



ALAMEDA COUNTY

Environmental Justice Element

PUBLIC REVIEW DRAFT **MAY 2023**





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ALAMEDA COUNTY
Community Development Agency



Alameda County
Health Care Services Agency



ALAMEDA COUNTY HEALTH CARE SERVICES AGENCY
PUBLIC HEALTH DEPARTMENT

COMMUNITY DEVELOPMENT AGENCY • PLANNING DEPARTMENT
224 W. Winton Avenue, Room 111, Hayward, CA 94544



Farmacy



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Land Acknowledgment

The unincorporated communities of Ashland, Cherryland, Hayward Acres, San Lorenzo, and Castro Valley (the “Priority Communities” of this Environmental Justice Element) are located in the traditional Jalquin/Irgin territory of the Chochenyo-speaking Ohlone people. Ohlone is an umbrella term given to a collective of various tribes, bands, and territories of indigenous people. The land of the Priority Communities was and continues to be of great importance to the Ohlone people, often being the site of celebrations or religious ceremonies (Chabot College n.d.). Despite their forced removal from these unceded lands, many Ohlone people continue to live in relationship with their ancestral land. Every member of the Priority Communities benefits from the use and continued occupation of this land.

The County recognizes the importance of acknowledging this occupation and the continued impact it has on the native community. We acknowledge the land, the history, and the presence of the Ohlone people whose connection to this land still exists, who still live in our communities, and to whom this land belongs. As part of our effort to prioritize equity, we look to our work to correct the harms of the past. We stand in solidarity with all indigenous people and their right to self-determination and justice. We commit to working toward the healing of the generational trauma, theft, and dispossession native peoples have faced and continue to face.



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Glossary and Abbreviations



TERM/ABBREVIATION	DEFINITION
2-1-1 Alameda County	A community non-profit established to assist people in obtaining information about community resources and how to access them
AAA	Area on Aging
AB 551	2013 California Assembly Bill that created the Urban Agriculture Incentive Zones (UAIZ) Act, which promotes small-scale commercial or noncommercial agricultural use on vacant, unimproved, or blighted lands in urban areas
AC Transit	Alameda-Contra Costa Transit District, public transit agency serving the western portions of Alameda and Contra Costa Counties
ACBH (HCSA-ACBH)	Alameda County Behavioral Health, a department of the Health Care Services Agency
ACCFB	Alameda County Community Food Bank
ACHCC	Ashland Cherryland Healthy Communities Collaborative
ACNS	Alameda County Nutrition Services
ACOE	Alameda County Office of Education
ACRCD	Alameda County Resource Conservation District
ACSSA	Alameda County Social Services Agency
ALL IN ALAMEDA COUNTY	County initiative addressing issues of poverty through collaboration across sectors and with community, focused on basic needs, economic development, and quality education; in 2022, the BOS approved the transfer of ALL IN Alameda County staff to the Alameda County Social Services Agency (SSA)
ALL IN EATS	All In Eats promotes a Circular Food Economy that grows nourishing food, designs out waste and pollution, regenerates natural ecosystems, keeps economics local, and prioritizes equity; ALL IN convenes the ALL IN Eats Working Group, and the Alameda County BOS has charged DSAL with implementing ALL IN Eats programming and operations
AMI	Area Median Income, describes the midpoint of an area’s income distribution, where 50 percent of households earn above the median figure while 50 percent earn less than the median
APEZ	Air Pollution Exposure Zone
ASCO	Alameda County Sherriff’s Office
BAAQMD	Bay Area Air Quality Management District
BART	Bay Area Rapid Transit, the main regional public transportation rail system in the Bay Area, providing direct access to San Francisco, Oakland, and other major employment centers
BayREN	Bay Area Regional Energy Network
Bike East Bay	A non-profit organization dedicated to promoting healthy, sustainable communities by making bicycling safe, fun, and accessible
BIPOC	Black, Indigenous, and People of Color
BPMP	Bicycle and Pedestrian Master Plan
BOS	Board of Supervisors
CalEPA	California Environmental Protection Agency
CalFresh	Monthly financial assistance program for purchasing food available to low-income California residents. Federally known as SNAP, Supplemental Nutrition Assistance Program
Caltrans	California Department of Transportation
CAO	County Administrator’s Office
CARB	California Air Resources Board

TERM/ABBREVIATION	DEFINITION
Castro Valley MAC	Castro Valley Municipal Advisory Council, an advisory body to the Alameda County Board of Supervisors made up of residents of the unincorporated community of Castro Valley that advocate for local changes on behalf of their community.
CAT (ACSO-CAT)	Community Assessment and Transport Team
CBO	Community-based organization. CBOs generally operate at the local level to meet unique community needs. Examples include non-profit organizations, neighborhood groups, or recreational clubs
CCAP	Community Climate Action Plan
CDA	Community Development Agency
CDP	Census Designated Place, a closely settled community that is locally recognized by name but not formally incorporated as a city
Census Tracts	A geographic area populated by about 1,200 to 8,000 people; this classification system, established by the US Census Bureau, provides a means to present and compare population data between areas of similar size
CES	CalEnviroScreen is an interactive online tool used for filtering and visualizing data by geography (city, county, district) and various indicators such as pollution burden and population characteristics
CHSC (HCSA-CHSC)	Center for Healthy Schools and Communities, a department of the Health Care Services Agency
CHP	California Highway Patrol
CHWE	Community Health and Wellness Element for Ashland and Cherryland
CIP	Capital Improvement Plan, a five-year plan for preserving and enhancing Alameda County's public infrastructure
Circular Food Economy	An ALL IN EATS approach designed to nourish the community, mitigate food waste, regenerate natural ecosystems, and prioritize equity
Cleanup Sites	Places that are contaminated with harmful chemicals and need to be cleaned up by the property owners or government (OEHHA)
CNAP	County Nutrition Action Partnership
Co-benefits	Positive effects that a policy or measure aimed at one objective might have on other objectives
Compounded Health Risks	Hazards that may be less acute on their own but become harmful to human health when they coincide with other health risks
Computer Literacy	The ability to effectively use computers and related technology
COVID-19	An acute disease in humans caused by a coronavirus, which is characterized mainly by fever and cough and is capable of progressing to severe symptoms and in some cases death, especially in older people and those with underlying health conditions. It was identified in 2019 and became a recognized pandemic in 2020
CVUSD	Castro Valley Unified School District
DAC	Disadvantaged Communities, a classification created by the California Environmental Protection Agency (CalEPA) under SB 535, signifying a low-income area disproportionately affected by environmental pollution and other hazards that can lead to negative health effects, exposure, or environmental degradation
DEH (HCSA-DEH)	Department of Environmental Health, a department of the Health Care Service Agency
DEI	Diversity, Equity, and Inclusion
DSAL	County Deputy Sheriffs Activities League, a nonprofit organization created to unite Alameda County Sheriff's Office (ACSO) personnel, citizens, and youth of Alameda County in the pursuit and implementation of initiatives that reduce crime, improve the lives of area residents, and enhance the health of the community.

TERM/ABBREVIATION	DEFINITION
EALI	Eden Area Livability Initiative, a Strategic Plan created to establish a shared vision for creating and sustaining a livable community in the Eden Area
EBRPD	East Bay Regional Park District
ECD (CDA – ECD)	Economic and Civic Development Department, a department of the Community Development Agency
ECE	Early Care and Education Program
Eden Area	Includes the unincorporated communities of Ashland, Cherryland, Fairview, Hayward Acres and San Lorenzo; while these areas vary widely in their populations and physical appearance, they have many commonalities and interconnected histories, and are economically interdependent
Eden Area MAC	Eden Area Municipal Advisory Council, an advisory body to the Alameda County Board of Supervisors made up of residents of the unincorporated communities of Ashland, Cherryland, Hayward Acres, and San Lorenzo that advocate for local changes on behalf of their communities
Educational Attainment	The highest level of education a person has completed
EJ	Environmental justice, defined by the California Environmental Justice Alliance as "the basic right of people to live, work, go to school, and pray in a healthy and clean environment, regardless of race, gender, sexual orientation, age, culture, ability, nationality, or income" (California Environmental Justice Alliance 2018)
EPA	United States Environmental Protection Agency
EO 12898	Executive Order 12898 directs federal agencies to consider environmental justice, particularly on the environmental and human health effects of federal decisions on minority and low-income populations
Food Insecurity	A lack of consistent access to food for every person in a household to live an active, healthy life
GCR	The Government and Community Relations Agency (GCR) of Alameda County serves as the primary liaison between the Alameda County Social Services Agency (ACSSA) and federal, state, and local government entities and community organizations on issues affecting social services.
Groundwater threats	Stressors that affect ground water condition include application of pesticides and fertilizers to the land, waste from livestock and other animals, landfills, mining operations, and unintentional releases such as chemical spills or leaks from storage tanks (EPA)
HARD	Hayward Area Recreation and Park District
Hazard	A known danger or risk
Hazardous Waste	Waste with properties that make it potentially dangerous or harmful to human health or the environment. Can include liquids, solids, or contained gases (Department of Toxic Substances Control)
HCD (CDA – HCD)	Housing and Community Development, a department of the Community Development Agency
HCSA	The Health Care Services Agency
Healthy Homes (CDA – Healthy Homes)	Healthy Homes Department, a department of the Community Development Agency
Housing Tenure	The legal and financial relationship you have with your home; classified most commonly as owning or renting
HPI	California Healthy Places Index, a data platform for exploring local factors that predict life expectancy and comparing community conditions across the state
HUD	U.S. Department of Housing and Urban Development
HUSD	Hayward Unified School District
Indo-European Languages	Indo-European languages consists of numerous Indo-Iranian, Greek, Baltic, Celtic, Romance, Germanic, and Slavic languages
ITD	Alameda County Information Technology Department

TERM/ABBREVIATION	DEFINITION
Latinx	Term in American English that is used to refer to people of Latin American cultural or ethnic identity in the United States
Lead Contamination	Lead can be found in atmospheric suspended particles, water, and soil; human activities related to lead release into the environment include but are not limited to mining, smelting, refining and informal recycling of lead, use of leaded petrol, production and recycling of lead-acid batteries and paints, soldering, ceramics manufacturing, electronic waste, and lead use in (old) water pipes (Pan American Health Organization)
Limited English-Speaking Household/ Linguistic/ Language Isolation	A household where all members of 14 years old and over have some difficulty with English
MEHKO	Microenterprise Home Kitchen Operation
MEV	My Eden Voice!, a non-profit dedicated to advocating for policies that benefit the unincorporated areas of Alameda County
MURAL	An interactive digital collaboration platform
OEHHA	Office of Environmental Health Hazard Assessment
Ohlone	An umbrella term given to a collective of various tribes, bands, and territories of people indigenous to the San Francisco Bay Area
OPR	California Governor's Office of Planning and Research
Ordinance	A piece of legislation enacted by a municipal authority
Overcrowded Households	Dwellings that house more than one occupant per room (excluding bathrooms) (US Census Bureau)
Pandemic	A widespread occurrence of an infectious disease over a whole country or the world at a particular time
Percentile	A way of ranking things in order from 0 to 100; for example, a student that takes an exam and is placed in the 75th percentile means that the student earned a higher score than 75 percent of other students that took the same exam
PHD (HCSA – PHD)	Public Health Department, a department of the Health Care Service Agency
Planning (CDA – Planning)	Planning Department, a department of the Community Development Agency
PM/P.M2.5	Particulate matter; P.M2.5 refers to particles that have a diameter of 2.5 micrometers or less and often come from emissions from the combustion of gasoline, oil, or diesel fuel
Pollution Burden	Represents the potential exposures to pollutants and the adverse environmental conditions caused by pollution; pollution Burdens can impact public health, community exposure, and environmental quality (CalEnviroScreen)
Population Characteristics	Biological traits, health status, or community characteristics that can increase pollution vulnerability (CalEnviroScreen)
Promotores	A lay community member who receives special training to provide peer-to-peer health education in their community
PWA	Public Works Agency
Quimby Act	California Government Code Section 66477 establishes a standard of 3 acres of parks for every 1,000 residents
REACH	REACH Ashland Youth Center brings no-cost Recreation, Education, Arts, Career, and Health programs to empower youth ages 11 to 24 and no-cost child-care and food distribution services to support the Ashland community; REACH is sponsored by the Alameda Health Care Services Agency (HCSA) Center for Healthy Schools and Communities (CHSC)
SB 1000	2016 California Senate Bill that requires counties and cities with disadvantaged communities (as defined by SB 1000) to integrate EJ policies and programs into their general plans

TERM/ABBREVIATION	DEFINITION
SB 535	2012 California Senate Bill that established initial requirements for minimum funding levels to Disadvantaged Communities (DACs); the legislation gives CalEPA the responsibility for identifying those communities
Severely Overcrowded	Dwellings housing more than 1.5 occupants per room (excluding bathrooms) (US Census Bureau)
SLZUSD	San Lorenzo Unified School District
StopWaste	A public agency governed by the Alameda County Waste Management Authority, the Alameda County Source Reduction and Recycling Board, and the Energy Council that helps businesses, residents, and schools waste less, recycle more, and use water, energy, and other resources efficiently
Systemic Oppression	Human-created injustices that exist at the institutional level through established policies or practices; these injustices manifest throughout social, economic, and political realms of society (National Equity Project)
Systemic Racism	Policies and practices that exist throughout a whole society or organization and that result in and support a continued unfair advantage to some people and unfair or harmful treatment of others based on race
TVHC	Tiburcio Vasquez Health Center
UCCE Alameda County	University of California Cooperative Extension Office Alameda County, a network of UC research and educators who bridge UC research with local communities
USPS	United States Postal Service
WIC	The Special Supplemental Nutrition Program for Women, Infants, and Children
Zoning	The classification of land according to restrictions placed on its use and development







section **one**

Introduction

Alameda County is joining many other jurisdictions throughout California in addressing environmental justice (EJ), by preparing an EJ chapter or “element” in our County General Plan. A general plan is a long-range policy document to guide physical, economic, and environmental growth. State law requires all jurisdictions have a general plan that contains seven elements: Land Use, Circulation, Housing, Open Space, Conservation, Safety, and Noise. In addition to these seven elements, jurisdictions that meet certain criteria are also required to prepare an EJ element. The General Plan expresses the County's vision for the future and is the roadmap for achieving the community's desired quality of life. It is an assessment of current and future needs, and the resources needed to implement the goals and policies established in the General Plan. Alameda County's General Plan focuses on the unincorporated portions of the county; cities within the county have their own, separate general plans.

Alameda County recognizes that environmental justice (**EJ**) issues exist within our unincorporated communities. Environmental injustices often lead to disproportionate environmental burdens within low-income and Black, Indigenous, and People of Color (**BIPOC**) communities. These burdens affect health outcomes, food access, safety, economic opportunities, and many other integral aspects of peoples' lives (California Environmental Justice Alliance 2018). This EJ Element, developed with extensive community and stakeholder input, contains goals, policies, and actions that reflect the values and needs of affected communities.

In December 2015, the Alameda County Board of Supervisors (**BOS**) approved the Ashland and Cherryland Community Health and Wellness Element (**CHWE**). The CHWE was created with input from the community in a partnership between the Community Development Agency (**CDA**) and the Public Health Department (**PHD**). This EJ Element serves as an update to the CHWE. Under this update, the EJ Element incorporates an expanded geographic area including census tracts in Hayward Acres, Castro Valley, and San Lorenzo in addition to Ashland and Cherryland. Building upon goals, policies, and actions outlined in the CHWE, this EJ element also presents additional topics identified through the community engagement processes.

Definition of Environmental Justice

The California Environmental Justice Alliance defines EJ as "the basic right of people to live, work, go to school, and pray in a healthy and clean environment, regardless of race, gender, sexual orientation, age, culture, ability, nationality, or income" (California Environmental Justice Alliance 2018).

Bolded Terms

All **bolded** words and acronyms throughout the EJ Element are defined in the Glossary at the beginning of this EJ Element, and some terms are also defined in sidebars for convenience.



1.1 What Is Environmental Justice?

Long before the term “environmental justice” became commonplace, low-income residents and BIPOC and immigrant communities experienced **systemic oppression**, bearing disproportionate impacts of environmental burdens and related health problems. Systemic oppression is when the laws and regulations of a community result in the unequal treatment of a specific group, including, but not limited to, unequal access to health care, food, public transit, and safe and sanitary homes and neighborhoods.

As Europeans colonized the land now known as the state of California, they enacted systems of oppression and State-sponsored policies that continue to harm California’s diverse native populations, damaging the centuries-long relationship between the local lands and their original indigenous stewards. In the late 19th century, Chinese descendants living in San Francisco were harmed by racially motivated policies, which sought to relocate them from their homes. This pattern of oppression carried on well into the 20th century. In 1913, the California Alien Land Law (also known as the Webb-Haney Act) primarily targeted Chinese, Indian, Japanese, and Korean immigrant farmers, denying them the right to own land in California. In 1942, President Franklin D. Roosevelt issued Executive Order 9066 resulting in the forcible relocation and imprisonment of tens of thousands of Japanese Americans throughout the Western states.

During World War II, the then-unincorporated area known as Russell City was one of the only areas in Alameda County where Black residents were allowed to live. Residents of Russell City, an area now part of the city of Hayward, were denied basic public infrastructure like water and sewer lines by County authorities. This denial of essential public services in low-income, BIPOC and immigrant communities compounded over time, producing disproportionate health burdens among residents throughout the area.

The EJ movement began to gain public support in the 1980s when grassroots organizers in North Carolina revealed that low-income and BIPOC communities were more likely to live in areas that were environmentally hazardous. In 1992, the U.S. Environmental Protection Agency (**EPA**) began using the term “environmental justice” and established an EPA Office of Environmental Justice. In 1994, President Bill Clinton issued Executive Order 12898, directing federal agencies to consider EJ, and draw attention to the environmental and human health effects of federal decisions on minority and low-income populations.

Systemic Oppression

The National Equity Project describes **systemic oppression** as human created injustices that exist at the institutional level through established policies or practices. These injustices manifest throughout social, economic, and political realms of society (National Equity Project).

1.2 Senate Bill 1000

Recognizing the impact of planning policies on community health and equitable outcomes, California lawmakers approved **SB 1000** in 2016 to incorporate EJ principles into planning documents and increase citizen involvement in public decision-making. SB 1000 requires cities and counties that have “disadvantaged communities” to incorporate EJ policies into their general plans. SB 1000 outlines a screening method that jurisdictions must use to identify disadvantaged communities for the purposes of the legislation. For more information about the screening process, see page 2-2.

Census Tract

All areas of a county are divided into census tracts. A **census tract** is a small area with a population size between 1,200 and 8,000 people. The purpose of a census tract is to provide a means to present and compare population data between areas of similar size (US Census Bureau n.d.).

Based on SB 1000 criteria for determining EJ communities, as defined below, sixteen (16) unincorporated area **census tracts** in Alameda County have been identified as the focus of this EJ Element. These 16 census tracts are located within five neighboring communities in urban unincorporated Alameda County: Ashland, Cherryland, Hayward Acres, San Lorenzo, and Castro Valley. The identified census tracts are referred to in this EJ Element as “Priority Communities” and described in detail in **Section 2, Priority Communities**, of this Element.

SB 1000 requires that EJ elements identify goals and policies to reduce the unique or **compounded health risks** in disadvantaged communities, prioritize improvements and programs that meet the needs of those communities, and promote civic engagement in the public decision-making process. The policies and programs in this EJ Element are designed to meet the requirements of SB 1000 and address and correct the disproportionate environmental burdens faced by the Priority Communities. SB 1000 requires jurisdictions to consider six key topics to inform EJ policy development. These six topics form the “pillars” of EJ and serve as a guide for the vision and goals of Alameda County’s EJ Element and are defined in detail in **Section 3, Existing Conditions**. These pillars include:

-  Pollution and Air Quality
-  Access to Public Facilities
-  Safe and Sanitary Homes & Neighborhoods
-  Access to Healthy Food
-  Health and Physical Activity
-  Civic Engagement



1.3 County EJ Initiatives

The County has made progress over the past 20 years to address health burdens faced by residents in the Priority Communities through local initiatives and resources that improve residents' quality of life. The initiatives and programs outlined below are recent developments in the Priority Communities that improve communication between community members, community-based organizations, and the County, drive equitable change, and provide access to resources for healthy lifestyles.

Ashland Cherryland Healthy Communities Collaborative (established 2005)

The Ashland Cherryland Healthy Communities Collaborative (**ACHCC**) includes over 30 local agencies and community-based organizations that provide services in Ashland, Cherryland, and neighboring urban unincorporated communities. The Collaborative's work has evolved over time in response to community priorities; initially called the Ashland-Cherryland Violence Prevention Collaborative (ACVPC), the name was changed in 2014 to reflect the group's goal of improving community health and wellness through interdepartmental and interdisciplinary efforts. (For more information on the ACHCC, refer to the callout box on page 1-9.)

Eden Area Livability Initiative (active 2004–2019)

Active in two phases from 2004 through 2019, the Eden Area Livability Initiative (**EALI**) offered a shared vision to form and sustain a livable community in the urban unincorporated areas of the county. This initiative facilitated partnerships between the community, the County, and the broader public sector organizations with a stake in the incorporated urban communities. Summary reports for EALI Phases I and II can be viewed at www.acgov.org/edenareavision/documents.htm. The following are some of the key achievements that emerged from or were catalyzed by the EALI initiative:

- **REACH Youth Center (opened 2013).** A youth center in Ashland was selected as a priority for immediate action during EALI Phase 1. After a decade of planning, the Ashland **REACH** youth community center opened in 2013 to local youth as a center for learning, empowerment, and healthy living. The dynamic 31,500-square-foot facility includes a community clinic, library, day care, fitness center, and café. The site now offers youth from all over the unincorporated area a safe place to access vital resources for this historically under-resourced community (reachashland.org).
- **The Ashland and Cherryland Community Health and Wellness Element (adopted 2015).** The Ashland and Cherryland CHWE arose from a list of suggested projects of Phase I of EALI. The CHWE was adopted as an optional element of the Alameda County General Plan to address gaps in the county's existing public health policies with special consideration for the needs of residents in Ashland and Cherryland. This updated EJ Element builds upon goals, policies, and actions outlined in the existing CHWE along with additional topics identified through community engagement processes (Community Health and Wellness Element of the Alameda County General Plan, acgov.org).



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- **My Eden Voice! (established 2018).** Initially a project of County Supervisor Nate Miley's office and catalyzed by EALI Phase II, My Eden Voice! (**MEV**) is now an independent 501(c)3 non-profit organization that advocates for policies that benefit the historically disadvantaged communities in the unincorporated areas of Alameda County. The organization campaigns on behalf of these communities to hold county decisionmakers accountable for advancing policy changes that promote equity and justice (myedenvoice.org).
- **Cherryland Community Center (opened 2020).** The Hayward Area Recreation and Parks District's Cherryland Community Center, which opened its doors in 2020, emerged from EALI Phase I. Adjacent to the Meek Estate in Cherryland, the Cherryland Community Center is a state-of-the-art facility that houses multi-use and community rooms, a Pre-K activity room, an Alameda County Library Annex, a catering kitchen and a reception room.



Dig Deep Farms (established 2010) and Dig Deep Farms Food Hub (established 2020)

Dig Deep Farms was established in 2010 by the Alameda County Deputy Sheriffs' Activities League (**DSAL**), a nonprofit created to encourage communication and collaboration between community members and the Alameda County Sheriff's Office (acdsal.org/farms). In recognition of the importance of food as medicine, the farming program operates six urban farms throughout Alameda County and trains and hires local residents to grow nutritious food and learn about permaculture and urban farming. The

Dig Deep Farms Food Hub is a certified community commercial kitchen, food aggregation, and distribution center that acts as the home base for DSAL's Food as Medicine and Food Recovery programs. With combined efforts from multiple community organizations, Dig Deep Farms and the Food Hub offer workforce re-entry opportunities and provide nutritious food to those in need while reducing food waste.

Eden Area Municipal Advisory Council (established 2020)





























The Alameda County BOS established the Eden Area Municipal Advisory Council (**Eden MAC**) in 2020 as a formal structure for public representation and engagement in the unincorporated communities of Ashland, Cherryland, Hayward Acres, and San Lorenzo. A MAC is a Brown Act body¹ that represents an unincorporated area and advises a county BOS. MAC members are appointed by, and serve as an advisory body to, the Alameda County BOS on land use issues and other topics impacting their community. In urban unincorporated Alameda County, the community of Castro Valley has had its own MAC since 1981, and the Fairview MAC was established in 2017. The 2020 establishment of the Eden MAC uplifts the voices of Eden Area residents and highlights the importance of civic engagement in the public decision-making process.
































¹ The Brown Act (California Government Code § 54950 et seq.) was enacted in 1953 to guarantee the public's right to attend and participate in meetings of local legislative bodies. It governs local agencies, legislative bodies of local government agencies created by state or federal law and any standing committee of a covered board or legislative body, and governing bodies of non-profit corporations formed by a public agency.

1.4 Relationship to Other General Plan Elements and Plans

In accordance with state law, the goals, policies, and actions outlined in this EJ Element are consistent with all other elements of the Alameda County General Plan, as well as with other regional and local plans, as described below. These documents are all accessible on the County's General Plan, Specific Plans & Ordinances webpage (<https://www.acgov.org/cda/planning/generalplans/index.htm>). The County developed this EJ Element directly in advance of updates to its Community Climate Action Plan, Safety Element, and Housing Element. These and all future General Plan updates will be informed by the EJ Element, ensuring that EJ considerations are incorporated, and that each element is consistent and mutually reinforcing. **Table 1-1** describes several County and Community plans and initiatives and their EJ-related components.

TABLE 1-1 Plan Consistency

RELATED PLAN	PLAN DESCRIPTION	RELATED EJ PILLARS
<p>Legend:</p>  Pollution and Air Quality  Access to Public Facilities  Safe and Sanitary Homes & Neighborhoods  Access to Healthy Food  Health and Physical Activity  Civic Engagement		
Eden Area General Plan	The Eden Area General Plan includes land use and circulation elements, as well as area-specific goals, policies, and programs pertaining to open space, conservation, safety, and noise for the Eden Area, which includes the communities of Ashland, Cherryland, Hayward Acres, San Lorenzo, and Fairview.	     
Castro Valley General Plan	The Castro Valley General Plan contains land use and circulation elements for Castro Valley, as well as area-specific goals, policies, and programs pertaining to open space, conservation, safety, and noise.	     
ALAMEDA COUNTY GENERAL PLAN:		
Housing Element (Update in Progress)	The General Plan Housing Element is the primary housing policy document for the unincorporated portions of the County. It provides a comprehensive strategy for promoting the development, preservation, and rehabilitation of safe, decent, and affordable housing for all residents.	 
Open Space Element	The General Plan Open Space Element designates four major types of open space: agricultural open space, preserves, residential-canyon open space, and connecting open space corridors. The Open Space Element includes policies that dictate the development and management of the designated open spaces.	  
Conservation Element	The General Plan Conservation Element addresses the conservation, development, and utilization of natural resources including groundwater, forests, soils, waterbodies, wildlife, minerals, and other natural resources.	  
Safety Element (Update in Progress)	The General Plan Safety Element includes descriptive information, analysis, and policies pertaining to the County's geologic, seismic, flood, and fire hazards. The Safety Element aims to minimize human injury, loss of life, property damage, and economic and social dislocation due to natural and human-made hazards and the worsening effects of climate change.	 

RELATED PLAN	PLAN DESCRIPTION	RELATED EJ PILLARS
<p>Legend:  Pollution and Air Quality  Access to Public Facilities  Safe and Sanitary Homes & Neighborhoods</p> <p> Access to Healthy Food  Health and Physical Activity  Civic Engagement</p>		
Noise Element	The General Plan Noise Element addresses the standards and limitations concerning acceptable noise levels. Alameda County aims to provide its residents and wildlife with an environment free from excessive noise pollution.	  
Recreation Plan	The General Plan Recreation Plan establishes an official guide for the development of various levels of parks and recreation systems, and for the directing of land use zoning and other public and private actions toward the common goal of providing adequate and appropriate parks and recreation areas to serve all the people of Alameda County.	    
Community Climate Action Plan	The Community Climate Action Plan outlines a course of action to reduce community-wide greenhouse gas (GHG) emissions generated within the unincorporated areas. Successful implementation of the Community Climate Action Plan will help the County reduce GHGs in accordance with State law and build community resilience to the effects of climate change.	     
OTHER RELEVANT PLANS:		
Ashland and Cherryland Business District Specific Plan	The Ashland and Cherryland Business District Specific Plan provides a vision for the economic revitalization of the business area. Prioritizing mixed-use and high-density development, this plan aims to transform the Plan area into a regional destination that fosters community building and local pride.	   
Castro Valley Central Business District Specific Plan (Update in Progress)	The Castro Valley Central Business District Specific Plan outlines the development goals for the primary commercial area in Castro Valley. The Plan aims to make the Central Business District a focal point of the community with abundant jobs, residential development, businesses, and transportation options.	  
San Lorenzo Village Center Specific Plan	The San Lorenzo Village Center Specific Plan aims to revitalize the economic health of the Village Center and connect the community to essential goods and services. The Plan connects existing public facilities and an expanded retail area to encourage economic growth and facilitate wellness within the community.	   

1.5 Community Engagement

This EJ Element was developed through an extensive community engagement process. EJ-focused meetings with partner agencies, bilingual (Spanish/English) community EJ workshops, and a bilingual (Spanish/English) EJ community survey provided a variety of engagement options. The feedback the County received was key to identifying priority EJ issues and guiding the development of goals, policies, and actions in this EJ Element. The County also partnered with local community engagement experts including the Tiburcio Vasquez Health Center (TVHC), whose **Promotores** peer educator team led a bilingual, grassroots effort to distribute the survey and advertise workshops in the Priority Communities. In response to the ongoing COVID pandemic, most partner agency meetings and community workshops were held virtually. These virtual engagement meetings were informative and interactive, and provided opportunities for the development of community-based solutions.

The following provides information regarding community engagement activities; input received from community engagement is summarized by EJ pillar in Section 3. Presentations and meeting materials, including summaries of each meeting, as well as the survey results, are provided in detail in **Appendix A** and are also posted on the County's website: <https://www.acgov.org/cda/planning/generalplans/engagement.htm>.

Partner Agency Meetings

The Ashland Cherryland Healthy Communities Collaborative (ACHCC) EJ Bucket met in monthly virtual meetings over the course of the EJ Element planning process to guide the development of the EJ Element. In these interactive meetings, participating service provider staff shared information, ideas, and perspectives that informed the development of the EJ Element and the Implementation Plan. The ACHCC EJ Bucket also helped the County develop community engagement strategies to increase Priority Community participation in the EJ process.

Community Workshops

WORKSHOP #1

The first EJ Element community workshop was held on May 19, 2022. In response to ongoing public health concerns surrounding the **COVID-19** pandemic, this was a virtual meeting with 55 participants in attendance and included consecutive Spanish-language interpretation. The workshop introduced EJ principles and outlined key findings and data related to EJ topics and local

The Ashland Cherryland Healthy Communities Collaborative (ACHCC)

The ACHCC was established by Alameda County Supervisor Nate Miley in 2008 to coordinate efforts, build capacity, and leverage resources in Ashland and Cherryland. With an expanded geographic focus, today's ACHCC is a coalition of staff from County agencies, Special Districts, and local community-based organizations such as La Familia, **Bike East Bay**, Resources for Community Development, and others that provide services in the urban unincorporated communities of Ashland, Cherryland, Hayward Acres, San Lorenzo, and Castro Valley.

The ACHCC is currently made up of two "buckets": a Basic Needs Bucket, which focuses on immediate needs like food distributions and vaccination clinics, and an EJ Bucket, which focuses on long-range, upstream issues impacting community health and wellness. Throughout 2022, the ACHCC EJ Bucket met monthly to identify community needs and assets, co-create EJ policy recommendations, and provide feedback on how to effectively implement the EJ Element.

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concerns in the Priority Communities. During the workshop, participant feedback was gathered to help the County better understand how EJ issues affect the community members personally. Participants were asked questions related to each of the six pillars of EJ. Following the presentation, an open Q&A forum provided an opportunity for participants to ask general questions and provide comments. Feedback provided by the community at the workshop was used to confirm the data presented in Section 3 for each EJ pillar. Section 3 includes a summary of community input under the analysis for each EJ pillar.

WORKSHOP #2

The second community workshop was held on August 25, 2022. This virtual meeting had 94 people in attendance and included consecutive Spanish-language interpretation. The meeting began with an introduction to the EJ Element workplan and schedule, followed by a description of the County's responsibilities as they relate to SB 1000. The remainder of the workshop was organized into three different sections. Each section included a presentation of two EJ pillars, including community concerns related to those pillars, followed by small group discussions in breakout rooms. During the breakout discussions, facilitators used an interactive digital collaboration platform (**MURAL**) to organize discussions, record community concerns and potential policy solutions. After each breakout, facilitators shared out highlights from their breakouts. Feedback provided by the community at the workshop was used to inform the development of policies and actions presented in **Section 4, Goals, Policies, and Actions**.

WORKSHOP #3

NOTE: This information will be added in the Final Draft after the final community workshop and public review period is completed.

Community Survey

The County gathered additional information about EJ issues of concern to Priority Community residents via an online survey. Community members were able to access the survey from May 1 through August 31, 2022, in either English or Spanish. The County received 29 responses in English, and 22 responses in Spanish. The survey responses were used to inform the issues presented in Section 3 for each EJ pillar, and to inform the civic engagement process. Section 3 includes a summary of community input received through the survey under the analysis for each EJ pillar.




**ASHLAND PARK
AND
COMMUNITY
CENTER**
Hayward Area Recreation
And Park District



2

section **two**

Priority Communities

This section describes the methodology used to identify the five Priority Communities within unincorporated Alameda County—Ashland, Cherryland, Hayward Acres, Castro Valley, and San Lorenzo—that are this EJ Element’s focus. IT also describes the Priority Communities and establishes context in relation to this planning effort. Without their own municipal governments, unincorporated areas often lack the coordinated services available in incorporated cities and towns. The combination of environmental pollution, lack of city government structure, and socioeconomic disparities impacts health and well-being in Alameda County’s unincorporated Priority Communities. While the number of people living in poverty overall has decreased in the Priority Communities in the last ten years, the distribution of poverty still disproportionately impacts BIPOC community members (Alameda County Community Action Partnership 2022). This EJ Element seeks to address historical and environmental injustices in the Priority Communities through community-driven policy and programmatic solutions.

2.1 Methodology for Identifying Priority Communities

The County identified the Priority Communities using the multi-step screening process described in the EJ Element guidelines released by the Governor’s Office of Planning and Research (OPR) (OPR 2020). First, the County used [CalEnviroScreen 4.0](#), a data tool developed by California Environmental Protection Agency’s (CalEPA) Office of Environmental Health Hazard Assessment (OEHHA) (see definition and screenshot below in [Figure 2-1](#)). [Table 2-1](#) lists the **pollution burden** and **population characteristics** used by the State to determine environmental impacts and to produce a numerical score for each census tract in the State (OEHHA 2022). As defined in Senate Bill (SB) 535 (de Leon 2012), a census tract that scores at or above 75 percent on the CalEnviroScreen tool is considered a disadvantaged community (also known as a “DAC”). [Table 2-2](#) provides the total CalEnviroScreen score for each census tract in the Priority Communities (see the CalEnviroScreen 4.0 **Percentile** column). No census tracts in unincorporated Alameda County meet the SB 535 definition of a DAC.

CalEnviroScreen

CalEnviroScreen compiles many data sources to provide insight into the disparities between communities throughout the state. CalEnviroScreen uses **Pollution Burden** indicators and **Population Characteristics** to identify EJ communities. The resource is publicly available and offers planners and the general public an easily accessible way to understand the geographic distribution of various community and environmental characteristics. Figure 2-1 displays a sample image of what the CalEnviroScreen 4.0 tool looks like when viewed on a desktop computer.

Pollution burden represents the potential exposures to pollutants and the adverse environmental conditions caused by pollution. Pollution Burdens can impact public health, community exposure, and environmental quality (CalEnviroScreen).

Population characteristics are indicators that represent biological traits, health status, or community characteristics that can increase pollution vulnerability (CalEnviroScreen).

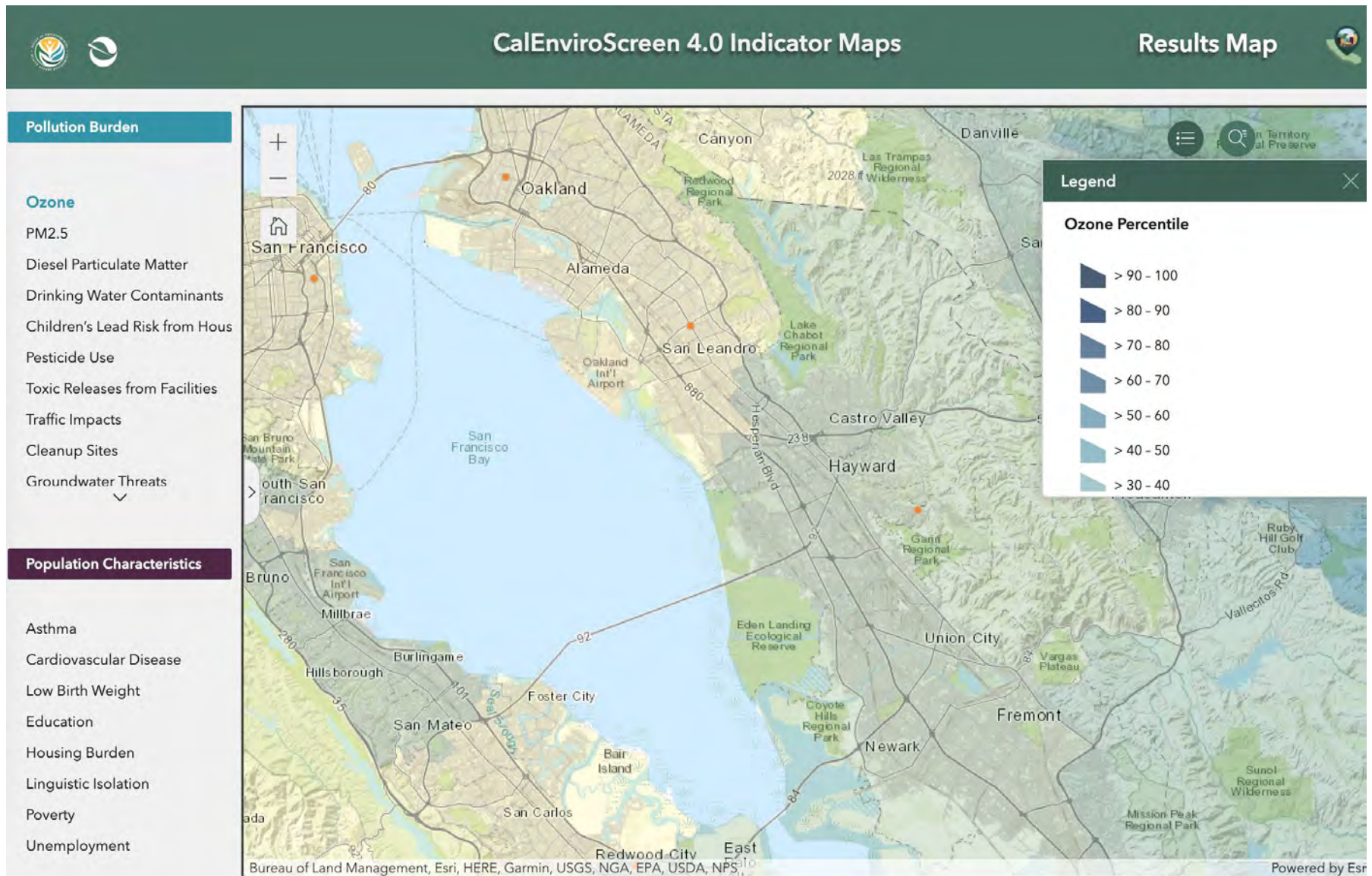
Percentiles vs. Percentages

Percentages are different from percentiles.

A *percentage* represents a number as a fraction of 100. For example, a student who takes an exam and answers 75 out of 100 questions correctly has earned a score of 75 percent (or 75%) on the exam.

A *percentile* is a way of ranking things in order from 0 to 100. For example, a student that takes an exam and is placed in the 75th percentile means that the student earned a higher score than 75 percent of other students that took the same exam.

Using percentiles is particularly helpful when discussing EJ, as it helps to understand which communities are more impacted than others and where injustices exist. This report uses percentile scores to compare conditions in one geographic area in relation to others. Communities in the top 25 percent of CalEnviroScreen for a pollution burden mean that they score worse than at least 75 percent of other census tracts in the state.



SOURCE: <https://oehha.ca.gov/calenviroscreen/report/calenviroscreen-40>

FIGURE 2-1 CalEnviroScreen 4.0 Indicator Map

TABLE 2-1 Pollution Burden and Population Characteristics used in CalEnviroScreen

POLLUTION BURDENS		
Exposure Indicators <ul style="list-style-type: none"> • Ozone • PM2.5 (Fine Particulate Matter) • Children’s Lead Risk from Housing • Diesel Particulate Matter 		<ul style="list-style-type: none"> • Drinking Water Contaminants • Pesticide Use • Toxic Releases from Facilities • Traffic Impacts
		Environmental Effect Indicators <ul style="list-style-type: none"> • Cleanup Sites • Groundwater Threats • Hazardous Waste Generators and Facilities • Impaired Water Bodies • Solid Waste Facilities
POPULATION CHARACTERISTICS		
Sensitive Population Indicators <ul style="list-style-type: none"> • Asthma • Cardiovascular Disease • Low-Birth-Weight Infants 	Socioeconomic Factor Indicators <ul style="list-style-type: none"> • Educational Attainment • Housing Burden • Linguistic Isolation • Poverty • Unemployment 	



*The Environmental Effects score was weighted half as much as the Exposure score.

TABLE 2-2 Cal EnviroScreen 4.0 Scores for Priority Community Census Tracts

PRIORITY COMMUNITY	CENSUS TRACTS	PERCENTILES AND INDICATORS			
		CES 4.0 PERCENTILE	POLLUTION INDICATORS PERCENTILE	POPULATION CHARACTERISTICS PERCENTILE	TOTAL POPULATION
Castro Valley	6001430500	57	39	64	5,987
	6001430900	54	35	63	5,309
	6001431000	66	60	63	2,777
	6001431100	37	30	41	3,561
	6001431200	36	45	32	5,547
San Lorenzo	6001435800	51	36	58	5,543
Ashland	6001433700	62	47	66	3,503
	6001433801 6001433802	62	41	72	8,179
	6001433900	69	27	95	7,685
	6001434000	70	37	88	5,334
Cherryland	6001435500	73	45	86	3,983
	6001435601	64	38	78	5,662
	6001435602	43	23	56	5,453
	6001436300	64	49	68	9,444
Hayward Acres	6001436200	70	35	90	4,266

SOURCE: Cal EnviroScreen 4.0 <https://behha.ca.gov/calenviroscreen/report/calenviroscreen-40>

Next, the OPR EJ Guidelines direct jurisdictions to identify any low-income areas² that are disproportionately affected by environmental pollution, and to analyze community-specific data and health risk factors (OPR 2020, 10). As described in Chapter 1, 16 unincorporated area census tracts meet this definition and are collectively referred to as Priority Communities in this EJ Element. The Priority Communities are located within the central portion of the West County and represent all or portions of five distinct neighborhoods—Ashland, Cherryland, Hayward Acres, San Lorenzo, and Castro Valley. **Table 2-3** provides a breakdown of how each census tract in these Priority Communities score for each pollution burden indicator. Scores of 75 or higher are highlighted in the table, as they indicate a disproportionate impact. As shown in Table 3-3, disproportionate impacts are found in pollution burdens related to **cleanup sites, groundwater threats, hazardous waste, diesel particulate matter (PM), traffic,** and **household lead contamination** (see Glossary for definitions of each pollution indicator). Section 3 discusses environmental impacts within the five Priority Communities associated with each of these pollution burdens.

TABLE 2-3 Pollution Burden Scores for Priority Community Census Tracts

PRIORITY COMMUNITY	CENSUS TRACTS	PERCENTILES AND INDICATORS												
		CLEANUP SITES	GROUNDWATER THREATS	HAZARDOUS WASTE	IMPAIRED WATER BODIES	SOLID WASTE FACILITIES	OZONE	PM2.5	DIESEL PM	TOXIC RELEASES INVENTORY	TRAFFIC	PESTICIDES	DRINKING WATER	LEAD FROM HOUSING
Castro Valley	6001430500	0	74	19	59	0	11	29	90	47	77	0	4	82
	6001430900	72	75	64	0	0	12	31	67	47	42	0	4	76
	6001431000	70	83	72	12	0	12	31	90	47	94	0	4	87
	6001431100	19	45	41	12	0	14	31	65	48	89	0	4	80
	6001431200	47	96	81	12	0	12	29	68	48	88	0	5	49
San Lorenzo	6001435800	0	41	47	12	0	11	31	90	50	95	0	4	89
Ashland	6001433700	17	87	53	12	0	11	31	95	48	86	0	5	89
	6001433801 6001433802	26	73	57	12	0	11	29	96	48	64	0	4	84
	6001433900	0	56	27	12	0	11	30	98	47	65	0	4	80
	6001434000	4	83	31	12	0	11	28	99	47	70	0	4	91
Cherryland	6001435500	47	95	76	12	0	12	27	83	49	47	0	7	82
	6001435601	78	85	54	12	0	12	31	75	50	10	0	7	89
	6001435602	26	89	32	12	0	11	30	65	49	16	0	7	87
	6001436300	90	67	64	12	0	12	27	96	53	41	0	7	83
Hayward Acres	6001436200	44	28	40	0	0	11	32	90	52	97	0	7	70

SOURCE: Cal EnviroScreen 4.0

² Household median incomes by census tract in the planning area at or below statewide median income OR household median incomes by census tract in the planning area at or below the Department of Housing and Community Development’s state income limits.

2.2 Priority Communities

Each of the five Priority Communities are described below and shown in **Figure 2-2**. Four of the Priority Communities—Ashland, Cherryland, Hayward Acres, and San Lorenzo – are in a region known as the “**Eden Area**.”

This EJ Element compares data for the Priority Communities with data for Alameda County as a whole, including the fourteen incorporated cities, and, in the case of the Castro Valley and San Lorenzo Priority Communities, with data for the larger **census designated places (CDPs)**. This comparison highlights disproportionate health outcomes and environmental burdens the Priority Communities face.

Table 2-4 lists the tracts for each Priority Community. Then, where applicable, census tracts are paired with a CDP and/or the County (marked under the Reference Populations column). Overall, these pairings, or comparisons, serve as the framework that all tables and maps will use in Section 3. Ashland/Cherryland CDP data was collected for Ashland and Cherryland (not data by census tracts). Conversely, data by census tract was collected for Castro Valley, Hayward Acres, and San Lorenzo, as CDP statistics are unavailable.

Eden Area

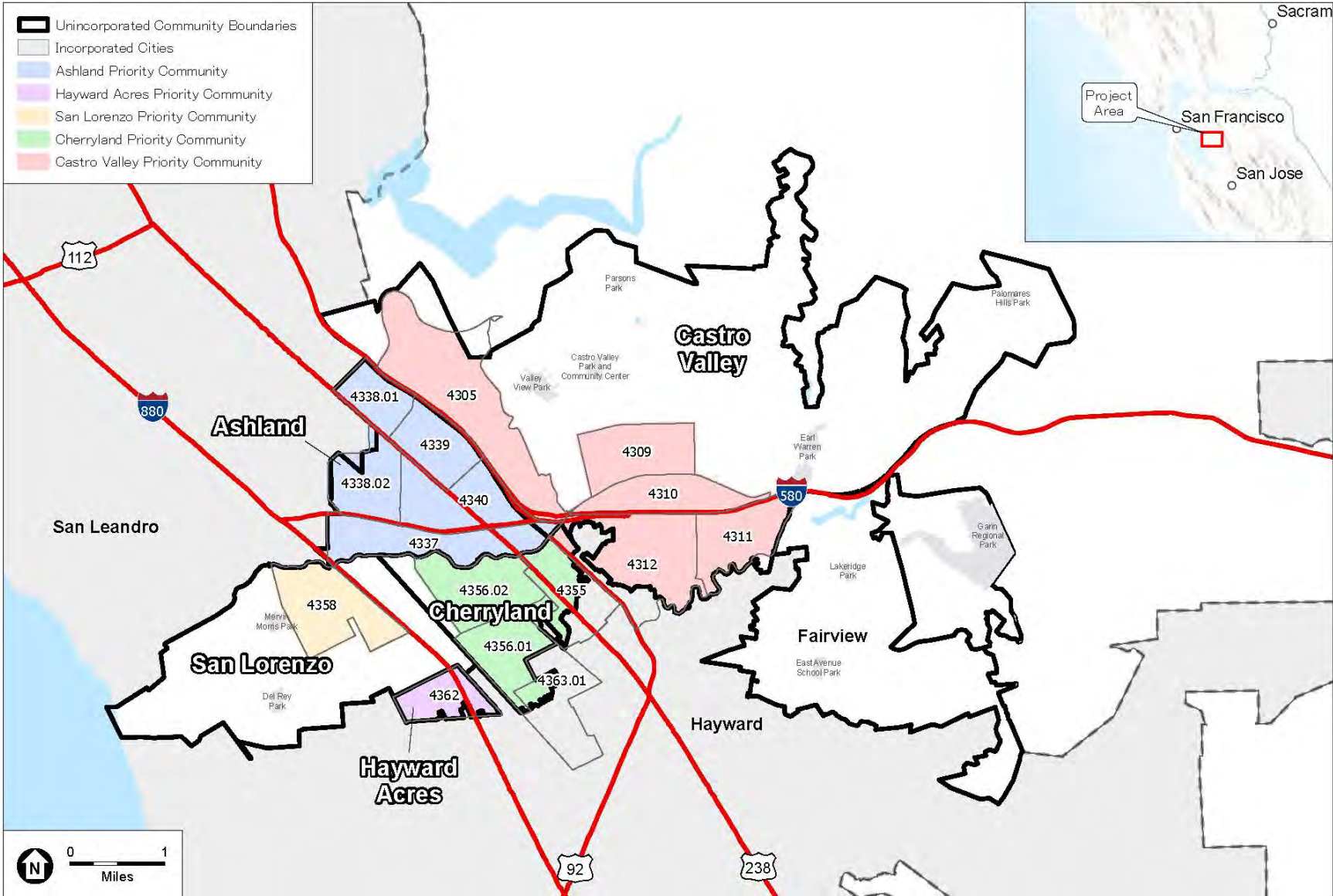
The Eden Area includes the unincorporated communities of Ashland, Hayward Acres, Cherryland, Fairview and San Lorenzo. While these areas vary widely in their populations and physical appearance, they have many commonalities, interconnected histories, and are interdependent economically (Eden Area General Plan 2010).

Census Designated Place

A CDP is a grouping of unincorporated census tracts locally recognized and identified by name (comparable to a city). The purpose of CDPs is to provide a means of comparing and presenting data for well-known unincorporated communities (US Census Bureau).

TABLE 2-4 Geographic Units for Priority Communities and Reference Populations

NEIGHBORHOOD OR PLACE	PRIORITY COMMUNITIES		REFERENCE POPULATION	
	CENSUS TRACTS	CENSUS DESIGNATED PLACE	LOCAL	REGIONAL
Ashland	4337, 4338.01, 4338.02, 4339, and 4340	Ashland CDP	n/a	Alameda County (all)
Cherryland	4356.01, 4356.02, 4355, 4363	Cherryland CDP	n/a	
Hayward Acres	4362	None	n/a	
[Northeast] San Lorenzo	4358	n/a	San Lorenzo CDP or all San Lorenzo Census Tracts	Alameda County (all)
[Southwest] Castro Valley	4305, 4309, 4310, 4311, and 4312	n/a	Castro Valley CDP or all Castro Valley Census Tracts	



SOURCE: ESA 2023

FIGURE 2-2 Priority Communities

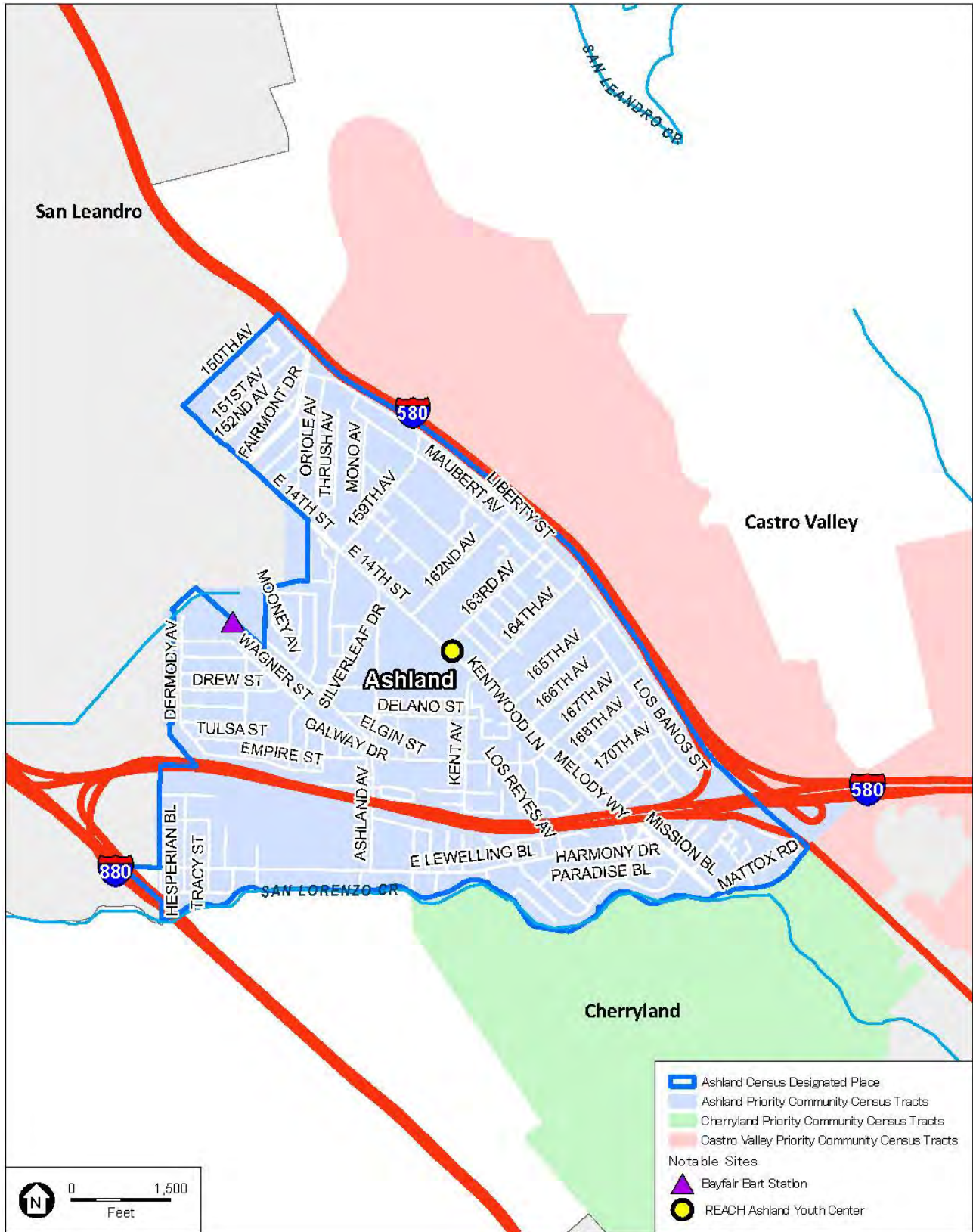
Ashland

Ashland is an unincorporated community and CDP located in Alameda County’s Eden Area, directly south of the city of San Leandro. As shown in **Figure 2-3**, The community is roughly bounded by Hesperian Boulevard to the west, Interstate (I-) 580 to the east, 150th Avenue to the north, and San Lorenzo Creek to the south, where it meets the Cherryland community.

Ashland is named for the Oregon ash trees that once flourished there. In the 1890s, people could ride an electric streetcar from Oakland to Hayward, passing through Ashland’s orchards and farms. By the 1930s, greenhouses and nurseries replaced most farms. The site of Bayfair Mall was once an automobile racetrack. Following World War II, the nurseries gradually led to housing developments for the community’s booming population (Castro Valley/Eden Area Chamber of Commerce n.d.). In the 1950s, the Ashland, Cherryland, and San Lorenzo communities were divided by the construction of major interstate freeways, including I-580 and I-238, and State Route 185, which crosscut the community. The heavily trafficked freeways have exposed community members to pollutants and the resulting negative health effects—a primary EJ issue for the Ashland community (*Final Report I-580 Design Alternatives Assessment 2020*).

Today, Ashland is a diverse community. According to the American Community Survey, the area is home to a higher percentage of people who primarily speak a language other than English at home compared to the other Priority Communities (Alameda County Community Action Partnership 2022). Ashland has a population of about 24,000 people (as of the 2020 Census count), with the second-highest population density of the Priority Communities, after Hayward Acres (United States Census Bureau 2020). Ashland is primarily zoned for low- to medium-density residential with some areas of higher density; commerce is centered in the Ashland Cherryland Central Business District along the major arterial of E. 14th Street. The REACH Ashland Youth Center is an active hub of the community, serving youth from all over Alameda County and playing host to several annual community events (Castro Valley/Eden Area Chamber of Commerce n.d.). Ashland is directly adjacent to the Bayfair Bay Area Rapid Transit (**BART**) Station, with direct lines to many nearby cities, including Oakland, San Francisco, and Fremont.





SOURCE: ESA 2023

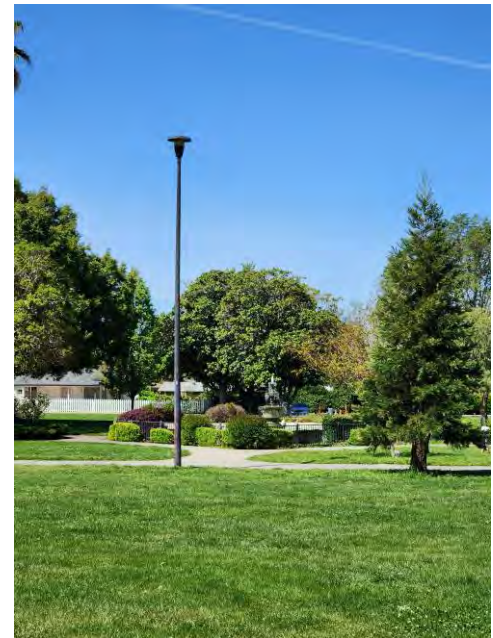
FIGURE 2-3 Map of Ashland

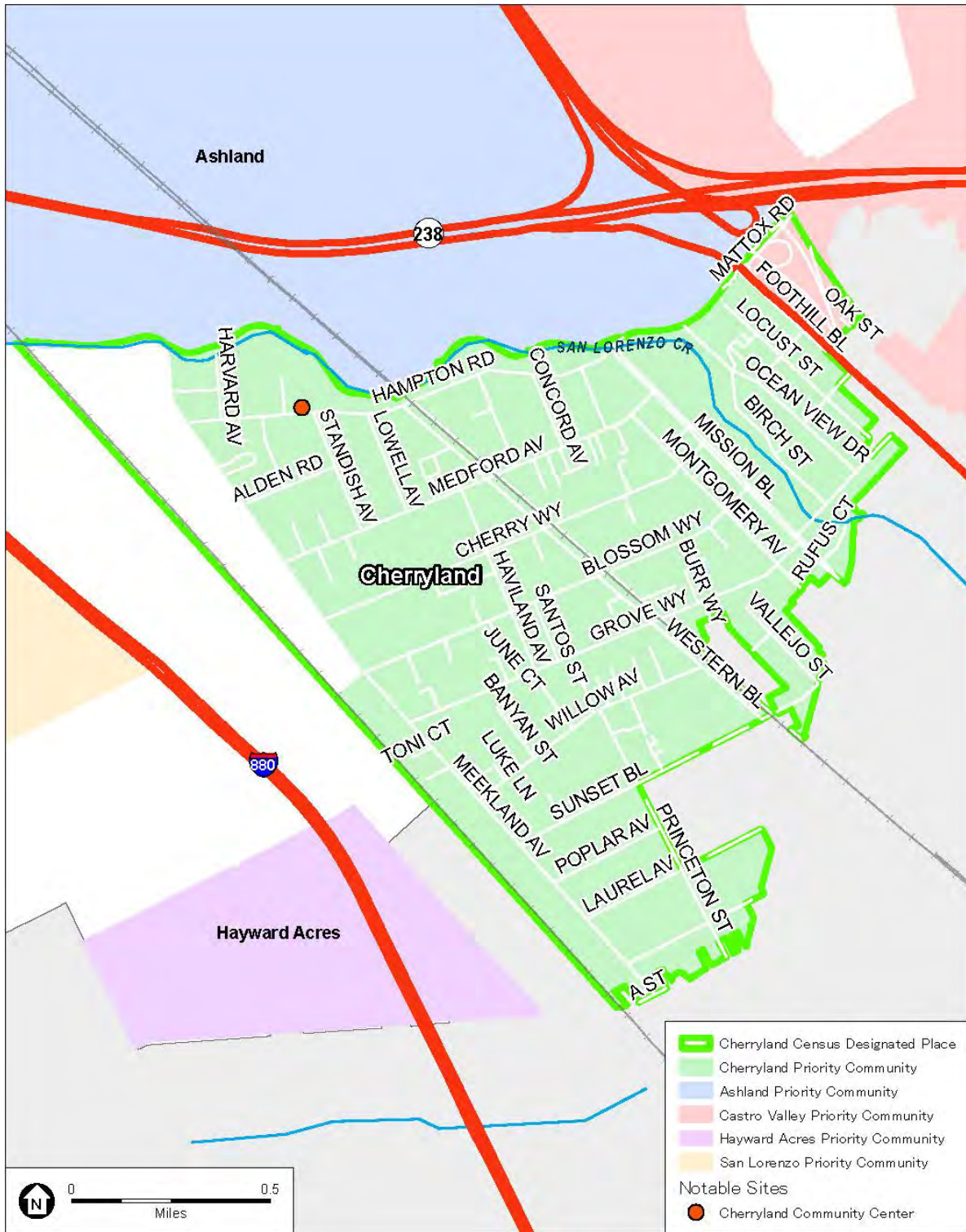
Cherryland

Cherryland is an unincorporated community and CDP in Alameda County's Eden Area, directly north of Hayward. As shown in **Figure 2-4**, Foothill Boulevard borders the community to the east, San Lorenzo Creek to the north, the railroad tracks west of Meekland Avenue to the west, where it meets San Lorenzo, and A Street to the south. As with Ashland, the proximity of major freeways such as I-238 to the north, I-880 to the west, and I-580 to the northeast contributes to air and noise pollution, representing a primary EJ issue for Cherryland.

Cherryland was named for the cherry orchards common in the area in the late 19th and early 20th centuries. William Meek, whose historic mansion still stands on Hampton Road, owned the entire area from A Street to Lewelling Boulevard and Mission Boulevard to Meekland Avenue, totaling almost 3,000 acres. Around 1910, Meek's descendants began subdividing the property. Throughout the 1920s and 1930s, the orchards were replaced by homes with small orchards or chicken farms. Over the years, those small orchards and farms were sold to make way for more homes (Castro Valley/Eden Area Chamber of Commerce n.d.).

Today, Cherryland has a population of 15,808 (U.S. Census Bureau 2020). Like Ashland, Cherryland is home to a diverse population. After Ashland, Cherryland has the second largest percentage of the population who primarily speak a language other than English at home. Cherryland is zoned primarily for low- to medium-density residential with some areas of higher density; commerce is centered in the Ashland Cherryland Central Business District along the major arterial of Mission Boulevard. The Hayward Area Recreation and Parks District's new Cherryland Community Center features various community resources, including multi-use meeting spaces, a reception room, and a catering kitchen.





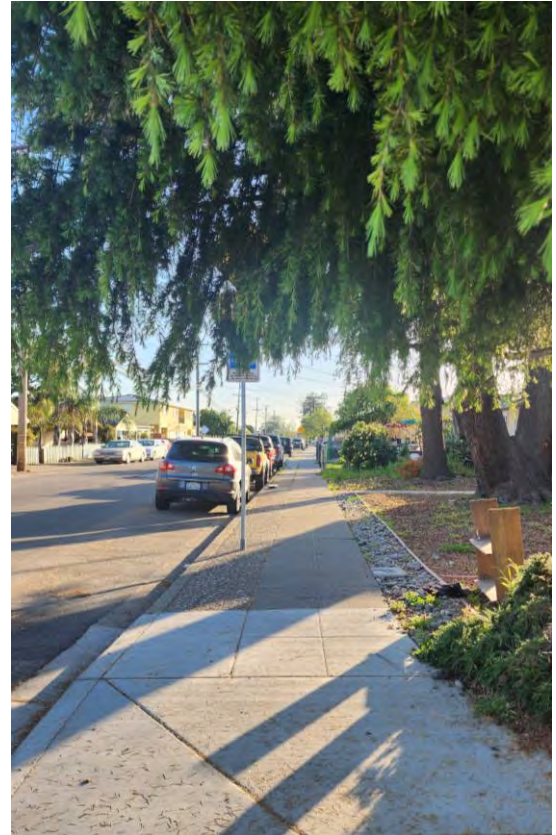
SOURCE: ESA 2023

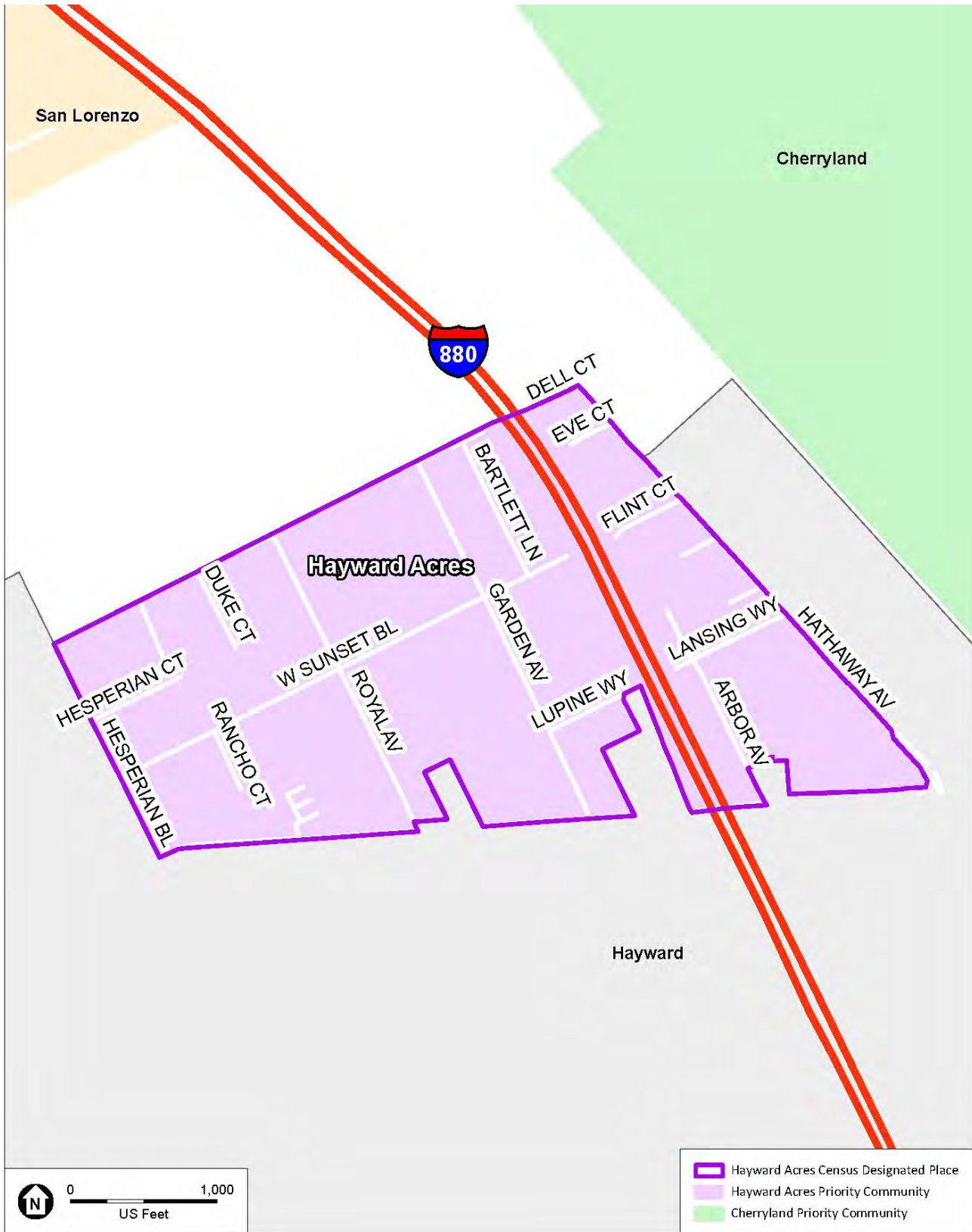
FIGURE 2-4 Map of Cherryland

Hayward Acres

Hayward Acres is an unincorporated community in Alameda County's Eden Area between San Lorenzo and the city of Hayward. The Hayward Acres Priority Community comprises a single census tract. As shown in **Figure 2-5**, Hesperian Boulevard borders the area on the west, Hathaway Avenue on the east, Bartlett Avenue to the north, and West A Street to the south. The I-880 runs directly through the community in residential-zoned areas. As in Ashland and Cherryland, air and noise pollution exposure from I-880 are major EJ issues in the community of Hayward Acres (CalEnviroScreen 2022).

Hayward Acres is the smallest of all the Priority Communities yet has the highest population density. According to the 2019 American Community Survey, Hayward Acres has nearly 4,300 residents in only 0.24 square miles (Alameda County Community Action Partnership 2022). Most of the community is zoned for medium-density residential at 12 units per acre, with some retail and commercial **zoning** on the western side of the community along Hesperian Boulevard. Hayward Acres has the highest proportion of Latinx residents at almost 58 percent (Alameda County Community Action Partnership 2022).





SOURCE: ESA 2023

FIGURE 2-5 Map of Hayward Acres

San Lorenzo

San Lorenzo is an unincorporated community and CDP surrounded by Ashland and Cherryland to the east, San Leandro to the north, San Francisco Bay to the west, and the city of Hayward to the south. I-880 and Hesperian Boulevard run through the community's eastern side. The San Lorenzo Priority Community comprises just one census tract, including the commercial core of San Lorenzo Village and surrounding residential development. As shown in **Figure 2-6**, the I-880 borders the community to the east, San Lorenzo Creek to the north, Washington Avenue and Via Alamitos to the west, and Via Manzanitas and Hacienda Avenue to the south.

San Lorenzo is located on the Rancho San Lorenzo Mexican land grant given to Don Guillermo Castro in 1841. From the mid-19th century to the mid-20th century, San Lorenzo was mostly farmland and a significant center of production of fruit and flowers. Many early European colonizers were buried in Pioneer Cemetery, including Moses Wicks, who brought oysters from the East Coast to be “planted” in San Leandro Bay. In 1944, David Bohannon's Greenwood Company began constructing San Lorenzo Village, a planned community of two- and three-bedroom homes for workers in the East Bay's war industries. During much of the 1940s, the United States Navy began constructing much of the community in San Lorenzo, including planning for residential development, schools, churches, parks, and retail centers. The community has retained its legacy of a ‘bedroom community’ as it is mainly zoned for single-family residential uses. There are, however, commercial and retail zones along Hesperian Boulevard and industrial uses on the western side near the San Francisco Bay.

The entire San Lorenzo CDP includes approximately 29,600 residents (U.S. Census Bureau 2021). The single census tract that makes up the Priority Community includes approximately 5,543 residents. Over the last decade, San Lorenzo has seen the most dramatic demographic and economic changes out of the Priority Communities. These changes are characterized by an increase in Latinx and Asian populations and a simultaneous decrease in the poverty rate. The San Lorenzo Priority Community includes the commercial core of San Lorenzo Village and surrounding residential development. The San Lorenzo Library, located within the San Lorenzo CDP just to the west of the San Lorenzo Priority Community, is a major hub for the community.





SOURCE: ESA 2023

FIGURE 2-6 Map of San Lorenzo³

³ The San Lorenzo Community Boundary shown on this map is the San Lorenzo Planning Area outlined in the Eden Area General Plan: <https://www.acgov.org/cda/planning/generalplans/index.htm>.

Castro Valley

Castro Valley is the largest community in unincorporated Alameda County. It includes the urbanized Castro Valley CDP and the rural Castro Valley Canyonlands. As shown in **Figure 2-7**, the Castro Valley CDP is loosely bounded to the south by the unincorporated community of Fairview and the city of Hayward, to the west by Foothill Boulevard and I-580, to the north by Lake Chabot Regional Park and Cull Canyon Regional Recreation Area, and to the east by Crow Canyon, Eden Canyon, and Hollis Canyon. Castro Valley was known for ranching and chicken farming in the early 20th century until residential real estate development began urbanizing the community in the 1950s.

As pictured in Figure 2-7, the census tracts covering the western and southern portions of Castro Valley have been identified as Priority Communities because they meet the definition of low-income areas particularly burdened by pollution. Almost half of all stationary sources of pollution in the Priority Communities are located in the Castro Valley priority census tracts, including gas stations and dry cleaners (Eden Area Community Profile 2013). Additionally, the I-580, running east-west through the Priority Community census tracts and north-south along the western boundary, contributes to air pollution in the area.

Today the entire Castro Valley CDP consists of approximately 66,500 residents (U.S. Census Bureau 2021), and the census tracts that make up the Priority Communities include approximately 23,181 residents total. The community is primarily zoned for single-family residential homes and is mainly known as a commuter area, with many community members leaving daily for work, mainly in Oakland, Hayward, and San Francisco. Commuting from Castro Valley is assisted by the Castro Valley BART station. Many of those who work within the community are employed in the healthcare industry, particularly at the County's Fairmont Hospital and the Eden Medical Center and Hospital operated by Sutter Health. In addition to the many neighborhoods, the area also includes the Castro Valley Central Business District along Castro Valley Boulevard. In the Castro Valley Priority Community census tracts, the Castro Valley Library and Castro Valley Boulevard shopping areas are major hubs of community activity.





SOURCE: ESA 2023

FIGURE 2-7 Map of Castro Valley⁴

⁴ The Castro Valley Community Boundary shown on this map is the planning area boundary outlined in the Castro Valley General Plan: <https://www.acgov.org/cda/planning/generalplans/index.htm>.



BAKERY

OAK TOWN
SPICE SHOP

WORKSHOPS

Castro
MARKET

3

section **three**

Existing Conditions

As the County seeks to address environmental and health **hazards** impacting the Priority Communities, it is necessary to first understand the population and socioeconomic conditions, as well as the existing environmental, social, and economic conditions, that affect community health and wellness. Historical inequalities have created unique issues and needs within the Priority Communities. This section presents an analysis of existing conditions in the Priority Communities, beginning with population and socioeconomic data, and then by EJ topic: Pollution and Air Quality, Public Facilities, Food Access, Safe and Sanitary Homes and Neighborhoods, Health and Physical Activity, and Civic Engagement.

Population and Socioeconomic Characteristics (Pre-pandemic)

Population and socioeconomic characteristics are factors that often influence community health outcomes. Specifically, populations that face lower **educational attainment**, linguistic isolation, poverty, unemployment, and housing burdens are often at a greater risk of experiencing poor health (California Environmental Justice Alliance 2018).

Alameda County's Priority Communities meet the state's EJ element criteria because they share some environmental, socioeconomic, and geographic factors. Many residents of the Priority Communities entered the COVID-19 pandemic already economically vulnerable. In particular, Ashland, Cherryland, and Hayward Acres had substantially higher rates of poverty and income deficiency, unemployment, and severe housing cost burden. More than 1 in 5 low-income households within Ashland, Cherryland, Hayward Acres, and the Castro Valley Priority Communities were paying more than half of their income for housing costs. The Castro Valley Priority Community rates of poverty and income deficiency were also higher than the County average. It is important to note that these data were gathered between 2016 and 2020; therefore, the harmful economic impacts from the COVID-19 pandemic are not reflected in this section.

This section makes a variety of comparisons between Priority Communities and Alameda County as a whole in order to highlight the disproportionate environmental burdens faced by the Priority Communities. This comparison process aims to show the immediate needs and changes required to thoroughly address all aspects of EJ. The data presented below also illustrate that although communities neighbor one another, community members experience dramatic differences in lifestyle, health, and overall wellbeing.

Existing Conditions

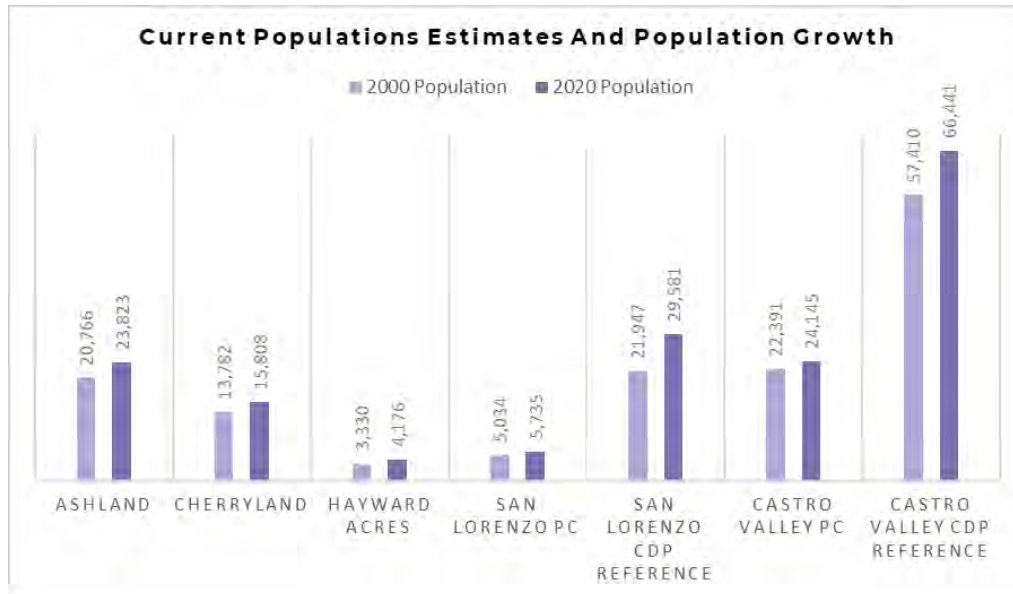
The existing conditions related to each of the six EJ topics are structured as follows:

- **Context:** Provides a brief introduction to the environmental justice topic to define what it is and why it is important for the Priority Communities.
- **Existing Conditions:** Describes the current impacts, burdens, and harms experienced by the Priority Communities including health effects and access to resources. The existing conditions are separated into subsections that cover specific issues.
- **Key Takeaways:** Lists notable findings from the existing conditions analysis as they relate to each EJ topic.

Information contained in this section informed the goals, policies, and actions in Section 4 of this EJ Element.

Population and Density

The 2020 US Census found population gains in the Priority Communities that are roughly comparable to overall County growth. **Figure 3-1** provides current population estimates and growth for the Priority Communities and Alameda County. As of 2020, the population of Alameda County was estimated to be 1,682,583, indicating a growth of about 23.5 percent from 2000. In 2020, the combined population for the Priority Communities was 73,687, which is about 4.4 percent of the County's population. For the Priority Communities, growth ranged from about 7.8 percent in Castro Valley to about 25.4 percent in Hayward Acres.



SOURCE: U.S. Census Bureau, 2000 Decennial Census Table DP-01; 2020 Decennial Census Table P-01.

NOTES: PC = Priority Community; CDP = Census Designated Place

FIGURE 3-1 Current Populations Estimates and Population Growth

Race and Ethnicity

Civil rights activist Benjamin Chavis coined the term “environmental justice” in 1982. The term refers, in part, to a form of systematic racism where the health hazards created from environmental policymaking disproportionately impact BIPOC communities (Greenpeace USA). However, communities have experienced uneven impacts of environmental burdens and related health problems long before the creation of the term. Building upon extensive research in the field of public health and environmental science, the California Environmental Protection Agency’s OEHHA and their CalEnvironScreen4.0 tool, exhibit the extent to which communities experience health problems due to their proximity and exposure to hazardous pollutants.

The residents of the Priority Communities are predominantly non-White, with a significant concentration of Latinx peoples. **Table 3-1** provides 2020 Census numbers for race and ethnicity in the Priority Communities and Alameda County overall. All the Priority Communities have higher percentages of Latinx residents than the County’s overall rate of 23.4 percent; the Latinx population represents the largest group in all Priority Communities except the Castro Valley census tracts, where most residents are White. Cherryland and Hayward Acres census tracts are predominantly Latinx with 58.1 percent and 64.3 percent, respectively.

TABLE 3-1 Race and Ethnicity

NEIGHBORHOOD OR PLACE	WHITE	BLACK OR AFRICAN AMERICAN	AMERICAN INDIAN AND ALASKA NATIVE	ASIAN	NATIVE HAWAIIAN AND OTHER PACIFIC ISLANDER	SOME OTHER RACE	TWO OR MORE RACES	LATINX
Ashland ^a	15.1%	16.6%	1.8%	23.4%	1.3%	28.5%	13.3%	44.3%
Cherryland ^a	19.8%	8.7%	2.5%	13.9%	1.9%	38.6%	14.6%	58.1%
Hayward Acres	16.2%	12.1%	1.7%	10.4%	1.4%	43.7%	14.4%	64.3%
San Lorenzo PC	25.6%	4.4%	1.5%	33.8%	1.0%	20.3%	13.3%	36.8
San Lorenzo CDP Reference	24.9%	5.2%	1.6%	28.2%	1.2%	24.9%	14.0%	42.2%
Castro Valley PC ^b	35.0%	12.3%	1.3%	23.1%	0.9%	13.2%	14.3%	27.4%
Castro Valley CDP Reference	40.3%	6.4%	0.9%	30.8%	0.5%	8.0%	13.2%	19.3%
Alameda County Reference	31.1%	9.8%	1.2%	32.4%	0.8%	13.3%	11.3%	23.4%

SOURCE: U.S. Census Bureau, 2020 Decennial Census, Tables P1 and P2.

NOTES:

PP = Priority Population; PC = Priority Community; CDP = Census Designated Place

a. Ashland and Cherryland CDPs are used.

b. Castro Valley Priority Community is presented as population-based weighted average of census tract data for tracts listed in Table 2-2.

The African American population within the Priority Communities is also substantial, with the County rate of 9.8 percent, Ashland at 16.6 percent, and Hayward Acres and the Castro Valley both at approximately 12 percent.

While Asian residents represent a sizable portion of the population in most of the Priority Communities, they are a lower percentage than the County overall of 32.4 percent in all the Priority Communities, except San Lorenzo. Native Hawaiians and other Pacific Islanders are more prevalent in the Priority Communities than in the County overall.

Educational Attainment

Educational attainment refers to the highest level of education that a person has completed. Formal educational attainment, as measured by the final degree or certificate earned for those over 25 years of age, is highly correlated with better health outcomes. According to the OEHHA, people with more educational attainment tend to have higher incomes and health insurance and tend to live in areas that are less affected by air pollution and other environmental toxins.

Table 3-2 presents five educational attainment indicators for the Priority Communities, ranging from less than a high-school education at the lowest, through a graduate or professional degree at the highest. As shown in Table 3-2, the percentage of the population without a high school education is considerably higher than the overall County percentage of 11.2 in all but one of the Priority Communities (Castro Valley Priority Community and CDP Reference). About 22 percent of Hayward Acres residents, and about 26 percent of both Ashland and Cherryland residents, have not obtained a high school diploma, while for the San Lorenzo Priority Community, the rate was 12.9 percent. The Castro Valley Priority Communities rates matched the County rate of 11.2 percent of residents without a high school diploma.

TABLE 3-2 Highest Educational Attainment Indicators

NEIGHBORHOOD OR PLACE	LESS THAN A HIGH SCHOOL EDUCATION	HIGH SCHOOL DEGREE AS HIGHEST LEVEL	2-YEAR COLLEGE DEGREE AS HIGHEST LEVEL	BACHELOR'S DEGREE	GRADUATE OR PROFESSIONAL DEGREE
Ashland ^a	26.3%	47.5%	6.7%	14.4%	5.1%
Cherryland ^a	26.4%	47.6%	7.9%	13.8%	4.2%
Hayward Acres	22.1%	55.0%	6.6%	14.6%	1.8%
San Lorenzo PC	12.9%	50.4%	10.6%	20.4%	5.5%
San Lorenzo CDP Reference	17.1%	50.6%	8.4%	19.6%	4.4%
Castro Valley PC ^b	11.2%	46.8%	7.7%	22.6%	11.7%
Castro Valley CDP Reference	8.6%	39.2%	8.9%	27.8%	15.5%
Alameda County Reference	11.2%	33.7%	6.4%	28.1%	20.6%

SOURCE: U.S. Census Bureau, 2016–2020 American Community Survey, Table S1501.

NOTES:

PC = Priority Community; CDP = Census Designated Place

These indicators refer to population over 25 years old.

a. Ashland and Cherryland CDPs are used.

b. Castro Valley Priority Community is presented as population-based weighted average of census tract data for tracts listed in Table 2-2.

Additionally, fewer residents within the Priority Communities have obtained post-secondary degrees or certificates. Whereas about 55 percent of County residents overall have associate, bachelor, or post-graduate degrees, Priority Community tracts range from 23 percent for Hayward Acres to about 52 percent for the Castro Valley CDP Reference.

Poverty and Income

The Census Bureau's definition of poverty varies by household size. In 2022, the Federal Poverty level for an average family of four is \$27,750, and \$13,590 for a one-person household. **Table 3-3** provides median income and estimates of the percentage of households living below the federal poverty line. According to the Census Bureau, the median household income for Alameda County was approximately \$104,888. Among the Priority Communities, median household incomes vary from \$66,570 in Ashland to \$106,667 in the San Lorenzo Priority Community.

In data collected between 2016 and 2020, the percentage of the population with incomes below the federal poverty level in all the Priority Communities was higher than County overall rate of 9.3 percent, except the San Lorenzo Priority Community at 6.5 percent. Poverty was significantly higher than the County average in Ashland at 15.4 percent, and fairly high in Hayward Acres (14.4 percent), Ashland (14.9 percent) and the Castro Valley Priority Community (12.7 percent). It is important to note that because these data were collected during 2016–2020, they do not reflect the economic harm caused by COVID-19.

TABLE 3-3 Poverty and Income

NEIGHBORHOOD OR PLACE	PERCENTAGE OF THE POPULATION LIVING BELOW TWO TIMES THE FEDERAL POVERTY LEVEL	PERCENTAGE OF THE POPULATION LIVING BELOW THE FEDERAL POVERTY LEVEL	MEDIAN INCOME (\$)
Ashland ^a	35.4%	15.4%	66,570.00
Cherryland ^a	29.3%	14.9%	73,429.00
Hayward Acres	34.0%	14.4%	56,223.00
San Lorenzo PC	18.3%	6.5%	106,667.00
San Lorenzo CDP Reference	13.9%	7.6%	91,319.00
Castro Valley PC ^b	22.8%	12.7%	83,659.00
Castro Valley CDP Reference	15.4%	7.7%	113,150.00
Alameda County Reference	19.8%	9.3%	104,888.00

SOURCE: U.S. Census Bureau, 2016–2020 American Community Survey, Table S1701, S1903.

NOTES:

PC = Priority Community; CDP = Census Designated Place

a. Ashland and Cherryland CDPs are used.

b. Castro Valley Priority Community is presented as population-based weighted average of census tract data for tracts listed in Table 2-2.

During the same time period, the percentage of the population with incomes below 200 percent of the federal poverty level were 35.4 percent in Ashland, 29.3 percent in Cherryland, and 34 percent in Hayward Acres, all markedly higher than the County overall rate of 19.8 percent. The Castro Valley Priority Community was somewhat higher than the County Average at 22.8 percent. The San Lorenzo Priority Community rate was lower than the County rate at 18.3 percent.

Severe Housing Cost Burden

The U.S. Department of Housing and Urban Development (**HUD**) defines households paying 30 percent or more of their income for housing costs as “Housing Cost Burdened” and those paying 50 percent or more as “Severely Housing Cost Burdened.” HUD recognizes that the burden of housing costs has a larger impact on households with lower incomes; therefore, Housing Cost Burden is usually reported within various income levels.

Table 3-4 presents low-income households that are severely housing cost burdened. A higher percentile score translates to a greater housing cost burden. Low Income is defined as 80 percent of area median income (**AMI**), or \$89,600 for a family of four. The percentage of severely housing cost burdened low-income households was substantially higher than the County rate of 15.7 percent in all of the Priority Communities except the San Lorenzo tract, ranging from 20 percent in Cherryland to 23 percent in Ashland.

TABLE 3-4 Severely Housing-Cost Burdened Households

NEIGHBORHOOD OR PLACE	PERCENT OF HOUSEHOLDS IN A CENSUS TRACT THAT ARE BOTH LOW INCOME AND SEVERELY BURDENED BY HOUSING COSTS	HOUSING BURDEN PERCENTILE SCORE ^a
Ashland ^b	23.0%	74.0
Cherryland ^b	20.0%	62.8
Hayward Acres	20.2%	63.6
San Lorenzo PC	11.7%	21.6
San Lorenzo CDP Reference ^c	12.1%	23.8
Castro Valley PC ^b	21.0%	63.3
Castro Valley CDP Reference ^c	14.0%	33.2
Alameda County Reference ^c	15.7%	42.5

SOURCE: OEHHA, CalEnviroScreen 4.0.

NOTES:

PP = Priority Population; CDP = Census Designated Place

- Ashland, Cherryland, and Castro Valley Priority Population are presented as population-based weighted average of census tract data for tracts listed in Table 2-2.
- San Lorenzo and Castro Valley CDP Reference and Alameda County Reference are presented as population-based weighted average of census tracts within CDP or County boundary.
- A higher percentile score equals a greater housing cost burden. See definition of Percentile in the Glossary.



Unemployment and Labor Force Participation

According to the OEHHA, unemployment results in a lack of access to health care and insurance, leading to poor health. Poor health can make it harder to find a job, stay employed, and can be a source of financial and emotional stress.

Generally, participation in the formal workforce is viewed through two measurements:

1. Labor Force Participation (how many of those eligible to work are working or seeking work)
2. Unemployment (how many of those participating in the labor force are out of work and looking for work)

Table 3-5 presents unemployment rates for the Priority Communities and Alameda County as a whole. Labor force participation between Alameda County and the Priority Communities are roughly within the same range between about 70 percent and 80 percent. However, when looking at unemployment rates, residents in Ashland, Cherryland, and Hayward Acres experience higher unemployment rates—nearly double that of the County. These data were gathered prior to the COVID-19 pandemic and, therefore, do not accurately reflect the impact from the pandemic on the current economy.

TABLE 3-5 Unemployment

NEIGHBORHOOD OR PLACE	LABOR FORCE PARTICIPATION: PERCENTAGE OF THE POPULATION OVER THE AGED 16–64 WORKING OR ACTIVELY LOOKING FOR WORK	PERCENTAGE OF THE POPULATION OVER THE AGE OF 16 THAT IS UNEMPLOYED AND ELIGIBLE TO PARTICIPATE IN THE LABOR FORCE
Ashland ^a	75.5%	7.3%
Cherryland ^a	70.3%	7.6%
Hayward Acres	73.4%	7.6%
San Lorenzo PC	81%	4.7%
San Lorenzo CDP Reference	75.5%	4.7%
Castro Valley PC ^b	78.4%	4%
Castro Valley CDP Reference	78.4%	4.2%
Alameda County Reference	76.6%	4.6%

SOURCE: U.S. Census Bureau, 2015–2019 American Community Survey.

NOTES:

PC = Priority Community; CDP = Census Designated Place

a. Ashland and Cherryland CDPs are used.

b. Castro Valley Priority Community is presented as population-based weighted average of census tract data for tracts listed in Table 2-2.

Sensitive Populations

CalEnviroScreen 4.0 defines sensitive populations as populations with physiological conditions that result in increased vulnerability to pollutants. Sensitive individuals may include those with impaired physiological conditions, such as people with heart disease or asthma. The CalEnviroScreen 4.0 Sensitive Population Indicators identify higher rates of asthma, heart disease, and infants with low birth weight in the Priority Communities. Pollution exposure and limited access to health care, healthy foods, and physical activity are likely contributors to these outcomes. Data pertaining to the CalEnviroScreen 4.0 Sensitive Population Indicators throughout the unincorporated communities are included below.

ASTHMA

Asthma is a condition that can make it difficult to breathe. Some individuals with asthma may experience minor symptoms such as coughing while others could experience major problems that can limit their ability to enjoy daily activities. In severe cases, it can lead to life-threatening asthma attacks. Asthma cannot be cured, but its symptoms can be treated. Air pollutants, exhaust fumes, and chemical irritants are thought to increase chances of developing asthma.

Common triggers for asthma include exposure to air pollution and contaminants and physical activity. However, although asthma inflames the airways, regular exercise can actually decrease inflammation and improve lung capacity. **Table 3-6** shows rates of emergency department visits for asthma. These rates are substantially higher in Hayward Acres, Cherryland, and Ashland than in the overall County. The rate for the San Lorenzo Priority Community is slightly higher than that of the County and comparable to San Lorenzo as a whole. For the Castro Valley Priority Community, the asthma rate is lower than that of the County but higher than that of Castro Valley as a whole.

TABLE 3-6 Asthma Emergency Department Visits

NEIGHBORHOOD OR PLACE	AGE-ADJUSTED RATE OF VISITS FOR ASTHMA PER 10,000 PEOPLE	ASTHMA VISIT RATE PERCENTILE
Ashland ^a	82.5	87th
Cherryland ^a	87.6	89th
Hayward Acres	95.6	91st
San Lorenzo PC	71.7	80th
San Lorenzo CDP Reference ^b	71.5	79th
Castro Valley Pc ^a	59.5	69th
Castro Valley CDP Reference ^b	49.5	56th
Alameda County Reference ^b	66.4	76th

SOURCE: OEHHA, CalEnviroScreen 4.0

NOTES:

PC = Priority Community; CDP = Census Designated Place

a. Ashland, Cherryland, and Castro Valley Priority Communities are presented as population-based weighted average of census tract data for tracts listed in Table 2-2.

b. San Lorenzo and Castro Valley CDP Reference and Alameda County Reference are presented as population-based weighted average of census tracts within CDP or County boundary.

CARDIOVASCULAR DISEASE

Cardiovascular Disease or heart disease affects the blood vessels of the heart, which can result in heart attacks, strokes, and many other disorders affecting the heart and brain. Several factors can contribute to cardiovascular disease such as poor diet or lack of access to healthy foods, smoking, lack of safe and affordable spaces to recreate, and exposure to air pollution. **Table 3-7** provides the rates of emergency department visits for heart attacks, which are considerably higher in Cherryland, Hayward Acres, and the San Lorenzo Priority Communities than the County. The rate of cardiovascular disease in Ashland, while higher than that of the County, is lower than the other areas. The rate in the Castro Valley Priority Community is comparable to that of the County.

TABLE 3-7 Heart Attack Emergency Department Visits

NEIGHBORHOOD OR PLACE	AGE-ADJUSTED RATE OF VISITS FOR HEART ATTACK PER 10,000 PEOPLE	HEART ATTACK VISITS PERCENTILE
Ashland ^a	14.7	63rd
Cherryland ^a	17.0	76th
Hayward Acres	17.9	80th
San Lorenzo PC	15.2	67th
San Lorenzo CDP Reference ^b	15.3	66th
Castro Valley PC ^a	12.2	47th
Castro Valley CDP Reference ^b	11.6	42nd
Alameda County Reference ^b	12.1	44th

SOURCE: OEHHA, CalEnviroScreen 4.0

NOTES:

PC = Priority Community; CDP = Census Designated Place

a. Ashland, Cherryland, and Castro Valley Priority Communities are presented as population-based weighted average of census tract data for tracts listed in Table 2-2.

b. San Lorenzo and Castro Valley CDP Reference and Alameda County Reference are presented as population-based weighted average of census tracts within CDP or County boundary.

LOW-BIRTH-WEIGHT INFANTS

Low-birth-weight infants are categorized as weighing 5.5 pounds or less at birth. Environmental toxins such as lead and air pollution, poverty and maternal chronic health conditions are all contributors to the likelihood of a low birthweight birth, as is lack of access to appropriate prenatal care. Low-birth-weight infants are at greater risk of death and long-term disability. Additionally, low birth weight can be associated with language impairment, lowered educational achievement, and a number of chronic health conditions. **Table 3-8** provides the rates of low-birth-weight infant births. In Alameda County overall, low birth weights account for 5.6 percent of singleton births. Among the Priority Communities, Ashland (6.2 percent) and the San Lorenzo Priority Community (6.4 percent) exceed the County rate, with other areas at or below that marker.

TABLE 3-8 Low Birth Weight Birth Rate

NEIGHBORHOOD OR PLACE	PERCENT LOW BIRTH WEIGHT BIRTHS (SINGLETON BIRTHS ONLY)
Ashland ^a	6.2%
Cherryland ^a	5.4%
Hayward Acres	5.7%
San Lorenzo PC	6.4%
San Lorenzo CDP Reference ^b	7.2%
Castro Valley Pc ^a	5.4%
Castro Valley CDP Reference ^b	4.6%
Alameda County Reference ^b	5.6%

SOURCE: OEHHA, CalEnviroScreen 4.0

NOTES:

PC = Priority Community; CDP = Census Designated Place

a. Ashland, Cherryland, and Castro Valley Priority Communities are presented as population-based weighted average of census tract data for tracts listed in Table 2-2.

b. San Lorenzo and Castro Valley CDP Reference and Alameda County Reference are presented as population-based weighted average of census tracts within CDP or County boundary.



Pollution and Air Quality

Context

Healthy environments, at home and in a community, contribute to our individual and collective health and wellbeing. A healthy environment is integral to the full enjoyment of basic human rights. According to the United Nations Environment Programme, air pollution is the world's largest single environmental risk to health (some 7 million people across the world die each year due to everyday exposure to poor air quality) (UN Environment Programme 2022). In the Priority Communities, air pollution ranks as the most significant source of pollution. Soil and water contamination also pose a risk to the Priority Communities, as discussed below. The concentration of a pollutant and its proximity to populations determine the level of exposure. Places next to high-traffic roads and industrial facilities typically have higher levels, or concentrations, of air pollutants. Places next to hazardous or solid waste facilities may have higher concentrations of soil and groundwater pollution.



Community members within Alameda County do not experience the exposure to or protection from hazards and contaminants in equitable proportions. Due to historic and existing discriminatory housing and planning policies, communities of color and low-income communities are more likely to be located next to and directly affected by pollution and poor air quality. And not everyone reacts to air pollution the same way. Sensitive populations such as children, the elderly and those with prior health conditions are more vulnerable to the effects of pollution. Exposure to pollution can cause, or worsen, negative health outcomes, making people too sick to go to work, go to school, or simply go outside. Reducing pollution and improving the quality of the air, water and soil are vital to ensuring that healthy environments are accessible to all.

Identifying sources, quantities, and types of pollution in a community is a critical step in creating policy that reduces pollution. This section explores local levels of air, water, and soil pollution, and the health risks associated with that pollution. It also provides perspectives from the community on this topic and describes existing policies and programs working to mitigate the impacts of pollution in the Priority Communities.

Air Pollution

Air quality refers to how clean or polluted the air is. Air pollution is defined as the contamination of air due to the presence of a substance that has harmful effects. Air quality has a significant impact on a community's health outcomes. According to the World Health Organization, exposure to air pollution can lead to serious conditions such as strokes, lung cancer, and heart disease. Often, pollution exposure is dependent on the distance between pollution sources and homes, workplaces, and transit routes.

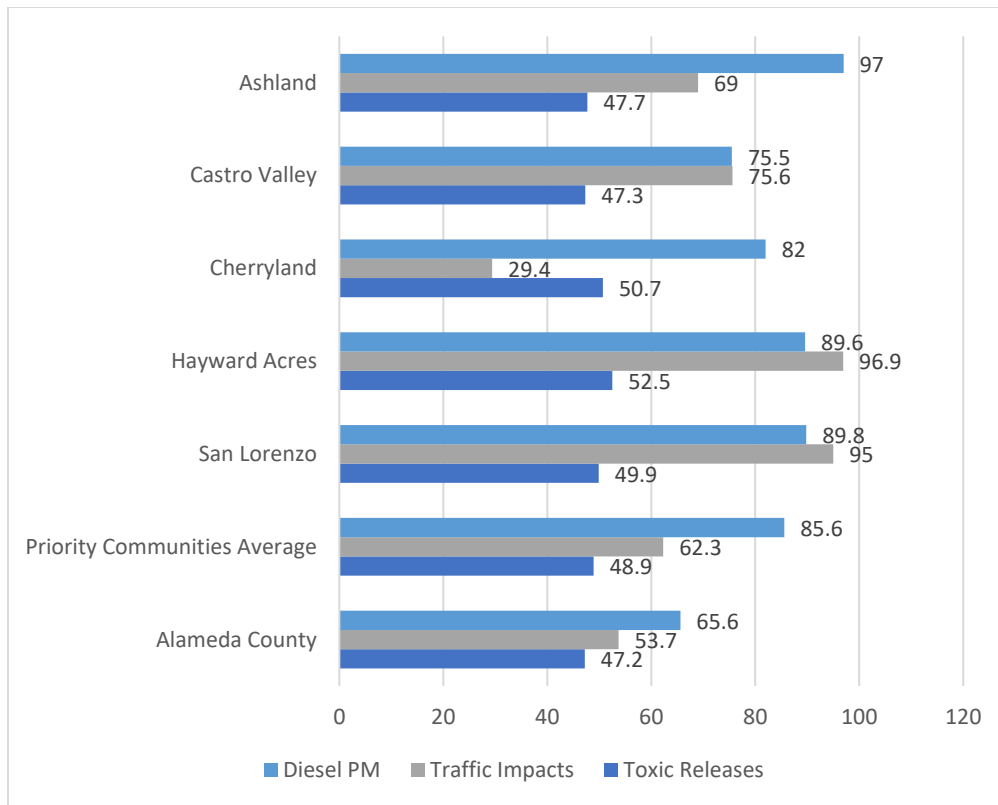
There are four types of air pollution sources:

- Mobile sources such as cars, trucks, trains, planes, and buses
- Stationary sources such as power plants, oil refineries, and industrial facilities
- Agricultural areas, cities, and wood-burning fireplaces
- Natural sources such as wildfires and wind-blown dust

Many air pollutants are regulated by state, federal, and local agencies such as the Bay Area Air Quality Management District (**BAAQMD**). The main pollutants of concern for the Priority Communities are diesel particulate matter ("diesel **PM**") and pollution resulting from traffic density.

Figure 3-2 shows the three air pollution indicators by percentile: **diesel PM, traffic impacts, and toxic releases**. Diesel PM and traffic impacts are disproportionate in the Priority Communities and represent the key air pollution sources in the area. The Priority Communities are in the 85th percentile on average for diesel PM, while the overall County is in the 65th percentile for diesel PM. In other words: compared to all eligible census tracts in California, the Priority Community census tracts are within the top 20 percent for exposure to diesel PM. San Lorenzo, Castro Valley, and Ashland are in the 95th, 75th, and 69th percentiles for Traffic Density/Impacts, respectively. By contrast, between the 47th and 52nd percentiles, toxic releases in the Priority Communities average just below the state median and are not considered disproportionate as compared with the overall county.





SOURCE: CalEnviroScreen 4.0

NOTE: Statistics are presented as population-based weighted average of percentile data from CalEnviroScreen 4.0.

FIGURE 3-2 Air Pollution Indicators by Percentile

Diesel Particulate Matter

Diesel PM is a complex mixture of extremely small particles and gases. Diesel PM pollution is made up of hundreds of different chemicals released into the air as exhaust from trucks, buses, trains, ships, and other equipment that use diesel engines. Exposure to diesel PM is most common in cities and industrial areas near ports, rail yards, and freeways. The small particles can travel deeper into the lungs causing eye irritation, throat and heart disease, and lung cancer. **Figure 3-2** shows Ashland in the 97th percentile and both San Lorenzo and Hayward Acres in the 90th percentile for diesel PM pollution (CalEnviroScreen 4.0 2022). Children, the elderly, and people suffering from cardiopulmonary disease, asthma, and chronic illness are the most vulnerable to diesel PM exposure.

Traffic Density

Traffic density is a measurement that records the number of vehicles that utilize roadways. Measuring traffic density gives insight into the impacts that result from vehicle traffic, including air pollution. This pollution contributes to negative health outcomes for individuals living near areas with high traffic density. As shown in Figure 3-2, San Lorenzo, Castro Valley, and Ashland are placed in the 95th, 75th, and 69th percentiles for Traffic Density/Impacts, respectively (CalEnviroScreen 4.0 2022). However, the County overall is in the 54th percentile; this disparity demonstrates the excessive pollution burden placed on the Priority Communities.

Hazardous and Toxic Facilities

Hazardous and toxic waste facilities are a significant source of pollution. Pollution from these sources can come from cleanup sites, hazardous waste facilities, and solid waste sites. Exposure to this type of pollution is a result of historical land use incompatibility and a high concentration of industrial facilities near residential areas, schools, parks, and healthcare facilities. Within the Priority Communities, there are two soil and water pollution indicators that are disproportionately higher than other census tracts in the state. These indicators are hazardous waste generators/facilities and groundwater threats, as described in the following paragraphs.

HAZARDOUS WASTE GENERATORS AND FACILITIES

Hazardous waste comes from sites that contain waste that is dangerous or potentially harmful to human health or the environment. Hazardous waste is generated from many sources, ranging from industrial manufacturing waste to batteries. This dangerous waste may come in many forms, including liquids, solids, gases, and sludges. EPA and the Department of Toxic Substance Control (DTSC) have standards for when waste materials must be treated as hazardous waste. Hazardous waste is typically stored in hazardous waste generators in permitted disposal/recycling facilities. DTSC has a public database, EnviroStor, that lists permitted facilities involved in treating, storing, and disposing of hazardous waste.

WATER POLLUTION AND GROUNDWATER THREATS

Water pollution occurs when harmful substances, often chemicals or microorganisms, contaminate a body of water, degrading the water quality and rendering it toxic to humans or the environment. Although natural occurrences can cause water contamination, a considerable amount of water contamination originates from human activity. Some sources of water contamination that originate from human activity include sewage, pesticides, and chemicals from industrial operations (CDC 2022).

Groundwater threats are an indicator of water pollution. Groundwater is water held underground in the soil or beneath the land surface. Common soil and groundwater pollutants include gasoline and diesel fuels at gas stations, as well as solvents, heavy metals, and pesticides.

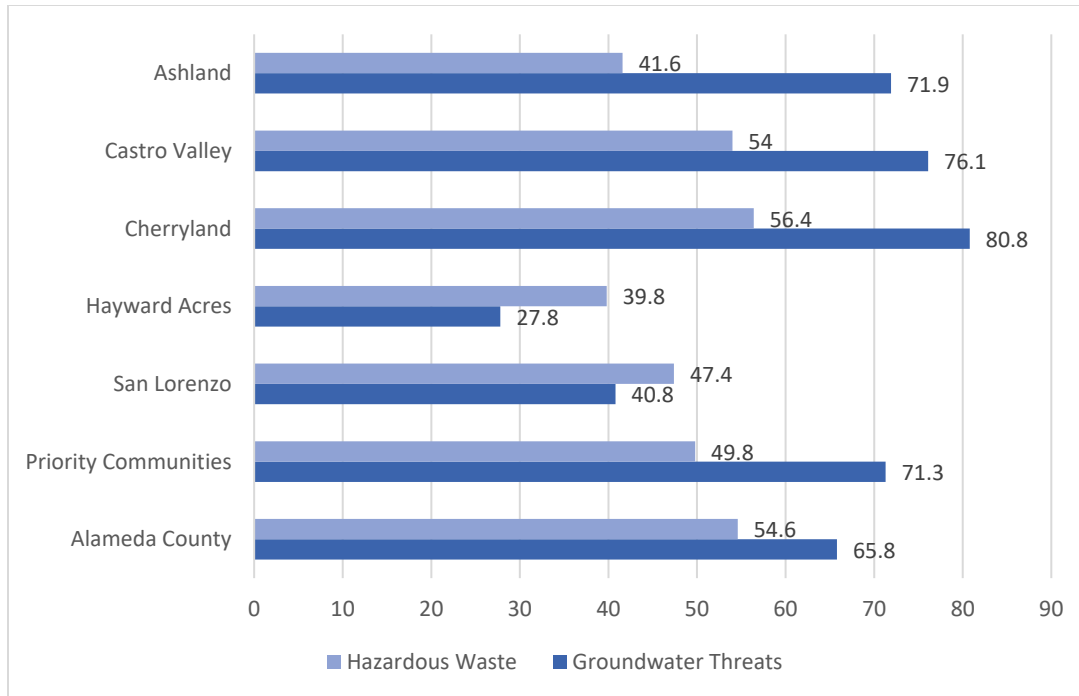
While the Priority Communities' drinking water does not come from groundwater but from surface water from the Mokelumne River watershed in the Sierra Nevada and supplied by the East Bay Municipal Utility District (EBMUD), EBMUD's service area, including the Priority Communities, overlies a groundwater basin known as the East Bay Plain Subbasin. This subbasin may act as a supplemental source of water supply to help protect EBMUD customers against severe water rationing in the event of a prolonged extreme drought or emergency, so groundwater threats in the area of the subbasin have potential to impact the Priority Communities and the larger region.



3-16 Existing Conditions

Like the County overall, the Priority Communities rank higher than much of the state for groundwater threats. Groundwater threats are significant in Ashland, Castro Valley, and Cherryland, ranging from the 70th to 80th percentiles.

Figure 3-3 shows groundwater threats as a water pollution indicator by percentile alongside hazardous waste threats as a soil pollution indicator. CalEnviroScreen 4.0 groundwater threat scores are based on information about the type of site and how close it is to neighborhoods where people live. The Priority Community census tracts average at about the 71st percentile, meaning that these census tracts are within the top 30 percent of groundwater-threatened communities in the state.



SOURCE: CalEnviroScreen 4.0

NOTE: Statistics are presented as population-based weighted average of percentile data from CalEnviroScreen 4.0.

FIGURE 3-3 Soil and Water Pollution Indicators by Percentile

Key Takeaways

- Compared to all analyzed census tracts in California, the Priority Communities are within the top 20 percent of communities that suffer most from diesel PM.
- Environmental and health impacts that result from traffic are higher in San Lorenzo and Castro Valley compared to the County as a whole.
- Asthma rates are substantially higher for Hayward Acres, Cherryland, and Ashland when compared to the county as a whole.
- Groundwater threats within Ashland, Castro Valley, and Cherryland fall within the 70th to 80th percentiles according to CalEnviroScreen 4.0, meaning that the threats faced by these communities are disproportionate when compared to the rest of the state.





Access to Public Facilities

Context

Senate Bill 1000, the legislation that guides the development of this EJ Element, broadly defines “public facilities” to include “public improvements, public services, and community amenities” such as parks, public schools, public transportation, and basic infrastructure (see **Table 3-9** for a more comprehensive list). Public facilities provide communities with valuable opportunities that promote childhood development, safety, health, and community engagement.

TABLE 3-9 **Examples of Public Facilities**

PUBLIC SERVICES	COMMUNITY AMENITIES	PUBLIC IMPROVEMENTS
<ul style="list-style-type: none"> • Transit services and facilities • Hospitals and emergency medical/trauma centers • Emergency services and public safety 	<ul style="list-style-type: none"> • Government buildings • Parks, open space, trails, and greenbelts • Recreation facilities (including senior and youth centers) and community centers • Daycare centers • Libraries, museums, cultural centers, science centers 	<ul style="list-style-type: none"> • Water distribution, treatment, and drainage facilities • Solid waste, liquid waste, recycling, and composting facilities • Streets and roads • Public utilities • Flood control structures

Compared to the rest of the County, the Priority communities have disproportionately low access to and utilization of public facilities (**HPI**) (2020). Public facilities play an important role in the health and overall well-being of community members. Establishing equitable access to public facilities through policy and programmatic improvements can help ensure that all community members are able to experience their benefits.

In order to create policy that makes a measurable impact, we must first understand the issues surrounding access to public facilities in the Priority Communities. This section will discuss access to a range of public facilities in Alameda County. Access to parks, recreation and open spaces is described in the Health and Physical Activities section as it relates more directly to that topic.



Parks, Recreation, and Open Space

Parks are natural or semi-natural open spaces set aside for outdoor recreation, leisure, or preservation. Parks are important because they provide community gathering spaces, valuable greenspace, and many more benefits to community members wellbeing.

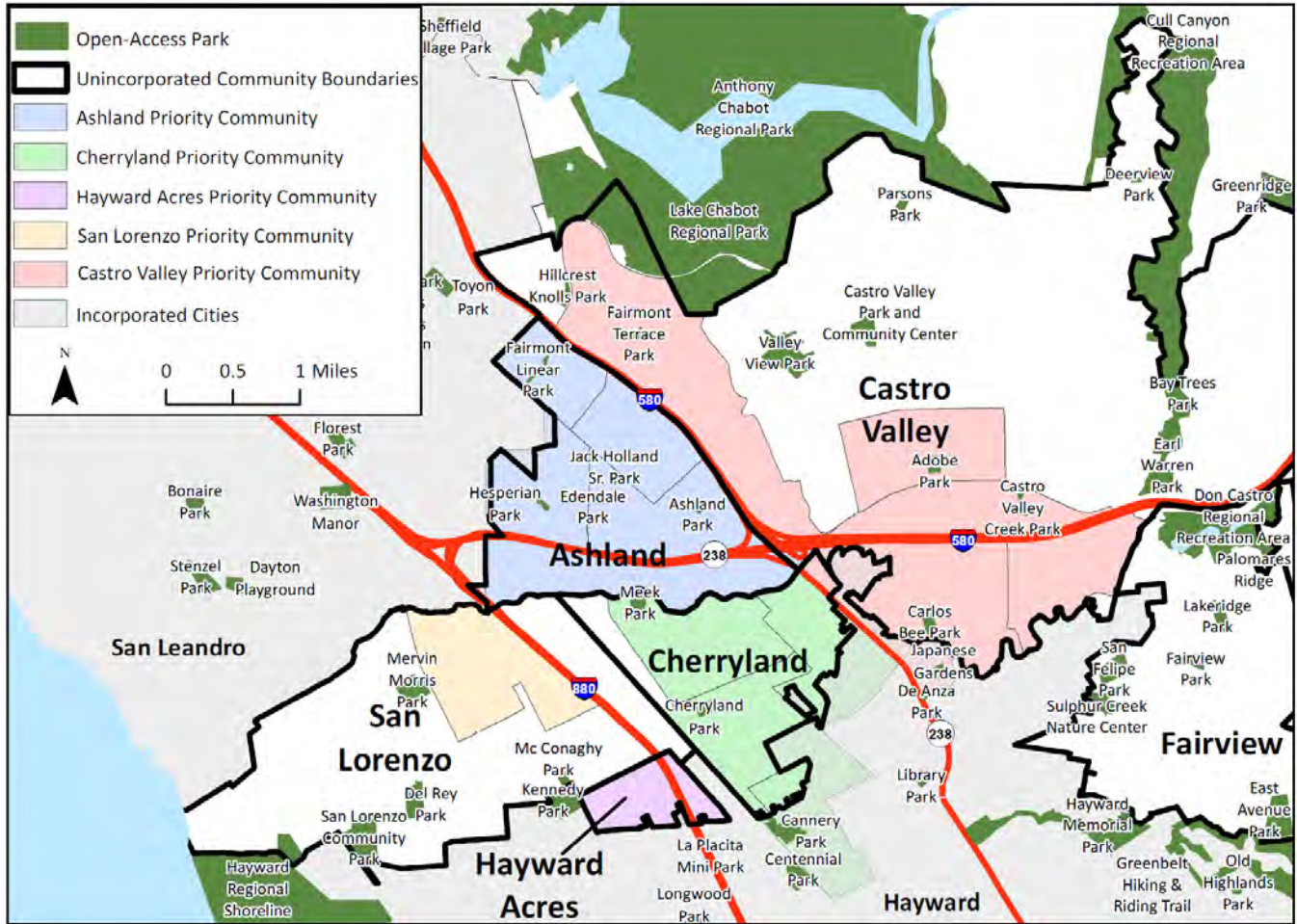
The Hayward Area Recreation and Park District (**HARD**) and the East Bay Regional Park District (**EBRPD**) provide parks, open space, and recreation services within the Priority Communities and in the surrounding area. As of July 2021, there were 19 officially designated public parks within or immediately adjacent to the Priority Communities. Most of them are less than 12 acres in size (roughly equivalent to 7 soccer fields) and are relatively small in comparison to parks in surrounding communities. The Castro Valley Priority Community census tracts are adjacent to two large regional parks, Lake Chabot Regional Park (approximately 1,755 acres) and Don Castro Regional Recreation Area (approximately 101 acres), both operated by EBRPD. **Figure 3-4** shows officially designated parks within and near the Priority Communities according to the July 2021 GreenInfo California Protected Areas Database (CPAD). Parks under development and newer parks, such as HARD's Via Toledo Park and Sunset Futsal Courts, are not reflected in the data shown on this map.

Hayward Area Recreation and Park District (HARD)

HARD operates numerous parks and community centers in the Priority Communities, including (but not limited to):

- Adobe Park
- Ashland Community Center
- Carlos Bee Park
- Cherryland Community Center
- Hesperian Park
- Jack Holland Park
- Sunset Futsal Courts
- Sunset Swim Center
- Via Toledo Park





SOURCE: ACPHD CAPE, with data from Greeninfo CPAD 2021a

FIGURE 3-4 Parks in and near Priority Communities

Park Access and Proximity

California’s **Quimby Act** (Government Code Section 66477) established a state standard of 3 acres of parks for every 1,000 residents. The California Healthy Places Index (HPI), a public database used in the field of public health to assess conditions contributing to health or disease by place, sets a standard of park proximity at 0.5 miles for all residents. These standards may not be sufficient in low-income urban neighborhoods where other recreational opportunities are limited for residents and where physical and social barriers to pedestrian mobility frequently occur. For example, residents who live more than 0.5 miles from a quality park may experience the distance as a physical barrier (especially seniors, people with disabilities, and people without access to a reliable means of transportation). Low-income neighborhoods also have fewer resources than wealthier communities to subsidize recreational programs like intramural sports and organized recreational events like 5K races and marathons.

Table 3-10 displays both park proximity (the percentage of residents living within 0.25 miles and 0.5 miles of a park) and park access (park acreage per 1,000 people) for the Priority Communities. More than 90 percent of residents of 3 of the 5 Priority Community census tracts live within 0.5 miles of a park, while Cherryland

(86.6 percent) and the San Lorenzo Priority Community (79.2 percent) fall below that mark. Fewer than half the residents of all areas except Ashland (67.3 percent) live within 0.25 miles of a park.

TABLE 3-10 **Park Proximity and Park Access**

NEIGHBORHOOD OR PLACE	POPULATION PERCENTAGE WITHIN 0.5 MILES OF PARKS	POPULATION PERCENTAGE WITHIN 0.25 MILES OF PARKS	ACRES PER 1,000 POPULATION
Ashland ^a	98.4%	67.3%	0.24
Cherryland ^a	86.6%	47.9%	0.74
Hayward Acres	100.0%	37.4%	0.00
San Lorenzo PC	79.2%	21.0%	0.00
San Lorenzo CDP Reference ^b	91.3%	44.7%	1.82
Castro Valley PC ^a	96.7%	40.7%	1.88
Castro Valley CDP Reference ^b	91.7%	45.6%	28.46
Alameda County Reference	—	—	46.60

SOURCE: Esri 2020 Demographics, with open-access park data from CPAD 2019b.

NOTE: Parks under development or newer parks, such as HARD's Via Toledo Park, are not reflected in these data.

Access to parks measured by park acreage per 1,000 residents tells us how much park land is available within each Priority Community. There are no parks at all within Hayward Acres or the San Lorenzo Priority Community, although there are parks nearby. Ashland offers 0.24 acres of parks for every 1,000 residents, while Cherryland offers 0.74 acres per 1,000 people. None of the Priority Communities meets the requirements for the Quimby Act (3 acres of park for every 1,000 residents).

HARD has initiated a community outreach process to solicit input on plans for four new parks along an approximately 1.5-mile stretch of the East 14th Street/Mission Boulevard corridor, between 159th Avenue and Mattox Road in Ashland: the Ashland-Mateo Street Neighborhood Park, Ashland Common, Ashland-East 14th Street Park, and Mission & Mattox Park. These new facilities will range in size from 0.8 to 2.6 acres. HARD will also construct and operate a new community center in the Madrone Terrace housing development on East 14th, adjacent to the planned Ashland-East 14th Street Park. In addition, HARD is working with the Alameda County Public Works Agency to confirm funding for a multi-use trail along San Lorenzo Creek that will connect the Bay Trail in the west to Don Castro Park in the east.

Public Transportation Access

Access to safe, reliable public transportation is essential to urban life and is especially important when automotive transport is not available or financially attainable for residents. For many, public transportation is necessary for commuting to work or school and for accessing essential services such as medical care and shopping. Transit access has been linked to better physical and mental health, increased physical activity, lower unemployment, better access to medical care, and greater resilience during disasters. At the same time, quality public transportation lessens automotive dependency, decreasing greenhouse gas emissions and unhealthy automotive exhaust locally.

3-22 Existing Conditions

The Bay Area Rapid Transit (BART) rail system is the main regional public transportation system in the Bay Area, providing direct access to San Francisco, Oakland, Fremont and other major employment centers in the Bay Area. Few residents of the Priority Communities are within walkable distance to a BART station. **Figure 3-5** shows locations for BART stations and bus stops in and near the Priority Communities. **Table 3-11** identifies the percentage of the population of each Priority Community within 0.25 miles (approximately a 5-minute walk) and 0.5 miles (approximately a 10-minute walk) of BART and bus stops.

The Bayfair BART station is located within the city of San Leandro, adjacent to the northern boundary of Ashland, and the Hayward BART station is within the city of Hayward, approximately 0.5 miles south of Cherryland. The Castro Valley BART station is near the center of the Castro Valley Priority Community. About one quarter of residents of the Castro Valley Priority Community live within 0.5 miles of the Castro Valley BART station, and 14 percent of Ashland residents live within 0.5 miles of the Bayfair station. The remainder of the residents of the Priority Communities do not live within walking distance of a BART station.

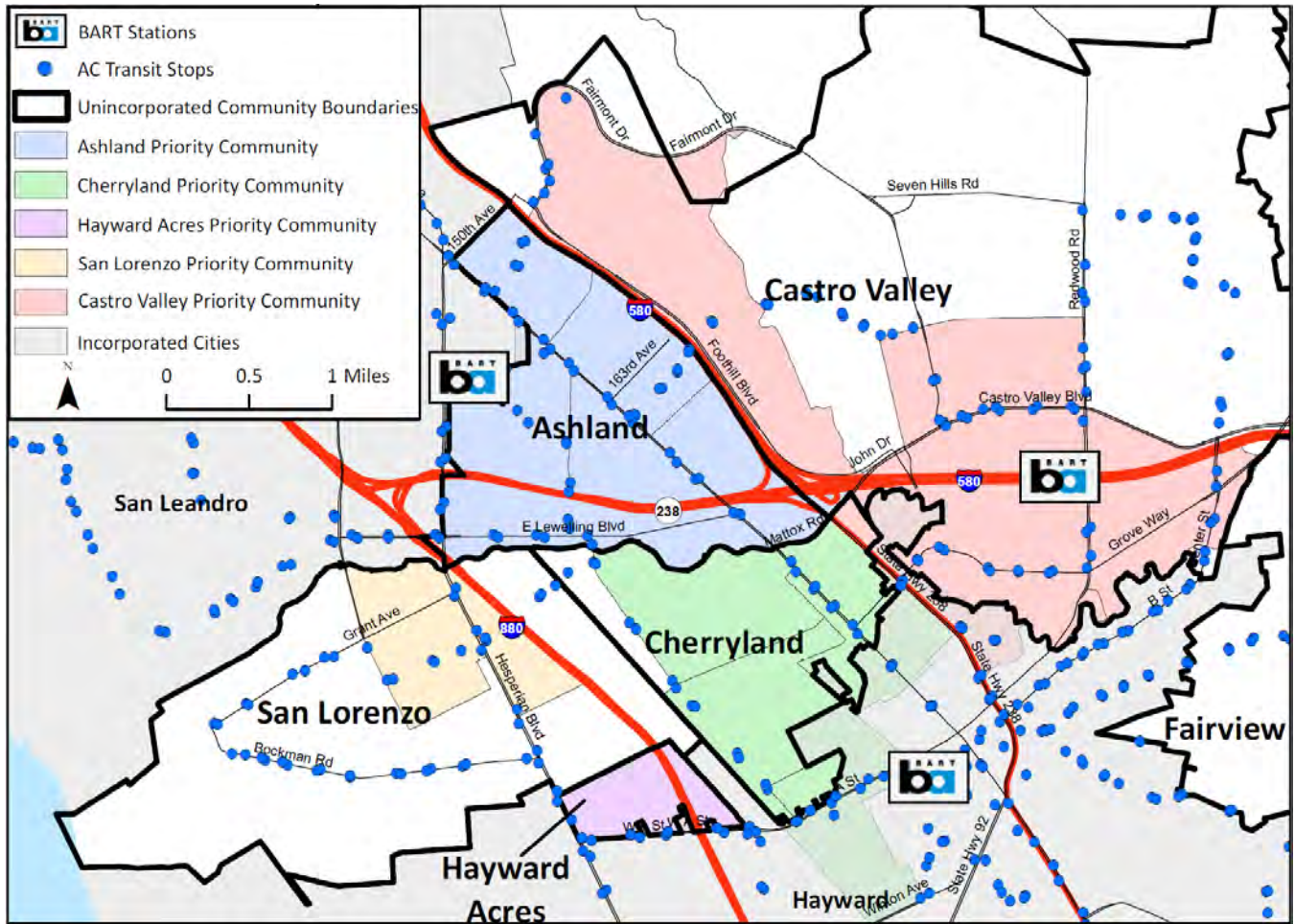
The Alameda-Contra Costa Transit District (**AC Transit**) is a public transit agency that provides bus service to western Alameda and Contra Costa Counties, including to the Priority Communities. The percentage of Priority Community residents within 0.25 miles of an AC Transit Bus Stop ranges from approximately 77 percent in Hayward Acres to 95 percent in the San Lorenzo Priority Communities. In 3 of the 5 communities, less than 80 percent of the population live within 0.25 miles of a bus stop.



TABLE 3-11 Access to BART and Bus Stops

NEIGHBORHOOD OR PLACE	POPULATION PERCENTAGE WITHIN 0.5 MILES OF BART STATION	POPULATION PERCENTAGE WITHIN 0.25 MILES OF BUS STOP
Ashland	14.3%	91.8%
Cherryland	1.1%	78.6%
Hayward Acres	0.0%	77.4%
San Lorenzo Priority Community	0.0%	94.5%
San Lorenzo CDP Reference	0.0%	84.2%
Castro Valley Priority Community	24.9%	77.8%
Castro Valley CDP Reference	8.7%	48.0%
Alameda County Reference	—	—

SOURCE: Esri 2020 Demographics, with BART locations from BART and bus stop locations from AC Transit.



SOURCE: ACPHD CAPE, with data from BART 2021 and AC Transit Fall 2021

FIGURE 3-5 BART Stations and Bus Stops in and Near Priority Communities

Law Enforcement

The Priority Communities are served by the Alameda County Sheriff's Office (**ASCO**). California Highway Patrol (**CHP**) provides traffic enforcement on county roads, state routes, and interstate freeways in the Priority Communities, and the Hayward Police, San Leandro Police, and other neighboring jurisdictions provide mutual aid to the Sheriff for serious crimes in the Priority Communities.

CRIME HOT SPOTS

Crime activity, such as property theft and assaults, can have significant impacts on the health and well-being of communities. Crime activity is also associated with poor social cohesion and premature death rates. ASCO reports Alameda County crime data through the Alameda County Data Sharing Initiative Database. For the 2020 calendar year, ASCO reported 7,839 total crimes in the five Priority Communities. In ASCO's entire service area, which includes all unincorporated areas of Alameda County, ASCO reported 10,112 crimes in the 2020 calendar year. In other words, approximately 77 percent of crimes reported by ASCO in unincorporated Alameda County in 2020 occurred in the Priority Communities.

3-24 Existing Conditions

Table 3-12 identifies the number of reported crimes and crime rates for the Priority Communities and the overall ACSO service area, which includes all of unincorporated Alameda County. Data are presented at the CDP or community level (in the case of Hayward Acres), and Priority Community census tract data are not disaggregated for the purposes of this table.

TABLE 3-12 **Crime Rates in 2020**

NEIGHBORHOOD OR PLACE	POPULATION (2020)	CRIME REPORTS	CRIME RATE (PER 1,000)
Ashland CDP	23,823	2,282	96
Castro Valley CDP	66,441	2,917	44
Cherryland CDP	15,808	1,221	77
Hayward Acres	4,176	238	57
San Lorenzo CDP	29,581	1,181	40
ACSO service area (includes all of unincorporated Alameda County)	152,107	10,112	66

SOURCE: Alameda County Sheriff's Office (2023)

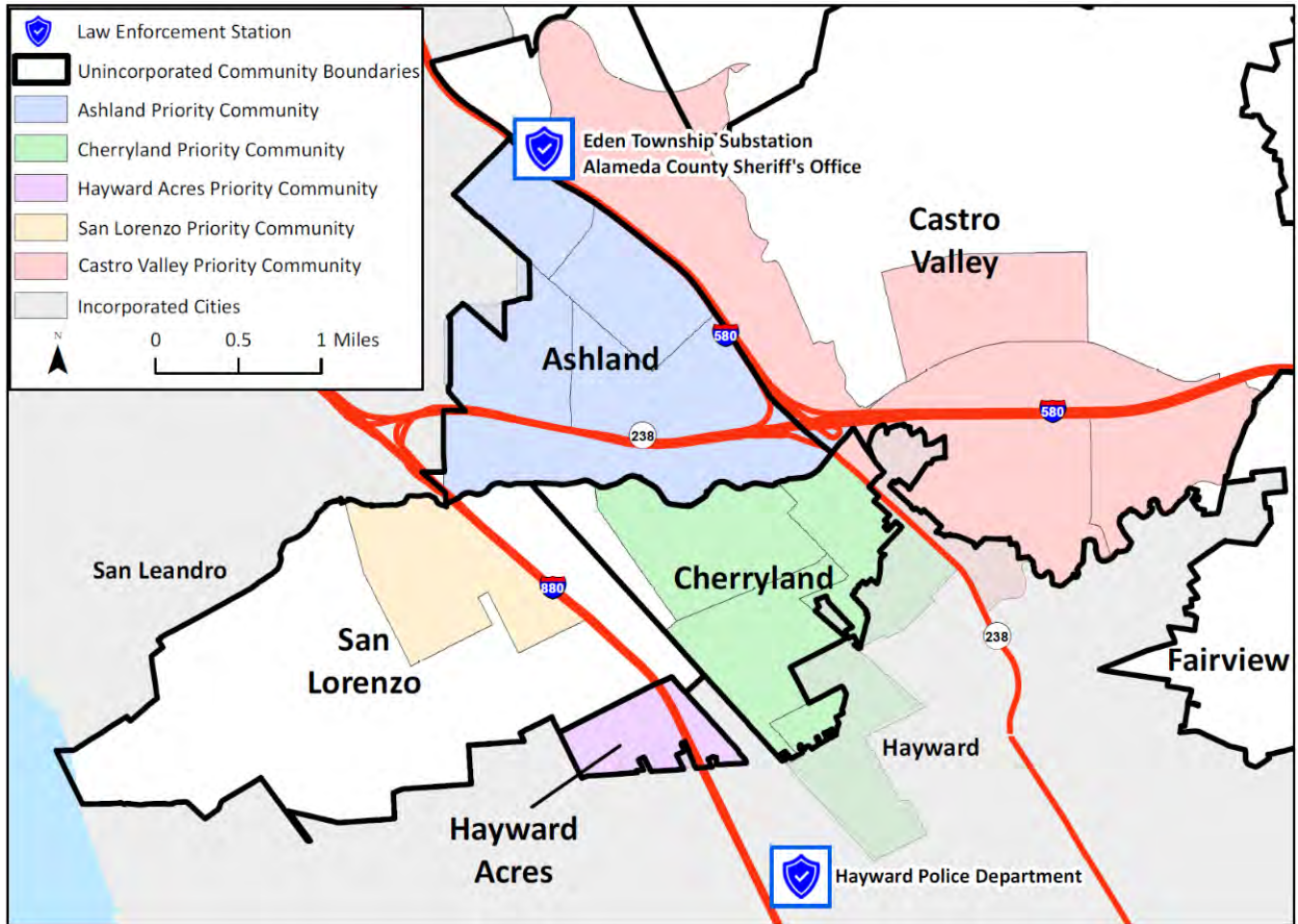
Crime rates are shown as the number of crime reports per 1000 residents. Of the five communities, only Ashland and Cherryland have crime rates that are higher than those of the overall unincorporated ASCO service area (96 in Ashland and 77 in Cherryland as compared to 66 for the entire ASCO service area). Castro Valley and San Lorenzo have crime rates that are significantly lower than ACSO's overall service area, while the rate for Hayward Acres is somewhat lower.

PROXIMITY TO LAW ENFORCEMENT STATIONS

Proximity to law enforcement (Sheriff or Police) stations can have an impact on the health and wellbeing of communities. Living in a safe neighborhood, equitably protected by local authorities, can influence healthy choices and behaviors, increase the perception of community safety, and reduce the total crime rate across the community.

While law enforcement may increase feelings of safety for some community members, the presence of law enforcement may also feel threatening or oppressive, particularly for BIPOC community members and members of historically marginalized communities.

Figure 3-6 shows the nearest police stations and Sheriff stations to the Priority Communities. There are two law enforcement stations within a 1-mile radius of the Priority Communities. The Eden Township Sheriff's Substation is located in the northwesternmost corner of Castro Valley's Priority Community, near Castro Valley's border with Ashland and the city of San Leandro. The Hayward Police station is located in the city of Hayward near the border of Cherryland. While not having patrol responsibilities in the Priority Communities, the Hayward Police jurisdiction is adjacent to the community of Cherryland and the Hayward Police department has a close working relationship with ASCO.



SOURCE: ACPHD CAPE

FIGURE 3-6 Law Enforcement Stations near Priority Communities

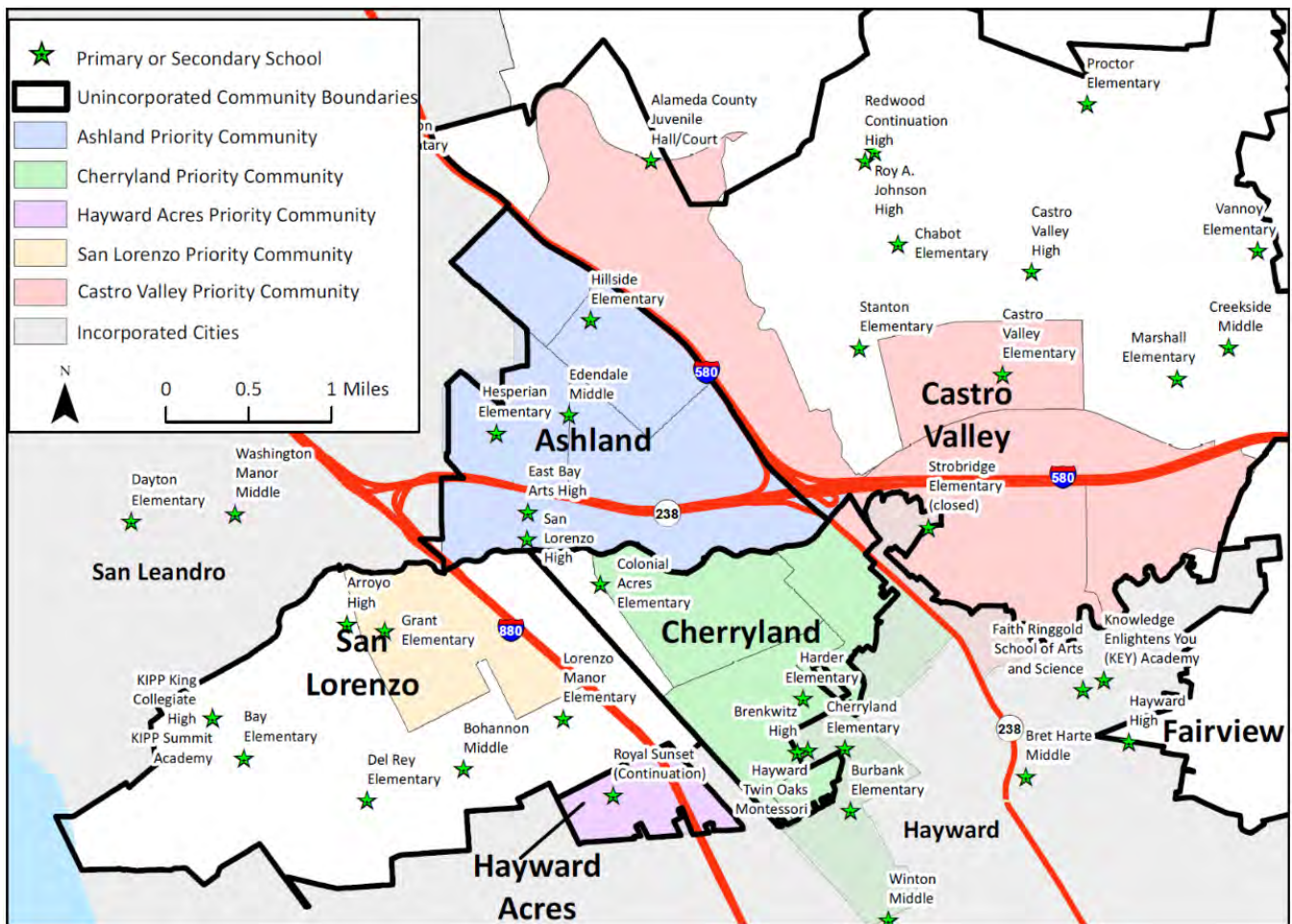
COMMUNITY CAPITALS POLICING

Establishing trust between law enforcement and the communities they serve is crucial as jurisdictions work to address centuries of systemic injustice experienced by BIPOC residents. Alameda County's law enforcement landscape in the Priority Communities includes the Alameda County Deputy Sheriffs' Activities League (DSAL), a nonprofit organization that seeks to build trust by connecting Alameda County Sheriff's Office (ACSO) personnel, residents, and youth in positive experiences that enhance the health of the community. DSAL's approach to policing is guided by the Community Capitals Framework, which prioritizes strategic investments in the community's natural, human, social, economic, built, political, and cultural capitals.

Within the Priority Communities, DSAL provides free or low-cost programs related to health and wellness. Programs include a food hub and food distribution events, re-entry internships in urban farming and food production, a youth soccer league, and other sports, music, dance, and fitness classes held at local schools and community facilities.

Schools

The Priority Communities are served by three school districts. The San Lorenzo Unified School District serves all of San Lorenzo and Ashland, the northern portion of Cherryland, and most of El Portal Ridge along the western boundary of the Castro Valley Priority Community. The Hayward Unified School District serves the southern portion of Cherryland and the Castro Valley Priority Community census tracts south of I-580. Castro Valley Unified School District serves the remainder of the Castro Valley Priority Community Census Tracts north of I-580. Safe, walkable routes to schools are important contributors to community health, providing physical activity daily to children and their parents as an integral part of the school commute, and reducing automobile trips to and from schools. As **Figure 3-4** shows, there are large areas within the Priority Communities that are without walkable access to schools. NOTE: Data for this section were accessed and analyzed prior to the June 2022 closure of Strobridge Elementary School.



SOURCE: ACPHD CAPE, with data from CA Department of Education 2021–2022

FIGURE 3-4 Public Schools in and Near Priority Communities

Table 3-22 indicates the percentage of residents who live within 0.25 to 0.5 miles (5 to 10 minutes by foot) of a public school. San Lorenzo and Hayward Acres score highest with their entire population within a 10-minute walk of a school. 77.9 percent of Ashland residents and 82.8 percent of Cherryland residents live within a 10-minute walk of a public school. The Castro Valley Priority Community census tracts have the lowest school pedestrian access at 63.5 percent within a 10-minute walk of a school, not adjusted for the June 2022 closure of Strobridge Elementary by the Hayward Unified School District.



After June 2022, students in the former Strobridge Elementary School service area, located in the Castro Valley Priority Community Tracts south of I-580, will attend either Cherryland Elementary or Fairview Elementary.

TABLE 3-22 Percentage of Residents Living 5 or 10 Minutes by Foot to a School

NEIGHBORHOOD OR PLACE	% RESIDENTS WITHIN 0.25 MILES (5-MINUTE WALK) OF A PUBLIC SCHOOL	% RESIDENTS WITHIN 0.5 MILES (10-MINUTE WALK) OF A PUBLIC SCHOOL
Ashland	40.7%	77.9%
Cherryland	42.2%	82.8%
Hayward Acres	59.8%	100.0%
San Lorenzo Priority Community	44.1%	100.0%
San Lorenzo CDP Reference	53.7%	100.0%
Castro Valley Priority Community	13.9%	63.5%
Castro Valley CDP Reference	24.4%	66.6%
Alameda County Reference	—	—

SOURCE: Esri 2020 Demographics, with school locations from CDE 2020–2021.

NOTE: These data have not been adjusted for the June 2022 closure of Strobridge Elementary School.



Libraries

Within the Priority Communities, there are two libraries that serve the community. The Castro Valley Library and the San Lorenzo Library provide the surrounding communities with modern facilities and resources such as free computers, Wi-Fi, books, CDs, and DVDs in addition to services and programs for all ages.

Key Takeaways

- None of the Priority Communities, except for the Castro Valley CDP, meets the requirements for the Quimby Act, which established a state standard of 3 acres of parks for every 1,000 residents
- A majority of residents of the Priority Community do not live within a walkable distance to a BART station.
- In 2020 approximately 58 percent of crimes reported in Alameda County were in the Priority Communities, and the Priority Communities report almost 9 times more crimes than the County as a whole.
- There are three police stations within a 1-mile radius of the Priority Communities; however, none is stationed in any of the 16 census tracts.





Safe and Sanitary Homes & Neighborhoods

Context

Safe and sanitary homes, neighborhoods and living conditions are an integral part of healthy living environments. Housing location, quality, affordability, and stability are directly related to an individual's quality of life. Ensuring that all community members can live in safe and sanitary homes and neighborhoods is an important part of EJ. The Priority Communities experience exposure to and harm from unsafe and unsanitary housing conditions and neighborhoods. Hazardous building materials, inadequate insulation, air quality and filtration issues, mold, and poor building maintenance, trash and unsanitary street conditions can lead to serious health concerns for these Alameda County residents.

In order to create policy that improves the health and safety of homes and neighborhoods, we first must understand the conditions of homes and neighborhoods in the Priority Communities. This section will discuss housing characteristics and summarize community input pertaining to the topic of safe and sanitary homes.



Household Characteristics/Tenure

Housing tenure refers to whether households own or rent their primary residence. Households that rent their homes have limited control over rent price changes, which puts the stability of their living situation at risk. Additionally, renters have restricted influence when it comes to the quality and maintenance of their homes. In areas of high housing demand, some landlords may ignore making housing repairs in order to drive tenants out more quickly and resell or re-lease the property for a higher profit. Because of these factors, areas with large populations of renters face issues of housing security, affordability, and safe living conditions. These impacts are important to acknowledge because they affect community mental health, physical health, safety, and quality of life.

Table 3-23 provides the percentage of homeowners and renters in the Priority Communities. The majority of the residents of the Priority Communities are renters, with the sole exception of San Lorenzo, where 75 percent of households own their home. The highest concentrations of renter-occupied homes are found in Hayward Acres (84.7 percent), Cherryland (75.4 percent) and Ashland (63.8 percent). The Castro Valley Priority Community has a majority of renters at 56.9 percent. By comparison, County housing tenure overall is 53.5 percent owner occupied, and 46.5 percent renter occupied.

TABLE 3-23 Housing Tenure

NEIGHBORHOOD OR PLACE	OWNER OCCUPIED	RENTER OCCUPIED
Ashland ^a	36.2%	63.8%
Cherryland ^a	24.6%	75.4%
Hayward Acres	15.3%	84.7%
San Lorenzo PC	75.1%	24.9%
San Lorenzo CDP Reference ^b	74%	26%
Castro Valley PC ^a	43.1%	56.9%
Castro Valley CDP Reference ^b	71.3%	28.7%
Alameda County Reference	53.5%	46.5%

NOTES:

- a. Ashland, Cherryland, and Castro Valley Priority Communities are presented as population-based weighted average of census tract data for tracts listed in Table 2-1.
- b. San Lorenzo and Castro Valley CDP Reference and Alameda County Reference are presented as population-based weighted average of census tracts within CDP or County boundary.

Children's Lead Risk from Housing

Lead is a toxic metal that has been used in many products over time. Even in small amounts, lead can have harmful effects on the body, which may lead to lifelong learning, behavioral, reproductive, cardiovascular, and other health problems. Children under six years old are at greatest risk of harmful health effects from lead poisoning, both because age-appropriate behaviors are more likely to cause children to ingest lead and because lead impacts the development of the brain and nervous systems of growing children.

Lead exposure is not equal for all children. In Alameda County, children from BIPOC and low-income households continue to bear a disproportionate burden of lead exposure primarily through contact with deteriorating lead-based paint from older housing.

The lead risk indicator consists of a score that combines the percentage of households within each Priority Community that have a likelihood of lead-based paint hazards from the age of housing with the percentage of households that are both low-income and have children under 6 years old. Higher scores indicate a higher lead risk to children. **Table 3-24** summarizes the scores and percentiles for each geography. The percentiles, which rank the scores on a scale of 1 to 100, provide a useful means of comparing the relative risk of lead exposure between communities.

TABLE 3-24 Children's Lead Risk from Housing

NEIGHBORHOOD OR PLACE	CHILDREN'S LEAD RISK FROM HOUSING – SCORE	CHILDREN'S LEAD RISK FROM HOUSING – PERCENTILE
Ashland ^a	75.8	86th
Cherryland ^a	75.4	85th
Hayward Acres	62.7	70th
San Lorenzo Priority Community	79.8	89th
San Lorenzo CDP Reference ^b	75.2	85th
Castro Valley Priority Community ^a	64.8	73rd
Castro Valley CDP Reference ^b	48.4	49th
Alameda County Reference ^b	50.4	52nd

SOURCE: OEHHA, CalEnviroScreen 4.0

NOTES:

- Ashland, Cherryland, and Castro Valley Priority Communities are presented as household-based weighted average of census tract data for tracts listed in Table 2-1.
- San Lorenzo and Castro Valley CDP Reference and Alameda County Reference are presented as household-based weighted average of census tracts within CDP or County boundary.

With the exception of the Castro Valley Priority Community, children in the Priority Communities have a higher risk of lead exposure than in the County as a whole. All the Priority Community census tracts are within the top 30 percent statewide for children's lead risk. While the Castro Valley Priority Community ranks lower in risk than other Priority Communities, it has a substantially higher score than Castro Valley as a whole, suggesting key differences in the combination of older homes, low-income households, and young children in the Priority Community census tracts compared to the reference population in Castro Valley.

Housing Overcrowding

The Census Bureau defines **overcrowded households** as dwellings that house more than one occupant per room (excluding bathrooms). Dwellings housing more than 1.5 occupants per room are considered **severely overcrowded**. Overcrowded housing conditions contribute to poor health outcomes, deterioration of housing stock, lowered academic achievement in children, and other concerns. During the pandemic, overcrowded housing conditions are presumed to have contributed to the spread of COVID-19 in lower-income communities and communities of color in Alameda County.

Overcrowded housing is quite common in the Priority Communities. Four of the five Priority Communities exceed the County average of 5 percent overcrowded households. Ashland and Cherryland more than double the County average. In Hayward Acres, there are three times as many overcrowded units, per 100, when compared to the County overall. Only the Castro Valley Priority Community, at 4.6 percent, is below the County rate of 5 percent. Severe overcrowding occurs at comparatively high rates in Ashland, Cherryland and Hayward Acres. **Table 3-25** provides the percentage of households that are overcrowded and extremely overcrowded. It is important to acknowledge that there can be a cultural component to overcrowding, as many cultures value multigenerational households.

TABLE 3-25 Overcrowded Housing

NEIGHBORHOOD OR PLACE	PERCENT OF HOUSEHOLDS THAT ARE OVERCROWDED	PERCENT OF HOUSEHOLDS THAT ARE SEVERELY OVERCROWDED
Ashland ^a	10.9%	4.4%
Cherryland ^a	11.9%	7.4%
Hayward Acres	15.3%	4.4%
San Lorenzo Priority Community	8.4	2.4%
San Lorenzo CDP Reference ^b	8%	2.3%
Castro Valley Priority Community ^a	4.6%	1.8%
Castro Valley CDP Reference ^b	3%	1.0%
Alameda County Reference	5%	2.8%

SOURCE: U.S. Census Bureau, 2016–2020 American Community Survey, Table B25014.

NOTES:

- a. Ashland, Cherryland, and Castro Valley Priority Communities are presented as population-based weighted average of census tract data for tracts listed in Table 2-1.
- b. San Lorenzo and Castro Valley CDP Reference and Alameda County Reference are presented as population-based weighted average of census tracts within CDP or County boundary.

Key Takeaways

- The majority of the residents of the Priority Communities are renters, with the sole exception of San Lorenzo. Communities with high populations of renters face issues with housing security, affordability, and safe living conditions.
- With the exception of the Castro Valley Priority Community, all the Priority Communities have a higher lead risk to children than the County as a whole.
- Overcrowded housing is quite common in the Priority Communities. Four of the five Priority Communities exceed the County average of 5 percent overcrowded households. It is important, however, to acknowledge that there can be a cultural component to overcrowding, as many cultures value multigenerational households.





Access to Healthy Food

Context

Healthy food access means that we can safely and easily get to sources of nutritious, high-quality food (e.g., fresh fruits and vegetables, meats with lower fat content, and wholegrains) that fit our cultural preferences and budgets. Healthy food is essential to the health, economy, and culture of thriving and sustainable communities. Access to both healthy and affordable food sources affect quality of life. And food access goes beyond just the physical ability to get both nutritious and culturally appropriate food, but also the knowledge that access to these food sources is dependable. When we can't reliably get enough nutritious food, we may turn to the most affordable, accessible, and filling foods we can find, such as fast food or highly processed snack-foods and beverages, which tend to be high in calories, sodium, sugars, and additives and low in nutrients. These foods can put us at risk for chronic health conditions such as Type 2 diabetes, high blood pressure, heart disease, hypertension, asthma, and some types of cancer.

Creating consistent opportunities for people within the Priority Communities to buy, prepare, and eat healthy food is important in promoting equity. In order to create policy that improves access to healthy foods for the Priority Communities, we must first understand the issues surrounding this topic for the Priority Communities. This section provides information related to food insecurity, access to grocery stores, and urban agriculture in the Priority Communities.



Food Insecurity

Food insecurity can be defined as a lack of consistent access to food for every person in a household to live an active, healthy life. Poverty, unemployment, race, and housing cost burden are associated with food insecurity, indicating that food security is likely to be a concern for some Priority Community residents. People impacted by food insecurity may not know when or where they will get their next meal and may need to choose between buying food and other critical expenses like rent or medicine. According to the Alameda County Community Food Bank (**ACCFB**), “Food insecurity and poor nutrition cause harmful outcomes in all stages of life, including poor physical, emotional and developmental outcomes.” Food insecurity can exacerbate, or increase the risk of, diet-sensitive illnesses like diabetes and high blood pressure.

An over-supply of unhealthy food options (foods high in calories, sodium, sugars, and additives) in a community can also contribute to higher rates of diet-sensitive diseases. Businesses offering unhealthy food items are often over-concentrated in BIPOC and lower-income communities, while these same communities are less likely to have access to outlets like grocery stores that offer healthy foods (fresh fruits and vegetables, whole grains, meats with lower fat content.) This disparity impacts community and individual health and wellness and can contribute to economic and public health challenges.

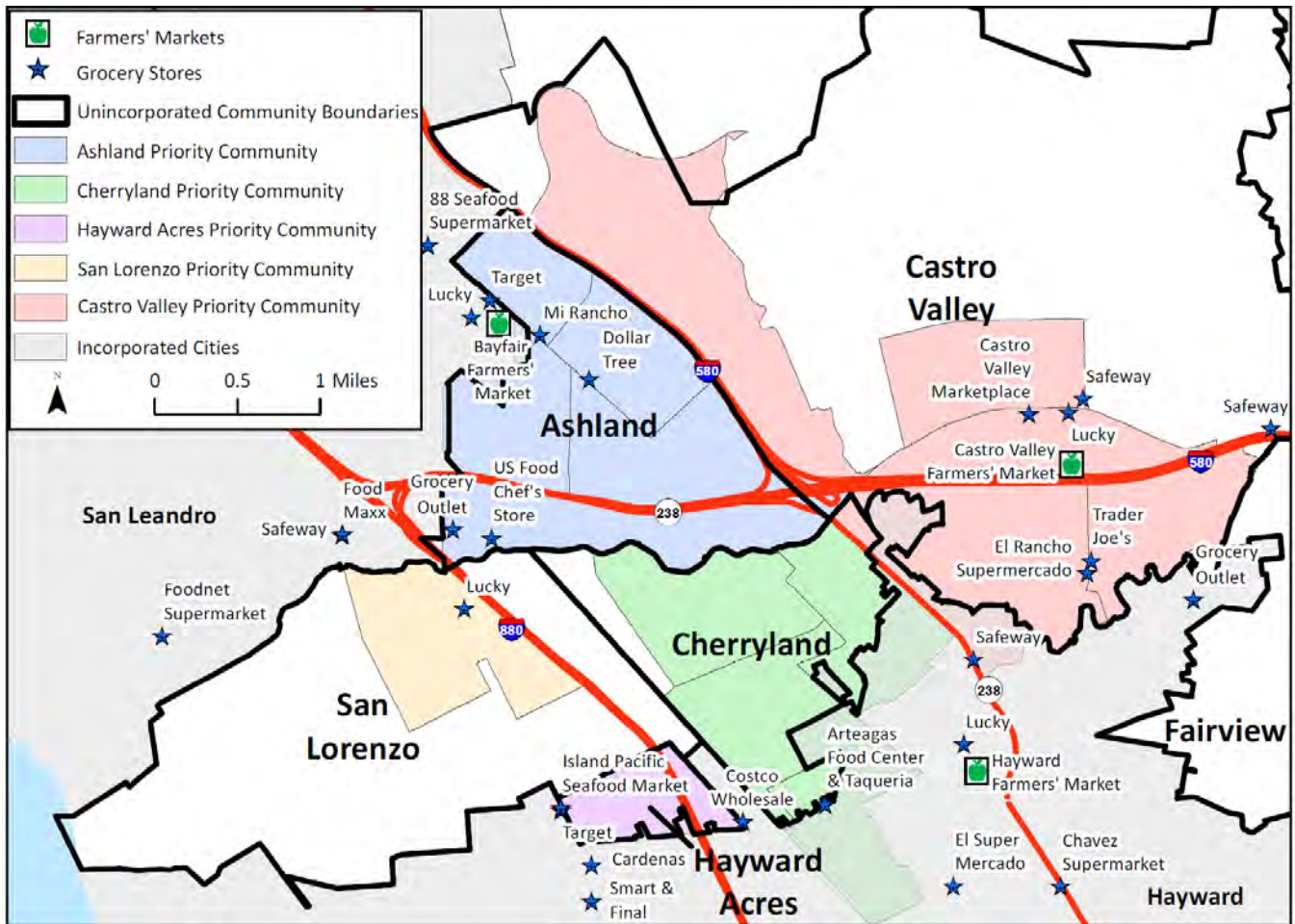
Access to Grocery Stores

One key indicator of healthy food access is the density of fuller-service food stores such as supermarkets or healthy food outlets like farmers’ markets. Living near a supermarket or farmers’ market can encourage better nutrition, lower costs of obtaining food, reduce chronic diseases, and lower the risk of food insecurity.

Figure 3-5 displays farmers’ markets and fuller-service food stores such as supermarkets and grocery stores in and near the Priority Communities. There are notable gaps in the Castro Valley Priority Community and Cherryland. It is important to acknowledge that farmers’ markets have limited hours and days of operations, and some of the food outlets on the map may not provide culturally appropriate foods that appeal to the entire diverse population of the area.



Table 3-26 shows the percentage of residents living within 0.5 miles of a grocery store/supermarket or fuller-service food store. Only 30.1 percent of Cherryland residents live within walking distance of a grocery store. That proportion is 60.0 percent in the Castro Valley Priority Community census tracts, and 76.7 percent in Ashland.



SOURCE: ACPHD CAPE, with data from Alameda County Environmental Health 2021–22

FIGURE 3-5 Supermarkets in and near Priority Communities

TABLE 3-26 Population within 0.5 Miles of a Grocery Store

NEIGHBORHOOD OR PLACE	POPULATION PERCENTAGE WITHIN 0.5 MILES OF A GROCERY STORE
Ashland	76.7%
Cherryland	30.1%
Hayward Acres	100.0%
San Lorenzo Priority Community	90.5%
San Lorenzo CDP Reference	46.4%
Castro Valley Priority Community	60.0%
Castro Valley CDP Reference	28.8%
Alameda County Reference	39.6%

SOURCE: Esri 2020 Demographics, with supermarket locations from Alameda County Environmental Health, December 2021.

Local Food Production

Local food production in home gardens, community gardens, and urban farms can improve access to fresh fruits, vegetables and culturally appropriate foods and can increase household food and nutritional security. In addition to its direct benefits related to food access, local food production is associated with many **co-benefits** including access to open space, improved mental and physical health, environmental and climate benefits, economic opportunity, and community connectivity.

Residents of the Priority Communities with access to land may also choose to grow food in their own yards or on private urban farm sites for personal use or for profit. Alameda County's zoning ordinance supports urban farming and gardening by allowing field crops, orchards, and gardens as primary uses in all residential zoning districts. Priority Community residents who wish to keep livestock (chickens, etc.) in residential zoning districts may apply for an Animal Fanciers Permit through Alameda County Animal Services, a unit of the Alameda County Sheriff's Office.



Key Takeaways

- Only about 28 percent of Cherryland residents live within walking distance of a supermarket. In Castro Valley, that proportion is 55 percent for residents and in Ashland it is 77 percent.
- The Alameda County Community Food Bank (ACCFB) concluded that people of color and neighborhoods with high renter populations experience hunger disproportionately in Alameda County, which define the majority of the Priority Communities.





Health and Physical Activity

Context

Physical activity has a direct impact on the long-term health and wellbeing of community residents. Considering the importance of physical activity to the health and success of a community, it is important that opportunities to participate in such activities are presented equitably across Alameda County. People who are physically active are likely to have a higher life expectancy and lower risk for heart disease, stroke, Type 2 diabetes, some cancers, and other health-related illnesses. Engaging in physical activity is associated with better mental, emotional, and social wellbeing.

Mental health refers to cognitive, behavioral, and emotional wellbeing—it is all about how people think, feel, and behave, which determines their outcomes in life. Mental health plays a large role in daily life, relationships, and physical health. Preserving and encouraging a culture of sound mental health systems and foundations allows communities to have productive, efficient, and notably, happy or content residents. In turn, this allows further opportunities for social interactions, which strengthens social cohesion, which then strengthens the social and cultural foundations for healthy, livable communities.

In order to create policy that better promotes physical activity and supports the physical, mental and emotional health of the Priority Communities, we must first understand the barriers to health and physical activity. This section describes the role of the built environment and the existing conditions in the Priority Communities on this topic, as well as perspectives from the community.



The Built Environment

The built environment plays an important role in determining how communities can perform physical activity. For example, communities with built environments that have ample green or open spaces, such as parks and fields, pedestrian/bicycle paths, and playgrounds, support healthy, active forms of transportation and exercise. A community’s ability to perform physical activity then influences community health, particularly relating to chronic diseases, which are long-term illnesses that often do not resolve readily or are not fully curable. Chronic disease includes asthma, cancer, diabetes, stroke, heart disease and hypertension, among others. Physical activity and active lifestyles, proper nutrition and reduced exposure to harm can help reduce the risk of chronic diseases (CDC 2022).

In the Priority Communities, the built environment is negatively impacted by historical discriminatory land use practices (for example, redlining), and historical disinvestment. Combined with forms of harmful social structures (e.g., **systemic racism**), these practices create an environment that can discourage physical activity, and thus, fewer opportunities for exercise and recreation. Convenient and safe, equitable access for all ages, races, and classes to these spaces has a direct correlation to increased exercise and physical activity. The Public Facilities section above provides information related to the Priority Communities’ access to safe spaces and places to engage in physical activity.



Life Expectancy & Mortality Rate

Life expectancy is a good overall measure of health. It measures the average lifespan of the population at a particular point in time and is not predictive. **Table 3-28** provides the life expectancy at birth for the Priority Communities. All but San Lorenzo have considerably lower life expectancies than Alameda County overall.

TABLE 3-28 Life Expectancy at Birth

NEIGHBORHOOD OR PLACE	LIFE EXPECTANCY AT BIRTH (YEARS)
Ashland	78.9
Cherryland	77.9
Hayward Acres	73.7
San Lorenzo Priority Community	82.7
San Lorenzo CDP Reference	82.5
Castro Valley Priority Community	79.5
Castro Valley CDP Reference	83.9
Alameda County	82.9

SOURCE: ACPHD CAPE, with data from California Comprehensive Death Files, 2018–2020.

Table 3-29 provides the mortality rates for the Priority Communities compared to the County overall. While multiple environmental, socioeconomic, and other factors influence mortality, the mortality rate presents an additional measure for comparison purposes between the Priority Communities and the County as a whole. As shown in Table 3-29, the mortality rate for stroke is considerably higher than the County in all Priority Communities with the exception of Cherryland. The mortality rate for chronic lower respiratory diseases is also considerably higher than the County for all Priority Communities.

TABLE 3-29 Mortality Rate

NEIGHBORHOOD OR PLACE	LIFE EXPECTANCY AT BIRTH (YEARS)
Ashland	78.9
Cherryland	77.9
Hayward Acres	73.7
San Lorenzo Priority Community	82.7
San Lorenzo CDP Reference	82.5
Castro Valley Priority Community	79.5
Castro Valley CDP Reference	83.9
Alameda County	82.9

SOURCE: ACPHD CAPE, with data from California Comprehensive Death Files, 2018–2020.

NOTE: Mortality presented as an age-adjusted rate per 100,000 persons.



COVID Mortality Rates

Table 3-30 reports COVID Deaths and displays a death rate per 100,000 population from COVID-19 through December 2021. Each Priority Community for which there is a count large enough to report deaths experienced a substantially higher death rate from COVID-19 than the County overall. In Priority Community census tracts with populations greater than 15,000, death rates ranged from 15 percent higher than the County rate in Castro Valley to 61 percent higher in Ashland.

TABLE 3-30 COVID Mortality Rates

NEIGHBORHOOD OR PLACE	COVID-19 DEATHS	POPULATION	COVID DEATH RATE PER 100,000 POPULATION
Ashland	36	23,228	155.0
Cherryland	20	15,634	127.9
Hayward Acres	18	4,149	433.8
San Lorenzo Priority Community	<10*	5,772	NA
San Lorenzo CDP Reference	22	25,236	87.2
Castro Valley Priority Community	26	23,745	109.5
Castro Valley CDP Reference	47	64,280	73.1
Alameda County Reference	1,575	1,648,969	95.5

SOURCE: ACPHD CAPE, with data from CalREDIE through December 31, 2021.

* Data for San Lorenzo Priority Community is not reported here, as is ACPHD's practice where the incidence is fewer than 10 cases, to ensure confidentiality. Additionally, rates per 100,000 with a population of less than 20,000 should be interpreted with caution. Finally, Hayward Acres has a high death rate due to the number of long-term care facilities in the community.

These disparities are not unexpected, given the racial/ethnic makeup of the populations in the Priority Communities, the relatively high poverty rates in those communities, and the enduring health impacts of systemic inequities. Disproportionately high Alameda County COVID-19 mortality rates among African Americans (210.6), Pacific Islanders (231.7) and Latinx (110.6) correspond to national level data as well. Specific factors contributing to this disparity include lack of adequate access to health care, higher prevalence of underlying conditions such as heart disease and asthma, disproportionate levels of stress, greater likelihood of living in overcrowded households, and disproportionate employment in sectors that require in-person work. Each of these factors disproportionately impacts African American, Latinx, and Pacific Islander communities due to inequitable access to health care, housing, and employment opportunities. Note that the mortality rate in Hayward Acres reflects the presence of long-term care facilities in that area along with a small overall population. Higher COVID-19 death rates are to be expected in those facilities, since they house older, sicker patients in general.

Key Takeaways

- All of the Priority Communities, except San Lorenzo, have considerably lower life expectancies than Alameda County.
- The rates of emergency department visits for heart attack, are notably higher in Ashland, Cherryland, Hayward Acres, and the San Lorenzo Priority Communities than in the rest of the county. (For data related to emergency department visits, see *Sensitive Populations*, page 3-9.)
- Among the Priority Communities, Ashland (6.2 percent) and the San Lorenzo census tract (6.4 percent) exceed the County rate of low birth rates, with other areas at or below that marker. (For data related to emergency department visits, see *Sensitive Populations*, page 3-9.)





Civic Engagement

Context

Equitable and effective planning and decision-making processes prioritize the meaningful involvement of the community members that will be directly impacted. Civic engagement is a vital aspect of EJ, and it is a necessary inclusion in EJ Elements. Civic engagement allows for the investment of the community in solution finding, while broadening opportunities to hold decision-makers accountable. Partnerships made with community groups will also allow for the success and advancement of EJ goals.

In order to create policy that promotes effective and inclusive civic engagement, we must first understand the barriers to and community preferences for engaging in community and public processes. This information has been captured in part from existing data sources, but the majority of findings have been identified from surveying community members who have attended County-run public meetings or have not attended due to various factors. This section presents information and community feedback to help inform the preparation of goals, policies, and actions.



Linguistic Isolation

EJ seeks to promote the participation of Priority Communities in public decision-making processes. Language is a barrier for many people. Without English fluency, it can be very difficult to easily access government and community programs and processes in Alameda County, and take part in decisions that impact ones' health, wellbeing, or financial/economic opportunity. Take this document, for example. Who can read it? Who is able to access the ideas and concepts held in it, and who is then able to hold Alameda County accountable to making them happen? The County can take steps to remove **linguistic, or language isolation**, as a barrier, such as offering online translated versions of documents and providing translation services at public meetings.

Linguistic, or Language, Isolation

Linguistic, or language, isolation is when there are households with individuals over the age of 14 that have limited English-speaking capability.

Table 3-6 presents the percentage of households that speak limited English, and the languages that those households speak. Ashland, Cherryland, and Hayward Acres have a significantly higher rate of households that speak limited English, ranging from about 10 to 18 percent compared to the County's rate at about 8 percent. Households speaking Spanish in Ashland, Cherryland, and Hayward Acres range from about 21 to 27 percent, while the County is reported at about 15 percent. Similarly, Asian and Pacific Island Languages range from about 20 to 35 percent, while the County is reported at about 24 percent.

TABLE 3-6 Linguistic Isolation

NEIGHBORHOOD OR PLACE	PERCENTAGE OF LIMITED ENGLISH-SPEAKING HOUSEHOLDS	LIMITED ENGLISH-SPEAKING HOUSEHOLDS SPEAKING			
		SPANISH	OTHER INDO-EUROPEAN LANGUAGES	ASIAN AND PACIFIC ISLAND LANGUAGES	OTHER LANGUAGES
Ashland ^a	18.3%	26.8%	70.0%	35.0%	6.5%
Cherryland ^a	10.6%	21.2%	12.9%	20.2%	0.0%
Hayward Acres	13.8%	21.8%	0.0%	26.5%	100.0%
San Lorenzo PC	7.3%	6.2%	0.0%	25.2%	n/a
San Lorenzo CDP Reference	10.2%	10.4%	20.7%	30.0%	56.4%
Castro Valley PC ^b	8.3%	8.3%	17.3%	39.0%	15.8%
Castro Valley CDP Reference	8.1%	11.2%	11.1%	29.8%	23.3%
Alameda County Reference	8.2%	14.7%	8.3%	24.0%	16.5%

SOURCE: U.S. Census Bureau, 2016–2020 American Community Survey, Table S1602.

NOTES:

PC = Priority Community; CDP = Census Designated Place

a. Ashland and Cherryland CDPs are used.

b. Castro Valley Priority Community is presented as population-based weighted average of census tract data for tracts listed in Table 2-2.

Key Takeaways

- All Priority Communities, with the exception of San Lorenzo, have more households with limited English speakers than the county as a whole.
- High rates of Spanish-speaking households are found in Ashland, Cherryland and Hayward Acres compared to the county as a whole.
- High rates of languages other than English and Spanish are found in Ashland, San Lorenzo, and Castro Valley compared to the county as a whole.





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4

section **four**

Goals, Policies, and Actions

The following goals, policies, and actions were developed through thorough analysis of existing conditions and extensive community engagement.

The goals, policies, and actions are organized by topic and identified with the following icons.



Centering Environmental Justice



Pollution and Air Quality



Access to Public Facilities



Safe and Sanitary Homes



Access to Healthy Food



Health and Physical Activity



Civic Engagement

4-2 Goals, Policies, and Actions

Each topic will include a goal, followed by policies and their related actions.

Goals guide policies and actions. Goals describe the results and positive outcomes that the policies and actions will contribute to creating.

- **Policies** describe strategic solutions that will address issues identified by the community and the existing conditions analysis.
- **Actions** are directives tied to policies. Actions refer to specific steps that can be taken to advance EJ policies in the Priority Communities.

Section 5, *Implementation and Monitoring*, of this EJ Element includes the implementation plan, which will direct the process of incorporating goals, policies, and actions outlined in this section into community processes.





Centering Environmental Justice

Consistent with Vision 2026,⁵ Alameda County seeks to demonstrate its commitment to health and wellness in the Priority Communities by centering equity and EJ in the General Plan and in County decision-making processes. By acknowledging past and ongoing harms as a necessary first step toward achieving practical change, the policies and actions in this section aim to embed equity and accountability as a central framework for County actions impacting the Priority Communities.

Goal EJ1.

The County will center environmental justice, equity, and accountability in relevant decision-making processes

Policy EJ1.1 Acknowledge and Repair Historical Harms. The County will consider publicly acknowledging historical and ongoing harms, working with Priority Community residents to identify and implement appropriate remedies.

Action EJ1.1A The County will continue to explore the local historical context of racial discrimination, inequity, and injustice through historical research and interviews with those impacted and will consider issuing a formal apology for the County's role, past or present, in perpetuating harm.

Action EJ1.1B The County will continue the process, initiated by Supervisor Nate Miley in 2022, of exploring national, state, and local reparations by engaging representatives from the State's Reparations Commission, local jurisdictions, and community members.

Action EJ1.1C With input from local Indigenous communities, the Planning Department will draft a land acknowledgment and offer it to County Board of Supervisors and Commissions as a standard meeting opening.

Policy EJ1.2 Integrate EJ into Zoning and the General Plan. The County will integrate Environmental Justice principles into zoning and the General Plan.

Action EJ1.2A The Planning Department will develop a process to ensure that future relevant General Plan updates prioritize equity and the unique or compounded health risks faced by the Priority Communities, ensuring that the Environmental Justice principles central to this EJ Element are integrated into future General Plan updates.

Action EJ1.2B The Planning Department will establish an Environmental Justice Priority Zone, consisting of the Priority Communities, with the goal of reducing environmental hazards, preventing pollution, and revitalizing neighborhoods through focused economic development and community-building strategies.

⁵ ACVOG Vision 2026: <https://vision2026.acgov.org/>.

4-4 Goals, Policies, and Actions

Policy EJ1.3 Prioritize Diversity, Equity, and Inclusion. The County will pursue strategies that increase diversity, equity, and inclusion in the Priority Communities.

Action EJ1.3A With special attention to the Priority Communities, the HCSA Policy Group, a cross-functional team led by the HCSA Policy Team, will consider creation of a County Health Equity in All Policies Strategy Plan that contains a list of simple actions and protocols that help institutionalize and standardize how to incorporate health into county policies, programs, and operations.

Action EJ1.3B The County will consider special attention to, and investment in, the Priority Communities and the County's other SB 1000 "disadvantaged communities," including prioritizing improvements and programs that reduce unique or compounded health risks in these communities and that promote civic engagement in the public decision-making process.





Pollution and Air Quality

Exposure to environmental toxins in the air, water, and soil can contribute to disproportionate poor health outcomes. Reducing pollution and promoting a healthy environment will both support a thriving community and reduce disparate health and environmental impacts. The policies and actions in this section aim to reduce pollution and improve environmental conditions by promoting urban greening, protecting vulnerable populations from pollution, and educating the public about pollution prevention.

Goal EJ2.

The County will ensure equitable distribution of environmental benefits and burdens so that the Priority Communities are not disproportionately impacted by poor air quality or other environmental hazards.

Urban Greening and Nature-Based Solutions

Policy EJ2.1 Prioritize Urban Greening. The County will invest in the maintenance, expansion, and protection of urban forests and green infrastructure in the Priority Communities, including street trees, bioswales, urban agriculture sites, and other **nature-based solutions**.

Action EJ2.1A The Community Development Agency will work with relevant County and community partners to develop, adopt, and implement an Urban Greening Master Plan that guides the County's future urban greening and urban agriculture investments. The Plan will expand upon the 2015 draft [Urban Greening Master Plan for Ashland and Cherryland](https://district4.acgov.org/wp-content/uploads/sites/14/2021/11/AshCherryPublicDraftUrbGreenPlan2015.pdf)⁶ and will center and engage the Priority Communities in plan development and implementation through public education, volunteer opportunities, outside partnerships, and regular public program reviews.

Action EJ2.1B The Community Development Agency will work with decision-makers and community members to determine interest in pursuing a Tree Protection Ordinance for private property.

Action EJ2.1C The Public Works Agency will seek funding to inventory existing street trees and other trees in the public right-of-way and identify areas where there is a disproportionate urban greening deficit or need within the Priority Communities.

Nature-Based Solutions

Nature-based solutions utilize sustainable land management practices to protect and restore natural and manmade ecosystems. These approaches aim to incorporate natural features and processes into the built environment for urban resilience and climate adaptation.

SOURCE: www.iucn.org

⁶ <https://district4.acgov.org/wp-content/uploads/sites/14/2021/11/AshCherryPublicDraftUrbGreenPlan2015.pdf>

Action EJ2.1D The Public Works Agency will update its Alameda County Recommended Tree List⁷ to become a resource for tree planting in the Priority Communities and elsewhere in the urban unincorporated areas, with special consideration for trees that will thrive in a warming climate and provide co-benefits such as pollution abatement, water conservation, shade, and/or habitat for native species.

Action EJ2.1E The Public Works Agency will seek funding, partnerships, and input from residents to evaluate and revise its Tree Program in support of community tree resources in the public right-of-way.

Action EJ2.1F The County will seek creative partnerships with neighboring jurisdictions and other entities to increase urban greening capacity in the Priority Communities.

Protecting Sensitive Receptors

Policy EJ2.2 Protect Sensitive Receptors. The County will establish protections that limit **sensitive receptors'** exposure to air pollution.

Action EJ2.2A The Community Development Agency will partner with the Bay Area Air Quality Management District (BAAQMD), California Air Resources Board (CARB), Caltrans, and neighboring cities within the county to develop ways to minimize air pollution exposure in areas of the county, including the Priority Communities, that are disproportionately impacted by air quality concerns.

Action EJ2.2B The Community Development Agency will work with other members of the established partnership to create an Air Pollution Exposure Zone (APEZ) Ordinance to be adopted by each member jurisdiction and applied to areas where sensitive receptors interface with or directly abut freeways.

Policy EJ2.2 Definitions

California Air Resources Board definitions:

Sensitive Receptors: Children, the elderly, asthmatics, and others who are at a heightened risk of negative health outcomes due to exposure to air pollution.

Sensitive Receptor Locations: The locations where these sensitive receptors congregate are considered sensitive receptor locations. Examples include hospitals, schools, and daycare centers.

Education on Pollution and Public Health Impacts

Policy EJ2.3 Conduct Asthma-Related Public Outreach. The County will distribute educational and preventative information regarding asthma and pollution-related illnesses to residents and businesses in the Priority Communities.

Action EJ2.3A The Health Care Services Agency, through the Public Health Department, will prioritize implementation of the [Asthma Start Program](https://www.acpwa.org/acpwa-assets/docs/programs-services/streets-roads/Tree-Program/RECOMMENDEDTREELIST-2018.pdf)⁸ in the Priority Communities, including coordination with the San Lorenzo Unified School District, the Hayward Unified School District, and the Castro Valley Unified School District.

Action EJ2.3B The Health Care Services Agency, through the Public Health Department, will develop technical assistance resources to help businesses in the Priority Communities reduce air pollution and comply with air quality regulations. The California Air Resources Board (CARB) monitors air quality and regulates pollution from facilities.

Community Climate Action Plan Policies

The Alameda County Community Climate Action Plan will include additional policies and strategies that address climate pollutants in the unincorporated parts of the county.

⁷ <https://www.acpwa.org/acpwa-assets/docs/programs-services/streets-roads/Tree-Program/RECOMMENDEDTREELIST-2018.pdf>
⁸ <https://acphd.org/asthma/>

Policy EJ2.4 Protect the Soil and Water from Contamination. The County will support programs that decrease soil and water pollution.

Action EJ2.4A CDA Code Enforcement will continue to respond to complaints of soil importing to ensure that owners of parcels over 1 acre are aware of the Soil Importing Ordinance and to provide assistance to obtain compliance if necessary. Code Enforcement will promote awareness as a preventative measure by doing periodic outreach and education such as targeted mailings and website updates.

Action EJ2.4B The CDA Healthy Home Department will prioritize implementation of its [Lead Week Program](#)⁹ in the Priority Communities.

Action EJ2.4C The Community Development Agency will partner with the [Alameda County Resource Conservation District](#)¹⁰ and the [University of California Cooperative Extension](#)¹¹ (UCCE) to seek resources for urban soil management, soil lead exposure prevention, and soil health programming to the Priority Communities.

Action EJ2.4D The Health Care Services Agency, through the Department of Environmental Health, will continue to refer new and established businesses to the appropriate regulating entity such as the Department of Toxic Substances Control, in order to inform businesses of regulations associated with environmental pollution.

Policy EJ2.5 Prevent, Reduce, and Clean up Litter and Illegal Dumping. The County will support prevention and clean-up of litter and illegal dumping in the Priority Communities.

Action EJ2.5A The County will continue to seek creative partnerships and programmatic solutions related to prevention and clean-up of litter and illegal dumping in the Priority Communities, including supporting the ongoing work of the Alameda County Illegal Dumping Taskforce.



⁹ <https://achhd.org/leadweek2022/>

¹⁰ <https://acrcd.org/projects/urban-farms/>

¹¹ <https://cealameda.ucanr.edu/>



Access to Public Facilities

Public facilities (including public amenities and public infrastructure) are critical to establishing and sustaining healthy, connected, and dynamic communities. Some Public Facilities in the Priority Communities, such as libraries, streetscape infrastructure, and the REACH Ashland Youth Center, are owned by the County and accountable to the BOS. Other key Public Facilities serving the Priority Communities, such as public schools, parks, and public transportation infrastructure, are owned by non-County special districts; projects and policies that involve these non-County facilities rely on partnerships between the County and the managing entities. The policies and actions in this section seek to promote equitable access to public facilities and public amenities by centering the needs of the Priority Communities in County decisions around public infrastructure and public services.

Goal EJ3.

Residents of the Priority Communities will have equitable access to high-quality public facilities, community amenities, and public improvements that prioritize their needs and facilitate health and wellbeing.

Policy EJ3.1 Prioritize Equitable Distribution of Public Facilities. The County will accommodate areas of the Priority Communities that are underserved by public facilities through equitable investment in public facilities, public amenities, and public infrastructure.

Action EJ3.1A The County will consider adopting policies to improve transparency in the infrastructure planning process & consider impacts on and needs of SB 1000 ‘disadvantaged communities’ of infrastructure projects.

Action EJ3.1B The Planning Department will explore strategies to equitably fund development of public facilities in the Priority Communities, including but not limited to development impact fees.

Policy EJ3.2 Support Community Hubs. The County will support the development and ongoing work of **community hubs** in the Priority Communities.

Action EJ3.2A The CDA Planning Department and Health Care Services Agency will engage with and help facilitate County support of new or existing community hub projects in the Priority Communities, including efforts to: assess neighborhood needs and assets, identify physical spaces, identify funding opportunities, explore partnerships, develop programming, and other considerations. Examples of types of community hubs include family resource centers, community centers, resilience hubs, navigation centers, and other models.

Policy EJ3.3 Encourage Use of Public School Campuses as Community Amenities. The County will encourage use of public school campuses as amenities for the broader community.

Action EJ3.3A With a focus on areas of the Priority Communities with higher density and relatively low access to parks and open space, the County will coordinate with the Priority Community school districts, partner organizations, and community members to explore the feasibility of opening and activating public school campuses for community use outside of regular school hours.

Mobility Improvements

Policy EJ3.4 Improve Access to Transit. The County will seek to improve access to public transportation services in the Priority Communities.

Action EJ3.4A CDA Planning will partner with AC Transit to perform a needs assessment to determine public transportation needs and barriers in the Priority Communities.

Action EJ3.4B CDA Planning will collaborate with AC Transit to address public transportation gaps identified in the Priority Community needs assessment with additional routes, improved frequency, and other measures as needed.

Action EJ3.4C The Public Works Agency will support infrastructure improvements to ensure that bus stops in the Priority Communities have shade structures, garbage cans, benches, lighting, and other amenities, as needed, to ensure that bus stops are safe and functional.

Action EJ3.4D CDA Planning will coordinate with 2-1-1 Alameda County to ensure that Priority Communities residents can easily access and enroll in affordable transit programs such as Clipper START.

Policy EJ3.5 Improve Bike and Pedestrian Infrastructure. The County will support infrastructure improvements that promote bicycle and pedestrian safety in the Priority Communities.¹²

Action EJ3.5A As recommended in the Bicycle and Pedestrian Master Plan (BPMP), the Public Works Agency will develop and report progress in meeting the BPMP's goals.

Action EJ3.5B In updating its Bicycle and Pedestrian Master Plan (BPMP), the Public Works Agency will engage residents to identify and prioritize solutions to pedestrian safety issues impacting walkability in the Priority Communities.

Action EJ3.5C The Public Works Agency will engage Priority Community residents when updating its Neighborhood Traffic Calming Program guidelines to ensure that this program meets Priority Community needs.

Action EJ3.5D The Public Works Agency will include bike and pedestrian improvements for the Priority Communities in the Capital Improvement Plan.

Outdoor Improvements

Policy EJ3.6 Support Parks, Recreation Facilities, and Green Space. The County will support HARD's goal to provide parks and recreation facilities and green spaces within no more than 0.5 miles for 99 percent of Priority Community residents.¹³

Action EJ3.6A The Public Works Agency will partner with park districts in utilization of county-owned properties for recreational purposes.

Action EJ3.6B CDA Planning will offer to collaborate with HARD to engage Priority Community residents in the location, design, and programming of new parks and green space that respond to the community's specific needs.

Action EJ3.6C The County will partner with HARD to explore opportunities to make year-round aquatic recreation more accessible to the Priority Communities.

¹² <https://www.acpwa.org/programs-services/transportation/bike.page>

¹³ Pursuant to Alameda County's Recreation Element: https://www.acgov.org/cda/planning/generalplans/documents/The_Recreation%20Plan.pdf.



Safe and Sanitary Homes & Neighborhoods

Access to safe, sanitary, stable housing is critical to individual and community health and wellness, forming the foundation of a livable neighborhood. Housing is a complex, intersectional topic that is addressed in multiple Elements of the County's General Plan, including the Castro Valley and Eden Area General Plan, and the Housing Element, the Safety Element, and the Community Climate Action Plan (**CCAP**), all of which were also being updated concurrent with this EJ Element.

This EJ Element seeks to complement, but not duplicate, housing policies in other elements of the General Plan. The EJ Element community engagement process yielded extensive feedback on the topic of Safe and Sanitary Homes and Neighborhoods, and several housing-related policy recommendations are addressed in this section. The remainder of the housing-related community feedback gathered during the EJ Element engagement process is addressed in either the Housing Element, the Safety Element, or the CCAP, with special consideration given to the needs of the Priority Communities.

Goal EJ4.

The Priority Communities will be livable neighborhoods where all residents have access to safe and sanitary housing.

Safe and Sanitary Homes & Neighborhoods

Policy EJ4.1 Address Environmental Justice in the Housing Element. The County will uplift the unique and compounded housing challenges faced by Priority Community residents in any future updates to the General Plan Housing Element.

Action EJ4.1A In any future updates to the County's Housing Element, the Planning Department will work with partners including the Health Care Services Agency, through the Office of Homeless Care and Coordination, to uplift the needs of Priority Community residents through policies and programs that expand housing affordability and accessibility, combat gentrification, protect renters, increase amenities in high-density areas, and address other key concerns identified through ongoing community engagement.

Safe and Sanitary Properties and Neighborhoods

Policy EJ4.2 Streamline Property Maintenance Reporting Systems. The County will promote user-friendly reporting processes for code violations and public maintenance issues to facilitate clean and safe public and private properties in the Priority Communities.

Action EJ4.2A CDA Code Enforcement and the Public Works Agency will implement customer service-oriented improvements to streamline public reporting processes for zoning code violations (CDA) and public infrastructure maintenance issues (PWA).

Action EJ4.2B CDA Code Enforcement will develop an online code enforcement complaint form.



Access to Healthy Food

The County can contribute to health and wellness in the Priority Communities by facilitating access to healthy food resources like grocery stores, nutrition education programming, and urban gardening opportunities, and by encouraging residents to participate in food policy implementation. The policies and actions in this section support an equitable and healthy food system and promote access to culturally appropriate, healthy foods in the Priority Communities.

Goal EJ5.

The Priority Communities will support a thriving local food economy where all residents have reliable access to affordable, healthy, and culturally appropriate food.

Policy EJ5.1 Encourage Healthy Food Retail. The County will actively encourage development of, and facilitate access to, healthy food retail outlets such as grocery stores, healthy corner stores, and farmers' markets in the Priority Communities.

Action EJ5.1A The Economic and Civic Development Department (ECD) will work with food retail outlets (e.g., grocery stores, farmers' markets) to understand their criteria for establishing businesses in communities. ECD will utilize this information to help identify parcels for development, encourage applications, and work with the Planning Department to address barriers to the establishment of food retail outlets.

Action EJ5.1B The Health Care Services Agency, through the Public Health Department, will prioritize implementation of the Alameda County Nutrition Services (ACNS) Healthy Retail Program in the Priority Communities. The Healthy Retail Program collaborates with corner store owners in neighborhoods of greater need to help shift demand and increase access to and consumption of healthy foods.

Action EJ5.1C The Planning Department will engage residents and consult with the Economic and Civic Development Department in any decision-making processes related to the regulation of fast food in the Priority Community, such as changes to the 1999 *Policy for Drive-in Restaurants in Ashland, Cherryland, and San Lorenzo*, including developing definitions of key terms.



Action EJ5.1D ALL IN Alameda County (ALL IN) will seek funding and partnerships to support a healthy store conversion mini-grant program through ALL IN's *Healthy Food, Healthy Families* initiative.

Policy EJ5.2 Promote Nutrition Education and Food Assistance Programs. The County will support and expand nutrition education and food assistance programs to meet the unique needs of Priority Communities residents.

Action EJ5.2A The Health Care Services Agency and Social Services Agency will partner with DSAL/All In Eats Operations, 2-1-1 Alameda County and the Alameda County Community Food Bank to ensure that Priority Community food assistance and nutrition resources are accurately reflected on <http://211alamedacounty.org/> and promoted through a variety of outreach channels.

Action EJ5.2B The Health Care Services Agency and Social Services Agency will undertake a coordinated effort to expand participation in food assistance programs (e.g., CalFresh, WIC, MarketMatch, School Lunch, School Breakfast, Summer Food Program, senior programs) in the Priority Communities by engaging trusted local messengers in hyper-local outreach initiatives.

Action EJ5.2C The Health Care Services Agency, through the Public Health Department's Nutrition Services, will partner with County Nutrition Action Partnership (CNAP) which includes University of California Cooperative Extension (UCCE) and AAA (Area on Aging) and other CBOs/entities (e.g. ACCFB, SLZUSD) to promote nutrition ed, physical activity supports with the goal for policy, systems, and environmental change (PSE) to serve Priority Community residents through local partnerships and culturally competent initiatives held at accessible locations.

Action EJ5.2D The Social Services Agency will partner with the Alameda County Community Food Bank, local school districts, and others to evaluate existing emergency food distribution locations and optimize site selections, distribution methods, and hours of operation to meet the needs of Priority Community residents.

Action EJ5.2E The Social Services Agency will partner with local farmers' markets to increase market attendance and use of CalFresh/WIC/Market Match through focused, multilingual outreach efforts in the Priority Communities.

Policy EJ5.3 Promote Community Gardens and Urban Agriculture. The County will promote, incentivize, and remove barriers to urban agriculture in the Priority Communities.

Action EJ5.3A DSAL will consider collaborating with HARD, school districts, churches, and other major landholders in the Priority Communities to identify sites suitable for urban agriculture and explore options, funding, and partnerships to establish community gardens, urban farms, school gardens, and other urban agriculture activities on those lands.

Action EJ5.3B The CDA Planning Department and ACSO – Animal Services will collaborate to review existing ordinances and regulations related to urban agriculture and animal husbandry, and explore opportunities for coordination, clarification, and improvements that remove barriers to urban agriculture in the Priority Communities.

Action EJ5.3C The Planning Department will create incentives that encourage developers of new or remodeled multifamily residential sites to include shared, uncovered open spaces for food growing (e.g. community gardens, rooftop gardens) in their projects.

Action EJ5.3D As permitted under AB 551 (Ting 2013), the Planning Department will pursue the creation of Urban Agriculture Incentive Zones to encourage small-scale agricultural use of vacant lands in the urban unincorporated communities.

Policy EJ5.4 Advance Urban Agriculture Education for All Ages. The County will strengthen and expand existing partnerships to ensure that garden education programs meet the needs of Priority Community residents.

Action EJ5.4A The Community Development Agency and Health Care Services Agency will partner with University of California Cooperative Extension (UCCE) Alameda County to center equity and the needs of the Priority Communities in the design and implementation of local UCCE programs including Master Gardener, Urban Integrated Pest Management, and Urban Agriculture.

Action EJ5.4B The County will support and promote participation in garden education programs managed by HARD, UCCE, DSAL, Alameda County Resource Conservation District (RCD), and local schools that provide gardening and nutrition education to Priority Community members of all ages.

Policy EJ5.5 Increase Healthy Food Access for Youth. The County will pursue partnerships to increase healthy food access for Priority Community youth.

Action EJ5.5A The Social Services Agency will partner with local school districts and the Alameda County Community Food Bank to optimize school-based emergency food distribution to serve the needs of Priority Community youth and their families.

Action EJ5.5B DSAL/ALL IN EATS Operations will consider partnering with Priority Community school districts to seek funding to expand youth agricultural education opportunities and school garden sites at local public schools.

Action EJ5.5C DSAL/ALL IN EATS Operations will consider partnering with Priority Community school districts and the University of California Cooperative Extension (UCCE) to support and enhance school garden curricula.

Policy EJ5.6 Promote and Expand the Local Food Economy. The County will promote a thriving local food economy in the Priority Communities.

Action EJ5.6A The Health Care Services Agency, through the Department of Environmental Health, will offer educational materials for its Microenterprise Home Kitchen Operation (MEHKO) program in multiple languages in order to support diverse home-based food businesses.

Action EJ5.6B The Economic and Civic Development Department will explore creation of permanent and pop-up incubator spaces for small businesses with a special emphasis on food businesses.



Health and Physical Activity

Convenient access to physical activity opportunities, medical and mental healthcare, and supportive social services can prevent illness, improve physical and mental wellness, and address social risk factors that exacerbate health disparities in the Priority Communities. The following policies and actions seek to identify and remove barriers that Priority Community residents may experience when accessing resources essential to social, physical, and mental health.

Goal EJ6.

Physical activity opportunities, medical and mental healthcare, and supportive social services will be convenient and accessible to all Priority Community residents.

Health and Supportive Services

Policy EJ6.1 Monitor Health Trends. The County will support collection of disaggregated unincorporated community data to improve public health data collection in the Priority Communities.

Action EJ6.1A As part of its ongoing monitoring efforts, the Health Care Services Agency will prioritize disaggregating unincorporated data on health factors and outcomes in order to establish a baseline of descriptive health data for the Priority Communities.

Policy EJ6.2 Equitably Distribute Health Care Services. The County will pursue equitable distribution of, and improved access to, medical and mental health care in the Priority Communities.

Action EJ6.2A The Planning Department will create objective development standards for outpatient healthcare, mental health, and supportive social service facilities in order to decrease discretionary review and remove barriers to development of these facilities in the Priority Communities.

Action EJ6.2B The Planning Department will collaborate with developers of new health and medical facilities to select transit-rich locations serving the Priority Communities.

Action EJ6.2C The Health Care Services Agency will collaborate with mobile healthcare clinics to implement and coordinate services with primary care clinics in order to serve high-density and high-need areas of the Priority Communities.

Action EJ6.2D The Health Care Services Agency through the Public Health Department and Behavioral Health Department will promote the co-location of health care and mental health services in the Priority Communities to increase access to complete care by identifying potential locations for coordinated services.

Action EJ6.2E The Health Care Services Agency, through the Behavioral Health Department, will publicize existing services in the Priority Communities to destigmatize mental health treatment and promote preventative care.

Policy EJ6.3 Improve Access to Healthcare and Supportive Services for Vulnerable Groups. The County will support access to health and supportive services in the Priority Communities for vulnerable groups, including seniors, people with disabilities, unhoused residents, people with limited English proficiency, and the re-entry community.

Action EJ6.3A The County will pilot a collaborative program with partners such as assisted living facilities, senior centers, senior groups, faith groups, CBOs, and other service providers to locate funding and deliver health-related programming, classes, and/or services that address the needs of seniors, people with disabilities, and house-bound residents of the Priority Communities.

Action EJ6.3B The Healthcare Services Agency will evaluate the efficacy of the Healthcare for the Homeless program in the Priority Communities and expand and improve the program as needed to meet the needs of the Priority Communities' unhoused residents.

Action EJ6.3C Housing and Community Development will continue to collaborate with EveryOne Home and the Health Care Services Agency Office of Homeless Care and Coordination to implement the Plan to End Homelessness in the Priority Communities, including the provision of permanent supportive housing.

Action EJ6.3D The Probation Department will expand programs, strengthen collaborations, and leverage public facilities and existing community events to support reintegration of previously incarcerated youth and adults in the Priority Communities through job training, mental health services, educational workshops, and physical activities like recreational sports leagues. This includes community outreach and contracting with providers who offer transitional housing, job training, mental health services, educational workshops, and/or other physical health and wellness activities.

Action EJ6.3E The Health Care Services Agency, through its Communications Team, will collaborate with regional healthcare providers to ensure that resources and outreach materials are available in languages that are appropriate for Priority Community residents.

Policy EJ6.4 Improve Mental Health Services. The County will pursue a collaborative, community-based approach to mental health response in the Priority Communities.

Action EJ6.4A The Health Care Services Agency, with the Behavioral Health Department as the lead, will conduct a needs assessment to examine gaps in mental health and addiction recovery services and infrastructure in the Priority Communities, and present the findings to County decision-making bodies.

Action EJ6.4B Utilizing the needs assessment, the Health Care Services Agency will partner with the Sheriff's Office, local mental healthcare providers, schools, and CBOs to develop and implement a plan to address unmet mental health needs in the Priority Communities, including considering innovative strategies like horticultural therapy.

Action EJ6.4C The Healthcare Services Agency and the Sheriff's Office will expand upon the work of the Community Assessment and Transport (CAT) Team to continue to provide mobile mental health crisis intervention as an alternative to law enforcement response.

Physical Activity

Policy EJ6.5 Address Barriers to Park and Recreation Access. The County will seek to reduce barriers to park and recreation access in the Priority Communities.

Action EJ6.5A The County will coordinate with the Hayward Area Recreation and Parks District (HARD) and Priority Community residents to identify and reduce barriers to utilizing local park resources or physical activity programming, such as cost, access, or safety concerns.

Policy EJ6.6 Promote Inclusive and Culturally Appropriate Physical Activity Programming. The County will partner with recreation providers to encourage physical activity for all community members through inclusive and culturally appropriate physical activity programming.

Action EJ6.6A The County will organize or participate in recurring health and physical activity events in the Priority Communities, encouraging partnerships between County agencies, local CBOs, businesses, and others to design events that meet community needs. Examples include annual running events and wellness fairs, pop-up exercise classes or walking groups, and hikes led by park representatives or local officials.

Policy EJ6.7 Connect Community to Green Spaces. The County will support programs and partnerships that connect Priority Community residents to nearby green spaces, parks, and hiking trails.

Action EJ6.7A The Health Care Services Agency will explore opportunities to connect Priority Community youth to local parks through partnerships with the East Bay Regional Parks District, the Hayward Area Recreation and Parks District, REACH Ashland Youth Center, local school districts, and others, including exploring development of a bus scholarship or parks transportation program.

Action EJ6.7B The San Lorenzo Library and Castro Valley Library will seek collaborations with HARD and the Priority Community school districts to develop seasonal story walks in Priority Community parks and/or schools.

Policy EJ6.8 Promote Public Safety through Relationship Building. The County will promote neighborhood safety through holistic, relationship-based public safety models that facilitate social cohesion, racial equity, and trust.

Action EJ6.8A The Sheriff's Office (ACSO) will deepen its relationship-building efforts in Priority Communities through continued and expanded application of ACSO's Community Capitals Policing model.

Action EJ6.8B With community input, the Sheriff's Office will explore options for additional substation(s) in the Priority Communities.

Action EJ6.8C The Alameda County Sheriff's Office will consider convening a diverse working group of community members and stakeholders to develop a community-centered and equity-focused approach to crime reduction in the Priority Communities.

Policy EJ6.9 Prioritize Local Work Force Development. The County will help connect Priority Community residents to local public sector jobs.

Action EJ6.9A The Alameda County Workforce Development Board will create inroads to local public sector training and career opportunity for Priority Community residents, by connecting with employers, training providers, contracted service providers, and other workforce development stakeholders.

Policy EJ6.10 Expand Access to Child Care. The County will prioritize provision of childcare services as needed within the Priority Communities to support low- and middle-income families and local economic development.

Action EJ6.10A Health Care Services Agency will engage relevant partners to perform a needs assessment within the Priority Communities to evaluate the gaps in services experienced by families seeking childcare.



Civic Engagement

Civic engagement in public decision-making and policy implementation is key to improving health and wellness in the Priority Communities. Inclusive, accessible engagement opportunities and transparent, responsive public processes empower residents to drive policy decisions and resource allocation that shape their communities and their lives.

The policies and actions in this section promote unincorporated community identity and ongoing civic engagement in County decision-making, with a focus on structural improvements that center and respond to the concerns of Priority Community residents.

Goal EJ7.

Alameda County will embrace an equitable and comprehensive approach to civic engagement, encouraging and enabling Priority Community residents to participate in the public decision-making processes that impact their health and well-being.

Policy EJ7.1 Enhance Local Governance. The County will explore the establishment of centralized structures that enhance local governance and civic engagement in the unincorporated communities of Alameda County.

Action EJ7.1A . The County will consider exploring organizational changes focused on coordinating, enhancing, and improving public services and civic life in unincorporated Alameda County including potentially establishing a centralized Office of Unincorporated Services

Action EJ7.1B The County will consider establishing an Unincorporated Youth Commission to encourage youth civic engagement and participation in public decision-making processes impacting the unincorporated communities of the County.

Action EJ7.1C The County will consider ways to support the ongoing work of the Ashland Cherryland Healthy Communities Collaborative.

Action EJ7.1D District 3 and District 4 will consider exploring options to improve Priority Community representation on the Eden Area MAC and Castro Valley MAC.

Action EJ7.1E District 3 and District 4 staff will encourage community members and community organizations to schedule meet-and-greets or community walks in the Priority Communities to facilitate resident engagement with their elected County Supervisors. Out of these efforts, the County will seek to build community leadership capacity and cultivate future community leaders.

Action EJ7.1F District 3 and District 4 will make efforts to develop a pool of community members from the Priority Communities for participation in the **Alameda County Citizens Academy** and other County Boards and Commissions.

Policy EJ7.2 Invest in Civic Engagement. The County will invest in tools and resources that enable and encourage Priority Community resident participation in County-led civic engagement processes.

Action EJ7.2A Using lessons learned and infrastructure from the COVID-19 pandemic, the County will develop, train, and provide technological support to a permanent cadre of outreach workers/Promotores or contracted community-based organizations that County agencies can engage on an as-needed basis to support equity-focused outreach efforts in the unincorporated communities, centering language access and cultural relatability.

Action EJ7.2B The Community Development Agency will develop and maintain a centralized contact list for community outreach, including businesses, organizations, residents, etc., that can be used and repurposed for County-initiated projects in the unincorporated communities.

Action EJ7.2C The Community Development Agency will explore creation of a **Communications & Engagement Officer** position to support CDA's outreach activities, engagement, social media, events, volunteer activities, and other civic engagement efforts in the unincorporated communities.

Action EJ7.2D The Community Development Agency will explore use of digital engagement tools to increase civic engagement opportunities.

Policy EJ7.3 Ensure Accessible and Inclusive Public Meetings. The County shall ensure that all County-led public meetings are accessible and inclusive to enable and encourage Priority Community residents to participate.

Action EJ7.3A With community input and in compliance with the Brown Act, the County will establish a public meeting Accessibility Standard that applies to all County-led public meetings, with a focus on language equity and ADA accessibility.

Policy EJ7.4 Strengthen Community Identity. The County will support and expand placemaking efforts in the Priority Communities to strengthen unincorporated community identity and pride.

Action EJ7.4A The Alameda County Arts Commission will prioritize community engagement in its continued efforts to install public art projects in the Priority Communities, including through qualifying County capital projects and temporary projects such as the County's ongoing Utility Box Art Program and Street Banner Program.

Action EJ7.4B The County will continue its support of the Health Care Services Agency's Center for Healthy Schools and Communities-operated REACH Ashland Youth Center's Arts & Creativity Program youth murals projects, in partnership with Alameda County Office of Education.

Action EJ7.4C The Community Development Agency will assist District 4 staff to pursue opportunities to improve unincorporated-area identity by requesting changes to USPS mailing address in the Eden Area and Castro Valley.

Alameda County Citizens Academy

The Alameda County Citizens Academy is a free, six-session interactive program that provides insight into County services and operations and offers opportunities for civic engagement in the County. The Alameda County Citizens Academy is a program of civic engagement and increases ongoing citizen participation in County government. Through participation in the program, citizens learn how they can be more involved with Alameda County (acgov.org).

Action EJ7.4D The Economic and Civic Development Department will continue to foster community partnerships to support public events that uplift civic engagement and small businesses in the Priority Communities, including by continuing to organize, and seeking opportunities to expand, the annual Ashland Cherryland FamFest event in collaboration with County Departments, health service providers, and community organizations.

Policy EJ7.5 Bridge the Technology Divide. The County will promote technological literacy and access in the Priority Communities to build skills and encourage participation in civic life.

Action EJ7.5A The Community Development Agency will develop an outreach strategy to help low-income Priority Community residents access affordable internet and devices via the federal Affordable Connectivity Program.

Action EJ7.5B The County will continue to establish and host free community Wi-Fi hotspots at public facilities in the Priority Communities.

Action EJ7.5C The County will seek opportunities to increase free access to public computer stations at public facilities in the Priority Communities.

Action EJ7.5D The San Lorenzo and Castro Valley Libraries will seek partnerships with HARD, local school districts, CBOs, and private sector partners to provide technology classes in the Priority Communities for diverse ages, languages, and skill levels, with subjects ranging from basic computer literacy and typing, to programming and coding, to Zoom participation.

Policy EJ7.6 Increase Transparency in Capital Improvements Processes. The County will increase transparency and public participation in planning and implementation of capital improvements.

Action EJ7.6A The County will consider exploring options to increase community engagement in the Capital Improvement Planning process.

Action EJ7.6B The Public Works Agency will conduct project workshops in the Priority Communities and gather community feedback.

Action EJ7.6C The Public Works Agency will publish implementation timelines, project updates, staff contact information, and other resources that will facilitate ongoing community engagement in the Agency's Capital Improvement Program.





section **five**

Implementation and Monitoring

This section recommends strategies that will advance EJ Element implementation through thoughtful consideration of Catalyzing Actions, structured collaboration among stakeholders, and ongoing engagement of Priority Community residents.



5.1 Introduction to Implementation

Interagency Implementation Committee

The EJ Element identifies goals, policies, and actions for improving Priority Community health and wellness across a broad range of Alameda County departments, agencies, and programs. Implementation of these measures will require ongoing collaboration and communication between County actors, external partners, and the community. In order to ensure progress and accountability, implementation will be driven by a Technical Advisory Committee or similar group (“EJ Implementation TAC”), made up of the County Agencies and Departments that have implementation responsibilities identified under this EJ Element. With staff support from the Planning Department staff, the EJ Implementation TAC will:

- Act as a conduit to the various agencies and departments that have implementation responsibilities under the EJ Element
- Set implementation goals in response to community feedback, available funding and resources, and shifting internal and external priorities
- Establish strategies for ongoing engagement of and accountability to the Priority Communities
- Develop mechanisms for implementation monitoring and reporting, such as regular EJ implementation updates to BOS subcommittees, the Planning Commission, and MACs
- Determine its own structure, membership, and schedule based on implementation needs over time

Catalyzing Actions

Systemic improvements identified in this EJ Element can act as catalysts, providing the County with frameworks and structures that can enable further action. The EJ Implementation TAC may choose to focus early implementation efforts on systemic actions that:

- **Center Equity.** These actions propose improvements that center equity in the County’s decision-making processes, which would help to guide equitable prioritization, funding, implementation, and evaluation of this EJ Element:
 - **Action EJ1.3A. Health Equity in All Policies.** With special attention to the Priority Communities, the HCSA Policy Group, a cross-functional team led by the HCSA Policy Team, will consider creation of a County Health Equity in All Policies Strategy Plan that contains a list of simple actions and protocols that help institutionalize and standardize how to incorporate health into county policies, programs, and operations.
 - **Action EJ3.1A. Centering Equity in Public Investments.** The County will consider adopting policies to improve transparency in the infrastructure planning process & consider impacts on and needs of SB 1000 ‘disadvantaged communities’ of infrastructure projects.

- **Enhance Local Governance.** These actions propose to establish local governance structures that will support the implementation of the EJ Element:
 - **Action EJ6.2A. Disaggregating unincorporated community data.** As part of its ongoing monitoring efforts, the Health Care Services Agency will prioritize disaggregating unincorporated data on health factors and outcomes in order to establish a baseline of descriptive health data for the Priority Communities.
 - **Action EJ7.1A. Office of Unincorporated Services.** The County will consider exploring organizational changes focused on coordinating, enhancing, and improving public services and civic life in unincorporated Alameda County including potentially establishing a centralized Office of Unincorporated Services.
 - **Action EJ7.1B. Unincorporated Youth Commission.** The County will consider establishing an Unincorporated Youth Commission to encourage youth civic engagement and participation in public decision-making processes impacting the unincorporated communities of the County
- **Enable Community Engagement.** These actions improve the ability of Priority Community residents to participate in EJ Element implementation and other public decision-making processes:
 - **Action 7.3A. Public Meeting Accessibility Standard.** With community input and in compliance with the Brown Act, the County will establish a public meeting Accessibility Standard that applies to all County-led public meetings, with a focus on language equity and ADA accessibility
- **Drive Long-Range EJ Planning Priorities.** These actions represent long-range planning activities that could catalyze improvements to the built environment in the Priority Communities:
 - **Action EJ1.2A. Integration of EJ into the General Plan.** The Planning Department will develop a process to ensure that future relevant General Plan updates prioritize equity and the unique or compounded health risks faced by the Priority Communities, ensuring that the Environmental Justice principles central to this EJ Element are integrated into future General Plan updates.
 - **Action EJ1.2B. Environmental Justice Priority Zone.** The Planning Department will establish an Environmental Justice Priority Zone, consisting of the Priority Communities, with the goal of reducing environmental hazards, preventing pollution, and revitalizing neighborhoods through focused economic development and community-building strategies.
 - **Action 2.1A. Urban Greening Master Plan.** The Community Development Agency will work with relevant County and community partners to develop, adopt, and implement an Urban Greening Master Plan that guides the County's future urban greening and urban agriculture investments in the unincorporated urbanized areas. The Plan will expand upon the 2015 draft Urban Greening Master Plan for Ashland and Cherryland and will center and engage the Priority Communities in plan development and implementation through public education, volunteer opportunities, outside partnerships, and regular public program reviews.

Implementation Actions Table

To assist the EJ Implementation TAC and responsible County Agencies with their implementation planning, the Implementation Actions Table (**Table 5-1**, organized consistent with Section 4 into goals, policies, and actions), includes the following columns for each action:

- Lead Agency.** This column identifies the lead County agency or department responsible for the implementation of each action. While other County departments or external partners may support its implementation, the Lead Agency is primarily responsible for determining next steps and moving the action forward. In limited cases where no Lead Agency is immediately identifiable, “The County” may be listed in this column; for these actions, a Lead Agency will be identified during the implementation process.
- Coordinating Agencies/Departments/Organizations.** This column identifies the County departments, local and regional agencies, and other partners that have authority, influence, or knowledge to assist with implementation of the associated action. In some cases, several coordinating partners are shown as there may be joint responsibility and/or interest for implementation.
- Cost Estimate.** This column provides a relative cost estimate for implementing the associated action using dollar signs (\$). One dollar sign (\$) indicates that the action is lower cost, based on the assumption that it would require the use of existing staff time. Two dollar signs (\$\$) indicate the action may require additional time and resources, such as hiring new staff. Three dollar signs (\$\$\$) indicate the action may be part of a capital improvement project and/or include construction.
- Timeframe.** This column identifies the target timeframe for the action to be implemented, and uses “Short,” “Mid,” and “Long” timeframes. A “short” timeframe indicates the action may be implemented in the near term, within 1 to 3 years. A “mid” timeframe indicates a period of 3 to 5 years for implementation, and “long” refers to projects that may require more than 5 years to implement.
- Co-benefits.** Many Actions in this EJ Element are intersectional and offer co-benefits, or positive effects that a policy or measure aimed at one objective might have on other objectives. Each Action in the Implementation Actions Table is organized by primary Pillar, with interrelated or additional Pillars that may be addressed by that Action identified in the Co-Benefits column. This column can be used to prioritize implementation of actions that achieve multiple benefits for the community.

































5.2 Implementation of Environmental Actions

TABLE 5-1 Implementation Actions















GOAL/ POLICY/ ACTION NO.	NAME	LEAD COUNTY AGENCY	POTENTIAL PARTNERS	COST ESTIMATE (\$, \$\$, \$\$\$)	TIMEFRAME (SHORT/MID/ LONG RANGE/ ONGOING)	CATALYZING ACTION
Legend: Pollution and Air Quality Access to Public Facilities Safe and Sanitary Homes Access to Healthy Food Health and Physical Activity Civic Engagement						
Centering Environmental Justice						
Goal EJ1	The County will center environmental justice, equity, and accountability in relevant decision-making processes.					
Policy EJ1.1	Acknowledge and Repair Historical Harms. The County will consider publicly acknowledging historical and ongoing harms, working with Priority Community residents to identify and implement appropriate remedies.					
	Co Benefits:					
Action EJ1.1A	The County will continue to explore the local historical context of racial discrimination, inequity, and injustice through historical research and interviews with those impacted and will consider issuing a formal apology for the County’s role, past or present, in perpetuating harm.	• BOS		\$	SHORT	
Action EJ1.1B	The County will continue the process, initiated by Supervisor Nate Miley in 2022, of exploring national, state, and local reparations by engaging representatives from the State’s Reparations Commission, local jurisdictions, and community members.	• BOS		\$	SHORT	
Action EJ1.1C	With input from local Indigenous communities, the Planning Department will draft a land acknowledgment and offer it to County Board of Supervisors and Commissions as a standard meeting opening.	• CDA – Planning		\$	SHORT	












5-6 Implementation and Monitoring

GOAL/ POLICY/ ACTION NO.	NAME	LEAD COUNTY AGENCY	POTENTIAL PARTNERS	COST ESTIMATE (\$, \$\$, \$\$\$)	TIMEFRAME (SHORT/MID/ LONG RANGE/ ONGOING)	CATALYZING ACTION
Legend:  Pollution and Air Quality  Access to Public Facilities  Safe and Sanitary Homes  Access to Healthy Food  Health and Physical Activity  Civic Engagement						
Policy EJ1.2	Integrate EJ Into Zoning and the General Plan. The County will integrate Environmental Justice principles into zoning and the General Plan. Co Benefits:      					
Action EJ1.2A	The Planning Department will develop a process to ensure that future relevant General Plan updates prioritize equity and the unique or compounded health risks faced by the Priority Communities, ensuring that the Environmental Justice principles central to this EJ Element are integrated into future General Plan updates.	• CDA – Planning		\$	SHORT	●
Action EJ1.2B	The Planning Department will establish an Environmental Justice Priority Zone, consisting of the Priority Communities, with the goal of reducing environmental hazards, preventing pollution, and revitalizing neighborhoods through focused economic development and community-building strategies.	• CDA – Planning		\$	MID	●
Policy EJ1.3	Prioritize diversity, equity and inclusion. The County will pursue strategies that increase diversity, equity, and inclusion in the Priority Communities. Co Benefits:      					
Action EJ1.3A	With special attention to the Priority Communities, the HCSA Policy Group, a cross-functional team led by the HCSA Policy Team, will consider creation of a County Health Equity in All Policies Strategy Plan that contains a list of simple actions and protocols that help institutionalize and standardize how to incorporate health into county policies, programs, and operations.	• HCSA	• Public Health Commission	\$	MID	●
Action EJ1.3B	The County will consider special attention to, and investment in, the Priority Communities and the County’s other SB 1000 “disadvantaged communities”, including prioritizing improvements and programs that reduce unique or compounded health risks in these communities and that promote civic engagement in the public decision-making process.	• No lead specified		\$	SHORT	

















GOAL/ POLICY/ ACTION NO.	NAME	LEAD COUNTY AGENCY	POTENTIAL PARTNERS	COST ESTIMATE (\$, \$\$, \$\$\$)	TIMEFRAME (SHORT/MID/ LONG RANGE/ ONGOING)	CATALYZING ACTION
Legend:  Pollution and Air Quality  Access to Public Facilities  Safe and Sanitary Homes  Access to Healthy Food  Health and Physical Activity  Civic Engagement						
 Reducing Pollution and Improving Air Quality						
Goal EJ2	The County will ensure equitable distribution of environmental benefits and burdens so that the Priority Communities are not disproportionately impacted by poor air quality or other environmental hazards.					
Policy EJ2.1	Prioritize urban greening. The County will invest in the maintenance, expansion, and protection of urban forests and green infrastructure in the Priority Communities, including street trees, bioswales, urban agriculture sites, and other nature-based solutions. Co Benefits:     					
Action EJ2.1A	The Community Development Agency will work with relevant County and community partners to develop, adopt, and implement an Urban Greening Master Plan that guides the County's future urban greening and urban agriculture investments in the unincorporated urbanized areas. The Plan will expand upon the 2015 draft Urban Greening Master Plan for Ashland and Cherryland and will center and engage the Priority Communities in plan development and implementation through public education, volunteer opportunities, outside partnerships, and regular public program reviews.	<ul style="list-style-type: none"> • CDA 		\$\$	MID	<ul style="list-style-type: none"> •
Action EJ2.1B	The Community Development Agency will work with decision-makers and community members to determine interest in pursuing a Tree Protection Ordinance for private property.	<ul style="list-style-type: none"> • CDA 		\$	MID	
Action EJ2.1C	The Public Works Agency will seek funding to inventory existing street trees and other trees in the public right of way and identify areas where there is a disproportionate urban greening deficit or need within the Priority Communities.	<ul style="list-style-type: none"> • PWA 		\$	MID	
Action EJ2.1D	The Public Works Agency will update its Alameda County Recommended Tree List to become a resource for tree planting in the Priority Communities and elsewhere in the urban unincorporated areas, with special consideration for trees that will thrive in a warming climate and provide co-benefits such as pollution abatement, water conservation, shade, and/or habitat for native species.	<ul style="list-style-type: none"> • PWA 		\$	SHORT	
























5-8 Implementation and Monitoring

GOAL/ POLICY/ ACTION NO.	NAME	LEAD COUNTY AGENCY	POTENTIAL PARTNERS	COST ESTIMATE (\$, \$\$, \$\$\$)	TIMEFRAME (SHORT/MID/ LONG RANGE/ ONGOING)	CATALYZING ACTION
Legend:  Pollution and Air Quality  Access to Public Facilities  Safe and Sanitary Homes  Access to Healthy Food  Health and Physical Activity  Civic Engagement						
Action EJ2.1E	The Public Works Agency will seek funding, partnerships, and input from residents to evaluate and revise its Tree Program in support of community tree resources in the public right-of-way.	<ul style="list-style-type: none"> • PWA 		\$\$	MID	
Action EJ2.1F	The County will seek creative partnerships with neighboring jurisdictions and other entities to increase urban greening capacity in the Priority Communities.	<ul style="list-style-type: none"> • Relevant County agencies 		\$	ONGOING	
Policy EJ2.2	Protect Sensitive Receptors. The County will establish protections that limit sensitive receptors' exposure to air pollution. Co Benefits:    					
Action EJ2.2A	The Community Development Agency will partner with the Bay Area Air Quality Management District (BAAQMD), California Air Resources Board (CARB), Caltrans, and neighboring cities within the county to develop ways to minimize air pollution exposure in areas of the county, including the Priority Communities, that are disproportionately impacted by air quality concerns.	<ul style="list-style-type: none"> • CDA 	<ul style="list-style-type: none"> • BAAQMD • CARB • Caltrans • HCSA 	\$\$	MID	
Action EJ2.2B	The Community Development Agency will work with other members of the established partnership to create an Air Pollution Exposure Zone (APEZ) Ordinance to be adopted by each member jurisdiction and applied to areas where sensitive receptors interface with or directly abut freeways.	<ul style="list-style-type: none"> • CDA 		\$\$	LONG	
Policy EJ2.3	Conduct Asthma-Related Public Outreach. The County will distribute educational and preventative information regarding asthma and pollution-related illnesses to residents and businesses in the Priority Communities. Co Benefits:    					
Action EJ2.3A	The Health Care Services Agency, through the Public Health Department, will prioritize implementation of the Asthma Start Program in the Priority Communities, including coordination with the San Lorenzo Unified School District, the Hayward Unified School District, and the Castro Valley Unified School District.	<ul style="list-style-type: none"> • HCSA – PHD CHS Asthma Start 	<ul style="list-style-type: none"> • SLZUSD • CVUSD • HUSD 	\$	ONGOING	











GOAL/ POLICY/ ACTION NO.	NAME	LEAD COUNTY AGENCY	POTENTIAL PARTNERS	COST ESTIMATE (\$, \$\$, \$\$\$)	TIMEFRAME (SHORT/MID/ LONG RANGE/ ONGOING)	CATALYZING ACTION
Legend:  Pollution and Air Quality  Access to Public Facilities  Safe and Sanitary Homes  Access to Healthy Food  Health and Physical Activity  Civic Engagement						
Action EJ2.3B	The Health Care Services Agency, through the Public Health Department, will develop technical assistance resources to help businesses in the Priority Communities reduce air pollution and comply with air quality regulations. The California Air Resources Board (CARB) monitors air quality and regulates pollution from facilities.	<ul style="list-style-type: none"> • HCSA – PHD 	<ul style="list-style-type: none"> • HCSA – DEH • CARB • BAAQMD 	\$\$	MID	
Policy EJ2.4	Protect the soil and water from contamination. The County will support programs that decrease soil and water pollution. Co Benefits:     					
Action EJ2.4A	CDA Code Enforcement will continue to respond to complaints of soil importing to ensure that owners of parcels over 1 acre are aware of the Soil Importing Ordinance and to provide assistance to obtain compliance if necessary. Code Enforcement will promote awareness as a preventative measure by doing periodic outreach and education such as targeted mailings and website updates.	<ul style="list-style-type: none"> • CDA – Code Enforcement 		\$	ONGOING	
Action EJ2.4B	The CDA Healthy Home Department will prioritize implementation of its Lead Week Program in the Priority Communities.	<ul style="list-style-type: none"> • CDA – Healthy Homes 		\$	ONGOING	
Action EJ2.4C	The Community Development Agency will partner with the Alameda County Resource Conservation District and the University of California Cooperative Extension (UCCE) to seek resources for urban soil management, soil lead exposure prevention, and soil health programming to the Priority Communities.	<ul style="list-style-type: none"> • CDA 	<ul style="list-style-type: none"> • ACRCDD • UCCE 	\$\$	MID	
Action EJ2.4D	The Health Care Services Agency, through the Department of Environmental Health, will continue to refer new and established businesses to the appropriate regulating entity such as the Department of Toxic Substances Control, in order to inform businesses of regulations associated with environmental pollution.	<ul style="list-style-type: none"> • HCSA – DEH 		\$	ONGOING	



















5-10 Implementation and Monitoring

GOAL/ POLICY/ ACTION NO.	NAME	LEAD COUNTY AGENCY	POTENTIAL PARTNERS	COST ESTIMATE (\$, \$\$, \$\$\$)	TIMEFRAME (SHORT/MID/ LONG RANGE/ ONGOING)	CATALYZING ACTION
Legend:  Pollution and Air Quality  Access to Public Facilities  Safe and Sanitary Homes  Access to Healthy Food  Health and Physical Activity  Civic Engagement						
Policy EJ2.5	Prevent, reduce, and clean up litter and illegal dumping. The County will support prevention and clean-up of litter and illegal dumping in the Priority Communities.					
	Co Benefits:     					
Action EJ2.5A	The County will continue to seek creative partnerships and programmatic solutions related to prevention and clean-up of litter and illegal dumping in the Priority Communities, including supporting the ongoing work of the Alameda County Illegal Dumping Taskforce.	<ul style="list-style-type: none"> Relevant County agencies 	<ul style="list-style-type: none"> BOS PWA CDA – Code Enforcement Friends of SLZ Creek HARD Downtown Streets StopWaste 	\$\$	ONGOING	
 Promoting Public Facilities						
Goal EJ3	Residents of the Priority Communities will have equitable access to high-quality public facilities, community amenities, and public improvements that prioritize their needs and facilitate health and wellbeing.					
Policy EJ3.1	Prioritize Equitable Distribution of Public Facilities. The County will accommodate areas of the Priority Communities that are underserved by public facilities through equitable investment in public facilities, public amenities, and public infrastructure.					
	Co Benefits:    					
Action EJ3.1A	The County will consider adopting policies to improve transparency in the infrastructure planning process & consider impacts on and needs of SB 1000 'disadvantaged communities' of infrastructure projects.	<ul style="list-style-type: none"> No lead specified 		\$	MID	●
Action EJ3.1B	The Planning Department will explore strategies to equitably fund development of public facilities in the Priority Communities, including but not limited to development impact fees.	<ul style="list-style-type: none"> CDA – Planning 		\$\$	MID	














GOAL/ POLICY/ ACTION NO.	NAME	LEAD COUNTY AGENCY	POTENTIAL PARTNERS	COST ESTIMATE (\$, \$\$, \$\$\$)	TIMEFRAME (SHORT/MID/ LONG RANGE/ ONGOING)	CATALYZING ACTION
Legend:  Pollution and Air Quality  Access to Public Facilities  Safe and Sanitary Homes  Access to Healthy Food  Health and Physical Activity  Civic Engagement						
Policy EJ3.2	Support Community Hubs. The County will support the development and ongoing work of community hubs in the Priority Communities. Co Benefits:      					
Action EJ3.2A	The CDA Planning Department and Health Care Services Agency will engage with and help facilitate County support of new or existing community hub projects in the Priority Communities, including efforts to: assess neighborhood needs and assets, identify physical spaces, identify funding opportunities, explore partnerships, develop programming, and other considerations. Examples of types of community hubs include family resource centers, community centers, resilience hubs, navigation centers, and other models.	<ul style="list-style-type: none"> • CDA – Planning • HCSA 	<ul style="list-style-type: none"> • GSA – Office of Sustainability • HARD • DSAL 	\$\$\$-\$\$\$\$	MID	
Policy EJ3.3	Encourage Use of Public School Campuses as Community Amenities. The County will encourage use of public school campuses as amenities for the broader community. Co Benefits:     					
Action EJ3.3A	With a focus on areas of the Priority Communities with higher density and relatively low access to parks and open space, the County will coordinate with the Priority Community school districts, partner organizations, and community members to explore the feasibility of opening and activating public school campuses for community use outside of regular school hours.	<ul style="list-style-type: none"> • No lead specified 	<ul style="list-style-type: none"> • CDA • HCSA • DSAL • School districts • HARD 	\$	MID	
Policy EJ3.4	Improve Access to Transit. The County will seek to improve access to public transportation services in the Priority Communities. Co Benefits:      					
Action EJ3.4A	CDA Planning will partner with AC Transit to perform a needs assessment to determine public transportation needs and barriers in the Priority Communities.	<ul style="list-style-type: none"> • CDA – Planning 	<ul style="list-style-type: none"> • AC Transit 	\$\$	MID	
Action EJ3.4B	CDA Planning will collaborate with AC Transit to address public transportation gaps identified in the Priority Community needs assessment with additional routes, improved frequency, and other measures as needed.	<ul style="list-style-type: none"> • CDA – Planning 	<ul style="list-style-type: none"> • AC Transit 	\$\$\$	LONG	













5-12 Implementation and Monitoring

GOAL/ POLICY/ ACTION NO.	NAME	LEAD COUNTY AGENCY	POTENTIAL PARTNERS	COST ESTIMATE (\$, \$\$, \$\$\$)	TIMEFRAME (SHORT/MID/ LONG RANGE/ ONGOING)	CATALYZING ACTION
<i>Legend:</i>  Pollution and Air Quality  Access to Public Facilities  Safe and Sanitary Homes  Access to Healthy Food  Health and Physical Activity  Civic Engagement						
Action EJ3.4C	The Public Works Agency will support infrastructure improvements to ensure that bus stops in the Priority Communities have shade structures, garbage cans, benches, lighting, and other amenities, as needed, to ensure that bus stops are safe and functional.	<ul style="list-style-type: none"> PWA 	<ul style="list-style-type: none"> AC Transit 	\$\$\$	ONGOING	
Action EJ3.4D	CDA Planning will coordinate with 2-1-1 Alameda County to ensure that Priority Communities residents can easily access and enroll in affordable transit programs such as Clipper START.	<ul style="list-style-type: none"> CDA – Planning 	<ul style="list-style-type: none"> HCSA 211 	\$	SHORT	
Policy EJ3.5	Improve Bike and Pedestrian Infrastructure. The County will support infrastructure improvements that promote bicycle and pedestrian safety in the Priority Communities. Co Benefits:    					
Action EJ3.5A	As recommended in the Bicycle and Pedestrian Master Plan (BPMP), the Public Works Agency will develop and report progress in meeting the BPMP's goals.	<ul style="list-style-type: none"> PWA 		\$	ONGOING	
Action EJ3.5B	In updating its Bicycle and Pedestrian Master Plan (BPMP), the Public Works Agency will engage residents to identify and prioritize solutions to pedestrian safety issues impacting walkability in the Priority Communities.	<ul style="list-style-type: none"> PWA 		\$\$	MID	
Action EJ3.5C	The Public Works Agency will engage Priority Community residents when updating its Neighborhood Traffic Calming Program guidelines to ensure that this program meets Priority Community needs.	<ul style="list-style-type: none"> PWA 		\$\$	MID	
Action EJ3.5D	The Public Works Agency will include bike and pedestrian improvements for the Priority Communities in the Capital Improvement Plan.	<ul style="list-style-type: none"> PWA 		\$\$\$	LONG	












GOAL/ POLICY/ ACTION NO.	NAME	LEAD COUNTY AGENCY	POTENTIAL PARTNERS	COST ESTIMATE (\$, \$\$, \$\$\$)	TIMEFRAME (SHORT/MID/ LONG RANGE/ ONGOING)	CATALYZING ACTION
Legend:  Pollution and Air Quality  Access to Public Facilities  Safe and Sanitary Homes  Access to Healthy Food  Health and Physical Activity  Civic Engagement						
Policy EJ3.6	Support Parks, Recreation Facilities, and Green Space. The County will support HARD's goal to provide parks and recreation facilities and green spaces within no more than 0.5 miles for 99 percent of Priority Community residents. Co Benefits:     					
Action EJ3.6A	The Public Works Agency will partner with park districts in utilization of County owned properties for recreational purposes.	• PWA	• HARD	\$\$\$	ONGOING	
Action EJ3.6B	CDA Planning will offer to collaborate with HARD to engage Priority Community residents in the location, design, and programming of new parks and green space that respond to the community's specific needs.	• CDA – Planning	• HARD	\$	ONGOING	
Action EJ3.6C	The County will partner with HARD to explore opportunities to make year-round aquatic recreation more accessible to the Priority Communities.	• CDA	• HCSA • HARD	\$\$\$	LONG	
 Promoting Safe and Sanitary Housing and Neighborhoods						
Goal EJ4	The Priority Communities will be livable neighborhoods where all residents have access to safe and sanitary housing.					
Policy EJ4.1	Address Environmental Justice in the Housing Element. The County will uplift the unique and compounded housing challenges faced by Priority Community residents in any future updates to the General Plan Housing Element. Co Benefits:      					
Action EJ4.1A	In any future updates to the County's Housing Element, the Planning Department will work with partners including the Health Care Services Agency, through the Office of Homeless Care and Coordination, to uplift the needs of Priority Community residents through policies and programs that expand housing affordability and accessibility, combat gentrification, protect renters, increase amenities in high-density areas, and address other key concerns identified through ongoing community engagement.	• CDA – Planning	• HCSA – Office of Homeless Care and Coordination	\$	ONGOING	













5-14 Implementation and Monitoring

GOAL/ POLICY/ ACTION NO.	NAME	LEAD COUNTY AGENCY	POTENTIAL PARTNERS	COST ESTIMATE (\$, \$\$, \$\$\$)	TIMEFRAME (SHORT/MID/ LONG RANGE/ ONGOING)	CATALYZING ACTION
Legend:  Pollution and Air Quality  Access to Public Facilities  Safe and Sanitary Homes  Access to Healthy Food  Health and Physical Activity  Civic Engagement						
Policy EJ4.2	Streamline Property Maintenance Reporting Systems. The County will promote user-friendly reporting processes for code violations and public maintenance issues to facilitate clean and safe public and private properties in the Priority Communities.					
	Co Benefits:  					
Action EJ4.2A	CDA Code Enforcement and the Public Works Agency will implement customer service-oriented improvements to streamline public reporting processes for zoning code violations (CDA) and public infrastructure maintenance issues.	<ul style="list-style-type: none"> CDA – Code Enforcement PWA 		\$\$	MID	
Action EJ4.2B	CDA Code Enforcement will develop an online code enforcement complaint form.	<ul style="list-style-type: none"> CDA – Code Enforcement 		\$	SHORT	
 Promoting Access to Healthy Food						
Goal EJ5	The Priority Communities will support a thriving local food economy where all residents have reliable access to affordable, healthy, and culturally appropriate food.					
Policy EJ5.1	Encourage Healthy Food Retail. The County will actively encourage development of, and facilitate access to, healthy food retail outlets such as grocery stores, healthy corner stores, and farmers’ markets in the Priority Communities.					
	Co Benefits:    					
Action EJ5.1A	The Economic and Civic Development Department (ECD) will work with food retail outlets (e.g., grocery stores, farmers’ markets) to understand their criteria for establishing businesses in communities. ECD will utilize this information to help identify parcels for development, encourage applications, and work with the Planning Department to address barriers to the establishment of food retail outlets.	<ul style="list-style-type: none"> CDA – ECD 	<ul style="list-style-type: none"> CDA – Planning 	\$\$	MID	


















GOAL/ POLICY/ ACTION NO.	NAME	LEAD COUNTY AGENCY	POTENTIAL PARTNERS	COST ESTIMATE (\$, \$\$, \$\$\$)	TIMEFRAME (SHORT/MID/ LONG RANGE/ ONGOING)	CATALYZING ACTION
Legend:  Pollution and Air Quality  Access to Public Facilities  Safe and Sanitary Homes  Access to Healthy Food  Health and Physical Activity  Civic Engagement						
Action EJ5.1B	The Health Care Services Agency, through the Public Health Department, will prioritize implementation of the Alameda County Nutrition Services (ACNS) Healthy Retail Program in the Priority Communities. The Healthy Retail Program collaborates with corner store owners in neighborhoods of greater need to help shift demand and increase access to and consumption of healthy foods.	<ul style="list-style-type: none"> • HCSA – PHD 		\$	ONGOING	
Action EJ5.1C	The Planning Department will engage residents and consult with the Economic and Civic Development Department in any decision-making processes related to the regulation of fast food in the Priority Communities, such as changes to the 1999 <i>Policy for Drive-in Restaurants in Ashland, Cherryland, and San Lorenzo</i> , including developing definitions of key terms.	<ul style="list-style-type: none"> • CDA – Planning 	<ul style="list-style-type: none"> • CDA – ECD 	\$	ONGOING	
Action EJ5.1D	ALL IN Alameda County (ALL IN) will seek funding and partnerships to support a healthy store conversion mini-grant program through ALL IN's <i>Healthy Food, Healthy Families</i> initiative.	<ul style="list-style-type: none"> • ALL IN 	<ul style="list-style-type: none"> • HCSA – PHD Nutrition Services 	\$\$	MID	
Policy EJ5.2	<p>Promote Nutrition Education and Food Assistance Programs. The County will support and expand nutrition education and food assistance programs to meet the unique needs of Priority Communities residents.</p> <p>Co Benefits:      </p>					
Action EJ5.2A	The Health Care Services Agency and Social Services Agency will partner with DSAL/All In Eats Operations, 2-1-1 Alameda County and the Alameda County Community Food Bank to ensure that Priority Community food assistance and nutrition resources are accurately reflected on http://211alamedacounty.org/ and promoted through a variety of outreach channels.	<ul style="list-style-type: none"> • HCSA • SSA 	<ul style="list-style-type: none"> • 211 • ACCFB • DSAL/ALL IN Eats Operations 	\$	ONGOING	
Action EJ5.2B	The Health Care Services Agency and Social Services Agency will undertake a coordinated effort to expand participation in food assistance programs (e.g., CalFresh, WIC, MarketMatch, School Lunch, School Breakfast, Summer Food Program, senior programs) in the Priority Communities by engaging trusted local messengers in hyper-local outreach initiatives.	<ul style="list-style-type: none"> • HCSA • SSA 	<ul style="list-style-type: none"> • ACOE 	\$\$	MID	



















5-16 Implementation and Monitoring

GOAL/ POLICY/ ACTION NO.	NAME	LEAD COUNTY AGENCY	POTENTIAL PARTNERS	COST ESTIMATE (\$, \$\$, \$\$\$)	TIMEFRAME (SHORT/MID/ LONG RANGE/ ONGOING)	CATALYZING ACTION
Legend:  Pollution and Air Quality  Access to Public Facilities  Safe and Sanitary Homes  Access to Healthy Food  Health and Physical Activity  Civic Engagement						
Action EJ5.2C	The Health Care Services Agency, through the Public Health Department's Nutrition Services, will partner with County Nutrition Action Partnership (CNAP), which includes University of California Cooperative Extension (UCCE) and AAA (Area on Aging) and other CBOs/entities (e.g. ACCFB, SLZUSD) to promote nutrition ed, physical activity supports with the goal for policy, systems, and environmental change (PSE)to serve Priority Community residents through local partnerships and culturally competent initiatives held at accessible locations.	<ul style="list-style-type: none"> • HCSA – PHD 	<ul style="list-style-type: none"> • UCCE 	\$\$	MID	
Action EJ5.2D	The Social Services Agency will partner with the Alameda County Community Food Bank, local school districts, and others to evaluate existing emergency food distribution locations and optimize site selections, distribution methods, and hours of operation to meet the needs of Priority Community residents.	<ul style="list-style-type: none"> • SSA 	<ul style="list-style-type: none"> • ACCFB • HCSA • DSAL/ALL IN Eats operations 	\$\$	MID	
Action EJ5.2E	The Social Services Agency will partner with local farmers' markets to increase market attendance and use of CalFresh/WIC/Market Match through focused, multilingual outreach efforts in the Priority Communities.	<ul style="list-style-type: none"> • SSA 	<ul style="list-style-type: none"> • ACCFB • HCSA – PHD • DSAL/ALL IN Eats Operations 	\$\$	MID	
Policy EJ5.3	<p>Promote Community Gardens and Urban Agriculture. The County will promote, incentivize, and remove barriers to urban agriculture in the Priority Communities.</p> <p>Co Benefits:     </p>					
Action EJ5.3A	DSAL will consider collaborating with HARD, school districts, churches, and other major landholders in the Priority Communities to identify sites suitable for urban agriculture and explore options, funding, and partnerships to establish community gardens, urban farms, school gardens, and other urban agriculture activities on those lands.	<ul style="list-style-type: none"> • DSAL/ALL IN Eats Operations 	<ul style="list-style-type: none"> • CDA • HCSA – CHS • HARD • School Districts 	\$\$\$	LONG	













GOAL/ POLICY/ ACTION NO.	NAME	LEAD COUNTY AGENCY	POTENTIAL PARTNERS	COST ESTIMATE (\$, \$\$, \$\$\$)	TIMEFRAME (SHORT/MID/ LONG RANGE/ ONGOING)	CATALYZING ACTION
Legend:  Pollution and Air Quality  Access to Public Facilities  Safe and Sanitary Homes  Access to Healthy Food  Health and Physical Activity  Civic Engagement						
Action EJ5.3B	The CDA Planning Department and ACSO – Animal Services will collaborate to review existing ordinances and regulations related to urban agriculture and animal husbandry, and explore opportunities for coordination, clarification, and improvements that remove barriers to urban agriculture in the Priority Communities.	<ul style="list-style-type: none"> • CDA – Planning • ACSO – Animal Services 	<ul style="list-style-type: none"> • DSAL 	\$\$	MID	
Action EJ5.3C	The Planning Department will create incentives that encourage developers of new or remodeled multifamily residential sites to include shared, uncovered open spaces for food growing (e.g. community gardens, rooftop gardens) in their projects.	<ul style="list-style-type: none"> • CDA – Planning 		\$	MID	
Action EJ5.3D	As permitted under AB 551 (Ting 2013), the Planning Department will pursue the creation of Urban Agriculture Incentive Zones to encourage small-scale agricultural use of vacant lands in the urban unincorporated communities.	<ul style="list-style-type: none"> • CDA – Planning 		\$	SHORT	
Policy EJ5.4	<p>Advance Urban Agriculture Education for All Ages. The County will strengthen and expand existing partnerships to ensure that garden education programs meet the needs of Priority Community residents.</p> <p>Co Benefits:      </p>					
Action EJ5.4A	The Community Development Agency and Health Care Services Agency will partner with University of California Cooperative Extension (UCCE) Alameda County to center equity and the needs of the Priority Communities in the design and implementation of local UCCE programs including Master Gardener, Urban Integrated Pest Management, and Urban Agriculture.	<ul style="list-style-type: none"> • CDA • HCSA 	<ul style="list-style-type: none"> • UCCE 	\$\$	MID	
Action EJ5.4B	The County will support and promote participation in garden education programs managed by HARD, UCCE, DSAL, Alameda County Resource Conservation District (RCD), and local schools that provide gardening and nutrition education to Priority Community members of all ages.	<ul style="list-style-type: none"> • No lead specified 	<ul style="list-style-type: none"> • HCSA • CDA • DSAL • HARD • UCCE • ACRC 	\$\$	MID	













5-18 Implementation and Monitoring

GOAL/ POLICY/ ACTION NO.	NAME	LEAD COUNTY AGENCY	POTENTIAL PARTNERS	COST ESTIMATE (\$, \$\$, \$\$\$)	TIMEFRAME (SHORT/MID/ LONG RANGE/ ONGOING)	CATALYZING ACTION
Legend:  Pollution and Air Quality  Access to Public Facilities  Safe and Sanitary Homes  Access to Healthy Food  Health and Physical Activity  Civic Engagement						
Policy EJ5.5	Increase Healthy Food Access for Youth. The County will pursue partnerships to increase healthy food access for Priority Community youth. Co Benefits:     					
Action EJ5.5A	The Social Services Agency will partner with local school districts and the Alameda County Community Food Bank to optimize school-based emergency food distribution to serve the needs of Priority Community youth and their families.	<ul style="list-style-type: none"> • SSA 	<ul style="list-style-type: none"> • HCSA – CHSC • ACOE • School Districts • ACCFB 	\$\$	SHORT	
Action EJ5.5B	DSAL/ALL IN EATS Operations will consider partnering with Priority Community school districts to seek funding to expand youth agricultural education opportunities and school garden sites at local public schools.	<ul style="list-style-type: none"> • DSAL/ALL IN Eats Operations 	<ul style="list-style-type: none"> • HCSA – CHSC • School Districts • UCCE • ACOE 	\$\$	MID	
Action EJ5.5C	DSAL/ALL IN EATS Operations will consider partnering with Priority Community school districts and the University of California Cooperative Extension (UCCE) to support and enhance school garden curricula.	<ul style="list-style-type: none"> • DSAL/ALL IN Eats Operations 	<ul style="list-style-type: none"> • HCSA – CHSC • School Districts • UCCE • ACOE 	\$\$	MID	
Policy EJ5.6	Promote and Expand the Local Food Economy. The County will promote a thriving local food economy in the Priority Communities. Co Benefits:      					
Action EJ5.6A	The Health Care Services Agency, through the Department of Environmental Health, will offer educational materials for its Microenterprise Home Kitchen Operation (MEHKO) program in multiple languages in order to support diverse home-based food businesses.	<ul style="list-style-type: none"> • HCSA – DEH 		\$\$	SHORT	
Action EJ5.6B	The Economic and Civic Development Department will explore creation of permanent and pop-up incubator spaces for small businesses with a special emphasis on food businesses.	<ul style="list-style-type: none"> • CDA – ECD 		\$\$	MID	














GOAL/ POLICY/ ACTION NO.	NAME	LEAD COUNTY AGENCY	POTENTIAL PARTNERS	COST ESTIMATE (\$, \$\$, \$\$\$)	TIMEFRAME (SHORT/MID/ LONG RANGE/ ONGOING)	CATALYZING ACTION
Legend:  Pollution and Air Quality  Access to Public Facilities  Safe and Sanitary Homes  Access to Healthy Food  Health and Physical Activity  Civic Engagement						
 Promoting Health and Physical Activity						
Goal EJ6	Physical activity opportunities, medical and mental healthcare, and supportive social services will be convenient and accessible to all Priority Community residents.					
Policy EJ6.1	Monitor Health Trends. The County will support collection of disaggregated unincorporated community data to improve public health data collection in the Priority Communities. Co Benefits:      					
Action EJ6.1A	As part of its ongoing monitoring efforts, the Health Care Services Agency will prioritize disaggregating unincorporated data on health factors and outcomes in order to establish a baseline of descriptive health data for the Priority Communities.	• HCSA		\$	ONGOING	●
Policy EJ6.2	Equitably Distribute Health Care Services. The County will pursue equitable distribution of, and improved access to, medical and mental health care in the Priority Communities. Co Benefits:     					
Action EJ6.2A	The Planning Department will create objective development standards for outpatient healthcare, mental health, and supportive social service facilities in order to decrease discretionary review and remove barriers to development of these facilities in the Priority Communities.	• CDA – Planning		\$\$	MID	
Action EJ6.2B	The Planning Department will collaborate with developers of new health and medical facilities to select transit-rich locations serving the Priority Communities.	• CDA – Planning		\$	ONGOING	
Action EJ6.2C	The Health Care Services Agency will collaborate with mobile healthcare clinics to implement and coordinate services with primary care clinics in order to serve high-density and high-need areas of the Priority Communities.	• HCSA		\$\$	MID	













5-20 Implementation and Monitoring

GOAL/ POLICY/ ACTION NO.	NAME	LEAD COUNTY AGENCY	POTENTIAL PARTNERS	COST ESTIMATE (\$, \$\$, \$\$\$)	TIMEFRAME (SHORT/MID/ LONG RANGE/ ONGOING)	CATALYZING ACTION
Legend:  Pollution and Air Quality  Access to Public Facilities  Safe and Sanitary Homes  Access to Healthy Food  Health and Physical Activity  Civic Engagement						
Action EJ6.2D	The Health Care Services Agency through the Public Health Department and Behavioral Health Department will promote the co-location of health care and mental health services in the Priority Communities to increase access to complete care by identifying potential locations for coordinated services.	<ul style="list-style-type: none"> HCSA – ACBH, PHD 		\$\$\$	LONG	
Action EJ6.2E	The Health Care Services Agency, through the Behavioral Health Department, will publicize existing services in the Priority Communities to destigmatize mental health treatment and promote preventative care.	<ul style="list-style-type: none"> HCSA – ACBH 		\$	ONGOING	
Policy EJ6.3	<p>Improve Access to Healthcare and Supportive Services for Vulnerable Groups. The County will support access to health and supportive services in the Priority Communities for vulnerable groups, including seniors, people with disabilities, unhoused residents, people with limited English proficiency, and the re-entry community.</p> <p>Co Benefits:      </p>					
Action EJ6.3A	The County will pilot a collaborative program with partners such as assisted living facilities, senior centers, senior groups, faith groups, CBOs, and other service providers to locate funding and deliver health-related programming, classes, and/or services that address the needs of seniors, people with disabilities, and house-bound residents of the Priority Communities.	<ul style="list-style-type: none"> No lead specified 	<ul style="list-style-type: none"> HCSA SSA 	\$\$	MID	
Action EJ6.3B	The Healthcare Services Agency will evaluate the efficacy of the Healthcare for the Homeless program in the Priority Communities and expand and improve the program as needed to meet the needs of the Priority Communities' unhoused residents.	<ul style="list-style-type: none"> HCSA 		\$\$	MID	
Action EJ6.3C	Housing and Community Development will continue to collaborate with EveryOne Home and the Health Care Services Agency Office of Homeless Care and Coordination to implement the Plan to End Homelessness in the Priority Communities, including the provision of permanent supportive housing.	<ul style="list-style-type: none"> CDA – HCD HCSA – Office of Homeless Care and Coordination 		\$\$\$	ONGOING	




















GOAL/ POLICY/ ACTION NO.	NAME	LEAD COUNTY AGENCY	POTENTIAL PARTNERS	COST ESTIMATE (\$, \$\$, \$\$\$)	TIMEFRAME (SHORT/MID/ LONG RANGE/ ONGOING)	CATALYZING ACTION
Legend:  Pollution and Air Quality  Access to Public Facilities  Safe and Sanitary Homes  Access to Healthy Food  Health and Physical Activity  Civic Engagement						
Action EJ6.3D	The Probation Department will expand programs, strengthen collaborations, and leverage public facilities and existing community events to support reintegration of previously incarcerated youth and adults in the Priority Communities through job training, mental health services, educational workshops, and physical activities like recreational sports leagues. This includes community outreach and contracting with providers who offer transitional housing, job training, mental health services, educational workshops, and/or other physical health and wellness activities.	<ul style="list-style-type: none"> • Probation 		\$\$\$	LONG	
Action EJ6.3E	The Health Care Services Agency, through its Communications Team, will collaborate with regional healthcare providers to ensure that resources and outreach materials are available in languages that are appropriate for Priority Community residents.	<ul style="list-style-type: none"> • HCSA 		\$\$	ONGOING	
Policy EJ6.4	<p>Improve Mental Health Services. The County will pursue a collaborative, community-based approach to mental health response in the Priority Communities.</p> <p>Co Benefits:      </p>					
Action EJ6.4A	The Health Care Services Agency, with the Behavioral Health Department as the lead, will conduct a needs assessment to examine gaps in mental health and addiction recovery services and infrastructure in the Priority Communities, and present the findings to County decision-making bodies.	<ul style="list-style-type: none"> • HCSA – ACBH 	<ul style="list-style-type: none"> • ACSO – Behavioral Health Unit 	\$\$	MID	
Action EJ6.4B	Utilizing the needs assessment, the Health Care Services Agency will partner with the Sheriff's Office, local mental healthcare providers, schools, and CBOs to develop and implement a plan to address unmet mental health needs in the Priority Communities, including considering innovative strategies like horticultural therapy.	<ul style="list-style-type: none"> • HCSA 	<ul style="list-style-type: none"> • ACSO – Behavioral Health Unit 	\$\$\$	LONG	










5-22 Implementation and Monitoring

GOAL/ POLICY/ ACTION NO.	NAME	LEAD COUNTY AGENCY	POTENTIAL PARTNERS	COST ESTIMATE (\$, \$\$, \$\$\$)	TIMEFRAME (SHORT/MID/ LONG RANGE/ ONGOING)	CATALYZING ACTION
Legend:  Pollution and Air Quality  Access to Public Facilities  Safe and Sanitary Homes  Access to Healthy Food  Health and Physical Activity  Civic Engagement						
Action EJ6.4C	The Healthcare Services Agency and the Sheriff's Office will expand upon the work of the Community Assessment and Transport (CAT) Team to continue to provide mobile mental health crisis intervention as an alternative to law enforcement response.	<ul style="list-style-type: none"> • HCSA – ACBH • ACSO – Community Assessment and Transport (CAT) Team 		\$-\$\$\$\$	ONGOING	
Policy EJ6.5	Address Barriers to Park and Recreation Access. The County will seek to reduce barriers to park and recreation access in the Priority Communities. Co Benefits:   					
Action EJ6.5A	The County will coordinate with the Hayward Area Recreation and Parks District (HARD) and Priority Community residents to identify and reduce barriers to utilizing local park resources or physical activity programming, such as cost, access, or safety concerns.	<ul style="list-style-type: none"> • No lead specified 	<ul style="list-style-type: none"> • CDA • HCSA – PHD • PWA • DSAL • HARD 	\$	MID	
Policy EJ6.6	Promote Inclusive and Culturally Appropriate Physical Activity Programming. The County will partner with recreation providers to encourage physical activity for all community members through inclusive and culturally appropriate physical activity programming. Co Benefits:    					
Action EJ6.6A	The County will organize or participate in recurring health and physical activity events in the Priority Communities, encouraging partnerships between County agencies, local CBOs, businesses, and others to design events that meet community needs. Examples include annual running events and wellness fairs, pop-up exercise classes or walking groups, and hikes led by park representatives or local officials.	<ul style="list-style-type: none"> • Relevant agencies 		\$	ONGOING	









GOAL/ POLICY/ ACTION NO.	NAME	LEAD COUNTY AGENCY	POTENTIAL PARTNERS	COST ESTIMATE (\$, \$\$, \$\$\$)	TIMEFRAME (SHORT/MID/ LONG RANGE/ ONGOING)	CATALYZING ACTION
Legend:  Pollution and Air Quality  Access to Public Facilities  Safe and Sanitary Homes  Access to Healthy Food  Health and Physical Activity  Civic Engagement						
Policy EJ6.7	Connect Community to Green Spaces. The County will support programs and partnerships that connect Priority Community residents to nearby green spaces, parks, and hiking trails. Co Benefits:   					
Action EJ6.7A	The Health Care Services Agency will explore opportunities to connect Priority Community youth to local parks through partnerships with the East Bay Regional Parks District, the Hayward Area Recreation and Parks District, REACH Ashland Youth Center, local school districts, and others, including exploring development of a bus scholarship or parks transportation program.	<ul style="list-style-type: none"> • HCSA 	<ul style="list-style-type: none"> • EBRPD • HARD • School Districts 	\$\$	MID	
Action EJ6.7B	The San Lorenzo Library and Castro Valley Library will seek collaborations with HARD and the Priority Community school districts to develop seasonal story walks in Priority Community parks and/or schools.	<ul style="list-style-type: none"> • Libraries 	<ul style="list-style-type: none"> • HCSA – CHSC • HARD • School Districts 	\$\$	MID	
Policy EJ6.8	Promote Public Safety through Relationship Building. The County will promote neighborhood safety through holistic, relationship-based public safety models that facilitate social cohesion, racial equity, and trust. Co Benefits:   					
Action EJ6.8A	The Sheriff's Office (ACSO) will deepen its relationship-building efforts in Priority Communities through continued and expanded application of ACSO's Community Capitals Policing model.	<ul style="list-style-type: none"> • ACSO 		\$\$	ONGOING	
Action EJ6.8B	With community input, the Sheriff's Office will explore options for additional substation(s) in the Priority Communities.	<ul style="list-style-type: none"> • ACSO 		\$\$\$	LONG	
Action EJ6.8C	The Alameda County Sheriff's Office will consider convening a diverse working group of community members and stakeholders to develop a community-centered and equity-focused approach to crime reduction in the Priority Communities.	<ul style="list-style-type: none"> • ACSO 		\$\$	MID	










5-24 Implementation and Monitoring

GOAL/ POLICY/ ACTION NO.	NAME	LEAD COUNTY AGENCY	POTENTIAL PARTNERS	COST ESTIMATE (\$, \$\$, \$\$\$)	TIMEFRAME (SHORT/MID/ LONG RANGE/ ONGOING)	CATALYZING ACTION
Legend:  Pollution and Air Quality  Access to Public Facilities  Safe and Sanitary Homes  Access to Healthy Food  Health and Physical Activity  Civic Engagement						
Policy EJ6.9	Prioritize Local Work Force Development. The County will help connect Priority Community residents to local public sector jobs. Co Benefits:     					
Action EJ6.9A	The Alameda County Workforce Development Board will create inroads to local public sector training and career opportunity for Priority Community residents, by connecting with employers, training providers, contracted service providers, and other workforce development stakeholders.	<ul style="list-style-type: none"> AC Workforce Development Board 		\$\$	MID	
Policy EJ6.10	Expand Access to Childcare. The County will prioritize provision of childcare services as needed within the Priority Communities to support low- and middle-income families and local economic development. Co Benefits:     					
Action EJ6.10A	Health Care Services Agency will engage relevant partners to perform a needs assessment within the Priority Communities to evaluate the gaps in services experienced by families seeking childcare.	<ul style="list-style-type: none"> HCSA 	<ul style="list-style-type: none"> SSA First5 	\$\$	MID	
 Engaging Community in Decisions Making						
Goal EJ7	Alameda County will embrace an equitable and comprehensive approach to civic engagement, encouraging and enabling Priority Community residents to participate in the public decision-making processes that impact their health and well-being.					
Policy EJ7.1	Enhance Local Governance. The County will explore the establishment of centralized structures that enhance local governance and civic engagement in the unincorporated communities of Alameda County. Co Benefits:  					
Action EJ7.1A	The County will consider exploring organizational changes focused on coordinating, enhancing, and improving public services and civic life in unincorporated Alameda County including potentially establishing a centralized Office of Unincorporated Services.	<ul style="list-style-type: none"> CAO 	<ul style="list-style-type: none"> BOS 	\$\$\$	LONG	●








GOAL/ POLICY/ ACTION NO.	NAME	LEAD COUNTY AGENCY	POTENTIAL PARTNERS	COST ESTIMATE (\$, \$\$, \$\$\$)	TIMEFRAME (SHORT/MID/ LONG RANGE/ ONGOING)	CATALYZING ACTION
Legend:  Pollution and Air Quality  Access to Public Facilities  Safe and Sanitary Homes  Access to Healthy Food  Health and Physical Activity  Civic Engagement						
Action EJ7.1B	The County will consider establishing an Unincorporated Youth Commission to encourage youth civic engagement and participation in public decision-making processes impacting the unincorporated communities of the County.	<ul style="list-style-type: none"> No lead specified 	<ul style="list-style-type: none"> HCSA 	\$\$	MID	●
Action EJ7.1C	The County will consider ways to support the ongoing work of the Ashland Cherryland Healthy Communities Collaborative.	<ul style="list-style-type: none"> BOS 	<ul style="list-style-type: none"> CAO 	\$\$	SHORT	●
Action EJ7.1D	District 3 and District 4 will consider exploring options to improve Priority Community representation on the Eden Area MAC and Castro Valley MAC.	<ul style="list-style-type: none"> D4 D3 		\$	ONGOING	
Action EJ7.1E	District 3 and District 4 staff will encourage community members and community organizations to schedule meet-and-greets or community walks in the Priority Communities to facilitate resident engagement with their elected County Supervisors. Out of these efforts, the County will seek to build community leadership capacity and cultivate future community leaders.	<ul style="list-style-type: none"> D3 D4 		\$	ONGOING	
Action EJ7.1F	District 3 and District 4 will make efforts to develop a pool of community members from the Priority Communities for participation in the Alameda County Citizens Academy and other County Boards and Commissions.	<ul style="list-style-type: none"> D4 D3 		\$	ONGOING	
Policy EJ7.2	Invest in Civic Engagement. The County will invest in tools and resources that enable and encourage Priority Community resident participation in County-led civic engagement processes. Co Benefits:   					
Action EJ7.2A	Using lessons learned and infrastructure from the COVID-19 pandemic, the County will develop, train, and provide technological support to a permanent cadre of outreach workers/Promotores or contracted community-based organizations that County agencies can engage on an as-needed basis to support equity-focused outreach efforts in the unincorporated communities, centering language access and cultural relatability.	<ul style="list-style-type: none"> No lead specified 	<ul style="list-style-type: none"> HCSA CDA 	\$\$	MID	

5-26 Implementation and Monitoring

GOAL/ POLICY/ ACTION NO.	NAME	LEAD COUNTY AGENCY	POTENTIAL PARTNERS	COST ESTIMATE (\$, \$\$, \$\$\$)	TIMEFRAME (SHORT/MID/ LONG RANGE/ ONGOING)	CATALYZING ACTION
Legend:  Pollution and Air Quality  Access to Public Facilities  Safe and Sanitary Homes  Access to Healthy Food  Health and Physical Activity  Civic Engagement						
Action EJ7.2B	The Community Development Agency will develop and maintain a centralized contact list for community outreach, including businesses, organizations, residents, etc., that can be used and repurposed for County-initiated projects in the unincorporated communities.	• CDA		\$	ONGOING	
Action EJ7.2C	The Community Development Agency will explore creation of a Communications & Engagement Officer position to support CDA's outreach activities, engagement, social media, events, volunteer activities, and other civic engagement efforts in the unincorporated communities.	• CDA		\$\$	ONGOING	
Action EJ7.2D	The Community Development Agency will explore use of digital engagement tools to increase civic engagement opportunities.	• CDA		\$\$	ONGOING	
Policy EJ7.3	Ensure Accessible and Inclusive Public Meetings. The County will ensure that all County-led public meetings are accessible and inclusive to enable and encourage Priority Community residents to participate. Co Benefits:  					
Action EJ7.3A	With community input and in compliance with the Brown Act, the County will establish a public meeting Accessibility Standard that applies to all County-led public meetings, with a focus on language equity and ADA accessibility.	• BOS		\$	SHORT	●
Policy EJ7.4	Strengthen Community Identity. The County will support and expand placemaking efforts in the Priority Communities to strengthen unincorporated community identity and pride.					
Action EJ7.4A	The Alameda County Arts Commission will prioritize community engagement in its continued efforts to install public art projects in the Priority Communities, including through qualifying County capital projects and temporary projects such as the County's ongoing Utility Box Art Program and Street Banner Program.	• Alameda County Arts Commission		\$\$	ONGOING	
Action EJ7.4B	The County will continue its support of the Health Care Services Agency's Center for Healthy Schools and Communities-operated REACH Ashland Youth Center's Arts & Creativity Program youth murals projects, in partnership with Alameda County Office of Education.	• No lead specified	• HCSA – CHSC • ACOE	\$\$	ONGOING	

GOAL/ POLICY/ ACTION NO.	NAME	LEAD COUNTY AGENCY	POTENTIAL PARTNERS	COST ESTIMATE (\$, \$\$, \$\$\$)	TIMEFRAME (SHORT/MID/ LONG RANGE/ ONGOING)	CATALYZING ACTION
Legend:  Pollution and Air Quality  Access to Public Facilities  Safe and Sanitary Homes  Access to Healthy Food  Health and Physical Activity  Civic Engagement						
Action EJ7.4C	The Community Development Agency will assist District 4 staff to pursue opportunities to improve unincorporated-area identity by requesting changes to USPS mailing address in the Eden Area and Castro Valley.	<ul style="list-style-type: none"> • CDA • D4 		\$\$	SHORT	
Action EJ7.4D	The Economic and Civic Development Department will continue to foster community partnerships to support public events that uplift civic engagement and small businesses in the Priority Communities, including by continuing to organize, and seeking opportunities to expand, the annual Ashland Cherryland FamFest event in collaboration with County Departments, health service providers, and community organizations.	<ul style="list-style-type: none"> • CDA – ECD 		\$\$	ONGOING	
Policy EJ7.5	<p>Bridge the Technology Divide. The County will promote technological literacy and access in the Priority Communities to build skills and encourage participation in civic life.</p> <p>Co Benefits:   </p>					
Action EJ7.5A	The Community Development Agency will develop an outreach strategy to help low-income Priority Community residents access affordable internet and devices via the federal Affordable Connectivity Program or other relevant programs.	<ul style="list-style-type: none"> • CDA 	<ul style="list-style-type: none"> • SSA 	\$\$	MID	
Action EJ7.5B	The County will continue to establish and host free community Wi-Fi hotspots at public facilities in the Priority Communities.	<ul style="list-style-type: none"> • Libraries • Other agencies as appropriate 	<ul style="list-style-type: none"> • ITD 	\$\$	ONGOING	
Action EJ7.5C	The County will seek opportunities to increase free access to public computer stations at public facilities in the Priority Communities.	<ul style="list-style-type: none"> • Libraries • Other agencies as appropriate 	<ul style="list-style-type: none"> • ITD 	\$\$	ONGOING	
Action EJ7.5D	The San Lorenzo and Castro Valley Libraries will seek partnerships with HARD, local school districts, CBOs, and private sector partners to provide technology classes in the Priority Communities for diverse ages, languages, and skill levels, with subjects ranging from basic computer literacy and typing, to programming and coding, to Zoom participation.	<ul style="list-style-type: none"> • Libraries 	<ul style="list-style-type: none"> • HCSA • HARD • School Districts • ACOE 	\$\$	MID	

5-28 Implementation and Monitoring

GOAL/ POLICY/ ACTION NO.	NAME	LEAD COUNTY AGENCY	POTENTIAL PARTNERS	COST ESTIMATE (\$, \$\$, \$\$\$)	TIMEFRAME (SHORT/MID/ LONG RANGE/ ONGOING)	CATALYZING ACTION
Legend:  Pollution and Air Quality  Access to Public Facilities  Safe and Sanitary Homes  Access to Healthy Food  Health and Physical Activity  Civic Engagement						
Policy EJ7.6	Increase Transparency in Capital Improvements Processes. The County will increase transparency and public participation in planning and implementation of capital improvements. Co Benefits: 					
Action EJ7.6A	The County will consider exploring options to increase community engagement in the Capital Improvement Planning process.	• No lead specified		\$	SHORT	
Action EJ7.6B	The Public Works Agency will conduct project workshops in the Priority Communities and gather community feedback.	• PWA		\$\$	ONGOING	
Action EJ7.6C	The Public Works Agency will publish implementation timelines, project updates, staff contact information, and other resources that will facilitate ongoing community engagement in the Agency's Capital Improvement Program.	• PWA		\$	ONGOING	

SOURCE: Appendix C, Greenhouse Gas Quantification Methods

NOTES: MTCO_{2e} represents metric tons of carbon dioxide equivalent. Totals may not add up due to rounding.





SAN LORENZO
LIBRARY

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ANTHONY CHABOT R



FAIRMONT RIDGE

EAST BAY LEGITIMAL P



appendixa

Community Engagement Plan

REGIONAL PARK

STAGING AREA

PARK DISTRICT

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COUNTY OF ALAMEDA

Environmental Justice (EJ) Element

COMMUNITY ENGAGEMENT PLAN BEST PRACTICES and RECOMMENDATIONS

January 2022 - March 2023

About the Environmental Justice Element (EJ Element)

The Environmental Justice (EJ) Element is one of many documents that comprise the General Plan for Alameda County. "Environmental Justice" is defined in California law as the fair treatment of people of all races, cultures, and incomes with respect to the development, adoption, implementation, and enforcement of environmental laws, regulations, and policies. (Cal. Gov. Code, § 65040.12, subd. (e). The EJ Element is being prepared with consideration of the County's Safety Element, Community Climate Action Plan, and Housing Element updates which are all being updated or created in 2022 and 2023.

The geographic focus for the all the aforementioned plans is the unincorporated areas of Alameda County. However, the EJ Element focuses specifically on the 16 low-income census tracts within the unincorporated area that meet the EJ Element screening criteria. The development of the EJ Element and the implementation of the community engagement is guided by SB 1000 (Levy, 2016.)

The key topic areas from SB 1000, commonly referred to as "EJ Pillars" are:

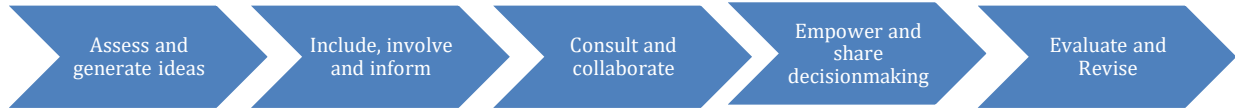
- Public Facilities
- Pollution and Air Quality
- Food Access
- Safe and Sanitary Homes
- Health and Physical Activity
- Civic Engagement

About the Community Engagement Plan (CEP)

Envirocom Communications Strategies, LLC (ECS) and Environmental Science Associates (ESA) worked together with the County's Community Development Agency (CDA) Planning Department and receiving input from Alameda County Public Health Department (PHD) staff, **to create and implement a community engagement plan to inform and involve the broad base of local stakeholders and community members in the preparation, adoption, and implementation of the Environmental Justice Element.** Envirocom partnered with Tiburcio Vasquez Health Center (TVHC), a well-known community-based organization (CBO) within the project area, to ensure greater success of reaching community members who might not otherwise participate in such planning and / or government endeavors, or who have been historically excluded.

This Community Engagement Plan (CEP) provides guidance for the EJ Element Project Team to ensure inclusive opportunities for local residents and others to be involved with the planning, development and implementation of the EJ Element. The CEP suggests public participation methods and strategies by which the EJ Element Project Team can receive input, coordinate engagement activities, and consult with the internal stakeholders and the public throughout the development and adoption process of EJ Element.

The strategies, methods and recommendations of this CEP incorporate the *spectrum of inclusive engagement* developed by International Association for Public Participation (IAP2), and additional public engagement models, along with the experiential success of the Public Engagement consultant to highlight best practices and techniques for the EJ Element and any other project serving the unincorporated areas.



The above chart is the Public Engagement Consultant’s outline of the process to achieve authentic and collaborative community engagement for this plan.

Priority Communities

Stakeholder participation and community involvement are essential to developing specific goals, policies, actions, and implementation programs in the EJ Element and ensuring that such are responsive to and prioritize the needs of disadvantaged communities. The EJ Element and the Community Engagement Plan focus on the residents and neighborhoods in 16 low-income census tracts in the **unincorporated communities of Ashland, Cherryland, Hayward Acres, and parts of San Lorenzo and Castro Valley**. These neighborhoods comprise the “Priority Communities” for the EJ Element.

The community engagement activities are intended to involve the Priority Communities in planning and implementing an EJ Element that responds to and prioritizes their needs in the context of the aforementioned “EJ Pillars.”

Goals

The goals of the EJ Element **Community Engagement Plan** are to:

- Establish best methods for public engagement and transparency in the Priority Communities.
- Create inclusive, familiar, and welcoming ways by which the public can actively engage in the public decision-making process.
- Inform stakeholders about the project, scope, schedule, and deliverables.
- Receive input on policy proposals, concerns, opportunities, and possible solutions from the people who live, work, or go to school in the Priority Communities.
- Consult with the Priority Communities throughout the process and empower them in the decision-making process.
- Coordinate and align community engagement efforts and receive input from internal County departments and affiliated organizations (Ashland Cherryland Healthy Communities Collaborative - ACHCC) to ensure efforts uplift and empower the Priority Communities.

Audience

The CEP is designed to engage and inform all members of the Priority Communities. There is an intentional focus on stakeholders in the project area who may not have engaged previously in such meetings or may have been excluded by the lack of inclusive strategies – such as language and geographic access.

Key categories of stakeholders include:

- The general public, including residents who live, work, and go to school in the Priority Communities.
- Black, Indigenous and People of Color (BIPOC) who represent historically underrepresented groups.
- Community-based organizations (CBOs) representing neighborhood groups, advocacy groups, and non-profit agencies.
- Business organizations, housing and community development organizations, rental housing organizations representing individuals who have business interests in the viability and livability of the Priority Communities and adjacent areas.
- Stakeholders addressed in the Stakeholder Engagement Plan (SEP) who primarily represent service providers and government-related organization.

ACHCC and Stakeholder Engagement Plan (SEP)

The Ashland Cherryland Healthy Communities Collaborative (ACHCC) is a group made up of County staff, various non-County agencies and community-based organizations (CBOs) that provide direct services to many in the Priority Communities. The group consists of many subject matter experts (SMEs) and direct service providers, affording the Project Team direct contact with and an opportunity to collaborate and consult with “on-the-ground” service providers with professional expertise regarding the Priority Communities.

Meeting frequently through the years, including during the pandemic, the ACHCC incorporates a topical group structure whose work ties directly to the work of the EJ Element. These topical groups are referred to as “buckets”. The members of the ACHCC Environmental Justice and Basic Needs “buckets” provide critical input, guidance, and expertise at key milestones as outlined in the Stakeholder Engagement Plan as prepared by ESA.

The Stakeholder Engagement Plan suggests the opportunities when the ACHCC EJ Bucket, the ACHCC Basic Needs Bucket and other community collaboratives, environmental groups or with local and state agencies such as the Bay Area Air Management Quality District and the California Air Resources Board AB 617 program should be engaged to help inform EJ Element development and ensure more inclusive voices.

SECTION I – Developing Engagement – Using Best Practices

The CEP document outlines key engagement activities for inclusive, equitable and accessible strategies. This document presents best practices and recommendations; highlights the lessons learned and the recommendations for future activities. The CEP summarizes community engagement strategies performed to date towards the development of the EJ Element. This document also identifies the roles of the Consultants, County staff and departments, CBOs and others for community engagement.

Establishing Equity and Inclusion

Equitable community engagement strategies must prioritize those segments of the community who are historically underrepresented in long-range planning processes. As a standard practice, equity-based public outreach and community engagement strategies should consider **language, geographic location, physical access, physical and spatial needs (such as equipment, meeting space), along with the income and racial diversity of the participants as a determinant of transportation, education, literacy and other resources available to the participants.**

In order to develop authentic and meaningful engagement recommendation and strategies, the Project Team examined the Priority Communities through various sets of data and observations to determine the discrepancies and inequities with community resources as opposed to those in other communities. Key findings show disparities in area income, community services, education attainment, language fluency transportation access and other resources are reflected in the Community Profile of the EJ Element. These disparities can greatly influence the outcomes of public participation. The CEP attempts to address obstacles to participation and engagement in the 16 census tract communities by ensuring equitable engagement and outreach with strategies that deliver inclusive and accessible public education, public awareness and public-input opportunities.

The following are some measures to establish a more equitable engagement plan.

Respond to Known Inequities

To engage in equitable planning, the Project Team should aim to:

- Build trust through regular engagement with front-line service organizations (e.g., by participating in groups like the ACHCC.)
- Secure the services of a trusted community-based organization to help with outreach and offer compensation for their help.
- Use the Community Profile and other data to identify inequities and define issues; then, proactively consult or collaborate with CBOs and others with existing expertise in the issue area. For example, if data shows that there is a food desert in a community, the Project Team may choose to work with organizations or consult on a community level with those groups that provide food distribution, or other solutions and engage the organizations in the discussions to identify solutions to include in the EJ Element.
- As the Project Team and consultant move on to other projects and priorities, work to ensure that the EJ Element policies are enacted, monitored, and reevaluated over time. As a result of this community engagement, it is possible that an informed group of community members and stakeholders will stand out who will be able to provide institutional memory, historical and sustainable knowledge from this process so that participants can continue to track and build upon the plan into the future. These individuals could form a group that engages periodically with the County to ensure accountability and continuity of the community priorities identified in the EJ Element.

Language Access and Accommodation

- English and Spanish are the predominant languages spoken in the Priority Communities. Any written promotional materials, public information, and educational materials for the EJ Element or subsequent projects impacting the Priority Communities should be created in Spanish and English. The ideal approach is to create a single product that shares the same information in both

languages. Alternatively, two separate products with the same information can be developed. Alternatively, a tagline can reference where readers can get information in another language, but it is considered a more equitable practice to have the two predominant languages equally emphasized on the same document.

- Spanish language interpretation should be standard for any public meetings (virtual, in-person, or hybrid) in the unincorporated communities. Custom has deemed the meetings to be in English with Spanish translation. But in some instances, when the majority of meeting participants have Spanish as their first language, the team should consider having the meeting in Spanish as the primary language and the interpretation in English.
- For future projects, the Project Team should evaluate current community conditions to determine need for language resources beyond Spanish and English.
- Any telephone information lines used for the project should have a Spanish-language option.

Lessons Learned and Best Practices:

- Build into the planning processes the inclusion of people with disabilities beyond American Disability Act (ADA) access.
- Build into the budget the services of subcontractors for language translation, ASL, and other accessibility measures to provide access to all.
- Establish early relationships with American Sign Language (ASL) interpreters who could attend meetings should the project receive a request for such services. Given services available in Alameda County, such as the School for the Deaf in Fremont, or Deaf Counseling Advocacy and Referral Agency (DCARA) in San Leandro, it would be prudent for team members to work with such organizations. (The County may also have resources available for contractors who provide ASL interpretation.) Similarly, establish early relationships with representatives of the visually impaired community so that they can be consulted with when designing meetings and materials.
- Provide *simultaneous* interpretation when possible. Simultaneous translation is done with earphones or other systems. In meetings # 1 and #2 translation was provided as *consecutive* interpretation – the English and Spanish done in tandem, one following the other -- because this is currently the only Zoom option that allows for callers using Zoom’s 800 number to hear the information in Spanish. Consecutive translation takes more time in a public meeting whether on Zoom or in person. Simultaneous interpretation keeps everyone moving along at the same pace at the same time.
- Plan for engaging youth, seniors, people with disabilities, non-English speakers, and any other distinct groups with the same timing as the outreach to all other groups and individuals.
- Investigate and have prepared vendors to assist with accessibility especially for virtual meetings.
 - For the visually impaired, there are assistive devices such as screen readers built into Adobe Illustrator and Word that can read a pdf and WordDocs while on computer.
 - To be more inclusive of the visually impaired, the Project Team should ensure that material posted to the website is done with the accessibility features activated.
- Have a small number of hard copies of presentations and handouts available. While the general practice is to conserve paper, for in-person meetings it is good to have a few handouts available in large fonts for those individuals who may need materials in that format.

- A disability advocate who participated in the EJ Element community meeting #2 shared with the team that Zoom is more accessible than other platforms and also shared that virtual meetings are more accessible and inclusive than in-person meetings.
- Use the close captioned tools available on different platforms to be more inclusive of those with hearing challenges. There are artificial intelligence services that will provide the closed caption and transcribe in real time the meeting.
- Include slides on how to access close caption tool should be part of the opening guideline or introductory segment of the meeting.
- Assign a facilitator for breakout sessions to work with visually impaired participants when needed. This person can describe what is being shown on the screen during actual meetings and allow the participant to engage with the meeting and the material provided.

Location

- Physical meeting locations must be accessible to all users, including ADA accessibility to the building and accessible displays, interactive exercises, and presentations.
- Physical meeting locations should be a place familiar to the intended audience, such as a community center, local park, library, or church that people are familiar with.
- Physical meeting locations should be central to the community and accessible via public transit, car, bike, or by foot. An equitable approach in determining a physical location for a meeting is to consider which components of a meeting would make it easier or harder for a person perceived to have the least resources to attend. For example, if choosing between two similar locations, an equitable lens would suggest planning the meeting at a site that is accessible by public transportation. It is more likely that a person with a car would be able to attend a meeting regardless of the site location. Additional considerations should also be given to walkability and public safety perceptions when choosing a site.
- In response to COVID-19 public health concerns, public behavior has shifted with regard to public meetings. Currently, many meetings and gatherings are being planned for outdoor locations such as parks, end of the street cul-de-sacs, and building patios. Some more traditional indoor spaces, such as larger community rooms, can provide opportunities for gathering while maintaining recommended social distance between participants.

Lessons Learned and Best Practices:

- Consider social connotations and connections when selecting a location because it could influence attendance. It is important to consider the positive or negative associations the community may have with specific spaces that can impact their decision to attend. For example, meeting places affiliated with local government or law enforcement, such as the Board of Supervisors' meeting chambers in Oakland or the County hearing room in Hayward, may not be perceived by all potential participants as welcoming or convenient spaces for community meetings.

Addressing Public Health, COVID, and Virtual Public Participation

A community engagement strategy must consider the impacts of current social events and public health concerns. As the project continues, the community engagement planning process must continue to evolve in response to the COVID-19 public health status.

At the start of the EJ Element project in 2021, there was little opportunity for safe in-person interaction or outreach. All the Project Team meetings and public community meetings were designed to be virtual. In Spring 2022, with fewer social restrictions in place, there was some in-person outreach for outside meetings and activities, including tabling at community events and attending a local health fair. In March 2023, the Governor’s Office mandated a return to in-person meetings for government agency meetings; consequently, the Project Team will adjust accordingly.

Lessons Learned and Best Practices:

- Virtual community meetings remained the norm throughout the development of the CEP and the community engagement for the EJ Element. Virtual platforms will continue to be used until the Governor or County Board of Supervisors mandates the return to in-person meetings for all County meetings.
- Given the reliance on smart phones and computers for the virtual meetings, community engagement must take into consideration the fact that some individuals do not have access to technological equipment, often called the “digital divide”.
 - Computer access is a barrier for many residents of the Priority Communities, but many do have smart phones. Directions to join meetings must include how to join by phone for both smart phones and conventional telephones.
 - The conventional phone number should be local to the project area or an 800 number.
 - It is important to remember that Zoom is not currently capable of providing concurrent interpretation options for participants using the 800 number.
- Given both the “normalization” of virtual meetings, and the continuing concerns regarding public health precaution, a large number of participants may wish to only participate virtually. Therefore, a recommendation is to continue offering virtual or hybrid meetings.
- Consideration for **Hybrid** meetings:
 - To help address the digital divide, the Project Team should work with local CBOs to find time / place to accommodate people who don’t have access to Zoom. A CBO could host a small gathering at their place with a shared big screen to facilitate participation. This is a strategy to employ with hybrid meetings or when some level of small group gatherings can be managed.
 - The Project Team (County leads) could seek nonprofits or community foundations for grants to support a lending library of tablets or other devices for participants to have access.
 - Additional facilitation support is needed during a hybrid meeting to monitor the activity on screen (in the “Zoom room”) while the key facilitator manages the physical room and incorporates the virtual activity.
- Make polling and surveying inclusive by also having “paper” copies available so that people who may not be able to participate in the electronic polling can later submit or mail responses. Surveys can also be distributed by the community outreach partners, requiring additional planning to digitize the data upon collection.
 - The County’s EJ Element Survey was created and conducted online using the Google Surveys platform. To facilitate survey participation, the Promotores conducted surveys on their individual smart phones while talking one-on-one with people during the outreach.
- Using a MURAL, MIRO, MENTI or other virtual interactive charting and documenting platforms. These virtual products mimic the use of poster sheets and illustration boards for individual prioritization, comments, dot exercises, etc. Because using the tool requires some skill with computers, individuals who are not familiar with the product may be hesitant to participate and

may become frustrated. Use by individual participants may have mixed results, but the tool can be easier for some participants to engage with when the interaction is guided by a team facilitator.

Specific to Meetings on the Zoom Platform

- The Project Team has used Zoom for public meetings throughout the EJ Element outreach process. Many participants are already familiar with the platform and it is easy to download and use by computer, smart phone, or standard telephone. There are a variety of packages and service levels that can accommodate varying sizes of audiences, allowing for hundreds to be on the platform if needed. At this time, the drawback with Zoom is that not all features are interchangeable or available with each the level of service. For example, the webinar level does not allow for breakouts; and the meetings do not allow for translation channel access for people using standard phone lines. In designing the meetings, the Project Team must think through all aspects of a meeting to make sure needs are covered and must check with Zoom for any new enhancements between uses.
- The County Team opted for consecutive language translation in its 2022 Zoom community workshops because participants who join via the 800 number cannot access Zoom translation channels for simultaneous translation. An alternative to consider if there is time and budget would be to have multiple meetings of the same subject matter (one in Spanish, one in English) to avoid missing phone participants.
- The facilitators and presenters must allow for time with a pause when working with consecutive translation format, so that the interpreter can translate for the group.
- As a standard during Zoom community meetings, “spotlight” speakers and interpreters throughout a presentation so that attendees can easily find and view them in the gallery.
- Assigning and dividing facilitation roles ahead of time helps a virtual meeting run more smoothly. Roles to consider include monitoring chat; admitting people from the waiting room; monitoring the microphone, camera, and chat for hate speech or other disruptive content; managing screen sharing; recording the meeting; providing chat tech support; uplifting participant comments from the chat, and running the poll.
- In a bilingual Zoom meeting, it is important to assign a team member to manage and monitor the Spanish Language chat.
- Playing music during the initial moments that a virtual meeting is open and people are assembling and viewing the title slides is welcoming and will help set the tone of the meeting.
- If “door prizes” are offered, consider including a “must be present to win” rule and announcing winners at the end to encourage people to stay for the full meeting.
- If utilizing a poll on Zoom, the Zoom manager should download the poll results before signing off. Poll results are not saved with the meeting.
 - Polling and other interaction throughout the meeting provides for good engagement.
 - If there’s time, allowing for commentary after the results are tallied might be helpful because it demonstrates validation of the poll and the individual’s involvement.

Promoting and Publicizing Public Participation Opportunities

The most successful community engagement happens when community members and other stakeholders are directly involved in designing the community engagement strategies. The first step is to collect information from community through interviews, assessments, and surveys. For the initial outreach, this early assessment was completed by meeting with members of the ACHCC and through initial community surveys. The information gleaned resulted in a set of recommendations for equitable community

engagement activities, listed below. In response to the COVID-19 pandemic, these recommendations take into consideration remote engagement best practices and public health adaptations.

Promotional and Meeting Materials

- Use inclusive, relevant messaging.
- Identify audiences and share information about why community members should be involved. Make the information relevant and communicate what's in it for the participant: why they should care and why they should participate.
- Create easy-to-understand and user-friendly outreach materials (e.g., meeting announcements, fact sheets, and PowerPoint presentations).
- Create materials in Spanish and English as a standard practice (see Language Access and Accommodation recommendations).
- Translate all promotional materials – electronic and hard copy – into Spanish.
- Send a “Save the Date” and other announcements at least 3 -4 weeks ahead of the meeting.
- Allow time for staff to review and provide input on all EJ Element materials before release.
- Distribute meeting notices and announcements electronically and in paper format. Paper flyers can be distributed at corner markets, small businesses, the library, etc.
- Follow up with the ACHCC member and other community partners who are helping with distribution and posting to remind them to do so by a certain time/date.
- Develop outreach strategies that are appropriate for different audiences. For example, develop strategies to connect with youth, youth service providers, after-school, and sports programs to share announcements and drop off materials. For seniors, work with local senior centers and homebound meal distribution programs.
- Consider using SMS text outreach to distribute information directly to individual’s phones. A San Lorenzo School District partner shared that text outreach is more effective than other outreach methods (like the Peach Jar newsletter) in that district.
- Develop a social media toolkit to make it easier for partners to cross-promote materials.
- Additional publicity and promotion tools that have been used by team members but to date have not been used for this project are:
 - Public info kit
 - FAQ and Fact Sheets
 - Kiosk / Graphic boards that can be used remotely to receive input.

Lessons Learned and Best Practices:

- Specifically with this project, messaging should include how this process will be different than other community planning processes because the community is frustrated with some of the previous County efforts, specifically around the pandemic recovery in the Priority Communities. In addition to the community pulse of the moment, the messaging is necessary to build credibility and trust, and demonstrates transparency.
- The County should be as transparent as possible about what is and what is not in scope of this and other projects and what residents can reasonably expect as outcomes.
- Connect the various pillars of EJ to real issues that the community experiences (such as concerns about employment or health, safety, asthma and air quality and timelines). Talking points that explicitly make these connections can help outreach workers, such as the Promotores, be more successful with involving hard-to-reach participants.

- Increase awareness and outreach with presentations, updates and workshops with established and existing County and government groups and committees such as Unincorporated Services Committee, Planning Commission, Municipal Advisory Councils, etc. These can be made more inclusive by sending meeting announcements and reminders to those stakeholders who are interested in the particular item – as opposed to having them have to track it. For example, when the EJ Element goes before one of these formal bodies, the Project Team can send an announcement to their GovDelivery EJ Project listserv. Likewise, if there is going to be a special hearing, consider the timing of the item to the extent possible – 1) the timing as in the placement on the agenda so that there is not a lengthy wait time while the board goes through “routine” items before the key topic is discussed; or 2) the timing of the meeting, as in the time of day, evenings generally being better than weekday mornings.

Collaborating with a Community Partner as a “Bridge Builder”

Engaging a community partner in local government outreach is an increasingly common strategy for inclusive engagement. A community partner is an organization that is familiar to, and works with, the focus audience and/or marginalized communities and has established community trust. Most often, the relationship is one of a community network provider, connector or ambassador for the project. For the EJ Element outreach, Envirocom partnered with Tiburicio Vasquez Health Center (TVHC) and their team of “Promotores”, or community-based health educators. The Promotores assist in establishing rapport with community members by meeting one-on-one with residents to bring new voices to the table. TVHC’s role not only provides local, on-the-ground- knowledge to the Project Team but bridges the Project Team with the community. The services of TVHC as a partner on the project are compensated. The standard practice is to compensate community partners for the knowledge and added value they bring to the project outreach.

Activities specifically of TVHC as the Community Partner with the EJ Element:

- Assist the Project Team with coordination and planning of outreach efforts to drive attendance at community meetings.
- Advise the County regarding cultural competency and appropriateness of an approach based on timing, community culture, and other factors unique to the Priority Communities.
- Assist with the development of some collateral material by reviewing for appropriateness and readability.
- Assist the Project Team with identifying locations and community activities to conduct community outreach for the project such as food drives, health fairs, or other gatherings.
- Assist the Project Team with coordination, planning and supporting of small group or local community meetings in the project area.
- Mobilize outreach workers including Spanish language speakers (Promotores) to share information with residents and stakeholders, and to translate and interpret (informally) materials through individual contacts and networks. Using door-to-door, community meeting places, etc.) or distributing information.

Lessons Learned and Best Practices:

- It is important for the Project Team to properly train and provide project background information to the Promotores or other outreach / ambassador workers to make sure that they understand the project and can represent it.
- Talking Points are a useful tool for anyone promoting a project, including the Project Team, Promotores, or community members.
- It is a best practice and a type of community benefit for the project to compensate or incentivize the work of outreach workers and partner organizations through a subcontract, grant funding, stipend, or gift cards.
- The Promotores established a method of conducting surveys on each of their smart phones. When they engaged with an individual, the Promotores collected the name and contact information of the individual, allowing TVHC to follow up with the person to remind and encourage the individual to attend the community meetings. Similar outreach strategies can be employed with “person-on-the-street” outreach and survey forms, or other electronic surveys.
- Providing the Promotores with TVHC gear (with caps, jackets and lanyards) brought credibility to their work and made them familiar to many, but we learned that at times such identifiers can cause concern. In the case of TVHC as the community partner, the organization manages a federally-backed health clinic. When the Promotores showed up to promote a community meeting at a health fair hosted at a physical site that is served by another clinic, the Promotores had to cover or remove all TVHC identifiers and clarify that they were not representing the TVHC Clinic but working on behalf of the County.
- Neither the TVHC staff nor the Promotores served in an official interpreter / translator role. Because of the technical nature of the subject matter, they declined that role and the Project Team brought in certified Spanish language translators.

Encouraging Participation and Connecting with Hard-to-Reach Participants

Outreach and Promotion

- Contact and work with faith-based organizations to inform members of their congregations and service area of the EJ Element project and the need for community involvement. Many churches provide direct community services and support, and some also engage in social justice activities.
- Collaborate with service providers organizations and faith-based organizations to “invite” or otherwise encourage participation of their constituents and patrons through direct contact, or participation in establish meetings and programs.
- Establish relationships with credible messengers (trusted individuals) from local organizations to serve as liaisons, ambassadors, or other types of connectors to encourage participation from desired audience.
- Collaborate with local organizations and request time on their agenda of one of their existing meetings.
- Request the local organization to help with the distribution of the information.
- Engage in “pop-up” and other activities that “meet people where they are” such as open houses, farmers’ markets, tabling, and participation in community festivals and events.
- Co-host outreach events with schools or merchant and business organizations.

For meeting preparation and participation

- Define the various audience / stakeholder interest groups and the best way to address.
- Design the meeting to address audience needs.
- Gather community input in phases – space the involvement over time (don't attempt to do too much in one meeting)
- CBOs may have staff who can serve as co-facilitators for the breakouts during the workshops. This allows for the CBO representatives to bring their local knowledge to bear in reviewing and co-developing materials.

Lessons Learned and Best Practices:

- For this project, we did not employ focus groups but designed segments of the community meetings to have breakouts to serve in that function and allow for individual responses to questions, concerns and expression of vision.
- Focus groups could be used in early assessments to test planning concepts and recommendations. Depending on desired input, the Focus Groups could consist of a mix of stakeholders, such as business operators *and* residents. Or a focus group could be held for just youth, residents, etc. Working with the ACHCC also served a focus group function.
- School outreach and food distribution sites are good contacts to distribute hard copy meeting announcements.
- Host individual meetings and focus groups.
 - With internal stakeholders
 - With community organization and individuals
- Make sure attendees know how the findings from the community meetings will be incorporated into the EJ Element.
- Canvass “door-to-door.” The Promotores canvassed their neighborhoods as part of their outreach efforts to encourage participation in EJ Element community meetings.
- Host public meetings in a town hall or community workshop format.
- Make arrangements for childcare and food for in-person meetings.
 - For evening and weekend meetings, it is a best practice to provide childcare. Childcare providers can be from other city or county departments who provide for childcare as their service, or from a CBO. There are also professional childcare services that staff public meetings and workshops. Project budgets should allow for the cost.
 - For on-site meetings, the physical space should accommodate childcare – in the same meeting location – such as the back of a large hall or an adjacent visible / audible room.
- “Door prizes” such as gift cards to local stores and vendors, tours of local facilities or coffee with local elected officials, ride on a Fire Truck or other items can be offered as incentives for participation.
 - In working with the Project Team, clarify the incentives and who will secure them.
 - Provide stipends and/or incentives to ensure equitable participation of frontline community members otherwise unable to volunteer their time, to generate robust and diverse community engagement.
 - Make sure the incentives and “door prizes” are not a gift of public funds.
 - Do not market door prizes as a “raffle” because of legal definitions of raffles.
 - Randomize the selection process.
 - Use local caterers or providers for catered food.
 - Use local CBO childcare providers (compensated)

Public Participation as a Community Benefit

Community benefits can result from authentic public participation and civic engagement. The benefits emerge and evolve through the involvement of community partners and the use of services from local vendors. As discussed, Best Practices call for the local expertise of community members and / or organizations. Depending on the level of their involvement, these entities can be considered as bringing a level of valuable expertise and knowledge to the Project Team that should be compensated through stipends, subcontracts, grants, continuing education hours or other methods to demonstrate value or their participation and contribution.

In addition, when possible, local vendors or organizations should be used for catering and refreshment, childcare, and translation of documents.

SECTION II – Implementation of the Plan Within the Scope of the EJ Element

Section I described the best practices and recommendations for public engagement for the EJ Element and Lessons Learned. Section II discusses the implementation of those activities within the context of the project Scope of Work and Schedule.

Community Meetings and Community Events

Community Meetings are key milestones for the EJ Element Community Engagement Plan. The Project Scope of Work calls for three Community Meetings leading to the adoption of the EJ Element. The initial meetings were designed using the assessment steps discussed earlier. As the meetings were held and community involvement evaluated, changes were made to enhance the strategies and activities to make the subsequent meeting more beneficial.

Community Meeting Objectives

1. Educate Priority Community residents about Environmental Justice. Demonstrate how EJ solutions can have profound benefits for social equity. Share baseline data on challenges and inequities in the Priority Communities.
2. Educate residents about the Environmental Justice Element and the opportunity to advance Environmental Justice solutions.
3. Enable residents to provide meaningful input into the creation of equitable solutions. Provide the opportunity to receive direct community input on the development of the EJ Element.
4. Discover community-preferred EJ actions, including those with the greatest local benefits for Priority Communities:
 - a. (i) address priority community needs and
 - b. (ii) build on community assets.
5. Share valuable EJ resources participants and their neighbors can access now.

Community Meetings Schedule	
<p>May 19, 2022</p>	<p>Project Introduction Meeting 1 – Virtual Meeting Format. Engagement Level: Public Information and Involvement. Attendance: Approximately 60</p> <p>This meeting introduced the EJ Element development process to the public and provided an opportunity for the Project Team to hear the initial reactions. Project team members introduced the Priority Communities and shared data about current conditions within the key EJ Element Topic Areas (EJ Pillars). The public provided input regarding their experiences living and working in the project area.</p>
<p>August 25, 2022</p>	<p>Presentation on EJ Conditions and Recommendations Meeting 2 – Virtual Meeting Format. Engagement Level: Public Information, Collaboration, Community Consultation. Attendance: Approximately 80</p> <p>This meeting was designed as an interactive workshop with breakouts. The Project Team presented concepts in for the “EJ Pillars”. This meeting provided an opportunity for the public to weigh on the initial draft concepts and the opportunity to validate whether the team had captured the ideas and desires previously shared by the community. The desire was for community members to see their ideas, opinions and other contributions reflected in the development of the draft EJ Element. Through the breakouts, the meeting provided an opportunity for participants to ask questions and share comments in a friendly small group environment.</p>
<p>May 25, 2023</p>	<p>Presentation on Final Plan Implementation Framework Meeting 3 – <i>Anticipated for May 25, 2023.</i> Virtual Meeting Format. Engagement Level: Consultation and Review. Attendance: <i>open to the general public</i></p> <p>This meeting will be designed to present the “Public Draft” of the EJ Element. There will be a review of key findings, policies and recommendations for each of the “EJ Pillars.” This will be an opportunity for community members to determine if the plan identifies the right actions and matches their vision for the Priority Communities. Following this meeting, the EJ Element will go through a series of public hearings and a formal adoption process with the Board of Supervisors.</p>
<p>May 2023 – September 2023</p>	<p>Formal Adoption Process Following the completion of the series of Community Meetings, the Project Team will submit the Final Draft of the EJ Element for formal approval and adoption to the County. The approval process requires several public information meetings and public hearings with County committees and the Board of Supervisors. <i>The anticipated boards and commission to hold meetings are:</i></p> <ul style="list-style-type: none"> ▪ Community Associations ▪ Unincorporated Services Committee ▪ Eden and Castro Valley Municipal Area Committees ▪ Board Transportation and Planning Committee ▪ Planning Commission ▪ Board of Supervisors

Outreach Tools and Purpose

This section discusses tools used to encourage public participation in the EJ Element process.

Tool	Purpose / Use	Lead	Timing / Schedule
Survey(s)	<p><i>To receive initial input from community about health and wellness issues that impact them to help guide the development of the EJ Element.</i></p> <p>Survey questions also used as polling questions for first community meeting.</p>	<p>ESA – Design of survey. Tabulation of results</p> <p>County – Electronic distribution</p> <p>TVHC – grassroots distribution</p>	<p>Project start through Community meeting #2 – August 25</p>
County Website	<p><i>To serve as a repository of project information and to provide a consistent source of information and transparency about the development EJ Element.</i></p> <p>Frequent posting of updates and announcements, meeting information, agendas, etc.</p>	<p>County CDA collaborated with County webmaster.</p> <p>Information provided by County, ESA and Envirocom.</p>	<p>Duration of the project</p>
Social media and Media Toolkit	<p><i>To standardize the look and style of outreach information for use by the Project Team, Community Partner, community activists, etc.</i></p> <p>Templates for partners to share on social media (Facebook, Twitter, Instagram, email).</p> <p>Press release or background sheet suitable for reuse in neighborhood newsletter and calendar announcement.</p>	<p>County to circulate through Gov Delivery and partner agencies, and post on County website.</p> <p>Envirocom to distribute and make available by request.</p>	<p>Start 4-6 weeks before a community meeting and post updates frequently.</p>
Community Events <i>Example: health fairs, festivals and food distribution programs</i>	<p><i>To reach people directly in the project area who are likely to have firsthand knowledge of conditions and needs.</i></p> <p>Person-to-Person opportunity for surveys, distribution of promotional materials, etc.</p>	<p>TVHC to be the “person on the street” for specific events the Promotores can attend.</p> <p>ESA, County and Envirocom to provide materials</p>	<p>Duration of the project.</p> <p>4 – 6 weeks prior to a community meeting</p>
Poster / Flyer	<p><i>To promote the Community meeting(s).</i></p> <p>Made available through the</p>	<p>ESA or Envirocom to design.</p> <p>County to approve and to print.</p>	<p>4 – 6 weeks prior to a community meeting</p>

Tool	Purpose / Use	Lead	Timing / Schedule
	<p>website, social media tool kit or via request.</p> <p>A tangible product to be distributed to libraries, community centers, etc. To be posted in key places like announcement and community boards.</p>	<p>Circulate by mail or drop-off.</p>	
<p>Fact Sheet / info Sheet</p> <p>Talking Points</p>	<p><i>To provide background information on the EJ Element, subjects covered, schedule, meetings, etc.</i></p> <p>A tangible paper copy to be left at libraries and other community gathering places that people can take as a reminder or to have more information.</p> <p>Also, to be used by Promotores as talking points and distributed by the Promotores</p>	<p>ESA and Envirocom to design</p> <p>County to print</p> <p>Promotores to distribute</p>	<p>4-6 weeks prior to a meeting</p>
<p>Government / Community Events-Meetings:</p> <ul style="list-style-type: none"> ▪ Eden Area and Castro Valley Municipal Advisory Councils (MAC) ▪ Planning Commission ▪ Unincorporated Services Committee ▪ Board of Supervisors 	<p><i>To bring the EJ Element draft to the various community and elected leaders for comment and eventual approval.</i></p> <ul style="list-style-type: none"> • Opportunity for further engagement to hear from community members and for the Project Team to clearly present the plan, and to inform decision-makers about the project. Receive comments and recommendations from the public and from decision makers. 	<p>County sets meeting dates and requests space on agendas.</p> <p>ESA and/or Envirocom to participate as outlined in contract.</p>	<p>Final phase of the project. Takes place after Community Meeting #3</p>

Summary of Implementation to Date for Public Information and Engagement

To generate public interest in the project and to encourage public participation and attendance, the Project Team performed or implemented the following for publicity, promotion and outreach for Community Meetings 1 and 2. These activities will be reviewed and enhanced or modified for Community Meeting 3 based on feedback to earlier outreach and lessons learned.

Category	Task	Responsibility
invitations/ reminders	<ul style="list-style-type: none"> • Design graphic suitable for invite, poster announcements and flyers and other materials • Virtual invites • Emails to individuals and CBO/s • Distribution at key sites and gathering places. • Create and manage a meeting registration link. • Social Media Posting 	<p>Envirocom and ESA for flyers/ invitations for community meetings.</p> <p>ESA for zoom link and manage registration process.</p>
Promotion and Publicity	<ul style="list-style-type: none"> • Use materials created for the Tool kit. • Distribution of Press Release and Calendar announcements and emails through the various outlets and products listed below: <ul style="list-style-type: none"> • Local Community newspapers (CV Forum, East Bay Times, Tri-Valley Voice, South County POST) • Social media requests to partners (Planning does not have its own social media accounts) <ul style="list-style-type: none"> • Facebook • Instagram • Twitter • Next Door • County Website (Planning) • Post a link back to the County or share information on CBO partner sites. • Residents/Neighborhood Groups /HOA • Include images / copies of flyers with registration link. • Info on Websites and Newsletters <ul style="list-style-type: none"> • Community Partners: example, Reach ASHLAND, My Eden Voice, Tiburcio Vasquez, etc. • Local libraries (Castro Valley, San Lorenzo) • GovDelivery 	<p>Envirocom with County Staff approvals and coordination</p> <p>Press releases provide project details and meeting information. Calendar announcements are brief with date, time, and brief description of event to be used in a publication community calendar or on-line media list of upcoming events.</p> <p>Social media kit includes photo or graphic with heading, all relevant links, and a shareable/ post able blurb about whatever action item the post relates to, e.g., promoting the survey, a meeting or other action.</p> <p>Envirocom post to social media accounts.</p> <p>County Staff will work with County Website and ACHCC community partners.</p> <p>County to send out Gov Delivery info and maintain the list</p>
Preparation / Materials (for an on-site, person to person meeting)	<ul style="list-style-type: none"> • PowerPoint presentation • Agenda • Sign in sheets (attendance / more info.) • Poster Boards, Maps, other materials • Flyers • Surveys 	<p>ESA and Envirocom</p> <p>County Staff to Review</p>
Preparation / Materials (for virtual	<ul style="list-style-type: none"> • Attempt to track RSVPs through registration. 	<p>Envirocom</p>

Category	Task	Responsibility
platform meeting)	<ul style="list-style-type: none"> Use appropriate platform for access and desired outcomes (Zoom, Web, Google Hangout, Skype, GoToMeeting, etc. for group. Mentimeter, PollEverywhere, etc. for participation tools. Various benefits to different ones). Develop surveys and agenda to be posted during the meeting. PowerPoint presentation Agenda Survey and Polling question and plan ahead for when / how they will be integrated into the meeting. 	County and ESA
Community Outreach/ Speaking Engagement	<p>Individual Community Leaders, “Connectors” and Promotors to go door-to-door or to various HOA and organizational meetings to share information. Some of this outreach is random “man-on-the street”, some will be invitation to various meetings.</p> <ul style="list-style-type: none"> CBOs Residents / Homeowners Associations TVHC 	<p>Envirocom in collaborations with TVHC,</p> <p>County Coordination with ACHCC</p>
Follow-up after each meeting	<p>Send an update to all program participants. Send a “thank you” email with next steps</p>	<p>County to send using GovDelivery system.</p> <p>Use registration list for County Staff to send email (with input from Envirocom/ ESA on content and next steps)</p>

Evaluation

There is no one-size-fits-all approach to identifying effective community engagement methods. The strategies and activities must be tailored to the community. Following each community meeting and other key activity, the Project Team and the Public Engagement consultant should evaluate the success of the strategies and tools used and prepare for any changes. The activities will be refined as needed to engage, inform, consult and receive input from the public. Some evaluative questions to determine the success follow:

Measures of Success

- Did the activity meet the objectives and goals? Did activities yield the expected outcomes or present something different?
- Were the tools and strategies appropriate? Do the tools and strategies need to be changed?
- How did equity apply to and / or appear in the process?

- What tools and metrics can be used to track and ensure progress and success? Are the outcomes specific, measurable, achievable, relevant and timely (SMART)?
- Were partnerships formed with affinity and affiliation groups from the individual community members or from community groups that represent various ethnic groups, youth, seniors, etc. within the project area, or who serve in the project area?

Evaluation Metrics

- Number of stakeholders reached via outreach
- Number of stakeholders who attended meetings.
- Number of social posts and engagement (example - hashtag “Eden Area” or “EJ Element”)
- Number of materials distributed.
- Number of visits to website
- Number of survey participants
- Indication of # of residents not usually involved becoming involve?
- Who responded to the survey? Who attended the meetings?

Stakeholder Resources

The following are some of the resources and organizations that were contacted or considered in order to implement the outreach effort.

Meeting and Assembly Locations - familiar to residents, easy to access via public transit.

- Castro Valley Public Library, 3600 Norbridge Ave, Castro Valley
- Cherryland Community Center, 278 Hampton Rd, Hayward
- REACH Ashland Youth Center, 16335 E 14th St, San Leandro
- San Lorenzo Public Library, 395 Paseo Grande, San Lorenzo
- San Lorenzo Village Community Hall (Village Homes Association), 377 Paseo Grande, San Lorenzo
- Eden United Church of Christ / Padres Unidos, 21455 Birch St, Hayward
- Edendale Middle School, 16160 Ashland Ave, San Lorenzo

County Partners, Community Organizations, Associations and Groups

- 4C's of Alameda County
- Alameda County Community Food Bank
- Alameda County Deputy Sheriffs' Activities League
- Ashland Community Association (Hayward Acres)
- Ashland Market Place
- Castro Valley / Eden Area Rotary Club
- Cherryland Community Association
- CV Chabot Parents Club
- Eden Youth & Family Center
- Hayward Area Recreational District (HARD)
- Hope 4 the Heart
- Kiwanis Club of Hayward-Castro Valley
- La Familia
- My Eden Voice
- Our Safehaven
- Padres Unidos – Castro Valley High School
- Padres Unidos – Cherryland
- CV Sanitary Zero Waste Committee
- Castro Valley Soccer Club
- Deaf Counseling Advocacy and Referral Agency (DCARA)
- Eden Area Chamber of Commerce
- Eden Area COVID-19 Vaccine/Testing Sites
- Eden Area Food Distribution Sites
- Eden Area Village
- Eden I&R (Information and Referral)
- REACH Ashland Youth Center
- San Leandro Village Association
- San Lorenzo Little League
- San Lorenzo High School PTSA
- San Lorenzo Unified School District
- Spectrum Community Services
- Tiburicio Vasquez Health Clinic
- Vietnamese Buddhist Youth Association of Chanh Hoa
- Village Connect
- YMCA East Bay

Schools

- Arroyo High School
- Brenkwitz Continuation High School
- East Bay Arts High School
- Edendale Middle School
- Castro Valley High School
- KEY Academy Charter School
- KIPP King Collegiate
- Redwood Christian Middle School / High School
- San Leandro High School (Social Justice Academy)
- San Lorenzo High School
- Silver Oak High School

Faith-based Organizations

- Alameda Interfaith Climate Action Network (East Bay Working Group - Maryknoll Fathers & Brothers, St. John the Baptist Catholic Parish, San Lorenzo Community Church)
- 3-Crosses Church
- Eden United Church of Christ
- First Presbyterian Hayward
- Heart of the Bay Christian Center
- New Life Christian Fellowship
- New Life Christian Church

EXAMPLE of MATERIALS

Copies of all documents and publicity materials can be found at the project website:

<https://www.acgov.org/cda/planning/generalplans/engagement.htm>

Attendees will be entered to win a Walmart Gift Card!

Please Join Us!

**Thursday
August 25, 2022
6:30 - 8:30 pm**

Environmental Justice VIRTUAL COMMUNITY WORKSHOP #2

This interactive virtual meeting will be on Zoom. Join us by computer, tablet, or phone. Please use this QR code or Zoom link to register for this meeting.

Environmental Justice is the basic right of all people to live, work, play and learn in a healthy and clean environment.

WHAT IS THE PROJECT?

Alameda County is working with the public to develop Environmental Justice policies that prioritize the communities of Ashland, Cherryland, Hayward Acres, and parts of San Lorenzo and Castro Valley.

GOAL OF WORKSHOP #2

Your Voice Matters! This interactive workshop will explore issues and solutions to:

- Reduce pollution
- Improve access to healthy food and recreation
- Promote safe homes and neighborhoods
- Enhance civic engagement

Workshop #1 Presentation and Recording

Please take the community survey to help us understand the environmental justice issues you care about most.

For more information or to contact us, visit:
www.acgov.org/cda/planning/generalplans/Env-Justice-of-General-Plan.htm
Contact:
Alameda County Planning Department Phone: 510-670-5400