



# Telegraph Avenue Progress Report

Oakland Department of Transportation  
January 2017



City of  
Oakland

# Telegraph Avenue Complete Streets: A Very Recent History

In April 2016, OakDOT made changes to the layout of Telegraph Avenue between 20th Street and 29th Street. These changes included 8 high-visibility pedestrian crosswalks and 9 blocks of parking-protected bike lanes made possible by repurposing one vehicle travel lane in each direction. Previously, Telegraph Avenue had no dedicated bicycle facility, despite being a key bicycle corridor between Oakland and Berkeley. Telegraph Avenue is also a “high injury corridor,” meaning that it is among the streets in Oakland where the most people are injured walking and biking.

Oakland City Council  
approves the Telegraph  
Complete Streets Plan.

Telegraph named one of  
“America’s Best New Bike  
Lanes of 2016”  
(People for Bikes)

Telegraph nominated  
for “Best Street  
Transformations of 2016”  
(Streetsblog)

2014 ..... 2015 ..... 2016 ..... Today

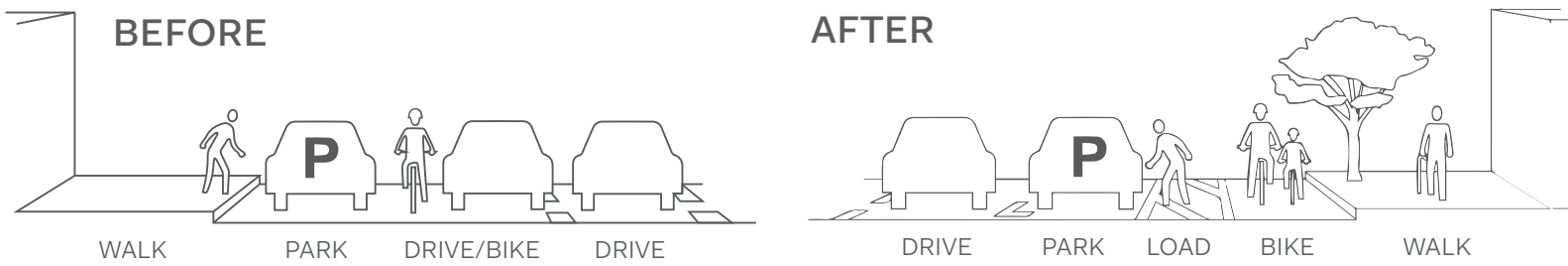
The City of Oakland  
begins a planning project  
to develop concepts for  
Telegraph Avenue.

The City of Oakland  
successfully applies for  
funding to implement the  
Plan.

The City of Oakland  
implements a paint-only  
pilot of the protected  
bikeway project approved  
in the Telegraph Complete  
Streets Plan.







# Progress Report

## Telegraph Avenue Complete Streets

This Progress Report assesses the recent changes to Telegraph Avenue using metrics derived from the project's key goals of safety, multimodal use, and neighborhood vitality.

### GOALS

**Improve safety and accessibility for all users**

**Make the street more comfortable and enjoyable for people walking and biking**

**Balance the needs and convenience of all users**

### STRATEGIES

**Design safer streets** to provide safe and attractive options for all street users

**Build great streets** to create economic value and neighborhood vitality.

**Reduce delay and speeding** to allow for faster, safer travel.

### METRICS

**Crashes and injuries** for motorists, pedestrians, and bicyclists

**Volume** of vehicles, bus passengers, bicycle riders, and pedestrians

**Traffic speed**, including median speeds and percentage speeding

**Economic vitality**, including growth in retail activity

**User satisfaction**, including perceptions of safety and comfort

# Designing safer streets

## Safe and attractive options for all users

Planning a safe street means helping pedestrians, bicyclists, drivers, and bus riders coexist safely so that everyone gets where they need to go. On Telegraph, changes like dedicated lanes for bicyclists and clearly demarcated pedestrian crossings separate the different streams of traffic and make the ride more comfortable for everyone. As a result, we're seeing promising trends: fewer collisions for everyone, and increased perception of safety among our most vulnerable users of the street.

**No pedestrian crosswalk collisions** reported for the first time in 5 years

**79%** of bicyclists and **63%** of pedestrians say they feel safer on Telegraph now

Pedestrian collisions on Telegraph Avenue (2012-2017)  
Telegraph Avenue Intercept Survey (2016) (n=118, 40)  
Sources: OPD, OakDOT



**40% decrease in collisions**

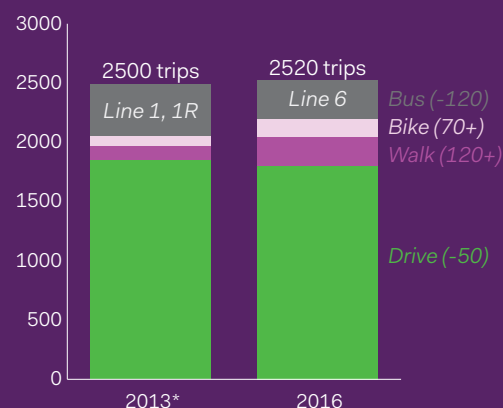
All collisions (vehicle, pedestrian, bicycle) on Telegraph Avenue (2016 vs average of 2012-2015)  
Source: OPD

# Building great streets

## Economic value and neighborhood vitality

Perhaps most known for "First Fridays," the Koreatown-Northgate District is home to restaurants, bars, and art galleries, as well as neighborhood retail and services. Although not directly attributable to the changes on the street, the KONO District has seen a 9% increase in retail sales and the addition of 5 new businesses since the Telegraph Avenue project went in. Another trend in the right direction: we saw a 78% increase in people biking and a 100% increase in people walking during peak hours. And, despite significant transit service changes, we saw the peak hour share of people biking, walking, and taking the bus on Telegraph climb to almost 30%.

People Trips During the Peak Hour (Average)



Telegraph Avenue - After Implementation Performance Summary (2016)  
AC Transit Quarterly Ridership Summary, \*Fall 2015 & Fall 2016 (2016)  
Sources: AC Transit, OakDOT

**9% increase in retail sales**

Sales tax revenues, Koreatown CBD, 3Q 2016 vs 3Q 2015  
Source: Oakland Economic & Workforce Development Department





# Reducing delay and speeding

Faster, safer travel

Not too fast, not too slow: since the change, we've seen a significant decrease in cars and trucks speeding and a little change in median speed. Now traffic flows more consistently and more consistently at a safe speed. Why reduced speeding matters: 9 out of 10 pedestrians survive being hit by a vehicle traveling 20mph, but just 5 out of 10 survive if the vehicle is going 30mph. At 40mph, only 1 out of 10 pedestrians will survive.

45% decrease in southbound speeding

27% decrease in northbound speeding

Median speeds are now **the speed limit**

Telegraph Avenue - After Implementation Performance Summary (Fall 2016)  
Source: OakDOT



52% of bicyclists on Telegraph say they travel the corridor more frequently now

Telegraph Avenue Intercept Survey (2016), n=118  
Source: OakDOT



# What We've Heard Areas for Improvement

There's no denying it. Of all the changes on Telegraph, the new parking configuration and the new "mysterious light-brown zones" have been the single greatest source of confusion. We are the first to admit that these zones are not working quite right, despite being key pieces of the Telegraph changes.

## "Cars routinely park in the mysterious light-brown zones."

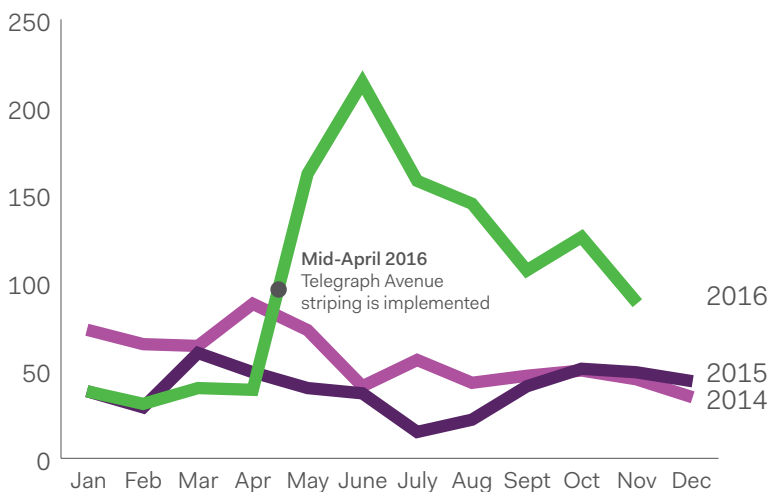
The new parking configuration does double duty: it provides visitors a place to park and it also forms the physical separation that protects bicyclists from moving vehicles.

The beige zones also have a specific safety function: kept clear, they provide appropriate sight lines for bicyclists and pedestrians crossing at intersections. When they're not kept clear, we're not happy either!

## "Cars are parking in the bike lanes with impunity"

We also heard from community members who wondered whether the City has been ticketing people who are "parking dirty" on Telegraph. The answer: most definitely. Since May 2016, Oakland's Parking Enforcement officers have issued **double** the number of monthly citations along Telegraph.

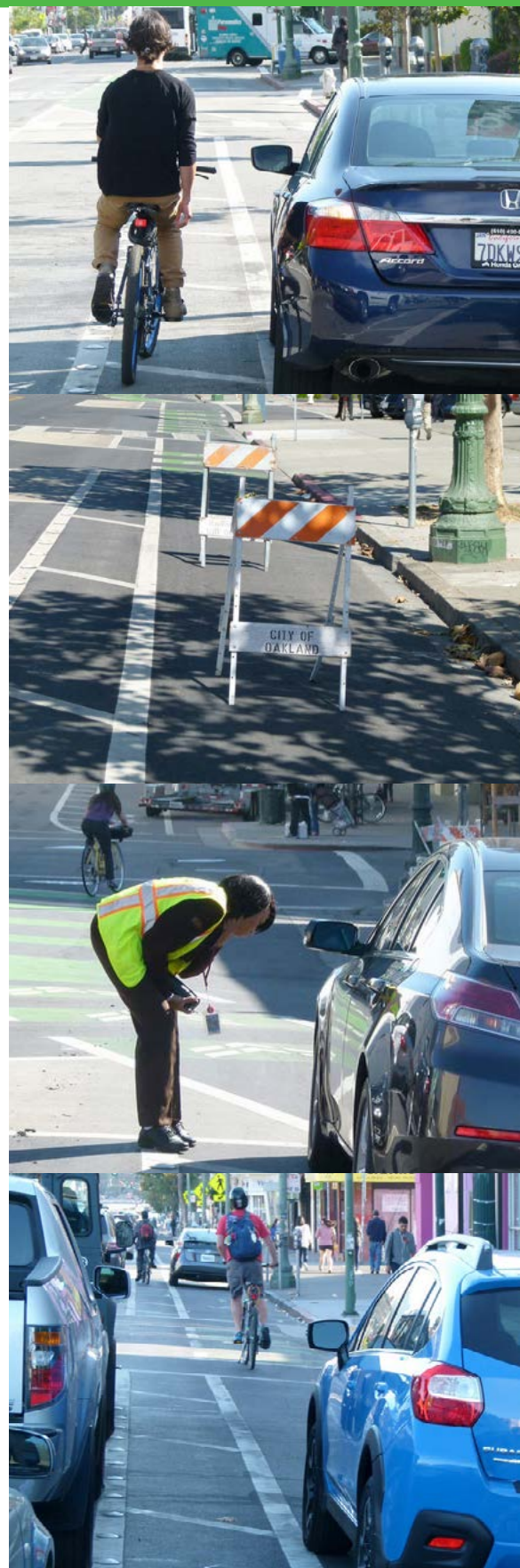
Parking Citations By Month Along Telegraph  
January 2014 to November 2016



While we're proud of the good work of our parking enforcement officers, it's never our preference to enforce our way to a good design. Plus, we don't want people to think of Telegraph as just a place to get a parking ticket! So we'll be introducing some new visual and physical cues to get the message across about where to drive, park, and bike.

## "Communicate clearly!"

We hear you! We'll try to do better. This Progress Report is part of our effort. Head to our project website (<http://www2.oaklandnet.com/Government/o/PWA/o/EC/s/TelegraphAvenue/>) and sign up for our mailing list to stay connected.



# What We're Doing Next

## Upcoming Changes

In the coming months, we'll be rolling out additional changes on Telegraph Avenue to respond to your feedback and help make things even smoother. Below are some of the things you can look for on the street.

### Adding new vertical separators and new signage

Without additional physical barriers, we think drivers will continue to park in the beige zones and in the bike lanes. So we'll be adding new separators. These will be added in places where it's needed--in the beige zones and at the beginning of the bike lane on key segments.

To reduce confusion further, we're also developing new permanent signs to explain where exactly to park. These will be used on Telegraph and any other corridor where we implement parking protected bikeways.



Soon we'll be installing vertical separators like these, seen in Chicago.

### Painting the "mysterious light-brown zones"

We'll be adding some new separators to the beige zones soon. But we're also working with neighborhood partners to think about adding some color to the beige zones. Stay tuned!



We think there might be an opportunity to paint the beige zones, and we're looking for your ideas.

### Adding concrete curbs and bus boarding islands

During Phase II, we'll be adding curbs in the beige areas. We'll also be implementing bus boarding islands to help get bus riders onto the bus faster. We have dedicated funding for these improvements that can't be spent anywhere else, but it will still take a bit of time to perform final refinements and construct them. Expect to see these major changes in the next 2 years.

### Initiating a project mailing list

We've initiated a project mailing list to better communicate with folks who want all the details. Subscribe from the link on the Telegraph project website (<http://bit.ly/1PRpqv5>) and stay up to date with all the transportation-related Telegraph news.

Read the 2014 adopted plan for Telegraph to learn more about what's in store in the long run.



## Stay Connected

We encourage you to stay connected with the Telegraph Avenue Complete Streets project by signing up for our mailing list (<http://bit.ly/2kCTVfx>). We'll only use this list to share updates about the Telegraph project and to solicit feedback.

#### Sources

Head to our website for reports and data:  
<http://bit.ly/1PRpqv5>

#### Photo Credits

Bike East Bay  
Rafael Perez Martinez  
People for Bikes  
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The mission of the Oakland Department of Transportation is to envision, plan, build, operate, and maintain a transportation system for the City of Oakland—in partnership with local transit providers and other agencies—and to assure safe, equitable, and sustainable access and mobility for residents, businesses, and visitors.



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