New Jersey Complete Streets Summit

Putting Equity into Action

Oakland Department of Transportation (OakDOT)

Ryan Russo, Director

September 24, 2019
LOVE LIFE!

WELCOME TO OAKLAND

POP. 420,005

ELEV. 42 FEET
Oakland, Regional Transportation

The “Hub”
- BART, AC Transit, Amtrak
- Freeways
- Seaport
- Airport
Overbidding On Oakland

Of homes sold without price reductions in Q2, Oakland’s led Bay Area markets* by selling at an average of 17% over asking price.

18%

Sources: Paragon Real Estate Group, Bloomberg News

*at county level except for Oakland
This plan establishes the following goals for OakDOT

**Equitable Jobs and Housing**
1. Adopt equitable transportation decision-making frameworks for planning and project development
2. Plan and distribute paving program resources based on equity, road condition and safety metrics
3. Lower transportation costs for Oaklanders
4. Provide staff with knowledge, skills, abilities and resources to implement equity and community engagement goals and deliver equity outcomes across transportation projects, programs and services
5. Improve access to jobs, education, training and needed services
6. Enhance use of data to guide equitable mobility and infrastructure investments

**Holistic Community Safety**
1. Adopt a Vision Zero policy and pledge to eliminate traffic injuries and fatalities
2. Inform safe designs and infrastructure decisions with data and analysis
3. Incorporate safe and Complete Street designs into the design process
4. Ensure safe design standards are available and accessible to all
5. Establish request and criteria-based programs for targeted pedestrian safety enhancements
6. Enhance signal operations for greater safety, efficiency, flexibility
7. Review speed limits to support safe travel on our streets
8. Provide safe access to all Oakland schools
9. Make Oaklanders feel safe walking and waiting for the bus at all times of day or night

**Responsive Trustworthy Government**
1. Make OakDOT a great place to work and recruit the best employees
2. Make the City of Oakland a preferred public agency partner
3. Increase capacity to deliver projects and services by expanding pool of interested contractors
4. Develop and implement a set of agency-wide community outreach and engagement protocols that promote genuine community empowerment
5. Expand the avenues for communication and listening between the new agency and the public
6. Make data and decisions transparent and accessible to the public

**Vibrant Sustainable Infrastructure**
1. Bring Oakland’s streets into a state of good repair
2. Plan and develop capital projects in an equitable, timely, efficient and coordinated manner
3. Make walking safe and delightful
4. Achieve full ADA public right-of-way compliance
5. Improve the quality and completeness of Oakland’s bikeway network
6. Expand access to shared mobility services
7. Strengthen Oakland’s economy through improved goods movement, while reducing negative health and safety outcomes in our neighborhoods
8. Create Complete Streets corridor program
9. Plan and implement fast, frequent and reliable transit
10. Improve asset management
11. Coordinate land use with transportation planning
12. Green Oakland’s streets to improve air and water quality
13. Improve transportation choices and minimize parking demand, congestion and pollution
14. Manage public parking to balance the diverse needs of Oakland’s visitors, merchants, commuters and residents
15. Enhance the cyclist and pedestrian realm with affordable, energy efficient lighting
16. Integrate art and playfulness into infrastructure

City of Oakland
Department of Transportation
Strategic Plan
OakDOT Values

E  Equitable Jobs and Housing
S  Holistic Community Safety
V  Vibrant Sustainable Infrastructure
R  Responsive Trustworthy Government
Reorienting Equity

From:
- Equity
- Safety
- Sustainability
- Responsiveness

To:
- Equity
  - Safety
  - Sustainability
  - Responsiveness
VITAL WORK BEING DONE BY OUR RACE & EQUITY TEAM

Our Race and Equity Team supports the mission of the City of Oakland efforts to transform practices in City government in order to promote inclusion and full participation by a broad representation of residents, and to end racial inequity in the community and in the workplace.

The purpose of our team is to eliminate systemic causes of racial disparity through changing our policies, programs, and practices in DOT.

Right now we are creating a charter document to plan our course of action. If you would like to be involved or just hear more about the program, please contact co-chairs Melanie Cockerham or Iris Starr. Everyone is a beginner, and everyone is welcome!

Our mission: to promote inclusion, full participation, and end racial inequality in the workplace
OAKLAND EQUITY INDICATORS

- Community Involved
- Race Conscious
- Institutionally Focused
- Systematically Aware
- Equity Advancing
Belonging in Oakland

A CULTURAL DEVELOPMENT PLAN

Spring 2018
Where People Feel at Home in Oakland

- "MY NEIGHBORHOOD" 20
- CHINATOWN 17
- DEEP EAST OAKLAND 7
- DIMOND 23
- DOWNTOWN 98
- EAST OAKLAND 53
- FRUITVALE/SAN ANTONIO 49
- GRAND LAKE/GRAND AVE./ADAMS PT. 22
- JACK LONDON SQ./WATERFRONT 29
- LAKE MERRITT/THE LAKE 164
- LAKESHORE AVE. 19
- LAUREL 25
- MONTCLAIR 18
- NORTH OAKLAND 31
- OLD OAKLAND 6
Hundreds in Oakland Turn Out to BBQ While Black

Lamont Patton cooked up a feast at the BBQing While Black event on Sunday at Lake Merritt in Oakland, Calif. Laura A. Oda/East Bay Times, via Associated Press
As San Francisco banned scooter use, Oakland embraced the two-wheelers
Prioritizing a High Injury Network
Harrison Street Safety Improvement Project 2017
Prioritizing Traffic Safety Investigations

Vulnerable Population

Equity

Traffic Collisions

Proximity to Schools

Minority-majority areas, low-income households, limited English, zero car households, etc.

Areas with a history of severe injuries and fatalities
<table>
<thead>
<tr>
<th>Factor</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Equity</td>
<td>Investment in Underserved Oakland (16 pts.)</td>
</tr>
<tr>
<td>Environment</td>
<td>Sustainability (11 pts.)</td>
</tr>
<tr>
<td>Shovel Ready</td>
<td>Project Readiness (5 pts.)</td>
</tr>
<tr>
<td>Health &amp; Safety</td>
<td>(16 pts.)</td>
</tr>
<tr>
<td>Improvement</td>
<td>Level and Quality of Service (8 pts.)</td>
</tr>
<tr>
<td>Collaboration</td>
<td>Multiple Asset Category Benefits/ Collaborative Opportunities (8 pts.)</td>
</tr>
<tr>
<td>Economy</td>
<td>Community Investment and Economic Prosperity (13 pts.)</td>
</tr>
<tr>
<td>Existing (Asset)</td>
<td>Conditions (13 pts.)</td>
</tr>
<tr>
<td>Required Work</td>
<td>Regulatory Mandate (10 pts.)</td>
</tr>
</tbody>
</table>
### Planning Areas

Use Planning Areas to identify **Local Streets** needs based on street condition, population density, and equity factors.

<table>
<thead>
<tr>
<th>Planning Area</th>
<th>Pop.</th>
<th>Total Street Miles</th>
<th>Median Income</th>
<th>Avg Street Slope</th>
<th>% People of Color</th>
<th>% Low Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>Central / East Oakland</td>
<td>98,937</td>
<td>165</td>
<td>$43k</td>
<td>1.3%</td>
<td>93%</td>
<td>55%</td>
</tr>
<tr>
<td>Coliseum / Airport</td>
<td>3,752</td>
<td>20</td>
<td>$44k</td>
<td>2.1%</td>
<td>96%</td>
<td>50%</td>
</tr>
<tr>
<td>Downtown</td>
<td>19,169</td>
<td>40</td>
<td>$40k</td>
<td>1.2%</td>
<td>76%</td>
<td>46%</td>
</tr>
<tr>
<td>East Oakland Hills</td>
<td>30,733</td>
<td>98</td>
<td>$89k</td>
<td>5.1%</td>
<td>73%</td>
<td>22%</td>
</tr>
<tr>
<td>Eastlake / Fruitvale</td>
<td>98,739</td>
<td>134</td>
<td>$45k</td>
<td>2.1%</td>
<td>85%</td>
<td>49%</td>
</tr>
<tr>
<td>Glenview/Redwood Heights</td>
<td>31,976</td>
<td>78</td>
<td>$103k</td>
<td>4.7%</td>
<td>48%</td>
<td>16%</td>
</tr>
<tr>
<td>North Oakland Hills</td>
<td>23,658</td>
<td>110</td>
<td>$158k</td>
<td>7.6%</td>
<td>31%</td>
<td>6%</td>
</tr>
<tr>
<td>North Oakland / Adams Point</td>
<td>79,213</td>
<td>126</td>
<td>$76k</td>
<td>2.1%</td>
<td>50%</td>
<td>27%</td>
</tr>
<tr>
<td>West Oakland</td>
<td>36,863</td>
<td>60</td>
<td>$37k</td>
<td>2.1%</td>
<td>77%</td>
<td>55%</td>
</tr>
<tr>
<td><strong>Citywide</strong></td>
<td><strong>412,040</strong></td>
<td><strong>830</strong></td>
<td><strong>$58k</strong></td>
<td><strong>3.2%</strong></td>
<td><strong>73%</strong></td>
<td><strong>39%</strong></td>
</tr>
</tbody>
</table>
Funding By Planning Area

- Distribute funding for local streets by the share of underserved populations and share of local street miles in poor condition.
Making it Easy

Application clinics at neighborhood libraries

Applications accepted in any format
## Making it More Equitable

Lower the barriers and establish equity priorities from the outset.

### Application Checklist

How will OakDOT select Paint the Town projects? Community members must meet the following criteria and submit all application materials:

<table>
<thead>
<tr>
<th>Description</th>
<th>Application Should Include:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Applicant Information</strong></td>
<td>Form A:</td>
</tr>
<tr>
<td>Applicant should provide a description of their organization/individual background.</td>
<td>A1: Contact Information</td>
</tr>
<tr>
<td></td>
<td>A2: Description of Applicant</td>
</tr>
<tr>
<td><strong>Project Goals and Design</strong></td>
<td>Form B:</td>
</tr>
<tr>
<td>Applicant should describe their project’s goals and the site’s current conditions. Applicant should include a description and/or picture of proposed design.</td>
<td>B1: Project Location</td>
</tr>
<tr>
<td></td>
<td>B2: Description of current conditions at project location</td>
</tr>
<tr>
<td></td>
<td>B3: Picture and description of street mural design</td>
</tr>
<tr>
<td><strong>Budget and Fundraising Plan</strong></td>
<td>Form C:</td>
</tr>
<tr>
<td>Applicant should show how they plan to raise funds to paint the street mural. Applicant does not need funds secured before application submittal.</td>
<td>C1: Budget: Expenses and Revenue Table</td>
</tr>
<tr>
<td></td>
<td>C2: Written Exploration</td>
</tr>
<tr>
<td><strong>Outreach Plan</strong></td>
<td>Form D:</td>
</tr>
<tr>
<td>Applicant should demonstrate how they plan to build neighborhood support around the proposal.</td>
<td>D1: Description of outreach plan</td>
</tr>
</tbody>
</table>

### Please Note:

- There is no fee associated with this application. OakDOT staff will review all complete applications received.
- If the application is chosen, the applicant is responsible for installation costs, including paint, supplies, and street closure permits (see Form C1).
Making it Fun

Proposals scored on project goals and neighborhood engagement plan, not professional design
Earth Team
Arthur St. between Dashwood Ave. and 78th Ave
Earth Team
Arthur St. between Dashwood Ave. and 78th Ave
ASCEND School
39th Ave between San Leandro and 12th St.
Andrew Waggoner and Neighbors
Intersection of Hermann, Martin, and Ayala
Northgate Neighbors
25th St between Telegraph Ave and Northgate
Northgate Neighbors
25th St between Telegraph Ave and Northgate
Safety doesn’t have to be Stale: Paint the Town!

- Partnership with affordable housing non-profit
- Expedites footprint of planned capital improvement
EBALDC
Painted Sidewalk Extension, 34th St and San Pablo Ave
New Approach

• A representative **survey**
  to learn about Oaklanders’ experience biking

• A **race and equity framework**
  to guide plan analysis, plan recommendations, and engagement

• New engagement strategies: partnering with **community-based organizations**
  to reach underrepresented Oaklanders, host community workshops and help guide the plan recommendations

• New outreach strategies: extensive use of **digital engagement tools + in person mobile workshops**
  to meet people where they’re at, including across the City
Equity means that your identity as an Oaklander has no detrimental effect on the distribution of resources, opportunities, and outcomes for you as a resident.

four goals that we believe will advance equity:

- access
- health and safety
- affordability
- collaboration

THE EQUITY FRAMEWORK ASKS:

- Who are the City’s most vulnerable groups?
- What is the desired condition of well-being that the City and residents want for Oakland’s most vulnerable communities?
- How can implementation of the Plan work towards these conditions?
New Approach: **COMMUNITY PARTNERS**

Partnered with East Oakland Collective, Outdoor Afro, Bikes4Life, Cycles of Change, and The Scraper Bike Team to:

- Host community workshops
- Host listening sessions
- Host bike rides
- Engage underrepresented Oaklanders, specifically in West Oakland and East Oakland
- Inform plan vision, goals and policy, program, and project recommendations
High Injury Corridors

Expanding the Definition of Safety

Who is being stopped on bikes and where?

* African Americans make up a quarter of Oaklanders. Data on bicyclist stops by the Oakland Police Department (OPD) between 2018-2017 shows that Black individuals were the most likely to be stopped while biking than any other group.
90th Ave

At the intersections of redesign x reaffirmation
CURRENT CONDITIONS

Drivers have difficulty seeing pedestrians

Unmarked Crosswalks

Long crossing distances

Poor pavement quality
The Scraper Bike Team empowers urban youth living in underserved communities through self-expression and creativity. We encourage youth entrepreneurship and promote healthy, sustainable living for all. The Scraper Bike Team will use each work of bicycle art to impact social justice and global change.
Thank you!

Ryan Russo
Oakland Department of Transportation
rrusso@oaklandca.gov / @oakdot