

EQUITY

IN

DOWNTOWN

OAKLAND

Keeping the Town in Downtown

Housing & Economic Opportunity Working Group
July 31, 2017

DOWNTOWN OAKLAND SPECIFIC PLAN

WELCOME

Housing & Economic Opportunity Working Group

Social Equity Meeting

July 31, 2017



Working Group Meetings – Social Equity

Housing, Affordability, Jobs, Training, and Economic Opportunity

Monday, July 31st, 5:30-8:00p @ Greenlining, 360 14th St.

Arts and Culture

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

Streets, Traffic Circulation, Connectivity, and Built Environment

Wednesday, August 2nd, 5:30-8:00p @OakStop, 1721 Broadway
#201

Sustainability, Health, Safety, and Open Space and Recreation

Thursday, August 3rd, 5:30-8:00p @Oakland Asian Culture Center, 388
Ninth St. #290

OVERVIEW

- **Plan Objectives & Timeline**
- **Expanded Equity Work**
- **Racial Equity Analysis**
- **Vision & Goals**
- **Next Steps**

OBJECTIVES

1. Create a vision for downtown that unifies the city
2. Balance land uses so we can meet future demand for housing, jobs, services and cultural expression
3. Provide better streets, public spaces, jobs, housing and amenities
4. Remove barriers so that all Oaklanders can use their downtown to live, work, learn, play and express themselves

PROJECTIONS 2040

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

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

WORK COMPLETED: 2015-2016

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

- **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

WORK COMPLETED: OUTCOMES & PLAN ALTERNATIVE REPORT

PUBLIC DRAFT
03.01.16



DOWNTOWN OAKLAND SPECIFIC PLAN



PLAN ALTERNATIVES: PRESERVE CHARACTER, MAINTAIN DIVERSITY & GROW STRATEGICALLY



Figure F-5: The scenarios explored under the Plan Alternatives are based on the big ideas and goals expressed by the community.

WORK COMPLETED: COMMENTS MEMO

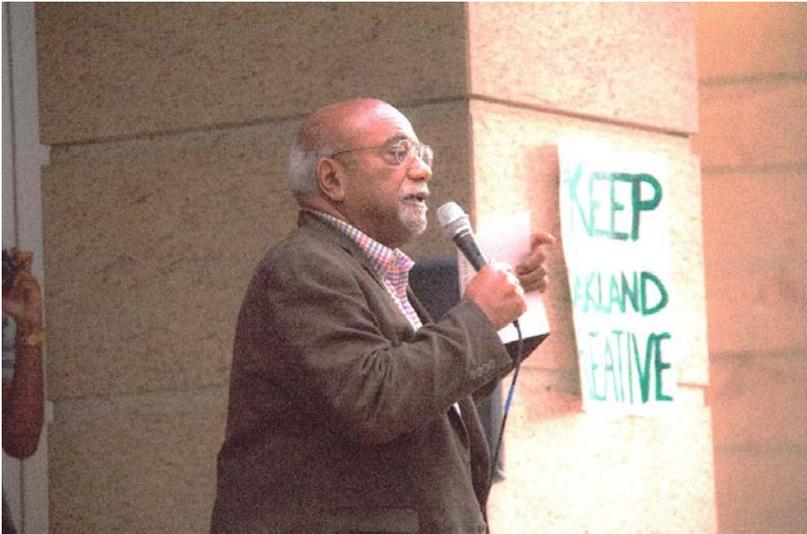
MORE THAN 1,000 COMMENTS RECEIVED!

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 ¹ . 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 www.adaptingtorisingtides.org .
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	Blink!Lab 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	Blink!Lab 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	Blink!Lab 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

COMMUNITY CONCERNS



OUTCOME OF WORK TO DATE

Plan Alternatives Report

Community Comments Memo

Issues Matrix

Draft Vision & Goals

EXPANDED EQUITY WORK IN DOWNTOWN OAKLAND SPECIFIC PLAN

GOAL

The downtown specific plan improves outcomes for people of color and other vulnerable Oaklanders.

HOW?

- Transparent process
- Inclusive community engagement
- Data-driven racial impact analysis

EXPANDED EQUITY WORK IN DOWNTOWN OAKLAND SPECIFIC PLAN

CONSULTANT TEAM

Lead: I-SEEED

- PolicyLink
- Center for Social Inclusion
- Khepera Consulting
- Asian Health Services
- 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
- EXPANDED EQUITY WORK
- RACIAL EQUITY ANALYSIS
- EXISTING CONDITIONS
- VISION & GOALS
- NEXT STEPS

EXPANDED EQUITY WORK

REVIEW Summarize gaps and assets of existing process and materials.

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

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

PROVIDE TECHNICAL ASSISTANDE 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

EXISTING CONDITIONS

WHO LIVES DOWNTOWN?

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

A diverse range of family types live in downtown Oakland.

EXISTING CONDITIONS



Household income is different in different parts of the downtown

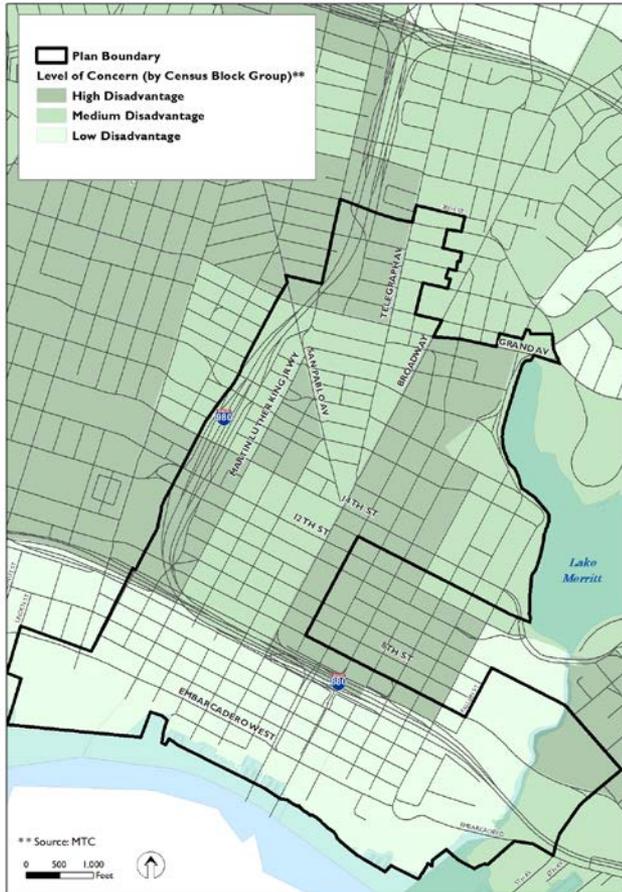
EXISTING CONDITIONS



EXISTING CONDITIONS



EXISTING CONDITIONS



 **Downtown Plan:
Communities of Concern**

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

EXISTING CONDITIONS

HOUSING FACTS

- 17% of households pay more than half their income toward housing.
- 25% of Downtown housing was built after the year 2000.
- Strong housing market, with significant development activity.

**1 in 6 households face
severe housing burden.**

EXISTING CONDITIONS

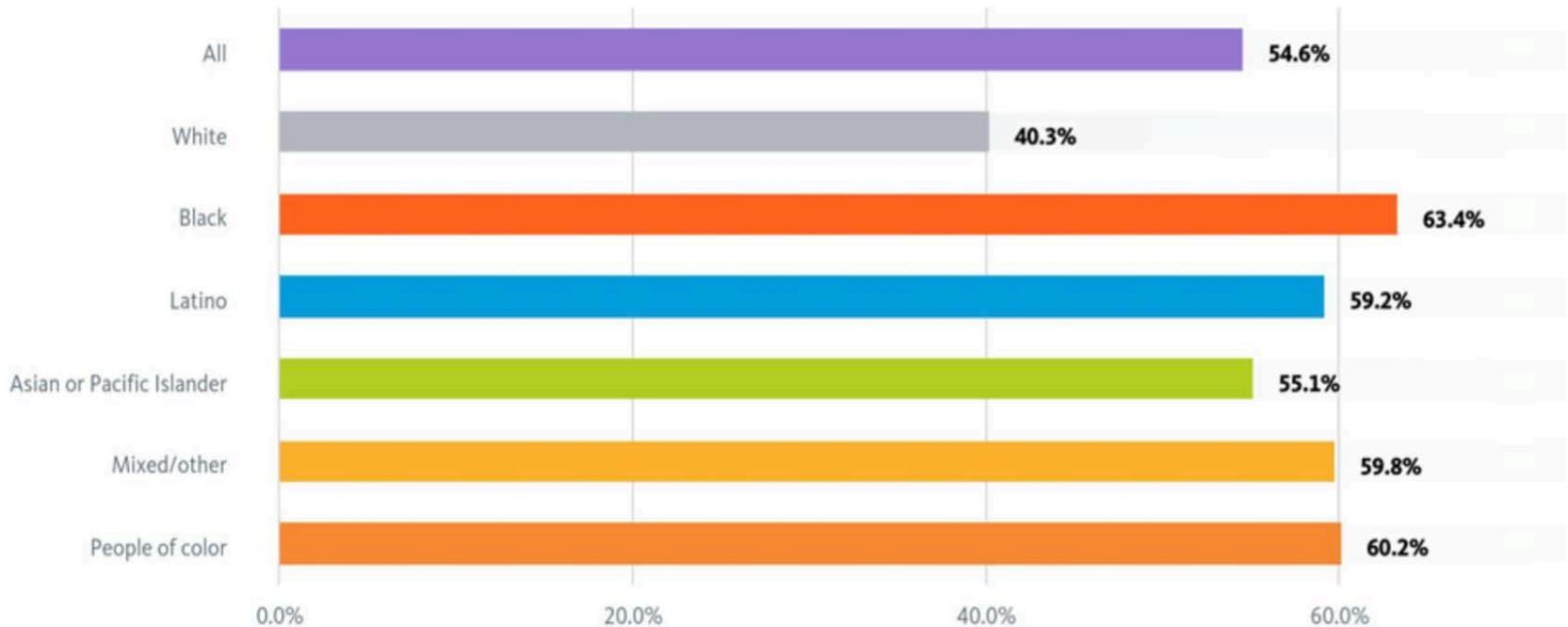
AFFORDABLE HOUSING PROJECTS UNDERWAY 2017

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

Affordable housing production is not keeping pace with demand.

EXISTING CONDITIONS

HOUSING COST BURDEN BY TENURE, RACE, & ETHNICITY 2014

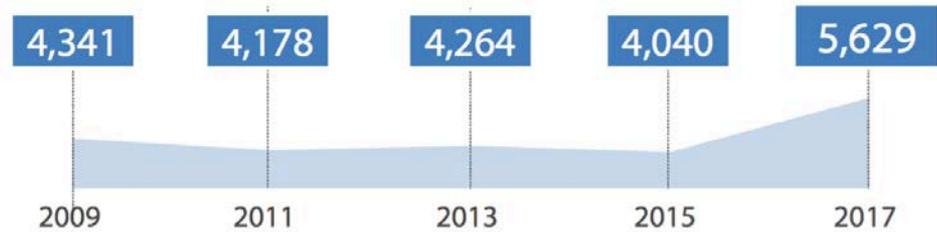


IPUMS
PolicyLink/PERE National Equity Atlas, www.nationalequityatlas.org

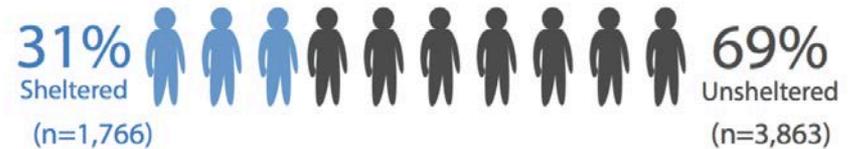
Housing burden is disproportionately experienced by people of color

EXISTING CONDITIONS

2017 HOMELESS CENSUS POPULATION



2017 Sheltered/Unsheltered Population

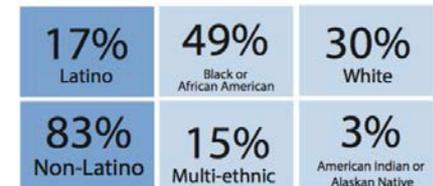


Age



Race/Ethnicity

(Top Responses)



Gender



7 in 10 homeless residents are unsheltered, and 1 in 10 are children.

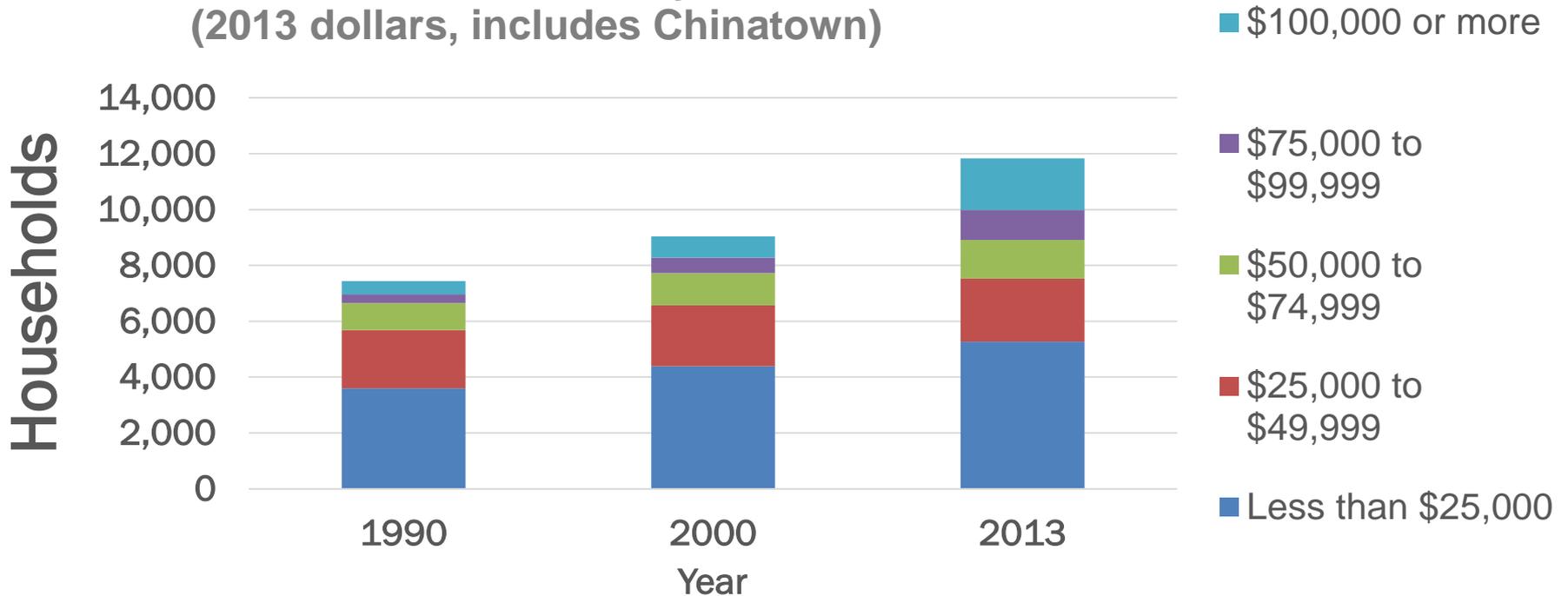
EXISTING CONDITIONS



EXISTING CONDITIONS

HOUSEHOLD INCOME

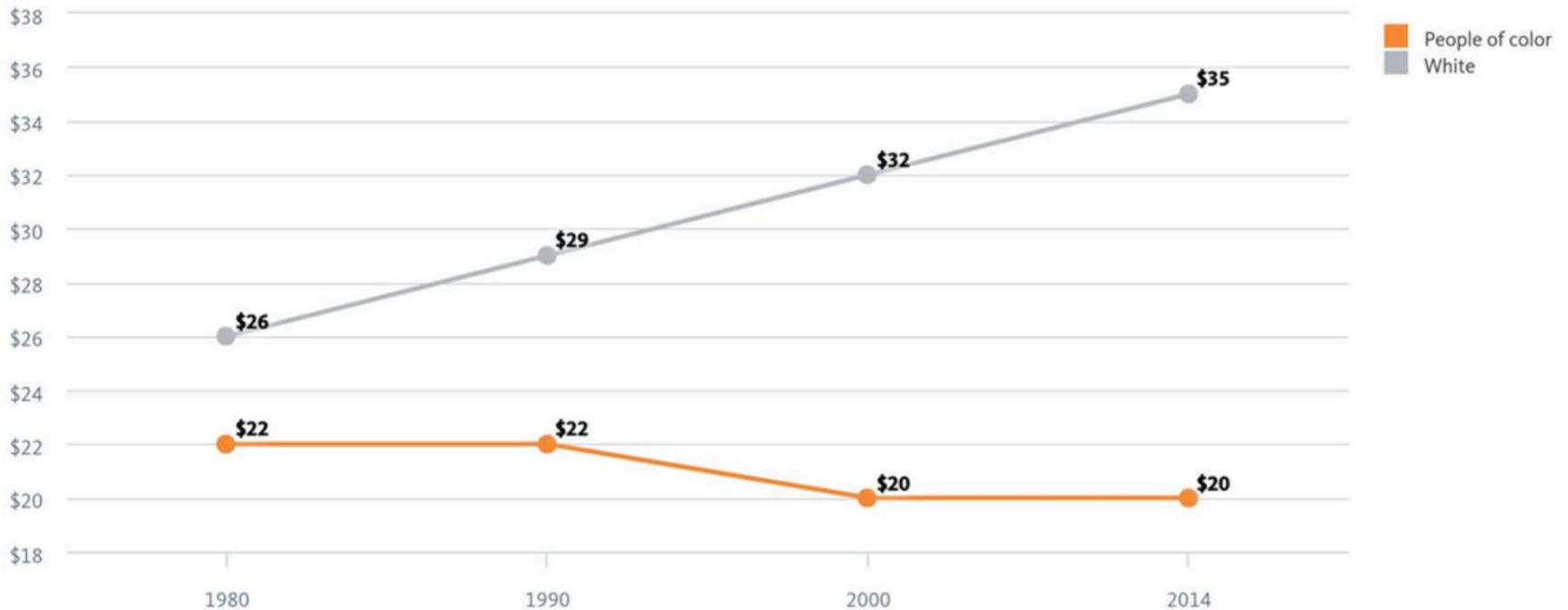
Downtown Oakland Households by Income, 1990-2013
(2013 dollars, includes Chinatown)



EXISTING CONDITIONS

MEDIAN HOURLY WAGE BY RACE/ ETHNICITY 1980-2014

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



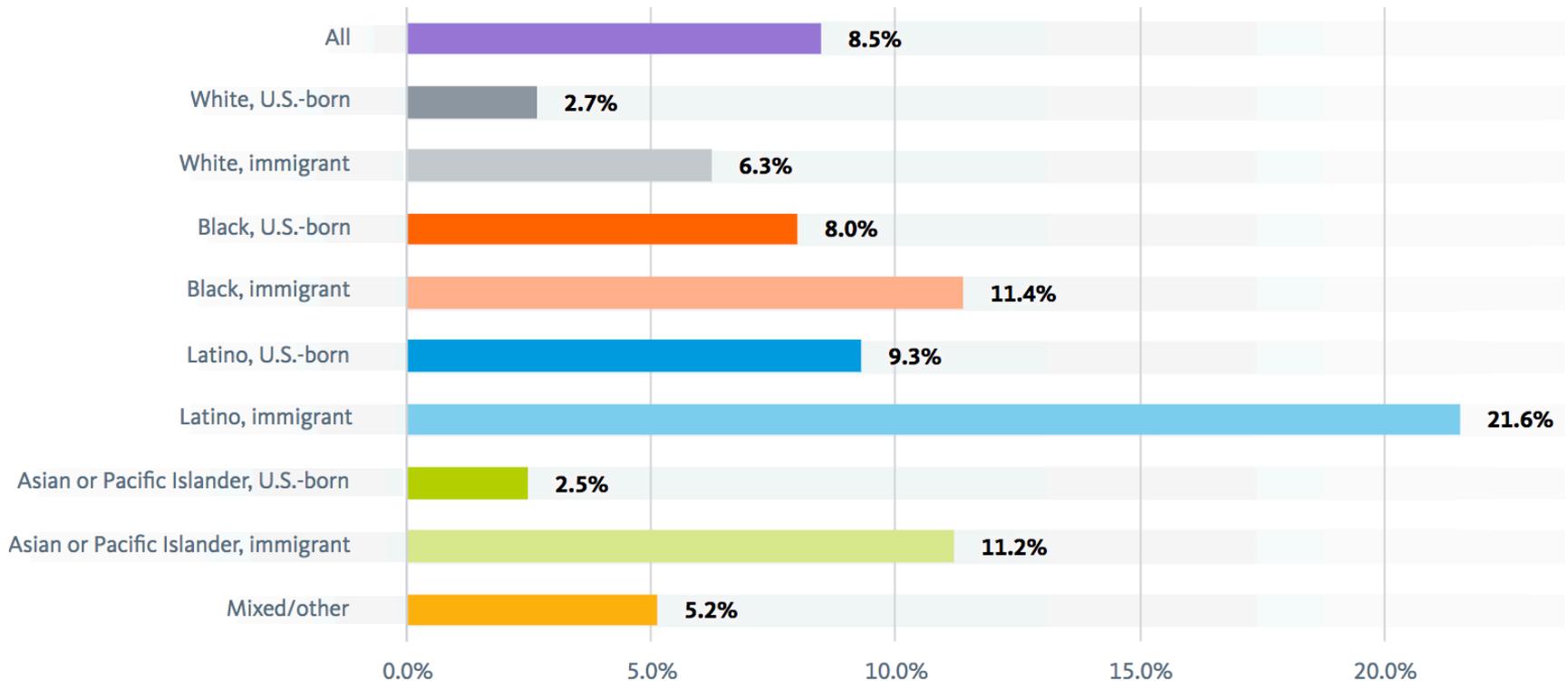
IPUMS
PolicyLink/PERE National Equity Atlas, www.nationalequityatlas.org

People of color lag in earning power...

EXISTING CONDITIONS

WORKING POOR

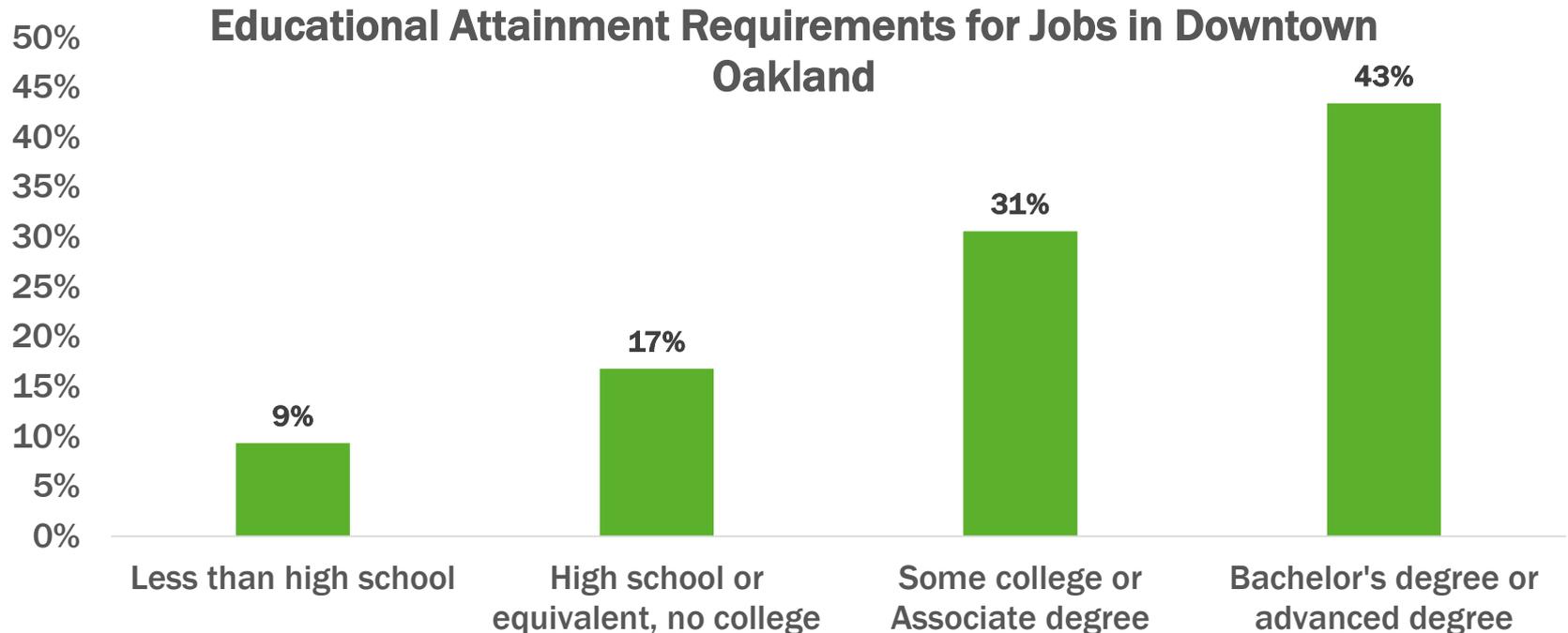
Percent working poor by race/ethnicity and nativity: Oakland City, CA, 200%, 2014



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

EXISTING CONDITIONS

HIGH SKILLS REQUIREMENTS CREATE BARRIERS TO SOME JOBS



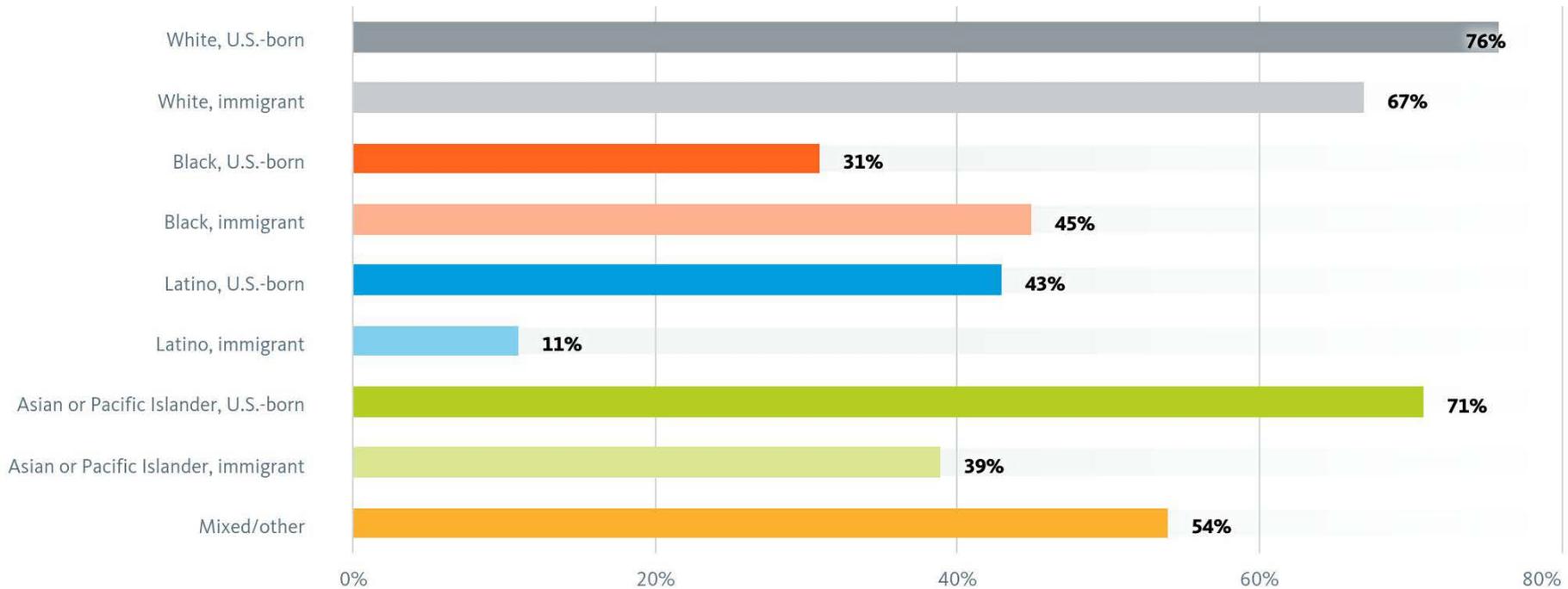
Based on education levels of Downtown workers (2014).

Source: U.S. Census Bureau, Longitudinal Employer-Household Dynamics, 2014; Strategic Economics, 2017.

High educational requirements for downtown job opportunities...

EXISTING CONDITIONS

HIGH SKILLS REQUIREMENTS CREATE BARRIERS TO SOME JOBS



IPUMS; Georgetown University Center on Education and the Workforce
PolicyLink/PERE National Equity Atlas, www.nationalequityatlas.org

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

FINDINGS

MATERIALS REVIEWED

Plan Alternatives Report

Existing Conditions Analysis

Community Feedback

Community Outreach & Engagement Materials

Oakland Housing Equity Roadmap

Mayor's Housing Implementation Cabinet

FINDINGS

PLAN ALTERNATIVES REPORT

- **Keep Downtown Oakland affordable & accessible** - Housing preservation & growth.
- **Provide housing** for a variety of age groups, household sizes, & configurations, and income levels.
- **Support local businesses, artists, & commerce opportunities.**
- **House residents close to transportation, jobs and services.**
- **Support small, local, and startup business** - Affordable commercial space, incentives, & programs.

FINDINGS

COMMUNITY FEEDBACK

- How do we maintain an **inclusive** DOSP while advancing **equity** for our most vulnerable populations?
- Short & long-term ways to **keep downtown affordable** for living and working for **low & mixed-income levels**?
- Construction of more luxury housing, opening of high-end restaurants and bars, **rent increases and not enough affordable housing are top concerns.**
- To date, **data and analyses** on homelessness in the Downtown Planning process has been **limited.**

Affordability remains a top priority for downtown residents.

FINDINGS

SWOT ANALYSIS - HOUSING

- **Develop actionable policies, permitting, guidelines, and incentives** to preserve existing affordable and public housing.
- **Build new, permanently affordable housing** stock with integrated income levels throughout the downtown for young adults, seniors, and families.
- **Protect buildings & spaces** that capture the unique **historical and cultural significance** of Downtown Oakland are threatened by new development and physical change.

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

FINDINGS

SWOT ANALYSIS – WORKFORCE DEVELOPMENT

- Include a human capital development plan which outline a **jobs and entrepreneurship pipeline.**
- **Aligned the pipeline developing business sectors** - including office and manufacturing outlined in an updated economic development plan to prioritize the advancement of the most vulnerable Oakland residents.

FINDINGS

SWOT ANALYSIS – COMMERCIAL REAL ESTATE

- **Develop guidelines for new projects** that reflect the needs of Oakland's **small businesses and entrepreneurs** along national trends.
- **Smaller more affordable startup spaces**, limited parking requirements, **more flexible and hybrid zoning** for light industrial with retail frontage, and flex spaces for expansion.
- **With the best distribution centers on the west coast, Oakland is not doing enough to retain, attract, and support** the needs of start-ups for manufacturing in food and tech hardware.
- **Many affordable industrial maker-spaces are being replaced with unaffordable condos**, further limiting the supply.

HOUSING & AFFORDABILITY

VISION

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

Residents are able to stay in their chosen neighborhoods, maintaining their social networks and accessing **resources for their daily needs, regardless of their age, stage of life, family size or income level.**

HOUSING & AFFORDABILITY GOALS

- Develop downtown without displacing residents, nonprofits and community institutions.
- Keep downtown Oakland affordable and accessible to the community by **increasing the supply of below-market-rate housing**, preserving existing “naturally-occurring” affordable housing, and protecting existing and displaced tenants.
- Increase the total supply of housing downtown where residents have **easy access to transit, jobs and services**.

HOUSING & AFFORDABILITY GOALS

- **House residents of all incomes and family sizes** in a wide range of traditional and innovative housing types and sizes that cater to a variety of age groups, household sizes and configurations, and income levels.
- **Protect the social services** and housing of last resort that serve and house populations at risk of homelessness.

JOBS, TRAINING, & ECONOMIC OPPORTUNITY

VISION

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

JOBS, TRAINING, & ECONOMIC OPPORTUNITY

GOALS

- **Develop downtown as a regional jobs and economic activity center** with a strong, multi-sector business base to make Oakland a more stable and economically and environmentally resilient city with a vital public realm.
- **Leverage the economic benefits of a strong market** to achieve the community's vision for the future of downtown.
- Employ economic development strategies that **build community wealth shared widely among residents**, local businesses, non-profits, artists and other local stakeholders of all races and income levels.

JOBS, TRAINING, & ECONOMIC OPPORTUNITY

GOALS

- **Incentivize businesses and new development** to be “good neighbors” that support community goals.
- Facilitate affordable space for nonprofits, cultural uses and community-desired businesses (including grocery stores, affordable restaurants and retail, etc.).
- Connect neighborhoods to downtown working with business and education partners to **connect youth and other residents from low-income communities of color throughout the city.**

SMALL GROUP ACTIVITY QUESTIONS

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

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

Solutions: What do you think it would take to break down those barriers?

RACIAL EQUITY FRAMEWORK

SMALL GROUP DISCUSSION ACTIVITY

NEXT STEPS: 2017

**JUN
17**

COMMUNITY CAPACITY-BUILDING WORKSHOP
Outcome: Equity Outreach

**JUL
17**

SOCIAL EQUITY WORKING GROUP
Outcome: Equitable Goals & Outcomes

**SEP
17**

TECHNICAL ANALYSIS WORKING GROUPS
Outcome: Equitable Policy Recommendations

**OCT
17**

NEIGHBORHOOD DESIGN WORKSHOPS
Outcome: Neighborhood Design Recommendations

**NOV
17**

COMMUNITY ADVISORY GROUP MEETING
Outcome: Plan Concepts Memo

**DEC
17**

COMMUNITY INPUT WORKSHOP

NEXT STEPS: 2018-2019

JAN
18

IMPLEMENTATION PLANNING WORKING GROUP

FEB
18

EQUITY IMPACT ASSESSMENT

Outcome: Draft Downtown Specific Plan

JUN
18

COMMUNITY INPUT SESSION

JUN
18

CITY COMMITTEE MEETINGS

Outcome: Final Draft Downtown Specific Plan

OCT
18

PUBLIC HEARINGS

AUG
19

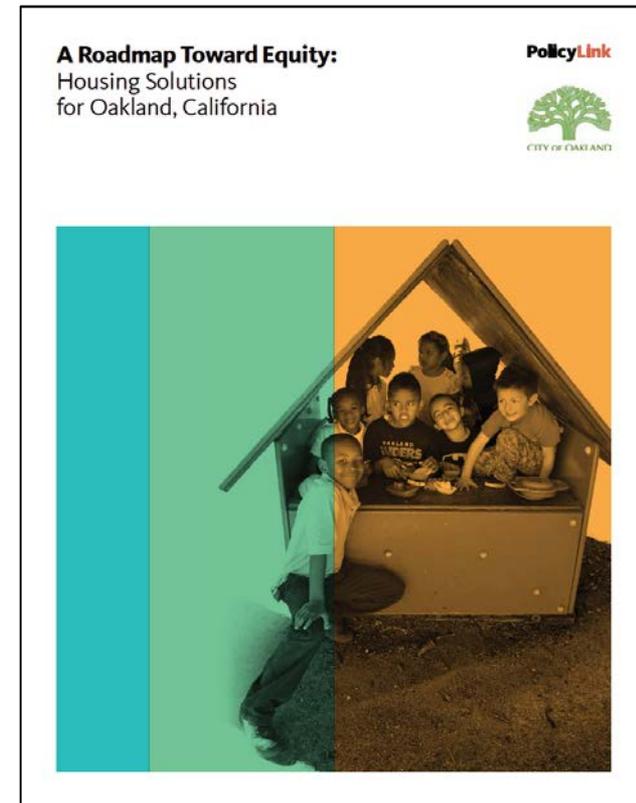
ENVIRONMENTAL IMPACT REVIEW

Outcome: Adopted Downtown Specific Plan

NEXT STEPS & OTHER CITY EFFORTS

EXISTING CITY ANALYSIS

- “A Roadmap Toward Equity” – scale of issue and possible responses
- “Oakland At Home” – action plan of existing conditions, level of need, existing tools, policy recommendations



NEXT STEPS

DOWNTOWN SPECIFIC PLAN HOUSING TOOLKIT - UPCOMING

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

STREETWYZE

THANK YOU!

Keeping the Town in Downtown

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VOICE YOUR VISION!

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