

STAKEHOLDER GROUPS

City staff has conducted eight (8) stakeholder interviews to date with neighborhood associations, advocacy groups, and transit agencies to better understand the opportunities, challenges, and concerns of people who use and visit Telegraph Avenue. Stakeholder interview participants represented a variety of perspectives and experiences, including new and long time residents, business owners, transit drivers, and active transportation advocates.

PUBLIC SURVEY RESPONDENTS

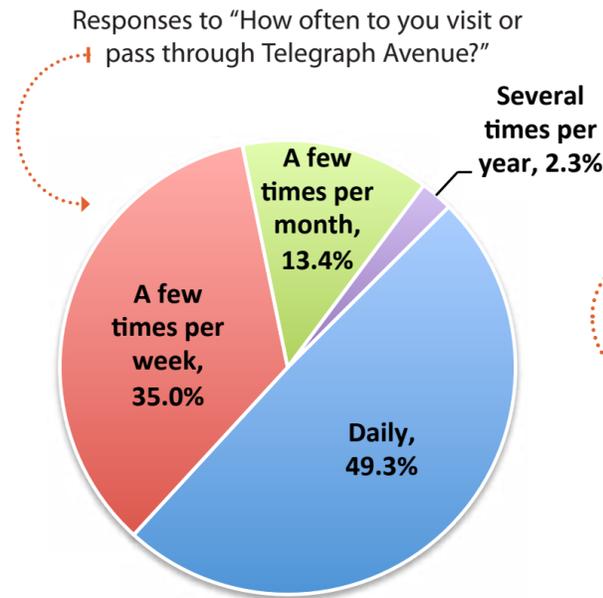
The City developed an online survey to solicit input from the general public. Over 1,100 survey results were received. The survey ran from December 3rd, 2013 – February 7th, 2014. Stakeholder groups to whom the survey was circulated included:

- Longfellow Neighborhood Association
- KONO Community Benefits District
- Greater Mosswood Neighborhood Association
- Nextdoor.com neighborhood groups (Rockridge, Shafter, Temescal, Longfellow, Bushrod, Santa Fe, Piedmont Avenue)
- Rockridge Community Planning Council
- Temescal Business Improvement District
- Temescal Merchant's Association
- Walk Oakland/Bike Oakland (WOBO)
- Bike East Bay (formerly named the East Bay Bicycle Coalition)

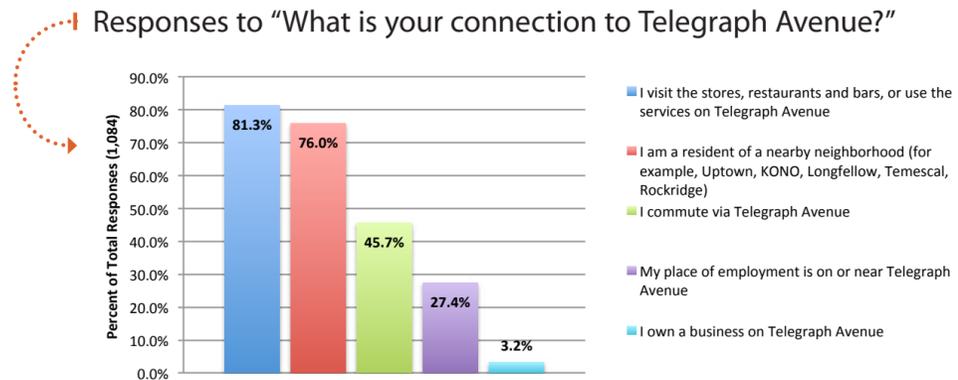
The survey was also advertised via flyers that were distributed to local business and posters that were posted within view of bus stops and popular destinations along the corridor. Finally, *East Bay Express* published an article about the project and provided the survey link to its readers.

RESPONDENTS REPRESENT A BALANCED CROSS SECTION OF DIFFERENT USERS

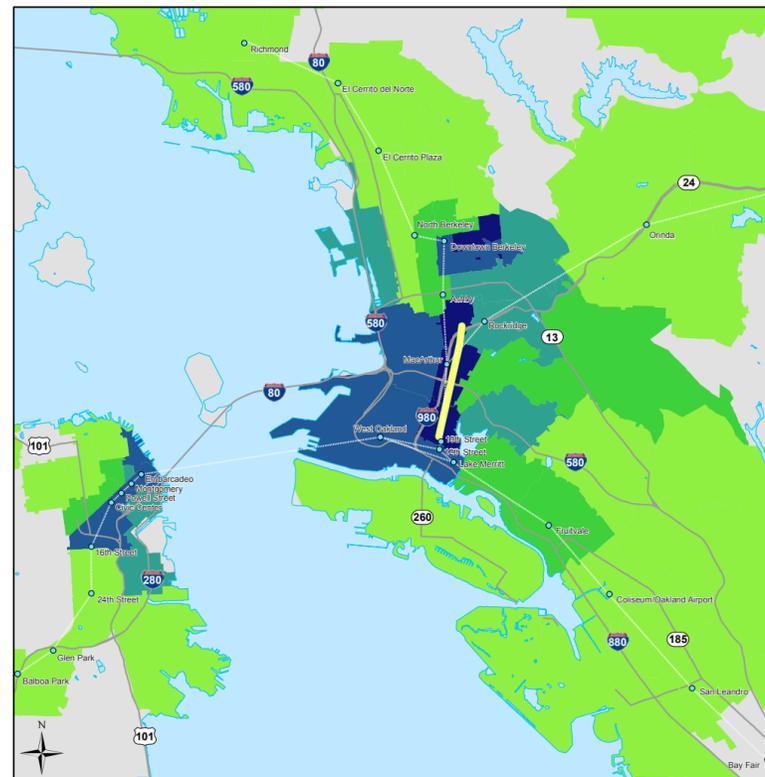
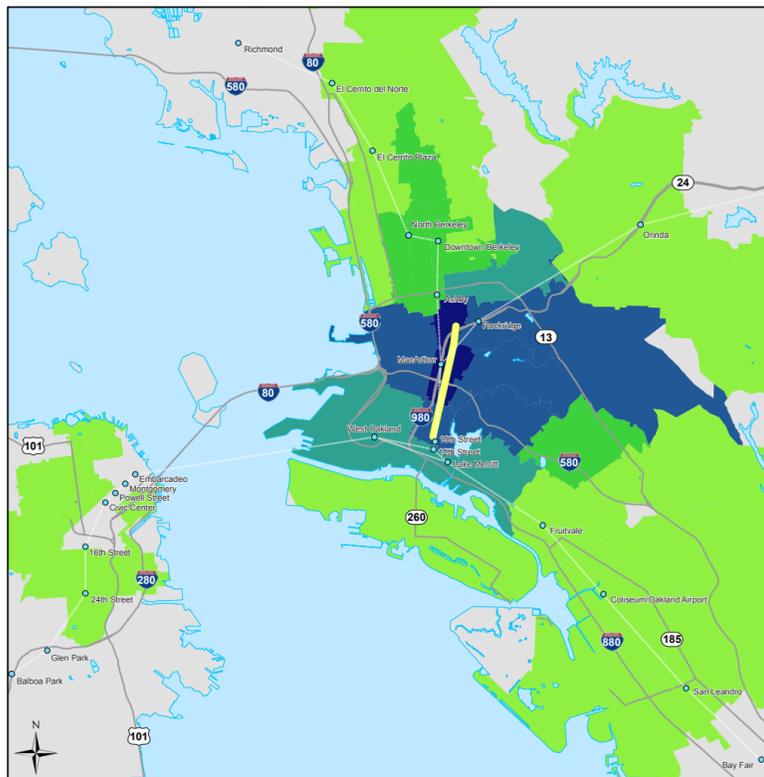
Over 1,100 survey results were received



Local people are coming to the businesses on Telegraph Avenue, not just passing through the corridor



RESPONDENTS LIVE & WORK IN CLOSE PROXIMITY TO THE TELEGRAPH AVENUE CORRIDOR



STATION #3

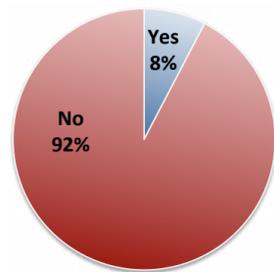
LOCAL SHOPS, RESTAURANTS, BARS & SERVICES ARE TELEGRAPH'S MOST BELOVED FEATURES

Responses to "What do you like best about Telegraph Avenue?"

| Response category | # | % |
|--|-----|-------|
| Wide variety of businesses and services available | 690 | 73.0% |
| Good/direct connections to destinations | 271 | 28.7% |
| Eclecticism/diversity of people and cultures | 110 | 11.2% |
| Sense of place/street life and activity/architecture | 100 | 10.6% |
| Walkable environment/wide sidewalks for pedestrians | 71 | 7.5% |
| Good/convenient bicycle route | 66 | 7.0% |
| Access to buses and BART | 61 | 6.5% |
| Easy to drive/convenience vehicle route | 41 | 4.3% |
| Feels safe | 25 | 2.7% |
| Wide street | 23 | 2.4% |
| Art Murmur/Events | 21 | 2.2% |
| Trees/landscaping | 19 | 2.0% |

THE TELEGRAPH AVENUE CORRIDOR CURRENTLY DOES NOT SERVE ALL USERS EQUALLY

Responses to "Do you feel that the existing configuration of Telegraph Avenue adequately balances the needs of all users?"



PEOPLE WANT A MORE PEDESTRIAN-FRIENDLY, BICYCLE-FRIENDLY TELEGRAPH AVENUE

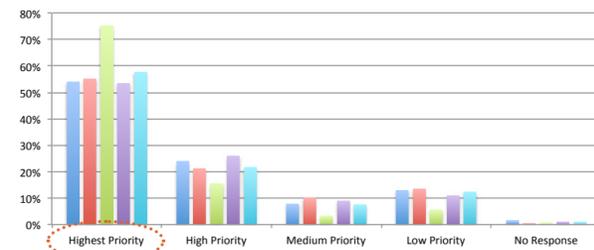
Survey respondents and stakeholders dislike the auto-oriented nature of the Telegraph Avenue corridor and the conflicts that exist between transportation modes. They would like to see improvements for bicycling, walking, and riding transit, prioritized over improvements for driving.

The most requested improvements include:

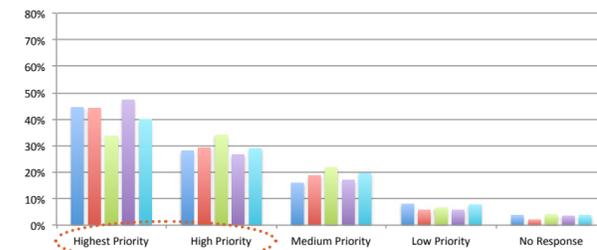
- Continuous bicycle facilities, specifically protected lanes and green paint to promote safety and visibility;
- Pedestrian realm and safety improvements, including better pedestrian lighting and crossing improvements;
- Better bus service and stop amenities, including greater reliability, shelters, NextBus displays;
- Improvements to roadway conditions, including better roadway lighting, repaired pavement and improved striping visibility; and,
- Traffic calming and less vehicle speeding, including traffic signal synchronization to reduce congestion and manage vehicle speeds.

PEOPLE WANT TO PRIORITIZE IMPROVEMENTS FOR BICYCLES, PEDESTRIANS AND TRANSIT

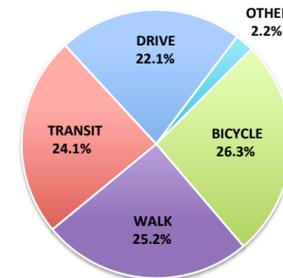
What priority should BICYCLE facilities receive in future improvements to Telegraph Avenue?



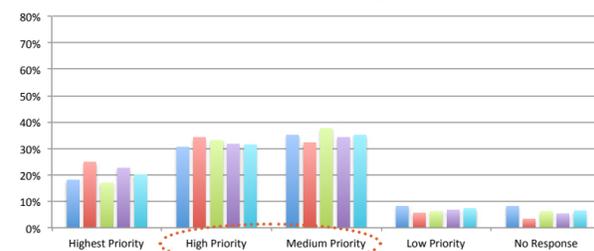
What priority should PEDESTRIAN facilities receive in future improvements to Telegraph Avenue?



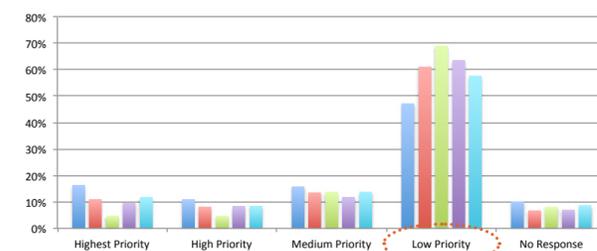
Respondents' most frequently used mode of transportation:



What priority should TRANSIT facilities receive in future improvements to Telegraph Avenue?



What priority should MOTORIST facilities receive in future improvements to Telegraph Avenue?



Key to Bar Charts:

- Frequent Motorists
- Frequent Transit Riders
- Frequent Bicyclists
- Frequent Pedestrians
- All Respondents

MOST POPULAR RESPONSES TO THE QUESTION "WHAT STREETS DO YOU WISH TELEGRAPH AVENUE MORE CLOSELY RESEMBLED?"

Valencia Street, San Francisco



College Avenue, Oakland



Market Street, San Francisco



Piedmont Avenue, Oakland



Copenhagen, Denmark

