



AGENDA REPORT

TO: Edward D. Reiskin
City Administrator

FROM: Alexandria McBride, Chief
Resilience Officer

SUBJECT: Accept and Appropriate One Hundred
Thousand Dollars (\$100,000) for
Better Neighborhoods, Same
Neighbors Technical Assistance

DATE: April 5, 2021

City Administrator Approval

Date:

Apr 20, 2021

RECOMMENDATION

Staff Recommends That City Council Adopt A Resolution Authorizing The City Administrator Or Designee To Accept and Appropriate Funds From The California Strategic Growth Council (SGC) In The Amount Of One Hundred Thousand Dollars (\$100,000) For Technical Assistance To Support The Implementation Of The Better Neighborhoods, Same Neighbors Initiative.

EXECUTIVE SUMMARY

Staff is requesting that City Council adopt a resolution authorizing the City Administrator to accept and appropriate One Hundred Thousand Dollars (\$100,000) in technical assistance funding from the California Strategic Growth Council (SGC) to support the “Better Neighborhoods, Same Neighbors” Initiative, an East Oakland community development initiative that was awarded a \$28.2 million Transformative Climate Communities (TCC) grant from the SGC in July 2020. The TCC Program Guidelines require SGC to provide TCC grantees with technical assistance to assist in the implementation of the TCC Project. The SGC has approved the City and project partners’ proposal to use the \$100,000 in technical assistance funds to support expanded community outreach in partnership with the Black Cultural Zone Community Development Corporation (BCZ).

Adoption of this resolution will allow the City to enter into an agreement with the SGC and issue technical assistance funding to BCZ.

BACKGROUND / LEGISLATIVE HISTORY

On June 25, 2020, the California Strategic Growth Council (SGC) awarded the City twenty-eight million and two hundred thousand dollars (\$28,200,000) from the Transformative Climate Communities (TCC) Program to implement the Better Neighborhoods, Same Neighbors Initiative, a community development proposal co-developed by the City of Oakland and multiple

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community-based organizations and stakeholders. The Better Neighborhoods, Same Neighbors initiative, which builds upon the [East Oakland Neighborhood Initiative](#), encompasses multiple projects to be implemented in a five-square mile area in East Oakland (see Better Neighborhoods, Same Neighbors Initiative Area in **Attachment A**), and each project and plan was led by a partnering organization in support of a shared vision:

“Better Neighborhood, Same Neighbors” Proposal Vision: The ‘Better Neighborhoods, Same Neighbors’ proposal envisions an East Oakland with healthy surroundings, safe and accessible transportation and thriving arts and culture that builds community wealth and ensures housing is a human right for existing East Oakland residents.

Project Partners: ACTS Community Development Corporation, Black Cultural Zone Community Development Corporation (BCZ), East Bay Permanent Real Estate Cooperative (EBPREC), East Bay Regional Parks District (EBPRD), Higher Ground Neighborhood Development Corporation, Oakland Parks and Recreation Foundation (OPRF), Planting Justice and Related California.

Projects and Transformative Plans:

- [95th and International Housing, Health and Connectivity](#) (Related California)- The project will create 55 units of 100% affordable housing on 95th and International (income levels that range between 20% to 50% of Area Median Income (AMI) and 25% of the units designated for homeless populations), and the ground floor will include a community health clinic.
- [San Leandro Creek Urban Greenway](#) (EBPRD) - A 1.2-mile bike and pedestrian trail will be opened to East Oakland residents, transforming a concrete barrier into a pathway for East Oakland neighborhoods to connect to Martin Luther King, Jr Shoreline Park. The trail will be used for active transportation, recreation and environmental education programming.
- [Planting Justice Aquaponics Farm and Food Hub](#) – Planting Justice will acquire a historic 3-acre nursery and support neighborhood residents in building out the largest/most productive urban aquaponics farm in the U.S. The site will produce 100,000s lbs of organic produce and edible nursery starts each year, create 27 living-wage jobs, house a food hub in Oakland’s most segregated neighborhood, and serve youth education, health/wellness, community development, and business incubation programming.
- [Higher Ground & Scrapper Bike Team Bike Share and Youth Development](#) - The Higher Ground / Scrapper Bike Team (SBT) Bike Share and Youth Development Project will create a permanent facility to store, lend and repair bikes at the Martin Luther King Branch of the Oakland Public Library (MLK Library Shed), and will train and develop a pipeline of future Scrapper Bike Team members (youth aged 8 and older) to encourage greater use of active transportation through bike education programming and access to the Scrapper Bike lending program.
- [Community Greening](#) (OPRF) - Organizations and local jurisdictions will plant 2,000 trees in the Project Area through a combination of street trees and trees on privately

owned properties. Trees will also be locally sourced from the Planting Justice nursery, and paid opportunities for tree maintenance will be provided to local residents.

- Community Engagement (BCZ) - The BCZ will ensure inclusive community engagement with residents, businesses, and other stakeholders throughout the project planning and implementation. This includes establishing a TCC Stakeholder Committee comprised of neighborhood representatives of the Project Area.
- Displacement Avoidance – (EBPREC): EBPREC will lead anti-displacement outreach, education, and organizing in Project Area, which will include connecting residents with city resources and programs to halt displacement, build community wealth, and produce accessory dwelling units (ADUs). EBPREC will also facilitate creation of a Small Business Alliance targeted in Deep East Oakland to prevent commercial displacement.
- Workforce Development – The City of Oakland Workforce Development Board, in partnership with the Black Cultural Zone CDC, West Oakland Job Resource Center, Cypress Mandela and Merritt College, will provide a range of services designed to help local residents access jobs and training leading to high-paying, in-demand jobs and establish more than 100 jobs in the Project Area.

The [TCC Program Guidelines](#), approved for release on October 31, 2019, require SGC to provide the TCC grantees with technical assistance funding to assist in the implementation of awarded TCC Project. Last year, the City and project partners proposed the technical assistance funding be used to support Black Cultural Zone in advancing equitable and effective community engagement for the TCC project. The SGC approved the proposal (**Attachment B**) and has now requested that the City enter into an agreement for the technical assistance funds.

ANALYSIS AND POLICY ALTERNATIVES

The Better Neighborhoods, Same Neighbors Initiative aims for transformational change in the Project Area, which includes remaining accountable to East Oakland residents and ensuring the implementation of this project is equitable and guided by the existing East Oakland community. A key component of maintaining accountability is the establishment of a Collaborative Stakeholder Committee, an advisory group to the Better Neighborhoods, Same Neighbors Initiative comprised of East Oakland residents. The City and Project Partners executed an agreement stipulating the components of the to-be-formed Collaborative Stakeholder Agreement, and the details are captured in **Attachment C**.

When the opportunity for technical assistance funding arose, the City and Project partners agreed that bringing on resources to assist with forming the Collaborative Stakeholder Committee would be the best use of funds. Specifically, resources would be used to develop an enhanced map of community engagement networks, identify community engagement gaps, develop a community engagement strategy, and ultimately support the formation and operation of the Collaborative Stakeholder Committee. The Strategic Growth Council reviewed and

approved this proposal, which is detailed in the Work Plan of the Draft Technical Assistance Grant Agreement with SGC (***Attachment D***).

FISCAL IMPACT

The SGC Grant funds will be deposited in the California Department of Conservation Fund (2139), CAO Administration (02111), Project (TBD), State Grant Miscellaneous (46229). This same fund will be used to issue payment based on the invoicing schedule detailed in the SGC Technical Assistance Agreement.

PUBLIC OUTREACH / INTEREST

The Better Neighborhoods, Same Neighbors initiative builds upon years of community outreach conducted by the East Oakland Neighborhoods Initiative (EONI). The East Oakland Neighborhoods Initiative is a partnership between the City of Oakland Planning Bureau and twelve community-based organizations focused on equity-based planning for Deep East Oakland: East Oakland Building Healthy Communities (EOBHC), East Oakland Collective (EOC), HOPE Collaborative, Oakland Climate Action Coalition, Acta Non Verba, Brower Dellums Institute for Sustainable Policy Studies and Action, Communities for a Better Environment, Higher Ground Neighborhood Development Corporation, Local Clean Energy Alliance, Repaired Nations, Planting Justice, Scraper Bike Team, Sobrante Park Resident Action Council.

As mentioned earlier in this report, adoption of this item will support the formation a Collaborative Stakeholder Committee, which allows for regular public input to advise on the progress of Better Neighborhoods, Same Neighbors implementation.

COORDINATION

The Better Neighborhoods, Same Neighbors Initiative brings together a large coalition of stakeholders from multiple city departments, Oakland organizations and regional agencies. Within the City, the City Administrator's Office, the City Attorney's Office, Housing and Community Development, Economic and Workforce Development, Department of Transportation, Department of Race and Equity, Public Works, the Mayor's Office, the Oakland Public Library and the Oakland Parks, Recreation and Youth Development Department all closely coordinated on this proposal. In addition, other regional agencies like AC Transit, Alameda County Flood Control District and East Bay Regional Parks District played a critical role in project planning and implementation.

The Office of the City Attorney and the City's Budget Bureau were consulted in the preparation of this report and resolution.

SUSTAINABLE OPPORTUNITIES

Economic: East Oakland residents and employees in the Better Neighborhoods, Same Neighbors project area experience economic underinvestment in a greater proportion than that

of other areas of Oakland. The Better Neighborhoods, Same Neighbors initiative aims to grow community wealth and increase affordable housing in the East Oakland target area. Per the TCC Implementation Grant Guidelines, all projects must include displacement avoidance and workforce development components.

Environmental: The census tracts in the Initiative Area rank, according to the CalEnviroScreen 3.0 scale, in the top five percent to 25 percent most disadvantaged areas in the State of California, having high levels of air pollution (a result of adjacency to heavy industrial activities and the region's busiest freeway), water pollution, unemployment, low birth weights, and extreme poverty. The proposed TCC Implementation Grant projects will address EONI resident's priorities for healthy surroundings and more accessible transportation. TCC program guidelines call for reducing GHG emissions, improving air and water quality, and protecting natural resources – all of which would contribute to limiting negative human impacts on the environment.

Race & Equity: The TCC Implementation Grant will provide infrastructure funding to a community that is still far behind the rest of Oakland when it comes to health and socioeconomic metrics, per the 2018 Oakland Equity Indicators Report. The projects proposed in this grant will directly benefit some of Oakland's most disadvantaged residents. By improving public transit, creating more affordable housing, and increasing green infrastructure, this opportunity will relieve some of the negative environmental impacts with which East Oakland residents are faced every day.

ACTION REQUESTED OF THE CITY COUNCIL

Staff Recommends That City Council Adopt A Resolution Authorizing The City Administrator Or Designee To Accept and Appropriate Funds From The California Strategic Growth Council (SGC) In The Amount Of One Hundred Thousand Dollars (\$100,000) For Technical Assistance To Support The Implementation Of The Better Neighborhoods, Same Neighbors Initiative.

For questions regarding this report, please contact Alexandria McBride, Chief Resilience Officer at 510-238-6454.

Respectfully submitted,



Alexandria McBride, Chief Resilience Officer
City Administrator's Office

Attachments (4):

A: Better Neighborhoods, Same Neighbors Initiative Project Area Map

B: Implementation Technical Assistance Community Engagement Funds Proposal

Edward D. Reiskin, City Administrator

Subject: Resolution Approving Advance Payments to Nonprofit Project Partners to Implement
the Better Neighborhoods, Same Neighbors Initiative in East Oakland

Date: October 15, 2020

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C: Collaborative Stakeholder Committee Terms

D: Draft Technical Assistance Agreement with SGC