



CITY OF OAKLAND

MEMORANDUM

CITY HALL • ONE FRANK H. OGAWA PLAZA • OAKLAND, CALIFORNIA 94612

OFFICE OF COUNCILMEMBER LOREN TAYLOR • DISTRICT 6

Date: March 15, 2019

To: Members of City Council and Members of the Public

CC: Mayor Libby Schaaf, City Administrator Sabrina Landreth, City Attorney Barbara Parker and Finance Director Katano Kasaine

From: Councilmember Loren Taylor

Re: District 6 Budget Priorities FY 2019-21

Dear Colleagues and Members of the Public,

As a native Oaklander and proud District 6 Representative, I look forward to investing in much needed services to support our residents and strengthen our city. Oakland is an amazing city. We cherish our diversity, intellect and unique Oakland culture.

My priority since taking office has been to ensure that we continue to realize the full potential of our great city, and do so in a way that takes care of all Oaklanders – living up to our shared values that make us the #LoveLife City. It is in that spirit that I am focusing on the following 5 priorities:

1. Shared Vision for District 6: Our path forward in District 6 must begin by crafting a community-inspired shared vision for District 6 that anchors a broader holistic vision for Oakland. I have held hundreds of meetings both in District 6 and in City Hall to begin laying the foundation of that shared vision. Advancing our vision requires two key investments:

- Community visioning process *in year 1* to establish the vision framework, elements, and development guidelines, and other parameters (including an economic opportunity zone planning Overlay)
- The beginning of a D6 Area Specific Plan *in year 2* for a planned completion by June 2022

2. Vibrant Economy in East Oakland: The City of Oakland has been in a period of development and expansion over the last several years, with the glaring exception of East Oakland and District 6. I believe significant funding towards economic development is desperately needed to address the inequity, and provide the housing, jobs, and local amenities our residents deserve via the following items:

- A dedicated D6 Business Development Manager is needed to help D6 businesses grow, start new ones, and attract businesses to move to D6 who share our values and commitment to bring business and development to D6
- Funding of workforce/career skills development and job training for a variety of industries including:
 - Building and Construction Trades - We know that well-paying jobs in the trades will exist in our city for decades and are lucky to have phenomenal job/skills training programs here in Oakland that need funding to support and expand their programming
 - Entrepreneurship – It is important that our community be prepared for true financial independence, by learning how to build our own businesses and being supported in doing so
 - Technology-Based Careers – As all of society gets more dependent on and integrated with technology, it is important that we prepare our workforce of today and our workforce of tomorrow to succeed in their future careers
- Youth Employment – Our youth are talented and ensuring that they have access to jobs not only allows them to earn an income to offset family living expenses, but also prepares them for future job/ career success

3. End the Push-Out/Price-out of Longtime Residents: I have seen first-hand the impacts of displacement of family and friends in Oakland. This issue impacts our entire City and our residents have made it clear that they want a laser focus on this topic. I support:

- Establishing Sanctioned Homeless Encampments with basic and supportive services
- Accompaniment of proposed rent stabilization measures with increased investment in the Rent Adjustment Program (RAP) to bring petition review to 8-10 weeks.

- Increased funding of efforts to preserve existing affordable housing stock; through vehicles that include cooperative community investment, community land trusts, etc.
- 4. Safer, Cleaner, More Attractive Streets:** Blight, illegal dumping and streets riddled with potholes are far too prevalent in Oakland. We must show the pride in our City by maintaining and beautifying our streets. I support:
- Beautification and Streetscaping
 - Increased rewards for reporting of illegal dumping
 - Education and PR campaign for culture and behavior change regarding litter and dumping
 - Potholes and paving for smart street design
- 5. Improved Efficiency, Effectiveness of City Operations:** Transparent, effective government is the bedrock for our City's momentum. I support:
- Performance Management Phase 1 complete in 1 year:
 - 50% of departments with dashboard reporting of performance in priority metrics
 - 100% of departments with defined metrics tied to strategic priorities
 - Performance Management Phase 2 Complete in year 2:
 - All departments with dashboards reporting that presents along priority metrics
 - Increase HR Department resources and implement policy changes to cut hiring time by 50%
 - Support for dedicated resources supporting the Police Commission with accountability to Police Commission

I thank you for your consideration,

A handwritten signature in black ink, appearing to read "Loren Taylor".

Loren Taylor
Councilmember, District 6