TRANSPORTATION

MISSION STATEMENT

To envision, plan, build, operate and maintain a transportation system for the City of Oakland - in partnership with local transit providers and other agencies - which provides safe, equitable, and sustainable access and mobility for residents, businesses and visitors.

PRINCIPLES

1. SAFE STREETS FOR ALL
2. GREAT NEIGHBORHOODS
3. ECONOMIC DEVELOPMENT
4. TRANSPORTATION OPTIONS
5. SUSTAINABLE INFRASTRUCTURE

GOALS

- To attract new funding and manage existing revenues to enhance, operate and maintain Oakland’s transportation policies, programs, services, and infrastructure.
- To develop and complete transportation capital projects through a comprehensive process including visioning, planning, project identification and prioritization, design, and project construction.
- To support economic development and housing by implementing the major projects included in the Alameda Countywide Transportation Plan and local plans, including the Oakland Army Base, the City’s Bicycle and Pedestrian Master Plans, and transit-oriented development at West Oakland, Macarthur, Downtown, Fruitvale and Coliseum BART stations.
- To work closely with BART, AC Transit, Capital Corridor, paratransit and others to achieve a state of good repair and support transit service and stations improvements.
- To accelerate the improvement, operation and maintenance of Oakland’s 805 miles of streets, 1,500 miles of sidewalks, 150 blocks of path and stairways, and 671 traffic signals.
- To manage and improve performance and customer satisfaction with all of the City of Oakland’s on-street and off-street parking.
- To support programs and policies that improve and expand transportation choices, such as car sharing, bicycle sharing, on-demand ride-sharing and transit pass programs for residents and employees.
- To operate an effective, responsive and accountable organization that can attract and retain top quality staff and provide professional development opportunities to all staff in order to successfully innovate and implement the best practices to serve the evolving needs of residents.
- To measure performance, provide comprehensive information to the public, and to guide investments in the City’s transportation assets to improve mobility and reduce operations and management costs where feasible.

DIVISION DESCRIPTIONS

OFFICE OF THE DIRECTOR

Directs and coordinates work for the Department, including legal and legislative issues, and policy and procedure development, as well as other inter-departmental and inter-division special projects. Oversees administrative functions, including fiscal and personnel management for Department. Manages Public Information, Data Analytics and Asset Management. Collects, analyses, and distributes data to provide city and the public with timely, relevant information on transportation service and projects. Coordinates transportation asset management for cost-effective and transparent. Support Administration to develop and track performance metrics for all assigned work.

POLICY, PLANNING AND PROGRAMMING

Carries out long-range transportation planning, participates in regional planning efforts to develop transportation policy and projects, and works to identify funding to implement the transportation elements of the City's adopted plans and policies. Fosters public and private partnerships to support Oakland’s land use, economic development and equity goals. Supports current planning by providing the

PLANNING & BUILDING DEPARTMENT with development review, and by participating the development of specific and general plans and land-use related policies such as impact fees, Conditions of Approval and parking requirements.

COMPLETE STREETS CAPITAL DELIVERY

Provides project management to develop and deliver multi-modal transportation, streetscape and public space improvements on time and on budget, including planning and development, fundraising, design and engineering, community involvement, environmental, review and construction management. Capital Projects also supports partner agencies including BART and AC Transit, and other City agencies, including the Port of Oakland, Planning & Building Department and the Economic and Workforce Development Department to realize significant transportation improvements in the city.

PARKING AND MOBILITY MANAGEMENT

Manages the city's off-street parking and curb space, including on-street parking including policy, parking infrastructure, meter management and enforcement to serve the public needs for private vehicles, transit, taxis, commercial loading, bicycle parking, parklets and other public benefits. Develops and administers programs and policies that improve and expand transportation choices, such as car sharing, bicycle sharing, and transit pass programs for residents and employees.

INFRASTRUCTURE MAINTENANCE

Monitors the condition of city streets and manages pavement maintenance, sidewalk repair, and bicycle infrastructure.

TRANSPORTATION OPERATIONS AND SAFETY

Operates and works to improve the day-to-day operation of the City’s street system, including paving design, traffic signals, and signs, and temporary Traffic Management Plans. Implements Bicycle and Pedestrian Plan, including bike parking, safety improvements, bicycle-related pavement markings, crosswalk upgrades, signal management, wayfinding and safety signage.