



# DOWNTOWN OAKLAND

## The Downtown Specific Plan

Community Advisory Group (CAG) Meeting #5

# AGENDA

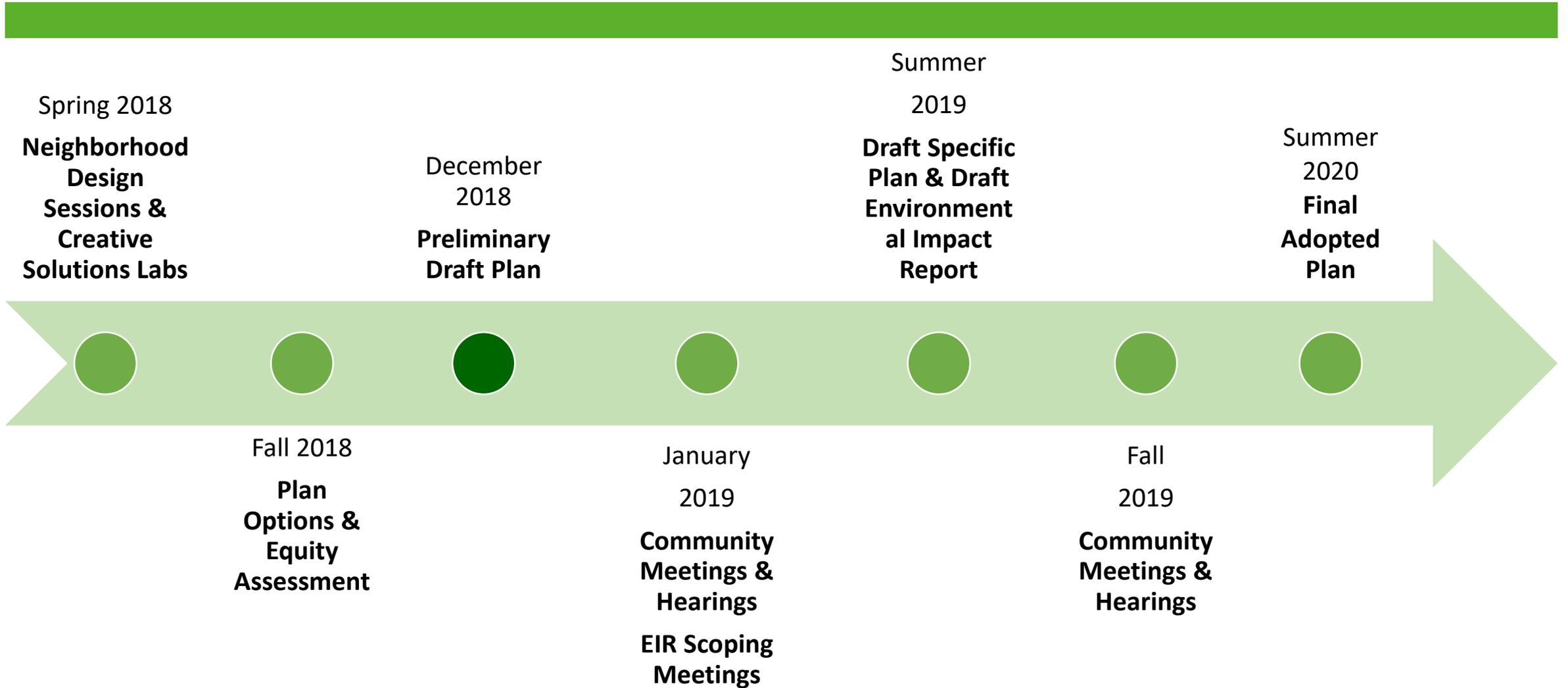
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1. Process Update
2. Overview of Plan Options and Equity Assessment
3. Preliminary Recommendations
4. Community Engagement for Preliminary Draft Plan
5. Environmental Review Process

## MEETING GOALS

1. Understand process to develop preliminary recommendations
2. Develop a great community engagement process for Preliminary Draft Plan
3. Prepare to review Preliminary Draft Plan

# PROCESS



# PROCESS PRIOR TO LAST CAG MEETING

**work-in-progress presentation**  
oaklandnet.com/landowntownoakland | #landowntown  
http://

**PUBLIC DRAFT**  
03.01.16

**DOWNTOWN OAKLAND SPECIFIC PLAN**

**PLAN ALTERNATIVES REPORT**

**1: Charrette Work-in-Progress and Plan Alternatives Report**

**DOWNTOWN OAKLAND DISPARITY ANALYSIS**

**EQT OAK**

**Strengths, Weaknesses, Opportunities & Threats (SWOT) Analysis**  
(Subject to change)

Prepared and Submitted by Equity in Oakland  
May 1, 2017

The Downtown Oakland Specific Plan **EQT DTO**

**2: Evaluate process and identify racial disparities**

**Plan Downtown Jack London Neighborhood Focus Meetings**

**Meeting Notes**

**August 30, 2016 to September 1, 2016**

The Jack London focus meetings included a series of stakeholder meetings and for the draft urban design concepts, as well as community input received to date for modeling, maps, and other design exhibits were used to work interactively with community members and experts as well as presentations of historic structures. We need the social implications of various proposed development scenarios. The following stakeholder meetings and design sessions held for the Jack London area.

Oakland Heritage Alliance Stakeholder Meeting – 08.30.16  
Port of Oakland Stakeholder Meeting – 08.30.16  
Jack London Design Session – 08.31.16 (East of Broadway)  
Jack London Design Session – 09.01.16 (West of Broadway)  
Equity Exercise – 09.01.16  
Produce Market Stakeholder Meeting – 09.01.16  
Department of Transportation (DOT) Stakeholder Meeting – 09.01.16

**EQUITY IN DOWNTOWN OAKLAND**

**Downtown Oakland Specific Plan**

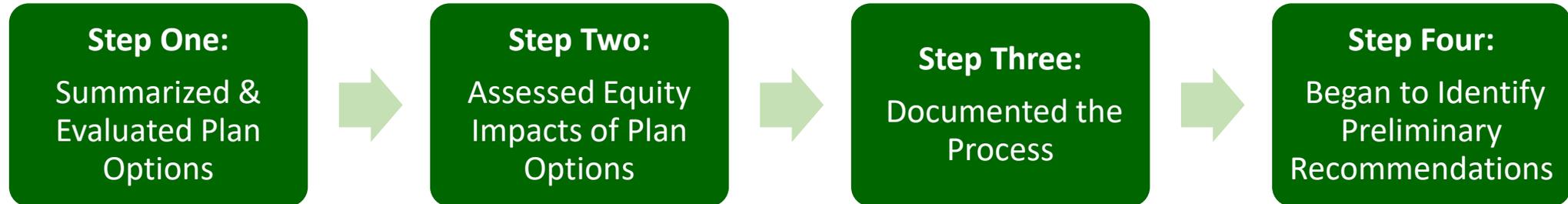
**Social Equity Working Group Meetings Summary Report 2017**

Prepared by the Downtown Oakland Specific Plan Social Equity Consultant Team  
Includes feedback from community voices

**INPUT REPORT : SOLUTIONS LABS & NEIGHBORHOOD MEETINGS (FEBRUARY 2018)**

**3: Additional community engagement**

# PROCESS SINCE LAST CAG MEETING



# STEP ONE: SUMMARIZED & EVALUATED PLAN OPTIONS

1. Reviewed community feedback, technical analysis, best practices, and existing policies
2. Developed draft vision
3. Identified key 'Focus Areas' and 'Focus Corridors'
4. Summarized land use development and mobility options for key 'Focus Areas' and 'Focus Corridors'
5. Documented supportive policy/strategy options & evaluate trade-offs

# 1. REVIEWED COMMUNITY FEEDBACK, ANALYSIS & POLICY

**Plan Downtown Jack London Neighborhood Focus Meetings**

**Meeting Notes**

**August 30, 2016 to September 1, 2016**

The Jack London focus meetings included a series of stakeholder meetings and focus group sessions to gather input on the draft urban design concepts, as well as community input received to date for the draft urban design concepts, as well as community input received to date for meeting, maps, and other design exhibits were used to work interactively with community members and staff on the social implications of various proposed development scenarios. The following stakeholder meetings and design sessions held for the Jack London area:

- Oakland Heritage Alliance Stakeholder Meeting – 08.30.16
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**EQUITY DOWNTOWN OAKLAND**

**Downtown Oakland Specific Plan**

**Social Equity Working Group Meetings Summary Report 2017**

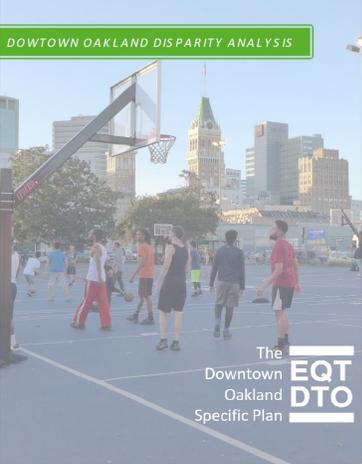
Prepared by the Downtown Oakland Specific Plan Social Equity Consultant Team  
Includes feedback from community voices



**INPUT REPORT : SOLUTIONS LABS & NEIGHBORHOOD VISITATIONS (FEBRUARY 2018)**

Community feedback

**DOWNTOWN OAKLAND DISPARITY ANALYSIS**



The Downtown Oakland Specific Plan **EQT DTO**

Technical analysis

**Downtown Oakland's Economic Role in the City and the Region**

September 8, 2017

Prepared for:  
City of Oakland

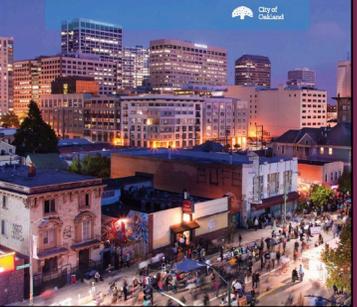
Downtown Oakland Specific Plan



**RESILIENT OAKLAND**  
It takes a town to thrive



City of Oakland  
Economic Development  
**Strategy**  
2018-2030



City of Oakland

Existing Policies

## 2. DEVELOPED DRAFT VISION

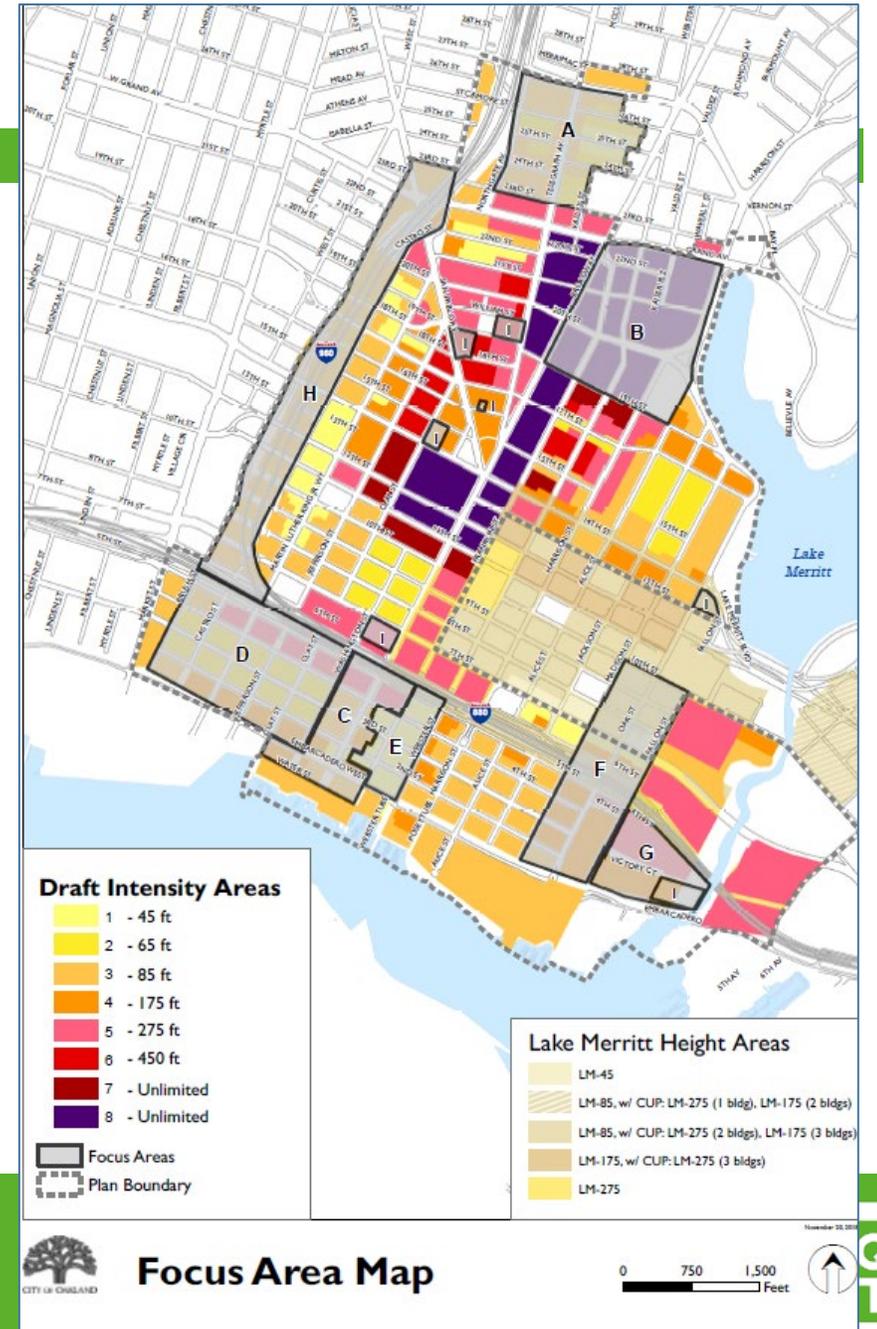
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Make Downtown Oakland a place where communities have a safe, vibrant, affordable and healthy place to thrive; where all voices and forms of expression flourish; and where opportunities for economic growth, prosperity, and mobility are inclusive and accessible to all.

# 3. IDENTIFIED FOCUS AREAS AND CORRIDORS

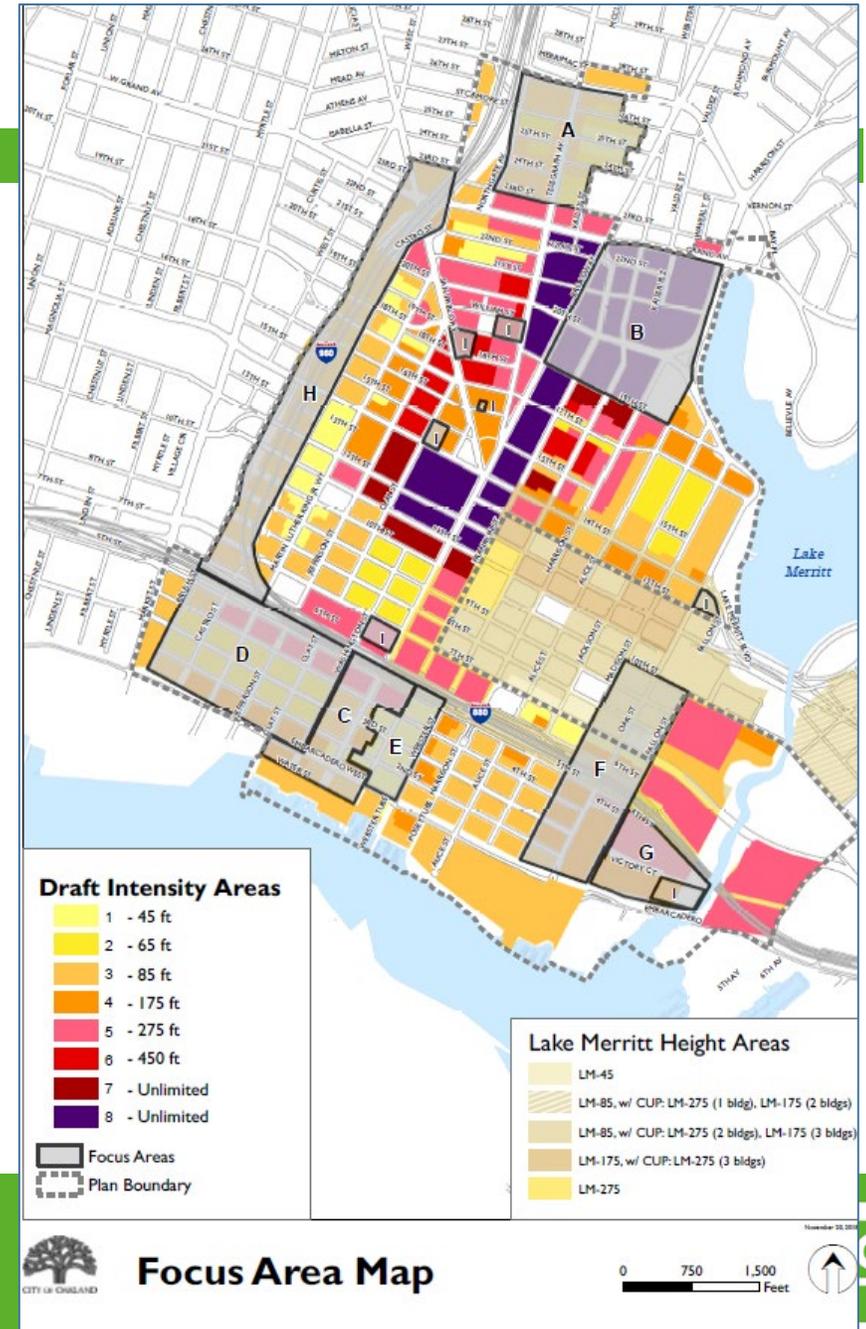
## Criteria:

- Vacant or underutilized parcels
- Zoning/General Plan could be updated to increase intensity
- Areas not yet updated to match the General Plan
- Public land holdings
- Areas where infrastructure investment could offer improved connections/access
- Historic significance



# 3. IDENTIFIED FOCUS AREAS AND CORRIDORS

- A. Art + Garage District
- B. Lake Merritt Office Core
- C. Lower Broadway (South of the 880 Freeway)
- D. 3<sup>rd</sup> Street (West of Broadway)
- E. Produce Market
- F. Oak Street (South of 10<sup>th</sup>)
- G. Victory Court
- H. I-980 Corridor
- I. Underutilized & Vacant City-Owned Properties



Focus Area Map

0 750 1,500 Feet



QT TO

## 4. SUMMARIZED OPTIONS FOR FOCUS AREAS

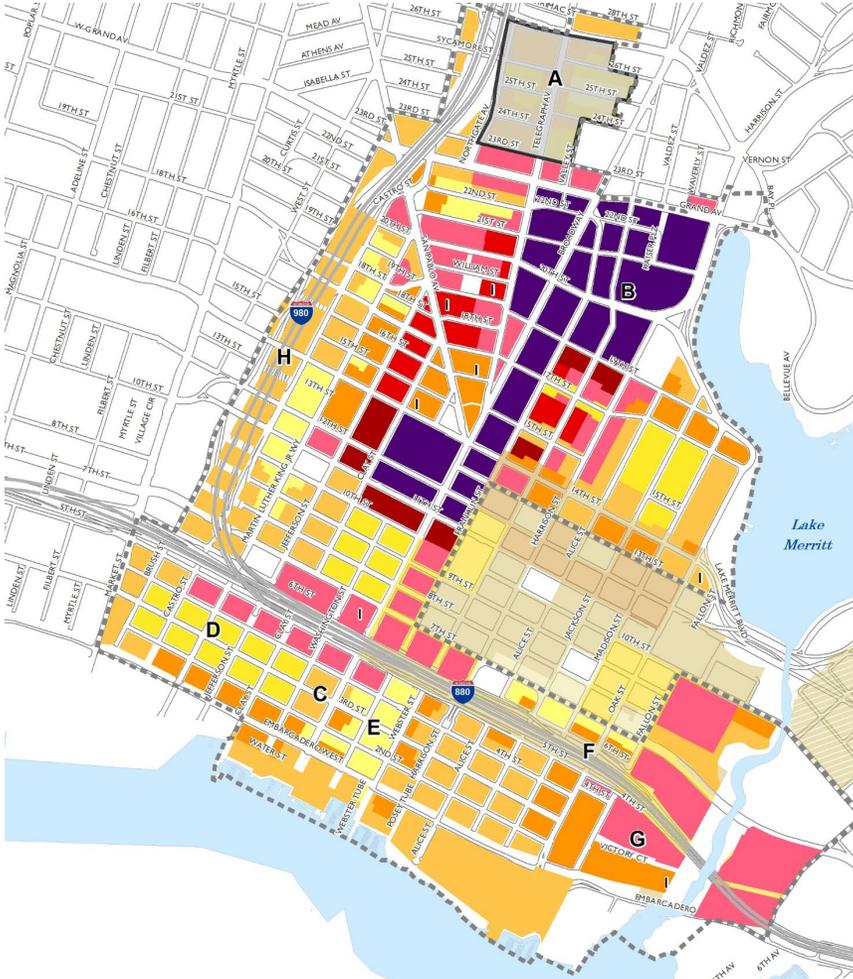
### What is included in the options?

- Physical design options, such as building intensity and street infrastructure changes
- Existing conditions - plus one to three options for the future
- Tradeoffs of key options
- Representative policies/tools

### How were development options selected?

- Community-stakeholder input
- Analysis of existing conditions
- Existing City policy
- Review of strategies used in cities facing comparable issues

## 4. SUMMARIZED OPTIONS FOR FOCUS AREAS

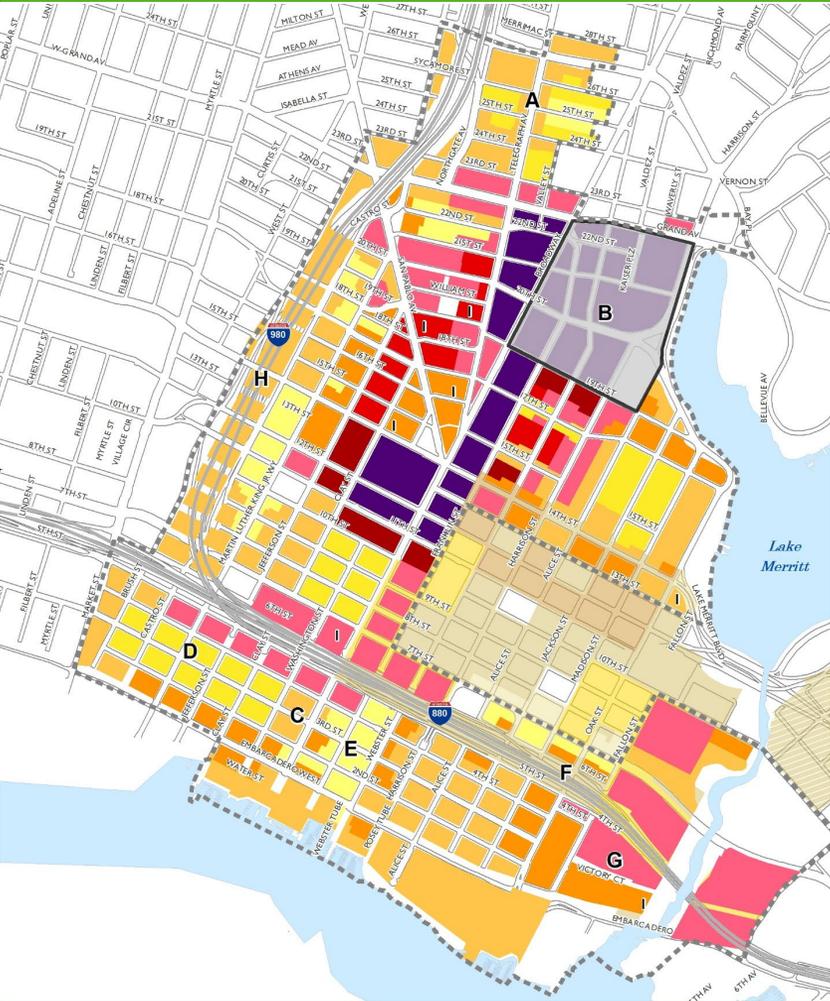


### *A. Arts + Garage District*

Option 1. Preserve existing height and land use restrictions, limit other uses that may conflict with art/maker space.

Option 2. Allow housing, provide height bonus, implement art overlay

# 4. SUMMARIZED OPTIONS FOR FOCUS AREAS

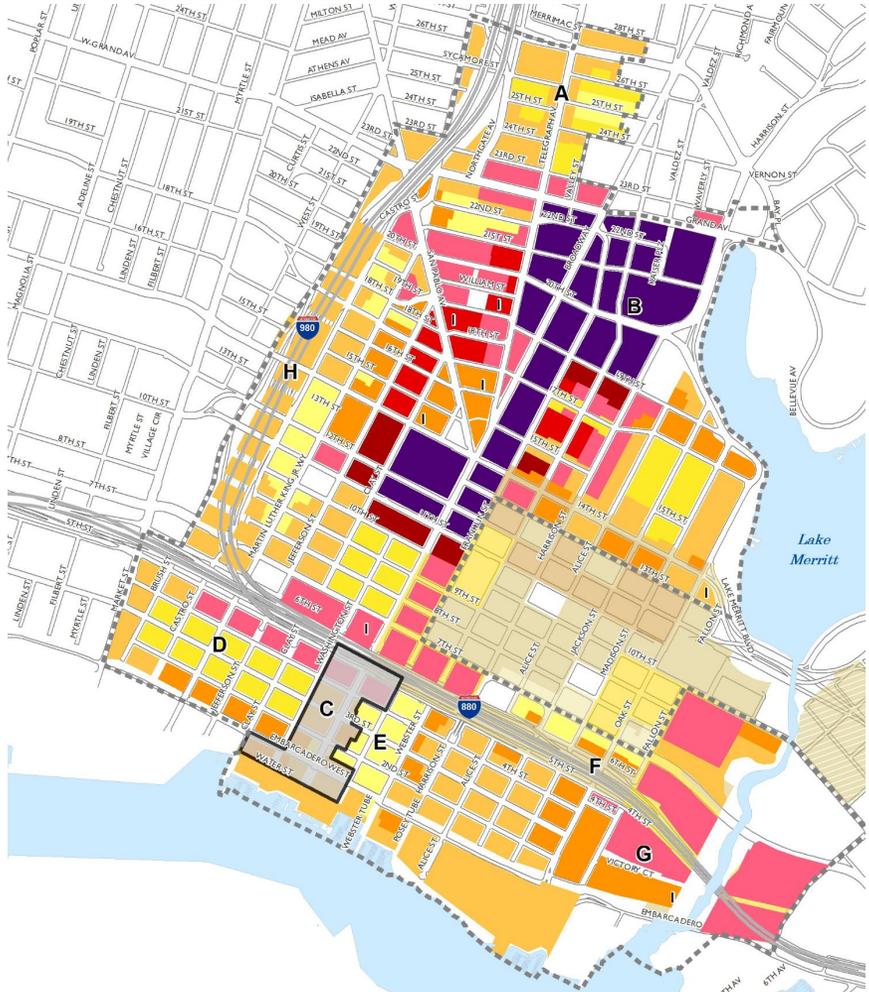


## *B. Lake Merritt Office Core*

Option 1. Continue to allow residential in the entire Lake Merritt Office District core

Option 2. Designate “office priority” sites or require office uses

## 4. SUMMARIZED OPTIONS FOR FOCUS AREAS

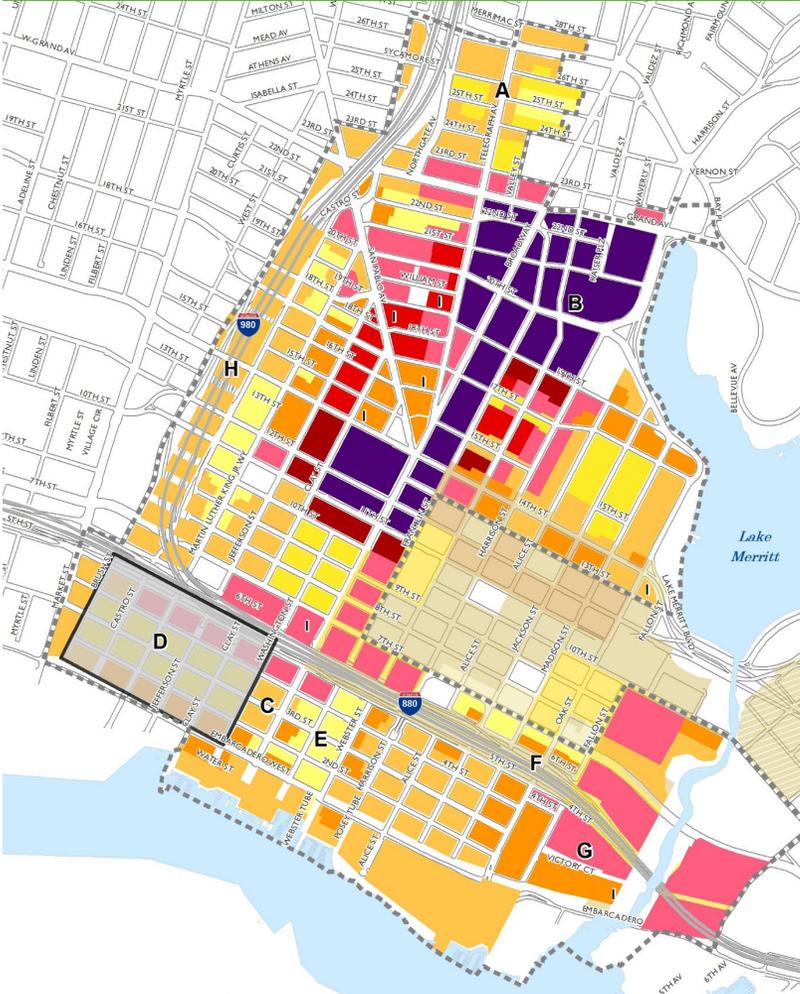


### *C. Lower Broadway (South of the 880 Freeway)*

Option 1: Revise General Plan and Zoning to reduce the allowed building intensity

Option 2: Increase intensity in Lower Broadway to strengthen activity node

## 4. SUMMARIZED OPTIONS FOR FOCUS AREAS

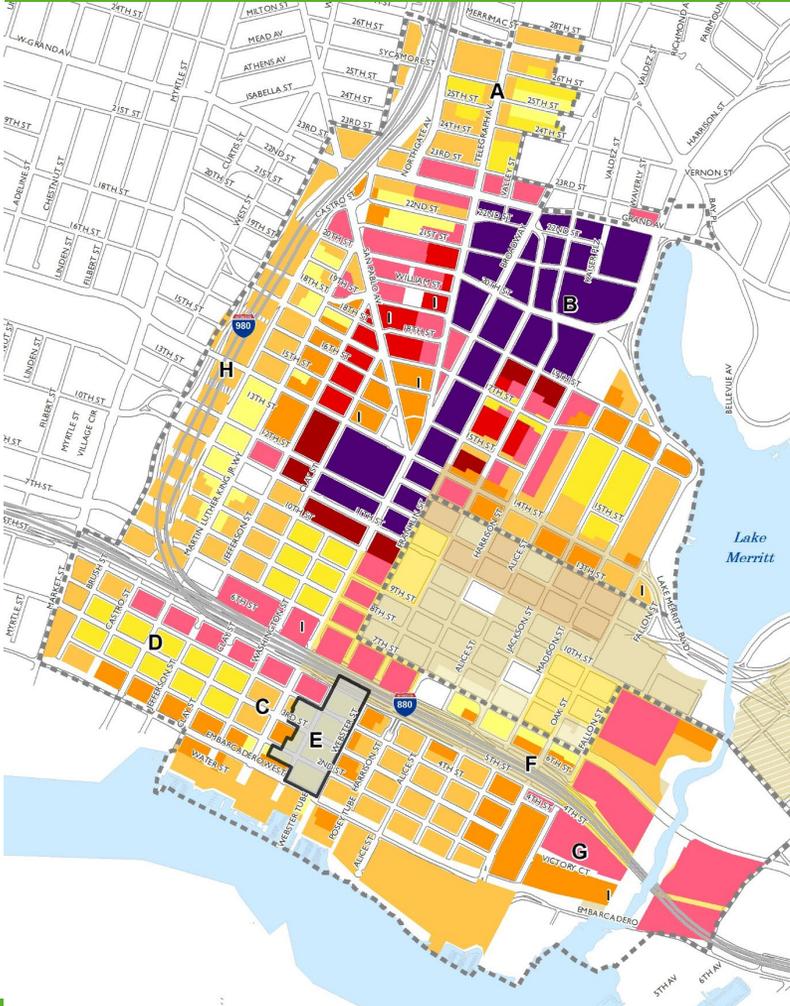


### *D. 3rd Street (West of Broadway)*

Option 1: Revise General Plan and Zoning in the 3rd Street area (west of Broadway) to maintain existing industrial character

Option 2: Revise General Plan and Zoning to maintain the 3rd Street corridor's existing industrial character, allow housing at periphery of district.

## 4. SUMMARIZED OPTIONS FOR FOCUS AREAS



### *E. Produce Market*

Option 1: Retain produce market, discourage conflicting uses

Option 2: Retain Produce Market, allow residential development

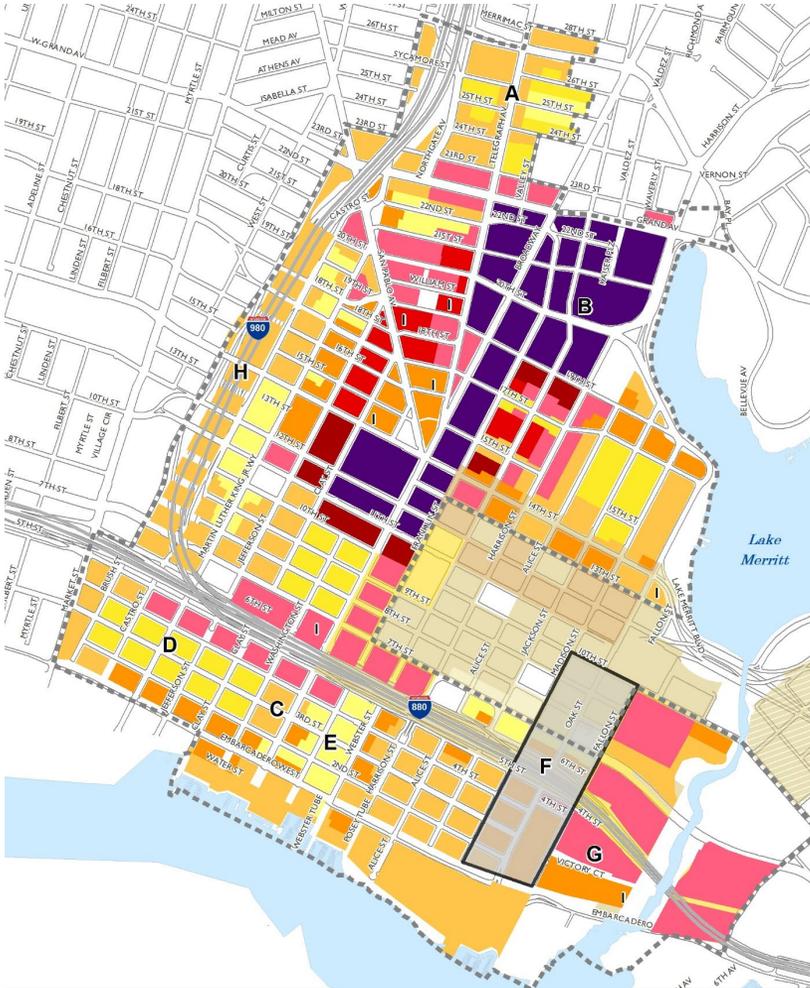
Option 3: Relocate Produce Market, allow mixed-use development

## 4. SUMMARIZED OPTIONS FOR FOCUS AREAS

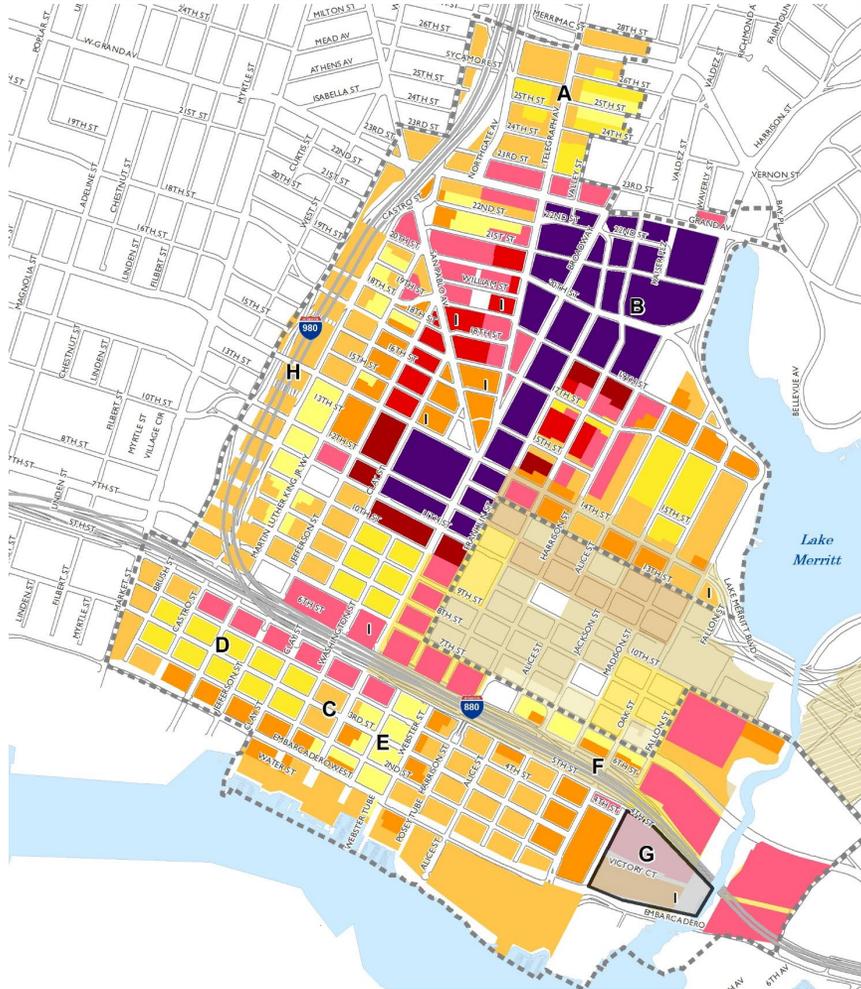
### *F. Oak Street (South of 10th)*

Option 1: Revise General Plan and Zoning to maintain existing industrial character of the Oak Street area

Option 2: Change Zoning to conform to area's 'Mixed Use' General Plan designation, increase intensity toward BART



## 4. SUMMARIZED OPTIONS FOR FOCUS AREAS

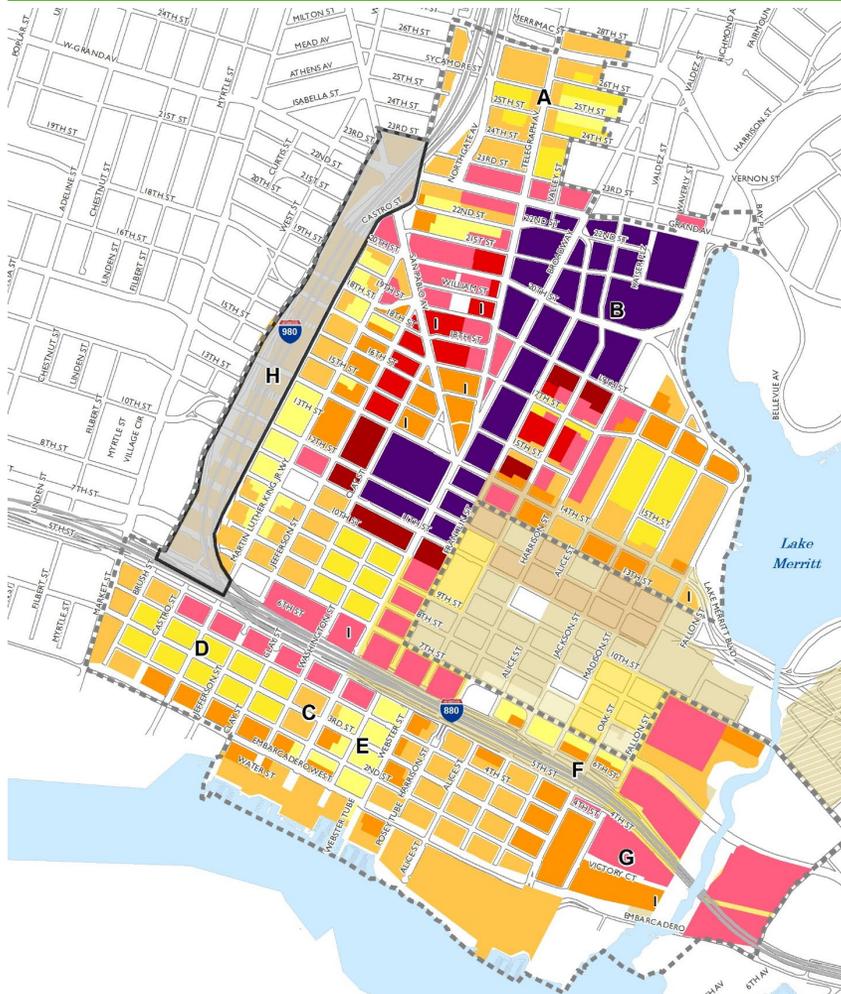


### *G. Victory Court*

Option 1: Revise General Plan and Zoning to maintain existing industrial character

Option 2: Change zoning to conform to the Victory Court area's 'Mixed Use' General Plan designation; increase intensity toward Oak Street and I-880

## 4. SUMMARIZED OPTIONS FOR FOCUS AREAS



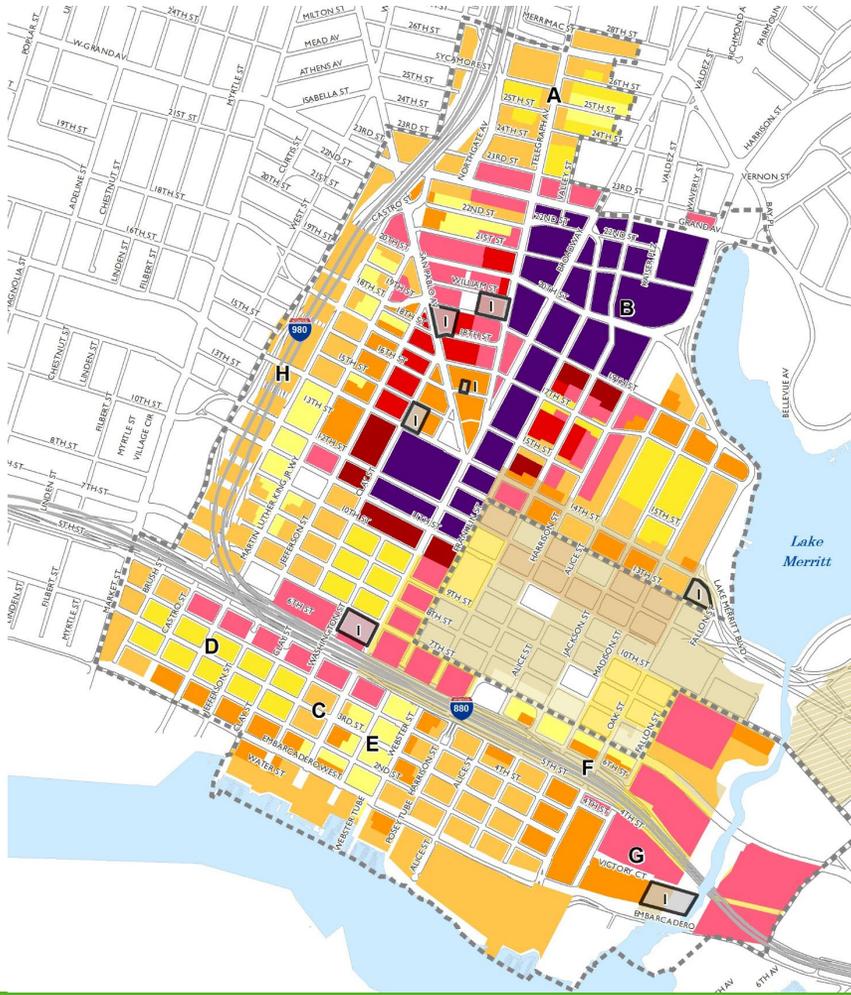
### *I-980 Corridor*

Option 1. Maintain freeway, improve connections across corridor (near term)

Option 2. Cap freeway, create linear park, allow some development

Option 3. Replace freeway with surface boulevard and new mixed use development (long term)

## 4. SUMMARIZED OPTIONS FOR FOCUS AREAS



### *Underutilized & Vacant City-Owned Properties*

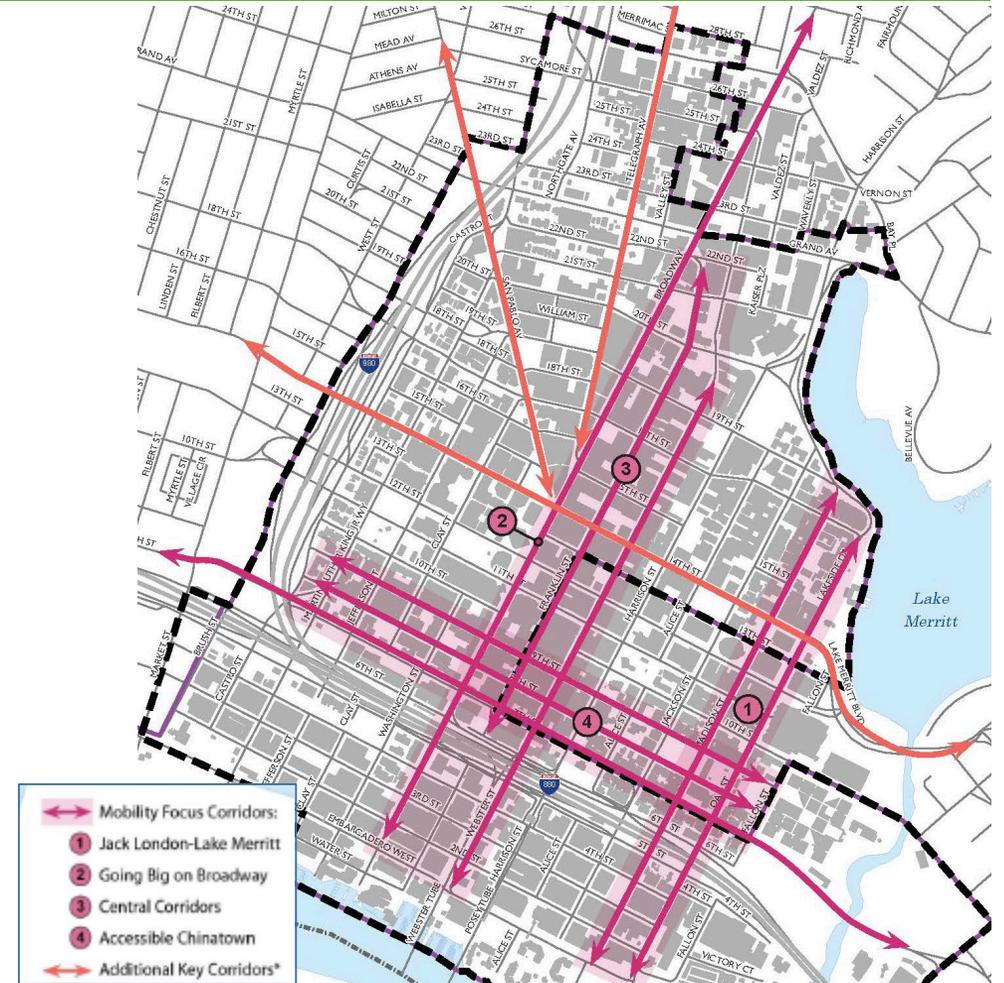
Option 1. Emphasize community-desired benefits in the re-use of city-owned properties (only option evaluated)

# 4. SUMMARIZED OPTIONS FOR FOCUS CORRIDORS

## Mobility Corridor Options

### Criteria:

- Prioritize pedestrians and bicycles
- Invest in transit
- Improve connections to, through and within downtown
- Carry forward recommendations from previous planning efforts



## 4. SUMMARIZED OPTIONS FOR FOCUS CORRIDORS

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### **Accessible Chinatown Streets Concept (7th, 8th, 9th Streets)**

Option 1: Two-Way Streets with Wider Sidewalks on 8th Street

Option 2: One-Way Streets with Wider Sidewalks

## 4. SUMMARIZED OPTIONS FOR FOCUS CORRIDORS

### **Central Corridors Concept (Broadway, Franklin, and Webster Streets)**

Option 1: One-Way Protected Bike Lanes on One-Way Franklin and Webster St.

Option 2: Two-Way Protected Bike Lanes on One-Way Franklin and Webster St.

Option 3: Two-Way Protected Bike Lanes on Two-Way Franklin and One-Way Protected Bike Lane on One-Way Webster Street

## 4. SUMMARIZED OPTIONS FOR FOCUS CORRIDORS

### Jack London-Lake Merritt Corridors (Madison & Oak Streets)

Option 1: One-Way Protected Bike Lane on One-Way Madison Street, Two-Way Protected Bike Lane on Two-Way Oak Street with One Parking Lane Removed

Option 2: One-Way Protected Bike Lanes on Two-Way Madison Street with One Parking Lane Removed

## 4. SUMMARIZED OPTIONS FOR FOCUS CORRIDORS

### Going Big on Broadway Action Plan (Broadway)

Near Term Option: Transit Priority Corridor Implementation.

Long Term Option 1: Broadway Limited to Buses, Trucks, TNCs – Exclusive Bus Lanes, One-Way Truck/TNC Travel and Parking Lane.

Long Term Option 2: Broadway two-way transit only lanes and vehicular access restrictions with two-way separated bikeway.

# 5. DOCUMENTED POLICY/STRATEGY OPTIONS & TRADE-OFFS

The format for the assessment of the strategy options is:

## 1) Description & Approach

## 2) Plan Topics Addressed:

- Arts & Culture
- Mobility, Connectivity & Access
- Jobs, Training & Economic Opportunity
- Housing & Affordability
- Public Realm & Preservation
- Sustainability, Health & Safety
- Displacement
- Public Transit Improvements
- Process & Community Engagement

## 3) Potential Tools Utilized

## 4) Tradeoff Analysis (Pros & Cons)

## 5) Timeframe:

- Short-Term: 1-2 years
- Mid-Term: 3-6 years
- Long-Term: 7-20 years

## 6) Responsibility

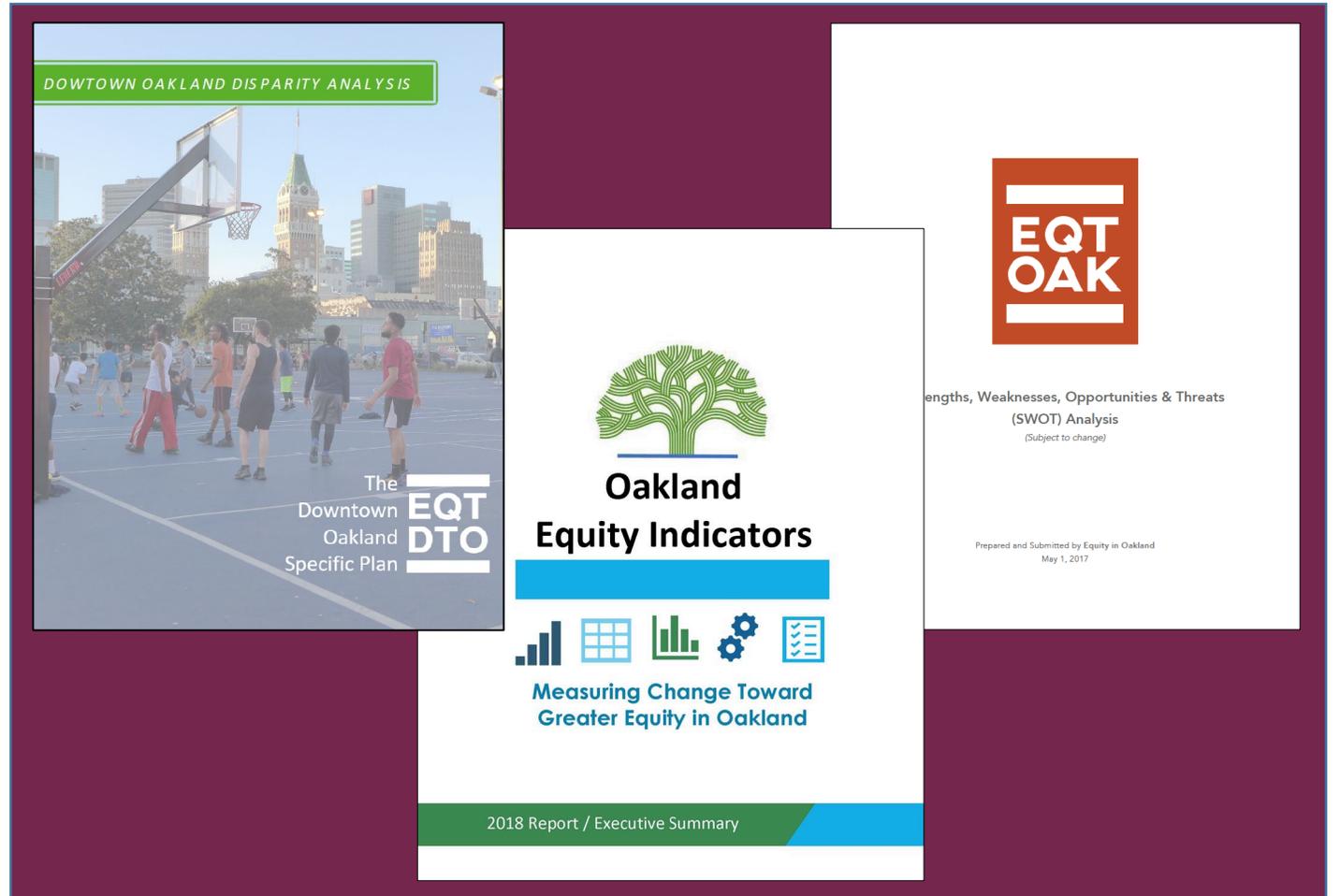
## 7) Potential Funding Sources

## STEP TWO: ASSESSED EQUITY IMPACTS OF PLAN OPTIONS

1. Documented existing conditions and disparities
2. Engaged impacted communities to understand barriers to opportunity and racial disparities
3. Assessed mobility options, land use options and strategy options for their impacts on identified disparities

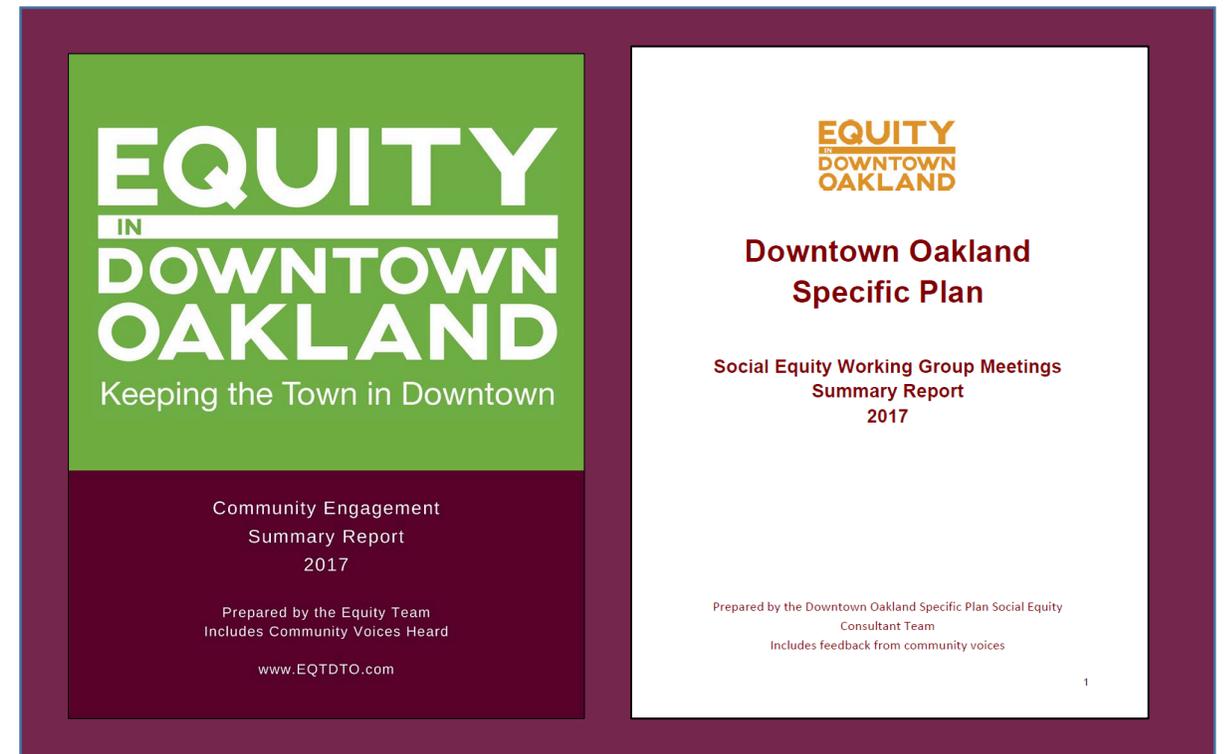
# 1. DOCUMENTED EXISTING CONDITIONS AND DISPARITIES

- SWOT Analysis (Strengths / Weaknesses / Opportunities / Threats)
- Downtown Oakland Disparity Analysis
- Oakland Equity Indicators Report



## 2. ENGAGED IMPACTED COMMUNITIES

- Expanded community engagement
  - Community leader trainings
  - Community stakeholder meetings
- Social Equity Working Group meetings
- Community Advisory Group focus group meeting



### 3. ASSESSED PLAN OPTIONS FOR THEIR IMPACTS ON IDENTIFIED DISPARITIES

- Identify disparities that can be addressed by the Plan
- Assess options, predict how the options could impact the disparities, and identify key strategies that have the potential to reduce disparities
- Identify additional recommendations to increase equitable outcomes in the Plan

### 3. ASSESSED PLAN OPTIONS FOR THEIR IMPACTS ON IDENTIFIED DISPARITIES

#### Disparities that can be most effectively addressed in the Plan:

- Housing cost burden
- Homelessness
- Displacement
- Disconnected youth
- Transit frequency
- Business ownership
- Unemployment rate
- Median income

# 3. ASSESSED PLAN OPTIONS FOR THEIR IMPACTS ON IDENTIFIED DISPARITIES

## Key Strategy Options

- Resources for new affordable housing
- Streamlined development incentive program
- Explore expanded use of Land Trust model
- Provide assistance and protections to small locally-owned businesses and businesses owned by people of color
- Provide support to Black-owned business in the Black Arts Movement & Business District
- Support creation of Chinatown cultural district
- Increase funding for arts & culture programs
- Continue leasing City-owned properties for arts and culture uses at below-market rates
- Design new wayfinding system
- Support expansion of job training programs
- Encourage youth activities and opportunities
- Develop low-income transit pass
- Leverage new development to fund increased bus service connecting East Oakland to downtown
- Develop citywide Specific Plan Implementation Committee with special attention to representation from African American, Asian American, Latinx, LGBTQ and disability access

# 3. ASSESSED PLAN OPTIONS FOR THEIR IMPACTS ON IDENTIFIED DISPARITIES

## Additional Recommendations

- **#1:** Develop, codify and act upon a more nuanced understanding of Oakland’s communities of color.
- **#2:** Augment the attention to “place-keeping” and “placemaking” with a focus on “people” in the land use options by linking health equity, social, economic, and cultural outcomes with changes to the built environment.
- **#3:** Establish SMART goals for desired future conditions in the DOSP and clearly connect them with Implementation Strategies for the proposed land use options and specific equity targets.
- **#4:** Define collaborating departments and articulate specific mechanisms for collaboration.
- **#5:** Structure ongoing community engagement and accountability infrastructure to co-design and deliver on equity.
- **#6:** Apply and deepen the intersectional lens to the Downtown Oakland Specific Plan by explicitly considering health, local economic development, and long-term tenure of priority populations and businesses in all land use options and Implementation Strategies.
- **#7:** Establish transparent measurement and accountability systems within the DOSP for formal adoption and enforcement.

# STEP THREE: DOCUMENTED THE PROCESS

Downtown Oakland Specific Plan  
Plan Options Report

**Keeping “the Town” in Downtown:**  
An Assessment and Recommendations to Support Racial Equity in the Downtown Oakland Specific Plan

Prepared June 2018  
for the City of Oakland Bureau of Planning by the Equity Consultant Team (EQTDTO Team) for the Downtown Oakland Specific Plan

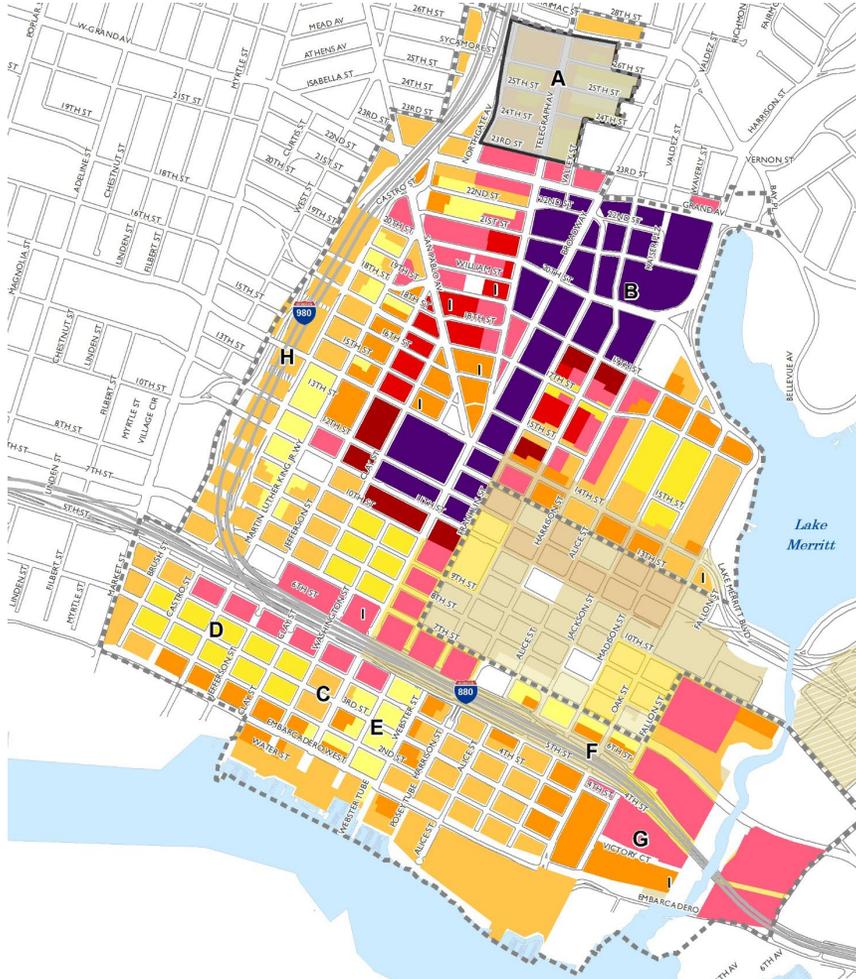
The EQTDTO Team is led by:  
Institute for Social, Economic, Environmental, and Educational Design (ISEED)

The EQTDTO Team is a partnership of:

- Julia Liu and Mike Lok, Asian Health Services
- Greg Hodge, Khepera Consulting
- Jane McClean, Meta Strategies, LLC
- Eric Arnold, Qalubusa
- Kalima Rene, Qalubusa
- Sarah Philleary, Qalubusa, LLC
- Dwayne Marsh, Race Forward

Plan Options Report with Equity Assessment

# STEP FOUR: BEGAN TO IDENTIFY PRELIMINARY RECOMMENDATIONS



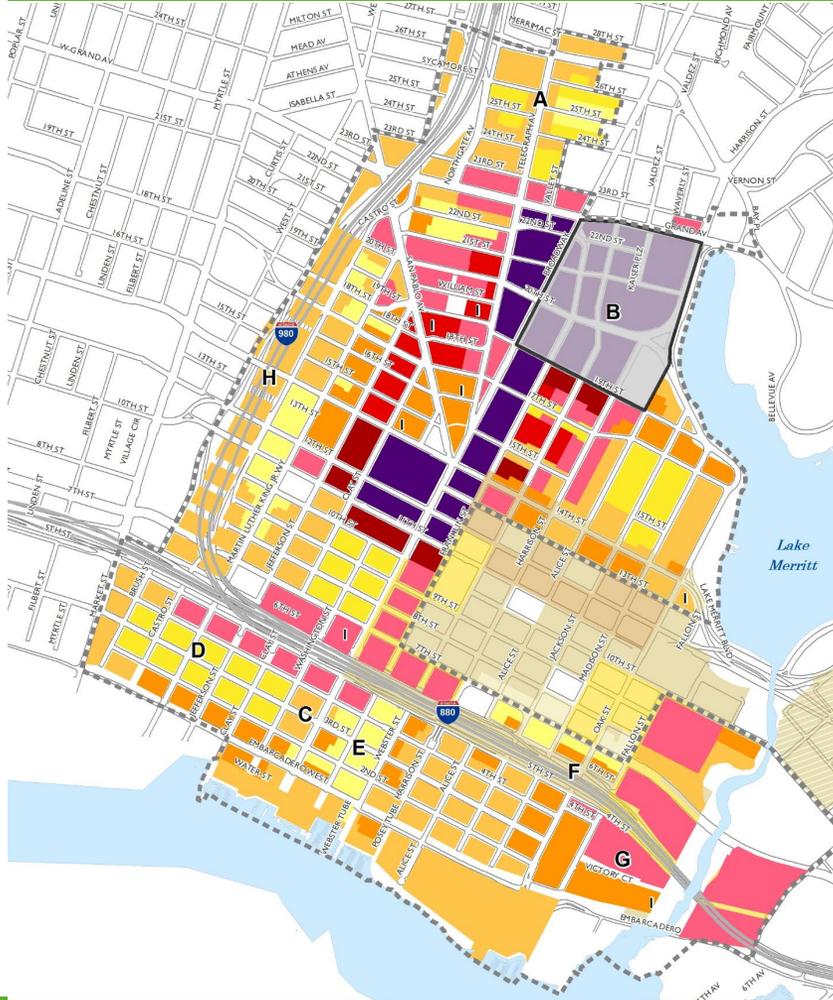
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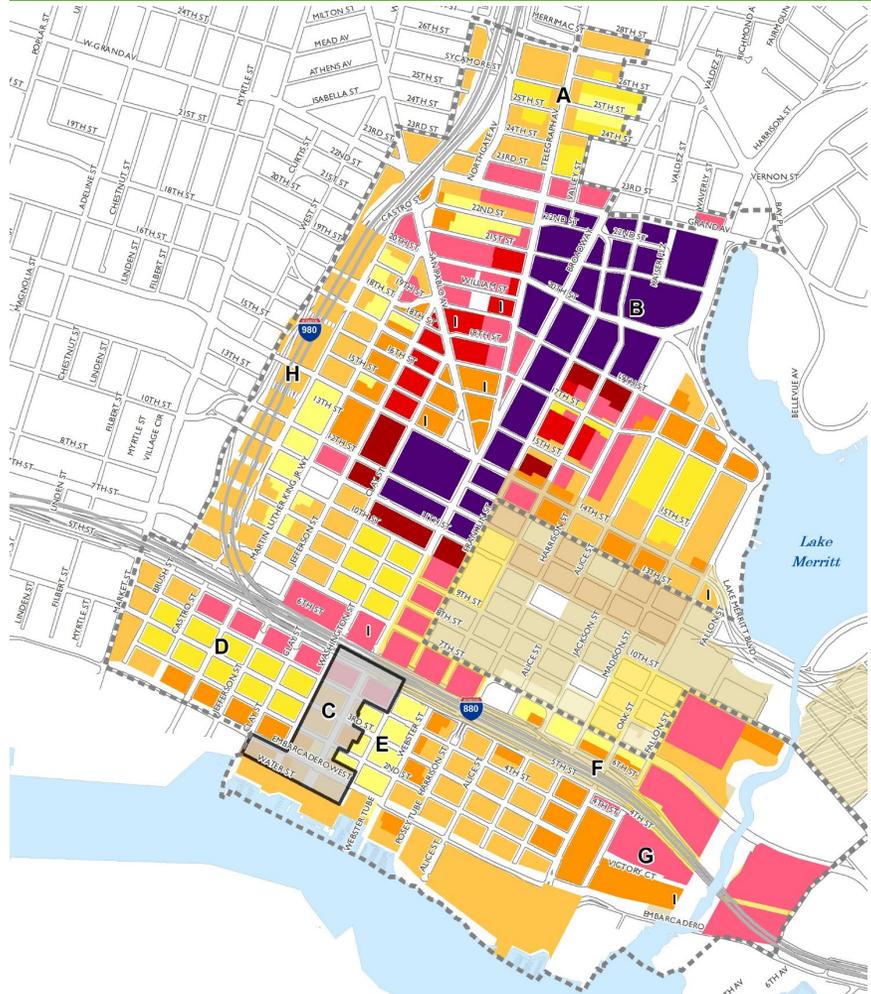


## *B. Lake Merritt Office Core*

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Option 2. Designate “office priority” sites or require office uses ★

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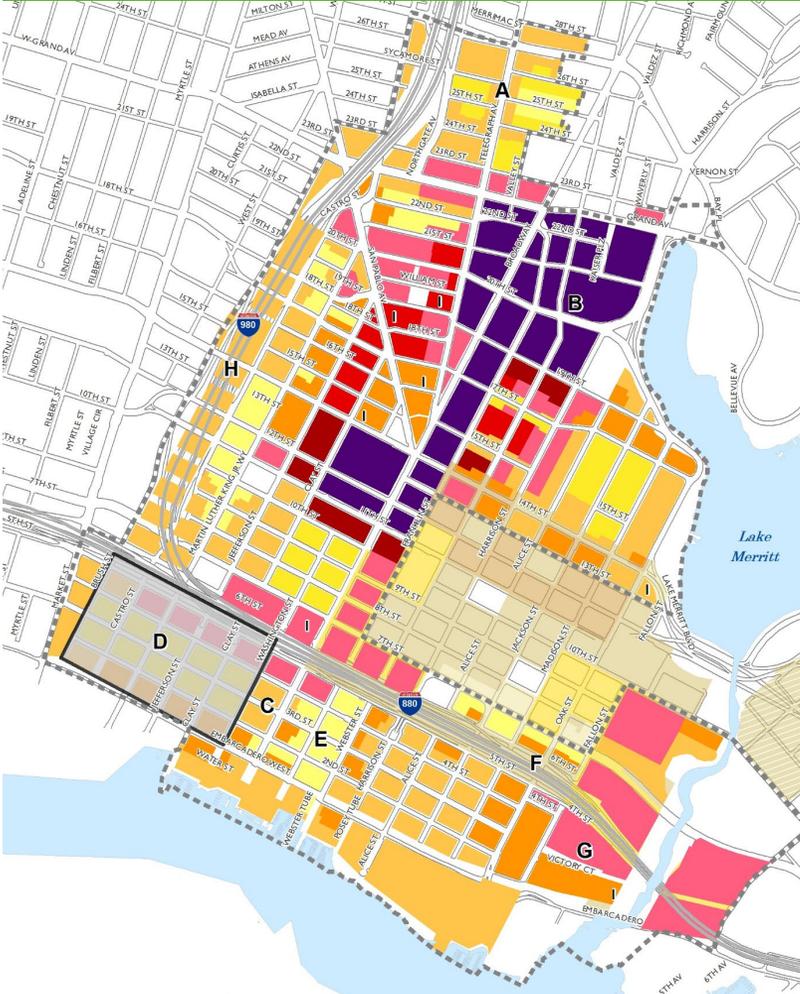
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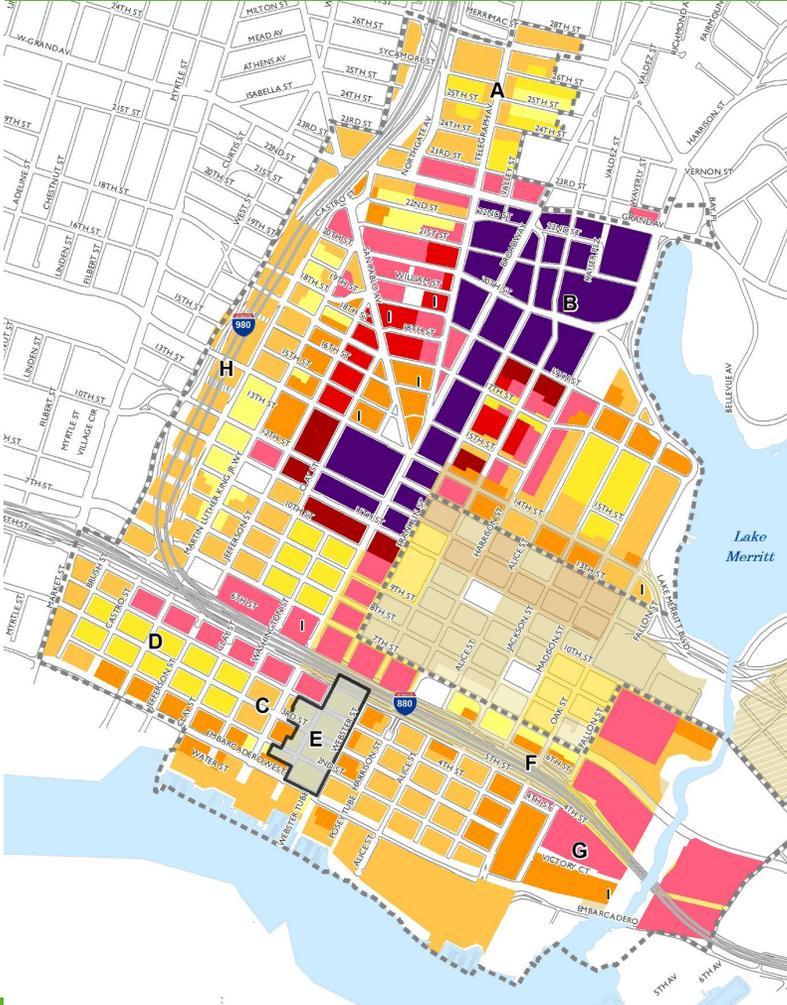
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# STEP FOUR: BEGAN TO IDENTIFY PRELIMINARY RECOMMENDATIONS



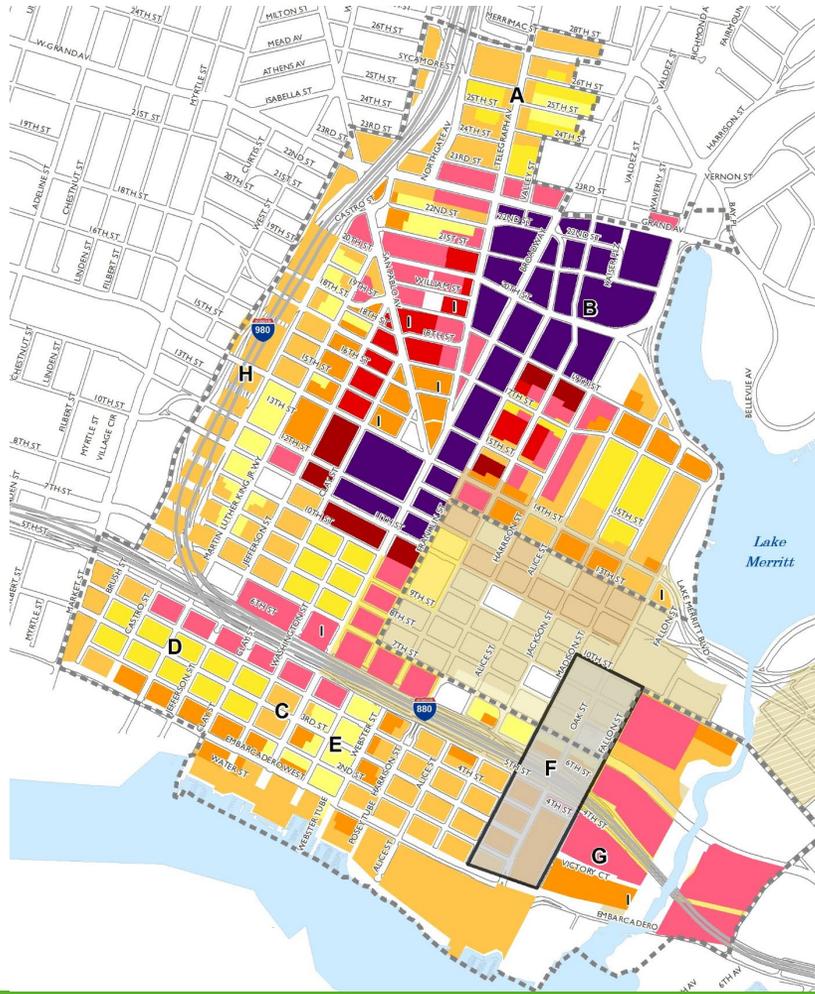
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Option 2: Retain Produce Market, allow residential development

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# STEP FOUR: BEGAN TO IDENTIFY PRELIMINARY RECOMMENDATIONS



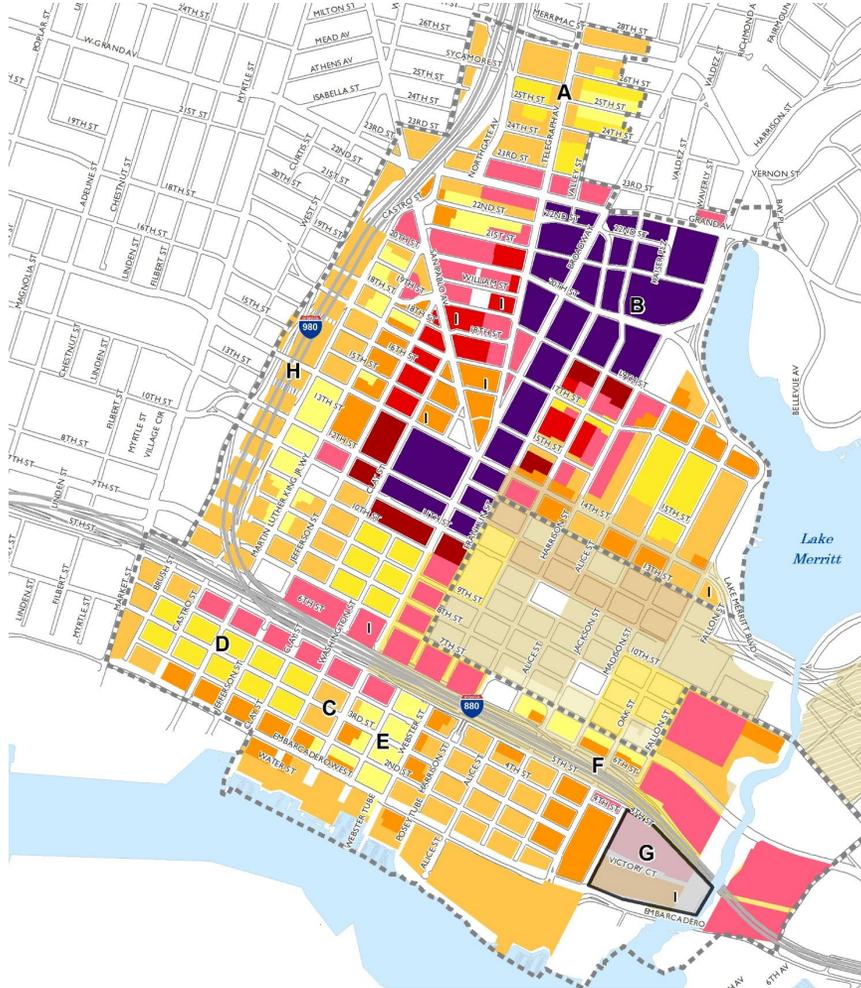
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Option 2: Change Zoning to conform to area's 'Mixed Use' General Plan designation, increase intensity toward BART



# STEP FOUR: BEGAN TO IDENTIFY PRELIMINARY RECOMMENDATIONS



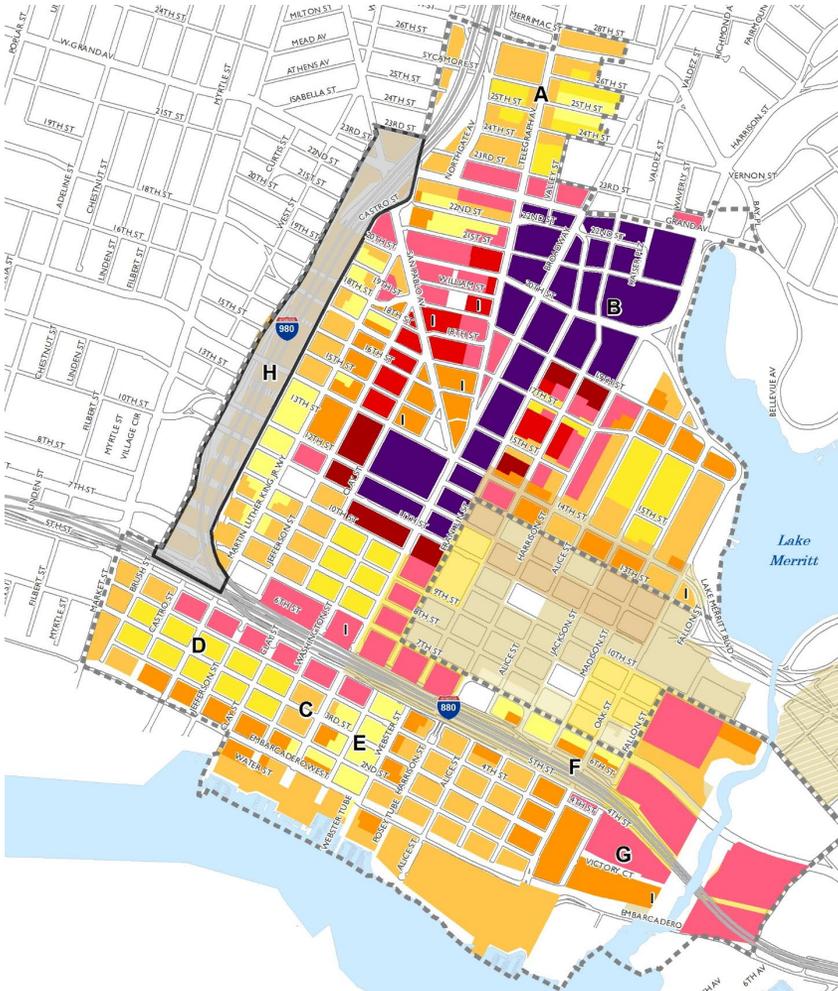
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Option 1: Revise General Plan and Zoning to maintain existing industrial character

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# STEP FOUR: BEGAN TO IDENTIFY PRELIMINARY RECOMMENDATIONS



## *I-980 Corridor*

Option 1. Maintain freeway, improve connections across corridor (near term)

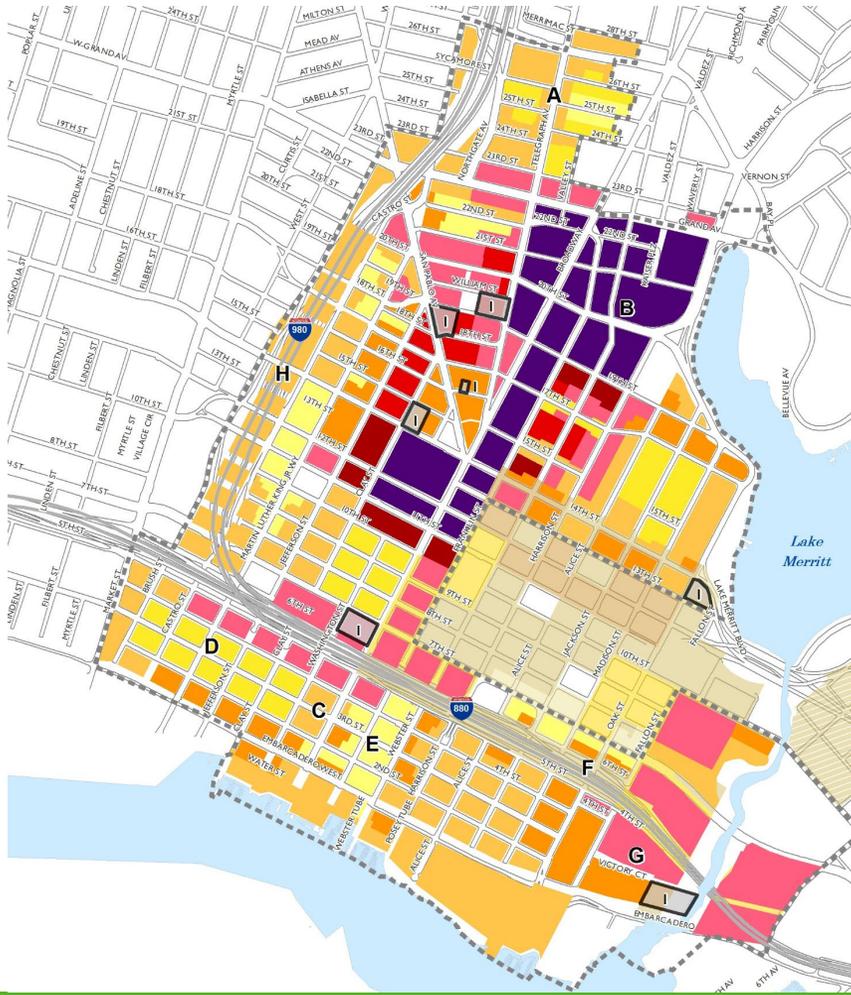


Option 2. Cap freeway, create linear park, allow some development

Option 3. Replace freeway with surface boulevard and new mixed use development (long term)



# STEP FOUR: BEGAN TO IDENTIFY PRELIMINARY RECOMMENDATIONS



## *Underutilized & Vacant City-Owned Properties*

Option 1. Emphasize community-desired benefits in the re-use of city-owned properties (only option evaluated)



# STEP FOUR: BEGAN TO IDENTIFY PRELIMINARY RECOMMENDATIONS

## Accessible Chinatown Streets Concept (7th, 8th, 9th Streets)

Option 1: Two-Way Streets with Wider Sidewalks on 8th Street



Option 2: One-Way Streets with Wider Sidewalks

# STEP FOUR: BEGAN TO IDENTIFY PRELIMINARY RECOMMENDATIONS

## Central Core (Broadway, Franklin, and Webster Streets)

**Option 1:** One-Way Protected Bike Lanes on One-Way Franklin and Webster St.

**Option 2:** Two-Way Protected Bike Lanes on One-Way Franklin and Webster St.

**Option 3:** Two-Way Protected Bike Lanes on Two-Way Franklin and One-Way Protected Bike Lane on One-Way Webster Street

**No preliminary recommendation yet made for this option**

# STEP FOUR: BEGAN TO IDENTIFY PRELIMINARY RECOMMENDATIONS

## Jack London-Lake Merritt Corridors (Madison & Oak Streets)

**Option 1:** One-Way Protected Bike Lane on One-Way Madison Street, Two-Way Protected Bike Lane on Two-Way Oak Street with One Parking Lane Removed

**Option 2:** One-Way Protected Bike Lanes on Two-Way Madison Street with One Parking Lane Removed

**No preliminary recommendation yet made for this option**

# STEP FOUR: BEGAN TO IDENTIFY PRELIMINARY RECOMMENDATIONS

## Going Big on Broadway Action Plan (Broadway)

Near Term Option: Transit Priority Corridor Implementation.

Long Term Option 1: Broadway Limited to Buses, Trucks, TNCs – Exclusive Bus Lanes, One-Way Truck/TNC Travel and Parking Lane.

Long Term Option 2: Broadway two-way transit only lanes and vehicular access restrictions with two-way separated bikeway.

**No preliminary recommendation yet made for this option**

# STEP FOUR: BEGAN TO IDENTIFY PRELIMINARY RECOMMENDATIONS

-  Opportunity
-  House People
-  Culture Keeping
-  Accessibility
-  Community Health

The Preliminary Draft Plan is based on:

**5** BIG IDEAS

# STEP FOUR: BEGAN TO IDENTIFY PRELIMINARY RECOMMENDATIONS



## Big Idea #1

**Opportunity:** Make downtown a racially and economically diverse regional business and employment center by

- (1) identifying office priority sites and targeting training for middle-wage jobs to fill those sites, and
- (2) growing new markets by investment in small independent businesses and businesses owned by people of color

# STEP FOUR: BEGAN TO IDENTIFY PRELIMINARY RECOMMENDATIONS



## Current Condition

- Low revenues to fund City services
- Huge wealth disparities
- Regional imbalance of jobs & housing leading to transit overload and inadequate opportunity for residents

## Potential City Investment/Policy

- Dedicate office priority sites
- Expand equitable business and employment initiatives and partnerships with the tech sector

## Measures of Success

- Increase in property tax, business tax, sales tax and transient occupancy tax
- Narrowing of the unemployment rate gap between Oakland's White and Black and Latino residents

# STEP FOUR: BEGAN TO IDENTIFY PRELIMINARY RECOMMENDATIONS



## Big Idea #2

**House People:** Make/keep downtown a mixed-income residential area by building X new affordable housing units



# STEP FOUR: BEGAN TO IDENTIFY PRELIMINARY RECOMMENDATIONS



## Current Condition

- Insufficient affordable housing
- High housing cost burden
- Highest displacement and cost burden experienced by people of color (esp. African Americans)

## Potential City Investment/Policy

- Prioritize use of some portion of existing affordable housing funds in downtown – by adapting scoring criteria rather than limiting the use of funds
- Develop additional housing funds through increased impact fee or inclusionary housing requirement
- Consider value capture program (for areas being up-zoned)

## Measures of Success

- Number of housing units constructed across the various income categories meets/exceeds RHNA (or DOSP target)
- Reduction in disparity of housing cost burden

# STEP FOUR: BEGAN TO IDENTIFY PRELIMINARY RECOMMENDATIONS



## Big Idea #3

**Culture Keeping:** Leverage Oakland's vibrant diverse cultures as an engine for cultural innovation and economic growth by establishing and implementing cultural districts

# STEP FOUR: BEGAN TO IDENTIFY PRELIMINARY RECOMMENDATIONS



## Current Condition

- Declining shares of African American and Asian residents
- Unaffordable art/ artisan production space
- Displacement of ethnic-cultural businesses

## City Investment/Policy

- Establish a cultural districts program
- Invest in marketing and branding for cultural districts, a network of public spaces and culturally-relevant streetscape elements, and public art
- Explore regulations that could help preserve and encourage arts, culture, and artisan production spaces

## Measures of Success

- Share of African American and Asian residents
- Number of businesses owned by people of color

# STEP FOUR: BEGAN TO IDENTIFY PRELIMINARY RECOMMENDATIONS



## Big Idea #4

**Connectedness/Accessibility:** Connect people across Oakland to downtown by expanding transit and related bike and pedestrian access

# STEP FOUR: BEGAN TO IDENTIFY PRELIMINARY RECOMMENDATIONS



## Current Condition

- Infrequent, undependable and circuitous transit
- Pedestrian accidents (African Americans more likely to be harmed)
- Freeways on the west and south edges of downtown, and uninviting

## City Investment/Policy

- Streetscape investments (including in curb ramps)
- Invest in dedicated transit lanes on Broadway, 7th St., Oak St. and San Pablo Ave.
- Connect together the Lake Merritt, Channel, and Estuary waterfronts into a “Green Loop” around downtown

## Measures of Success

- Vehicle-Pedestrian accidents by race
- Bus frequency

# STEP FOUR: BEGAN TO IDENTIFY PRELIMINARY RECOMMENDATIONS



## Big Idea #5

**Community Health:** Improve air quality, safety, and health outcomes by reducing private vehicle trips and shifting to electric energy sources and urban “greening.”

# STEP FOUR: BEGAN TO IDENTIFY PRELIMINARY RECOMMENDATIONS



## Current Condition

- High asthma rate for African Americans
- Sea level rise and other environmental stressors leaving those in disinvested areas most vulnerable
- Small businesses unable to thrive due to limited foot traffic, fear of crime
- Parks in need of more regular maintenance and upgraded amenities

## City Investment/Policy

- Reduce greenhouse gas (auto trips and building heating)
- Improve parks and develop Green infrastructure plan
- Create more eyes-on-the street through increased business, residential and social activity

## Measures of Success

- Reduction in total asthma rate and disparities by race
- Reduction in Greenhouse Gases (GHG)

# COMMUNITY ENGAGEMENT FOR PRELIMINARY DRAFT PLAN

Informational Public Hearings (to receive feedback on the Preliminary Draft Plan – no formal action will be made at these hearings)

- Planning Commission (**January 9, 2019**)
- Bicycle and Pedestrian Advisory Commission (BPAC) (**January 17, 2019**)
- Landmarks Preservation Advisory Board (LPAB) (**January 14, 2019**)

# COMMUNITY ENGAGEMENT FOR PRELIMINARY DRAFT PLAN

## Community Engagement

- Meetings of existing community organizations (**January-February 2019**)
- Open house or other community event (**Mid-January 2019**)
- Community Advisory Group meeting (**Mid-January 2019**)
- Website survey & social media (**January-February 2019**)

## Discussion

- Would an open house format be an inclusive way to present the Preliminary Draft Plan? If so, what would be the most approachable format for presenting info and getting feedback? If not, what are alternative ideas?
- How should we advertise the community event? How can CAG members help get the word out to their constituents? How can the City support this?

## Discussion

- Which groups should we reach out to present at one of their regular meetings? Which organizations? Are there other types of organizations we should be prioritizing?
- We've been in touch with the organizations below:
  - Neighborhood associations (Old Oakland, etc.)
  - Chambers of commerce
  - East Oakland Collective
  - Oakland Food Policy Council
  - City Commissions: Youth Commission, Mayor's Commission on Persons with Disabilities
  - Arts & Culture districts: BAMBD CDC, Art + Garage District

# Downtown Oakland Specific Plan Environmental Review

## Environmental Impact Report Overview

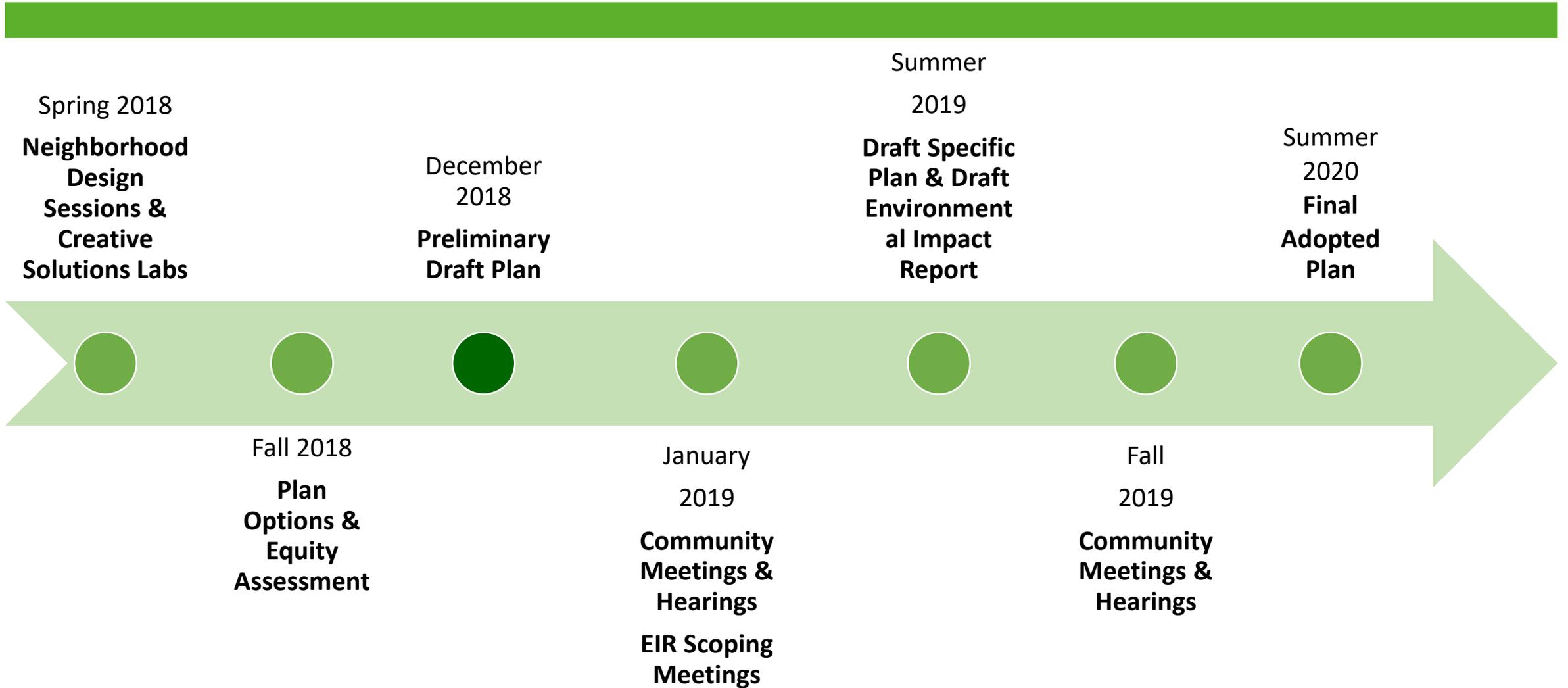
### Purpose

- Evaluate potential impacts on the environment, ways to mitigate potential adverse impacts and alternatives to the Project

### Schedule & relationship w/Draft Plan process

- Linking draft plan with EIR process to better synchronize and integrate
- Grant deadline of August 2019
- Scoping Sessions (**January 14, 2019** at Landmarks Preservation Advisory Board and **January 23, 2019** at Planning Commission)

# PROCESS



The  
Downtown  
Oakland  
Specific Plan



# WINTER 2019 PUBLIC REVIEW / PUBLIC HEARINGS

**Purpose:** to have the public review and provide input on the Preliminary Draft Plan to provide input; feedback to be incorporated into the Draft Plan (anticipated by Summer, 2019)

**CAG meeting week of Jan 8** to review Preliminary Draft Plan

**Community meetings** (dates to be determined)

**Announcements/outreach** (for above events)

- E-blasts, hard copy flyers distributed, press release/newspaper notices, social media

## **Public Hearings**

- Planning Commission **Jan. 1** (Preliminary Draft Plan)
- Landmarks Preservation Advisory Board **Jan. 14** (EIR Scoping Session)
- Bicycle Pedestrian Advisory Committee **Jan. 17** (Preliminary Draft Plan)
- Planning Commission **Jan. 23** (EIR Scoping Session)

# STAY INVOLVED

- Visit the **website** for past publications, meeting notes and info: <http://bit.ly/oakdosp>
- Join the **mailing list** for updates on publications and meeting dates: <http://bit.ly/oakdosp> (“Subscribe for Updates”)
- Next step: **review** Preliminary Draft Plan (available at the end of December 2018)



Young meeting participants share their ideas



**END**