



Planning Department

## **Adeline Corridor Plan Outreach Survey: Summary of Responses**

January 31, 2015

68 survey responses were received at the Community Forum held on January 31, 2015 at the South Berkeley Senior Center and by mail and email. These responses are summarized below.

### **1. What is the best way to reach you to provide information about the project?**

- Email: 65
- Posted Notices: 22
- Mail notices to houses: 9
- Flyers: 11
- Text Messages: 6
- Phone: 1

### **At what locations should notices and flyers be posted?**

Note: If more than one respondent noted a particular location, the number of times it was written in appears in parentheses appears after the location.

#### **Public/Community Spaces**

- Local churches (11)
- Ashby Bart (6) – on platform, at Flea Market
- Local schools (3) - Malcolm X, at PTO meetings
- Malcolm X library (3)
- Farmer's Market (3)
- Black Repertory Theater (2)
- Frances Albrier Community Center
- Lorin Station
- Community programs
- Head Start on California
- Ed Roberts Campus

#### **Specific Businesses**

- 44 (3)
- Sweet Adeline (2)
- Berkeley Bowl (3)
- Alchemy Café
- Wing Stop
- Nick's Lounge
- Biketopia

#### **General business suggestions**

- Black-owned businesses (2)
- Barbershops
- Corner Stores
- Restaurants
- Coffee shops

#### **Web-based suggestions:**

- Berkeleyside.com (4)
- City of Berkeley Website (3) – make it an interactive online space to post developments, progress reports, opinions/ feedback on a regular basis, include a “library” of information.
- Social Media (4) - Twitter, Facebook/create an Adeline Corridor Facebook page
- List serves (4) - Bordertown, South Berkeley Neighbors, Lorin District Neighborhood Association
- NextDoor app/online network (2)
- Online collaboration tools
- City Council minutes

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**2. How would you like to participate in the development of the Adeline Corridor Plan?**

- Attend workshops: 61
- Office hours with staff: 49
- Complete surveys: 50
- Serve on Community Advisory Group (9)
- Focus Group/Stakeholder group (6)
- Help pass out fliers (3)
- Small group meetings with specific neighborhood groups (3)
- Serve as a connection to/ representative of other groups (3)
- One-on-one interview (2)
- Review draft plans and provide comments, help develop strategies to prevent displacement

**3. What would make it easier for you to participate: events/meetings on Saturdays (morning and/or early afternoon) or weekday evenings? If you answered “weekday”, which day is best?**

Weekdays:

Time	Mon	Tues	Wed	Thurs	Fri
Afternoon (Any – 1)	2	1	1	2	2
Evening (Any – 9)	13	8	11	13	5

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Weekends:

Time	Saturday
Morning	25
Afternoon	8
None specified	Saturday: 22 Weekends: 11

**4. What are your ideas to help get the word out about the planning process?**

**Groups to reach out to:**

- Neighborhood associations (2)
- NAACP (2)
- South Berkeley Neighbors
- Lorin District Business Association
- Cal Students and alumni (Haas business majors, architects and urban planning students)
- Oakland residents on the border and Oakland government staff
- Poor People’s Magazine (get their thoughts on gentrification)
- Business Owners
- Youth Spirit Artworks
- AABPCN
- Commissions
- People who have been here 20+ years
- BUSD
- Homeless individuals
- Berkeley Drop-In Center clients

**What are your ideas to help get the word out about the planning process (cont.)?**

**Strategies:**

- Door-to-door, word of mouth organizing/direct distribution of flyers (9)
- Outreach at block parties (2)
- Enlist community “champions.” Get the vocal critics of lack of outreach to work on the outreach effort
- Have landlords in the neighborhood or the Rent Board send notices to tenants in the neighborhood.
- Use a youth summer employment program to flyer homes and speak to neighbors
- Billboards

**Suggestions for meetings:**

- Regularly set meeting times in advance so we know when and can plan to be there, like a regular Planning Commission meeting time.
- For evening meetings, having dinner available for purchase and childcare/children’s activities would make it easier.
- Provide food.

**Types of Events:**

- Weekend meetings outdoors (lot near Ashby Flea Market, Berkeley Bowl parking lot);do on-street meeting, set up a big tent, chairs, audio, etc, right out on Adeline.
- Adeline Yoga Studio can host small group meetings and office hours.
- Food truck event
- Walking tours with community members
- Neighborhood meetings

**5. Other Comments?**

Full text of sorted comments can be found in Attachment A.

## **Attachment A: Written Comments by Subject**

### **Gentrification:**

- Provide stipends for neighborhood youth to canvass the neighborhood and ask about people's concerns and vision for the neighborhood.
- Identify resident planning liaisons to organize their block/constituents
- Work with existing community orgs in neighborhood – SBUDC, Black Rep, Junteenth planning committee, Ashby Flea Market.
- Please form a formal subcommittee to study/recommend responses as to maintaining, fostering ethnic and economic diversity.
- We absolutely need to maintain non-profits and residential services so they are not replaced by retail that doesn't serve current residents.
- My primary concern is to find ways to stop the negative effects of gentrification – to stop the decline in numbers of African American residents. We need low-cost housing, support for locally owned businesses.
- Talk to Majora Carter, Urban Revitalization Strategist, about fear of gentrification (2)
- Get UCB Students (Karen Chapple) to analyze neighborhood for how to address potential gentrification and displacement.
- Create a robust "library" online including studies, presentations, and other background material on related topics especially around gentrification and preserving affordability, as this appears to be the greater concern. It should be addressed clearly and transparently.
- My concern is affordable housing – we need more of it, not more gentrification, and to preserve residential neighborhood, and existing housing.
- Focus on challenges relative to vacancy rates.
- Stop using the national gentrification playbook!
- Do not destroy what is here.
- Awesome effort. Don't be put off by the naysayers. Gentrification is an economic phenomena that the city cannot stop.
- Diversity and a proud home for African American families and individuals.

### **Comments on existing outreach:**

- I didn't receive a flyer or any mail about this meeting. I found out online on "NextDoor.com" and Berkeleyside.
- You probably need to work harder to publicize the meetings. I only found out yesterday on Berkeleyside and I live on Ellis Street!
- Please take into account that not all community members—especially seniors—don't have email. Door-to-door, posting in visible community areas- on businesses, telephone poles, etc must be utilized. Emphasis, sensitivity to and outreach to residents of color and seniors. We need to make sure this is an inclusive process. If a concept like the Community Action Teams could be revitalized for this project that would help ensure the word gets out in an equitable way.
- Mail to every household in the neighborhood to reach people who don't have the leisure to attend meetings like this or pet interests to promote.

### **Other suggestions for the Adeline Corridor Plan:**

- Improve bike access to BART
- Parking at BART
- Extend Sunday Streets to Adeline

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- Diversify OED staff
- Seek meeting with staff re: Adeline Bezueen Essex + Emerson
- Protected bike lanes
- Streetscape, taller buildings are essential
- Remove flea market
- Develop vacant lot at MLK/Adeline near BART into gardens or playground or affordable housing
- Please replace the street light in front of BUSD Center on Adeline between Ashby and Russell – it is dark in that area for folks walking from BART.
- Pictures are worth a 1000 words! Have a list of general goals to measure specific ideas against.
- My residency has been for 60+ years. I have been seen the area in its best, in between, now I am waiting to see what will come of this project.
- I would like any developments to be beautiful.
- We need to make a concerted effort to hire locally from the community and hire the black community, and to do so we need to provide rehab and training so that people are ready to do the work. Both at the skilled and managerial levels, and at the semi-skilled, the electricians and unskilled (the people doing the farm work and steel work for concrete). We need to be able to provide the funding so the young members of this community can find the value in honest work and it needs to be in their hands so we can give them a future work. We cannot have contractors from far away come in to do this work.
- I strongly advocate that the majority of landscaping in any new project be done in local native plants. Not only do local natures provide a sense of place, but they're very environmentally and economically forward looking. They evolved here, so they're adapted and require little to no water and little to no care once established. In a drought-stricken state, and in a time when extra money for sprinkler systems could certainly be put to better use, the choice is easily. Finally – and this is my favorite point—native plants provide habitat for diverse bird and pollinator species. Tired of crows and pigeons? Plant buckwheat, manzanitas, and lupines and get ready to see olive sided flycatchers, warblers, and the black phoebes. Colony collapse disorder threatens honeybees, native pollinators are the Plan B. Monarch butterflies are similarly threatened, and are dependent on milkweed plants only. We could literally have a monarch butterfly rest stop, instead of the same petunias and pittosporums thoughtlessly planted by gas stations and strip malls everywhere. We have to plant something; let's make it count.
- I am beginning development on a community project honoring the life of William Byron Rumford. The initial focus of the project is the block of Sacramento Street between Ashby and Julia, where Mr. Rumford had his pharmacy. My hope is to use that as a springboard for a broader community engagement project around housing and gentrification, given Rumford's legacy around the Rumford Fair Housing Act. I would love to discuss ways to coordinate my efforts with the City's efforts to help create positive spaces to dive deeply into the hot-button issues around race, housing and displacement at the core of this process and at the heart of the change that is already happening here.
- My biggest concerns are: preserving the cultural income and household diversity by maintaining and expanding family affordable housing, reusing street and parking spaces for parks and ped uses, ensuring long time and low-income residents have an oversized voice in setting the vision for the neighborhood. We should build on the rich cultural history of the neighborhood. Look into finding a way to engage former residents (people who lived here, but left, especially African-American) to learn why they left. Re-establish the Community Action Team.
- What's most important to me is the quality of any new construction. The neighborhood lost beautiful old homes when BART was constructed. One of the things that makes the neighborhood walkable and viable for longtime residents in older homes is the availability of grocery stores, drug stores, and a Laundromat (Washingtown). Don't lose sight of basic resources in favor of trendy restaurants and retail.