

OakMob 101

A CASE STUDY IN EXPANDING ACCESS TO SHARED MOBILITY

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Acknowledgements:

This report was written by Brytanee Brown, with additional research and editing by Clarrissa Cabansagan and Edie Irons. Carlos Hernandez, Bike Share Coordinator with the City of Oakland, was also instrumental to the development of this report and the activities it describes.

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Graphic design by Anna Engle



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About TransForm

TransForm promotes walkable communities with excellent transportation choices to connect people of all incomes to opportunity, keep California affordable, and help solve our climate crisis. With diverse partners we engage communities in planning, run innovative programs, and win policy change at the local, regional, and state levels.





INTRODUCTION

In the summer and fall of 2016, TransForm and the City of Oakland worked together to develop a shared mobility outreach and engagement effort called Oakland Mobility 101 (“OakMob 101” or just “OakMob”). OakMob 101 was our collective approach to understand Oaklanders’ initial perceptions of the City’s forthcoming bike share and car share programs, slated to launch in summer 2017.

OakMob 101 focused on engaging residents in East and West Oakland — the City’s lower income areas that are less served by public transit, and where car share vehicles are virtually non-existent. TransForm was tasked with informing Oakland residents about new shared mobility services, and how the City is working with shared mobility companies to increase transportation options. We also collected critical feedback from residents on their barriers to accessing bike share and car share to help the City understand how to best respond to community needs through its shared mobility programs.

This report describes the context of health disparities and inequitable planning decisions in Oakland and the potential benefits and risks of shared mobility programs for low-income residents. It includes a critical examination of bike share and car share programs currently available, and plans for expansion. It summarizes our community engagement efforts and data collected from residents through surveys and a map-making exercise. Finally, we offer our findings and recommendations to inform ongoing efforts to bring the benefits of shared mobility services to the people who need them most.

ENVIRONMENTAL JUSTICE AND NEW MOBILITY

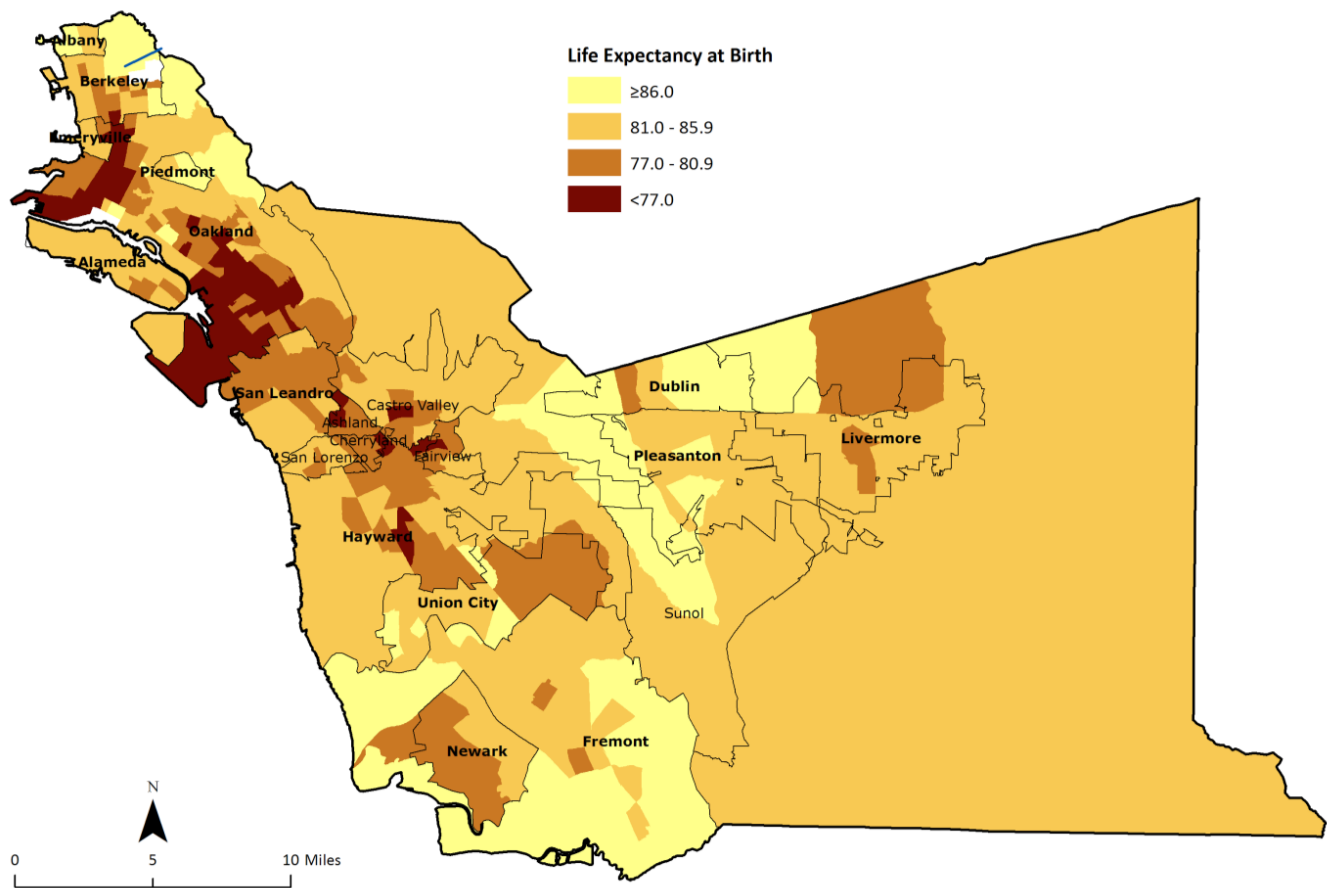
Historically, Oakland’s predominantly black and brown communities have been disenfranchised by planning processes and have disproportionately borne the negative impacts of planning decisions.

The construction of the I-980 freeway, the U.S. Postal Center, and West Oakland BART station are prime examples of these injustices.

These disparities have real and devastating effects on people's lives. The poorest health outcomes in Oakland are concentrated in low-income communities of color in North, West, and East Oakland. Figure 1 shows life expectancy in Alameda County. The people living in the dark red areas can expect to live nine fewer years than people living in the light yellow areas.

Figure 2 is a partial map of zip codes that are disproportionately burdened by multiple sources of pollution. East and West Oakland, highlighted here, also have some of the highest Emergency Department and hospitalization rates in both Oakland and Alameda County overall for causes linked to air pollution, including childhood asthma, overall asthma, and congestive heart failure.¹

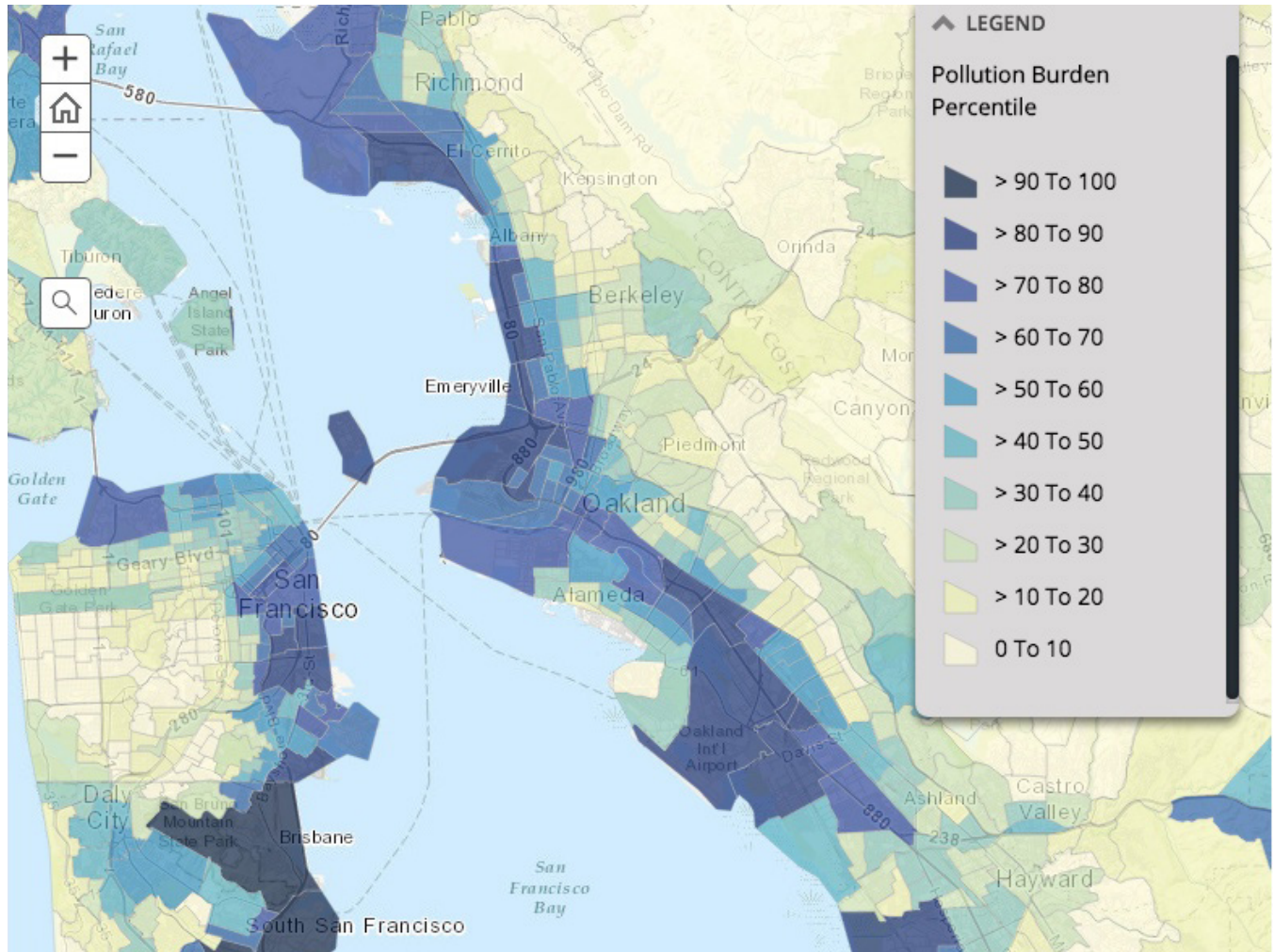
Figure 1. Life Expectancy by Census Tract, Alameda County (2006–2010)



Source: CAPE, with data from Alameda County vital statistics files 2006–2010.

1 Alameda County Public Health Department's CAPE Unit, with data from California Office of Statewide Health Planning and development (OSHPD), 2011-2013

Figure 2. Communities Identified with Highest Burden of Pollution in the State



Source: CalEnviroScreen 3.0, 2017. <https://oehha.ca.gov/calenviroscreen/maps-data>

Clearly, major change is needed to address these inequities and improve public health and access to affordable, reliable transportation. Throughout the United States, city officials and transportation planners are looking to tech-enabled shared mobility or “new mobility” providers like Uber, Lyft, and Scoot as solutions to shortcomings in our transportation system. While these technologies have promise, they also pose a real threat to low-income people of color, who risk being priced out, left behind, and discriminated against in new ways.²

New mobility solutions that are shared, electric, affordable, and accessible — solutions that

complement and strengthen public transportation networks rather than undermining and competing with them — could improve the lives of people who currently lack sufficient transportation options. But if these services increase rates of driving and pollution, are out of reach financially or geographically, or otherwise harm or exclude vulnerable communities, they could add insult to injury. As cities explore partnerships with new mobility companies and develop strategies to harness technology for public transit, they must do the work to ensure access and equity.

2 TransForm, “Framework for Equity in New Mobility,” July 2017. Available at <http://www.transformca.org/transform-report/framework-equity-new-mobility>.



SHARED MOBILITY IN THE EAST BAY

ABOUT BIKE SHARE

Bike share is short-term rental of publicly available bikes, ideal for short trips. Bike share programs can be organized by local community groups or non-profit organizations as well as government agencies and privately owned companies. The latter are usually tech-enabled, providing real-time information and using technology to assist in rebalancing demand for bikes at docking stations throughout a community.

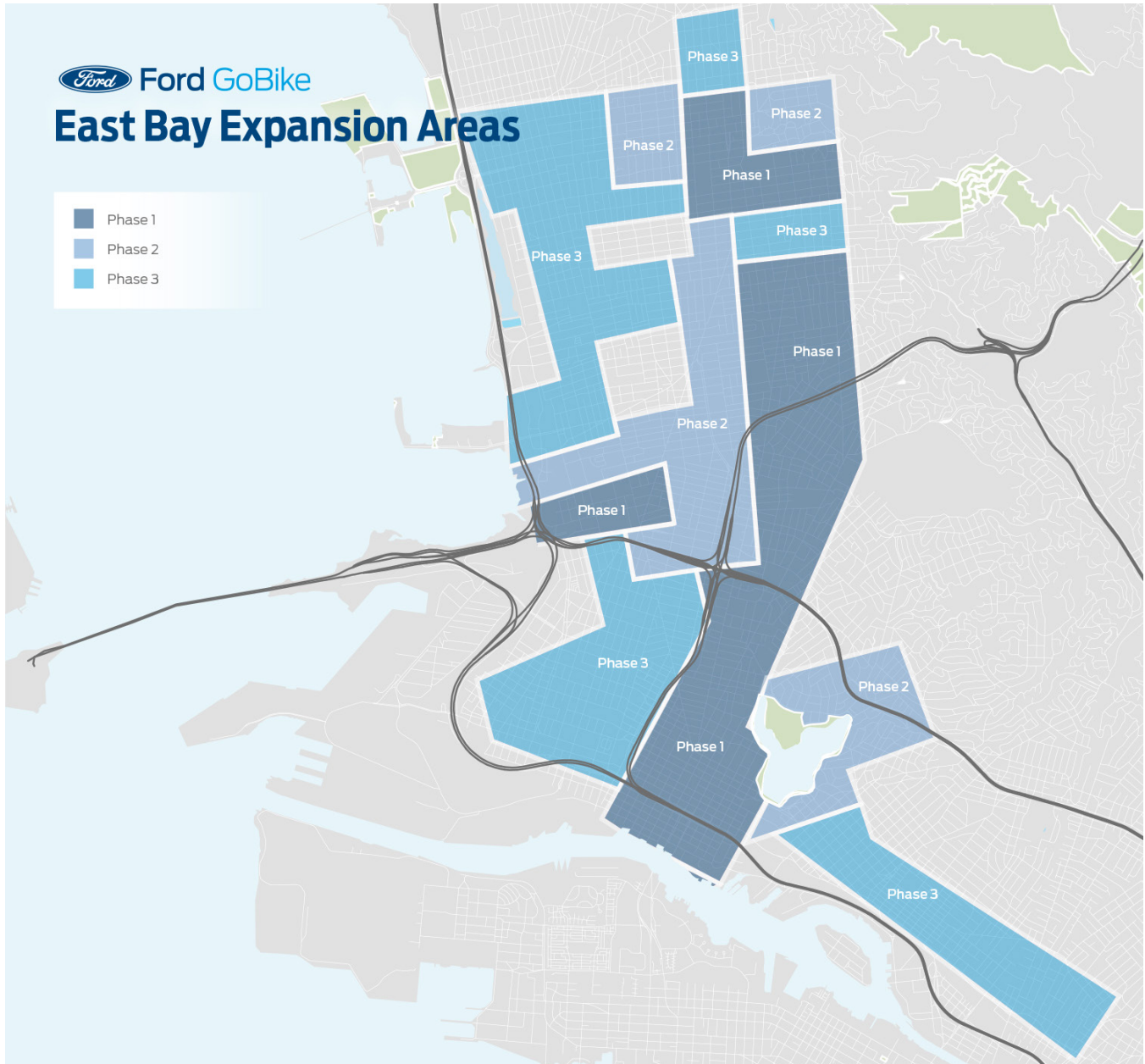
Bike share systems can benefit cities by reducing congestion, increasing access to bikes and mobility, acting as an extension of transit, promoting positive images of cycling, and improving the health of residents. Bike share systems are often implemented to reduce pollution and improve mobility options beyond the reach of current transit systems, without massive capital investments.

In 2015, the Metropolitan Transportation Commission (MTC) unanimously voted to approve a contract with Motivate International through a public-private partnership to expand the Bay Area Bike Share pilot program from 700 bikes to 7,000 bikes in Berkeley, Emeryville, Oakland, San Francisco and San Jose, with no additional public funding.

In summer 2017, Motivate (the company behind Bay Area Bike share, rebranded as Ford GoBike) will install 76 stations and 850 bike share bikes throughout the East Bay. Planning for the East Bay expansion has been divided into three phases as detailed in Figure 3.

Motivate has designed the East Bay bike share system with Downtown Oakland, Downtown Berkeley, Telegraph Ave, Shattuck Ave (Phase 1) serving as the “hub” and the other neighborhoods (Phases 2 and 3) serving as the “spokes.” “The methodology for this system design theoretically uses density as a criteria for locating services.

Figure 3. Ford GoBike, East Bay Expansion Areas



Source: Bay Area BikeShare, www.bayareabikeshare.com/expansion, 2017

BIKE SHARE FOR ALL?

Looking at the map in Figure 3, you might think that bike share was coming to all of Oakland. But Oakland continues for about 3.5 miles after Phase 3, and this map, ends at High Street. In other words, bike share expansion plans do not include significant portions of East Oakland. These neighborhoods have been literally wiped off the map.

Density is supposed to be a key criteria for expansion, but many affluent white neighborhoods that will be receiving bike share in its first phases mirror the density of East Oakland neighborhoods that are not even included in Phase 3. For example, density in Rockridge, at 6 to 12 households per square acre, mirrors almost all of the communities along International Blvd in East Oakland.³

³ Shared Use Mobility Center, Shared Mobility Mapping Tool with map theme of "Household Density," 2017. <http://maps.sharedusemobilitycenter.org/sumc/#>

The demographics of bike share users also raise concerns about equity. The Bay Area Bike Share program currently operates in San Francisco and San Jose. The most recent system demographics do not reflect the diversity of the Bay Area, and indicate that bike share is not serving many people who could benefit from it.

UC Berkeley's Transportation Sustainability Research Center found the following about bike share members in San Francisco (2015):

- 70% are male
- 87% have a college degree or higher
- 75% are white
- 80% of members have an annual salary of \$75,000 or above, and almost 30% of members have an annual salary of over \$200,000.



ABOUT CAR SHARE

Car share is a membership-based service that provides members with repeated short-term uses of publicly available rented vehicles without a separate written agreement for each trip. Zipcar and City Car Share (recently acquired by Getaround) are two examples of car sharing currently available in Oakland. A new point-to-point service called GIG just came to Oakland and Berkeley in April 2017. Peer-to-peer (Getaround, Turo) is a car share model that allows individuals to earn extra income by renting out their own personal vehicles via online reservations or smartphone app-based technology.



Car share users rent cars as needed on a short-term basis, usually paying by time and by mileage. Car share organizations (CSOs) cover the cost of vehicle maintenance, cleaning, and insurance. Benefits of car share include cost savings over vehicle ownership for infrequent drivers; increased transit ridership, biking, and walking; and energy savings and air quality benefits that follow from a decrease in driving.⁴

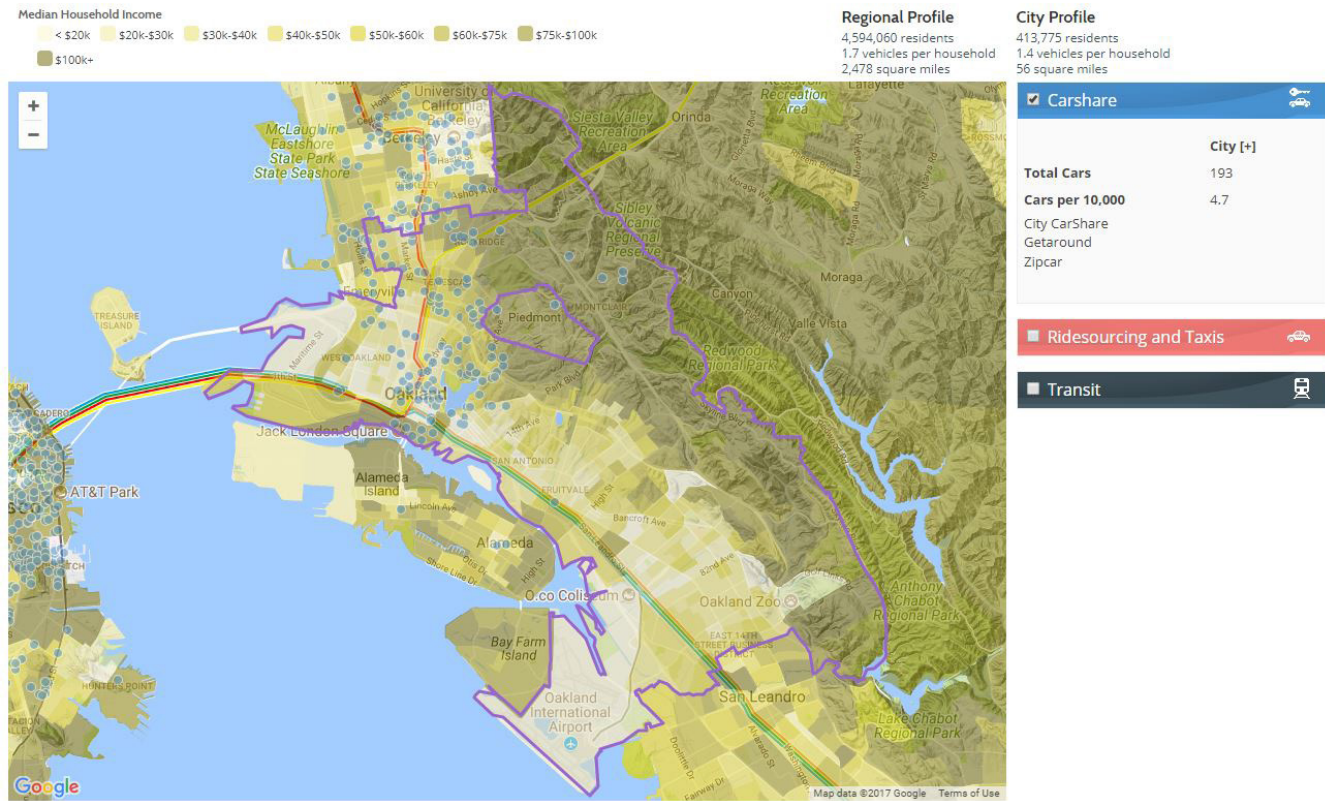
In 2015, the City of Oakland adopted a resolution (85459 C.M.S) to create a pilot program to create dedicated spaces for car share in public parking spaces and in municipal lots and garages throughout Oakland. The resolution also accepted and appropriated funds from MTC, which committed the City to work with CSOs to locate cars in “underserved minority low-income communities.”

CAR SHARE FOR ALL?

Car share is disproportionately located in Oakland's more white, affluent neighborhoods. Outside of Oakland's downtown area, almost all car share locations are in neighborhoods where the median income ranges from \$60k-\$100k+ (See Figure 4). There is only one car share provider operating in East Oakland, where almost all of the flatlands median incomes range from <\$20k-\$60k.

4 UC Berkeley Transportation Sustainability Research Center, “Carsharing” <http://tsrc.berkeley.edu/carsharing>

Figure 4. City Car Share, Zipcar & Peer-to-Peer Car Share Locations



Source: Shared Use Mobility Center, Shared Mobility Mapping Tool, 2017

Car share is disproportionately located in Oakland's more white, affluent neighborhoods.

As with bike share, it's clear that car share services are not equitably distributed across Oakland. While low-income communities could benefit from car share and bike share, these services must be conveniently located close to where people live and travel in order to be useful.

According to the City of Oakland, an expansion of car share to East and West Oakland should be accompanied by an intensive engagement process with financial incentives to users, the establishment of baseline conditions for CSOs, a formal permitting process through a crowd-sourced map, and outreach to local businesses.

These requirements sound great, but the City of Oakland doesn't have a coherent policy to ensure expansion to underserved communities. In fact, the current model they use to evaluate demand is based on existing data from parking meters, which by design would exclude underserved areas that don't have parking meters.

IMPORTANT QUESTIONS ABOUT MOBILITY EQUITY

This work is solutions-oriented, but there are no silver bullets to fix all the inequities in transportation. Sometimes clearly identifying the problems is at least as powerful as imagining we have all the solutions. With complex issues like this, it's worth doing problem-finding as well as problem-solving.

- **HOW** do we create a transportation system that is accountable to the communities that depend on it the most?
- **WHAT** are the long-term implications of creating a transportation system that relies on private companies for public services?
- **HOW** do the current approaches to livability and mobility, focused largely on physical infrastructure, potentially facilitate the social, cultural, and physical displacement of already marginalized residents? **WHO** benefits and who loses when communities are “re-imagined” and “re-vitalized” by mobility improvements?
- Encouraging biking and walking through investments in better infrastructure has become a vital part of the process of “building community” and “reclaiming” a neighborhood and its streets “for people.” But for **WHICH** people? **HOW** do we think about mobility in the larger frameworks of reclaiming streets, police repression, and the safety of all bodies?
- **HOW** can we center issues of race, class, gender identity, and historical context when we talk about livability and mobility, and stop assuming everyone has equal access to the streets?
- **HOW** can we target new low-emission transportation investments to benefit communities with disparate rates of asthma, congestive heart failure, and other pollution-driven illnesses?





OAKLAND MOBILITY 101: CONVERSATIONS WITH COMMUNITIES ABOUT CAR SHARE AND BIKE SHARE

Oakland Mobility 101 (OakMob 101 for short) was a series of transportation resource events designed to clarify the transportation needs of Oakland residents. Community engagement sessions informed residents about new transportation programs coming to Oakland, and got community input on how these programs could best serve their needs.

The events took place on Saturday, October 1, 2016 at MLK Library in East Oakland and Saturday, October 22, 2016 at DeFremery Park in West Oakland.

In planning for OakMob 101, TransForm reached out to hundreds of community members and coordinated with CSOs, Motivate (Bay Area Bike Share), community-based organizations, and local businesses.

Through these events, TransForm and the City of Oakland brought together about 100 residents to talk about new transportation options coming to Oakland and get community input on how to distribute transportation benefits and investments

(especially bike share and car share) equitably throughout the city.

Goals

The purpose of OakMob 101 was to bring the voices of communities long underserved by our transportation systems into the planning process for shared mobility. Our goals for these events were to:

1. Inform residents about new transportation programs taking place in the City of Oakland, and
2. Work collaboratively with residents to strategize about how we might equitably distribute the benefits of bike share and car share throughout the city.

We wanted to come out of the event with a clear sense of the transportation needs of local residents, so that these community priorities could be used to guide any future planning of bike share and car share programs in Oakland. The events were accessible and family-friendly, providing free food, prizes,

and music from local DJs along with the opportunity to plan a more connected and equitable Oakland.

Outreach

Leading up to the OakMob 101 events, TransForm collaborated with local community-based organizations to engage residents and gather qualitative data. TransForm targeted key locations for our outreach to reach specific resident demographics of East and West Oakland. We engaged customers at small businesses and canvassed central community locations such as West Oakland Youth Center, Mandela Marketplace, East Oakland Youth Development

Center, as well as commercial corridors such as International Blvd in East Oakland and 7th Street in West Oakland.

We advertised OakMob 101 in local newspapers and on local radio stations. Our partners at community-based organizations promoted the event to their networks as well. The diverse community partners and shared mobility providers that tabled and/or participated in OakMob 101 include: Cycles of Change, AC Transit, Bike East Bay, Alameda County Registrar of Voters, HOPE Collaborative, The Original Scrapper Bike Team, Motivate, Lyft, Uber, Getaround, and Zipcar.

Figure 5. OakMob flyer

BIKE SHARE & CAR SHARE FOR ALL

OakMob 101

JOIN THE MOVEMENT
ATTEND A COMMUNITY ENGAGEMENT SESSION

RAFFLE PRIZES + ENTER TO WIN A FREE BIKE
LIVE MUSIC / FREE FOOD / ART / PRIZES / FREE BIKE REPAIR
VOTER REGISTRATION / FREE LYFT CREDITS / KID ACTIVITIES & MORE!

OAKMOB 101 SESSION 1 **OCT 1**

SATURDAY • 12PM-4PM
MLK JR. LIBRARY
69th Ave. & International Blvd.
East Oakland (ADA Accessible)

OCT 22 **OAKMOB 101 SESSION 2**

SATURDAY • 12PM-4PM
DEFREMERY "LITTLE BOBBY HUTTON PARK"
18th St. & Adeline St.
West Oakland (ADA Accessible)

#OAKMOB101

BICICLETAS COMPARTIDAS Y CARROS COMPARTIDOS PARA TODOS

OakMob 101

¡ÚNETE AL MOVIMIENTO!
ASÍSTE A UNA SESIÓN COMUNITARIA

RIFAS Y PREMIOS + GANA EL GRAN PREMIO DE UNA BICICLETA
MÚSICA EN VIVO / COMIDA GRATIS / ARTE / PREMIOS
REPARACIÓN DE BICICLETAS GRATIS
REGISTRO DE VOTANTES / ACTIVIDADES PARA NIÑOS Y MÁS!

OAK MOB SESIÓN 1 **1 OCT**

SÁBADO • 12PM-4PM
MLK JR. BIBLIOTECA
International Blvd. y 69th Ave.
East Oakland (ADA Accesibiliba)

22 OCT **OAK MOB SESIÓN 2**

SÁBADO • 12PM-4PM
DEFREMERY "LITTLE BOBBY HUTTON PARQUE"
18th St. y Adeline St.
West Oakland (ADA Accesibilidad)

#OAKMOB101

DATA FROM EAST AND WEST OAKLAND

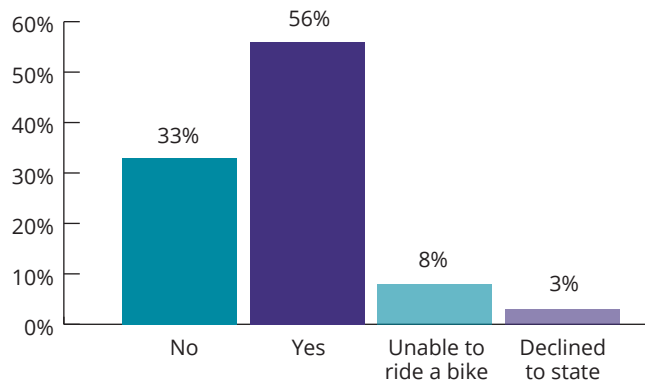
We conducted in-person surveys during four major Oakland events in addition to our two OakMob 101 events: Youth Speaks' Life is Living Festival, Black Panther Party's 50th Anniversary Rally & Hip Hop Concert, Family Night at the East Oakland Youth Development Center, and the Tassaforanga Community Health Fair.

The survey included questions regarding housing tenure and transportation modes. The questions centered on the following themes:

- How do you get around?
- Do you want car share and bike share in your neighborhood?
- Would car share and bike share help you stay connected to work, school, and family?

Survey Results

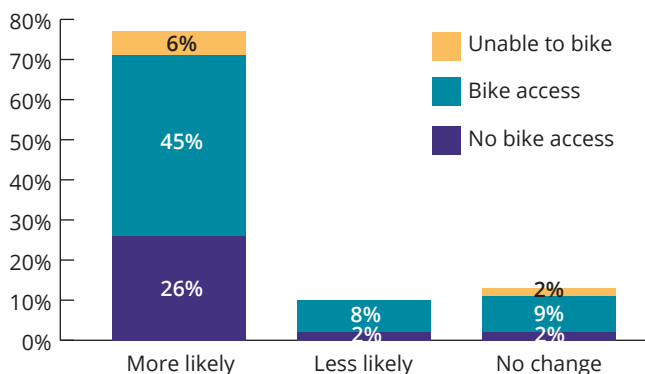
Figure 6. Personal Access to a Bike (N=64)



One-third of OakMob 101 respondents do not have access to a bike.

- More than half (56%) have ready access to a bike.
- Almost one in ten respondents (8%) are currently unable to ride a bike.

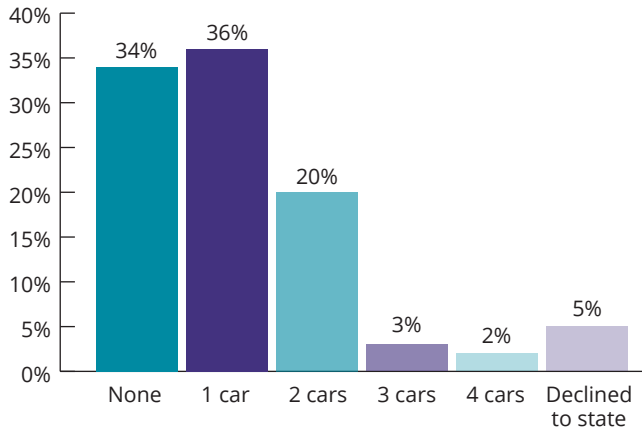
Figure 7. Likelihood to Try Bike Share Based on Bike Access (N=53)



The vast majority of respondents (77%) are more likely to try bike share after our outreach.

- One third (34%) of those more likely to try bike share have no access to a bike.
- Almost 60% of those more likely to try bike share after OakMob 101 are already biking or have access to a bike.

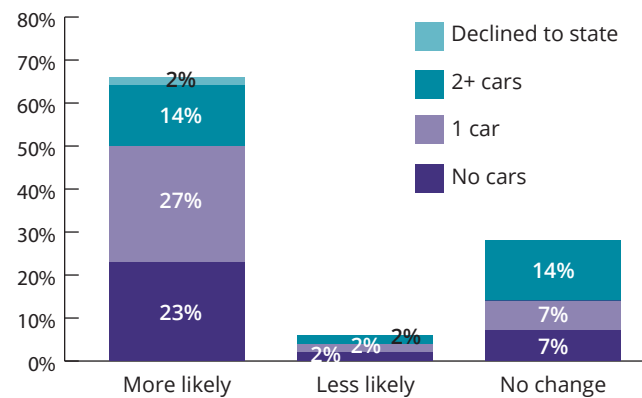
Figure 8. Household Access to Cars (N=64)



Over one-third (34%) of respondents do not have access to a car at home.

- Sixty-one percent of respondents have access to a car at home, the majority of which are in one-vehicle households.

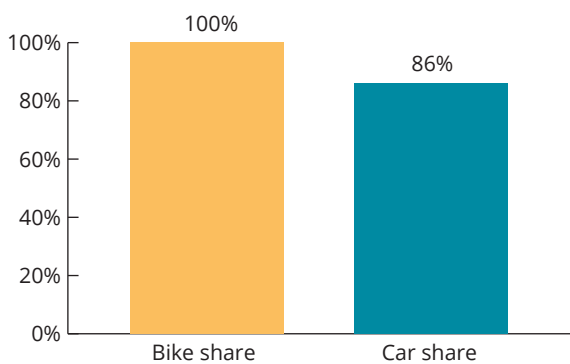
Figure 9. Likelihood to Try Car Share by Access to Cars (N=44)



Two-thirds of respondents are more likely to try car share after our outreach.

- More than one third (36%) of those more likely to try car share come from no-car households.
- More than half of those more likely to try car share come from households that already have access to one or more cars.

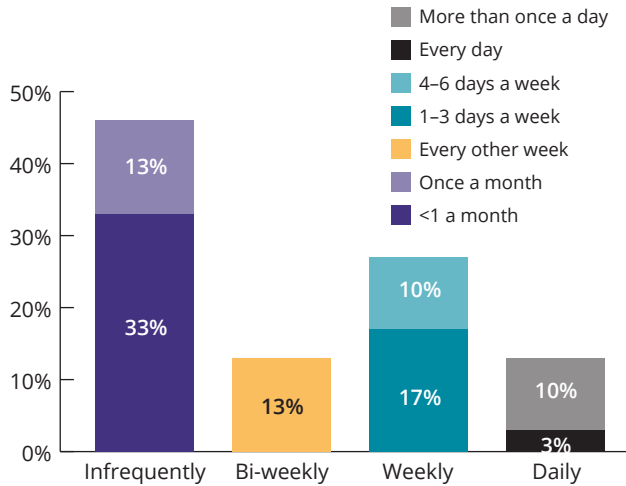
Figure 10. Likelihood for Individuals with No Bike and No Car Access (N=7)



Likelihood to try bike share and car share is higher for those who have no access to cars or bikes.

- While only about 10% of respondents came from truly zero vehicle and zero bike households, these individuals were much more likely to try bike share (100%) and car share (86%).

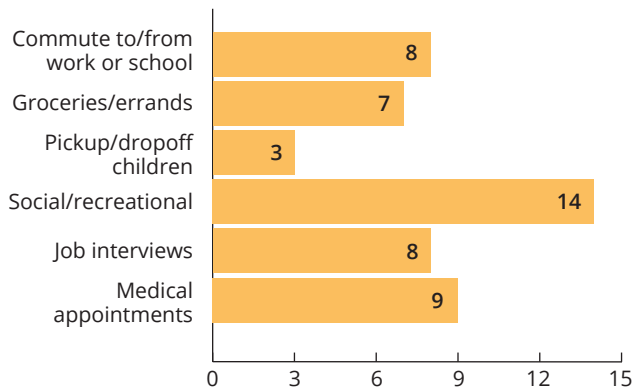
Figure 11. TNC riders by Frequency of Use (N=30)



About 48% of respondents reported traveling by Transportation Network Companies (TNCs) Uber and Lyft.

- Of those who use TNCs, about half are infrequent riders, using Uber and Lyft once a month or less.
- Almost 30% use TNC services multiple times a week, and 13% use TNCs everyday.

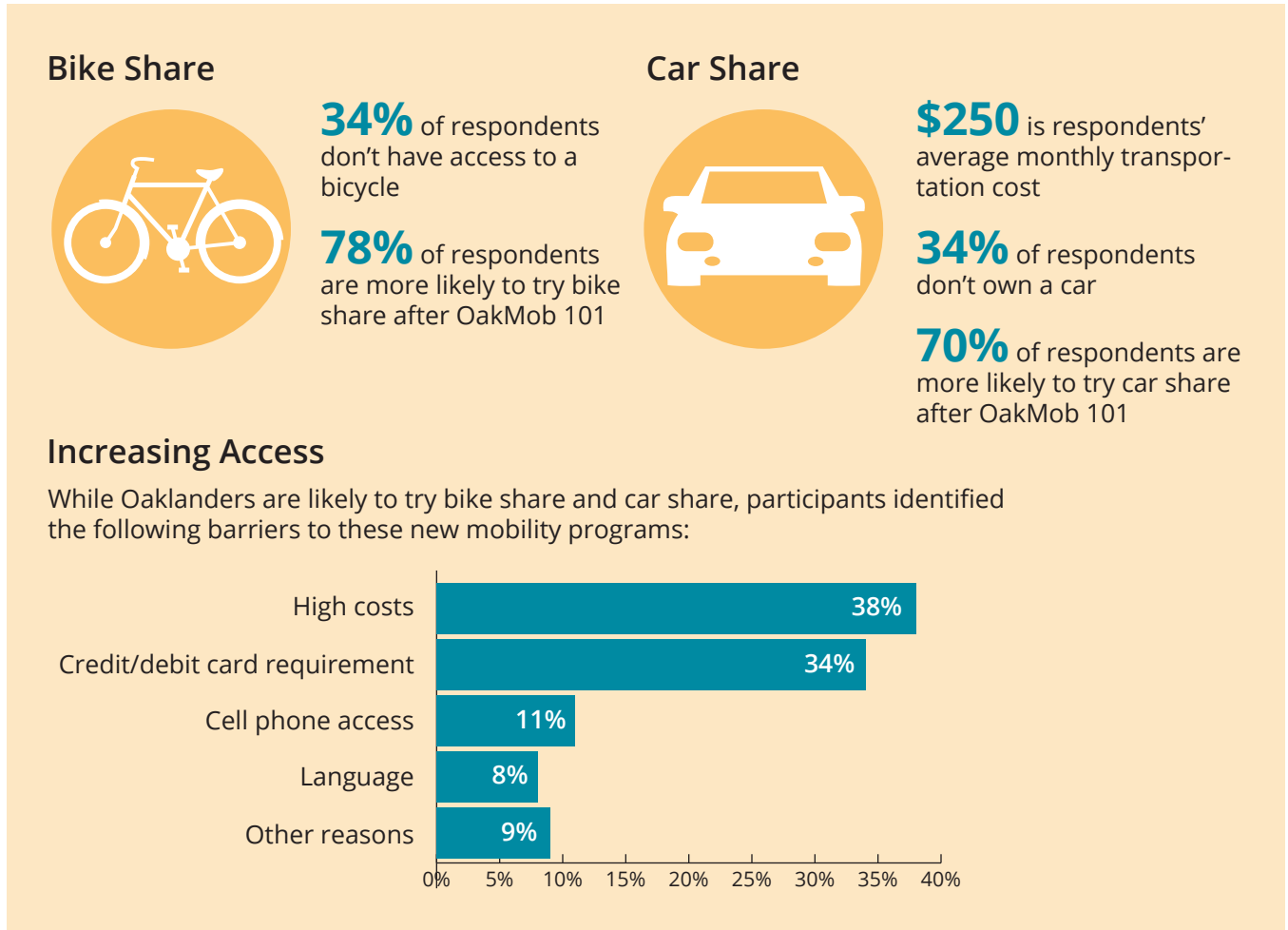
Figure 12. TNC Trips by Type (N=30, multiple boxes checked)



Respondents use TNCs for many types of trips.

- TNC riders overwhelmingly use Uber and Lyft for social and recreational rides. However, respondents also use TNCs for time-sensitive trips such as job interviews, medical appointments, and commuting to work.

Figure 13.



Voices from OakMob 101

Here are a few quotes from respondents who say they would try bike share or car share:

“It would be an affordable and convenient way of getting around.”

“It’s smart and cost-effective.”

“I want bike share in the hood!”

“We do a form of that in our community, but I think this would be good to do.”

“Yes, as I often need such a convenience and support.”

“It’s more convenient.”

Only 10% of respondents said they are not planning to use bike share or car share. Here are some of the reasons in their own words:

“It is not in the area where I live or work.”

“I have my own bike and car.”

“Own my own bike.”

“I need my own car, but I support the programs.”

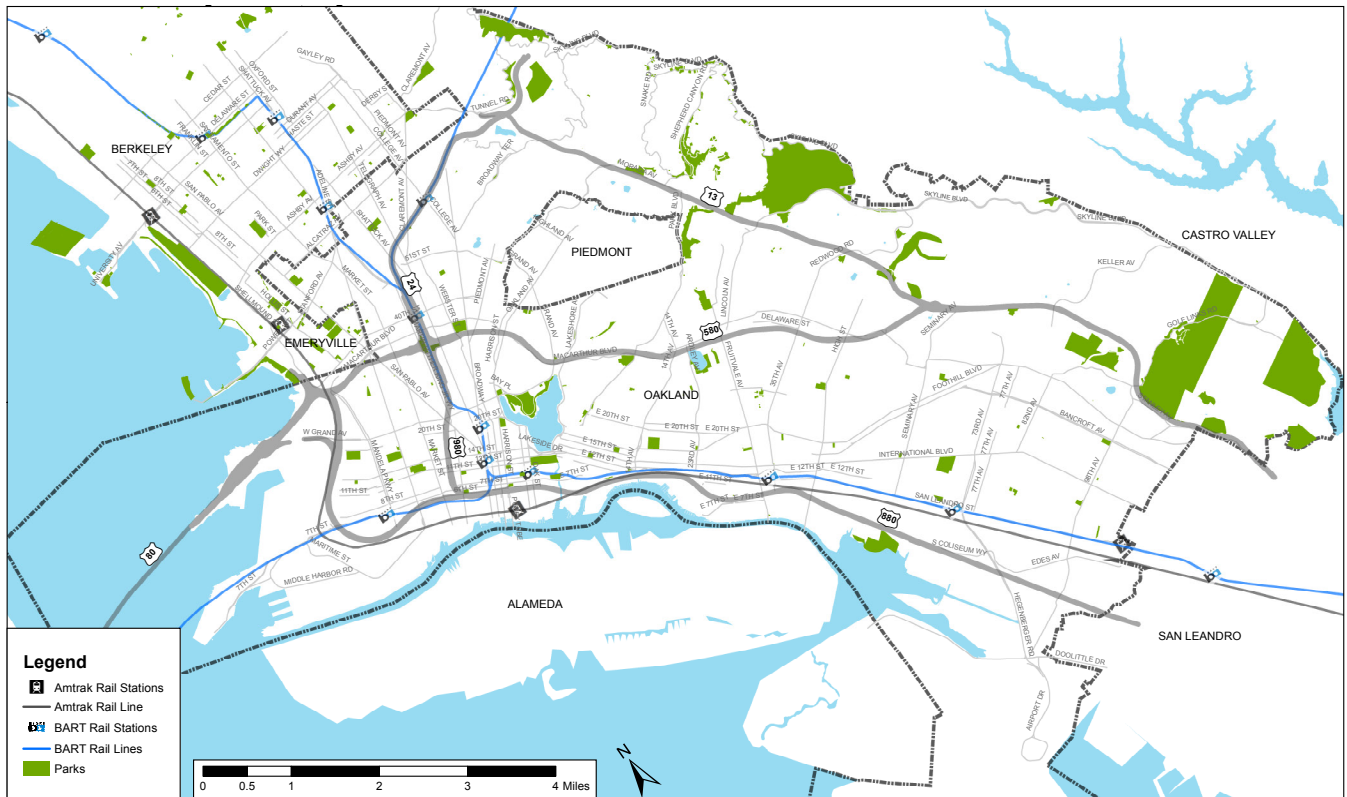
“Pregnant so not biking right now. Also concerned about safety — helmets.”

My Route, My Oakland

My Route, My Oakland was a mapping exercise we did with OakMob 101 participants to see patterns of where and how people traveled. Workshop

participants were asked to map regular trips on the map in Figure 14, using colored markers to display mode (driving, transit, walking, and cycling). The map also includes parts of Berkeley, Castro Valley, Piedmont, Emeryville, and San Leandro.

Figure 14. My Route, My Oakland (map provided to OakMob 101 participants)



The following conceptual maps (Figures 15–18) demonstrate the reality that travel in Oakland is not contained to just Oakland. Trip paths often traverse multiple city lines in the East Bay. Many of these trips were centered around the three cities receiving bike share expansion — Oakland, Berkeley, and Emeryville — and follow major corridors that span all three cities such as Telegraph, San Pablo, MacArthur, International, and Broadway.

We found that not all residents use all modes. Some drive, others favor walking and riding transit, and a

few take all modes. This suggests that people who aren't serviced by the planned and existing shared mobility service areas may benefit from further expansion.

Note about these maps: The most effective way we found to consolidate these maps was by hand, as a number of the hand-drawn routes did not map directly to streets, but demonstrated the general direction of travel.

Figure 15. DRIVE

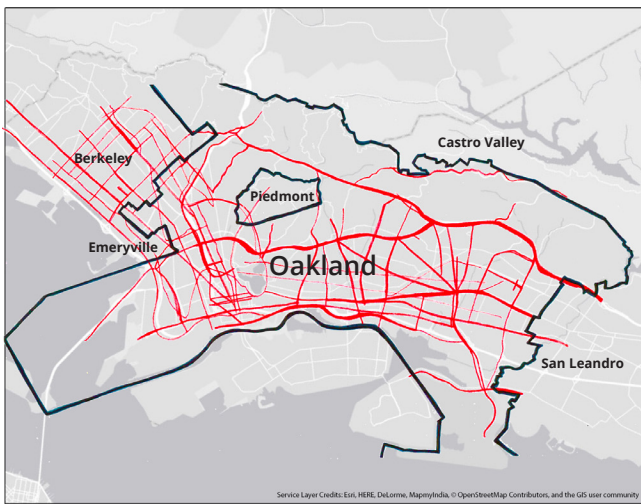


Figure 16. TRANSIT

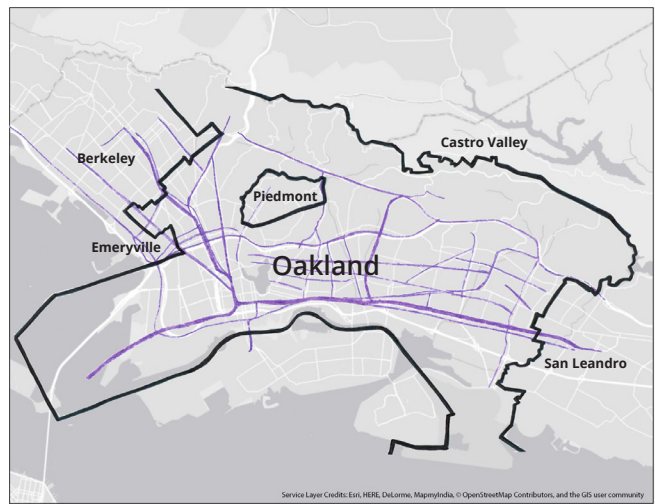


Figure 17. BIKE

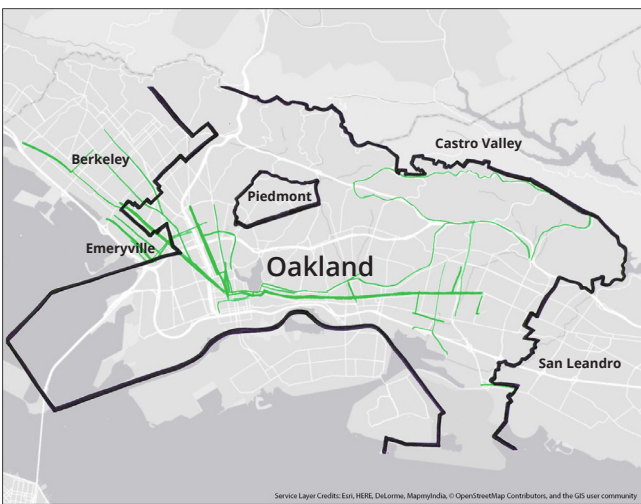
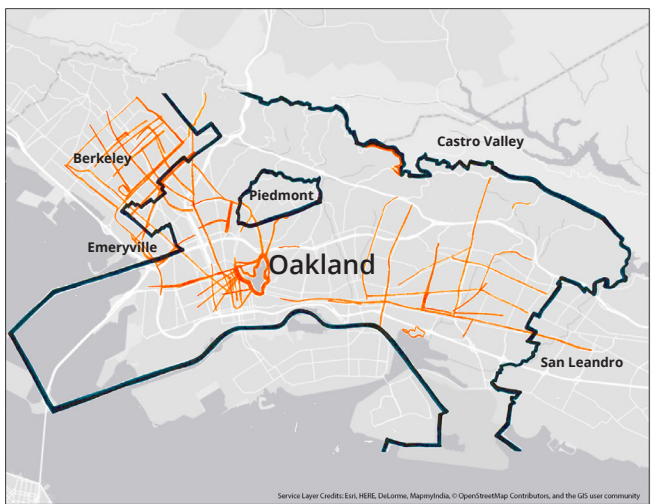


Figure 18. WALK





FINDINGS AND RECOMMENDATIONS

Affordability

California's lowest income households spend two-thirds of their income on housing, leaving little money for food, healthcare, and transportation.⁵ Nearly 80% of all OakMob 101 survey respondents want to use bike share, but one third said that it is too expensive. Luckily, learning about discount programs eased these concerns.

Motivate will offer \$5 a year discounted memberships for first-time members that qualify, and \$60 a year afterwards, or \$5 a month. So far, residents who qualify for PG&E CARE or CalFresh are eligible, and advocates are working with Motivate to expand eligibility. During our outreach to residents and community stakeholders we emphasized the potential cost savings of the discounted \$5 membership program:

- "After walking or owning your own bike, bike share will be the most affordable way to get

around in the Bay. An annual discounted pass membership is only \$5 a month — that's unlimited rides every month for the same price as a day pass on AC Transit (or less than many round-trip BART rides)."

This "talking point" was one of the most effective ways to engage residents and get them excited about bike share. Talking about the Bay Area's housing crisis, and the burden of the combined cost of housing and transportation, was also an effective entry point to discussing transportation and affordability.

Geographic Equity

The residents we engaged were overwhelmingly interested in using bike share and car share after hearing about the programs. However, they were discouraged when those services were not located conveniently to where they live and travel.

⁵ California Housing Partnership Corporation, "Confronting California's Rent and Poverty Crisis: A Call for State Reinvestment in Affordable Homes," 2016. <http://chpc.net/resources/confronting-californias-rent-poverty-crisis/>

After the OakMob 101 engagement sessions, the vast majority of respondents (77%) said they are more likely to try bike share. While the service areas for Phase 3 reflect many of the travel patterns of these East and West Oakland residents, they voiced concerns about their neighborhoods being the last phase of the bike share expansion. Residents in East Oakland were doubly concerned about the limitations of the planned service areas, which do not extend east of High Street.

While 61% of respondents have access to a car at home, 66% of survey respondents are more likely to try car share after our outreach. However, when shown maps of the East Bay's existing car share locations (concentrated heavily in North Oakland, Berkeley, Rockridge, and Downtown Oakland), residents expressed concerns about inaccessibility and inconvenience.

Community Engagement

OakMob101 was an effort to ensure authentic and culturally relevant community engagement in planning, and it has grounded us in community needs and visions. But when community engagement is the last step in program development, the community has actually been shut out of the design process. This defeats the purpose of community engagement.

It was actually disempowering for residents to be made aware of new programs and asked their opinions, only to learn that the decisions had already been made and the programs would not be easily accessible to them.

Economic Development

While there were no business-specific questions in our survey, during our outreach we attended an Oakland Sustainable Neighborhoods Initiative (OSNI) meeting and talked to businesses in East and West Oakland. Local businesses are interested in knowing more about bike share. We heard feedback that bike share stations can be used as economic development tools; meaning they could create opportunity for multiple trips to start/end at one particular site, especially in Oakland's developing Black Business Corridors.

RECOMMENDATIONS

Our research and our work in the community raised deep and troubling issues and concerns about equity in planning for shared mobility programs.

- The geography of Oakland's existing shared mobility programs largely exclude black and brown communities.
- Oakland's new shared mobility programs are often not slated to enter many black and brown communities at all; and when they do, not until the last phase of expansion.
- Active transportation planning in Oakland does not seem to consider race, class, gender identity, and historical context, or recognize that people have differing safety in and access to our streets.

When private companies provide a public benefit, how do we resolve the tension between profit motive and the need for equity?

So, who are Oakland's shared mobility programs for? Who gets greater access to mobility, and who needs it? When private companies provide a public benefit, how do we resolve the tension between profit motive and the need for equity? Shared mobility companies tend to locate their services in higher income areas to minimize financial risk, perpetuating the transportation injustices of the past. To create more equitable transportation outcomes, city officials and other decision-makers need to take a stand and implement the following recommendations.

RECOMMENDATION 1

The City of Oakland should prioritize shared mobility funding for existing community-based active transportation organizations.

Historically and currently, East and West Oakland residents invest in their own communities' needs and desires for mobility. POC community-based organizations and groups in East and West Oakland offer reliable, economically sustainable, and physically active modes of transportation. Their work ensures that more people can access opportunities and resources, and is worthy of greater financial and material support from the City.

- Cycles of Change offers refurbished commuter bicycles, road safety training to children and adult low-income residents, and a nonprofit community bike shop in the Fruitvale.
- The Original Scraper Bike Team offers free bike repair every Saturday at the MLK Jr. Library in East Oakland. This service is staffed by volunteers, many of whom live in the community. They are currently seeking funding for a "bike emancipation" program — repairing bikes confiscated by the Oakland Police Department and returning them to communities for free or discounted rates.

RECOMMENDATION 2

The City of Oakland should invest in robust community engagement processes, from the earliest stages of planning through implementation and beyond.

To make Oakland more equitable and connected, we must include the concerns and visions of all our communities from the very beginning of planning processes, giving stakeholders a real seat at the table. Community engagement should not be a box to check at the end of a long list, but a process of relationship-building during every step of the design process. Community involvement in leadership and decision-making will not only result in better, more inclusive plans, but in ongoing evaluation to see how programs actually perform, and how



well they meet the needs of residents in different neighborhoods.

RECOMMENDATION 3

The City of Oakland should prioritize shared mobility along corridors that have been under-invested in — places that most need low-emission transportation options and have the lowest life expectancy.

The City of Oakland did not actively engage residents when developing metrics for its bike share and car share feasibility. To address equity concerns, MTC is requiring Motivate, in each participating city, to locate 20% of all its stations in Communities of Concern (COC)⁶. However, since most of Oakland is defined as a COC, the city should prioritize certain zip codes, considering appropriate density proxies, transit dependency, environmental injustice. Displacement-burdened communities, income-burdened populations, and environmental justice communities deserve to have the most access to shared mobility programs.

RECOMMENDATION 4

The City of Oakland should establish a Shared Mobility Advisory Committee.

OakMob 101 demonstrated that barriers to participation vary across shared mobility companies, and a

⁶ Proposed MTC 2017 Communities of Concern (tract geography) based on eight American Community Survey tract-level variables: Minority (70% threshold), Low-Income (less than 200% of Fed. poverty level, 30% threshold), Level of English Proficiency (20% threshold), Elderly (10% threshold), Zero-Vehicle Households (10% threshold), Single Parent Households (20% threshold), Disabled (25% threshold), Rent-Burdened Households (15% threshold). If a tract exceeds both threshold values for Low-Income and Minority shares OR exceeds the threshold value for Low-Income AND also exceeds the threshold values for three or more variables, it is a COC.

comprehensive strategy is necessary to address the gaps. For example, lack of customer service support in languages other than English is a significant barrier across platforms. A shared mobility equity program guided by an Advisory Committee would help the City better define the criteria shared mobility companies need to adhere to when expanding in Oakland.

The committee should review shared mobility plans and policies, apply for and distribute grant funding, coordinate with shared mobility providers, ensure the continuation of equity programs and discounts, study successful shared mobility initiatives in other jurisdictions, and make recommendations to city staff and the City Council. The committee should include diverse representation from every part of Oakland so that it represents the needs of all the city's residents.

RECOMMENDATION 5

The City of Oakland should work with Motivate to develop a more robust discounted membership program.

Currently, discounted memberships are only available to people who qualify for CalFresh and PG&E CARE. More realistic proxies that take into account the cost of living in the Bay Area could include residential zip codes that are most impacted

by multiple sources of pollution, populations that spend more than 30% of their income on housing, or populations that have been heavily impacted by displacement.

Since cost is the biggest barrier to participation, the City should fund programs to reach out and promote access to discounted memberships. This should include setting aside a portion of permit fees collected from shared mobility companies to fund equity programs.

Recommendations in action

Since the OakMob101 events, Motivate has made significant changes to the bike share system in response to some of the community concerns highlighted within this report. These changes include offering cash payment at the Oakland Public Library and BART Bike Stations, extending the ride time on discounted memberships to one hour, adding CalFresh as a qualifier for discounted memberships, and an adaptive bike share pilot with Bay Area Outreach and Recreation Program (BORP) to increase access for people with disabilities. While improvements are still needed to serve more Oakland residents, Motivate has set a precedent for other private mobility companies in being responsive to community needs and thinking comprehensively about increasing access.





CONCLUSION

The future of shared mobility in Oakland is ours to decide. There are clear gaps and inequities in current plans and infrastructure, but with a commitment to filling them, we can expand the benefits of these programs to reach all our neighborhoods and residents. And we can do so in a way that is driven by communities, owned collectively or publicly, with shared benefits.

The future of shared mobility in Oakland is ours to decide.

While it may be too late to apply some of the lessons learned in Oakland, such as including communities from the earliest stages of a planning process, we hope that other cities and jurisdictions can learn from our mistakes. And in communities like Oakland that have already begun their shared

mobility programs, it is never too late to make changes to increase access, equity, and justice.

The combined costs of housing and transportation are only slated to increase. The City should take this opportunity to leverage shared mobility to help Oaklanders who have previously relied on infrequent bus service or car-ownership.

Mobility is necessary to access jobs and housing, but the reality is that many black and brown communities have been denied this crucial amenity. This denial of mobility is deeply embedded in the political and cultural practices of our government and will not be erased overnight. This work is complex and layered, and will take significant policy changes and a deep cultural shift in how we plan our communities.

Oakland's approach to making streets accessible and safe must consider the mobility disparities that continue to exist for black and brown bodies.

This can only happen with deep and authentic understanding of race, class, and gender identity dynamics that play out on public streets. Oakland must distribute resources accordingly and make the appropriate investments that respond to our history of disinvestment.

Shared mobility innovations have incredible potential to empower people, connect disconnected communities, and create opportunity with more reliable, affordable transportation options. With commitment and accountability we can move towards equity and justice. Oakland, let's keep striving to meet that potential.



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