



# Word on the Street

Railvolution: October 15, 2014

## TRANSFORM



WORLD-CLASS PUBLIC TRANSPORTATION. WALKABLE COMMUNITIES.

**Joël Ramos**

**TransForm**

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[www.TransformCA.org](http://www.TransformCA.org)

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 of Sustainable Transit and Land Use: 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
- 30% reduction in total travel time (even w/ optimized stops)
- Reduced Per-passeger Operations Costs

See:

[www.ACTforme.org](http://www.ACTforme.org)

YouTube: Oakland For BRT



## International Blvd. TOD Plan Area

# International Blvd. TOD Plan Catalyst Site Today



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# 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, Health Impact Assessment, Partnership with NAMC and local merchants, 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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