

**BETTER NEIGHBORHOODS,
SAME NEIGHBORS!**

**EAST
OAKLAND
NEIGHBORHOODS
INITIATIVE**



EONI COMMUNITY PLAN





"Today, residents bring a wide range of backgrounds, skill sets and values creating a community poised and ready to restore Sobrante Park back to a place of peace and beauty. We have awakened, working together in an organized way ensuring revitalization for a healthier, safer, greener place to proudly call COMMUNITY!"

*Cynthia Arrington
President , Sobrante Park
Resident Action Council*

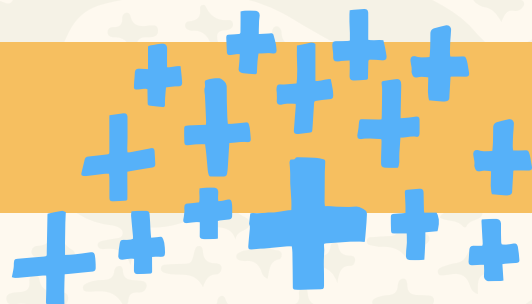


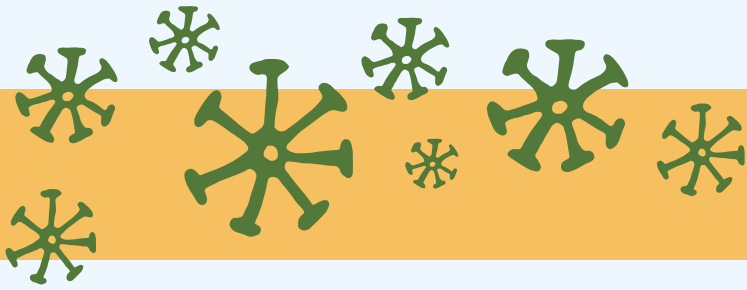
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"Now a lot of neighbors are boarding houses- too many people and cars. We only see cars, not the people. The people don't come out."

Paula - EONI Participant



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OPENING

The City of Oakland has acknowledged a climate emergency and the need for a just transition from an extractive economy to a regenerative economy that is ecologically sustainable, equitable, and just for all its members. Oakland's history of racial apartheid, injustice, and divestment is responsible for East Oakland being among the communities most impacted by poverty and pollution in California. Climate impacts affecting Oakland include wildfires, increased air pollution, urban heat island effect, more high heat days, rising costs of food, energy, and water, and flooding from sea-level rise and groundwater. Impacts of the climate crisis are already hitting East Oaklanders first and worst— especially most-impacted frontline communities— the unhoused, households without air conditioning, the elderly, children, people with heart conditions, and those with respiratory diseases. A community-driven plan for a just transition to a regenerative economy for East Oakland, led by frontline communities, is essential to strengthening the health, wealth, and resilience of East Oakland neighborhoods in the face of displacement and climate impacts.

The East Oakland Neighborhoods Initiative (EONI) was born from a deep history of collaboration among community-based organizations in Oakland. In the Fall of 2017, the Oakland Climate Action Coalition (OCAC) led the initial push to bring project partners together and to advocate for the City of Oakland to partner on the Transformative Climate Communities (TCC) Planning Grant. While HOPE Collaborative, East Oakland Building Healthy Communities (EOBHC), and the OCAC were the original three Co-Applicants and project co-managers, joined later by The East Oakland Collective, each partner organization brought their unique and complementary skills, histories and relationships to the table, making the whole greater than the sum of the parts.

The planning effort expands on recent community-based planning efforts in Oakland including HOPE Collaborative's Elmhurst Neighborhood Plan, and the Oakland Healthy Development Guidelines. The six East Oakland neighborhoods involved in EONI are:

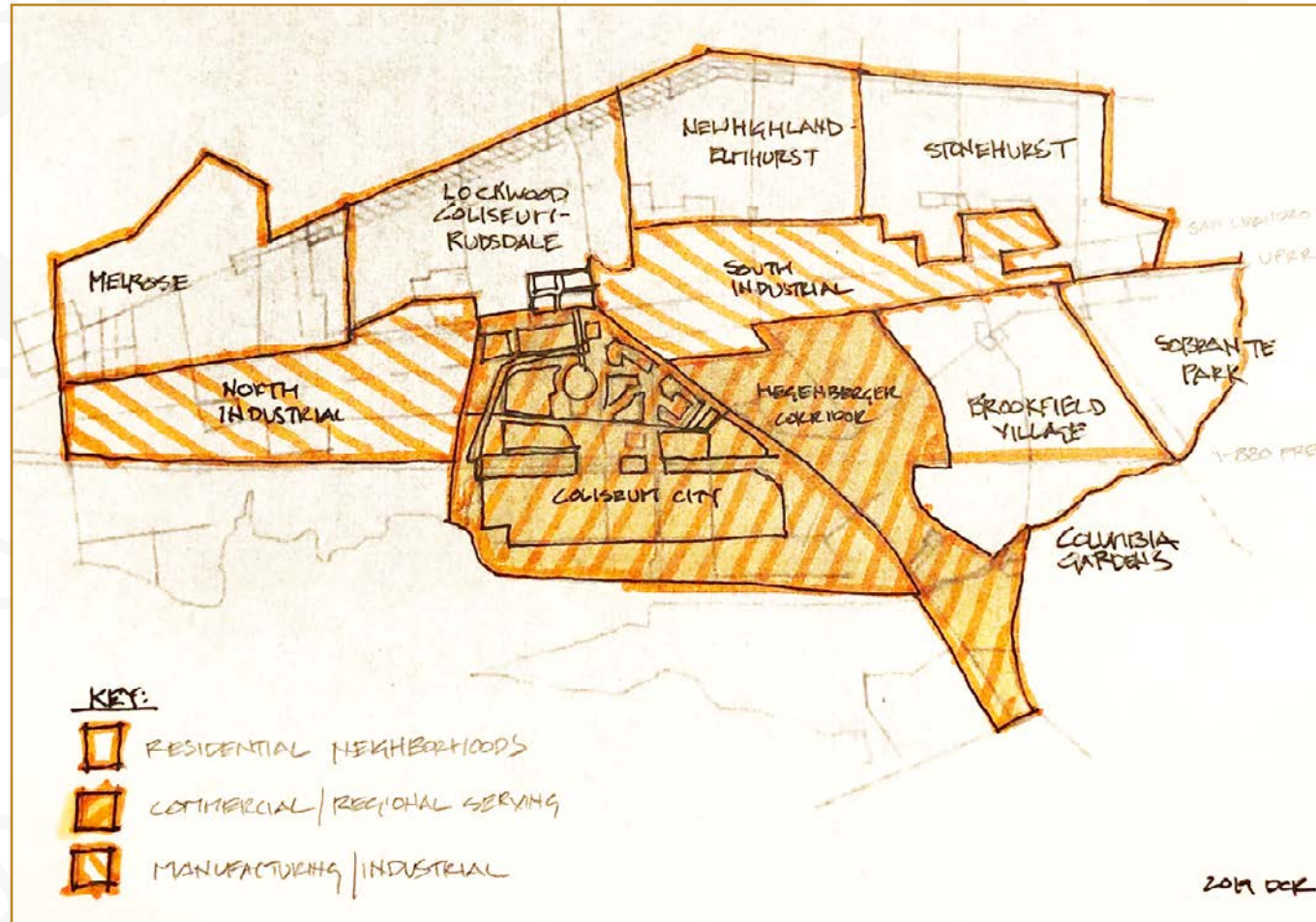
- 1) Coliseum / Ruidsdale / Lockwood/ Havenscourt;
- 2) Highland / Elmhurst;
- 3) Melrose;
- 4) Brookfield Village / Columbia Gardens;
- 5) Sobrante Park; and
- 6) Stonehurst

To advance the cause, EONI community partners approached the City of Oakland's Bureau of Planning to partner on a Transformative Climate Communities (TCC) grant, which is administered by the State of California's Strategic Growth Council (SGC). City staff and community groups worked together to create the scope of work, goals, and budget for the project. That application was subsequently awarded, with Oakland's winning application as the highest scoring planning grant in that round. City and community partners have since worked collaboratively to carry out the project vision for the EONI area, which is on the frontlines of climate justice.

This Community Plan, which was developed in fulfillment of the Planning Grant requirements, is different than a Specific Plan or General Plan. This Community Plan is more focused on the community's concerns and priorities as well as the next steps for achieving those priorities. The result is a community-driven plan. One of the next steps is utilizing this document to apply for an Implementation Grant from the SGC to build projects that the community prioritized as well as to apply for other grant opportunities that may arise.



OPENING



This map encompasses the boundaries of the planning area selected for this year-long initiative, what's locally referred to as "Deep East Oakland"

EONI holds five goals as key to tackling challenges and building the strengths of the neighborhoods:

- **Reduce Greenhouse Gases** As a climate justice effort, EONI recognizes the need to tackle the global climate crisis. The "co-benefits" that are created through well-crafted projects will benefit local residents as well as all citizens of the planet.
- **Prevent Displacement** Affordable housing may be elusive, but area residents want to keep living in their communities. In advancing any improvements, EONI must not drive out existing residents by inadvertently increasing the cost of housing. This can be achieved through a combination of local wealth creation, well-crafted policies, and mainstreaming of affordability vehicles.
- **Improve Public Health** Actions driven by this plan should enhance the transportation systems, housing quality and affordability, food security, urban greening and general wellbeing of existing residents.
- **Build Economic Empowerment** Job creation should be accessible to local residents. In advancing climate justice, meaningful opportunities for local participation and wealth generation must be created
- **Plan by and with the community** Throughout the process, creating a resident-driven vision is a critical goal, to ensure buy-in and ownership of residents. If residents are not actively engaged in implementation, the Community Plan will not be a success.

BACKGROUND

About SGC

The Strategic Growth Council (SGC) is charged by the State of California to broadly encourage the development of sustainable communities through four main tasks:

- ✱ **Identify and review activities and programs** of member state agencies that, if coordinated, could improve air and water quality, improve natural resource protection, increase affordable housing, improve transportation, meet greenhouse gas goals (as per the California Global Warming Solutions Act of 2006) and advance the State's climate adaptation strategy (Safeguarding California Plan).
- ✱ **Recommend sustainable community policies and investment strategies** to the Governor, the Legislature, and state agencies as appropriate.
- ✱ **Provide, fund and distribute data and information** to local governments and regional agencies that can advance sustainable community planning and development.
- ✱ **Manage and award** grants and loans.

About the Transformative Climate Communities (TCC)

In addition to greenhouse gas (GHG) reduction, the Transformative Climate Communities (TCC) focus is to:

- **Maximize additional community benefits**, such as climate, public health, environmental, workforce, and economic benefits;
- **Avoid displacement**, considering whether eligible plans and projects avoid economic displacement of low-income disadvantaged community residents and businesses. That is, avoid forcing residents to move because area improvements drive up the cost of living;
- **Incorporate comprehensive community engagement**, so that projects demonstrate community engagement in all phases;
- **Leverage funds**, and catalyze private resources to also support innovative community and climate transformation in disadvantaged communities;
- **Include technical assistance**, provide technical assistance for support with applications, project development and implementation.

Over the past three years, grants have been issued for TCC planning and implementation. In the first year, the City of Fresno received \$70 million to implement a range of TCC-oriented projects, including affordable housing, public transit, solar installation and community gardens. The neighborhoods of Watts and the City of Ontario in the LA-area similarly received \$35 million each.



ABOUT EONI

Partnership Between City and Community

As the governing body for the area, with oversight for zoning, planning, public works, parks management and other services, the participation and support of the City of Oakland is key to enabling EONI's efforts.

Given the historical distrust between city government and the community, as a result of traumatic and biased but legal planning practices, this EONI collaboration between East Oakland CBOs and the City of Oakland's Bureau of Planning is groundbreaking. Currently left without a comprehensive specific plan, Deep East Oakland is considered the "last frontier" subject to the rapid gentrification across Oakland. EONI is a real opportunity for the City of Oakland and community to learn from one another's planning culture, establish trust, and deepen partnerships in order to formally memorialize and implement resident goals and priorities. Having successfully obtained funding, EONI and its diverse groups have the opportunity to pursue neighborhood visions of health, wealth, and stability to keep current and long-term residents in mind and place.

Project Partners:

East Oakland Building Healthy Communities (EOBHC) EOBHC is one of 14 entities selected by The California Endowment to participate in the statewide Building Healthy Communities initiative. This 10-year comprehensive community initiative is creating a revolution in the way Californians think about and support health in their communities.

East Oakland Collective (EOC) EOC advocates and organizes representation in local government and is focused on developing Deep East Oakland resident power and leadership. EOC also works to support economic empowerment by increasing opportunities in Deep East Oakland for individual and collective wealth, coordinating homeless services & solutions, and addressing the immediate needs of unhoused populations.

HOPE Collaborative (HOPE) HOPE advances racial, economic, and health equity in Oakland through community-driven food and neighborhood initiatives. HOPE Collaborative envisions a vibrant Oakland where historically marginalized communities shape their neighborhoods' future, have equitable opportunities for healthy food, and safe community spaces, and build community wealth.



ABOUT EONI



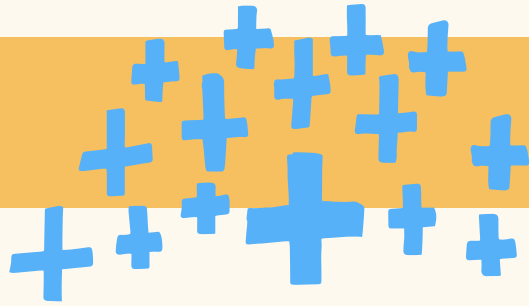
Oakland Climate Action Coalition (OCAC) OCAC provides research, policy expertise, strategic planning, and most importantly, advocacy, coordination, and organizing toward the climate justice needs of Oakland's communities. OCAC engages Oakland residents in creating climate solutions and in fighting for economic, racial, environmental, and climate justice while growing community resilience. Additionally, OCAC supports policies of accessibility, improved bicycle and pedestrian infrastructures, new affordable housing, and anti-displacement.

Acta Non Verba (ANV) Youth Urban Farm Project elevates life in the inner city by challenging oppressive dynamics and environments through urban farming. ANV's quarter-acre farm is located at Tassafaronga Recreation Center in Oakland. Youth, grades K-8 plan, plant, harvest, and then sell produce. One hundred percent of the proceeds are being placed into individual savings accounts for the children who participate.

Brower/Dellums Institute for Sustainable Policy Studies and Actions The Institute researches the psycho-social implications of decision making and executes applied neighborhood urban planning and policy scale projects.

Communities for a Better Environment (CBE) CBE builds power in California's communities of color and low-income communities to achieve environmental health and justice by preventing and reducing pollution and building green, healthy and sustainable communities and environments. CBE provides residents in blighted and heavily polluted urban communities in California with organizing skills, leadership training, and legal, scientific and technical assistance, so that they can successfully confront threats to their health.

Higher Ground: Neighborhood Development Corporation Higher Ground: Neighborhood Development Corporation provides services that address the intellectual development of children through behavioral health treatment, after-school enrichment, professional development, service learning projects, and school/community-based service coordination. The organization serves youth in the schools and in community settings.



ABOUT EONI

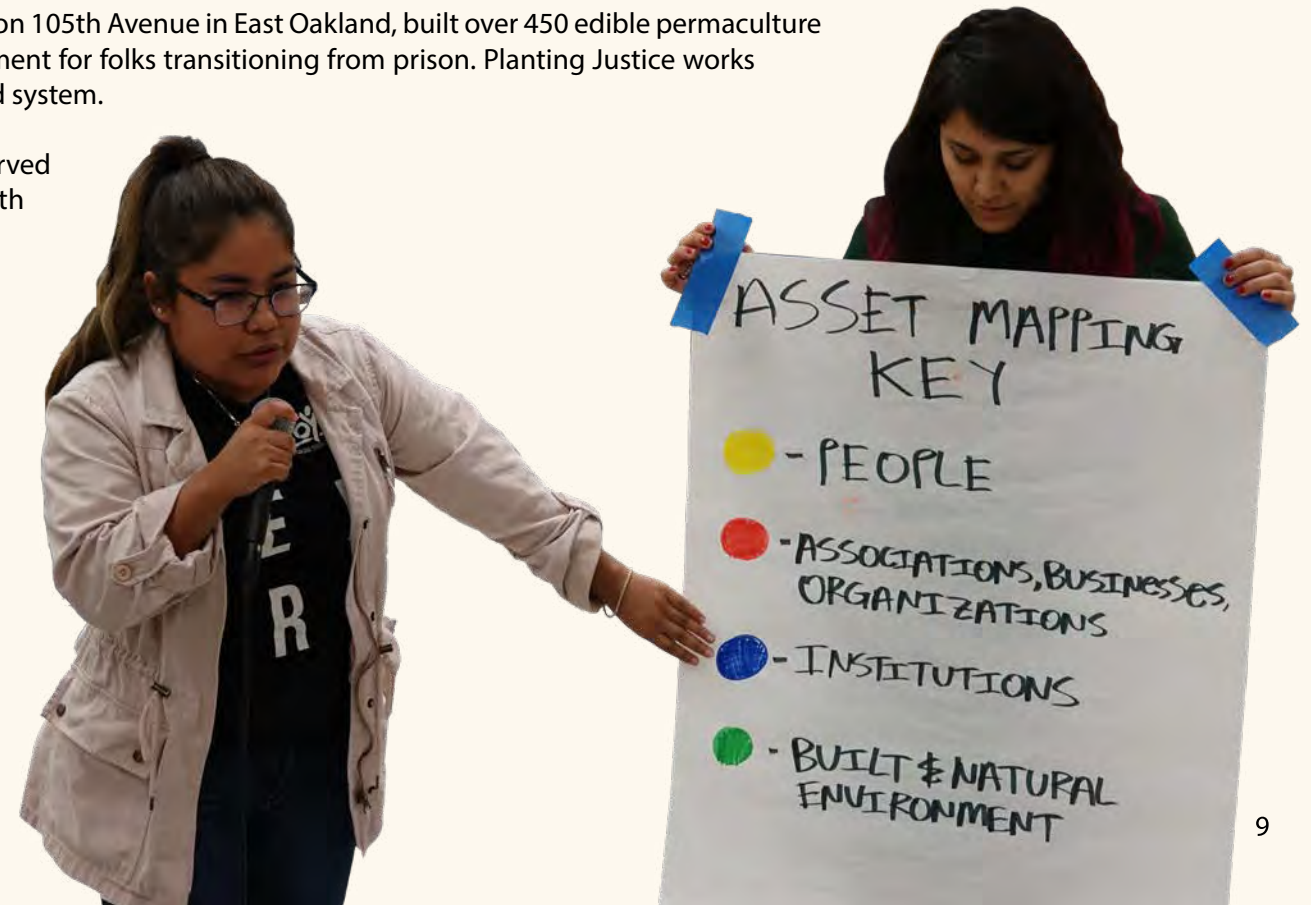
Local Clean Energy Alliance (LCEA) LCEA is the Bay Area's foremost membership organization working at local, state, and national levels to promote a clean energy future through the development and democratization of local renewable energy resources. LCEA sees these resources as key to addressing climate change, advancing social and racial justice, and building sustainable and resilient communities.

Repaired Nations Repaired Nations focuses on building wealth in Black communities by giving youth the tools needed to remain rooted: access to land and access to capital. Book clubs, workshops, and trainings educate and inspire communities to engage in cooperative effort, while giving grounded, practical skills for collective ownership.

Planting Justice Since 2009, Planting Justice has established a two-acre nursery on 105th Avenue in East Oakland, built over 450 edible permaculture gardens in the San Francisco Bay Area, and created 40 green jobs in the food justice movement for folks transitioning from prison. Planting Justice works to address the structural inequalities that have become embedded in the industrialized food system.

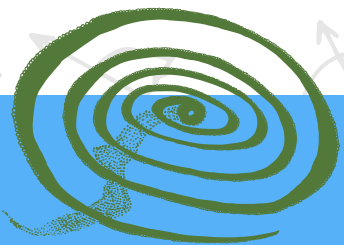
Scraper Bike Team Scraper Bike Team empowers urban youth living in underserved communities through self-expression and creativity. Scraper Bike Team encourages youth entrepreneurship and promotes a healthy, sustainable living for all. The Scraper Bike Team will use each work of bicycle art to impact social justice and global change.

The Sobrante Park Resident Action Council (SPRAC) SPRAC is a hub for community action that bridges two ethnic groups – African Americans and Latinx. Residents meet resource staff from the City of Oakland, County and other community groups, getting trained on becoming effective voices for community change and planning community-wide events. More than 200 residents and Walter Hood¹ have worked on the "streetscape" leading into Sobrante Park and Tyrone Carney Park that includes walking, gathering, and increased pedestrian safety.

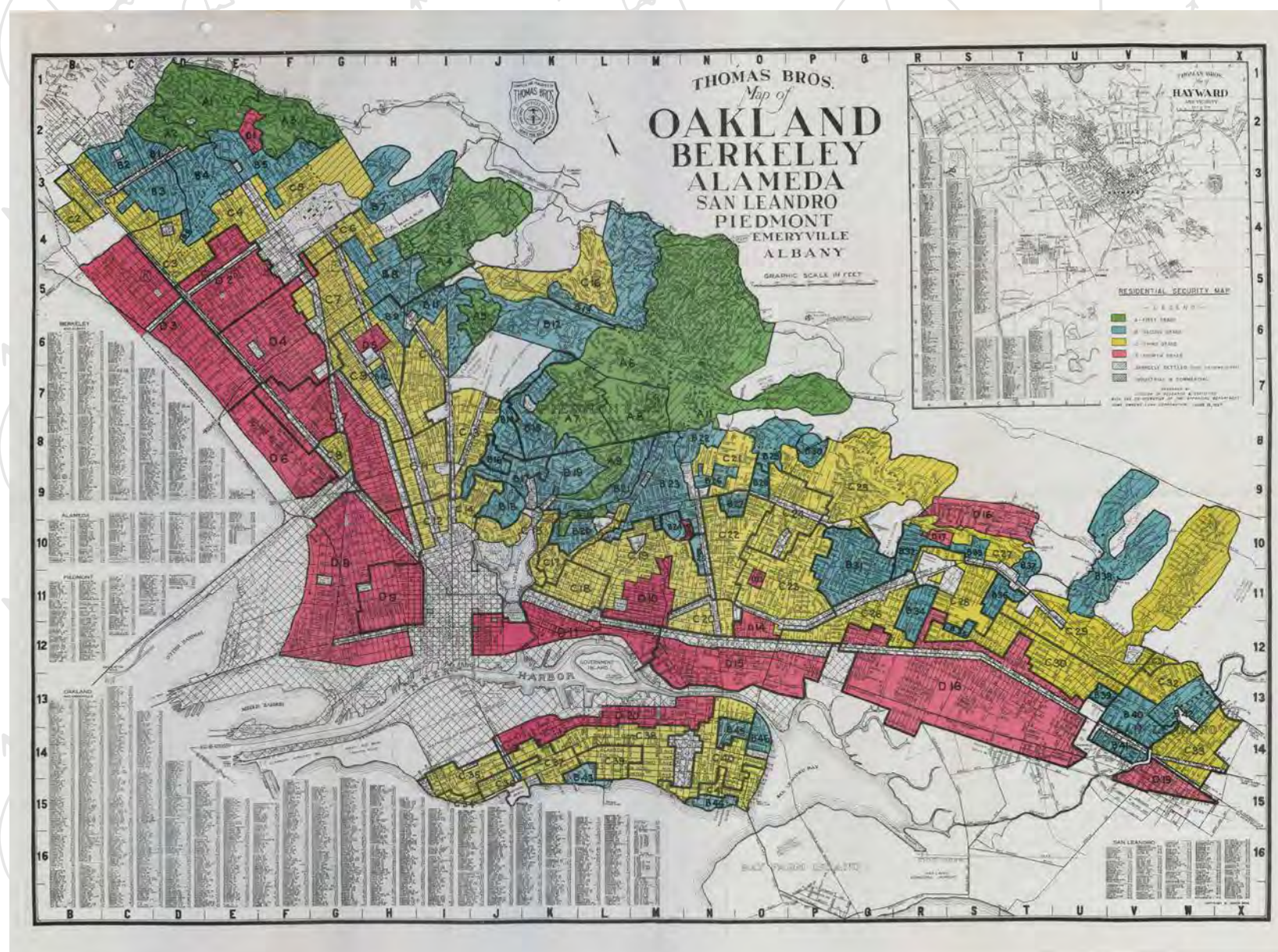




CHANGE: HISTORY, PLANNING & JUSTICE

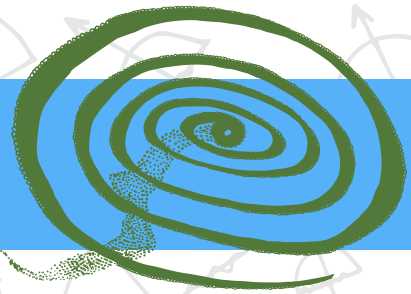


CHANGE: HISTORY, PLANNING & JUSTICE



Oakland East Bay
redlining from
1936-1939

**This historical map of
Oakland East Bay redlining
establishes the pattern of
housing segregation that
continues today.²**



CHANGE: HISTORY, PLANNING & JUSTICE

The following section draws from a number of academic and historical sources, but is principally informed by the experiences and perspectives of East Oakland residents. The histories and truths in this section are part of the everyday life of our partners, and the purpose of this planning effort is to memorialize these realities.

THE NATURE OF CITIES

Cities are human's largest artifacts. Although they appear ubiquitous now, it was only 200 years ago when fewer than 3% of the world's population lived in, or even had ever seen a city. Cities – as characterized by a pyramid, cathedral, cluster of high-rises or other large awe-inspiring central structures – appeared only about 5,000 years ago. Now over half of the people on earth live in an urban city.³

Urban empires work quite differently than the preceding villages and tribal encampments that were relatively self-sufficient, and have proved to be less stable as they use up basic resources such as water and soil, and have become unable to live off what their people create.⁴

Built infrastructures and social structures based on money— constructed primarily by enslaved people or low income workers, and that support a militarily backed economic and social hierarchy— are specialized colonial systems, which create wealth for a tiny percentage of their populations, and exploit both people and the landscape.⁵

We are just learning the consequences of living in cities as we think about and reimagine their designs. Yet, many of the consequences for East Oakland are clear.⁶

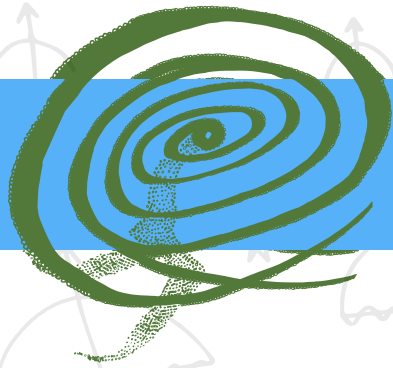
The “Deep East” area of Oakland is a mix of residential neighborhoods sitting cheek-to-jowl with old, heavy industrial land usages and transportation infrastructure (freight and passenger railroad lines, airport, and freeways). The policies of redlining (i.e. blocking certain people from housing, banking, food access, health, and employment) extractive disinvestment, dissolution of community resources and deliberate marginalization of racially defined neighborhoods, where pollution and dumping can occur with impunity, are all clear examples of bad policies that have left their stamp on the fabric of East Oakland.^{7, 8, 9}

POLICY

Like apartheid in South Africa, environmental apartheid is understood to encompass the many layers of environmental injustices that are briefly mentioned above. Environmental apartheid deliberately marginalizes racially defined neighborhoods and communities. The very related issue of environmental justice (EJ) has a history that goes back decades. A research study by the United Church of Christ (UCC), “Toxic Wastes, and Race,”¹⁰ examined the statistical relationship between the location of a hazardous waste site and the racial/ socioeconomic composition of host communities nationwide. The study found that over 15 million African Americans, 8 million Hispanics, and half of all Asian/Pacific Islanders and Native Americans resided in communities with at least one abandoned or uncontrolled toxic waste site.¹¹ Professor Robert Bullard, an EJ pioneer and researcher, wrote “whether by conscious design or institutional neglect, communities of color in urban ghettos, in rural ‘poverty pockets,’ or on economically impoverished Native-American reservations face some of the worst environmental devastation in the nation.”

EJ has been defined by California State law “as the fair treatment of people of all races, cultures, and incomes with respect to the development, adoption, implementation, and enforcement of environmental laws, regulations, and policy.”¹² The U.S. Environmental Protection Agency states that “this goal will be achieved when everyone enjoys the same degree of protection from environmental and health hazards, and equal access to the decision-making process to have a healthy environment in which to live, learn, and work.”¹³ CalEPA developed and issued an Environment Justice Policy Action Plan in 2004 that called for the creation of the Office of Environmental Health Hazards Assessments (OEHHA). OEHHA was charged with research that addressed the findings in CalEPA and incorporated the UCC findings.¹⁴

The mix of heavy polluting industries, dense diesel truck and goods movement routes alongside many sensitive low-income populations leaves Deep East Oakland and the EONI area with the most impacted census tracts in the entire Bay Area region, per CalEnviroScreen 3.0.



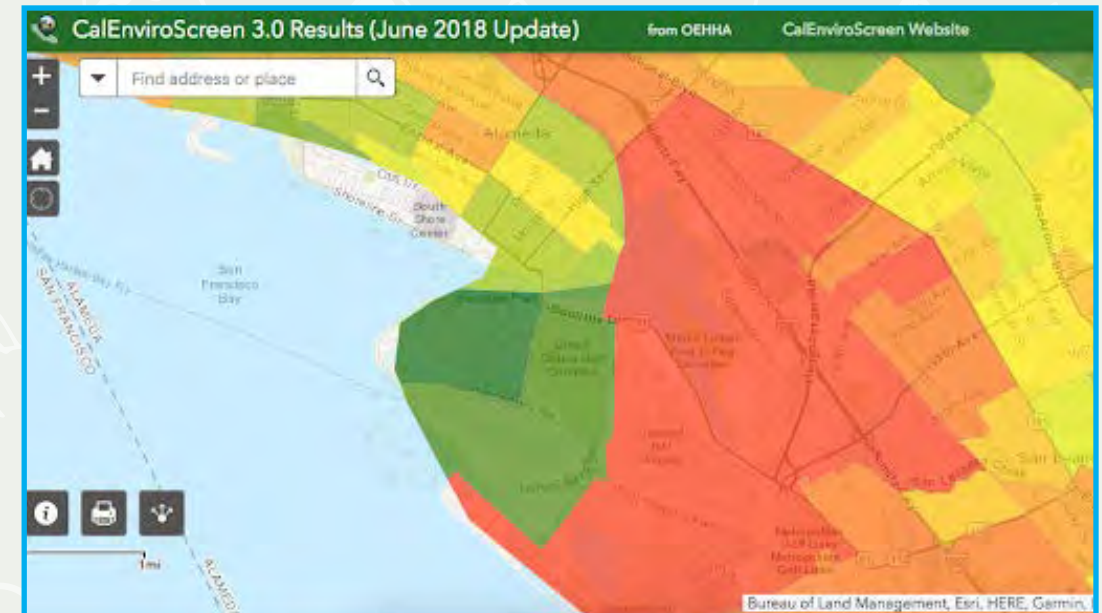
CHANGE: HISTORY, PLANNING & JUSTICE

The characteristics that both drive CES 3.0 health risk indicators and which are closely tied to EONI's five goals are:

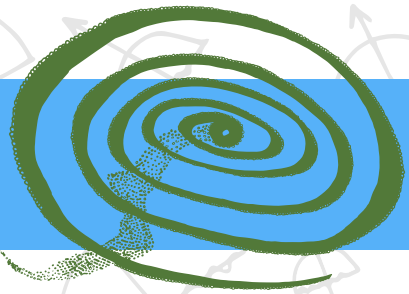
- Combustion of fossil fuels driving Green House Gas (GHG) emissions and air pollution (PM 2.5, Diesel PM, Ozone)
- Quality and availability of drinking water that affect public health, can drive displacement, and have a limiting effect on economic development (Drinking Water)
- Low wealth and income (Poverty and High Housing Costs)

Environmental justice has been a priority for residents, along with on-going concerns of safety, jobs/economics, and housing affordability. The community has come together to oppose a new crematorium, unenforced diesel truck routes, and the prevalence of noxious smells and pollutants coming from the foundry and other industrial sites along San Leandro Street. Some of the most concerning toxic sites in the Community Plan area include the former GE site at 57th Ave. and International Blvd., as well as other vacant sites around the Coliseum complex. This Community Plan provides an opportunity for EONI neighborhoods to present what they want to see in the area, design new projects, and be proactive rather than reactive to environmental justice burdens.

Few people turn to a Climate Change Plan to read about the history of a community. But this Community Plan was funded in six neighborhoods, about which a lot is said, and little is known. The flatlands of Deep East Oakland have suffered from gross forms of benign neglect and active disinvestment. In the spirit of healing, this truth is offered to provide a residents' view of what has happened in these neighborhoods over the past seven decades. While this history section is long, it doesn't claim to be complete, nor is this the only view. But it is a perspective seldom noted.



CalEnviroScreen was developed by the State of California to pinpoint areas at the highest health risk because of poor air quality, poor water quality, and the number of polluted sites and other environmental and economic burdens. CalEnviroScreen identifies EONI planning area as in the top 5%-20% of environmental health risks. Among the noted risks are Diesel Particulate Matter (PM), Cleanup sites and Hazardous Waste as highest pollution burden concerns, and Ozone, Drinking Water and PM 2.5 relatively low (see CalEnviroScreen maps in appendix). Additionally, population characteristics of high concern are asthma, heart-related diseases, educational attainment, poverty, and high housing costs.



CHANGE: HISTORY, PLANNING & JUSTICE

"[W]e are organizing to build a new democracy and a society that values and protects ALL of our work and, ALL of our families, and embraces who we truly are as a nation."

*Alicia Garza, 2014*²¹

PROBLEMS & CHALLENGES

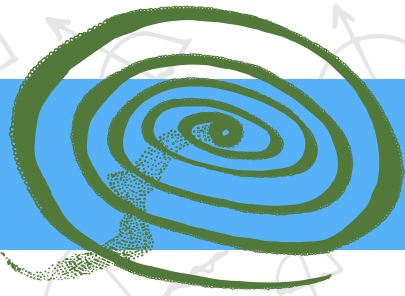
Flatland families must mitigate a multitude of circumstances, which unabated, morph into injustice: the abandonment of public education, and the shrinking economic opportunities in industrial manufacturing, which have been replaced by "informal economies." In the flatlands of the Deep East, for the most part, our service needs go unmet.¹⁵

Absentee landlords reap financial gain. Their blighted empty properties degrade neighborhoods. Illegal dumping is demoralizing, it's unsightly, a health hazard, and results in detested behaviors.¹⁶ Toxic air, toxic land, and suspicious water threaten children, the elderly, and the infirmed. The life expectancy in the flatlands is an average of 12 years less than in predominantly white East Oakland hills.¹⁷ A lack of affordable housing and the continuation of discriminatory housing practices similarly constricts the quality of life for African Americans. Redlining practices in housing, banking, food access, health, and employment, have been condoned and are largely the creator of race-based communities.¹⁸ While redlining was once legal, today it continues as a matter of custom.

Oakland's flatland residents have always survived in spite of such systems. Parents find ways to bolster the courage of their children. They train their kids to dream big and live in faith. Hope exists in spite of the war-zone ambiance accosting young psyches.¹⁹ Children in the flatlands learn their ABCs while under attack from a plethora of social ills. They face open racial hostility. They are the victims of a class-based disdain. It takes a tremendous amount of personal and collective resilience to endure such oppression. The atmosphere in East Oakland inspires a palpable decision to survive.

With policies that turn away from discriminatory truths, rather than lean into solutions, Oakland has lacked an aggressive plan to remedy racial disparity in life outcomes. The inflow of illegal drugs, automatic and semi-automatic weapons, and the outflow of economic opportunity, were met with dismissive attitudes by legislators and others who could have stopped the bleeding and turned the tide.²⁰ Instead, they allowed divestiture to continue.

This background is why East Oakland qualifies for the Strategic Growth Council's Transformative Climate Communities Grant. So, it is not only appropriate to examine the City of Oakland's troubling relationship with East Oakland, it is necessary!



CHANGE: HISTORY, PLANNING & JUSTICE

TRANSPORTATION CHANGES

During the 1860s and '70s, 7th Street in West Oakland quickly grew Oakland into being the railroad hub of both the Transcontinental Railroad and local commuter trains of the Southern Pacific.²²

In 1906, more than 250,000 people were made homeless by San Francisco's legendary fire and earthquake.²³ This shifted a lot of San Francisco's population to the East Bay, particularly to Elmhurst, a city that was separate from Oakland.²⁴ "Land in Elmhurst was less expensive than in the central city of Oakland, enabling working class families to purchase homes and raise children in its pleasant suburban environment."

Additionally, Oakland launched a movement to beautify the City of Oakland and its neighborhoods. By striving to preserve parks, and restore Oakland monuments; through successful marketing efforts, more residents were attracted to Oakland, specifically the East.²⁵

By 1909, Elmhurst and other surrounding communities were annexed to the City of Oakland. It became what we now call Deep East Oakland.²⁶

MELROSE

Cattlemen were first to settle in Melrose, in Central East Oakland.²⁷ They were interested in the advantage of shipping their products by railroad. Then manufacturing came and with it residents who sought employment opportunities and the beauty of the area's orchards and flowers. Melrose was one of the communities annexed to Oakland in 1909.

Middle Easterners found Melrose and its climate particularly suitable and attractive.²⁸ Oakland also annexed Fruitvale, Fitchburg, and Stonehurst, at the same time as Melrose and Elmhurst.

After World War I, the discovery of oil and growing access to the automobile became prime contributors to California's growing economic boom. Around 1915, Chevrolet, owned by General Motors, built their first plant in East Oakland on East 14th Street, what's now known as International Boulevard.²⁹

ELMHURST

To attract and stabilize a workforce, Chevrolet management sought developers to create family-friendly communities close by their plant.³⁰ The CEOs saw value, for the company and to the workforce, of having housing that was nearby, convenient, and affordable.

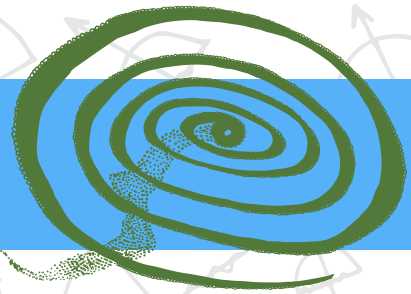
As other businesses and manufacturers became attracted to this proposition, they also settled their plants and factories in East Oakland. The area became known for its bakeries, shipbuilding, metal factories, canneries, production of internal combustion engines, and various automobile plants.³¹

So, as the Elmhurst neighborhood grew, it became a solidly white working-class bedroom community and East Oakland was like a suburb to the core of Oakland.

With convenient housing, families could see a future and imagine their way up the social ladder. Their children were privileged with a free and great education. These kids grew up and graduated from quality schools. They entered colleges, earned useful degrees, and came out with good jobs. The economic engine of East Oakland represented "the American Dream" at least for some.³²

"Actions have reactions, don't be quick to judge, you may not know the hardships people don't speak of, it's best to step back and observe with couth, for we all must meet our moment of truth!"

Keith Elam (aka Guru, 1998)³³



CHANGE: HISTORY, PLANNING & JUSTICE

HAVENSCOURT

Real estate advertisements for what is now known as Havenscourt, boasted of well-designed front yards with brightly colored flowerbeds.³⁴ The local newspaper real estate ads were successful in tickling the fancy of wives. They lured young families East, to take a peek at the promises of streets lined with fruit trees.

With jobs paying a living wage, and since the war effort had changed the status of many women from “homemaker” to “laborer” many of these families felt confident in their decision to buy a home. They now had two living-wage incomes.

Durant Motors operated an automobile plant from 1921-1933, and then they sold it to General Motors in 1936. Chrysler expanded and also built in East Oakland. In fact, there was so much auto activity in East Oakland that it was nicknamed, the “Detroit of the West.”³⁵ Approximately 13,000 homes were built in Oakland between 1921 and 1924, more than in the prior 13 years.^{36,}

³⁷

THE AFRICAN AMERICAN GREAT MIGRATION

By 1943, Oakland had developed a canning industry that was valued at \$100,000 and was considered the city’s second-most-valuable war contribution, after shipbuilding.³⁸ Having both a terminus and a port, food processing plants were a natural fit for Oakland with the capacity to preserve products, and feed the domestic, foreign, and military markets.³⁹

World War II was the time to escape from the harsh Jim Crow life of the South for many African Americans. Fed up with the oppressiveness of the South, a mass exodus of more than 8 million Blacks dovetailed with World War II recruitment efforts.⁴⁰ In Oakland, the African American population swelled from just 3% to over 12%.⁴¹ Waves of African Americans came from Texas, Oklahoma, Alabama, Louisiana and other Southern states. As a result, the South soon discovered that they’d lost their workforce and it was an alluring possibility that something better might exist.

Against the backdrop of this nation’s segregation history, Blacks took advantage of education and skill building. They did so in order to participate in opportunities. Further, Black teachers from the South understood the plight of their students and they knew how, and cared enough, to encourage their students to excel.⁴²

THE GROWING LATINX COMMUNITY

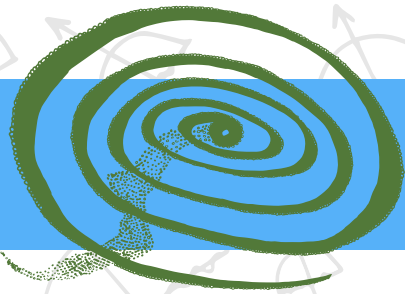
In addition to the existing Latinx population, over 5,000 Braceros came to Oakland in the 1940s from New Mexico, Texas, and Colorado. They sought war-time work with Southern Pacific Railroad, and in industry and shipyards.⁴³

These Latinx braceros settled mostly in Fruitvale, others chose West Oakland alongside Blacks. West Oakland had already become home to a large Latinx population, between the 1910s and 50s, the majority of which were Mexican and fleeing the Mexican Revolution. However, the influx included Cubans, Central Americans, and Puerto Ricans.⁴⁴

Puerto Ricans immigrated here largely from Hawaii after laboring in sugar plantations.⁴⁵ Southern whites also migrated West to avail themselves of well-paying jobs. With these white men, came their deep-rooted, disparaging racial attitudes. Expecting subservience, Southern whites instead found resistance.⁴⁶

BROOKFIELD VILLAGE

Brookfield Village, west of the railroad tracks at 98th Avenue, was a planned community developed in Elmhurst during World War II.⁴⁷ Designed to house defense workers, it was a 1,200-home community. E.B. Fields, well-known in the East Bay, was the developer responsible for building out Brookfield.



CHANGE: HISTORY, PLANNING & JUSTICE

Nancy Curns writes in her Oakland District Handbook, of 1984:

“The tract was laid out with winding contoured streets, landscaping and shade trees. The Village included a modern shopping center, with artistically designed shops and markets geared to meet the needs of the Village population.”⁴⁸

“This successful early mixed-use project included schools, and a park. Many of West Oakland’s displaced Black residents migrated to Brookfield Village after 1950. The Village, today, maintains a large Black population.”⁴⁹

Community members took jobs with the Southern Pacific Railroad as longshoremen, cannery workers, or in factories. Others took blue-collar jobs as machinists and auto mechanics. Many others ran small home-grown businesses, including small-scale food production. Women ran boarding houses for young men who had come to labor. Boarding houses provided them with warm meals and laundry services.⁵⁰

“WHO’S STAYING?”

The white community believed that at the end of the War, Blacks would return South. When they realized that wasn’t happening, hostilities erupted as job markets became competitive.⁵¹ Shipbuilding disappeared and with it came the decline of the automobile industry. Since Blacks had been working alongside white workers, racial tensions were exacerbated because both were equally skilled and qualified. African Americans continued to increase in the Post War years.⁵²

From 1945 on, the Oakland Police Department solicited recruits from the South to help deal with Oakland’s expanding Black population. Many of the officers were openly racist, and their repressive police tactics exacerbated racial tensions.⁵³

Oakland Police also commonly targeted Latinx. On June 11, 1943, Oakland saw its own version of the Zoot Suit Riots.⁵⁴

NEW DEVELOPMENTS

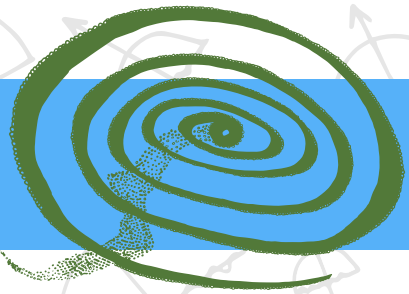
December 1946, Oakland was at the center of a general strike. It was one of the largest strike movements in American history. Workers were determined to prevent management from repeating the union-busting that followed the first World War.⁵⁵ By the late 1950s, Oakland found itself with a population that was becoming progressively poorer and racially divided.⁵⁶ Notions of white privilege and white supremacy hindered whatever racial harmony there had been before the war.⁵⁷

Between the 1950s and 1960, white workers sought refuge in suburban areas like San Leandro, Hayward, Castro Valley, and even further out. New housing was built, segregated, and subsidized by the Federal government. Racial restrictions were still being enforced in property deeds. In the ‘60s, “white flight” amputated most of the accumulated wealth from the inner city. In all, about 100,000 white residents, left the City.⁵⁸ As they left, East Oakland housing opened up.⁵⁹

ORGANIZING

Also, in the 1950s and ‘60s, there were high poverty rates in Latinx and African American communities in West Oakland. As the Latinx community groups demanded greater job opportunities, Cesar Chavez started coming to Oakland to help organize at Saint Elizabeth Catholic Church. Learning from the Panthers, Latinx organizing was specifically focused on poverty, lack of services, lack of good schools, bad housing, and drug addiction.

Police brutality at the hands of the Oakland Police (OPD) was creating huge frustrations in both the Black and Brown communities.⁶⁰ On February 5th, 1968, a 23-year-old Fruitvale resident named Charles (Pinky) Debaca, was shot and killed by OPD on 35th Avenue. Oakland’s Latinx quickly began a local version of the Chicano Movement to make sure the Oakland Police and the Mayor brought the officer involved up on charges of murder. They were relentless until he was fired.⁶¹



CHANGE: HISTORY, PLANNING & JUSTICE

In the meantime, the segregated Black community established in West Oakland was about to be destroyed. West Oakland's economic engine was largely powered by the ingenuity, skills, and the talents of those who lived there. The Federal Government decided to evoke eminent domain, the government's "right" to claim private properties for a "public good."⁶²

The public good at the center of West Oakland's destruction was the construction of a Highway 17 ramp (aka: I-880 and the Nimitz Freeway). Most affected were Black and Latinx families, the businesses they had nurtured, and the affordable homes that they owned. Black homeowners in West Oakland weren't offered adequate compensation for their houses, nor for the loss of their businesses. City officials declared that it was necessary to build the Cypress Viaduct in the precise location of some of West Oakland's best housing stock.⁶³

Urban Renewal added to West Oakland's demise by declaring it a blighted community.⁶⁴ "Negro removal," as it is sometimes called, destroyed the area around Market and 7th Street where Acorn high-rise apartments were built. By then, the fabric of this community was destroyed.

Urban Renewal continued removing affordable homes into the 1960s with the construction of BART and the Main Post Office. Many families that were displaced from West Oakland relocated to East Oakland and particularly to the Elmhurst district.⁶⁵

Young people were fed up with decades of police harassment and they understood the power of dramatizing the duality of poverty in their communities. As local kids committed to the struggle, they birthed the Black Panther Party. Because of the Black Panther's demonstrations of people power and their rootedness in their community, Oakland's Blacks were able to push-back on white supremacy—politically, instead of with riots.⁶⁶

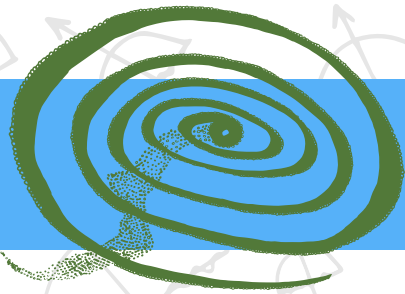
As the country bore witness to the Southern civil rights struggle—racist actions that openly took place in schools, churches, and on our American streets—its protestors were empowered to launch successful defenses that eventually held back the bile of White supremacists. In Oakland, the tensions continued to grow in 1966, especially between the Black community and the largely White police force. Only 16 of the city's 661 police officers were African American and police malfeasance was rampant.⁶⁷

BACKLASH

In response to members of the Black Panther Party who conducted armed patrols of Oakland neighborhoods (later termed cop watching), "The Mulford Act, AB1591," was signed into law July 28th, 1967.⁶⁸ Mulford was a California bill, enacted by Governor Ronald Reagan, that banned the carrying of loaded weapons in public.⁶⁹ Reagan saw no reason [that] a citizen should be carrying loaded weapons," he felt, guns were a "ridiculous way to solve problems that have to be solved among people of good will." The Mulford Act, he said, "would work no hardship on the honest citizen."⁷⁰

HOUSING

Combatting housing discrimination has been the quintessential struggle for African Americans. The California Fair Housing Act, also known as the Rumford Act (named for Assemblyman William Rumford 1963), protected the rights of Blacks and minorities who bought homes after World War II. The Rumford Act required fair housing laws that were stronger than both 1959 and 1960 legislation. Rumford made discrimination illegal in all residential properties with more than five units. By 1968, Rumford's Fair Housing became an addendum to the 1964 Civil Rights Act. All private homes involving full or partial Federal funding couldn't be sold discriminatorily. Lyndon Johnson pushed the Federal bill through the legislature as a show of good faith, in honor of Martin L. King and in response to King's assassination.⁷¹



CHANGE: HISTORY, PLANNING & JUSTICE

A RISE & FALL

By the mid '50's East Oakland had become predominantly Black. Life was good. East Oakland was self-contained and vibrant. Some manufacturing jobs were still available. A small Black middle class took root at the foothills and working class families found stable employment.

Many families found stability in civil servant jobs. Eventually, however, there weren't enough employment opportunities or income to counter the impact of the "white flight." Whites were abandoning the inner-city because of the influx of African Americans and indicators that a Post War economy would result in decreased economic opportunity. This shift to the suburbs allowed the deteriorating infrastructure to crumble further. GI benefits were offered to whites but not Black or Hispanics; the ongoing discrimination in housing and government subsidies for whites in the Suburbs along with favorable home loans being approved based on race not capacity; resulted in inadequate public services for minorities, a reaffirmation of a national racial divide— and then came Proposition 13.

Enacted in 1978, California's Proposition 13 made it so that property taxes did not increase more than 2% per year, and it holds back transfer taxes when a property is transferred through inheritance. Since Prop 13 applies to all properties it also impacts county revenues. In all, tax revenues were reduced by 57% and those who were privileged benefited for generations.⁷²

East Oakland began to look and feel abandoned. With a drop in public services, growing environmental inequities, and subsequent consequences in health outcomes, together with employment discrimination, discriminatory housing and lending, East Oakland began to feel oppressive. There was also the draft and military service, which disadvantaged Black and Brown kids making them fodder for an unpopular war. Then came Nixon's "War on Drugs," mass incarceration, over policing, and all of these intolerances combined, took an enormous toll on the mental and physical health of remaining East Oakland families.

Internally, Felix Mitchell, Jr. and Lil D Reed laid claim to the Havenscourt neighborhood as their personal drug turf. They turned the community out, nearly overnight. With an organizing effort established in the "69 Village," Mitchell was said to be the largest organized dealer of illegal drugs in California, maybe the nation.⁷³ Yet, no one discusses his supplier.

Lil D, was 12 years old when Mitchell first began grooming him, by Lil D's last years of high school, he was a millionaire.⁷⁴

CRACK, A PUBLIC HEALTH CRISIS

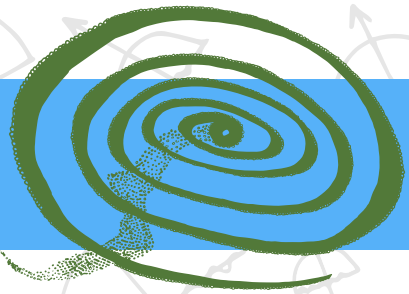
Heroin and crack caused an instant decline in the community's overall health and wealth. A hopelessness took root with the influx of automatic and semi-automatic weapons . . . crime soared and Oakland's murder rate doubled that of San Francisco or New York City.⁷⁵

"If someone tells you they have 'been away,' the first thing that probably comes to mind is they were on vacation. Yet in poor African American and Latinx communities where incarceration rates are sky high, the term is often a euphemism for jail or prison. In East Oakland, we know many people of color who are 'away' or on parole or probation at any given time," says Oakland poet Linda Norton."⁷⁶

The national attitude toward drug addiction during this crisis was that addiction was a criminal issue. By the 1970s, illegal drugs sped up already escalating rates of imprisonment. Not only were more people going to jail, but their sentences were longer.⁷⁷ Then, violence became its own epidemic, not only here in East Oakland, but all over the country.

"We might not see all of our friends die at the same time, but we're definitely seeing people fade away to the same fate, just on multiple occasions," says Gabriel Patten, 18, a student at Castlemont High School in East Oakland, Calif. "You're like, I just hope I make the right decisions today."⁷⁸

"Oakland had 75 homicides in 2017, with 46 of those in East Oakland, where Gabriel Patten . . . attends school. That's about one homicide per week in his neighborhood."⁷⁹



CHANGE: HISTORY, PLANNING & JUSTICE

RESISTANCE

It is important to note that drugs, violence, and guns weren't the only things happening in East Oakland. Talking about her first feature and new film, "JINN," Nijla Mu'min, a Black woman filmmaker says; "By making a film where a Black girl dances, kisses, and reads the Qur'an, I am resisting."⁸⁰

"This story was not new to me—in many ways I'd been living and crafting this narrative, which deals with African American Muslim identity, for many years. My father converted to Islam in the 1970s, and my mother converted when she married him. Growing up, I heard stories about him selling crates of fish and bean pies on Oakland street corners as a member of the Nation of Islam; later he sold scarves and halal hot links as an Orthodox Sunni Muslim at the masjid with me by his side. I remember being surrounded by African American Muslim musicians, lawyers, rappers, chefs. I witnessed Muslim Black girls get their hair pressed, Muslims flirt, and Muslims love. I was scolded for wearing shorts and told that I would need an adult chaperone if I wanted to date. I prayed side by side with Muslim sisters, and loved when my feet touched theirs. I saw people fall asleep during the Imam's Khutbah, then jolt awake to nod, somewhat guiltily, in prayer. Our masjid was large, pink, and intricate, with many rooms and mysteries."

The Black Muslim movement was a force in Oakland and around the county. Among their achievements, the Mosque would reclaim brothers and sisters who seemed to stray and lose their way. By sharing their teachings, strength, and mores, like *Eat to Live*, Muslims restored a sense of dignity to young Black men and women, who returned to Oakland's streets as assets, rather than liabilities. In East Oakland, Muslims have been a part of the resiliency.

The stamina and quality of people that have lived in and emerged from these streets is astounding. They are often third generation rooted in and hailing from a Southern tradition of WWII era migrants. In their very DNA is an ability to pull up roots, head for parts unknown, rebound and trust they'll make it!⁸¹

During the 1980s and early 1990s, Oakland's Black plurality reached its peak at approximately 47% of the overall population.⁸² The contemporary and historical animosities between young Black males and the State erupted in riots around the country. But not in Oakland. Here, Blacks populated every economic group. They respected and wielded political power, and more importantly, they weren't afraid to challenge it.⁸³

FRONT-RUNNERS

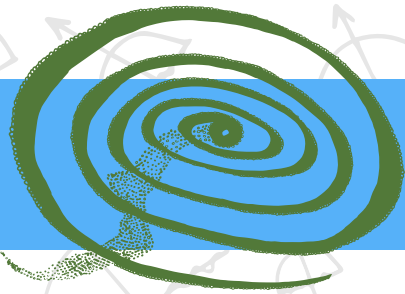
African Americans stormed into politics. Ron Dellums served as Congressman from 1971 to 1998, Lionel Wilson became Oakland's first Black mayor from 1977 to 1991, Willie Brown was Speaker of the CA State Assembly from 1980 to 1995, Elihu Harris was Oakland's second Black mayor from 1991 to 1999. Willie Brown returned to become first Black Mayor of San Francisco 1996 – 2004. Ron Dellums returned to end his political career as Mayor of Oakland in 2007, and Barbara Lee was elected Congresswoman in 1998, a post she continues to hold today.⁸⁴

In the February 2014 online issue of the East Bay Express, Darwin Bond-Graham writes about the "Changing Demographics in the East Bay." He says: "This rapid de-Blackening of the East Bay's urban core has far-reaching consequences for the region's future political, cultural, and economic identity. The East Bay's Black communities, especially in Oakland, played outsized roles in the nation's political struggles, artistic movements, and intellectual breakthroughs of the 20th Century. Part of their vitality was the sheer critical mass they achieved here."⁸⁵

Although the reasons for the Black out-migration are varied, Carroll Fife, director of the Alliance of Californians for Community Empowerment - Oakland office, says a big reason is that affordable housing is unattainable.⁸⁶

POLITICAL ART

In Oakland, art and politics go hand in hand. The Black Arts Movement, national in its scope, was rooted in the politics of both the East and West Coast. East Oakland and West Oakland played a large part in disseminating the precepts of the Black Arts Movement (BAM). BAM's philosophy or quest was for a Black aesthetic.⁸⁷



CHANGE: HISTORY, PLANNING & JUSTICE

Best articulated by Amira Baraka (LeRoy Jones), Gwendolyn Brooks, Sonya Sanchez, Sarah Fabio, David Driskell, Charles White, Irene Sawyer, John O. Killens, Arna Bontemps, and the progeny of Katherine Dunham/Ruth Beckford, the idea was to engage an aesthetic that infectiously reproduced the beauty, politics, justice, anti-oppression, opportunity, self-defense, and self-determination ideologies of the new Black person. And while their actions reverberated, it didn't save the Black community from everything!⁸⁸

Competing groups developed thought and action strategies, co-existing in a reactionary cultural climate that increasingly swung to the middle. A backlash spewed and a more conservative sensibility took hold. Get "tough on crime," "say no to drugs," and illuminating those "cheating Black welfare queens!" became the growing mythologies of the majority culture. It was language coded against Blacks. The covert communicators permitted unchecked, overzealous, law enforcement campaigns that were to grow to become their own monster.⁸⁹

A NEW SLAVERY

The political progress of the 60s and 70s was eroding by the 80s. With that shift came a new focus on criminalizing mental illness, drug addiction, and increasing incarceration. The 80's dismantled Black families by tacking on "3 strikes" and enhanced sentences for nonviolent offenses. Sentences became so long, it was increasingly impossible to reconnect families.⁹⁰

According to the U.S. Bureau of Justice Statistics (BJS), Black males accounted for 37% of the 2013 national male prison population, at both state and federal levels. White males comprised 32%, and Hispanic males, 22%.⁹¹

Between 1980 and 2015, the number of people incarcerated in America increased from roughly 500,000 to over 2.2 million.⁹² Today, the United States makes up about 5% of the world's population and has 21% of the world's prisoners.⁹³

In 2011, the California prison population, in all 33 prisons state wide, was double its capacity.⁹⁴ The Supreme Court mandated that California reduce the prison population by 33,000 in two years.⁹⁵ California is now reported to be among the states with lower prison populations; it is 18th.⁹⁶

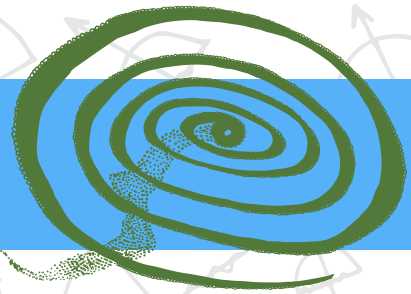
But, if African Americans and Hispanics were incarcerated at the same rates as whites, prison and jail populations would drop by almost 40%.⁹⁷

MARGINALIZATION

The 1978 passage of California's Proposition 13 saw a contraction in revenue for communities like East Oakland and a diminution of services, due to the reduction in taxes.⁹⁸ The area continued to decline as Whites moved to suburban areas.⁹⁹ Lionel Wilson, the first African American mayor, combatted Proposition 13 by using public resources to create investment in downtown Oakland.¹⁰⁰ As the cost of living increased, poor and marginalized populations were pushed to surrounding areas, and this became the model for gentrification.

By the 1990s, East Oakland's Black community was visibly barren and broken. While the City boasted about Oakland's diversity, far East Oakland was left unattended.¹⁰¹ In 1969, the Economic Development Administration (EDA) declared that they would no longer fund large businesses or facilities, but rather would focus on creating jobs for the unemployed and poor, which in Oakland meant ethnic minorities.¹⁰²

With the new availability of jobs created by the EDA, between 1990 and 2000 more Latinx and Asian (primarily Cambodian, Laotian, and Chinese) immigrants moved to Oakland and specifically Central East Oakland.¹⁰³ According to the Social and Demographic Characteristic of East Oakland published by Alameda County, the East Oakland population increased between 1990 and 2000 by 16%. The Chicano/Latinx population grew 132% during that decade, Asian and Pacific Islanders grew about 13%, but African Americans decreased 13% while white folks decreased 24%.¹⁰⁴



CHANGE: HISTORY, PLANNING & JUSTICE

"Brookfield residents envision creating an institute for the development of an urban environmental educational center. Additionally, they want technology, science, entertainment, and maker art spaces. Overall, Brookfield Village/Columbia Gardens neighborhoods and current residents will have a new story of pride; a dream manifested of how their beloved neighborhood changed for the better! Neighborhoods that changed from redlining to revitalized; from trauma to triumph; from divested to re-invested; from poor to prosperous; from poverty to profits; from drug-infested to drug free; from dangerous to "in-demand;" from homeless to housing for all; from the illusion of ownership to actual ownership; from healing to healthy; from striving to thriving; from inequitable to equitable; and from a vision to a living reality!"

NICOLE BRATTON
RESIDENT LEADER

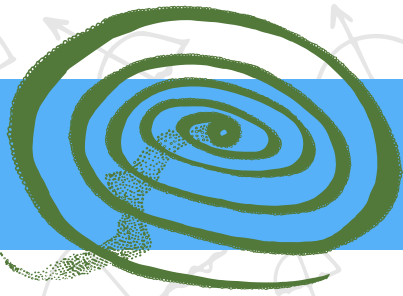
PEOPLE THINK

The media came to describe East Oakland as dangerous, dirty, uncivilized, undesirable and unlivable, and that view was not challenged. When you live in East Oakland, however, there is another view. Alongside the visible despair, in East Oakland we tend to know our neighbors, actively watch out for neighborhood children. We see them grow walking back and forth from school. Their cleverness is not questioned. While it's true, our families do what they must to make ends meet, and it's also true, some people don't make it, we tend to see them, too! What stands out from visible pain, is the resilience that surrounds it.¹⁰⁵

Our churches organize and walk the streets demanding, "CEASE FIRE!"¹⁰⁶

Communities who have the privilege of art galleries can point to East Oakland and describe it as blighted by graffiti. But in East Oakland, the buildings are both the canvas and the gallery. Emphasis and dependence is on inventiveness. Whether it is evoking ancestral concoctions and home remedies because medications aren't accessible, or displaying youthful god given talents, like the spiffed-up bicycles, bouncing cars, or marks on asphalt, looking like donuts, left on quiet intersections, when everyone should be sleeping. In these neighborhoods, there's a hyper creativity. A recognizable aesthetic, a rhythm, a style that continues to evolve overtime. It's a reclamation of heritage. Often interpreted. Our youth realize that their past-times are co-opted and copied all over the world!¹⁰⁷

Notorious talents come from this place. Our intelligence navigates through entrepreneurialism, science, scholastics, invention, health, aeronautics, philosophy, activism, and politics. We grow musicians, singers, dancers, painters, writers, sports men and women, the list is long. The amount of success that grows from these streets is as amazing as it is unexpected.¹⁰⁸



CHANGE: HISTORY, PLANNING & JUSTICE

QUALIFIED

"Statistics cannot convey the soul of a city. The city is people, the roll and rhythm of a place, the sights, the sounds, the flavor and the fragrances." – Robert Maynard¹⁰⁹

East Oakland is now in the cross-hairs of Bay Area gentrification and has become more suitable as a refuge. In residential neighborhoods, corporate investors ignore 70 years of neglect when they buy houses relatively cheaply, make cosmetic adjustments, then flip our housing stock as an investment. The flatlands are now coveted.

Matthew Desmond, in his book titled *Evicted*, poses the very real question, "What if the problem of poverty is that it's profitable to other people?" For instance, Desmond says, "...housing creates and reinforces white privilege."

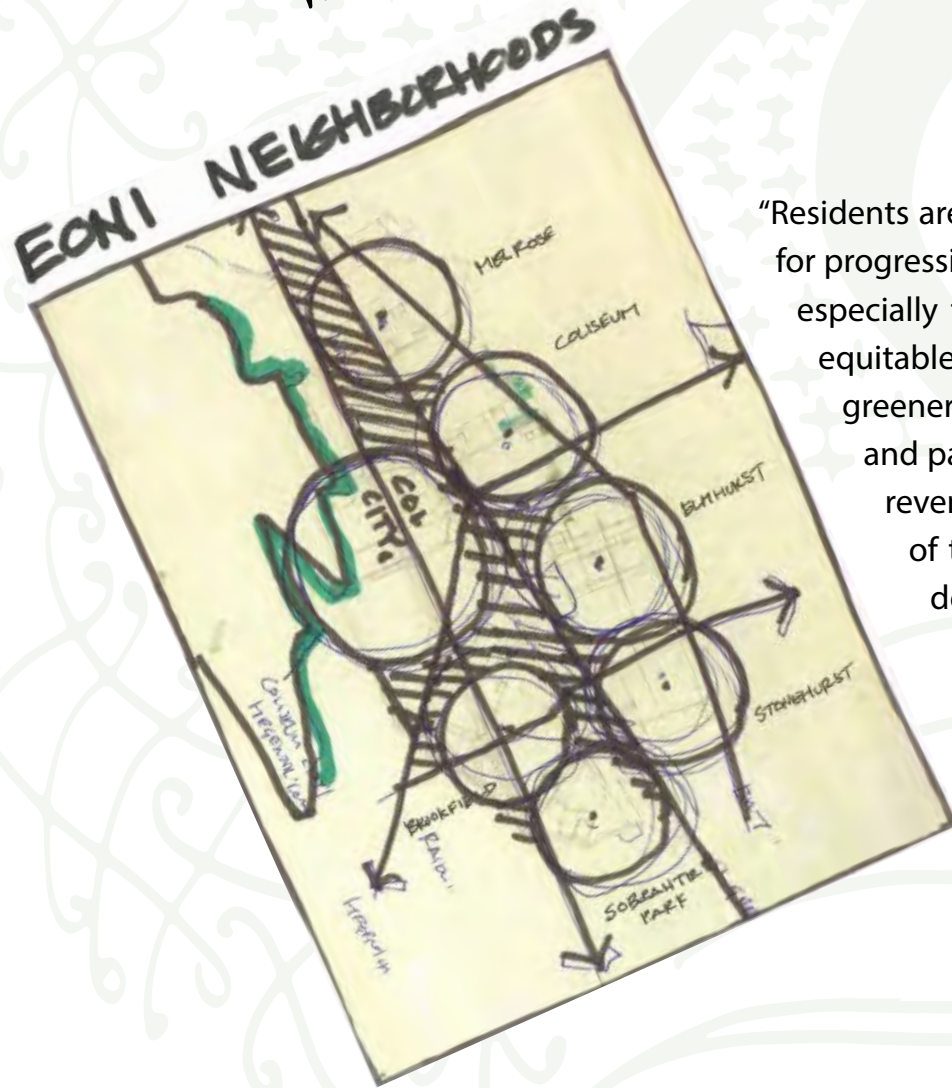
"If incarceration had come to define the lives of men from impoverished Black neighbourhoods [sic], eviction was shaping the lives of women. Poor Black men were locked up. Poor Black women were locked out." – Matthew Desmond¹¹⁰

Black neighborhoods have been bulldozed, blown up, burnt down, run over, undercapitalized, loan locked, forsaken, and simply discarded, not only in Oakland, but all over this country. Valuing the importance of "home" is core to the Transformative Climate Communities process. "Home" is a place where you live, raise your family, toil, and meet hardships head on. It is where children are instilled with the capacity to hope and dream.¹¹¹

Because of the neglect perpetrated on East Oakland, over more than 70 years, our flatlands meet all of the requirements of Proposition 84. Planning Grants are intended to "fund planning activities in disadvantaged communities eligible for future TCC Implementation Grants." EONI is competitive!

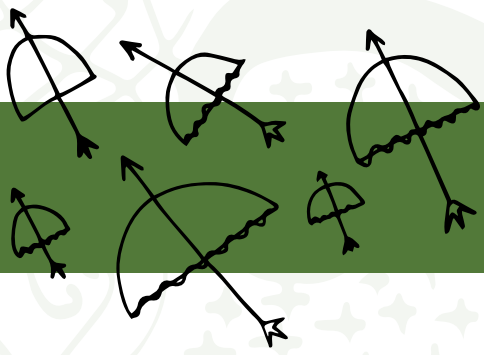


EXISTING CONDITIONS



"Residents are eager to shift the thought patterns that have stifled these neighborhoods in order to create a model for progressive positive change that fosters walking, biking, and driving down safe, nicely paved, and well lit streets especially for our children and elderly residents. With our new vision; we anticipate a robust, climate resilient, equitable, economically flourishing community saturated with invigorating cultural based business, manicured greenery, and fresh organic vegetation. Also, to imbue the area with youth focused activities and jobs, respected and patronized entrepreneurial endeavors, "Street Hustles" are turned into thriving business, and people with revenues to reinvest in the community. It is a neighborhood of residents who have healed from decades of trauma, valuing healing, health, and rehabilitation. Additionally, residents envision an institute for the development of urban education, maker art spaces, technology, science, and entertainment. Overall, Brookfield Village and Columbia Gardens will have a new story of pride. This is a dream manifested by the people for their beloved community. It's about change for the better! Moving from redlining to revitalized, from traumatization to triumph, from divestiture to re-invested, from poverty to prosperous and progressive profits. From drug infested to drug free. From dangerous to "in-demand." From homeless to housed. From the illusion of ownership to actual ownership. From healing to healthy, striving to thriving, inequitable to equitable and from a vision to reality!"

*Cynthia Arrington, President
Sobranite Park Resident Action Council (RAC)*



EXISTING CONDITIONS

SOBRANTE PARK

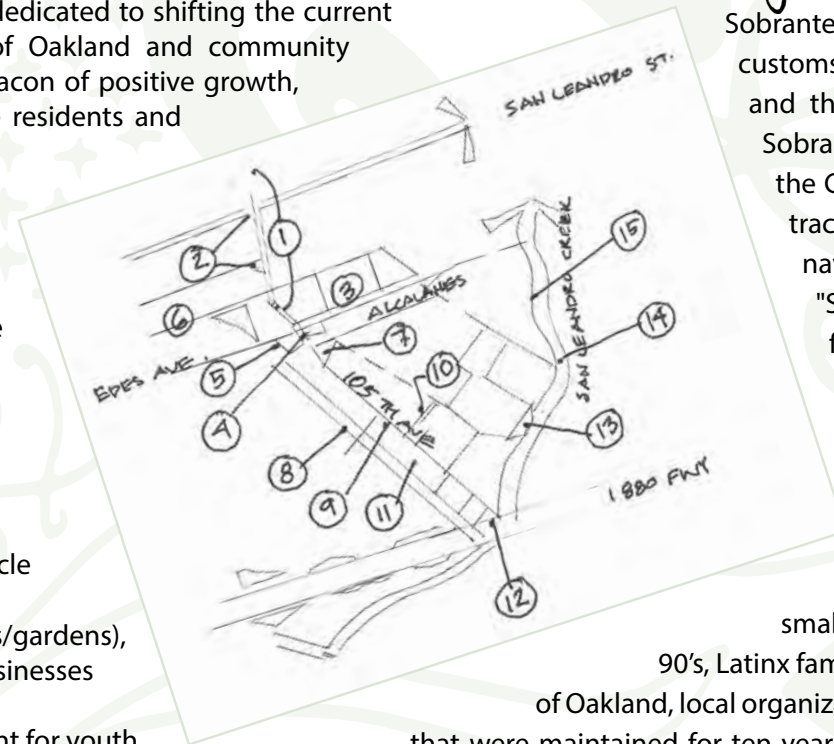
Vision

The Sobrante Residents are committed and dedicated to shifting the current paradigm in Sobrante Park through City of Oakland and community partnerships. We look forward to being a beacon of positive growth, hope and enlightenment working alongside residents and community based organizations.

Given the mix of land use and zoning with residential, commercial, and industrial all adjacent to each other and the impacts of climate change, the residents envision the following projects.

Community Priorities

- Home retention & home ownership
- Enhance greenery: trees, gardens, and bicycle and walking paths, access to the creek
- Fresh locally grown organic produce (farms/gardens), locally-owned restaurants, cafes, shops, businesses
- Healing, health and rehabilitation services
- Local skills based job training & employment for youth and adults
- Family resource, neighborhood navigation center
- Safe, clean and well-lit streets

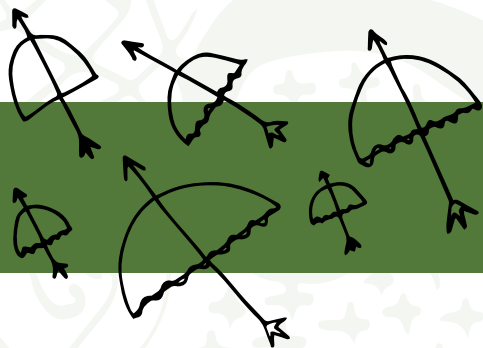


Neighborhood Profile

Sobrante Park is now a diverse community enriched by its generational family cultures and customs. Originally, after WWII, Sobrante Park was built for returning Caucasian veterans and their families. The homes are mostly single family dwellings. Geographically Sobrante is located at the southwestern edge of "Deep East Oakland," bordering the City of San Leandro, triangular in shape, and bordered on two sides by railroad tracks; the third side is the historic San Leandro / Lisjan Creek, which was once a navigable river. After the Ohlone tribe of Native Americans but before it became "Sobrante Park," 105th Ave and parts of Edes Avenue were the homes of Japanese families that owned plant and flower nurseries. Three of the four nurseries became casualties of the Japanese internment between 1939 and 1945.¹¹²

Only the Neishi (American born) were able to hold onto their land. In the 50s and 60s, Black families began buying homes in Sobrante Park. It offered the middle-class American Dream of home ownership and beautiful community landscapes. There were neighborhood trees, a clean safe creek, parks, and schools. Blacks worked in nearby manufacturing businesses and owned small businesses. Since those years Sobrante Park has faced many challenges. By the

90's, Latinx families were drawn to Sobrante Park. Alameda County Department of Health, City of Oakland, local organizations, and the community itself, launched a number of programs and initiatives that were maintained for ten years and were charged with facilitating neighborhood healing, skill sharing, and community building.¹¹³ Besides being shaken daily and jostled nightly by commercial and passenger trains on both railroads, residents contend with air traffic from the Oakland airport, freight traffic, air, water, and soil pollution—the by-products of commercial and heavy industrial businesses. Residents neighbor with: a metal recycling center, a statuary, liquor stores, small markets, general construction, cabinetry & closet manufacturer, auto mechanics, carpet cleaning, metal heat treating/finishing, and soon, marijuana growing companies.



EXISTING CONDITIONS

STONEHURST ("STONE CITY")

Vision

The vision for North and South Stonehurst is evolving as our long-time, Black residents struggle to maintain both their property interests and a living wage. Yet the core belief in an environmentally and economically sound neighborhood stays consistent. Stonehurst neighbors want walkability, street and sidewalk repaving, improved street lighting, and an ambassador program.¹¹⁵ We think ambassadors can best address the public safety and neighborhood stewardship needs of our community.

Community Priorities

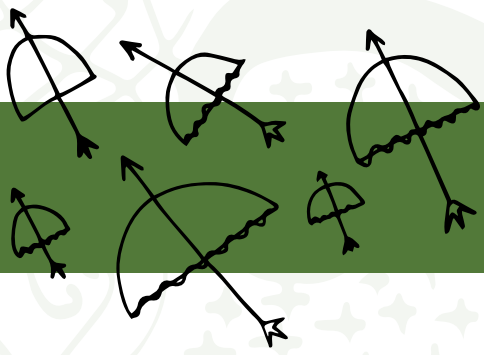
- Neighborhood retention program for homeowners and protect affordable housing
- Enhance green infrastructure and parks
- Improve neighborhood mobility and walkability (street and sidewalk repair)
- Neighborhood wide traffic calming program to reduce speeding on residential streets
- Increased youth entertainment and programming venues
- Support of the informal economy
- Establish an African American cultural zone that promotes the exchange of ideas, culture, and economic empowerment



Neighborhood Profile

The Stonehurst neighborhood in Deep East Oakland is made up of a North and South section. Residents come from all walks and stages of life. Though the scene of Stonehurst is multi-ethnic, multi-gendered, and intergenerational, the population of Black residents have significantly decreased. The land use and zoning is a mix of residential, commercial, and industrial, which explains the nauseating chemical smells that often saturate the air. Stonehurst residents participate in both formal and informal economies leveraging many of their "side hustles" and hobbies to make a living wage. Stonehurst is home to 2nd, 3rd and even 4th generation families and homeowners. Historically a district, Stonehurst lives in the shadow of growth seen in Downtown Oakland, Temescal, Dimond, and other districts riding the wave of city-wide improvements including local and small business development. North and South Stonehurst share one nearby full-service grocery store, one bank, and one public high school. Most of the store fronts along East 14th or the International Boulevard corridor have been vacant for ten years or longer.

When the demographics of Stonehurst changed from white to predominantly Black with a few Latinx residents, new Stonehurst development efforts were increasingly and consistently ignored Oakland's Planning Department. In fact, both the local municipal government and the Federal Government were complicit in this development suppression. Other discriminatory practices further accomplished racial segregation and wealth suppression through withholding funding opportunities, oppressive business customs - like banks and grocery stores leaving the area and real estate agents over selling or underselling neighborhoods, based on race and the neighborhood's location on a redlining map.¹¹⁴ Constantly on the hearts and minds of Stonehurst residents is their character, which has been dedicated, hard-working, and aware of imminent changes.



EXISTING CONDITIONS

BROOKFIELD / COLUMBIA GARDENS

Vision

We envision a unified neighborhood where we honor the legacy formerly established by long lived native residents simultaneously collaborating with community partnerships/organizations to enhance and beautify the cosmetic landscapes of our parks, streets, schools and businesses. We strive to cultivate and re-establish a thriving Brookfield Village/Columbia Gardens neighborhood where residents can experience affordable, livable, equitable, and economically healthy green spaces called their neighborhoods.

Community Priorities

- Establish a welcome center and neighborhood association/governing body composed of a diversity of residents for planning, decision-making, and implementation
- Enhance green infrastructure and parks; bike/pedestrian safety
- Address air pollution (soot), flooding/sea level rise/groundwater, and dumping issues in residential, commercial and industrial areas (re-zone as needed)
- Develop & sustain more youth and teen programs
- Support local economy & energy independence: Fresh locally grown organic produce, locally owned restaurants/cafes/shops, and green businesses such as community-owned energy cooperatives
- Secure housing for unhoused/unsheltered residents; protect deeply affordable/livable housing, enhance rent-to-own opportunities; ensure homeowner retention

Neighborhood Profile

Designed as a "model village" and "garden suburb", these adjacent neighborhoods were developed on top of historic bay tidal wetlands near the San Leandro border. At the time of their building,

discriminatory covenants were commonly embedded in the title deeds, restricting

home ownership to white families.¹¹⁶ Today, even after white-flight,

redlining, and an influx of newcomers, Black and Latinx families are

the primary residents.¹¹⁷ In the '50s, the area was disrupted by the

construction of the I-880 highway, which divided Brookfield Village

and Columbia Gardens. Surrounding the neighborhoods are additional

transportation thoroughfares, including Union Pacific Railroad. Public

resources include an elementary school, library, senior center, sports

complex, a park, and Head Start. Despite the neighborhood's close

proximity to the Lisjan Creek and both MLK & Oyster Bay Shoreline, bike and

pedestrian access to these open spaces and wildlife preserves is prohibited

or highly limited. The air is bad and will get worse since the neighborhood is

surrounded by the Airport, FedEx and other logistics and shipping businesses,

short and long-term parking lots, BART's Airport Connector track that hovers

above, and a mega-crematorium that was approved over community protest

and which will burn up to 3,600 bodies a year. There are small chain stores and locally-run businesses on

98th Ave and Hegenberger. These supply groceries and prepared food, but there is wide consensus that

the area needs a grocery store, land to grow food, and some sit-down restaurants. Small businesses are owned

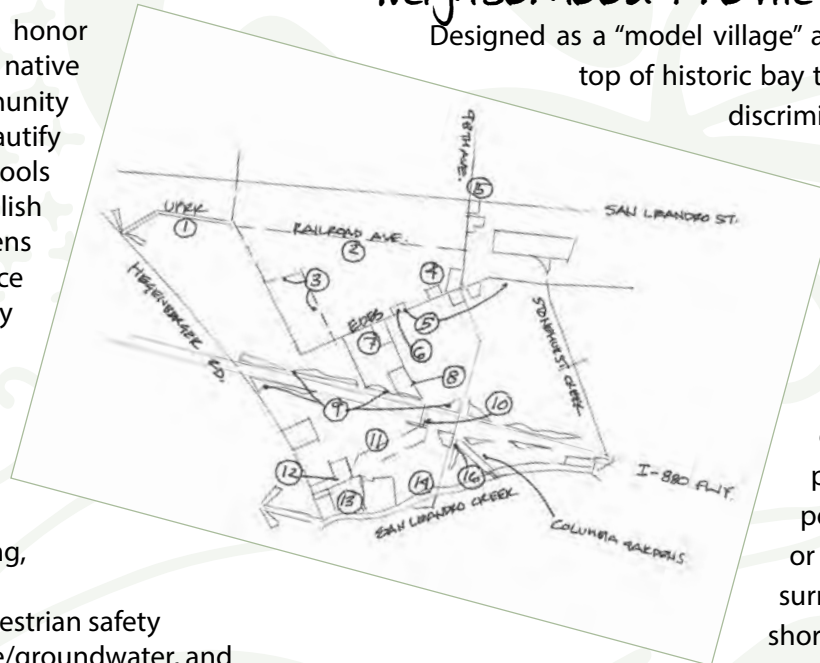
or worked by many residents: construction, landscaping, childcare, beauty salons and barber shops.

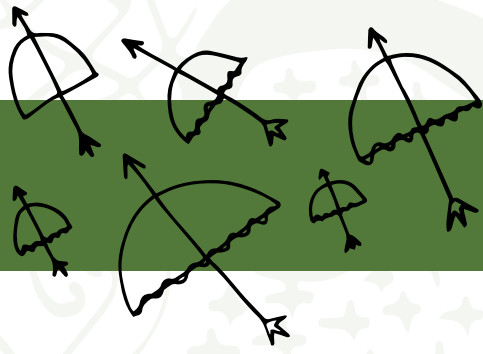
Moreover, churches like Paradise Baptist Church & Grace Baptist Church provide safety net and safe havens

for, but not limited to, homeless and hungry community members through food and clothes

distribution, spiritual support, mental health care, annual community block party, and a resource hub,

as well as a recreational facility for neighborhood events and activities.





EXISTING CONDITIONS

Vision

We envision a community where families can come together to enjoy one another. We are envisioning a place that's safe and clean for children to play outdoors; a neighborhood with parks, gardens, beautiful artwork, a social scene and lots of beautiful trees that line the streets.

In our vision, families have access to affordable housing, equitable opportunities, and proper education.

Community Priorities

- Enhance parks and green spaces
- Improve neighborhood walkability
- Fix potholes and uneven roads
- Establish programs to retrofit homes
- Clean streets with dumpsters throughout the community
- Support the informal economy
- Access to healthy and organic produce
- Resource the Black Culture Zone
- More activities for families (Oakland market on 84th Avenue and International could be used as roller skating rink/drive-in movies in Allen Temple parking lot)
- Address air pollution
- Create a thriving arts and social scene with shops, cafés, and restaurants
- Rebuild Tassafaronga mini park
- If vacant spaces are not maintained to a certain extent, community members should have access to them to use for positive initiatives

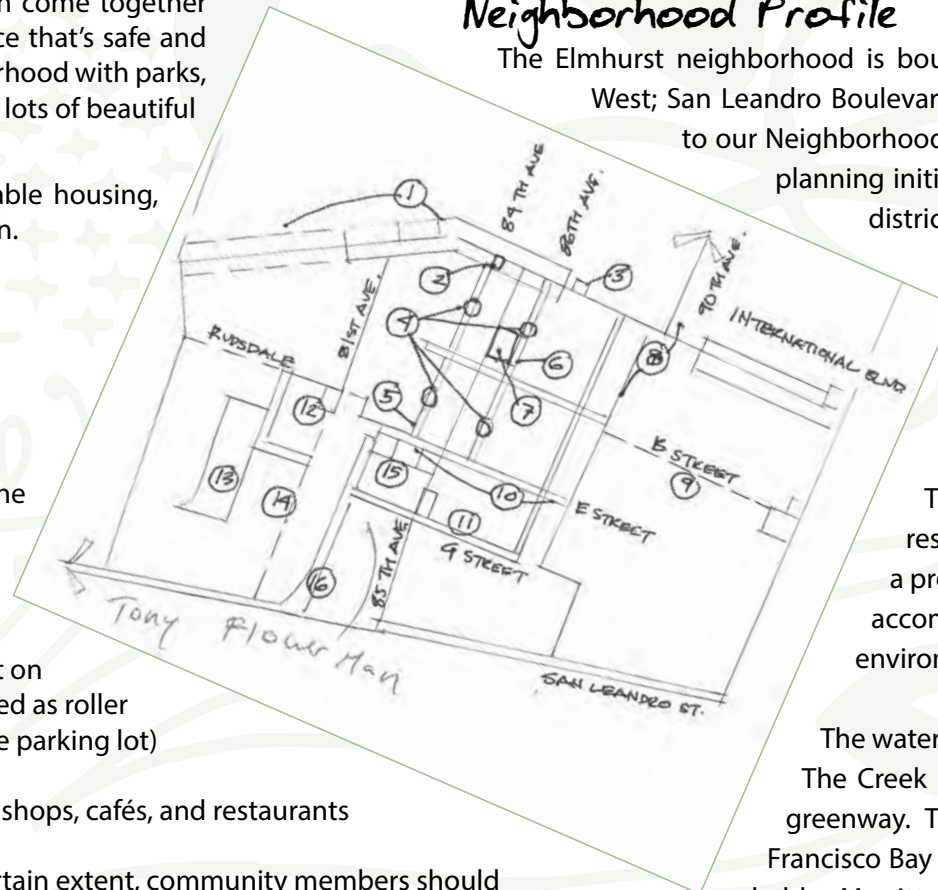
HIGHLAND / ELMHURST

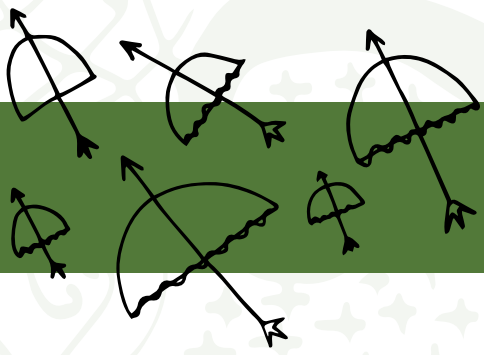
Neighborhood Profile

The Elmhurst neighborhood is bounded by International Boulevard to the North; 81st Avenue to the West; San Leandro Boulevard to the South and 92nd Ave to the East. Elmhurst also corresponds to our Neighborhood Planning Council Districts 32x and 33x. There are two major corridor planning initiatives already underway in this area. The first is the main spine of our

district which is International Boulevard. International has been the focus of intensive community-based planning for some time. There has especially been planning focus around the BRT line. International Boulevard planning also coordinates TOD land-use and the Design Guideline Plan. Both of these are now complete for the specific BRT transit nodes along International Boulevard. This was accomplished through the Oakland Sustainable Neighborhoods Initiative (OSNI). The Coliseum Industrial Infrastructure Plan, which aims to improve the residential environment surrounding the Coliseum City Plan/TOD, includes a proposal for streetscape along 81st Avenue. Other improvements include accommodations for bikes, pedestrians, and improvements to residential environments.

The watersheds that bound the area are Arroyo Viejo and the San Leandro Creek. The Creek has been the focus of a coordinated feasibility study for a proposed greenway. That greenway would link the Elmhurst neighborhood to the San Francisco Bay and to Martin Luther King Regional Shoreline Park. This effort is being led by Merritt College Institute of Sustainable Policy Studies with support from the Friends of San Leandro Creek, the East Bay Regional Park District Board, Alameda County and the City of Oakland Department of Public Works..





EXISTING CONDITIONS

LOCKWOOD / COLISEUM / RUDSDALE / HAVENSCOURT

Vision

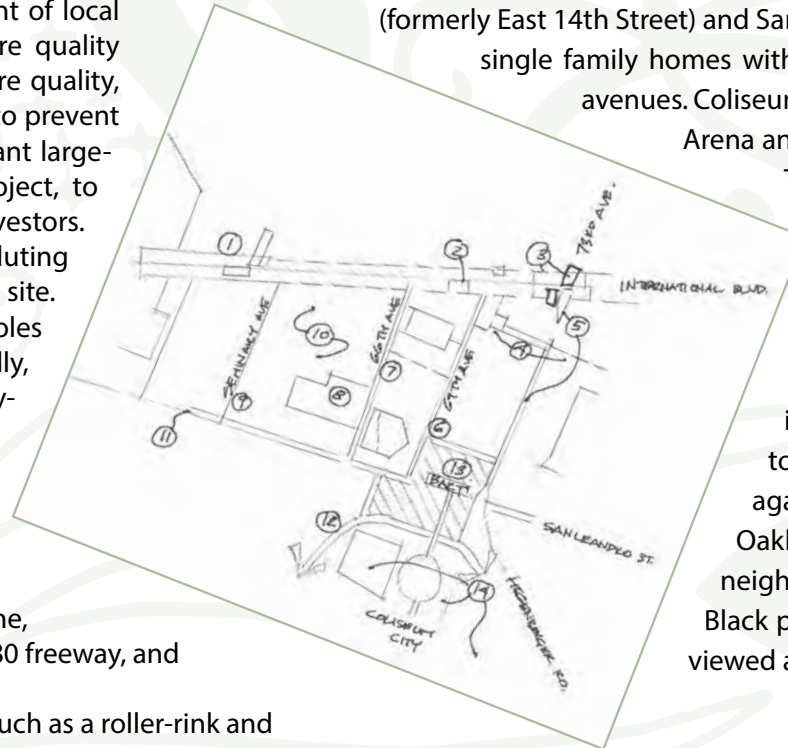
Residents envision safer streets, cleaner air, and more access to green spaces including cleanup and improvement of local parks. Residents also envision cleaner air and more quality job opportunities. Our residents want access to more quality, affordable housing and stronger renter protections to prevent the displacement of existing residents. Residents want large-scale development, such as the Coliseum City project, to benefit the local community, rather than outside investors. Residents also want to see the clean up of polluting industries such as the AB&I Foundry and the GE site. Residents want to see their streets cleaned up, potholes fixed and the prevention of illegal dumping. Finally, residents envision the development of a community-serving, community-owned, local grocery store.

Community Priorities

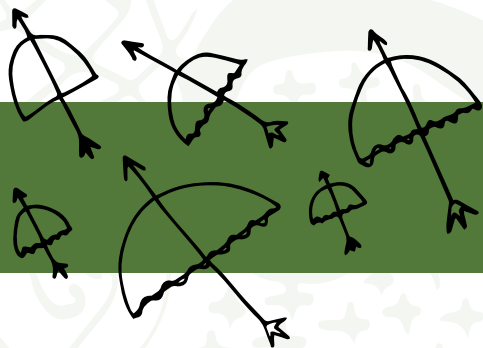
- Safe, legal, publicly accessible 'sideshow' arena to ensure preservation of local culture
- Access from the neighborhoods to MLK Jr. Shoreline, including a pedestrian and bike bridge over the 880 freeway, and along the slough.
- Community-serving entertainment destinations, such as a roller-rink and outdoor movie theater.
- Rezoning study on industrial land uses adjacent to residential neighborhoods, to stop the proliferation of polluting industries and encourage community-benefiting uses.
- Community benefits agreement at Coliseum Specific Plan Area (Satellite Community College, locally owned restaurants, entertainment, town-hall function, affordable housing, worker center for training residents in quality, family-sustaining green jobs)

Neighborhood Profile

The Coliseum, Lockwood, Rudsdale, and Havenscourt neighborhoods are located between International Blvd (formerly East 14th Street) and San Leandro Blvd and from Seminary to 82nd Ave. These are largely residential single family homes with some multi-unit apartment complexes nestled between the streets and avenues. Coliseum, Lockwood, Rudsdale, and Havenscourt are in close proximity to the Oracle Arena and Coliseum BART. They are also near to Martin Luther King Shoreline (MLK).



There are many elementary schools, two local libraries, great community organizations, and these areas have access to vital social services. While these resources are great foundationally, disinvestment began with the exodus of local banks, business, grocery stores and the other critical components of a thriving neighborhood. The homes here have been passed down through multiple generations. While the picture here isn't dismal, the neglect is palpable. Residents continue to persevere through tough challenges. They are also eager to see their communities flourish again. While people from every ethnic and racial background live in East Oakland, the demographics in the Coliseum, Lockwood, Rudsdale, Havenscourt neighborhoods remain heavily Black and Latinx. Even with the rapid decline of the Black population because of increased cost of living and other factors, this area is viewed as "the last frontier" for Black homeownership.



EXISTING CONDITIONS

MELROSE

Vision

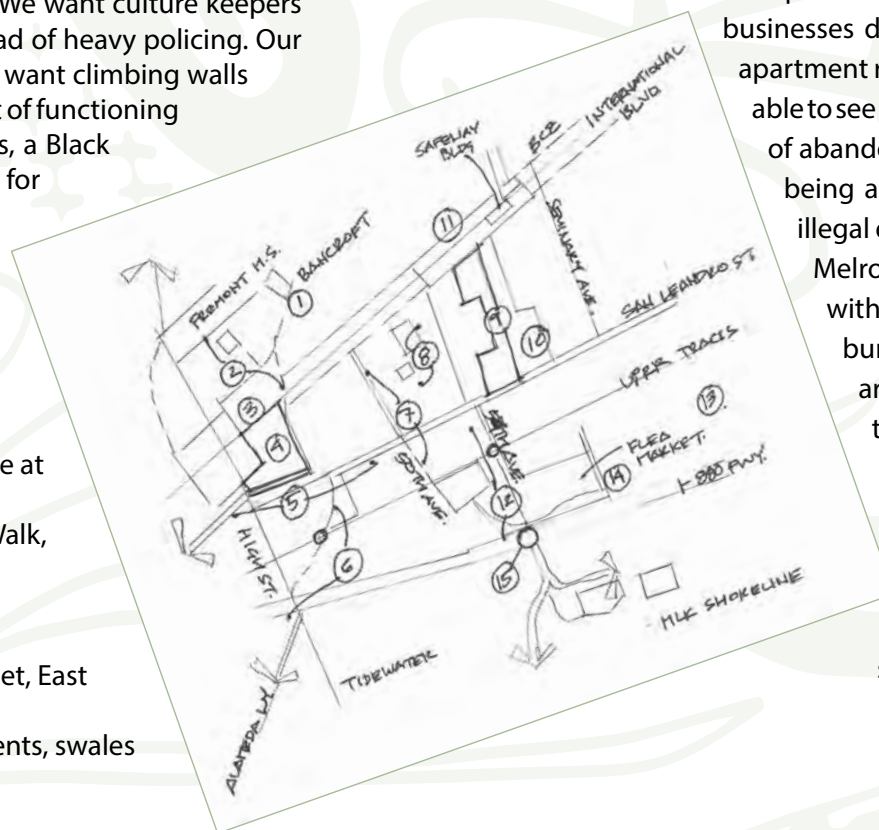
In Melrose's unique design, we propose affordability and a cap on rent for low income long time residents, ending displacement. We seek the creation of green spaces, and safe roads for pedestrians, cyclists, and vehicles. We need better traffic flow, shopping access, and lighting in industrial areas. Illegal dumping and abandoned buildings make a dangerous environment. We want culture keepers for safety and conflict mediation between people, instead of heavy policing. Our parks should have more than swings and slides; we also want climbing walls and obstacle courses. Parks should have a decent amount of functioning clean bathrooms. We want to see local farmers markets, a Black Cultural Zone, beautification projects, murals, spaces for artists, pop up events and exhibits.

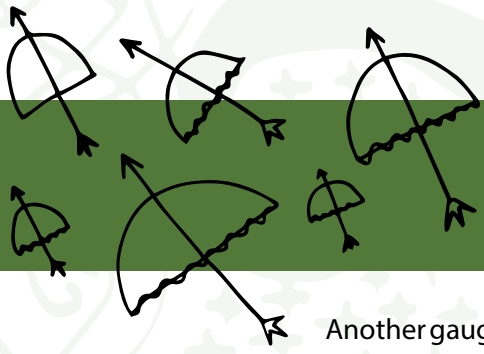
Community Priorities

- Melrose Library enhancements
- Fremont School to International green streets
- East Bay Greenway connector to 12th Street bike Boulevard/Fruitvale BART. Development of greenspace at 47th Ave.
- GE site brownfield clean-up and greening space/Art Walk, International to San Leandro Street.
- TOD-BRT area node, 541• Avenue -Seminary Ave., FIP, neighborhood services, healthy foods
- 54th Avenue channel greenway connector with B Street, East Oakland Green bridge over railroad
- Coliseum Way street improvements/traffic improvements, swales and lighting Infrastructure
- Flea Market site upgrades, community solar
- Bridge connector over freeway to MLK Shoreline

Neighborhood Profile

Melrose neighborhood is wonderfully accented. There are taco trucks and delicious food, ample dress shops, and quite a few flower shops! The population is largely of Latin descent. While this community is comprised of businesses on Foothill Boulevard it is primarily known for those businesses down International Boulevard. There are both homeowners and apartment renters. The closer you look through Melrose, the more you will be able to see how desperately the industrial areas need revitalizing. The quantity of abandoned buildings has become more than an eyesore. In addition to being abandoned, these buildings seem to exacerbate the problem of illegal dumping. Public safety also continues to be an issue, according to Melrose residents. Businesses and residents have expressed frustration with the amount of incomplete road construction and repair. Speed bumps, working traffic lights, and alternatives to the one-way traffic are issues that residents see as the bare minimum of what needs to get accomplished. When it comes to traveling, driver safety goes hand-in-hand with pedestrian safety. Much like other neighborhoods experiencing urban blight, crime goes largely unnoticed in industrial areas. Rising neighborhood rents and leases force our residents' rents to increase and compound each time a lease ends. You really need to hear the personal stories!



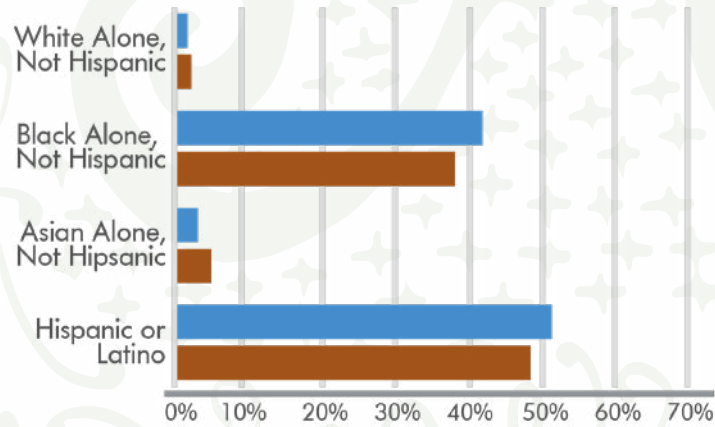


EXISTING CONDITIONS

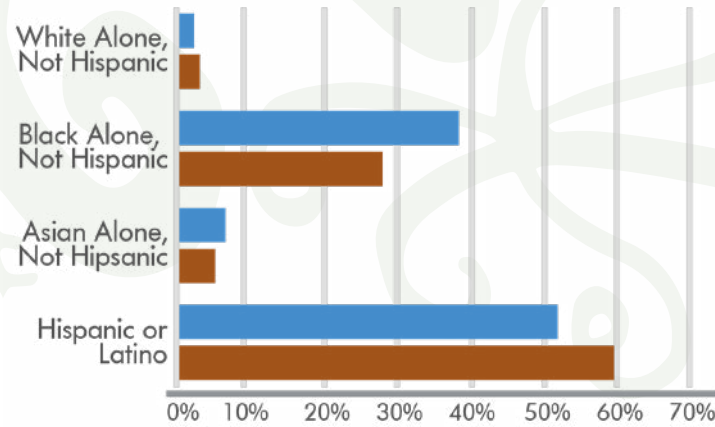
Another gauge of existing conditions are the trends in EONI-area demographics. Since 2010, the general trends are neighborhood increases in Asian and White residents, which were previously at very low percentages and in some cases, doubled or tripled in less than a decade. That's coupled with declines in Black and Latinx communities.

2010
2012-2016 5 year estimate

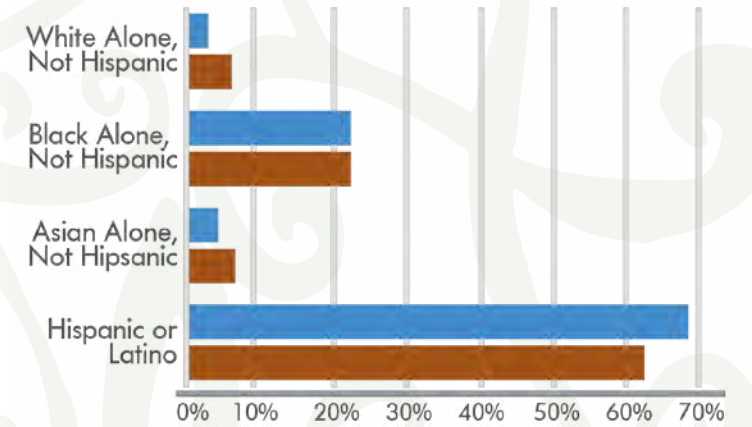
Brookfield Village / Columbia Gardens



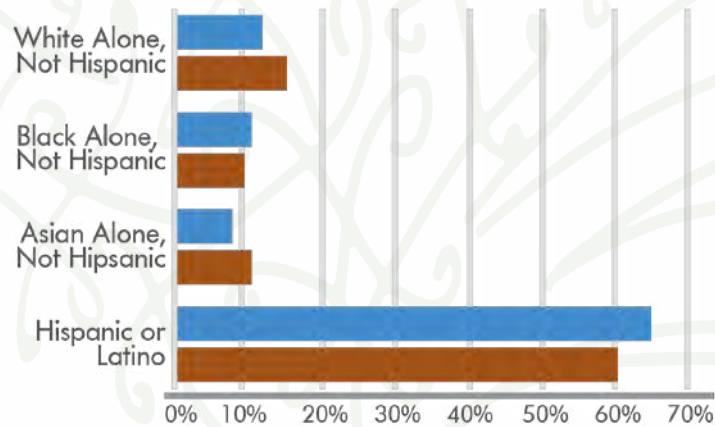
Coliseum



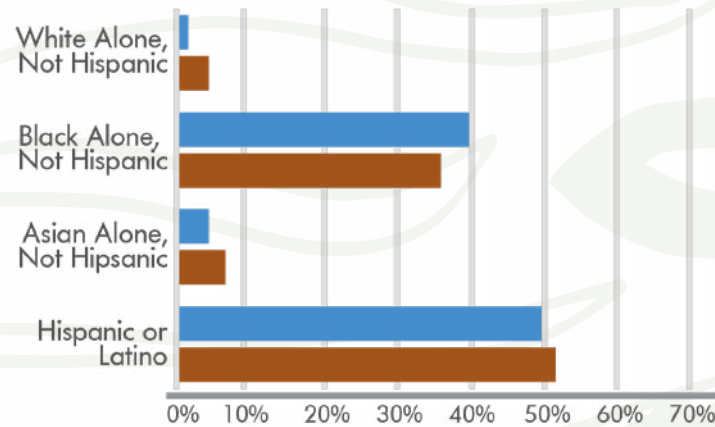
Highland-Elmhurst



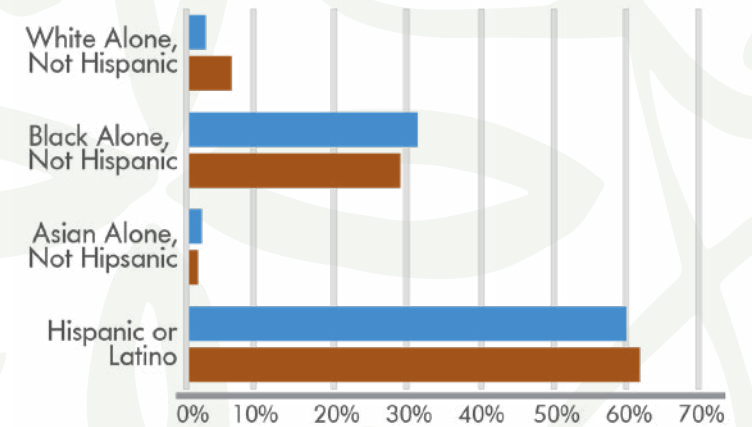
Melrose



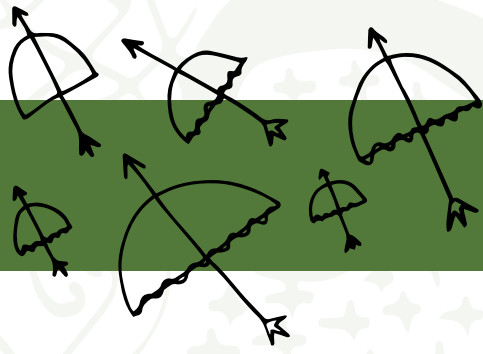
Sobranate Park



Stonehurst



Source: B03002 HISPANIC OR LATINO ORIGIN BY RACE, Universe: Total population, 2012-2016 American Community Survey 5-Year Estimates + P9 HISPANIC OR LATINO, AND NOT HISPANIC OR LATINO BY RACE, Universe: Total population, 2010 Census Summary File 1



EXISTING CONDITIONS

Understanding the conditions in which EONI residents operate can help to prioritize the issues to tackle, identify which trends pose the biggest threat, and identify where lie the real opportunities.

To start with economic conditions, median household income is nearly 25% lower in East Oakland than the city as a whole.

"IF WE WORKED HERE IN OUR COMMUNITY, WE WOULD HAVE NO REASON TO LEAVE, MORE TIME TO SPEND WITH OUR FAMILIES, BETTER HOUSING, NO HUNGER, LESS HOMELESSNESS AND MORE COMMUNITY DEVELOPMENT. THERE WOULD BE GENERATIONAL DEVELOPMENT, AFFORDABLE MEDICAL CARE, LESS CRIME AND LESS TAXES."

-EONI PARTICIPANT

2016 Median Household Income

\$51,400

\$39,600



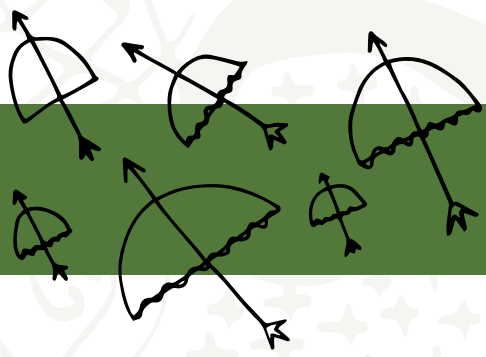
City of Oakland

East Oakland

City of Oakland East Oakland

Sources:

Median household income in the past 12 months (in 2016 inflation-adjusted dollars);
Universe: Households; 2012-2016 ACS 5-Year Estimates

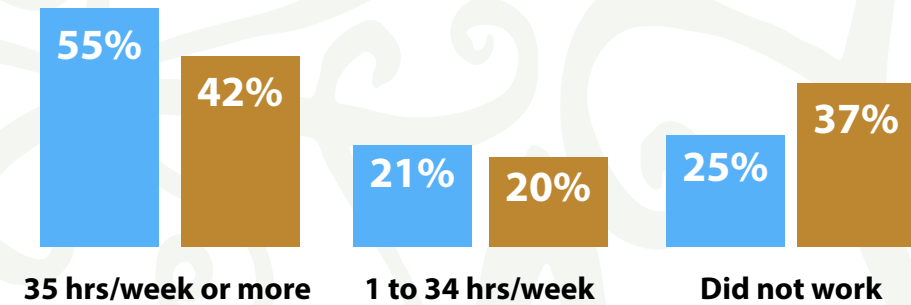


EXISTING CONDITIONS

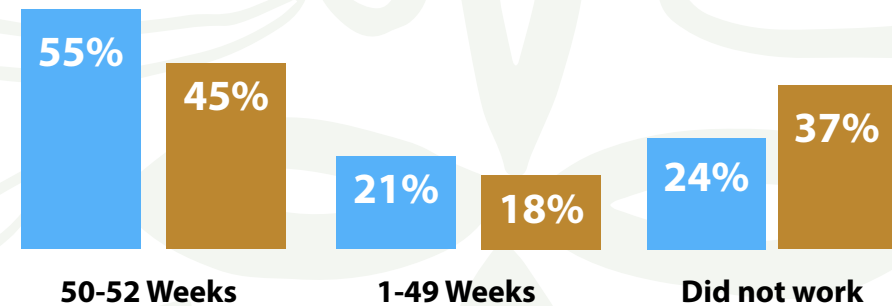
The amount of formal employment in East Oakland is lower than that in Oakland as a whole, limiting the money that flows into the neighborhood.



Level of formal employment



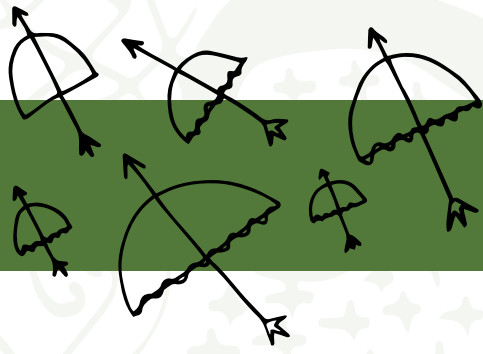
Weeks worked in the year



Source: Table No. S2303 (Work status in the past 12 months);
Universe: Total Population aged 16 to 64 years; 2012-2016 ACS 5-Year Estimates

City of Oakland

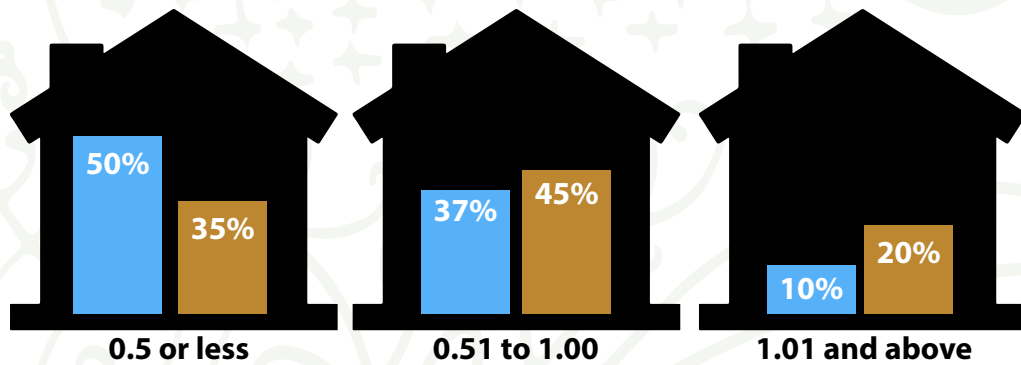
East Oakland



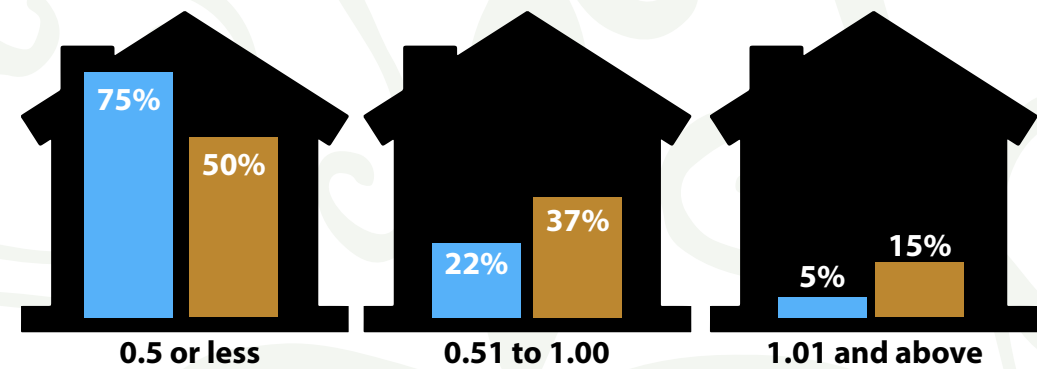
EXISTING CONDITIONS

On housing fronts, there are clear disparities between East Oakland and the city as a whole. Both EONI renters and owners are much more frequently housed with more than one person per bedroom.

Occupants per room (rental units)

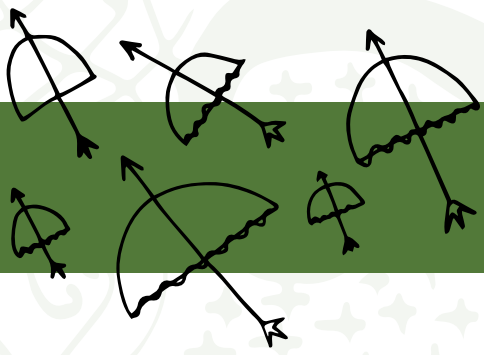


Occupants per room (owned units)



City of Oakland East Oakland

Source: Table No. B25014 (Tenure by occupants per room); Universe: Occupied housing units; 2012-2016 ACS 5-Year Estimates



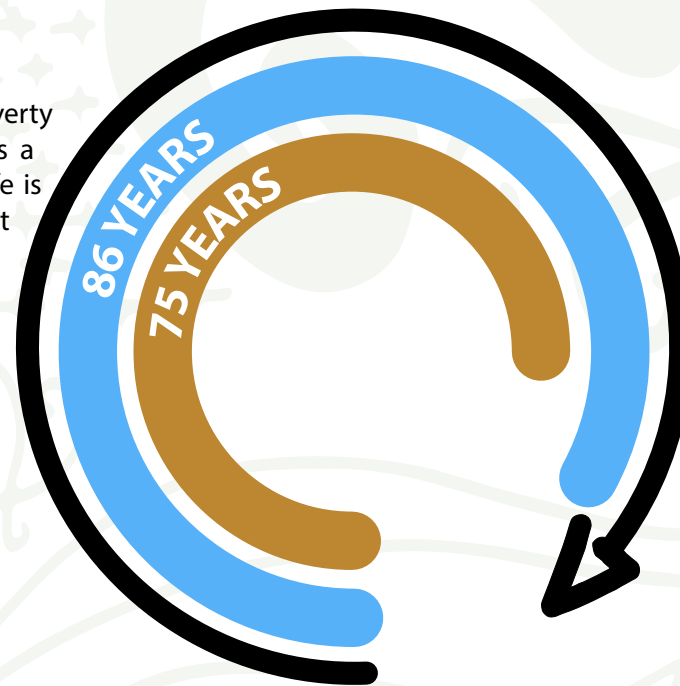
EXISTING CONDITIONS

Life Expectancy

Reflecting the income disparity seen earlier, poverty in East Oakland is 50% higher than the city as a whole. And one strong measure of quality of life is life expectancy; the disparity between the East Oakland hills and the East Oakland flatlands comprising the EONI area is 10+ years. Not all of East Oakland is treated equally, and the flatlands have shorter life expectancy within East Oakland.

Source:

Differential within East Oakland can be seen at:
www.healthyalamedacounty.org/indicators

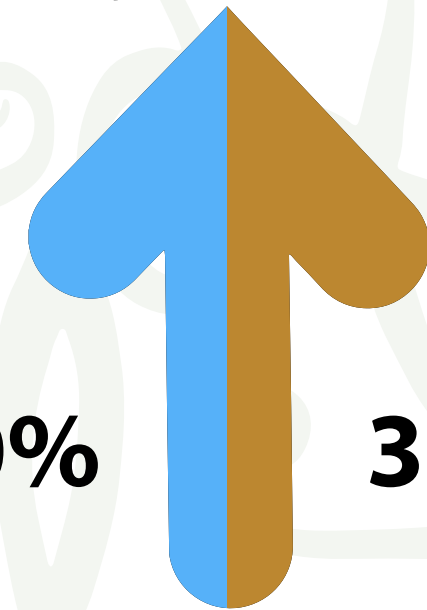


City of Oakland

East Oakland

Percentage of Population Living in Poverty

20.0%



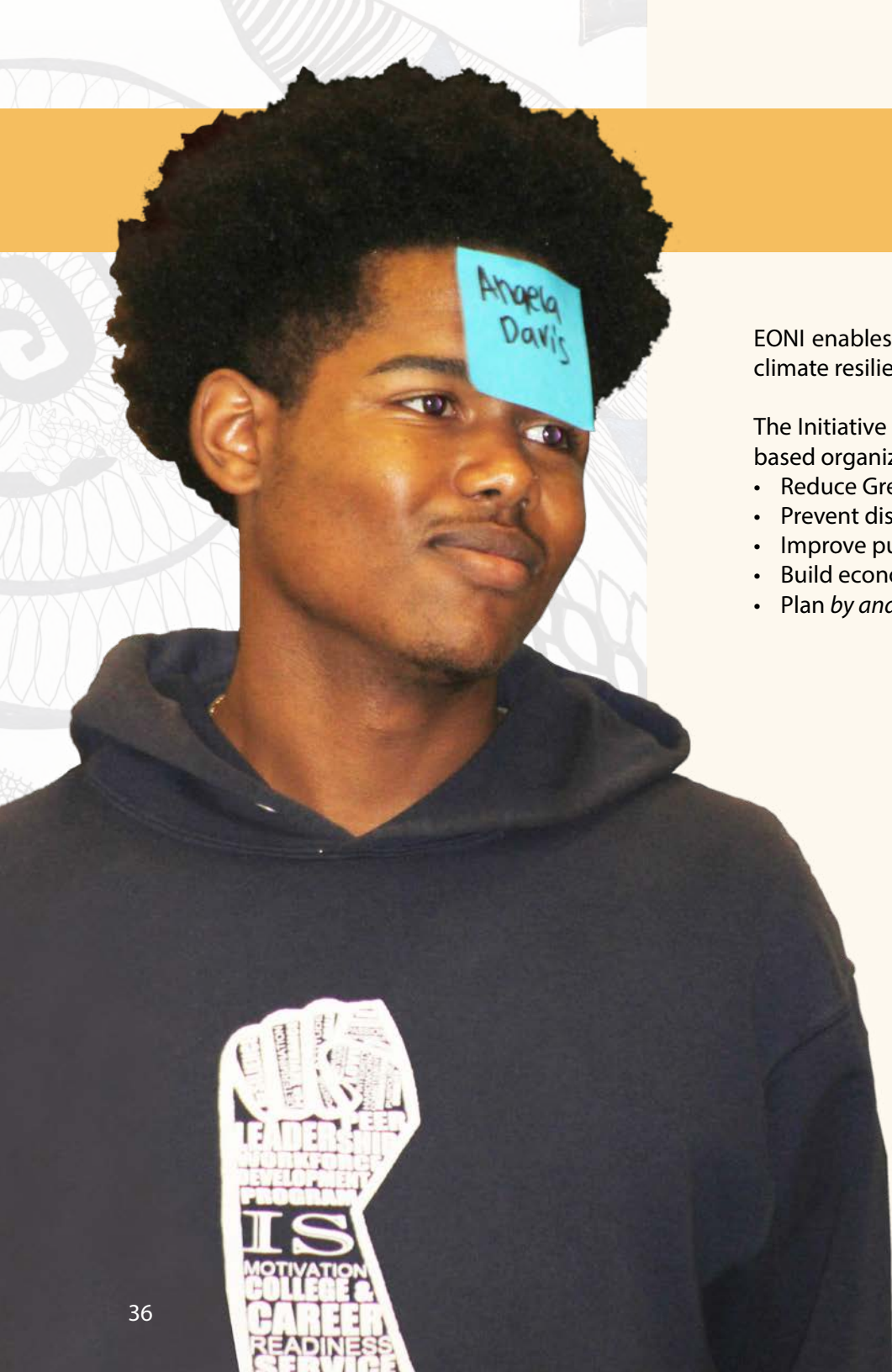
30.4%

Source: B17020 POVERTY STATUS IN THE PAST 12 MONTHS BY AGE.
2012-2016 American Community Survey 5-Year Estimates

Implications

For equity, the differential between East Oakland and the surrounding city bears out the need for job creation, economic development, affordable housing and public health improvement in the EONI area. Community development efforts, including those to advance climate action, create an opportunity to address these very tangible disparities, as the city reduces emissions and invests in making more resilient neighborhoods.

DESIRED OUTCOMES



EONI enables community-driven planning to build the health, wealth and stability of East Oakland. The EONI focus is on building climate resilience, environmental health, economic empowerment and social justice.

The Initiative will build upon the current work and programs of many different public agencies, neighborhood groups, community-based organizations and individuals in these Deep East Oakland neighborhoods to advance the five goals:

- Reduce Greenhouse Gases (GHG)
- Prevent displacement
- Improve public health
- Build economic empowerment
- Plan *by and with* the community

"We were wanting to do community driven planning by East Oakland, for East Oakland, and specifically with the current flatland residents. Our purpose was to prioritize and ensure that the benefits coming from this Community Plan would flow directly to the neighborhood residents, first."

- Colin Miller, Oakland Climate Action Coalition



DESIRED OUTCOMES

See the System and Seek Synergy

In advancing toward these goals, the Community Plan tasks are to pinpoint where and how to build on existing assets, examine how to retrofit existing infrastructures, and decide which elements of the system no longer serve and/or even harm the community.

In East Oakland, there are the places that people live; the places that residents go to for jobs, goods, services, recreation, and culture; the transportation options that connect residents between home and wherever they need to get to; and there are the surrounding environments and the spaces in between that connect everything together. Well-designed projects will have beneficial impacts in multiple areas like environment, transport, housing, community development, art, and culture. For example, jobs that ensure a “just transition” to a renewable economy can both build community wealth and enhance local ecology. And jobs that enhance renewable energy, efficient water, and natural building tap into local resources, meet local needs, and improve resilience.

It is those initiatives with a multiplicity and diversity of benefits that are of highest interest in this project.

Making EONI Tangible

Identify key programs and infrastructure projects that address EONI and Transformative Climate Community goals.	Lift up and advance EONI-congruent projects that have already begun the planning process.
Developed for and by the community.	Help identify future funding opportunities, and prepare projects to be ready to apply for funding.

Resident Desires

- Keep long-standing residents rooted in the community— they should be the main recipients of the fruits of this community plan & vision
- Minimize disinvestment in the community
- Support investment and opportunities
- Build local investment and ownership
- Grow the culture and keep it here
- Don't gentrify, re-entrify - *Keneda quoting Mistah FAB*
- Get the City of Oakland to help with residents and small business owners who are vulnerable to displacement due to economic and market forces
- Enable both renters and homeowners to keep up with the cost of living through protections and well-paying jobs
- Convey expectations for outsiders so allies know their limitations in the community and come in as partners rather than taking over

PROCESS

Training for Community Members

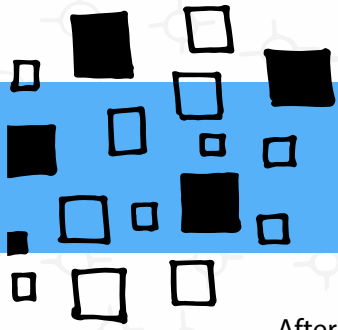
The Resident Leadership Cohort was trained in Planning 101. The training included an overview of various organizing activities in deep East Oakland, and residents were equipped with enough knowledge and skill that they became the “boots on the ground,” directly engaging with their communities.

The training curriculum for the EONI community-based meetings is both place-based and well-crafted.

"Out of this work there needs to be a plan that supports existing residents. We do fear changes, but we also do need some changes and to get beyond simply freezing in the face of gentrification. We need to create something. That opportunity is here, we should be able to say what we want."

-Marquita Price, East Oakland Collective





PROCESS

After training community members, the second EONI accomplishment was in generating an awareness of, and the convening of twelve neighborhood-level planning meetings. There were two per neighborhood. The meetings were supplemented with outreach popups designed for quick feedback, and for sharing projects and ideas that had already emerged. This Community Plan seeks to reflect the heroic efforts of the original convening organizations and the communities they have served.

MEETING ONE: MAP ASSETS

INTRODUCTION
LAND ACKNOWLEDGEMENT/LIBATION
COMMUNITY NORMS AND EXPECTATIONS
HISTORICAL CONTEXT OF EAST OAKLAND PLANNING EFFORT
CHILDHOOD CREATIVE EXPERIENCE/TACTILE ACTIVITY
ASSET MAPPING
REPORT OUT

MEETING TWO: REVIEW PROJECTS LIST

COMPARE ASSET MAPS
REVIEW EXISTING PROJECTS LIST/MAP
IDENTIFY GAPS AND POTENTIAL NEW PROJECTS

MEETING THREE: POPUPS

- CONDUCTED AT NEIGHBORHOOD MEETING SPACES
 - WALKING TOURS OUT IN COMMUNITY
- BUILD OUT IDEAS FOR NEW PROJECTS THROUGH ACTIVITIES, VOTE FOR HIGHLIGHTED PROJECTS, PLACE PROJECTS ON MAP

Asset Maps

The asset maps created for each neighborhood highlight the range of businesses, community centers, nature areas, amenities and other features that are important to EONI participants, they illustrate the range of assets to retain, enhance, and build upon. The primary values of the maps are 1) to highlight places and institutions where supplemental programs could be added for community trainings, resilience hubs, youth programming and other community benefits; 2) understand amenity types and locations that are helpful to residents; and 3) build upon assets identified by residents. Full source asset maps are in the appendix.



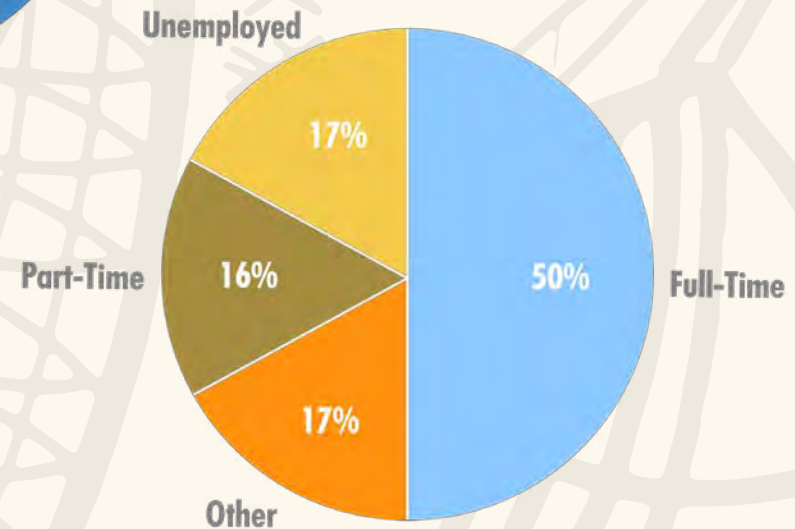
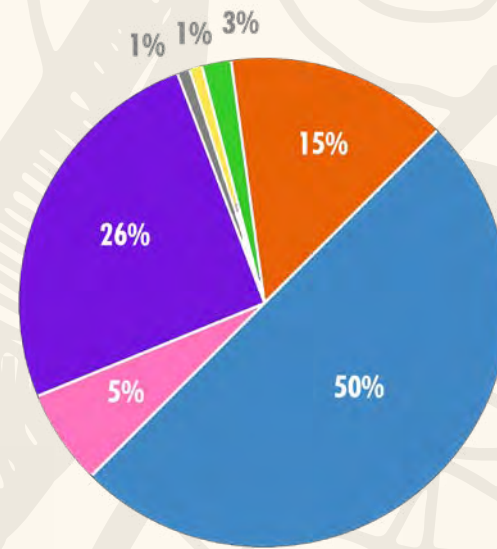
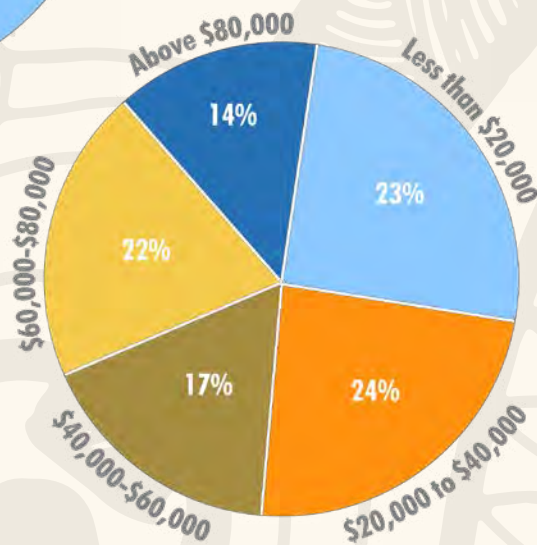
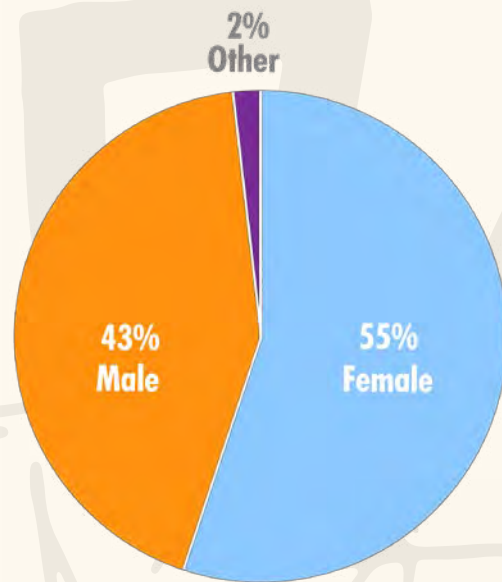
PROCESS

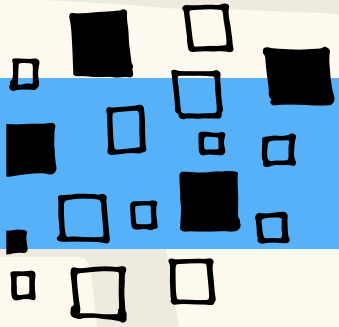
In the first set of meetings, activities were tactile, using found objects (hair curlers, pipe cleaners, miniature toys, stones, etc.) to represent favorite memories. In the second set of meetings, residents envisioned what they wanted to see in their neighborhoods to improve their quality of life, and developed “asset maps” to locate valuable institutions and features that are already in the neighborhood. In the end, residents and planners are reminded of what’s worthy of preservation, and each resident participating in this process has adequate opportunity to be heard, engaged in the visioning process, and build capacity to impact the collective vision.



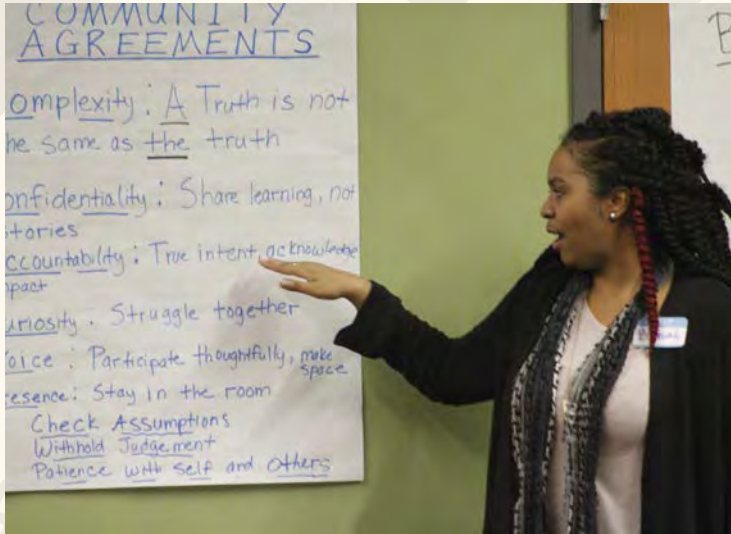
PROCESS

The diversity of meeting participants is demonstrated in these charts. There was a distribution of incomes, with a very significant fraction of participants under the median income (\$39,600) of East Oakland, and similarly a wide distribution of employment status among participants. Participant gender skewed slightly toward female and half of participants identified as Black, with just over one quarter Latinx.





PROCESS

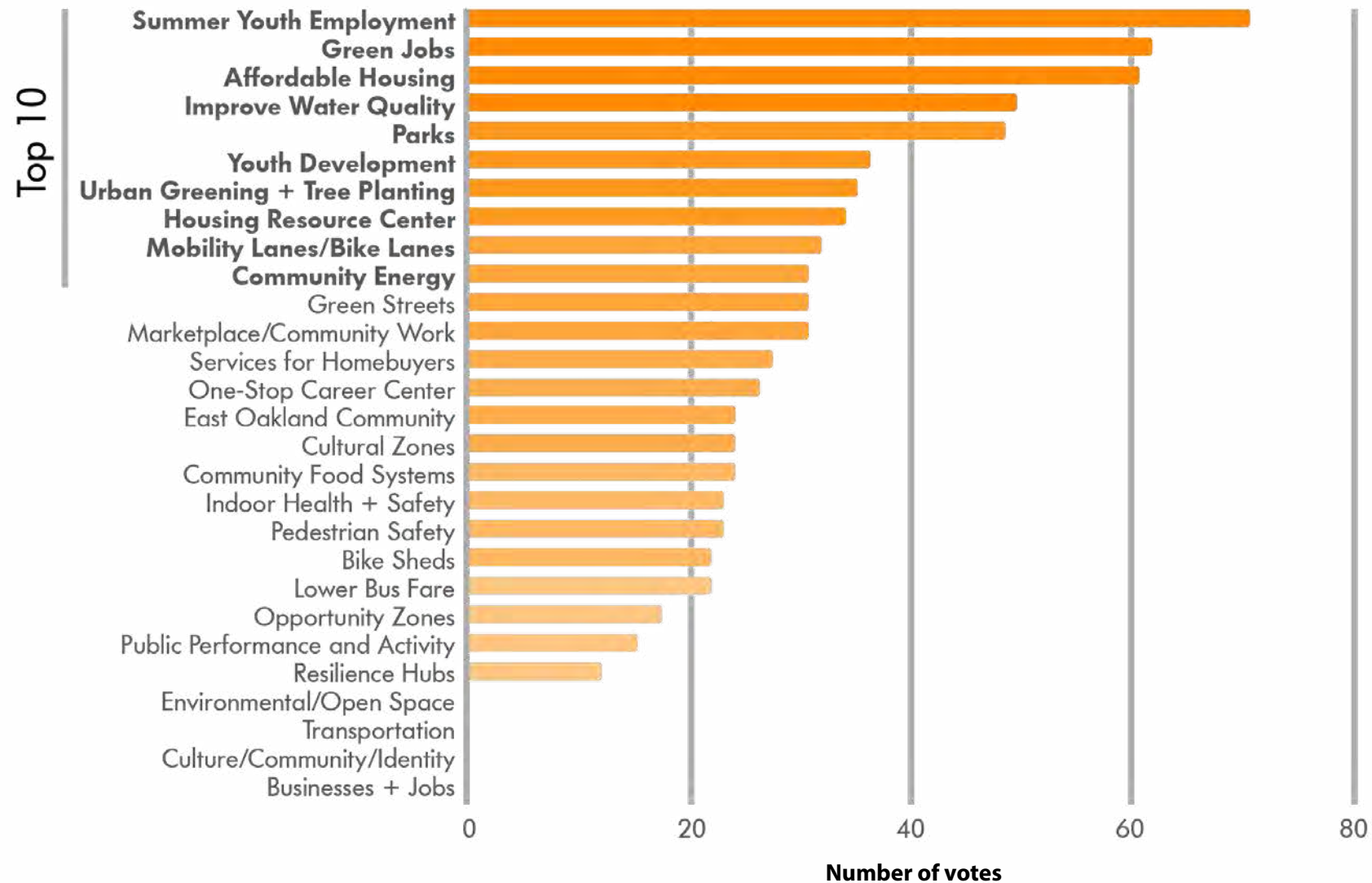


FINDINGS



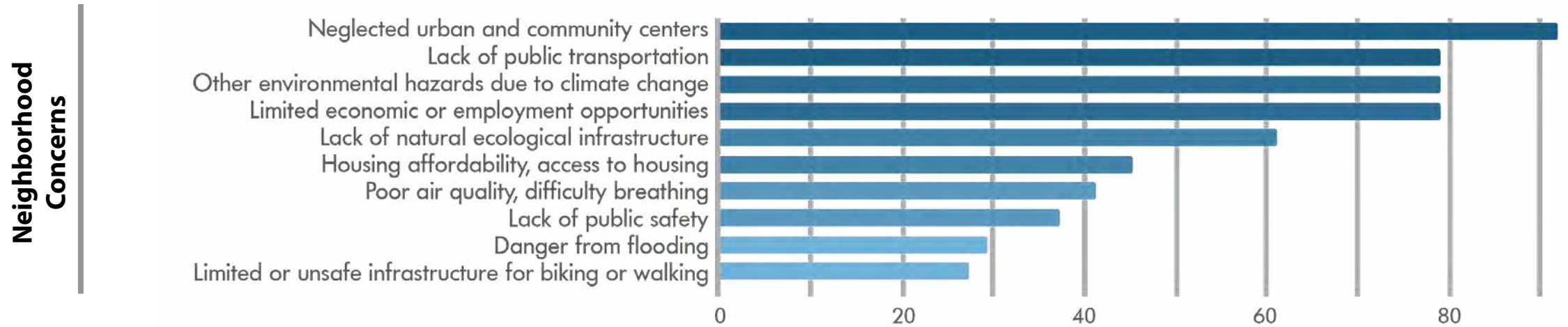
FINDINGS

At pop-ups, residents were asked to vote for their priority projects on display boards, which presented options in housing, transportation, businesses and jobs, environment and urban greening, and culture and community. Popups included significant participation of youth.

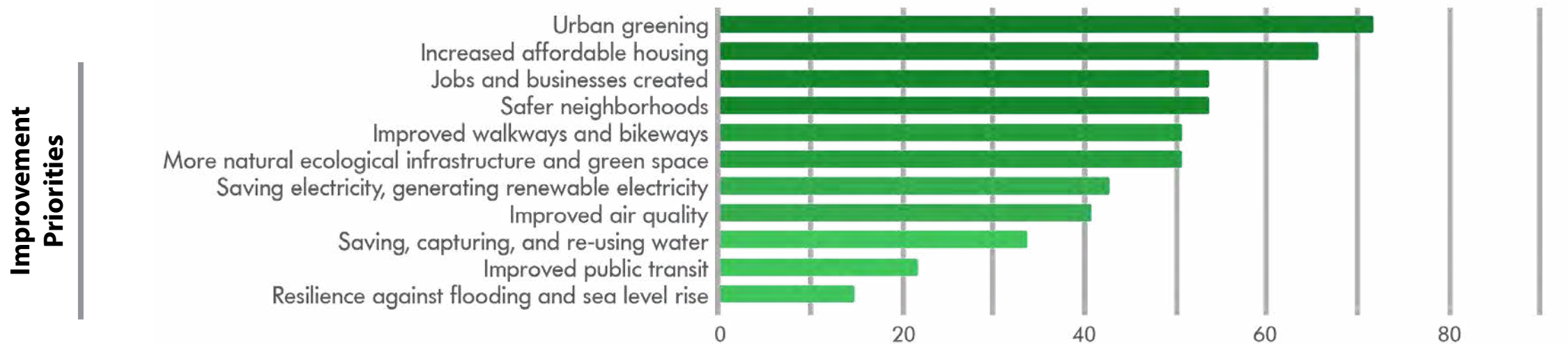


FINDINGS

As another channel for input, surveys of participants were carried out at community meetings. The following chart shows the primary concerns expressed by EONI meeting attendees.



Urban greening and affordable housing lead the list of improvement priorities, with public safety, job creation, and walkways/bikeways dominating the top half of the list.



Neglected community centers are pre-eminent, as is limited employment, lack of public transportation and other climate hazards. EONI meeting attendees expressed the following improvement priorities.

FINDINGS

"I live on 78th and Arthur. I sweep my street. There's litter everywhere. People just dump bags of litter, even human feces. But the good thing is that there are a lot of old neighbors from the ages of 60 - 90. We are still fighting to fix things. A bike lane is good but we are concerned for safety because the street lanes are so narrow."

- EONI Participant

FINAL CONVENING

Building off of the community meetings, EONI residents voted on their priorities in a final convening. The themes and strategies that gathered the highest number of votes follow. The highlighted priorities came from themes and project lists that were collected throughout several months of community outreach.

Top Tier Themes

- Addressing crime/ fostering a safe walking environment
- Green open spaces with nature
- Policy enforcement to avoid displacement of East Oakland residents/Real estate development to serve existing community
- Spaces to meet (community events, street fairs, and local restaurants)
- Potholes and significant street repair
- Youth summer employment opportunities
- Address homelessness
- Additional and improved public performance spaces

Top Tier Strategies

- Establish a Black Cultural Zone with incubator spaces for emerging entrepreneurs
- Cleaner neighborhoods/address illegal dumping
- More traditional affordable housing development at lower income thresholds
- Public art to reduce blight
- More frequent buses/trains and later hours
- Transform vacant buildings into community assets
- More green space, including re-opening old parks, and use of vacant lots
- Establish a Community Development Corporation to improve streetscape
- Encourage Accessory Dwelling Units
- Greenways with maintained bike and pedestrian paths



THEMES

The findings that came out of the meeting discussions point to several major themes and projects. This next section highlights the residents' common themes and priorities, along with existing projects that will support EONI goals.





HEALTHY SURROUNDINGS

"In Stonehurst, we want to enjoy unpolluted air as we live, work, and play in our neighborhood. We think we should be able to walk and access our daily needs, goods, and services within a one-mile radius in our community. Stonehurst elementary, now Korematsu/Esperanza, was once Nearly 70% Black and offered culturally sensitive math, history, and English lessons, delivered by strong Black teachers. Now less than 10% of our schools serve Black students. Our parents look forward to the desegregation of schools and early childhood development centers."

Throughout the EONI process, community members have expressed interest in enhancing their surroundings in several ways:

- More greenspace, including reopening closed parks and putting vacant lots to higher uses
- Intentional urban greening and tree planting for purposes of shade and aesthetics. In addition, trees take carbon dioxide (CO2) out of the air, and removing CO2 is an important aspect of successfully addressing climate change.
- Surface water quality/creek restoration. Many EONI residents share a connection with water, whether it's Lake Merritt, formerly accessible urban creeks or the Martin Luther King Shoreline, along the Bay.
- Cleaner streets and neighborhoods

Projects

Indicator of Priority:

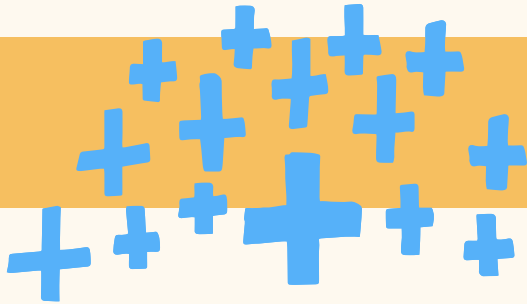
In the meetings survey, urban greening is the highest improvement priority and neglected urban and community centers is the highest concern.

Existing City of Oakland projects include:

- Stormwater Capital Program, Watershed (unfunded)
- Tyrone Carney Park/Plaza, OPR, Community (unfunded)
- Storm Drainage Master Plan Update (unfunded)
- Citywide large trash capture installations
- Urban ReLeaf urban greening plan (included in TCC Implementation Grant application)

"We believe our children should feel just as welcomed in the schools as the Latinx community, which now populates the school demographics at 90%. Latinx. Our vision is united, above race, no matter if we are renters or homeowners. Stonehurst's shared vision is one of having neighborhood pride as we go about living in a thriving ecosystem, developed and cultivated by us."

Marquita Price



HOUSING IS A HUMAN RIGHT

To existing residents, the prospect of increased unaffordability after any community-driven neighborhood changes and enhancements is alarming. Policies to avoid displacement at the City level are crucial, as are development upgrades and amenities that serve existing community needs, rather than attempt to attract outsiders. Tiny homes in specific situations, encouraging backyard accessory dwelling units (ADUs), use of community land trusts to take cost of land out of the equation, and cooperative crowdsourcing of funds for affordable housing are all methods that deserve careful consideration, as well as more traditional affordable housing development, to efficiently and effectively make desired changes into reality.

As an example, homelessness was mentioned as a concern in the Stonehurst meeting, raising sanitation and illegal dumping issues. In the Coliseum neighborhood, concern for housing for the homeless was raised, as well as interest in EBPREC’s community-financed cooperative development. And in Brookfield/Columbia Gardens asset mapping, new affordable housing tended to be the anchor in the community visioning exercises.

Accessory Dwelling Units (ADU)	Community Land Trusts & Community Development Corporations	Crowdsourced Capital & Collective Real Estate Ownership	Growing Affordable Housing Stock	Tiny Homes for Unsheltered Community
Backyard-accessible in-law units create more housing stock that’s affordable to build and maintain	Community Land Trusts and Development Corporations are gaining momentum as a solution and opportunity for existing residents	Through equitable access to capital, resident-led, alternative housing developments can help mitigate the affordable housing crisis in conjunction with traditional methods. Collective economics in real estate enables under-resourced communities to collaboratively purchase and own property.	Encouraging planned and potential traditional affordable housing developments can mitigate the housing crisis	Tiny homes designed with dignity are an affordable way to serve unsheltered people, at least as a temporary solution to a systemic issue

Projects

Indicator of Priority:

Indicator of Priority: Of 24 pop-up topics, affordable housing was the #3 desired project; in meeting surveys, increased affordable housing was the #2 priority.

Existing City of Oakland Projects Include:

- Existing City of Oakland projects: Coliseum Connections - 805 71st Ave (completed: 55 units low-income, 55 units moderate income)
- Coliseum Place at 72nd Ave (in pre-development, 58 units of low-income)
- 95th & International (in pre-development, 55 units low-income)
- \$12 Million Preservation of Affordable Housing Fund for land trusts and housing cooperatives with fewer than 25 units
- \$600 Million Measure KK Affordable Housing Bond for acquisition of 1-4 units

SAFE AND ACCESSIBLE TRANSPORTATION

The top three themes and priorities that came out of the outreach efforts are:

- Repaired streets through regular maintenance
- Proactive fixing of potholes
- Safer routes to walk and bike

While many plans exist already for augmenting trails and creating new bike/walk paths,* **implementation is key** to ensure safe spaces and encourage exercise for better public health.

East Bay Greenway

Will run along San Leandro Street and provide safe biking from the west side of Melrose to the San Leandro border and connect to downtown Oakland when fully installed.

Let's Bike Oakland Bicycle Plan Update

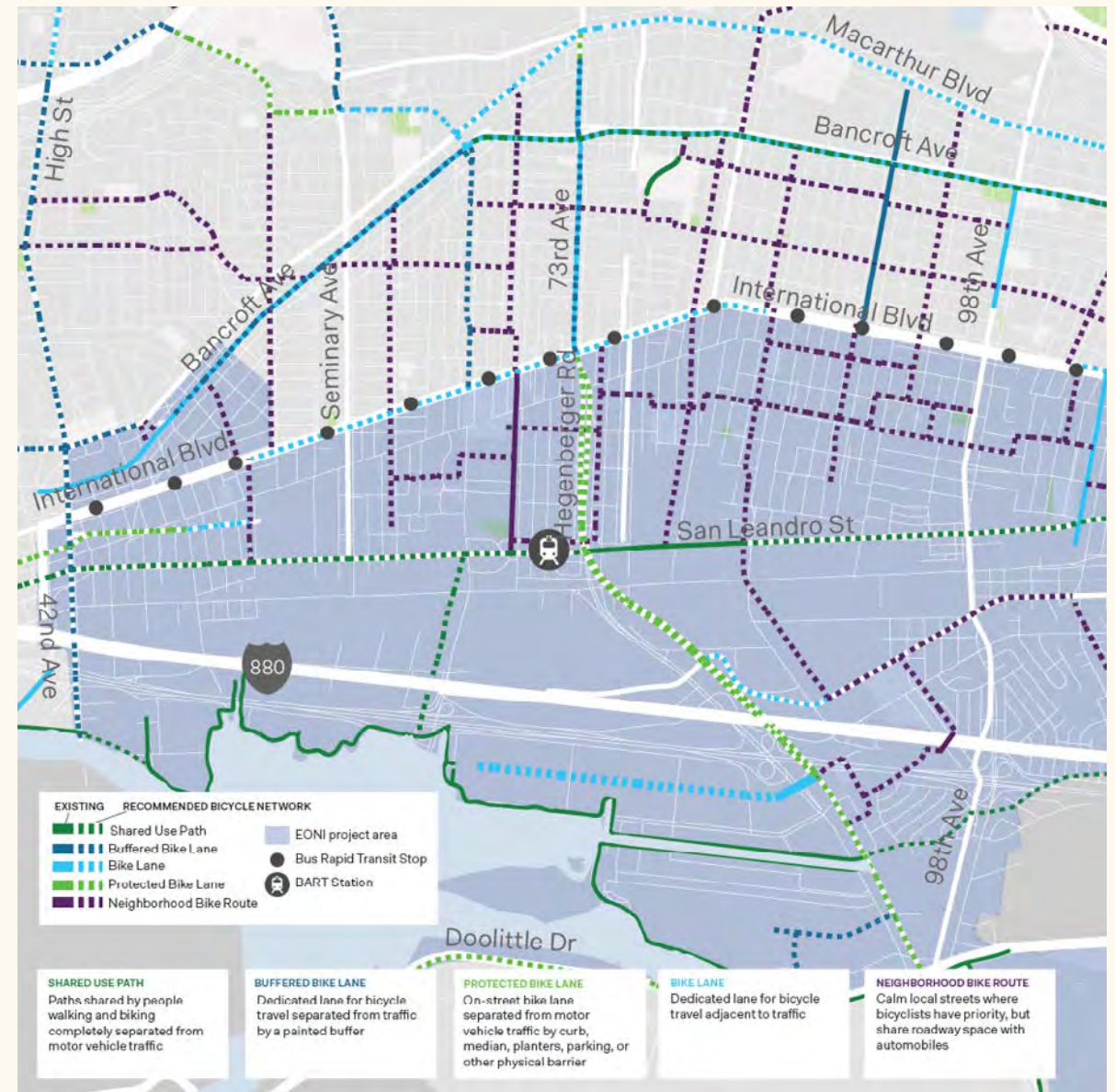
Recommends more Neighborhood Bike Routes in East Oakland to make bicycling more comfortable, serves neighborhood destinations and be more connected to other modes of transportation while reflecting the existing bicycle culture.

BRT

The Bus Rapid Transit (BRT) corridor runs along International Boulevard through the EONI area and will span from Downtown Oakland to the City of San Leandro. Endorsed by community groups in 2012, involving extensive community engagement and a Business Sustainability Plan to negate business impacts during construction, there still are community members who feel left out of the planning process and who see the BRT as another example of transportation dividing Black communities. Many looming questions remaining about the value of BRT. Even with the promise of making mass transit work better, BRT implementation is a cautionary note on how valuable deep community engagement is to ensure solid support and community buy-in.

*See Neighborhood Specific Projects and Appendices

A composite map of existing & proposed bicycle network, the Bus Rapid Transit (BRT), and the East Bay Greenway





SAFE AND ACCESSIBLE TRANSPORTATION

"There was a funding source for building health in East Oakland. It lets us start with East Oakland Matters! Then we move on to the intersections of all that our community is dealing with. When it comes to climate change, we are dealing with several compounding issues. A housing crisis is among them, but there's another crisis that makes it all worse... Climate change is an intensifier of injustice!"

-Ernesto Arevalo, Communities for a Better Environment

Projects

Indicator of Priority:

In the meetings survey, lack of public transportation is second highest concern; improved bikeways and walkways are the fifth highest improvement priority.

Existing City of Oakland Projects Include:

- East Oakland Industrial Streets, OakDOT (unfunded; resurfacing specific streets, adding bike/ped infrastructure)
- Pedestrian Lighting Installation, OakDOT (partially-funded; placing sidewalk lighting along International)
- East Oakland Mobility Hubs Pilot, OakDOT (unfunded; zones where shared vehicles, public transit, bike/ped infrastructure are co-located)
- Scraper Bikes bike shed program (included in TCC Implementation Grant application)
- OakDOT's Pavement Improvement Plan (funded)
- BRT along International (funded)
- OakDOT's East Bay Greenway (funded)
- Oakland Bike Plan (completed May 2019, projects TBD)
- San Leandro Creek Trail Master Plan (implementation underway)

GROW COMMUNITY WEALTH

"Black students need access to equal opportunities in education. We need to learn Spanish or we will be left behind in this new economy."

-EONI
Participant

Overall themes and trends include the desire for walkable amenities (grocery stores, health clinics, restaurants, etc.) located relatively close to residences or places within bus stops. The transformation of vacant lots into any number of potential assets for the community is a very tangible opportunity.

One specific project that keeps coming up is the establishment of the Black Cultural Zone. Beginning from a temporary hub located at 85th and International, the Black Cultural Zone activates green spaces with cultural events, the Roots Clinic, incubating businesses, and growing food for starters.

Approaches to boost the local economy are multifaceted. Habitat restoration was suggested as a local jobs option, in conjunction with the San Leandro Creek Trail as well as park maintenance jobs. Revitalization of International Boulevard comes up as a way to provide businesses for residents to walk to, with the related challenge to get enough community support and business from the community to keep them viable (rather than residents spending their money elsewhere at chain stores). As suggested in one neighborhood under transportation, public safety, and walkability in the neighborhoods must be addressed as community businesses are encouraged and before they will thrive which highlights the intersection of these issues.

Projects

Indicator of Priority:

In the popups, summer youth jobs and green jobs were the #1 and #2 priority areas identified; in the neighborhood meeting survey, business and job creation was the #3 community improvement

Existing City of Oakland Projects Include:

- Head Start Site Renovation Project – Brookfield, Human Services (unfunded, no additional plans/information yet)
- Tassafaronga Outdoor Improvements, Oakland Parks and Recreation (unfunded, no additional plans/information yet)
- Planting Justice aquaponics project (included in TCC Implementation Grant application)

ARTS & CULTURE

"Artists are historians...Leave it to the artist to record all of what's going on in the times. You can look through different eras of art and see exactly what was going on in that area, or in the era. The arts tell the story!"

-EONI Participant

A common theme throughout EONI is a desire and need for greater connectivity among area residents. People like to know their neighbors and have welcoming spaces in which to meet. Community events, street fairs, and local restaurants all contribute to a thriving and connected community.

The Black Cultural Zone (BCZ) will help maintain and bolster the character that East Oakland has had for the last several decades, in addition to potential revenue generation from thriving black arts businesses. BCZ provides the networking opportunity to share economic resources. BCZ plans to grow into a hub that is complemented by an ecosystem of programs, services, retail and black business incubation.

In Highland/Elmhurst, an Elmhurst Community Mural has begun with support from neighbors, youth, and anchored by EONI Partners Acta Non Verba and HOPE Collaborative. The mural centers on Black liberation and food sovereignty. Programming around the mural has also been supported by the emerging East Oakland Grocery Co-op, which has conducted Pop Up community engagement and food education in partnership with HOPE Collaborative and Acta Non Verba.

Across neighborhoods, community members have called for more arts hubs in local warehouses, creative activation of vacant lots, and the purchasing of foreclosed spaces for these purposes. The East Oakland creative community anchors the character of the neighborhoods, and there is a growing interest in elevating the creative community through development and funding for the arts.

Projects

Indicator of Priority:

EONI's Final Convening data showed greatest community support for Public Art as a Blight-Reduction Strategy. The Black Cultural Zone emerged as a beacon of East Oakland culture and art across surveys, meetings, and popup engagements. This is reflective of both the importance of the East Oakland creative community, as well as residents' desire for neighborhood beautification, safety and health. As shown above, greater sense of community, community festivals and organizing themes like the Black Cultural Zone were frequently expressed as aspirations.

Existing City of Oakland Projects Include:

- Tassfaronga Recreation Center Upgrades, OPR (unfunded, no additional plans/information yet)
- Ira Jinkins Community Center Renovation, OPR (unfunded, no additional plans/information yet)
- East Oakland Sports Center, OPR (unfunded, no additional plans/information yet)
- San Leandro Creek Project (implementation underway)



The first settlers in Central East Oakland were cattlemen who came to in the Melrose area to take advantage of the railroad to ship their products.¹¹⁸

A woman with dark hair and a black top is shown from the chest up, smiling slightly. Her right arm is extended forward, showing a large, dark blue or black tattoo of the words "EAST OAKLAND" in a serif font. The background is white with faint, light green decorative patterns, including swirls and star-like shapes.

EAST OAKLAND

"I'd like something like the Adventure Playground in Berkeley where kids can build and paint and climb with found object and real tools."

Anthony, Melrose resident

Parks & Public space
activations
Parques y Activaciones
de Espacios Públicos
I'm Oakland 83 ave
"(-"
Mi. Sueño Para Oakland es...
(.....)
Artistas
cocina 83 ave
Food. Justice
Comida. Saludable. Recetas
comida reseta



NEIGHBORHOOD-SPECIFIC PROJECTS

ABOUT THE EONI NEIGHBORHOOD COMMUNITY PLAN MAPS AND PROPOSED PROJECT LISTS

Each neighborhood area map identifies the approximate location of proposed projects referenced in the project list and describes the proposed implementations.

All of the listed projects build upon ideas discussed and introduced during the EONI process as well as specific projects carried over from prior or other ongoing planning efforts listed.





"It's easy for people to obtain loans to buy a new automobile, but very difficult for Elmhurst area homeowners to get a loan to fix up their houses."¹⁹

EONI PARTICIPANT





NEIGHBORHOOD-SPECIFIC PROJECTS **STONEHURST**

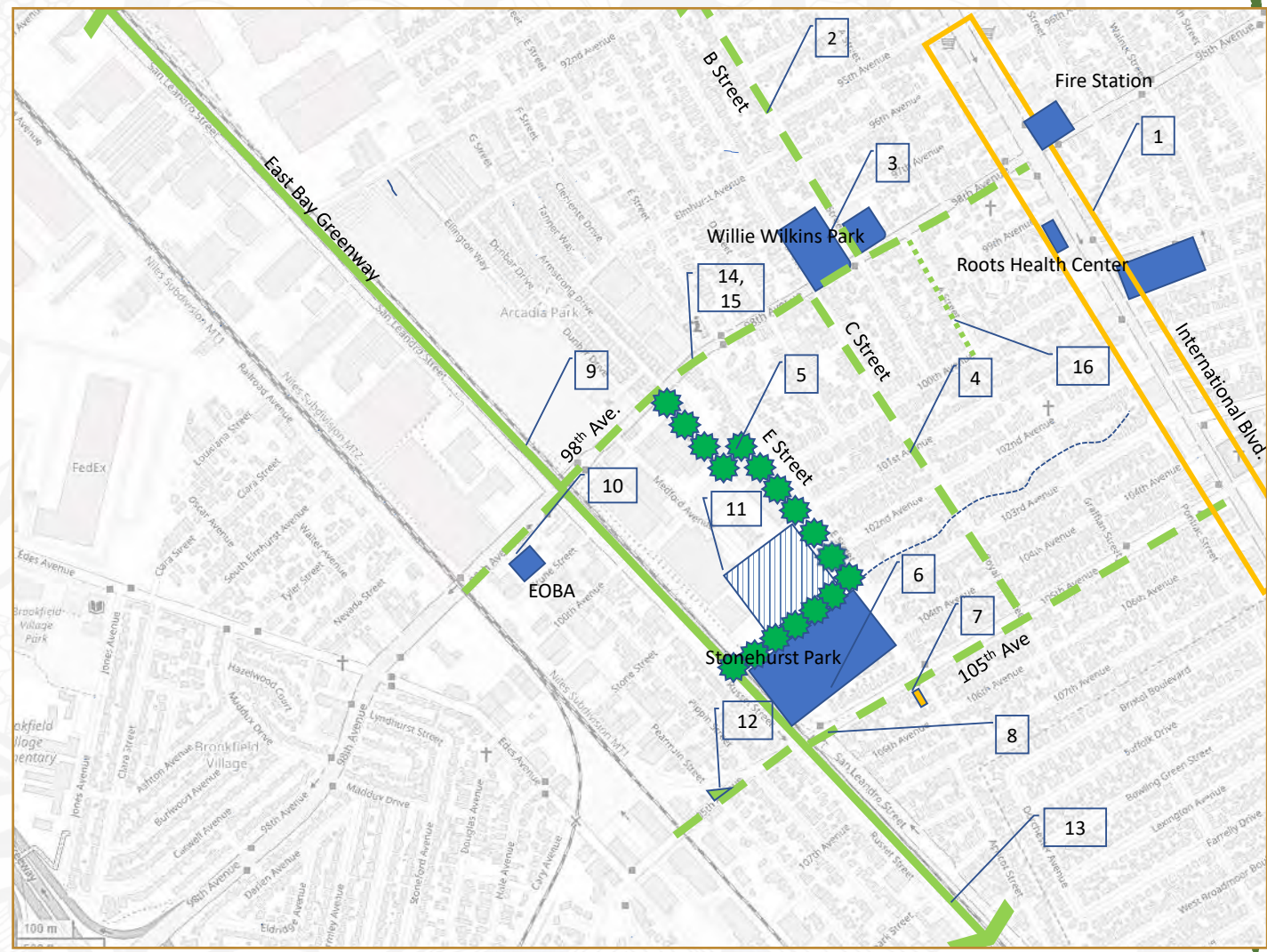
#	Project -Description	Source*
1	BRT-TOD Area investments, mixed-use and community-serving commercial, building enhancements/facades.	EONI meetings, International Blvd. TOD Plan
2	B Street Greening 98th Ave to 90th Ave.	EONI meetings
3	Willie Wilkins Park upgrades; programming; redesign; teen activities; performance spaces.	EONI meetings
4	C Street greening.	EONI meetings
5	Vegetative buffer along E and (partial) Gould Streets – aligned also with 300-ft industrial zone buffer.	PCA Plan
6	Open Stonehurst Park, creek restoration, joint-use with Korematsu-Esperanza.	EONI meetings
7	Corner store (old Mew's Market) enhancement, health retail and development.	EONI meetings
8	Upper 105th Ave. green street connections, from Union Pacific Railroad to International.	EONI meetings
9	East Bay Greenway phase 2, 85th Ave to 98th Ave.	ACTC Plan
10	East Oakland Boxing Association enhancements, parking and gardens.	EONI meetings
11	Identify maker space district in industrial areas (such as Medford Street area); explore opportunities for community solar. Provide Tenant Improvement Program grants for build-out.	EONI meetings
12	105th Ave median project at San Leandro Street and Pearmain (w/Sobranter Park).	Sobranter Park Landscape Visions
13	East Bay Greenway, phase 98th Ave to SL BART.	ACTC Plan
14	Commercial enhancement area E St./98th Ave.	EONI meetings
15	98th Ave green street connections from Willie Wilkins Park to San Leandro Street (also with ongoing street improvements with City of Oakland) along with potential commercial district upgrades along 98th Ave.	PCA Plan/City of Oakland Measure KK
16	A Street Bike Route.	EONI meetings

* For acronym explanations and links to Sources, see Glossary and Appendices

Priority Projects



NEIGHBORHOOD-SPECIFIC PROJECTS **STONEHURST**





NEIGHBORHOOD-SPECIFIC PROJECTS SOBRANTE PARK

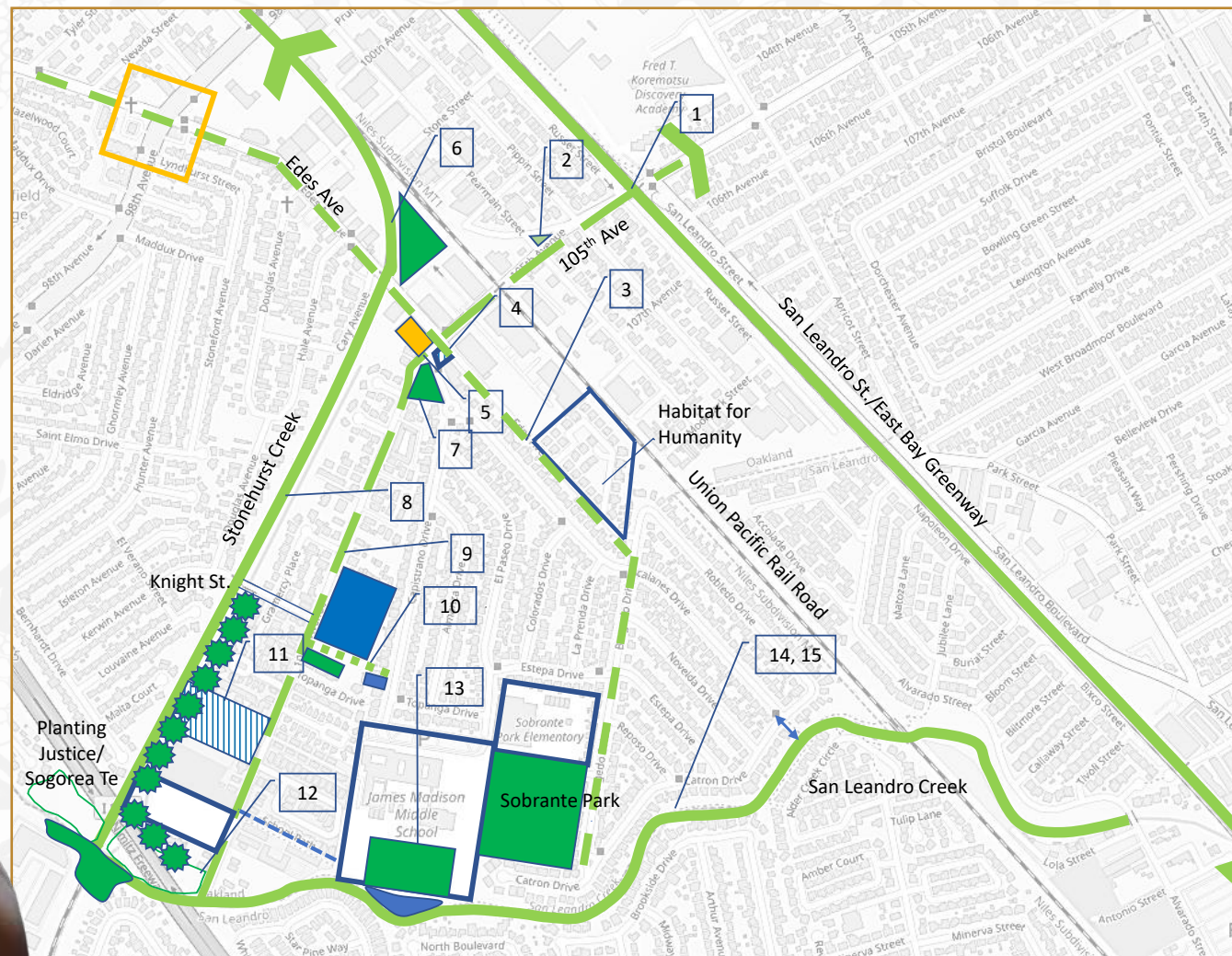
#	Project -Description	Source*
1	105th Avenue Greening (Upper) from Edes Avenue to San Leandro Street - safer Railroad crossing, street repairs, stormwater tree wells, designated for bikes, eco-landscaping, & art (in partnership with Stonehurst).	EONI meetings
2	105th Ave median at Pearmain Street traffic calming - street repairs, stormwater tree wells, designated for bikes, eco-landscaping and art (in partnership with Stonehurst).	EONI meetings
3	Edes Avenue (98th to Bergedo) Greening - a) Street repairs, stormwater tree wells, design-ated for bikes, eco-landscaping, and art (mural). b) Zoning study vis-a-vis industry adjacent to residential.	EONI meetings
4	105th & Edes - Activate vacant lot with Roots Community Health Center mobile medical clinic, regular (weekly/monthly) flea, farmers, craft markets, food carts, and vibrant community programming.	EONI meetings
5	105th & Edes - a) Utilize corner store improvements/façade improvements funds to source healthy local fresh produce & prepared foods. b) Revive adjacent vacant brick building as neighborhood navigation & recreation center (with Tyrone Carney park/gardens) or for small business coop (ice cream/juice bar/cafe).	EONI meetings
6	Union Pacific Rail Road Right Of Way - a) Walking/bike trail connection (from Railroad Avenue to Edes and in other direction to Doolittle Dr.). b) Neighbor fencing, sound wall/vegetative buffer , garden improvement for health, sound and air protection.	East Oakland Green Network Plan
7	105th Ave @ Acalanes - a) Open & Redesign Tyrone Carney Park. Include edible & medicinal plants, benches, community garden programming. b) Redesign Acalanes/105th/Capistrano intersection & roundabout, add solar lighting.	Sobranter park Visions, EONI meetings, SPRAC
8	Stonehurst Creek restoration and trail connecting Sobranter Park w/ Stonehurst neighborhoods to SL Creek (work with County Flood District).	San Leandro Creek Plans/East Oakland Green Network Plan
9	105th Avenue (Lower) - Green street repairs, stormwater tree wells, designated for bikes, from Edes Avenue to San Leandro Creek, including Knight Street. (partial funding from State on-going)	Sobranter Park Visions, SLC Planning
10	Community Reformed Church & Lionel Wilson School Path (connects 105th Ave & Capistrano) - Upgrade path floor, add solar lights; install gardens at church & school (work with church, school and Sobranter Park Resident Action Council).	Green Works Development Plan, SPRAC, EONI meetings

* For acronym explanations and links to Sources, see Glossary and Appendices

Priority Projects



NEIGHBORHOOD-SPECIFIC PROJECTS **SOBRANTE PARK**





NEIGHBORHOOD-SPECIFIC PROJECTS

BROOKFIELD VILLAGE / COLUMBIA GARDENS

#	Project -Description	Source*
1	RR Ave greening, landscaping, anti-dumping, bike path.	East Oakland Green Network Plan
2	Creek restoration/habitat zone and path.	See, City of Oakland OSCAR 1996, ref Delaval site
3	98th Ave/Edes Commercial enhancement/healthy retail, FIP, neighborhood center.	EONI meetings
4	Edes Ave greening connections.	EONI meetings
5	Clara/Edes land trust acquisition of city-owned parcel for infill housing.	Coliseum Redevelopment
6	Library/Senior center/Ira Jenkins Rec enhancements. Improve services for teens at sports center and access to park.	EONI meetings
7	Brookfield School green yard and buffer project, community solar (ongoing), joint-use.	Higher ground
8	I-880 freeway vegetative buffer project (with Caltrans).	PCA Plans
9	Lindheim Bridge enhancement and public plaza use.	RDB
10	Columbia Gardens green street/flood ground water adaptation and resiliency project, Tunis and Sextus.	RBD/ABC
11	Hegenberger Commercial infill for community services (computer lab, shops) and food production hub.	EONI meetings, Coliseum Redevelopment
12	Ratto Farm Urban/Ag park/Flood Plain protection.	PCA Plans
13	Commercial enhancements to outdoor seating area and access to creek at 98th Ave.	SL Creek Planning
14	98th Ave pedestrian connections between Edes Ave. and Empire Rd.	SL Creek Planning
15	Columbia Gardens Park improvements and improved pedestrian connection across 98th Ave. Restore community building.	Columbia Gardens charette meetings

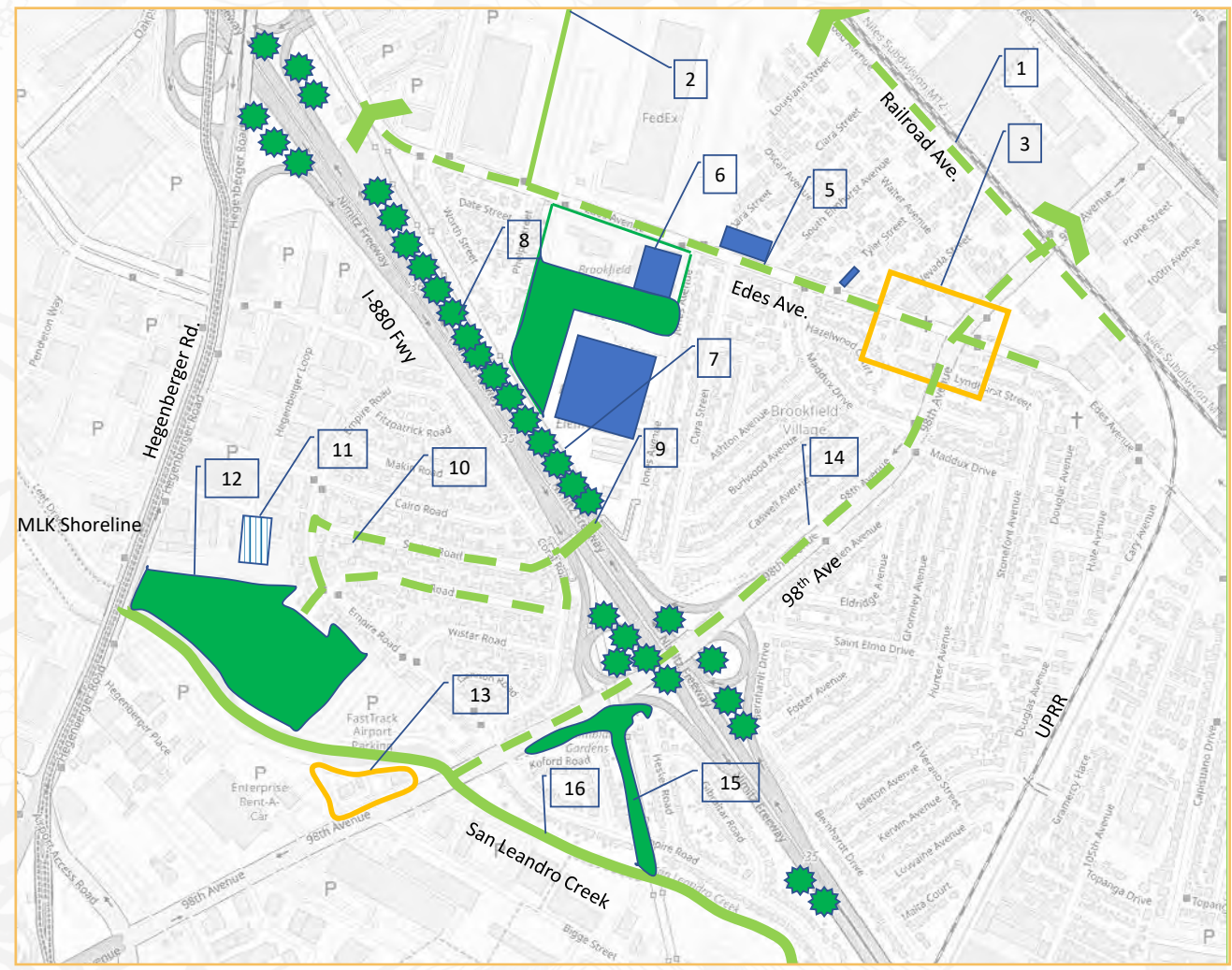
* For acronym explanations and links to Sources, see Glossary and Appendices

Priority Projects



NEIGHBORHOOD-SPECIFIC PROJECTS

BROOKFIELD VILLAGE / COLUMBIA GARDENS





NEIGHBORHOOD-SPECIFIC PROJECTS MELROSE

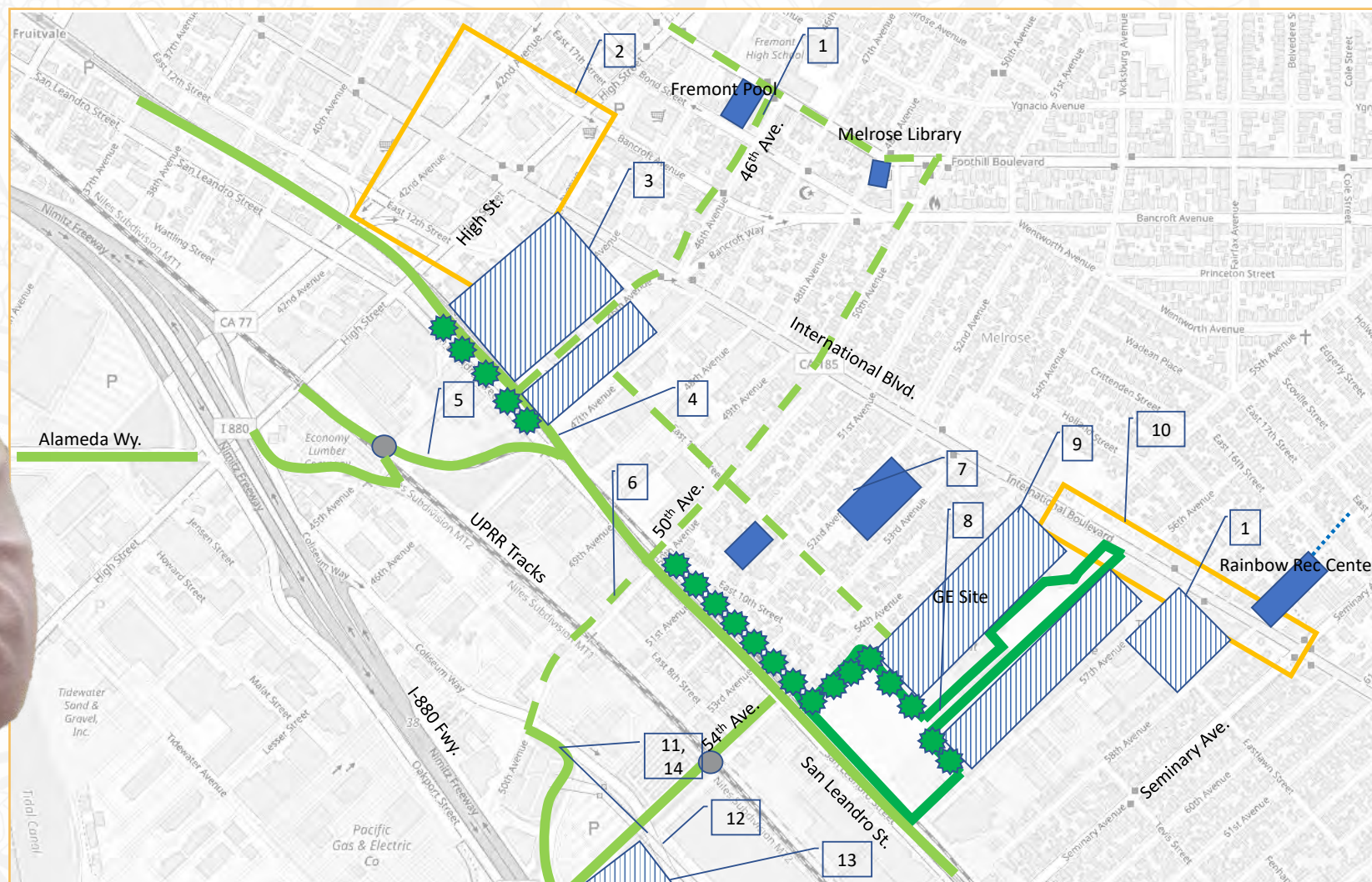
#	Project -Description	Source*
1	Fremont School to International green streets (linking to Pool), 46th Ave and Bancroft to Melrose Library.	Coliseum Redevelopment
2	BRT-TOD High to 46th Ave, and 47th Ave plaza improvements.	International Blvd. TOD Plan
3	Melrose infill development 11-acres combined, mixed-use development opportunity.	Coliseum Redevelopment
4	East Bay Greenway connector to 12th Street bike Blvd./Fruitvale BART. Development of greenspace at 47th Ave.	Coliseum Redevelopment
5	Melrose-Alameda-Tidewater greenway w/ RR bridge crossing, open space.	Coliseum Industrial Infrastructure Plan
6	50th Ave green street Coliseum Way to International Blvd.	Coliseum Industrial Infrastructure Plan
7	Bridge Academy/neighborhood mini-parks and school green connections.	Coliseum Redevelopment
8	GE site brownfield clean-up and greening space/Art Walk, International to San Leandro Street.	BRT TOD Plan
9	GE/Gatorade site development.	BRT TOD Plan
10	TOD-BRT area node, 54th Ave -Seminary Ave., FIP, neighborhood services, healthy foods.	EONI meetings
11	54th Ave Channel greenway connector with bridge over railroad.	East Oakland Green Network Plan
12	Coliseum Way street improvements/traffic improvements, swales and lighting.	Coliseum Industrial Infrastructure Plan
13	Flea Market site upgrades, community solar?	EONI meetings
14	Bridge connector over freeway to MLK Shoreline.	EONI meetings

* For acronym explanations and links to Sources, see Glossary and Appendices

Priority Projects



NEIGHBORHOOD-SPECIFIC PROJECTS MELROSE





NEIGHBORHOOD-SPECIFIC PROJECTS HIGHLAND/ELMHURST

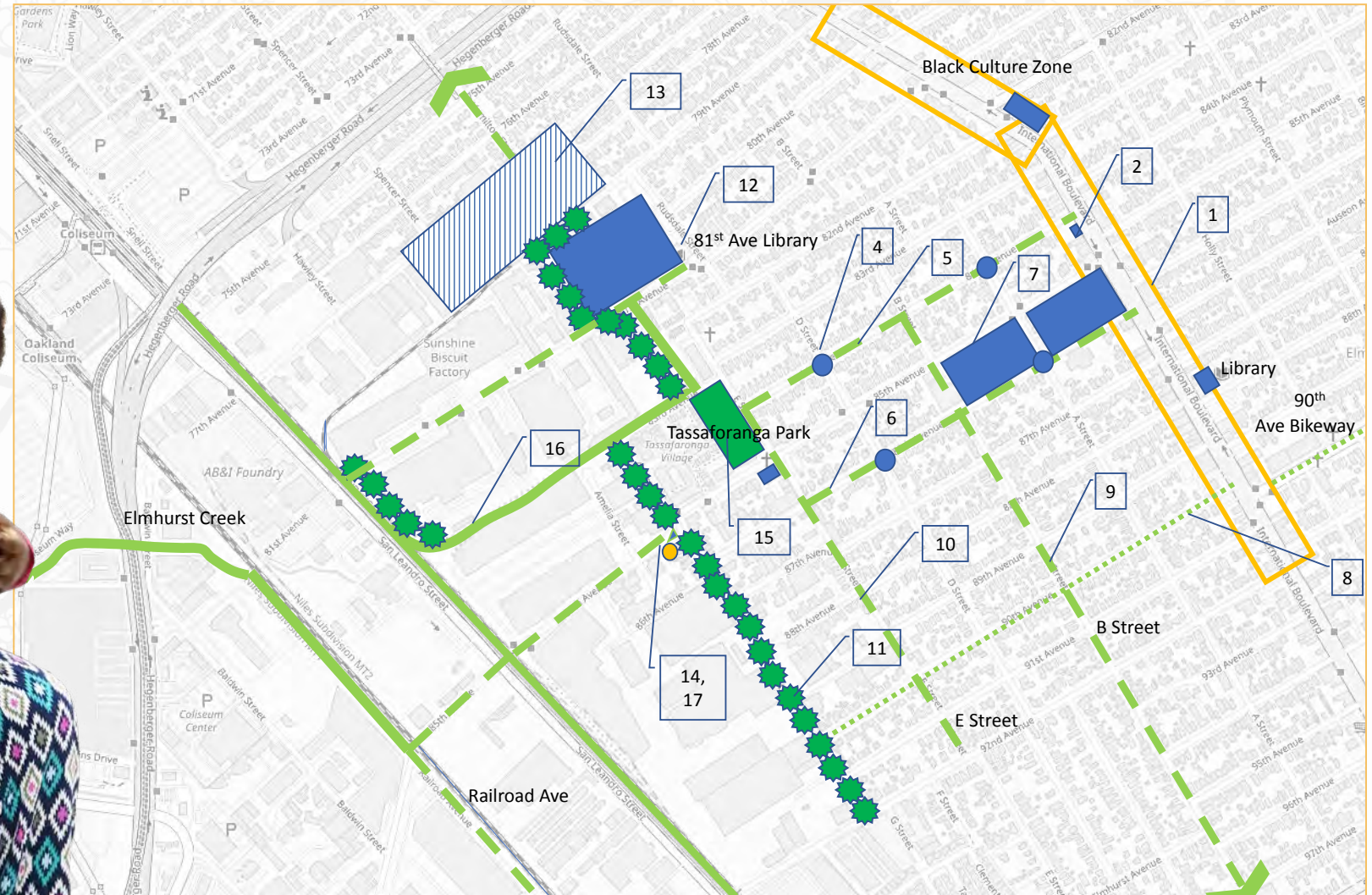
#	Project -Description	Source
1	Black Culture Zone/BRT-TOD node, International Blvd enhancements from 80th-92nd Ave., FIP, art/murals, pop-up farmers market at Allen Temple site, BCZ Hub (Black Culture Zone), arts/performance space. Social service hub at Allen Temple. Support neighborhood-serving commercial.	EONI meetings
2	84th Ave. outdoor living room enhancements/involve one-stop market.	Elmhurst Plan
3	Elmhurst Library enhancements.	Elmhurst Plan
4	Traffic circles- 2 on 84th Ave. and 2 on 86th Ave (at A and D Streets).	Elmhurst Plan
5	Elmhurst Green streets 84th Ave/ANV farm to International Blvd., planting strip enhancements/edible landscaping.	Elmhurst Plan
6	86th Ave. green street.	Elmhurst Plan
7	New Highland/Rise joint use/access (including potential through connector for B Street).	Elmhurst Plan
8	90th Ave. bike connections.	EONI meetings
9	School to Park B Street from Willie Wilkins to 83rd Ave. greening connections.	Elmhurst Plan
10	E Street green connector including access through Cosmopolitan Baptist lot.	Elmhurst Plan
11	G Street Buffer 92nd Ave. to 77th Ave as part of 300-ft industrial buffer zone.	Elmhurst Plan
12	Enhancements at 81st Ave. Library and School.	EONI meetings
13	Identify and develop maker-space district/incubators for community enterprises, community kitchens to support home businesses.	EONI meetings
14	81st Ave. streetscape, additional improvements (also traffic slow measures along 85th Ave. and 82nd Ave.).	EONI meetings
15	Tassafaronga Recreation Center enhancements and upgrades.	EONI meetings
16	Elmhurst-Tassafaronga Greenway Spur to East Bay Greenway.	East Oakland Green Network Plan
17	85th Ave./G Street Plaza and traffic calming gateway, FIP healthy corner retail/market, green street connections to San Leandro.	EONI survey
18	Repave streets completely from 83rd Avenue & A Street to 93rd Avenue & A Street.	EONI meetings
19	Create a cooperative grocery store.	EONI meetings

* For acronym explanations and links to Sources, see Glossary and Appendices

Priority Projects



NEIGHBORHOOD-SPECIFIC PROJECTS HIGHLAND / ELMHURST





NEIGHBORHOOD-SPECIFIC PROJECTS

LOCKWOOD / COLISEUM /
HAVENSCOURT / RUDSDALE

#	Project -Description	Source*
1	Development center key International Blvd commercial center, 50th Ave to Seminary Ave, Safeway Building e-use, BCZ.	EONI meetings, International TOD Plan
2	66th Ave to 69th Ave Civic Area - Library improvements/corridor enhancements.	Coliseum redevelopment
3	International Blvd./73rd Ave TOD node, use of city lot and mini-park enhancements.	EONI meetings
4	Hamilton Street green connector street.	EONI meetings
5	Arroyo Viejo greening and plaza, International to San Leandro, with exposed creek in median along Hegenberger Rd. Improve walkability and comfort for pedestrians and bicyclists.	East Oakland Green network Plan
6	69th Street greening.	EONI meetings
7	66th Street greening and traffic-calming (partially funded and done through City of Oakland), include improvements and access to Carter Gilmore Park Redevelopment.	EONI Meetings/Coliseum
8	Community job training center/maker spaces and cooperative businesses.	EONI meetings
9	Seminary Ave improvements.	EONI meetings
10	Lockwood Gardens Integration and connections/community center.	EONI meetings
11	East Bay Greenway phase 66th Ave to 50th Ave.	EONI meetings
12	BART to Bay Damon Slough/MLK Shoreline greenway linkage (including pedestrian bridge and bridge retrofits over freeway).	EONI meetings
13	BART Transit Oriented Development project including affordable housing.	EONI meetings
14	Community-serving uses at Coliseum City (Satellite Community College, restaurants, entertainment, town-hall function).	EONI meetings
15	Vegetative buffer along AC Transit corporate yard between Seminary Ave. and 63rd Ave.	EONI meetings

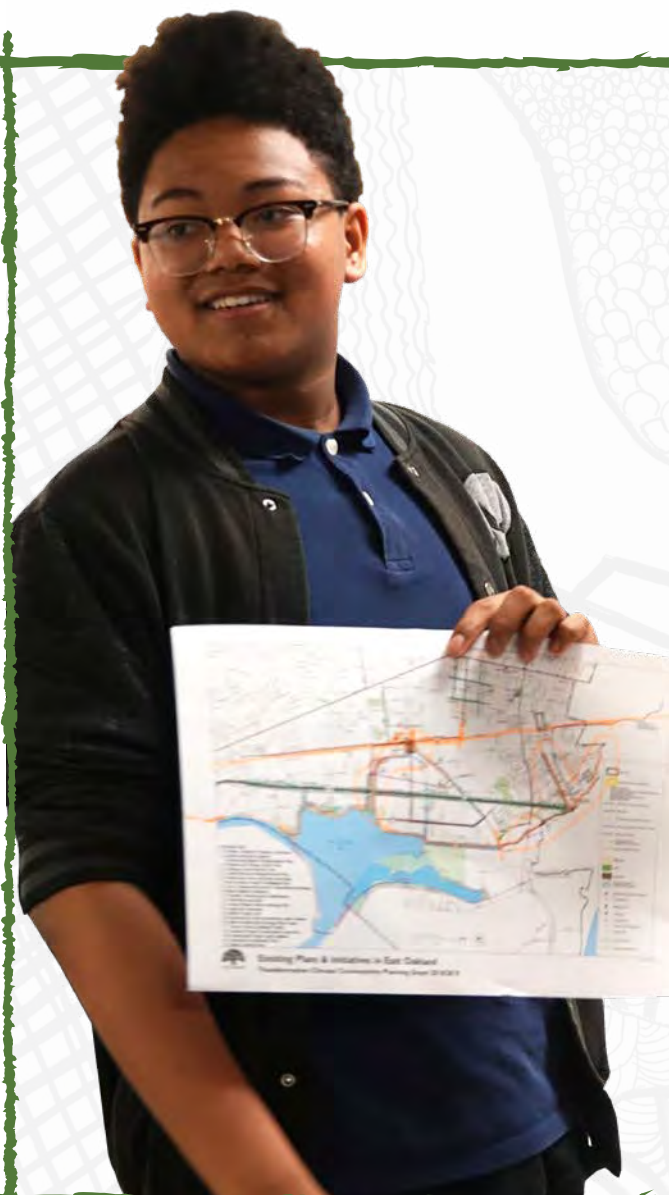
* For acronym explanations and links to Sources, see Glossary and Appendices

Priority Projects



NEIGHBORHOOD-SPECIFIC PROJECTS

LOCKWOOD / COLISEUM /
HAVENSCOURT / RUDSDALE





OTHER CITY OF OAKLAND PROJECTS

Coliseum Area Specific Plan

The April 2015 Coliseum Area Specific Plan articulates several goals, which include:

Create enhanced open space, Bay access, and natural habitat opportunities that will restore natural habitat, create public educational and Bay accessibility opportunities for Oakland and Bay Area residents.

Build upon and promote Oakland's recognized leadership and policies in protecting the urban environment, through the use of building techniques, which require fewer natural resources, and create a place that is committed to sustainability

Under Goal 6, the Coliseum Plan stresses the use of "building techniques that require fewer natural resources and that create a place which is committed to sustainability." To make that tangible, development-specific techniques and tools must be identified and used. Developers and general construction contractors should be required to incorporate methods that are committed to sustainability. Examples are: reduced use of concrete, incorporation of rapidly renewable materials (bamboo, straw bale), and other advanced building practices found in LEED and Living Building Challenge standards.

The Coliseum Plan states that "development projects should be . . . designed to increase public access to the Bay, enhance and restore natural habitat, . . . and provide public educational opportunities about the Bay ecosystem". Potential habitat regeneration areas include Elmhurst Creek, Damon Slough, San Leandro Bay waterfront, and associated streamside areas. The specific development it calls for includes:

- The creation of "a new residential neighborhood with an array of housing options "for all incomes and household sizes, in the space that is now the Coliseum.
- 5,750 new housing units on the Coliseum BART parking lot, east of the BART station.
- Home construction to use natural and sustainable building materials and systems, as previously mentioned.
- At least 15% of all new units built in the Plan Area are to be for extremely low-, very low-, low-, and moderate-income households." The 15% threshold is an area wide requirement, and any individual project is not beholden to the full diversity but developers are to "take existing residential uses into account and complement them."

NOTE: In a situation where 85% of homes that are being made only available to higher-than-moderate income households represents a development that is incongruent with EONI. EONI's sentiment suggests that while the 15% target is accessible to extremely low and very low income, at least another 15% should be available to low income. To help developers hit those targets, the City of Oakland is exploring ways to expedite the development process and reduce the pre-development timeline. There should be a goal of rewarding developers who are creating housing as affordably as possible. Active engagement of affordable housing developers like EBALDC, leveraging the Oakland Community Land Trust to eliminate the cost of land from development, and advancing community-ownership of cooperatives through the East Bay Permanent Real Estate Cooperative can all help ensure broad affordability.



OTHER CITY OF OAKLAND PROJECTS

The Coliseum Area Specific Plan specifically calls for multiple elements to promote biking and walking under Goals 3 and 4:

- Class II Bike Lanes along Edgewater Drive from Hegenberger Road through Sub-Areas B and C with at least two links to the Bay Trail. (Page 106)
- Improved streetscapes of the major gateways into the Plan Area, such as 66th Avenue, Hegenberger Road, and San Leandro Street. (Page 107)
- Installation of cycle tracks, or a protected bike lane, with a proposed bicycle circulation design. (Pages 108-109)
- An intermodal transit connection that integrates BART, the Oakland Airport Connector, Capitol Corridor Amtrak, AC Transit and any future transit system such as a streetcar into a single Transit Hub. (Page 67)

On jobs and employment, the Coliseum Area Specific Plan articulates the following goals:

- Create a regionally significant jobs and employment area that can expand Oakland's ability to attract new businesses and support existing businesses . . . Participate in the Bay Area's dynamic "innovation economy," and attract new businesses and job opportunities to the surrounding East Oakland area.
- Create a vibrant urban mixed-use district, attracting a significant community of residential and commercial uses. The Coliseum area will feature active streets and public spaces that provide an enhanced pedestrian experience, site security, and innovative urban place-making.

The Plan also calls for:

- Up to 8 million new square feet of office and retail space.
- All new buildings in the Plan Area should be designed to achieve CalGreen Tier One standards, in order to reduce or avoid air quality and GHG emissions impacts and reduce operational costs. (Page 96)
- Project designs should incorporate aspects of national guidelines and standards for sustainability, including the U.S. Green Building Council Leadership in Energy & Environmental Design (LEED) rating system, the Sustainable Sites Initiative (SSI), and local measures such as the City of Oakland's Green Building Ordinance. (Page 96)
- New development projects should reduce the amount of site water runoff by 25% from the existing pre-project condition. This can either be done onsite through increased pervious areas, reuse or infiltration, or it can be achieved regionally as part of a master plan for stormwater management. (page 126)
- New development will take into account projected Sea Level Rise. (page 132)
- Design flood protection against a nearer-term potential 16-inch sea level rise above current Base Flood Elevation for mid-term planning and design (2050); and design gravity storm drain systems for 16 inches of sea level rise. (page 133)



OTHER CITY OF OAKLAND PROJECTS

2016 Housing Action Plan and Housing Element (General Plan)

Elements of the City's displacement avoidance plans (see Appendix) include:

A 2016 Housing Action Plan to add 17,000 units of affordable and market-rate housing by 2024, and to preserve 17,000 homes at their current affordable levels. The 2018 - 2020 Economic Development Strategy also includes targets to increase the wealth of Oakland households of color, as these households are at highest risk of displacement due to the growing racial wealth inequality. The Economic Strategy specifically recommends households of color must gain enough assets to weather three months without income. It also targets the need to increase revenues for businesses owned by people of color.

The City of Oakland's Housing Element, 2015-2023, has multiple policies to:

- Fund non-profit and for-profit developers.
- Transform abandoned properties into new affordable rental housing.
- Preserve the supply of affordable rental housing through guidelines.

Programs that will help accomplish these policies include:

- A homebuyer Assistance & Mortgage Assistance Program that defers payment of second mortgages to low and very low income homebuyers.
- Neighborhood Housing Revitalization Program (NHRP), which gives financial assistance to owners of 1-4 unit or single family dwellings in need of repair.
- Rental assistance for extremely and very low income families through Section 8 vouchers.
- Offers of financial assistance to develop new affordable housing with appropriate supportive services for seniors, people with disabilities, and people living with AIDS.
- Imposing fees on commercial and residential developments which then go into an Affordable Housing Trust Fund.
- Instituting rent control policies.
- Developing displacement prevention services.
- Ending the conversion of single-room occupancy hotels.

Current affordable housing projects in the EONI area include:

- Coliseum Connections - 805 71st Ave (55 units low-income, 55 units moderate income).
- Coliseum Place at 72nd Ave (in pre-development, 58 units of low-income).
- 95th & International (in pre-development, 55 units low-income).



OTHER CITY OF OAKLAND PROJECTS

City Community-Based Transportation Plan (CBTP)

The December 2007 City of Oakland Community-Based Transportation Plan looked at multiple criteria to prioritize transportation system changes based on the community feedback after working with Urban Habitat, Allan Temple Baptist Church, East Bay Asian Youth Center, and others on outreach.

As an example of implementation, the plan called for AC Transit Route 98 expansion to evening and weekend service, and that is currently in place.

The Transportation Plan highlights improved bicycle connections to BART, including a bike lane along San Leandro Street from 66th Ave to 85th Avenue ("Class II" level of protection - medium priority). It also calls for subsidized car-sharing programs in East Oakland (low-to-medium priority) and AC Transit Route 98 evening and weekend service (medium priority). Deemed highest priority in the plan is streetscaping for public safety. Additionally, curb cuts, clear pedestrian walkways, and wayfinding signs have been called for on 69th Ave from San Leandro to International. Bus shelters are called for along International Blvd, specifically at 73rd, 82nd, 98th, 100th, 104th, and 105th Avenue. That plan is now 12 years old, so the recommendations warrant revisiting to determine whether the needs and purposes of these transit system elements have changed, to determine whether elements have already been implemented, and, finally, if elements have not been implemented in over 10 years, determine why that is the case. An updated East Oakland CBTP plan is being developed, concurrently with EONI efforts.

2018 - 2020 Oakland Economic Development Plan

The overarching guide to economic development is the 2018 - 2020 Oakland Economic Development Plan, which proposes the following objectives:

1. Oakland's economy will continue to grow, with a 10% increase in per capita gross regional product by 2020.
2. The number of Oaklanders making less than a living wage will be reduced by 50% through an increase in wages.
3. The asset poverty rate of African Americans (63%) and Latinx (69%) will be reduced by half.



OTHER CITY OF OAKLAND PROJECTS

Oakland Economic Development Plan contains related goals for 2018 - 2020:

Oakland Economic Development Plan also contains several EONI relevant guidelines and recommendations:

- Creation of 100 new businesses and servicing 500 existing small businesses annually . . . support of the Kiva Oakland program will allow 200 entrepreneurs a year to crowdsource loans
- Conduct a targeted geographic outreach to at least 500 businesses in low-income neighborhoods each year to raise awareness of the availability of business support services
- Strike a balance between the development of cannabis-related industries and other manufacturing sectors
- Protect zoning for industrial land
- Leverage private investment to encourage the rehabilitation of older, industrial building stock
- Promote Oakland as a center for new manufacturers and manufacturing R&D
- Continue to invest in, and promote, training pathways for local residents to secure apprenticeships and jobs in manufacturing which will promote manufacturing as a viable career
- Ten concrete things- five permanent retailers and five new popup or temporary retail vendor locations, including along the new Bus Rapid Transit route on International Boulevard

2017 - 2020 Workforce Development Strategic Plan

The 2017 - 2020 Workforce Development Strategic Plan, noting that Oakland's citywide poverty rate of 20% has changed little in the last decade, sets four-year goals, including:

- Adult Services Goal: Lead and support key citywide and regional innovations and partnerships that advance the economic security and resilience of Oakland's most vulnerable workers and residents.
- Youth Services Goal: Work with public, private, and community-based organizations and key local initiatives to empower disconnected young people in the City of Oakland to access meaningful employment opportunities.
- A One-Stop Career satellite center in East Oakland, a state EDD-run America's Job Centers of California, and job training services from Merritt College and Unity Council are among the available benefits from the Oakland Workforce Development Board to job seekers. As training alone does not employ people, the Oakland Economic Development Plan also calls for active engagement of the business community.

*"Every neighborhood needs an ice cream truck!"
- EONI Participant*



OTHER CITY OF OAKLAND PROJECTS

Resilient Oakland

Resilient Oakland broadly tackles the daily and chronic stresses facing Oaklanders today— financial, environmental and more— to better prepare for tomorrow's challenges. Its three themes:

1. Build a more trustworthy and responsive government
2. Stay rooted and thrive in our town
3. Build a more vibrant and connected Oakland

As a playbook, it lays out four goals for each theme with more detailed actions to achieve the goal.

Bike Master Plan

"The Bike Master Plan vision is that Oakland will be a bicycle-friendly city where bicycling provides affordable, safe, and healthy mobility for all Oaklanders. In addition to the community survey, the plan includes:

- An Equity Framework to guide plan analysis, plan recommendations and engagement
- New engagement strategies including partnering with community-based organizations to reach underrepresented Oaklanders
- New outreach strategies

The plan recommends bicycle programs, bicycle project and next steps, many of which are to benefit East Oakland."





OTHER CITY OF OAKLAND PROJECTS

Other Efforts

Other initiatives that have already supported EONI goals include:

- The Bus Rapid Transit corridor that is currently under development from Uptown to San Leandro along International Boulevard was endorsed by many community groups in 2012. The Rapid Transit corridor includes a Business Sustainability Plan to avoid negative business impacts during construction. Further, Causa Justa worked to avoid displacement from this BRT development and enabled residents' involvement. Even with that groundwork, however, there have been traffic disruptions and community members feeling left out of the process, with looming questions remaining about the value of BRT. As such, BRT implementation is a cautionary note on the value of deep community engagement to ensure solid support and community buy-in.
- East Oakland Collective community workshops for the City of Oakland's bike plan.
- The San Leandro Creek Trail Master Plan was completed in 2017, providing preliminary design concepts for an implementation strategy that includes a multi-use path along the Creek. Implementation is now underway. The expected budget and path are shown on the next page.

"Why is it that we can walk to get any kind of gun, drug, or alcohol that we want, but we have to take the bus to get school supplies?"

-Art, 16 years old

Future efforts that could support EONI and which are called out in plans include:

- Elmhurst Creek Open Space corridor, intended to regenerate the natural habitat and restore stream function, while also providing public open space, and recreational amenities for residents, workers, and visitors.
- A 2018 Cultural Development Plan, titled "Belonging in Oakland," identifies ways to maintain Oakland's culture identity, Oakland's vast pool of artists, and the small businesses that contribute to Oakland's vibrancy.
- The Lower Elmhurst Neighborhood Plan was developed by HOPE Collaborative in an effort to improve community health. On transportation, the plan recommends green streets and bike/pedestrian streets along 84th Avenue, 86th Avenue, 89th Avenue, B Street, and E Street.
- Preliminary Sea Level Rise Road Map. The Sea Level Rise Road Map calls for a "living levee system" to be constructed along both sides of the Damon Slough. A conceptual levee design and the cost estimates were developed.



OTHER CITY OF OAKLAND PROJECTS

The Healthy Development Guidelines

The Healthy Development Guidelines, a collection of relevant policies (current and proposed), are a planning framework and tool for new development in Oakland that aims to advance health equity and community engagement in the City's planning and development review process. Oakland residents and leaders, architects, developers, community organizations, and other stakeholders contributed to the development of these Guidelines. The standards in the guidelines reflect the priorities of this broad group of Oakland stakeholders with a particular focus on lifting up the voice of historically under-represented Oakland residents of color. The Guidelines address community-identified problems related to development

that disproportionately affect low-income communities of color in Oakland and are based on the principles of health equity, which are grounded in the understanding that everyone in Oakland -- no matter who you are, where you live, how much money you make, or the color of your skin -- deserves the opportunity to lead a healthy, fulfilling, and productive life.

The process to create the Guidelines was led by a team from East Oakland Building Healthy Communities – including Causa Justa::Just Cause, Communities for a Better Environment, East Bay Housing Organizations and HOPE Collaborative – the Alameda County Public Health Department, and the City of Oakland Planning and Building Department, with assistance from Raimi + Associates and ChangeLab Solutions.

The Healthy Development Guidelines are organized by the following topics:

- Environmental Health
- Economic Opportunity
- Community, Culture and Safety
- Healthy Food
- Transportation
- Housing
- Recreation and Active Design





OTHER CITY OF OAKLAND PROJECTS

San Leandro Creek Greenway and Outdoor Classroom

The 1.2-mile San Leandro Creek Greenway and Outdoor Classroom is funded by a \$4.1 million California Natural Resources Agency Green Infrastructure grant that will connect Madison Park Academy to Martin Luther King Shoreline Open Space. It was initiated by EONI partner, the Bower Dellums Institute for Sustainable Policy Studies and Action guiding Merritt College Environmental students. Alameda County Flood Control District is the lead agency. Community design to be completed the summer of 2019. Construction is to be completed in 2020. This project is utilizing many of the workforce, transportation, culture, health and open space EONI recommendations. It is a safe routes to school, transit and jobs class 1 pedestrian and bike trail.

Water Needs Assessment grant for East Oakland

The Brower Dellums Institute for Sustainable Policy Studies, an EONI partner, is planning for implementation grants to mitigate East Oakland issues like illegal dumping entering the storm water system, creeks and bay. The effort will also improve access to creeks, capture and use rainwater for gardens and vegetation, and is supported by a Proposition 1 Water Needs Assessment grant.

"In preparation for updating the city-wide General Plan, it's our vision to update our land uses by changing zoning policies and legalizing the "informal economies" that keep families solvent. It is a creative entrepreneurialism that is also a culturally specific economic strategy. Additionally, we are determined to retain home and business ownerships. We value local businesses and wish to develop the empty corridors of East 14th Street /International Blvd, between 98th and 105th, prioritizing investments that support the revival of a sustainable Black economy. We will partner with private and public entities to revitalize vacant lots developed for public use and/or jobs. These strategies are our response to several of the neighboring industrial companies who have withdrawn from the area."

Stonehurst Resident Leader



FUNDING SOURCES & STRATEGIES

Many potential funding sources are aligned with EONI vision and projects. Some sources are accessible to local non-profits and other partners (like affordable housing developers); others are only accessible by the City of Oakland. Further collaboration will be required for success.

1. City of Oakland

Ongoing appropriation for Parks, Public Works, and other departments can support several projects and objectives of EONI, such as park maintenance, road maintenance, bike lane construction, debris removal, and more. In addition, the City of Oakland can access vacant plots of land to put to higher use. An important part of implementation is to pinpoint any historic barriers that have prevented park and road maintenance and more, and look at innovative approaches to cost-effectively make improvements (e.g. train and empower locals to fill potholes, etc.)

2. Foundations/Non-Profits

Several foundations have interests in East Oakland and/or are otherwise aligned with EONI goals, including the East Bay Community Foundation, San Francisco Foundation, and Rockefeller Foundation. In addition, non-profits like EBALDC, Community Vision (formerly NCCLF), Oakland Community Land Trust, Institute for Sustainable Communities (and its Partnership for Resilient Communities), Funders' Network (Partners for Places), National Association of Community Resilience Planners and the Urban Sustainability Directors Network have relevant resources.

4. State

The State of California offers traditional and more innovative funding opportunities: the Transformative Climate Communities Implementation Grant, the California Energy Commission's EcoBlock program, CalEPA's Environmental Justice Small Grants, Clean Vehicle Rebates and several additional CA Climate Investment programs like Active Transportation, Affordable Housing and Sustainable Communities, Community Air Protection, Low Carbon Transit Operations and much more.

3. Federal

Federal resources are often channeled through the state and/or City of Oakland. Agencies with relevant programs include U.S. EPA, Housing and Urban Development (HUD), Department of Transportation (DOT) and U.S. Forest Service (USFS).



FUNDING SOURCES & STRATEGIES

Innovative Funding Sources

Opportunity Zones: The Tax Cuts and Jobs Act of 2017 provides a new incentive – centered around the deferral of capital gains taxes – to spur private investments in low-income areas designated as Opportunity Zones. Investors that invest in projects in identified zones for a seven-year period automatically receive a 15% tax break. When the investment makes money, the investor has no capital gains tax liability. Opportunity Zones require census tracts to be at or below the poverty level, but they also have a preference for areas with potential to develop transit hubs.

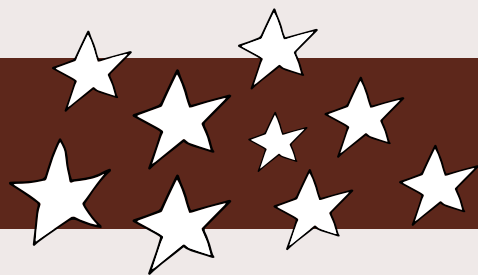
Community-oriented Enhanced Infrastructure Financing District (per AB 313): This financing tool can help fund specific projects and other infrastructure including provisions for affordable housing. If applied to the Coliseum Specific Plan area, as the Coliseum Project becomes entitled, a clear and robust Community-Benefit Agreement would be negotiated and established for the direct enhancement of the EONI neighborhoods and residents per the goals of this Community Plan.

Direct Public Offerings: Businesses seeking start-up funds can go through a state-level process to solicit investments on the order of \$1,000 from non-accredited investors through a DPO. Platforms to help promote DPOs include CuttingEdgeX.

Crowdsourced Funding: Similar to DPOs are other platforms through which businesses can offer equity to unaccredited investors, two of which include WeFunder and Crowdfund Main Street. East Bay Permanent Real Estate Cooperative and People Power Solar Cooperative are taking that model and raising capital for community-owned affordable and cooperative housing/energy.

Community Innovation Grant: East Bay Community Energy, Oakland's new clean energy provider, has a framework (Local Development Business Plan) developed with community input for accelerating clean energy investments that enhance workforce development, promote stronger local economic activity, and increase community resilience. Their Community Innovation Grant will award up to a total of \$160,000 in funding to non-profit and community-based organizations for projects designed to deliver energy-related social and environmental benefits to residents of Alameda County.

Green/Resilience Bonds: Revalue.io is working to create a bond vehicle for community energy-efficiency projects, where funds are provided upfront via the City of Oakland and/or East Bay Community Energy, and then paid back via property tax and/or on-bill financing.

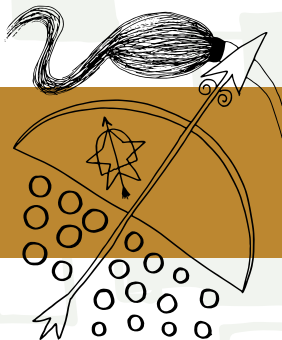


ACRONYM GLOSSARY

Acronym	Term
EONI	East Oakland Neighborhoods Initiative
RAC	Resident Action Council
GHG	Green House Gas
SGC	Strategic Growth Council
TCC	Transformative Climate Communities
EOBHC	East Oakland Building Healthy Communities
EOC	East Oakland Collective
HOPE Collaborative	Health for Oakland's People & Environment Collaborative
OCAC	Oakland Climate Action Coalition
ANV	Acta Non Verba
CBE	Communities for a Better Environment
LCEA	Local Clean Energy Alliance
EBCE	East Bay Community Energy
EBPREC	East Bay Permanent Real Estate Cooperative
SPRAC	Sobrante Park Resident Action Council
CBO	Community-Based Organization
EJ	Environmental Justice
UCC	United Church of Christ

Acronym	Term
OEHHA	Office of Environmental Health Hazards Assess-ments
EPA	Environmental Protection Agency
CES	CalEnviroScreen
BAM	Black Arts Movement
BJS	US Bureau of Justice Statistics
EDA	Economic Development Administration
ACS	American Community Survey
NCPC	Neighborhood Crime Prevention Council
BCZ	Black Cultural Zone
CDC	Community Development Corporation
CO2	Carbon Dioxide
OPR	Office of Planning & Research
BRT	Bus Rapid Transit
BART	Bay Area Rapid Transit
DOT	Department of Transportation
TOD	Transit Oriented Development
PCA	Priority Conservation Areas
ACTC	Alameda County Transportation Commission
SLC	San Leandro Creek
FIP	Facade Improvement program (City of Oakland)

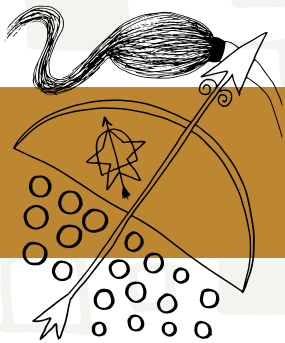
Acronym	Term
RBD	Resilient By Design
ABC	All Bay Collective
OSCAR 1996	Open Space, Conservation and Recreation Element (City of Oakland General Plan)
MLK Shoreline	Martin Luther King Jr. Regional Shoreline Park
GE Site	General Electric Site
LEED	Leadership in Energy and Environmental Design
EBALDC	East Bay Asian Local Development Corporation
AC Transit	Alameda County Transit
CBTP	Community-Based Transportation Plan
R&D	Research and Development
EDD	Employment Development Department
NCCLF	Northern California Community Loan Fund
DPO	Direct Public Offerings
TIP	Tenant Improvement Program (City of Oakland - for improvements to inside of commercial spaces)
EIFD	Enhanced Infrastructure Financing District



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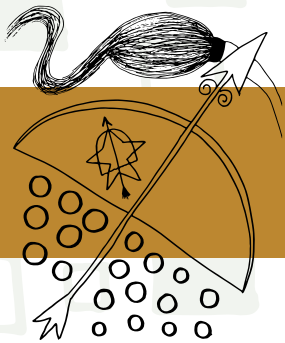
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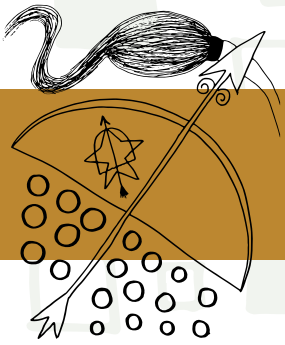
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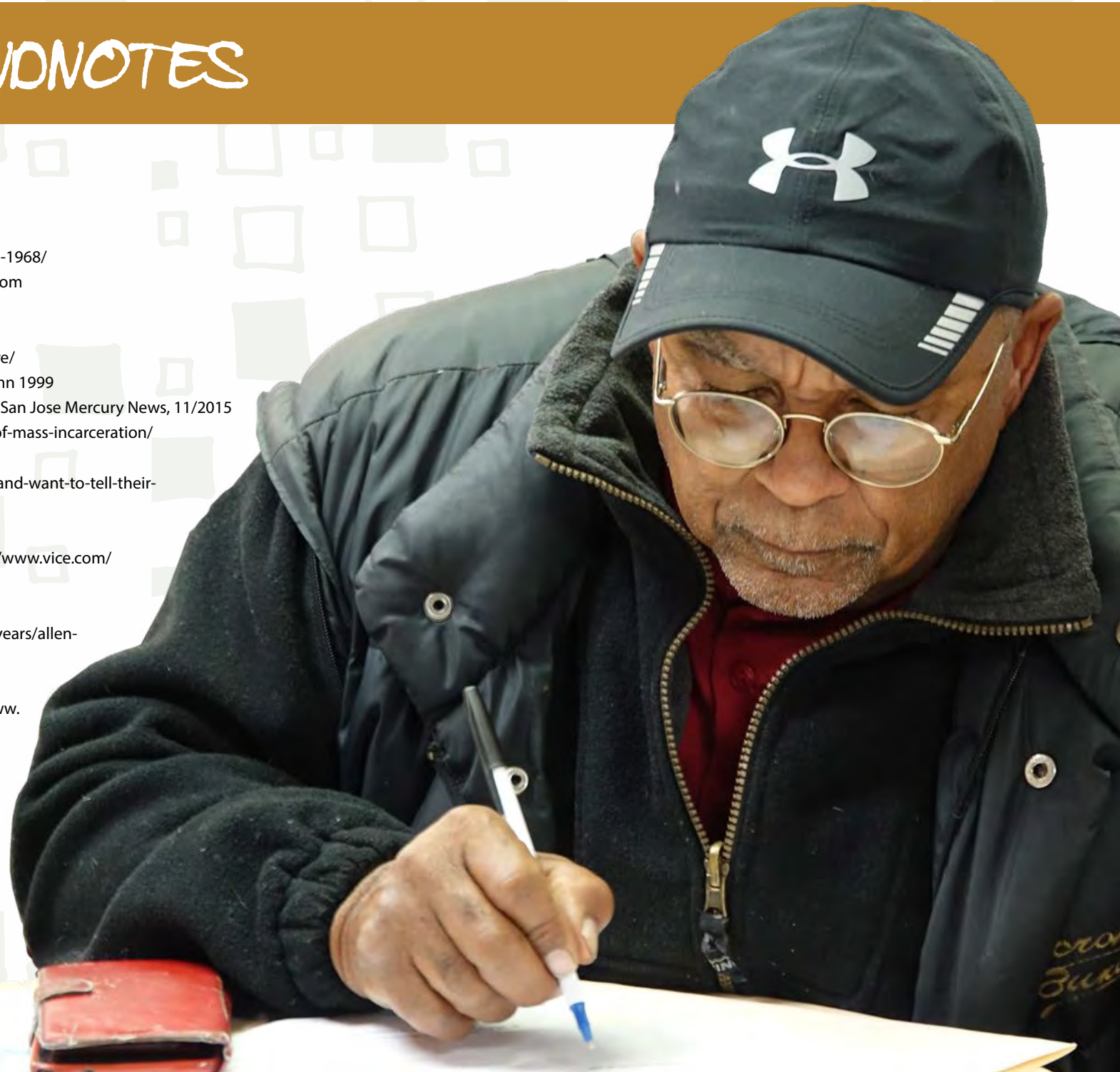
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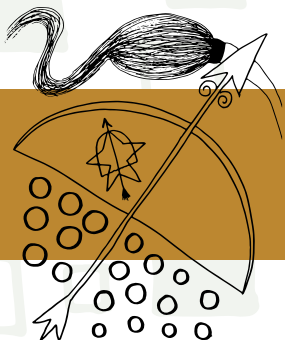
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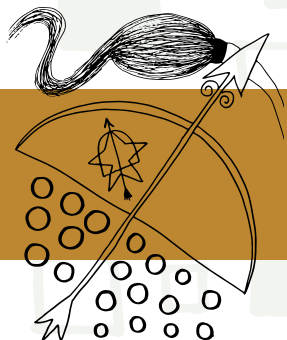




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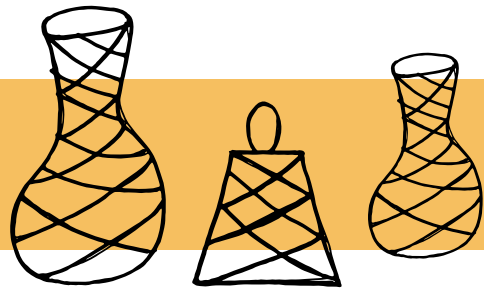




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March 12, 2019 Stonehurst meeting
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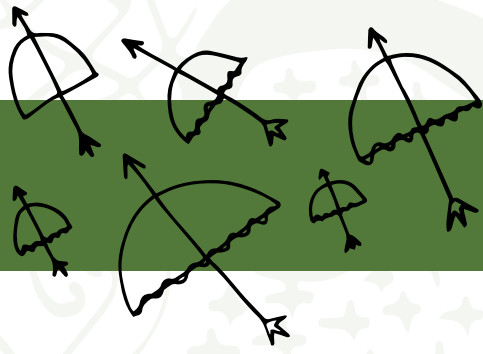




APPENDICES



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ART ELEMENTS -GROUND WRITING

Nedra T. Williams

Groundwriting is communication. The images in this booklet are Nigerian from the Edo speaking people. Through symbols, lines and dots, the earth is the paper and the images are the words that express nature, people, the cosmos and celestial beings. Similar to E. Indian Mandalas and Haitian Vevs, these writings are set-patterns that Speak, Protect and Enlighten. Ground writing is a system between the spirits and humans and is ephemeral that is: to strike an immediate cord, send a message, invoke a healing, or solidify a connection with spirit, — then — disappear.

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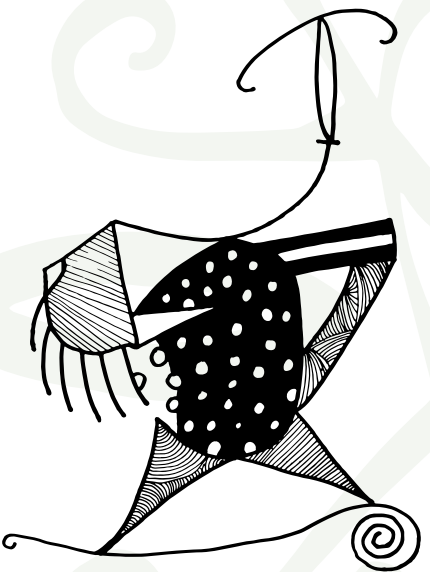
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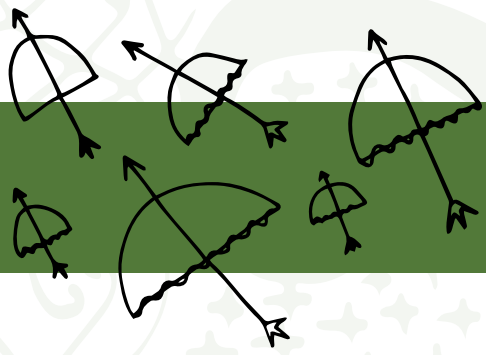
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HOSTS OF NEIGHBORHOOD MEETINGS

81st Avenue Branch, Oakland Public Library
Brookfield Village Elementary School
City of Oakland Main Library History Room
Community Reformed Church - hosted Sobrante Park
East Oakland Boxing Association (EOBA)
East Oakland Senior Center (Brookfield)
Higher Ground Neighborhood Development Corp.
InAdvance - breakout presenter
Jalisco Market - hosted Columbia Gardens
Lionel Wilson students & instructors
Madison Park Academy Middle/High School

Melrose Branch, Oakland Public Library
Merritt College ENVMT Program students
Rainbow Recreation Center, City of Oakland
Roots Community Health Center
Tassafaronga Recreation Center, City of Oakland

PROVIDERS - EDUCATION AND TOOLS

East Bay Permanent Real Estate Cooperative
InAdvance
National Association of Climate Resilience Planners (NACRP)
People Powered Solar Cooperative
Roots Community Health Center

PROJECT FUNDERS

Bay Area Air Quality Management District
City of Oakland
Strategic Growth Council

EAST OAKLAND LOCAL CATERING BUSINESSES

Juanita's
Kangen Water - Howard Oliver
MexiQ
Popusa Cojute

SPECIAL THANKS!

Angela Noel

IN LAK'ECH

Tu eres mi otro yo
Si te hago daño a ti,
Me hago daño a mi mismo,
Si te amo y te respeto,
Me amo y respeto yo.

You are my other me,
If I do harm to you,
I do harm to myself.
If I love and respect you,
I love and respect myself.

