

Oakland  
**EMERALD**  
**NEW DEAL**  
to restore our communities



*Charles Reed*

**"IT IS TIME TO  
SUPPORT & UPLIFT  
OUR BLACK & BROWN  
COMMUNITIES."**



# CASE STUDY: THE STORY OF SOBRANTE PARK







## CASE STUDY: THE STORY OF SOBRANTE PARK



THE MONEY THAT ONCE PAID FOR  
A PLAYGROUND DIRECTOR AND  
EQUIPMENT WAS THEN SPENT ON

**THE POLICING, JAILING,  
AND SURVEILLING OF**

**SOBRANTE PARK.**

**CASE STUDY:  
THE STORY OF SOBRANTE PARK**



# HOW DID WE GET HERE?

*THE WAR ON DRUGS*



# THE WAR ON DRUGS



Communities of color are disenfranchised and criminalized



Many arrests are marijuana-related



Facing over-policing, neglect, and disinvestment



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%

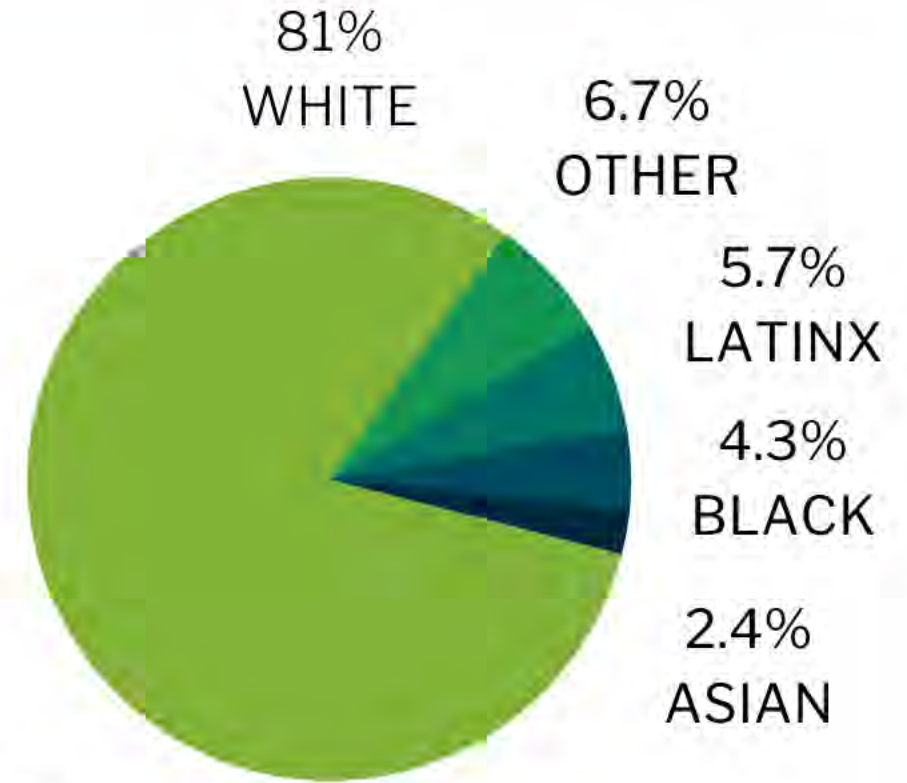
Oaklanders arrested in  
2015 on cannabis charges  
were Black

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.

Inequality and opportunity in America

### A billion-dollar industry, a racist legacy: being black and growing pot in America

THE GREAT DIVIDE

**Cannabis is projected to be a \$70 billion market by 2028—yet those hurt most by the war on drugs lack access**

### The legal cannabis industry must reckon with systemic racism

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

HOW WE RISE

### Marijuana's racist history shows the need for comprehensive drug reform

**The legal cannabis industry is exploding, but overwhelmingly run by white owners**

# CANNABIS INDUSTRY BIAS

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.**



*Enacting the  
Emerald New  
Deal Ordinance*

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.

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.

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.

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

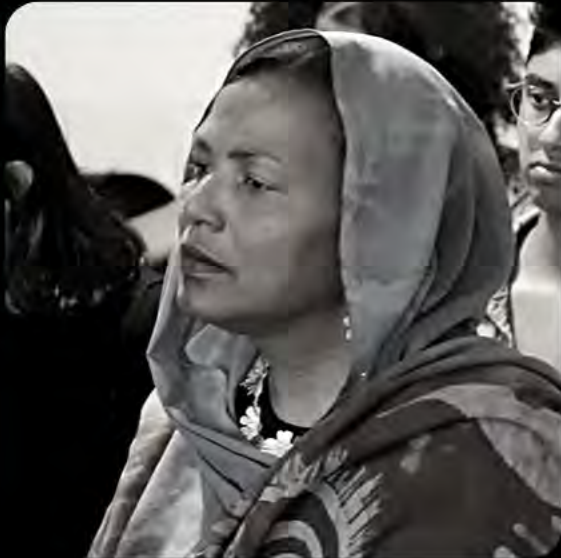
- Open Gate
- Neighbors for Racial Justice
- Charles Eddy (Urban Strategies Council)
- Council Members:
- Noel Gallo, Sheng Thao
- Black Cultural Zone Quality of Life Committee:
  - Alena Museum
  - Allen Temple Health and Social Services
  - Bay Area Black Market
  - Black Cultural Zone Community Development 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](mailto: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

JOIN THE MOVEMENT





BAY AREA  
AIR QUALITY  
MANAGEMENT  
DISTRICT

AGENDA: 4

# 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](mailto: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



County	Seats
Alameda	4 seats
Contra Costa County	4 seats
San Francisco	1 seat
Santa Clara	2 seats
San Mateo	1 seat
Solano	1 seat
At Large	2 seats
<b>TOTAL</b>	<b>15 seats</b>



# 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





BAY AREA  
AIR QUALITY  
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DISTRICT

AGENDA: 5

# 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](mailto:gnudd@baaqmd.gov)

# Outcome



Committee hear community feedback on AB 617 program and next community nomination.



# Requested Action



- No action requested. Item is informational only.

# Outline



Program Overview

East Oakland Nomination

Community Workshop

Next Steps

# Program Overview



- 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

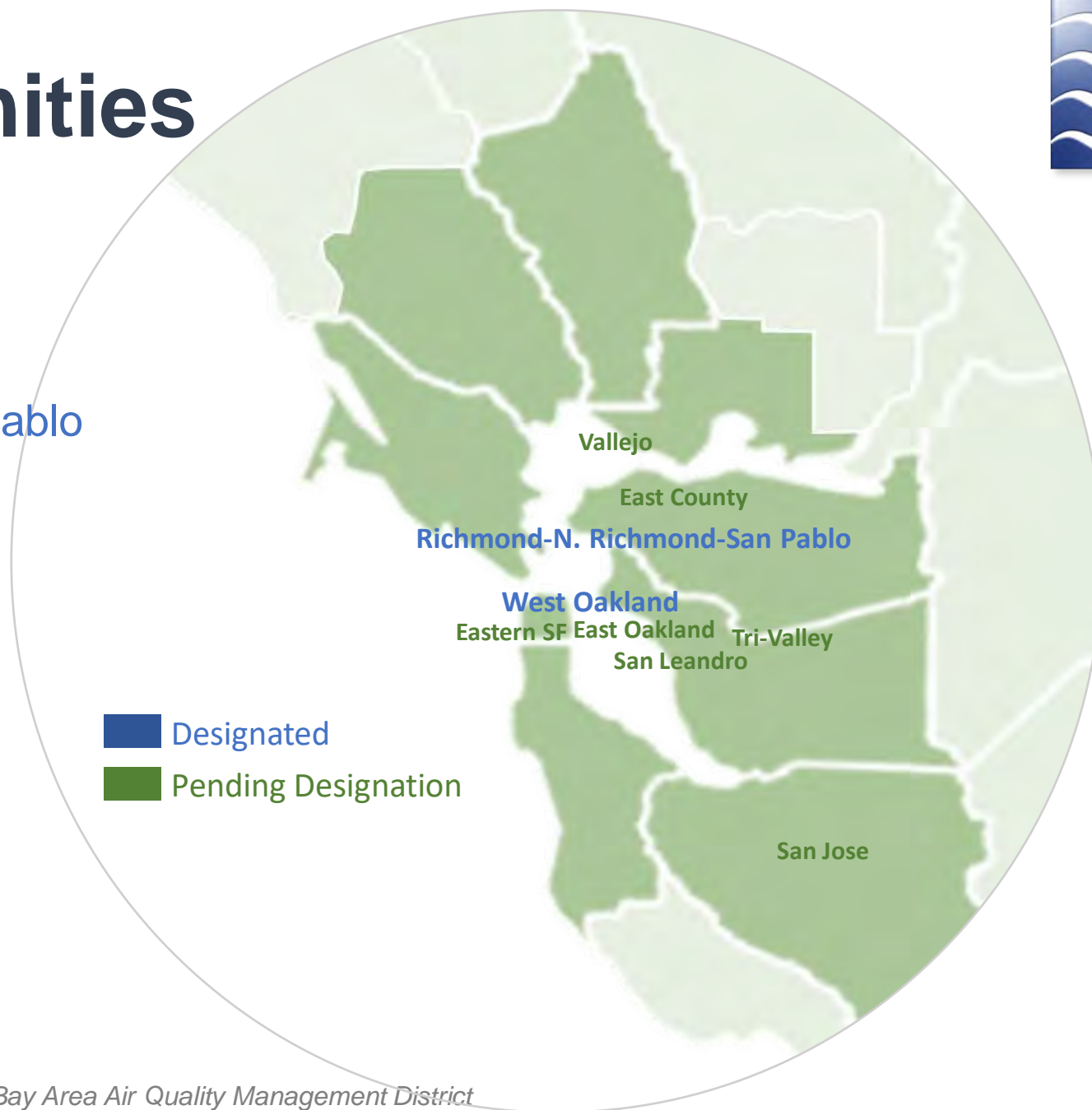


## Designated Communities

- 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



# Program Roadmap



## AB 617 Program

Build Shared Capacity	Understand Community	Share Community Story	Support Community Decision Making	Plan Solutions	Take Action	Evaluate Progress
Direct Community Support	About Community	Accessible Community Materials	Form Steering Committee	Community Goals and Targets	New Rules on Sources Impacting Community	Track Progress
Foundations in Air Quality	Lived Experiences	Define Issues	Committee Meetings	Strategies	Implemented Enforcement Measures	Report Annual Progress
Best Practices	Air Pollution	Root Cause	Committee Charter	Enforcement Measures	Incentives to Improve Local Air Quality	Evaluate Overall Program
Staff Training	Existing Efforts		Community Engagement Plan		Additional Strategies	
Trust Building			Maintain Partnership			



# Updated Program Costs



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

# 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

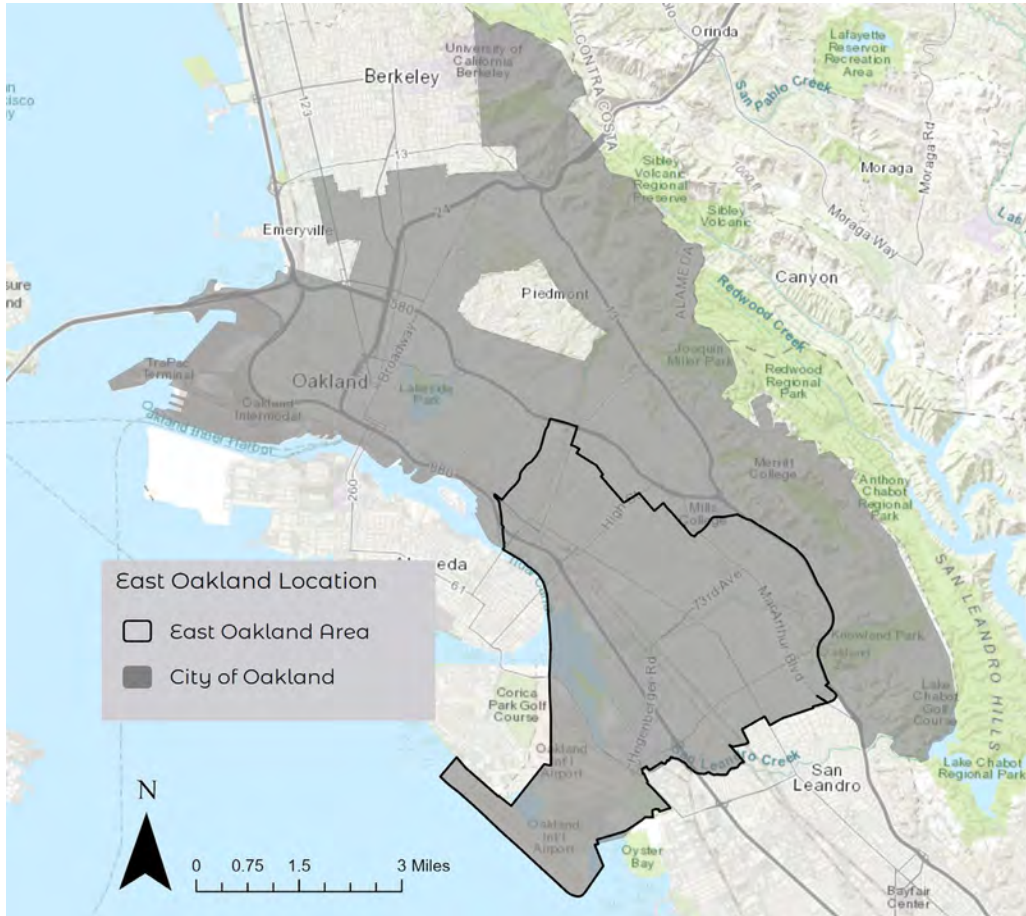


Source: The BlackHour.com, CC By 2.0

- 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



# Preliminary Boundary

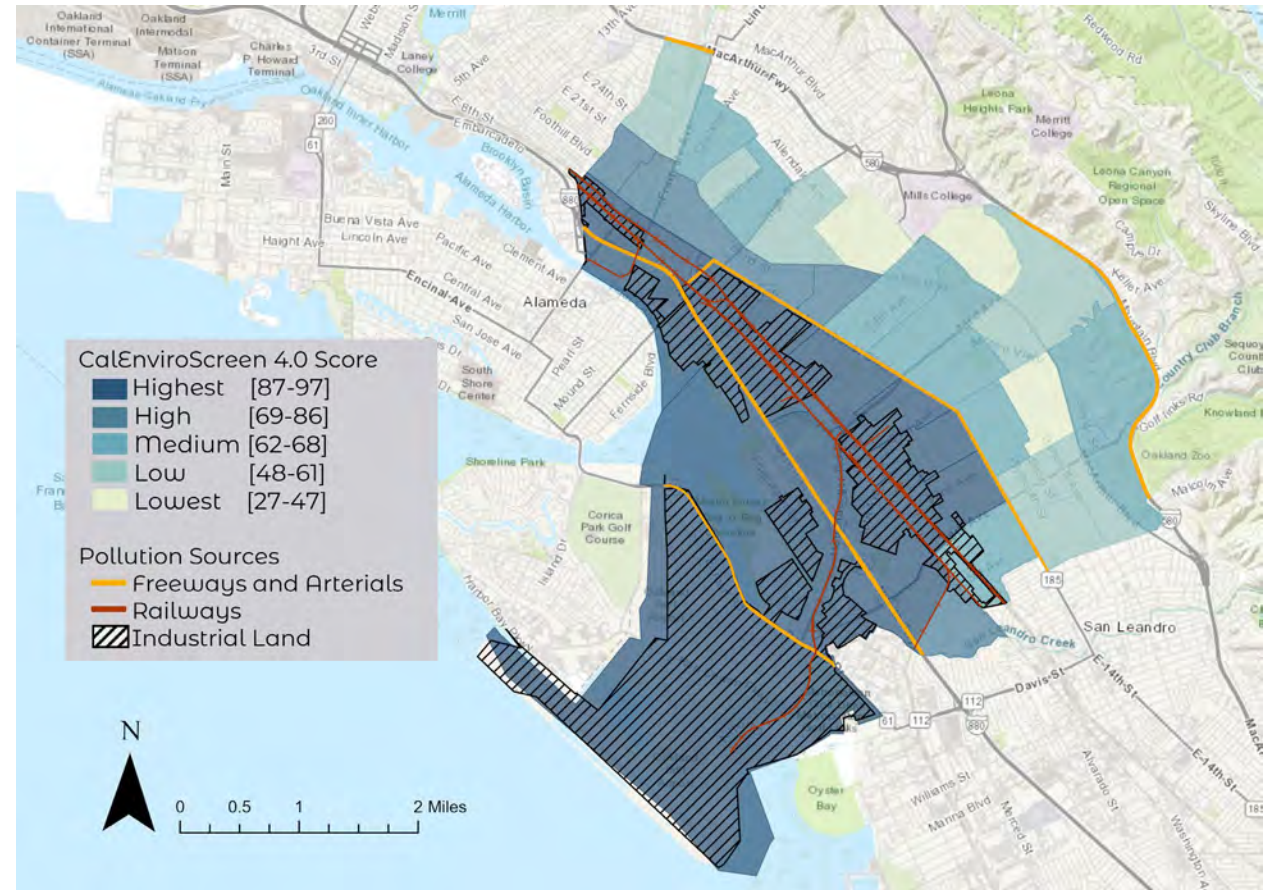


- Includes census tracts that are in top 30% of pollution burden statewide (CalEnviroScreen)
- Reflects East Oakland Neighborhood Initiative area
- Aligns with City's East Oakland planning areas and County's Public Health regions

# 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

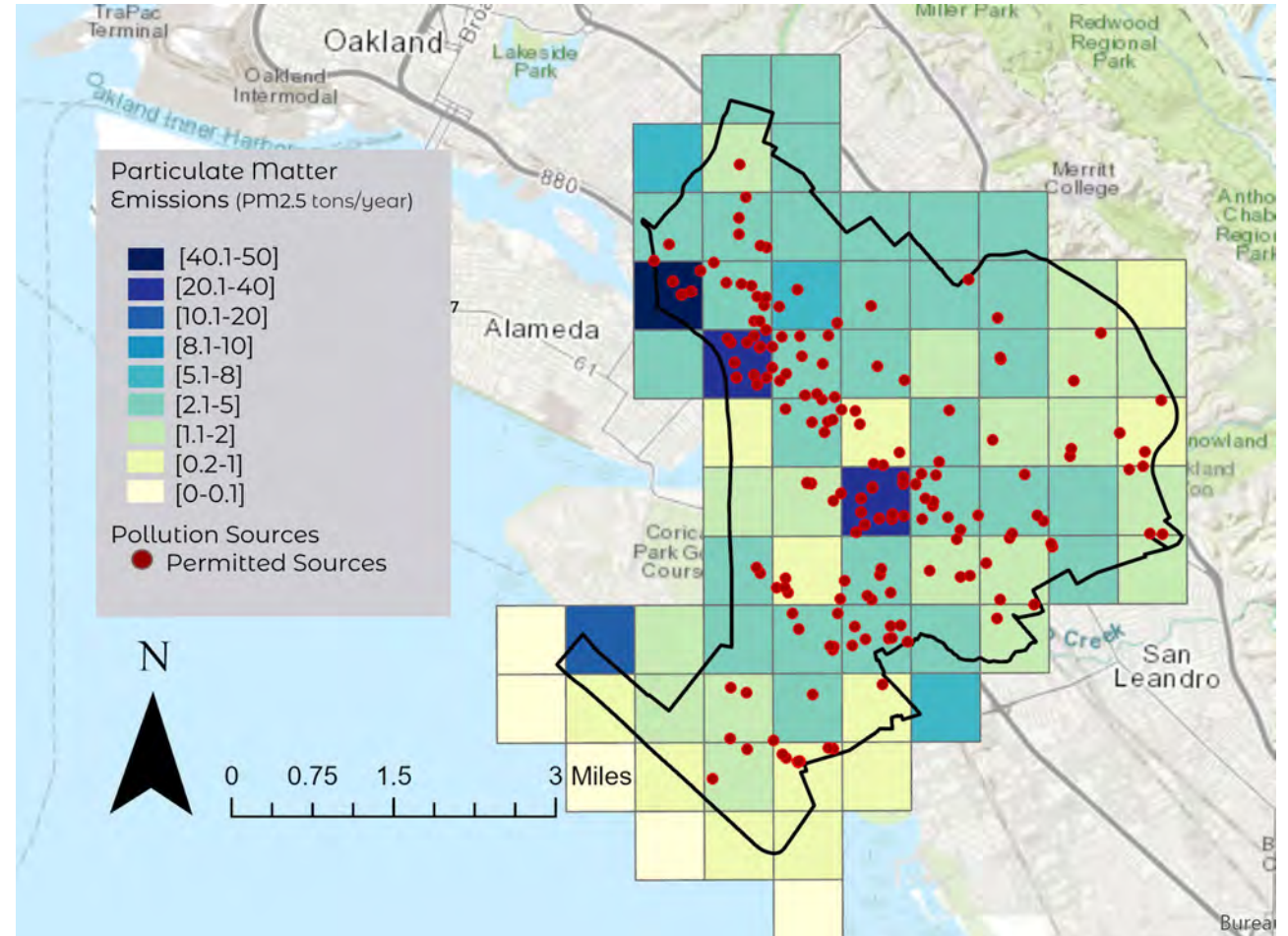




# Sources of Air Pollution



- 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

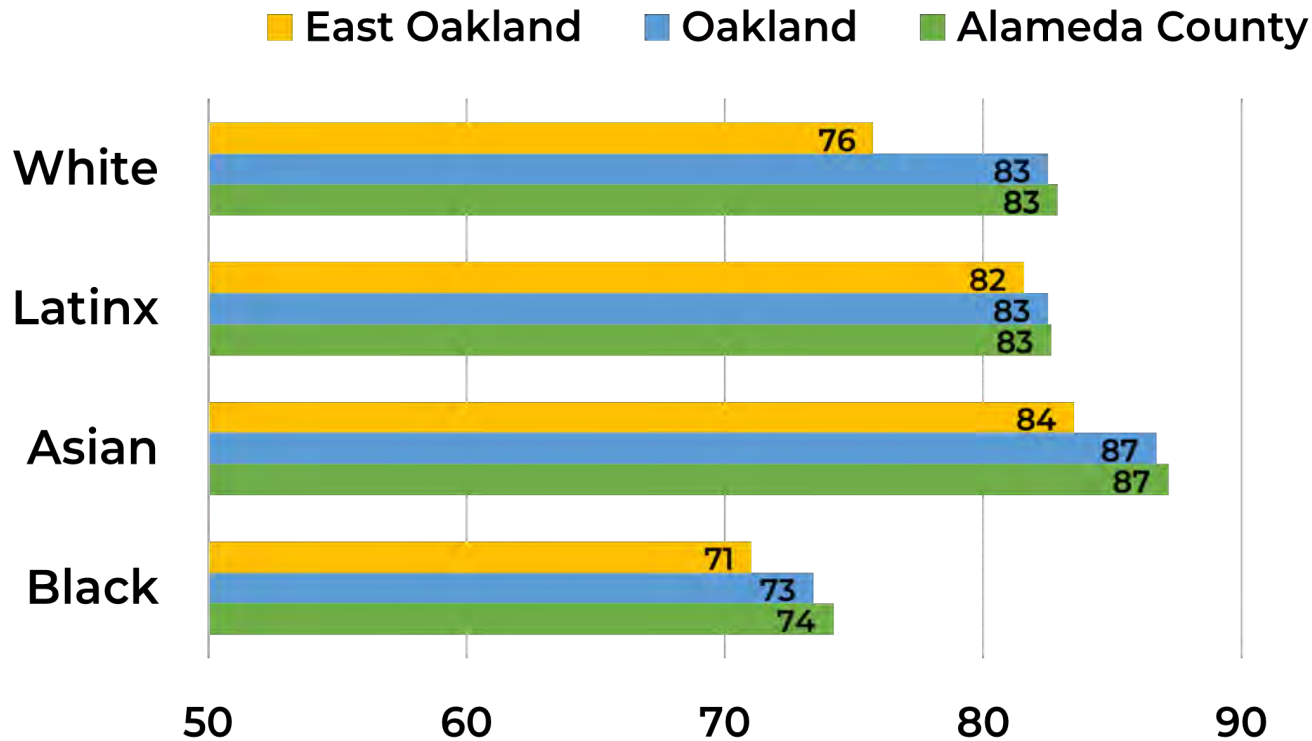




# Disparate Health Outcomes

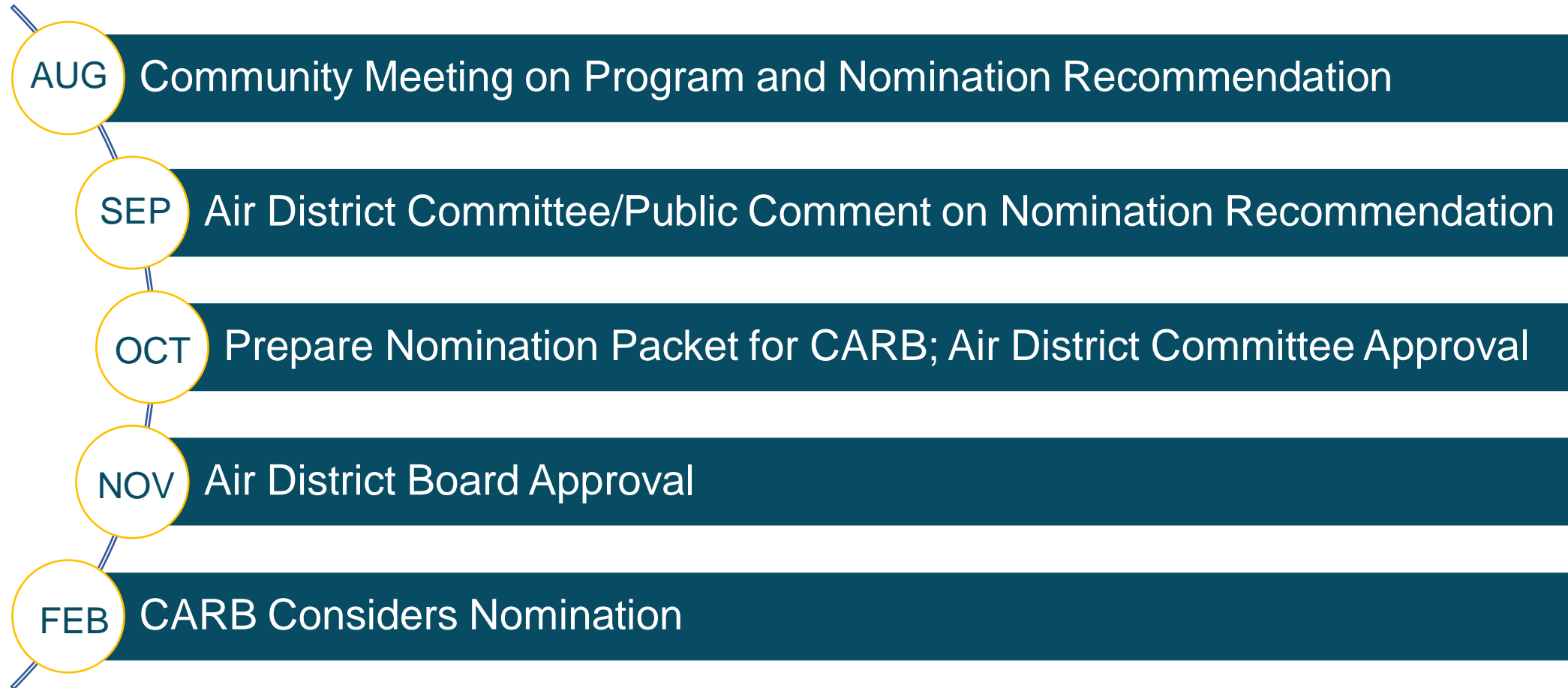


## Life Expectancy at Birth



- 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.

# Nomination Timeline



# 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



Implement	West Oakland Community Action Plan
Develop	Community Action Plan in Richmond-North Richmond-San Pablo
Nominate	East Oakland for Community Action Plan
Provide	James Cary Smith Community Grant Funding
Continue	Building shared capacity and understanding of all communities

# Feedback Requested



Discussion of AB 617 program and East Oakland community nomination recommendation.





BAY AREA  
AIR QUALITY  
MANAGEMENT  
DISTRICT

**AGENDA: 6**

# **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](mailto:veady@baaqmd.gov)**

# Outcome



Committee will discuss Agency-wide Training for the Board and staff for fall 2021.

# Requested Action



No action requested. Item is information only.



# Executive Training



**Courageous Leadership Project**



All Air District Executive Team members attended a series of trainings on Opposition and Outrage in Public Participation.

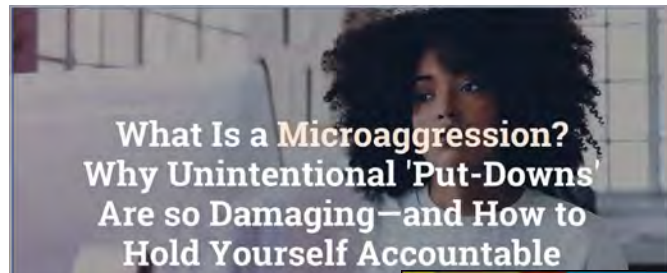


Executive Team developed skills, knowledge and learned effective ways and methods to create healthy communication.



Time was set aside to practice skills when faced with rage, resistance and opposition.

# Staff & Management Training



While the term microaggression has been known in the past few years, it's now part of the broader conversation on workplace unconscious bias.

Microaggressions are everyday verbal, nonverbal, and intentional or unintentional, that convey negative messages to people based solely upon being a member of a marginalized group. According to Dr. Derald Wing Sue, a professor of Columbia University and a pioneer in the study of microaggressions.

While microaggressions may appear to be harmless or even well-intentioned (telling a person of color 'you are so articulate'), they often stem from unconscious biases. Employees who experience microaggressions can experience health problems, but from what's been called a "death by a thousand cuts." Working from home, it's important to raise awareness through live chats and video meetings, too.

As one of many steps organizations can take to improve workplace culture, motivate employees to recognize microaggressions as a positive change, whether they are a target, a bystander, or a perpetrator.

STAY TUNED! THE AIR DISTRICT WILL SOON ANNOUNCE THE 101 TRAINING COURSES INCLUDING MICROAGGRESSION TRAINING.



## IMPLICIT BIAS COMPETENCY & MITIGATION

### Course 201

Registration OPEN

DOCTOR  
BRYANT T. MARKS  
TRAINER | EDUCATOR

Everyone has bias. This course is a follow up to the popular Implicit Bias 101 course. The 201 course will focus on competency and mitigation.

- Three step model for addressing implicit bias in organizations: assessment, awareness, taking action
- The three components of a bias management action plan: transparency, objective standards, and accountability
- The potential impact of implicit bias on team dynamics, and decision making in the workplace
- Personal actions you can start today

< Click directly on ONE of the specific event times below to register >

May 24th

9 - Noon <Link 1>

1 - 4 pm <Link 2>

BAY AREA AIR QUALITY  
MANAGEMENT DISTRICT

Diversity@baaqmd.gov



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

# Goal



- 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:

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

# Feedback Requested

