

January 11, 2008

Jean Finney, Chief
Office of Transit and Community Planning
California Department of Transportation, District 4
111 Grand Avenue
Oakland, CA 94612

Dear Ms. Finney,

Enclosed please find the City of Oakland's application for \$257,000 in Caltrans Community-Based Transportation Plan funds for a high-priority City Project, the "Mills Corridor-MacArthur Boulevard Inter-Modal Mobility and Community Connection Planning Project." These funds will allow the City to collaborate effectively with the community and embark on an inclusive transportation planning process to address specific pedestrian safety issues existing along the segment of MacArthur connecting the High Street Gateway of the Laurel Business District, the I-508 fwy./Pierson Avenue gateway to Mills College and the Maxwell park neighborhood, and the Seminary Avenue/Millsmont District.

The awarding of this grant represents an urgent need for design and feasibility studies necessary for improving bicycle and pedestrian safety along this vital Central MacArthur Boulevard corridor identified for strategic improvements in the City's General Plan. The City's Community and Economic Development Agency will serve as the lead agency and project manager for this grant with \$60,000 in local matching funds being provided by City Council District IV.

This project was identified out of the City sponsored *Envision MacArthur* Forum in 2005. It is a crucial project to improve accessibility and viability of alternate transportation and the livability of the surrounding neighborhoods negatively impacted by the division, noise and pollution of the heavily trafficked I-580 freeway in a key area of Oakland. The grant represents a unique and timely opportunity to build on the existing momentum initiated by the community and move this project forward. Being outside of any redevelopment area, this project has very few City funding sources available and as such, typically requires outside funding. The planning grant will provide critical direction and enable the project to seek capital funding for implementation. If you have any question about the proposed project or our application, please contact David Ralston, CEDA project manager at (510) 238-2970 or dralston@oaklandnet.com.

Sincerely,

[original signed]

Dan Lindheim
CEDA Interim Director

FY 2008-09 COMMUNITY-BASED TRANSPORTATION PLANNING APPLICATION

PROJECT TITLE	Mills Corridor-MacArthur Boulevard Inter-Modal Mobility and Community Connection Planning Project
PROJECT LOCATION (city) and county)	Oakland, Alameda County – MacArthur Blvd. between High Street and Seminary Avenue

	APPLICANT				SUB-RECIPIENT(S)*				23
Organization	City of Oakland				Maxwell Park Neighborhood Council				
Contact Person (include salutation and title)	David Ralston CEDA Project Manager				Claire Antonetti, Chair				
Mailing Address	250 Frank Ogawa Plaza, 5 th Floor				3242 Morom Avenue				
City	Oakland				Oakland				
Zip Code	94612				94619				
E-mail Address	dralston@oaklandnet.com				claireantonetti@comcast.net				
Telephone Number	Area Code	510	Number	238-2970	Area Code	510	Number	535-1663	
Fax Number	Area Code	510	Number	238-6538	Area Code		Number		

FUNDING INFORMATION	
Grant Funds Requested	\$257,000
Local Match	\$60,000 (23%)
Source of Local Match	City Council Paygo Funds
Other Funding	In-kind Project management, marketing and outreach from City of Oakland CEDA, Neighborhood Planning, Marketing and Cultural Arts Departments; Community engagement and outreach/meeting facilitation by Mills College and Maxwell Park Neighborhood Council
Total Project Cost	\$317,000

LEGISLATORS IN PROJECT AREA	
State Senator(s) (name and district)	Assembly Member(s) (name and district)
Senator Don Perata, President Pro Tem	Sandre Swanson, 16 th District
County Supervisor (Alameda)	US Congress
Nate Miley, District 4	Barbara Lee, 9 th District

* Attach additional pages if necessary (this attachment will not be included in the 20 page maximum)

	SUB-RECIPIENT(S)*			
Organization	Mills College			
Contact Person (include salutation and title)	Andrew Workman			
Mailing Address	5000 MacArthur Boulevard			
City	Oakland			
Zip Code	94613			
E-mail Address	aworkman@mills.edu			
Telephone Number	Area Code	510	Number	430-2347??
Fax Number	Area Code	510	Number	430-3119

1. Project Description (half page maximum)

Define project and project area; Identify community/communities and stakeholders; Specify what will be accomplished including what final products will be delivered; Describe how project will be managed

Building on over two years of community work, the “Mills Corridor” project will make possible a comprehensive planning effort to study and vet a well-designed transportation improvement strategy to mitigate blighting physical conditions created by the corridor’s deleterious auto-oriented infrastructure and spur the revitalization and livability of this mile-long segment of Central-MacArthur Blvd. linking Seminary Ave., the historic Mills College and the High St./Laurel Commercial District. This corridor defines a unique gateway - bridging the gap where the urbanized flatlands begin merging with the foothills, where Central and East Oakland meet - and serves as a critical transit spine for the adjacent residential neighborhoods, schools, and regional bicycle and bus-riders. Presently, this spine, shadowed by a dividing I-580 freeway, is not functioning safely or well. By engaging the corridor’s diverse stakeholders in an inclusive community transportation planning study, a forward-thinking set of conceptual design plans will unravel this knot. A feasible plan, owned by the stakeholders, will enable the City to prioritize this project for capital funding and hold it up as a successful citywide model for neighborhood-led specific planning. Staff from the City’s Community and Economic Development Agency will serve as primary manager for the project, directing the design team, coordinating input from other agencies, and leading the outreach and communication with the established Community Steering Committee.

20 points

2. Grant Objectives - Describe how the proposal involves conceptual-level plans or study activities that encourage community-based stakeholder collaboration, partnership, and consensus building through active public engagement. Describe the coordinated transportation/land use or mobility objective that supports livable/sustainable community concepts and promotes community identify and quality of life. Also, describe how additional benefits will be induced upon the project’s implementation.

This project was born out of the direct activism and engagement of the Maxwell Park Neighbors and Mills College. Their shared goal was to repair and heal MacArthur Blvd. as it passes through and under the I-580 freeway, forming the gateway to their communities, before extending northeast to the High Street end of the Laurel Shopping District and southwest to the Seminary-Millsmont commercial node. The MacArthur transit corridor is truly rich in assets: from its diverse neighborhoods; the historically renowned Mills College campus; the existing nexus of many transit options (ten bus lines, freeway access); to the confluence of three creek watersheds connecting to the open space networks of the adjacent East Bay foothills. Unfortunately, the I-580 MacArthur Freeway shadows and bisects this corridor creating areas of deserted under freeway passages, hard to negotiate intersections, and overall conditions unfavorable for the area’s walkability, livability and mixed-use in-fill development opportunities. As a result of the freeway’s impact, the synergy that could exist between the commercial areas, Mills College and the adjacent neighborhoods are severely truncated to the detriment of all.

In the fall of 2004, the Maxwell Park Neighborhood Council's (MPNC) Blight & Beautification Neighborhood Action Team began a tree-planting campaign in which 180 City-provided trees were planted in Maxwell Park and at Elizabeth Sherman Elementary School to improve these gateway areas. The MPNC also sought to explicitly address the dangerous roadway conditions at these gateways (at Pierson St. and at 55th Ave.) where residents must struggle to cross the typically fast-moving traffic on the MacArthur Blvd.(1)

The efforts focused on the MacArthur/Pierson gateway enabled the MPNC to partner with Mills College whose main gate faces this intersection. Working together, the scope of needed improvements expanded to include the adjacent under I-580 freeway area with the goal of improving the sidewalks passageway as it is very narrow, frequently interrupted by utility poles and curb cuts, and unsafe for pedestrians and bicyclists due to blind curves and speeding traffic from the freeway ramps. Creating an inviting hardscape pocket park or plaza, this effective “no-man’s land” could be re-designed to enable residents, students and seniors to deliberately and safely navigate this passage thereby accessing the nearby neighborhood-serving Laurel Commercial District.(2) The Laurel District, having recently completed a \$3M streetscape project, has sought to develop a strong pedestrian-oriented mixed-use retail presence on key in-fill opportunity sites at High Street. Meanwhile, other community stakeholders such as the Millsmont-Seminary Merchants and community groups have also been advocating for improvements to this stretch of MacArthur that would slow down-traffic and induce a more friendly pedestrian area wherein neighbors could walk and have access to the area’s destinations.

The convergence of these revitalization efforts spurred the district’s City Council members in 2005 to sponsor an “Envisioning MacArthur Blvd: Planning Community Growth for the Next 30-Years” forum at Mills College. This event brought together over 240 residents, city and regional experts, developers, and retail owners in order to consider a more comprehensive way of visioning connections and future possibilities for the MacArthur corridor. With this added push, representatives from the MPNC and Mills convened a steering committee to begin defining next steps to coalesce the combined energy into a definable, coordinated and feasible project. Representatives from Caltrans, AC Transit and the City of Oakland also participated in this steering committee offering key support to the collective intent of fostering corridor improvements.

To gather input from the larger community, the MPNC designed and conducted a community-wide survey to assess broader needs and priorities for revitalizing Central-MacArthur. With 559 respondents, the

1 Although both of these intersections were installed with new traffic signals, they were designed primarily to address traffic flow along MacArthur or traffic attempting to exit/enter Mills and failed to give right of way for thousands of residents who needed to travel through these two intersections daily, whether by car, bicycle or by foot.

2 Mills College, with its 2,000 member student body, staff and faculty, has remained fairly closed off from MacArthur Blvd. largely because of safety concerns with its all-women undergraduate population. Many of the students frequent the cafes and stores of the nearby Laurel District but must get there via the campus shuttle given the untenable pedestrian connections available. To promote sustainability and non-greenhouse gas emitting transit options, the College is considering beginning a program of offering bicycles to the students to use on and off campus. The safety of the surround street system will be critical to whether this program is developed fully.

research confirmed that residents throughout corridor area have great difficulty crossing or traveling this route, getting to bus stops, shopping, or walking to school.(3) Mills student Alysha Nachtigall, devoted her public policy thesis to researching the planning policy context for making transit-oriented improvements, conducted preliminary observations, and provided a study of specific design alternatives for creating safer pedestrian and bicycle infrastructure. With this backdrop of increasing community improvement initiatives, the goal of this proposed planning process is now to build off and unite these efforts, tapping into the excitement and the clear potential for repairing and beautifying this vital transportation spine, and create a strategy where this corridor is an asset that supports a healthy/livable district as opposed to its present configuration as an unsafe barrier to non-auto mobility.(4)

Engaging through the Community Transportation Planning Process

Critical to the success of this planning project will be mobilizing a new round of community involvement and bring new neighborhood partners to the table and thus broaden the project “ownership” along the corridor (including such stakeholders as the three proximate elementary schools, the Seminary-Millsmont neighborhood and the north of I-580 Beulah and Lincoln Heights). The community planning process is about stakeholders fully representing their interests, engaging each other, and working towards a consensus on specific design interventions. The timely relevance of transportation improvements as a foundation for creating livable neighborhoods is a key topic that will create tremendous interest, questions, and input by stakeholders along the MacArthur corridor. The planning process itself presents a unique opportunity to promote education about existent transportation systems.

The development of a good design and engaging subsequent ownership starts with a thorough baseline understanding of the transit issues and the goals of the project. Present experience regarding transportation infrastructure is also critical. To this end, stakeholders will be invited to share ideas via “walking audits” of the corridor establishing first-hand analysis of prior planning in action. Engagement is also an active process. Mills students and classes will be invited to help do outreach to the surrounding community not only as a way to gain input on proposed design interventions but also as a way to encourage further public participation and demonstrate the real interest of the campus to further its role as an interactive neighbor.

Leading the community design process will be a consultant team selected for their experience in working with and mediating large diverse groups of stakeholders and their ability to achieve a consensus through the visioning and design process itself. Balancing the needs for bicycle/pedestrian safety, traffic calming and gateway amenities with other needs for efficient traffic flow/freeway access, parking, and even

3. The survey was conducted April 1 - May 28, 2007 to eight neighborhood block associations via email lists and by flyers. The surveys reflect support for project and concerns for safety of MacArthur/I-580 intersection with 78.6% of respondents stating safety and security of ped/bike access is a high priority (Maxwell Park Neighborhood Council MacArthur/ Person/ Buell Transit & Use Survey).

4 MacArthur, as a whole, ranked 2nd out of 10) streets in city for number of pedestrian/vehicle collisions between 1996-2000 and in the project area there were 9-14 pedestrian/vehicle collisions recorded in 4 year period. The street also ranked 4th out of the top 17 in the City for bike /vehicle collisions (City Bicycle Plan 2007).

maintenance concerns typically requires significant trade-offs and discussion between stakeholder groups. Employing specific consensus-building design tools, e.g. such as “dot-exercises” to vote on aspects of designs that each individual likes or doesn’t like will be crucial to gathering input, gauging the direction of participants and providing a “transparent” design process where the public can see how specific ideas might be best brought together in a coordinated concept plan.

Transportation/Mobility Objective for a Livable/Sustainable Community

As clearly expressed, the central objective of this project is to define interventions that will increase the inter-modal transportation mobility linking High St., Mills College, and Seminary Ave. by creating a safer, welcoming, accessible community environment and establishing a legible “sense of place.” A livable/sustainable community lies squarely at the intersection of improving transportation and a healthy quality of life. For this project, a successful sustainable-transit design strategy will focus on viable “green” infrastructure elements promoting non-carbon producing alternative transportation modes: e.g.; traffic calming medians/bulb-outs, re-engineered intersection crossings, bike lanes (Class I and II for recreational riders and commuters), walking paths, gateway plazas, drought-tolerant native landscaping, bio-swales, pedestrian lighting and way-finding/interpretive signage to natural site features, watersheds, and open space networks. Another level in which this project addresses livability, sustainability, and quality of life is in defining features that can mitigate the negative noise and air pollution effects from the heavily traveled I-580 freeway including reducing the speed of automobiles entering and exiting the on/off ramps.⁽⁵⁾ Together, these transit-oriented improvements will establish a key foundation for a more livable and sustainable district from what was an unsafe auto-oriented thoroughfare dividing the community and obliterating any to the relation to the surrounding place assets.

Additional Benefits Expected from Project Implementation

In addition to providing safe routes along the corridor, access to transit routes and safe access to the nearby elementary schools and shopping, there are several important additional benefits that will be induced with implementation of the project. First, the corridor’s physical and social-use revitalization (and increased interaction of the College), in creating a more walkable and accessible community, will have a multiplier effect on local economic conditions, stimulating private investments and the in-fill of the major vacant/under-utilized sites along the corridor. The development proposals for the Laurel District can become more attractive and feasible with added pedestrian traffic. Here, the City has been working to attract and partner with a developer to a key corner site at MacArthur and High to include café, copy shop,

⁵ Vehicle emissions are the single most rapidly growing source of the carbon emissions contributing to global warming, and in California, constitute 40% of GHG emissions. California State Assembly Bill 32 requires measurable action to diminish GHG emissions and this project would help further stimulate non-motorized means and mitigate existent levels of vehicular emissions.

library, plaza and possibly a neighborhood park. This development, in turn, may help spur the economic development and revitalization of the area on the east with its many hotels where traffic, noise, and blighted conditions are often cited as reasons for low level of investment.

Second, establishing a viable community spine encouraging non auto access, connects paths for dog-walking, and provide a structure for urban adventurers seeking to explore and knowing natural site features of the area (creek watersheds and open space networks leading to the East bay Hills ridgeline) encourages more healthy and active living practices for the district.(6)

Finally, this project promises an exciting innovative forward thinking plan that addresses the deficiencies of the transit corridor now, initiates revitalizations supporting the “Envision MacArthur” smart-growth goals and establishes a platform for long-range public street and regional transit investments including potential renewed MacArthur corridor “inter-urban” light rail/streetcar line.(7) Certainly, the strategic location of this Central MacArthur segment proximate to a heavily traveled I-580 that will only be further impacted by the many on-going large housing developments without access to BART (545 units at Leonna Quarry, 960 units at Oak Knoll, 80 units at High Street, 37 units at Calaveras) will be a near-future regional transit consideration. Undertaking this planning is the first step in achieving and articulating these beneficial goals.

20 points

3. State Transportation Planning Grant Goals – Demonstrate how the proposal addresses one or more of the following Caltrans Transportation Planning Grant Goals:

- **Smart or strategic land use and opportunities for affordable housing and jobs** – This project provides smart or strategic land use and opportunities for affordable housing and jobs by bringing needed pedestrian traffic to spur retail development at the Laurel District and Millsmont and through such development and per design-guideline intentions of the City, encourage mixed-use and mixed-income housing developments. Developing these nodes will also have a spill-over effect to induce in-fill development on many of the underutilized sites on the North side of the freeway. Successfully increasing the connections and access to Mills College will produce a multiplier effect that should translate into a higher demand for housing that will be affordable and serve the needs of the staff and students.
- **Congestion relief** –As the MacArthur Freeway (I-580) route becomes even more congested and increasingly used by new housing developments (1,622 units already in the planning and/or building stages within 1-mile of the intersection of MacArthur Blvd. and the I-580) alternative transit such as light rail may become a necessity. The planning for an attractive under-freeway area can become, at a future phase, a transit-plaza for light-rail/streetcar service paralleling the I-580 corridor.

6 Enabling accessibility to watersheds in this particular area helps the City realize its Open Space goals of establishing a path system linking the Hills to the Bay. It also provides a unique educational/environmental awareness opportunity to highlight the history and geography of the area.
7 The plaza under the freeway is an ideal location for an active transit plaza serving a hybrid light-rail/street car either within the old key ROW or the freeway ROW.

- **Safe and healthy communities** – The project directly addresses this goal by seeking to make infrastructure improvements to an under-freeway and adjacent area that is exceedingly un-safe due to the confusing myriad of on/off ramps and potential for vehicle pedestrian and vehicle/bicyclist collisions. Safety is also addressed by improving the attractiveness and lighting under the freeway to dissuade negative behavior and encourage positive uses. In creating an environment more welcoming to non-motorized modes of transit, improving access to existing public transit options, and highlighting walkable connections to schools and parks the project contributes to a healthier community. The project also seeks to mitigate through specific landscape design interventions some of the negative health (noise and air pollution) affects from the I-580 freeway paralleling the street-level MacArthur Blvd.
- **Pedestrian, bicycle, and transit mobility and access** – The central feature of the planning study will be to implement new pedestrian and bicycle improvements such as separate Class I bike lanes, if appropriate or Class II lanes, separate pedestrian walk-ways with pedestrian-scale lighting and other amenities. In addition, the planning will study making intersection improvements, improving cross-walks and other interventions that will increase the accessibility and through-mobility of pedestrians and bicyclists between Seminary Ave. and High St. along MacArthur Blvd.
- **Public and stakeholder participation** – This project has already been championed through engaged stakeholder participation. Going forward, consultants will be selected based on their capacity to work with diverse neighborhoods and increase public participation and stakeholder involvement in the design process. The ability of the project to successfully connect the two ends of MacArthur and become an active and well-designed passage for residents depend on the extent there is consensus and ownership of the design
- **Measures to reduce air pollution and greenhouse gas emissions/ Conservation of energy and other natural resources** – By promoting bicycle riding, walking and public transportation, and alternatives to motorized vehicular travel are encouraged in an area heavily used by automobiles which will ultimately serve to reduce non-renewable energy use and reduce air pollution and greenhouse gas emission. Creating a safe and inviting walking and bicycling infrastructure in this dense urbanized area, the City can help meet AB32 requirements, further the State's goals, and respond to the challenges of addressing climate change effectively and prudently at the local level with realizable interventions.
- **Protection of sensitive habitat and farmland** – *Begin typing here:* As part of the plan to increase the use and non-motorized mobility along this stretch of MacArthur Blvd., connections will also be highlighted and emphasized to nearby urban trails leading to sensitive habitats as the Courtland Creek watershed and the Leona Heights Canyon. These urban walking connections and way-finding will emphasize the importance of these habitats in the local riparian ecology and potentially attract a new

segment of urban hikers to appreciate the geographic richness of the area and the significance of protecting such amenities.

20 points

4. Public Participation — Describe how the proposal will innovatively and collaboratively involve the public, community-based organizations, low-income and minority communities, Native American Tribal Governments, and under-represented groups in the planning and decision-making throughout the project.

In order to move this project towards implementation, further community engagement that brings in diverse viewpoints and from this, builds consensus around a feasible design approach to address the transportation and quality of life issues, is key. Research has shown that successful projects are community-driven and broadly representative. This project, led by the Maxwell Park Neighborhood Council and Mills College, is already the epitome of a community-driven effort and now seeks to become broader and expand this base of participation by inviting other residents, neighborhood groups and stakeholders to engage the process and take ownership of the project.⁽⁸⁾ The success of outreach and inclusiveness of this process and its ability to reach a consensus will determine to a large extent how and whether the project can go forward. This project is also expected to be a model project for the City's specific area planning, and if successful in bringing together diverse participation around transportation and livability concerns, will serve as basis for organizing the neighborhood planning efforts the City will roll out in the next two years.

Diverse public participation begins by keeping the surrounding community informed of the project status (recognizing language and class differences), offering flexible opportunities to engage the process, and utilizing innovative methods to elicit input. In addition to multiple venues of outreach including web-site postings, press releases to the local-serving newspapers and radio stations, this project will target specific language groups represented in the area and distribute meeting flyers and updates in appropriate languages (e.g., Spanish, Vietnamese, Cantonese, and Cambodian) utilizing the City's translation services. Marketing and outreach, as in-kind City support, will play a crucial role in keeping the community informed; especially those who are interested but cannot make any of the design-input sessions described above.

A central feature of the design process will be to go to where the people are to balance the standard formal community meetings process. Towards this end, the selected consultant team will conduct mobile design workshops at selected intersection at different times visiting where people congregate (e.g. commercial areas, churches, transit stops, the local elementary schools), and at local events such as farmer's market, Mills College events, or Laurel District festivals to market the proposed project. In addition, a second round of the initial survey will be distributed (in multiple languages) to insure input from the most

⁸ This section of MacArthur Blvd. contains many diverse communities both in terms of income and ethnicity (29.9% White, 33.4% Black, 20.7% Asian, 19% Hispanic per 2007 projections, *Demographicsnow*). Many of these groups, especially towards the Seminary end of MacArthur have been less involved in transportation planning decisions affecting their area.

diverse as possible range of respondents based on age, gender, ethnicity, physical./mobility-challenged status, and so forth.

Grant funds will be used for hiring planning consultants able to encourage community-based stakeholder collaboration and consensus building (especially under-represented neighborhoods, groups, schools) through the design process: conducting visioning charrettes, focus groups, and collective site assessments to experience and discuss the concerns of pedestrians, bicyclists, bus-riders and motorists. Funds will also use model-making and created simulations/ simulated walk-through of the project area that can be posted on the City's project web-site and made available to stakeholders who cannot be present at any of the scheduled meetings. A model of the corridor or other simulated 3-dimensional view will facilitate the conceptual views of the corridor.

Finally, a series of large community forums will be held to bring together and present the design alternatives, critique them, and ratify them as a large group. As stakeholders are engaged at earlier stages they will be more apt to continue through the process and represent their input at the group design review stage. The consultants will emphasize that the planning at this stage is for a conceptual level design and there will be built-in opportunities for refinements through subsequent public participation process once capital funding is identified.

20 points

5. Project Outcomes — Explain how the proposal will ensure a successful outcome and be carried forward to the next stage.

The result of this planning effort will be a corridor study and community-based concept plan (35% design level) that will be in position to be carried forward to biddable value-engineered construction drawings and subsequent capital funding. The plan and associated technical studies will articulate specific interventions of how, when focused on as a connecting “spine,” Central MacArthur will increase inter-modal transit mobility and promote a safer, more accessible, and healthier place. For this project, a successful planning outcome is one that identifies realistic, well-designed and thoroughly vetted improvements clearly addressing the communities' goals and clearly illustrating how a corridor that once served as an effective community barrier can be transformed into a unifying asset. The process of stakeholders openly engaging each other in the planning and design is the tell-tale cornerstone of a successful project. The more engagement and consensus that is achieved the more the City and other jurisdictions will be compelled to follow through with discernable support and funding.

This proposed planning process is deliberately structured to ensure a successful outcome in these terms. First, at the on-set of the project planning a multi-agency technical advisory committee (TAC) will be established to monitor the work of the consultants and review the alternatives and identify key issues identified that need resolution. Through the careful review by experts involved in the TAC (e.g. Alameda Environmental/Public Health, Caltrans, AC Transit, and City Public works officials representing traffic;

streets and sidewalks, electric, trees, environmental, storm-water drainage).(9) Such on-going involvement will help ensure buy-in from these agencies and ensure that the relevant details of the design are reviewed at this stage for the preferred alternative enabling a much more precise and value-engineered product for subsequent design and funding. Stakeholder representatives will also continue their involvement in the already established Steering Committee and this committee will parallel the TAC in reviewing collected comments. The Steering Committee will ultimately be responsible for adopting the plan and this adaptation and support will be crucial for the two City Council Districts representing this project to lobby on behalf of the project as a successful and inclusive outcome of the initial Envision MacArthur Process. Once a preferred alternative is selected by the community and approved by the Technical Advisory Committee and the Steering Committee, the plans will be brought back out to the larger community and presented to the City Council.

A key factor in keeping the momentum of this project going, especially in terms of neighborhood and stakeholder involvement, towards implementation is recognizing some of the pitfalls of a project that typically requires one or two years before implementation activities are seen or worse, remains in a planning mode that “sits on the shelf.” To off-set this, the design process at this stage will adequately identify interim landscape design implementations to keep the momentum of the project until capital funding is identified. For example, the communities’ identification of viable locations for tree-planting locations can be undertaken immediately through the City’s on-going tree-planting program. Certain design-build aspects of the proposed public art interventions for example under freeway or at the gateway areas can be initiated through the City’s Cultural Arts Department.

Finally, a well-defined planning study emerging from this project will form the basis for a neighborhood specific plan and, quite timely, can fold into the City’s update of the General Plan. Per the City’s General Plans, this corridor segment is identified as a priority for bicycle, pedestrian and infrastructure improvements – implementing a key gap in the bike/pedestrian system and urban Hill-Bay path system – and the City’s data already demonstrates the ability for significant impact in completing this project.(10) By having a well-designed, feasible design that clearly fulfills the goals and intent of the City’s LUTE (Land-use and Transportation Element), the Bicycle Plan and Pedestrian Element, and the OSCAR (Open Space, Conservation and Resource Element), one that also connects directly and will support the City’s retail-attraction efforts for Laurel District, and having this project established as a formal part of the City’s work-plan will move this project to the forefront as the central step to initializing the revitalization of this gateway neighborhood district.

9 This project will also be one of the first City TAC processes to actively invite participation and collaboration with the County of Alameda Environmental Health Department to help maximize beneficial and sustainable public health mitigations in the design given the high level of air (and noise) pollution and green-house gas emissions from the freeway detrimentally afflicting the neighborhoods along the I-580 freeway.

10 Data shows in general, in Oakland, streets with bicycle lane projects show on average an 84% increase in bicycle counts after project completion (City’s Draft Bicycle Plan, 2007).

Moreover, this project not only serves as a model, but as a part of the General Plan, will be linked to implementation priorities and CIP budgets. The more investments that come in and support this process, the more these efforts and investments will be leveraged for continued revitalization. This is critical. Without extra-municipal funding such as this grant, the demonstrated energy and commitment by the community stakeholders may never be able to coalesce in a comprehensive and collaborative fashion, let alone lead strategically to implementation. Unlike most other transit-oriented corridors in the City, this segment of Central MacArthur does not have redevelopment tax-increment financing available to facilitate community-planning. While so much transit attention goes towards the more western lying I-880 corridor, the geographically-constrained yet high growth MacArthur, corridor cutting through the very heartland, of Oakland is left to choke on *auto-exclusive* transit options – especially where bus, walking and bicycles are not a safe option and other regional transit are not available. Without taking determined steps to revitalize the MacArthur corridor, the model city Oakland hopes to become will be hard-pressed to materialize given that this corridor in general, and this central segment specifically, will fail to connect the parts of the City together into a sustainable whole. This project, and the community-process it represents, can lead the way by showing how transportation networks will bring neighborhoods together for truly sustainable growth.

To the best of my knowledge, all information contained in this proposal is true and correct.

_____ <i>Signature of Authorized Official (Applicant)</i>	_____ <i>Print Name</i>
_____ <i>Title</i>	_____ <i>Date</i>
_____ <i>Signature of Authorized Official (Sub-recipient)</i>	_____ <i>Print Name</i>
_____ <i>Title</i>	_____ <i>Date</i>

City of Oakland

Mills Corridor Community Transportation Planning Project

Scope of Work

1. PUBLIC OUTREACH, INPUT AND COMMUNITY VISIONING

1.1 Outreach, Issue Gathering, Education

- Task 1.1.1 Design of outreach materials; set-up and design web-site; translate materials.
- Task 1.1.2 Conduct door-to-door outreach in the targeted neighborhoods of the MacArthur Corridor; engage resident in one-on-one conversations and distributing materials such as flyers and brochures. Flyers/brochures produced in representative languages. Distribute flyers and information through the local schools, also submit to community-serving newspapers and list serves.
- Task 1.1.3 Direct mail to the existing property owners, business owners, renters and organizations and the new contacts in the target neighborhoods.
- Task 1.1.4 Follow-up telephone calls to people contacted through the door-to-door efforts and create a list serve of interested residents/stakeholders.
- Task 1.1.5 Initiate and follow through with project media and public service announcement campaign; coordinate with City marketing dept. for press releases as necessary; coordinator with Council and Mayor's office for announcements. Ask radio stations to play PSAs describing the transportation concerns, request newspapers to print stories and notices in community events section. For the rest of the project, keep in touch with these stations. Contact community newspapers (Metro, Tribune, Montclairion) and continue to notify these newspapers of upcoming meetings and events as well as the plans that are being developed.
- Task 1.1.6 Develop survey instrument that will collect data on current physical neighborhood conditions and to gather community members' perspectives on transportation issues as well as related neighborhood concerns. Survey to be based on model developed by MPNC, translated into represented languages and tested.
- Task 1.1.7 Hold 5-8 initial stakeholder meetings to gather input based on list of stakeholders; some meetings can be combined. These meetings will include small, intimate face to face meetings.
- Task 1.1.8 Hold special transportation education forum with community wide marketing. Invite local expert on transportation planning and consultant team to provide education on inter-modal transit options, needs and forecasts to help residents understand context of current efforts to enhance mobility, and the historical context of land-use decision-making in the City of Oakland. City Council and transportation/PWA staff to be represented as well.
- Task 1.1.9 Conduct and continue as needed outreach for community visioning forums and charettes and disseminating project developments.

Key Deliverables	Documentation
Developed outreach material	Copy of flyer (in key languages)
Distribute 3,000 flyers per month door-to-door Talk one-on-one in the neighborhoods (target 500 people)	Contact lists of where distributed (direct mail & email), notes of any comments
Direct mail to residents from City provided mail list and telephone	Copy of mailer and number of telephone hours and calls
PSAs and media communication plan	Written copy of PSA, list of stations and newspapers where on-going contact established
Survey for administering to community	Copy of survey design
Hold stakeholder meetings and education forum	List of attendees and notes

1.2. Community Visioning/engagement

- Task 1.2.1 Construct site models and develop 3-D computer graphics for visualizing site (e.g. computerized simulations and fly-throughs). Compile aerials and other appropriate graphics.
- Task 1.2.2 Hold 3-4 mobile workshops at places designated by steering committee where site users typically congregate (shopping nodes, schools, transit, churches etc.).
- Task 1.2.3 Hold a series of 3 community visioning charettes based on schedule determined by steering committee to formally introduce attendees to specific issues. Each workshop should target 30-50 people.(11)

11 The consultants and sub-consultants will be responsible for facilitating meetings (light snacks and refreshments will be provided at community meetings to facilitate public participation) and refining concept drawings of the project based on the conducted study assessments and baseline-survey that justify a preferred alternative design.

Deliverable (on a monthly basis)	Documentation
Construct model and visual simulations	
3-4 Mobile design/ visioning workshops	List of attendees and notes
3 Community visioning charettes	List of attendance and report summarizes the input received and extent of outreach for project

2. RESEARCH, EXISTING CONDITIONS

- Task 2.1 Conduct survey of residents and community organizations.
- Task 2.2 Conduct site walk-through/walking-audit.
- Task 2.3 Civil engineer to survey corridor and conduct ROW verification (including surveys, location of utilities, topography, ROW).
- Task 2.4 Studies on the existing site and corridor conditions and data collection. This task includes the traffic study and LOS study focused on auto, bus, pedestrian and bicycle traffic for the corridor. A study will also be conducted to measure the environmental effects of the freeway on air and noise pollution (GHG emissions) and impacts on local health and quality of life and suggest possible mitigations.
- Task 2.5 Conduct best practice research on transportation plans interventions and present to steering committee and stakeholders.

Deliverable	Documentation
Survey results from a target of 300-500 respondents	Copies of survey results
Hold site walking tour	Maps and list of attendees
Survey and ROW verification	Copy of AutCAD survey
Baseline/existing condition research compilation	Report summarizing existing conditions and associated studies completed (traffic, Environmental air/noise quality)

3. ANALYSIS/STUDIES/PREPARATION OF DESIGN ALTERNATIVES

- Task 3.1 Compile and assess collected data.
 - Task 3.2 Develop design alternative and alternative strategies to address community goals.
 - Task 3.3 Review alternatives with City TAC and steering committee (the consultants will meet regularly with the City and Public Agency TAC to ensure project progresses in a manner acceptable by Caltrans, the City and other agencies).
 - Task 3.4 Present alternatives to large community forum.
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- Task 3.5 Review feedback and get directions with City TAC and steering committee.
 - Task 3.6 Compile feedback and develop details of intervention.
 - Task 3.7 Complete penultimate conceptual plan. Report will also highlight “best practices” for increasing the involvement of groups in local neighborhood specific planning efforts around transportation and livable communities that the City may replicate in other areas.
 - Task 3.8 Present draft to Bike and Pedestrian Advisory Committee (BPAC), to steering committee, put on web-site for feedback, present back to community at large final community forum for final comments.
 - Task 3.9 Consultant to complete 35% plans, surveys and all reports and studies and submit to City by December 31, 2008. Submittal to also include a detailed line-item cost-estimate and contingencies for implementation and identified items that can be valued-engineered. Consultants will also identify the most appropriate follow-up studies that may be necessary and orient the project in the most appropriate manner to avoid potential CEQA and NEPA significant impacts.

Deliverable	Documentation
Analysis of data collected and input from neighborhood planning groups	Report of final analysis, copy of alternate design concepts and plans
Large Community Meeting to present designs	List of attendees, notes, photos
Developed preferred alternative concept plan	Copy of preferred alternative for distribution to TAC members for review
Final plan submission Draft report	At least 6 copies
2 nd large Community Meeting to present pref. alternatives	List of attendees, notes and photos

4. ADMINISTRATION/COORDINATION

- Task 4.1 On-going project management and coordination by the City of Oakland's CEDA project management. Project Manager will be responsible for managing, coordinating, monitoring consultant work, participating in public events, reviewing deliverables, processing invoices, and liaising with TAC, community steering committee, CalTranns and other agencies. Duties will include establishing contractual arrangements with the consultant.
- Task 4.2 Submit plans and final study for the MacArthur Corridor Community Transportation Plan to CalTrans (provide 6 hard and electronic copies).
- Task 4.3 Present the final plans and studies to the City Planning Commission and the City Council for adoption. (Plan will have been ratified by steering committee, approved by TAC and put on web-site and distributed to key City staff and decision makers).

Deliverable	Documentation
Project management	Project administration/product delivery memos
Final report 35% Design concept plan and associated studies	6 hard copies and 6 electronic copies on one Word/Excel; forward documents to the Caltrans contract manager and place electronic version on City web-page