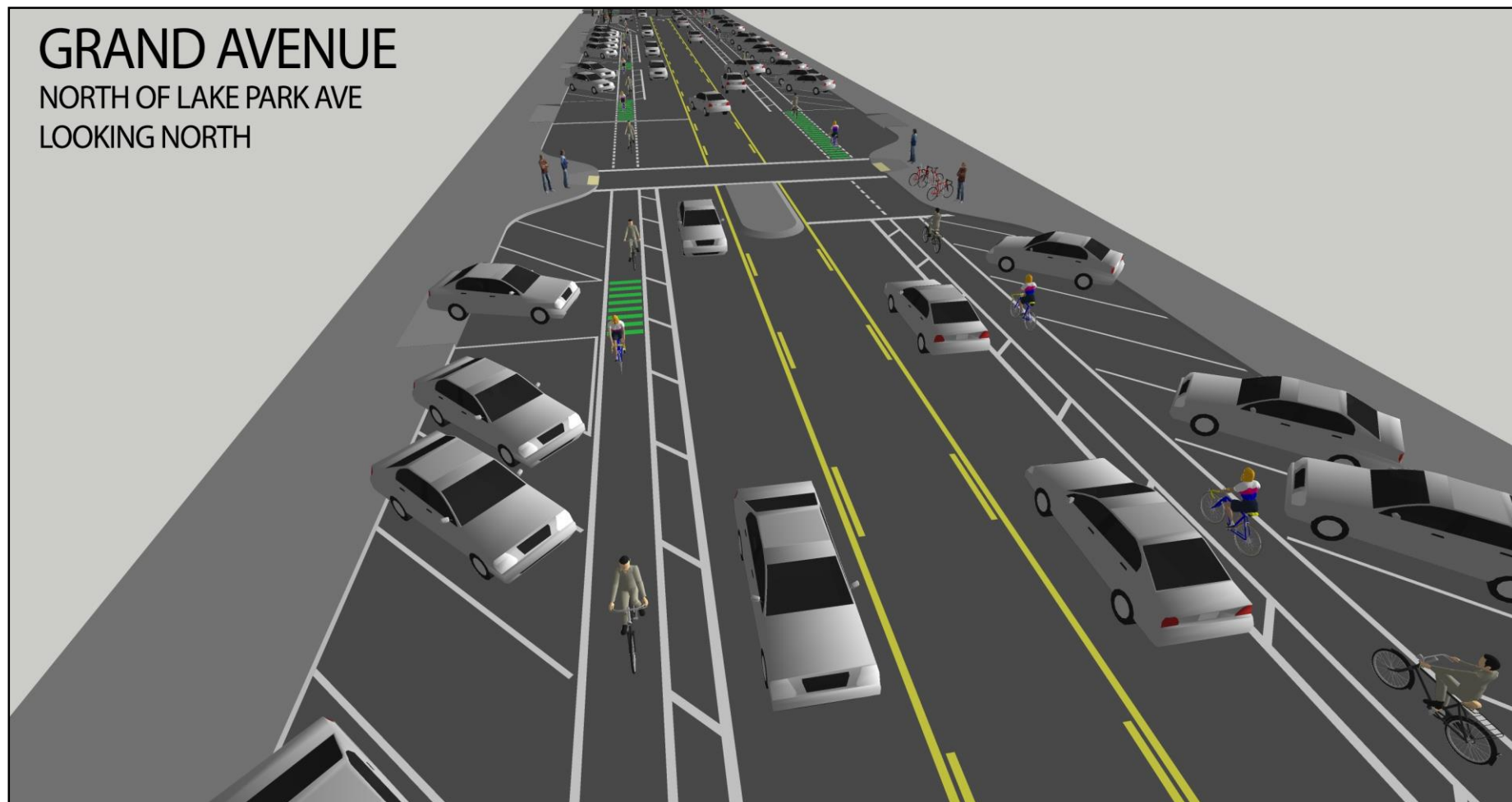


A BETTER GRAND AVENUE

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



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

A Better Grand Avenue

The current configuration of Grand Avenue through the Grand Lake District is intimidating and unsafe for residents walking, bicycling, and driving. A road diet from I-580 to Piedmont (Jean St) will fix the street by adding bicycle lanes, calming traffic, and improving pedestrian crossings. In addition, this will improve connections between Grand Lake businesses, Lake Merritt, and surrounding neighborhoods, bringing more customers to Grand Lake businesses.



Piedmont is doing a road diet on Grand Ave, with bike lanes and pedestrian improvements. Oakland is in the process of planning a road diet along its 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 is holding a community outreach meeting on Wednesday July 8th at 7PM at Bartlett Hall, behind Lakeshore Ave Baptist Church, 3435 Lakeshore Ave. **It is critical comments on the project are documented, even if you plan on attending the meeting!** Please send your comments on the project to Phillip Ho (PHo@oaklandnet.com) and spread the word about the upcoming meeting.

Advantages of a Road Diet along Grand Ave

- Improves pedestrian safety because pedestrians cross one lane of traffic at a time and have a refuge island in the center of the street
- Significantly improves bicycle safety by creating a dedicated space for people traveling by bike
- Safer for drivers because speeds are steadier, 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/