

# EQUITY

IN

# DOWNTOWN

# OAKLAND

Keeping the Town in Downtown

Sustainability, Health, Safety, Recreation & Open Space  
Working Group  
August 3, 2017

# **DOWNTOWN OAKLAND SPECIFIC PLAN**

## **WELCOME**

**Sustainability, Health, Safety,  
Recreation & Open Space  
Working Group**

**Social Equity Meeting**

**August 3, 2017**



# SOCIAL EQUITY WORKING GROUPS



**JUL  
31**

## **Greenlining Institute**

5:00 PM - 8:00 PM

360 14th Street, Oakland, CA 94612

Topics: Housing, Affordability, Jobs, Training & Economic Opportunity

**AUG  
1**

## **PolicyLink**

5:00 PM - 8:00 PM

1438 Webster St #303, Oakland, CA 94612

Topics: Arts & Culture

**AUG  
2**

## **OAKSTOP**

5:00 PM - 8:00 PM

1721 Broadway #201, Oakland, CA 94612

Topics: Streets, Traffic Circulation, Connectivity & Built Environment

**AUG  
3**

## **Oakland Asian Cultural Center (OACC)**

5:00 PM - 8:00 PM

388 Ninth Street, Ste. 290, Oakland, CA 94607

Topics: Sustainability, Health, Safety, Recreation & Open Space

# Overview

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

# Overview

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- **PLAN OBJECTIVES & TIMELINE**
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# OBJECTIVES

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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

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

- 12,309 new households
- 31,244 new jobs

# WORK COMPLETED: 2015-2016

SEP  
15

COMMUNITY KICK-OFF MEETING  
Outcome: Existing Conditions Analysis

OCT  
15

CHARRETTE: OPEN DESIGN STUDIO  
Outcome: Visioning & Initial Recommendations

OCT  
15

STAKEHOLDER MEETINGS  
Outcome: Community Feedback

OCT  
15

WORK-IN-PROGRESS PRESENTATIONS  
Outcome: Draft Plan Alternatives Report

FEB  
16

COMMUNITY ADVISORY GROUP MEETINGS #1  
Outcome: Community Feedback

MAR  
16

COMMUNITY ADVISORY GROUP MEETINGS #2  
Outcome: Updated Plan Alternatives Report

APR  
16

PLANNING COMMISSION & COMMUNITY WORKSHOP  
Outcome: Comments Memo

# WORK COMPLETED: CHARRETTE & OPEN STUDIO



# WORK COMPLETED: IDENTIFIED ISSUES

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- **Arts & culture**
- **Built environment & preservation**
- **Housing & affordability**
- **Open space & recreation**
- **Environmental sustainability**
- **Connectivity & access**
- **Economic opportunity**

# WORK COMPLETED: EMERGING PLAN PRINCIPLES

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**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

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**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

# WORK COMPLETED: COMMENTS MEMO

## MORE THAN 1,000 COMMENTS RECEIVED!

**Plan Downtown**  
Plan Alternatives Report Comments

August 30, 2016

	Name	Affiliation	Source	Topic	Date	Comment
54	Maggie Wenger	BCDC	2016-04-05 Letter	Environmental Sustainability	4/5/16	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 12" of sea level rise by 2050 and at least 36" of sea level rise by 2100 to meet California's State Guidance <sup>1</sup> . For comparison, the City of San Francisco is using 66" 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.
55	Maggie Wenger	BCDC	2016-04-05 Letter	Environmental Sustainability	4/5/16	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> .
56	Marshawn Lynch	Beast Mode Apparel-Old Oakland	Email	Economic Development	3/22/16	Increase density in order to increase economic activity throughout Old Oakland.
57	June Grant	BlinkLab Architecture (CAG member)	email	Connectivity & Access	4/5/16	Add analysis of commercial traffic to the report (notes that 3rd St. is an existing primary truck route frequented by cyclists)
58	June Grant	BlinkLab Architecture (CAG member)	email	Connectivity & Access	4/5/16	Need for trees; suggestions for an approach to trees in general in the Jack London District
59	June Grant	BlinkLab Architecture (CAG member)	email	Connectivity & Access	4/5/16	See Map mark up (increase "treed blvds" on Broadway (to 14th St.) 7th St., 6th 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
60	Anonymous community member at Work-in-progress presentation	Boards at the Open Studio and Work-in-progress presentation		Environmental Sustainability	11/12/15	Amplified music to 10:30PM in parks/plazas
61	Anonymous community member at Work-in-progress presentation	Boards from Work-in-progress Presentation		Connectivity & Access	11/12/15	Bike/pedestrian bridge to Alameda

# OUTCOME OF WORK TO DATE

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Plan Alternatives Report



Community Comments Memo

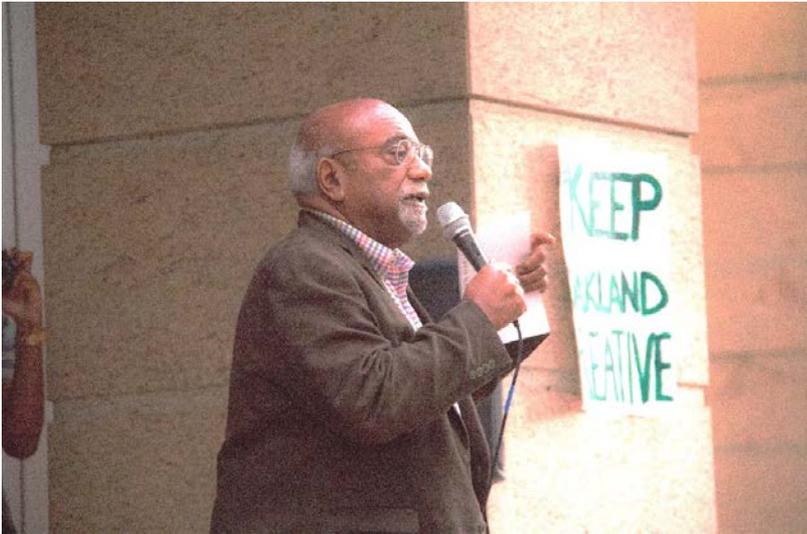


Issues Matrix



Draft Vision & Goals

# COMMUNITY CONCERNS



Gentrification  
Displacement



Racial disparities  
Loss of culture

# EXPANDED EQUITY WORK

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## 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

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- 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

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

# RACIAL EQUITY ANALYSIS

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

# RACIAL EQUITY ANALYSIS

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**6. CONSIDERING ADVERSE IMPACTS**

**7. ADVANCING EQUITABLE IMPACTS**

**8. EXAMINING ALTERNATIVES OR IMPROVEMENTS**

**9. ENSURING VIABILITY & SUSTAINABILITY**

**10. IDENTIFYING SUCCESS INDICATORS**



# EXISTING CONDITIONS

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## Materials Reviewed

- Plan Alternatives Report
- Existing Conditions Analysis
- Community Feedback
- Community Outreach & Engagement Materials

# EXISTING CONDITIONS

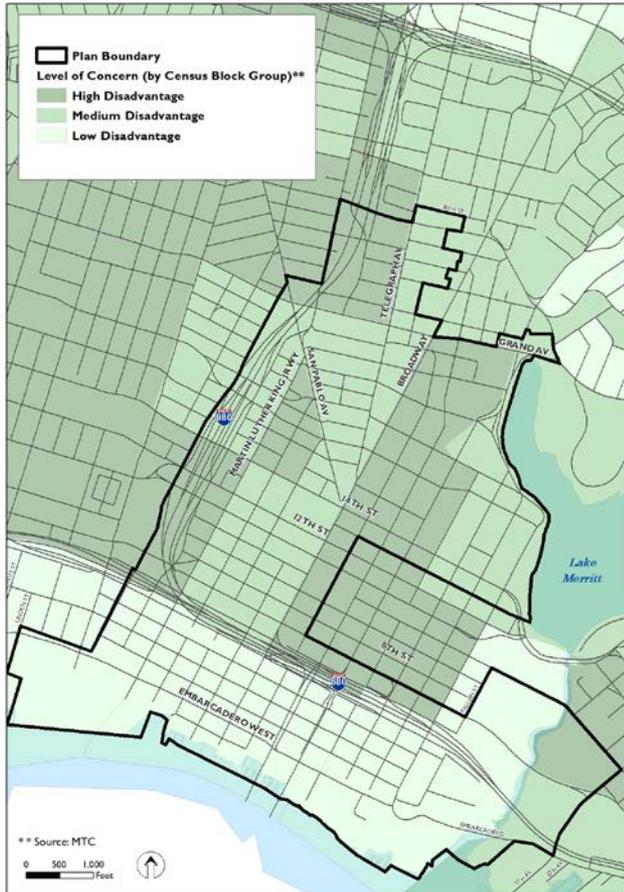
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## WHO LIVES DOWNTOWN?

- **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



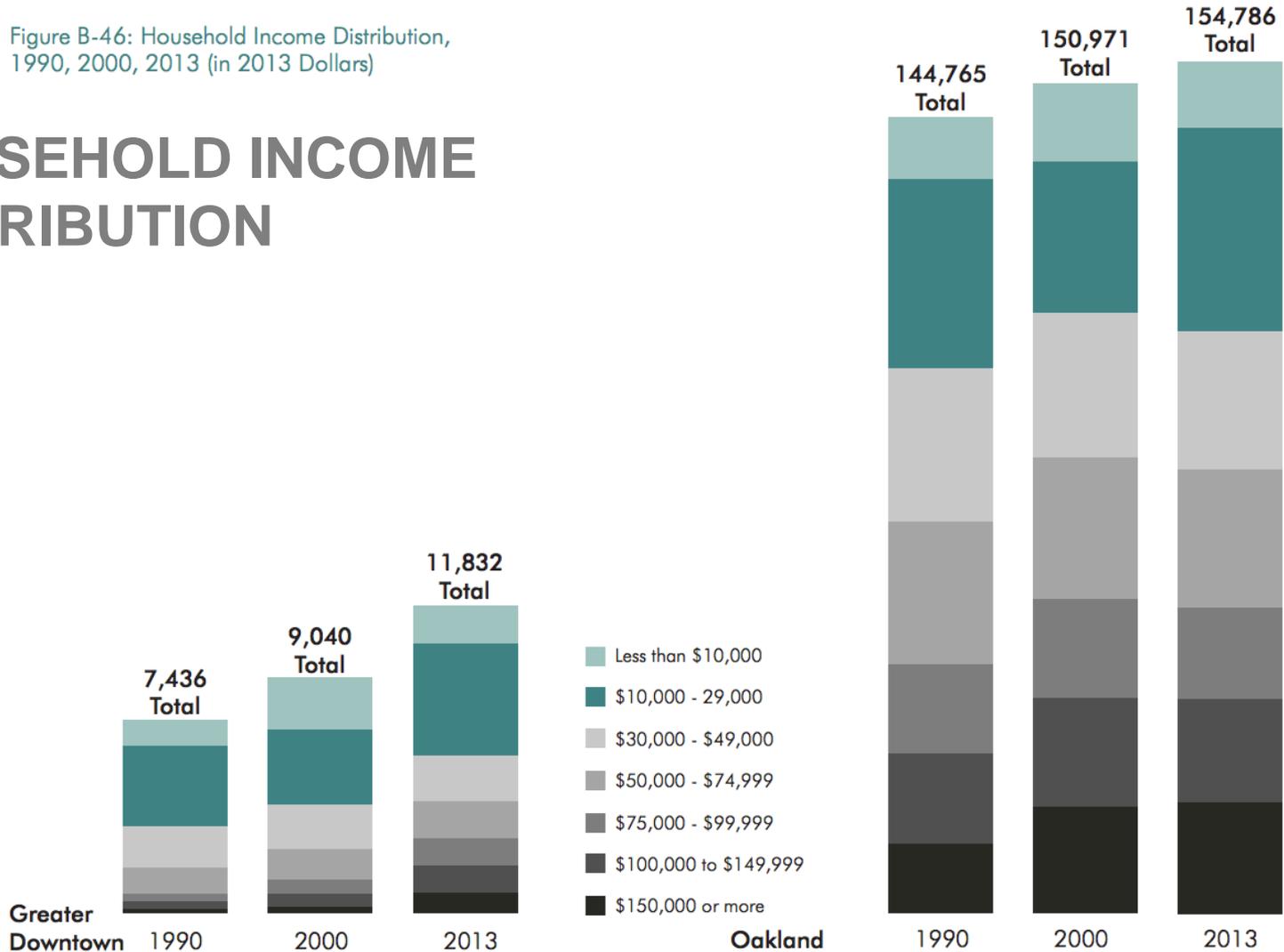
 **Downtown Plan:  
Communities of Concern**

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

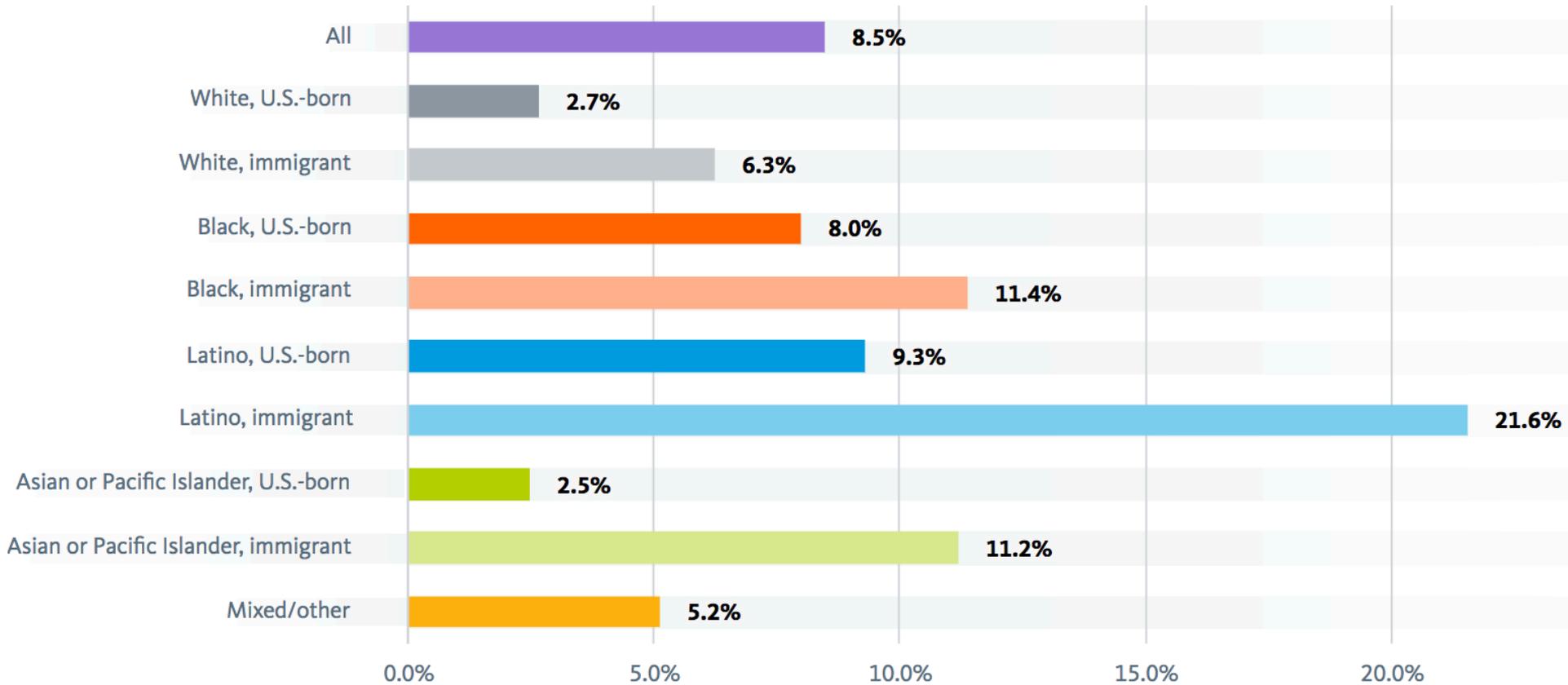


Sources: US Census, 1990, 2000; US American Community Survey 5-Year Estimates, 2009-2013.

# EXISTING CONDITIONS

## Working Poor

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



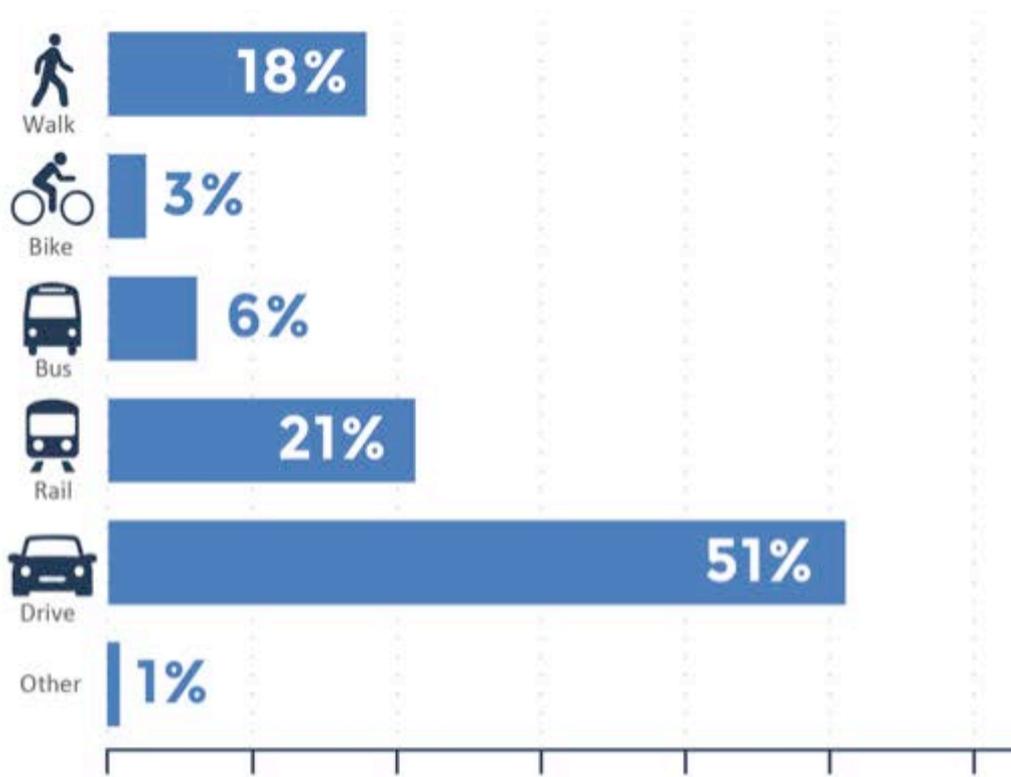
# EXISTING CONDITIONS

## Parks & Open Space Downtown

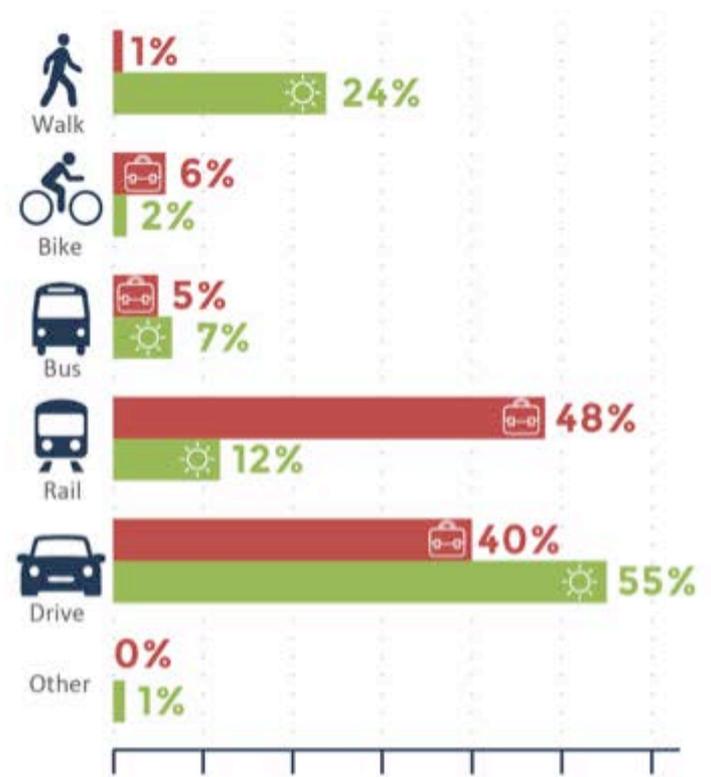


# EXISTING CONDITIONS

## All Trips To and From Downtown Oakland

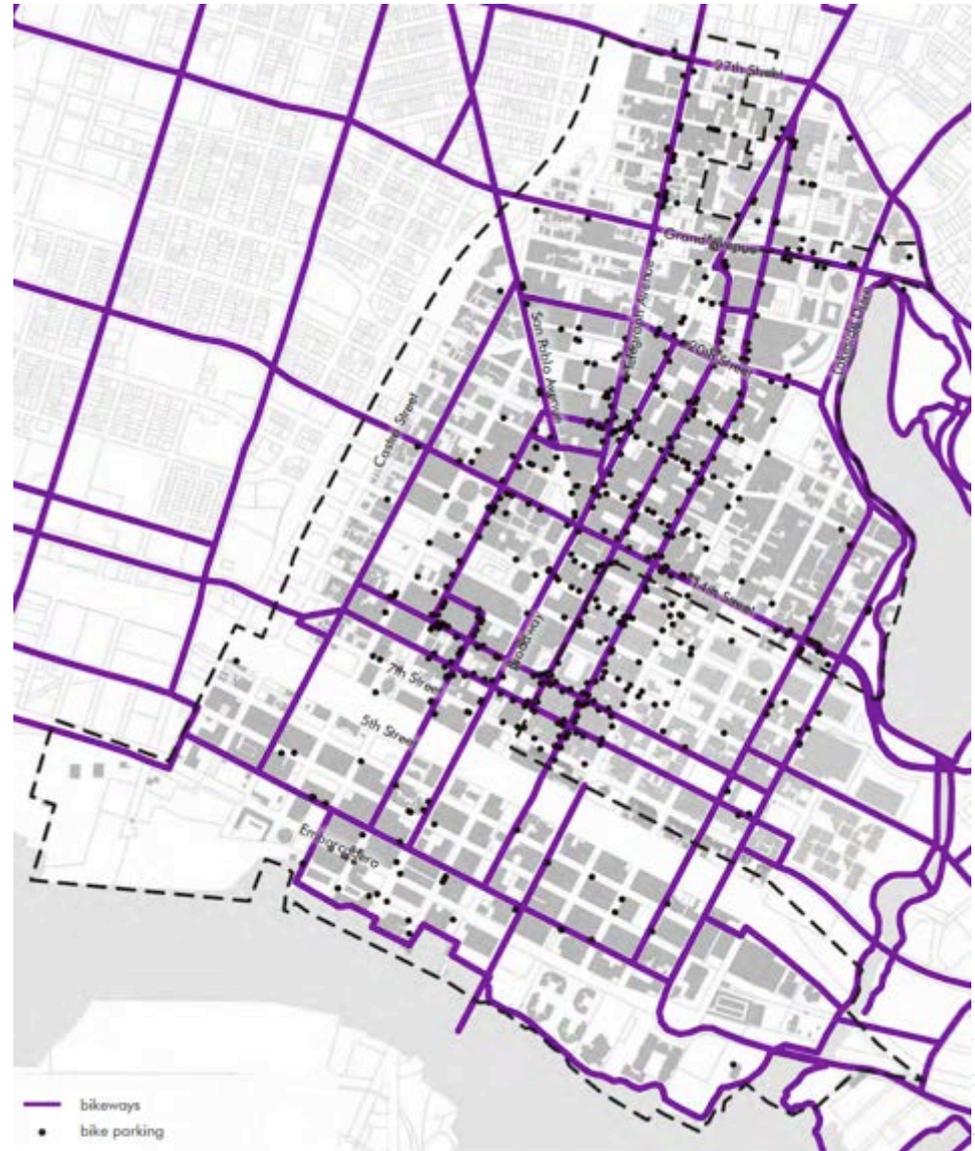


## Commuter Trips vs Non-Commuter Trips



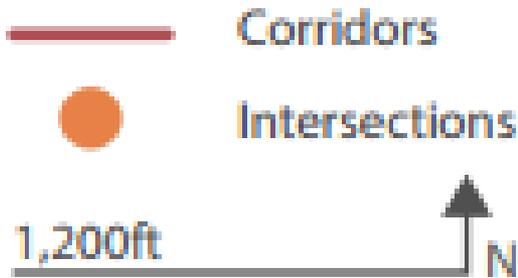
# EXISTING CONDITIONS

## Bikeways & Bike Parking



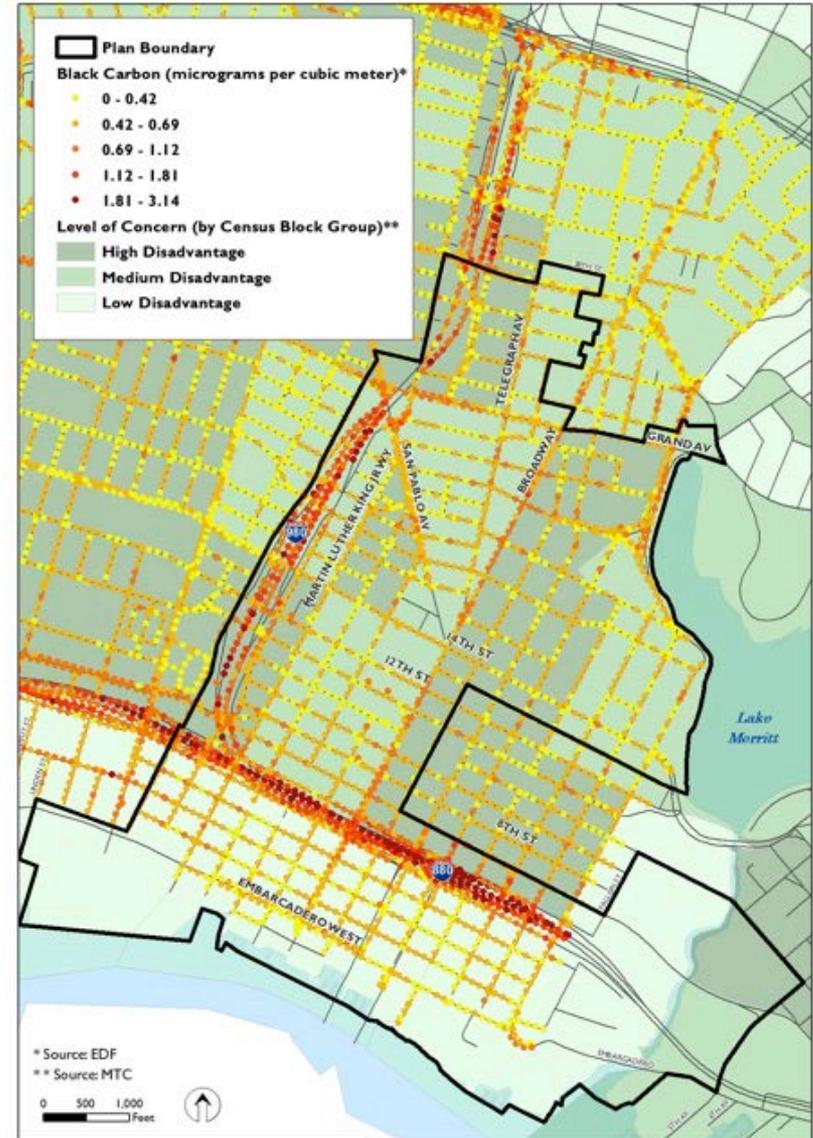
# EXISTING CONDITIONS

## Pedestrian Injuries



# EXISTING CONDITIONS

## Black Carbon Air Pollution & Communities of Concern

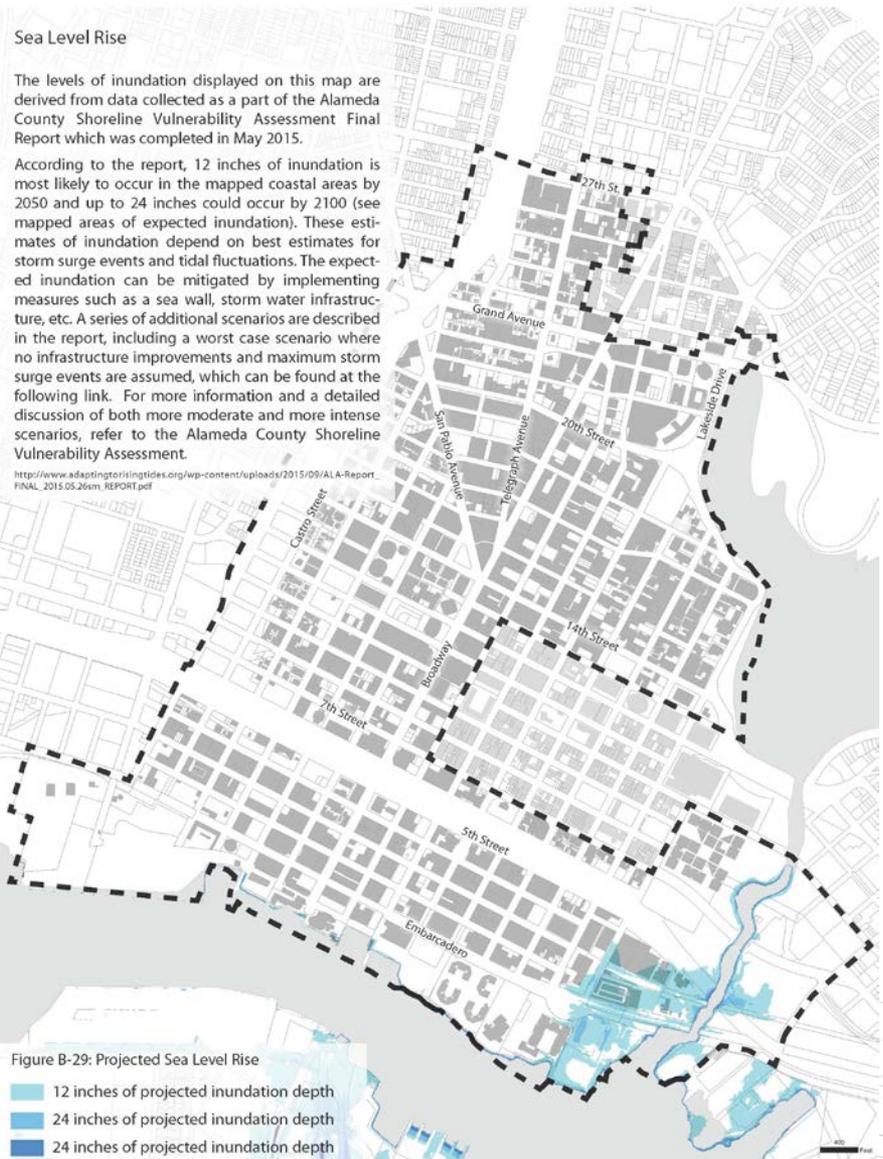


# EXISTING CONDITIONS

## Waterfront Areas



# EXISTING CONDITIONS



# EXISTING CONDITIONS

## Street Trees

Street trees and neighborhood parks and open spaces are a key asset 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.

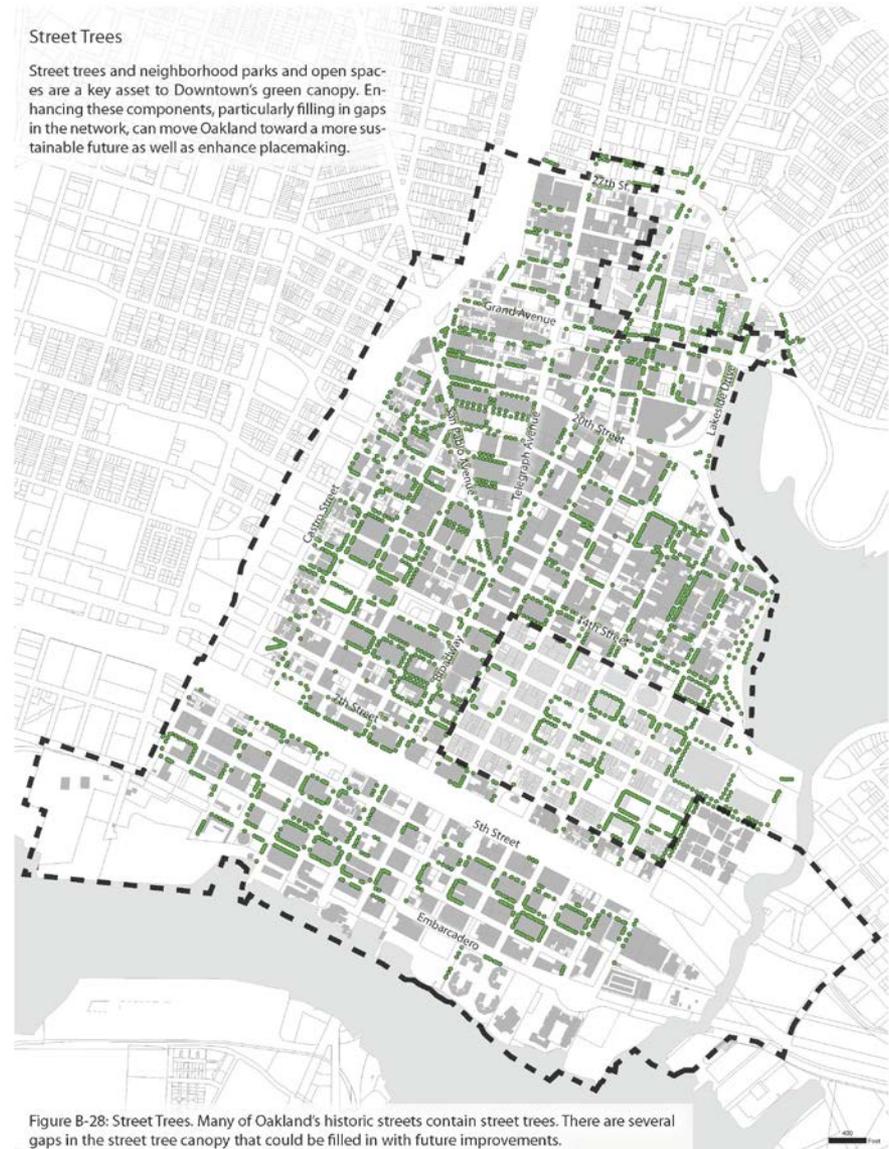
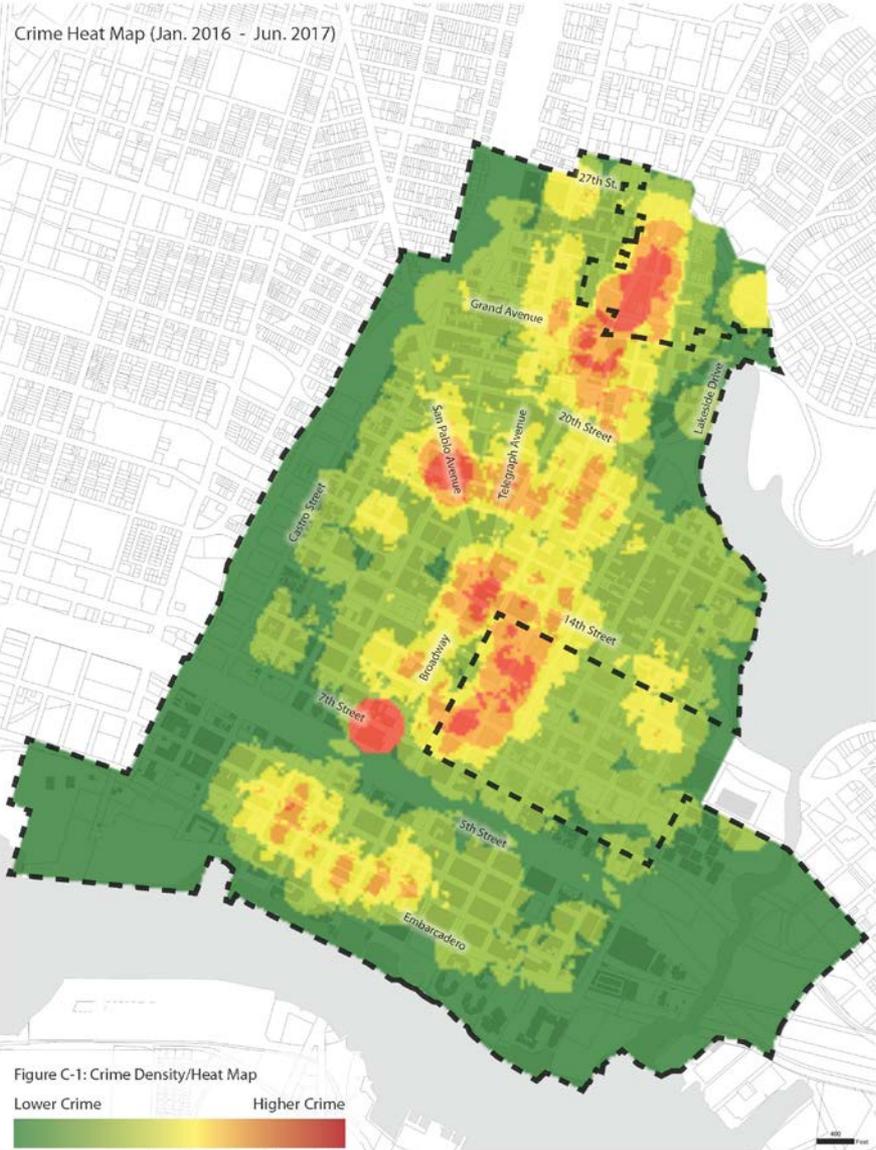


Figure B-28: Street Trees. Many of Oakland's historic streets contain street trees. There are several gaps in the street tree canopy that could be filled in with future improvements.

# EXISTING CONDITIONS



# EXISTING CONDITIONS



# FINDINGS

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## 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

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## 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.

# FINDINGS

## 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

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## 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



# SUSTAINABILITY, HEALTHY & SAFETY VISION

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.

# OPEN SPACE & RECREATION GOALS

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

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## 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

**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

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**STREETWYZE**

# 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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