
PC/PSC/CED Presentations

Deeply Rooted

Aug 2023

Oakland General Plan: DR Community Outreach



City of Oakland

Oakland General Plan led by Planning Department, communicate within the City, **integrate** feedback into policy

Deeply Rooted Collaborative 13 Partners

Conduct **engagement and education** at community events through pop-ups

10 Outreach Partners

Community Outreach

JC

Planning Technical Assistant

Equity Working Group

17 residents sharing their wisdom and **identifying priorities**

USC

Finance + Youth Fellowship

Youth Fellows

20 young leaders between the ages of 15-24 conducting youth community outreach.

ESAA

Community Outreach Coordinator

Focus Residents: Low Income Flatland Communities

Focus Locations: Chinatown, Downtown, Eastmont, Fruitvale, North Oakland, San Antonio, West Oakland, and Lake Merritt

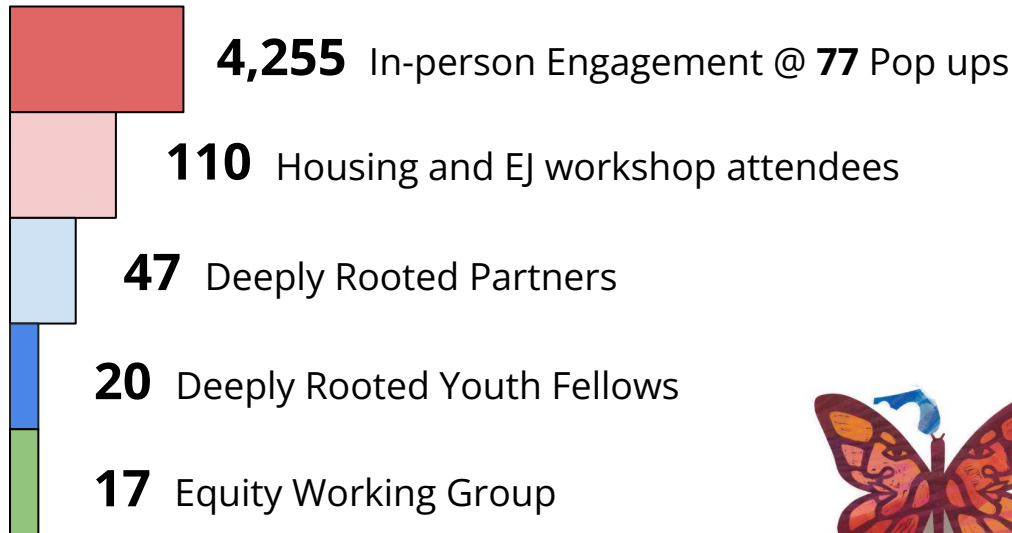
Deeply Rooted Outreach Partners

Community Partner	Outreach Geography/Community	District
Black Arts Movement Business District, CDC (BAMBD, CDC)	West Oakland (Lower Bottoms), Artists, flatland communities of color, those invested in the animation of BAMBD, CDC, and its stakeholders	3
CURYJ	Formerly Incarcerated, Black and Latinx Fruitvale	2
East Side Arts Alliance	Communities of color East, West, North Oakland, San Antonio, Fruitvale	All
House/Full of Black Women/Deep Waters Dance Theater	West Oakland	3
Lao Family Community Development, Inc.	South Asian American community	All
Malonga Arts Residents Association (MARA)	Black and Brown communities and partnership with members in Chinatown	All
Oakland Asian Cultural Center (OACC) / API Cultural Center	Asian American community Chinatown	All
The Black Cultural Zone (BCZ) Community Development Corporation	Black Community East Oakland	6, 7
The Village in Oakland	Unhoused curbside communities in North Oakland, West Oakland, Downtown, and East Oakland	1, 3, 6, 7
Unity Council	Latinx community Fruitvale	5
West Oakland Environmental Indicators Project (WOEIP)	Environmental Justice West Oakland	3
Just Cities	Equity Working Group and Deeply Rooted Partners	
USC	Youth Fellows	

Deeply Rooted Outreach

November 2021 – June 2023

4,452 Overall Reach



Sample Demographics

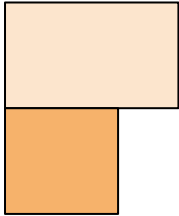
Race/Ethnicity	%
Latinx	16%
Black	30%
Asian American	20%
White	11%
Multiracial	4%
Middle Eastern	1%
Other	2%
Native Hawaiian/Pacific Islander	2%
Native American/Indigenous or Alaska Native	3%
Caribbean Islander	2%
No Race/Ethnicity Collected/Selected	9%



Deeply Rooted Outreach through Social Media

November 2021 – June 2023

5,169 Overall Reach through Social Media



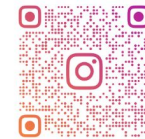
4,248 Deeply Rooted Website

www.deeplyrooted510.org

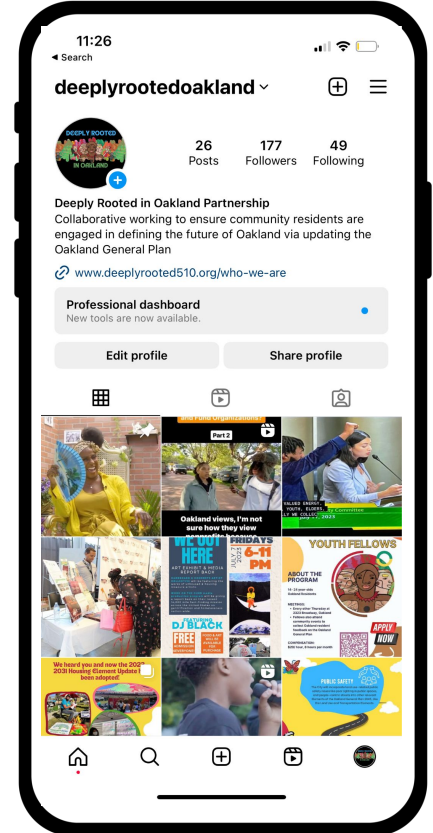
921 Deeply Rooted Instagram views

@deeplyrootedoakland

@dryouth_fellows



DEEPLYROOTEDOAKLAND



Deeply Rooted Youth Fellows



Oakland Youths Vision For The Town

- Gaining leadership skills in city planning, climate justice, public speaking and training peers to propose solutions
- Enhance Youth-focused Community Engagement Effort
 - **Paint & Educate**
 - **Digital Tree**
 - **I Am Poems**
 - **Collaborations:** Oakland Youth Commission, Save the Bay, Mycelium Youth Network, Frontline Catalysts, and more

Environmental Justice & Safety Community Engagement Feedback

DR Policy Recommendations for EJ and Safety Based Upon Community Engagement

Overall

- **Human Health/Socioeconomic Impacts Analysis** of all market rate projects
- **Community/culture investment** in organizations, programming, art, and public spaces
- **Participatory Action Research** with those who are most vulnerable to climate crises and environmental injustices
- **Implementation** One of the biggest concerns is the implementation of policies and actions in the Environmental Justice and Safety Element Plan Public Draft.
- Residents raised concerns regarding affordable housing, wellbeing, job stability, social connections, neighborhood resilience, and access to physical activity.



DR Policy Recommendations for EJ : Highlight

Healthy Food Access

1. **Food recovery program** Ensure free food providers maintain the quality of food. Food should not be bruised or near expiration.
2. **Education and Awareness** Provide nutritional education, plant medicine and cooking classes, with an emphasis on cultural and ancestral recipes.

Meaningful Engagement

1. **Fund Capacity Building:** Capacity building should include educational training by field expert so that residents can make informed policy recommendations.



DR Policy Recommendations for EJ : Highlight

Air Pollution

- **Protect residents** who live near industrial areas, port and freeways by enforcements, providing air filters and re-routing trucks.

Trash/Waste Management

- **Reduce trash** on the streets in East and West Oakland by funding a cleaning team, increase enforcements for business for illegal dumping, provide trash bins, and public restrooms

Accessible Neighbourhoods

- Creating neighborhoods which are accessible by biking/walking in 15 min.
- **Parks Programming** Create open gyms, playgrounds for youth, spaces for elders, designated areas for skateboarding, recreation areas for pets, and rugby fields in parks.



DR Policy Recommendations for Safety : Highlight

Emergency Response & Recovery

- **Resilience Hubs:** Create 8 resilience hubs in East Oakland. Distribute education materials regarding access and utilization of resilience hubs.
- **Community Training and Awareness** Host a series of emergency preparedness workshops, include voices of residents who have survived past disasters.

Protection from flooding/ Sea level rise

- **Remove bans on rainwater catchment** Create a program for outreach and education of safe practices for rainwater catchment.



DR Policy Recommendations for Safety : Highlight

Neighborhood Safety

- **Adopt a compassion-centered approach in all City operations and projects** by not involving the police force in all enforcement efforts, and practicing restorative justice
- **Awareness campaigns and prevention/ treatment initiatives** on drug use, gun violence, and sexual assault
- **Redirect funding** towards supporting alternatives to policing, affordable housing, jobs and healthy food, etc.



Community Feedback on Planning Code Changes

Deeply Rooted Partners & Equity Working Group Concerns on Housing Sites Overlay Proposal



Community Concerns raised about the “By Right Development” Proposal:

1. **Removes Community Voices & Democracy** and does not align with Federal and State EJ laws (eg, Biden EJ guidance and SB1000), and Oakland community goals of meaningful civic engagement of low income communities of color.
2. **Can exacerbate racial displacement** through market force displacement, in which market rate development that does not meet the affordability or quantity of units needed by residents leads to displacement through rising rents.
3. The City’s Conditions of Approval and ECAP Checklist **don’t provide sufficient protections** against market force displacement of new market rate projects.

Deeply Rooted community members worry that “by right development” could lead to worse projects overall, alienate the communities they’re meant to serve, and perpetuate distrust of government.



Deeply Rooted Partners & Equity Working Group Recommended Changes to Housing Sites Overlay Proposal



Community Recommendations:

1. **Comply with the City's Racial Equity Impact Assessment (REIA) recommendations:**
 - a. "Consider adopting by-right development in accordance with objective and human design standards for housing developments on 6th cycle sites that: (a) include at least 30 percent deeply affordable housing in high resource areas and (2) include at least 50 percent affordable housing in low resource areas."
2. Integrate the City's commitment in the Housing Element to **study the potential displacement of market rate housing projects in Oakland's low income communities of color**, as was successfully commissioned by the City Planning Department in 2005 for the West Oakland Wood Street Project
3. **Exempt sites in low-income communities of color** such as Chinatown, West Oakland, North Oakland, San Antonio/Fruitvale, and East Oakland.
4. Enact a meaningful **Inclusionary Zoning Policy** that requires on-site affordable housing.
5. **Increase affordability requirement to:**
 - a. 50% affordable housing
 - b. Define affordability by Area Median Income of neighborhoods (instead of metropolita