

What If? Implications of systemic policy change to achieve the Food & Fitness vision in Oakland, California

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We will cover...

- The vision
- The Oakland context: A city divided
- Micro-zone assessment: 98th and Edes
- What if....?

The Food & Fitness vision

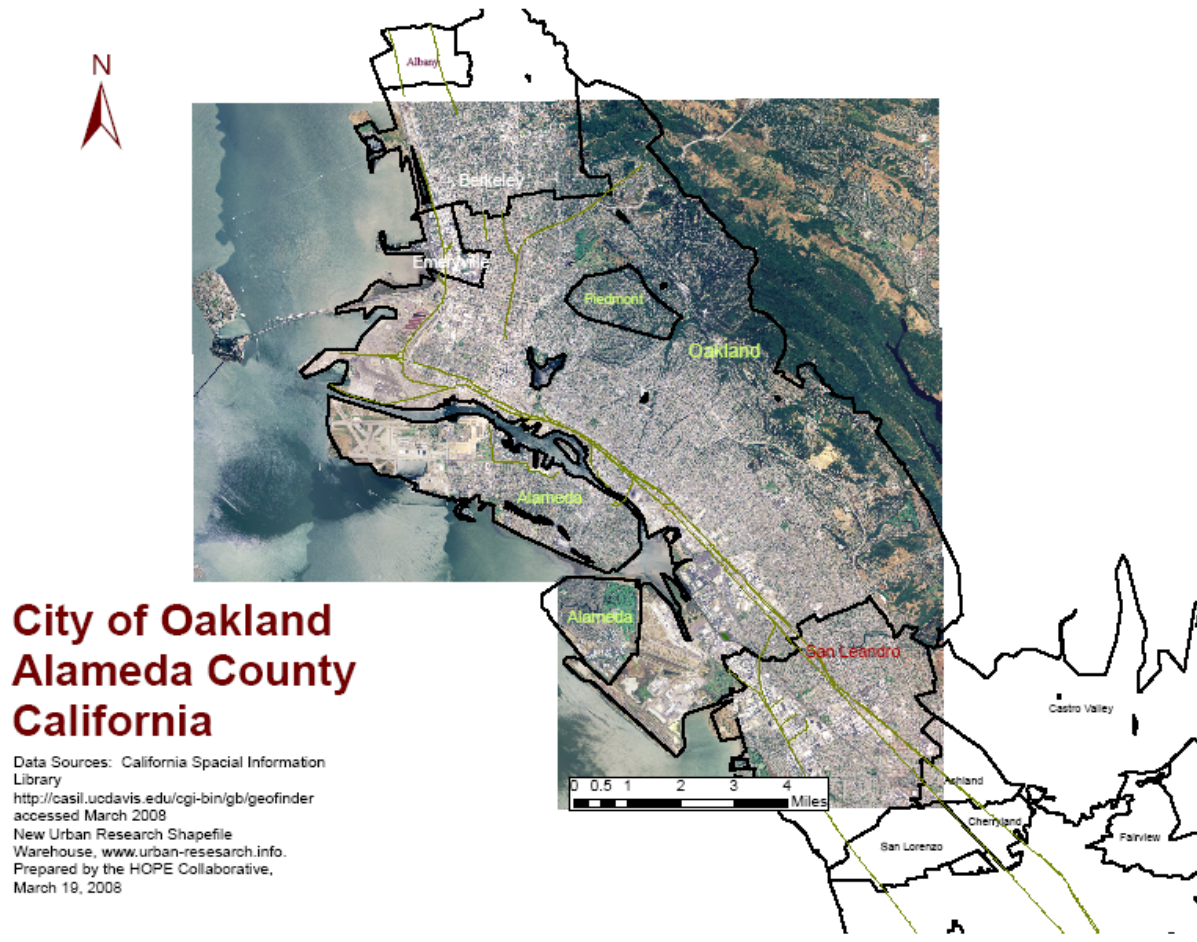
- WKKF: Vibrant communities in which families and children eat healthy, locally grown food purchased in their neighborhoods; engage in physical activity and play with the confidence that they are safe; and live in an environment that supports family and community health
- HOPE: Vibrant Oakland neighborhoods 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.



Oakland general plan vision

- In 2015 Oakland will be a safe, healthy and vital city offering a high quality of life
- Access to recreation and open space within a quarter mile of every resident

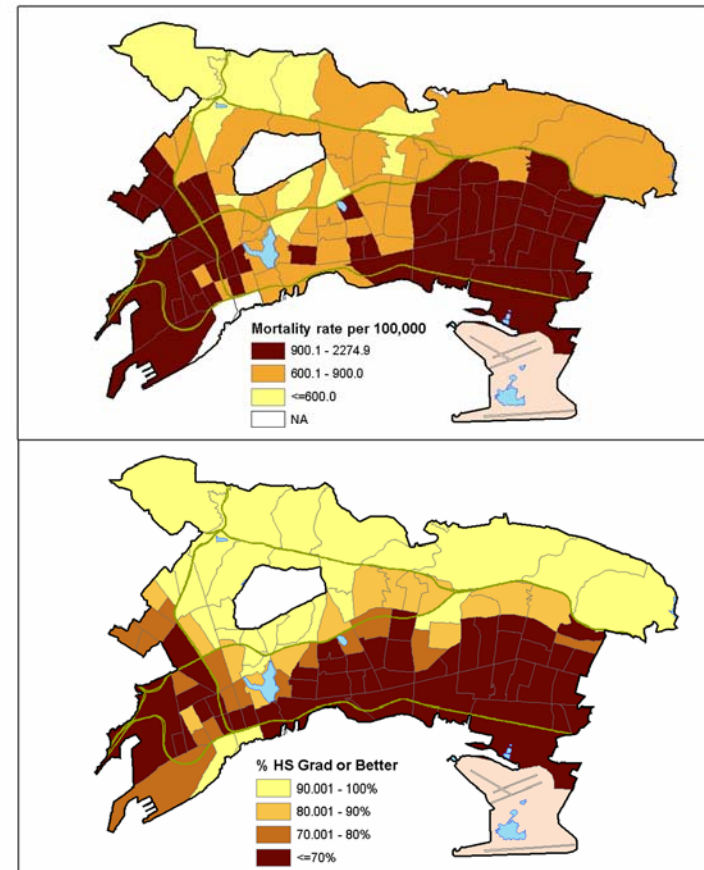
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The Oakland Context

- “Adverse impact” zones of the city: East and West Oakland
- Mapping onto education, income, race and ethnicity
- Reasons to change

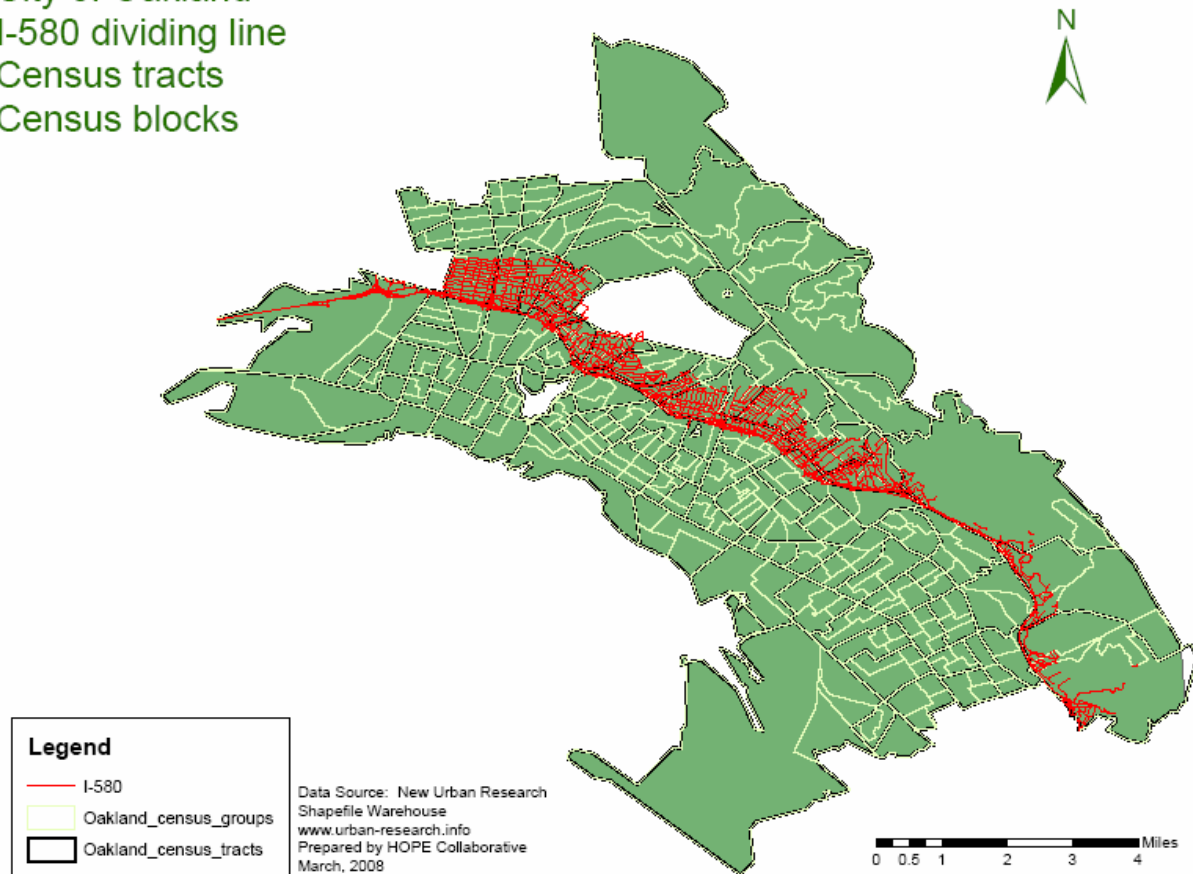
Oakland Mortality Rate and HS Graduation



Source: CAPE; Census 2000, Alameda County Vital Statistics files 2000-2003, DOF.

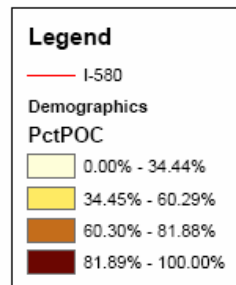
Oakland: A city divided

City of Oakland
I-580 dividing line
Census tracts
Census blocks

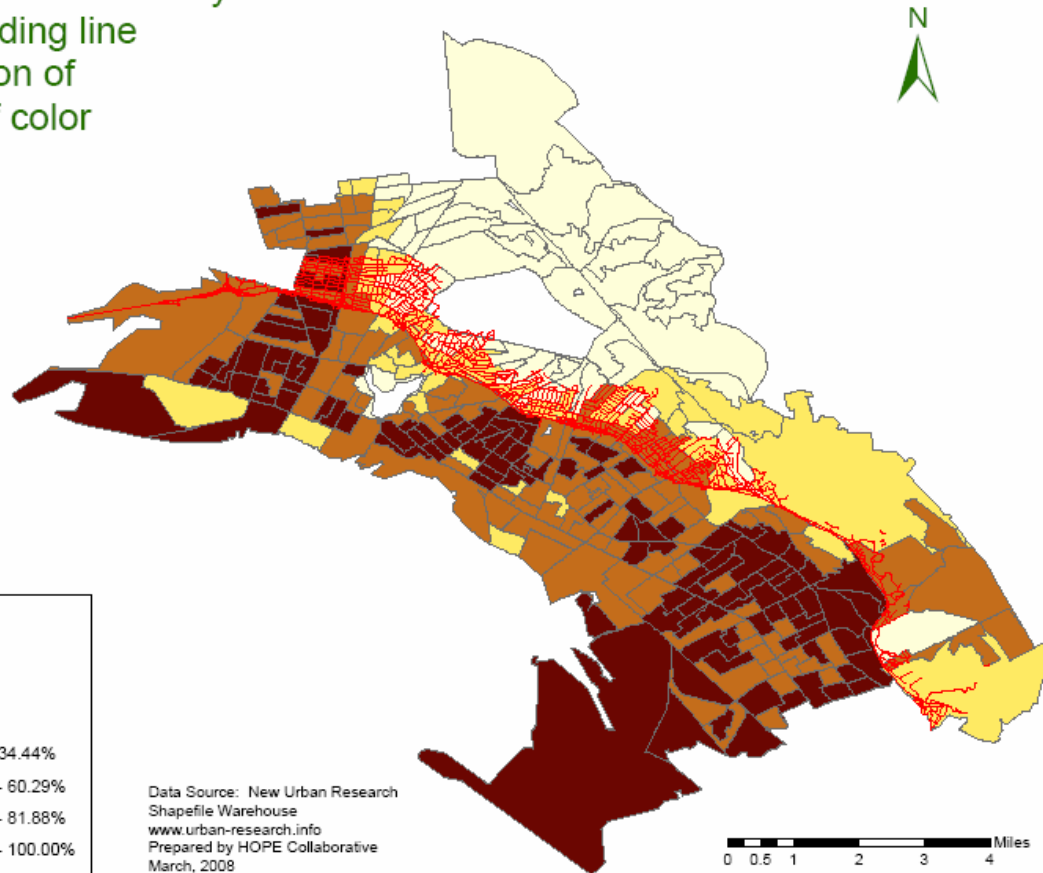


People of color

City of Oakland: A City Divided
I-580 dividing line
Distribution of
people of color

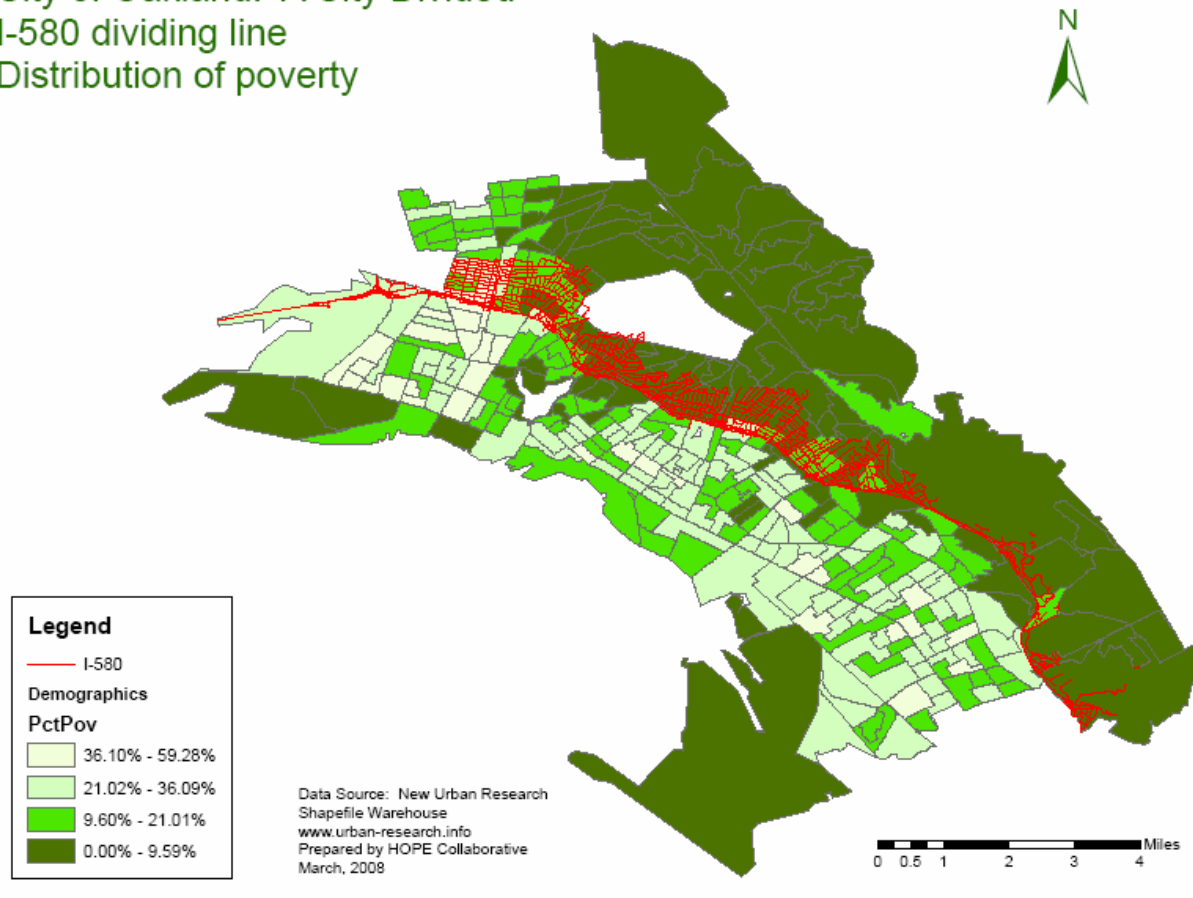


Data Source: New Urban Research
Shapefile Warehouse
www.urban-research.info
Prepared by HOPE Collaborative
March, 2008



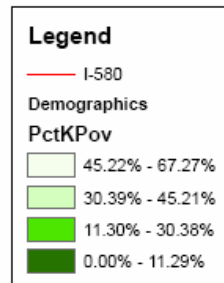
Poverty

City of Oakland: A City Divided
I-580 dividing line
Distribution of poverty

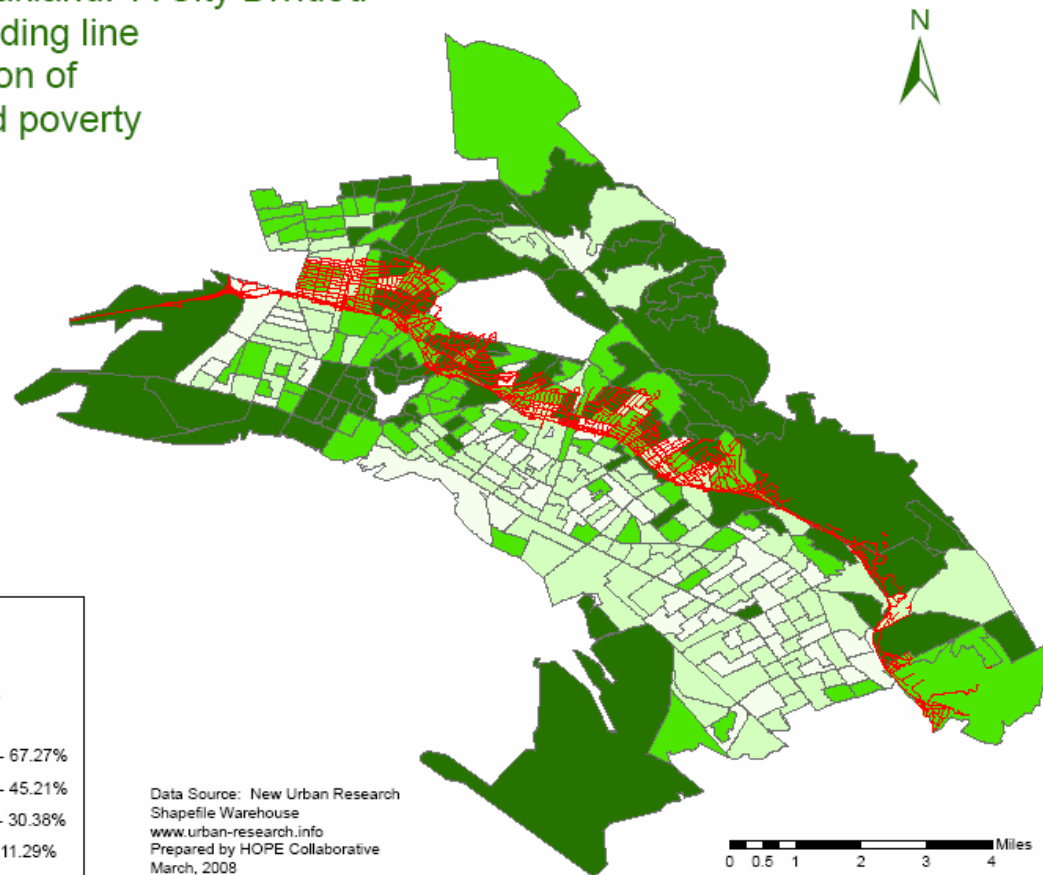


Childhood poverty

City of Oakland: A City Divided
I-580 dividing line
Distribution of
childhood poverty

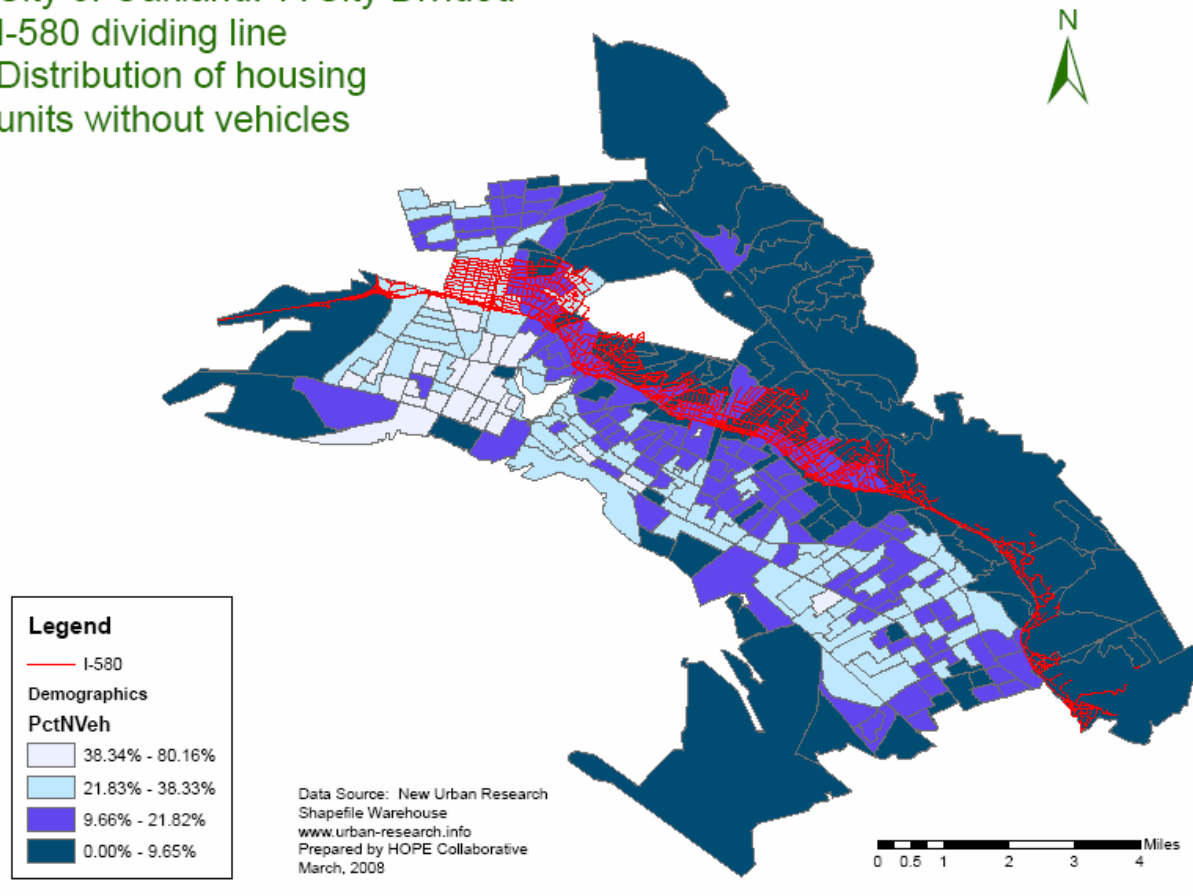


Data Source: New Urban Research
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March, 2008



Household units without vehicles

City of Oakland: A City Divided
I-580 dividing line
Distribution of housing
units without vehicles



By the numbers

Characteristic	West	East
Population	284,970	122,845
Percent People of Color	78.4%	44.7%
Median Household Income, 1999	\$33,291	\$61,056
Percentage in poverty	23.3%	9.2%
Percentage of households without vehicles	23.9%	11.2%

Oakland conditions for fitness and activity

- Significant areas west of I-580 show the greatest deficiency in access to parks and recreation
 - Fruitvale district
 - Central East Oakland
 - Deep East Oakland
- In the broad band of flatland neighborhoods, extending from 23rd Avenue to Hegenberger Road, about 100,000 people are served by only a small handful of neighborhood parks
- Local serving park acreage in these areas only about 20% of the City standard



Oakland recreation centers

- Many flatland neighborhoods with adequate open space suffer from lack of recreation centers and active recreation opportunities and programs

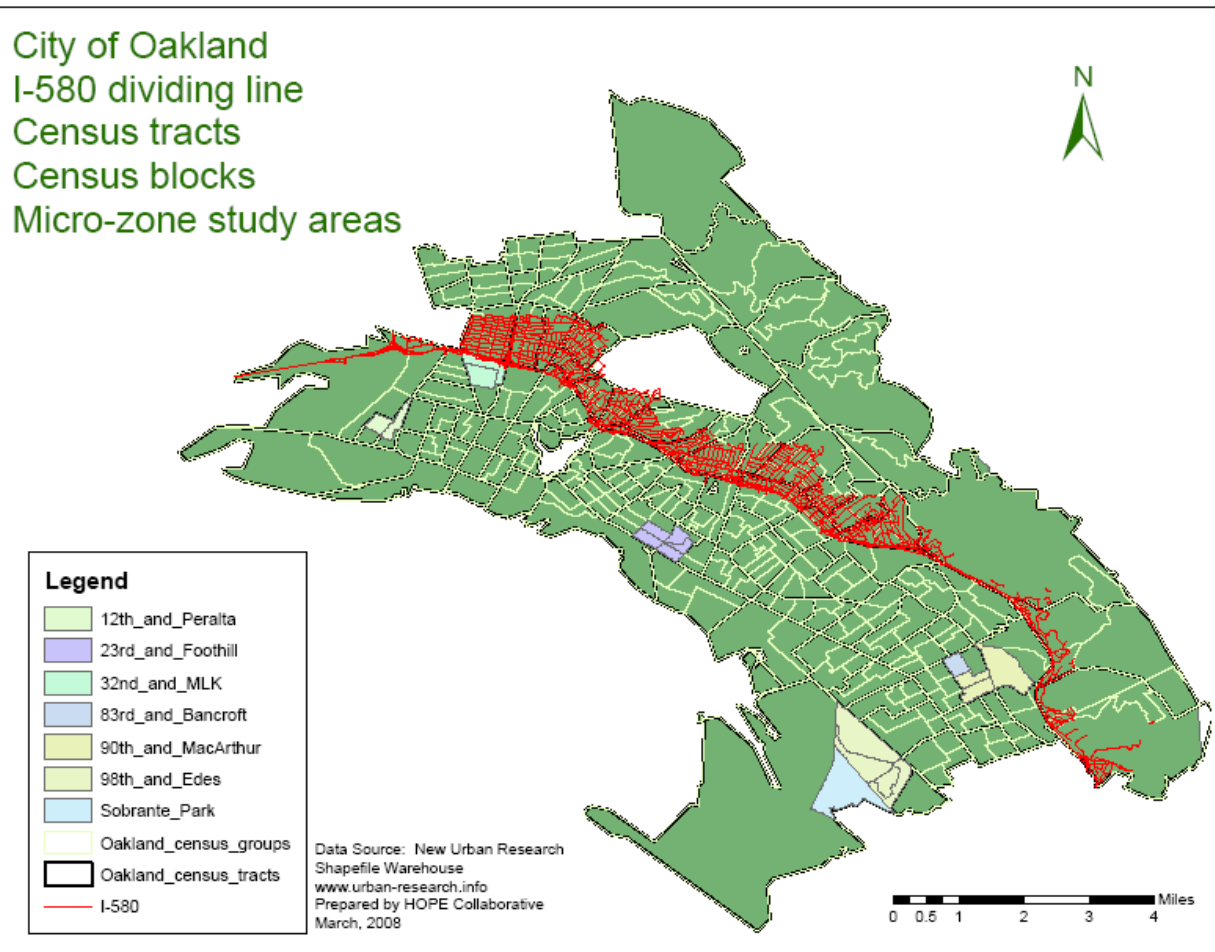
Factors exacerbating low levels of fitness and recreational activity

- ❑ Many flatland neighborhoods have much higher housing density
- ❑ High ratios of seniors and children
- ❑ Lack of transit options
- ❑ Public safety concerns
- ❑ Available recreation is unaffordable
- ❑ High levels of pollution (diesel emissions, etc.)
- ❑ Infrastructure deficiencies—roads, bike paths

Health inequities associated with these disparities

- ❑ Lower life expectancy between the hills and the flatlands
- ❑ Higher prevalence of Type II diabetes mellitus compared to Alameda County
- ❑ Higher asthma rates compared to Alameda County
- ❑ Higher rates of obesity
- ❑ Higher rates of death and injury from violence

Micro-zone study areas

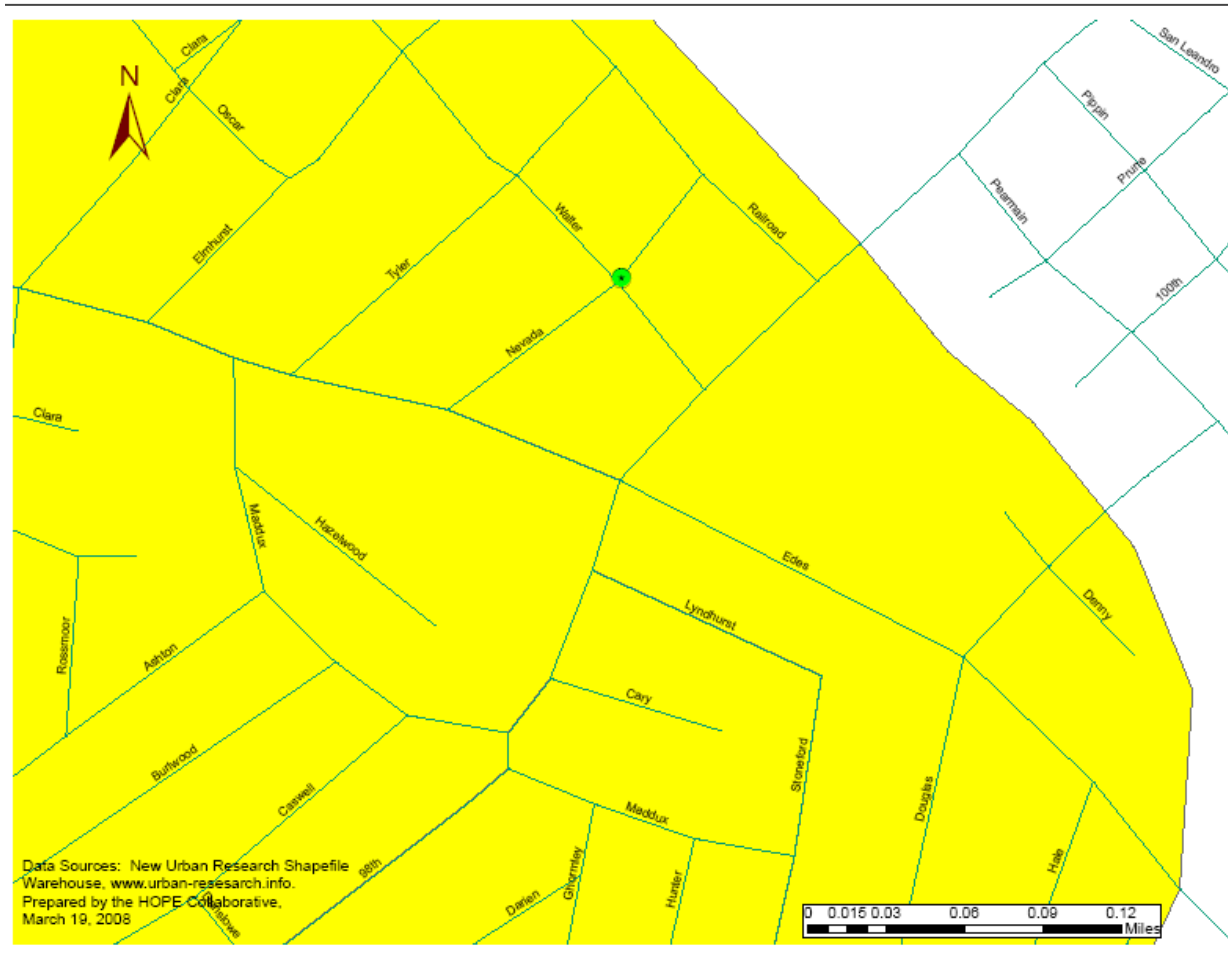


Walk-the-block micro-zone assessment methodology

- Food system
 - 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



98th and Edes micro-zone—Brookfield



A place with no sidewalks



Demographics

Characteristic	98 th & Edes
Population	4,105
Percent People of Color	86.0%
Median Household Income, 1999	\$29,115
Percentage in poverty	18.9% %
Percentage of households without vehicles	15.2%

Food access



Food expenditures (quarter mile)

	Units	2004 annual per capita consumption in units	98th and Edes population 2000	Total annual consumption	Unit price at Brookfield Food Center, March 17, 2008	Total estimated sales for basic food product list	
Food at home							
1	White and w hole w heat flour	pounds	123.1	4,105	505,326	\$ 1.29	\$ 651,870
2	Beef	pounds	65.8	4,105	270,109	\$ 2.99	\$ 807,626
3	Pork	pounds	50.9	4,105	208,945	\$ 2.99	\$ 624,744
4	Other meats (veal, lamb)	pounds	1.6	4,105	6,568		\$ -
5	Chicken	pounds	84.5	4,105	346,873	\$ 0.89	\$ 308,717
6	Fish	pounds	5.5	4,105	22,578	\$ 5.00	\$ 112,888
7	Eggs	dozen	21.0	4,105	86,205	\$ 2.00	\$ 172,410
8	Fluid milk	gallons	23.7	4,105	97,289	\$ 4.45	\$ 432,934
9	American cheese and other cheese	pounds	31.3	4,105	128,487	\$ 4.98	\$ 639,863
10	Ice cream	gallons	3.4	4,105	14,048	\$ 3.99	\$ 56,052
11	Apples	pounds	18.8	4,105	77,174	\$ 0.99	\$ 76,402
12	Straw berries	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	\$ 1.75	\$ 321,114
15	Onions	pounds	20.4	4,105	83,742	\$ 0.59	\$ 49,408
16	Tomatoes	pounds	16.4	4,105	67,322	\$ 1.19	\$ 80,113
17	Potato chips	pounds	4.1	4,105	16,831	\$ 3.49	\$ 58,738
18	Canned vegetables (mixed)	pounds	15.4	4,105	63,217		\$ -
19	Frozen vegetables (mixed)	pounds	16.9	4,105	69,375	\$ 1.49	\$ 103,368
20	Canned tomatoes	pounds	70.4	4,105	288,992		\$ -
VALUE OF SALES OF 15 BASIC FOOD PRODUCTS PRODUCED IN CALIFORNIA						\$	4,496,246
Per Person Price						\$	1,095

Food expenditures (1 ¼ mile)

	Units	2004 annual per capita consumption in units	98th and Edes population 2000	Total annual consumption	Unit price at Pac N Save, March 17, 2008	Total estimated sales for basic food product list
Food at home						
1	White and w hole w heat flour	pounds	123.1	4,105	505,326	\$ 0.89 \$ 449,740
2	Beef	pounds	65.8	4,105	270,109	\$ 2.49 \$ 672,571
3	Pork	pounds	50.9	4,105	208,945	\$ 2.79 \$ 582,955
4	Other meats (veal, lamb)	pounds	1.6	4,105	6,568	\$ 5.29 \$ 34,745
5	Chicken	pounds	84.5	4,105	346,873	\$ 1.19 \$ 412,778
6	Fish	pounds	5.5	4,105	22,578	\$ 3.99 \$ 90,084
7	Eggs	dozen	21.0	4,105	86,205	\$ 3.68 \$ 317,234
8	Fluid milk	gallons	23.7	4,105	97,289	\$ 4.59 \$ 446,554
9	American cheese and other cheese	pounds	31.3	4,105	128,487	\$ 5.48 \$ 704,106
10	Ice cream	gallons	3.4	4,105	14,048	\$ 7.99 \$ 112,245
11	Apples	pounds	18.8	4,105	77,174	\$ 0.98 \$ 75,631
12	Straw berries	pounds	5.5	4,105	22,578	\$ 4.98 \$ 112,436
13	Broccoli	pounds	5.4	4,105	22,167	\$ 1.98 \$ 43,891
14	Fresh potatoes	pounds	44.7	4,105	183,494	\$ 0.98 \$ 179,824
15	Onions	pounds	20.4	4,105	83,742	\$ 0.98 \$ 82,067
16	Tomatoes	pounds	16.4	4,105	67,322	\$ 2.98 \$ 200,620
17	Potato chips	pounds	4.1	4,105	16,831	\$ 3.49 \$ 58,738
18	Canned vegetables (mixed)	pounds	15.4	4,105	63,217	\$ 1.03 \$ 65,114
19	Frozen vegetables (mixed)	pounds	16.9	4,105	69,375	\$ 2.39 \$ 165,805
20	Canned tomatoes	pounds	70.4	4,105	288,992	\$ 1.26 \$ 364,130
VALUE OF SALES OF 15 BASIC FOOD PRODUCTS PRODUCED IN CALIFORNIA						\$ 5,171,268
Per Person Price						\$ 1,260



Food and liquor

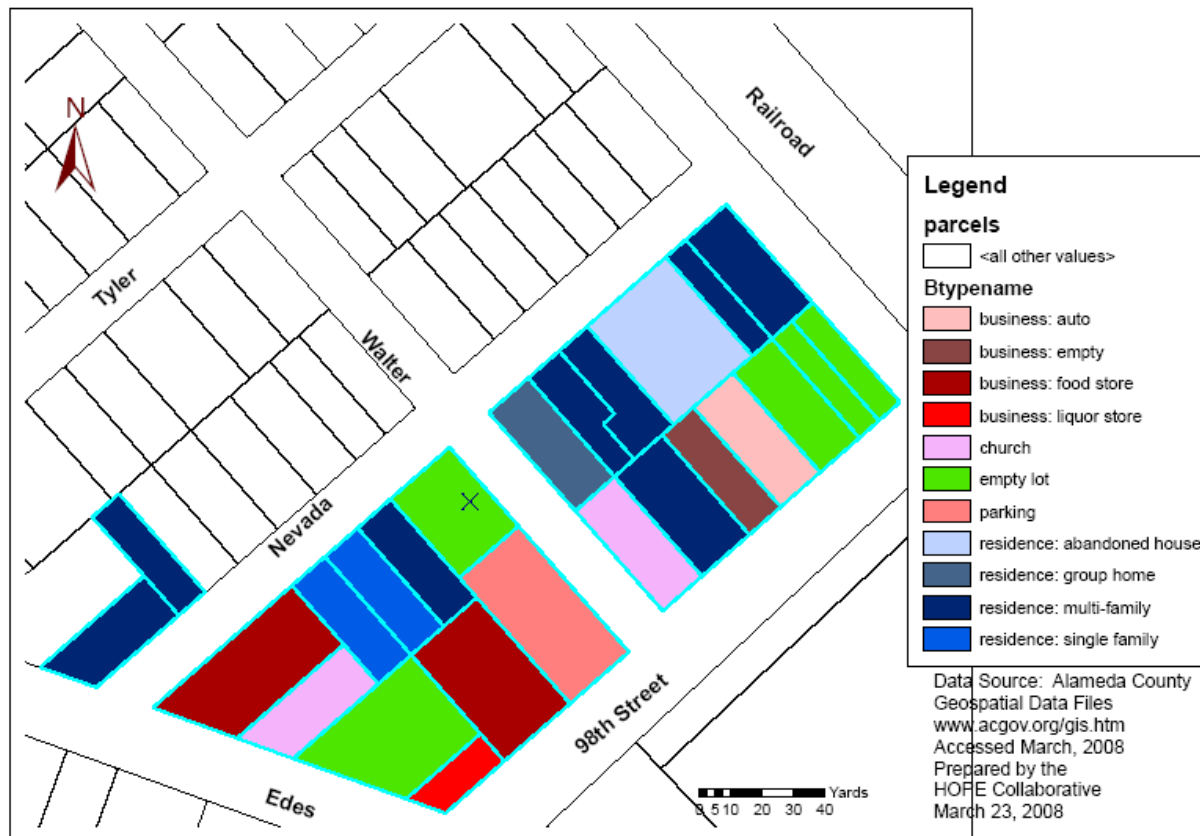
- Two small food stores within a quarter mile radius
- Five liquor stores within a quarter mile radius
- Full service stores at least a mile away

Built environment



Land Use

98th and Edes: Land Use Patterns - Preliminary Data



Fitness

- ❑ The largest park and recreation center, Brookfield Village Park, is more than one quarter mile away
- ❑ Dangerous streets and sidewalks
- ❑ Heavy 18-wheeler traffic from Fedex, UPS, etc.
- ❑ Street layout not friendly for neighborhood connectedness
- ❑ High noise and pollution levels from freeway, trucks
- ❑ Few amenities, e.g., trees, lighting, etc.
- ❑ Lack of awareness of neighborhood assets

98th and Edes: Local economy



What if we had access to healthy food from local sources?

- People spend at least \$1,260 per person for basic food per year
- Aggregate consumer expenditures for food at home would be \$359 million for Oakland west of I-580
- 20% from local sources: \$72 million in new income and hundreds of new jobs

What if we produced that food locally?

- It takes about 1 acre to produce those 20 basic food items for 1 person
- For Oakland west of I-580 local communities would need to conserve 284,970 acres for small local farms—some 2,850 small family farms sharing the farm gate revenue from retail sales of \$359 million
- Unger and Wooten estimated over 2 million acres of farmland in 9 Bay Area counties
- Using sustainable, low-input farming methods there would be substantial environmental benefit: No chemical fertilizers or pesticides; less oil for transportation

What if we had laundromats?

- Commercial convenience business development policy for the goods and services that people need for everyday living
- Food stores, food processing, commercial kitchens, laundromats, dry cleaners, shoe repair, barber shops, beauty shops, etc.
- How many millions in new income would result?

What if we had...

- ❑ more local ownership and jobs, especially for young people?
- ❑ more community engagement?
- ❑ more community ownership of planning and policy development?
- ❑ more safe, accessible walking, biking and bus routes to local and regional transportation?
- ❑ combined agriculture, open space and recreation—integrated and close to the neighborhoods to promote greater use and involvement of neighborhood people

What if we had the policies we need to make these opportunities real?

- ❑ Business development, access to capital
- ❑ Parks and recreation—empty lot conversion
- ❑ Transportation and infrastructure—safe sidewalks and streets for walking, biking, truck routing plans
- ❑ Community gardens—empty lot conversion
- ❑ Farmland preservation
- ❑ Regenerative farming practices
- ❑ Food system infrastructure development

We could....

- ...make Oakland green and golden
- ...eliminate the structural inequities
- ...improve health status
- ...achieve the Food & Fitness vision



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