

# Oakland Army Base Redevelopment



## **MAKING GOOD ON THE PROMISE OF GOOD JOBS**

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# Revive Oakland Coalition



Over 30 community, labor, youth, & faith groups organized to win good jobs for Oakland!

## **Demands:**

- Family-supporting, quality jobs
- Accessible for local residents (esp. to those with barriers)
- Job training and placement
- Retention and career ladders
- Community oversight

# Oakland Army Base

An aerial photograph of the Oakland Army Base, showing a large industrial and port area with numerous cranes, shipping containers, and buildings. The base is situated along a waterfront, with a city skyline visible in the background. The image is overlaid with a semi-transparent blue filter and text.

**300+ acres of decommissioned public land adjacent to the Port of Oakland**

**Redeveloped into a state-of-the-art logistics center using significant public money**

**Projected to create est. 4,000+ jobs in construction (short term) and warehousing & goods movement (long term)**

# Strategy to Win: Building Power



## Coalition Building

*The critical difference between a tidal wave  
& just a bunch of water drops*

- Trusting and accountable relationships (existing, tested and built over time)
- Commitment to fight for the entire platform
- Each org brought its unique power, resources, and political capital
- Unified front, unified messaging

# Strategy to Win: Inside Game



## Utilizing City Hall

- **Setting expectations early and often**
  - Community benefits language in RFQ, RFP, ENA, & final DDA
- **Champion Councilmember**
  - Year-long community process for a good jobs framework
  - Consensus building among stakeholders for a unified front
- **Champion Assistant City Manager**
  - Ensured transparency
  - Brought community directly to the negotiating table
  - Helped strategize around sticking points and leverage

# Strategy to Win: Outside Game



## Building Power & Pressure

- **Organizing**
  - Base organizing in impacted community
  - Congregational/faith organizing
  - Electoral organizing
  - Leadership development through deep involvement
- **External, Very Public Actions**
  - Public meetings
  - Rallies
  - Press Conferences/Media
  - House calls and sit-ins

# We Won!



- Job quality; wages, safety, stability
- Job access for local residents
- Expanded opportunities for those with barriers
- Community hiring center
- Ongoing community monitoring and oversight

**Legally binding agreements  
with the community  
as a legal party**





# Building on our wins



- **Bus Rapid Transit project**
  - **Construction Careers Policy (won 2013)**
- **East Oakland stadium-based development**
  - **New political context**
  - **Expanded demands to respond to the housing & displacement crisis**



# Strategy to Win: Other Key Pieces



- **Research**
  - Understand the industry
  - Identify leverage points
  - Understand targets
- **Legal**
  - Negotiations
  - Policy
  - Legal arguments
- **Policy Development**
  - Expert input from partners, workers, residents
  - Research



# The Opportunity



- Public land and public money should equal public benefit
- Long-made promises to residents must be fulfilled
- *Good jobs* for community members = Less violence



# One More Time: What We Won



## **In a Good Jobs Contract with the City and Developers:**

- Project Labor Agreement
- 50% Local Hire
- 25% Disadvantaged Hire
- Living Wages for All!
- Ban the Box
- Jobs Resource Center
- Temp Agency Restrictions
- 100% Oakland Apprentices
- Community Oversight



# After the Victory



## Implementation and Enforcement

- Just as critical as the policy campaign!
- Makes it REAL!
- Holds everyone accountable to commitments!
- Allows for ongoing learning and adjustments!

### Best Practices

- Establish an ongoing role for coalition members
- Ensure there are clear timelines, transparency of relevant information and a process with meaningful mechanisms
- Create a funding stream
- Stay in consistent communication and coordination with all involved (city departments, agencies, impacted workers )
- Keep the issue relevant to decision makers

# Questions



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