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
  - 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

Army Base + Good Jobs = Better Quality of Life!
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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