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

- 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
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
Median Income: Hourly Wage

City of Oakland
- White: $20.11
- Black or African American: $28.80
- Asian: $28.18
- Hispanic or Latino origin: $28.00

94607
- White: $14.90
- Black or African American: $14.21
- Asian: $27.71
- Hispanic or Latino origin: $24.34

94621
- White: $12.31
- Black or African American: $15.05
- Asian: $26.64
- Hispanic or Latino origin: $26.64
Housing burden by tenure and race/ethnicity: Oakland City, CA, Renters, 2015

- All: 54.3%
- White: 40.1%
- Black: 63.4%
- Latino: 59.9%
- Asian or Pacific Islander: 53.4%
- Mixed/other: 59.3%
- People of color: 59.9%

Source: IPUMS
Unemployment

City of Oakland
- White: 5.10%
- Black or African American: 14.00%
- American Indian and Alaska Native: 14.40%
- Asian: 13.50%
- Native Hawaiian and Other Pacific Islander: 12.90%
- Hispanic or Latino origin (of any race): 12.40%

94607
- White: 5.10%
- Black or African American: 7.80%
- American Indian and Alaska Native: 12.30%
- Asian: 12.30%
- Native Hawaiian and Other Pacific Islander: 0.00%
- Hispanic or Latino origin (of any race): 12.80%

94621
- White: 5.10%
- Black or African American: 15.40%
- American Indian and Alaska Native: 8.50%
- Asian: 7.30%
- Native Hawaiian and Other Pacific Islander: 12.90%
- Hispanic or Latino origin (of any race): 7.90%
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 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
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
Ideas + Action for a Better City
learn more at SPUR.org
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