

**BETTER NEIGHBORHOODS,  
SAME NEIGHBORS!**

**EAST  
OAKLAND  
NEIGHBORHOODS  
INITIATIVE**



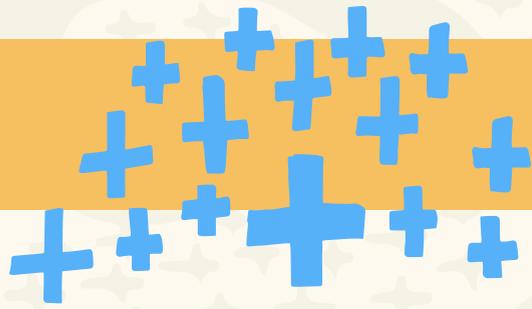
**EONI COMMUNITY PLAN**



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!

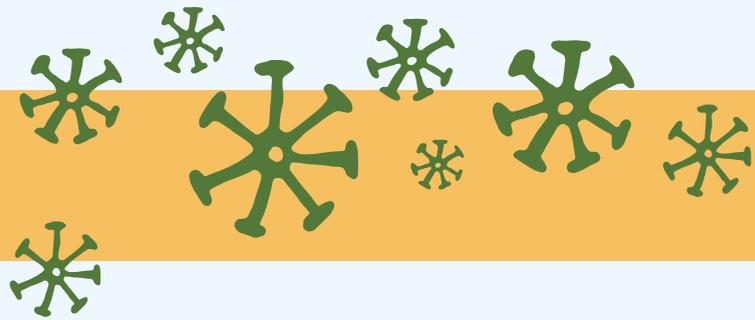
Cynthia Arrington

Sobrante Park Resident Action Council President



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## OPENING

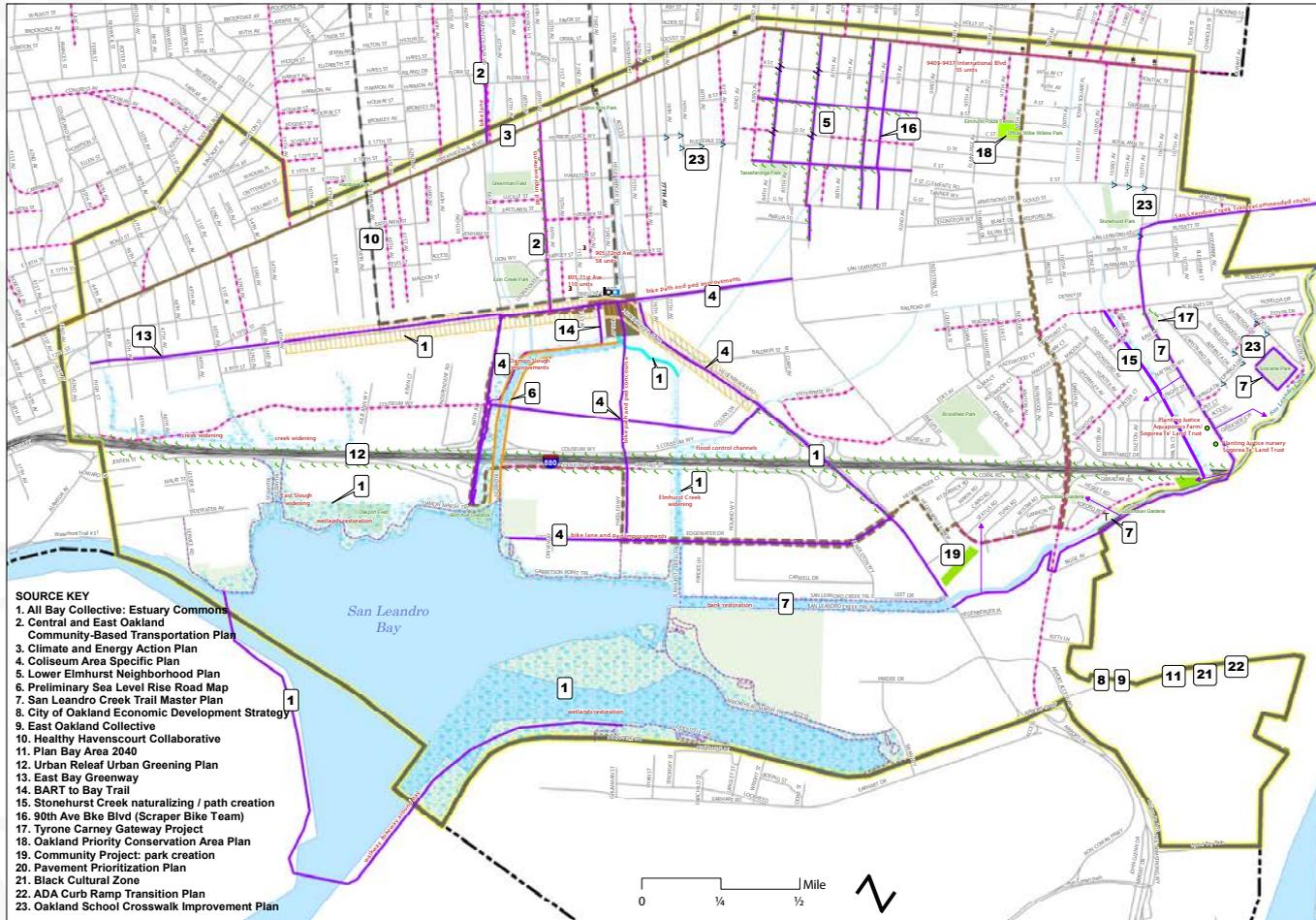
***Human activities, including emissions of greenhouse gases, have contributed to global warming. Since East Oakland has a history of injustice and disinvestment, there are several infrastructure and social vulnerabilities, which are made worse by climate change. Temperatures in Oakland have been increasing over the years and many in East Oakland are not acclimated to hot weather. The historically cool climate has resulted in the building of homes and buildings without air conditioning.. When temperatures rise above normal, the impact is felt by the unhoused, households without air conditioning units, the elderly, people with existing heart conditions, and those with respiratory diseases. Wildfire smoke also impacts these vulnerable populations. The issue of rising temperatures is made worse by the lack of trees and large areas of industrial land uses, which have asphalt that absorbs heat. Along with absorbing heat, industrial land covered with asphalt. With vulnerable ground water and crumbling infrastructure, flooding of industrial lands and neighborhood streets pose risks to safety and life. Without major investment in existing issues and imagination in enhancing solutions to address climate impacts, climate change will continue to intensify injustices in East Oakland.***

The East Oakland Neighborhood Initiative (EONI) developed out of the collaboration of three primary organizations – HOPE Collaborative, East Oakland Building Healthy Communities, and the Oakland Climate Action Community (OCAC), with East Oakland Collective later joining forces. For more than a year, these organizations have led a network of twelve community based organizations who have been stewarding the health, wellbeing, and ability to respond to impending consequences of the climate crisis in East Oakland's most vulnerable neighborhoods for many years. The six East Oakland communities 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 to the Strategic Growth Council (SGC). City and community staff 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.

# OPENING



## EONI holds five goals as paramount to tackle challenges and build the strength of the neighborhoods:

- Reduce Green House Gas. As a climate justice effort, EONI recognizes the need to tackle the global problem of the 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 the area. In advancing any improvements, EONI must not inadvertently drive out existing residents by increasing the costs 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 quality-of-life and wellbeing of area 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 plan will not be a success.



# BACKGROUND

## About SGC

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

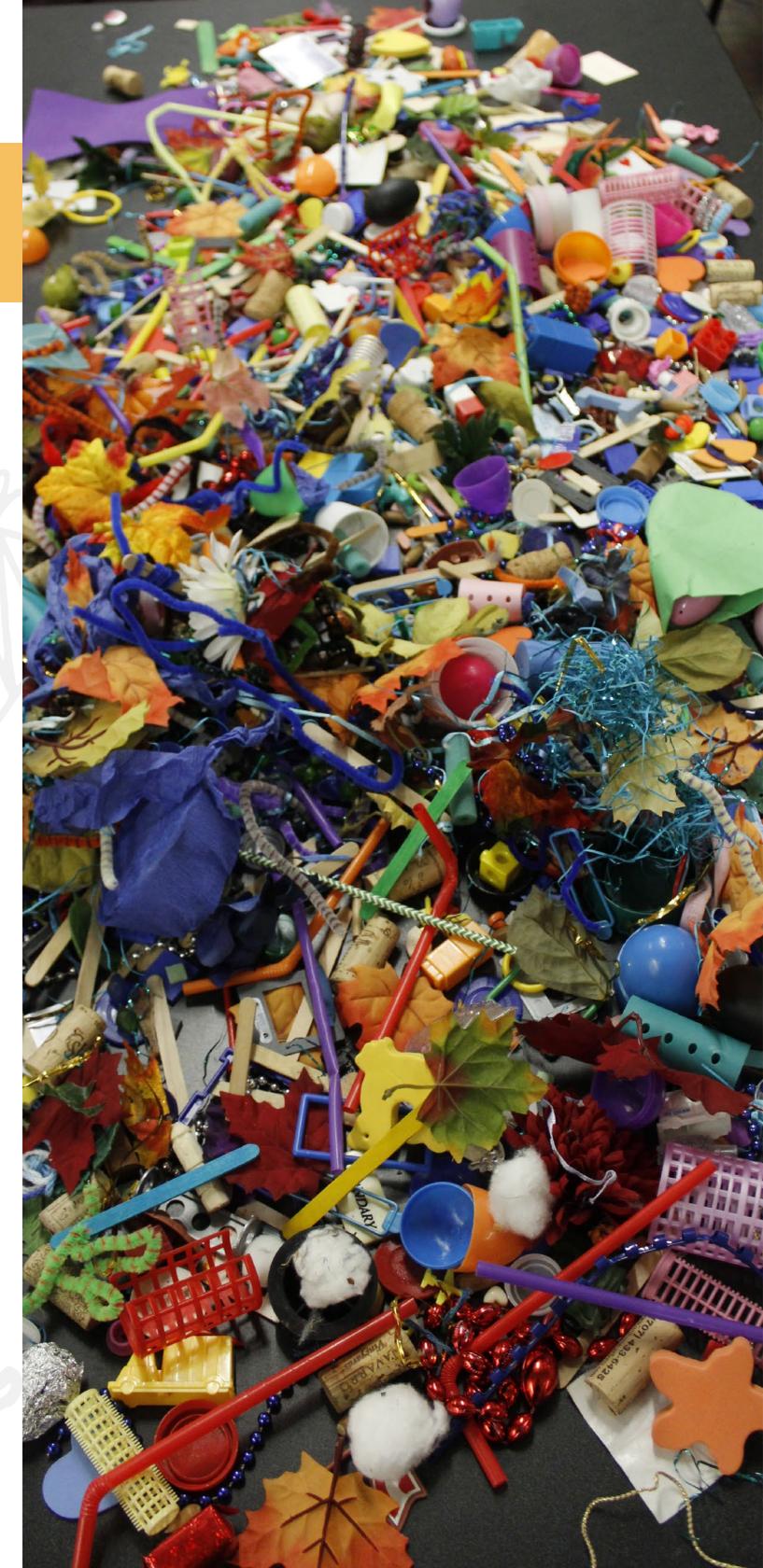
- ✳ Identify and review activities and programs of member state agencies that, if coordinated, could improve air and water quality, improve natural resource protection, increase affordable housing, improve transportation, meet greenhouse gas goals (as per the California Global Warming Solutions Act of 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 TCC

In addition to greenhouse gas (GHG) reduction, the 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**, providing technical assistance providers to assist 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 neighborhood of Watts and the City of Ontario in the LA-area similarly received \$35 million each.



# ABOUT EONI

## Project Partners:

**East Oakland Building Healthy Communities (EOBHC)** is one of 14 sites 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)** advocates and organizes representation in local government and is focused on developing the Deep East Oakland resident power and leadership. EOC also works to increase 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)** 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.

**Oakland Climate Action Coalition (OCAC)** provides research, policy expertise, strategic planning, and most importantly, advocacy, coordination, and organizing toward the climate justice needs of Oakland's communities.<sup>iv</sup> 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.

# ABOUT EONI



**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 Park 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.

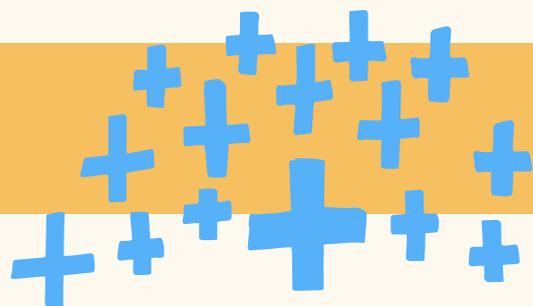
**Brower/Dellums Institute for Sustainable Policy Studies and Actions** - The Institute engages on a comprehensive curriculum on sustainability. The Environmental Program also partners in several projects involving watershed restoration and fire hazard reduction planning, homeless design in parks, environmental education in Alameda County, solar energy equipment and green building materials installation and the development of a Green Building curriculum.

**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** 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.

**Local Clean Energy Alliance (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.

(CONTINUED)



## ABOUT EONI

*The East Bay Permanent Real Estate Cooperative (EBPREC)* creates pathways for everyday people to organize, finance, acquire, and co-steward land and housing on their own terms because "Housing is a Right, Not a Commodity." Using principles of Restorative Economics, EBPREC is transforming an unjust finance & housing system to build collective wealth among historically disenfranchised Black, Indigenous, and POC communities in an effort to Redistribute the Resources.

*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. [15]

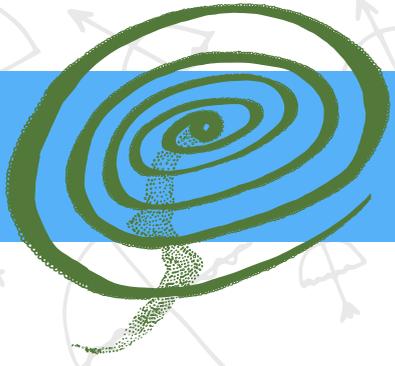
*Scraper Bike Team* empowers urban youth living in underserved communities through self-expression and creativity. We encourage youth entrepreneurship and promote a healthy, sustainable living for all. The Scraper Bike Team will use each work of bicycle art to impact social justice and global change. The Sobrante Park Resident Action Council (SPRAC) is a hub for community action that bridges two ethnic groups – African-Americans and Latinos. Residents meet resource people from the City, County and other community groups, getting trained on becoming effective voices for community change and planning community-wide events, and more than 200 residents and Walter Hood have worked on the "streetscape" leading into Sobrante Park and Tyrone Carney Park that includes walking, gathering, and increased pedestrian safety.

## Partnership Between City and Community

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

The EONI Collaborative between East Oakland CBO's and the City of Oakland's Bureau of Planning is historic. It is the first time - in a City partnership with such a large number of community organizations - that the community is leading neighborhood-based, community-driven planning. EONI is a real opportunity for the City to plan with an equity lens, deepen its partnerships, and formally memorialize resident goals and priorities.

Having successfully obtained funding, EONI and its diverse groups have the opportunity to pursue a vision of self-determination, realize their expectation to transform Oakland, and keep current and long-term residents in mind and place.



## CHANGE: HISTORY, PLANNING & JUSTICE

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.

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. 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.

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

The “Deep East” area of Oakland is a mix of residential neighborhoods sitting cheek-to-jowl with old heavy industrial land uses and transportation infrastructure (freight and passenger railroad lines, airport, and freeways). The policies of redlining (i.e. blocking areas from housing, banking, food access, health, and employment)<sup>i,ii</sup>, extractive disinvestment, dissolution of community resources and deliberate marginalization of racially-defined neighborhoods<sup>iii</sup> where pollution and dumping can occur with impunity are clear examples that have left their stamp on the fabric of East Oakland.

Like apartheid in South Africa, environmental apartheid is understood to encompass the many layers of environmental injustices that are partially raised and 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”<sup>iv</sup> 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. 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.”

Environmental Justice (EJ) has been defined by State of California 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”<sup>v</sup>. The U.S. EPA 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.”<sup>vi</sup> 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.



## CHANGE: HISTORY, PLANNING & JUSTICE

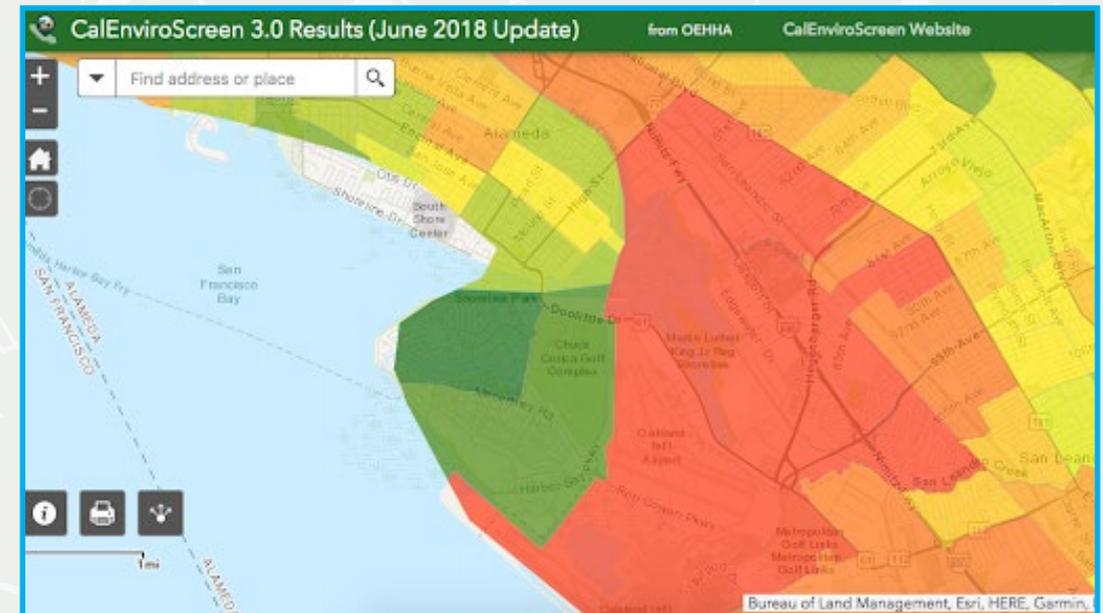
The resultant mix of heavy polluting industries, dense diesel truck and goods movement routes alongside many low-income sensitive populations leaves Deep East Oakland and the EONI area it contains as the worst-off census tracts in the entire Bay Area region, per CalEnviroScreen 3.0.

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

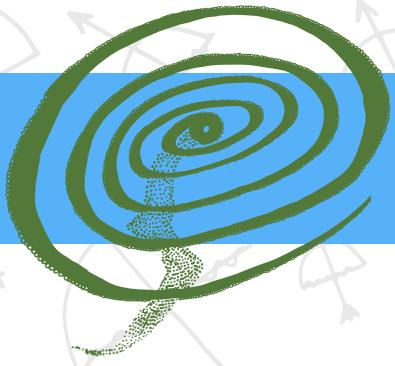
- Combustion of fossil fuels driving Green House Gas emissions and air pollution (PM 2.5, Diesel PM, Ozone)
- Quality and availability of drinking water that affect public health, can drive displacement, and have a limiting effect on economic development (Drinking Water)
- Low wealth and income (Poverty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

Environmental justice concerns have been a priority of 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 project area includes the former GE site at 57th Ave and International as well as many of the vacant sites around the Coliseum complex.

This plan provides an opportunity for the EONI community to present what it wants to see in the area, design new projects, and be proactive rather than reactive to EJ burdens.



CalEnviroScreen was developed by the State of California to pinpoint areas at the highest health risk because of poor air quality, poor water quality, number of polluted sites, etc. 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."<sup>vii</sup>  
Alicia Garza, 2014

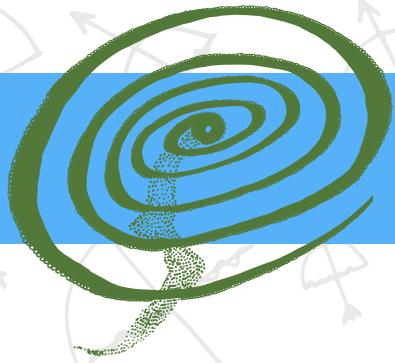
Actions have reactions, don't be quick to judge, you may not know the hardships people don't speak of, it's best to step back and observe with couth for we all must meet our moment of truth!<sup>viii</sup> Keith Elam (aka Guru, 1998)

Few people turn to a Climate Change Plan to read about the history of a community. But this Plan was funded in six communities, 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.

## PROBLEMS & CHALLENGES

Flatland families must mitigate a multitude of circumstances which unabated, morph into injustice. The abandonment of public education, shrinking economic opportunities, replacing manufacturing and cannery jobs with liquor stores and nail shops. For the most part, our service needs go unmet in the flatlands of "the deep East".

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. Toxic air, toxic land, and suspicious water threaten children, the elderly, and the infirmed. The life expectancy in the flatlands is an average of twelve years less than in predominantly white East Oakland hills. A lack of affordable housing and the continuation of discriminatory housing practices adds to constricting 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. While it was once legal, today it continues as a matter of custom.



# CHANGE: HISTORY, PLANNING & JUSTICE

Oakland's flatland residents have always survived in spite of these 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.<sup>ix</sup>

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 includes a palpable decision to survive.

With policies that turn away from discriminatory truths, rather than LEAN INTO solutions, Oakland has lacked an aggressive plan for overcoming racial disparities. The inflow of illegal drugs, automatic and semi-automatic weapons, and the outflow of economic opportunity are met with dismissive attitudes by legislators who could have stopped the bleeding and turned the tide. Instead, it continues.

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

## TRANSPORTATION CHANGES

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

In 1906, the San Francisco earthquake shifted a lot of San Francisco's population to the East Bay, particularly to Elmhurst which was a city separate from Oakland.

Also, in 1906, another 250,000 people were made homeless by San Francisco's legendary fire. Displacement from that fire doubled the East Bay population. Many of the San Francisco refugees also settled in Elmhurst.

Additionally, Oakland launched a movement to beautify the City 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.

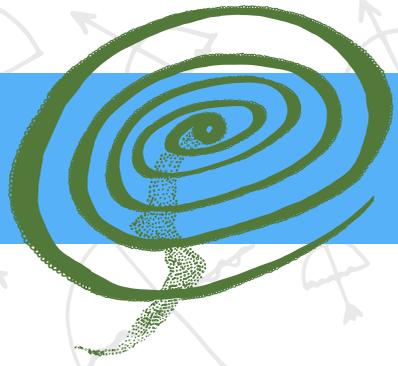
By 1909, Elmhurst and other surrounding communities were annexed to the City of Oakland. All of that became what we now call Deep East Oakland.

## MELROSE

Cattlemen were first to settle in Melrose, in Central East Oakland. They were interested in the advantage of shopping 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.

Eastern people found Melrose particularly attractive because the climate was suitable to them. Oakland also annexed Fruitvale, Fitchburg, Stonehurst, at the same time as Melrose and Elmhurst.

After World War I, the discovery of oil and the access everyone had to the automobile were the prime contributors to a growing economic boom in California.



## CHANGE: HISTORY, PLANNING & JUSTICE

Around 1915, Chevrolet, owned by General Motors, built their first plant in East Oakland on East 14th Street, or what's now known as International Boulevard.

### ELMHURST

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

Other businesses and manufacturers became attracted to this proposition, too. As they 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 automobiles plants.

So, as the Elmhurst neighborhood grew, it became a solidly white working-class bedroom community. 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, graduating from great 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.

### HAVENSCOURT

Real estate advertisements for what's now known as Havenscourt, boasts of well-designed front yards with brightly colored flowerbeds. The Ads were successful in tickling the fancy of wives. They lured young families to take a peek at their 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.

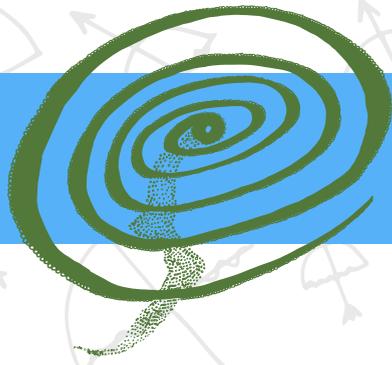
Durant Motors operated a plant, Chrysler expanded and also built in East Oakland. There was so much auto activity that East Oakland was nicknamed, the "Detroit of the West."<sup>x</sup> Approximately 13,000 homes had been built between 1921 and 1924,<sup>xi</sup> more than in the prior 13 years.

### THE GREAT MIGRATION

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

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 the World War recruitment efforts. In Oakland, the African American population swelled from just 3% to over 13%. Streams 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 to a vague possibility that something better might exist.

Our national segregation history provided an atmosphere in which Blacks took advantage of education and skill building. They did so in order to participate in opportunities. Further, Black Southern teachers understood the plight of their students and they knew how, and cared enough, to encourage their students to excel.



# CHANGE: HISTORY, PLANNING & JUSTICE

## THE GROWING LATINX COMMUNITY

In the 1940's, over 5000 Braceros came to Oakland from New Mexico, Texas, and Colorado seeking war time work with Southern Pacific Railroad and other industry and shipyard jobs.

They settled mostly in Fruitvale, some chose West Oakland alongside Blacks. Between the 1910s and 50s, West Oakland became home to a large Latinx population, the majority of which were Mexican, many fleeing the Mexican Revolution. The influx included Cubans, Central Americans, and Puerto Ricans.

Many Puerto Ricans immigrated here from Hawaii after laboring in sugar plantations there.

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 found they got resistance.

## BROOKFIELD VILLAGE

"Brookfield Village, west of the railroad tracks at 98th Avenue, was a planned community developed in Elmhurst during World War II to house defense workers. It was a 1,200-home development, built by E.B. Fields, a well-known developer in the East Bay."

This successful early mixed-use project included a modern shopping center, schools, and a park. The migration of numerous displaced Black West Oakland residents to East Oakland was evident after 1950, and the Brookfield Village today maintains a large Black population.<sup>xii</sup>

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

"The tract as 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."

Community members took jobs with the Southern Pacific railroad, as longshoremen, or as workers in canneries and factories. Some people worked in blue-collar jobs as machinists and auto mechanics. Other people ran small home-grown businesses, including small-scale food production. Some women ran boarding houses for young men who had come to labor, providing them with warm meals and laundry service.

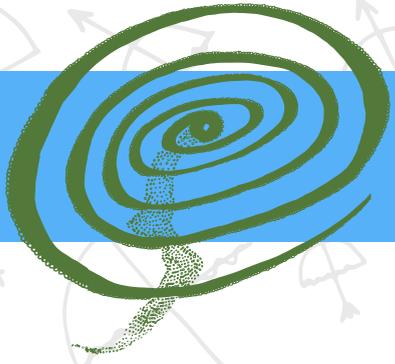
## WHO'S STAYING?

The white community believed that at the end of the War, Blacks would return South. When they realized that wasn't happening, hostilities erupted. Job markets became more competitive. Shipbuilding disappeared and with it the decline of the automobile industry. Since Blacks had been working alongside white workers, racial tensions were exasperated because they were equally skilled and qualified.

African Americans continued to increase in the Post War years. Now, constituting 13% of Oakland.

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.<sup>xiii</sup>

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



# CHANGE: HISTORY, PLANNING & JUSTICE

## 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.<sup>xiv</sup> By the late 1950s, Oakland found itself with a population that was becoming progressively more-poor and racially divided.<sup>xv</sup> Notions of white privilege and white supremacy hindered whatever racial harmony there had been before the war.<sup>xvi</sup>

Between the 1950s and 1960, white workers sought refuge in outlying suburban areas like San Leandro, Hayward, Castro Valley, and even further out. New housing was built, segregated, and subsidized by the government. Racial restrictions were enforced in the property deeds.

“White flight” removed most of the accumulated wealth from the inner city. In all, about 100,000 white residents, left the City and as they left, housing in East Oakland began to open up.

## ORGANIZING

In the 1950s and 60s, there were high poverty rates amongst the Latinx and African-American populations of West Oakland. Latinx community groups demanded greater job opportunities. By the Mid 1950s Cesar Chavez started coming to Oakland to help organize at Saint Elizabeth Catholic Church. The Latinx organizing was specifically around poverty, lack of services, lack of good schools, bad housing, and drug addiction.

Police brutality at the hands of the Oakland Police was creating huge frustration in the community. On February 5th, 1968, a 23-year-old Fruitvale resident named Charles (Pinky) DeBaca was shot and killed on 35th Ave in East Oakland by OPD. Oakland Latinxs quickly began a local version of the Chicano Movement to make sure Oakland Police and the Mayor brought the officer who killed Charles De Baca on charges of murder and get him fired from OPD.

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

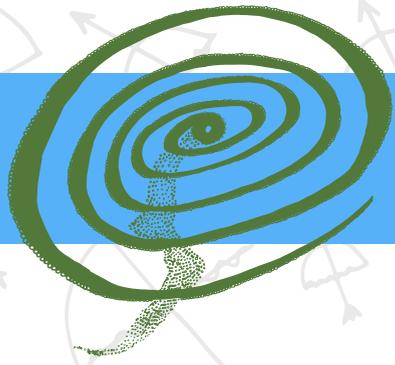
The “public good” at the center of West Oakland’s destruction was the construction of a Highway 17 ramp (aka: I-880 and The Nimitz Freeway). Most affected were Blacks and Latinx families, the businesses they had nurtured, and the affordable homes that they owned. Particularly, Black home owners in West Oakland, wouldn’t be 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.

Urban renewal added to West Oakland’s demise. Declaring West Oakland, to be a blighted community. “Negro removal,” as it is sometimes called, destroyed the area around Market and 7th streets where the Acorn High Rise apartments were built. By then, the fabric of this community had been torn apart.

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.<sup>xvii</sup>

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.



# CHANGE: HISTORY, PLANNING & JUSTICE

As the country bore witness to the Southern civil rights struggle, waged against Black adolescent and Northern white kids, these racist actions were taking place in schools, churches, and on the streets of Southern America. Protestors were enabled to launch successful defenses that eventually held back the white supremacists.

In Oakland in 1966, tensions between the Black community and the largely white police force were high. Police malfeasance was common.<sup>xviii</sup> Only 16 of the city's 661 police officers were Black.

## BACKLASH

In response to members of the Black Panther Party who were conducting armed patrols of Oakland neighborhoods - later to be termed cop watching,<sup>xix</sup> The Mulford Act, AB1591, was signed into law July 28th, 1967. Mulford was a California bill, enacted by Governor Ronald Reagan, that banned the carrying of loaded weapons in public.<sup>xx</sup> Reagan saw "no reason... on the street today 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."<sup>xxi</sup>

## FAIR HOUSING ACT

By 1968, The Fair Housing Act set new housing standards, for private homes, it also regulated housing projects that involved full or partial Federal funding. It was an addendum to the 1964 Civil Rights Act. Lyndon Johnson pushed the bill through the legislature and into law as a show of good faith, to honor Martin L. King and his efforts, and in response to King's assassination.

## A RISE & FALL

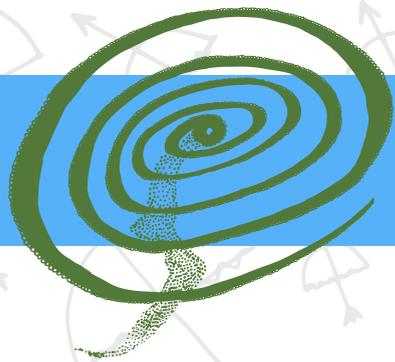
It didn't take long before East Oakland became predominantly Black. Life was good. East Oakland was self-contained and still vibrant, for a moment. Some manufacturing jobs were still available. A small Black middle class took root in the East Oakland foot hills and working class families found stable employment.

Many took civil servant jobs because of their availability and employment protections. But, in the long run there wasn't enough work, or income, to counter the growing white flight to the new suburbs.

On June 6th, 1978, with a two-thirds vote of all Californians Proposition 13, passed reducing property tax rates on homes, businesses and farms by about 57%.

With the passage of Proposition 13, the eventual loss of industry, and the disappearance of small neighborhood business, East Oakland began to feel abandoned. Soon the community lacked the ordinary conveniences and public services expected in an urban setting. Poor air quality and other environmental injustices also took a toll on the health of area residents.

In addition, the Vietnam draft used Black and brown bodies as fodder in a highly-protested war. Next, the 1980s, ushered in Nixon's war on drugs/or war on Black people. Mass incarceration began to grow and over policing was acceptable. All of this took an enormous toll on the mental and physical health of East Oakland families.



## CHANGE: HISTORY, PLANNING & JUSTICE

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.<sup>xxii</sup> No one talks about who his supplier was.

Lil D, was 12 years old at the time Mitchell first began grooming him. By Lil D's last two years of high school, he was a millionaire.

### CRACK, A PUBLIC HEALTH CRISIS

Heroin and crack, caused an instant decline in the overall health, well-being, and wealth status of nearby residents. Together with the loss of employment, lack of opportunities, a general hopelessness, and an influx of automatic and semi-automatic weapons—"crime soared and Oakland's murder rate doubled that of San Francisco or New York City."<sup>xxviii</sup>

"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.<sup>xxiv</sup>

The national attitude toward drug addiction shifted during this crisis. The treatment of addiction as a health challenge became - addiction as a criminal issue. By the 1970s, illegal drugs speed up already escalating rates of imprisonment. Not only were more people going to jail but their sentences were longer. Violence became its own epidemic, here in East Oakland and all over the country.

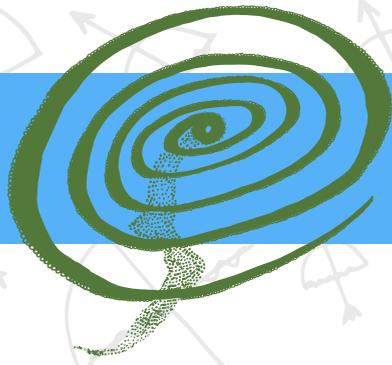
"We might not see all of our friends die at the same time, but we're definitely seeing people fade away to the same fate, just on multiple occasions," says Gabriel Patten, 18, a student at Castlemont High School in East Oakland, Calif. "You're like, I just hope I make the right decisions today."<sup>xxv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

Oakland had 75 homicides in 2017, with 46 of those in East Oakland, where Patten ...attend[s] school. That's about one homicide per week in the youths' neighborhood.<sup>xxvi</sup>

### 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."<sup>xxvii</sup> She continues:

"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."<sup>xxviii</sup>



## CHANGE: HISTORY, PLANNING & JUSTICE

The Black Muslim movement was a major 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 principals of eating for living, the Muslim's restored a sense of dignity as young Black men returned to Oakland's streets as assets, rather than as liabilities. Muslims in East Oakland were a part of its resiliency.

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

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

### FRONT RUNNERS

African Americans stormed into politics. Ron Dellums served as Congressman from 1971 to 1998, Lionel Wilson the 1st Black mayor 1977 to 1991, Willie Brown held Speaker of the CA State Assembly from 1980 to 1995, Elihu Harris 2nd Black Mayor from 1991 to 1999. Willie Brown returned to become 1st 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, she continues today.

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."<sup>xxix</sup>

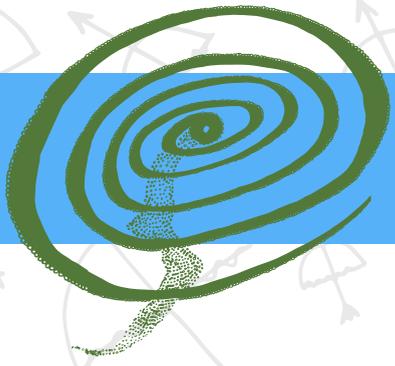
Although the reasons for the Black out- migration is varied, Carroll Fife, director of the Alliance of Californians for Community Empowerment - Oakland office, says that a big reason is that affordable housing is unattainable.<sup>xxx</sup>

### 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.

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, self-determination, ideologies of the new Black person. And while their actions reverberated, it didn't save the Black community from everything!

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 fare took hold. Get "tough on crime," "say no to drugs," and illuminating those "cheating Black welfare queens!" became the growing mythologies of the major culture. It was language coded against Blacks. The covert communicators permitted unchecked, overzealous, law enforcement campaigns that were to grow into becoming their own monster.



# CHANGE: HISTORY, PLANNING & JUSTICE

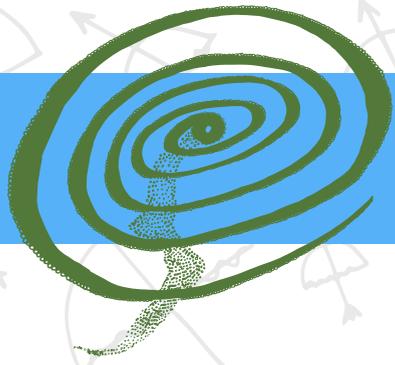
## A NEW SLAVERY

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

According to the U.S. Bureau of Justice Statistics (BJS) in 2013, Black males accounted for 37% of the total male prison population, white males 32%, and Hispanic males 22%.<sup>xxx</sup>

The California prison population, in all 33 prisons state wide, was double its capacity. Between 1980 and 2015, the number of people incarcerated in America increased from roughly 500,000 to over 2.2 million. Today, the United States makes up about 5% of the world's population and has 21% of the world's prisoners.<sup>xxxii</sup>

The Supreme court mandated that California reduce the prison population by 33,000 in two years. California is now reported to be among the states with lower prison populations, it is 18th.<sup>xxxiii</sup> But if African Americans and Hispanics were incarcerated at the same rates as whites, prison and jail populations would drop by almost 40%.<sup>xxxiv</sup>



# CHANGE: HISTORY, PLANNING & JUSTICE

## MARGINALIZATION

By the 1990s, East Oakland's Black community was visibly barren and broken. While the City boasts about Oakland's diversity, far East Oakland was left unattended. 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.

In 1978, California passed Proposition 13, preventing African Americans from expanding their public zone with property taxes. It caused the area to significantly decline as the whites moved out.<sup>xxxv</sup> The mayor at the time, Lionel Wilson, the first African American mayor, combatted Proposition 13 by using public resources to create investment in downtown Oakland. As the cost of living increased, poor and marginalized populations were pushed to surrounding areas, and this became the model for gentrification.<sup>xxxvi</sup>

With the new availability of jobs created by the EDA, between 1990 and 2000 more Latinx and Asian (primarily Cambodian, Lao, and Chinese) immigrants moved to Oakland and specifically Central East Oakland.<sup>xxxvii</sup> The population increased in 2000 from 17 to 27 percent because of new people moving to East Oakland. Chicano/Latinx grew between 150 and 400 percent during that decade. Yet, African Americans declined between 17 and 31 percent.<sup>xxxviii</sup>

## PEOPLE THINK

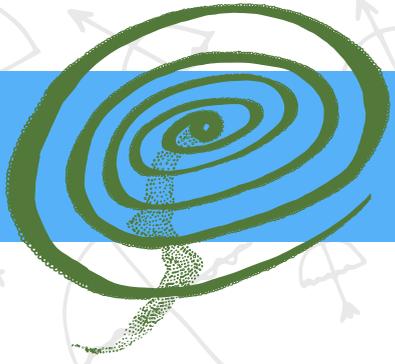
Oakland has allowed the media to describe East Oakland as dangerous, dirty, uncivilized, undesirable and unlivable - but our leaders did nothing about it.

But when you live in East Oakland, there is another view. Alongside the visible despair, in East Oakland we tend to know our neighbors, actively watch for neighborhood children. We see them grow, as they walk to and from school. Their cleverness is never questioned. Our families do what they must - to make ends meet. Some people don't make it. They are seen, too! What stands apart from the pain, is that pain is surrounded by resilience.

Churches organize and walk the streets demanding "CEASE FIRE!"

Communities who have the privilege of art galleries, 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 on the inventiveness. Whether its concocting home remedies because medications aren't accessible, or displaying youthful god given talents, like the spoofed-up bicycles you see, or bouncing cars, and asphalt marks of 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 one's heritage, often just invented but our youth realize that their past-times have been co-opted and copied all over the world!

Notorious talents come from this place. The 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.



## CHANGE: HISTORY, PLANNING & JUSTICE

### QUALIFIED

"[P]eople from all over the world... have come to Oakland bringing unique gifts to contribute to its general ambiance. While each of us brings something unique from some corner of the globe, once it is here it becomes something else<sup>xxxix</sup> ... Alchemy!

East Oakland is in the cross hairs. It's a more suitable refuge. Corporate investors, ignore the 50 years of "neglect." They buy relatively cheaply, make cosmetic improvements, and then flip our housing stock for investments. These flatland areas are now coveted.

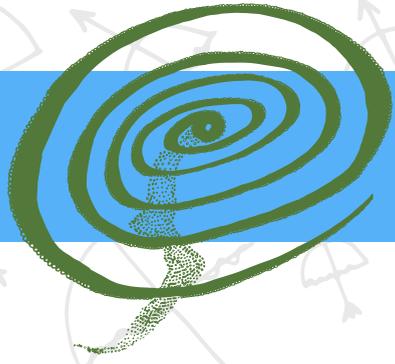
"Statistics cannot convey the soul of a city. The city is people, the roll and rhythm of a place, the sights, the sounds, the flavor and the fragrances," Robert Maynard<sup>xl</sup>

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, eviction was shaping the lives of women. Poor black men were locked up. Poor black women were locked out."<sup>xli</sup>

Black neighborhoods have been bulldozed, blown up, burnt down, run over, undercapitalized, loan locked, forsaken, and simply discarded, here and all over the 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.

East Oakland boasts a population of 50,000, one fifth of which, or 10,000 people, live in Elmhurst. Because of the neglect of more than 50 years, these East Oakland 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's six neighborhoods are competitive.



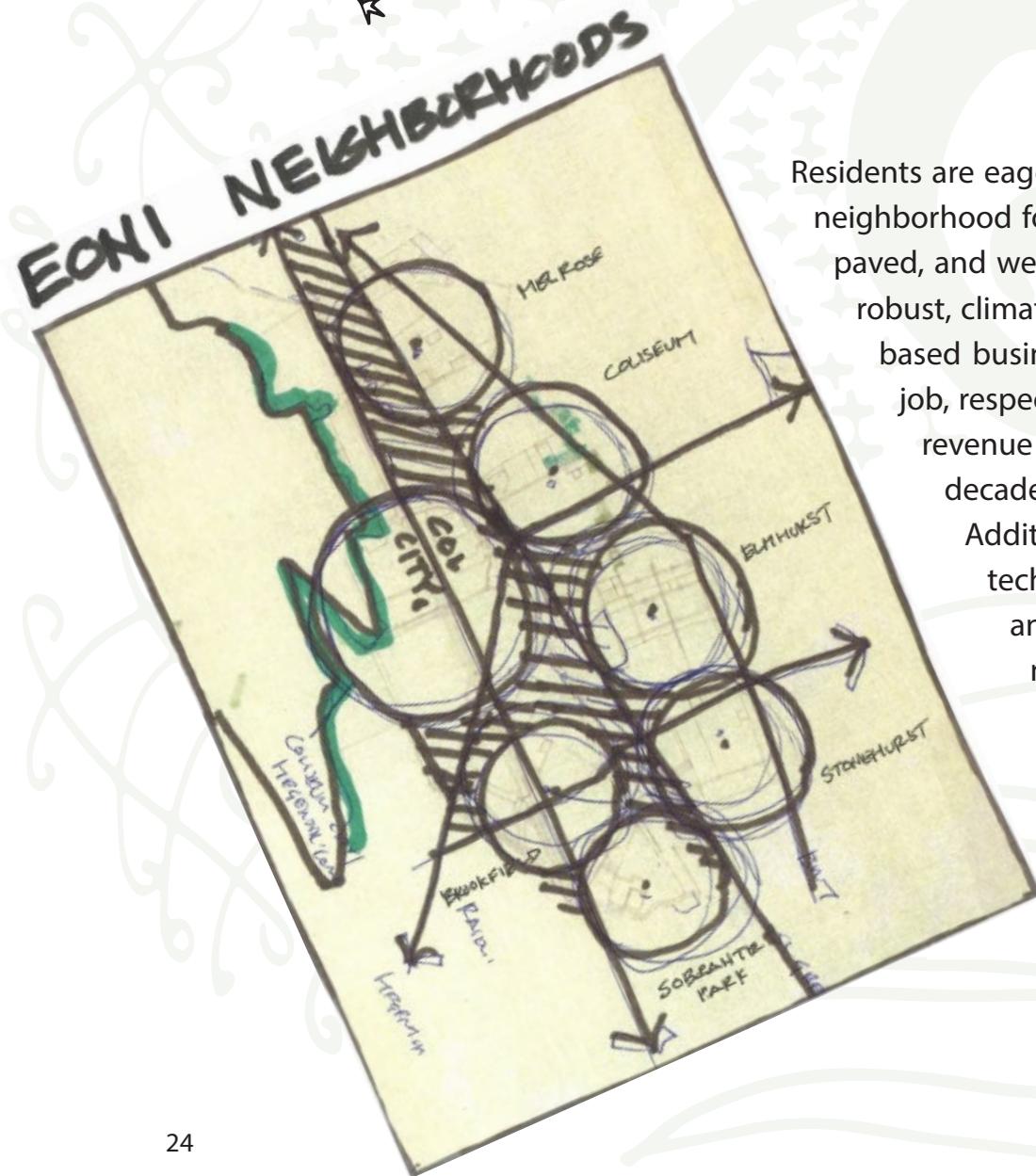
## CHANGE: HISTORY, PLANNING & JUSTICE

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!

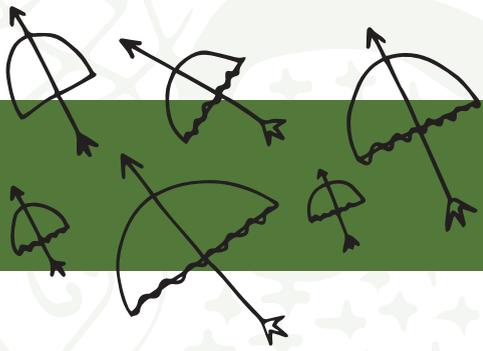
-Ernesto Arevalo, Communities for a Better Environment



# EXISTING CONDITIONS



Residents are eager to shift the thought patterns that have stifled these neighborhoods hence, becoming a model neighborhood for progressive positive change. 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 neighborhood saturated with invigorating cultural based business, manicured greenery, and fresh organic vegetation. Also to imbue youth focused activities/ job, respected and patronized entrepreneurial endeavors "Street Hustles" turned into thriving business' with revenue to reinvest back into the community.. We will be a neighborhood of residents who have healed from decades of trauma from the implementation of neighborhood healing, health and rehabilitation services. Additionally residents envision an institute for the development of urban education, makerart space, technology, science, and entertainment. 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 progressiveness 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, from a vision to a living reality!



# EXISTING CONDITIONS

## Sobrante Park

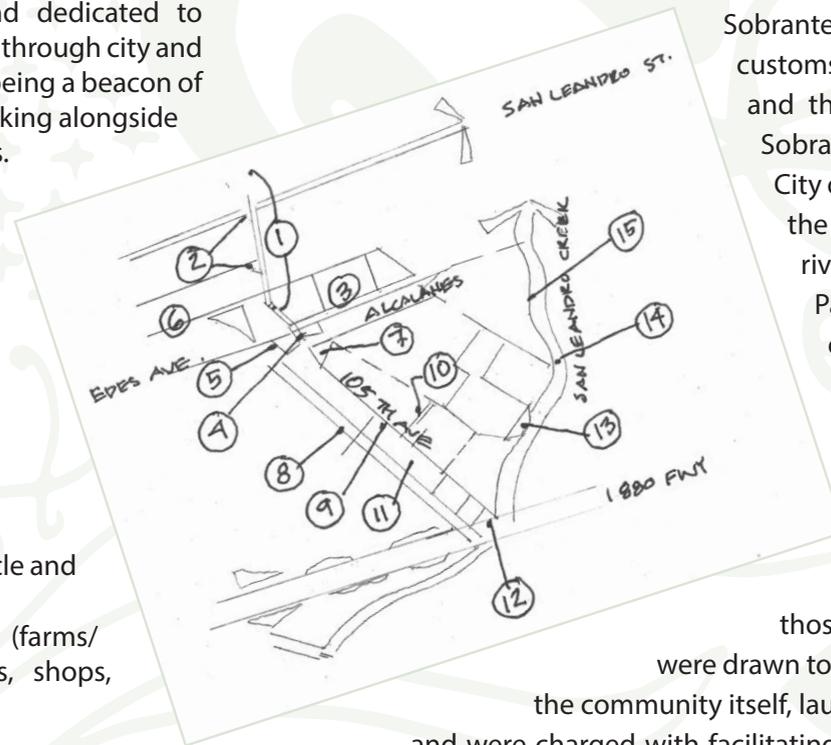
### Vision

The Sobrante Residents are committed and dedicated to shifting the current paradigm in Sobrante Park through city 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...

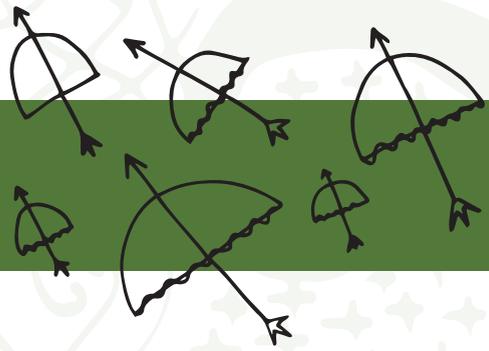
### Community Priorities

- Home retention & home ownership
- Enhance Greenery: trees, gardens, and bicycle and walking paths, access to the creek
- Fresh locally grown organic produce (farms/gardens), local 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
- to have safe, clean and well-lit streets



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 in 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 was the home of Japanese families that owned plant and flower nurseries. Three of the four nurseries became casualties of the Japanese internment between 1939 and 1945. 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, 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. 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

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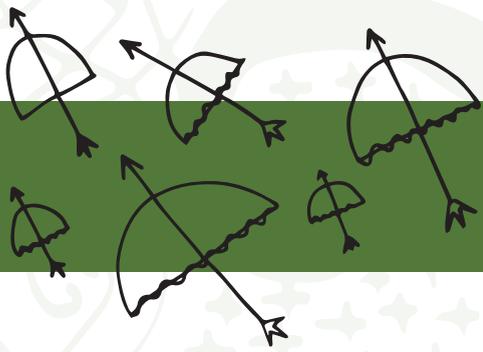
### Community Priorities

- Neighborhood retention program from homeowners and protect affordable housing.
- Enhance green infrastructure and parks
- Improve neighborhood mobility and walkability.
- More youth entertainment and programming.
- Support the informal economy.
- Establish an African-American cultural



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. "Stonehurst is our neighborhood!" 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 Stonehurst demographic changed from white to predominantly Black with some Latinx people, Stonehurst started being neglected and discrimination against Stonehurst development efforts was rampant throughout the legal planning practices and policies. At the time, this was backed by the federal government. Constantly on the hearts and minds of Stonehurst residents, was the character of Stonehurst residents which has been dedicated, hard-working, and aware of imminent changes.



# EXISTING CONDITIONS

## BROOKFIELD / COLUMBIA GARDENS

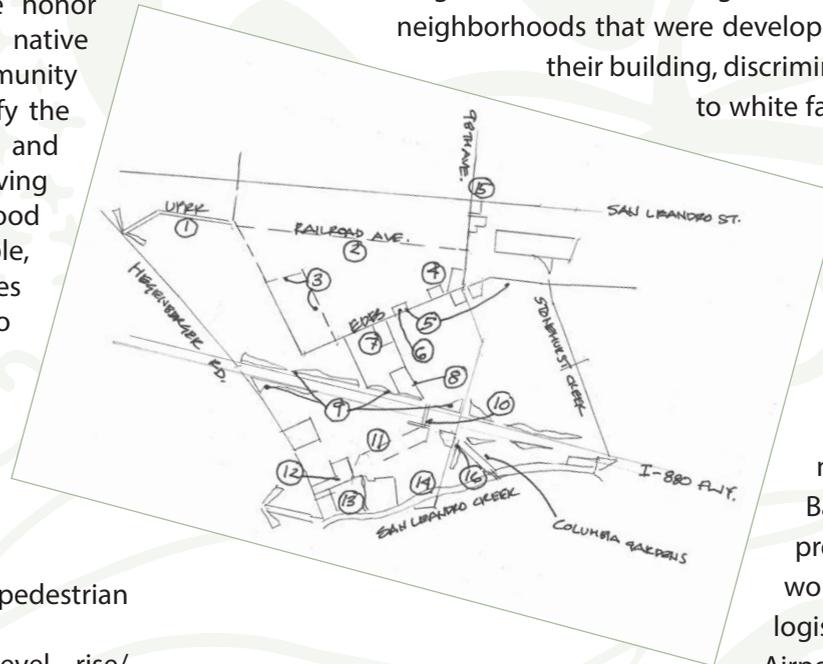
### Vision

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 business. Also to cultivate and reestablish a thriving Brookfield Village/Columbia Gardens neighborhood where residents can experience affordable, livable, equitable, and economically healthy green spaces called their neighborhoods. Residents are eager to

### Community Priorities

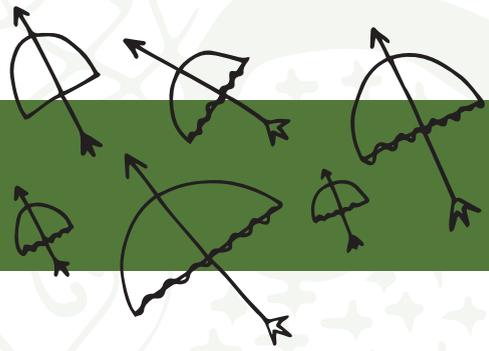
- Establish Welcome Center & Neighborhood Association/Governing Body composed of diversity of residents for planning, decision-making, and implementation
- Enhance green infrastructure and parks; bike/pedestrian safety
- Address air pollution (soot), flooding/sea level rise/groundwater, and dumping issues 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, local owned restaurants, cafes, shops, green businesses such as solar microgrid
- Secure housing for unhoused/unsheltered residents; protect deeply affordable/livable housing, enhance rent-to-own opportunities; ensure homeowner retention

Designed as a “model village” and “garden suburb”, Brookfield Village and Columbia Gardens are adjacent neighborhoods that were developed on top of historic bay tidal wetlands near the San Leandro border. At their building, discriminatory covenants embedded in the title deeds, restricted home ownership to white families. However, today, even after white-flight, redlining, and an influx of



new-comers, Black and Latinx families are the primary residents in these two adjacent neighborhoods. In the 50’s, 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 (UPRR). Public resources in the neighborhood include: Brookfield Village Elementary School, the Branch Library, the Senior Center, the Sports Center, a park and a Head Start program. 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 seemingly will get worse since the neighborhood is surrounded by the Airport, FedX 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 local 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 sa afety 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

## HIGHLAND / ELMHURST

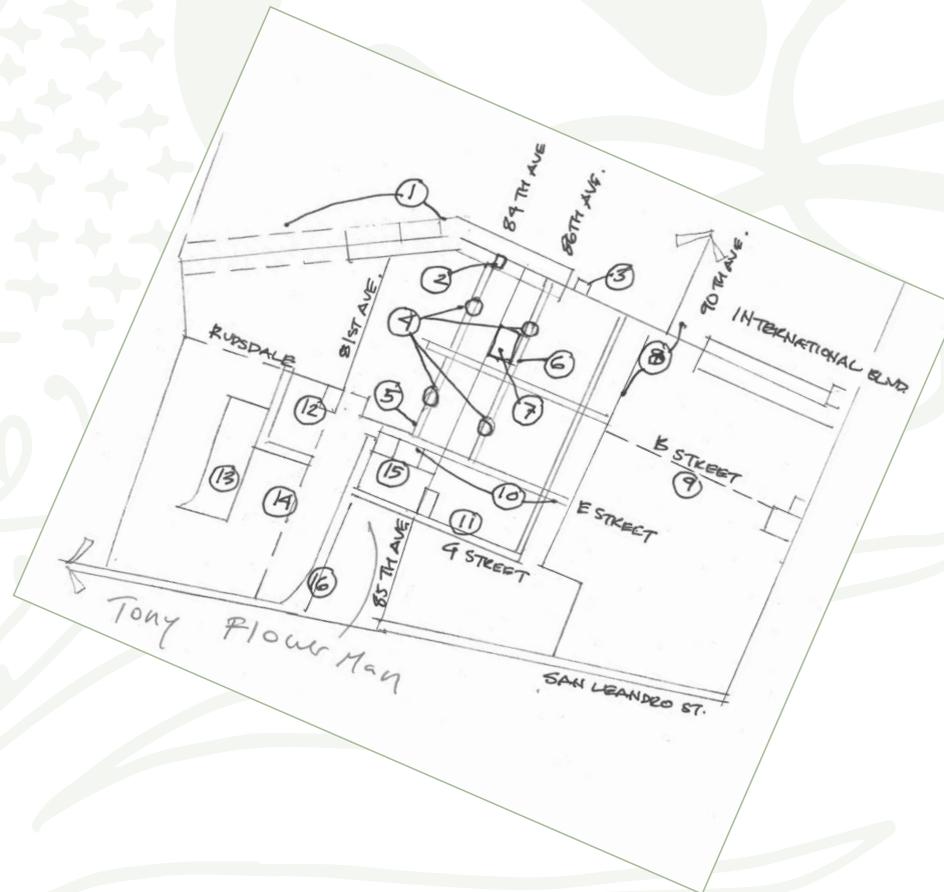
### Vision

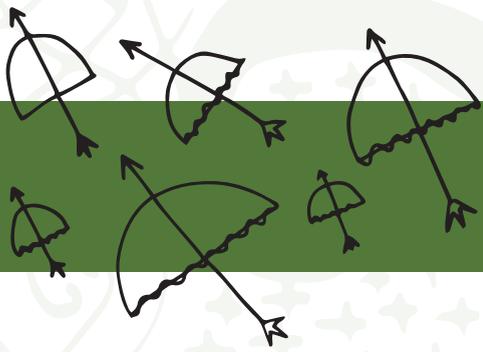
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### Community Priorities

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# EXISTING CONDITIONS

## LOCKWOOD / COLISEUM / RUDSDALE / HAVENSCOURT

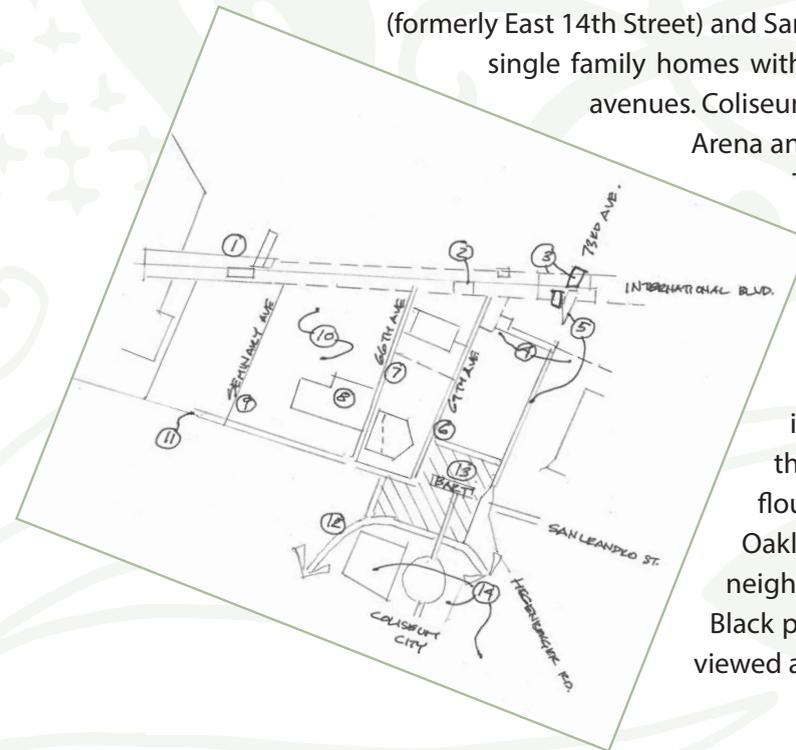
### Vision

<under development>

### Community Priorities

<under development>

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 neglected 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

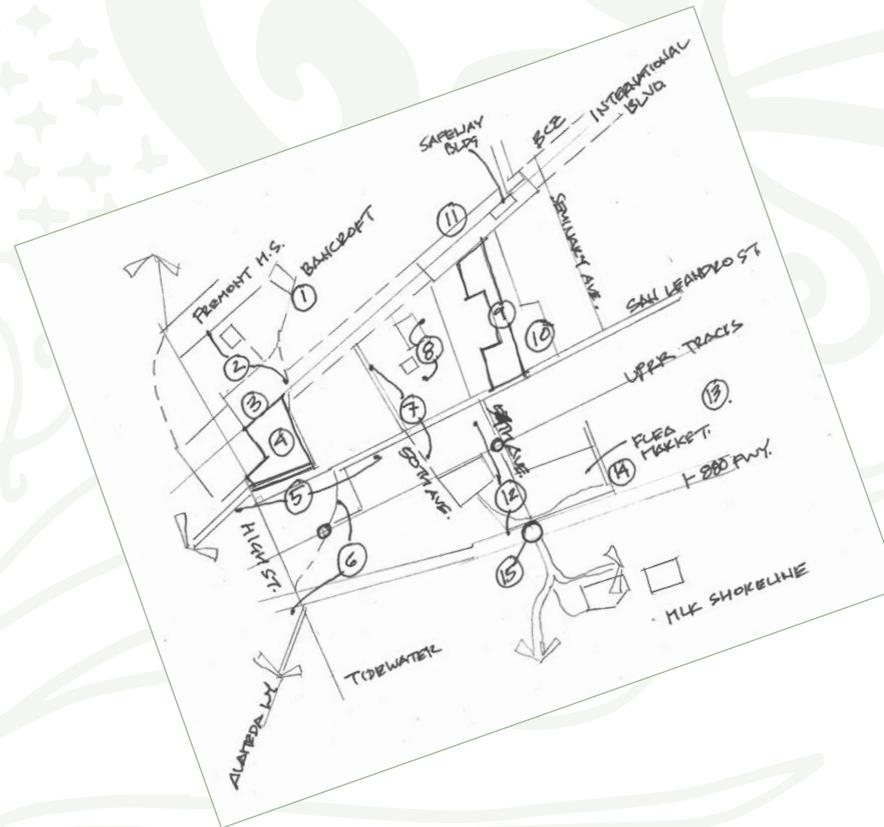
### Vision

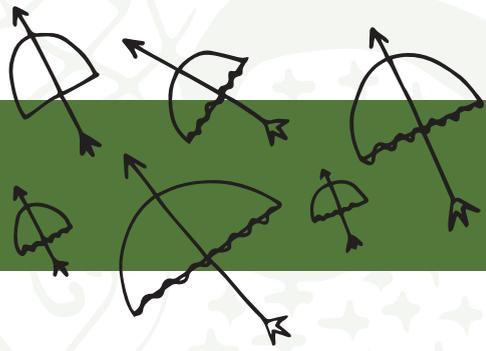
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<Profile under development>

### Community Priorities

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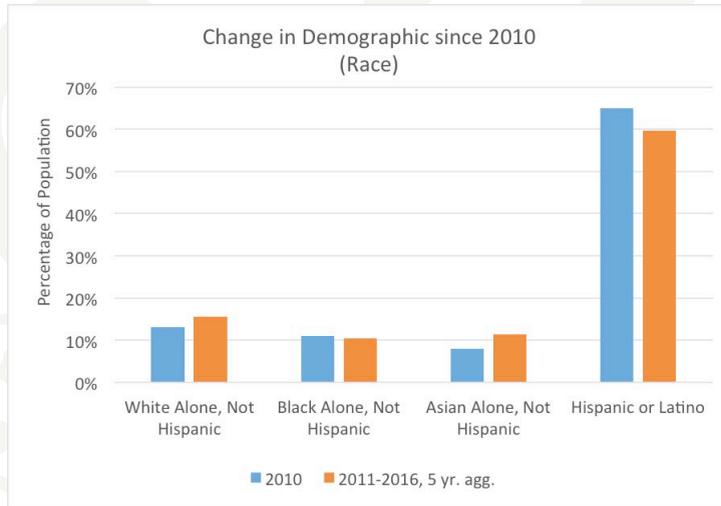




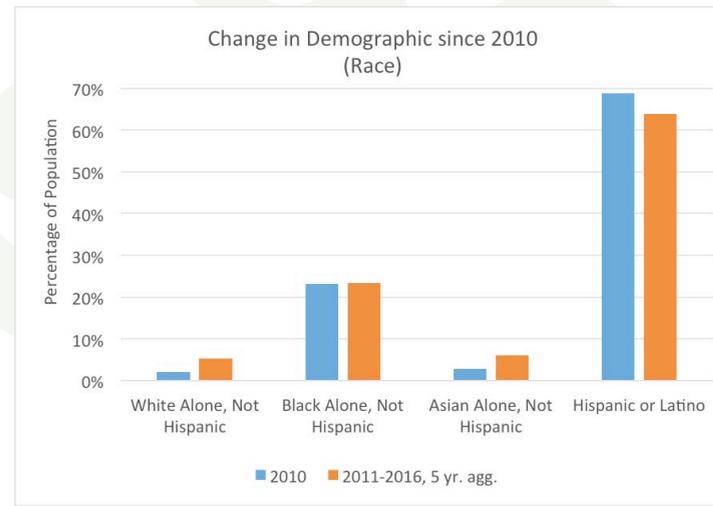
# EXISTING CONDITIONS

Race patterns are relatively consistent across neighborhoods.

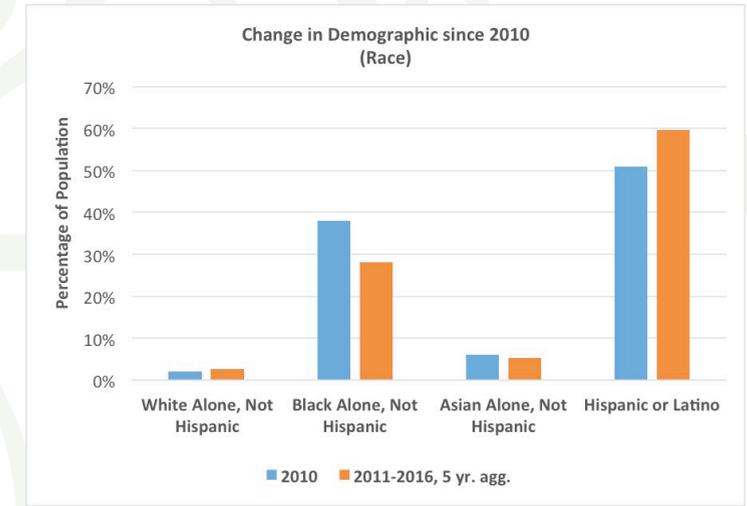
Melrose



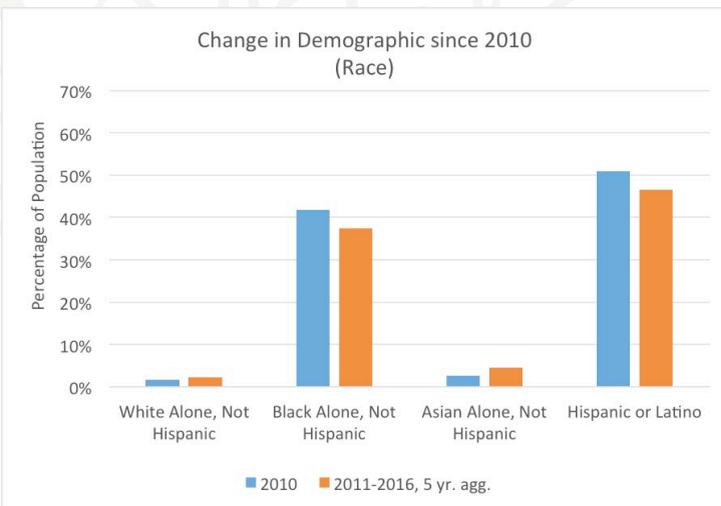
Highland-Elmhurst



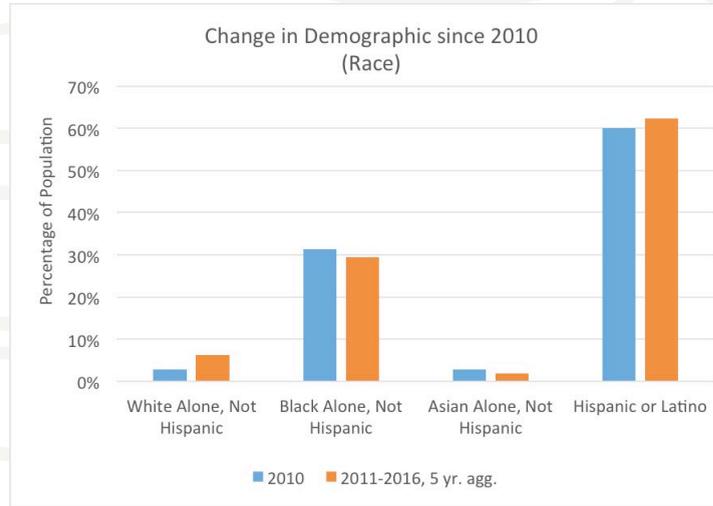
Coliseum



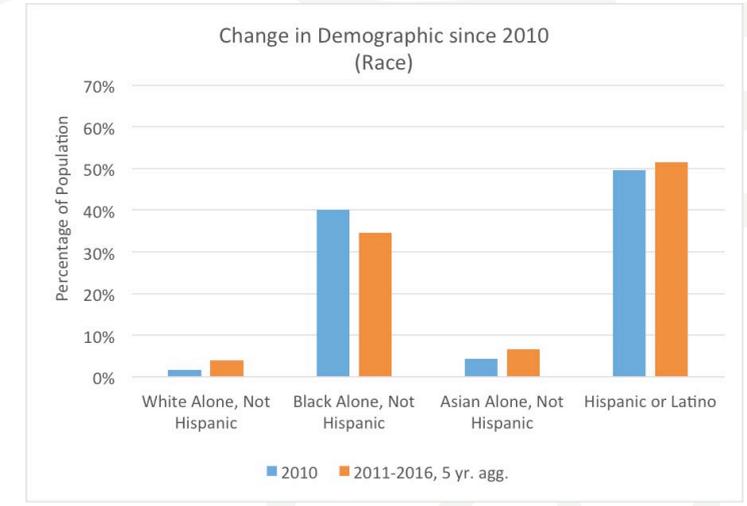
Brookland - Columbia

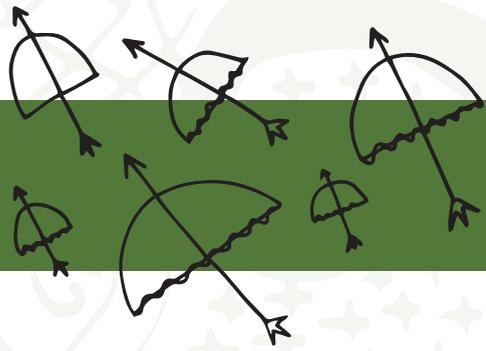


Stonehurst



Sobrante Park





# 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



City of Oakland

City of Oakland

\$39,600



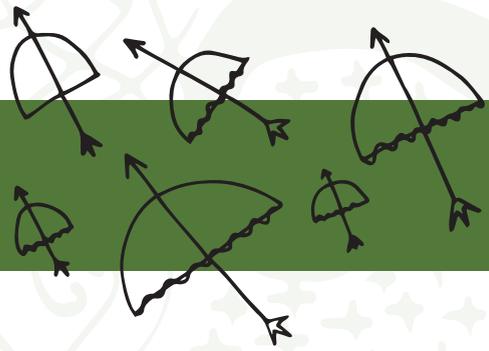
East Oakland

East Oakland

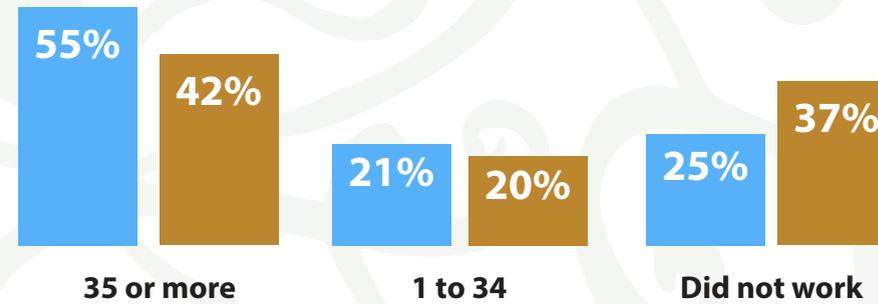
**Sources:**

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

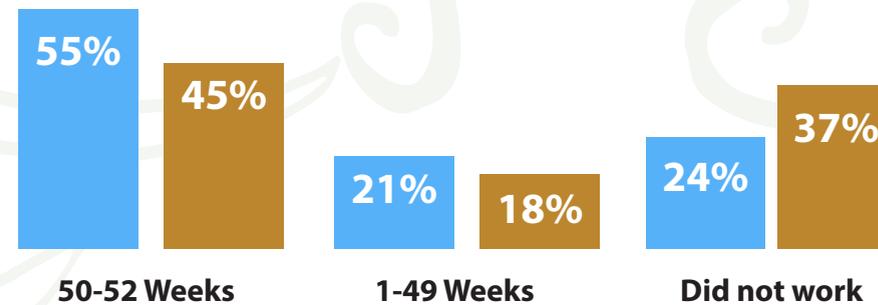
# EXISTING CONDITIONS



## Usual hours worked per week



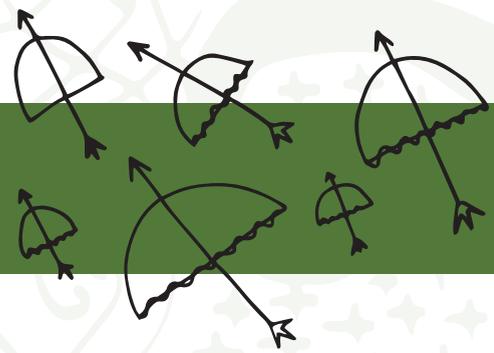
## Weeks worked in the year



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

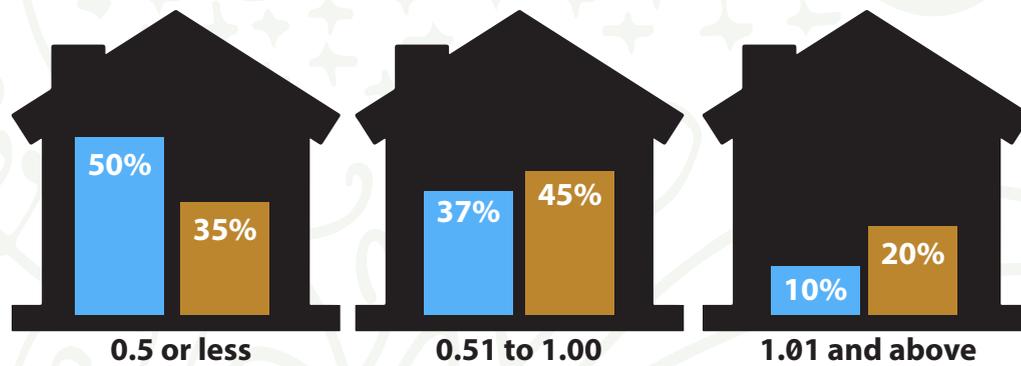
East Oakland



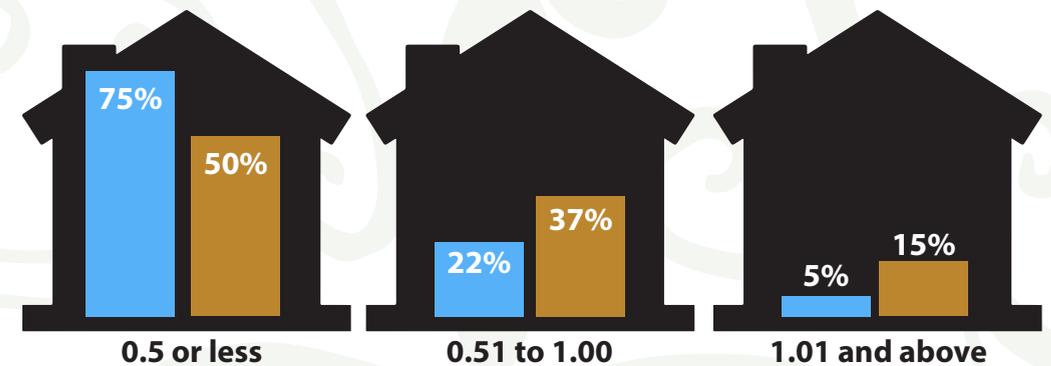
# EXISTING CONDITIONS

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)

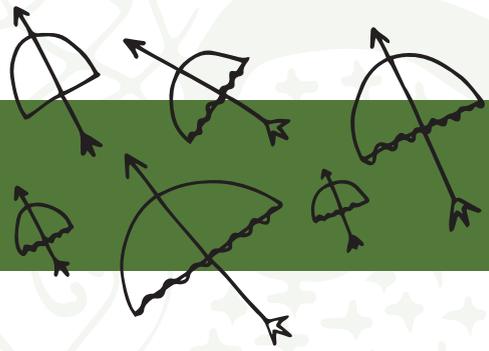


### Occupants per room (owned units)



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

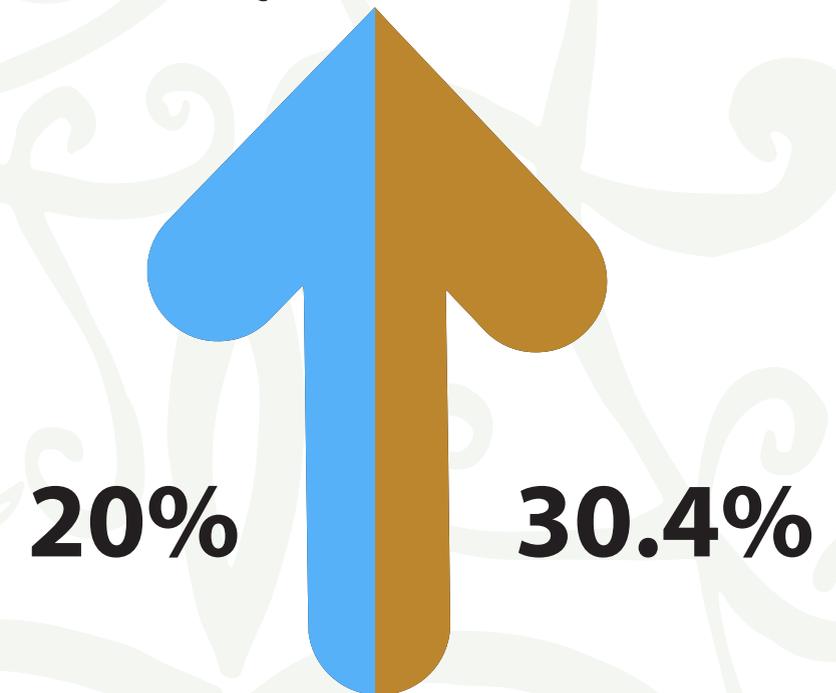
## Life Expectancy

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, with those in the flatlands having the shorter life expectancy.

**Source:**  
Differential within East Oakland can be seen at:  
[www.healthyalamedacounty.org/indicators](http://www.healthyalamedacounty.org/indicators)



## Percentage of Population Living in Poverty

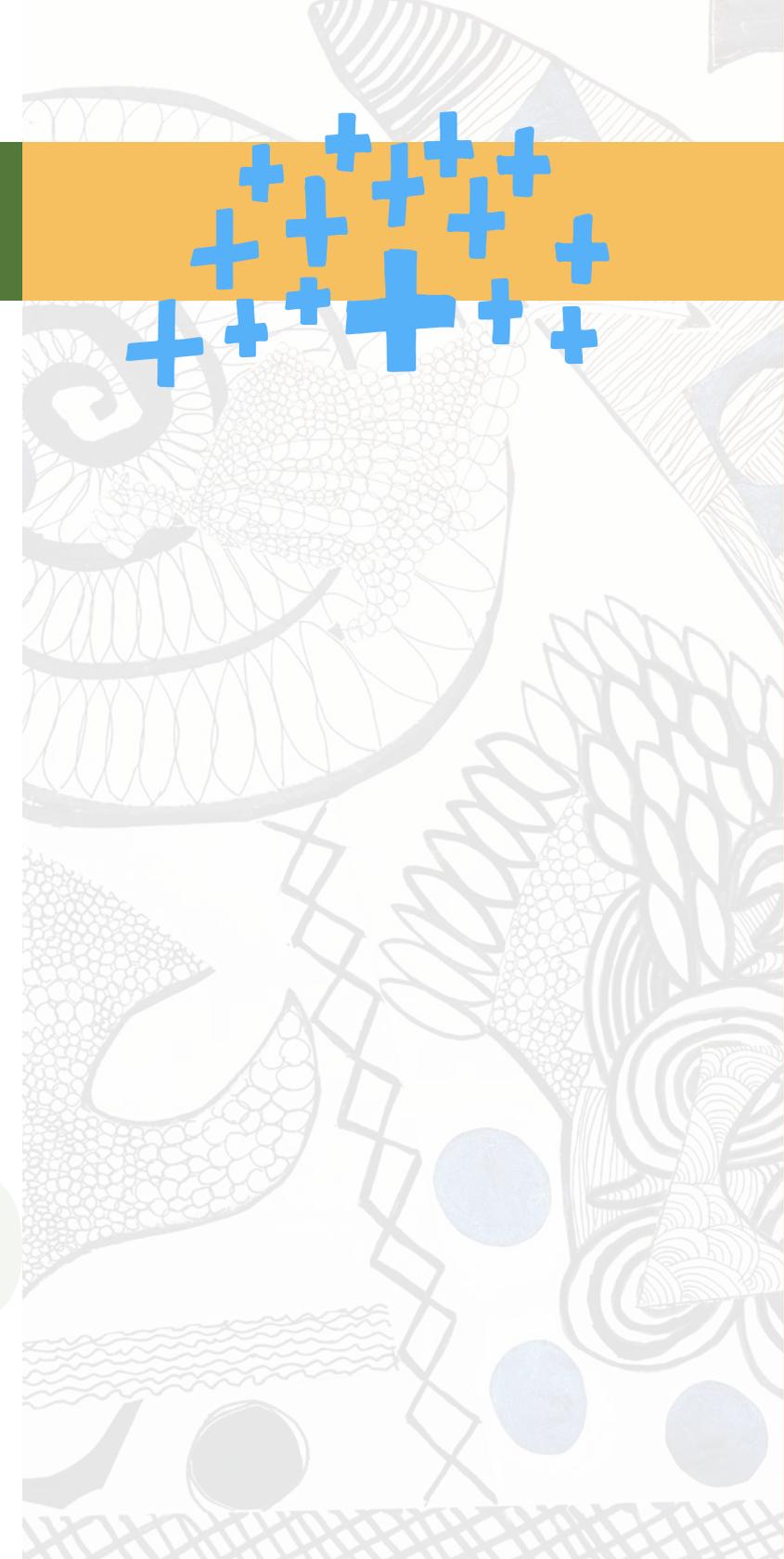


**Source:** 2012-2016 ACS 5-Year Estimates

## 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.

 City of Oakland  East Oakland



# 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 Green House Gas
- 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 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 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 as the interstitial spaces 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.

Are developed for and by the community.

Help identify future funding opportunities, and prepare projects to be ready to apply for funding.

*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

The first EONI accomplishments were in generating an awareness of, and the convening of twelve neighborhood-level planning meetings – two per neighborhood – and supplementing those with outreach popups designed for quicker feedback and meeting residents where they are already at. This 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/LIBRATION  
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

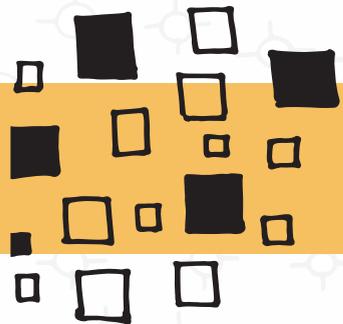
## MEETING THREE: POPUPS

- 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 upon which 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



## *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.

# PROCESS

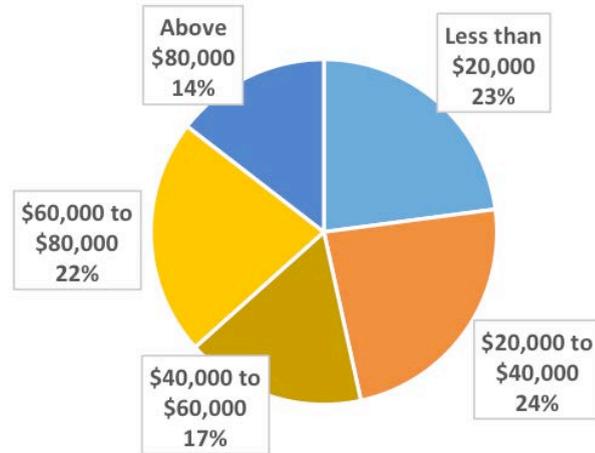
In the first set of meetings, activities were tactile, using found objects (hair curlers, pipe cleaners, miniature toys, stones, etc.) to represent favorite memories. In the second set of meetings, residents visioned what they wanted to see in their neighborhoods to improve their quality of life, and 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 the capacity to impact the collective vision.



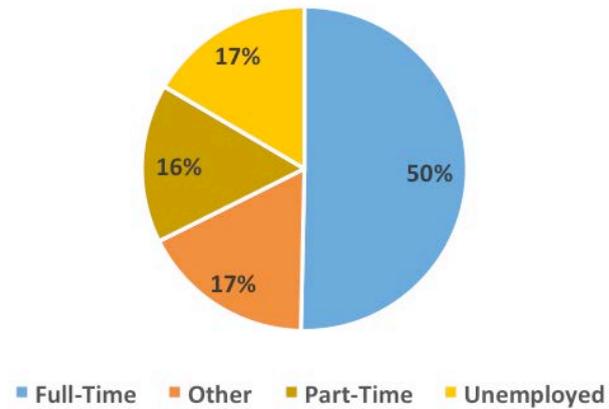
# PROCESS

The diversity of meeting participants is demonstrated in these charts.

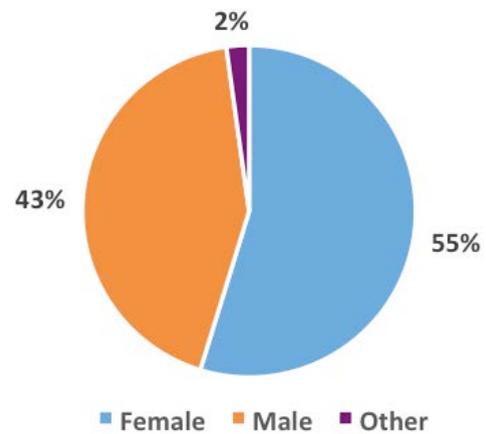
Participant - Annual Household Income



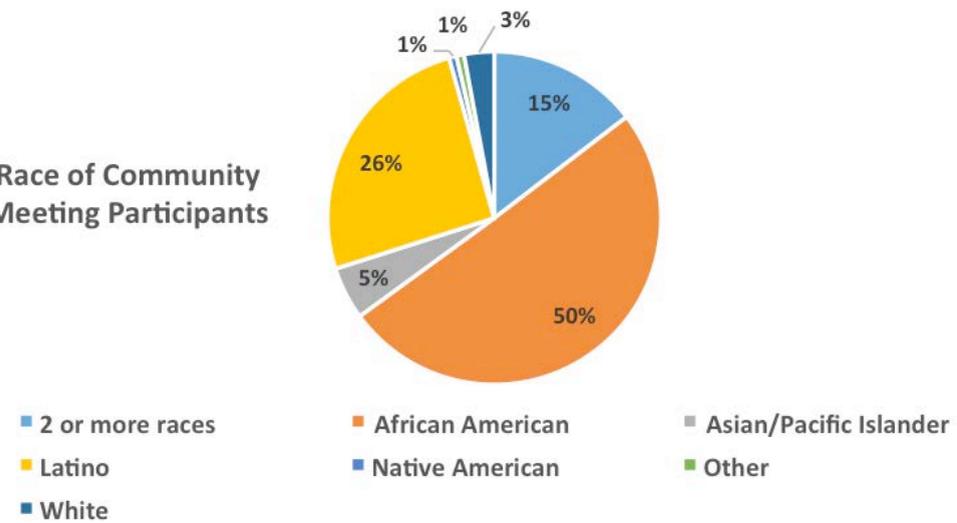
Community Meeting Participant Employment Status

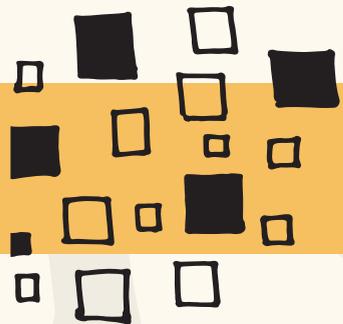


Participants by Gender



Race of Community Meeting Participants





# PROCESS



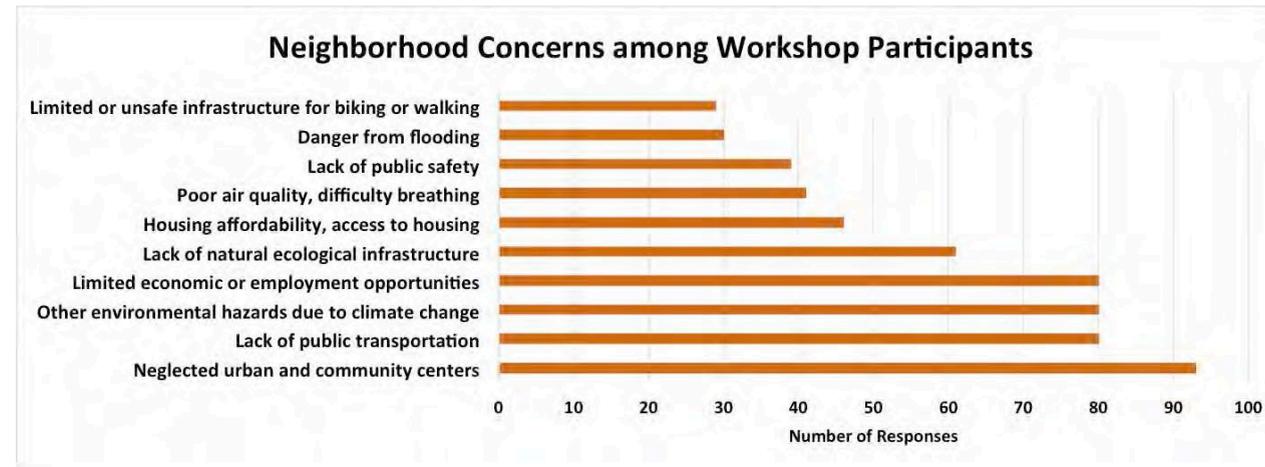
# FINDINGS



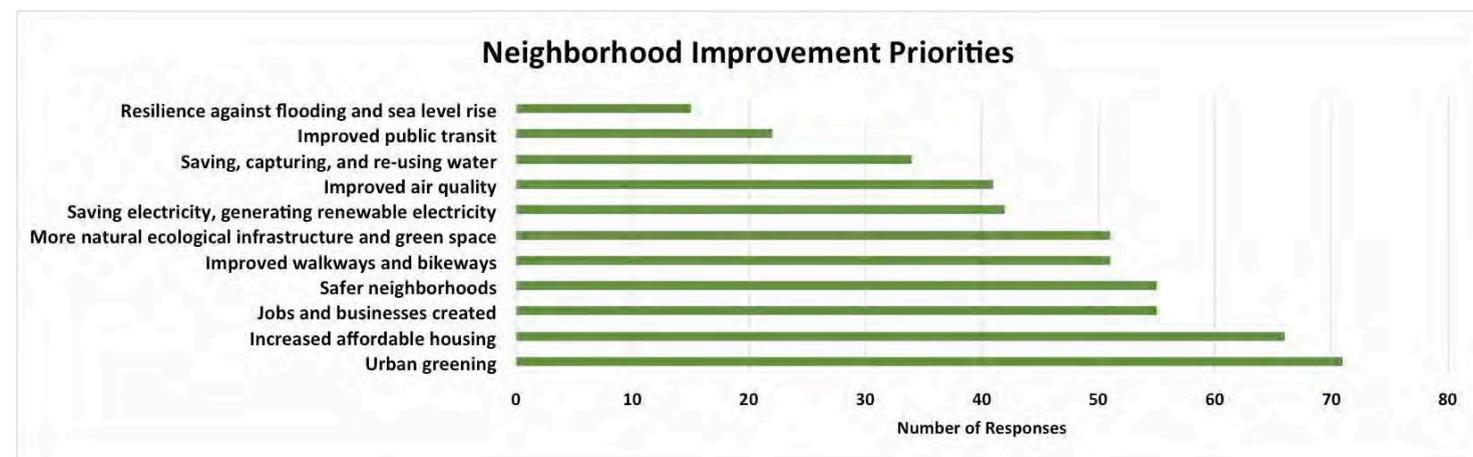


# FINDINGS

Surveys of participants were carried out at community meetings. The following chart shows the primary concerns expressed by EONI meeting attendees.



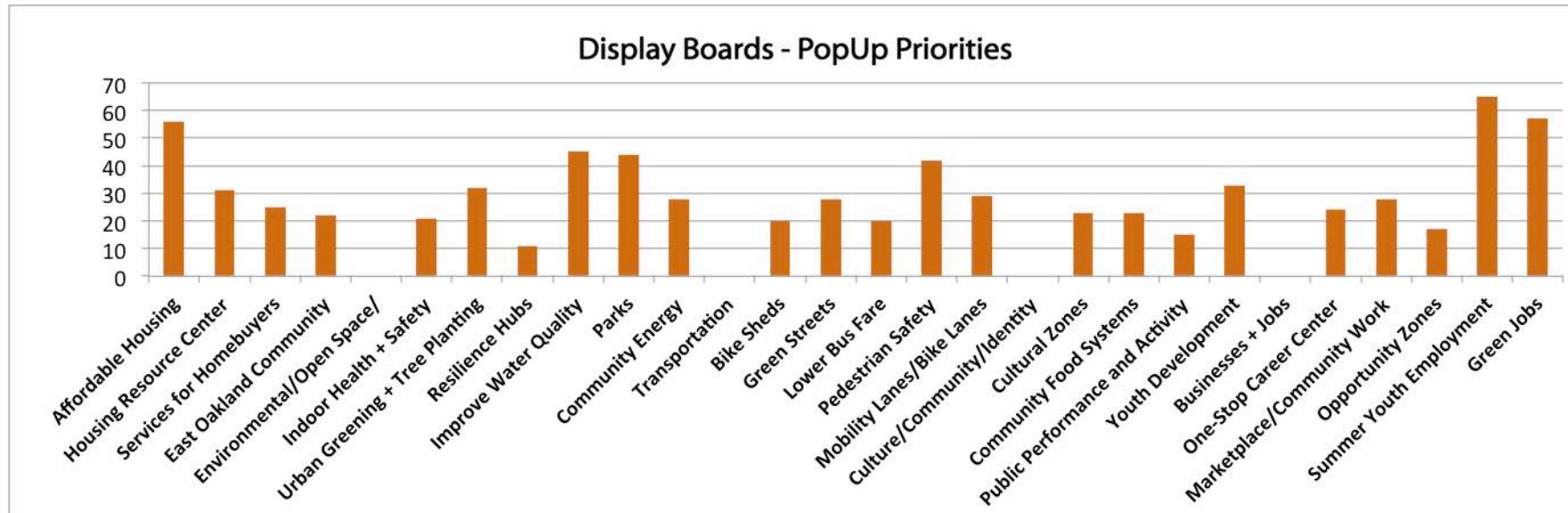
Neglected community centers are pre-eminent, as is limited employment, lack of public transportation and other climate hazards. EONI meeting attendees expressed the following improvement priorities:



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.

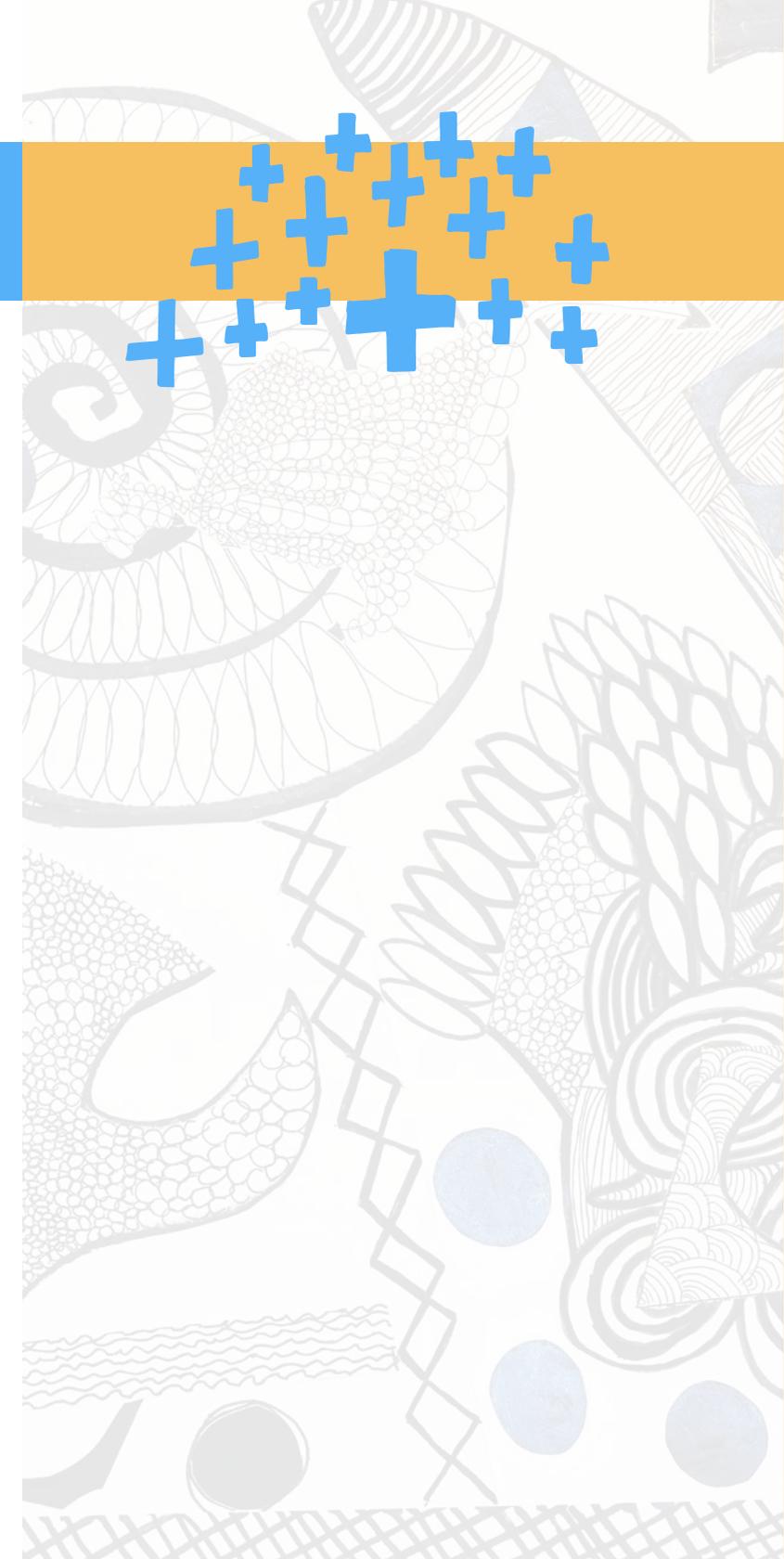
# FINDINGS

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



The general project areas that were in the top 10, from 10 (least votes) to 1 (most votes):

10. Mobility Lanes/Bike Lanes
9. Housing Resource Center
8. Urban Greening + Tree Planting
7. Youth Development
6. Pedestrian Safety
5. Parks
4. Improve Water Quality
3. Affordable Housing Development
2. Green Jobs
1. Summer Youth Employment



# HEALTHY SURROUNDINGS

Aspects of the EONI environment that are particularly important include:

- Surface Water. In addition to supporting wildlife and biodiversity, water features, like MLK Shoreline and Lake Merritt, were mentioned multiple times during the EONI process as places where people like to gather.
- Parks and Greenspaces. Whether they are recreational areas, vacant lots, or existing parks, EONI residents see land and open spaces as assets, providing tranquil areas to meet, play, and connect with nature.

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 (CO<sub>2</sub>) out of the air, and removing CO<sub>2</sub> 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

As examples, Sobrante Park reiterated the need for trees for shade and parks for activities. Madison Park Elementary food garden is an asset a treat that they'd like to maintain, as it provides availability to fresh food, including food bank access. Sobrante Park residents articulated a very detailed vision for augmenting MLK Shoreline Park. And at Brookfield, it was stated that Arroyo Viejo is not kid-friendly, and the area could use youth programs there.

## *Healthy Surroundings 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 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)

# HOUSING IS A HUMAN RIGHT

"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

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 accessible 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, among 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.

## *Housing as a Human Right Projects*

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 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)

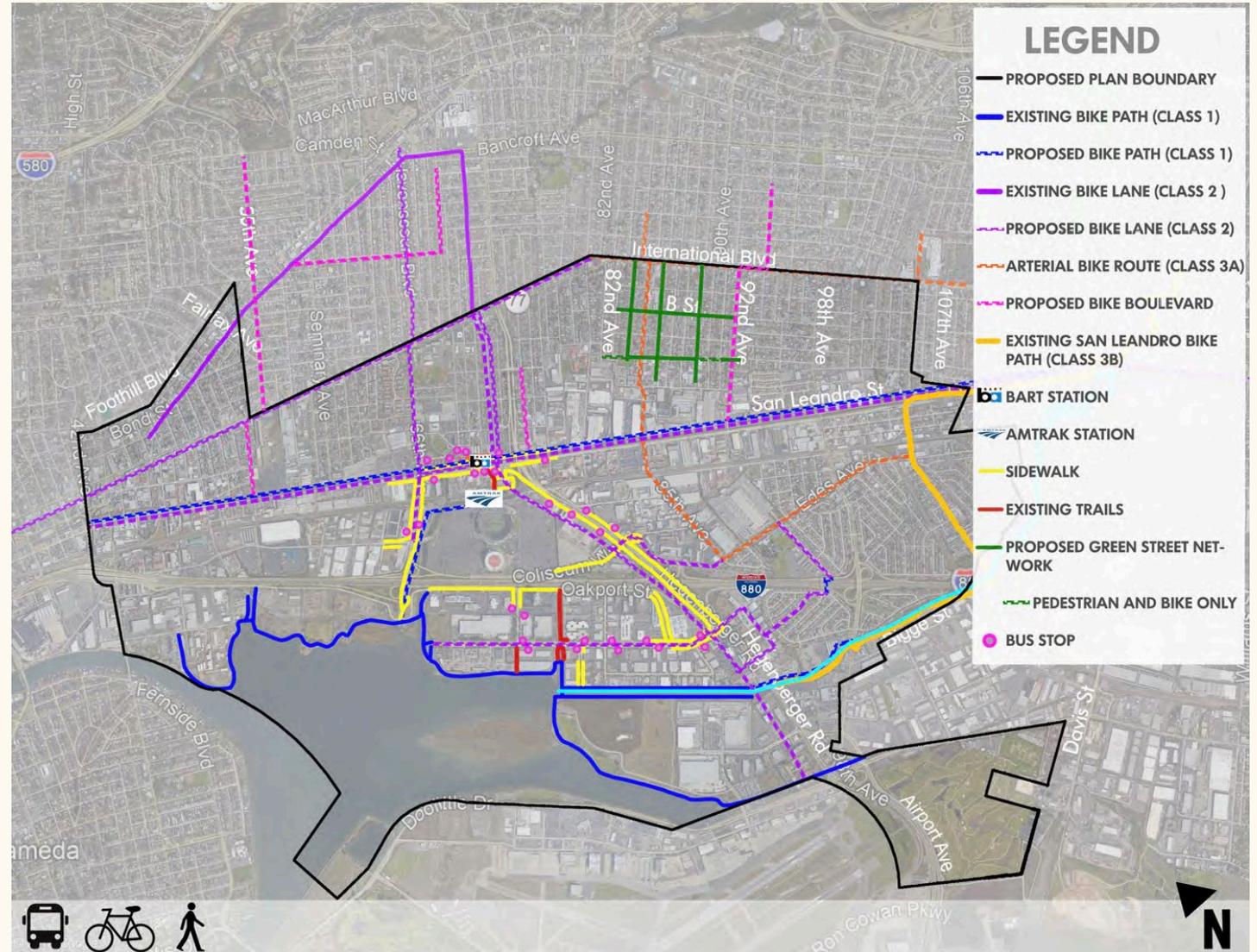
# SAFE AND ACCESSIBLE TRANSPORTATION

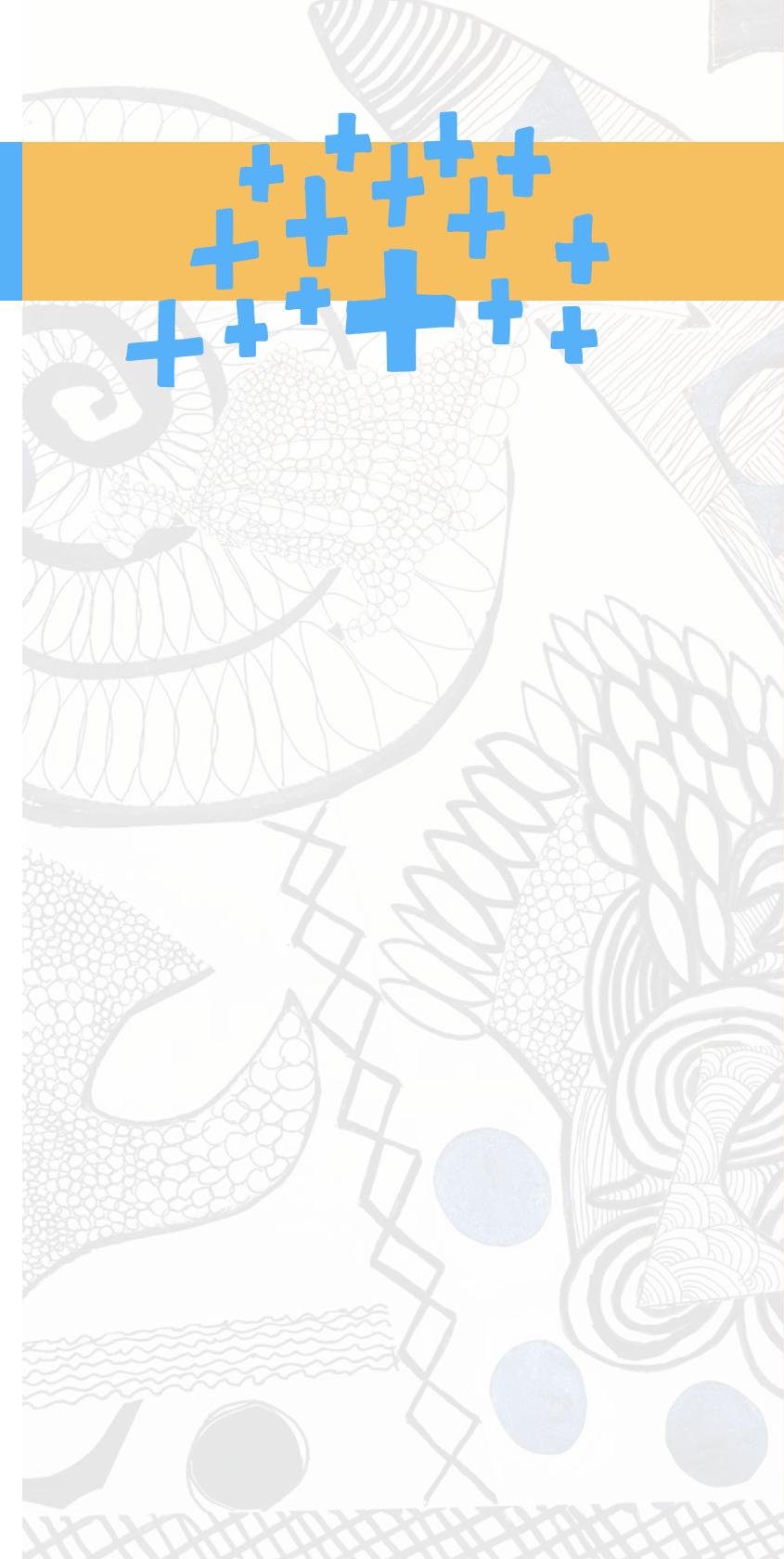
Overall themes and priorities include the desire for repaired streets and more proactive fixing of potholes. Safer routes on which to walk and bike are also a priority. Many plans exist already for augmenting trails and creating new bike/walk paths (see Neighborhood-Specific Projects and Appendices, and implementation is the key, ensuring safe spaces and encouraging exercise for better public health.

A composite of all bike plans is shown to the right.

One project that cuts across the EONI area is the Bus Rapid Transit (BRT) corridor that is currently under development from Uptown to the City of San Leandro along International Boulevard. Endorsed by many community groups in 2012, and involving extensive community engagement and a Business Sustainability Plan to avoid negative business impacts during construction, there have yet been community members feeling they were left out of the BRT process and that the BRT is another example of transportation dividing Black communities, with looming questions remaining about the value of BRT. As such, even with the promise of making mass transit work better, BRT implementation is a cautionary note on the value of deep community engagement to ensure solid support and community buy-in.

Another project that cuts across the area is the East Bay Greenway along San Leandro Blvd, providing safe biking from the west side of Melrose to the San Leandro border.





# SAFE AND EFFICIENT TRANSPORTATION

## *Safe and Efficient Transportation 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 projects:

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)

Scrapper 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. And establishment of the Black Cultural Zone is a frequent suggestion. 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 from crime is also key to address in order to better allow walkable use of local businesses, highlighting the interconnectedness of the issues.

Several suggestions from the Brookfield neighborhood include vacant buildings transformed into useful businesses, dentist/medical offices near housing, and a computer lab located at local affordable housing. In Sobrante Park, the Roots Community Clinic mobile services site was an asset itself that could also be available for pop-up events and businesses, along with clarity on available public health services.

Novel recommendations include the establishment of a Community Development Corporation with all local residents on the board and establishing a local contracting company that could fix potholes and repair roads. In Stonehurst, establishment of a farmer's market was mentioned, reflecting a desire for local foods in multiple neighborhoods.

## *Grow Community Wealth 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 projects:

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

# ARTS & CULTURE

"Artist 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) discussed previously 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 will also identify an impact hub that is complemented by an ecosystem that includes programs, services, retail and the incubation of black businesses.

As an example, in Brookfield, an observation was made that electric utility wires are an eyesore and hazardous when they hang low, with the suggestion made to advance decentralized residential solar power. Local solar can also be a source of job creation, contributing to Development to Grow Community Wealth. At the Coliseum meeting, a community member recommended arts hubs in local warehouses, and purchasing foreclosed spaces for this purpose.

## Arts and Culture

Indicator of Priority: Arts and culture were not included in survey questions on priorities and concerns, or popup display boards. As shown above, greater sense of community, community festivals and organizing themes like the Black Cultural Zone were frequently expressed as aspirations.

## Existing City projects:

Tassafaronga Recreation Center Upgrades, OPR (unfunded, no additional plans/information yet)  
Ira Jenkins Renovation, OPR (unfunded, no additional plans/information yet)  
East Oakland Sports Center, OPR (unfunded, no additional plans/information yet)

A close-up photograph of a woman's forearm. She has a black tattoo on her inner forearm that reads "EAST OAKLAND" in a bold, serif font. The woman has short, dark hair and is looking towards the camera with a slight smile. She is wearing a black top with a white polka-dot pattern. In the background, another person's arm in a black leather jacket is partially visible.

EAST OAKLAND



## NEIGHBORHOOD-SPECIFIC PROJECTS

### ABOUT THE EONI NEIGHBORHOOD SPECIFIC PLAN MAPS AND PROPOSED PROJECT LISTS

In addition to the projects already underway in the City in the EONI area, additional projects specific to neighborhood were identified using EONI meeting feedback. On the following pages, those projects are shown with their approximate location on neighborhood area maps. A subset of projects shown on the maps are from sources outside of EONI to show the array of efforts within the neighborhood, where projects from other plans could be allocated to a specific neighborhood.

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 on-going planning efforts as listed.

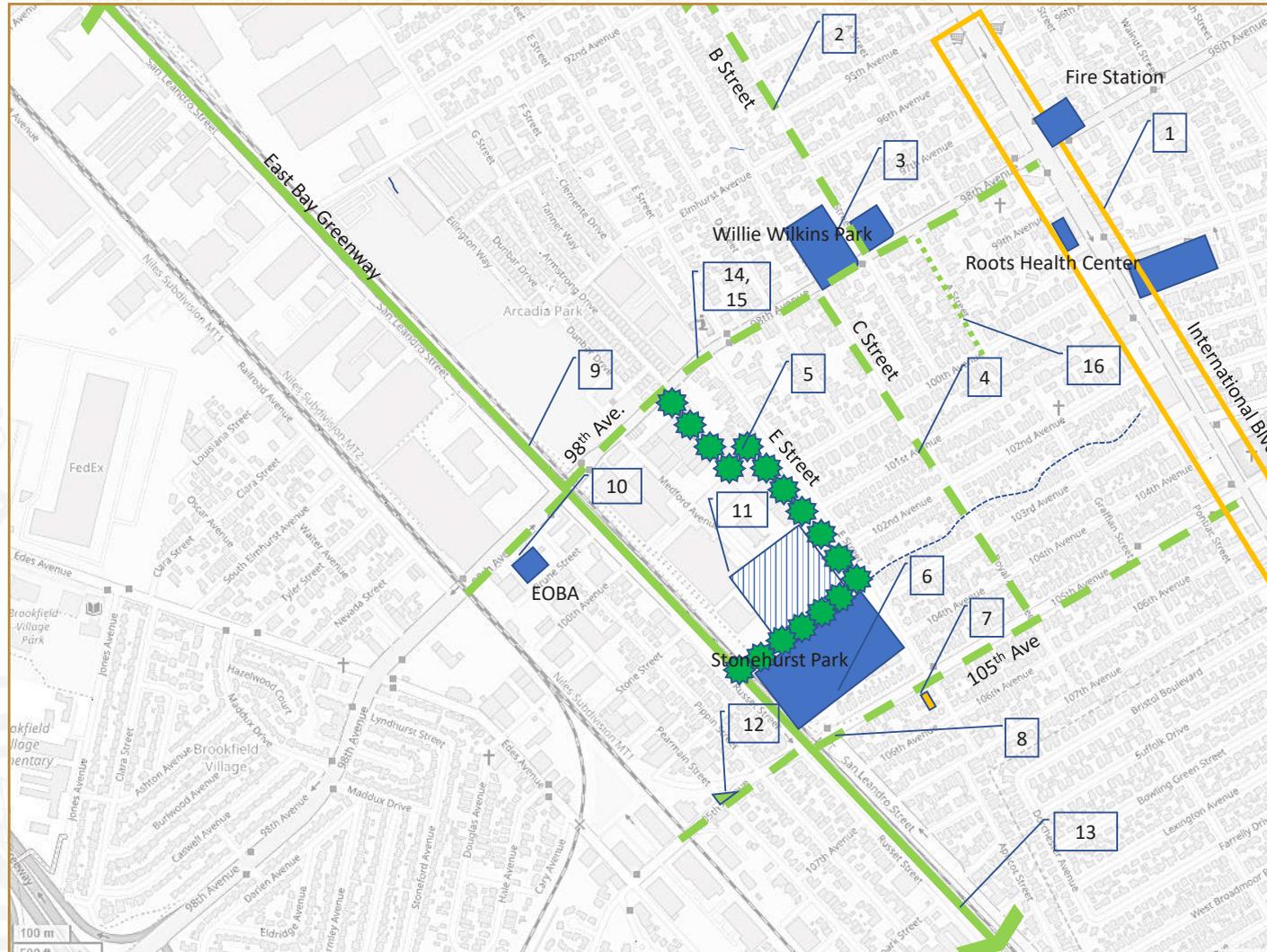


# NEIGHBORHOOD-SPECIFIC PROJECTS **STONEHURST**

#	Project -Description	Est. Time Frame (TBD)	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	A Street Bike Route		EONI meetings
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/Sobrante Park)		Sobrante 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 on-going street improvements with City) along with potential commercial district upgrades along 98th Ave.		PCA Plan/City Measure KK
16	East Bay Greenway, phase 85th Ave to 98th Ave		ACTC Plan



# NEIGHBORHOOD-SPECIFIC PROJECTS STONEHURST



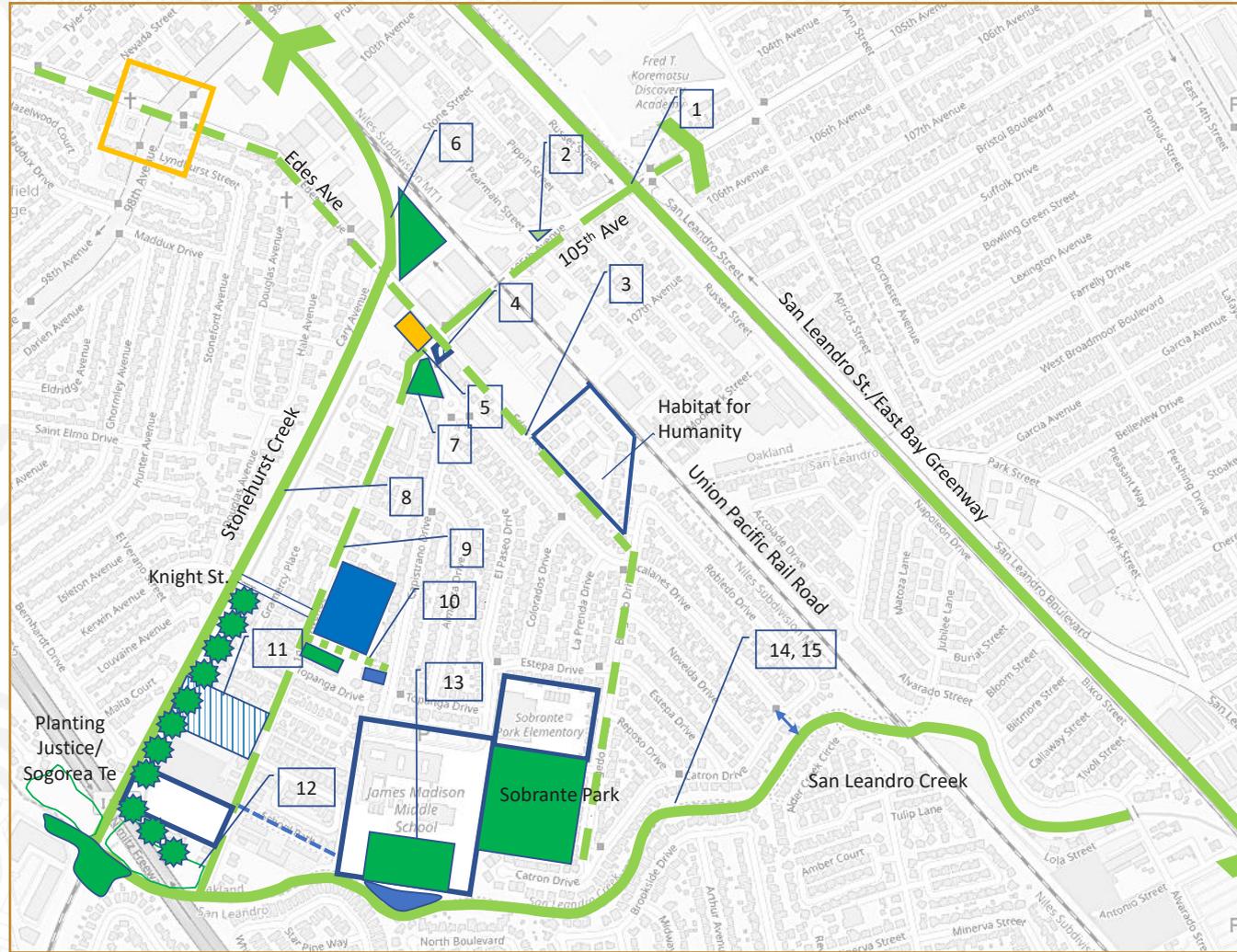


# NEIGHBORHOOD-SPECIFIC PROJECTS SOBANTE PARK

#	Project -Description	Est. Time Frame (TBD)	Source
1	105th Ave Upper Green Street, Edes Ave. to San Leandro St. (in partnership with Stonehurst)		EONI meetings
2	105th median at Pearmain St. landscaping and art (in partnership with Stonehurst)		EONI meetings
3	Edes Ave. landscaping/murals, clean-up/green-up/anti-dumping (also zoning study)		EONI meetings
4	Roots "Healing Center" as well as pop-up markets, community navigation center; Include neighborhood center – time banking office?		EONI meetings
5	Corner store improvements/façade improvements funds, healthy retail/ food for the community		EONI meetings
6	UPRR ROW walking/bike trail connection to Rail Road Ave. (and in other direction to Doolittle Dr.)		East Oakland Green Network Plan
7	Tyrone Carney Park redesign/Acalanes/105th/Capistrano intersection re-design (include programming, community market days, etc.)		Sobrante park Visions, EONI meetings, SPRAC
8	Stonehurst Creek restoration and trail (work with Alameda County Flood Control)		San Leandro Creek Plans/East Oakland Green Network Plan
9	Lower 105th Ave. Greening, stormwater tree wells, Edes Ave. to San Leandro Creek, including Knight Street. (partial funding from State on-going)		Sobrante Park Visions, SL Creek Planning
10	CR Church path upgrading/lights; garden installation (work with Lionel Wilson school and SPRAC)		Green Works Development Plan, SPRAC, EONI meetings
11	Neshi Bros lot, trust acquisition (with Planting Justice/Sogorea Te), Plants and Fish. 2 acres.		EONI meetings
12	105th Ave trailhead/gateway park/community enterprises/bike share, garden, vegetative buffer (partially funded through State)		Sobrante Park Visions, SL Creek Planning
13	Madison School yard greening, path connector, joint-use, Creekside open space		SL Creek Planning, EONI meetings
14	San Leandro Creek Greenway Path, phase I (including gateway opening at Acalanes). On-going, designs at 30%Phase II to San Leandro BART (including potential Robledo Dr. Park?). Stewardship and plan-establishment community green jobs program.		SL Creek Planning/EONI meetings
15	Neighborhood fence and garden improvement funds (partially funded for areas adjacent to SL Creek)		



# NEIGHBORHOOD-SPECIFIC PROJECTS SOBRANTE PARK





# NEIGHBORHOOD-SPECIFIC PROJECTS

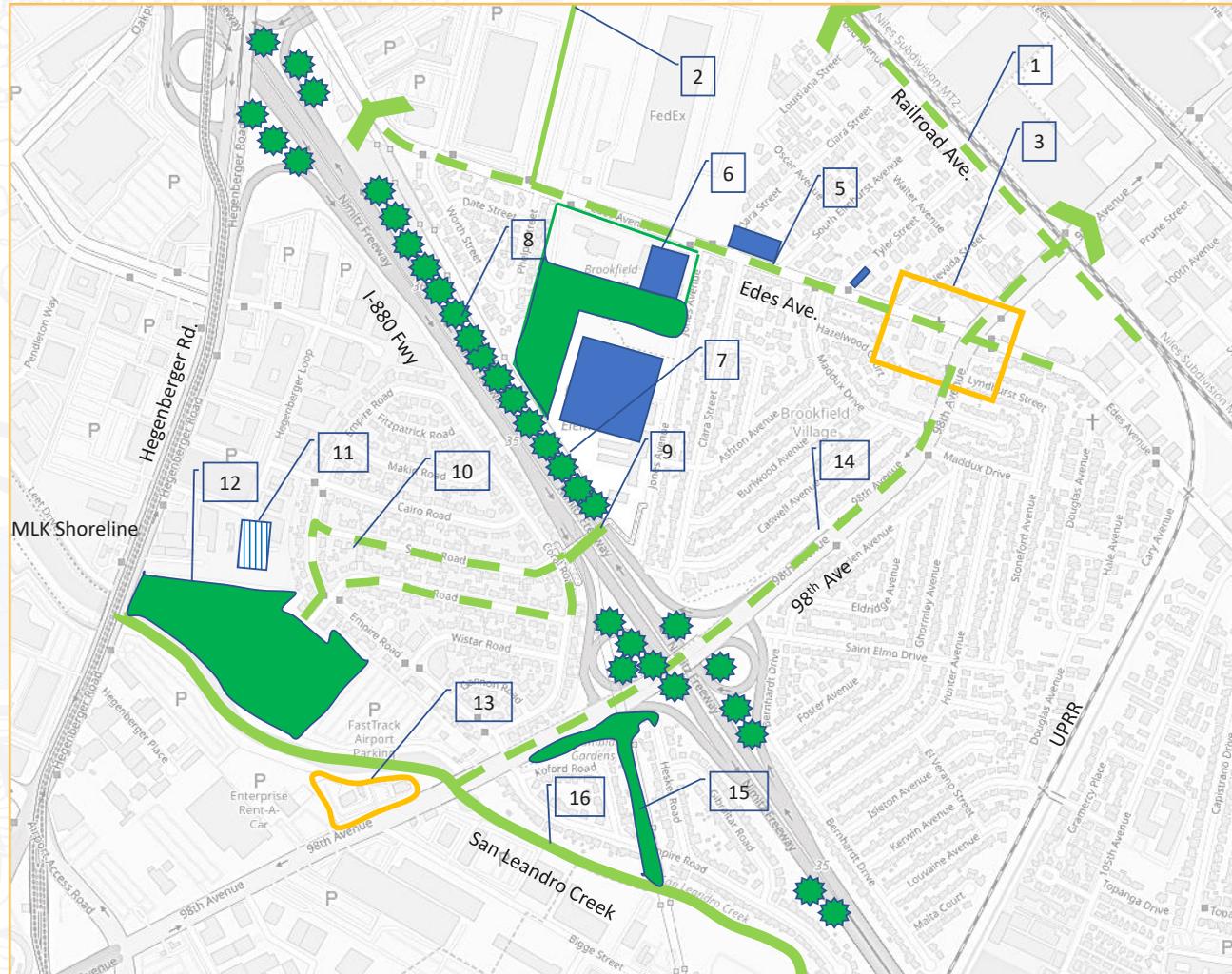
BROOKFIELD VILLAGE /  
COLUMBIA GARDENS

#	Project -Description	Est. Time Frame (TBD)	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		
4	Edes Ave greening connections		
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



# NEIGHBORHOOD-SPECIFIC PROJECTS

## BROOKFIELD VILLAGE / COLUMBIA GARDENS



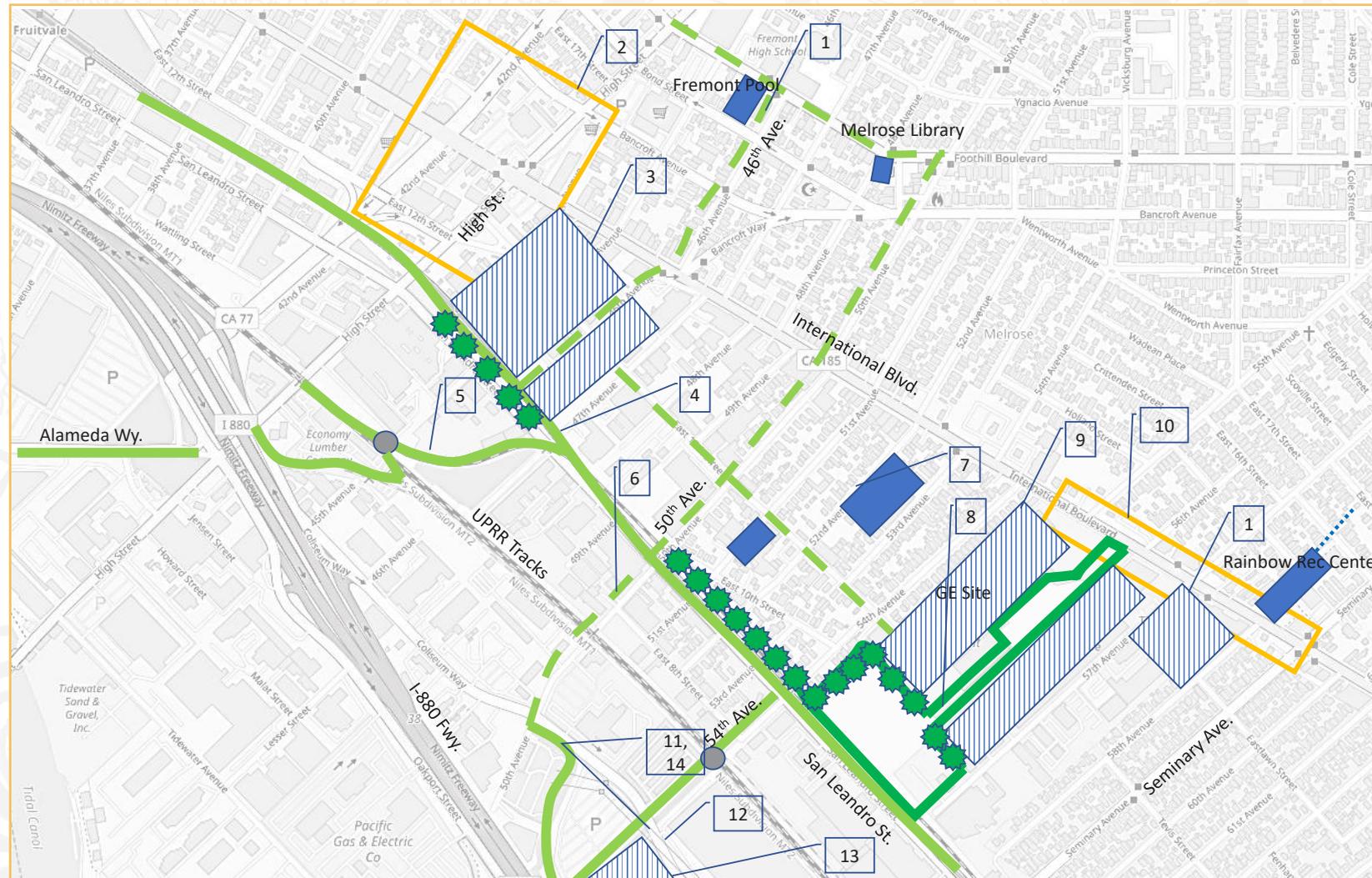


# NEIGHBORHOOD-SPECIFIC PROJECTS MELROSE

#	Project -Description	Est. Time Frame (TBD)	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		



# NEIGHBORHOOD-SPECIFIC PROJECTS MELROSE





# NEIGHBORHOOD-SPECIFIC PROJECTS HIGHLAND / ELMHURST

#	Project -Description	Est. Time Frame (TBD)	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, impact hub, 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	MLK 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 Int'l 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	Tassafaranga Rec and Park enhancements and upgrades		EONI meetings
16	Elmhurst-Tassafaranga 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



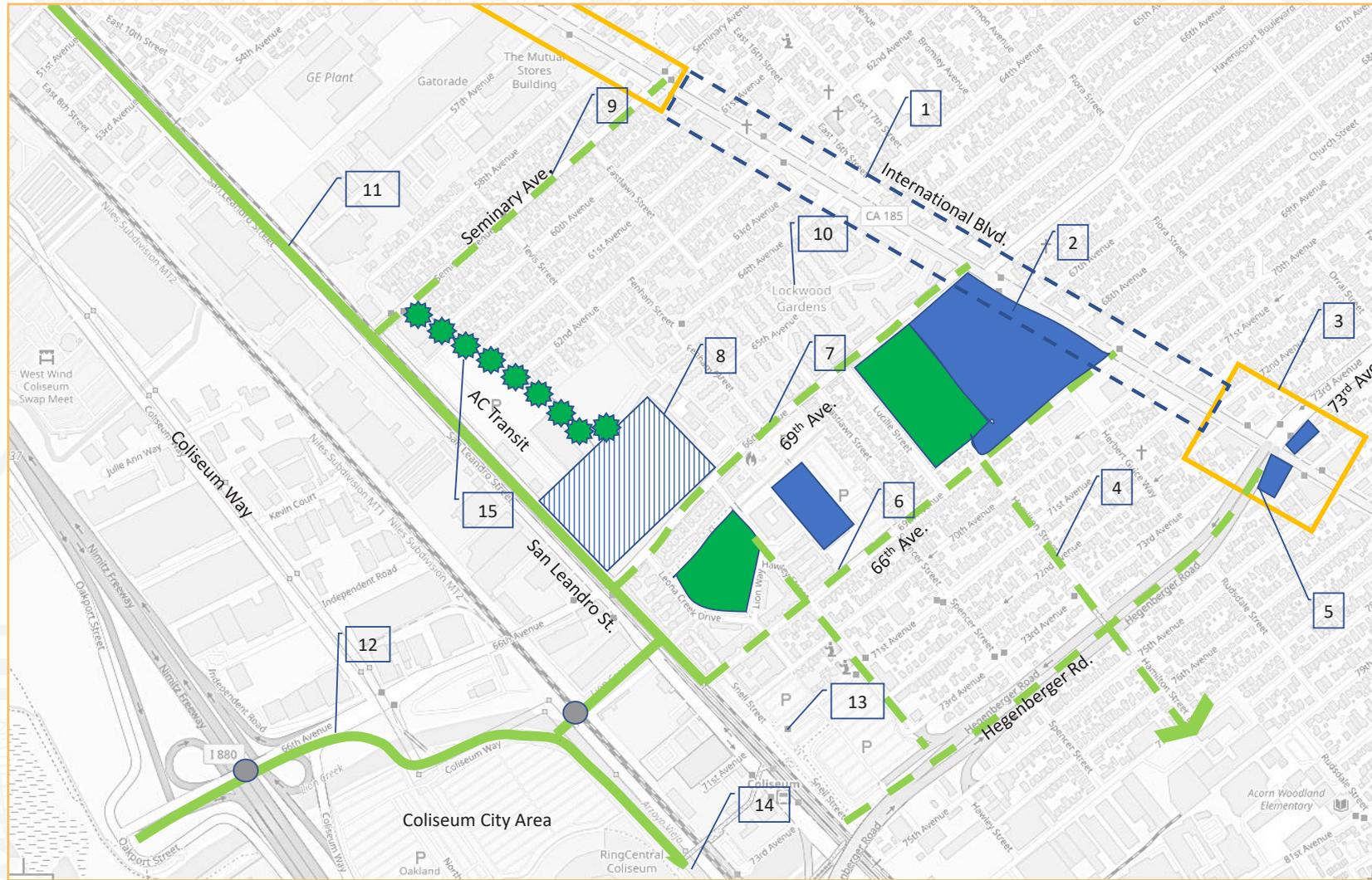


# NEIGHBORHOOD-SPECIFIC PROJECTS LOCKWOOD / COLISEUM

#	Project -Description	Est. Time Frame (TBD)	Source
1	Development center key International Blvd commercial center, 50th Ave to Seminary Ave, Safeway Building e-use, BCZ		EONI meetings, Int'll 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		
5	Arroyo Viejo greening and plaza, Int'll 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), include improvements and access to Carter Gilmore Park Redevelopment		EONI Meetings/Coliseum
8	Community job training center/maker spaces and cooperative businesses		
9	Seminary Ave improvements		
10	Lockwood Gardens Integration and connections/community center		
11	East Bay Greenway phase 66th Ave to 50th Ave.		
12	BART to Bay Damon Slough/MLK Shoreline greenway linkage (including pedestrian bridge and bridge retrofits over freeway)		
13	BART Transit Oriented Development project including affordable housing		
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.		



# NEIGHBORHOOD-SPECIFIC PROJECTS LOCKWOOD / COLISEUM





## OTHER CITY PLANS

### 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 which 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 should look at how to streamline the permitting process. 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 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 PLANS

### 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



## OTHER CITY PROJECTS

### City Community-Based Transportation Plan

The December 2007 City 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 a long 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.



## OTHER CITY PLANS

### 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%.
3. The asset poverty rate of African Americans (63%) and Latinos (69%) will be reduced by half.

#### **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."
- "secure five new permanent retailers and five new popup or temporary retail vendor locations, including along the new Bus Rapid Transit route on International Boulevard."

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



# OTHER CITY PROJECTS

## 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.

## 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. It has 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.



# FUNDING SOURCES & STRATEGIES

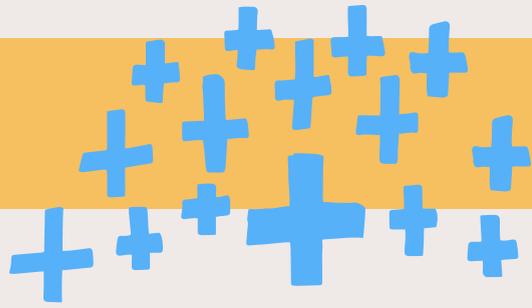
## *Realizing the Promise*

In implementing the many worthy projects involved in achieving EONI goals, the challenge is to find funding requisite to project needs. For housing, as an example, 17,000 new units are called for the City overall, over eight years. Using a conservative \$400,000 per unit, that means \$6.8 billion is needed, or over \$800,000,000 per year. Finding robust ways to reduce costs per unit is key.

## *Funding sources*

Many potential funding sources are aligned with EONI vision and projects:

1. City: Ongoing appropriation for Parks, Public Works, and other departments can support the projects and objectives of EONI.
2. Foundations/Non-Profits: East Bay Community Foundation, San Francisco Foundation, ISC, USDN, Rockefeller Foundation and many others are potential funding sources.
3. Federal: Partners for Resilient Communities, Partners for Places, EPA Environmental Justice Small Grants, and others.
4. State: TCC Implementation Grant, CEC EcoBlock, Affordable Housing and Sustainable Communities, and other Greenhouse Gas Reduction Fund programs.



# 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.

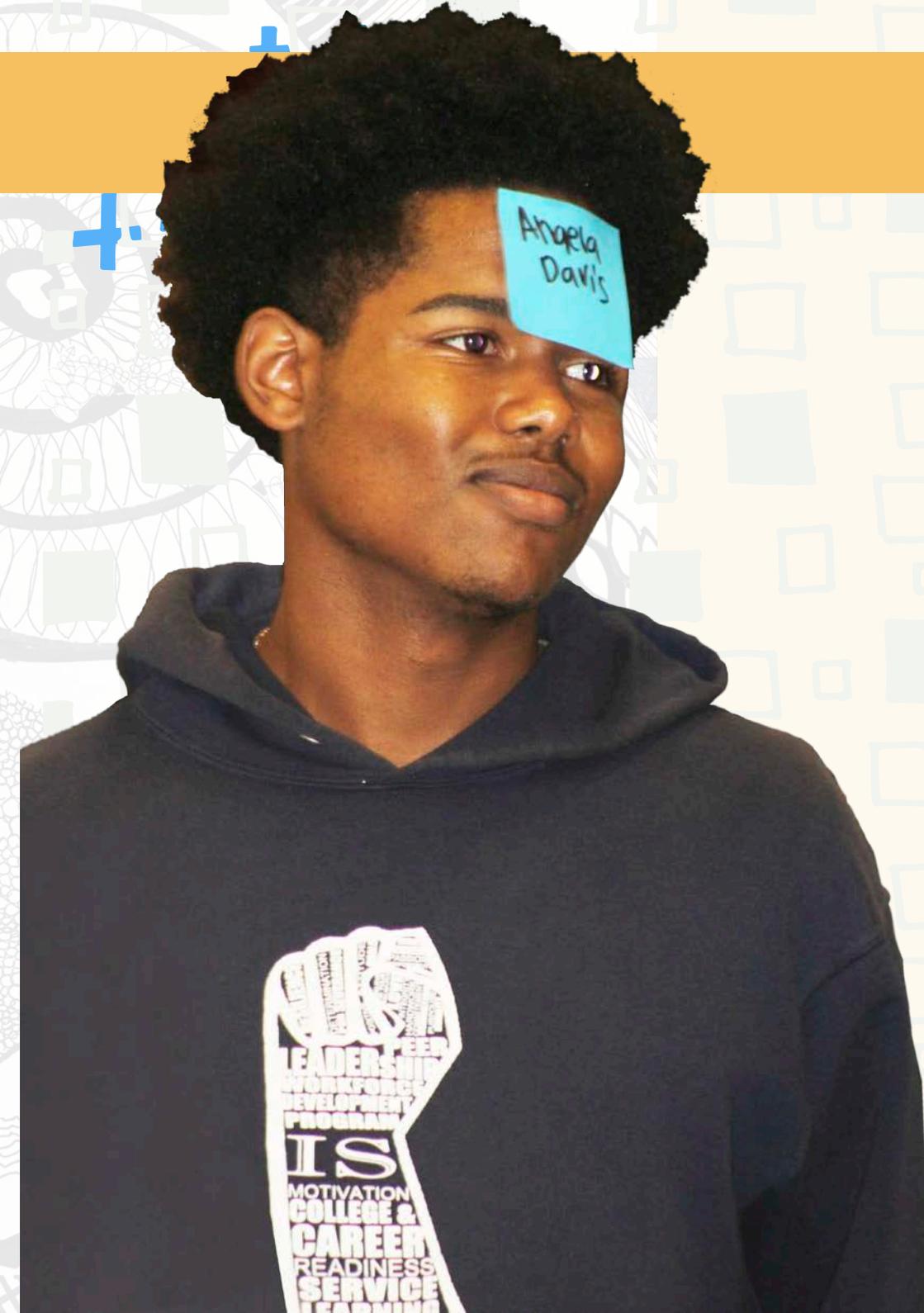
**Community-oriented Enhanced Infrastructure Financing District (per AB 313):** This financing tool can help fund specific projects and other infrastructure including provisions for affordable housing. If applied to the Coliseum Specific Plan area, as the Coliseum Project becomes entitled, a clear and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

**Direct Public Offerings:** Direct Public Offering: 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 is taking that model and raising capital for community-owned affordable and cooperative housing

**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 and/or East Bay Community Energy, and then paid back via property tax and/or on-bill financing.

# APPENDICES



Appendix A. CalEnviroScreen Maps

Appendix B. Supporting Draft Plans

Appendix B1. Displacement Avoidance Plan

Appendix B2. Workforce Development Plan

Appendix B3. Progress Tracking and Evaluation Plan

Appendix C. Compilation of Community Meeting Feedback

Appendix C1. Values

Appendix C2. Asset Maps

Appendix C3. Meeting Notes Repository

Appendix D. Townhall Project Ranking/Prioritization by Topic

Appendix E. Partner Agreement

Appendix F. Map of Findings to TCC Program Goals/Project Details

Appendix G. Housing Plan (link to actual plan)

Appendix H. Economic Development (link to actual plan)

Appendix I. Transportation (link to actual plan)

Appendix J. Art and Culture (link to actual plan)

Appendix K. Climate-Related Plans

Links to ECAP 2020, Resilient Oakland, Sea Level Rise

Appendix L. Resources in the City and Community for EONI Implementation

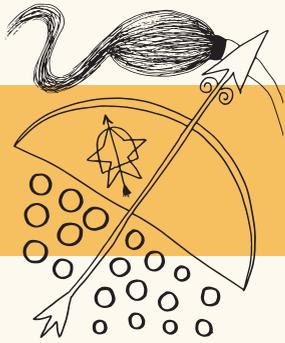
Appendix M. Roster of names and affiliations of EONI Organizations

Appendix N. History (Continued)



## ENDNOTES

- i. Greenlining Institute (2017). Undoing Oakland's History of Environmental Racism as We Address Climate Change in California". [www.greenlining.org](http://www.greenlining.org)
- ii. University of North Carolina, (2010). T-RACES (Testbed for the Redlining Archives of California's Exclusionary Spaces) Project, <https://sils.unc.edu/news/2010/t-races>.
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- iv. United Church of Christ, Commission for Racial Justice (1987), "Toxic Wastes and Race in the United States: A National Report on the Racial and Socio-Economic Characteristics of Communities with Hazardous Waste Sites", <http://docs/ML1310/ML13109A339.pdf>
- v. CalEPA, "Environmental Justice Program", <https://calepa.ca.gov/envjustice/>
- vi. For an excellent treatment of the history of the environmental justice movement in the US see: [www.epa.gov/environmentaljustice](http://www.epa.gov/environmentaljustice)
- vii. Alicia Garza is a founding member of Black Lives Matter. She resides in Oakland, the quote is from 2014, *Love with Power: Practicing Transformation for Social Justice*, by Kristen Zimmerman and Julie Quiroz by the Movement Strategy Center ©2015
- viii. Guru, or Keith Edward Elam, was a rapper in the hip hop duo Gang Starr, and an actor who died of cancer in February 28, 2010. Guru Keith Elam was born in Roxbury, Boston
- ix. A proliferation of guns flowed into East Oakland beginning in the 1970's and continued through the early 2000's. While there is little exploration of where these guns came from, and there are likely many sources, among them was San Leandro based Traders gun store. Traders was notorious for its straw sales of guns dating back to the late 1970s. Regulators from the federal Bureau of Alcohol, Tobacco, Firearms and Explosives ordered Tony Cucchiara, owner of Traders, to surrender his firearms license in December of 2006 because he allegedly could not account for 1,723 guns as a result, the stores closed. <https://www.pbs.org/wgbh/pages/frontline/shows/guns/etc/chron.html>, <https://www.sfgate.com/bayarea/article/SAN-LEANDRO-Gun-shop-tries-to-keep-U-Sfrom-2496163.php>
- x. "Oakland Tribune, May 5, 1929. "Chrysler plant" Newspaperarchive.com. Retrieved April 19, 2012.
- xi. "East Oakland Community Information Book 2001" (PDF). Alameda County Health Services Agency. Archived from the original (PDF) on September 10, 2008.
- xii. Neighborhood Profiles, Elmhurst East Oakland Youth Development Center s/sign REGISTER TO VOTE HERE – photo on the cover, 1988.
- xiii. Inside the Panther Revolution, Robyn Cean Spencer, Chapter 13, p. 303, "...Much of the city's police force had been recruited from the Deep South, and police officers frequently held racist attitudes."
- xiv. Bagwell, Beth (1982) *Oakland: The Story of a City*. Novato, CA: Presidio Press. p. 245. ISBN 0-89141-146-1
- xv. Zinko, Carolyne (September 26, 2007). "WWII meant opportunity for many women, oppression for others". *San Francisco Chronicle*. Retrieved October 29, 2011.
- xvi. Inside the Panther Revolution, Robyn Cean Spencer, Chapter 13, p. 303, "...Much of the city's police force had been recruited from the Deep South, and police officers frequently held racist attitudes."
- xvii. *American Babylon: Race and the Struggle for Postwar Oakland* Robert Self
- xviii. Inside the Panther Revolution, Robyn Cean Spencer, Chapter 13, p. 302
- xix. Simonson, Jocelyn. "Copwatching". *California Law Review*. 104 (2): 408. Organized cop watching groups emerged as early as the 1960s in urban areas in the United States when the Black Panthers famously patrolled city streets with firearms and cameras, and other civil rights organizations conducted unarmed patrols in groups.



## ENDNOTES

- xx. Arica L. Coleman (July 31, 2016). "When the NRA Supported Gun Control". TIME.com. Retrieved 12 October 2017.
- xxi. Winkler, Adam (September 2011). "The Secret History of Guns". The Atlantic.
- xxii. <https://www.youtube.com/watch?v=8fAkmjr082g> 63
- xxiv. <https://www.youtube.com/watch?v=8fAkmjr082g>
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# IN LAK'ECH

Tu eres mi otro yo  
Si te hago dano a ti,  
Me hago dano 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.

