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# REDEVELOPING OAKLAND

REASSESS / REEVALUATE / REBUILD / REVITALIZE



## NON-PROFITS HELP BUILD 'MODEL CITY'

Nationwide, governments from the municipal level to the federal level are facing huge challenges: rebuilding the economy following the financial crisis and collapse of the housing market, improving our infrastructure and reversing global warming. Oakland is not immune to these challenges, but the City has spent more than two years developing a roadmap for its future: the Model City vision initiated by Mayor Ronald V. Dellums and created with the input of more than 800 members throughout the community.

### THE MODEL CITY HAS THREE KEY GOALS:

1. *Healthy Communities*, including safe neighborhoods and access to health care at school-based sites;
2. *Educational and Cultural Stimulation*, with opportunities from preschool through college and job training;
3. *Sustainable Economic Development*, including job training, in both the growing "green" sector and for residents with barriers to employment, and preservation of land for business and economic development needs.

But City officials know that these goals aren't achievable by government working in a vacuum. They will take the support of the state, the engagement of our diverse community and public-private partnerships.

*(continued on page 2)*



▲ MAYOR DELLUMS' GREEN JOBS PROGRAM PARTICIPANTS.

► AN AERIAL PHOTO OF THE CITY OF OAKLAND WITH THE PORT OF OAKLAND IN THE FOREGROUND AND THE OAKLAND HILLS IN THE BACKGROUND.

## NON-PROFITS HELP BUILD 'MODEL CITY'

(continued from page 1)

The Redevelopment Agency already has a proven track record of working hand in hand with partners from neighborhood groups to non-profit agencies to private businesses in our efforts to revitalize Oakland's neighborhoods. These partnerships leverage redevelopment funds to reduce blight, support development, improve housing quality and homeownership opportunities, open new businesses and create jobs.

In this feature article, we highlight some of our non-profit partners who are helping make the Model City vision a reality, whether bringing fresh food to an underserved neighborhood, providing after-school enrichment for students, reducing global warming by installing solar panels or training residents for "green" jobs.

## BROADWAY/ MACARTHUR/SAN PABLO: REBUILDING TOGETHER OAKLAND

Since its inception in 1993, Rebuilding Together Oakland has rehabilitated the homes of more than 400 low-income elderly and disabled Oakland residents, as well as 80 community facilities that service low-income residents.

The non-profit organization got its start as Christmas in April, and it continues to bring volunteers together the last two weeks in April to help fix up the homes of their neighbors so they can continue to live safely and independently. The April Rebuilding Program renovated 32 homes and nine non-profit facilities in 2009 with work including carpentry, flooring, window replacement and yard work.

In October, the group focuses on a single neighborhood, rehabilitating several homes on a single block and making block-wide improvements such as painting over graffiti and trash removal.

Rebuilding Together Oakland also works year-round through its Safe-at-Home program, which does minor home repairs and safety modifications, such as installing hand rails and smoke alarms in homes of elderly and disabled residents.



▲ ABOVE: Project Leader Tom Judd of Reco Solutions (red shirt) with volunteers and homeowner, Adell M.

◀ BELOW LEFT: Homeowner, Adell M. surrounded by friends and family members who worked alongside the volunteers.

Over the past two years, the organization received \$100,000 in funding from the Redevelopment Agency to renovate eight single-family homes and a residential rehabilitation facility for women recovering from substance abuse in the Broadway/MacArthur/San Pablo redevelopment area.

Executive Director Kym Luqman says the redevelopment funds help supplement sponsor-funded projects and allow the organization to tackle homes and facilities that are in serious disrepair. She says redevelopment funds have been used in the past year to put 11 new roofs on buildings that otherwise would not be eligible for rehabilitation.

"We can keep the elements out and stop the mold and go back and do the interior work that needs to be done, and we know it's going to last," she says.

Rebuilding Together Oakland also has received \$150,000 in Agency funding to renovate homes and make smaller safety and accessibility modifications in the West Oakland, Central City East and Coliseum redevelopment areas.

The organization will hold its Block Building efforts on October 10 and 17 and Rebuilding Days on April 17 and 24, 2010.

(continued on page 3)

[www.rtoakland.org](http://www.rtoakland.org) ♦ 1111 Pine Street, Suite A ♦ 510-625-0316

ALL PHOTOS ON PAGE 2 BRITTINI ALBERTY, PHOTOGRAPHY VOLUNTEER





PHOTO © 2009 SHANNON MCINTYRE

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## GRID ALTERNATIVES – BAY AREA

Often, technology can be unaffordable for the people who need it the most.

Since 2001, GRID Alternatives has set out to change that by bringing solar power to low-income neighborhoods where residents are most likely to be adversely affected by high energy costs and polluting fossil fuel plants.

The non-profit, with branches in Oakland, Southern California and the Central Valley, trains community volunteers to install solar electric systems which can reduce a homeowner's electric bills by 75 percent.

The organization has trained more than 2,200 volunteers and installed more than 230 systems statewide, which are expected to reduce greenhouse gas emissions by more than 12,000 tons over the next 30 years.

On September 12, the group installed 16 solar electric systems in East Oakland homes, its largest one-day event.

With \$20,000 in redevelopment funds, Grid Alternatives installed solar panels on a single-family home in the Broadway/MacArthur/San Pablo redevelopment area, as well as the rehabilitation center helped by Rebuilding Together Oakland. Plans also are under way to install solar electric systems in homes of at least four low-income families in West Oakland with a \$48,000 redevelopment grant.

[www.gridalternatives.org](http://www.gridalternatives.org) + 3833 Manila Avenue + 510-652-4730



PHOTO © 2009 SHANNON MCINTYRE



PHOTO © 2009 SHANNON MCINTYRE



PHOTO © 2009 NATHANAEAL BENNETT

## ELLA BAKER CENTER FOR HUMAN RIGHTS

The Ella Baker Center for Human Rights has been working for opportunity, justice and peace since it began 13 years ago with one staff member with a closet for an office space, literally.

Since then, the Oakland non-profit has grown to a staff of 24 human rights activists and its own building. The center works to break the cycle of violence and bring reinvestment to urban centers including Oakland. Among its campaigns are reforming the juvenile justice system and training low-income residents for jobs in the environmental field by helping launch the Oakland Green Jobs Corps, a national model developed with the Oakland Apollo Alliance.

Ella Baker's Heal the Streets program provides 10-month fellowships to Oakland youth ages 15-18 to advocate for public policies that will promote peace and opportunity. A recent initiative called Soul of the City is working to make Oakland safer and healthier through political education and community service projects including tree planting.

Thanks to an \$8,000 Neighborhood Projects Initiative grant from the Broadway/MacArthur/San Pablo redevelopment area in 2006, the center's building on 40th Street is graced with a mural depicting the organization's history.

[www.ellabakercenter.org](http://www.ellabakercenter.org)  
344 40th Street + 510-428-3939

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▲ ABOVE LEFT: GRID Alternatives' volunteers carefully align solar panels for a system being installed for an East Oakland family.

◀ PHOTOS TO THE LEFT: Sixteen corporate volunteer solar teams work together to install solar electric systems during the September 12th installation event.



ALL PHOTOS ON PAGE 4 © 2009 SHANNON MCINTYRE

## NON-PROFITS HELP BUILD 'MODEL CITY'

(continued from page 3)

### WEST OAKLAND: CYPRESS MANDELA TRAINING CENTER, INC.

For 16 years, the Cypress Mandela Training Center has helped train Oakland youth for jobs in the construction industry through its 16-week pre-apprenticeship program.

Last year, it expanded that reach into the fast-growing "green" industry by helping start a Green Jobs Corps, with the Ella Baker Center, providing "green pathways out of poverty" with training in photovoltaic solar installation, weatherization, energy auditing and green construction. Graduates will be placed in full-time jobs in the solar and green-construction industries, where salaries typically start at \$12-\$16 per hour. Cypress Mandela has a long history of close relationships with the Alameda County Building Trades Council and the Oakland Green Employer Council, and PG&E subcontractors will provide other placements.

"It's a holistic approach," says Executive Director Art Shanks, citing the importance of teaching inner-city youth how to improve the environment while providing them with marketable job skills.

Cypress Mandela also recently teamed up with the Redevelopment Agency, which provided \$45,000 to hire recent high school graduates to clean up graffiti in West Oakland.

"It teaches our youth how to get involved in their community. They feel a sense of pride," Shanks says. "When people see them clean it up, they don't go out and graffiti it again. The communities know these kids. They're asking them, 'How do I get a job like that?' They're the best recruiters for the program."

[www.cypressmandela.org](http://www.cypressmandela.org)  
2229 Poplar Street + 510-208-7350

▲ ABOVE: Left to right: Ellen Wyrick Parkinson, Michelle McCoy, Jaried Lindsay, Edward J. Lindsay, Jerlyn Lindsay, Jennifer Matthews, Stefanie Parrott, Ray Kidd, Terri Lindsay and Jilchristina Vest.

### FRIENDS OF MANDELA PARKWAY (FOMP)

Eighteen years after the Cypress Freeway collapsed in the Loma Prieta earthquake, West Oakland residents finally had their patience rewarded with the opening of the Mandela Parkway in 2007.

The landscaped parkway between 8th and 34th streets is now home to bikers, dog-walkers, joggers, parents pushing strollers and neighborhood residents and workers on lunch breaks.

The City recently took over the parkway's maintenance, with an assist from the non-profit Friends of Mandela Parkway (FOMP). The group meets the first Saturday of each month at 10 a.m. at 9th Street and Mandela Parkway to pick up trash and take notes on the parkway's condition.

"There were a lot of naysayers who said it would become an invitation for wrongdoing and a cesspool for drug dealing and prostitution," says Stefanie Parrott, the FOMP chair, who lives a half-block from the parkway. But "it has been a fantastically wholesome asset to the community."

Parrott, who is also chair of the Project Area Committee (PAC) for the West Oakland redevelopment area, formed FOMP with West Oakland residents Bruce Beasley and Ellen Wyrick Parkinson after the three served on the landscape subcommittee that advised CalTrans on the design and construction of the parkway.

The Redevelopment Agency recently provided \$24,000 for 10 trashcans that are helping keep the parkway clean.

"The trashcans have been a great improvement," Parrott says.

[spreal@comcast.net](mailto:spreal@comcast.net)

► RIGHT: FOMP member Michelle McCoy does some volunteer garbage pick-up.





“THERE IS A LOT OF HISTORY,  
FROM THE (AFRICAN AMERICAN)  
PULLMAN PORTERS WHO WORKED  
THE TRAINS TO THE CHINESE  
IMMIGRANTS WHO BUILT THE  
RAILROADS TO THE IMMIGRANTS  
WHO ARRIVED HERE.”

— SURLENE GRANT  
RAILS EXECUTIVE DIRECTOR

## OAKLAND ARMY BASE

### RESTORATION ASSOCIATION FOR IMPROVING THE LANDMARK 16TH STREET STATION (RAILS)

The 16th Street train station, once the terminus for trains crossing the country from New York, has sat vacant since the 1989 earthquake.

Now, two decades later, plans are in the works to bring the historic 1912 Beaux Arts-style structure back to life and once again make it a community asset, to be called the C.L. Dellums Center for Community Sustainability, after the famed labor organizer.

With an infusion of \$400,000 in pre-development loans from the Oakland Redevelopment Agency, the non-profit RAILS and developer California Capital Group are conducting a feasibility study on options for use including an event space, commercial kitchen, school and museum. Rehabilitation is being done in conjunction with the creation of a new neighborhood, Central Station, with 1,200 new homes, parks and retail.

Desired options had been identified through two community envisioning processes undertaken by BUILD, a division of BRIDGE Housing, which owns the station, and the Train Station Partnership, which brought together interested parties from labor, social justice, environmental and community groups.

“There is a lot of history, from the (African American) Pullman porters who worked the trains to the Chinese immigrants who built the railroads to the immigrants who arrived here,” says RAILS Executive Director Surlene Grant. “There is a lot of stakeholder interest.”

Grant says community outreach and involvement will continue when the feasibility study is completed later this year. She says the support from the City has been invaluable.

“This shows the value of redevelopment helping to bring a community jewel back online,” she adds.

[www.welcomeboard.com](http://www.welcomeboard.com)

[ssgrant@envirocommunications.com](mailto:ssgrant@envirocommunications.com)

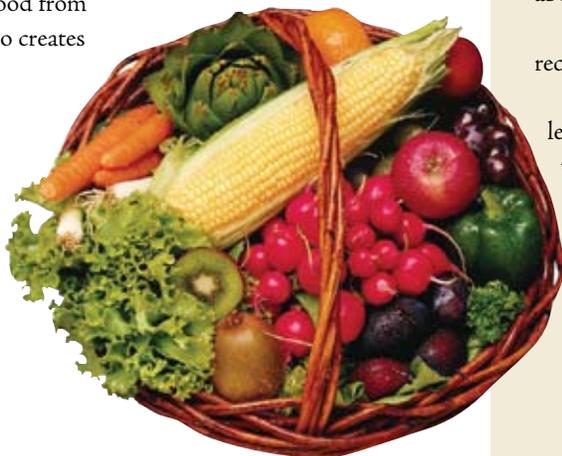
## MANDELA FOODS COOPERATIVE

West Oakland residents have long complained about the dearth of grocery stores in their area and the lack of fresh food available at corner stores and liquor shops.

This void has been filled by the Mandela Foods Cooperative, a locally owned and operated full-service grocery store and nutrition education center that opened in June across from the West Oakland BART station. In addition to providing fresh, affordable food from local family farms, the store also creates jobs for Oakland residents.

The grassroots community effort got a big boost from the Redevelopment Agency, which provided a \$258,000 tenant improvement grant to help the store open.

[www.mandelafoods.com](http://www.mandelafoods.com)  
1430 Seventh Street  
510-452-1133



## THANKS FOR YOUR FEEDBACK

In our last two issues, we asked readers of *Redeveloping Oakland* to take a brief survey about the newsletter. Thank you to those who took the time to respond.

We're pleased to report that a majority of respondents said the newsletter improves their understanding of the City's redevelopment activities and how they help improve Oakland, our primary goal. Readers give us good marks for our quality and design, and 75 percent say the length is about right.

Most gratifying to us, 94 percent said they would recommend *Redeveloping Oakland* to a friend.

Most readers pick up their printed copy of the newsletter at City offices, but also know they can find it online at [www.business2oakland.com/redevelopment](http://www.business2oakland.com/redevelopment).

We are also proud to announce that *Redeveloping Oakland* received an honorable mention in the newsletter category of the 2009 Excellence in Economic Development Awards from the International Economic Development Council.

[www.business2oakland.com/newslettersurvey](http://www.business2oakland.com/newslettersurvey)

## NON-PROFITS HELP BUILD 'MODEL CITY'

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### CENTRAL OAKLAND: FRIENDS OF THE OAKLAND FOX

PHOTO © 2009 NATHANIEL BENNETT

The non-profit Friends of the Oakland Fox was instrumental in the preservation of the long-vacant historic theater, which reopened in February as a venue for live music.

Formed in 1998 as a subcommittee of the Oakland Heritage Alliance, the group “gave a great level of support, financially and otherwise, during difficult times,” says Phil Tagami, the theater developer who is now president of the non-profit’s board of directors.

Tagami, head of California Capital Group, credits the non-profit with raising \$1 million for the restoration and for partnering with the Redevelopment Agency, which both lent and contributed funds to restore the City-owned building at a cost of about \$80 million. The property will revert to City ownership in seven years.

In addition to the theater, the building now houses the Oakland School for the Arts.

“This project belongs to the community,” says Tagami.

“To date, there have been more than 76,000 people who have seen shows at the Fox. More than 80 percent of those people are from outside Oakland. It is one of the busiest theaters in the world,” says Tagami, “Look at all the restaurants and activity (in the surrounding Uptown area)... It’s a very dynamic and exciting time for Oakland.”

Plans are underway for the Friends of the Oakland Fox to establish and contribute to an endowment fund for the theater.

[www.foxoakland.com](http://www.foxoakland.com) + [info@foxoakland.org](mailto:info@foxoakland.org)

## OAKLAND BUSINESS DEVELOPMENT CORPORATION

The Oakland Business Development Corporation (OBDC) finances and manages all business loans under \$249,500 for the City of Oakland.

For three decades, the non-profit OBDC Small Business Finance also has provided an alternative source of loans for start-up and existing businesses to entrepreneurs who may not qualify for traditional bank financing.

Special loans are available to businesses in specific areas, including the Coliseum redevelopment area, the Broadway corridor and Enhanced Enterprise Community zones.

The organization also offers “microloans” of up to \$35,000, “green loans” for businesses that can demonstrate environmental benefits and loans from the Stopwaste.org revolving loan fund to help businesses increase recycling activities and reduce waste.

In addition, loans of up to \$70,000 are available through the Oakland Neighborhood Economic Development Fund to businesses in one of Oakland’s seven community development districts – Central East Oakland, Central Oakland, East Lake/San Antonio/Chinatown, Elmhurst, Fruitvale/San Antonio, North Oakland and West Oakland. Loans can be used for purposes from equipment and supply purchases to tenant improvements and working capital.

[www.obdc.com](http://www.obdc.com)  
519 17th Street, Suite 700  
510-763-4297



RECAPTURE  
DESIGNS



SHANNIE  
CAKES

▲ The above images represent two of the businesses that OBDC has assisted.

## OAKLAND MERCHANT LEADERSHIP FORUM

When you think "Shop Oakland," think Oakland Merchants' Leadership Forum, the non-profit that partners with the City to promote small businesses and encourage Oaklanders to spend their money at home. (See holiday shopping sidebar at right.)

But that is just one of the group's many functions.

Under a \$60,000 contract with the City and Redevelopment Agency, the forum also helps organize merchants through the creation of business improvement districts. It offers technical assistance and hosts forums on topics from public safety to parking to online marketing. The group brings together business owners from the city's 40-plus neighborhood commercial districts to speak with a cohesive voice and help develop policies and strategies that benefit neighborhood business districts.

A recent effort, Oakland Grown, is helping homegrown Oakland businesses promote themselves with placards, reusable shopping bags and advertisements.

[www.omlf.org](http://www.omlf.org) + 829 27th Avenue + 510-663-0653

## CENTRAL CITY EAST:

### EAST BAY ASIAN LOCAL DEVELOPMENT CORPORATION (EBALDC)

Since 1975, the East Bay Asian Local Development Corporation has been developing affordable housing with integrated services for the Bay Area's diverse low-income population, including the Asian and Pacific Islander communities.

The non-profit has completed 17 developments and more than 250,000 square feet of space for community organizations.

Mostly recently, EBALDC built Lion Creek Crossings, a mixed-income development which replaced Coliseum Gardens, one of the City's most troublesome housing projects. Project partners were the Redevelopment Agency, the Oakland Housing Authority and private developer Related Companies.

The award-winning Lion Creek Crossings now consists of 370 new units of affordable rental housing and a public park. A fourth phase with another 100 units of housing is planned.

Redevelopment contributed \$4 million in infrastructure improvements, from streets and sidewalks to lighting and utility undergrounding, \$500,000 for the new park and more than \$12 million in housing and community development funding.

"They have a sterling reputation for affordable housing development. They're smart, thoughtful community partners. They're strategic, and they produce high-quality projects," Jay Musante, a senior project manager for the Redevelopment Division, says of EBALDC. "It's a pleasure to work with them."

[www.ebaldc.org](http://www.ebaldc.org) + 310 Eighth Street, Suite 200  
510-287-5353



## Celebrate the Holidays in Oakland

The holiday season is fast approaching. When you start planning your shopping and celebrations, don't forget all that Oakland has to offer, right in your own backyard.

The City's more than 40 neighborhood shopping districts have shops with something for everyone on your list, from toys stores to fashionable boutiques to your local hardware store.

"When you shop in Oakland, those dollars improve the local economy," says Shari Godinez, program manager of the Oakland Merchant Leadership Forum, which collaborates with the City on the annual Shop Oakland campaign, "and your sales tax dollars help support City services."

For a directory of products and businesses, visit [www.shopoakland.com](http://www.shopoakland.com). You can also support local businesses without even leaving home by shopping online at [www.oaklandunwrapped.com](http://www.oaklandunwrapped.com), which features wares from Oakland artists and other independent businesses. **Then mark your calendar for these great events:**

### COMCAST OAKLAND HOLIDAY PARADE

**DECEMBER 5: 2 P.M.**

Join more than 100,000 spectators as they watch giant balloons, marching bands, floats, children's storybook characters and, of course, Santa, make their way through Downtown Oakland. The parade travels from Broadway and 11th Street to 20th and Harrison streets.

For more information, visit [www.oaklandholidayparade.com](http://www.oaklandholidayparade.com).

### THE 24TH ANNUAL CHRISTMAS REVELS

**DEC. 11 – 13 AND 18 – 20**

Celebrate the season with song, dance and musical theater. For venue and more information, visit <http://californiarevels.org>.

### HOLIDAY KWANZAA AND CHRISTMAS GIFT SHOW

**DECEMBER 12 – 13: 11 A.M. – 8 P.M.**

Shop for crafts, enjoy live entertainment and more at this event at the Oakland Marriott Convention Center. For more information, visit [www.kwanzaagiftshow.com](http://www.kwanzaagiftshow.com).

### The Nutcracker – Dec. 24, 26 and 27

Kids of all ages love this holiday tradition, performed this year by the Oakland Ballet and Peninsula Ballet Theatre at the historic Paramount Theatre. For ticket information, visit [www.paramounttheatre.com/ballet](http://www.paramounttheatre.com/ballet) or [www.oaklandballet.org](http://www.oaklandballet.org).

**For more information on holiday events Citywide, visit [www.oaklandcvb.com](http://www.oaklandcvb.com).**



## NON-PROFITS HELP BUILD 'MODEL CITY' (continued from page 7)



East Bay Asian Youth Center

### EAST BAY ASIAN YOUTH CENTER (EBAYC)

Founded in 1976, the East Bay Asian Youth Center works with low-income youth in the San Antonio neighborhood, many of them Asian, to inspire them to help build a just and multicultural society.

The organization serves more than 1,200 children, youth and their families with programs, offering long-term support for hard-to-reach youth including dropouts, gang members and youth on probation and parole. EBAYC also works with several local schools to help provide after-school care and medical and mental health services.

Its Streetside Productions trains youth in documentary filmmaking, helping give a voice to young people whose stories often go unheard.

EBAYC has played a critical role in redevelopment efforts in Central City East, providing charter members to the PAC, which has helped guide revitalization efforts from streetscape improvements to home-ownership rehabilitation programs.

[www.ebayc.org](http://www.ebayc.org) ♦ 2025 East 12th Street ♦ 510-533-1092



PHOTO © 2009 NATHANAEI BENNETT

▲ *Jorge Flores, Eastmont Technology Center staff teaches Introduction to Computers to one of the OCCUR/ETC adult classes.*

In addition, OCCUR runs the Eastmont Technology Center (ETC), which provides computer training to residents from children to senior citizens. Now located across from the Eastmont Town Center in the Helping Hands Community Center, the center was remodeled with a \$60,000 façade and \$45,000 tenant improvement grant from the Redevelopment Agency.

OCCUR also has received Community Development Block Grant (CDBG) funds to organize East Oakland merchants to participate in redevelopment activities and revitalization efforts.

[www.occurnow.org](http://www.occurnow.org) ♦ 1330 Broadway, Suite 1030  
510-839-2440

### OCCUR

For more than 50 years, Oakland-based OCCUR has been working to help communities develop economic sustainability and capacity.

Among its many roles are providing technical assistance and support to more than 1,500 other organizations and communities and holding an annual conference for non-profits.

OCCUR also publishes neighborhood "asset mapping" guides to assist in community building, one of the tools it uses in its role as a facilitator to bring together residents, merchants, government officials and others working to revitalize neighborhoods.

### COLISEUM: UNITY COUNCIL



Since 1967, The Unity Council has been an integral partner in the revitalization of the Fruitvale district and its commercial corridors.

The non-profit provides a vast array of services, from Head Start programs for preschoolers to supportive housing for senior citizens. A recent endeavor called mio: made in Oakland is a non-profit business venture that will provide living-wage jobs with health benefits to seamstresses and others who will produce garments and home furnishings.

One of the Unity Council's largest undertakings was the development of Fruitvale Village, the housing and retail complex at the Fruitvale BART station that

was completed in 2004. The Redevelopment Agency provided \$4 million in tax-increment financing, in addition to other City funding sources, toward the \$90 million project.

The Unity Council also has worked with the the City to re-

establish and expand the Fruitvale Business Improvement District and Redevelopment Agency on façade improvement projects throughout Fruitvale and the renovation of a 100-year-old Masonic Temple on International Boulevard, which now houses a pharmacy and public market on the ground floor. Plans are in the works to create a community center on higher floors.

"Without the support of redevelopment resources and the City of Oakland, the phenomenal transformation we've seen in the Fruitvale would not have been possible, period," says Gilda Gonzales, the organization's CEO. But "organizations can't expect a magic wand from the City. They need to approach the partnership as a true partnership."

"Public safety, economic development, they need to start at the community level," she says. "You have to be your own advocate. Then the City begins to be not just a partner but a strong advocate."

(continued on page 10)

[www.unitycouncil.org](http://www.unitycouncil.org) ♦ 1900 Fruitvale Avenue, Suite 2A  
510-535-6900

"WITHOUT THE SUPPORT OF REDEVELOPMENT RESOURCES AND THE CITY OF OAKLAND, THE PHENOMENAL TRANSFORMATION WE'VE SEEN IN THE FRUITVALE WOULD NOT HAVE BEEN POSSIBLE, PERIOD. BUT "ORGANIZATIONS CAN'T EXPECT A MAGIC WAND FROM THE CITY. THEY NEED TO APPROACH THE PARTNERSHIP AS A TRUE PARTNERSHIP."

—GILDA GONZALES  
CEO, UNITY COUNCIL

## MESSAGE FROM THE DEPUTY DIRECTOR

GREGORY HUNTER, DEPUTY DIRECTOR OF  
ECONOMIC DEVELOPMENT AND REDEVELOPMENT

While there are increasing indicators that the national economy may finally be improving, this remains a difficult time for the City of Oakland as a whole and the Redevelopment Agency in particular.

After several strong years of growth in tax increment revenues, the Oakland Redevelopment Agency is projecting a reduction for this fiscal year 2009-10. Assessed property values have dropped in several redevelopment areas due to the weak real estate market, including Central City East (by \$660 million), Coliseum (\$288 million) and West Oakland (\$117 million). These losses have been partially offset by the growth in the commercial market Downtown, where property values in the Central District increased \$499 million. Overall, gross tax increment is projected to decline \$5.2 million.

At the same time, the State of California, with its own budget woes, has approved taking redevelopment funds from cities to balance its own books. What that means for Oakland is a reduction of \$42 million in "Supplemental" Educational Revenue Augmentation Funds (SERAF) this fiscal year and another \$8.5 million in 2010-11.

While the Redevelopment Agency expects to receive \$134 million in gross tax increments in 2009-10, after deducting \$33 million in low-/moderate-income housing set-asides, \$22 million in pass-through funds under AB1290 (which requires a portion of the increment to be passed through to the affected taxing entity, such as the school district or county) and \$38 million in debt service expenses, that leaves only \$40 million for operations.

This means that the state is requiring the Redevelopment Agency to use all of its operating funds to help balance the state budget, with little left to fund staffing and Agency operations.

While there are some additional sources of funds, some operating reserves and the Agency already has set aside \$16 million for SERAF, we still will need to cut projects and programs in order to pay the state and continue to operate.

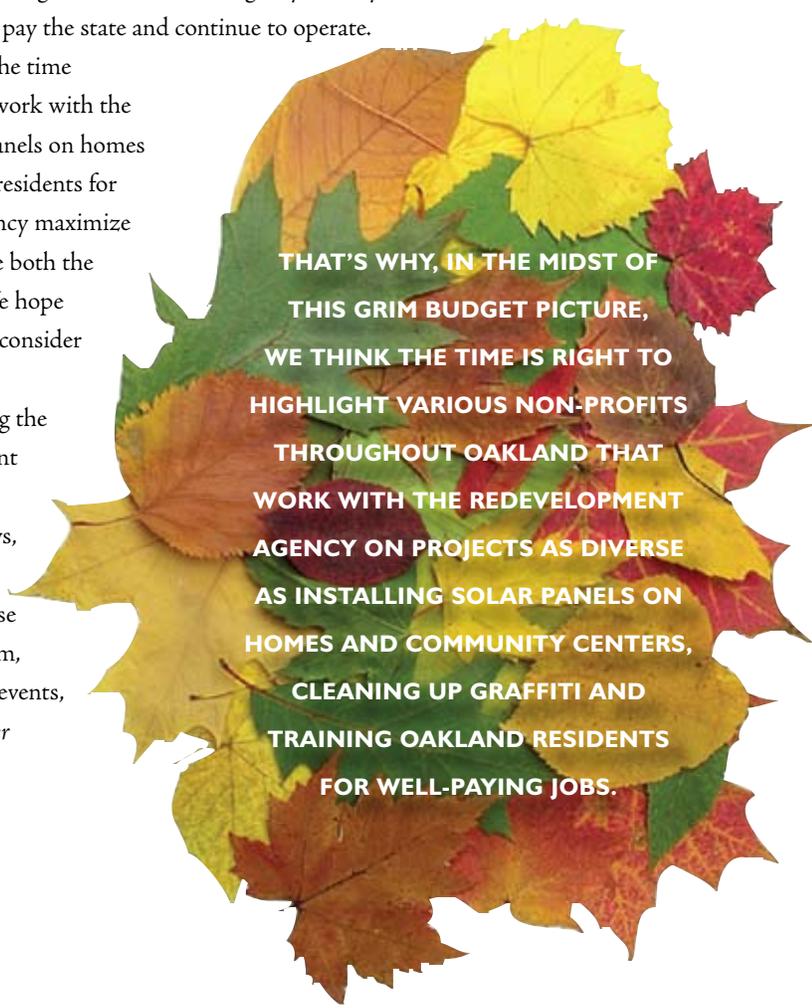
That's why, in the midst of this grim budget picture, we think the time is right to highlight various non-profits throughout Oakland that work with the Redevelopment Agency on projects as diverse as installing solar panels on homes and community centers, cleaning up graffiti and training Oakland residents for well-paying jobs. These partnerships help the Redevelopment Agency maximize our resources in tight times, help revitalize neighborhoods and give both the Agency and our non-profit partners the best bang for our buck. We hope you'll enjoy learning more about these excellent organizations and consider getting involved yourself.

We're also pleased to bring you news about plans for developing the former Oakland Army Base and several other sites in redevelopment areas throughout the City.

Lastly, while it may seem early to be thinking about the holidays, we all know they'll be here before we know it. I encourage you to consider Oakland for your holiday shopping needs, from our diverse neighborhood commercial districts to [www.oaklandunwrapped.com](http://www.oaklandunwrapped.com), which features local wares. Then, celebrate with us at great annual events, including the Comcast Oakland Holiday Parade and *The Nutcracker* at the Paramount Theatre.



Gregory D. Hunter



**THAT'S WHY, IN THE MIDST OF  
THIS GRIM BUDGET PICTURE,  
WE THINK THE TIME IS RIGHT TO  
HIGHLIGHT VARIOUS NON-PROFITS  
THROUGHOUT OAKLAND THAT  
WORK WITH THE REDEVELOPMENT  
AGENCY ON PROJECTS AS DIVERSE  
AS INSTALLING SOLAR PANELS ON  
HOMES AND COMMUNITY CENTERS,  
CLEANING UP GRAFFITI AND  
TRAINING OAKLAND RESIDENTS  
FOR WELL-PAYING JOBS.**

## FOOT PATROLS CUT CRIME BY HALF

A pilot program funded this summer by the Redevelopment Agency has helped put the “public” back in public safety in East Oakland.

The Commercial Security Program used off-duty Oakland Police officers to patrol business corridors, on foot and mountain bikes, during afternoons and evenings in the Central City East and Coliseum redevelopment areas, particularly along MacArthur and International boulevards.

Such patrols have long been sought by residents and business owners, who were happy to see them finally happen.

The police liked it, too. “The reaction from the police officers has been tremendous,” says Capt. Paul Figueroa, commander of Area 3, which stretches from High Street to the San Leandro border. “When we’re not chasing 911 calls, this gives us an opportunity to make connections with people.”

“It was an opportunity for officers to sit down and meet local business owners and residents to talk about issues, make contact, so when they have an issue, they can work directly



with police,” he adds.

Figueroa says preliminary figures show Part 1 crimes – including homicides, robberies, shootings, burglaries, auto thefts and sexual assaults – dropped by half when the walking patrols were deployed. Officers also had more time to tackle quality of life issues from littering to loitering to speeding.

Figueroa is scheduled to report to the City Council on the program in mid-October.

Both problem-solving and off-duty patrol officers participated in the three-month program, which ran from late May through August. It was approved by the City Council in April and funded by \$180,000 in redevelopment funds – \$120,000 from Central City East and \$60,000 from the Coliseum area.

Studies have shown that reducing crime has a direct impact on community revitalization, including business attraction and retention. A survey of business owners by the Oakland Merchants’ Leadership Forum found that they perceived walking patrols as a deterrent to crime. Of the respondents who did not have walking patrols in their areas, 96 percent said they would like to have them.

The program originally proposed using security guards, but determined that police officers would be safer and more effective.

“At the end of the day, our relationship with the community has a direct impact on how we can reduce crime,” says Figueroa. This program goes directly to that. I support it 100 percent.

### NON-PROFITS HELP BUILD ‘MODEL CITY’ *(continued from page 8)*

#### YOUTH EMPLOYMENT PARTNERSHIP

The Youth Employment Partnership, Inc. (YEP), has been providing job training to Oakland youth since 1973.

The non-profit runs numerous programs for youth ages 14-24, from a charter high school for drop-outs who can earn diplomas while studying construction, technology or child development to the Knights’ Café at the Oakland International Airport which gives Castlemont High School students on-the-job training.

Other programs include the Americorps Neighborhood Investment Team in Lower San Antonio, the Oakland Mayor’s Summer Job Program and YouthBuild, in which young adults learn construction skills by rehabilitating low-income housing.

Last year, YEP partnered with the Redevelopment Agency through a \$30,000 contract to train young adults to remove graffiti in the Coliseum redevelopment area.

[www.yep.org](http://www.yep.org) + 2300 International Boulevard  
510-533-3447

#### EAST OAKLAND BOXING ASSOCIATION/SMARTMOVES

For more than 20 years, the East Oakland Boxing Association has been teaching boxing skills to Oakland youth as a way to develop discipline and character. But the summer and afterschool program does so much more for the 650-plus young people, ages 5 to 20, it serves each year. In addition to physical education, there’s mandatory tutoring and mentoring, arts and crafts, and nutrition and gardening. The organization also distributes food boxes through the Alameda County Food Bank.

The boxing association has become a key community-based partner in the Coliseum Redevelopment Area. Through the newly established Green Works Development Program, the association was awarded \$15,000 to install a grey-water and water-catchment system to facilitate watering a garden the organization developed on a City-owned property at 98th Avenue and Pippin Street. The EOBA facility is being rehabilitated with a grant through the Coliseum Façade Improvement Program.

[www.eoba.org](http://www.eoba.org) + 816 98th Avenue + 510-430-8056



PHOTO © 2009 INGRID SEVERSON

▲ *East Oakland Boxing Association youth help install the water catchment cistern in the garden area behind the gym.*



## ARMY BASE DEVELOPER CHOSEN

Following several years of fanciful ideas for the former Oakland Army Base that have failed to come to fruition, the Redevelopment Agency has chosen a master developer with a back-to-basics plan and a track record for completing difficult projects.

The agency is entering into an exclusive negotiating agreement with a joint venture between California Capital Group (CCG), headed by Oakland developer Phil Tagami, and AMB Property Corporation, a San Francisco real estate investment trust.

The team proposes to use the 135-acre parcel to capitalize on and support operations of the neighboring Port of Oakland, which is also giving the developers the right to develop its portion of the Army Base, bringing the total opportunity site to 303 acres at the foot of the Bay Bridge.

“Even in down years, in excess of \$3 billion in goods and services flow in and out of the Port of Oakland. The direct impact to the country is closer to \$9.5 billion and touches 40 states,” Tagami, a former port commissioner, says of the nation’s fifth busiest port. “We need to make sure to provide access to get our goods and services to the global marketplace but also be able to import the goods and services we need.”

The process to select a master developer began in January 2008 with a Request for Qualifications (RFQ) to identify prospective teams for the development site. The Agency received 13 proposals, which were thoroughly reviewed by a technical advisory group. Each of the responding teams was then interviewed by a panel of City officials and external experts. The panel recommended that four of the responding teams be invited to the next level of the selection process. On July 15, 2008, the Agency issued a Request for Proposals (RFP) to the four developer teams. Two of the four teams dropped out of the RFP process. After extensive deliberation, the panel voted 10-1 to recommend that the Agency enter into an Exclusive Negotiating Agreement (ENA) with AMB/CCG. On July 28, 2009, the Oakland Redevelopment Agency authorized the Agency Administrator to negotiate an ENA with AMB/CCG for a 360-day period for a proposed development consisting of a mixed-use project consisting of logistics, industrial, office, project-serving retail and other uses mandated by the Agency on up to 135 acres of the former Oakland Army Base.

Tagami says increasing the port’s capacity for packaging, warehousing and distributing cargo will bring good jobs to Oakland. “We are a port city, a trade city, and a lot of responsibility comes with that.”

“... IN EXCESS OF \$3 BILLION IN GOODS AND SERVICES FLOW IN AND OUT OF THE PORT OF OAKLAND. THE DIRECT IMPACT TO THE COUNTRY IS CLOSER TO \$9.5 BILLION AND TOUCHES 40 STATES.”

— PHIL TAGAMI,  
FORMER PORT OF OAKLAND  
COMMISSIONER



PHOTO © 2009 NATHANIEL BENNETT

No stranger to difficult projects, Tagami renovated the Rotunda building across from City Hall, bringing a former department store that had been shuttered for two decades back to life as an office building with a stunning dome. He built a downtown parking garage and was the force behind the reopening of the Fox Oakland Theater, which had been virtually vacant for more than 40 years. Currently he serves as a consultant to the non-profit developing the historic 16th Street train station.

“My focus has been on projects that no one else wanted to do or failed to do,” Tagami says. “There have been a lot of ideas over the years about what could be done (at the former base). It’s about execution.”

▲ ABOVE: Rendering of a proposed Film and Media Center to be located on the former Army Base site.

► LEFT: Sample renderings of office buildings.





## WANTED: A FEW GOOD DEVELOPERS

The Redevelopment Agency is looking for developers interested in purchasing and developing 10 Agency-owned properties in three of the City's 10 redevelopment areas. Possible uses include retail, office and housing. Developers will be encouraged to mix ground-floor retail with housing types available to a variety of incomes, increase density near public transportation, strengthen existing commercial corridors and incorporate green building components.

The sites available are:

### CENTRAL CITY EAST (SITES 1-6)

- ♦ 2777, 3566 and 3600 Foothill Boulevard;
- ♦ The northwestern corner of Foothill Boulevard and Seminary Avenue;
- ♦ Foothill Boulevard and Seminary Avenue; and
- ♦ 10451 MacArthur Boulevard.

### COLISEUM (SITES 7-9)

- ♦ 965 66th Avenue;
- ♦ 6775 Oakport Street; and
- ♦ 606 Clara Street and 9418 Edes Avenue.

### CENTRAL DISTRICT (SITE 10)

- ♦ Fox block parcel bounded by San Pablo Avenue and 18th and 19th streets.

For more information or to view the request for proposals, visit [business2oakland.com/redevelopment](http://business2oakland.com/redevelopment). Proposals will be due by Tuesday, December 1, 2009.

## CHECK OUT THE OPPORTUNITIES IN OAKLAND

Have you seen the new *Opportunities* newsletter? This quarterly newsletter from the Community and Economic Development Agency is all about growing your business in Oakland. If you have a business or would like to start one, *Opportunities* provides the latest news on the city's business support services, with information on topics from financing to recycling to lowering your business taxes.

It's all delivered, for free, to your e-mail inbox. To subscribe, visit [www.business2oakland.com/main/subscribe.htm](http://www.business2oakland.com/main/subscribe.htm).



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