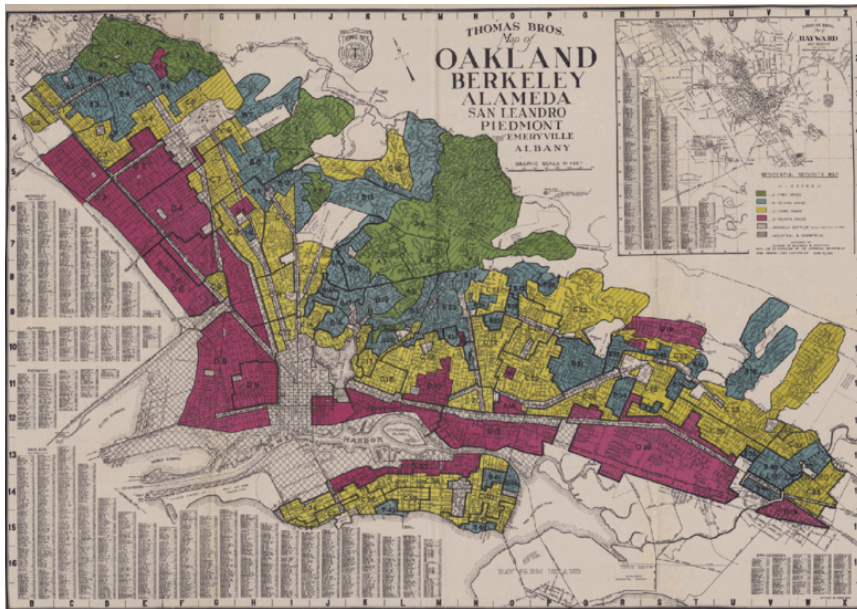
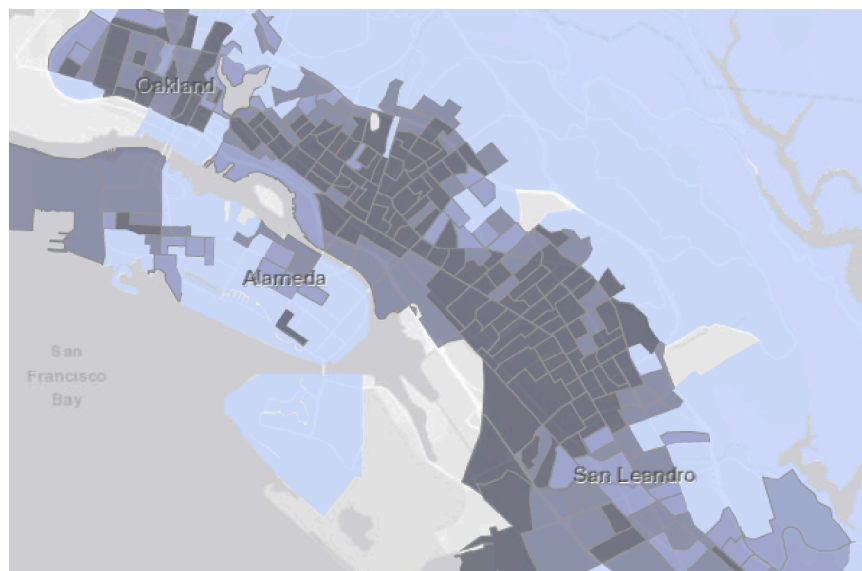


# Oakland-Alameda Sub-region Adaptation Projects Community Engagement & Communications Strategy

March 2024 – Community Partner



Source: 1937 Residential Security – Redlining – Map





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## Purpose of Community Engagement

The purpose of the community engagement is to work towards healing and strengthening the communities and ecosystems in the Oakland-Alameda sub-region as the Project Partners implement adaptation projects. The community engagement will focus on equity – particularly racial equity – and on creating an inclusive process with transformative justice as its foundation. As shown on the cover, previous government actions have led to negative outcomes for traditionally underrepresented populations such as people of color with redlined neighborhoods that prohibited access to credit or loans. These inequities continue to this day with multigenerational impacts and reduced opportunities for people living and working in these same neighborhoods, which have higher exposures to pollutants and lower incomes. Climate change is another societal issue that is being added to the mix. As the Oakland-Alameda sub-region addresses climate change with these adaptation projects, the community engagement process must ensure that community needs, concerns and perspectives of underserved stakeholders are part of the decision making to truly create transformative communities with adaptation as the key motivation. To guide the community engagement, the Project Partners will look to the Working Group’s mission statement and objectives, and also will look to the project specific goals and objectives as will be defined with project implementation.

### ***Mission Statement***

**The Working Group** coordinates San Leandro Bay/Oakland-Alameda Estuary flood and adaptation projects to protect and restore water quality, habitat, recreation and adjacent community vitality.

Community engagement will help the Project Partners better understand the high priority needs of community members and will help refine the Working Group preliminary objectives, which act as guiding principles that were developed by the Working Group in 2022.

#### **Community Partners Mission Statement**

"The Working Group unites efforts to champion flood resilience and adaptation projects along the San Leandro Bay/Oakland-Alameda Estuary. Our mission is to safeguard and rejuvenate water quality, habitat, recreation, and the vitality of our neighboring communities. Through robust community engagement, we gain invaluable insights into the urgent needs of our residents, further refining the visionary objectives set forth by the Working Group in 2022. Together, we forge a path to a more resilient and thriving future."

### ***Preliminary Objectives – Guiding Principles***

- a. Inclusivity: Ensure that the engagement process is inclusive and represents the diversity of the community, including different demographics, socioeconomic backgrounds, and stakeholders. Consider accessibility for all community members.

- b. Transparency: Provide clear and transparent information about sea level rise, its potential impacts, and the purpose of the engagement process. Use understandable language and visuals to communicate complex concepts.
- c. Education and Awareness: Prioritize community education to increase awareness and understanding of sea level rise. Host informational sessions, workshops, and distribute informative materials to help residents make informed decisions.
- d. Two-way Communication: Establish a feedback loop that encourages open and two-way communication between the community and stakeholders, including government agencies, scientists, community groups and non-profit organizations.
- e. Collaboration: Foster collaboration among different sectors, including government, businesses, non-profits, and community organizations. Collaborative efforts can lead to more holistic solutions.
- f. Empowerment: Empower community members by involving them in decision-making processes. Encourage them to contribute ideas, take ownership and leadership of projects, and become advocates for resilience.
- g. Equity and Social Justice: Ensure that the engagement process addresses equity and social justice concerns by considering the needs of marginalized communities and protecting vulnerable populations.
- h. Flexibility: Be open to adapting the engagement process as circumstances change, and new information becomes available. Sea level rise is a dynamic issue, and the engagement process should reflect that.
- i. Public Accountability: Maintain public accountability by providing regular updates on progress and addressing concerns and feedback from the community.
- j. Formalize the Working Group's organizational structure.

### ***Inclusive Grassroots Engagement***

Community engagement that includes a broad group of community members with diverse backgrounds and disciplines is more likely to accurately portray the high-priority needs of the Oakland-Alameda sub-region. With a vision of equity – particularly racial equity – this community engagement strategy focuses on addressing injustices in the Oakland-Alameda sub-region with an inclusive outreach process so as to enhance community vitality, habitat and community assets. The City of Oakland's Racial Equity Analysis Worksheet provides a framework that was used in the creation of this community engagement strategy to ensure racial equity is embedded in these adaptation projects (Exhibit A).

On behalf of the Working Group, the City of Alameda onboarded community-based organizations (Community Partners) for the three funded adaptation projects to help select the Technical Consultant,

to collaborate with the Project Partners, and to conduct community engagement so as to facilitate an inclusive and equitable planning process. The combined Community Partner budget is \$323,000 to ensure formal seats at the table for Oakland-Alameda community members, which is a lesson learned from the Resilient by Design process in 2018. The Community Partner teams are as follows:

- Greenbelt Alliance, which is based in Oakland, is the lead with sub-consultants as:
  - Hood Planning Group representing East Oakland;
  - Ninth Root representing West Oakland;
  - Confederated Villages of Lisjan Nation/Sogorea Té Land Trust as the local Native American tribe representative; and
  - REAP Climate Center, which is in Alameda;
- Community Action for a Sustainable Alameda (CASA) representing Alameda.

City of Alameda staff issued an Adaptation Community Partner Request for Proposals on February 27, 2023. After a submittal period of 31 days, the City received four timely submitted proposals on March 30, 2023 from Greenbelt Alliance, CASA, DOER Marine Operations and Wild Oyster Project. The Selection Committee reviewed the proposals and chose the two Community Partner teams that best met the needs of the three adaptation projects. The Selection Committee consisted of six individuals representing the City of Alameda (two staff), City of Oakland, East Bay Regional Park District, Caltrans and the Port of Oakland.

## Project Descriptions

In spring 2023, San Francisco Bay Conservation and Development Commission (BCDC) issued a study that states sea level rise adaptation efforts in the San Francisco Bay Area are expected to cost \$110 billion. Alameda County has the highest anticipated costs at \$22 billion with several Caltrans highways, Port of Oakland and the Oakland International Airport. Nevertheless, the region only has committed \$5 billion to date in public funds.

The three funded adaptation projects are at the Oakland-Alameda sub-regional level in partnership with City of Alameda, City/Port of Oakland, Caltrans, East Bay Regional Park District, Community Partners, a Scientific Advisor (San Francisco Estuary Institute) and other Project Partners to combine strengths so as to best protect our communities and combined assets. By onboarding the CMG Landscape Architecture consultants, it allows the subject matter experts to move forward with envisioning transformative solutions for the sub-region to best protect the area for the long term. Once the sub-regional adaptation planning efforts are completed, it positions the Oakland-Alameda area well for further grant funding and other revenue strategies to design, permit and construct the adaptation needs that are consistent with our community values.

The following projects are expected to take up to two years to complete using an inclusive and equitable planning process:

### A. Long-term Adaptation Plan

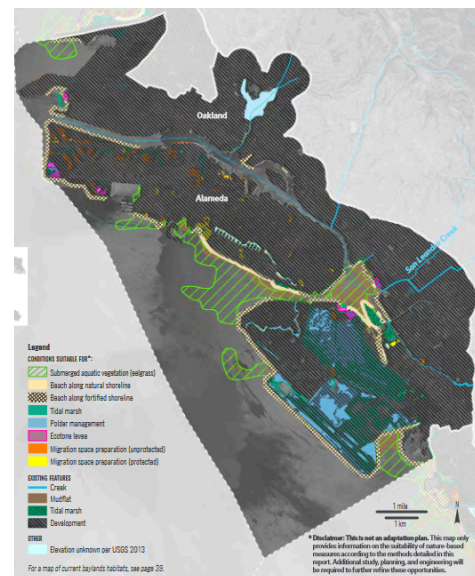
**Purpose:** The goal is to protect shoreline communities throughout the Oakland-Alameda sub-region from expected sea level and groundwater rise and liquefaction, enhance transportation and recreation corridors and bay access, reduce flood exposure, create or restore marsh, upland and transitional habitat with nature-based solutions, and improve air quality.

**Tasks:** The Plan will detail actions to take as the shoreline changes, identifying trigger points and costs for each of the outlined pathways, and will include two rounds of community engagement. The project also will include project coordination with sub-regional partners, sub-regional governance options and regional agency liaising.

**Budget:** \$840,000 (\$300,000 from San Francisco Estuary Partnership and \$540,000 from National Fish and Wildlife Foundation)

**Timeline:** Grants terminate on October 31, 2025.

**Webpage:** [www.alamedaca.gov/AdaptationLongTermPlan](http://www.alamedaca.gov/AdaptationLongTermPlan)



## ***B. Oakland-Alameda Estuary Adaptation Project***

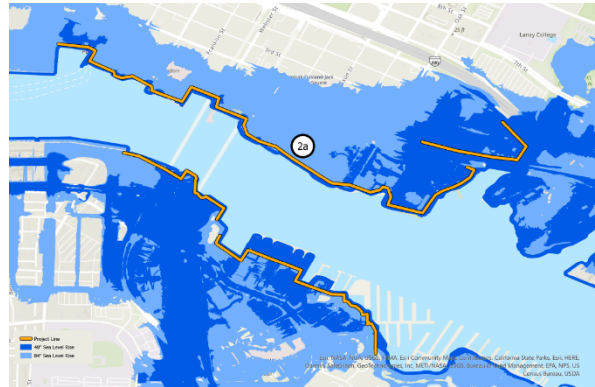
**Purpose:** To protect both the downtown Oakland/Jack London Square shoreline and Alameda's northern shoreline near Marina Village from expected sea level rise and to reduce the impacts of flooding.

**Tasks:** The project will include a review of existing conditions, base map refinements and documentation. After analyzing alternatives and conducting community outreach, a design concept equivalent to ten percent design will be developed. The project also will include green infrastructure alternatives for the project watershed drainage area to reduce both shoreline and inland flooding. In addition to two rounds of community engagement, an advisory committee of key agency staff including permitting and regulatory compliance staff will be engaged to ensure a comprehensive approach.

**Budget:** \$500,000 (\$425,000 from Caltrans and \$75,000 from the City of Alameda)

**Timeline:** Grant terminates on February 28, 2025.

**Webpage:** [www.alamedaca.gov/AdaptationEstuary](http://www.alamedaca.gov/AdaptationEstuary)



## ***C. Bay Farm Island Adaptation Project***

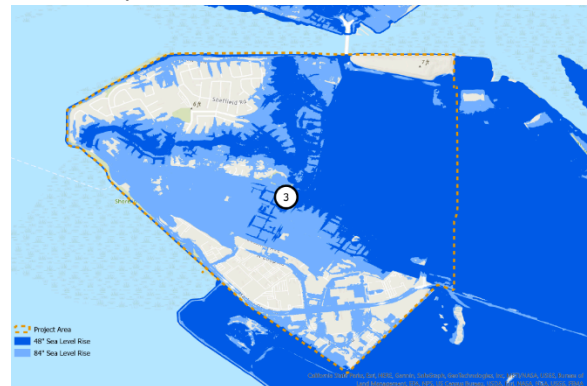
**Purpose:** This project is a long-term plan with a short-term project for Bay Farm Island's northern shoreline area, which is between Bay Farm Island Bridge and north of the Harbor Bay Ferry Terminal. This project will implement nature-based solutions and green infrastructure, address liquefaction risk and provide co-benefits for wildlife habitat and sequestering carbon while also enhancing shoreline access and recreation, including replacing/relocating the wooden bicycle/pedestrian bridge.

**Tasks:** The long-term plan will develop a long-term groundwater and sea level rise adaptation strategy and a design concept equivalent to ten percent design for the entire Bay Farm Island. The short-term priority project is focused on the northern shoreline area of Bay Farm Island and builds on the initial concept work to develop detailed design drawings with up to 30 percent design drawings and will advance the permitting process. The project includes an existing conditions analysis with geotechnical site investigations, a feasibility analysis with multiple potential alternatives as well as two rounds of community engagement.

**Budget:** \$2 million (\$1.5 million FEMA and \$530,000 City of Alameda)

**Timeline:** Grant terminates on September 29, 2025.

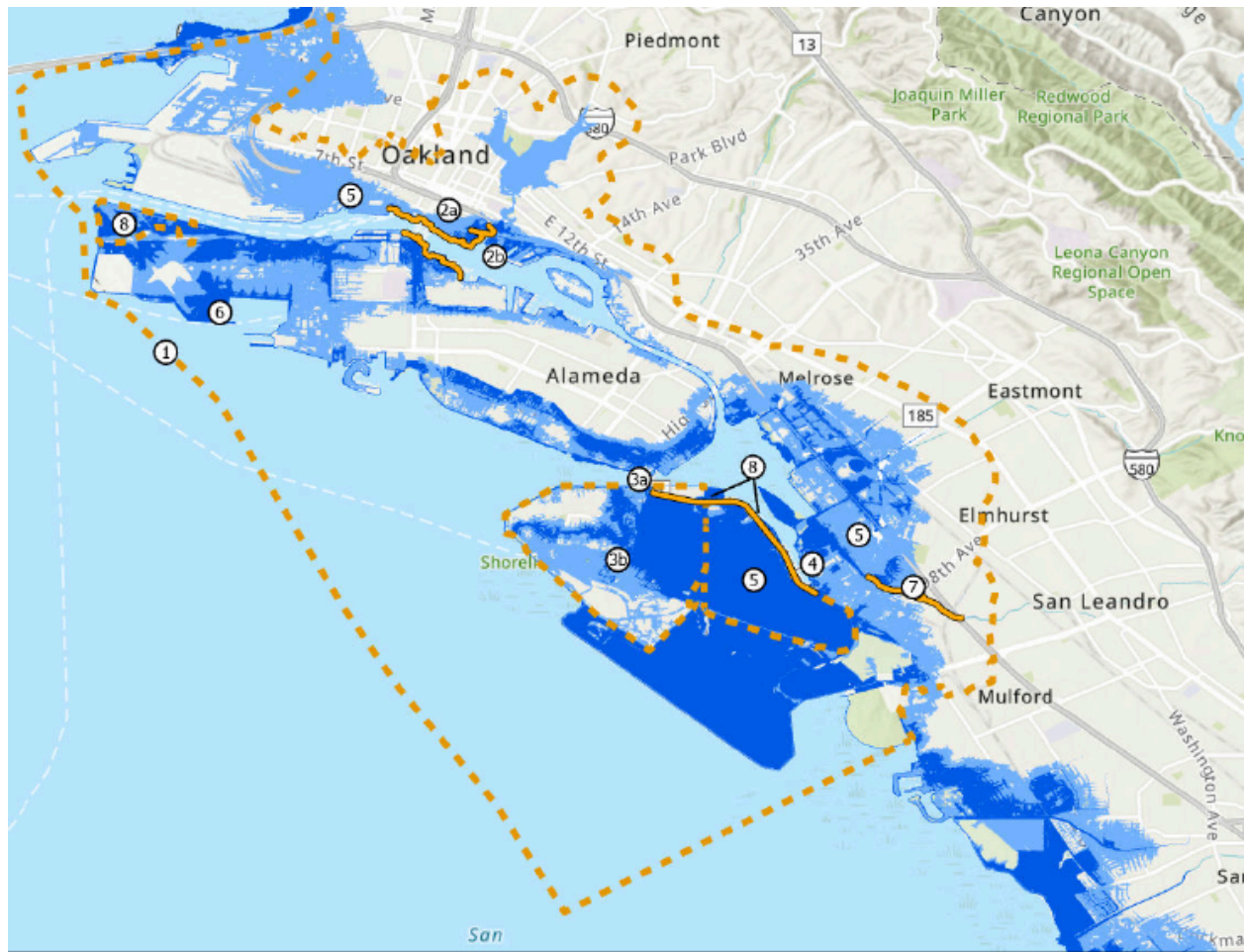
**Webpage:** [www.alamedaca.gov/AdaptationBayFarmIsland](http://www.alamedaca.gov/AdaptationBayFarmIsland)



These adaptation projects will be developed in coordination with other Working Group projects such as the Caltrans' Doolittle Drive/State Route 61 projects, the Port of Oakland's Adaptation Vulnerability Assessment and Plan, the City of Oakland's Estuary Park Renovation and Expansion Project, the Metropolitan Transportation Commission's Bay Trail Gap Closure Project, the City of Alameda's De-Pave Park Master Plan, BCDC's Regional Shoreline Adaptation Plan, and other adaptation efforts by the Working Group (Figure 1).



**Figure 1: Adaptation Projects in the Oakland-Alameda Sub-region**



## Sea Level Rise Adaptation Projects

- |  |  |
|--|--|
| ① Sub-regional Long-term Adaptation Plan           | ④ Caltrans Doolittle Drive/SR-61 Sea Level Rise Adaptation |
| ②a Oakland-Alameda Estuary Adaptation Project      | ⑤ Port of Oakland Vulnerability Assessment and Plan        |
| ②b Estuary Park Renovation and Expansion Project   | ⑥ De-Pave Park Master Plan                                 |
| ③a Bay Farm Island Adaptation Project (short-term) | ⑦ San Leandro Creek Trail Restoration Project              |
| ③b Bay Farm Island Adaptation Project (long-term)  | ⑧ East Bay Regional Park District SF Bay Trail Gap Closure |

## Stakeholder Identification and Involvement

The following section describes the Project Partners, includes a demographic analysis and then identifies stakeholders and different types of stakeholder involvement.

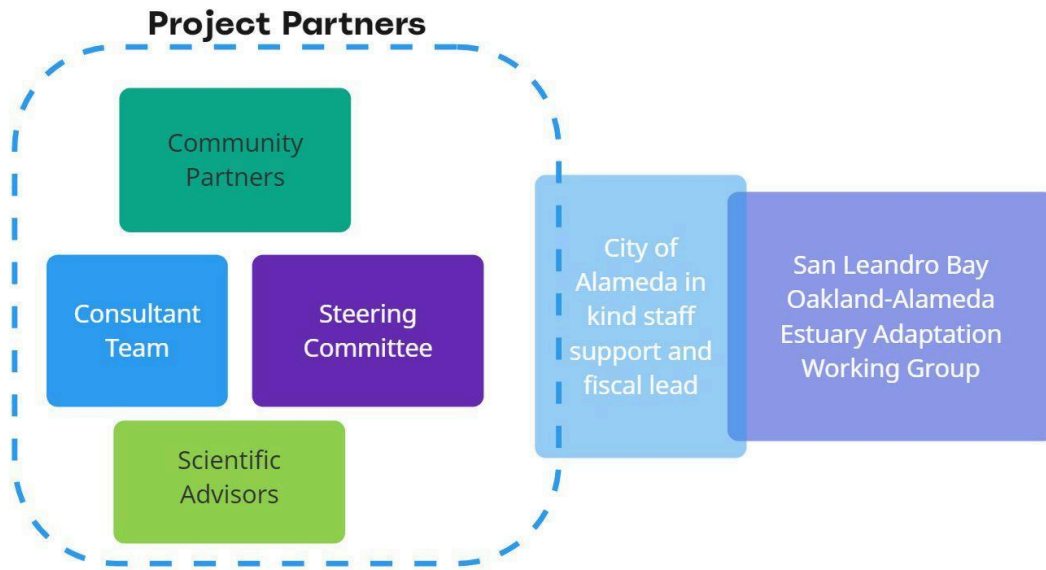
### Project Partners

The Project Partners are the core team of the adaptation projects, and are listed below. Figure 2 shows the organizational chart and the hopes/dreams word cloud from the project kick-off.

- **Steering Committee:**
  - Caltrans
  - City of Alameda
  - City of Oakland
  - CASA (also Community Partner)
  - Confederated Villages of Lisjan Nation/Sogorea Té Land Trust (also Community Partner)
  - East Bay Regional Park District
  - Greenbelt Alliance (also Community Partner)
  - Hood Planning Group (also Community Partner)
  - Port of Oakland
  - San Francisco Bay Regional Water Quality Control Board
  - West Oakland Environmental Indicators Project
- **Community Partners:**
  - CASA
  - Confederated Villages of Lisjan Nation/Sogorea Té Land Trust
  - Greenbelt Alliance
  - Hood Planning Group
  - Ninth Root
  - REAP Climate Center with Climate Fellows (skills shown in word cloud)
- **Scientific Advisor:** San Francisco Estuary Institute
- **Consultant Team:**
  - CMG Landscape Architecture
  - Pathways Climate Institute
  - Moffatt & Nichol
  - NHA Advisors
  - Schaaf & Wheeler Consulting Civil Engineers
  - ESA
  - Earth Mechanics, Inc.



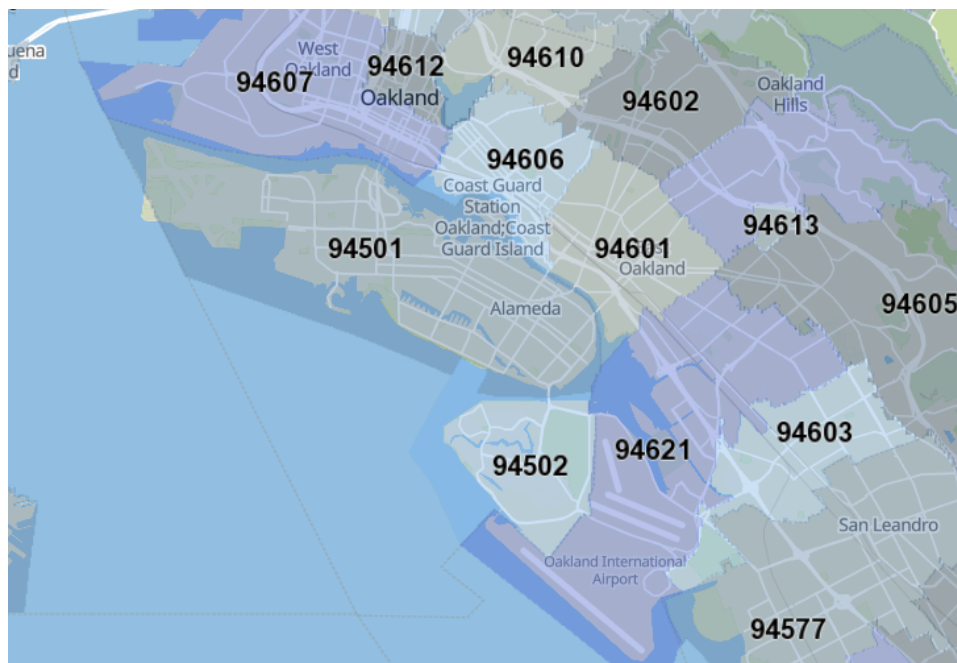
Figure 2: Project Partner Organizational Structure and Kick-off Hopes/Dreams Word Cloud



## Demographic Analysis

To ensure that the community engagement reaches a broad cross section of the Oakland-Alameda sub-region, especially groups that have been marginalized, a demographic analysis was completed by zip code. Zip codes correspond well to the areas that are impacted by water rise, liquefaction and atmospheric rivers and are also the areas closest to the bay, creeks and Lake Merritt Channel (Figure 3). Community members can more easily relate to zip codes compared to census tract designations. Project Partners will monitor the effectiveness of the community engagement by using metrics that relate to zip code, race and homeowner status as a proxy for income among other variables to be determined.

**Figure 3: Zip Codes in the Oakland-Alameda Sub-region**



Source: <https://www.unitedstateszipcodes.org/>

The demographic summary shows a disparity of incomes and rates of home ownership across the Oakland-Alameda sub-region (Table 1 and Figure 4). Median home values range from a low of \$483,262 in the Coliseum area (94621) to a high of \$1,177,307 in Bay Farm (94502) on Bay Farm Island.<sup>1</sup> The percent of renter occupied households range from a low of 17 percent on Bay Farm Island to a high of 71 percent in the Merritt/Clinton/Peralta area. The median household income averages \$36,000 in the Oakland zip codes along the shoreline whereas Bay Farm Island is \$105,616 and the main island of Alameda is \$69,076. The population density also is variable across the Oakland-Alameda sub-region with the Merritt/Clinton/Peralta area as being the densest at 16,037 people per square mile and the Coliseum/Oakland Airport area and West Oakland being the least dense at 3,840 and 4,235, respectively, due to adjacent industrial land uses. A higher number of people who identify as Black live in the lower-income areas of the sub-region. Latinos are covered under “Other Race” and have higher concentrations in the Fruitvale/Jingletown area and East Oakland. A higher number of people who

<sup>1</sup><https://www.sfchronicle.com/projects/real-estate/bay-area-home-prices/&sa=D&source=docs&ust=1709939383840174&usg=AOvVaw3Qz5YuxuZYnneDgPxJmc8O>

identify as Asian live in Alameda and in the zip codes that border the Oakland-Alameda estuary. A higher number of people who identify as White live in Alameda. For Oakland, more mapping information can be found at: <https://www.oaklandca.gov/resources/oakdot-geographic-equity-toolbox>

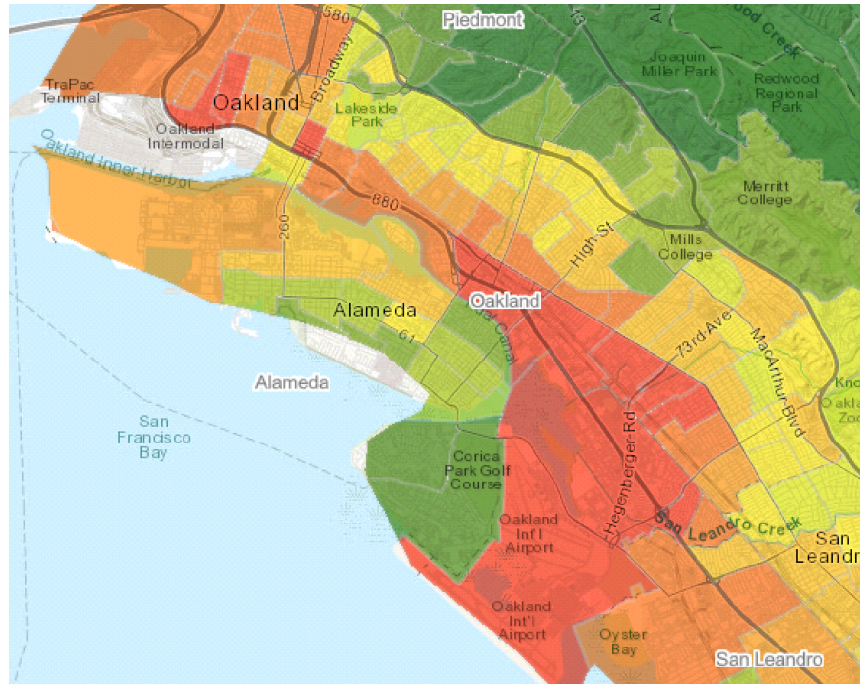
**Table 1: Demographics of the Oakland-Alameda Sub-region**

	Alameda Island 94501	Bay Farm Island 94502	Fruitvale/ Jingletown 94601	East Oakland / SL Creek 94603	Merritt/ Clinton/ Peralta 94606	West Oakland 94607	Coliseum /Oakland Airport 94621
Population	60,212	13,600	50,294	31,403	36,672	24,978	29,870
Pop. Density	7,593	5,074	15,487	9,630	16,037	4,235	3,840
Median Home Value	\$607,000	\$649,200	\$267,300	\$214,600	\$326,300	\$341,100	\$198,200
Median HH Income	\$69,076	\$105,616	\$38,305	\$40,927	\$38,363	\$32,856	\$31,082
Renter HH %	54%	17%	61%	46%	71%	64%	55%
<b>Race</b>							
American Indian or Alaskan Native	1%	0.2%	2%	1%	1%	1%	1%
Asian	29%	43%	18%	4%	42%	29%	4%
Black or African American	7%	3%	18%	38%	20%	39%	37%
Native Hawaiian & Other Pacific Islander	1%	0.2%	1%	1%	0.4%	0.2%	1%
Other Race/Latinos	4%	2%	31%	31%	11%	7%	32%
Two Or More Races	7%	6%	5%	4%	5%	5%	5%
White	52%	46%	25%	21%	21%	20%	20%

Source: <https://www.unitedstateszipcodes.org/> Note: "HH" = Household

**Figure 4: Vulnerable Communities in the Oakland-Alameda Sub-region**





Source: CalEnviroScreen 4.0 – is a screening method to help identify California communities that are disproportionately burdened by multiple sources of pollution.

## ***Stakeholder Identification***

Stakeholders will differ for each of the three adaptation projects. Some of the stakeholders will be engaged in just one of the projects while others will be involved in two or more of the projects depending on how climate change is expected to impact them. For all the projects, the Project Partners will maximize engagement for historically underserved stakeholders to ensure a comprehensive approach that considers a broad perspective. This section provides a preliminary list of stakeholders for each of the three adaptation projects with Table 2 as a summary by stakeholder type and Exhibit B as the full list. The next step will be to finalize the stakeholder list and determine the level of involvement for each stakeholder as well as chains of influence.

**Table 2: Adaptation Project Stakeholders by Stakeholder Type**

<b>Stakeholder Type</b>	<b>Long-term Plan</b>	<b>Estuary</b>	<b>Bay Farm Island</b>
Community-based Organizations	79	69	39
Land Uses	27	21	15
Marinas/Yacht Clubs/Marine	17	15	1
Permitting	9	9	9
Transportation	13	13	10
Utilities	9	9	9
<b>Total</b>	<b>154</b>	<b>136</b>	<b>83</b>

## ***Stakeholder Involvement***

The engagement strategy focuses on different levels of engagement from simply being informative to obtaining more in-depth input, including even more extensive collaboration and finally to empowering the community for long-term transformations (Table 3). Our goal shall be to empower the most impacted and historically marginalized to co-create our solutions.

**Table 3: Engagement Levels**

<b>Engagement Level</b>	<b>Purpose</b>
Inform	To establish communication and share information so as to keep community members informed.
Consult	To gather input, develop connections and learn about community needs, interests and perspectives.
Involve	To engage with agency partners to ensure assets and community needs are integrated into the process.
Collaborate	To build trust and collaborate with key stakeholders such as community-based organizations and steering committees.
Empower Community	To establish a strong partnership between residents and government to empower communities as decision-makers to improve community outcomes.





## Engagement Methods

Engagement methods will vary depending on the stakeholder and project stage (Table 4). A common thread throughout the engagement process is to inform all community members and to seek input. Community organizations that are more directly impacted will be more involved such as East Bay Municipal Utility District and Alameda County. Community members who are more impacted will be asked to collaborate throughout the engagement process. Ultimately, truly adaptive and transformative communities will require leadership and a call to action to inform and then empower community members to work together collectively.

- a. beach clean ups
- b. affordable housing units/ Communities

**Table 4: Engagement Types**

Engagement Level	Purpose
Inform	Outreach materials; webpages; emails; social media; advertisements; language translations; tactile maps; local TV, newspaper and radio
Consult	Questionnaires and survey results; workshops; public venues; alternatives selection matrix
Involve	Agency-to-agency meetings; topical focus groups; subarea committee meetings; permitting meetings (Bay Farm Island Project)
Collaborate	Community Partners; Steering Committee; CBO coordination; phone calls; door-to-door outreach
Empower Community	Project recommendations; call to action

The City staff/CBO/Consultant team will use a variety of formal and informal community engagement methods to facilitate grassroots community input and to build awareness of the project, including:

### ***Inform***

- **Outreach Materials:** Materials will include fact sheets, infographics, flyers, art and posters in English, Chinese (Cantonese), Vietnamese, and Spanish with QR codes to reach a broad audience; Project Partners will develop key messages to ensure consistent communication throughout the project; Materials will be combined into a Community Partners capacity building toolkit;
- **Webpages:** The following webpages will be updated throughout the project duration:
  - Long-term Adaptation Plan: [www.alamedaca.gov/AdaptationLongtermPlan](http://www.alamedaca.gov/AdaptationLongtermPlan)
  - Oakland-Alameda Estuary Adaptation Project: [www.alamedaca.gov/AdaptationEstuary](http://www.alamedaca.gov/AdaptationEstuary)
  - Bay Farm Island Adaptation Project: [www.alamedaca.gov/AdaptationBayFarmIsland](http://www.alamedaca.gov/AdaptationBayFarmIsland)

- San Leandro Bay/Oakland-Alameda Estuary Adaptation Working Group: [www.alamedaca.gov/AdaptationWorkingGroup](http://www.alamedaca.gov/AdaptationWorkingGroup)
- **Email:** Email blasts will occur throughout the two-year project and with special focus at key project stages. The following email project lists have been created, and community members are able to sign up here: [www.alamedaca.gov/Subscribe](http://www.alamedaca.gov/Subscribe);
  - Adaptation - Alameda Beaches
  - Adaptation - Bay Farm Island
  - Adaptation - San Leandro Bay
  - Adaptation - Oakland-Alameda Estuary
  - Adaptation - General Interest
- **Postcards**
- **Social Media:** Use the Project Partner social media platforms;
- **Advertisements:** On-line media advertisements and social media boosts for all the zip codes in the Oakland-Alameda sub-region;
- **Language Translations/Blind Services:** The project materials will be translated into Chinese and Spanish, and language interpreters will be available upon request at workshops. Tactile maps will be available for blind community members; and
- **Local TV, Newspaper and Radio:** Press releases will occur at key project stages, and will target local Chinese newspapers and other ethnic media, Alameda Journal, Alameda Post, Alameda Sun, Bay City News, East Bay Express, East Bay Times, Knee Deep Times, Latitude 38 Sailing Magazine, Oakland Post, Oaklandside, Patch, ABC7, KGO-TV, KRON4, KQED/NPR Forum, NBC Bay Area and Youth Radio.
- Emails to existing CBO networks

## **Consult**

- **Community Surveys:** Two rounds of community surveys will be conducted in-person and on-line to obtain input on 1) existing conditions/preliminary alternative options; and 2) preliminary concept, in conjunction with community workshops to gauge the effectiveness of outreach and for community members who missed an event;
- **Community Workshops:** Two community workshops in person and virtual to present 1) existing conditions/preliminary alternative options; and 2) preliminary concepts. The workshops will be held in project area neighborhoods to minimize travel and to ensure community member participation. The agendas will be both informative and participatory with collaborative components such as interactive art, storytelling, and games (e.g., the ABC Toolkit – In it Together visioning game as used in Resilient by Design – Estuary Commons);
- **Public Venues:** Two rounds of public venues to present 1) existing conditions/preliminary alternative options; and 2) preliminary concept. Potential locations include:
  - Farmers' markets (Old Oakland, Jack London District, Alameda, and Akoma Market);
  - Piggybacking on street fairs and neighborhood celebrations; and
  - Shoreline pop-ups, tours/outings, and site visits.
  - Existing community events
  - Beach clean-ups
  - Affordable housing units/ Communities

- **Alternatives Selection Matrix:** The Project Partners will develop an alternatives selection matrix that includes public input, and will refine the alternatives based on comments received from the outreach effort to provide guidance on a draft and final concept.

## ***Involve***

- **Agency-to-agency Meetings:** City of Alameda staff will reach out to public agency staff counterparts multiple times each year to provide updates and coordination opportunities;
- **Topical Focus Groups:** Focus group meetings (Figure 5) will occur at key project stages to ensure high-priority needs are met with key stakeholders on core topics, which could be:
  - Cultural resources including Native American heritage
  - Equity
  - Funding and project prioritization
  - Governance
  - Nature-based solutions (e.g., green buffering, horizontal levees, oysters, etc.)
  - Sediment management
  - Parks & Recreation
- **Subarea Committee Meetings:** Project Partners will host Subarea Committee Meetings either monthly or quarterly for the following geographic subareas (Figure 5):
  - West Oakland
  - Oakland-Alameda Estuary
  - San Leandro Bay
  - Alameda Bayshore
  - Bay Farm Island & Oyster Bay
- **Permitting Meetings** (Bay Farm Island Project): Preliminary meetings with permit agencies will help guide the short-term project and the long-term plan, which involves the entire Oakland-Alameda sub-region.

## ***Collaborate***

- **Community Partners:** Two teams of Community Partners – Greenbelt Alliance and CASA – are paid to collaborate with the Project Partners and to conduct community engagement so as to facilitate an inclusive and equitable planning process. The purpose is to ensure that community needs and perspectives of underserved stakeholders are part of the decision making process to create transformative communities;
- **Steering Committee:** The key agency representatives and Community Partner leads is an advisory group that guides the adaptation projects and directs the subject matter experts;
- **CBO Coordination:** Using the materials toolkit, Community Partners will facilitate meetings to build capacity and inform local CBOs on adaptation efforts, which will increase technical capabilities within specific neighborhoods and will help gain trust among disparate groups to ensure environmental justice and high-quality outcomes; Meetings will either by piggyback on existing CBO efforts or standalone adaptation efforts;
- **Door-to-door Outreach:** CASA will recruit high school students to assist in door-to-door outreach in the languages spoken at the homes. A portion of the CASA budget will be for student stipends

to compensate them for their work. This effort also could act as the community service requirement for high school graduation; and

- **Phone Calls:** Informal one-on-one coordination with key stakeholders to target specific topics.

### ***Empower Community***

- **Project Recommendations:** Will reflect the Oakland-Alameda area by considering the perspectives of all community members including underserved stakeholders and others who are expected to be most impacted by climate change; Will analyze how different racial/ethnic groups will be impacted, benefit or be burdened by the recommendations; Will consider adverse impacts or unintended consequences that could result from the project recommendations; and
- **Call to Action:** Will be developed with the recommendations of the adaptation projects to ensure a collaborative, streamlined and expedited implementation along with individual community member actions for a truly transformative Oakland-Alameda sub-region.
- **Community Creation:** Explore creative settings to host communities and design projects. Hands-on interactive engagement. Meet people where they are, and center accessibility and inclusivity.
- **Community Stewardship:** Use community-specific programming to design focus groups and identify community-led stewardship projects.
- Installations
- **Youth Engagement through Y-Plan (externally funded):** This is an organization that works with schools to help them do community planning. Hood planning is contracted to work with students at Skyline High School
- **Spiritual, cultural, and artistic Installations**
- Nature Based Solutions (NBS) training to engage and educate community members regarding options to adapt to Sea Level Rise(funded through SFEI).

## Communications Plan

The communications plan brings together the above mentioned project goals, stakeholders and engagement methods to identify **key messages** targeting the Oakland-Alameda sub-region audiences. The message will vary depending on the audience and context. Empowerment through information and disclosure of climate change will be central to the discussion. A collaborative model led by the Community Partners will focus on respect and consensus to arrive at mutual benefits and a call to action as outcomes.

The **schedule** for the adaptation projects is shown in Figure 6. The first round of outreach is expected to occur at the same time for all three projects. For the second round of outreach, the Estuary Project has a standalone outreach since the Caltrans grant expires in February 2025, which is earlier than the other two projects' Fall 2025 deadline. Furthermore, the Long-term Adaptation Plan and the Bay Farm Island Adaptation Plan both have long-term elements that are expected to take more time to coordinate.

For **deliverables**, the community engagement will be summarized for each engagement type and for each project. The summaries will provide metrics comparing the demographics of the Oakland-Alameda sub-region to who was ultimately contacted as part of the community engagement activities. The summaries also will outline community member responses and high-level themes. Project Partners will evaluate the effectiveness of the community engagement after each round of outreach, and will adjust accordingly to ensure the engagement is meeting project goals.

### **Goal 1: Build robust community engagement and stakeholder involvement for the Long-term Adaptation Plan**

#### **Strategies:**

1. Receive Input and Create Listening Spaces (Ongoing):
  - a. Launch a continuous online platform for community input, allowing residents to share their thoughts on climate resilience and adaptation.
  - b. Host quarterly in-person community forums in different neighborhoods to ensure inclusivity.
2. Absorb Equity Practices (Throughout):
  - a. Integrate equity practices into all communication materials and engagement methods, ensuring that they are culturally sensitive and accessible.
3. Support Adaptation Goals and Environmental Justice (Throughout):
  - a. Develop communication materials highlighting the alignment of the Long-term Adaptation Plan with broader environmental justice goals.
  - b. Collaborate with local environmental justice organizations for joint outreach efforts.
4. Design Inclusive Processes (Ongoing):
  - a. Establish diverse focus groups to provide feedback on communication strategies and ensure they are inclusive.
  - b. Host community design charrettes to gather input on accessibility and inclusivity in planning and outreach efforts.

### **Timeline Key Intersection and Feedback Opportunities (Scheduled):**

Identify key milestones in the Long-term Adaptation Plan development process for focused engagement and feedback sessions.

Schedule quarterly feedback sessions with Community Partners and Steering Committee members to address concerns and refine strategies.

### **Goal 2: Raise awareness and promote transparency of the Adaptation Plan**

#### **Strategies:**

1. Online and In-person Surveying (April 2024 - March 2025):
  - a. Conduct monthly online surveys to gauge public opinion on adaptation strategies.
  - b. Organize pop-up events in community spaces for face-to-face surveying.
2. Newsletters, Social Media, and Animations (Ongoing):
  - a. Send monthly newsletters with updates on the adaptation plan, engaging Community Partners in content creation.
  - b. Regularly post on social media platforms, sharing animations that simplify complex adaptation concepts.
3. Website Updates, Case Studies, Maps, and Graphics (Ongoing):
  - a. Update the City of Alameda website with interactive maps showcasing adaptation progress.
  - b. Publish case studies highlighting successful community engagement and adaptation initiatives.
4. Roadshow Slidedeck and digital(Scheduled):
  - a. Develop a mobile roadshow presentation to visit different neighborhoods, presenting key talking points.
  - b. Air digital ads on social media channels to reach a broader audience.

### **Goal 3: Build coalitions in the Subregions to create buy-in**

#### **Strategies:**

1. Subregional Workshops and Events (April 2024 - March 2025):
  - a. Host bi-monthly subregional workshops to bring stakeholders together for collaborative planning.
  - b. Organize community events in each subregion to facilitate networking and coalition building.
2. Tours and Hangouts (April 2024 - March 2025):
  - a. Conduct guided tours of project sites to involve community members in the physical aspects of adaptation.
  - b. Facilitate virtual hangouts between stakeholders to foster ongoing communication and relationship-building.

By incorporating these strategies into the timeline, the communication plan aims to create a comprehensive and inclusive approach to community engagement and stakeholder involvement in the adaptation projects.

Engagement Round 1 Goals, Actions, and Tasks			
Goals and Strategies	Timeline	Metrics	Task
<b>Goal 1: Build robust community engagement</b>	<b>December 2023 - March 2025</b>		
Action 1: Development of a mobile roadshow presentation	December 2023 - January 2024	A roadshow presentation is complete for use	Task 1: Draft roadshow (slide deck) Task 2: Approve roadshow
Action 2: Storytelling roadshow	December 2023 - March 2024	Engagement/ impressions	
Action 2: Website updates, case studies, maps, and graphics	December 2023 - January 2024	Website Visitors	Task 1: Draft website content and design Task 2: Create a website Task 3: Proofread and brand website Task 4: Approve and launch website
Action 3: Online survey for public opinion (hard copy with QR code for events)	<b>Survey #1:</b> Feb - June 2024 (Survey distribution: mid-April to June) <b>Survey #2:</b> July-August	Unique responses	Task 1: Select an online community input platform - Feb 2024 Task 2: Draft survey - March 2024 Task 3: Revise survey - April 2024 Task 4: Promote survey and focus on priority communities for additional outreach (mid-April to June and then July-Aug)
Action 4: Quarterly in-person community forums	May 2024 - March 2025	In-person community forums hosted	Task 1: Identify collaboration opportunities for in person forums Task 2: Identify where we need to organize community forums Task 3: Host community forums Task 4:
Action 5: Integrate equity practices into all materials and methods	Continuous	Equity scoring of outreach plans, event plans, and outreach materials	Task 1: Review <a href="#">Spectrum of Community Engagement to Ownership</a> and other resources Task 2: Consult with community partners Task 3: Integrate equity practices into the Community Engagement Plan Task 4: Integrate equity practices in outreach and event planning



Action 6: Support existing aligned EJ goals and initiatives		How many goals of local Environmental Justice groups are upheld in Adaptation plans?	Task 1: Identify and establish relationship with local Environmental Justice groups Task 2: Create graphic based on EJ groups metrics(goals?) to coincide with Alameda/OAK Adaptation Plans
Action 7: Organize diverse focus groups and design charrettes	April 2024 -	Number of Focus groups and design charrettes hosted	
Action 8: Quarterly feedback sessions with Partners and Steering Committee		Number of Quarterly sessions hosted and percentage of participation	
<b>Goal 2: Raise awareness and promote transparency</b>	<b>April 2024 - March 2025</b>		
Action 1: Monthly newsletters and Community Partner engagement	February 2024 - March 2025	Number of newsletters sent, number of people reached, and open rates	
Action 2: Regular social media updates and animations		Number of updates and assets released per two weeks, accounts reached, impressions, conversions to survey responses or event RSVPs	<b>Video shorts</b> - topics to include (2 minutes max. "Two-minute Topics") <ul style="list-style-type: none"> <li>- Sea level rise/other issues (CMG)</li> <li>- OAAC overview (Danielle/Keta)</li> <li>- Project overviews (3 - Gail/CMG)</li> <li>- Sea level rise criteria (Kris)</li> <li>- Planning principles (CMG)</li> <li>- Nature-based solutions (ESA)</li> <li>- Others?</li> </ul>
Action 3: Air digital ads on social media channels		Same as G2.A2 then divide by cost	1. PSA in Alameda Theater
Action 4: Pop-up events for face-to-face surveying (using online survey questionnaire w/QR code)		Number of pop-ups, number of people contacted, conversions to survey responses	

Action 5: Support community installations on the shoreline	December 2023 - July 2024	1-2 installations	
<b>Goal 3: Build coalitions in the Subregions</b>	<b>January 2024 - March 2025</b>		
Action 1: Bi-monthly sub-regional workshops		Number of bi-monthly workshops and number of participants	
Action 2: Community events in each subregion		Number of events held in each subregion, number of people engaged, number of survey responses in each region per event	
Action 3: Guided tours of project sites		Number of guided tours per project site per year	
Action 4: Virtual hangouts between stakeholders		Number of virtual hang outs organized and participants per hang out	

### Draft Monthly Timeline (Jan 2024 - Sept 2024)

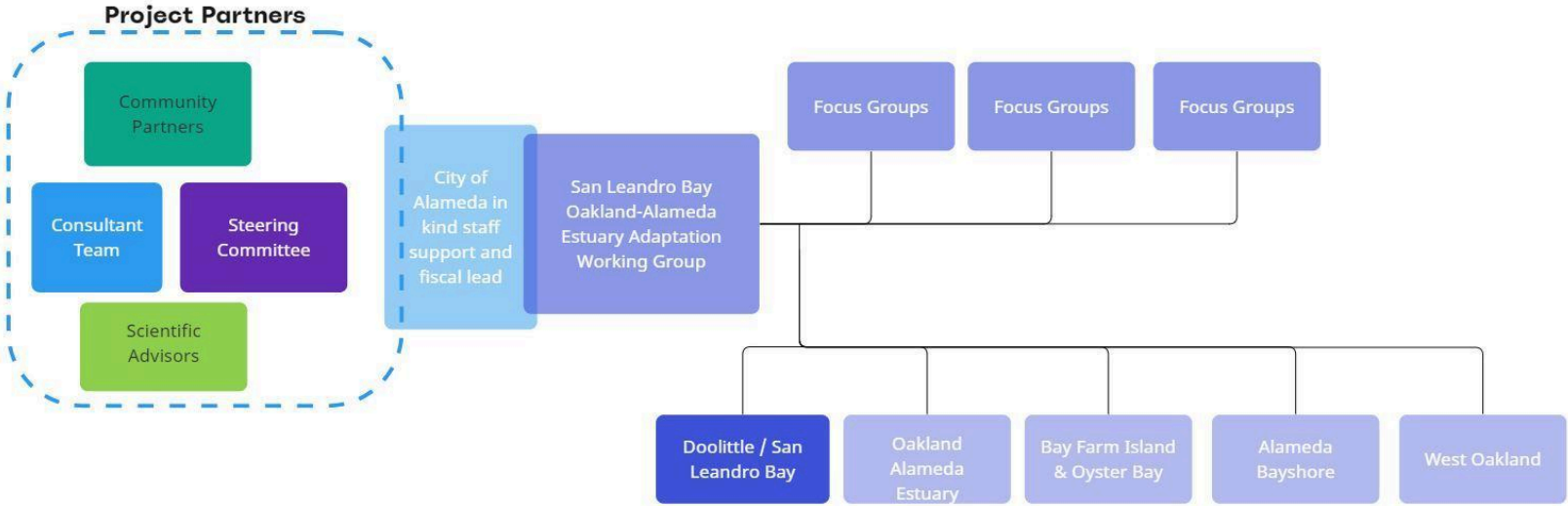
Date	Event/ Deliverable	Project Area	Event Lead	Key Staffers Needed
Jan. 5th	Draft Timeline	Project A, B, and C	Greenbelt Alliance	
Jan. 16th	Draft the first set of questions for the online survey	Project A, B, and C	Greenbelt Alliance	
Jan. 22nd	Share Draft of Round 1 Engagement for Projects A, B, C.	Project A, B, and C	Greenbelt Alliance	
Feb. 13th	Y-Plan/Sacred Spaces Kick-Off: HPG and Ninth Root Skyline Classroom Visit.	Project B	HPG/ Ninth Rooth	
March 5th	Y-Plan/Sacred Spaces: Skyline Visit to Sacred Spaces Site.	Project B	HPG/ Ninth Rooth	
March 8th	Draft a content calendar for the newsletter, social media posts, and digital ads.	Project A, B, and C	Greenbelt Alliance (Victor)	
March 15th	Draft first community event plan, focus group timelines.	Project A, B, and C	Greenbelt Alliance (Victor)	

March 18th	Review the draft content calendar.	Project A, B, and C	All	
March. 28th	Approve the first survey.	Project A, B, and C	All	
March 29th	Deadline to approve content calendar.	Project A, B, and C	All	
April 1st	Complete Website.	Project A, B, and C	City of Alameda	
April 8th	First Newsletter goes out	Project A, B, and C	Community Partners	
April 9th	Y-Plan/Sacred Spaces: Poster Presentations	Project A, B, and C	HPG & Ninth Root	
April 13th	Alameda Coastal Clean Up	Project A, B, and C	CASA	
April 12th	Schedule Quarterly community partners check-ins.	Project A, B, and C	Greenbelt Alliance	
April 20	Alameda Spring Shindig	Projects A, B, and C	CASA	
April 20	Oakland Earth Day	Project A, B, and C	Greenbelt Alliance	
Apr 21, 2024 Earth Day	Earth Day Table at REAP Center Sunday Open House	Project A, B, and C	REAP Climate Center	
April 27nd	Alameda Bikefest	Project X	CASA	

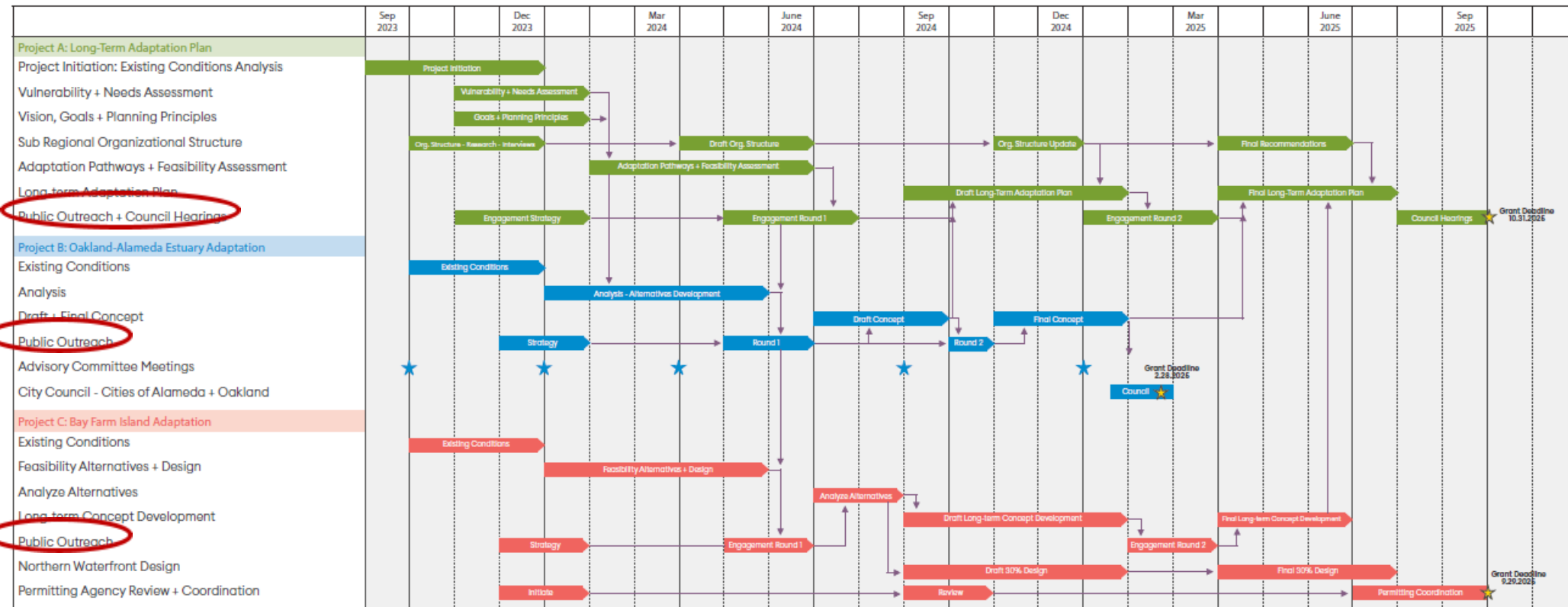
April 30th	Pre-engagement period Ends	All	All	
May 1st	Round 1 Community Engagement Begins	All	All	
May 5th	Cinco De Mayo (Tabling opportunities)	Project A and B	Greenbelt Alliance	
May 11th	Alameda Coastal Clean Up	Project C	CASA	
May 15	Hold for virtual hang			
May 18th	Sacred Spaces Crown Making	Project A and B	HPG, Ninth Root , and Liberated Joy	
May 22nd	Focus group	Project A	Greenbelt	
May 25	Alameda Walks Bay Farm	Project C	CASA	
May 25th	Guided tour	Project A	Greenbelt Alliance	
June 8th	Pop up: 3rd Annual East Oakland Futures Fest by HPG, Emergent Labs, and WOBO.	Project B	HPG	
June 8th	World Oceans Day. Coastal Cleanup and Celebration at Alameda Point	Project A and C	CASA	
June 13th	Bi-monthly workshop	All	Community Partners	

July 4th	Alameda Parade	Project A, B, and C	Community Partners	
July 10th	Community Forum	Project A and B	Community Partners	
July 17th	Quarterly community partners feedback session <b>(check-in on how R1 went)</b>	All	All	
July 21	Fiesta Alameda (3rd annual celebration of Latin music, dance, etc.)	All (located at Alameda Point, 2151 Ferry Point: Radium Runway)	CASA	
July 27-28	Alameda Art & Wine Festival	All	Greenbelt Alliance	

Figure 5: Adaptation Project Audiences



**Figure 6: Adaptation Project Schedule and Engagement Activities**



### Engagement Round 1

All projects, May/June/July 2024

### Engagement Round 2

Oak/Alameda Adaptation Plan- October 2024

Long Term Adaptation Plan- January/February/March 2025

Bay Farm Plan- February/March 2025



## Exhibit A: City of Oakland Racial Equity Assessment Worksheet

How much did we do?	How well did we do it?
# People served	% common quality measures
# Activities (by type of activity)	% Activity- specific measures
<b><u>Is anyone better off?</u></b>  # or % Skills/knowledge  # or % Attitude/opinion  # or % Behavior  # or % Circumstance	

- What is the mechanism for course correction if racial equity outcomes are not achieved?
- How will the community be informed of progress toward achieving racial equitable outcomes?

(DF:df 5/2019)

Source: <https://cao-94612.s3.amazonaws.com/documents/Racial-Equity-Analysis-Worksheet-Rev4.pdf>

## **Exhibit B: List of Stakeholders by Project**

Find stakeholder list [here](#)