



2021 Public Safety Survey Summary of Findings

Dimond Improvement Association

December 2021

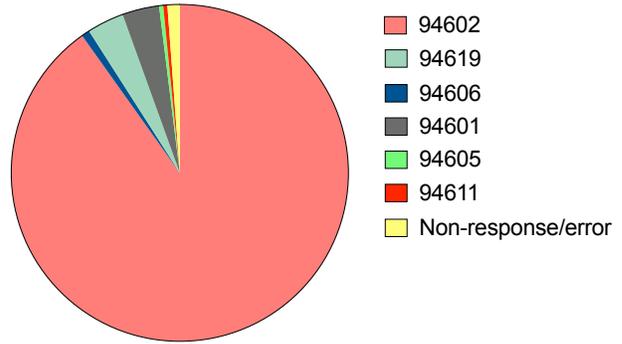
Abstract

During the late summer of 2021, the Dimond Improvement Association surveyed the people of the Dimond district. 254 respondents provided us with their concerns about specific safety issues and many provided opinions for how to fix them. Our public safety committee is now thinking about how to use this information to make the Dimond a safer place. While personal and property crimes rank highly in the minds of our community members, traffic safety stands out the most to our respondents. Our survey results indicated that people find MacArthur Blvd to be more unsafe than residential streets in the Dimond, and when asked to choose a vision for MacArthur over the next ten to thirty years, a clear majority chose options that prioritize pedestrian safety and public transportation. We also gathered data on which intersections in the neighborhood are of particular concern to our respondents, which we hope to use in our long-term advocacy work within the city.

Introduction

The Dimond Improvement Association (DIA) conducted a public safety survey of the Dimond community between August and September 2021. Our goal was to collect feedback from those who live in, come to, or transit through the Dimond on issues of public safety to learn how the DIA can better serve the community. While we asked questions on personal and property crime, we paid extra attention to road safety that will allow us to engage in long-term city planning and decision making.

Over the course of the survey period, we promoted the survey by direct engagement through established DIA channels and local community groups, as well as in-person tabling at strategic locations. Between the English and Spanish survey options, we received 254 responses, 90% of which came from the 94602 zip code (**Figure 1**).



Total=254 **Figure 1:** Respondents' Zip Codes

General Safety in the Dimond

We sought to gauge participants' current feelings about safety in the Dimond by determining how they felt about their general well-being after dark. We suspected that people would have safety concerns in the neighborhood at night, and these concerns can affect business hours and economic activity.

Respondents were asked to score their feelings of safety from 1 to 5 (1 being not safe and 5 being extremely safe/no issues, with a median possible score of 3).

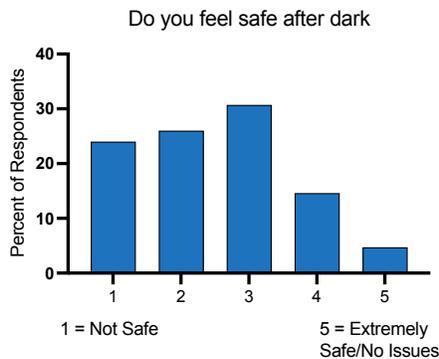


Figure 2: Scoring Safety After Dark

50% of respondents selected a 1 or 2, 19.3% selected 4 or 5, while 30.7% selected 3. The average was 2.5, indicating that people lean toward feeling unsafe after dark (**Figure 2**).

Respondents were then asked what from the following list would help them feel more secure after dark: more street lighting, more pedestrian activity, more security cameras, more late-night businesses, and greater police presence.

Greater than 50% of respondents selected

more street lighting, more pedestrian activity, and more late-night businesses (**Figure 3**). A smaller proportion of respondents selected more security cameras and greater police presence, with the lowest percentage of respondents selecting security cameras as an option.

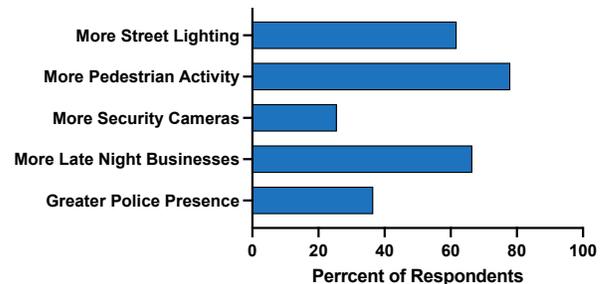


Figure 3: Neighborhood Features that Would Make People Feel Safer After Dark

Participants were also able to write-in their own ideas of what would make them feel safer. Of the write-in options, ten people suggested an unarmed citizens' patrol similar to the ambassador service that the Uptown and

Downtown Business Improvement District offers (Figure 4). Additionally, six people stated that fewer police would make them feel safer. Taken together, the majority of respondents feel safer with lower-stakes safety measures that correspond with robust economic activity rather than strategies that may result in punitive results.

The DIA engages with the neighborhood's Community Resource Officer (CRO), an OPD officer who covers the Dimond in the context of his normal duties. Participants were asked to share with what they would like their CRO to hear from them the most. Respondents were most concerned with area crime (40.6%) and traffic safety (31.3%) when asked what they wished to communicate to our Community Resource Officer (Figure 5). A smaller percentage voiced the need for more police, policing alternatives, concerns of racial profiling, and in a few cases, less police.

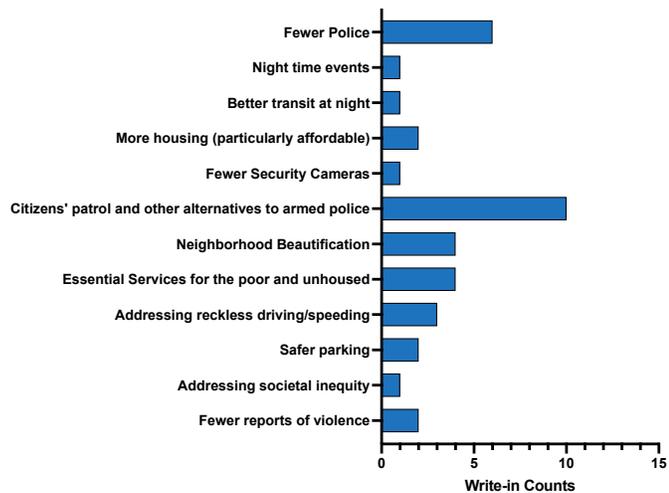


Figure 4: Write-in Features that Would Make People Feel Safer After Dark

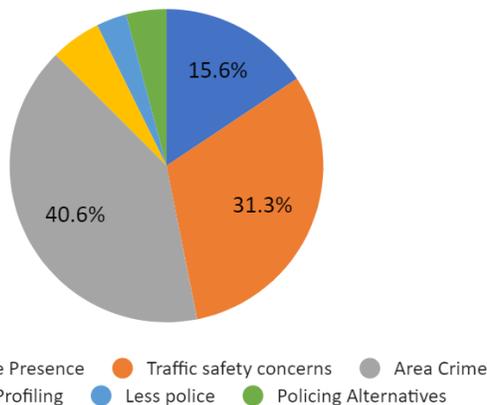


Figure 5: Feedback for Community Resource Officer

allowed participants to state that more than one issue was of equal importance. Respondents were allowed to select a level of concern from 1 to 5 (1 meaning less concerning or not an issue, and 5 meaning most concerning, with a median possible score of 3).

From these scores we were able to rank the issues against each other and come up with the most pressing issues in the neighborhood. Figure 6 presents the average scores for each of the highlighted issues, with the more concerning issues toward the right side of the X axis. Safety from

We sought to further understand the general safety concerns in the Dimond by asking how survey participants score their concern for a set of issues. We focused on safety from reckless driving, car break-in, muggings, aggressive panhandling, violent crime, racial abuse and discrimination, burglaries, and unsafe crosswalks (noting that crosswalks can be unsafe independent of reckless driving). Importantly, respondents were asked to score these issues in isolation and not to rank them against each other. This

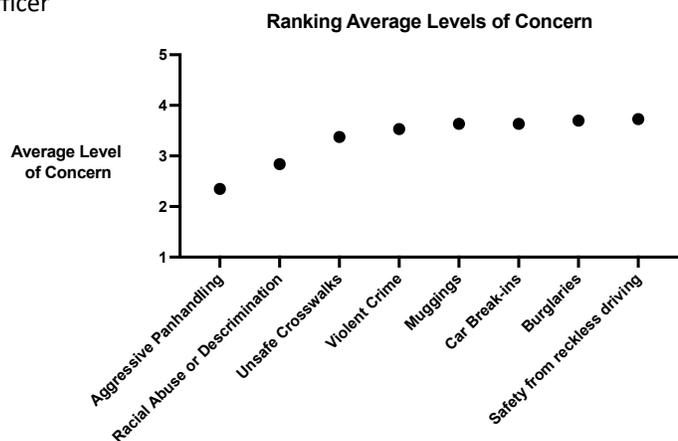


Figure 6: General Safety Concerns Ranked. Lower Concern on the Left to Higher Concern on the Right

reckless driving was the most concerning issue to survey respondents, while aggressive panhandling ranked the least concerning. Only aggressive panhandling and racial abuse or discrimination scored below 3.

Traffic Safety in the Dimond

To further understand how respondents felt about traffic safety, we dedicated several questions to the issue. Traffic safety has become a topic of national concern, with 2020 seeing the number of national traffic fatalities increase [7.2%](#)¹ despite lockdowns related to COVID-19. Here in the Dimond District, we have seen an increase in sideshow activity and more brazen speeding by automobiles. A public safety survey with a focus on roads seemed appropriate for the moment.

Respondents were first asked to score how safe they felt the roads were in areas of the Dimond that they consider entirely residential, areas that are not exclusively residential and MacArthur Blvd (a score of 1 meaning not safe, while a score of 5 meaning extremely safe/no issues, with a median possible score of 3). MacArthur Blvd was considered the least safe of the three areas, with a score of 2.4, with other areas that are not exclusively residential and residential neighborhoods scoring 2.6 and 3.2 respectively (**Figure 7**).

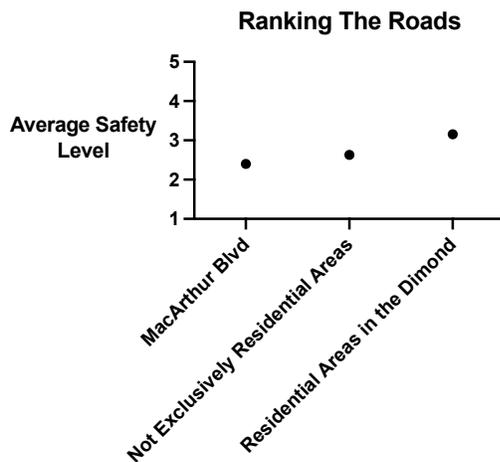
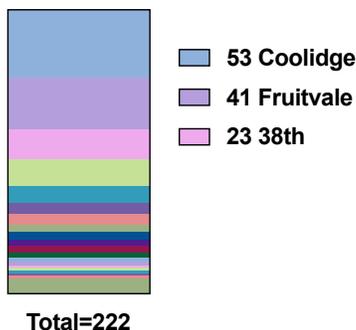


Figure 7: Average Scores for Safety of the Roads Listed. 1 = Less Safe, 5 = More Safe

We wanted to create a database of problematic areas in the Dimond with community input. To this end, we asked survey takers to record intersections or stretches of roads where they see the most concerning safety issues. Because MacArthur Blvd stood out as particularly unsafe, we wanted to allow enough space for respondents to comment on that road in addition to all other roads. 53 separate survey respondents indicated that intersection at Coolidge Ave is the most concerning MacArthur junction in the Dimond, followed closely by the intersections at Fruitvale-MacArthur and 38th-MacArthur, at 41 and 23 respondents respectively (**Figure 8a**). When asked about areas and intersections not on MacArthur Blvd, respondents indicated that the intersection at Fruitvale and Lyman was the most concerning, with a count of 40 responses. They also stated that Fruitvale Ave was dangerous from Bienati to MacArthur as well as MacArthur to Coloma, 10 and 9 respectively (**Figure 8b**). The fact that these areas were highlighted is not surprising given the sideshow activity on MacArthur Blvd, and location of Dimond park at Fruitvale and Lyman. For a full list of responses, see accompanied [data](#)².

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A Concerns on MacArthur Blvd



B Concerns on Streets Not MacArthur Blvd

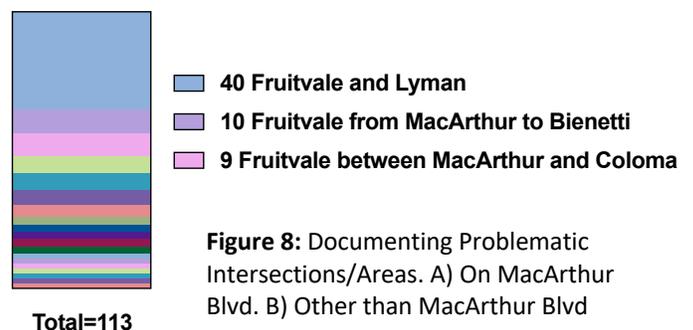


Figure 8: Documenting Problematic Intersections/Areas. A) On MacArthur Blvd. B) Other than MacArthur Blvd

The City of Oakland is planning a major infrastructure overhaul of MacArthur Blvd to accommodate multi-modal transportation as part of the City’s [capital improvements program](#)³. These improvements will surely go through public review so that interested community members can have their voices heard. We thought it would be a good idea to take the opportunity to ask the Dimond community what kinds of changes they would like to see. Participants were asked how they envision MacArthur Blvd over the next 10 to 30 years. Their options were: MacArthur reverts to a four-lane highway that would provide an overflow route for I-580 as a transit corridor for cars; MacArthur Blvd has no changes other than road maintenance; MacArthur is redesigned to prioritize pedestrian travel and public transit, while directing private vehicle traffic to I-580; and to improve public transportation, MacArthur should eventually become a kind of Limited Traffic Zone, where street traffic should be available only to MacArthur residents and businesses, busses and bicycles. Our thinking was that these answers represent the different strategies utilized in the world to manage automobiles, buses, and alternative transit modes. Participants were also allowed to write-in another answer in the event they were not satisfied with any of the options.

Most respondents, 51%, stated that they would prefer MacArthur to be redesigned to prioritize pedestrian travel and public transit (**Figure 9**). 15% of respondents want no changes other than road maintenance, 15% stated they want a Limited Traffic Zone where vehicle traffic is highly restricted, and 4% want MacArthur to revert to a four-lane highway. In addition, 3 percent of respondents filled in their own answers that did not match any of the offered answers and there was a 13% non-response rate.

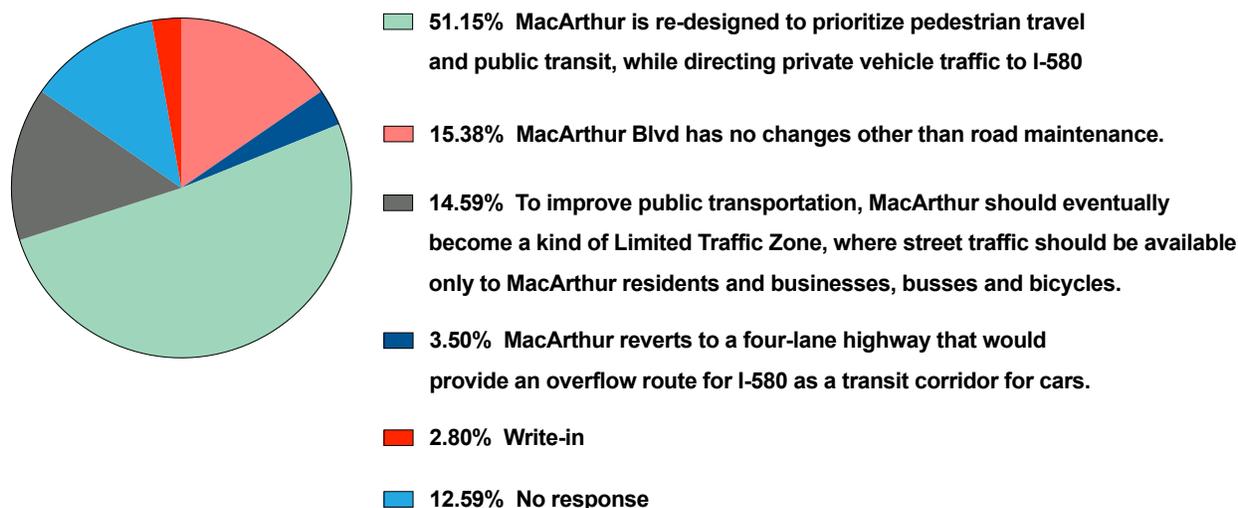


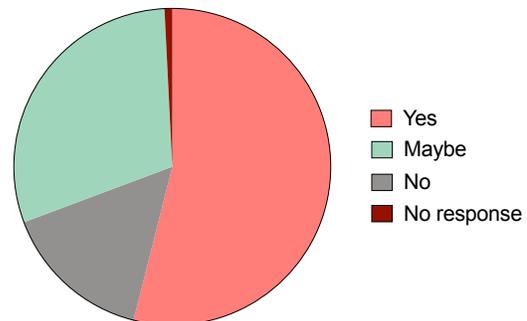
Figure 9: Visions for the Future of MacArthur Blvd

In total, 66% of respondents desire a more pedestrian-friendly MacArthur Blvd that is designed to provide better public transit service, a finding that reflects many of the road changes happening around Oakland, particularly Telegraph Ave and International Blvd. The results presented here suggest that the Dimond community wants to see these changes here as well.

To dig deeper into what changes respondents would like to see to increase pedestrian quality of life and support public transit, we chose to ask about a potential trade-off: on-street parking. On-street parking presents an engineering challenge to pedestrian-focused urban design, as it competes for space that could otherwise be dedicated to pedestrians as well as alternative transportation modes, such as biking.

Participants were asked if they were willing to sacrifice on-street parking in the business district for more pedestrian space (with expanded sidewalks, parklets and protected bike lanes provided as examples). 54% of respondents stated that they were willing to make this sacrifice, with 30% stating maybe and 15% stating they were not willing (**Figure 10**).

Respondents were also given space to make a comment on this question. With 20 individual comments, the most common write-in opinion reflected the desire for better pedestrian and/or bike infrastructure (data not shown). This comment was also most common for those who stated they were willing to sacrifice on-street parking. For those who indicated that they were unwilling to give up these parking spaces, the prominent concern was a general disapproval for traffic calming infrastructure. For those who indicated they were maybe willing to sacrifice these spaces, the prominent comment was a desire to balance pedestrian safety with parking issues for businesses.



Total=254

Figure 10: Giving up On-Street Parking for Pedestrian Space

Conclusion

The DIA continues to strive to better serve the Dimond community. We conducted the 2021 public safety survey to engage with residents and visitors to the Dimond in an evidence-based way. In the past, the public safety committee of the DIA has focused on overseeing our security camera system for emergency use and maintaining relationships with the Community Resource Officer (CRO). However, with issues like road safety, there is a limit to the effectiveness of both of these tools.

The results presented here suggest a community desire for alternatives to our traditional tools for improving public safety in the Dimond District. These alternatives could include advocating for better lighting infrastructure and zoning changes that place more residents and businesses in the business district.

The community also desires major changes to the built environment of the Dimond. People want a more pedestrian-focused plan for the neighborhood, with an emphasis on enhancing public transit and directing vehicle traffic away from MacArthur Blvd. A way in which the DIA could work towards these goals is by getting involved in the planning process for the *MacArthur Blvd: Lakeshore to East Oakland Connection Project* through the capital improvements program.

While we were excited about the amount of community participation with the survey, we acknowledge that despite our direct outreach, we underperformed our goals of adequately reaching each of the Dimond's racial and ethnic groups. It is interesting to think about how survey responses would change with higher participation from these groups; for instance, one wonders how opinions about supporting public transit in the neighborhood would be different given that people of color make up the [vast majority of AC transit riders](#)⁴. The Dimond Improvement Association cherishes diversity and will continue to reach out to underrepresented groups to make the Dimond District safe, beautiful, and enjoyable for everyone who comes here.

¹ NHTSA. (2021, June 03). 2020 Fatality Data Show Increased Traffic Fatalities During the Pandemic. US Dept of Transportation. <https://www.nhtsa.gov/press-releases/2020-fatality-data-show-increased-traffic-fatalities-during-pandemic>

² 2021 Dimond Public Safety Responses for the public. (2021, Dec 15). Dimond Improvement Association. <https://docs.google.com/spreadsheets/d/1FApzXQEL4FPARfO8Cy2AkA6jeDGXjUlRqiwhvJyAGpw/edit#gid=226326277>

³ Oakland Capital Improvements Program Fiscal Year 2021-2023. City of Oakland. <https://cao-94612.s3.amazonaws.com/documents/FY-21-23-Adopted-CIP-Book-9.29.21.pdf>

⁴ 2017-2018 Onboard Survey Summary of Findings. 2018, July. AC Transit. https://www.actransit.org/website/uploads/board_memos/17-231a%20Rider%20Survey%20Atch%20Red%20Folder.pdf