

## Attachment A – Planning Process

### *Planning Process: Phase I*

The process to develop a specific plan for Downtown Oakland began in 2015. The initial phase of public engagement involved a Community Kick-off event, 10-day charrette and Open Studio, stakeholder meetings, and publication of the Plan Alternatives Report. Key milestones and efforts in this initial phase of public engagement are summarized below.

- **September 3, 2015: COMMUNITY KICK-OFF**  
To mark the beginning of the public planning process in 2015, the City of Oakland hosted a community workshop at the Rotunda Building next to City Hall to introduce local citizens and community groups to the Downtown Oakland Specific Plan process. A brief presentation by the consultant team was followed by an interactive hands-on activity. The event was used to inform and encourage participation for the upcoming charrette (noted next).
- **October 19 – 28, 2015: CHARRETTE & OPEN STUDIO**  
This multi-day event included: a hands-on public design workshop and open design studio where the community was invited to stop by to see draft concepts; a series of technical/stakeholder meetings to gather feedback on important issues; and a work-in-progress presentation at the Paramount Theatre to summarize ideas.
- **March – April 2016: PLAN ALTERNATIVES REPORT**  
The Plan Alternatives Report describes a draft vision and initial concepts for downtown, based on charrette input. The Report is posted online and was reviewed at community meetings with groups including the Community Advisory Group (CAG)\*; Parks and Recreation Advisory Committee (PRAC); Landmarks Preservation Advisory Board (LPAB); Youth Advisory Commission; Bicyclist & Pedestrian Advisory Committee (BPAC); and Planning Commission. The Plan Alternatives Report was presented at a large community presentation and open house held in March of 2016 at the Malonga Casquelourd Center for the Arts.
- **November 2015 – July 2016: STAKEHOLDER MEETINGS**  
Meetings were held with additional existing stakeholder organizations such as the Art + Garage District, Oakland Creative Neighborhoods Coalition, Chinatown Coalition, Old Oakland Neighbors, the Metropolitan Chamber of Commerce Land Use Committee, Malonga Center resident organizations, and downtown schools and youth services. The City also used the “Speak Up, Oakland!” online forum to solicit feedback from individual Oaklanders.
- **Spring 2016: YOUTH SUMMIT AND COURSEWORK**  
The City collaborated with the Y-PLAN (Youth: Plan, Learn, Act, Now!) program at UC Berkeley to introduce MetWest and Skyline students to planning and get their ideas for the downtown, as well as holding an after-school Youth Summit with Y-PLAN students and youth who participate in many of the youth and young adult programs downtown, including Civicorps and BAY-Peace.
- **April – July 2016: PLAN ALTERNATIVES REPORT COMMENTS MEMO**  
The Comments Memo was produced to summarize all public input on the Plan Alternatives Report. Over 1,000 comments were received and organized to refine the plan vision and goals.
- **August 2016: JACK LONDON NEIGHBORHOOD DESIGN SESSIONS**

Community workshops and a series of stakeholder meetings were held over a two-day period in August of 2016 to discuss opportunities and challenges specific to the Jack London District.

### ***Planning Process: Phase II***

In early 2017, the City of Oakland kicked off a new phase of the downtown planning effort with an expanded focus on social and racial equity, engaging an “equity team” of consultants to provide an assessment of the Downtown Plan work to date, deepen engagement from historically marginalized communities, document disparities, and evaluate the potential equity impacts of draft plan policies.

- **Spring – Summer 2017: EQUITY ASSESSMENT & EXPANDED OUTREACH**  
At the start of Phase II in the downtown planning effort, the I-SEED-led equity consultant team provided an assessment of work to date using a social and racial equity lens and launched an expanded outreach strategy. Public engagement included additional workshops and meetings with communities that had not been adequately involved in the first round of community engagement, as well as the addition of representatives of those communities to the Community Advisory Group.
- **July 31 – August 3, 2017: SOCIAL EQUITY WORKING GROUP MEETINGS**  
This series of meetings, organized by topic, were intended to reach a broader and more representative community than were engaged during the first phase of the planning process. These meetings included interactive work sessions to develop goals, identify potential challenges or barriers underserved populations face to reaching those goals, and begin to discuss possible solutions.
- **January 2018: DOWNTOWN OAKLAND DISPARITY ANALYSIS**  
In January 2018, City staff published an analysis of racial disparities to inform the Specific Plan process. This Disparity Analysis includes documentation of racial disparities organized by the proposed topic areas of the Specific Plan, desired future outcomes, and equity indicators that establish the baseline conditions that the Specific Plan’s policies and projects will address.
- **February 5 – 8, 2018: CREATIVE SOLUTIONS LABS**  
The Creative Solutions Labs were organized by topic and built upon the Social Equity Working Group meetings. The objective was to present strategies through workshops to address issues previously identified by the downtown community. The discussions were informed by an overview of existing conditions and racial disparities, example approaches to mitigate these disparities and successful strategies used in other communities facing similar challenges.
- **February 10 – 13, 2018: NEIGHBORHOOD DESIGN SESSIONS: CENTRAL CORE, UPTOWN & KONO, OLD OAKLAND, & CHINATOWN**  
In February 2018, members of the public were invited to a series of Neighborhood Design Sessions, where they gathered around maps to identify opportunities and problem areas for specific neighborhoods and discuss their vision and potential solutions.
- **Summer 2018: ACCESSIBILITY SURVEY**  
City staff worked with disability community advocates to better understand accessibility challenges downtown, including developing and administering a paper and online survey targeted to older adults and people with disabilities.
- **Fall 2018: PLAN OPTIONS REPORT & EQUITY ASSESSMENT**

Working from the ideas developed at the Creative Solutions Labs and Neighborhood Design Sessions, the Dover- Kohl team synthesized these suggestions-to-date into a collection of policy and land use options to address community priorities within a setting of “focus areas” in downtown. The equity consultant team provided an assessment of possible equity impacts for each policy and land use option, as well as prioritization and additional recommendations to achieve equity. These documents informed the recommendations of the Preliminary Draft Plan.

- **January 2019: PRELIMINARY DRAFT PLAN & PUBLIC REVIEW**  
The Preliminary Draft Plan was an initial version of the Downtown Oakland Specific Plan, describing transformative ideas and recommendations that were derived from the public process and corresponding research and analysis. It presented the first draft of proposed changes to the character of the waterfront, and other areas of downtown, as well as supportive policies that uphold the community’s shared values of economic opportunity, culture keeping, and environmental sustainability. Approximately two dozen stakeholder meetings, public advisory board meetings, Planning Commission hearings, and community events were held to review and gather feedback on the Preliminary Draft Plan. This feedback from these sessions was used to revise the Preliminary Draft Plan into the Public Review Draft Downtown Oakland Specific Plan.
- **June 2019: IMPLEMENTATION INTENSIVES**  
The implementation sessions were held to obtain early feedback on the Implementation Chapter for the Draft Downtown Oakland Specific Plan. Participants were able to discuss priorities and to share ideas on draft implementation strategies such as identify potential resources and partnerships for implementation of plan components. Held over two evenings, the first evening focused on an overview of the plan process and then small group discussion focused on soliciting stakeholder’s comments and ideas on prioritization criteria. The second night focused on reviewing the draft implementation strategies in small groups to identify top priorities, as well as missing strategies.
- **September 2019: DRAFT PLAN AND DRAFT EIR PUBLIC REVIEW**  
The Draft Plan sets forth an ambitious vision articulating downtown Oakland’s extraordinary capacity to become a dynamic regional hub of culture, employment, housing and transit that is welcoming to the entire community. The Draft Plan proposes transformative ideas to connect the community’s goals to strategic actions. The Draft EIR analyzes the environmental impacts to the changes to the environment that could result from implementation of the Draft Plan. Community engagement included 20 stakeholder group meetings, in-person surveys administered to the clients of St. Vincent de Paul’s free lunch program, three community events, and 10 advisory board meetings and public hearings.

## Summary Process and Schedule

Kick-off (Jul. - Oct. 2015)	Alternatives Report (Nov. - Feb. 2016)	Equity Re-boot (Jun. 2017 - Apr. 2018)	Plan Options Report & Equity Assessment (Apr. - Jul. 2018)	Preliminary Draft Plan (Jan. - Feb. 2019)	Implementation Intensives (Jun. 2019)	Draft Plan & DEIR (Aug. - Oct. 2019)	Zoning, General Plan, Final Draft Plan & FIER (Oct. - May 2020)	General Plan Amendments (Jun. 2020)
<ul style="list-style-type: none"> <li>• Kick-off public workshop</li> <li>• 10-day Charrette</li> <li>• Open House</li> <li>• Topical focus groups (6), including early Community Advisory Group (CAG) meeting</li> <li>• Walking tour</li> <li>• Work-in-progress Presentation</li> </ul>	<ul style="list-style-type: none"> <li>• Public workshop</li> <li>• Youth Summit and student coursework</li> <li>• Stakeholder meetings and interviews (26)</li> <li>• <b>Public Comment Memo</b></li> </ul>	<ul style="list-style-type: none"> <li>• Community leader workshops (2)</li> <li>• Community sub-group meetings (4)</li> <li>• One-on-one meetings (25)</li> <li>• Equity working group meetings (4) + (<b>Public Input Report</b>)</li> <li>• Disparity Analysis + Community Advisory Group (CAG) meeting</li> <li>• Creative Solutions Labs (4) &amp; Neighborhood Design Sessions (4) + (<b>Public Input Report</b>)</li> </ul>	<ul style="list-style-type: none"> <li>• Internal milestone</li> <li>• Equity impact assessment focus group with equity-oriented community representatives and CAG members</li> </ul>	<ul style="list-style-type: none"> <li>• Community Advisory Group meetings (3)</li> <li>• Planning Commission meetings (3)</li> <li>• Advisory Commission meetings (5)</li> <li>• Stakeholder meetings (16)</li> <li>• Events and festivals (3)</li> <li>• EIR Scoping Session</li> <li>• <b>Public Comment Summary</b></li> </ul>	<ul style="list-style-type: none"> <li>• Community Advisory Group + additional stakeholders meetings (2) + <b>meeting summary notes</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Community Advisory Group meetings (2)</b></li> <li>• <b>Planning Commission meetings (2)</b></li> <li>• <b>Advisory Board meetings (4)</b></li> <li>• <b>Stakeholder meetings (6)</b></li> <li>• <b>CED Committee Meeting (1)</b></li> <li>• <b>Events (3)</b></li> <li>• <b>Public Comment Summary</b></li> </ul>	<ul style="list-style-type: none"> <li>• Community Advisory Group meetings + <b>meeting notes</b></li> <li>• Landmarks Board</li> <li>• Zoning Update Committee meeting</li> </ul>	<ul style="list-style-type: none"> <li>• Community Advisory Group meetings (1)</li> <li>• Landmarks Board</li> <li>• Adoption Hearings: <ul style="list-style-type: none"> <li>• Planning Commission</li> <li>• CED Committee Meeting</li> <li>• City Council Meeting</li> </ul> </li> </ul>