

**City of Oakland**

# **Economic Recovery Advisory Council**

---

**Interim Progress Report  
and Recommendations**

**Fall 2020**

# Contents

1

## INTRODUCTION

Understanding the current need and the Advisory Council's core mission

2

## ROSTER

Summary of working group structure and Advisory Council members

4

## DATA & EQUITY

Disparity data to inform equity goals



## RECOMMENDATIONS

The Advisory Council's recommendations for recovery, identified within **five** focus areas:

6

### Financial Support

Provide financial support for small businesses and targeted funds for BIPOC business owners

10

### Leadership

Empower the community to drive development

12

### Health & Safety Guidance

Create and distribute consistent, culturally competent reopening guidance and PPE

14

### Business Capacity Building

Build business resilience through technical support

20

### Safety Net Assistance

Guaranteed income, individual support for workers and home-based entrepreneurs

# Introduction

**In response to the COVID-19 pandemic, Mayor Libby Schaaf and Vice Mayor and Chair of the City Council Community and Economic Development Committee Larry Reid convened Oakland community and business leaders to participate in the Oakland Economic Recovery Advisory Council.**

The Advisory Council is facilitated by Michael McAfee from PolicyLink and Micah Weinberg of California Forward, in partnership with Jose Corona, Eat. Learn. Play Foundation; Barbara Leslie, Oakland Metropolitan Chamber of Commerce; and James Head, East Bay Community Foundation. Research support is provided by Mills College and the Bay Area Council Economic Institute. The Advisory Council consists of representatives from business, non-profit, and intergovernmental partners representing key sectors, as well as staff from City departments.

Since its convening in May, the Advisory Council has helped the City through fast-paced administrative changes. It has elevated the urgent needs of Oakland workers, undocumented families, and businesses forced to close, and showed the City where regulations are having unequal impacts. As the crisis continues into its sixth month, the original slate of stimulus programs and unemployment benefits have ended, and businesses and jobs are becoming harder to restore. There is an urgent need to sustain and rescue the businesses that are still here. Recovery begins with relief.

---

# Advisory Council Roster

The Advisory Council is giving immediate recommendations to local policymakers to support Oakland workers and help Oakland's businesses and nonprofits reopen safely, informed by State and County Orders to ensure public health. Members collaborate to explore solutions for how Oakland can rebuild its economy centered on equity. We lead with race and other known biases and disparities to identify actions that both local policymakers and private sector leaders can take to ensure Oakland's economic recovery is just and equitable for the long term.

## WORKING GROUP OVERVIEW

---



### Health and Safety

Prioritizing safe and healthy workplaces and public spaces, including information and personal protective equipment (PPE) distribution, signage, assisting businesses with Site-Specific Protection Plans, safe Flex Streets designs, and online marketplaces.

---



### Business Support and Equity

Focusing on both the immediate survival needs of Oakland businesses and a long-term recovery that removes the additional barriers faced by Black, Latinx, Native, Asian and other POC business owners.

---



### Phase IV Businesses, Workers, and Cultural Organizations

Maintaining Oakland's cultural organizations and other businesses and their workers who are categorized as Phase IV, the State's final phase of reopening—the group that will wait the longest for a return to regular operations and may need to change most to survive.



## ADVISORY COUNCIL MEMBERS

### Advisors

**Amber Curley**  
Native American Health Center/  
Indigenous Red Market

**Andreas Cluver**  
Alameda County Building Trades

**Ari Takata-Vasquez**  
Oakland Indie Alliance

**Carolyn Johnson**  
Black Cultural Zone

**Chris Iglesias**  
Unity Council

**Chris Pastena**  
Chop Bar; Tribune Tavern; Calavera

**Claudia Arroyo**  
Prospera

**David Jackson**  
Evolve  
(formerly Oakland Impact Hub)

**Darcelle Lahr**  
Mills College

**Debra Gore-Mann**  
The Greenlining Institute

**Egon Terplan**  
California Governor's Office

**Jay Banfield**  
All Home

**Jennifer Tran**  
Vietnamese Chamber of Commerce

**Jeff Bellisario**  
Bay Area Council Economic Institute

**Jessica Chen**  
Chinatown Chamber of Commerce

**Joe Partida**  
Latino Chamber of Commerce

**John Brauer**  
California Labor Federation

**Josh Simon**  
EBALDC

**Julina Bonilla**  
Port of Oakland

**Kat Taylor**  
Beneficial State Bank

**Kate O'Hara**  
EBASE

**Kellie McElhaney**  
UC Berkeley

**Liz Ortega**  
Alameda County Labor Council

**Mark Everton**  
Visit Oakland

**Michael Bush**  
Great Place to Work

**Robert Ogilvie**  
SPUR

**Robin Raveneau**  
Oakland Private Industry Council

**Saru Jayaraman**  
One Fair Wage

**Savlan Hauser**  
Oakland BID Alliance

**Shonda Scott**  
African American Chamber of  
Commerce

**Susan Muranishi**  
County of Alameda

**Yvette Radford**  
Kaiser Permanente

### Business Sector Reps

**Ahmed Ali Bob** | *Tech/Fintech*  
Square

**Ali Obad** | *Local Groceries*  
ShopRite

**Angela Tsay** | *Retail*  
Oaklandish

**Archie Nagraj** | *Performing Arts*  
Destiny Arts Center

**Atticus Wolf** | *Makers*  
Moxy

**Greg Feldman** | *Security*  
Allied Universal

**Jason Dreisbach** | *Transport &  
Logistics*  
Dreisbach Enterprise

**Jean Marie Durant** | *Visual Arts*  
Oakland Art Murmur

**Jim Macksood** | *Healthcare*  
SutterHealth

**Ke Norman** | *Nail Salon & Beauty*  
Nailphoria Day Spa

**Lea Redmond** | *Restaurant*  
Oeste

**Linda Grant** | *Small Business*  
Restuarant Pop-up & Cannabis  
Entrepreneur

**Lydia Tan** | *Sports*  
Oakland A's

**Lynn Vera** | *Manufacturing*  
Mettler-Toledo Rainin

**Maria Alderete** | *Bars & Restaurants*  
Luka's Tap Room

**Mieko Hatano** | *Cultural Arts*  
Oakland Symphony

**Patrick Hayes** | *Large Employer*  
Clorox

**Regina Davis** | *Real Estate  
Development*  
SUDA

**Stephen Baiter** | *Regional Economy*  
East Bay Economic Development  
Alliance

**Trevor Parham** | *Co-working/  
Workspace*  
Oakstop

**Yusef Wright** | *Barbers & Hairstylists*  
Benny Adem Grooming Parlor

# Data & Equity

## Identifying & addressing longstanding systemic failures

While the work of Advisory Council has underscored the urgent need for short-term solutions to help businesses reopen safely, the discussion has also raised longer-term ideas for systemic change to help Oakland rebuild a more equitable economy and avoid returning to “business as usual.” These themes are reflected throughout the recommendations.

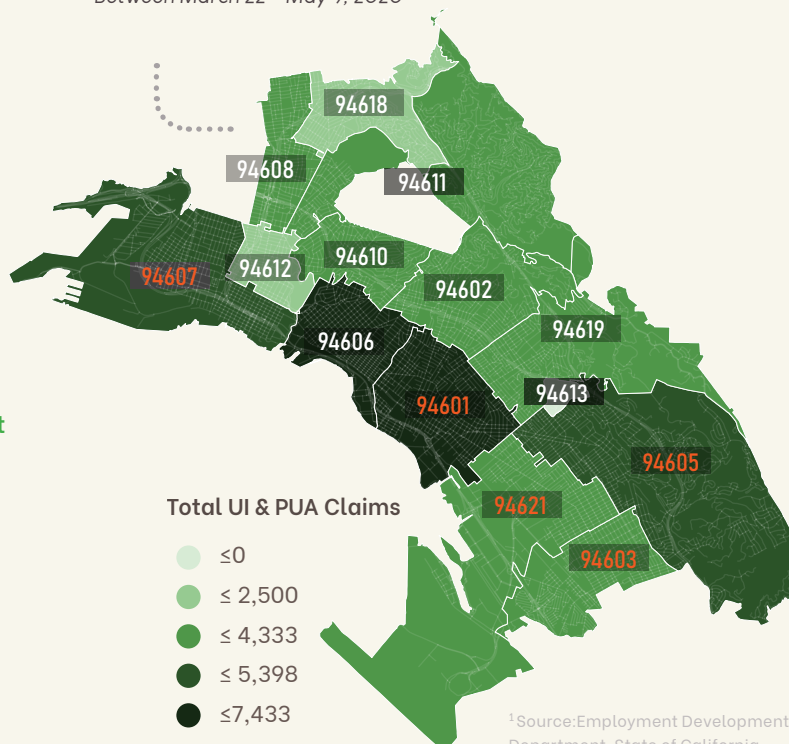
### 1 Regulate Conscientiously and Thoughtfully

There is an ecosystem of micro-enterprises that regulations do not effectively reach. In the current crisis, connecting with those businesses is more important than ever. Government should look at the cumulative impacts of layers of regulation on businesses and workers across City departments and between levels of government (City, County, State) to align goals and outcomes. This coordination is essential to manage consistent health and safety messaging and build public faith in government.

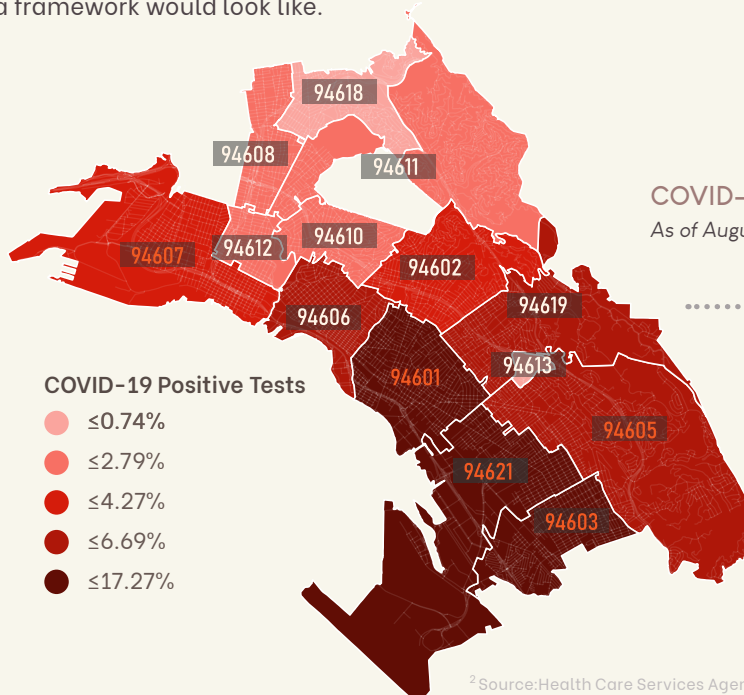
### 2 Empower the Community to Drive Development

Current community-led initiatives in response to the crisis have knit together smaller local efforts to increase their impact – we should learn from this model and imagine what government support for such a framework would look like.

Unemployment Insurance (UI) and Pandemic Unemployment Assistance (PUA) Claims Received<sup>1</sup>  
Between March 22 – May 9, 2020



COVID-19 Positive Case Ratio<sup>2\*</sup>  
As of August 15, 2020



Zip code	% of jobs with limited ability to work remotely	COVID-19 rates per 100,000 people
94601	66.72%	1,971.7
94621	69%	1,845.3
94603	70.8%	1,870.9
Citywide Average	58%	735.3

\*Zip codes highlighted in red are areas with the highest unemployment rates.

### 3 Name the Disparities and Gather Quantitative and Qualitative Data to Understand Root Causes

Government should invest resources in gathering real time qualitative and quantitative race and ethnicity data related to this crisis and use the Racial Equity Analysis methodology to center those who are most impacted to effectively target recovery policies.

### 4 Recognize that Government Cannot Solve these Problems Alone

We must all understand the role of the private sector and philanthropy in this recovery and work to provide culturally competent financial and legal pro bono work to build the capacity of smaller organizations within the community.

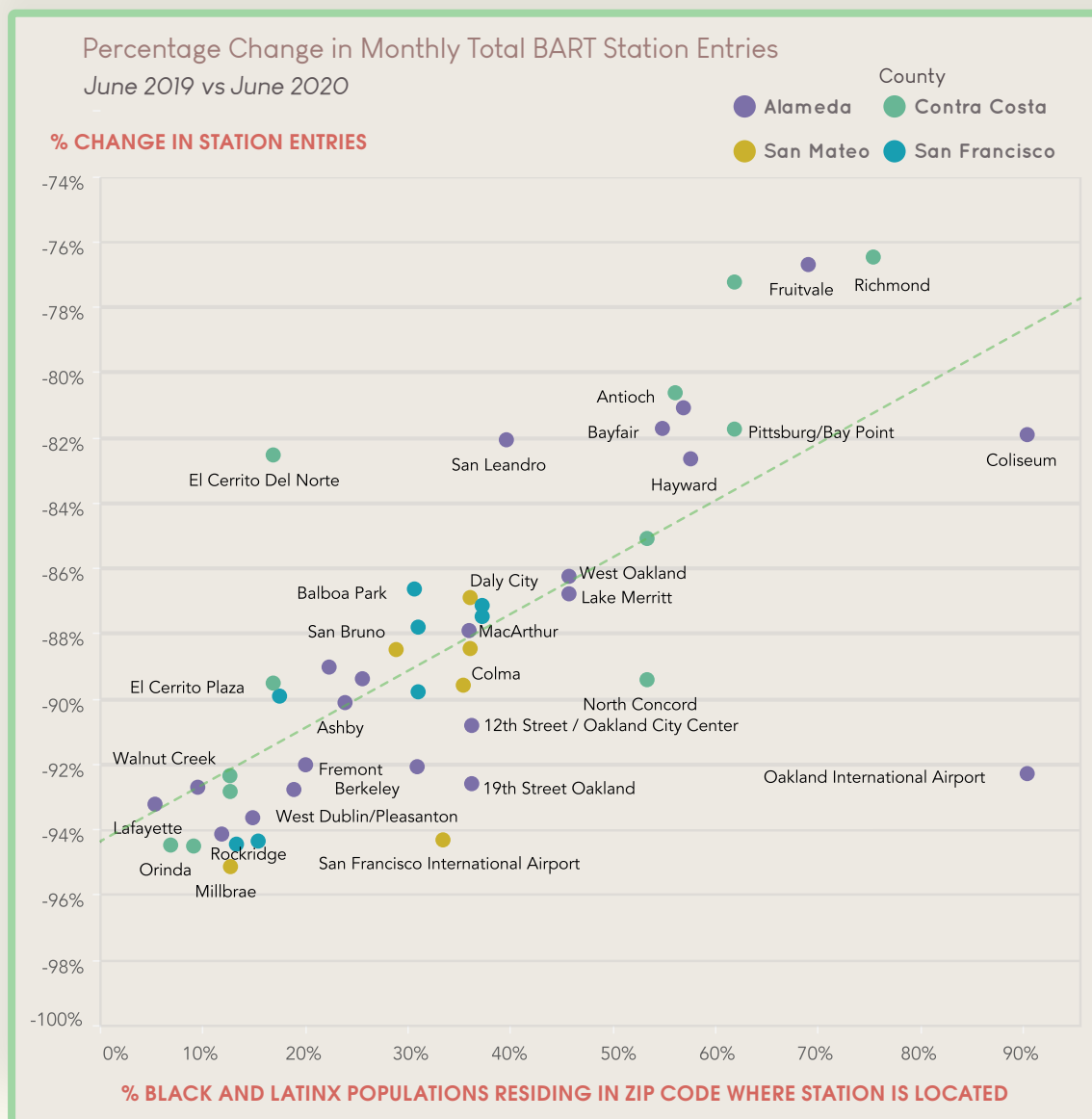
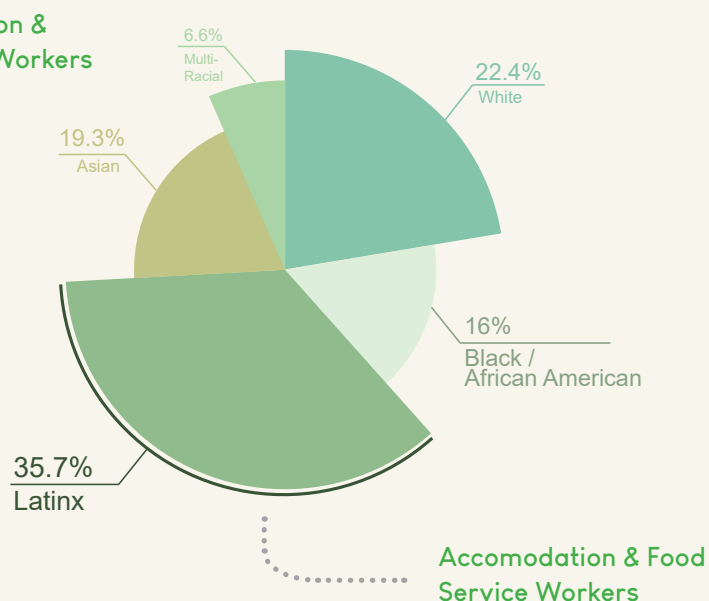
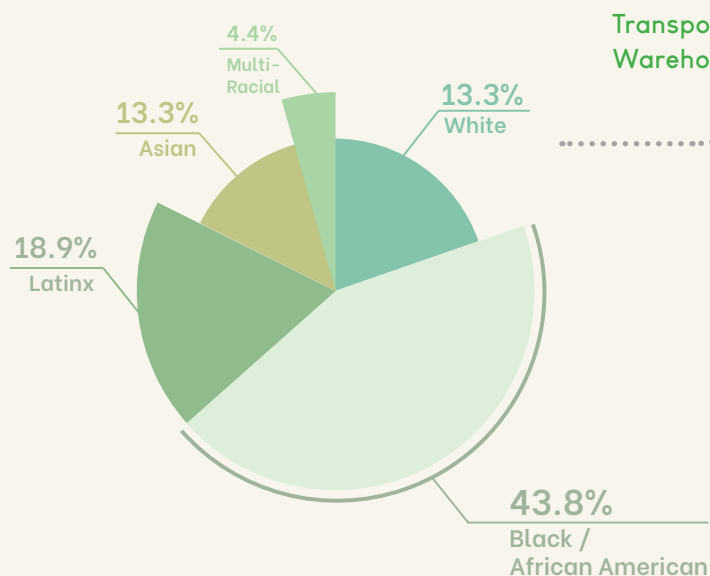


Chart excerpt from [Racial Disparities in BART Usage During COVID-19 Pandemic](#), (Bay Area Council Economic Institute)

### Oakland's Workforce by Sector: Racial & Ethnic Breakdown<sup>3</sup>



<sup>3</sup>Source: Bay Area Council Economic Institute





# 1

## Financial Support

Provide financial support for small businesses and targeted funds for BIPOC business owners



# 1.1

## SUPPORT THE URGENT NEED FOR COMMERCIAL LEASE NEGOTIATIONS

Small businesses that have been closed or partially closed since March cannot keep to the terms of pre-pandemic leases. Many Oakland emerging small businesses that were not yet profitable have already gone out of business due to the crisis and inability to pay commercial rent. While some small businesses have worked with their landlords to create flexible arrangements to continue operations, many others have not, or their landlords are unwilling or unable to make modifications.

### ACTIONS COMPLETED

#### COMMERCIAL EVICTION MORATORIUM EXTENSION

On March 27, 2020, the Oakland City Council passed [a moratorium on commercial and residential evictions](#), which was extended on July 21, 2020. The commercial eviction provision will align with the Governor's Executive Order (currently set to expire on September 30, 2020) or any extensions.

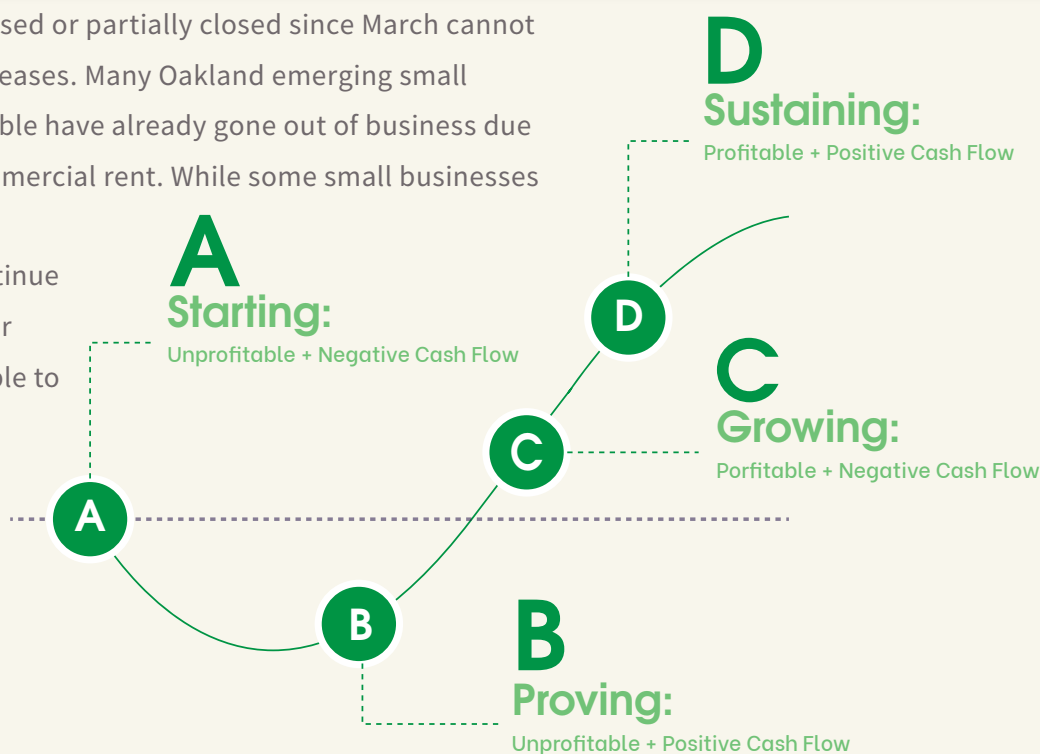


Chart excerpt from [Presentation to Advisory Council by Michael C. Bush](#) [↗](#), (CEO, Great Place to Work)

#### COMMERCIAL RENT CONVENING

The Advisory Council has convened small business owners, property owners, and investors on restructuring leases. The Advisory Council recommends that landlords work with businesses to develop terms that include a combination of forgiveness, deferral, and elimination of fixed monthly payments, replaced by percent of sales. Some members of the group have already successfully negotiated these arrangements for 2020. In some cases, the lease term has been extended to accommodate the deferrals with quarterly review to allow for real time adjustments.

### NEXT STEPS →



CITY  
GOVERNMENT

- Disburse CARES Act funding for small businesses, with a focus on businesses in low-income census tracts, to help with fixed costs, such as rent
- Partner with a nonprofit organization to provide tenant-landlord workshops and subsidized representation for small businesses who need support negotiating commercial lease terms
- Work with the ethnic Chambers of Commerce and community organizations to ensure that these resources reach BIPOC-owned businesses throughout Oakland



STATE &  
REGIONAL  
GOVERNMENT

- Negotiate and create forbearance policies and tax guidance with banks and lenders
- Change bankruptcy rules for small businesses to remove the threat of lawsuit for unpaid rent
- Consider allowing property owners to finance unpaid rent through a property tax credit similar to the PACE program

# 1.2

## TARGET FUNDS FOR BIPOC BUSINESS RECOVERY

The City, Advisory Council members and many volunteers conducted multilingual phone outreach to assist hundreds of Oakland's small businesses in applying for stimulus funds, however, the City's recovery survey data shows that many did not apply or were unsuccessful. According to a recent national report, as of April 2020, 441,000 black-owned businesses (41%) had closed permanently; 658,000 Latino-owned businesses (32%), and 1.3 million woman-owned businesses (25%) had also closed<sup>4</sup>.

The City will distribute CARES Act funding for small businesses to provide immediate relief across Oakland, with a focus on businesses in Oakland's Opportunity Zones and other low-income census tracts. Additional funding through private partners should be directly targeted to Black, Indigenous, and people of color owned businesses to reduce the disparities in stimulus access. These communities are impacted by the same systems that keep structural racism in place and we need to support the collective recovery.

**441,000**

(41%)

Black-owned businesses closed permanently<sup>4</sup>

**658,000**

(32%)

Latinx-owned businesses closed permanently

**1.1 mil**

(32%)

Businesses owned by immigrants closed permanently

**1.2 mil**

(25%)

Women-owned businesses were terminated

<sup>4</sup> Source: The impact of COVID-19 on Small Business Owners: Evidence of Early-Stage Losses from the April 2020 Current Population Survey; National Bureau of Economic Research; Working Paper 27309, June 2020

### ACTIONS COMPLETED

### NEXT STEPS →



#### CITY GOVERNMENT

- Distribute emergency CARES Act funding to small businesses, with a focus on Oakland's low-income census tracts



#### NON-PROFIT ORGANIZATIONS

- Oakland's Ethnic Chambers, OCCUR, the POC Small Business Network, Black Cultural Zone, East Oakland Entrepreneurship Forum, the Unity Council, and others are working to connect small businesses to recovery resources



#### BUSINESS COMMUNITY

- Partner in the recovery of BIPOC-owned businesses through purchasing, contracts and equity investment

### OAKLAND SMALL BUSINESS EMERGENCY GRANT PROGRAM

With input from the City, issued \$5,000 grants to 275 low-income small business owners with philanthropic funds from the Oakland COVID-19 Relief Fund. 80% of the grants went to businesses owned by people of color.

#### PRIVATE FUNDS

Advisory Council members have sponsored multiple funds for BIPOC-owned small businesses:

[Keep it Caring, Keep it Oakland Fund](#)

The Oakland Indie Alliance's COVID recovery fund that provides up to \$10,000 grants for small businesses, prioritizing BIPOC-owned businesses

[Oakland Chinatown Chamber of Commerce](#)

Recovery and relief fund targeting Oakland's Chinatown business community

[OAACCF Resiliency Relief Fund](#)

A \$1 million relief grant fund created by the Oakland African American Chamber of Commerce Foundation

[Unity Council Business Relief Fund](#)

The Unity Council's emergency cash assistance and relief for Fruitvale District businesses

[Oakland Black Business Fund](#)

Established a \$10M relief fund focused on helping Oakland businesses impacted by COVID-19 and an investment fund to support Black entrepreneurs across the country

# 1.3

## SUSTAIN OAKLAND'S ARTIST AND CULTURAL ORGANIZATIONS

As organizations rethink new ways of reaching audiences, the delayed reopening of concerts, performances and other large gatherings to Phase IV—the latest stage of reopening—presents a unique challenge for the arts and culture sector. Cultural organizations must develop innovative ways to sustain their existence while maintaining safe practices. In addition, this sector may need to raise significant funds to reopen in modified safely distanced formats when allowed under State and County guidance.

### ACTIONS COMPLETED

#### EAST BAY/OAKLAND RELIEF FUND FOR INDIVIDUALS IN THE ARTS

The Center for Cultural Innovation, with City input, issued \$2,000 grants to individual artists and culture workers, with \$300,000 earmarked for Oakland residents, using a combination of philanthropic funds from the Oakland COVID-19 Relief Fund and funding from the Economic Workforce Development Department (EWDD)'s Cultural Affairs Division.

### NEXT STEPS →



#### CITY GOVERNMENT

- Explore flexibility in permit and public safety fees for cultural organizations to reopen using outdoor space safely
- Distribute CARES Act funding to support artists and nonprofit arts organizations and provide technical assistance to help organizations adapt to new models for revenue and space



#### NON-PROFIT ORGANIZATIONS

- Provide technical assistance and fee-less fiscal agency/sponsorship to arts organizations
- Provide guidance on digital and distanced cultural gatherings



#### BUSINESS COMMUNITY

- Corporate stakeholders and institutional lenders can sponsor or donate to recovery activities



#### STATE & REGIONAL GOVERNMENT

- Ensure that Workers Compensation Insurance companies do not cancel or increase policy prices due to State mandates

“

Outdoor performance venues that serve food could open their outdoor stage for recording sessions under specific guidelines as well. But, if they were to have both the outdoor restaurant and the recording session happening simultaneously, that is then rejected because it is considered an event.

We can't get a venue permit to have 4 people with masks and 8- to 12-foot distancing and plexiglass dividers to record a performance inside of Alameda County - indoor or outdoor (But we are sending individual musicians to perform safely at Oakland Parks and Rec Summer Camps in 19 locations).

”

**Dr. Mieko Hatano**

*Executive Director, Oakland Symphony*

ELVIN WONG/FLICKR



# 2 Local Leadership

Empower the community to drive development



# 2.1

## PARTNER ON RECOVERY INVESTMENTS WITH COMMUNITY-LED AND SERVING ORGANIZATIONS

Grassroots organizations delivering both health services and entrepreneurship support in Oakland's most impacted neighborhoods are a crucial recovery resource. Often under-funded, these groups are best positioned to understand community needs and distribute resources. With the right coordination and support, they can bolster the responses of government and of larger, more established non-profits. Recovery investments should support their ongoing collaboration with each other and build long-term capacity to continue to partner with the City and County and lead recovery work over the coming years.

### ACTIONS COMPLETED

#### CARES ACT FUNDING TO COMMUNITY-SERVING ORGANIZATIONS

The Oakland City Council authorized CARES Act funding to community-serving organizations in East and West Oakland, including to the Oakland Community Frontline Healers, an alliance of 20+ organizations that are providing a holistic suite of services to Black and brown communities during the pandemic.

CARES Act funding will also go to Oakland's ethnic Chambers and other business support organizations.

The City has also designated [CARES Act](#) funding to support non-profits that provide services to low-income residents in the following areas:



Economic & Workforce Development



Food Security



Housing



Health & Human Services



Legal Support



Education

### NEXT STEPS →



CITY GOVERNMENT

- Distribute CARES Act funding
- Expand outreach networks to foster deeper partnerships



BUSINESS COMMUNITY

- Offer partnerships and pro bono legal and business support to help small, community-based organizations scale their operations

“

[Smaller local organizations] are running out of funds as demand for services grow. Many are not operating in coordination with City/County service infrastructures and are often behind the curve in receiving critical information, resources, and PPE. Without reliable support, services will be scaled down at a time when they need to be ramped up.

”

*Oakland Frontline Healers*



# 3 Health & Safety Guidance

Create and distribute consistent, culturally competent business reopening guidance and PPE

# 3.1

## ENSURE UNIFORM SAFETY GUIDANCE AND PPE USE IN BUSINESSES ACROSS OAKLAND

Safety practices and PPE availability are not evenly implemented across the city. Every publicly accessible Oakland business should have a safety plan for their operations, consistent, culturally-competent and multi-lingual public signage on mask usage, PPE for their workers and other management practices to eliminate workplace-based COVID transmission. Oakland is the most ethnically diverse city in the U.S. with more than 125 different languages spoken in the city.

### ACTIONS COMPLETED

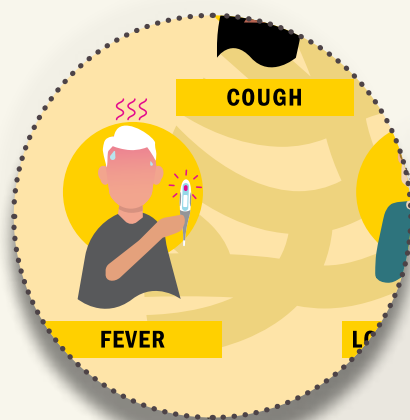
#### CITYWIDE PPE DISTRIBUTION AND ASSISTANCE

The City is purchasing 350 PPE kits for East and West Oakland businesses through the Opportunity Zone program.

m0xy, It Takes a Village, and other local partners have produced over 32,000 masks and 11,000 face shields.

#### SAFE REOPENING POSTER

The Oakland Metropolitan Chamber, Oaklandish, and FastSigns produced and distributed safety posters in partnership with Business Improvement Districts (BIDs) and ethnic Chambers.



### NEXT STEPS →



#### CITY GOVERNMENT

- Continue to fund and distribute PPE
- The City is working to produce up to 1,000 more PPE kits and should explore bulk purchasing and working with local suppliers



#### BUSINESS COMMUNITY

- All businesses need to create a Site-Specific Protection Plan and understand procedures for COVID-positive workers



#### NON-PROFIT ORGANIZATIONS

- Ethnic chambers and other organizations receiving CARES Act funding will assist businesses with re-opening plans





# 4 Capacity Building

Build business resilience through technical support



## 4.1

## INCREASE PUBLIC SPACE AVAILABILITY FOR BUSINESSES AND CULTURAL ACTIVITIES

250

City permits have been filed for parklets and outdoor retail/ service spaces

The Flex Streets program streamlines permitting for the creative and flexible business use of public sidewalks, parking lanes, traffic lanes and private outdoor space. The City should expand on Flex Streets to make public space available for cultural activities when safely allowed under County and State guidance. Businesses outside of BID areas, especially those traditionally underserved, need additional support to take advantage of Flex Streets. As an extension of this flexibility, and to reach larger audiences, public radio and television should carry local arts performances.

Current commercial tenants should also be allowed to pivot their business models to related activities with reduced regulatory burdens. Longer term, the City should allow zoning flexibility on vacant ground floor spaces to include pop-up retailers as well as cultural and community-serving organizations.

## ACTIONS COMPLETED

## FLEX STREETS

In June 2020, the City launched Flex Streets to streamline permitting and eliminate fees for use of outdoor space and City-owned outdoor property. City staff are conducting door-to-door outreach in commercial corridors that have been most impacted by COVID-19 to inform businesses about the program and distribute safety information and signage.

## MOBILE FOOD VENDING

The City is providing permits for vending on City streets or private property in commercial or industrial zones. City permit fees have been waived and applications are no longer limited.

## NEXT STEPS →



## CITY GOVERNMENT

- Fund parklet materials in areas outside of BIDs
- Explore options to allow more flexible zoning during the pandemic and ease requirements for some uses until the end of the health restrictions
- Consider a temporary use category in the City Planning Code to allow ongoing flexibility and prevent long-term vacant storefronts



## COUNTY GOVERNMENT

- Align with the State's home-based kitchen laws and work with local food vendors to legalize operations

# 4.2

## EXPAND EQUITY PROGRAMS AND SUPPORT INDUSTRY EFFORTS TO REDUCE DISPARITIES

Just as the 2008 recession fell heavily on homeowners of color, thousands of whom lost their chance to build wealth through homeownership in the foreclosure crisis, the pandemic threatens to eliminate recent Black and Latinx gains in business ownership through mass business closures.

Oakland has an innovative Equity Permit Program designed to minimize barriers to opening a cannabis business for those who have been the most victimized by the war on drugs. Cannabis Equity Permit holders receive real estate incubation space, technical assistance, and access to a loan fund. Data on unequal access to stimulus funding, loan capital and business assistance support replicating this model in other industries in a post-COVID economy, with a focus on closing racial disparities.

### ACTIONS COMPLETED

#### HIGHLIGHTING DISPARITIES WITHIN INDUSTRIES

**Restaurant Opportunities Centers (ROC) United** has **documented the extent of racial discrimination and occupational segregation in the Bay Area restaurant industry**, which revealed significant racial wage gaps, barriers to people of color to advance to living-wage jobs, and explicit and implicit biases of restaurant employers and consumers that segregate the restaurant workforce.

### NEXT STEPS →



#### CITY GOVERNMENT

- Gather data and conduct racial impact analysis to name disparities in industry sectors
- Determine the City's role and create targeted assistance with industry partners



#### BUSINESS COMMUNITY

- Consider joining ROC United/ One Fair Wage's Safe and Just Reopening program to improve workplace safety and close racial wage gaps



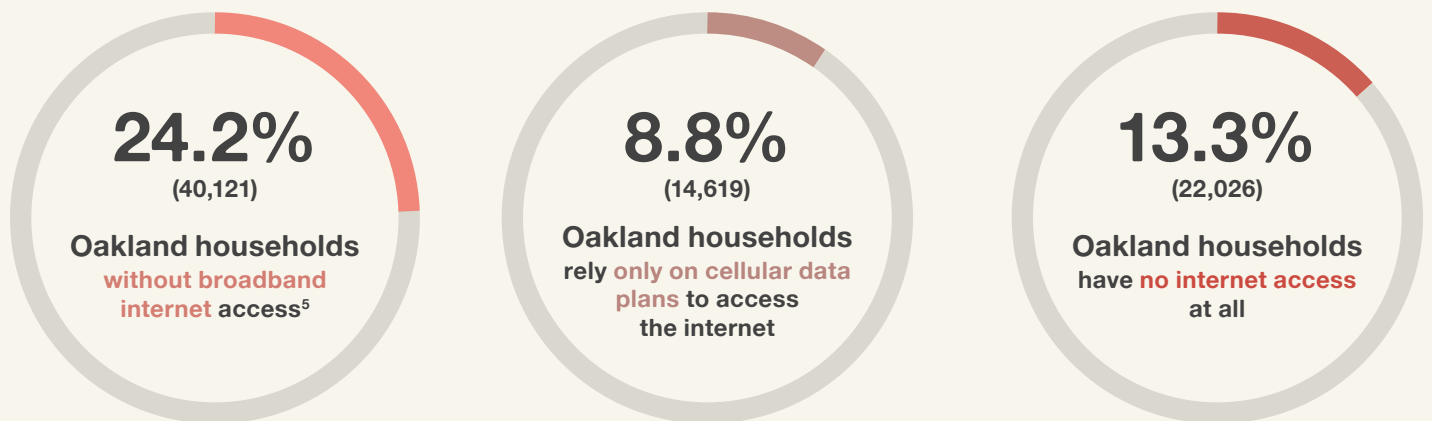
#### STATE & REGIONAL GOVERNMENT

- Prevent predatory operations that exploit financially vulnerable business operators and property owners

# 4.3

## CLOSE THE DIGITAL DIVIDE FOR BUSINESSES AND WORKERS

Oakland's workers and small businesses need resources, training, and technical assistance to succeed online. From March to June, City staff, business technical assistance providers and community members worked to help hundreds of business owners who do not use computers apply for stimulus funds online, especially senior business owners. We found that training and digital support were even more important than internet access. Workers and individuals also need online support for job searches, to access safer remote work opportunities, benefits, supportive services, and telehealth. Opportunity youth, ages 18-24, should also be priority.



<sup>5</sup> Source: "A Case for Digital Inclusion: Systematically Bridging the Digital Divide", City of Oakland, 2020.

### ACTIONS COMPLETED



~94,000

Oakland residents have no internet connectivity or computing device

#### OAK WIFI

The City is using CARES Act funding to implement Oak WIFI, a public broadband access plan.

#### OAKLAND STARTUP NETWORK

In partnership with the City of Oakland, Kapor Center, ICA/Fund Good Jobs and The Town Experience hosted Oakland's first Digital Small Business Week in June, with resources to help businesses sell online and scale using digital tools.

### NEXT STEPS →



CITY GOVERNMENT



NON-PROFIT ORGANIZATIONS

- Build on the successes of #OaklandUndivided, which raised over \$15M to provide Oakland students with computers and internet access, by raising funds to close the digital divide for workers and small businesses
- Identify business owners and workers who lack an online presence/ internet access and connect to resources



# 4.4

## BUY LOCAL CAMPAIGN AND ONLINE MARKETPLACE/ B2B PLATFORM



PHIL MURPHY/FLICKR

Businesses are transitioning online to sustain sales but need an online marketplace and Buy Local movement to generate customers. The City has an adopted goal to increase revenues for businesses owned by people of color by 40%. For businesses that supply to other businesses, the creation of a Business-to-Business (B2B) Exchange would encourage large purchasers to buy from local and BIPOC-owned businesses, offering partial pre-pay to help businesses scale and creating a sustainable long-term network. The long-term benefits of investing in an online marketplace include support for pop-up businesses in high poverty areas to grow into storefronts, and growing customers for existing storefronts.

### NEXT STEPS →



#### CITY GOVERNMENT

- Foster an ongoing B2B platform to go beyond one-time contracts
- Forge consensus on a single, customer-facing platform and support local business efforts to develop their listings



#### BUSINESSES & PHILANTHROPY

- Provide funding and support efforts to create a comprehensive, connected single platform for B2B connection that enables large businesses to procure supplies from local and BIPOC-led companies

### ACTIONS COMPLETED

#### PROMOTE LOCAL BUSINESSES

Online directories for local businesses have been initiated:

[Keep it Oakland](#)  
[Oakland Indie Alliance](#)

[Fruitvale is Open](#)  
[The Unity Council](#)

[Oakland's Open](#)  
[Oakland Metropolitan Chamber of Commerce](#)

[Spend.Stay.Love.](#)  
[Visit Oakland](#)



# 4.5

## SUPPORT ONGOING PARTICIPATORY RESEARCH ON THE NEEDS OF BLACK BUSINESSES

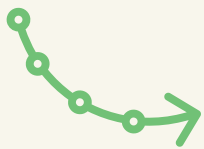
One well-documented means of addressing wealth disparities in Black communities is by creating new economic opportunities through employment, specifically business ownership within these communities (Bates et al., 2007). Historical and persistent structural, systemic, and institutional biases, however, undermine prosperity for small, disadvantaged businesses in Black communities. These biases lead to, and compound, three frequently

cited key obstacles to the economic mobility of Black-owned businesses: (1) lack of access to capital, (2) lack of access to leadership education, and (3) a lack of access to market.

If recovery efforts mean to remove these barriers, we need focused, ongoing and participatory research to assess the immediate survival needs of businesses, their post-crisis stabilization, and the impact of new programs on their revenues.

# 452

Black-owned businesses



# 3,172

Oakland Jobs generated in 2017<sup>6</sup>

<sup>6</sup> Source: American Economic Survey, 2007

THOMAS HAWK/FLICKR

BLACK OWNED

OPEN FOR TAKE OUT

BLACK OWNED

### ACTIONS COMPLETED

#### CITY PARTNERSHIP WITH EAST OAKLAND RESEARCH EFFORTS

**The East Oakland Entrepreneurship Forum has been supporting business owners in East Oakland and collecting their insights on additional efforts to create a healthy growth environment for local business. POC Small Business Network is collecting ongoing data on the needs of participating businesses.**

### NEXT STEPS →



CITY GOVERNMENT & PHILANTHROPY

- Support research on the needs of Black, Indigenous and other POC-owned businesses owners during and post-COVID
- Commit resources to gathering the quantitative and qualitative data needed to center equity and target resources effectively



STATE & REGIONAL GOVERNMENT

- Recognize the structural barriers to capital for Black-owned and other POC-owned businesses and design programs to address them



5

# Social Safety Net

Guaranteed Income, Individual Support for Workers, and Home-based Entrepreneurs, and a Return to Work

# 5.1

## IMMEDIATE CASH ASSISTANCE AND GUARANTEED INCOME

Unemployment assistance may not cover local rents, especially after the lapse in the \$600 pandemic unemployment supplementary payment. In the years prior to the pandemic, 40% of Oakland residents did not have enough liquid assets or readily available savings to survive three months without income.

For Latinx and Black residents, that percentage is much higher at 61% and 57%. Black and Latinx workers are also disproportionately represented in low-wage work and in jobs still on pause or unlikely to resume in recovery. Many Black-, Latinx- and Indigenous-owned businesses are home-based, and may not pay commercial rent, so residential rent relief also sustains these businesses. A guaranteed income has been advocated to end poverty since the Civil Rights era. The pandemic has shown that the current social safety net has been expensive and overwhelming to administer without providing enough protection.

### Financial Assets and Income<sup>7</sup>

Outcome Measure	Overall	White, NH*	People of Color	Black	American Indian	Asian	NHPI**	Latino
Income Poverty Rate	14.5%	2.9%	19.7%	21.0%	20.8%	16.2%	17.1%	20.4%
Liquid Asset Poverty Rate	40.6%	18.7%	53.7%	56.8%	-	41.7%	-	60.6%
Asset Poverty Rate	33.0%	20.1%	41.4%	46.9%	-	26.7%	-	46.8%
Households with Zero Net Worth	22.2%	16.5%	25.7%	31.3%	-	12.9%	-	29.1%
Unbanked Households	9.7%	1.7%	13.9%	16.3%	-	6.7%	-	17.1%
Underbanked Households	20.6%	13.0%	24.7%	29.1%	-	18.1%	-	24.0%

<sup>7</sup> Source: Prosperity Now Sourcecard

## ACTIONS COMPLETED

### COVID-19 RELIEF FUND

The Oakland COVID Relief Fund directed \$2.9 million directly to households through Centro Legal de La Raza, Keep Oakland Housed, HeadStart, One Fair Wage, Oakland Public Education Fund, Oakland REACH and others.

### RENT & MORTGAGE RELIEF

The City Council allocated \$5M in COVID Relief funds for Residential Rent and Mortgage Relief. Keep Oakland Housed and other rent relief programs help both workers and home-based businesses, many of which are Black-, Latinx- and Indigenous-owned.

### MAYORS FOR GUARANTEED INCOME

In July 2020, Oakland and ten other cities led a unanimous national call from the US Mayors Conference to support a guaranteed income.

## NEXT STEPS



### CITY GOVERNMENT

- Continue to advocate for a Guaranteed Income and work locally to set up the infrastructure to distribute cash assistance
- Rent relief can be combined with landlord-tenant mediation and access to City housing services to leverage assistance into longer-term stability



### PHILANTHROPY

- Support Guaranteed Income demonstrations that prioritize those most in need



# 5.2

## DEVELOP AND SUPPORT POLICIES FOR HEALTHCARE, CHILDCARE, AND ELDERCARE FOR LONG-TERM UNEMPLOYED



COVID-19 has thrown many workers into turmoil as they lose health care tied to their employment. Those still employed have limited childcare and eldercare options. School has begun with children in distance learning for the foreseeable future.

1,200

Oakland service workers applied to the ROC United emergency workers' fund in May<sup>8</sup>

80%

of the above 1,200 did not have saving to purchase groceries

70%

had not received unemployment insurance

<sup>8</sup> Source: Restaurant opportunity Center, presentation to OERAC, June 2020

MARCO SANCHEZ/FLICKR

### ACTIONS COMPLETED

#### NEXT STEPS →



CITY GOVERNMENT

- Provide safe childcare and learning options for Oakland youth



STATE & REGIONAL GOVERNMENT

- Ensure unemployed workers have continuous health coverage
- Advance advocacy for universal healthcare

### CHILDCARE AND MEALS FOR ESSENTIAL WORKERS AND SENIORS

Oakland Parks, Recreation & Youth Development's Town Camp provided safe childcare for essential workers. Since May 2020, the City has partnered with FEMA, the State of California, and World Kitchen Central Kitchen to provide free meals to hundreds of Oakland seniors.

### COVERED CALIFORNIA EXTENSION

Covered California opened the health insurance exchange to any eligible uninsured individuals who needed health care coverage amid the COVID-19 nation emergency.



# 5.3

## ENGAGE YOUTH, UNEMPLOYED WORKERS, AND THE REGION ON A RECOVERY STRATEGY

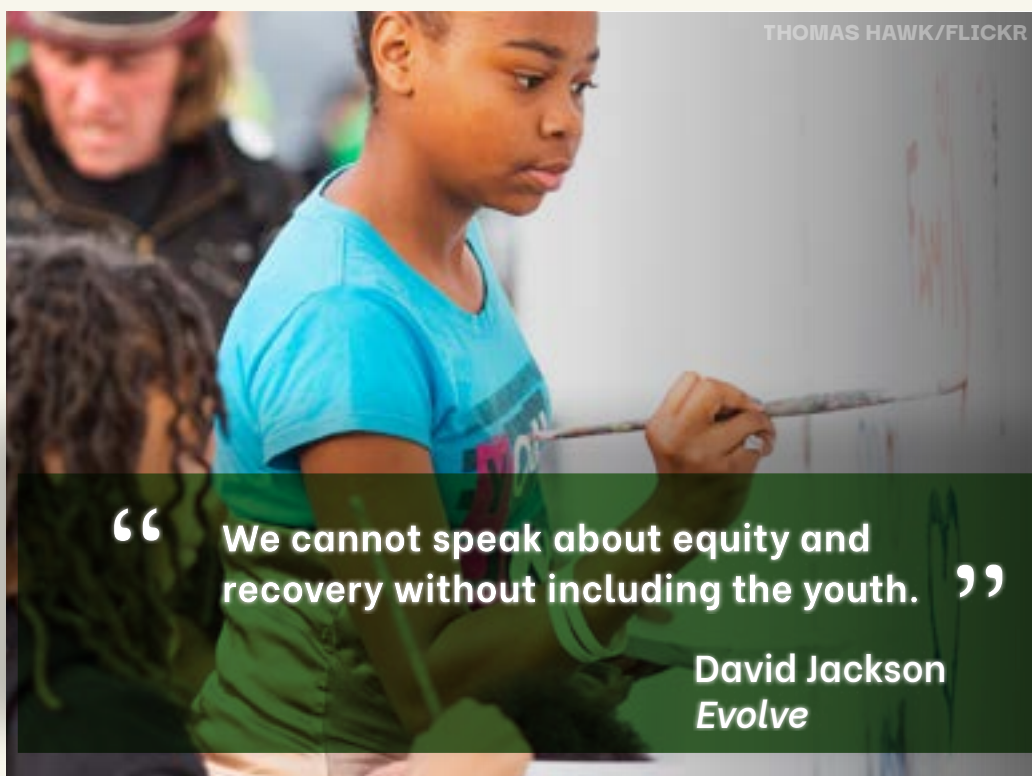
There is an urgent need for retraining and job placement for laid-off, low-wage workers in retail, hospitality and tourism, industries that employ more than 25,000 Oakland workers. The City applied for and received funding from the State Employment Development Department (EDD), but this will only serve approximately 350 workers. Training programs can connect clients to other asset building areas such as banking, credit building and homeownership. In the longer term, industries such as manufacturing may see growth post-pandemic, and along with remote work possibilities, may provide opportunities for stable and higher wage work. Each industry should address the racial disparities in its workforce and work with the City to remedy, rehire and train workers to equal employment.

Finally, Oakland's youth are at protests making a clear call for justice and equitable investment in their communities and futures. Economic recovery and rebuilding efforts must engage and include Oakland youth to share their survival stories and hopes for the future.

### ACTIONS COMPLETED

#### SUPPORT FOR HOSPITALITY WORKERS

The City successfully applied for training funds from State EDD to support hospitality workers and partnered with One Fair Wage to support training for restaurant workers.



#### RIGHT TO RETURN LEGISLATION

The Oakland City Council passed an emergency ordinance that guarantees laid off hotel and airport workers priority should their former employers start hiring again. The legislation will affect more than 10,000 Oakland workers.

#### HIRING SERVICES

Job opportunities, hiring support, and virtual job fairs are available through Oakland's three America's Job Centers: Lao Family Development, Oakland Private Industry Council, and The Unity Council.

### NEXT STEPS →



#### CITY GOVERNMENT

- Engage Oakland youth in the economic recovery
- Identify sectors with growing hiring needs
- Target workforce services to Oakland Zip codes with the highest unemployment
- Invest in gathering racial disparity data by sector



#### BUSINESS COMMUNITY

- Analyze and report on wage and hiring disparities
- Take action to close training and wage gaps



#### STATE & REGIONAL GOVERNMENT

- Analyze and project how Bay Area employment in the recovery will change from pre-COVID times
- Consistent with both regional and local Economic Development Plans, coordinate with cities on recovery planning that names disparities and focuses on increases mobility, security and wealth for low-wage workers