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Ideas + Action for a Better City

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#CommunityBenefits



Doing Community Benefits Right

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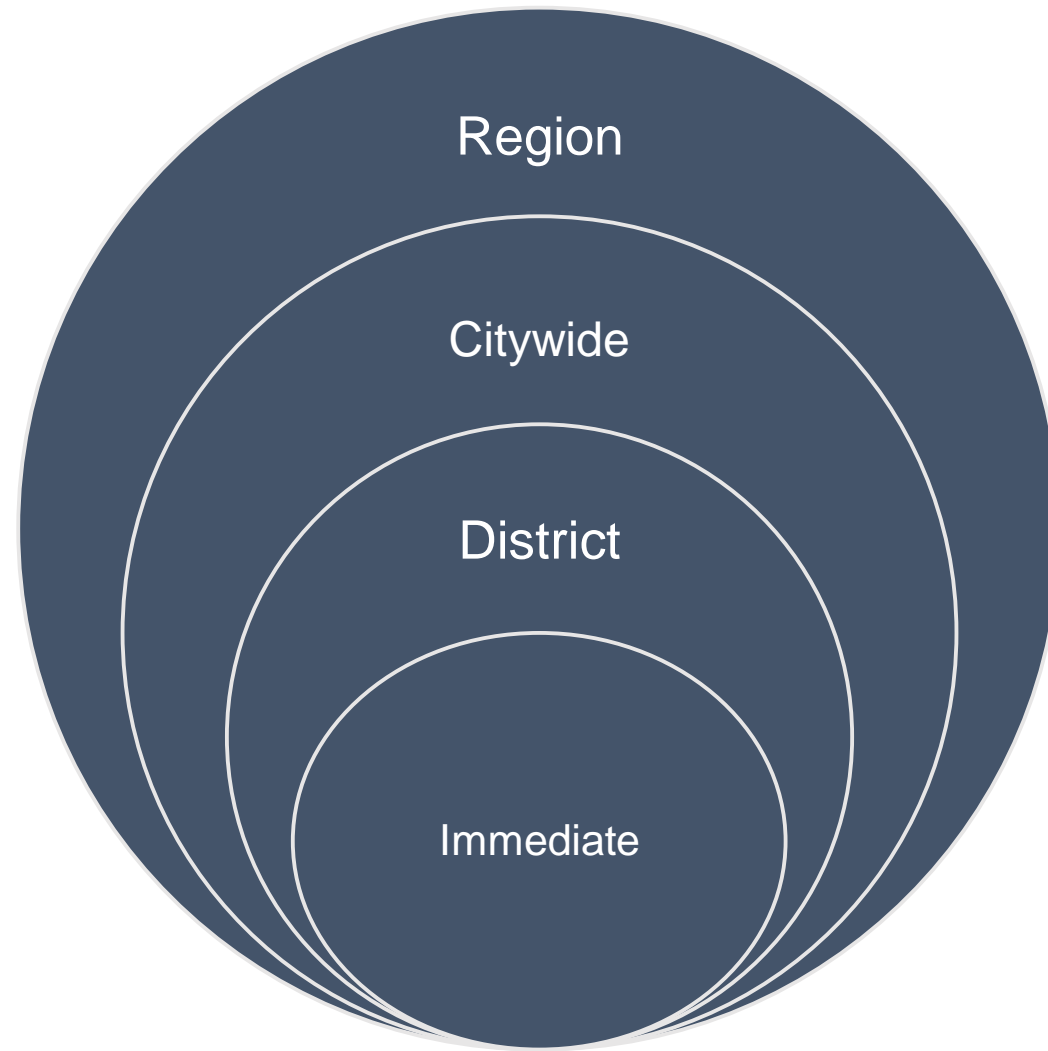
Presentation Agenda

- CBA Overview
- CBA 1.0: Staples Center | L.A. Live
- CBA 2.0: Oakland Army Base
- CBA 3.0: Oakland A's Howard Terminal Ballpark
- Q&A



What is a Community Benefits Agreement?

A legal tool to ensure the common promises of benefits from development projects materialize for those who need them most.



“Community” Defined

Common Community Benefits Agreements Components



LOCAL HIRE



LIVABLE WAGE



JOB TRAINING



AFFORDABLE
HOUSING



ENVIRONMENTAL
& PUBLIC HEALTH
PROTECTIONS

How are
CBAs
Formed?



CBA 1.0:
Staples
Center | LA
Live



Staples Center | L.A. Live CBA Highlights:

- A developer-funded assessment of community park & recreation needs, and a \$1 million commitment toward meeting those needs;
- A goal that 70% of the jobs created in the project will pay the City's living wage, and consultation with the coalition on selection of tenants;
- A first source hiring program targeting job opportunities to low-income individuals and those displaced by the project;
- Increased affordable housing requirements in the housing component of the project, and a commitment of seed money for other affordable housing projects;
- Developer funding for a residential parking program for surrounding neighborhoods;
- Standards for responsible contracting and leasing decisions by the developer.

CBA 1.0 Examples



LOS ANGELES
INTERNATIONAL
AIRPORT (2004)



BALLPARK VILLAGE, SAN
DIEGO (2005)



YALE-NEW HAVEN
HOSPITAL (2006)



MILWAUKEE BUCKS
ARENA (2016)




NASHVILLE SOCCER
STADIUM
DEVELOPMENT (2018)

CBA 2.0: Oakland Army Base



Oakland Army Base CBA Highlights

- Prioritization of employing disadvantaged workers, defined as a resident that is a single parent, emancipated from foster care within the last five years, or meets certain eligibility criteria;
 - Established the West Oakland Jobs Resource Center;
 - Prioritized job applicants who came through the West Oakland Job Resources Center pipeline;
 - Ban the Box
- 

CBA 3.0:
Oakland A's
Howard
Terminal
Ballpark





West Oakland

Uptown

Downtown
Oakland

Old Oakland

Chinatown

Howard
Terminal Site:
55 Acres

Jack London Square

Why CBA 3.0?



INTENTIONAL RACE AND
EQUITY CENTERED APPROACH



DATA-DRIVEN

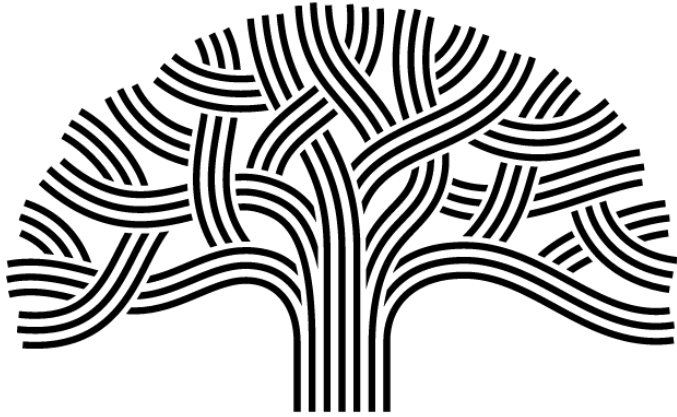


STEERING COMMITTEE

Race and Equity

Data

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.

Baseline Indicators



Median Income



Housing



Unemployment



Educational
Attainment



Household
Computer and
Internet Access

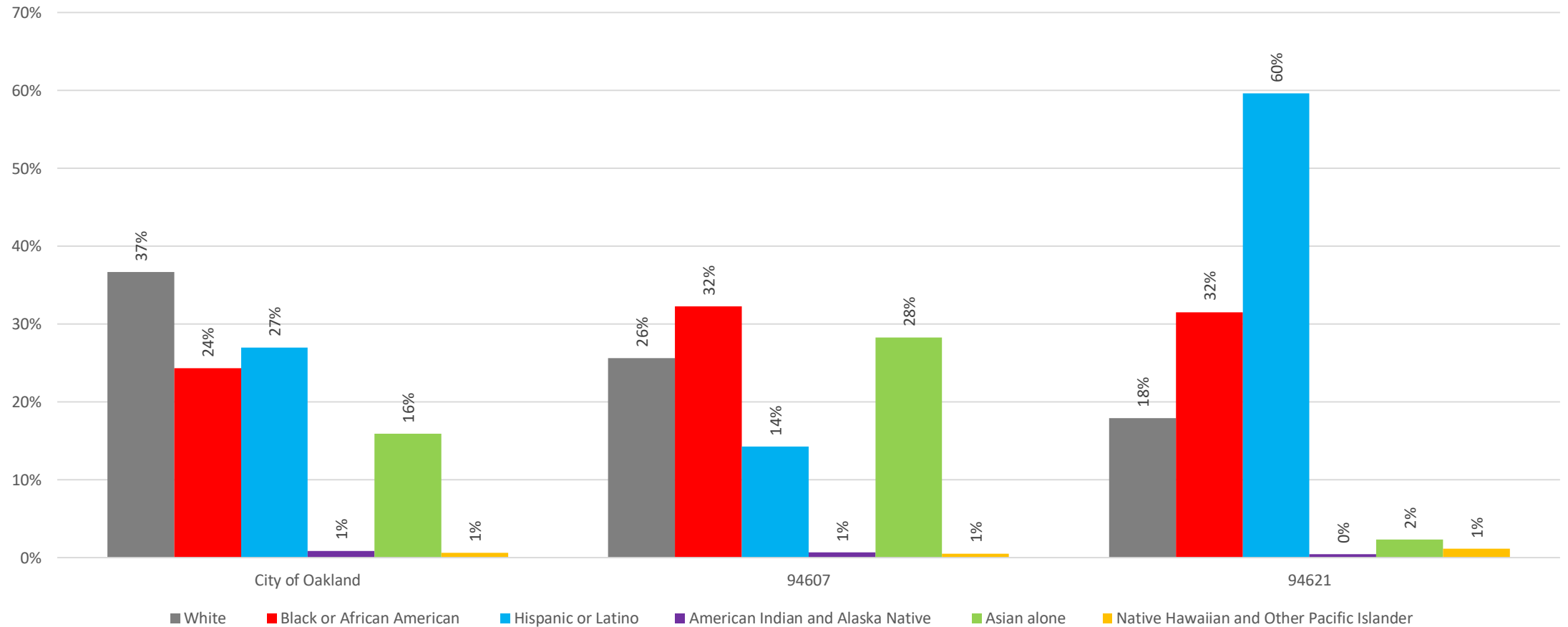


Transportation

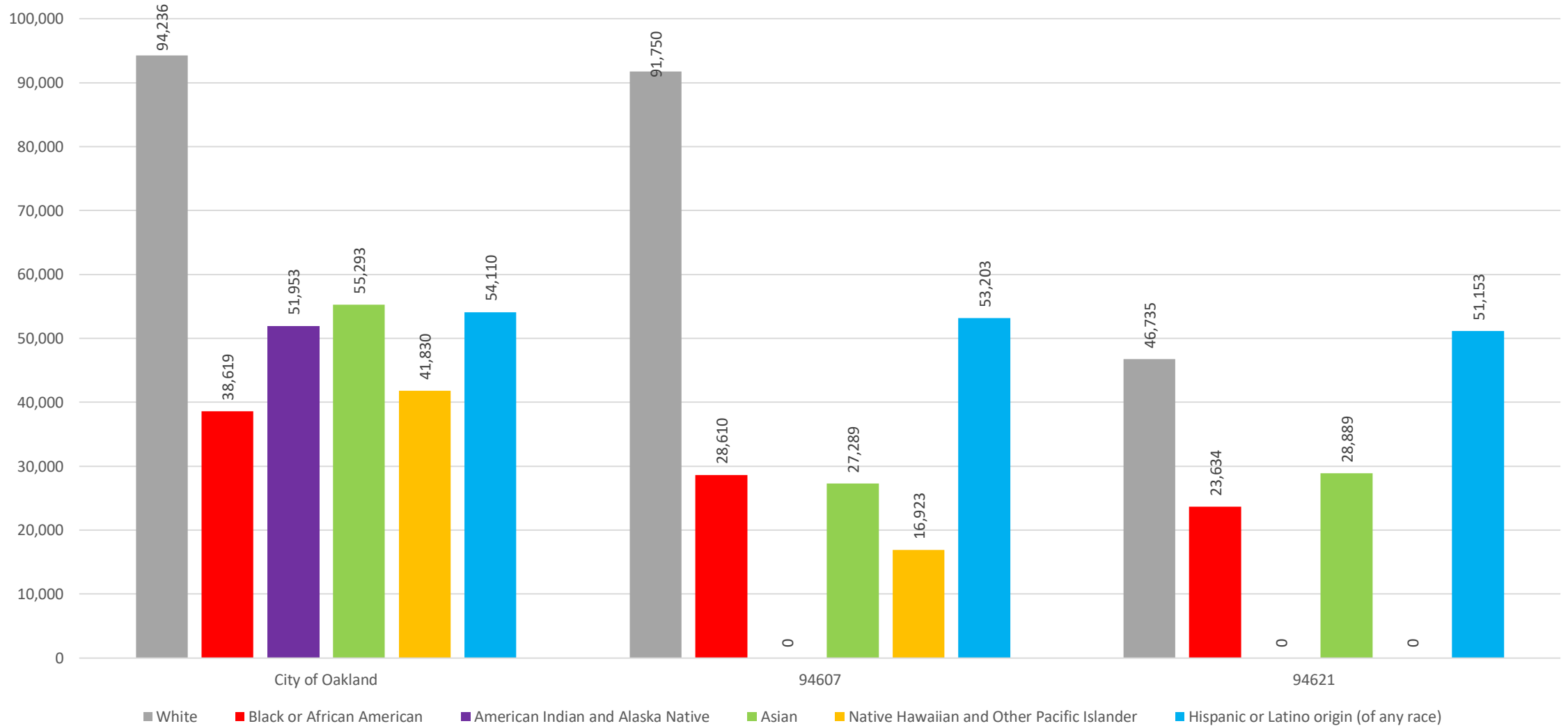


Health

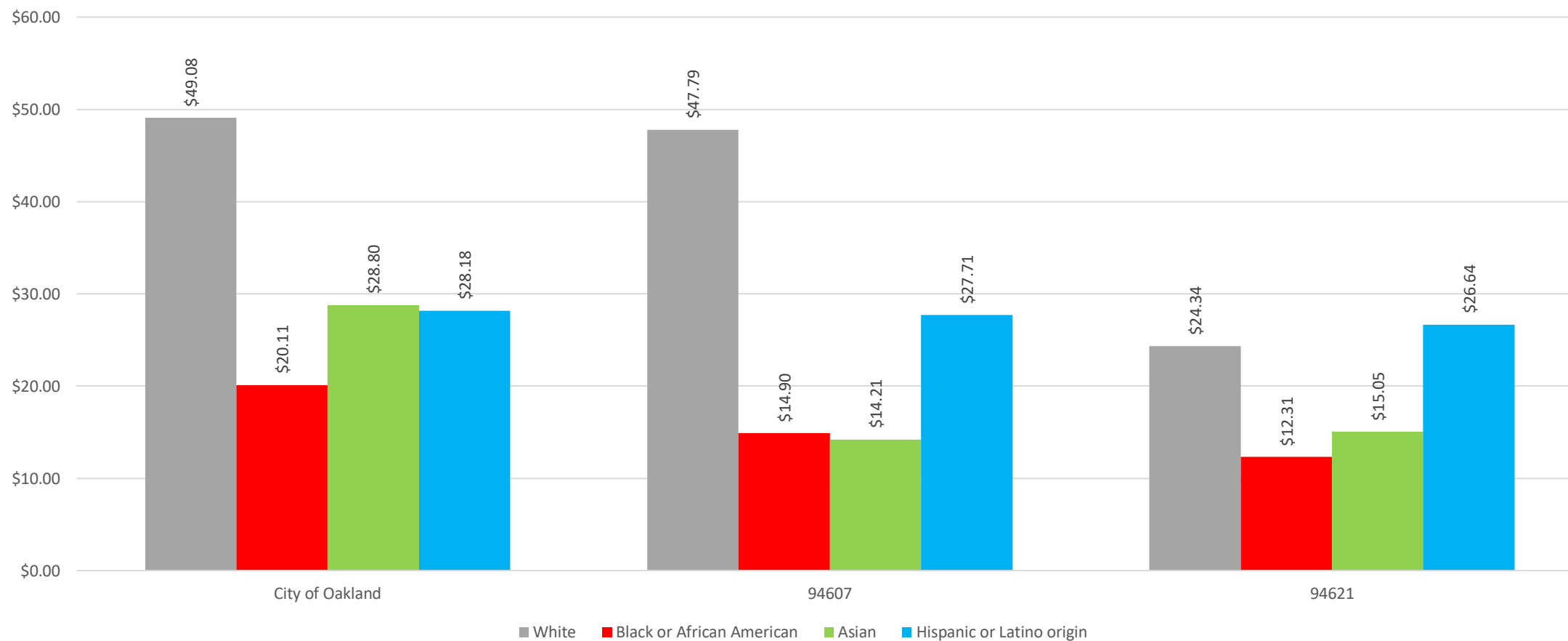
Population Stats



Median Income

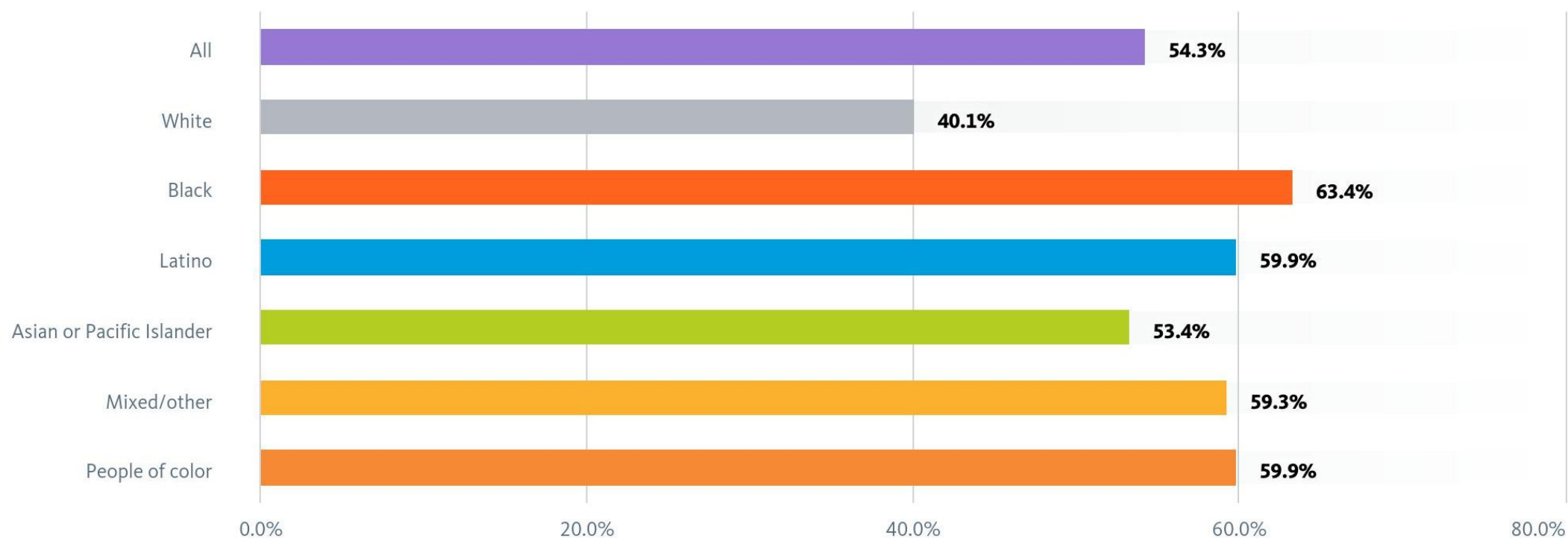


Median Income: Hourly Wage



Housing

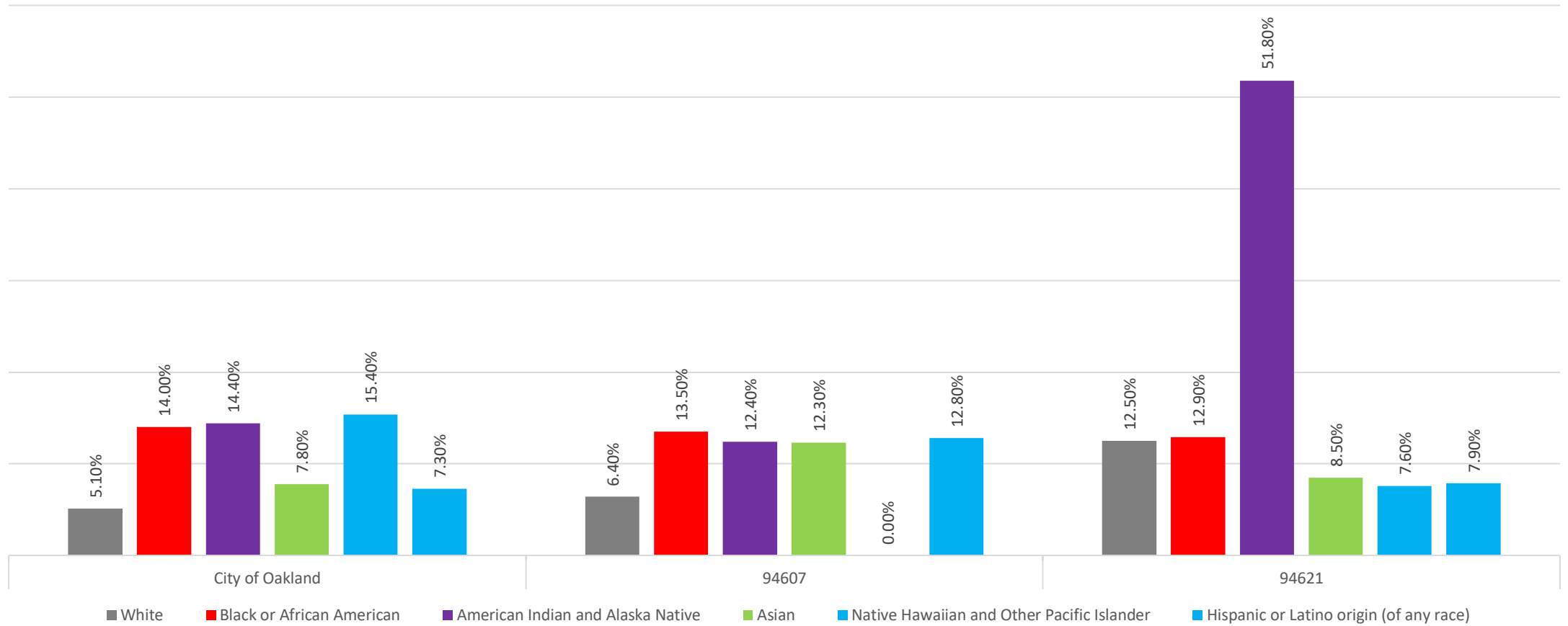
Housing burden by tenure and race/ethnicity: Oakland City, CA, Renters, 2015



IPUMS

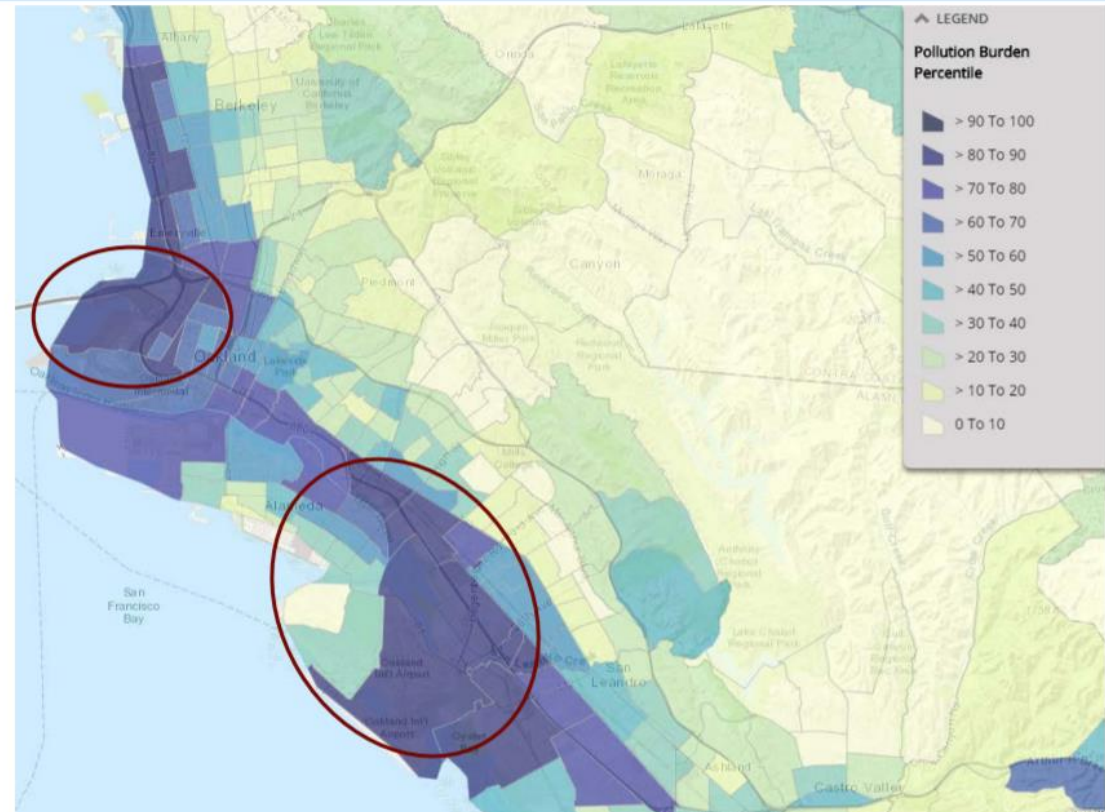
PolicyLink/PERE National Equity Atlas, www.nationalequityatlas.org

Unemployment



Health

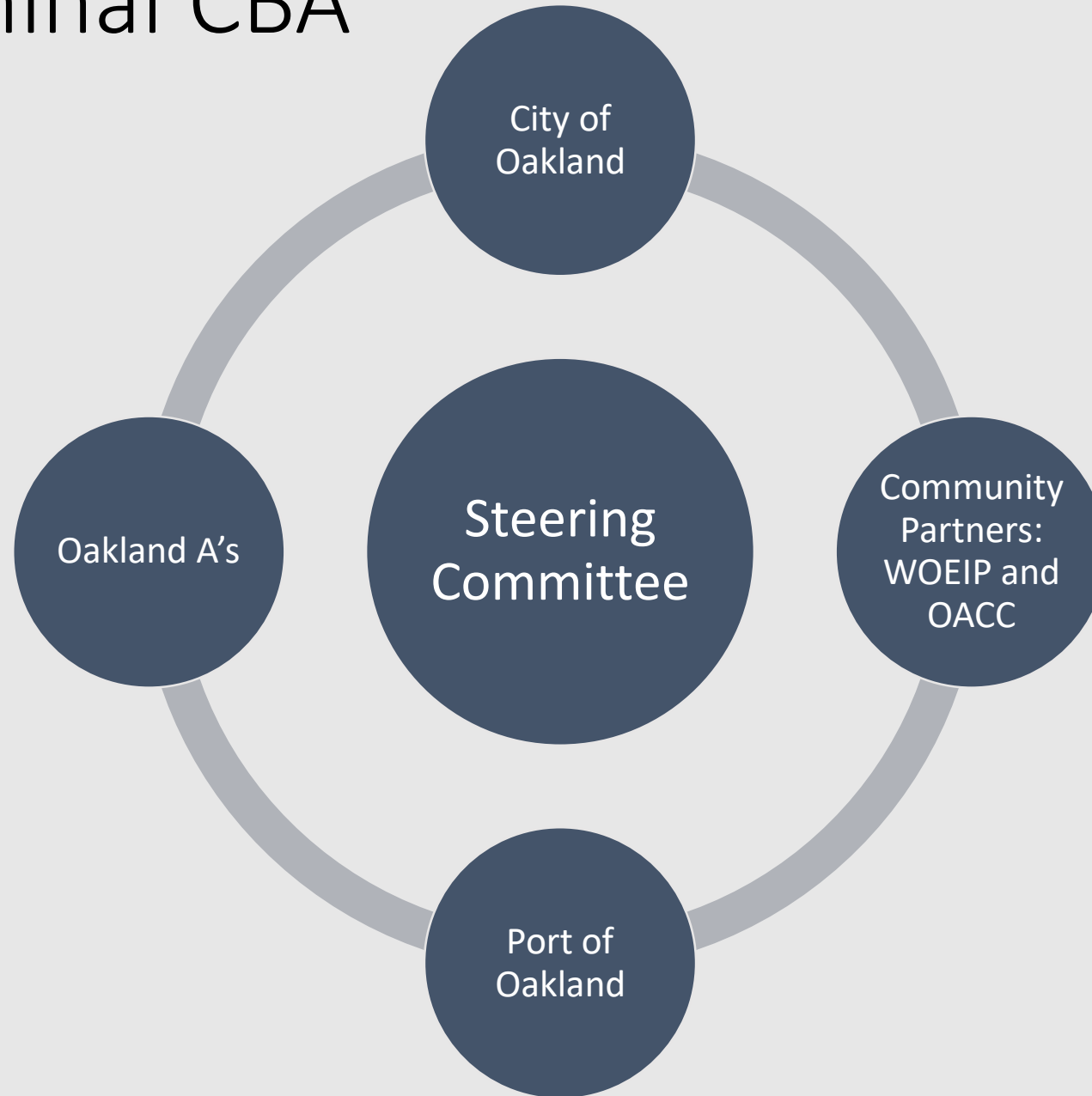
High levels of air pollution are observed in parts of West and East Oakland near the Port and along the I-880 corridor.



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

Steering Committee

Howard Terminal CBA



Howard Terminal CBA Topic Cohorts



COMMUNITY
HEALTH &
SAFETY



CULTURE &
HISTORY



ECONOMIC
DEVELOPMENT/
EMPLOYMENT



EDUCATION



ENVIRONMENT



HOUSING



TRANSPORTATION



21-Person Steering Committee:

- **18 Community Seats**
- 1 Oakland A's Seat
- 1 City of Oakland Seat
- 1 Port of Oakland Seat

CBA 3.0 Guiding Questions



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



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

CBA 3.0 Goal

- Generate:
 - Significant economic, cultural and recreational benefits
 - Renewed sense of possibility for all Oakland residents

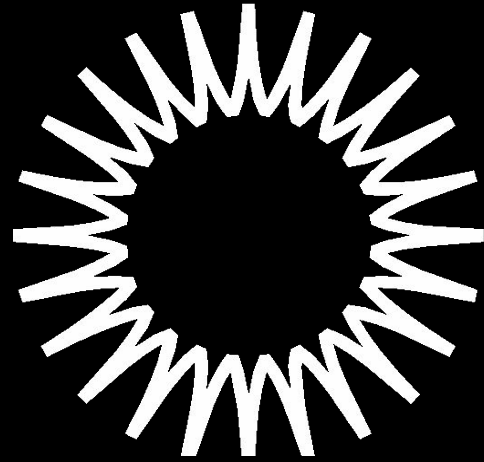


CBA 3.0
Equity
Process

Disparity + Root Causes +
Strategies + Measure Impacts



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



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