



The East Oakland Collective

A membership cohort of millennials+ invested in the state of deep East Oakland.

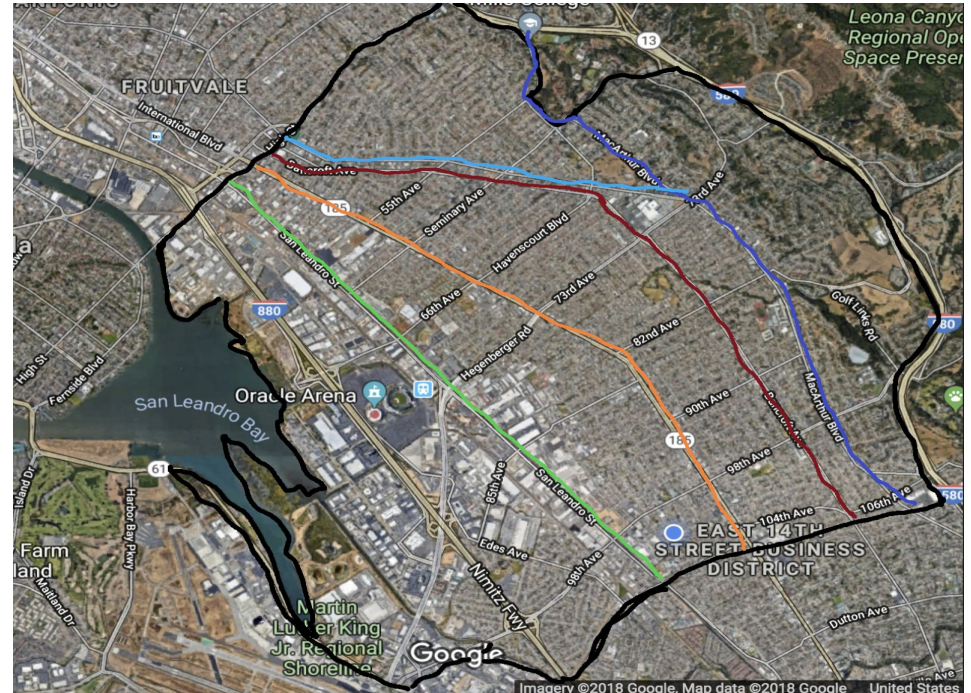


Mission



The East Oakland Collective (EOC) is a member-based community organizing group invested in serving the communities of deep East Oakland by working towards racial and economic equity. With programming in civic engagement and leadership, economic empowerment and homeless services and solutions, we help amplify underserved communities from the ground up. We are committed to driving impact in the landscape, politics and economic climate of deep East Oakland.

Who We Are & Serve



Black border = deep East Oakland.



Focus Areas

We are invested in making impact in the following areas:

**Civic Engagement &
Leadership**

**Economic
Empowerment**

**Homeless
Services &
Solutions**

Civic Engagement & Leadership

- Campaign for Age, Race and District Diversity on City of Oakland Boards and Commissions
- **City of Oakland Bike Plan Update Community Workshops**
- Partner with East Oakland Neighborhoods Initiative (EONI)



Economic Empowerment

- East Oakland SuSu Lending Circle Program
- Partner with [East Oakland Black Cultural Zone Collaborative](#)



Homeless Services & Solutions

- [Feed the Hood](#)
- Homeless Rapid Response Team (HRRT) Deep East Oakland
- Partner with Housing and Dignity Project
- Member of Homeless Advocacy Working Group (HAWG)



LET'S BIKE OAKLAND COMMUNITY WORKSHOP

CALLING ALL EAST OAKLAND RESIDENTS!

Join us for an **interactive design lab** to co-reate and brainstorm policies around a **biking network** relevant to the culture and residents of East Oakland.

LOCATION

Cristo Rey De La Salle East Bay High School
(St. Elizabeth campus)
1530 34th Ave, Oakland, CA 94601

RSVP & DETAILS:

letsbikeeastoakland2.eventbrite.com

Saturday, June 30

Drop in:
10am - 2pm

Free bike raffle!

CALLING ALL EAST OAKLAND RESIDENTS!

Join us for a community workshop on the Oakland Bike Plan Update with a special conversation on anti-displacement efforts in Oakland.

Wednesday, March 21

6 - 8:00pm

Free bike swag!

LET'S BIKE OAKLAND COMMUNITY WORKSHOP

THE MEETING

Want to learn about bike infrastructure?

How do bike lanes, racks and more end up in our communities?

Do bike lanes mean gentrification?

Attendees will have a chance to win a scraper bike!



THE TIME & LOCATION

Wednesday, March 21, 2018
6 - 8:00 pm

East Oakland Boxing Association
816 98th Ave.
Oakland, CA 94603

Dinner served. Kid friendly.
Wheelchair accessible.

RSVP: letsbikeeastoakland1.eventbrite.com



MAR
27

March General Body Mtg: Let's Bike Oakland Plan Review

Public · Hosted by [The East Oakland Collective](#)



Support Bike Jobs

LET'S 
OAKLAND

Program Idea

Does this respond to what we've heard
and benefit underserved Oaklanders?
Yes or No

Comments

Create stipend program for unhoused people who are bike mechanics to work as bike shops

Cost: \$\$\$ Timeline: 2-3 years

Create stipend program for certified instructor training

Cost: \$ Timeline: 1 year or less

Provide funding for starting up bike repair shops

Cost: \$\$ Timeline: 2-3 years



Create a Culture of Biking

LET'S 
OAKLAND

Program Idea

Does this respond to what we've heard
and benefit underserved Oaklanders?
Yes or No

Comments

Create program to support community led bike rides

Cost: \$ Timeline: 1 year or less

Create annual street closure program

Cost: \$\$\$ Timeline: 3-5 years

Augment bike education at Oakland public schools

Cost: \$\$ Timeline: 3-5 years

Equity Framework



Accessibility:

- Increase access to job training opportunities
- Create more opportunities for bike education
- Access to more local bike repair services owned and operated by community members that live there



Health & Safety:

- Job training can reduce barrier for unhoused Oaklanders and create job opportunities
- Increase bike safety awareness through bike education opportunities
- Help disadvantaged communities promote, educate, and fix bicycles



Affordability:

- Create jobs in disadvantaged community that serve local community members
- Reduce the cost for disadvantaged communities to receive certified training
- Community builds ownership of neighborhood resources and investment



Process:

- Empower unhoused individuals to build opportunities
- Provide opportunities for disadvantaged own communities about biking

LetsBikeOakland.com



Equity Framework



Accessibility:

- Assists disadvantaged communities in creating their own larger community events
- Increases access to education while providing new destinations for community engagement



Affordability:

- Support rooted culture and local community investment
- Incentivizes community members to use bicycles as low cost alternate mode of transportation



Process:

- Support disadvantaged communities to create ownership and culture of how biking should be in their community

LetsBikeOakland.com

 City of
Oakland | Department of
Transportation





COMMUNITY PRIORITY

SUPPORT THE LOCAL BICYCLING ECONOMY



WHAT WE HEARD

Overall there was a concern that there was a lack of bike shops (both non-profit and for profit) in East Oakland. Many people want to see more bike services run by or rooted in people of color and family-owned bike shops. In addition, many felt that bike programs should provide employment opportunities for low to no-income Oaklanders that already have technical skills or are interested in job training.



WHAT WE'VE PROPOSED

The City of Oakland is interested in supporting a bicycling economy that supports Oakland-based entrepreneurs, and extends into East Oakland. There is an opportunity financially support bike mechanic job training, and League Cycling Instructor training, which is often a necessity for being hired to lead group rides.

Proposed Initiatives:

- Create stipend program for unhoused people to get job training as mechanics at bike shops
- Create stipend program for League Cycling Instructor (LCI) training
- Encourage small local bike shops and businesses to be recognized as Bicycle Friendly Businesses through the League of American Bicyclists

FIRST STEPS

OakDOT will explore other agencies and organizations to partner with to develop a plan for the proposed programming.