

# SAN PABLO AREA REVITALIZATION COLLABORATIVE (SPARC)



## NEIGHBORHOOD SNAPSHOT



**Children born in West Oakland and the San Pablo Avenue Corridor live 14 years less than children in the Oakland Hills**



**83% of residents are people of color and 55% of residents are between the ages of 19 and 55**



**34% of residents live at or below the poverty level**



**31% of residents have an associate, bachelor or graduate school degree**



**75% of residents rent their home and 57% of those residents spend more than 35% of their income on rent**



**High blood pressure (HBP) is one of the top reasons for visits to the emergency room visits**

\*Data gathered from American Community Survey 2013, Alameda County Public Health Department data and [www.healthneedsmap.org](http://www.healthneedsmap.org)

## SPARC HEALTHY NEIGHBORHOODS

Decades ago, the San Pablo Avenue Corridor was a largely African-American neighborhood with a thriving business, music and cultural scene. Years of disinvestment in housing, schools and jobs have resulted in abandoned housing and vacant land and a neighborhood more often associated with crime than its rich history or its arts and community assets. Oakland is undergoing rapid changes that include new economic development and rising housing prices. These changes bring both opportunities and risks for the Corridor's neighborhoods, attracting new investments but also creating economic pressures for low-income residents.

Formed in 2014, the San Pablo Area Revitalization Collaborative (SPARC) is working to improve the Corridor neighborhoods for the benefit of long time residents. The partnership is dedicated to improving health and wellness for 8,000 residents living near and along 1.5 miles of the San Pablo Avenue Corridor and the two surrounding neighborhoods in West Oakland.

## SPARC CORE PARTNERS

The partnership is made up of neighborhood-based organizations, government agencies and residents. SPARC is backed by funding from Citi Foundation, the Low Income Investment Fund and the Federal Reserve Bank of San Francisco. The partners have created a five-year action plan to improve community wellness, safety, jobs and affordable housing in the Hoover and McClymonds neighborhoods. The core partners include:

Alameda County Public Health Department, City of Oakland, East Bay Asian Local Development Corporation, East Bay Housing Organizations, Federal Reserve Bank of San Francisco, Healthy Communities Inc., LifeLong Medical Center, People's Grocery, St. Mary's Center and community residents, Amana Harris and Lena Toney.

## SPARC Will Measure the Success of the Partnership By:

1. Improving resident self-reported well-being
2. Reduced ER/hospitalization rates
3. Increased resident participation and leadership
4. More affordable housing units
5. Less residents leaving the neighborhoods because of housing cost
6. More friendly, community spaces
7. Less blighted houses, parks, streets and medians
8. Diversity of voices and partnerships
9. Increase in resident desired businesses
10. Increase in good paying, local jobs

# 2020 SPARC COMMITMENT & ACTION AREAS

SPARC members have identified four areas and eight actions the partnership will work together to implement over the next five years. SPARC will build on neighborhood assets and work to create healthier residents, community and housing, economy and partnerships in the Hoover and McClymonds neighborhoods. SPARC believes it will take many hands to achieve success and looks forward to figuring out with you how we can work together.



## HEALTHY RESIDENTS

### **ACTION 1: Reduce ER and hospital visits by residents with high blood pressure.**

Hospital and ER visits are expensive and they're not the best source of care for chronic disease. Access to a primary care doctor and a safe environment can support healthy living and improve chronic conditions like high blood pressure. SPARC partners will work with residents who have or are at risk of having high blood pressure and connect them to neighborhood clinics, healthy foods, exercise and health education.

### **ACTION 2: Recruit and train volunteers to help revitalize the San Pablo Avenue Corridor by implementing community projects and events.**

The more residents know each other and make decisions together about their community, the more opportunities there are to create a healthier, safe neighborhood. SPARC will host leadership academies and resident-led campaigns to transform the San Pablo Corridor as well as annual community cultural events and beautification projects.



## HEALTHY COMMUNITY & HOUSING

### **ACTION 3: Improve safety in the San Pablo Avenue Corridor by reducing blight and improving streets, parks and abandoned land.**

Properties filled with trash, broken equipment or even overgrown plants can attract crime and leave the community feeling unsafe and neglected. SPARC will target blight and implement low-cost and creative projects that improve the neighborhood and bring residents together.

### **ACTION 4: Increase affordable housing units and reduce the number of residents who have to move because they can't afford rising rents.**

Access to safe, quality and affordable housing can improve health because it reduces all kinds of stress, including mental, physical and financial. Oakland's rising housing costs are pushing some long-time residents out of the neighborhood. SPARC will work with housing developers to create at least 175 units of new, affordable housing. SPARC will also connect residents feeling the pressures of rising rents to supports and work to get more legal protections for renters.



## HEALTHY ECONOMY

### **ACTION 5: Create a thriving main street atmosphere on the San Pablo Avenue Corridor by supporting local businesses and resident entrepreneurs.**

Healthy communities have lots of retail choices and can create good paying jobs for residents. Easy access to retail, services and amenities like healthy food, health care and everyday necessities keeps money and jobs in the neighborhood. SPARC will recruit new businesses to the Corridor and will host one-day community market events to stimulate business activity, strengthen existing businesses and bring more people to the neighborhood.

### **ACTION 6: Establish local opportunities for residents to get good paying jobs, have access to job training and improve their financial health.**

Good jobs contribute to better overall health because good paying, stable jobs allow people to earn enough money to pay for their housing, healthy food, and basic needs. And be able to save money and prepare for the unexpected. SPARC partners will work together to help residents have the opportunity to earn a living wage by getting the training supports needed to succeed in the workplace and helping them connect to financial programs and services that will help them save and protect what they earn.



## HEALTHY PARTNERSHIPS

### **ACTION 7: Recruit more leaders and raise the funds needed to implement the San Pablo Corridor action plan.**

Meeting our goals will take many hands and will require financial resources. SPARC core partners will recruit new organizations and more residents, raise money from private and government sources, develop materials to communicate what's happening, and publish an annual progress report to share progress.

### **ACTION 8: Partners track their impact and results.**

Collecting data and measuring results are an important part of making sure partners are getting the job done. SPARC will track data and share results around the measures of success and publish annual reports.

**We need your partnership and support! To get involved with SPARC or to learn more information please contact: Romi Hall at [rhall@ebaldc.org](mailto:rhall@ebaldc.org) or (510) 606-1832.**