

Rodeo has grown from an agrarian ranching settlement to an industrial hub at the intersection of a railroad line and shipping port to the close-knit community it is today. Located on San Pablo Bay north of Hercules, this community values its downtown, neighborly atmosphere, and access to open space and water-related recreational activities. Rodeo maintains close ties to its industrial and ranching roots with the Phillips 66 Refinery and agricultural land to the north and east. Community members are active in the Rodeo Citizens Association and other local organizations, devoting their time and resources to address local health, safety, and environmental concerns.



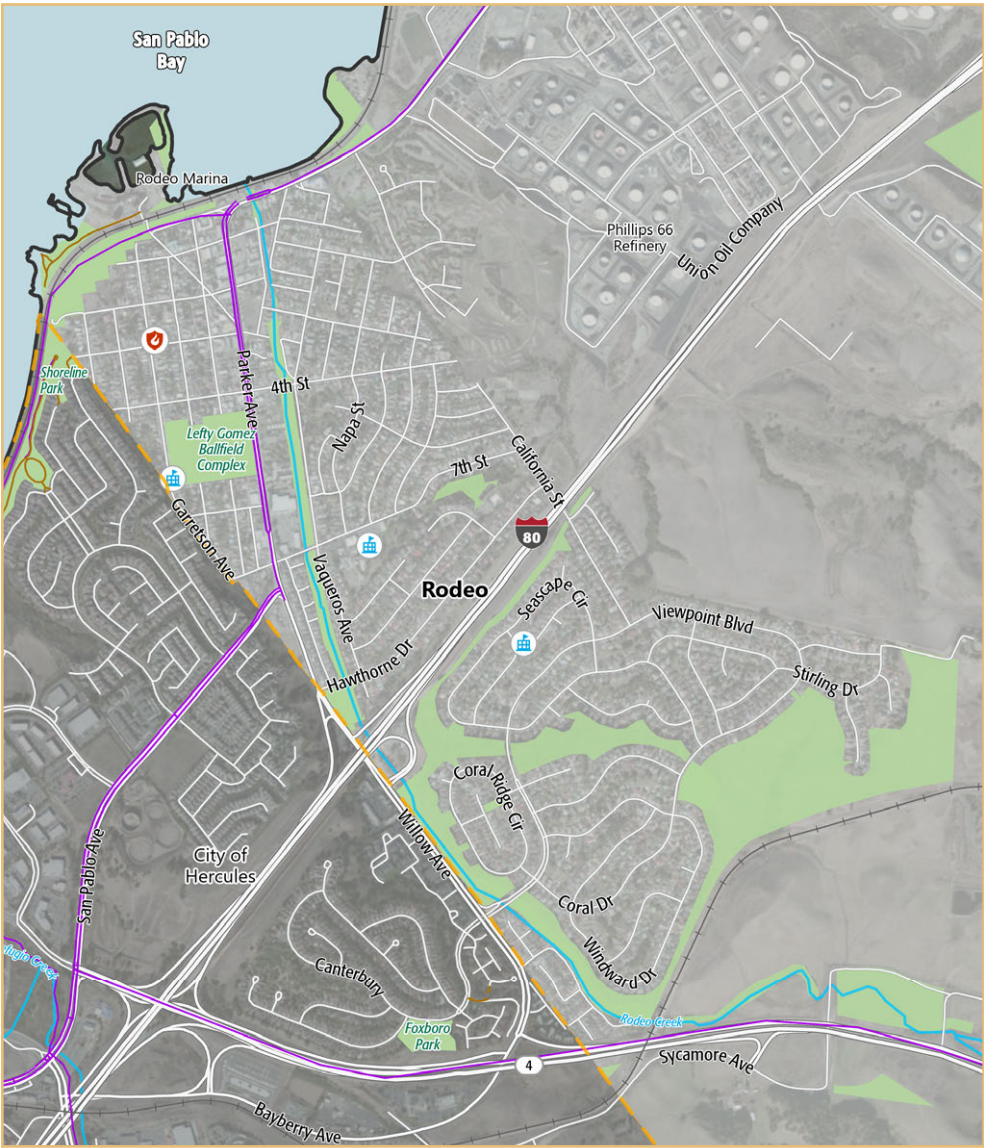
(Community-submitted photo.)

Parker Avenue is the heart of Rodeo, physically and commercially. Many residents would like to see existing businesses augmented to revitalize downtown and the 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. This has also created opportunities to expand aquatic recreation and other waterfront commercial uses. Congestion on Interstate 80, coupled with the lack of BART or ferry stations, create circulation constraints at peak commute times.

The Phillips 66 Refinery occupies over 1,000 acres in the northern part of Rodeo. In August 2020, Phillips 66 announced a plan to convert the Rodeo Refinery into a renewable fuels plant. Many residents remain concerned about potential refinery impacts, such as air quality and safety.

WHO LIVES IN RODEO?

<p>Median Age</p> <p>37 years old in Rodeo</p> <p>VS</p> <p>40 years old</p> <p>in Contra Costa County</p>	<p>Average Life Expectancy</p> <p>81 years old in Rodeo</p> <p>VS</p> <p>81 years old</p> <p>in Contra Costa County</p>	<p>Median Household Income</p> <p>\$78,890 in Rodeo</p> <p>VS</p> <p>\$103,997</p> <p>in Contra Costa County</p>	<p>Race & Ethnicity</p> <ul style="list-style-type: none">► 45% White► 23% Hispanic or Latino► 12% Asian► 8% Black or African American
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Source: Contra Costa County, 2018; PlaceWorks, 2022.

<p>Unincorporated Areas</p>	<p>Trails</p>	<p>Fire Stations</p>
<p>Incorporated Cities</p>	<p>Existing Bikeways</p>	<p>Schools</p>
<p>Urban Limit Line</p>	<p>Railroads</p>	
<p>Parks, Protected Lands, and Watersheds</p>	<p>Creeks and Drainages</p>	

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Scale (Miles)

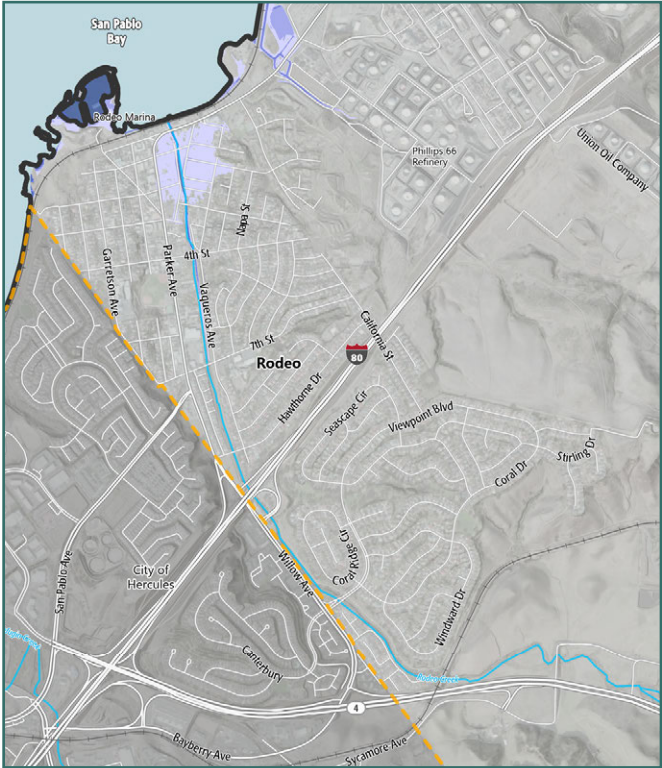
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The information on this page presents a summary of hazards and vulnerabilities in the Rodeo community based on the Contra Costa County Vulnerability Assessment; please see the [online Vulnerability Assessment](#) for a full description of these hazards and vulnerabilities. For information on tsunami hazards, see Figure HS-6, Tsunami Hazard Areas, in the Health and Safety Element.

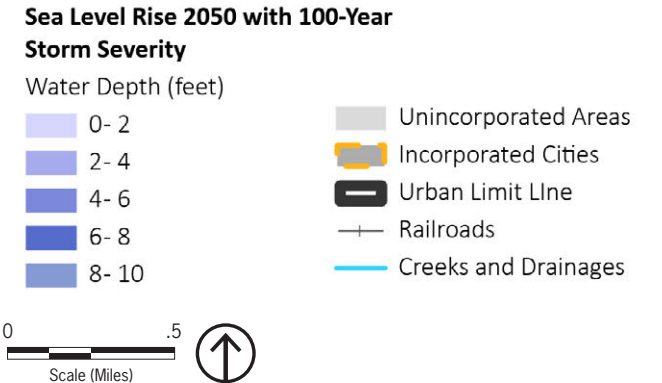
HAZARDS	
Air Quality	Human Health Hazards
Coastal Flooding	Landslides
Drought	Seismic Hazards
Extreme Heat	Severe Storms
Flooding	Wildfires

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.	

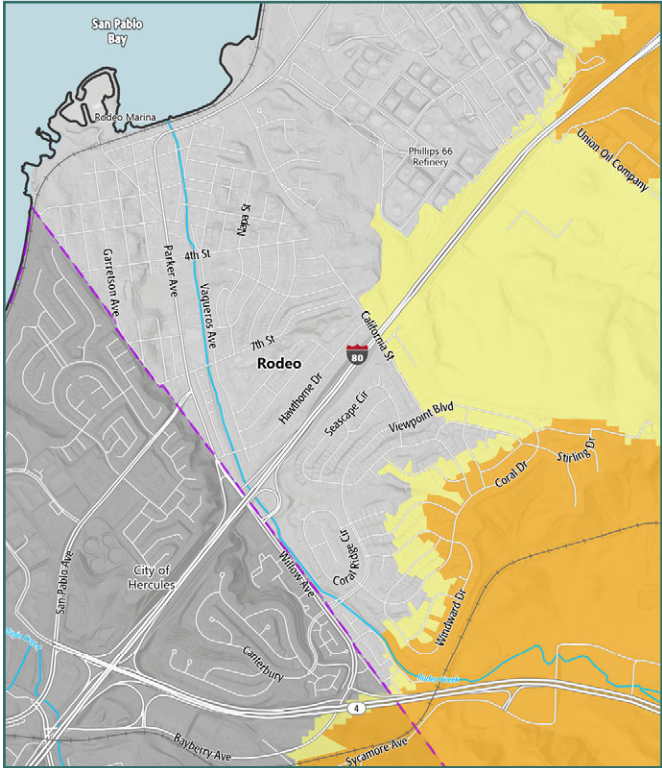
SEA-LEVEL RISE



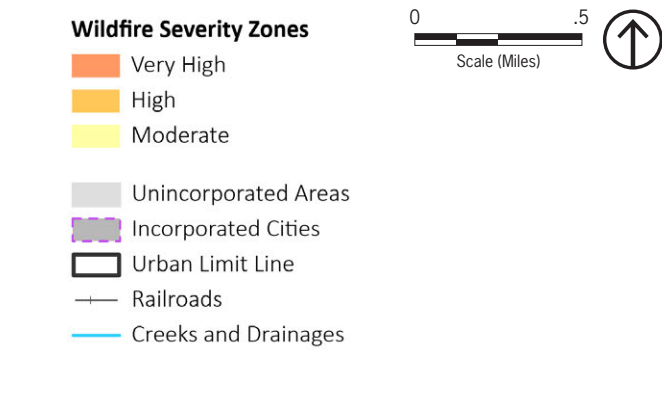
Source: San Francisco Bay Conservation and Development Commission, 2017; Contra Costa County, 2018; PlaceWorks 2022.



WILDFIRE



Source: CalFire, 2018; Contra Costa County, 2018; PlaceWorks, 2022.



IMPACTED COMMUNITY

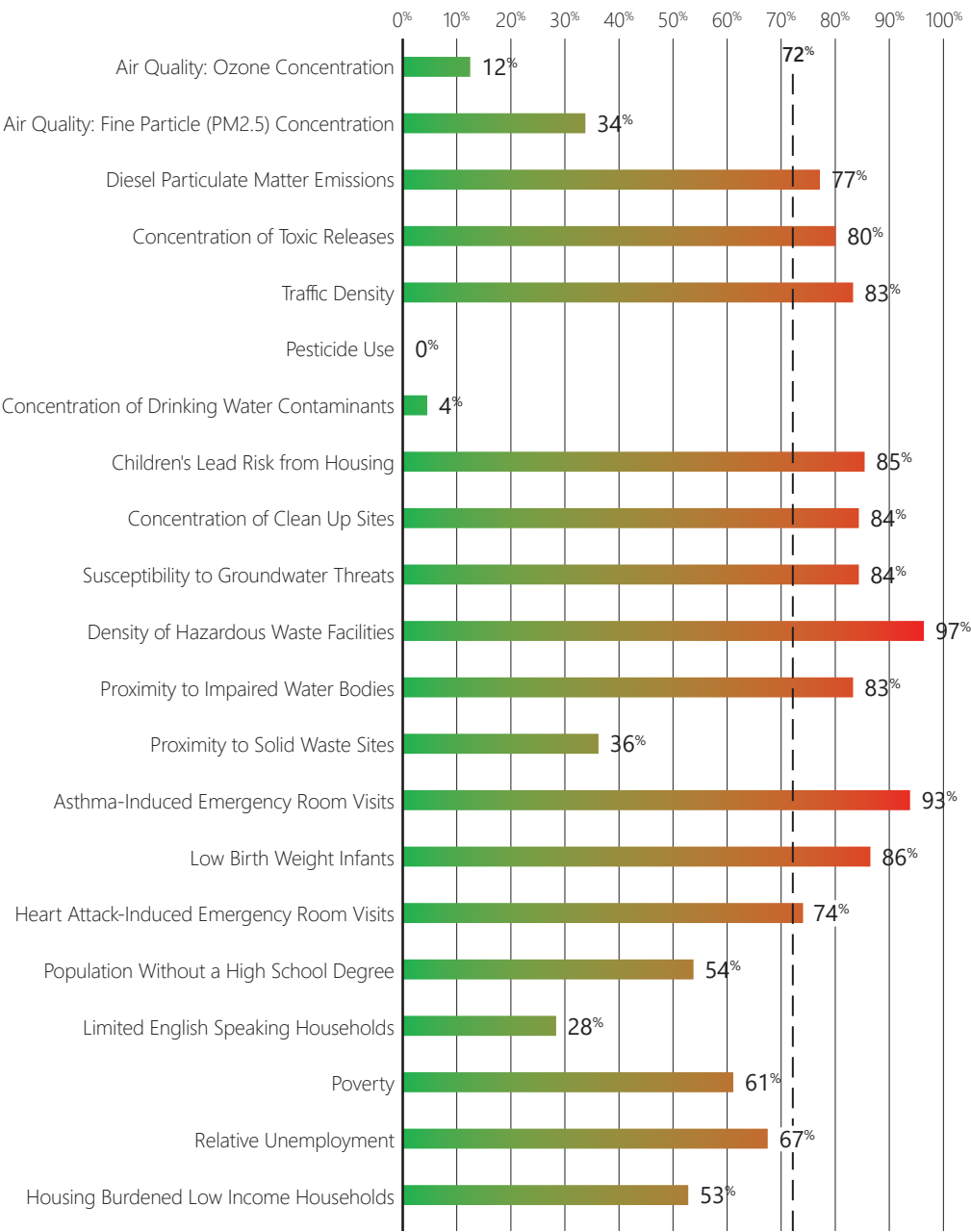
The County has identified Rodeo as an Impacted Community under Senate Bill (SB) 1000, which requires the County to integrate environmental justice into the General Plan. This law is based on the understanding that some communities have experienced a combination of historic discrimination, negligence, and political and economic disempowerment. Often, this has resulted in a disproportionate burden of pollution and health impacts and disproportionate social and economic disadvantages in these communities.

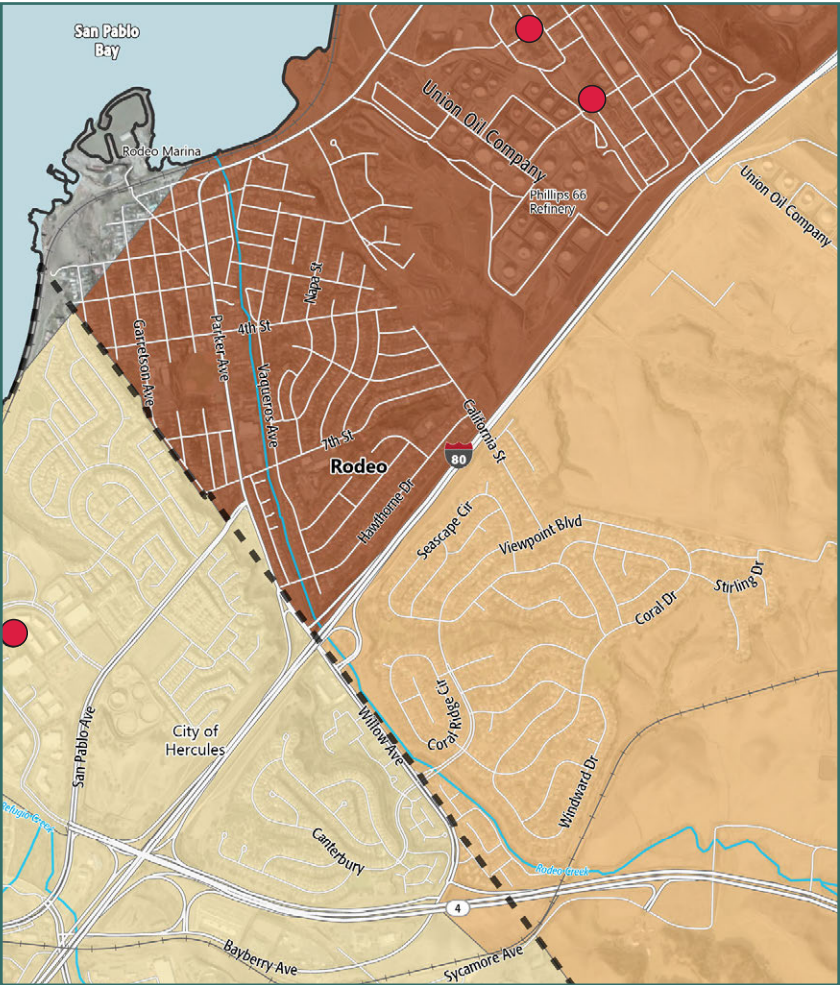
The 21 indicators that contribute to Rodeo’s identification as an Impacted Community are highlighted in the chart to the right, with additional details provided in the maps that follow, based on State data from **CalEnviroScreen**. The chart shows how Rodeo ranks for each indicator compared to the rest of the state. The County identifies Impacted Communities as those where the combined ranking for all factors is 72 percent or higher. While there are multiple Census tracts that make up Rodeo, this chart presents only the most-impacted Census tract in Rodeo.

Past activities at the refinery have impacted community and environmental health. Multiple hazardous waste facilities and incidents have resulted in clean-up sites, impaired water bodies, and air pollution. In the past decade, industrial activities in and around Rodeo businesses have emitted numerous hazardous gases, ignited fires, contaminated soil, and spilled crude oil into San Pablo Bay. In addition to pollution in San Pablo Bay, Rodeo Creek is impacted by urban runoff and storm sewers, impairing aquatic life, fishing, and other beneficial uses. Meanwhile, rates of emergency room visits from heart attacks and asthma are higher in Rodeo than most other communities in California. Despite these health issues, the closest hospitals are at least 15 minutes away in Vallejo or Martinez. Residents are concerned about access to medical care in emergencies, especially considering industrial hazards and sensitive health conditions.

IMPACTED COMMUNITY INDICATORS (2021)

Ranking of Most Impacted Census Tract in Rodeo Relative to the State





- Toxic Release Facilities
- Clean Up Sites

Census Tract Ranking

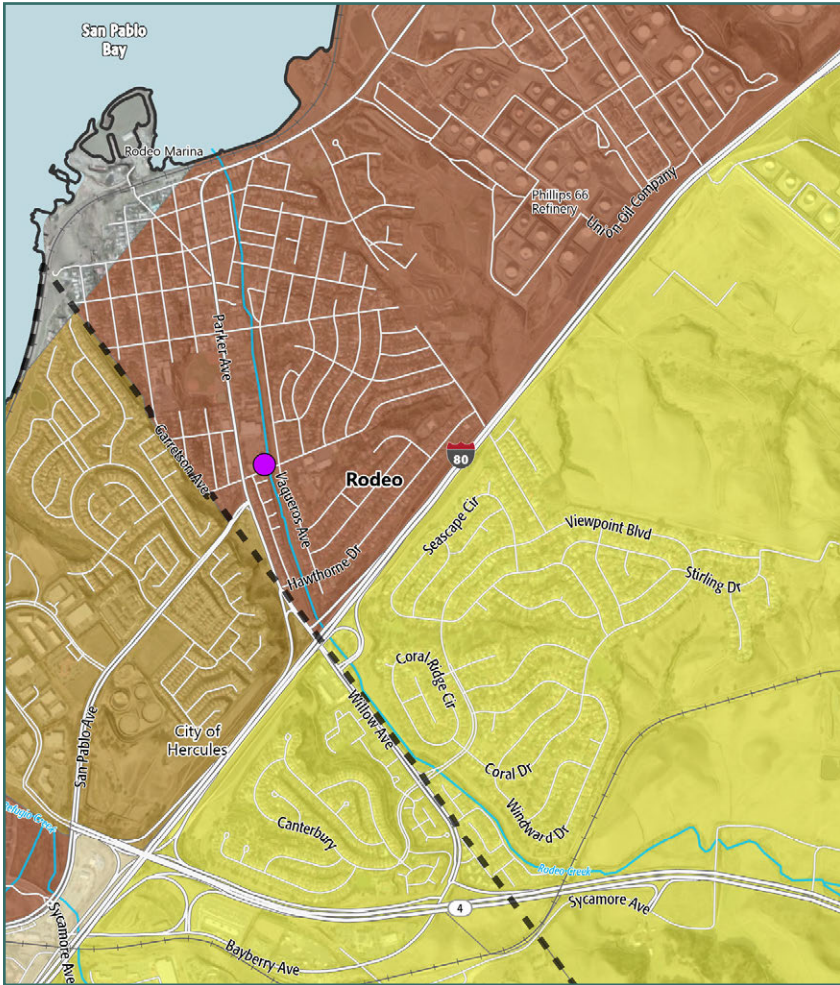
- >90 to 100%
- >80 to 90%
- >70 to 80%
- >60 to 70%
- >50 to 60%
- 0 to 50%

- Incorporated City
- Urban Limit Line
- Railroads
- Creeks and Drainages



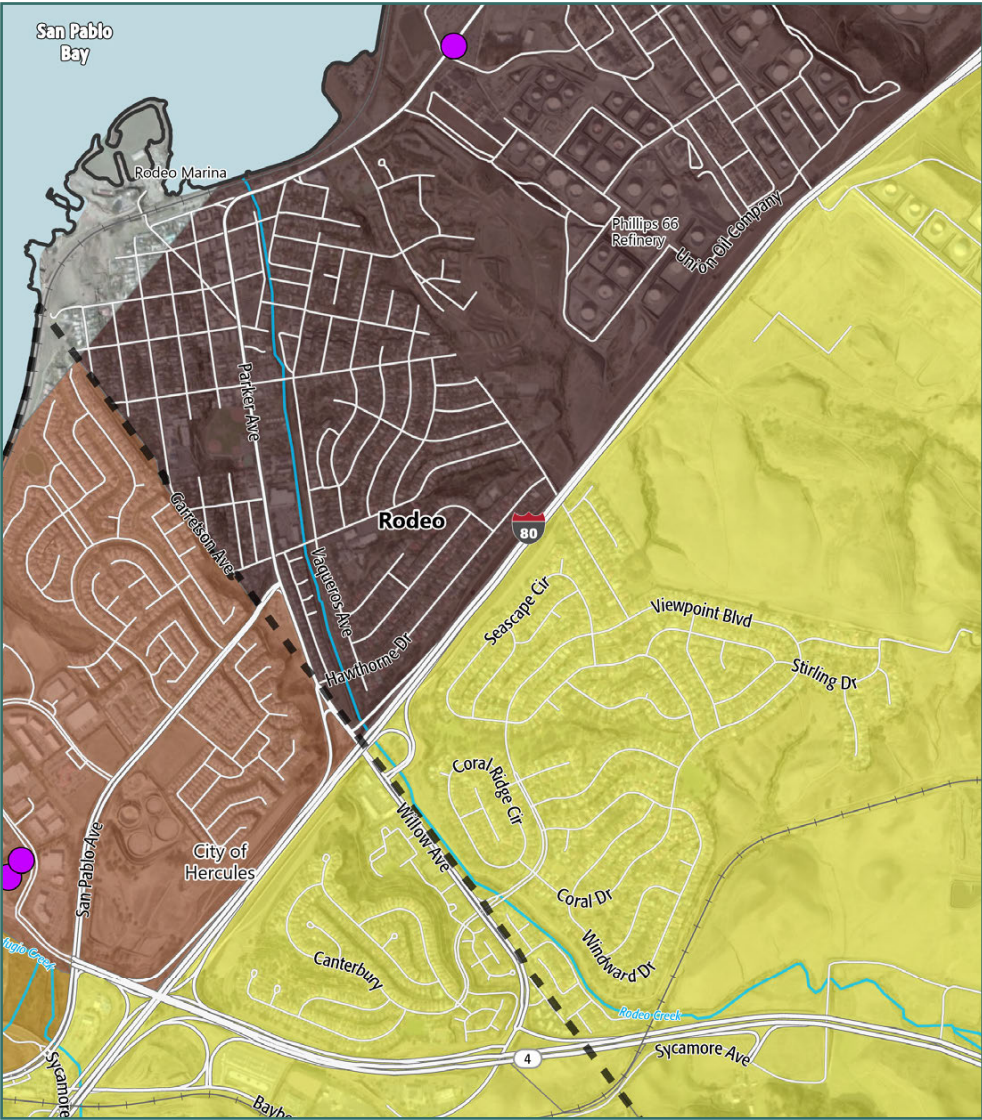
TOXIC RELEASES

This map ranks Census tracts based on the concentration of toxic chemical releases from industrial facilities (e.g., the Phillips 66 Refinery). Parts of Rodeo are ranked at 80 percent, meaning that the area has a concentration of toxic releases that is worse than 80 percent of the state.



CLEAN UP SITES

This map ranks Census tracts based on the concentration of clean up sites, which are sites undergoing clean up actions by governmental authorities or property owners due to environmental degradation from hazardous substances. The ranking also considers the nature and magnitude of the threat and the site type and status. Parts of Rodeo are ranked at 84 percent, meaning that the area has a concentration of clean up sites that is higher than 84 percent of the state.



Generators of Hazardous Waste

Census Tract Ranking

- >90 to 100%
- >80 to 90%
- >70 to 80%
- >60 to 70%
- >50 to 60%
- 0 to 50%

- Incorporated City
- Urban Limit Line
- Creeks and Drainages
- Railroads



Source: CalEnviroScreen, 2021; Contra Costa County, 2018; PlaceWorks, 2022.

HAZARDOUS WASTE

This map ranks Census tracts based on the density of hazardous waste facilities and generators (e.g., the Phillips 66 Refinery), considering each facility's type and permit status and generator activities. Parts of Rodeo are ranked at 97 percent, meaning that the area has a density of hazardous waste facilities and generators that is higher than 97 percent of the state.



PLANNED LAND USE

Land use designations for Rodeo are shown on Figure LU-1, General Plan Land Use Map, and are defined in the Land Use Element. The majority of Rodeo is planned for a mixture of residential and commercial land uses. North of the community, the existing Phillips 66 Refinery continues to be designated for industry. It is adjacent to agricultural and resource conservation areas that serve as a buffer and protect local open space. Rodeo includes a Mixed-Use designation along Parker Avenue and Pacific Avenue. The vision here is to support residential units over street-level businesses. Rodeo also includes a Mixed-Use designation in its downtown and along the waterfront. This is intended to facilitate the creation of a town center, encouraging the revitalization of downtown Rodeo by concentrating commercial and office uses and developing townhomes and multiple-family residential buildings. The Rodeo Waterfront/Downtown Specific Plan (1997) and Rodeo Redevelopment Area Planned Unit Development Zoning Code and Design Guidelines (2005) provide more detailed guidance for this area.



Multi-family housing in Rodeo.



Single-family housing in Rodeo.



Open space and industrial uses in Rodeo.



Mixed-use development in Rodeo.

GUIDING PRINCIPLES

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

1. Rodeo residents know their neighbors and care about their community. Connectedness among community members should be preserved and enhanced.
2. Rodeo should have a bustling downtown core energized through infill development, beautification, historic preservation, community facilities, walking and biking amenities, affordable and connected housing, and regular events that bring people together.
3. Rodeo should remain a full-service community with amenities like a fire station and grocery store. Services should expand so that residents do not need to travel outside the community for daily or weekly needs.
4. Rodeo residents should have the amenities necessary to make healthy lifestyle choices, including community gardens, farmers markets, parks, and medical facilities.
5. 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 multiple-family residential, retail, and commercial recreational land uses.
6. Creeks and waterways should serve as multi-use linear parks through Rodeo.
7. Rodeo residents should be kept safe and healthy by mitigating risks from heavy industrial accidents, exposure to air pollutants, and other health hazards.
8. Rodeo should be protected from sea-level rise with adequate monitoring and mitigation.
9. Rodeo residents should be able to safely walk around all parts of the community.
10. People living or working in Rodeo should be able to get around the community easily without needing to drive.
11. All Rodeo residents should have access to safe, secure, and affordable housing.

POLICIES

1. Encourage infill development that is flexible, varied in type and appearance, includes residential, commercial, and civic uses, and reflects Rodeo's character.
2. Direct all new development towards infill opportunities (i.e., vacant or underutilized parcels rather than open space beyond the developed area). (3-147)
3. 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)
4. Partner with civic organizations to market downtown Rodeo and the waterfront to new businesses that are consistent with the vision of the Rodeo Waterfront/Downtown Specific Plan.
5. Support and enable consolidation of parcels along Parker Avenue to facilitate flexible mixed-use development.
6. Require major new development to provide recreational amenities for community enhancement along with adequate parking for residents, employees, visitors, and patrons. (3-155)
7. Promote the development of water-oriented commercial, recreation, mixed-use, and transportation uses at the waterfront.
8. Maximize public access to the Bay, including a waterfront trail. (3-152)
9. Use distinct signage and streetscape design on both sides of Interstate 80 to create a better sense of cohesiveness throughout the community.
10. Design new public spaces to celebrate the community's historic and cultural diversity.
11. Work with civic organizations to support and enhance food truck events while minimizing competition with local businesses.
12. Support beautification and walkability by enforcing codes related to illegal dumping, streets, sidewalks, properties, and building facades.
13. Prioritize the safety and health of residents living adjacent to heavy industrial uses.
14. Support agreements between the community and heavy industrial business operators.

15. Attract and support clean, green industry.
16. Continue to avoid and mitigate the effects of industrial traffic on downtown streets. (3-146)
17. Work with the Rodeo-Hercules Fire District to ensure that response time standards for industrial accidents and other emergencies can be met throughout the community.
18. Coordinate with the City of Hercules on decisions that affect Rodeo residents.
19. Partner with local organizations to expand opportunities to engage community members in the planning process.
20. Support the East Bay Regional Park District's efforts to complete the San Francisco Bay Trail along the waterfront. (3-162)



ACTIONS

1. Complete 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. (2-151, 3-155, 3-156, 3-161)
2. Study potential redevelopment options for the marina area, such as a new public or private marina or other water recreation facility. Based on the results of the study, actively market the site to potential developers and work with partners to pursue grant funding for a public facility.
3. Actively seek a new community market or grocery store, ideally one that reflects the community's ethnic and cultural diversity.
4. Partner with community groups to create a plan to develop civic facilities, such as a community center, youth center, new senior center, sports center, town plaza, dog park, and/or parks and open spaces. As part of this plan, identify funding sources and strategies.
5. Support community-led efforts to develop a pool at the site of the old Rodeo Swim Club pool.
6. Support implementation of a Safe Routes to School Program and provide adequate pedestrian and bicycle infrastructure.
7. Eliminate sidewalk gaps on San Pablo Avenue, Willow Avenue, Pacific Avenue, and Vaqueros Avenue, especially near bus stops.
8. Improve safety and comfort on the Rodeo Creek Trail by installing pedestrian-scale lighting and fencing, and improving maintenance, especially in the area just north of Seventh Street. Improvements should be coordinated with organized creek clean-ups.

