



OakDOT Event Recap

OCTOBER 2017–DECEMBER 2018

PREPARED BY D&A COMMUNICATIONS

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The following is a recap of D&A hosted or aided/enabled events for OakDOT's Shared Mobility initiative, spanning the time from October 2017–December 2018.

In advance of any event work, D&A laid the foundation for a strong representative presence with the proper tools and branding to build lasting brand identity among the demographics served. This included an OakDOT branded table cloth and event tent for use at street fairs, farmers markets and similar outdoor venue occasions, as well as branded giveaway items, flyers and other collateral. These items laid the foundation for a strong presence at events to come.

ADVISORY MEETINGS

SHARED MOBILITY ADVISORY COMMITTEE MEETINGS – QUARTERLY

D&A provided the administrative support necessary to bring the advisory meetings to life. Such work included, but was not limited to, compiling the agenda, conducting outreach, staffing, catering, scheduling and orchestrating the events, and providing notes after their conclusion, as they emerged quarterly. While on-site, D&A staff members facilitated conversation and ensured that all voices in the room were included and heard.

These meetings provided a forum for feedback on present and future shared mobility programs that were accessible to and met the needs of Oakland's diverse communities, and D&A provided the background support for these public opportunities.

INTRODUCTORY RESEARCH STAGES

In the beginning research stages of our work with the Department, our goals centered around initial contact and outreach that solicited real-time feedback about transportation needs directly from the residents themselves. This manifested as participation in already orchestrated Oakland events in the areas and amongst the sought-after demographic. Through these efforts, we made hundreds of contacts, collected dozens of surveys and set the stage for additional outreach to be conducted by OakDOT itself.

FRUITVALE DÍA DE LOS MUERTOS – 10.29.17

As a first dive into the world of on-the-ground engagement with Oakland residents themselves, D&A staffers took part in the Fruitvale Día de los Muertos celebration – an outdoor festival that brings over 60,000 people to the neighborhood in Fruitvale Village. This provided an opportunity to talk to attendees about shared mobility and conduct surveys for input on car and bike share, and very specifically provided a portal to reach out to the low-income African American and Latino communities that OakDOT serves.

D&A spearheaded the efforts by reserving the booth and manning the staffing plan and surrounding logistics for an impactful and engaging, interactive site. In this research phase, direct engagement was crucial, and staffers from both D&A and OakDOT asked people about how they were getting around and what transportation options were still needed. Both visually alluring and tactile, a prize wheel and various swag items attracted and entertained people, oftentimes with kids in tow. Overall, we were able to garner expansive results, with 228 surveys plus a handful of Gig carshare map expansion drawings.

D&A staff provided: custom OakDOT 10' canopy, custom OakDOT table cover, 6' table, 2 folding chairs, giveaways (backpacks, pens, sunglasses, children's toys), printed surveys in Spanish and English, clipboards and water bottles. We also circulated summary notes after the event.



LUNAR NEW YEAR BAZAAR – 2.3.18

Comparable to the Día de los Muertos celebration, the Lunar New Year Bazaar was an on-the-ground opportunity to directly engage Oakland residents whose needs we specifically seek to meet. D&A's efforts revolved around event planning and staffing, including set-up, general operation, translator coordination, giveaways, collateral and more.

While tabling at the event, feedback was captured through an administered transportation survey. Our presence at a cultural congregation in a tightly-knit area enabled us to catch a glimpse into the Chinatown community's transportation issues and needs. The brief, three-question surveys were exchanged for various prizes to incentivize engagement. In addition to a magnet calendar giveaway specifically branded dually for the lunar new year and the City of Oakland, staffers also distributed flyers and Gig coupon codes.



LOVE CENTER MINISTRIES – 12.3.17

Love Center Ministries is a church in East Oakland that provides worship services as well as programs to empower its members and the community at large. As the next extension of D&A’s research phase, and as an avenue to tap into already-assembled communities of low-income and diverse Oakland residents, D&A brought a food truck to the church venue to draw in participants after church services, and advertised in advance in the December church bulletin. This spawned a new wave of data about Oakland resident transportation needs, directly from those who experience transportation woes and face affordability barriers in their daily lives.

Staff collected surveys from the approximate 75–100 attendees and distributed free credits to use for both car and bike share services. These surveys gathered feedback on what the future of transportation should look like in the city. In exchange for filling out a brief survey on transportation preferences after the service, food truck partner Unique Soul catering provided a free catered lunch (turkey sandwich, taco, beverage). As there were services targeted both to English and Spanish speaking populations, and through the use of an on-site Spanish/English translator, we were able to tap into diverse networks. D&A held primary responsibilities for survey administration, food service, setup and cleanup.



AFFORDABLE HOUSING SITES

BANCROFT SENIOR HOMES PRESENTATION – 9.6.18

Bancroft Senior Homes is managed and owned by Christian Church Homes, a nonprofit that has been building and managing affordable housing communities where seniors can live and thrive in the comfort of their own home. Bancroft itself provides 61 apartments in a 3-story building in a community designed for low-income residents aged 62 and over.

OakDOT and D&A representatives arrived on-site to give an in-person presentation to a group of 25 seniors, 20 of whom were Mandarin or Cantonese speakers. To foster the feelings of a community event, we brought snacks to complement the formal presentation, and led less formal walks to, and explorations of, a GoBike station and Gig car.

This was the first in a series of comparable events where we took the learnings and takeaways from the research stage and brought them straight to people’s front doors (or, as the case may be, their community rooms). By finding groups of ready-assembled low-income residents eligible for the program, and able to benefit from the services, we sought to make these easy and affordable programs accessible through non-threatening, one-on-one interactions that quelled anxiety.



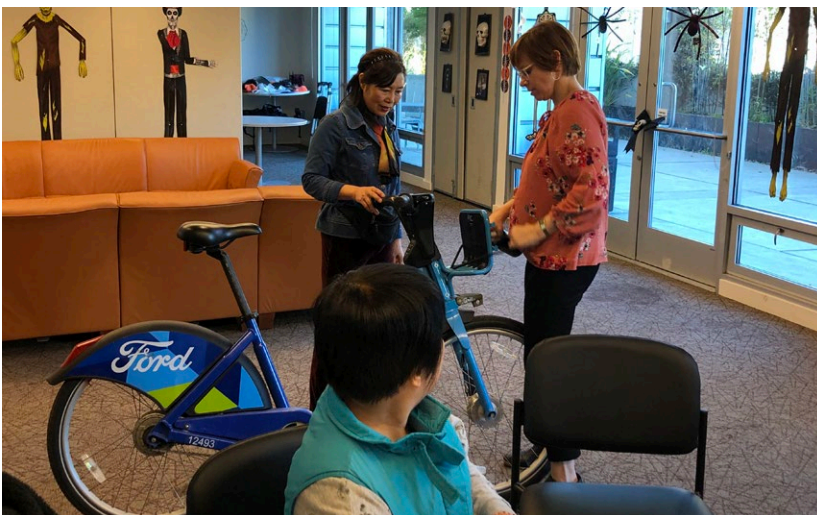
SAHA MADISON AT 14TH PRESENTATION – 10.23.18

Satellite Affordable Housing Associates (SAHA) provides quality affordable homes and services that empower people and strengthen neighborhoods. The Madison at 14th property targets homeless foster youth and working families.

D&A staff hosted an information session for residents in the community room, with Chinese translation and a Ford GoBike brought over from a nearby docking station for guests to examine, touch, sit on and even take for a quick indoor spin. Amidst a spread of fruit and cookies lay handout materials in both languages, with the D&A team and InterEthnica translator ready, able and willing to answer questions as they arose. Due to the community room orientation and the ability for guests to filter in and out as their schedules allowed, we were able to engage individuals one-on-one with a high-touch, explanatory approach.

The exception to this individualized pattern was the group of primarily Chinese-speaking women who found themselves actively engaging with our on-site translator throughout most of the event duration.

Overall, we found this an incredible opportunity to address initial understanding and concerns with residents directly, cultivate a relationship with the SAHA network, and visualize firsthand the rapid contagion of interest when it stems from peers. This portends the efficacy of community influencers within resident communities.



OCCUR COMPUTER BASICS ORIENTATION – 10.29.18

Oakland Citizens Committee for Urban Renewal (OCCUR) offers free training workshops and adult classes at the David E. Glover Education & Technology Center – a project of OCCUR and a space for communal innovation. One such class is their Computer Basics Orientation, with primarily older adult participants with little computer knowledge. At the end of the class, D&A staff members presented a brief overview of Shared Mobility opportunities to the already-assembled group of Oakland residents.

In advance of the class, OCCUR staff members sent out an email blast to enrolled members announcing the presentation, and printed flyers that were available day-of at the center.

Staff members offered the 20+ participants in the course the opportunity to stay after the conclusion of instruction to hear Shared Mobility program details and receive discounted rates on services. Those who stayed heard a 15-20 minute informal presentation from D&A staff. We arrived with flyers, promotional materials and the knowledge needed to answer questions as they emerged. Attendees were encouraged to download the apps and sign up for accounts while we were physically present and able to assist.

OAKLAND HOUSING AUTHORITY RESIDENT ADVISORY BOARD MEETING – 11.14.18

In communicating with the Oakland Housing Authority (OHA) Resident and Community Services Coordinator, D&A arranged for an on-site presentation to the OHA Resident Advisory Board. Though not OHA residents themselves, the resident advisory board is comprised of the ambassadors at low-income housing facilities throughout Oakland, have firsthand knowledge of resident needs, and the capacity to bring enthusiasm to future resident events that can translate to increased engagement and shared mobility use.

OHA staff compiled and mailed out paper agendas to all members in advance of the meeting, which featured the Shared Mobility presentation as a listed agenda item and also contained a single-ride Ford GoBike coupon for members or friends as an added boost to potential promotions. Additionally, at the assembled meeting, each attendee received a printed copy of presentation slides to help them follow along, and retain for later reference.

D&A formally presented information to the assembled group in front of projected slides. First, beginning with our own goal as a firm in tandem with the city's goals, we dove into the mechanics of each service and the transportation freedom we could offer by way of memberships and credits. This spawned a lively Q&A session, rich with feedback on hopeful features for later implementation as ways that the services themselves could enhance their offerings, as well as clarification on terms and usage of present offerings.

This forum provided an invaluable opportunity to field questions that provoked new thinking in terms both of our offerings and our presentations, especially surrounding some of the barriers to entry and ease of use for Gig.

IRONHORSE AT CENTRAL STATION PRESENTATION – 12.19.18

Ironhorse at Central Station is a facility within the BRIDGE Housing network that provides 99 affordable family apartments in West Oakland. D&A staff members made use of the community room in the epicenter of the building's architecture to lay out material and invite the ebb and flow of residents in to learn about the opportunities, and leave with memberships or credits.

The intermittent flow of residents as they filtered home from work, or entertained their children in communal areas lent itself more to individualized discussions in lieu of a formal presentation. This afforded D&A staff members the opportunity to walk through the basics of each service, answering questions and responding to concerns face-to-face with the individuals who took part. As with other events, D&A planned, coordinated and promoted the events in the lead up to, and provided refreshments, room setup and cleanup, and on-site facilitation day-of.

MANDELA GATEWAY HOLIDAY PARTY – 12.20.18

The Mandela Gateway complex provides both 168 affordable rental apartments and a sense of community to its residents. As a testament to this, property managers transformed the community room into a comfortable and festive holiday space for a fête to commemorate the year's conclusion. D&A staff added to the night's offerings of food, raffle prizes, photo booth and more, by stationing a table and enabling on-site conversations about the car and bike share offerings. After a formal announcement to kick things off, it was a night of mingling and conversations, where guests were incentivized to try the services, tell their friends, and reach back out to us with questions and feedback after giving it all a whirl.

Lincoln Families will be opening a Mandela Family Resource Center in early 2019. This event was an introduction to the Mandela Gateway residents, an invaluable connection to the Lincoln Families network, and just the beginning of many more potential events to come in partnership with the Resource Center, apartment complex, and BRIDGE housing network at large.



COLLATERAL



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Why own your own vehicle when there are easier, less expensive options?

BIKE SHARE

Just unlock a bike, ride and park at any bike station across the city. Bikes have built in lights and a bag rack!

CAR SHARE

Only pay for what you use—just find a Gig car, unlock, inspect, and go. When you're done, park in any legal parking space—no need to worry about time limit or meters! Bring your friends and cargo. It's perfect for errands, quick trips or heavy loads.

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www.gigcarshare.com

• **\$5 year-long bike share membership. Save \$144!**
www.fordgobike.com/pricing/bikeshareforall

Contact us for details, or we can host a sign-up event for your community.

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Compartir en bicicleta

Simplemente desbloquee una bicicleta, monte y estacionese en cualquier estación de bicicletas de la ciudad. Las bicicletas cuentan con luces y una bolsa portaequipajes!

Compartir coche

Solo pague por lo que use, solo encuentre un carro Gig, desbloquee, inspeccione y listo. Cuando haya terminado, estacionese en cualquier espacio de estacionamiento legal, ¡no o los medidores! Traiga a sus amigos y a su equipaje. Es perfecto para hacer mandados, viajes rápidos o cargas pesadas.

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節省時間金錢出入屋簷！

有簡單便宜的選擇，為什麼還擁有自己的車輛？

自行車共享 Bike Share

在自行車站解鎖自行車，騎進目的地及在指定合法停車位，馬上置有無須密碼鎖。

汽車共享 Car Share

按使用付費，找一輛 Gig car，解鎖，檢查，出發。用後停車位，停車位限制時間，帶上您的朋友和貨物。它非常適合短程或重載的小差。

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• 使用代碼 30FORDYOU 可免費獲得 \$30 元 Gig car 積分優惠。
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What is Car Share?

Owning a car is expensive. Every month, the average American family spends more than \$700 per vehicle (includes costs like insurance, gas, and maintenance). Plus, most cars sit parked and unused 95% of the time.

Carshare is a membership-based service that allows you to rent out vehicles usually for hourly use but at a fraction of the cost of owning your own car. With car share, you pay only for the time you use.

Benefits of Car Sharing

- Affordability**
Use a car only when you need it! Save that money for your other expenses.
- Improves Access**
Don't own or have a car? No problem. Go where you need.
- The Environment**
Car share reduces GHGs contributing to climate change.
- Health & Wellness**
Drive less, party more. Enjoy walking, bicycling, and transit.

How does car share work in Oakland?

"Free Floating" or "One-Way"

Get from Point A to Point B easy

How do I use it?
Download the app! Pick up the nearest car, and drop it off anywhere in the designated home zone. Park anywhere in legal parking spaces - don't worry about the time limit or meter!

What does it cost?
No signup fees. Only pay for what you use.
Per Mile: \$2.50
Per Hour: \$15.00
Per Day: \$85.00

Tell me more!
There are 250 Gig cars in Oakland and Berkeley. The Toyota Prius Hybrids fleet also have bike racks up top.
www.gigcarshare.com

Dedicated Space

Move people or stuff

How do I use it?
Reserve cars online or with a smartphone for a specific period of time. Unlock cars with a personal key fob, car share card, or smart phone.

What does it cost?
One-time application fees or yearly/monthly rates + hourly or per mile rate apply depending on the company, plan, or car.
(anywhere from \$4-13/hour, or \$0.10-\$0.35/mile).

Tell me more!
There are several Zipcars in parking lots primarily around downtown Oakland. Rent the kind of car in the time that fits your needs.
www.zipcar.com

Peer to Peer

Rent a neighbor's car

How do I use it?
Find and reserve cars online and via smartphone for a specific period of time. Cars must be returned to the same location when a trip is complete.

What does it cost?
Free to join. Rates are set by the owner. Getaround starts at \$5/hour and Turo at \$20/day.

Tell me more!
You can also list your car and rent it out for money.
www.getaround.com
www.turo.com