

An aerial photograph of a city, likely Oakland, California, with a large body of water (Oakland Bay) in the background. The city is densely packed with buildings and streets, and the water is a deep blue. The image is slightly faded to allow the text to be prominent.

New Jersey Complete Streets Summit

Putting Equity into Action

Oakland Department of Transportation (OakDOT)

Ryan Russo, Director

September 24, 2019



LOVE LIFE!

POP. 420,005

WELCOME
TO
OAKLAND


ELEV. 42 FEET



Oakland, Regional Transportation

The “Hub”

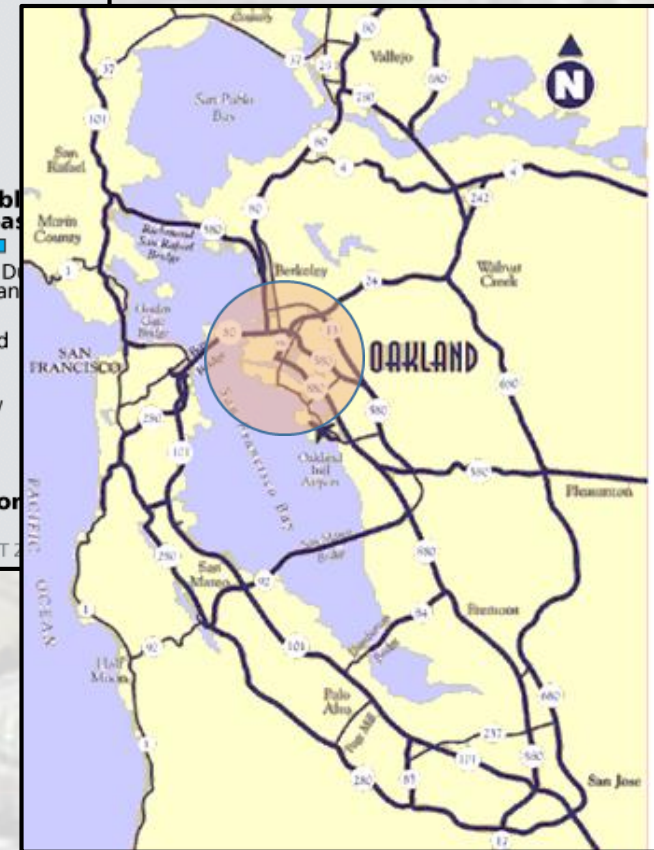
- *BART, AC Transit, Amtrak*
- *Freeways*
- *Seaport*
- *Airport*



The map illustrates the regional transportation network centered on Oakland. It shows the BART system with lines connecting to Richmond, Pittsburg/Bay Point, West Oakland, and San Francisco International Airport (SFO). Key stations in Oakland include MacArthur, 19th St/Oakland, 12th St/Oakland City Center, Lake Merritt, Fruitvale, Coliseum, San Leandro, Bay Fair, Castro Valley, Hayward, South Hayward, Union City, and Fremont. The map also highlights the Oakland International Airport (OAK) and the San Francisco International Airport (SFO). A legend indicates service times: red lines for MON-FRI before 9 pm and yellow lines for MON-FRI after 9 pm and SAT-SUN all day. An inset map shows the broader regional context, including San Francisco, Berkeley, and the surrounding bay area.

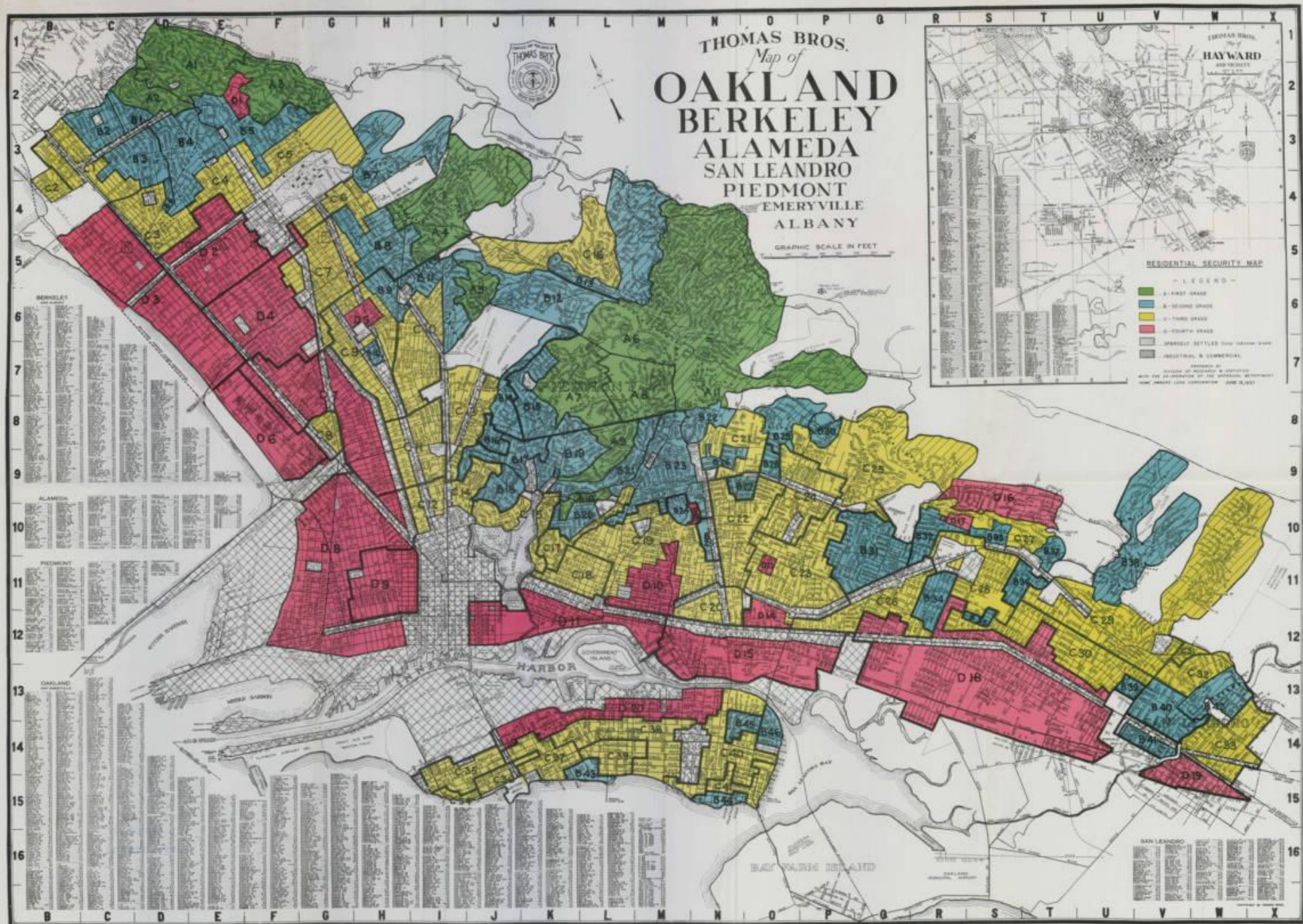
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TANK





Overbidding On Oakland

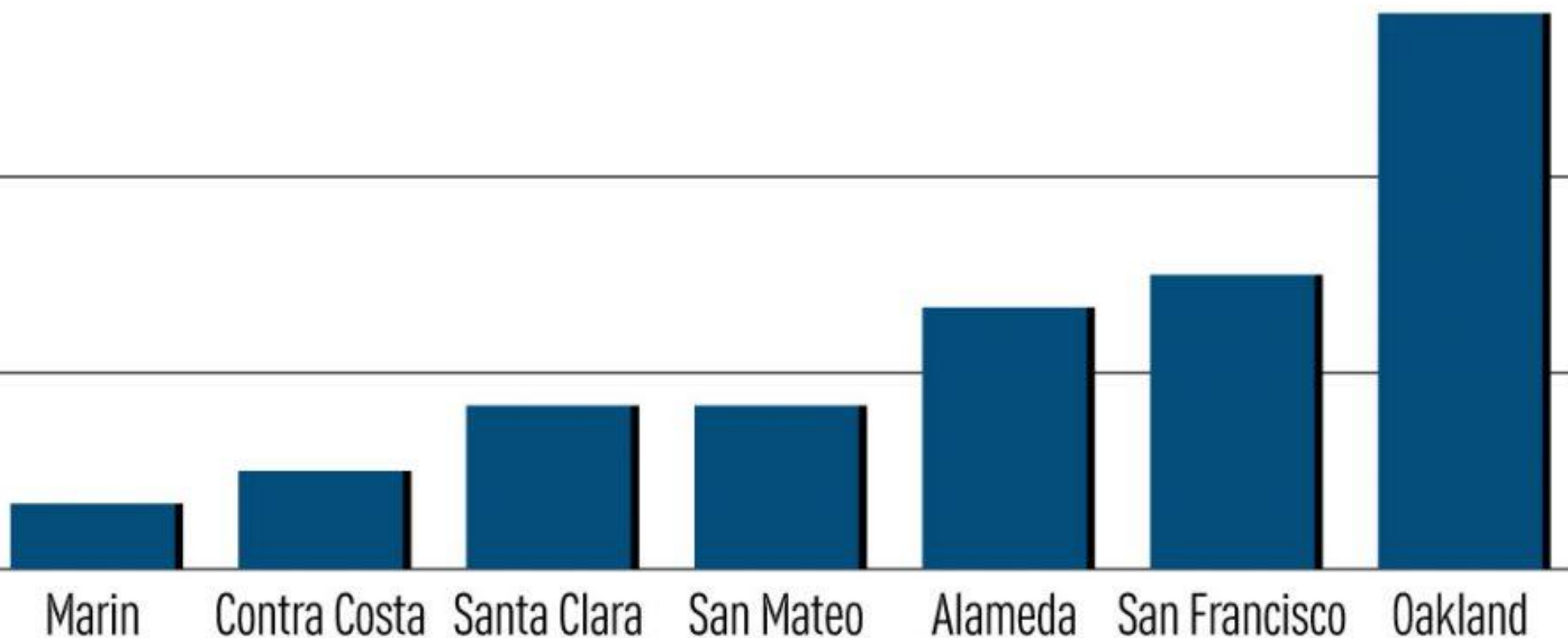
Of homes sold without price reductions in Q2, Oakland's led Bay Area markets* by selling at an average of 17% over asking price

18%

12

6

0



Sources: Paragon Real Estate Group, Bloomberg News

*at county level except for Oakland



Homeless
LIVES
Matter Too



COMPLETE
AUTOBODY & TOWING
804-675-8088 804-675-7775
INSURANCE WORK LOCAL TOW 40
DESIGNABLE
MUSTW KARDY PAINT
MOLDSU RESTORATION

89

Available
510.465.8000
Call Robert - Green Truck

REVION



11:14 PM
5
KPIX



The background image is a collage. The top half has a green background with white text. The bottom half shows a photograph of a busy street scene with many people walking, some with umbrellas, and buildings in the background. The text is overlaid on these images.

City of Oakland Department of Transportation Strategic Plan



4 Goal Areas

37 Goals

98 Strategies

218 Initial Benchmarks

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 and 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

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

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

OakDOT Values



Equitable Jobs
and Housing



Holistic
Community
Safety



Vibrant
Sustainable
Infrastructure



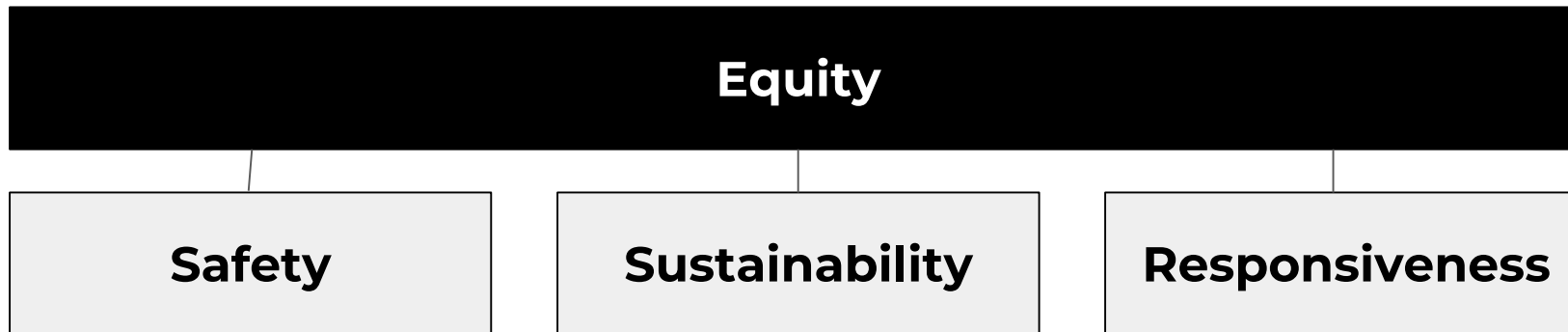
Responsive
Trustworthy
Government

Reorienting Equity

From:



To:



MAY 1ST 2018

THE OAKDOT OBSERVER

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.

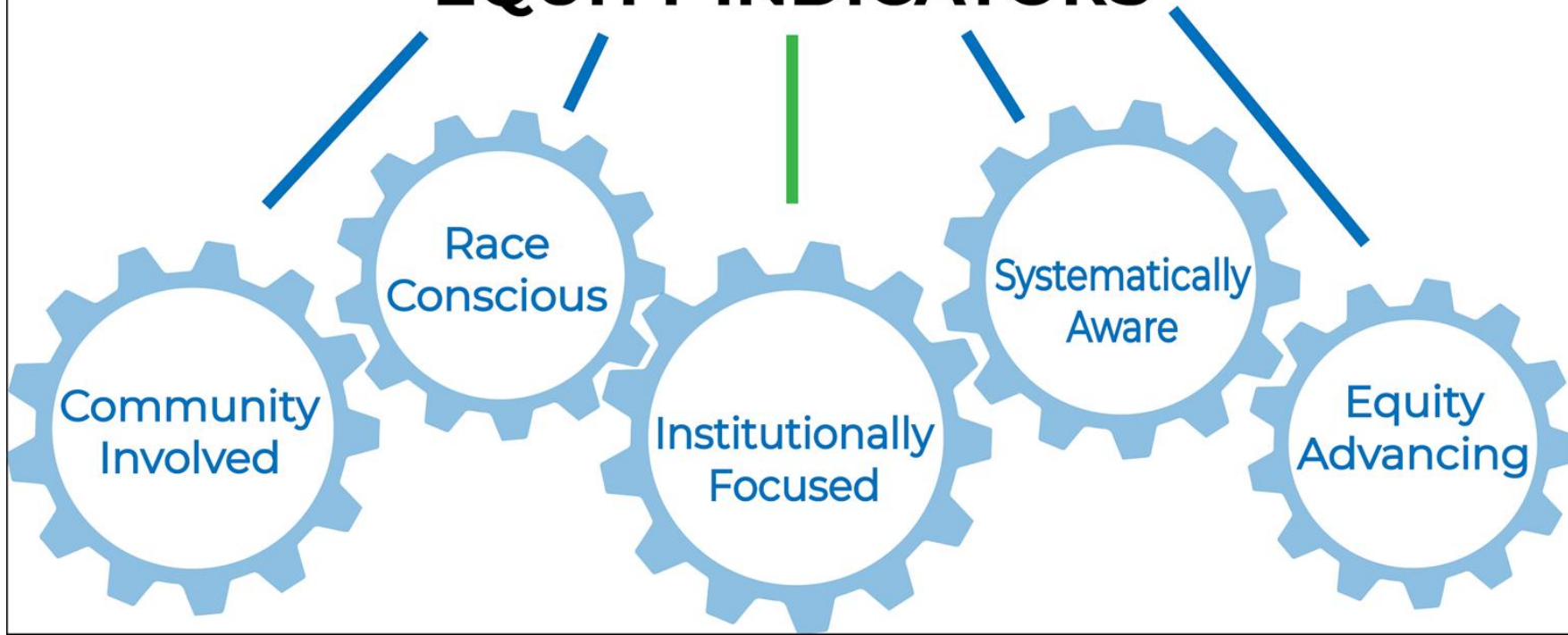
Right now we are creating a charter document to plan our course of action. If you would like to be involved or just hear more about the program, please contact co-chairs Melanie Cockerham or Iris Starr. Everyone is a beginner, and everyone is welcome!



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



OAKLAND EQUITY INDICATORS





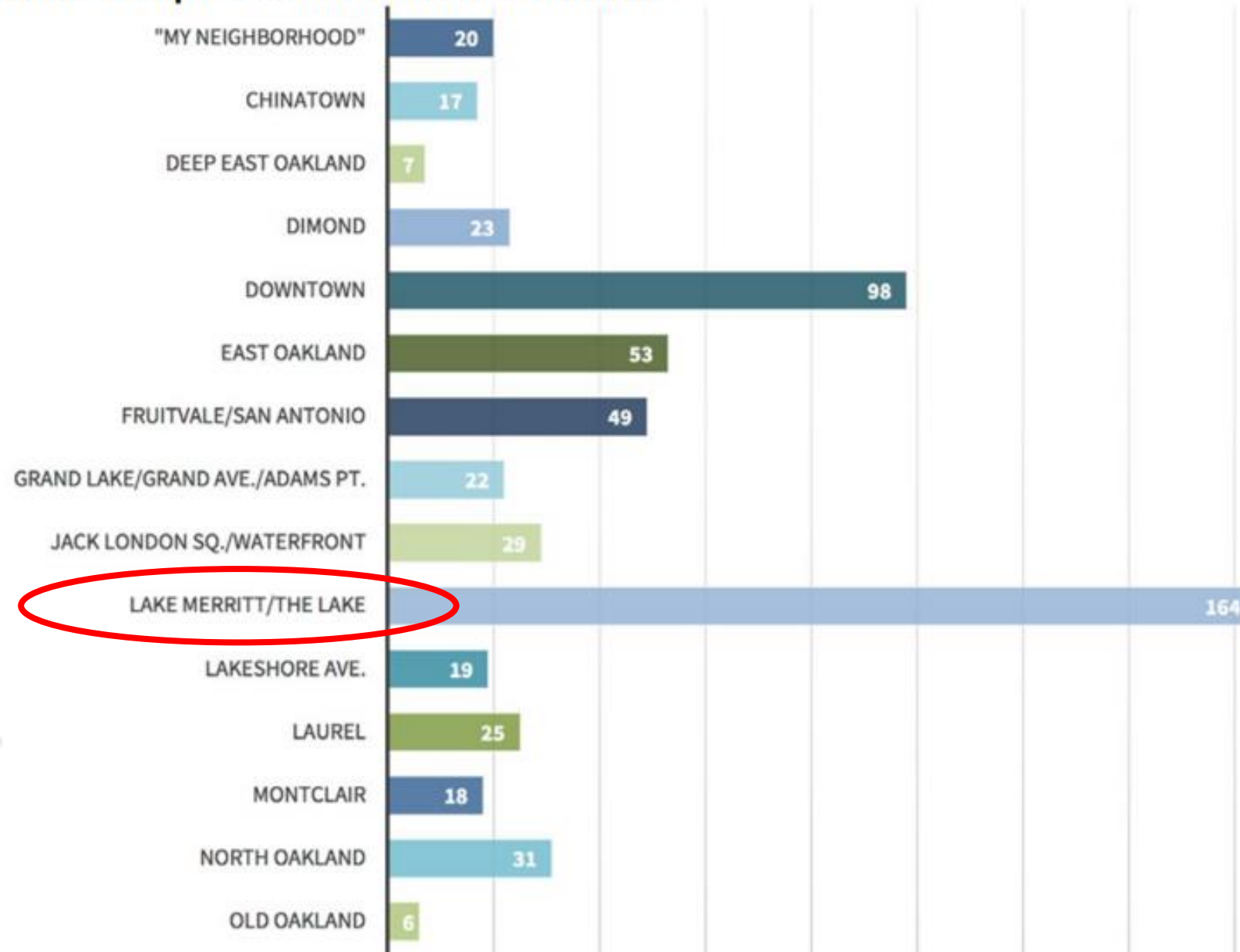
Belonging in Oakland



A CULTURAL DEVELOPMENT PLAN

Spring 2018

Where People Feel at Home in Oakland



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

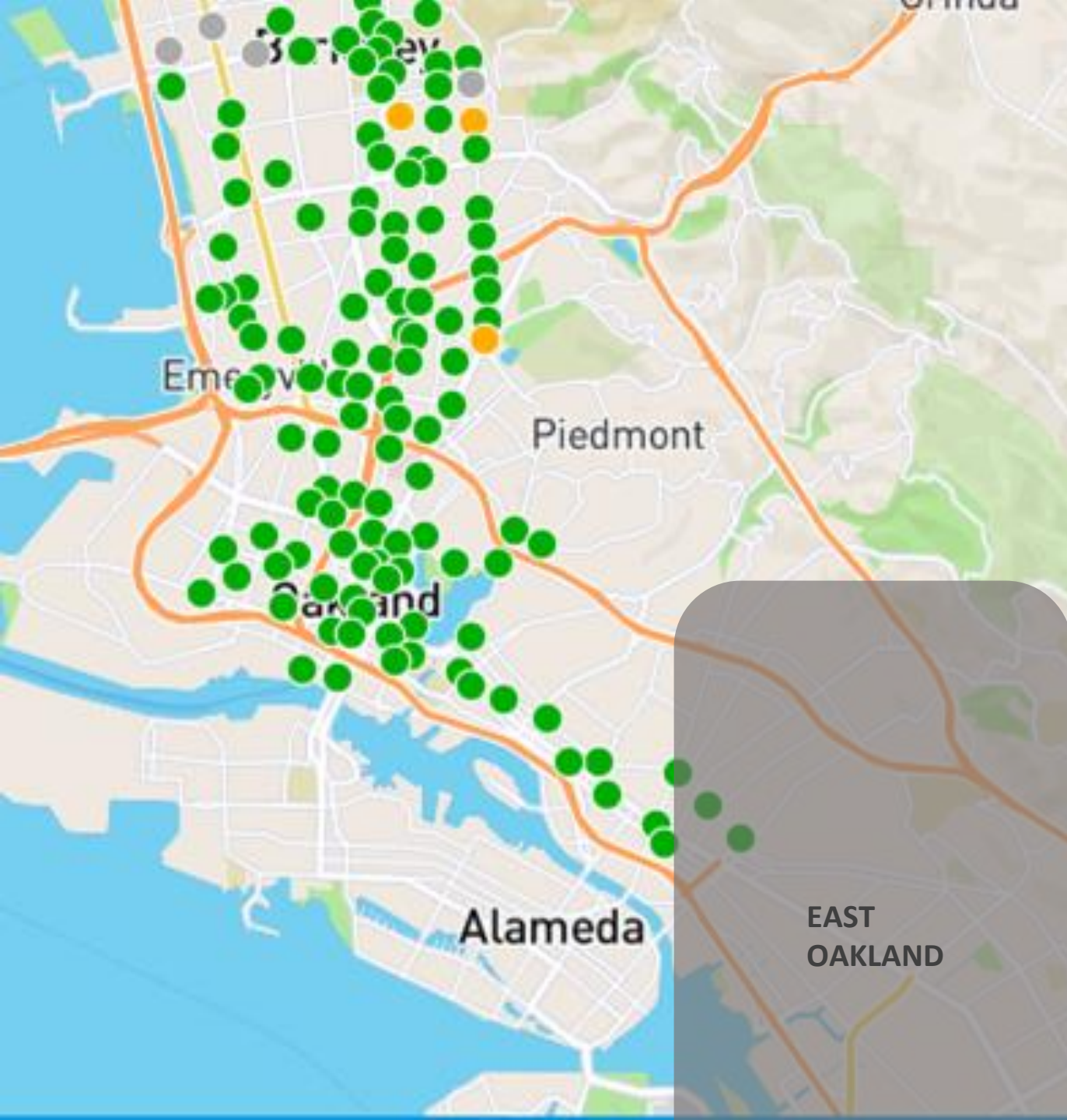












As San Francisco banned scooter use, Oakland embraced the two-wheelers



Rachel Swan | Sep. 1, 2018 | Updated: Sep. 2, 2018 11:51 a.m.



Stolen, burned, tossed in the lake: e-scooters face vandals' wrath

Environmentalists raise concern as Lime and Bird vehicles pile up in California lake



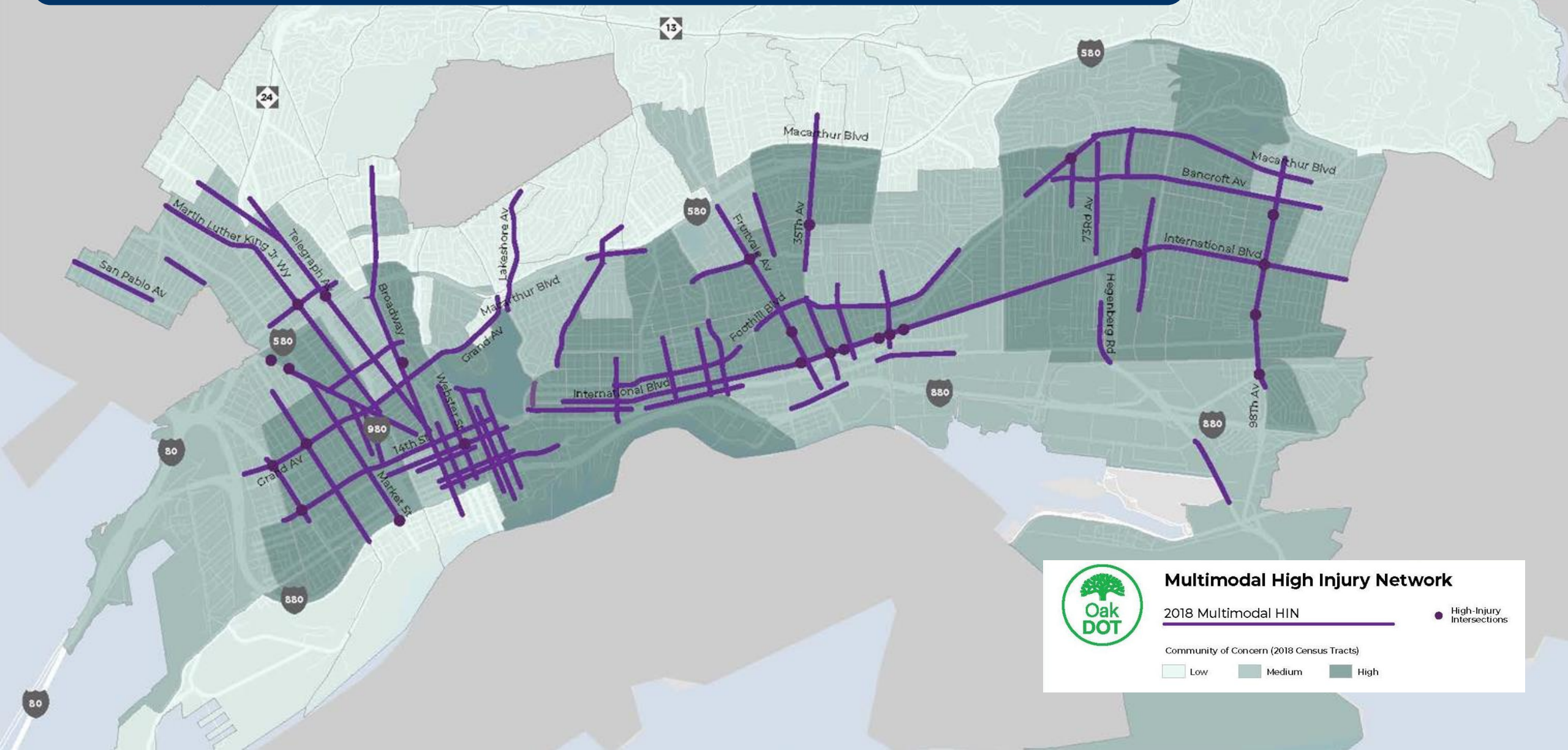
▲ Bird scooters have divided city dwellers. Photograph: Dan Tuffs/The Guardian

E-scooter companies to pay to operate in Oakland



A patron takes off on a Lime-S electric scooter at Lake Merritt off Grand Avenue in Oakland, Calif., on Tuesday, April 10, 2018. (Laura A. Oda/Bay Area News Group)

Prioritizing a High Injury Network





After



Before

Harrison Street
Safety Improvement Project
2017



Prioritizing Traffic Safety Investigations

Vulnerable
Population



Proximity to
Schools

Equity



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

Traffic Collisions



Areas with a
history of
severe injuries
and fatalities



City of
Oakland

Department of
Transportation

Citywide Prioritization Factors

Citywide Capital Prioritization Factors and Weighting

Equity: Investment in
Underserved Oakland
(16 pts.)

Environment:
Sustainability
(11 pts.)

Shovel Ready:
Project Readiness
(5 pts.)

Health & Safety
(16 pts.)

Improvement:
Level and Quality of
Service (8 pts.)

Collaboration:
Multiple Asset Category
Benefits/ Collaborative
Opportunities (8 pts.)

Economy:
Community Investment
and Economic Prosperity
(13 pts.)

**Existing (Asset)
Conditions**
(13 pts.)

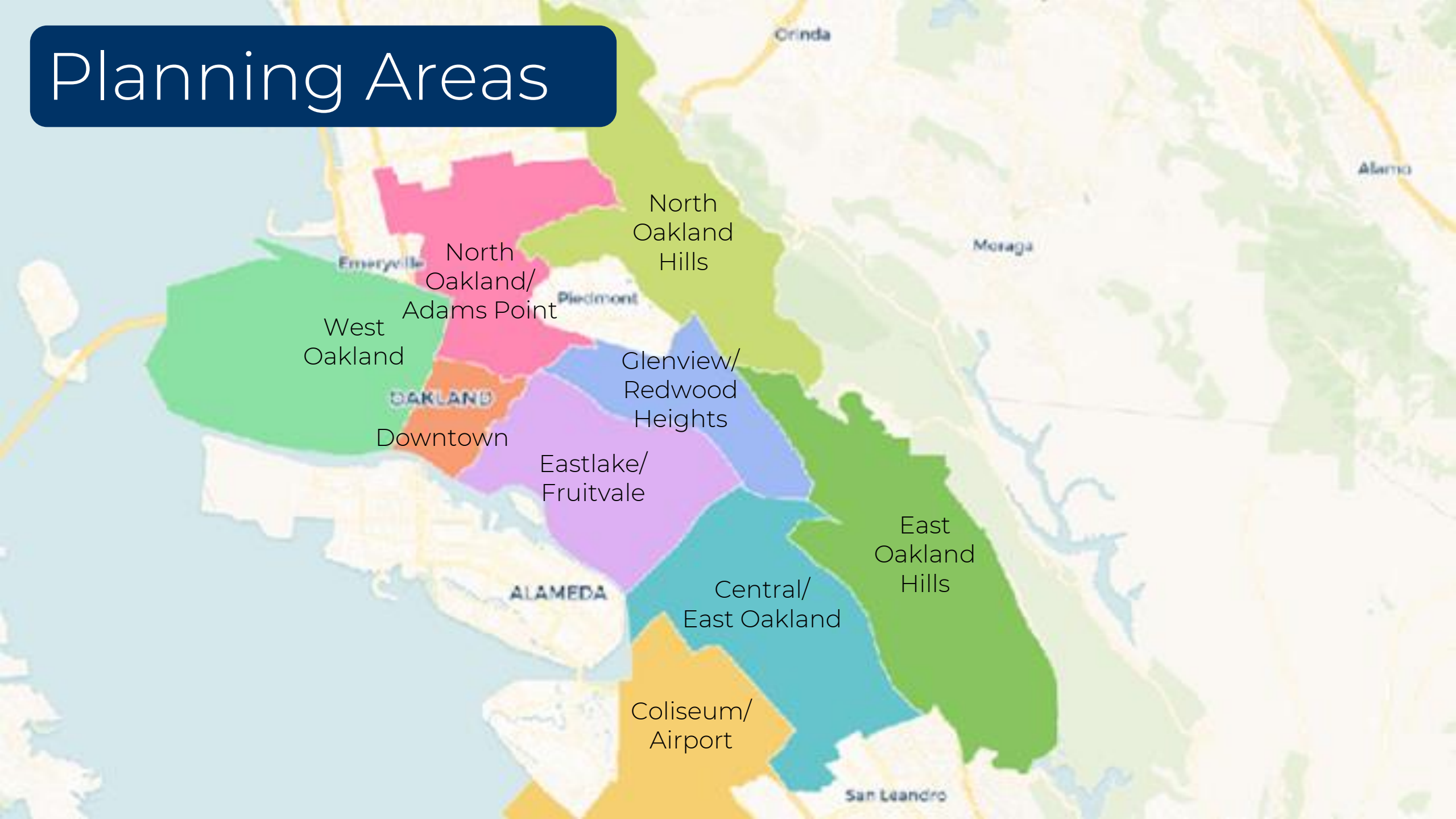
Required Work:
Regulatory Mandate
(10 pts.)





Repave Oakland

Planning Areas



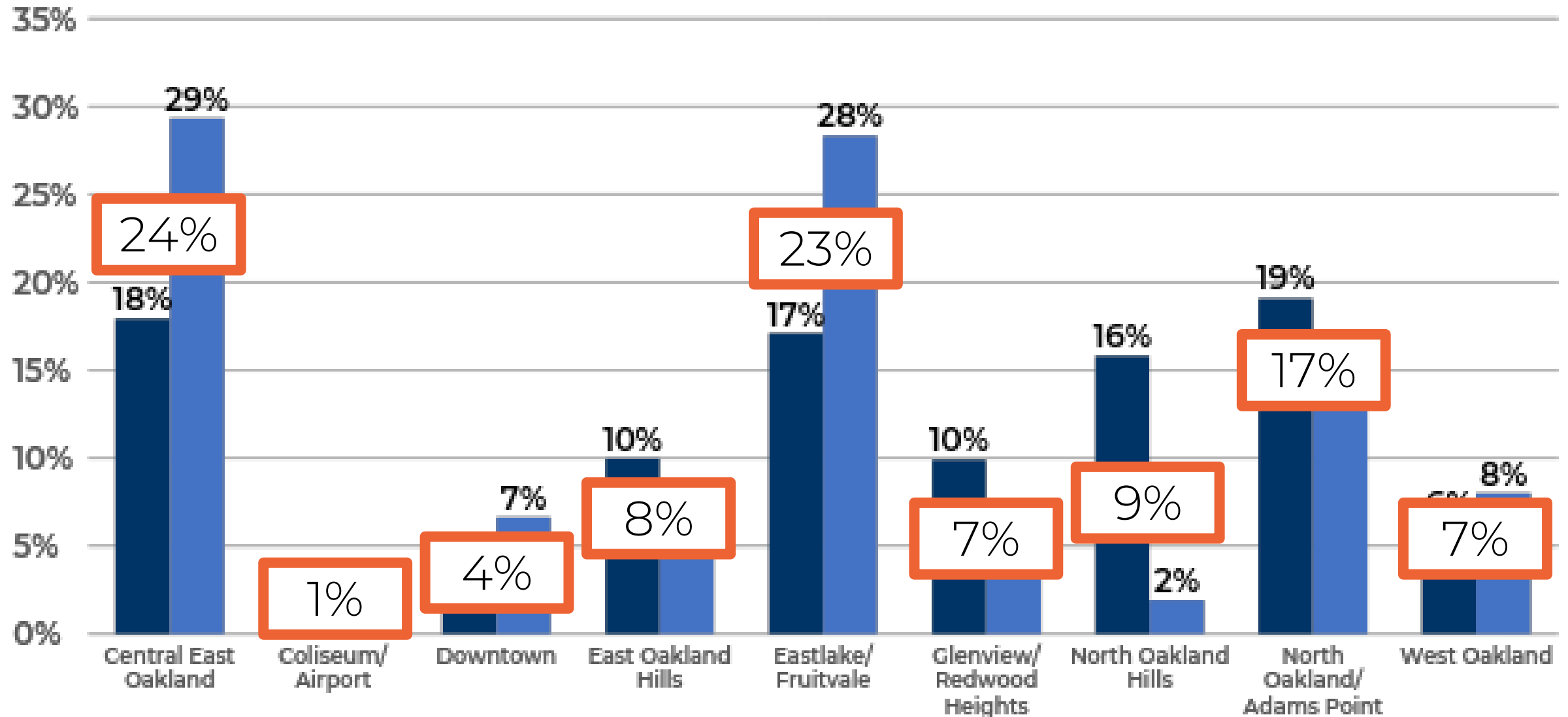
Planning Areas

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

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

Funding By Planning Area

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





Paint the Town!



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

PAINT THE TOWN!

Application Checklist

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

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

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.

39th Ave betw San Leandro and 12th St



ASCEND School

39th Ave between San Leandro and 12th St.



Andrew Waggoner and Neighbors
Intersection of Hermann, Martin, and Ayala



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





Attitudinal Healing Center

32nd St between San Pablo Ave and Filbert
Intersection of Filbert and 32nd



Attitudinal Healing Center

32nd St between San Pablo Ave and Filbert
Intersection of Filbert and 32nd

Safety doesn't have to be Stale: Paint the Town!



- Partnership with affordable housing non-profit
- Expedites footprint of planned capital improvement



City of
Oakland

Department of
Transportation

EBALDC

Painted Sidewalk Extension, 34th St and San Pablo
Ave









LET'S OAKLAND

2019 OAKLAND BIKE PLAN

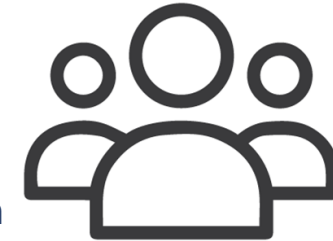


City of
Oakland

Department of
Transportation

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



LET'S 
OAKLAND

EQUITY FRAMEWORK

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

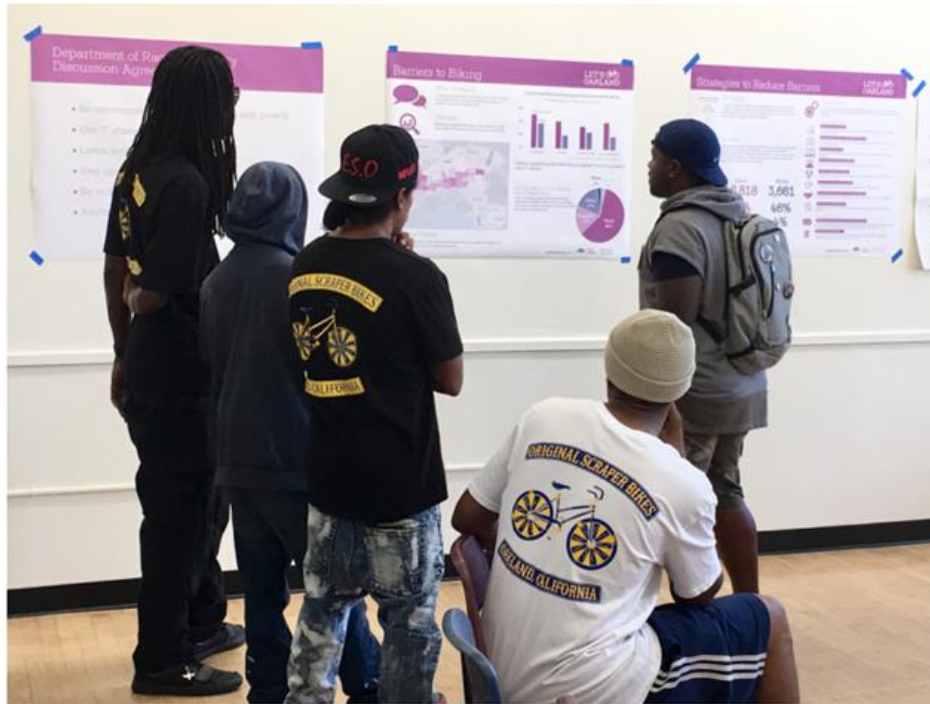
THE EQUITY FRAMEWORK ASKS:

- 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



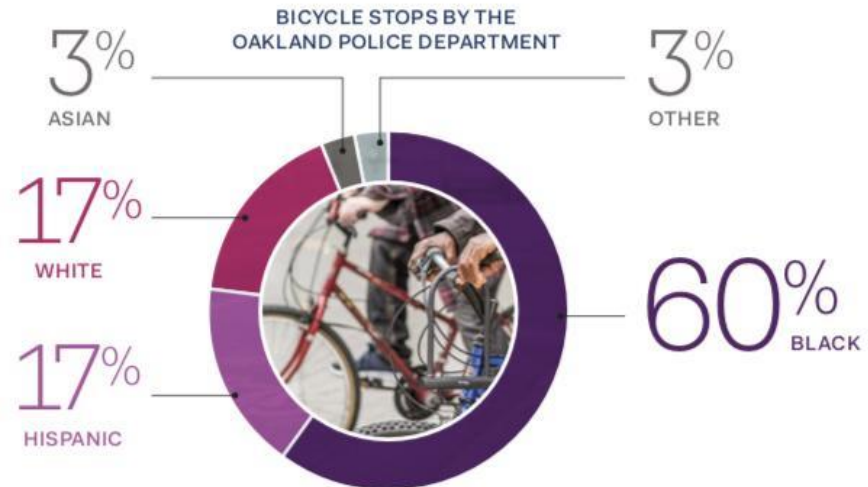
High Injury Corridors



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 2016-2017 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

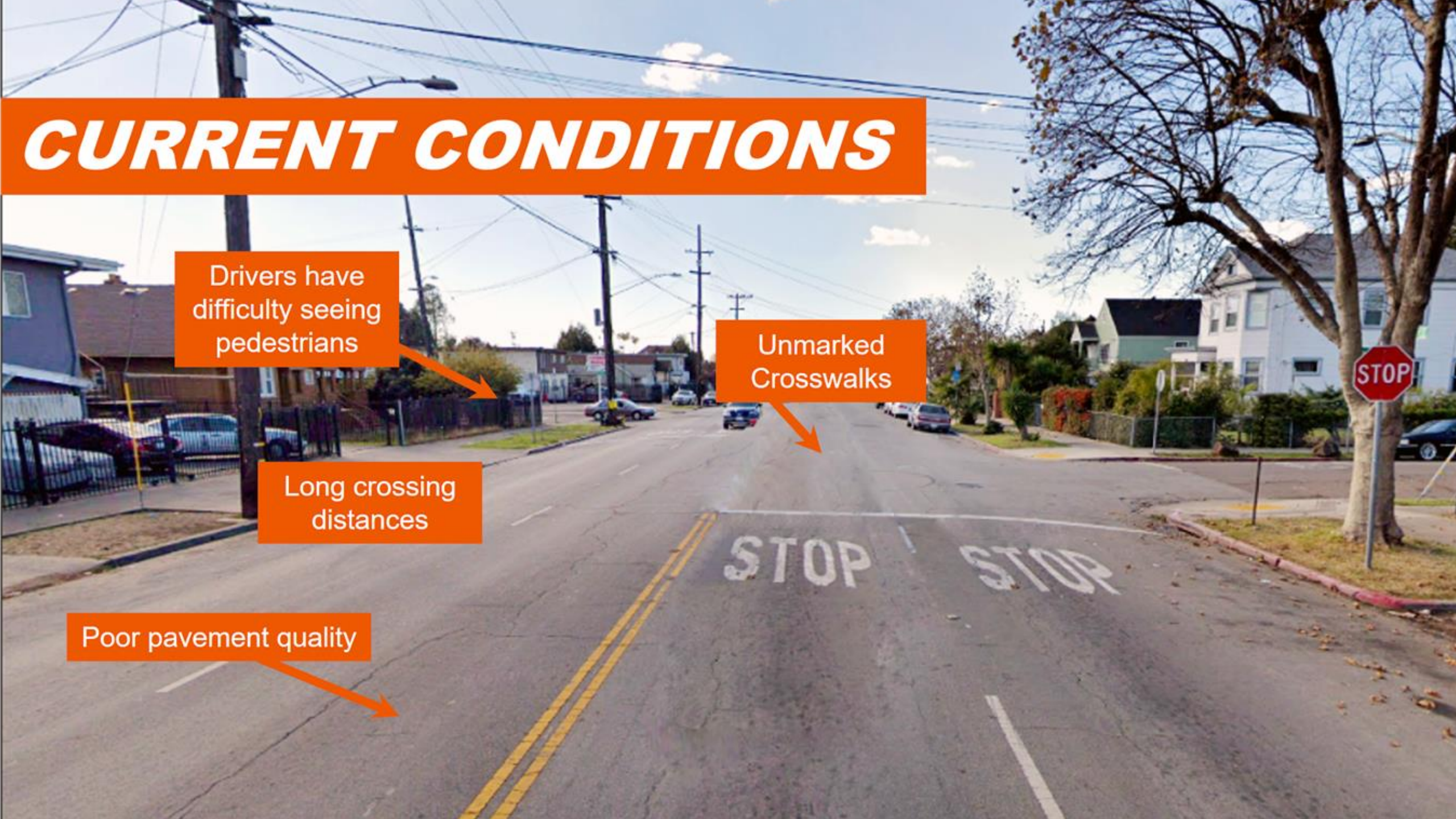


Unmarked
Crosswalks



Long crossing
distances

Poor pavement
quality





The Scraper Bike Team



- 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.



City of
Oakland

Department of
Transportation





Thank you!

Ryan Russo
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rrusso@oaklandca.gov / @oakdot

