

Oakland Department of Transportation

Upper Telegraph Avenue Complete Streets Project

Community Engagement & Outreach Summary for the Early Design Decision

April 1, 2024

Overview

Between August 2023 and February 2024, OakDOT's Planning & Project Development Staff performed extensive community engagement and outreach on the Upper Telegraph Avenue Complete Streets Project. Outreach goals were to:

- 1) Introduce and share information on the project
- 2) Gather feedback on preferences for two design options:
 - Option 1: 4-to-3 Lane Road Diet + Separated Bike Lanes
 - Option 2: Bus-Only Lane Design + Separated Bike Lanes
- 3) Learn about parking and loading needs of Telegraph Avenue businesses and property owners

Outreach included:

- Project Postcard
- Outreach at Temescal Farmer's Market
- Project Open House
- Design Decision Survey
- Transit Rider Outreach
- Visits to Businesses and Other Establishments
- Presentations

Between August 2023 and February 2024, OakDOT:

- Sent 2,944 postcards to addresses on and near the project corridor
- Received 1,154 survey responses
- Engaged with 150-175 residents during the Project Open House and at the Temescal Farmer's Market
- Made in-person contact with 154 transit riders at bus stops along the corridor
- Had in-person contact with 60 out of the 80 establishments on the project corridor, including in-depth conversations with 33 establishments

Summary of Feedback

- **Businesses** (60 touch points, 30+ conversations): While most businesses did not want any travel lanes removed, Option 1 was favored due to more parking/loading.
- **General public:**
 - Open House (~70 attendees): Option 1 preferred
 - Survey (1,154 responses): Even split between options
 - Farmer's Market (~75 conversations): Even split between options

- Themes:
 - Importance of keeping cars out of the bus lane
 - Pedestrian safety
 - Need for more street lighting
 - Need to retain vehicle access to/from side streets
 - Temescal design is confusing
- **Transit Riders** (via survey): 64% preferred Option 2 (Bus-Only Lane Design)

Below is a more detailed account of the outreach conducted.

Project Postcard

On December 15, 2023, staff mailed project postcards to all addresses on the project corridor as well as to addresses within ¼ mile of the corridor within Oakland city limits (2,944 total). The postcard introduced the project, invited recipients to take a survey about the two design options, and invited residents to two outreach opportunities (Temescal Farmer’s Market, Project Open House).

Outreach at Temescal Farmer’s Market

OakDOT staff attended the Temescal Farmer’s Market on January 7, 2024, and interacted with 75-100 attendees.

Design Preference:

- Evenly split between the two options

Project Open House

OakDOT staff hosted an Open House on January 17, 2024, at the Temescal Branch Library from 5:00 pm – 7:00 pm. Approximately 75 people attended.

Design Preference (65 votes):

64.6%	Option 1 (4-to-3 Lane Road Diet)
27.7%	Option 2 (Bus-only Lane Design)
7.7%	Neither option

Design Decision Survey

OakDOT created a project survey to help determine the community’s preference between the two design concepts and to gather feedback on specific design features, including mobility and safety improvements. The survey was open for two months, from 12/12/23 to 2/12/24.

The survey was advertised through the following channels:

- Print materials, including:

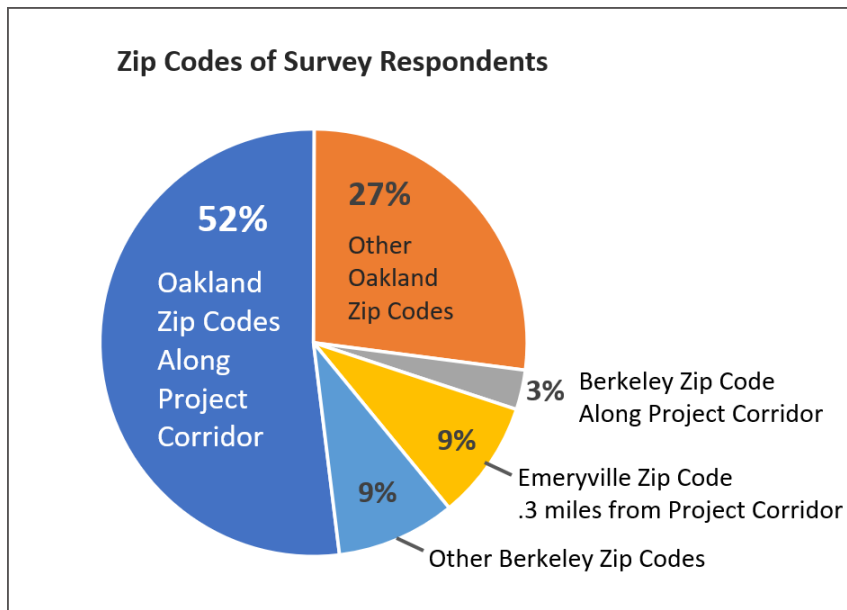
- 2,944 postcards sent to addresses on the project corridor or within ¼ mile of corridor
- Flyers posted on signposts and traffic signal poles throughout the corridor
- Flyers posted by AC Transit on bus stop poles throughout the project corridor
- Digital distribution via:
 - OakDOT project email list
 - City of Oakland social media channels
 - Project webpage
 - Neighborhood Council communications
 - D1 Council newsletter
 - AC Transit email list for Line 6 & 800 riders
 - UC Berkeley Transportation & Parking Department email list
- In-person outreach, including:
 - 1/7/24 Temescal Farmer's Market
 - 1/17/24 Project Open House
 - Visits, emails, and phone calls to 80 establishments on the project corridor
 - Six 2-hour shifts passing out project postcards to riders at high ridership Line 6 bus stops

Survey Results:

Total number of responses: 1,154

Zip Codes of Survey Respondents:

- 52% of survey respondents lived in Oakland zip codes along the project corridor
- Because the project corridor is bordered by the City of Berkeley and less than a third of a mile from Emeryville, 21% of respondents lived in those jurisdictions



Design Preference:

50.7%	Option 1 (4-to-3 Lane Road Diet)
49.3%	Option 2 (Bus-only Lane Design)

What is the most important feature to you? Which one **MUST BE INCLUDED** in this project?

45%	Separated bike lanes that are wider and do not share space with right-turning vehicles at intersections
22%	Bus-only lanes / Priority for buses
16%	Flashing lights at crosswalks without full traffic signals
11%	Ample on-street parking
4%	Places to wait in the middle of the street when crossing on foot
1%	Commercial Loading

Transit Rider Outreach

OakDOT staff engaged Telegraph Avenue transit riders from August 2023 to February 2024, partnering with AC Transit and UC Berkeley for various efforts. Outreach activities included:

- Dec 2023 – UC Berkeley Parking & Transportation Department sent an email advertising the survey to permit holder/TDM email list (~6,000 ppl)
- Dec 2023 – UC Berkeley student group Telegraph for the People advertised survey on social media
- Dec 2023 – AC Transit sent email advertising survey to riders of line 6, 800, and 12
- Dec 2023 – AC Transit posted laminated project flyers at bus stops in the project area
- January 2024 – OakDOT staff posted project flyers in the project area
- January 2024 – OakDOT and AC Transit conducted bus rider engagement at bus stops between downtown Berkeley and 12th Street in Oakland during peak hours. **Over six 2-hour shifts, staff and volunteers made 154 “touches” (having a conversation about the project and/or giving riders a project flyer highlighting the survey).**

Transit Rider Survey Results

45% of survey respondents said they rode Line 6 or Line 800 on Telegraph Avenue (respondents chose multiple modes of travel).

Design Preference:

64%	Option 2 (Bus-only Lane Design)
36%	Option 1 (4-to-3 Lane Road Diet)

What is the most important feature to you? Which one **MUST BE INCLUDED** in this project?

44%	Separated bike lanes that are wider and do not share space with right-turning vehicles at intersections
33%	Bus-only lanes / Priority for buses

Visits to Businesses and Other Establishments on Telegraph Avenue

As previously described, OakDOT sent a project postcard with the survey to all addresses on the project corridor, with the goal of reaching every establishment, property owner, and resident on Telegraph Avenue. Between August 2023 and February 2024, OakDOT staff walked the project corridor multiple times, knocking on doors and talking about the project. Staff had a conversation with or shared project materials with 60 out of the 80 establishments on the project corridor. Staff had in-depth conversations with 33 establishments (staff or owners), held meetings with 8 establishments, and left voicemails or sent emails to all establishments they could not reach in-person.

OakDOT staff also met with the Telegraph Temescal Business Improvement District several times to discuss the project and as a means of disseminating project information to businesses on the project corridor.

Design Preference:

- Many business owners and their employees did not want OakDOT to make changes that would reduce the number of on-street parking spaces or the number of vehicle lanes.
- When asked to share a design preference, most business owners and staff said they would prefer Option 1 (4-to-3 Lane Road Diet), or whichever option preserved the most on-street parking spaces.
- Some businesses shared their support of pedestrian, bicycle, and transit improvements.

Presentations

OakDOT staff made project presentations to the following groups:

- 11x Shattuck Neighborhood Council
- City of Oakland Bicycle and Pedestrian Advisory Commission (BPAC)
- City of Oakland Mayor’s Commission on Aging (MCOA)
- City of Oakland Mayor’s Commission on Persons with Disabilities (MCPD)
- City of Oakland – AC Transit Interagency Liaison Committee (ILC)