

PLAN PARTNERS

CORE COMMUNITY-BASED ORGANIZATIONS



“ The East Oakland Collective (EOC) is a member-based community organizing group invested in serving the communities of deep East Oakland by working towards racial and economic equity. ”

www.eastoaklandcollective.com



Marquita Price
Danielle Dynes

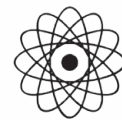


“ TransForm promotes walkable communities with excellent transportation choices to connect people of all incomes to opportunity, make California affordable, and help solve our climate crisis. ”

www.transformca.org



Adria Stauber
Jamario Jackson
Clarissa Cabansagan



JUST CITIES
Restorative Justice in Planning & Policy

“ Activists, Artists, Collaborators, Conveners, Entrepreneurs, Former Government Officials, Lawyers, Organizers, Policy Wonks, Planners, Researchers, Strategists, Teachers. ”

www.justcities.work



Authors:
Margaretta Lin, Rivka Batlan,
Diana Benitez, Victoria Haworth,
Kelly Wong, Buyan Erdene-
Batbaatar

Contributors:
Vanessa Zamora, John Jones III,
Ms.Sherry, Carina Lieu, Nehanda
Imara, Silvia Guzman, Andy
Nelson, Pastor Jeremy McCants,
Isabel Cuevas, Josie Aherns, Tyler
Brown, José López, Marta Polovin



Twitter: [@EOakCollective](https://twitter.com/EOakCollective)



Twitter: [@TransForm_Alert](https://twitter.com/TransForm_Alert)



Twitter: [@justcities4all](https://twitter.com/justcities4all)

COMMUNITY ADVISORY GROUP MEMBERS

Jamaica Sowell, Roots Community Health Center
Robin Freeman, Brower Dellums Institute for Sustainable Policy and Studies
Khariyyah Shabazz Wade, Higher Ground After School Program
Keneda Gibson, East Oakland Resident
Alex Frank, Camp Mobility
Joseph Mouzon, Outdoor Afro
Phoenix Mangrum, Cycles of Change

RESIDENT ADVISORY COUNCIL LEADERS

Ms. Sherry, Faith in Action
Nehanda Imara, Black Cultural Zone Collaborative
Carina Lieu, Oakland Youth Advisory Council
Silvia Guzman, La Clinica de la Raza
Andy Nelson, East Bay Asian Youth Center
Pastor Jeremy McCants, Allen Temple Baptist Church
Isabel Cuevas

TECHNICAL ADVISORY COMMITTEE MEMBERS

Alesio Hsiao, Bay Area Air Quality Management District
Alex McBride, City of Oakland: Resiliency Office
Anh Nguyen, City of Oakland: ADA Programs
Audrey Harris, City of Oakland: Transportation
Christina Ferracane, City of Oakland: Planning & Building
David Ralston, Bay Area Air Quality Management District
Elliot Goodrich, Caltrans
Eric Simundza, City of Oakland: Economic Development
Greg Currey, Caltrans
Jacque Larrainzar, City of Oakland: Race and Equity
Jamie Turbak, City of Oakland: Library
Kerby Olsen, City of Oakland: Transportation
Kristen Villanueva, Alameda CTC
Mandolin Kadera-Redmond, Oakland Parks and Recreation
Foundation
Micheal Dyer, City of Oakland: Resiliency Office
Micheal Eshleman, AC Transit
Micheal Stella, San Leandro

Rochelle Wheeler, City of Alameda
Rosa Velazquez, Council Office D7
Roweena Brown, Council Office D6
Scott Means, City of Oakland: Aging and Adult
Services
Sean Dougan, East Bay Regional Parks District
Shayna Hirshfield, City of Oakland: Sustainability
Steve Beroldo, BART
Susana Villarreal, Housing and Community
Development

PROJECT TEAM

Carrie Modi, Fehr and Peers
Karina Schnider, Fehr and Peers
Manuel Corona, City of Oakland: Transportation
Ofurhe Igbiniedion, City of Oakland: Transportation
Brytane Brown: Emergent Labs I previously OakDOT

PHOTO CREDITS

Marquita Price,
Danielle Dynes,
City of Oakland

Graphic design provided by **Andrew Saephan** / andrewsaephan.com

PARTIAL FUNDING PROVIDED BY:



TABLE OF CONTENTS

INTRODUCTION

What is the East Oakland Mobility Action Plan?

4

4

RACIAL EQUITY FRAMEWORK

5

CONTEXT

East Oakland Mobility Principles

About East Oakland

Mobility Timeline

Mobility by the Numbers

6

6

7

9

11

ENGAGEMENT WITH EAST OAKLAND

12

EXISTING STATE OF MOBILITY

15

1. Business and Residential Displacement

2. Culture

3. How People Travel

4. Transportation Affordability

5. Street Quality

6. Safety + Wellbeing

16

19

21

26

28

30

5 YEAR ACTION PLAN

33

Actions

Projects

Funding

34

36

37

APPENDIX

39



The 73 arriving at Eastmont



Rowaid Market off of 90th



EOMAP Bancroft Activation



EOMAP focus group 2



EOMAP Bancroft Activation



Food King off of E 14th



fruits for sale
@coliseum swap meet

INTRODUCTION

WHAT IS THE EAST OAKLAND MOBILITY ACTION PLAN?

The East Oakland Mobility Action Plan (MAP) provides the policy foundation for achieving a transportation system that recognizes and balances the needs of all road users. East Oaklanders face historical inequity, environmental constraints, public health issues, and safety concerns. The MAP identifies an action plan that serves as a guide for making sound transportation decisions in East Oakland to make our mission statement a reality.

The East Oakland MAP is intended to guide the City and other partner agencies in allocating resources for future mobility improvements in East Oakland and identifying ways in which transportation projects can be done differently to not replicate a long history of planning injustice and harm.

MISSION STATEMENT

“All East Oaklanders have access to, and choices within, a local and regional transportation system that is safe, efficient, and affordable, and connects them to the places they need to thrive. The City will partner with local residents, community groups, and small businesses to prevent displacement and gentrification and acknowledge historical injustices.”

RACIAL EQUITY FRAMEWORK

To ensure the East Oakland Mobility Action Plan responds to the needs of the most underserved in East Oakland, the project team established and used a Racial Equity Framework to navigate the development and recommendations of the Plan. The core questions of the Framework are:

- 1. What proactive approach to transportation equity can we use to ensure East Oakland projects align with community values and needs?**
- 2. How can the Plan process and implementation meet East Oakland residents, particularly Black residents, where they are at and improve mobility regardless of how they travel?**

These questions guided OakDOT, the consultant team, and the core “community-based organizations” throughout the planning process. We sought to better understand how people, particularly Black people and people of color, get around and why, and how we could break down barriers within and between City departments and regional agencies to holistically respond to mobility needs of East Oaklanders. This process led to a much broader definition of “mobility” and resulted in a set of strategies that address barriers beyond transportation infrastructure, such as displacement concerns and cultural repression.

Advancing racial equity requires listening to and investing in communities who have the least, meaning OakDOT cannot and will not make plans for those communities without those communities. The Framework is a tool for community partners to keep OakDOT accountable during plan development and implementation.

OakDOT also recognizes that this work is intersectional, and that the experiences of residents of color and the most vulnerable must be elevated. While we centered the needs of East Oaklanders of color, particularly Black East Oaklanders, we also evaluated the mobility challenges of groups that often face great disparities in investment and access. These groups include:



People of Color



Women



People of Low-income



People with Disabilities



Children and Seniors



People who Don't Own Cars or Do Not Drive

As an early outcome of this Racial Equity Framework, the following set of principles were developed in partnership with our core community based organizations to ensure that a racial equity lens was applied to both the process and actions in this Plan.

CONTEXT

EAST OAKLAND MOBILITY PRINCIPLES

The East Oakland Mobility Principles were formed with community partners and represent the key goals of the Action Plan. OakDOT pledges to operate through these principles to enable full mobility in East Oakland.



JUST PLANNING

City planners and engineers will center racial justice in the planning process and uplift historically underserved East Oaklanders, especially Black residents.

OAKDOT COMMITMENT

Revise existing procedures and structures within OakDOT to rectify historical inequities that have limited the mobility of East Oaklanders. Partner with other City departments to holistically improve the safety and mobility of Black residents.



SELF-DETERMINATION AND TRANSFORMATIVE PARTNERSHIPS

Community members will be partners in the planning process and will be co-designers in shaping their neighborhoods.

OAKDOT COMMITMENT

Build strong relationships with and generate project and program ideas through community stakeholders. Work with community members throughout the lifecycle of a project to ensure input and guidance at every stage.



FREEDOM OF MOVEMENT

East Oaklanders will travel whenever and wherever they want comfortably, efficiently, safely, and affordably.

OAKDOT COMMITMENT

Provide safe infrastructure and facilitate accessible and affordable transportation options. Consider needs of all types of road users, including drivers, pedestrians, bicyclists, and transit riders.



POWER IN PLACE

As changes occur in the right-of-way, East Oakland community members will feel secure in the preservation of their housing, businesses, and culture and be able to benefit from those changes and thrive.

OAKDOT COMMITMENT

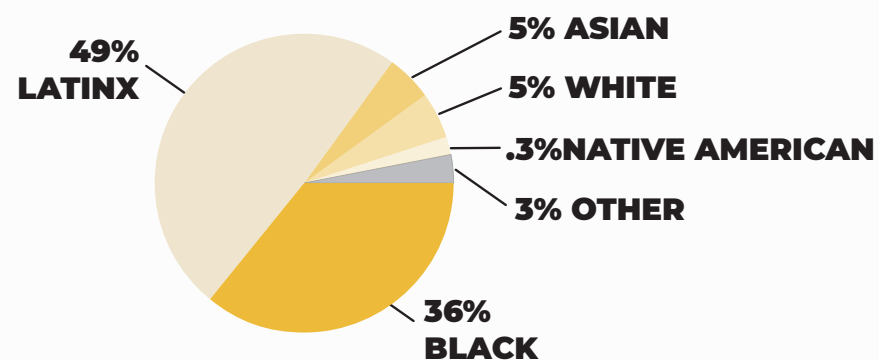
Develop projects that respond to community needs and concerns, while changing projects that are perceived as gentrification and contribute to displacement. As projects are constructed and poised to improve the neighborhood, provide resources on anti-displacement and ensure residents are aware of their housing rights.

CONTEXT

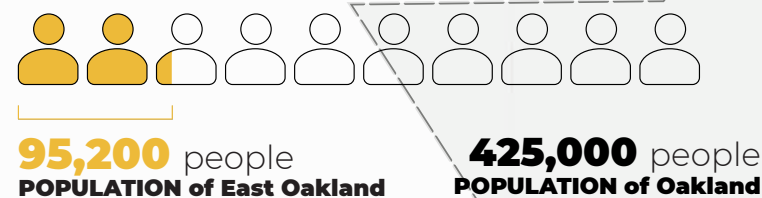
ABOUT EAST OAKLAND

Deep East Oakland, or East Oakland for the purposes of this Plan, is a community of diverse, creative, and resilient residents living east of Seminary Avenue. While the diversity of East Oakland is to be celebrated, the history behind the predominantly Black and Brown demographics of East Oakland should not. In the early 1900s, East Oakland was a largely white community due to racial housing covenants barring people of color from homeownership in the area, even as people of color began to move to Oakland during WWII. With fears of a growing population of color following the 1968 Civil Rights Act prohibition of racist housing segregation, **White Flight in the 1960s and 70s led to a predominantly Black and then more increasingly Latinx community. Federal policy known as redlining also resulted in East Oakland neighborhoods receiving poor ratings for federal housing loans.** Today, East Oakland residents continue to struggle against systemic racism, specifically anti-Black racism, that limits their physical and economic mobility. This Plan, as well as the several plans preceding it, seek to recognize this history and address the needs of Black community members and other residents of color.

DEMOGRAPHICS²



POPULATION²



STREET MILES³



PREVIOUS PLANS

Previous plans impacting East Oakland have focused on racial equity and meaningful engagement with community members. This Action Plan incorporates the concerns heard from community members through these plans, as well as the proposed projects.

- » **Let's Bike Oakland (2019)**
- » **East Oakland Neighborhoods Initiative (2019)**
- » **East Oakland Planning for Paving (2018)**
- » **Coliseum Area Specific Plan (2015)**
- » **Oakland Sustainable Neighborhoods Initiative (2012-2015)**
- » **International Boulevard Corridor Transit Oriented Development Plan (2011)**
- » **East Oakland Building Healthy Communities Initiative (2010-2020)**
- » **Central and East Oakland Community-Based Transportation Plan (2007)**

THIS PLAN

This Plan proposes actions to address both persistent and rising trends afflicting East Oaklanders. In addition to the ongoing concerns about traffic safety, street quality, displacement, and transportation affordability, East Oaklanders are now also dealing with the burdens of a global pandemic. The disproportionate impacts of COVID-19 on Black and Brown residents in East Oakland reveal the already existing health disparities and demonstrate the need to develop mobility options that protect essential workers. Further, recent national protests calling for the end of police brutality against Black Americans underscore what Black East Oaklanders have experienced for decades. This Plan recognizes that achieving safety for all on East Oakland streets means ending the disproportionate policing of Black East Oaklanders.



MOBILITY TIMELINE

Pre-colonization,

The area we now know as Oakland was called Huichin, and is home to the Chochenyo, one of over 200 Indigenous tribes in the territory that would become California



1856

Central Pacific constructs the Oakland Long Wharf at Oakland Point, which would serve as the western terminus of the First transcontinental railroad

1869

The Oakland Railroad Company begins service of horsecar railroad

1882

The Chinese Exclusion Act prohibits all immigration of Chinese laborers

1906

Oakland's population doubles due to displacement from the 1906 San Francisco earthquake and fire



1916-1940

The First Great Migration occurs where thousands of Black Southerners move to northern, midwestern and western industrial cities looking for economic opportunity

1920

Oakland is home to numerous manufacturing industries, including metals, canneries, bakeries, internal combustion engines, automobiles, and shipbuilding

1927

Oakland Municipal Airport (now Oakland International Airport) opens with the longest airport runway in the world at the time

1946

Oakland department store workers at Kahn's and Hastings organize the Oakland General Strike to push for labor rights

1947

The freeway route now called I-580 is constructed

1955

Oakland's electric streetcar fleet is converted to diesel buses, the state Legislature creates the Alameda and Contra Costa Transit District (now operates today as AC Transit)

1958

The I-880 freeway route is constructed

1959

California Fair Employment and Housing Act passed to fight unlawful discrimination in employment and housing

1966

Black Panthers formed at height of the Civil Rights Movement to advocate for right of Black Americans



1984

Ronald Reagan signs the Comprehensive Crime Control Act, expanding drug possession penalties and establishing a federal system of mandatory minimum sentences for drug-related convictions

1978

CA Prop 13 is enacted, significantly limiting property tax rates

1977

Lionel Wilson became Oakland's first Black mayor

1972

the state legislature establishes the California Department of Transportation (Caltrans)

1972

BART service begins



1896

The State's Bureau of Highways issues its first plan, laying the foundation for the California highway system as it exists today

1903

Various streetcar companies operating in Oakland consolidate into what eventually became known as the Key System

1891

The first electric streetcar sets out from Oakland to Berkeley



1852

The Town of Oakland is incorporated as the City of Oakland

1850's

Chinese immigrants working on the transcontinental railroad industry arrive and settle in Oakland

1909

The City of Oakland annexes neighboring communities that are now a part of East Oakland: Fruitvale, Fitchburg, Stonehurst, Melrose, and Elmhurst

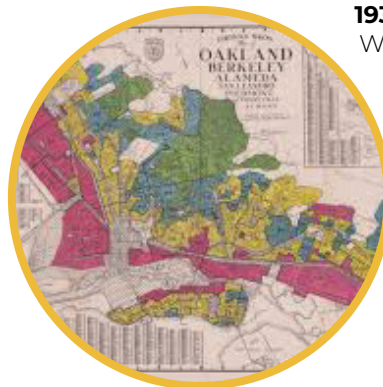
1910

The start of the Mexican Revolution, a decade long struggle that caused many to flee the country and settle in places such as Oakland. Many worked for the Southern Pacific Railroad



1934

With the passage of the National Housing Act of 1934, "redlining" begins effectively barring people of color from living in neighborhoods reserved for White residents



1956

President Eisenhower signs the Federal-Aid Highway Act, establishing the Highway Trust Fund and spurring a national wave of highway building

1967

In response to members of the Black Panther Party conducting armed patrols of Oakland neighborhoods, the Mulford Act was signed into law, prohibiting the carrying of loaded firearms in public

1968

Passage of the Fair Housing Act, Title VIII of the Civil Rights Act, making it illegal to discriminate in the sale or rental of housing

The killing of Charles (Pinky) Debaca by OPD in East Oakland sparks outrage and radical response, including the formation Latino United for Justice and the Chicano Revolutionary Party



1970-1980

Southeast Asian refugees from countries destabilized by the Vietnam and Secret Wars immigrate and settle in parts of East Oakland

1970

Congress enacts an expanded Clean Air Act and creates the Environmental Protection Agency to administer it

1970

The National Environmental Policy Act (NEPA) and the California Environmental Quality Act (CEQA) are enacted

1986

In response to the crack "epidemic," U.S. Congress passes laws to create a 100 to 1 sentencing disparity for the possession of crack as compared to the trafficking of cocaine, disproportionately criminalizing African-Americans

1989

the State establishes the Congestion Management Program (CMP), requiring regions to examine the impact of land use and growth on the regional transportation system

The Loma Prieta earthquake strikes the Central Coast. The Cypress Street Viaduct collapses, causing 42 deaths



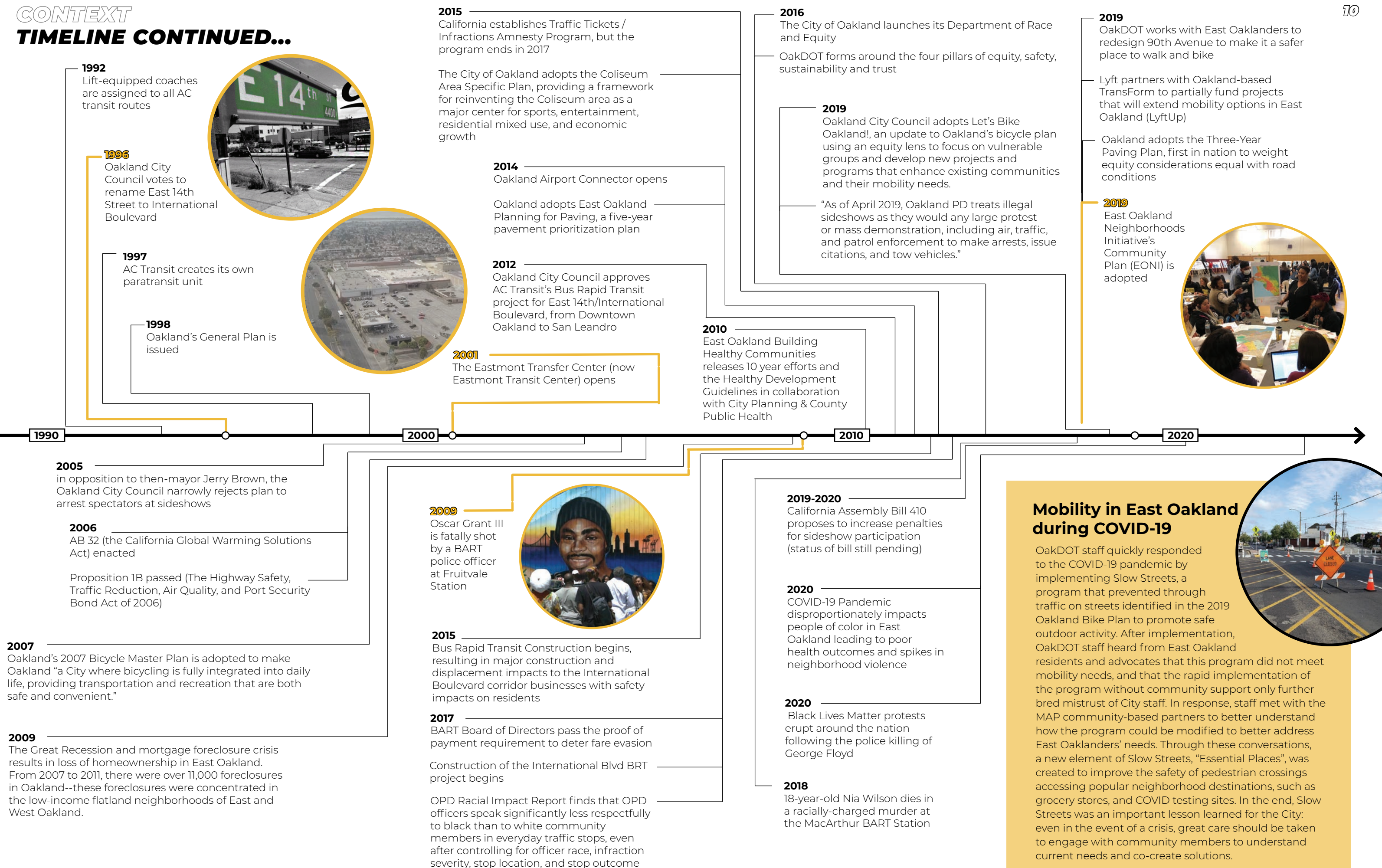
1940-1970

The Second Great Migration of Black Southerners begins with the defense buildup for World War II

CONTEXT

TIMELINE CONTINUED...

10



EAST OAKLAND MOBILITY BY THE NUMBERS

note: citations are included at the end of document in the citations/footnotes section.

ECONOMICS

INCOME⁴

22% of East Oakland Households make **less than \$20,000**

52% of East Oakland Households make **less than \$50,000**

Median Income for **County of Alameda** Households:
\$86,000

Median Income for **City of Oakland** Households:
\$63,000

Median Income for **East Oakland** Households:
\$47,000

TRANSPORTATION COSTS⁵

\$300 - \$2,000 / month in vehicle cost
on insurance, car payment, and maintenance fees

SAFETY

COLLISIONS⁹



In East Oakland, from 2013-2017

7% of 2,272

TRAFFIC COLLISIONS resulted in a **fatality** or **severe injury**

18 people were killed in traffic violence
151 people suffered life-altering injuries

5 CORRIDORS account for
54% OF ALL FATAL AND SEVERE INJURY COLLISIONS
in East Oakland

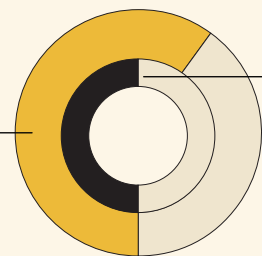
1. E 14th St/International Blvd
2. 98th Avenue
3. Hegenberger Rd/73rd Ave
4. MacArthur Boulevard
5. Bancroft Avenue

POLICE STOPS⁵

In East Oakland, Police stops comprised of

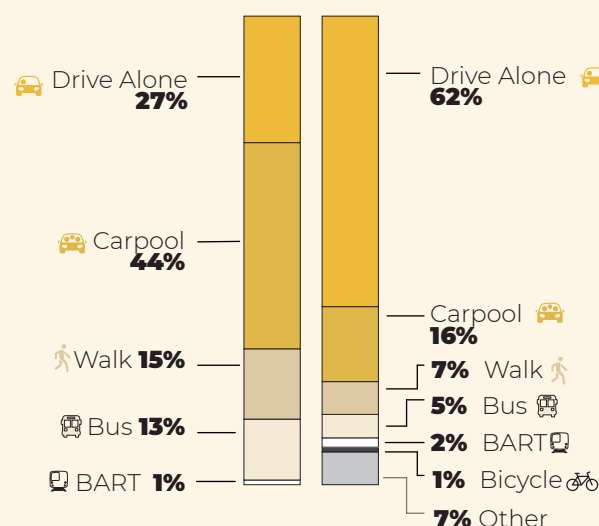
66% BLACK INDIVIDUALS

76% OF THOSE STOPS
were traffic violations

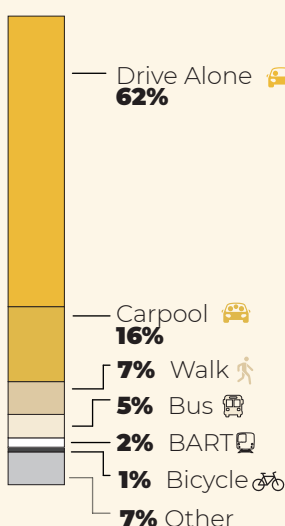


TRANSPORTATION

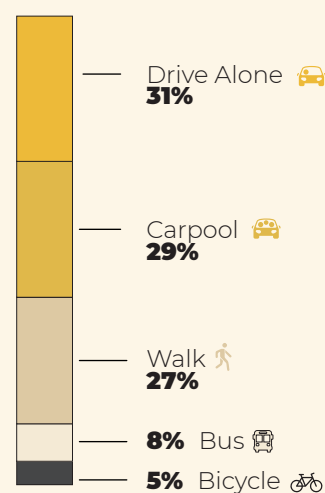
HOW PEOPLE GET AROUND⁴



HOW PEOPLE GET TO WORK⁷



HOW PEOPLE GET TO COLISEUM BART⁹



MOBILITY4ALL

*see page 22 for more information about Mobility4All.

500+
trips taken via ride codes or direct ride payments in total

180+
rides booked for individuals without smartphone access

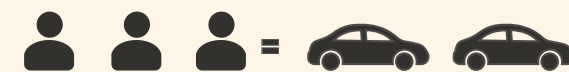
TRANSIT¹⁰



20%

of AC Transit routes serving East Oaklanders are high-frequency routes with a 15 min wait time during commute hours

PEOPLE : CARS¹¹



For every **3 drivers**, there are **2 cars**

AUTO TRIPS¹²

Of the auto trips started in East Oakland:

91% stay in Alameda County

40% stay in East Oakland

+25 % of trips are to nearby neighborhoods

14% - San Leandro
6% - San Antonio/Fruitvale
5% - Hayward

MICROMOBILITY



80 electric scooters deployed through SPIN, VeoRide, and LINK

50% 

of Revel moped and GIG car share service area in MTC's Communities of Concern, including East Oakland

INFRASTRUCTURE

BUS SHELTERS¹⁰



Only **32%** of bus stops along high-frequency transit routes have shelters and/or benches

STREET CONDITIONS¹³

72% of pavement miles in East Oakland are **FAILED / POOR / AT RISK**



80% of those are **RESIDENTIAL STREETS**

SIDEWALK CONDITIONS¹⁴

26% of sidewalks are damaged
50% of crosswalks have no curbramps

GOODS MOVEMENT¹⁵



22 miles of designated **TRUCK ROUTES** in East Oakland

59% of truck route are next to residential uses

210 miles OF STREETS in EastOakland

ENGAGEMENT WITH EAST OAKLANDERS

Like many other Black and Latinx low-income neighborhoods across the U.S., deep East Oakland has undergone decades of systematic racism and oppression. Displaying decades of resiliency, this community has continued to weather the storm of systemic racism in local and federal government processes and projects. The community's mistrust is grounded in these events and more explicit racial backlash. Conducting community engagement with these residents requires an equitable approach that acknowledges and addresses these historical injustices.



Focus Group 1



73rd Ave Activation



Akoma Market Outreach



Focus Group 2



Focus Group 2



Focus Group



Akoma Market Outreach



Focus Group 1



Focus Group 2

The engagement approach for this Plan was guided by our East Oakland Mobility principles:



Rooted in our principles, our engagement goals were to:

1. Identify where and how residents move and their affordability to do so;
2. Identify any culture clashes that exist at the intersection of transportation and Black Culture;
3. Identify transportation related concerns and challenges prioritizing four corridors: International Blvd, 90th Ave, Bancroft Ave, and 73rd Ave; and
4. Identify policies, projects and programs that support mobility justice for East Oakland residents.

The East Oakland Collective (EOC) delivered equitable and inclusive community engagement for this Plan. Widely recognized for their authenticity and realness, EOC staff are natives committed to administering culturally responsive community engagement and to restoring community and culture. Their approach is simple yet effective:

- **Build Relationships:** We ground ourselves in healthy relationships with residents by meeting them where they are at both mentally and physically.
- **Be Creative and Culturally Relevant:** By strategically integrating outreach efforts with existing local cultural services, events and programming.
- **Uplift Participatory Planning:** We value residents as key stakeholders of the neighborhoods and advocate for their involvement at every part of strategic and management processes of urban planning.

Due to the shelter-in-place impacts of COVID-19, EOC had to reevaluate their initial engagement strategy. EOC was able to adapt and conduct outreach and engagement using the following strategies: Focus Groups, Pop Ups, Virtual Engagement (Social Media/Virtual Workshop) and Concurrent Studies.



Consistent engagement materials were used across all four strategies to capture feedback. They utilized interactive poster boards designed for each corridor and general boards to identify social and economic intersections of transportation. They also used surveys and group dialogue to further discuss the Plan principles and Plan outcomes. Throughout engagement, they provided locally catered meals/snacks, helmets, \$15 value Lyft rides, clipper cards and custom Personal Protective Equipment (PPE) by local vendors.

» Focus Groups

- Disguised as a house party and a meet up, two in-person focus groups of 10 residents and one virtual group were conducted. To ensure COVID-19 regulations were followed, the 'House Party 4 Mobility' group was hosted in an East Oakland backyard with no more than 15 people total. Mirroring a casual backyard boogie, residents engaged with EOC and OakDOT as their authentic selves by breaking bread and speaking candidly. This setting made participants feel relaxed and comfortable to share their truths.
- The 'All Wheels 4 Mobility' event was held at Arroyo Viejo Park. Welcoming all types of wheels to roll up to the event, residents pulled up on bikes, skates, skateboards, and scooters to discuss how their built environment can better support their preferred mode(s) of mobility and what culture changes may need to happen to support this desired environment.
- One virtual focus group of 6-10 residents was held by EOC, OakDOT and ACTC specifically to bring awareness to this Plan.

» Pop Ups

- EOC had planned to pop up at a key destination or high traffic areas along the four priority corridors. Just before COVID-19 shut down the country, they were able to pop up twice. First at 90th Ave and second at Bancroft and 78th Ave where they engaged several residents walking by, waiting for the bus stop, riding by or just hanging out. They spoke with millennial Black men about their perspective of East Oakland's future and kids about their preferred walking route to school and elders about speeding and public safety.

- During the onset of COVID-19 the remaining pop ups were limited to outdoor COVID-19 regulated such as farmer's markets, food distribution sites and testing sites.

» Virtual Engagement

- Social media platforms were made for the East Oakland Mobility Action Plan brand while also leveraging EOC's 25K + following on Instagram. Social media posts created dialogue in the comments due to residents lack of knowledge and information. Residents were unhappy with the lack of community engagement done at the block level to approve the closure of their streets for the City's Slow Streets initiative.

» Surveys

- Our project team worked in alignment with other OakDOT project staff where it was appropriate to minimize duplication of engagement. EOMAP partners collaborated with the 73rd/Hegenberger Greenway project team to co-create a survey to serve both of our projects. The survey included several elements such as anti-displacement, public safety, infrastructure conditions, etc.

The project team analyzed comments and survey results through the community engagement strategies listed above. The challenges and concerns that are high priorities for the community are presented in the following section.





EXISTING STATE OF MOBILITY

Mobility for East Oaklanders not only means access to safe and affordable transportation options, it also means housing security and spaces for cultural expression. Existing conditions analysis reveals unmet needs in:



1.
**RESIDENTIAL AND
BUSINESS DISPLACEMENT**



2.
CULTURE



3.
**HOW PEOPLE
TRAVEL**



4.
**TRANSPORTATION
AFFORDABILITY**



5.
**STREET
QUALITY**



6.
**SAFETY +
WELL-BEING**





1 RESIDENTIAL & BUSINESS DISPLACEMENT



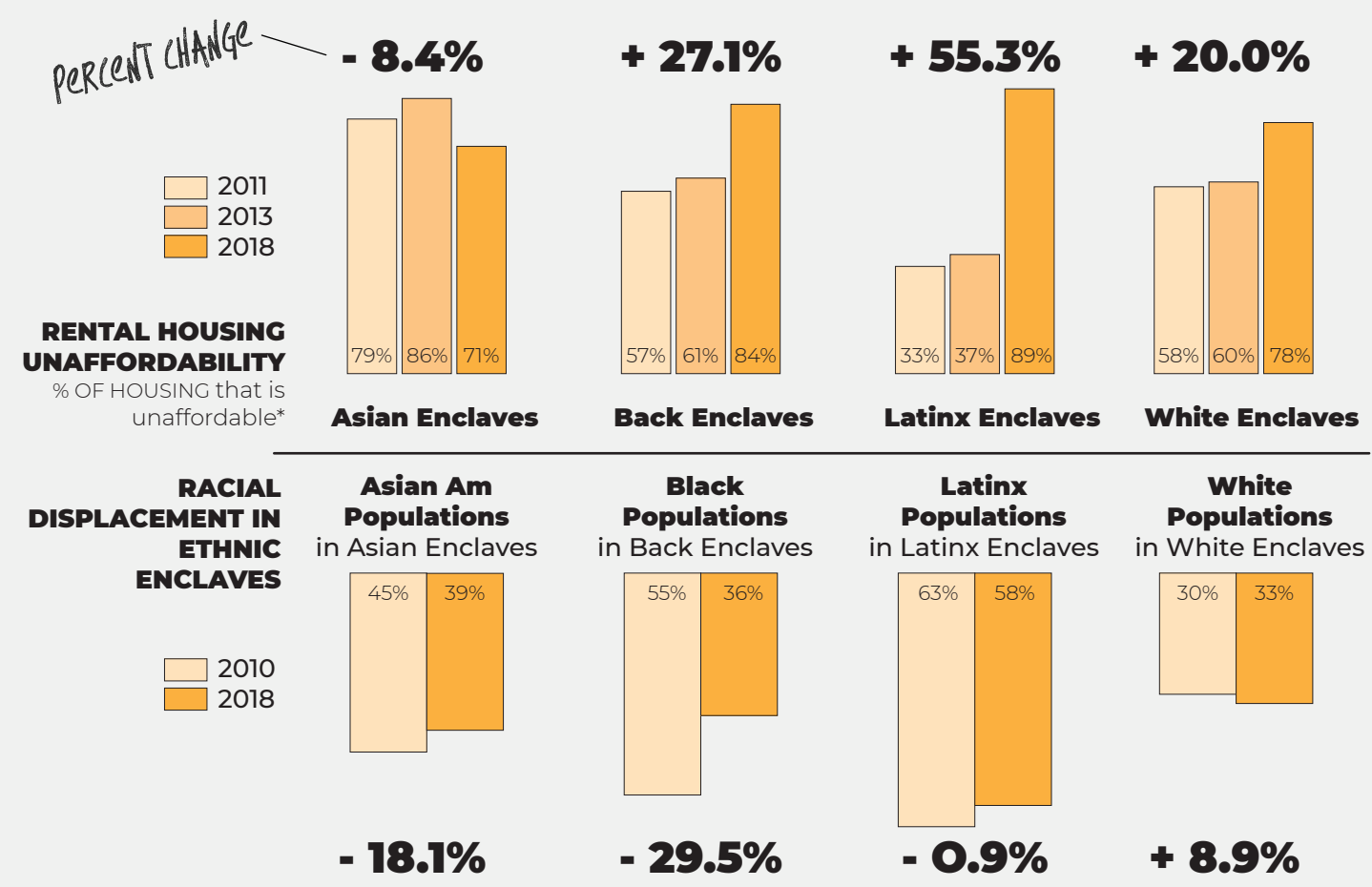
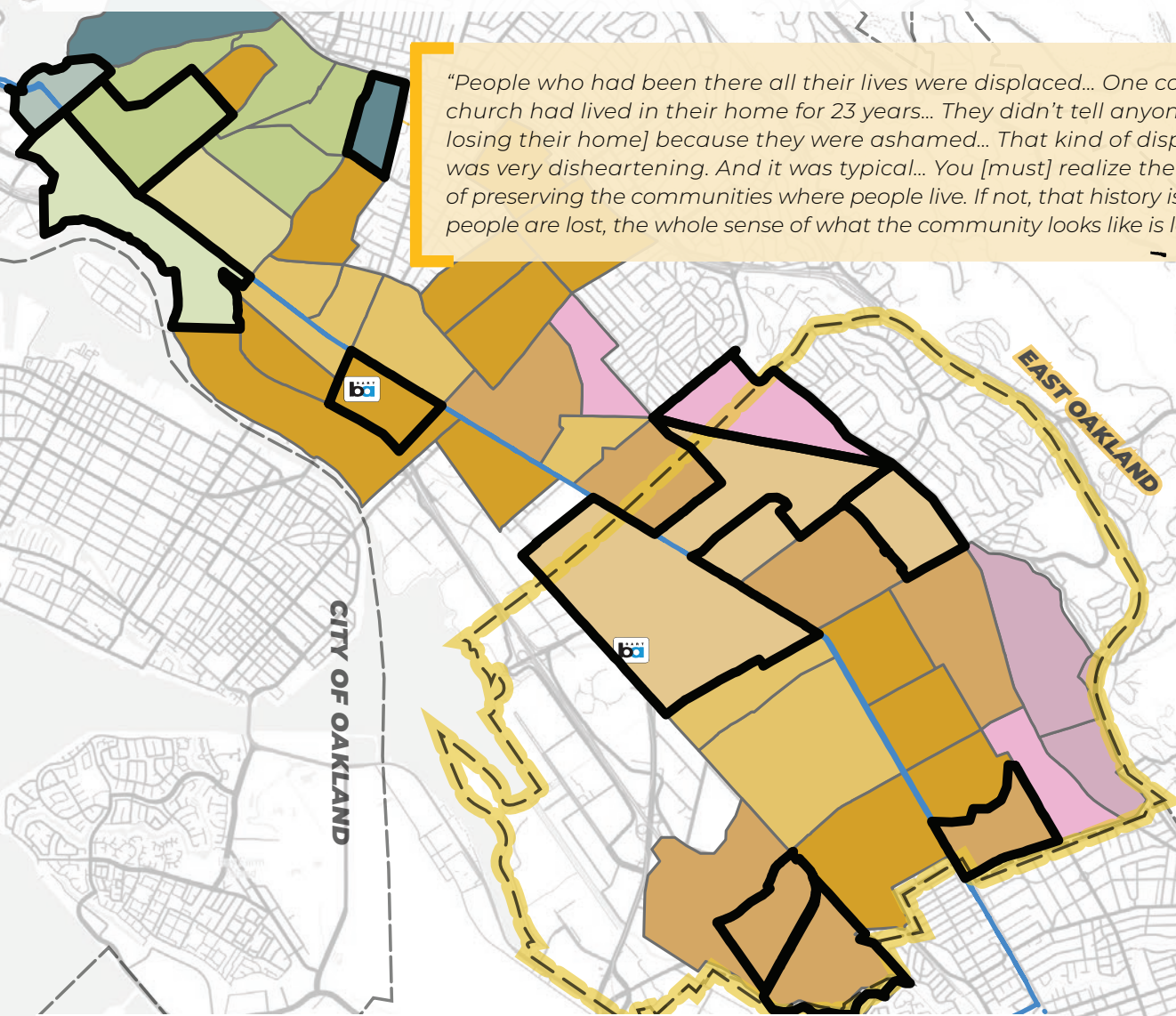
Just Cities, a leading racial equity in planning and policy organization, conducted anti-displacement residential and business framework and analysis through a racial equity lens (See Appendix A). Just Cities analyzed 11 ethnic enclaves in East Oakland, including 6 neighborhoods in the EOMAP study area, comparing conditions across the 11 neighborhoods, as well as citywide. Just Cities also convened a Resident Advisory Council of ethnically diverse long-time East Oakland community leaders to guide its analysis and policy recommendations.

RESIDENTIAL DISPLACEMENT

» The main housing finding shows significant racial displacement of Black and Asian American populations from 2000 to 2018 in the once ethnic enclaves. Black residents faced the largest decline and are no longer the majority population in the Black ethnic enclaves. For example, from 2000 to 2018, the Black population in Eastmont experienced a 53% decrease. During the same period these same neighborhoods experienced significant increases in higher income White population.

"People who had been there all their lives were displaced... One couple from my church had lived in their home for 23 years... They didn't tell anyone [they were losing their home] because they were ashamed... That kind of displacement was very disheartening. And it was typical... You [must] realize the importance of preserving the communities where people live. If not, that history is lost, the people are lost, the whole sense of what the community looks like is lost."

- Mrs. Sherry



*Unaffordable = More than 30% of HH income. Data sources = Zillow Median Rent Index and ACS for median household income.

» The racialized displacement is in part due to **unprecedented rise in rent while median renter household income for Black, Latinx, and some Asian American households declined.** While East Oakland renters had actually maintained relative housing affordability, big spikes in housing unaffordability occurred from 2013 to 2018. By 2018, East Oakland renters making the median renter household income would have to pay 81% of their income to afford median rents in their neighborhoods, compared to 65% citywide.

Current racialized displacement and housing unaffordability are directly linked to predatory sub-prime lending and foreclosures that removed the safety net of homeownership stability and equity. Many of the Black ethnic enclaves had Black homeownership rates higher than citywide rates until the foreclosure crisis which was concentrated in East and West Oakland flatland areas. Today, many of the East Oakland neighborhoods, especially the once Black ethnic enclaves, have higher homelessness risks than citywide, reflecting the lasting impact of the foreclosure crisis and ongoing displacement across East Oakland.

BUSINESS DISPLACEMENT: EAST OAKLAND BUS RAPID TRANSIT CASE STUDY

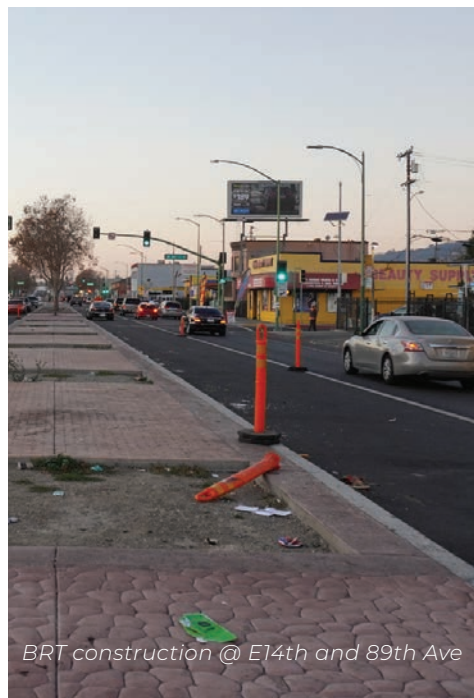
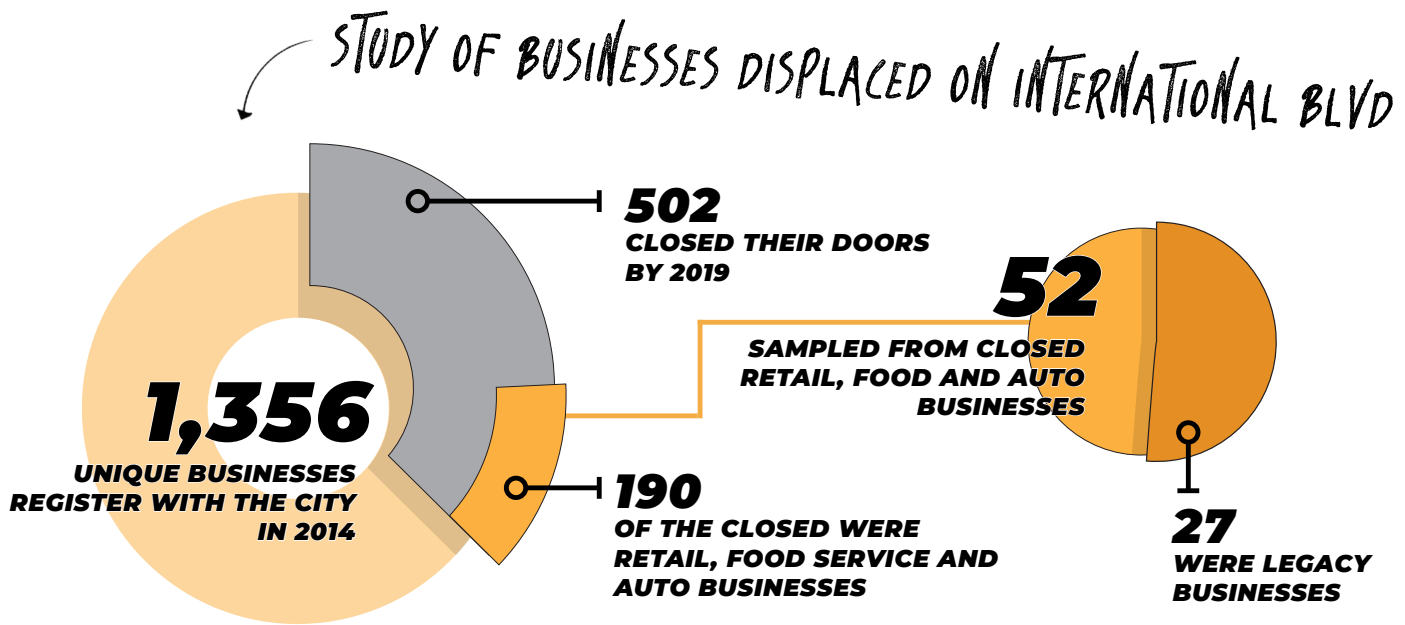
» Residents who spoke to the project team during community engagement felt many City-initiated improvements do not ensure that existing residents can stick around to enjoy them, and few initiatives embrace unhoused residents as dignified participants in building community. Transportation projects are no exception. **Integral to East Oakland’s ethnic enclaves are the small businesses located along the East Bay Bus Rapid Transit (BRT) corridor International Boulevard, which have struggled to remain open.** These businesses are 84% people of color owned with racial equity impacts from their departure. Many are legacy businesses and foster a sense of belonging by offering services tailored to long-time residents and where residents feel safe and seen.



“As an East Oakland resident, the thing that concerned me the most [about the BRT project] is the impact on safety. The construction removed 300 parking spaces from International and created an inability to park.... So now you’ve got to park further away from your home [on unlit, unsafe streets]... And, If I’m required to go somewhere else because a business went out of business or because it’s hard to access... due to construction or a lack of parking spaces, now I have to go to an unfamiliar territory... I feel tense, guarded.”
- JOHN JONES III

The BRT construction impacts, however, have jeopardized these businesses’ sustainability and, in the process, reinforced low income communities of color mistrust of government, planners, and transportation projects. Many East Oakland community leaders had voiced concerns about business displacement impacts of the BRT construction, the removal of parking spaces in front of businesses, churches and other locations, and mobility impacts on elderly and disabled residents from the loss of 30 bus stops, a 40% decline in overall bus stops. In response, the City led efforts to create a BRT Business Assistance Fund to provide forgivable loans for impacted businesses. However, significant problems with City administration of the Fund, including cumbersome applications and lack of responsiveness to business questions and concerns, resulted in the inability of struggling businesses to access the funds.

Analysis of City business license data showed a 37% decrease in businesses along the BRT Corridor pre-COVID from 2014-2019 (502 of 1,356 businesses). Of the closed businesses, 190 were food service, auto and retail businesses. Just Cities conducted a sampling study of 52 closed food service, auto and retail businesses and found that 10 had been legacy businesses in business for at least five years or more before 2014. Some of these businesses had been around for decades. The preliminary sampling legacy business displacement rate is 52%. This analysis grouped neighborhoods to larger sub-areas similar to the International Blvd Transit Oriented Development Plan.





scraper bike at Deep East Oakland Rising Celebration



2 CULTURE



East Oakland culture manifests through the lived experience and needs of its residents. Although locations like Akoma Market or objects like a scraper bike provide a window into East Oakland culture, ultimately, culture is the way East Oaklanders think, speak, and interact with the world. It exists as a network of community-held knowledge and practices and a shared past of resilience in times of struggle. Much of Oakland's unique culture can be traced to East Oakland's history and permeates every part of resident mobility, from how people build and personalize their rides, where and how they express themselves, and how they inhabit public space. At its best, culture cultivates a sense of belonging and placemaking, uplifting a community's unique way of life. But when these essential needs are neglected, a community's cultural fabric can begin to unravel, ultimately leaving individuals feeling isolated and abandoned.

» Time and time again, East Oakland culture has been overlooked, politicized, and criminalized. **In 1996, the City changed the name of East 14th Street to International Boulevard, a decision that many residents felt they were not adequately involved in.** Restoring its original name and reclaiming the history of this major street in East Oakland is a high priority for residents. Residents also seek more government support for street vending, a vital source of income for some East Oakland residents. Street vending is currently illegal without complicated and temporary special permits. This often leads local law enforcement to push vendors out or threaten them with expensive fines. In preventing East Oaklanders from selling their wares, they are unable to express culture through physical objects, foods, smells, sounds.

Since the 90s, the Oakland Police Department (OPD) has cracked down on sideshows, ad-hoc car shows first introduced on the streets of Oakland as a way for car owners to show off their customized cars. Sideshows quickly became a popular spot for those too young to frequent 21 and over nightclubs. In an effort to prevent these events from spreading throughout the City, OPD set up “No Cruising Zones” along International Boulevard. Residents are frustrated by these policies and look to the City to provide a safe space for these events. Over the years, these exclusionary practices have forced residents to incorporate resilience into their daily lives to thrive against a system intent on pushing them out.

In a city that often overlooks their struggles, East Oaklanders have shouldered the responsibility of fighting for a system that understands their needs and prioritizes the necessary solutions. Community-based organizations like the Black Cultural Zone Collaborative are leading the charge to put power back in the hands of East Oakland residents. Their efforts revitalized Liberation Park along 73rd Avenue and Foothill Boulevard into a hub for community service activities. In addition, the Black Cultural Zone led Akoma Market helps local vendors navigate the complicated process of obtaining a permit instead of penalizing them. This culture of looking out for and uplifting one’s neighbors is an unmistakable quality of East Oakland residents.



E 14th Sign @ E14th and 73rd Ave



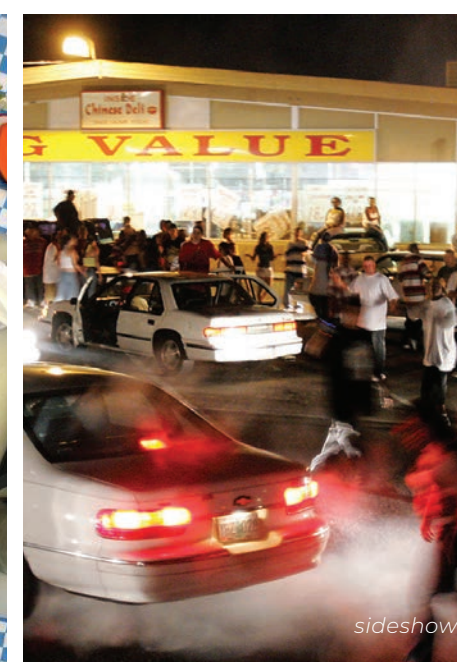
shop at Akoma Market



Akoma Market



Tacos de Birria Outside Coliseum Swap Meet



sideshow



skating at YU skate park



3 HOW PEOPLE TRAVEL



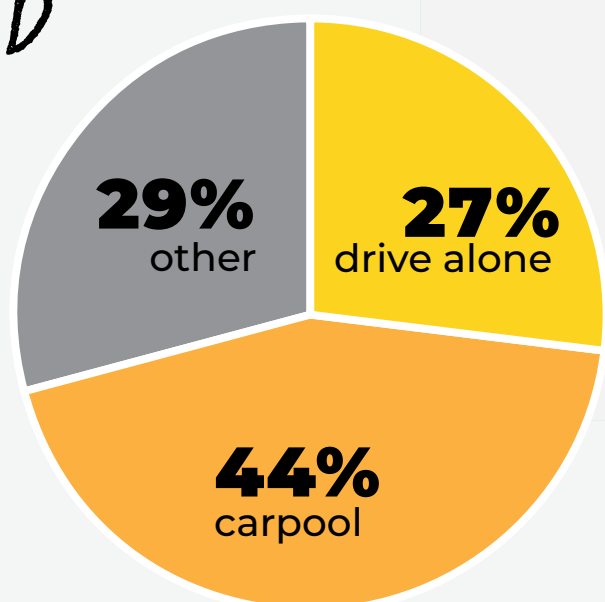
East Oaklanders make complex trade-offs when choosing how to travel, considering travel time, personal responsibilities (e.g. childcare, errands), and personal comfort. In most cases, this means that people who can choose to travel by car, do, as it is the most efficient and comfortable way of traveling.



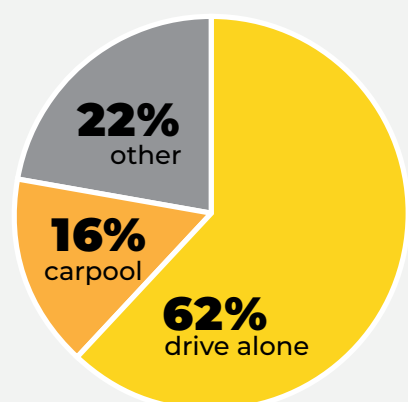
CARS 62% of East Oaklanders drive alone to work

» Most East Oaklanders travel by car for most trips. Over half of East Oaklanders drive alone to work, and nearly three-quarters of residents carpool or drive alone for all trips. Even though most East Oaklanders are driving, they prefer to travel close to home. Over 90% of East Oakland auto trips stay within Alameda County and 40% of trips stay within East Oakland.

HOW EAST OAKLANDERS GET AROUND

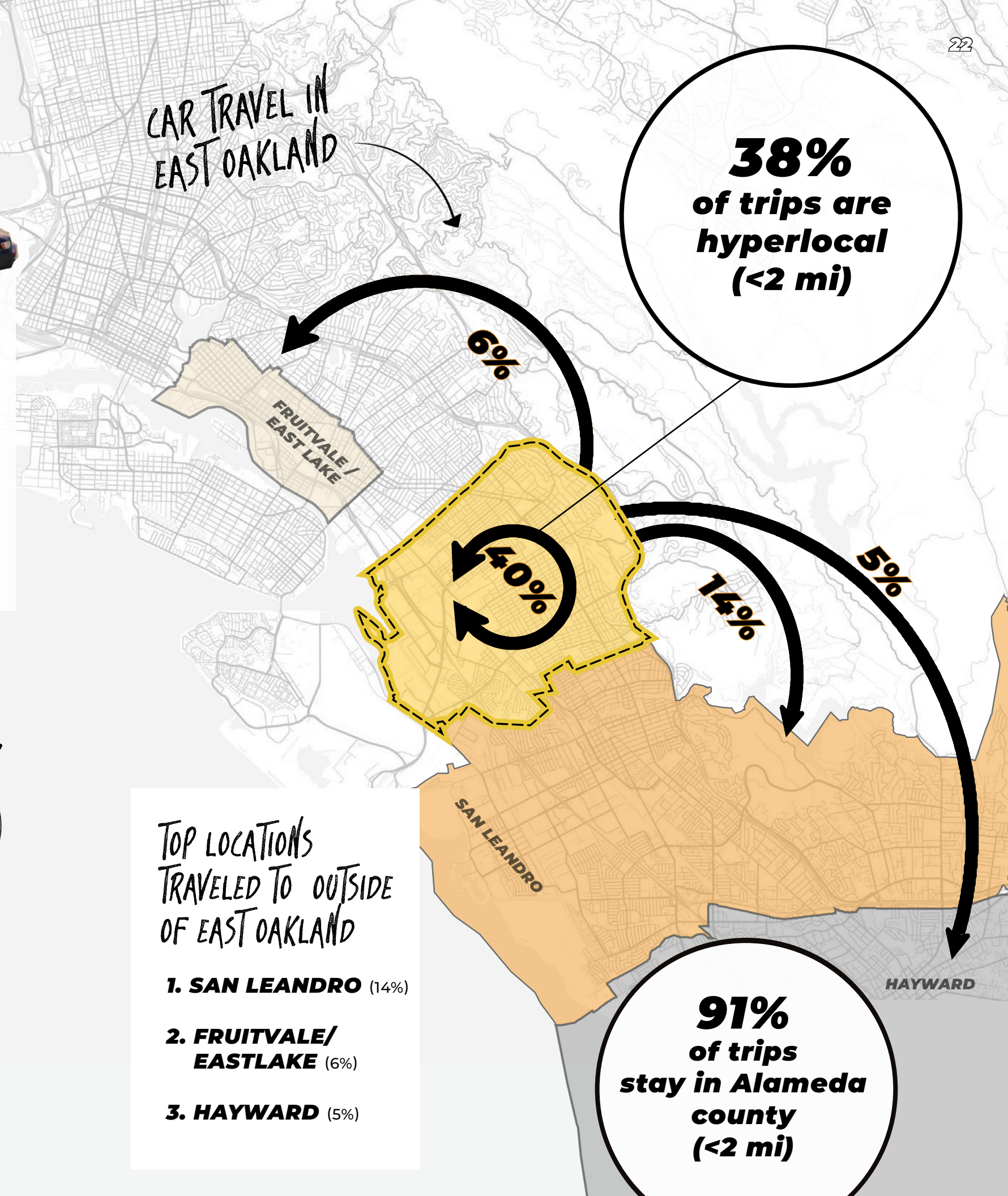


HOW EAST OAKLANDERS GET TO WORK



TOP LOCATIONS TRAVELED TO OUTSIDE OF EAST OAKLAND

- 1. **SAN LEANDRO** (14%)
- 2. **FRUITVALE/ EASTLAKE** (6%)
- 3. **HAYWARD** (5%)



TRANSIT

7% of East Oaklanders bus to work compared to 8% of Oaklanders

» AC Transit and BART are the two primary transit agencies serving East Oakland. Six AC Transit bus routes in East Oakland are high-frequency, meaning that buses arrive within 15 minutes of each other during peak commute periods. While 71% of East Oaklanders are within a 5-minute walk to a bus stop with high-frequency bus service, **only one high-frequency route (Route 73) provides direct access to BART**, making regional connectivity difficult. Most of these bus stops lack amenities that would make waiting bus riders feel more comfortable or safe. Currently, only 32% of bus stops along high-frequency transit routes have shelters or benches. Given these existing barriers, transit is not as direct, accommodating, and reliable as driving.

East Bay BRT recently began operating along International Boulevard/E 14th Street to provide reliable, accessible, and safe transit to Downtown Oakland. AC Transit Tempo currently runs down the same corridor and attracts almost 12,000 weekday riders on average, the highest weekday ridership among all AC Transit Lines¹⁶. Now built, BRT improves access for people riding the bus, but its development impacts local businesses and accessibility for those who drive on E 14th Street. Limited support for local businesses resulted in vacant storefronts and loss of community anchors. Because 40% of driving trips stay within East Oakland, dedicating a lane to transit-only on one of the area’s central arterials limits local mobility and may increase vehicle travel times.



boarding the bus at Coliseum BART



Tempo bus




friends waiting at bus stop at Eastmont



riding on the bus

WALKING 2% of East Oaklanders walk to work compared to 4% of Oaklanders


» Infrastructure for pedestrians is currently lacking and discourages walking trips and any trip that requires walking to a vehicle.. About half of crosswalks do not have an accessible curb ramp and more than a quarter of sidewalks are damaged with weeds often rising out of the cracked pavement. Debris and trash commonly litter the sidewalk, making for an unpleasant walking experience. It comes as no surprise that, while 40% of trips are within East Oakland, residents only walk for 15% of trips.



SIDEWALK CONDITIONS¹⁴

26%
of sidewalks are damaged

50%
of crosswalks have no curb ramps





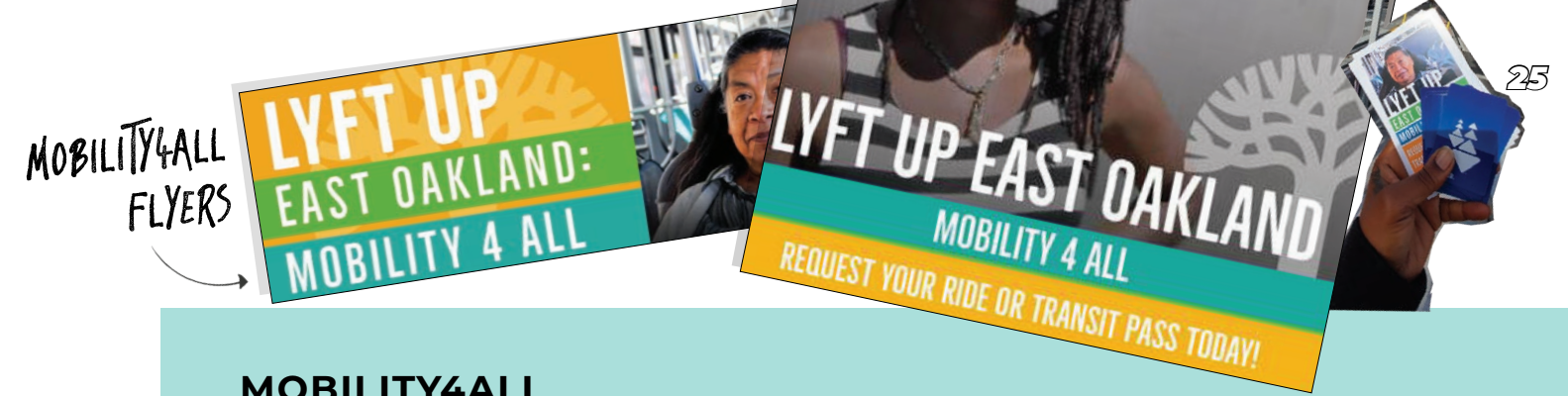
BIKING 1% of East Oaklanders bike to work compared to 3% of Oaklanders

» Although biking is not how most East Oaklanders get around, there is a strong biking culture among youth in the community, particularly through the Scraper Bike Team. Traditional bike planning and design has not resonated with community members in the past, signaling “green gentrification” or infrastructure designed for new, wealthier, and whiter residents. However, recent engagement efforts have resulted in new bicycle infrastructure that responds to how East Oaklanders want to bike. For example, the 90th Avenue median responds to youth who often do group rides and prefer to ride in the middle of the street to feel most visible.

MICROMOBILITY AND CAR SHARING

» Services offering shared fleets of vehicles have become popular throughout Oakland in the past several years, including micromobility and car sharing. Micromobility is a collective name for fleets of small, low-speed vehicles for personal transportation, which can be either human powered or electric.¹⁷ Car sharing and micromobility services, offered by companies like Gig Car Share, Lyft, Lime, and Spin, coordinate the majority of service through their mobile applications and charge a fee to help users start or complete a trip.

In East Oakland, micromobility and car share are not as prominent as in areas like Lake Merritt and Downtown. Given the imbalanced geographic distribution throughout the city, these services are not as accessible to East Oaklanders. In recent years, however, East Oakland-based advocates have built a rapport with shared mobility providers to use their platform to directly meet folks' needs locally.



MOBILITY4ALL

» TransForm is a non-profit organization that leads community-driven mobility programs through capacity building, strategic planning, and implementation with community partners rooted in East Oakland and Deep East Oakland. Mobility4All is a program developed in partnership between TransForm and East Oakland Collective that helps people use shared mobility in ways that are meaningful to them. The program allows participants to choose a discounted or free trip using shared mobility or public transit.¹⁸ The program prioritizes trips to the grocery store, health appointments, and social service appointments. Participants have also used the program to commute to work and other essential places for their well-being.

The overall partnership of programs that TransForm oversees is unique because it builds on a history of relationship instituting Mobility4All as more than a pilot. A large part of the relationship-building is that TransForm works with East Oakland community-based organizations in their own neighborhood to ensure their leadership and ownership are centralized. [Learn more about Mobitlity4all.](#)



LYFT electric bike



Bikeshare station with electric scooter share



Electric Vehicle in East Oakland



Electric Scooter Share in Oakland



Coliseum BART signage



4 TRANSPORTATION AFFORDABILITY



The cost of living in the Bay Area has reached an all-time high. Transportation costs introduce another burden that East Oaklanders must consider when taking a trip. Driving often feels like the only option for residents, but the price to drive is high. While transit may be the less expensive option overall, transit presents its own challenges.

Although the City of Oakland has a Parking Ticket Payment Plan that very low-income drivers (monthly disposable income of less than \$250) can apply for once, failure to make payment as agreed will result in the same consequences with or without the Payment Plan.



» **Cars are expensive, especially in East Oakland.** Compared to other wealthier neighborhoods in Oakland and cities in the Bay Area, auto insurance rates tend to be much higher. Excessive parking restrictions and ticketing in residential areas can also become an economic hardship, with typical parking fines ranging from \$58 to \$83. If an East Oaklander earns minimum wage, paying off a parking ticket means an extra 5-hour shift and less time with family. Failure to make payment will result in a registration hold, towing of the vehicle, action in Small Claims Court and/or reporting to a credit bureau.



Average cost of car insurance⁴
for **Montclair Resident**

\$2,200-\$2,400

Average cost of car insurance⁴
for **Walnut Creek Resident**

\$1,791 to \$2,000



Average cost of car insurance⁴
for **East Oaklanders** is

\$2,600-\$2,818

Because owning a car is so expensive, not everyone can afford it. There are only two cars for every three adults, so East Oaklanders have to get creative sharing cars with friends or family. While ride-sharing is appealing for point-to-point trips, it has a high price tag. Transit may seem like a more affordable option, but fares present more up-front expense than driving and taking transit is more costly in time. **AC Transit passes also cost about \$85 per month.**



UPFRONT TRANSIT COST ARE
OFTEN MORE EXPENSIVE
THAN DRIVING



While shared bike and scooter services could help East Oaklanders reach essential places in the neighborhood, financial barriers prevent residents from taking advantage. Most companies require a smartphone and credit or debit card to sign up and use the service, and the cost to use these modes can add up quickly. These barriers highlight the importance of programs like Mobility4All that provide discounted access to these services without a smartphone or ATM card.



street mural on Plymouth and 90th



5 STREET QUALITY



East Oakland has seen historic disinvestment over many decades. Current street conditions are a major reflection of this reality. Potholes and cracks plague most roads, leading to higher maintenance costs and dangerous environments to travel in.



"The trees along 73rd Ave do not look healthy. They need maintenance. Natural beauty can really bring out the best in people."

- (73RD AVE
SURVEY RESPONSE)

» **Almost three quarters of Oakland streets are in bad shape**, most of which are residential streets, resulting in unpleasant driving experiences and high vehicle maintenance costs for residents. The City's repaving policies over the last many years have focused on major streets instead of residential streets. It is now a major City effort to flip that policy directive and to fill potholes with new funds such as Measure KK. The City's 2019 Three-Year Paving Plan recently prioritized repaving local streets in East Oakland to improve neighborhood quality of life. In the first year of the Three-Year Paving Plan, the largest number of repaved miles (10.9 miles; or 32% of all repaving) were located in East Oakland.

While Oakland has recently changed its paving policies to prioritize paving residential streets and sidewalks, landscaping and drainage infrastructure in East Oakland is hard to come by and often in poor repair. This can make getting around East Oakland uncomfortable for many and extremely difficult for those with accessibility needs. Some parts of East Oakland do not have combined sewer overflow systems and are prone to sewage, flooding, drainage issues, which is a big problem for sanitation and accessibility.



Poor roadway conditions cost Oakland residents almost
+\$33.00 more per month in maintenance compared to the average U.S. driver.^{18,7}



BRT construction on E14th



elder struggling to walk around trash



bikers going down Holly St



pothole on 107th Ave



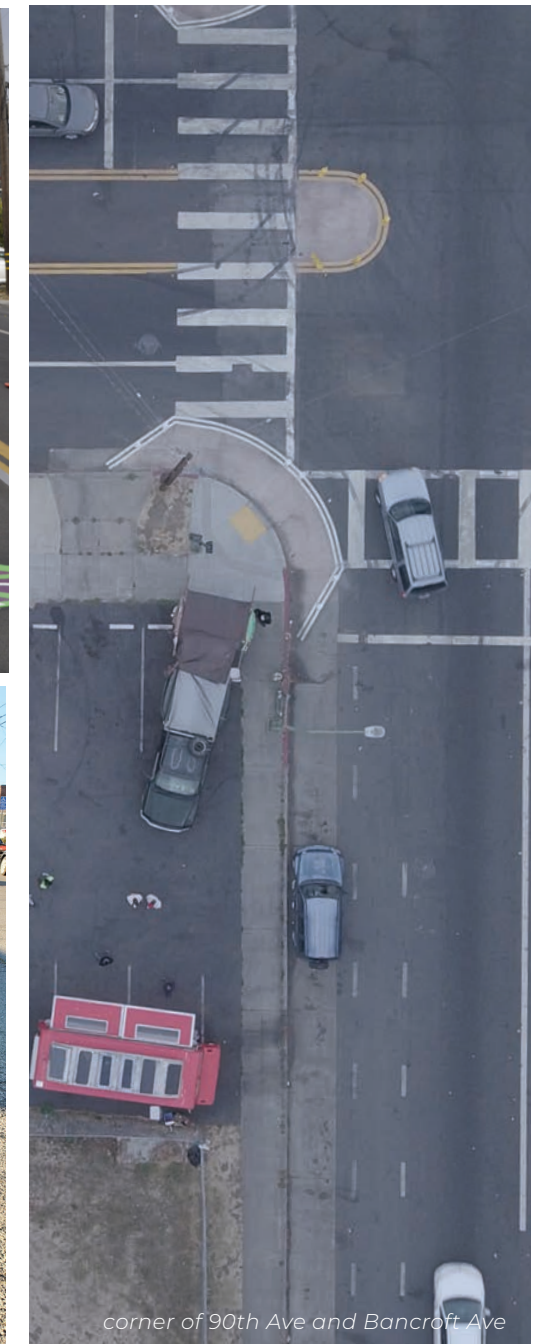
conditions on Bancroft Ave



Potholes on 107th Ave



painting of 90th ave scraper bike way



corner of 90th Ave and Bancroft Ave



unmaintained median on Bancroft Ave



Potholes on 100th Ave



waiting for the BART @ coliseum BART



6 SAFETY & WELL-BEING



Everyone needs to feel safe and secure to thrive. East Oaklanders often are not and do not feel safe, which negatively impacts their mental health and their ability to thrive. Many of these issues are structural and play out on Oakland's streets.

STREET SAFETY

» There is a need to provide community-driven safe transportation planning. Safety was one of the primary concerns residents shared through the engagement process. Between 2013 and 2017, 18 people were killed due to traffic violence and 151 people were severely injured. Residents cited a range of improvements that would make them feel safer on the streets, including protected bike lanes, ADA compliant sidewalks, traffic calming, more shade and seating at transit stops, and safe spaces for youth to skate or bicycle. Because perceptions of safety vary by community, the City is beginning to respond to community-specific safety concerns rather than following traditional street repaving and redesign practices.



BRT construction along E14th



"We need to reimagine public safety. We need community-led safety coalitions that focus on mental health and housing"

- Ms. BURTON (73RD AVE SURVEY RESPONSE)



IN EAST OAKLAND, FROM 2013-2017

7% OF 2,272

TRAFFIC COLLISIONS RESULTED IN A FATALITY OR SEVERE INJURY

18 PEOPLE WERE KILLED IN TRAFFIC VIOLENCE

151 PEOPLE SUFFERED LIFE-ALTERING INJURIES

POLICING

» Policing of Black men, women, and children in East Oakland is a barrier to safety, personal well being, and transportation. Residents of color often do not feel safe going about their daily lives and socializing or traveling in groups. Specific concerns heard include:

- Policing on transit and at transit stops
- Policing when walking and using City streets
- Implication of gang injunctions on how people travel--residents cannot congregate in groups of three, which induces threat on community youth and culture
- Criminalization of sideshows

In a 2017 Stanford University study¹⁹, researchers found that OPD officers speak with consistently less respect toward Black versus white community members. Such disparities in daily interactions between police and Black East Oaklanders have negative impacts on procedural justice and the building of trust. Between 2016 and 2018, 66% of Oakland PD stops in East Oakland were made for Black individuals, and traffic violations were the reason behind 76% of Black stops.

Creating environments that make East Oaklanders feel safe and secure means exploring alternative forms of enforcement and designing neighborhoods around safety. This vision includes utilizing community-driven forms of enforcement (e.g. community watch programs) with trusted community leaders and familiar faces, improving street lighting, and investing in night life to facilitate "eyes on the street".



"We need more community services and interventions that do not involve police for non-emergency situations."

- (73RD AVE SURVEY RESPONSE)

"The police need anti-racism training and need to be a part of and accountable to the community"

- ANONYMOUS



police station at Eastmont

"We need to reimagine public safety. We need community-led safety coalitions that focus on mental health and housing"

- MS. BURTON
(73RD AVE SURVEY RESPONSE)

MENTAL HEALTH/HEALING

» People of color in East Oakland have long dealt with historical inequities that continue to touch their daily lives. Many of these issues bleed into mobility concerns, including housing anxiety, stress over transit reliability, and fear of police. East Oaklanders want to see solutions to their immediate challenges and needs, but also seek spaces to heal their deep-rooted trauma. Because the City has rarely enabled East Oaklanders to take the helm before making a change in the neighborhood, new "improvements" tend to further entrench distrust for government initiatives. A large part of the healing process required to build trust with the community is to not only listen, but believe residents before taking action.

I have empathy for the elder community and those with disabilities. Those that don't drive, have to walk, be in a wheelchair, bike. It's (International Blvd.) especially not of access to those people.

- SILVIA GUZMAN
(EAST OAKLAND RESIDENT)

"We need a community advisory committee to hold the City planning departments accountable to the community they are planning for."

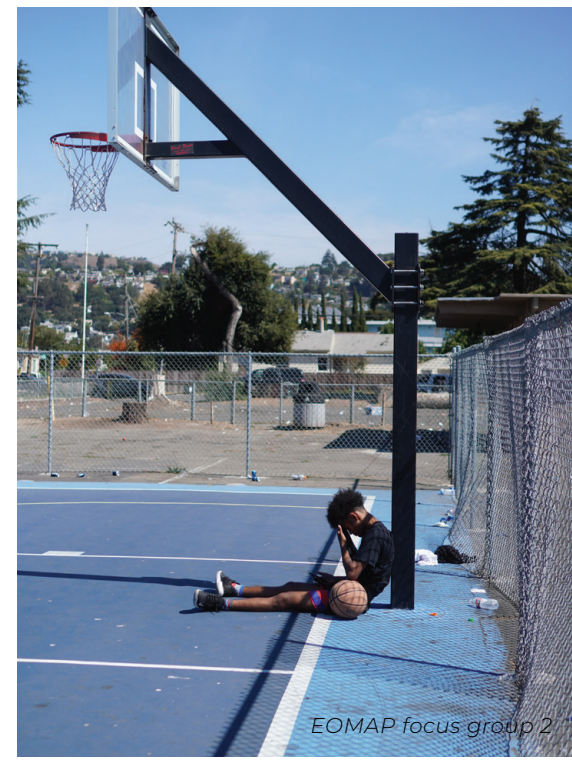
- (73RD AVE SURVEY RESPONSE)



Shamash of East Oakland Rising celebration



EOMAP focus group 2



EOMAP focus group 2



Akoma Market



Coliseum Swap Meet



East Oakland Rising



90th Ave Cleanup



Akoma Market



Coliseum BART



EOMAP focus group 1

5 YEAR ACTION PLAN

HOW WE DEVELOPED THE ACTIONS AND PROJECTS

The project team worked with our core community-based organizations to develop a list of actions and projects that directly reflect the East Oakland Mobility Principles and respond to existing mobility challenges and desires heard from the community. While many of the actions and projects would be led by OakDOT over the next five years, the mobility needs of East Oaklanders must be met through a collaboration across regional agencies and City departments.



ACTIONS



PROJECTS



FUNDING

DEPARTMENT KEY GENERAL	AC Transit	Alameda-Contra Costa Transit District
	ACPHD	Alameda County Public Health Department
	Alameda CTC	Alameda County Transportation Commission
	BAAQMD	Bay Area Air Quality Management District
	BART	Bay Area Rapid Transit
	CBOs	Community-Based Organizations
	MTC	Metropolitan Transportation Commission
	OPRF	Oakland Parks and Recreation Foundation

DEPARTMENT KEY CITY OF OAKLAND	DRE	Department of Race and Equity
	EWD	Economic and Workforce Development Department
	HCD	Housing & Community Development Department
	IT	Information Technology Department
	OakDOT	Department of Transportation
	OPD	Oakland Police Department
	PBD	Planning & Building Department
	OPL	Oakland Public Library
	OPRYD	Parks, Recreation, and Youth Development Department
	OPW	Oakland Public Works
	CAO	City Administrator's Office

ACTIONS

1. JUST PLANNING

City planners and engineers will center racial justice in the planning process and uplift historically underserved East Oaklanders, especially Black residents.



#	ACTION	LEAD	PARTNER(S)	TIMEFRAME
1.1	As part of understanding current conditions for projects, engage in race and income analysis at the neighborhood level.	OakDOT	DRE	Immediately
1.2	Implement City Council-adopted Reimagining Public Safety Task Force recommendations to advance racial equity in traffic enforcement.	CAO	OakDOT, OPD	Immediately
1.3	Train all staff on the history of racial injustice and culture in East Oakland and how that manifests today in arresting mobility, as well as training on cultural humility.	OakDOT	DRE	Immediately
1.4	Consider groundwater inundation and sea level rise when implementing new infrastructure, by incorporating drainage improvements and green stormwater infrastructure.	OPW	OakDOT	Ongoing
1.5	Learn from the BRT project impacts by including a robust and regular community feedback loop on all East Oakland projects during planning, construction, and operation.	OakDOT		Year 1
1.6	Adopt a strategy to hire and create an inclusive workplace for Black planners and other planners of color to lead and work on projects.	OakDOT	DRE	Year 1
1.7	Adopt a project displacement impact analysis process and implement harm prevention strategies before beginning future project construction.	OakDOT	EWD	Year 1-3
1.8	Given health and congestion impacts of truck movement on I-880, form a working group to seek funding to analyze impacts of truck weight restriction policy on I-580 and feasibility of removing this restriction.	Caltrans, OakDOT	City of San Leandro, City of Emeryville, City of Berkeley, City of Piedmont, BAAQMD, Alameda County, Alameda CTC	Year 1-3
1.9	Identify designated spaces for dancers and performers at Coliseum Station.	BART	OakDOT	Year 2-3
1.10	Identify opportunities for sanctioned sideshows or car shows off-street.	CBOs	City Administrator's Office; OPD	Year 2-3
1.11	Engage in a robust community engagement of racially and ethnically diverse East Oakland communities to explore renaming International Boulevard as East 14th Street, an economic hub	EWD, PBD, CBOs	OakDOT	Year 4-5

2. SELF-DETERMINATION AND TRANSFORMATIVE PARTNERSHIPS

Community members will be partners in the planning process and will be co-designers in shaping their neighborhoods.



#	ACTION	LEAD	PARTNER(S)	TIMEFRAME
2.1	Develop partnerships and contracts with marginalized populations that include structures and processes of equitable decision-making and resource distribution.	OakDOT		Ongoing
2.2	Use community-based programs like Mobility4All as a model on how to build capacity with CBOs and to learn strategies to administer program services.	OakDOT	CBOs	Ongoing
2.3	Strengthen OakDOT staff partnerships and communication with Council members and Neighborhood Service Coordinators to identify opportunities to implement community priorities.	OakDOT	Oakland City Councilmembers	Year 1
2.4	Support the continuation of the East Oakland Community Advisory Group (CAG) that has formal powers to review all proposed plans and projects in the early stages of the development process with City staff and identify funding for ongoing stipends for members.	OakDOT	PBD, HCD, CBOs	Year 1
2.5	Adhere to the DRE Inclusive Engagement Plan and OakDOT's Equitable Engagement Guidelines.	OakDOT	DRE	Year 1
2.6	Hire consultant/CBO planning teams for projects in East Oakland that reflect the communities of East Oakland.	OakDOT		Year 1-3
2.7	Track and improve equity outcomes of contracting opportunities.	OakDOT, OPW, CAO	DRE	Year 2-3
2.8	Co-create a partnership pledge beyond the standard OakDOT contract.	OakDOT		Year 2-3
2.9	Share decision making power with the CAG for every project or program located in East Oakland.	OakDOT		Year 2-3
2.10	Center restorative justice in the transportation planning process to acknowledge harms from past transportation investments and to guide new investment.	OakDOT		Year 4-5
2.11	Look for opportunities to incorporate new technology in transportation infrastructure that facilitates broader internet access.	OakDOT, PBD, IT	BART, AC Transit	Year 4-5

3. FREEDOM OF MOVEMENT

East Oaklanders will travel whenever and wherever they want comfortably, efficiently, safely, and affordably.



#	ACTION	LEAD	PARTNER(S)	TIMEFRAME
3.1	Work with the Safe Oakland Streets team to identify programming opportunities for traffic safety in East Oakland.	OakDOT		Ongoing
3.2	Distribute information about the Clipper START program offering transit discounts to low-income riders.	OakDOT	HCD	Year 1
3.3	Consult with ADA program staff for each East Oakland project to design projects that are ADA accessible.	OakDOT		Year 1
3.4	Work with transit agencies to employ a locally hired safety team for transit stops and operations.	AC Transit, BART		Year 1
3.5	Prioritize future bus shelters at stops on high-frequency routes in East Oakland.	OakDOT, AC Transit	CBOs, Shared Mobility Companies	Year 1
3.6	Work with private mobility operators to expand car sharing and micromobility services in East Oakland.	OakDOT	CBOs	Year 1
3.7	Establish an EV Education and work with community members to locate EV charging stations in East Oakland to facilitate an EV Car Sharing Program.	OakDOT	CBOs	Year 1
3.8	Provide technical assistance to East Oakland organizations that want to bulk-purchase AC Transit EZ Passes for employees or members.	OakDOT, AC Transit		Year 1
3.9	Work with Community to locate EV charging stations in East Oakland	OakDOT		Year 2-3
3.10	Support community-led mobility sharing programs.	CBOs, OakDOT		Year 2-3
3.11	Incorporate pedestrian-scale lighting in East Oakland projects where currently lacking.	OakDOT		Year 2-3
3.12	Establish a Wayfinding Program.	OakDOT	MTC	Year 2-3
3.13	Partner with CBOs to establish a Street Ambassador Program.	OakDOT	CBOs	Year 2-3
3.14	Establish a safety evaluation process for transportation improvements.	OakDOT		Year 2-3
3.15	Establish Program for roller skating and skateboarding activities and education.	OPRYD	CBOs, Black Cultural Zone	Year 4-5
3.16	Expand and support continuation of the Youth Bike Services pilot.	Higher Ground, Scraper Bike Team	OPL	Year 4-5
3.17	Implement recommendations from the Clean Mobility Options to MLK Shoreline project.	OakDOT	Library	Year 4-5
3.18	Build projects presented in this plan (see following section).	OakDOT		Year 4-5

4. POWER IN PLACE

As changes occur in the right-of-way, East Oakland community members will feel secure in the preservation of their housing, businesses, and culture and be able to benefit from those changes and thrive.



#	ACTION	LEAD	PARTNER(S)	TIMEFRAME
4.1	Create and adopt a process of demonstrating how new projects and programs respond to community needs and receive CAG approval before project implementation.	OakDOT		Year 1
4.2	Evaluate how completed East Oakland projects respond to community needs and report findings.	OakDOT	CBOs	Year 1
4.3	Coordinate with the Department of Housing and Community Development (HCD) Engagement Team to distribute resources from the Housing Resource Center to East Oaklanders during community engagement.	OakDOT	HCD	Year 1
4.4	Support 100% Affordable Housing for East Oakland residents, especially at transit-oriented developments (TOD).	OakDOT, HCD, PBD, BART		Year 1
4.5	Support HCD's Strategic Action Plan recommendations to produce new affordable housing, preserve existing affordable housing, and prevent displacement and homelessness.	OakDOT, HCD		Year 2-3
4.6	Work with the Black Cultural Zone to establish a new Business Improvement District.	EWD, Black Cultural Zone		Year 2-3
4.7	Revisit small business development and mobile vending permit program to incorporate equitable outcomes.	City Administrator, EWD, ACPHD	OPRYD, OPRF, PBD	Year 4-5
4.8	Support advocacy for bank reparations to redress foreclosures and current redlining.	EWD	OakDOT	Year 4-5
4.9	Study the creation of a neighborhood preference policy aimed at keeping East Oaklanders in East Oakland.	HCD, Planning & Building		Year 4-5

PROJECTS

#	PROJECT	DESCRIPTION	PROJECT TYPE	PREVIOUS PLAN	LEAD	5-YEAR GOAL
1	MLK Shoreline to Coliseum BART Connector	Oakport Street to San Leandro Street (Coliseum BART)	Multimodal Project	Bike Plan, Coliseum Area Specific Plan	BAQMD; Partners: OakDOT, Caltrans	Identify and secure funding for design and construction
2	73rd Avenue/ Hegenberger Rd Improvements	Coliseum BART to MacArthur Boulevard	Multimodal Project	Bike Plan (Priority Route)	OakDOT	Finish design and secure funding for construction
3	Bancroft Avenue Median Path	73rd Ave to 106th Ave	Multimodal Project	Bike Plan (Priority Route)	OakDOT	Secure funding for design and construction
4	East Bay Greenway/San Leandro Street Protected Bikeway	35th Ave to 75th Ave, 85th Ave to Stone St	Multimodal Project	Bike Plan (Priority Route)	OakDOT	Identify and secure funding and construct segments
5	San Leandro Creek Trail	Hegenberger Rd to 105th Ave	Multimodal Project	Bike Plan (Priority Route)	OakDOT/ EBRPD	Construct
6a	81st Avenue Bike Boulevard	San Leandro Street to Bancroft Ave	Bike Project	Bike Plan (Priority Route)	OakDOT	Finish design and construct
6b	85th Avenue Bike Boulevard	Edes Ave to Bancroft Ave	Bike Project	Bike Plan (Priority Route)	OakDOT	Finish design and construct
6c	Arthur Street/Plymouth Street Bike Boulevard	Havenscourt Blvd to 104th Ave	Bike Project	Bike Plan (Priority Route)	OakDOT	Finish design and construct
6d	D Street Bike Boulevard	82nd Ave to 92nd Ave	Bike Project	Bike Plan (Priority Route)	OakDOT	Finish design and construct
7	Edes Avenue Bike Facility	Hegenberger Rd to to 98th Ave	Bike Project	Bike Plan (Priority Route)	OakDOT	Identify funding for design and construction
8	105th Avenue decommissioned railroad track removal and repaving	San Leandro St to International Blvd	Repaving		OakDOT	Finalize repaving plan and coordinate with Union Pacific
9	San Leandro Street repaving along railroad tracks	Seminary Ave to South City Limit	Repaving		OakDOT	Secure funding for repaving
10	Columbia Gardens Green Street	Green street/flood ground water adaptation and resiliency project, Tunis Rd and Sextus Rd between Empire Rd and Coral Rd	Streetscape Improvements	EONI	OakDOT, OPW	Secure funding for design and construction
11	E Street/Gould Street Vegetative Buffer	Between 98th Ave and Stonehurst Park	Streetscape	EONI	OakDOT; OPW	Secure funding for design and construction
12	International Boulevard BRT crossing safety improvements	Seminary Ave to South Oakland border	Crossing Safety		OakDOT	Secure funding for design and construction
13	90th Avenue Scraperbike crossing improvements	International Blvd and Bancroft Ave	Crossing Safety		OakDOT	Secure funding for design and construction
14	BRT Parking & Loading Study	Seminary Ave to South Oakland border	Study		OakDOT	Complete study
15	Arroyo Viejo Park Improvements	Create a plan to upgrade the Center at Arroyo Viejo Park. Provide open space and furniture for multigenerational activities. Reimagine functionality and green space. Replace unused baseball fields	Study		OPRYD	Complete study

#	PROJECT	DESCRIPTION	PROJECT TYPE	PREVIOUS PLAN	LEAD	5-YEAR GOAL
16	Columbia Gardens Improvements	Rebuild the Center. Consider expanding job resources and youth programming	Parks & Recreation		OPRYD	Secure Funding
17	Liberation Park	Build affordable housing.	Affordable Housing		PBD, EWD	Identify and apply for grant funding for planning and design.
18	MLK Regional Shoreline Recreation Improvements*	Provide culturally relevant recreation	Parks & Recreation		EBRP	Identify and apply for grant funding for planning and design.
19	Verdesse Carter Park Improvements	Provide neighborhood serving recreation center; improve park safety and access; provide multi-generational programming	Parks & Recreation		OPRYD	Pursue Funding
20	East Oakland Lighting Study	International Blvd and Bancroft Ave	Study		OakDOT	Identify and secure funding
21	Roller Skating Rink	Identify location between Seminary Ave to South Oakland border	Study		OPRYD	Complete Study

EAST OAKLAND PROJECTS

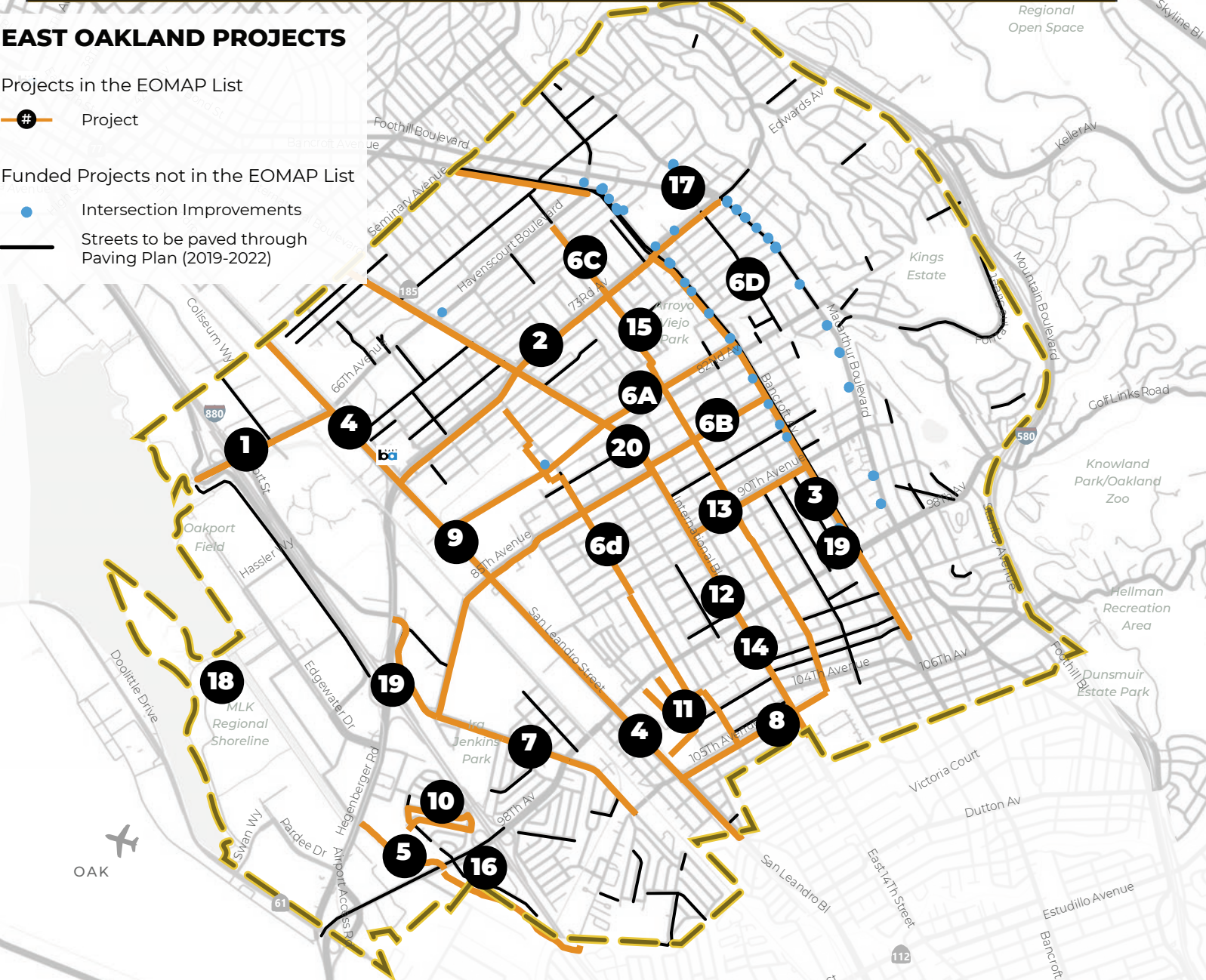
Projects in the EOMAP List

Project

Funded Projects not in the EOMAP List

Intersection Improvements

Streets to be paved through Paving Plan (2019-2022)



*Projects require further discussion with lead and/or partner group and are in draft form.

FUNDING

In order to implement the programs and projects recommended in this Plan, the lead departments or organizations may pursue the following funding opportunities:

STATE FUNDS

Active Transportation Program (ATP), Caltrans

About: ATP funds projects that increase and promote the use of active transportation, including walking and biking, particularly in historically underserved communities.
Who can apply: City of Oakland, Alameda County, MTC, and other public agencies
Funding cycle: Every two years, next funding cycle in 2023

Urban Greening Grant, CA Natural Resources Agency/CA Air Resources Board (CARB)

About: Eligible urban greening projects will reduce GHG emissions and provide multiple additional benefits, including a decrease in air and water pollution or a reduction in the consumption of natural resources and energy. Projects are expected to convert existing built environment into green space that uses natural and green infrastructure approaches to create sustainable and vibrant communities.
Who can apply: City of Oakland, Alameda County, Non-profit organizations
Funding cycle: Available funding varies per year, next cycle estimated to occur in 2022

Sustainable Transportation Equity Project Grant, CARB

About: Eligible projects address community residents' transportation needs, increase access to key destinations, and reduce greenhouse gas emissions by funding planning, clean transportation, and supporting projects.
Who can apply: City of Oakland, Alameda County, MTC, public agencies, CBOs
Funding cycle: Every two years, next cycle estimated to occur in 2022

Transformative Climate Communities (TCC), CARB

About: The TCC Program funds community-led development and infrastructure projects that achieve major environmental, health, and economic benefits in California's most disadvantaged communities.
Who can apply: City of Oakland
Funding cycle: Cycles are dependent on available funding, next funding cycle not yet announced but is estimated to occur in 2022

Highway Safety Improvement Program (HSIP) Grants, Caltrans

About: HSIP focuses on infrastructure projects with nationally recognized crash reduction factors (CRFs). Local HSIP projects must be identified on the basis of crash experience, crash potential, crash rate, or other data-supported means.
Who can apply: City of Oakland, Alameda County
Funding cycle: Cycles vary between 1-2 years, next funding cycle not yet announced but estimated to occur in 2023

Office of Traffic Safety (OTS) Grant Program, OTS

About: Program application should relate to one of the priority program areas, such as Distracted Driving and Pedestrian and Bicycle Safety, and be supported by local crash data that demonstrates a need for funding.
Who can apply: Public agencies, public agency sponsored non-profit organizations
Funding cycle: Every year, next application is due at the end of January 2022

FEDERAL FUNDS

RAISE Grants, U.S. Department of Transportation

About: Funding for surface transportation capital projects, planning projects (related to planning, preparation, design) like environmental analysis, feasibility studies, pre-construction activities.
Who can apply: Caltrans, City of Oakland, MTC, and other public agencies
Funding cycle: Every year, next application is due 2022..

REGIONAL FUNDS

Transportation Funds for Clean Air, Bay Area Air Quality Management District

About: Eligible projects reduce on-road motor vehicle emissions and must achieve surplus emission reductions (reductions that are beyond what is required through regulations, contracts, and other legally binding obligations). Project types may include: Bicycle projects, Ridesharing services, Bike share, Infrastructure Improvements for Trip Reduction, and Shuttle/feeder bus service.
Who can apply: Public agencies, non-public entities (only awarded for certain clean air vehicle projects)
Funding cycle: By fiscal year (FY), first-come first-serve basis until all funds have been spent. Next round to occur in FY 2022-23.

One Bay Area Grant, MTC

About: Funds to maintain MTC's commitments to regional transportation priorities while also advancing the Bay Area's land-use and housing goals, including street maintenance, streetscape, bike/pedestrian improvements, transportation planning, and Safe Routes to School.
Who can apply: City of Oakland, Alameda County
Funding cycle: Every 5 fiscal years (FY), next cycle is estimated to occur in FY 2022-23.

Comprehensive Investment Plan (CIP), Alameda CTC

About: The CIP facilitates strategic programming and allocation of all fund sources under Alameda CTC's programming responsibilities. Projects must demonstrate a public benefit towards building and maintaining the transportation infrastructure in Alameda County. For bicycle and/or pedestrian funding eligible infrastructure improvements include new facilities, gap closure, and safety improvements. Plans and studies are also eligible, such as bicycle and pedestrian master plan updates.
Who can apply: City of Oakland, County of Alameda, Transit Agencies, and other public agencies. For programs serving seniors and people with disabilities, certain non-profit organizations may also be eligible.
Funding cycle: Every 2 years typically, next cycle is estimated to occur in 2022.

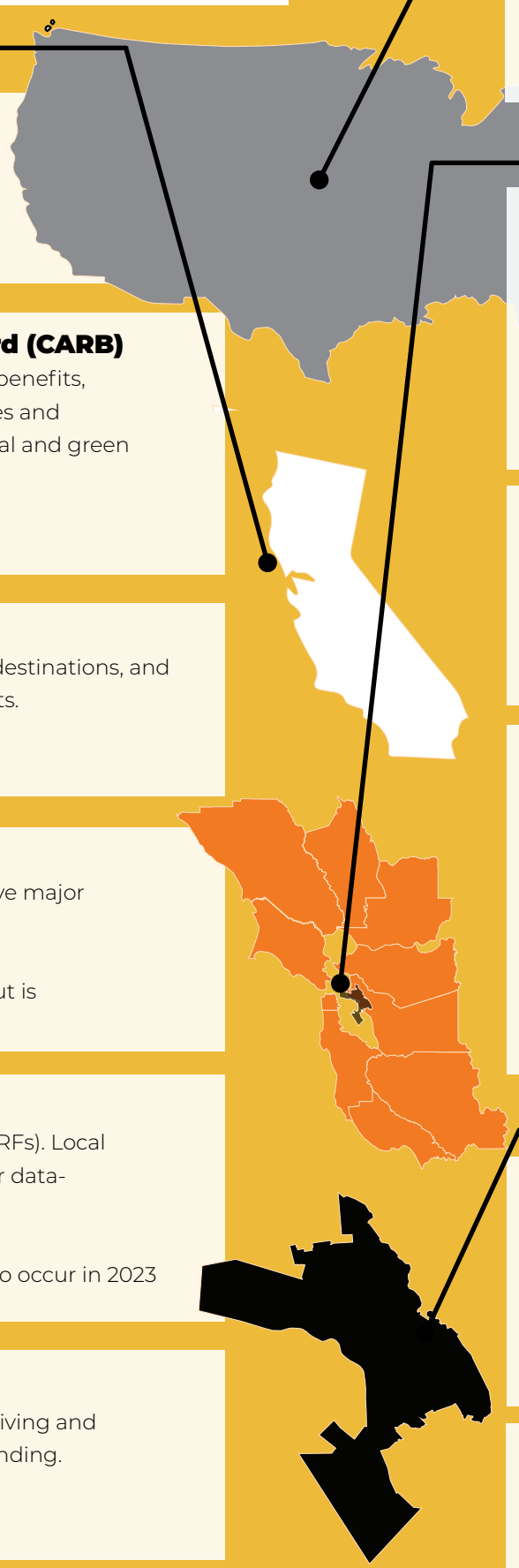
COMMUNITY-FOCUSED FUNDS

So Love Can Win Fund, Akonadi Foundation

About: So Love Can Win Fund provides general support grants of \$10,000 to Oakland's organizers, storytellers, culture bearers, and healers who seek to ignite and implement a radical collective vision of freedom and racial justice.
Who can apply: Organization, group, formation, or collective based in Oakland, led by black, indigenous, and other people of color (BIPOC) and demonstrate history of work with BIPOC people in Oakland, Have 501(c)(3) status.
Funding cycle: Two rounds every year, next round is due September 2021.

Safe Routes to Parks Activating Communities, Safe Routes Partnership

About: Develop and initiate action plans to increase safe and equitable access to parks and green space in their communities.
Who can apply: Community-based organizations
Funding cycle: Every year, next application due 2022.



EXISTING STATE OF MOBILITY

CITATIONS/ FOOTNOTES

EAST OAKLAND BY THE NUMBERS

Income / How People Get Around / How People Get to Work:

⁴ Census ACS, 2017;

Police Stops

⁵ OPD Racial Impact Data, 2016-2018 (OPD Stop data pulled for beats covering East Oakland)

Transportation Costs

⁶ Baldassari, Erin. East Bay Times. "Low-income or black? You may be paying more for auto insurance in the Bay Area" (<https://www.eastbaytimes.com/2018/03/08/low-income-or-black-you-may-be-more-for-auto-insurance-in-the-bay-area/>)

⁷ Moretti, Rocky and Bonifas Kelly, Carolyn. TRIP. "Bumpy Roads Ahead: America's Roughest Rides and Strategies to Make Our Roads Smoother" <https://tripnet.org/reports/bumpy-roads-ahead-americas-roughest-rides-and-strategies-to-make-our-roads-smooth/>

Collisions:

⁸ SWITRS TIMS, 2013-2017; Fehr & Peers, 2020

How People Get to Coliseum BART:

⁹ BART Mode Share of Access Data, 2015

Transit / Bus Shelters:

¹⁰ AC Transit, 2019

Cars : People:

¹¹ Census Bureau, American Community Survey, 2017

Auto Trips:

¹² Streetlight Location-based Data, 2018

Street Conditions:

¹³ City of Oakland, 2019

Sidewalk Conditions :

¹⁴ Oakland Pedestrian Plan, 2017

Goods Movement :

¹⁵ City of Oakland, 2019 and Fehr & Peers, 2020

CONTEXT

¹ Map of redlining in East Oakland: https://joshbegley.com/redlining/maps/Oakland_Berkeley-hi.jpg

² Demographics / Population
Census Bureau, American Community Survey, ²⁰¹⁷

³ Street Miles / Area
Fehr & Peers, ²⁰²⁰

EXISTING STATE OF MOBILITY

¹⁶ AC Transit, 2018, http://www.actransit.org/wp-content/uploads/board_memos/1_17-268%202017%20Ridership%20and%20Route%20Performance%20Web.pdf

¹⁷ <https://sharedusemobilitycenter.org/what-is-shared-mobility>

¹⁸ This statistic includes the greater Bay Area and San Francisco region.

¹⁹ Voigt et al. (2017) "Language from police body camera footage shows racial disparities in officer respect", PNAS, <https://cao-94612.s3.amazonaws.com/documents/oak064269.pdf>

APPENDIX

East Oakland Network Maps

A1

East Oakland Displacement Status and Impacts from the BRT Project Summary

A2



EOMAP Focus Group 1



EOMAP @ Akoma Market



Coliseum Flea Market



EOMAP Focus Group 1



EOMAP @ 73rd Ave Activation

