

Oakland Moving Forward
Community Task Force Report on
TRANSPORTATION



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Oakland Moving Forward
Community Task Force Reports

CITY GOVERNMENT

ECONOMIC DEVELOPMENT

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HEALTH

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PUBLIC SAFETY

DIVERSITY/HUMAN RELATIONS

NEIGHBORHOOD ORGANIZING & CIVIC PARTICIPATION

TRANSPORTATION



Oakland Moving Forward Community Task Force Report

Introduction

October of 2005, various sectors of the Oakland community decided to revamp the process of selecting a candidate for Mayor. Historically, candidates were chosen based on the individual candidates announcing their intention to run for office and *then* proceeding to ask voters for their support. A coalition of residents of the City of Oakland decided to identify an individual rather than wait to be asked for their support. A petition drive was started to draft the Honorable Ronald V. Dellums to run for Mayor. After several months of gathering signatures for the petition to “draft” Mr. Dellums for Mayor, approximately 9,000 names were submitted to him for his consideration. It was this amazing act of civic participation, which began the “Ron Dellums for Mayor” campaign. Six months from the date of the primary election, the former Congressman who had served Oakland for more than twenty-seven years, began a campaign to once again answer the call to public service.

It was a phenomenal expression of the power of organized political action by residents to dare to fight **for** “City Hall.” On Election Day, Mr. Dellums’ candidacy rallied the support and votes of fifty plus one percent of the vote. It was a victory for citizen participation as well as a victory for the democratic process and the system by which citizens are represented in government. This unique coalition encompassed residents who were long-time activists and newcomers to the process. It bridged the generational, racial and gender divide to such an extent that it was often commented by observers, as well as participants, that the campaign had reenergized the passion within the community. Despite differences of opinion on some issues, the overall consensus was that this candidate could and would be a champion for all of the residents of Oakland and that together, anything was possible.

The task force process which was proposed during the campaign as a means of bringing forward specific recommendations to address the myriad of challenges faced by Oakland, as well as other urban centers around the nation, systematically reached out to a wide variety of citizens with a broad range of expertise on the issue addressed by each committee. The participants included residents in the medical profession, developers, academicians, social service providers, city and county employees, business owners – both large and small – union activists, public safety employees, artists, musicians, formerly incarcerated as well as other citizen and community activists. More than 800 citizens participated in the initial phase of the establishment of this process. Nine major committees were formed which ranged from education to City Hall. Subcommittees were formed within each committee to address a specific aspect of each issue. For example, the Education Committee had several subcommittees, one of which was to develop

recommendations regarding wrap-around services for the public schools. The participants were asked to frame their recommendations with three basic principles in mind; multi-jurisdictional collaboration, public/private partnerships and regional collaboration. All recommendations were to include strategies for implementation and further collaboration based on these principles.

The initial phase of the task force process begun by Mayor-Elect Ronald V. Dellums in September 2006 lasted through December 2006. This structure was designed to revitalize democracy by reinvigorating community participation in the City of Oakland and bring forth the brilliance and wisdom from within this community. Mrs. Cynthia Dellums helped to shape the process with the input of hundreds of people from every neighborhood collaborating on dozens of task forces dealing with every aspect of community life.

Over 800 people volunteered for forty-one committees as part of the task force, in conjunction with several "Neighbor to Neighbor" meetings held throughout the city. Each task force had one, sometimes two specific questions to address for deliberation. The task force operated with a set of organizing principles that combined democracy and structure. Agreement on any recommendation required a vote of two-thirds or more of their members. Some committees also developed minority reports as part of the recommendation process. The Mayor, city staff, task force members and others (e.g., business, labor, faith community, etc.) are currently engaged in an ongoing dialogue regarding the follow up on the recommendations.

A steering committee of the task force members provided the day-to-day leadership and logistical support for this largely volunteer process. The National Community Development Institute, an Oakland-based non-profit, provided strategic advice and consultation during this process. Special recognition and gratitude go to Kitty Kelly Epstein for her contribution to the coordination and outreach, which contributed to the success of this effort.

The "Oakland Moving Forward" Community Task Force developed the recommendations included in this document for review and consideration by Mayor Dellums.

The task force process and the structure, which continues to evolve, will be an integral component of this administration and the development and implementation of strategies for public policy moving forward.

Mayor Dellums would like to take this opportunity to once again thank all of the individuals who have participated in this process to date and to encourage those who would like to join him and their neighbors in creating a "Model City" for the twenty-first century.

Together, we **can** do great things!

Transportation

- ▶ Coordinate Oakland's Transportation Policies
- ▶ Identify Safe Routes to School
- ▶ Implement a Transportation Impact Fee
- ▶ Improve Security for Public Transit Riders, Bicyclists, and Pedestrians
- ▶ Integrate Transit/Transit-Oriented Development into Oakland Government
- ▶ Develop Oakland Transit Pass (OakPass)



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Transportation

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Members of the Transportation Task Force met from approximately September to December 2006 working to answer a wide range of questions and issues related to Bay Area transportation, taking into account issues relating to pedestrians and cyclists as well as vehicle operators. Traffic congestion, pedestrian safety and more efficient public transportation are major concerns of residents. Expertise from many different citizens, both those representing various non-profits or government agencies as well as many who spoke on behalf of the ordinary Oakland resident resulted in the recommendations and proposals that you will find in the the following pages of this Report.

Key to Acronyms

A key to all the acronyms mentioned within this report, along with website URLs, is included at the end.

TOPIC Transportation

Question How Can We Make Transportation Affordable And Accessible For All Oakland Residents?

RECOMMENDATION 1 Establish institutional mechanisms to coordinate the implementation of Oakland’s Transportation policies.

Advisory Policy Approval Each recommendation requires approval by at least two-thirds of the Task Force members.

Did two-thirds of your task force members approve this recommendation?

Yes.

A minority report can be submitted for any recommendation if supported by 20% of the Task Force members.

Is there a minority report for this recommendation?

No.

Implementation Period **Do you consider this a proposal that can be implemented quickly (perhaps within the first 100 days of the new administration)?**

Some or all may be able to be implemented within the first 100 days.

Does it cost a considerable amount of money, as yet unspecified within the city budget?

Funding for a small stipend for the Transportation Commissioners may be required. Also funding will be required for the Transportation Policy Director.

Proposed Policy Establish three institutional mechanisms to implement City transportation policy in order to maximize transportation options for all Oakland residents, including a **Transportation Liaison Committee** chaired by Mayor Dellums; a **City Transportation Commission**; and a **Transportation Policy Director**, reporting to Mayor Dellums, as described below:

1. Transportation Liaison Committee

The Committee, chaired by Mayor Dellums, would be composed of board and commission members representing the City of Oakland from the CMA, MTC, BART, AC Transit, WTC, CMA, Caltrans, the Port of Oakland and ACTIA. The Committee would provide an opportunity for policy makers representing Oakland to jointly advocate for transportation projects or policies that benefit Oakland, including jointly advocating for transportation funding at the federal, state, and local levels.



The Committee would meet minimally twice per year and at most quarterly and would be staffed by the Transportation Policy Director (discussed below). At the first meeting of each year the members would collaborate on which transportation projects or policies are the highest priority and benefit to Oakland residents. The recommendations could be called the annual Oakland Transportation Initiative. The Initiative could be limited to maybe one to five policies or projects that would contribute to: (a) making transportation affordable and accessible to all Oakland residents and (b) optimizing connectivity among two or more transportation modes (e.g. bus, BART, bicycle, transit-oriented development, pedestrian, ferry).

Committee members would agree on the best strategies to be employed to deliver the projects in the yearly Oakland Transportation Initiative. Strategies might include Mayor Dellums testifying before MTC as appropriate, joint Committee lobbying efforts for state or federal funds, or promoting innovative public/private partnership strategies.

2. City Transportation Commission

The Commission would advise the Mayor and City Council on all matters related to transportation, including policies, programs, and projects that optimize transportation services for all Oakland residents. The commission will work with City of Oakland staff from all affected departments to ensure that all adopted transportation policies are being implemented and the transit agencies are working collaboratively. The commission will provide advice to the Mayor, Council, and City Administrator regarding the impact of local development, AC Transit and BART, Amtrak, CalTrans, the goods movement in the City from the Port of Oakland, and report the results of funding proposals.

3. Transportation Policy Director

This Director, who would report directly to the Mayor, would coordinate with public agencies, within and outside the City, as well as staff the Oakland Transportation Commission and the Transportation Liaison Committee. The Transportation Policy Director's mission would be to promote accessible and affordable transportation options for Oakland residents and would serve as an advocate for implementation of Transit First, Bike, and Pedestrian plans.

The need for these institutional recommendations is based on the following:

While Oakland residents potentially enjoy a transportation system with many options, including bus, BART, driving, ferries, shuttles, rail, bicycling and walking, there is little focused coordination at the City level to maximize these options for all Oakland residents. Also Oakland lacks the kind of strong advocacy at a regional level to insure the City receives its fair share of funding for projects that primarily benefit Oakland residents.

These proposed institutional measures are designed to remedy this situation. Specifically, they will provide:

- **A forum for Mayor Dellums to champion worthwhile transportation initiatives.** While each major transportation agency has board and commission members who represent Oakland, there is a need for improved collaboration among these board/commission members. As chair of the Transportation Liaison Committee, Mayor

Rationale

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Transportation



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RECOMMENDATION 1 CONTINUED

Dellums can provide the leadership among these board and commission members to advocate more strongly for projects beneficial to Oakland.

- **A mechanism to implement transportation policies that benefit Oakland residents.** In 1998 the City adopted a Comprehensive Land Use and Transportation Element, which defines the long-range goals and intentions of the community regarding the nature and direction of future development, including transportation policies, within the City of Oakland and includes Oakland's Transit First Policy. This followed extensive input by a 30+member General Plan Congress, a diverse mix of Oakland neighborhood groups, business associations, not-for-profit organizations, and City Commissions and an aggressive public participation and education program of 18 community workshops throughout Oakland. While the document is comprehensive with many worthwhile recommendations, most of the recommendations in this Element were never implemented. The Transportation Commission would work with the Transportation Policy Director to ensure adopted transportation goals and policies are implemented.
- **Senior level staffing needed to promote accessible and affordable transportation options.** A Mayor's Transportation Policy Director addresses several concerns raised by our task force, including a strong advocate for a philosophical shift within Public Works and CEDA; an Oakland voice at the policy and project level with MTC, CMA, ACTIA, AC Transit, CalTrans and BART; and an advocate on behalf of community activists. Several of this task force's policy recommendations are more likely to be successful if championed by a high -level staff person in the Mayor's office.

Implementation

What action (if any) do you propose that the Mayor's office take to bring about this policy recommendation?

We want the mayor to see the value of incorporating transportation in his vision of priorities for the City of Oakland, so transportation issues should be reflected in personnel and commission changes during the first 100 days of office. The first priorities would be establishing the Transportation Liaison Committee and calling an initial meeting, and then hiring a Transportation Policy Director (see funding sources below). As soon as the Transportation Policy Director is in place, the Mayor should move forward with the formation of the Transportation Commission (see Community initiatives below).

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Transportation



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Community Initiatives

Budget

Partnership/ Collaboration

Supplemental Information

Do you plan any community initiatives to bring about action on this proposal?

Yes, for the Transportation Commission. Participants could include reps from organizations representing pedestrian and bicycle advocates, transit riders, community groups, business interests, seniors, students, developers and the Oakland Police Department.

Funding for a small stipend for the Transportation Commissioners may be required. Also funding will be required for the Transportation Policy Director. Funding would either come through the Mayor's staffing budget or be jointly funded by the Mayor's Office, Public Works, and CEDA.

- City of Oakland, CEDA
- City of Oakland, Public Works
- City of Oakland, Planning Commission
- City Council
- Local Developers
- Transportation funding agencies: (CMA, ACTIA, MTC, FTA)
- East Bay Bicycle Coalition
- Oakland Police Department
- Office of the Mayor
- Staff and Board/Commission members from AC Transit, BART, AMTRAK, Private Shuttles, WTS, CalTrans, Port of Oakland
- State and Federal Elected Officials
- Non Profit organizations (e.g. TALC, League of Women Voters, Oakland Chamber of Commerce, organized labor)

Is this multijurisdictional? Yes.

Could this entail some form of public/private partnership? Yes.

- **Relevant excerpts from City of Oakland General Plan, Land Use and Transportation Element, March 1998**
- **City of Oakland Transit First Policy**
- **City Pedestrian Plan**
- **City Bicycle Plan**



RECOMMENDATION 2

Safe Routes to School

Each recommendation requires approval by at least two-thirds of the Task Force members.

Advisory Policy Approval

Did two-thirds of your task force members approve this recommendation?

Yes.

A minority report can be submitted for any recommendation if supported by 20% of the Task Force members.

Is there a minority report for this recommendation?

No.

Implementation Period

Do you consider this a proposal that can be implemented quickly (perhaps within the first 100 days of the new administration)?

Yes.

Does it cost a considerable amount of money, as yet unspecified within the city budget?

No.

Proposed Policy

Identify a single person, or preferably multiple persons, in applicable City departments (Human Services, Public Works, CEDA, & OPD), to fully develop a Safe Routes to Schools Program in Oakland to help Oakland's 50,000 school-aged children get to school safely by walking, bicycling, or walking and taking the bus. Staff will coordinate any Safe Routes to Schools grants and work with non-profits to promote the program's goals.

Rationale

Safe access to schools is a critical issue for Oakland's youth. Safe Routes programs in the Bay Area have reduced auto traffic around schools by over 30%, while dramatically increasing the number of kids walking and bicycling to school. This improves the environment by cutting auto emissions and public health by promoting active living. Oakland's youth are disproportionately represented in pedestrian and bicycle collisions. They depend on walking, bicycling, and the bus to travel and need a clear champion(s) within the city to help improve their safety. This clearly connects with students' personal safety at and near their schools, and presents an opportunity to combine efforts focused on improving the lives of Oakland's youth.

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Implementation

What action (if any) do you propose that the Mayor's office take to bring about this policy recommendation?

Appoint staff, preferably one in Human Services and one in Transportation Services, to coordinate a citywide Safe Routes to Schools program. This program will need to work with many partners including: OPD (crossing guards staffing & local expertise, traffic enforcement), Public Works (engineering improvements), AC Transit (thousands of children take AC to school), Alameda County Public Health (grants and injury prevention/ analysis), the OUSD and the California Department of Education. Staff will also need to do extensive education and outreach while also working with the Parent Teacher Associations (PTA).

Do you plan any community initiatives to bring about action on this proposal?

No, although parents will be a critical source of energy and information.

Does it require funding? How much? From what source?

Yes, but a minimal amount from the City itself. The City earned some grant funding from Caltrans' Safe Routes to Schools program in prior years. The Transportation and Land Use Coalition non-profit applied for funds to enhance Safe Routes to Schools in Oakland in 2007 and 2008.

If this proposal requires action by several different entities, how do you propose that it be implemented?

The Transportation and Land use Coalition would apply for and receive the funds from the state. The City and School District need to approve the application and the expenditure of funds

What is the time line?

0-100 days to receive the 2007 and 2008 grants, 180-360 days to fully implement the program.

Is this multijurisdictional? Yes.

- OUSD
- City Departments
- OPD
- TALC
- AC Transit (potential partner)
- Alameda County Public Health Department
- PTA

Could this entail some form of public/private partnership? Yes.

Community Initiatives

Budget

Timeline

Partnership/ Collaboration

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RECOMMENDATION 3

Implement a Transportation Impact Fee

Advisory Policy Approval

Each recommendation requires approval by at least two-thirds of the Task Force members.

Did two-thirds of your task force members approve this recommendation?

Yes.

Implementation Period

Do you consider this a proposal that can be implemented quickly (perhaps within the first 100 days of the new administration)?

No. It will likely take six months or more to craft the ordinance and pass it through the City Council.

Does it cost a considerable amount of money, as yet unspecified within the city budget?

No. Staff time only.

Proposed Policy

Under California law (AB 1600), cities have the ability to charge new development for its relative share of the cost of public facilities and services. California Government Code sections 66000 – 66009 guide the development and implementation of impact fees. A Traffic Impact Fee (TIF) is a charge on new development that pays for capital and operating improvements to the transportation system to accommodate the higher travel demand added by the new development. TIFs encourage new development to have fewer impacts on transportation facilities, so as to avoid fees. Those developments that have the greatest impact on transportation facilities pay a commensurate fee for their impacts. Other Bay Area cities have TIF ordinances, including San Francisco (Transit Impact Development Fee), San Leandro, Sunnyvale and Santa Cruz. Palo Alto and Berkeley are currently exploring TIFs.

Rationale

Access to affordable transportation is key to Oakland residents' quality of life and the economy. As Oakland attracts new housing and business development, it is essential that the transportation system is not adversely impacted. While individual developments may not have serious impacts on their own, together they pose a cumulative impact to the transportation system. A TIF provides an incentive to developers to reduce their impacts on transportation by charging a fee on any new development that poses an adverse impact on transportation services. The fee is directed to a pooled fund. In this way, a single development's TIF may be leveraged among many to maintain and improve the transportation system in the most cost-effective manner, where and when it is needed most.

TIFs by definition are single payments required to be made by developers or builders at the time of approval and calculated to be a proportionate share of the capital project or operational cost of providing service to that development. TIFs may be calculated based on average trips, numbers of units in a residential project, square footage in a non-residential project, or other factors and will be applied consistently to all new projects. It should be noted that an important aspect of the definition is that the fee is paid once, often a condition of a development or occupancy permit. Payment of a TIF

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shifts the responsibility from the developer to the City to address impacts, allowing the City the flexibility to prioritize the greatest transportation needs. TIF funds should be used to fund transit services, shuttles, bicycle, and pedestrian improvements consistent with adopted city policy.

What action (if any) do you propose the Mayor’s Office take to bring about this policy recommendation?

Direct Public Works and CEDA to develop a transportation impact fee program and related regulations. Once prepared, it would go to the before the Planning Commission and City Council for adoption as an ordinance.

Do you plan any community initiatives to bring about action on this proposal?

Developers and the business community may balk at this proposal. City staff should work with the Oakland Chamber of Commerce, developers and other stakeholders as they develop a TIF program and regulations. It will be important to have community members in support of adoption of an ordinance. Community organizations such as TALC, Urban Habitat, and the Sierra Club are possible stakeholders to include as well, and can educate residents to support the ordinance through testimony at hearings.

Does it require funding? How much? From what source?

No. It will generate funding for transportation projects within the City of Oakland.

If the proposal costs a large amount of money, how do you propose that it be funded?

N/A.

What is the time line?

- **Month 1:**
Mayor directs CEDA and Public Works staff to draft policy and related regulations
- **Month 2 – 4:**
CEDA and Public Works staff draft policy and related regulations
- **Month 5:**
Goes before the Planning Commission
- **Month 6:** Goes before the City Council

Implementation

Community Initiatives

Budget

Timeline

Partnership/ Collaboration

Who needs to act on it?

- Public Works staff
- CEDA staff
- Planning Commission
- City Council
- Community Based Organization(s) – Greenbelt Alliance, Urban Habitat, Transportation and Land Use Coalition, Sierra Club
- Developers

Is this multijurisdictional? Yes.

Could this entail some form of public/private partnership?

Yes in that developers will either need to pay the fee or provide direct mitigation of transportation impacts (such as bus passes), as defined in the ordinance.



Improve Security for Public Transit Riders, Bicyclists, and Pedestrians

Over two-thirds of Task Force members voted for the proposal.

There is no Minority Report.

One to four years,

One of the barriers to the use of public transit, particularly busses, and to the use of City streets for bicycling and walking is the fear of crime. If crime and the fear of crime in these venues can be reduced then the use of these modes of transportation will be more accessible to more citizens of Oakland.

This would be a multi-pronged approach aimed at mitigating crime on or around public transit, bicycling, and pedestrian corridors. Among the specific recommendations are the following:

1. Create a program employing ex-gang members and other youth (17-25) to ride busses in selected areas to prevent crime and violence on busses and at bus stops. They would use proven violence prevention techniques, unarmed interventions, counseling, and other strategies to prevent criminal and gang activity from happening on public transit vehicles. The program could be funded by pursuing various federal and state anti-crime and safe routes to school grants, and would be jointly administered by the Sheriffs Department and AC Transit, in consultation with the school district, the Oakland Police Department, and appropriate social service agencies. This program would expand the scope and mandate of an existing program utilizing youth riding busses, but which has primarily an anti-graffiti focus and is used only on busses assigned to school routes.
2. Aggressively implement community-policing strategies in Oakland, with special emphasis on keeping major bicycle routes, pedestrian corridors, and bus stops as free as possible from criminal activity.
3. Have the OPD more effectively coordinate with the Alameda County Sheriffs Department (which provides security on AC Transit busses) and BART police to prevent and solve crimes committed on public transit vehicles and at bus stops. The jurisdiction of each agency should not be unnecessarily limited, but be expanded as needed to mitigate crime within the transit sphere, which often has origins in the larger community.
4. In general peruse best practices in non-police crime prevention strategies as mandated by proposition Y: including employment and rehabilitation programs for ex-offenders, addiction recovery programs, intervention strategies for at risk youth, support and counseling for parents in stressed families etc.

RECOMMENDATION 4

Advisory Policy
Approval

Implementation Period

Rationale

Proposed Policy

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Community Initiatives

Strengthen and broaden the scope of neighborhood crime prevention councils and neighborhood watch committees to include community based crime-prevention initiatives – such as inter-generational counseling, block clubs, church based programs etc.

Budget

Approximately \$2,000,000 per year, over and above what is already budgeted for these programs. Federal and state grants might be available to fund some or all of this program.

Partnership/ Collaboration

Stronger partnerships need to be developed between AC Transit/ Sheriffs Department, BART Police, the Oakland Police Department, and bicycle and pedestrian advocacy groups/ neighborhood based crime prevention organizations.

Supplemental Information

To insure this an agreed upon approach should consult with community policing task force.



Integrating Transit/Transit-Oriented Development into Oakland Government

RECOMMENDATION 5

Do you consider this a proposal that can be implemented quickly (perhaps within the first 100 days of the new administration)?

Implementation Period

Yes, part of it: Signing the Transit Streets Cooperative Agreement.

No: Developing an Oakland Transit Plan with a strong Transit-Oriented Development (TOD) component.

Proposed Policy

Get the City of Oakland to support transit as part of the City's own mission. The proposal has two parts: The Transit Streets Cooperative Agreement and the Oakland Transit Plan. The City and AC Transit would sign the Transit Streets Cooperative Agreement. The Agreement would foster collaboration between the City and AC Transit by spelling out notification and comment requirements when one agency plans a project that would affect the other. The Oakland Transit Plan would develop City goals for transit service (e.g. frequency of service), priorities for transit facilities, actions to facilitate transit (e.g. transit signal priority), zoning to support transit-oriented development (TOD) around BART stations and other major transit hubs, and would set out a strategy to maintain and improve transit in Oakland. The Transportation Commission that our task force is proposing would oversee and support this project, making sure it was implemented. The Transit Plan would include TOD elements by providing incentives in Oakland's Zoning Ordinance and possibly other Ordinances for projects close to within approximately one-half to one-third mile of a transit stop or station.

Rationale

For reasons related to air quality, traffic congestion, over-dependence on foreign oil, global warming and sprawl, it is necessary to find ways of reducing fossil fuel consumption. This means, among other things, reducing our dependence on automotive travel. To achieve this reduction requires both improvements to transit and setting residential and commercial developments near major transit nodes, to encourage more use of energy-efficient trains and buses. Oakland's transportation policy documents in fact support the importance of transit. Oakland has declared itself a "Transit First" city. City plans seek to shift travel from cars to transit and non-automotive modes. BART stations are to be focal points for development. But the City's implementation of these principles has been spotty at best. While San Francisco has developed an extensive network of transit preferential lanes, Oakland streets are frequently rebuilt with little consideration for transit needs. When it seeks transportation funds, the City rarely prioritizes transit improvements that would benefit city residents. Transit corridor planning and zoning have been repeatedly delayed. Some City staff have even proposed to bill AC Transit for the time they spend on transit issues, indicating that they see transit as separate from their primary responsibility.

This proposal, which complements the Transportation Commission proposal, proposes a short and medium term action to remedy this disconnect. The Transit Streets Cooperative Agreement would not commit the City to any specific action, and would instead set up a framework for consistent consultation and collaboration between the City and AC Transit. While the Agreement is bringing AC and the City together,

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formulating the Transit Plan would create a long term vision for transit in Oakland. The Plan would address questions such as: Which transit projects in Oakland are important and which are not? What steps will the City take to increase transit ridership? What level of transit service does the City seek? What will the City do to make TOD easier and development away from transit harder? Other East Bay cities have developed transit plans to help them understand and prioritize the needs of their residents and workers. The Transit Plan will complement the City's Pedestrian Master Plan, Bicycle Plan (now being revised), and vehicle movement policies from the Land Use and Transportation Element (LUTE) of the General Plan. Together, these plans can be knit into a truly multimodal approach.

Implementation

What action (if any) do you propose that the Mayor's office take to bring about this policy recommendation?

The Mayor should sign and publicize the Transit Streets Cooperative Agreement. The Mayor could propose the Transit Plan to the City Council and advocate for it there.

If this proposal requires action by several different entities, how do you propose that it be implemented?

AC Transit has proposed and is eager to implement the Transit Streets Cooperative Agreement. The Transit Plan would require further collaboration by the City with AC Transit, BART, the Water Transit Authority, and other transit operators. The goal of the Plan would be to define – to the greatest extent possible – a consensus program for transit investment and improvement – and TOD – that both reflects the City's goals and meets the needs of transit agencies. The Plan would define what implementation actions the City and various transit agencies were responsible for.

Community Initiatives

Do you plan any community initiatives to bring about action on this proposal?

Generally no, although some community advocacy – possibly from the Transportation Commission – may be required to approve preparation of the Transit Plan.



Budget

Does it require funding? How much? From what source? If the proposal costs a large amount of money, how do you propose that it be funded?

No: Transit Streets Cooperative Agreement, modest amount of money/staff time.

Yes, The Transit Plan could be funded from multiple sources, including discretionary transportation funds, Redevelopment funds, and possibly additional funds from outside agencies such as the Metropolitan Transportation Commission (MTC).

Partnership/ Collaboration

Who needs to act on it? Is this multi-jurisdictional?

Please see page 7.

Could this entail some form of public/private partnership?

Yes.



Develop an Oakland Transit Pass Transportation Task Force Minority Report

Advisory Policy Approval

Each recommendation requires approval by at least two-thirds of the Task Force members. Did two-thirds of your task force members approve this recommendation? No.

A minority report can be submitted for any recommendation if supported by 20% of the Task Force members. Is there a minority report for this recommendation? Yes. This was the Task Force's 7th Recommendation.

Implementation Period

Do you consider this a proposal which can be implemented quickly (perhaps within the first 100 days of the new administration)? No.

Does it cost a considerable amount of money, as yet unspecified within the City budget? No.

Proposed Policy

Develop a single, reduced cost transit pass (OakPass) for Oakland residents to use on BART and AC Transit with associated funding plan (e.g. parking tickets, developer fees, transportation impact).

Rationale

The majority of Oakland residents live near either a BART station or bus line that serves a neighborhood commercial district, downtown, and/or a BART station. Oakland is at the heart of both transit systems. A monthly pass on AC Transit costs \$70 and provides no discount on BART fares, while BART transfers to AC offer a \$0.25 savings (\$1.50 cash fare). The combination of a high monthly pass and minimal transfer discount makes taking transit, especially trips using both AC & BART, expensive.

All Oaklanders need to benefit from the amazing transit service available to them to reach jobs, medical services, schools (elementary – university), parks, and retail. Over 20% of Oakland households are without a car, and an additional 40% have only one car. Creating an Oakland transit pass will help the city meet its goal of oil independence by 2020, providing a more convenient alternative to driving for Oaklanders who have more travel choices.

Developing a plan for Oakland will be challenging as AC Transit and BART service passes through the city. However, these challenges can be addressed and should not preclude development of this program. The new TransLink® universal fare system (current on AC, fall 2007 for BART) provides a mechanism to employ this program.



Implementation

What action (if any) do you propose that the Mayor's office take to bring about this policy recommendation?

This effort will require leadership on the part of the Mayor and his staff to secure funding for this program. Potential funds for the program may be available (depending on cost) from Alameda County Transportation Improvement Authority (ACTIA), Alameda County Congestion Management Agency (ACCMA), Federal Transit Administration (FTA), and/or the Metropolitan Transportation Commission (MTC).

If this proposal requires action by several different entities, how do you propose that it be implemented?

With support from the Mayor's office, city staff should coordinate a staff level analysis of the impact and opportunities associated with an Oakland transit pass. A consultant could be hired to work on the project, which the city would need to pay for.

Do you plan any community initiatives to bring about action on this proposal?

No, though outreach to existing and potential riders would be most useful to understand financial and ridership impacts

Does it require funding? How much From what source? If the proposal costs a large amount of money, how do you propose that it be funded?

Using data from AC Transit and BART it would be possible to estimate the cost of this pass. Estimating new ridership for AC Transit & BART would be more difficult. With leadership from the city, funding would be pursued at ACTIA, ACCMA, MTC, and FTA in addition to funds outlined above.

What is the time line?

18-24 months

- City of Oakland
- AC Transit
- BART
- Water Transit Authority
- ACTIA
- ACCMA
- MTC
- FTA

Could this entail some form of public/private partnership? No.

Community Initiatives

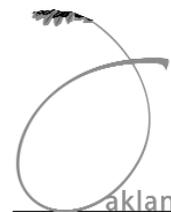
Budget

Timeline

Partnership/ Collaboration

19

Transportation



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ACRONYM KEY

ACTIA: Alameda County Transportation Improvement Agency
(<http://www.actia2022.com>)

AC Transit: Alameda-Contra Costa Transit District
(<http://www.actransit.org/>)

AMTRAK: Passenger rail (<http://www.amtrak.com>)

BART: San Francisco Bay Area Rapid Transit District
(<http://www.bart.gov/index.asp>)

CalTrans: California Department of Transportation
(<http://www.dot.ca.gov/>)

CEDA: Community & Economic Development Agency, City of Oakland
(http://www.oaklandnet.com/cedahome_com/SiteData/cedahome/InetPub/wwwroot/main/index.htm)

CMA: Alameda County Congestion Management Agency
(<http://www.accma.ca.gov>)

EBBC: East Bay Bicycle Coalition
(<http://www.ebbc.org/>)

FTA: United States Department of Transportation, Federal Transit Administration
(<http://www.fta.dot.gov/>)

MTC: Metropolitan Transportation Commission
(<http://www.mtc.ca.gov/>)

OPD: Oakland Police Department
(<http://www.oaklandpolice.com/>)

OUSD: Oakland Unified School District (Oakland's public school district)
(<http://webportal.ousd.k12.ca.us/>)

Public Works: Public Works Department, City of Oakland
(<http://www.oaklandpw.com/>)

TALC: Transportation and Land Use Coalition
(<http://www.transcoalition.org/>)

TOD: Transit Oriented Development

WTS: Women's Transportation Seminar
(<http://www.wtsinternational.org/>)

**TRANSPORTATION
TASK FORCE
CONVENERS &
PARTICIPANTS**

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**For More Information On
The Task Force Reports, The Task Force Process
Or How You Can Get Involved**

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