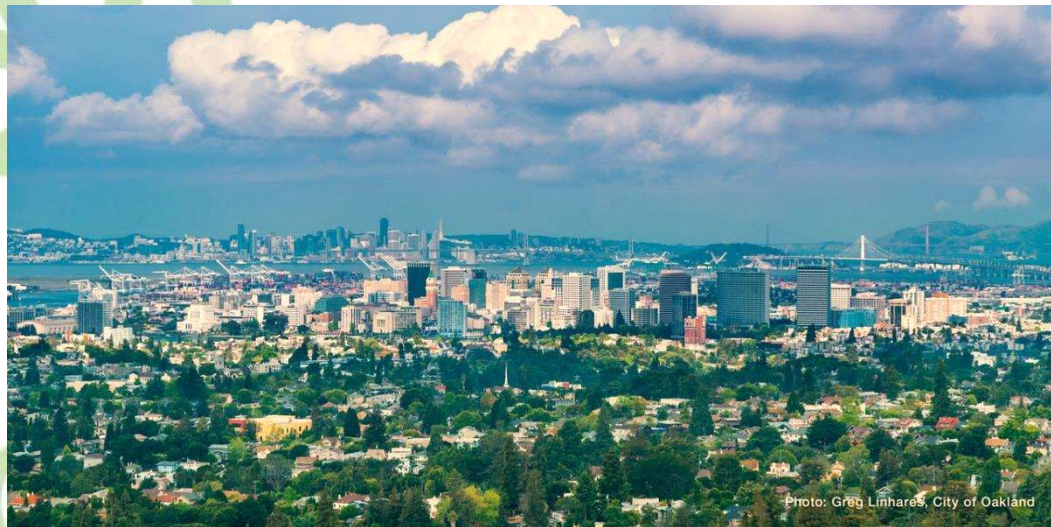
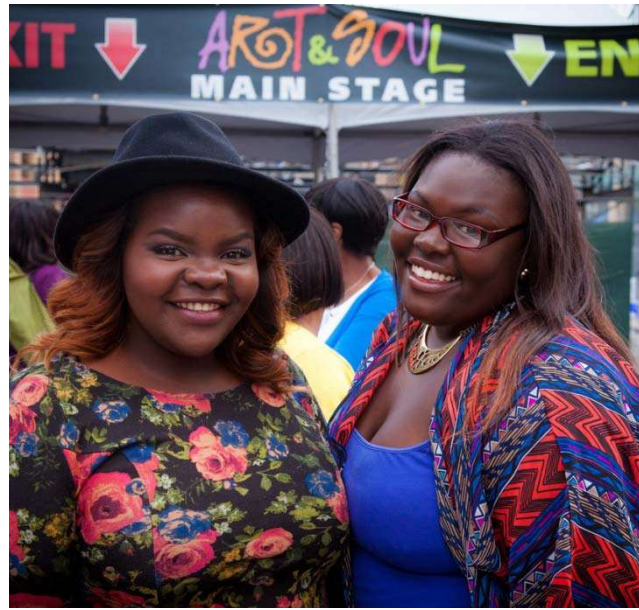


# Sustainable Oakland

## 2015-16 Annual Report



# How Are We Doing?

Oakland, California is one of the most livable and sustainable cities in the nation. This report summarizes Oakland's recent progress in becoming an ever-more sustainable city. Its purpose is to reflect on our progress and opportunities to make Oakland the best place to live, work, learn, play, shop, and visit.

Becoming a more livable and sustainable city involves progress toward several interconnected goals. Advancements in each area enable new success in others. Through a collaborative approach emphasizing balanced, continuous improvement, we are building on Oakland's legacy of leadership and improving our city's economy, social equity, and environment.

## The 6 Elements of Oakland's

### Housing, Land Use & Transportation

The decisions we make today regarding housing, land use, and transportation will shape the future of our community for generations to come. Oakland is a city of desirable, vibrant neighborhoods connected by an efficient transportation system. Our planning decisions build on and reinforce these qualities, increasing accessibility for all members of the Oakland community, supporting regional development goals, and making Oakland an even better place to live.



### Buildings, Energy & Climate

Oakland's local energy and climate efforts are reducing waste and pollution, encouraging investment, keeping money in the local economy, and improving local infrastructure. Buildings can be designed to support the health and wellbeing of occupants and minimize resource use and pollution. Increasing local energy security and planning for future climate impacts can increase the resilience of our community.



### Community, Culture & Education

A diverse and vibrant community, Oakland is home to a variety of cultural institutions and activities that celebrate our diversity, bring our community together, and create a joyful and engaging environment. Quality local education opportunities provide Oakland with a ready, capable workforce and enable our residents to pursue their chosen paths.



# Becoming a more sustainable city...



...a community in which all people have the opportunity to pursue safe, happy, healthy and fulfilling lives, now and into the future

## Sustainable City Vision



### **Economic Prosperity**

Oakland has a thriving, diverse, and sustainable economy, offering a variety of attractive business and employment opportunities. The City continuously works to enhance the local business climate to attract, grow, and retain businesses, and to create jobs for residents. Local workforce development networks are helping to develop skills and expertise among residents and businesses to succeed in the evolving global economy. Oakland also offers support to help local businesses go green in their operations, improve energy efficiency, and save money.



### **Health, Safety & Wellbeing**

The City and its partners work to create and maintain a healthy, safe, and fulfilling environment for all residents and visitors. Local efforts aim to address inequities in access to healthy lifestyle choices and healthcare services. All members of the Oakland community have a role to play in creating a vibrant and resilient community by making healthy choices, using smart preventive practices, and helping to build supportive environments.

### **Natural Resources, Waste & Environmental Health**



Oaklanders rely on our region's diverse natural resources for food, water, energy, raw materials, recreation, and respite. Yet our natural resources are limited, and some are threatened by the impacts of urbanization. City policies related to creek protection, zero waste, climate change, land use, and other issues are designed to protect the health of our natural environment and make the best use of natural resources.



# Housing, Land Use & Transportation

The decisions we make today regarding housing, land use, and transportation will shape the future of our community for generations to come. Incorporated in 1852, Oakland is located in the heart of the San Francisco Bay Area. It is a city of vibrant, accessible neighborhoods, and a transportation system enabling efficient and non-polluting mobility. Our planning decisions build on and reinforce these qualities, increasing accessibility for all members of the Oakland community, supporting regional development goals, and making Oakland an even better place to live.

## Sustainable City Highlights

**Latham Square Reopens** – A historic City plaza, Latham Square has been newly developed into a welcoming and attractive place for downtown Oaklanders to gather. Located at the prime intersection of Broadway, Telegraph Avenue, and 16<sup>th</sup> Street in historic downtown, the plaza includes seating, trees, rain gardens, and pedestrian lighting that accompany the restored historic Latham Fountain.



Courtesy of Robert Follett

**Bike Share Expands and the Bike Solar Oakland Partnership Launches** – East Bay Bike Share expanded into Oakland with the first 70 pod locations announced, and 850 bikes set to be installed beginning in October 2016. Additionally, the Bike Solar Oakland initiative is piloting a program to bring solar-powered electric bicycles and scooters to Oakland, starting in Jack London Square. This is a community partnership initiative funded and supported by some of the Bay Area’s leading solar energy proponents, including the California Clean Energy Fund, Sungevity, Mahindra GenZe, DC Solar, and the Jack London Improvement District.

**Cycletrack Marks Project Milestone for Telegraph Avenue Complete Streets** – In May 2016, just in time for Bike to Work Day, the City completed the first phase of the Telegraph Avenue Complete Streets Implementation Plan, installing a parking protected bikeway, or “cycletrack,” on Telegraph Avenue between 20th-29th Streets. Cycletracks swap the position of the bike lane and the parallel parking area, placing the cyclist next to the curb and safely away from moving traffic. Bike paths and cycletracks are common in biking meccas such as Denmark and Holland, where, in some cities, bike mode share – the percentage of people who commute to work primarily by bicycle – exceeds 35%. The project also improved pedestrian safety by enhancing crosswalks and removing excess travel lanes to reduce speeding.

## City Awarded \$4 Million in Federal Funding To Allay Homelessness



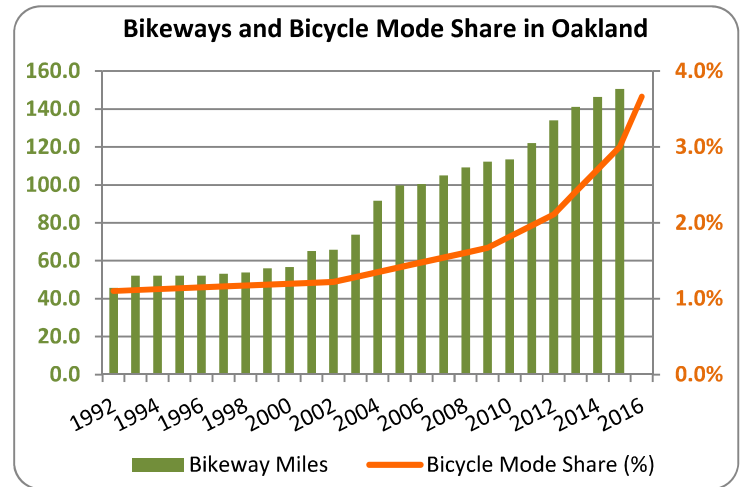
Formerly homeless, Dennis received housing through Community Housing Services Program resources.

Oakland secured over \$4 million in federal grant funding to provide immediate housing and support for homeless youth, families, and adults. The U.S. Department of Housing & Urban Development (HUD) renewed all five of the City’s current grants, and added a new grant to the Community Housing Services (CHS) Division of the City’s Human Services Department to fund a homeless youth rapid rehousing project. Totalling \$4,839,673, these six grants support the North County Homeless Youth Rapid Rehousing, Housing Fast Support Network program, Families in Transition, Matilda Cleveland program, Oakland Homeless Youth Housing Collaborative, and the North County Family Rapid Rehousing Collaborative. Homelessness in the Bay Area is a significant problem, and has

been more apparent given the upward pressure on rents during the past two years. The number of homeless people in Oakland as of 2015 is approximately 2,190. On any given night, there are an estimated 1,384 unsheltered people in Oakland. With approximately 350 shelter beds plus 60 additional beds during the winter months, a majority of the homeless are unable to find shelter.

## Measured Performance

**New Bikeways Open** – The first segment of the East Bay Greenway, a 12-foot-wide shared bicycle and pedestrian path that parallels San Leandro Street beginning near the Coliseum BART Station, was completed in November 2015. In the first six months of 2016, over 26,000 trips by bicycle were logged on the path. Pedestrians made an additional 46,000 trips. The project is part of a regional vision to create a nine-mile, off-street, bicycle and pedestrian path through Oakland and San Leandro to the Hayward BART Station. Adjacent segments are now under development. Oakland’s bike mode share is the 6<sup>th</sup> highest of the 70 largest US cities.



Source: Oakland Public Works and U.S. Census Bureau

**Oakland Recognized for Public Transportation Leadership** – In 2016, SmartAsset ranked Oakland the 10<sup>th</sup> best city for public transportation in the United States, and the American Council for an Energy Efficient Economy gave Oakland its highest score in transportation efficiency. Thanks to AC Transit, BART, and the Free B Shuttle, 21 percent of Oaklanders use public transportation as part of their daily commute. Oakland has one of the most equitable transportation networks: at two percent, the income gap between public transit and car commuters is one of the smallest in the nation.

## In the Works

**Downtown Specific Plan** – Through community meetings and public workshops, creation of Plan Downtown Oakland has prioritized citizen involvement since its inception in July 2015. Milestones reached to date include publication of the existing conditions (*Priority Development Area Profile Report*) and the Plan Alternatives Report, and a 10-day public design charrette. In response to community concerns, the City will begin working with a consultant to develop a Social Equity Strategy for the Plan in August, 2016. Community engagement will continue through summer 2017, followed by an environmental impact report, with final adoption of the Plan anticipated by December 2018.

**Oakland Bike Bridge** – Oakland is participating in the development of a “Bike Bridge” from West Oakland to the Bay Bridge Trail that runs along the southern side of the new East Span of the San Francisco-Oakland Bay Bridge. The bike bridge is expected to touch down at the envisioned “Gateway Park” at the tip of the Oakland end of the bridge. The City is currently working with CalTrans, the Metropolitan Transit Commission, and property owners to create the right-of-way for the bridge.

**Pedestrian Master Plan** – A new Pedestrian Master Plan is under development. Its primary purpose is to make Oakland a safe, walkable, and equitably-resourced City. Increasing the ease and attractiveness of walking can increase health benefits and decrease greenhouse gases. The Plan will guide investment in projects and programs over the next five years. Using an equity lens to ensure all parts of Oakland communities are included, the Plan will specify methods for creating safe crossings, speed reduction, and increasing walkability.





# Economic Prosperity

Oakland is home to a thriving, diverse, sustainable economy with attractive business and employment opportunities. The City works to enhance the local business climate to attract, grow, and retain Oakland businesses, and to create jobs that enable our residents to pursue their career aspirations. Local workforce development networks are helping to build skills and expertise among residents and businesses for success in the evolving global economy. Oakland offers support for local businesses to “go green” in their operations, improve energy efficiency, and boost their bottom lines.

## Sustainable City Highlights

**Oakland Promise Launches Cradle to Career Initiative** – Mayor Libby Schaaf, Oakland Unified School District (OUSD) Superintendent Antwan Wilson, and the Rev. Jesse Jackson celebrated the inaugural cohort of 300 Oakland High School students who are receiving college scholarships and persistence support as part of the Oakland Promise. The initiative launched in January 2016 by the City of Oakland Mayor’s Office in partnership with OUSD, East Bay College Fund, and the Oakland Public Education Fund. Its goal is to triple the number of college graduates from Oakland within a decade.

**West Oakland Jobs Resource Center Receives \$850K Grant** – The West Oakland Job Resource Center (WOJRC), which prepares workers for careers in the building and construction trades, received an \$850,000 job training grant from the W.K. Kellogg Foundation in partnership with the East Bay Alliance for a Sustainable Economy. The Center offers residents a rigorous apprenticeship program requiring both school and on-the-job training. Apprentices can earn \$13-\$25 per hour plus benefits. Because many participants have families, funds will go to financial, childcare, and housing services for apprentices. The WOJRC is a joint project of the City of Oakland, employers, unions, and community organizations.

**Kiva Oakland Launch** – In March, Kiva Oakland was launched at an event attended by over 250 people including Kiva Loan recipients and community investors. As part of the 2015-2017 City Budget, the Oakland City Council allocated \$100,000 toward the establishment of the Kiva Oakland Loan Fund. This fund matches individual loans, thus helping Oakland applicants achieve their loan goal faster. Up to 600 micro entrepreneurs and small businesses will ultimately receive matching funding from the City and others, including the San Francisco Foundation. The City of Oakland was able to endorse and help to finance over 21 Kiva Zip Loans, for a total disbursement of \$185,450, in fiscal year 2015-16 – and more to come. With a total of \$254,450 loaned to 34 small businesses since Kiva began operating here in 2013, the City of Oakland is proud to be one of the most active Endorsers of Kiva Zip Loans in the United States.



Kiva Zip Loan Recipient Rachel Konte, Owl 'n' Wood Clothing Boutique

## Equity and Environmentally-Based Ventures Garner Funding

Several innovative social and environmental financing ventures sprouted in Oakland this year, including new initiatives at Main Street Launch, the City's nonprofit small business lending partner. Main Street Launch received a grant of nearly \$1.5 million from Wells Fargo’s Diverse Community Capital Program for outreach, business support services, and lending for African American entrepreneurs, plus a Small Business Administration grant for technical assistance to Bay Area military veteran entrepreneurs. The Hidden Genius Project and Kiva Oakland both received \$500,000 awards in the 2015 Bay Area Google Impact Challenge. Hidden Genius trains and

mentors black male youth in technology creation, entrepreneurship, and leadership skills; their grant will underwrite training for 100 more young men, serving a total of 2,000 youth over the next three years. Finally, Better Ventures, an Oakland-based venture capital firm, created a \$1 million fund to back local technology companies that are pursuing positive social and environmental outcomes. Better Ventures will invest \$100,000 each in 10 pre-seed stage startups with an emphasis on companies based in Oakland. Companies already funded include UtilityAPI and Bright Current, both of which launched at Oakland’s Powerhouse solar incubator.

## Measured Performance

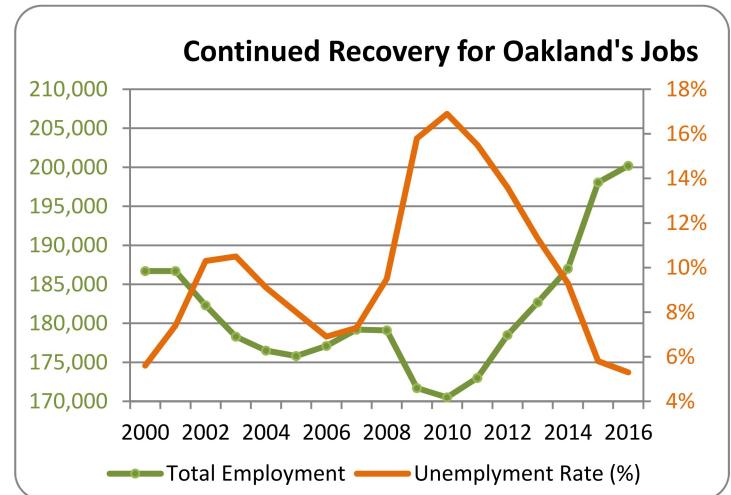
**Job Growth Remains Strong** – Oakland's unemployment level has dropped dramatically in the last six years, from 17.1 percent in Q1 2010 to 5.3 percent in Q1 2016. Oakland added approximately 11,050 jobs in the last year.

**Low-Wage Workers Get a Boost** – Pursuant to a November 2014 ballot measure that passed with an 82 percent majority, Oakland's minimum wage will rise each year on January 1 with the Consumer Price Index. As of 2016, the rate rose 30 cents from \$12.25 to \$12.55. The ordinance also requires accrued sick leave for any employee working more than two hours per week. The new rules are intended to support long-term business growth through the creation of a ultimately more productive workforce, while enabling low-wage employees to stay where they work.

**New Impact Fees Fund Affordable Housing and More** – In response to the ongoing housing crisis gripping the Bay Area, Oakland City Council approved the levying of development impact fees on new market-rate housing developments to raise funds for affordable housing, transportation, and capital improvements such as parks, libraries, fire, police, and Stormwater infrastructure. The new fees will be phased in beginning September 1, 2016. Fees range from \$750–\$7,000 per market-rate unit depending on the neighborhood, and will increase to \$13,000–\$24,000 by 2020.

## In the Works

**Transforming Abandoned Lots into Affordable Housing** – Through an innovative partnership with the Alameda County Tax Collector, nonprofit organization Hello Housing, and developer partners, the City is piloting a program to turn tax-defaulted abandoned properties into affordable rental and ownership housing. The new program has a three-pronged goal: with minimal public subsidy, (1) clean up blighted properties and return them to the tax rolls; (2) develop units to meet Oakland's profound need for new affordable housing; and (3) forge strong public-private and interagency partnerships by navigating barriers and piloting innovative, scalable solutions. The first 26 properties are currently in process for acquisition and development. City staff developed this new program when Oakland participated as one of nine U.S. cities in the 2016 Community Progress Leadership Institute, hosted by the Center for Community Progress at Harvard Law School. The Oakland delegation also developed new relationships with state and local partners to collaboratively pursue state-level tools and resources to facilitate the reclamation of abandoned properties for affordable housing.



Source: State of California's Employment Development Department  
 more stable and rooted in the city





# Buildings, Energy & Climate

Oakland’s comprehensive energy and climate efforts are reducing waste and pollution, encouraging investment, keeping money in the local economy, and improving local infrastructure. Buildings can be designed to support the health of occupants, minimize resource use, and make our community a more enjoyable place to be. Optimizing the use of energy, water, and other resources can lower associated costs, air pollution, and greenhouse gas emissions. Improving local energy security and planning for future climate impacts can increase the resilience of our community.

## Sustainable City Highlights

**Oakland Youth Help Residents Save** – California Youth Energy Services (CYES), a summer youth employment program, provides energy efficiency and water conservation services to Oakland residents. Teams of youth Energy Specialists provide “Green House Calls,” assessing homes for conservation opportunities, installing equipment such as energy-efficient light bulbs and low-flow faucet aerators, removing e-waste, and providing a basic solar assessment – all at no cost to the resident. Residents receive resources and referrals to save more energy, water, and money. The program is available to renters and owners, regardless of income. CYES has served 37,998 residences and employed 1,531 local youth across six counties since 2000; 2016 is its 12th year in Oakland. In 2016, CYES employed nine Oakland youth and served 224 Oakland homes.



Courtesy of Rising Sun Energy Services

**City Fleet Switches to Renewable Diesel** – In Fall 2015, the City of Oakland transitioned its entire diesel-powered municipal fleet – 250 vehicles and machines including sweepers, trucks, tractors, and construction equipment – to renewable diesel. The transition will eliminate 230,000 gallons of petroleum diesel and over 1,500 metric tons of greenhouse gasses (GHGs) annually, at no additional cost. Renewable diesel reduces GHG emissions by 60-85 percent compared to fossil diesel. The fuel is produced from waste cooking oil and residues from vegetable oil processing, with no fossil fuel components. Unlike biodiesel, it is chemically identically to fossil diesel, requiring no equipment modifications. Following in the City’s footsteps are San Francisco and the State of California, among others.



Courtesy City of Oakland



Signing ceremony for the Under 2 MOU in Paris

### Oakland Mayor Libby Schaaf among International Leaders at UN Climate Summit

At the United Nations’ 21<sup>st</sup> Conference of Parties climate talks in Paris in December 2015, world leaders adopted an agreement limiting global temperature increases to two degrees Celsius above pre-industrial levels, with a goal of remaining below a 1.5°C increase. Mayor Schaaf attended the conference to emphasize the crucial role of local governments in combatting climate change, stating that cities “generate 80 percent of the world’s GDP, produce 70 percent of the world’s greenhouse gas emissions, and house more than 50 percent of the world’s population. The agreement’s ultimate success

will depend on local leadership.” Oakland is a signatory to key agreements among local and state governments to share best practices, develop new climate mitigation strategies, and jointly pursue aggressive climate leadership, including the Under 2 MOU and the Compact of Mayors. These agreements build on the leadership of mayors around the world in fighting climate change and responding to sea level rise. Oakland is recognized as an international leader in reducing greenhouse gas emissions, building a strong green tech economy, and using advances in conservation and renewable energy to improve living conditions for all Oaklanders.

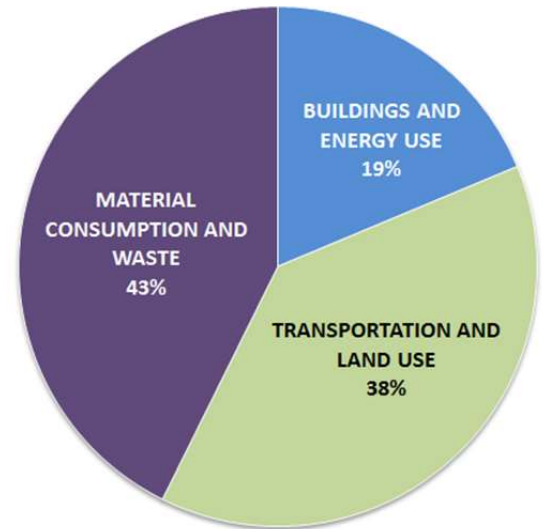
## Measured Performance

**Oakland Releases 2016 Emissions Inventory** – Oaklanders reduced their greenhouse gas (GHG) emissions 14 percent since 2005. That is among the findings of the City’s updated GHG emissions inventory, published in 2016. The inventory tracks emissions from all sectors of the community – residential, commercial, and local government – through 2013, the most recent year for which complete data is available. The report states that Oakland’s per capita emissions are among the lowest in the country; at 6.81 metric tons per person, Oakland ranks 63 percent below the national average, and 43 percent below the California average. Oakland’s reduction in climate emissions is particularly noteworthy given that, in the same time period, the city’s population increased three percent and Gross Regional Product increased two percent. The report includes a “consumption analysis” that shows the global GHG emissions released as a result of activities occurring in Oakland. This analysis demonstrates the impact of material consumption and waste, showing that category to be responsible for nearly half – 43 percent – of total emissions.

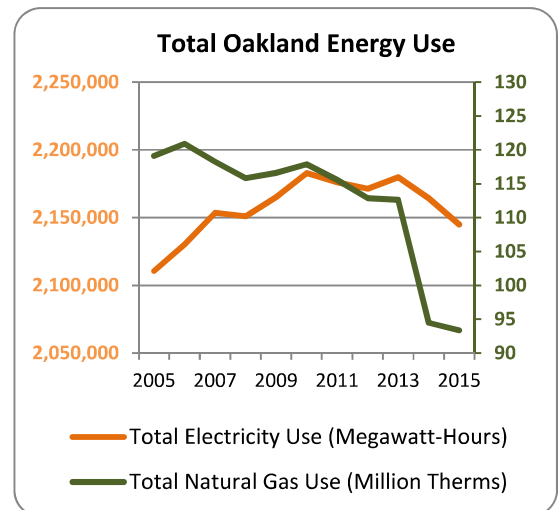
**Residential Energy Efficiency Programs Surge in 2015** – The two regional utility ratepayer-funded residential energy efficiency programs – Single Family Home Upgrade and the Bay Area Multifamily Building Enhancements – experienced an uptick in activity in Oakland in the last year. In 2015, the single-family programs saw a 60 percent increase, completing 113 new projects, and the multifamily program served 743 units. The total saving since program inception is over 455,000 kWh and 105,000 therms. To date, the programs have delivered \$1,473,000 in rebates to Oakland’s residential property owners – cash that is in addition to the monthly bill savings and improved indoor air quality that homeowners and property owners will enjoy. Oakland is also home to one of the first three projects to participate in the Bay Area Multifamily Capital Advance Program, a regional multifamily financing pilot that launched in 2014.

**Tassafaronga Village wins Design Awards for Energy Efficiency** – A new neighborhood on seven-and-a-half acres along 85<sup>th</sup> Street in East Oakland is one of the first to achieve Gold level Leadership in Energy and Environmental Design (LEED) Neighborhood Development, with all homes rated at LEED Homes Platinum. The homes include solar power for electricity and hot water, as well as rolling green roofs and sheltered children’s play areas. The development incorporates 22 Habitat for Humanity homes.

Greenhouse Gas Emissions in Oakland  
2016 Consumption Analysis



Total Emitted: 7,628,552 MT CO<sub>2</sub>e



Source: Pacific Gas and Electric Company





# Health, Safety & Wellbeing

The City and its partners are working to ensure that Oakland is a healthy, safe, and fulfilling environment for all residents and visitors. Local efforts include addressing inequities in access to healthful opportunities and healthcare services. All members of the Oakland community have a role to play in creating a vibrant and resilient community by making healthy choices, using preventive practices, and helping to build supportive environments.

## Sustainable City Highlights

### People's Community Market Purchases West Oakland Location –

Advancing their vision for a full-service food market, cafe, and social hall in West Oakland, People's Community Market secured 3103 Myrtle Street to build a grocery store designed for the neighborhood. The project's goal is to make Oakland's exploding food scene culturally and economically inclusive, and to bring healthy food options to West Oakland. Other local organizations contributing to the project include Cutting Edge Capital, who supported fundraising through a Direct Public Offering; East Bay Asian Local Development Corporation; Lowney Architecture; and St. Matthew Missionary Baptist Church, who will rent their parking lot to the market. The store is set to open in 2017.



Courtesy of People Community Market

### Local Hazard Mitigation Plan Adopted by Council –

In June 2016, as an amendment to the Safety Element of Oakland's General Plan, City Council adopted the 2016-2021 Local Hazard Mitigation Plan. The Plan analyzes the risks to the city, its infrastructure, and communities, from fire, earthquakes, flooding, sea level rise inundation, and other natural hazards, as well as human-caused hazards, such as toxic materials release. It contains 14 mitigation measures to be enacted by the City and seven by the Port of Oakland, all of which are intended to reduce risks to buildings and infrastructure. The Plan is one part of multiple ongoing disaster, climate adaptation, and resilience planning efforts the City has underway.

### Fruit and Vegetable Nursery Opens in East Oakland –

After a successful Kickstarter campaign, urban farming nonprofit Planting Justice inaugurated its new nursery and Aquaponics Farm Incubation Center on 105<sup>th</sup> Avenue in June. Planting Justice aims to increase local organic food production through the 1,100 varieties of fruit trees and other edible plants available, while offering green jobs to the community and employing local formerly incarcerated people.



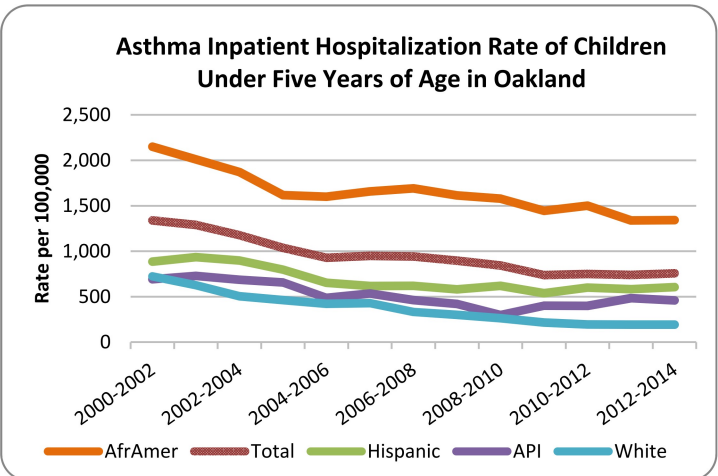
Courtesy of Oakland Unified School District

### Farm to School Program Promotes local Healthy Food

In 2013, Oakland Unified School District (OUSD) partnered with local non-profit The Center for Ecoliteracy to pilot an innovative farm to school program. The District started *California Thursdays* by serving a lunch sourced entirely from California growers and producers once a month. In 2014, they began serving all-California lunches every week at all 86 schools and 20 child development centers. Building on Oakland's success, The Center for Ecoliteracy expanded *California Thursdays* to 15 districts across California in 2014, to 42 districts in 2015, and 58 districts – which together serve more than 283 million meals a year – in 2016. Here in Oakland, *California Thursdays* have meant that more local produce, meats, grains, and dairy products are reaching students. It is also a tool for economic development: in 2014-15, OUSD contributed more than \$2 million to the local economy. Since starting the program, OUSD has more than tripled its purchases of humanely-raised meats from California, thus reducing food miles. In all, the District increased purchases from family farms by over 200 percent.

## Measured Performance

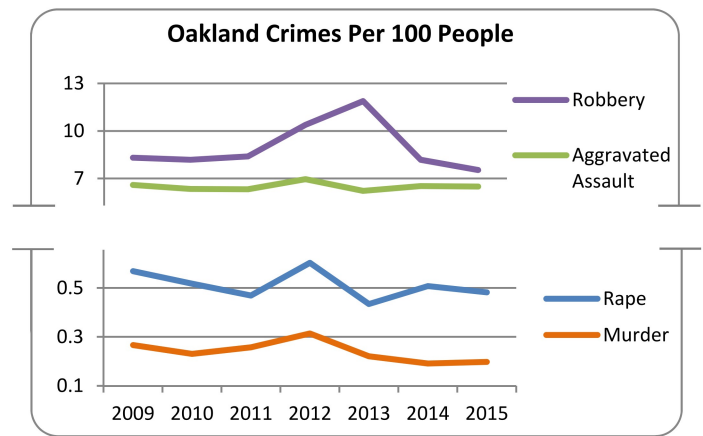
**CORE Helps Oaklanders Prepare for Emergencies** – Since its inception in 1990, the CORE program (Communities of Oakland Respond to Emergencies) has provided free, community-based training to more than 22,000 residents. Early in its history, CORE became a model for community and city-wide collaboration, and was among the first community emergency response team curricula developed. CORE set a new standard for emergency preparedness and residential hazard reduction. CORE’s underlying premise is that a major disaster will overwhelm first responders, leaving many citizens on their own for the first 7 to 10 days after the initial event. CORE teaches self-reliance skills and helps neighborhoods establish response teams to take care of the neighborhood until professional emergency personnel arrive.



Source: Alameda County Public Health Department. Total refers to average rate of all races

## In the Works

**New Healthcare Career Program Will Serve Disadvantaged Youth** – The Oakland Workforce Development Board is partnering with Merritt College to create “Bridge to Healthcare,” targeting disadvantaged youth ages 18 -24. The program will establish a vital onramp to postsecondary education, through valuable work-based learning opportunities, contextualized basic skills, and a career-exploration curriculum tailored to the needs of students with interest in allied health careers. Students in the Bridge will benefit from a one-semester program that prepares them thoroughly for success on career pathways at four-year institutions and in the workforce.



Source: Oakland Police Department and US Census

**Lakeside Green Street Project Underway** – After receiving an additional \$9.2M in Federal Funding through the Metropolitan Transit Commission, the City’s Watershed Protection and Project Delivery team awarded construction contracts and began work on the Lakeside Green Street Project in late 2016. This 14-acre “complete green streets” project will calm traffic, increase parklands, improve Snow Park facilities and landscaping, facilitate pedestrian and bicycle use through enhanced safety and amenities, and provide new stormwater treatment along a heavily-trafficked part of Lake Merritt. Completion is expected in 2018.





## Community, Culture & Education

As individuals and as a community, we benefit from opportunities to receive a quality education and to live in a supportive, enjoyable community. A diverse and vibrant city, Oakland is home to a variety of cultural institutions and activities, creating a more joyful and engaging environment that supports creative expression. Quality local education opportunities and training programs provide Oakland with a ready, capable workforce, and enable our residents to pursue their chosen paths.

### Sustainable City Highlights

**Local Organizations Spearhead Climate Resilience Planning** – Five Oakland-based nonprofits are among the community leadership pioneering the Resilient Communities Initiative (RCI). Since launching in Summer 2016, RCI’s Regional Resilience Leadership Academy is bringing together grassroots leaders from communities most vulnerable to climate change with Federal, State, regional, and local agency staff, to conduct in-depth policy workshops and build tools for collaboration and decision-making. Their goal is to foster working partnerships between community-based organizations and government to respond effectively to climate resilience challenges. RCI provides a homegrown and consistent framework, rooted in social equity, which is intended to foster enhanced engagement between City staff and local community leaders on diverse issues of resilience and sustainability.

**Mosaic installations Beautify Streets** – A growing trend to cover public litter containers with colorful mosaics has spread across Oakland’s neighborhoods since 2010. Community volunteers, neighborhood associations, and local artists have spearheaded the movement in coordination with Oakland Public Works Adopt A Spot Program. Funding for the popular mosaics has come from neighbors and nearby businesses through community outreach and online crowdfunding campaigns. Modest grant support from local funders such as Keep Oakland Beautiful, Capital Impact Partners, and the Alameda County Clean Water Program has also contributed to the efforts. The artwork fosters neighborhood pride through depictions of local history, Oakland landmarks, and native wildlife, fostering neighborhood identity and local pride. These works of art reduce Public Works maintenance costs, promote community stewardship, and reduce the amount of garbage from entering our storm drains and waterways.



Courtesy of Tiffany Eng



### Oakland is the Country’s Most Diverse Large City

Oakland’s diversity is being recognized nationally and at home. In May, WalletHub released its latest findings on diversity among the 313 largest cities across the United States. Their study combined household, social class, ethno-racial, and economic diversity. Oakland took the top spot as the most diverse among cities with populations over 300,000, and ranked No. 1 for Most Racial & Ethnic Diversity among cities of all sizes. A diverse city needs a strong social equity strategy with leadership from local government. To that end, in August 2016, the City of Oakland launched the new Department of Race and Equity, including hiring its first Director. That department is charged advancing principles of fairness and justice, and will publish an annual report about the status of equity in Oakland.

**Strategic Planning Leads to Increased Funding for Childhood and Youth Programs** – In 2015-16, the Oakland Fund for Children and Youth (OFCY) engaged approximately 500 community members through key stakeholder interviews and community forums to develop the 2016-2019 Strategic Investment Plan. As a result of the Strategic Plan and a Request for Proposal process, 18 programs received a total of \$2.4M to serve children from birth through age five through Early Childhood Mental Health Consultations and Parent Support and Engagement strategies; 71 programs received \$5.8M in the School-based After School and Student Engagement in Learning strategies; 47 Youth Development and Empowerment programs received \$4.5M; and 14 Career Awareness and Academic Support programs serving older youth received \$4.5M. In all, OFCY approved grants of \$14.8M for 150 programs that will serve a projected 31,000 children and youth in FY16-17. This is an increase of \$3.7M and 23 programs over FY15-16 totals.

**Cultural Arts Grants Unleash Nearly \$1M for Oakland Arts** – In 2015-16, Oakland City Council approved \$969,500 in grants to 68 arts organizations and individual artists. The Cultural Arts funding program supports art projects, community events, and arts programming across the city, including outdoor festivals, workshops, school programs and residencies, concerts, art exhibitions, and murals. First-time grantees United Roots will produce an experimental film documentary, “My People Are Rising,” based on the autobiography of legendary Black Panther captain Aaron Dixon, a founder of the Free Breakfast for School Children Program.

**Oakland Public Library Boosts Child Literacy** – The Oakland Public Library trains adult volunteers to provide high-quality storytimes to youngsters in underserved preschool or childcare centers throughout the City of Oakland. These storytimes introduce children to the pleasure of stories and create excitement about books and reading. In 2015-16, 73 volunteers in the program served 42 preschool centers with 110 weekly storytimes reaching 2,232 children.

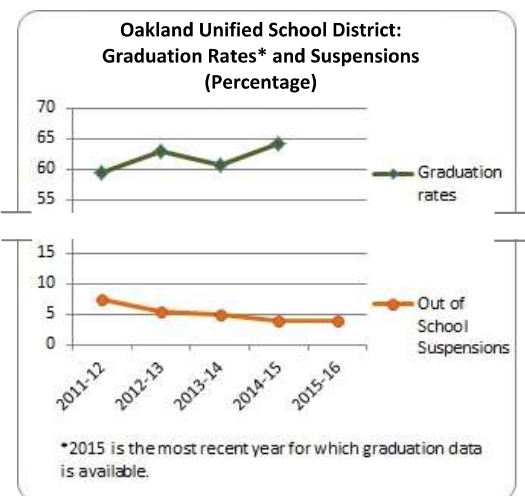
## Measured Performance

**OUSD Students Benefit from Increased Support** – Oakland Unified School District (OUSD) is instituting major changes that are enabling more students to leave school ready for college. OUSD has seen a 5.5 percent increase in graduation rates since 2009-10, including a nine percent increase for African American students. Out-of-school suspensions have declined district-wide for all students by a stunning 46% over the last five years.

## In the Works

**Rainin Foundation Launches New Grant Program for Local Artists** – The Kenneth Rainin Foundation announced a new program, Open Spaces, to fund up to four temporary public art projects with \$50,000 – \$200,000 grants in Oakland and San Francisco. The program aims to “engage communities, showcase artistic experimentation and energize public spaces.”

Projects will be in high-density urban areas accessible by public transportation, include artist-initiated community engagement, and leverage neighborhood resources and cultural assets. Kenneth Rainin founded East Oakland-based Rainin Instruments in 1963, and is one of Oakland’s largest manufacturers.



Source: Oakland Unified School District



## Natural Resources, Waste & Environmental Health

Oaklanders rely on our region's diverse natural resources for food, water, energy, raw materials, recreation, and respite. Yet these resources are limited. Natural systems are threatened by the impacts of development, pollution, and over-consumption. City policies related to creek protection, zero waste, energy efficiency, climate change, land use, toxic materials and remediation, and other issues are designed to protect the health of both the natural environment and the systems we create, and make the best use of natural resources.

### Sustainable City Highlights

**Local Organizations Put Environmental Policy into Practice** – Oakland's Merritt College Environmental Program and the Brower/Dellums Institute for Sustainable Policy Studies are integrating participatory equity policy with hands-on resiliency and green infrastructure education. Working with the City of Oakland and more than 30 community and agency partners, Merritt College is a key partner on the San Leandro Creek Greenway project, which integrated workforce development with open space and neighborhood preservation. The College also played a central role in working with the City to identify opportunities for Priority Conservation Area funding. The partnership has hosted community planning charrettes and local and regional conferences on sustainability and resilience.

**Zero Waste Means Keeping Recyclables and Compostables Out of the Landfill** – Thanks to creative outreach since the launch of new zero waste services on July 1, 2015, Oakland Recycles has seen robust participation in both the bulky item curbside collection program (now available to multifamily buildings) and the new quarterly bulky drop-off program. A collaboration of the City of Oakland, California Waste Solutions, and Waste Management of Alameda County, Inc., Oakland Recycles has focused social marketing on multi-family compost and bulky item collection programs along with a new commercial compost collection program. Activities have included contacting property managers or owners, conducting door-to-door resident training, and providing indoor participation tools such as kitchen food-scrap collection pails and recycling collection caddies. Oakland Recycles is also helping local businesses to comply with State and local laws requiring recycling and compost collection services, by deploying technical assistance to set up collection services and to help businesses take advantage of other incentives.



Courtesy City of Oakland

### Sausal Creek Restoration Project is Complete

After almost 11 months of construction, a newly restored stretch of Sausal Creek in Dimond Park is now open to the public. The project features improved visibility of the creek, an ADA-accessible interpretive pathway, enhanced native rainbow trout habitat, new native trees and vegetation, and a new public restroom. This project will improve water quality and flood control, create habitat, reduce erosion, and protecting the adjacent roadway and homes while offering creek-related educational opportunities. While the recently installed vegetation will take several years to reach maturity (and longer for some trees), a significant amount of growth will be visible within the first year. Until the creek channel is fully shaded by trees and shrubs, clusters of non-harmful algae may appear on the water

surface. These algae blooms will diminish as the plants grow. Visitors are invited to enjoy the newly reopened areas, but are requested to stay on designated pathways and trails, and to keep an eye out for where dogs and kids are walking to avoid trampling the newly-installed plants.

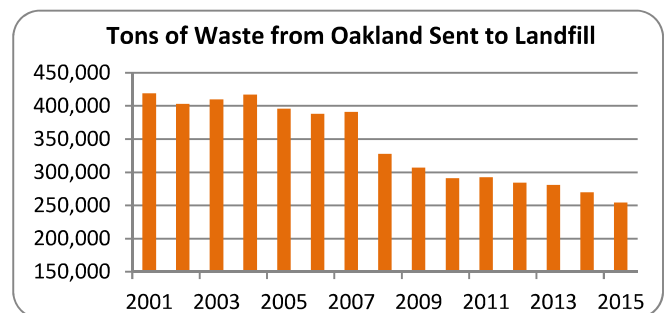
**Local Nonprofits Nourish Oakland’s Urban Forest** – Founded in 1998 with an environmental justice mission, Urban Relief has planted more than 15,000 trees in Oakland’s neighborhoods while building community, mentoring youth, enriching underserved neighborhoods, and improving local air quality. The Sierra Club Tree Team has planted over 1,000 street trees in Oakland since 2009. Combined, the two groups received more than \$1 million in grants from CalFire’s Cap and Trade Program in 2015 to plant and maintain for three years a total of 2,600 trees in disadvantaged communities to sequester greenhouse gas emissions and provide numerous other community benefits.

**Volunteer Programs Clean and Green the Town** – Volunteers contributed more than 90,000 hours in 2015 to clean and green Oakland. Volunteers have registered over 400 locations with the Oakland Adopt a Spot program, and more than 1,000 of Oakland’s 7,500 storm drain inlets have been adopted. In 2016, Oakland celebrated the 20th anniversary of Oakland Creek to Bay Day and the 22nd anniversary of Oakland Earth Day. Through these events and the Oakland Adopt a Spot program, volunteer participation includes litter and illegal dumping cleanup, habitat restoration, tree planting, park maintenance, storm drain inlet cleaning, and beautification of City street little containers and utility boxes with mosaics and murals. All of these efforts contribute to community well-being and environmental health across Oakland, from its most urbanized areas to its impressive network of creeks, parks, and open spaces.

**Oakland Nonprofit Leads the Way on Mattress Recycling** – Launched in Oakland 16 years ago, DR3 has become the largest mattress reuse and recycling facility in the US, processing over 10,000 units per month. It received a boost in 2016 with implementation of a new state law, known as Bye Bye Mattress, requiring mattress companies to support expanded reuse and recycling. DR3 provides stable jobs with benefits to local residents. Proceeds from the mattress recycling program fund services for homeless individuals and families in need.

## Measured Performance

**Recycling Soars** – Oaklanders have recycled over a million tons of cans, bottles, plastics, paper, yard trimmings, and food scraps since 2000, keeping them out of the landfill. These materials are being used by manufacturers to make new products, saving essential resources and reducing greenhouse gas emissions and other forms of pollution.



Source: Oakland Public Works

## In the Works

**City Receives Green Light for Waterfront Trail Improvements** – Oakland Public Works will soon begin waterfront improvements that will connect sections of the Bay Trail on Port property along the Oakland Estuary. One of California's most dynamic shores, the Estuary stretches from Oakland International Airport to the shipping port, with businesses, residences, parks, and wetlands in between. The Oakland Board of Port Commissioners greenlighted construction on three separate Port-owned pieces of land: Embarcadero Cove, Livingston Street Pier, and the Crowley Maritime Corporation site. Waterfront trail improvements are part of the City’s Measure DD Project, approved by voters in 2002. Measure DD provides approximately \$200 million in bond funds to install public access improvements along the Oakland Estuary, enhance Lake Merritt, improve creeks and streams, and make other related improvements throughout the City.



# Oakland's Sustainability Awards

Oakland is consistently recognized as a top ten sustainable city. Oakland's broad leadership has propelled it to the national and international stage, resulting in scores of accolades recognizing our efforts in protecting and enhancing our natural and built environments, promoting social wellbeing and cultural vibrancy, and advancing economic prosperity for all sectors of our community.

## Top... in Environmental Sustainability

Global Green City - Global Forum on Human Settlements, 2016

7th Greenest City in America - WalletHub, 2016

#9 Most Walkable City - Walk Score, 2015

#4 Most Bike-Friendly City - BetterDoctor, 2015

No. 7 among the Top 10 Cities for Outdoor Enthusiasts - SmartAsset, December 2015

#14 Most Bikeable City of 2015 - Redfin, 2015

#10 California City on the Solar Ease Index - Complete Solar, 2014

#10 Large City with the Highest Percentage of Bicycling to Work - U.S. Census Bureau, 2014

#35 on North America's Government Green Fleet List - Governing Magazine, 2013

#4 Among Top 20 Urban Destinations with Nature Opportunities - TravelNerd, 2013

#1 Greenest City in U.S. - SheKnows.com, 2013

#6 Large US City in Percentage of Residents Bicycling to Work - Alliance for Biking & Walking, 2012

#4 Greenest U.S. City - Mother Nature Network, 2012

#10 Greenest Real Estate Market in U.S. - Cushman & Wakefield Green Building Opportunity Index, 2011

## Top... in Cultural Sustainability

Most diverse large city in the U.S. - WalletHub, 2016

11<sup>th</sup> Best Large City to Live In - WalletHub, 2016

#8 of Top Ten U.S. Travel Destinations for 2015 - Lonely Planet, 2015

Among the 52 Places to Go in 2016 - New York Times, 2016

#7 City with the Best Local Food Scene - USA Today, 2015

#2 among America's Next Hot Food Cities - Zagat, 2015

Most Diverse City in America - Priceonomics, 2014



#12 among America's Coolest Cities 2014 - Forbes, 2014

#4 Most LGBT-Friendly City - NerdWallet, 2014

Uptown Among Nation's Great Neighborhoods - American Planning Association, 2014

National 2013 Community Pacesetter - Campaign for Grade-Level Reading, 2014

#9 Gayest City in America - The Advocate, 2014

Oakland Marathon "Best Marathon" in the Pacific West Region - Competitor Magazine, 2013

#6 Best Rising Star Destination - The Huffington Post, 2013

#6 Best American City for Women - Movoto, 2013

Among Top 12 ArtPlaces in the Nation - ArtPlace, 2013

## Top... in Economic Sustainability

#3 Best Place for Tech Careers - Value Penguin, 2016

#2 Mid-Sized American City of the Future and #1 in Connectivity - fDiIntelligence.com, 2015

#3 Best Startup City in America - Popular Mechanics, 2015

5 Cities Building Wealth Through People Power - Shareable, December 2015

#8 in Digital Cities, Large City Category - Government Technology, 2014

Among the 13 Hottest American Cities for 2016 - Business Insider, 2016

11th Best Large City to Live In - WalletHub, July 2016

#8 U.S. Retail Market - National Real Estate Investor, 2014

#6 US City for Tech Startup Funding - National Venture Capital Association, 2014

#2 Highest Number of Women in Tech in a Major Tech Center - RJMetrics, 2014

#5 City for Tech Entrepreneurs - PricewaterhouseCoopers and the National Venture Capital Association, 2014



Photo: Greg Linhares, City of Oakland



## Get Involved!

We all have a role to play in helping Oakland become a more livable and sustainable city. Oakland provides many opportunities to:

### Attend Events

such as Earth Expo (April), Bike-to-Work Day (May), Art & Soul Festival (August), National Night Out (August), Creek to Bay Day (September), and community events in your neighborhood. [www2.oaklandnet.com/Events](http://www2.oaklandnet.com/Events)

### Volunteer

as a mentor to a student who needs a little support, or Adopt a Spot and participate in community clean-up events on Earth Day (April), Creek-to-Bay Day (September) and every month in neighborhoods throughout the city. [www.oaklandadoptaspot.org](http://www.oaklandadoptaspot.org)

### Shop Local

to support local businesses, jobs, and reduce environmental impacts. [www.shopoakland.com](http://www.shopoakland.com)

### Live Greener

by making green choices every day such as driving less, recycling and composting more, and improving the energy efficiency of your home. [www.sustainableoakland.com](http://www.sustainableoakland.com)

### Lead the Way

by encouraging friends and neighbors to also help make Oakland a more livable and sustainable city every day! [www.sustainableoakland.com](http://www.sustainableoakland.com)

# City Initiatives Driving Sustainability

Highlights of Oakland policies driving sustainability performance:

- PACE Financing Provider Ordinances
- Residential Rooftop Solar Requirements Ordinance
- Urban Agriculture Regulations Update
- Priority Conservation Area Resolution
- Bay Friendly Landscaping Ordinance
- Energy and Climate Action Plan
- Green Building Ordinance for Private Development
- Civic Bay Friendly Landscaping Ordinance
- Bicycle Parking Ordinance
- Extended Producer Responsibility Resolution
- Environmentally Preferable Purchasing Policy
- Food Policy Council Resolution
- Resolution to Develop an Oil Independence Action Plan
- Bicycle Master Plan
- Green Food Service Ware Ordinance
- Green Building Guidelines Resolution
- Zero Waste Strategic Plan Resolution
- Food Policy Plan Resolution
- Urban Environmental Accords Resolution
- Chicago Climate Exchange Resolution
- Civic Green Building Ordinance
- Green Fleet Resolution
- Seventy-five Percent Waste Reduction Resolution
- Construction and Demolition Recycling Ordinance
- Pedestrian Master Plan
- Dioxin and Public Health Resolution
- Climate Protection Resolution
- Sustainable Development Resolution
- Transit First Policy
- Living Wage Ordinance
- Creek Protection, Storm Water Management and Discharge Control Ordinance
- Pest Management Resolution
- Recycling Space Allocation Ordinance
- Recycled Content Procurement and Source Reduction Policy
- Alameda County Waste Reduction and Recycling Act



2000's

1990's

## City of Oakland Elected Officials

### **Mayor Libby Schaaf**

Members of the City Council:

Larry Reid (District 7), Council President

Annie Campbell Washington (District 4), Vice Mayor

Dan Kalb (District 1) • Rebecca Kaplan (At Large) • Lynette Gibson McElhaney (District 3)

Noel Gallo (District 5) • Desley Brooks (District 6) • Abel J. Guillen (District 2, President Pro Tem)

Barbara Parker, City Attorney • Brenda D. Roberts, City Auditor

# Sustainable Oakland

This report was developed under the leadership of Oakland Public Works – Environmental Services Division with contributions from numerous City Departments and partners. Cover photos and images on pages 16-17 by Greg Linhares, City of Oakland. Sculptures on cover and on page 17 by Karen Cusolito.

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To learn more, visit the City's Sustainable Oakland website at:

[www.sustainableoakland.com](http://www.sustainableoakland.com)

