

the WATERFRONT
project

THE OAKLAND SHORELINE LEADERSHIP ACADEMY

DECEMBER 11, 2021



SPEAKER BIO & PERSONAL BACKGROUND



NEW YORK



CHICAGO



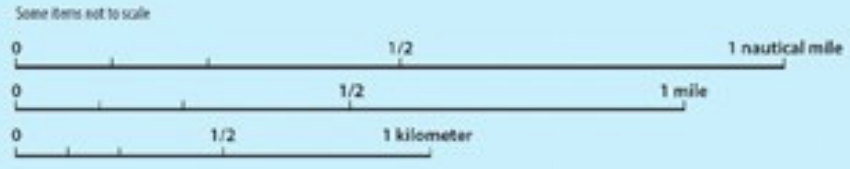
SAN FRANCISCO



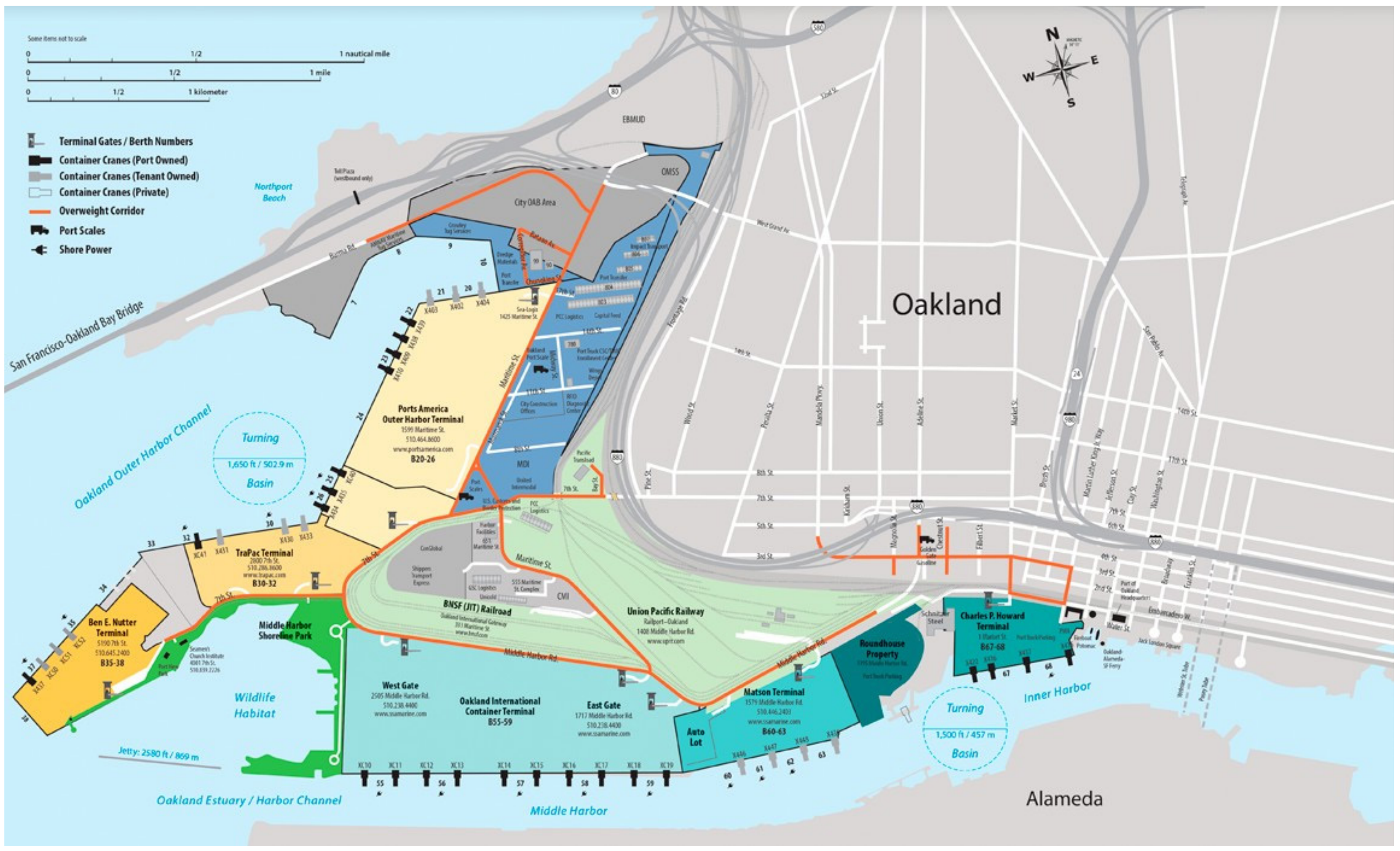
OAKLAND

OTHER SHORELINE CITIES V/S OAKLAND





- Terminal Gates / Berth Numbers
- Container Cranes (Port Owned)
- Container Cranes (Tenant Owned)
- Container Cranes (Private)
- Overweight Corridor
- Port Scales
- Shore Power



Oakland

Alameda



EB PARKS

OAKLAND PORT

BAY TRAIL

OAKLAND A'S

AC TRANSIT

BCDC

WETA

AMTRAK

JACK LONDON PARTNERS

CALTRANS

CITY OF OAKLAND

BART



THE FERRY COMMUTE

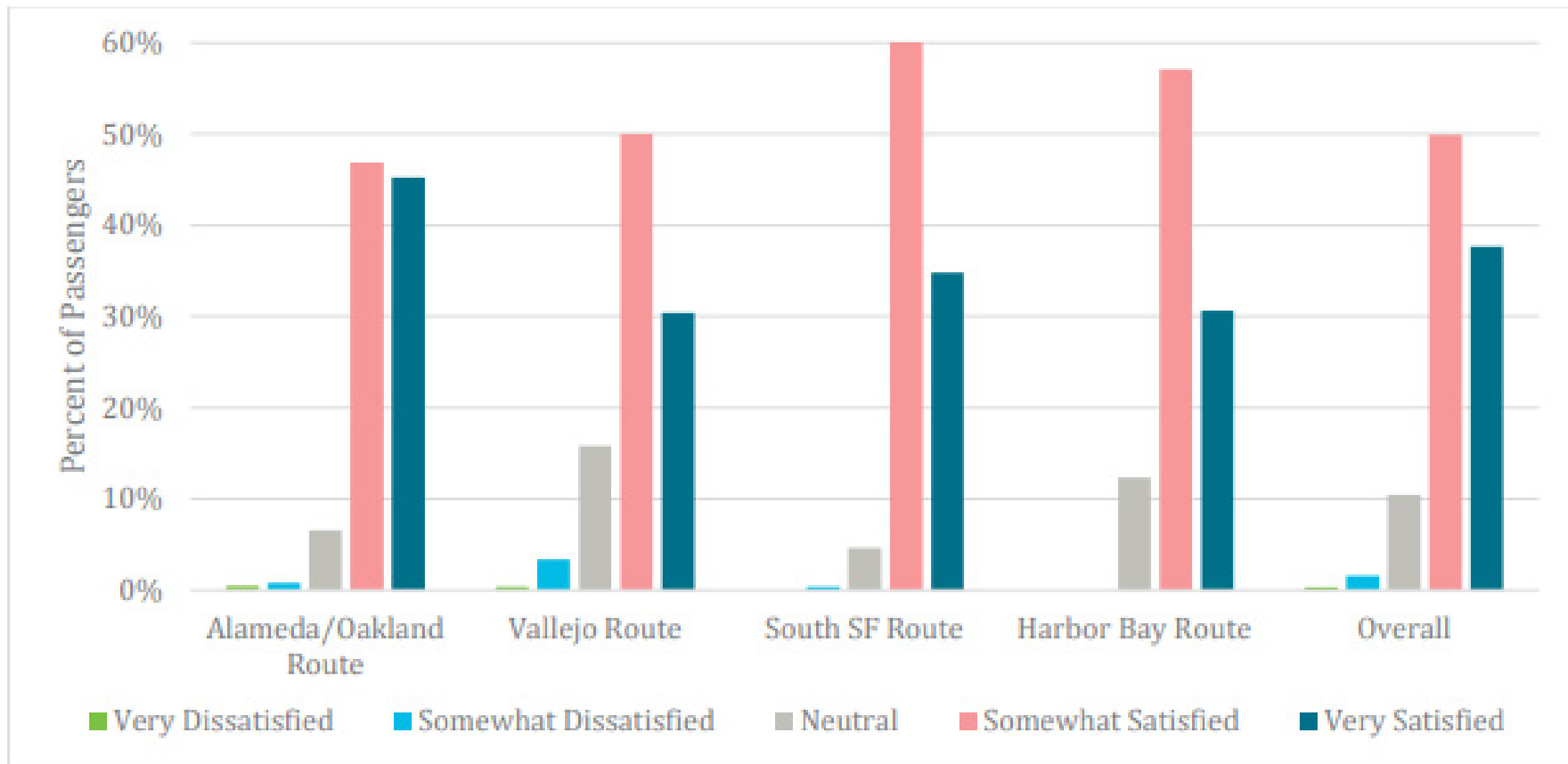
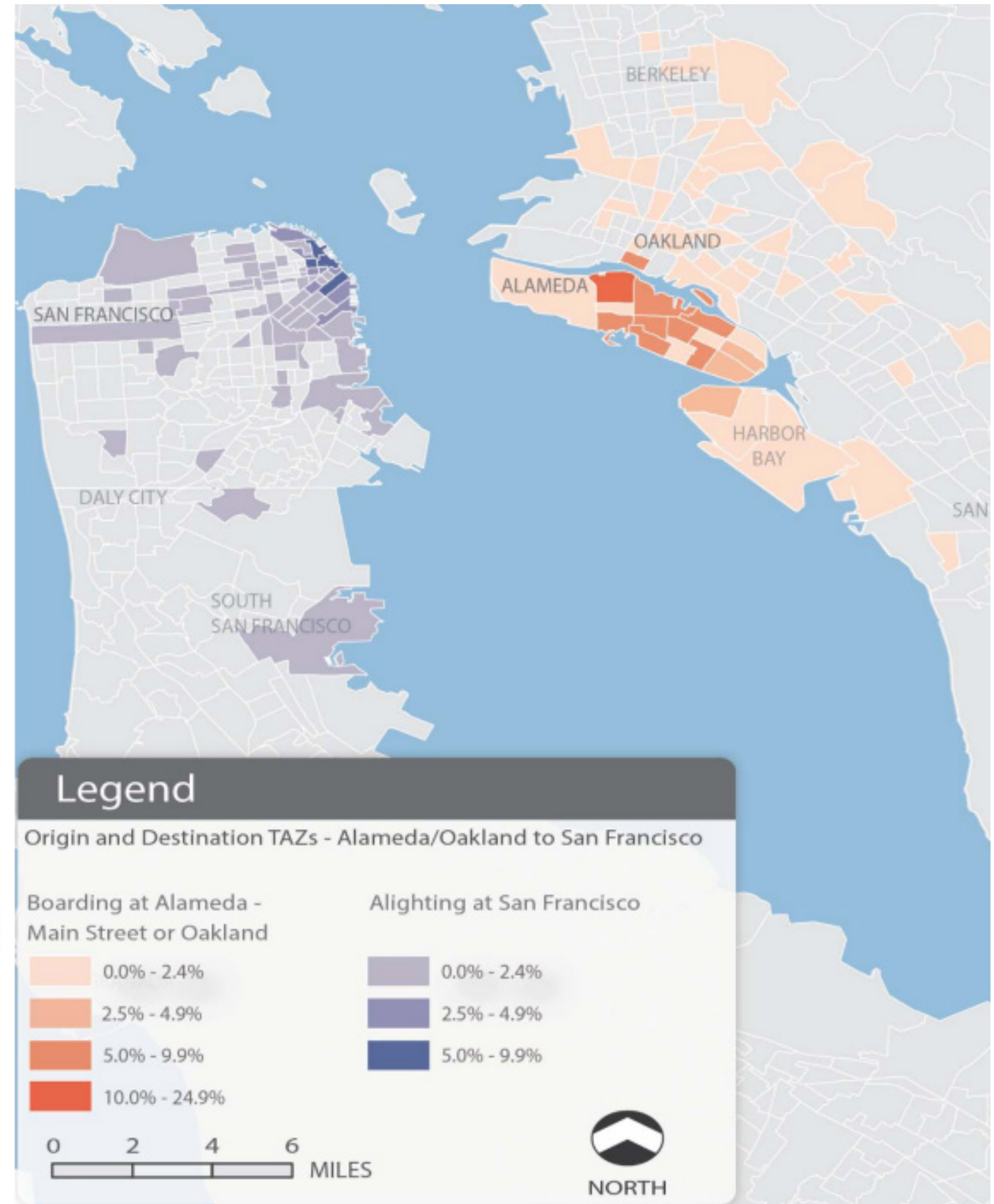
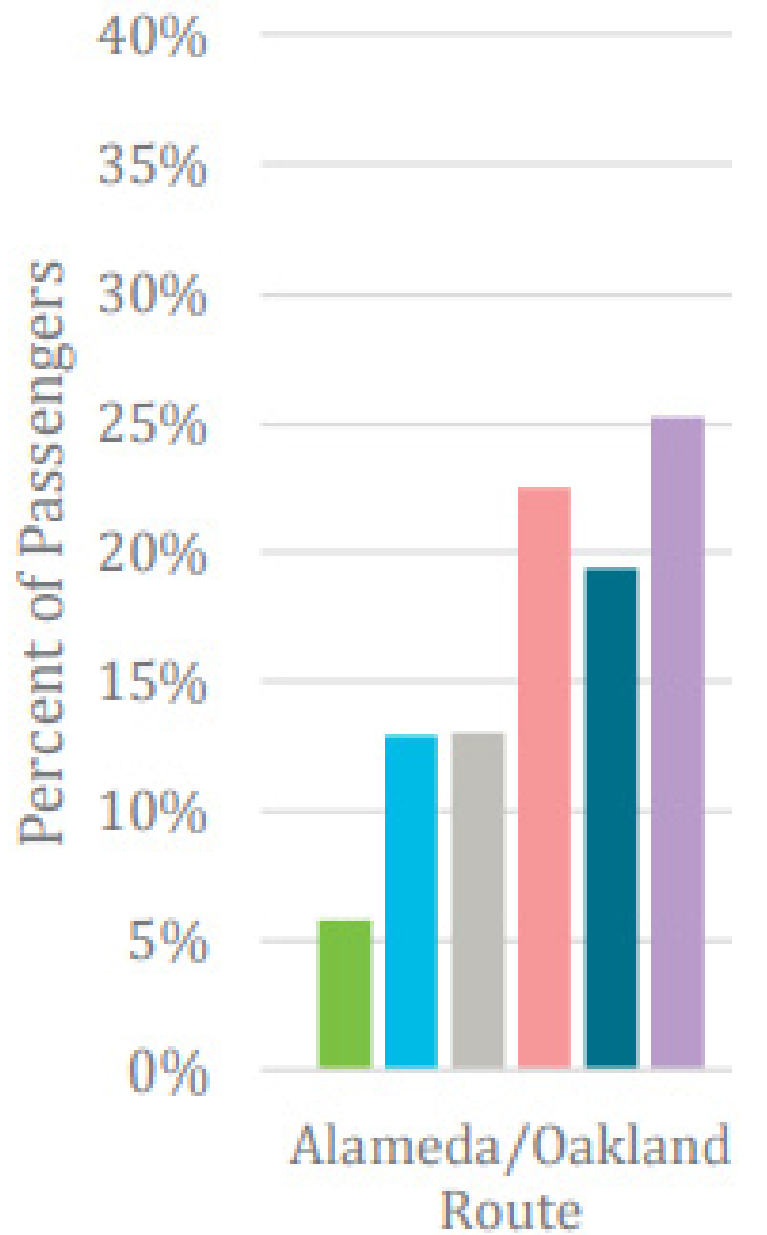
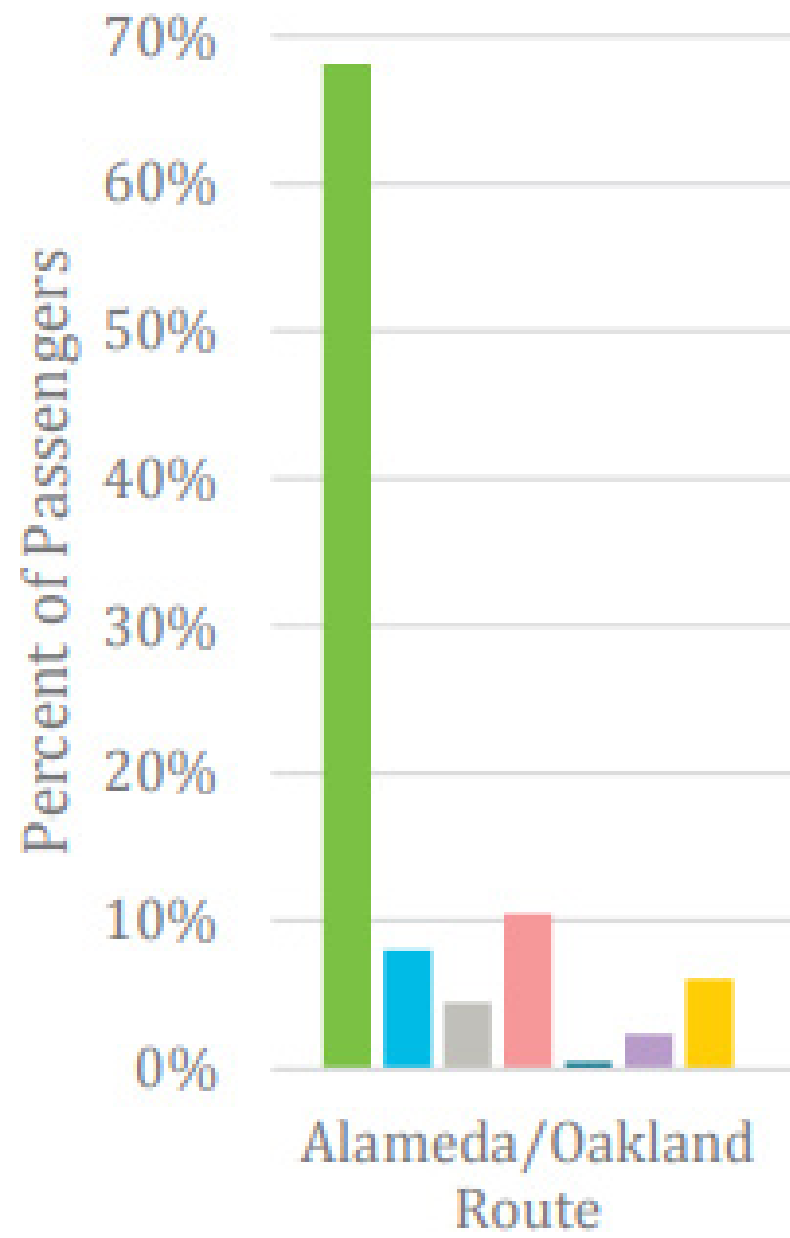
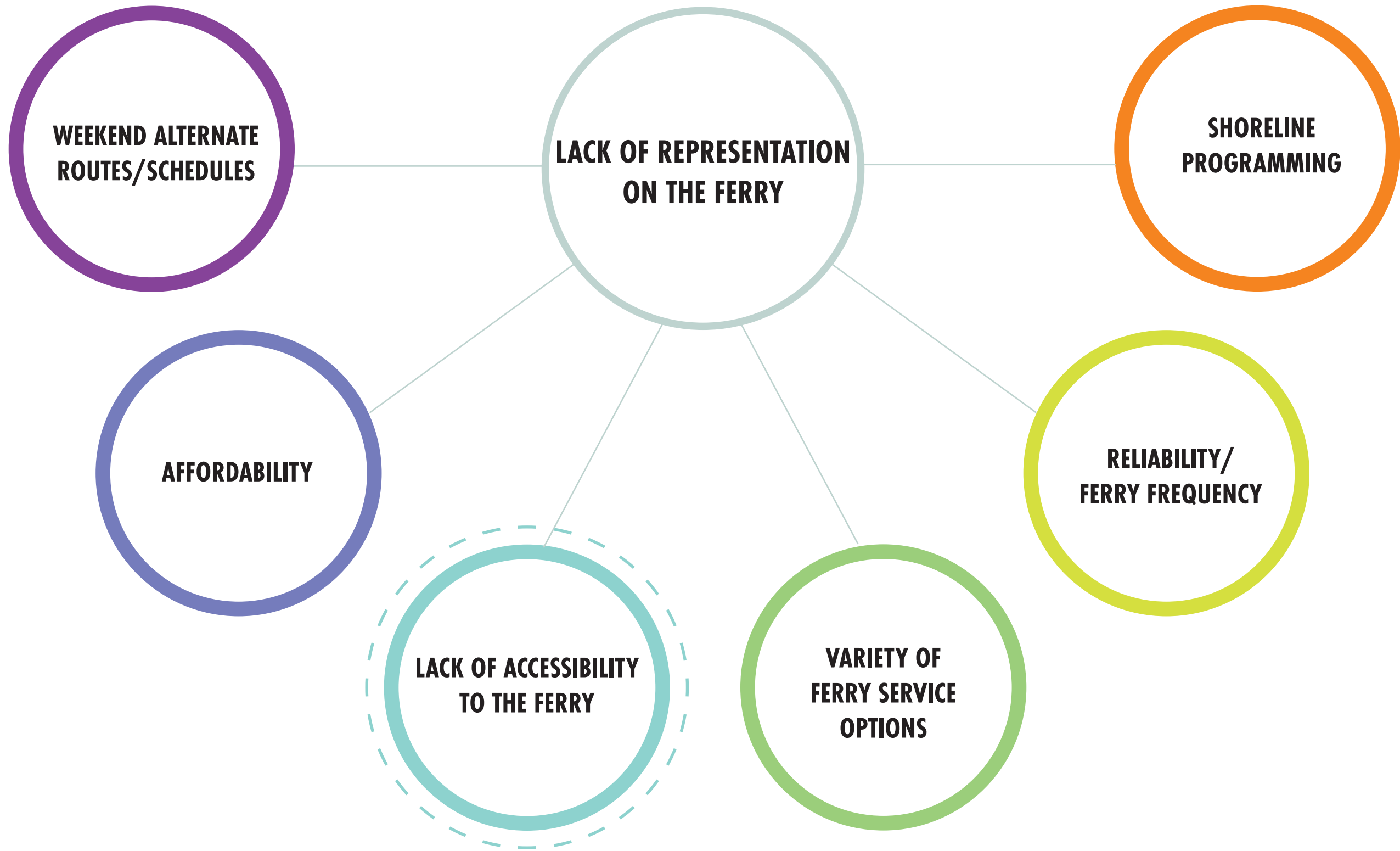


Figure 2-22 Distribution of Overall Ferry Satisfaction Ratings



Racial and Ethnic Representation - Typically, ferry riders' race and ethnicity are consistent with the underlying distribution of race and ethnicity in the communities the ferry serves. However, Caucasians are slightly overrepresented and Asian/Pacific Islanders are underrepresented on the Alameda/Oakland and Vallejo services, and African Americans are underrepresented on the Alameda/Oakland service.

SUPPORTING DATA



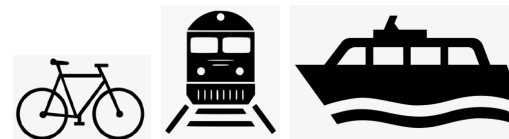
**LACK OF ACCESSIBILITY
TO THE FERRY**

PORT OF OAKLAND EAST BAY PARKS
CITY OF OAKLAND OAKLAND AIRPORT
WETA



**NEW FERRY
TERMINAL**

AC TRANSIT BAY TRAIL
BART AMTRAK WETA
CITY OF OAKLAND



**MULTIMODAL
CONNECTIONS**

PORT OF OAKLAND CITY OF OAKLAND
CALTRANS AMTRAK



**PEDESTRIAN
SAFETY**

NUMEROUS PROBLEMS AND SOLUTIONS

1. IDENTIFY STAKEHOLDERS



2. IDENTIFY COMMUNITY ORGANIZATION



- DEMONSTRATED HISTORY OF REPRESENTING THE OAKLAND COMMUNITY
- TRUSTED COMMUNITY PARTNER
- HISTORY OF WORKING ON LARGE SCALE MASTERPLAN/ACTION PLANS

3. IDENTIFY PRIORITIES



4. IDENTIFY PARTNERSHIPS



The Oakland Climate Action Coalition (OCAC) is a cross-sector coalition dedicated to racial and economic justice that engages Oakland residents in creating and implementing climate solutions that strengthen the environmental, economic, and social resilience of frontline communities.

5. MAPPING THE SHORELINE

Parks, Public Access, and Natural Areas

Map C



6. FORMULATE VISION & ACTION PLAN



The Port of San Francisco Waterfront Plan governs the use, design, and improvement of 7½ miles of pier and shoreline properties that stretch from Fisherman's Wharf to India Basin and are managed and operated by the Port. In June, the Port published the 2019 Draft Waterfront Plan, a comprehensive update following a 3-year public process led by the Waterfront Plan Working Group. The Port invites public review and comment on this Draft Waterfront Plan, which reflects 161 policy recommendations approved by the Working Group and new information developed during the planning process.

This Draft Waterfront Plan guides the protection and improvement of maritime and non-maritime activities, development, and stewardship programs along this urban waterfront for the benefit of San Francisco and California residents and visitors. It includes new goals and policies to ensure an equitable, safe, sustainable, and resilient waterfront, and partnerships to build understanding of and support

for improvements over the next 10-20 years. The Plan's goals and policies also support other Port and City efforts underway, including the Embarcadero Seawall and Waterfront Resilience Program.

[The Port seeks your review and comments on the Draft Waterfront Plan.](https://sfport.com/waterfront-plan-update) This brochure summarizes the goals and policies of the Plan and the objectives for the 5 subareas of the Port waterfront. The Plan is accessible online at <https://sfport.com/waterfront-plan-update>.

Comments and Questions welcome at Waterfront.Plan@sfport.com



GOALS & POLICIES

New Plan goals in **BLUE TEXT**

A MARITIME PORT

Preserve and enhance the Port's diverse maritime portfolio to meet the current and future needs of cargo shipping, cruise, ferry and water taxis, excursion boats, fishing, ship repair, berthing, harbor services, recreational boating, and other water-dependent activities.

POLICY TOPICS:

- Protecting maritime facilities, infrastructure, and operations
- Maintain and enhance maritime facilities
- Southern Waterfront cargo and industrial operations
- Water recreation and recreational boating
- Maritime use and public access compatibility

URBAN DESIGN AND HISTORIC PRESERVATION

Design new developments of exemplary quality, highlight visual and physical connections to the City and Bay, and respect and preserve the waterfront's rich historic context and adjacent neighborhoods.

POLICY TOPICS:

- City pattern
- Historic preservation
- Public realm
- Resilience planning
- Views

AN ENVIRONMENTALLY SUSTAINABLE PORT

Limit the impacts of climate change, improve the ecology of the Bay and its environs, and ensure healthy waterfront neighborhoods by meeting the highest standards for environmental sustainability, stewardship, and justice.

POLICY TOPICS:

- Greenhouse gas emissions
- Water quality and conservation
- Biodiversity
- Green building
- Environmental health

DIVERSITY OF ACTIVITIES AND PEOPLE

Host a rich array of commercial, entertainment, civic, open space, and recreational activities that complement a working waterfront, increase economic opportunities, and provide destinations for all to enjoy.

POLICY TOPICS:

- Promoting public-oriented uses
- Promoting commercial and industrial uses
- Other Uses: Transportation & Community Facilities
- Embarcadero Historic District rehabilitation and repairs
- Seawall Lot uses
- Mission Rock Neighborhood
- Pier 70 Special Use District
- Short-term interim uses
- Unacceptable uses

A FINANCIALLY STRONG PORT WITH ECONOMIC ACCESS FOR ALL

Ensure that new investment stimulates the revitalization of the waterfront and supports a financially secure Port enterprise, equitably providing new jobs, revenues, public amenities, and other benefits for the Port and for residents of the City and State.

POLICY TOPICS:

- Public trust benefit investments
- Diverse leasing portfolio
- Diverse fund and financing tools
- Inclusive and equitable economic opportunity

A RESILIENT PORT

Strengthen Port resilience to hazards and climate change effects while protecting community, ecological, and economic assets and services, with a focus on the Port's unique historic, maritime, and cultural assets.

POLICY TOPICS:

- Emergency and disaster response
- Seismic safety
- Resilience partnerships
- Resilience planning
- Achieving multiple objectives
- Social cohesion and equity

PUBLIC ACCESS AND OPEN SPACE ALONG THE WATERFRONT

Complete, enhance, and enliven the network of parks, public access, and natural areas along the San Francisco waterfront and Bay shoreline for everyone to use and enjoy.

POLICY TOPICS:

- Continuity of open spaces
- Sequence of open spaces
- Variety of open spaces
- Park activation
- Working with the City and the public
- City connections
- Design character
- Connections with nature
- Water recreation access
- Maritime and public access compatibility

TRANSPORTATION AND MOBILITY FOR PEOPLE AND GOODS

Ensure that the waterfront is accessible and safe for all users through sustainable transportation that serves the needs of workers, neighbors, visitors, and Port maritime and tenant operations.

POLICY TOPICS:

- Safe pedestrian and bicycle environment
- Functional goods movement and industrial access
- Parking and Transportation Demand Management plans
- Efficient street operations and maintenance

PARTNERING FOR SUCCESS

Strengthen Port partnerships and community engagement to increase public understanding of Port and community needs and opportunities, and to help complete improvements that achieve Waterfront Plan goals.

POLICY TOPICS:

- Collaborative government
- Public engagement and participation
- Community engagement for competitive leasing and development solicitations
- Community engagement for unsolicited proposals
- Review of other non-maritime leases
- Southern Waterfront leases
- Projects not requiring additional review

WORKING



- Identify the city desires and adherence to City General Plan
- Lead the integration of multiple modes of access to the shoreline
- Incorporate proposals to the City General Plan
- Identify funding sources for projects



- Identify the community desires and priority areas
- Identify problems faced by community
- Coordinate community desires with partner agencies



- Lead the process by funding the masterplan/shoreline action plan
- Identify the priority areas related to the future of Oakland Port and Airports



THE TIME IS NOW!

- INFRASTRUCTURE BILL
- PREPARATION OF OAKLAND GENERAL PLAN
- WETA 2050 STRATEGIC PLAN
- UPDATION OF OAKLAND PORT MASTER PLAN
- OAKLAND A'S STADIUM & COMMUNITY BENEFIT AGREEMENT