

Imagining Bay Area Boulevards

TRANSFORM



WORLD-CLASS PUBLIC TRANSPORTATION. WALKABLE COMMUNITIES.

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TransForm works to create world-class public transportation and walkable communities in the Bay Area and beyond.

We build diverse coalitions, influence policy, and develop innovative programs to improve the lives of all people and protect the environment.

We've won literally billions of dollars and groundbreaking policies in support of public transportation, smart growth, affordable housing, and bicycle/pedestrian safety.

Creating a Vision: 10 Year Process

2002: Revolutionizing Bay Area Transit...On a Budget!

2004: Mapping of Senior Centers and Popular Destinations along Int'l. Blvd.

2006: Began deeper community outreach around BRT, sought out resources for Local Partners through Great Communities Collaborative

2007: Continued outreach / input on Scoping / DEIR

2008: Fought and won ballot initiative in Berkeley

2009: Secured Funding for International Blvd. TOD Plan

2010: Conducted Community Planning process for TOD Plan

2011: Assisted in engaging community in the development of BRT Locally Preferred Alternative for BRT

2012: Mobilized community in support for final BRT votes at City Councils



BRT IMPROVEMENTS



CURRENT CONDITION



East Bay Bus Rapid Transit (BRT)

- 9.5 Miles from Downtown Oakland to San Leandro BART
- 7 miles of dedicated bus lanes (painted, demarcated)
- Ramped Stations every 1/3 mile at signalized crosswalks
- Level, all-door Boarding
Dual-side door buses (allowing for center-platform stations)
- Advanced Passenger Information Systems
- Shelter, lighting, seating, public art
- 5 minute, reliable headways

See: www.ACTforme.org

YouTube: Oakland For BRT

East Bay Asian Local Development Corporation (EBALDC)

Focus: Health is Determined by Place

- A person's overall health is determined 30% by medical care and genetics, and 70% by where that person lives;
- A person's life expectancy can be determined with great accuracy by the ZIP codes where he/she lives and where he/she was born;
- In Oakland, there is a 10 year difference in life expectancy rates between the flatlands—where the lower-income people live—and the hills.

EBALDC Determines Aspects of Neighborhood to Bring Change or Build on

- Food access
- Quality education
- Good transportation/ planning
- Housing options/ affordable housing
- Good jobs & work opportunities
- Business development
- Income & wealth
- Social supports
- Public safety
- Green spaces
- Recreation opportunities
- Environment & air quality



EBALDC: Working with the Community Along the San Pablo Avenue Corridor in West Oakland

- Strong partnerships are critical
 - Coalition of organizations and neighbors - San Pablo Corridor Coalition
 - City of Oakland - specific area plan that will guide future development
- EBALDC has 5 properties along this corridor, including 3 apartment buildings:
 - San Pablo Hotel
 - California Hotel
 - Avalon Senior Housing
- Community engagement
 - CA Hotel residents
 - Age-friendly engagement along corridor
- Age-friendly and Healthy Neighborhoods

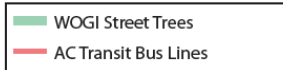
EBALDC: Working with the Community Along the San Pablo Avenue Corridor in West Oakland

SAN PABLO CORRIDOR COALITION

NEIGHBORHOOD S U M M I T

CORRIDOR ASSETS & ACTIVITIES

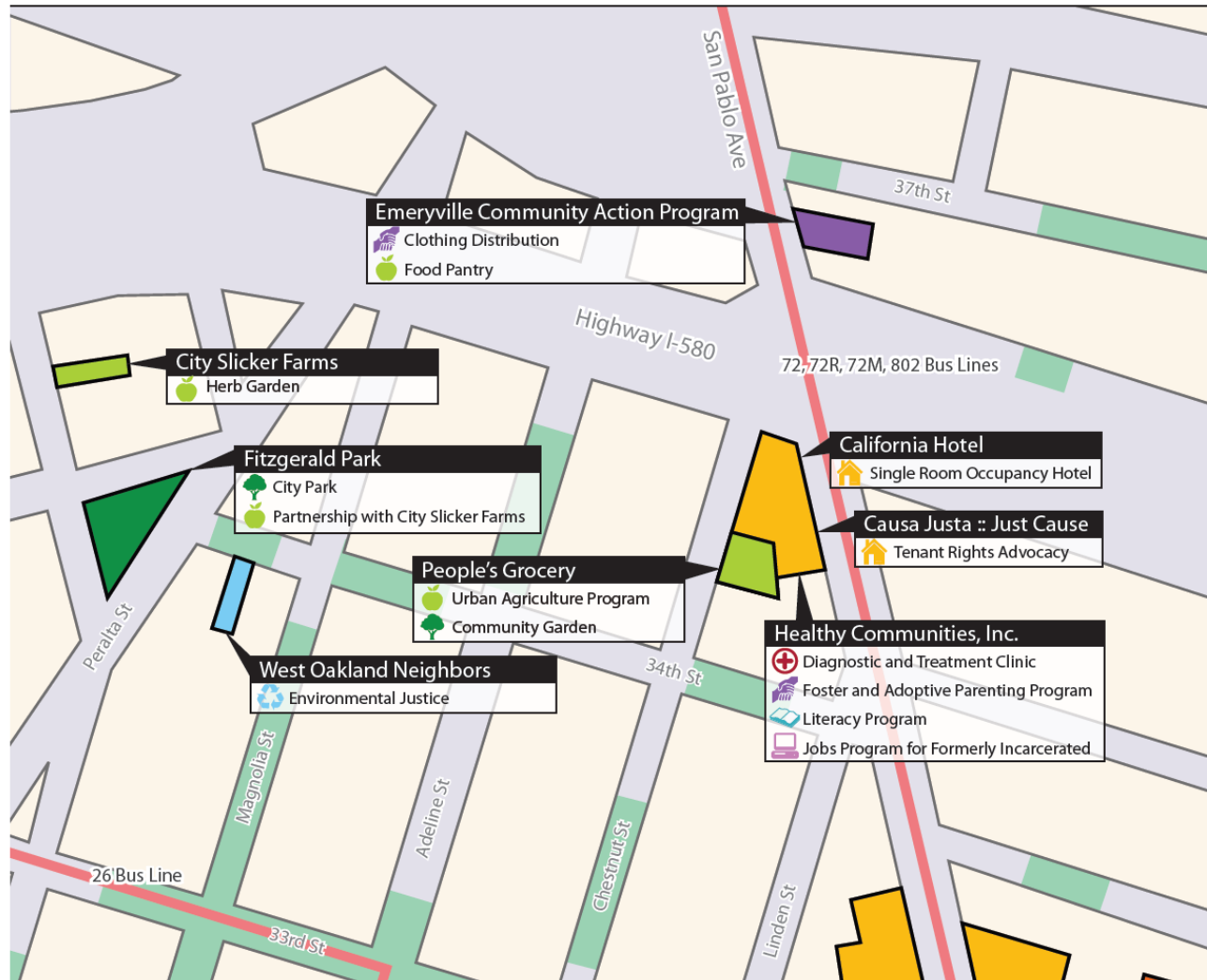
Focus Area:
35th Street/San Pablo



Activity Areas

- Food Access
- Safety
- Education
- Transportation
- Housing
- Jobs
- Business Development
- Income/Wealth
- Green Spaces
- Social Supports
- Recreation
- Environment
- Health/Mental Health

0 100 200 300 Feet



Working in Partnership with Schools in Havenscourt Neighborhood – International Boulevard Corridor

- Our development, Lion Creek Crossings is currently home to 438 households, and when it is complete there will be more than 500 families living there.
- About 150-200 of the students who attend neighborhood public schools are residents of Lion Creek Crossings, which is why we are working to develop close partnerships
- Partnership with the neighborhood schools to provide after school programs for the students who live at Lion Creek Crossings.
- Work with schools as a strategy for improving public safety, bringing opportunities for youth and their families, and creating opportunities for our residents to live healthy lives.





International Blvd. TOD Plan Area

International Blvd. TOD Plan Catalyst Site Today



International Blvd. TOD Plan Catalyst Site Vision



International Blvd. TOD Plan Catalyst Site Today



International Blvd. TOD Plan Catalyst Site Vision



Lessons Learned

1. Inspire and Facilitate a Vision by Empowering the Non-traditional Community Stakeholders in Planning Processes

Example: MTC SAP Grants, Caltrans Community Based Transportation Planning Grant, Strategic Growth Council Grant

2. Respect and Build Relationships with Key Stakeholders / Due diligence on outreach and input

Example: Community Presentations and outreach, Joint Letters of Support, mobilizing allies to community meetings, keep key stakeholders apprised

3. Ask For and Give Flexibility Where Possible

Example: Reducing scope of project, acknowledge and respond to key concerns, demonstrate the need for the project, and that BRT is a system of components, not any single component apart from the rest.

THANK YOU!

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