the WATERFRONT project
SPEAKER BIO & PERSONAL BACKGROUND
OTHER SHORELINE CITIES V/S OAKLAND

NEW YORK

SAN FRANCISCO

CHICAGO

OAKLAND
THE FERRY COMMUTE
Figure 2-22 Distribution of Overall Ferry Satisfaction Ratings
Racial and Ethnic Representation – Typically, ferry riders’ race and ethnicity are consistent with the underlying distribution of race and ethnicity in the communities the ferry serves. However, Caucasians are slightly overrepresented and Asian/Pacific Islanders are underrepresented on the Alameda/Oakland and Vallejo services, and African Americans are underrepresented on the Alameda/Oakland service.
LACK OF REPRESENTATION ON THE FERRY

- Weekends Alternate Routes/Schedules
- Affordability
- Lack of Accessibility to the Ferry
- Variety of Ferry Service Options
- Reliability/Ferry Frequency
- Shoreline Programming
LACK OF ACCESSIBILITY TO THE FERRY

NEW FERRY TERMINAL

PORT OF OAKLAND
EAST BAY PARKS
CITY OF OAKLAND
OAKLAND AIRPORT
WETA

AC TRANSIT BAY TRAIL BART AMTRAK WETA

PORT OF OAKLAND CALTRANS AMTRAK

PEDESTRIAN SAFETY

NUMEROUS PROBLEMS AND SOLUTIONS

CITY OF OAKLAND
PORT OF OAKLAND
AC TRANSIT
CALTRANS

LACK OF ACCESSIBILITY
TO THE FERRY

NEW FERRY TERMINAL

PORT OF OAKLAND
EAST BAY PARKS
CITY OF OAKLAND
OAKLAND AIRPORT
WETA

AC TRANSIT BAY TRAIL BART AMTRAK WETA

PORT OF OAKLAND CALTRANS AMTRAK

PEDESTRIAN SAFETY

NUMEROUS PROBLEMS AND SOLUTIONS
2. IDENTIFY COMMUNITY ORGANIZATION

- DEMONSTRATED HISTORY OF REPRESENTING THE OAKLAND COMMUNITY
- TRUSTED COMMUNITY PARTNER
- HISTORY OF WORKING ON LARGE SCALE MASTERPLAN/ACTION PLANS
3. IDENTIFY PRIORITIES

THE WATERFRONT ACTION PLAN

URBAN DESIGN & HISTORIC PRESERVATION

SUSTAINABLE PORT

ENVIRONMENTAL JUSTICE

A RESILIENT PORT

PUBLIC ACCESS & OPEN SPACE

DIVERSITY OF ACTIVITIES & PEOPLE

PARTNERSHIPS FOR SUCCESS

TRANSIT ORIENTED COMMUNITIES
The Oakland Climate Action Coalition (OCAC) is a cross-sector coalition dedicated to racial and economic justice that engages Oakland residents in creating and implementing climate solutions that strengthen the environmental, economic, and social resilience of frontline communities.
5. MAPPING THE SHORELINE

Parks, Public Access, and Natural Areas

Map C

Legend
- Parks and Public Access
- Parks and Public Access Natural Areas
- Open Water Locations
- Blue Greenway/Bay Trail
- Bay Trail
- Bay Area Water Trail and Landings
- Port Property
6. FORMULATE VISION & ACTION PLAN

PORT OF SAN FRANCISCO

DRAFT WATERFRONT PLAN

SUMMARY

For Public Review and Comments

www.sfport.com/waterfrontplan

GOALS & POLICIES

A MARITIME PORT
Preserve and enhance the Port's diverse maritime portfolio to meet the current and future needs of cargo shipping, cruise, ferry and water taxi, excursion boats, fishing, ship repair, berthing, harbor services, recreational boating, and other water-dependent activities.

POLICY TOPICS:
- Protecting maritime facilities, infrastructure, and operations
- Maintain and enhance maritime facilities
- Southern Waterfront cargo and industrial operations
- Water recreation and recreational boating
- Maritime use and public access compatibility

URBAN DESIGN AND HISTORIC PRESERVATION
Design new developments of exemplary quality, highlight visual and physical connections to the City and Bay, and respect and preserve the waterfront's rich historic context and adjacent neighborhoods.

POLICY TOPICS:
- City identity
- Historic preservation
- Public realm
- Resilience planning
- Views

DIVERSITY OF ACTIVITIES AND PEOPLE
Host a rich array of commercial, entertainment, civic, open space, and recreational activities that complement a working waterfront, increase economic opportunities, and provide destinations for all to enjoy.

POLICY TOPICS:
- Promoting public-oriented uses
- Promoting commercial and industrial uses
- Other Uses: Transportation & Community Facilities
- Emancipating Historic District rehabilitation and repairs
- Seawall Lofts
- Mission Flats Neighborhood
- Pier 70 Special Use District
- Short-term uses
- Unsuitable uses

A FINANCIALLY STRONG PORT WITH ECONOMIC ACCESS FOR ALL
Ensure that new investment stimulates the revitalization of the waterfront and supports a financially secure Port enterprise, equitably providing new jobs, revenues, public amenities, and other benefits for the Port and for residents of the City and State.

POLICY TOPICS:
- Public benefit investments
- Diverse leasing portfolio
- Diverse fund and financing tools
- Inclusive and equitable economic opportunity

PUBLIC ACCESS AND OPEN SPACE ALONG THE WATERFRONT
Complete, enhance, and deliver the network of parks, public access, and natural areas along the San Francisco waterfront and Bay shoreline for everyone to use and enjoy.

POLICY TOPICS:
- Continuity of open spaces
- Expansion of open spaces
- Park activation
- Working with the City and the public
- Design character
- Connections across nature
- Water recreation access
- Maritime and public access compatibility

TRANSPORTATION AND MOBILITY FOR PEOPLE AND GOODS
Ensure that the waterfront is accessible and safe for all users through sustainable transportation that serves the needs of workers, neighbors, visitors, and Port maritime and tenant operations.

POLICY TOPICS:
- Safe pedestrian and bicycle environment
- Functional goods movement and industrial access
- Parking and Transportation Demand Management plans
- Efficient street operations and maintenance

PARTNERING FOR SUCCESS
Strengthen Port partnerships and community engagement to increase public understanding of Port and community needs and opportunities, and to help achieve improvements that advance Waterfront Plan goals.

POLICY TOPICS:
- Collaborative government
- Public engagement and participation
- Community engagement for competitive leasing and development solicitations
- Community engagement for unleased properties
- Renovation of other non-maritime uses
- Southern Waterfront leases
- Projects not requiring additional review

AN ENVIRONMENTALLY SUSTAINABLE PORT
Limit the impacts of climate change, improve the ecology of the Bay and its environs, and ensure healthy waterfront neighborhoods by meeting the highest standards for environmental sustainability, stewardship, and justice.

POLICY TOPICS:
- Greenhouse gas emissions
- Water quality and conservation
- Biodiversity
- Ocean building
- Environmental health

Comments and Questions welcome at Waterfront.Plan@sfport.com
- Identify the city desires and adherence to City General Plan
- Lead the integration of multiple modes of access to the shoreline
- Incorporate proposals to the City General Plan
- Identify funding sources for projects

- Identify the community desires and priority areas
- Identify problems faced by community
- Coordinate community desires with partner agencies

- Lead the process by funding the masterplan/shoreline action plan
- Identify the priority areas related to the future of Oakland Port and Airports
THE TIME IS NOW!
- INFRASTRUCTURE BILL
- PREPARATION OF OAKLAND GENERAL PLAN
- WETA 2050 STRATEGIC PLAN
- UPDATION OF OAKLAND PORT MASTER PLAN
- OAKLAND A’S STADIUM & COMMUNITY BENEFIT AGREEMENT