



City of  
Oakland

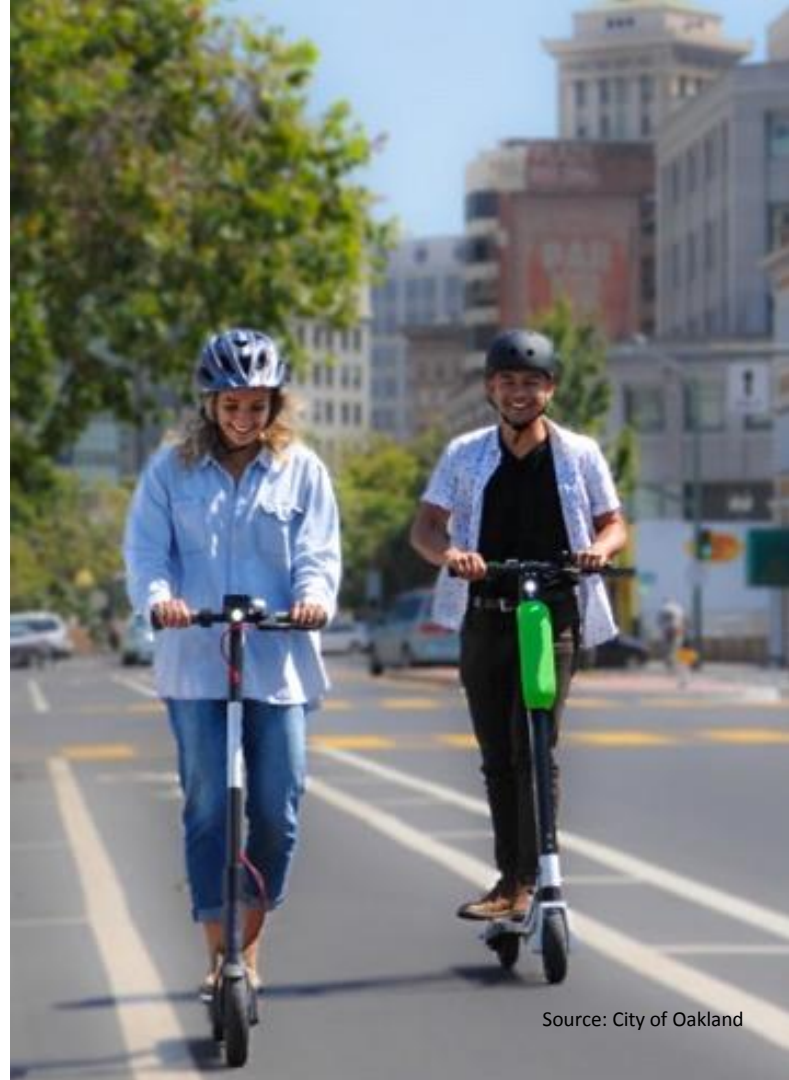
# Shared Mobility Advisory Committee #4



March 26, 2019 City of Oakland Department of Transportation Parking & Mobility

# Agenda

- 6:00-6:10      **Sign-in, eat and mingle**
- 6:10-6:20      **Welcome & Introductions**
- 6:20-6:25      **Recap of Last Meeting + Goals for today**
- 6:25-6:30      **2018 Shared Mobility in review**
- 6:30-6:35      *5 minute break*
- 6:35-7:30      **Lighting Presentations from Civic Sector**
- 7:30            **Role of the TAC survey**

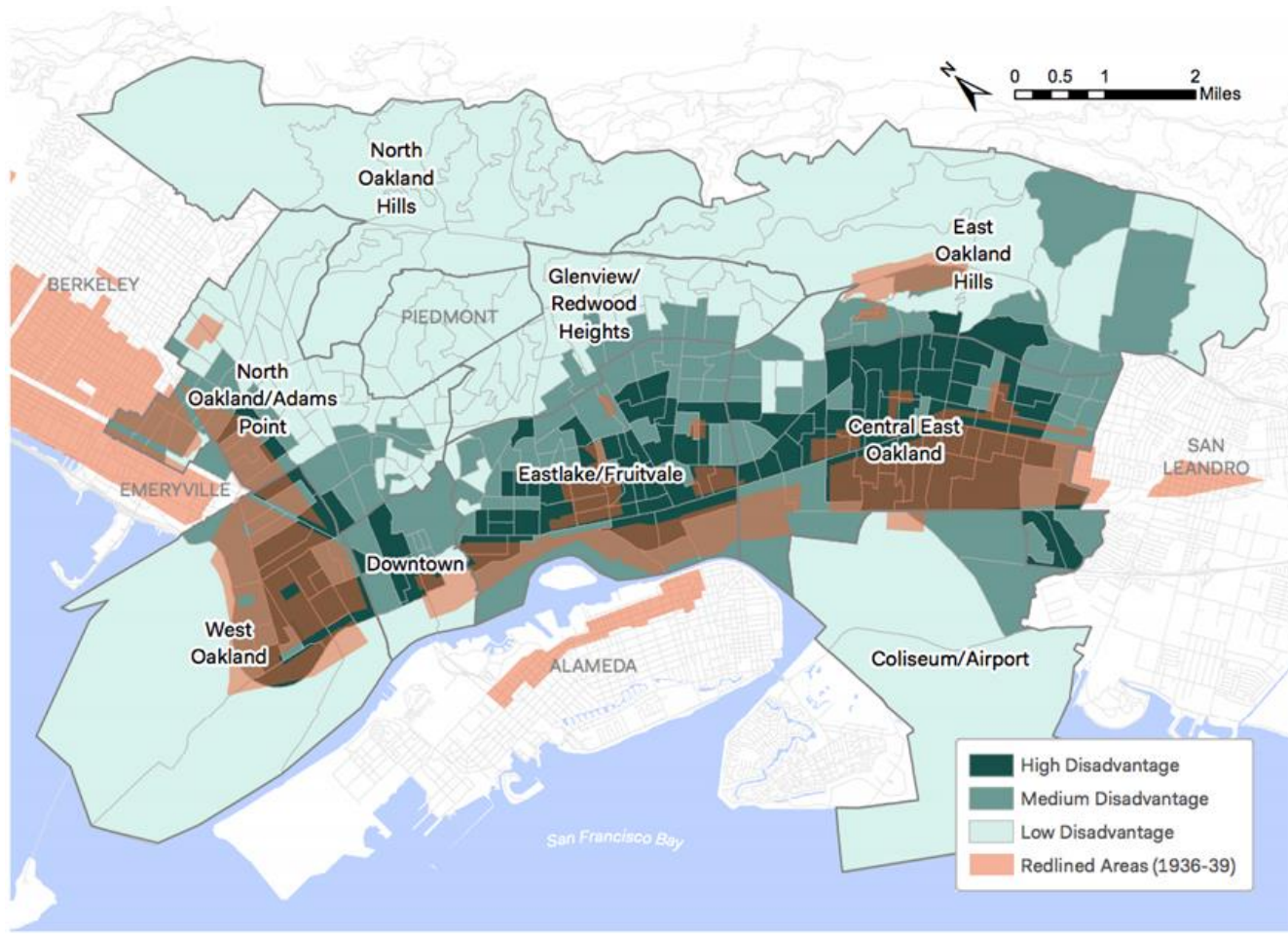


Source: City of Oakland

# Why we're here...

*"Shared mobility companies tend to locate their services in higher income areas to minimize financial risk, perpetuating the transportation injustices of the past."*

-TransForm, OakMOB 101 Report





# OakDOT Goals - Why Support Shared Mobility?



**Lower transportation costs for Oaklanders**



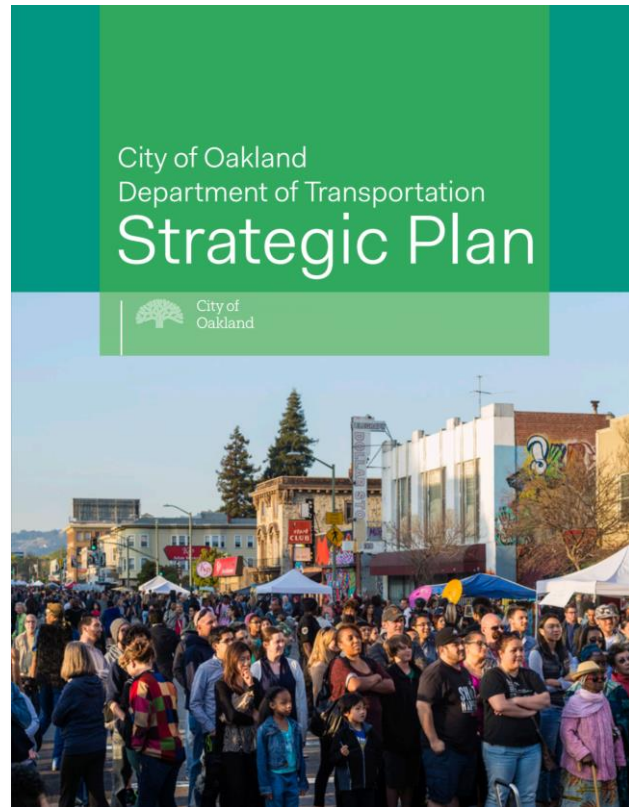
**Improve access to jobs, education, training, and services**



**Expand access to shared mobility services**



**Minimize parking demand, congestion and pollution**





# Shared Mobility Principles

- Inclusive outreach and engagement
- Racial equity
- Traffic safety
- Equitable access to services
- Public transit
- Affordability
- Healthy communities and environment
- Employment and economic development
- Privacy and personal data
- Collaboration and accountability

Read more on our website: <https://www.oaklandca.gov/resources/shared-mobility-principles>

# Equity Outcome Statement

The City of Oakland's Shared Mobility program manages shared mobility services in the public right of way. The program promotes convenient, affordable shared transportation options, including car share, bike share and scooter share. The communities of East Oakland, Fruitvale and West Oakland, where high number of Latino, Black and low income residents live, are underserved by transportation options, including shared mobility. These communities are also disproportionately impacted by poor air quality and transportation cost burden. This program addresses differences in access and impacts to help achieve a transportation system that meets the needs of underserved communities.

Read more on our website: <https://www.oaklandca.gov/resources/shared-mobility-principles>

# Goals

## For the Advisory Committee

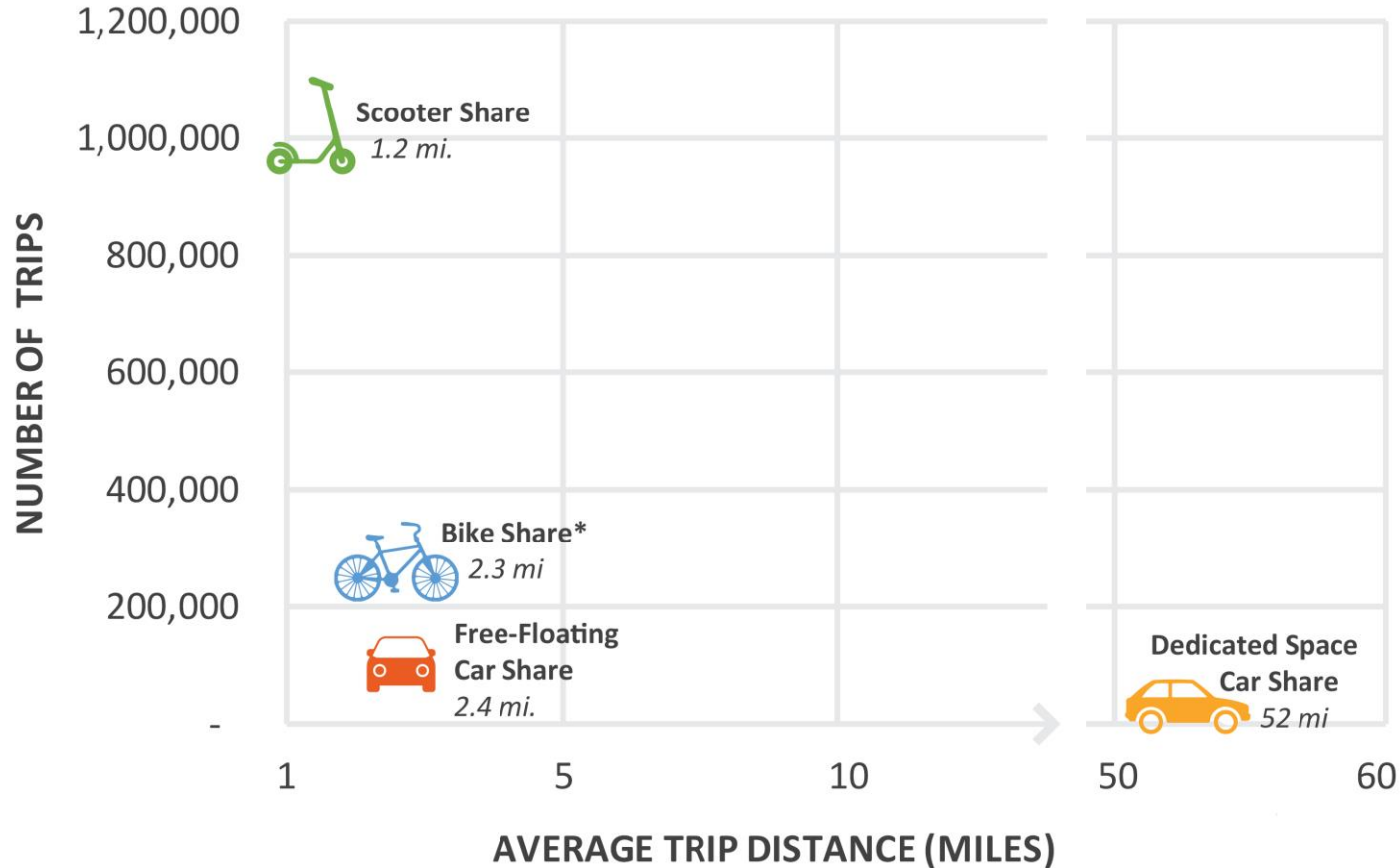
- Help establish the **VISION** for shared mobility in Oakland
- Provide **FEEDBACK** on city policies and programs
- Help **IDENTIFY** and **REDUCE BARRIERS** and make shared mobility accessible to underserved communities

## For Today

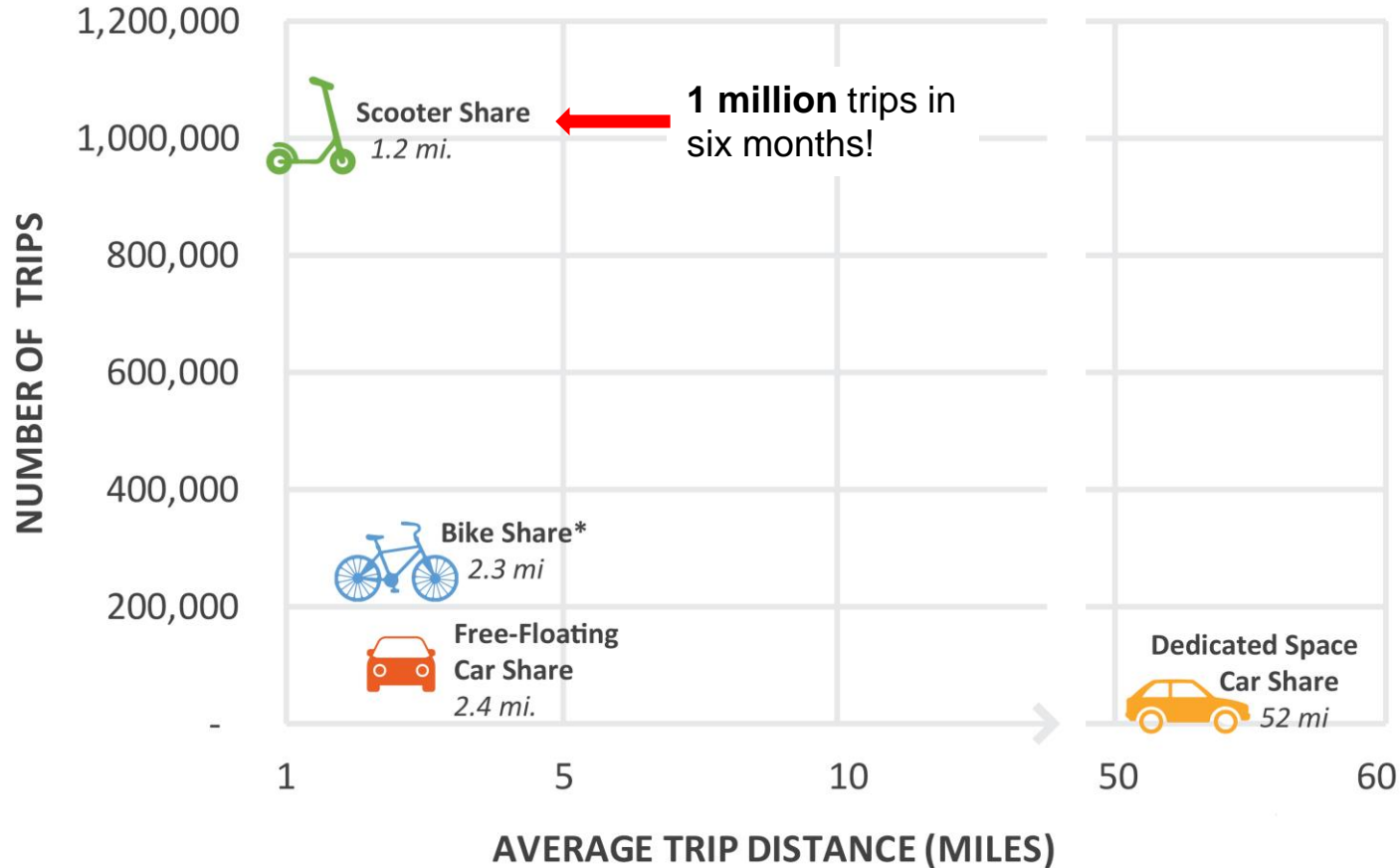
- Hear from non-profit and government sector about how shared mobility can help them **ACHIEVE** their **MISSION** or **GOALS**.
- Help **FACILITATE** connections and conversations between Operators and the community
- **INFORM** you all about whats new in Shared Mobility in Oakland



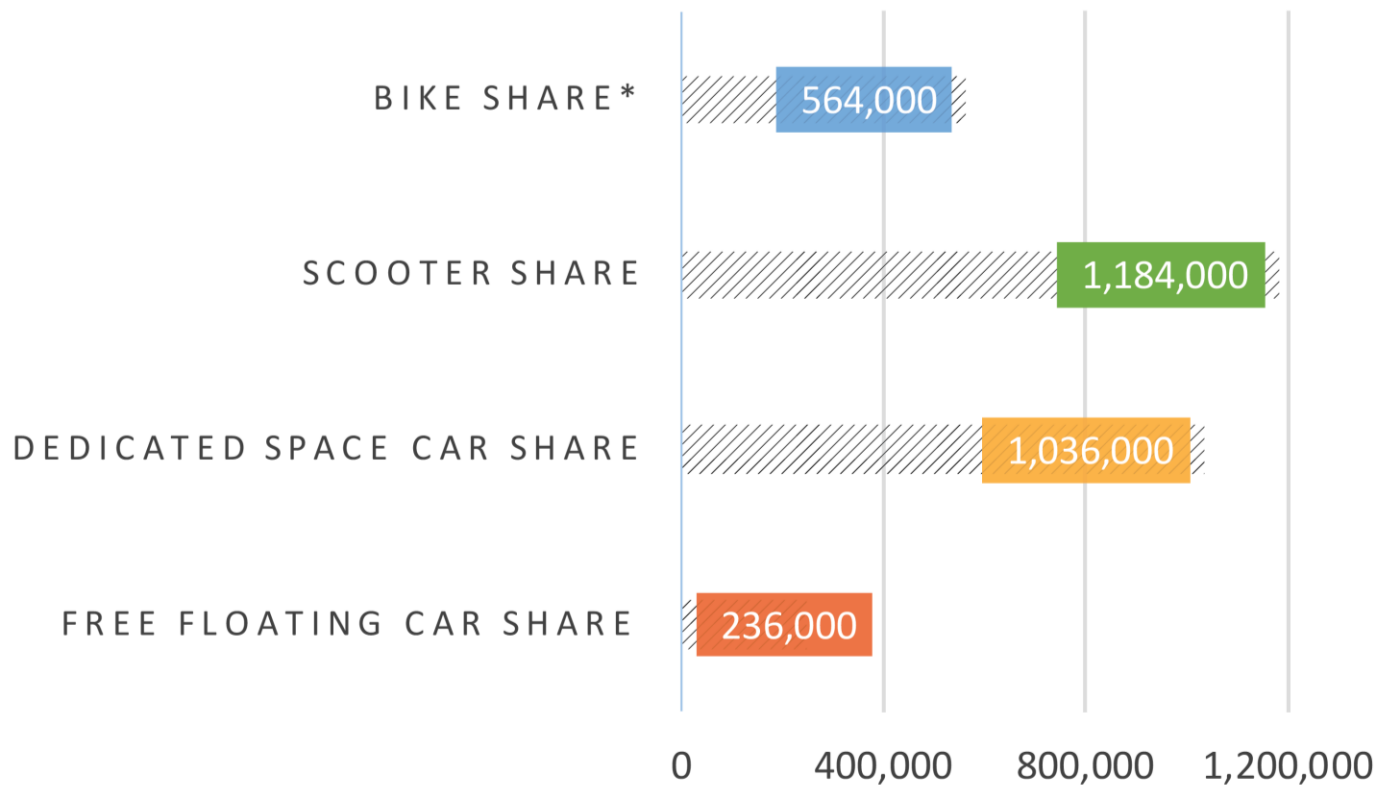
# Total Trips and Average Distance



# Total Trips and Average Distance

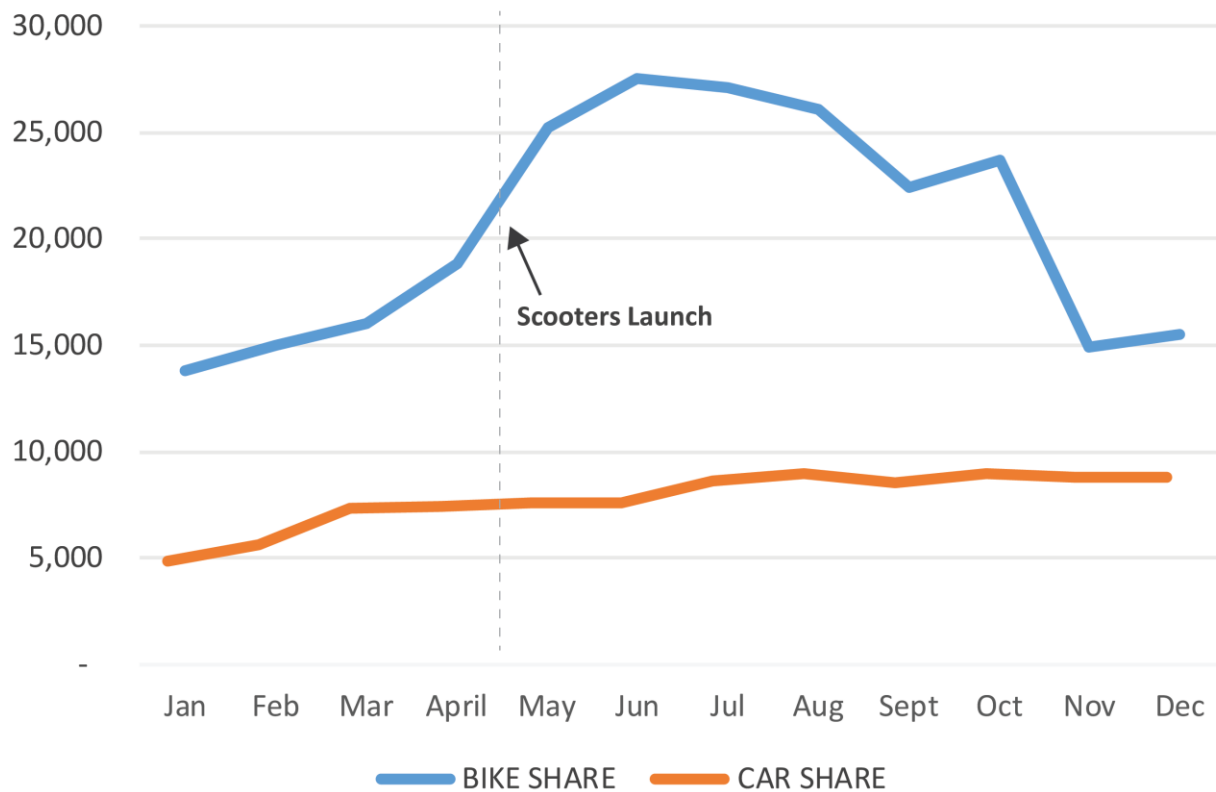


# Total Miles Traveled by Mode

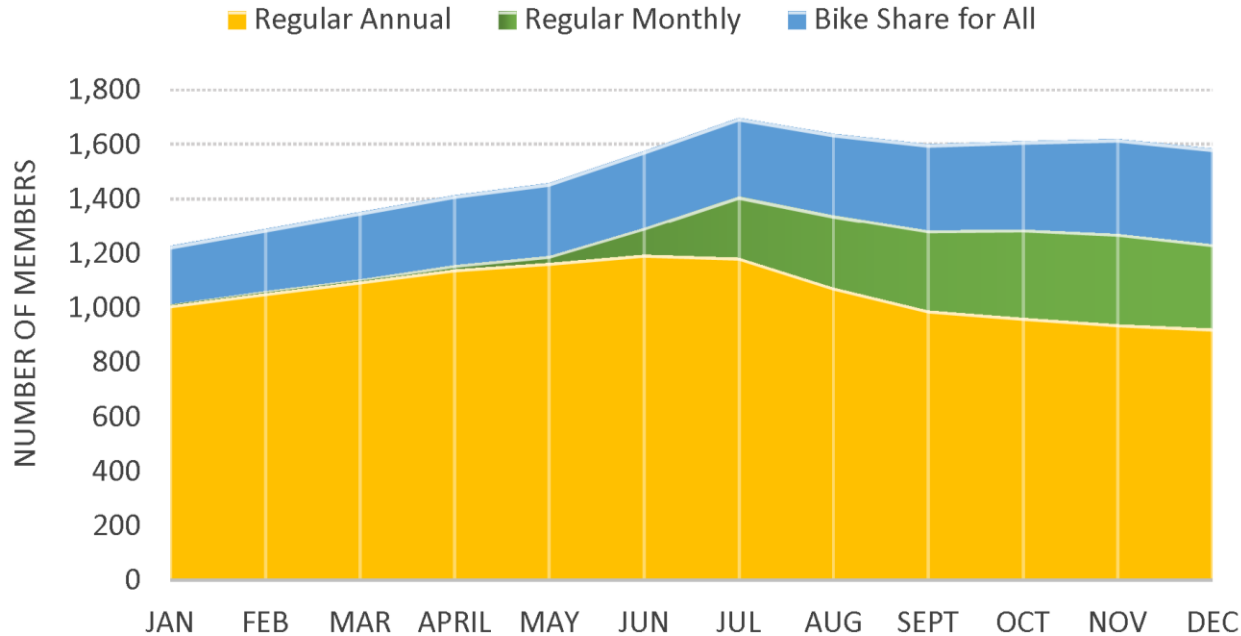




# Trips by Month



# Bikeshare Membership



## Bike Share for All

- Roughly **23%** of total membership
- Make up **10%** of all trips
- ~ **70,000** Oakland residents could be eligible!

# Actions since last meeting: Shared Mobility Outreach



## Common barriers:

- Possession of a credit card or drivers license
- Access to a smartphone, data plan, wifi
- Assumed cost and fees
- Limited English Proficiency
- Knowledge of how to use
- Lack of trust



# Actions since last meeting: Scooter Outreach



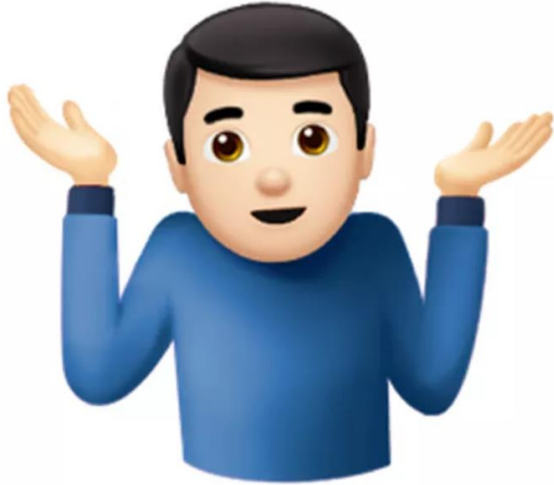
5 Council and Commission Meetings

7 Community Meetings

120+ Participants



So.... what about the Scooter Permit application?!



*No updates at this time ^\\_(\ツ)\_/*

# But please take our survey!

## Oakland E-scooter Survey

Thank you for participating in this survey about electric scooters (E-scooters) for the Oakland Department of Transportation (OakDOT). Your responses will help inform future plans and policies regarding E-scooters.

The survey will take approximately 5-10 minutes to complete. You may choose to skip any questions and/or stop taking the survey at any point. All personal information collected through this survey will be kept anonymous.

There will be five \$10 Amazon gift cards to be raffled off to anyone who completes the survey by April 12th, 2019. If you would like to enter the raffle, please fill out your email address when asked during the last survey question. By proceeding with the survey, you acknowledge that you have read this information and agree to continue.

Disponible en español: <https://goo.gl/forms/uF4a0IVRPhDyTxe33>. 中文版: <https://goo.gl/forms/ea7dS8Zr72pEfUjri2>.

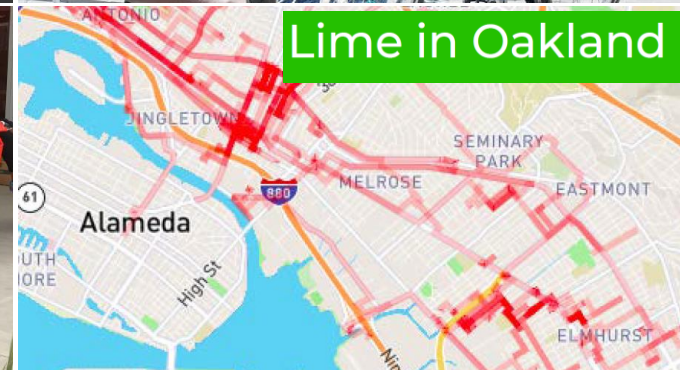
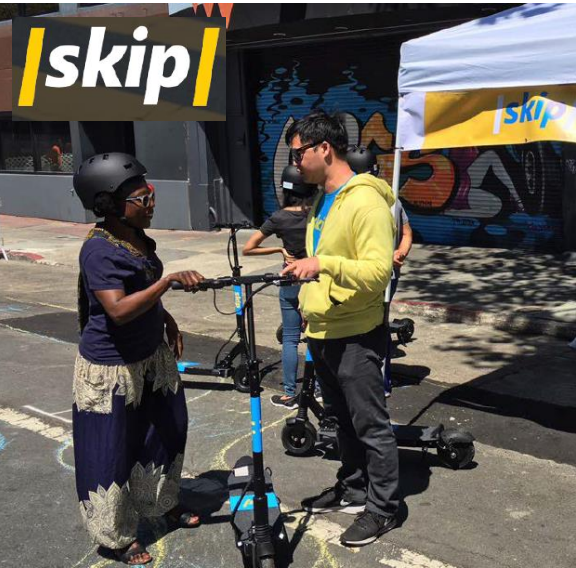




# Recap last meeting: Presentations from the Operators



**Ford GoBike in Oakland**  
Presentation to Shared Mobility Advisory Committee



# It takes a Town to make shared mobility work

#Lyft & #Uber loving the 20th St bike lane.  
#Bikers could use some @FtyOakland cones while waiting for #CycleTrack: [bit.ly/2gWlZNT](https://bit.ly/2gWlZNT)



(Source: Amanda Leahy, [via Twitter](#))



# Feedback? Partnership ideas?

## Instructions

1. Fill out your feedback and reflection forms
2. Hand them to the appropriate speaker

<b>Presentation Feedback and Reflection</b>	<i>Presenter:</i> _____
Does your organization have ideas for a pilot, partnership, or solution involving the presenter? Or, general feedback and reflections?	
<div></div>	
Your contact information:	
Name: <div></div>	
Organization: <div></div>	
Phone/email: <div></div>	

# What's YOUR vision?

1. What does your organization do/ what is your mission?
2. How might shared mobility (car share, ride share, bike share, scooter share, moped share, etc.) help you achieve your mission?
3. Describe any potential pilot projects or partnerships you have and/or would like to see.

# **Presentations from Civic and Government Sectors**

- 1. The Greenlining Institute**
- 2. Downtown Oakland Association**
- 3. Oakland Housing Authority**
- 4. TransForm**
- 5. AC Transit**
- 6. East Oakland Collective**
- 7. Lake Merritt Institute**



Shared Mobility Advisory Committee



**Hana Creger**  
Environmental Equity Program Manager



Map of  
**OAKLAND  
BERKELEY  
ALAMEDA  
SAN LEANDRO  
PIEDMONT  
EMERYVILLE  
ALBANY**

GRAPHIC SCALE IN FEET

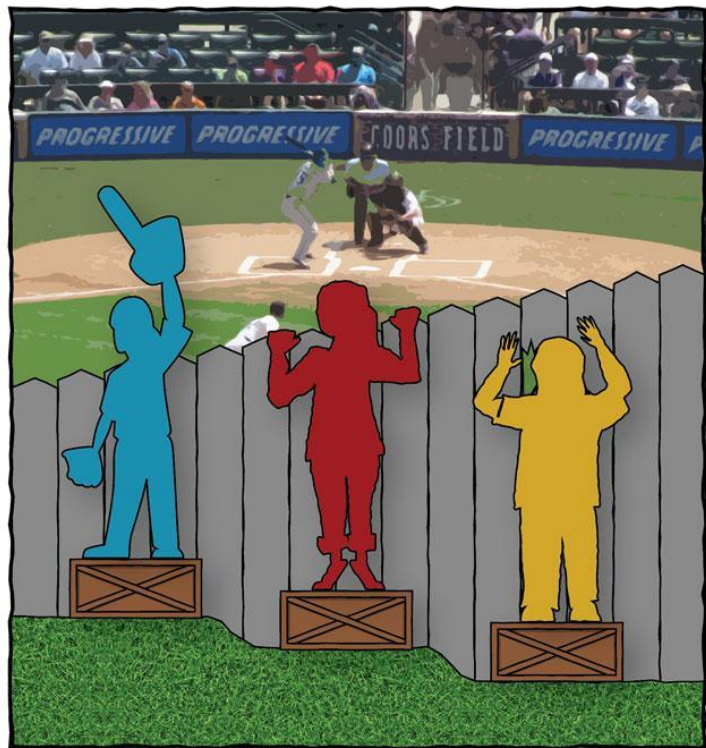
RESIDENTIAL SECURITY MAP

LEGEND

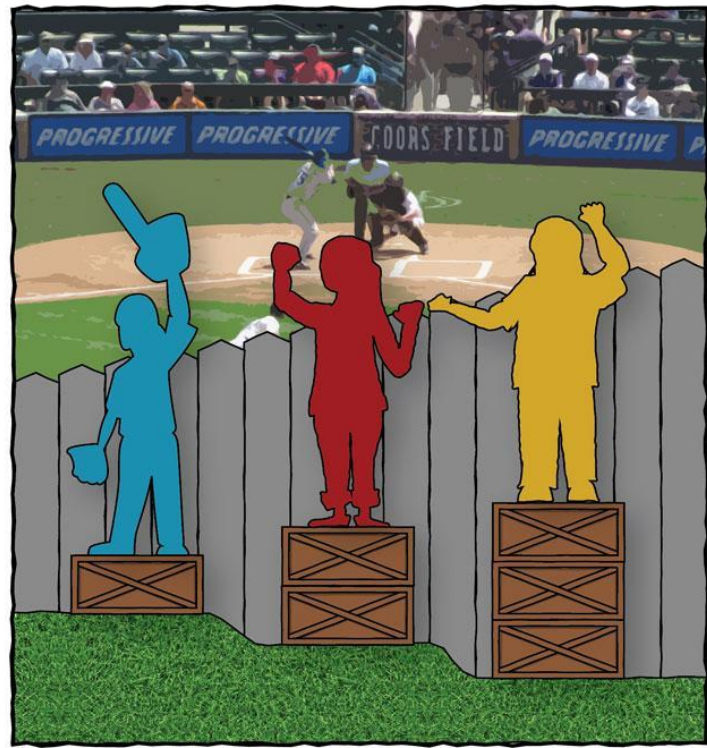
- 1-1900 (GREEN)
- 2-1900 (BLUE)
- 3-1900 (YELLOW)
- 4-1900 (RED)
- 5-1900 (GRAY)
- 6-1900 (Hatched)
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**EQUALITY**



**EQUITY**

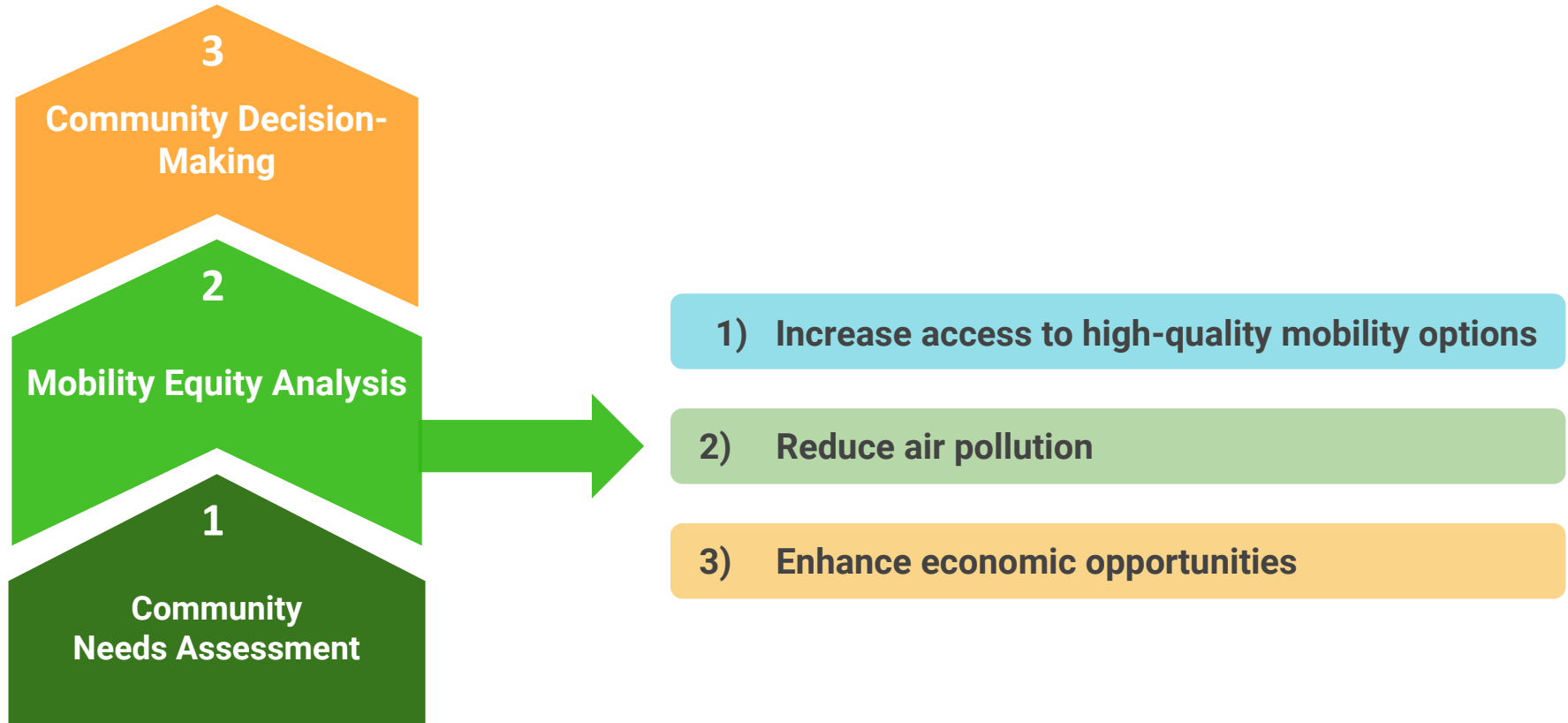


# MOBILITY EQUITY FRAMEWORK

# Problems

- Transportation injustices: pollution, longer, less reliable, & unsafe commutes. etc.
- Lack of community engagement and decision-making power
- New mobility technologies are not addressing systemic issues

# Mobility Equity Framework



*Hana Creger*

*hanac@greenlining.org*

*www.greenlining.org*





Andrew Jones

[andrew@oaklandvm.com](mailto:andrew@oaklandvm.com)

(510) 384-7874

# **Oakland Housing Authority**

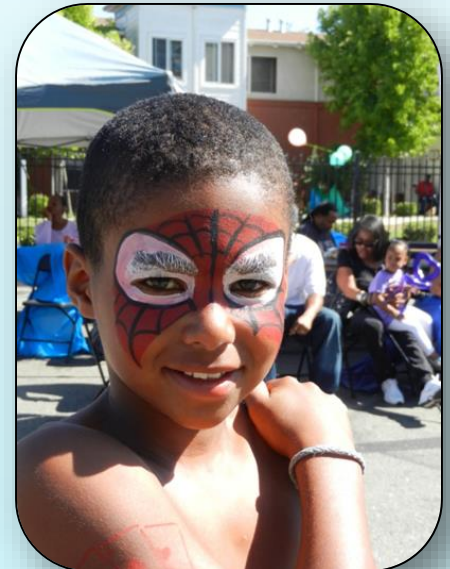
## **The Family and Community Partnerships Department**





# Our Vision

To assure the availability of quality housing for low-income persons and to promote the civic involvement and economic self-sufficiency of residents and to further the expansion of affordable housing within Oakland.



## About Us

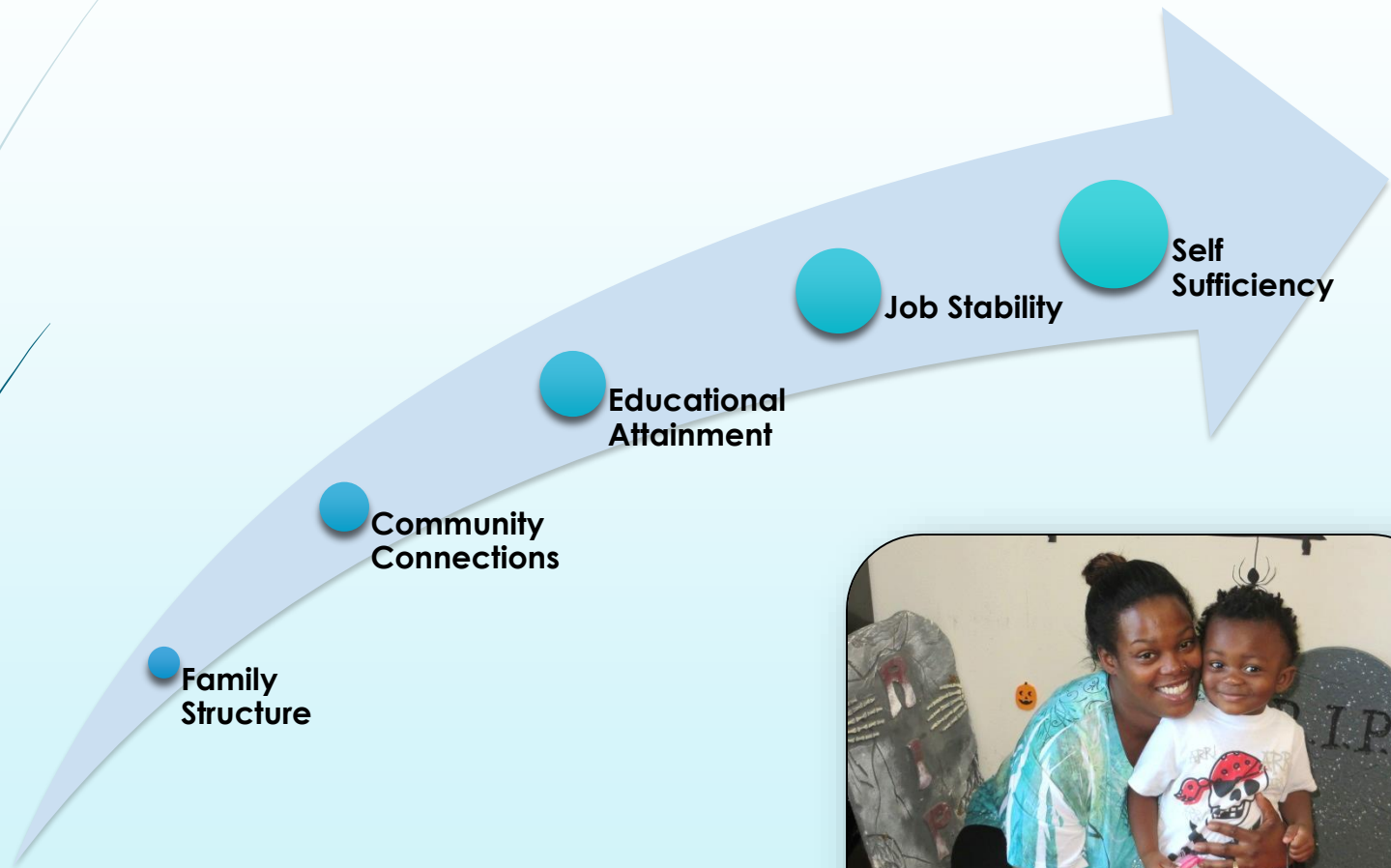
- ➡ Founded in 1938, OHA currently provides subsidized housing to nearly 16,500 families.
- ➡ The largest landlord in Oakland, OHA serves a diverse community in neighborhoods throughout the city
- ➡ One of only a select few housing authorities in the country participating in the Department of Urban Development's (HUD) Moving to Work (MTW) Demonstration Program

# Core Values of FCP



***We place the needs of our families first and make sure they are at the center of any service we provide.***

# Building Bridges to Self-Sufficiency



# FCP Programs & Initiatives



## **Our innovative, locally-designed strategies seek to:**

- 1- Reduce costs and achieve greater cost effectiveness in Federal expenditures;**
- 2- Give incentives to families with children where the head of household is working, is seeking work, or is preparing for work by participating in job training, educational programs, or programs that assist people to obtain employment and become economically self-sufficient;**
- 3- Increase housing choices for low income families.**



# Family Self-Sufficiency Program





# FSS Program Overview



- ▶ Enable families to decrease their dependence on government assistance by increasing their earned income
- ▶ Assist in developing or improving their job skills
- ▶ Empower participants to improve their educational status
- ▶ Provide an opportunity to start a savings account

# FSS Program Achievements

- **Average Amount:**

- \$10,894.04

- **Amount Range:**

- \$2,253 to \$50,400

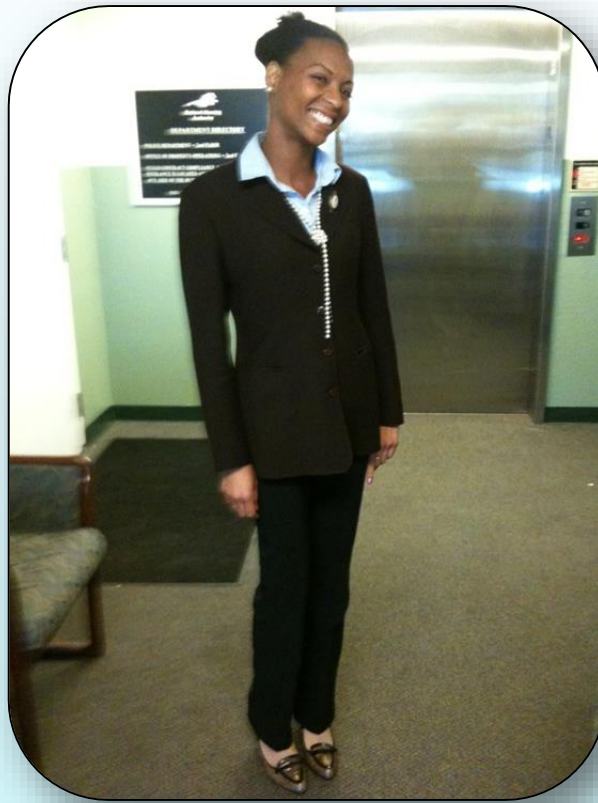
- **# of Served Participants:**

- 251 Graduates As of FY 2016

- 305 Participants to Date



# Employment Development Program



# Employment Development Program Overview

OHA's Employment Program connects OHA residents to employment and training opportunities with our contracting businesses as well as other local businesses. In addition, the OHA Job Training program works to connect residents to employment training opportunities throughout the region.





# Employment Development Programs and Services



## ► Employment Services

- Job Development and Training
- Adult Education Support
- Mock Interviewing
- Wardrobe Attire
- Resume Building
- Support with obtaining uniforms, transportation, tools, licenses, etc.

## ► Summer Youth Employment Program

## ► Jobs Plus Program

## ► Section 3

# Employment Development Program Eligibility Requirements

- Must be a Section 8 participant, Project Based Voucher or Public Housing Resident with OHA
- Must be in “Good Standing”





# Homeownership Program Overview

Homeownership Program is very similar to the Section 8 Rental Program:

- Residents pay 30% of their monthly adjusted income
- OHA pays the remainder
- Any amount in excess is the responsibility of the resident
- Payment cannot exceed 40% of gross monthly income



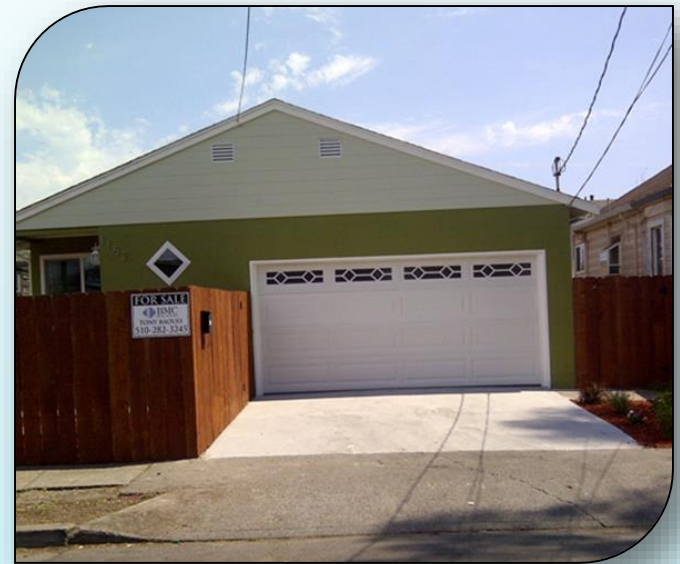
# Homeownership Program Achievements



- Total number purchased to date: 111
- Average per year: 11
- Income ranges: \$16,044-\$61,531
- Price range: \$200,000-\$601,000

# Homeownership Program Eligibility Requirements

- ▶ **Must have a down payment and closing cost of at least 1% to 3.5% of the purchase price.**
- ▶ **Must be employed or receiving state tested benefits (not TANF)**
- ▶ **Must have a credit score of at least 640**
- ▶ **Must be an OHA participant**

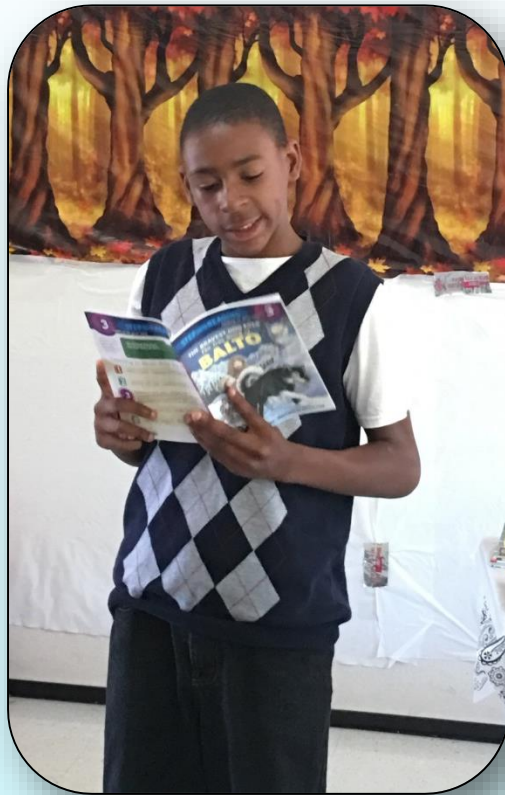


# OHA's Education Initiative





# Purpose of the Education Initiative

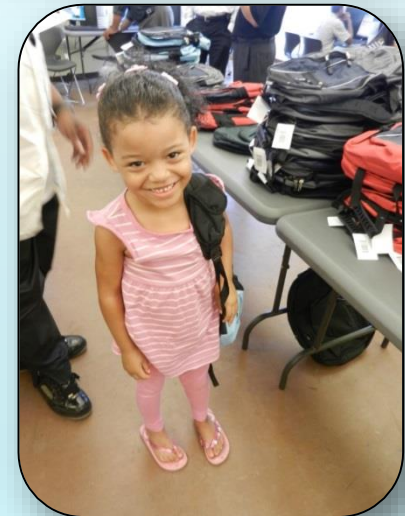


All OHA youth will:

- Attend school on time everyday
- Enroll in kindergarten on time
- Have Proficient Literacy in the 3<sup>rd</sup> Grade
- Graduate from high school
- Be prepared for college and/or a career

# Education Initiative Programs and Activities

- The Achievement Project
- “Back-to-School” Campaigns
- College Workshops & Tours
- Free Summer Lunch
- Summer Camp (Day & Overnight)



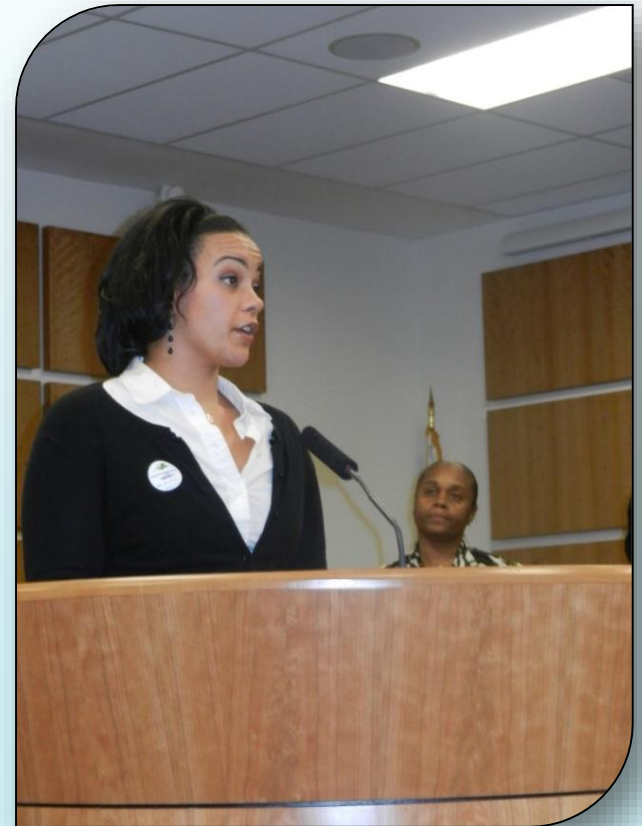


# Education Initiative Events and Activities Eligibility Requirements

- ➡ **Must be a Section 8 participant, Project Based Voucher or Public Housing Resident with OHA**



# Civic Engagement and Leadership Development Program



# Civic Engagement and Leadership Development Program Overview

Family and Community Partnerships Department (FCP) works to provide residents with opportunities to develop leadership competencies, participate in continued education and leadership activities, network and avail themselves of ideas and best practices for civic engagement and community involvement.



# Civic Engagement and Leadership Development Programs and Activities

- Resident Advisory Board (RAB)
- OHA Volunteer Program
- Neighborhood Orientation Workshop (NOW)
- Resident Leadership Program
  - Neighborhood Leadership Institute (NLI)
  - Civic and Community Projects
  - Resident Leadership Center
  - Leadership Development Workshops
  - Resident Leadership Gatherings





# Civic Engagement and Leadership Development Eligibility Requirements



➡ Must be an OHA participant

➡ Must be at least age 18 or older



➡ Must be in “Good Standing”

# Supportive Services





# Supportive Services Overview

In addition to providing programming on leadership, employment, and education, the Oakland Housing Authority also provides supportive services to participants in a number of different areas the areas of life enrichment.



# Supportive Services and Activities

- ▶ Case Management Services
- ▶ Emergency Assistance
- ▶ Health and Wellness Activities
- ▶ Computer Labs
- ▶ FCP Events and Workshops





# **How to Contact Us?**

**Please call 510-587-5115 for  
more information**

**Or**

**Visit our website  
[www.oakha.org](http://www.oakha.org)**

# Thank You





# Oakland Housing Authority

Hanan Albabtain

[halbabtain@oakha.org](mailto:halbabtain@oakha.org)

(510) 587-5132



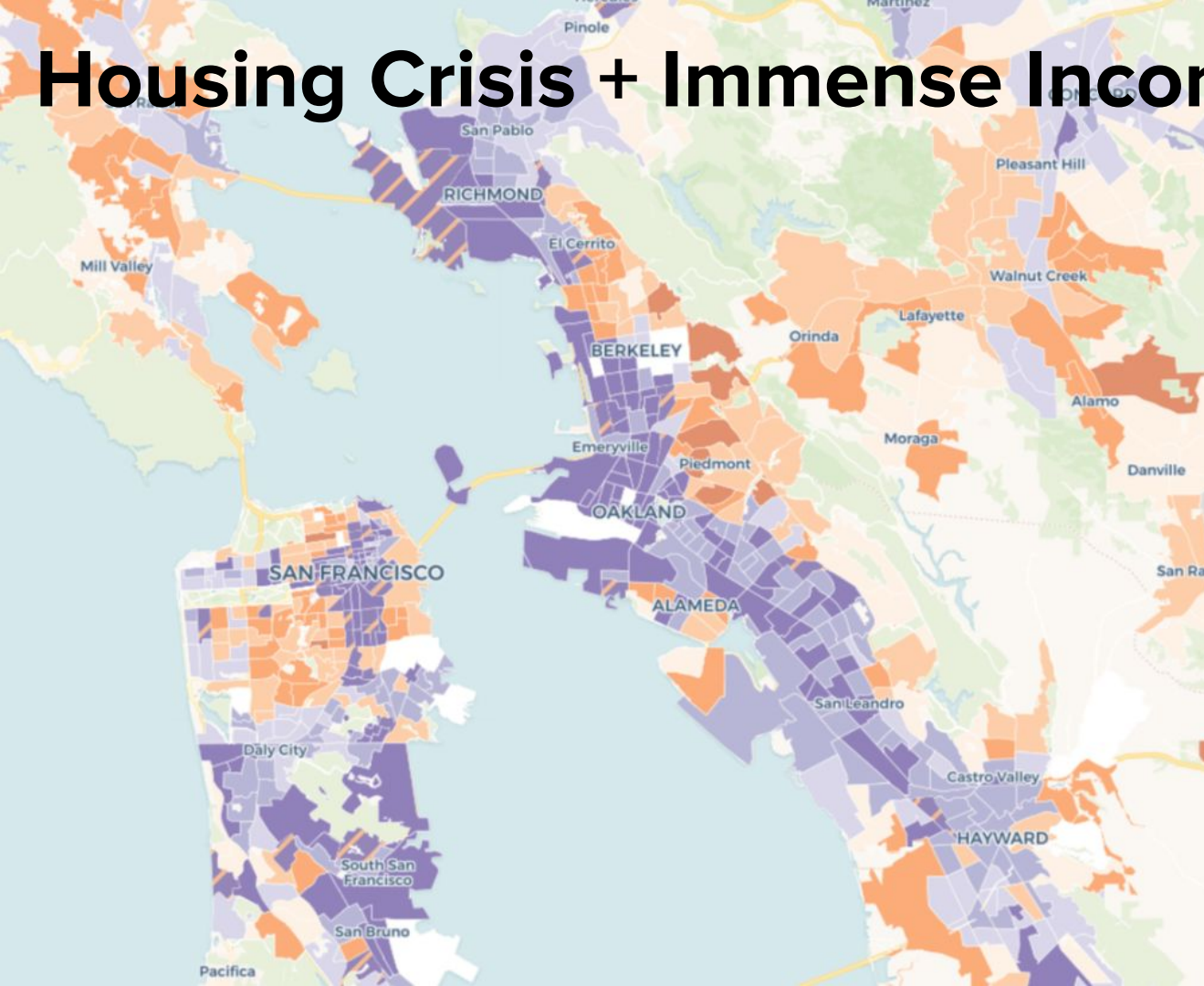


**City of Oakland**  
Shared Mobility Advisory Committee

**3.26.2019**

Clarrissa Cabansagan  
New Mobility Policy Director

# Housing Crisis + Immense Income Inequality



## Displacement Typologies

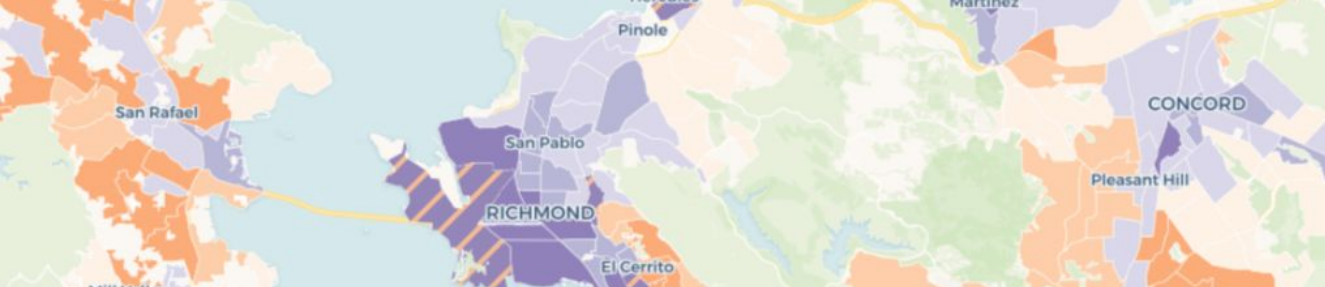
Lower income (LI) tracts

- 1. Not losing LI households
- 2. At risk of gentrification and displacement
- 3. Ongoing Gentrification/Displacement

Moderate to high income (MHI) tracts

- 1. Advanced gentrification
- 2. Not losing LI households
- 3. At risk of exclusion
- 4. Ongoing Exclusion/Displacement
- 5. Advanced exclusion





SAN FRANCISCO

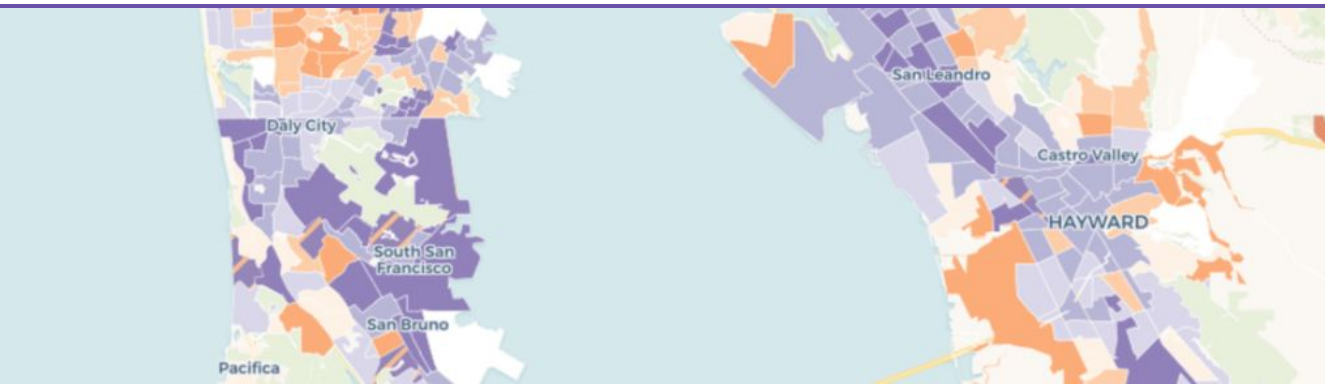
SF RENTAL MARKET REPORTS

# Does SF really have the most expensive rents in the world?

6

*A claim that San Francisco suffers the highest median rents in the world made international headlines*

By **Adam Brinklow** | Jul 9, 2018, 9:23am PDT



● 5. Advanced exclusion

Source: Urban Displacement Project, UC Berkeley

# OAKLAND BERKELEY ALAMEDA SAN LEANDRO PIEDMONT EMERYVILLE ALBANY

GRAPHIC SCALE IN FEET

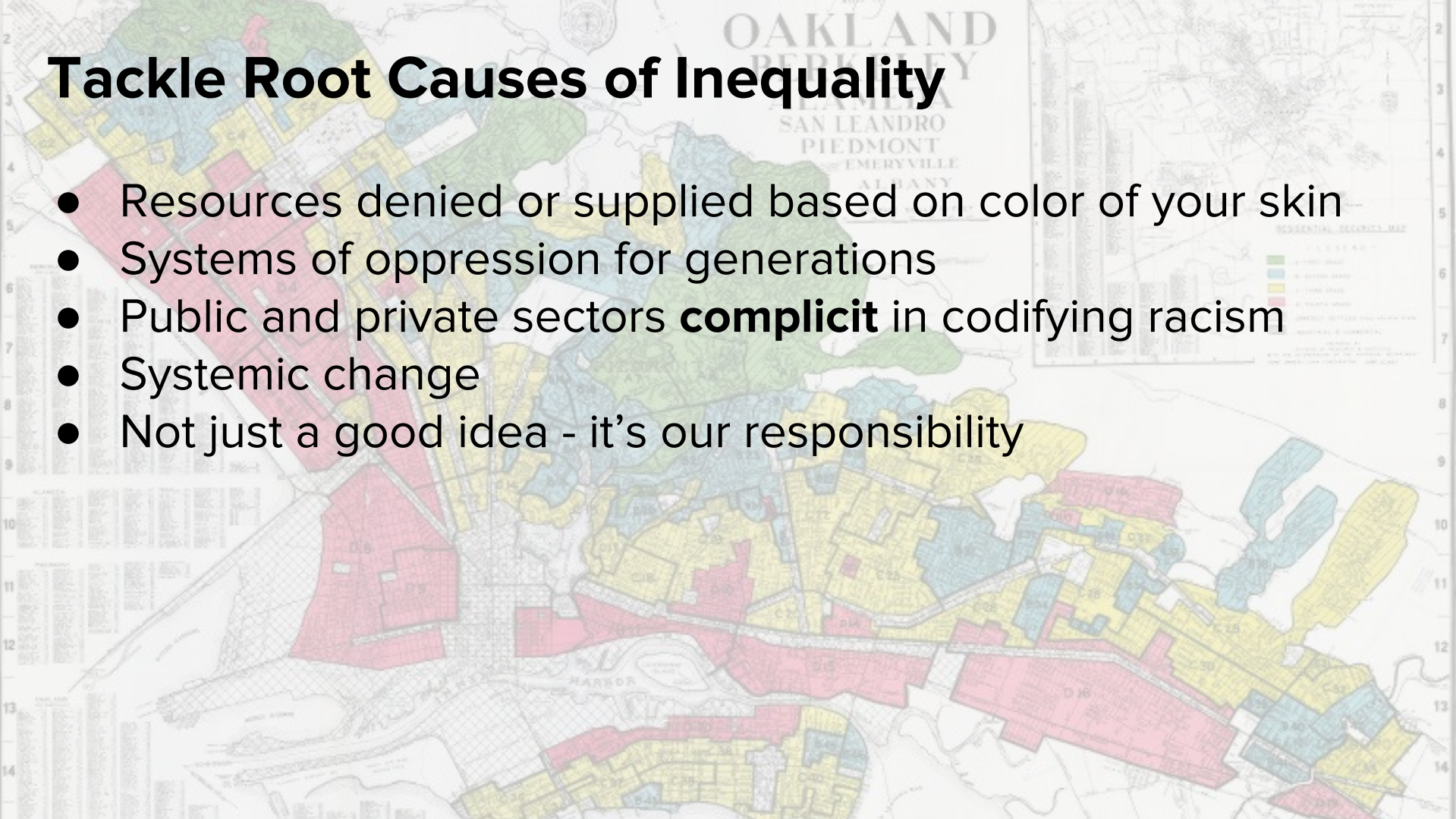
## RESIDENTIAL SECURITY MAP

### LEGEND

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- 2-THIRD GRADE
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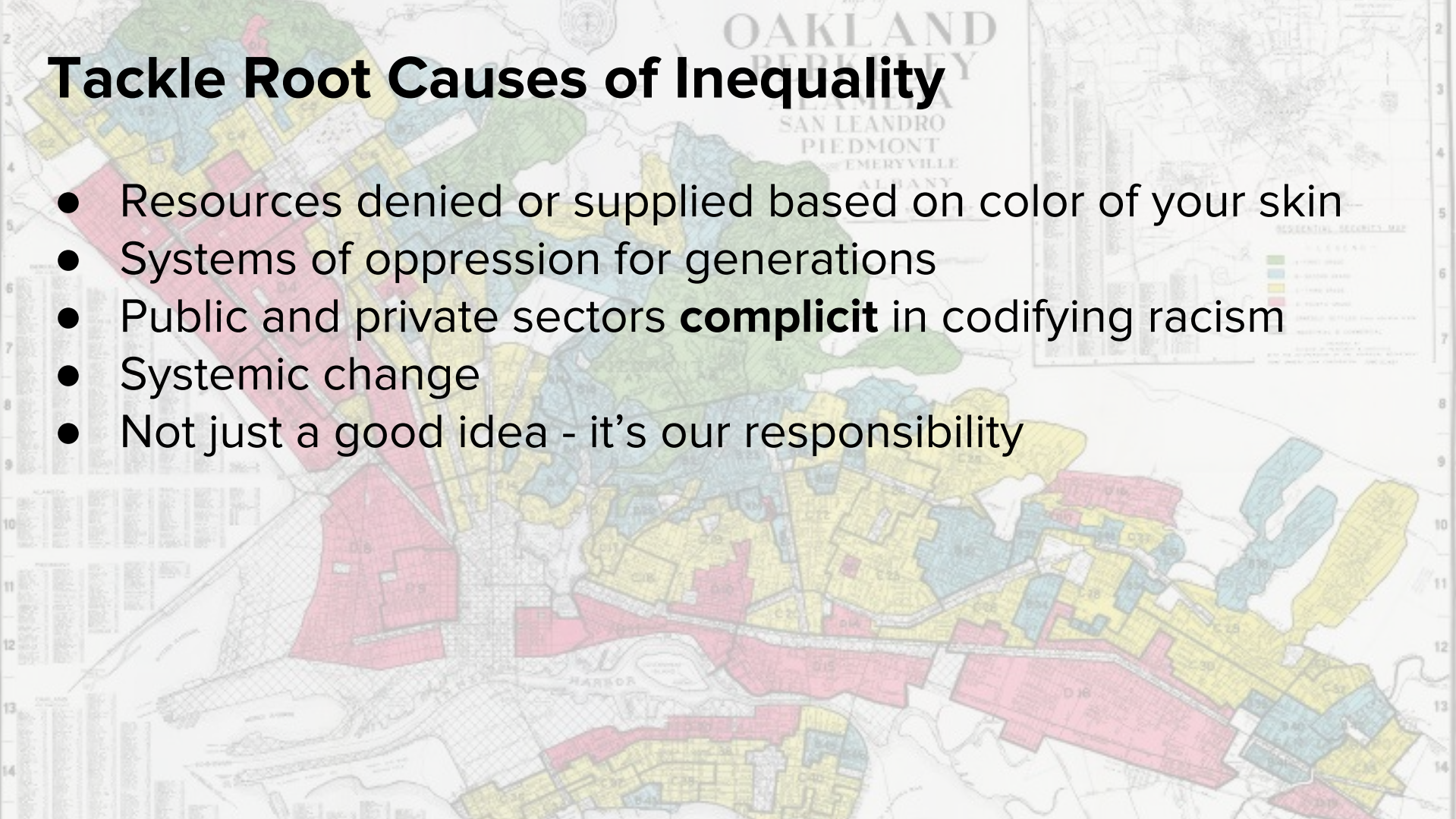
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COUNTY CLERK  
THE ALBANY COUNTY CLERK  
THE ALBANY COUNTY CLERK





# Tackle Root Causes of Inequality

- Resources denied or supplied based on color of your skin
- Systems of oppression for generations
- Public and private sectors **complicit** in codifying racism
- Systemic change
- Not just a good idea - it's our responsibility

- 
- # Tackle Root Causes of Inequality
- Resources denied or supplied based on color of your skin
  - Systems of oppression for generations
  - Public and private sectors **complicit** in codifying racism
  - Systemic change
  - Not just a good idea - it's our responsibility



# TransForm Goals

- **EMPOWER** communities of color to lead
- **PRIORITIZE** the needs of those most impacted by climate injustice



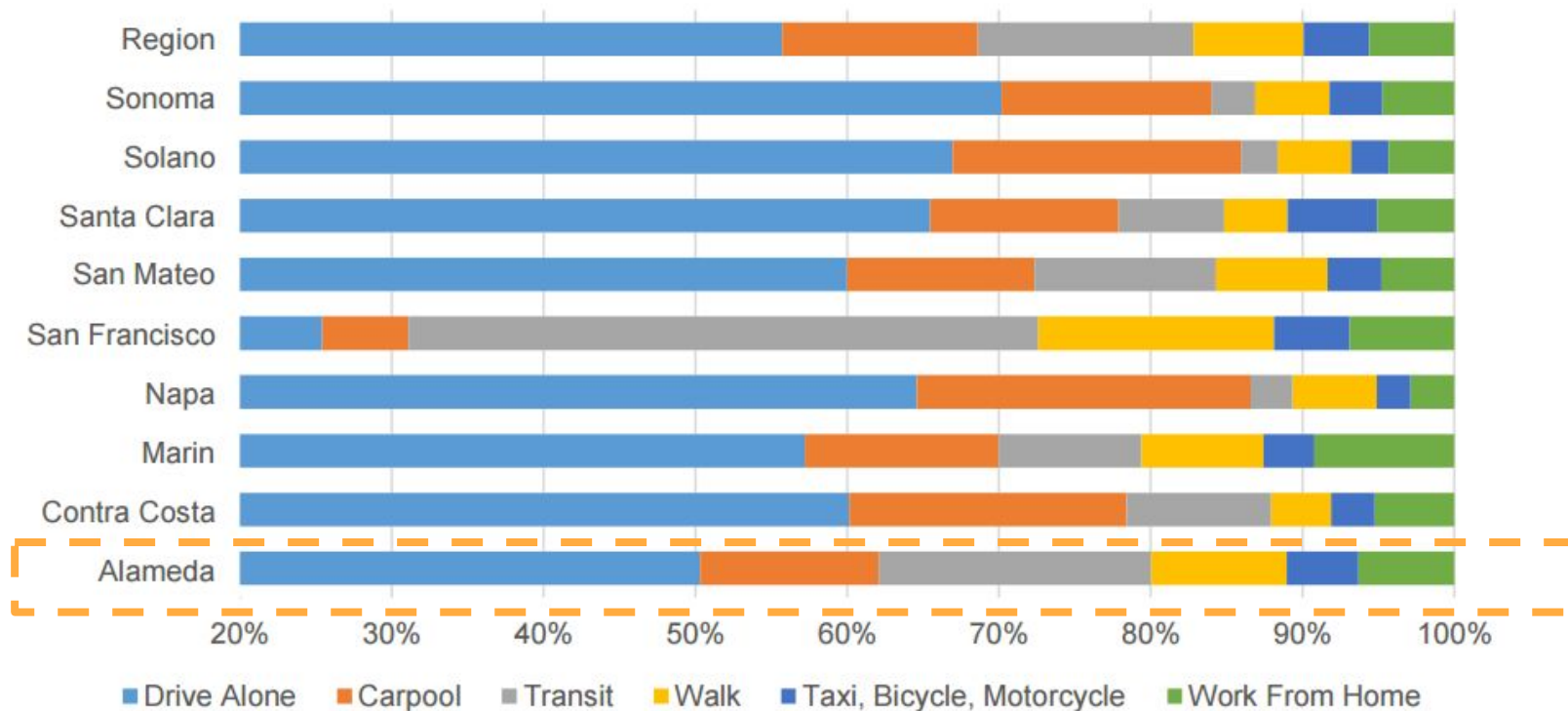
- AIR POLLUTION
- COST OF HOUSING
- COST OF TRANSPORTATION



- SAFETY OF WALKING + BIKING
- ACCESS TO JOBS VIA TRANSIT + OTHER AFFORDABLE OPTIONS

# Means of Transportation to Work

## Low-Income Workers, Bay Area, 2015







# Transportation That Works





# Safe Routes to Schools



# Regional Express Lanes

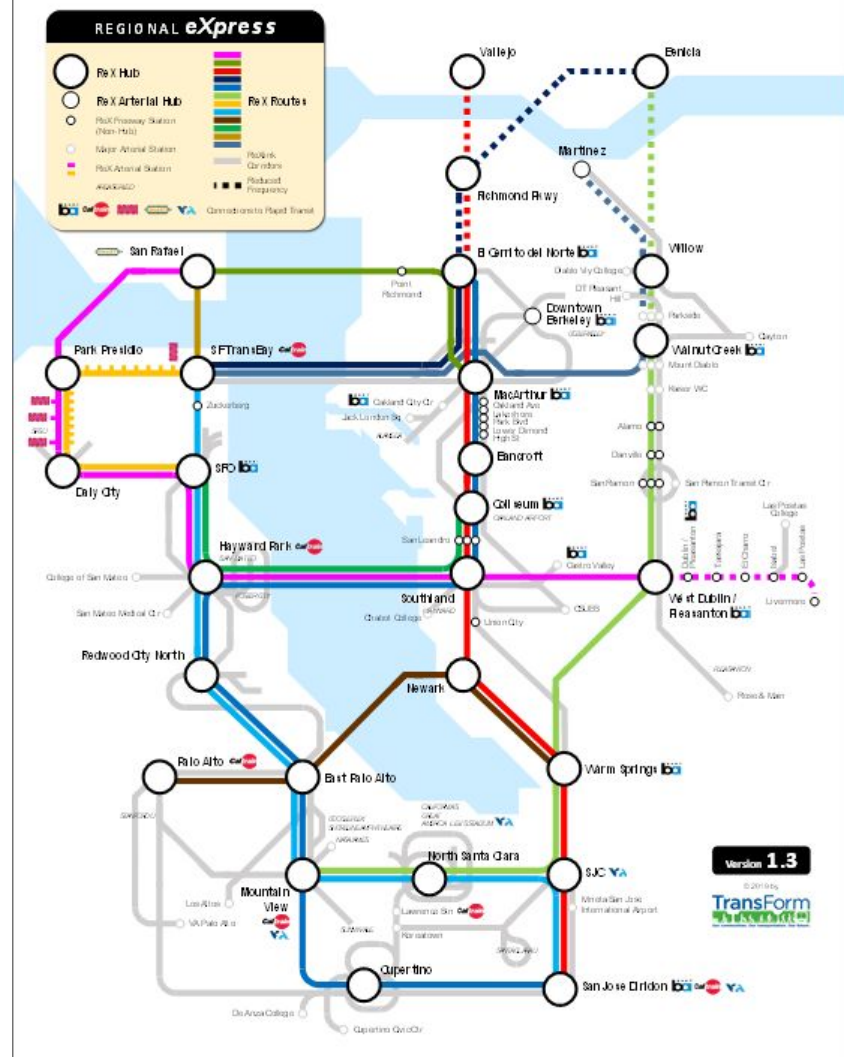
- Create a network to encourage carpools, vanpools, and express buses
- Make the best use of HOV lane capacity & better manage all lanes to keep traffic moving
- Provide reliable travel times





# Horizon 2050 Proposal

- Seamless express lane network
- Regional express bus system
- Means-based fares
- **Express lane concept:**
  - Consists of two express lanes in each direction,
  - 3+ occupancy





# More Homes Less Driving





# Mobility Hubs at Affordable Housing



SITES:  
Lion Creek Crossings, East Oakland  
Nystrom Village, Richmond  
Betty Ann Gardens, San Jose

**RAD**  
U R B A N

+



**4700 Telegraph**





# Disrupting Inequity





# Empowering Communities to Lead

COMMUNITY  
ENGAGEMENT

**2016**

OakMob101



Image credit: Pamela Palma Photography



Image credit: Pamela Palma Photography

**2017-2018**

BikeShareForAll



Image credit: Motivate

**2018-Present**

Oakland Bike Plan



Image credit: AmirAbdul-Shakur

**2018-Present**

Scooter Share



Image credit: Federica Armstrong



Image credit: Federica Armstrong

POLICY

TF leads advocates to push MTC to establish a Bike Share Equity Fund & Equity Working Group

TF recommends OakDOT create a Shared Mobility Advisory Committee

OakDOT vision for equity in Shared Mobility Programs

OakDOT does not issue cease & desist. Establishes scooter ordinance + permit.

## 2018-Present Scooter Share



OakDOT does not issue  
cease & desist.  
Establishes scooter  
ordinance + permit.

## 2019 Lyft Partnership



TF leads advocates to  
push MTC to expand Bike  
Share Equity Fund and  
increase bike infrastructure



## Key Themes from Bike Plan:

- Create bike resource centers at existing community spaces - public libraries
- Fund bike culture lead by POC:
  - bike programming
  - empowered to shape options
- Fill bike share gaps
- Economic empowerment through biking







Clarrissa Cabansagan  
New Mobility Policy Director  
[clarrissa@transformca.org](mailto:clarrissa@transformca.org)  
[www.transformca.org](http://www.transformca.org)





John Urgo, AICP  
Senior Transportation Planner  
AC Transit

[jurgo@actransit.org](mailto:jurgo@actransit.org)

(510) 891-4735

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# The East Oakland Collective

A membership cohort of millennials+ invested in the state of deep East Oakland.



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# Flow of Content

Mission

Who we are &  
serve

Our team

Focus areas

How might shared  
mobility help us  
achieve our goals?

Pilots and  
partnerships



# Mission

The East Oakland Collective (EOC) is a member-based community organizing group invested in serving the communities of deep East Oakland by working towards racial and economic equity. With programming in civic engagement and leadership, economic empowerment and homeless services and solutions, we help amplify underserved communities from the ground up. We are committed to driving impact in the landscape, politics and economic climate of deep East Oakland.





# Who We Are & Serve

The East Oakland Collective is a membership cohort of millennials-plus invested in the state of deep East Oakland. We are community members comprised of natives, homeowners, residents of East Oakland/greater Oakland and allies. We are invested in working towards a better future for the underserved populations and communities of deep East Oakland.



**Black border** = deep East Oakland.



# Our Team

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[marquita@eastoaklandcollective.com](mailto:marquita@eastoaklandcollective.com)





## Focus Areas

We are invested in making impact in the following areas:

**Civic  
Engagement &  
Leadership**

**Economic  
Empowerment**

**Homeless  
Services &  
Solutions**

# Civic Engagement & Leadership

- City of Oakland Bike Plan Update Community Workshops
- Sugar Freedom Project
- Campaign for Age, Race and District Diversity on City of Oakland Boards and Commissions
- Partner with [East Oakland Neighborhoods Initiative \(EONI\)](#)





# Economic Empowerment

- East Oakland SuSu Lending Circle Program
- East Oakland Economic Development Plan
- Environmental Justice Initiatives
- Partner with [East Oakland Black Cultural Zone](#) Collaborative





# Homeless Services & Solutions

- [Feed the Hood](#)
- Homeless Rapid Response Team (HRRT) Deep East Oakland
- Partner with Housing and Dignity Project
- Member of Homeless Advocacy Working Group (HAWG)



## How might shared mobility help you achieve your mission?

By prioritizing East Oakland as one of the historically most disadvantaged areas to reconcile, and engaging in efforts to support local community orgs doing the underpaid work they have been carrying for a long time.



# Pilots & Partnerships

Existing and potential pilot projects and partnerships we would like to see considered by the various shared mobility providers to support our goals toward racial and economic justice for deep East Oakland.



**EAST  
OAKLAND  
NEIGHBORHOODS  
INITIATIVE**







PILOT

# LyftUp



## Mobility4All Partnership

Lyft and TransForm will fund the East Oakland Collective to pilot a community free ride program for underserved populations. Qualifying participants will have access to subsidized AC Transit Passes, Lyft ridesharing and Lyft's \$5/month community pass, which enables unlimited 30 minute rides on Lyft's electric scooters and unlimited 60 minute rides on GoBikes.

## The Shed Bike Library

Lyft and TransForm will work with the Scraper Bike Team to establish a community-run bike lending library at The Scraper Bike's Shed. The Bike Library will allow residents to borrow bikes free of charge on a daily and weekly basis. A portion of the bikes will be made available for month-long lending, including bikes that serve the needs of families with young children.

## Community-Driven Bike Station Activation (Parklets)

TransForm will convene a network of East Oakland organizations to help guide a creative design process for future bike share stations in East Oakland. Bike share station installation will focus on placemaking, building community ownership, and stabilizing local businesses, including the creation of three parklets integrated with future bike share stations.

## Subsidized IPO & Stock Shares

- 25-50 % discount off



## Lyft Reportedly to Price IPO Above Guidance Range

*Ride-hailing company Lyft plans to price shares of its initial public offering above the targeted range of \$62 to \$68 a share, a report says.*

## PARTNERSHIPS

# Support Community Driven and Led Neighborhood Planning Initiatives

- Prioritize repavement desired by East Oaklanders
- Shared mobility providers support community organizations with outreach materials and props, including e-scooters and bikes for neighborhood tours
- Financially support research and analysis of the existing conditions of a given area prior to revitalization. (Surveys and interviews to determine existing needs of community)

OakDOT is working closely with community group Scraper Bikes on this concept. We want to prioritize pedestrian safety and accommodate all other users of the street like drivers and bicyclists in East Oakland through non-traditional infrastructure.



**EAST  
OAKLAND  
NEIGHBORHOODS  
INITIATIVE**



## PARTNERSHIPS

# Workforce Development in Shared Mobility

As mobility is expected to increasingly shift from being product-centered to being service-centered, and data could play an ever-greater role, as companies and governments prepare and adapt their workforces to meet those potentially changing demands:

- How will the Black and POC disadvantaged communities be integrated into this workforce?
- What partnerships need to be developed to streamline these communities into this new transportation jobs?
- Reserved employment for the unsheltered population



**Making the future of mobility work: How the new transportation ecosystem could reshape jobs and employment**



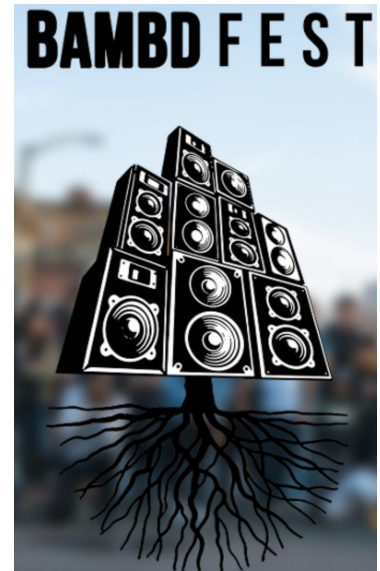


## PARTNERSHIPS

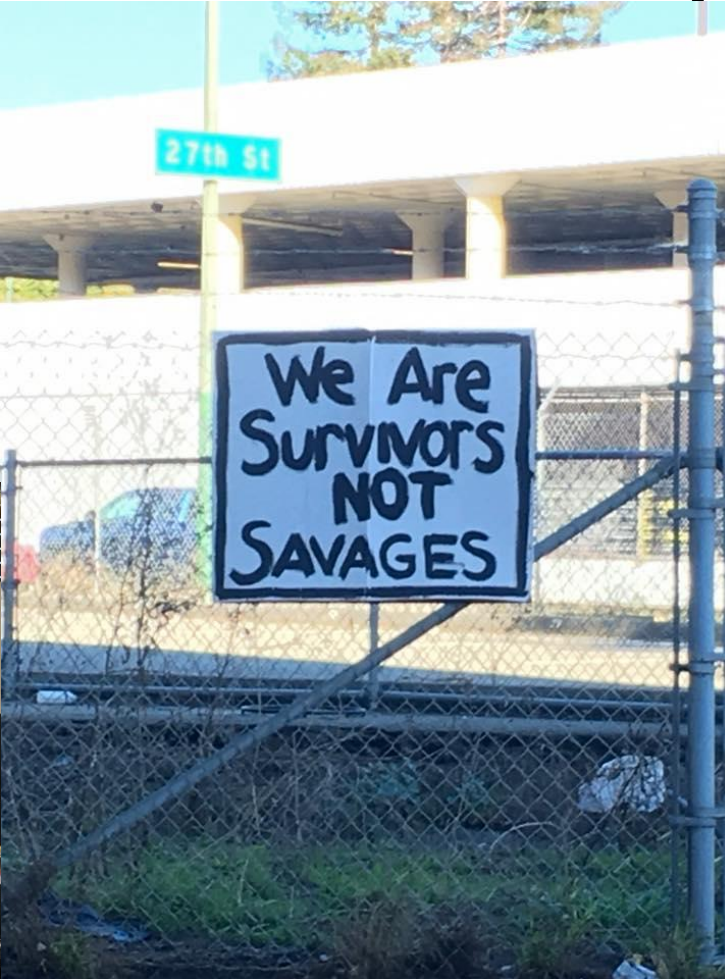
# Support the local Anti-Displacement Efforts to Retain Black Life, History, and Legacy

- Use fees generated from mobility inventory tax to support Black Arts Movement Business District and the East Oakland Black Cultural Zone.
- Support with the installation of cultural wayfindings and neighborhood identity banners and cultural aesthetics
- Partner with the East Oakland Black Cultural Zone to connect East Oakland flatland residents to the MLK Shoreline

# BLACK CULTURAL ZONE



# Thank you.



# Lake Merritt Institute

## Maintaining A Clean Lake























# Why is a clean lake important



Lee Aurich











# Things that help prevent escooters in lake

- No Parking Zone
- Visual inspection for scooters in lake
- Quick retrieval of scooters that have been thrown in lake or removed from lake
- Warning on app about operating scooters near lake or waterways
- Consult local environmental organization about logistics, areas of concern and basic make up of body of water.

# “A-Team” Volunteers







James Robinson  
Lake Merritt Institute  
Executive Director  
[Imi@netwiz.net](mailto:Imi@netwiz.net)

# Next steps: Take the survey about the future of the TAC

## What should be the future of the Shared Mobility Technical Advisory Committee?

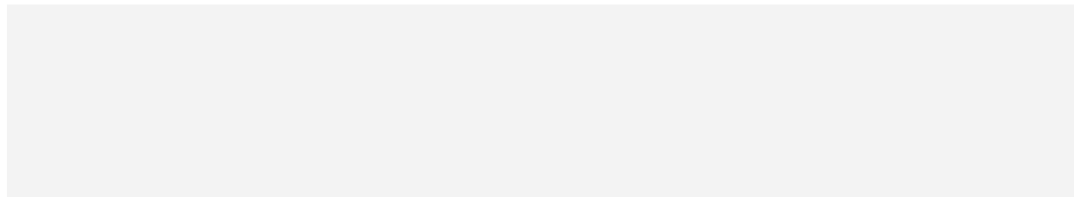
*Check one:*

- ☐ A Formal Advisory Committee where members take an active role (set the agenda, etc.)
- ☐ A Formal Commission with City Council appointed members
- ☐ An informal working group where members set priorities and action items to work on between meetings
- ☐ Continue as we are with informal advisory meetings

*Meetings should occur:*

- ☐ Monthly
- ☐ Quarterly
- ☐ Bi-Yearly

*What would you like to see from this group? (goals, priorities, future agenda items, etc.)*



# Thank You!



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