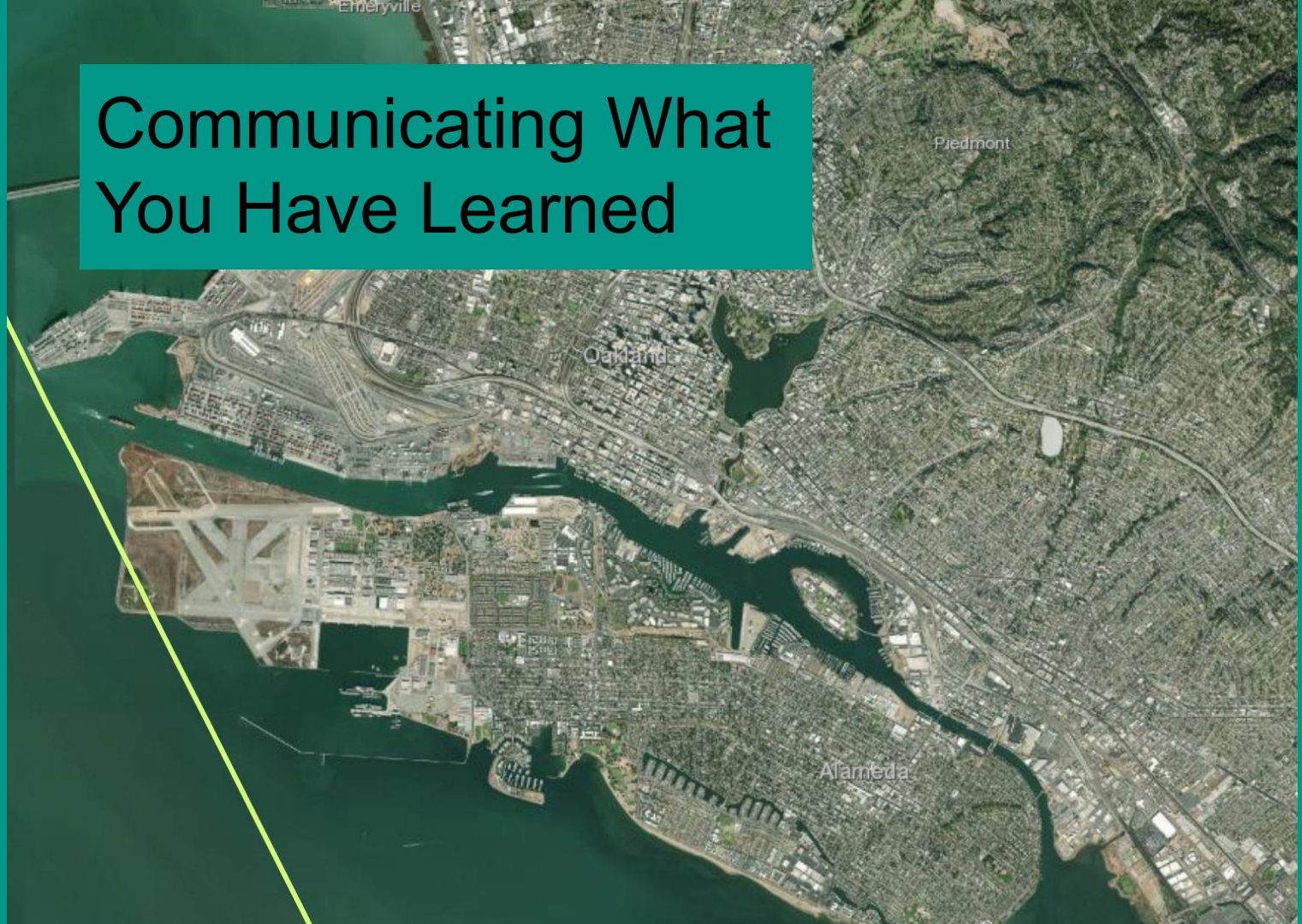


# Communicating What You Have Learned



# Communications Menu

## Easy

Instagram Post with Copy

Instagram Story

Facebook Post with Pic and Copy

Snapchat Post

Linkedin Post

Next Door Post

Twitter Post

Live Tweet

## Medium

Tik Tok Video

Medium Article

IG or Facebook Live

Clubhouse Talk

Blogpost

Memes

Video Testimonials

Public Comment at Meetings

## Hard

Press Release

Op-Ed

Youtube Video

Cal Academy Breakfast Club

Exploratorium After Dark

Story Map

Infographic

Article in Local Newsletter



Your Story 10s



**thanks to west oakland environmental indicators project (woeip) i had the opportunity to learn more about middle harbor shoreline**

**there are major severities regarding this local shoreline in oakland, such include:**

- social vulnerability - lack of access
- environmental incidents - lack of services
- toxic beach
- (large) event incapacity



**MIDDLE HARBOR SHORELINE PARK:  
MASTER PLAN AND MANAGEMENT PLAN UPDATE**

BCDC Design Review Board

Applicant: Port of Oakland

July 12, 2021

Schuyler Olsson, BCDC

[www.bayarea.gov](http://www.bayarea.gov)



**this parks location has major assets itself, so the board and community are working on goals to upgrade and polish this major asset!**

**a couple of goals include:**

- establishing public acces
- creating an inviting place
- public education programs
- public awareness

learn more: <https://www.facebook.com/SFBCDC/>



Highlight

More

# Content Guidelines

- Bonus points if you can create something in a language commonly spoken in Oakland (Spanish, Chinese, Vietnamese, etc)
- Think about informing people about what the Oakland Shoreline Leadership Academy is and what you have learned
- Go across economic, recreational, climate adaptation and restoration, access
- Highlight each part of the shoreline
- Give your ideas for what you think should happen on the shoreline
- Illustrate the learnings you've had on history, tools, agencies, problems, and solutions.
- Keep it simple and easily digestible.
- Give personal testimonies.

What kind of Communications  
Training do you want?