



# **BROADWAY STREETScape IMPROVEMENTS**

# **ENGAGEMENT SUMMARY REPORT**

## **Summer 2023**

*PREPARED IN COLLABORATION BY:*

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# INTRODUCTION

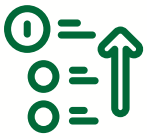
In Summer 2023, the City of Oakland Department of Transportation (OakDOT) conducted community engagement for the Broadway Streetscape Improvements, which is focused on Broadway between 2nd and 11th Streets and 20th Street to Grand Avenue. (see Figure 1)

This document describes the engagement approach, the feedback received, and explains how this feedback will be used to shape this project.



(Figure 1: **(top)**: In-person visits to businesses along Broadway. **(top right)**: OakDOT tabling at National Night Out in Jack London Square. **(right)**: OakDOT engagement materials available for the public.)

# KEY TAKEAWAYS



## **Top priorities for traveling to and along Broadway (521 responses):**

- Pedestrian safety (84%)
- Urban Greening (55%)
- Traffic calming (i.e., designing improvements to reduce the speed of cars) (52%)



## **Project aspects survey respondents are most excited about (498 responses):**

- High Visibility Crosswalks (74%)
- Bus-Only lanes (48%)
- Protected Left Turns & Bulb-Outs and Curb Extensions (46%)



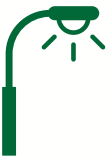
## **Project aspects survey respondents are least excited about (498 responses):**

- Bus-Only Lanes & Wayfinding signage (24%)
- Bulb-Outs and Curb Extensions (22%)



## **Biking and Bike Lanes (90 responses):**

- Requests for Protected Bike Lanes (41%)
- Requests for better accessibility overall for cyclists on Broadway (20%)



## **Pedestrians & Lighting (61 responses):**

- Increase safety for pedestrians including sidewalk improvements (36%)
- Improve lighting, especially in the underpass (21%)



## **Safety and Enforcement (50 responses):**

- Increase in enforcement around speeding, crime and parking violations (58%)
- Increase general safety for the public (28%)



## **Beautification (34 responses):**

- More urban greening (47%)
- Request for street repairs [potholes, repaving, repainting crosswalks] (29%)



# PROJECT BACKGROUND

Broadway, Oakland's "main street," is the busiest transit corridor in AC Transit's system. Yet, Broadway's current design contributes to bus delays and unreliable travel times. Broadway is also part of Oakland's "High Injury Network", which is the 4% of Oakland streets where most of Oakland's of severe and deadly pedestrian crashes happen. Today, Broadway has wide lanes, poor lighting, and is not completely accessible for people with disabilities. The Broadway Streetscape Improvements aims to enhance bus travel and pedestrian safety on Broadway from 2nd Street to 11th Street and 20th Street to Grand Avenue. The planned improvements include:

- Red bus lanes and Transit Signal Priority (TSP) to improve reliability
- New ADA curb ramps, crosswalks, lighting, and wayfinding signage to increase pedestrian safety and visibility
- Expansion of OAK WiFi, a program that provides free internet to Oaklanders to help close the digital divide
- Improvements to the Broadway I-880 underpass with lighting and artistic elements to increase visibility and promote community identity
- Eliminating the existing curved free-right turn at 6th Street and Broadway to reduce high-speed turns and improve visibility
- Traffic signal upgrades and protected left turns to increase safety

Several prior planning efforts have called for improvements on Broadway. These include the 2017 Pedestrian Plan, 2019 Bike Plan, Draft Downtown Oakland Specific Plan, Transit Action Strategy, Howard Terminal Transportation Plan, Capital Improvement Program, and the Oakland Alameda Access Project. As part of this prior planning work, engagement took place in the form of community and stakeholder meetings, workshops, surveys, and more. A summary of this previous engagement can be found in the [Broadway Community Engagement Summary](#).

# ENGAGEMENT APPROACH

## **Engagement Objective:**

The objectives of the engagement for this project were guided by OakDOT's standards on equitable community engagement and by the outcomes of prior engagement. The aim of the Summer 2023 engagement was to:

- Spread the word about the project and build widespread awareness of and support for the project
- Gain a better understanding of key stakeholders' needs and how to expand engagement beyond what has already been done
- Engage people that reflect the communities surrounding the Broadway project corridor
- Reach those who are historically "hard-to-reach", including:
  - Black and Hispanic/Latinx Oaklanders
  - Youth
  - Seniors
  - Lower income individuals and households
  - Persons with disabilities

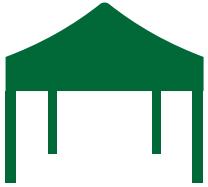
## **Engagement Strategies:**

The engagement strategies utilized included the following: survey, briefings with City of Oakland commissions and neighborhood group meetings, corridor walks to meet with stakeholders, and tabling at local events. This document is a compilation of the feedback received through direct and/or open ended questions, and stakeholder opinion.



# ENGAGEMENT STRATEGIES

In addition to previous engagement described above, the project team conducted the following engagement activities to inform conceptual designs:



## Local Events

Nine events in two months



## Social Media

5 posts in 2 months

## Corridor Walks

to consult with businesses  
along the corridor



## Commission Meetings & Council Briefings



## Newsletters & Email Blasts

shared via City of Oakland, City Council Offices,  
and other organizations and community groups



## Surveys

521 received

### Local Events and Commission Meetings

- Mayor's Commission on Aging - June 7, 2023
- Farmer's Market Tabling - June 23, 2023
- Mayor's Commission for Persons with Disabilities - June 26, 2023
- Old Oakland Neighborhood Council Mtg. - June 26, 2023
- Transport Oakland Briefing - June 26, 2023
- JLID Board Meeting Presentation - July 12, 2023
- Lincoln Summer Nights Tabling with EBALDC - July 13, 2023
- Jack London Neighborhood Council Presentation - July 25, 2023
- Broadway Corridor Walks - July 31 and August 2, 2023
- Jack London National Night Out - August 1, 2023

# SUMMARY OF FEEDBACK

## *In-person events, meetings and corridor walks*

The following community feedback was collected  
through in-person events and meetings.

(see appendix for engagement materials)

A total of 72 responses were collected at in-person events, meetings, and corridor walks. Responses were categorized as follows:



## Design

**33% of responses** (24 comments)

- Concerns around how right turn lanes will be impacted with the installation of bus-only lanes
- Requests to prioritize impact to businesses in design, including considering flex streets in lieu of parking spots
- Discouraging use of plastic bollards due to ineffectiveness
- Concerns about congestion with one driving lane - *what happens when you are stuck behind a left-turning car?*
- Request to focus on areas in need of traffic calming and areas that lack natural calming effects
- Requests for urban greening and public art





# SUMMARY OF FEEDBACK

*In-person events, meetings and corridor walks*



## Accessibility

**26% of responses** (19 comments)

- Requests for longer pedestrian crossing times - especially for vulnerable populations
- Requests for the return of the B Shuttle
- Comments about cyclists using the bus-only lane due to lack of a bike lane
- Increased housing downtown makes parking inaccessible



## Community Questions

**18% of responses** (13 comments)

- How can the community get more involved in this project?
- Are there enough people riding the bus to justify the bus-only lane?
- Why ask if we community members are excited about bus lanes if we already know they are being installed?
- Any examples of this project in the United States that have worked well?
- Request for a presentation from AC Transit about accessible buses and paratransit.

# SUMMARY OF FEEDBACK

*In-person events, meetings and corridor walks*



## Safety

**18% of responses** (13 comments)

- Requests for increased lighting and safety for pedestrians and cyclists crossing through the freeway underpass
- Requests for better wayfinding so cars know where to go, especially in the underpass to Jack London and Alameda
- Concerns around speeding and aggressive driving by both cars and buses - requests for enforcement and calming
- Lack of bike lane results in cyclists using the bus-only lane



# SUMMARY OF FEEDBACK

## Survey

A multiple choice and short answer survey was used to collect stakeholder opinions about the proposed Broadway Streetscape Improvements (see Figure 2).

The survey was sent out through email blasts, social media posts (see Figure 3), distributed at the Farmer's Market and National Night Out, and paper surveys were dropped off at both Family Bridges and Harrison Street Senior Housing. In addition, Broadway project posters were put up at bus shelters and near intersections around the project corridor. These posters had QR codes for the survey.



(Figure 2 Proposed Broadway Streetscape Improvements)

### City of Oakland's Post



(Figure 3: Social Media Posts promoting the survey)

# SUMMARY OF FEEDBACK

## *Survey*

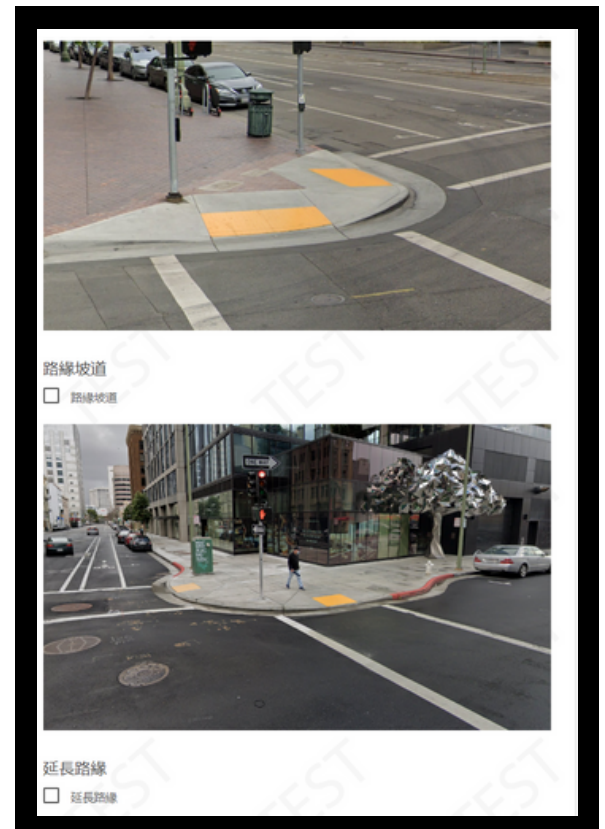
### Survey Questions Breakdown

**Questions 1-5 (Survey Part I)** gauged the priorities and preferences of survey participants related to the project scope.

**Questions 6-8 (Survey Part I)** request survey participants to give permission to use responses in public facing materials, ask for recommendations for additional priority stakeholders, and if participants would like to provide an email for updates. Questions 6-8 will not be included in this summary, as the answers for these will not directly help to inform the development of initial designs for improvements.

**Demographic Questions 1-8 (Survey Part II)** were based on demographics to understand the audience reached through community engagement activities, and ensure respondents are representative of the diverse populations within Oakland, City Council Districts 2 and 3.

The online and paper survey, also translated in Spanish and Chinese (see Figure 4), launched June 1, 2023, and concluded July 31, 2023. There were 471 surveys completed online (11 in Chinese and 460 in English) and 50 completed on paper (48 in Chinese and 2 in English). A total of 521 surveys were completed.



(Figure 4: Chinese-language surveys distributed)

# SURVEY

Below is a summary of the survey responses related to the project scope:

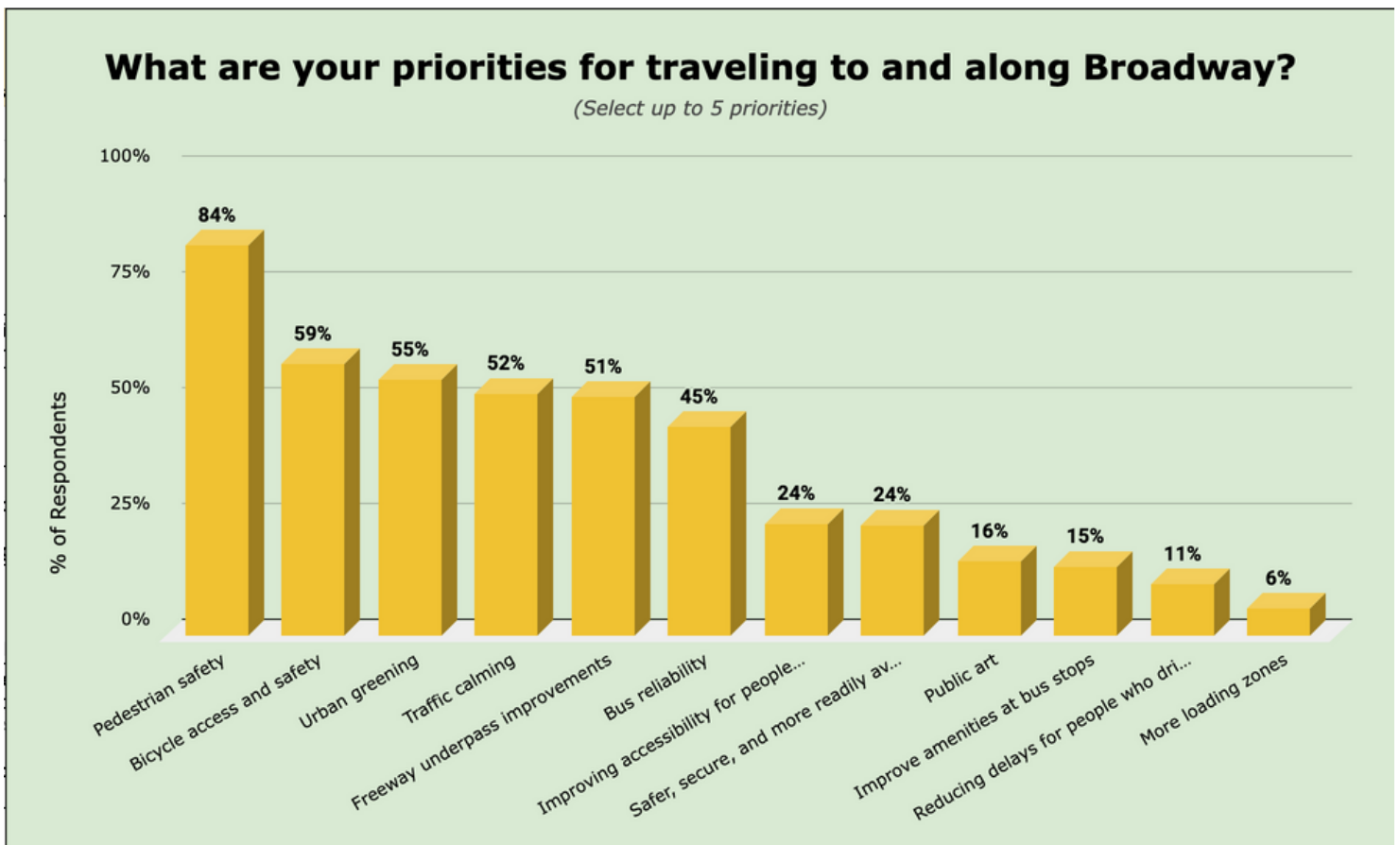
What are your priorities for traveling to and along Broadway? Circle up to 5 priorities

**521 respondents**

(see Figure 5)

Of the 521 survey respondents, 84% identify pedestrian safety as a top five priority when traveling to and along Broadway. Freeway underpass improvements (51%), traffic calming (52%), urban greening (55%), and bicycle access and safety (59%) were all identified by over 50% of respondents as being top five priorities when traveling to and along Broadway.

More loading zones was chosen by 6% of respondents as a top-five priority, making it the lowest ranking priority of the list.



(Figure 5: Top Priorities for traveling to and along Broadway)

# SURVEY

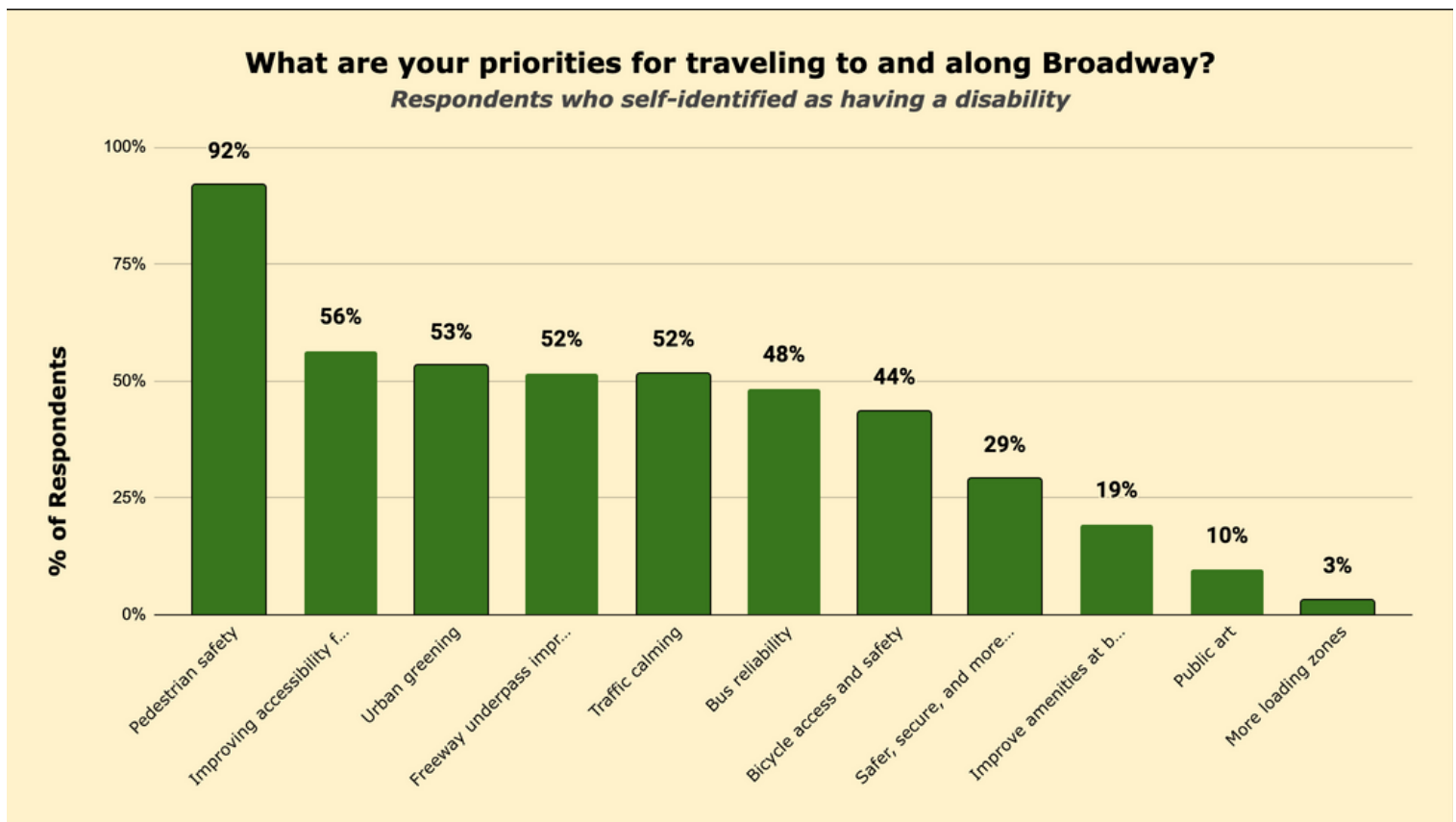
What are your priorities for traveling to and along Broadway?

Circle up to 5 priorities

**Of respondents who self-identified as having a disability**

**62 respondents**

*(see Figure 6)*



(Figure 6: Top Priorities for traveling to and along Broadway for respondents who self-identified as having a disability)

Of the 62 respondents who self-identified as having a disability, 92% (57 respondents) listed Pedestrian Safety as their top priority for traveling to and along Broadway. Improving accessibility urban greening, freeway underpass improvements, and traffic calming were all priorities that garnered over 50% support. (see Figure 6)

# SURVEY

Please tell us which aspects of the project you are **most/least** excited about. Select all that apply.

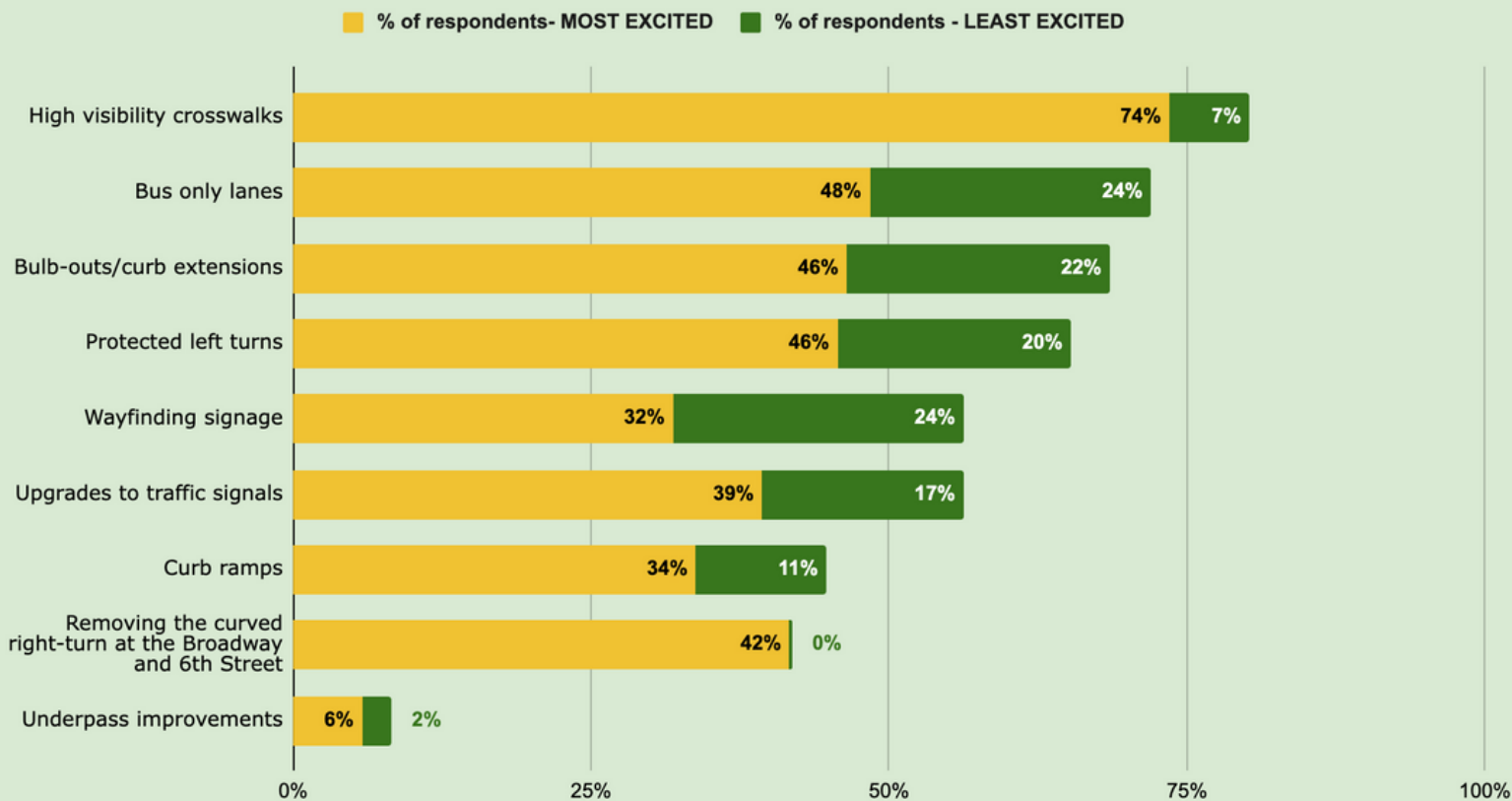
**498 respondents** (see Figure 7)

Four hundred ninety-eight survey respondents shared which aspects of the project they found as most and least exciting. Overall, high visibility crosswalks was highlighted by 74% of respondents as the most exciting aspect, while bus-only lanes (24% of respondents) and wayfinding signage (24% of respondents) were identified as the least exciting aspects of the project.

Bulb outs/curb extensions, and and protected left turns ranked as #3 and #4 for both most and least exciting aspects of the project, highlighting mixed feelings among respondents.

## Please tell us which aspects of the project you are most/least excited about

(Select all that apply)



(Figure 7: Aspects of project most and least excited about )



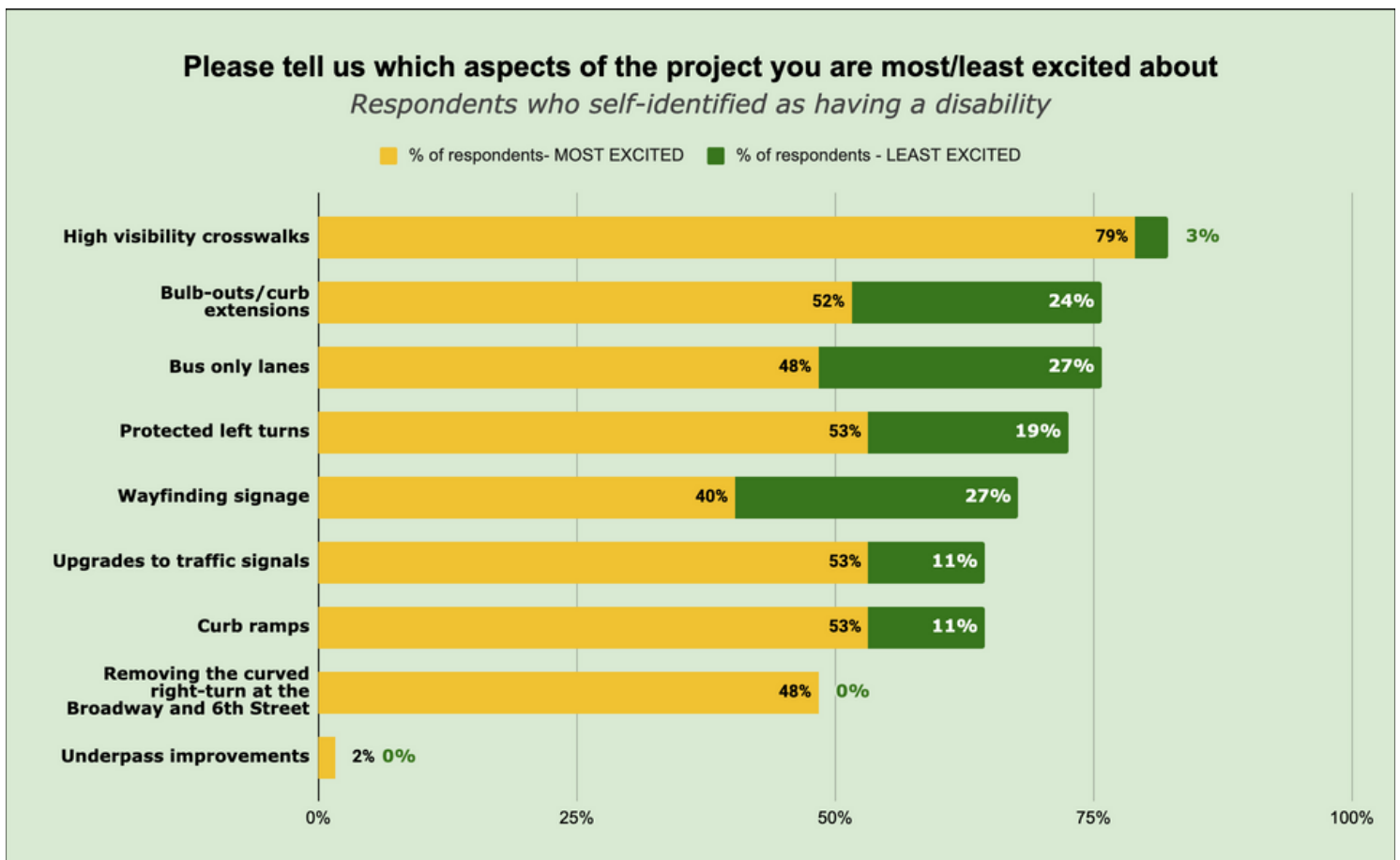
# SURVEY

## Most and least exciting aspects for respondents who self-identified as having a disability:

Of the 62 respondents who self-identified as having a disability, 79% (49 respondents) listed high visibility crosswalks as their top priority for traveling to and along Broadway. Upgrades to traffic signals and protected left turns were listed as the most exciting aspects of the project by over 50% of respondents.

Twenty-seven percent of respondents chose bus-only lanes and wayfinding signage as the least exciting elements of the project.

Bulb-outs/curb extensions and bus-only lanes both had mixed responses. For bulb-outs/curb extensions, 52% of respondents cited this as the most exciting aspect of the project while 24% cited it as the least exciting. While excitement for bulb-outs/curb extensions is one of the top 5 responses, it was also one of the top responses for least-exciting project aspect. Bus-only lanes resulted in a similar mix of responses, as 48% of respondents listed it as most exciting while 27% listed it as least exciting, which was the third highest aspect of the project listed as least exciting. (see Figure 8)



(Figure 8: Aspects of project most and least excited about of respondents who self-identified as having a disability)

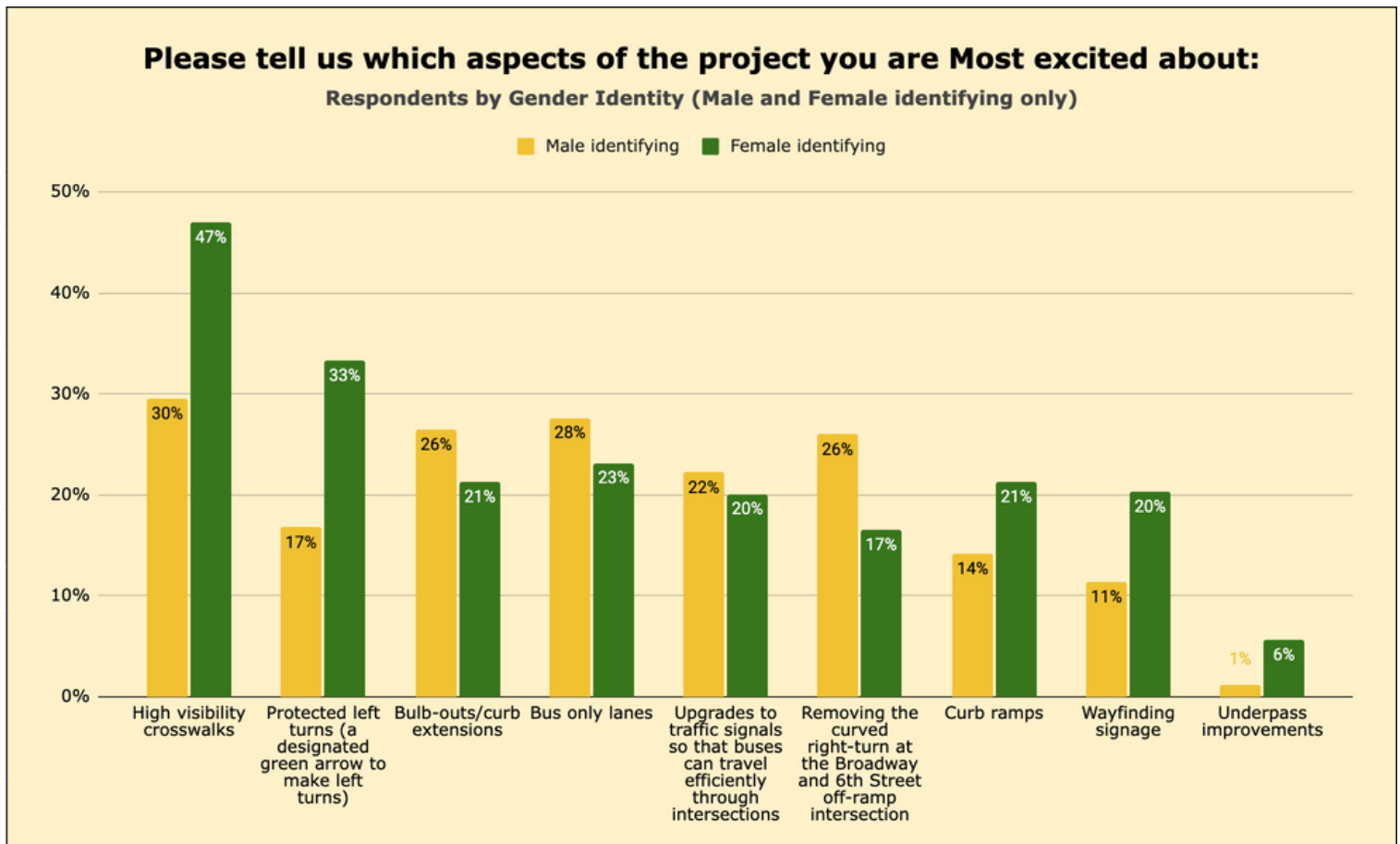
# SURVEY

## Most exciting project aspects by gender:

Here, we continue to look at the breakdown of most and least exciting project aspects through the lens of gender. (see Figure 9)

Among survey respondents who self-identified as female, the most exciting aspects of the project are high visibility crosswalks (47% of female respondents), followed by protected left turns (33% of female respondents).

When looking at respondents who self-identified as male, the most exciting aspect is also high visibility crosswalks (30% of male respondents), followed by bus-only lanes (28% of male respondents). Both bulb outs/curb extensions and removing the curved right-turn at Broadway and 6th street were highlighted by 26% of male respondents as the most exciting project aspects.



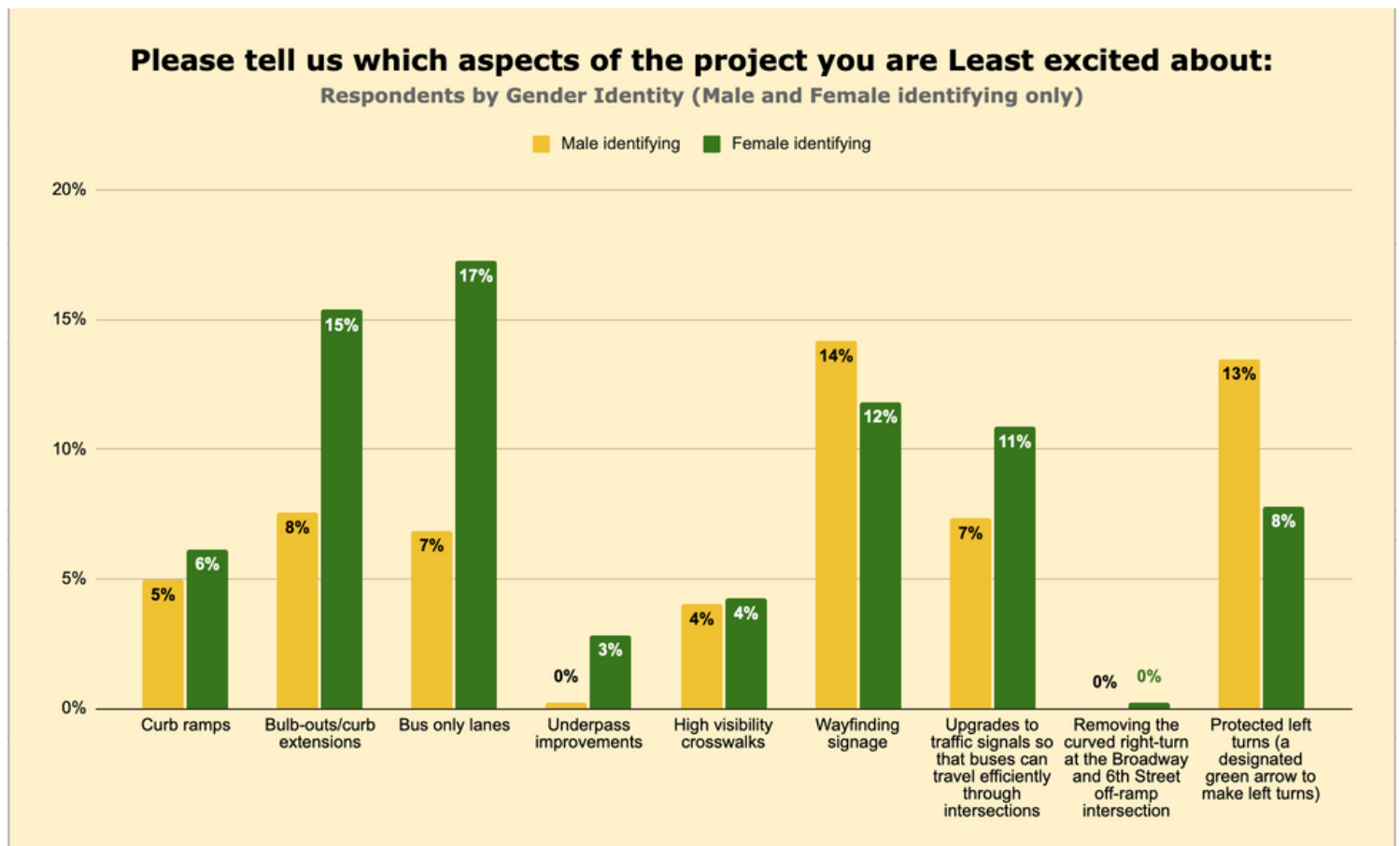
(Figure 9: Aspects of project most and least excited about of respondents who provided their gender identity )

# SURVEY

## Least exciting project aspects by gender:

Among survey respondents identifying as male, the project aspect that garnered the least excitement is bus-only lanes (17% of male respondents). Bulb-outs/curb extensions (15% of male respondents) is the second least exciting aspect of the project. (see Figure 10)

When looking at respondents identifying as female, the least exciting aspects of the project are wayfinding signage (14% of female respondents) and protected left turns (13% of female respondents).



(Figure 10: Aspects of project most and least excited about of respondents who provided their gender identity )

# SURVEY

## Most and least exciting project aspects by race:

Here, we continue to look at the breakdown of most and least exciting project aspects through the lens of race. Of the 521 survey respondents, 393 self-reported their racial identity. The following graphs provide a breakdown of the most and least exciting project aspects broken down by respondent racial identity.

Respondents were asked to write-in their racial identity. Based on the responses provided, we are able to see the most and least exciting project aspects broken down by respondents who identify as White/Caucasian, Asian/Pacific Islander, Mixed/Multi-Racial, Black/African-American, and Latine.

Additional demographic data can be found in the appendix of this report.

### Respondents identifying as White/Caucasian: (210 respondents)

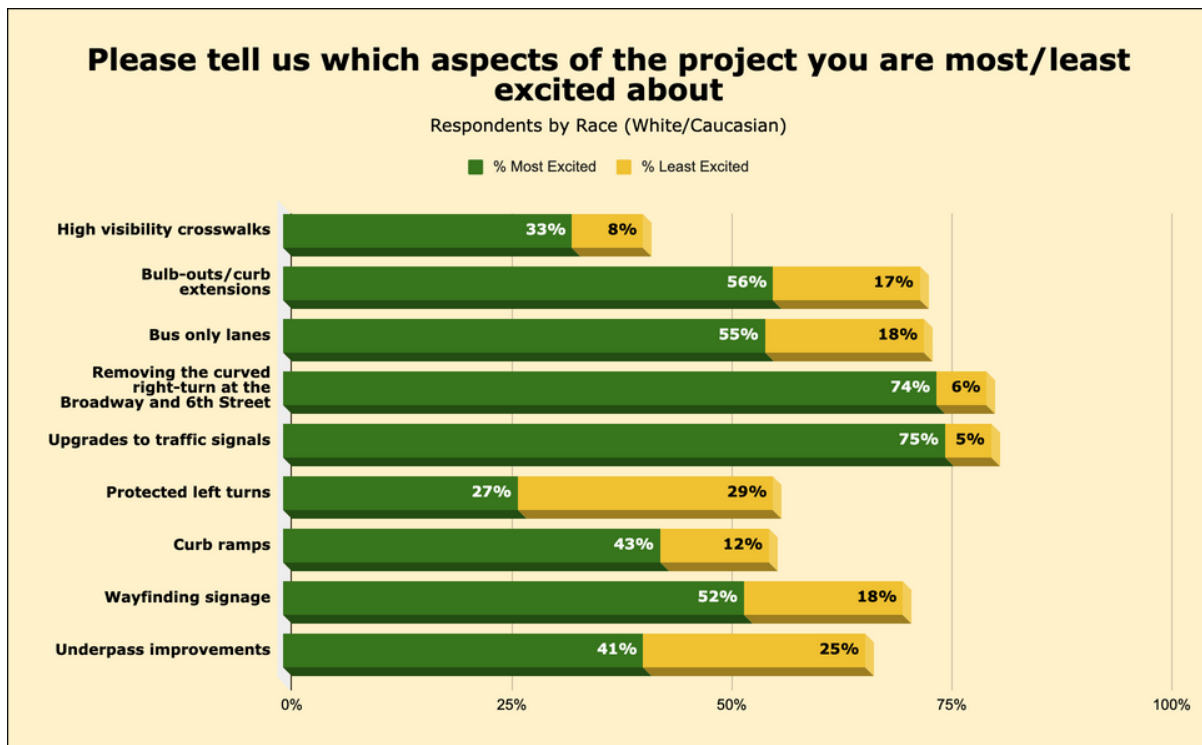


Figure 11: Most and least exciting aspects by race - White/Caucasian

# SURVEY

## Respondents identifying as Asian/Pacific Islander: (102 respondents)

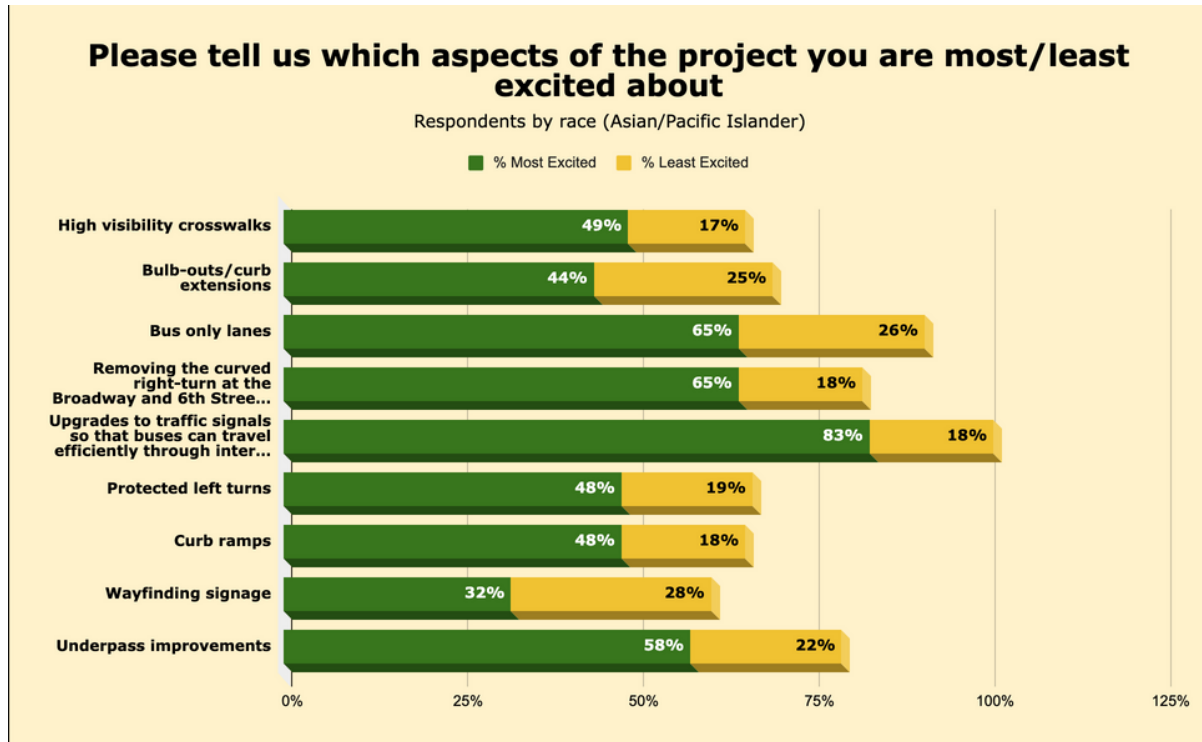


Figure 12: Most and least exciting aspects by race - Asian/Pacific Islander

## Respondents identifying as Mixed/Multi-Racial: (30 respondents)

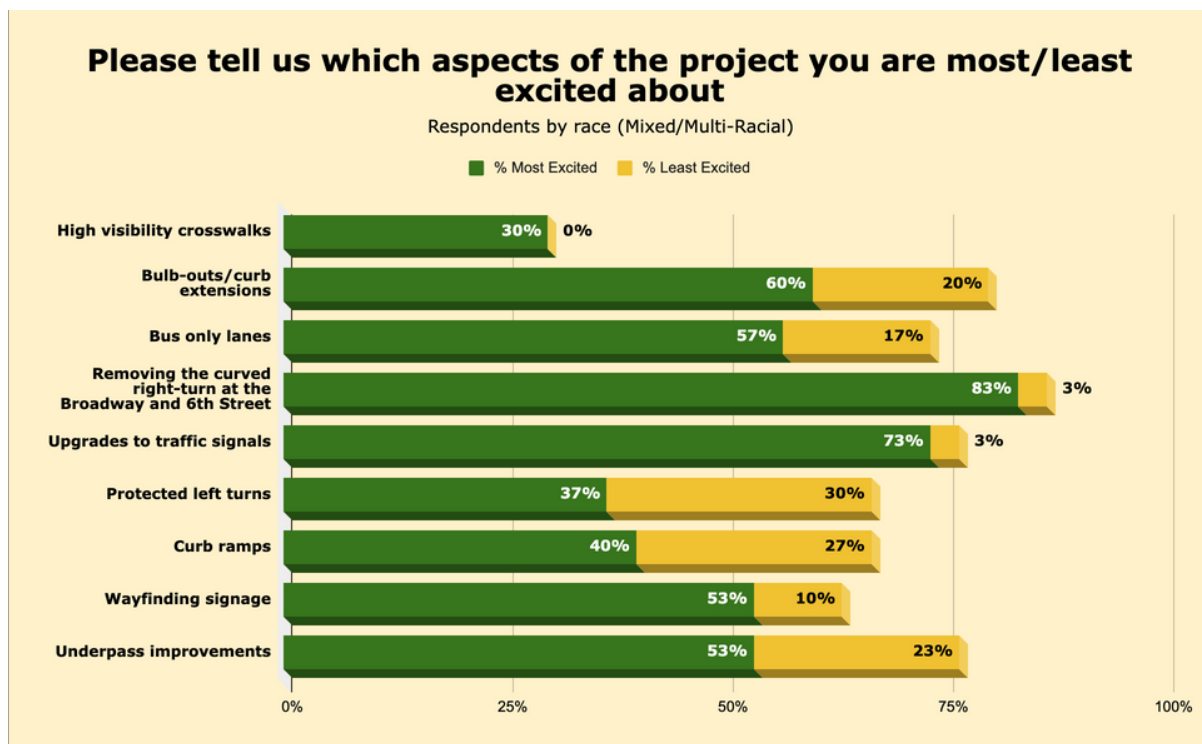


Figure 13: Most and least exciting aspects by race - Mixed/Multi-Racial



# SURVEY

## Respondents identifying as Black/African-American: (27 respondents)

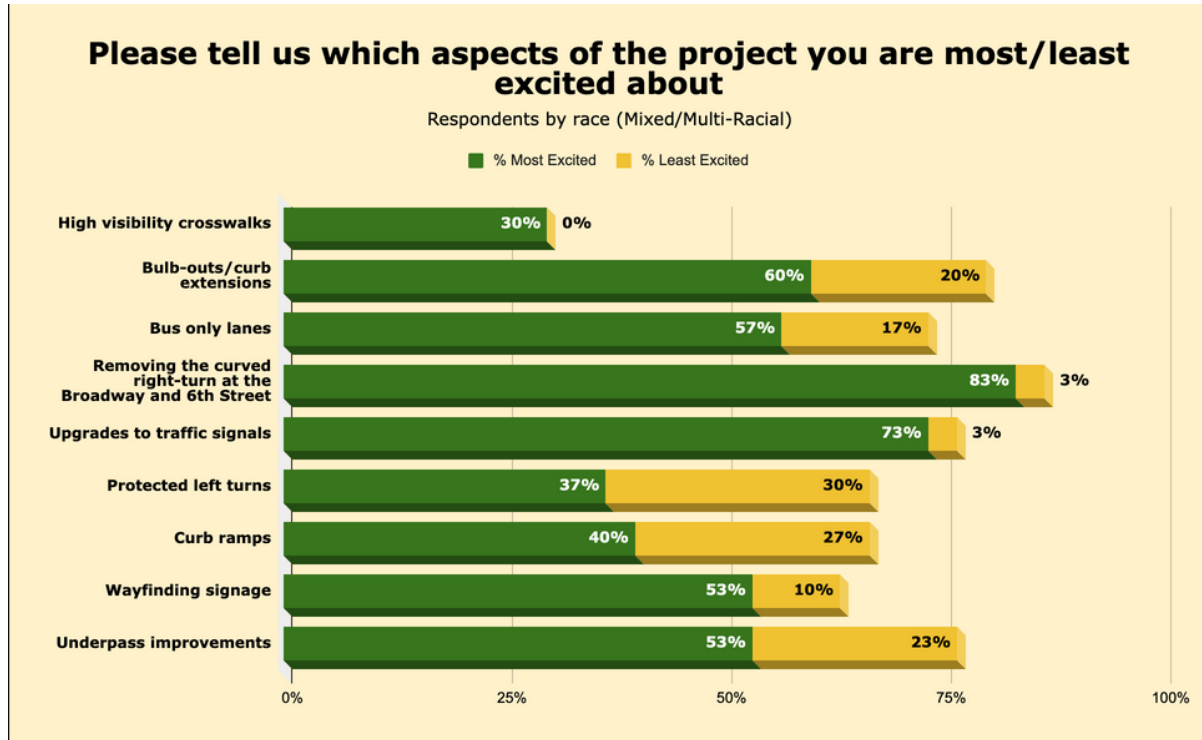


Figure 14: Most and least exciting aspects by race - Black/African-American

## Respondents identifying as Latine: (9 respondents)

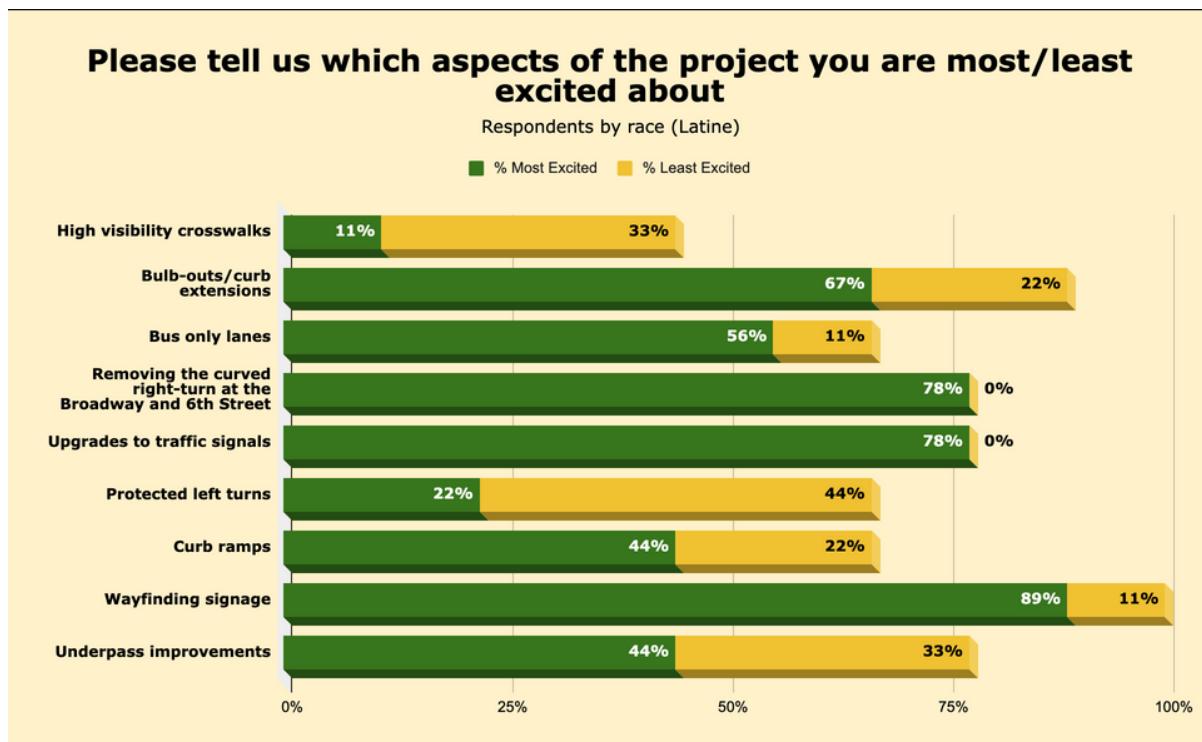


Figure 15: Most and least exciting aspects by race - Latine

# SURVEY

## Additional Feedback

The final two survey questions about project scope were presented as fill-in answers. Respondents were asked the following open-ended questions and provided space to submit narrative comments.



Figure 16: Pedestrian attempting to cross at the Broadway and 5th street underpass

### Open-ended survey questions:

- Do you have any other needs that are not already addressed in the scope of this project?
- If you have any additional feedback about the project, please let us know.

# SURVEY

**Three hundred eighty-four open-ended comments were submitted by community stakeholders. Common words and themes were then segmented into categories based on the current project scope, and were categorized into the following:**

- Biking/Bike Lanes: 90 comments
- Pedestrians & Lighting: 61 comments
- Safety & Enforcement: 50 comments
- Buses/ Bus Lanes: 49 comments
- Beautification: 34 comments
- Design: 29 comments
- Automobiles: 27 comments
- Unclassified: 18 comments
- Unhoused Community: 17 comments
- Parking: 8 comments

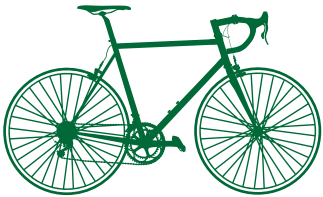


Figure 17: Cyclist and pedestrian using the pedestrian crossing on Broadway and 6th



# SURVEY

Each category is broken down below, highlighting the most repeated comments, and some direct quotes from respondents:

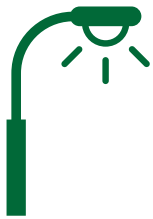


## Biking/Bike Lanes: 90 comments

- 41% would like Protected Bike Lanes on Broadway
- 20% would like improved access for cyclists (more lanes, connecting more parts of Oakland to Broadway)
- 16% would like increased safety for cyclists
- 13% would like more bike infrastructure, such as bike racks, facilities, signals and signage



*Right now, there is no safe way to bike on Broadway. In addition to bus only lanes, there should be protected bike lanes.*



## Pedestrians/Lighting: 61 comments

- 36% would like increased safety for pedestrians, including sidewalk improvements
- 21% would like improved lighting, especially in the underpass
- 21% would like better traffic signaling for pedestrians, like synching the lights and removal of “beg” buttons
- 16% would like increased pedestrian visibility and improved crosswalks



*The freeway underpass at Broadway needs a cleanup in addition to better lighting for safety. I DO NOT feel comfortable walking under it.*



## SURVEY



### Safety/Enforcement: 50 comments

- 58% would like to see increased enforcement:
  - 18% mention enforcement related to parking violations
  - 16% mention enforcement related to crime
  - 6% mention enforcement related to speeding
- 28% would like increased general safety for the public
  - 10% specifically mention safety and cleanliness in the underpass

*Keeping the 880 underpass CLEAN and SAFE. This includes regular trash collection and power washing. The sidewalks are currently filthy and smell and I never want to walk or bring my dog through there.*



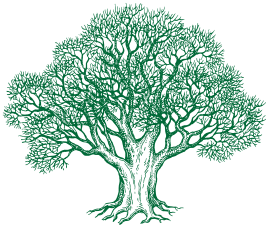
### Buses/Bus Lanes: 49 comments

- 65% would like increased bus reliability, including more frequency and areas of service
- 22% would like the B Shuttle service to return
- 12% would like improved user experience including bus speed, signage, shelter, and cleanliness at bus stops
- 8% would like bus service from downtown to Jack London

*Bus lanes can be used for speeding which is dangerous, this happens on International. Also with the bulb out curbs cars could just drive over them and puts pedestrians more in danger standing out along the street.*



# SURVEY



## Beautification: 34 comments

- 47% would like to see more urban greening on Broadway
- 29% would like to see improvements like street repairs (potholes, repaving), repainting crosswalks, and updating traffic signals
- 26% would like to see more cleanliness, including addressing garbage, dumping, and the freeway underpass

*Planting trees along Broadway will go a long way in improving pedestrian safety, promoting cooling, quality of life, and a healthier environment for all. Planting & maintaining street trees should be the number 1 priority improvement.*



## Design: 29 comments

- 21% would like improvements at intersections in Jack London, including better signage, and installation of traffic signals on 2nd and 4th
- 14% mention dislike for improvements similar to Telegraph
- Other design suggestions included: removal of push buttons, installation of drop off and pick up delivery zones for businesses, conversion of parking to transit/bike lanes and increased signage and clarity in some intersections including Webster tube

*Close traffic between Broadway and 17th St on Telegraph Ave. No cars on Broadway from Grand Ave to Jack London.*

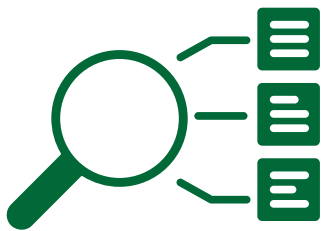
# SURVEY



## Automobiles & Traffic: 27 comments

- 52% would like to see less cars and/or the closing of Broadway to cars entirely
- 22% mention concerns around increased traffic
- 15% would like the traffic lights synched on Broadway
- 11% would like more traffic calming
- 11% would like cars and driving lanes prioritized

*With all the many types of lanes for buses and bicycles, there is really not much space left to drive. This causes long back ups on the street.*



## General: 18 comments

- 44% expressed excitement and support for the project
- 33% mention concerns around the project, including treatment of workers, maintenance, and priorities
- 11% mention interest in uplifting downtown through attracting more businesses

*All these programs seem great, but the maintenance of them is dubious. When the Broadway Auto Row street improvements were done years ago, the streetscape looked great for a while, but then the lack of maintenance became problematic.*

# SURVEY



## Unhoused Community: 17 comments

- 71% would like unhoused encampments addressed in the project, with the underpass being mentioned most
- 24% would like to see more support for unhoused neighbors, including opportunities to work on this project, inclusion of integrated services, and no use of 'anti-homeless architecture' in the project



*I would like improvements to underpasses, but that is mostly meaning wanting support for the homeless population in housing and other services*



## Parking: 8 comments

- 63% support the removal of street parking, including providing the space for businesses to use
- 38% are concerned about accessibility issues around parking, including safety, accommodations for those with disabilities, and the retaining of cash meters for those who do not have a phone/credit card



*Parking for the disabled is few and far between, especially now with the bus zones. Accessing doctors' appointments, city buildings, etc., is often not possible due to no disabled parking within walking distances.*



# DEMOGRAPHICS

## Who Responded?

Questions were asked about the respondent's race, gender, language spoken, residence ownership, and disability status. These questions were optional for respondents to answer.

### DEMOGRAPHICS: AT A GLANCE...



**55%**

of survey respondents self-identified as Caucasian/White.



XXXXXX

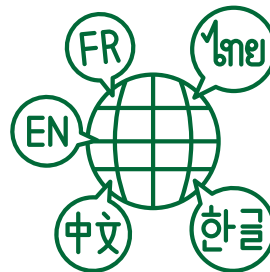
**94612**

was the most represented zip code, at 20% of total respondents



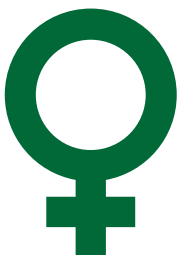
**41-42**

median age of survey respondents who answered the question "What is your age?"



**78%**

of survey respondents self-identified as speaking English at home.



**51%**

of survey respondents self-identified as Female.



**51%**

of survey respondents reported that they own the residence they live in.

***Note:** Some demographics questions were presented to respondents as write-in answers. For use in this report, answers that could be reasonably interpreted were included. Where data has been omitted or edited for accuracy, there will be a note accompanying that explains the reason.*

# NEXT STEPS

The feedback obtained through this phase of community engagement will help refine the early designs of the Broadway Streetscape Improvements.

By early Fall 2023, OakDOT will make a determination on concepts that will be pursued based on community stakeholders' feedback and will provide updates to the public. Between Fall 2023 and Spring 2024, engagement will continue to shape the project as it moves further through the design process.

## **The following are key next steps for community engagement for Broadway Streetscape Project:**

- Formation of Community Advisory Committee (CAC)- a committee of local stakeholders representing diverse organizations. Members will meet monthly to review plans, with the design team, as project's community thought-partners. In addition to the Broadway Streetscape Project, CAC will advise on various major OakDOT projects.
- Launch Streetscape projects' newsletter to update the community throughout the design and construction phase.
- Host Community Gathering Forums during key milestones for additional community feedback, and educate the community on project's design progress.
- Partner with local community-based organizations to update stakeholders during all phases of the project.



# APPENDIX

## Appendix 1: Data Sets

### ACS Census Data

This data was used to compare survey respondent demographics to the population surrounding Broadway

## Appendix 2: Zip Codes

The full list of zip codes representing the residences of survey respondents

Zip Code	# of respondents	Zip Code	# of respondents	Zip Code	# of respondents	Zip Code	# of respondents
95008	1	94617	1	94602	14	94530	1
94804	1	94612	95	94601	13	94520	1
94707	1	94611	36	94596	1	94502	2
94706	1	94610	41	94587	1	94501	7
94705	3	94609	25	94582	1	94124	1
94703	3	94608	28	94577	1	94120	1
94702	3	94607	87	94546	3	94117	1
94697	1	94606	24	94545	1	94114	1
94621	2	94605	11	94544	1	94112	1
94619	14	94604	1	94541	1	94110	1
94618	19	94603	6				

## Appendix 3:

# Survey

Below is the full Broadway Streetscapes Improvements Survey distributed to stakeholders in-person and online.

### Broadway Streetscape Improvements Survey

Welcome! Thank you for your interest in the Broadway Streetscape Improvements, which are focused on Broadway between 2<sup>nd</sup> to 11<sup>th</sup> Street and 20<sup>th</sup> Street to Grand Avenue. This short survey has questions that ask for your opinion about the proposed improvements on Broadway. Your responses will help to inform the development of initial designs. It should take about 10 minutes to complete this survey.

Please note that all questions are referring to the portion of Broadway between 2<sup>nd</sup> Street and 11<sup>th</sup> Street and between 20<sup>th</sup> Street and Grand Avenue.



**1. What are your priorities for traveling to and along Broadway? Circle up to 5 priorities.**

- a. Bicycle access and safety
- b. Pedestrian safety
- c. Urban greening (such as street trees)
- d. Public art
- e. Traffic calming (i.e., designing improvements to reduce the speed of cars)
- f. Improving accessibility for people with disabilities
- g. Safer, secure, and more readily available parking
- h. Bus reliability
- i. Improve amenities at bus stops
- j. Reducing delays for people who drive
- k. Freeway underpass improvements (under I-880/I-980, near Broadway and 5<sup>th</sup> Street)
- l. More loading zones
- m. Other, please describe: \_\_\_\_\_

# Appendix 3:

## Survey

Here's a brief summary of what the Broadway Streetscape Improvements will cover:






The Broadway Streetscape Improvements will make enhancements to bus travel time and reliability, pedestrian safety, and the city's WiFi network on Broadway between 2nd Street and 11th Street and 20<sup>th</sup> Street and Grand Avenue. Potential improvements include:

- Bus-only lanes on Broadway between 2<sup>nd</sup> and 11<sup>th</sup> Street and 20<sup>th</sup> Street and Grand Avenue
- New ADA curb ramps, bulb-outs, high visibility crosswalks, upgraded intersection safety lighting, and wayfinding signage
- Improvements to the Broadway/I-880 underpass with lighting and other elements
- Upgrades to traffic signals
- Removal of the curved right turn at the 6<sup>th</sup> and Broadway off-ramp intersection; today, drivers are less likely to yield to pedestrians at this right turn



2. Please tell us which aspects of the project you are most excited about. Select all that apply.

Curb ramps <input type="checkbox"/>	
Bulb-outs/ curb extensions <input type="checkbox"/>	
Bus-only lanes <input type="checkbox"/>	
Improvements to the underpass with lighting and other elements (such as art) <input type="checkbox"/>	








# Appendix 3: Survey

<p>High visibility crosswalks</p> <input type="checkbox"/>	
<p>Wayfinding signage</p> <input type="checkbox"/>	
<p>Upgrades to traffic signals so that buses can travel efficiently through intersections</p> <input type="checkbox"/>	
<p>Removing the curved right-turn at the Broadway and 6<sup>th</sup> Street off-ramp intersection</p> <input type="checkbox"/>	
<p>Protected left turns (a designated green arrow to make left turns)</p> <input type="checkbox"/>	

3. Please tell us which aspects of the project you are least excited about. Select all that apply.

<p>Curb ramps</p> <input type="checkbox"/>	
<p>Bulb-outs/ curb extensions</p> <input type="checkbox"/>	

# Appendix 3: Survey

<p>Bus-only lanes</p> <input type="checkbox"/>	
<p>Improvements to the underpass with lighting and other elements (such as art)</p> <input type="checkbox"/>	
<p>High visibility crosswalks</p> <input type="checkbox"/>	
<p>Wayfinding signage</p> <input type="checkbox"/>	
<p>Upgrades to traffic signals so that buses can travel efficiently through intersections</p> <input type="checkbox"/>	
<p>Removing the curved right-turn at Broadway and 6<sup>th</sup> Street where drivers don't typically yield to pedestrians</p> <input type="checkbox"/>	
<p>Protected left turns (a designated green arrow to make left turns)</p> <input type="checkbox"/>	



## Appendix 3:

# Survey

4. Do you have any other needs that are not already addressed in the scope of this project?

- a. No
- b. Yes, please describe:

---

---

---

5. If you have any additional feedback about the project, please let us know.

---

---

---

6. Can we use your responses in public-facing materials? Your response is anonymous, and your name will not be printed.

- a. Yes
- b. No

7. We hope to get input from as many people as possible. Is there a person or an organization you recommend that we talk to about this project? Please provide their name and contact information. (optional)

---

8. If you would like to receive email updates about this project, please provide your email address.

---

### Demographic Questions

The following demographic questions are optional. They help us to understand who we are reaching through our community engagement activities. All responses are anonymous.

1. What is your race? \_\_\_\_\_

2. Are you of Hispanic origin?

- a. Yes
- b. No

## Appendix 3:

# Survey

3. What language(s) do you speak at home? \_\_\_\_\_

4. What is your gender?

- a. Female
- b. Male
- c. Transgender
- d. Other

5. How old are you? \_\_\_\_\_

6. Do rent or own?

- a. Rent
- b. Own
- c. Other: \_\_\_\_\_

7. What zip code do you live in? \_\_\_\_\_

8. Do you have a disability?

- a. Yes
- b. No

Thank you for taking the time to complete the survey.

## Appendix 4: Project Poster

### BROADWAY STREETSCAPE IMPROVEMENTS

The Broadway Streetscape Improvements will make enhancements to bus travel time and reliability, pedestrian safety, and the city's WiFi network on Broadway between 2nd Street and 11th Street and 20th Street and Grand Avenue.

### Take the online survey today!

Tell us about the improvements on Broadway that you're excited about. Visit the website or scan the QR Code below.



Broadway 街景改造項目將延長 2nd Street 和 11th Street 之間以及 20th Street 和 Grand Avenue 之間的 Broadway 路段的公交車出行時間並強化可靠性、行人安全以及城市 WiFi 網路。

#### 請參加調查!

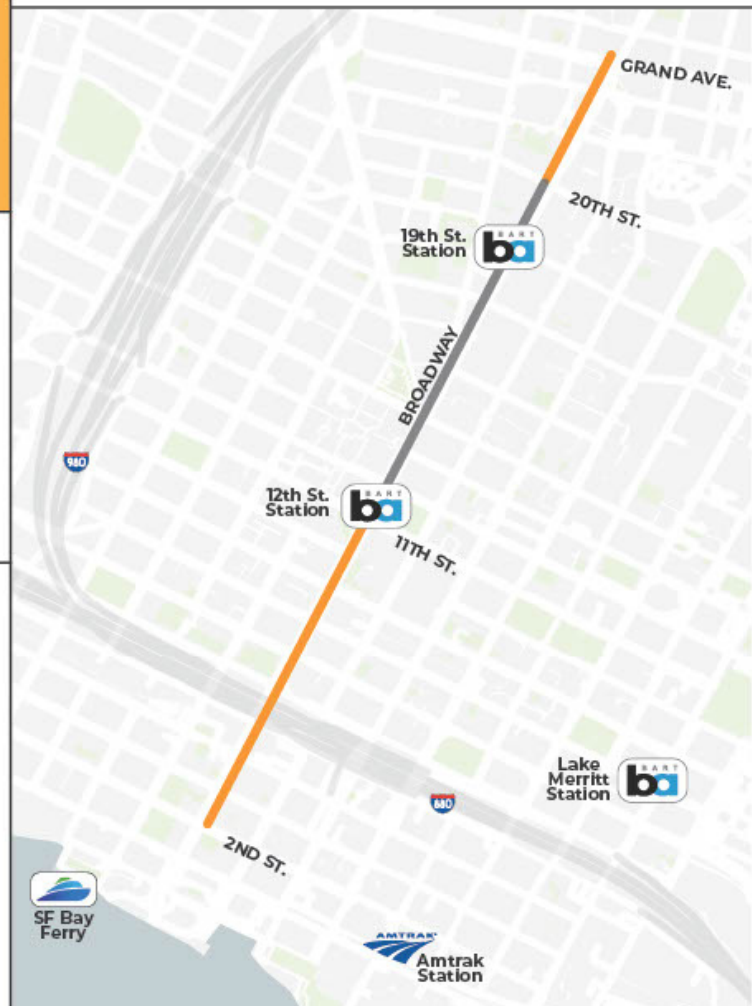
告訴我們您對本項目的哪些方面最感興趣。造訪網站或掃描 QR Code

Con las mejoras en el paisaje urbano de Broadway, se mejorará el tiempo de viaje y la fiabilidad de los autobuses, la seguridad de los peatones, y la red wifi de la ciudad en Broadway entre 2nd Street e 11th Street, y entre 20th Street y Grand Avenue.

#### Tome la encuesta hoy!

Cuéntanos qué aspectos del proyecto en Broadway que le entusiasman. Visite el sitio web o escanee el código QR

Broadway Streetscape Improvements  
Broadway 街景改造項目  
Mejoras en el paisaje urbano de Broadway



Contact: [mpd@oaklandca.gov](mailto:mpd@oaklandca.gov)

Website: [www.oaklandca.gov/Broadway](http://www.oaklandca.gov/Broadway)



City of  
Oakland

Department of  
Transportation

## Appendix 5: **Demographics**

**Pages 39 to 48 include a breakdown of the self-reported demographics data from survey respondents.**

# DEMOGRAPHICS

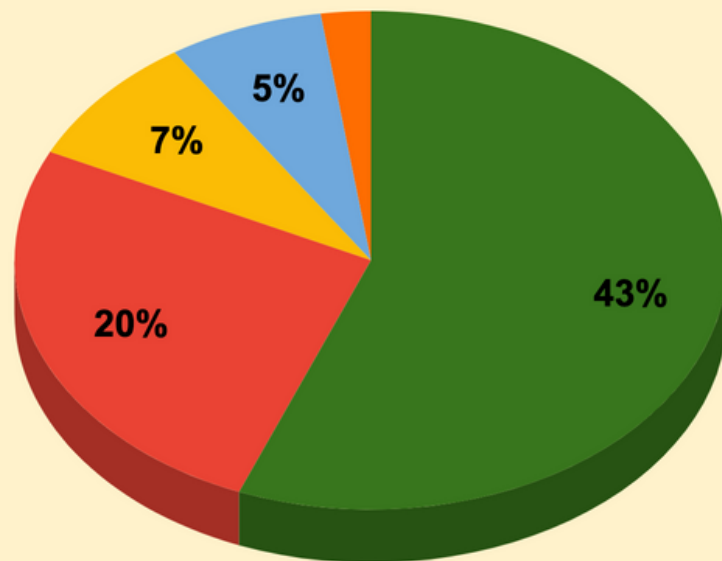
## What is your race?

*413 respondents*

Of the 521 survey respondents, 79% (413 respondents) reported their race/ethnicity. The majority, 55% (227) identified themselves as Caucasian or White, followed by Asian/Pacific Islander at 25% (104), Black/African American 7% (28) and Multi-Racial/Mixed, at 6% (25). Two-percent of the respondents identified as Latine.

### What is your race? (write-in response)

- Caucasian/White : 43%
- Asian/Pacific Islander: 20%
- Multi-racial/Mixed: 7%
- Black/African American: 5%
- Latine: 2%



Note: Respondents who entered a value that was not interpretable as a US Census recognized race were classified as "Other" and were not included in this graph. This includes comments and potential mistake entries. Those who left the question completely blank were counted as "No Answer" and were not included in this graph. Those who entered an ethnic or racial identity that could not be appropriately categorized due to lack of information were classified as "other" and not included in this graph.

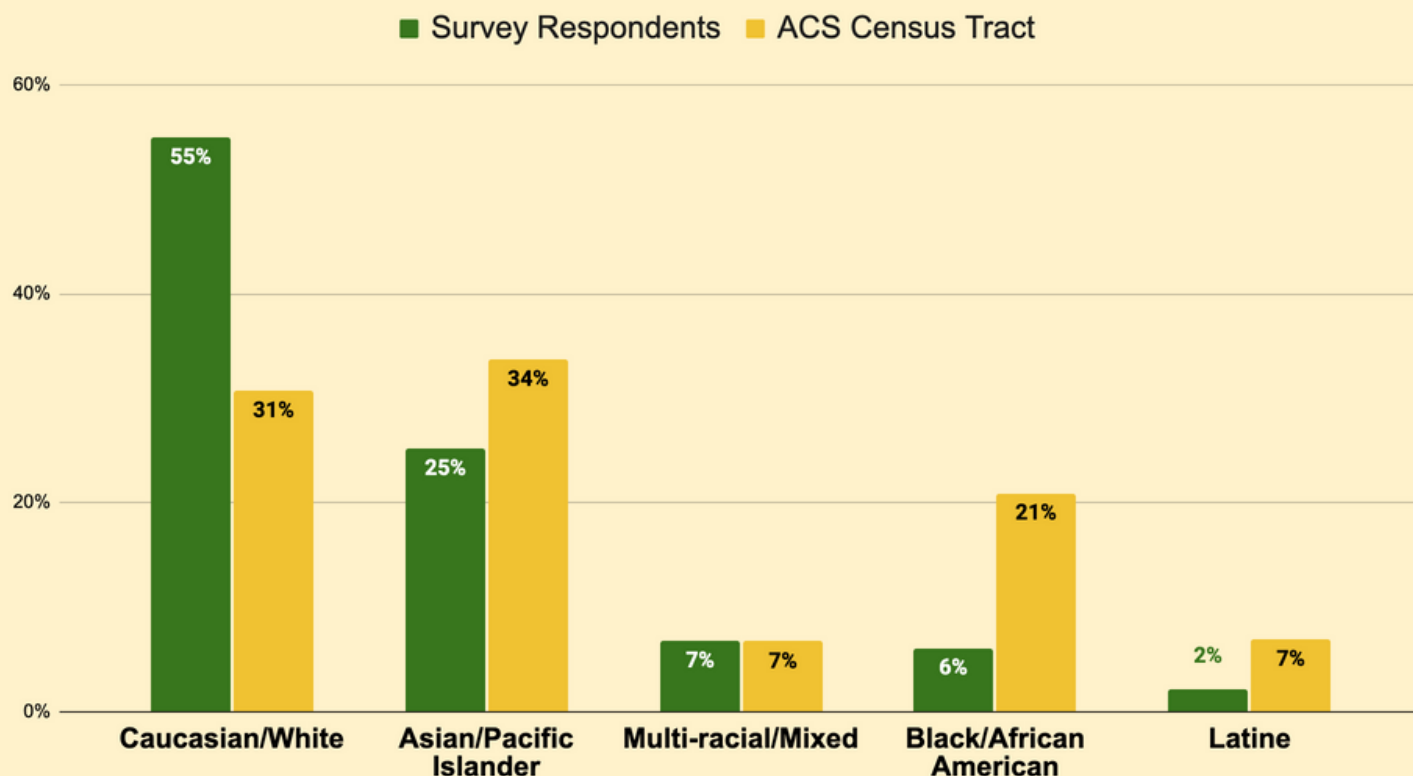


# DEMOGRAPHICS

## How does the survey response rates by race/ethnicity compare to the area's demographics?

American Community Survey (ACS) data from the six census tracts surrounding the Broadway Streetscape Improvements Project area were used to compare the racial/ethnic breakdown of survey respondents to the area's document population. From this comparison, we can see that community members who identify as Asian/Pacific Islander, Black/African American, and Latine populations were underrepresented in the survey, while community members who identify as Caucasian/White were overrepresented in the survey.

### Race/Ethnicity of Survey Responses vs. Census Tract Data

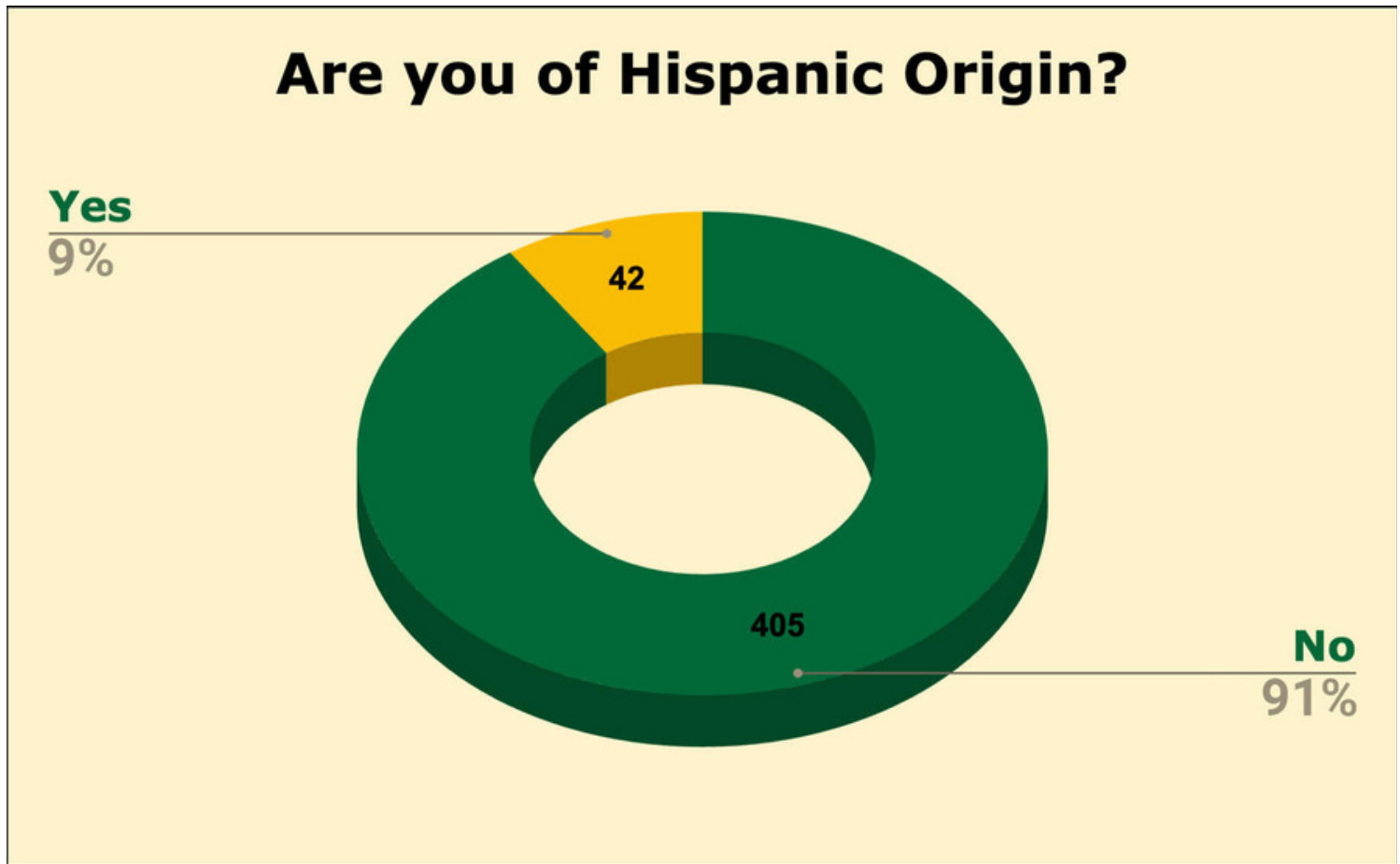


Note: Respondents who entered a value that was not interpretable as a US Census recognized race were classified as "Other" and were not included in this graph. This includes comments and potential mistake entries. Those who left the question completely blank were counted as "No Answer" and were not included in this graph. Those who entered an ethnic or racial identity that could not be appropriately categorized due to lack of information were classified as "other" and not included in this graph.

# DEMOGRAPHICS

Are you of Hispanic origin? (yes or no)

*447 respondents*



Of the 521 survey respondents, 86% self-reported if they were of Hispanic origin.

The majority of respondents (91%) stated NO, they were not of Hispanic origin, while the remaining (9%) responded YES, they were of Hispanic origin.

# DEMOGRAPHICS

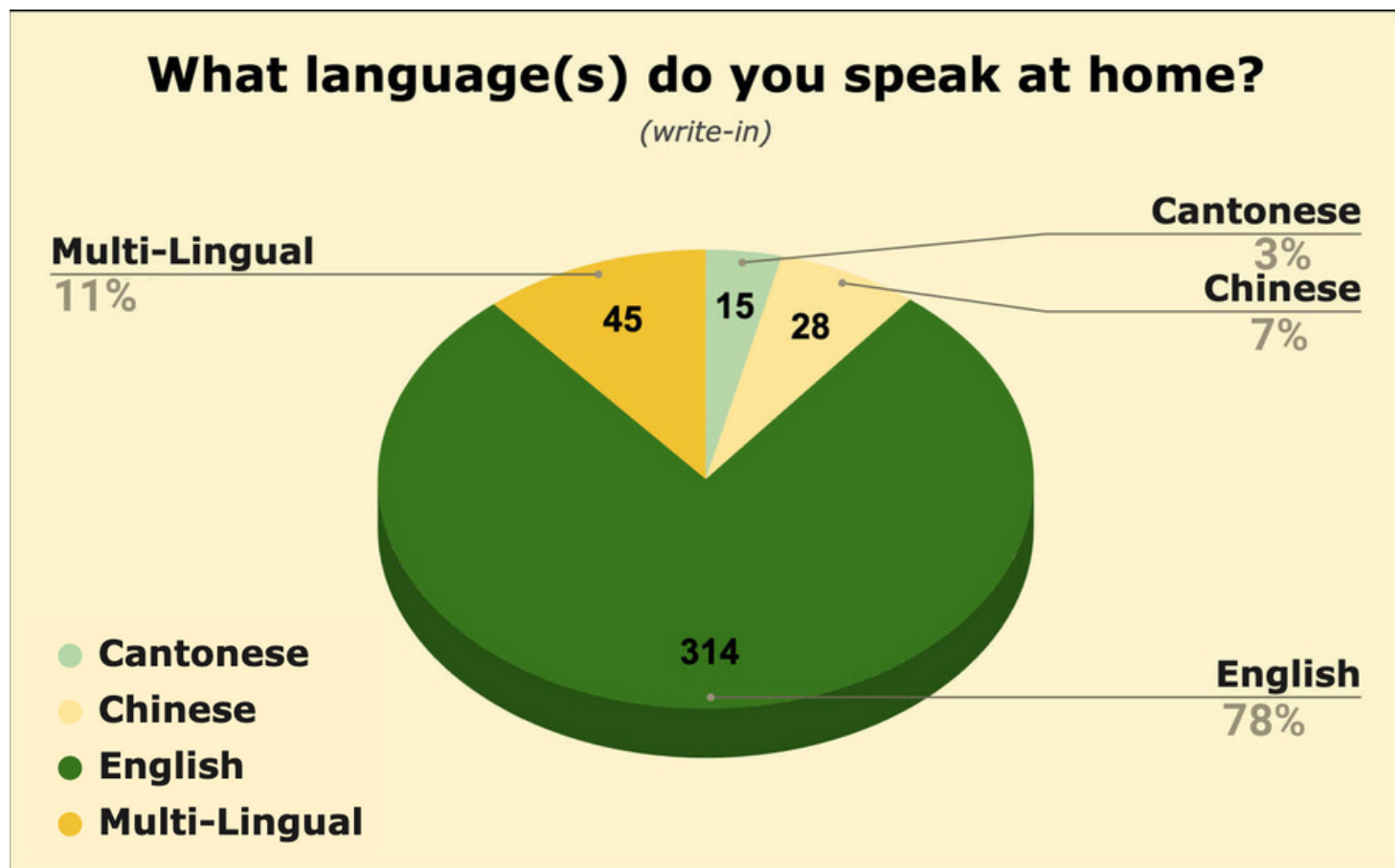
## What language(s) do you speak at home?

**410 respondents**

Approximately 79% of survey respondents reported their language(s) spoken at home. Seventeen different languages were listed in total:

- Bengali/Bangla
- Cantonese
- Catalan
- Chinese (Mandarin)
- Chinese (Taishanese)
- Dio Jiu
- English (American)
- English (Australian)
- Hindi
- Italian
- Japanese
- Portuguese
- Russian
- Spanish
- Tagalog
- Bikol
- Tongan

Of the 410 respondents, the majority of responses were English at 77% (314 respondents). The next highest representation was Multi-Lingual respondents, 11% (45) who identified speaking two or more languages at home. About 7% (28) of respondents named Chinese (either Mandarin or Taishanese) as their language spoken at home, while 4% (15) identified Cantonese.



# DEMOGRAPHICS

## What is your gender?

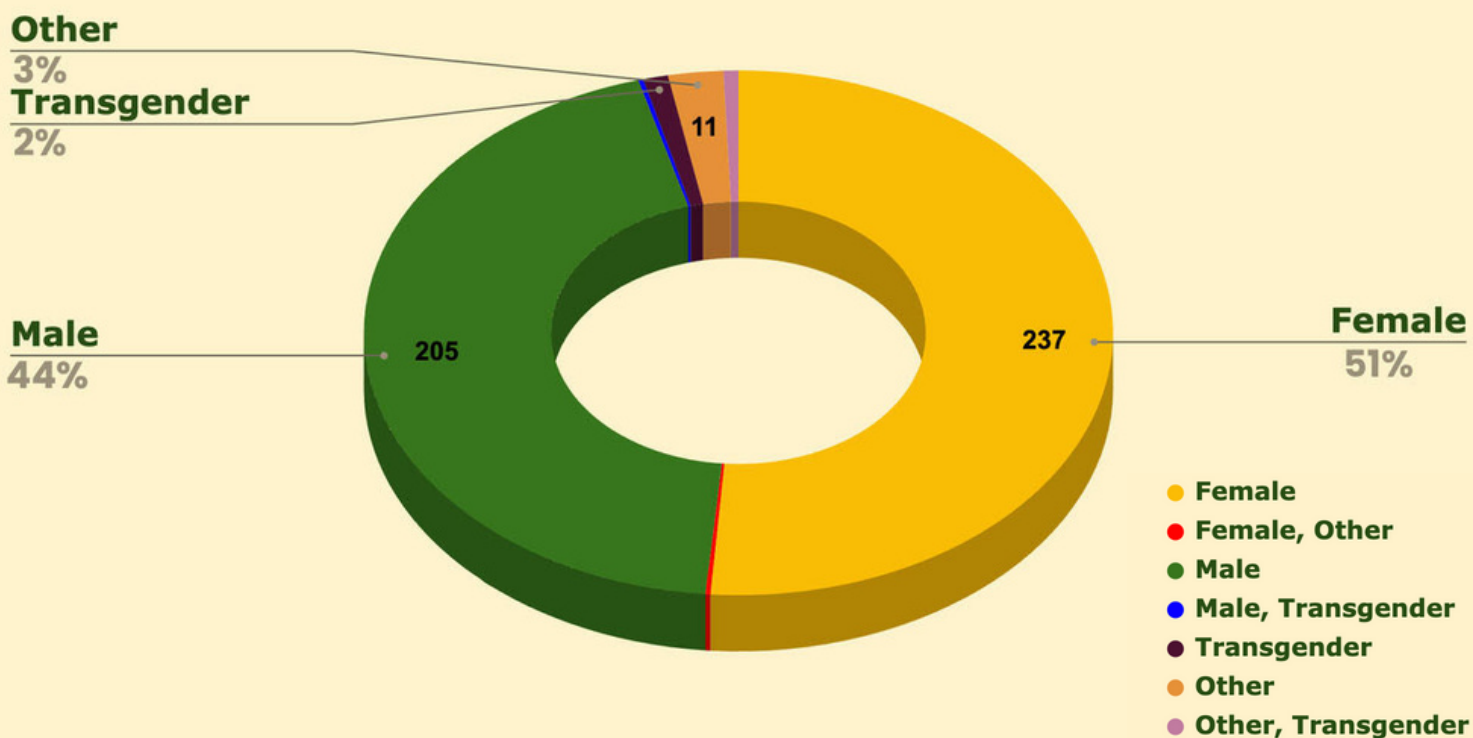
**463 respondents**

Eighty-nine percent (463 respondents) answered the question about gender identity. They were asked to pick from four options:

- Female
- Transgender
- Male
- Other

### What is your Gender [Identity]?

(multiple choice, four options)



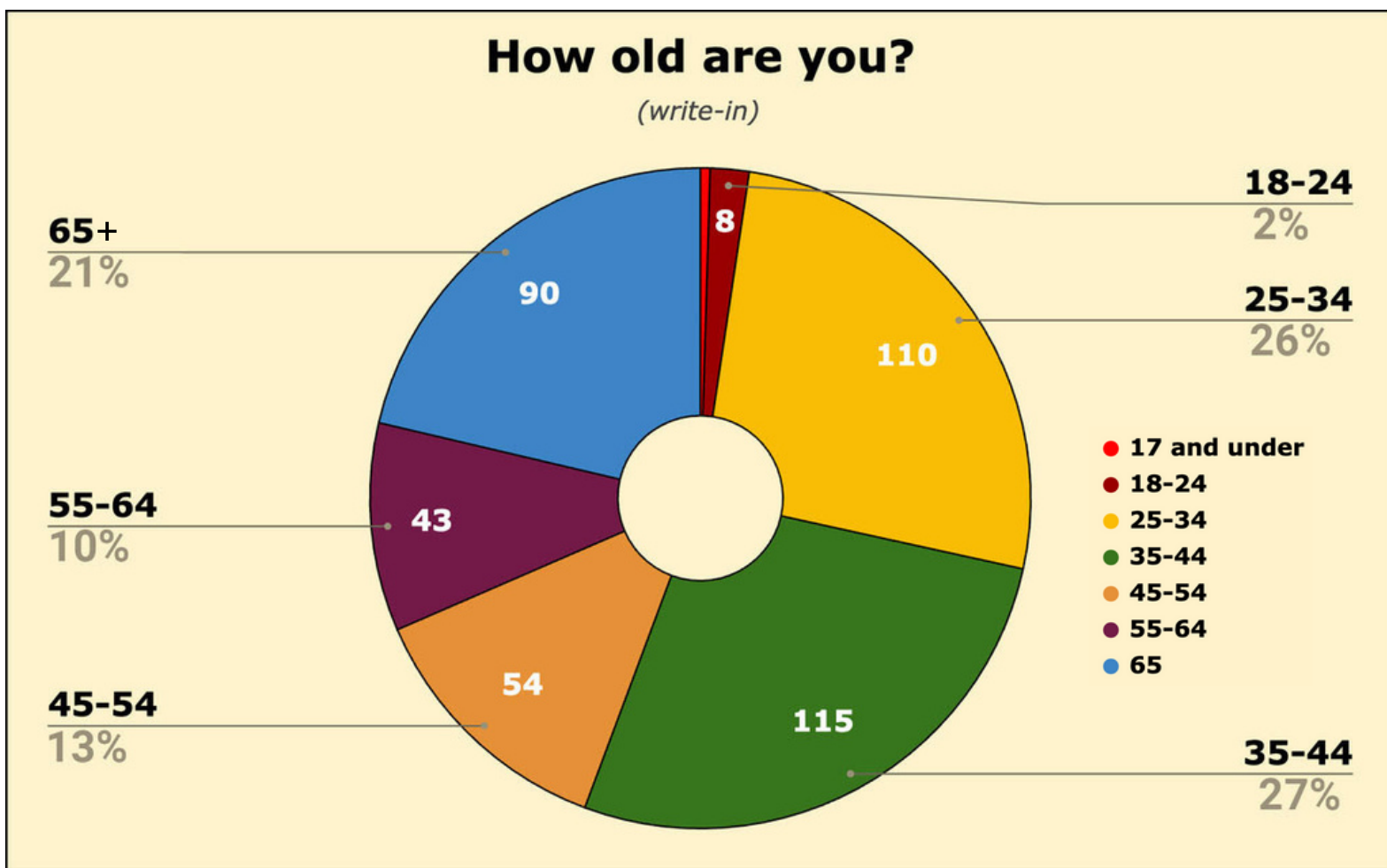
Note: This question was posed to respondents as "What is your Gender?" Respondents were offered four gender options ("Female, Male, Transgender, Other"), and allowed to choose more than one. Respondents who chose more than one option are represented as follows: 1 respondent identified as "Female, Other," 1 respondent identified as "Male, Transgender," and 3 respondents identified as "Other, Transgender."

# DEMOGRAPHICS

## How old are you?

*422 respondents*

Eighty-one percent (422 respondents) reported their current age. The age groups that had the highest representation were 35-44 at 27% (115), 25-34 at 26% (110) and 65+ at 21% (90). Two respondents identified as 17 or under, while about 10% (43) reported ages between 55-64.



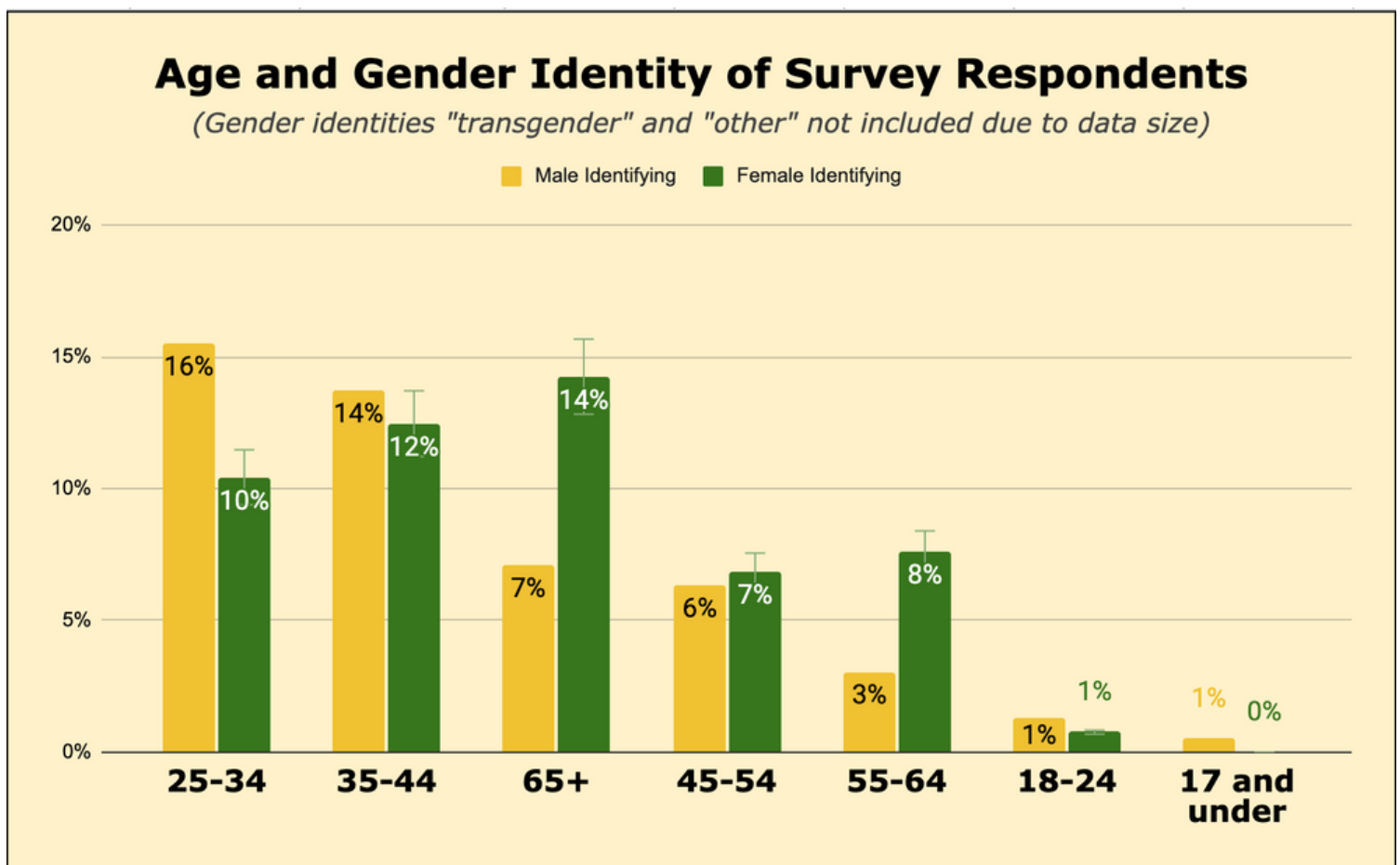


# DEMOGRAPHICS

## What is the age breakdown by gender of all survey respondents?

When looking at age and gender demographics information of survey respondents side-by-side, we can see that the highest number of responses came from males between the ages of 25-34. The lowest amount of responses came from those under the age of 17, and males between the ages of 18-24 and 55-64.

The majority of responses from those aged 25-44 were male, while females over the age of 65 were the highest demographic of women represented in the survey.



Note: This question about gender was posed to respondents as "What is your Gender?" Respondents were offered four gender options ("Female, Male, Transgender, Other"), and allowed to choose more than one. Respondents who chose more than one option are not reflected on the graph in Figure 11, but are represented as follows: 1 respondent identified as "Female, Other," 1 respondent identified as "Male, Transgender," and 3 respondents identified as "Other, Transgender."

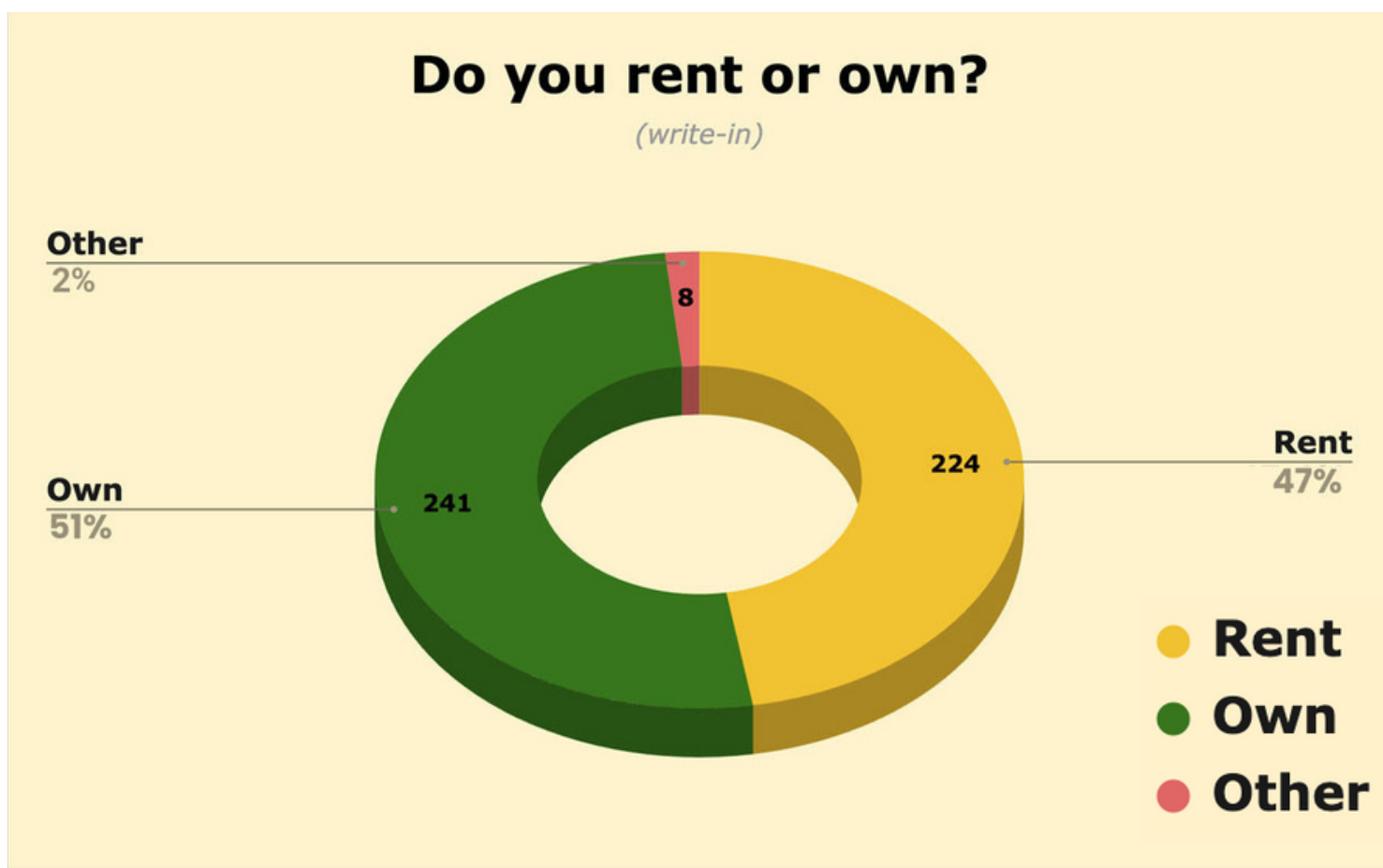
# DEMOGRAPHICS

## Do you rent or own?

**473 respondents**

When asked about housing status, 91% (473 respondents) chose one of the three multiple choice options available:

- Rent
- Own
- Other



One respondent used the write-in answer section to list "Public Housing for Seniors" as their residence. All other responses were either 'Rent,' 'Own,' or "Other." Of the 521 total survey takers, 47 left this question blank.

# DEMOGRAPHICS

## What zip code do you live in?

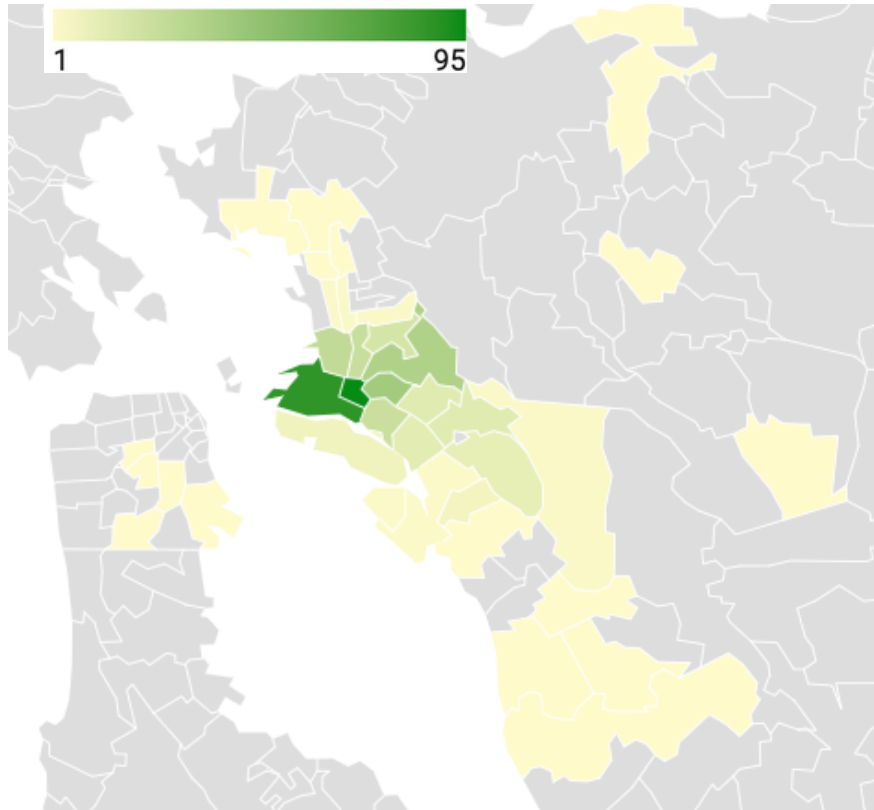
**473 respondents**

Ninety-one percent (473 respondents) of survey takers provided their zip code of residence. In total, 42 different zip codes were reported, with the most highly represented zip codes being:

- 94612 - 95 respondents (20%)
- 94607- 87 respondents (18%)
- 94610 - 41 respondents (9%)

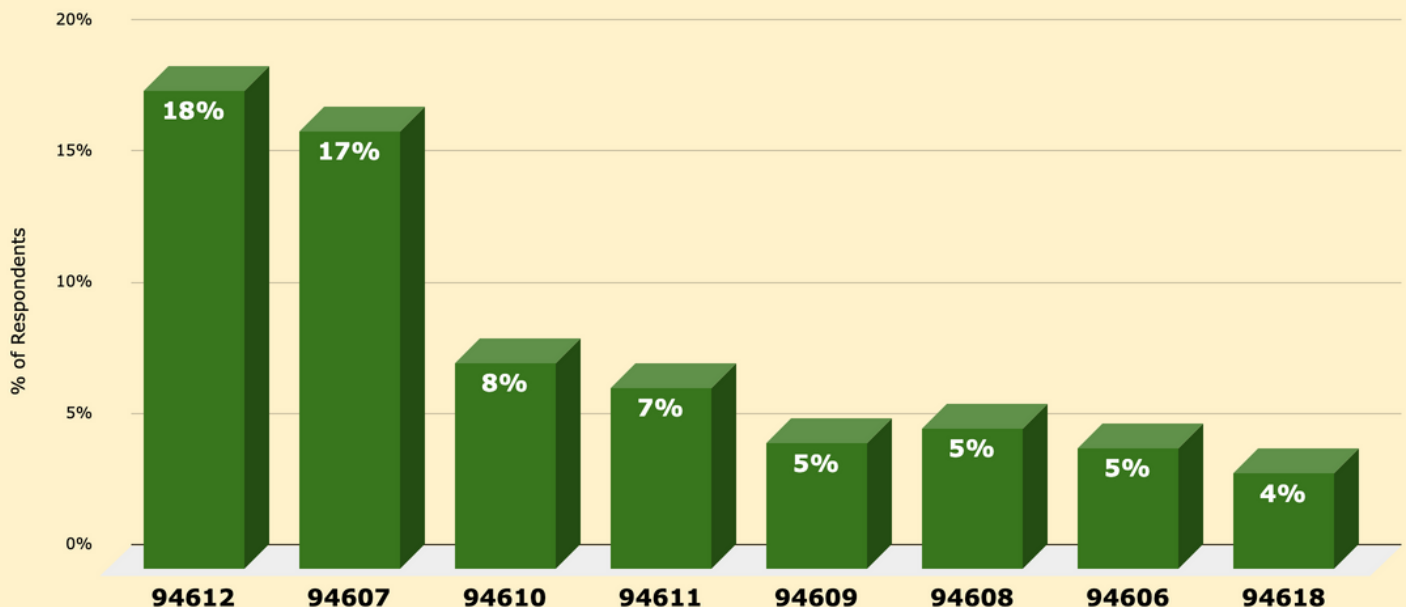
The below graph shows the top eight zip codes reported, which represents 75% (355) of the total responses for this survey question. (see *appendix for full list of zip codes reported by respondents*)

Zip Codes of Survey Respondents



## What zip code do you live in?

(write-in)



# DEMOGRAPHICS

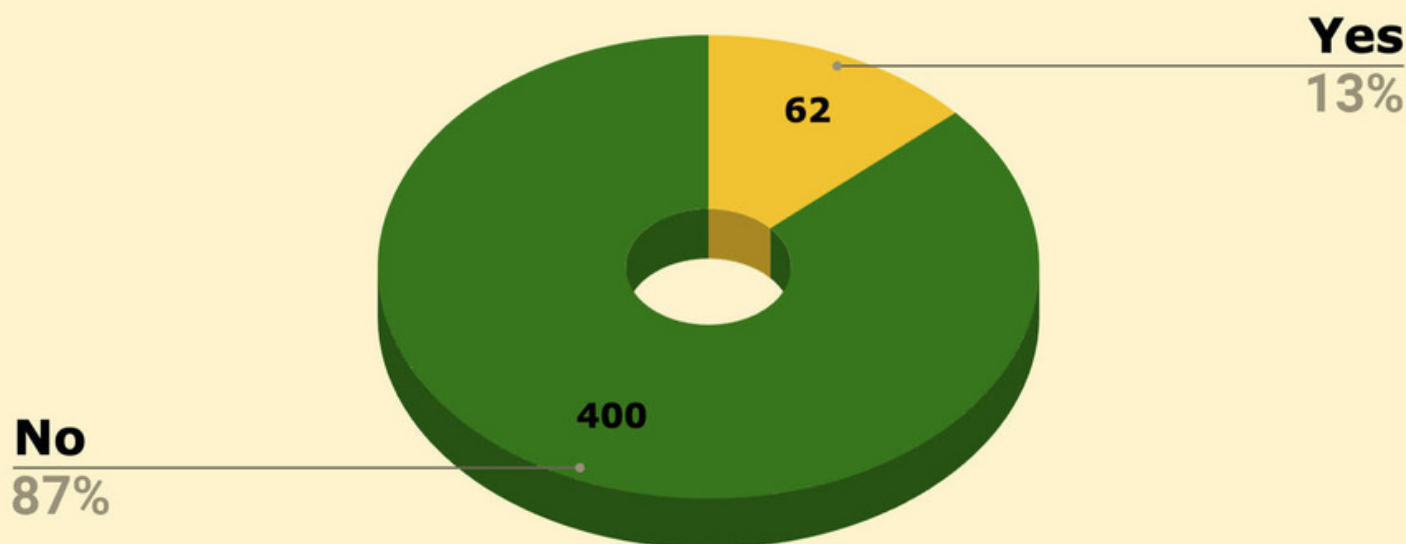
## **Question 7:** Do you have a disability?

***462 respondents***

Eighty-nine percent (462 respondents) of survey respondents provided their disability status. Of those who responded, 87% (400 respondents) did not identify as having a disability, while 13% (62) self-identified as having a disability.

### **Do you have a disability?**

*(multiple choice - yes or no)*



Taking a closer look at the (62) respondents that identify as having a disability, this particular segmentation listed high visibility crosswalks (79%) as the most exciting element of the project. Fifty-three percent of respondents listed curb ramps, upgrades to traffic signals, and protected left turns as exciting elements of the project as well.

# End Report