

Making CONNECTIONS

The Annie E. Casey Foundation

IN OAKLAND

FROM THE DIRECTOR

MAKING CONNECTIONS OAKLAND is a multi-year effort supported by the Annie E. Casey Foundation and aimed at strengthening families and fostering healthier neighborhoods as a means to create brighter futures for children.

Making Connections was launched five years ago and has unfolded in two phases. The first phase, which lasted three years, was designed to build relationships, to find a receptive neighborhood for this work, and to develop a results-oriented vision for that neighborhood. Lower San Antonio was identified as a focal point for the work, and a collaborative of community-based groups and residents formed to implement the work.

The second phase, which started in January of 2002, primarily focused on refining the results we are seeking on behalf of children and families and identifying and implementing strategies to achieve these results. At the same time, there has also been a strong focus on establishing a base to support all of this work by strengthening resident leadership, building the capacity of local agencies, and fostering deeper relationships with significant partners such as government officials, business leaders and the faith community. *(continued inside)*



FROM THE DIRECTOR (CONTINUED)

MAKING CONNECTIONS seeks to make a difference on three fronts: 1) Connecting families to greater economic opportunity; 2) Improving access to effective and efficient services (e.g., social, mental health, police, etc.); and 3) Strengthening the social ties in the neighborhood (e.g., faith-based, community centers, Boys & Girls Clubs, etc.). We believe the key to making substantial gains across these areas is to focus on accountability to ensure that families are better off. Therefore, within each of these areas we are working towards achieving very specific results.

The following pages highlight our vision for the Lower San Antonio. These strategies represent a culmination of planning with residents and community organizations, research on what has worked in other parts of the country, and a response to the unique assets and challenges that exist in Lower San Antonio. With our partners we have identified strategies that we believe will make a difference, and five-year goals that tell us whether we are headed in the right direction.

(continued)



1 Families will have increased earnings and income.

STRATEGY

Develop resident leadership to create and implement new Family Economic Success (FES) strategies and strengthen the capacity of community-based-organizations (CBOs) to deliver existing FES services.

ACTIVITIES

- FES Survey: Leadership and Issue Development
- FES services capacity building for CBOs
- Neighborhood sector employment intervention in Lower San Antonio (LSA)/Fruitvale
- Business Incubator for resident and neighborhood business development
- Earned Income Tax Credit (EITC) Campaign
- Income support enrollment programs

FIVE YEAR GOALS

- Increase the income of participating LSA families to a level equal to or greater than the sustainable wage for that type of family in the Bay Area.
- Increase the percentage of young adults and parents employed to a level equal to or greater than the percent employed in high income census tracts.
- Enroll 200 families per year in income support programs.

WORK GROUPS

The Family Economic Success (FES) Work Group, through resident surveys and research data, is crafting program strategies that will result in increased levels of employment, the availability of living wage jobs, and neighborhood "asset accumulation" for residents living in the Lower San Antonio (LSA).

The Housing Work Group (see Result #2)

2

Families will have increased assets and economic supports.

STRATEGY

Support families in acquiring affordable rental housing and purchasing homes as methods of increasing family assets.

ACTIVITIES

- Multilingual Homeownership Center
- Real Estate Council (REC) rental ownership and pre-development project
- Renter and landlord workshop series and information dissemination
- Homeowner education workshops and homeownership fair
- EITC Campaign
- Financial literacy and Individual Development Account (IDA) programs





FIVE YEAR GOALS

- Increase the number of affordable units constructed or rehabilitated in the neighborhood by 50.
- Facilitate homeownership for 50 LSA families.
- Increase the amount of savings and the total assets of participating families to 3% of yearly income.

WORK GROUP

The Housing Work Group focuses on developing and maintaining quality, affordable housing for families residing in the Lower San Antonio. Through its newly formed Real Estate Council, comprised of local and regional non-profit housing developers, the work group anticipates the development of new rental and homeownership projects. The work group also focuses on improving the existing rental housing stock by coordinating renter and landlord workshops and assisting residents.



3

Residents have a greater sense of connectedness and community pride.

STRATEGY

Develop a network of families and gathering places and facilitate beautification.

ACTIVITIES

- Create a community cultural center.
- Form a neighborhood family network.
- Sponsor/conduct cultural, educational, and timely events.
- Develop a comprehensive communications plan.
- Publish a community newspaper.
- Create a community calendar.
- Implement a resident-led small grants program.
- Establish a physical development and improvement program through the 23rd Avenue Corridor project.

FIVE YEAR GOALS

- Increase by 100% the number of residents participating in the planning and conducting of arts, cultural, educational and recreational activities.
- Increase by 50% the number of residents volunteering to participate in neighborhood improvement activities.
- Increase the number of organizations operating in the neighborhood by 25%, and the number of member organizations by 25%.
- Increase the desire of residents to remain in the neighborhood and increase by 50% their satisfaction with the neighborhood.

WORK GROUP

The 23rd Avenue Work Group focuses on social, physical and economic revitalization of the 23rd Avenue Corridor. Through its comprehensive revitalization efforts, the work group anticipates that there will be an increased sense of community connectedness and cultural pride along the 23rd Avenue Corridor.



4

Families will have improved health and live in neighborhoods with increased safety.

STRATEGY

Build the capacity of resident leadership to develop and implement program and advocacy activities to improve the health status of residents and safety in the neighborhood.

ACTIVITIES

- Promotora Project—Peer Health Worker Outreach
- Health insurance enrollment programs
- Health fairs
- Active Living by Design Initiative (Robert Wood Johnson Foundation)
- 23rd Avenue Neighbors
- Neighborhood Crime Prevention Council (NCP)

FIVE YEAR GOALS

- Enroll 500 families per year in health insurance programs.
- Increase the number of reported daily physical activities for LSA residents by 10% over the 2003 levels.
- Increase the number of residents screened and treated for selected diseases by 10% over the 2003 levels.
- Reduce pedestrian traffic accidents by 50% under the 2003 levels.
- Reduce crime reported in the LSA by 25% under the 2003 levels.

WORK GROUP

The Health Work Group aims to improve health conditions of local residents by implementing targeted strategies such as a Promotora project and health insurance enrollment programs. It is anticipated that through health education efforts and increased levels of insurance enrollment, families will have improved health.

5 Families will have access to affordable goods and services.

STRATEGY

Develop resident leadership to plan and implement a comprehensive development plan that integrates the “*Making Connections Oakland*” human, organizational, physical and economic development strategies in a targeted location within the neighborhood—the 23rd Avenue Corridor.

ACTIVITIES

- Develop the 23rd Avenue Corridor as an arts and cultural district.
- Establish a cultural center (see Result #3).
- Create Safe and Beautiful Streets Program (see Result #4).



- Create a business incubator (see Result #1).
- Develop affordable housing for rental and homeownership (see Result #2).
- 23rd Avenue Neighbors (see Result #4).
- Develop real estate including mixed use projects, new and rehabilitated housing and renovation of historic structures.

FIVE YEAR GOALS

- A group of at least 50 merchant and resident leaders regularly participate in the 23rd Avenue Corridor activities as planners and decision makers.
- A 50% reduction in pedestrian traffic accidents from 2003 levels.
- Increase number of residents that report feeling safe in the neighborhood by 25% compared to 2003 levels.
- Increase the number of businesses in the LSA neighborhood by 25.
- Increase the number of affordable units constructed or rehabilitated in the neighborhood by 50.

WORK GROUP

The 23rd Avenue Work Group (see Result #3).

6

Children are healthy and ready to succeed in school.

STRATEGY

Develop parent leadership to organize the community to ensure health screening and treatment, enrollment in quality early childhood education programs and family literacy.

ACTIVITIES

- Promotora Project Health Outreach
- Parent Leadership and Empowerment Training
- Parent-Instructor Trainings
- Preschool Provider Network
- Licensed Childcare Provider Capacity-Building
- Early Literacy Awareness Outreach
- Early Literacy Activity Series
- Home Visiting

FIVE YEAR GOALS

- Increase the percentage of complete public and private health insurance enrollment applications submitted by families in the LSA to a level equal to or greater than that of families in other low-income areas and citywide.
- The percent of children entering kindergarten ready to learn will equal the percentage for the city.
- The percent of students reading at grade level by third grade will equal the percentage for the city.

WORK GROUP

An ad-hoc early childhood work group has been assembled to do the early thinking about neighborhood school readiness and family literacy strategies. Among the group's priorities are to increase parent leadership, increase family literacy and improve and expand child care in the neighborhood.





Recent Achievements of Making Connections in Oakland

FROM THE DIRECTOR (CONTINUED)

While we approach this very important work with a significant degree of discipline and rigidity about results, we also know that circumstances will shift over time requiring us to be flexible and responsive. As such, we expect our strategies and activities to evolve over time to reflect what we have learned.

We invite you to review our vision for the Lower San Antonio and to partner with us to demonstrate that low-income communities can offer children and families a healthy environment and the resources needed for children to realize their full potential.

Fred Blackwell, Director

MISSION

We are a culturally diverse coalition founded to celebrate the strengths of the Lower San Antonio community by promoting empowerment so that families can live with peace, dignity and opportunity.

LSA Collaborative

ACCOMPLISHMENTS

Alameda County Earned Income Tax Credit (EITC) Campaign

ALAMEDA COUNTY	2003	2004
Total Federal Refunds Claimed	\$2,809,429	\$4,317,588
Total Child Tax Credit	\$ 440,420	\$ 697,248
Total Earned Income Tax Credit	\$1,803,802	\$2,510,384
Total number of Tax Assistance Providers (paid & volunteer)	314	489
Total number of federal and state income tax returns filed	2149	3951
LOWER SAN ANTONIO	2003	2004
Total Federal Refunds Claimed	\$387,843	\$811,373
Total Child Tax Credit	\$ 88,722	\$128,422
Total Earned Income Tax Credit	\$268,820	\$482,295
Total number of Tax Assistance Providers (paid & volunteer)	26	46
Total number of federal and state income tax returns filed	274	662

Multilingual Homeownership Center (Lao)

More than 1,200 households have participated in MHC educational workshops. To date, 62 families have purchased homes: 37 home purchases and 6 refinances in Oakland in 23 months.

School-to-Career Partnership/UPS Program (YEP)

116 job placements since October 2001: 96 placements at UPS (United Parcel Service); 20 at other companies and 4 trainees turned supervisor.

Parent Action Committees (EBAYC)

3 Parent Action Committees are active at 3 different LSA neighborhood schools (i.e., Garfield Elementary, Franklin and Roosevelt Middle Schools)

Total Parent Action Committee membership: 400 families

Average participation at monthly meetings: 50 active parents at each school

San Antonio Unity (SACDC)

Total number of community newspapers published since September 2001: 19

Total number of newspapers distributed with each new edition: 5,000

Total number of community newspapers distributed in LSA to date: 95,000

23rd Avenue Action Plan (Urban Ecology)

Action Plan to revitalize the 23rd Avenue corridor.



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PARTNERS

LOWER SAN ANTONIO COLLABORATIVE PARTNERS

- Alameda County Public Health Department
- East Bay Asian Local Development Corporation (EBALDC)
- East Bay Asian Youth Center (EBAYC)
- EastSide Arts Alliance (ESAA)
- Family Life Resource Center
- La Clinica de la Raza
- Lao Family Community Development, Inc. (Lao)
- Making Connections Media Outreach Initiative (MCMOI - KQED)
- Roosevelt Health Center
- San Antonio Community Development Corporation (SACDC)
- Youth Employment Partnership (YEP)

ADDITIONAL PARTNERS

- Alameda Alliance for Health
- Alameda County Asset Development Community Partnership
- Alameda County Social Service Agency (SSA)
- Ameri-Corps/VISTA
- Asian Community Mental Health Services
- Asian Pacific Environmental Network (APEN)
- California Tomorrow
- CEDA/PAC City of Oakland
- Central City East Redevelopment Project Area Committee
- Centro Legal
- City Council Member Danny Wan
- City Council President Ignacio De La Fuente
- City of Oakland Housing Department
- East Bay Community Law Center
- Evelyn & Walter Haas Jr. Fund
- Garfield Neighborhood Crime Prevention Council (NCPC)
- Harbor House
- Institute for Urban and Regional Development (IURD), UC Berkeley
- Just Cause
- LSA Merchants Association
- National Economic Development Law Center
- Neighborhood Law Corps
- Oakland Police Department
- Oakland Ready to Learn
- PolicyLink
- Real Estate Council Member Developers
- Robert Wood Johnson Foundation Project/Active Living By Design
- Sentinel Fair Housing
- State Street, Inc.
- United Way of the Bay Area
- Urban Ecology
- Urban Strategies Council

