



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

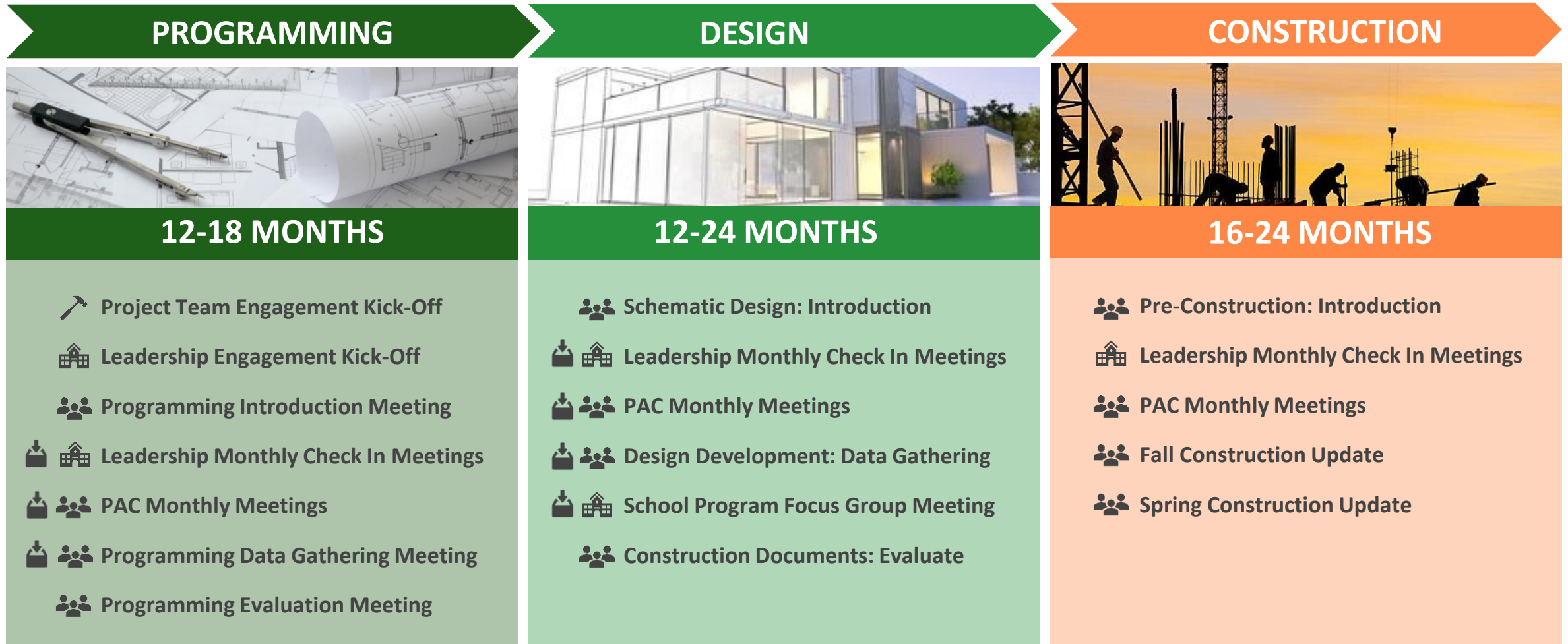
Committee should include: principal, teacher, facilities department rep, PTA rep, student rep, neighborhood group, parent or guardian at large, vested interest groups.

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



Thank you for taking the time to complete this survey. Your feedback is important to us!

Name (Optional) _____
Date _____

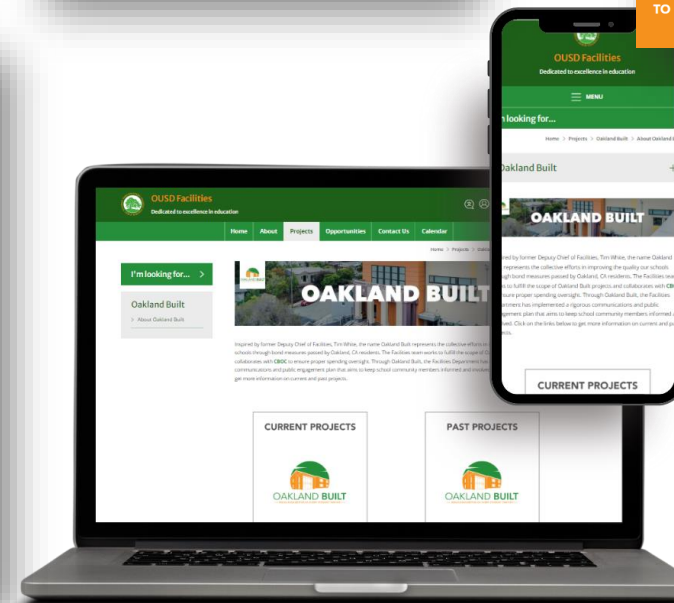
Please check the box below that best describes your role as it relates to the MLA project.

☐ 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	☐	☐	☐	☐	☐
Content	☐	☐	☐	☐	☐
Speakers	☐	☐	☐	☐	☐
Meeting Materials	☐	☐	☐	☐	☐
Meeting Date and Time	☐	☐	☐	☐	☐
Q&A	☐	☐	☐	☐	☐

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





Engagement by Project

MLA Community Input Session; April 20, 2023

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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OAKLAND UNIFIED
SCHOOL DISTRICT
Community Schools, Thriving Students