



West Oakland Community Action Plan

Steering Committee Meeting #9

Wednesday, April 3, 2019, 6:00 PM - 8:30 PM

West Oakland Senior Center: 1724 Adeline Street Oakland, CA 94607

Meeting Objectives

- Provide a summary of the March 11th meeting.
- Acknowledgement that the Steering Committee has reached consensus on strategies!
- Presentation: Introduction to Metrics, Targets and Tracking
- Exercise: Steering Committee learn more about Metrics and Tracking by applying to sample draft Strategies

Meeting Summary

1. Welcome message and brief intros from facilitators, Marybelle Tobias & Anuja Mendiratta. Facilitators shared meeting objectives:
 - a. Acknowledging the milestone achieved at the March 11 meeting; and
 - b. Introducing the Steering Committee to metrics, targets and tracking. After identifying goals, these are the tools to achieve and measure success.
2. Overview: What We've Accomplished and Where We Are (Brian Beveridge, WOEIP). Brian recognized the big milestone we achieved on the 11th of last month during our special working session. The Steering Committee achieved consensus on a list of strategies for the Air District to include in the plan. Brian also explained that now we pivot to think about our goals: (a) What we are trying to achieve with our strategies, (b) what should the targets be?
3. Background: WOEIP's efforts to get detailed data about West Oakland (Ms Margaret Gordon, WOEIP). Ms Margaret described WOEIP's work to learn about indicators and hazards in West Oakland. WOEIP took participatory research seriously, demanding a new level of community engagement and technologies to measure emissions reductions. Seventeen years later, WOEIP has come a long way, now having over 100 air monitors in West Oakland and fine-grained data on emissions in West Oakland block by block.
4. Presentation: Metrics, Targets & Tracking (David Holstius, Air District). David introduced the SC to metrics, targets and tracking, tools to achieve the SC's goals.
 - a. Once we have a goal, we come up with a **metric** to measure our progress toward the goal.

- i. A metric is a trackable amount of something, i.e., a measurable change in the world, actions that are taken or not taken.
 - ii. Metrics measure the resources allocated, whether the action was performed, and whether it was effective.
 - b. A **target** is a metric with date, e.g., 33% less by 2030.
 - c. **Tracking** requires people: compiling, considering, and comparing data periodically over the course of implementation. Purpose of tracking is to influence the process. With tracking, we don't have to just accept what happened. We can gauge progress while there's still time to adapt.
 - d. After the presentation, David fielded several questions, including how to choose metrics, whether the metrics would be developed by the community, and whether these tools could be used to target alignment and consensus between Bay Area jurisdictions whose policies impact West Oakland.
 - e. In conclusion, David requested audience feedback on whether the presentation had been helpful and received several affirmative responses.
- 5. Exercise: Metrics, Targets, & Tracking (Azibuike Akaba). Azibuike explained that SC were going to look at the strategies we developed together and start thinking about the metrics and targets that you would want to see. SC members were instructed to visit any of five stations: Trucks, Stationary Sources, Land Use, Healthy Programs, Other Mobile Sources to provide input.
- 6. Wrap-up + Other Items/Next steps (Facilitators). Chandra from EBMUD brought applications for the Customer Assistance Program (help with water bills) in English, Spanish and Chinese. Attendees welcomed to pick one up from the registration table and ask her questions.
 - a. Attendees were also asked to fill out evaluation forms.
 - b. Next meeting date: May 1, 2019
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