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Mayor Trish Herrera Spencer
Vice Mayor Frank Matarrese
Councilmember Tony Daysog
Councilmember Marilyn Ezzy Ashcraft
Councilmember Jim Oddie

I recently attended a meeting regarding the Central Avenue Complete Street Concept Proposal and have these observations about the concept and the process.

The process left many attendees disappointed and with these negative impressions:

- City planners view community meetings as a necessary evil, at least in this case, but as advocates themselves they really already plan on going ahead;
- The planners are not really interested in hearing the community, so "time constraints" are invoked to avoid hearing the opposition more than minimally; and
- Charts and Powerpoint slides suit the intended outcome with a sales pitch, avoiding the issues residents and drivers experience everyday on Central.

The concept has these apparent flaws:

- It serves a very small but vocal group, the bicycle lobby;
- It gets its impetus from the grant of funds that must be spent or lost to the city;
- It can be warped to fit the oft quoted "best practices" from the U.S. Department of Transportation;
- It does not adequately address issues that are apparent to the residents of the area and the police force (if they are permitted to speak on the issues);
- It uses euphemisms, like "traffic calming" to avoid using terms residents or drivers would use, like "traffic choke point";
- It does not consider adequately the issues experienced by drivers entering Central from Fifth, McKay or Crown Drive;
- It does not adequately consider the impact of the development of Alameda Point;
- It does not consider at all the use of lanes for deliveries or for moving vans at the many apartment buildings on Central; and
- It inadequately considers the three schools on Central and the impact of dropping off and picking up children.

There are aspects of the "proposal" that do make sense and achieve what residents would like to see without making Central a parking lot impossible to enter from driveways and intersections not controlled by traffic signs or lights:

There are aspects of the "proposal" that do make sense and achieve what residents would like to see without making Central a parking lot impossible to enter from driveways and intersections not controlled by traffic signs or lights:

- A traffic light at Sixth and Central would achieve most of the "calming" needed;
 and
- The widening of the street and rationalization of the intersection at Main and Pacific .

The voters of Alameda, particularly those in the West End, expect the Council to consider all of the aspects of this proposal - and alternatives that are less disruptive, such as parallel streets - and to rein in those who would serve the vocal minority at the expense your constituents who live and drive in the area. There are alternatives to using the main artery of Central and no proposals seem to match that possibility.

Sincerely, 6-16-15