



EAST BAY ASIAN LOCAL DEVELOPMENT CORPORATION

Strategic Refresh

2021–2022

ABOUT EBALDC East Bay Asian Local Development Corporation (EBALDC) is a non-profit community development organization with over 45 years of experience in building healthy, vibrant and safe neighborhoods in Oakland and East Bay. We address the specific needs of individual neighborhoods by connecting the essential elements of health and wellbeing through our Healthy Neighborhoods approach.

We envision an East Bay where everyone has a place to call home, children can access quality education, residents can obtain good jobs, families can enjoy welcoming public spaces and neighbors can enjoy culture and creativity.

We help strengthen our community fabric so people can connect with each other and grow together. We partner with residents and local leaders to co-create neighborhood solutions so everyone plays a role in shaping our future.

EBALDC OWNS

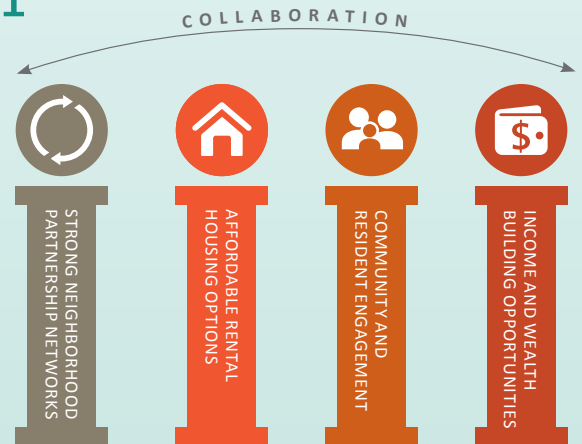
2,314 apartments

300,000+ sq ft
of commercial space

SERVING ANNUALLY

4,000+ families

114+ businesses
and nonprofits



HEALTHY NEIGHBORHOODS APPROACH

Starting in 2013, EBALDC adopted the Healthy Neighborhoods approach to community development, collaborating with residents and community partners to build healthy, vibrant and safe neighborhoods. Rooted in collaboration, our work is focused on four primary pillars.

Our Healthy Neighborhoods approach to community development has been integral in addressing the numerous challenges our communities have faced during the COVID-19 pandemic, allowing us to provide and expand on much-needed services and resources to keep our residents housed, keep commercial tenants in business, and keep communities safe.

Current Strategies to be Continued



INCOME & WEALTH-BUILDING

Former Neighborhood and Economic Development department now separated into two groups: Resident & Community Services and Economic Opportunities, continuing decades of operating a successful matched savings program, Volunteer Income Tax Assistance program, and SparkPoint Oakland. In response to the pandemic, we were able to facilitate:

\$525,887 distributed in emergency financial assistance across

188 households, in partnership with Bay Area Community Services (BACS) and the United Way Bay Area (UWBA)

RESIDENT & COMMUNITY ENGAGEMENT



As a longstanding priority of EBALDC, we will continue to engage residents via Resident Leadership Council, Neighborhood Collaborations, Real Estate Development rehab projects, and more. In response to the pandemic, we were able to provide:

10,358 meals and grocery requests

11,752 wellness calls

MOVING FORWARD

EBALDC opted to “refresh” the prior 2017 – 2019 Strategic Plan by recommitting to our focus on all four pillars, and deepening our investments in two current strategies: Income & Wealth Building and Resident & Community Engagement. Broadening our commitment to Building Strong Partnership Networks and Affordable Housing Options, EBALDC will also explore the viability of Expansion Beyond Oakland, Expanding Strong Neighborhood Partners and Networks, and Supportive Housing. This Strategic Refresh will guide our work through the end of 2022 as we develop our new Strategic Plan.



New Strategies for 2021–2022



EXPANDING BEYOND OAKLAND

Since our inception 46 years ago, EBALDC has developed and preserved 30+ affordable housing properties in Oakland and 3 properties outside Oakland (Emeryville, Richmond, San Pablo). EBALDC's stellar reputation as a "true community developer" uniquely committed to collective impact grounded in partnership may allow for our Healthy Neighborhoods approach to community development to flourish in other neighborhoods.

● EBALDC PROPERTIES IN OAKLAND
● EBALDC PROPERTIES OUTSIDE OAKLAND
● CONSTRUCTION IN DEVELOPMENT



EXPANDING OUR STRONG NEIGHBORHOOD PARTNERSHIPS MODEL

Founded on the belief that strong neighborhoods support residents via a network of nonprofits, small businesses, and local officials collectively working to ensure their neighborhoods thrive, EBALDC has had success with Neighborhood Collaborations: San Pablo Area Revitalization Corridor (SPARC) in West Oakland, Healthy Havenscourt in East Oakland, and less formally the Oakland Chinatown Coalition. Recognizing the key role collaboration played prior to and in navigating the pandemic, we want to expand our strong neighborhood partnerships to ensure that our communities receive the place-based support they need to not just mend, but thrive.



SUPPORTIVE HOUSING

Homelessness in Oakland grew nearly 45% from 2017–2019 and has been further exacerbated by the pandemic, spotlighting the need for deep services – mental, financial, and social supports. Building upon the intentionality of our Healthy Neighborhoods approach in how we provide housing and services, we want to explore how our current service model is responding to growing supportive housing needs to determine how best to serve residents and community members onward.

EBALDC BOARD OF DIRECTORS

Sean Sullivan
BOARD CHAIR
Kelly Drumm
BOARD VICE CHAIR
James (Jim) Govert
BOARD SECRETARY
Leslie Francis
BOARD TREASURER

Beth Rosales
Chris Ferreira
Christine B. Carr
David Peters
Dr. Dianne Rush Woods
Klein Lieu
K.M. Tan, M.D.

Korin Crawford
Margaret Huang
Minming Wu Morri
Richard Quach
Rosalynd Tonai
Ted Dang
CO-FOUNDER
Thái-ân Ngô

EXECUTIVE LEADERSHIP TEAM

Andy Madeira
CHIEF EXECUTIVE OFFICER
Amy Chan
CHIEF FINANCIAL OFFICER
Ener Chiu
EXECUTIVE VP, COMMUNITY BUILDING
Felicia Scruggs-Wright
EXECUTIVE VP,
PROPERTY OPERATIONS

Jason Vargas
EXECUTIVE VP, REAL ESTATE DEVELOPMENT
Lanetha Oliver
EXECUTIVE VP, INTERNAL OPERATIONS
Vicki Shu
DIRECTOR AND INTERIM SVP OF RESOURCE
DEVELOPMENT &
COMMUNICATIONS



EAST BAY ASIAN LOCAL DEVELOPMENT CORPORATION

1825 San Pablo Avenue, Suite 200
Oakland, CA 94612

STAY IN CONTACT

www.ebaldc.org (510) 287-5353
f @EBALDC

