



July 22, 2025

**Alameda County Board of Supervisors**

1221 Oak Street  
Oakland, CA 94612

**RE: Letter of Support for Measure W – Prioritizing Homelessness Solutions in Oakland**

On behalf of the Downtown Oakland Partnership, we write to express our strong support for the equitable allocation of Measure W funds toward comprehensive homelessness services and solutions that will benefit both individuals experiencing homelessness and the broader community.

Measure W presents a significant opportunity to invest in the full continuum of homelessness interventions, including prevention, interim shelter, permanent supportive housing, and wraparound services. These investments are essential to addressing the urgent needs of our most vulnerable neighbors while fostering a safer, healthier environment that supports the economic recovery and long-term vitality of downtown Oakland.

The COVID-19 pandemic has deeply impacted downtown Oakland, affecting residents, businesses, and the vital infrastructure that sustains our city's housing, economic, and social systems. During this time, the challenges faced by our unhoused community have persisted and intensified. There is a shared commitment among property owners, retailers, service providers, and public agencies to implement compassionate and effective responses that connect unhoused individuals with the resources and support necessary to regain stability and independence.

To maximize impact, we encourage continued collaboration among key stakeholders, including County agencies, local governments, nonprofit organizations, and businesses, to ensure that funding decisions reflect the specific needs and expertise of our urban core. The Downtown Oakland Partnership remains committed to collaborating with stakeholders to advance solutions that uplift individuals and the broader Oakland community, while supporting the equitable implementation of Measure W to build a more inclusive and resilient city.

Thank you for your leadership in addressing homelessness with compassion, equity, and strategic focus.

Sincerely,  
Downtown Oakland Partnership (Partial List)



Oakland Metro Chamber of Commerce

Lakeside Partner Group

Blue Shield of California

Pacific Gas & Electric

Credit Karma

Marqeta

thredUP

Awaken Café and Roasting

Aldin Company

Kaiser Permanente

TMG Partners

Paramount Theatre

Fluid510

Oakland School for the Arts

Oakland Kia/ Chevrolet/Ford

The Clorax Company

Holland Partners Group

Another Planet Entertainment

Oakland BID Alliance

Ridgemont Hospitality

Comcast

Gensler

Kinfofx

Chromata Retail

BuildGroup

Behring Co.

Roofstock

Samuel Merritt University

Transwestern

Oaklandish

The YMCA

EBMUD

Fennemore Wendel

Martin

The Port Bar

AC Transit

Carmel Partners

Frontline Realty Capital

Lakeside

Tidewater Capital

Black Cultural Zone

Rubicon Point Partners