

A nighttime photograph of an Oakland cityscape. In the background, several high-rise buildings are lit up, including one with a 'PANDORA' sign. In the foreground, a street festival is taking place with many people, tents, and street art. The word 'EQUITY' is overlaid in large white letters.

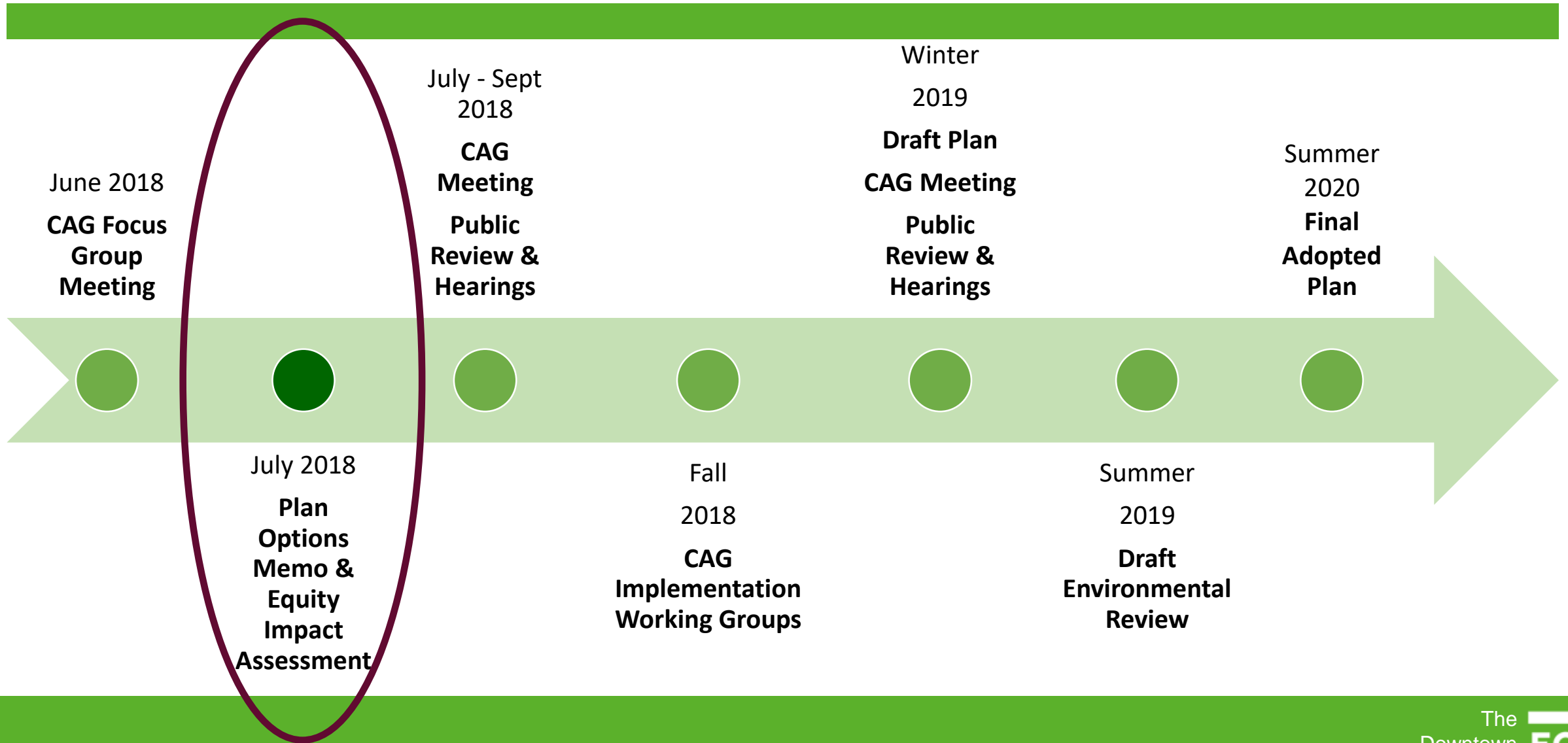
# EQUITY

IN

# OAKLAND

## The Downtown Specific Plan

# PROCESS





# PAST PROCESS

Charrette: Hands-On Session



# EXPANDED EQUITY WORK & COMMUNITY ENGAGEMENT (2017-2018)

- Equity analysis of process to date
- Equity-oriented community engagement
  - Capacity-building workshops
  - Community-based organization meetings
  - Ethnographic interviews and videos
- Social Equity Working Group meetings
- Analysis of existing disparities
- Community Advisory Group (relaunch)
- Creative Solutions Labs
- Neighborhood Design Sessions
- CAG Focus Group: Racial Equity Impact Assessment



Participants at community meetings, photo credit: I-SEED Equity Team



# PLAN CONCEPTS MEMO

# Plan Concepts Memo (July 2018)

- Purpose
  - Reconcile best planning practices with community priorities, and current social conditions and economic trends.
- Contents
  - Goals and outcomes
  - Development options for focus areas
  - Strategy/policy options
  - Racial equity impact assessment



## Neighborhood design workshop mapping project

# PLAN GOALS

1. Enhance the quality of life for all of downtown's residents, workers, and visitors through inclusive and accessible housing, thoughtful urban design, and high-quality infrastructure and public services.
2. Preserve and promote cultural belonging downtown.
3. Connect all of Oakland and the region to a wide variety of jobs, resources, and spaces that serve the needs of current and future Oaklanders.

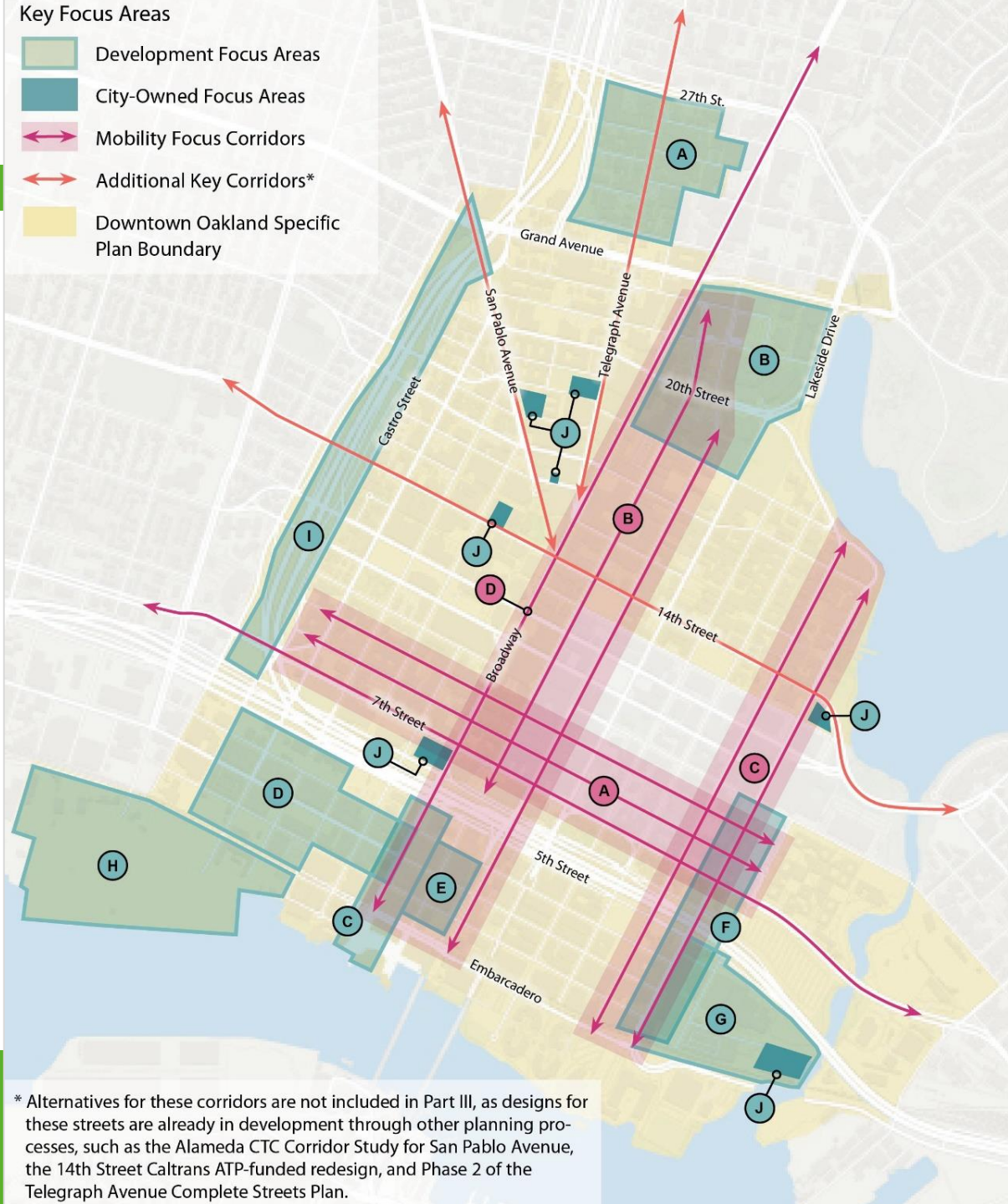


Old Oakland Farmer's Market; Photo Credit: Popuphood



# FOCUS AREAS

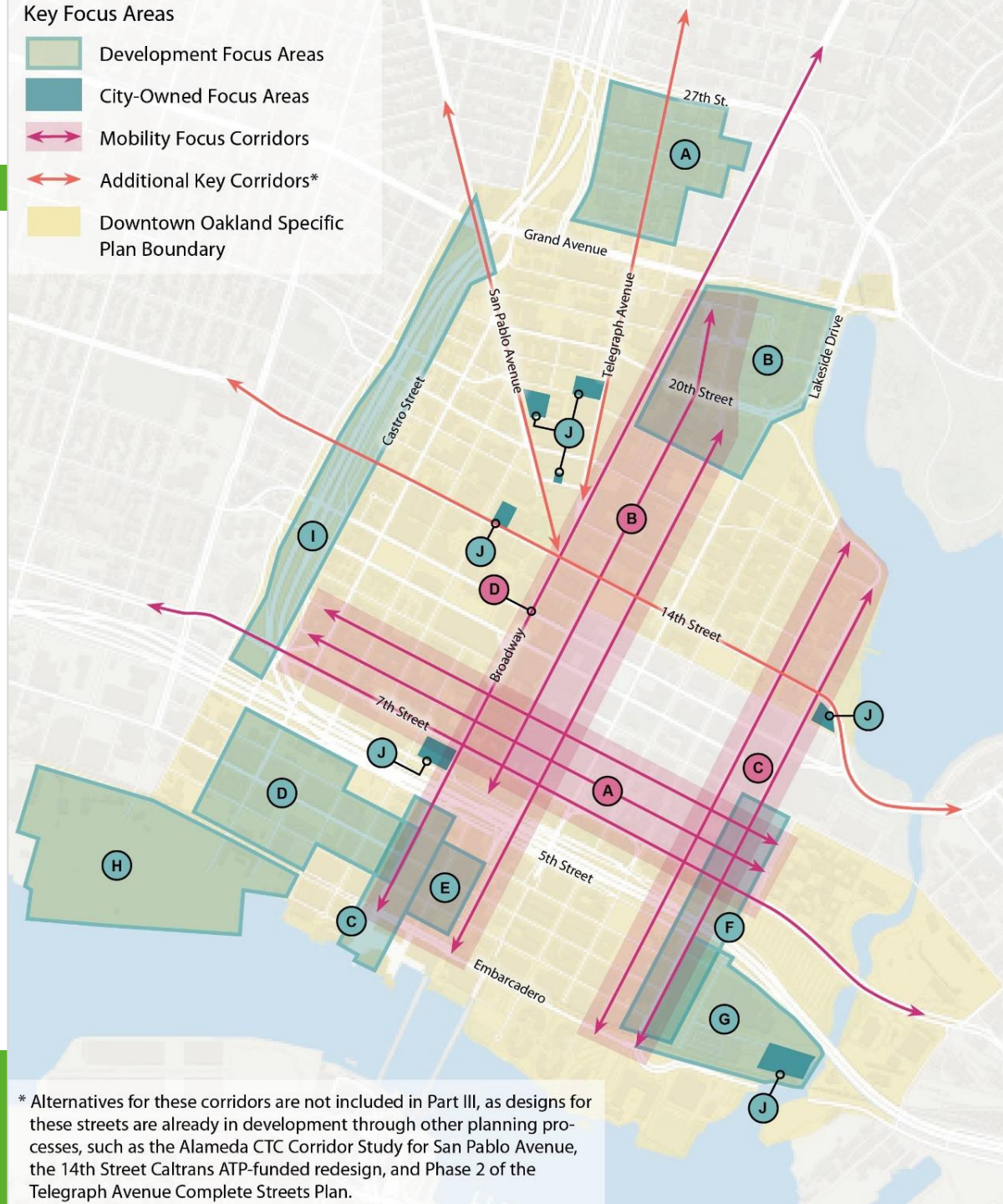
“Focus Areas” represent areas where significant change is possible



\* Alternatives for these corridors are not included in Part III, as designs for these streets are already in development through other planning processes, such as the Alameda CTC Corridor Study for San Pablo Avenue, the 14th Street Caltrans ATP-funded redesign, and Phase 2 of the Telegraph Avenue Complete Streets Plan.

# FOCUS AREAS

- A. Art & Garage District
- B. Kaiser Office Center
- C. Jack London-Broadway Linear Activity Node
- D. 3rd Street West of Broadway
- E. Produce Market
- F. Jack London-Oak Street Linear Activity Node
- G. Victory Court
- H. Howard Terminal
- I. I-980 Corridor
- J. Underutilized & Vacant City-Owned Properties



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# FOCUS AREA CASE STUDY: ACCESSIBLE CHINATOWN – 7<sup>TH</sup> STREET

## Option 1: Two-way street conversion

Includes transit-only lanes in both directions, with enhanced pedestrian areas and loading areas on 8th Street

### Tradeoffs:

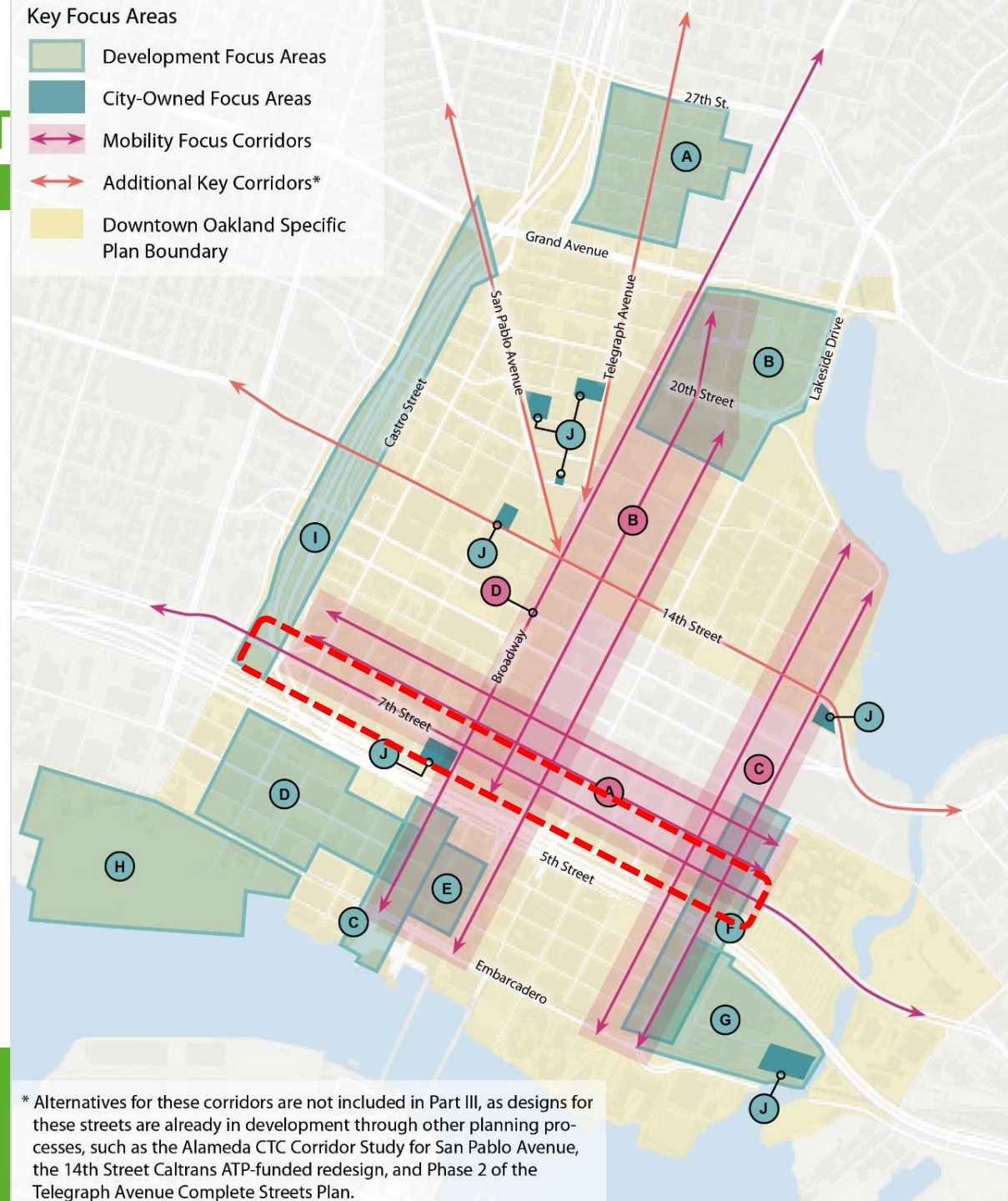
- Consolidated transit creates efficient and clear transit corridor to bring people from other neighborhoods into the downtown
- Consistent with Revive Chinatown recommendations
- Increased pedestrian safety
- High cost to convert signals
- May cause traffic delays
- Better connections to West Oakland

## Option 2: One-way streets remain

Includes a transit-only lane in one direction and a one-way separated bikeway

### Tradeoffs

- Enhances pedestrian spaces on all streets
- Transit-only lanes may be occasionally blocked by loading



# FOCUS AREA CASE STUDY: ACCESSIBLE CHINATOWN – 7<sup>TH</sup> STREET

## Relevant Strategies

### Option 1: Two-way street conversion

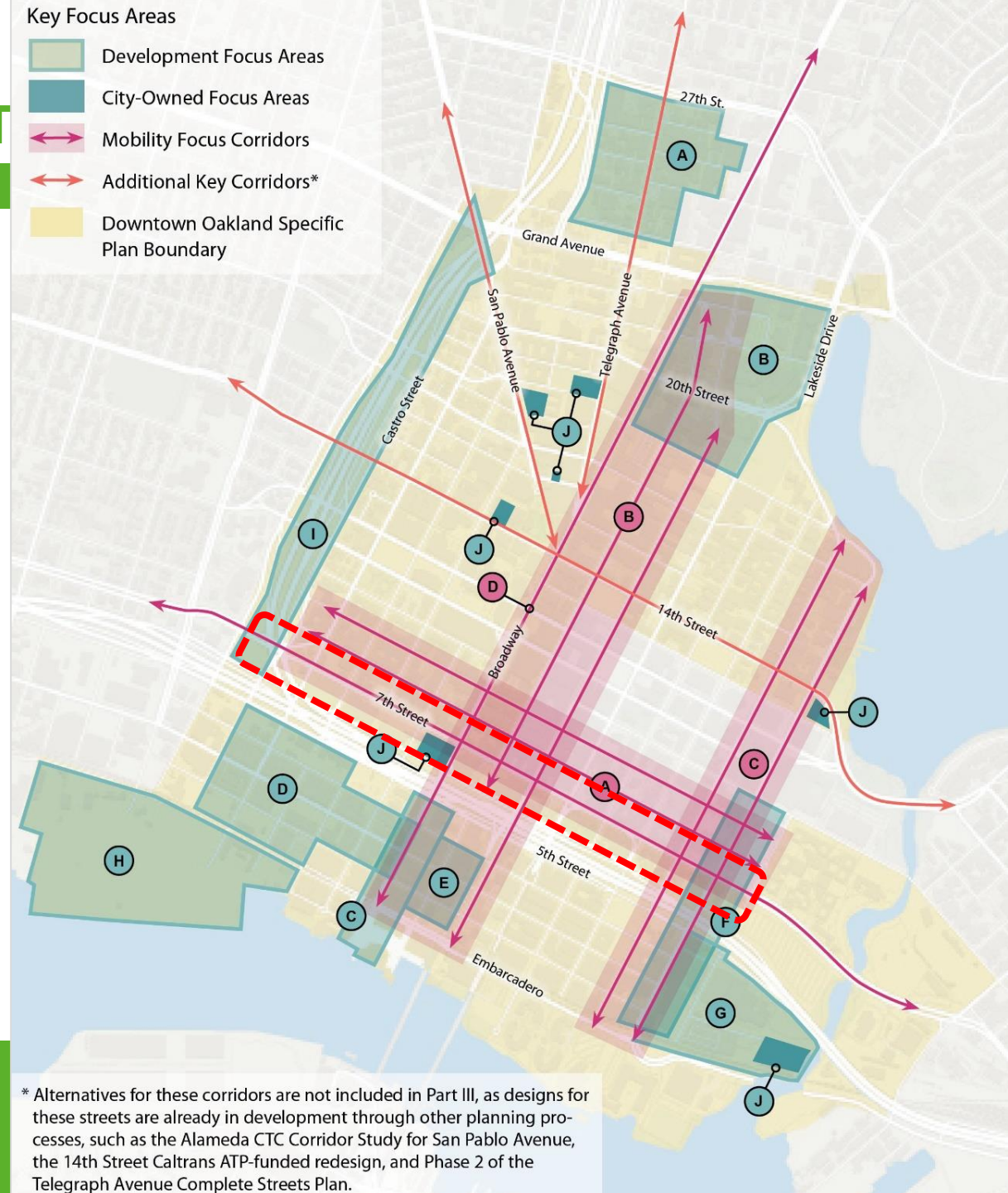
Implement transit priority treatments on 7<sup>th</sup> Street and improve bus frequencies to facilitate improved transit reliability, transit travel times, and overall transit access to, from and within downtown

Reconfigure transit service in Jack London and Chinatown to better connect with regional transit (ferry terminal, Amtrak, and Lake Merritt BART) and improve bus transit connections between Downtown and East Oakland

### Either Option

Improve passenger amenities (including wayfinding) and security at bus stops on all transit streets throughout downtown

Work with transit agencies to develop a low-income transit pass to reduce the cost of transit fare, particularly for priority populations





# FOCUS AREA CASE STUDY: VICTORY COURT

## Option 1: Retain industrial zoning

Retain industrial zoning and allow for special uses such as makerspaces, arts, and light manufacturing

### Tradeoffs:

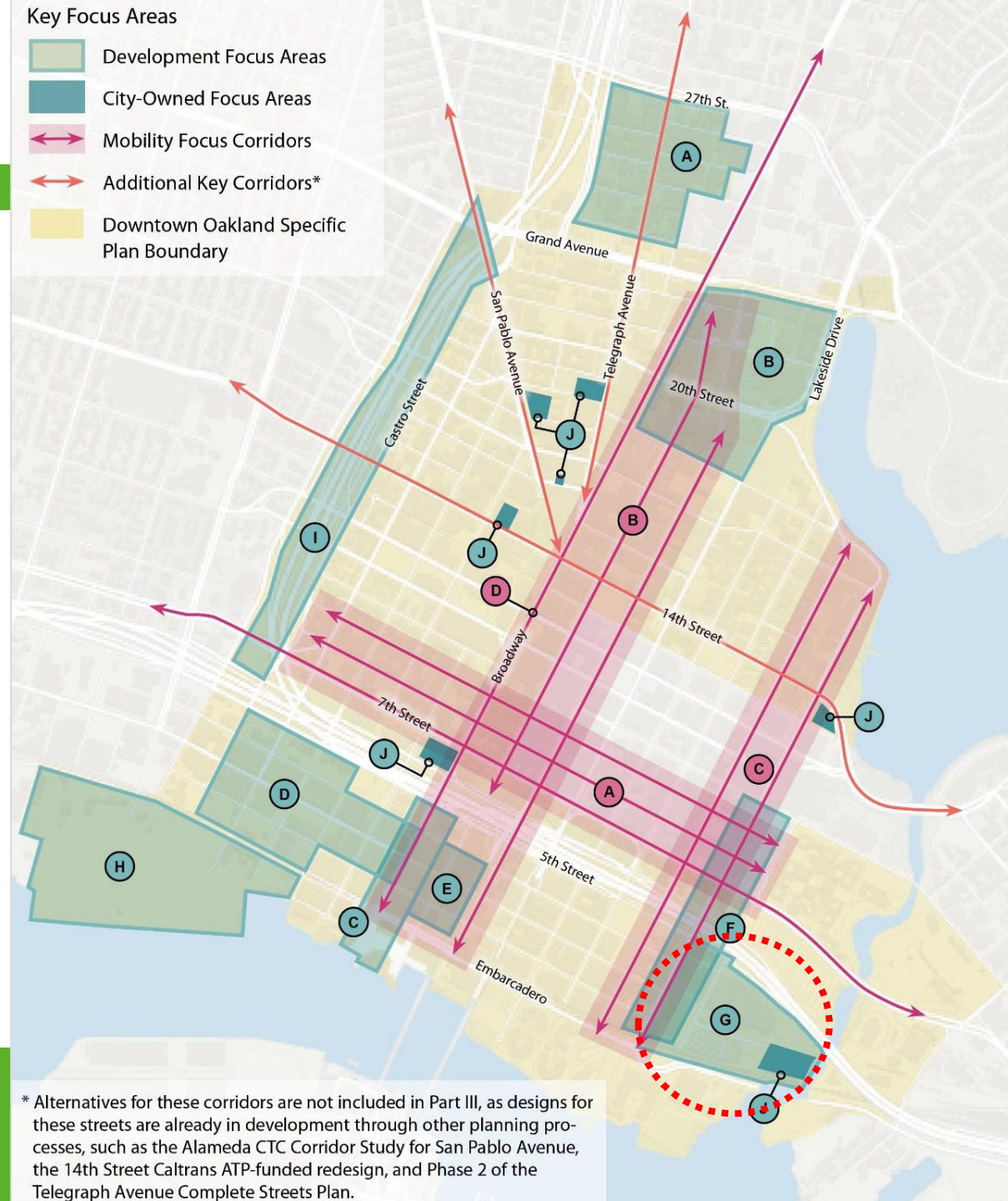
- Retain industrial nature of site
- Limits use of site

## Option 2: Convert to mixed-use zone

Change industrial zoning to mixed-use, 5-8 stories, potentially up to 16+ (near Oak Street or freeway)

### Tradeoffs

- Increase in land value could result in community benefits (affordable housing, affordable commercial space, outdoor amenities, etc.)
- Loss of industrial jobs
- Significant infrastructure investment/improvements needed
- Potential sea level rise impacts
- Better access to the Lake Merritt Channel and future open space



# FOCUS AREA CASE STUDY: VICTORY COURT

## Relevant Strategies

### Option 1: Retain industrial uses

Explore zoning and land-use changes to preserve existing and encourage more arts, culture, Production, Distribution and Repair and makerspaces.

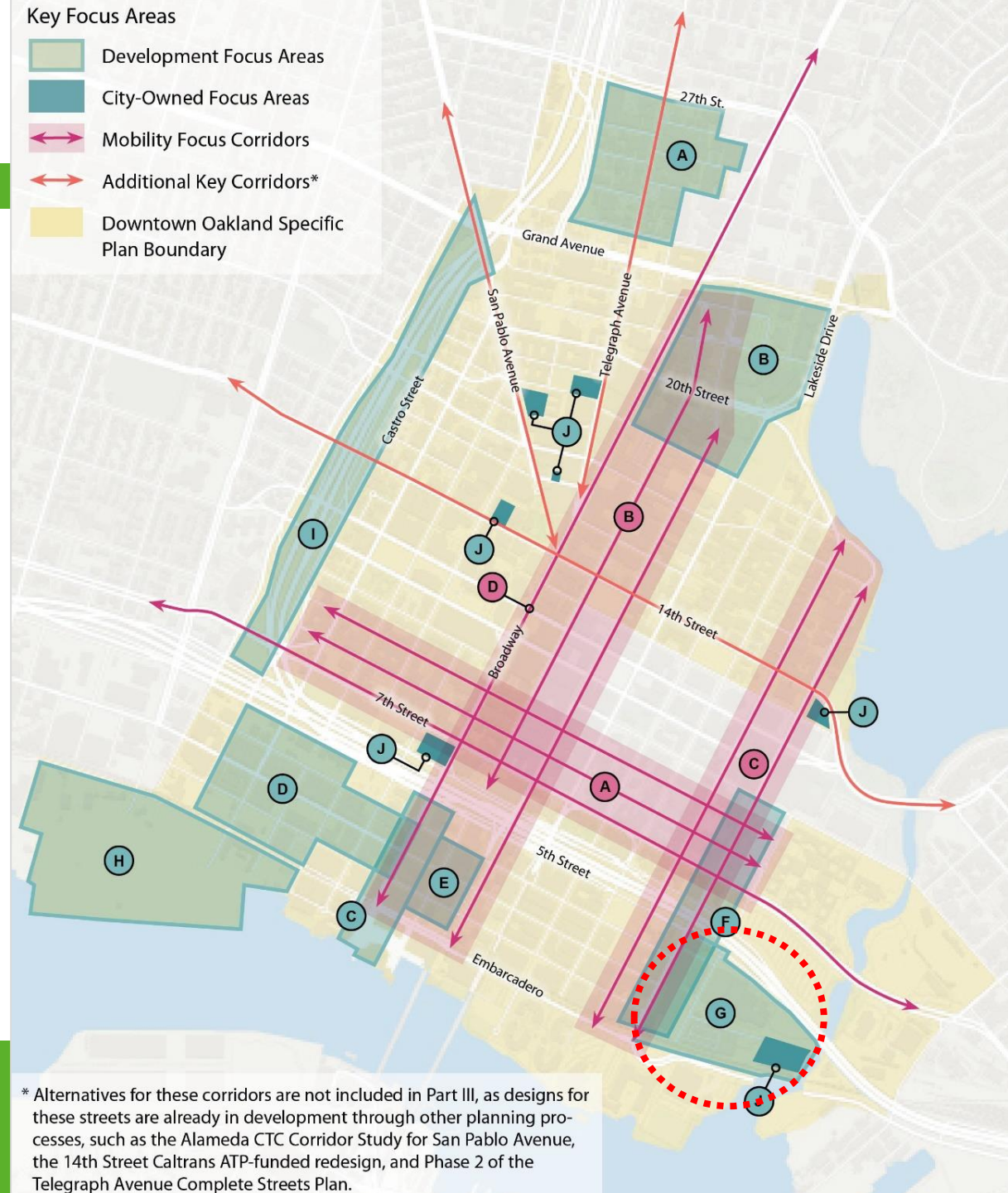
New and clearer categories for manufacturing, artisan, and arts-related land-uses

Support the creation of the Jack London Maker District that designates special use permissions and zoning regulations, such as minimum gross floor area requirements for arts, culture, and PDR uses in new developments projects, that meet desired development goals.

### Option 2: Convert to mixed-use zone

Create a streamlined development incentive program for downtown that features a small set of pre-defined benefits to address community needs.

Support the implementation of the Port of Oakland's Sea Level Rise Vulnerability Assessment and Improvement Plan





# Understanding Equity Downtown

Equity priorities concerning **Oakland communities of color:**

*Black Oaklanders, Asian-American Residents, LatinX and Indigenous Communities*

Equity priorities concerning **infrastructure that supports communities:**

Built environment, housing, transportation, arts + culture, etc.

Equity priorities concerning **downtown neighborhoods:**

Central Business District, Jack London, Chinatown & Old Oakland, Uptown & KONO

# RACIAL EQUITY IMPACT ANALYSIS

## WHAT IS IT?

An REIA is a systematic evaluation of how a proposed policy, plan or project will affect different racial and ethnic groups. REIAs are strategic tools employed to prevent or mitigate the unwanted racist impacts of proposed actions, and to help stop or reverse historic inequities that have created current conditions.

The REIA of the Downtown Oakland Specific Plan considers the potential impacts of plans set forth in the Plan Options Memo on Oakland's communities of color, with special attention to the unique role of a downtown area in serving communities of color.



# RACIAL EQUITY IMPACT ANALYSIS

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- Who are we planning for?
- What are the projected impacts of the plans on those groups?
- What practical recommendations will advance equity and help to correct historic inequities for these groups?

# RACIAL EQUITY IMPACT ANALYSIS

## WHAT ARE THE PROJECTED IMPACTS OF THE PLAN ON THESE GROUPS? RECOMMENDATIONS TO ADVANCE EQUITY?

From a racial equity perspective, we are looking at Oakland's residents of color with a special focus on the homeless and disabled communities, as well as:

- **Downtown Oakland residents and businesses at risk of displacement**
- **Oakland neighborhoods of color for whom downtown is a resource and center of opportunity**
- **Communities linked w/ DTO's historic identity and culture: Culture Makers, Black Oaklanders, Asian-Americans, Indigenous Communities**



# Questions

- 1) How do the three populations we've identified through the REIA analysis resonate with you? What would ensure these categories are meaningful?
- 2) What recommendations would you make at this point to ensure that the needs of your group are reflected in the development options?

# PRINTED SUPPORT MATERIALS

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- Refer to the Plan Alternatives sheet and the Goals and Outcomes sheets in your handouts.
- Reflect on the Case Studies selected by the City from the Plan Alternatives Memo.
- Discuss impacts on the populations for the REIA Framework.



## Focus groups

### Discussions:

15 minutes – Q+A with City staff

30 minutes – Facilitated group discussion

15 minutes – ID take-aways to share

# THANK YOU!

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Keeping the Town in Downtown

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# VOICE YOUR VISION!

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## CONNECT



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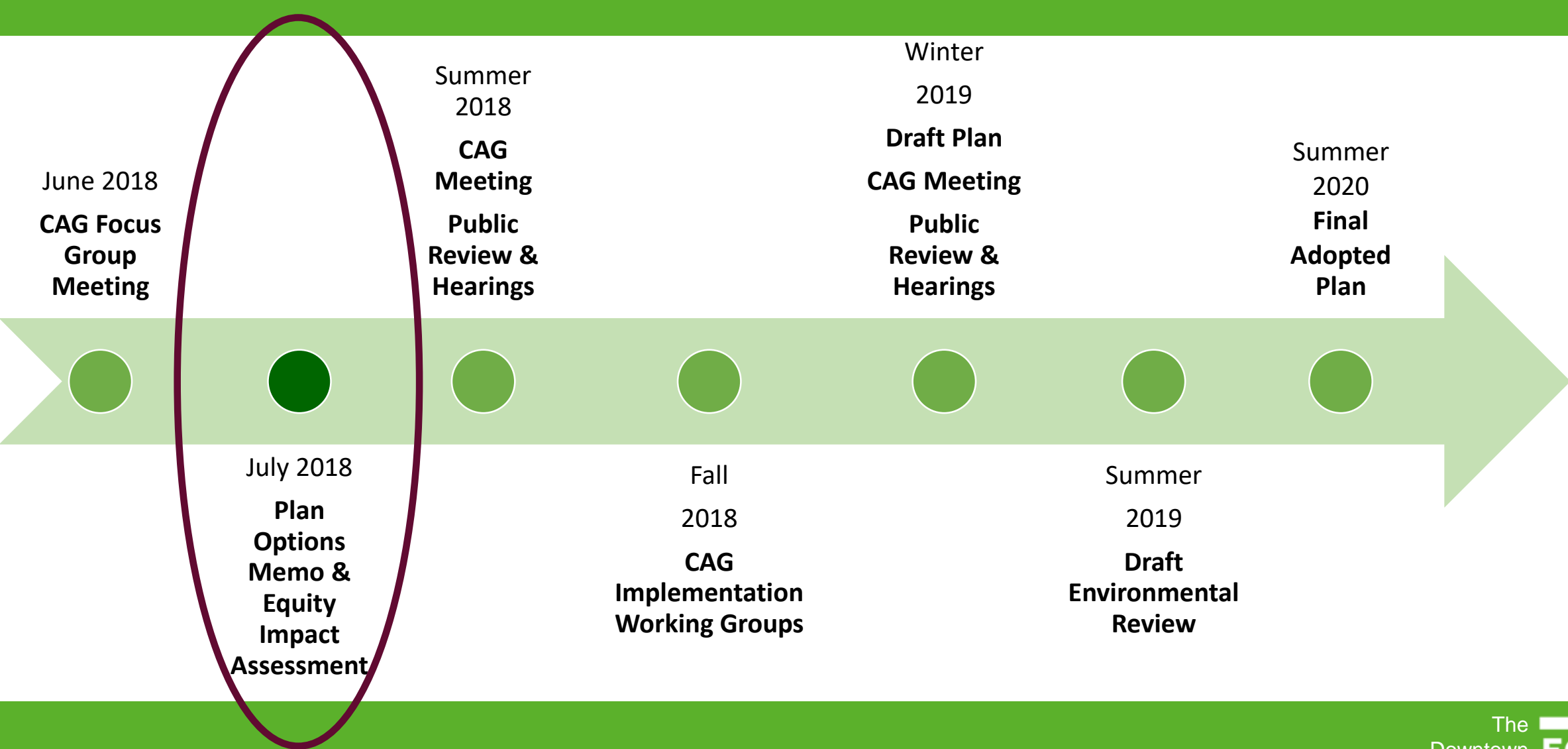
#EquityinAction

#EQTDTO

#EquityinDTO



# PROCESS





# SUMMER 2018 PUBLIC REVIEW / PUBLIC HEARINGS

**Purpose:** to have the public review Plan Options Memo to provide input on preferred development options and strategy options; feedback to be incorporated into the Draft Plan (anticipated by winter, 2019)

**CAG meeting week of Jul. 23** to review Plan options Memo

**Summer public review options beginning end of July**

- Copies of Plan Options Memo available at Libraries/Rec Centers
- City staff table at events (farmers markets, art & soul, Chinatown street festival, first Friday, etc.)
- City staff to attend pre-existing meetings: Chinatown Coalition, Black Arts Movement & Business District, Jack London Business Improvement District, Old Oakland Association, Art + Garage District, etc.

**Announcements/outreach** (for above events)

- E-blasts, hard copy flyers distributed, press release/newspaper notices, social media

**Public Hearings** (City staff presents Plan Options Memo; feedback incorporated into Draft Plan)

- Planning Commission **Aug. 1**
- CED Committee **Sept. 11**

**CAG meetings week of Sept. 3** (to discuss implementation mechanisms, incorporated into Draft Plan)

# STAY INVOLVED

- Visit the **website** for past publications, meeting notes and info: <http://bit.ly/oakdosp>
- Join the **mailing list** for updates on publications and meeting dates: <http://bit.ly/oakdosp> (“Subscribe for Updates”)
- Next step: **review** the Plan Options Memo (available in July 2018)



Young meeting participants share their ideas