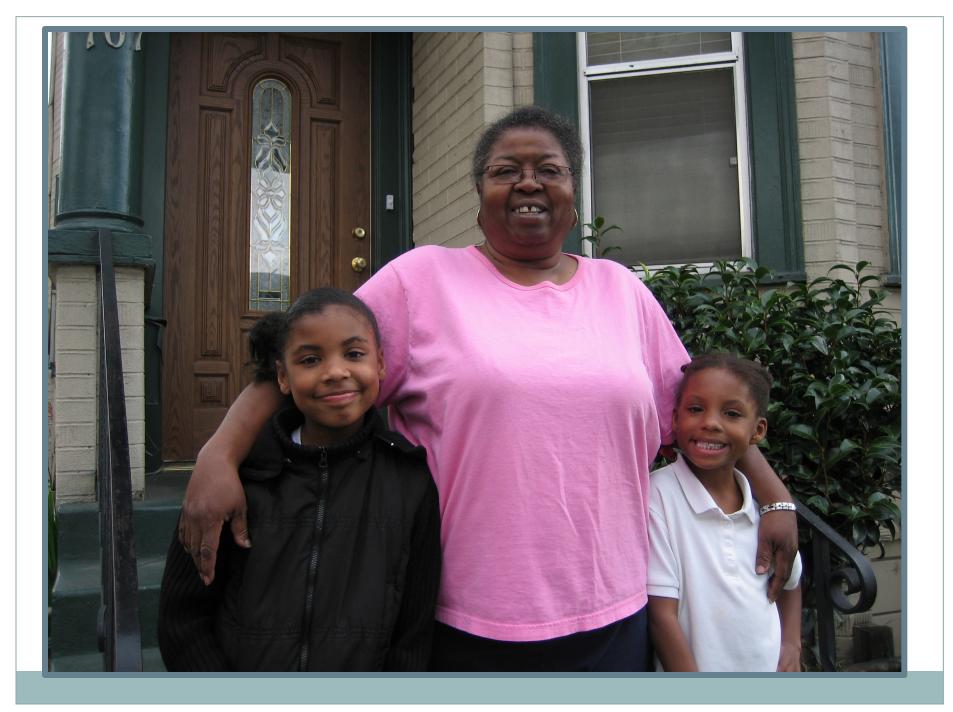
Oakland Army Base Redevelopment

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

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
 - o 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



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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