

# RODEO- CONTEXT - 1

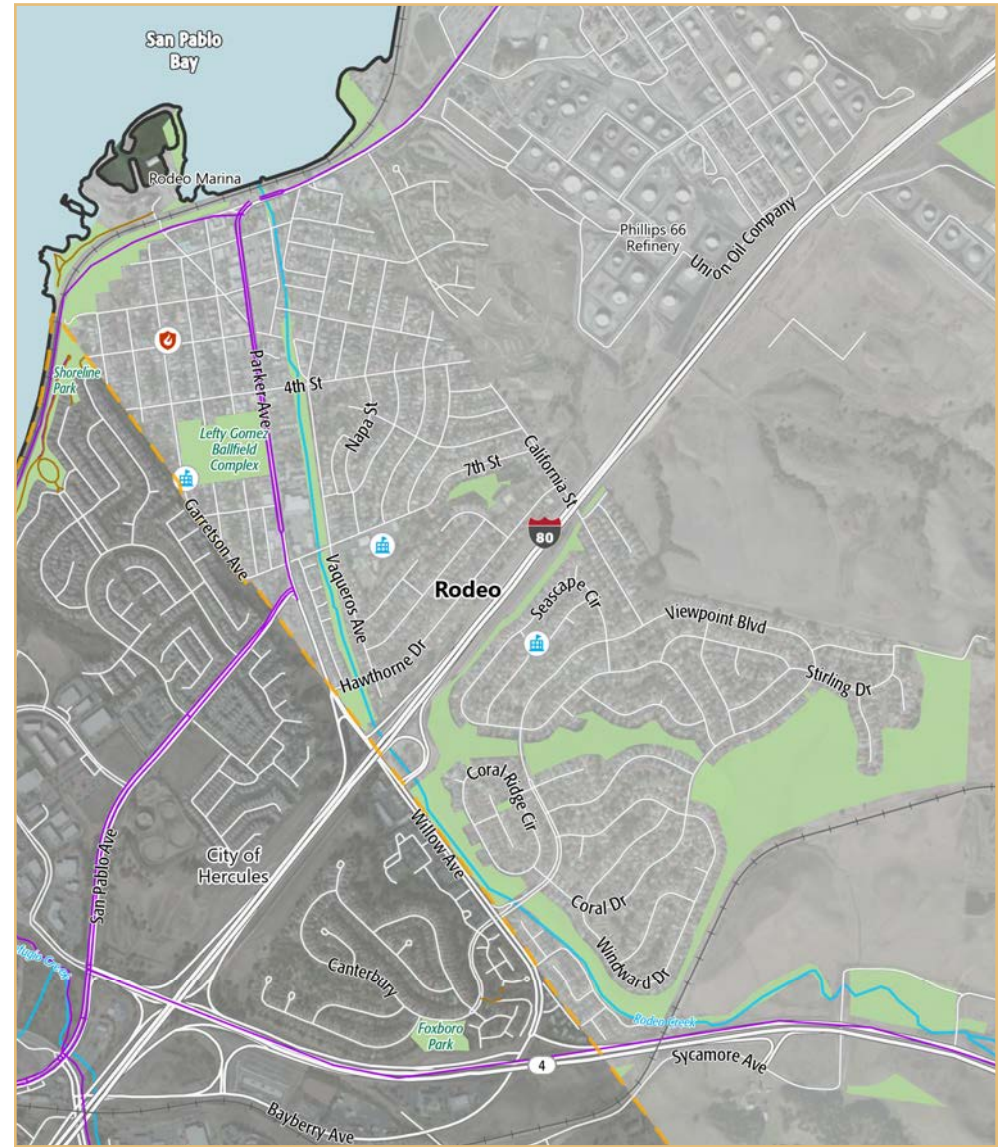
Rodeo has grown from an agrarian ranching settlement to an industrial hub at the intersection of a railroad line and shipping port to the close-knit community it is today. Located on San Pablo Bay north of Hercules, this community values its downtown, neighborly atmosphere, and access to open space and 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.)

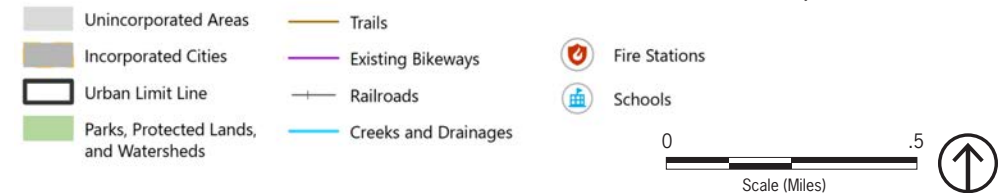
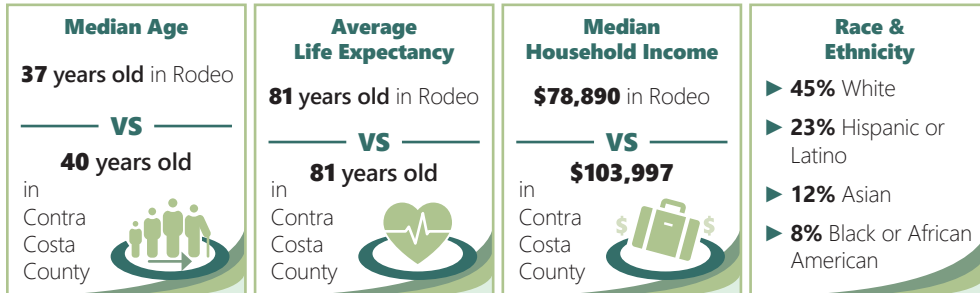
Parker Avenue is the heart of Rodeo, physically and commercially. Many residents would like to see existing businesses augmented to revitalize downtown and the marina. The community's waterfront location has long been constrained by the railroad tracks that hug the shoreline, but increased infrastructure 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 a BART station or ferry terminal nearby, create circulation constraints at peak commute times.

The Phillips 66 Refinery, established in 1896, occupies over 1,100 acres in the northern part of Rodeo. The Rodeo Refinery has been converted into a renewable fuels plant. However, many residents remain concerned about potential refinery impacts, such as air quality and safety.



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

## WHO LIVES IN RODEO?

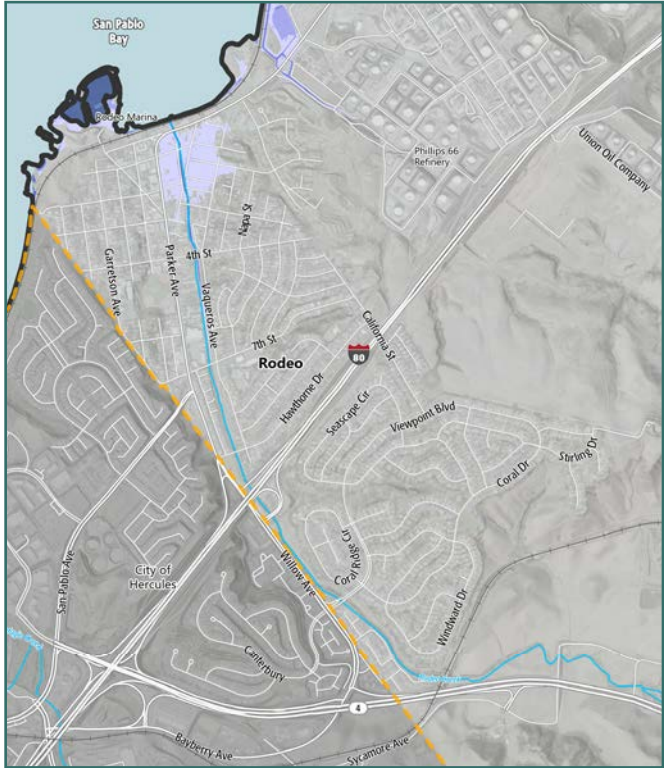


The information on this page presents a summary of hazards and vulnerabilities in the Rodeo community based on the Contra Costa County Vulnerability Assessment; please see the **online Vulnerability Assessment** for a full description of these hazards and vulnerabilities. For information on tsunami hazards, see Figure HS-5, Tsunami Hazard Areas, in the Health and Safety Element.

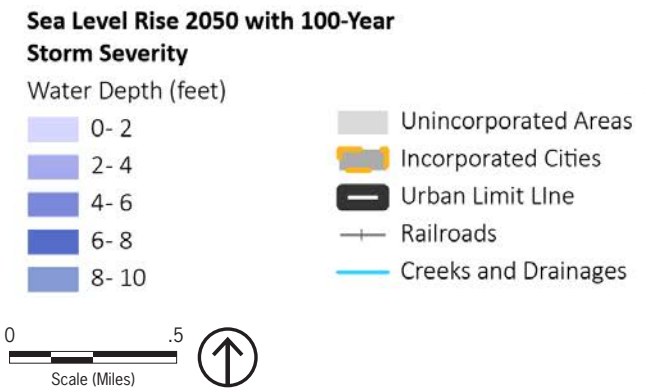
HAZARDS	
Air Quality	Human Health Hazards
Coastal Flooding	Landslides
Drought	Seismic Hazards
Extreme Heat	Severe Storms
Flooding	Wildfires

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.

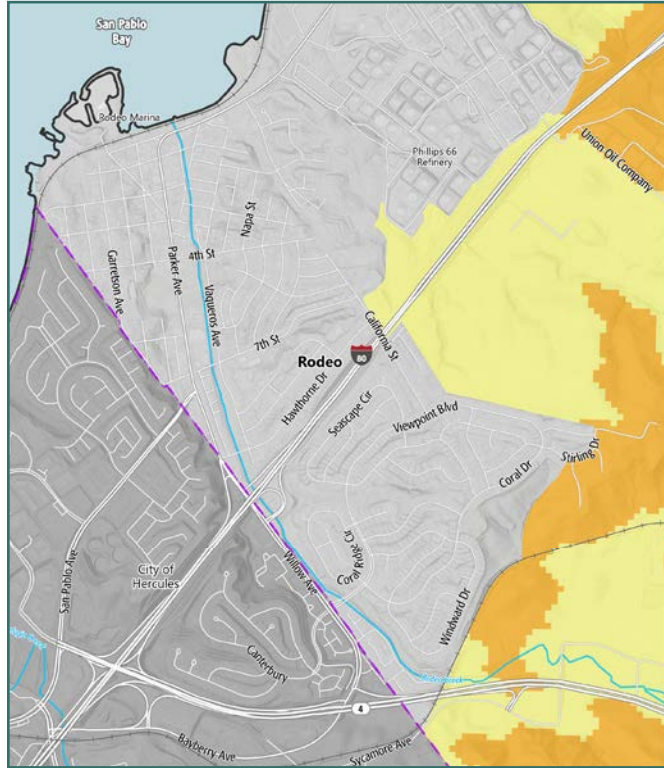
## SEA-LEVEL RISE



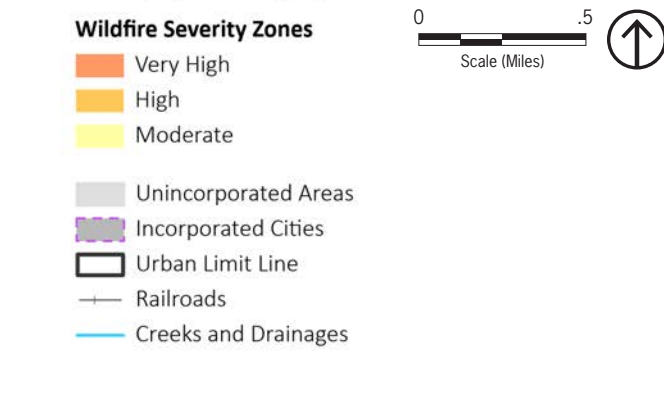
Source: San Francisco Bay Conservation and Development Commission, 2017; Contra Costa County, 2018; PlaceWorks 2022.



## WILDFIRE



Source: CalFire, 2024; Contra Costa County, 2018; PlaceWorks, 2022.





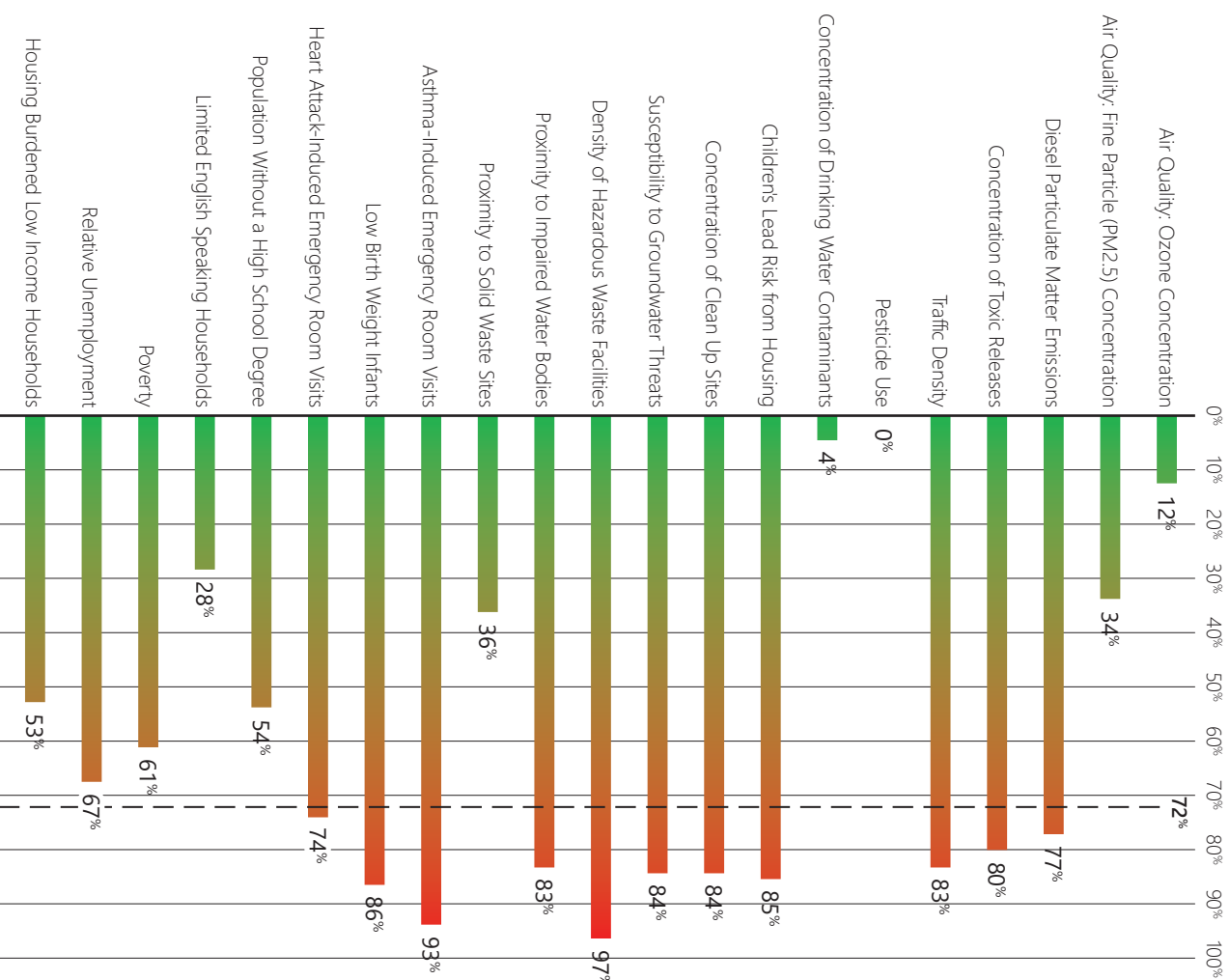
# IMPACTED COMMUNITY

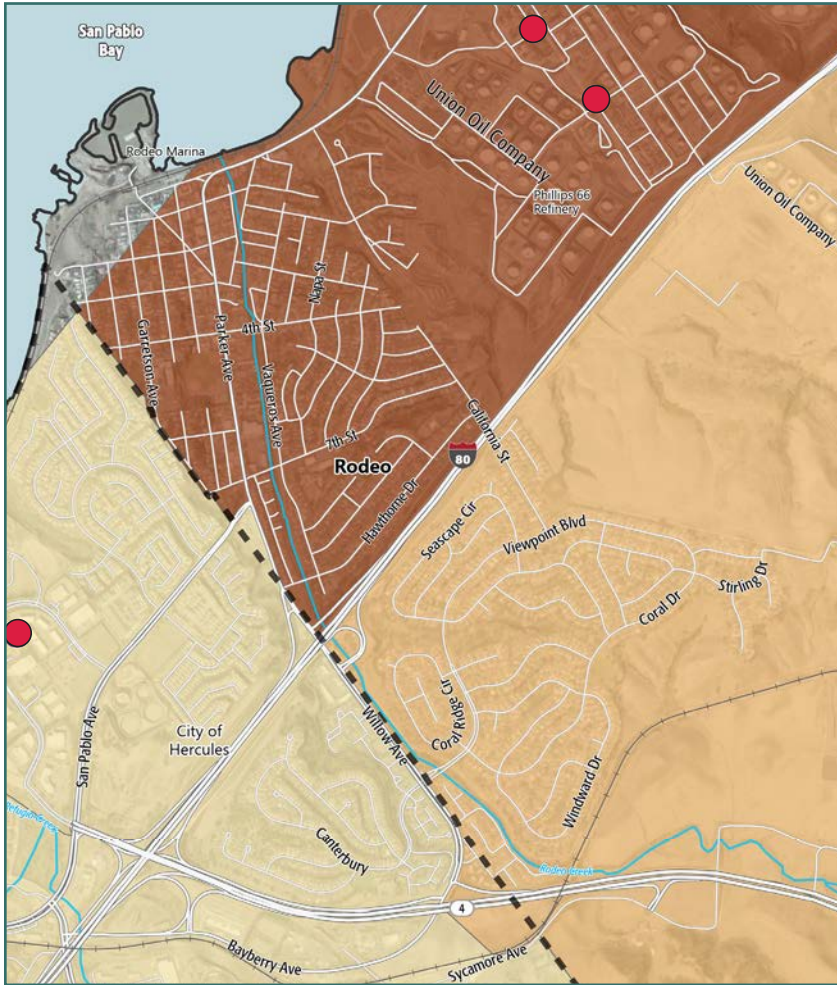
The County has identified Rodeo as an Impacted Community under Senate Bill (SB) 1000, which requires the County to integrate environmental justice into the General Plan. This law is based on the understanding that some communities have experienced a combination of historic discrimination, neglect, and 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 the community.

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 15 years, 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.

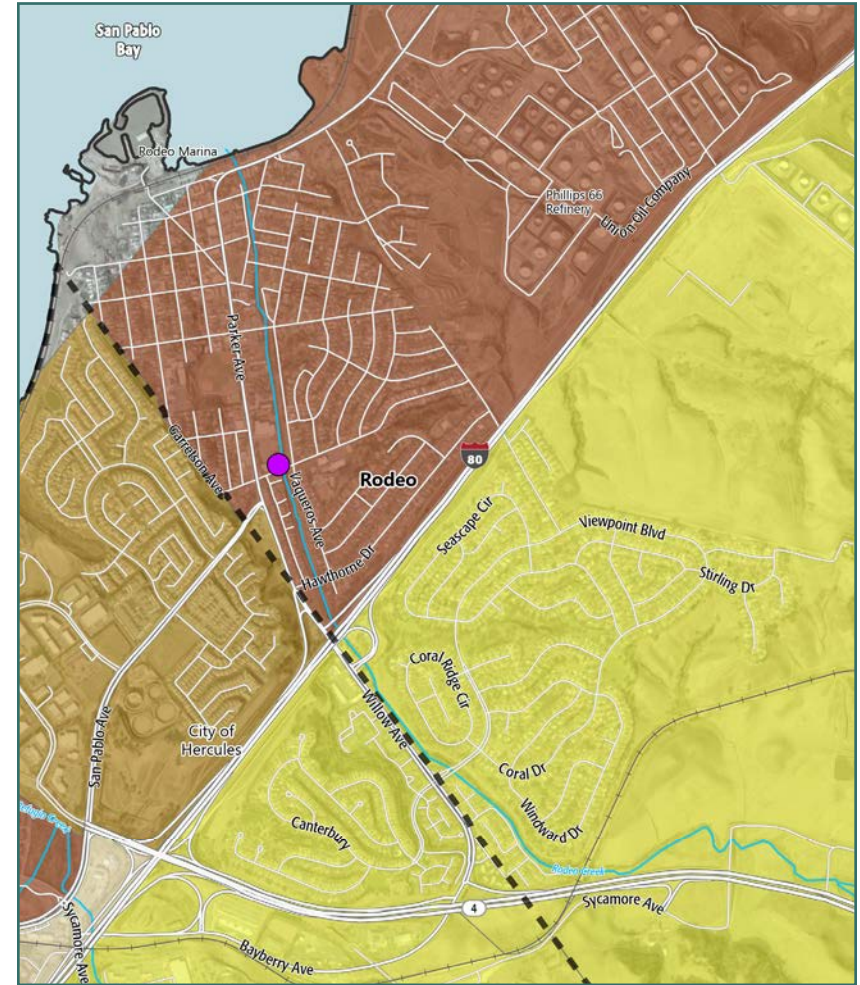
IMPACTED COMMUNITY INDICATORS (2021)  
 Ranking of Most Impacted Census Tract in Rodeo Relative to the State





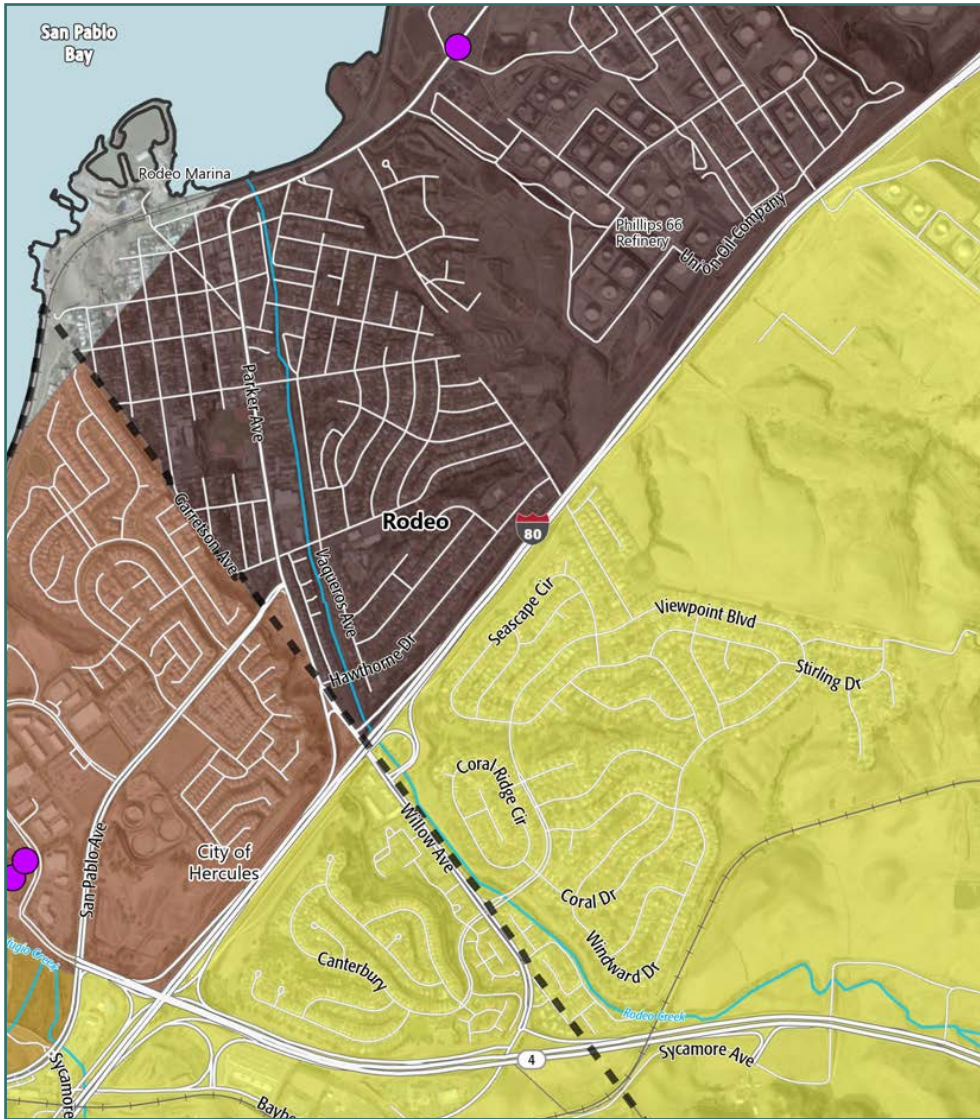
## TOXIC RELEASES

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.



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

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



## HAZARDOUS WASTE

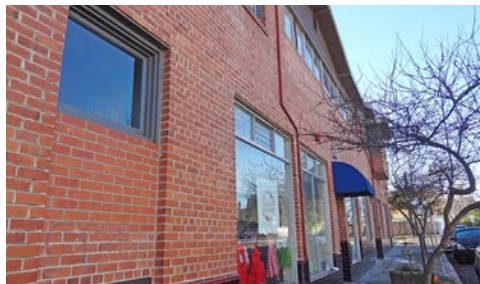
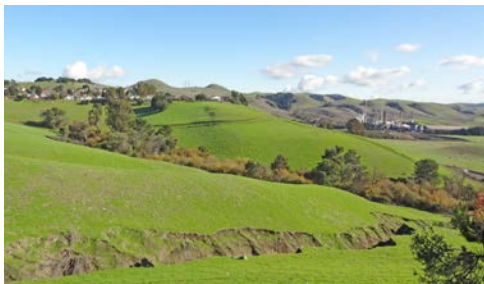
This map ranks Census tracts based on the density of hazardous waste facilities and generators (e.g., the Phillips 66 Refinery), considering each facility's type and permit status and generator activities. Parts of Rodeo are ranked at 97 percent, meaning that the area has a density of hazardous waste 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 defined in Table LU-1 in the Land Use Element. The majority of Rodeo is planned for a mixture of residential uses at various densities. North of the community, the Phillips 66 Refinery and nearby facilities continue to be designated for industrial use. They are adjacent to areas designated Agricultural Lands and Resource Conservation that serve as a buffer and protect local open space. Rodeo includes a Mixed-Use Community-Specific Density designation along Parker Avenue from Seventh Avenue to the waterfront and along Pacific Avenue. This is intended to facilitate creation of a town center, encouraging revitalization of downtown Rodeo by concentrating retail, entertainment, and service uses and developing townhomes, multiple-family residential buildings, and living units above street-level businesses. The marina is designated Commercial Recreation to promote revitalization there. The Rodeo Waterfront/ Downtown Specific Plan and Rodeo Redevelopment Area Planned Unit Development Zoning Code and Design Guidelines 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 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. Require new development to 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. 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.
4. Support and enable consolidation of parcels along Parker Avenue to facilitate flexible mixed-use development.
5. Require major new development to provide or contribute to recreational amenities for community enhancement.
6. Support community-led efforts to develop a pool at the site of the former Rodeo Swim Club.
7. Promote development of water-oriented commercial, recreation, mixed-use, and transportation uses along the waterfront.
8. Maximize public access to San Pablo Bay.
9. Support implementation of a Safe Routes to School Program and provide adequate pedestrian and bicycle infrastructure.
10. Use distinct signage and streetscape design elements on both sides of Interstate 80 to create a better sense of cohesiveness throughout the community.
11. Design new public spaces to celebrate the community's historic and cultural diversity.
12. Support efforts by civic organizations to hold community gatherings, such as food truck events.
13. Support beautification and walkability through effective code enforcement and implementation of strategies to curb illegal dumping.
14. Prioritize the safety and health of residents living adjacent to industrial uses.

### POLICIES (CONTINUED)

15. Prioritize approval of projects that incorporate community-serving medical facilities and services.
16. Continue efforts to avoid and mitigate the effects of industrial traffic on downtown streets.
17. Coordinate with the City of Hercules on decisions likely to affect Rodeo residents.
18. Partner with civic organizations to expand opportunities for community members to engage in the planning process.
19. Support the East Bay Regional Park District's efforts to complete the San Francisco Bay Trail along the waterfront.



## ACTIONS

1. Complete the Implementation Tasks identified in Chapter 5 of the Rodeo Waterfront/ Downtown Specific Plan, including development of a linear park along the Rodeo Creek Trail and a waterfront promenade.
2. Actively seek a developer of a new community market or grocery store, ideally one that reflects the community's ethnic and cultural diversity.
3. Partner with community groups to create a plan to construct and operate civic facilities, such as a community center, youth center, new senior center, sports center, town plaza, dog park, and parks and open spaces.
4. Eliminate sidewalk gaps on San Pablo Avenue, Willow Avenue, Pacific Avenue, and Vaqueros Avenue, especially near transit stops.
5. Improve safety and comfort on the Rodeo Creek Trail by installing pedestrian-scale lighting and other amenities, and improving maintenance, especially in the area just north of Seventh Street.
6. Partner with the community to organize creek clean-ups.

