



## Oakland Speaks for Healthy Development

# Resident Survey



As East Oakland changes, residents must play an active role in shaping its future by influencing the political and economic decision-making processes that impact their families and neighbors.

In Spring 2014, East Oakland Building Healthy Communities (BHC) resident leaders and organizational partners launched a process to collect accurate and current information from a broad array of Oaklanders. The goal was to surface and document expectations that residents have for how policy-makers incorporate a broad range of health considerations into decisions that will impact the future of Oakland. Accordingly, the inquiry focused on identifying policy opportunities that will lead to improved health and wellness in East Oakland, and other neighborhoods.

This is the story of how residents led, organized, and ultimately, defined actions to influence long-lasting positive change for their city.

### Our Beliefs

East Oakland BHC aims to change the conversation about what health is. We believe health happens everywhere, not just at the doctor's office. This means where we live, work and play has a long-term effect on both our individual health and the health of our neighbors. It also means the air we breathe, the foods we have access to and our ability to find jobs, impacts the health of everyone in our communities.

Our broad definition of health is shaped by an equity lens, at the center of which, is the sense of safety and security generated by accessible and affordable housing, healthy food, living wage jobs, environmental justice, and reliable transportation.

## Beliefs in Action

In six sessions during March and April 2013, more than 50 East Oakland residents came together in our Community Planner Leadership Academy to learn about the built environment's impact on our health. Studying land use, and related housing, transit and food justice issues, leaders shared their experiences and a vision for a better future. At end of the academy, leaders identified affordable and healthy food, affordable housing, jobs, clean air, and transportation as priorities.

Throughout 2013, academy graduates were at the forefront of efforts including the ongoing "No Crematorium" campaign and the passing of a new ordinance regulating zoning of crematoria. They also continue to be in the middle of the conversation that is shaping the City of Oakland's Transit Oriented Development investment along International Blvd. Now, many leaders are preparing to engage in conversation related to the promised investment in Coliseum City.

## Furthering Our Reach

In July 2014, we brought together more than 30 resident leaders including some of the same resident leaders from the initial Community Planner Leadership Academy. In addition to our REaL (Resident Engagement and Leadership) Team, leaders affiliated with East Bay Housing Organization, Causa Justa::Just Cause, HOPE Collaborative, and Communities for a Better Environment joined together to continue the intensive work started at the 2013 academy.

Leaders decided the best way to advance was to conduct in-depth conversations with as many Oaklanders as possible. They did this through three methods: in-person and phone interviews (using predictive dialer equipment), and paper surveys. After receiving training on survey administration and using questions informed by the 2013 academy experience, the leaders implemented a 10-day data collection period.

## Results

Using voter records as a primary contact list, leaders interviewed more than 550 Oakland residents. In addition to ensuring geographic variety, leaders recognized the importance of surveying a diverse spectrum of residents. Interviews and surveys were administered in English, Spanish, Vietnamese, and Bhutanese to youth, adults and older residents, as well as low-income, working class and

*"I am responsible for working to build a healthier community by improving conditions for my family, neighbors and community."*

*-- East Oakland BHC Leader*

higher income community members, and newly eligible voters, reliable voters and those who do not regularly vote.

Through this process, leaders confirmed there are many who agree with East Oakland BHC's definition of health. They also found that Oaklanders are likely to agree with policy efforts and programming that make affordable housing, food, good jobs, clean air, and quality transit available in every neighborhood.

These findings confirm that leaders took the right initial steps to begin broadening how all Oaklanders think about individual and community health.

## Next Steps

With our support, leaders will continue to convene and participate in a number of local campaigns (International Blvd. Transit Oriented Development, Coliseum City, a proposed Crematorium, tenant protections, a higher minimum wage).

Leaders are also anticipating the election of a mayor in the coming weeks. As the key leader in the City of Oakland, the mayor must be an active ally, work to adopt a broad health definition, and advocate for policy that aligns with this perspective.

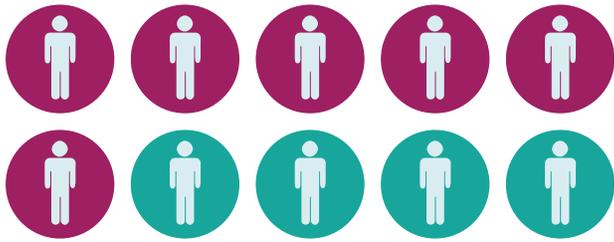
## Closing

We prioritize participation and leadership from residents because of their personal lived experiences. Their stories are easily translated into expertise, enabling residents to diagnose community challenges, while simultaneously identifying solutions.

The ongoing Leadership Academy, and its associated training and activities, deepens residents' abilities to make connections with one another while expanding their knowledge of the issues and possible related solutions. All of this is in recognition of the fact that resident leaders have the most to gain—and to lose—in advocacy and policy efforts that impact them day-by-day and block-by-block.

## What Oaklanders Said . . .

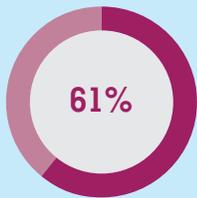
Six of 10 residents say the health of their family, neighbors and community has been “greatly” impacted by jobs, housing, transportation, and food access issues.



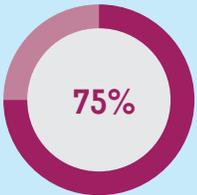
Half of all residents live with someone who receives regular care from a doctor for chronic health issues.



### Housing & Displacement

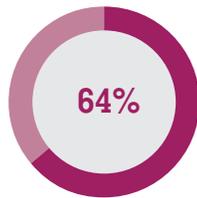


61% know someone who moved out of Oakland because housing became too expensive.

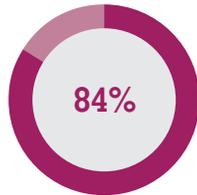


75% said developers of luxury housing should be required to contribute funds for affordable housing for seniors, the disabled and working class families.

### Food, Community Gardens & Urban Farms

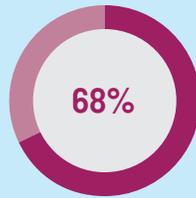


64% said bringing healthier foods to neighborhood stores should be a top priority for city leaders.

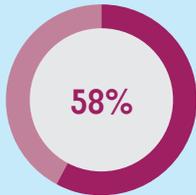


84% said increasing gardens and urban farms should be a top or medium priority for city leaders.

### Environment & Transportation



68% said improving the environment in neighborhoods should be a top priority for city leaders.



58% support charging fees to developers for transit improvements.

### Economic Development & Safety



54% said getting better paying jobs vs. jobs of any kind should be a top priority for city leaders.



52% said helping formerly incarcerated residents get good jobs should be a top priority for city leaders.

Number of respondents varied by question. Average total respondents for all questions = 530.

## About East Oakland Building Healthy Communities

East Oakland Building Healthy Communities brings together residents, community-based organizations, businesses, health care providers, and government agencies to work towards improved community and individual health. The ultimate goal: a thriving East Oakland.

We are one of 14 sites selected by The California Endowment to participate in the statewide Building Healthy Communities initiative, a 10-year plan to improve health in underserved, geographically and ethnically diverse communities throughout California.

Our work is accomplished by convening collaborative work groups to address health access, land use, peace promotion, economic opportunity, youth development, and resident leadership.

## Contact Us

East Oakland Building Healthy Communities  
1000 Broadway, 5th Fl  
Oakland, CA 94607  
[www.eastoaklandbhc.org](http://www.eastoaklandbhc.org)

## Resident Leaders

Jordan Aberra  
Paula Beal  
Ronnisha Cato  
Leon Davis  
Aaron Davis Jr.  
Mercedes Dela Torre  
Cesar Fragoso  
Kim Frazier  
Esther Goolsby  
Diana Jauvegui  
Redanna Johnson  
Jevonte Kelly  
Kelton King Jr.  
Jose Lopez  
Kasandra Macias  
Terrance McClellan Jr.  
Sandra Muniz  
Marina Munoz  
Assata Olugowla  
Johnnie Parker  
Luis Ramirez  
Anita Schools  
Demaria Shapiro  
Towanda Sherry  
Karen Smulevitz  
Bernadette Tatom  
Rhonda Walters  
Azuri Whitlock  
Beverly Williams

## Participating Organizations

Alliance of Californians for  
Community Empowerment  
Alameda County Public Health  
Department  
Acta Non Verba  
Allen Temple Baptist Church  
Prophetic Justice Ministries  
Causa Justa::Just Cause  
Community Health for Asian  
Americans  
Communities for a Better  
Environment  
East Bay Alliance for a Sustainable  
Economy  
East Bay Housing Organizations  
Ella Baker Center  
Full Harvest Urban Farm  
HOPE Collaborative  
Oakland Community Organizations  
Oakland Food Policy Council  
PUEBLO  
REaL Team  
TransForm  
Urban Strategies Council