

# Making What You Measure Matter

## Communicating Trends on Telegraph Ave



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Oakland

Department of  
Transportation



TELEGRAPH AVENUE,  
OAKLAND, CALIFORNIA—9







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# Recent history

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 as  
one of the “Best Street  
Transformations of 2016”  
(Streetsblog)

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

The City of Oakland  
initiates a plan to  
develop concepts for  
Telegraph Avenue

Oakland successfully  
applies for grant funding  
to implement the Plan.

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



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# Recent history

Oakland City Council approves the Telegraph Complete Streets Plan.

Initial project manager takes new job

Telegraph named one of “America’s Best New Bike Lanes of 2016” (People for Bikes)  
Telegraph nominated as one of the “Best Street Transformations of 2016” (Streetsblog)

2014

2015

2016

Today

The City of Oakland initiates a plan to develop concepts for Telegraph Avenue

Oakland successfully applies for grant funding to implement

Minor departmental reorganization

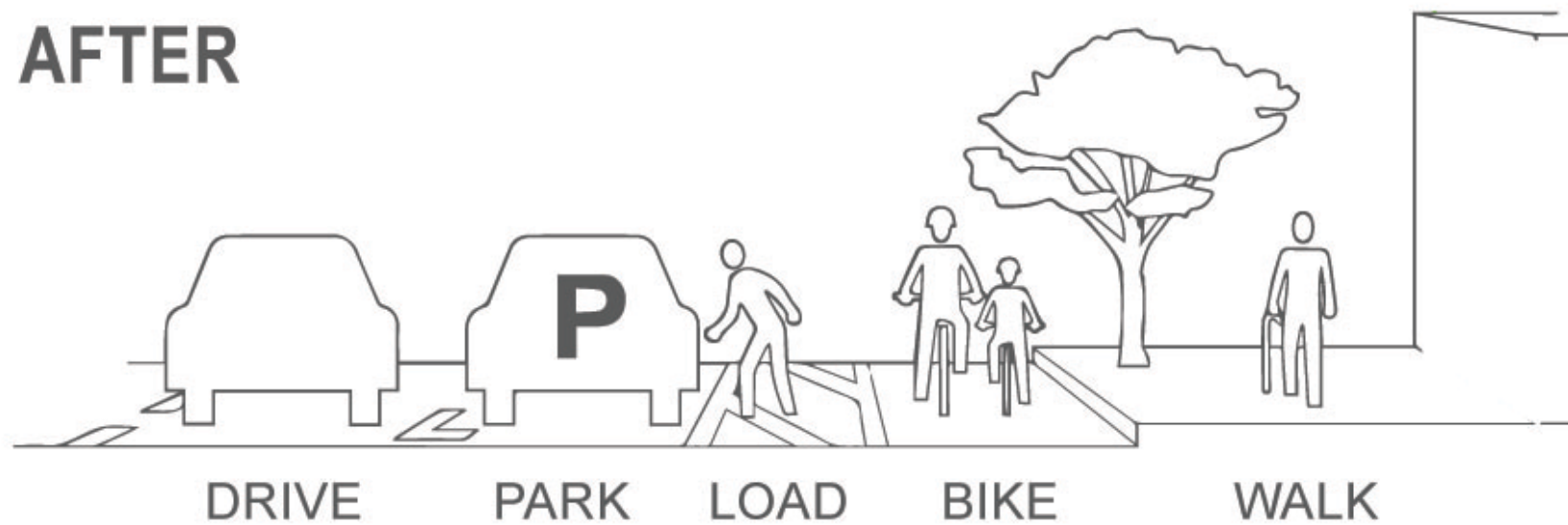
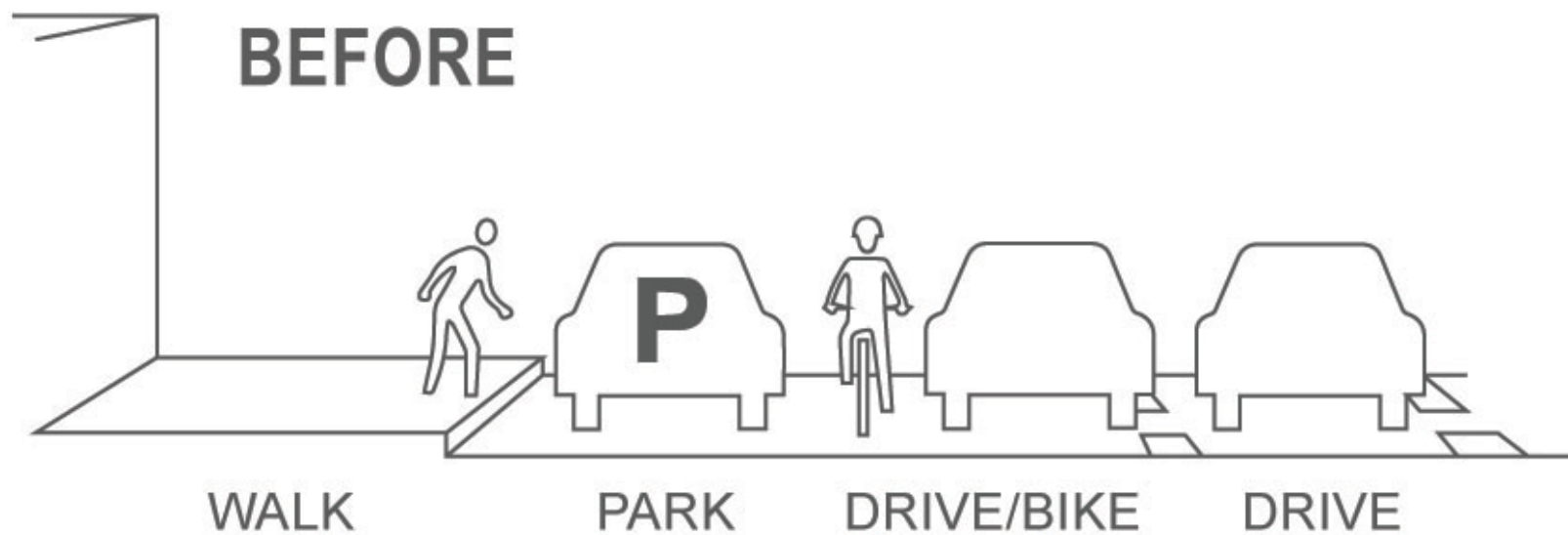
Oakland implements a paint-only pilot of the protected bikeway project approved in the Telegraph Complete Streets Plan.



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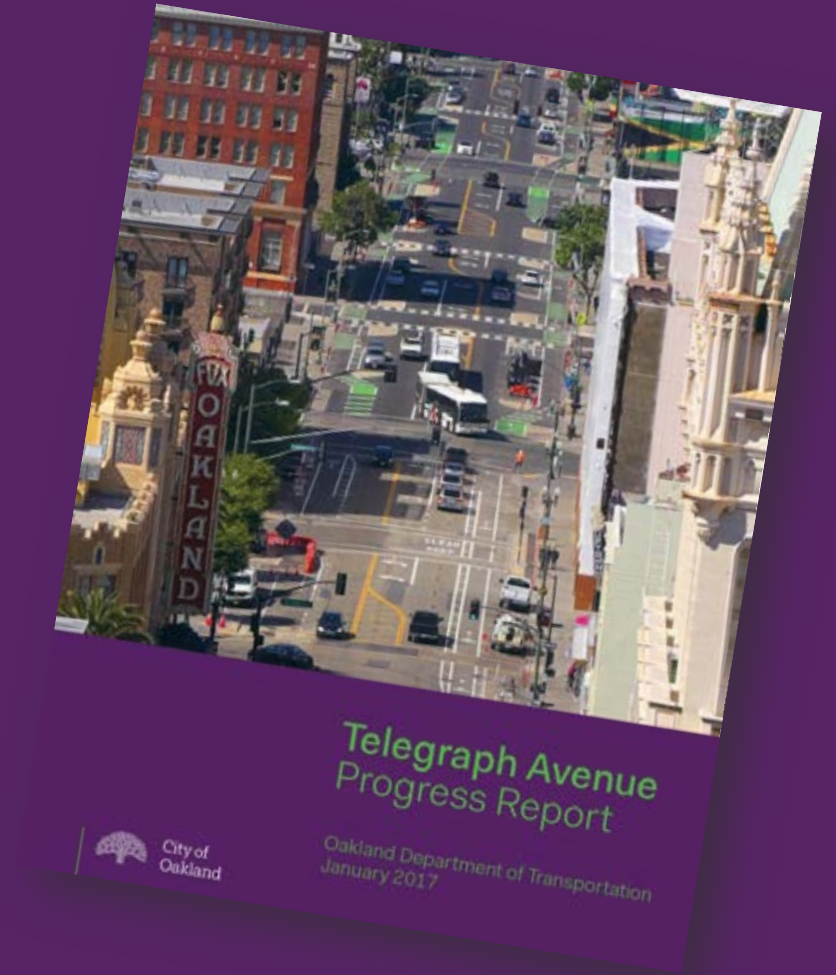
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# Scramble for data led to fuller story

Compile data that conveys the range of change

- Collisions
- Speeding
- Yield rates
- Traffic volume, ridership
- Parking tickets
- Sales tax revenue
- Pedestrian intercept survey
- Bicyclist intercept survey





# Designing safer streets

Safe and attractive options for all users

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



40% decrease  
in collisions

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



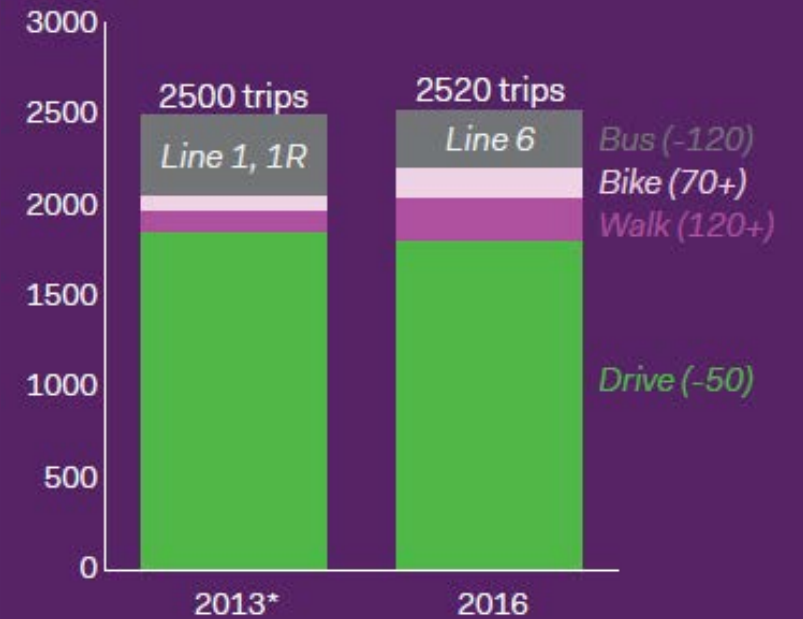
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# Building great streets

Economic value and neighborhood vitality



**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

Safer, more predictable travel

45% decrease in  
southbound speeding

27% decrease in  
northbound speeding

Median speed is now  
the speed limit



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



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



# What we heard

Areas for improvement

“Cars routinely park in the mysterious light-brown zones.”

“Cars are parking in the bike lanes with impunity”

“Communicate clearly!”

# What's next

Upcoming changes

Adding new vertical separators and new signage

Painting the “mysterious light-brown zones”

Adding concrete curbs and bus boarding islands

Initiating a project mailing list



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Welcome to the mailing list for **Telegraph Avenue Complete Streets**! We're excited to share with you the latest news about the Telegraph project, including our first-ever [Telegraph Avenue Progress Report](#).

Here are a few quick facts from the [Progress Report](#):

- Traffic collisions (among all street users) are **down 40%**
- Speeding is down as much as **45%**
- Median speeds are now **the speed limit** (25 mph)
- The proportion of people using Telegraph for biking and walking has **doubled**
- 90% of community feedback touched on parking issues, including parking in the bike lanes and the "mysterious light brown zones"

This report includes before-and-after trends, covering everything from safety and traffic speeds to user satisfaction and retail activity. We also wanted to share what we've heard from community members about the project, including the good, the could-be-better, and the "What the heck were you thinking?"

You can read the whole Telegraph Avenue Progress Report by following [this link](#).



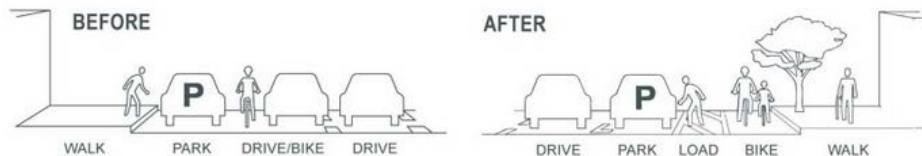
City of Oakland [Follow](#)

The official Medium channel of the City of Oakland.

Feb 14 · 4 min read

## Not Too Fast, Not Too Slow and Now Safer: Telegraph Complete Streets

How the City of Oakland is Working to Make Telegraph Avenue Safer



Complete streets: basic changes to Telegraph Avenue include parking-protected bike lanes and other pedestrian improvements

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- Documents
- Free items

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- Lost & Found
- Recommendations

### Post in General



#### Progress Report for Telegraph Avenue Complete Streets

Public Information Officer Harry Hamilton from City Administrator's Office · 3 Feb

The City of Oakland's Department of Transportation (OakDOT) recently released a "Progress Report" for Telegraph Avenue Complete Streets. To view the report, visit <http://bit.ly/2krgFMZ>.

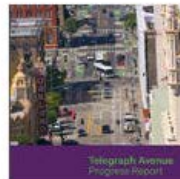
The Progress Report assesses the recent transportation changes on Telegraph Avenue using metrics derived from the project's key goals of safety, multimodal use and neighborhood vitality. We hope you find it informative.

If you have any additional questions, please feel free to contact Sarah Fine, Project Planner, at [sfine@oaklandnet.com](mailto:sfine@oaklandnet.com).

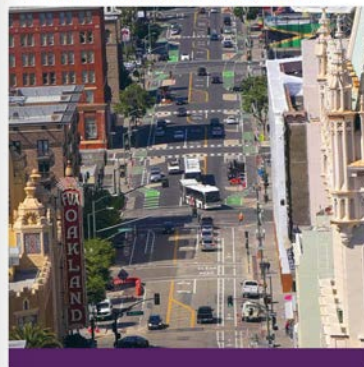
Shared with all areas in City Administrator's Office in General

THANK · 37

★ Bill, Jon, Dave, and 34 others thanked Harry



100% more people walking on Telegraph, 45% fewer drivers speeding down it. Read our Telegraph Progress Report: [www2.oaklandnet.com/oakca1/groups/](http://www2.oaklandnet.com/oakca1/groups/) ...



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## OakDOT Report: Telegraph Avenue Pilot Has Retail Up, Collisions Down





# Coming Soon

4 modular  
bus islands

67 planters

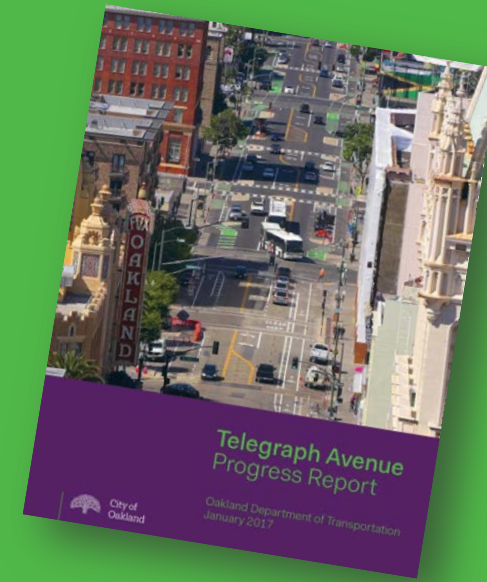


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# Coming Soon from OakDOT: Even More Progress Report



- Collisions
- Speeding
- Yield rates
- Traffic volume, ridership
- Parking tickets
- Sales tax revenue
- Pedestrian intercept survey
- Bicyclist intercept survey
- Business loading survey
- Bus operator survey
- Bus stop delay
- Diversion analysis
- Bus speeds
- Bus travel time





# Thank you!

**Sarah Fine**

Great Streets Delivery  
Oakland Department of Transportation  
[sfine@oaklandnet.com](mailto:sfine@oaklandnet.com) | [@fineplanner](https://www.instagram.com/fineplanner)



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