



# WEST OAKLAND SPECIFIC PLAN Final Plan

## 5. Circulation

- 5.1 Complete Streets
- 5.2 Enhancing Transit

June 2014





## 5: Circulation

### IMPROVEMENTS TO THE PUBLIC CIRCULATION SYSTEM

The extent of new growth and development envisioned under the West Oakland Specific Plan will need to be supported by improvements to the underlying public transportation system, as well as the public infrastructure improvements identified in Chapter 6. With an anticipated expanding population and employment base, there is a reciprocal need to address public rights-of-way in a manner that serves all users and modes of travel and enhance the transportation and transit systems.

All of these necessary improvements may prove too expensive to implement in the short-term, relative to the availability of current public financial resources, especially now in the post-Redevelopment era. Furthermore, the first wave of new private development pursuant to this Plan could consider the added costs of public infrastructure improvements as cause to reconsider locating to West Oakland, and instead choose another area fully equipped with necessary backbone public infrastructure improvements. Therefore, a joint public/private financing approach will be needed, with an emphasis on outside sources of grants, low cost loans and other creative finance strategies. Such an approach may be slow to take shape and will require diligent pursuit of all available funding strategies.

The transportation system necessary to support new growth and development includes:

- Utilizing a “Complete Streets” approach for transportation projects in West Oakland in order to make the street network better and safer for drivers, transit users, pedestrians and bicyclists, and to enable safe access for all users regardless of age, ability, or mode of transportation.
- Enhancing public transit and its connections to, from and through West Oakland with improved bus service, streetcars, light rail and/or shuttle service, and linking housing and jobs in West Oakland to the West Oakland BART Station, commercial activity at the Emeryville/Oakland city limit line, the MacArthur BART station, downtown Oakland, Jack London Square, and the former Oakland Army Base.

One of the keys to realizing the full development potential of West Oakland is to ensure that existing and new residents have full access to a safe, convenient and efficient transportation system that provides them with direct routes between home, work, shopping, and recreational locations. That same system must provide existing and new employees the same full access to transit routes that connect their homes to job opportunities in West Oakland. A transit goal of this Plan is to provide better connections between important local activity nodes and the regional BART system; this can be accomplished by creating an

enhanced transportation loop that interconnects West Oakland to other central BART stations in the system (the West Oakland, MacArthur, and 12th & 19th Street Downtown Oakland stations), as well as to the major new employment center at the former Oakland Army Base, downtown Oakland, Emeryville, the East Bay regional medical center (“Pill Hill”), and to Jack London Square (which is also served with both ferry and Amtrak service). Defined as ‘the O’, this transit proposal is a key element of the Specific Plan and is described and illustrated later in this chapter.

## 5.1: Complete Streets

*“Complete Streets are streets for everyone. They are designed and operated to enable safe access for all users. Pedestrians, bicyclists, motorists, and public transportation users of all ages and abilities are able to safely move along and across a complete street. Complete Streets make it easy to cross the street, walk to shops, and bicycle to work. They allow buses to run on time and make it safe for people to walk to and from train stations.”*

National Complete Street Coalition

### Oakland’s Complete Streets Policy and Ordinance

“Complete Streets” describes a comprehensive, integrated transportation network, with roadways designed and operated to enable safe, attractive, and comfortable access and travel for all users - including: pedestrians, bicyclists, persons with disabilities, seniors, children, motorists, movers of commercial goods, operators of public transportation, public transportation users of all abilities, and emergency responders.

In February 2013, the Oakland City Council unanimously approved a Complete Streets policy to ensure that Oakland streets provide safe and convenient travel options for all users. The Council also adopted ordinances amending the Oakland Municipal Code to clarify and update street design standards; to establish responsibilities for development, implementation and monitoring of Complete Street system design and construction standards; and to enforce the standards uniformly.

The purpose of Oakland’s new policy and ordinances is to establish the City’s intent to implement Complete Streets serving all users and modes so as to uniformly regulate the design, construction, operation, and maintenance of the street system. The City of Oakland intends to use Complete Streets to provide safe, comfortable, and convenient

travel along and across streets through a comprehensive, integrated transportation network that serves all categories of users.

### EXISTING TRANSPORTATION NETWORK

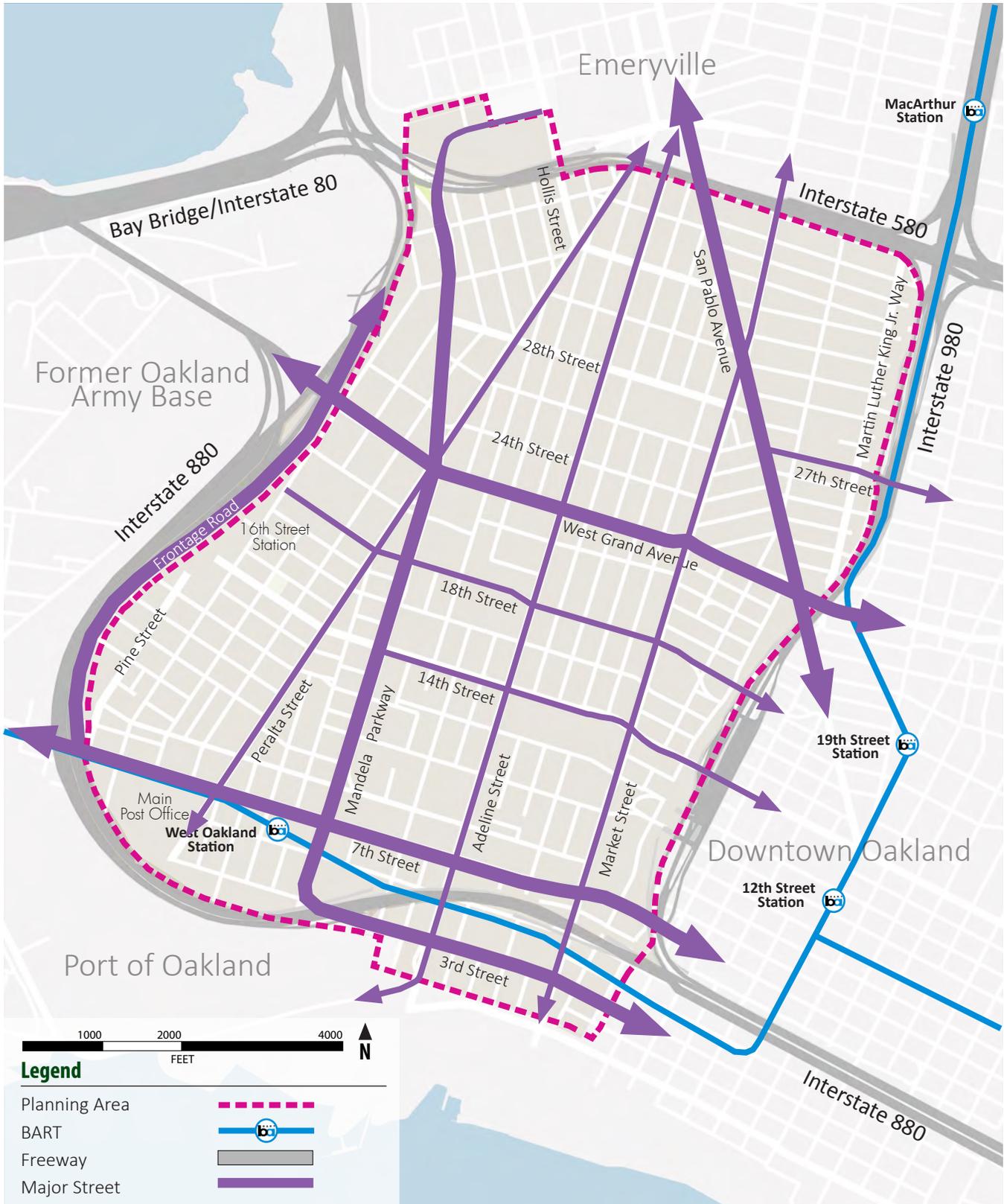
As illustrated in **Figure 5.1.1**, West Oakland is serviced by an extensive network of freeways, major arterials, railroad tracks, pedestrian and bicycle systems and truck routes.

#### Freeway System

West Oakland is located at the hub of the Bay Area freeway system that also serves the northwest area of Oakland including I-80, I-580, I-880, I-980 and SR-24.

- **I-80** is a major transcontinental freeway spanning between California and New Jersey. In the Bay Area, it serves San Francisco and East Bay destinations in Alameda, Contra Costa and Solano Counties. I-80 is connected to West Oakland by freeway ramps that terminate at the West Grand Avenue/I-880 Frontage Road intersection. I-80 currently carries approximately 242,000 vehicles daily.
- **I-580** is a major east-west freeway connecting the Bay Area and the Central Valley. From West Oakland, it extends northwest to US 101 in Marin County, and extends southeast to Interstate 5 in San Joaquin County. Access to/from West Oakland is provided via the West Grand Avenue / I-80 ramps, West Street/San Pablo Avenue ramps, and I-980. The City of Oakland has placed a heavy truck restriction on I-580 between Grand and 106th Avenues. I-580 currently carries approximately 118,000 vehicles daily past West Oakland.

Fig. 5.1.1: Existing Transportation Network



- I-880 serves west Alameda County and Santa Clara County connecting I-80 in Oakland to I-280 in San Jose. Access to and from West Oakland is provided by ramps at 5th, 6th and 7th Streets. I-880 connects to west I-80 at the Bay Bridge Toll Plaza. Interchange ramps connect I-880 to Union, Adeline, and Market streets, and a connection to I-80 east is provided at the north end of Frontage Road. I-880 currently carries approximately 123,000 vehicles daily west of 7th Street.
- I-980 runs between I-580 and I-880 to the immediate east of West Oakland. North of I-580, it continues as State Route 24 to Contra Costa County via Caldecott Tunnel. I-980 currently carries approximately 113,000 vehicles daily just south of I-580.

### Local Roads

West Oakland is also generally well-served by local roadways. West Oakland has many connections to Downtown Oakland via numerous streets that serve autos and AC Transit buses. There are also many street connections between West Oakland and Emeryville, including the Mandela Parkway extension completed in 2005. Transportation connections to Jack London Square include the 5th and 6th Street one-way street pair along I-880, and the connection of Mandela Parkway to 3rd Street.

Major local roads, or arterials, in West Oakland include:

- 7th Street is a four-lane east-west street. It serves local and cross-town traffic for project area traffic and also provides freeway access to I-880 south.
- West Grand Avenue provides access to I-80 to/from West Oakland. It spans between the I-80 junction and Maritime Street, and Broadway in downtown Oakland. West Grand Avenue has two travel lanes in each direction, with the exception of the segment between Mandela Parkway and Market Street which has three lanes per direction.

- Frontage Road extends between West Grand Avenue and 7th Street along I-880 and serves as the western boundary of West Oakland. The four-lane, north-south street provides access from West Oakland to/from I-80 and I-880, and to the adjacent Port of Oakland.
- Mandela Parkway spans between 3rd Street and Hollis Street providing West Oakland with access to Emeryville to the north. It has two travel lanes in each direction between 7th Street and Hollis Street, and one lane per direction south of 7th Street. Between 8th and 32nd Streets, a landscaped linear park serves as a wide median island along Mandela Parkway.
- Adeline Street extends from Shattuck Avenue in Berkeley south through Emeryville and the middle of West Oakland to continue as Middle Harbor Road south of 3rd Street. Throughout West Oakland it has two travel lanes per direction.
- Market Street is a north-south roadway that spans between Alcatraz Avenue in Berkeley and just south of 1st Street in the Port of Oakland. A landscaped median is provided south of 19th Street, and a painted median is provided along most of the segment north of Mead Avenue.
- San Pablo Avenue, also known as State Route 123, begins in downtown Oakland and runs diagonal to Oakland's north-south streets, connecting through Emeryville, Berkeley, Albany, El Cerrito, San Pablo and Pinole. Before construction of the I-80 freeway, San Pablo Avenue served as the main thoroughfare along the east side of the Bay.

### Port Connections

The Union Pacific railroad tracks, I-880 and the I-880 frontage road present a barrier between West Oakland and the Port of Oakland. The only connections to the Port from the Plan Area are along West Grand Avenue, 7th Street, and Adeline Street to Middle Harbor Road.

## Pedestrian and Bicycle System

There is a strong interest within the West Oakland community in improving facilities for walking, bicycling and transit service, relocating truck services to the Oakland Army Base, and reducing truck parking in West Oakland. These interests stem from the existing constraints on the transportation system in and around West Oakland. Many of the streets in West Oakland were designed primarily to support industrial uses, and are under-developed for pedestrians, bicyclists, and transit service. The *West Oakland Infrastructure Report* (see Chapter 4 of this Plan) describes the numerous rail spurs that once served industries but are no longer needed to serve businesses in the area. These rail lines have declined into a state of disrepair and currently present obstacles to bicycle and pedestrian mobility, particularly for disabled individuals.

Pedestrian connections between West Oakland and Downtown, Jack London Square, Emeryville, and the parks at the Port of Oakland are of limited quality and are challenging for safe and comfortable pedestrian use. Also, sidewalks are non-existent and/or too narrow in many West Oakland areas, lighting is less than desirable, and many travel ways are not accessible for the disabled. Additionally, connections to some community facilities are compromised.

### Designated Pedestrian Routes

The City of Oakland's Pedestrian Master Plan, adopted in 2002 (see **Figure 5.1.2**) designates streets throughout the City based on their function and design, as defined below.

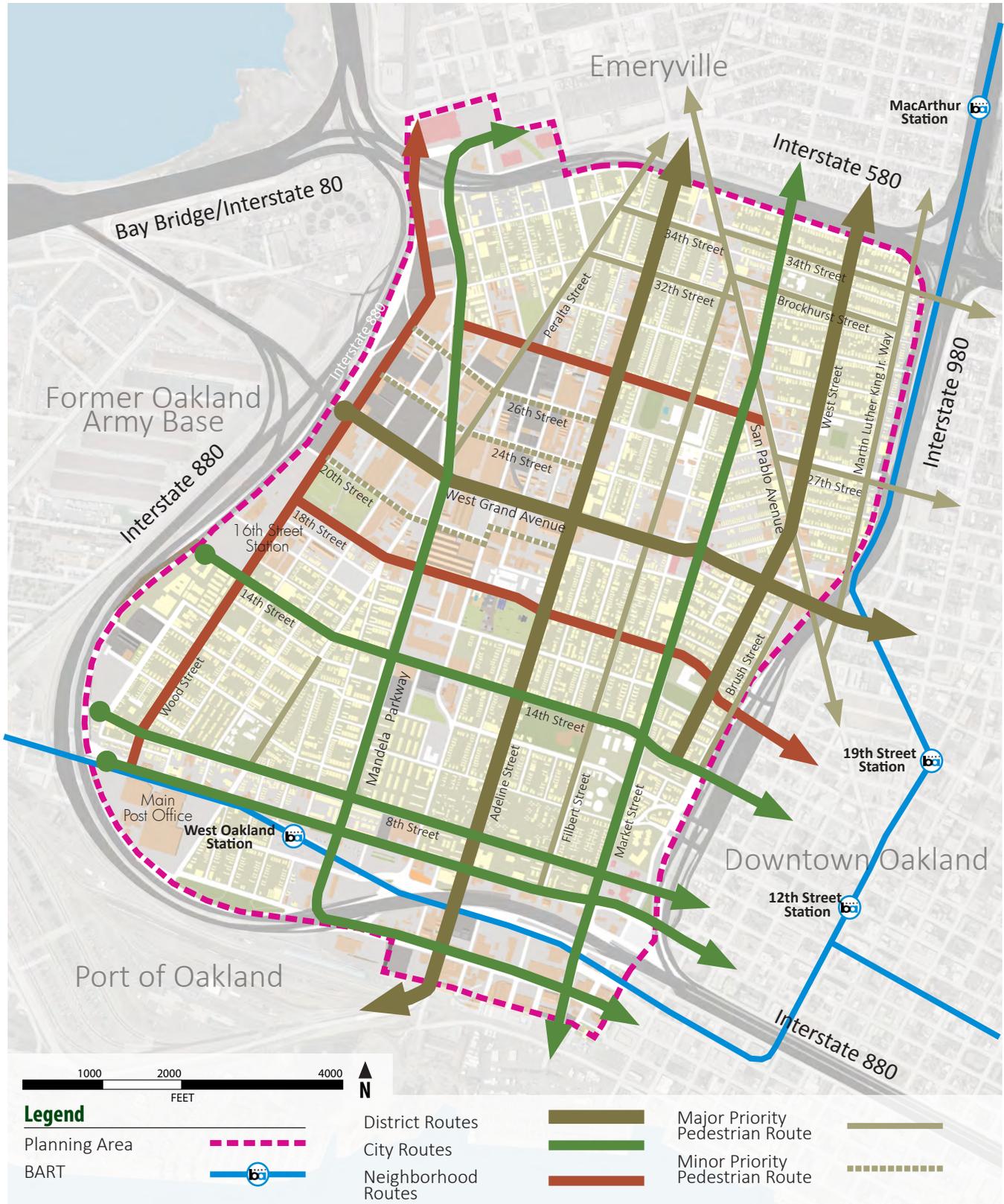
- **City Routes:** City routes designate streets that are destinations in themselves – places to live, work, shop, socialize and travel. They provide the most direct connections between walking and transit and connect multiple districts in the City. In West Oakland, the designated City routes are Mandela Parkway, Market Street, 7th, 8th, and 14th Streets.
- **District Routes:** Adeline Street and West Street are designated as District Routes.

District routes have a more local function as the location of schools, community centers, and smaller scale shopping. They are often located within a single district and help to define the character of that district.

- **Neighborhood Routes:** Wood Street, Campbell Street and 14th (between Wood Street and Campbell Street), 18th, and 28th Streets are designated as Neighborhood Routes which are local streets that connect schools, parks, recreational centers, and libraries. They are places for people to meet and they provide the basis for neighborhood life. They are used for walking to school, walking for exercise, and safe walking at night."
- **Pedestrian Routes:** Numerous streets in West Oakland are designated as Pedestrian Routes. These Pedestrian Routes have been established as having high importance to the community and should not be interpreted to imply that other routes should not be improved to adequately serve pedestrians.

There are many limitations in the pedestrians system. For example, pedestrian access along West Grand Avenue west of Mandela Parkway is limited to a single 5-foot sidewalk extending across the elevated bridge structure. Also, the flat terrain in West Oakland combined with inadequate drainage facilities and deferred maintenance has resulted in deterioration of pavement quality, which can pose significant obstacles for pedestrians and bicyclists.

Fig. 5.1.2: Designated Pedestrian Routes



### *Bicycle Facilities*

**Figure 5.1.3** illustrates constructed and planned bicycle facilities in West Oakland.

- Class 1 bike paths provide for bicycle travel on a paved right-of-way that is completely separated from the street. A Class I bike path exists on 7th Street east of Wood Street. Class I bike paths are planned for Maritime Street, Middle Harbor Road, Burma Road, and from 40th Street in Emeryville looping into Oakland and under I-80 out to the proposed Gateway Park at the foot of the new Bay Bridge.
- Class II bike lanes are on-street striped lanes that are designed to accommodate bicycle riding alongside other vehicular traffic, and are identified by specific signs and pavement stencils. Class 2 on-street bike lanes are provided along Mandela Parkway, 3rd Street, and portions of Market Street, 8th Street, West Street, 14th Street and West Grand Avenue east of market Street. Class II bike lanes are planned for the entirety of 7th Street west of Wood Street, the entirety of West Grand into the Port area, 14th Street from Wood to downtown Oakland, and Adeline from 3rd Street to 61st Street.

### **Truck Routes**

Truck routes have been established along various routes in West Oakland including West Grand Avenue, Peralta Street north of West Grand Avenue, and portions of Market, 3rd, 5th, 6th, and 7th Streets. Through truck traffic has been prohibited along:

- Portions of Adeline Street between 7th and West Grand Avenue,
- Portions of 30th, 18th, and 14th Streets, and many other residential streets in the Clawson, McClymonds, Prescott, and South Prescott neighborhoods.

**Figure 5.1.4** shows truck routes and through truck traffic prohibitions.

Fig. 5.1.3: Existing & Proposed Bikeway Network

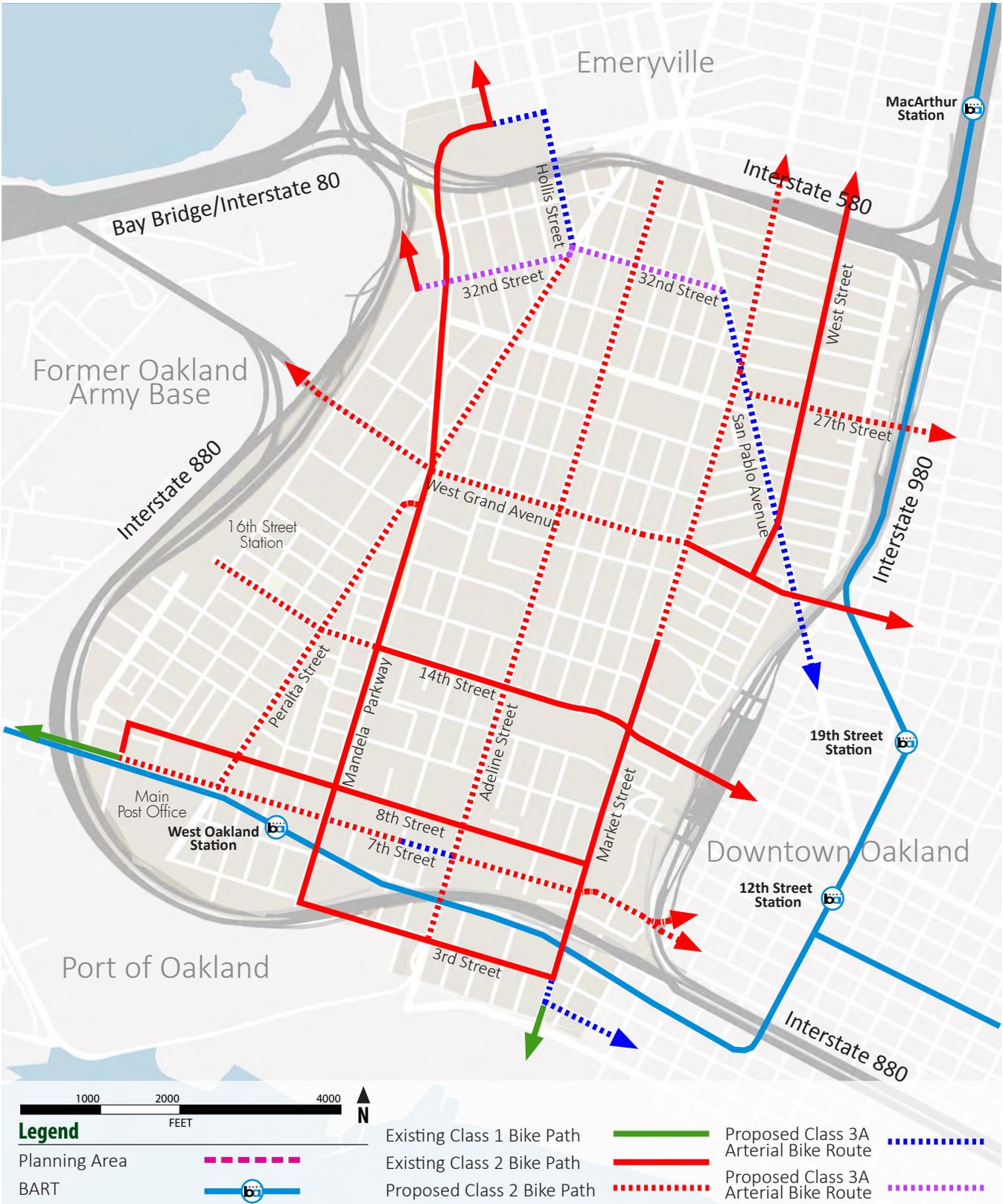
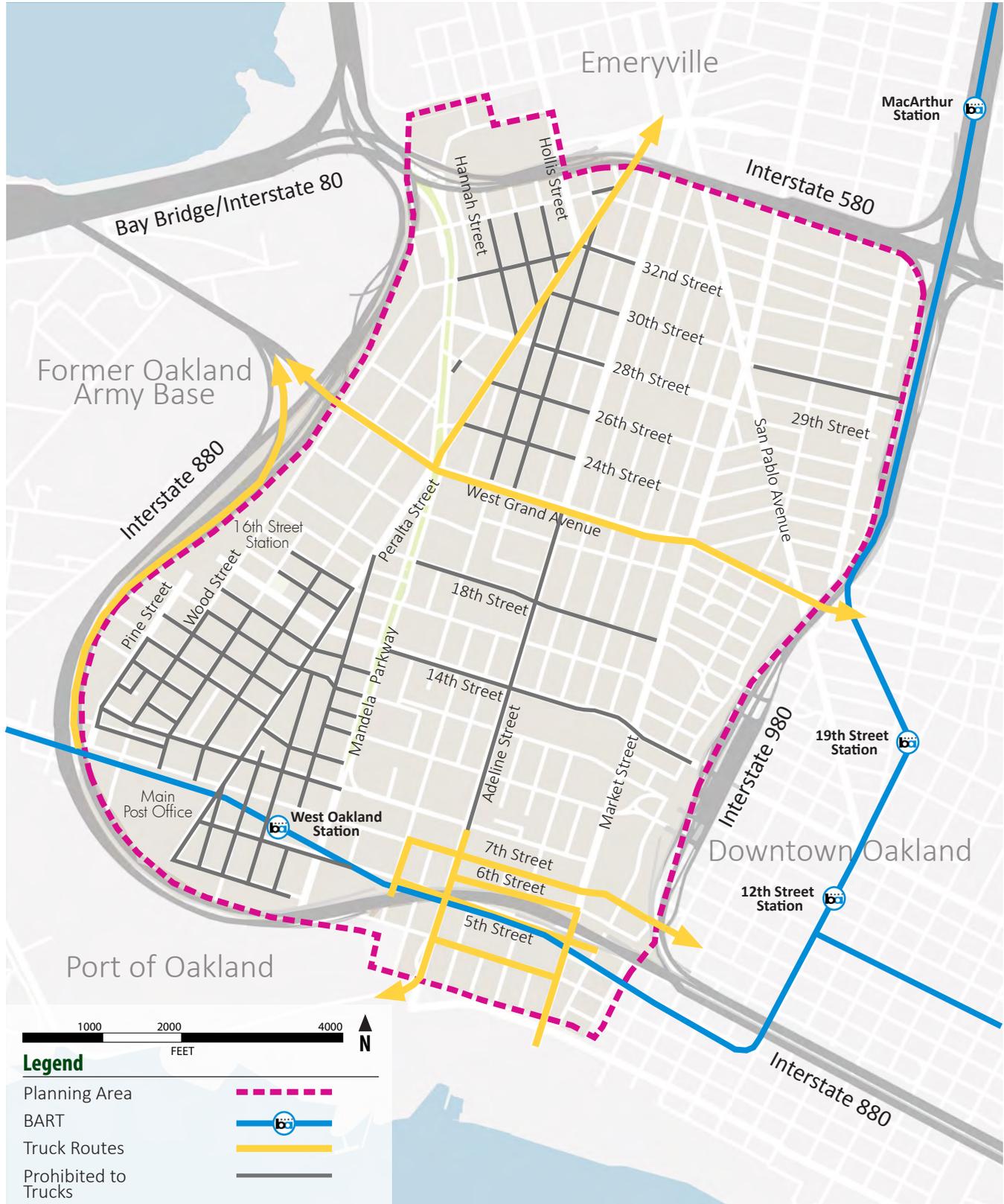


Fig. 5.1.4: Truck Routes & Prohibitions



## TRANSPORTATION AND COMPLETE STREET STRATEGIES

### Complete Streets Strategy for West Oakland Streets

---

**Intent: Provide a network of “Complete Streets” to support the desired mix and intensity of land uses, and to enhance mobility for all travel modes.**

---

Complete Streets-1: Ensure adequate capacity and safety on those arterial streets that serve the planned intensification of land use within West Oakland by committing only the necessary right-of-way necessary to accommodate vehicle movement, transit, bicycle, and pedestrian uses. These arterial streets include Mandela Parkway, West Grand Avenue, 7th Street, 5th Street, Union (south of 7th Street), Adeline (south of 7th Street), Market Street, San Pablo Avenue, and 27th Street.

- Remove unused rail sidings and spurs to eliminate hazards for drivers, bicyclists, pedestrians and bus riders.
- Provide bike lanes (or other appropriate bicycle facilities) and high quality pedestrian streetscapes on arterials.

Complete Streets-2: Improve existing connections across or under freeways to activity centers, in particular on Mandela Parkway at I-580 and on West Grand Avenue at I-980, using lighting, public art, way-finding signage, acoustics, and other design features.

Complete Streets-3: Work with the Port to develop strategies to prioritize freight movement along arterial corridors outside of the West Oakland residential areas.

Complete Streets-4: In coordination with transit agencies, promote traffic calming strategies in residential neighborhoods and within each Opportunity Area to improve safety, discourage truck travel off designated routes, encourage alternative

travel modes and improve the attractiveness of the area.

Complete Streets-5: Should the California Waste Solutions recycling facility on Pine Street relocate to the former Army Base property as anticipated, explore removing the 10th Street barricade that currently blocks access to Frontage Road from Wood Street as part of the existing recycling operations.

### Streetscapes

---

**Intent: Improve the attractiveness of streetscapes to promote walking and biking, traffic safety, public safety, and attract desired development (see Figure 5.1.5).**

---

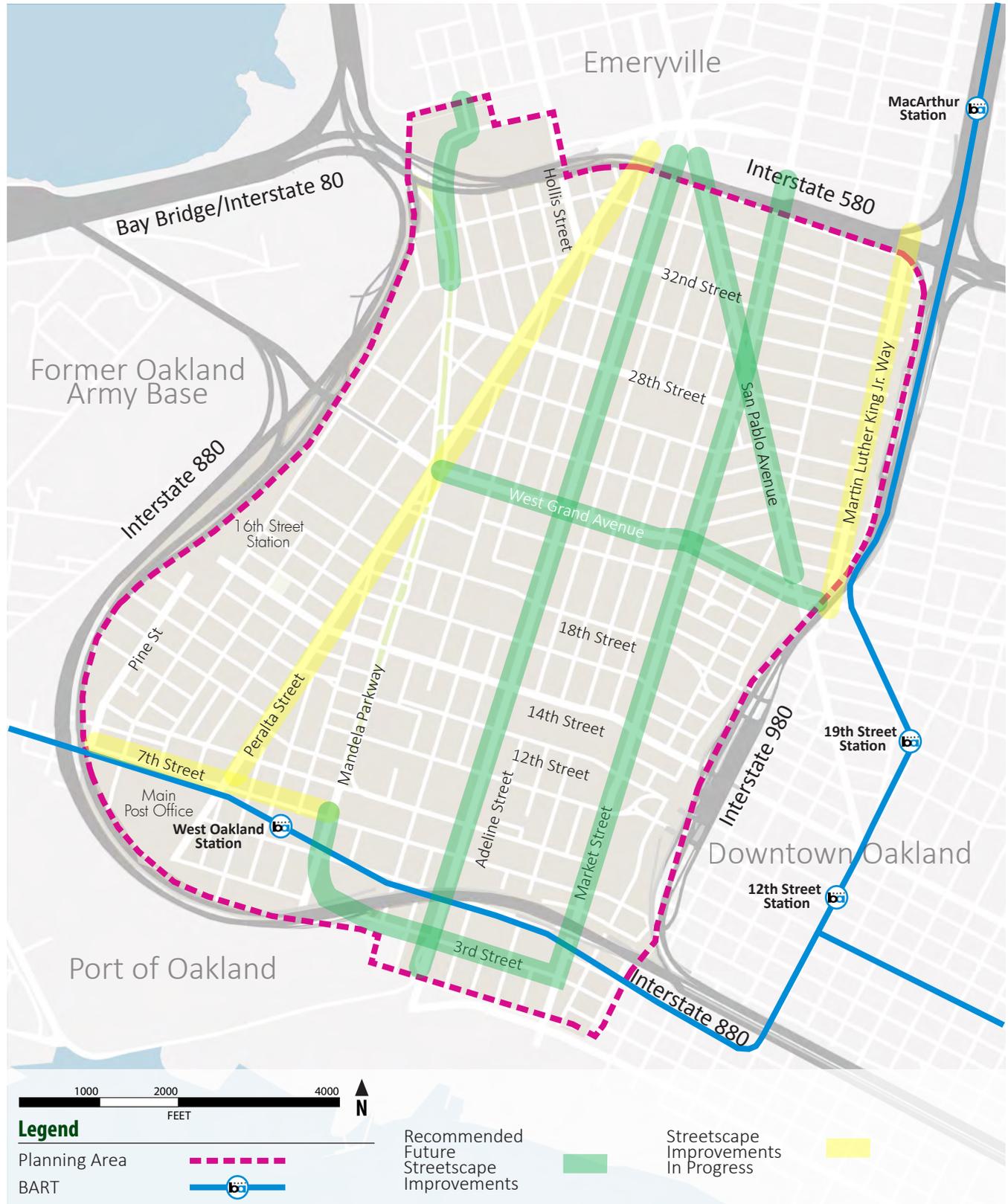
Streetscapes-1: Fully implement the improvements identified in various Streetscape Master Plans that the City has already prepared, including the following:

- *Martin Luther King Jr. Way and Peralta Street Streetscape Master Plan:* Implement the recommendations and design strategies contained in the Martin Luther King Jr. Way and Peralta Street Streetscape Master Plan. This Streetscape Master Plan represents a ‘roadmap’ for implementation of community endorsed streetscape improvements over a long-range time horizon. Streetscape improvements are intended to improve a street’s functionality, visual character and public safety. These improvements, in turn, can stimulate new development and redevelopment along the street corridor.<sup>1</sup>

---

<sup>1</sup> Martin Luther King Jr. Way & Peralta Street Streetscape Master Plan, Gates & Associates, March 2012, <http://www2.oaklandnet.com/oakca1/groups/ceda/documents/report/oak034887.pdf>

Fig. 5.1.5: Streetscape Improvements



- *7th Street Concept and Urban Design Plan:* Complete implementation of the recommendations and design strategies contained in the 7th Street Concept and Urban Design Plan.<sup>2</sup> The 7th Street Concept and Urban Design Plan includes schematic designs for streetscape improvements on Seventh Street in three zones: the historic district commercial zone bifurcated by the BART tracks, the new transit-oriented development area arising around the West Oakland BART station and former industrial parcels; and the mixed-use district at Mandela Parkway.

Streetscape-3: Develop and implement similar arterial streetscape master plans for other important arterials in West Oakland. Priority streets recommended for additional streetscape programs include:

- The northern section of Mandela Parkway and Yerba Buena Avenue from 32<sup>nd</sup> Street to the Emeryville city limit line (at Hollis Street),
- West Grand Avenue,
- Adeline Street
- San Pablo Avenue, and
- Market Street.

Streetscape-4: Prioritize the development of local streetscape improvement plans, including lights, trees, bulb outs, sidewalks, etc., on:

- Mandela Parkway from 7th to 8th Street;
- 8th Street from Union to Mandela and from Williams to Wood Street; and
- Wood Street from 7th to 8th Street.

Streetscape-5: Improve the streetscapes of other neighborhood local streets as development occurs. Throughout West Oakland, new development projects should

include incremental improvements to the streetscapes of the local streets which they abut. Typical streetscape improvements could include a variety of elements, such as installing special signage that identifies West Oakland's formally historic neighborhoods as well as other neighborhoods, and could involve a public process in designing the elements. Capital improvements should include funding for operations and maintenance. Elements of these improvements could be:

- low impact development stormwater management approaches;
- new or widened sidewalks to include more bus stop amenities such as benches and shelters;
- the inclusion of street furniture, landscaping, and art;
- street trees and planter strips between sidewalks and the street to provide a safety buffer for pedestrians, allowing tree wells and planters to be used instead of planter strips where parking or bicycle lanes are next to sidewalks;
- adequate and neighborhood-scaled lighting for pedestrian safety and comfort;
- medians, pocket plazas and wide sidewalk spaces as potential gathering areas and to display public art; and
- educational and interpretive signs, artwork, and landscaping to highlight historical and cultural features.

Streetscapes-6: Use the City's 1.5% Public Art Ordinance and seek additional funding sources to incorporate public art into the pedestrian network.

---

<sup>2</sup> 7th Street Concept and Urban Design Plan, Walter Hood, et al., October 2004, <http://www2.oaklandnet.com/oakca/groups/ceda/documents/marketingmaterial/oak029112.pdf>

## Pedestrian Improvements

---

### Intent: Fully develop and improve West Oakland's pedestrian network.

---

*"Promote a pedestrian-friendly environment; where public spaces, including streets and off-street paths, will offer a level of convenience, safety and attractiveness to the pedestrian that will encourage and reward the choice to walk."*

City of Oakland, Pedestrian Master Plan, 2002

Pedestrian-1: Promote street right-of-way design standards that make walking convenient and enjoyable.

- Put shade trees in sidewalks, not medians, to benefit pedestrians.
- Slow down vehicular traffic with narrower urban travel lanes (10'-10.5'), on-street parking and two-way streets.

Pedestrian-2: Promote land use and site design that makes walking convenient and enjoyable.

- Discourage facilities that create blank walls, unscreened edges along sidewalks, and gaps between sidewalks and building entrances.
- Locate parking lots, driveways and loading areas behind buildings, with access on side or rear streets where feasible.
- Continue blight elimination and nuisance abatement programs, and install trash cans in heavily-used pedestrian areas, especially near local-serving retail establishments.

Pedestrian -3: Encourage the development of pocket parks, plazas and infill development opportunities where the street pattern has created small, angular or otherwise unbuildable parcels and large leftover paved areas. Explore opportunities for street vacations in these areas to make larger sites suitable for development opportunities.

Pedestrian-4: Maintain a complete sidewalk network free of gaps by implementing the City's Pedestrian Master Plan to ensure that

all streets have continuous sidewalks conforming to ADA standards.

- Identify those gaps in the sidewalk network that are high priority fixes for safety reasons.
- Promote use of the City's ClickFix web-based program to identify specific areas of concern.
- Continue to require property owners to add sidewalks, ADA-accessible ramps at intersections, and other streetscape improvements along the entire property frontage at the time of new development, substantial additions, or rehabilitations.
- Consider the creation of a special financing district to aid in the finance of coordinated and complete sidewalks.

Pedestrian-5: Improve pedestrian safety at street crossings, particularly at locations with high pedestrian activity. Design and improvements that can enhance pedestrian safety include:

- neighborhood-scaled street lighting at regular intervals, which promotes pedestrian safety and discourages criminal activity;
- enhancements at uncontrolled crosswalks, including high-visibility crosswalk markings on the street at un-signalized locations; and
- making all walkways more accessible to people with physical disabilities, particularly with ADA-accessible ramps at intersections.

Pedestrian-6: Improve the following pedestrian connections between activity centers:

- Improve existing connections across or under freeways to activity centers, in particular on Mandela Parkway at I-580 and on West Grand Avenue at I-980, using lighting, public art, way-finding signage acoustics, and other design features.
- Work with the City's Safe Routes to School project to improve pedestrian safety around schools.

- Coordinate the location of new crosswalks with the location of bus stops to ensure convenient and safe access to bus stops and that also maintain pedestrian visibility of automobile drivers.
- Implement pedestrian improvements along transit corridors and at the West Oakland BART station to strengthen connections to transit.

### Bicycle Network

---

**Intent: Improve the network of bikeways through West Oakland.**

---

*"Oakland will be a City where bicycling is fully integrated into daily life, providing transportation and recreation that are both safe and convenient."*

City of Oakland, Bicycle Master Plan (2007)

Oakland's Bicycle Master Plan is the citywide, long-range policy that promotes bicycling as a viable means of transportation and recreation. Adopted in 2007, the Plan reflects a detailed analysis of the proposed Bikeway Network. This analysis led to proposals for maximizing bicyclist safety and access while minimizing adverse effects on other roadway users.

**Bicycle-1:** As indicated on the Bicycle Master Plan and in coordination with transit agencies, seek to implement the Class 2 bicycle lanes indicated throughout West Oakland to provide a safer and more fully connected bicycle network (see Figure 5.1.3).

- Provide new Class 2 bicycle lanes on West Grand Avenue between Market Street and Mandela Parkway and on Adeline Street between 36th Street and 3rd Street, by converting traffic travel lanes to bicycle lanes.
- Seek implementation of the remaining elements of the bike and pedestrian improvements identified in the 2006 Community-Based Transportation Plan.

- Re-stripe to add Class 2 bike lanes on Peralta Street.
- Provide for implementation of bike lanes along 7th Street from MLK Jr. Way to Wood Street. This may occur as part of development of the West Oakland BART Station TOD and other development projects along 7th Street, or as part of a separate City project.
- Prioritize funding to enable construction of a buffered Class 2 bike lane on 14th Street from Wood Street to Lake Merritt.
- Prioritize implementation of bicycle connections to the existing bikeway on 40th Street, as identified in the City's Bicycle Master Plan.

**Bicycle-2:** Improve bicycle connections from West Oakland to the surrounding regional bike and pedestrian network.

- Construct a safe bikeway on 7th Street to Middle Harbor Shoreline Park as part of the larger-scale 7th Street Grade Separation project.
- Construct a safe bikeway within the West Grand Avenue corridor from West Oakland to the new east span of the Bay Bridge.
- Study additional bike and pedestrian connections to and from other prominent locations.

**Bicycle-3:** Make bicycle riding more safe, secure and convenient.

- Enhance bicyclist safety at the numerous railroad crossings in the area by removing unused rail spurs or improving pavement quality, reducing the flange-way gap, removing abandoned tracks, and installing warning signs to indicate rough surfaces or skewed tracks where needed.
- Encourage enforcement of truck prohibitions and traffic laws that protect bicyclists and pedestrians and make the streets safer for the surrounding neighborhoods.

- Encourage the expansion of private and non-profit bicycle programs to teach bicycle safety.
- Promote secure and conveniently located bicycle parking at destinations.
- Encourage secure bicycle storage at the West Oakland BART station, major employers, higher density multi-family residential and commercial developments, and community facilities.
- Identify security and monitoring mechanisms for bicycle parking including lighting, video cameras, call boxes, and security patrols.
- Consider requiring parking maximums for cars and increasing the parking minimums for bicycles over that already required under the City Planning Code as part of transportation demand management (TDM) strategies for new development.

### Truck Traffic

---

**Intent: Reduce the adverse effects of freight-related truck traffic impacting West Oakland's residential neighborhoods.**

---

*“Freight transport is a major source of unhealthy pollution that disproportionately affects low-income citizens and communities of color throughout our region. Partly due to their proximity to polluting land uses, many of these communities are burdened with the highest health risk from toxic air contaminants in the Bay Area. For many residents of these communities, conflicts between residential and freight-transport related uses materialize in their daily lives in the form of noise, traffic congestion, pedestrian safety hazards, and worst yet, serious health problems like asthma, cancer and heart disease.”*

“Ditching Dirty Diesel”, At a Crossroads in Our Region's Health: Freight Transport and the Future of the Community Health in the San Francisco Bay Area, Pacific Institute, December 2011

**Truck Traffic-1:** Maintain those truck routes necessary to serve Port of Oakland activities,

but prohibit additional encroachment of truck routes into West Oakland neighborhoods.

- In the Mandela/West Grand Opportunity Area, maintain existing designated truck routes specifically limited to West Grand Avenue and Peralta Street (north from West Grand Avenue to I-580).
- In the 3rd Street and 7th Street Opportunity Areas, maintain designated truck routes specifically limited to 3rd Street (from Adeline Street to Market Street), 5th Street (east of Union Street), 7th Street (east of Union Street), Union Street (south of 7th Street), Adeline Street (south of 8th Street), and Market Street (south of 5th Street).
- In the San Pablo Avenue Opportunity Area, maintain designated truck routes specifically limited to West Grand Avenue.
- In the San Pablo Avenue Opportunity Area, maintain existing truck prohibitions on 30th Street (east of San Pablo Avenue).
- In the Mandela/Grand Opportunity Area and vicinity, maintain existing truck prohibitions on 12th Street, 13th Street, 14th Street (Mandela to Brush), 15th and 16th Streets (between Willow and Peralta), 18th Street (Mandela to Market), 24th, 26th, 28th and 30th (Peralta to Adeline), 32nd Street (Mandela to Adeline), Union and Magnolia Streets(Grand to Peralta), Hannah, Helen and Louise Streets ( 34th to Peralta), and Adeline (7th to Grand).
- In the 3rd Street and 7th Street Opportunity Areas and vicinity, maintain existing truck prohibitions on 3rd Street (between Peralta and Mandela), 5th Street (between Peralta and Mandela), Goss Street, 8th Street (between Pine and Mandela),Chase Street, 9th Street, 10th Street, 11th Street, 12th Street, 13th Street, 15th and 16th Streets (between Willow and Peralta), Center Street (from 3rd to 5th ,and 7th to 17th), Chester Street, Henry and Lewis Streets (from 3rd

to 7th), Peralta (from 3rd to 16th), Campbell (from 7th to 16th), Willow Street (from 7th to 13th), Wood Street (7th to 12th), and Pine (Goss to 11th).

**Truck Traffic-2:** Relocate truck parking and services (including food and restrooms) from West Oakland neighborhoods to a consolidated site or sites in the Port/former Oakland Army Base area.

**Truck Traffic-3:** Implement a traffic calming program in residential neighborhoods( that could include vehicle lane reductions, speed humps, neighborhood traffic circles, pedestrian crossing improvements, etc.), to discourage truck traffic from entering the area (see also Complete Street strategies, above).

**Truck Traffic-4:** Enhance truck route enforcement and education to keep trucks off of neighborhood streets. Truck route enforcement and education efforts should include, but are not limited to the following:

- Enforce truck parking laws by increasing the number of parking monitors in the neighborhood.
- Increase the number of Oakland Police Department officers and Port security patrolling the neighborhood for truck violations, fund extended hours of enforcement, and fund a resident-based “monitor and enforce” program that will complement the work of regular police and security officers.
- Create a central truck-sighting hot line, so residents can report truck route violations; explore the use of a radio frequency identification device program for trucks, with a published time line, to include tracking personnel to monitor deviations from approved truck route.
- Increase the number, and enhance the appearance, of posted signs that direct and prohibit truck parking and truck traffic on residential streets off of designated truck routes, and include posting of acceptable truck routes at places of business where truck operations are frequent.

- Consider revisions to the Oakland Municipal Code (OMC) that could better enforce truck restrictions. Such revisions may include:
- Update OMC Section 10.52.120, which stipulates those local roads included as part of the designated truck route, to match Port-published literature and the most currently designated truck routes.
- Expand OMC Section 10.52.050, which stipulates that truck traffic over 4 ½ tons is prohibited between the hours of 11 pm and 6 am, to pertain to all residential areas of West Oakland.
- Expand OMC Section 10.52.060, which stipulates that truck traffic over 4 ½ tons is prohibited on certain roads, to apply to all residential areas of West Oakland.

**Truck Traffic-5:** Continue, expand and improve the Port’s diesel truck replacement program.

- Encourage Port operations to provide sufficient staff and funding to enable more replacement and retrofit of diesel trucks.
- Include community and industry input on the program design and ongoing implementation.
- Collaborate with Port of Oakland efforts to conduct additional research on the independent trucker market to help more effectively target and attract driver/owners.

## Parking

---

**Intent: Ensure an adequate supply of parking to attract and support desired development and uses, while encouraging alternative travel modes and efficient use of parking supply.**

---

**Parking-1:** Provide parking consistent with the parking recommendations identified in the Land Use Element of the General Plan, and as required by Zoning Code Chapter 17.116, but study the option of instituting

maximum parking requirements/limits to encourage alternative travel modes.

- Allow the sharing of parking facilities among buildings with different peak demand times. Allow reduced parking requirements for buildings with adequate parking spaces in shared surface parking lots.
- Consider requiring dedicated Car Sharing spaces in larger residential and employment developments.
- Consider providing preferred parking for alternative energy vehicles and charging stations for electric powered vehicles.
- Encourage parking garages for higher density developments.
- Retain on-street parking.

Parking-2: Encourage a “park-once-and-walk” strategy on the edges of West Oakland that encourages multiple destinations within an area to be connected by pedestrian trips.

Parking-3: Ensure that all new development provides for the mitigation of potential adverse aesthetic impacts of parking.

- Ensure that any necessary surface parking, driveways and loading areas in new development is located at the rear of the building, or is screened by landscaping.
- Encourage podium parking in higher intensity residential and non-residential development to be “wrapped” with active uses along the primary façades.
- Design façades of parking structures to reduce adverse effects on the pedestrian environment where ground-floor uses are not possible, with “green screens”, landscaping, public art, lighting, semi-opaque windows, etc. Mitigate any required blank walls with plantings, murals, architectural articulation, faux façades, etc.
- Reduce the bulk of parking structures by breaking up façades with articulated fronts, varying rooflines, architectural details and upper story step-backs.

- Provide ample lighting in and around parking lots and structures to ensure safety. Ensure that these lights are “full cut-off” to prevent glare and over-lighting.
- Encourage the installation of solar panels on roof-decks of parking structures, both as shading devices for vehicles and as a sustainable energy source.

Parking-4: Consider implementation of a residential parking permit program as and where needed to prevent commuters from parking in residential neighborhoods.

Parking-5: Reduce the current emphasis of commuter-based parking only, at the West Oakland BART Station, and consider implementation of a Residential Parking District in the area surrounding the Station.

- With a more diverse land use program at the West Oakland BART TOD, the amount of commuter-based parking provided should be reduced as the patrons will be commuting both to and from the station (as opposed to simply commuting from, as is now the case).
- Balance the supply of parking provided in any new parking structure planned as part of the West Oakland BART TOD, such that it does not lead to even more in-commuting and traffic congestion.

Parking- 6: Require that any new parking be associated with new development. Do not allow additional surface lots or stand-alone garages without a concomitant increase in residences or employment that is linked to that parking.

## 5.2 – Enhancing Transit

*The “last mile” refers to the provision of transit service from home or workplace to the nearest regional rapid transit rail station. The availability of last-mile transit service is one of the main incentives to the use of public transit in urban areas. Too frequently, the default solution to the last mile is driving a private vehicle.*

Adapted from “Approximating the Performance of a “Last Mile” Transportation System, Hai Wang and Amedeo Odoni, Massachusetts Institute of Technology

The West Oakland BART station at 7<sup>th</sup> Street and Mandela Parkway is located at the major intersection of the BART transit system, which links San Francisco and San Mateo counties to the east Bay. Because of its central location within the overall BART system, the West Oakland BART station is perhaps the busiest station in the system in terms of number of cars per day. The West Oakland BART station is a major asset and a resource for successful revitalization of the entire West Oakland community. The connection of West Oakland to the regional transit system could hardly be better.

However, assuming a reasonable walking distance of ¼ mile to the nearest transit connection, the West Oakland BART station, by itself, provides immediate transit service to a small percentage of West Oakland’s population and employment base. Most BART riders rely on another form of transportation to and from the station, and too frequently this form of transportation is the private car.

One of the keys to realizing the full development potential for West Oakland is to ensure that existing and new residents have full access to a safe, convenient and efficient transit system that provides them with direct (within ¼ mile) routes to work and shop, without having to rely on their own vehicles for that first leg of their journey. Reciprocally, that same system could provide existing and new employees the same full access to transit routes

that directly (within ¼ mile) connect their homes to job opportunities in West Oakland.

This Plan identifies strategies that will lead to better connections to the regional transportation system (BART). One major strategy is an enhanced transportation loop (described herein as “the O”) that connects West Oakland to the most central BART stations in the system (the West Oakland, MacArthur, and 12th and 19th Street Downtown Oakland stations), as well as to the major new employment center at the former Oakland Army Base, the Broadway corridor in downtown Oakland, Emeryville, the Alta Bates/Summit and Kaiser Oakland medical centers (“Pill Hill”), and to Jack London Square (which is also served with both ferry and Amtrak service).

### EXISTING TRANSIT SERVICES

#### BART – The Regional Transit System

The Bay Area Rapid Transit (BART) system is the heavy-rail public transit and subway system that connects the city of Oakland with San Francisco and the cities in the East Bay and suburbs in northern San Mateo County. BART operates five routes on 104 miles of line, with 44 stations in four counties. With an average of 373,945 weekday passengers (as of January 2013), BART is the fifth-busiest heavy rail rapid transit system in the United States.

The West Oakland BART station is located at the intersection of direct rail transit that links the metropolitan areas of Alameda and Contra Costa counties with San Francisco and San Mateo counties. Because of its central location within the overall BART system, the West Oakland station is perhaps the busiest station in the system in terms of number of cars per day and is a major asset and a resource for successful revitalization of the entire West Oakland community. The West Oakland BART station serves both local residents and riders from throughout the region with its excellent

freeway access and short ride to downtown San Francisco. Much of BART's ridership at the West Oakland station is either passing through on its way from one place to another, or has arrived via automobile from other locations and has parked near the station because of its convenience.

The West Oakland BART station and the elevated tracks are shown in **Figure 5.2.1**. Frequent weekday service is provided from 4:00 AM to 1:00 AM, and Saturday and Sunday service is provided from 6:00 AM to 1:00 AM, and 8:00 AM to 1:00 AM, respectively. Trains also arrive frequently, with a typical headway of 15 minutes on weekdays and 20 minutes on Saturday and Sundays.

### AC Transit – The Current Transit Link

AC Transit provides an extensive network of fixed-route bus services throughout Alameda and Contra Costa counties, including routes throughout West Oakland (see **Figure 5.2.2**). The AC Transit bus lines in West Oakland form a

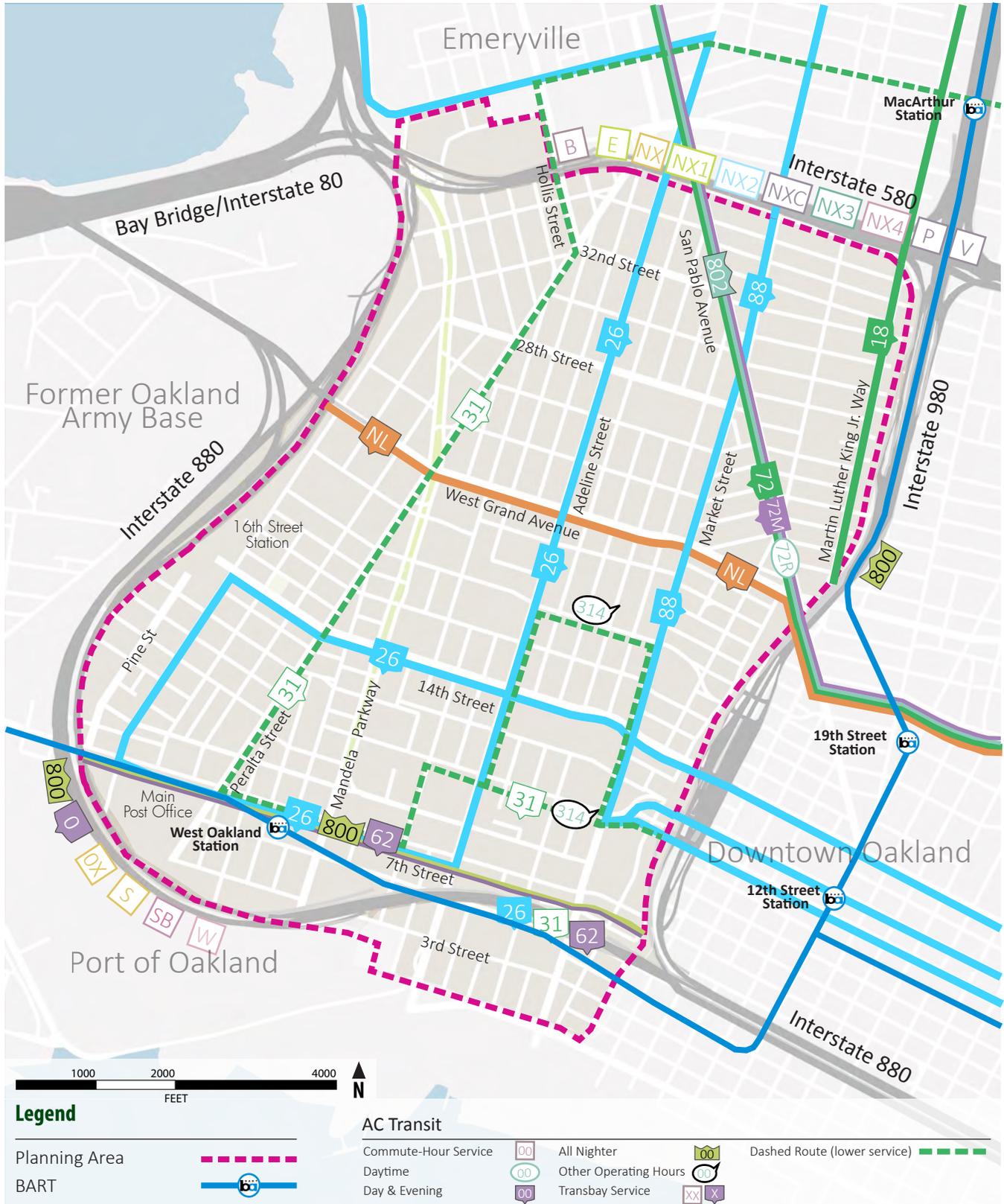
grid of north-south and east-west routes approximately ½ mile apart. North-south routes include Martin Luther King Jr. Boulevard, San Pablo Avenue, and Market, Adeline and Peralta Streets. East-west routes include 7th Street, 10th Street, 14th Street, and West Grand Ave. Almost every home and business in West Oakland is within ½ mile or less of an AC Transit bus stop. The routes operate from at least 6 a.m. to 10 p.m., and some routes operate longer hours. Frequency of service ranges from every 6.5 minutes to every 30 minutes. Every bus goes to at least one BART station. However, no bus line currently provides transit connections between West Oakland and the Oakland Army Base immediately across the I-880/I-980 freeway.

Currently, all of the bus routes serving West Oakland operate below available bus capacity. Few of the bus routes serving West Oakland are crowded, with most routes carrying passenger loads of between 50 to 80% of capacity.



**Fig. 5.2.1: West Oakland BART Station**

Fig. 5.2.2: Existing AC Transit Route Map



## THE PLAN'S TRANSIT-BASED LAND USE DEVELOPMENT PATTERN

### West Oakland BART Station Transit-Oriented Development, or TOD

One of the West Oakland Specific Plan's more important land use concepts is the realization of a major new Transit Oriented Development (TOD) project next to the West Oakland BART Station (see Chapter of this Plan for more details). A West Oakland BART Station TOD has long been a component of the City's General Plan, and the city's current S-15 Transit-Oriented Development zoning for the blocks surrounding the West Oakland BART station already encourages concentrated development with pedestrian amenities near the transit station.

Implementation of the West Oakland BART Station TOD is recommended as a means of enhancing and increasing regional transit ridership by making regional transit a more likely and assessable transportation choice, as well as a revitalizing development opportunity within West Oakland. The acres of surface parking lots which sit adjacent to the West Oakland BART station are envisioned to be replaced with new high density housing, office and various commercial uses, converting this area from a commuter's temporary parking lot to a fully viable destination.

### Land Use Patterns Enhanced by Transit

The land use strategy inherent in this Specific Plan encourages new development along corridors served by expanded transit service, including Mandela Parkway, West Grand Avenue, 7th Street, and San Pablo Avenue. These corridors are identified as locations where new and enhanced employment and housing growth can be effectively and efficiently served by expanded transit service.

With a more compact and corridor-based land use plan that places jobs along transit routes that serve the local community, households have increased employment opportunities close to home, with more than one transportation option connecting the two.

Improving access to jobs with enhanced transit is especially important to lower-income households who spend a greater proportion of their income on housing and transportation and often have to travel long distances to find good-paying jobs and training.

The immediate presence of the Port of Oakland as a major regional economic force has resulted in a long-established clustering of Port-related businesses throughout West Oakland. The Oakland Global Trade and Logistics Center under development at the former Oakland Army Base will further increase potential for expanded Port-adjacent business growth and development in West Oakland's business and industrial areas, especially in the 3rd Street and Mandela/West Grand Opportunity Areas, and will increase the transit demands between the Center and its employees.

### *Greater Connections to Major Jobs Centers*

This Specific Plan is not only focused on Transit-Oriented Development as a land use strategy, but also considers transit as a means of attracting, retaining and growing more commercial and office businesses and jobs.

The Oakland Global Trade and Logistics Center will transform the former Oakland Army Base into a world-class intermodal trade and logistics center of national significance. New development at the former Army base is planned to include construction of a new rail terminal, restoration of the deep water break-bulk terminal, construction of new trade and logistics facilities for warehousing directly within the Port area, relocation of export-oriented recycling operations and trucking operations from impacted neighborhoods, and improvements to the infrastructure of the former Base. Proposed actions include roadway improvements to Maritime Street and Burma Road. Construction and operation of the former Army Base reuse project is expected to support current jobs and create new construction and permanent jobs. Many West Oakland residents live immediately adjacent to this major job center, but do not have convenient transportation and transit links connecting

them to the Oakland Global Trade and Logistics Center at the former Army Base.

Other major centers of employment that are within the immediate circle of West Oakland, but not well connected to West Oakland include downtown Oakland, the jobs and shopping in Emeryville, and the other regional transportation links at Jack London Square. Bus service is the only form of public transit in West Oakland besides BART along 7th Street.

### Enhanced Transit – the “O”

Many of the elements needed for a successful, fully served transit-based community are currently present in West Oakland:

- Four BART stations are located within a maximum 2-mile radius, providing the Plan Area with excellent access to the regional transit system;
- AC Transit bus service provides local connections from the BART stations to most West Oakland destinations, and service from residential areas in West Oakland to the BART stations;
- Emeryville’s Emery-Go-Round shuttle system provides near-by transit service to and from a major regional shopping and entertainment district;
- Downtown Oakland’s jobs, services and retail/entertainment uses are immediately adjacent to West Oakland, though divided by the intervening I-980 freeway.
- The area surrounding Mandela Parkway is a significant job-based corridor, with additional employment-based land uses planned for the future;
- The Oakland Global Trade and Logistics Center at the former Oakland Army Base will be a major new employment center within a short distance of most of West Oakland’s employee base, though divided by the intervening I-880 freeway;
- San Pablo Avenue and 7th Street are mixed-use corridors, with plans for new commercial development to enhance nodes of neighborhood-serving focal points.

The critical element that is currently under-provided in West Oakland is a local-serving transit system that directly connects and unites each of these other elements.

This Plan recommends the creation of a new enhanced transit “loop” that interconnects West Oakland to the most central BART stations in the system (the West Oakland, MacArthur, and 12th and 19th Street stations), as well as to the Broadway corridor in downtown Oakland, Jack London Square (which is also served by both ferry and Amtrak service), the Alta Bates/Summit and Kaiser Oakland medical centers (“Pill Hill”), and Emeryville. This enhanced local transit service is envisioned as a loop, or circle with the following route:

- Beginning at the West Oakland BART Station, the transit loop would travel up Mandela Parkway with frequent stops at major employment centers along the way;
- At upper Mandela Parkway, the transit loop would connect to the Emeryville transit service and to major Emeryville employment and retail/entertainment centers (e.g., Pixar, Bay Street, etc.);
- From Emeryville, the loop would travel eastward to connect with the MacArthur BART station and continue to Broadway and the regional medical centers at “Pill Hill”;
- At Broadway, the loop would travel south connecting to the 19th Street and 12th Street/City Center BART stations and downtown Oakland; continuing south to Jack London Square at 3rd Street;
- At 3rd Street the loop would turn back to the west, connecting through the 3rd Street Opportunity Area, under the I-880 freeway, and back to the West Oakland BART station.
- A separate but coupled transit loop could be added over time to utilize West Grand Avenue, Broadway, 14th Street and Pine Street to interconnect the 16th Street Train Station area, the Mandela/Grand Opportunity Area and downtown Oakland. In addition this loop could also be added over time to utilize Mandela Parkway, 7th Street, Maritime Street and West Grand

Avenue to better connect West Oakland to development at the former Army Base.

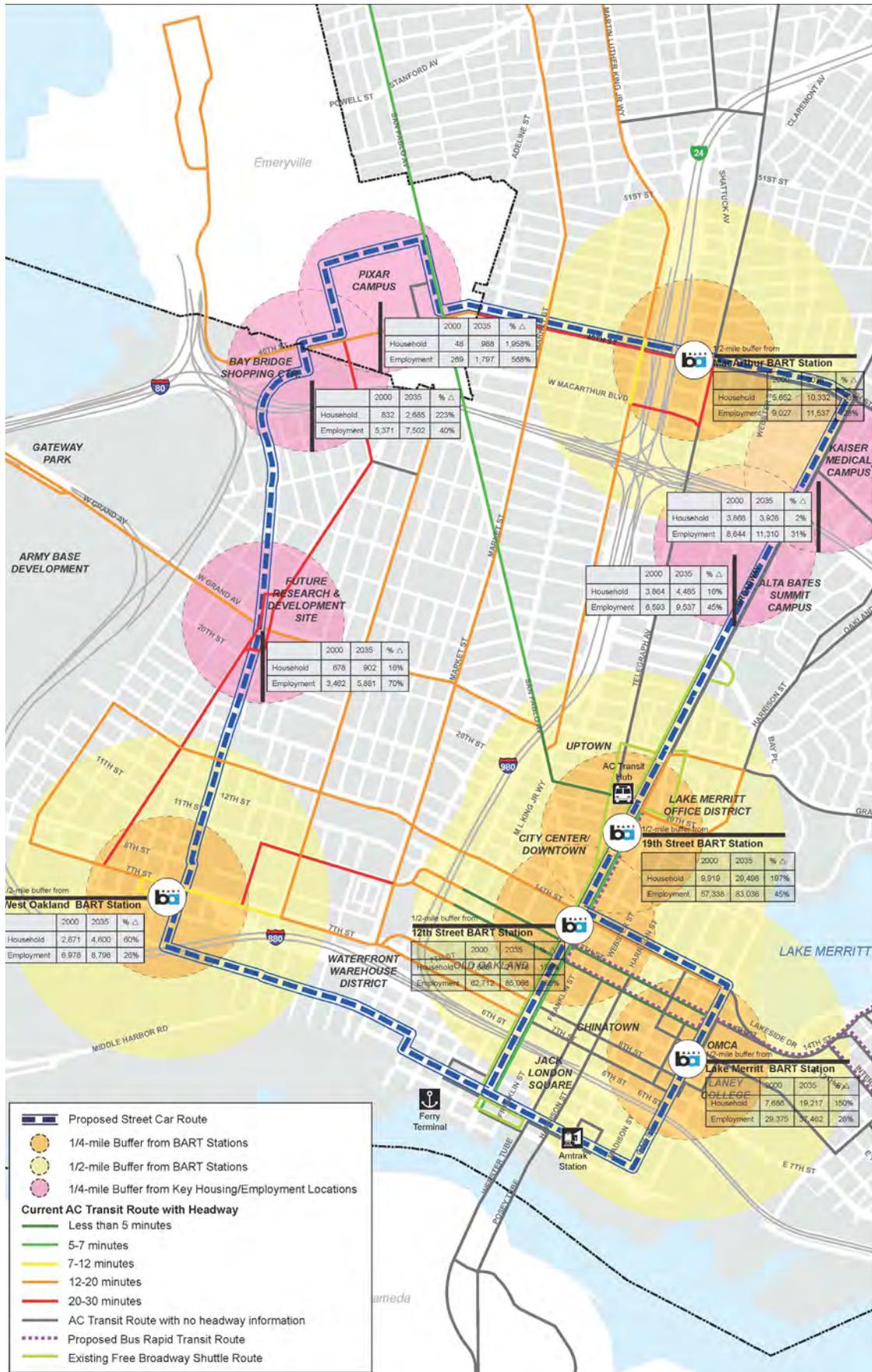
This enhanced transit service would operate as a continuous or semi-continuous loop around and through major West Oakland and surrounding destinations (see **Figure 5.2.3** and **Figure 5.2.4**) and is dubbed the "O" to specifically indicate this circular intention. As

indicated in the text boxes on Figure 5.2.3, both household and employment growth has already been sustained at important activity nodes along the proposed transit loop between 2000 and 2005; additional growth can be anticipated in the future as improvements are made to the Plan Area.



**Fig. 5.2. Proposed Transit Enhancements**

Fig. 5.2.& Proposed Transit Enhancement - Initial Transit Loop Development Nodes



## STRATEGIES FOR TRANSIT LINKAGES

The West Oakland BART Station TOD and the increase in clustered, corridor-based employment centers are complementary strategies of this Plan that need to be linked together to achieve maximum mutual benefits. By coordinating new development around both regional transit and local transit links, both existing and new West Oakland residents will have greater opportunities to work and shop in the same neighborhoods where they live. The benefits include minimizing the time and costs of commuting, fostering the creation of new local jobs and a thriving local economy, and helping to fuel the local housing market. Connecting TODs to job centers can reduce car and truck traffic, air pollution and greenhouse gas emissions, and facilitate a desired land use mix that takes full advantage of locational efficiencies.

These recommendations for enhanced transit services would provide better connections to, from, and within West Oakland, and explore the best specific transit mode that can accomplish that objective:

- Fixed-route systems such as light rail and streetcars offer the advantages of certainty. Travelers know where the routes are located due to the tracks. In addition, the long-term investment in fixed-route systems inspires confidence among the development community that transit-based development is a solid bet because the system is permanent. Light rail and street cars have the additional advantages of non-exhaust fumes, and are generally quieter and smoother. Research shows that public transit ridership generally increases when light rail and streetcars are installed.
- Another option is enhanced bus service which allows flexibility of routes, is less costly, and responds to fluctuating transit demands. Bus Rapid Transit (BRT) systems are newer transit-planning strategies generally offering higher speeds, better reliability and improved passenger comfort as compared to standard bus systems, but at lower costs than most fixed-rail systems.
- Another emerging alternative is the “on demand” transit service, usually provided by rubber tire shuttles. These shuttle systems can even enable smart-phone and GIS-based requests for transit service to be quickly responded to on an individual basis, while remaining idle or at low service during less busy times of the day.

Additional work, substantial community input and detailed cost/benefit analyses should be undertaken before determining the ultimate enhance local transit system that is the best choice for West Oakland. However, this Plan offers the following broad intentions for transit, including strategies and processes whereby the details of a local transit system serving West Oakland can evolve. These recommendations also include specific enhancements to the existing system that can be implemented in the interim.

### Enhancements to Existing Transit System

---

**Intent: Seek and identify funding sources to significantly enhance existing transit service between the West Oakland BART station, the Oakland Army Base and Emeryville.**

---

Existing Transit Enhance-1: Seek and identify funding mechanisms to increase the frequency of AC Transit bus service and make other transit improvements in and through West Oakland.

- As recommended in the 2006 West Oakland Community-Based Transportation Plan, work with AC Transit to create an expanded senior shuttle service and BART access evening shuttle
- Work with AC Transit to expand bus service schedules, especially at night and on weekends (evening/weekend services, longer service hours, greater frequencies, bus stop amenities, etc.).
- Work with AC Transit to expand AC Transit bus service routes to better serve key destinations such as the Oakland Army Base, West Oakland job centers,

Emeryville, Jack London Square and downtown Oakland.

- Work with AC Transit to insure that bus service increases as development occurs and transit demand increases.
- Provide optimal bus stop locations throughout West Oakland. Bus stops should be located so as to maintain a minimum of 1,000 feet between transit stops, should be located on the far-side of intersections, and should be designed in a manner that permits vehicles to pass during loading and unloading (i.e., with turn-outs).
- Enhance bus stops with appropriate new amenities (e.g., shelters, benches, lighting, real-time passenger information, and security apparatus) to improve the comfort and safety of transit riders.
- Limit the use of private shuttles along AC Transit routes, as these shuttles diminish the viability of the AC Transit network. Where a shuttle is proposed, first work with AC Transit to determine if service changes are possible and apply any developer fees that would support a shuttle to AC Transit service.

Existing Transit Enhance-2: Undertake the following station capacity improvements at the West Oakland BART Station to ensure public safety and to meet BART's performance standards.

- Work with BART to assess whether the West Oakland station needs to have wider train platforms (for both the lower and upper platforms),
- Work with BART to assess whether additional vertical circulation (stairways, escalators and elevators) should be provided, including adding pedestrian access to the station platform at the north and south ends of the West Oakland station.
- Work with BART to assess the needs for additional fare gates, and potentially additional platform screen doors.

Existing Transit Enhance-3: Improve West Oakland BART station access and public safety at night time with an on-demand (by phone) door-to-door bus/van service to and from BART in the evenings and at night, and with improved night time lighting in the parking lots and station vicinity. Safety could also be enhanced by instituting Crime Prevention Through Environmental Design (CEPTED) strategies introduced in Chapter 7: 'Obstacles to Community & Economic Development', with particular emphasis on ensuring clear lines of sight and visual connections, and well-lit pedestrian connections to parking areas.

Existing Transit Enhance-4: Coordinate with AC Transit and the City of Emeryville (which received a grant) to study and consider expanded shuttle/transit service in West Oakland, similar to the Emery-Go-Round.

Existing Transit Enhance-5: As recommended in the 2006 West Oakland Community-Based Transportation Plan, work with BART to complete a BART noise study focused on the West Oakland BART station area; and develop an agreement with BART for regularly scheduled rail grinding in the West Oakland area.

### Local Enhanced Transit System (the "O")

---

**Intent: Develop a high quality West Oakland transit system for all residents, employees and visitors traveling to, from, and within West Oakland.**

---

Enhanced Local Transit-1: An enhanced system should provide fast, frequent, safe and reliable transit service in pleasant and aesthetically pleasing vehicles and facilities.

Enhanced Local Transit-2: The local transit system should be composed of a network of circular routes seamlessly interconnecting West Oakland to nearby neighborhoods, job destinations, and to other city and regional transit systems.

Enhanced Local Transit-3: The system should be designed to support West Oakland land uses.

Enhanced Local Transit -4: The enhanced transit system may use one or more of the many potentially appropriate transit modes, including but not limited to local buses, rapid buses, express buses, streetcars, light rail, and additional modes.

Enhanced Local Transit-5: To develop a fully complete and enhanced local transit service, the City of Oakland, in conjunction with AC Transit, BART, Caltrans, Emeryville, and the Port of Oakland, should undertake a West Oakland Transit Needs Study. The Study should consider the transit needs of West Oakland at intermediate stages of development, identifying technical requirements, costs and funding sources. The study will engage a cross-section of the West Oakland community in evaluating the options. A specific outreach program will be tailored to the business community that may be asked to financially support for the system. The Transit Needs Study could also include evaluation of noise issues associated with transit, but should also formulate technically sound analyses and findings on at least the following topics:

- Transit routes which would best serve the evolving needs of West Oakland residents and businesses;
- Appropriate service characteristics (such as frequency and hours of operation)-for the West Oakland transit network;
- The level of transit capacity required on various routes at various levels of land use development;
- The need for capital improvements and roadway changes (such as reserving rights-of way for dedicated transit lanes);
- The probable levels of funding required, considering varying alternatives for both transit operating costs and capital improvements;
- Potential sources of operating and capital improvements for transit service above current levels;

- The appropriate and cost effective ways that stops, stations and vehicles of the transit linkage system should reflect the history and character of West Oakland; and
- Economic analysis of the value (both absolute and relative to other types of public services and capital improvements) of improvements to bus and rail service, with an emphasis on experience in cities which share common characteristics with Oakland.

Future Transit Link-3: Whichever transit modes are ultimately selected, improve community identity by “branding” the transit service as an identifiable and known community service similar to Emery-Go-Round and Broadway “Free B”. (i.e., “The O”).

### **Enhanced Transit Coordination with the proposed BART TOD Project**

---

**Intent: Coordinate BART TOD development with local transit improvements.**

---

BART TOD Coordination-1: Ensure that the design of any new BART TOD development incorporates and facilitates multi-modal linkages and access that include:

- Oakland ‘O’ connections
- Bicycle access and associated secure bicycle parking
- Pedestrian-oriented design, including streetscape and way finding signage
- Bus bays
- ‘Kiss and Ride’ drop off areas
- Future linkages to the Capital Corridor project
- Safe connections to parking resources

## Transit and Mobility

---

**Intent: Increase mobility for all West Oakland residents and employees, including for seniors, persons with disabilities, youth, children, and low-income individuals and groups.**

---

who either cannot afford vehicle purchase/maintenance or who do not need a full-time vehicle to improve their mobility for grocery shopping and other auto-dependent tasks.

Transit Mobility-1: Actively engage and partner with technology firms and transportation industry providers that are at the leading edge in development and advancement of Demand Response Transit (i.e., computerized dispatch of GPS-equipped transit stock, connected via digital device applications which can hail roving shuttles to the exact location of the customer, at the time needed, and even transacting the cost of the ride electronically). Such systems could potentially enable increased mobility and economic development in neighborhoods where fixed transit is inconvenient, inconsistent or too costly to operate per ride. Demand Response Transit may also increase passenger safety by reducing waiting time and selecting direct destinations.

Transit Mobility-2: Improve medical service access by working with the Alameda County Transportation Commission and City of Oakland pilot medical service return taxi voucher program to expand services for seniors in West Oakland.

Transit Mobility-3: Work to expand the current City of Oakland/Bay Area Community Services Senior Shuttle, which takes seniors from large residence facilities to shopping and other destinations outside West Oakland, by providing the same service to seniors in single-family homes and smaller buildings. Trips on the shuttle for medical appointments can be linked with the medical service access return taxi voucher program.

Transit Mobility-4: Investigate funding availability to be used for subsidizing car sharing to remove prohibitive cost barriers and extend car sharing to low-income individuals and groups in West Oakland