

Sustainable Oakland

2013-14 Annual Report



Photo: Greg Linhares, City of Oakland



CITY OF OAKLAND

How Are We Doing?

Oakland, California is one of the most livable and sustainable cities in the nation. This report summarizes Oakland's recent progress in becoming an ever-more sustainable city. Its purpose is to reflect on our progress as well as opportunities to make Oakland the best place to live, work, learn, play, shop, and visit.

Becoming a more livable and sustainable city involves progress toward several interconnected goals. Advancements in each area enable new success in others. Through a collaborative approach emphasizing balanced, continuous improvement, we are building on Oakland's legacy of leadership and improving our city's economy, social equity, and environment.

The 6 Elements of Oakland's

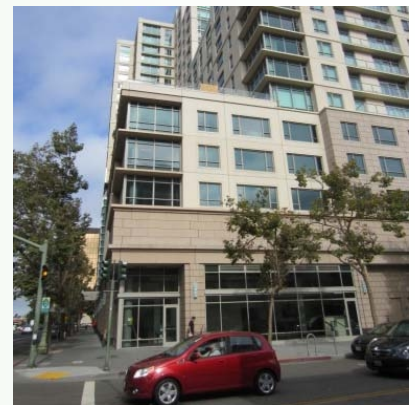
Housing, Land Use & Transportation

The decisions we make today regarding housing, land use, and transportation will shape the future of our community for generations to come. Oakland is a city of desirable, vibrant neighborhoods connected by an efficient transportation system. Our planning decisions build on and reinforce these qualities, increasing accessibility for all members of the Oakland community, supporting regional development goals, and making Oakland an even better place to live.



Buildings, Energy & Climate

Oakland's local energy and climate efforts are reducing waste and pollution, encouraging investment, keeping money in the local economy, and improving local infrastructure. Buildings can be designed to support the health and wellbeing of occupants and minimize resource use and pollution. Increasing local energy security and planning for future climate impacts can increase the resilience of our community.



Community, Culture & Education

A diverse and vibrant community, Oakland is home to a variety of cultural institutions and activities that celebrate our diversity, bring our community together, and create a joyful and engaging environment. Quality local education opportunities provide Oakland with a ready, capable workforce and enable our residents to pursue their chosen paths.



Becoming a more **sustainable city**...



...a community in which all people have the opportunity to pursue safe, happy, healthy and fulfilling lives, now and into the future

Sustainable City Vision



Economic Prosperity

Oakland has a thriving, diverse, and sustainable economy, offering a variety of attractive business and employment opportunities. The City continuously works to enhance the local business climate to attract, grow, and retain businesses, and to create jobs for residents. Local workforce development networks are helping to develop skills and expertise among residents and businesses to succeed in the evolving global economy. Oakland also offers support to help local businesses go green in their operations, improve energy efficiency, and save money.



Health, Safety & Wellbeing

The City and its partners work to create and maintain a healthy, safe, and fulfilling environment for all residents and visitors. Local efforts aim to address inequities in access to healthy lifestyle choices and healthcare services. All members of the Oakland community have a role to play in creating a vibrant and resilient community by making healthy choices, using smart preventive practices, and helping to build supportive environments.

Natural Resources, Waste & Environmental Health



Oakland is located in a region abundant with natural resources upon which we rely for food, water, energy, raw materials, recreation, and respite. Natural resources are limited, and some are threatened by the impacts of urbanization. City policies related to creek protection, zero waste, climate change, land use, and other issues are designed to protect the health of our natural environment and make the best use of natural resources.



Housing, Land Use & Transportation

The decisions we make today regarding housing, land use, and transportation will shape the future of our community for generations to come. Incorporated in 1852, Oakland is located in the heart of the San Francisco Bay Area. It is a city of vibrant, accessible neighborhoods, and a transportation system enabling efficient and non-polluting mobility. Our planning decisions build on and reinforce these qualities, increasing accessibility for all members of the Oakland community, supporting regional development goals, and making Oakland an even better place to live.

Sustainable City Highlights

City Empowers Low-Income Homeowners While Removing Blight - Oakland's Residential Lending and Rehab programs are busy helping low-income residents improve their homes and save money on their utility bills. In the 2013-14 Fiscal Year, 52 homes received Minor and Emergency Home Repair services, 36 were rehabilitated through the Home Maintenance and Improvement sub-program, 23 received lead remediation services, and 18 received accessibility modifications. In all, these City programs delivered \$709,733 in grants and \$1,944,903 in zero- and low-interest loans.



Courtesy of Oakland Housing Department

Laney College Partnership Supports Job Training, Brings First "Passive House" to Oakland - In a unique collaboration between the City, Laney College, Oakland Rotary, and Passive House CA, a previously burned, blighted, and abandoned home is being retrofitted to the highest standards of energy efficiency and sustainability. The program is teaching valuable building science skills to Laney students while they remodel the home, reusing as many of the materials on-site as possible. The goal of Passive House design is to create a comfortable indoor environment where the new residents will rarely need to use mechanical heating, and will enjoy improved indoor air quality and a healthy home.

Neighborhood Planning Processes Pave the Way for Sustainable Development - The City's Specific Plan process is a core approach to sustainable development. Specific Plans identify critical policies for land use and development to improve the city's economy, protect the environment, and enhance the lives of residents. Adopted by City Council in June 2014, the Broadway-Valdez District Specific Plan promotes destination retail and mixed-use development along Broadway between Grand Avenue and Interstate 580. The West Oakland Specific Plan, adopted in July 2014, includes strategies to facilitate development of vacant and underutilized properties, protect and develop mixed-income housing, invest in infrastructure, and support commercial and industrial enterprises. The Lake Merritt BART Station Area Plan and the Coliseum Area Specific Plan are in progress, and are expected to be adopted in late 2014.



Courtesy of Signature Development Group

Brooklyn Basin Revitalizing Oakland's Waterfront

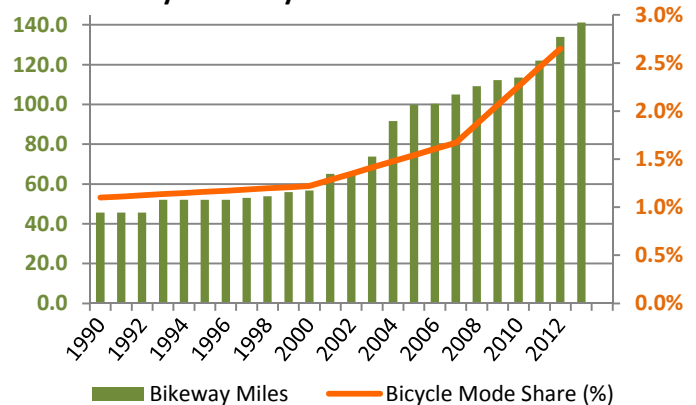
Brooklyn Basin – a much-anticipated, mixed-use waterfront neighborhood – broke ground in March 2014. The project will include 3,100 housing units (including 465 affordable units), 200,000 square feet of commercial space, and 30+ acres of parks and open space with Bay access. Developers Signature Development Group and Zarsion Holdings Group Ltd. will also renovate the 5th Avenue and Clinton Basin marinas, preserve a portion of the historic Ninth Avenue Terminal, and restore wetlands. The project will serve as a new link in the San Francisco Bay Trail, provide bike and pedestrian pathways to Lake Merritt, and create an estimated 10,000 short- and long-term jobs.

Measured Performance

Bikeway Improvements Shift to High Gear - Oakland saw a net gain of seven new bikeway miles in 2013, which expanded and improved the network. In December 2013, the City installed its first buffered bike lanes on portions of MacArthur Blvd. and Harrison St., to provide greater separation between cyclists and vehicles.

Free B Shuttle Continues to Expand - Passengers took more than 760,000 trips on the downtown Free B Shuttle in 2013, reducing vehicle miles traveled by 3.3 million and reducing auto emissions by 4 tons.

Bikeways and Bicycle Mode Share in Oakland



Source: Oakland Public Works and U.S. Census Bureau

In the Works

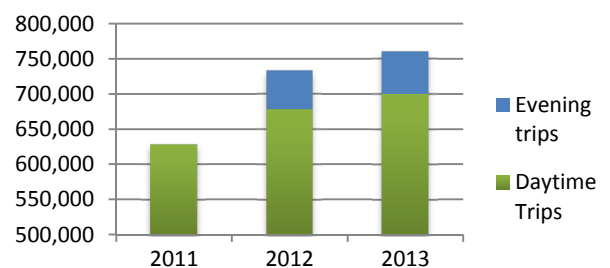
MacArthur Station Development Coming Soon - A new transit-oriented development, MacArthur Station is the result of a community effort known as the BART Citizens' Planning Committee. The 7.8-acre project will provide 624 new homes, including 108 affordable units, in five buildings; a 6-story parking garage; commercial and retail space; and community areas. The parking structure and a portion of the homes are expected to be complete by May 2015.

Bikeshare Extended to Oakland - Announced in April 2014, the Metropolitan Transit Commission (MTC) is devoting \$8.7 million to extend the popular Bay Area Bikeshare program to Oakland, Emeryville, and Berkeley. 750 bikes are expected to be distributed to the three cities. The MTC is working with local jurisdictions, transit authorities, and others to select station locations.

"One Bay Area" Grant to Improve Bike and Pedestrian Access in Priority Development Areas - In the first round of One Bay Area funding, Oakland received over \$27 million in MTC and committed matching funds. Funding will go to Priority Development Areas: Eastmont Transit Village, and the Lake Merritt, Fruitvale, Coliseum, MacArthur, West Oakland, and 12th and 19th St. BART stations. Projects will include pavement rehabilitation, low-impact development, and bikeways.

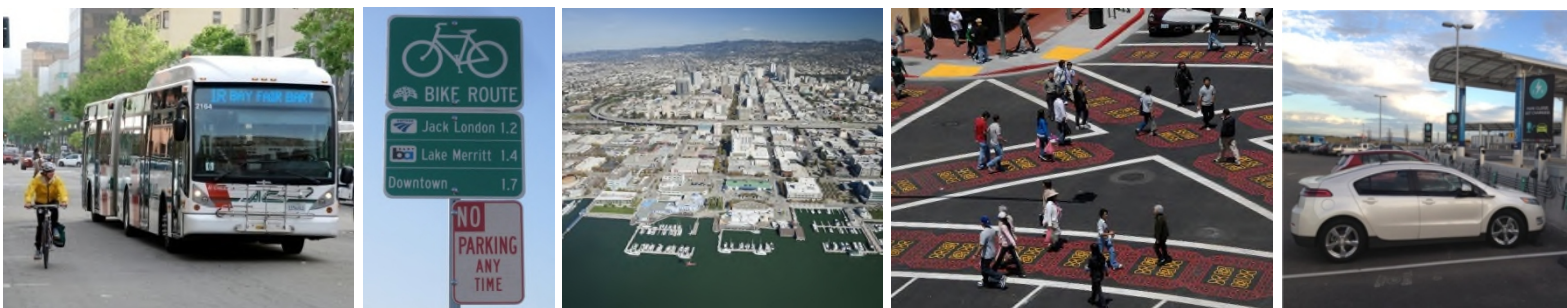
Bus Rapid Transit Advancing - The AC Transit Eastbay Bus Rapid Transit (BRT), a high-capacity rapid transit system that will run 9.5 miles from Uptown Oakland to the San Leandro BART Station, is fully funded, including \$28 million for streetscape/infrastructure improvements and business development support for merchants along the route. Service will run every five minutes during peak hours, and vehicles will be powered by hybrid electric or clean diesel.

Free B Shuttle: Annual Ridership*



*Friday and Saturday evening service was introduced in mid-2011, with nearly 55,000 trips in 2012 and 60,450 in 2013.

Source: Association of Bay Area Governments



For more highlights and performance data, visit www.sustainableoakland.com

Economic Prosperity

Oakland is home to a thriving, diverse, sustainable economy with attractive business and employment opportunities. The City works to enhance the local business climate to attract, grow, and retain Oakland businesses, and to create jobs that enable our residents to pursue their career aspirations. Local workforce development networks are helping to build skills and expertise among residents and businesses for success in the evolving global economy. Oakland offers support for local businesses to “go green” in their operations, improve energy efficiency, and boost their bottom lines.

Sustainable City Highlights

Mayor’s Summer Jobs Program (MSJP) Helps Youth Rise Up - The MSJP enhances workforce development while providing positive summer experiences for youth. The program hosted 1,594 participants ages 16 to 21 in 2013, and more than 2,100 in 2014. Participants earn up to \$1,000 while gaining on-the-job training and experience in office support, childcare, retail, auto mechanics, construction, mural painting, and more. In 2014, the Oakland Housing Authority contributed \$450,000 to create 300 jobs through the program. Other contributors include Bank of America, JP Morgan, the Clorox Foundation, the Port of Oakland, BART, and the Kaiser Permanente Foundation.



Courtesy of Youth Uprising

Oakland Food & Beverage Story Grows - Oakland food and beverage businesses increased by 30% in the last two years. This includes 30 “cottage food operations” – food produced in home kitchens for public sale – that have opened since California enacted the 2013 Homemade Food Act (HFA). The HFA was written with the help of Oakland’s Sustainable Economies Law Center. Across the City, sales of locally-produced edibles are flourishing, including beer and kombucha, kim chee and pickles, baked goods, and fully-prepared “subscription” meals. The City works with the Hope Collaborative and the Oakland Food Policy Council to increase the availability of healthy, fresh foods in low-income neighborhoods – work that helped lead to a new full-service grocery store opening in East Oakland in March 2014.

Green and Cleantech Sectors Expand - Formed in 2013 and originally co-housed with Oakland’s solar powerhouse Sungevity, SfunCube (“solar for universal need”) is home to more than a dozen startups working to make solar energy more accessible. As Sungevity grew to 400 employees in Jack London Square, SfunCube was “pushed out of the nest” in June 2014, landing on the top three floors of the downtown Wakefield Building. The move shortens the commute for original SfunCube resident, solar financing pioneer Mosaic (now close to 30 employees), and other members. Another addition to the cleantech sector and Oakland’s “Negawatt Alley” is Vigilant, which optimizes cooling efficiency for data centers and server farms. Vigilant arrived in late 2013 with 55 employees and has since grown to more than 70.



Loretta Nguyen, Loakal Art Gallery & Boutique, Courtesy of Kiva Zip

Kiva Zip Lending Helps New Businesses Flourish

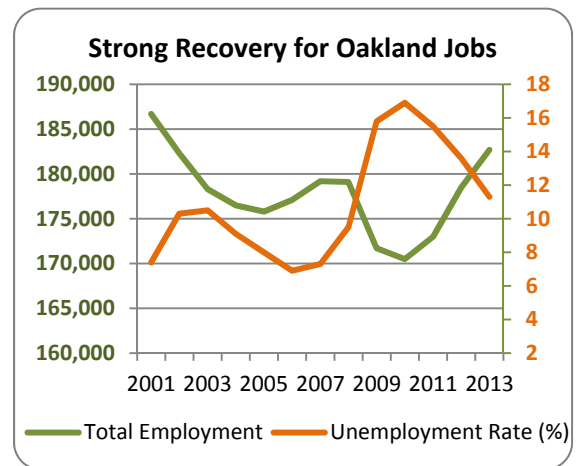
In December 2013, Oakland became the first US city to be a Kiva Zip Trustee. Kiva Zip is a microloan program that helps small startups develop and establish themselves within the local business community. Operated through the Oakland Business Assistance Center at City Hall, the program provided three loans in its first round of funding in 2013, with another 10 available as of September 2014. Small business activity and early financing for small-scale entrepreneurs are particularly critical in Oakland, where 90 percent of enterprises have 20 or fewer employees.

Vator Splash Marks Oakland Tech Wave, Triples Attendance - With more than 300 businesses and an estimated \$242 million in venture capital invested in the last fifteen months, Oakland's tech community is growing. In May 2014, international tech conference *Vator Splash* convened nearly 1,000 investors and entrepreneurs in Jack London Square for a start-up competition. Traditionally held in Silicon Valley or San Francisco, organizers moved the flagship event in response to Oakland's emerging technology cluster, tripling the event's turnout. Many Oakland start-ups participated in the competition, including OppSites, a real estate listing app, which won the grand prize.

Measured Performance

Oakland Leads Nation in Recovering from the Housing Crisis - The California Association of Realtors ranked Oakland the No. 1 city leading the nation's housing recovery. The median list price in Oakland was up 41.3% from the previous year, and days-on-the-market decreased 53.1% from the previous year.

Local Business Growth Boosts Jobs - Oakland's employment rate is climbing as businesses continue popping up or relocating here. The number of Oakland business licenses increased 8% from 2013 to 2014. Total employment was 182,700 in 2013, and climbed to 185,200 by June 2014. The unemployment rate was 11.3% in 2013, and continued falling to 9% by June 2014. The City's population also grew by 15,000 in the last three years. The qualities that attract businesses and residents to our city are known: flourishing arts, cultural diversity, distinct neighborhoods, a vibrant downtown, and a passionate citizenry. These combine with the strong business case of diverse building stock, affordable commercial rents, a talented workforce, and location at the center of the BART universe.



Oakland No. 5 Among The Top 10 US Cities For Tech Entrepreneurs - Online newspaper Wealth Management ranked Oakland number five among the top ten US cities for total venture capital investment in the first quarter of 2014.

In the Works

Oakland Makers Create a Buzz - Co-Founded by the City's Economic Development division and Oakland's industrial arts and custom fabrication community, Oakland Makers is a nonprofit working group of makers, educators, and economic developers working to sustain and build the City's diverse creative economy. Highlights of the past year include leadership in the National Maker Mayor's Challenge and several new maker-spaces, such as hardware accelerator Blue Sprout. The second annual Mini-Maker Fair will be held at Studio One Art Center in October 2014.



For more highlights and additional performance data, visit www.sustainableoakland.com

Buildings, Energy & Climate

Oakland's comprehensive energy and climate efforts are reducing waste and pollution, encouraging investment, keeping money in the local economy, and improving local infrastructure. Buildings can be designed to support the health of occupants, minimize resource use, and make our community a more enjoyable place to be. Optimizing the use of energy, water, and other resources can lower associated costs, air pollution, and greenhouse gas emissions. Improving local energy security and planning for future climate impacts can increase the resilience of our community.

Sustainable City Highlights

Single-Family Home Upgrade Programs Flourishing - Under the banner of the re-launched statewide Energy Upgrade California brand, the Home Upgrade and Advanced Home Upgrade programs are enabling scores of families to conduct major energy efficiency work in return for a hefty rebate of up to \$4,500. Since the program's launch in August 2010, more than 220 Oakland homes have undergone energy upgrades through these programs. From January through July in 2014 alone, program participants saved a total of 19,987 kWh in energy. A related resource available to all Oakland residents is the Home Energy Analyzer, a free online tool that tracks energy use and suggests simple adjustments residents can make to save money on their utility bills.

Hurdles Cleared for Property-Assessed Clean Energy (PACE) Financing - Governor Jerry Brown created a Reserve Fund in early 2014 to allow residential PACE programs to flourish throughout the state. The CaliforniaFIRST PACE program launched in Alameda County in August 2014, allowing homeowners County-wide to finance renewable energy, energy efficiency, and water efficiency upgrades on their property tax bills. The program makes ambitious energy-saving projects more accessible for homeowners.



Courtesy of Sungevity

"Smart" Parking Meters Hit the Streets - In Spring 2014, the City replaced all of its 3,800 coin-only, single-space parking meters in retail and business districts, including over 700 old, broken, and missing meters, with new, state-of-the-art "Smart Parking Meters." The new meters retrofit onto the existing poles, and allow payment by coin, credit/debit card, and mobile phone. The meters use solar powered rechargeable battery technology and are managed wirelessly through a web-based management system, lowering maintenance and energy costs. The technology upgrade is expected to increase parking-related revenues by an estimated 15%, paying for itself in five years, as well as increasing access to local businesses as more parking spaces are now available. The cost of parking remains the same as with the old meters.



Courtesy of Kristian Reyes

Energy Efficient Streetlights City-Wide

Approved by Council in 2013, the City finished converting all 30,500 cobra-head street lights to more energy-efficient, US-made LEDs in June of 2014. The new streetlights are expected to save the City \$1.4 million in annual energy costs. With a total project cost of \$15 million, project financing will be repaid entirely through PG&E rebates and energy savings. In addition to enhancing public safety with better light quality, the new fixtures use half the energy and have a longer lifespan than the old technology, thus reducing maintenance and utility costs. The change will eliminate over 400 metric tons of CO2 per year through energy efficiency alone, and exceed the emissions reduction targets set forth in the City's Energy and Climate Action Plan.

Measured Performance

Overall Energy Use Down - City-wide energy use has decreased 2.2 percent since 2005. While electricity use has risen by 3.3 percent, it has been offset by a 5.4 decrease in natural gas use. Residential use accounts for nearly half, or 47 percent, of the City's total energy use.

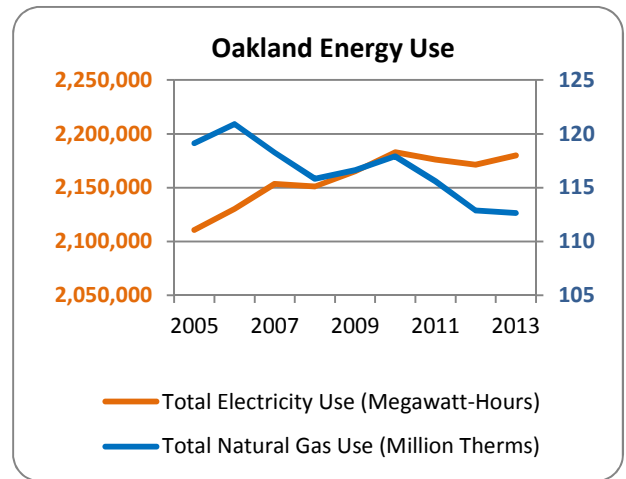
Multifamily Energy Efficiency Programs Launched - The Bay Area Multifamily Building Enhancements program was launched in 2013, bringing energy efficiency retrofits and upgrades to apartment buildings and condos throughout the Bay Area. Participating projects receive free technical assistance and rebates of \$750 per dwelling unit in exchange for achieving a minimum of 10% energy savings. In Oakland, to date, nine projects representing 208 units have completed retrofits or are under construction. Projected lifetime energy savings from these projects alone is over 76 megawatt-hours – enough energy to power 132 homes for a year.

More Hybrid and Electric Vehicles in City's Fleet - Since 2012, the City has expanded its fleet of fuel efficient vehicles to a total of 362 by the end of 2014, representing approximately 20% of the City fleet. These include compressed natural gas (CNG) vehicles, hybrids, and "flex fuel" vehicles that can run on regular gasoline or up to 85% ethanol blends.

Solar Energy Rising - 372 new residential solar power systems were installed in Oakland in 2013, generating 1,213 kW of electricity and increasing the total number of residential solar power systems to 1,706. Throughout the city, there were a total of 1,819 residential and non-residential systems at the end of 2013, with a total generation capacity of 15,454 kW.

In the Works

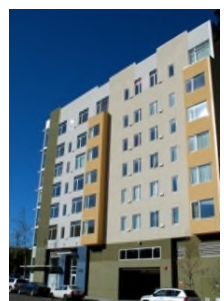
Energy Reductions Planned for City-Owned Parking Garages - Oakland Public Works is designing energy efficiency retrofits for seven municipal parking garages. Technologies being considered include LED fixtures that use half the energy of the current fixtures, yet produce the same amount of light and have a longer product life; motion-sensing controls that minimize lighting and energy consumption when large areas are unoccupied; and exhaust fan controls that reduce energy consumption when fewer cars are running. In garages where retrofits save enough energy to offset the additional load, the City is exploring installation of plug-in electrical vehicle charging stations.



Source: Pacific Gas and Electric Company

Total City Fleet Alternative-Fuel Vehicles in 2014

CNG Vans & Sedans	113
CNG Heavy Trucks	12
Flex Fuel Police Cars	62
Flex Fuel Police SUVs	93
Flex Fuel Vans & SUVs	4
Electric Cars	3
Hybrid Cars	75



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Health, Safety & Wellbeing

The City and its partners are working to ensure that Oakland is a healthy, safe, and fulfilling environment for all residents and visitors. Local efforts include addressing inequities in access to healthy opportunities and healthcare services. All members of the Oakland community have a role to play in creating a vibrant and resilient community by making healthy choices, using preventive practices, and helping to build supportive environments.

Sustainable City Highlights

Children's Hospital Oakland Receives Major Donation, Affiliates with UCSF Benioff - Children's Hospital Oakland received a \$50 million gift from Lynne and Marc Benioff, who also gave another \$50 million to UCSF Benioff Children's Hospital. The hospitals have been renamed UCSF Benioff Children's Hospital Oakland and UCSF Benioff Children's Hospital San Francisco. The gift will strengthen existing programs in basic and clinical research and patient care at the two premier institutions. Additionally, the UCSF Benioff Children's Hospital Oakland trauma center was recently verified as a Level One Pediatric Trauma Center by the American College of Surgeons (ACS), making it one of only five such trauma centers in California and one of only 44 nationally.



Courtesy of UCSF Benioff Children's Hospital Oakland

Oakland Among Top Cities to Receive Resilience Planning Assistance - In late 2013, Oakland was chosen among the first 32 of 100 Resilient Cities by the Rockefeller Foundation's 100 Resilient Cities Centennial Challenge. Oakland is receiving support from the Rockefeller Foundation to create and implement a resilience plan, and in August 2014 hired a Chief Resilience Officer (CRO) to oversee the resilience strategy. The CRO will lead the City's efforts to prepare for, respond to, and recover from catastrophic events and chronic stresses. The Rockefeller Foundation is dedicated to helping cities build resilience to the environmental, social, and economic threats that are increasingly part of a 21st century world.

Oakland Running Festival Sets Record - 9,862 runners participated in the fourth annual Oakland Running Festival, up 20% from the previous year, and contributed \$3.5 million to the city and state economies, according to the Regional Economic Studies Institute. The event generated more than \$400,000 for local charities and organizations, including *Bay Area Urban Network, Lighthouse Community Charter School Team, NorCal CarciNet Community, Capture the Dream, Inc., Urban Tilth, SquashDrive, Black Girls RUN!, Boys & Girls Clubs of Oakland, Oakland Food Policy Council, Asian Pacific Environmental Network, Running for a Better Oakland, Bay Area Legal Aid, CALICO (the Child Abuse Listening, Interviewing and Coordination Center), and Great Oakland Public Schools Leadership Center.*



Courtesy of Oakland Police Department

Oakland's Operation Ceasefire Attaining Success

The Ceasefire strategy engages a cross-section of community stakeholders concerned with ending violence, including criminal justice agencies, community organizations, youth, advocates, and faith leaders. The program aims to reduce recidivism and incarceration rates, improve police-community relations, and reduce shootings and homicides through respectful, direct communication with those at highest risk of violence. The Ceasefire team works with young men who are on probation or parole, providing "wraparound" and outreach services for these individuals to exit lives of violence and gang association. As of June 2014, the City had a reduction in shootings and homicides compared to the same time the previous year.

City Passes Affordable Housing Ordinance - Passed in October 2013, the new ordinance designates a permanent source of funds to ensure that Oakland will have enough safe, new, affordable housing for lower-income residents and families.

Measured Performance

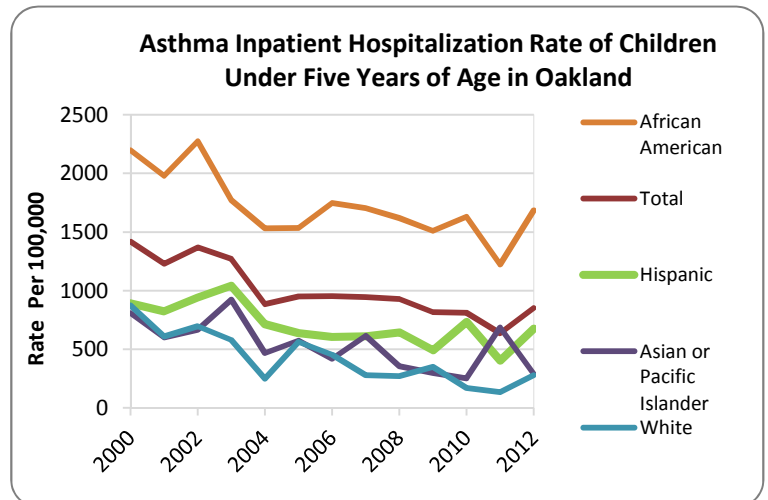
Weatherization and Energy Retrofit Revolving Loan Program Pays Off - In the 2012-2013 fiscal year, the Weatherization and Energy Retrofit Loan Program, operated through the City's Housing Department, paid for retrofits for 24 single-family homes to improve efficiency and well-being for low-income residents. In the 2013-2014 fiscal year, retrofits were completed for 23 homes, with another 11 underway.

Police Academy Graduates New Class - Since implementing a plan in 2012 to increase the number of police officers, the Oakland Police Department (OPD) conducted multiple police academies, graduating approximately 122 new officers. OPD graduated its most recent academy in July 2014; another is taking place in September 2014. OPD's goal is to run at least two academies per fiscal year to maintain and boost staffing levels. Increased police staffing enhances public safety, allowing more officers to engage in community policing, respond to calls for service, and prevent crime.

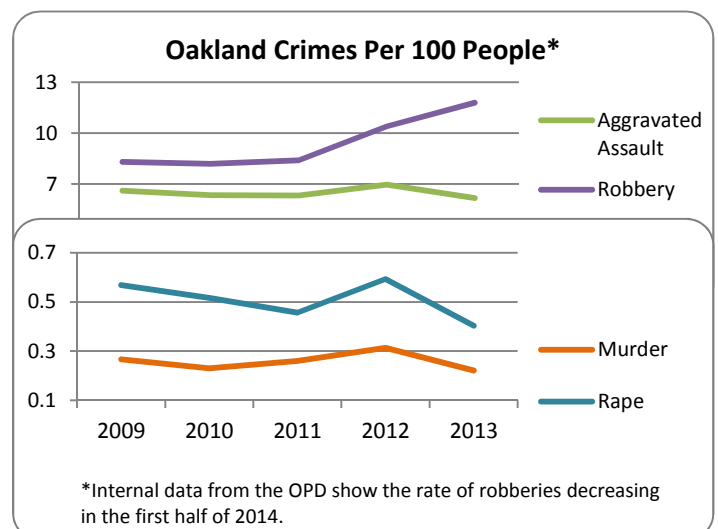
In the Works

City Exploring Climate Vulnerabilities and Adaptation

Strategies - The City is working with the Bay Conservation and Development Commission (BCDC) and other partners to study climate change impacts, vulnerabilities, and potential adaptation strategies for projected sea level rise and associated flooding. This work has led to BCDC's Adapting to Rising Tides Pilot Program and BCDC's Coliseum/Airport Sub-regional focus group, among other successes. These plans will help protect neighborhoods across the City in the case of natural disasters and extreme weather events, and help communities rebound more quickly when disasters do occur.



Source: Alameda County Public Health Department



Source: Oakland Police Department and US Census



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Community, Culture & Education

As individuals and as a community, we benefit from opportunities to receive a quality education and to live in a supportive, enjoyable community. A diverse and vibrant city, Oakland is home to a variety of cultural institutions and activities, creating a more joyful and engaging environment that supports creative expression. Quality local education opportunities and training programs provide Oakland with a ready, capable workforce, and enable our residents to pursue their chosen paths.

Sustainable City Highlights

Public Art Enriches Uptown - The Public Art Program opened Uptown ArtPark, a public outdoor art gallery accessible 24/7. “Repurposed,” the inaugural exhibition, featured large-scale sculptures made from recycled and found materials. Nearby, installation began on “Shifting Topographies,” a massive wall sculpture with color-shifting paint that evokes the East Bay hills and the surface of the Bay, brightening an alley entrance to the 19th Street BART station. The City’s Cultural Funding grants supported over 15,000 arts activities that served more than 217,000 residents and visitors city-wide, including more than 8,000 students in Oakland public schools.



Courtesy of Greg Linhares, City of Oakland

Public Works’ Environmental Stewardship Program Builds Community - The City’s Environmental Stewardship Program engages, equips, and mobilizes community volunteers to clean, green, and beautify Oakland and enhance its natural environment. Volunteers lead and participate in community cleanups, annual city-wide events, and “Adopt a Spot,” an ongoing volunteer stewardship program that includes over 400 “spots.” Volunteers deliver environmental services such as litter cleanup and pollution prevention, storm water management, and wildlife habitat protection, and restoration.

Hack the Hood Wins 2014 Google Bay Area Impact Challenge - Hack the Hood is an innovative program that helps Oakland’s small businesses gain online visibility through free Web services provided by local youth. The project is supported by Google, the California Workforce Investment Board, Kids First!, and the Thomas J. Long Foundation, among others. In 2013, 18 youth created websites for 60 local businesses and listed them in Google Maps. Services include mobile-friendly websites, assessment of business’ Facebook pages, Google Maps and Business Pages listings, and search engine optimization. Participating youth are trained and mentored by professional designers, coders, and developers. Hack the Hood will receive \$500,000 as the winner of the Google Bay Area Impact Challenge.

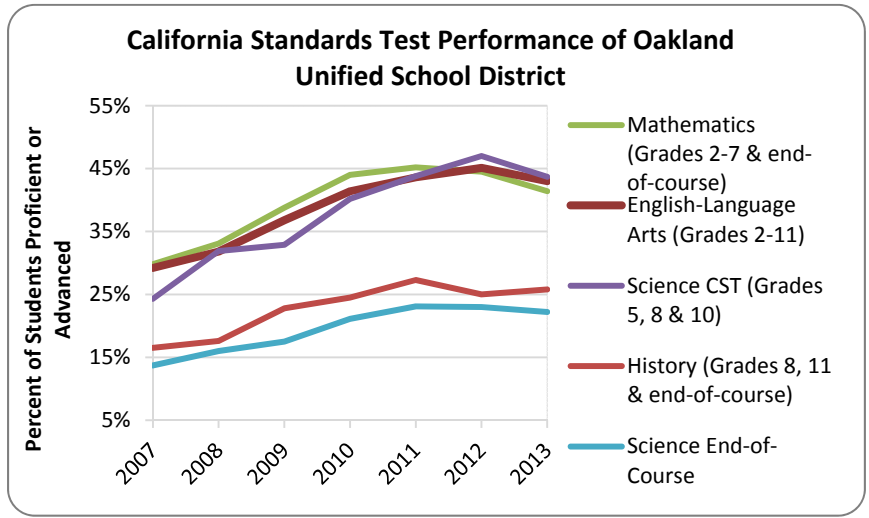


Youth Law Academy Mixer, Centro Legal de la Raza

Oakland Fund for Children and Youth (OFCY) is Growing

Providing programs spanning the cradle-to-career needs of Oakland’s youth, OFCY, or Kids First!, expanded with an \$80,000 grant to Oakland Unified School District (OUSD) for the kindergarten readiness Summer Camp program, and a new suite of grants focused on creating safe spaces for an estimated 540 LGBTQ youth. The latter grants include Destiny Arts, La Clinica de la Raza, and Health Initiatives for Youth; these will offer drop-in space, peer support, educational workshops, and performance art experiences to better connect LGBTQ youth with supportive networks. OFCY’s 126 programs acquired \$20 million in outside match funding in 2013-14, with 60% brought in by the after-school program partnership with OUSD.

OUSD Wellness Champion Program Receives Golden Bell Award from the California School Boards Association - In support of Oakland Unified School District's Full-Service Community District, Thriving Students Strategic Plan, the Wellness Champion program identifies school staff members to lead specific health and wellness programs that enhance the overall health of students, families, and staff. The program has initiated school gardens, salad bars, breakfast in the classroom, exercise classes for parents and a variety of other environmental, program, and policy changes in 48 participating schools.



Oakland-Based Foundation Launches Multi-Year Early Literacy Initiatives for Oakland Children - The Kenneth Rainin Foundation is working in partnership with local community organizations to support early literacy and language experiences, launching two multi-year initiatives for Oakland children from birth through age 8. The Foundation approved \$1.95 million in grants to schools and area nonprofits in 2014 to reduce early disparities in language and literacy development. The initiatives will bring expanded playgroups, increased access to free books, and fun new ways to build reading into the routines of Oakland Families, as well as a new public awareness campaign that encourages family members and caregivers to talk, read, and sing to their babies and toddlers in order to enhance vocabulary acquisition and prepare children for success in school and beyond.

Measured Performance

Oakland is No. 1 Most Exciting City - Ranked by the real estate blog Movoto, Oakland topped the list of most exciting among the nation's 50 most populous cities based on 10 criteria: park acreage per person, percent of population between 20 and 34 years old, fast-food restaurants per square mile (the fewer the better), bars per square mile, big box stores per square mile (the fewer the better), population diversity, movie theaters per square mile, museums per square mile, theater companies per square mile, and music venues per square mile.

In the Works

Lowell Park Family Market Farm in the Conceptual Stage - The City's Office of Parks and Recreation is planning to install a hydrogen-powered community garden at Lowell Park. Staff have developed conceptual plans and received bids from manufacturers, and are planning to hold more community meetings before the project officially launches.



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Natural Resources, Waste & Environmental Health

Oakland is located in a region abundant with natural resources, upon which we rely for food, water, energy, raw materials, recreation, and rejuvenation. Yet these resources are limited, and natural systems are threatened by the impacts of development, pollution, and over-consumption. City policies related to creek protection, zero waste, energy efficiency, climate change, land use, toxic materials, and other issues are designed to protect the health of the natural environment and make the best use of natural resources.

Sustainable City Highlights

Greening the Urban Landscape - Oakland implements urban greening projects such as rain gardens, flow-through planters, vegetated swales, permeable paving, and tree plantings to reduce flooding, improve water and air quality, lower ambient air temperature, and improve quality of life. Projects being planned or recently completed include the Lakeside and San Pablo Green Street projects, a parking lot Biotreatment Retrofit at Oakland's Fire Station 1, and new tree well units in West Oakland. Fire Station 1 included conversion of "grey" infrastructure (asphalt, concrete) to "green" infrastructure (permeable pavers, rain garden, landscaping, and trees) that slow stormwater runoff, remove pollutants, and improve water quality. The new tree wells in West Oakland capture and filter stormwater runoff to remove Poly Chlorinated Bi-Phenyls (PCBs) before reaching the Bay.



Courtesy of Lesley Estes, City of Oakland

City Awards Ground-Breaking Zero-Waste Contracts - In September 2014, the Oakland City Council awarded franchise contracts for collection and processing of mixed materials and organics, and for landfill disposal services, to Waste Management of Alameda County, and a franchise contract for residential recycling to California Waste Solutions. These awards are the culmination of a multi-year design and procurement process. Service highlights will include more cart size choices for recycling and organics, expanding residential organics collection service to all multifamily buildings, organics and recyclables collection services for all Oakland businesses, processing of commercial organics by EBMUD to produce natural gas for power, and increased illegal dumping abatement. New services will begin in July 2015.

"Adopt a Spot" Program Receives American Public Works Association's Sustainability Practices Award



Courtesy of Oakland Public Works

Since 1992, the Adopt a Spot program has mobilized community participation to improve Oakland's natural and built environment. Adopted "spots" include parks, storm drains, litter containers, trees, creeks, and shorelines. Volunteers remove trash and invasive species, plant native species, and create new greenspaces – making the city more livable for people and better for plant and animal biodiversity. The program provides education, tool loans, project coordination, and trash collection. Volunteer efforts have eliminated trash that would otherwise clutter streets, clog waterways, and contaminate the Bay. In 2013, the program held approximately 3,000 cleanup and beautification events, supported by 170 community groups, thousands of volunteers, and almost 60,000 hours of community service at approximately 400 sites across the city.

Measured Performance

Recycling Increases 33% While Landfill Waste Decrease 27% - Since 2000, Oaklanders have recycled over 800,000 tons of cans, bottles, plastics, paper, yard trimmings, and food scraps, keeping them from the landfill. These materials have been used by manufacturers to make new products, saving essential resources and reducing greenhouse gas emissions and other forms of pollution.

Successful Rain Barrel Program Saves Water and Reduces Urban Runoff - The City concluded its Rain Barrel Program, a three-year initiative funded by the

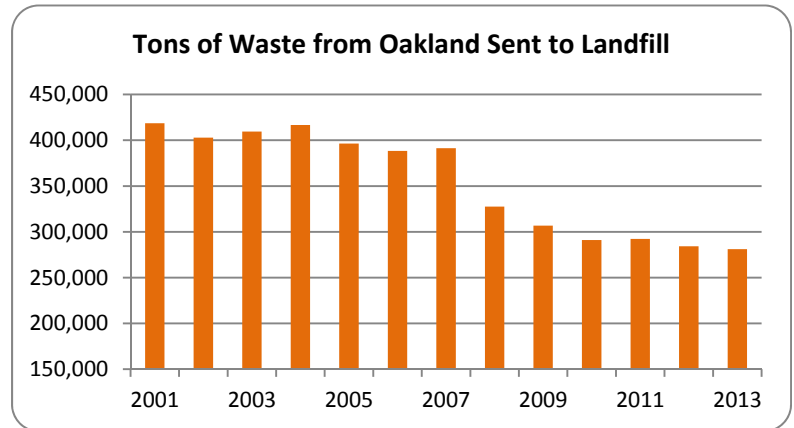
Clean Water State Revolving Fund and the Federal Stimulus program. Over 1,396 homes purchased and installed 2,708 rainbarrels and cisterns, for a total of 400,545 gallons of new rainwater storage. Rainbarrels help to protect our creeks and the Bay by reducing urban runoff, and reduce the need for homes to use treated potable water for outdoor use.

In the Works

Lakeside Green Street Taking Constructive Steps - The Lakeside Green Street Project is a 14-acre “complete green streets” project, intended to facilitate pedestrian and bicycle use, calm traffic, increase parklands, improve park facilities, and protect water quality with drought-tolerant, native plant landscaping. The project will include rain gardens that treat stormwater runoff, a tree-lined pedestrian promenade, bike lanes on Harrison Street and Lakeside Drive, a children’s play area, and Snow Park renovations. Two acres of lawn and impervious surfaces will be converted to drought tolerant, native plant landscaping, new pedestrian pathways, and a pervious running trail along the Lake. Funded in part by Oakland’s Voter-Approved Measure DD, the project is scheduled to begin construction in 2015.

Urban Forestry Getting a Boost - Oakland has begun development of an Urban Greening Retrofit Plan that will include consideration of the stormwater and water quality effects of tree species selection and planting methods. The City is engaging with local urban forestry organizations in the project. City staff are in the process of mapping facilities and reviewing the street tree list and maintenance guidelines for possible revisions, in order to better meet City sustainability goals and maximize criteria such as air quality and stormwater capture.

City Helping Businesses Reduce their Ecological Footprint - With funding from the Federal Environmental Protection Agency, Oakland Public Works recycling staff have teamed up with StopWaste and Waste Management Of Alameda County on an aggressive outreach plan, dubbed ReThink Disposable, to minimize waste and increase recycling among Oakland businesses. These activities not only help to reduce the amount of trash in streets and the Bay, they also help businesses save money as they reduce their use of disposable items such as straws, tasting spoons, and to-go containers.



For more highlights and additional performance data, visit www.sustainableoakland.com

Oakland's Sustainability Awards

Top Ten Green and Sustainable City!

Oakland has been recognized as a top ten sustainable city ten times in the last five years alone!

Top Ten Cities on the Solar Ease Index (#10) – Complete Solar (August 2014)

Large Cities with the Highest Percentage of Bicycling to Work (#10) - U.S. Census Bureau (May 2014)

Most LGBT Friendly Cities (#4) – NerdWallet (May 2014)

Top 10 Cities for Tech Entrepreneurs (#5) – WealthManagement.com (April 2014)

100 Resilient Cities – Rockefeller Foundation (December 2013)

Number One Most Exciting City – Movoto Blog (May 2013)

Top 20 Urban Destinations with Nature Opportunities – TravelNerd (May 2013)

Top Five Green City – SheKnows.com (April 2013)

Top Fifteen Cities for Tech Startups (#11) – National Venture Capital Association (Feb. 2013)

Top 12 ArtPlaces in America – ArtPlace (January 2013)

Top Five Green City – Corporate Knights Magazine (June 2012)

7th Highest Bicycling Rate in America – U.S. Census Bureau (November 2012)

America's 50 Best Cities – Bloomberg Businessweek (September 2012)

Top 10 Greenest Real Estate Markets in America – Cushman & Wakefield (November 2011)

Top 10 Most Walkable City in America – Walk Score (February 2013, July 2011)



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SHEKNOWS

ARTPLACE

Corporate Knights

United States
Census
Bureau

Bloomberg
Businessweek

CUSHMAN & WAKEFIELD

Walk Score®



3rd Most Active City in America – Men’s Health Magazine (June 2011)



#2 Can-Do City in America – Newsweek (September 2011)



Bicycle Friendly Community – League of American Bicyclists (September 2010)



Top Five Smarter City (#4 among large cities) – Natural Resources Defense Council (July 2009)



Top Five Green City (#4) – Mother Nature Network (July 2009)



Top Ten Sustainable City (#9 out of 50) – SustainLane (2005, 2006, 2008)



Top Five Green City (#4 out of 50) – Popular Science (2008)



Top Twenty Places to Live – Outside Magazine (July 2008)



Top Ten Green City – National Geographic’s Green Guide (2005, 2006)



City Solar Award – NorCal Solar (2007)



Food Scraps Recycling Climate Protection Honor – US Conference of Mayors (June 2008)



Storm Water Management Program Award – U.S. EPA (October 2007)



4 Stars for Climate Protection – ICLEI - Local Governments for Sustainability (2001)



Photo: Greg Linhares, City of Oakland



Get Involved!

We all have a role to play in helping Oakland become a more livable and sustainable city. Oakland provides many opportunities to:

Attend Events

such as Earth Expo (April), Bike-to-Work Day (May), Art & Soul Festival (August), National Night Out (August), and community events in your neighborhood. www2.oaklandnet.com/Events

Volunteer

as a mentor to a student who needs a little support, or Adopt a Spot and participate in community clean-up events on Earth Day (April), Creek-to-Bay Day (September) and every month in neighborhoods throughout the city. www.oaklandadoptaspot.org

Shop Local

to support local businesses, jobs, and reduce environmental impacts. www.shopoakland.com, www.liveworkoakland.com

Live Greener

by making green choices every day such as driving less, recycling and composting more, and improving the energy efficiency of your home. www.sustainableoakland.com

Lead the Way

by encouraging friends and neighbors to also help make Oakland a more livable and sustainable city every day! www.sustainableoakland.com

City Initiatives Driving Sustainability

Highlights of Oakland policies driving sustainability performance:

- Energy and Climate Action Plan
- Green Building Ordinance for Private Development
- Civic Bay Friendly Landscaping Ordinance
- Bicycle Parking Ordinance
- Extended Producer Responsibility Resolution
- Environmentally Preferable Purchasing Policy
- Food Policy Council Resolution
- Resolution to Develop an Oil Independence Action Plan
- Bicycle Master Plan
- Green Food Service Ware Ordinance
- Green Building Guidelines Resolution
- Zero Waste Strategic Plan Resolution
- Food Policy Plan Resolution
- Urban Environmental Accords Resolution
- Chicago Climate Exchange Resolution
- Civic Green Building Ordinance
- Green Fleet Resolution
- Seventy-five Percent Waste Reduction Resolution
- Construction and Demolition Recycling Ordinance
- Pedestrian Master Plan
- Dioxin and Public Health Resolution
- Climate Protection Resolution
- Sustainable Development Resolution
- Transit First Policy
- Living Wage Ordinance
- Creek Protection, Storm Water Management and Discharge Control Ordinance
- Pest Management Resolution
- Recycling Space Allocation Ordinance
- Recycled Content Procurement and Source Reduction Policy
- Alameda County Waste Reduction and Recycling Act



City of Oakland Elected Officers

Mayor Jean Quan

Members of the City Council:

Patricia Kernighan (District 2), President

Larry Reid (District 7), Vice Mayor

Desley Brooks (District 6)

Dan Kalb (District 1)

Libby Schaaf (District 4)

Rebecca Kaplan (At Large)

Noel Gallo (District 5)

Lynette Gibson McElhaney (District 2)

Barbara Parker, City Attorney

Courtney Ruby, City Auditor

Sustainable Oakland

This report was developed under the leadership of
Oakland Public Works – Environmental Services Division with
contributions from numerous City staff and partners.

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To learn more, visit the City's Sustainable Oakland website at:

www.sustainableoakland.com

