

Paint the Town! FAQ's

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frequently
asked
questions

How are you paying for the program?

- There is no dedicated funding for Paint the Town! The program is administered by staff that support neighborhood traffic calming projects. Neighborhood traffic calming is funded through Measure B and Measure BB.
- OakDOT is using a model like other cities that have implemented similar programs. Most cities use private dollars, raised by community groups or through non-profits, to implement their art.
- Where other street improvements—such as updating curb ramps—are needed, OakDOT will use funds designated for such improvements (including Measure B and Measure BB). For this pilot round of applications, OakDOT does not have funds designated for artists' fees.



Why isn't Oakland prioritizing for street improvements?

- We are! This is one program in the new OakDOT. OakDOT continues to work on paving, pothole repair, traffic calming, and other important initiatives.

What type of Design/Application are you looking for?

- OakDOT is NOT expecting detailed designs. See our example applications for the type of designs that we will review.
- We will review applications for completeness (all sections completed), site context, and site equity.
- We have a few “design don'ts”: no promotional signs, traffic control (stop signs, yield sign, anything that looks like a crosswalk or road directions) and no profanity.

What do you mean by Site Equity?

- OakDOT prioritize applications from East Oakland and West Oakland using Metropolitan Transportation Commission's Communities of Concern index.
- “Communities of Concern” is a designation created by the MTC and adopted by OakDOT to identify areas with concentrations of residents who face potential disadvantages and barriers to mobility. These characteristics include: race/ethnicity, low income (<200% of poverty), zero-vehicle households, seniors aged 75 and over, population with a disability, and single-parent families. For example, a person who is low income and over 75 is counted twice in this methodology; the more factors present in an area, the deeper the disadvantage, and the greater priority OakDOT will grant applications from that area.
- More information on this metric may be found on page 4 of the *Paint The Town!* application and can be viewed at the following website:
<http://oakbec.s3.amazonaws.com/MapLanding/maps/DOTDashboard.html>



What materials should I use?

- OakDOT provides suggestions on page 11 of the application for cost estimate purposes. We will work with selected applicants choose materials that are non-toxic and non-slip (see page 7 for additional important information). Generally, a gallon of paint covers around 200 square feet.

Why isn't OakDOT maintaining the street murals?

- Like Oakland's Adopt-A-Spot program and other community-supported programs across the country, OakDOT is relying on community members to maintain street murals. Oakland has deferred maintenance on many of our streets and sidewalks, and funding resources will continue to be prioritized toward addressing this backlog. OakDOT's priority is to assure safe, equitable and sustainable access and mobility for residents, businesses and visitors.

What outreach have you done?

- OakDOT staff met with community members who work on Adopt-A-Spot, our Bicycle and Pedestrian Advisory Commission, and held a working group with different City Agencies to develop the first round of this program.
- OakDOT also released a community survey to gauge interest and researched best practices from other Cities.

Will there be a public process such as the Public Arts Advisory Committee?

- The application will not require a hearing. OakDOT staff will present its review of approved applications in public meetings of both the Bicycle and Pedestrian Advisory Commission and the Public Arts Advisory Committee. These public meetings will occur prior to implementation of the street paintings.
- We will also be seeking continued input from the artist community and neighborhood residents at these meetings. This is a pilot aimed at developing a sustained program, and community input on the process and results is welcomed! Please e-mail any feedback to paintthetown@oaklandnet.com



What if I have more questions?

Please feel free to ask any questions or provide any feedback at: paintthetown@oaklandnet.com

