<tr>
<td>Mixed/other</td>
<td>54%</td>
</tr>
</tbody>
</table>

IPUMS: Georgetown University Center on Education and the Workforce

...means that races with lower educational attainment cannot get employment.
FINDINGS

MATERIALS REVIEWED

Plan Alternatives Report
Existing Conditions Analysis
Community Feedback
Community Outreach & Engagement Materials
Oakland Housing Equity Roadmap
Mayor’s Housing Implementation Cabinet
FINDINGS

PLAN ALTERNATIVES REPORT

• **Keep Downtown Oakland affordable & accessible** - Housing preservation & growth.

• **Provide housing** for a variety of age groups, household sizes, & configurations, and income levels.

• **Support local businesses, artists, & commerce opportunities.**

• **House residents close to transportation, jobs and services.**

• **Support small, local, and startup business** - Affordable commercial space, incentives, & programs.
COMMUNITY FEEDBACK

• How do we maintain an inclusive DOSP while advancing equity for our most vulnerable populations?

• Short & long-term ways to keep downtown affordable for living and working for low & mixed-income levels?

• Construction of more luxury housing, opening of high-end restaurants and bars, rent increases and not enough affordable housing are top concerns.

• To date, data and analyses on homelessness in the Downtown Planning process has been limited.

Affordability remains a top priority for downtown residents.
FINDINGS

SWOT ANALYSIS - HOUSING

• Develop actionable policies, permitting, guidelines, and incentives to preserve existing affordable and public housing.

• Build new, permanently affordable housing stock with integrated income levels throughout the downtown for young adults, seniors, and families.

• Protect buildings & spaces that capture the unique historical and cultural significance of Downtown Oakland are threatened by new development and physical change.

Affordability is the key to successfully advancing racial equity in the downtown plan.
FINDINGS

SWOT ANALYSIS – WORKFORCE DEVELOPMENT

• Include a human capital development plan which outline a jobs and entrepreneurship pipeline.

• Aligned the pipeline developing business sectors - including office and manufacturing outlined in an updated economic development plan to prioritize the advancement of the most vulnerable Oakland residents.
FINDINGS

SWOT ANALYSIS – COMMERCIAL REAL ESTATE

• Develop guidelines for new projects that reflect the needs of Oakland’s small businesses and entrepreneurs along national trends.

• Smaller more affordable startup spaces, limited parking requirements, more flexible and hybrid zoning for light industrial with retail frontage, and flex spaces for expansion.

• With the best distribution centers on the west coast, Oakland is not doing enough to retain, attract, and support the needs of start-ups for manufacturing in food and tech hardware.

• Many affordable industrial maker-spaces are being replaced with unaffordable condos, further limiting the supply.
HOUSING & AFFORDABILITY

VISION

Downtown’s ample housing supply and variety of traditional, flexible and innovative home types house the growing population, allowing families to grow in safe and healthy housing without compromising their spending on healthy food, health care and other basic needs.

Residents are able to stay in their chosen neighborhoods, maintaining their social networks and accessing resources for their daily needs, regardless of their age, stage of life, family size or income level.
• Develop downtown without displacing residents, nonprofits and community institutions.

• Keep downtown Oakland affordable and accessible to the community by increasing the supply of below-market-rate housing, preserving existing “naturally-occurring” affordable housing, and protecting existing and displaced tenants.

• Increase the total supply of housing downtown where residents have easy access to transit, jobs and services.
HOUSING & AFFORDABILITY GOALS

• House residents of all incomes and family sizes in a wide range of traditional and innovative housing types and sizes that cater to a variety of age groups, household sizes and configurations, and income levels.

• Protect the social services and housing of last resort that serve and house populations at risk of homelessness.
JOBS, TRAINING, & ECONOMIC OPPORTUNITY

VISION

Downtown is the economic engine of Oakland, incubating and growing businesses that employ residents with high-quality jobs and raise local revenues for community services and improvements. The entire community shares in the city’s economic prosperity, benefitting from education and training and innovative policies, programs and other equity initiatives to build community wealth and economic security. A variety of commercial spaces support small and emerging businesses and nonprofits as well as anchor employers. Shops, restaurants and performance venues provide groceries, daily necessities, entertainment, and unique goods and foods with Oakland’s creative local flavor that appeal to both residents and regional shoppers.
JOBS, TRAINING, & ECONOMIC OPPORTUNITY

GOALS

• Develop downtown as a regional jobs and economic activity center with a strong, multi-sector business base to make Oakland a more stable and economically and environmentally resilient city with a vital public realm.

• Leverage the economic benefits of a strong market to achieve the community’s vision for the future of downtown.

• Employ economic development strategies that build community wealth shared widely among residents, local businesses, non-profits, artists and other local stakeholders of all races and income levels.
JOBS, TRAINING, & ECONOMIC OPPORTUNITY

GOALS

• Incentivize businesses and new development to be “good neighbors” that support community goals.

• Facilitate affordable space for nonprofits, cultural uses and community-desired businesses (including grocery stores, affordable restaurants and retail, etc.).

• Connect neighborhoods to downtown working with business and education partners to connect youth and other residents from low-income communities of color throughout the city.
SMALL GROUP ACTIVITY QUESTIONS

**Changes:** What else would your community like to see as part of this goal? (For more information on any of the goals, see the accompanying issues and ideas document.)

**Barriers:** What barriers currently exist for historically left out groups in Oakland to accessing the outcomes in these goals? (Historically left out groups include, but are not limited to, the Black, Latinx, Asian, and indigenous populations. These groups also include identities that are not racial. Please be as specific as possible.)

**Solutions:** What do you think it would take to break down those barriers?
RACIAL EQUITY FRAMEWORK

SMALL GROUP DISCUSSION ACTIVITY
## NEXT STEPS: 2017

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
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</thead>
</table>
| JUN 17 | COMMUNITY CAPACITY-BUILDING WORKSHOP  
Outcome: Equity Outreach |
| JUL 17 | SOCIAL EQUITY WORKING GROUP  
Outcome: Equitable Goals & Outcomes |
| SEP 17 | TECHNICAL ANALYSIS WORKING GROUPS  
Outcome: Equitable Policy Recommendations |
| OCT 17 | NEIGHBORHOOD DESIGN WORKSHOPS  
Outcome: Neighborhood Design Recommendations |
| NOV 17 | COMMUNITY ADVISORY GROUP MEETING  
Outcome: Plan Concepts Memo |
| DEC 17 | COMMUNITY INPUT WORKSHOP |
## NEXT STEPS: 2018-2019

<table>
<thead>
<tr>
<th>JAN 18</th>
<th>IMPLEMENTATION PLANNING WORKING GROUP</th>
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<tbody>
<tr>
<td>FEB 18</td>
<td>EQUITY IMPACT ASSESSMENT</td>
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<td>Outcome: Draft Downtown Specific Plan</td>
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<tr>
<td>JUN 18</td>
<td>COMMUNITY INPUT SESSION</td>
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<td>JUN 18</td>
<td>CITY COMMITTEE MEETINGS</td>
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<td>Outcome: Final Draft Downtown Specific Plan</td>
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<tr>
<td>OCT 18</td>
<td>PUBLIC HEARINGS</td>
</tr>
<tr>
<td>AUG 19</td>
<td>ENVIRONMENTAL IMPACT REVIEW</td>
</tr>
<tr>
<td></td>
<td>Outcome: Adopted Downtown Specific Plan</td>
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</tbody>
</table>
NEXT STEPS & OTHER CITY EFFORTS

EXISTING CITY ANALYSIS

• “A Roadmap Toward Equity” – scale of issue and possible responses

• “Oakland At Home” – action plan of existing conditions, level of need, existing tools, policy recommendations
NEXT STEPS

DOWNTOWN SPECIFIC PLAN HOUSING TOOLKIT - UPCOMING

- Existing conditions, level of need, existing tools, policy recommendations
- Policy development
- Recommendations from this working group
- Tie into Citywide efforts:
  - Adopted impact fees
  - Voter-approved infrastructure bond
  - Strengthened renter protections
THANK YOU!

Keeping the Town in Downtown

WWW.EQTDTO.COM
VOICE YOUR VISION!

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#EquityinAction  #EQTDTO  #EquityinDTO