



OAKLAND BUILT
— REBUILDING BETTER SO EVERY STUDENT THRIVES —

ENGAGEMENT REPORT

2023 End of Year Presentation



Agenda

1. Oakland Built Engagement Commitment (Board Policy)
2. Engagement Process Overview
3. Communication & Feedback Examples
4. Engagement by Project
5. Oakland Built Student Internship
6. Engagement Highlights
7. Q&A

Board Policy 7155 Overview

(Adopted May 2014)

Major facilities projects of over \$5M

Project Committee Mission

Develop a communications plan, provide venues for public input, disseminate information, report feedback, plan community at large meetings.

Project Committee Composition

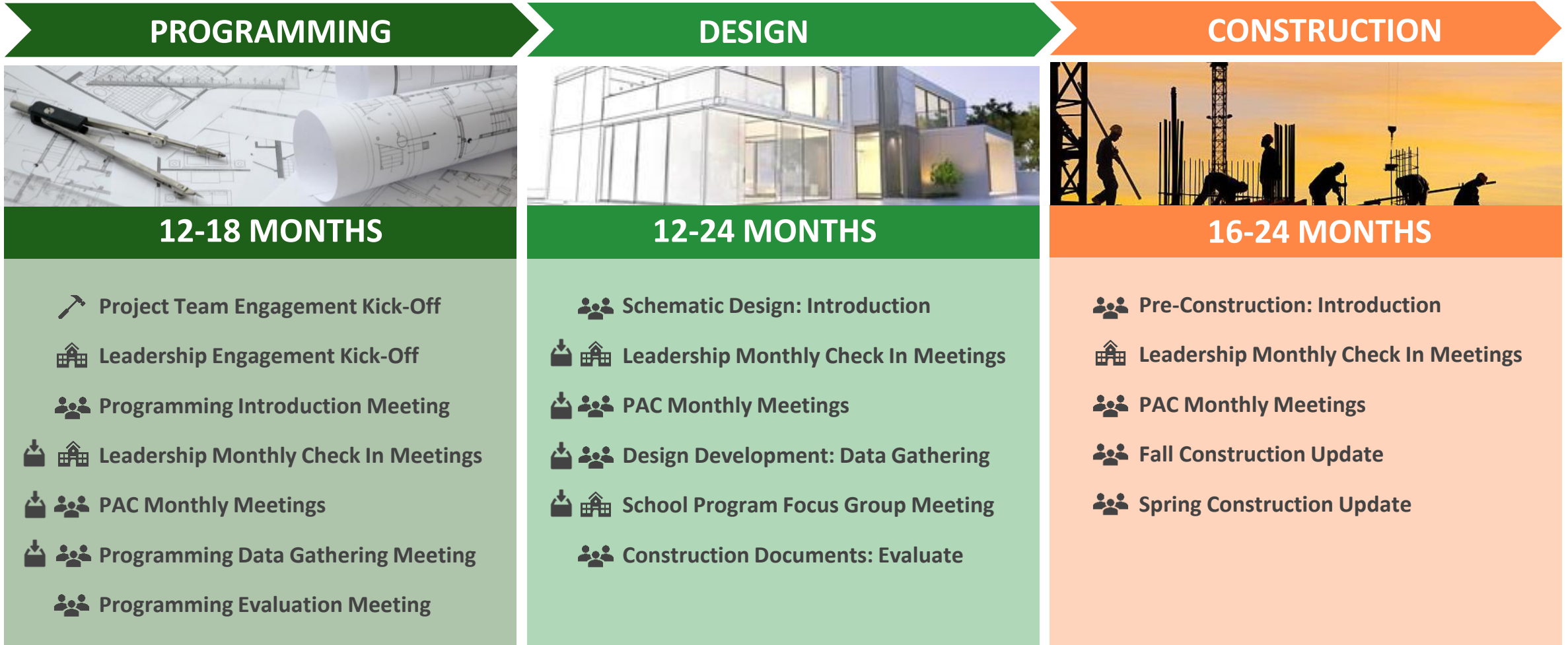
Committee should include: principal, teacher, facilities department rep, PTA rep, student rep, neighborhood group, parent or guardian at large, vested interest groups.

Engagement Plan Elements

Plan should include: publicly available survey, minimum of four public meetings, project website, factsheets, newsletter, project signage, translated materials, community liaison, neighborhood canvassing.

Engagement Process Overview

This map serves as a guide for stakeholders to understand timeline, activities, and how to engage in the process.

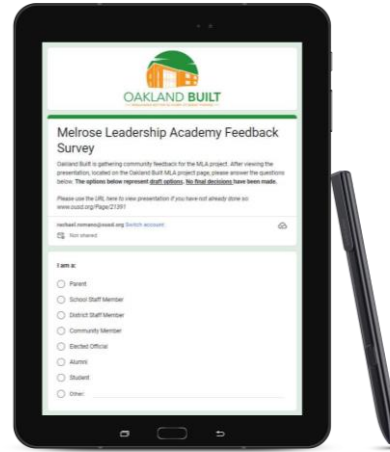


KEY Open to Public Input Collected School Leadership Team Only Project Team Only

Communication & Feedback

A Few Examples of Oakland Built's Outreach:

- Every Door Direct Mailers (EDDM)
- Flyers
- Website
- Project Factsheets
- Surveys



OAKLAND BUILT **MCCLYMONDS HIGH SCHOOL**
Measure Y Modernization

COMMUNITY INPUT SESSION #3

Tuesday, June 6 6:00 - 8:00 PM
McClymonds Auditorium
2607 Myrtle Street

The Oakland Built Program welcomes school families, students, staff, community partners and neighbors to contribute to the planning process for the modernization and update of the McClymonds campus. At this meeting attendees will be introduced to the new design build team and invited to discuss plans for the future of the school. We will explore the costs and benefits of the design possibilities based on the budget and the determined scope of work.

JOIN ONLINE
bit.ly/MHSZoom

This meeting will be held in person. If you cannot attend in person, please use the Zoom link to participate.

CONTACT US/MORE INFO
ray.bermudez@ousd.org
bit.ly/McClymondsInpnt

OAKLAND UNIFIED SCHOOL DISTRICT
Commitment to Excellence in Education

OAKLAND BUILT Thank you for taking the time to complete this survey. Your feedback is important to us! Name (Optional) _____ Date _____

Please check the box below that best describes your role as it relates to the MLA project.

Parent/Guardian Community Member MLA/District Staff Member Alumni Other

Please rate this session by marking the box that most accurately reflects your opinion. (1: Unsatisfactory/Useless; 5: Very Satisfactory/Very Useful).

	1	2	3	4	5
Meeting in General	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Content	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Speakers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Meeting Materials	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Meeting Date and Time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Q&A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

In general, is there anything that you found particularly helpful or that we should improve for next time?

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JOIN US!

FOR THE MELROSE LEADERSHIP ACADEMY
PROJECT COMMUNITY INPUT MEETING

ACOMPÁÑENOS!

A NUESTRA REUNIÓN COMUNITARIA PARA EL PROYECTO
TO MODERNIZACIÓN EN MELROSE LEADERSHIP ACADEMY

OAKLAND BUILT **CASTLEMONT HIGH SCHOOL** MAY 2023
FACT SHEET

AT A GLANCE
FACILITY: Castlemont High School
ADDRESS: 8601 MacArthur Blvd. Oakland, CA
BUDGET: \$11.1M, Measures B, J and Y funding*
ARCHITECT: Murakami/Nelson Architecture
GENERAL CONTRACTOR: CVS Construction
PROJECT MANAGER: Al Anderson ALAnderson@ousd.org
CONSTRUCTION MANAGER: Mike Torres Mike.Torres@ousd.org
COMMUNITY ENGAGEMENT: Ray Bermudez Ray.Bermudez@ousd.org

*ABOUT MEASURES B, J and Y: Measures B, J and Y are local bond measures that fund the repair, renovation, and upgrading of Oakland Unified School District facilities.

PROJECT DESCRIPTION
This project includes replacement of the outdoor athletic field, track, specialty athletic sport areas, and bleachers. Existing restroom facilities will be upgraded and new single-occupancy accessible restroom facilities will be added to new north and south plazas. This project includes ten accessible parking spaces and an accessible path of travel from the bus stop to the new work.

CURRENT ACTIVITIES

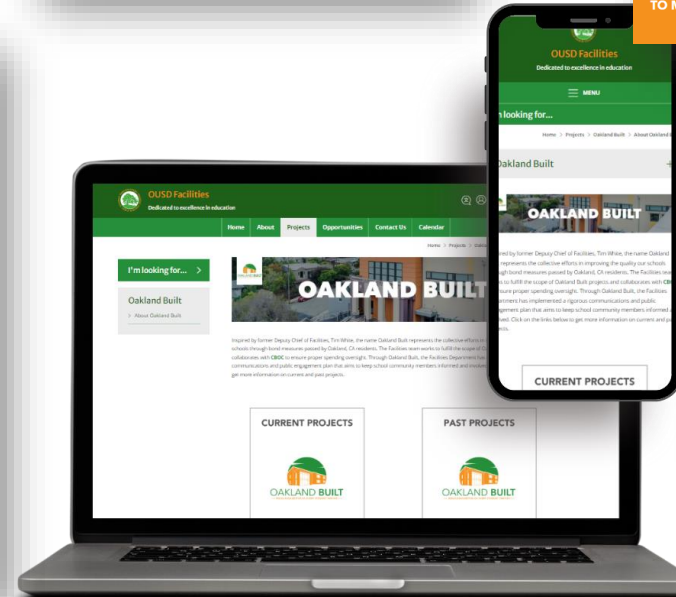
- Project purchase completion.
- Oakland Fire Department sign off.
- Audio and Video training for site staff.
- Stadium Turnover to the site.

SCHEDULE

Activity	Start	End
Mobilization	Summer 2022	
Construction Start	Summer 2022	
Completion Date		Spring 2023

Sign up to receive notifications about the Castlemont Project

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MEETING INFORMATION
The Melrose Leadership Academy (MLA) Project Community Input Meeting will be on Thursday, April 20th, at 6:15 p.m. at the MLA Maxwell Park Campus, 4730 Fleming, Oakland, CA 94619.

MEETING AGENDA
School families, students, staff, community partners, and neighbors are invited to contribute to planning for the modernization of the MLA Maxwell Park and Sherman Campuses. The project team will discuss budget, scope, potential design approaches and invite the community to provide feedback.

INFORMACIÓN DE LA REUNIÓN
La reunión de aportes de la comunidad del proyecto Melrose Leadership Academy (MLA) será el jueves 20 de abril a las 6:15 p.m. en el Campus de Maxwell Park, 4730 Fleming, Oakland, CA 94619.

AGENDA DE LA REUNIÓN
Las familias escolares, los estudiantes, el personal, los socios comunitarios y los vecinos están invitados a contribuir a la planificación de la modernización del campus de MLA Maxwell Park y Sherman. El grupo de proyecto discutirán el presupuesto, el alcance, los posibles enfoques de diseño y invitarán a la comunidad a brindar comentarios.

FOR MORE INFORMATION, SCAN THE CODE.
POR OBTENER MÁS INFORMACIÓN, ESCANEAR EL CÓDIGO.



Engagement by Project

Melrose Leadership Academy

Status

Programming

Summary Engagement:

- **Previous Engagement**
 - Programming Phase Meetings
 - PAC Meetings: 3; Total Attendees: 15
 - School & District Leadership Meetings: 2
- **SY 2022 - 2023 Engagement**
 - Programming Phase Meetings Continued...
 - PAC Meetings: 5; Total Attendees: 93
 - School & District Leadership Meetings: 7
 - Community Meetings: 2; Total Attendees: 91



MLA community meeting on March 23, 2023

Coliseum College Prep Academy

Status

Programming

Summary Engagement:

- **Previous Engagement**
- Programming Phase Meetings
 - PAC Meetings: 1
 - School & District Leadership Meetings: 9
 - Community Meeting: 1
- **SY 2022 - 2023 Engagement**
 - Additional engagement pending approval of spending plan.





McClymonds High School

McClymonds High School

Status

Design

Summary Engagement:

- **Previous Engagement**
 - Programming Phase Meetings
 - PAC Meetings: 8; Total Attendees: 148
 - School & District Leadership Meetings: 3
 - Community Meetings: 2; Total Attendees: 85
- **SY 2022 - 2023 Engagement**
 - Design Phase Meetings
 - PAC Meetings: 7; Total Attendees: 130
 - School & District Leadership Meetings: 14
 - *Schematic Design: Introduction: June 6, 2023*
 - Currently planning for the *Design Development: Data Gathering Meeting: Fall 2023*
 - Currently planning for the *Construction Documents: Evaluate Meeting: Winter 2024*



Roosevelt Middle School

Roosevelt Middle School

Status

- Increment 1: Construction
- Increment 2: Design
- School Modernization: Design

Summary Engagement:

- **Previous Engagement**
 - Programming Phase Meetings
 - PAC Meetings: 4; Total Attendees: 79
 - School & District Leadership Meetings: 6
 - Community Meeting: 1; Total Attendees: 24
- **SY 2022 - 2023 Engagement**
 - Design Phase Meetings
 - PAC Meeting: 1; Total Attendees: 17
 - School & District Leadership Meetings: 1
 - Additional Engagement Planning: Pending Board Approval

Laurel Child Development Center

Status

Construction

Summary Engagement:

- **Previous Engagement**
 - Pre-Construction Meeting
 - Program Attendance at Laurel CDC Parent Orientation
 - School & District Leadership Meetings: 7
- **SY 2022 - 2023 Engagement**
 - Site & District Leadership Meetings: 5
 - Groundbreaking Event: September 7, 2022
 - Site staff, district administration, students, and parents attended the event. The ceremony included student and parent participation. The event received positive feedback and was highlighted by the Mayor's newsletter.



Laurel Child Development Center Rendering

Central Administrative Center At Cole

Status

Construction

Summary Engagement:

- **Previous Engagement**
 - Engagement conducted by MK Think with Central Office Staff
- **SY 2022 - 2023 Engagement**
 - Pre-Construction Meeting: Summer 2022.
 - Partnership with West Oakland Housing Authority established.
 - Community relationships established through local business efforts. This relationship resulted in neighborhood walks and community stakeholder contact list.



CAC at Cole Rendering

Claremont Middle School

Status

Construction

Summary Engagement:

- **Previous Engagement**
 - Program Attendance at PTA Meetings: 4
 - School & District Leadership Meetings: 3
- **SY 2022 - 2023 Engagement**
 - Presentation at PTA Meeting: February 2, 2023
 - Monthly Construction Forecast Distribution to Community Association.
 - Summer Construction Update Meeting: Date TBD



Oakland Built Internship Program

The Program has worked collaboratively to develop a paid (\$15/hr) summer internship program that exposes rising and graduating OUSD high school seniors to a broad range of opportunities within architecture, engineering, program management, construction management, and general contracting fields.

Participation Overview for 2023

Applicants	Students Selected	Schools	Firms	Focus
19	4	Fremont McClymonds	1. Brailsford & Dunlavey 2. Cordoba 3. Overaa Construction 4. Shah Kawaski Architects	1. Project Management 2. Project Management 3. Construction Management 4. Architecture

Engagement Highlights

- **Recruitment** - Reapproached recruitment efforts to be more comprehensive. This includes: evaluation meetings with CTE leads, social media outreach, career fair participation, interview best practice sessions, flyers, etc.
- **Professional Development** - Developed additional professional development resources including discussion schedule and activities for interns and mentors to participate in.

Outcomes (Compared to Last Year)

- **Applications:** Applications increased by **13 students**.
- **Interested Firms:** Participation increased by **3 firms**.

Engagement Highlights

Events

- Burckhalter Play Structure Ribbon Cutting; July 28, 2022
- Laurel Groundbreaking: September 7, 2022
- McClymonds Alumni Picnic: September 24, 2022
- Madison Ribbon Cutting: September 29, 2022
- East Oakland Pride Play Structure Ribbon Cutting: October 14, 2022
- Howard Ribbon Cutting: October 21, 2022
- Global Family Play Structure Ribbon Cutting; February 14, 2023
- Student Farewell Laurel CDC Building; May 12, 2023



East Oakland Pride Play Structure Ribbon Cutting; Principal Serving Students Snacks.



McClymonds Alumni Picnic; Football Players Gather.



Global Family Play Structure Ribbon Cutting; Principal Playing Basketball.



Howard Ribbon Cutting; Students Performing a Drum Circle.



Student Farewell; Students Drawing Pictures for the Old CDC Building.

Engagement Highlights

Key Insights & Initiatives

- **Process Documentation and Communications Structure**
 - Currently the team is working to deliver a Communications & Community Engagement Process Guide. The goal of this effort will be to better inform internal and external stakeholders of what to expect and their roles in the process.
- **Relationship Building & Development**
 - Outreach and communication with different local organizations is ongoing. Relationships with groups provide additional opportunities for outreach and build trust with the Program.
 - Example Organizations
 - West Oakland Neighbors Association (WON)
 - Oakland Housing Authority (Several branches)
 - Resident Action Council (RAC)
 - Neighborhood Crime Prevention Council (NCPC)



Laurel CDC Groundbreaking;
Administrator & Student

THANK YOU

Any Questions?

Additionally, for more information please reach out to:

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