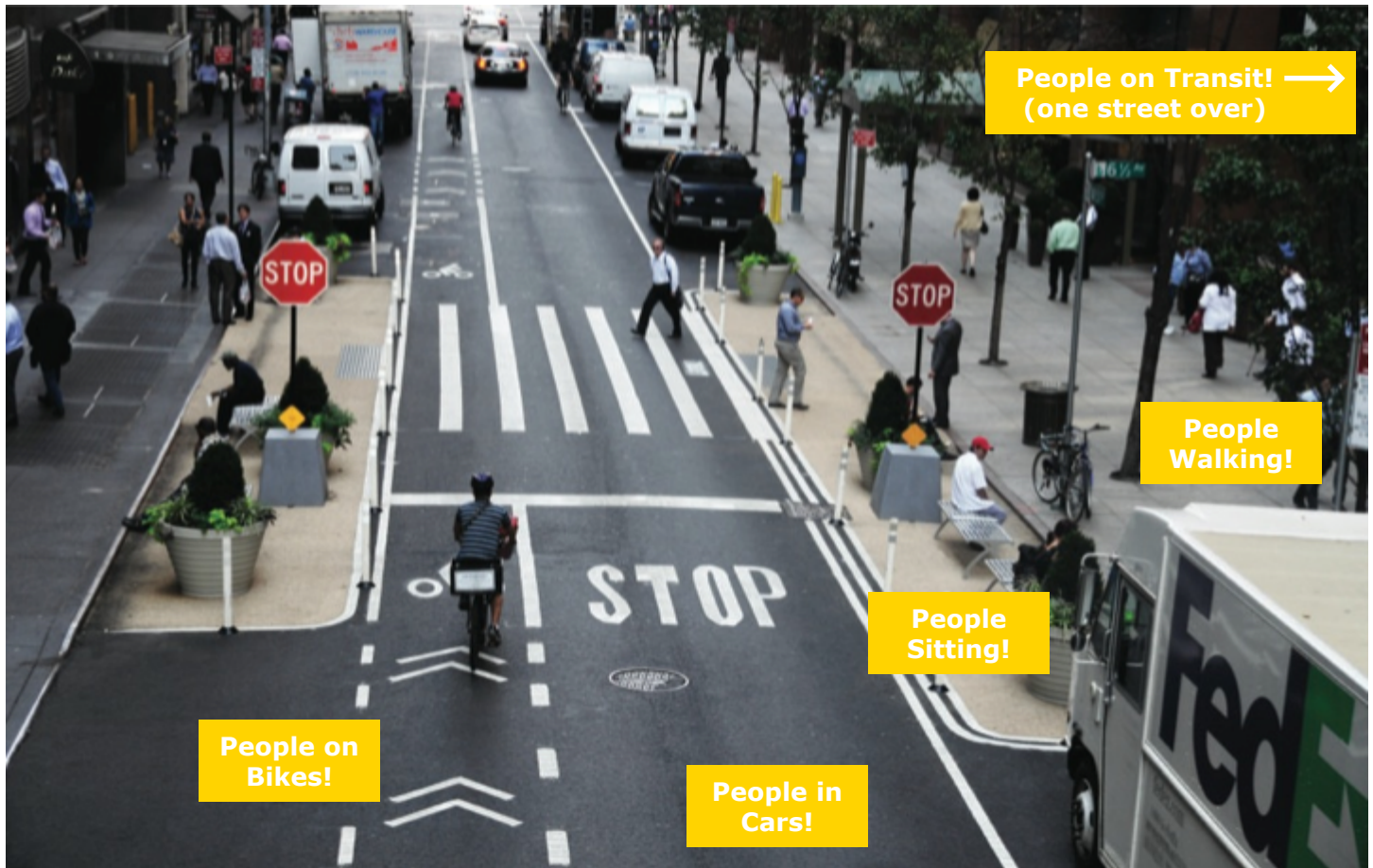




## What is great transportation?

Great transportation means having safe and attractive choices to navigate Oakland, whether you are driving, taking the bus or BART, walking, or riding a bicycle. Cities around the world have started to experiment with new ways of designing streets to provide these choices. Low-cost treatments using paint, green planters, and seating can transform a street into a different and better place in as quickly as one to two years in parallel to longer term major capital investments such as BART extensions.



## Why is transportation important?

Great transportation reflects the community it exists in, making it a key part of Oakland's infrastructure and resulting in measurable benefits including increased retail sales, improved public health through physical activity, reduced crime, improved air quality, and greater ownership of our streets.

Before...



After!



Measure DD improvements show transportation projects can be more than moving people from point A to point B.

# Oakland's Streets are a Precious and Underutilized Public Resource

Broadway



Telegraph



In Oakland, many of our streets were designed in a different era with different needs and priorities. Many streets are imbalanced with more concrete dedicated to cars than is (or will be) necessary. Downtown Oakland is comprised of many one-way three- and four-lane streets that are never even close to full. In the last ten years, traffic in downtown Oakland has actually decreased by about 25%, even as more than 10,000 more residents have moved into the city.



Now is an exciting time for local policy-makers to provide transportation leadership. Several near-term opportunities exist to provide noticeable and lasting benefit to the city. We are proposing that elected leaders endorse the following 3-part platform. Funding for these priorities is already available with no additional taxes or fees needed, especially if Alameda Measure BB passes in the November election.

## 1 Champion Near-Term Projects Underway and Hold Staff Accountable for their Delivery

	Parklet Program	Bikeshare	Bus Rapid Transit
			
Projects	<p><b>What is it:</b> A parklet is a miniature public park created by converting street parking to expand the sidewalk and create a space for people to enjoy. Benches, planters, bike parking, tables and chairs are often combined to provide a welcoming new public gathering place. Parklets can be implemented quickly and cheaply: they are sponsored by adjacent property owners who pay for their implementation and on-going maintenance. Oakland has two parklets: on Grand Avenue, sponsored by Farley's East, and on 40th Street, sponsored by Manifesto Bicycles and Subrosa coffee.</p> <p><b>What's Needed:</b> After implementation of Oakland's first two pilot parklets in 2012, the program has stalled out, despite receiving substantial interest from other potential sponsors. <b>Transportation leadership is needed to identify and remove the roadblocks standing in the way of making this popular program permanent, including working with businesses in lower income neighborhoods to bring parklets there.</b></p>	<p><b>What is it:</b> Bikeshare is a service in which bicycles are made available for shared use to individuals on a very short-term basis. Members can check out a bicycle from a network of automated stations, ride to the station nearest their destination, and leave the bicycle safely locked for someone else to use. More than 500 cities around the world have these systems. The Bay Area Bike Share program was launched in August 2013 with 700 bikes at 70 stations in parts of San Francisco and the Peninsula. In April 2014, the Metropolitan Transportation Commission approved \$8.7 million for the expansion of the program to the East Bay, including approximately 400 bikes in Oakland by 2015.</p> <p><b>What's Needed:</b> While the Metropolitan Transportation Commission is leading the expansion, Oakland <b>transportation leadership is needed to be a strong and proactive partner, including sufficient dedicated City staffing resources, to ensure success in Oakland's planning and implementation.</b></p>	<p><b>What is it:</b> AC Transit has been working with the cities of Oakland and San Leandro to implement a \$178 million investment to provide fast, frequent and reliable bus transit service between 20th Street in downtown Oakland and San Leandro BART, primarily along International Boulevard. The fully-funded project will implement a combination of dedicated transit lanes, transit signal priority (green lights for buses), and other features that have led this technology to be described as "light rail on wheels," resulting in at least a 25% faster trip than existing bus travel through the corridor today and is likely to spur business and developer investment. Construction will begin later this year and the new service will open in 2017.</p> <p><b>What's Needed:</b> This project requires close coordination and regular communication between AC Transit, multiple Oakland and San Leandro city departments, as well as nearby residents and businesses. Oakland <b>transportation leadership is needed to ensure benefits to the community are clearly articulated and temporary construction impacts are mitigated and managed.</b></p>



## Direct Existing Transportation Resources to be Used Efficiently and Build Capacity to Responsibly Use Resources

Resources	Unspent Resources	Measure BB	Transportation Impact Fee
	<p><b>\$15 Million</b></p> <p><b>What is it:</b> Oakland receives many fund sources that are restricted to transportation uses and are not being spent in a timely fashion. There are \$15 million in unspent funds dedicated to Oakland from two primary sources.</p> <p><b>What's Needed:</b> The classic story in Oakland is that there's never enough resources to do what is needed, but that is not the case for transportation.</p> <p><b>Transportation leadership is needed to direct responsible use of our existing resources and build capacity to deliver on new funding opportunities already on the horizon.</b></p>	 <p><b>What is it:</b> Measure BB is on the November 2014 ballot to increase Alameda County's sales tax to fund essential investment in transportation. It includes more than \$700 million that will go directly to Oakland transportation investments. A similar measure failed by a razor thin margin in 2012 (66.53% approval), but was overwhelmingly supported by Oakland voters (76%).</p> <p><b>What's Needed:</b> Support for Measure BB will associate candidates with this highly popular measure. Given the challenges Oakland has experienced in timely use of existing fund sources, <b>transportation leadership is needed to build capacity to use these funds wisely and responsibly if the measure passes.</b></p>	 <p><b>What is it:</b> Transportation impact fees are fees assessed on new development at the time of its approval by municipalities to fund transportation improvements. Oakland is one of the few big cities that does not require new development to pay its fair share to support the transportation impacts it creates.</p> <p><b>What's Needed:</b> Developers are increasingly interested in building in Oakland. <b>Transportation leadership is needed to support creation of a transportation impact fee, allowing the city to upgrade to safer streets when new housing and offices are built.</b></p>

## 3 Establish the Organizational Structure Needed to Achieve these Transportation Priorities

Oakland's current organizational structure for planning and implementing transportation policy and projects is not like its peers. We surveyed similar cities (including San Francisco, Washington DC, Portland, Seattle, Chicago, Los Angeles, and New York) and found several key common features that Oakland is missing or could improve.

<b>Transportation Commission</b>	Just like proposed new housing and office building entitlements are overseen by the Planning Commission, a Transportation Commission should oversee planning and implementation of transportation policy and projects. Regular meetings of a Commission appointed by the Mayor of Oakland and City Council would provide a place for transparency and accountability. Oakland's Bicycle and Pedestrian Advisory Commission is in its nascent stages, having been elevated from a staff advisory committee. This body could serve as a starting point for establishing a Commission that is expanded to oversee all policy and modes.
<b>Transportation Director</b>	Most cities have a specific Department of Transportation charged with planning and implementing improvements to the city's streets, while in Oakland these functions are all housed within the City's Public Works Department. While there are numerous ways to structure transportation staffing, an executive level transportation director position is needed to report to the Transportation Commission and be empowered with the decision-making authority and resources to organize and manage staff to carry out the vision established by the Commission.
<b>Inter-agency Coordination</b>	Oakland policy-makers and City departments need to better coordinate amongst themselves and with related agencies including with the Metropolitan Transportation Commission, Alameda County Transportation Commission, AC Transit, and BART. Regular coordination mechanisms at the executive staff level can ensure Oakland speaks with one voice as it partners with other agencies to achieve joint goals.
<b>Project Development and Delivery Staff</b>	Oakland needs to prepare itself for the potential large infusion of transportation funds that Measure BB would bring. Capital funding sources such as Measure BB can be used to pay for the staff positions needed to have the capacity to plan, develop, and deliver capital projects, so funds don't sit unspent. The Transportation Director would be responsible for quantifying the staff needed to provide project delivery capacity and carrying out any organizational changes or staff extensions needed.
<b>Strategic Plan with Goals and Performance Measures</b>	Oakland has high-level transportation policies including a "Transit First" policy and a "Complete Streets" policy, but no performance measures for motoring progress (or the lack thereof). Development of a five-year strategic plan should be led by the Transportation Director and approved by the Transportation Commission to provide a roadmap for Oakland's transportation progress. Regular reports by the Transportation Director to the Commission and City Council would chart the city's success towards achieving these established goals and facilitate guidance to course correct as needed.

**Our Streets, Made Better!**



## Oakland Transportation by the Numbers

- 76%** Oakland residents that voted for Measure B1- an increase in a local sales tax for improved transportation-- in 2012 election.
- 15** Millions of unspent dollars allocated for Oakland street repaving.
- 150,000** Number of Oakland residents who commute by a mode other than a single occupancy vehicle.
- 25%** Decrease in traffic in downtown Oakland at same time downtown residents increased by 10,000+
- 2,500** Number of jobs created by BART Oakland Airport Connector project alone.
- 0** Peer cities without a Department of Transportation or equivalent.

**Before...**



**After!**



Example: New York City.

**Transport Oakland** advocates for forward-looking leadership from existing and aspiring elected officials on transportation issues that are critical to the livability and economic vitality of Oakland. We are a group of transportation professionals who live or work in Oakland and care about the future of our city. The group has policy expertise and volunteer hours to support candidates who are committed to a new vision for Oakland's streets. **Contact us: [transportoaklandnow@gmail.com](mailto:transportoaklandnow@gmail.com)**

