EQUITY IN DOWNTOWN OAKLAND

Downtown Oakland Specific Plan

Social Equity Working Group Meetings
Summary Report
2017

Prepared by the Downtown Oakland Specific Plan Social Equity
Consultant Team
Includes feedback from community voices

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I. PART ONE: Summary of the Equity Working Group Meetings

Housing Affordability, Jobs, Training & Economic Opportunity
July 31, 2017 - 5:30-8:00p
Greenlining Institute

A. Opening: Grounding in Equity, Introductions, Background and Where we are Going Now

Meeting facilitator **Greg Hodge** from **Khepera Consulting** opened the proceedings with African drumming, call-and-response clapping and singing, as well as a call to order, followed by a working definition of equity.

This opening for the first Equity Working Group meeting, focusing on Housing Affordability, Jobs, Training & Economic Opportunity, was then followed by remarks from **Darin Ranelletti, Interim Director of Planning and Building at the City of Oakland**, thanking everyone for joining. He shared that the City's equity approach was created in response to the feedback they've received from the community and requires everyone's participation in order to make sure that the downtown Oakland specific plan goals and objectives are reflective of the community and "create a vision for downtown that can unify the city."

Ed Manasse from **Oakland's Bureau of Planning** concluded the opening remarks with context about the downtown specific plan in relation to other planning efforts around the Downtown Plan area and the role the plan will play in light of projected growth in downtown. Ed provided an agenda for the day as well as a brief discussion of the vision, timeline up to date, plan for moving forward and restatement of the purpose of the evening: to review tonight's topic, Housing, Affordability, Jobs, Training & Economic Opportunity, with an equity lens and to discuss and receive feedback on the draft goals for this topic using that lens.

B. Grounding in Racial Equity Framework and Setting Context

Kalima Rose from **Policy Link** offered a short presentation on the purpose of the Racial Equity Impact Analysis tool that the team will apply to the preliminary draft downtown specific plan to ensure that its policies and actions have positive outcomes for the community's most vulnerable members.

Dwayne Marsh, from the **Center for Social Inclusion,** described some of the housing and economic problems and inequities facing Oaklanders today. This was to frame the meeting participants' collective understanding of the issues before they discussed how the draft goals can best address these topics. Dwayne briefly presented the vision statements and goals related to housing, and economic opportunity in preparation for the small group discussion.

The main points from Dwayne's presentation included:
- Downtown is an income diverse neighborhood with a high prevalence of homelessness. We have to think about how to balance this diversity and downtown's connection to neighboring districts, so that people of all backgrounds are able to live in downtown.
- There are currently about 21,000 residents in downtown Oakland, and immense barriers to finding housing. Certain neighborhoods in downtown face more than one barrier preventing them from gaining access to opportunities.
- 1 in 6 Oakland residents face severe housing burden and spend more than half of their income on housing.
- People of color are 1.5x more likely than whites to experience housing burdens - must address this.
- Two fastest groups growing are very rich and very poor, where more people of color belong to the working poor.
- 7 in 10 homeless are unsheltered, 1 in 10 homeless are children and homeless are disproportionately people of color.
- 4 in 10 jobs in downtown require an advanced degree
- We have to create actionable policies, permitting, guidelines and incentives that can protect cultural historical value of the city and ensure that Oaklanders are able access housing and stay in housing regardless of race, income, age, and ability.
- Affordability is key to advance racial equity; while we are making progress we still aren't meeting the demand.

Dwayne ended his presentation with a call to action for creating actionable policies that can assist building permanent affordable housing, maintaining below market rate housing, building pipelines for more jobs and job training for vulnerable populations, and improving access to transportation so that everyone can participate in the full economy. Ultimately our goal needs to be eliminating displacement of residents, families of all sizes and incomes, non-profits, organizations, small/emerging business and community spaces and to build community wealth that is shared widely.

C. Small Group Activity

Participants broke into smaller groups by topic to discuss the draft goals that had been developed in response to community input during the first year or so of the planning process. Participants were asked to identify changes they'd like to see, as well as potential barriers for their community to reaching the goals and possible solutions to those barriers. This information

will be used to inform the next phase of the process. See Appendix II for a summary of this feedback, or the Plan Downtown Oakland website (www.oaklandnet.com/plandowntownoakland) for the full spreadsheets of community input into the goals.

Each group was asked to report their most significant idea back to the larger group. Ideas reported back included:

- Improve methods of communication with the community about potential developments and use accessible language in outreach and discussion of policies.
- Create a standard set of community benefit requirements so that community members don't have to tussle with developers on a case-by-case basis.
- Create policy around parking lots for office, retail and live-work place.
- Create a buy-back program that can support long time business owners, to eventually buy the property they are renting.
- Build trusted networks with communities so that policies can actually be sustained to protect this trust.

D. Next Steps

Joanna Winter, from **Oakland's Bureau of Planning,** continued the meeting with a brief discussion of next steps, including:

- Use community input to revise the goals and help guide the next phase of work
- Technical analysis meetingswill dive deeper into the possible strategies and solutions to the issues discussed at this meeting
- Neighborhood design workshops to focus on strategies and solutions to specific areas
- Reconfiguring the Community Advisory Group membership to represent more community voices
- Drafting a plan concepts memo for the community to review and provide feedback
- Beginning a prioritization process for plan actions, and developing the draft plan, which will go through public and environmental review
- Utilizing Streetwyze for ongoing input into community priorities

E. Streetwyze

In closing, **Antwi Akom** and **Aekta Shah,** the **Co-Founders of Streetwyze,** shared a brief presentation describing the Streetwyze tool and its value to this process. Streetwyze is a mobile mapping and SMS platform that collects real time information about how people are experiencing cities and places and turns them into actionable analytics. The City of Oakland hopes that Streetwyze can be an authentic method for two-way engagement with community

members on the ground, helping the community identify priority community assets in downtown and helping City staff to better understand and support the diversity of community needs in the planning process. Meeting participants were shown how to create a Streetwyze account and post a review.

Arts & Culture
August 1, 2017 - 5:30-8:00
PolicyLink

A. Opening: Grounding in Equity, Introductions, Background and Where we are Going Now

Meeting facilitator **Greg Hodge** of **Khepera Consulting** opened the proceedings with African drumming, call-and-response clapping and singing, as well as a call to order, followed by a working definition of equity.

Interim City of Oakland Planning and Building Department Director **Darin Ranelletti** followed with additional welcome remarks to participants, thanking everyone for joining the meeting, and reiterating the importance of community dialogue in the success of the downtown specific plan. Darin introduced **Roberto Bedoya,** the City of Oakland **Cultural Affairs Manager** who is leading the City's cultural plan development, and Roberto spoke about the importance of having the cultural plan work collaboratively with the downtown specific plan and other work currently happening in Downtown.

Ed Manasse from **Oakland's Bureau of Planning,** concluded the opening remarks with context about the downtown specific plan in relation to other planning efforts around the Downtown Plan area and the role the plan will play in light of projected growth in downtown. Ed provided an agenda for the day as well as a brief discussion of the vision, timeline up to date, plan for moving forward and restatement of the purpose of the evening: to review tonight's topic, arts and culture, with an equity lens and to discuss and receive feedback on the draft goals for this topic using that lens.

"The guiding principles we've heard from the community for this plan are equity, creativity, diversity, inclusivity, responsibility, vibrancy, connectivity and opportunity."
– Ed Manasse

B. Grounding in Racial Equity Framework and Setting Context

Tracey Ross from **Policy Link** offered a short presentation on the purpose of the racial equity impact analysis tool that the City will apply to the draft downtown specific plan. Tracey identified Race Forward's Racial Equity Analysis as a best practice and provided examples to aid in understanding how the City will apply this tool to help the community choose downtown specific plan policies and actions that will have positive outcomes for the community's most vulnerable members.

Tracey shared that a racial equity impact analysis poses questions like, "Have we identified the proper stakeholders?" and "Are we properly engaging with those stakeholders?" A racial equity impact analysis also examines alternative options and identify indicators for success.

"A Racial Equity Analysis prompts you to ask the right questions, to talk to the right people, to make sure that this plan that we're creating, not only avoids unintended consequences, but ensures ways of addressing existing structural barriers."
– Tracey Ross

Kalima Rose of **PolicyLink** then described some of the arts and culture issues Oakland is trying to address, including information from the **Mayor's Artist, Housing and Workspace Task Force**. This was to frame the meeting participants' collective understanding of the issues before they discussed how the draft goals can best address these topics. Kalima also briefly presented the draft vision statements and goals for arts and culture in preparation for the small group discussion.

The main points from Kalima's presentation included:
- Downtown is composed of unique cultural neighborhoods
- Many neighborhoods have an income average between $8-24,000 a year, with waterfront neighborhoods having higher incomes.
- The majority of artists have lived here for 10 years; 25% reported being displaced or facing imminent loss of their home or workspace. 60% of those were facing displacement because of rent increases or because buildings were sold.
- In 2014, 24% of the artists that were displaced were black artists.
- Challenges include: affordable housing, affordable workspace, affordable art-use space, and lack of opportunity to purchase space.
- City actions have included hiring a Cultural Affairs Manager, reconstituting an arts commission, and preparing a city wide cultural plan partially so that the city can play a role in real estate acquisition for the arts
- Community comments from the first phase of the downtown specific plan process reflected:
  - Value of multicultural community
  - Concern for who new spaces are for (perception that they are for upper middle class, tech, white people)
  - Maintaining and valuing the generations and ethnic groups that created Oakland's culture
  - Improving transportation access to cultural activities in Downtown
  - Uplifting informal ethnic, cultural spaces (maker spaces, barbershops, etc.)
  - Prioritizing communities of color
  - Create land use policies that preserve community arts and spaces
  - Affordable work and live spaces should go to people who've been actively displaced
  - Connect downtown to the cultural riches of Lake Merritt and Chinatown

C. Cultural Plan Presentation

Robert Bedoya, the **Cultural Affairs Manager**, spoke about the **Cultural Arts Plan**, which will be focusing on the cultural infrastructure of the city and will be working closely with the downtown specific plan to "listen intently to what the Downtown Plan is revealing and incorporate into our process," says Bedoya. Bedoya shared the Cultural Plan's vision statement: "Culture is a frame, equity is a driving force, belonging is the goal."

D. Small Group Activity

Participants broke into smaller groups by topic to discuss the draft goals that had been developed in response to community input during the first year or so of the Plan Downtown process. Participants were asked to identify changes they'd like to see, as well as potential barriers for their community to reaching the goals and possible solutions to those barriers. This information will be used to inform the next phase of the process. See Appendix II for a summary of this feedback, or the Plan Downtown Oakland website (www.oaklandnet.com/plandowntownoakland) for the full spreadsheets of community input into the goals.

Each group was asked to report their most significant idea back to the larger group. Ideas reported back included:
- Include youth and people with disabilities in the language of the goals.
- Complete a more thorough citywide and downtown cultural mapping.
- Get information from those who don't have access to tech, i.e. homeless population.
- Diversify the definition of "public art" to include more than visual art and artists of all racial, cultural economic background.
- Prioritize mid-size performance spaces.
- Improve communication about and for grant opportunities to a larger group of public
- Bring conversation to stakeholders who should be a part of the process.

E. Streetwyze

In closing, **Antwi Akom** and **Aekta Shah,** the **Co-Founders of Streetwyze,** shared a brief presentation describing the Streetwyze tool and its value to this process. Streetwyze is a mobile mapping and SMS platform that collects real time information about how people are experiencing cities and places and turns them into actionable analytics. The City of Oakland hopes that Streetwyze can be an authentic method for two-way engagement with community members on the ground, helping the community identify priority community assets in downtown and helping City staff to better understand and support the diversity of community needs in the planning process.

Antwi and Aekta emphasized how Streetwyze allows the community to be experts and control their own narratives of spaces, places and experiences as artists. Lastly they discussed the ways in which communities can uplift their cultural assets, their experience of art & culture in downtown and identify what changes they want to see. Meeting participants were shown how to create a Streetwyze account and post a review.

F. Next Steps

Joanna Winter, from **Oakland's Bureau of Planning,** continued the meeting with a brief discussion of next steps, including:

- Use community input to revise the goals and help guide the next phase of work
- Technical analysis meetings will dive deeper into the possible strategies and solutions to the issues discussed at this meeting
- Neighborhood design workshops to focus on strategies and solutions to specific areas
- Reconfiguring the Community Advisory Group membership to represent more community voices
- Drafting a plan concepts memo for the community to review and provide feedback
- Beginning a prioritization process for plan actions, and developing the draft plan, which will go through public and environmental review
- Utilizing Streetwyze for ongoing input into community priorities

G. Question and Answer

The meeting was closed with a small discussion around outstanding questions from the community, which included the following:
- How does the work we're doing impact the development community? We're doing all this work but what is our power? What is our interface with development?
- Is the development community hearing us? How much are they willing to participate and make Oakland the city we want it to be?
- What regulations or processes will you have in the plan that will require developers to adhere to it? We can go through the planning process, but we must be honest with the people and realistic. What are going to be the constraints on development given that you've asked us to participate in the plan?

Streets, Traffic Circulation, Connectivity & Built Environment
August 2, 2017, 5:30-8:00p
Oakstop

A. Opening: Grounding in Equity, Introductions, Background and Where we are Going Now

Meeting facilitator **Greg Hodge** of **Khepera Consulting** opened the proceedings with African drumming, call-and-response clapping and singing, as well as a call to order, followed by a working definition of equity.

This opening was then followed by statements from **Ryan Russo, Director of the Department of Transportation at the City of Oakland,** who spoke about the department's focus on Oakland's streets and their commitment to equity: "The department was formed with equity front and center. We are working with committed professionals to better understand how to take issues around race and equity and inclusion and truly operationalize them around city government. For example, what is an equitable paving program? What is an equitable bicycle development program? How do we do traffic safety and vision equitably?" Ryan also spoke about the importance of operating with a sense of urgency because downtown streets contain the most pedestrians and cyclists, and the most accidents in the City of Oakland. Furthermore, with current and future growth expected downtown, efficient transit is imperative to ensuring that the increased density is functional.

Ed Manasse from **Oakland's Bureau of Planning,** concluded the opening remarks with context about the downtown specific plan in relation to other planning efforts around the Downtown Plan area and the role the plan will play in light of projected growth in downtown. Ed provided an agenda for the day as well as a brief discussion of the vision, timeline up to date, plan for moving forward and restatement of the purpose of the evening: to review tonight's topic, streets, connectivity and built environment, with an equity lens and to discuss and receive feedback on the draft goals for this topic using that lens.

B. Grounding in Racial Equity Framework and Setting Context

Jme McLean of **Mesu Strategies**, opened with an introduction to the social equity consultant team led by I-SEEED, including who the subconsultants are, where their expertise lies, and what their work within the downtown specific plan entails. The equity work so far has included an analysis of the work on the plan and the community comments received to date to assess existing conditions, to identify strengths, weaknesses, opportunities and threats in the indicators that have already been identified, and to make recommendations for other equity indicators Oakland can use to target change and measure how successful the plan is at achieving it. Jme

briefed the community on how these and future public meetings will lead to a plan concepts memo that will then be passed through a racial equity impact analysis.

"A racial equity analysis is a systematic process in which we ask questions about race and we look at what the history has been related to some of the plans and decisions that have made and we make projections about what kind of impacts will be made in the future."

– Jme McLean

Tracey Ross of **Policy Link** then described some of the problems and inequities with transportation and the built environment facing Oaklanders today. This was to frame the meeting participants' collective understanding of the issues before they discussed how the draft goals can best address these topics. Tracey also briefly presented the vision statements and goals for related to transportation and the built environment in preparation for the small group discussion.

The main points from Tracey's presentation included:
- About 21,000 people currently live in downtown, making up 5% of the city's population, 60% are single and 9% are households with children and including Chinatown, households with children totals to 26%.
- Oakland has a racialized poverty issue, with the most severe instances of poverty in any racial category felt by immigrants
- Where you live determines access to transportation, quality and access to health care and services.
- Most of downtown Oakland's population has lower incomes than the rest of Oakland.
- Most people currently get downtown using a car.
- There is a closely linked relationship between accessing a car and social mobility or escaping poverty; in Oakland most households that don't own a car are African-American.
- Many neighborhoods in downtown experience high levels of pollution from cars.
- Ideas for solutions: Looking at conversion of one-way streets, complete streets design, and better connecttions between downtown and other neighborhoods in Oakland with transit, remove highways, consider how to preserve character, increase walkability, bikeability, and affordability; and help people move through space with more ease.

C. Small Group Activity

Participants broke into smaller groups by topic to discuss the draft goals that had been developed in response to community input during the first year or so of the planning process. Participants were asked to identify changes they'd like to see, as well as potential barriers for their community to reaching the goals and possible solutions to those barriers. This information will be used to inform the next phase of the process. See Appendix II for a summary of this feedback, or the Plan Downtown Oakland website

(www.oaklandnet.com/plandowntownoakland) for the full spreadsheets of community input into the goals.

Each group was asked to report their most significant idea back to the larger group. Ideas reported back included:

- Chinatown residents expressed concern that traffic isn't well monitored in the neighborhood. People drive too fast and it poses a threat to all residents, but especially children and seniors.
- Seniors should have free access to public transportation.
- Chinatown residents expressed concern that their involvement in plans and studies, especially with the Lake Merritt Plan, has yet to result in positive outcomes for residents.
- Develop a safe and high quality bike and pedestrian network.
- Find innovative ways to move goods and people sustainably and efficiently.
- Coordinate land use, parking and transportation to support a more livable experience for all people.
- Do more outreach, education and prototyping before implementing new street changes (bike lanes, etc.)
- Create an amenity-rich public realm, recognizing the cultural uses of public open space and the ways different cultures use open space, provide safety and curb cuts for pedestrians.
- Density in Chinatown is getting dangerous, resulting in dirty, dangerous public space and parks.
- Consider transit options for vulnerable populations like seniors and disabled, i.e. informal car shares and shuttles.
- If we don't take language into account for immigrant communities, language is the first barrier we need to overcome in order to have our opinions heard, and today was a great step in that direction.

D. Next Steps

Joanna Winter, from **Oakland's Bureau of Planning,** continued the meeting with a brief discussion of next steps, including:

- Use community input to revise the goals and help guide the next phase of work
- Technical analysis meetings will dive deeper into the possible strategies and solutions to the issues discussed at this meeting
- Neighborhood design workshops to focus on strategies and solutions to specific areas
- Reconfiguring the Community Advisory Group membership to represent more community voices
- Drafting a plan concepts memo for the community to review and provide feedback
- Beginning a prioritization process for plan actions, and developing the draft plan, which will go through public and environmental review
- Utilizing Streetwyze for ongoing input into community priorities

Sustainability, Health, Safety, Recreation & Open Space
August 3, 2017, 5:30-8:00
Oakland Asian Cultural Center

A. Opening: Grounding in Equity, Introductions, Background and Where we are Going Now

Meeting facilitator **Greg Hodge** of **Khepera Consulting** opened the proceedings with African drumming, call-and-response clapping and singing, as well as a call to order, followed by a working definition of equity.

Ed Manasse from **Oakland's Bureau of Planning,** concluded the opening remarks with context about the downtown specific plan in relation to other planning efforts around the Downtown Plan area and the role the plan will play in light of projected growth in downtown. Ed provided an agenda for the day as well as a brief discussion of the vision, timeline up to date, plan for moving forward and restatement of the purpose of the evening: to review tonight's topic, sustainability, health, safety, recreation and open space, with an equity lens and to discuss and receive feedback on the draft goals for this topic using that lens.

B. Grounding in Racial Equity Framework and Setting Context

Jme McLean of **Mesu Strategies** opened with an introduction to the social equity consultant team led by I-SEEED, including who the sub-consultants are, where their expertise lies, and what their work within the downtown specific plan entails. The equity work so far has included an analysis of the work on the plan and the community comments received to date to assess existing conditions, to identify strengths, weaknesses, opportunities and threats in the indicators that have already been identified, and to make recommendations for other equity indicators Oakland can use to target change and measure how successful the plan is at achieving it. Jme briefed the community on how these and future public meetings will lead to a plan concepts memo that will then be passed through a racial equity impact analysis.

"A racial equity analysis is a systematic process in which we ask questions about race and we look at what the history has been related to some of the plans and decisions that have made and we make projections about what kind of impacts will be made in the future."

– Jme McLean

Jme then described some of the problems and inequities Oaklanders face today regarding sustainability, health, safety, open space and recreation. This was to frame the meeting participants' collective understanding of the issues before they discussed how the draft goals

can best address these topics. Jme also briefly presented the vision statements and goals for related to this topic in preparation for the small group discussion.

The main points from Jme's presentation included:
- Downtown is composed of many micro neighborhoods with varying access to opportunities.
- 8.5% of downtown residents are working at or below the poverty line, and a majority of this community is made up of African Americans and Latino immigrants.
- High priority issue of improving connectivity, walkability and bikeability to avoid car related injuries, pollution and greater access by everyone and especially vulnerable communities.
- Important considerations include sea level rise, park and greenspace, accessibility and improvement, and reducing crime.
- Feedback the City received from the community in the first year or so of the planning process included: more walkable, bikeable downtown; planning for climate change; increasing the connections between parks and open spaces; making sure parks are maintained better; connecting the waterfront to trails, watersheds and bike paths; more neighborhood cultural gathering spaces; and restorative justice for policing to make sure that all residents feel welcome in downtown.
- There is a high prevalence of services downtown, including health, safety, and emergency.
- Downtown needs to be equitable and thriving to promote prosperity for everyone, and needs to have a just food environment where everyone is able to access healthy affordable foods.

C. Small Group Activity

Participants broke into smaller groups by topic to discuss the draft goals that had been developed in response to community input during the first year or so of the planning process. Participants were asked to identify changes they'd like to see, as well as potential barriers for their community to reaching the goals and possible solutions to those barriers. This information will be used to inform the next phase of the process. See Appendix II for a summary of this feedback, or the Plan Downtown Oakland website (www.oaklandnet.com/plandowntownoakland) for the full spreadsheets of community input into the goals.

Each group was asked to report their most significant idea back to the larger group. Ideas reported back included:
- Need more youth spaces.
- Expand ambassador program with the Oakland Police Department to build more friendly relationships with police officers.
- More police officers who are from and live in Oakland and receive cultural competency training.

- Improve accessibility and infrastructure for people with chronic conditions and mobility issues.
- Increase gender neutral spaces such as transgender bathrooms etc.
- Create traffic restrictions like limited hours for cars to drive in high density areas.
- More multilingual services and messaging.
- Improve urban agriculture and urban forestry to reduce greenhouse gasses and improve health effects.
- Addressing food deserts with more farmers' markets.
- Preserve public open space and provide resources to maintain it.
- Thoughtfully integrate the downtown specific plan with other specific plans and connect them and projects trying to do that.
- Iterative mechanisms for accountability to the benchmarks and indicators that are also flexible and able to adjust based on the success of those efforts.
- When improving transit access and walkability think about the human experience, making sure places are well lit, safe to walk, have access to public bathrooms and benches.
- Walkable path to Alameda.
- More welcoming public gathering spaces.

D. Streetwyze Presentation

In closing, **Antwi Akom** and **Aekta Shah,** the **Co-Founders of Streetwyze,** shared a brief presentation describing the Streetwyze tool and its value to this process. Streetwyze is a mobile mapping and SMS platform that collects real time information about how people are experiencing cities and places and turns them into actionable analytics. The City of Oakland hopes that Streetwyze can be an authentic method for two-way engagement with community members on the ground, helping the community identify priority community assets in downtown and helping City staff to better understand and support the diversity of community needs in the planning process.

Streetwyze provides an opportunity for the community to be experts and share their stories so their voices are included in the planning process. Furthermore, Streetwyze can uplift cultural assets, the communities experience sustainability, health, safety, recreation & open space in downtown, what needs to be supported as well as what needs to be changed or fixed.

Aekta shared some of the live data that has been collected in Chinatown and **Mike Lok** of **Asian Health Services** spoke about how Streetwyze can act as a tool to document culture and history in Chinatown through sharing local knowledge and personal experience. Mike also made an important distinction; mobile platforms cannot solve all community engagement problems but can act as a powerful complement to traditional forms of engagement.

"Jme showed us the data that is going into the racial equity impact assessment, but it doesn't include your experiences. We're asking you to put in your experiential data to ensure it's captured in this as well."

– Aekta Shah

E. Next Steps

Joanna Winter, from **Oakland's Bureau of Planning,** continued the meeting with a brief discussion of next steps, including:

- Use community input to revise the goals and help guide the next phase of work
- Technical analysis meetings will dive deeper into the possible strategies and solutions to the issues discussed at this meeting
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II. PART TWO: Summary of Feedback on goals/small group activity

Attendees at all four meetings were asked to form small groups organized by topic area in order to critique the draft goals with an equity lens. For each goal the groups were asked:

- What are the changes you would like to see made to this goal?
- What barriers does your community face in achieving this goal?
- What are potential solutions to helping overcome those barriers?

The groups wrote their answers, as well as any other ideas that they discussed, on big charts on the walls. The full list of responses is available by topic in separate spreadsheets on the Plan Downtown Oakland website (www.oaklandnet.com/plandowntownoakland). The chart below shows the topics that the responses addressed, as well as how frequently participants discussed them. Note that in addition to equity, accountability and inclusion being issues the community cares deeply about, the equity goals were repeated at each meeting so that all participants would have a chance to give input into them, so those issues appear most frequently in the chart.

Total
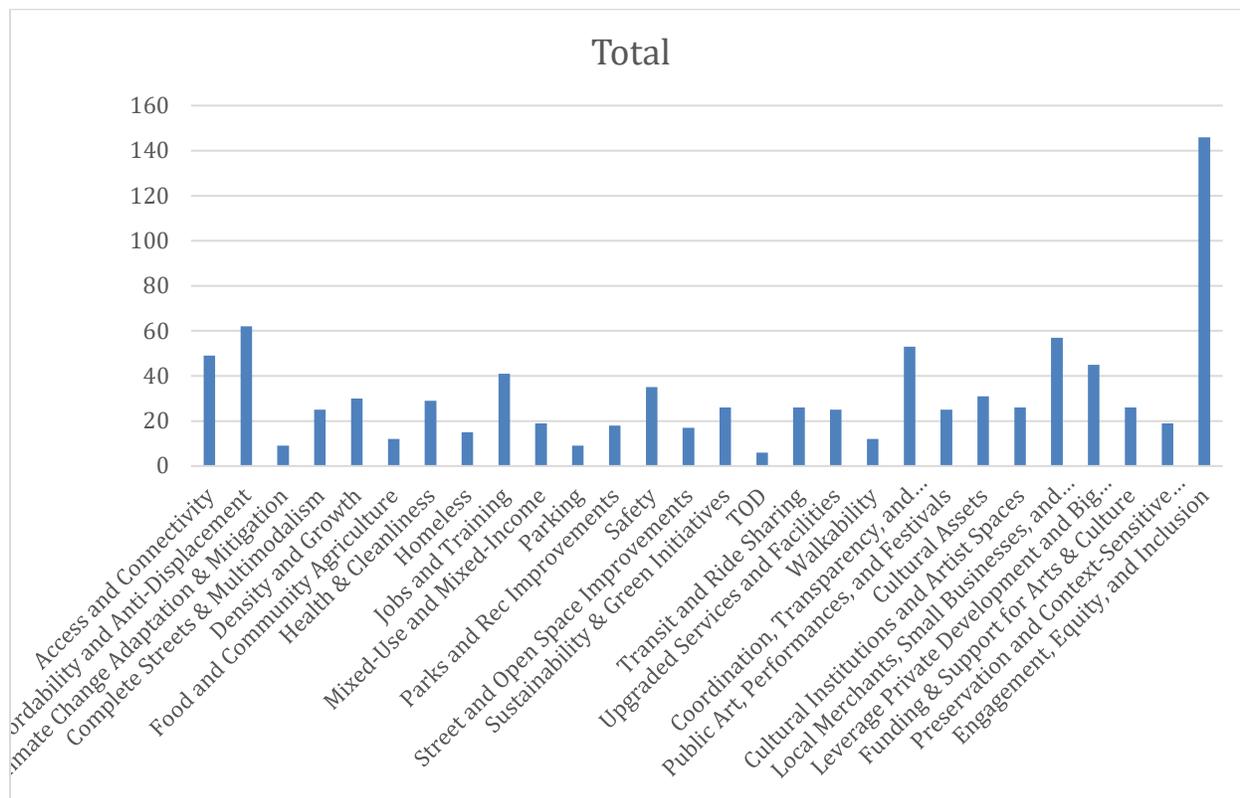
III. PART THREE: Meeting Demographics

Participant RSVPS

- Housing Affordability, Jobs, Training & Economic Opportunity **(130 yes, 30 maybe)**
- Arts & Culture **(79 yes, 38 maybe)**
- Streets, Traffic Circulation, Connectivity & Built Environment **(98 yes, 39 maybe)**
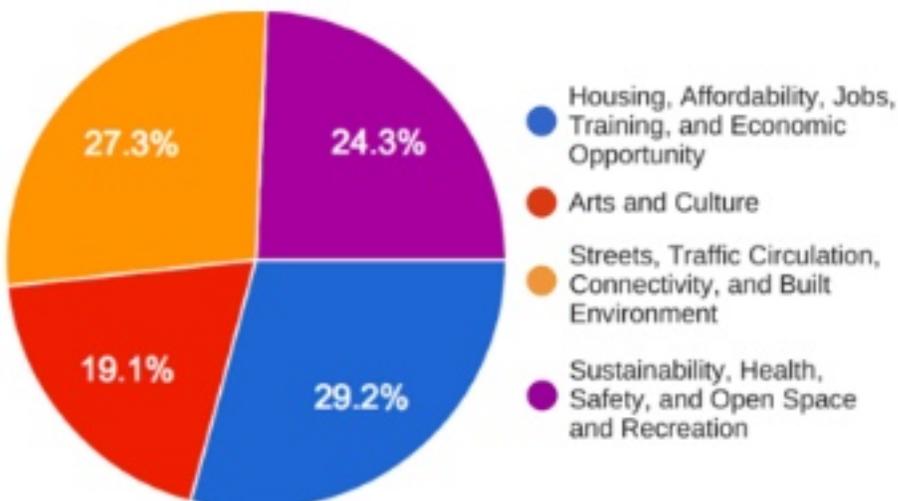- Sustainability, Health, Safety, Recreation & Open Space (**90 yes, 53 maybe)**


Fig 1. Attendee Percentage

Participants were asked to fill out demographic surveys as they arrived, with the goal of tracking and improving the City's outreach to underrepresented populations. It is important to note that while our team worked to ensure that all participants fill out demographic surveys, this was optional. There were some people that either forgot or simply did not want to fill out the demographic information. Many attendees attended multiple of the equity working group meetings on different topics, and did not choose to fill out the survey each day.

Of the **397** people who RSVPed for the meetings, **213** people joined. As you can see in Fig. 1, the meeting on Housing, Jobs, and Affordability was the most well-attended. This aligns with the findings of the City's most recent resident survey, that the most pressing concerns are affordable housing and displacement. Although arts and culture has been raised as critical issues for the community as part of this process, the Arts & Culture meeting had relatively low attendance.
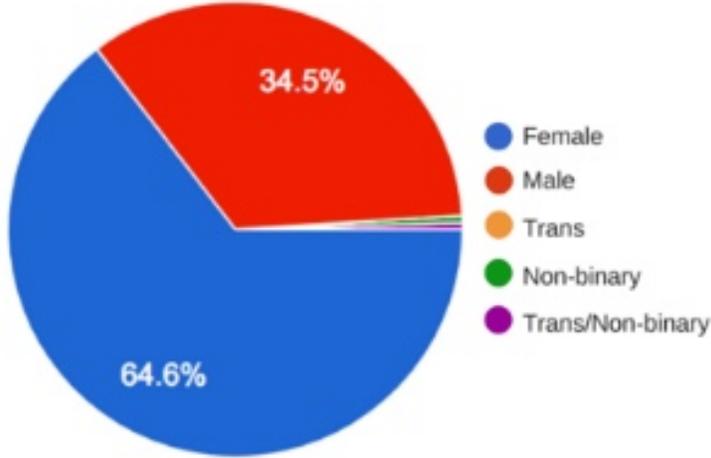
Fig. 2 Gender

The Gender (Fig. 2) breakdown reveals that almost two thirds of the participants were women.
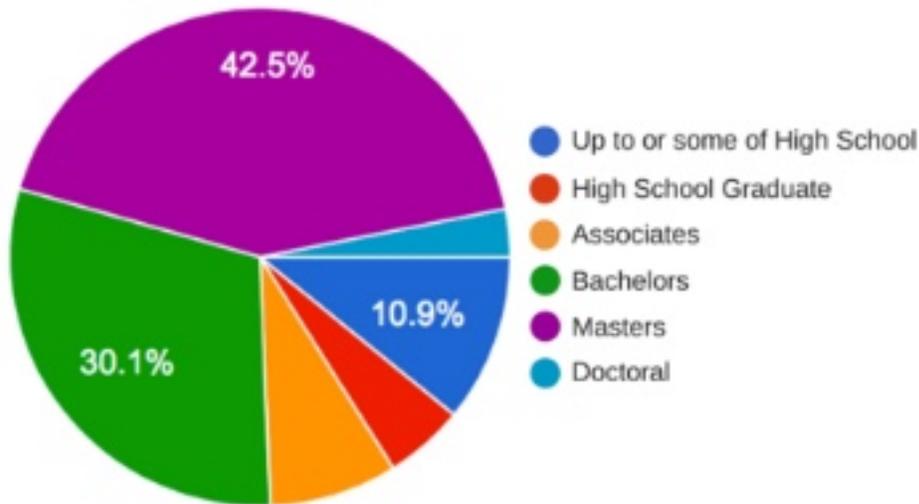

Fig. 3 Education

Education levels (Fig. 3) were polarized -- a staggering 84% of attendees had college degrees or higher. This suggests that the discussions around policy and planning issues tend to pull in folks with a specific or specialized area of interest, often with academic credentials. While it is not surprising that those who are attracted to policy and planning issues and meetings have academic credentials, this suggests that the City needs to do a better job of engaging residents who don't fit the traditional profile of people who attend planning meetings.
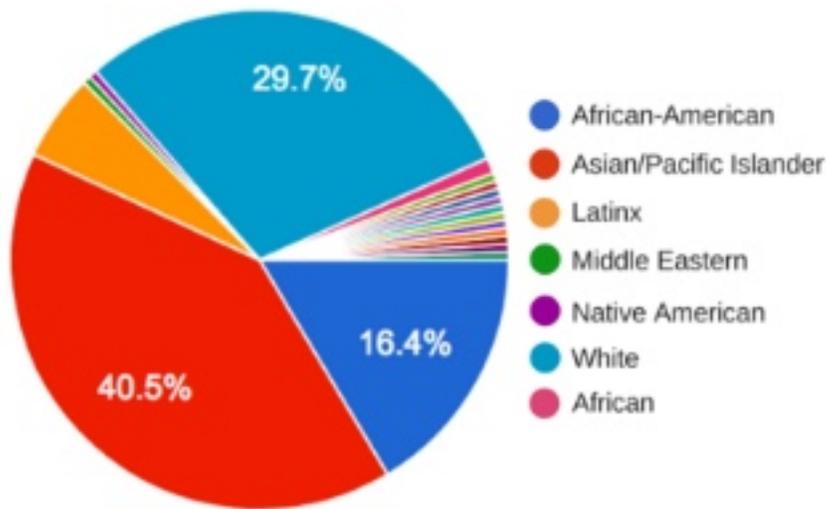
Fig. 4 Race/Ethnicity

The Race/Ethnicity outcomes (Fig. 4) also had interesting findings: Asian/Pacific Islanders are less than 20% of Oakland's population, yet came out en masse, making up the majority of attendees. Many elderly members of the nearby Chinatown community were invited to the meeting by Asian Health Services and the Chinatown Coalition, who act as a community liaisons for Plan Downtown. In contrast, there was relatively low turnout by the African-American population, which make up more than 25% of Oakland's total residents. Most of Oakland's black residents live in East and West Oakland, potentially making it more difficult to engage them in a downtown-specific process. However, there were a high number of RSVPs from these communities.
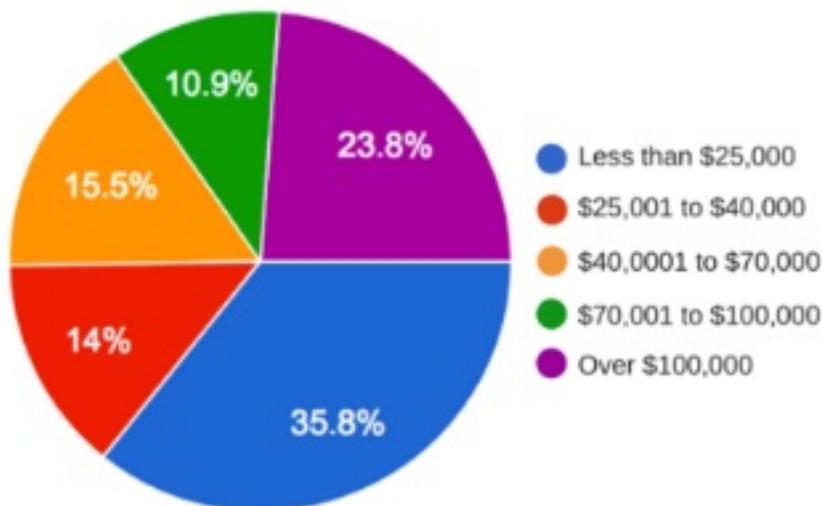
Fig. 5 Income

Low-income residents (Fig. 5) making less than $25,000 per year were easily the most well-represented group, comprising more than 35% of attendees. The second-most populous demographic was those making more than $100,000 per year. About a quarter of respondents

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fall into the middle-income category, with a range of $25,000-$70,000. Somewhat surprisingly, the upper-middle-income range of $70,000-$100,000 was the least represented.

There is a notable attendance gap in people earning between the lowest and highest income levels. This may reflect widening income disparities in the community, or may be a result of the outreach methods used for this and previous meetings.

IV. PART FOUR: Summary of Participant Feedback on Meeting Content and Structure

60 attendees filled out surveys with detailed feedback about what worked, what didn't, and what could be improved. Overall feedback was mixed. Below is a summary of main themes and thoughts from the community.

Rate each activity on the agenda on a scale from 1 (very poor) to 5 (very good).
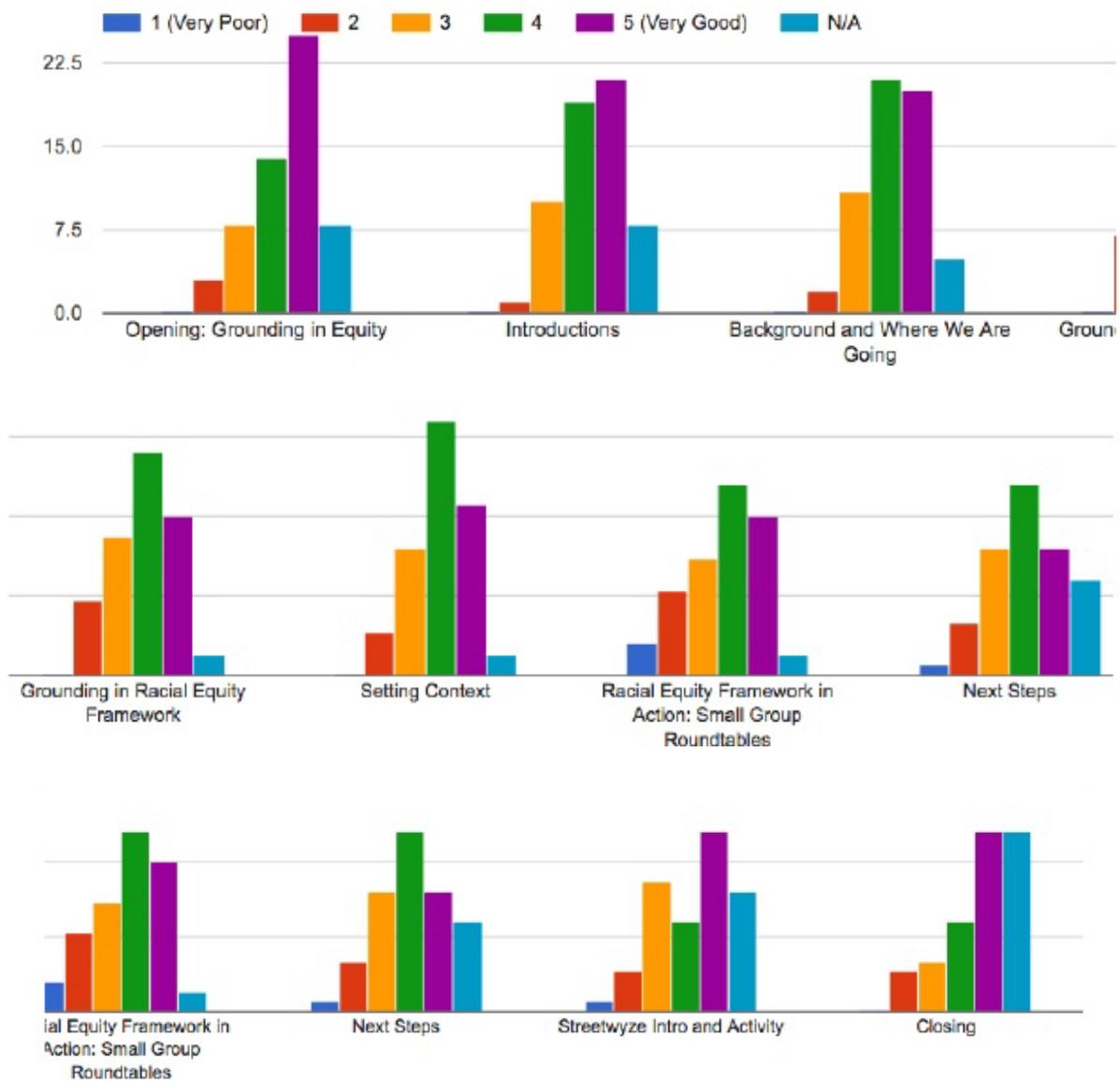
Positive Feedback:
- People really loved the tone setting.
- Appreciated drumming, food, and childcare and overall experience of the meeting.
- Many shared that meeting felt different than others they'd been to.
- Many really enjoyed the facilitation, organization, tone setting and general openness to different ideas and willingness to listen.
- People enjoyed the small group sessions and appreciated the time to sit and work in with one another.
- People appreciated the cultural diversity and presence of Asian community.

Negative Feedback:
- Some people thought the goals were too broad, combined unlikely issues, were too jargony.
- Some people felt like the goals were preset from the city.
- Time allotted was insufficient to discuss in small groups and actually build trust.
- Improve small group facilitation, some either lacked structure or had too much structure.
- Many thought the facilitators lacked experience on the topic, were unable to answer the participant's questions and led with their point of view too often.
- Weren't able to make the points they wanted to or provide useful input.
- Felt like it wasn't actually a workshop, rather they were asked to respond to things and say what we wanted.
- The information gathered would be impractical by the time in gets placed into the actual work.
- Not enough representatives from the arts community in attendance.
- The city staffers, DSP consultants, and equity team outnumbered the community members.
- Very little understanding by Staff of the cost, regulatory and traffic impacts of the Draft Plan proposal for I-980 and lack of representation from Caltrans and BART to comment on feasibility.
- Some meetings started late and therefore were rushed at the end.
- Some thought the videos were too repetitive or played for too long
- Some people wanted to either watch the videos or have time to network instead.
- Some locations were too small, hot and noisy.
- Some felt that the translators were distracting.

Suggestions:
- Allow for people to sign up for discussion groups in advance so they are self-selecting into discussions they are interested in knowledgeable about.
- Outreach to more vulnerable communities, to the African-American and Latinx populations, to the people with disabilities and to youth.
- Outreach to the Cultural Founding Coordinator to bring additional artists.

- Streetwyze activity needed more time.
- Select facilitators with more care, train them and make sure they understand their role.
- Be clear about the roles and responsibilities within the small group.
- Provide more digestible overall context of why we are gathering feedback.
- Provide clearer expectation of participants role, ahead of time.
- More instruction about how to be a part of the change.

Some participants felt that the meetings **DID** meet their expectations:
- Learned more about the process and the goals for the downtown specific plan, the history of the plan, grounding framework for equity.
- Share their perspective and have their voice heard.
- Identify like minded people to work with in the future.

Some participants felt that the meetings **DID NOT** meet their expectations and they weren't able to:
- Learn more about the communities perspective.
- Spend enough time digging into the goals and solutions.
- Provide authentic feedback because the organizers were pre-set in their agenda.
- Hear about the barriers and potential solutions and really fine tune the goal language.
- Trust one another.

Was this meeting better or worse than others?
- Most people felt that the meeting was better in the way it was run, i.e. facilitation, productivity, discussing equity, and opportunity to discuss in small groups.
- However, some felt that representation from communities of color and monolingual still needs to be improved and that it was still unclear what the impact of this work will be.