The Oakland Sustainable Neighborhoods Initiative
For International Boulevard

A Place-Based, Public-Private Partnership
to Promote Equitable Transit Oriented Development
Along International Blvd BRT Corridor

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Rail-Volution

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Award Winning Engagement & Participation

- Partnership with community groups
- Community Advisory Committee (CAC) Made up Non-Traditional Leaders
- Tri-Lingual Community Workshops
- Focus Group meetings
- Stakeholder interviews and discussions
- Meetings with public agencies
Guiding Principles

1. Focused TOD as A Catalyst for Positive Change
2. A Safe and Healthy Community
3. Buildings That Support Transit and the Public Realm
4. Transportation Choices
5. Beautiful, Attractive Streets
6. Foster Jobs and Economic Development
7. Support the Neighborhoods’ Need for Goods and Services
8. A Citizenry That is Engaged in Its Future
9. A Celebration of Ethnicity and Culture
International Blvd. TOD Plan

• Identify a long-term vision for International Blvd.
• Examine opportunities for developing TOD Projects along International Boulevard
• Lay the foundation for implementing TOD Projects at appropriate locations (Catalyst Sites) along the corridor
• Identify a variety of policies to attract and guide investment on the heels of BRT
57th Ave. & International Blvd. Vision
81st and International Today
81st and International Blvd. Vision
104th Ave. & Int’l Blvd. Existing Condition

104th Ave. and International Vision
Barriers To Successful, Equitable TOD on BRT Corridor

Competition with BART (metro) Sites

Ad Hoc Partnership Between City, Community and Transit Agency on BRT:
- City: BRT is “just” a way to improve public Infrastructure
- Transit agency sees BRT as “just” a transportation improvement

Limited Funding to Protect Existing Businesses from BRT Impacts
Prepare for Construction
Survive Through ““
Thrive After ““

Lack of Good Affordable Housing Strategy
Weak Rent Control, Condo Conversion and Tenant Protections
No Funding for New Affordable Housing
Weak Affordable Housing Requirements (no inclusionary)

Past Dis-investment along corridor
Opportunities For Successful, Equitable TOD

$178M BRT Project
  Fast, Frequent, Reliable Transit Service
  New public infrastructure, streets, crosswalks, lighting, trees
  Public Art

$400K IBTOD: International Blvd. TOD Plan (Community Driven)
  Vision for what community would welcome
  Policy Recommendations to attract investment

Oakland Sustainable Neighborhood Initiative (OSNI): $1M, 3-year CA
Strategic Growth Council Grant for Implementation
  Leveraged $400K for Community Groups
    - The CA Endowment
    - The Great Communities Collaborative
Community Planning Leaders (Resident Leadership)
Transportation Working Group (BRT Design, Parking Benefits District)
Housing Work Group (AH Policies, Tenant Protections)
Economic Development Group (Business Support, Catalyst Sites)
Thank you!

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