

# Howard Terminal Waterfront Ballpark Community Benefits Agreement Community Forum - Convening

Leveling the Playing Field with Equity,  
Engagement and Economy

January 11, 2020

# AGENDA

- Welcome and Purpose
- Community Benefits Agreement (CBA) Overview
- Equity Overview
- Process Roles and Responsibilities
- CBA Topic Discussions



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## Meeting Purpose



Start the CBA process



Establish EQUITY as the foundation



Get you involved



# CBA Overview

Veronica C. Cummings

City Administrator's Office

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## Why a Howard Terminal CBA?



- A legal agreement that ensures various types of benefits from development projects materialize for those who need them most.
- Required for the Howard Terminal Waterfront Ballpark

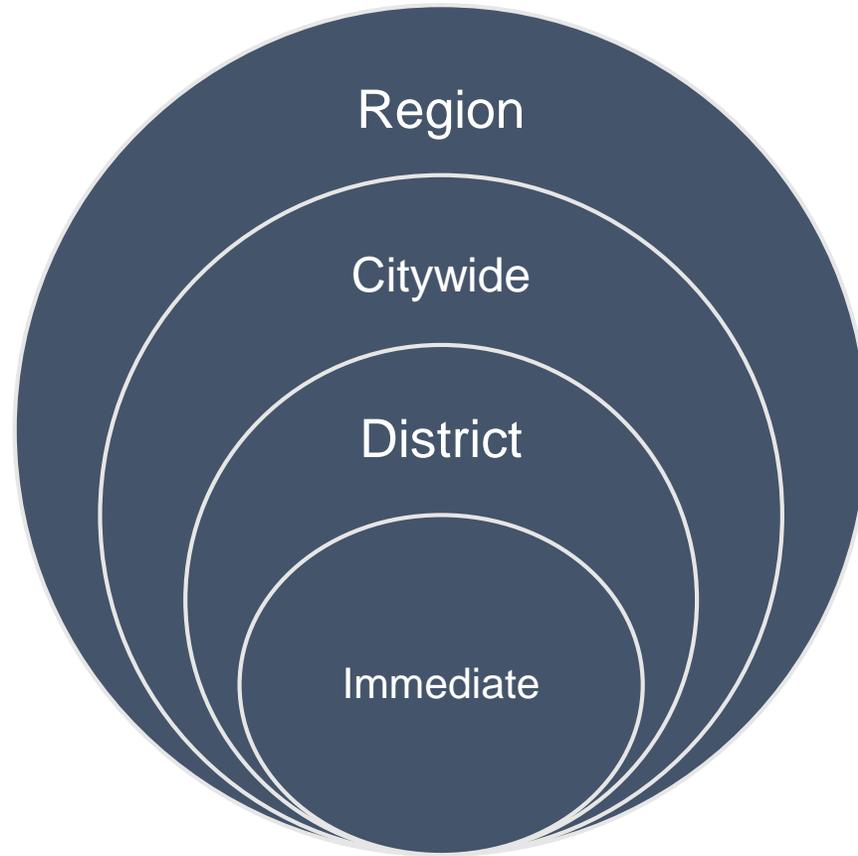
## <sup>6</sup> About this CBA

### Equity Centered

- In Oakland, determines the needs and distribution of resources through an equity approach

### Areas of Focus:

- West Oakland
- Old Oakland
- Jack London District
- Chinatown



**“Community” Defined**

# Common Community Benefits Agreements Components

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LOCAL HIRE



LIVABLE WAGE



JOB TRAINING

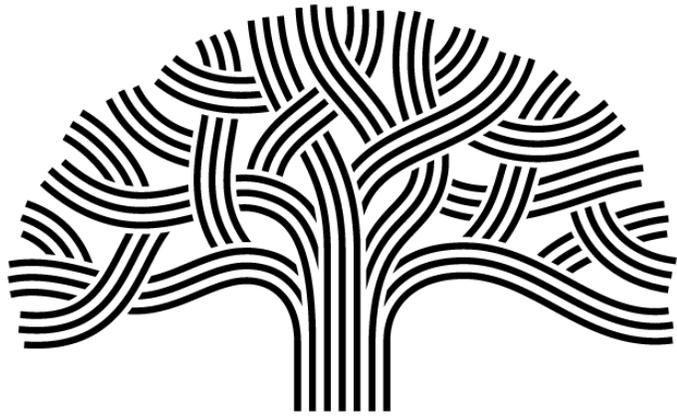


AFFORDABLE  
HOUSING



ENVIRONMENTAL  
& PUBLIC HEALTH  
PROTECTIONS

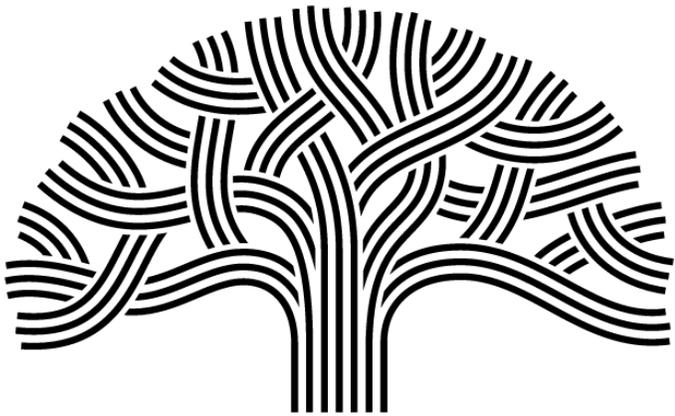
# CBA 3.0



Use data to identify **existing conditions** for groups that are impacted by **disparities**/racial inequity that are **barriers** to participation in **benefits** of the proposed project.

# CBA 3.0

- Consult with those most impacted by disparities to identify:
  - Root causes of existing racial disparities.
  - Specific strategies needed to address root causes of disparities.
  - Any additional burdens on community needing to be addressed.



# CBA 3.0



How can Community Benefits Agreements contribute to more **equitable** and **meaningful** outcomes?



How can marginalized communities be made better off through Community Benefits Agreements?

CBA 3.0  
Equity  
Process

Disparity + Root Causes +  
Strategies + Measure Impacts



Significant economic, cultural  
and recreational benefits *and*  
renew a sense of possibility for  
all Oakland residents

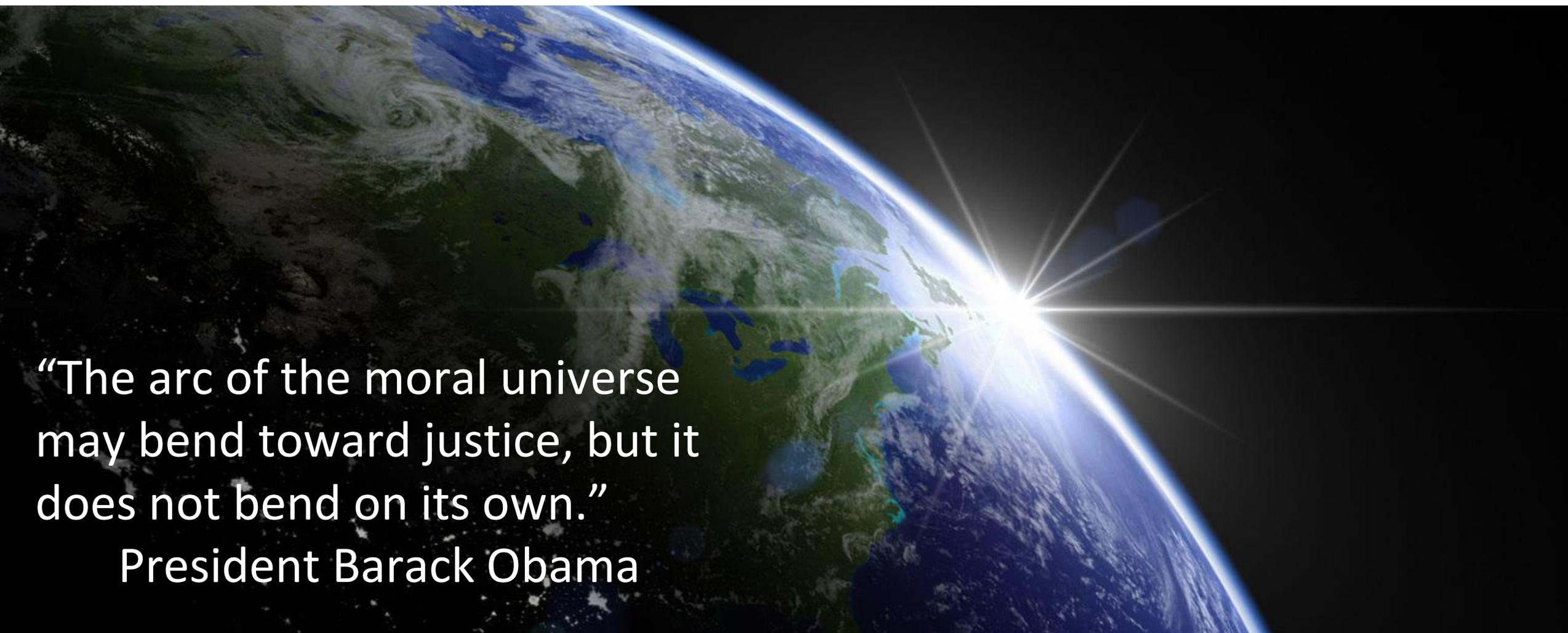


# Equity Overview

Darlene Flynn, Director

Race & Equity Department

# Implementing Racial Equity

A satellite view of Earth from space, showing the Americas and a bright sun rising over the horizon. The sun is positioned on the right side of the frame, creating a lens flare effect. The Earth's surface is visible, showing green landmasses and blue oceans. The horizon line is curved, and the sun is just above it, casting a glow over the planet.

“The arc of the moral universe  
may bend toward justice, but it  
does not bend on its own.”

President Barack Obama

# What is Equity?



**EQUALITY**



**EQUITY**

# Eq-ui-ty (*ek-wi-tee*), noun

- Just and fair inclusion.
- An equitable society is one in which all have access to what they need to participate and prosper.
- The goal of equity work is to create conditions that allow all to reach their full potential.
- In equitable conditions race, or other social markers would not predict differences in life outcomes.



EQUALITY



EQUITY

# Process Design for Equitable Outcomes

Step 1

**Name the desired future condition** – *All residents of the City of Oakland are economically secure and living in thriving, healthy communities (begin with the end in mind).*

Step 2

**Use disparity data to understand current conditions** – *African American, Indigenous, Latinos and some Asian groups over represented in poverty, unemployment, unsheltered, living with poor health outcomes and shorter life expectancy.*

Step 3

**Work with the impacted community** - *to complete a root cause analysis to deepen understanding of the problem, and to determine what program elements and partnerships are needed to respond comprehensively.*

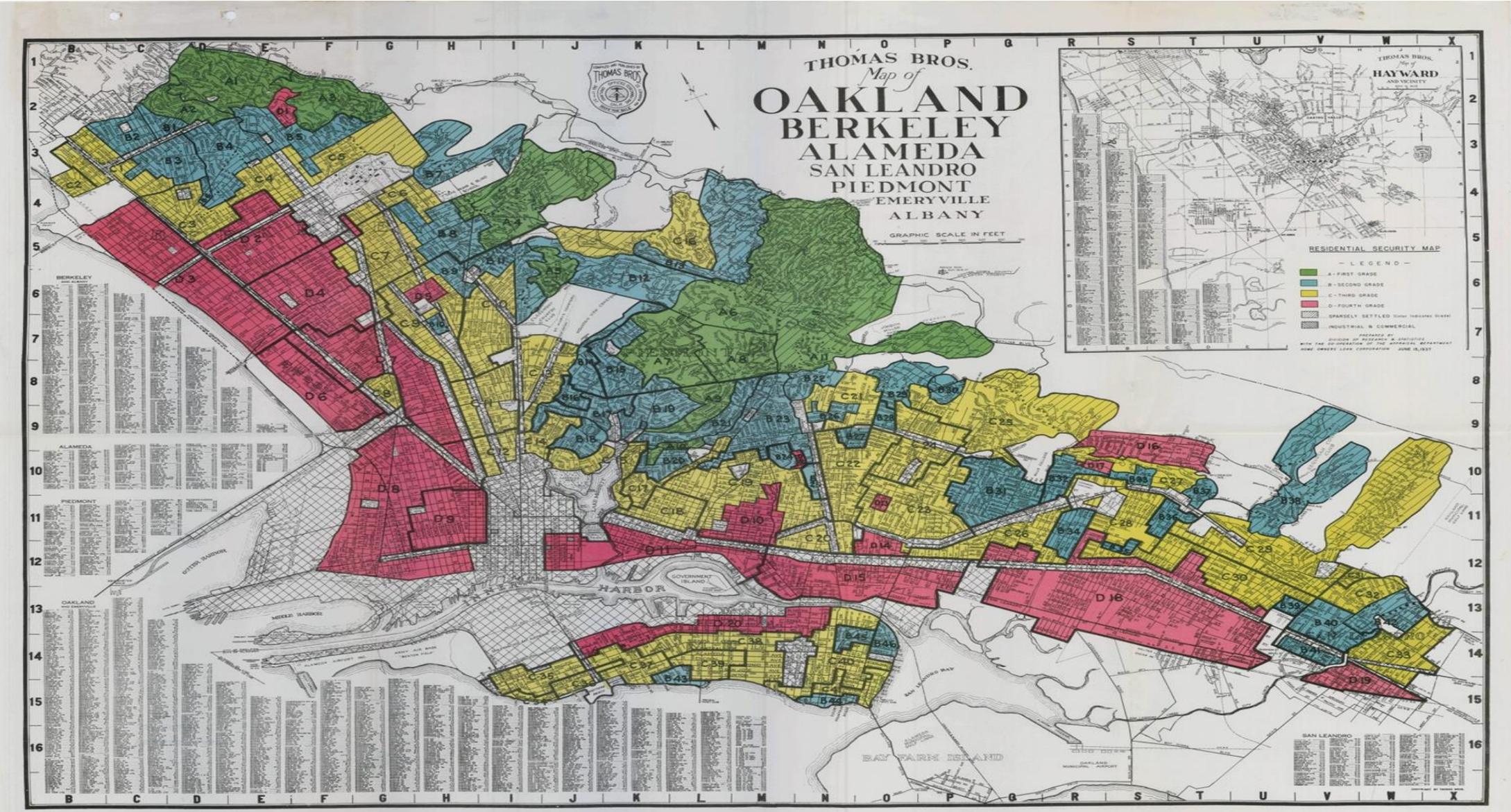
Step 4

**Design equity approaches that remove barriers, with rigorous performance measures** – *aim to address root causes of disparities and to remove barriers to access.*

Step 5

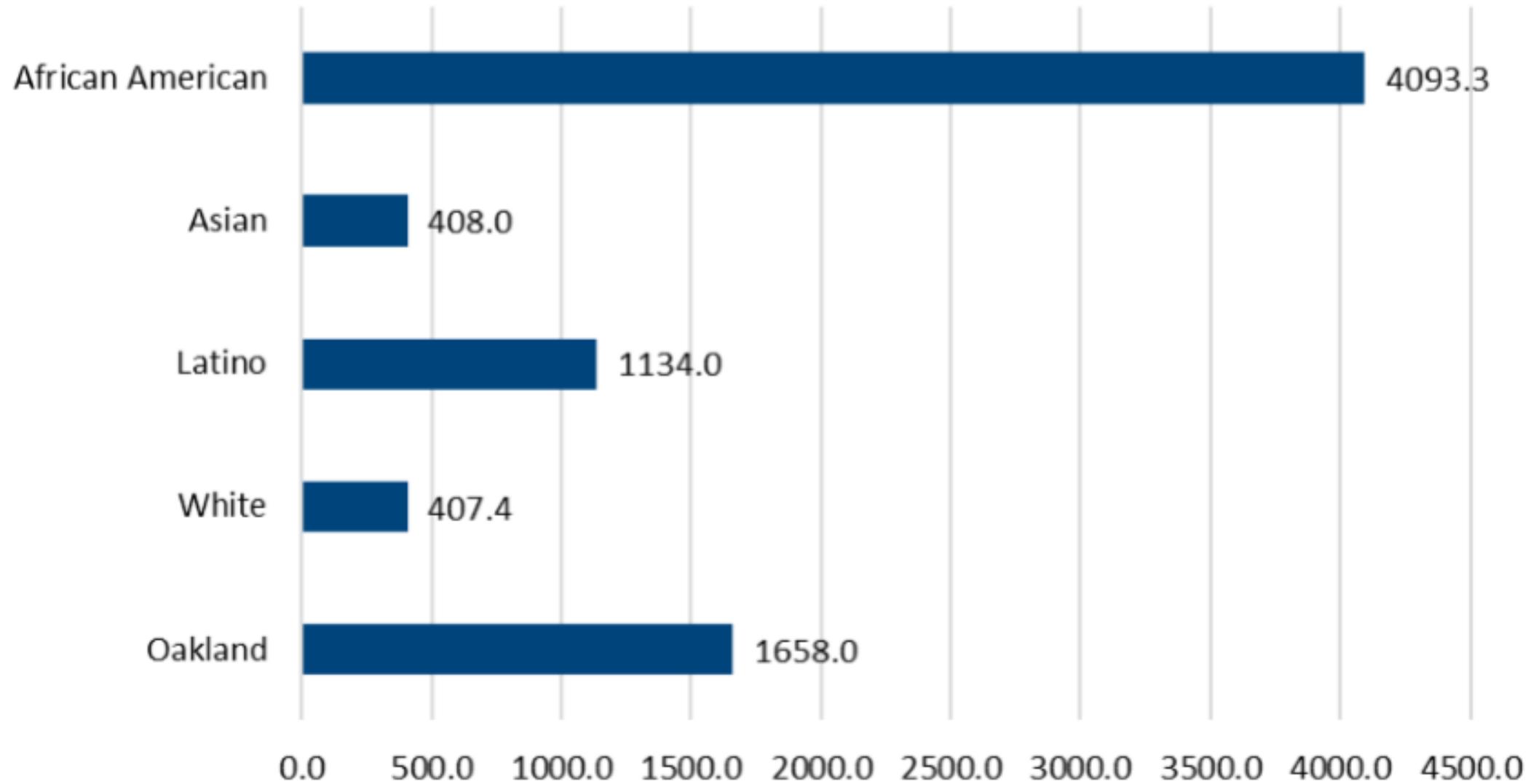
**Repeat Steps 2 - 5 as needed** – *in a continuous improvement loop until desired future conditions from Step 1 are achieved.*

# Address Inequity Inscribed in Geography



# Identify Root Causes of Racial Disparities

## Asthma related ER visit rates for children under 5



Source: California Office of Statewide Health Planning and Development by request, 2013-3Q2015

# Disparity Root Cause Analysis

**Work with the impacted communities to determine:**

- What are the causes and forces that contribute to the racial disparity you see in the data? Gather lived experiences of these forces.
- What/if any new factors do you anticipate affecting the disparity the future (particularly if related to this project)?
- Dig deep and try to identify all the “root causes” (ask “WHY” 3-5 times!)

# Asthma ER Visits for Children Under 5

Ask “Why” 3-5 Times	Examples of Root Causes
Why?	Urgent asthma “attacks”, can’t breathe
Why?	Black children disproportionately have asthma
Why?	Prevalence of poor air quality in historically redlined neighborhoods
Why?	Limited access to basic health care
Why?	Poor/low income conditions, can’t afford it
Why?	Limited access to living wage jobs/benefits
Why?	Limited access to quality education, job preparation
Why?	Schools in low-resource neighborhoods tend to have poor outcomes

# Identify Possible CBA Elements

*That address root causes of disparities and/or to remove barriers to access to opportunity that is needed by groups most impacted. No one program or policy will completely eliminate disparities, but over time multiple strategies can have an impact.*

***(Your work should not become a research project for evidence-based practices only!)***

Use the following categories to stimulate thinking:

- Low-cost, no-cost ideas
- Ideas identified through community knowledge
- Promising practices
- Out of the box - “imagine if” ideas
- Practices that have been proven effective with and vetted by the specific groups most impacted by racial disparity

(Adapted from Result Based Accountability Training by Erika Bernabei)

# Examine Strategies for Elements that Impact Racial Disparities

1. What is the intended racial equity impact of this proposal?
2. What specific barriers, or access issues related to disparities does this proposal address?
3. How were communities most impacted by racial disparities involved in identifying/vetting this strategy?
4. What benchmarks/measurements could be used to track progress toward improving outcomes for those most impacted by disparities?
5. How will we know that groups most impacted by racial disparities are better off as a result of this program/proposal?

# Prioritize Proposals that Advance Equity



- Intentional focus on closing disparities
- Working with impacted communities to identify and address root causes
- Increasing access to opportunity
- Improving outcomes for those most impacted by disparities



# Equitable Outcomes Through the Howard Terminal CBA

Veronica C. Cummings  
City Administrator's Office

# Baseline Indicators



Median Income



Housing



Unemployment



Educational  
Attainment



Household  
Computer and  
Internet Access

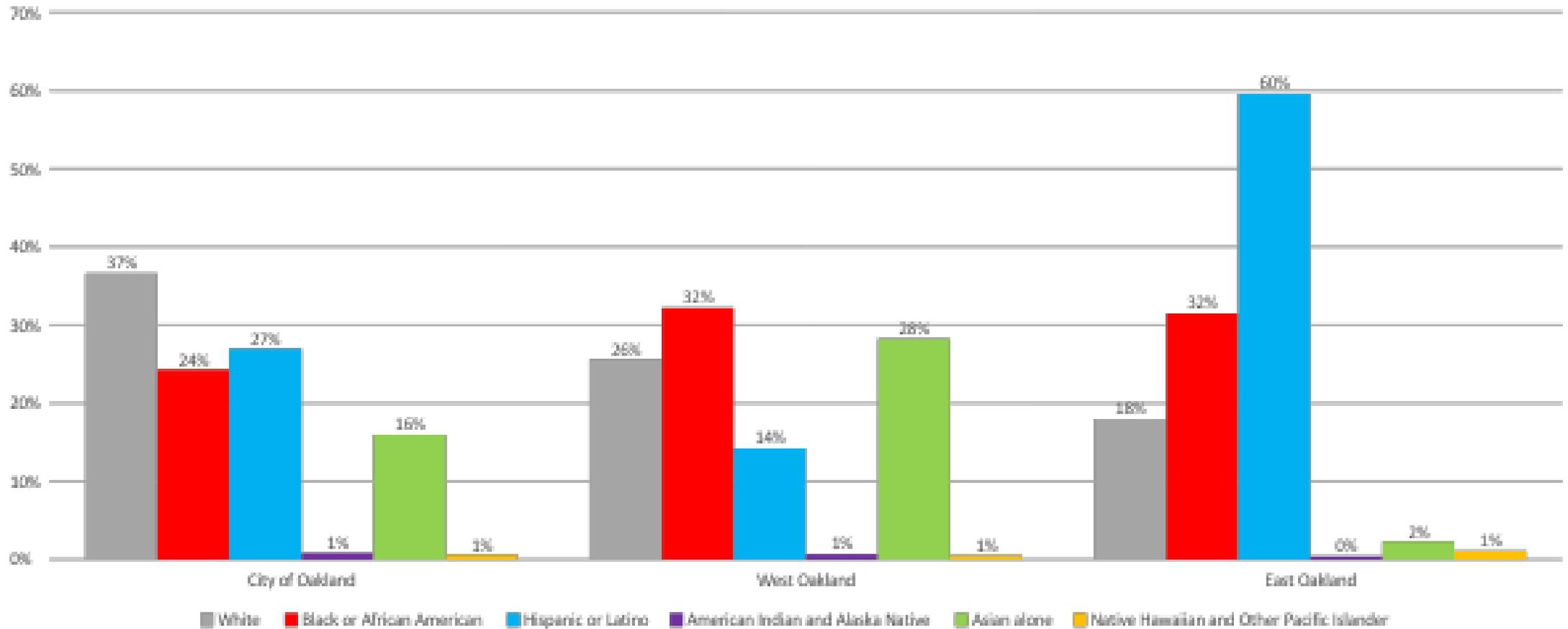


Transportation

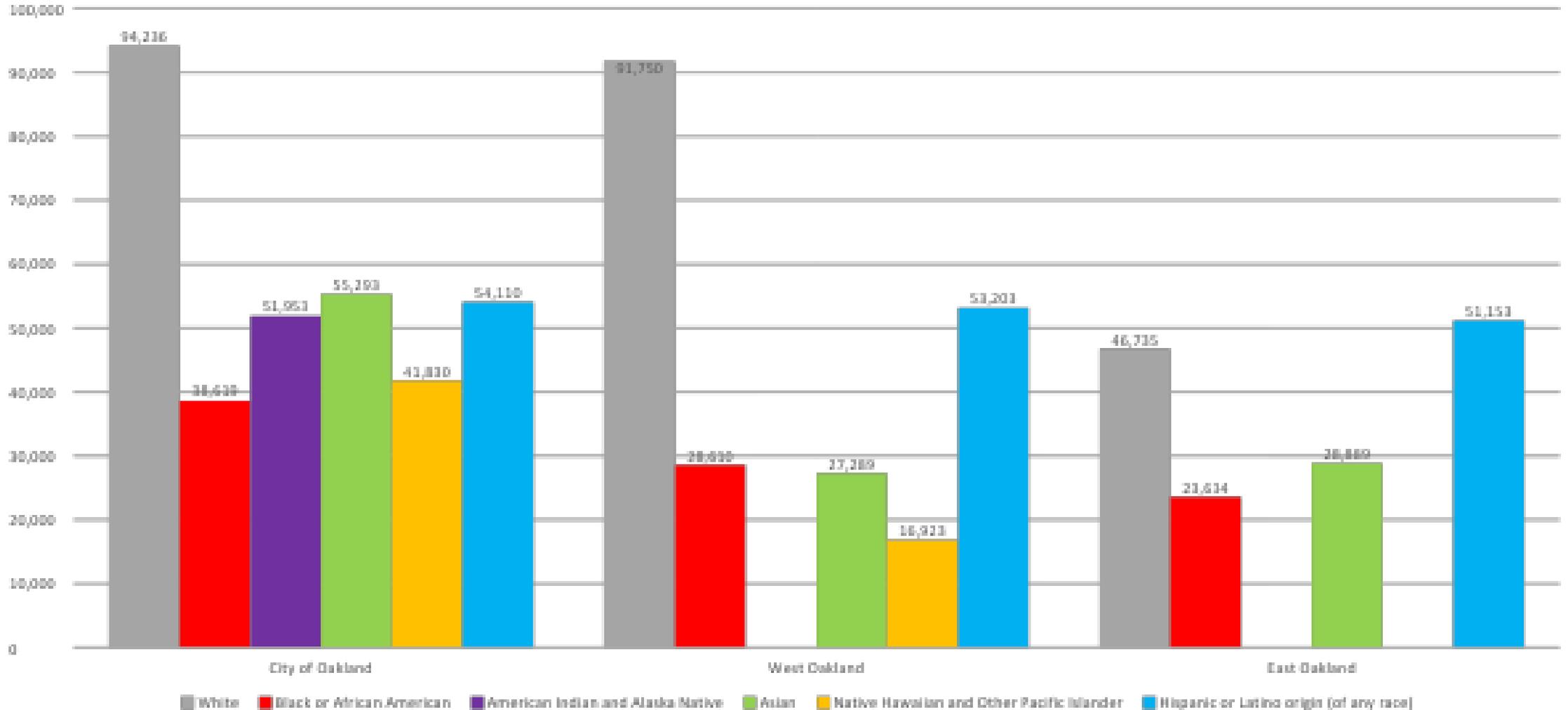


Health

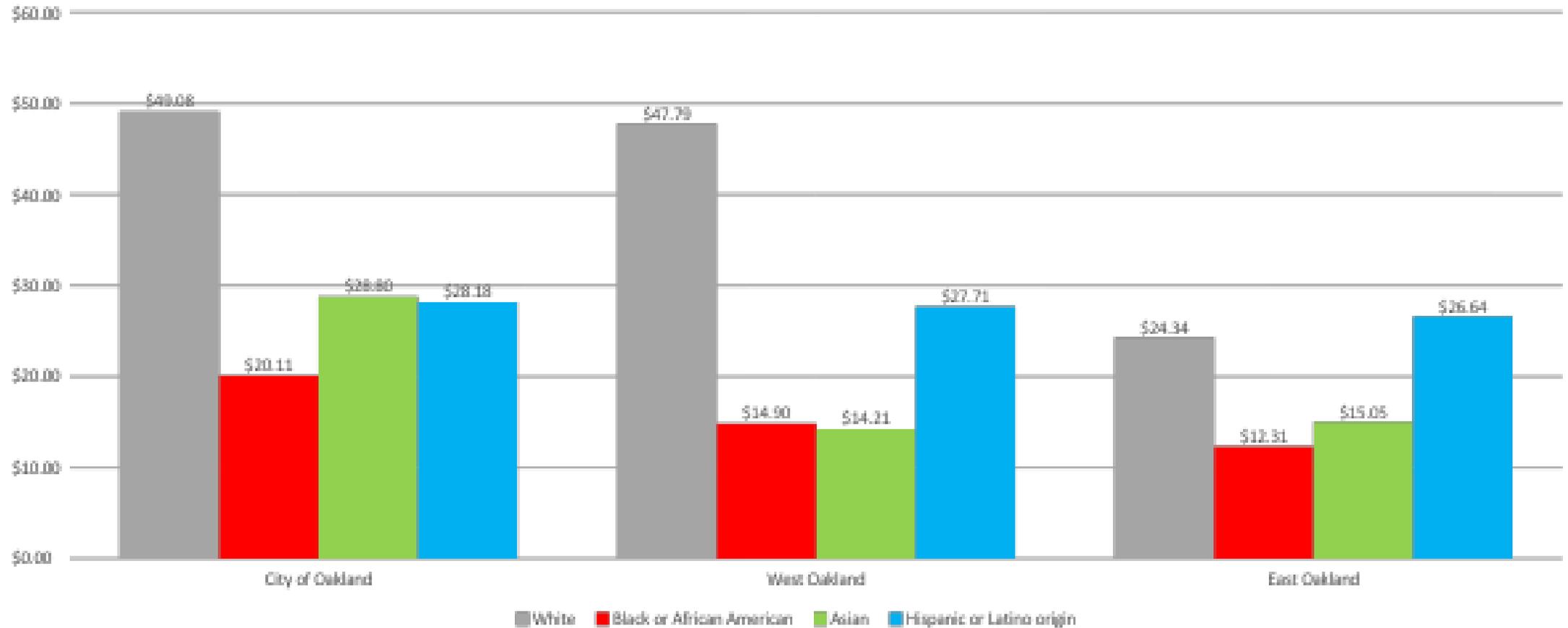
# Population Stats



# Median Income

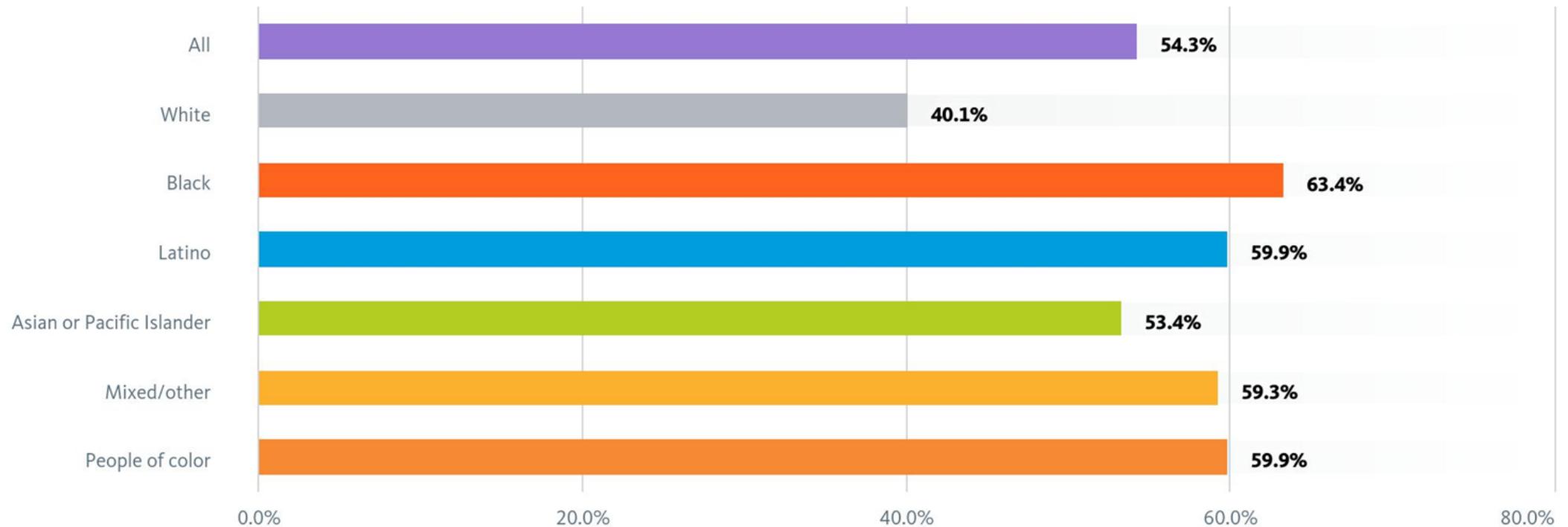


# Median Income: Hourly Wage



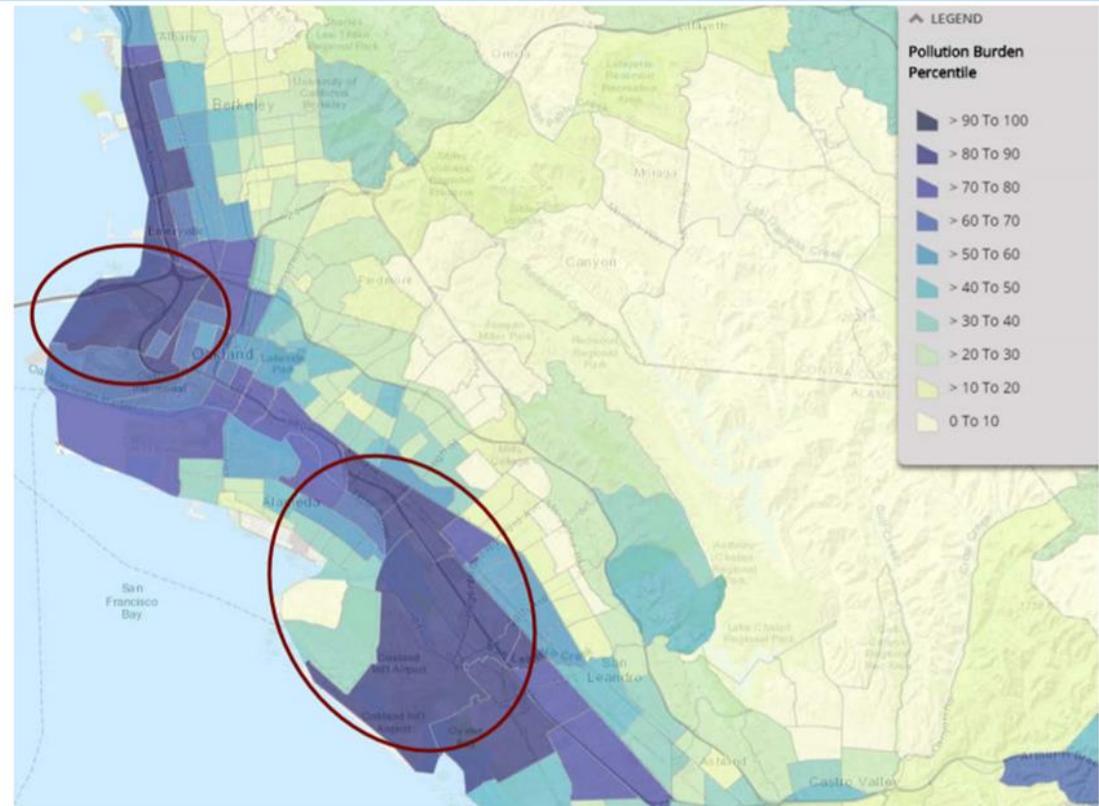
# Housing

Housing burden by tenure and race/ethnicity: Oakland City, CA, Renters, 2015

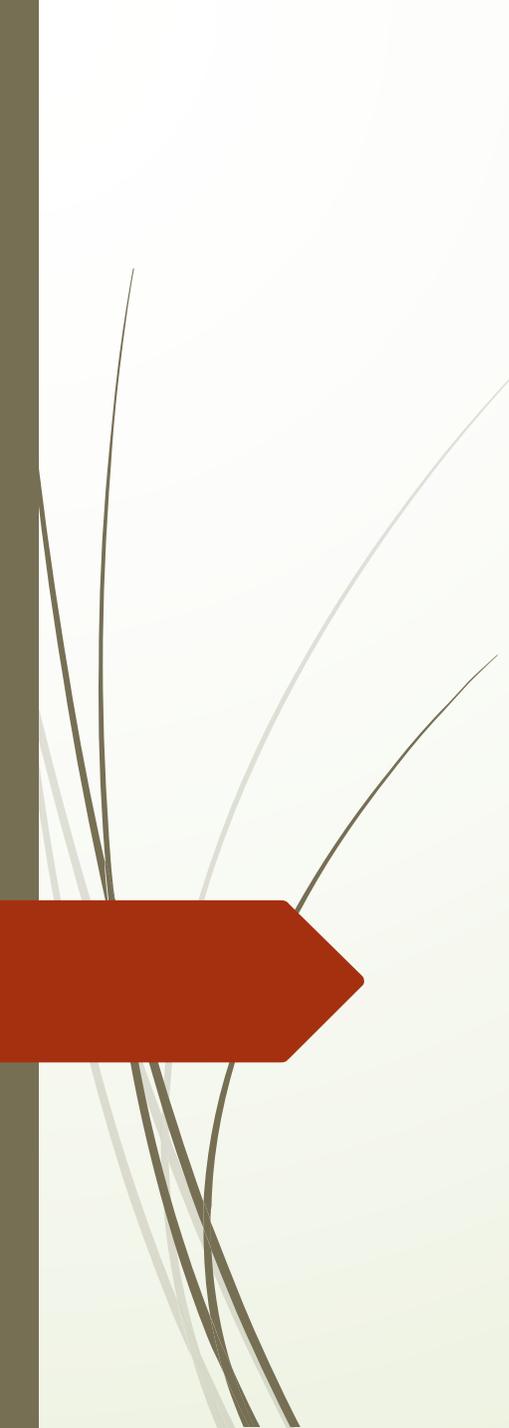


# Health

**High levels of air pollution** are observed in parts of West and East Oakland near the Port and along the I-880 corridor.



Source: BAAQMD Air Pollution & Health Impacts Report, June 4, 2018



# Howard Terminal CBA Process, Roles, and Responsibilities, Public Participation and Schedule

Surlene Grant

# A Successful Collaborative Process – by design and with your input

Transparent

Interest Based

Diversity of  
stakeholders  
Diversity of  
thought

Open Dialogue

Joint Fact Finding  
/ Problem Solving

Community  
Based

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**Public  
Participation  
and  
Engagement**

**Topic  
Cohorts**

- Open to all Oakland stakeholders
- Meet ~2 times / month (6+ meetings)

**Steering  
Committee**

- Members from Topic Cohorts, Focused Neighborhoods, Port, City and Oakland A's
- Represents different interests to form CBA content
- Meet ~1-2 times / month (8+ meetings)

**Process  
Planning  
Group**

- Bi-Weekly meetings regarding agenda planning, meeting content and scheduling
- City, Port, Oakland A's, 2 community reps, and facilitator

## Your Participation

- Work within this process
- Work in context of the whole
- Learn together
- Make suggestions to address racial disparities
- Commit the time needed



## Schedule

When	Who	Activity
January	Steering Committee	Formation / Agreements / Topics
January February	Topic Cohorts	Define Need in terms of Equity/Propose elements to address Need
February March	Steering Committee	Define outcomes / Framework of CBA
March	Topic Cohorts	Submit proposals to SC
April May	Steering Committee	"Draft" of CBA
May June	Steering Committee Topic Cohorts Other parties	Feedback/ Review / Finalize



# Introduction to the Topic Cohorts

Surlene Grant

## Topic Cohorts



- Housing
- Transportation
- Education
- Economic Development/Jobs
- Culture Keeping / History
- Community Health & Safety
- Environment

## What's Next:

### Topic Cohort

January 22  
6:30pm-8:30pm  
CSUEB Oakland  
Center

### Topic Cohort

February 10  
6:30pm-8:30pm  
Location TBA

### Steering Committee

January 25  
10:00am-2:00pm  
Location TBA



**SELECT TOPIC COHORT  
REPRESENTATIVE**



**DEFINE  
AGREEMENTS**



**STEERING COMMITTEE  
CONVENES**