A New Era: Next Steps

This is just the beginning of a new era in Oakland. Now the long-term promise of good jobs must be realized, proving there are agreements on paper to actual work on the ground. In the coming months, Revive Oakland will be rolling up our sleeves to make the jobs resource center real and to establish the community oversight commission for the project. The Coalition will also be turning our attention to the Port of Oakland, to ensure a similar set of jobs standards for their portion of the former Army Base land.

Construction is scheduled to begin in summer 2013, starting with the infrastructure work on site and set to last for about seven years. Warehouses are expected to be built and operational in 2017. Future jobs will include:

- **CLEANUP AND INFRASTRUCTURE**: Demolition, environmental cleanup, and infrastructure construction like roads and utilities.
- **NEW CONSTRUCTION**: Construction for new warehouses, offices, and a break-bulk facility serving the port.
- **PERMANENT OPERATIONS**: Warehouse operators, forklift drivers, package handlers, mechanics and clerks.
- **RELATED INDUSTRIES**: Expanded need for truck drivers and dock-related jobs like crane operators.

For more information, call 510-893-7106 x329

Workingeastbay.org/reviveoakland

Facebook.com/reviveoak

For the long term, Oakland has been plagued by high unemployment and lack of good jobs, accompanied by violence, failing schools and unstable neighborhoods. These problems are even more stark in communities of color in East and West Oakland.

Facing this reality, a broad coalition of neighbors, youth, unions and faith leaders came together under the banner of Revive Oakland! to ensure that Army Base jobs are quality jobs and that Oakland residents have pathways to access them.

A Brighter Future for Oakland Residents

- Half of the construction jobs will be for Oakland residents, a share of construction jobs will be for new people entering the trades, and all new apprentices will be from Oakland.
- Construction work will be covered by project labor agreements (PLA), which include job quality standards, and provide long-term career construction opportunities, including the first PLA in the City of Oakland and a requirement that all project developers sign such agreements.
- A living wage for every worker on the site and the nation’s first standard in the warehouse industry limiting the use of temps.
- Fifty percent local hire for operations jobs for the first time in Oakland and a jobs resource center in West Oakland so community members know where to access these jobs.
- Expanded opportunities for community members with criminal records by requiring that all employers not ask about criminal background on job applications.

For far too long, Oakland has been a place of high unemployment and lack of good jobs; accompanied by violence, failing schools and unstable neighborhoods. This is just the beginning of a new era!

A New Era: Next Steps

- **The Landmark Agreement for Good Jobs**
- Staff of construction jobs will be for Oakland residents, a share of construction jobs will be for new people entering the trades, and all new apprentices will be from Oakland.
- Construction work will be covered by project labor agreements (PLA), which include job quality standards, and provide long-term career construction opportunities, including the first PLA in the City of Oakland and a requirement that all project developers sign such agreements.
- A living wage for every worker on the site and the nation’s first standard in the warehouse industry limiting the use of temps.
- Fifty percent local hire for operations jobs for the first time in Oakland and a jobs resource center in West Oakland so community members know where to access these jobs.
- Expanded opportunities for community members with criminal records by requiring that all employers not ask about criminal background on job applications.
- A seat at the table for the long-term oversight and enforcement of these standards.

The agreement levels the playing field by making room for local workers who are qualified and want to work, creates opportunities for disadvantaged workers, and it’s the right thing to do.  
- Rachel Bryan, electrician and IBEW 595 member and Oakland native

The Coalition for Real Jobs & Healthy Communities

For more information, contact:  
For the long term, Oakland has been plagued by high unemployment and lack of good jobs, accompanied by violence, failing schools and unstable neighborhoods. These problems are even more stark in communities of color in East and West Oakland.

Facing this reality, a broad coalition of neighbors, youth, unions and faith leaders came together under the banner of Revive Oakland! to ensure that Army Base jobs are quality jobs and that Oakland residents have pathways to access them.
Roadmap to a Landmark Good Jobs Agreement

Building Broad Consensus Across Diverse Stakeholders

To understand the lay of the land, EBASE, ILWU International, Teamsters, and Change to Win mapped out the multi-party negotiations with the City and the developers, CCIG and Prologis, in both formal sessions and many 1-1 negotiations. The Coalition worked closely with Assistant City Administrator Fred Blackwell and stakeholders to negotiate binding agreements that would deliver on real jobs for Oakland. Allies at the Machinists union, ACCE, Building Trades Council, EBASE, Teamsters JC7, sat at the table with the City, the developers and other community organizations used their political capital to push for the entire platform with community members advocating for high quality jobs being an alliance-building project, leading to a consensus package of policies that was unanimously adopted by City Council. The process led by Council member Jane Brunner to develop a good jobs framework. What started as a contentious debate gradually became an alliance-building project, leading to a consensus package of policies that was unanimously adopted by City Council.

Negotiations: A team of Revive Oakland! representatives, including Urban Peace Movement, Alameda Labor Council, ACCE, Building Trades Council, EBASE, Transitus JC7, sat at the table with the City, the developers and other community stakeholders to negotiate bindings agreements that would deliver on real jobs for Oakland. Efforts at the Oakland union provided negotiations training and support. The Coalition worked closely with Assistant City Administrator Fred Blackwell who oversaw the multi-party negotiations with the City and the developers, CCIG and Prologis, in both formal sessions and many 1-1 negotiations. The Coalition worked closely with Assistant City Administrator Fred Blackwell who oversaw the multi-party negotiations with the City and the developers, CCIG and Prologis, in both formal sessions and many 1-1 negotiations.

BUILDING WIDESPREAD SUPPORT:

Organizations throughout Oakland came together in a multi-pronged campaign that drew broad support and ultimately led to this landmark good jobs agreement.

Taking Action to Hold Decision-makers Accountable

Organizing & Action: Community organizations, including ACCE and OCO, organized West Oakland residents to take action in the fight for good jobs. Everyday residents participated in shaping policy solutions, developing strategic messages, and working in concert with decision-makers. When thegoing got tough, residents gathered in community meetings, sent delegations to city hall, and visited the developer’s headquarters to express the importance of good jobs. Rank and file union workers, including UNITE HERE 2850 and UNITE HERE Local 6 members, stood shoulder to shoulder with community members at many of these actions.

Politics & Lobbying:

POLITICS & LOBBYING: Organizations from Revive Oakland! and Oakland Works participated in a year-long process led by Co-Director Zinan Brannan to develop a good jobs framework. What started as a contentious debate gradually became an alliance-building project, leading to a consensus package of policies that was unanimously adopted by City Council. The process led by Council member Jane Brunner to develop a good jobs framework. What started as a contentious debate gradually became an alliance-building project, leading to a consensus package of policies that was unanimously adopted by City Council.

POLICY DEVELOPMENT: The Workforce Collaboration, EBASE and others advocated positions in the wage-setting and construction trades, and the developer’s headquarters to express the importance of good jobs. Rank and file union workers, including UNITE HERE 2850 and UNITE HERE Local 6 members, stood shoulder to shoulder with community members at many of these actions.

INTERFAITH ORGANIZING: Clergy leaders, brought together through ICWJ and OCO, got their faith into action, publicly praying for decision makers in front of city hall and preaching from the pulpit on the importance of good jobs. In one weekend, more than 700 postcards were collected at congregations in support of Revive Oakland!’s efforts. Clergy leaders, brought together through ICWJ and OCO, got their faith into action, publicly praying for decision makers in front of city hall and preaching from the pulpit on the importance of good jobs. In one weekend, more than 700 postcards were collected at congregations in support of Revive Oakland!’s efforts.

VOTER OUTREACH: In Oakland, the Coalition distributed more than 10,000 postcards across the city, finding that 80% of the Coalition’s bottom line. The Coalition distributed more than 10,000 postcards across the city, finding that 80% of the Coalition’s bottom line. The Coalition distributed more than 10,000 postcards across the city, finding that 80% of the Coalition’s bottom line.

Media:

MEDIA: Through print, TV, radio, and online news outlets, the Coalition pushed out our message. Revive Oakland! changed the debate from “jobs or any cost” to “10,000 jobs, not just any jobs” and reduced the distance to focus on specific policy details, regarding logistics, that had to be closed. Individual leaders, like 20-year Urban Peace Movement leader Rayna Smith, shared their personal stories about the deadly effects of violence in their lives and the need for real opportunities to bring peace to our streets.

Organizations throughout Oakland came together in a multi-pronged campaign that drew broad support and ultimately led to this landmark good jobs agreement.

Understanding the Problems to Create Real Solutions

INDUSTRY RESEARCH: To understand the lay of the land, EBASE, UNITE HERE International, Transitus, and Change to Win mapped out the construction and logistics industry players as well as the current challenges for workers. The Coalition developed policies to address barriers like the “ban the box” policy and temp worker issues.

LEGAL SUPPORT: Building on past victories, crafting our proposals on the foundation of existing city policies for local hire, living wages and “banning the box.” The Coalition drew on the expertise of All of Us or None, East Bay Community Law Center, National Employment Law Project and others to shape these proposals.

INTERFAITH ORGANIZING:

INTERFAITH ORGANIZING: Clergy leaders, brought together through ICWJ and OCO, got their faith into action, publicly praying for decision makers in front of city hall and preaching from the pulpit on the importance of good jobs. In one weekend, more than 700 postcards were collected at congregations in support of Revive Oakland!’s efforts.

Outstanding around-the-clock legal support was provided by the Partnership for Working Families Community Benefits Law Center, analyzing drafts, and providing strategic arguments. Additionally, the National Employment Law Project lent their legal expertise, particularly regarding the “ban the box” policy and temp worker issues.

Organizations throughout Oakland came together in a multi-pronged campaign that drew broad support and ultimately led to this landmark good jobs agreement.

“Roadmap to a Landmark Good Jobs Agreement”

“Roadmap to a Landmark Good Jobs Agreement”

“I want Oakland to be in the news not because someone got shot but because Oakland is a very good place to live and visit. Having good jobs will make Oakland a better place.”

- Jessica Lopez, A 16 year-old East Oakland youth leader with the Urban Peace Movement

“I’m ready for changes that will help put our folks to work. As a former Army Base worker, I know how good jobs at the Base can feed our community.”

- Shirley Burnett, longtime Oakland resident since 1957, West Oakland leader with ACCE

“We are going to continue to be engaged in the project for years to come to bring good jobs to our friends and families and deliver on the long term promise of hope and opportunity.”

- Rev. Phil Lewis, Pastor at Israelite Missionary Baptist Church, East Oakland

Building Broad Consensus Across Diverse Stakeholders

COALITION BUILDING: At the core of Revive Oakland!’s success was a broadly shared belief that community, labor and faith allies together can make significant changes and can build a long term progressive movement for economic justice. Beyond the 12-organization steering committee, EBASE built a network of organizations, elected officials and clergy leaders that mobilized Oakland residents, and lent their policy expertise, mobilization capacity and political relationships to support the effort.

ADVOCACY AND ALLIANCE BUILDING: Organizations from Revive Oakland! and Oakland Works participated in a year-long process led by Co-Director Zinan Brannan to develop a good jobs framework. What started as a contentious debate gradually became an alliance-building project, leading to a consensus package of policies that was unanimously adopted by City Council. The Coalition worked closely with Assistant City Administrator Fred Blackwell who oversaw negotiations with the City and the developers, CCIG and Prologis. The Coalition worked closely with Assistant City Administrator Fred Blackwell who oversaw negotiations with the City and the developers, CCIG and Prologis.

Politics & Lobbying: Many organizations, including ACCE, Alameda Labor Council, Building Trades Council, EBASE, Transitus JC7, OCO, Oakland Rising, built a network of organizations, elected officials and clergy leaders. Across the Coalition, leaders used their political capital to push for the entire platform with community members advocating for high quality jobs, and labor pushing real action for local residents.

Negotiations: A team of Revive Oakland! representatives, including Urban Peace Movement, Alameda Labor Council, ACCE, Building Trades Council, EBASE, Transitus JC7, sat at the table with the City, the developers and other community stakeholders to negotiate bindings agreements that would deliver on real jobs for Oakland. Efforts at the Oakland union provided negotiations training and support. The Coalition worked closely with Assistant City Administrator Fred Blackwell who oversaw negotiations with the City and the developers, CCIG and Prologis. Across the Coalition, organizations used their political capital to push for the entire platform with community members advocating for high quality jobs, and labor pushing real action for local residents.

Negotiations: A team of Revive Oakland! representatives, including Urban Peace Movement, Alameda Labor Council, ACCE, Building Trades Council, EBASE, Transitus JC7, sat at the table with the City, the developers and other community stakeholders to negotiate bindings agreements that would deliver on real jobs for Oakland. Efforts at the Oakland union provided negotiations training and support. The Coalition worked closely with Assistant City Administrator Fred Blackwell who oversaw negotiations with the City and the developers, CCIG and Prologis. Across the Coalition, organizations used their political capital to push for the entire platform with community members advocating for high quality jobs, and labor pushing real action for local residents.

Negotiations: A team of Revive Oakland! representatives, including Urban Peace Movement, Alameda Labor Council, ACCE, Building Trades Council, EBASE, Transitus JC7, sat at the table with the City, the developers and other community stakeholders to negotiate bindings agreements that would deliver on real jobs for Oakland. Efforts at the Oakland union provided negotiations training and support. The Coalition worked closely with Assistant City Administrator Fred Blackwell who oversaw negotiations with the City and the developers, CCIG and Prologis. Across the Coalition, organizations used their political capital to push for the entire platform with community members advocating for high quality jobs, and labor pushing real action for local residents.