



Making CONNECTIONS IN OAKLAND

The Annie E. Casey Foundation

Smart Money!

Consumer debt has more than doubled in the past 10 years to record levels, making it hard for many families to save. Consumer debt hit a record \$1.98 trillion in October 2003, according to the most recent figures from the Federal Reserve. That debt – which includes credit cards and car loans, but not mortgages – translates to some \$18,700 per U.S. household.

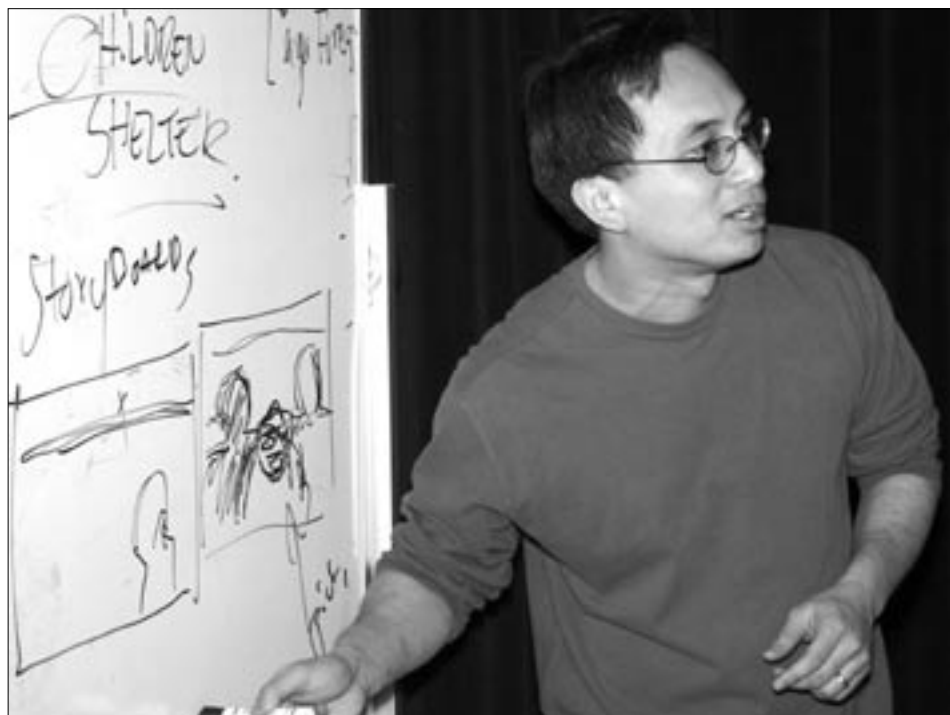
At the same time, the government says the nation's savings rate dropped to just 2 percent of after-tax income in the first half of the year. That means many people lack the means to deal with financial emergencies, much less their eventual retirement.

United Way

According to the United Way of the Bay Area (UWBA), the average American family holds only \$3,700 in net financial assets, approximately three monthly paychecks away from financial ruin. Half of all Americans have less than \$1,000 in assets available for investment. Nearly one in three American households holds zero or negative net financial assets.

Results show that even small savings can generate significant changes for low-income families through leveraged investments. An Individual Development Account (IDA) is a special type of savings program run by community organizations, while

IDs help individuals or families save money to meet future financial goals, and they help you reach those goals much faster than... if you were just saving money on your own.



Through an IDA program, Lawrence Iriarte completed college and purchased film and video equipment. He now teaches a special effects class at Ohlone College in Fremont titled, *After Effects for Television & Film*.

the accounts are held at local financial institutions. IDA programs encourage and enable low-income individuals, families and youth to become more financially secure and build a better future. The

amount of money that you put in your IDA savings account is matched by the community organization. This savings match is much higher than the interest rate

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A WORD

from Fred Blackwell

Site Team Coordinator

What Is Family Economic Success ?

There are few things more fundamental to supporting a family than the financial ability to make ends meet. Yet for a large and growing number of families the gap between their financial standing and what is needed just to get by is far too wide. Today families are finding it more and more difficult to meet the high costs of housing, medical care, and transportation. Some of these families are very low income or unemployed, but many others are working families with members stuck in low wage and no benefit jobs that simply do not lift families out of poverty, or keep them barely above poverty levels.

At the core of the Annie E. Casey Foundation's work is the belief that the well being of children relies heavily on the ability of their families to provide supportive and nurturing environments. We also think that families need to be supported by healthy communities that give them access to services, supports, and strong social networks. There are many things that need to happen to give greater strength and resiliency to fragile families and communities, but putting families on firmer financial ground is essential.

Family economic success (FES) is a phrase that represents our best thinking about how to connect isolated families to greater economic opportunity. The framework rests on three key premises: 1) A steady and decent income is essential for families

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Uncovering Tax Benefits

The Earned Income Tax Credit (EITC) is the **largest** federal aid program for the working poor. The EITC lifts more working families out of poverty than any other federal program. In Tax Year 2000, the EITC delivered \$31 billion to low-income workers and their families. In that same year, the EITC provided roughly the same level of federal assistance to low-income families nationwide as the TANF (Temporary Assistance to Needy Families) and food stamp programs combined.

In October 2002, Congresswoman Barbara Lee along with the Annie E. Casey Foundation, Alameda County Social Services Agency, United Way of the Bay Area, City of Hayward, Internal Revenue Service and the Urban Strategies Council initiated the Alameda County Asset Development Community Partnership. In 2003 the partnership began an outreach awareness campaign for the EITC. The campaign yielded over \$3 million in EITC and child tax credits for low-income families. Approximately \$1.8 million of those dollars were EITC refunds.

This is significant because during an economic downturn, tax credits for working families can reduce poverty, promote work, and stabilize local economies. In Alameda County, many low-income working individuals don't know about this refundable federal income tax credit, and approximately **\$17 million in refunds** go unclaimed each year!

To get the word out, Alameda County Social Services Agency (SSA) sent out thousands of flyers in a regularly scheduled mailing. SSA gets special recognition for staffing, through volunteers, 3 volunteer sites and helping Alameda County residents receive \$1 million in refunds.

Eden I&R, Alameda County's information and referral service, set up an 800-number and answered calls in 8 languages (English, Spanish, Cantonese, Vietnamese,



Mandarin, Farsi, Cambodian and Hindi). Eden I&R answered more than 6,000 calls and more than 2,250 tax returns were filed at Volunteer Income Tax Assistance (VITA) sites throughout the county. VITA sites are places where individuals can get their tax returns prepared free of charge. At the 14 VITA sites throughout the county, 428 volunteers provided more than 6,500 hours of service. The median EITC refund was \$1,203.

Alameda County had a very successful first-year campaign. The partnership is now conducting its second campaign. Also, members of Alameda County's partnership have been meeting with officials from San Francisco and Contra Costa counties who plan to launch their first EITC campaigns this year.

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Blueprint for Change

Process Complete, Plan in Progress

Capping a year-and-a-half of community workshops, focus groups, surveys, interviews and research, Urban Ecology and the 23rd Avenue Work Group are preparing to publish the *23rd Avenue Action Plan*. With the help of maps, photos and detailed renderings, the *Action Plan* provides an analysis of Lower San

Antonio. Ecology facilitated an in-depth community process with other local organizations, and conducted research on neighborhood revitalization strategies used in areas similar to the Lower San Antonio. Two well-attended community workshops were held in six languages: Spanish, English, Mien, Vietnamese, Cantonese and Cambodian. At these workshops, residents were asked

The plan represents a shift in thinking about what gets built where in the Lower San Antonio. This is because it is based on the views of residents, who are typically left out of decisions about how streets, parks and the local environment should and will look.

The Goals of the Plan: Safety, Beautiful Streets, More Business and Resources



Artist rendering of International Blvd and 23rd Avenue facing north.

Antonio's challenges and opportunities, and detailed strategies for achieving four overarching goals developed by community residents during workshops in 2002 and 2003. The result is a community-driven blueprint to inspire, coordinate and guide investment and change around 23rd Avenue.

Nearly 500 people participated in the making of the plan, which will be distributed to residents, neighborhood groups, elected officials and others. There will also be a companion summary that highlights community goals, neighborhood assets, local resources, and next steps.

To gather input for the plan, Urban

Ecology facilitated an in-depth community process with other local organizations, and conducted research on neighborhood revitalization strategies used in areas similar to the Lower San Antonio. Four focus groups were added to ensure input from typically underrepresented populations—merchants, youth, youth service providers, and recently arrived immigrants—and to explore design issues in greater detail.

Finally, the plan has been reviewed and guided by the 23rd Avenue Work Group, which includes the East Bay Asian Local Development Corp., the East Bay Asian Youth Center, EastSide Arts Alliance, Lao Family Community Development Inc., San Antonio Community Development Corp., and the Youth Employment Partnership.

The plan underscores that residents in the Lower San Antonio want to use their greatest asset—the extraordinary mix of cultures and ethnicities—to bring a critical mass of activity to 23rd Avenue and increase community safety. The heart of the plan is a series of design, developmental, programmatic and policy strategies for accomplishing four goals:

- 1) Make the 23rd Avenue business district a thriving center of healthy activity;
- 2) Create safe and beautiful streets;
- 3) Encourage development that benefits the community; and
- 4) Improve access to open spaces and public services.

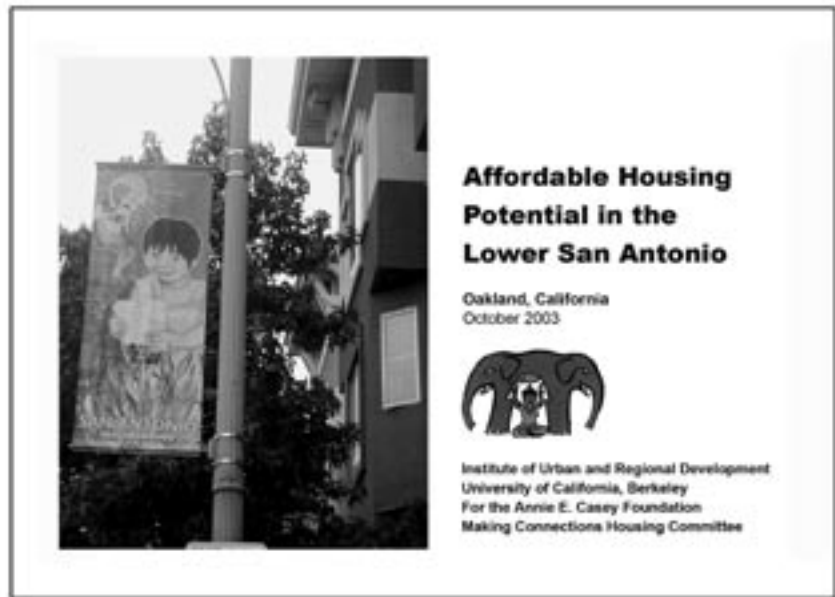
Affordable Housing

In Lower San Antonio

While regional land values and housing market rates are destabilizing neighborhoods like the Lower San Antonio, the *Making Connections* Housing Committee is actively working to ensure that families that have lived in the neighborhood for many years have access to affordable homes to rent or own. The committee is working on demand and supply sides of the housing market. In addition to creating the Lao Family Multilingual Homeownership Center that has helped almost 30 families buy homes, it is actively working to attract affordable housing developers to the area.

In June of last year, the Housing Committee enlisted the Institute of Urban and Regional Development (IURD), University of California, Berkeley, to answer the question, "Where are good affordable housing sites in the Lower San Antonio?" During the summer of 2003, IURD conducted research and in October 2003, published the report, *Affordable Housing Potential in the Lower San Antonio, Oakland, California*. This report suggests that of the 5,000-plus parcels in the area, there are as many as 725 potential development sites. These sites have what developers are looking for in terms of site potential, and the sites would be good additions to nearby commercial and transportation cores.

Since the publication of the research report, a Real Estate Council, comprised of local and regional nonprofit developers, has formed as part of Oakland *Making Connections* to research and assess the feasibility of sites proposed in the report. The Housing Committee projects that three to five rental and homeownership projects will be investigated in 2004.



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What Is Family Economic Success?

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to reach their economic goals; 2) In addition to income, there are a number of economic supports such as public benefits, financial literacy, and assets that help to stabilize families; and 3) Communities need investments that stimulate local economies and provide jobs and access to affordable, quality goods and services.

The FES framework has been the stimulation for a number of strategies across the *Making Connections* sites that include workforce development activities, Earned Income Tax Credit Campaigns, health insurance enrollment events and campaigns, the establishment of credit unions, and many others.

In Lower San Antonio, a cross section of people, organizations, and agencies with

interest in this area have come together to devise strategies to support family economic success in the neighborhood. The group is initiating its work with a survey to determine what issues are important to residents. They are also taking action by developing a neighborhood wide approach to running an EITC campaign that will get the word out about the credit, provide free tax preparation, open bank accounts for families that are interested, assess eligibility for food stamps and other public benefits, and provide referrals to agencies that provide credit counseling and other financial services.

For more information contact: Randy Tillery (510) 287-5353 x726 or Fred Blackwell (510) 763-4120 x214.

PROMOTORA

Promoting healthy living among LSA residents

Health Work Group

The Health Work Group of the LSA Collaborative grew out of an understanding that health care and health needs directly impact the quality of life within a community. Members of the work group include La Clinica de la Raza, the Roosevelt Health Center, Alameda County Public Health Department, Alameda Alliance for Health and Supervisor Alice Lai Bitker's office.

The work group has established two goals: 1) to develop a solid understanding of residents' health-related concerns and 2) to improve the health of community residents in LSA through education and increased access to health insurance and health care services. To address these goals, the work group is launching a *Promotora* project in LSA in 2004.

Promotora Project

The mission of the *Promotora* project is to promote healthy living among LSA residents. Promotoras build leadership from within a community while at the same time identifying health concerns and empowering residents to address health issues that arise. To accomplish this, the program trains lay health promoters (*promotoras*) to advocate for healthy living through health education contacts within the community. While being culturally sensitive, the *promotoras*

provide information about how to access community health and human service resources. Additionally, as volunteer health ambassadors in their community, the *promotoras* have opportunities for education, career advancement, and project recognition.

The San Antonio neighborhood is the most diverse neighborhood in Oakland so the challenge will be to reach out to the many diverse populations. It is anticipated that over the course of one year, women will learn disease prevention, simple assessments of selected health problems, and begin to help their neighbors access appropriate health and human resources.

Promotoras in the Fruitvale

The Fruitvale district of Oakland has had a *Promotora* program since the mid-1980s. An example of a successful outreach was an immigrant woman, trained as a promotora, who longed for the kind of daily communication she had with her neighbors in her native country. She persuaded the *Promotora* project to purchase a broom for every house on her block. She gave brooms to her neighbors who began sweeping the areas in front of their homes. They started talking with one another, and that sparked deeper interactions. Two years later, these neighbors hold regular holiday block parties, and the promotora is sharing health information with neighbors who once never talked with one another.

Another Fruitvale promotora used a different relationship strategy to reach neighborhood residents on a deeper level. This promotora heard that residents wanted fresh fruits and vegetables to be more readily available to them. The promotora urged a friend with a truck to drive out to farms to get fresh produce to bring back to the Fruitvale. That began a fresh fruit and vegetable stand in the neighborhood, which led to the establishment of a farming cooperative called *La Coperative del Pueblo*, which saves residents money on their bulk purchases. Through this kind of relationship building, the promotora was able to convey important health-related information.

Building Community Leaders

Promotora programs create community leaders out of ordinary people who disseminate important health information to neighbors and friends. In LSA, the program will begin with 8-10 *promotoras* who speak at least three different languages. The kinds of projects that emerge are almost without limit. This can be a win-win situation for the LSA and the *promotoras*. We look forward to seeing what creative health projects evolve from the LSA *Promotora* effort!

To learn more about the *Promotora* project, call Tamar Fendel at (510) 535-7840.

Children do well when their families do well; and families do better when they live in communities that support them.

The Annie E. Casey Foundation

Information is Power!

In March 2002, a group of Oakland organizations came together to form the Information Networking Forum of Oakland (INFoOakland). INFoOakland seeks to build the capacity of residents and grassroots organizations to use data and technology by offering training and technology support to those who do not typically access the internet.

INFoOakland is a collaborative effort to gather information in a user-friendly system to assist residents engaging in community revitalization in Oakland's low-income neighborhoods. The mission of the forum is to democratize data and promote equity and empowerment of residents and organizations so that residents can use data as a tool for organizing and positive social change. The goal is to extend digital technology to people who are least likely to already have it, including low-income residents, limited English speakers, youth, and people with disabilities.

For information contact Urban Strategies Council at (510) 893-2404

Member organizations include:

Alameda County Public Health Department
Asian Pacific Environmental Network
Center for Justice Tolerance and Community
Eastmont Computer Center
EastSide Arts Alliance
Institute for Urban and Regional Development, University of California, Berkeley
Just Cause Oakland
Movement Strategy Center
Pacific Institute
People United for a Better Oakland (PUEBLO)
San Antonio Community Development Corporation
Urban Explorer
Urban Habitat
Urban Strategies Council
Youth in Focus

www.INFoOakland.org



Eastlake Revitalization is alive! Palm trees being planted on E. 12th Street are the latest example of this revitalization. In partnership with the City of Oakland's Community & Economic Development Agency and the Eastlake Merchant's Association, the East Bay Asian Local Development Corporation (EBALDC) has been strengthening the economic viability of the Eastlake neighborhood in Oakland for close to ten years. Through streetscape and facade enhancement, business assistance to local merchants, and community initiated projects, the Eastlake neighborhood is becoming recognized for the gem it is. Although at the western end of Lower San Antonio, the Eastlake neighborhood is east of Lake Merritt in Oakland, hence the name. EBALDC is showcasing its new Eastlake Office on March 29, 2004.

The Annie E. Casey Foundation is a private charitable organization dedicated to helping build better futures for disadvantaged children in the United States. It was established in 1948 by Jim Casey, one of the founders of United Parcel Service, and his siblings, who named the Foundation in honor of their mother. The primary mission of the Foundation is to foster public policies, human-service reforms, and community supports that more effectively meet the needs of today's vulnerable children and families. In pursuit of this goal, the Foundation makes grants that help states, cities, and neighborhoods fashion more innovative, cost-effective responses to these needs.



The Iriarte Family: Nathan, aged 8, Michelle, Lawrence and Diego, aged 3. Michelle also participated in an IDA program and used her money for education. Lawrence is deeply grateful to the IDA program and believes it made a huge difference in his family's circumstances.

on a regular savings account. For example, some programs will give you up to \$3 for every \$1 that you save.

However, the program has certain restrictions. Most programs limit participants to using the accounts for buying or repairing a home, paying for post secondary education or job training expenses, starting or expanding a small business or saving for retirement. And, you must attend financial literacy training classes on how to manage your money and credit. IDAs help individuals or families save money to meet future financial goals, and they help you reach those goals much faster than you could if you were just saving money on your own.

Bay Area Partnership

UWBA created a partnership in 2000 of public and nonprofit partners to design, fund and administer an IDA program including San Francisco County, Alameda County, the federal government and the East Bay Asian Local Development

Corporation (EBALDC). This program, "*the Savings and Self-Sufficiency IDA Program*," began to open IDA accounts in May 2000. Through partner referrals and EBALDC outreach efforts, 128 Bay Area residents have received core financial literacy training and 98 participants have opened IDA accounts. Through December 2003, 40 participants had saved their maximum IDA savings goal (some have saved more to maximize the additional match offered through funding from Federal Home Loan Bank).

In addition to the UWBA partnership, EBALDC provides IDA programs for other partners throughout the Bay Area through contracted services targeting needy families and individuals. EBALDC's IDA program has reached over 546 participants overall and has 336 active savers. Over the past six years, the total amount currently saved is \$213,258 with a corresponding match of \$426,517.

There have been 340 asset purchases: 143 for education, 128 for business

development, 58 homes, 10 for retirement and 1 vehicle. The Earned Income Tax Credit partnership mentioned on page two helps low-income families maximize their tax returns through IDA and regular savings accounts. EBALDC is expanding its services to address Family Economic Success factors (see page 2) by pairing IDAs with EITC as well as other resources such as Food Stamps and Health Care. This work is being done with the Lower San Antonio Collaborative.

Youth Programs

In addition, EBALDC has provided youth IDA programs with a more flexible program design and match usage for the City of Oakland, San Francisco Department of Human Services, and the Youth Employment Partnership (YEP). The City of Oakland's Youth IDA Program helped 14 to 21-year-olds become economically self-sufficient adults by giving them the tools to make sound financial choices.

Over 200 youth participated, and 90 have completed financial and life planning classes. Forty seven have opened a savings account, reached their savings goals and have made their asset purchase. Thirty five participants applied their savings and match toward education. For most savings goals, participants receive two dollars for every one-dollar saved up to \$500 for a total of \$1500. More incentive is given to those who choose to save for their education with a 4 to 1 match of up to \$250.

EBALDC and YEP have been working together on designing a program that targets youth with special needs. According to Michele Clark-Clough, Executive Director of YEP, the original model does not work. "The process was initially designed for low-income people well on their way to stabilizing their lives. They are already at Step 20 of 50 steps. But we need to provide incentives for low-income people who are not on Step 1 to get them to take the first step."

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Clark-Clough continues, "To get a young person to save for retirement when they don't have a high school diploma is ludicrous." Her at-risk youth, ages 16 to 24, have circumstances not taken into account by the creators of the IDA program. They may need to reinstate a driver's license, pay a community service fine, pay initiation fees for union dues or need money to purchase tools for a construction job training program. YEP is trying to clear these types of hurdles in order to get their young clients to be employable. However, she agrees that completing basic financial literacy classes is critical to the success of an IDA program.

Family Independence Initiative

Rather than viewing low-income communities as passive targets for services, the Oakland Family Independence Initiative (FII), which receives Casey support, sees such families as partners in finding solutions for pathways out of poverty. FII works with groups of families, and requires groups to manage, grow, and leverage their own financial capital and their social connections. FII's IDA program is designed to help participants acquire productive assets or increase the value of productive assets they already hold. Participants may use their IDA savings and match funds towards homeownership, small business development or expansion, education, or automobile purchase. FII is also using the matching funds concept to finance projects initiated by groups of families and their communities, such as childcare and food cooperatives and the building of community centers and resources.

For more information about IDAs, EBALDC's IDA Program or how to set up your own IDA program, contact Lupe Guiza, Senior Program Manager at EBALDC, (510) 287-5353 x587.

Budding Journalists

In September, 2003, *Making Connections* in Oakland coordinated a speaker's bureau of top journalists from the Bay Area for students in the journalism and English classes at Oakland High School, the only high school in the *Making Connections* site. During the two-week series, several students expressed an interest in pursuing a journalism career. Journalists included Chauncey Bailey, reporter for the *Oakland Tribune*; Meredith May, reporter, *San Francisco Chronicle*; Dori Maynard, President of the Robert C. Maynard Institute for Journalism Education. Robert Maynard was the only African American editor and

owner of the *Oakland Tribune*. Additional speakers included Willie Monroe, East Bay Bureau Chief, KGO-TV; Nzinga Moore, Producer for *Youth Radio*; Pam Moore, News Anchor, KRON-TV; Venise Wagner, former award-winning journalist and now assistant professor at San Francisco State University; and Kevin Weston, Editor, *Youth Outlook (YO!)* of Pacific News Service.



Clockwise from upper right: Paul August, journalism teacher; Venise Wagner; Montessa Posey, student; Christian Dominguez, student; and Nzinga Moore.

UPDATES

School to Career Partnership

The Youth Employment Partnership (YEP) is the largest and most experienced youth employment-training agency in Oakland with a history of developing innovative programs that fill the needs of youth as they become apparent.



In October 2001, YEP launched a pilot job-training program with UPS, the "School-to-Career Partnership/UPS Program." The UPS

Program begins with 3 to 4 weeks of comprehensive "Job Readiness Training" (JRT). Trainees must successfully pass JRT before they are referred to an employer. In the first year of the program, YEP facilitated the placement of 29 trainees into permanent employment at UPS, and one trainee became a supervisor within two

months of his employment.

In 2002, 46 placements were made at UPS and three trainees were hired directly into supervisory positions. In 2003, 10 placements were made at UPS. The dramatic drop in placements in 2003 was due to a hiring freeze caused by the bad economy. There are 26 trainees currently working at UPS and 16 of these trainees have been there over two years. To date, the program has made a total of 85 placements at UPS.

YEP is currently working with new employers to be partners in the School-to-Career Partnership to increase the number of placements. Because of the expanded employer base, YEP has facilitated the placement of 100 trainees into the

workforce through the School-to-Career Partnership Program.

The agency also effectively tracks the continuing progress of its clients after leaving the comprehensive training programs. By providing career exploration, training and development of social skills through partnering with public and private organizations, YEP creates models of success and improves the overall health of the community. An underlying goal is to enable young people to use the employment training experience as a mechanism to gain self-confidence and self-awareness, attributes that will enhance all aspects of their lives for years to come.

For information contact, Lance Dennis (510) 533-3447 x320.

Matters of Race

As part of the *Making Connections* Media Outreach Initiative (MCMOI), KQED Education Network hosted a free screening of *Matters of Race* at the Parkway Theater in Oakland in September 2003. Approximately 170 people attended the event, which featured a screening of film excerpts, six local youth-produced short films, a panel discussion with filmmakers, and an after-party at the offices of PUEBLO (People United for a Better Oakland).

Matters of Race is a series of six films that portray

personal experiences of racial and ethnic relationships. Two of these films were screened at the Parkway Theater: *Who I've Become* is the story of Ponnleau, a first-generation Cambodian American, a young



Making CONNECTIONS MEDIA Outreach INITIATIVE

man and a new father on probation living in the Tenderloin district of San Francisco. And *From the Outside In* is a personal look at the idea that mere survival is no longer satisfactory for the future of Native Americans.

Using *Matters of Race* as a catalyst, youth from The Black Dot Artists Inc. and the Native American Health Center created six video shorts that explored race and racism in their own lives. The youth spent six weeks in the summer of 2003 developing storyboards, scripts, and music, and shooting and editing their videos. The results are six inspiring and candid youth perspectives on race that were integrated

into KQED's *Matters of Race* promotional campaign. Youth producers from The Black Dot Artists Inc. and the Native American Health Center also discussed the making of their short films and issues of race that youth confront in the community. The short videos continued to broadcast on KQED in the month following the screening. Visit www.kqed.org/mattersofrace.

Following the screening guests joined in an engaging panel discussion with four of the filmmakers. The screening of *From the Outside In* was the first community-based screening of this film in the nation. Panelists included Producer Spencer Nakasako and directors Mike Siv and Aram Collier of *Who I've Become*.

The New Americans

The New Americans is a seven-hour documentary mini-series that takes an

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The New Americans

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intimate look at the lives of immigrants and refugees from the Dominican Republic, India, Mexico, Nigeria and the West Bank. The film premieres on KQED-TV on March 29th, 30th and 31st.

A community screening and forum for *The New Americans* will take place at the Parkway Theater in Oakland in April 2004. Excerpts of the film will be followed by a panel discussion about immigrant issues as they relate to family economic security, workplace development, labor, health and safety of immigrants. Resources for immigrants will be available through a number of immigrant rights and services groups at the community forum. If you would like more information about the community screening or a series of Early Learning Family and Parent Workshops which are currently being scheduled, please call (415) 553-2293.



The Flores family featured in *The New Americans*.

Contacts for Initiatives OF LSA COLLABORATIVE PARTNERS

The Lower San Antonio (LSA) Collaborative was created by community-based organizations in the neighborhood in order to manage the work of the *Making Connections* Initiative. Key issues for the LSA Collaborative are:

- 1) family economic success
- 2) arts and culture
- 3) economic development.

Following is a list of initiatives of the LSA Collaborative along with contact information.

Arts and Cultural Center (ESAA)	
<i>Susanne Takehara</i>	(510) 533-6629
Family Economic Success Work Group (EBALDC)	
<i>Randy Tillery</i>	(510) 287-5353 x726
Health Work Group (La Clinica)	
<i>Tamar Fendel</i>	(510) 535-7840
<i>Making Connections Media Outreach Initiative (KQED)</i>	
<i>Sonya Shah</i>	(415) 553-2383
Multilingual Homeownership Center (Lao Family)	
<i>Jacqueline Rickman</i>	(510) 533-8850
San Antonio Unity newspaper (SACDC)	
<i>Don Davenport</i>	(510) 536-1715
San Antonio Village Center (EBAYC)	
<i>Isabel Toscano</i>	(510) 533-1092 x28
23rd Avenue Corridor Project (EBAYC)	
<i>David Kakishiba</i>	(510) 533-1092 x25
UPS School-to-Career Partnership (YEP)	
<i>Lance Dennis</i>	(510) 533-3447 x320

For more information on *Making Connections* in Oakland

CHECK OUT OUR WEBSITE!

www.lower-san-antonio.com

URBAN DESIGN

For International Boulevard

Through the Institute of Urban & Regional Development (IURD), the University of California, Berkeley's Department of City and Regional Planning will devote its spring semester (2004) 'planning studio course' to International Boulevard between 12th and 22nd Avenues in the Lower San Antonio neighborhood. The course will focus on physical issues and urban design. UC Berkeley graduate students will observe and access the qualities of the existing physical environment, natural and man-made, and the social and economic contexts for this community. The second half of the class will focus on creating designs that will support the community's vision for this stretch of International Boulevard. The idea came from Heather Hood, Director of UCB's Community Partnerships Office.

A new transportation system is planned for International Boulevard that will require new ways of thinking about the balance between pedestrian and vehicular spaces, and how they support public space,

housing and commercial space along the street. It is a perfect time to make sure the changes will make the street a nice place for people and for businesses to thrive.

The course is taught by Assistant Professor Elizabeth Macdonald. Professor Macdonald co-authored "The Boulevard Book: History, Evolution, Design of Multiway Boulevards." With extensive research from around the world, she has broad and deep knowledge about urban design issues. Through her urban design firm, Cityworks, she has worked on similar projects throughout the Bay Area, including most recently the redesign of International Boulevard in the Fruitvale District, and the design for the new Octavia Boulevard in San Francisco.

Working individually and in teams, students will engage in empirical observations and other forms of data collection, including meetings with local community members. The 'studio' will show ways to connect the varying parts of Lower San Antonio



The Campanile at UC Berkeley

that have recently gotten urban design attention from the LSA Collaborative and Urban Ecology – Eastlake and 23rd Avenue. Students held their first meeting with the LSA Planning Committee on January 26th. The designs that result from this 'studio' will complement the soon-to-be released Community Action Plan by Urban Ecology. Students hope to present their design plans at a community forum at the end of the semester in May.

Making Connections Survey

The *Making Connections* Survey, sponsored by the Annie E. Casey Foundation, is aimed at learning about individuals and families in the LSA and their attitudes and experiences as residents. Seven hundred randomly selected residents were asked questions about issues and challenges affecting families, local organizations, and community services in LSA. An additional 700 people are being interviewed by telephone throughout Alameda County. Responses and data from the LSA neighborhood will be compared against county wide data. The responses will serve as a benchmark of analysis for ongoing and future work related to *Making Connections* in Oakland.

The survey questionnaire was designed by social scientists from several research institutions in collaboration with Casey Foundation staff. A special set of questions of particular interest to LSA were developed with members of the Lower San Antonio Collaborative.

The survey data were collected by locally based interviewers employed by the National Opinion Research Center (NORC) at the University of Chicago. Founded in 1941, NORC is a not-for-profit academic research organization. NORC's mission is to advance the methodology of social science research and to provide accurate, well-focused survey data to inform and invigorate democratic decision making.

The Urban Institute, a nonprofit, nonpartisan policy research and educational organization based in Washington, D.C. is working with the Urban Strategies Council, a key partner in the *Making Connections* effort, to analyze the survey data.



The Annie E. Casey Foundation

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Last years' Malcolm X Jazz Festival (May 17, 2003) was a highlight of summer activities in Lower San Antonio. The Festival is sponsored by EastSide Arts Alliance and takes place in San Antonio Park in LSA. This year marks the fifth anniversary of the Malcolm X Jazz Arts Festival. This year's Festival will take place on Saturday, May 22, 2004.



Kahil el, Zabar



Photos by Kamau Amen-Ra



Billy Bang



Trumpet player from Howard Wiley's Band

Oakland Site Team:

site team coordinator

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evaluation

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