

Oakland 2045 Housing Element: Workshop #3

Preserving Affordable
Housing, Tenant Protections,
and Anti-Displacement



OAKLAND2045
GENERAL PLAN

12 March 2022

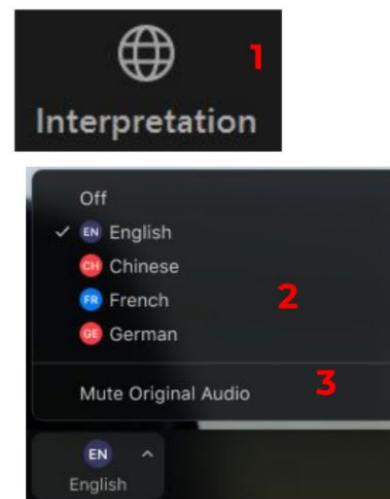
INTERPRETATION

1. In your meeting/webinar controls, click Interpretation.
2. Select the language that you would like to hear: English.

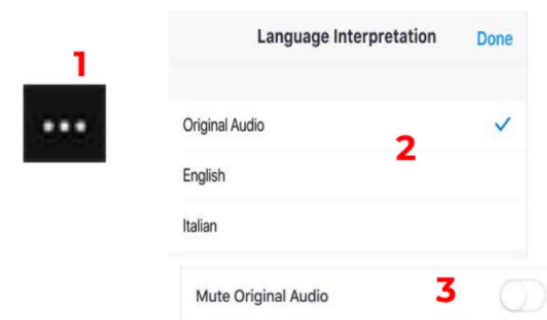
1. En los controles de la reunión o el seminario web, haga clic en Interpretación.
2. Haga clic en el idioma que desee escuchar: español (Spanish).
3. (Opcional) Para escuchar solo el idioma interpretado, haga clic en Silenciar audio original.

1. 在會議/網路研討會控制項中,按一下口譯。
2. 按一下您想要聽的語言:中文 (Chinese)。
3. (非必要步驟) 若只想聽口譯內容, 請按一下關閉原始音頻。

Windows | macOS

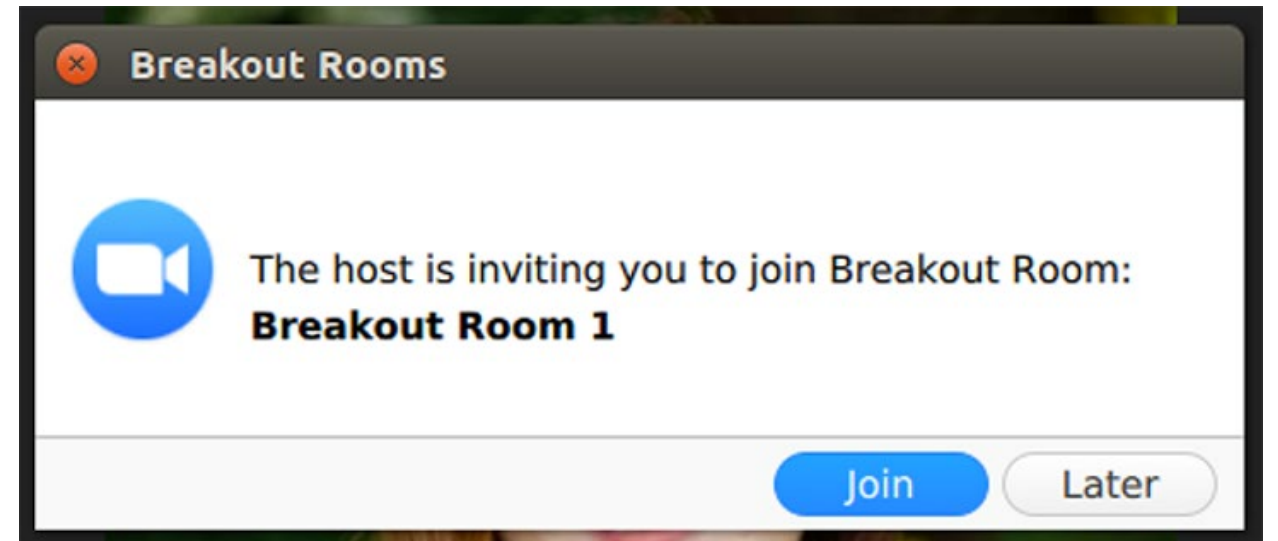
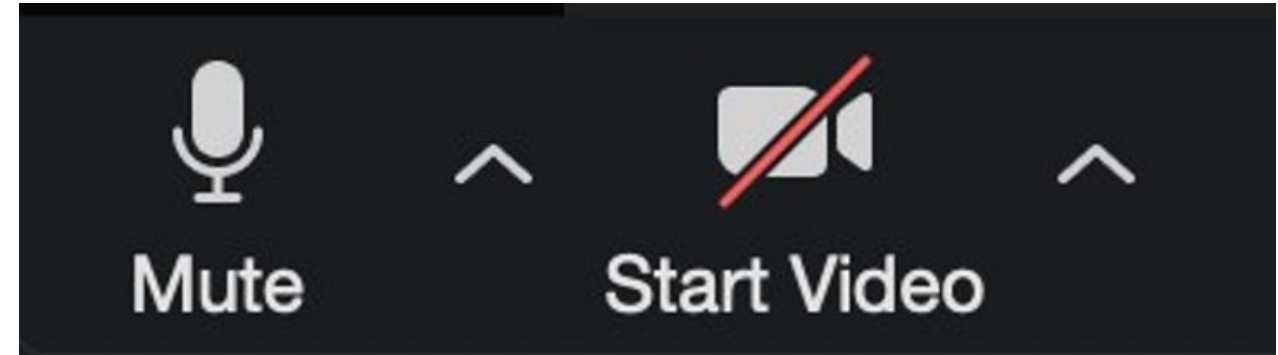


Android | iOS



ZOOM PROTOCOL

1. Please be respectful. There will be zero tolerance for inappropriate behavior or language
 2. Please mute yourself if you are not actively speaking
 3. Discussion will be in breakout rooms. Look for the invite to move to your room. If there are any problems, you can “Ask For Help” by clicking on the button at the bottom of your screen
- La traducción en español está disponible en una sala de grupos. Por favor “levante la mano” (marque *9 por teléfono.)
 - 翻译将在分组讨论室进行。如果需要翻译，请举手。如果您正在使用电话，请按 *9



If on phone:
*6 to unmute
*9 to raise hand

Tonight's Content and Resources



OAKLAND 2045
GENERAL PLAN

Housing Resources for Oakland and Alameda County

IMMEDIATE SHELTER AND HOMELESS PREVENTION SERVICES

- Call **211** or refer to a [Housing Resource Center](#)

LEGAL SERVICES FOR LOW INCOME TENANTS

Centro Legal de la Raza

- www.centrolegal.org
- (510) 437-1554

Eviction Defense Center

- www.evictiondefensecenteroakland.org
- (510) 452-4541

Bay Area Legal Aid

- www.baylegal.org
- 1-800-551-5554

East Bay Community Law Center (for Berkeley residents)

- www.ebclc.org
- (510) 548-4040

FOOD ASSISTANCE

Alameda County Food Bank

- Call 1-(510) 635-3663, or visit FoodNow.net
- [Food Access Resources in Alameda County \(PDF\)](#)

COVID/MEDICAL ASSISTANCE

Asian Health Services

- COVID Testing Appointment: (510) 735-3222
- Chenming & Margaret Hu Medical Center (In Chinatown): (510) 986-6800
- Frank Kiang Medical Center (near Lake Merritt/Clinton): (510) 735-3888
- Rolland & Kathryn Lowe Medical Center (In Chinatown): (510) 318-5800

COVID-19

- [Alameda County Social Services Agency \(SSA\) COVID-19 information and resources](#)
- [CA Notify](#): Receive COVID-19 exposure alerts directly to your smartphone

Agenda

- Overview
 - General Plan Update
 - Housing Element
- Tenant Protections and Anti-Displacement
 - Gentrification and Displacement
 - Tenant Protections
 - Community Input
 - City programs
- Q&A
- Small Group Discussions
- Report back
- Next steps



OVERVIEW

What is a General Plan?



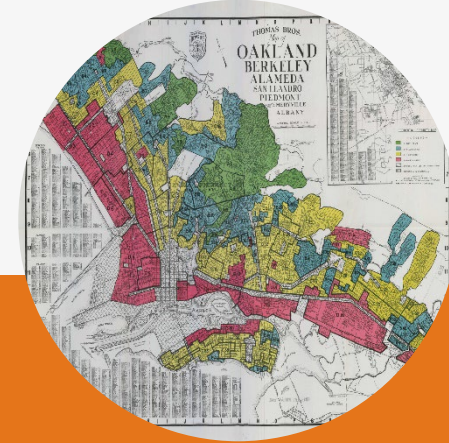
"Constitution" for development and conservation.

Establishes citywide vision and supporting goals, policies, and implementation measures.



Opportunity to look back to identify past challenges and accomplishments.

Provides consistent direction for future development.



Opportunity to Reduce Racial Inequities & Promote Inclusive Engagement

Engage our community in the planning and decision-making process.

Elements required to be updated by early 2023



HOUSING
Adopted 2014



SAFETY
Adopted 2004
(Last amended 2021)

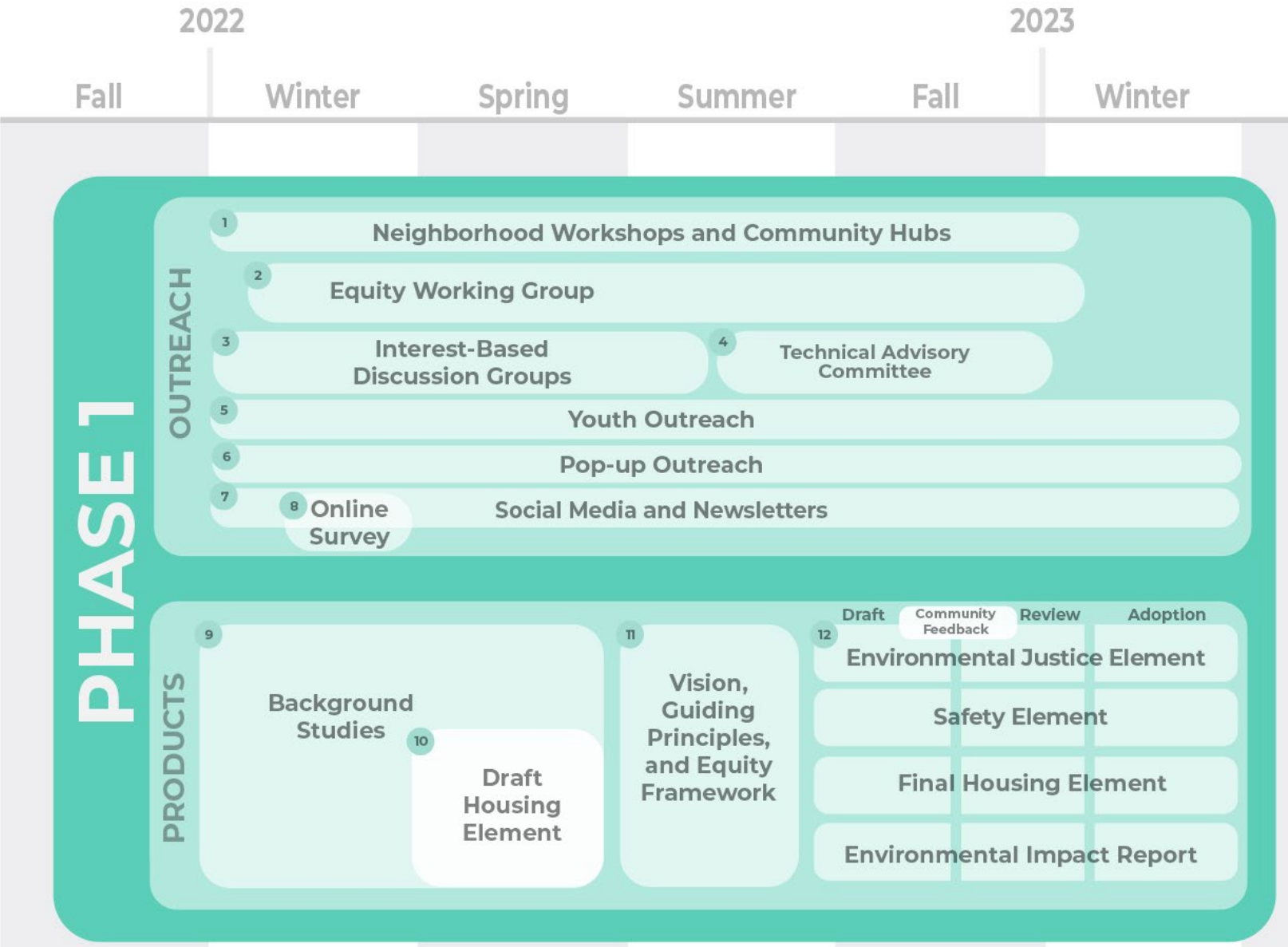


**ENVIRONMENTAL
JUSTICE**
****New Requirement****
May be stand-alone or
integrated



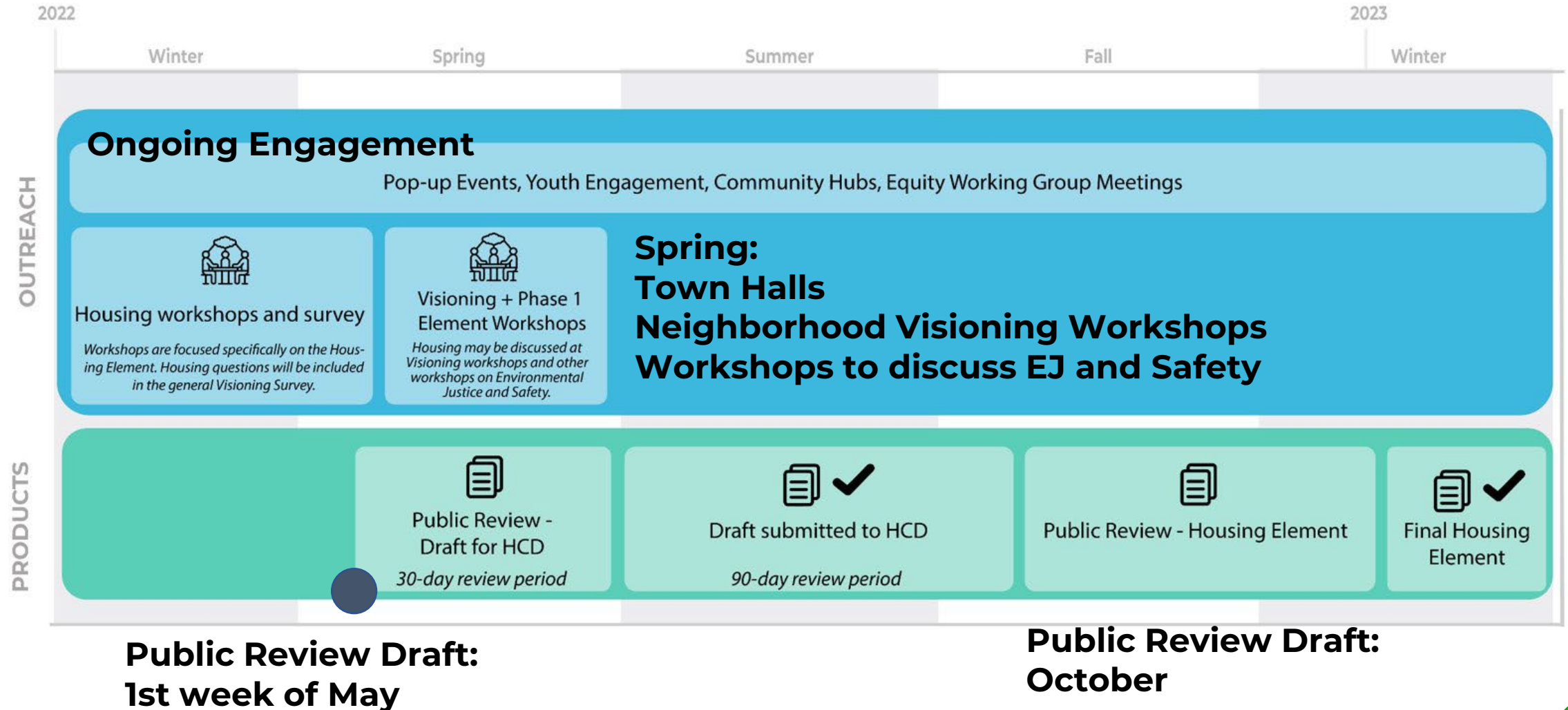
**INDUSTRIAL LANDS
POLICY**
****New****

General Plan Update Phase 1

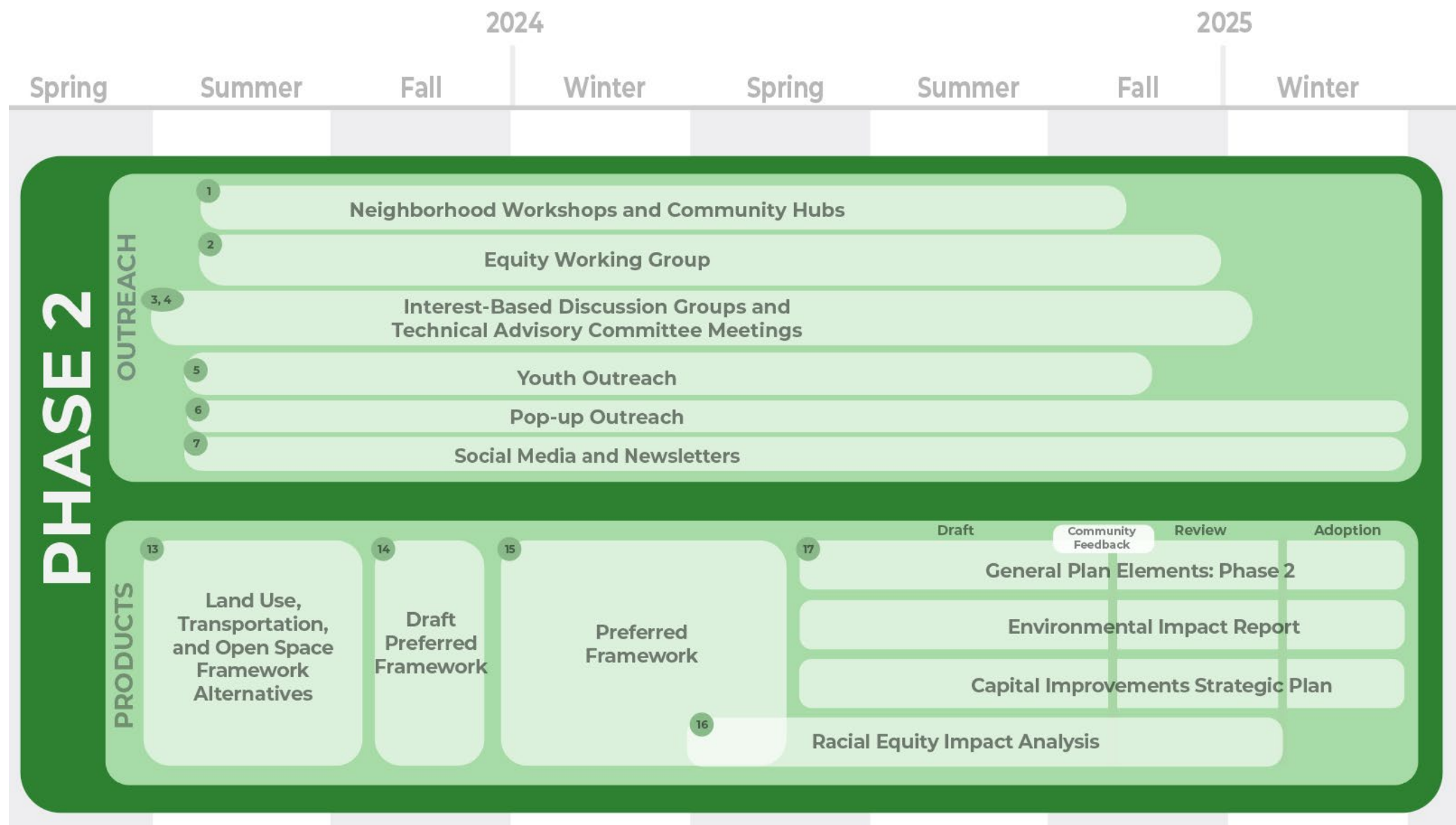


OAKLAND 2045

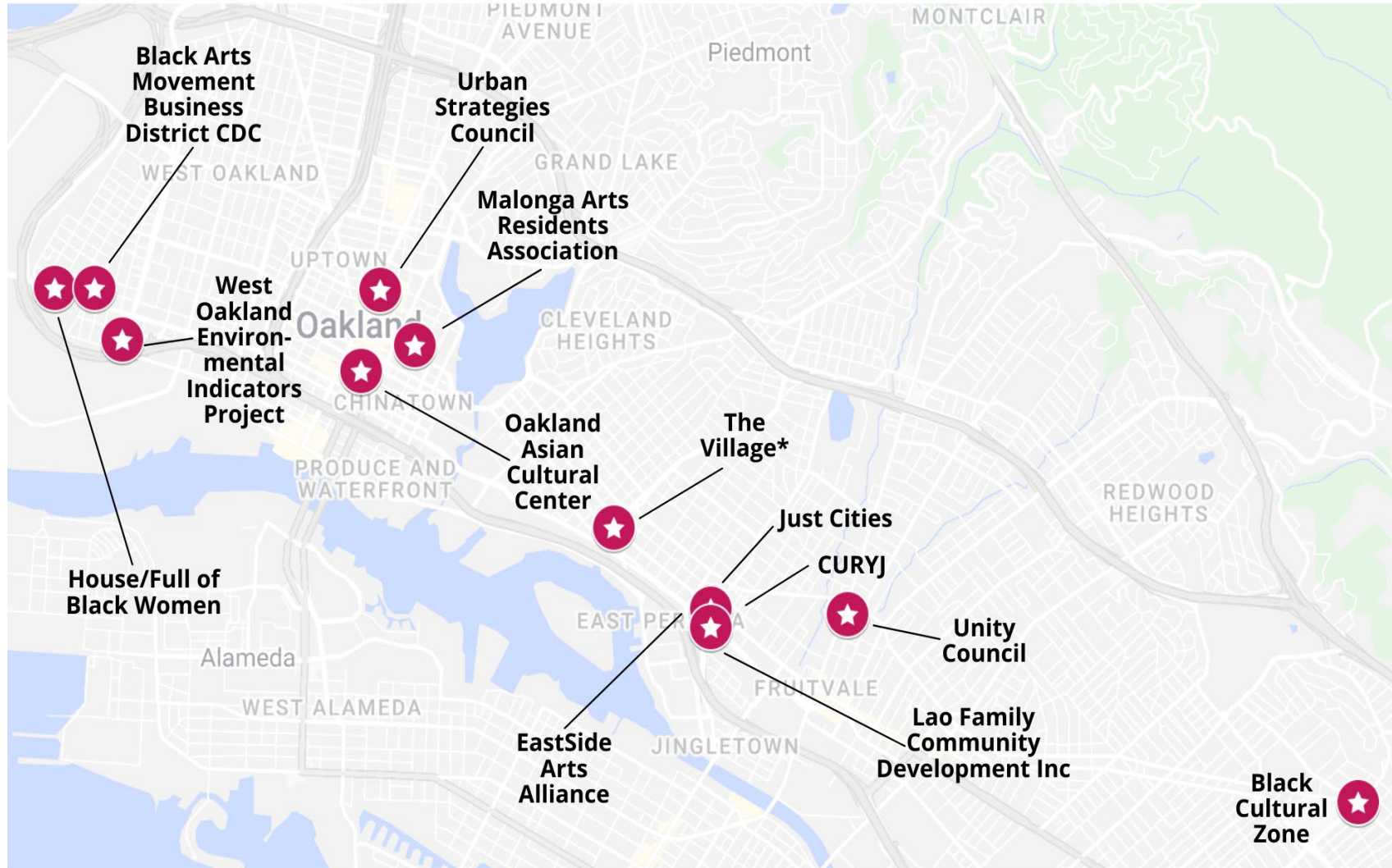
Housing Element Timeline



General Plan Update Phase 2



Community Engagement



Community engagement for Oakland's most impacted residents

- Working class communities
- Communities of color
- Unhoused
- Formerly incarcerated
- Youth
- Communities experiencing environmental injustices

*The Village operates as a network of encampments across Oakland without one address.

Community Engagement Events



A. "Karriem" Khan, @ak2webd3, and Jessica Lee, @jessicazylee, discuss their vision for Oakland's future @oaklandasiancc.

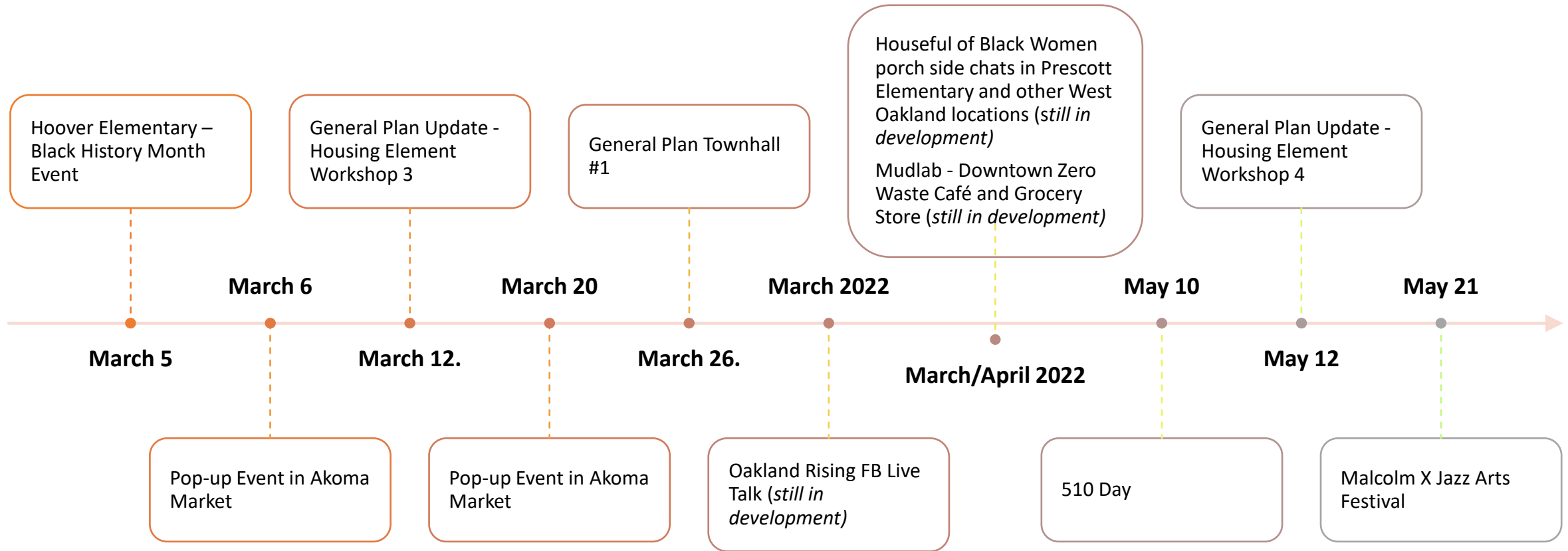
Pop-up and Community Hub Events

- Fruitvale, Chinatown Eastmont, San Antonio, Hoover Elementary
- Lunar New Year, Black Joy Parade
- Over 900 people reached in-person

Neighborhood and Townhall Workshops

- 2 Housing Element Focused Workshops
- 170 participants
- **Discussion Groups**
- **Decisionmaker Meetings**
- **Online Engagement**

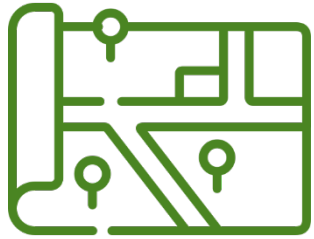
Calendar of Events



FOR EVENT DETAILS - VISIT OUR WEBSITE:

<https://www.oaklandca.gov/topics/general-plan-update>

Housing Element Workshops



Workshop 1: Overview and Housing Locations

*What's this all about?
Where should housing
go? Why?*



Workshop 2: Housing Programs and Inclusive Neighborhoods

*What are Oakland's housing
needs?
What are the best ways to
add more housing, and
more diverse housing?
What are other ideas for
solutions?*



Workshop 3: Preserving Affordable Housing, Protecting Tenants, and Anti- Displacement

*How can we ensure
Oaklanders can live and
remain in their
communities?*



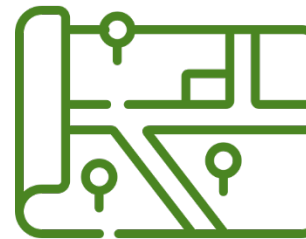
Workshop 4: Giving feedback on draft Housing Element

*Does this reflect what we
heard? Did we miss
anything?*

Background

Housing Element Content

- Background Analysis
 - What the City has accomplished
 - Housing needs and trends
 - Fair housing choice
 - Resources and Opportunities
 - Housing Barriers
- Housing Sites Inventory (where housing will go)
- Housing Action Plan (what the City will do)



Adequate sites

+



Strategies and Actions

Housing Strategies



PRODUCTION

Build more permanently affordable homes as well as more homes in general.



PROTECTION

Protect communities' ability to stay together through tenant protections that address displacement



PRESERVATION

Keep existing stock of affordable homes affordable

TODAY'S FOCUS

What is Gentrification?



What is Displacement?

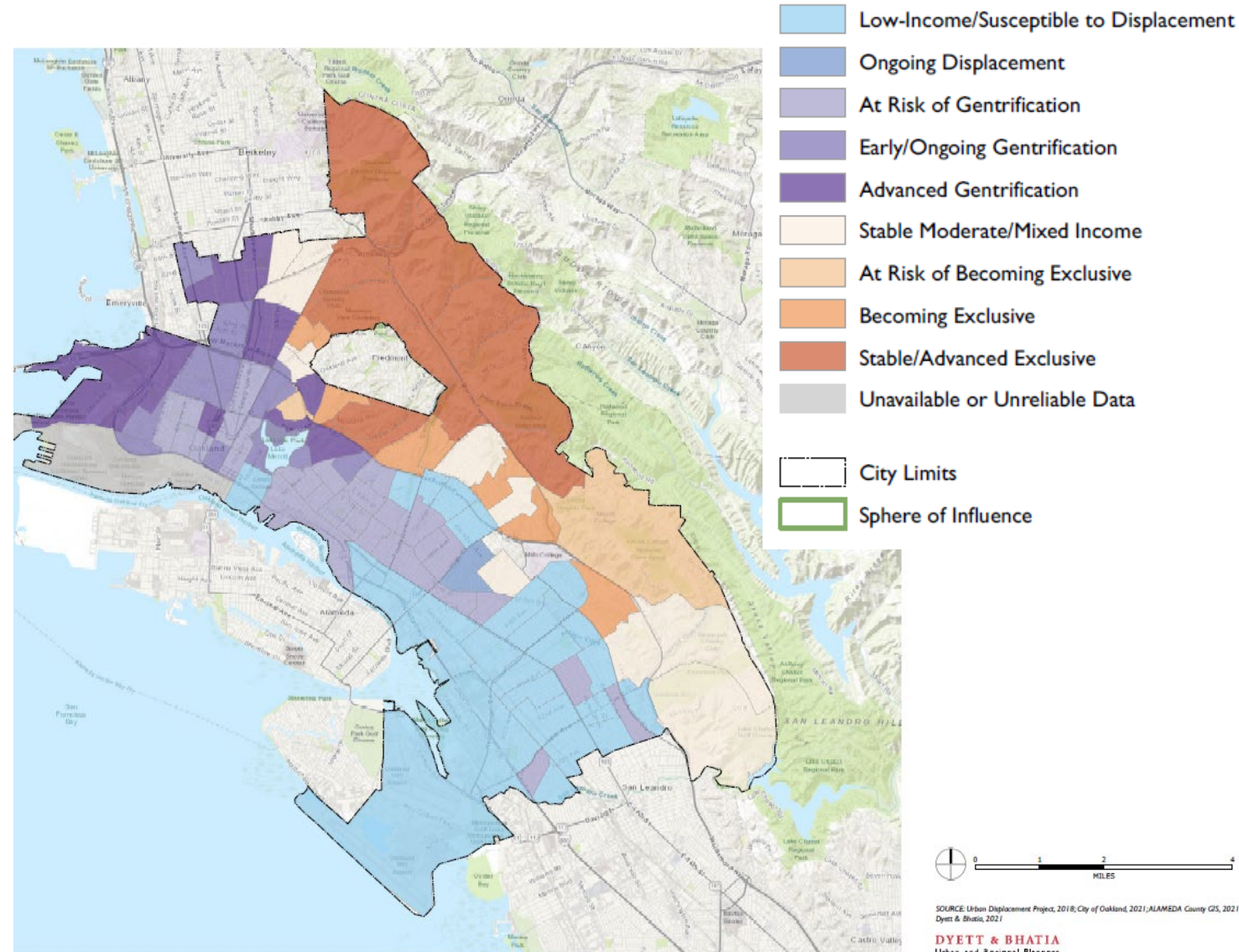
- Types of displacement:
 - Direct displacement
 - Indirect displacement
 - Cultural displacement
- Can result in worse health impacts, disrupt academic performance, perpetuate poverty, and degrade political power building



Gentrification and Displacement Data

OAKLAND GENERAL PLAN Gentrification and Displacement Census Tract Typologies

- **Affordability**
 - Lagging production rates of affordable housing, including moderate-income housing
 - Affordability gap for both renters and owners
- **Homelessness:** 4,071 unhoused individuals in 2019, up 47% since 2017
- **Demographics:** Oakland's Black population has decreased by 7.4% from 2010-2019, and by 30% since 2000
- **Tenure:** 59% of Oaklanders are renters; 41% are owners
- **Gentrification and Displacement:**
 - Nearly half of all households in Oakland live in tracts at risk of or experiencing gentrification
 - Almost a quarter live in tracts susceptible to or experiencing displacement



What is Preservation?

- Preservation: retaining existing affordable housing and protecting its affordability for current and future tenants
- Cost to preserve existing affordable housing tends to be significantly lower than constructing new affordable housing
- Two main areas:
 - Preservation of deed-restricted affordable housing
 - Preservation of non-deed restricted affordable housing



Community Issues

Issues identified by community:

- Gentrification and displacement affects culture and community's ability to support one another
- People who have long generational roots in Oakland have been displaced but continue to come to Oakland to be with community and work
- Families have lost homes during Recession
- Renters face increasing rents, fear eviction, and are forced to live in unsafe housing conditions because of lack of maintenance
- Owners sometimes can't afford home repairs and need support

"How do you balance being invested in my Oakland community when they may not be invested in me"

What's Happening Now – Housing Preservation

Acquire, Rehabilitate, and Preserve Affordable Housing

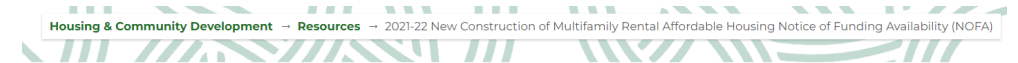
- NOFA for Housing Preservation (Acquisition and Conversion to Affordable Housing)- \$10.6 million in 2021. This included a \$4.2 million carveout for land trusts and limited equity cooperatives.
- Homekey- Oakland received \$21.3 million to acquire 162 housing units in 2020.

Protect Affordable Homeownership

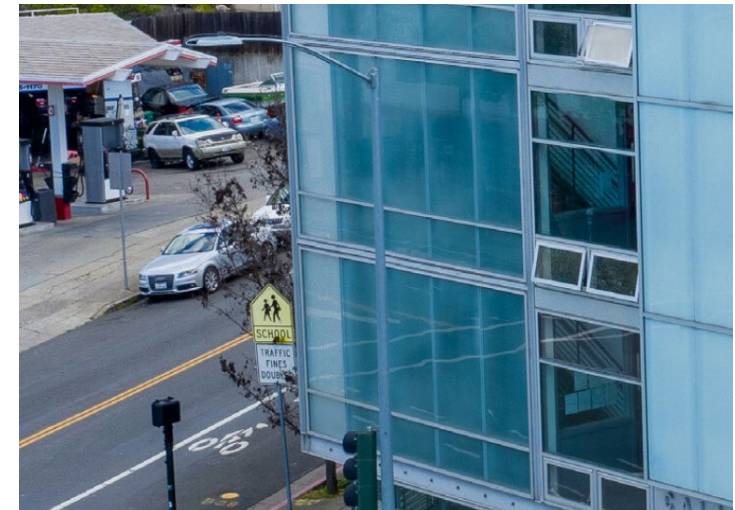
- Single family preservation- about two dozen low-income homeowners helped each year with home repairs, accessibility improvements and lead safety work. Oakland also administers a program to help 2-5-unit buildings with seismic safety work.

Countering Displacement

- In the past decade, Oakland has helped 211 Oaklanders through the First-Time Homebuyer Program



2021-22 New Construction of Multifamily Rental Affordable Housing Notice of Funding Availability (NOFA)

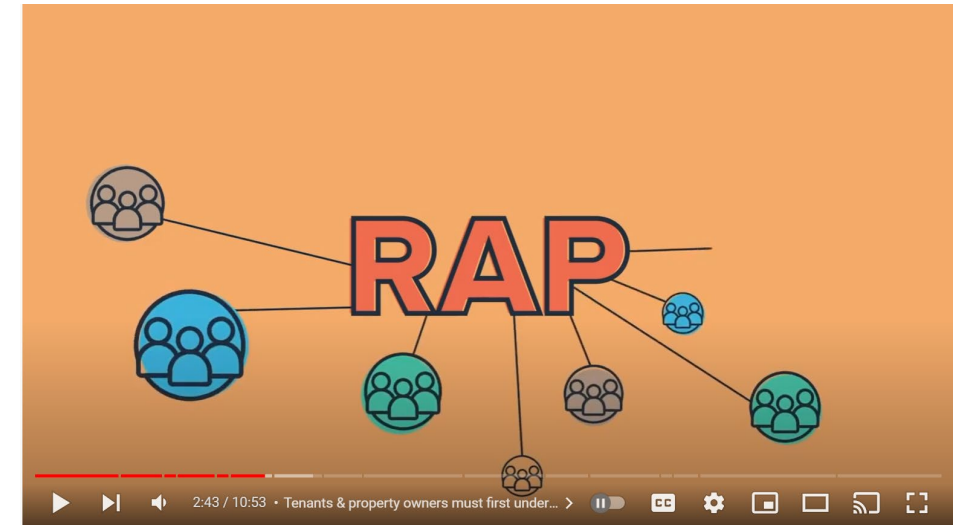


City Homekey Program

[Sign up for Updates](#)

What's Happening Now – Tenant Protections and Stabilization

- Oakland has shifted to proactive model of tenant protection enforcement
- Oakland has an eviction moratorium in place for most evictions due to the COVID-19 pandemic.
- Oakland has just cause protection against evictions for most apartments built prior to 1996.
- Oakland limits annual rent increases for most apartment built before 1983.
 - Since the last Housing Element update, Oakland voters extended these protections to duplexes and triplexes.
- Since the start of the COVID-19 pandemic, the City of Oakland and its partners have distributed \$18,909,281 dollars in rental assistance to help 3758 households stay in their homes.

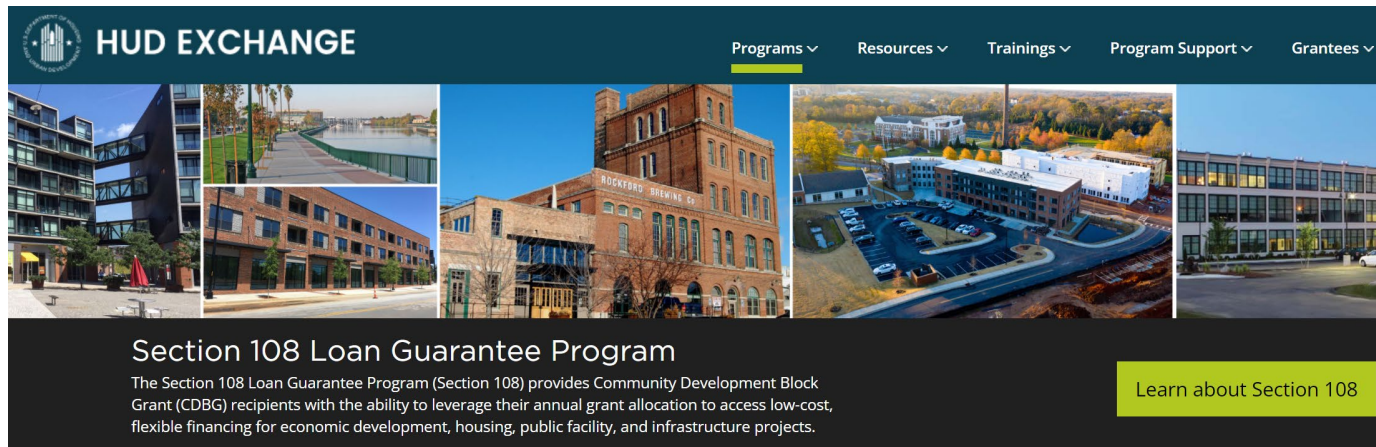


Rent Adjustment Program Annual Report Video

Visit <https://www.oaklandca.gov/topics/rent-adjustment-program> for more information

What's Next

- Oakland continues to pursue Homekey funding. Oakland has applied for \$162.7 million for 659 housing units in 2021 and is waiting to hear back.
- Oakland expects to issue another Preservation/Acquisition and Conversion to Affordable Housing NOFA in summer 2022.
- Oakland also has a pending application for more state funds for down payment assistance.
- Oakland is applying for a federal program, Section 108, which can help preserve our existing affordable housing portfolio.



HUD EXCHANGE

Programs ▾ Resources ▾ Trainings ▾ Program Support ▾ Grantees ▾

Section 108 Loan Guarantee Program

The Section 108 Loan Guarantee Program (Section 108) provides Community Development Block Grant (CDBG) recipients with the ability to leverage their annual grant allocation to access low-cost, flexible financing for economic development, housing, public facility, and infrastructure projects.

[Learn about Section 108](#)

Priorities for the Future of Housing Preservation and Tenant Protection

With limited resources available, we want to hear your thoughts on how to target and prioritize them for new or expanded programs that meet the greatest community needs.



Questions?

Discussion

Discussion

- Respect others' opinions!
- Breakout group discussion for 40 min
- Facilitators will take notes
- Facilitators will report back
- Please try to keep report-back to ~2 minutes

Questions

1. What are the housing issues you care about in Oakland?
2. How can Oakland add more housing while protecting tenants from displacement?
3. Have you heard of these City programs? What programs do you think are working well? Where are the gaps?
4. With limited resources available, how should the City target and prioritize these resources for new or expanded programs that meet the greatest community needs?
5. What other strategies and programs should be adopted as part of the Housing Element to protect tenants and keep people in their homes?
6. What did we not ask that you'd like to talk about? What else should we be asking?

Exit Poll

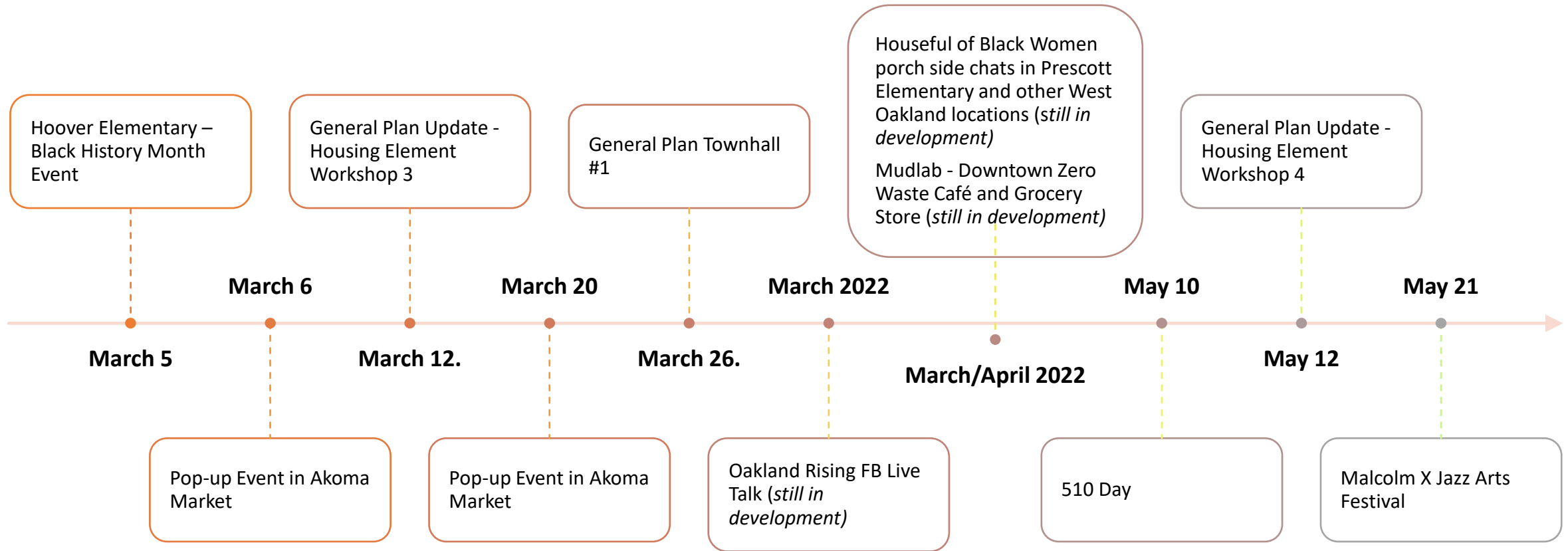
Take a minute to answer a few other questions about yourself, what topics you want to see at future workshops, and how we can improve outreach moving forward!

English <https://bit.ly/oakfeedback3>

Español <https://bit.ly/oakfeedback3esp>

广东话 <https://bit.ly/oakfeedback3canton>

Calendar of Events



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Visit the general Plan Update website for more information and to sign-up for regular updates:

www.oaklandca.gov/topics/general-plan-update

HCD 2021-2023 Strategic Action Plan Strategy

Anti-Displacement

- Align, consolidate, and invest in citywide anti-displacement and homelessness prevention activities.
- Conduct community engagement to ensure public is aware of their rights and obligations under Oakland's tenant/property owner laws.
- Actively enforce Oakland's rent laws and regulations using tools such as public education, mediation and dispute resolution, hearings, and responding to violations.
- Evaluate and strengthen Oakland's neighborhood preference policy to mitigate and address displacement impacts on Oaklanders, especially its African American residents.
- Evaluate creation of debt and equity funds for small sites.
- Identify place-keeping preservation strategies and partners in areas most significantly impacted by COVID and reflecting high levels of housing vulnerability.

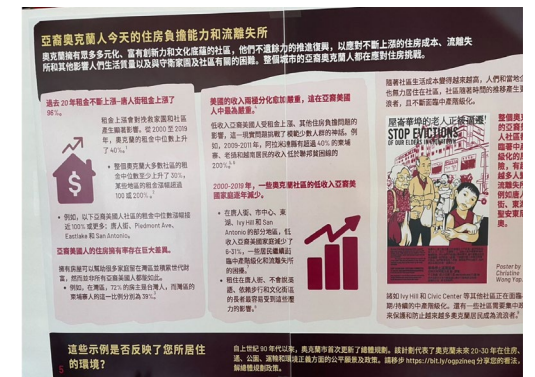
Housing Preservation

- Develop a public-private preservation financial product that can both increase acquisitions of properties for extremely low-income households and people who are homeless, as well as accelerate the pace of the acquisitions.
- Release remaining KK bond funds for resident-led and community land trust supported preservation projects.
- Target and preserve owner-occupied housing in areas experiencing high levels of gentrification.
- Evaluate and support acquisition mechanism for single-family homes and/or investor-owned properties.
- Design and implement a program to acquire tax-defaulted properties from Alameda County to convert to or build affordable housing
- Evaluate resident-led model for ownership solutions, including community land trust and cooperative models.
- Evaluate Joint Powers Authority model and others that purport to create housing opportunities for moderate- and middle-income households.
- Work with City Agencies to develop a citywide affordable housing asset management strategy and staffing plan.

Community Solutions

Solutions recommended by community:

- Rent control
- Community land trusts
- Tenants have first opportunity to purchase property from the landlord
- The City or other agencies can help provide financial support to landlords and homeowners to make home repairs
- Come up with creative ways to bring back displaced people as homeowners, including co-ops, land trusts, sharing multi-unit buildings
- Protect Oaklanders from predatory lending



Current City Programs – Anti-Displacement

<i>Program/Policies</i>	<i>City Actions</i>
2015-2021 Housing Element	
International Boulevard Community Revitalization without Displacement Incentive	Specific Plan
Affordable housing development programs	Land purchases
Affordable homeownership opportunities	Direct financial support (some programs currently suspended), land purchases
Permanently affordable homeownership programs (community land trusts, resale controls)	Financial support to service providers, deeds
Affordable housing preference for Oakland residents and workers	Municipal code
Anti-Displacement of Oakland Residents policies	Policy development

Current City Programs – Tenant Protections

<i>Program/Policies</i>	<i>City Actions</i>
2015-2021 Housing Element	
Rental Assistance	Direct financial support, financial support to service providers
Homelessness prevention programs	City staffing (Homeless Mobile Outreach Program), financial support to service providers
Rent Adjustment Program (Rent Adjustment Ordinance, Just Cause for Eviction Ordinance, Ellis Act Protections Ordinance)	Municipal Code
Fair Housing Actions (anti-discrimination, housing information access and assistance)	Financial support to service providers, city staffing (Housing Resource Center)
Reasonable Accommodations	City staffing (ADA Programs Division)
Climate Adaptation and Neighborhood Resiliency	Public information, zoning

Current City Programs – Housing Preservation

<i>Program/Policies</i>	<i>City Actions</i>
2015-2021 Housing Element	
Housing Rehabilitation Loans/Rehabilitation and Relocation of Historic Buildings	Direct financial support, financial support to service providers, public information
Preservation of At-Risk Housing (monitoring, financial/Section 8 assistance)	Procurement, financial support, administrative support
Support for Assisted Projects with Capital Needs	Administrative support, financial support
Preservation of Single Room Occupancy Hotels	Zoning
Limitations on Conversion of Residential Property to Non-Residential Use; Rental Housing to Condos	Zoning
Preserve and Improve Existing Oakland Housing Authority-Owned Housing	Financial support, rehabilitation of public affordable housing