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2020 JAN 30 PM 5:47

# AGENDA REPORT

**TO:** Sabrina B. Landreth  
City Administrator

**FROM:** Alexandria McBride  
Chief Resilience Officer /  
Asst. to City Administrator

**SUBJECT:** Resolution Awarding for Resilient  
Fruitvale Cities of Services Program

**DATE:** January 17, 2020

City Administrator Approval

Date:

*[Signature]*  
1/30/2020

## RECOMMENDATION

**Staff Recommends That The City Council Adopt A Resolution Awarding Grants In A Total Amount Not To Exceed \$13,759 For The Resilient Fruitvale Cities Of Service Program To: 1) Canticle Farm, 2) Jill McLennan Arts And Community As Fiscal Sponsor For Jingtletown Art And Business Community Organization, 3) Oakland Unified School District For Melrose Leadership Academy, 4) The Spanish Speaking Unity Council Of Alameda County, And 5) The Spanish Speaking Unity Council Of Alameda County As Fiscal Sponsor Of The Latino Taskforce.**

## EXECUTIVE SUMMARY

In May 2016, the City of Oakland was one of five cities in the Bay Area selected to participate in the Cities of Service Bay Area Impact Volunteering Program funded by the Walmart Foundation. As a participant in the program, the City was awarded a \$50,000 grant to be used to advance local resiliency and preparedness for communities. The Cities of Service program chose Resilient Fruitvale as a place to pilot community resilience-building through an Impact Volunteering Framework.

During the development of the Resilient Fruitvale Action Plan (**Attachment A**), the Resilient Fruitvale Coalition voted to launch a competitive mini-grant process to sub-grant a portion of the Cities of Service grant funds directly to community-based organizations engaged in resilience work (i.e. disaster preparedness training and environmental stewardship). Of the fifteen (15) community organizations that applied for the mini-grants, the Resilient Fruitvale mini-grant review team selected five organizations to be funded for work completed or planned for in the 2017-2018 grant period: Canticle Farm, Jingtletown Art & Business Community Organization, Melrose Leadership Academy, the Unity Council, and the Latino Task Force.

Each mini-grant recipient will enter into grant agreements with outlined deliverables and are required to submit documentation verifying completion of work before receipt of the mini-grant payment.

## **BACKGROUND / LEGISLATIVE HISTORY**

Oakland has been a member of the Cities of Service coalition since 2009, when former Mayor Ronald V. Dellums signed the Declaration of Service. Since this Declaration of Service, City Council and Mayor Libby Schaaf received and approved grant funding from Cities of Service to increase neighborhood and local capacity to prepare, respond, and bounce back from the effects of natural disasters such as earthquakes, fires, and flooding as well as incorporating ways to respond to other “stressors” such as housing insecurity, community safety, and climate change.

The partnership supports the City's overall effort to implement the City of Oakland's Resilient Oakland Playbook. The Resilient Oakland playbook is a strategy document developed to help the City tackle systemic and structural challenges. The three key themes for advancing resilience in Oakland are: (1) build a more trustworthy and responsive government, (2) stay rooted and thrive in our town, and (3) build a more vibrant and connected Oakland. The Resilient Oakland playbook is available on the City's website at: <https://www.oaklandca.gov/documents/resilient-oakland-strategy>.

In 2016, the Cities of Service program awarded the City of Oakland a \$50,000 grant to be used to advance local resiliency and preparedness for communities. The Cities of Service chose the Resilient Fruitvale Coalition – a cross sector collaborative and supportive initiative dedicated to ensuring the Fruitvale Community remains socially and economically resilient in the event of a natural disaster or major emergency – as a place to pilot the City's community resilience-building through an Impact Volunteering Framework.

The City of Oakland used the Cities of Service grant to purchase disaster preparedness supplies for the Communities of Oakland Responding to Emergency (CORE) program, hire two AmeriCorps Volunteers In Service To America (VISTAs) to support the development of the Resilient Fruitvale Action Plan, and award mini-grants to resident volunteer groups and community organizations to support ongoing resilience building activities in Fruitvale (i.e. conducting disaster preparedness training or promoting Adopt-A-Spot/Adopt-A-Drain participation). The Resilient Fruitvale Coalition shared the mini-grant application and eligibility criteria <sup>1</sup> with numerous faith-based groups, schools, merchant associations, environmental groups, council offices, the Mayor's Office, neighborhood organizations, grassroots community-

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<sup>1</sup> This project must be community based, collaborative, and inclusive of the neighborhood and its residents. The projects must be located in a City of Oakland neighborhood (zip codes 94606, 94603, 94601, 94621, 94612 with priority in Fruitvale given the grant). This program offers grants of \$1,000-\$5,000 to support neighborhood projects within the disaster vulnerable areas of the City of Oakland. The grants are intended to financially support work that will help the neighborhood be better prepared and more resilient in the face of disaster. These projects will either follow the path of preparing family, neighbors, and coworkers through disaster training workshops. Or, preparing the green space to mitigate the effects of a disaster by planting trees and creating an urban canopy, adopting a drain to keep it clear from flooding, or adopting a spot to ensure that debris and potentially dangerous materials can't become obstacles for residents in times of natural disasters.

based organizations, volunteer clean-up groups citywide as well as those who work with Oakland Public Works, and City staff through the Administrator's Weekly email, etc. At the end of 2018, five (5) community-based organizations were chosen by a community-led mini-grant review team and two grant application assistance workshops were held for grant recipients in mid-2018.

### **ANALYSIS AND POLICY ALTERNATIVES**

The Resilient Fruitvale Coalition formed a mini-grant review team comprised of representatives from East Oakland Collective, Communities for a Better Environment, La Familia Counseling and Fruitvale residents.

Of the fifteen (15) community organizations that applied for the mini-grants, the Resilient Fruitvale mini-grant review team selected five organizations to be funded for work completed or planned for in the 2017-2018 grant period:

- Canticle Farm in an amount not to exceed \$2,750.00 for two disaster preparedness training community events and three community clean ups;
- Jill McLennan of Jill McLennan Arts & Community (JMAC), as fiscal agent for Jingtletown Art & Business Community, in an amount not to exceed \$3,600.00 for educational artwork to raise awareness about Sausal Creek and Oakland Estuary and importance of Adopt-A-Drain as well as engaging and partnering with senior, youth, and low-income residents;
- Oakland Unified School District in an amount not to exceed \$2,479.00 for educational and community engagement at Melrose Leadership Academy that raises awareness about importance of Adopt-A-Drain and Adopt-A-Spot volunteer impact programs;
- The Spanish Speaking Unity Council of Alameda County, in partnership with the Fruitvale Merchants Association, in an amount not to exceed \$3,430.00 for a five-month campaign to invite Fruitvale business owners to adopt-a-drain in Fruitvale and/or to implement disaster preparedness in their business;
- Latino Task Force, in an amount not to exceed \$2,500.00 for hosting and coordinating disaster preparedness training events.

The City's partnership with the Resilient Fruitvale Collaborative is a new approach to expanding emergency preparedness and disaster response training in underserved neighborhoods. Multiple departments in the City of Oakland, including Communities of Oakland Responding to Emergencies (CORE), the Mayor's Office and Emergency Services Division have coordinated in this work. Scaling up the Resilient Fruitvale model to other vulnerable communities can help increase awareness of community resources, response networks, and protocol following a disaster event. This model also ultimately enhances neighborhood self-reliance following a major disaster.

Resilient Fruitvale's ongoing implementation has enhanced these efforts and continues to work with East Oakland and West Oakland leaders to secure funding to start similar approaches in these communities and share best practices.

### **FISCAL IMPACT**

Funding to cover grants is located in the Mayor's Office under the Mayor: Administration Org (01111), Miscellaneous Grants Fund (2999) and City of Services Project (1004317).

### **PUBLIC OUTREACH / INTEREST**

The Resilient Fruitvale Collaborative is composed of more than 18 organizations including 8 non-profit organizations, 3 health agency/advocacy groups, and 3 local small businesses. Through the work of this coalition, more than 100 seniors and low-income residents have been trained in Disaster Preparedness, 200 Fruitvale residents have been engaged through community resilience-building activities, and more than 50 volunteers have been trained in how to sustain this work. Organizations affiliated with Resilient Fruitvale have hosted more than 50 community events and engage more than 2,000 residents per year through festivals, disaster preparedness trainings, Fruitvale community clean-ups, legal rights and advocacy trainings, and more.

### **COORDINATION**

The Budget Bureau, the Office of the City Attorney, Communities of Oakland Responding to Emergencies (CORE), the Mayor's Office and Emergency Services Division were consulted in the preparation of this report and resolution.

### **SUSTAINABLE OPPORTUNITIES**

***Economic:*** The Resilient Fruitvale Collaborative mini-grant program directly granted a total of \$13,759 to five neighborhood organizations engaged in resilience work.

***Environmental:*** The Resilient Fruitvale Collaborative mini-grant recipients engaged with Fruitvale residents to increase environmental stewardship through the Adopt-A-Drain and Adopt-A-Spot volunteer programs and raised neighborhood awareness of local green spaces like the Sausal Creek and Oakland Estuary.

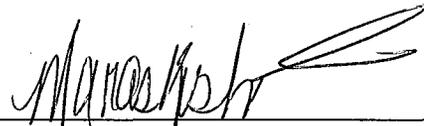
***Race & Equity:*** The Resilient Fruitvale Collaborative targeted vulnerable residents, including limited English-Speaking residents of Fruitvale, to advance local resiliency and community preparedness efforts.

**ACTION REQUESTED OF THE CITY COUNCIL**

Staff Recommends That The City Council Approve Resolution Awarding Grants in A Total Amount Not To Exceed \$13,759 For The Resilient Fruitvale Cities of Service Program To: 1) Canticle Farm, 2) Jill McLennan Arts and Community as Fiscal Sponsor for Jingtletown Art and Business Community Organization, 3) Oakland Unified School District for Melrose Leadership Academy, 4) The Spanish Speaking Unity Council of Alameda County, and 5) The Spanish Speaking Unity Council of Alameda County as Fiscal Sponsor of the Latino Taskforce.

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

Respectfully submitted,



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Assistant City Administrator, City  
Administrator's Office

Prepared by:  
Alexandria McBride, Chief Resilience Officer  
City Administrator's Office

Yvonna Cázares, Policy Director of  
Community Engagement  
Mayor's Office

Attachment (1):  
A: Resilient Fruitvale Action Plan

# RESILIENT FRUITVALE



PIONEERED BY THE  
ROCKEFELLER FOUNDATION



**CITIES OF  
SERVICE**

100

**RESILIENT CITIES**



# Resilient Fruitvale

## Resilient Action Plan

2018

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## Section I: Program Overview

### A. Vision & Mission Statement

Vision: We envision a Fruitvale that is resilient in times of disaster because the connectivity and preparation of residents and the community stakeholders serving them. We believe a successful Resilient Fruitvale initiative means engagement between residents and organizations of Fruitvale in the form of tools, training, and methods to prepare all to successfully negotiate natural or man-made disasters, and times of severe shocks and stresses. We aim to ensure that all residents, especially our most vulnerable, will recover and remain a resilient member in the community.

Mission: The Resilient Fruitvale Executive Steering Committee will be responsible for reinforcing the Fruitvale community's resilience through enhancing neighborhood-led response and recovery plans and coordinating with all stakeholders to collectively respond with confidence and compassion.

### B. Background

In 2017 a group of Fruitvale non-profits, small businesses, faith-based organizations, residents, and City Agency stakeholders joined forces in an attempt to leverage available services and promote resident engagement. Their purpose was to ensure a more resilient community and a future rich in social & economic opportunity and success for Fruitvale residents. Over the course of six months, program members worked earnestly; convening with stakeholders who have a presence in the Fruitvale neighborhood, listening, and capturing the integrity of the neighborhood in order to inventory and prioritize the goals and objectives for the various community stakeholders that are committed to Fruitvale. As a result of this work, the program "Resilient Fruitvale" developed.

The system that the cohort used to create this initiative is called the Empowered Communities Program (EC), which was developed by the Neighborhood Empowerment Network (NEN) over the last decade in communities across San Francisco.

#### NEN/ECP Overview:

The Neighborhood Empowerment Network's Empowered Communities Program (ECP) leverages a community development approach to advance a neighborhood's disaster resilience. By fusing together methods such as human centered design, collective impact engagement with facilitated leadership, we've created a program that generates higher levels of both preparedness and community capacity to steward their community's resilience on a sustained basis.

#### NEN/ECP Benefits:

- The Community receives the technical support to draft and implement a culturally competent Resilience Action Plan that helps guide their advocacy/investments so that the essential ingredients of their socio-economic success (people, institutions, culture) are able to negotiate periods of severe lifeline interruption (electricity / water / sewer / communications / roads) interruption and recover quickly while protecting the health and well-being of the most vulnerable.
- The Civic “community” has the opportunity to engage the community in a deep and meaningful way about the risks that they are likely to experience and develop opportunities to collaborate before, during and after times of stress. By connecting pre-event about the mission of recovery, and working on mitigation/recovery strategies now, the civic leadership can develop higher levels of trust and reciprocity with communities that will help accelerate recovery activities downstream.

#### ECP Program Elements:

The HUB – A cohort of cross sector agencies (i.e. libraries, supermarkets, Schools, faith based orgs. & non-profits) that reside in close proximity that works together every day on advancing their individual and collective resilience, and have the capacity to come together and support the needs of their surrounding community during times of stress.

The Neighborhood Support Center – This resource supports agencies of any sector advance their ability to meet their existing disaster resilience goals as well as increase their capacity to expand, or modify, their mission to meet the needs of organizations and individuals around them.

The Neighborfest – Social cohesion is an essential ingredient to the ability of any community’s ability to meet its disaster goals. There is no better way to build connection at the block level than hosting a block party. The Neighborfest Program provides residents with a step by step process that helps them build high performing teams of volunteers who can come together and both craft and implement plans that can bring their neighbors together and feed/care for themselves before, during and after a disaster.

The Block Champion Program – This initiative builds on the momentum of Neighborfest by converting the host into a year round advocate for preparedness amongst his neighbors as well as a become a powerful resource to the their community, and City, during times of stress by managing/triaging the condition of their block and providing valuable data to the agencies committed to their success.

The NEN Leadership Academy - Healthy and resilient communities need involved, active and effective grassroots organizations. Those organizations need trained leaders. The NEN Leadership Academy provides current and emerging leaders with the training and connections needed to sustainably support resilient communities

## C. Goals and Objectives

### Resilient Fruitvale Program Goals:

Community - Reinforce the Fruitvale community's resilience through enhancing neighborhood-led response and recovery plans and coordinating with all stakeholders to collectively respond with confidence and compassion.

Organizational - Enhance Fruitvale's organizations' and businesses' ability to be self-sufficient, while advancing interagency support, to augment their programmatic, economic, spiritual, and cultural potential for resilience.

Individual - Empower individuals and families within Fruitvale to increase their level of resilience, enhancing their ability to prepare for and recover from shocks and stresses.

### 2017 Objectives by Working Group

Fruitvale Activation Working Group – Assess and update Continuity of Operations Plans among organization and businesses in Town center HUB.

- Community – (1) Activate Town Center HUB and (2) develop a culturally-competent communications plan, and (3) Recruit / Engage organizations to join the HUB.
- Organizational – Assess and update as needed the current status of operations plans among organizations within the HUB. This includes the initial assessments of all organizational members and partners.
- Individual – (1) Secure necessary supplies needed to survive beyond 72 hours after a disaster and (2) secure personal preparedness trainings.

Youth and Family Empowerment Working Group –

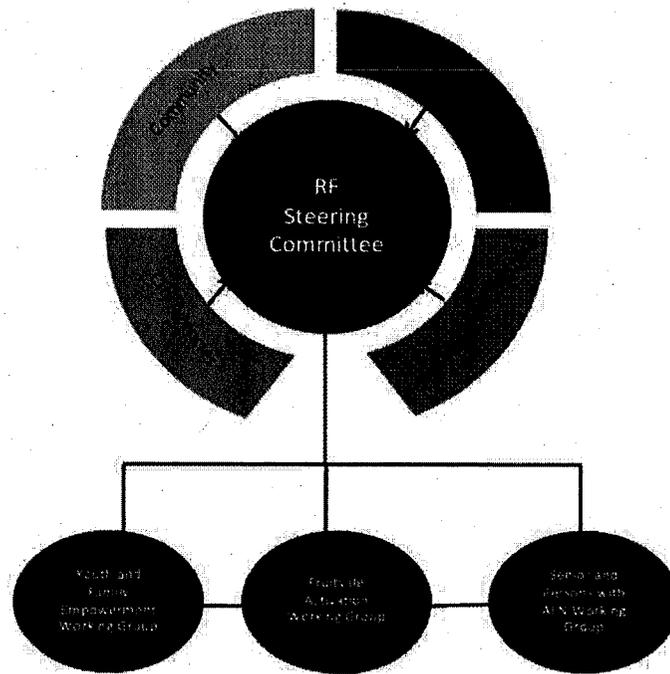
- Community – Recruit / Engage Organizations that serve Children, Youth, and Families to join the HUB.
- Organizational – Youth Empowerment/Leadership
- Individual – Provide tools for youth and families that enhance self-reliance and leadership

Senior and Persons with Access and Functional Needs (AFN) Working Group –

- Community – Recruit / Engage Organizations that serve Seniors and People with Access and Functional Needs to join the HUB
- Organizational – Assess and update current status of operations plan among organizations that provide resources for Seniors and Persons with Access and Functional Needs
- Individual – Provide tools for seniors and person with access and functional needs that enhance self-reliance and leadership.

## Section II: Program Management

A. Program Management



1. Organization Chart

2. Steering Committee

The Resilient Fruitvale Steering Committee is responsible for overseeing the Resilient Fruitvale initiative and achieving the goals and objects underlined in the Resilient Action Plan.

Members:

- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li>● Chris Iglesias CEO, Unity Council</li> <li>● Erin Patch COO, Unity Council</li> <li>● Tamara Connors Director Property Management, Unity Council</li> <li>● Evelyn Torres Consultant, Sintesis Strategies</li> <li>● Harold Brooks Red Cross</li> <li>● Ed Silva Disaster Action Team Coordinator, Red Cross</li> <li>● Jose Dorado Owner, Dorado</li> </ul> | <ul style="list-style-type: none"> <li>● Tax &amp; Bookkeeping Services</li> <li>● Dana Kleinhesselink Senior Manager, Unity Council</li> <li>● Yvonna Cazares Director Community Engagement, Office of Mayor City of Oakland</li> <li>● Dena Gunning Emergency Planning Coordinator, CORE</li> <li>● Charleton Lightfoot Recruitment Coordinator, Oakland Fire Department</li> <li>● Andrea Wright Security and</li> </ul> |
|---|---|

- **Emergency Preparedness Specialist, La Clinica**
- **Rebecca Servin Program Manager, Center for Independent Living**
- **Alicia Contreras Executive Director, SSCF**
- **Emiliano Sanchez Administrator, OUSD**
- **Elizabetha Crocker VP Children and Family Services, Unity Council**
- **Jeff Wands CFO, West Coast Children's Center**
- **Esme Izara, Centro Legal**
- **Silvia San Miguel Program Analyst, Equal Access Division City of Oakland**
- **Elsy Gomez, Latino Business Network**
- **Shanta'Krick-Gathright, Prepared Together VISTA, City of Oakland Mayor's Office**
- **Sam Becker Prepared Together VISTA, City of Oakland Mayor's Office**

### 3. Implementation Working Group

Each Resilient Fruitvale Implementation Working Group is responsible for carrying out specific projects listed in the Resilient Action Plan.

Groups:

- Resilient Fruitvale Activation Hub (1)
- Senior and Persons with Access and Functional Needs (2)
- Youth and Family Empowerment (3)

### 4. Program Partners

Resilient Fruitvale's Program Partners offer various forms of support and guidance in the planning and implementation processes of the initiative.

Partners:

- The Unity Council
- La Clinica
- American Red Cross
- Spanish Speaking Citizens' Foundation
- Center for Independent Living
- Carmen Flores Recreation Center
- St. Jarlath
- St. Elizabeth
- West Coast Children's Center
- City of Oakland Fire Department (CORE Program)
- City of Oakland Mayoral Community Engagement
- City of Oakland Office of Resilience
- Centro Legal
- Fruitvale BID
- Oakland Warehouse Coalition
- Education for Change
- Friends of Peralta Hacienda

- Historical Park
- La Familia
  - Cesar E. Chavez Public Library
  - Oakland Museum of California
  - Fruitvale NCPC
  - Riaz Capital
  - Prospera
  - Dorado Tax & Bookkeeping Services
  - Latin Life
  - MISSEY
  - Google Learning Center
  - 30<sup>th</sup> & West Live Works Art Community
  - AC Transit
  - BART
  - Loadstar Charter School
  - Oakland Unified School

- District
- Chase Bank
  - Walgreens
  - Safer DIY Spaces
  - Arise High School
  - Foothill Square Center Head Start
  - Fruitvale Center Head Start
  - De Colores Head Start
  - Thurgood Marshall Center Head Start
  - Posada de Colores
  - Office of Councilmember Noel Gallo
  - Bank of America
  - El Charro Supermercado
  - Mujeres Unidas y Activas
  - AECOM
  - Microsoft
  - Fremont High School

## 5. Timeline of Activities

# Resident Funvale 2018 Timeline

**January    February    March    April    May    June    July    August    September    October    November    December**

<b>Executive Steering Committee Meeting 1.11.18</b>	<b>Executive Steering Committee Meeting 2.8.18</b>	<b>Executive Steering Committee Meeting 3.8.18</b>	<b>Executive Steering Committee Meeting 4.12.18</b>	<b>Executive Steering Committee Meeting 5.10.18</b>	<b>Executive Steering Committee Meeting 6.14.18</b>	<b>Executive Steering Committee Meeting 7.12.18</b>	<b>Executive Steering Committee Meeting 8.9.18</b>	<b>Executive Steering Committee Meeting 9.13.18</b>	<b>Executive Steering Committee Meeting 10.11.18</b>	<b>Executive Steering Committee Meeting 11.8.18</b>	<b>Executive Steering Committee Meeting 12.13.18</b>
	<b>Activation Hub Working Group Meeting</b>	<b>Activation Hub Working Group Meeting</b>	<b>Activation Hub Working Group Meeting</b>	<b>Activation Hub Working Group Meeting</b>	<b>Activation Hub Working Group Meeting</b>	<b>Activation Hub Working Group Meeting</b>	<b>Activation Hub Working Group Meeting</b>	<b>Activation Hub Working Group Meeting</b>	<b>Activation Hub Working Group Meeting</b>	<b>Activation Hub Working Group Meeting</b>	<b>Activation Hub Working Group Meeting</b>
	<b>Senior/APN Working Group Meeting</b>	<b>Senior/APN Working Group Meeting</b>	<b>Senior/APN Working Group Meeting</b>	<b>Senior/APN Working Group Meeting</b>	<b>Senior/APN Working Group Meeting</b>	<b>Senior/APN Working Group Meeting</b>	<b>Senior/APN Working Group Meeting</b>	<b>Senior/APN Working Group Meeting</b>	<b>Senior/APN Working Group Meeting</b>	<b>Senior/APN Working Group Meeting</b>	<b>Senior/APN Working Group Meeting</b>
	<b>Youth &amp; Family Working Group Meeting</b>	<b>Youth &amp; Family Working Group Meeting</b>	<b>Youth &amp; Family Working Group Meeting</b>	<b>Youth &amp; Family Working Group Meeting</b>	<b>Youth &amp; Family Working Group Meeting</b>	<b>Youth &amp; Family Working Group Meeting</b>	<b>Youth &amp; Family Working Group Meeting</b>	<b>Youth &amp; Family Working Group Meeting</b>	<b>Youth &amp; Family Working Group Meeting</b>	<b>Youth &amp; Family Working Group Meeting</b>	<b>Youth &amp; Family Working Group Meeting</b>
	<b>Community Meet &amp; Greets</b>		<b>Community Meet &amp; Greets</b>		<b>Community Meet &amp; Greets</b>		<b>Community Meet &amp; Greets</b>		<b>Community Meet &amp; Greets</b>		<b>Community Meet &amp; Greets</b>
	<b>Community Events (June) 2.15.18</b>			<b>Community Events (May) 1.14.18</b>		<b>Community Events</b>		<b>Community Events</b>		<b>Community Events</b>	

Can a large clean up to be a community event?

## Section III: Supporting Documents

### A. Community Profile

Below, information regarding the community has been compiled in order to further inform this Resilient Action Plan regarding the context of the community. The information has been collected from multiple sources, including but not limited to the American Community Survey 2012-2016 5 year estimates, and US Census Data.

<b>DEMOGRAPHICS for 94601</b>		<b>HOUSING CHARACTERISTICS Δ</b>	
Total Population <sup>^</sup>	49,917	Total Number of Units <sup>Δ</sup>	16,120
Percent Female <sup>‡</sup>	49%		
Percent Male <sup>‡</sup>	51%	<b>Occupied Units<sup>Δ</sup></b>	90%
<b>Households<sup>^</sup></b>	14,505	Owner occupied	48%
Family Households <sup>*</sup>	70%	Renter occupied	52%
Non-Family Households <sup>*</sup>	30%		
Single Person Households, % of Total <sup>*</sup>	21%	<b>Vacant Units<sup>Δ</sup></b>	10%
Avg Household Size <sup>*</sup>	3.34	For rent	27%
Avg Family Household Size <sup>*</sup>	3.82	For sale only	41%
		Rented or sold, not occupied	3%
<b>Race/Ethnicity<sup>‡</sup></b>		For seasonal, recreational, or occ. use	3%
Black/African American	16%	Other vacant	26%
Asian	18%		
White alone	9%		
Native American Indian	0.5%	<b>Structure Type <sup>‡</sup></b>	
Native Hawaiian/Pacific Islander	0.7%	Single Family Housing	47%
Other/Two or More Races	4%	2 - 4 Units	25%
		5 - 9 Units	7%
% Latino (of Any Race)	52%	10 - 19 Units	6%
		20 Units or more	14%
<b>Age<sup>‡</sup></b>		Other	1%
0 - 4 years	8%	<b>Housing Prices<sup>□</sup></b>	
5 - 14 years	14%	Median Rent	\$855
15 - 19 years	7%	Median Home Value	\$337,190
20-34 years	27%	Median Rent as % of Household Income	28%
35-59 years	31%		
60 and older	12%	<b>Vehicles Available</b>	
		Workers 16 years and over in household	21,842
<b>Educational Attainment<sup>□</sup></b>			
(Residents 25 years and older)		No vehicle available	8%

High School or Less	54%	1 vehicle available	30%
Some College/Associate Degree	25%	2 vehicles available	37%
College Degree	14%	3 or more vehicles available	25%
Graduate/Professional Degree	7%		

**INCOME AND EMPLOYMENT**

**Nativity and Language‡**

Foreign Born 42%

**Language Spoken at home‡**

(Residents 5 years and older)

Speak only English 35%

Speak a Language other than English 65%

Other than English

Spanish 45%

Asian/Pacific Islander 16%

Other European Language 1%

Other Languages 2%

**Linguistically Isolated Households ^**

Fruitvale 27%

Oakland 12%

Isolated Households who speak Spanish

Fruitvale 73%

Oakland 43%

**Key:**

\* 2010 Census, Summary File 1.

‡ 2012-2016 ACS Demographics & Housing Estimates

Δ Profile of Gen. Population & Housing Characteristics 2010

□ 2016 City Data.com

^ AECOMM 2014

**Income^**

Median Household Income^

Fruitvale \$35,100

Oakland \$45,800

Per Capita Income^ \$14,700

Percent in Poverty‡ 28%

**Employment‡**

Unemployment Rate 8%

Employed Residents 22,874

Managerial and Professional Occupations 24%

Service Occupations 29%

Sales and Office Occupations 19%

Construction and Maintenance Occupations 14%

Production and Transportation Occupations 14%

**Journey to Work□**

Workers 16 years and over

Car 68%

Drove Alone 52%

Carpooled 16%

Transit 19%

Bike 2%

Walk 5%

Other 2%

Worked at Home 4%

## B. Overview of the Risk Hazard & Vulnerability Assessment

### Summary

#### Hazards Assessment of the Fruitvale Community

Based on a hazard assessment conducted in Fruitvale, (nine) hazards are likely to threaten this community:

- Earthquakes
- Heat Wave
- Structure Fire
- Violence
- Hazard Material Release
- Epidemic
- Severe Weather
- Flood zone/Tsunami

### Summary

#### Vulnerability Assessment of the Fruitvale Community

Fruitvale is a vibrant and diverse community. This diversity is a powerful strength and offers many opportunities. Within the wide range of demographics, however, there are a number of populations and variables historically shown to be at increased risk following a disaster. These variables include: age, gender, level of access and functional needs, socioeconomic status, fluency in the country's primary language, level of isolating either socially or physically, chronic illness, and/chemical dependency.

As in all communities, Fruitvale faces a number of potential natural and human-generated or technological hazards. A preliminary review of previous disasters in Fruitvale, led to the included hazards in Table 1: Fruitvale Hazards Assessment. This list proved comprehensive when compared to detailed information provided in the California Governor's Office of Emergency Service. References within these documents specified to Fruitvale (94601) were then reviewed to identify the likelihood of occurrence of each hazard. Table 1 shows the potential hazards, their likelihood, and the availability of warning systems for each. This assessment may be useful to identify the most likely hazards with and without warning in order to focus preparation efforts.

#### **TABLE 1: FRUITVALE HAZARDS ASSESSMENT**

Hazard	Likelihood of Occurrence	Availability of Warnings
	<b>Highly Likely:</b> Near 100% probability in next year. <b>Likely:</b> 10 - 100% probability in next year. <b>Possible:</b> 1 - 10% probability in next year.	Yes or No
Natural Hazards		
Earthquake	Highly Likely	No
Heat Wave	Likely	Yes
Liquefaction	Likely (Depends on earthquake intensity)	No
Tsunami	Possible (Depends on earthquake intensity and location)	Yes
Flood	Possible (Depends on earthquake intensity and location)	Yes
Landslide	Likely (Depends on flood and/or earthquake intensity)	No
Heat Wave	Highly Likely	Yes
Epidemic	Likely	Yes
Human-generated and Technological Hazards		
Structure Fire	Highly Likely	No
Violence	Highly Likely	No
Terrorism	Possible	No
Hazardous Materials Release	Highly Likely	No

### Potential Impacts of Hazards on the Fruitvale Community

Based on the hazard assessment, Five hazards are highly likely within Fruitvale: two natural (Earthquake and Heat Wave) and three human-generated or technological (Structure Fire, Violence, and Hazardous Material Release). Table 2: Potential Impacts of Highly Likely Hazards includes additional information for each of these hazards and their potential risks to the community.

Past disasters, technical expertise from previous ABAG and FEMA maps, AECOM report on Fruitvale, and the MyHazards tool on the California Governor's Office of Emergency Services website were used to identify the potential impacts or sub-hazards. The sub-hazards include hazards that may become more likely following the primary hazard; they are not direct results or outcomes of the primary hazard itself. For example, Widespread Infrastructure and Lifeline Interruption may be a sub-hazard after an earthquake. This is more than a short-term power

outage in small area, but rather, a pervasive interruption of electrical services for an entire city or county that can itself be a hazard to the community.

Expected Duration of Recovery Time and Potential Functional Areas Impacted stemmed primarily from City of Oakland 2016-2021 Local Hazard Mitigation Plan and CORE, the disaster planning and emergency management partner, and their technical expertise and a review of experiences of other communities. These estimates are possibilities of what could be expected. Each hazard has a potential range of magnitude or intensity and the expected extent of damage and duration of recovery will vary throughout this range. The larger the magnitude or the more severe the event, the community should anticipate wider and more intense impacts with longer recovery periods. Table 2 lists the Functional Areas of Resilience that are most likely to experience disruptions.

**Table 2: Potential Impacts of Fruitvale's Highly Likely Hazard**

	Likelihood of Occurrence	Sub-hazard	Magnitude or Intensity	Expected Duration of Recovery	Potential Functional Areas Impacted
Earthquake	Highly Likely	Widespread Infrastructure/Lifeline Interruption; Liquefaction; Landslide; Structure Fire; Hazardous Materials Release	Catastrophic (more than 50% of area impacted)	5+ Years	Spiritual, Cultural, & Civic; Economic; Environment; Education; Housing and Land Use; Health; Public Safety; Lifelines & Transportation
			Critical (25-50% of area impacted)	1-5 Years	
			Limited (10-25% of area impacted)	Under 1 Year	
Heat Wave	Highly Likely	Widespread Infrastructure/Lifeline Interruption; Widespread Increased Health Hazards; Drought; Wildfire	Critical (2+ days of 85°F or more)	Week +	Environment; Health; Lifelines & Transportation
			Significant (1-2 days of 85°F or more)	Up to 1 Week	
Structure Fire	Highly Likely	Widespread Infrastructure/Lifeline Interruption; Hazardous Material Release	Multi-Structure	1-5 Years	Spiritual, Cultural, & Civic; Economic; Environment; Education; Housing and Land Use; Health; Public Safety; Lifelines & Transportation
			Single Structure	1+ Years	
		N/A	Catastrophic (outside support)	Varies	Spiritual, Cultural, & Civic; Economic;

Violence	Highly Likely		needed for response)		Education; Health; Public Safety;
			Critical (extended local response)	Varies	
			Limited (isolated response)	Varies	
Hazardous Materials Release	Highly Likely	N/A	Catastrophic (6+ block radius)	A Week or More	Spiritual, Cultural, & Civic; Economic; Environment; Education; Housing and Land Use; Health; Public Safety; Lifelines & Transportation
			Critical (3-5 block radius)	Up to a Week	
			Limited (1-2 block radius)	1-3 Days	

### Vulnerability Assessment of Fruitvale Community

A community is a complex system that is made up of various components, and can have its own vulnerabilities. Types of service agencies, business diversity, availability of healthy living options, and, the built and natural environment can affect a community's level of vulnerability. The Fruitvale community has many assets in this area that protect it from vulnerability. A large number of nonprofits and faith-based organizations, active associations and groups (business and service), and invested community members are just a few examples of these assets. Their activities are working to address some of the vulnerabilities the Fruitvale community may face.

A number of publications have noted a possible limitation in the number and diversity of businesses and services in Fruitvale. The AECOM Fruitvale Economic Development and Commercial Corridor Strategy (2014), and The Unity Council Strategic Plan (2017) identified healthcare access as being lower in Fruitvale than in Oakland in general. These areas could pose a threat to the community and possibly make it more vulnerable during a disaster. Medical and mental healthcare access and availability is important on a daily basis, but can be even more of a necessity following an emergency.

Fruitvale housing stock is unique in the fact that according to census data, less than 50% of homes in Fruitvale are single family. That means if there's structure damage to a home due to a disaster, there are multiple units and multiple people at risk of displacement. Approximately 14 % of the housing in Fruitvale has 20 or more units. Living in multi-unit properties increases the need for connectivity and coordination between residents and the people who run the property on evacuation routes, disaster plans, and storage of emergency kits.

The studies of Fruitvale also that show 65 % of Fruitvale residents 5 years and older speak a language other than English at home. This informs our initiative to ensure connections to Spanish, Chinese, and Vietnamese speaking volunteers, organizations, and community leaders to assist in disaster preparedness and response.

Following a disaster, physical and mental health needs increase. A population already underserved and a community with limited medical and psychological services will have a more difficult time accessing treatment than other communities. To maintain a healthy and robust community, access to resources and the knowledge of where they exist is paramount.

Based on the community feedback from the Co-Design phase of the Unity Council study in 2017, its clear that the residents want more information on what services are provided and if they are eligible, plus more multi-lingual materials. Resilience Fruitvale is addressing those concerns by making maps of the Unity Council, and Partner Organizations footprint in the Fruitvale to give a takeaway visual for community members. As well as hosting “community meet and greets” at multiple executive steering committee organizations, where residents can make a personal connection with those who operate the healthcare, legal, workforce, and educational resources in Fruitvale. In order to better prepare for everyday stresses or a major shock like an earthquake, our residents need to be informed of the available resources in their neighborhood and how to access them.

### Hazards Defined

- Earthquake: both sudden slip on a fault, and the resulting ground shaking and radiated seismic energy caused by the slip, or by volcanic or magmatic activity, or other sudden stress changes in the earth.
- Epidemic: A widespread disease outbreak over a certain period of time that substantially effects the population.
- Flood: A large amount of water in one area, due to a number of events and can either develop slowly or suddenly without visible signs of rain. Excessive rainfall after which waterways overflow their banks, a damn or levee failure, or when underground pipes or drains reach their capacity is possible reasons for floods.
- Hazardous Materials Release: The release of a substance, often due to an automobile or industrial accident that has any of the following characteristics: flammability, explosives, combustibility, poisonous, or radioactive.
- Heat Wave: Extreme heat over an extended length of time. A related term is “urban heat island effect”, where urban areas are impacted due to asphalt and concrete storing heat longer and continuing to release heat at night, creating higher nighttime temperatures.

- Landslide: Masses of rock, earth, or debris move downslope often following an earthquake, heavy rainfall, fire or by human modification of the land.
- Liquefaction: A possible effect of an earthquake, where water-saturated earth temporarily loses strength and stiffness, which results in it behaving more like a liquid.
- Sea level rise: An increase in global mean sea level as a result of an increase in the volume of water in the world's oceans.
- Shocks- Natural disasters that would shock the population. These include earthquakes, liquefaction, wildfires, tsunamis.
- Stresses- Everyday disasters facing people; lack of finances, access to healthy food, access to healthcare, proximity to transportation
- Structure Fire: A large fire affecting the built environment that is caused by human activity. These can be residential or industrial and spread beyond one structure.
- Terrorism: An act of violence that threatens human life, violates federal or state law, and appears to be intended to either intimidate or coerce a civilian population or the government. It often entails mass destruction, assassination, or kidnapping.
- Tsunami: A series of massive waves that are created by an underwater disturbance (earthquake, landslide, or volcanic eruption) and when reach land can be as high as 100 feet or more
- Tsunami Inundation: Refers to tsunami wave propagation, or how tsunami waves travel across the open ocean, influenced by the depth of the ocean
- Violence: Activities between people that can either cause or threaten physical harm. Such activities include, but are not limited to, homicide, physical assault, rape, and sexual assault

### C. Risk Hazard Vulnerability Assessment & Maps

## 1. Neighborhood Maps

- a) Fruitvale Study Area (Primary Trade Area/Strategy Focus Area): AECOM 2014
- b) Neighborhood Land Use and Zoning: AECOM 2014, City of Oakland Zoning Maps 2013
- c) Neighborhood Features: AECOM, AC Transit/BART Design Plans
- d) Unity Council Footprint: Unity Council Website Where We Work/Program Sites (Google MyMaps)
- e) Partner Organizations

## 2. Equity Assessment Map

- a) Disadvantage Index (With High Priority on variables of Low Income (< 200 % of Poverty), Limited English Proficiency, Population With Disabilities): City of Oakland Department of Public Works Equity Dashboard 2017

## 3. Earthquake Assessment Map

- a) Hayward Fault Line: USGS 2008
- b) Earthquake shaking risk: ABAG & USGS 2015
- c) Liquefaction susceptibility map (2): City of Oakland Department of Public Works Capital Improvement Analysis 2017-2019

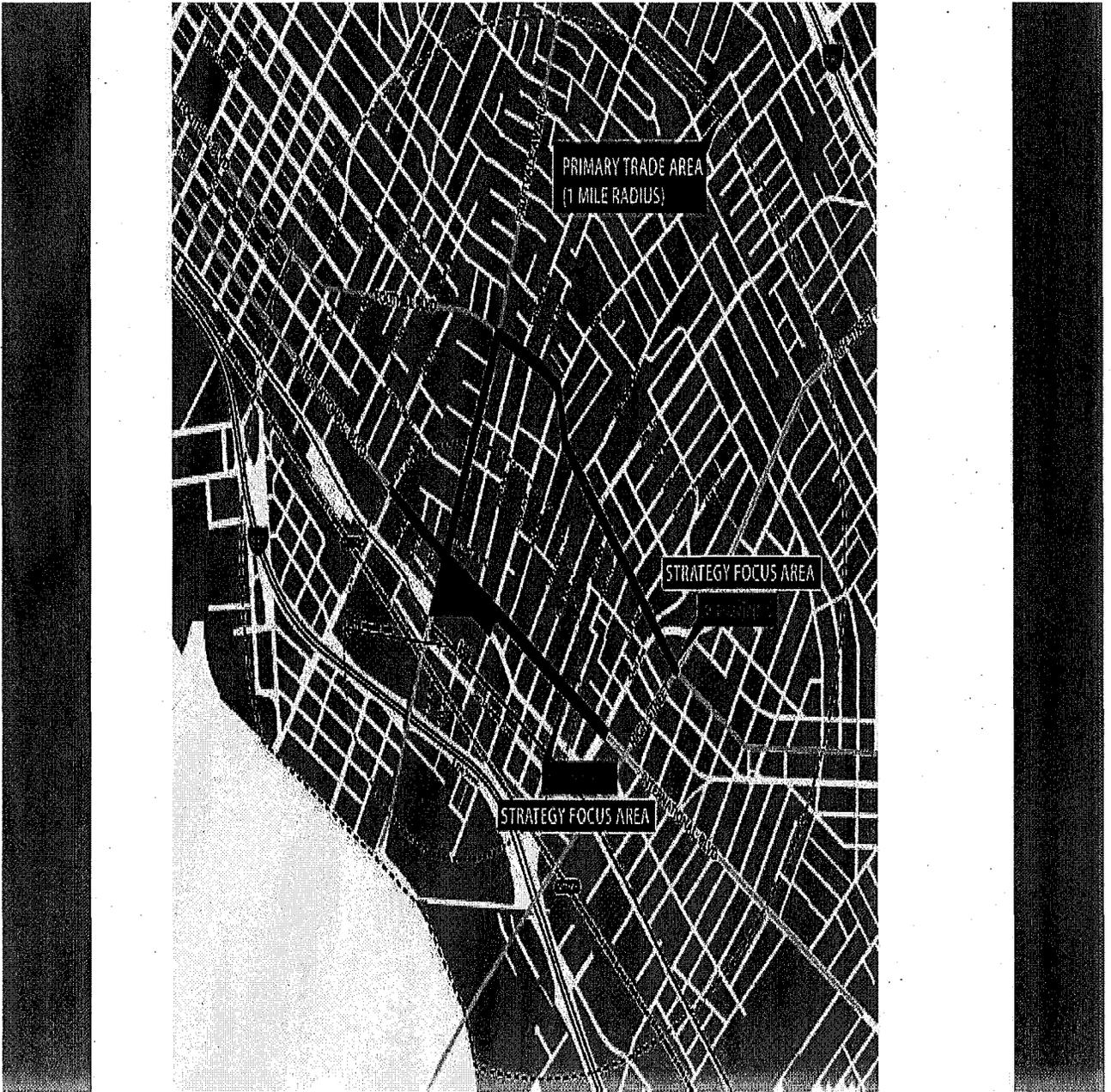
## 4. Sea Level Rise Assessment Map

- a) Oakland Mitigation Report Sea Level Rise Plan: SF BCDC 2015

## 5. Tsunami Assessment Map

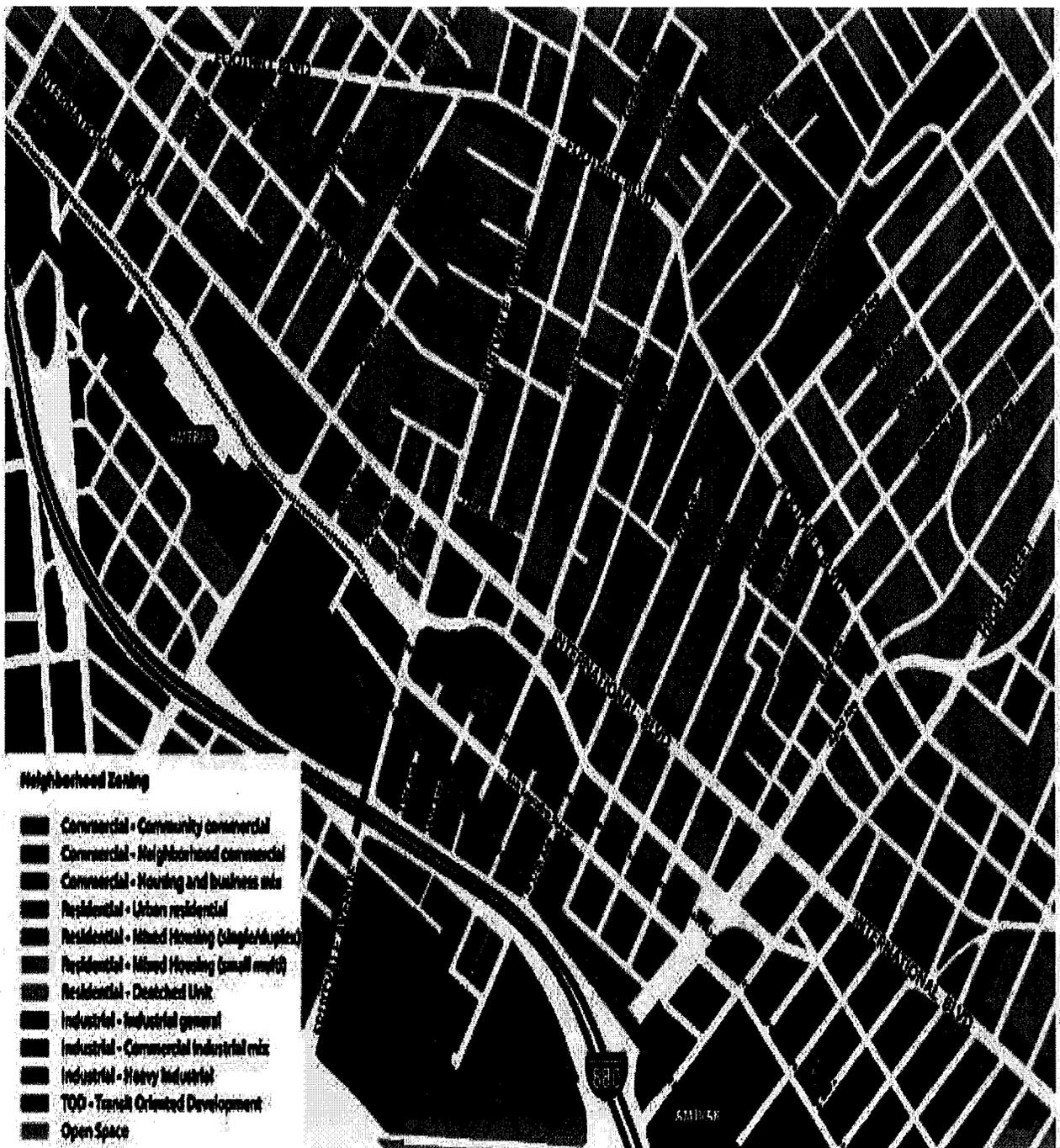
- a) Tsunami Inundation and Flood Risk Map: FEMA & ABAG 2015

### **1a) Fruitvale Focus Area**



Source: AECOM 2014

## 1b) Fruitvale Land Use and Zoning



Source: AECOM 2014, City of Oakland zoning maps 2013

### 1c) Fruitvale Neighborhood Features



**Fruitvale Business Improvement District**

-  Business Improvement District - BID
-  Transit Village - Phase 1
-  Transit Village - Phase 2

**Education**

-  Early Childhood Centers
-  Elementary Schools
-  Middle Schools
-  High Schools
-  Arise High School
-  Saint Elizabeth High School

**Transportation**

-  BART Station
-  Proposed BRT Stops

**Health and Social Organizations**

-  The Unity Council
-  SPANISH SPEAKING CITIZENS FOUNDATION
-  Health Services
-  La Clinica de La Raza
-  Native American Health Center

**District Events**

-  Dia de Los Muertos & Cinco de Mayo
-  Farmer's Market (Thursdays/ Sundays)

Source: AECOM 2014, AC Transit BRT Design plans.

Source: AECOM 2014, AC Transit BART Design Plans

**1d) Unity Council Footprint**

The Unity Council Progr... Q :

Head Start & Early Head Start

All Items

Children and Family Services

Workforce Development & Financial O...

All Items

Senior Services

All Items

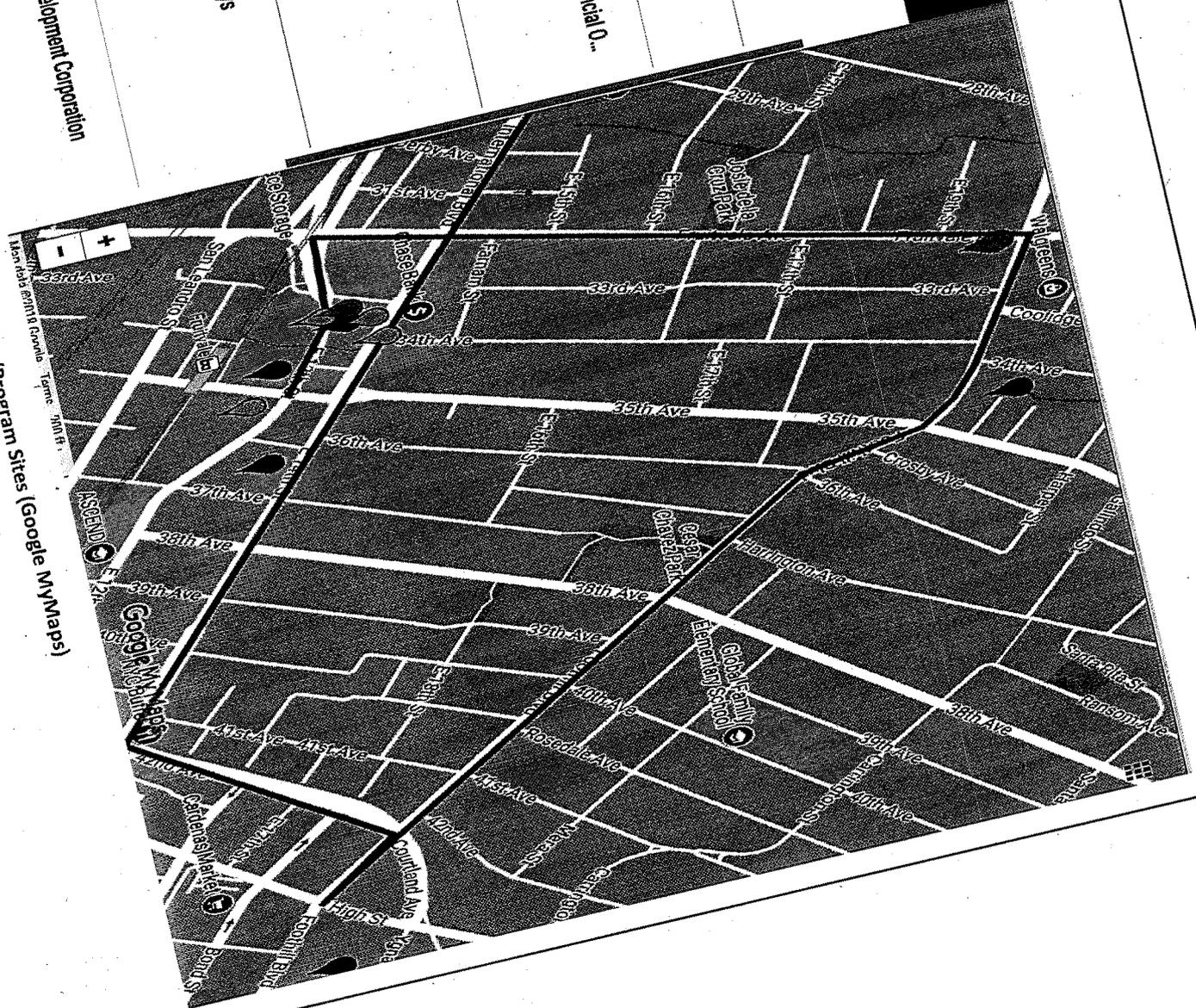
Latino Men and Boys

All Items

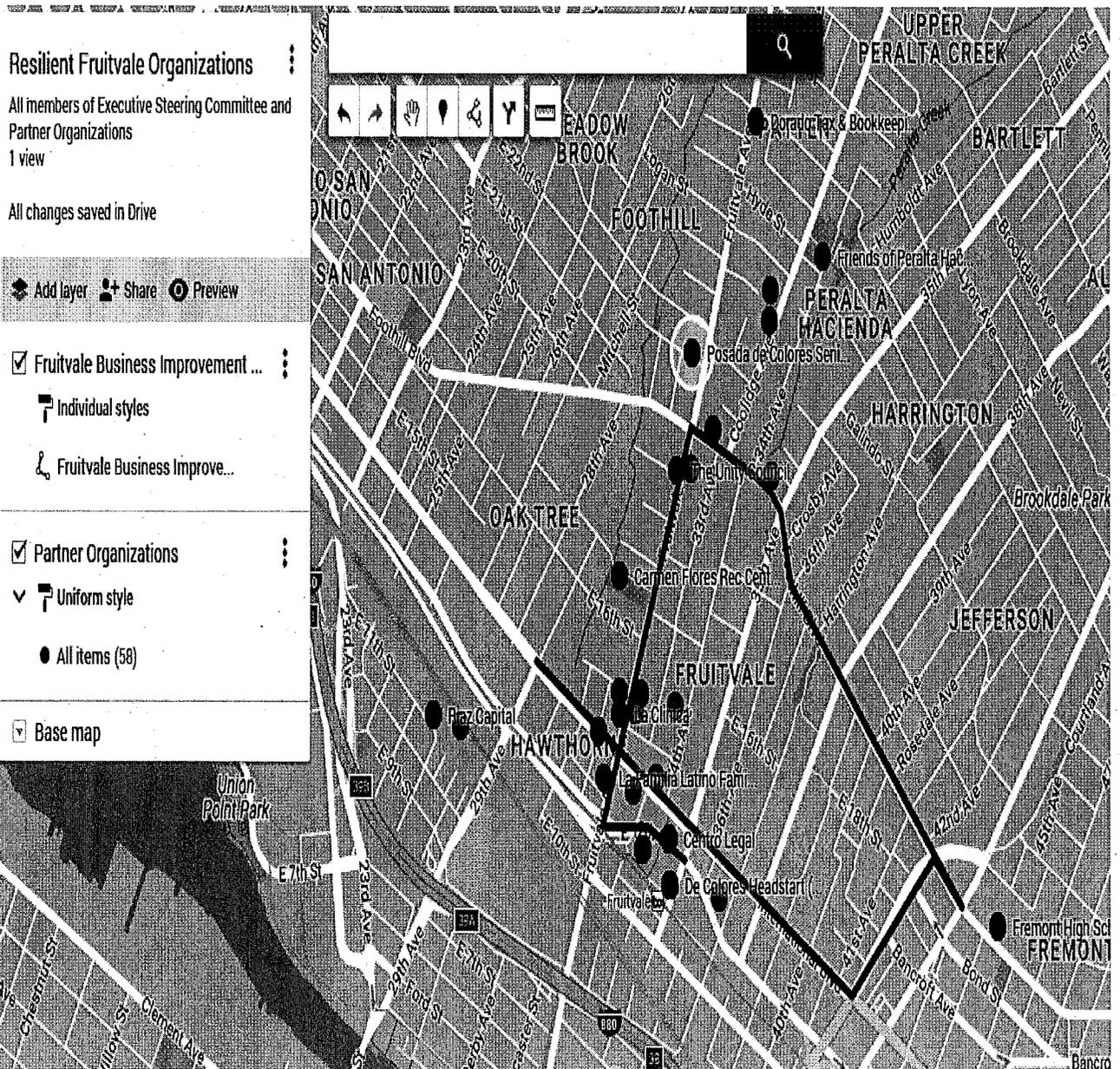
Fruitvale Development Corporation

All Items

source: Unity Council Website Where We Work/Program Sites (Google WYMaps)



# 1e) Partner Organizations Footprint



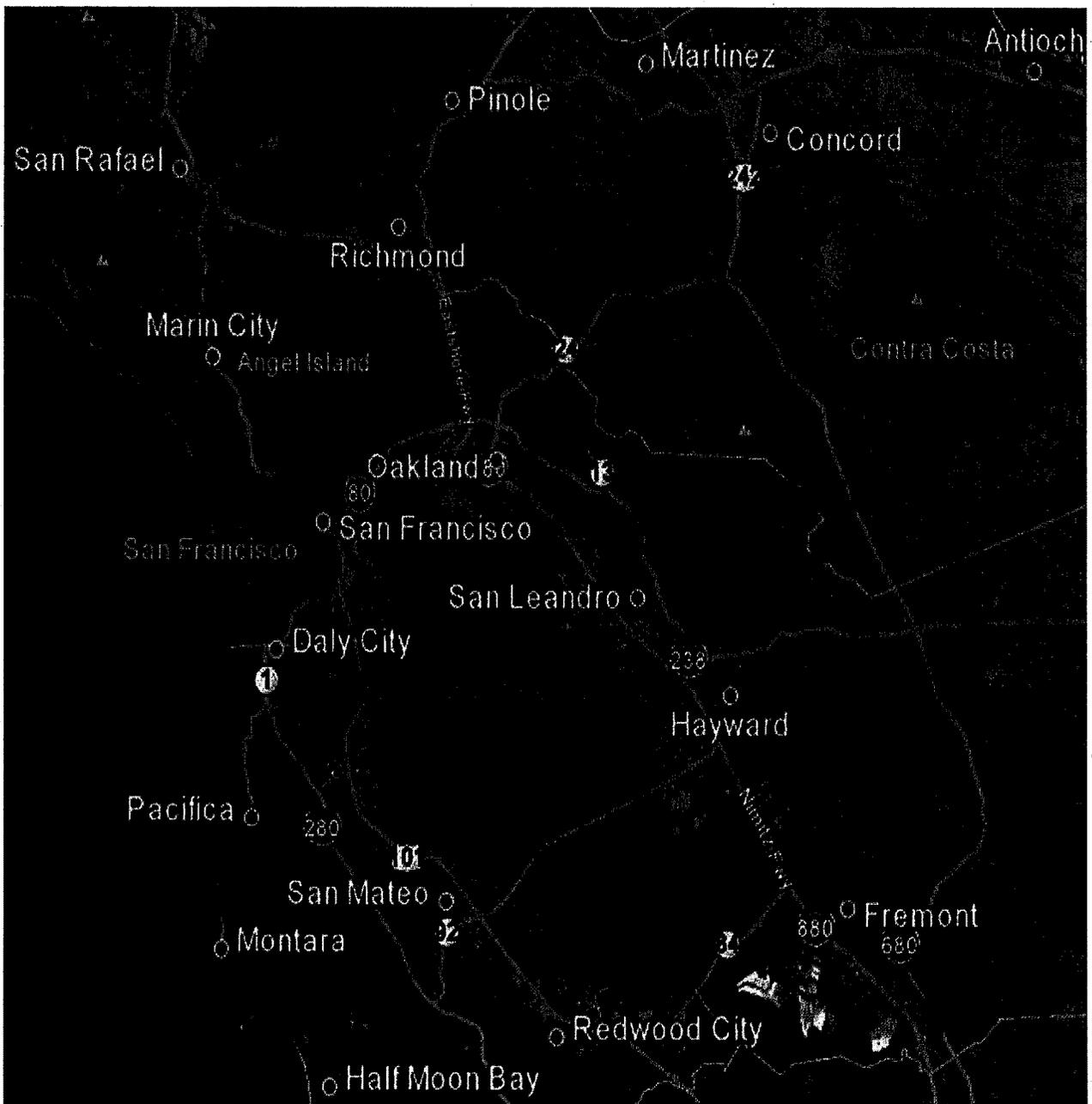
Source: Resilient Fruitvale Organizations (Google MyMaps)

## 2a) Equity Assessment



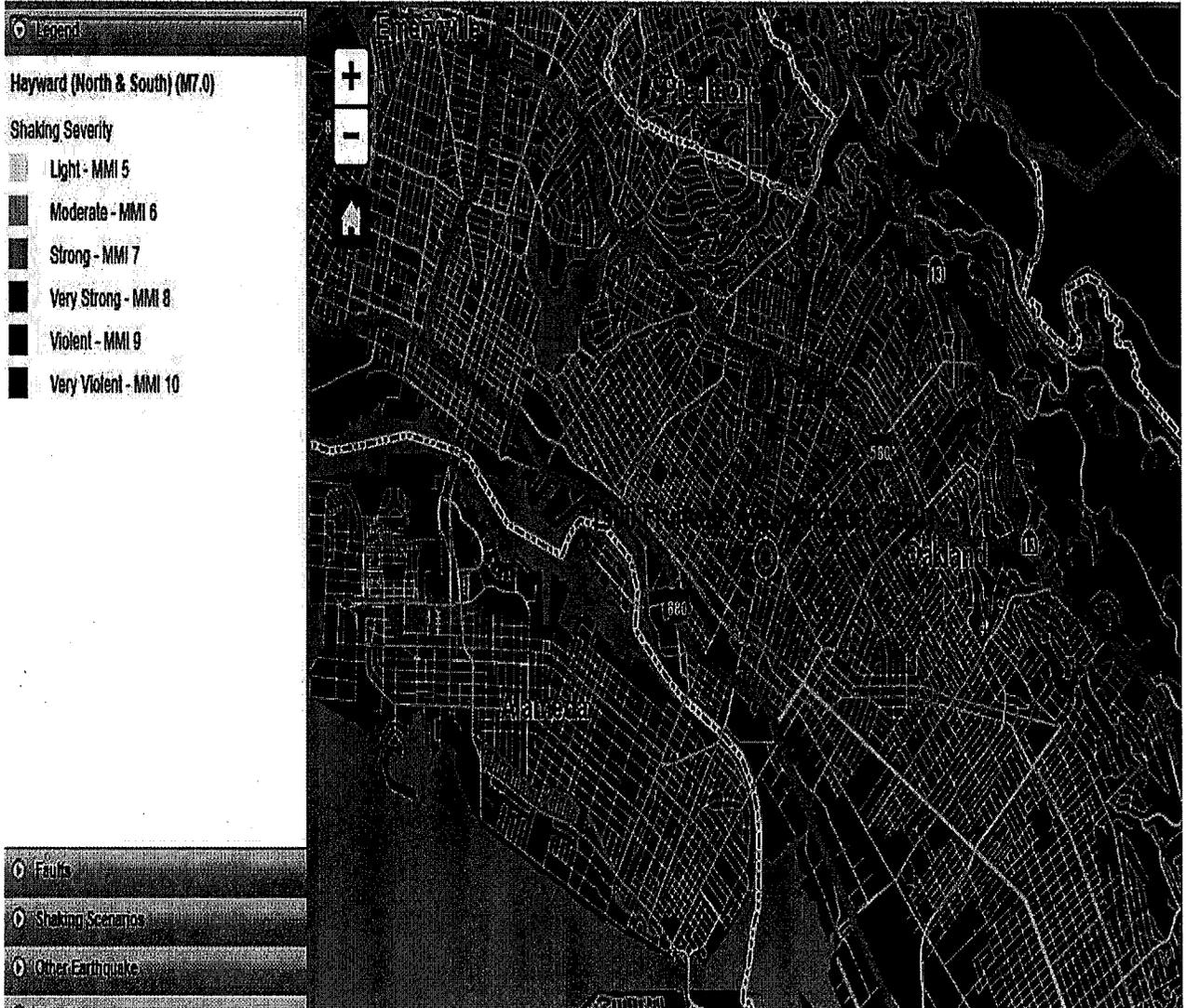
Source: City of Oakland Department of Public Works Equity Dashboard 2017

### 3a. Hayward Fault Line



Source: USGS Hayward Fault Line Map 2008

### 3b. Earthquake Shaking Severity



Source: ABAG Resilience Program Shaking Severity Map (1900 Fruitvale Ave Location): USGS 2013

### 3c. Liquefaction Susceptibility



Source: City of Oakland Department of Public Works Capital Improvement Analysis 2017-2019

#### 4. Sea Level Rise Map



**Legend**

- Oakland City Limits
- Current Water Level at High Tide
- MHHW\* + 36" Sea Level Rise
- MHHW\* + 72" Sea Level Rise
- Low lying disconnected areas - 72" SLR

**Oakland Community Facilities\*\***

**Facility Type**

- Schools
- Child Care Facilities
- Senior Housing
- Long-Term Care Facilities
- Health Care Facilities
- Food Banks
- Fire Stations
- Police Stations
- Landfills and Waste Facilities
- Transit Stations
- Rail

\*MHHW - Mean Higher High Water is calculated as the average of the higher of the two daily tides over a 19 year tidal epoch.

\*\*Facilities shown represent City assets within a distance of 500 meters from the edge of the 72" Sea Level Rise Water Level and do not represent all City assets in the area.

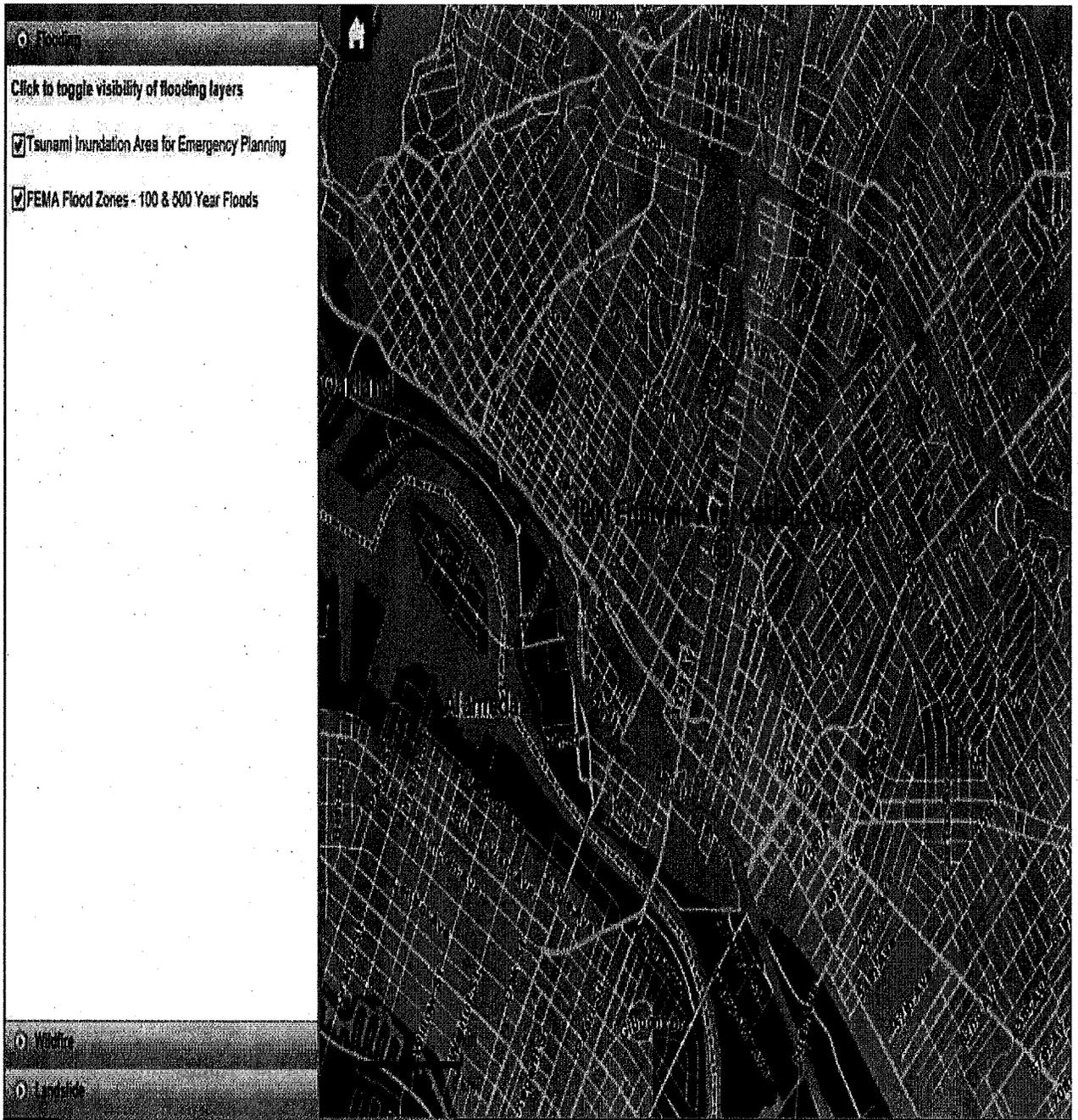
Disclaimer: These maps are intended as planning-level tools to illustrate the potential for coastal flooding as sea levels rise and do not represent the exact location or depth of flooding or shoreline overtopping. The maps are based on model outputs and do not account for all the complex and dynamic Bay processes or future conditions.

Data Sources: BCDC, Alameda County Flood Control, Pacific Institute, TANA

Map created by San Francisco Bay Conservation & Development Commission.

Source: SF BCDC 2015 Oakland Sea Level Rise Plan

**5. Tsunami Inundation and Flood Zones Map**



Source: FEMA Flood Risk Mapping via ABAG 2015

FILED  
OFFICE OF THE CITY CLERK  
OAKLAND

Approved as to Form and Legality

2020 JAN 30 PM 5:47

  
City Attorney's Office

## OAKLAND CITY COUNCIL

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

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**RESOLUTION AWARDING GRANTS IN A TOTAL AMOUNT NOT TO EXCEED \$13,759 FOR THE RESILIENT FRUITVALE CITIES OF SERVICE PROGRAM TO: 1) CANTICLE FARM, 2) JILL MCLENNAN ARTS AND COMMUNITY AS FISCAL SPONSOR FOR JINGLETOWN ART AND BUSINESS COMMUNITY ORGANIZATION, 3) OAKLAND UNIFIED SCHOOL DISTRICT FOR MELROSE LEADERSHIP ACADEMY, 4) THE SPANISH SPEAKING UNITY COUNCIL OF ALAMEDA COUNTY, AND 5) THE SPANISH SPEAKING UNITY COUNCIL OF ALAMEDA COUNTY AS FISCAL SPONSOR FOR LATINO TASK FORCE**

**WHEREAS**, in January 2014, the City of Oakland was selected as one of the introductory cities of the Rockefeller Foundation's 100 Resilient Cities program to support the development and implementation of Oakland's Resilience Action Plan; and

**WHEREAS**, in May 2016, the City of Oakland was one of five cities in the Bay Area selected to participate in the Cities of Service Program, and was awarded a \$50,000 grant to be used to advance local resiliency and preparedness of the community as part of an initiative from the Walmart Foundation to be used as part of the Bay Area Impact Volunteering Program; and

**WHEREAS**, the Neighbors Helping Neighbors Program was created from the generous grant from the Cities of Service Program to assist individuals and families in neighborhoods throughout the City of Oakland using the Impact Volunteering framework; and

**WHEREAS**, the program consists of educating residents of Oakland in disaster preparedness plans, residents being trained in shelter management, peer-education (residents teaching residents) about disaster preparedness, residents gathering supplies to be able to sustain themselves (i.e. "Build a Kit"), and staying informed through the City's emergency notification program; and

**WHEREAS**, through the Cities of Service Program it was revealed that Oakland, and specifically limited English Speaking residents of Fruitvale, need more information on what services are provided and if they are eligible; and

**WHEREAS**, in 2017 a group of Fruitvale non-profits, small businesses, faith-based organizations, residents, and City Agency stakeholders joined together to leverage available services and promote resident engagement; and

**WHEREAS**, the City of Oakland confronts the grave threats of seismic and climate change disasters including rising sea-levels, fires, extreme weather fluctuations, and other stressors such as high rents and the housing crisis, threats of deportation, community violence and need for improved community police relations; and

**WHEREAS**, these natural and human-made stressors have disproportionate impact on Oakland's vulnerable residents and low to moderate-income flatland neighborhoods; and

**WHEREAS**, a recent Association of Bay Area Governments (ABAG) study found that over 24,000 of Oakland's multi-family housing units were at risk in the event of an earthquake with the majority of these vulnerable housing units in Oakland's low to moderate-income flatland neighborhoods; and

**WHEREAS**, the same ABAG analysis found that 90% of residents living in Oakland's 100-year flood zone have high social vulnerability; and

**WHEREAS**, the same ABAG analysis found that climate change related rising utility/food costs and worsened air quality disproportionately impact Oakland's low-income residents; and

**WHEREAS**, a hazard assessment conducted in Fruitvale indicated that the nine hazards to likely threaten this community include earthquakes, heat waves, structure fires, violence, hazard material release, health epidemics, severe weather, and tsunamis; and

**WHEREAS**, the Resilience Fruitvale Action Plan is a plan for residents to make a personal connection with those who operate the healthcare, legal, workforce, and educational resources in Fruitvale; and

**WHEREAS**, the Resilient Fruitvale initiative envisions a Fruitvale that is resilient in times of disaster because of the connectivity and preparation of residents and the community stakeholders serving them; and

**WHEREAS**, the Resilient Fruitvale initiative means engagement between residents and organizations of Fruitvale in the form of tools, training, and methods to prepare all to successfully negotiate natural or man-made disasters, in times of severe shocks and stresses in order to ensure that all residents, especially our most vulnerable, will recover and remain a resilient member in the community; and

**WHEREAS**, the Resilient Fruitvale initiative solicited proposals for “mini grants” to support community-based organizations to carry out the resilience-building actions outlined in the Resilient Fruitvale Action Plan; and

**WHEREAS**, funding to cover the grants is in Mayor: Administration Org (01111), Miscellaneous Grants Fund (2999) and City of Services Project (1004317); and

**WHEREAS**, the Resilient Fruitvale initiative engaged community leaders to form a mini-grant review team to review and select proposals; and

**WHEREAS**, the mini-grant review team led by community leaders of grassroots organizations selected the following organizations to be funded: Canticle Farm, Jingtletown Art & Business Community Organization, Melrose Leadership Academy, the Unity Council, and the Latino Task Force; now, therefore, be it

**RESOLVED:** That the City Administrator is hereby authorized to enter into a grant agreement with Canticle Farm in an amount not to exceed \$2,750.00 for two disaster preparedness training community events and three community clean ups; and be it

**FURTHER RESOLVED:** That the City Administrator is hereby authorized to enter into a grant agreement with Jill McLennan of Jill McLennan Arts & Community (JMAC), as fiscal agent for Jingtletown Art & Business Community, in an amount not to exceed \$3,600.00 for educational artwork to raise awareness about Sausal Creek and Oakland Estuary and importance of Adopt-A-Drain as well as engaging and partnering with senior, youth, and low-income residents; and be it

**FURTHER RESOLVED:** That the City Administrator is hereby authorized to enter into a grant agreement with The Spanish Speaking Unity Council of Alameda County, as fiscal agent for the Latino Task Force, in an amount not to exceed \$2,500.00 for hosting and coordinating disaster preparedness training events; and be it

**FURTHER RESOLVED:** That the City Administrator is hereby authorized to enter into a grant agreement with Oakland Unified School District in an amount not to exceed \$2,479.00 for educational and community engagement at Melrose Leadership Academy that raises awareness about importance of Adopt-A-Drain and Adopt-A-Spot volunteer impact programs; and be it

**FURTHER RESOLVED:** That the City Administrator is hereby authorized to enter into a grant agreement with The Spanish Speaking Unity Council of Alameda County, in partnership with the Fruitvale Merchants Association, in an amount not to exceed \$3,430.00 for a five month campaign to invite Fruitvale business owners to adopt-a-drain in Fruitvale and or to implement disaster preparedness in their business; and be it

**FURTHER RESOLVED:** That the City Administrator is authorized to amend the aforementioned grant agreements to adjust the grant amounts so long as the total amount does not exceed the available funding of \$13,759 from the City of Services grant; and be it

**FURTHER RESOLVED:** That the above grant agreements will be reviewed by the Office of the City Attorney and filed with the Office of the City Clerk.

IN COUNCIL, OAKLAND, CALIFORNIA,

PASSED BY THE FOLLOWING VOTE:

AYES - FORTUNATO BAS, GALLO, GIBSON MCELHANEY, KALB, REID, TAYLOR, THAO AND  
PRESIDENT KAPLAN

NOES -

ABSENT -

ABSTENTION -

ATTEST: \_\_\_\_\_

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