



**WEST OAKLAND Truck Management Plan  
COMMUNITY WORKSHOP #4**

**July 18, 2018**

**Potential Solutions  
for  
Signs and Communications  
Posters SC1 - SC8**



# Fix Caltrans Highway Signs

## SOLUTION

Upgrade green Caltrans highway direction signs, on or near the freeways and frontage roads, where Port trucks enter/exit the freeways.

Problem locations include 5<sup>th</sup> and Union, 7<sup>th</sup> and Frontage, and 5<sup>th</sup> and Adeline.

## HOW SOLUTION WAS IDENTIFIED

Existing signs are frequently graffitied or hard to see. Better signs would assist Port trucks to travel directly between the Port and freeways.

## IMPLEMENTATION PROCESS

Coordinate with Caltrans to implement, once funding is secured.



Timeframe  
**3 to 5  
Years**

Cost  
**\$\$**

## Votes

## Feedback on this Solution

ID:

# Add Larger Truck Route Signs

## SOLUTION

Add larger Truck Route signs that more clearly indicate Truck Routes.

## HOW SOLUTION WAS IDENTIFIED

Standard size Truck Route signs are not readily visible along roads in West Oakland.

Larger signs in key locations may be more noticeable and stand out from other signage in the area.

## IMPLEMENTATION PROCESS

Verify that City policies allow larger signs.

Identify locations where larger Truck Route signs are needed, such as at 7<sup>th</sup> and Union.

Purchase and install signs after locations are identified.



Timeframe  
**1 to 2  
Years**

Cost  
**\$\$**

## Votes

## Feedback on this Solution

ID:

# Replace Faded or Damaged Signs

## SOLUTION

Replace faded, damaged, or graffitied signs (both for Truck Route and Truck Prohibited Streets).

## HOW SOLUTION WAS IDENTIFIED

Some existing signs are not legible due to damage, graffiti, or other issues.

## IMPLEMENTATION PROCESS

Complete survey of existing signs.

Purchase and install signs after locations are identified.



Timeframe  
**1 to 2  
Years**

Cost  
**\$\$**

## Votes

## Feedback on this Solution

ID:

# Add More Truck Route Signs

## SOLUTION

Add more standard Truck Route signs so that signs work as a coherent system.

## HOW SOLUTION WAS IDENTIFIED

Truck Routes may be unclear in some locations due to gaps in the sign system.

## IMPLEMENTATION PROCESS

Compare to Truck Routes and identify areas where more are needed.

Purchase and install signs after locations are identified.



Timeframe  
**1 to 2  
Years**

Cost  
**\$\$**

## Votes

## Feedback on this Solution

ID:

# Add More Truck Prohibited Street Signs

## SOLUTION

Add more standard Truck Prohibited street signs in problem locations.

Possible locations include 28<sup>th</sup> between Poplar & Adeline; 14<sup>th</sup> & Adeline; and 16<sup>th</sup>/17<sup>th</sup> & Peralta.

## HOW SOLUTION WAS IDENTIFIED

Prohibited streets may be unclear in some locations.

## IMPLEMENTATION PROCESS

Complete survey of existing sign locations.

Evaluate existing sign locations and identify areas where more are needed.

Purchase and install signs after locations are identified.



Timeframe  
**1 to 2  
Years**

Cost  
**\$\$**

## Votes

## Feedback on this Solution

ID:

# Pilot an Alternative Sign Strategy

## SOLUTION

Pilot an alternative signage/communication strategy, such as changeable message signs or painted direction on street, at an intersection with high truck volumes.

## HOW SOLUTION WAS IDENTIFIED

New approaches at key locations could be more effective than “traditional” signage that drivers are used to seeing.

## IMPLEMENTATION PROCESS

Identify location and prepare study plan.

Implement strategy(ies).

Evaluate effectiveness and whether it should be continued or replicated.



Timeframe  
2 to 3  
Years

Cost  
\$\$

## Votes

## Feedback on this Solution

ID:

# Improve and Increase Communication with Truck Drivers

## SOLUTION

Continue communication with truck drivers through: Trucker Work Group, City and Port websites, Port's trucker Portal, and electronic signs at the Port, and other approaches.

## HOW SOLUTION WAS IDENTIFIED

Communication is an on-going activity which needs to be continuously refined, expanded, and enhanced.

## IMPLEMENTATION ACTIVITIES

Examples:

- Trucker Work Group
- Trucker informational fair
- Enhance the City and Port websites with trucker information.
- Program information for electronic signs at the Port.



## Votes

## Feedback on this Solution

ID:



# Add Signs for Truck Services

## SOLUTION

Add signs directing truckers to services like fuel and truck parking.

## HOW SOLUTION WAS IDENTIFIED

Truckers may not know where they can get the services they need like gas, truck repair and overnight parking.

## IMPLEMENTATION PROCESS

Coordinate with Oakland Department of Transportation whether such signs are allowed per code.

Purchase and install signs if permitted.



Timeframe  
**1 to 2  
Years**

Cost  
**\$\$**

## Votes

## Feedback on this Solution

ID: