Agenda

1. Introductions
2. Overview of Oakland’s General Plan Update
3. Centering Equity and Environmental Justice
4. Phase 1 of the General Plan Update
5. Activity: Why should you participate?
6. Wrap-Up
GENERAL PLAN:
UPDATE PROCESS
Guiding Principle for the General Plan Update: Equity and Environmental Justice
Oakland’s General Plan Update

An opportunity to advance the City’s critically important mission to “intentionally integrate, on a Citywide basis, the principle of 'fair and just' in all the City does in order to achieve equitable opportunities for all people and communities.”

(Oakland Municipal code 2.29.170.1)

This means working to eliminate the root causes of inequity, including communities in understanding their barriers and strengths, and working with these communities in developing solutions for long-term and systemic changes.
We must start here...

Acknowledging the legacy of redlining, and the long-lasting effects of past exclusionary planning practices in creating racial inequities.

1937 Homeowners' Loan Corporation "redlining" map
Where in Oakland are communities most affected by and most vulnerable to pollution?

Data Source: CalEnviroScreen 4.0
Office of Environmental Health Hazard Assessment (OEHHA)
Moving forward...

- Tools from the Department of Race & Equity
  - Race & Equity Impact Analysis
  - Inclusive Community Engagement Guide

- Leverage internal capacity:
  - Race & Equity Teams in City Departments
  - Interdepartmental collaboration with Community Engagement staff

- Local models we can learn from:
  - East Oakland Neighborhood Initiative (2019)
  - West Oakland Community Action Plan (2019)
  - 2030 Equitable Climate Action Plan (2020)
  - Capital Improvement Program (2021)
Inclusive Community Engagement: Important Role of Community Based Organizations

- Community-based organization or local nonprofit will serve as the Community Consultant.
- Provide targeted engagement to geographies and communities that experience socio-economic, environmental, and racial disparities.
- Serve as a coordinating organization for partnering with other community-based groups.
- Advise on Development of Overall Public Engagement Program: articulate values, outline goals, define performance metrics, create detailed project schedule, etc.
Phase 1 of the General Plan Update: To be completed by January 2023.

Furthering Fair Housing, Environmental Justice & Climate Change Resilience

- Housing Element
- Environmental Justice Element
- Safety Element
Phases of the General Plan Update Process

Kick off
Select Consultant to Assist City Staff
General Plan Update Phase I Kickoff

Phase I
Community Vision for the Plan
Land Use, Transportation, and Open Space Framework
Environmental Justice, Housing, and Safety Elements
Racial Equity Impact Analysis
Zoning Code and Map Update
Environmental Review and Compliance

Review and Adoption
Council Adoption of Elements
HCD Certification of Housing Element

Phase II
Land Use and Transportation Element
Open Space, Conservation, and Recreation Element
Noise Element
Historic Preservation Element
Infrastructure and Facilities Element
Environmental Review

Timeline:
- September 2021
- Fall 2021 – December 2022
- January 2023
- January 2023 – July 2025
Housing Element

• 6th Cycle Regional Housing Needs Allocation (RHNA).
• More equitable distribution of housing within Oakland.
• Assembly Bill 686 adds a fair housing requirement.
• Plan for affordable housing in high resource areas.
Safety Element

• Safety Element to incorporate Local Hazard Mitigation Plan (LHMP)

• LHMP identifies potential natural hazards and their impacts to people, property, and the environment, and corresponding actions to reduce those impacts.

• Adopted LHMP, SB379, and climate change

• Vulnerability Assessment.
Environmental Justice Element and Policy Framework

- Identifying frontline/environmental justice communities within the City.
- Reducing unique or compounded health risks in frontline communities:
  - Pollution Exposure, Public Facilities, Food Access, Safe and Sanitary Homes, Physical Activity
- Promoting community engagement in the public decision-making process.
- Prioritizing improvements and programs for addressing the needs frontline communities.
We Want to Hear From You!
5 Minute Brainstorm Activity

• What issues are most important to your community for the General Plan Update to tackle?
• Why is it important to participate?
Stay Connected!

• Email: generalplan@oaklandca.gov
• Sign up for updates: https://bit.ly/OaklandGPU

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Thank You!

Questions?
Appendix
Planning & General Plans 101
Background and Primer
Big Picture Questions

• Why is Planning important?
  • Impacts community by shaping access to health-promoting resources.

• How does planning shape the built environment?
  • Land Use

• How is Land Use Regulated?
  • General Plan
  • Zoning
What is the General Plan?

- A policy document with a long-term perspective (20-year horizon)
- Establishes a citywide vision and consistent direction for future development
- Reflects community priorities and values
- Includes supporting goals, policies, and implementation measures to achieve the community's vision
General Plan Elements

Phase 1
September 2021 – January 2023

- Housing
- Safety
- Environmental Justice

Phase 2
January 2023 – July 2025

- Land Use and Transportation (LUTE)
- Open Space, Conservation and Recreation
- Noise
Phases of the Planning Process

Learn & Assess
- Reviewing existing plans, laws, and policies.
- Baseline assessment of existing community conditions.

Envision
- Goal: Produce a community vision for the plan, which:
  - Identifies a framework for plan development
  - Defines goals

Plan
- Crafting goals, policies, and actions.
- Adoption of the plan by City Council & Planning Commission.

Act
- Implementation!
- Prioritizing actions, funding, and investments.
- Accountability
- Monitoring progress.