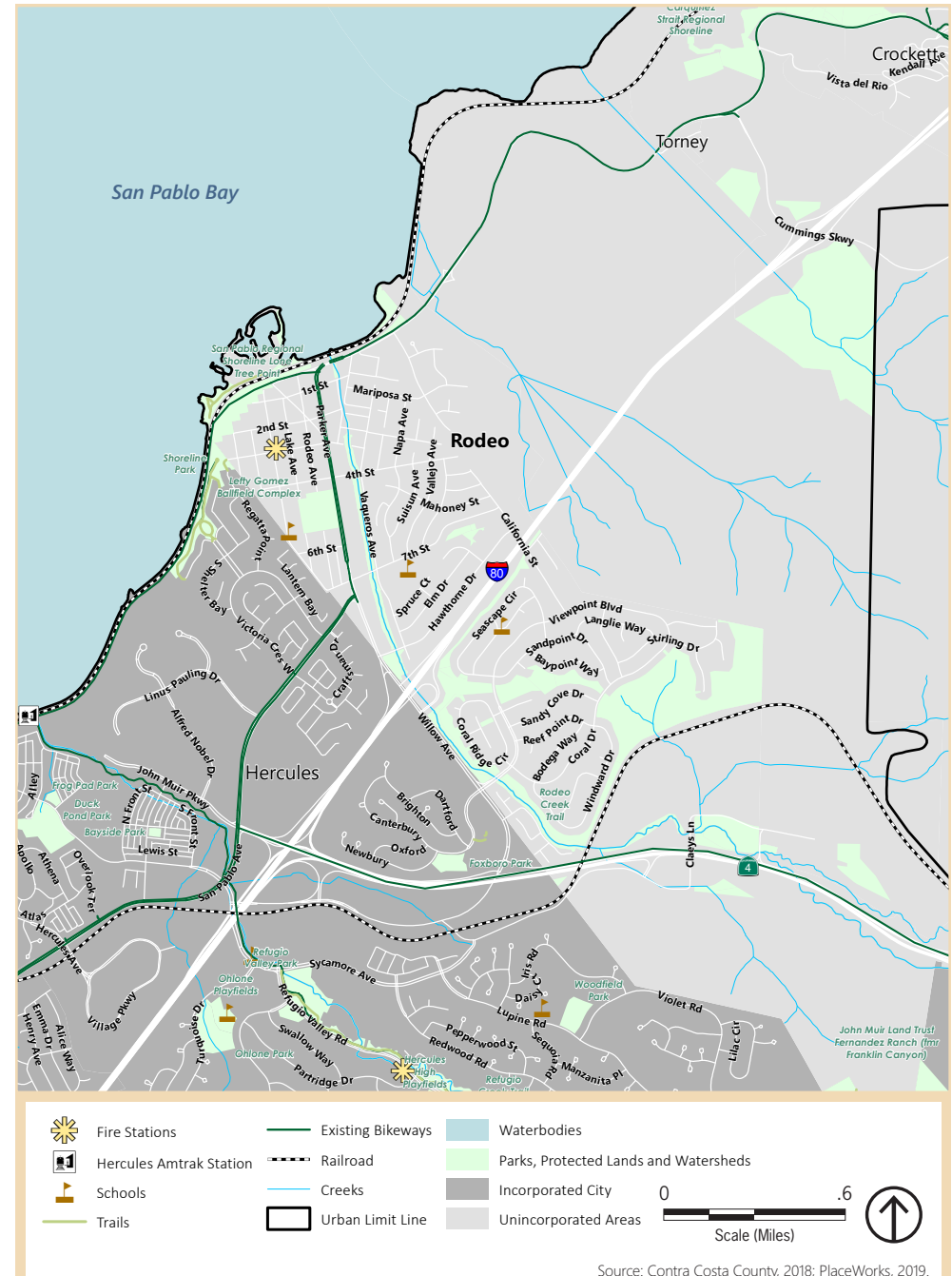


RODEO | CONTEXT

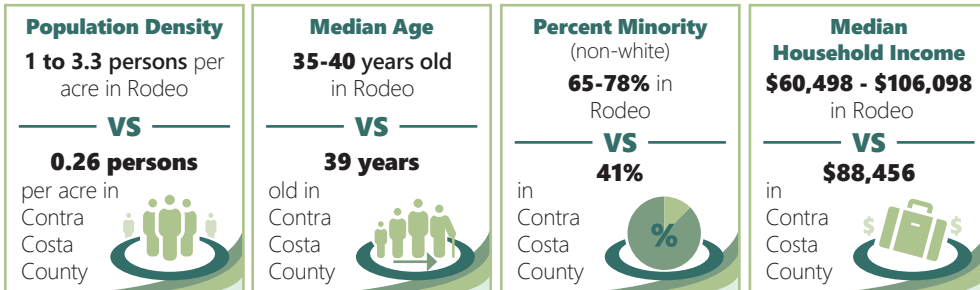
Rodeo has grown from an agrarian ranching community to an industrial hub at the intersection of a railroad line and shipping port to the close-knit community it is today. Sitting on San Pablo Bay, this community values its downtown, neighborly atmosphere and access to open space and water-related recreational activities. Situated just north of Hercules, Rodeo maintains close ties to its industrial and ranching roots with the Phillips 66 refinery and agricultural land to the north and east.



There are vital local-serving commercial amenities, including a grocery store, that many residents would like to see augmented to revitalize the Downtown and marina. The community's waterfront location has long been constrained by the railroad tracks that hug the shoreline, but increased infrastructure and view preservation efforts along the waterfront have increased accessibility, also helping to expand aquatic recreation and other commercial uses along the waterfront. With Interstate 80 running the length of Rodeo, coupled with the lack of BART or ferry stations, circulation is constrained at peak commute times. While most residents do not work in Rodeo, Phillips 66 is a major employer in the county and sits on over 1,000 acres in northern Rodeo. It processes crude oil into finished petroleum products, which are then distributed from their private port on San Pablo Bay. Many residents are concerned about potential refinery impacts, such as air quality and safety.













WHO LIVES IN RODEO?



Source: Contra Costa County, 2018; PlaceWorks, 2019.

RODEO | CONTEXT (CONTINUED)

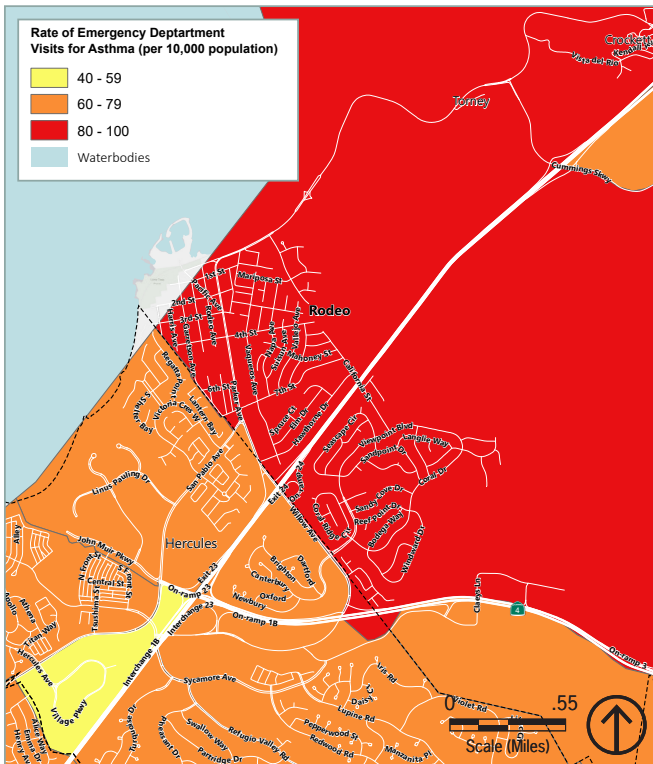
Natural Hazards

-  Air Quality
-  Coastal Flooding
-  Drought
-  Extreme Heat
-  Flooding
-  Human Health Hazards
-  Landslides
-  Seismic Hazards
-  Severe Storms
-  Wildfires

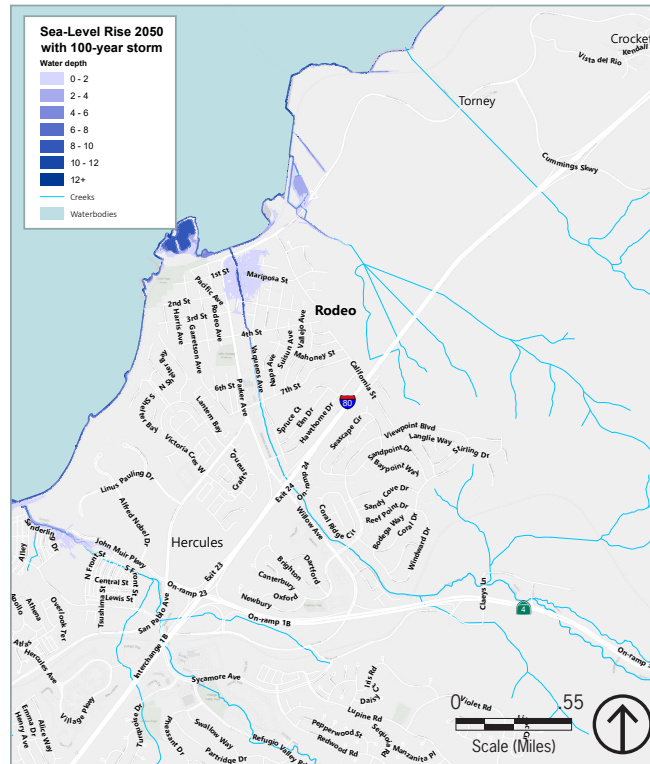
Major Vulnerabilities

- Cost-burdened and low-income households are vulnerable to coastal flooding, drought, extreme heat, flooding, human health hazards, severe storms, and wildfire.
- Persons with chronic illnesses are vulnerable to air quality, extreme heat, and human health hazards.
- Railways, including the Capitol Corridor Amtrak line, are vulnerable to coastal flooding, flooding, landslides, and seismic hazards.
- Wastewater treatment plants and services are vulnerable to coastal flooding, flooding, landslides, seismic hazards, and severe storms.
- Government and commercial buildings are vulnerable to coastal flooding, flooding, landslides, seismic hazards, severe storms, and wildfires.
- The Phillips 66 oil refinery is vulnerable to coastal flooding, flooding, landslides, and wildfires.
- Public safety response, public transit access, and solid waste removal are vulnerable to coastal flooding, flooding, landslides, severe storms, and wildfires.

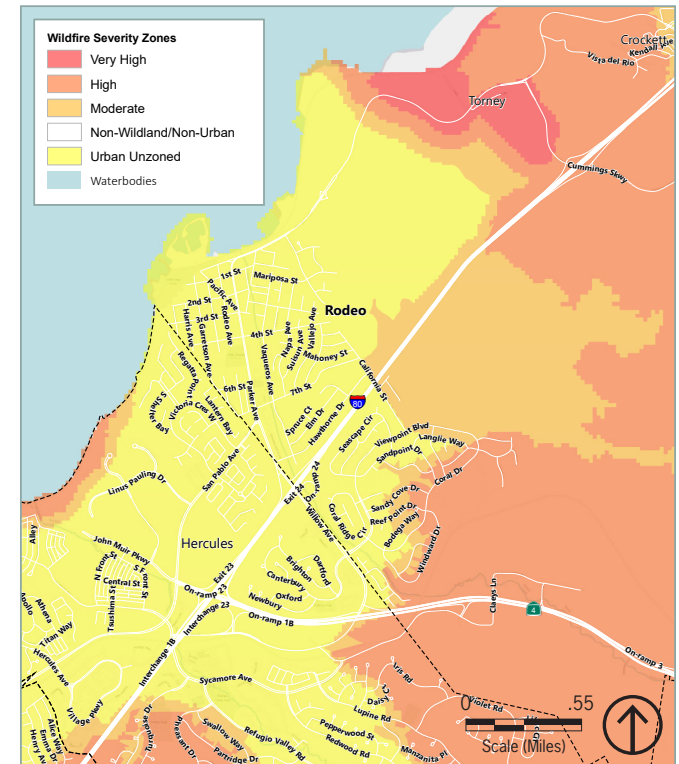
ASTHMA RATES



SEA-LEVEL RISE 2050 WITH 100-YEAR STORM SEVERITY ZONES



WILDFIRE HAZARD SEVERITY ZONES



PLANNED LAND USE

Land use designations for Rodeo are shown on the land use map. Generally, the majority of Rodeo is planned for a mixture of residential and commercial land uses. Northeast of the community, the existing Phillips 66 refinery is designated for industrial use. Between the eastern industrial and residential areas, lands are designated Resource Conservation to serve as an open space buffer between the refinery and residential uses.

Rodeo includes a Mixed Corridor designation along Parker Avenue, which represents the revival of a once common concept: the placement of residential units over street-level businesses. To make this concept work, small parcels along Parker Avenue will need to be consolidated to create at least 100 feet of continuous frontage as a prerequisite for retail or office uses.

Rodeo also includes a Town Center designation in the Downtown and along the waterfront. This designation encourages the revitalization of Downtown Rodeo by concentrating commercial and office uses into logical areas and developing multi-family residential buildings, primarily townhouses.

See also the Rodeo Waterfront/Downtown Specific Plan (1997) and Rodeo Redevelopment Area Planned Unit Development Zoning Code and Design Guidelines (2005), which provide more detailed guidance for this area.



GUIDING PRINCIPLES

The following guiding principles articulate the values, priorities, and aspirations for the future shared by Rodeo community members:

1. Rodeo residents should be safe and be healthy while living adjacent to the refinery by mitigating risks from refinery accidents and exposure to air pollutants.
2. Potential sea level rise impacts to Rodeo should be monitored and mitigated.
3. Rodeo residents should be safe from crime and able to safely walk around all parts of the community at all times of day and night.
4. Rodeo residents know their neighbors and care about their community. This connectedness among community members should be preserved and enhanced both now and into the future.
5. Downtown Rodeo should be energized as a bustling downtown core through infill development, beautification, community facilities, walking and biking amenities, and regular events that bring people together.
6. Rodeo should remain a full-service community with amenities like a fire station and grocery store, and services should expand so that residents don't need to travel outside the community for daily or weekly needs.
7. Rodeo's waterfront should serve as a focal point for the community, with easy access to the shoreline, waterfront parks and open space, and a mixture of adjacent multi-family residential, retail, and commercial recreational land uses.
8. Rodeo residents should have amenities available to make healthy lifestyle choices, including community gardens, farmers markets, parks, and medical facilities.
9. People living or working in Rodeo should be able to get around the community easily without needing to drive.
10. All Rodeo residents should have access to safe and secure housing.
11. Creeks and waterways should serve as linear parks through Rodeo.

POLICIES

1. Prioritize above all else the safety and health of Rodeo residents in the face of living adjacent to the Phillips 66 refinery.
2. Reinvest a greater share of the taxes collected from the refinery back into Rodeo to benefit the community that bears the brunt of the refinery's impacts.
3. Increase opportunities for the community to participate in any agreements with the refinery.
4. Attract and support clean, green industry to Rodeo.
5. Continue to mitigate the effects of industrial traffic on downtown streets. (3-146)
6. Work with the Rodeo-Hercules Fire District to ensure that appropriate response times can be met throughout the community, including in the event of a refinery accident.
7. Provide frequent and consistent law enforcement patrol service in Rodeo.
8. Require that new development adhere to the Rodeo Waterfront/Downtown Specific Plan goals, policies, and design standards and guidelines, which support a vision for a visually cohesive, economically viable, and people-oriented Downtown and waterfront area. (3-155, 3-156)
9. Partner with the Bay Front Chamber of Commerce and other organizations to market Downtown Rodeo and the waterfront to businesses that support the vision of the Rodeo Waterfront/Downtown Specific Plan.
10. Encourage more housing development in Downtown Rodeo.
11. Support and enable consolidation of parcels along Parker Avenue to facilitate retail or office uses with residential above; utilize parcels with less than 100 feet of street frontage for multi-family housing.
12. Promote the development of water-oriented commercial, recreation, and transportation uses at the waterfront.
13. Maximize public access to the Bay. (3-152)
14. Direct all new development towards infill opportunities. (3-147)
15. Use consistent signage and streetscape design on both sides of Interstate 80 to create a better sense of cohesiveness among the entire Rodeo community.
16. Design public spaces to celebrate the historic and current diversity Rodeo.
17. Work with the Bay Front Chamber of Commerce to support and enhance food truck events in Rodeo.
18. Actively seek a new community market or grocery store to locate in Rodeo, ideally one that reflects the community's ethnic and cultural diversity.
19. Collaborate with non-profit partners to attract medical clinics or a hospital to Rodeo.
20. Support beautification and walkability in Rodeo by enforcing codes related to streets, sidewalks, properties, and building facades.
21. Coordinate with the City of Hercules on decisions that affect Rodeo residents.
22. Support the East Bay Regional Park District's efforts to complete the San Francisco Bay Trail. (3-162)

ACTIONS

1. Establish a comprehensive, long term strategy that coordinates efforts from all regulatory agencies to mitigate the oil refinery's impacts on the community, both acute and long-term. The strategy must include specific mitigations for the Bayo Vista residents who live closest to the refinery.
2. Continue to implement the Implementation Tasks identified in Chapter 5 of the Rodeo Waterfront/Downtown Specific Plan, including the development of a linear park along the Rodeo Creek Trail and a waterfront promenade. (3-151, 3-155, 3-156, 3-161)
3. Actively market the marina location to a new business that would dredge and re-open the marina.
4. Create a plan to develop publicly owned properties in Rodeo for public uses, such as a community center, youth center, new senior center, sports center, town plaza, and/or parks and open spaces. As part of this plan, identify funding sources and strategies.
5. Create a Safe Routes to School program for Rodeo schools.
6. Complete sidewalk gaps on San Pablo Avenue, Willow Avenue, and Vaqueros Avenue, especially near bus stops.
7. Improve safety on the Rodeo Creek Trail by installing pedestrian-scale lighting and improving maintenance, especially in the area just north of Seventh Street.