

Revive Oakland! is a Broad and Unique Coalition

- **THE LABOR MOVEMENT** which committed time and energy and mobilized members to win both good jobs and real access for local residents.
- **COMMUNITY ORGANIZATIONS** rooted in thousands of members who, in the face of economic hardship, stood up for their families' futures.
- **CLERGY LEADERS** who put faith into action and turned their houses of worship into centers for change.
- **YOUTH GROUPS** which threw their tireless energy into building a future for the next generation and beyond.

REVIVE OAKLAND! IS:

Alameda County Public Health Department
Alameda County Building & Construction Trades Council
Alameda Labor Council, AFL-CIO
All of Us or None
Alliance of Californians for Community Empowerment (ACCE)
Asian Pacific Environmental Network
Black Women Organized for Political Action
Block by Block Organizing Network
Causa Justa/Just Cause
Center for Third World Organizing
East Bay Alliance for a Sustainable Economy (EBASE)
East Bay Community Law Center
Ella Baker Center for Human Rights
Filipino Advocates for Justice
Greenlining Institute
Interfaith Committee for Worker Justice (ICWJ)
Int'l Assoc. of Machinists & Aerospace Workers Local 1546 & 1414
Int'l Longshore and Warehouse Union Local 6
National Employment Law Project
Oakland Community Organizations (OCO)
Oakland Rising
PolicyLink
Street Level Health Clinic
Teamsters Joint Council 7 (JC7)
The Workforce Collaborative
UNITE HERE 2850
Urban Peace Movement
Urban Habitat
Urban Strategies Council
Youth Uprising



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 made real, moving from 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, fork lift drivers, package handlers, mechanics and clerks to track goods.
- **RELATED INDUSTRIES:** Expanded need for truck drivers and dock-related jobs like crane operators.

In the years to come, Revive Oakland! will stand with Oakland to ensure that Army Base jobs are quality jobs and that Oakland residents have pathways to access them.



For more information, call 510-893-7106 x329
Workingeastbay.org/reviveoakland
Facebook.com/reviveoak

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A Brighter Future for Oakland Residents

For far too long, Oakland has been plagued with high unemployment and a lack of good jobs, accompanied by violence, failing schools and unstable neighborhoods. These problems are even starker 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. We called for quality job opportunities for Oakland residents. And this summer, we had a huge victory!

Spanning more than 200 football fields, the Army Base redevelopment is the biggest development project Oakland has seen in decades. It will transform this massive piece of public land into a warehouse and distribution center adjacent to our Port, creating thousands of jobs over the next two decades. Thanks to the countless hours of Revive Oakland! members, the developers, CCIG and Prologis, along with the Oakland City Council shook hands on a landmark good jobs agreement that is unprecedented in Oakland and in the warehouse industry nationwide.

The Landmark Agreement for Good Jobs

- 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 outline job quality standards, and provide long-term construction career opportunities, including the first PLA with 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 temp agencies.
- 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 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

Roadmap to a Landmark Good Jobs Agreement

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 allied 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 endorsed Revive Oakland!, 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 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 and guided negotiations with developers.

POLITICS & LOBBYING: Many organizations - including ACCE, Alameda Labor Council, Building Trades Council, EBASE, Teamsters JC7, OCO, Oakland Rising - built and utilized relationships with key city staff and elected officials. 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 access for local residents.

NEGOTIATIONS: A team of Revive Oakland! representatives, including Urban Peace Movement, Alameda Labor Council, ACCE, Building Trades Council, EBASE, Teamsters JC7, sat at the table with the City, the developers and other community stakeholders to negotiate binding agreements that would deliver on real jobs for Oakland. Allies at the Machinists 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, CCI&G and Prologis, in both formal sessions and many 1-1 conversations to strike a deal.

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 strategy and weighing in with decision makers. When the going 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 ILWU Local 6 members, stood shoulder to shoulder with community residents at many of these actions.

LEADERSHIP DEVELOPMENT: Grassroots leaders involved in the campaign developed leadership skills by organizing their friends and neighbors, telling personal stories, reviewing industry research, and asking strategic questions to shape the Coalition’s bottom lines. For Urban Peace Movement, leadership development happened through a Good Jobs Organizing Academy that brought together young people who hosted a 300-person youth concert focused on “more good jobs = less violence.”

INTERFAITH ORGANIZING: Clergy leaders, brought together through ICWJ and OCO, put 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: To broaden support, Oakland Rising contacted more than 5,000 voters across the city, finding that 80% supported opportunities for the formerly incarcerated and other key provisions of the good jobs package. This information was delivered to council members to remind them of their constituents’ overwhelming support.

MEDIA: Through print, TV, radio, and online news outlets, the Coalition pushed out our message. Revive Oakland! changed the debate from “jobs at any cost” to “GOOD jobs, not just any jobs,” and elevated the discourse to focus on specific policy details regarding loopholes that had to be closed. Individual leaders, like 20-year old 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.

Understanding the Problems to Create Real Solutions

INDUSTRY RESEARCH: To understand the lay of the land, EBASE, ILWU International, Teamsters, and Change to Win mapped out the warehousing and logistics industry players as well as the career ladders for workers. The Coalition developed policies to address bad practices like the rampant use of temp agencies that undercut good wages and job stability.

POLICY DEVELOPMENT: The Workforce Collaborative, EBASE and others identified best practices in the warehousing and construction industries and developed policy proposals to address existing barriers to job access and job quality. The Coalition built 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.

LEGAL SUPPORT: Outstanding around-the-clock legal support was provided by the Partnership for Working Families’ Community Benefits Law Center, analyzing drafts and providing counter arguments. Additionally, the National Employment Law Project lent their legal expertise, particularly regarding the “ban the box” policy and temp worker issues and UNITE HERE 2850 and Teamsters JC7 provided legal support on worker rights and labor peace issues.

Organizations throughout Oakland came together in a multi-pronged campaign that drew broad support and ultimately led to this 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 in 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 Burnell, 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