

A Place With No Sidewalks

An Assessment of Food Access, the Built Environment and
Local, Sustainable Economic Development in Ecological
Micro-Zones in the City of Oakland, California in 2008
Preliminary Findings



health for oakland's people & environment
HOPE
collaborative

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Glossary of Terms:

Assessment – an exploration of the way things are; a study. This paper is a report on how the HOPE Collaborative learned about what is happening in some neighborhoods in Oakland and what was learned through this study.

Characteristics – the qualities of something – the size, shape, number of people, etc.

Consumption – amount used or amount eaten (fruit and vegetable consumption is how much fruits and vegetables are eaten)

Expenditures – the amount of money spent

Findings – what learning that comes from the information that was collected

Limitations – things that kept us from doing certain things in the study and things that the study could not do

Listening Sessions – a community meeting that was held in the neighborhood during which residents were asked simple questions about access to fresh, healthy, affordable food and safe spaces for physical activity and play. As residents responded, the group listened, and the response was recorded.

Methodology – the way the study was done; the steps taken to collect the information.

Micro-Zone – the HOPE Collaborative studied six “micro-zone” areas, small geographic areas defined by the blocks surrounding a four-way intersection which had an existing corner store; this was a way of learning in depth about a small neighborhood area in the flatlands.

Percent – the number of things per 100 of that thing ... for example, 4% (percent) is 4 out of 100; 60% (percent) means 60 out of 100; so if we know that 1 out of every 4 people in Oakland rides a bicycle, we would divide 100 by 4 and multiply that number (25) by 1, and see that 25% of Oakland rides a bicycle (if only that were true!).

Population – the number of people in any given area

Preliminary – the first or initial and tentative

Respondents – the people who answered (a survey, or a phone call, or a question)

Results – the outcome or what we learned.

Salient – something that stands out

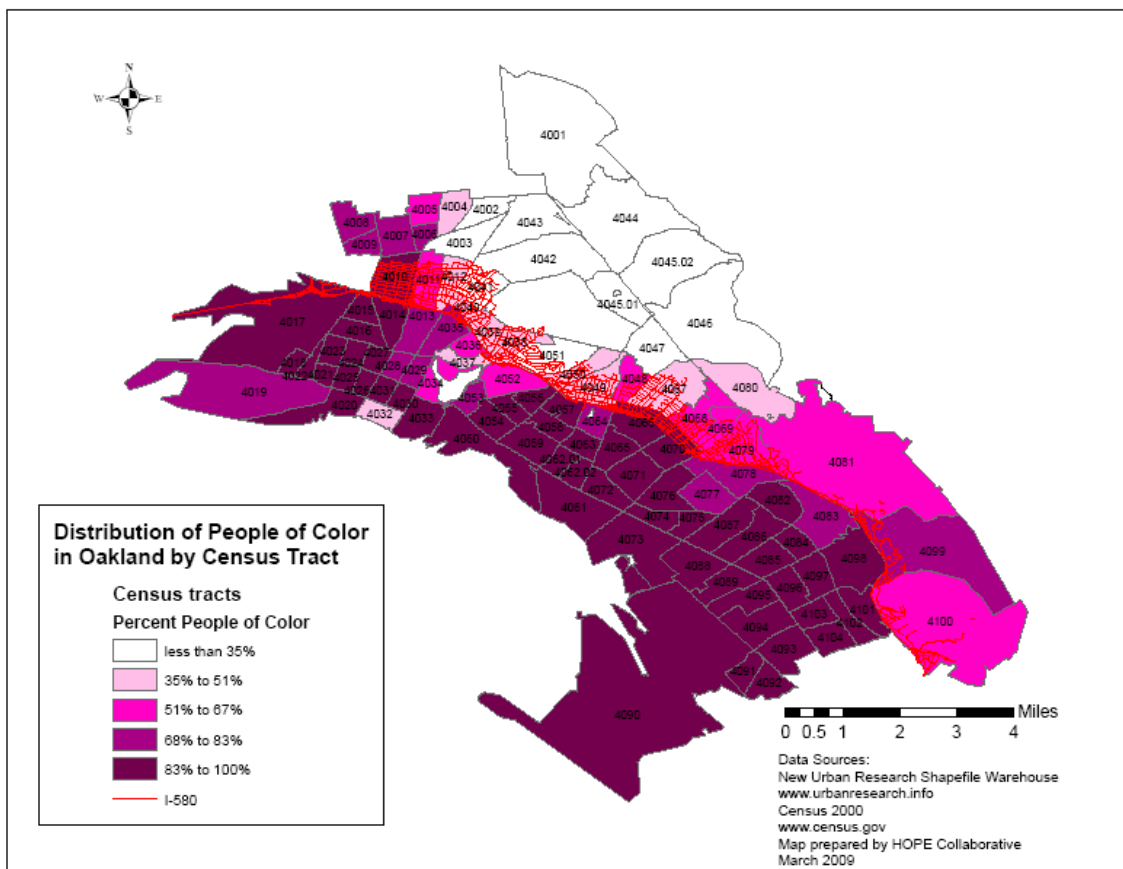
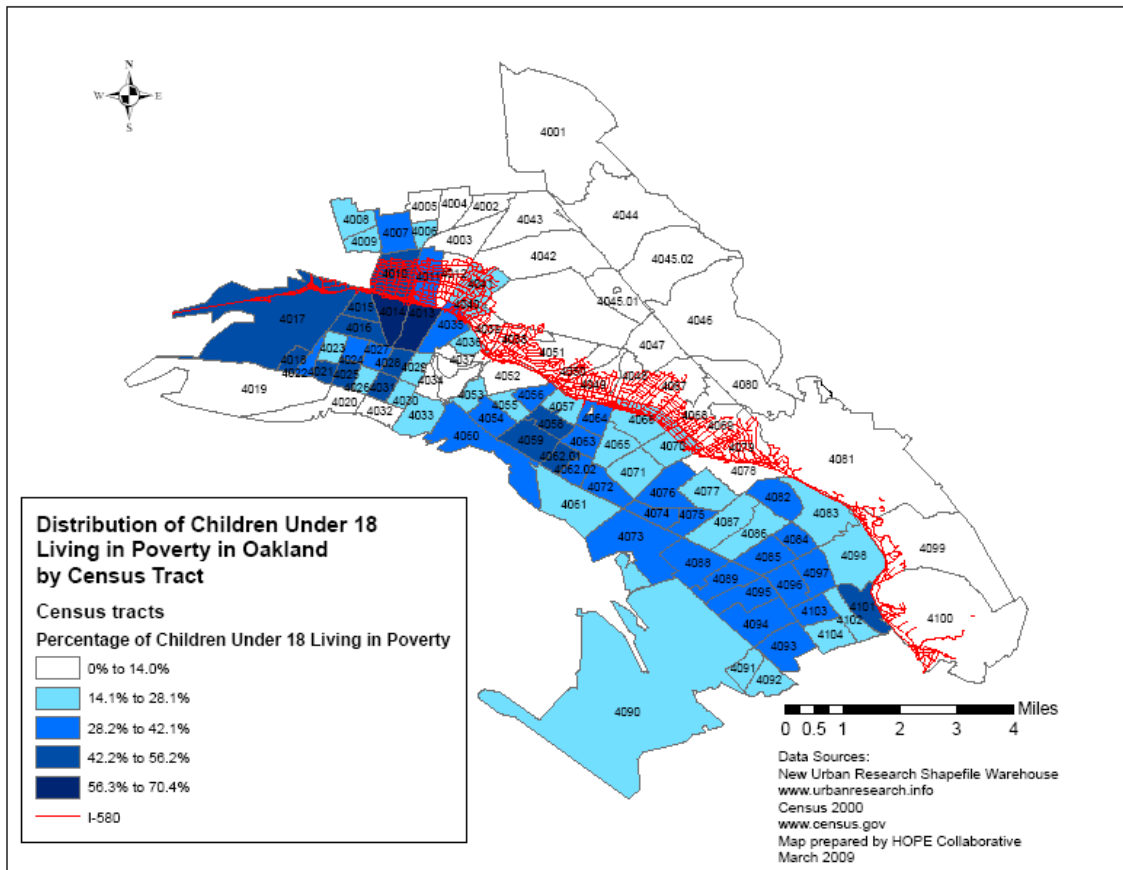
Supplemental – Additional; adding to what’s already there

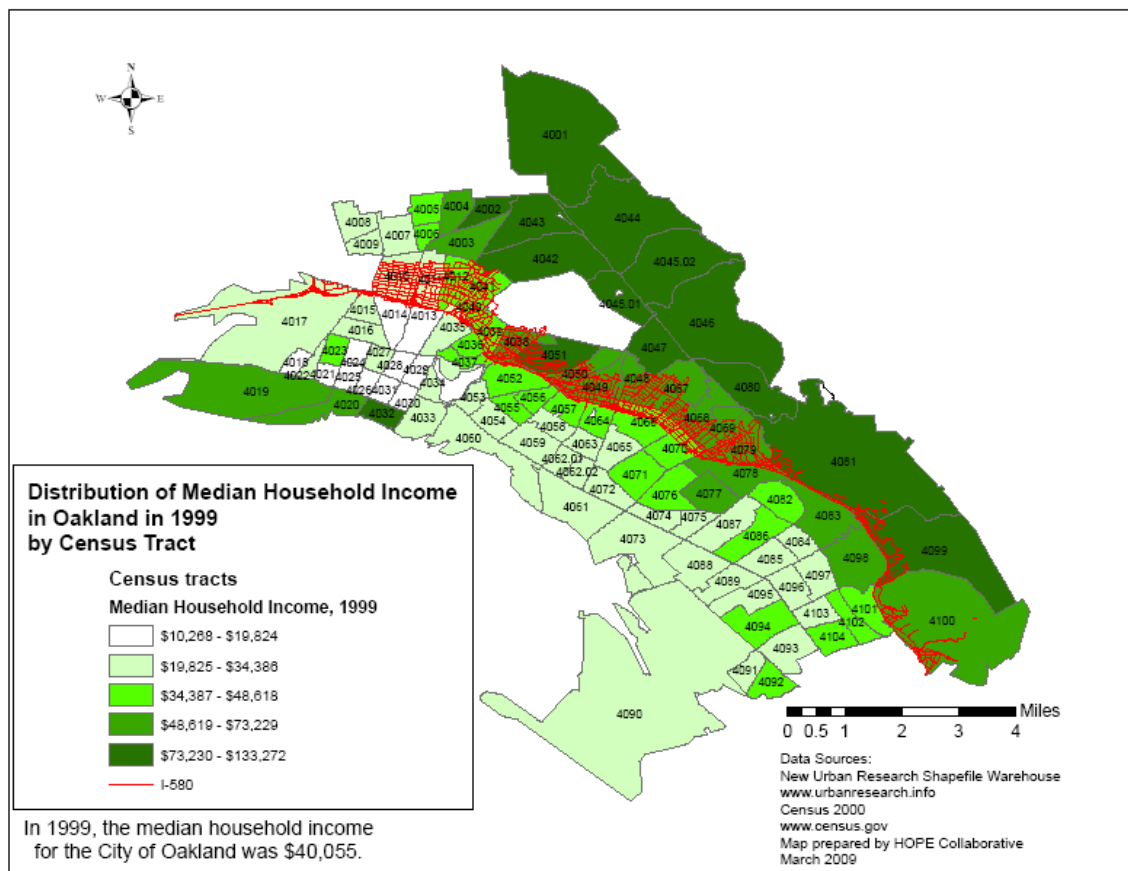
Background and origin of the assessment

The HOPE Collaborative—Health for Oakland’s People and Environment—is a long-term project in Oakland, California, funded by the W.K. Kellogg Foundation as one of nine Food and Fitness Initiative sites in the United States. The vision of the HOPE Collaborative is to create vibrant Oakland neighborhoods that provide equitable access to affordable, healthy, locally grown food; safe and inviting places for physical activity and play; sustainable, successful local economies—all to the benefit of the families and youth living in Oakland’s most vulnerable neighborhoods, those suffering the greatest impact from health disparities. HOPE’s mission is to create fundamental and sustainable environmental changes that will significantly improve the health and wellness of Oakland residents. A wide spectrum of organizations, institutions and community residents formed HOPE to improve health and quality of life by transforming the food and fitness environments in neighborhoods suffering the most from health disparities. The initial project funding supports an extensive planning process over two and one-half years to best determine the assets, opportunities, problems, wants and needs in Oakland’s most vulnerable neighborhoods and to develop a strong collaborative process with extensive community and youth engagement and leadership.

Oakland’s most vulnerable neighborhoods lie west of the line that follows Interstate 580 from the San Francisco Bay Bridge to the San Leandro border. In Oakland people call the area east of I-580 the hills and the area west of I-580 the flatlands. Oakland’s most vulnerable children, families and neighborhoods reside in the flatlands. The following table and maps capture the stark disparities between the hills and the flatlands.

<i>Characteristic</i>	<i>Flatlands</i>	<i>Hills</i>
Population	279,379	124,008
Percentage of the population persons of color	89.6%	47.7%
Percentage of the population persons under the age of 18	28.2%	17.6%
Percentage of persons under the age of 18 living in poverty	32.3%	11.7%
Median Household Income, 1999 (The median household income in 1999 for the City of Oakland was \$40,055.)	\$32,219	\$58,663





HOPE has organized its work in four areas: Food Systems, Built Environment, Local Sustainable Economic Development and Families and Youth. The first three areas cover the technical “content” of the Collaborative’s work. Families and Youth provides the forum for Oakland residents living in flatland neighborhoods to engage in the work of the Collaborative and to build capacity of community participants to assume the leadership of the project.

To capture information collected in previous studies, HOPE commissioned three meta-analyses with the purpose of reviewing all studies done over a five-year period related to food systems, the built environment and local sustainable economic development in Oakland. Public Health Law & Policy completed these meta-analyses. The meta-analyses are available on the HOPE website, www.oaklandfoodandfitness.net.

In order to achieve the HOPE vision and to establish a firm base of local knowledge for planning, the Collaborative developed an assessment protocol to provide information about the environmental and ecological conditions that impact on access to healthy, affordable, local food, safe and attractive spaces for physical activity and play, and local sustainable economic development, in the flatlands.

Because the flatlands is such an extensive area with a very large population, Collaborative members suggested beginning the assessment in small ecological zones, the micro-zones, identified by an index intersection with a corner store. The census block groups touching

the index intersection provided the geographic boundaries for each micro-zone. In addition, the census block groups served as the basis for demographic information available for the Census Bureau.

The micro-zone assessment team, centered in the Built Environment Action Team, identified six micro-zones for initial assessment, listed below:

- 98th and Edes in Deep East Oakland
- 23rd and Foothill in the San Antonio/Fruitvale district
- 12th and Peralta in the Lower Bottoms, West Oakland
- Church and Avenal, in the Elmhurst neighborhood in East Oakland
- West and Brockhurst, in the Ghost Town area of North Oakland
- 90th and MacArthur in Deep East Oakland

The micro-zone assessment team also defined and organized an assessment protocol. The protocol involves the following elements:

- Basic demographic information
- Food system assessment
 - Food stores, products, prices, quality, ownership
 - Aggregate consumer food expenditures
- Built environment
 - Land use
 - Streets and sidewalks
 - Parks, playgrounds
- Local economy
 - Types of businesses, ownership
- Qualitative information
 - On-the-street interviews
 - Listening sessions
- Quantitative information
 - Neighborhood surveys
- Media archive
 - Photographs, video, audio



Walk-the-block team prepping for walk



Unsafe streets—a gap wide enough to hurt someone



The place with no sidewalk

Methodology

The micro-zone assessment team developed a data collection protocol and method based on literally walking around each block touching the index intersection of the micro-zone, the “walk-the-block” protocol. On the walk-the-block the assessment team conducts a visual inventory of land use and codes land use for GIS mapping. The team does on-the-street interviews with neighborhood residents during the walk-the-block. The team also goes into the corner store at the index intersection to collect data on food prices and quality for items on a 20-item list of basic food products. Subsequent to the walk-the-block, the team conducts a listening session in the micro-zone. The purpose of the listening session is straightforward, i.e., to listen to resident concerns, using a very simple set of prompts to elicit conversation about food access and cost, about physical activity and play and about business ownership in the neighborhood. Following the listening sessions, the assessment team then feeds back what they learned at the listening session at the first of two community mapping sessions. At the mapping sessions the assessment team facilitates a design charrette that allows neighborhood residents to design their neighborhood in terms of food access, built environment, local sustainable economic development and any other area for neighborhood development that residents wish to address. The listening sessions and community mapping sessions are audio recorded and the recordings transcribed for analysis of themes emerging in those sessions. At all meetings participants gave written permission to audiotape and videotape their participation.

Results

This report is the first preliminary release of data collected during the micro-zone assessments completed to date. As the assessment team and action team participants review this data, we will make additions to the report and refinements.

The following sections of the report summarize findings from the micro-zone assessments, organized by data element. This report does not attempt to draw conclusions from the data, as that process will engage all stakeholders in discussion of the meaning of the data.

Ultimately we want to ask, what do the data tell us about Oakland’s flatlands that can guide us in achieving our vision and mission. But even more fundamentally we want to ask, what are the people living their everyday lives in Oakland’s flatlands telling us through this information that they have graciously contributed to our effort? What are the people telling us that can direct us in ensuring that this work meets their most basic needs for healthy food, healthy places and spaces for active living, and healthy economic development and growth?

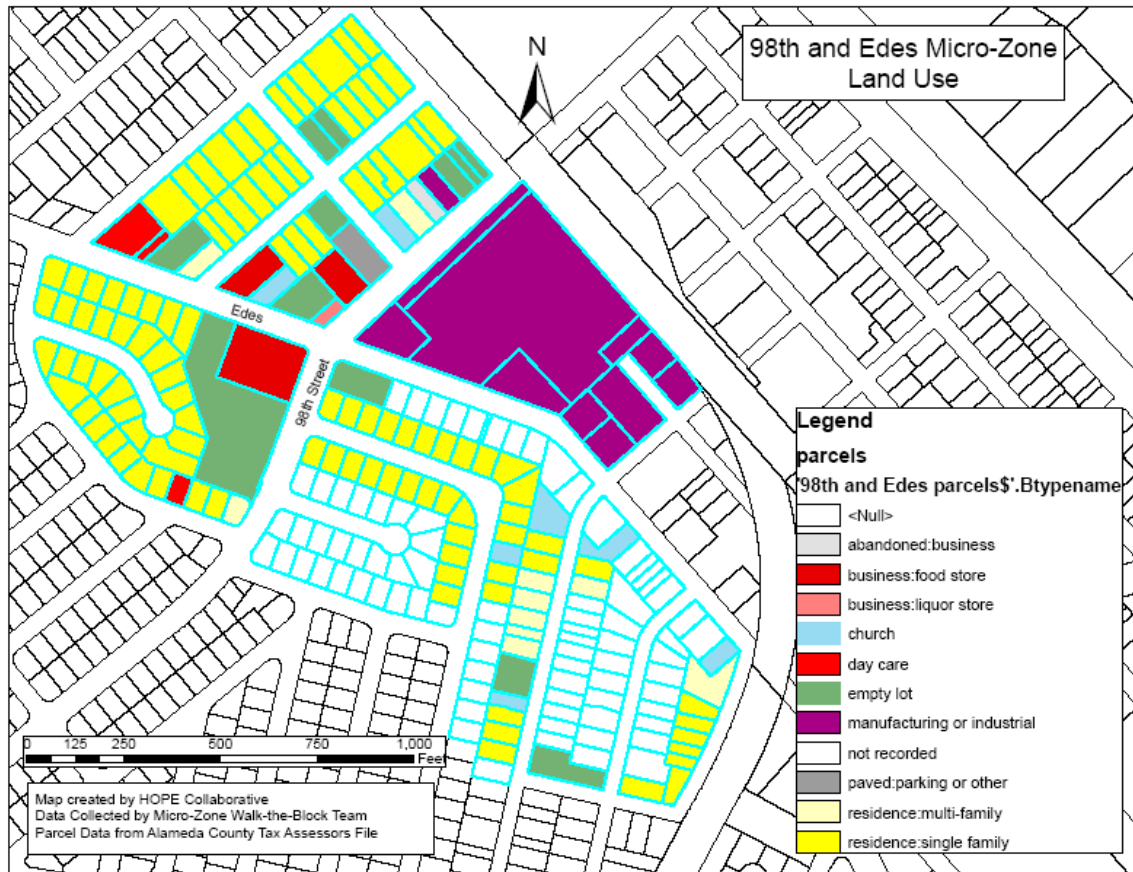
1. Micro-zone Demographics

Census 2000 (www.census.gov) provided the basic demographic information for each of the micro-zones. The micro-zones consist of the census block groups that touch on the index corner within the micro-zone. The US Census provides demographic data to the census block group level.

	98 th and Edes	23 rd and Foothill	12 th and Peralta	Church and Avenal	32 nd and MLK (West and Brockhurst)	90 th and MacArthur
Population	4,105	9,265	1,875	2,816	3,009	4,448
Percent People of Color	86.0%	78.1%	93.2%	89.0%	90.5%	85.6%
Median Household Income, 1999	\$29,115	\$30,714	\$20,030	\$33,162	\$26,250	\$32,328
Percentage in Poverty	18.9%	34.1%	40.0%	19.0%	44.2%	29.4%
Percentage of Households Without Vehicles	15.2%	24.6%	47.4%	18.9%	37.0%	26.4%

2. Land Use Mapping

For each micro-zone the walk-the-block data collection team coded each parcel in the four blocks touching the index corner where a corner store was located. The following land use maps indicate that in each of the micro-zones, residential housing dominated land use.







3. Listening Sessions

Listening Sessions were held in English in five of six micro-zones, and Spanish and Vietnamese language sessions were held at the 23rd and Foothill micro-zone. A total of 55 residents attended the seven sessions.

The listening sessions were conducted as very informal focus groups. Six questions were asked to prompt conversation: Do you cook at home? Where do you buy the food you use to cook at home? Can you get the food you want in your neighborhood? Where do you and your family and children go to play? Are there shops or stores that you would like to see in your neighborhood that are not there now? And Would you like to see stores in your neighborhood owned by the people living in your neighborhood? In some sessions, additional follow-up questions were asked.



Listening session, Garfield School, 23rd and Foothill micro-zone

The sessions were audio recorded and the recordings transcribed. Below is a summary of the main themes and findings. A summary transcription of the sessions with full themes and ideas follows

Summary of Main Findings

- Residents report that they cook. While participants stated they are often busy and it's hard for working parents to cook all replied yes, they are cooking at home.
- Residents report they are shopping at large grocery stores (Luckys, Smart and Final, Costco, Safeway, Mi Ranchito) as well as ethnic stores (Chinese, Mexican). Whole Foods and Trader Joes were reported as stores they would like to shop in, but are too expensive. Participants mentioned shopping at the farmers market and fruit stands for fruits and vegetables, and one grows vegetables in the backyard.

- All micro-zones reported they needed to leave their neighborhood for quality healthy food they want at a price they could afford. Some reported shopping in North Berkeley, San Leandro, and El Cerrito. The issue of lack of culturally appropriate food (particularly African American and Vietnamese) within their neighborhood was also raised.
- A lack of public facilities and safety concerns keep families and children from playing. Issues include fear of gangs, guns and violence, drug and other criminal activities in parks, and traffic and exhaust in the streets. There was an expressed desire for youth and afterschool programs in the parks and recreation areas.
- Participants reported they want to see stores that sell healthier foods and better quality produce at a price people on a budget can afford. They preferred businesses owned by people who live in the neighborhood and who support and have an interest in the neighborhood.

Transcription Data

What follows is a summary transcription of the sessions. The assessment team listened to the recordings and organized by responses to the six prompt questions by micro-zones.

Do you cook at home?

98th and Edes

Yes, but often busy.

Yes, Mediterranean, Mexican, fresh vegetables and fish.

It's hard for working parents to cook.

23rd and Foothill, Vietnamese participants

All participants said yes; one said everyday.

23rd and Foothill, Latino participants

All participants said or nodded yes.

23rd and Foothill, Chinese participants

All participants said yes, they cook all their meals at home.

12th and Peralta

All participants said yes.

90th and Macarthur

Yes, but not an everyday thing. Groceries are highly priced.

Living in East Oakland it's hard to find organic and locally grown food. It's hard to find a grocery store that is within walking distance where the food is fresh.

Where do you buy the food you use to cook at home?

98th and Edes

The Mexican stores around 96th and W. 14th like Mi Terra. Doesn't have a car.

Runs out of money faster by shopping at corner stores than the supermarket.

Shops in San Leandro because there isn't a big grocery store in that part of Oakland.

Buys in bulk at Costco for a big family.

Would like T.J.s or Whole Foods but can't afford it.
Grows vegetables in the backyard.
Shops at Safeway in San Leandro but it's expensive.
E. Oakland Boxing Association is supported by the ACCFB.
Lives in W. Oakland and drives to Monterrey Market in N. Berkeley

23rd and Foothill, Vietnamese participants
[Question not asked]

23rd and Foothill, Chinese participants
[Question not asked]

23rd and Foothill, Latino participants
Large grocery stores, Lucky's, Smart and Final, Costco, Safeway, Mi Ranchito, Chinese stores
For fruits and vegetables some go to the farmers markets every Wednesday, or the fruit stand

12th and Peralta
Nearest grocery stores; would rather go to Whole Foods because they have good produce but it is too expensive.
Emphasis on trying to buy fresh fruit and produce for the cheapest price, goes to 99 Cents store
Participants mention knowing of farmers markets and other means to purchase local produce
Supplemental question: Where do you buy your meat?
No consensus, many places, close and far, cheap and expensive, ethically/environmentally conscious and not

90th and Macarthur
My family goes to grocer stores such as Pak and Sav and Safeway. A lot of families don't have the money to go all the way across town to go to better grocery stores. A lot of them catch public transportation.
I've spent a lot of time and gas finding and buying foods. I go from Whole Foods (not as often as I'd like) to Food Mill to Farmer Joe's. I go to Costco, but have been trying to reduce buying food there.
I see my family having to go to the quick corner store because there is nothing accessible to go to in order to obtain ingredients for a home cooked meal. We need something within our neighborhood which we could call our own.

Can you get the food you want in your neighborhood?

98th and Edes
You have to leave East Oakland for healthy food.
There are many Mom & Pop shops selling potato chips and soda.
Oakland dollars are going to San Leandro
Desire for a local butcher, green grocer and normal grocery store.
There is Gazzali's in Eastmont Mall but the quality of food there is poor.
Tries to buy healthy and stay on a budget with teenagers.
Shops at Mi Tierra and Mi Pueblo. Food Maxx is more expensive.
Drives out of the neighborhood to Fruitvale to buy food.
Can't afford to shop at Trader Joe's or Whole Foods. Drives out to Ranch 99 in El Cerrito.
Divide between healthy options in East Oakland and at Lake Merritt.

23rd and Foothill, Vietnamese Participants

Yes and no

No, residents cannot find all food they want, such as Asian types of food in their neighborhood, mainly Latino markets in the neighborhood.

Yes, can buy vegetables and sometimes fruit at Latino markets where it is cheaper than at Asian markets, but it might not be as good quality or exactly what they want

No, there is often a language barrier at Latino markets for Vietnamese residents, meaning residents have greater incentive to go to Chinatown or Downtown to buy groceries

No, sometimes can get food they want, but not at the price they want, therefore travel outside neighborhood to find the best price

23rd and Foothill, Latino participants

Yes, but quality usually poor and prices high, especially when quality better

Cannot get fish in neighborhood

23rd and Foothill, Chinese participants

All participants said they shop in Chinatown because it's cheaper and fresh. Price is more important than quality.

Supplemental question: Do you ever worry about not having enough food?

All participants said yes, we worry about it, because the Chinese always eat rice and rice is very expensive.

12th and Peralta

No, unless you grow it yourself.

No, desire food more befitting to culture of community, more African American food

"There is a Whole Foods but the difference is in price. But the fruits and vegetables are more organic"

Supplemental question: If there were a food store that sold just fresh and affordable food would you use it?

Strong and affirmative YES!

Yes, but also fresh and cheap should cater to culture of community

Yes, but need education about what is fresh food and affordable food as well.

Absence of African American food due to white gentrification and Chinese grocery stores (lack non-Chinese food products)

"It's not a discriminatory thing, but the Asians only sold Asian foods at Gateway. It's good that each culture has their own foods -for black people it's more important because it's not happening. We need to support each other"

90th and Macarthur

No, we can't get the foods we need within our neighborhoods. I wish we could have more fresh foods rather than junk food, candy and soda that we are all used to eating because that is the only thing around

Not everyone thinks of eating healthy. I'm sure if we asked a young person if they could get the foods they want, they would maybe even say "yes". They are so used to eating out and their parents might not cook at home. They are so used to "fast food, fast food, fast food" that it becomes fast food which they always want.

This area has been plagued with so many health difficulties. These people have been aging here-often bitterly. There is simply not good food in this area.

If you went to International and 90th, you could pick up inexpensive vegetables and fruit in the markets over there, but it's a 40 minutes walk to that store. I would love to have something four or five blocks away instead.

I wanted to say that there is good food in the neighborhood. If you really want to start doing something or stop doing something, it doesn't matter how far it is. You could eat healthy in this neighborhood. You just have to have the effort to do it.

Where do you and your family and children go to play?

98th and Edes

I don't. We stay at home, because it is dangerous. Fear of gangs and violence. Parks in community are not safe.

Need places where kids can play and be safe outside the home.

East Oakland has a dearth of healthy, fun, well-maintained parks.

Holly Park, near the school, has people doing drugs and graffiti. Has called the City for three years to get it fixed.

Old play structures are dangerous.

The City is beautifying the medians at Bancroft but there's graffiti.

There are a lot of closed-off parks that attract dangerous activity.

There is one woman and her neighbors who are rare—they take responsibility for keeping the streets clean.

There's a disparity of who gets City services.

Gunshots are a higher priority than oil dumping.

There aren't many places to play in Oakland, like a skateboard park.

Nobody's out on the streets at night. More police than pedestrians at night.

The closest skate park is Berkeley. There is a need for places where kids can play.

Kids' bikes get stolen in Oakland.

People get harassed for no reason on the street, especially by police.

East Oakland Boxing Association has a garden in the day but has to lock it up at night. It is not accessible for kids in the evening.

Kids don't have parks and open space. They can't ride bikes in the streets.

Drives to Tilden Park, Presidio, Marin from West Oakland. Upset because she does not have similar parks in her neighborhood in West Oakland.

Mandela Parkway on West Grand does not lend itself to long hikes.

If you can't drive to a park, you have to walk in car exhaust.

Afraid of letting kids play at a friend's house who may have guns at home.

There are lots of guns in the area. They had a gun buy-back program and ran out of money.

Afraid of kids getting hit by cars when crossing the street. Cars go 65 mph in residential areas.

There are lots of people driving without a license.

There are high rates of criminal activity.

23rd and Foothill, Vietnamese participants

Local parks such as San Antonio or if have time Lake Merritt.

Expressed a desire for more youth programs in the parks and recreation area.

Chinatown and Downtown immigration centers where they have learning programs and physical activities for children.

Also a mistrust of the parks due to crime and shootings.

"Some kids they walk home. They walk home everyday. And they always complain, 'Daddy and Mommy you know. I'm so scared when I walk home now I don't want to walk home anymore even though I know that especially that side look beautiful on there they want to walk home but they scared.'"

“Usually she will stay very late because she has to pick up her child and then lately she also heard about the news for the gun shooting in one of the park nearby Fruitvale I think. That's why she said I don't want to bring my child to go play over there. You know. Yeah so safety is a big issue.”

23rd and Foothill, Latino participants

San Antonio (local) park, parking lot, school yard our outside house

Public parks, but no restrooms in parks, and told closed to the public

Schoolyards, but closed during the weekends, so just cut the fence and enter anyway.

Supplemental question: Is it safe to take your children outside?

Unanimous answer: No; must always be with adult as well

Traffic, too many cars driving too fast

Crime in parks and other public areas: gangs, selling of drugs and alcohol

Physical violence makes it unsafe as well.

Supplemental question: What activities do you do?

Activities at park: soccer, basketball, swings

Children always accompanied by adults during activities.

Supplemental Question: Do you have anything else you feel we should know?

Children do not walk to school due to danger of traffic, though residents would like their

children to be able to walk to school if it were safer; most children driven Need more after

school programs to keep kids off the street, especially in the summer when they have less to do

Problem with after school programs right now: not enough of them, and too expensive

Need more public computers like in libraries, not enough for the public.

23rd and Foothill, Chinese participants

We go to the park, Foothill, San Antonio and sometimes we go to Chinatown and Lake

Merritt

Supplemental question: Is it safe?

All participants said, not safe. All said they do not let their children go out and play by themselves.

12th and Peralta

“It's not safe anywhere. You take a risk even coming out your door. You're taking a risk wherever you go – we go with the grace of god, with a mind that we're going to be safe. But with the homicide risk and the genocide risk – kids are getting killed”

In parks, park facilities, Boys and Girls Club

Never let the kids go out and play alone, always accompanied by an adult

Expressed desire for more constructed physical activities and programs in the community

Mixed feeling on level of violence (increase or decrease)

Supplemental question: How about the streets? Are they safe?

No, it's not safe to walk around at night because it's dark and not safe during day because there are too many cars

It's not safe because there are not enough street lights at night, very shady.

It's not safe for pedestrians or walking around because there is too much traffic, driving too fast, lack of curbs

90th and McArthur

We have used the Castlemont Pool

I kept getting promises that the city was getting staff in so we could open the gates of the school playgrounds and have supervision and activities. I couldn't wait around for that though. It never came.

We need to have gyms open to play football, baseball, or basketball. We need gyms open so they could do something which helps them in developing some type of character.

We aren't blessed with sidewalks like everywhere on Macarthur and lower have. So, not as many people walk. And many people won't walk on Macarthur and 90th just because the safety issue or because it is just not clean.

I would like to be able to walk in my neighborhood. I would like to walk in East Oakland. But I end up having to either go to Lake Chabot or Mills College.

Castlemont has a track, but its not open to the public.

Supplemental question: Clarifying - I was going to ask what activities do you do there? But I am hearing there are few places for people to go to engage in activities?

There are places but they are only open for a certain amount of time
Outside of a few parks and recreation centers there is not much.

Are there shops or stores that you would like to see in your neighborhood that are not there now?

98th and Edes

Wants to see stores that sell healthy foods that people on a budget can afford.

Wants stores that don't just sell alcohol, cigarettes and hot chips.

23rd and Foothill, Vietnamese participants

[Question not asked]

23rd and Foothill, Latino participants

More businesses with better produce and better food, plus lower prices of these goods

Businesses owned by people from the neighborhood

Beauty parlor or beauty shops

23rd and Foothill, Chinese participants

I would like to see some big company like Wal-Mart or Costco

12th and Peralta

Alternative question: Are any of the stores in the neighborhood owned by people who live in the neighborhood?

No, except for one thrift store.

90th and Macarthur

I think us as a whole need to have more businesses in our community that help the community instead of pushing people out of the community.

I would like to see more personal entrepreneurship in this area. I'd love to see some bookstores. I would also like to see ethnic restaurants.

I would like to see opportunities for young men to work out in gyms. I would like to see yoga and dance classes. Coffee shops would be great.

To get a place here that would have good products with cheap prices like Costco would be good.

I would love to see sports venues come in. I think more movie theaters and entertainment venues would be great. The main thing is to have the businesses hire and spending money right in the areas they operate in
I would like to see more trade businesses.

Would you like to see stores in your neighborhood owned by the people living in your neighborhood?

98th and Edes

We need stores that can actually be part of the community that employ members of the community.

Don't need a Safeway or CVS Drug Store, whatever they are building already.

Businesses that support people who live in the community.

Want businesses that have invested and have an interest in the community.

I'd love to see police officers and firefighters who run the beat in my neighborhood live next door.

23rd and Foothill, Vietnamese participants

[Question not asked]

23rd and Foothill, Latino participants

[Question not asked]

23rd and Foothill, Chinese participants

I want to open a professional center – accounting, tax returns.

Businesses that help people fill out immigration forms and MediCal and Food Stamps – benefits they can acquire.

Supplemental Question: Do you have anything else you feel we should know?

I think there are too many police on the streets and not enough jobs. I don't think there is anything for kids to do at all which is why they are running around the streets.

12th and Peralta

Yes, but futile feel a futile effort : “Who's gonna have the money to open up a business?”

90th and Macarthur

I think that when you live in the neighborhood and have your business in your neighborhood, then you are definitely invested. You see a lot off corporations and companies pull out when the going gets tough and they are not invested in the community.

I think everyone should work together. It isn't about having an African-American, Latino, or Asian. We should have one business all together where everyone works together as a community.

Attendance at Each Listening Session

98th and Edes – 8 participants

23rd and Foothill English language – 6 participants

23rd and Foothill (Vietnamese language) – 8 participants

23rd and Foothill (Spanish language) – 15 participants

12th and Peralta – 7 participants

West and Brockhurst – 2 participants

90th and Macarthur – 9 participants

4. Community Surveys

Methodology

The data were gathered by the project coordinators and teams of diverse youth ages 15-21 who were trained in working with the public to complete the surveys. The teams of youth were from four organizations: Cycles of Change, Peoples' Grocery, Project SOL, Oakland Food Connection. We engaged respondents in the different micro-zones during the hours of 12:00 p.m. to 5:00 p.m. on weekdays using the following strategies: 1) Setting up tables in busy outdoor locations and approaching passers-by, and giving away bags of fruit in exchange for completing the survey. 2) Making presentations at community meetings held at public spaces in the micro-zone (schools, community centers, etc.), and asking participants to complete the survey. 3) Going to the houses of people with whom our interns and staff had personal acquaintances. Usage of these outreach strategies varied somewhat from micro-zone to micro-zone. Surveys were administered at the point of engagement with respondents, either given to respondents to fill out while the interviewer waited, or administered orally if the respondent preferred. The number of people who were asked to participate but declined was not recorded. The time period of the outreach and data collection lasted from mid-July until early September in 2008.

Limitations

There were a number of limitations to the survey findings based on the outreach and sampling methodology utilized. Some limitations involve questions about the representativeness of findings based on differential outreach methodologies in different micro-zones. For example, community meetings attended do not necessarily represent the complete demographic spectrum of the micro-zone. For example, in the 12th & Peralta micro-zone, surveys were conducted at a Resident Services meeting at the MORRH public housing complex and a meeting of the Neighborhood Crime Prevention Council (NCPC). Attendees of these meetings may differ systematically from the total population of the micro-zone. In the Melrose area, about 35% of surveys were conducted by staff at a parent meeting at Melrose Elementary; about 35% of surveys were done by an adult community organizer in the area through personal contacts; and the remainder was done by youth interns and staff through personal connections. Personal connections may also not be representative of all micro-zone residents, and may favor some age groups or cultural groups over others. The survey outreach varied among the neighborhoods, making it difficult to compare across neighborhoods.

Results

The following tables and charts present survey results by micro-zone. The overall column represents a weighted average or total for all respondents across micro-zones.

Number of respondents in each micro-zone

98 th and Edes	23 rd and Foothill	12 th and Peralta	Melrose	73rd and MacArthur	34 th and MLK	Total
81	84	65	71	90	82	473

Fruit and Vegetable Consumption

1. *On the average, how many times per day do you eat fruits and vegetables?*

98 th and Edes	23 rd and Foothill	12 th and Peralta	Melrose	73rd and MacArthur	34 th and MLK	Overall
2.54	2.45	2.55	2.63	2.76	1.82	2.5

2. *How many times per week do you eat a meal prepared from fresh ingredients?*

98 th and Edes	23 rd and Foothill	12 th and Peralta	Melrose	73rd and MacArthur	34 th and MLK	Overall
4.50	4.67	3.9	5.42	3.36	4.57	4.4

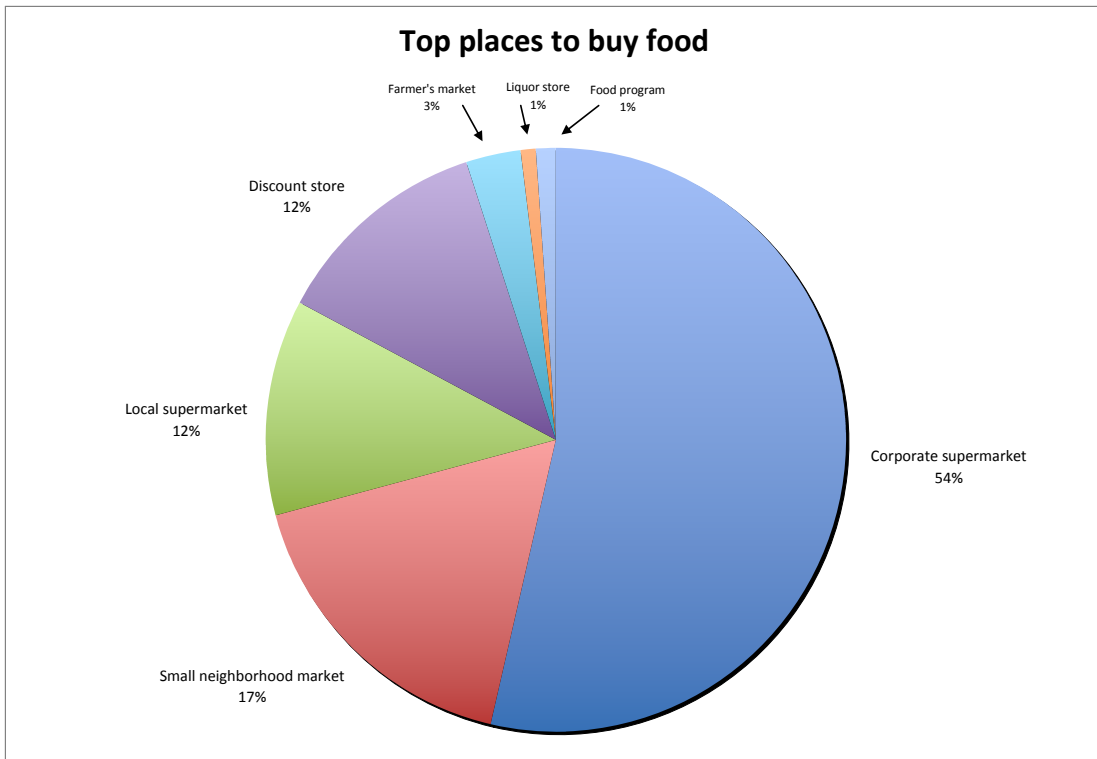
Food Shopping Characteristics

Across micro-zones, respondents most commonly shopped for food at corporate supermarkets, small neighborhood markets, locally owned supermarkets, and discount stores. Overall, over half of micro-zone residents (53%) reported shopping at corporate supermarkets. Only 1.4% of people reported one of their top three places to shop for food as liquor stores and 2.7% as farmers' markets. Results varied by micro-zone, with respondents from the Melrose micro-zone most likely to shop at a small neighborhood market or a locally owned supermarket and less likely to shop at a corporate supermarket. Respondents in the 23rd and Foothill area and the 73rd and MacArthur area were least likely to shop at discount stores.

On average, respondents travel for 20 minutes to get to their most common shopping location and over half (58.7%) get there by car. Sixteen percent (16%) of respondents walk to their primary food shopping destination, and 13% take the bus.

3. *What are the 3 places where you buy most of your food? Percent of responses*

	98 th and Edes	23 rd and Foothill	12 th and Peralta	Melrose	73rd and MacArthur	34 th and MLK	Overall
Corporate supermarket	56	48	63	21	67	62	53
Small neighborhood market	15	32	7	34	9	8	17
Locally owned supermarket	12	11	4	23	16	5	12
Discount store	12	5	18	19	6	14	12
Farmers' market	0	2	6	2	2	5	2.7
Liquor store	2	1	1	0	0	4	1.4
Food program	1	0	0	0	0	3	0.7

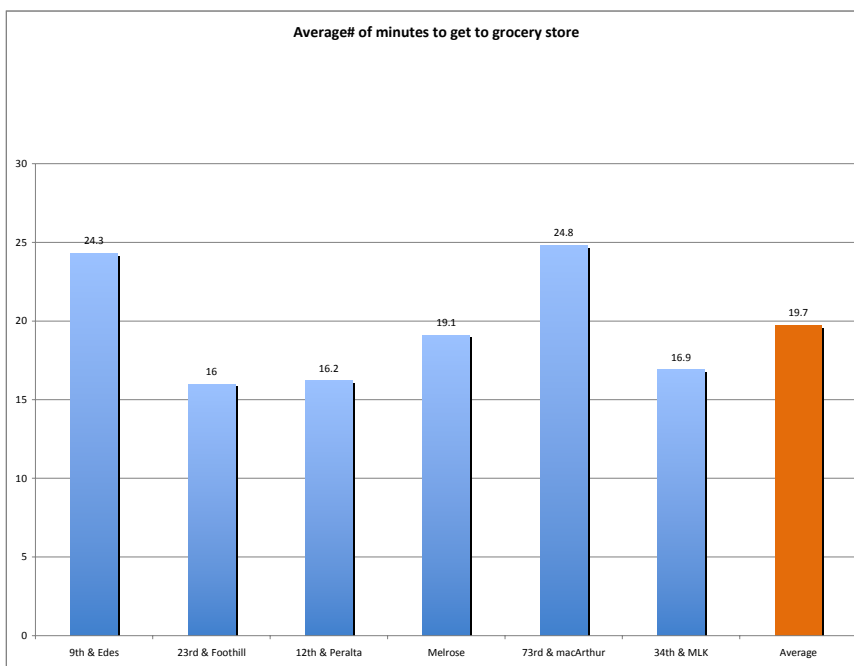


4. How long does it take to get there from your house, 1st choice? Minutes

98 th and Edes	23 rd and Foothill	12 th and Peralta	Melrose	73rd and MacArthur	34 th and MLK	Overall
24.3	16.0	16.2	19.1	24.77	16.9	19.7

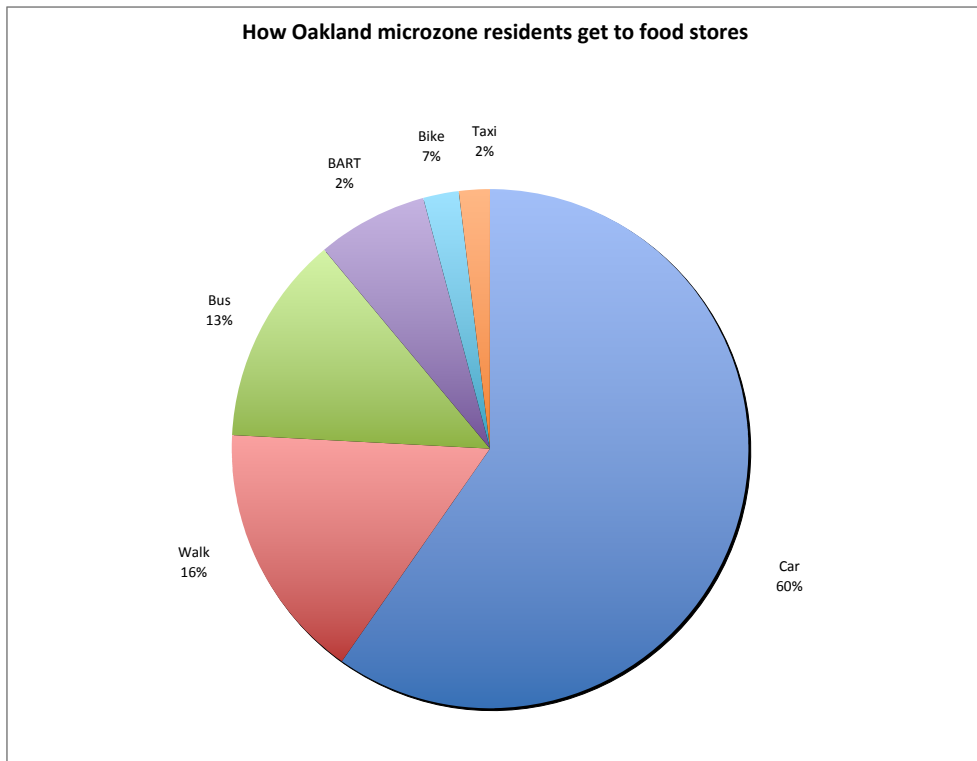
5. How long does it take to get there from your house, 2nd choice? Minutes

98 th and Edes	23 rd and Foothill	12 th and Peralta	Melrose	73rd and MacArthur	34 th and MLK	Overall
21.3	14.8	20.6	16.0	29.9	17.1	20.2



6. What is your primary means of transportation to get to these markets? Percent

	98 th and Edes	23 rd and Foothill	12 th and Peralta	Melrose	73 rd and MacArthur	34 th and MLK	Overall
Car	63	49	80	72	54	41	58
Bus	9	29	6	16	10	24	16
Walk	12	14	6	8	14	24	13
Bike	9	4	6	4	12	7	7
BART	0	3	2	1	5	2	2
Taxi	4	0	0	0	5	2	2



Challenges and Facilitators to Eating Healthy

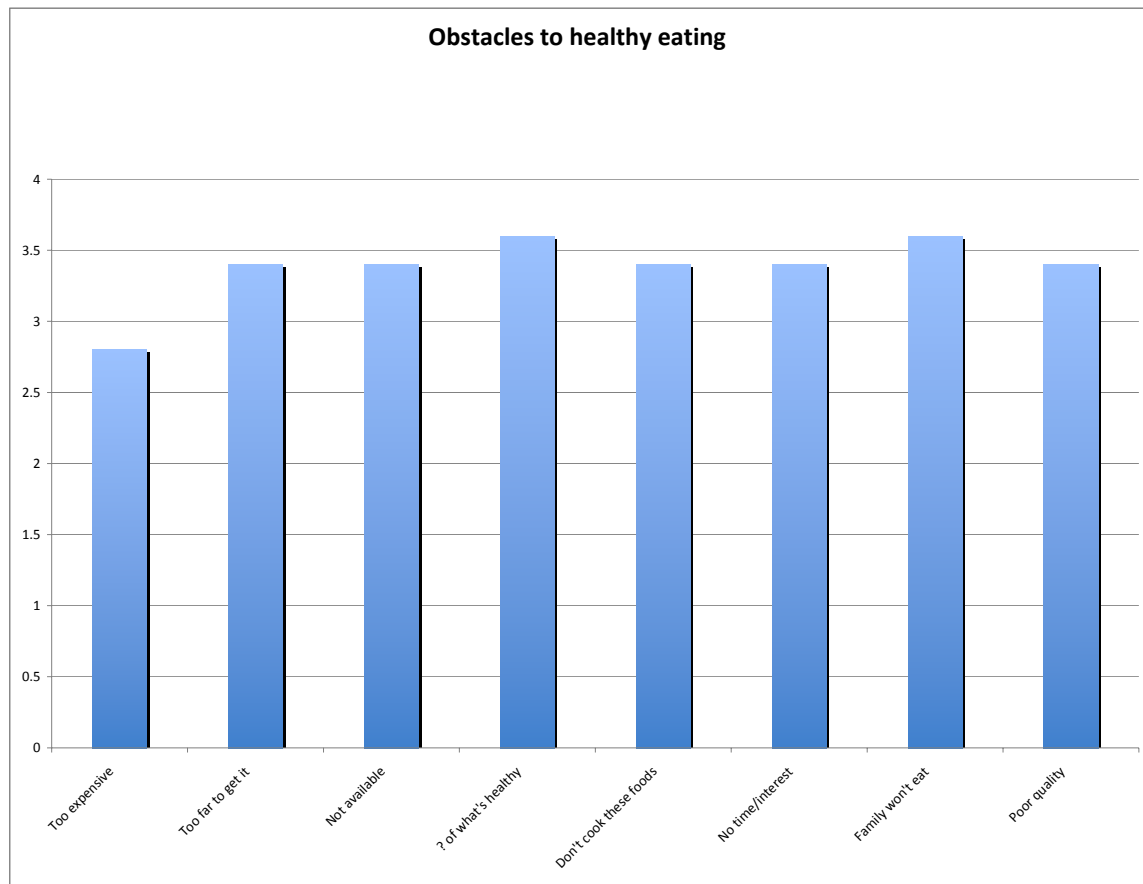
Overall, the cost of healthy foods presented the greatest challenge to healthy eating for respondents. Only in the 73rd Micro-zone was another barrier listed more highly (produce quality). No barriers were ranked above 4 (between somewhat and not at all), indicating that all of the factors do present a barrier. However, almost all scored between 3 and 4, indicating that other than cost, none presents more than “somewhat” of a barrier to the average respondent.

On average, respondents felt that all of the options offered (see below) would help them eat healthier. More than 7 out of 10 respondents answered that all options would help or somewhat help them eat healthier. More than 9 out of 10 said a supermarket, a community garden, and a produce stand would help or somewhat help them eat healthier.

7. Rate on a scale of 1-5 how much these factors are challenges to eating healthy:

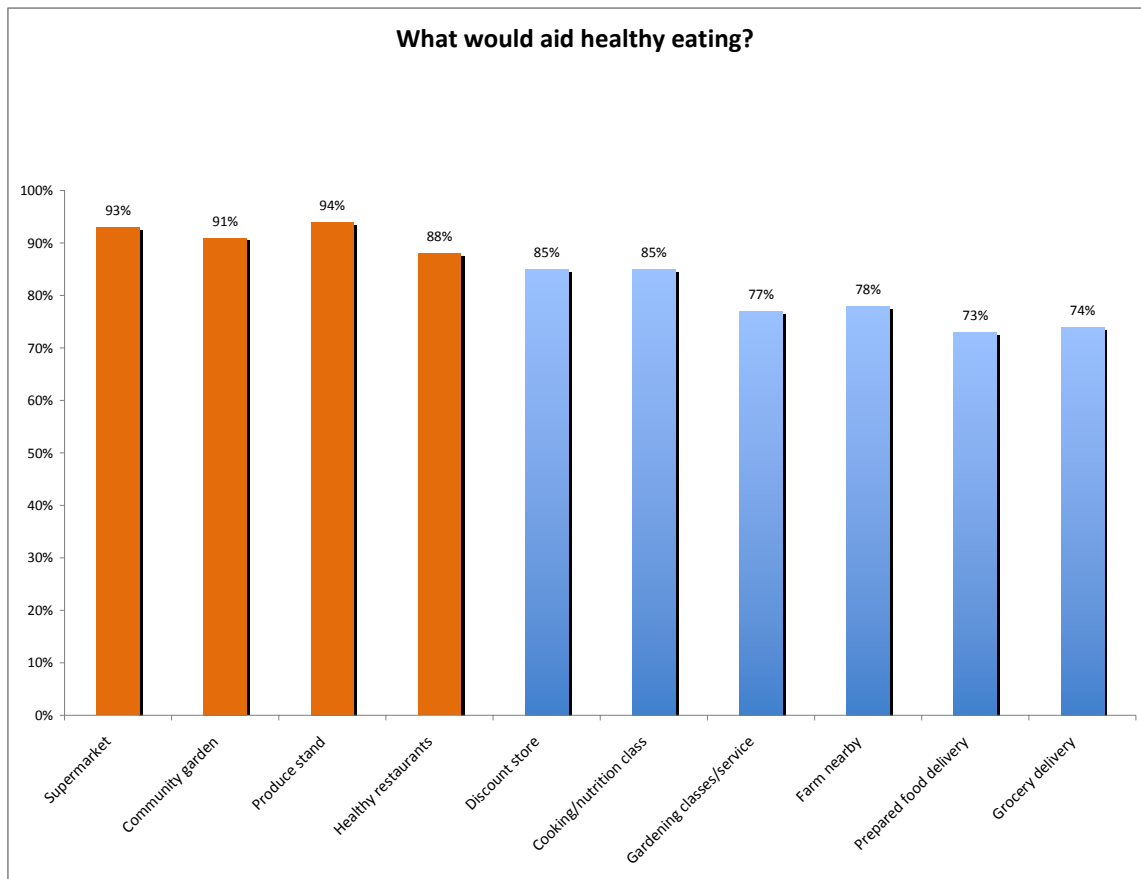
(1= very much; 3=somewhat; 5= not at all) Average score

	98 th and Edes	23 rd and Foothill	12 th and Peralta	Melrose	73rd and MacArthur	34 th and MLK	Over all
Healthy food too expensive	2.77	2.88	2.57	2.60	3.33	2.41	2.78
Takes too long to get healthy food	2.94	3.61	3.38	3.38	3.67	3.17	3.36
Stores don't sell healthy food I like	3.30	3.53	3.50	3.20	3.60	3.30	3.41
Don't know how to choose healthy food	3.54	3.61	4.0	3.30	3.60	3.49	3.58
Don't know how to cook healthy food	3.45	3.41	3.77	3.08	3.50	3.48	3.45
Don't have time or interest	3.30	3.32	3.60	3.00	3.50	3.40	3.36
Family won't eat healthy food	3.30	3.82	3.90	3.10	3.70	3.60	3.57
Stores sell poor quality food	3.30	3.54	4.00	4.00	3.00	3.00	3.38



8. Which of the following would be helpful to you to be able to eat healthier? Percent Yes

	98 th and Edes	23 rd and Foothill	12 th and Peralta	Melrose	73rd and MacArthur	34 th and MLK	Overall	Overall Yes + Somewhat
Supermarket	91	90	73	84	82	78	83	93
Community garden	88	77	54	66	76	76	74	91
Produce stand	83	78	72	79	52	86	75	94
Healthy restaurants	74	74	62	70	74	71	71	88
Discount store	75	72	67	73	60	45	65	85
Cooking/nutrition classes	76	69	53	61	63	42	61	85
Gardening classes/services	60	59	38	51	48	68	55	77
Farm nearby	69	56	40	54	51	67	57	78
Prepared food delivery	49	52	39	37	54	66	50	73
Grocery delivery	48	52	40	30	51	74	50	74



Physical Activity

Walking was the most common form of physical activity overall. In the 73rd and MacArthur and the 98th and Edes micro-zones more people engage in physical activity through sports than through walking. Overall, nearly 85% of residents report doing some form of physical activity.

Over half of respondents walk around their neighborhoods at least 2-3 times per week, including nearly one-third (30%) who walk around their neighborhoods every day. However, in 98th and Edes and Melrose neighborhoods, over one-third of respondents (35% in each neighborhood) stated that they never walk around their neighborhoods. The most common reason to walk around the neighborhood was to go shopping, followed closely by walking to reach public transportation. The 98th and Edes zone had a high rate of walking to go to school or work, and the 73rd zone had a high rate of walking for exercise.

Overall, less crime was listed as the most helpful to increase respondents' activity levels, followed by a cleaner environment and better maintained parks. In the 34th micro-zone, proximity to parks was also a salient factor. All factors were described as very helpful, helpful, or somewhat helpful. No factors were described as not helpful at all.

9. What kinds of physical activity do you do the most? Percent

	98 th and Edes	23 rd and Foothill	12 th and Peralta	Melrose	73rd and MacArthur	34 th and MLK	Overall
Walk	23	30	33	47	19	31	30
Run	13	9	4	7	13	11	10
Sports	29	20	17	18	30	15	22
Exercise - home	12	8	10	8	3	8	8
Exercise - gym	0	3	11	0	0	10	4
Bike	3	11	2	8	2	11	6
Work	5	1	6	0	3	5	3
Other	0	1	0	0	3	5	1.3
None	14	16	17	12	27	5	15

10. How often do you walk or bike around your neighborhood? Percent

	98 th and Edes	23 rd and Foothill	12 th and Peralta	Melrose	73rd and MacArthur	34 th and MLK	
Almost never	35	7	28	35	13	14	21
Once a month	5	5	5	2	10	9	6
Once a week	32	11	13	15	33	12	20
2-3 times a week	12	30	28	26	23	14	22
Every day	15	45	26	23	21	51	30

11. You walk/bike in your neighborhood in order to: Percent

	98 th and Edes	23 rd and Foothill	12 th and Peralta	Melrose	73 rd and MacArthur	34 th and MLK	Overall
Go shopping	72	56		52	82		46
Go to bus/BART	53	62		26	59		35
Go to school/work	38	46		19	25		22
Exercise	20	45		54	42		28
Other	7	3		6	1		3

12. Which would be helpful to you in order to be physically active?

(Rate on a scale of 1-5, 1=very helpful, 5= not at all) Average Score

	98 th and Edes	23 rd and Foothill	12 th and Peralta	Melrose	73 rd and MacArthur	34 th and MLK	Overall
Less traffic	2.7	1.9	2.8	2.2	2.6	2.4	2.5
Paths for walk/bike	2.4	2.1	2.4	2.0	2.5	2.2	2.3
Working bike	2.3	2.8	2.6	2.6	2.3	2.5	2.5
Park near house	2.2	2.2	2.7	2.0	2.5	1.7	2.2
Less crime	2.2	1.7	1.5	1.4	2.3	1.7	1.8
More police	2.4	2.5	2.1	1.9	2.9	2.6	2.4
Cleaner environment	2.1	1.9	2.0	1.4	2.5	1.9	2.0
Parks better maintained	2.1	1.9	2.1	1.4	2.5	1.8	2.0
Free time/energy	2.1	2.0	2.0	1.7	2.6	2.0	2.1
Structured programs	2.2	2.1	2.5	1.8	2.6	2.0	2.2
Indoor gym	1.9	2.2	2.4	1.7	2.4	2.0	2.1

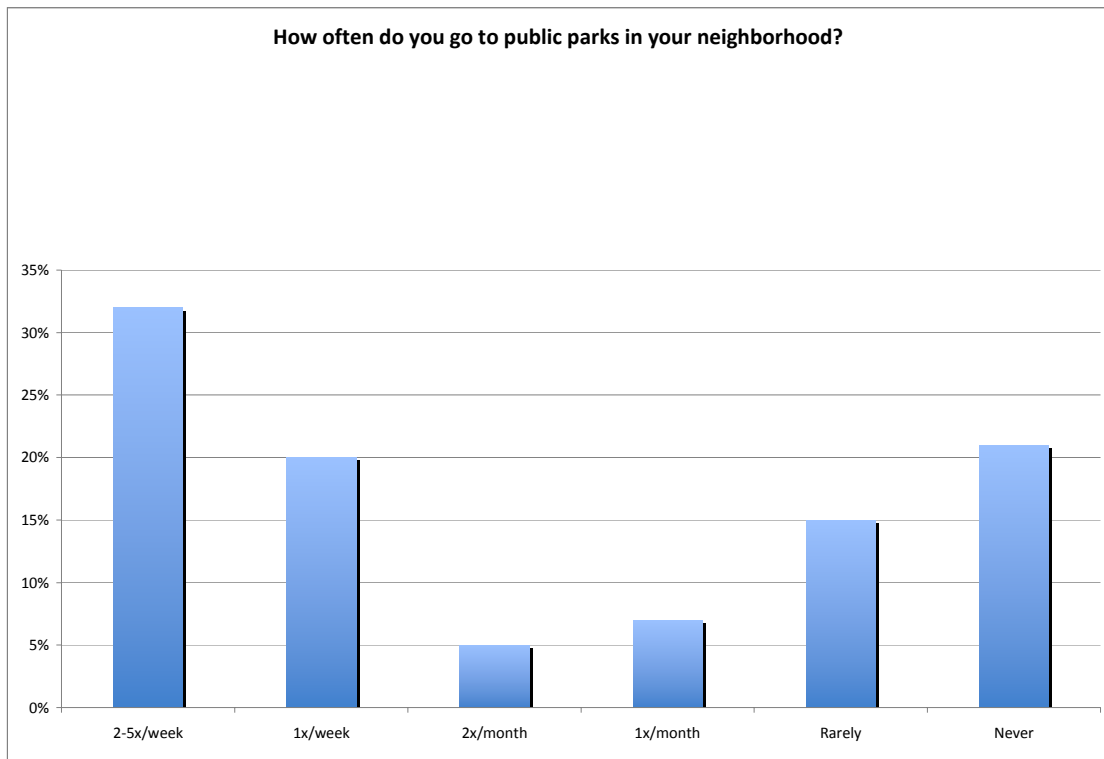
Neighborhood Parks

Over half of respondents go to a public park in their neighborhood once a week or more, while one in five (20%) never go to parks in their neighborhoods. Over half (54%) of people who use a neighborhood park walk or run to get there, while over one-third (37%) get there by car. Less than one in ten respondents regularly bike or take transit to a neighborhood park (7% bike, 1% transit).

Overall, respondents were split as to whether they felt the parks in their neighborhoods were safe. A review of the data by micro-zone suggests that feelings of park safety vary markedly by neighborhood. Overall, just over one-third of respondents (36%) said parks are safe, while just under one-third (32%) said parks are not safe. The last third (32%) said parks are sometimes safe. Table 15 presents data on perceived park safety by micro-zone.

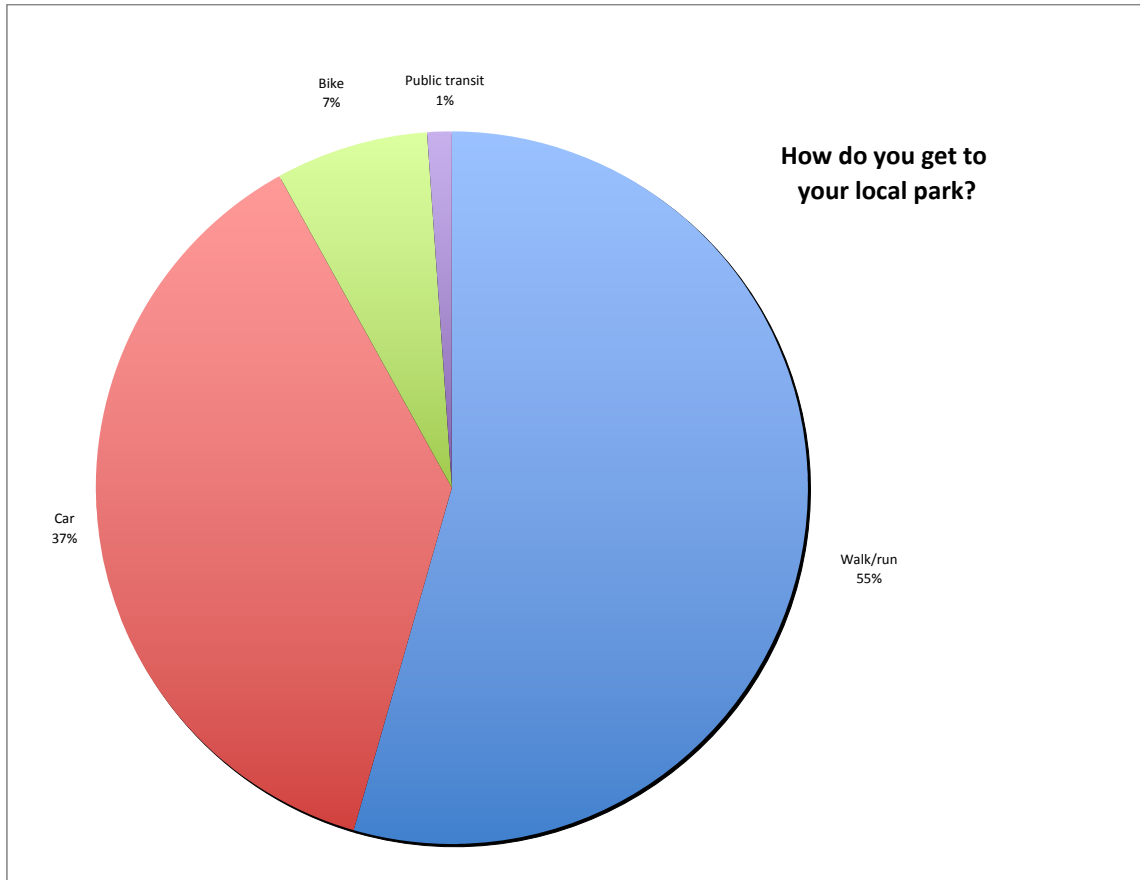
13. How often do you go to public parks in your neighborhood? Percent

	98 th and Edes	23 rd and Foothill	12 th and Peralta	Melrose	73 rd and MacArthur	34 th and MLK	Overall
2-5 times a week	34	35	15	32	52	20	32
Once a week	26	18	12	26	25	14	20
Twice a month	3	8	2	8	2	5	5
Once a month	3	9	15	6	5	5	7
Rarely	9	10	25	14	9	25	15
Never	27	20	30	15	7	32	21



14. How do you get to the park? Percent

	98 th and Edes	23 rd and Foothill	12 th and Peralta	Melrose	73rd and MacArthur	34 th and MLK	Overall
Walk/run	54	49	50	68	54	49	54
Car	38	37	46	29	36	38	37
Bike	5	10	2	3	10	11	7
Public transit	0	4	2	0	0	2	1

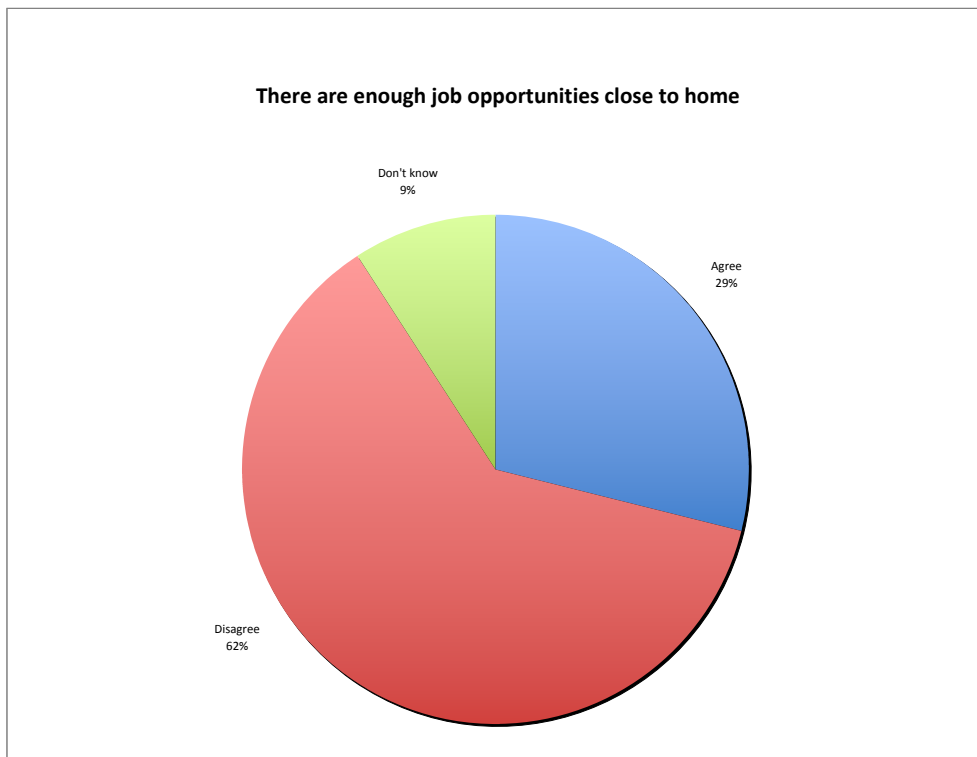
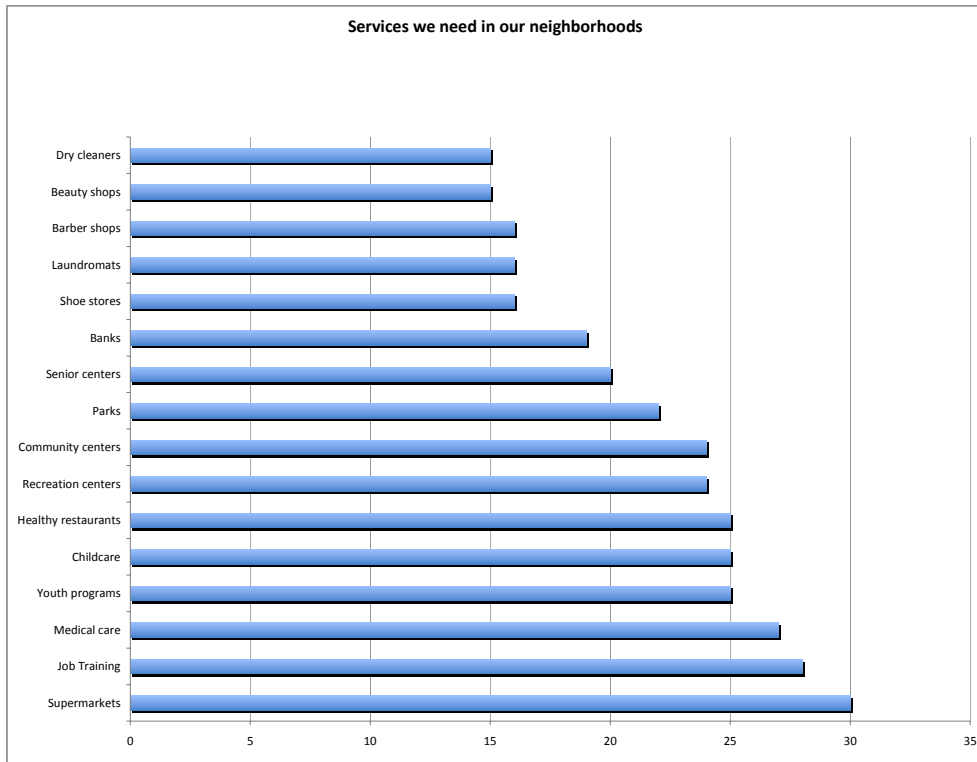


15. Do you feel that the park in your neighborhood is safe? Percent

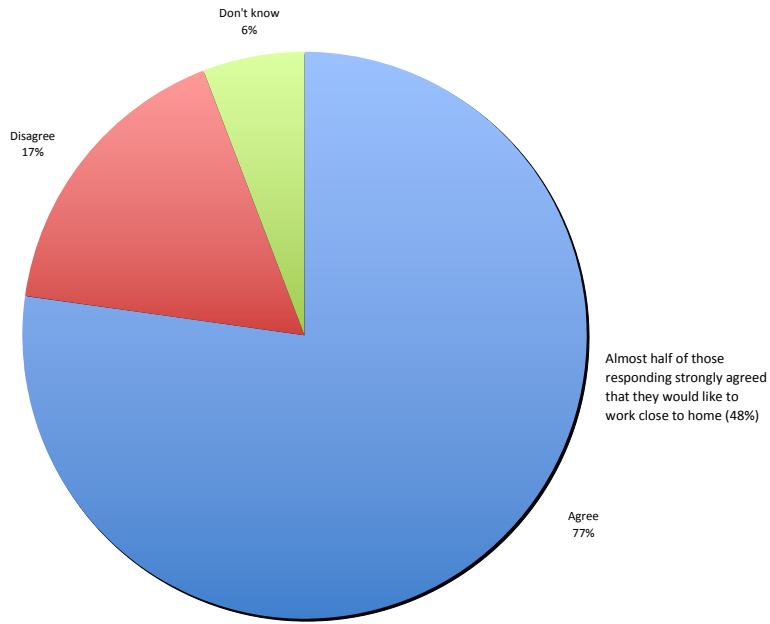
	98 th and Edes	23 rd and Foothill	12 th and Peralta	Melrose	73rd and MacArthur	34 th and MLK	Overall
Yes	37	43	16	22	64	26	36
No	45	23	47	39	6	39	32
Sometimes	18	34	37	39	31	34	32

Neighborhood Services, Job Opportunities and Employment

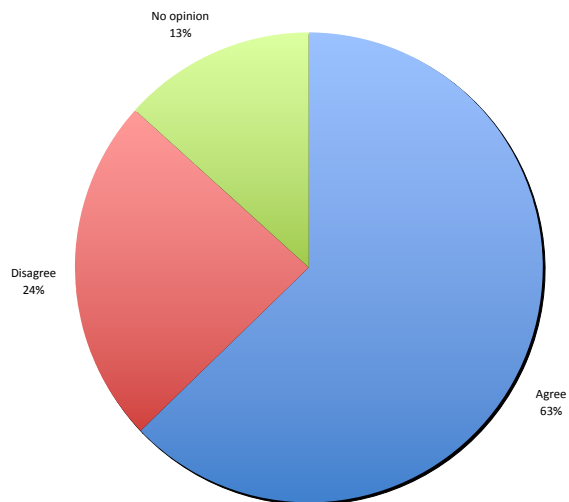
The Survey asked several questions about the neighborhood economy, ranging from the kinds of businesses people would like to see in the neighborhood to neighborhood employment and individual employment. The following tables and graphs show the responses to these questions.



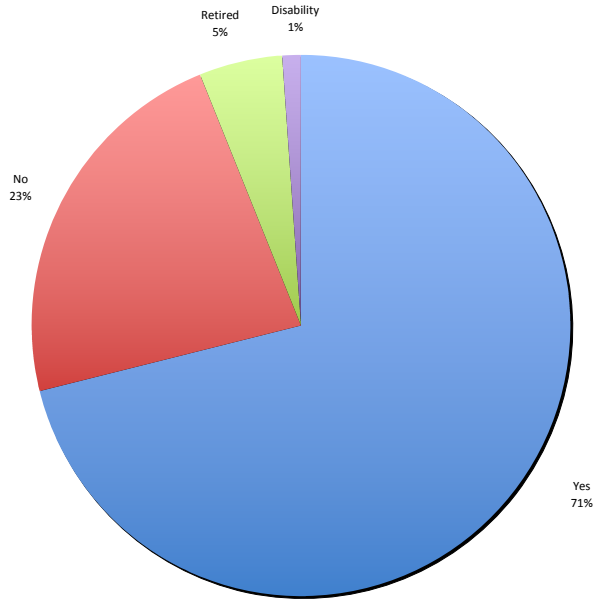
I would like to work close to home



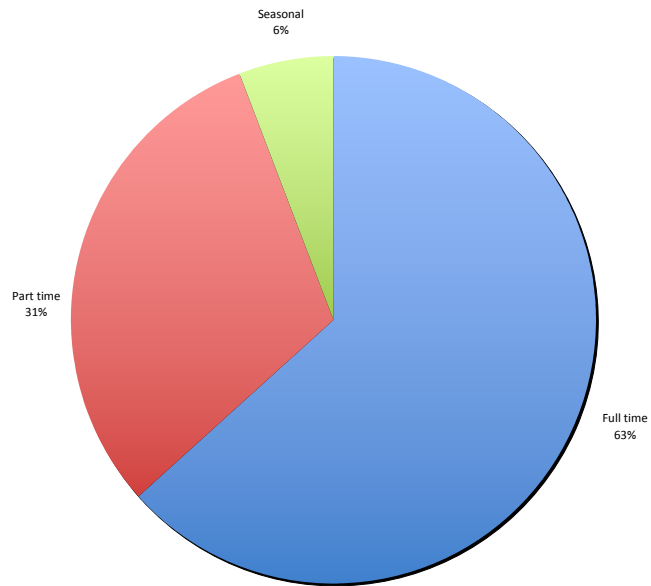
I would like to see more locally owned businesses in my neighborhood

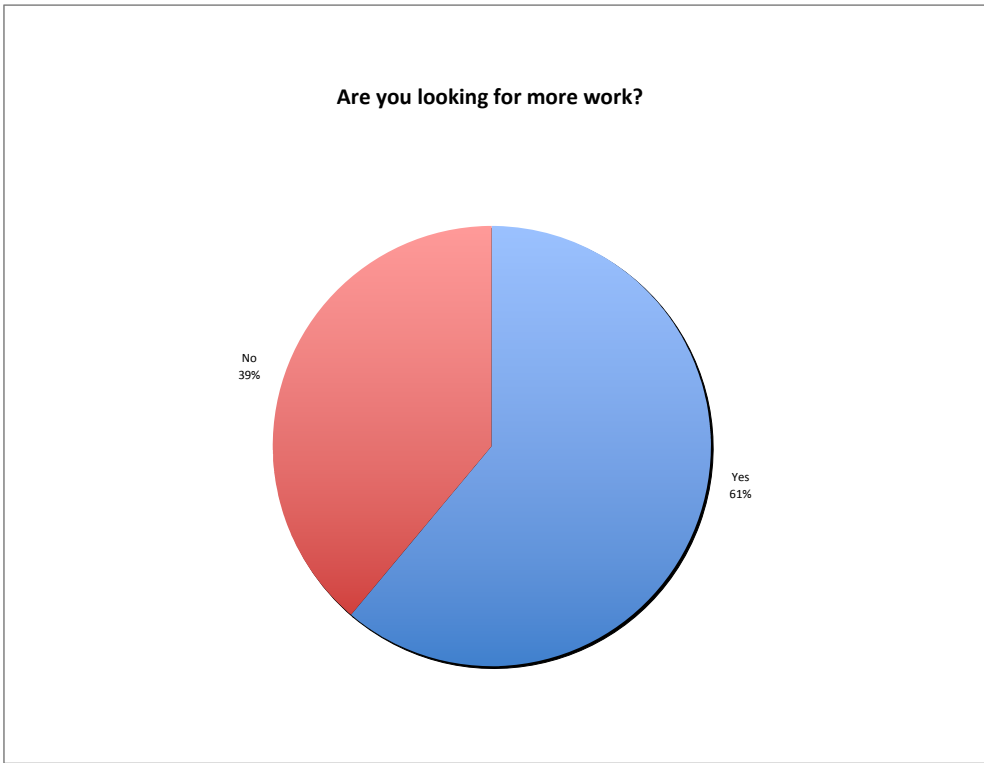


Do you currently work?



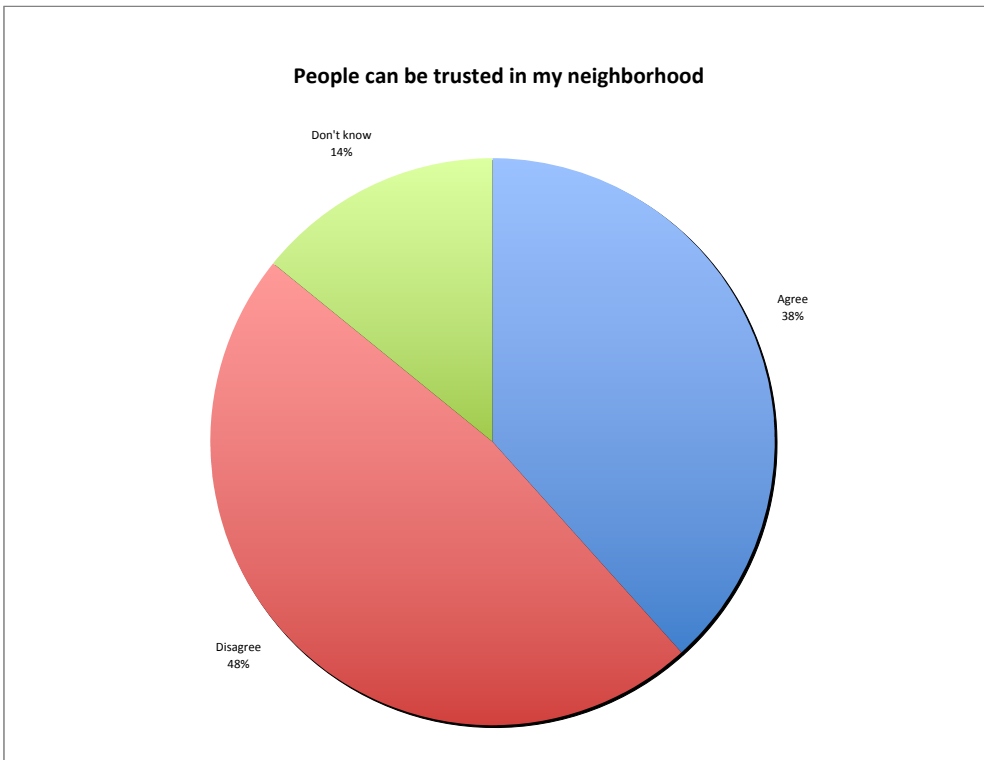
How much do you work?



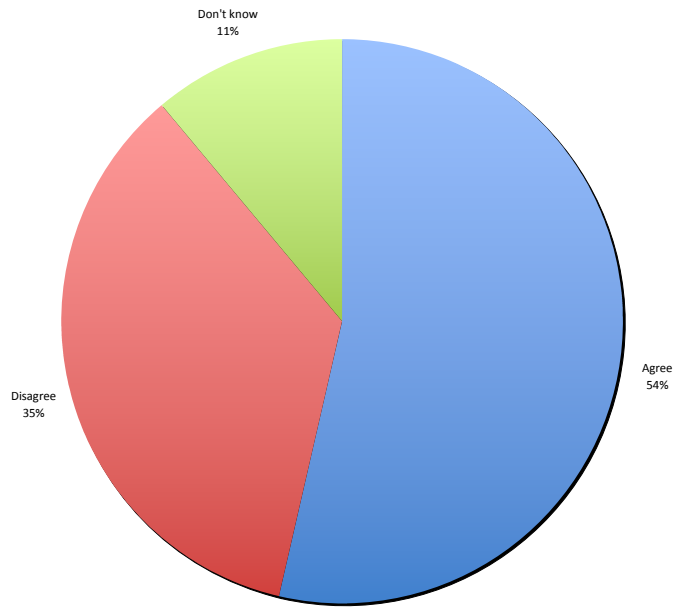


Perceptions of Social Capital

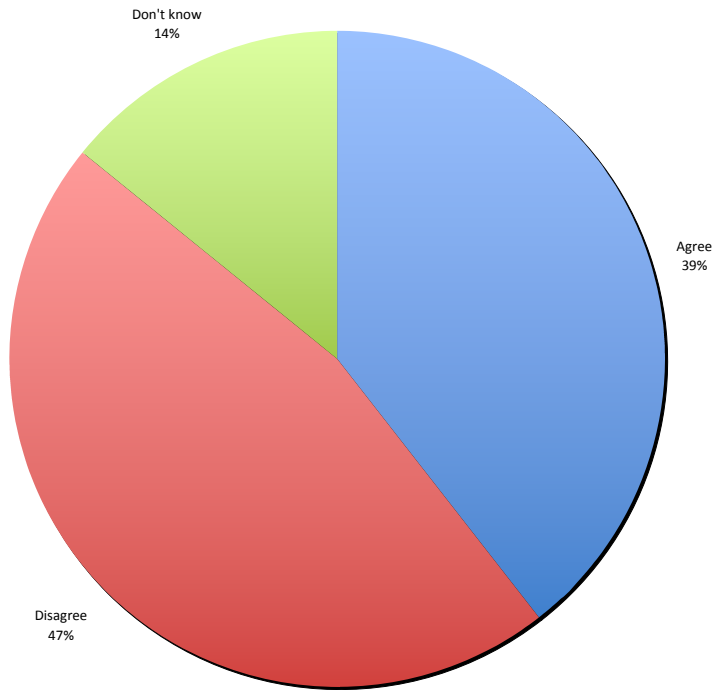
The survey asked people about several aspects of social capital. Social capital refers to the interpersonal assets within a group that helps to bind the people together and that supports coherent and cohesive group function.



People are willing to help their neighbors



My neighborhood is generally a safe place



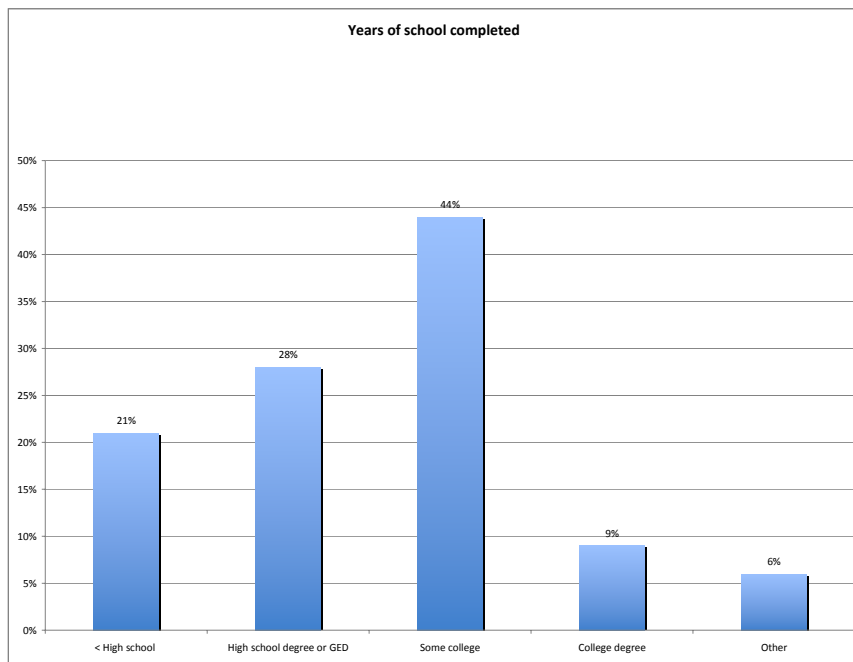
Additional Demographic Information

Number of respondents by age

	98 th and Edes	23 rd and Foothill	12 th and Peralta	Melrose	73rd and MacArthur	34 th and MLK
Total	101	98	102	100	98	83
Age 18-20	2	24	10	13	6	11
Age 21-24	20	15	8	16	30	21
Age 25-30	37	17	13	19	28	11
Age 31-40	27	24	15	24	28	11
Age 41-50	9	10	10	22	3	4
Age 51-65	3	5	33	6	2	0
Age 66+	3	3	13	0	1	0

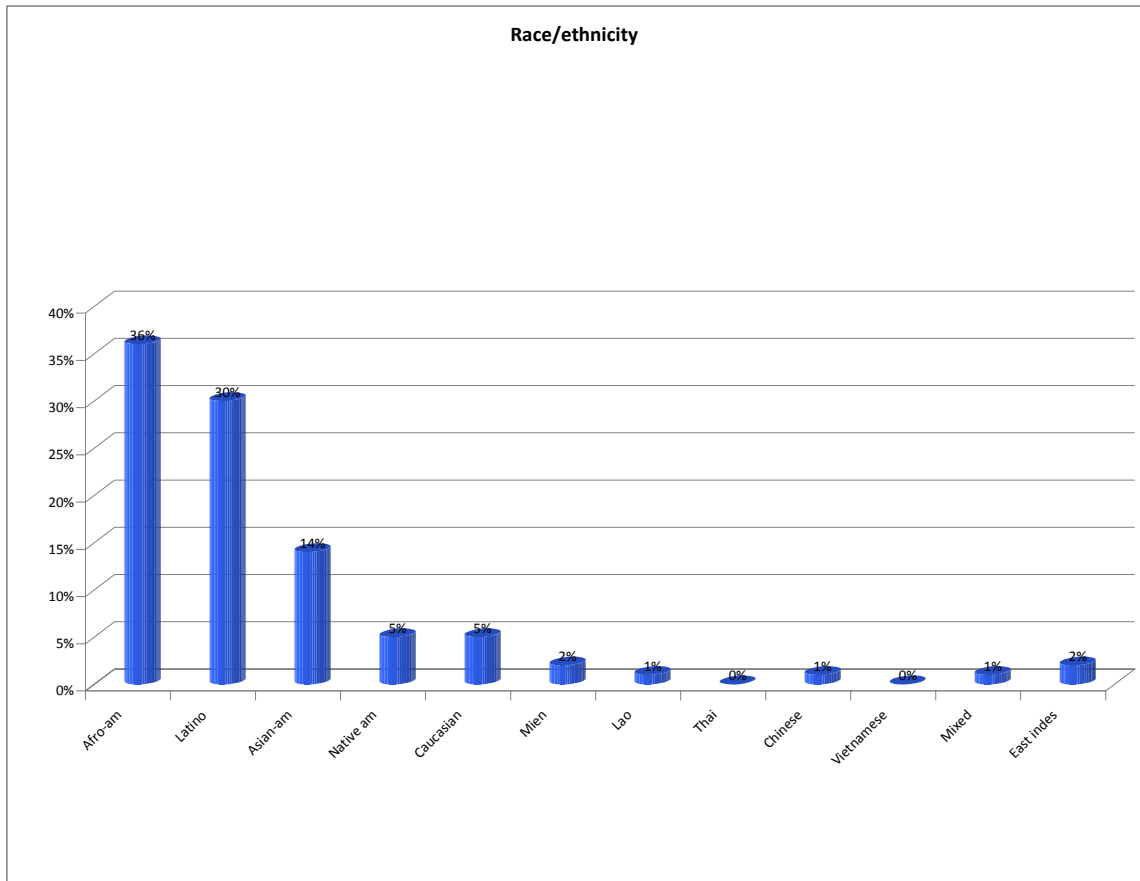
What is the highest level of education you have completed?

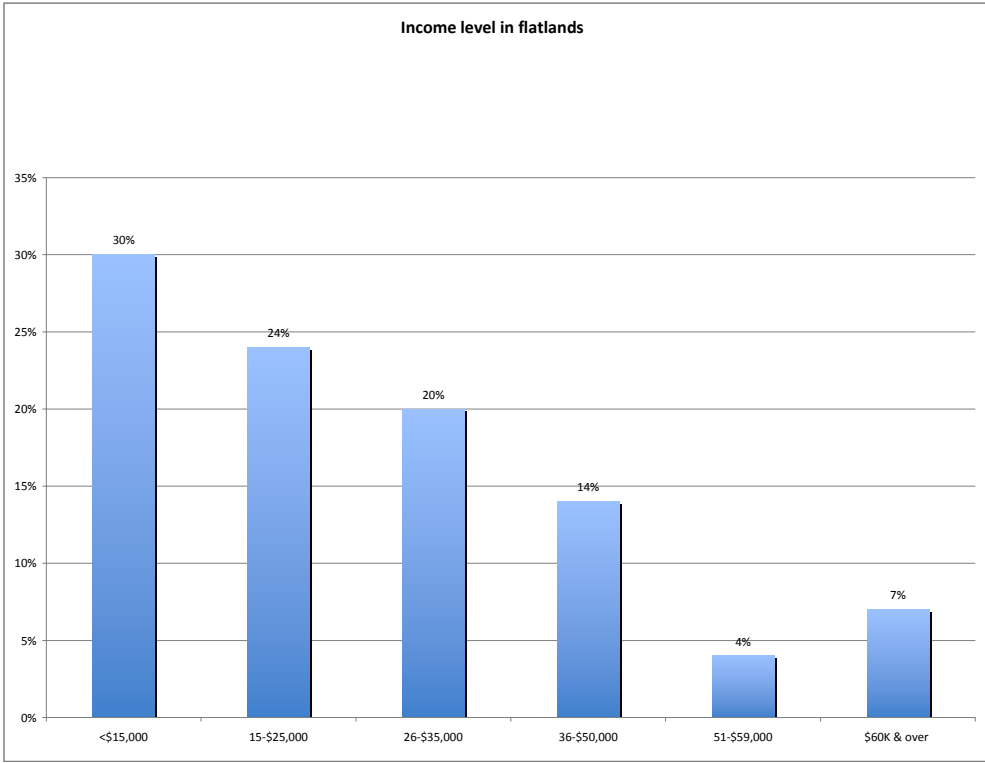
	98 th and Edes	23 rd and Foothill	12 th and Peralta	Melrose	73rd and MacArthur	34 th and MLK
< High School	23	30	8	25	22	13
High School	20	33	14	39	3	13
GED	0	11	0	3	0	33
< 2 year college	34	17	11	5	6	8
2 year college	15	13	11	5	6	8
<4 year college	3	9	19	3	2	8
4 year college	2	6	27	7	1	13
Other	3	11	11	5	5	0



What is your race/ethnicity

	98 th and Edes	23 rd and Foothill	12 th and Peralta	Melrose	73rd and MacArthur	34 th and MLK
African American	24	31	72	8	29	55
Latino	50	35	9	73	30	10
Asian American	18	10	6	18	25	5
Native American	5	0	3	0	10	10
Caucasian	0	4	9	0	0	20
Mien	0	12	0	0	0	0
Lao	0	4	0	0	0	0
Thai	0	0	0	0	0	0
Chinese	0	6	0	0	0	0
Vietnamese	0	0	0	0	0	0
Mixed		0	0	0	0	5
East Indies	3	0	0	0	0	0

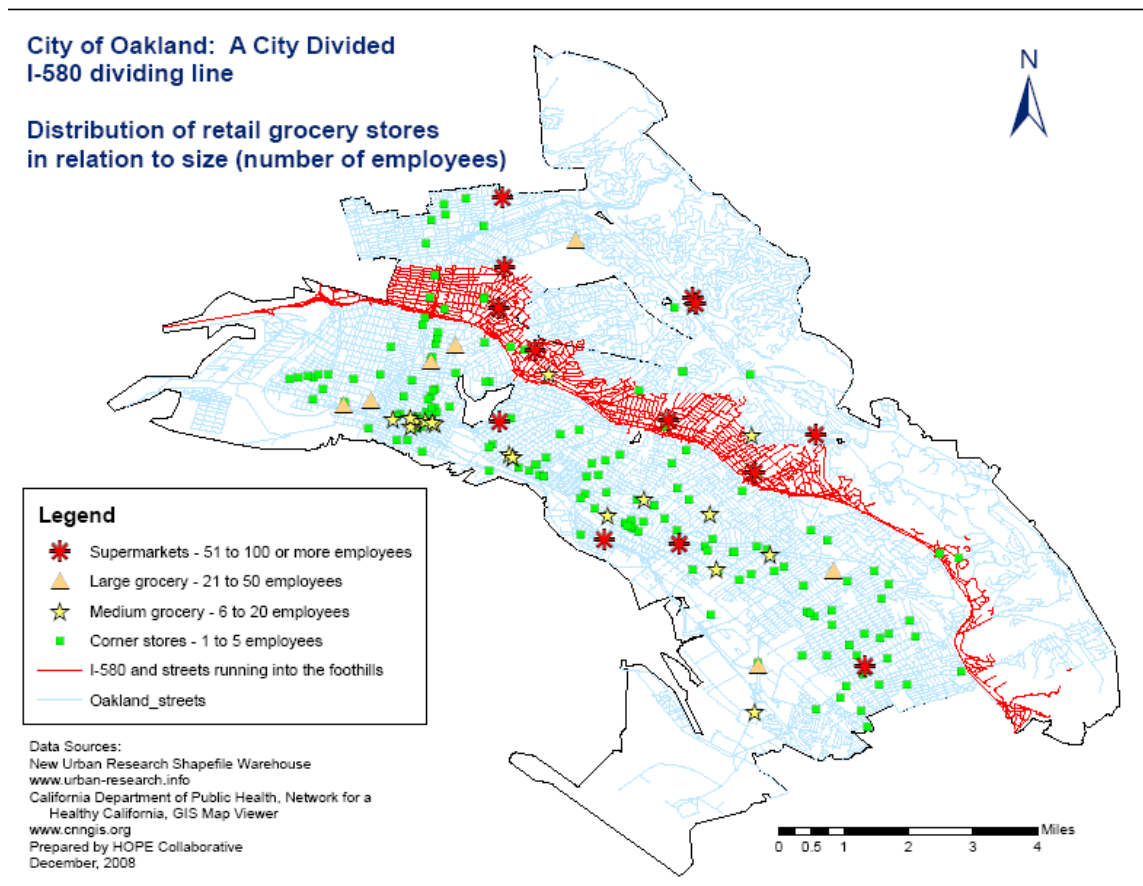




5. Grocery Store Study

Spatial Distribution of Food Stores in Oakland

To visually represent the special distribution of different kinds of food stores in Oakland, the addresses of all food stores in Oakland were downloaded the California Nutrition Network website. The stores were first classified by the number of employees. Stores with more than 50 employees were classified as supermarkets. Stores with 1 to 5 employees were classified as corner stores. These addresses were then geocoded using the ArcGIS version 9.3 geocoding program and mapped. The map is displayed below.



The map shows that there are nine supermarkets in the hills and four supermarkets in the flatlands. One of the supermarkets is a Lucky's close to Lake Merritt in an area that demographically resembles the hills. Another supermarket is a Latino store in Deep East Oakland. There are no supermarkets in West Oakland.



The entire supply of fresh fruit and vegetables, 98th and Edes micro-zone.



Center aisle selections, 98th and Edes micro-zone

Availability of Basic Food Items in Micro-zone Corner Stores.

The grocery store study used a list of 20 basic food items to determine availability of those items in micro-zone corner stores. The list of 20 food items is based on consumer food expenditures for home consumption. The following table shows that the percentage of consumer food expenditures for basic foods for home consumption is stable across race, ethnicity and incomes.

Consumer Food Expenditures for Basic Food Products for Home Consumption - 2006							
	Dollars						
	All Consumer Units	White and all other races	Asian	Black	Hispanic	Quintiles of Income	
						Lowest 20%	Highest 20%
Food at home	\$ 3,417	\$ 3,486	\$ 3,947	\$ 2,796	\$ 3,719	\$ 2,138	\$ 5,186
Basic food product categories							
Cereals and bakery products	\$ 446	\$ 455	\$ 524	\$ 366	\$ 427	\$ 276	\$ 673
Meat poultry fish and eggs	\$ 797	\$ 782	\$ 1,022	\$ 845	\$ 999	\$ 532	\$ 1,172
Dairy	\$ 368	\$ 390	\$ 298	\$ 237	\$ 384	\$ 227	\$ 540
Fruits and vegetables	\$ 592	\$ 605	\$ 884	\$ 432	\$ 735	\$ 370	\$ 933
Other food at home							
Other food at home (includes sugars, other sweets, fats and oils, miscellaneous foods, non-alcoholic beverages and food prepared on out-of-town trips)	\$ 1,212	\$ 1,254	\$ 1,219	\$ 916	\$ 1,173	\$ 733	\$ 1,867
	Percent						
Food at home	100%	100%	100%	100%	100%	100%	100%
Basic food product categories							
Cereals and bakery products	13%	13%	13%	13%	11%	13%	13%
Meat poultry fish and eggs	23%	22%	26%	30%	27%	25%	23%
Dairy	11%	11%	8%	8%	10%	11%	10%
Fruits and vegetables	17%	17%	22%	15%	20%	17%	18%
Percent of consumer expenditures for basic food products	64%	64%	69%	67%	68%	66%	64%
Other food at home							
Other food at home (includes sugars, other sweets, fats and oils, miscellaneous foods, non-alcoholic beverages and food prepared on out-of-town trips)	35%	36%	31%	33%	32%	34%	36%
Reference: Consumer Expenditures in 2006, Bureau Labor Statistics, http://www.bls.gov/cex/#tables							

The following tables show the availability of the 20 basic food items in corner store in each of the micro-zones.

98th and Edes: Brookfield Discount

	Units	2004 annual per capita consumption in units	98th and Edes population 2000	Total annual consumption	Unit price at Brookfield Discount, March 17, 2008	Total estimated sales for basic food product list
Food at home						
1	White and whole wheat flour	pounds	123.1	4,105	505,326 \$	1.25 \$ 631,657
2	Beef	pounds	65.8	4,105	270,109 \$	- \$ -
3	Pork	pounds	50.9	4,105	208,945 \$	- \$ -
4	Other meats (veal, lamb)	pounds	1.6	4,105	6,568 \$	- \$ -
5	Chicken	pounds	84.5	4,105	346,873 \$	- \$ -
6	Fish	pounds	5.5	4,105	22,578 \$	- \$ -
7	Eggs	dozen	21.0	4,105	86,205 \$	- \$ -
8	Fluid milk	gallons	23.7	4,105	97,289 \$	4.25 \$ 413,476
9	American cheese/other cheese	pounds	31.3	4,105	128,487 \$	- \$ -
10	Ice cream	gallons	3.4	4,105	14,048 \$	- \$ -
11	Apples	pounds	18.8	4,105	77,174 \$	- \$ -
12	Strawberries	pounds	5.5	4,105	22,578 \$	- \$ -
13	Broccoli	pounds	5.4	4,105	22,167 \$	- \$ -
14	Fresh potatoes	pounds	44.7	4,105	183,494 \$	- \$ -
15	Onions	pounds	20.4	4,105	83,742 \$	- \$ -
16	Tomatoes	pounds	16.4	4,105	67,322 \$	- \$ -
17	Potato chips	pounds	4.1	4,105	16,831 \$	6.66 \$ 112,015
18	Canned vegetables (mixed)	pounds	15.4	4,105	63,217 \$	1.65 \$ 104,212
19	Frozen vegetables (mixed)	pounds	16.9	4,105	69,375 \$	- \$ -
20	Canned tomatoes	pounds	70.4	4,105	288,992 \$	1.18 \$ 341,011
VALUE OF SALES OF 20 BASIC FOOD PRODUCTS PRODUCED IN SF BAY AREA						\$ 1,602,371
Per Person Price						\$ 390

12th & Peralta: Family Market

	Units	2004 annual per capita consumption in units	12th and Peralta population 2000	Total annual consumption	Unit price at Family Market, April 11, 2008	Total estimated sales for basic food product list
Food at home						
1	White and whole wheat flour	pounds	123.1	1,875	230,813 \$	0.99 \$ 228,504
2	Beef	pounds	65.8	1,875	123,375 \$	1.99 \$ 245,516
3	Pork	pounds	50.9	1,875	95,438 \$	2.98 \$ 284,404
4	Other meats (veal, lamb)	pounds	1.6	1,875	3,000 \$	2.59 \$ 7,770
5	Chicken	pounds	84.5	1,875	158,438 \$	1.19 \$ 188,541
6	Fish	pounds	5.5	1,875	10,313 \$	2.39 \$ 24,647
7	Eggs	dozen	21.0	1,875	39,375 \$	2.29 \$ 90,169
8	Fluid milk	gallons	23.7	1,875	44,438 \$	3.99 \$ 177,306
9	American cheese/other cheese	pounds	31.3	1,875	58,688 \$	1.20 \$ 70,132
10	Ice cream	gallons	3.4	1,875	6,417 \$	11.41 \$ 73,187
11	Apples	pounds	18.8	1,875	35,250 \$	0.99 \$ 34,898
12	Strawberries	pounds	5.5	1,875	10,313 \$	1.75 \$ 18,047
13	Broccoli	pounds	5.4	1,875	10,125 \$	\$ -
14	Fresh potatoes	pounds	44.7	1,875	83,813 \$	0.27 \$ 22,546
15	Onions	pounds	20.4	1,875	38,250 \$	0.59 \$ 22,568
16	Tomatoes	pounds	16.4	1,875	30,750 \$	1.59 \$ 48,893
17	Potato chips	pounds	4.1	1,875	7,688 \$	5.05 \$ 38,848
18	Canned vegetables (mixed)	pounds	15.4	1,875	28,875 \$	0.89 \$ 25,699
19	Frozen vegetables (mixed)	pounds	16.9	1,875	31,688 \$	1.49 \$ 47,214
20	Canned tomatoes	pounds	70.4	1,875	132,000 \$	\$ -
VALUE OF SALES OF 20 BASIC FOOD PRODUCTS PRODUCED IN SF THE BAY AREA						\$ 1,648,885
Per Person Price						\$ 879

23rd and Foothill

23rd and Foothill: El Ranchito

	Units	2004 annual per capita consumption in units	23rd and Foothill population 2000	Total annual consumption	Unit price at El Ranchito, April 4, 2008	Total estimated sales for basic food product list
Food at home						
1	White and whole wheat flour	pounds	123.1	9,265	1,140,522 \$	1.33 \$ 1,520,695
2	Beef	pounds	65.8	9,265	609,637 \$	1.69 \$ 1,030,287
3	Pork	pounds	50.9	9,265	471,589 \$	2.89 \$ 1,362,891
4	Other meats (veal, lamb)	pounds	1.6	9,265	14,824	\$ -
5	Chicken	pounds	84.5	9,265	782,893 \$	1.69 \$ 1,323,088
6	Fish	pounds	5.5	9,265	50,958 \$	3.99 \$ 203,320
7	Eggs	dozen	21.0	9,265	194,565 \$	2.99 \$ 581,365
8	Fluid milk	gallons	23.7	9,265	219,581 \$	3.50 \$ 768,532
9	American cheese/other cheese	pounds	31.3	9,265	289,995 \$	4.75 \$ 1,376,024
10	Ice cream	gallons	3.4	9,265	31,707 \$	23.92 \$ 758,429
11	Apples	pounds	18.8	9,265	174,182 \$	0.69 \$ 120,186
12	Strawberries	pounds	5.5	9,265	50,958 \$	0.99 \$ 50,448
13	Broccoli	pounds	5.4	9,265	50,031 \$	0.50 \$ 25,016
14	Fresh potatoes	pounds	44.7	9,265	414,146 \$	0.33 \$ 138,049
15	Onions	pounds	20.4	9,265	189,006 \$	0.25 \$ 47,252
16	Tomatoes	pounds	16.4	9,265	151,946 \$	0.69 \$ 104,843
17	Potato chips	pounds	4.1	9,265	37,987 \$	6.67 \$ 253,350
18	Canned vegetables (mixed)	pounds	15.4	9,265	142,681 \$	1.09 \$ 155,867
19	Frozen vegetables (mixed)	pounds	16.9	9,265	156,579 \$	2.29 \$ 357,894
20	Canned tomatoes	pounds	70.4	9,265	652,256 \$	1.14 \$ 741,708
VALUE OF SALES OF 20 BASIC FOOD PRODUCTS PRODUCED IN SF BAY AREA						\$ 10,919,241
Per Person Price						\$ 1,179

90th and MacArthur

90th and MacArthur: MacArthur Mini Mart

	Units	2004 annual per capita consumption in units	90th and MacArthur population 2000	Total annual consumption	Unit price at MacArthur Mini Mart, January 21, 2009	Total estimated sales for basic food product list
Food at home						
1	White and whole wheat flour	pounds	123.1	4,448	547,549 \$	1.35 \$ 739,191
2	Beef	pounds	65.8	4,448	292,678	\$ -
3	Pork	pounds	50.9	4,448	226,403 \$	1.99 \$ 450,542
4	Other meats (veal, lamb)	pounds	1.6	4,448	7,117 \$	1.98 \$ 14,091
5	Chicken	pounds	84.5	4,448	375,856	\$ -
6	Fish	pounds	5.5	4,448	24,464	\$ -
7	Eggs	dozen	21.0	4,448	93,408 \$	2.50 \$ 233,520
8	Fluid milk	gallons	23.7	4,448	105,418 \$	4.29 \$ 452,242
9	American cheese/other cheese	pounds	31.3	4,448	139,222 \$	5.98 \$ 832,550
10	Ice cream	gallons	3.4	4,448	15,222 \$	23.92 \$ 364,111
11	Apples	pounds	18.8	4,448	83,622 \$	1.30 \$ 108,709
12	Strawberries	pounds	5.5	4,448	24,464	\$ -
13	Broccoli	pounds	5.4	4,448	24,019	\$ -
14	Fresh potatoes	pounds	44.7	4,448	198,826 \$	1.99 \$ 395,663
15	Onions	pounds	20.4	4,448	90,739 \$	0.65 \$ 58,980
16	Tomatoes	pounds	16.4	4,448	72,947 \$	1.00 \$ 72,947
17	Potato chips	pounds	4.1	4,448	18,237 \$	5.32 \$ 97,020
18	Canned vegetables (mixed)	pounds	15.4	4,448	68,499 \$	1.59 \$ 108,868
19	Frozen vegetables (mixed)	pounds	16.9	4,448	75,171	\$ -
20	Canned tomatoes	pounds	70.4	4,448	313,139 \$	1.06 \$ 330,675
VALUE OF SALES OF 20 BASIC FOOD PRODUCTS PRODUCED IN THE SF BAY AREA						\$ 4,259,110
Per Person Price						\$ 958

Church & Avenal: Benny's Market

	Units	2004 annual per capita consumption in units	Church and Avenal population 2000	Total annual consumption	Unit price at Benny's Mkt., October 3, 2008	Total estimated sales for basic food product list
Food at home						
1	White and whole wheat flour	pounds	123.1	2,816	346,650 \$	1.50 \$ 519,974
2	Beef	pounds	65.8	2,816	185,293	\$ -
3	Pork	pounds	50.9	2,816	143,334	\$ -
4	Other meats (veal, lamb)	pounds	1.6	2,816	4,506	\$ -
5	Chicken	pounds	84.5	2,816	237,952	\$ -
6	Fish	pounds	5.5	2,816	15,488	\$ -
7	Eggs	dozen	21.0	2,816	59,136 \$	2.25 \$ 133,056
8	Fluid milk	gallons	23.7	2,816	66,739 \$	4.00 \$ 266,957
9	American cheese/other cheese	pounds	31.3	2,816	88,141 \$	6.98 \$ 615,223
10	Ice cream	gallons	3.4	2,816	9,637	\$ -
11	Apples	pounds	18.8	2,816	52,941 \$	1.00 \$ 52,941
12	Strawberries	pounds	5.5	2,816	15,488	\$ -
13	Broccoli	pounds	5.4	2,816	15,206	\$ -
14	Fresh potatoes	pounds	44.7	2,816	125,875 \$	0.99 \$ 124,616
15	Onions	pounds	20.4	2,816	57,446 \$	0.69 \$ 39,638
16	Tomatoes	pounds	16.4	2,816	46,182 \$	0.99 \$ 45,721
17	Potato chips	pounds	4.1	2,816	11,546 \$	8.45 \$ 97,537
18	Canned vegetables (mixed)	pounds	15.4	2,816	43,366 \$	1.38 \$ 59,672
19	Frozen vegetables (mixed)	pounds	16.9	2,816	47,590	\$ -
20	Canned tomatoes	pounds	70.4	2,816	198,246 \$	1.53 \$ 1,674,786
VALUE OF SALES OF 20 BASIC FOOD PRODUCTS PRODUCED IN THE SF BAY AREA						\$ 3,630,121
Per Person Price						\$ 1,289

Estimate of Per Person Consumer Food Expenditures for Home Consumption

The corner stores in the micro-zones did sell all 20 basic food items on the list. In addition, the neighborhood surveys indicated that most people shop at supermarkets for food for home consumption. Thus we collected data on prices for the 20 items on the basic food items list in a wide range of corner stores and supermarkets in Oakland. Oakland residents can purchase the full list of 20 items only in larger grocery stores and supermarkets. Corner stores usually have only a limited number of the 20 items. The listening session and community survey data indicate that most Oakland residents shop in the larger supermarkets.

The following table shows the 20-item list, per capita consumption for each item, and the annual per person expenditure for the 20-items on the list for the Safeway store at 51st and Broadway.

Safeway: 5130 Broadway Blvd

	Units	2006 annual per capita consumption in units	34th and MLK population 2000	Total annual consumption	Unit price at Safeway, July 23, 2008	Total estimated sales for basic food product list
Food at home						
1	White and whole wheat flour	pounds	122.3	3,009	368,001 \$	1.39 \$ 511,521
2	Beef	pounds	65.6	3,009	197,390 \$	3.49 \$ 688,892
3	Pork	pounds	48.9	3,009	147,140 \$	4.69 \$ 690,087
4	Other meats (lamb shoulder chop)	pounds	1.5	3,009	4,514 \$	5.69 \$ 25,682
5	Chicken	pounds	87.5	3,009	263,288 \$	1.49 \$ 392,298
6	Fish	pounds	6.5	3,009	19,559 \$	3.99 \$ 78,038
7	Eggs	dozen	21.0	3,009	63,189 \$	3.49 \$ 220,530
8	Fluid milk	gallons	21.0	3,009	63,189 \$	3.59 \$ 226,849
9	American cheese/other cheese	pounds	32.5	3,009	97,793 \$	3.81 \$ 372,589
10	Ice cream	gallons	3.2	3,009	9,629 \$	6.81 \$ 65,572
11	Apples	pounds	17.8	3,009	53,560 \$	1.99 \$ 106,585
12	Strawberries	pounds	6.1	3,009	18,355 \$	1.75 \$ 32,121
13	Broccoli	pounds	6.1	3,009	18,355 \$	1.33 \$ 24,412
14	Fresh potatoes	pounds	37.3	3,009	112,236 \$	0.50 \$ 56,118
15	Onions	pounds	21.6	3,009	64,994 \$	0.80 \$ 51,996
16	Tomatoes	pounds	19.9	3,009	59,879 \$	1.99 \$ 119,159
17	Potato chips	pounds	18.9	3,009	56,870 \$	5.05 \$ 287,194
18	Canned vegetables (mixed)	pounds	14.4	3,009	43,300 \$	0.74 \$ 32,042
19	Frozen vegetables (mixed)	pounds	11.6	3,009	34,904 \$	1.00 \$ 34,904
20	Canned tomatoes	pounds	64.5	3,009	194,081 \$	1.11 \$ 215,429
VALUE OF SALES OF 20 BASIC FOOD PRODUCTS PRODUCED IN SF BAY AREA						\$ 4,232,019
Per Person Price						\$ 1,406

We estimated annual per person food expenditures by multiplying product price for each of the 20 items by per capita consumption for each item, based on USDA per capita consumption data. We then estimated aggregate expenditures for Oakland flatland residents by multiplying the annual per person food expenditure by the population of the flatlands. The following list shows the per person food expenditure based on prices at eight Oakland supermarkets and large grocery stores. The median per person expenditure is \$1,296 annually.

- Gazzali's, 70th and Bancroft: \$904
- Lucky's, Fruitvale: \$1,102
- Mi Pueblo, High and Bancroft: \$1,208
- Pac N Save, San Leandro: \$1,260
- Trader Joe's, Lake Merritt: \$1,333
- Safeway, 51st and Broadway: \$1,406
- Berkeley Bowl, near North Oakland: \$1,663
- Farmer Joes, Fruitvale and MacArthur: \$1,824
- Median approximately \$1,296 per person per year

The data indicate that people living west of I-580 in Oakland's most vulnerable neighborhoods in the aggregate spend \$369 million to buy just 20 food items each year. That expenditure is a very large economic engine that could drive the development of local neighborhood economies.

Grocery Store Owner Questions

During the corner store visit in each micro-zone the walk-the-block team member asked the store owner a set of questions. The following section presents the questions and the answers for each corner store.

1. How long have you owned/managed this store? What do you like best about this business? What do find the most difficult?

98th and Edes

Brookfield Discount: 2 years -other owner, 20 years. Communication is really difficult

Norman and Danny (store name not written down): 4 years; like serving the people best; most difficult is built the produce case but might not be able to get food out fast enough to make a profit. Safety is also an issue- 911 is slow to respond

Silver Gas: Too many shootings and killings; drug dealers and crack fiends; police keep it clean

12th and Peralta

6 months; you have to do it; everything is hard

23rd and Foothill

El Ranchito (Mike): Since 1998; also has Mi Pueblo; lived here 18 years, just bought house

T & K Market (Sam): 15 years; has lived here 50 years; likes that he knows everyone, who is good and who is not.

90th and MacArthur

Emphasizes that it is not safe especially after dark; not a good neighborhood

Church and Avenal

2 years; new owner; likes the neighborhood and knows the people

2. Where do you buy the goods that you sell at your store? (Which suppliers do you use?)

Why do you buy from these sources? *Probe: Price? Convenience?*

98th and Edes

Norman and Danny: Wholesale from Costco, Jetro, Pitco; buy from them because it is convenient and they have everything at good prices

Silver Gas: There are already grocery stores – use to carry more stuff but changed owners; last guy bought stuff and lose ½ million dollar. History of lost money. Owner is Palestinian guy who sold it to an Indian guy who lost money so the original owner took it back.

12th and Peralta

Western Farmer; Petco; shop there always

23rd and Foothill

El Ranchito (Mike): Jack London Square Wholesalers on Mon., Fri. and sometimes Thurs.; has own truck and picks everything up

90th and MacArthur

Produce Market

Church and Avenal

[No answer]

3. Do people buy fruits and vegetables? What are your best-selling items?

98th and Edes

Norman and Danny: We were selling well until we remodeled; now need to get word out that we have vegetables available; we use to only have fruit, but now groceries since we remodeled.

12th and Peralta

Yes, all of it

23rd and Foothill

T & K Market (Sam): Sells onions and potatoes; sometimes people don't buy fruits and vegetables quick enough

90th and MacArthur

Students like the sandwiches; they are cheap and healthy

Church and Avenal

Slow: people go to big market; people like tomatoes, onions and potatoes best

4. How do you decide what to sell? Do customers ever tell you that there are items they would like you to sell in your store? If yes, what do you do with such requests?

98th and Edes

Norman and Danny: Whatever we bring in we sell; people ask for more groceries and fresh fruit

Silver Gas: No, owner decides

12th and Peralta

Customers let me know; they give feedback about what they want

23rd and Foothill

El Ranchito (Mike): Our people (Yemeni) have owned stores here for 1,000 years

90th and MacArthur

[No answer]

Church and Avenal

Habib [store owner] makes the decisions what to sell

5. How often do you purchase produce? From where? Do you buy directly from any local farmers? What are the obstacles to buying and carrying more fresh produce?

98th and Edes

Brookfield Discount: Purchase from Pitco and Jetro Foods; Do not yet carry fresh produce; waiting to get refrigeration

Norman and Danny: Use to bring in cases every week; we got produce from produce company in Hayward; do not buy directly from farmers; city had a meeting about buying local, but nothing ever came from it

12th and Peralta

Purchase from Leo Grande Bros. no direct buying- it's too hard; plan to put in more produce

23rd and Foothill

[No answer]

90th and MacArthur

[No answer]

Church and Avenal

It's slow; people go to the larger markets

6. Do you accept EBT? WIC?

98th and Edes

Norman and Danny: Yes

Silver Gas: No

12th and Peralta

Yes on EBT; no on WIC

23rd and Foothill

[No answer]

90th and MacArthur

[No answer]

Church and Avenal

Yes

7. Do you live in the neighborhood? How would you describe your relationship with the community? Do you feel part of it?

98th and Edes

Norman and Danny: Yes; very much a part of it

12th and Peralta

No

23rd and Foothill

[No answer]

90th and MacArthur

[No answer]

Church and Avenal

Yes, live upstairs

8. What kind of business assistance do you receive or would you like to receive from local governments and organizations? (grants or loans to purchase equipment, training in finance/small business management, cooperative purchasing with other small stores, etc). Would you be interested in a program that helped with the distribution of fresh fruits and vegetables to area stores?

98th and Edes

Norman and Danny: OBDC; loan for deli expansion; interested in non-profit

12th and Peralta

[No answer recorded]

23rd and Foothill

[No answer]

90th and MacArthur

[No answer]

Church and Avenal

None

6. Community Mapping Sessions

The micro-zone assessment includes a two-stage community mapping process in each of the micro-zone areas. To date, both stages of mapping are complete in 3 of the micro-zones, one stage is completed in 1 micro-zone area, and in 2 micro-zones, no mapping sessions have been held.

Methodology

At the beginning of the first mapping session, survey responses and listening session themes were shared with participants to establish a sense of what issues their neighbors had raised to date in the HOPE Collaborative micro-zone assessment process. Participants were then asked whether they agreed, and if they felt that anything significant was missing from the data generated during the surveys and listening session.

Participants were divided into small groups to work with the maps of the micro-zone area created during the visual inventory. Depending on meeting attendance, group size ranged from 4 to 10. Each group was given an urban design toolkit which included paper cut-out symbols for a range of structures and programs, including street trees, gardens, improved intersections, transit routes, policing programs and more. The design toolkit was created based on themes that arose during listening sessions and during conversations with community residents. In addition to the toolkit, participants were given blank sheets of paper, markers, pens, glue sticks and scissors, and were asked to draw, write, or stick symbols on the map. The two questions that participants were asked to answer were, “What would make it easier for you to eat well in your neighborhood?” and “What would make it easier for you to be more active in your neighborhood?”



Small group discussion of neighborhood change



Presenting results

Each group had 25-30 minutes to work together on designing their map. Each group was asked to choose a recorder who would ensure that all ideas were captured somehow, and a speaker who would represent the group. At the end of the small group breakout, each group's speaker was given 5-7 minutes to share what their group had identified as needed changes in the neighborhood. These presentations were recorded digitally, using a voice recorder and, in most cases, a video camera.

At the second mapping session in each micro-zone, the maps were brought back to the group for viewing, and the group was again split into smaller teams to work on prioritizing the issues raised. Participants were asked to identify which of these changes should be emphasized as short-term goals and as long-term goals, and to identify who might be some strategic allies to work with to achieve these goals.

Findings

The table on the following page was created using the audio recordings and notes listed from the completed mapping sessions. The solutions raised by groups in each of the micro-zone areas were clustered into themes, and are separated according to the micro-zone at which that idea arose. Within each theme cluster, solutions that were identified in several micro-zones are listed first, and are listed based on the number of times each idea recurred across micro-zones. For example, if a solution was raised across all four micro-zones, it is listed across all four micro-zones at the top of that cluster area. If another within that cluster was raised at three, it would be listed next, and so on. The organization of this data does not take into consideration which solutions were identified at the first mapping session and which were reiterated at the second.

Theme

Each theme includes several specific actions with a citation referring to the micro-zone or micro-zones where the mapping session elicited that specific action. The following list provides the citation codes for the micro-zones:

90M = 90th and MacArthur
98E = 98th and Edes
23F = 23rd and Foothill
WB = West & Brockhurst

Pedestrian Safety

- Crosswalk lighting (90M, 98E)
- Traffic calming (90M, 98E, 23F)
- Sidewalk installation/improvement (90M, 98E)
- Street-crossing improvement (23F, WB)
- Intersection improvement (90M)
- Street light installation/improvement (98E, WB)
- Reflectors on speed bumps (98E)
- Stop signs (23F)
- Stoplights by school (WB)
- Crossing guards (WB)

Bicycles/Transit

- Bike lanes (90M, 98E, 23F)
- More buses (98E, WB)

- Buses to retail (98E)
- Covered bus shelter (90M)

Community Space

- Library (90M, 23F, WB)
- Tool lending library (98E)
- Community gathering that includes adults (90M)
- Community center with regular activities (23F)
- Community Center (WB)
- Cafes (90M)
- Cafes and restaurants (98E, WB)
- Kiosk/bulletin board (90M, 98E, WB)
- Play area for young children (90M, 23F)
- Community clinic and gunshot clinic (90M)
- Community clinic (98E)
- Youth space near school (23F)
- Youth center (WB)
- Mailboxes (90M)
- Post office (98E)
- Open schoolyard (90M)
- Gated parks for safety (98E)
- Park maintenance (98E)
- Public outdoor market (23F)
- Small parks (WB)
- Running tracks (WB)
- Gym(WB)
- Community creek stewardship (90M)
- Deal with dumping (98E)

Policing

- Police from neighborhood (90M, 98E, 23F, WB)
- Walking/bike police (90M, 98E)
- Neighborhood associations (98E)
- Neighborhood watch (WB)
- Police station (WB)

Community Activities

- Art and music programs (90M, 98E)
- Art and music programs for youth and adults (WB)
- Recreation programs (90M, WB)
- Youth sports programs led by other youth (leadership development needed (98E)
- Adult recreation programs (23F)
- Community events like night out (90M)
- Block parties (23F)
- Job training and career training (WB)

- Youth job programs (23F)
- Community programs at schools (23F)
- After school programs (WB)
- Neighborhood cleanup (23F)
- Cultural awareness/competency (23F)
- Gang intervention (23F)
- Resident council on health and entrepreneurship (needs leadership development (98E)
- Parenting programs (98E)

Street Improvements

- Art/Murals (90M, 23F, WB)
- Street Trees (98E, 23F, WB)
- Edible Trees (98E, WB)
- Neighborhood ID/Welcome Sign (90M, 98E)
- Green Sidewalks as Community Project (23E)

Limitations of the Assessment

The micro-zone assessment has a number of limitations. The assessment covered only six small geographic areas in Oakland. The demographic data is from Census 2000—nine years old and the neighborhoods are certainly different today than they were in 2000. During the walk-the-blocks, we spoke only to the people operating the corner stores at the times of our visits. In most cases, however, we spoke to the store owner. The listening sessions used a small number of questions asking directly about the main focus areas of the project—food access, built environment and the local economy. In two micro-zones the first listening session had only a small number of residents so repeated the listening session in those areas. We used convenience samples for the survey, although the sample size was certainly large. The estimation of consumer expenditures for food to cook at home uses a number of assumptions. The most vulnerable assumption is that people in the flatlands consume the 20 basic food items in quantities that match the averages for all consumers published by the USDA. We need much better data for food consumption specific to the very diverse neighborhoods in the flatlands. The community mapping sessions, like the listening sessions, present subjective data.

On the other hand, the multiple methods used for this assessment identified converging experiences and perspectives of neighborhood residents, the primary stakeholders for the HOPE Collaborative, in a very robust way.

Conclusions and Recommendations

The participants in the HOPE Collaborative will determine the conclusions and recommendations from all data sources—the meta-analyses, the micro-zone assessment and in particular their own everyday living experience in Oakland. During the months of April

and May, 2009, HOPE Collaborative members will use the data to complete a homework assignment. The following paragraphs present the homework assignment.

HOMEWORK Assignment for HOPE Collaborative Members

A group of organizations, institutions, and community residents formed the HOPE Collaborative to improve health and quality of life by transforming the food and fitness environments in Oakland neighborhoods suffering the most from health disparities. We are now coming to the end of our planning process—the HOPE Collaborative will soon submit a Community Action Plan (CAP) to our funders that includes practices and policies that address some of the health disparities in Oakland.

During the planning process, the HOPE Collaborative has undertaken extensive action research to determine the assets, opportunities, problems, wants and needs in Oakland's most vulnerable communities, and to develop a strong collaborative process with extensive community and youth engagement and leadership.

You have in your hands the data collected from a series of assessments, including interviews, surveys, and community meetings (listening sessions and mapping sessions). Additionally, you have the recommendations from meta-analyses, or a review of past research that has been done that is relevant to the mission and vision of the HOPE Collaborative.

In your blue book [provided to all participants], please answer the following questions **in order**.

1) What story is the data telling? In this story, what have people living in the flatlands identified as problems and issues relevant to **food access**, to **accessing safe and attractive environments for active living**, and to **local, sustainable economic development**? What have people told us they want in their neighborhoods and in Oakland relative to these three areas?

2) Please develop a written statement to achieve the following outcome: Increased access to fresh, healthy, affordable, local food so that 30% of food consumed by flatland residents comes from these sources, linked to increased opportunities for safe physical activity and play, and linked to local neighborhood wealth formation and ownership of assets. The HOPE Collaborative will work together over the next several years to implement and support a system of practices, policies and advocacy that produces the desired outcome for the food and fitness project.

In writing your statement, please **use the story from question 1**, your own wisdom, and other references **to describe what practices** (see Toolbox) the HOPE Collaborative should use to achieve this outcome.

To complete this assignment, people can work individually or in any grouping that they choose, through the action teams, through neighborhood affiliations, through organizational affiliations, etc.

Please return your blue book to the HOPE Collaborative office **at an Action-Team meeting designated for this purpose**. Then in the Action Teams, we will discuss practices and identify recommendations from each Action Team. The Collaborative will then discuss these recommendations to decide on the top-ranked practices to be included in the CAP. The Collaborative will then identify the policies, partnerships, and resources necessary to implement these practices.

A draft of our collaborative community action plan will be submitted on May 15th.

TOOL BOX:

VISION: The HOPE Collaborative envisions vibrant Oakland neighborhoods that provide equitable access to affordable, healthy, locally grown food; safe and inviting places for physical activity and play; sustainable, successful local economies - all to the benefit of the families and youth living in those neighborhoods.

MISSION: HOPE's mission is to create fundamental and sustainable environmental changes that will significantly improve the health and wellness of Oakland residents.

Food system practices can include backyard gardening, community gardens, urban agriculture, rooftop gardens, corner store conversion, attraction of new grocery stores, the development of local food enterprise networks (youth stores, HOPE stores), and any other novel solution that brings local food into the flatlands. Your answer can include any mix of these practices that can achieve the goal of increasing access of fresh, affordable, fresh, local food to 30% of food consumed in the flatlands. Your proof can include any or all of these practices as long as the proof specifies how the practices will achieve the 30% target for local, fresh, affordable food.

Food system practices must emphasize local, neighborhood ownership.

Food system practices must have “closed loop” features, i.e., the practices reclaim as a resource all food “waste” for composting and rebuilding soil health.

Local food means food that comes from seasonal sources as close to Oakland as possible. For oranges the source can be Oakland fruit trees. For mangoes and coffee the source may be Central America.

Built environment practices can include any environmental design that creates safe and attractive neighborhood spaces for walking, biking, or any other form of physical activity. The practices can also include human resources (e.g. sports programs, security guards, etc) that use existing environmental design, or alternative usage of existing environmental resources (such as community use of schoolyards, extended or curtailed hours on existing playgrounds, etc.). Built environment practices must maximize the neighborhood perception of physical safety.

Local, sustainable, economic development practices must increase opportunities for individual, family and other forms of neighborhood ownership of neighborhood assets, include land, real property and businesses.

Final Note

As HOPE participants discuss the solutions that they generate in response to this homework assignment, the conclusions from the micro-zone assessment, recommendations for action in the Community Action Plan, and recommendations for future research will emerge. And we will keep making progress on our goal of making the process of the HOPE Collaborative truly reflective of community engagement and the product of our work the true expression of the hopes of the people of Oakland’s flatlands.