

# Oakland General Plan Update 2045

Presentation to the  
Planning Commission



**OAKLAND 2045**  
**GENERAL PLAN**

**May 18, 2022**

# Agenda

- Welcome!
- General Plan Update Overview
- Baseline Conditions and Environmental Justice
  - Existing Conditions
  - EJ Screening Process
- Community Engagement
  - Engagement Approach
  - Feedback Received
- Discussion



# General Plan Background

# What is a General Plan?



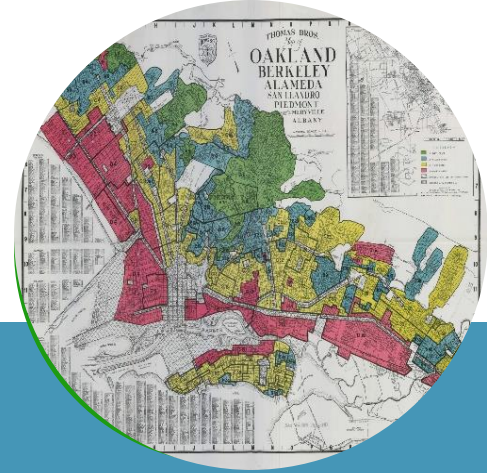
## **"Constitution" for development and conservation.**

Establishes citywide vision and supporting goals, policies, and implementation measures.



## **Opportunity to look back to identify past challenges and accomplishments.**

Provides consistent direction for future development.

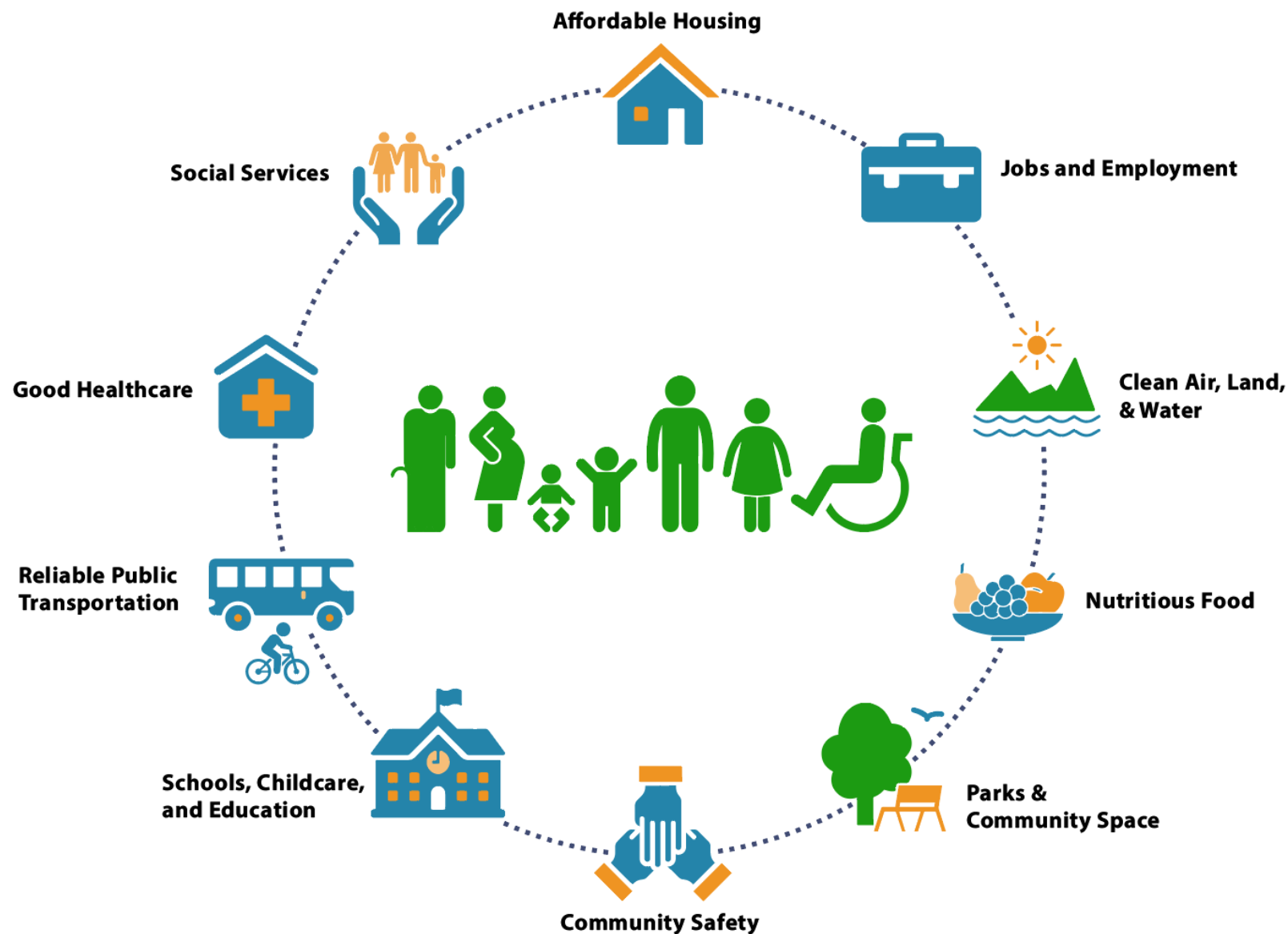


## **Opportunity to Reduce Racial Inequities & Promote Inclusive Engagement**

Engage our community in the planning and decision-making process.



# What does the General Plan Affect?



# Phase 1: November 2021 - early 2023



## HOUSING

Addresses housing needs, at all income levels (2023-2031)

- Protect tenants and keep people in their homes
- Preserve existing stock of affordable housing
- Produce more affordable housing – lower-income
- Where housing should go

**Draft Available for Public Review**

**Upcoming meeting 6/9**



## SAFETY

- Identifies natural and human-made hazards (wildfire, earthquake, climate change, flooding, etc.) and ways to reduce impacts



## ENVIRONMENTAL JUSTICE

- Addresses health risks in pollution-burdened, low-income communities.

**Draft EJ Baseline available for public review**



## INDUSTRIAL LANDS Vision

- Complements EJ Element
- Addresses job creation and industry impacts
- Policies for innovation-based manufacturing and sustainable “high-road” jobs in alignment with ECAP, WOCAP, etc.

## Phase 2: Early 2023 – July 2025



### OPEN SPACE, CONSERVATION & RECREATION (OSCAR)



### NOISE



### LAND USE & TRANSPORTATION

Includes Estuary  
Policy Plan for  
areas below  
Interstate 880



### INFRASTRUCTURE AND FACILITIES ELEMENT

Overarching goals and  
policies for city infrastructure  
and  
capital improvements over  
the long term.



# Baseline Conditions and Environmental Justice



# Map Atlas and Equity Baseline



## Document baseline conditions and existing inequities in Oakland

Building on recent City and community efforts, summarized in one place

Geographically (various scales) + Additional factors (e.g., disaggregated by race)



## Inform EJ development

Policies for the EJ Element, as well as across the General Plan, that will address these inequities

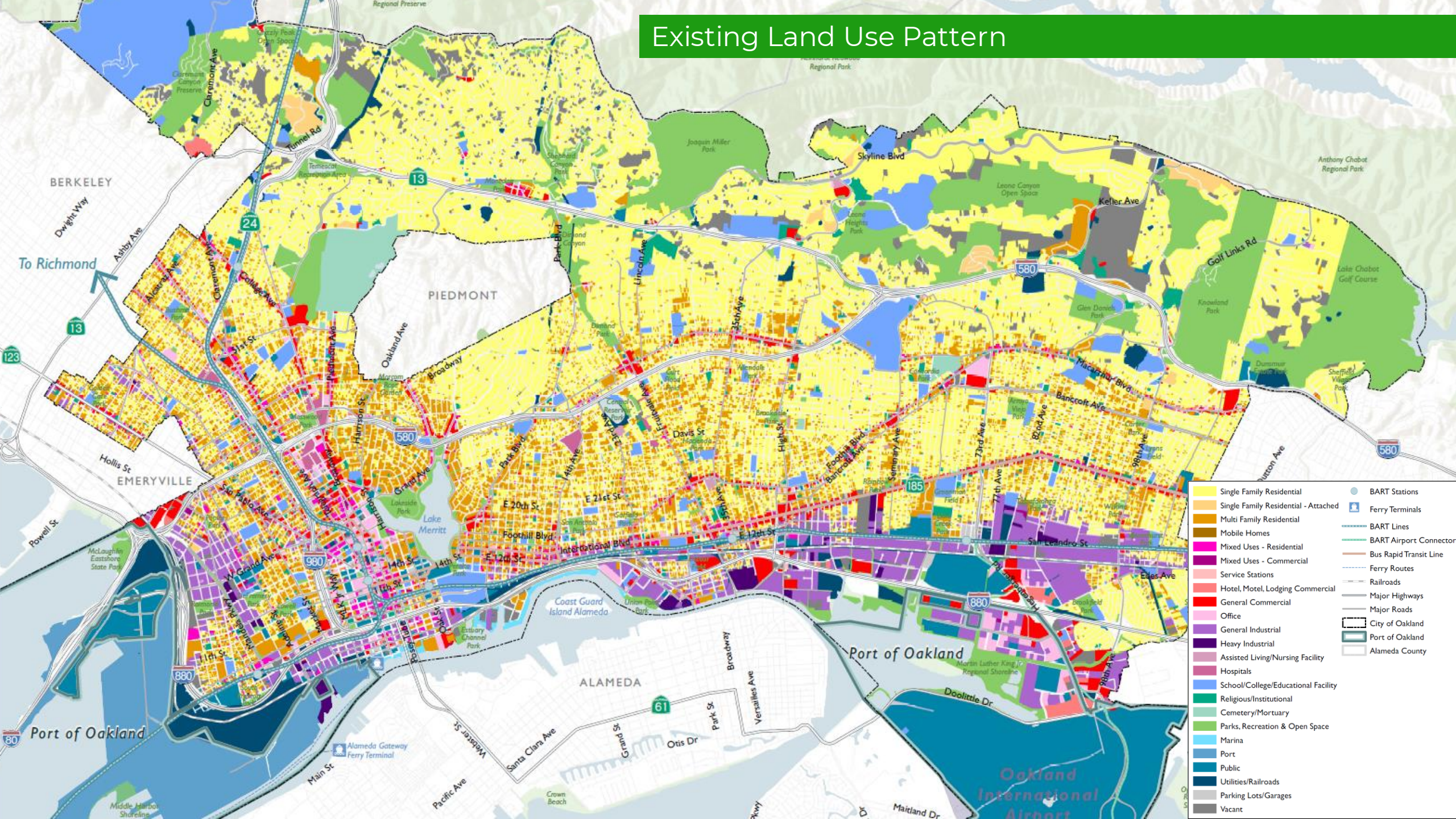


## Provide data to ground-truth with community

Upcoming community engagement to identify environmental justice communities



# Existing Land Use Pattern





# Issues Explored in the Equity Baseline

## BACKGROUND

- **Race**
- **Income/Poverty**
- **Health Outcomes:**
  - Coronary Heart Disease.
  - Diabetes
  - Kidney Disease
  - Obst. Pulmonary Disease.
  - Cancer Mortality
  - Life Expectancy
  - Low Birth Weight
  - Adult Asthma
  - Stroke
  - Adult Obesity
- **Cultural Assets**

## ENVIRONMENTAL HEALTH

- **Sensitive Land Uses**
- **Geologic/Seismic Haz.**
- **Air Quality:**
  - Pollution Sources
  - PM2.5
  - Diesel
  - NO2 (Conc. & Mortality)
  - Cancer Risk
- **Water Quality:**
  - Groundwater Threats
  - Impaired Water
- **Haz. Materials Sites**
- **Illegal Dumping**
- **Climate Change:**
  - Urban Forestry
  - Urban Heat Island
  - Sea Level Rise
  - Fire/Smoke Threats

## NEIGHBORHOOD - BUILT ENVIRONMENT

- **Housing:**
  - Homeownership
  - Habitability/Quality
  - Housing Burden
  - Eviction
  - Affordability
  - Displacement/Gentrif.
  - Homelessness
- **Mobility & Safety:**
  - Bike Network
  - Walkability
  - High Injury Network
  - Crashes (all)
  - Vehicle Ownership
  - Transit Commutes
- **Public Facilities:**
  - Energy Cost Burden
  - CIP 2021-23
  - Park Access
- **Food Access/Security**

## SOCIAL - COMMUNITY ENVIRONMENT

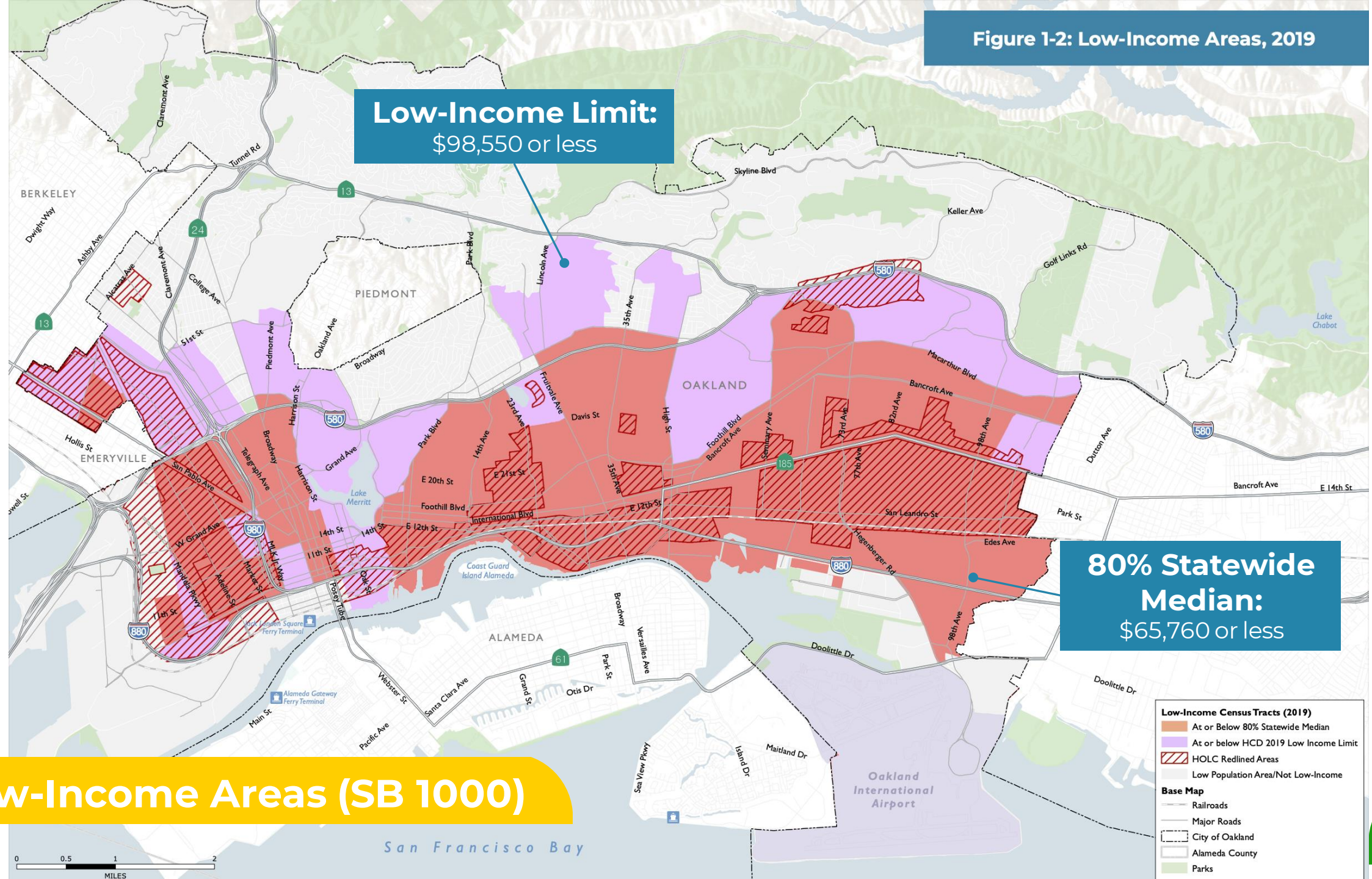
- **Community Stressors:**
  - Police Use of Force
  - Violent Crimes
- **Economy & Education:**
  - Business Ownership
  - Emp. in top sectors
  - OUSD Student Perf.
  - High-Wage Emp.
  - Educ. Attainment
- **Civic Engagement:**
  - Diversity of Electeds
  - Limited English
  - Internet Access

## SB 1000 and Environmental Justice Communities

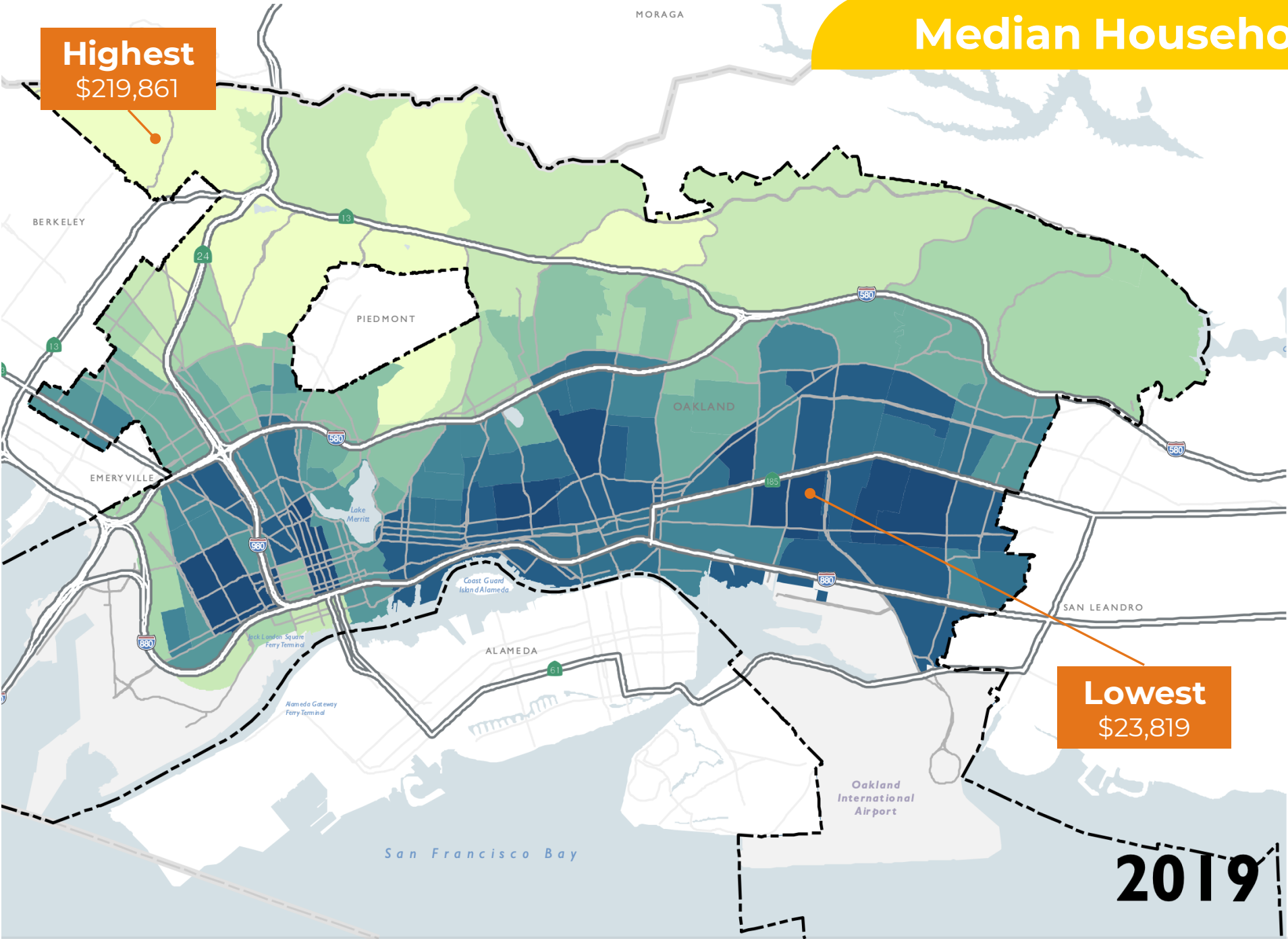
- Adopted in 2016, the **Planning for Healthy Communities Act (SB1000)** requires Cities and Counties to adopt an **Environmental Justice Element**, *or integrate goals, policies, and objectives into other elements*, if there are "disadvantaged communities" within their jurisdiction.
- Oakland will have a stand-alone EJ Element in addition to EJ goals, policies and objectives woven throughout the other elements.
- HOW does state law define disadvantaged communities?
  - An area identified by the California Environmental Protection Agency (CalEPA)
  - Top 25 percent of highest scoring census tracts in CalEPA's CalEnviroScreen.
  - An area that is a **low-income area** that is **disproportionately affected by environmental pollution and other hazards** that can lead to negative health effects, exposure, or environmental degradation."
- Oakland refers to these communities as Environmental Justice ("EJ") communities.



Figure 1-2: Low-Income Areas, 2019



# Median Household Income



## Percentile Range

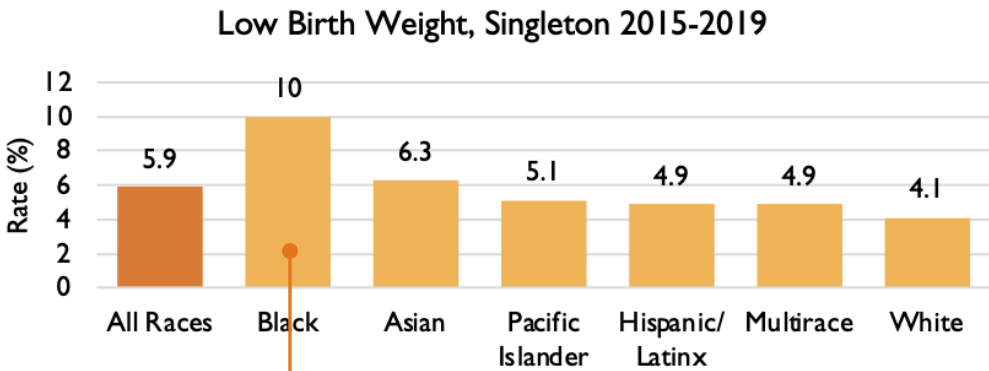
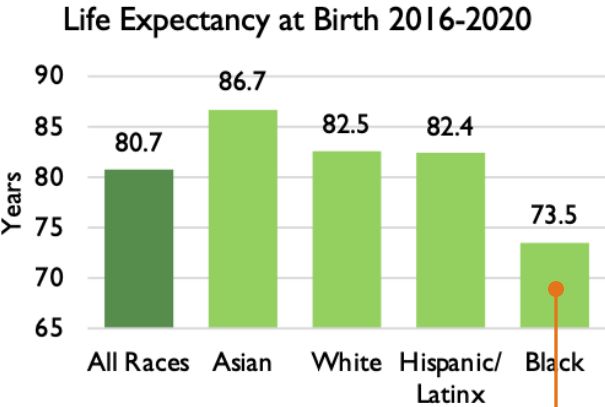
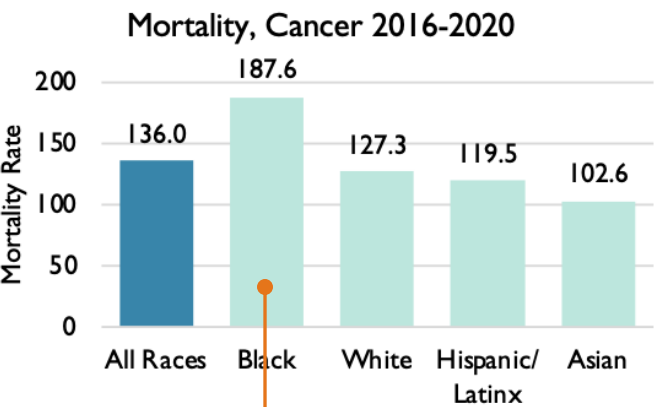
- Top 10% (Highest Income)
- 80-90%
- 70-80%
- 60-70%
- 50-60%
- 40-50%
- 30-40%
- 20-30%
- 10-20%
- 0-10% (Lowest Income)
- No Data/Low Population Area

2019



# Health Inequities

Chart 2-3: Difference in Health Outcomes by Race

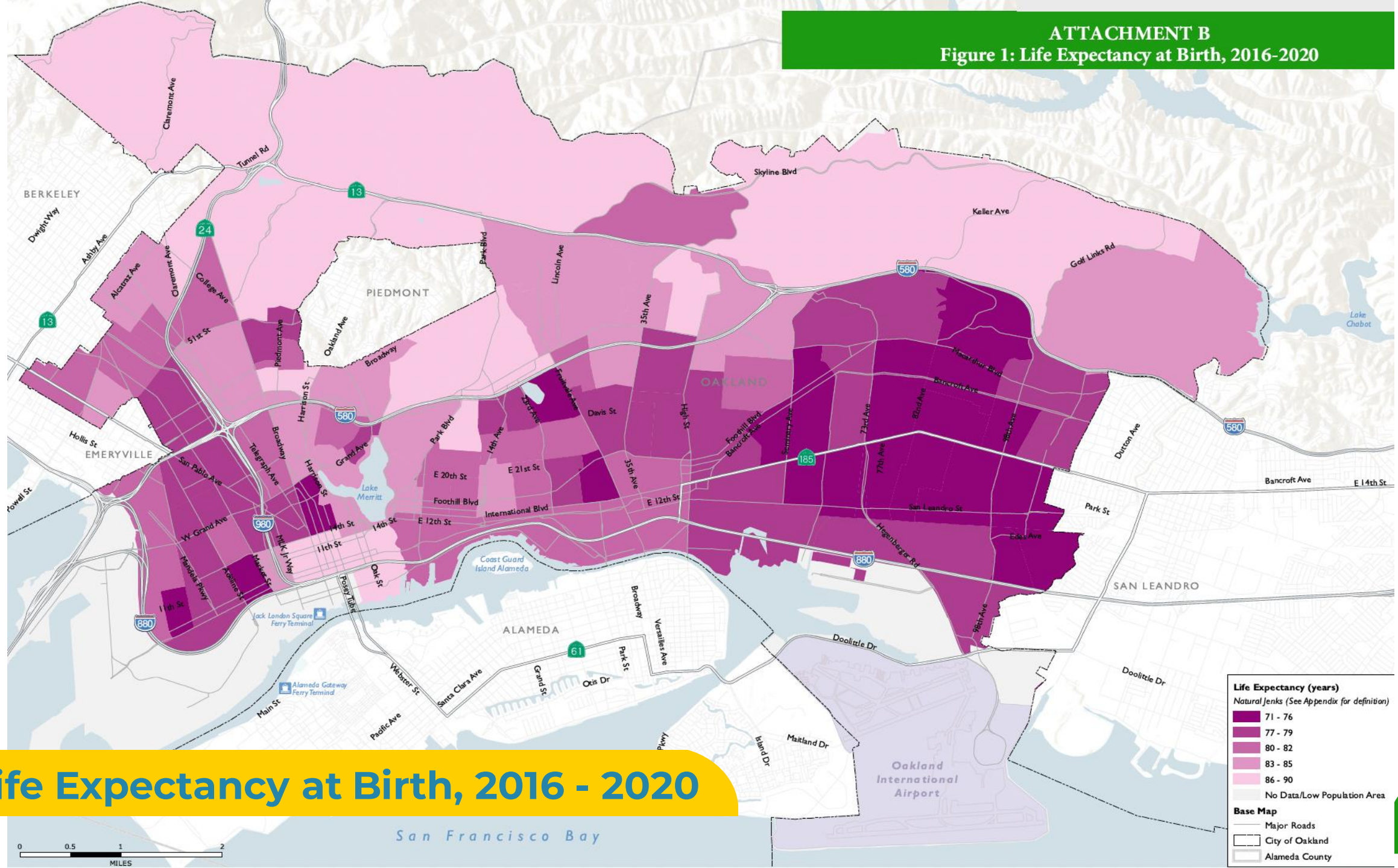


Note: Pacific Islander, Native American/Alaskan, and Multirace populations are included in "All Race" but are not disaggregated due to the small size (less than 10 people) of these groups.  
Sources: Alameda County Public Health department, 2021; Dyett & Bhatia, 2022

Most Impacted

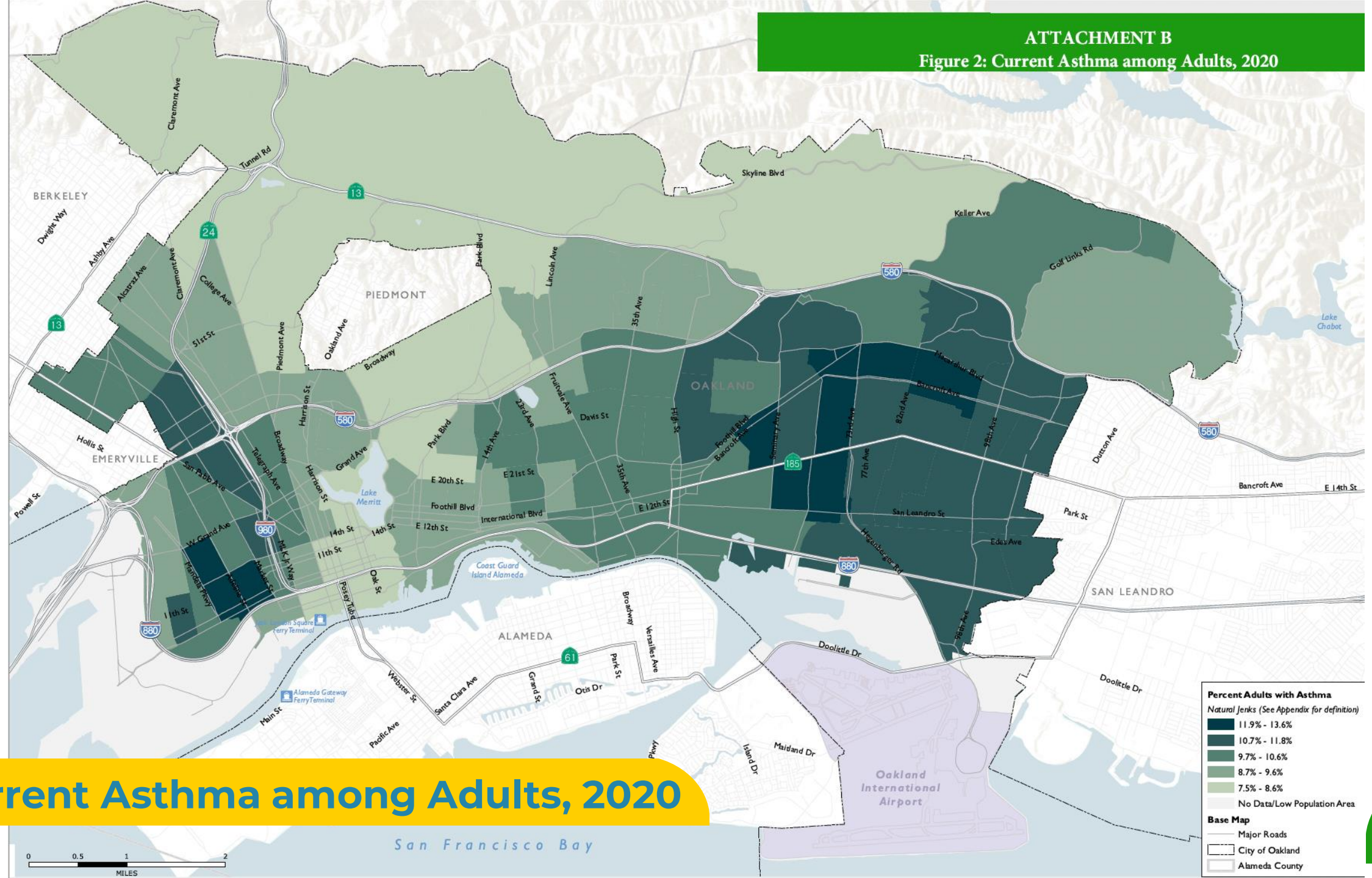
Most Impacted  
2018 Equity Score: 77  
(Data above would result in 76 = worse)

Most Impacted



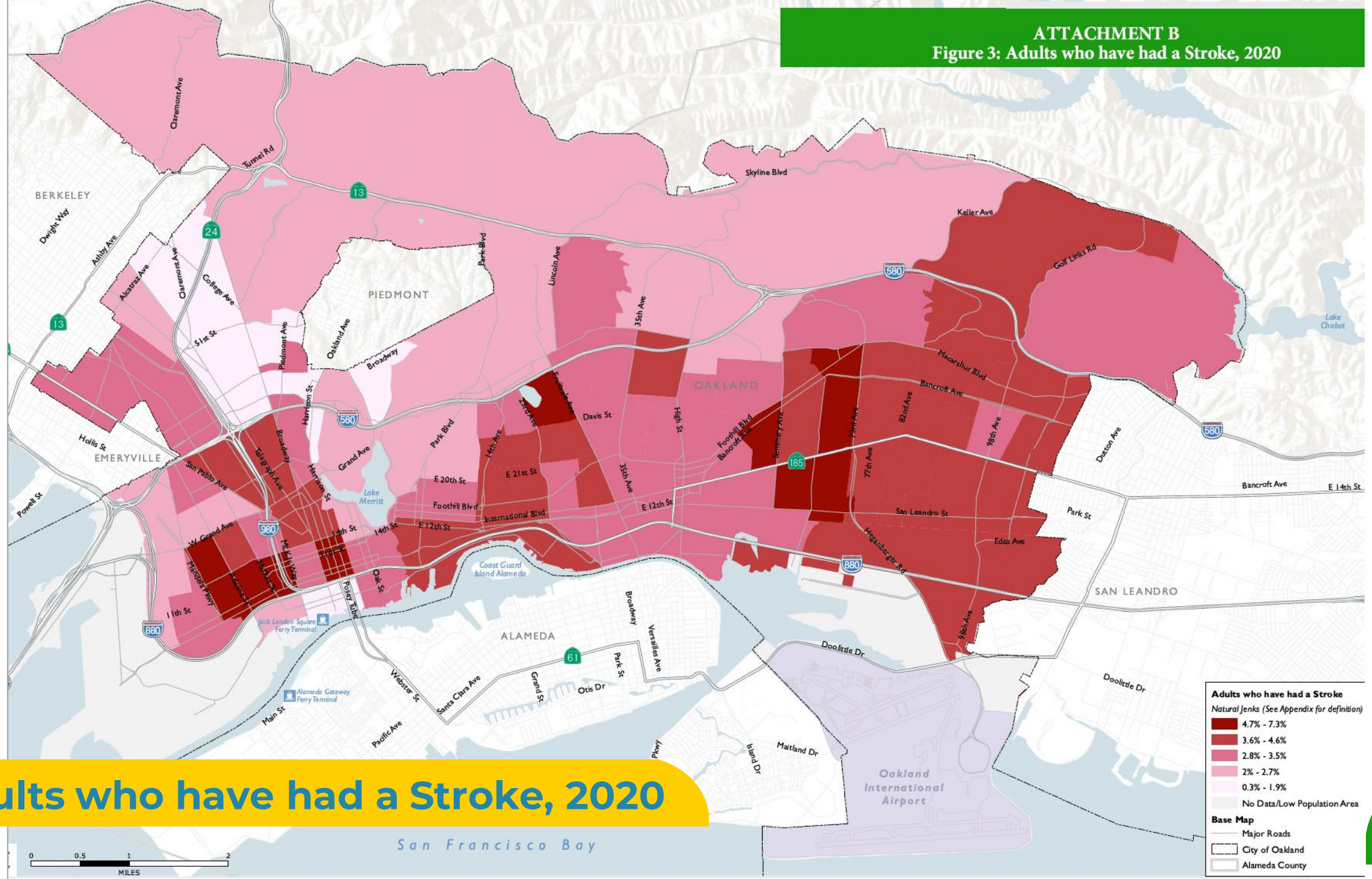


**ATTACHMENT B**  
**Figure 2: Current Asthma among Adults, 2020**





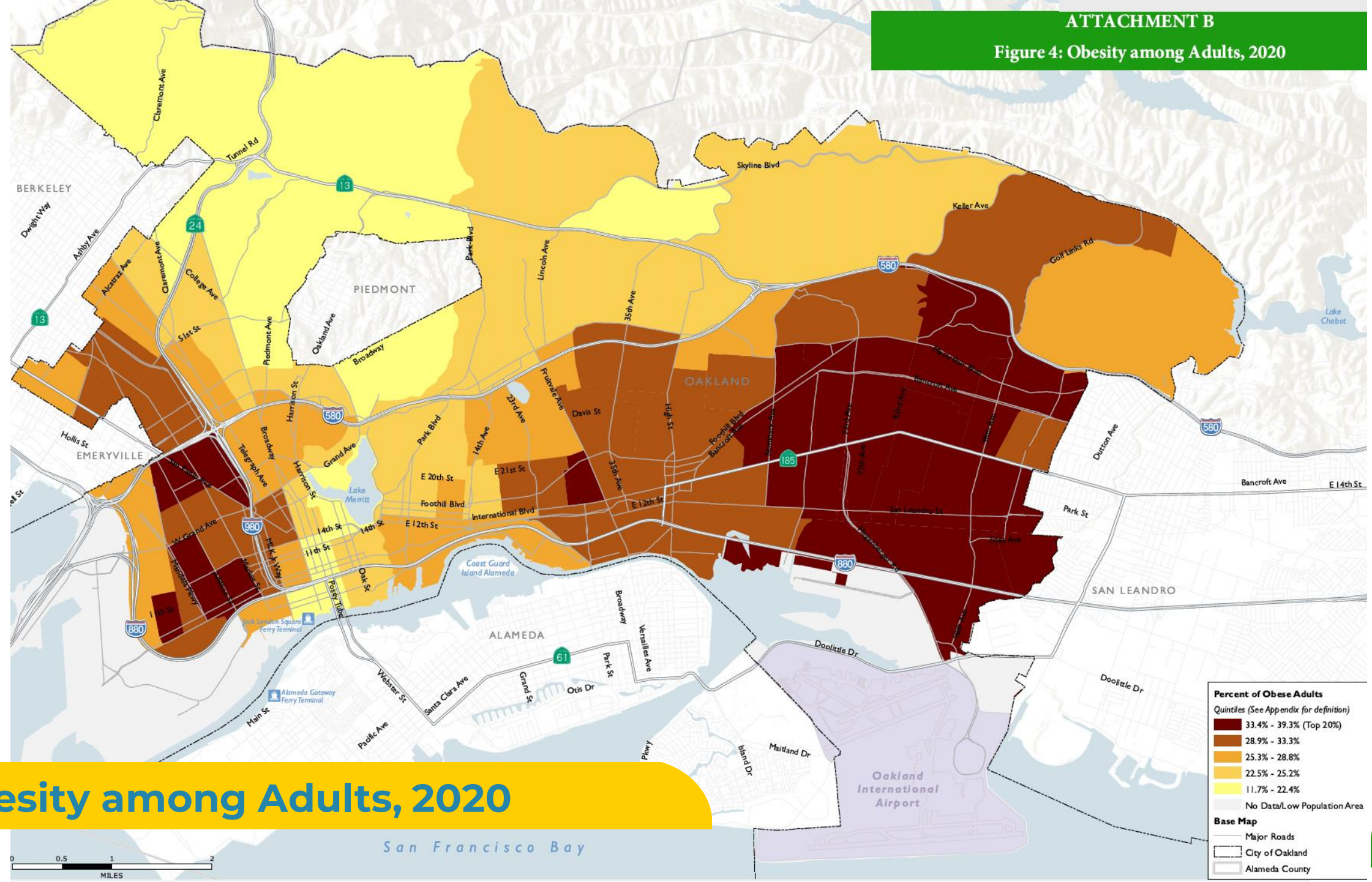
ATTACHMENT B  
Figure 3: Adults who have had a Stroke, 2020



Adults who have had a Stroke, 2020

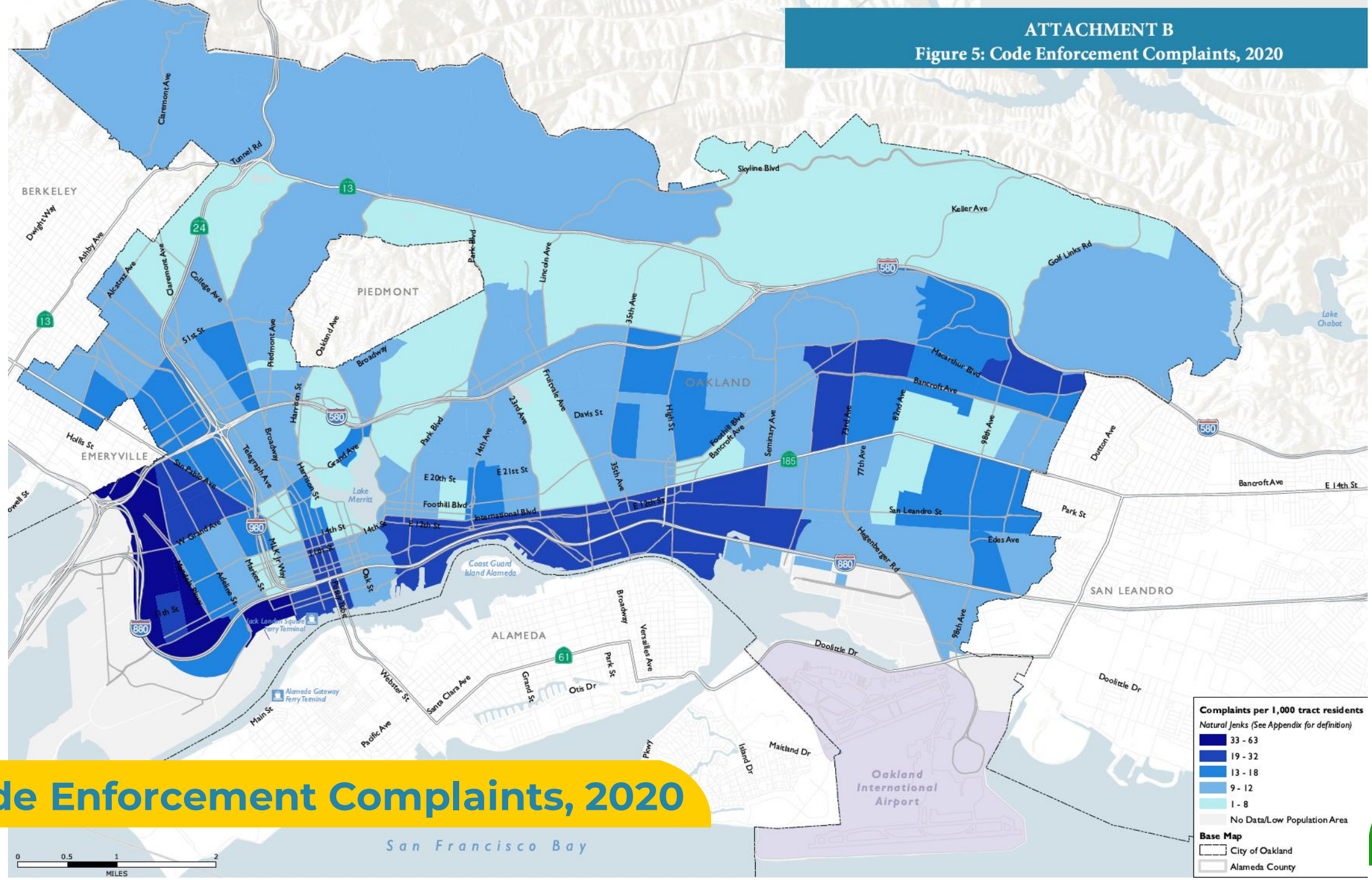


Figure 4: Obesity among Adults, 2020





ATTACHMENT B  
Figure 5: Code Enforcement Complaints, 2020







# EJ Screening Process

# Purpose of the DRAFT EJ Communities Map



## The first step in SB1000 Environmental Justice planning process:

Identify environmental justice communities that are low-income areas and disproportionately impacted by pollution burden.



## Target EJ Objectives and Policies Development

Policies in the Environmental Justice Element must **reduce the unique or compounded health risks** in EJ Communities.

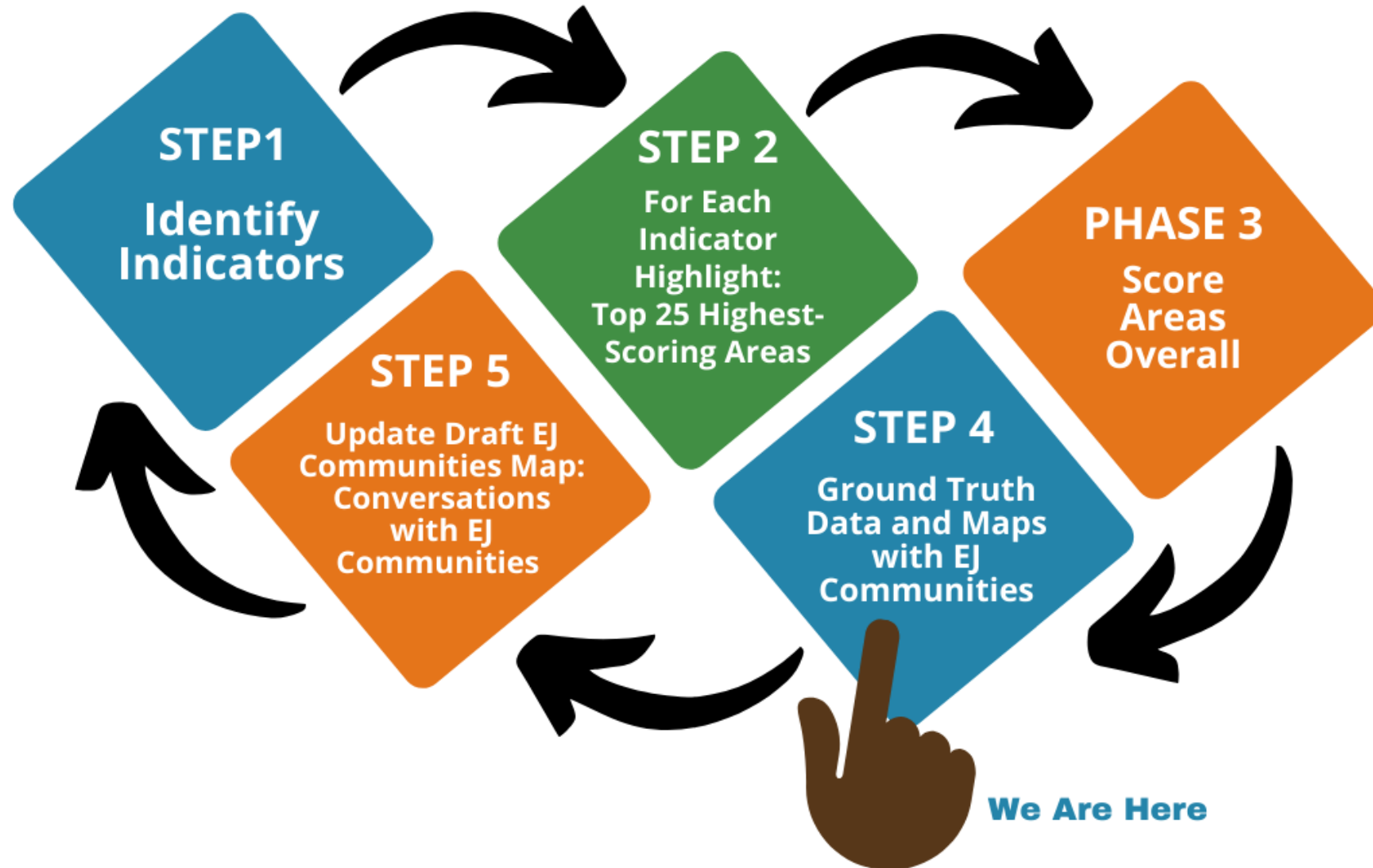


## This is a Starting Place for Conversation with EJ Communities

Offer a current snapshot of conditions in the city as required by SB1000. This is not enough. It is a starting place for conversations with the most impacted communities with the greatest unmet need.



# Process to Identify EJ Communities



# Oakland's SB 1000 Screening Approach

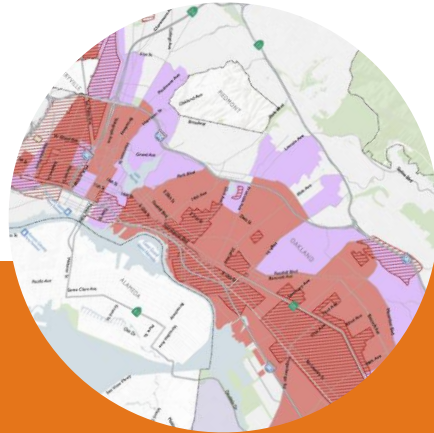


## CalEnviroScreen 4.0 (2021)

Environmental Pollution  
Burdens

Sensitive/Vulnerable  
Populations

Especially Top 25% of  
scores (SB 535)



## Low-Income Areas

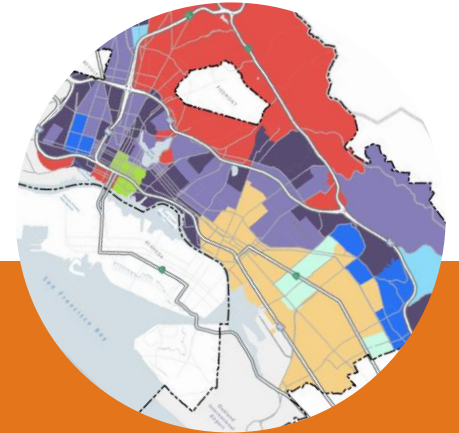
At or below:  
80% of statewide median  
*or*

State HCD Low-Income  
limit (80% Alameda  
County Area Median  
Income)



## SB 1000 Topic Areas

Pollution Exposure & Air Quality  
Unique/Compounded Health Risks  
Safe & Sanitary Homes  
Public Facilities Access  
Physical Activity  
Healthy Food Access  
Civic Engagement  
Investment Prioritization



## Local Indicators

Race  
Redlining  
Oakland Equity Indicators  
(DRE 2018)  
OakDOT Geographic  
Equity Toolbox  
and more...



# EJ Index Categories and Topics

Category	Weight	Topic
Race & Poverty	25%	People of Color
		Low Income
Pollution Burden	25%	Air Quality
		Water Quality
		Hazardous Materials
		Climate Change
Sensitive Populations	25%	Health
		Socioeconomic
Built Environment	25%	Active Transportation
		Food Access
		Safe and Affordable Homes
		Neighborhood



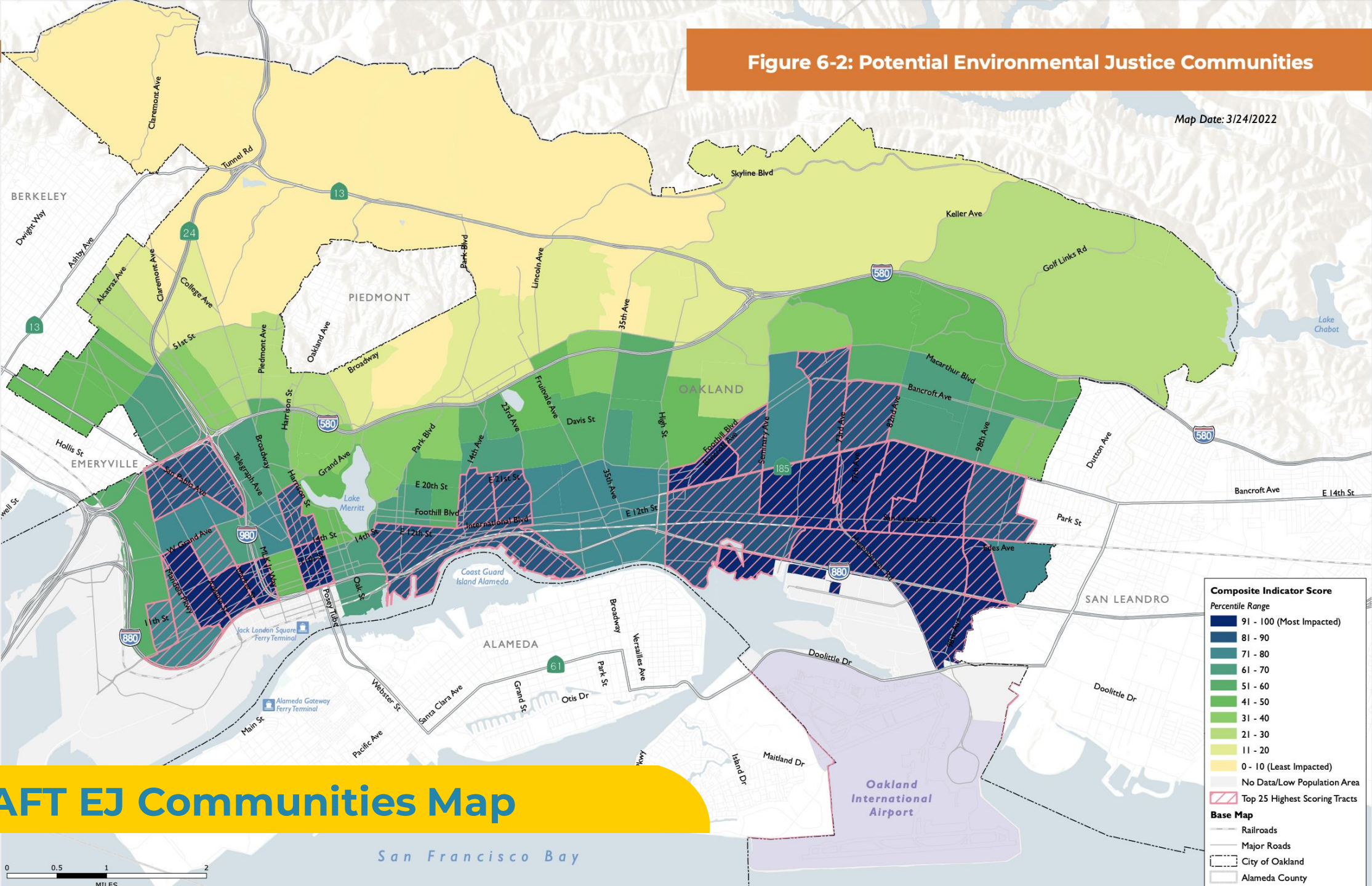
# EJ Index – Indicators

RACE & POVERTY	POLLUTION BURDEN	NEIGHBORHOOD/ BUILT ENV.	SENSITIVE POPULATIONS
<b>Race/Ethnicity</b> <b>Income/Poverty</b> <ul style="list-style-type: none"> <li>Low-Income Area, Statewide Median</li> <li>Low-Income Area, HCD Income Limit</li> </ul>	<b>Air Quality:</b> <ul style="list-style-type: none"> <li>Particulate Matter 2.5</li> <li>Diesel Particulate Matter</li> <li>Traffic Density</li> <li>Lead Exposure</li> <li>Toxic Releases</li> </ul> <b>Water Quality:</b> <ul style="list-style-type: none"> <li>Groundwater Threats</li> <li>Impaired Water</li> </ul> <b>Haz. Materials Sites</b> <ul style="list-style-type: none"> <li>Cleanup Sites</li> <li>Hazardous Waste</li> <li>Solid Waste</li> </ul> <b>Climate Change:</b> <ul style="list-style-type: none"> <li>Urban Heat Island</li> <li>Sea Level Rise</li> </ul>	<b>Housing:</b> <ul style="list-style-type: none"> <li>Housing Habitability</li> <li>House Heating</li> <li>Overcrowding</li> <li>Housing Burden</li> <li>Evictions</li> <li>Redlining</li> </ul> <b>Mobility &amp; Safety:</b> <ul style="list-style-type: none"> <li>Road Safety</li> <li>Vehicle Mobility</li> <li>Active Commutes</li> <li>Transit Access</li> </ul> <b>Public Facilities:</b> <ul style="list-style-type: none"> <li>Community Facilities</li> <li>Tree Canopy</li> <li>Park Access</li> <li>Public Safety</li> <li>Illegal Dumping</li> </ul> <b>Food Access/Security</b> <ul style="list-style-type: none"> <li>SNAP Food Assistance</li> <li>Low Food Access</li> </ul>	<b>Health</b> <ul style="list-style-type: none"> <li>Adult Asthma</li> <li>Pediatric Asthma, NO2 Attributable</li> <li>Life Expectancy at Birth</li> <li>Low Birth Weight</li> <li>Mortality, NO2 Attributable</li> <li>Cardiovascular Disease</li> <li>Cancer</li> <li>Health Insurance</li> <li>Healthcare Facilities</li> </ul> <b>Socioeconomic Vulnerability</b> <ul style="list-style-type: none"> <li>Linguistic Isolation</li> <li>Educational Attainment</li> <li>Population with a Disability</li> <li>Young Children</li> <li>Senior Population</li> <li>Median Household Income</li> <li>Unemployment</li> <li>Disconnected Youth</li> <li>Internet Access</li> </ul>



Figure 6-2: Potential Environmental Justice Communities

Map Date: 3/24/2022



DRAFT EJ Communities Map





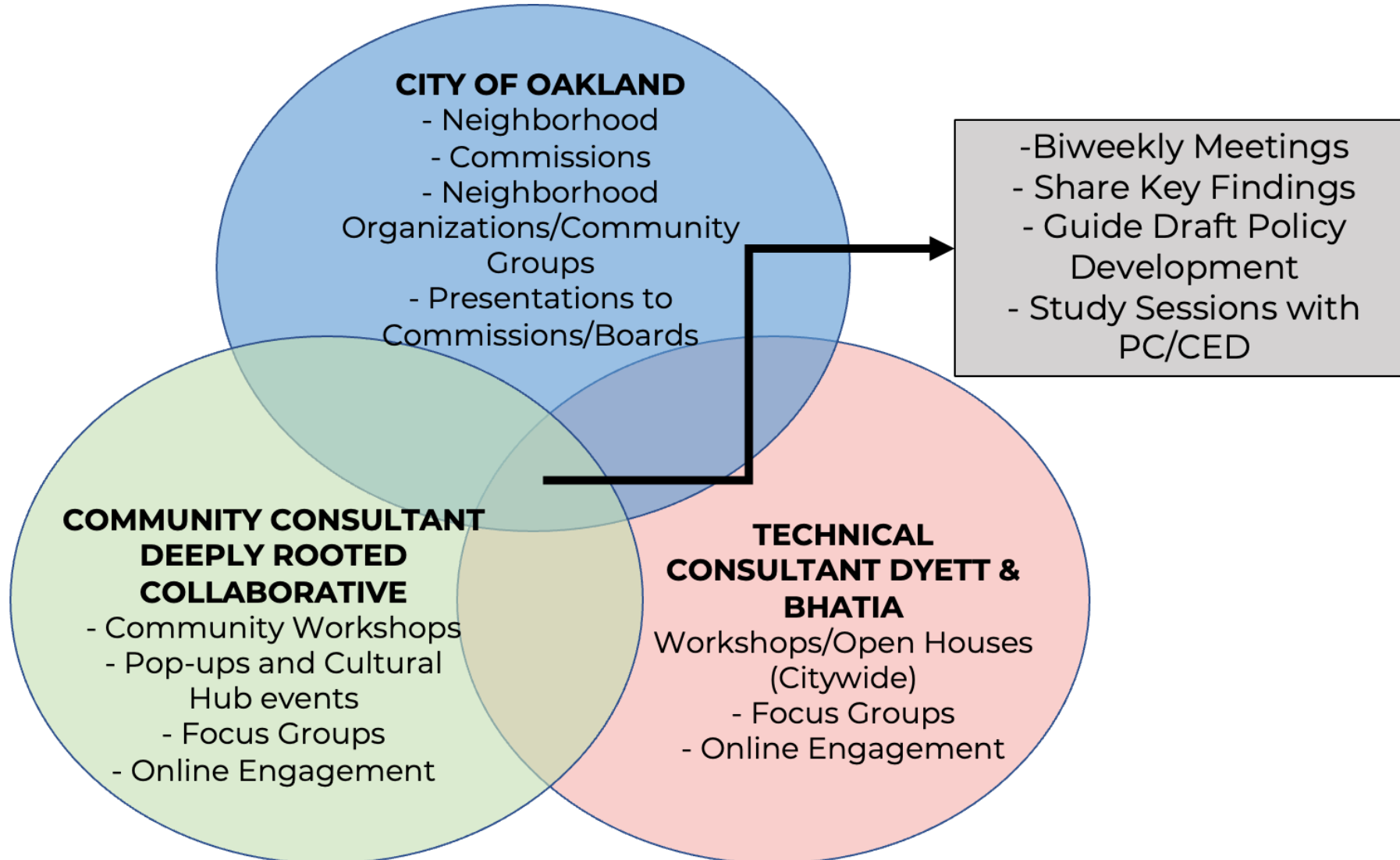
# Community Engagement



A. "Karriem" Khan, @ak2webd3, and Jessica Lee, @jessicazylee, discuss their vision for Oakland's future @oaklandasiancc.



# Community Engagement Approach



## Community Engagement (November 2021 – April 2022)

- **Deeply Rooted Events**
  - 18 pop-ups
  - 2 cultural hub event
  - 2 workshops on Housing and Environmental Justice
- **Neighborhood Workshops – Townhalls**
  - 3 Housing Element Focused Workshops
  - 2 Townhalls and 1 Open House
  - Around 250 participants
- **Staff Presentations to Neighborhood Councils and Community Groups**
  - 40x40, United Seniors of Oakland and Alameda County, WOCAP Steering Committee, Hoover/Foster Resident Action Committee
  - Neighborhood Councils – Prioritized using the OakDOT Equity Toolbox



# Community Engagement Events



**Left to Right:** Community Healing (Black Arts Movement Business District, Community Development Corporation), Hoover Elementary, Fruitvale (Just Cities), Akoma (EastSide Arts Alliance) Asian Pacific New Year Pt 2 (Oakland Asian Cultural Center), Open House at East Oakland Senior Center

# Deeply Rooted in Oakland Partnership

Geographies	Partners
West Oakland	House/Full of Black Women, Black Arts Movement Business District CDC, and West Oakland Environmental Indicators Project
Fruitvale	The Unity Council and CURYJ
Chinatown	Oakland Asian Cultural Center
East Oakland	Black Cultural Zone
Across Oakland	<ul style="list-style-type: none"><li>• The Village is outreaching to unhoused curbside communities in <b>North Oakland, West Oakland, Downtown and East Oakland.</b></li><li>• Lao Family Community Development outreaches to Southeast Asian residents.</li><li>• EastSide Arts Alliance reaches residents through their cultural events and activities.</li><li>• Malonga Arts Residents Association reaches Black and Brown communities..</li></ul>

## COMMUNITY ENGAGEMENT FOR OAKLAND’S MOST IMPACTED RESIDENTS

- Low-income communities of color
- Unhoused residents
- People with disabilities
- Older Adults
- Formerly incarcerated
- Youth
- Communities experiencing environmental injustices



# Deeply Rooted Events (November 2021 - April 2022)

**Reach:** 1,190 residents

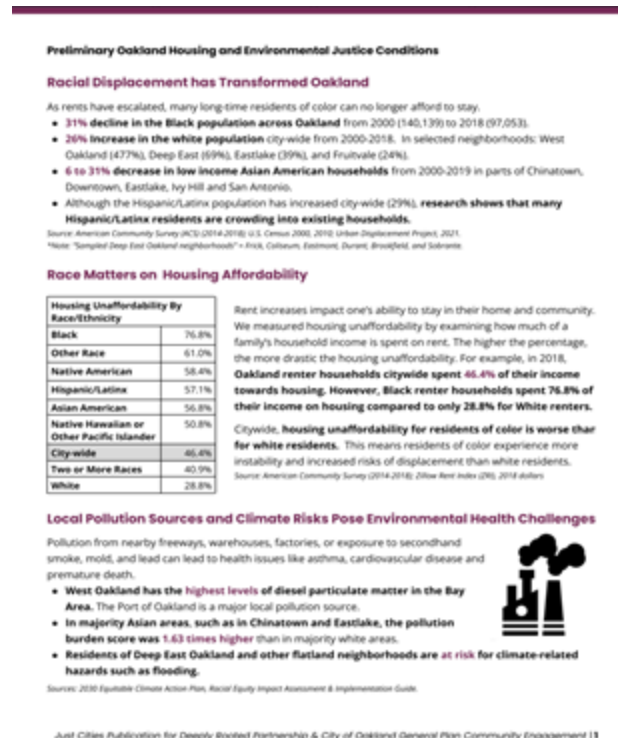
- **Outreach Events (22):**
  - 18 pop-ups
  - 2 cultural hub event
  - 2 workshops on Housing and Environmental Justice
- **Deep Listening Sessions:**
  - West Oakland conversations (House/Full of Black Women)
  - Unhoused residents (The Village)

**Locations:** Chinatown, Downtown, Eastmont, Fruitvale, North Oakland, San Antonio, and West Oakland

Race/Ethnicity	Count	Percent
Latinx	175	15%
Black	179	15%
Asian American	147	12%
White	31	3%
Multiracial	20	2%
Middle Eastern	3	0.3%
Other	2	0.2%
Native Hawaiian/Pacific Islander	2	0.2%
Native American/Indigenous or Alaska Native	2	0.2%
Caribbean Islander	0	0%
No Race/Ethnicity Collected/Selected	629	53%
<b>Total</b>	<b>1,190</b>	

# Transformative Planning: Community Education and Resources

- Asian Americans in Oakland Zine
- Preliminary Oakland Housing and Environmental Justice Conditions 2-pager
- Housing and EJ Workshops
- Share City & Nonprofit Human Needs Resources





## Transformative Planning: Equity Working Group

- Equity Working Group (EWG) made up of 20 diverse residents to 1) Identify the major challenges and impacts of the General Plan (housing, safety, environmental justice, land use, transportation, and parks) and 2) Advocate for solutions that advance equitable and healthy communities for Oakland residents.
- Of the 66 applications received, 23 were interviewed and 20 selected
  - Hard to reach communities: People from communities that the City traditionally has trouble engaging with including unhoused, formerly incarcerated, low-income, Asian American, Black, Latinx, multiracial, people with disabilities, undocumented, and people experiencing environmental injustices.
  - In target geographic areas of: West Oakland, East Oakland, Chinatown, and Fruitvale.
  - Age diversity: People at different stages of their lives to ensure varied knowledge and experiences.
  - Diversity of gender and sexual orientation: To ensure women's and LGBTQ+ perspectives are included in this process.
  - People who own small businesses in Oakland

<https://www.oaklandca.gov/news/2022/general-plan-equity-working-group-members-selected>

# Transformative Planning: Youth Engagement Fellowship



Stipend Included!

REQUIREMENTS TO APPLY:

Ages 14-24

Up to 2 year commitment

Approx \$25/hr stipend

The Deeply Rooted Fellowship is recruiting young leaders to help with community outreach and engagement for the Oakland General Plan update. Fellows will learn city planning concepts/tools and build leadership skills through hands-on work including: speaking at community meetings/events, hosting pop-ups, social media outreach, and other activities

TO APPLY GO TO:

<https://tinyurl.com/OGPFellowship>  
OR USE THIS QR CODE!



FELLOWSHIP APPLICATION DEADLINE  
Deadline: May 27, 2022 @ 5:00pm

- An opportunity for Oakland youth and young adults to influence the planning for Oakland's future
- 20 youth Fellows to participate in this opportunity
- Fellows will begin working in June 2022 for a 2-3-year period.
- Fellows will work on the following activities: engaging with community-based events; presenting at community and school events; organizing social media campaigns; and building a mini-grant program.
- Fellows will receive a monthly stipend
- **Deadline Extended: May 27, 2022, at 5:00 PM**
- For details:  
<https://www.oaklandca.gov/news/2022/deeply-rooted-collaborative-launches-youth-fellowship-for-oakland-general-plan>



# Housing Community Policy Ideas in response to Priority Needs

## Building Affordable Housing

1. Public Land for 100% Affordable Housing (not market rate)
2. Increase Housing Impact Fees
3. Prioritize Housing for Formerly Incarcerated People, Youth Aging out of foster care, low-income elderly, & single parents with children

## Preserving Affordable Housing

1. Housing Commission & Neighborhood Planning Councils
2. Moratorium on market rate housing b/c of market force displacement

## Protecting Existing Residents

1. Racial Equity/Human Health/Socioeconomic Impacts Analysis of all market rate projects
2. Implement the Healthy Development Guidelines
3. Cultural District/Anti-Displacement Zones
4. Stopping Encampment Management policy



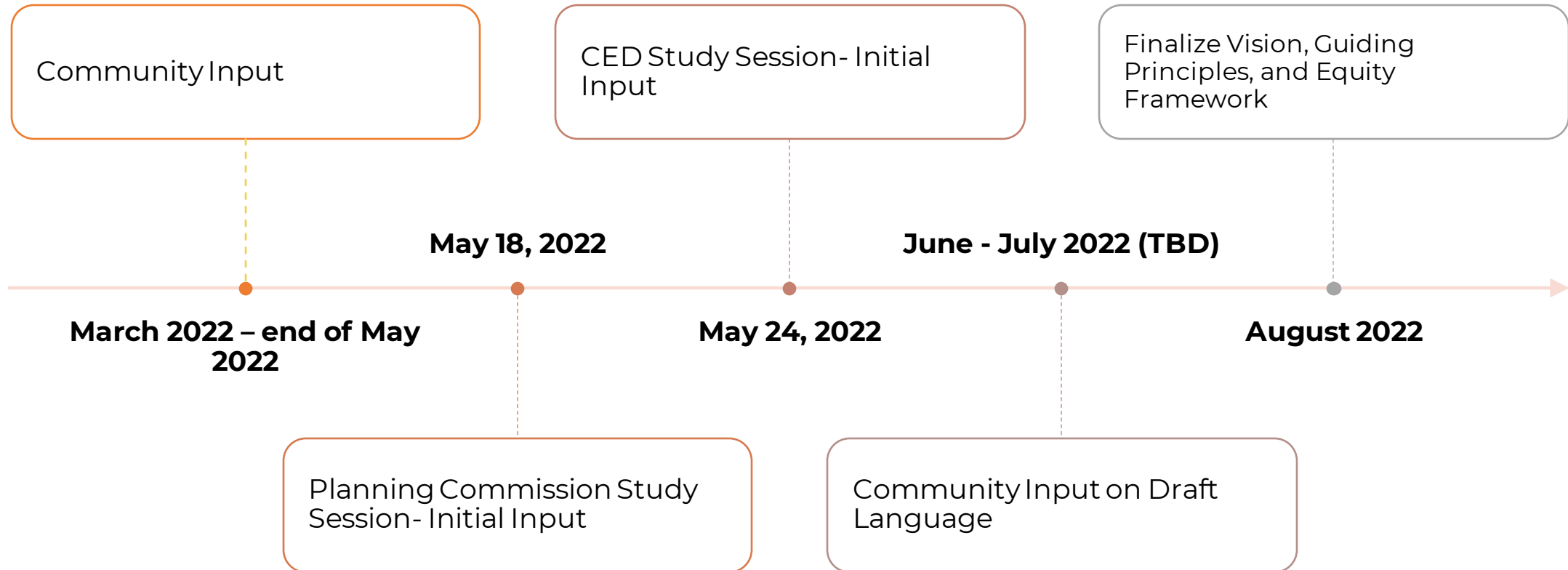
# Environmental Justice Community Policy Ideas in response to Priority Needs

1. **Human Health/Socioeconomic Impacts Analysis** of all market rate projects
2. **Port of Oakland** include EJ and Public Health policies, criteria, equity, update science, research and data apply to all levels of administration and operation for the residents of West Oakland and flatlands.
3. **Traffic Safety Measures** like speed bumps, cross walks, traffic lights, pothole repair, bike lanes and repaved sidewalks
4. **Affordable Grocery Stores** in East and West Oakland
5. **Illegal Dumping Clean up** in East and West Oakland

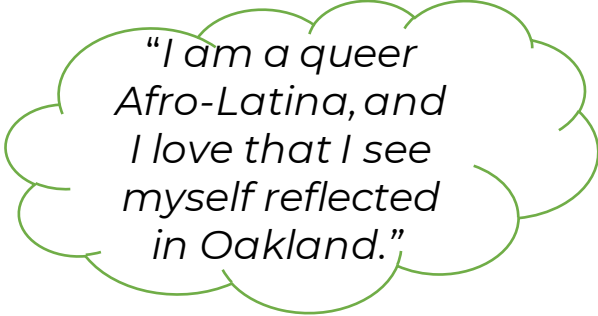





# Vision, Guiding Principles, and Equity Framework - Process



- Housing as a Basic Human Right
- Civic Engagement
- Prioritize Investment in Historically Redlined Communities Across Oakland
- Address Environmental Injustice
- Make Neighborhoods Feel Safer and Better Maintained



*"I am a queer Afro-Latina, and I love that I see myself reflected in Oakland."*



*"Seventh Street [in West Oakland] has so much history. Let's find ways to highlight and celebrate Black and Latinx history/presence through arts and food."*



## Community Vision and Themes – What We Heard

- Preserve Diverse Cultural Identity and Cultural Spaces
- Support Small and Ethnic Businesses
- Promote Equitable Access to Parks and Open Spaces
- Accessible Transportation System that is Transit, Bike and Pedestrian Friendly
- Equitable Emergency Response

*"We pay property taxes too, need to be treated the same way as the ones in the Hills"*

*"The City can't carry out initiatives on their own. Individuals want to be involved, but not everyone knows how to do that"*

*"We need to address the confluence of environmental impacts and injustices that some communities have endured forever"*

# Discussion



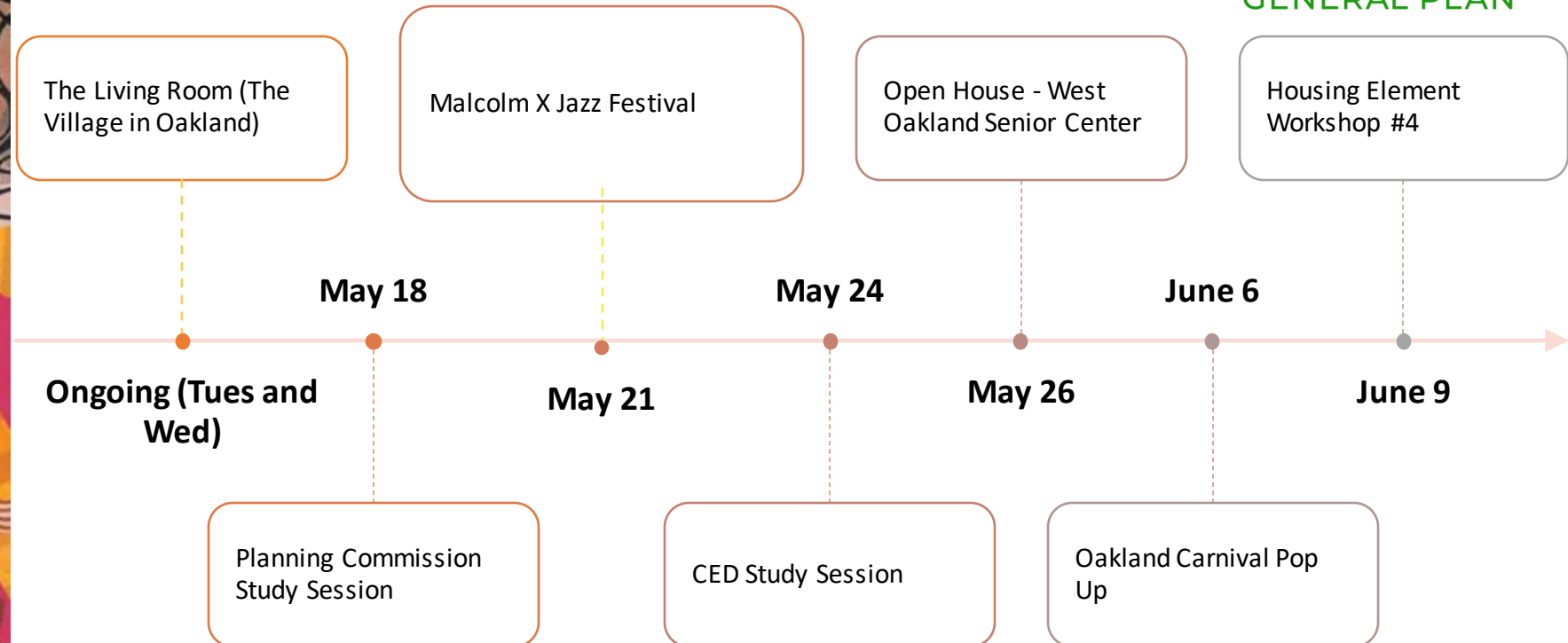
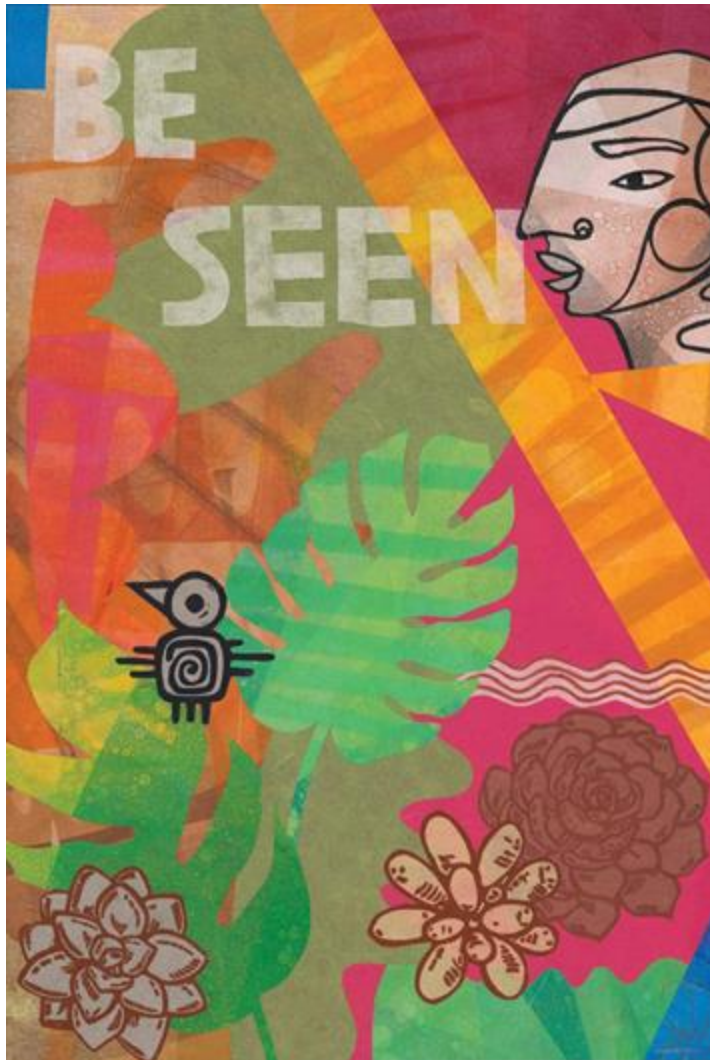
# Discussion

- What are your long-term, big-picture vision, goals, and priorities for Oakland's future?
  - What are the biggest opportunities and challenges?
  - How can the General Plan build upon existing plans?
- What specific issues, opportunities, and challenges would you like to see the General Plan elements address?
  - Location of new housing and other uses to minimize geographic/racial disparities and reduce pollution exposure
  - Access to healthy foods
  - Needs of an aging population
  - Needs of small and ethnic businesses and community development
  - Facilitate an accessible transportation system that is Transit, Bike, Pedestrian and Climate Friendly
  - Improve park equity and connectivity

# Calendar of Events



**OAKLAND2045**  
GENERAL PLAN



Visit the general Plan Update website for more information and to sign-up for regular updates:  
[www.oaklandca.gov/topics/general-plan-update](http://www.oaklandca.gov/topics/general-plan-update)