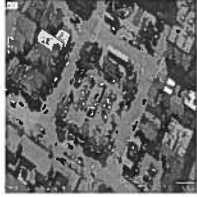


### Laying the Groundwork for Planning a Healthy Community




**A Case Study of Community Engagement within the Asian Community in a Transit Oriented Development Planning Process**


Julia Lee, MPH  
Asian Health Services  
November 9, 2009

### Overview

- 1) How and why we got involved
- 2) Community engagement goals and efforts
- 3) Community guiding principles
- 4) What we learned and next steps

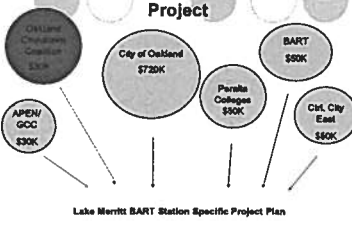


### Asian Health Services



- Serve the underserved API population
- 20,000 patients
- Medical services for all life cycles in nine languages
- 98% are 200% federal poverty level

### Lake Merritt BART Station Planning Project



**Lake Merritt BART Station Specific Project Plan**

- Oakland Chinatown Coalition \$20K
- City of Oakland \$720K
- BART \$50K
- Paraha Colleges \$50K
- Chin. City East \$40K
- AHEW/GCC \$30K

### How and why we got involved



- Dual mission of services and advocacy
- Responsive to the needs of the community

• Oakland Chinatown history

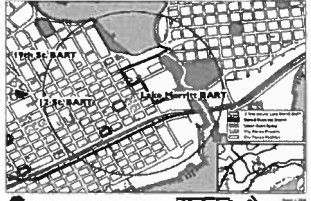


### How and why we got involved



- Builds upon efforts of Revive Chinatown!
- Built environment as a determinant of community health

### Map of project area



### Lake Merritt BART Station Area Planning History

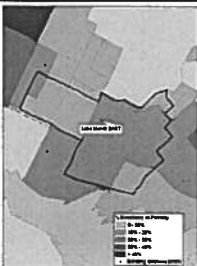


### Project Area Characteristics:


Poverty: 709 residents (18.9% of the residents of block groups 4030-2, 4033-1, and 4033-2)

Linguistic isolation: 943 (60.9%)

Median Household Income: \$21,520



### Project Area Characteristics: Educational Attainment of Residents



**Educational Attainment among those 25+ yrs. Less than 9th Grade: 326 (33.9%)**


**At Least Some HS: 1028 (37.6%)**

**At Least Some College: 654 (75.0%)**

**Graduate/Professional School: 98 (1.58%)**

**Legend:**  
 Highest Educational Information  
 High School or less (33.9%)  
 At Least Some HS (37.6%)  
 At Least Some College (75.0%)  
 Graduate/Professional School (1.58%)

### Project Area Characteristics: Percent Asian



**2000 Census Statistics for the Oakland Chinatown Primary Study Area**

**Asian: 3060 residents (89.7% of all residents in the primary study area)**

**Black: 581 (13.2%)**

**Hispanic: 279 (8.3%)**

**White: 341 (7.7%)**

**Kore: 679 (15.6%)**


**Elderly: 909 (22.7%)**

**% Renters: 1863 (66.4%)**

**Median Age: 44.6 years**

**Legend:**  
 % Asian Residents  
 0-10%  
 10-20%  
 20-30%  
 30-40%  
 40-50%  
 50-60%  
 60-70%  
 70-80%  
 80-90%  
 90-100%

### Community Engagement Goals



To engage a diverse representation of the neighborhood who have traditionally not been involved in planning activities

### Community Engagement Goals




- Adopt several anti-displacement or equitable development strategies
- Ensure that moderate to low-income, minority community members and minority business community members are prioritized in the planning process




### Community Vision and Input

- Develop a shared community vision
- Identify community leaders who will continue to advocate at future planning meetings



### Community Engagement



**Working with key partners:**

- Introduction of Transit Oriented Development concepts
- Understand the demographics and characteristics of the planning area
- Map the planning and development history of the planning area
- Develop and conduct Needs Assessment surveys

### Key Community Engagement Project Partners

**Community**

- Oakland Chinatown Chamber of Commerce
- Asian Pacific Environmental Network

**Agencies**

- Center for Transit Oriented Development
- TransForm
- University of California Berkeley Center for Community Innovation
- PolicyLink

### Stakeholders

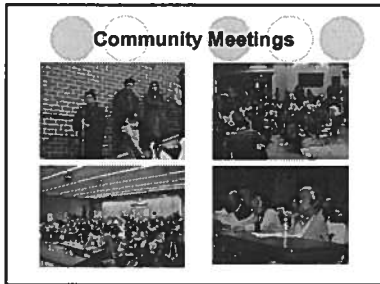
- Residents, Seniors, Families, Youth
- Merchants and Workers
- Central City East Redevelopment Area Representatives
- Peralta Community College District
- San Francisco Bay Area Rapid Transit District
- Asian Health Services / Oakland Chinatown Coalition
- Oakland Chinatown Chamber of Commerce
- Alameda County
- Asian Pacific Environmental Network
- Other Community Based Organizations
- AC Transit

### Lake Merritt BART Station Area community Engagement Timeline

**Community Engagement**

- Nov-Feb 2008
  - Community outreach
  - Convene 1<sup>st</sup> community mtg
- Feb-May 2008
  - Needs assessment survey (Mar-April)
  - Community Meetings (Feb & April & May)
  - Community guiding principles
- Jun 2008
  - Public document and report





### Needs Assessment Survey

- **Five-page survey**
  - Developed by AHS, APEN, Chamber, Human Impact Partners, Transform with input from community mtg members, UC Berkeley CCI, BART, City of Oakland, etc.
  - Translated into Chinese and Vietnamese
- **1100 respondents**
  - Residents, workers, students, businesses, visitors, BART users, Tai Chi group, churches, youth, CBOs, property owners, etc.
  - Conducted in March-April 2009

### Needs Assessment Survey

- **Community Needs and Priorities**
  - #1 **Public Safety**
    - Creating safe public spaces to walk, play, and be physically active
    - Improving sidewalks, streets and intersections
  - #2 **Jobs**
    - Increasing availability of good jobs & job training opportunities
    - Attracting retailers to sell healthy food and meats
  - #3 **Housing and environmental quality**
    - Preserving existing affordable rental and senior housing
    - Improving air quality
  - #4 **Access to services, open space**

### Community Guiding Principles

- Public Safety
- Jobs
- Business
- Housing
- Community Facilities and Open Space
- Health
- Cultural Preservation
- Transportation



### What We Learned

- Importance of community engagement and a unified voice
- Creating a multi-faceted vehicle for voicing community concerns
- Historical geography and cultural preservation
- Establishment of community voice at decision-making table

### What the City Learned

- Bring local political leadership together early in the process
- Understand Project background very early in project
- Use examples of TOD that are relevant to the community
- Develop a Communications Plan
- Create a long-term plan to continue developing leadership and participation in the planning process

### Next Steps

- Continued community involvement and advocacy
- Ensure community is at the decision-making table
- Advocate for community guiding principles
- Community charrette visioning

### Questions?

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**Presenter Disclosures**  
Julia Liou

(1) The following personal financial relationships with commercial interests relevant to this presentation existed during the past 12 months:  
"No relationships to disclose"