EQUITY IN DOWNTOWN OAKLAND
Keeping the Town in Downtown

Sustainability, Health, Safety, Recreation & Open Space Working Group
August 3, 2017
<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Time</th>
<th>Location</th>
<th>Topics</th>
</tr>
</thead>
<tbody>
<tr>
<td>JUL 31</td>
<td>Greenlining Institute</td>
<td>5:00 PM - 8:00 PM</td>
<td>360 14th Street, Oakland, CA 94612</td>
<td>Housing, Affordability, Jobs, Training &amp; Economic Opportunity</td>
</tr>
<tr>
<td>AUG 1</td>
<td>PolicyLink</td>
<td>5:00 PM - 8:00 PM</td>
<td>1438 Webster St #303, Oakland, CA 94612</td>
<td>Arts &amp; Culture</td>
</tr>
<tr>
<td>AUG 2</td>
<td>OAKSTOP</td>
<td>5:00 PM - 8:00 PM</td>
<td>1721 Broadway #201, Oakland, CA 94612</td>
<td>Streets, Traffic Circulation, Connectivity &amp; Built Environment</td>
</tr>
<tr>
<td>AUG 3</td>
<td>Oakland Asian Cultural Center (OACC)</td>
<td>5:00 PM - 8:00 PM</td>
<td>388 Ninth Street, Ste. 290, Oakland, CA 94607</td>
<td>Sustainability, Health, Safety, Recreation &amp; Open Space</td>
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</table>
Overview

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

• PLAN OBJECTIVES & TIMELINE
• EXPANDED EQUITY WORK
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• 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
Association of Bay Area Governments (ABAG) Projections for Downtown Oakland:

- 12,309 new households
- 31,244 new jobs
<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>
</tr>
<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 Downtown
### Plan Alternatives Report Comments

**August 30, 2016**

<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</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. The 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 1/3 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</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>Beat Mode Apparel-OOld 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 bbls&quot;) on Broadway (to 14th St.) 7th St, 5th St, 6th 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>
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</table>
OUTCOME OF WORK TO DATE

Plan Alternatives Report

Community Comments Memo

Issues Matrix

Draft Vision & Goals
COMMUNITY CONCERNS

Gentrification
Displacement

Racial disparities
Loss of culture
EXPANDED EQUITY WORK

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

CONSULTANT TEAM

I-SEEED
• PolicyLink
• Center for Social Inclusion
• Khepera Consulting
• Asian Health Services
• Popuphood
• 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
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- 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
- Chinatown/Lake Merritt Station Area
EXISTING CONDITIONS

Materials Reviewed

- Plan Alternatives Report
- Existing Conditions Analysis
- Community Feedback
- Community Outreach & Engagement Materials
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.
There are many areas where people face multiple barriers to opportunity.
EXISTING CONDITIONS

Figure B-46: Household Income Distribution, 1990, 2000, 2013 (in 2013 Dollars)

HOUSEHOLD INCOME DISTRIBUTION

EXISTING CONDITIONS

Working Poor

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

- All: 8.5%
- White, U.S.-born: 2.7%
- White, immigrant: 6.3%
- Black, U.S.-born: 8.0%
- Black, immigrant: 11.4%
- Latino, U.S.-born: 9.3%
- Latino, immigrant: 21.6%
- Asian or Pacific Islander, U.S.-born: 2.5%
- Asian or Pacific Islander, immigrant: 11.2%
- Mixed/other: 5.2%
EXISTING CONDITIONS

Parks & Open Space
Downtown
EXISTING CONDITIONS

All Trips
To and From Downtown Oakland

- Walk: 18%
- Bike: 3%
- Bus: 6%
- Rail: 21%
- Drive: 51%
- Other: 1%

Commute Trips vs Non-Commute Trips

- Commute:
  - Walk: 1%
  - Bike: 6%
  - Bus: 5%
  - Rail: 12%
  - Drive: 40%
- Non-Commute:
  - Walk: 24%
  - Bike: 2%
  - Bus: 7%
  - Rail: 48%
  - Drive: 55%
  - Other: 1%
EXISTING CONDITIONS

Bikeways & Bike Parking
EXISTING CONDITIONS

Pedestrian Injuries
EXISTING CONDITIONS

Black Carbon Air Pollution & Communities of Concern
EXISTING CONDITIONS

Waterfront Areas
EXISTING CONDITIONS

The levels of inundation displayed on this map are derived from data collected as part of the Alameda County Shoreline Vulnerability Assessment Final Report which was completed in May 2015.

According to the report, 12 inches of inundation is most likely to occur in the mapped coastal areas by 2050 and up to 24 inches could occur by 2100 (see mapped areas of expected inundation). These estimates of inundation depend on best estimates for storm surge events and tidal fluctuations. The expected inundation can be mitigated by implementing measures such as a sea wall, storm water infrastructure, etc. A series of additional scenarios are described in the report, including a worst case scenario where no infrastructure improvements and maximum storm surge events are assumed, which can be found at the following link. For more information and a detailed discussion of both more moderate and more intense scenarios, refer to the Alameda County Shoreline Vulnerability Assessment.


Figure B-29: Projected Sea Level Rise

- 12 inches of projected inundation depth
- 24 inches of projected inundation depth
- 48 inches of projected inundation depth
EXISTING CONDITIONS

Street Trees

Street trees and neighborhood parks and open spaces are key assets to Downtown's green canopy. Enhancing these components, particularly filling in gaps in the network, can move Oakland toward a more sustainable future as well as enhance placemaking.
EXISTING CONDITIONS
FINDINGS

Plan Alternatives Report

- Vibrant walkable neighborhoods with active retail, outdoor seating, and signage increases safety.

- A greener downtown with more trees and plants.

- Strategies to reduce the urban “heat island” effect.
FINDINGS

Plan Alternatives Report

- Divert, catch, and store rain and storm-water to reduce the impact of flood events & save water.

- Locate housing development near transit hubs.

- Promote and support urban food production.

- Prioritize pedestrian and bicycle routes and connections and identify locations for shared streets.
Community Feedback

• A more walkable, bikeable and transit-served downtown.
• Plan for impacts of climate change: rising temperatures, drought, and sea levels.
• More connected parks, increased open spaces, and better maintenance.
• Oakland’s waterfront as a regional destination connecting to regional trails, watersheds, and pedestrian & bicycle paths.
• Neighborhood cultural gathering spaces.
• Restorative justice limiting additional inequitable/exclusionary outcomes (i.e. profiling).
FINDINGS

Equity Analysis

• Health, emergency, & safety services serve a significant number of residents live and work downtown.

• Equitable & inclusive thriving downtown.

• Promote long-term health and prosperity.

• Food justice: retail food environment, healthy food outlets, other food services).
SUSTAINABILITY, HEALTHY & SAFETY VISION

Healthy Places

- Active living
- Safe public spaces
- Clean air and water
- Quality foods
- Public transit
- Healthy homes
New development downtown supports active transportation and increased transit ridership.

Streets are lined with trees and other green elements to bring nature into the urban environment, while providing lighting, landscaping design, stewardship, and active uses that encourage safety through visibility and eyes on the street.

The City considers the impacts to public health and safety when making decisions about the built environment, with particular attention to the needs of the community’s most vulnerable populations.

In addition to the city’s built environment, Oakland incubates businesses in green sectors such as clean energy, and encourages businesses to support green lifestyle choices such as taking transit to work.
SUSTAINABILITY, HEALTHY & SAFETY GOALS

• Protect, maintain and enhance the natural resources that surround downtown Oakland, including Lake Merritt, open spaces, parks, plazas and waterfront areas.

• Align all land use and transportation planning documents and processes to reinforce achievement of GHG reductions.

• Ensure downtown is a complete community with access to schools, parks, jobs, recreational facilities, transportation childcare, libraries, financial services, nutritious food, health care and other daily needs.

• Protect the community’s most vulnerable residents from being disproportionately affected by adverse environmental impacts.

• Provide downtown spaces that feel safe, comfortable and welcoming for users of all ages, races, income levels and backgrounds.
OPEN SPACE & RECREATION VISION

Residents **travel and play outdoors on a green network** of trails, waterfront corridors, family-friendly parks, vibrant streets, and public plazas designed for relaxing and socializing, and as gathering places for organized festivals and performances.

In this public realm, trees and other landscaping make **paths and streets pleasant, safe and beautiful places to stroll**, wide sidewalks provide space for people to sit at outdoor cafés, easy and frequent street crossings help people with all levels of mobility navigate the city easily, and benches, tables, evening lighting and other amenities support public activity.
OPEN SPACE & RECREATION GOALS

Serve residents of all ages and in all downtown neighborhoods with **safe, well-maintained, and innovatively programmed places** to play, exercise, relax, attend events, and connect with nature.

Take advantage of public streets and rights-of-way as open spaces for active recreation, community gathering, economic activity, art, cultural activities, and urban greening, extending **connections to natural open spaces** like Lake Merritt and the Oakland Estuary waterfront into the urban core of the downtown.

Update streets, paths and linear open spaces to **better connect downtown’s parks and open spaces to one another and to neighborhoods outside the downtown**, including connecting the downtown core and East Oakland with Oakland’s iconic and historic estuary waterfront.
Update streets, paths and linear open spaces to generate a network of **safe, comfortable and well-connected civic and shared open spaces** that are accessible to residents of downtown and the outlying neighborhoods.

**Enhance the estuary waterfront and the Lake Merritt Channel** as a regional recreation destination by encouraging complementary dining, living, entertainment, civic and other uses. Connect the waterfront to regional trails, Lake Merritt, and bicycle paths, and increase waterfront access at Howard Terminal.

Ensure **new development, revitalization and public projects are coordinated with open space** and other public projects.
RACIAL EQUITY FRAMEWORK

SMALL GROUP DISCUSSION ACTIVITY
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?
## NEXT STEPS: 2017

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<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>JUN 17</td>
<td>COMMUNITY CAPACITY-BUILDING WORKSHOP</td>
<td>Equity Outreach</td>
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<tr>
<td>JUL 17</td>
<td>SOCIAL EQUITY WORKING GROUP</td>
<td>Equitable Goals &amp; Outcomes</td>
</tr>
<tr>
<td>SEP 17</td>
<td>TECHNICAL ANALYSIS WORKING GROUPS</td>
<td>Equitable Policy Recommendations</td>
</tr>
<tr>
<td>OCT 17</td>
<td>NEIGHBORHOOD DESIGN WORKSHOPS</td>
<td>Neighborhood Design Recommendations</td>
</tr>
<tr>
<td>NOV 17</td>
<td>COMMUNITY ADVISORY GROUP MEETING</td>
<td>Plan Concepts Memo</td>
</tr>
<tr>
<td>DEC 17</td>
<td>COMMUNITY INPUT WORKSHOP</td>
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Next Steps

STREETWYZE
THANK YOU!

Keeping the Town in Downtown

WWW.EQTDTO.COM
VOICE YOUR VISION!

CONNECT

#EquityinAction  #EQTDTO  #EquityinDTO