

Oakland Waterfront Public Participation
Small Group Meetings – Draft Approach
January 11, 2005



Purpose

The purpose of small group meetings is to:

- 1) Better understand the various stakeholder interests and positions on the Proposed Oakland Harbor Partners (OHP) Plan;
- 2) Broaden citywide feedback and input on the plan;
- 3) Obtain input on other effective ways to reach out to the greater community for participation in the community meetings;
- 4) Gather input to help design the upcoming public meetings; and
- 5) Request that groups encourage their membership to attend the upcoming community meetings

Elected officials and agency representatives are not included in this stakeholder interview process because it is assumed they will provide input during regularly scheduled meetings for review of the development plan.

Approach

These small group meetings are meant to be informal exchanges between representatives of the City's consultant team and interested parties. PAM will develop an agenda to guide the discussion and ensure that a comprehensive exchange occurs in a candid atmosphere. PAM staff will begin the meetings by introducing themselves and their role on the project. Other details with regard to the approach include:

- Nine small group meetings
- 48 organizations invited to participate (see Attachment 1)
- Will conduct 3 meetings/day over three or four days, approx. 60-90 minutes each
- Dates: Weeks of January 31 and Feb. 7
- Location: Conference room at the Port or the Aquatic Center
- Ben Strumwasser, Surlene Grant and Linda Weil will conduct the interviews. Two PAM Staff per meeting – one lead interviewer, one lead recorder.

DRAFT

- Meeting will include summary project background and history and a series of questions to solicit general and specific input on the Proposed Plan.
- All comments from participants will be documented.
- All small group meeting comments will be compiled into a summary report submitted to the City, Port, and developer. This report will be sent to all small group meeting attendees and available to other interested community members.

Attachment 1

Suggested Clusters for Small Group Meetings

We recommend one representative participate from each of the following listed organizations. Our hope is to get as many of the individual representatives to participate in the separate meetings. Where it becomes difficult from a logistics standpoint to get their participation, we will encourage them to participate in the community meetings or conduct a separate interview for them. (These groups of organizations are not listed in any specific order.)

Meeting #1 – Citizen Groups

1. Waterfront Action
2. Jack London Neighborhood Association
3. South of Nimitz Improvement Council (SoNic)
4. Fifth Ave. Waterfront Alliance
5. Fifth Ave. Institute

Meeting #2 – Chambers of Commerce

6. Oakland Metropolitan Chamber of Commerce
7. Oakland Chinatown Chamber of Commerce
8. Hispanic Chamber of Commerce, Alameda County
9. Oakland African American Chamber of Commerce

Meeting #3 – Business Associations

10. Lake Merritt Business Association
11. Jack London Merchants Association
12. Economic Development Alliance for Business (EDAB)
13. Airport Area Business Association
14. Cypress Mandela Training Center
15. Building Trades Council of Alameda County
16. Bay Area Council
17. East Lake Merchants Association

Meeting #4 – Community and Urban Dev. Issues (orgs interested in wide range of issues)

18. Urban Strategies Council
19. Policy Link
20. Urban Ecology
21. East Bay Alliance for a Sustainable Economy (EBASE)
22. San Antonio Community Development Corporation
23. Asian Health Services
24. East Bay Asian Youth Center
25. Asian Pacific Environmental Network (APEN)

Suggested Clusters for Small Group Meetings (cont.)

Meeting #5 – Housing & Other Community Groups

26. East Bay Housing Organization (EBHO)
27. East Bay Asian Local Development Corporation
28. Oakland Community Organization (OCO)
29. Oakland Citizens Community for Urban Renewal (OCCUR)
30. Oakland Coalition of Congregations (OCC)

Meeting #6 – Environmental

31. Golden Gate Audubon Society
32. Lake Merritt Institute
33. Sierra Club
34. Baykeepers
35. Greenbelt Alliance

Meeting #7 – Parks & Recreation

36. Oakland Bicycle and Pedestrian Advisory Committee
37. Friends of Oakland Parks and Recreation
38. Jack London Aquatic Center

Meeting #8 – Historic Preservation

39. Oakland Heritage Alliance
40. Friends of the 9th Ave. Terminal

Meeting #9 – Other Oakland Neighborhood Groups

41. West Oakland Neighbors
42. Elmhurst
43. Brookfield/Columbian Gardens & Sobrante Park NCPC
44. Montclair Village Association
45. Dimond Improvement Association
46. Rockridge Community Planning Council
47. Fruitvale Unity Council
48. Oak Knoll