



## **GOPORT PROGRAM - PUBLIC ENGAGEMENT PLAN**

**October 2019**

### **1. Introduction**

This Public Engagement Plan (“PEP”) is a guide for involving stakeholders and the public in the implementation of the Global Opportunities at the Port of Oakland (“Port”) for the GoPort Program (“GoPort”) to achieve the following goals:

- a. Inform and consult with the public to provide meaningful involvement of residents, businesses, and other stakeholders in West Oakland (collectively, the “West Oakland stakeholders”);
- b. Enhance dialogue between Alameda County Transportation Commission (“Alameda CTC”), Port and West Oakland stakeholders;
- c. Provide effective ways to receive, document, and incorporate input and recommendations from West Oakland stakeholders;
- d. Reduce barriers to access for under-represented West Oakland stakeholders and to those West Oakland stakeholders who may have not participated in previous public input processes; and
- e. Comply with the provisions of Title VI of the Civil Rights Act of 1964 and applicable regulations and guidance documents.

At times, West Oakland stakeholders will be engaged in a consultative manner to provide input about GoPort specific projects; at other times, they will be provided with information about the GoPort Program as a whole and asked to provide feedback. This GoPort PEP outlines these two approaches to public engagement, which will both be used to engage West Oakland stakeholders.

### **2. Background of the GoPort Program**

#### **2.1 Overview**

GoPort is a program of projects to improve truck and rail access to the Port. Alameda CTC is the lead Agency administering GoPort with support from the Port and the City of Oakland (“City”). GoPort will result in the development of transportation improvements to increase efficiencies, reduce congestion and support local and regional goods movement with these GoPort projects. These projects have been identified as meeting many of the goals of the Alameda County Goods Movement Plan developed by Alameda CTC and its stakeholders. GoPort Program consists of three main project components:

- **7th Street Grade Separation West Segment (“7SGSW”)**: Realign and grade separate the intersection of 7th Street and Maritime Street and construct a rail spur underneath to improve the access and minimize conflicts between rail, vehicles, pedestrians and bicyclists.



- **7th Street Grade Separation East Segment (“7SGSE”)**: Replace existing railroad underpass between I-880 and Maritime St. to increase clearance for trucks and improve shared pedestrian/bicycle pathway.
- **Freight Intelligent Transportation Systems (“FITS”)**: FITS is comprised of 15 demonstration information technology projects that will be installed along or near main transportation corridors in the Port area (including 7<sup>th</sup> Street, Maritime Street and Middle Harbor Road) and are intended to improve traffic flow, vehicle/pedestrian safety and the overall movement of goods.

Key milestones leading to the implementation of GoPort is summarized below:

- **November 2014** - Alameda County voters approve Measure BB, which authorizes an extension to increase sales tax to fund various transportation projects.
- **July 2015** – Port submits funding request to Alameda CTC for GoPort.
- **March 2016** – Alameda CTC approves allocation of \$33 million from Measure BB funds for GoPort, allowing these Port priority projects to move forward.

The current implementation timeline for the various GoPort projects is summarized below.

PHASE	COST ESTIMATE (\$ X 1,000)	BEGIN	END
<b>FITS</b>			
PE/Environmental	\$2,500	Aug 2016	Aug 2018
Final Design	\$4,100	Sep 2018	May 2019
Construction	\$24,000	Oct 2019	Dec 2021
<b>Total</b>	<b>\$30,600</b>		
<b>7SGSW</b>			
PE/Environmental	\$5,000	Aug 2016	Mar 2019
Final Design	\$16,000	Mar 2019	TBD
Construction	\$242,000	TBD	TBD
<b>Total</b>	<b>\$263,000</b>		
<b>7SGSE</b>			
PE/Environmental	\$5,400	Aug 2016	Oct 2018
Final Design	\$21,600	Oct 2018	Feb 2020
Construction	\$290,000	Late 2020	Late 2023
<b>Total</b>	<b>\$317,000</b>		

### 3. Community Profile

#### 3.1 Community Profile: Project Area and Affected Communities



- a. Based on public input throughout the numerous planning processes regarding Port and Oakland Army Base (“OAB”) development since 2000, the area impacted by development at the OAB is defined geographically as: West Oakland between I-880 and I-980 to the west and east, respectively, and I-580 and I-880 to the north and south, respectively; plus, the industrial portion of Jack London Square (“JLS”) between I-880 and the Embarcadero, west of Martin Luther King Jr. Way.
- b. Demographic data for West Oakland is shown in Table 1 below, along with demographic data for the City of Oakland and Alameda County. The data is from the 2017 American Community Survey for Alameda County, Oakland, and West Oakland. The West Oakland data is composed of the following 13 census tracts: 4014, 4015, 4016, 4017, 4018, 4022, 4024, 4025, 4026, 4027, 4105, 9819, and 9820.

**Table 1. Demographic Data for West Oakland (13 Census Tracts) and Surrounding Areas**

<b>2017 Census Estimates</b>	<b>West Oakland 2017 Estimates</b>	<b>Oakland 2017 Estimates</b>	<b>Alameda County 2017 Estimates</b>
<b>Population</b>	<b>25,993</b>	<b>417,442</b>	<b>1,629,615</b>
<b>Race</b>			
Caucasian	23.6%	27.3%	32.2%
African American	41.7%	23.6%	10.7%
Asian	11.1%	15.8%	28.7%
Hispanic	17.6%	27.0%	22.5%
Pacific Islander	0.5%	0.6%	0.8%
Native American	0.5%	0.4%	0.3%
Two or more races	4.8%	5.0%	4.4%
<b>Housing Units</b>	<b>11,283</b>	<b>169,303</b>	<b>596,898</b>
Owner-occupied	23.4%	37.5%	50.5%
Renter-occupied	68.5%	56.7%	44.8%
Vacant	8.1%	5.8%	4.7%
<b>Median Income</b>	<b>\$43,711</b>	<b>\$63,251</b>	<b>\$85,743</b>
<b>% of families below poverty</b>	<b>27.2%</b>	<b>14.5%</b>	<b>7.4%</b>
<b>Educational Attainment for residents age 25+</b>			
Less than High School	15.5%	19.3%	12.5%
High School	16.7%	15.6%	17.9%
College w/o degree	24.3%	18.7%	18.4%
College with degree	43.5%	46.4%	51.2%
<b>Language Spoken <sup>1</sup></b>			
English only	70.2%	59.4%	55.4%
Spanish only	6.9%	11.1%	7.0%
Chinese	5.8% <sup>2</sup>	4.9%	5.5%

<sup>1</sup>Primary language spoken at home



### **3.2 Demographic Analysis**

- a. The census data for West Oakland show that approximately 76% of the population of West Oakland is comprised of people of color, including African Americans, Hispanics, and Asians, compared to approximately 72% in Oakland and 67% in Alameda County.
- b. The census data show that approximately 69% of West Oakland residents are renters, which is a notably higher percentage than throughout the City of Oakland and Alameda County.
- c. The census data show that the median income of residents of West Oakland is about three quarters of the median income for City of Oakland residents and about half of the median income for Alameda County residents.
- d. Based on this census data, the outreach will be designed to prioritize reaching the African American, Hispanic, and Asian residents of West Oakland. It will also be focused on effectively reaching low income residents and renters.

### **3.3 Desired Outcomes for Public Engagement**

- a. The public engagement process will help strengthen relationships, understanding, and respect between the Alameda CTC, the Port, and West Oakland stakeholders.
- b. The public engagement process will document community feedback and show how it was used in final outcomes and decisions.

## **4. Approach for Development of the GoPort PEP**

### **4.1 Guiding Principles (using TVI EPA Recipient Guidance)**

Guiding principles are the values which apply to public engagement for the GoPort Program. These guiding principles are derived from past and current engagement efforts, including most recently the OAB, West Oakland Truck Management Plan and the Port of Oakland Seaport Air Quality 2020 and Beyond Plan.

The Guiding Principles of this GoPort PEP include:

- **Inclusivity:** Actively facilitate the involvement of the West Oakland stakeholders, especially racial and ethnic groups and people that are traditionally hard to reach;
- **Transparency:** There is clarity and transparency about the decision-making process and the role of the public in those processes;
- **Authenticity:** Provide opportunity for joint fact-finding and co-learning;



- **Informed Participation:** Build a common baseline of knowledge among West Oakland stakeholders and policy makers about the OAB redevelopment to promote informed decision-making;
- **Consultative:** Work jointly with West Oakland stakeholders as the GoPort projects are implemented to receive input on priorities, issues, concerns, opportunities, and possible solutions from the people who are affected by GoPort projects, and to discuss options, test out ideas, and find solutions;
- **Appropriate Process:** Utilize one or more discussion formats that are responsive to the needs of identified participant groups and encourages full, meaningful, effective, and equitable participation consistent with process purposes. This may include relationships with existing community forums;
- **Accessible Participation:** Make public engagement processes broadly accessible in terms of location, time, and language, and support the engagement of residents with disabilities; All outreach activities will be done in compliance with the Alameda CTC and Port's respective LEP and Disability Access plans.
- **Feedback to Participants:** Document public input and show how it is used, in the final outcomes and the rationale behind them, to reduce impacts of the GoPort Program; and
- **Evaluation:** Alameda CTC, the Port, and the West Oakland stakeholders evaluate public engagement to assess outcomes so that Alameda CTC and the Port can modify the GoPort PEP for future engagement efforts, if necessary.

#### **4.2 Stakeholders in this Process/Target Audience**

- The general public in West Oakland, including residents and business owners, plus citizens who interact with the affected area such as users of the public library, senior center, schools, and other public and private facilities in West Oakland.
- Racial and ethnic groups who live or work in West Oakland, use the public facilities in West Oakland, and patronize or work at the businesses in West Oakland.
- Community Based Organizations (CBOs), including neighborhood groups, business groups, advocacy groups, and non-profit agencies including but not limited to those listed in Appendix B.

#### **4.3 Summary of Stakeholder Comments and Key Issues**

- By Summer 2018, when sufficient funding for the GoPort Program became available to move forward with FITS and 7SGSE projects beyond preliminary engineering and project design, the Alameda CTC and Port sought to conduct outreach in the initial implementation phase of the projects at the following meetings:



- Port Efficiency Task Force Meeting (November 6, 2018 and June 6, 2019)
- Port Trucker Work Group Meeting (November 3, 2018)
- 2020 & Beyond Co Chairs (April 9, 2019)
- West Oakland Biz Alert (April 17, 2019)
- West Oakland Community Collaborative (May 8, 2019)
- West Oakland Neighbors (July 18, 2019)
- West Oakland AB 617 Steering Commission (August 7, 2019)
- City of Oakland Privacy Oversight Commission (September 5, 2019)
- City of Oakland Neighborhood Crime Prevention Council (September 12, 2019)
- Key Issues: Various stakeholders stated the following concerns:
  - Relationship with other transportation projects and their respective implementation timelines
    - City of Oakland's 7<sup>th</sup> Street Scape Improvement Project
    - Howard Terminal Development
    - City/Port Truck Management Plan
  - Concerns about impacts on community from construction activity
    - Construction equipment and parking in West Oakland
    - Dust related to construction activity
    - Diversion of truck routes into residential areas of West Oakland
  - Concerns about air quality
    - Impact on air quality from 7th Street Grade Separation Project
    - How this relates to Seaport Air Quality 2020 & Beyond Plan
    - Participation on AB617 Steering Committee meetings
  - Applicability of FITS App. for residents/West Oakland stakeholders
    - Residents and businesses expressed interest in receiving information related to truck traffic conditions at the Port of Oakland.



- Other concerns:
  - Truck traffic and queues along West Oakland surface streets including Frontage Road. GoPort may address current traffic issues in this area.

#### **4.4 Public engagement regarding GoPort Program**

To provide information about overall activities about the GoPort Program on a more regular basis, Alameda CTC and the Port will provide updates and communication to West Oakland stakeholders about projects and activities as a whole, including information about the status of projects under construction, and information about ongoing operations and maintenance activities.

Public outreach about projects and activities as a whole is for the purpose of achieving a common understanding about GoPort between West Oakland stakeholders, Alameda CTC and the Port. It can also help stakeholders provide feedback and highlight community concerns regarding activities as a whole.

This outreach will use relevant best practices described in Appendix A, and will be undertaken collaboratively by Alameda CTC and the Port.

### **5. Public Outreach Activities for this Plan**

#### **5.1 Schedule for Public Engagement Activities (see Appendix B).**

#### **5.2 Points of Contact for this Public Engagement Process**

- Provide contact information for designated Public Information Officer (TBD).
- Roles and Responsibilities



## APPENDIX A

### BEST PRACTICES TO BE USED IN THIS PUBLIC ENGAGEMENT PROCESS

A range of best practices are available that can be used in the public engagement process; some of these options are listed below. The Port, the City, and/or the project applicant will identify and implement applicable and appropriate public engagement practices for each OAB project in Table 2 and for overall OAB updates. The public engagement processes could include some of the following best practices to foster and build on the public engagement process.

- a. Clearly communicate to the West Oakland stakeholders the decision-making processes and the role of the public in those processes.
- b. Provide transparency and communicate to the West Oakland stakeholders' outcomes and decisions including the rationale behind them.
- c. Clearly identify the problems/issues the West Oakland stakeholders are attempting to solve. Based on early input and feedback, this could initially involve targets and goals.
- d. Clearly identify the decisions that West Oakland stakeholders can influence.
- e. Consult with appropriate stakeholders for refinement and adjusting of the public engagement process as needed.
- f. Evaluate the effectiveness of the public engagement and adapt to meet the potentially changing audience, demographics, type of project and technology.
- g. Use outreach strategies that are varied and tailored to meet the needs of the area by: meeting people where they are and when they are available; providing information and materials that are easy to understand, in the appropriate languages and format; and using outreach staff that can communicate effectively with various West Oakland stakeholders.
- h. Based on where the effort is on the timeline, public engagement may require large town hall-style public meetings to share information, or small focused meetings among community-based organizations ("CBOs") or with an industry sector. For whichever type of meeting is used, there will be a variety of potential tactics to reach West Oakland stakeholders to inform and invite them to participate. Some examples of strategies to reach people may be online/social media; public repositories (e.g., libraries and community centers); through CBOs and their outreach methods; attend CBO meetings; and through government agency meetings.
- i. Use a variety of engagement methods: public meetings and events, individual meetings with community leaders and groups, and targeted interviews.
- j. Start the broad range of engagement methods early; build relationships with stakeholders between meetings. Start early with multiple ways for communicating and for providing input.
- k. Use a variety of methods to accept input, such as online, email, telephone, letters, and meetings.
- l. Remove barriers to participating in the engagement process and create a welcoming environment. This includes accommodating the languages of the stakeholders and removing





barriers to participation, such as location, time, transportation, childcare, inaccessibility, and power dynamics.

- m. Informational materials should have graphics, minimal text using simple language, and be in the appropriate languages for the West Oakland stakeholders. Consider the LEP, disability, and hard to reach populations when preparing these materials.
- n. Informational materials should be distributed at locations frequented by the West Oakland stakeholders.
- o. Use technology (e-mail, social media, apps, and websites) appropriately and as a supplement to other outreach.
- p. Ensure that outreach to community-based organizations includes a broad range of groups representing diverse participants and viewpoints.
- q. Evaluate throughout the process if the public engagement is working by assessing, not only the number of participants, but also their diversity. If engagement is determined not to be working, make changes to the engagement strategies.
- r. Summarize input and key themes and share them with decision makers.
- s. Acknowledge receipt of input and comments, ask follow-up questions, give input serious consideration and follow-up, and respond to suggestions by showing how input and comments were incorporated or explaining why they were not. Respond back to West Oakland stakeholders.
- t. Build relationships and maintain contact with the West Oakland stakeholders and report back throughout the process, for example by maintaining a list of West Oakland stakeholders who have made comments or expressed interest and ensuring they receive information on an ongoing basis.
- u. Prepare and use printed materials that are user-friendly.
- v. Use maps and photographs of the project area to solicit input on issues, concerns, and improvements West Oakland stakeholders would like to see. Post these maps and graphics online.
- w. Post notices of public meetings with information on other ways to participate and project information at community centers and public buildings in West Oakland, shops and stores, public transit stations and vehicles, and key locations frequented by residents and businesses, such as the West Oakland Branch Library, West Oakland Senior Center, DeFremery Park, and places of worship.
- x. Distribute materials to CBOs to encourage them to announce GoPort meetings at their upcoming meetings and post the meeting notices and informational materials on their websites.
- y. Use multiple easy ways to provide input, including an email address, a phone number with voicemail, and a mailing address.

**Accessible Participation:** In planning, designing, and hosting public engagement processes, the following Best Practices for accessible participation will be considered.



- a. Convene with West Oakland stakeholders on weekday evenings. Sunday afternoons can be considered. This could be discussed with CBOs and key stakeholders to pick dates and times which are convenient for as many people as possible.
- b. Coordinate dates with other key events: Council meetings, Board of Port Commissioners meetings, major public events like holidays, public school calendar, and large sporting events.
- c. Accessibility for individuals with disabilities and language accessibility will be provided in compliance with the Port's disability plans and LEP plan (<https://www.portoakland.com/civil-rights-policies-procedures/>).
- d. Choose locations which are accessible to people with disabilities, are close to and easy for the West Oakland stakeholders to get to, are convenient to public transportation, are large enough for the expected turnout, have good acoustics, and have an appropriate layout and equipment to meet as one large group and in smaller breakout groups. Potential locations include, but are not limited to, the following:
  1. West Oakland Public Library Auditorium
  2. West Oakland Teen Center
  3. West Oakland Senior Center
  4. Oakland Housing Authority meeting room
  5. DeFremery Center
  6. Taylor Memorial United Methodist Church
  7. West Oakland Urban Farm and Park
  8. Lincoln Family Center
  9. Oakland City Hall
  10. Waterfront Hotel
  11. Port of Oakland Administrative Building Meeting facilities

**Increasing Participation and Noticing:** The Port, the City, or the project applicant will use multiple strategies to advertise town hall style public meetings and encourage participation. Applicable strategies from among the following will be considered.

- a. E-mail meeting announcements/flyers to CBOs, other stakeholders, anyone who requests receiving such announcements, and the official "Stakeholder list" per MM PO-1.
- b. Attend the recurring meetings of the CBOs.
- c. Direct outreach to CBOs to encourage their attendance at the workshops.
- d. Post public meeting notices on City and Port websites.
- e. Post notices on approved social media outlets.
- f. Place newspaper announcements.
- g. Distribute materials at locations in the area that West Oakland stakeholders frequent, including shops and stores, libraries, senior centers, housing offices, and other key locations.



### **Agency Staff**

Implementation of this GoPort PEP will require support and participation from City and Port staff, project applicants, and potentially specialized consultant resources. The Port and the City will train appropriate Port staff in the implementation of the GoPort PEP. Specific staff and roles are listed below.

- a. Port of Oakland
  1. Environmental Programs and Planning
  2. Social Responsibility Division
- b. City of Oakland
  1. Office of City Administrator
  2. Building and Planning Department
- c. Project applicants
- d. Consultants that may be used to support outreach activities



## APPENDIX B

### TARGET PUBLIC ENGAGEMENT GROUPS

Forum Title	Audience	Meeting Location; Approximate Time	Frequency
Bicycle Pedestrian Advisory Commission (BPAC)	Commission that advises the City Council on programs and projects related to walking and bicycling.	City Hall, 6pm-8pm	Monthly
City of Oakland Neighborhood Crime Prevention Council 2y/5y	Neighborhood Description: Prescott NCPC *Identified as a community along 7 <sup>th</sup> Street and requested by D3 CM for outreach	Sullivan Community Center 1671 8th Street	3rd Thursday of the month. No meeting in August or December.
City of Oakland Neighborhood Crime Prevention Council 2x/5x	Neighborhood description: Lowell/Acorn & Five on the West Side *Identified as a community along 7 <sup>th</sup> Street and requested by D3 CM for outreach	West Oakland Senior Center	1st Thursday of the month. No meeting in August or December.  6:30PM Start
Jack London Business Improvement Distric – Board Meetings	Board is comprised of JL property owners, property management entities, and business owners. The BID has full time staff.	Jack London Improvement District Office, 333 Broadway at 5:00 pm	2 <sup>nd</sup> Monday of the Month
Port Efficiency Task Force (PETF)	Port customers and tenants, railroads, Beneficial Cargo Owners, trucking firms	Port of Oakland, all day	Quarterly
Port of Oakland Trucker Work Group (TWG)	Port truckers, terminal operators, other logistics providers	Harbor Facilities Maintenance Yard 651 Maritime St. Oakland, CA 94607; 12-1pm	Bi-Monthly on Mondays
Privacy Oversight Commission	Coalition that works regionally to address rights to privacy, public transparency and oversight regarding the use of surveillance techniques and equipment	150 Frank H. Ogawa Pla, Oakland, CA 94612	Monthly



Forum Title	Audience	Meeting Location; Approximate Time	Frequency
Seaport Air Quality Task Force Co-Chairs Forum	Co-chairs meet to discuss and develop agenda for Task Force meetings for the development of the Seaport Air Quality Plan.	Port Admin Building, Courtyard Conf. Room	Varies, next meeting is in December
West Oakland AB 617 Steering Committee Meetings	Convened by West Oakland Environmental Indicators Project and Bay Area Air Quality Management District. Participants include residents, clean air agencies, Port, City, and interested stakeholders.	Varies, usually at the West Oakland Senior Center, 6pm	1st Wednesday of every month
West Oakland Business (Biz) Alert (BizAlert)	A committee of the West Oakland Commerce Association (WOCA). Includes West Oakland businesses, civic leaders and staffed by City Economic Development division. Convenes around safety, security and business retention topics.	Usually meets at SF Enterprises Conference Room, 2525 Mandela Parkway, Oakland 3 pm	3rd Wednesday of each month
West Oakland Community Advisory Group (WOCAG)	West Oakland community residents, nonprofit and environmental representatives, public safety	West Oakland Senior Center; 6 pm	Monthly - 4 <sup>th</sup> Thur. of every month (except Aug & Dec)
West Oakland Commerce Association (WOCA)	West Oakland business owners, nonprofit representatives, civic leaders	Buttercup Diner; noon	Monthly
West Oakland Community Collaborative	Convened by the non-profit, Prescott Joseph Center, and hosted by Lincoln Families. Convenes community-based organizations, W.O. businesses, agencies including Oakland Housing Authority, AC Supervisor D5, Oakland City Council D3, Port, and OUSD.	Lincoln Families, 1266 14th Street, 10am	2 <sup>nd</sup> Wednesday of each month
West Oakland Neighbors	West Oakland Neighbors is a coalition of residents and businesses in West Oakland California coming together to work with each other and with organizations, agencies, and elected officials to address neighborhood concerns. Also hosts the Neighborhood Crime Prevention Council (NCPC) Beat 7X.	Willie Keyes Recreation Center, 3131 Union St	Third Thursday of every month