

Resilient by Design Nomination Form  
RODEO

**Site Ideas Form**

- Name \*  First      London      Last
- Title (optional)  
Sustainability Coordinator
- Agency or Organization representing (if any)  
Contra Costa County
- Email \*  
Jody.London@dcd.cccounty.us
- Describe the site location \*  
Maximum Allowed: **250** words.

Use geographic coordinates if you think it would be helpful.

Rodeo is a census-designated place located in West Contra Costa County, on the shore of San Pablo Bay, 4.6 square miles in size. The population was 8,679 in the 2010 census. Rodeo is along the Interstate 80 (I-80) corridor, immediately north of Hercules. Rodeo is surrounded by major roads, including Cummings Skyway on the northeast, State Route 4 on the southeast, and I-80, which bisects Rodeo from the southwest to the northeast. The residential area of Rodeo is mostly on the southern end of Rodeo on either side of I-80; most of the area east of I-80 is open space. The Phillips 66 oil refinery occupies the northwest portion of Rodeo. Rodeo Creek runs through downtown Rodeo from south to north into San Pablo Bay.

Rodeo was settled by Europeans in the early 1800s as an original part of the El Rancho del Pinole. In the 1890s, the Union Stockyard Company hosted the annual cattle roundup in Pinole. Rodeo rebuilt itself after the 1906 earthquake, and became home during World War II to shipyard workers. Rodeo today is a residential community with bluffs overlooking the Bay. Downtown Rodeo is marked by a number of historic buildings, however the Downtown area is neither visually nor physically connected with the waterfront area, an important visual and economic resource. North of the main downtown area near the refinery is the 250-unit Bayo Vista low-income apartment complex. South of Downtown, along the boundary with Hercules, is the 50-unit Rodeo Gateway senior housing development.

249 words

- Link to Google Map with Location

<https://www.google.com/maps/place/Rodeo,+CA/@38.0708496,-122.346227,12z/data=!4m5!3m4!1s0x8085711f41418b0b:0x285eb0d22e4696e7!8m2!3d38.032977!4d-122.2669138>

- What would make this site a good fit for the design challenge? \*  
Maximum Allowed: **250** words.

The Adapting to Rising Tides study identified a number of challenges for Rodeo with rising sea levels. These include:

- Two rail lines that run through Rodeo are not designed as barriers;
- Pipelines that run through Rodeo are subject to flooding and groundwater intrusion;
- Close proximity to the Hayward fault;
- San Pablo Avenue, a Route of Regional Significance and a common alternate route to the often-congested I-80 corridor, runs through the community.
- 55 commercial parcels are identified as at risk of current or future flooding clustered in Downtown Rodeo along Parker and San Pablo Avenues. Two of the parcels are associated with the Rodeo Marina, and five comprise the mobile home park.
- The neighboring refinery is subject to flooding, as are residential and multi-family buildings in Rodeo. Adapting to Rising Tides identifies 722 individuals directly exposed to flooding in Rodeo. This does not include people who will be indirectly impacted.
- Sea level rise will create shoreline access issues. San Pablo and Parker Avenues, major thoroughfares, are both at risk of flooding.

Rodeo is part of the Northern Waterfront Economic Development Initiative, a joint project of the County and several cities. This regional, cluster-based economic development strategy has a goal of creating 18,000 new jobs by 2035. The Initiative leverages existing competitive advantages and assets by focusing on advanced manufacturing sub-sectors in five targeted clusters. Resilient by Design would allow the NWEDI to include resilience planning in this work.

*Currently Used: 237 words.*

- What are the potential physical vulnerabilities that threaten this site?  
i.e. flooding, seismic, sea level rise, storm surges

Rodeo is subject to flooding that comes from sea level rise or storm surges in the Bay and in Rodeo Creek, which runs through the downtown area. Additionally, Rodeo is near the Hayward fault and is at risk in the event of an earthquake. The Union Pacific Railroad sits along the Rodeo shoreline and serves as a barrier between the Bay and the developed portion of Rodeo. The rail line was not constructed and is not maintained as shoreline or flood protection. The rail line crosses over Rodeo Creek, which is currently capacity limited.

Sea level rise will further reduce the capacity of the creek to safely convey riverine flow. Much of the land along Rodeo Creek and the shoreline is within the existing 100-year floodplain. Sea level rise will increase flood risk in this area and will also impact the area near Tosco Driveway and the western portion of the Phillips 66 Rodeo Refinery site.

Rodeo Creek drains approximately 10 square miles of mostly open space and agricultural lands in the upper watershed and the community of Rodeo in the lower watershed. In the 1960s, the U.S. Army Corps of Engineers constructed a flood control project from the mouth to I-80 to provide improved flood protection, however many assets remain at risk of flooding. The local sponsor who owns and maintains the channel receives only 5% of the funding necessary to perform channel maintenance, such as desilting, due to funding restrictions associated with Propositions 13 and 218. Sediment accumulates in the tidal reach of Rodeo Creek because of conditions created by the original design. Because desilting is both expensive and difficult to permit, the last sediment removal effort was in the mid-1990s. As a result the channel now only conveys approximately the 15- to 20-year riverine flow, and the 2005/2006 New Year's Eve storm events almost caused overbank flooding.

San Pablo Bay Shoreline is currently a series of disconnected multi-use trail segments and adjacent parklands, extending along the southeastern shore of San Pablo Bay from west of Pinole Shores Drive in San Pablo to the town of Rodeo. When completed, this trail will connect Point Pinole Regional Shoreline with the shorelines in the cities of San Pablo, Pinole, Hercules, and Rodeo, and eventually to regional trails further east. Budget and jurisdictional constraints have delayed the completion of the trail due to the necessity of constructing bridges across the railroad tracks at two locations, and is an expensive trail segment to build. Construction of the trail is expected to begin in 2018.

Many users of the San Pablo Bay Trail are elderly or disabled, and low-income; therefore maintaining unobstructed access to the trail is critical. Lone Tree Beach in Rodeo, a popular recreation site along the San Pablo Bay Trail, has suffered severe erosion due to strong tidal action and poor shore stabilization. The cliffs are being undermined and are becoming unstable. In addition, Lone Tree Beach is adjacent to derelict private property that has drawn graffiti and crime to the area, making park management difficult and requiring more attention and resources.

512 words

- What are the social vulnerabilities?

Maximum Allowed: **250** words.

i.e. risk of displacement, poverty, health indicators) (200 word max

Rodeo is a disadvantaged community according to CalEnviroScreen 3.0, being in a census tract that is in the 81st highest percentile statewide overall, and in the 98<sup>th</sup> percentile for hazardous

waste and asthma, the 92<sup>nd</sup> percentile for low birth weight, and the 86<sup>th</sup> percentile for impaired water. In 2014, the total population of Rodeo was estimated at 9,648. Rodeo has a number of senior residents (15% of the population 65 years and over) as well as a sizeable youth population (18% of the population 14 years and under). Approximately 17% of residents do not have a high school degree, and 23% of the population have a Bachelor's degree or higher. 40% of Rodeo residents, both renters and owners, are housing cost burdened. Additionally, the majority of northwest Rodeo has greater than 30% of households that are very low income, housing cost burdened, and transportation cost burdened. Many of the lowest income individuals live in public housing in closest proximity to the neighboring refinery.

Community services include the Rodeo-Hercules Fire District and one public school. Other than dental offices, there are no medical services located within the community, although there are some non-emergency medical services in nearby Hercules.

197 words

- Who owns or controls this site?

East Bay Regional Parks District, Contra Costa County (fire station, sheriff, public housing), West Contra Costa Unified School District, numerous private property owners, Phillips 66 refinery.

- What's threatened at this site?  
Maximum Allowed: **200** words.

i.e. homes, highways, public transportation, wildlife habitat, recreational areas

There are 55 commercial parcels identified as at risk of current or future flooding in Downtown Rodeo along Parker and San Pablo Avenues. Two of the parcels are associated with the Rodeo Marina; five comprise the mobile home park. The five industrial parcels at risk in Rodeo are part of the Phillips 66 refinery.

Downtown Rodeo is within the existing 100-year floodplain of Rodeo Creek, and is at risk of additional flooding with sea level rise. This area includes commercial and residential properties. The Rodeo Mobile Home and RV Park is located on five separate parcels in Rodeo on Parker and Vaqueros Roads at 3rd Street. The mobile homes are on either side of Rodeo Creek, and all five parcels are located within the 100-year floodplain. The two larger parcels on Parker Road are also at risk from six feet of sea level rise. Lower Rodeo Creek currently only provides flood protection for approximately a 15 to 20-year storm; ongoing sedimentation in addition to rising sea levels will further reduce flood resiliency.

The Rodeo cliffs are eroding. The railroad serves as a levee, although it was not designed or built for this purpose. Major thoroughfares are subject to flooding.

199 words

- What local partners would need to be involved for it to be successful; what has their involvement been to date?

Maximum Allowed: **150** words.

- Rodeo Municipal Advisory Council, which advises Supervisor Federal Glover
- Contra Costa County Department of Conservation and Development, which has focused redevelopment efforts on Rodeo since the early 1990s, and provides safety and other infrastructure services.
- East Bay Regional Parks District owns parks and trails in Rodeo and has plans to complete them, connecting Rodeo with neighboring communities.
- Numerous private property owners, including Phillips 66 refinery
- Lefty Gomez Community Center
- Rodeo Senior Center
- St. Patrick's Catholic Church
- YMCA
- R-10 special recreation district

81 words

- What local plans exist or are underway in this area?

Maximum Allowed: **150** words.

Feel free to add links or describe these plans here.

- 1997 Rodeo Waterfront/Downtown Specific Plan.
- Rodeo Redevelopment Plan (guide for needed improvements).
- 2005 Rodeo Planned Unit Development Zoning Code. Provides a development guide to achieve the community's goals to enhance Rodeo's small town, waterfront, and artistic character, streamline the entitlement process, increase certainty for entitlements, and promote economic vitality.
- On May 8, 2017, the Transportation, Water, and Infrastructure Committee of the County Board of Supervisors approved a Complete Streets study with bicycle, pedestrian, and transit facilities on San Pablo Avenue between Rodeo and Crockett. This would close an existing gap in the Bay Trail, provide continuous safe walking paths in a corridor that desperately needs them, and promote recreation between Lone Tree Point and the Carquinez Bridge. This project awaits approval from the full Board.

- San Pablo Bay Trail runs through Rodeo and is accessible from the Lone Tree Staging area near downtown Rodeo.

144 words

- Is there any additional information that you would like to add about the site? Maximum Allowed: **300** words.

Rodeo is a residential community with an industrial past, situated near an operating refinery. Economic revitalization work has been ongoing for many years, delayed by the recession. Rodeo's historic, small town character, arts community, and proximity to the Bay make it a hidden gem. Resilient by Design provides an opportunity to link resilience planning with economic development in an area that has not historically benefitted from these type of resources.

The passage of Measures AA (Restoration Authority) and WW (East Bay Regional Park District) provide opportunities to leverage state grant funds that favor disadvantaged communities such as Rodeo.