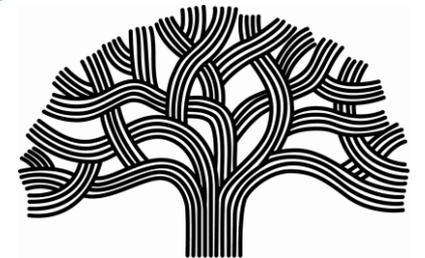




City of Oakland

Economic Recovery Advisory Council

August 17, 2020



CITY OF OAKLAND

Monday, August 17, 2020

OERAC Meeting Agenda

1

Welcome

Alexa Jeffress

5 minutes

5

Wrap Up and Next Steps

Alexa Jeffress

5 minutes

2

Opening Remarks

Mayor Libby Schaaf

10 minutes

3

Overview of Process – Drafting Interim Recommendations

Marisa Raya

5 minutes

4

Overview of Interim Report Recommendations

(60 minutes) – Recovery Council Coordinating Committee and Working Group Leads)

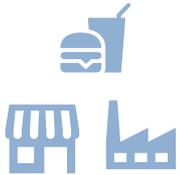
Working Groups



PHASE IV: Longer Term Recovery for Cultural and Arts Organizations and Workers

Sporting events, concerts, live performances, large events, tourism

Working Group Lead: Dr. Mieko Hatano



PHASE I & II: PPE and Worker Safety

Health care industry, Groceries and Essential Businesses - Retail, manufacturing, offices, restaurants

Working Group Leads: Barb Leslie, Ari Takata-Vasquez, Ali Obad



PHASE III & Cross Sector: Small Business Resources – Immediate Rent Relief and Long-term Equity

Gyms, spas, salons, health centers – Framing an Equitable Recovery

Working Group Leads: Julina Bonilla, Micah Weinberg

Process: Working Groups, Recommendations, and Interim and Final Progress Report



Working Groups have been meeting between meetings to form recommendations



Immediate recommendations actionable by the City are being implemented in real time where possible through City programs and policy decisions



Recommendations not within City jurisdiction are passed to County officials or used to inform State and Federal advocacy efforts

Longer-term recommendations are being analyzed by City staff to identify racial equity outcomes and data and other resource needs and compiled into two reports:

August 17th **Interim Report**

Presented to Mayor, Vice Mayor and Advisory Council



October 19th

Final Report

Presented at final OERAC Meeting

Interim Report - Overview

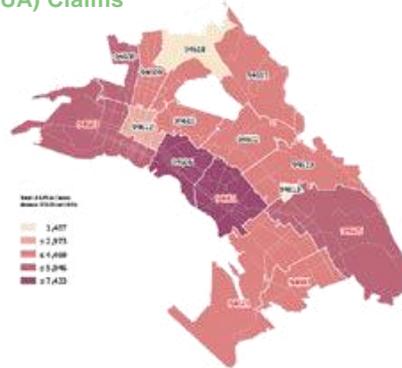
When we began the Advisory Council in May, many of us thought we'd be farther along towards recovery than we are. The original slate of stimulus programs and unemployment benefits have ended, and businesses and jobs are becoming harder to restore. Many people have spent down their savings and gone into personal debt, and local public and private actions are the only thing preventing evictions and hunger.

Since its convening in May, the Advisory Council has helped the City through fast-paced policy changes. It has elevated the urgent needs of Oakland workers, undocumented families, and businesses forced to close, and showed the City where regulations are having unequal impacts.

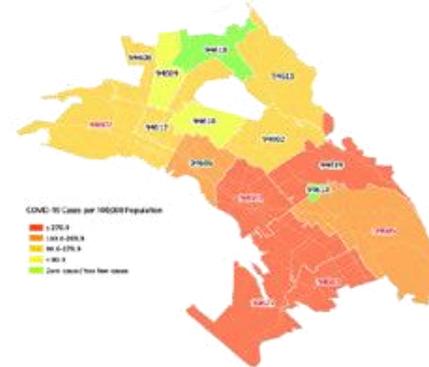
Data Overview

Racial and Ethnic Disparities in Oakland's Economic Recovery

UI and Pandemic Unemployment Assistance (PUA) Claims



COVID-19 cases in Oakland



Zip codes highlighted in red are areas with the highest unemployment rates.

	% Jobs w/ Limited Remote Potential*	COVID Rates per 100,000
94601	66.72%	1,971.7
94621	69.00%	1,845.3
94603	70.80%	1,870.9
Citywide Average	58%	735.3

Data Overview

Urgent Need

National PPP Loan Data for Oakland confirms that many loans did not go to BIPOC borrowers – conclusions supported with data from the City’s own Business Recovery Survey.

441,000
(41%)

Black-owned
businesses closed
permanently

658,000
(32%)

Latino-owned
businesses were
closed

1.1 M
(32%)

Businesses owned by
immigrants closed
permanently

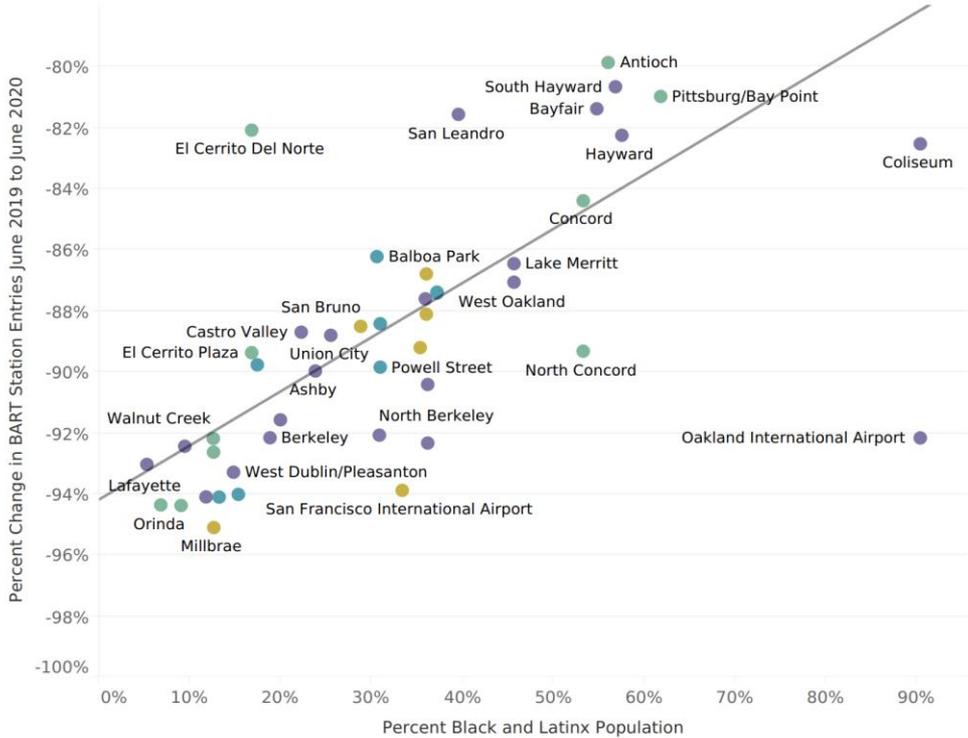
1.3 M
(25%)

Women-owned
businesses were
terminated¹

¹Source: The Impact Of Covid-19 On Small Business Owners: National Bureau Of Economic Research; Working Paper 27309, June 2020. <https://www.nber.org/papers/w27309.pdf>.

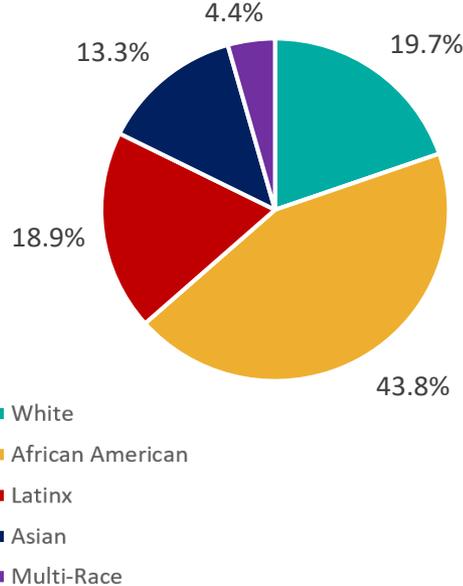
Data Overview

June Year-over-Year Change in BART Station Entries

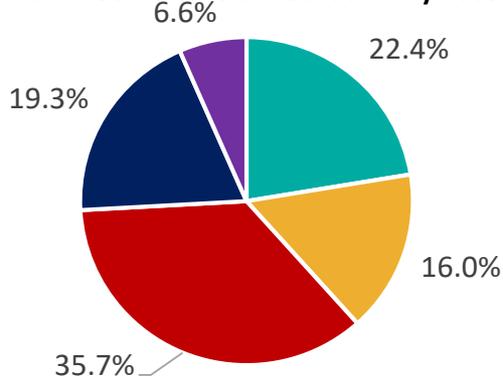


- County
- Alameda
 - Contra Costa
 - San Francisco
 - San Mateo

Transportation and Warehousing Workers Breakdown by Race



Accommodation and Food Workers Breakdown by Race in Oakland



Longer Term Recommendations for Systemic Change

While the Recovery Advisory Council has underscored the urgent need for short-term solutions to reopen business safely, the discussion has also raised longer-term ideas for systemic change to help Oakland rebuild its economy centering on equity and avoid returning to “business as usual.” These themes are reflected throughout the recommendations.

- 1. Regulate Conscientiously and Thoughtfully**
- 2. Empower the Community to Drive Development**
- 3. Name the Disparities - Race, Ethnicity, Gender, Disability**
- 4. Recognize that Government Cannot Solve these Problems Alone**

Recommendation 1: Financial Support For Small Businesses

1.1 Support the urgent need for commercial lease negotiations

1.2 Distribute public relief funds and target private funds for BIPOC business recovery

1.3 Sustain Oakland's artists and cultural organizations

Actions Completed:

- The Advisory Council has convened small business owners, property owners, and investors on restructuring leases
- Members have set up multiple private funds: Oakland Relief Fund, African-American Chamber, Black Business Fund, Unity Council Cash Assistance, Keep It Oakland, Oakland Chinatown Recovery and Resiliency Fund
- Oakland COVID-19 Relief Fund provided \$5,000 grants to extremely low-income small business owners, and \$2,000 grants to individuals in the arts.

Next Steps:

- Distribute \$7.7M in CARES Act Funding as grants to small businesses, nonprofits, artists and arts organizations
- Raise additional philanthropic funding prioritizing BIPOC small businesses through nonprofit and service partners
- Extend eviction protections for residents, businesses, artists, and cultural organizations
- Bring landlords and banks together to discuss next 6-month forbearance policies.
- Explore flexibility in permit and public safety fees for cultural organizations to use outdoor space safely,

Recommendation 2: Invest In Community Leadership

2.1 Partner on recovery investments with Community-led and serving organizations

Accomplishments:

- Oakland City Council authorized CARES Act Funding to support:
 - Oakland Community Frontline Healers
 - Ethnic Chambers of Commerce & Business support organizations
 - Nonprofits that provide support service to low-income residents

Next Steps:

- Distribute CARES Act Funding to designated community-servicing organizations and launch grant fund for community-servicing nonprofits
- Bring pro bono legal and administrative support to small organizations to scale their operations and service footprint

Recommendation 3: Advocate Consistent Business Reopening Guidance

3.1 Ensure uniform safety guidance and Personal Protective Equipment use in businesses across Oakland

Accomplishments:

- Translated safety posters were distributed in partnership with the Oakland Metropolitan Chamber, Oaklandish and FastSigns.
- M0xy, It Takes a Village and other local partners have produced over 32,000 masks and 11,000 face shields
- The City of Oakland has purchased 350 PPE kits for East and West Oakland through the Opportunity Zone program
- 228 parklet and 6 street-closure applications have been filed with the City of Oakland for Flex Street use to permit retail, food and beverage, and cultural arts business activities

Next Steps:

- Assist local chambers and associations to keep educating their members on safe business reopening guidance
- Provide PPE awareness and kits to frontline retail, food, and accommodation workers, especially Latinx who are disproportionately impacted by COVID-19

Recommendation 4: Build business capacity through technical support and flexible permitting

4.1 Increase public space availability for businesses and cultural activities

4.2 Expand equity permitting and incubation for recovery

4.3 Close the digital divide for businesses and workers

4.4 Buy local campaign and online marketplace/business to business platform

4.5 Support ongoing participatory research on the needs of black business owners for black-owned businesses

Accomplishments:

- Streamlined permit process and eliminated fees for business use of sidewalks, parking lanes, traffic lanes and private outdoor space through Flex Streets; eliminated Mobile Food Vending fee
- Oakland Digital Small Business Week was held to promote and assist local small businesses get online

Next Steps:

- City should develop an emergency order for flexible zoning , i.e. Conditional Use Permit requirements for some uses until the end of health restrictions and a temporary use category in the City Planning code to allow ongoing flexibility and prevent long-term vacant storefronts.
- Fund street closure, outdoor dining and parklet materials in areas outside of BIDs, and permit public and city-owned space to be used for safe socially distanced vending and cultural arts events
- Create a uniform online marketplace and assist businesses in creating and updating their listing

Recommendation 4: Guaranteed Income, Individual Support for Workers and Home-based Entrepreneurs, and a Return to Work

5.1 Immediate cash assistance and a guaranteed income for high need residents

5.2 Develop and support policies for healthcare, childcare, and eldercare

5.3 Create a regional roadmap for a return to full employment

Accomplishments:

- Oakland COVID Relief Fund directed \$2.9M to households through Centro Legal de La Raza, Keep Oakland Housed, Head Start, One Fair Wage, Oakland Public Education Fund and Oakland REACH
- Oakland and other cities led advocacy for guaranteed income
- Free meals for 375 families and scholarships were given to children attending Town Camp by Oakland Parks and Recreation Foundation and Community Kitchen

Next Steps:

- Continue to work toward guaranteed income demonstration program
- Identify sectors with growing hiring needs and design workforce services to support them. Target workforce services to Oakland ZIP codes with the highest unemployment.
- Analyze and project how Bay Area employment in the recovery will change from pre-COVID times. Conduct racial and ethnic disparities analysis in Oakland workplaces and industries. Coordinate with cities on recovery planning that names disparities and focuses and increases mobility, security and wealth for low wage workers

Next Steps



Finalize Interim Progress Report; continue developing final recommendations for inclusion in final report



Monday, September 14

Next Meeting