

West
Oakland

**TRUCK
MANAGEMENT
PLAN**

APPENDIX H

Strategy Development Process

A joint plan by the
City of Oakland and
Port of Oakland



PORT OF OAKLAND



**CITY OF
OAKLAND**



MEMORANDUM –STRATEGY DEVELOPMENT PROCESS

West Oakland Truck Management Plan

To: Richard Sinkoff/Port of Oakland
From: Andrea Gardner/Port of Oakland
Date: November 1, 2018

This memorandum describes the process followed to develop the strategies for the West Oakland Truck Management Plan (TMP).

INTRODUCTION

The Port and the City used a stakeholder-driven process to create the TMP and develop effective solutions to reduce the effects of Port and OAB transport trucks on local streets in West Oakland. The stakeholder engagement included five community workshops. The first four workshops laid the groundwork for generating the solutions proposed in the TMP. Specifically:

- Workshop #1: Stakeholders brainstormed positive attributes of West Oakland, problems associated with trucks in West Oakland, and potential solutions to these problems.
- Workshop #2: Stakeholders visited locations identified in Workshop #1 as problem areas related to trucks to further discuss and refine issues and possible solutions.
- Workshop #3: Stakeholders reviewed and commented on data collection and analysis completed by the Port and the City to better understand the issues and begin defining the solutions.
- Workshop #4: Stakeholders provided feedback on and ranked proposed solutions.

Stakeholder input was also provided through other outreach activities; these are described in the Public Engagement Program appendix to the TMP. The list of stakeholder comments and how they are addressed in the TMP is included in the Stakeholder Comments spreadsheet appendix.

ISSUE IDENTIFICATION

The Port and the City reviewed the stakeholder input from the first two community workshops and identified common themes among the comments. Based on these themes, the Port and the City grouped the comments into 17 categories, as follows:

The Port and the City considered categories that would have similar data collection or that could be addressed by the same solutions, and then further grouped these categories into seven work plan tasks to frame data gathering and analysis. The categories and work plan tasks are shown in Table 1.



Table 1. Issue Categories and Work Plan Tasks

Work Plan Task	Categories Included
Enforcement	Enforcement
Truck Parking	Parking
Truck Movement	Prohibited Streets, Truck Businesses and Services, Truck Routes
Signage and Communication	Signage, Truck Businesses & Services, Truck Routes, Trucker Training and Outreach
Safety and Urban Design	Damage to Roadways/Sidewalks, Land Use/Conflicts, Safety, Truck Routes, Urban Design
Other Related Information	Categories to be incorporated in parallel efforts: Air Quality, Alternative Fuels/EV, Noise, Truck Businesses and Services, Truck Queuing and Idling, Other (e.g. affordable housing, BART parking)
Positive Features	Positive Neighborhood Features

The work plan tasks guided the initial data collection and analysis to more specifically define and clarify potential issues related to trucks in West Oakland. For example, stakeholders made numerous comments about trucks parking overnight or in undesirable locations in West Oakland and questioned whether these trucks were parked legally or if sufficient enforcement is being done. The Port and the City therefore considered the following:

- What are the parking regulations for trucks and trailers in West Oakland? Where are they legally allowed to park?
- Where are trucks and trailers observed to be parking?
- Who is responsible for parking enforcement in West Oakland, and what is the current level of enforcement activity?

Similarly, stakeholders noted that trucks are observed driving on streets that are not Truck Routes. The Port and the City considered:

- What are the designated Truck Routes and Prohibited Streets per the Oakland Municipal Code? Under what conditions can trucks legally drive on streets that are not designated Truck Routes?
- How are these streets signed?
- Where are truck-oriented businesses located within West Oakland?
- Who is responsible for enforcement of the use of Truck Routes?

Detailed information on the data collection and technical analyses performed by the City and the Port are provided in the following documents, included as appendices to the TMP:

- Truck Parking Technical Memorandum
- Truck Movement and Safety Technical Memorandum
- Signs and Communication Technical Memorandum
- Enforcement of Parking Regulations and Truck Routes Technical Memorandum



The City and the Port used the stakeholder input and the results of the data collection and analysis to develop an initial set of proposed solutions to address the identified issues. The proposed solutions were presented at Workshop #4 for review, comment, and ranking; they were also shared through other venues (e.g. online surveys). Table 2 lists the proposed solutions by the four categories (Parking, Truck Movement and Safety, Signs & Communication, Enforcement) in which they were presented. Table 2 also lists the ranking of solutions within each category based on stakeholder voting.

The Port and the City created a final set of TMP Strategies using the draft set of proposed solutions and stakeholder feedback; consideration of which proposed solutions overlapped or were duplicative and could be integrated into a single strategy; which order of implementation would provide the greater or more immediate benefit to the community; and whether it was an individual action (strategy) or an approach (such as outreach to truck drivers) that would cut across implementation actions. Table 2 indicates where each proposed solution is incorporated into this TMP.

Table 2. Ranking of Workshop #4 Proposed Solutions

Proposed Solution		Stakeholder Ranking	TMP Strategy
<i>Parking</i>			
	Promote Truck Parking & Services at the Port and OAB (P6)	1	Strategy 4 Improve Truck Route Signage; Ongoing Stakeholder Coordination in Implementation Approach
	Prohibit Truck Parking Near Residences (P1)	2	Strategy 8 Change Parking Regulations
	Prohibit Unattached Trailer Parking Overnight (P2)	3	Strategy 8 Change Parking Regulations
	Update Existing Parking Signs (P5)	4	Not carried forward at this time; Strategy 8 would reduce need for parking signs and Strategies 7, 9, and 10 would help enforce new parking regulations
	Prohibit Truck Parking Around Parks (P3)	5	Strategy 8 Change Parking Regulations
	Prohibit Truck and Trailer Parking on Specific Streets (P4)	6	Not carried forward at this time; Strategy 8 would more comprehensively change parking regulations and Strategies 7, 9, and 10 would help enforce new parking regulations
<i>Truck Movement and Safety</i>			
	Add Streets to Truck Network to Clarify Preferred Routes (TMS2)	1	Strategy 3 Update the Network of Truck Routes and Truck Prohibited Streets
	Reevaluate Truck Prohibited Street Designation in Industrial Areas (TMS3)	2	Strategy 3 Update the Network of Truck Routes and Truck Prohibited Streets
	Identify Preferred Routes for Completing Deliveries (TMS1)	3	Strategy 2 Improve Truck Routing; Strategy 6 Use Urban Design to Promote Use of Truck Routes



Table 2. Ranking of Workshop #4 Proposed Solutions

Proposed Solution		Stakeholder Ranking	TMP Strategy
	Improve Safety on Adeline Street between 3rd and 7th Streets (TMS5)	4	Strategy 1 Improve Safety at Street Intersections near the Port
	Improve Safety on 7th Street West of Wood Street (TMS6)	5	To be implemented separately from TMP as part of another project
	Improve Safety on Union Street between 5th and 7th Streets (TMS4)	6	Strategy 1 Improve Safety at Street Intersections near the Port
<i>Signs & Communication</i>			
	Improve and Increase Communication with Truck Drivers (SC7)	1 (tie)	Part of several strategies; Ongoing Stakeholder Coordination in Implementation Approach
	Add Signs for Truck Services (SC8)	1 (tie)	Strategy 4 Improve Truck Route Signage
	Add More Truck Prohibited Street Signs (SC5)	3	Not carried forward at this time; Strategies 2, 3, 4, and 5 are expected to address issue
	Add More Truck Route Signs (SC4)	4	Strategy 4 Improve Truck Route Signage
	Add Larger Truck Route Signs (SC2)	5	Strategy 4 Improve Truck Route Signage
	Replace Faded or Damaged Signs (SC3)	6	Strategy 4 Improve Truck Route Signage
	Fix Caltrans Highway Signs (SC1)	7	To be coordinated with Caltrans separately from TMP
	Pilot an Alternative Sign Strategy (SC6)	8	Strategy 4 Improve Truck Route Signage
<i>Enforcement</i>			
	Improve Staff Training for Issuing Tickets (E1)	1 (tie)	Strategy 7 Improve Training for Issuing Parking Tickets
	Do Targeted Parking Enforcement (E2)	1 (tie)	Strategy 10 Conduct Targeted Parking Enforcement
	Conduct Spot-Checks in Problem Areas along Non-Truck Routes (E5)	3	Strategy 5 Conduct Enforcement Spot-Checks
	Increase Truck Parking Fines (E3)	4	Strategy 9 Consider Increasing Truck Parking Fines
	Provide Updates on Enforcement (E6)	5	Reporting Progress in Implementation Approach
	Hire More Staff to Issue Tickets (E4)	6	Not carried forward at this time; the other strategies are expected to address issue

The figure below provides a summary of this evaluation process.

Over 400 stakeholder comments

Comment/Issue	Source	Category
Use of truck lanes for other purposes	Bay Area Council	Access/Use
Use of truck lanes for other purposes (e.g., transit, bicycle)	Bay Area Council	Access/Use
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