

Oakland Healthy Development Guidelines



September 11th, 2018
Community and Economic Development Committee
City of Oakland

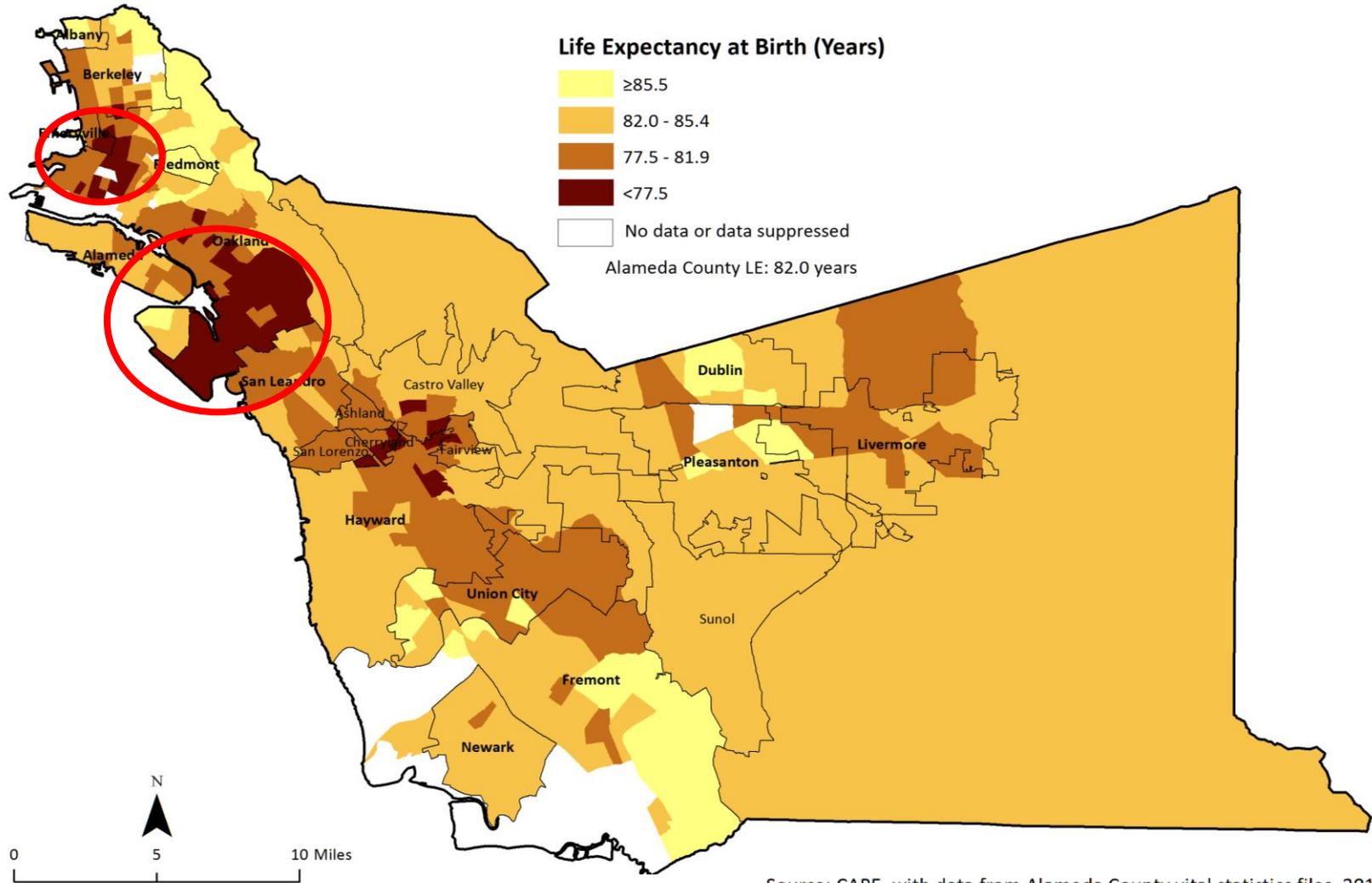


East Bay Housing Organizations



Health Inequities by Place

Life Expectancy by Census Tract



Source: CAPE, with data from Alameda County vital statistics files, 2011-2015.



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Background on the Healthy Development Guidelines

- 2010 - work towards a Health Element for the General Plan
- 2011 - CBE Crematorium Campaign in East Oakland
- 2014 - Healthy Development Guidelines process launched



Photo Credit: Communities for a Better Environment



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Healthy Development Guidelines

Core Principles

- Build an innovative partnership
- Model a process of community inclusion in planning process
- Create policy and guidelines to support healthy and equitable development for new development



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HDG: Community-driven process

- 2014 EOBHC Leaders conducted a Resident Survey
- Over 550 Oakland residents were interviewed in multiple languages
- Priorities informed the issues in the Healthy Development Guidelines



Healthy Development Guidelines

Stakeholder Engagement

- Technical Advisory group process
- TA providers: ChangeLab Solutions and Raimi and Associates
- Issue-Based Workgroups
- Non-profit and for-profit developer focus groups
- Focus group for Oakland City planners
- Former Assistant City Administrator and Directors of Planning, Housing, Economic Development and Race and Equity

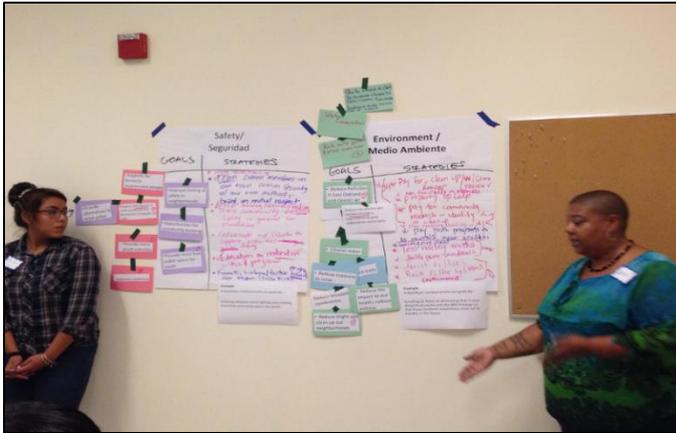


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Healthy Development Guidelines

Community-driven planning process



Above from left to right: Sandra Muniz and Esther Goolsby



Community Town Hall at Allen Temple Arms

“[This has been] an opportunity to be true partners. I can see how these [guidelines] could have been made without residents at all. We have partnered because we have something to say. We have a lens that should always be there. We know how [development] will affect the people who live here.”

- Kim Frazier from the East Oakland Building Healthy Communities



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Healthy Development Guidelines Project Management Team



Healthy Development Guidelines Engagement process



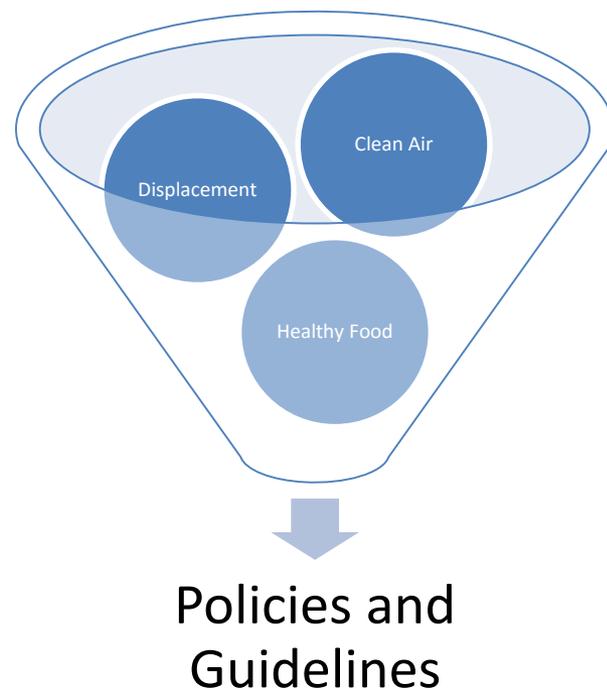
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Healthy Development Guidelines

7 Policy Areas

- Community, Culture and Safety
- Economic Opportunity
- Environmental Health
- Healthy Food
- Housing and Anti-displacement
- Recreation and Active Design
- Transportation Access



Healthy Development Guidelines

5 Priority Policy Recommendations

- Renewable Energy
- Healthy Corner Stores
- Raising wages
- Rehab. funds
- Displacement impact mitigation



Above from left to right: Cesar Fragoso, Mercedes De La Torre, Marina Munoz, Ang Hadwin, Paula Beale



East Bay Housing Organizations



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