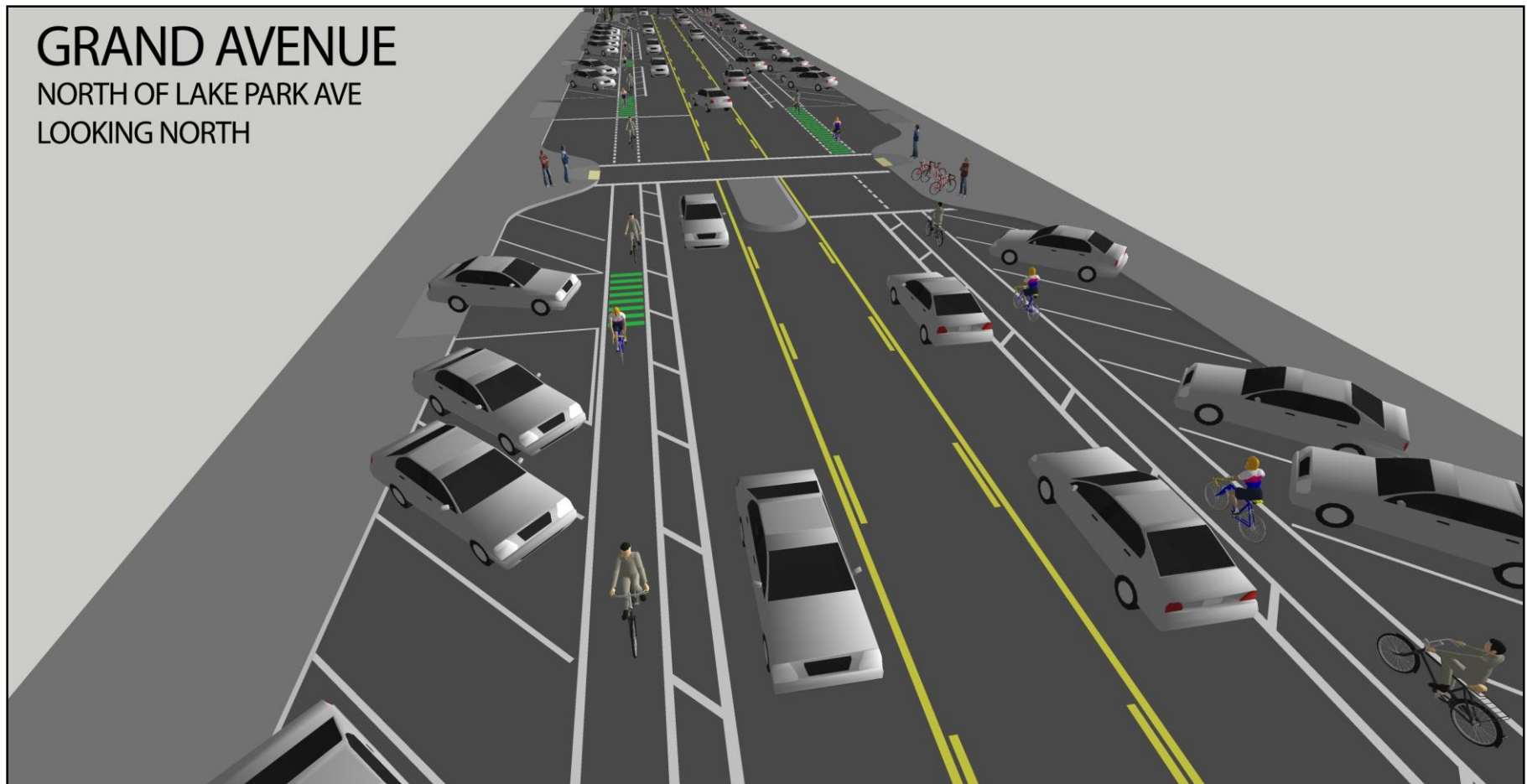


A BETTER GRAND AVENUE

Oakland repaved Grand Avenue this year but didn't include any pedestrian improvements or bike lanes. We think the bikeway and street improvements should look like this. What do you think?



A Better Grand Avenue

The current configuration of Grand Avenue through the Grand Lake District is intimidating and unsafe for those travelling on foot and by bicycle. A road diet from I-580 to Piedmont (Jean St) will further improve connections between Grand Lake businesses, Lake Merritt, and surrounding neighborhoods.

The City of Piedmont has already planned for a road diet on Grand Ave, with bike lanes and pedestrian improvements. The City of Oakland is in the process of planning a road diet along this stretch of Grand Ave from Elwood Ave to Jean St. We commend the city for their efforts, **but think the plan does not go far enough in terms of pedestrian and bicycle safety.** We'd like to see the road diet extend further to I-580, to better connect pedestrians and bicyclists with the neighborhoods around the lake.

The city will be holding a community meeting on the Grand Ave Road Diet on **Monday June 22nd**, at Barnett Hall (behind Lakeshore Ave Baptist Church, 3534 Lakeshore Ave), from 6:30 to 8:30 PM. All are encouraged to attend and submit comments to the City on this exciting project!



The Lakeshore Road Diet was completed in 2009, resulting in safer conditions for pedestrians and bicyclists.

Advantages of a Road Diet along Grand Ave

- Significantly improves pedestrian safety because pedestrians are crossing one lane of traffic at a time and have a refuge island in the center of the street
- Significantly improves bicycle safety and encourages more bicycling by creating a dedicated space for people traveling by bike
- Minimal parking loss along Grand Avenue
- Safer for drivers because speeds are slower, lane changing is eliminated, and the center turn lane provides a buffer between on-coming traffic
- Streets with 3 lanes vs 4 lanes have 30% fewer crashes and calmer traffic
- Easier for motorists to enter and exit the street
- Emergency vehicles have better access thanks to the center turn lane

Pedestrians & Bikes Mean Business

Residents and visitors who walk and bicycle spend more money than people who drive. It sounds counter-intuitive, but study after study of similar retail corridors shows that after redesigning streets for people, retail activity goes up. Pedestrians and bicyclists are our best customers because drivers don't window shop and speeding traffic does not stop to shop at all.

Here's the data:

- **San Francisco:** survey of Valencia Street found that 65% of participating merchants believed bike lanes had a positive impact on business. Survey of 800 people visiting Columbus Ave showed that people walking and bicycling spent over 50% more overall time than drivers
- **Portland:** survey of 89 businesses showed people walking & bicycling spend up to 50% more per month than drivers
- **New York:** after installing protected bikeways on 8th & 9th Avenues in Manhattan, retail activity increased 49% compared to 3% increase borough-wide over same period
- **Toronto:** survey of 61 merchants and 538 patrons found people arriving by foot and bicycle visit the most often and spend the most money per month

For more info email info@wobo.org or visit wobo.org/campaigns/bikeways/abettergrandave/