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OAKLAND

2010 DEC -2 PM 12:58

# CITY OF OAKLAND

## AGENDA REPORT

TO: Office of the City Administrator  
ATTN: Dan Lindheim  
FROM: Community and Economic Development Agency  
DATE: December 14, 2010

RE: **A Resolution Authorizing A One-Year Extension Of The Project Area Committee For The West Oakland Redevelopment Project To November 18, 2011**

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### SUMMARY

This item is a request for City Council approval of a resolution authorizing an extension for one year of the West Oakland Project Area Committee ("WOPAC") for the West Oakland Redevelopment Project. The WOPAC's term expired on November 18, 2010, and under Community Redevelopment Law ("CRL"), action of the City Council is needed to extend the term to November 18, 2011.

### FISCAL IMPACTS

Approval of this resolution will authorize an extension of one year for the WOPAC. WOPAC operating expenses are paid from the Redevelopment Planning - West Oakland/ Coliseum Admin Fund (9101), West Oakland Base Reuse Organization (88679), Redevelopment Plan - West Oakland Project (P37650). These expenses include room rental, meeting materials, mailings and outreach activities. Actual expenditures for the WOPAC have been approximately \$8,500.00 annually. These expenditures do not include City staff costs associated with WOPAC operations which are managed by Redevelopment Division staff.

### BACKGROUND

The City Council adopted Resolution No. 76841 C.M.S., which called for the formation of the West Oakland Project Area Committee and established procedures for its formation on November 27, 2001. The City Council certified the membership for the WOPAC on March 26, 2002 by Resolution No. 77043 C.M.S.

The composition of a project area committee is set by the CRL, which requires that residential tenants, residential property owners, business owners and representatives of community organizations be represented on a project area committee. The WOPAC presently consists of 17 positions: three residential tenants, three residential property owners, three business owners and seven representatives of community organizations. There is currently one vacancy for the Prescott/South Prescott subarea residential tenant position. As the West Oakland Redevelopment Project Area is divided into three subareas for administrative and planning

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purposes, WOPAC representatives are divided equally between these subareas with the addition of two representatives of at-large community organizations.

The CRL states that a project area committee maintains its advisory role throughout the period of preparation of the redevelopment plan and for a three year period after the adoption of the redevelopment plan, subject to one year extensions by the legislative body. The West Oakland Redevelopment Plan was adopted by City Council on November 18, 2003; thus the three year period expired on November 18, 2006. The City Council first extended the WOPAC's term until November 18, 2007 by Resolution No. 80242, C.M.S. on October 31, 2006. Subsequent resolutions were approved each year by City Council. This request will represent the fifth annual extension of WOPAC.

### **KEY ISSUES AND IMPACTS**

The WOPAC serves both as an advisory body and as a forum for community input into the planning and redevelopment of the West Oakland Project Area. With additional recent staffing of the Project Area, and a current focus on strategic planning and implementation of projects, the WOPAC's role is especially critical this year.

Since its inception in 2001, the WOPAC has demonstrated its commitment to working with Redevelopment Agency staff, and has provided valuable insight in a number of different projects and programs. For instance, the WOPAC has recommended funding for the following:

- Façade and Tenant Improvement Program for the West Oakland Redevelopment Project Area
- Several special tenant improvement grants to commercial businesses:
  - \$100,000 for the People's Community Partnership Federal Credit Union
  - \$258,000 for Mandela Foods Cooperative
  - \$ 75,000 for Brown Sugar Kitchen
  - \$ 75,000 for PS Print
- Neighborhood Project Initiative Program
- Graffiti Abatement Program
- Blighted illegal encampment and dumping sites program
- \$50,000 to Rebuilding Together Oakland to rehabilitate senior and low-income homes
- \$48,000 to Grid Alternatives to install solar panels on low-income homes
- \$100,000 job training grant to the Alliance for West Oakland Development
- Environmental clean-up activities at Willow Park.
- \$1,574,910 for park improvements to Raimondi Park
- \$100,000 for park improvements to Fitzgerald Park
- \$24,000 for trash receptacles on Mandela Parkway
- \$921,250 for 7<sup>th</sup> Street Streetscape Project
- \$54,000 for the build-out of the Business Assistance Center
- Other activities have included annual outreach picnics and a newsletter

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An extension of the WOPAC's term will allow for continued community participation in the decision-making process regarding redevelopment activities in the West Oakland Redevelopment Project Area.

It is important to note that as the Redevelopment Agency moves more aggressively towards project-based activities, the insights of the WOPAC will continue to be of great value. At the same time, it is appropriate to carefully manage the time and meetings of the WOPAC in order to lower the staff costs, reduce purely administrative functions and help focus discussions in a manner which support this project-based approach.

### **SUSTAINABLE OPPORTUNITIES**

*Environmental:* This action will not have any impacts on the environment.

*Economic:* This action will have no economic impacts.

*Social Equity:* The extension of the WOPAC will allow for continued representation of community interests in the decision-making process for redevelopment activities in the West Oakland Redevelopment Project Area.

### **DISABILITY AND SENIOR CITIZEN ACCESS**

All WOPAC meetings are held in venues that comply with the Americans with Disability Act ("ADA"). This report and the accompanying resolution will have no impact on disability and senior citizen access.

### **RECOMMENDATIONS AND RATIONALE**

Staff recommends that the City Council extend the WOPAC until November 18, 2011. Extending the WOPAC for an additional year will allow for greater community participation in the decision-making process regarding redevelopment activities in the West Oakland Redevelopment Project Area.

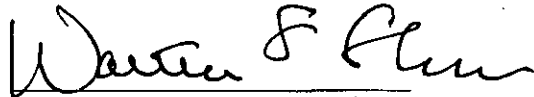
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**ACTION REQUESTED OF THE COUNCIL**

Staff requests that the City Council approve the attached resolution authorizing a one year extension of the West Oakland Project Area Committee.

Respectfully submitted,



Walter S. Cohen, Director  
Community and Economic Development Agency

Reviewed by:   
Gregory Hunter, Deputy Director  
Economic Development and Redevelopment

Prepared by:  
Sunny Nguyen, UEA III  
Redevelopment Division

APPROVED AND FORWARDED TO  
THE COMMUNITY AND ECONOMIC  
DEVELOPMENT COMMITTEE:



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Approved as to form and legality:

  
DEPUTY CITY ATTORNEY

## OAKLAND CITY COUNCIL

RESOLUTION NO. \_\_\_\_\_ C.M.S.

**A RESOLUTION AUTHORIZING A ONE YEAR EXTENSION OF THE PROJECT AREA COMMITTEE FOR THE WEST OAKLAND REDEVELOPMENT PROJECT TO NOVEMBER 18, 2011**

**WHEREAS**, on March 26, 2002, the Council certified the membership of the West Oakland Project Area Committee ("WOPAC") for the West Oakland Redevelopment Project (Resolution No. 77043 C.M.S.) pursuant to California Health and Safety Code Section 33385(a); and

**WHEREAS**, on November 18, 2003, Council adopted the Redevelopment Plan for the West Oakland Redevelopment project (Ordinance No. 12559 C.M.S.); and

**WHEREAS**, pursuant to California Health and Safety Code Section 33386, the WOPAC is to serve for a three year period after the adoption of the redevelopment plan; and

**WHEREAS**, the Council may authorize one year extensions of the WOPAC pursuant to California Health and Safety Code Section 33386; and

**WHEREAS**, the time period for the WOPAC for the West Oakland Redevelopment Project expired on November 18, 2010; now, therefore, be it

**RESOLVED:** That the City Council hereby authorizes a one year extension of the West Oakland Project Area Committee until November 18, 2011.

IN COUNCIL, OAKLAND, CALIFORNIA, \_\_\_\_\_, 2010

**PASSED BY THE FOLLOWING VOTE:**

AYES:- BROOKS, DE LA FUENTE, KAPLAN, KERNIGHAN, NADEL, QUAN, REID, AND PRESIDENT BRUNNER

NOES -

ABSENT -

ABSTENTION -

ATTEST:

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LATONDA SIMMONS  
City Clerk and Clerk of the Council of the City of Oakland,  
California