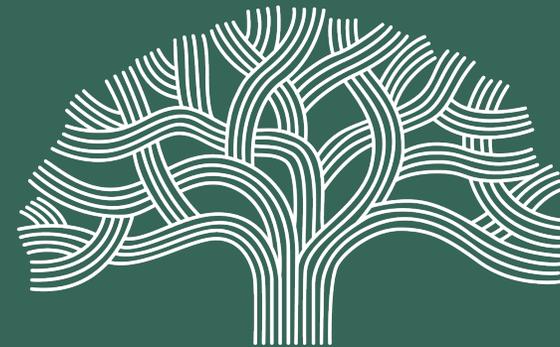


GENERAL PLAN UPDATE

PROFESSIONAL SERVICES AGREEMENTS AND FUNDING APPROPRIATIONS



CITY OF OAKLAND
PLANNING & BUILDING DEPARTMENT

PURPOSE AND NEED OF THE GENERAL PLAN UPDATE

- City of Oakland is **required** to adopt (and update) a General Plan pursuant to **Section 65300 of the California Government Code**.
- The **purpose of the General Plan** is to provide an opportunity to identify past challenges and accomplishments, establish and advance citywide vision, goals, policies, and implementation measures; and engage our community in the planning process.
- **California Government Code Section 65580 requires** cities to prepare regular updates to the Housing Element to address the housing needs of residents in all income levels and as a precondition for affordable housing funds; and the next **update is due by January 31, 2023**.
- Per California Government Codes, **the Safety Element and a new Environmental Justice Element must be updated upon adoption of the Housing Element**.
- **California Government Code Section 65302 requires** other elements of general plans to be updated “periodically”, which, according to the California Office of Planning Research’s General Plan Guidelines, is **at least every 15-20 years**, and many portions of the City of Oakland’s General Plan were adopted **over 23 years ago**.

**OPPORTUNITY TO
WORK TO ADDRESS
THE ROOT CAUSES
OF INEQUITY,
RESULTING IN MORE
EFFECTIVE AND
EQUITABLE CITY
POLICIES,
PROCESSES AND
SERVICES.**

The City of Oakland has a critically important mission to “**intentionally integrate, on a Citywide basis, the principle of 'fair and just' in all the City does in order to achieve equitable opportunities for all people and communities.**”

Sources: Oakland Municipal Code 2.29.170.1

TIMING AND PHASING OF GENERAL PLAN UPDATE

- **Housing Element**
- **Safety Element**
- **Environmental Justice Element**
- Industrial Lands Study
- Zoning Code and Map Amendments
- Environmental Assessment

Jan 31,
2023

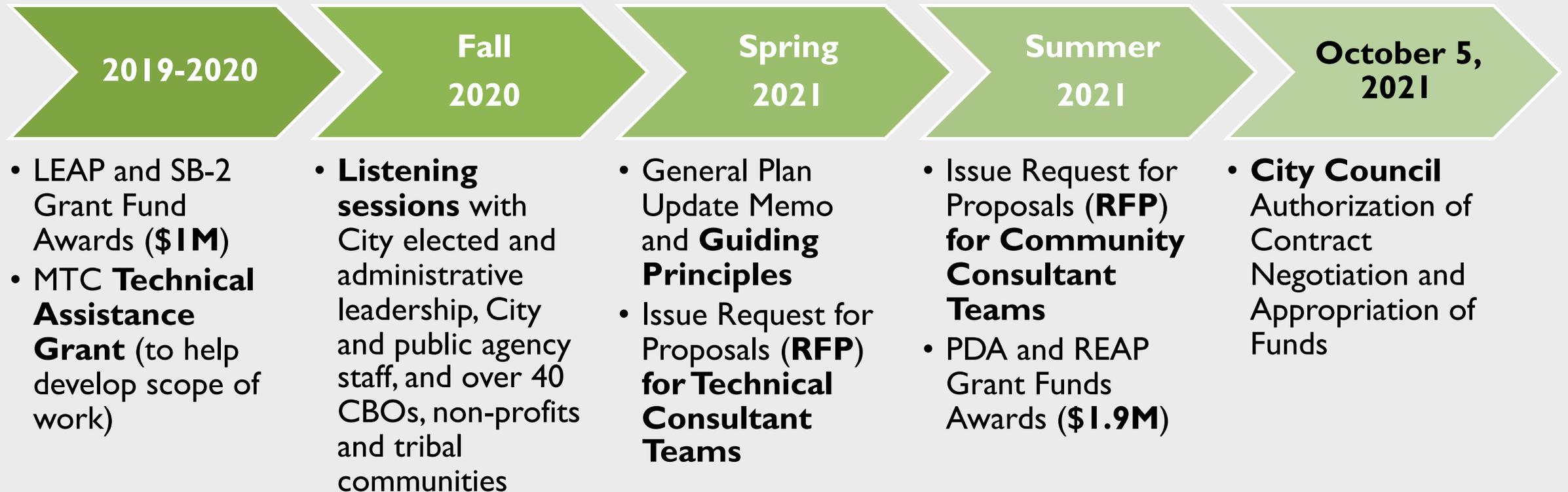
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- **Land Use and Transportation Elements**
- **Open Space, Conservation and Recreation Element**
- **Noise Element**
- **Infrastructure/Facilities Element**
- Zoning Code and Map Amendments
- Environmental Assessment

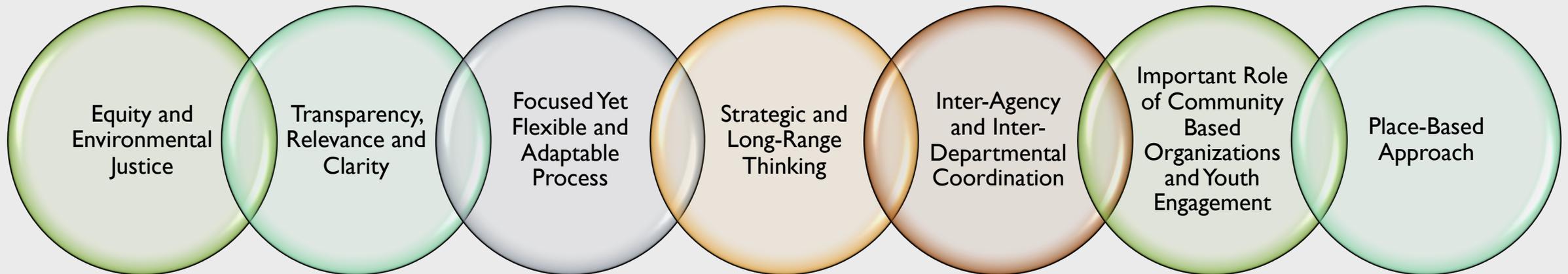
July 31,
2025

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GENERAL PLAN UPDATE TIMELINE 2019 TO 2021



GUIDING PRINCIPLES FOR PLANNING PROCESS



COMMUNITY ENGAGEMENT APPROACH

Tools from the Department of Race & Equity:

Race & Equity Impact Analysis
Inclusive Community Engagement Guide

Leverage Internal Capacity:

Race & Equity Teams in City Departments
Interdepartmental Community Engagement staff

Local Models We've Learned from:

Healthy Development Guidelines (2017)
East Oakland Neighborhood Initiative (2019)
West Oakland Community Action Plan (2019)
2030 Equitable Climate Action Plan (2020)
Capital Improvement Program (2021)



Photo Credits for Page: Oakland Parks, Recreation, and Youth Development Department (OPRYD); Tim Daw; Higher Ground; and Greg Linhares

PROFESSIONAL SERVICES AGREEMENTS

Consultants will be tasked with a complex, multi-year citywide planning effort to work with stakeholders to update five General Plan Elements and create two brand new General Plan Elements, along with two Environmental Impact Reports (EIRs), two racial equity impact analyses, and zoning code and map updates. This will be an immense undertaking that will set forward new goals and strategies to guide the physical development of the City over the next 10-20 years.



The City is coordinating with a Technical Consultant Team and a Community Consultant Team to **meet State requirements**, while implementing an **innovative General Plan Update planning process** and **dedicating significant resources to community engagement**.

SCOPE OF WORK – COMMUNITY CONSULTANT

Lead the community engagement process, founded on a comprehensive, equity-driven public engagement approach, which will support identification of key issues, development of an overarching vision and guiding principles, and input into the Elements, including the following community engagement activities:

- Prepare, conduct, and facilitate public meetings and workshops.
- Design and manage online engagement tools – website, surveys, forums, virtual meetings, social media.
- Organize and facilitate focus groups, across topics, sectors and interest groups.
- Establish a selection process and then convene an Equity Working Group.
- Work with local CBOs and artists to create pop-ups and engagement spaces and activities at cultural events throughout the City.
- Work with CBOs to conduct neighborhood outreach.
- Ensure outreach is multi-lingual and reduces other potential barriers to participation.
- Engage local CBOs and the broader public concerning policy and priorities.

SCOPE OF WORK – TECHNICAL CONSULTANT

Ensure that all new and updated General Plan Elements meet the statutory and technical requirements set forth in State Law. For this multi-year, city-wide undertaking the Technical Consultant shall:

- Update five General Plan Elements (including some that are over 20 years old).
- Create two brand new General Plan Elements, along with two Environmental Impact Reports (EIRs), two racial equity impact analyses, and associated zoning code and map updates.
- Prepare background and existing condition analyses related to each of the General Plan Elements.
- Work with the Community Consultant to prepare summaries and other materials to engage Oakland stakeholders in policy and priority discussions.
- Assist engagement and outreach efforts across City of Oakland.
- Prepare multiple drafts of all documents, including background documents, public review and final General Plan Elements, Draft and Final EIRs, racial equity impact and other analyses, and zoning code and map amendments.
- Revise these documents to respond to City, public agency and public feedback.
- Prepare a final version of each of the seven General Plan Elements for adoption by the City Council for Phase I and Phase II.

TECHNICAL CONSULTANT

Dyett & Bhatia

- Experience with General Plans (more than 70 California cities).
- Experience in addressing equity and environmental justice (leading EJ Element work for Sacramento and San Diego). PolicyLink and EJ Solutions offer national leadership and Oakland experience.
- Experience preparing zoning regulations (Portland, San Diego, Long Beach, as well other Bay Area communities).
- Experience with best practices in integrating land use and transportation, mixed-use neighborhood building, and fostering equitable development.

Organization	Role	Located
Dyett & Bhatia	Lead Technical Firm, General Plan experience	Oakland
BKF	Civil Engineering	Oakland
Toole Design	Transportation	Oakland
Page & Turnbull	Historic Preservation	San Francisco
EPS	Economics	Oakland
Environmental Services Associates (ESA)	Environmental Assessment (CEQA)	Oakland
Kittelson Associates	Transportation Planning	Oakland
Policy Link	Racial Equity	Oakland
Environmental Justice Solutions	Racial Equity	Oakland

COMMUNITY CONSULTANT

Deeply Rooted - Urban Strategies Council, Just Cities and Eastside Arts Alliance

- Experience with community engagement leading to planning policy development
- Existing relationships in communities historically excluded from planning processes
- Clearly articulated division of responsibilities, staff capacity, approach, budget and detailed project timeline
- Cultural engagement approach to meet the community where they are

Organization*	Role	Located
Urban Strategies Council	Community Consultant, Contracting Entity	Oakland
Eastside Arts Alliance	Community Consultant	Oakland
Just Cities	Community Consultant	Oakland
CURY J	Engagement and Outreach	Oakland
House Full of Blackwomen	Engagement and Outreach	Oakland
Lao Family Community Development Co.	Engagement and Outreach	Oakland
Malonga Arts Residents Assoc.	Engagement and Outreach	Oakland
Oakland Asian Cultural Center	Engagement and Outreach	Oakland
The Village	Engagement and Outreach	Oakland
Unity Council	Engagement and Outreach	Oakland
Black Cultural Zone	Engagement and Outreach	Oakland

* The Community Consultant Team will bring on board additional CBOs and/or non-profits throughout the planning process.

GENERAL PLAN UPDATE TIMELINE PHASE I



SUMMARY OF RECOMMENDED COUNCIL ACTION

Resolution #1

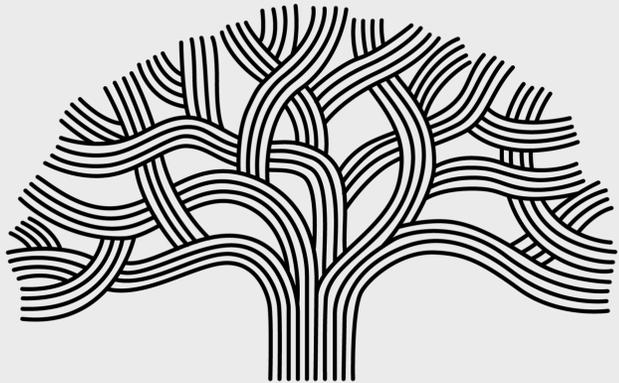
- Award a Professional Services Agreement to **Dyett & Bhatia** for a not-to-exceed amount of \$5,719,402
- Appropriate \$1,881,609 grant funds (PDA and REAP) and \$2,347,890.84 Development Services Funds

[Existing appropriations cover the remainder of the not-to-exceed amount]

Resolution #2

- Award a Professional Services Agreement to **Deeply Rooted (Urban Strategies as contracting entity)** for a not-to-exceed amount of \$2,701,952

[Existing appropriations cover the not-to-exceed amount]



CITY OF OAKLAND

THANK YOU!

VISIT THE GENERAL PLAN UPDATE WEBSITE FOR MOR INFORMATION
AND TO SIGN-UP FOR REGULAR UPDATES:

WWW.OAKLANDCA.GOV/TOPICS/GENERAL-PLAN-UPDATE