North Richmond Priority Resilience Area
North Richmond has 6x more diesel pollution (PM) per square mile than the rest of Contra Costa County, 8x the Bay Area average, and 50x more than the California average.
Leading By Listening
Community Advisory Board
One-On-One
Workshopping
Arts and Event-Based
Arts and Event-Based
Arts and Event-Based
Listening to Nature-Based Systems
1. AIR QUALITY PARK
2. TREE NODES

3. NEIGHBORHOOD GREENWAY

KEY SPECIES:
- MONTERREY CYPRESS
- ARROYO WILLOW
- COAST LIVE OAK
- VALLEY OAK
EXISTING:
Typical Lot: 52' x 120' = 6240 sq ft
Typical Single Family Home: 1500 sq ft (single story)

SPLIT:
52' x 120' / 4 =
Four Small Lots at 1560 sq ft each
Small Lot Infill Homes:
1250 sq ft (two story)
TRADITIONAL:
RETURN ON INVESTMENT

Goal: Promote new development

Projects
New Development

Benefits
- Incremental tax revenue
- Local spending activity
HOME TEAM: RETURN TO COMMUNITY

Goal: Community stabilization & wealth building

Projects
- Community Land Trust
- Small Lot Housing
- Community Infrastructure
- Community Greening

Benefits
- Affordable housing
- Equity building (homeownership)
- Local spending & jobs
- Community resiliency
- Community public health
Process > Outcome
Since RbD
Quality of Life Plan
Our Community

History

North Richmond has a history of cultural richness, community spirit, and resilience in the midst of racially discriminatory policies and real estate practices that created economic and housing hardship for its residents. Before World War II, African Americans were concentrated in North Richmond. Restricted housing covenants and social exclusivity prohibited the African American population from buying property in the city of Richmond. While the federal government built housing in the 1940s for white workers employed at the Kaiser shipyards, the North Richmond neighborhoods had narrow lots with makeshift homes.

The neighborhood received less services and was subject to frequent flooding, inadequate garbage collection and sewage disposal, less police protection, and unpaved streets dating back to the late 19th century when North Richmond was a rural community primarily made up of immigrants from Italy, Portugal, Mexico, Japan, Laos, and African American migrants from the South that the West Coast was no refuge from institutional discrimination, but nonetheless created a vibrant community of their own in North Richmond.

Over the years, descendents of these early community builders have continued to live and work in North Richmond. Today, the neighborhood has diversified, and according to the 2010 US Census estimate, the population includes 64.4% Black-African Americans, 64.9% of Hispanic/Latino origin, 4.2% White, 28.1% Asian, and 19% two or more races.

Our Process

Summer 2018:
The North Richmond Resident Leadership Team surveyed the community at large to inform a robust visioning process. They interviewed 108 individuals, asking each person to describe the strengths, weaknesses, opportunities and threats (SWOT) associated with North Richmond. Interviews were open-ended conversations with the purpose of listening actively to the concerns and feelings of many residents. To reach a broad swath of the North Richmond community, the resident leaders canvassed all corners of the neighborhood and attended multiple community events. In addition, Healthy Richmond conducted SWOT interviews of eight focus groups comprised of institutional stakeholders.

October 2018:
The North Richmond RLT staged a community visioning event at Verda Elementary School attended by over 80 people from the community. The resident leaders presented an assessment of the community’s needs based on data collected from the community surveys and focus groups interviews. The data was organized and presented in eight thematic areas. The event concluded with group discussions among attendees and distribution of a written report describing the major themes that were most commonly shared across the interviews.

November 2018 – March 2019:
Public planning sessions were held twice a month to move the community from a general vision to a Quality of Life Plan in four issue areas identified as priorities: housing, business, safety and youth. Institutional stakeholders were invited to join a “Leadership Circle” to work together with residents to identify sponsors, implementing partners, and resources to bring about the community vision.
OPPORTUNITIES

1. A LOCAL GROCERY STORE COOPERATIVE
2. A YOUTH CENTER WITH LOCAL PROGRAMMING (E.G., MENTORSHIP FOR YOUTH AND YOUNG ADULTS WITH OUTDOOR SPACE FOR RECREATION)
3. GREEN SPACES INTERPROPPED BETWEEN HOUSES THAT IS AVAILABLE FOR COMMUNITY USE AND PROGRAMMING. TRANSFORMATION OF EMPTY LOTS INTO AN "URBAN FOREST"
4. SAFE GREEN STREETS: WALKABLE, CLEAN STREETS WITH SIGNALIZED INTERSECTIONS, BIKE LANE, COLORFUL SIDEWALKS, TREES AND LIGHTS.
5. A TRANSIT HUB: SHUTTLE SERVICE TO BART, THE FERRY, AND MAJOR HUBS FOR EMPLOYMENT
6. A COMMUNITY CENTER LOCATED NEAR NEW HOUSING DEVELOPMENT WITH AMENITIES THAT COULD INCLUDE A COMMUNITY POOL, CULTURAL PROGRAMMING SUCH AS MOVIE NIGHTS AND LIVE MUSIC, AND SPACE FOR CIVIC ASSEMBLY. THERE COULD ALSO BE A SMALL PARK AND PICNIC AREA.
7. AN ACTIVE AND WALKABLE BUSINESS DISTRICT THAT MIGHT INCLUDE A LAUNDROMAT, LIBRARY, MOVIE/PLAY HOUSE, PANTRY SHOP, COFFEE SHOP, AND A COMMUNITY KITCHEN COOPERATIVE
8. A DAY CARE CENTER WITH PROGRAMMING FOCUSED ON ADVANCED CHILDREN'S LITERACY
9. A DINER FOR RESIDENTS OF ALL AGES
North Richmond Horizontal Levee Discussion
One Picture, Many Waters

Sea Level Rise

Waste Water Treatment Plant

Wastewater

Stormwater

Pump Outfall

Pump Station

Pump Flood Zone

Watershed
How It Can Work

WITH NO MARSH
13.5-foot-high levee

1,000 ft

WITH MARSH
7-foot-high levee

1,000 ft

Brackish wastewater

Buried levee

Tidal marsh

Tidal mud flat

Bay

©Mithun
What It Could Look Like

Landfill (RSS)

~.65 Mile

~300'

WCWD Facility

Pump Station (CCCFCD)

Pump Outfall
Wildcat Creek Visioning
“The hounds of conscience wake me. The lack of peace in North Richmond... hounds me. **Do something about it**... I can change things. And you can too.”

– Fred Jackson, North Richmond community leader (1938-2011)
Win Win Lose Lose

Janette Kim
California College of the Arts
Urban Works Agency
Resilient by Design | Bay Area Challenge is a collaborative research and design project that brings together local residents, public officials and local, national and international experts to develop innovative solutions to the issues brought on by climate change in our region today.

In a yearlong challenge, teams of engineers, architects, designers and other experts will work alongside community members to identify critical areas throughout the Bay Area and propose exciting, new, community-based solutions that will strengthen our region's resilience to sea level rise, severe storms, flooding and earthquakes.

The result will be 10 new implementable projects that offer an imaginative and collaborative approach to resilience. By seeing the critical need to address climate change as an opportunity to bring about a stronger, safer Bay, we are protecting shoreline communities and preparing for the local challenges brought on by sea level rise.
The Estuary Commons

In It Together
ABC and Shahad Alamoudi, Marwan Barmasood, Georgia Came, Denisse Correa Guerra, Alli Foronda, Eric Fura, Francisco Garcia, Jessica Grinaker, Fathmath Isha, Lori Martinez, Jennifer Pandian and Sabrina Schrader
## Community Resilience Investment Decision-Making Tool Criteria and Indicators

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<th>Abbr.</th>
<th>Criteria</th>
<th>Indicator</th>
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| G1    | Multi-Stakeholder and Community Collaboration | ▶ Increase in proactive collaborative activities between public sector entities, community-based organizations, and private sector actors partnering on implementation  
▶ Increase in meaningful public opportunities to engage in these collaborative activities early and often |
| S1    | Diverse Employment | ▶ Increase in job availability through new local employment centers  
▶ Increase in workforce training and education opportunities  
▶ Increase in transportation linkages to regional job centers and opportunities  
▶ Increase in legally mandated local hire requirements |
| S2    | Diverse Housing | ▶ Protection of existing housing  
▶ Protection plus addition of new housing  
▶ Increase in affordable housing |
| S3    | Mobility | ▶ Increase in active transportation pathways (bike and ped)  
▶ Increase in amount of multi-modal hubs  
▶ Improved access neighborhood-to-shoreline access |
| S4    | Public Health | ▶ Increase in land available for community gardens and urban agricultures  
▶ Improvement in air quality  
▶ Improvement in water quality |
| E1    | Flood Resilience | ▶ Increase in built area protected from flooding |
| E2    | Parks, Open Space and Green Infrastructure | ▶ Increase in parks and open space  
▶ Increase in tree canopy coverage |
| E3    | Water Quality | ▶ Decreased exposure of pollutant sources to flood water |
| E4    | Air Quality and Greenhouse Gas Emissions | ▶ Increase in tree canopy coverage  
▶ Decrease in airborne pollutant source |
| E5    | Connected and Protected Habitat | ▶ Increase in habitat protected  
▶ Increase in estuary habitat |
| F1    | Economic Risk and Impact | ▶ Decreased exposure of homes, businesses, jobs, and infrastructures to flooding |
| F2    | Community Benefits | ▶ Presence of public benefits zoning |
Community Investment Decision Making Tool

Before:

Current and Proposed Plans:

Legend:
- Significantly Positive (++)
- Positive (+)
- Neutral
- Negative (-)
- Significantly Negative (–)
The Estuary Commons

The Commons
Resilient Equity Hubs

Jurisdictions
Resilient Equity Hubs
Value Capture
Resilient Equity Hubs

Social Infrastructure
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.
Community Assets

Resources and Services

Strong Civic Participation

Tourism District

Community Assets
Historical Concerns of the Existing East Oakland Communities
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)
Collaborations & Partnerships
Toward Resilience Planning
RbD challenge: Stakeholder Engagement

1. Research and study with Cal and CCA
2. EOC was invited to a Leadership Breakfast hosted by the Oakland A's to discuss the future of the coliseum site
3. Contracts between the city of Oakland planning and building dept and the 14 collaborative East Oakland community partners were recently completed, so we officially
Following the RbD challenge: Research

1. Research and study with Cal and CCA
2. EOC was invited to a Leadership Breakfast hosted by the Oakland A’s to discuss the future of the coliseum site
3. Contracts between the city of Oakland planning and building dept and the 14 collaborative East Oakland community partners were recently completed, so we officially

- University of California, Berkeley - Kristina Hill
- California College of the Arts - Janette Kim
The East Oakland Neighborhood Initiative

Health
Wealth
Stability

Kick off funding provided by the CA Strategic Growth Council

Transformative Climate Communities Planning Grant $180K
Who are we?
EONI PLAN BOUNDARIES
Purpose

Create a community plan outlining neighborhood specific projects that promote a Healthier, More Wealthier, and More Stable East Oakland

1. Reduce Greenhouse Gas Emissions & Build Resilience to Climate Impacts
2. Improve Public Health
3. Build Economic Empowerment
4. Prevent Displacement in Plan Implementation
5. Ensure East Oakland Residents Lead & Benefit from Plans & Projects
Building Capacity: Resident Leadership Cohort
Community Engagement Approach & Neighborhood Meetings

Structure

EONI Kick Off - Nov 2018
18 Neighborhood Meetings - Dec 2018/June 2019
Final Convening - July 2019
Plan Review - Aug 2019
Plan Released - Sept 2019
Our original approach was to have 18 total traditional neighborhood meetings. The below three series meeting would be replicated in each of the six neighborhoods. Slightly varying in topics based on what’s happening in that neighborhood.

- Visioning & Asset Mapping
  Meeting #1

- Opportunities
  Meeting #2

- Project, Policy, and Program Prioritization
  Meeting #3
Meetings #1 and #2
Pivot from Traditional Neighborhood Meetings to Neighborhood Pop Ups
The Black Cultural Zone
Mission

To innovate, incubate, inform and elevate community driven projects that allow our people and culture to THRIVE.

Definition of thrive

1. to grow vigorously: FLOURISH
2. to gain in wealth or possessions: PROSPER
3. to PROGRESS toward or realize a goal despite or because of circumstances
The BCZ Hub & East Oakland Community Development Corporation
All East Oaklanders have access to, and choices within, a local and regional transportation system that is safe, efficient, and affordable, and connects them to the places they need to thrive. The City will partner with local residents, community groups, and small businesses to minimize displacement and gentrification and acknowledge historical injustices.

Including:

- Healing as a planning framework
- Afro-Futurism
- Anti-Blackness
Thank You!

Urban & Regional Planning Officer
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