Oakland Plan
STEERING COMMITTEE – MEETING 1

Andrew Dash, Sophie Robison, and Derek Dauphin
Department of City Planning
October 2019
## Today

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td>5:00-5:20 p.m.</td>
<td>Welcome and introductions (20 min)</td>
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<tr>
<td>5:20-5:40 p.m.</td>
<td>Introduction to the neighborhood plan process (20 min)</td>
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<tr>
<td>5:40-6:00 p.m.</td>
<td>Icebreaker activity (20 min)</td>
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<tr>
<td>6:00-6:30 p.m.</td>
<td>Steering Committee charter (30 min)</td>
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<tr>
<td>6:30-6:45 p.m.</td>
<td>Introduction to homework (15 min)</td>
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<tr>
<td>6:45-7:00 p.m.</td>
<td>Questions and other business (15 min)</td>
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## Project Team

<table>
<thead>
<tr>
<th>Name</th>
<th>Organization</th>
<th>Role on Project</th>
</tr>
</thead>
<tbody>
<tr>
<td>Derek Dauphin</td>
<td>Department of City Planning, Strategic Planning</td>
<td>Project Manager, Development Action Team</td>
</tr>
<tr>
<td>Sophie Robison</td>
<td>Department of City Planning, Strategic Planning</td>
<td>Project Coordinator, Community Action Team</td>
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<tr>
<td>Dara Braitman</td>
<td>Department of Mobility and Infrastructure</td>
<td>Mobility Action Team</td>
</tr>
<tr>
<td>Breen Masciotra</td>
<td>Port Authority of Allegheny County</td>
<td>Mobility Action Team</td>
</tr>
<tr>
<td>Nick Fedorek</td>
<td>Urban Redevelopment Authority</td>
<td>Development Action Team</td>
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# Project Team

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<tr>
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<tbody>
<tr>
<td>Kara Smith</td>
<td>Department of City Planning, Environmental Planning</td>
<td>Infrastructure Action Team</td>
</tr>
<tr>
<td>Megan Zeigler</td>
<td>Green Building Alliance</td>
<td>Infrastructure Action Team</td>
</tr>
<tr>
<td>Alyssa Lyon</td>
<td>Green Building Alliance</td>
<td>Infrastructure Action Team</td>
</tr>
<tr>
<td>Flore Marion</td>
<td>Department of City Planning, Sustainability &amp; Resilience</td>
<td>Infrastructure Action Team</td>
</tr>
<tr>
<td>Sarah Yeager</td>
<td>Department of City Planning, Sustainability &amp; Resilience</td>
<td>Infrastructure Action Team</td>
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Project Team

Economic Development and Urban Design Consultants

• Firms: Goody Clancy, Ninigret Partners, W-ZHA, and CHPlanning

• Expected Products: Urban Design Study, Economic Development Study, ongoing project support

Transportation Consultants

• Firms: Kittelson & Associates, NspireGreen, and Langan

• Expected Products: Curbside and Parking Management Strategy, Transportation Study, Transportation Demand Management, ongoing project support
Building on Recent Efforts


- Institutions: Institutional Master Plans, Sustainability Plans, Strategic and Infrastructure Planning, etc.
Neighborhood Plan Process
## Planning Framework

<table>
<thead>
<tr>
<th>Comprehensive and Neighborhood Plan Topics</th>
<th>Community</th>
<th>Infrastructure</th>
<th>Development</th>
<th>Mobility</th>
</tr>
</thead>
<tbody>
<tr>
<td>Implementation Examples</td>
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<tr>
<td>Regulations</td>
<td>Bonuses, inclusionary housing</td>
<td>Greenways, Adopt-a-Lot</td>
<td>Zoning Code</td>
<td>TDM, Sidewalk standards</td>
</tr>
<tr>
<td>Public Projects</td>
<td>Install Heritage Signs</td>
<td>Build playgrounds</td>
<td>Public realm projects</td>
<td>Traffic Safety Projects</td>
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<tr>
<td>Public Programs</td>
<td>Façade grants, Public Art</td>
<td>Park planning, Lot adoption</td>
<td>Renewables Installation Training</td>
<td>Mode Priorities</td>
</tr>
<tr>
<td>Community Programs</td>
<td>Create history kiosks</td>
<td>Programs, maintain spaces</td>
<td>Business attraction / retention</td>
<td>Hold events, install racks</td>
</tr>
<tr>
<td>Private Development</td>
<td>Build over old structure</td>
<td>Incorporate plaza in project</td>
<td>Startup / collab space</td>
<td>10 ft sidewalks, bike facilities</td>
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</table>
First Phase of Plans

Manchester-Chateau

Uptown / West Oakland

Homewood

Hazelwood
From Plans to Action

• City Council approves rezoning of Uptown and creation of Performance Points System of height bonuses.

• Uptown Task Force and Subcommittees form, establish annual work plans to implement the plan.

• UPMC Vision Rehab. Hospital is approved, addresses building performance and community benefits.

• Community design work for the Fifth and Dinwiddie site results in project led by Hill District-based team.

• Duquesne University commits to new programs, student housing, gateway park, and commercial corridor plan.
Neighborhood Plan Guide

The goals of the guide are to:

• Create consistent and high quality plans citywide;

• Improve communication about City-led neighborhood planning processes and what to expect from them;

• Clarify roles and responsibilities for all involved; and

• Align plans and outcomes with EcoDistricts, Sustainable Development Goals, and adopted City goals.
City Goals

• Comprehensive Plan (Open Space, Preservation, etc.)
• Pittsburgh Zoning Code
• OnePGH Resilience Plan
• Climate Action Plan 3.0
• The p4 Initiative
• Citywide Green First Plan
• Urban Forest Master Plan
Co-Creation Approach

The project team works with stakeholders to develop the plan. Consultants provide technical support as needed.

**Steering Committee**
- Residents
- Institutions
- Businesses
- Services
- Other Organizations

**Action Teams**
- Community
- Development
- Mobility
- Infrastructure
Process

Development of Plan Components

<table>
<thead>
<tr>
<th>Vision</th>
<th>Goals</th>
<th>Policies, Projects, Programs, Partnerships, Targets</th>
<th>Draft Plan</th>
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<td>Public Engagement Plan</td>
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Steering Committee reviews and comments on Action Team proposals

STEEERING COMMITTEE
30 member organizations
Represent all stakeholder groups

ACTION TEAMS
Facilitated by public agency staff
Steering Committee members
Residents and other stakeholders
Non-profits

COMMUNITY

MOBILITY

INFRASTRUCTURE

DEVELOPMENT

BROADER COMMUNITY ENGAGEMENT
Action teams get input on proposals through public events, focus groups, etc.

TECHNICAL ADVISORY GROUPS
Experts focus on single complex topic, report to Action Team
Topics (Draft)

Community

Focuses on existing residents, employees, students, and visitors to the planning area with proposals for how they can be better served by the district.

Example Topics: Community Programs and Livability, Cultural Heritage and Preservation, Public Art, Public Safety, Public Facilities and Services, Public Health.

Mobility

Focuses on how people get around and will typically include strategies for improving safety, reducing the negative impacts associated with traffic, and shifting trips to more efficient and healthful modes of travel.

Topics (Draft)

Development
Establishes the agenda for physical change to a district including new buildings, commercial corridors, and residential areas.

**Example Topics:** Land Use Policy and Regulations, Urban Sustainable Design, Equitable Economic Development, Housing.

Infrastructure
Includes all non-transportation systems that nourish and maintain a district including how stormwater is handled, needs for open spaces, the energy systems that serve all buildings, and how waste is reduced and reused.

**Example Topics:** Stormwater Management, Open Space, Energy Systems, Waste Management and Recycling, Tree Canopy, Habitat Restoration, Digital Network.
Icebreaker
Icebreaker (20 min)

Answer the question: Why are you here?

Speak to your neighbor to the left.

Specifically think about:

• What does your organization hope to gain?

• What do you personally hope to gain from this experience?
Steering Committee Charter

This body is formed to work together to make Oakland better for all. You are surrounded by collaborators who want the best for the neighborhood.

• Role of the Steering Committee
• Scope of work and timeline
• Membership and attendance
• Guiding vs. deciding
Role of the Steering Committee

The Steering Committee is an advisory body that will:

• Work with project staff to develop a series of products to guide the work of the Action Teams;

• Review the work of the Action Teams, help integrate work across teams, and identify resources to implement proposals; and

• Advise project staff on integrating resulting content into a plan, support its adoption, and commit to working towards its implementation following adoption.
Role of the Steering Committee

Committee members are expected to participate in good faith. The following rules of behavior apply to all members:

1. Prepare for and attend all meetings;

2. Participate fully and honestly, commenting constructively;

3. Treat fellow members with respect, particularly when there are differences of opinion;

4. Allow others to say what they believe is true without fear of reprisal;
Role of the Steering Committee

5. Abide by the rule that only one person can talk at a time and avoid side conversations during meetings;

6. Consult with the groups you represent between Steering Committee meetings as requested by staff;

7. Only represent your organization’s views when speaking with others about the planning process; and

8. Do not speak on behalf the Steering Committee or its members, and direct media requests seeking information about the Steering Committee to the Project Coordinator.
Scope of Work and Timeline

• The Steering Committee will meet every month for two hours over the next 6-8 months. These meetings will produce a Public Engagement Plan, Vision Statement, and Goals for each plan chapter/topic area.

• When monthly Action Teams start, the Steering Committee will meet as needed to review the work of each Action Team. This will likely entail eight meetings over the course of one year, leaving four months where no Steering Committee is held, although this is subject to change.
Scope of Work and Timeline

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Facilitated by public agency staff
Steering Committee members
Residents and other stakeholders
Non-profits | TECHNICAL ADVISORY GROUPS
Experts focus on single complex topic
Report to Action Team |

6-8 months
Every month

12 months
~Eight times

4-6 months
Every month

BROADER COMMUNITY ENGAGEMENT
Action teams get input on proposals through public events, focus groups, etc.
Membership and Attendance

• The organizations on this committee are consistent with the City’s Neighborhood Plan Guide which seeks to create Steering Committees that include a diverse set of stakeholders likely to be impacted by plans.

• Each organization has selected their representative, and each representative is responsible for informing their organization about all relevant content.

• Members unable to attend a meeting should advise the Project Coordinator of their absence and arrange for a designated alternate to attend in their place.
Membership and Attendance

• Members are expected to attend at least 75% of all meetings and should not miss more than two meetings in the first eight months.

• Steering Committee member resignations, changes, and replacements must be submitted by the organization in writing to the Project Coordinator.

• If the representative for Steering Committee organization repeatedly violates the Rules of Behavior, the organization will be asked to select a new representative.
Guiding vs. Deciding

• The planning process seeks to follow a consensus-based approach as we review proposals.

• We will trial a tool that involves green, yellow, and red cards to get a temperature check from the committee. We will work to ensure everyone engages.

• Those using yellow and red flags will be asked to discuss their concerns.

• Staff and Action Teams will be responsive to this input, but the intent is not to hold votes.
Homework
Homework

• At the end of each meeting, staff will describe an “assignment” Steering Committee members will be expected to complete before the next meeting.

• Assignments will range from identifying a resource to conducting a “meeting in a box” with a constituent group.

• Tonight’s assignment: Each of you represents a group/organization and you will need to report information back to them or otherwise engage them as part of your duties. Please identify the group you will engage and how you will do so between Steering Committee meetings (e.g., meeting, email, etc.).
Questions? Other Business?

• Venue for Steering Committee meetings?

• Is there anything we covered tonight that was confusing?

• Is there anything the Steering Committee should know about (e.g., upcoming event, issue, etc.)?