

MOVING PEOPLE FORWARD

THE FUTURE OF MOBILITY IN COLORADO

**Undoing systemic racism
through equitable planning**

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#2021MPF

Land acknowledgement



Denver March Powwow 2019



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QUALITY BICYCLE
PRODUCTS



peopleforbikes



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Norms

- Be present and actively listen
- Generously share your thoughts, ideas and questions in the chat
- Assume best intentions
- Challenge your assumptions
- Seek to understand new, different or constructive perspectives
- Expect and accept non-closure
- Lean into any discomfort
- Hold each other and yourself accountable to these norms



Julia, Montbello en Bici



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Undoing systemic racism through equitable planning



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Statement on Structural Inequity

The Colorado Department of Public Health and Environment acknowledges that long-standing **systemic racism**, including economic and environmental injustice, **has created conditions that negatively affect** ~~marginalized communities, particularly~~ **people of color**.

These conditions, which **limit opportunities** for optimal health and influence individual behaviors, are critical predictors of health outcomes.

To realize a future where all Coloradans can thrive, **we must be leaders** in undoing policies and practices that have contributed to these inequities.



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LET'S OAKLAND

2019 OAKLAND BIKE PLAN



City of
Oakland

Department of
Transportation



This Plan's New Approach

- A representative survey to learn about Oaklanders' experience biking
- An Equity Framework to guide plan analysis, plan recommendations, and engagement
- New engagement strategies including partnering with community-based organization to reach underrepresented Oaklanders, host community workshops, and help guide the plan recommendations.
- New outreach strategies including the use of a digital engagement tools and in-person mobile workshops to meet people where they're at, across the city



LET'S 
OAKLAND

EQUITY FRAMEWORK

Equity means that your identity as an Oaklander has no detrimental effect on the distribution of resources, opportunities, and outcomes for you as a resident.

four goals that we believe will advance equity:



**access
health and**



safety



affordability



collaboration

THE EQUITY FRAMEWORK ASKS:

- Who are the City's most vulnerable groups?
- What is the desired condition of well-being that the City and residents want for Oakland's most vulnerable communities?
- How can implementation of the Plan work towards these conditions?



COMMUNITY PARTNERS



Community Voice

The Oakland Bicycle Plan is part of a wider effort by the City to strive for more equitable City investment in our transportation system. To work towards this, the Oakland Department of Transportation (OakDOT) teamed up with a number of community organizations to help identify and give voice to the mobility needs of disadvantaged communities in East and West Oakland.

The Plan gathered input from communities and residents throughout the City about their priorities for and concerns about biking and overall mobility in their

neighborhoods. Community input guided the City in developing a citywide plan that prioritizes bicycle needs and projects over the next several years.

OakDOT sees these partnerships as a part of a longer process: a process to build trust, improve communication and collaboration, and foster a common vocabulary and mobility agenda across different neighborhoods and communities in Oakland.

With input from City Council, OakDOT contracted with five community-based organizations that

work with Oakland adults and youth, particularly communities of color within East and West Oakland.

The Community Partners included:

- Bikes4Life
- Cycles of Change
- East Oakland Collective
- The Original Scraper Bike Team
- Outdoor Afro



By the Numbers

We connected with Oaklanders in many ways: through Bike Plan events hosted by our community partners, Bike Plan “mobile workshops” at existing community events, and web-based input tools.



60

COMMUNITY
MEETINGS
or EVENTS



3,644

PEOPLE
ENGAGED
... in ...
PERSON



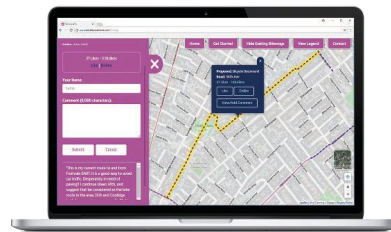
1,351

SUBSCRIBERS
... to the ...
OAKLAND BIKE PLAN
MAILING LIST



576

OAKLAND DOT
STAFF HOURS
... in the ...
COMMUNITY



Ove
2,300

COMMENTS
... on ...
BIKE PLAN WEB MAPS

What Oaklanders say about biking...

2019 Oakland Bike Plan
COMMUNITY VOICE



20%
TYPICALLY
RIDE A BIKE
to get to



WORK,
SCHOOL

AND OTHER PLACES

29%

BIKED
IN THE PAST



72%
... feel biking
would



REDUCE THE
AMOUNT OF
MONEY

THEY SPEND ON
TRANSPORTATION

57%
... would like to



RIDE A BIKE
MORE

THAN THEY DO NOW



ACROSS ALL
CATEGORIES OF RACE AND
ETHNICITY,

the

MAJORITY OF
OAKLANDERS

see

PEOPLE SIMILAR TO
THEM BIKING IN
OAKLAND

ACROSS ALL
CATEGORIES OF RACE AND
ETHNICITY,

Oaklanders believe

THEIR NEIGHBORHOODS
WOULD BE BETTER PLACES
TO LIVE

if

MORE PEOPLE
RODE BICYCLES



1

LISTEN
REFINE



COLLABORATE



WHAT DID WE HEAR?

Enforcement Policy

Prioritize Youth

Shape the Future of
Bikeshare

Support Existing
Bike Cultures

Separated
Bikeways

Transparent
Process

Programs to
Encourage Biking

Fix it First





1

LISTEN
REFINE



COLLABORATE



Design Lab Make Your Mark(ing)

LET'S 
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Wayfinding or directional signage is something every city can customize to their specific design requirements. Oakland already has a network of bicycle-focused wayfinding signs. Help design the next generation of Oakland-themed signs.



Residents submitted ideas for new neighborhood bike route pavement markings to better reflect their unique neighborhoods.





ONLINE WEB TOOL



1

LISTEN
REFINE



2

COLLABORATE



3



BIKE PLAN BIKE RIDES





Let's Bike Oakland

RECOMMENDED BICYCLE PROJECTS

STRATEGY 2

Make it Local

COMMUNITY PRIORITY

PROMOTE HOMETOWN EFFORTS

Proposed Initiatives:

- Create program to support community bike rides
- Create annual open streets program
- Augment bike education at Oakland Unified School District (OUSD) schools
- Continue to partner with Alameda County Transportation Commission to deliver Safe Routes to School assessments and programs



COMMUNITY PRIORITY

PROVIDE SHARED RESOURCES

Proposed Initiatives:

- Create stipend program for unhoused people to get job training as mechanics at bike shops
- Create stipend program for League Cycling Instructor (LCI) training
- Encourage small local bike shops and businesses to be recognized as Bicycle Friendly Businesses through the League of American Bicyclists
- Work to increase local bicycle businesses owned by people of color in underserved neighborhoods, consistent with the City's Economic Development Strategy (2018-2020)



COMMUNITY PRIORITY

SUPPORT THE LOCAL BICYCLING ECONOMY

Proposed Initiatives:

- Add two full-time staff positions to OPL as bike mechanics. Site mechanics should be trained to work on a range of bicycles used by people of all ages and abilities.
- Add fix-it and hydration stations to all OPL branches
- Add bike tool lending library to all OPL branches
- Funding purchase of bike books, DVDs at OPL branches
- Provide bikes as incentives for OPL summer reading program



THE EAST OAKLAND COLLECTIVE

EQUITABLE COMMUNITY ENGAGEMENT & OUTREACH IN EAST OAKLAND



Marquita Price, Director of Urban & Regional Planning



DISCUSSION OUTLINE

- Introduction to The East Oakland Collective
- More Than a Disadvantaged Community: Deep East Oakland
- Overview of the Evolution Toward Equitable Community Engagement
- Case Study Highlights
- Closing



THE EAST OAKLAND COLLECTIVE

A MEMBER-BASED COMMUNITY ORGANIZING
GROUP INVESTED IN SERVING THE
COMMUNITIES OF DEEP EAST OAKLAND BY
WORKING TOWARDS RACIAL AND ECONOMIC
EQUITY.

FOCUS AREAS



**CIVIC ENGAGEMENT
& LEADERSHIP**



**ECONOMIC
EMPOWERMENT**



**HOMELESSNESS
SERVICES &
SOLUTIONS**



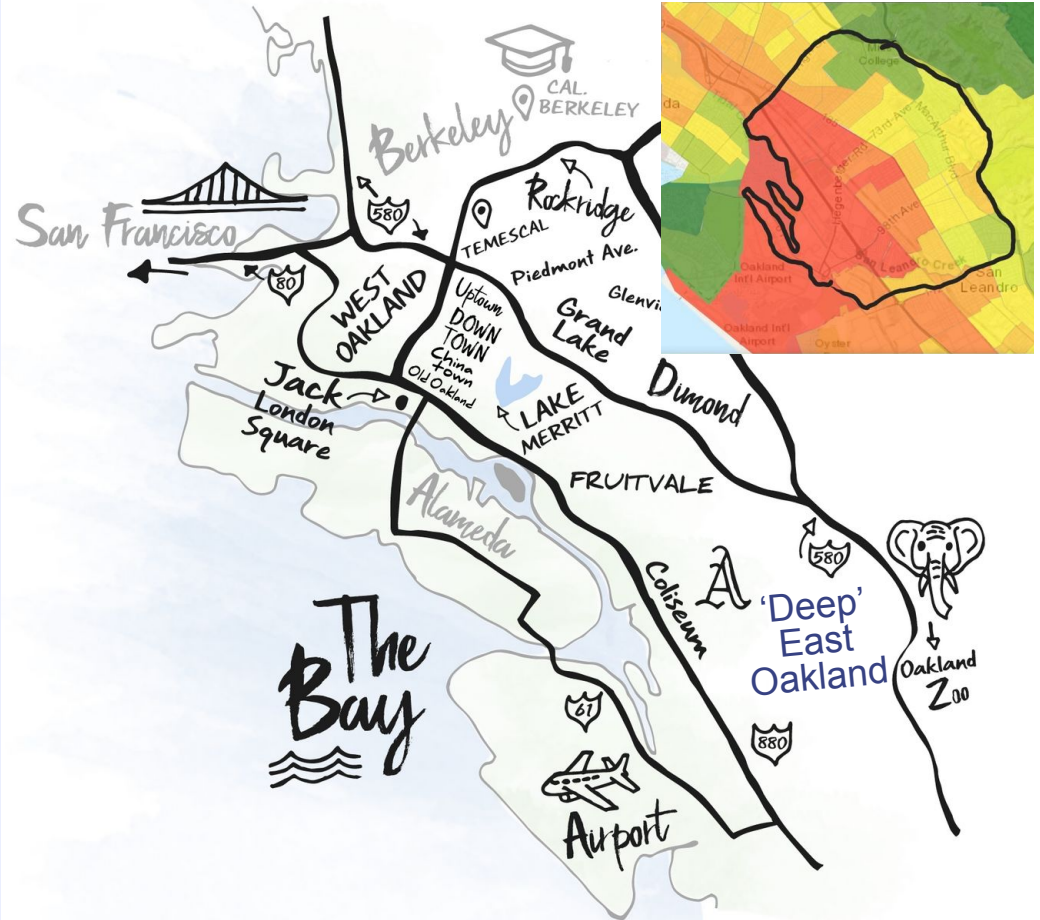
**NEIGHBORHOOD &
TRANSPORTATION
PLANNING**

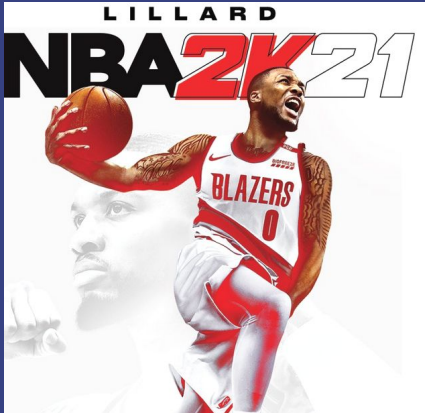
MORE THAN A DISADVANTAGED COMMUNITY: EAST OAKLAND

AKA DEEP EAST OAKLAND

Technically, everything East of the lake is considered East Oakland, yet the deepest part has seen the most divestment over the past decades. Being overshadowed by crime and poverty narratives.

The demographics is predominately low-moderate income Black, Indeneous, People of Color (BIPOC).

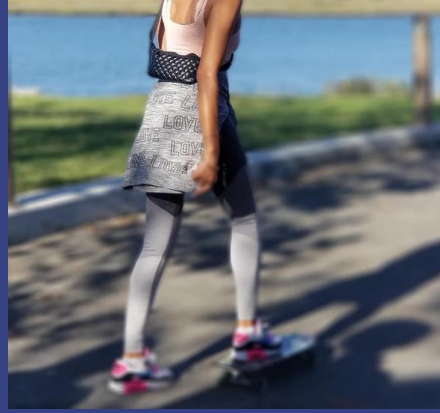




The residents of East Oakland are more than a demographic label and East Oakland has more than just crime and poverty. Through all systematic attempts to discourage the lives of BIPOC families and individuals of East Oakland, our culture and pride continues to rise.

The Culture of How People Move in deep East Oakland

According to Google, Mobility is the ability to move or be moved freely and easily. The way East Oakland residents move around varies, yet one thing that's constant is moving with style! No matter if it's stunting at a sideshow, designing a RV, mobilizing for justice, or riding in the center of the street.



OVERVIEW OF EFFORTS TOWARD EQUITABLE COMMUNITY ENGAGEMENT IN EAST OAKLAND



EOC'S APPROACH TO EQUITABLE COMMUNITY ENGAGEMENT



BUILDING RELATIONSHIPS

Meet residents where they're at. Conduct socially distant in person engagement where ever it is most comfortable for the individual(s).



CREATIVE AND CULTURALLY RELEVANT

Integrate outreach efforts with existing local cultural events and programming.



PARTICIPATORY PLANNING

We value residents as key stakeholders and advocate for their involvement at every part of strategic and management processes of urban planning.



LET'S OAKLAND

2019 OAKLAND BIKE PLAN



City of
Oakland

Department of
Transportation

LET'S BIKE OAKLAND

FIRST TIME BEING INVITED TO THE ONSET OF A TRANSPORTATION PLANNING PROCESS

Though this was a great initiative, the plan was mandated to be updated. It wasn't an effort that we prioritized as community. There was a hurdle of mistrust to address before we began.

IMPROVEMENTS

Identifying ways to get CBO's paid in advance without burdening consultants or other third parties to do so..



EAST OAKLAND'S RESPONSE TO SLOW STREETS

NOT IN OUR HOOD

While the concept of the Slow Streets program seemed well intended and logical, the initial one size fit all model was not equitable to all East Oakland flatland neighborhoods. While some blocks such as Ney Street enjoyed their slow street, most residents were not feeling the program at all.





truthseekur Any program that blocks streets should be fully discussed with residents, incl discussing the possible aftermath of the changes. I'm sure many would object, even some would suggest other streets. This just happened and the city government isnt our parents and should work FOR us, no matter how "good" they believe the idea may be.



natricee.spicer This method actually hinders elderly people and causes accidents on the tiny streets of Deep East. I'd love to participate in more discussions on these things it's just hard to stay tuned in to council meetings and etc but I definitely have a lot of observations on recent changes including bill boards about black being beautiful that need to be placed in white neighborhoods.... The police aren't killing us on our doorstep... they don't even like to come there ^{too}



free_w_purchase Thank you for bringing this up! I've seen these signs in our neighborhood but did not understand what they were for and why I was being redirected. Last week I was taking pictures of the ones I'd seen in Berkeley . They were also sort of unclear (re: COVID connection), and I thought it might just be about neighborhoods deciding to discourage thru traffic just out of their own preference.



8w Reply



princessmononoke710 It's blocking people who live there, my sister has to make a big ass circle to get to her place on 82nd

8w Reply

8w 2 likes Reply



8w 4 likes Reply



paulkevinanderson Slower traffic is good, but if it's slow already because of economic downturn, slow streets may become no streets, but in general it is beneficial to reduce vehicle speed, and will save many lives.



8w 1 like Reply



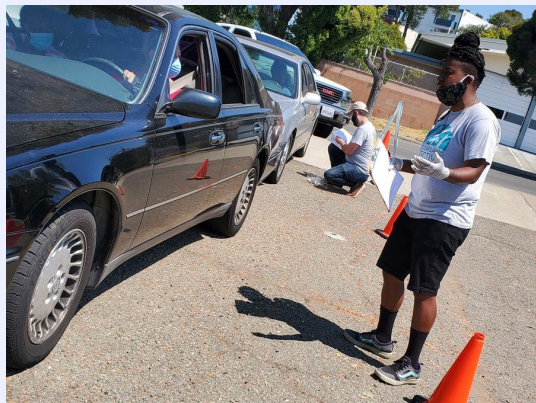
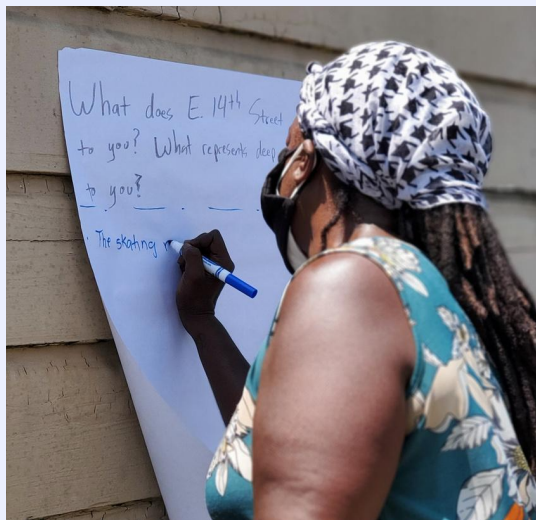
EAST OAKLAND MOBILITY ACTION PLAN

FOCUSING GRANTS TOWARD EQUITABLE EAST OAKLAND TRANSPORTATION

All East Oaklanders deserve to have access to, and choices within, a local and regional transportation system that is safe, efficient, and affordable, and connects them to the places they need to thrive. The City has partnered with local residents, community groups, small businesses and other transportation agencies to minimize displacement and gentrification and acknowledge historical injustices."

HOLDING OAKDOT ACCOUNTABLE TO EQUITABLE HIRING AND RETENTION OF BLACK STAFF



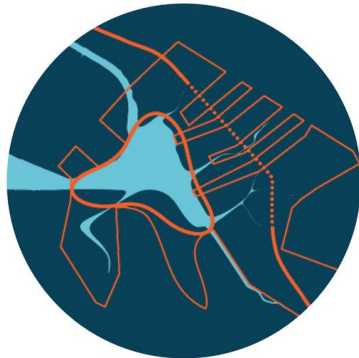


EAST OAKLAND SUSTAINABLE TRANSPORTATION TO MARTIN LUTHER KING JR. SHORELINE

IMPLEMENTING COMMUNITY PRIORITIES

Stitch

together neighborhood
and shoreline through
new transportation and
ecological corridors





East Oakland Sustainable Transportation to Martin Luther King Jr. Shoreline

In partnership with OakDOT, EOC has secured CARB (STEP) funding for the East Oakland Sustainable Transportation to Martin Luther King Jr. Shoreline Project. This project aims to do a feasibility study on the implementation of a zero emission bus to get residents from the Eastmont Transit Center to the East Oakland waterfront for free.

A man wearing a red jacket, a red beanie, and a black vest with a bag is riding a red bicycle on a city street. He is looking towards the camera. The background shows a residential neighborhood with houses and trees.

CLOSING

WHAT HAS WORKED?

- Reaching out to CBO's as early as possible to participate in planning processes.
- Third party consulting fronting cost for CBO labor and materials.
- Empowering CBO's to lead and manage the process.

HOW CAN EQUITABLE ENGAGEMENT BE IMPROVED?

- Budgeting for restorative justice strategies to mitigate or address conflict between community and local government.
- Empower CBO's to identify and manage which projects should be prioritized for implementation.
- Local government being accountable to equitable and inclusive hiring practices that retain culturally relevant planners for our communities.

Thank you

Marquita Price

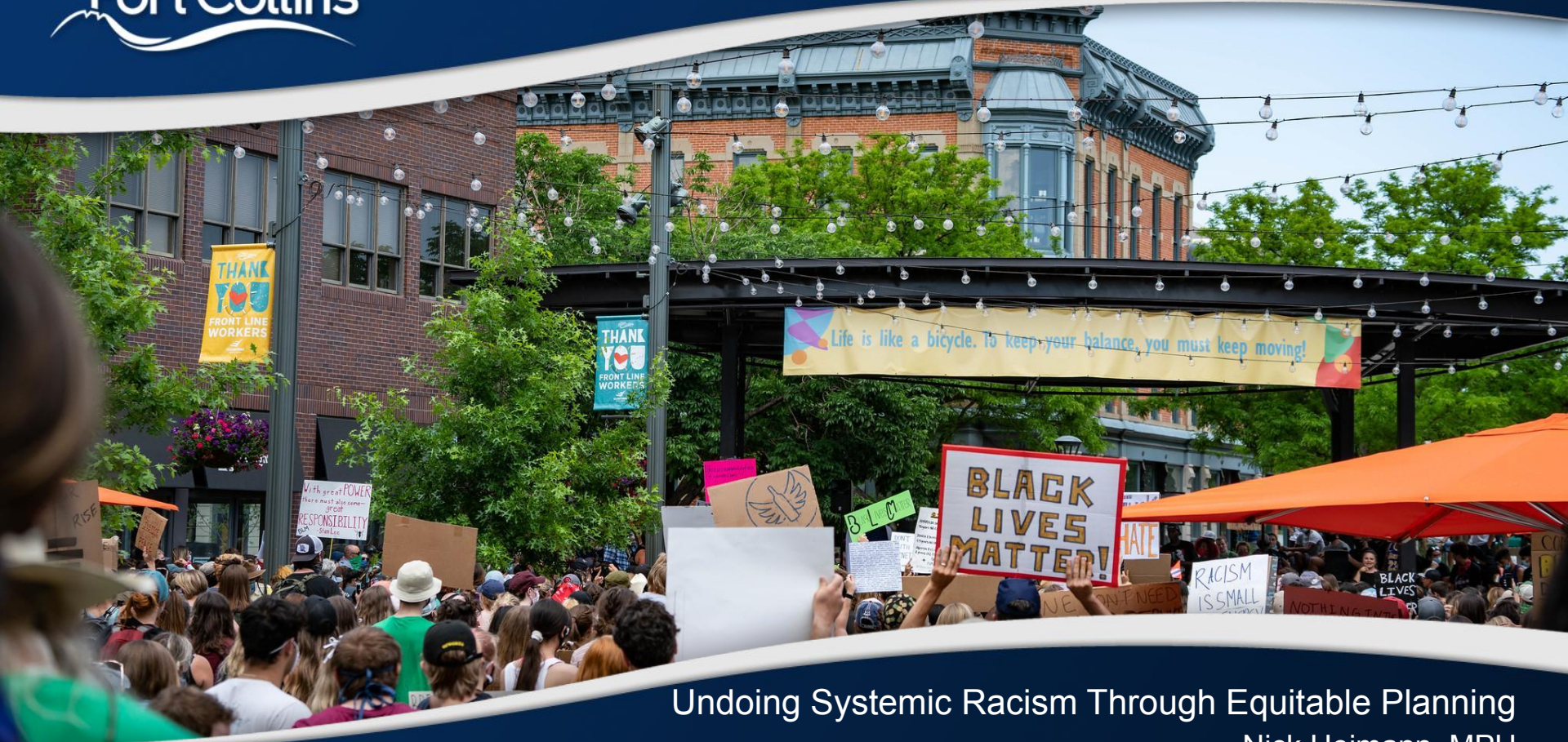
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Undoing Systemic Racism Through Equitable Planning

Nick Heimann, MPH

- COVID response.
- Equity gaps and groundwork.
- Forward look at our vision.
- Bringing equity lessons back home.



- Bike and scooter share modified, reduced.
- Free transit.
- Outdoor dining.
- Telework toolkit.
- EV virtual programming.
- Cancelled BTWDs and Open Streets.
 - Reimagining community engagement.



- City-wide coordination spotty but growing.
- Siloed approach between departments and service areas.
- Bringing equity into daily work-historically missing.



- Equity coordination
- Outreach coordination
- Enforcement coordination
- Infrastructure coordination
- Interdepartmental collaboration
 - Our Climate Future
 - Equity Indicators
 - Shift Your Ride focus groups
 - Housing Strategic Plan



- Equity-focused micromobility, reduced fees, connect better with transit.
- Equity work plan: internal audit that turns into equity-focused Active Modes plan
- EV promotions and programs.
- Organization-wide knowledge building.
- Office in Equity, bridging the grass roots to grass tops.



- Preparing mentality needed to be successful: curiosity, learning mindset, openness to input, LISTENING.
- City is the entity that provides resources for CBOs to achieve their goals.
- Perfection isn't the goal; the goal is to start with the right intention and commitment to do better each time after.
- Individual champions are needed to influence every conversation they're involved in.
- Technical assistance, seek it out and offer if you can.
- Look for opportunities where we could do things better. Be honest!



- Equity integrated into project prioritization and funding criteria, these conversations have started.
- Equitable engagement when you do select a project.
- Staff trainings on equity and language, technical assistance in how to make progress in order to build capacity for staff to lead their own equitable projects.
- Equity indicators dashboard.
- Broadening focus and commitment to including differently abled community members.



Thanks to staff that are passionate and involved in equity work, including:

- Amanda Mansfield, Transportation Planner
- Morgan Turner, Intern
- Bri Corbett, Intern



Q&A



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Bicycle Colorado has two amazing opportunities to win bikes this month!



Tickets at bit.ly/raffle221



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Thank you!

And we'll see you this evening for our closing session, **Creating shared mobility systems that work for everyone.**



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