Oakland EMERALD NEW DEAL to restore our communities
“IT IS TIME TO SUPPORT & UPLIFT OUR BLACK & BROWN COMMUNITIES.”
THE MONEY THAT ONCE PAID FOR A PLAYGROUND DIRECTOR AND EQUIPMENT WAS THEN SPENT ON THE POLICING, JAILING, AND SURVEILLING OF SOBRANTE PARK.
HOW DID WE GET HERE?

THE WAR ON DRUGS
THE WAR ON DRUGS

Communities of color are disenfranchised and criminalized

Facing over-policing, neglect, and disinvestment

Many arrests are marijuana-related

Affects almost all aspects of daily life, including housing and employment
CRIMINALIZING PEOPLE OF COLOR

1 in 5
Black men stopped are searched
Vs. 1 in 20 white men

0
Searched of Black men are more likely to recover contraband
Compared to searched of white men

77%
Oaklanders arrested in 2015 on cannabis charges were Black
Only 30% of Oakland's population is Black
THE OAKLAND POLICE DEPARTMENT MADE 12,656 MARIJUANA-RELATED ARRESTS FROM 1995-2015...
...AND TODAY, THE MAJORITY OF LEGAL MARIJUANA BUSINESS OWNERS & FOUNDERS ARE WHITE.
Minorities fight for racial equity, legalization from within the marijuana industry

"This is not a stoner industry," said one dispensary owner.

Black entrepreneurs struggle to join legal weed industry

Many African Americans are concerned that a lack of access to capital and systematic economic racism will exclude them from the burgeoning marijuana business.

The legal cannabis industry must reckon with systemic racism

How can the industry even begin to right the wrongs of the war on drugs?

Marijuana’s racist history shows the need for comprehensive drug reform

The legal cannabis industry is exploding, but overwhelmingly run by white owners
One step towards equity is to endorse the Oakland Emerald New Deal.

THE OAKLAND EMERALD NEW DEAL IS A COMMUNITY-BASED INITIATIVE TO EQUITABLY REINVEST IN COMMUNITIES OF COLOR WHO HAVE BEEN MOST IMPACTED BY THE WAR ON DRUGS.
01 Place 100% of the City’s cannabis tax revenues into a “Cannabis Equity Fund” to be managed by a new Planning and Oversight Committee made up of Oakland residents, to be audited annually.

02 Creates an “Office of Cannabis” distinct from any City Department that will support the Planning and Oversight Committee, manage compliance, and develop policies relating to the cannabis industry upon request.

03 Costs associated with administering the Cannabis Equity Fund will be paid for by the Fund, ensuring that other revenues may be reserved for other purposes.

04 The revenue of Oakland’s Cannabis Tax will not flow into the General Fund. The revenue will go into a Community Equity Fund that can only be used for the purposes identified in the ballot measure.
THE OAKLAND EMERALD NEW DEAL WILL:

01. Reallocate 100% of cannabis tax revenue towards those who suffered most from the War on Drugs

02. Institute policy change

03. Spur economic development

04. Empower our communities of color
$10 Million per Year in Cannabis Equity Tax Funding

- 60% of funds will be allocated as grants for existing organizations
- 30% of funds will be allocated to a community-based capital improvement program
- 10% of funds will be allocated to an incubator program for Black and brown people to become cannabis business owners
Grants for Existing Organizations Working in:

Education
- Youth diversion and prevention programs
- College & GED re-entry
- Financial and business literacy

Job & Career
- Re-acclimation workshops
- Vocational and technical training
- Digital literacy

Housing
- Transitional housing
- Wage-based housing
- Resources for unhoused
- Financial assistance to deter displacement
- Rental subsidy program

Community Restoration
- Public park restoration
- Tree planting
- Beautification
- Soil abatement

Health Services
- Vaccine distribution
- Preventative care
- Health education
- Mental health services
USE YOUR VOICE TO FIGHT FOR CHANGE.

01
The Oakland Emerald New Deal approval by the City Council

02
The Oakland Emerald New Deal placed on the ballot for the June 2022 elections
Call and email your city council member

Volunteer to spread the word

Make a donation

HOW CAN YOU SUPPORT?
WE ARE NOW REQUESTING YOUR ENDORSEMENT
ENDORSEMENT LIST

- Open Gate
- Neighbors for Racial Justice
- Charles Eddy (Urban Strategies Council)
- Council Members:
  - Noel Gallo, Sheng Thao
- Black Cultural Zone Quality of Life Committee:
  - Alena Museum
  - Allen Temple Health and Social Services
  - Bay Area Black Market
  - Black Cultural Zone Community Development Corporation
  - blink!Lab Architecture
  - East Bay Permanent Real Estate Cooperative
- East Oakland Building Healthy Communities
- East Oakland Collective
- East Oakland Grocery Cooperative
- East Oakland Youth Development Center
- Eastside Arts Alliance
- Ground + Soul
- Neighborhood Housing Services of the East Bay
- Oakland Public Conservatory of Music
- Original Blueprint
- ROOTS Community Health Center
- SPEARITWURX
- Steps and Ladders
- Support Oakland Artists
- RBA Collective
- Just Cities
Charles Reed
Lead Campaign Organizer

Gamila Abdelhalim
Campaign Organizer

THE OAKLAND EMERALD NEW DEAL TEAM
Email: Charles@in-advance.org

Call: 510-712-4778

Follow us on social media:
@OaklandEmeraldNewDeal on Facebook
@Emerald_newdeal on Instagram
@The Emerald New Deal on Youtube
Discussion on the Selection of the Community Advisory Council

Community Equity, Health and Justice Committee
September 2, 2021

Veronica Eady
Senior Deputy Air Pollution Control Officer
veady@baaqmd.gov
Outcome

Board of Directors will determine how candidates are selected for the Community Advisory Council (CAC).
Presentation Outline

• Review of the proposed composition of the Community Advisory Council
• Review of the application timeline
• Potential selection process of the CAC
• Input and feedback from the Board of Directors on next steps
# Proposed CAC Composition

<table>
<thead>
<tr>
<th>County</th>
<th>Seats</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alameda</td>
<td>4 seats</td>
</tr>
<tr>
<td>Contra Costa County</td>
<td>4 seats</td>
</tr>
<tr>
<td>San Francisco</td>
<td>1 seat</td>
</tr>
<tr>
<td>Santa Clara</td>
<td>2 seats</td>
</tr>
<tr>
<td>San Mateo</td>
<td>1 seat</td>
</tr>
<tr>
<td>Solano</td>
<td>1 seat</td>
</tr>
<tr>
<td>At Large</td>
<td>2 seats</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>15 seats</strong></td>
</tr>
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</table>
Proposed Timeline for Appointment

- **July 2021**
  - Application opened July 29

- **September 2021**
  - Application closes September 7
  - Selection Panel reviews applications mid-September

- **October 2021**
  - CEHJC reviews slate of candidates prepared by Selection Panel

- **November 2021**
  - Board of Directors reviews and potentially confirms slate of candidates
Proposed Selection Panel

• Air District staff recommends:
  • 5 to 9-member review panel

• Selection panel should be composed of individuals with interest and/or experience in Environmental Justice/equity

• Proposed panel:
  • 3 Board members; 2 Local- or state-agency representatives; 2 local EJ advocates
    • Ex: BCDC, MTC, City of Oakland, CARB official, South Coast AQMD, EJ advocates
Review Process

• Selection panel completes initial screening
  • Individual panelists rank candidates by County/At Large seats

• Panelists review and discuss rankings
  • Panelists reach consensus on top 4-6 candidates for each regional seat

• Interviews
  • Panelist will conduct group or individual interviews

• Selection panel will present a slate of candidates for consideration at the October CEHJ Committee Meeting
Input/Next Steps

• Air District staff seek further input from the Board of Directors on the selection process of the Community Advisory Council
Assembly Bill (AB) 617 Program Update: Community Workshop

Community Equity, Health and Justice Committee
September 2, 2021

Greg Nudd
Deputy Air Pollution Control Officer
gnudd@baaqmd.gov
Committee hear community feedback on AB 617 program and next community nomination.
Requested Action

• No action requested. Item is informational only.
Program Overview

East Oakland Nomination

Community Workshop

Next Steps
AB 617 Communities
- Responds to history of environmental injustice in low-income, communities of color.
- Partner with community to address solutions to higher levels of air pollution in historically disadvantaged communities.
- Address exposure to harmful air pollutants in impacted communities.
Bay Area Communities

Designated Communities
• West Oakland
• Richmond-North Richmond-San Pablo

Communities Pending Designation
• East County (Contra Costa)
• East Oakland
• Eastern SF
• San Leandro
• San Jose
• Tri-Valley
• Vallejo
A Community Centered Program

Build community knowledge about air quality, best practices. Build Air District capacity to work in community.

Gather what we know about community and air quality. Improve what we know.

Track progress on strategies. Report progress on strategies. Track and report on progress of entire program.

Work with community to tell story about community. Perform root cause analysis to ensure “right” problems addressed.

Implement emission reduction strategies and enforcement measures.

Set community goals and targets. Select emission reduction strategies and enforcement measures.

Form and support community decision making partnership. Develop committee charter and community engagement plan.
# Program Roadmap

## AB 617 Program

<table>
<thead>
<tr>
<th>Build Shared Capacity</th>
<th>Understand Community</th>
<th>Support Community Decision Making</th>
<th>Plan Solutions</th>
<th>Take Action</th>
<th>Evaluate Progress</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct Community Support</td>
<td>About Community</td>
<td>Accessible Community Materials</td>
<td>Form Steering Committee</td>
<td>Community Goals and Targets</td>
<td>New Rules on Sources Impacting Community</td>
</tr>
<tr>
<td>Foundations in Air Quality</td>
<td>Lived Experiences</td>
<td>Define Issues</td>
<td>Committee Meetings</td>
<td>Strategies</td>
<td>Implemented Enforcement Measures</td>
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<tr>
<td>Best Practices</td>
<td>Air Pollution</td>
<td>Root Cause</td>
<td>Committee Charter</td>
<td>Enforcement Measures</td>
<td>Incentives to Improve Local Air Quality</td>
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<tr>
<td>Staff Training</td>
<td>Existing Efforts</td>
<td>Community Engagement Plan</td>
<td>Maintain Partnership</td>
<td>Additional Strategies</td>
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<tr>
<td>Trust Building</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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</table>

Community Equity, Health and Justice Committee
September 2, 2021
## Updated Program Costs

<table>
<thead>
<tr>
<th>Work Area</th>
<th>Labor</th>
<th>Contracts</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>Overall Program Management</td>
<td>$429,000</td>
<td>-</td>
<td>$429,000</td>
</tr>
<tr>
<td>Build Shared Capacity</td>
<td>$1,078,000</td>
<td>$1,245,000</td>
<td>$2,323,000</td>
</tr>
<tr>
<td>Understand Community</td>
<td>$6,952,000</td>
<td>$1,207,000</td>
<td>$8,027,000</td>
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<tr>
<td>Share Community Story</td>
<td>$127,800</td>
<td>$20,000</td>
<td>$147,000</td>
</tr>
<tr>
<td>Community Decision Making</td>
<td>$613,800</td>
<td>$445,000</td>
<td>$1,058,800</td>
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<tr>
<td>Plan Solutions</td>
<td>$3,168,000</td>
<td>$125,000</td>
<td>$3,293,000</td>
</tr>
<tr>
<td>Take Action</td>
<td>$1,551,000</td>
<td>$100,000</td>
<td>$1,651,000</td>
</tr>
<tr>
<td>Evaluate Progress</td>
<td>$178,200</td>
<td>$25,000</td>
<td>$203,200</td>
</tr>
<tr>
<td>Total</td>
<td>$14,192,200</td>
<td>$3,432,000</td>
<td>$17,492,200</td>
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</table>
Nomination Process

- Needs to follow state nomination process
- Community nomination stems from Air District “high priority recommendations” submitted to state in 2018
- Community-readiness is a significant driver for next nomination
Nomination: East Oakland

- Community advocates for selection each year
- High levels of air pollution, health burdens
- Low-income, community of color, history of environmental injustice
- Decades of building community capacity, leadership development
- Existing inter-neighborhood coalition and collaboration

Source: The BlackHour.com, CC By 2.0
• Includes census tracts that are in top 30% of pollution burden statewide (CalEnviroScreen)

• Reflects East Oakland Neighborhood Initiative area

• Aligns with City’s East Oakland planning areas and County’s Public Health regions
East Oakland Air Pollution

• Much of East Oakland experiences high levels of pollution
• Major goods movement and transportation corridor
• Large areas adjacent to industry and truck magnet businesses
Sources of Air Pollution

- **Stationary sources:**
  AB&I Foundry, concrete manufacturing, food processing

- **Mobile sources:**
  Freeways, airport, rail and truck routes, ships

- **Area sources:**
  Residential fuel combustion, commercial cooking
Disparate Health Outcomes

- Lower life expectancy, especially for Black East Oaklanders
- Black East Oaklanders experience higher rates of mortality from lung cancer, heart disease, and stroke than Oakland and Alameda County residents.
Community Meeting on Program and Nomination Recommendation

Air District Committee/Public Comment on Nomination Recommendation

Prepare Nomination Packet for CARB; Air District Committee Approval

Air District Board Approval

CARB Considers Nomination
Community Workshop Highlights

- ~50 community member attendees
- 1 video montage of community voices
- 2 presentations program and nomination recommendation
- 8-member community panel
- 3 breakout sessions on program and select program elements
Community Feedback

Program Plan

• Prioritize community voices
• Create safe spaces for learning, inclusive of all knowledge levels
• Excited about capacity building, understanding community and taking action
• Ensure community has resources to fully participate
• Ensure true community engagement

Nomination

• Support from leaders across AB 617 communities
• Co-develop process with community
• Lift up voices of local community members and youth
• Provide adequate financial resources for capacity building and leadership development
• Leverage other processes, e.g., SB 1000
## Next Steps

<table>
<thead>
<tr>
<th>Implement</th>
<th>West Oakland Community Action Plan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Develop</td>
<td>Community Action Plan in Richmond-North Richmond-San Pablo</td>
</tr>
<tr>
<td>Nominate</td>
<td>East Oakland for Community Action Plan</td>
</tr>
<tr>
<td>Provide</td>
<td>James Cary Smith Community Grant Funding</td>
</tr>
<tr>
<td>Continue</td>
<td>Building shared capacity and understanding of all communities</td>
</tr>
</tbody>
</table>
Discussion of AB 617 program and East Oakland community nomination recommendation.
Discussion on Air District-Wide Training Efforts

Community Equity, Health and Justice Committee
September 2, 2021

Veronica Eady
Sr. Deputy Executive Officer, Policy & Equity
veady@baaqmd.gov
Committee will discuss Agency-wide Training for the Board and staff for fall 2021.
Requested Action

No action requested. Item is information only.
All Air District Executive Team members attended a series of trainings on Opposition and Outrage in Public Participation.

Executive Team developed skills, knowledge and learned effective ways and methods to create healthy communication.

Time was set aside to practice skills when faced with rage, resistance and opposition.
As part of on-going training, staff and management participated in:

- Racial Equity 101 Training
- Implicit Bias Competency and Mitigation Training
- Microaggression Training scheduled for fall 2021
• Equip Air District Board of Director members and staff with the necessary skills and training to be effective when working with the community.

• Strengthen community partnerships
Training Format

Recommendation
• Zoom and In Person

Challenges
• Developing a schedule conducive for all Board members
## Proposed Workshop Schedule

### Workshops Specifically for Board of Directors:

<table>
<thead>
<tr>
<th>SESSION</th>
<th>LENGTH</th>
<th>LOCATION</th>
<th>DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module 1: Structural Racism</td>
<td>1.0 hours</td>
<td>Zoom/In person</td>
<td>TBD</td>
</tr>
<tr>
<td>Module 2: Partnership and Power Sharing</td>
<td>1.0 hours</td>
<td>Zoom/In person</td>
<td>TBD</td>
</tr>
<tr>
<td>In-depth discussion about Modules 1 &amp; 2</td>
<td>3.0 hours</td>
<td>In person</td>
<td>TBD</td>
</tr>
<tr>
<td>Module 3: Collaborative Problem Solving</td>
<td>1.0 hours</td>
<td>Zoom/In person</td>
<td>TBD</td>
</tr>
<tr>
<td>Module 4: Participatory Budgeting</td>
<td>1.0 hours</td>
<td>Zoom/In person</td>
<td>TBD</td>
</tr>
<tr>
<td>In-depth discussion about Modules 3 &amp; 4</td>
<td>3.0 hours</td>
<td>In person</td>
<td>TBD</td>
</tr>
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</table>