

# URBAN GREENING MASTER PLAN

Ashland and Cherryland

Public Draft  
September 2015



# ACKNOWLEDGMENTS

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## Advisory Board

Alex Briscoe - Health Care Services Agency

Joanne Bullock - Association of Bay Area Governments

Paul Keener - Alameda County Public Works Department

Lauren Maddock - Mercy Housing

Supervisor Nate Miley - Alameda County District 4 Supervisor

Rodrigo Orduña - Alameda County Planning Department

Eva Poon - Alameda County Board of Supervisors

Linda Pratt - ComPre

Anaa Reese - Alameda County Department of Public Health

Angela Robinson-Piñon - Alameda County Planning

Department

Gary Wolff - StopWaste

## Consultant Team

Loreli Cappel - Michael Baker Intl, *Project Manager*

Jeanine Cavalli - Michael Baker Intl, *Deputy Project Manager*

Alessandra Lundin - Michael Baker Intl, *Lead Urban Designer*

Patricia Algara - BASE Landscape Architecture, *Landscape Architect*

## Mandela Marketplace

Dana Harvey - *Project Manager*

Erick Ismael Sanchez de Leon - *Project Coordination*

We would also like to thank all of the community volunteers who dedicated their time to collect urban greening data, and the Ashland REACH Youth Center, Eden Church and Hayward Center Adult School for donating the use of their facilities.

# 1 INTRODUCTION

- 1.1 Project Purpose
- 1.2 Urban Greening Objectives
- 1.3 Existing Urban Greening Activities





# CHAPTER 1: Introduction

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The communities of Ashland and Cherryland are located in the unincorporated area of Alameda County between the cities of San Leandro and Hayward. Community members have expressed an interest in recognizing and building upon recent urban greening efforts to formulate a cohesive vision for a greener future documented in this Urban Greening Master Plan.

Urban greening describes projects that support and establish sustainability and livability, such as drought-tolerant landscaping, urban forests, open space, urban agriculture, pedestrian and bicycle facilities and renewable energy. Throughout this planning process, the communities of Ashland and Cherryland identified the urban greening priorities that matter most to them. These are described in detail on the following pages.

**“Create better connections  
to our agricultural past”**  
– community member



## 1.1 Project Purpose

The project is a community-based effort to plan for and incrementally create more viable and sustainable communities. The Urban Greening Plan is a long-term vision plan to promote and achieve urban greening, and identifies priority projects that can be implemented in the near term. Funding for the Plan was provided by a grant under the State of California's Urban Greening Planning Grant Program from the state's Strategic Growth Council.

## 1.2 Urban Greening Objectives

The community developed the following urban greening objectives through a series of public outreach events. All public outreach events are summarized in Chapter 2. Each objective is listed below and described in Chapter 3, along with the recommended strategies and actions to implement each urban greening objective. The objectives are listed in order of priority, with Objective #1 being the community's top priority for achieving urban greening.

-  1. Improve access to healthy food
-  2. Increase opportunities for physical activity and recreation
-  3. Enhance pedestrian and bicycle safety
-  4. Improve access to the natural environment
-  5. Reduce the amount of waste generated and keep our streets clean



6. Beautify and green our streets



7. Conserve water and improve stormwater quality through landscaping treatments



8. Promote alternative energy in public spaces

## 1.3 Existing Urban Greening Activities

### Community-led Urban Greening Activities Overview

The community members in Ashland and Cherryland are very involved in improving their communities by participating in local urban greening activities. Organizations such as the neighborhood associations, the Eden Area Livability Initiative (EALI) Agriculture & Environment Working Group, Food Policy Council, Project Eat, and Mercy Housing have promoted urban greening in the community through projects such as edible schoolyards, community gardens, cleanup events, and healthy food programs.

### County-led Urban Greening Activities Overview

The County currently addresses urban greening in a number of different planning documents, policies, ordinances, projects, and programs. These include the County's Climate Action Plan, Bay-Friendly Landscaping Ordinance, the Ashland and Cherryland Health and Wellness Element of the General Plan, the Ashland Cherryland Business District Specific Plan (ACBDSP), streetscape improvement projects, and the Deputy Sheriff's Activities League. These documents identify improved access to healthy food, new parks and open space, improved pedestrian and bicycle facilities, streetscape beautification efforts, opportunities for alternative energy, and water conservation strategies. In addition, the communities' first USGBC LEED (Leadership in Energy & Environmental Design) certified building was built and opened in the spring of 2012. The REACH Ashland Youth Center includes a number of green features such



**“Encourage outdoor use of public areas to create safer places”**

**-community member**

## CHAPTER 1 - Introduction

as solar roof panels, a green roof, and recycled content building materials.

Table 1.A identifies the existing plans, projects, and programs that promote one or more of the eight urban greening objectives. Figures 1.A and 1.B show maps of the current urban greening features in each community.

**Table 1.A Relationship to Other Documents and Programs**

| Urban Greening Objective  | Access to Healthy Food | Opportunities for Physical Activity and Recreation | Pedestrian and Bicycle Safety | Access to the Natural Environment | Waste Reduction and Clean Streets | Beautify & Green Our Streets | Water Conservation & Stormwater Quality | Alternative Energy in Public Spaces |
|---|------------------------|--|-------------------------------|-----------------------------------|-----------------------------------|------------------------------|---|-------------------------------------|
| <b>County &amp; Regional Agency Documents</b>   |                        |  |                               |                                   |                                   |                              |   |                                     |
| Congestion Management Agency's Community-based Transportation Plan  |                        |  |                               |                                   |                                   |                              |   |                                     |
| Bicycle and Pedestrian Master Plan  |                        |  |                               |                                   |                                   |                              |   |                                     |
| Climate Action Plan   |                        |  |                               |                                   |                                   |                              |   |                                     |
| East Bay Regional Park District Master Plan   |                        |  |                               |                                   |                                   |                              |   |                                     |
| General Plan Circulation Element  |                        |  |                               |                                   |                                   |                              |   |                                     |
| General Plan Community Health & Wellness Element  |                        |  |                               |                                   |                                   |                              |   |                                     |
| General Plan Land Use Element   |                        |  |                               |                                   |                                   |                              |   |                                     |
| General Plan Parks & Open Space Element   |                        |  |                               |                                   |                                   |                              |   |                                     |
| General Plan Public Facilities and Services Element   |                        |  |                               |                                   |                                   |                              |   |                                     |
| General Plan Public Safety Element  |                        |  |                               |                                   |                                   |                              |   |                                     |
| San Lorenzo Creek Watershed Concept Plan  |                        |  |                               |                                   |                                   |                              |   |                                     |
| StopWaste Programs and Guidelines   |                        |  |                               |                                   |                                   |                              |   |                                     |
| <b>County Projects, Programs &amp; Resolutions</b>  |                        |  |                               |                                   |                                   |                              |   |                                     |
| Bay Friendly Landscaping Resolution   |                        |  |                               |                                   |                                   |                              |   |                                     |
| Deputy Sheriffs' Activities League Recreational Programs at Ashland REACH Youth Center and Dig Deep Farms |                        |  |                               |                                   |                                   |                              |   |                                     |
| East Bay Greenway Project   |                        |  |                               |                                   |                                   |                              |   |                                     |

Figure 1.A Existing Urban Greening Features in Ashland

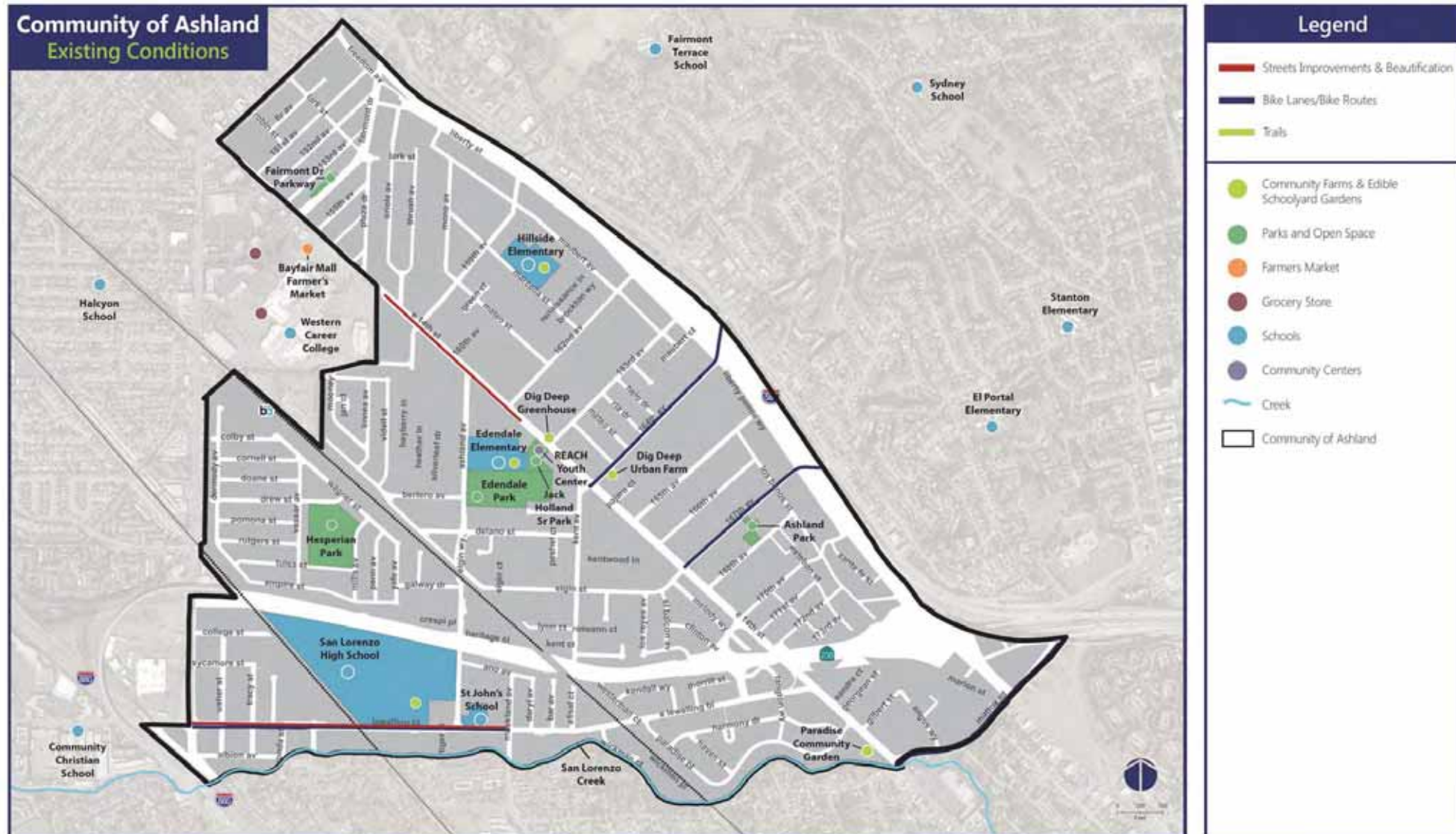
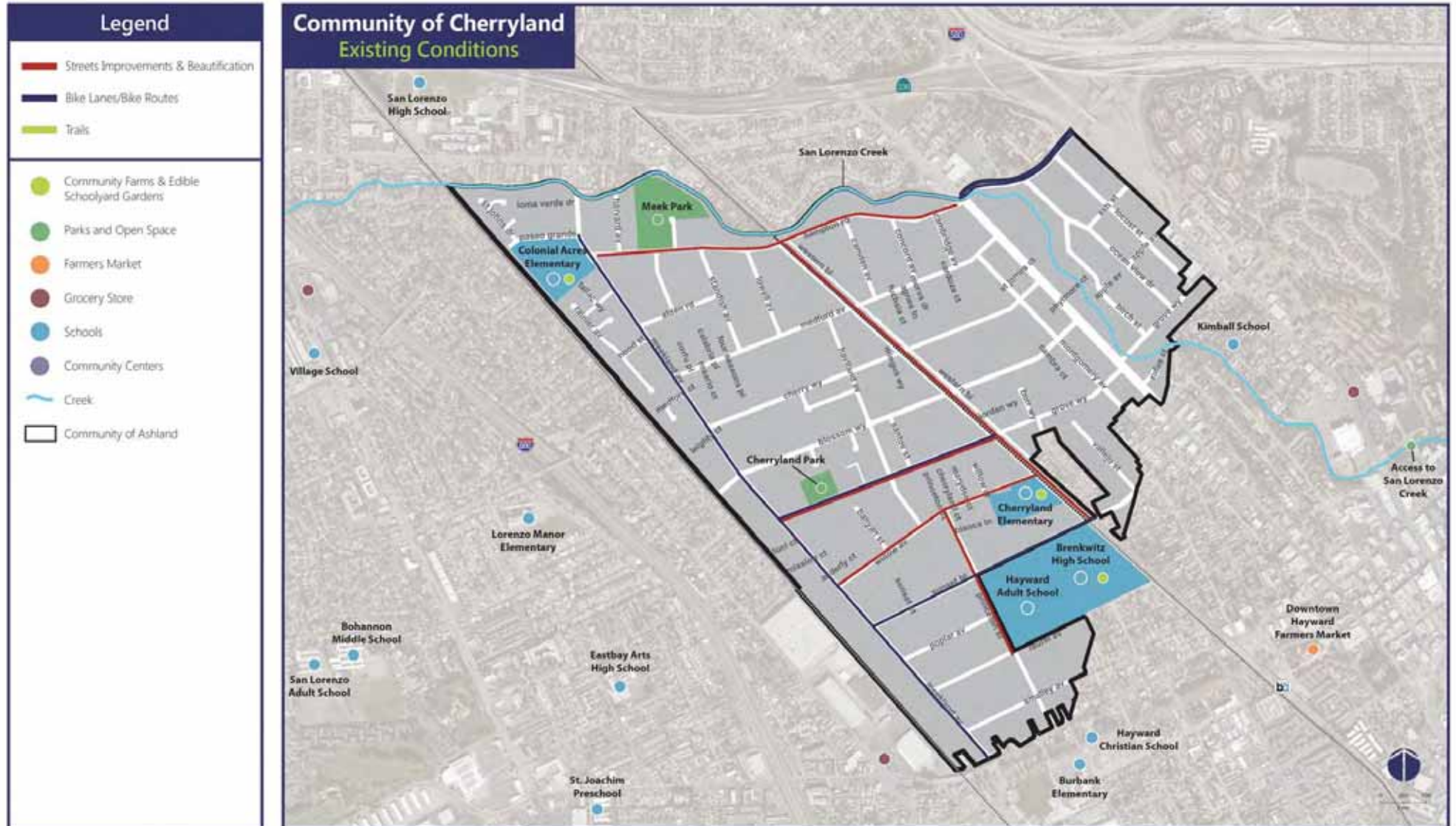


Figure 1.B Existing Urban Greening Features in Cherryland





# ENGAGING THE COMMUNITY

## 2

- 2.1 Advisory Board Meetings
- 2.2 Community Group Meetings
- 2.3 Design Workshop
- 2.4 Mobile “Pop-up” Workshops
- 2.5 Community Mapping
- 2.6 Online Engagement





# CHAPTER 2: Engaging the Community

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The Ashland/Cherryland Urban Greening Master Plan is based on a community-identified vision and priorities for a green future. During the project process approximately 350 community members participated in a series of outreach events. At these events the project team informed the community on existing and potential urban greening activities and engaged community members in exercises to gather input on the development of the future urban greening strategies.

A comprehensive community engagement strategy was developed in November 2013 at the outset of the project and was carried out through the course of the 18-month project to ensure that the plan reflects the values and desires of the community. The engagement strategy included a variety of outreach methods, venues and media to reach as many potential participants as

## CHAPTER 2 - ENGAGING THE COMMUNITY



possible. The public engagement strategy comprised the following elements:

- Advisory board meetings
- Community group meetings
- Design workshop
- Mobile “pop-up” workshops
- Community mapping activities
- Online engagement

### 2.1 Advisory Board Meetings

The Advisory Board comprised a group of senior level representatives from County departments, local agencies and community organizations. The Advisory Board played a key role in providing oversight and technical direction on the project. The project team held four quarterly meetings with the Advisory Board during the project process to review and vet all project deliverables.



### 2.2 Community Group Meetings

Throughout January, February and March of 2014, the project coordinator met with a number of community organizations and community leaders. The purpose of these meetings was to listen to the community members and learn about their views, concerns, and aspirations for urban greening efforts in the project area. The meetings demonstrated the communities’ commitment for improving Ashland and Cherryland and set a strong foundation for the planning process. Organizations included: Mercy Housing, Food Policy Council, Cherryland Community Association, Eden Area Livability Initiative, Ashland Reach Youth Center, San Lorenzo Village, La Familia, Cherryland Elementary, Colonial Acres Elementary, Burbank Elementary, Tiburcio Vasquez Health Center, Eden United church, Project EAT, DSAL Soccer League. Approximately 140 stakeholders participated.



## 2.3 Design Workshop

The design workshop held on Saturday, April 5, 2014, engaged the community in the development of a vision for green improvements in Ashland and Cherryland. Thirteen participants attended the event. The project team introduced the community to the project and presented key findings from the best practices research on urban greening. A slideshow illustrated existing greening features and activities that are present in the planning area. The workshop was highly interactive and provided a series of presentations, a vision key word activity, a plant palette voting activity, an exercise to prioritize potential urban greening policy topic areas, a mapping exercise, and facilitated small group discussions.

The community provided valuable information about the assets, needs and vision for Ashland and Cherryland. The key findings are summarized below.

### Community Assets

- Parks
- Trees
- New street improvements, including sidewalks and crosswalks
- Gardens
- San Lorenzo Creek

### Community Needs

- Street trees and edible trees
- More and better access to healthy food
- More parks and green spaces



## CHAPTER 2 - ENGAGING THE COMMUNITY



- Walking and biking trail
- Community gardens

### Vision

The desired future of Ashland and Cherryland communities will be characterized by:

- Safe places to walk, gather and play
- Easy access to fresh, local and healthy food and community gardens
- Convenient, efficient and safe routes to walk and bike
- Plenty of green, lush, beautiful parks and places
- An involved, active and educated group of people



### Urban Greening Priority Policy Areas

Participants participated in the Priority Bucket Activity to collect information about community members' urban greening policy priorities. Fifteen large buckets, each labeled with a potential urban greening policy area, were placed along a table and participants placed five poker chips to indicate their top priority areas for their community. This activity was also used at the pop-up workshops described below.



## 2.4 Mobile “Pop-up” Workshops

### Phase 1: Design Workshops

A series of five mobile “pop-up” workshops were held throughout the spring and summer of 2015 to bring the design workshop into the community at local events. These events were the Burbank Elementary School farmers market, the Meek Park Easter Egg Hunt,

Ashland REACH Youth Center, Cinco de Mayo event, Familia meeting, and a soccer season kick-off event. At these events participants had the opportunity to learn about the components of urban greening through a variety of interactive exercises. A magnetized board with game pieces representing urban greening strategies allowed community members to design a street that incorporates a variety of urban greening elements to better understand how these strategies fit into the context of their daily life. Participants were also invited to engage in prioritization activities about urban greening policy topic areas and preferences for types of landscaping.

The results of the prioritization activities at the design workshop and “pop-up” events were used to develop the eight urban greening objectives described in Chapter 3 and the Plant Palette in Chapter 4.

### Phase 2: Unveiling Events

Two unveiling events were held in the winter of 2014. The first event was held at the Downtown Hayward Farmers Market on November 22 and the second was held at the San Leandro BayFair Center Farmers Market on December 6.

The events engaged community members in the urban greening master plan process and sought input on priorities for urban greening projects that would implement multiple objectives and strategies identified in the plan.

A series of interactive posters displayed information on the six potential priority projects and identified community support for each. Participants were given six colored sticky dots to identify whether or not they supported each of the potential projects. A total of 29 community members participated in the events, and there was unanimous support for all six projects. Chapter 3 describes in greater detail each of the six priority projects.

Community members of all ages wrote a wish to express their desire for a green community on a tag and hung it on the Wishing Tree. At the end of the unveiling events, the tree was donated to the Paradise Community Garden with all of the wishes for a green future.





**Ashland/Cherryland Urban Greening Data Collection Tool**

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Focus Area: \_\_\_\_\_ Segment #: \_\_\_\_\_

Side of Street: Circle One: Odd or Even \_\_\_\_\_ Description (e.g. last two letters Right (R) and Corner (C)) \_\_\_\_\_

|   |  |  |
|---|--|--|
| <b>A. BUILDING/FACILITY ENVIRONMENT</b><br><b>1. Land Uses in Segment</b><br>a. Commercial (retail or office) <input type="checkbox"/><br>b. Residential <input type="checkbox"/><br>c. Mix of uses <input type="checkbox"/><br>d. Other <input type="checkbox"/> | <b>11. Buffer Landscaping between road and sidewalk</b> (at that apply for at least 25% of the street segment)<br>a. Lawn/grass landscaping <input type="checkbox"/><br>b. Other landscaping (in ground) <input type="checkbox"/><br>c. Planter/landscaping <input type="checkbox"/><br>d. Trees in buffer <input type="checkbox"/><br>e. Trees in walls on roadway between parking spaces <input type="checkbox"/><br>f. Pavement/Paving <input type="checkbox"/><br>g. Dike <input type="checkbox"/> | <b>22. Median Landscaping</b><br>a. Yes <input type="checkbox"/><br>b. No <input type="checkbox"/> |
| <b>2. Community gardens</b><br>a. Yes <input type="checkbox"/><br>b. No <input type="checkbox"/>  | <b>12. Roadway Lighting</b> (at that apply)<br>a. Road-Oriented Lighting <input type="checkbox"/><br>b. Pedestrian-Oriented Lighting <input type="checkbox"/><br>c. Other Lighting <input type="checkbox"/><br>d. No Lighting <input type="checkbox"/>   | <b>23. On-Street Parking</b><br>a. Yes <input type="checkbox"/><br>b. No <input type="checkbox"/>  |
| <b>3. Front-yard Landscaping</b><br>a. Total # Responder(s) Ornamental Garden: _____<br>b. Total # Responder(s) Vegetable Garden: _____<br>c. Total # Responder(s) Lawn: _____<br>d. Total # No landscaping: _____  | <b>13. Wayfinding</b> (at that apply)<br>a. Pedestrian information signs <input type="checkbox"/><br>b. Directional Signs to landmarks (e.g. parks, library, post office, etc.) <input type="checkbox"/><br>c. One-Route Signs <input type="checkbox"/><br>d. No Signs <input type="checkbox"/>  | <b>24. Bicycle Facilities</b><br>a. Yes <input type="checkbox"/><br>b. No <input type="checkbox"/> |
| <b>14. Bus Stop</b> (at that apply)<br>a. Bus Stop with Shelter <input type="checkbox"/><br>b. Bus Stop with Bench <input type="checkbox"/>   |  |  |

Other Comments: \_\_\_\_\_



## 2.5 Community Mapping

The project coordinator recruited approximately 30 volunteers to participate in field data collection to survey and map existing urban greening features in Ashland/Cherryland. Over the course of three days, participants walked 178 residential and commercial street segments in six focus areas within the project area to represent a variety of different street and land use types. The six focus areas include: the area between Meek Park and Cherryland Park, the area around San Lorenzo Creek, the area around Cherryland Elementary School and Sunset Park, the area around Ashland Reach Youth Center and the E 14th Street commercial corridor, the area south of BayFair Center, and the area around Hillside Elementary School and Ashland Park. The volunteers collected information such as number of street trees, sidewalk presence, sidewalk characteristics, bicycle facilities, transit facilities, front yard landscaping, street lighting, intersection signals, and traffic calming measures. Information on approximately 30 variables was collected and used as the basis for the online greening tool described in more detail in the following section.

## 2.6 Online Engagement

The project website launched in December 2013 and was updated throughout the planning process with project information and announcements for upcoming meeting events.

The information from the community mapping activity is being used to develop an online, interactive urban greening tool. The tool will illustrate and quantify how the implementation of urban greening strategies, actions and projects provide a number of benefits to the community.

# Objectives, Strategies, and Actions

- 3.1 Strategies & Actions for Each Objective
- 3.2 Diagrams of Planned and Proposed Urban Greening Activities
- 3.3 Priority Projects





## CHAPTER 3: Objectives, Strategies, and Actions

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The objectives, strategies, and recommended actions on the following pages identify community priorities for ways in which the County and members of the communities can achieve urban greening in Ashland and Cherryland.



## 3.1 Implementing Strategies, Actions, and Projects

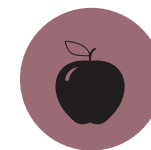
The objectives were developed through the extensive community outreach process described in Chapter 2. The objectives are broad aims or goals toward which efforts are directed. The strategies identify how to achieve each objective, and the actions are the steps that need to be taken to implement the strategies.

A review of existing County and community policies and programs identified a number of greening activities that are planned or already underway. These are summarized below each objective.

Research on best practices for urban greening was conducted and a gap analysis was carried out to identify recommended strategies and actions to implement each of the eight objectives. The strategies and actions contained in this chapter are a combination of:

- reiterations of existing or planned agency policies, programs, and activities
- suggested enhancements to existing agency policies and programs
- recommended new actions to meet urban greening objectives

Actions should be implemented at the discretion of the relevant agencies listed under each objective. Recommended “agency actions” are those that can be spearheaded by a County department or other local agency or relevant governing body. Recommended “community actions” are those activities that can be carried out by individual members of the public or community organizations.



## Objective 1

### Improve access to healthy food

This plan promotes additional opportunities for improved access to healthy and fresh foods at home, at school, in the workplace, and in the community. The following strategies and recommendations can help individuals and families make healthy food choices by supporting and encouraging community gardens, edible schoolyards, urban farming, and healthy produce at local stores and markets.



*Paradise Community Garden*



### What is the County already doing?

The County is preparing the Ashland Cherryland Community Health & Wellness Element, which will be part of the Alameda County Eden Area General Plan. The Element contains policies and actions that recommend the expansion of urban agriculture and urban farms, as well as the expansion of parks and open space in Ashland and Cherryland. Some of these policies are also consistent with Alameda County Supervisor Nate Miley's Eden Area Livability Initiative, particularly the Agriculture & Environment Work Group, which includes a project to advocate community gardens in the unincorporated area of Alameda County. The Alameda County Planning Department is in the process of writing a draft ordinance for implementation of CA State Assembly Bill 551: Urban Agriculture Incentive Zones in Ashland and Cherryland. This bill provides a tax incentive for private property owners to commit their vacant and/or blighted properties to agricultural use for a five year time period.

### What is the community already doing?

The resident-driven Ashland Cherryland Food Policy Council (ACFPC) is leading implementation efforts for Supervisor Nate Miley's Eden Area Livability Initiative Agriculture & Environment Work Group projects. In order to implement a project to advocate for community gardens, the ACFPC conducted a comprehensive survey of all vacant parcels that are eligible for agricultural use under CA State Assembly Bill 551: Urban Agriculture Incentive Zones. The Council compiled a Vacant Land Survey advocating for local implementation of AB 551 in order to increase healthy food access and the aggregation of green space through vacant land utilization for urban agriculture.

There are a fair number of community-led gardens that have come to fruition in the past year in Ashland and Cherryland, including the school garden at Colonial Acres Elementary School in Cherryland, and the community garden at Paradise & Mission in Ashland. The



Ashland Cherryland Food Policy Council is also leading efforts to work with low income residential housing agencies in Ashland to construct community gardens to increase healthy food access for their communities.

## Implementation Strategies and Actions

The implementation of the following recommended strategies and actions may involve one or more of the following parties: Alameda County Planning Department, Alameda County Public Health Department, Alameda County Community Development Agency, EALI Agriculture and Environment Working Group, Food Policy Council, Project EAT, Mercy Housing and Hayward Area Recreation and Park District (HARD).

### Strategy 1:

Promote the use of edible and pollinator landscapes in the public right-of-way and parks.

### Strategy 2:

Support and expand the edible garden and healthy food programs at schools.

### Strategy 3:

Support and encourage urban agriculture projects.

### Recommended Agency Action 1:

Supplement and support programs and policies to turn unused and blighted properties into community gardens and/or urban farms that produce local healthy food.



## CHAPTER 3 - Objectives, Strategies, and Actions



*Local farmers market*

### Recommended Agency Action 2:

Advocate for local parks to be landscaped with edible plants.

### Recommended Community Action 1:

Expand the community gardens at Mercy Housing's Eden House and launch the "Dinner at 6" program for nutrition education and family-style "food-u-cation" sessions for residents.

### Recommended Community Action 2:

Expand the role of the Food Policy Council to conduct research on innovative food policies and draft policy recommendations.

- Work with County agencies to develop a plan and identify ways to streamline and collaborate among all agencies that provide food-related services.
- Act as a liaison with County agencies.
- Facilitate partnerships, coordination, communication, and education among existing nonprofits and individuals.



## Objective 2

### Increase outdoor opportunities for physical activity and recreation

This plan encourages enhanced opportunities for members of the community to engage in an active lifestyle by providing trails, bike lanes, sidewalks and parks. These outdoor spaces promote regular exercise as a routine part of daily life. Participating in active play at parks and schoolyards, cycling along trails, and/or walking to work, school, or other destinations are ways in which people of all ages can improve their health and fitness while enjoying the outdoors.



## What is the County already doing?

There are a number of parks in the project area, all of which are operated and maintained by the Hayward Area Recreation and Park District:

- Fairmont Drive Park
- Edendale Park
- Hesperian Park
- Jack Holland Sr. Park
- Ashland Park
- Cherryland Park
- Meek Park

These parks provide a number of recreational facilities including open play areas, playground equipment, basketball courts, athletic fields, and a skate park. A diverse range of recreational programs including dance, martial arts, and sports is provided at Ashland REACH Youth Center and at the Ashland Community Center. The County recently completed a number of streetscape improvements along Lewelling Boulevard and Haviland Avenue to improve the pedestrian and bicycle environments. The County's Nutrition and Physical Activity Policy sets guidelines to promote physical activity for County employees, such as incentives for walking and biking to work, discounted health club rates, and access to bike racks, lockers, and showers.

## What is the community already doing?

Residents participate in a number of recreational programs offered by the Deputy Sheriff's' Activities League and the Ashland REACH Youth Center. Some residents in Ashland/Cherryland walk or bike to work. Two percent of residents walk to work



(per the Community-Based Transportation Plan) and less than one percent bike to work (per the Alameda County Bicycle and Pedestrian Master Plan for Unincorporated Areas).

## Implementation Strategies and Actions

The implementation of the following recommended strategies and actions may involve one or more of the following parties: Hayward Area Recreation and Park District, East Bay Regional Park District, Alameda County Public Works Agency, Alameda County Planning Department, Alameda County Public Health Department, Alameda County Community Development Agency, local school districts, Deputy Sheriffs' Activities League, and Ashland REACH Youth Center.

### Strategy 1:

Expand the trail network under the BART tracks/along the railroad corridor and along San Lorenzo Creek.

### Strategy 2:

Complete the sidewalk network along all streets. (See Objective 3: Enhance Pedestrian and Bicycle Safety)

### Strategy 3:

Increase bicycle facilities such as bike lanes, sharrows, signage, and bicycle racks. (See Objective 3: Enhance Pedestrian and Bicycle Safety).



## CHAPTER 3 - Objectives, Strategies, and Actions



*Hayward school play area*



### **Recommended Agency Action 1:**

Provide pedestrian amenities such as street trees, landscaping, benches and lighting along major streets, trails and pathways. (See also Objective 3 Enhance Pedestrian and Bicycle Safety and Objective 4 Improve Access to the Natural Environment)

### **Recommended Agency Action 2:**

Provide bicycle racks at all public projects, including schools, community centers, and parks.

### **Recommended Community Action 1:**

Support the Deputy Sheriffs' Activities League by either:

- Volunteering time to coach a team, referee a game, or teach youth a skill.
- Donating sporting goods equipment.
- Becoming a financial sponsor.

### **Recommended Community Action 2:**

Commit to routinely walking and bicycling to/from work, school, and other destinations instead of driving or carpooling to increase levels of physical activity.



## Objective 3

### Enhance pedestrian and bicycle safety

This plan promotes pedestrian and bicycle safety along roads, pathways, and trails throughout the communities of Ashland and Cherryland. Increased lighting, widened sidewalks, continuous sidewalks, calmed traffic, enhanced crossings, and traffic signage are some of the ways in which this can be achieved.



*East 14th Street sidewalk improvements*



*Hampton Road enhanced crosswalks*

## What is the County already doing?

The County is engaged in a number of programs to promote pedestrian and bicycle safety including:

- Street Repair Program
- Sidewalk Construction Program
- Pedestrian and Bicycle Master Plan
- Neighborhood Traffic Calming Program
- BART Greenway Trail
- Bicycle Safety Classes
- Bike to Work/School Day
- Walkable Neighborhoods for Seniors
- School Crossing Guard Program
- Alameda County Share the Road Program
- Safe Routes to School Program

## What is the community already doing?

Residents attend bicycle education classes to ensure they are riding safely, and participate in the safe routes to school program.



## Implementation Strategies and Actions

The implementation of the following recommended strategies and actions may involve one or more of the following parties: Alameda County Public Works Agency, Hayward Area Recreation and Park District, and East Bay Regional Parks District.

### Strategy 1:

Continue to improve sidewalks and crosswalks, particularly along safe routes to schools and in pedestrian activity zones.

### Strategy 2:

Continue to expand the bicycle network to ensure a convenient and connected system of routes to major destinations and activity centers.

### Strategy 3:

Ensure all sidewalks, trails, and pathways are well lit to enhance visibility and safety.

### Strategy 4:

Design streets to calm traffic and enhance safety and comfort for pedestrians, cyclists, and transit users.

### Strategy 5:

Designate complete streets to support multi-modal mobility for pedestrians, cyclists, transit users, and private motorists.





*Enhanced intersection crossing*



*Pedestrian bulb-outs*

### Recommended Agency Action 1:

Use the results of the sidewalk inventory to prioritize and install new curbs, gutters, and sidewalks where needed. As new and repaired sidewalks are installed, provide curb cuts to allow rainwater to run off into planting strips between the sidewalk and the roadway. (See Objective 7: Conserve water and improve stormwater quality through landscaping treatments.)

### Recommended Agency Action 2:

Work with the community to identify, develop, and implement traffic calming measures and complete street designs to promote a street environment that is safe and pleasant for pedestrians, cyclists, and transit users. Measures may include street trees, median landscaping, narrow travel lanes, wide sidewalks, bicycle lanes, street lighting, striping, signage, on-street parking, curb extensions (bulb-outs), transit shelters, and lower traffic speeds. (See also Objective 3 Enhance Pedestrian and Bicycle Safety and Objective 4 Improve Access to the Natural Environment and the Plant Palette in Chapter 4 Section 4.1)

### Recommended Community Action 1:

Meet with the Public Works Agency to identify traffic issues and types of traffic calming measures that would benefit the neighborhood.

### Recommended Community Action 2:

Participate in the County's Street Repair Program and Sidewalk Construction Program to share the costs to repair and construct sidewalks at the frontage of single-family residential parcels.



## Objective 4

### Improve access to the natural environment

This plan promotes enhancements to and an increase in the number of places where the community can engage and interact with the natural environment. Parks, open space, and the San Lorenzo Creek all offer places for the community to enjoy aspects of nature such as fresh air, water, sunlight, plants, and wildlife. These natural spaces enhance the environment by improving air quality and water quality and increasing habitat for plants and wildlife.



*San Lorenzo Creek*



## What is the County already doing?

There are a number of parks in Ashland and Cherryland, all of which are operated and maintained by the Hayward Area Recreation and Park District:

- Fairmont Drive Park
- Edendale Park
- Hesperian Park
- Jack Holland Sr. Park
- Ashland Park
- Cherryland Park
- Meek Park

These parks provide a respite from the surrounding urban area with open lawn areas, picnic tables, large trees, and attractive landscaping. In addition, the County in partnership with other agencies proposed the San Lorenzo Creek Greenway trail project to provide access to nature along the creek. However, the project is currently on hold because of community concerns over maintenance, privacy, and safety.



# Implementation Strategies and Actions

The implementation of the following recommended strategies and actions may involve one or more of the following parties: Hayward Area Recreation and Park District, East Bay Regional Park District, Alameda County Public Works Agency, Alameda County Planning Department, and Alameda County Flood Control and Water Conservation District.

## Strategy 1:

Enhance and maintain the existing parks in Ashland and Cherryland.

## Strategy 2:

Increase the amount of parkland and open space.

## Strategy 3:

Increase public access to San Lorenzo Creek.

## Recommended Agency Action 1:

Develop a Parklets Program and work with businesses to identify appropriate locations along Lewelling Boulevard, E. 14th Street, and Mission Boulevard. Parklets See Section 3.3 Priority Project A: Parklets.

## Recommended Agency Action 2:

Work with the community to identify potential locations for creek access points/viewing platforms and associated amenities.



### *Parklet*

*A parklet is a small outdoor public space serving as an extension of the sidewalk to provide pedestrian amenities and green space. It is created by converting one or two on-street parking spaces to a pedestrian amenity.*

## CHAPTER 3 - Objectives, Strategies, and Actions



*Creek spot adopted by Cherryland Community Association*



*Parklet*

### Recommended Agency Action 3:

Reach out to the community by 2020 to gauge community current support for the San Lorenzo Creek Greenway project.

### Recommended Agency Action 4:

Conduct an audit of all vacant and underutilized County properties in Ashland and Cherryland, and identify parcels suitable for public open space.

### Recommended Community Action 1:

Participate in the Flood Control District's Adopt-a-Spot and Adopt-a-Creek programs to improve San Lorenzo Creek by volunteering to remove trash and weeds and to plant and care for native trees and plants.

### Recommended Community Action 2:

Construct and maintain parklets in front of commercial businesses such as restaurants, cafes, and coffee shops that would benefit from additional outdoor seating and pedestrian amenities.



## Objective 5

### Reduce the amount of landfill waste generated and keep our streets clean

This plan encourages a reduction in the amount of waste that goes to the landfill by promoting greater levels of composting and recycling. Maintaining clean and attractive streets reflects community pride and encourages residents and visitors to show a greater respect for the environment.



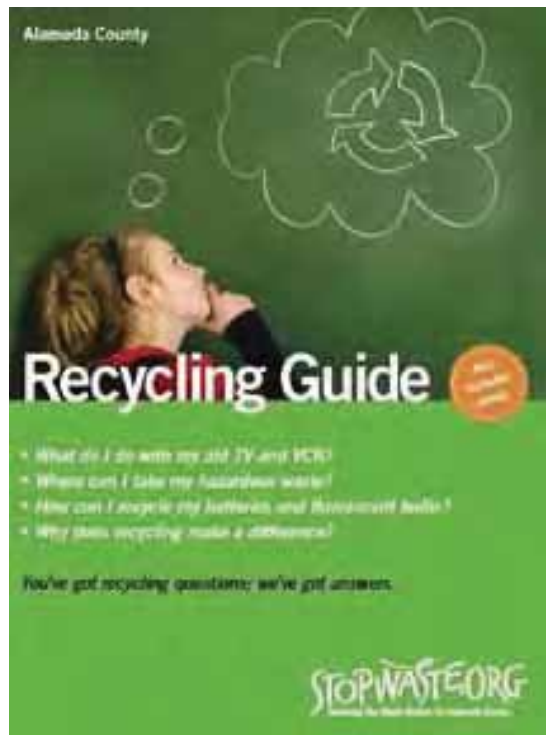
## What is the County already doing?

The local sanitation district provides curbside waste, recycling, and organic waste collection to all residences. This program is also offered to commercial businesses, though not all businesses in the project area have signed up for this service. The sanitation district offers annual free compost and mulch giveaways and free bulky item collection twice a year.

The County has adopted an environmentally preferable purchasing policy to prioritize waste reduction and to purchase green products, such as green cleaning products and paper with recycled content. The County's Climate Action Plan directs the County to promote recycled content materials for new construction.

## What is the community already doing?

Residents participate in regular community cleanup events to keep their streets and the San Lorenzo Creek clean. Ashland and Cherryland residents and businesses are doing their part to minimize waste. Currently about 72% of all waste in unincorporated Alameda County is diverted from landfills through recycling and composting practices.



*Alameda County Recycling Guide*



# Implementation Strategies and Actions

The implementation of the following recommended strategies and actions may involve one or more of the following parties: local school districts, Oro Loma Sanitary District, Waste Management, Hayward Area Recreation and Park District, Eden Area Chamber of Commerce, and community organizations.

## Strategy 1:

Increase composting and recycling at all schools, businesses, and residences.

## Strategy 2:

Reduce litter and illegal dumping in public areas.

### Recommended Agency Action 1:

Require all businesses to sign up for curbside recycling and compost collection.

### Recommended Agency Action 2:

Increase the number of trash and recycling bins along commercial corridors (E. 14th Street, Mission Boulevard, and Lewelling Boulevard) and adjacent to schools and parks.

### Recommended Agency Action 3:

Educate students on material reduction, reuse, and the materials that can be recycled and composted.

### Recommended Agency Action 4:

Institute a garden composting program at all schools with edible schoolyards and utilize



## CHAPTER 3 - Objectives, Strategies, and Actions



StopWaste.Org's free guide, presentations, resources, and assistance in setting it up.

### Recommended Agency Action 5:

Add more combination trash/recycling receptacles along commercial streets and in places with heavy foot traffic.

### Recommended Agency Action 6:

Institute an annual or semiannual event to collect large or bulky items from residences and businesses.

### Recommended Community Action 1:

Support and expand the existing community events to keep community streets, parks, and San Lorenzo Creek clean.

### Recommended Community Action 2:

Participate in the County's bulky item collection, and dispose of waste in designated trash, recycling, and/or compost bins. Commit to stop littering and dumping illegally.



## Resources

Bulky item collection: <http://www.oroloma.org/refuse/residential/bulky.html>

School Garden Compost: [http://acmg.ucanr.edu/School\\_and\\_Community\\_Gardening/School\\_Garden\\_Composting/](http://acmg.ucanr.edu/School_and_Community_Gardening/School_Garden_Composting/)



## Objective 6

### Beautify and green our streets

This plan promotes the greening and beautification of streets throughout the project area, in particular along the major thoroughfares. Enhancements to streets include increased street trees and landscaping along streets and in parking areas. The plan provides a planting palette with a variety of recommended groundcovers, shrubs, and trees that are a combination of native, edible, pollinator, and/or drought-tolerant. The planting palette is provided in Chapter 4: Urban Greening Toolbox.



*Street trees on Liberty Street*



*Street trees on Hampton Road*

## What is the County already doing?

The County has recently completed a number of streetscape improvements along Grove Way, Haviland Avenue, Hampton Road, Willow Avenue, Princeton Street, and Lewelling Boulevard west of Meekland Avenue. These improvements include the planting of new street trees and landscaping. Additional streetscape improvement projects are planned for the E. 14th Street/Mission Boulevard corridor and the portion of Lewelling Boulevard east of Meekland Avenue. These projects will include landscaped medians and street trees. The Eden Area General Plan identifies policies to improve the visual quality of the area by requiring street trees with new development and initiating programs to preserve existing trees and plant new trees. In addition, the Alameda County Climate Action Plan commits the County to expanding the urban forest by developing an Urban Forest Management Plan with a goal of planting 5,000 new public trees by 2020.

## What is the community already doing?

Most properties in the area have landscaped front yards, with a combination of grass, ornamental landscaping, trees and hardscape materials such as rocks and paving.



# Implementation Strategies and Actions

The implementation of the following recommended strategies and actions may involve one or more of the following parties: Alameda County Public Works Agency, Alameda County Planning Department, Alameda County Community Development Agency, Eden Area Chamber of Commerce, and community organizations.

## Strategy 1:

Increase the number of street trees and the amount of landscaping along sidewalks and median strips. Plant edible and pollinator species in streets landscape designs. (See Chapter 4 Section 4.1 Plant Palette)

## Strategy 2:

Increase the number of trees and the amount of landscaping in parking lots.

## Recommended Agency Action 1:

Prioritize streetscape improvements planned along Lewelling Boulevard and E. 14th Street/Mission Boulevard. Choose a selection of edible, pollinator, drought-tolerant, and/or native groundcovers, shrubs, and trees from the plant palette provided in Chapter 4: Urban Greening Toolbox.

## Recommended Agency Action 2:

Set up a program to incentivize businesses to install parklets in on-street parking spaces along commercial corridors. See also Section 3.3 Priority Project A: Parklets at the end of this chapter.



*Street improvements on East 14th Street*





### **Recommended Agency Action 3:**

Develop and implement the Urban Forest Management Plan, with consideration for the trees identified in the plant palette (see Chapter 4: Urban Greening Toolbox) included in this plan.

### **Recommended Agency Action 4:**

Set standards for shade tree coverage and landscaping in parking lots.

### **Recommended Community Action 1:**

Increase participation in street tree planting programs.

### **Recommended Community Action 2:**

Participate in the landscaping and maintenance of planting strips (the area between the roadway and the sidewalk) adjacent to residential and commercial properties.





## Objective 7

### Conserve water and improve stormwater quality through landscaping treatments

The plan emphasizes the use of water-conserving landscapes, natural stormwater filtration features, and groundwater recharge to minimize the need for landscape irrigation and to improve the quality of the runoff that flows to San Lorenzo Creek. Maximizing landscaped and permeable areas and minimizing asphalt throughout the community reduces the rate and volume of stormwater entering the drainage system and decreases flooding. These practices also improve water quality as vegetation filters and removes pollutants from runoff before it is carried to the creek.



*Curb cuts directing water to planting areas*



*Green roof at the Ashland REACH center*



### What is the County already doing?

The County General Plan and Climate Action Plan (CAP) policies encourage new developments to include sustainable stormwater treatments to improve stormwater quality and reduce reliance on irrigation for landscaping. These policies support the incorporation of sustainable landscaping strategies such as native and drought-tolerant landscaping, to conserve water in new and existing landscapes and to use natural stormwater drainage systems, and to detain rainwater through the use of permeable paving, planted bioswales, and green roofs. The City committed to adopting a policy to prohibit home improvement associations from preventing use of water-conserving landscaping techniques such as native plants and xeriscaping. The CAP policies require major new landscape projects to reduce potable water use for landscape irrigation by 40%. The County will work with stopwaste.org to expand water conservation outreach and rebate programs to promote water-conserving landscape techniques to homeowners and landscape professionals and will develop a targeted landscape irrigation outreach program for landscape professionals.

The Ashland REACH Youth Center building has a number of green features. The green roof and site surfaces are designed to reduce the amount of stormwater runoff. Stormwater collected from the roof is directed to planting areas to be filtered before leaving the property and entering the stormwater drainage system. Bay-friendly landscaping and an efficient irrigation system reduce outdoor water usage by 50 percent over traditional landscaping design.

### What is the community already doing?

Many properties in Ashland and Cherryland are landscaped with alternatives to water-intensive lawns, such as ornamental shrubs, fruit trees and hardscaping such as rock gardens.



## Implementation Strategies and Actions

The implementation of the following recommended strategies and actions may involve one or more of the following parties: Alameda County Public Works Agency, Alameda County Planning Department, Alameda County Community Development Agency, Alameda Flood Control Agency, EBMUD, private developers, and community organizations.

### Strategy 1:

Install water-conserving, drought-tolerant, and/or native landscaping in public areas.

### Strategy 2:

Encourage water-conserving, drought-tolerant, and/or native landscaping in private gardens and landscapes. Continue to enforce bay-friendly landscaping guidelines and limits on the amount of turf used in new landscapes. See recommendations for plants in the plant palette included in Chapter 4: Urban Greening Toolbox.

### Strategy 3:

Install sustainable stormwater treatments, like curbcuts and roof downspouts that drain rainwater to planting areas and vegetated swales, to filtrate and detain stormwater during rain events to reduce the impact on the stormwater system and improve water quality draining to local water bodies such as San Lorenzo Creek.

### Recommended Agency Action 1:

Set up a program to incentivize the conversion of lawns to drought tolerant/native landscape.



*Vegetated swale*



*Roof downspouts drain to planting area*

## CHAPTER 3 - Objectives, Strategies, and Actions



*Permeable paving*



*Residential yard with drought-tolerant landscaping*

**Recommended Agency Action 1:** Require all publicly funded projects and incentivize private projects to minimize large impermeable areas by installing treatments such as:

- Downspouts draining to planting areas.
- Curb cuts directing rainwater runoff to planting areas.
- Permeable paving at parking areas and pathways.
- Native and/or drought tolerant landscaping.
- Green roofs.

### **Recommended Community Action 1:**

Take advantage of EBMUD rebates and convert lawns to native and/or drought-tolerant landscaping.



## Objective 8

### Promote alternative energy in public spaces

This plan encourages the County to demonstrate leadership in promoting sustainable practices through the use of renewable energy sources. The plan promotes improving public spaces and municipal properties by installing renewable energy technologies such as solar panels and small wind turbines.



*Solar roof on Ashland REACH center*



### What is the County already doing?

The Alameda County Climate Action Plan identifies a number of strategies to increase the use of renewable energy systems countywide. The County will facilitate the installation of renewable energy systems by creating Solar Empowerment Districts in commercial and industrial areas with optimal solar orientation and building structure conditions. The County will remove or minimize barriers that inhibit the installation of solar energy systems and develop a streamlined permitting process to further promote and expedite the installation of PV systems in these districts. Alameda County will develop a residential renewable energy program that encourages homeowners to install solar hot water and solar photovoltaic systems through a combination of community outreach, low-cost financing, and permit streamlining. The County will also promote the use of smart grid-compatible appliances, lighting, cooling and heating systems in homes. While, there are no commitments to the use of renewable energy facilities in new public projects or at existing public facilities identified in the Climate Action Plan, the Ashland REACH Youth Center building, which the County built with redevelopment funds, has a number of green building features including a series of solar energy panels on the roof. These panels produce 52,000 kilowatt-hours (kWh) of electricity, equivalent to the annual energy needs of six residences.

### Implementation Strategies and Actions

The implementation of the following recommended strategies and actions may involve one or more of the following parties: Alameda County Public Works Agency, Alameda County Planning Department, Alameda County Community Development Agency, Hayward Area Recreation and Park District, local school districts, and community organizations.



## Strategy 1:

Install solar-powered lighting at bus stops, parks, crosswalks and public parking lots.

## Strategy 2:

Increase the number of renewable energy installations on public properties such as schools and parks.

### Recommended Agency Action 1:

Install clean energy features on new municipal buildings (including schools, parks, and community centers), and retrofit existing buildings to promote energy self-sufficiency. Examples include, but are not limited to, solar panel shade structures in parking lots, solar panels on rooftops, solar-powered lighting, and small wind turbines.

### Recommended Agency Action 2:

For all new streetscape improvement projects, install solar-powered street lighting, bus stop shelters, and/or pedestrian crossing signalization.

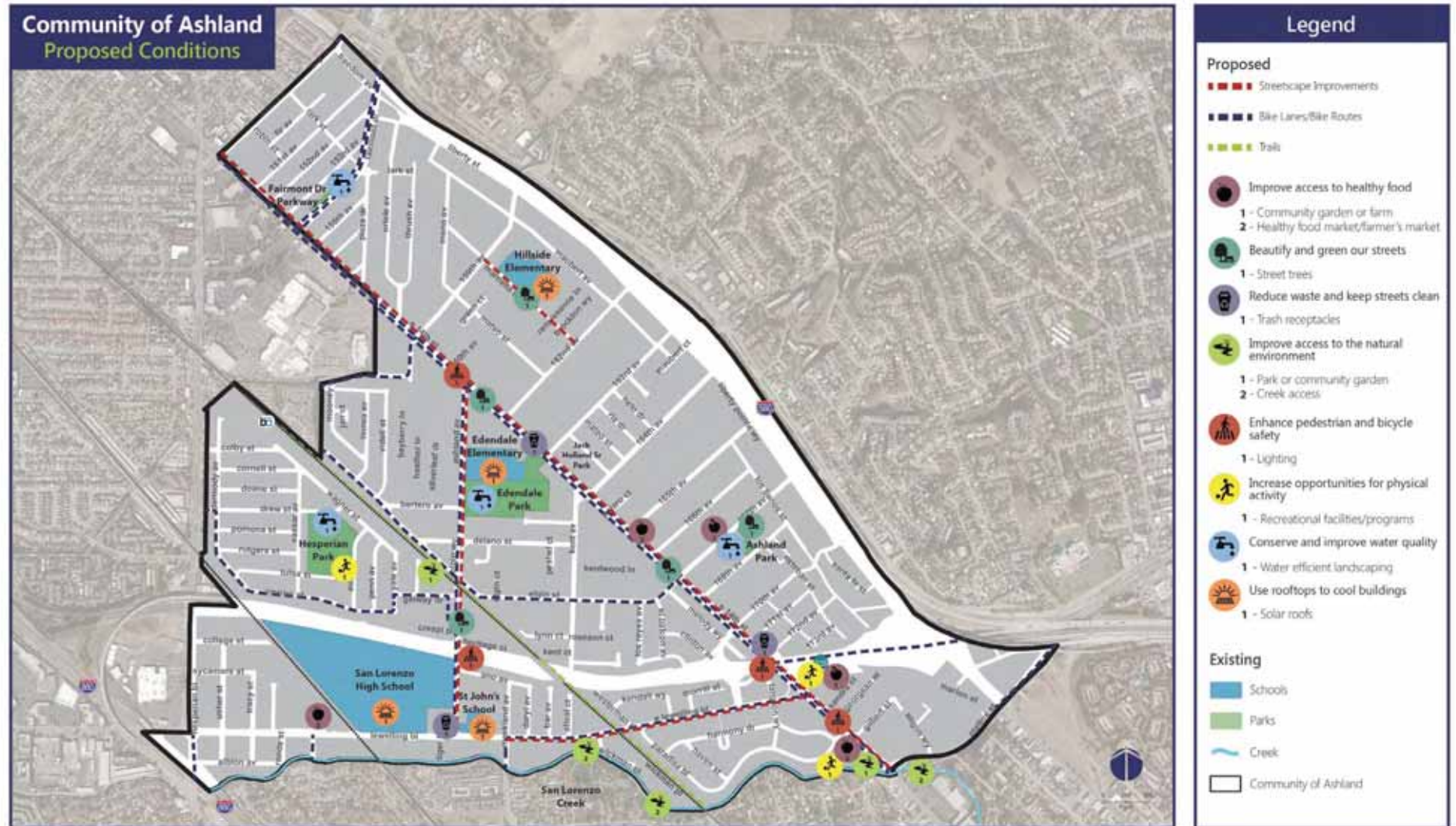


*Solar-powered pedestrian signal*

## 3.2 Urban Greening Diagrams

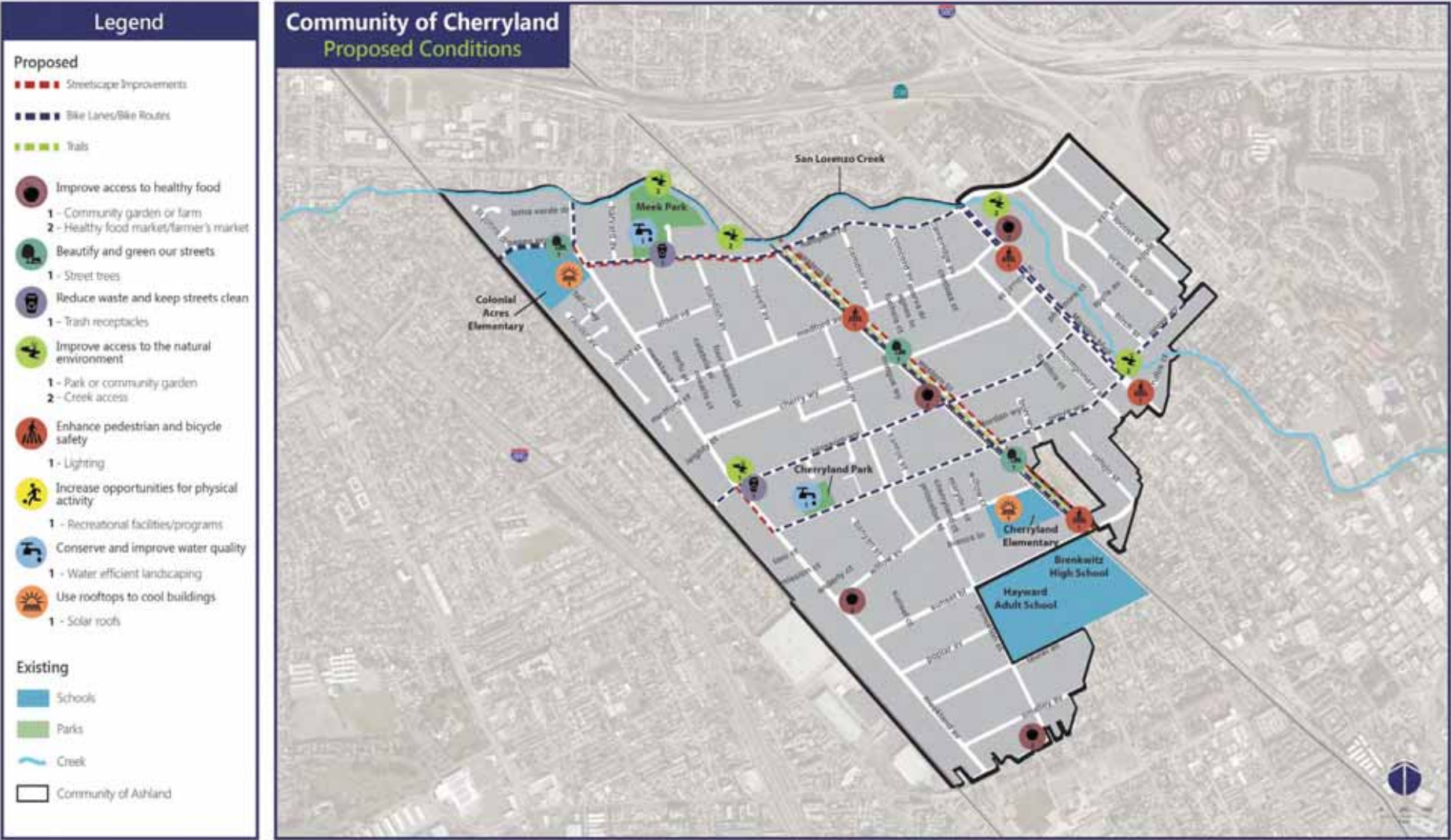
The following diagrams illustrate and summarize the planned and proposed public improvements identified in this chapter. The diagrams are intended to be a visual representation of the objectives, strategies and actions and a road map to guide future urban greening efforts in each community.

Figure 3.A Planned and Proposed Urban Greening Features in Ashland



CHAPTER 3 - Objectives, Strategies, and Actions

Figure 3.A Planned and Proposed Urban Greening Features in Cherryland



## 3.3 Potential Priority Projects

Six potential priority projects are identified below. Each project meets multiple urban greening objectives, and may be eligible for additional state grant funding for urban greening. Each of these projects would be a collaborative effort, bringing together local agencies and community groups to make Ashland and Cherryland even greener.

### Priority Project **A**: Parklet Program

Partner with relevant agencies, County departments and community organizations to develop a Parklet Program and install a pilot parklet along the E. 14th Street/Mission Boulevard corridor. A parklet is a small outdoor public space serving as an extension of the sidewalk to provide pedestrian amenities and green space. It is created by converting one or two on-street parking spaces to a pedestrian amenity.

Ideas for project components include:

- Outdoor seating
- Bicycle racks
- Native/drought-tolerant landscaping and trees
- Pollinator plants and edible landscaping
- Solar-powered lighting
- Public artwork

Meets the following objectives (depending on design):



*Parklet with seating and landscaping*



*Parklet landscaping*



*Parklet with benches, planters and tables*



*Creek with naturalized features*



*Creek maps and informational signs*



*Creek viewing point*

## Priority Project **B**: San Lorenzo Creek Program

Partner with relevant agencies, County departments and community organizations to provide a program of activities, events, and projects to improve the health, aesthetics and public access to the creek.

Ideas for activities to implement the project include:

- Public access viewing points with public artwork and educational plaques
- Enhancements to the creek channel with naturalized features
- Creek cleanup guidelines and creek cleanup events
- Annual creek walk
- Solar-powered lighting
- Partnerships with students to monitor creek health

**Meets the following objectives:**



## Priority Project C: Healthy Food Action Plan

Partner with relevant agencies, County departments and community organizations to develop a Healthy Food Action Plan to facilitate partnerships, coordination, communication, education, active projects, and County policies in regard to healthy food.

Ideas for activities to implement the project include:

- Set targets for County food policies and programs, such as healthy corner stores, healthy food trucks, local food purchasing, and animal keeping
- Community garden program
- Healthy food and nutrition outreach and education
- Schoolyard garden produce served in schools
- Cooking and gardening demonstrations

Meets the following objectives:



*Schoolyard garden*



*Community garden*



*Compost pile*



*Seed library*

## Priority Project **D**: Urban Agriculture & Food Hub

Partner with relevant agencies, County departments and community organizations to develop an Urban Agriculture & Food Hub. This will be a space in the community for food production, food education, and food business incubator services.

Ideas for activities to implement the project include:

- A space for production, packaging, cooking, and distribution
- Tool lending library
- Seed library
- Cooking and nutrition classes
- Food business incubator services
- Vericomposting of food waste
- A marketplace to connect businesses to farmers
- Resources for urban farmers

### Meets the following objectives:



## Priority Project **E**: Green Corridors Program

Partner with relevant agencies, County departments and community organizations to develop the Green Corridors Program. This should be implemented together with the planned streetscape improvements along the E. 14th Street/Mission Boulevard and Lewelling Boulevard Phase 2 corridors to provide a space to highlight urban greening strategies in the community.

Ideas to implement the project include:

- Design green corridors with:
  - native and drought-tolerant plants
  - pollinator and edible shrubs and groundcovers
  - permeable paving
  - educational plaques to highlight green features
  - solar-powered lighting and crossing signals
- Inventory map of all edible fruit trees
- Harvest parties at public parks

**Meets the following objectives:**



*Permeable paving treatment*



*Landscaped street median*



*Educational plaque on green features*



*School ground basketball court*



*Trail*



*Yoga in the park*

### Priority Project **F**: Fitzone Project

Partner with relevant agencies, County departments and community organizations to develop a Fitzone Project to improve health and safety. The program would provide regular outdoor activities in public places to bring community members and law enforcement together. Members of the Alameda County Sheriff's Office would lead free fitness events for all ages and levels of activity in public places. These events would achieve multiple objectives, including increasing levels of activity and public safety, while developing a greater sense of community and strengthening relationships between community members and local sheriffs.

Ideas for activities to implement the project include:

- Bike education and safety classes
- Fitness classes in the park
- Organized bike rides and walks
- Basketball in the parks and school grounds

**Meets the following objectives:**





# URBAN GREENING TOOLBOX 4

- 4.1 Plant Palette
- 4.2 Community Resources
- 4.3 Potential Funding Sources





# CHAPTER 4: Urban greening toolbox

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The Urban Greening Master Plan is supported by the following tools:

- Plant Palette - provides recommendations for edible, drought tolerant, native and/or pollinator plants
- Community Resources - identifies ways in which members of the community can participate in existing projects, or initiate new projects to further the urban greening goals and strategies identified in this plan.
- Potential Funding Sources - lists funding and financing mechanisms that may be pursued to implement this plan.



## 4.1 Planting Palette

This section presents a planting palette that can be used as a guideline for streetscape landscaping plant selection along sidewalk and median strips (see Figure 4.X). During the outreach process we heard from many people about the type of plants they would like to see in public areas. Community members outlined priorities in the following order: Drought-tolerant (33%), Edibles (33%), Pollinator friendly (21%), and Native to California (13%).

The plants and trees selected for this planting palette are based on the “Bay-Friendly Landscape Guidelines” by StopWaste which the County of Alameda uses to guide their public planting areas. While the edible plants do not meet all of the guidelines for Bay Friendly landscaping, they were selected based on species that thrive in the area taking into account climate and urban conditions.

**Large Trees** Given the great need for shaded streets in Ashland/Cherryland, broad canopied shade trees should be prioritized for planting whenever possible.

**Medium/Small Trees** These smaller scale trees should be used when space or other constraints prevent the use of a larger canopy tree. They may also serve as under-story.

**Shrubs** These are to be considered as the under-story of trees. Large shrubs should only be used in a median strip to create a buffer between opposing lanes of traffic.

**Grasses and Groundcovers** These lower plants can be used as under-story in the sidewalk strip where safety and visibility are important factors to consider.

**Edibles** This subset of fruit-bearing trees, shrubs and ground covers provide the basis for an urban orchard. The selection highlights Cherryland’s stone fruit industry and it includes other climate-compatible selections. Fruit-bearing trees have different and generally much higher irrigation, nutrient and maintenance requirements so they should only be grown in situations where adequate care will be provided.

The following icons are used to identify plants that are edible, native to California, pollinator friendly, and/or drought resistant.



Edible



Native to California

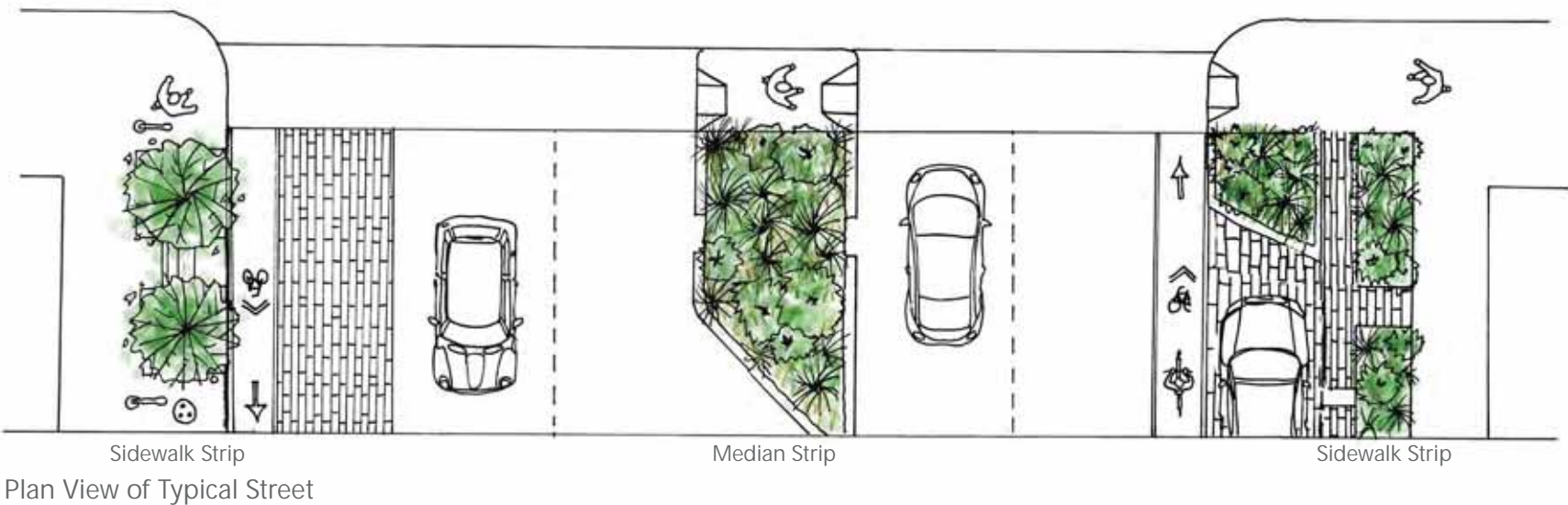
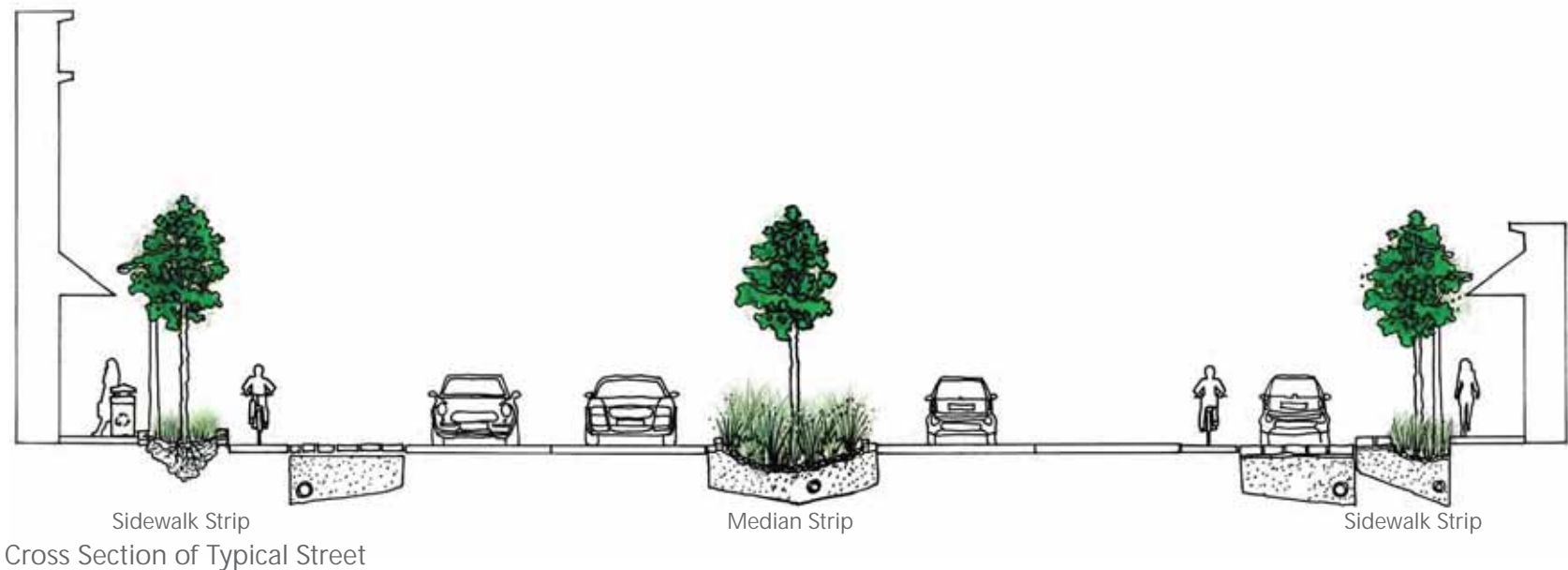


Pollinator Friendly



Drought Resistant

Figure 4.A Appropriate Locations for Streetscape Landscaping



# Large Trees

## Species Info

American Sweetgum

*Liquidambar styraciflua*

60-70' H / 45' W

sidewalk strip, park, school,  
civic buildings



Red Oak

*Quercus rubra*

60-70' H / 50-60' W

park, school, civic buildings



Cork Oak

*Quercus subra*

65' H / 40' W

park, school, civic buildings



Red Maple

*Acer rubrum*

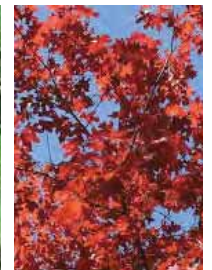
45-50' H / 25-40' W

median strip, sidewalk strip,  
park, school, civic buildings

## Form



## Images



## Large Trees

### Species Information

London Plane Tree

*Platanus acerifolia*

75-100' H / 80' W

median strip, sidewalk strip,  
park, school, civic buildings



### Form



Aristocrat Flowering Pear

*Pyrus calleryana 'Aristocrat'*

40' H / 20' W

median strip, sidewalk strip,  
park, school, civic buildings



### Images



## Medium Trees

### Species Info

Pin Oak

*Quercus palustris*

60-70' H / 25-45' W

median strip, sidewalk strip,  
park, school, civic buildings



### Form



### Images



Chinese Pistache

*Pistacia chinensis*

60' H / 25-35' W

median strip, sidewalk strip,  
park, school, civic buildings



Mayten

*Maytenus boaria*

20-30' H / 15-20' W

median strip, sidewalk strip,  
park, school, civic buildings



Ginkgo

*Ginkgo biloba*

40-80' H / 30-40' W

median strip, sidewalk strip,  
park, school, civic buildings



## Medium Trees

### Species Information

River Birch

*Betula nigra*

50-90' H / 40-50' W

median strip, park, school,  
civic buildings

### Form



Golden Rain Tree

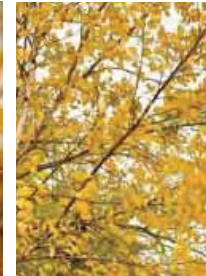
*Koelreuteria paniculata*

30-40' H / 30-40' W

median strip, sidewalk strip,  
park, school, civic buildings



### Images



# Small Trees

## Species Info

Crape Myrtle

*Lagerstroemia*

20-30' H / 15-25' W

median strip, sidewalk strip,  
park, school, civic buildings



## Form



## Images



California Redbud

*Cersis occidentalis*

15-25' H / 15-25' W

sidewalk strip, park, school,  
civic buildings



Trident Maple

*Acer buergerianum*

20-35' H / 20-30' W

median strip, sidewalk strip,  
park, school, civic buildings



Japanese Cherry

*Prunus serrulata 'Amanogawa'*

20' H / 15' W

sidewalk strip, park, school,  
civic buildings



## Small Trees

### Species Information

Flowering Plum

*Prunus x blireana*

20' H / 20' W

sidewalk strip, park, school,  
civic buildings



Carolina Laurel Cherry

*Prunus caroliniana*

40' H / 25' W

sidewalk strip, park, school,  
civic buildings



### Form



### Images



# Shrubs

## Species Info

Cleveland Sage

*Salvia clevelandii*

4-5' H / 4-5' W

median strip, sidewalk strip,  
park, school, civic buildings



California Buckwheat

*Eriogonum 'Shasta'*

1.5' H / 2' W

median strip, sidewalk strip,  
park, school, civic buildings



Compact Strawberry Tree

*Arbutus unedo compacta*

6-8' H / 7' W

median strip, park, school,  
civic buildings



Smoke Bush

*Cotinus coggygia*

10-15' H / 10-15' W

median strip, park, school,  
civic buildings



## Images



## Shrubs

### Species Information

San Bruno Coffee Berry

*Rhamnus californica*

4-8' H / 4-8' W

median strip, park, school,  
civic buildings



Bush Anemone

*Carpenteria californica*

5-12' H / 3-4' W

median strip, sidewalk strip,  
park, school, civic buildings



### Images



# Grasses

## Species Info

Rush

*Juncus patens*

1.5-3' H / 1.5'-3' W

median strip, sidewalk strip,  
park, school, civic buildings



Deer Grass

*Muhlenbergia rigens*

3-6' H / 2-6' W

median strip, sidewalk strip,  
park, school, civic buildings



Berkeley Sedge

*Carex tumulicola*

12-18" H / 12-18" W

median strip, sidewalk strip,  
park, school, civic buildings



California Field Sage

*Carex praegracilis*

1' H / Spreading

median strip, sidewalk strip,  
park, school, civic buildings



## Images



## Grasses

### Species Information

Pink Muhlenbergia

*Muhlenbergia capillaris*

1-3' H / 2-3' W

median strip, sidewalk strip,  
park, school, civic buildings



Canyon Prince

*Leymus condensatus*

3-4' H / 3' W

median strip, sidewalk strip,  
park, school, civic buildings



### Images



# Groundcover

## Species Info

Creeping Sage

*Salvia sonomensis*

1-2' H / 5-10' W

median strip, sidewalk strip,  
park, school, civic buildings



Beach Strawberry

*Fragaria chiloensis*

4-12" H / 3-4' W

median strip, sidewalk strip,  
park, school, civic buildings



Bees Bliss Salvia

*Salvia leucophylla*

1-3' H / 4-8' W

median strip, sidewalk strip,  
park, school, civic buildings



Coyote Bush

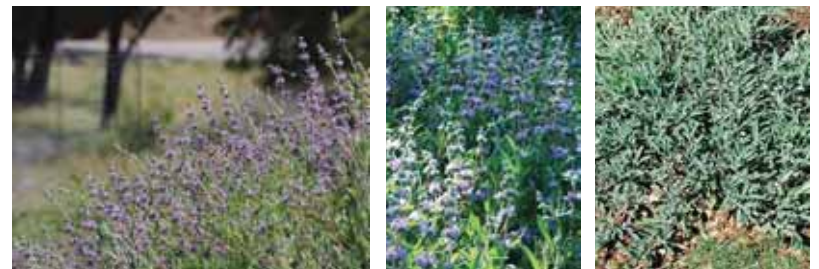
*Baccharis pilularis*

2-3' H / 7-9' W

median strip, sidewalk strip,  
park, school, civic buildings



## Images



## Groundcover

### Species Information

Creeping Mountain Lilac  
*Ceanothus 'Joyce Coulter'*

2-5' H / 10-12' W

median strip, sidewalk strip,  
park, school, civic buildings



Broadleaf Stonecrop  
*Sedum spathulifolium*

4-6" H / 10-12" W

median strip, sidewalk strip,  
park, school, civic buildings



### Images



# Edible Trees

## Species Info

Strawberry Tree

*Arbutus unedo*

15-30' H / 15-30' W

median strip (>20'), sidewalk strip,  
park, school, civic buildings



## Form



## Images



Santa Rosa Plum

*Prunus salicina 'SantaRosa'*

12' H / 12' W

median strip (>20'), sidewalk strip,  
park, school, civic buildings



Lemon Tree

*Citrus meyeri*

6-10' H / 4-8' W

median strip (>20'), sidewalk strip,  
park, school, civic buildings



Apple Tree

*Malus domestica*

12-30' H / 12-30' W

median strip (>20'), sidewalk strip,  
park, school, civic buildings



## Edible Trees

### Species Information

Pear Tree

*Pyrus communis*

25-30' H / 15-20' W

median strip (>20'), sidewalk strip,  
park, school, civic buildings



### Form



### Images



Japanese Persimmon

*Diospyros kaki*

20-30' H / 15-25' W

median strip (>20'), sidewalk strip,  
park, school, civic buildings



## Edible Shrubs

### Species Info

Northern Highbush Blueberry

*Vaccinium corymbosum*

6-12' H / 4-8' W

median strip, park, school, civic buildings



Aloe

*Aloe vera*

1-3' H / 1-3' W

median strip, sidewalk strip, park, school, civic buildings



Rosemary

*Rosmarinus officinalis*

4-6' H / 1-1.5' W

median strip, sidewalk strip, park, school, civic buildings



English Lavender

*Lavandula angustifolia*

1-1.5' H / 1-1.5' W

median strip, sidewalk strip, park, school, civic buildings



### Images



## Edible Shrubs

### Species Information

Pineapple Guava

*Feijoa sellowiana*

10-25' H / 7-15' W

median strip, park, school,  
civic buildings



Pomegranate

*Punica granatum*

10-20' H / 10-20' W

median strip, park, school,  
civic buildings



### Images



# Edible Groundcover

## Species Info

Chives

*Allium schoenoprasum*

1' H / 1.5' W

median strip, sidewalk strip,  
park, school, civic buildings



Mint

*Mentha sp.*

1-2' H / 1-2' W

median strip, sidewalk strip,  
park, school, civic buildings



Strawberry

*Fragaria sp.*

2-8" H / 2' W

median strip, sidewalk strip,  
park, school, civic buildings



Creeping Oregon Grape

*Mahonia repens*

1.5-2' H / 3-4' W

median strip, sidewalk strip,  
park, school, civic buildings



## Images



## Edible Groundcover

### Species Information

Oregano

*Origanum vulgare*

0.5-1.5' H / 1-1.5' W

median strip, sidewalk strip,  
park, school, civic buildings



Thyme

*Thymus vulgaris*

6-12" H / 6-12' W

median strip, sidewalk strip,  
park, school, civic buildings



### Images



## Maintenance Plan

This section presents a planting maintenance plan that can be used as a guideline for the edible streetscape landscaping along sidewalks and median strips and any other public edible landscape.

Managing street fruit trees and other edible landscape requires more care than traditional ornamental landscapes, however the benefits outweigh the additional effort. We recommend partnering with and training residents and neighborhood associations or other community groups to become stewards of the edible landscape so that the trees can receive the care and attention they require. As with most projects, education is crucial to a successful outcome. Edible streetscapes require education on harvesting (ethical harvesting, how to harvest, when to harvest) and pruning to maintain the health of the tree and promote higher yields.

Some things to consider when planning for an edible public landscape:

- Encourage activities with neighbors around harvesting and the care/pruning of the trees; this will generate public interest, ownership and reduce vandalism.
- Organize work and learn events for harvest and pruning times.
- Solicit and train volunteers to harvest and prune the edible landscape
- Release news media stories when the harvest season starts to announce upcoming harvesting events
- Set up and adopt an Integrated Pest Management (IPM) approach. IPM is a process used to solve pest problems while minimizing risks to people and the environment. No chemicals (pesticides and/or herbicides should be used)

Edible public landscapes provide multiple benefits, as not only do they create opportunities for people to garden together and learn from each other, but gardening activities can help develop a sense of community and create a more livable urban environment.







## 4.2 Community Resource Toolkit

The community resources listed in this section identify existing County and community programs that community members can participate in to further the urban greening goals and strategies identified in this plan. Resources are provided so that community members can help implement the strategies, actions, and priority projects identified in this plan. Please see Section 4.3, Funding Strategy, for potential sources that could be used to fund the recommended programs.

**Supports the following Urban Greening Objectives:**



## Existing County and Community Opportunities

### Deputy Sheriffs' Activities League

#### Description:

The Alameda County Deputy Sheriffs' Activities League, Inc. (DSAL) provides recreational and educational opportunities and activities at the Ashland REACH Youth Center and local schools for youth, including dance, boxing, martial arts, basketball, soccer, and exercise classes. These classes create opportunities for physical activity and recreation.

#### How to get involved:

Contact DSAL at:

Hilary Bass, Director  
510-481-4538  
hbass@acgov.org

Sergio Suarez, Programs Manager  
510-481-4517  
ssuarez@gmail.com

Members of the community can support the league in a number of ways:

- Volunteer time; e.g., coach a team, referee a game, teach youth a skill
- Donate sporting goods equipment
- Be a financial sponsor

#### Online resource links:

<http://acdeputysal.weebly.com/dsal-programs.html>

<http://acdeputysal.weebly.com/supporting-the-dsal.html>

## Adopt-a-Creek/Adopt-a-Spot

### Description:

Members of the community can adopt a portion of a local waterway through the Alameda County Flood Control District's Adopt-a-Spot and Adopt-a-Creek programs. This program contributes to improving the natural environment to attract more outdoor visitors and improving the quality of stormwater running through the creek. Individuals or groups can meet the challenge at a specific location by:

- Removing trash and other debris
- Removing weeds
- Planting native trees, shrubs, and wildflowers
- Caring for plants and wildlife habitat

The district provides free trash bags and trash disposal, gloves, and orange safety vests. Participating in Adopt-a-Spot or Adopt-a-Creek is easy.

Additionally, Friends of San Lorenzo Creek is a central source of information on the San Lorenzo Creek system and watershed, including action issues and events.

### How to get involved:

Interested members of the community should first select and map a portion of the waterway of interest, then contact the Flood Control District at (510) 670-5501. An Adopt-a-Spot coordinator will review the selection. If the location is not already taken and if the area is deemed safe for volunteer workers, the spot can be adopted.

### Online resource links:

<http://acfloodcontrol.org/what-you-can-do/volunteer>

<http://friendsofsanlorenzocreek.org/>

Supports the following Urban Greening Objectives:



**Supports the following Urban Greening Objectives:**



**Eden Area Livability Initiative (EALI)**

**Description:**

The EALI is an integrated partnership between the community, Alameda County, and other public sector jurisdictions. The initiative is the strategic development of a shared vision that plans to build pride for the unincorporated urban communities of Alameda County. The initiative also aims to increase community participation in the decision-making process and to engage parties that have long been underrepresented.

The Ashland Cherryland Food Policy Council (ACFPC) advises local government on policy in order to establish an equitable and secure food system in the community. The ACFPC works to develop a vibrant and healthy local food system in Ashland Cherryland that strengthens the economy, engages and gives a voice to residents, maintains strong partnerships with neighboring communities, encourages community participation, and ultimately improves access to healthy food.

**How to get involved:**

There are many ways to get involved in EALI. The Joint Leadership Committee is created to provide oversight and expand community involvement and ownership. Several topic-based working groups convene to discuss, plan, and implement projects in a focused area and/or issue in the Eden Area community. Working groups include:

- Agriculture and Environment
- Economic Development
- Education
- Governance
- Public Safety and Realignment
- Health and Wellness Element for Ashland and Cherryland
- Cherryland Community Center

Eden Area District Office

20980 Redwood Road, Suite 250, Castro Valley, CA 94546

Phone: 510-670-5717

Facsimile: 510-537-7289

Community members can be involved in ACFPC by:

- Becoming a member
- Volunteering and participating on one of the work committees

**Online resource links:**

<http://www.acgov.org>

<http://www.acfpc.org/>

**Supports the following Urban Greening Objectives:**



**Family cycling workshops**

**Description:**

Bike East Bay brings family biking fun to local neighborhoods. At these on-the-bike outdoor events, the organization's certified instructors lead games and activities for parents and children to participate in together, to improve handling and balance skills while addressing questions about safety, equipment, and local biking resources. Each child receives a prize at the end of every session.

Bike East Bay offers many opportunities for physical activity and bicycle safety education, including urban cycling, adult cycling, family cycling, and rodeos for families and children. Cycling workshops and rodeos for families and children include a mock city course, skills building, and safe walking and bike instruction.

**How to get involved:**

Interested members of the community can apply online for a free educational workshop.

Bike East Bay Office: Jack London Square, 466 Water Street, Oakland, CA 94607

(across from Lungomare's cafe, Roast)

Mail: PO Box 1736, Oakland, CA 94604

Telephone: (510) 845-RIDE (7433)

**Online resource link:**

<https://bikeeastbay.org/ClassApplication>

## Water conservation

### Description:

Residents can undertake various projects on their own property to save water and beautify yards. Property-enhancing projects include:

- Replace lawn areas with drought-tolerant plants
- Replace conventional sprinklers with drip irrigation systems
- Replace the driveway with permeable paving
- Install a graywater system
- Install a green roof

The East Bay Municipal Utility District (EBMUD) provides rebates for one or more landscape and irrigation equipment upgrades and for purchasing a graywater system. The UC Davis Arboretum All-Stars website provides a searchable database of plants that are low maintenance, water-conserving, and/or native to California. The Bay-Friendly Landscaping & Gardening Coalition is a nonprofit organization that provides information, tools, and resources for gardeners to reduce water waste and pollution, conserve natural resources, and create sustainable landscapes. These projects help residents to conserve water and beautify the streets.

### How to get involved:

The online resource links below provide ways to enhance residential property landscapes with water-efficient landscaping. The Bay-Friendly Landscaping & Gardening Coalition offers workshops on landscaping and irrigation, hosts Lose Your Lawn demonstration events, and publishes free guides on a range of garden maintenance and design topics.

### Online resource links:

<https://www.ebmud.com/water-and-drought/conservation-and-rebates/residential/rebates/lawn-conversion-irrigation-upgrade-rebates/>

Supports the following Urban Greening Objectives:



## CHAPTER 4 - Urban Greening Toolbox

<https://www.ebmud.com/water-and-drought/conservation-and-rebates/residential/rebates/graywater-rebates/>

<http://www.bayfriendlycoalition.org/>

<http://www.bayfriendlycoalition.org/LYL.shtml>

[http://arboretum.ucdavis.edu/arboretum\\_all\\_stars.aspx](http://arboretum.ucdavis.edu/arboretum_all_stars.aspx)

## Community gardens

### Description:

The Paradise Garden Project is an edible garden and hub for community engagement located on a former car sales lot at the intersection of Mission Boulevard and Paradise Boulevard in Ashland. Hayward Neighborhood Gardens is located at 25051 Whitman Street, Hayward, CA 94544.

### How to get involved:

Interested community members should contact Project EAT for more information. The American Community Gardening Association website provides helpful information for those interested in starting their own community garden.

### Online resource links:

<http://projecteat.acoe.org/blog/paradise-garden-project>

<https://communitygarden.org/>

Supports the following Urban Greening Objectives:



**Supports the following Urban Greening Objectives:**



## Residential waste disposal

### Description:

Waste Management of Alameda County (WMAC) provides the following services for residents:

- Curbside waste and recycling removal
- Yard waste pickup
- Food and organic waste pickup
- Bulk waste pickup
- Hazardous waste pickup

Responsible waste disposal helps to keep the streets clean and prevents negative impacts on surrounding parks and nature reserves. Diverting waste from the landfill through composting of yard and kitchen waste is a sustainable way to produce healthy soil for landscaping.

Household hazardous waste materials include cleaners, paints, car products, and pesticides and may be hazardous to children, pets, and the environment. Hazardous waste materials can be dropped off at Alameda County Household Hazardous Waste facilities.

Stopwaste offers programs, education, events, and resources to businesses and residents to prevent waste and promote recycling, composting, and reusing materials.

### How to get involved:

Residents can learn more about waste disposal services and recycling and composting programs in their neighborhood by visiting the WMAC and Stopwaste websites.

### Online resource links:

<https://www.wm.com/residential/curbside-waste-pickup.jsp>

[www.stopwaste.org](http://www.stopwaste.org)

## Commercial waste disposal

### Description:

WMAC currently provides curbside waste and recycling services for businesses. Commercial businesses have numerous opportunities to reduce their waste and increase their green image, including:

- Organics and green waste collection
- Single stream recycling, which allows all recyclables to be collected in one container
- Construction and debris recycling
- Electronics recycling
- Universal waste solutions to recycle fluorescent tubes, ballasts, batteries, mercury-containing devices, electronics, and other universal waste
- Solid waste hauling, which includes a customized waste pickup plan
- Medical waste solutions

WMAC staff members are available to design and customize sustainable solutions to keep the streets and nearby natural environments clean through responsible waste disposal. Restaurants produce a lot of organic waste that can be composted and used in urban landscaping, tree-planting projects, and urban farms.

### How to get involved:

WMAC provides numerous recycling programs and tips which are available for retail, restaurant, and grocery store and chain businesses. Interested parties can learn more about these programs on the WMAC website and participate by contacting WMAC directly.

### Online resource links:

<https://www.wm.com/enterprise/food-and-retail/index.jsp>

<https://www.wm.com/myaccount/serviceRequestdo?action=newRequest&segment=&pageId=&promotions=>

Supports the following Urban Greening Objectives:







## 4.3 Potential Funding Sources

A number of potential funding and financing mechanisms available at the federal, state and local levels may be pursued by the County and/or adjoining agencies to implement the urban greening objectives, strategies, actions and priority projects identified in this plan. The table below provides a list and description of the potential funding sources that are available.

## CHAPTER 4 - Urban Greening Toolbox

| Type  | Online Resource   | Description   | Potential Use  | Applicable Urban Greening Objectives   |
|---|---|---|--|--|
| <b>Federal</b>  |   |   |  |  |
| Community Development Block Grants (CDBG)   | <a href="https://www.hudexchange.info/cdbg-entitlement/cdbg-entitlement-program-eligibility-requirements">https://www.hudexchange.info/cdbg-entitlement/cdbg-entitlement-program-eligibility-requirements</a> | Federal funds through the US Department of Housing and Urban Development (HUD) for community revitalization efforts and economic development opportunities. Includes the Entitlement Communities Grant, which provides annual grants on a formula basis to entitled cities and counties to develop viable urban communities by providing decent housing and a suitable living environment, and by expanding economic opportunities, principally for low- and moderate-income persons. | Public infrastructure, public services, and economic development projects, and energy conservation efforts that focus on benefitting low- and moderate-income persons who are at or below 80% of the area median income (AMI) and aid in the prevention and elimination of blight          | <ul style="list-style-type: none"> <li>• Objective 1: Improve Access to Healthy Food</li> <li>• Objective 2: Opportunities for Physical Activity and Recreation</li> <li>• Objective 3: Enhance Pedestrian and Bicycle Safety</li> <li>• Objective 4: Improve Access to the Natural Environment</li> <li>• Objective 5: Reduce the Amount of Landfill Waste Generated and Keep Our Streets Clean</li> <li>• Objective 6: Beautify and Green Our Streets</li> <li>• Objective 8: Promote Alternative Energy in Public Spaces</li> </ul> |
| Department of Energy (DOE) Energy Efficiency and Conservation Block Grant (EECBG) | <a href="http://energy.gov/eere/wipo/energy-efficiency-and-conservation-block-grant-program">http://energy.gov/eere/wipo/energy-efficiency-and-conservation-block-grant-program</a>                           | Block grants to help communities develop, promote, implement, and manage energy efficiency and conservation projects that ultimately create jobs.   | Energy efficiency retrofits, financial incentive programs, buildings and facilities, lighting, on-site renewable technology, energy efficiency and conservation strategy, transportation, reduction of greenhouse gases, material conservation, energy distribution, codes and inspections | <ul style="list-style-type: none"> <li>• Objective 8: Promote Alternative Energy in Public Spaces</li> </ul>   |

| Type  | Online Resource   | Description  | Potential Use  | Applicable Urban Greening Objectives  |
|---|---|--|--|---|
| Economic Development Administration (EDA) Grant | <a href="http://www.eda.gov/funding-opportunities/">http://www.eda.gov/funding-opportunities/</a>   | EDA solicits applications from applicants in rural and urban areas to provide investments that support construction, non-construction, technical assistance, and revolving loan fund projects under EDA's Public Works and Economic Adjustment Assistance programs. Grants and cooperative agreements made under these programs are designed to leverage existing regional assets and support the implementation of economic development strategies that advance new ideas and creative approaches to advance economic prosperity in distressed communities.   | Construction and rehabilitation of infrastructure and facilities that are necessary to achieve long-term economic growth and dynamic local economies | <ul style="list-style-type: none"> <li>• Objective 3: Enhance Pedestrian and Bicycle Safety</li> <li>• Objective 6: Beautify and Green Our Streets</li> <li>• Objective 8: Promote Alternative Energy in Public Spaces</li> </ul> |
| <b>State</b>                                    |   |  |  |   |
| Proposition 84 Grant                            | <a href="http://www.waterboards.ca.gov/water_issues/programs/grants_loans/prop84/">http://www.waterboards.ca.gov/water_issues/programs/grants_loans/prop84/</a> | The Safe Drinking Water, Water Quality and Supply, Flood Control, River and Coastal Protection Bond Act of 2006 (Proposition 84) authorizes \$5.388 billion in general obligation bonds to fund safe drinking water, water quality and supply, flood control, waterway and natural resource protection, water pollution and contamination control, state and local park improvements, public access to natural resources, and water conservation efforts. In the category of Sustainable Communities and Climate Change Reduction, Proposition 84 funds multiple grants, including the Strategic Growth Council and Cal Fire programs shown below. | Park revitalization, community gardens, greenscaping, urban forestry   | <ul style="list-style-type: none"> <li>• Objective 1: Improve Access to Healthy Food</li> <li>• Objective 4: Improve Access to the Natural Environment</li> <li>• Objective 6: Beautify and Green Our Streets</li> </ul>          |

## CHAPTER 4 - Urban Greening Toolbox

| Type   | Online Resource   | Description  | Potential Use  | Applicable Urban Greening Objectives  |
|--|---|--|--|---|
| Strategic Growth Council Urban Greening Projects | <a href="http://www.sgc.ca.gov/s_uggprogram.php">http://www.sgc.ca.gov/s_uggprogram.php</a> | <p>The Strategic Growth Council (funded through Proposition 84) provides two types of grants: Urban Greening Plans and Urban Greening Projects. The Urban Greening Planning grant funded the creation of this plan (the Ashland Cherryland Urban Greening Plan). The Projects grant source can be used to implement the strategies, actions, and priority projects identified in this plan. The Priority Projects listed in Chapter 3 are potentially eligible for this grant because they satisfy more than one urban greening objective and therefore provide multiple benefits, per the grant guidelines.</p> <p>The Strategic Growth Council Urban Greening Project provides grants to eligible urban greening projects, defined as efforts to plan, plant, care for, and manage flora, structures, and spaces which lead to increased forest canopy and open spaces, reduced stormwater runoff, improved air and water quality, energy conservation, open space, and ultimately, more sustainable communities. Projects must provide multiple benefits, including but not limited to a decrease in air and water pollution, a reduction in the consumption of natural resources and energy, an increase in the reliability of local water supplies, or an increased adaptability to climate change.</p> | Tree canopy/shade trees, urban forestry/forest; local parks and open space; greening of existing public lands and structures, including schools; multi-objective stormwater projects, including construction of permeable surfaces and collection basins and barriers; stream restoration; educational gardens or orchards; urban heat island mitigation; non-motorized urban trails; bioswales and rain gardens; conservation easements; groundwater recharge and use; wetlands restoration | <ul style="list-style-type: none"> <li>• Objective 1: Improve Access to Healthy Food</li> <li>• Objective 2: Opportunities for Physical Activity and Recreation</li> <li>• Objective 3: Enhance Pedestrian and Bicycle Safety</li> <li>• Objective 4: Improve Access to the Natural Environment</li> <li>• Objective 5: Reduce the Amount of Landfill Waste Generated and Keep Our Streets Clean</li> <li>• Objective 6: Beautify and Green Our Streets</li> <li>• Objective 7: Conserve Water and Improve Stormwater Quality Through Landscaping Treatments</li> <li>• Objective 8: Promote Alternative Energy in Public Spaces</li> </ul> |

| Type                                  | Online Resource   | Description   | Potential Use  | Applicable Urban Greening Objectives   |
|---------------------------------------|---|---|--|--|
| Cal Fire Urban Forestry Grant Program | <a href="http://www.fire.ca.gov/resource_mgt/resource_mgt_urbanforestry.php">http://www.fire.ca.gov/resource_mgt/resource_mgt_urbanforestry.php</a> | Funded by Proposition 84, the California Department of Forestry and Fire Protection (Cal Fire) administers the Urban and Community Forestry Grant Program under the authority of the Urban Forestry Act. Grants are awarded annually to nonprofit organizations and agencies, including counties. The purpose of the grants is to assist environmental justice communities to create or implement projects to establish and maintain optimal urban and community forest and to help improve quality of life and quality of urban natural resources. | Tree planting, urban forestry  | <ul style="list-style-type: none"> <li>Objective 6: Beautify and Green Our Streets</li> </ul>              |
| Energy Efficiency Financing           | <a href="http://www.energy.ca.gov/efficiency/financing">http://www.energy.ca.gov/efficiency/financing</a>   | The California Energy Commission (CEC) offers low-interest loans for public institutions to finance energy-efficient projects and programs, including renewable energy generation.  | Renewable energy   | <ul style="list-style-type: none"> <li>Objective 8: Promote Alternative Energy in Public Spaces</li> </ul> |
| Safe Routes to School (SR2S)          | <a href="http://www.dot.ca.gov/hq/LocalPrograms/saferoutes/saferoutes.htm">http://www.dot.ca.gov/hq/LocalPrograms/saferoutes/saferoutes.htm</a>     | SR2S is a program of the California Department of Transportation (Caltrans) that aims to increase the number of children who walk or bicycle to school by funding projects that remove the barriers that currently prevent them from doing so. Those barriers include lack of infrastructure, unsafe infrastructure, and a lack of programs that promote walking and bicycling through education/encouragement programs aimed at children, parents, and the community.  | Sidewalk improvements, traffic calming; pedestrian and bicycle crossing improvements, on-street bicycle facilities, and traffic diversion projects; especially bikeways, sidewalks, and better lighting leading to schools | <ul style="list-style-type: none"> <li>Objective 3: Enhance Pedestrian and Bicycle Safety</li> </ul>       |

## CHAPTER 4 - Urban Greening Toolbox

| Type  | Online Resource   | Description   | Potential Use                     | Applicable Urban Greening Objectives  |
|---|---|---|-----------------------------------|---|
| Proposition 39 Grants                           | <a href="http://www.energy.ca.gov/efficiency/proposition39/">http://www.energy.ca.gov/efficiency/proposition39/</a> | The California Clean Energy Jobs Act (Proposition 39) changed the corporate income tax code and allocates projected revenue to California's General Fund and the Clean Energy Job Creation Fund for five fiscal years, beginning with fiscal year 2013–14. Under the initiative, up to roughly \$550 million annually is available for appropriation by the Legislature for eligible projects to improve energy efficiency and expand clean energy generation in schools. | Energy retrofits to schools       | <ul style="list-style-type: none"> <li>• Objective 8: Promote Alternative Energy in Public Spaces</li> </ul>  |
| Land and Water Conservation Fund (LWCF) Program | <a href="http://www.parks.ca.gov/?page_id=21360">http://www.parks.ca.gov/?page_id=21360</a>                         | The LWCF Program provides matching grants to state and local governments for the acquisition and development of public outdoor recreation areas and facilities. OGALS administers California's appropriation of Land and Water Conservation funds for park acquisition and development projects up to \$2 million. Projects must meet state-identified funding priorities that support access to recreation and conservation of natural resources.                        | Park and outdoor recreation areas | <ul style="list-style-type: none"> <li>• Objective 2: Opportunities for Physical Activity and Recreation</li> <li>• Objective 4: Improve Access to the Natural Environment</li> </ul> |

| Type  | Online Resource   | Description  | Potential Use  | Applicable Urban Greening Objectives  |
|---|---|--|--|---|
| Drought Response Outreach Program for Schools (DROPS)               | <a href="http://www.waterboards.ca.gov/water_issues/programs/grants_loans/drops/">http://www.waterboards.ca.gov/water_issues/programs/grants_loans/drops/</a> | In May 2015, the State Water Resources Control Board (State Water Board) awarded 30 school districts and institutions throughout California more than \$30 million in funds to educate students and create on-campus projects relating to stormwater capture and water conservation. DROPS is focused on projects that reduce stormwater pollution and provide multiple benefits including water conservation, water supply augmentation, energy savings, increased awareness of water resource sustainability, and reduced dry weather runoff. All projects must include an education/outreach component that is designed to increase student and public understanding of the project's environmental benefits and the sustainability of California's water resources directly related to the project. All projects are required to be completed by March 31, 2019, at which time a second round of funding may be available. | Stormwater capture and water conservation                | <ul style="list-style-type: none"> <li>Objective 7: Conserve Water and Improve Stormwater Quality Through Landscaping Treatments</li> </ul> |
| <b>Regional / Local</b>   |   |  |  |   |
| Transportation Development Act (TDA) Pedestrian and Bicycle Program | <a href="http://www.mtc.ca.gov/funding/STA-TDA/">http://www.mtc.ca.gov/funding/STA-TDA/</a>   | The Metropolitan Transportation Commission (MTC) administers available funding to the County and cities for facilities provided for the exclusive use of pedestrians and bicycles. In addition, funds may be made available to supplement the financing of bicycle safety education programs.  | Pedestrian and bicycle facilities and education programs | <ul style="list-style-type: none"> <li>Objective 3: Enhance Pedestrian and Bicycle Safety</li> </ul>  |

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| Type                               | Online Resource   | Description  | Potential Use  | Applicable Urban Greening Objectives   |
|------------------------------------|---|--|--|--|
| Safe Routes to Transit (SR2T)      | <a href="http://www.transformca.org/best-practices-item/program-safe-routes-transit">http://www.transformca.org/best-practices-item/program-safe-routes-transit</a> | The SR2T program addresses the barriers pedestrians and bicyclists face when taking transit in the San Francisco Bay Area. Managed by TransForm and Bike East Bay, the SR2T program began in 2005 and funds projects that provide important first- and last-mile solutions such as improving real and perceived safety. Projects are given higher priority if they provide benefits to low-income and minority households and incorporate innovative design features that can be replicated regionally.                                  | Bicycle lanes, crosswalks, trails, bicycle lockers, and other bicycle infrastructure projects                                    | <ul style="list-style-type: none"> <li>• Objective 3: Enhance Pedestrian and Bicycle Safety</li> </ul>   |
| Benefit Assessment Districts (BAD) |   | In a special assessment district, property owners in the district agree to pay an additional fee or tax in order to fund an improvement within a specific geographic area. The amount that each property owner pays must be proportional to the benefit the property will receive from the proposed improvement. Assessment districts are established by a majority vote of the property owners and can include a variety of different types of districts, from business improvement districts to sewer, utility, and parking districts. | Marketing, promotion, security, street cleaning, landscaping, streetscape improvements, infrastructure, and parking improvements | <ul style="list-style-type: none"> <li>• Objective 3: Enhance Pedestrian and Bicycle Safety</li> <li>• Objective 6: Beautify and Green Our Streets</li> <li>• Objective 7: Conserve Water and Improve Stormwater Quality Through Landscaping Treatments</li> </ul> |

| Type                                 | Online Resource | Description   | Potential Use                | Applicable Urban Greening Objectives   |
|--------------------------------------|-----------------|---|------------------------------|--|
| Capital Improvement Funds (CIF)      |                 | These funding allocations are collected through the County's annual Capital Improvement Plan or Program.  | Capital improvement projects | <ul style="list-style-type: none"> <li>• Objective 2: Opportunities for Physical Activity and Recreation</li> <li>• Objective 3: Enhance Pedestrian and Bicycle Safety</li> <li>• Objective 4: Improve Access to the Natural Environment</li> <li>• Objective 5: Reduce the Amount of Landfill Waste Generated and Keep Our Streets Clean</li> <li>• Objective 6: Beautify and Green Our Streets</li> <li>• Objective 7: Conserve Water and Improve Stormwater Quality Through Landscaping Treatments</li> <li>• Objective 8: Promote Alternative Energy in Public Spaces</li> </ul> |
| Community Facilities Districts (CFD) |                 | Formed when the property owners in a geographical area agree to impose a tax or fee on the land in order to fund infrastructure improvements. Unlike benefit assessment districts, however, CFDs are most commonly formed in cases where the geographic area encompasses a small number of property owners who intend to subdivide the land for sale. This is because, to be enacted, CFDs require a two-thirds vote of property owners, unless there are at least 12 registered voters within the proposed district, in which case the district must be approved by a two-thirds majority in an election of registered voters. | Infrastructure improvements  | <ul style="list-style-type: none"> <li>• Objective 2: Opportunities for Physical Activity and Recreation</li> <li>• Objective 3: Enhance Pedestrian and Bicycle Safety</li> <li>• Objective 4: Improve Access to the Natural Environment</li> <li>• Objective 5: Reduce the Amount of Landfill Waste Generated and Keep Our Streets Clean</li> <li>• Objective 6: Beautify and Green Our Streets</li> <li>• Objective 7: Conserve Water and Improve Stormwater Quality Through Landscaping Treatments</li> <li>• Objective 8: Promote Alternative Energy in Public Spaces</li> </ul> |

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| Type   | Online Resource   | Description   | Potential Use   | Applicable Urban Greening Objectives   |
|--|---|---|---|--|
| Developer Agreements (DA)  |   | An agreement between a city or county and a developer describing the improvements and funding sources available to finance improvements. Direct contributions from the developer help pay for infrastructure needed to accommodate the new development. Structured negotiations between public agencies and developers are often conducted to obtain desired improvements in exchange for development rights. The amount of public benefits that can be provided varies and will have to be negotiated. | Infrastructure  | <ul style="list-style-type: none"> <li>• Objective 2: Opportunities for Physical Activity and Recreation</li> <li>• Objective 3: Enhance Pedestrian and Bicycle Safety</li> <li>• Objective 4: Improve Access to the Natural Environment</li> <li>• Objective 5: Reduce the Amount of Landfill Waste Generated and Keep Our Streets Clean</li> <li>• Objective 6: Beautify and Green Our Streets</li> <li>• Objective 7: Conserve Water and Improve Stormwater Quality Through Landscaping Treatments</li> </ul> |
| PG&E Bright Ideas Grants   | <a href="http://www.pge.com/en/about/community/education/brightideasgrants/index.page">http://www.pge.com/en/about/community/education/brightideasgrants/index.page</a> | The grants provide funds for schools in PG&E service areas to develop projects and curriculum that educate students about renewable energy, conservation, and environmental stewardship. Past projects have included installing solar panels, designing and implementing energy-saving ideas in classrooms, hosting solar car derbies, and other solar-powered inventions.  | Solar projects, youth energy and environmental education, green school projects | <ul style="list-style-type: none"> <li>• Objective 8: Promote Alternative Energy in Public Spaces</li> </ul>   |
| East Bay Municipal Utility District (EBMUD) WaterSmart Garden Grants | <a href="https://www.ebmud.com/about-us/teacher-resources/watersmart-garden-grants/">https://www.ebmud.com/about-us/teacher-resources/watersmart-garden-grants/</a>     | EBMUD offers monetary rewards to community organizations which create publicly accessible community gardens or urban farm projects that demonstrate water-conserving principles. These gardens are a great tool to help the public learn about ways to save water in the urban landscape.   | Community gardens and urban farms, water conservation                           | <ul style="list-style-type: none"> <li>• Objective 1: Improve Access to Healthy Food</li> <li>• Objective 6: Beautify and Green Our Streets</li> <li>• Objective 7: Conserve Water and Improve Stormwater Quality Through Landscaping Treatments</li> </ul>  |

| Type  | Online Resource   | Description   | Potential Use                            | Applicable Urban Greening Objectives   |
|---|---|---|--|--|
| One Bay Area Grant (OBAG) Program                                     | <a href="http://www.mtc.ca.gov/funding/onebayarea/">http://www.mtc.ca.gov/funding/onebayarea/</a>   | The OBAG program allows flexibility to invest in transportation categories such as Transportation for Livable Communities, bicycle and pedestrian improvements, local streets and roads preservation, and planning activities, while also providing specific funding opportunities for Safe Routes to School (SR2S).  | Bicycle and pedestrian improvements      | <ul style="list-style-type: none"> <li>• Objective 3: Enhance Pedestrian and Bicycle Safety</li> </ul>   |
| Measure WW  | <a href="http://www.ebparks.org/about/planning/ww">http://www.ebparks.org/about/planning/ww</a>   | A bond measure for Alameda and Contra Costa counties that makes funding available to cities and special park districts for high priority community park projects, such as urban creek restoration, wildlife protection, and land acquisition.   | Park restoration                         | <ul style="list-style-type: none"> <li>• Objective 2: Opportunities for Physical Activity and Recreation</li> <li>• Objective 4: Improve Access to the Natural Environment</li> </ul>  |
| Transportation Fund for Clean Air Bicycle Rack Voucher Program (BRVP) | <a href="http://www.baaqmd.gov/Divisions/Strategic-Incentives/Funding-Sources/TFCA/~/.link.aspx?id=2C2A644485B24D8B98CA28DC7C5CEFD9&amp;z=z">http://www.baaqmd.gov/Divisions/Strategic-Incentives/Funding-Sources/TFCA/~/.link.aspx?id=2C2A644485B24D8B98CA28DC7C5CEFD9&amp;z=z</a> | The Transportation Fund for Clean Air (TFCA) is a Bay Area Air Quality Management District grant program funded by a \$4 surcharge on motor vehicles registered in the San Francisco Bay Area. The program's purpose is to decrease motor vehicle use by supporting alternative modes of transportation. The BRVP provides local public agencies with access to discounted or no-cost bicycle rack equipment. The TFCA program also funds electronic bicycle locker projects. | Bicycle parking                          | <ul style="list-style-type: none"> <li>• Objective 3: Enhance Pedestrian and Bicycle Safety</li> </ul>   |
| Transportation for Livable Communities (TLC)                          | <a href="http://www.mtc.ca.gov/planning/smart_growth/tlc/">http://www.mtc.ca.gov/planning/smart_growth/tlc/</a>   | The Bay Area's regional metropolitan planning organization, the Metropolitan Transportation Commission (MTC), offers grants for projects that support community-based transportation projects near transit and located in a Priority Development Area (portions of Ashland and Cherryland are within a Priority Development Area).  | Streetscape improvements, sewer upgrades | <ul style="list-style-type: none"> <li>• Objective 3: Enhance Pedestrian and Bicycle Safety</li> <li>• Objective 6: Beautify and Green Our Streets</li> <li>• Objective 7: Conserve Water and Improve Stormwater Quality Through Landscaping Treatments</li> </ul> |

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| Type             | Online Resource | Description  | Potential Use   | Applicable Urban Greening Objectives   |
|------------------|-----------------|--|---|--|
| General Fund     |                 | This is the most accessible and flexible funding source available to local agencies. Local revenues are collected in the County General Fund from property tax, sales tax, and transient occupancy tax and are expended on projects and programs as defined in the County's adopted budget. Projects and programs that may be funded by this source of money generally include those items which cannot be paid for by other funding sources and which provide a direct community-wide benefit for the residences or businesses in the community. However, since this funding source is the County's primary operating capital and highly competitive, it should be looked at as a secondary source to fund most projects. | Capital improvement projects, business development, housing initiatives | <ul style="list-style-type: none"> <li>• Objective 2: Opportunities for Physical Activity and Recreation</li> <li>• Objective 3: Enhance Pedestrian and Bicycle Safety</li> <li>• Objective 4: Improve Access to the Natural Environment</li> <li>• Objective 5: Reduce the Amount of Landfill Waste Generated and Keep Our Streets Clean</li> <li>• Objective 6: Beautify and Green Our Streets</li> <li>• Objective 7: Conserve Water and Improve Stormwater Quality Through Landscaping Treatments</li> <li>• Objective 8: Promote Alternative Energy in Public Spaces</li> </ul> |
| Impact Fees (IF) |                 | Direct charges collected on a one-time basis as a condition of an approval granted by the local government. The purpose of the fee must directly relate to the need created by the development. In addition, its amount must be proportional to the cost of improvement. Development impact fees may include traffic mitigation fees, infrastructure improvement fees, and connection fees.  | Capital infrastructure improvements                                     | <ul style="list-style-type: none"> <li>• Objective 2: Opportunities for Physical Activity and Recreation</li> <li>• Objective 3: Enhance Pedestrian and Bicycle Safety</li> <li>• Objective 4: Improve Access to the Natural Environment</li> <li>• Objective 5: Reduce the Amount of Landfill Waste Generated and Keep Our Streets Clean</li> <li>• Objective 6: Beautify and Green Our Streets</li> <li>• Objective 7: Conserve Water and Improve Stormwater Quality Through Landscaping Treatments</li> <li>• Objective 8: Promote Alternative Energy in Public Spaces</li> </ul> |

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|--|-----------------|---|--|--|
| Infrastructure Financing Districts (IFD) |                 | Use of a property tax increment to pay for infrastructure improvements. New tax revenues are diverted to finance improvements, but IFDs cannot divert property tax increment revenues from schools. Under existing California law, a city or county may create infrastructure financing districts by ordinance, if a two-thirds majority of the voters in the proposed district approves the IFD. | Infrastructure improvements                        | <ul style="list-style-type: none"> <li>• Objective 2: Opportunities for Physical Activity and Recreation</li> <li>• Objective 3: Enhance Pedestrian and Bicycle Safety</li> <li>• Objective 4: Improve Access to the Natural Environment</li> <li>• Objective 5: Reduce the Amount of Landfill Waste Generated and Keep Our Streets Clean</li> <li>• Objective 6: Beautify and Green Our Streets</li> <li>• Objective 7: Conserve Water and Improve Stormwater Quality Through Landscaping Treatments</li> <li>• Objective 8: Promote Alternative Energy in Public Spaces</li> </ul> |
| In-Lieu Development Dedication (ILDD)    |                 | In lieu of payment of all or a portion of development fees, developers may dedicate land to the County for other purposes such as parks or affordable housing.  | Dedication of land for parks or affordable housing | <ul style="list-style-type: none"> <li>• Objective 4: Improve Access to the Natural Environment</li> </ul>   |

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| Type                             | Online Resource | Description   | Potential Use                     | Applicable Urban Greening Objectives  |
|----------------------------------|-----------------|---|-----------------------------------|---|
| Public-Private Partnership (PPP) |                 | Typically consists of an agreement between a public agency and a private entity to deliver a new facility or infrastructure system. The public agency may agree to annual payments to the private partner in return for building and operating the new facility. A private entity may be formed to be responsible and financially liable for delivering the project and may also share in revenues from operations. | Public facility or infrastructure | <ul style="list-style-type: none"> <li>• Objective 1: Improve Access to Healthy Food</li> <li>• Objective 2: Opportunities for Physical Activity and Recreation</li> <li>• Objective 3: Enhance Pedestrian and Bicycle Safety</li> <li>• Objective 4: Improve Access to the Natural Environment</li> <li>• Objective 5: Reduce the Amount of Landfill Waste Generated and Keep Our Streets Clean</li> <li>• Objective 6: Beautify and Green Our Streets</li> <li>• Objective 7: Conserve Water and Improve Stormwater Quality Through Landscaping Treatments</li> <li>• Objective 8: Promote Alternative Energy in Public Spaces</li> </ul> |

| Type                                     | Online Resource   | Description  | Potential Use  | Applicable Urban Greening Objectives   |
|--|---|--|--|--|
| Solar Power Purchase Agreement (SPPA)    | <a href="http://www.epa.gov/greenpower/buygp/solarpower.htm">http://www.epa.gov/greenpower/buygp/solarpower.htm</a>   | SPPAs enable residents, businesses, and the County to install solar panels and access solar power at no cost. A power purchase agreement is a financial arrangement in which a third-party developer owns, installs, operates, and maintains the photovoltaic (PV) system to the host customer (such as the County). The host customer would agree to site the system on its roof or elsewhere on its property and purchases the system's electric output from the solar services provider for a predetermined period. This financial arrangement allows the host customer to receive stable and sometimes lower cost electricity, while the solar services provider or another party acquires valuable financial benefits such as tax credits and income generated from the sale of electricity to the host customer. | Installation of solar panels   | <ul style="list-style-type: none"> <li>Objective 8: Promote Alternative Energy in Public Spaces</li> </ul> |
| Quimby Fees                              |   | In-lieu fees collected from developers to acquire parkland. These fees can be used by the County to acquire both park and open space land.   | Parks  | <ul style="list-style-type: none"> <li>Objective 4: Improve Access to the Natural Environment</li> </ul>   |
| User Fees                                |   | Development-related fees collected to offset the cost of the entitlement processing. They may include permit fees and application fees.  | Cost recovery of county entitlement processing   | <ul style="list-style-type: none"> <li>Objective 4: Improve Access to the Natural Environment</li> </ul>   |
| Bicycle Transportation Account (BTA)     | <a href="http://www.dot.ca.gov/hq/LocalPrograms/bta/btawebPage.htm">http://www.dot.ca.gov/hq/LocalPrograms/bta/btawebPage.htm</a>   | Annual program providing state funds for city and county projects that improve safety and convenience for bicycle commuters. Projects must be designed and developed to achieve the functional commuting needs and physical safety of all bicyclists.  | Bikeways, bicycle parking, traffic control devices to improve bicycle safety, right-of-way acquisition, planning, design, construction | <ul style="list-style-type: none"> <li>Objective 3: Enhance Pedestrian and Bicycle Safety</li> </ul>       |
| Transportation Fund for Clean Air (TFCA) | <a href="http://www.baaqmd.gov/Divisions/Strategic-Incentives/Funding-Sources/TFCA.aspx">http://www.baaqmd.gov/Divisions/Strategic-Incentives/Funding-Sources/TFCA.aspx</a> | Provides grants to projects that implement the most cost effective projects in the Bay Area that will decrease motor vehicle emissions and thereby improve air quality.  | Bicycle facility improvements such as bike lanes, bicycle racks, and lockers   | <ul style="list-style-type: none"> <li>Objective 3: Enhance Pedestrian and Bicycle Safety</li> </ul>       |

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|--|---|--|---|---|
| Alameda County Waste Management Authority and Alameda County Source Reduction and Recycling Board Stop Waste Program | <a href="http://38.106.4.125/home/index.asp?page=502">http://38.106.4.125/home/index.asp?page=502</a>     | The Stop Waste Mini-Grant program funds innovative projects that increase individual and community involvement in source reduction efforts, decrease the amount of waste generated and sent to the county's landfills, and encourage the development, marketing, and use of recycled products.   | Improve recycling and composting  | <ul style="list-style-type: none"> <li>Objective 5: Reduce the Amount of Landfill Waste Generated and Keep Our Streets Clean</li> </ul> |
| Measure B Bicycle and Pedestrian Countywide Discretionary Fund   | <a href="http://www.alamedactc.org/app_pages/view/9641">http://www.alamedactc.org/app_pages/view/9641</a> | Measure B has transformed the way bicycle and pedestrian projects are financed in Alameda County by providing each city and the County with a steady and flexible stream of bicycle and pedestrian funding. Five percent of the net Measure B 2000 revenue is regularly put toward maintaining existing facilities and closing gaps, as well as constructing new facilities such as bike lanes and pedestrian crossings. | Bicycle improvements, sidewalks, crosswalk, signage, and lighting, with special interest in those improvements serving countywide interest (like filling a gap for better access to transit or a path linking a school or hospital) | <ul style="list-style-type: none"> <li>Objective 3: Enhance Pedestrian and Bicycle Safety</li> </ul>                                    |
| California Office of Safety Grants (OTS)   | <a href="http://www.ots.ca.gov/Grants/default.asp">http://www.ots.ca.gov/Grants/default.asp</a>           | The OTS awards federal funding on a competitive basis to cities and counties. Evaluation criteria include potential traffic safety impact, collision statistics ranking, seriousness of identified problems, and performance on previous OTS grants.   | Traffic safety impact studies, collision statistics, lighted crosswalks, lighting at intersections or bus stops, speed reduction projects, traffic watch program  | <ul style="list-style-type: none"> <li>Objective 3: Enhance Pedestrian and Bicycle Safety</li> </ul>                                    |
| Regional Measure 2 (RM2): Election for \$1 Bridge Toll Increase  | <a href="http://www.mtc.ca.gov/funding/RM2/">http://www.mtc.ca.gov/funding/RM2/</a>                       | Approved by voters in March 2004, RM2 allocates additional bridge toll revenues for various transportation projects and operations in the region that have been determined to reduce congestion or to make improvements to travel in the toll bridge corridors.  | Bicycle and pedestrian improvements   | <ul style="list-style-type: none"> <li>Objective 3: Enhance Pedestrian and Bicycle Safety</li> </ul>                                    |

| Type                                     | Online Resource   | Description  | Potential Use  | Applicable Urban Greening Objectives  |
|--|---|--|--|---|
| <b>Private</b>                           |   |  |  |   |
| Sponsorships                             |   | Cash contributions to an event that is not targeted for a specific expense (but rather to increase event revenue) and for which benefits are promised to the donor (e.g., recognition, table). For example, XYZ Corporation donates \$5,000 to Anytown; in doing so, the company's logo may be included on the event t-shirts.   | Any community program or event that has a willing sponsor        |   |
| Home Depot Community Impact Grants (CIG) | <a href="http://homedepotfoundation.org/page/applying-for-a-grant">http://homedepotfoundation.org/page/applying-for-a-grant</a>       | The CIG program is an example of a community grant. It provides up to \$5,000 to registered 501(c)(3) nonprofit organizations and tax-exempt public service agencies in the United States who are using the power of volunteers to improve the physical health of their community. Grants are made in the form of Home Depot gift cards for the purchase of tools, materials, or services. | Landscaping and streetscape improvements, clean sidewalk program | <ul style="list-style-type: none"> <li>• Objective 6: Beautify and Green Our Streets</li> </ul>   |
| Walmart Community Grant Program          | <a href="http://foundation.walmart.com/apply-for-grants/local-giving">http://foundation.walmart.com/apply-for-grants/local-giving</a> | The Walmart Community Grant provides grants for up to \$2,500 to support local organizations for hunger relief & healthy eating, sustainability, women's economic empowerment, and career opportunity programs. Applicable entities include county agencies, schools, churches, or registered 501(c)(3) nonprofit organizations.   | Sustainability, food access                                      | <ul style="list-style-type: none"> <li>• Objective 1: Improve Access to Healthy Food</li> <li>• Objective 8: Promote Alternative Energy in Public Spaces</li> </ul> |
| Safeway Foundation                       | <a href="http://www.safewayfoundation.org/get-funded/index.html">http://www.safewayfoundation.org/get-funded/index.html</a>           | Funds nonprofit organizations that strengthen Safeway neighborhoods in the following areas: health and human services, hunger relief, education, and helping people with disabilities.   | Healthy food access, education                                   | <ul style="list-style-type: none"> <li>• Objective 1: Improve Access to Healthy Food</li> </ul>   |

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|--|---|--|-----------------------------------|---|
| NFL Foundation Grassroots Program, managed by LISC | <a href="http://www.lisc.org/section/ourwork/national/youth/request">http://www.lisc.org/section/ourwork/national/youth/request</a>             | The goal of the NFL Foundation Grassroots Program is to provide nonprofit, neighborhood-based organizations with financial and technical assistance to improve the quality, safety, and accessibility of local football fields in low- and moderate-income neighborhoods.  | Access to football fields         | <ul style="list-style-type: none"> <li>Objective 2: Opportunities for Physical Activity and Recreation</li> </ul> |
| <b>Nonprofit</b>                                   |   |  |                                   |   |
| Native Seeds/SEARCH                                | <a href="http://www.nativeseeds.org/">http://www.nativeseeds.org/</a>   | These community seed grants are designed to support the work of educators and those working to enhance the nutritional, social, economic, or environmental health of underprivileged groups in the region, while simultaneously keeping locally adapted crop varieties alive and in active use in farms and gardens.   | Healthy food access and education | <ul style="list-style-type: none"> <li>Objective 1: Improve Access to Healthy Food</li> </ul>                     |
| Farm Aid   | <a href="http://www.farmaid.org/our-work/grants/">http://www.farmaid.org/our-work/grants/</a>   | Farm Aid grant funds are invested in programs that help farm families stay on their land, build local markets, confront the threat of corporate control of agriculture, train new farmers, and support farmer-to-farmer programs for more sustainable agricultural practices.  | Rebuilding local food systems     | <ul style="list-style-type: none"> <li>Objective 1: Improve Access to Healthy Food</li> </ul>                     |
| Food to Families (F2F) Mini-Grants                 | <a href="http://www.acphd.org/media/385152/food-to-families-one-pager.pdf">http://www.acphd.org/media/385152/food-to-families-one-pager.pdf</a> | The F2F Mini-Grants program is a project of the Building Blocks Collaborative, funded by the Kresge Foundation. It is aimed at bringing skills and assets to the Food to Families project to better serve the West Oakland and Ashland/Cherryland communities. In Ashland/Cherryland, TVHC and DSAL are partnering to provide fresh produce boxes, which will contain storage instructions, healthy recipes, and a local food resource guide, to 30 pregnant families. | Healthy food access and education | <ul style="list-style-type: none"> <li>Objective 1: Improve Access to Healthy Food</li> </ul>                     |

| Type  | Online Resource   | Description   | Potential Use   | Applicable Urban Greening Objectives   |
|---|---|---|---|--|
| Robert Wood Johnson Foundation  | <a href="http://www.rwjf.org/en/how-we-work/grants.html">http://www.rwjf.org/en/how-we-work/grants.html</a>                         | Grants for projects that create communities that foster healthier habits.   | Walkable physical environments, particularly in low-income communities, to encourage healthy and active lifestyles, as well as pedestrian access        | <ul style="list-style-type: none"> <li>• Objective 3: Enhance Pedestrian and Bicycle Safety</li> <li>• Objective 2: Increase Opportunities for Physical Activity and Recreation</li> </ul>           |
| Surdna Foundation   | <a href="http://www.surdna.org/grants/grants-overview.html">http://www.surdna.org/grants/grants-overview.html</a>                   | Makes grants to nonprofit organizations in the priority areas of sustainable environments, strong local economies, and thriving cultures.   | Community involvement in transportation and land use reform programs that foster open space, parkland creation, urban conservation, and livability      | <ul style="list-style-type: none"> <li>• Objective 4: Improve Access to the Natural Environment</li> <li>• Objective 2: Opportunities for Physical Activity and Recreation</li> </ul>                |
| <b>Benefits for Individuals</b>   |   |   |   |  |
| CalFresh/SNAP   | <a href="http://www.calfresh.ca.gov/">http://www.calfresh.ca.gov/</a>   | CalFresh is the California implementation of the federal Supplemental Nutrition Assistance Program (SNAP), formerly known as the Food Stamp program, which provides financial assistance for purchasing food to low-income California residents.  | CalFresh benefits can be used to purchase foods for human consumption and seeds and plants to grow food for household use.                              | <ul style="list-style-type: none"> <li>• Objective 1: Improve Access to Healthy Food</li> </ul>  |
| Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) | <a href="http://www.fns.usda.gov/wic/women-infants-and-children-wic">http://www.fns.usda.gov/wic/women-infants-and-children-wic</a> | WIC provides federal grants to states for supplemental foods, health care referrals, and nutrition education for low-income pregnant, breastfeeding, and non-breastfeeding postpartum women, and to infants and children up to age five who are found to be at nutritional risk. WIC is a Federal grant program for which Congress authorizes a specific amount of funds each year for the program. WIC is administered by 90 WIC state agencies, through approximately 47,000 authorized retailers, such as county health departments, schools, and hospitals. | Supplemental nutritious foods, nutrition education and counseling at WIC clinics; screening and referrals to other health, welfare, and social services | <ul style="list-style-type: none"> <li>• Objective 1: Improve Access to Healthy Food</li> </ul>  |
| Alameda County Water District Water-Efficient Landscape Rebate Program        | <a href="http://www.acwd.org/?nid=145">http://www.acwd.org/?nid=145</a>   | Single-family homeowners who convert their lawn to water-efficient plantings can get a rebate of up to \$1,500. The rebate is based on the number of square feet of lawn converted.   | Drought-tolerant landscaping  | <ul style="list-style-type: none"> <li>• Objective 6: Beautify and Green Our Streets</li> <li>• Objective 7: Conserve Water and Improve Stormwater Quality Through Landscaping Treatments</li> </ul> |

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|--|---|--|------------------------------|---|
| EBMUD Residential Lawn Conversion & Irrigation Upgrade Rebates | <a href="https://www.ebmud.com/water-and-drought/conservation-and-rebates/residential/rebates/lawn-conversion-irrigation-upgrade-rebates/">https://www.ebmud.com/water-and-drought/conservation-and-rebates/residential/rebates/lawn-conversion-irrigation-upgrade-rebates/</a> | EBMUD offers rebates of up to \$2,500 for those who decide to remove their lawn and replace it with drought-friendly alternatives. | Drought-tolerant landscaping | <ul style="list-style-type: none"><li>• Objective 6: Beautify and Green Our Streets</li><li>• Objective 7: Conserve Water and Improve Stormwater Quality Through Landscaping Treatments</li></ul> |



