



Creating a Healthy & Safe East Palo Alto

Making History, Politics, and Planning Work for the Community

Ruben Abrica, Councilmember, City of East Palo Alto

**10th Annual New Partners for Smart Growth
Building Safe, Healthy and Livable Communities**

Charlotte, North Carolina

February 3, 2011

10:45am-12:15pm

Panel: Building Health in Suburban Counties: Two Case Studies in Shaping Local Plans

<http://www.newpartners.org/>



East Palo Alto is 2.5 square miles between Palo Alto and Menlo Park





Challenges

#1. Overcoming years of systematic public and private underinvestment.

#2. High unemployment.

#3. Limited commercial land, and legacy of heavy industrial industries and contaminated land.

#4. East Palo Alto has a park shortfall of approximately 72 acres.



Demographics

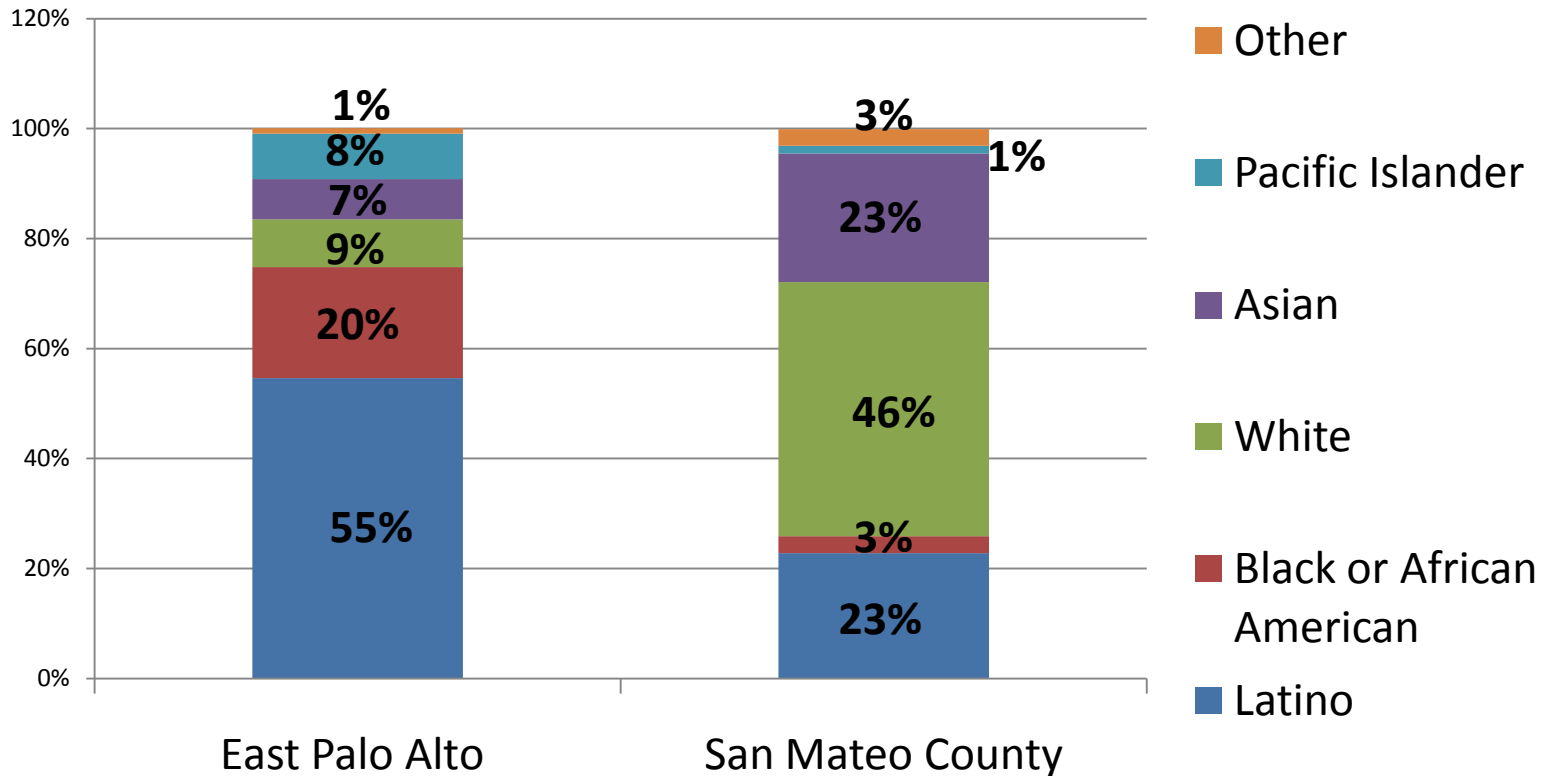
	East Palo Alto	Silicon Valley (1)
Population	33,174	2,603,479
Median Age	28.2	38.2
Average Household Size	4.28	2.92

(1) Santa Clara and San Mateo Counties

(2) Source: Ravenswood/4 Corners TOD Specific Plan Market & Economic Analysis (BAE)



East Palo Alto is a diverse community.

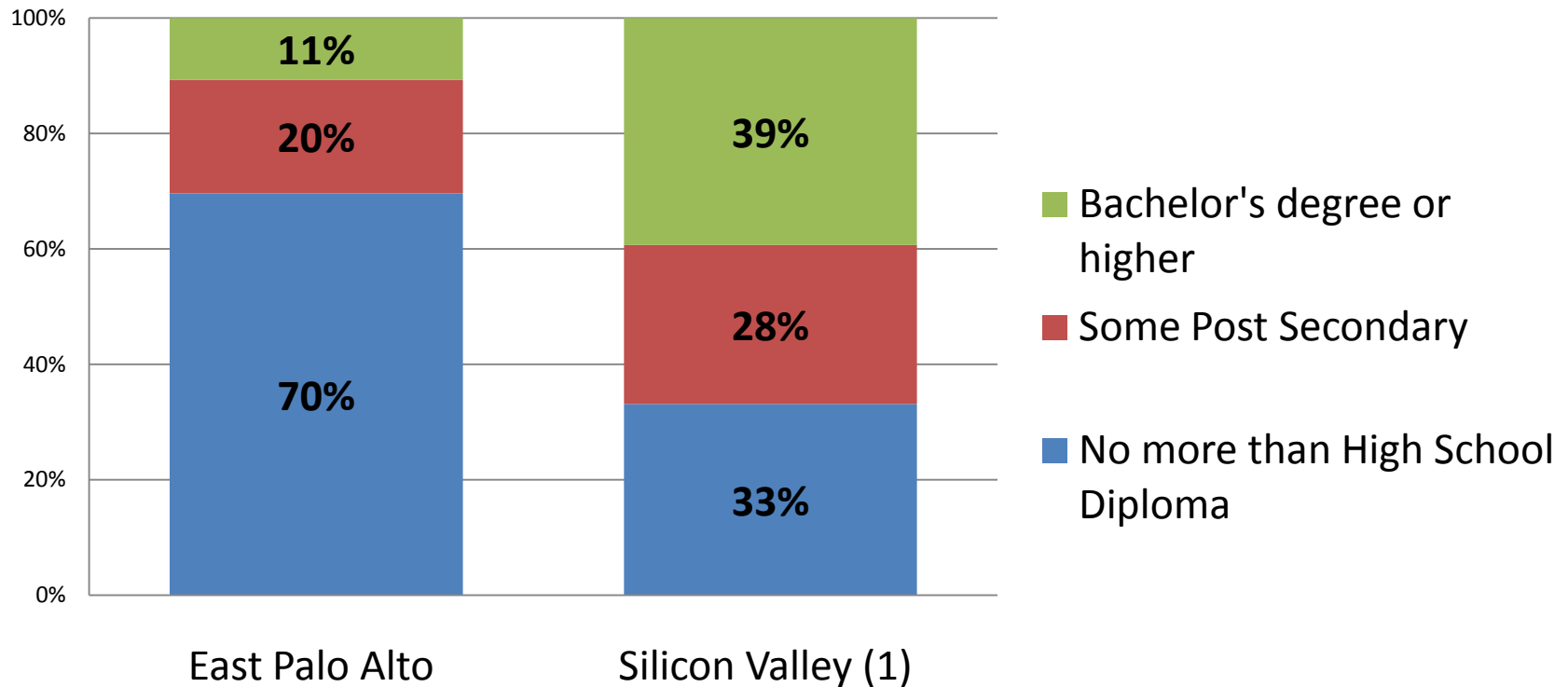


(1) Source: City of East Palo Alto Housing Element, September 2010



70% Adults in East Palo Alto have no more than a high school diploma

Educational Attainment



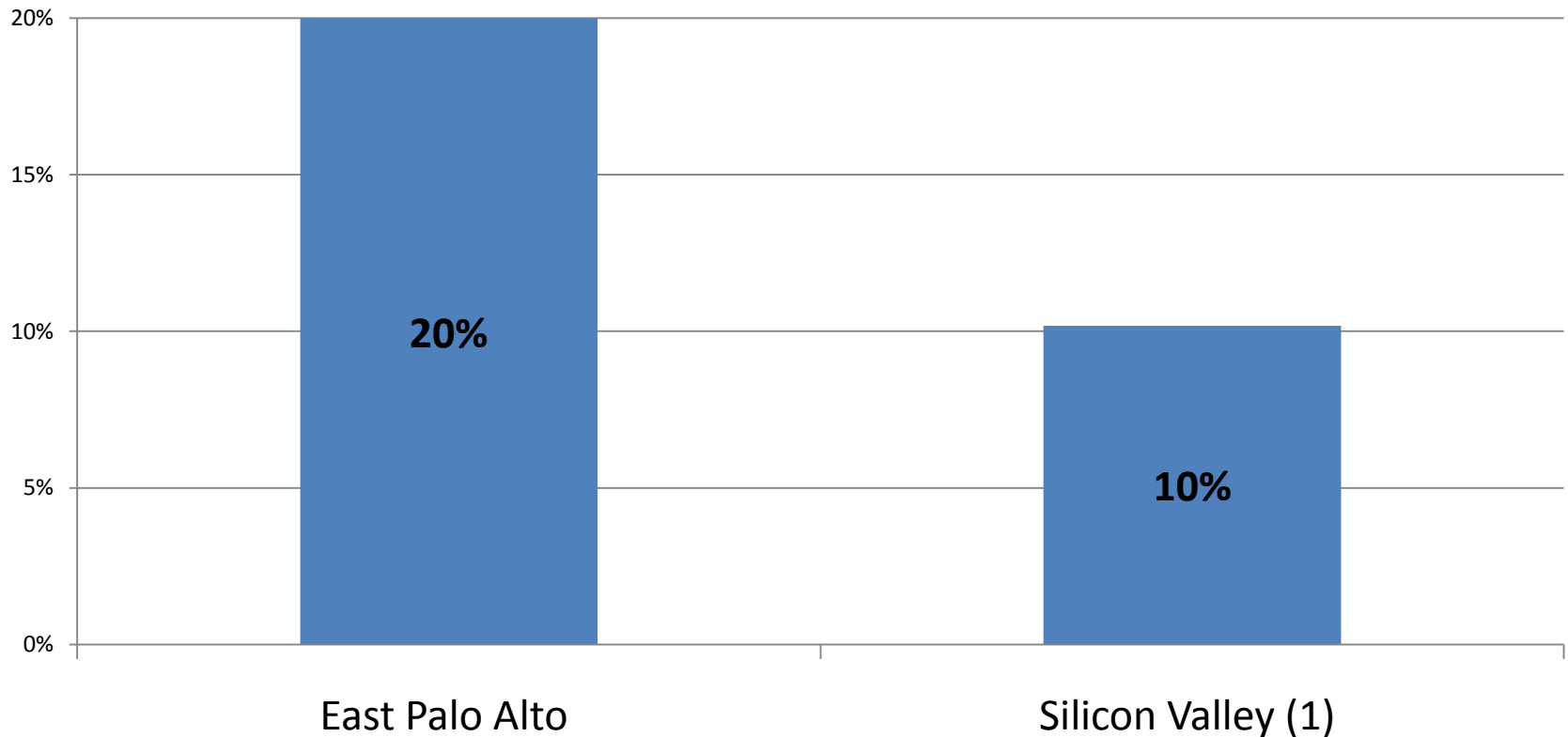
(1) Santa Clara and San Mateo Counties

(2) Source: Ravenswood/4 Corners TOD Specific Plan Market & Economic Analysis (BAE)



High Unemployment

November 2010 Unemployment Rate



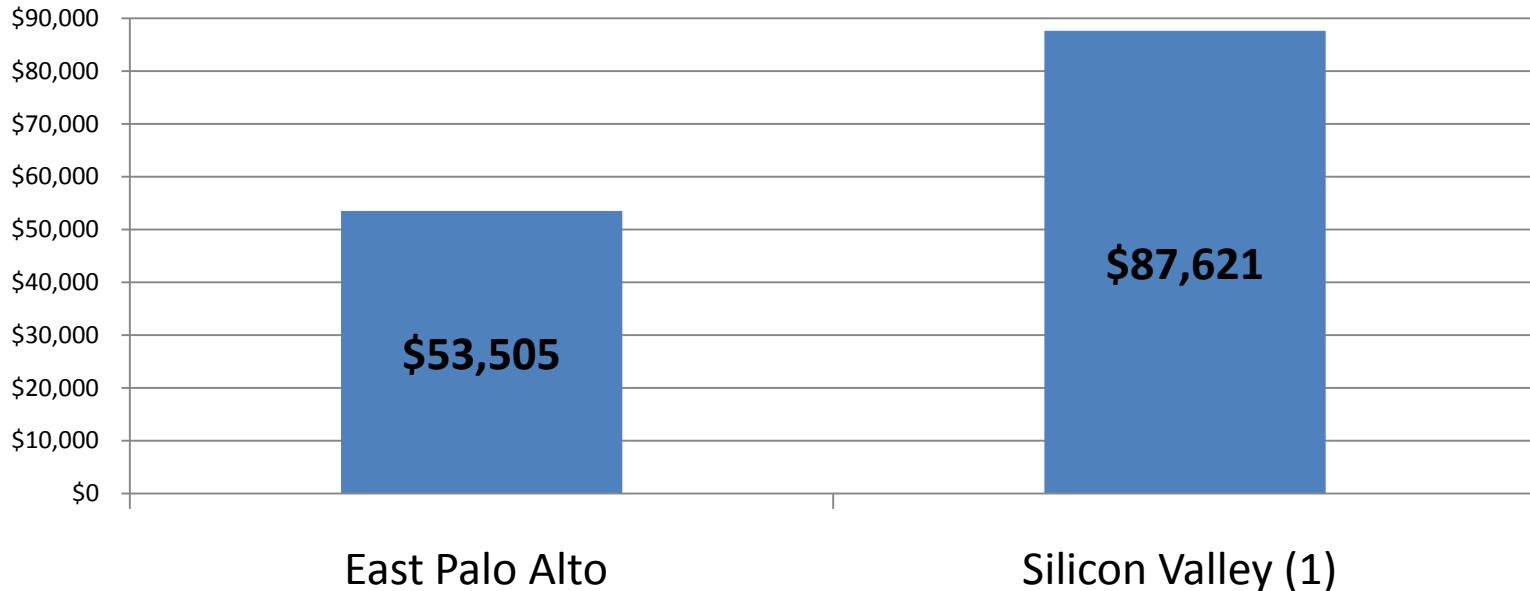
(1) Santa Clara and San Mateo Counties

(2) Source: CA EDD



East Palo Alto Median HH Income 39% (\$34,116) lower than Silicon Valley

Median Household Income



(1) Santa Clara and San Mateo Counties

(2) Source: Ravenswood/4 Corners TOD Specific Plan Market & Economic Analysis (BAE)



5 Key themes-Public Health

East Palo Alto has been integrating 5 Key Themes of Public Health into planning since incorporation in 1983.

2009 and 2011- Council established “Creating a Healthy and Safe Community” as one of its priorities.



5 Key themes-Public Health

1. Community Empowerment
2. Housing and Jobs
3. Access to Healthcare
4. Access to Fresh Food
5. Walkable communities and parks



Lessons Learned in 27 Years

1. Collaborate with other stakeholders.
2. Prioritize public health goals with staff.
3. Get projects and plans into an adopted plan. Plans reflect priorities and have a lasting impact.
4. Implement Plans.
5. Strategically leverage Redevelopment Agency funds to advance improvements.



Community Empowerment

East Palo Alto was a County unincorporated pocket. Residents fought to incorporate as a city to make their own decisions.



Housing

1. One of the first pieces of legislation was rent stabilization to protect low income renters.
2. City approved one of the most aggressive below market rate inclusionary policies in the County.
3. Redevelopment Agency subsidized development of over 240 affordable units.





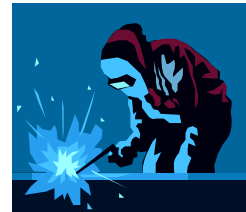
Jobs

1. 30% First Source Local Hiring Policy.



2. Redevelopment Agency developed 4 Seasons Hotel, 400,000 sqft of office, and 700,000 sqft of retail, which provides about 300-400 jobs for local residents.

3. Redevelopment Agency is currently managing a \$600k grant for Green Jobs Training.





Healthcare



1. Mayor convenes Community Health Roundtable and Health and Safety Faire.
2. Prepared EPA Health Profile & Needs Assessment
3. Redevelopment Agency subsidizes the Ravenswood Health Clinic, which provides health services to over 7,000 East Palo Alto residents per year, with a no cost lease for 1.3 acres of land.



Access to Fresh Food



1. East Palo Alto City led effort to start the Farmers Market in 2007.
2. East Palo Alto did not have a full service grocery store for 30 years.
3. In 2009, a full service grocery store moved into the G101 Retail Center, which the Redevelopment Agency developed.



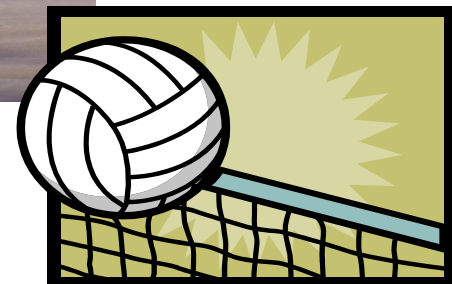
Major Planning/Public Health Efforts in East Palo Alto

1. East Palo Alto Needs Assessment (2006)
2. East Palo Alto Bay Access Master Plan-RDA (2007)
3. East Palo Alto Health Profile (2007)
4. 5 Year RDA Implementation Plan-RDA (2007)
5. Draft RBD Engineering Plan-RDA (2009)
6. Tax Base Expansion Study-RDA (2009)
7. Market Analysis for RBD-RDA (2009)
8. Report to Council, Fiscal Merger-RDA (2009)
9. Health Taskforce Blueprint 2005-2010 Accomplishments (2010)
10. Climate Action Plan-RDA (pending 2011)
11. Capital Improvement Plan (2010)
12. RBD/4 Corners Specific Plan & Program EIR-RDA (includes Existing Conditions Report, Market Analysis, Alternatives Analysis) (pending 2011)



4 Examples: Incorporating Public Health Themes into Planning Efforts

1. Capital Improvement Plan
2. Climate Action Plan
3. Bay Access Master Plan
4. RBD/4 Corners Specific Plan





Capital Improvement Plan

- Sidewalks- \$630,000
- Parks/Recreation Projects-\$77m
- Safe Routes to Schools- \$897,000





Safe Routes to Schools - Results



2/3/2011

Ruben Abrica, City Councilmember,
East Palo Alto

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Climate Action Plan

The Redevelopment Agency is working on a Climate Action Plan that includes 23 actions to reduce greenhouse gases and waste.





EPA Bay Access Master Plan

In 2007, the City Council adopted the Bay Access Master Plan (BAMP), which was prepared by the Redevelopment Agency.

The BAMP connects East Palo Alto residents to the Bay with 5 miles of trails and 10 parks.

It is being implemented through City efforts and the multi jurisdictional San Francisquito Creek Joint Powers Authority.



EPA Bay Access Master Plan

LEGEND

1. Existing Bay Trail=



2. Proposed Trails=



3. Approved N. Bay Trail Alignment



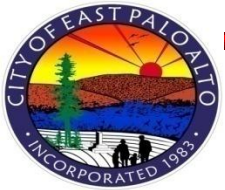
4. P = Parks



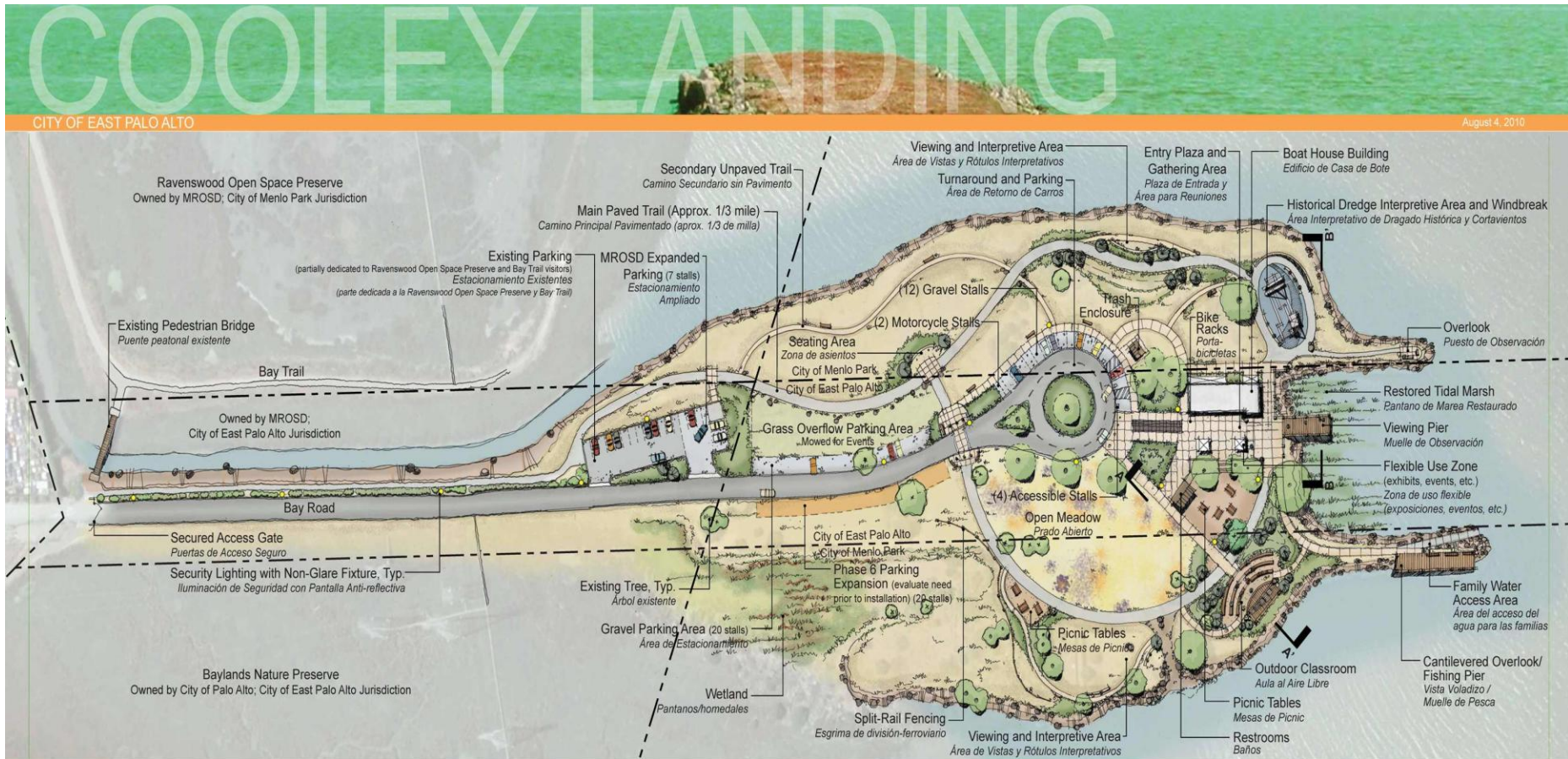


EPA Bay Access Master Plan: Trail Project-In Progress





EPA Bay Access Master Plan: 9 acre Cooley Landing Park - In Progress





RBD/4 Corners Transit Oriented Development Specific Plan*

Transit-Oriented Development Plan envisions a medium to high density, mixed-use downtown core and an Office/R&D employment center.

Possible station for the Dumbarton Rail line and bus rapid transit station.

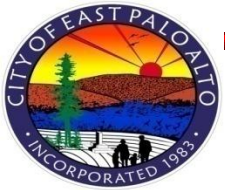
Increasing Transit options will improve air quality and reduce asthma rates.

*The Consultant is Design, Community & Environment. The Plan is partially funded by Metropolitan Transportation Commission



RBD/4 Corners TOD Specific Plan - Community Empowerment

1. Joint City Council/Planning Commission Subcommittee on Long Range Planning met for 12 months in 2006/2007 to create a participatory and empowering community planning process.
2. City Council appointed a 7-member Community Advisory Committee to represent community stakeholders and guide the process.



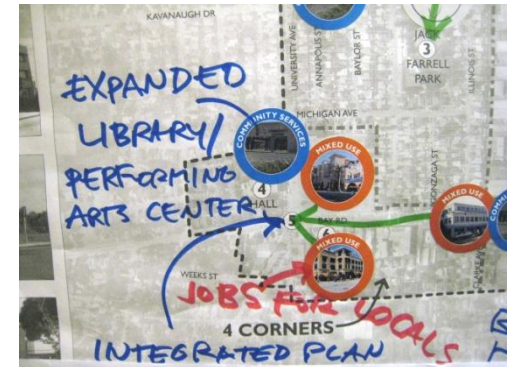
RBD/4 Corners TOD Specific Plan – Community Empowerment

13 public meetings, including 3 highly interactive Community Workshops with Spanish translation, with an average attendance of about 35 participants.

Major outreach including over 20,000 postcards, email lists, webpage, meeting announcements at public meetings, reminder phone calls, flyers, and media presence.



RBD/4 Corners TOD Specific Plan – Community Empowerment





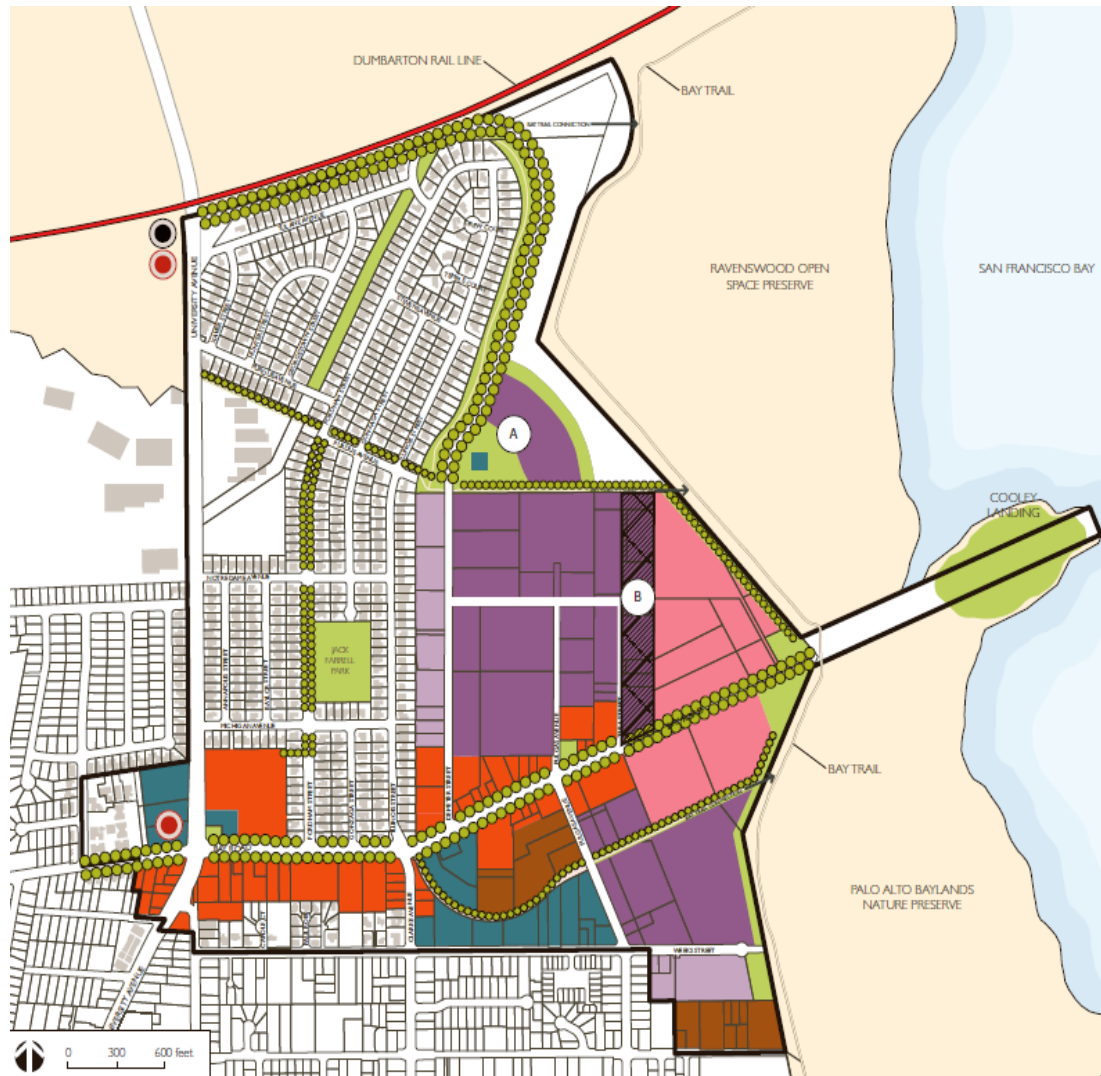
RBD/4 Corners TOD Specific Plan – Community Empowerment

Organizations:

Community Advisory Committee; San Mateo County Public Health Dept.; CDI; Sequoia High School District; local small business owners; San Mateo County Labor Council; Housing Leadership Council; San Mateo County Library; Mid Peninsula Regional Open Space District; Ravenswood Health Clinic; Collective Roots; PIA; Faith Community; Foro Latino; EPA PD Beat Meetings; RBD LLC, which represents majority of landowners in RBD; ETB Coalition; Barry Swenson Builders; YUCCA; Clarum Homes; DKB Homes; Urban Habitat; Public Health Law & Policy



RBD/4 Corners TOD Specific Plan



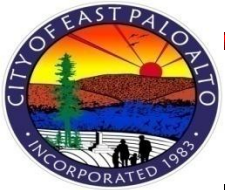
Office: 922,000 sqft.
R&D/Indu.: 440,000 sqft.
Retail: 112,000 sqft.
Housing: 835 units
Parks/Open Space: 30 ac
Community/Civic: 61,000 sqft.



RBD/4 Corners TOD Specific Plan - Empowerment/ Access to Healthcare

Potential for a centrally located Community Center, expanded library, and expanded health center.





RBD/4 Corners TOD Specific Plan - Housing and Jobs

1. Estimated Redevelopment Agency Funds for Affordable Housing- \$8m



2. Potential Jobs: 3,801 permanent & 6,266 construction

3. Challenge- creating jobs with career ladders and bridges that East Palo Alto residents can access.



RBD/4 Corners TOD Specific Plan - Housing and Jobs

97% of the
Residential units
will be in mixed
use projects with
densities 40+
DUA

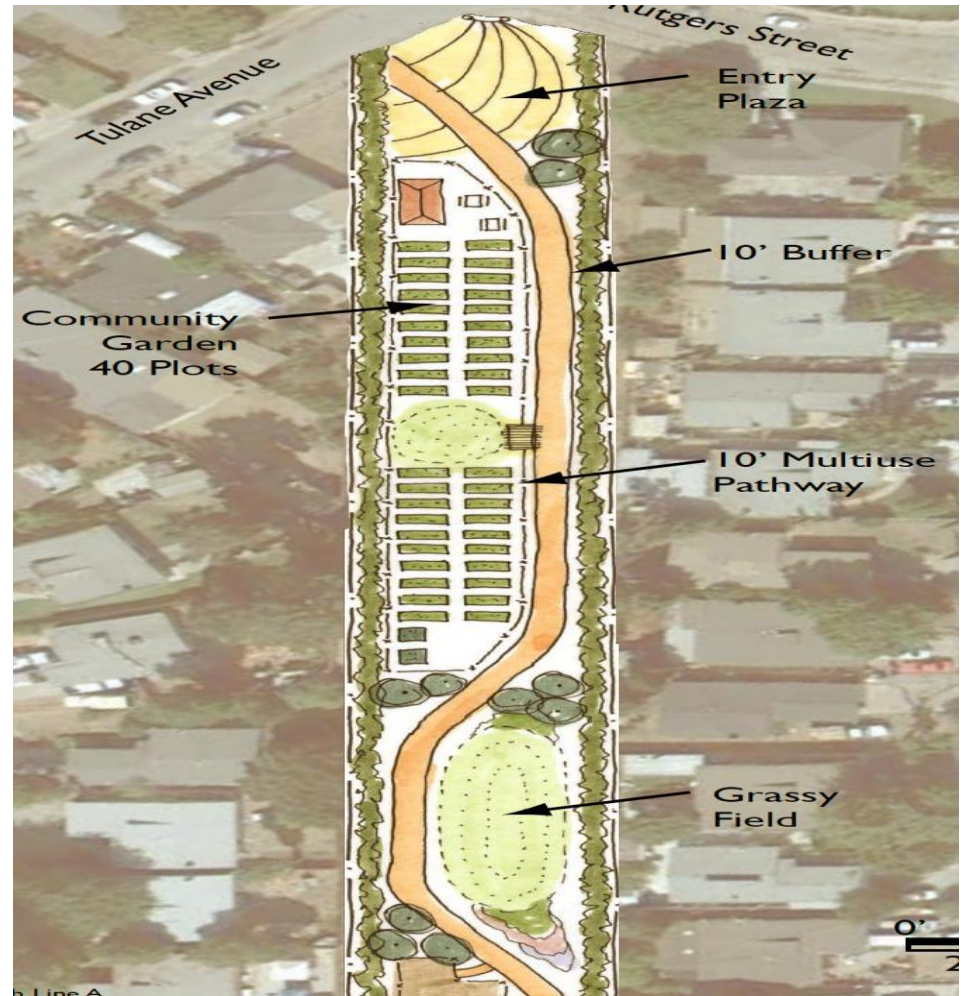


Source: Redevelopment Agency entitled 4 Corners Project. Developer- Clarum Homes & Environmental Innovations in Design



RBD/4 Corners TOD Specific Plan- Parks and Open Space

Plan includes approximately 30 acres of potential trails, parks, and open space.



Source: Design, Community & Environment



Recap Lessons Learned in 27 Years

1. Collaborate with other stakeholders.
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Resources

1. **East Palo Alto Bay Access Master Plan (Redevelopment Agency)** <http://www.ci.east-palo-alto.ca.us/economicdev/images/BAMP%20Final%205%2023%2007.pdf>
2. **RBD/4 Corners TOD Specific Plan (Redevelopment Agency & Design, Community and Environment)**
<http://www.ci.east-palo-alto.ca.us/economicdev/dumbarton.html>
3. **Cooley Landing (Callander and Associates)** <http://www.ci.east-palo-alto.ca.us/economicdev/cooley.html>
4. **4 Corners Project (Redevelopment Agency, Clarum Homes)** http://www.ci.east-palo-alto.ca.us/economicdev/pdf/71508_Staff_Report_Option_DDA.pdf; http://www.ci.east-palo-alto.ca.us/economicdev/pdf/7610_CC_Univ_Corners_Entitlements.pdf; http://www.ci.east-palo-alto.ca.us/economicdev/pdf/7610_CC_DDA_Amd_Op_Ext.pdf ; http://www.ci.east-palo-alto.ca.us/economicdev/pdf/4_Corners_Project.pdf
5. **Capital Improvement Plan (Public Works Dept.)** http://www.ci.east-palo-alto.ca.us/planningdiv/pdf/CIP_Final.pdf
6. **Climate Action Plan (Redevelopment Agency, KEMA)** http://www.ci.east-palo-alto.ca.us/economicdev/pdf/3rd_Draft_Climate_Action_Plan.pdf



Questions?

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