

**Proposal to Build Support for the Gilman Street/I-80 Roundabout with  
Assistance from the Gilman Street Business Community**

Prepared for  
Tony Weiden, Owner Glass Mountain

Prepared by  
David Brehmer, Co-chair CSEB

January 24, 2012

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January 20, 2012

Tony Weiden  
 Glass Mountain  
 1314 4<sup>th</sup> Street  
 Berkeley, CA 94710

Dear Mr. Weiden:

As you are no doubt aware, the current Gilman Street/I-80 interchange is a mess. It is the most dangerous system of intersections in the city, according to Berkeley Police Department statistics. Motorists, cyclists, and pedestrians alike actively avoid the area and the adjacent businesses. Six years ago the City of Berkeley and Caltrans proposed, analyzed, and approved a plan to construct a double roundabout to alleviate the Gilman Street traffic problem. Though a roundabout would markedly increase safety and bolster the local economy, no action has been taken. Citizens for a Safer East Bay (CSEB) believes, with the assistance of the Gilman Street business community, we can generate overwhelming support for the proposed roundabout and convince local officials and Caltrans that action must be taken now.

### **Background**

The statistics surrounding the complex Gilman Street/I-80 interchange make its danger clear. According to Berkeley Police, an average of 35 traffic collisions occur at the intersections of I-80, Gilman Street, Eastshore Hwy, and West Frontage Road each year, the most of any intersection in the city. 10 of those collisions involve serious injury. In 22 cases, unsafe turning is cited as the cause. A recent survey conducted by CSEB found 81% of East Bay residents polled avoid traveling on the Gilman Street interchange for fear of an accident. But safety, while the prime concern, is not the only consideration in this case.

Construction of a roundabout would not only improve traffic issues, it would bring customers back to Gilman Street establishments and generate respect for business owners. 43% of residents polled in the same study avoid patronizing businesses along Gilman Street strictly due to the harrowing intersections, and a full 100% feel the city of Berkeley should alter the interchange. By creating a safer, less complex series of intersections, we are removing those residents' impediment to shopping on Gilman Street. In addition, if Glass Mountain and other local establishments are seen supporting the roundabout campaign, it will prove a strong commitment to the well being of the community, creating a bond of respect and loyalty between customer and proprietor. Studies have shown a positive correlation between the strong ethical and moral character of a company and its overall performance; and companies with strong overall performance have been found more likely and able to benefit the community. Thus,

improvement of traffic flow will lead to a lasting improvement for both local merchants and the community as a whole. And, a roundabout, after careful analysis of the alternatives, has been determined the most effective and efficient improvement to be made.

Traffic signals, as confirmed in a Caltrans study, would only worsen the situation. Installing a stoplight at the bottom of the I-80 on and off ramps would back up traffic onto the highway, multiplying the already dense gridlock during peak hours. A signal at the intersection of Gilman and West Frontage would back up traffic across the railroad tracks, creating a number of dangerous and convoluted scenarios if and when a train rolls through. Traffic signals would cost the city an additional \$12,000 each year in power consumption and regular maintenance. And, because roundabouts reduce delays and stoppages, overall vehicle gas consumption is reduced. A roundabout will create savings for both Berkeley and its citizens, but construction has yet to begin.

### **Our Solution**

With the assistance and endorsement of the Gilman Street business community, CSEB will generate overwhelming public support for the proposed roundabout and prove its benefits. Our plan consists of four actions: gathering signatures, writing letters to local officials, attending public meetings in Berkeley, and distributing pro-roundabout posters and fliers throughout the East Bay. We welcome your participation in placing petitions, fliers, and posters visibly in your store; writing letters describing the personal and economic impact of the current Gilman Street interchange; and attending and speaking at local city council meetings in support of our campaign. Your cooperation lends legitimacy to our assertions of economic impact and proves to the city the widespread need for and support of the roundabout proposal. With these simple efforts, we will raise a powerful voice for the improvement of the city.

### **Schedule**

We have set up a public hearing on March 13<sup>th</sup> in Berkeley City Council Chambers. There we will state our case and present collected signatures. You are encouraged to join us and speak. CSEB will hold an informational and organizational meeting February 4<sup>th</sup> to discuss our data and strategies. We welcome any from the Gilman Street Business community that wish to attend.

January 30 <sup>th</sup> , 2012	Flier and poster designs submitted for approval
January 31 <sup>st</sup> , 2012	Meeting of Berkeley City Council - we will bring up our campaign during the public comment period. Any are welcome to attend.
February 4 <sup>th</sup> , 2012	CSEB informational meeting. Contact me for location and time.
February 28 <sup>th</sup> , 2012	Meeting of Berkeley City Council - we will again speak during public comments, and will announce the public hearing.
March 5 <sup>th</sup> , 2012	All letters should be in the mail before this date.
March 12 <sup>th</sup> , 2012	Petitions collected
<b>March 13<sup>th</sup>, 2012</b>	<b>Public hearing - 7:00 pm in City Council Chambers</b>

**Estimated Costs**

Material needs for this project are few, thus costs are minor. CSEB members and I will cover all costs, though any supporting donations are gladly accepted and will go to help the cause.

<b>Item</b>	<b>Size</b>	<b>Price Per Unit</b>	<b>Amount</b>	<b>Estimated Total</b>
2-color posters	11"x14"	\$1.50	500	\$750
Color fliers	8.5"x11"	\$0.89	300	\$267
Petitions	8.5"x11"	\$0.08	500	\$40

**Conclusion**

The potential benefits of our plan are many, and the importance of the cause is clear. Construction of a double roundabout on Gilman Street will reduce fatal traffic collisions and greatly improve traffic flow. Formerly fearful motorists will return with confidence and respect to the Gilman Street businesses that fought for the community's welfare. Our campaign will prove widespread need for and support of the Gilman Street roundabout and convince the City of Berkeley action must be taken now. Please take the time to read our full proposal and join our cause.

With your endorsement we will plot a more prosperous future for Gilman Street; and together we will stand up for a better, safer Bay Area.

Thank you for your time and consideration,

Sincerely,

David Brehmer,  
Co-chair Citizens for a Safer East Bay

## **APPENDIX A**

### The CSEB: Who Are We?

Citizens for a Safer East Bay are a committed group of East Bay residents dedicated to the improvement and safety of our community. Jeannine Chappell and I chair our group. Jeannine is the mother of Alex Chappell, a dear friend of mine who lost his life in a collision with a drunk driver. I was riding with him when we were struck from behind. The truck flipped and rolled many times. I was hospitalized with two broken legs from which I am still recovering. Alex did not make it. Jeannine's and my shared experience has instilled a sense of duty to prevent as many such tragedies from happening as possible. Our diverse group is made up of community members of all ages who share this ideal. We largely fund ourselves, though some additional monies have been collected from sympathetic groups and private donations. Financial information is available upon request.

## APPENDIX B

### MAILING ADDRESSES

Mayor Tom Bates  
2180 Milvia Street  
Berkeley, CA 94704  
mayor@cityofberkeley.info

Councilmember Linda Maio  
2180 Milvia Street, 5<sup>th</sup> Floor  
Berkeley, CA 94704  
lmaio@cityofberkeley.info

Lieutenant Diane Delaney  
2100 Martin Luther King, Jr. Way  
Berkeley, CA 94704  
DDelaney@ci.berkeley.ca.us

Senator Loni Hancock  
1515 Clay Street, Suite 2202  
Oakland, CA 94612

District 4 Caltrans Director  
Bijan Sartipi  
P.O. Box 23660  
Oakland, CA 94623  
Biajn.sartipi@dot.ca.gov



## APPENDIX C

### CSEB Survey: December, 2011

The following survey relates to the traffic corridor comprised of the Gilman St Exit off of I-80 and its intersection with traffic from W. Frontage Road and Eastshore Hwy in Berkeley.

Please answer yes or no to questions 1-7. Write your own thoughts for question 8.

1. Have you driven through this corridor before?
2. Have you ever witnessed a traffic collision in this corridor?
3. Have you ever witnessed a pedestrian hit by traffic in this corridor?
4. Have you ever avoided using this corridor because you feel it is an overly dangerous or anxious experience?
5. Have you ever avoided patronizing businesses on Gilman St in order to avoid using this corridor?
6. Have you ever avoided walking across these intersections because you feel it is overly dangerous?
7. Do you feel the city of Berkeley should change these intersections?
8. What solution would you like to see put in place at these intersections?

AGE:

RESIDENCE:

## **APPENDIX D**

### **Email Interview with Lieutenant Diane Delaney: December 6<sup>th</sup>, 2011**

Dear Ms. Delaney,

I am drafting a proposal on traffic conditions and possible solutions for the Gilman/I-80/W. Frontage Road intersections. Could you help me with some basic information about the area?

**Q: Does the City of Berkeley consider that interchange a problem?**

A: Yes. It is statistically the most dangerous intersection in Berkeley. There are an average of 35 accidents each year.

**Q: How many accidents occur at that intersection?**

A: Here are the statistics from last year, gathered from August 1, 2010 through July 31, 2011:

- Total collisions – 35
- Injury collisions – 10
- Total injuries – 11
- Non-injury collisions (including hit/runs) -14
- Hit and Run collisions (non-injury) -2

**Q: What is the most common cause of accidents at that intersection?**

A: Last year, 22 were caused by unsafe turning onto or off of Gilman Street. The rest were speeding related.

**Q: Do you know how many vehicles pass through each year?**

A: It averages about 20,000 a year.

**Q: Are there any plans to remedy the traffic problems at that intersection?**

A: The best solution is safe driving, of course. I know there is a proposal for a roundabout in the works. Caltrans has the plans ready. Stoplights are not really viable because traffic would back up onto the highway, and across the railroad tracks. The soccer field has added some traffic, but we're keeping our eyes on it. It's a difficult intersection.

Thank you for your time,  
Sincerely,  
David Brehmer

## **INFORMATIVE ABSTRACT**

### **The Problem**

The Gilman Street/I-80 interchange is the most dangerous intersection in Berkeley. It is the site of the most traffic collisions in the city, a menace to motorists, and a near impossibility for pedestrians. Many drivers avoid patronizing Gilman businesses altogether in order to avoid the interchange. There is an ideal solution to this problem that sits unused. Six years ago the City of Berkeley and Caltrans proposed construction of a double roundabout sure to solve Gilman Street's traffic woes, but have yet to put the plan into action. The roundabout will decrease collisions, improve traffic flow, create safe crossings for cyclists and pedestrians, and allow customers to return to Gilman Street establishments. The funding has been secured, the plans drawn up, and Caltrans has reviewed the alternatives, finding a roundabout the most helpful and efficient solution. Still, no schedule for construction has been announced.

### **The Plan**

Citizens for a Safer East Bay (CSEB) is asking for the help of Gilman Street business owners in creating a campaign to garner overwhelming public support for the proposed roundabout. We will convince city officials action must be taken now for the safety and prosperity of our community.

Our plan consists of four activities: gathering signatures, writing letters to local officials and Caltrans, attending public meetings in Berkeley, and hanging pro-roundabout posters and fliers along Gilman street and throughout the East Bay.

The approval and support of Gilman Street business owners in these actions is paramount to our efforts. It will lend legitimacy to our assertions that the local economy is affected by the current traffic situation, and create a bond of confidence and respect between businesses and the community at large. When a business proves it is concerned with the customer's well being, the customer will respect and support that business. Support for the construction of a roundabout will not only foster a safe, unified community environment, it will bolster the Gilman Street economy and lead the way for further collaboration in the future.

### **Conclusion**

Our simple actions in this campaign can have a tremendous effect on our community. If we convince the City of Berkeley that a roundabout is necessary and widely favored, we will be securing the safety of our fellow citizens and plotting a more prosperous economic future. The Gilman Street business community and CSEB can only achieve this goal by working in cooperation with a spirit of civic pride and unity. Together we can help build a better, safer Bay Area.

## INTRODUCTION

### Problem

The Gilman Street/I-80 interchange and its surrounding area make up the most complex and dangerous intersections in Berkeley. A plan for its improvement sits unused as traffic collisions scar families for life. Comprised of seven outlets, traffic running from fourteen different directions, and no stoplights, the area is a menace to motorists and a near impossibility for pedestrians. Many drivers avoid the area entirely, as well as the businesses along Gilman Street, for fear of an accident. According to the City of Berkeley Traffic Department, 35 traffic collisions occur on and around this interchange every year. As a survivor of a fatal collision, I can vouch for the damage, both financial and physical, such an experience causes. It inflicts a lasting mental torment on both the individual and the family. In order to stem further damage and trauma to the community, the city of Berkeley has proposed the construction of a double roundabout, but has yet to follow through on the plans. As responsible members of the community, we must do all we can to speed up the completion of this proposal and bring safety and peace of mind to Gilman Street.

### Solution

We propose Gilman Street business owners, in cooperation with Citizens for a Safer East Bay (CSEB), begin an aggressive campaign to display active support and garner local approval for the proposed roundabout. We will accomplish this by gathering signatures via petitions, writing letters to local officials, distributing posters and fliers with pro-roundabout messaging, and attending public meetings to speak in favor of construction.

### Objective

Our objective is to convince the city of Berkeley that overwhelming public support for the proposed roundabout exists. We intend to show, through the cooperation of community businesses, that construction will not only improve safety in the area, but also increase patronage of Gilman Street establishments and bolster the local economy.

### Background

It is the complex layout of the area that makes the Gilman Street/I-80 interchange the most dangerous in Berkeley. Many motorists refer to it as "suicide alley." (Jones) Traffic traveling along Gilman is met with vehicles turning both left and right from the I-80 off-ramps, West Frontage Road and Eastshore Hwy, not to mention those driving on Gilman attempting to turn onto these roads. Because vehicles on Gilman have no stop signs or signals, cars attempting to enter Gilman from one of the side roads must wait and hope for an opening slow in coming due to

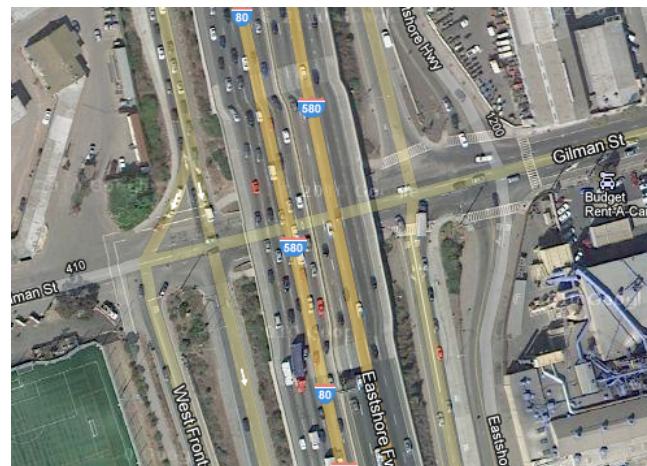


Figure 1: Gilman Street/I-80 Interchange. Source: SF Chronicle

the almost constant stream of traffic. The situation is exacerbated by large trucks driving to Pacific Steel and the city dump nearby, and by hundreds of parents shuttling their children to games and practices at the newly constructed Gilman Street Soccer Fields along West Frontage Road. Figures provided by the city of Berkeley show the intersection sees an average of over 20,000 vehicles each year, a number projected to rise to almost 27,000 in the next 20 years (Jones). According to Berkeley Traffic Department head Diane Delaney, an average of 35 collisions occur in the area each year, 10 involving serious injury. Berkeley police cited unsafe turning as the cause of 22 of those collisions. Motorists tired of waiting often make a dash for a break in the traffic that is too small, a mistake that can result in serious accidents.

### **COLLISIONS AT GILMAN ST/I-80/EASTSHORE HWY/WEST FRONTAGE**

**AUGUST 1, 2010-JULY 31, 2011**

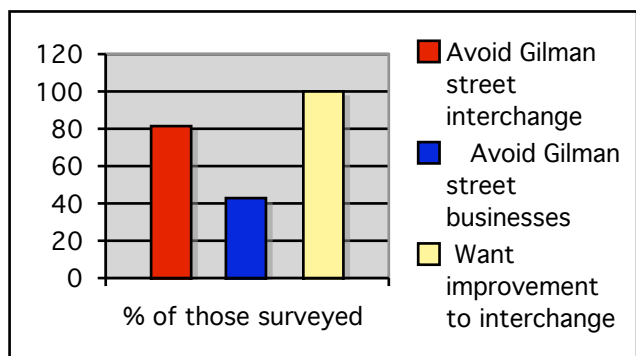
**Figure 2:** Source: Berkeley Traffic Department

Total Collisions	35
Injury Collisions	10
Non-Injury Collisions	14
Hit and Run Collisions	2

While safety is and should be a prime concern, the complex layout of the Gilman Street/I-80 interchange also affects the local economy. A recent survey conducted by CSEB found 81 percent of polled East Bay residents aged 21-60 avoid the Gilman Street interchange because they feel it is overly dangerous, 43 percent avoid patronizing businesses along Gilman Street strictly due to the harrowing intersections, and a full 100 percent feel the city of Berkeley should alter the interchange to increase safety, many of them adding that a roundabout would be the ideal solution. This data states clearly that improvements to the Gilman/I-80 intersections would increase patronage of Gilman Street establishments, and raise confidence in and respect for the Gilman business community.

When a group of businesses takes up the cause of its customers' safety and well being, those establishments are seen as thoughtful, concerned stewards of the community, creating a bond of respect between shop owner and customer. Over 80 corporate studies have examined the relationship between a company's ethical standards and its overall performance. 53 percent show a positive relationship. 68 percent of the studies show a positive relationship "when evaluating corporate social performance as an outcome of financial performance" (Margolis, Walsh, and Krehmeyer 4-5). Thus, customers that respect a business are more likely to patronize and support that business, and a business that does well will be more likely and able to give back to its customers. Support for the construction of a roundabout will not only foster a safe, unified community environment, it will bolster the Gilman Street economy and lead the way for further collaboration in the future.

**Figure 3:**  
**Survey of East Bay Residents on Gilman Street/I-80 Interchange**  
 Conducted by CSEB - December, 2011



Strong desire for community safety and prosperity notwithstanding, there is an impression that roundabouts will be too confusing and dangerous to be an ideal solution. The numbers gathered on roundabout projects throughout the country clearly refute these assertions. A study conducted by the Insurance Institute for

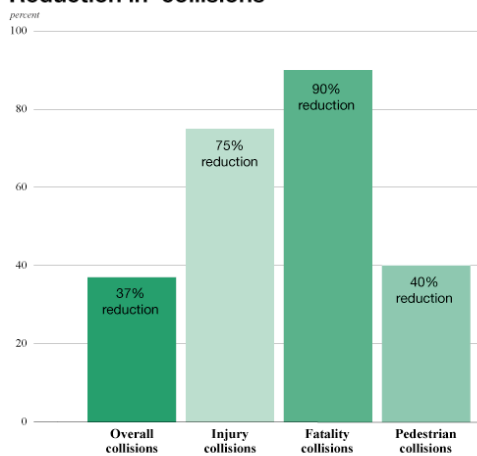
Highway Safety (IIHS) found traffic collisions decreased by 37 percent after roundabouts were constructed, while collisions resulting in fatalities decreased 90 percent (Persaud et al. 1-8).

Roundabouts reduce the probability of severe accidents because drivers are forced to slow down, typical speeds are between 15 and 20 miles per hour; drivers only yield, rather than come to a full stop, so there is no urge to speed up to catch a changing light; and roundabouts consist of only one-way traffic, this eliminates the possibility of vehicles colliding head-on or T-boning at an intersection. As you can see in Figure 5 below, there are far fewer potential points of impact in a roundabout than in traditional intersections. And, while many communities find roundabouts foreign and moderately confusing at first, engineers at Kansas State University have found roundabouts gain almost universal acceptance among drivers after only a few months, traffic delays are reduced by 20 percent, and traffic flow is improved by decreasing the number of vehicle stops during peak hours (Russell, Luttrell, and Rys 3).

In the six years since Berkeley proposed the construction of a roundabout, many have commented that such an overhaul would be much more costly and less helpful than simply installing traffic signals. A different IIHS study found that assumption false. While costs of roundabout construction are largely comparable to the installation of traffic signals, roundabouts eliminate the added costs of electricity consumption and maintenance associated with traffic signals, estimated at roughly \$3,000 per signal. The Gilman/I-80 interchange would require at least 4 signals, equaling \$12,000 a year. In addition, because roundabouts reduce delays and stoppages in traffic, overall gas consumption is reduced. Thus, roundabouts create savings for both cities as a whole and for individual motorists (Bergh, Retting, and Myers 11).

**Figure 4:**

#### Reduction in collisions



Source: Federal Highway Administration and Insurance Institute for Highway Safety (FHWA and IIHS)

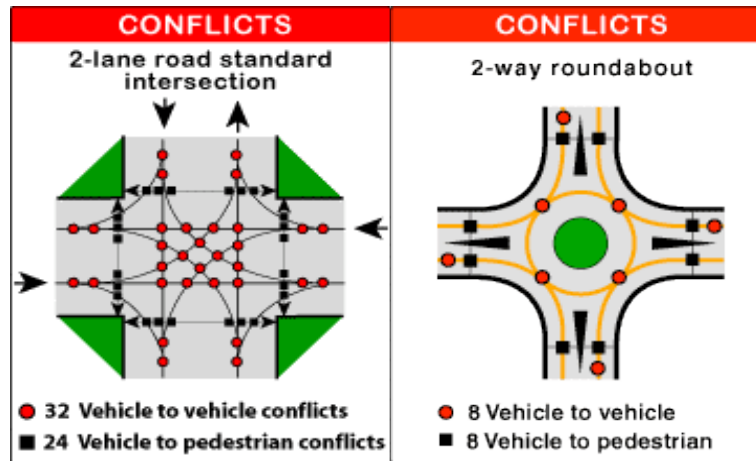


Figure 5: Source: Michigan State University, Gates and Maki

Unexpected costs are just one of the many reasons traffic signals would not be an ideal solution on Gilman Street. During the initial planning phase of the roundabout project the City of Berkeley asked Caltrans and W-Trans, the traffic engineering contractors hired for the construction, to evaluate other potential options, including traffic signals. Caltrans reported, due to the unusually complex layout of the area, traffic signals would worsen the situation and create potentially dangerous gridlock. Stoplights at the bottom of the I-80 off ramps would cause traffic to back up onto the freeway during peak hours, exacerbating the already high levels of congestion during those times. The presence of railroad tracks across Gilman Street creates further problems. Were a traffic signal to be installed at the intersection of Gilman and Eastshore Highway, vehicles would be backed up across the tracks, a scenario made that much more dangerous and convoluted if a train came through, separating the stream of traffic and causing vehicles attempting to turn right onto Gilman to pause on a green light, creating larger traffic jams and wearing on driver patience (Jones; Kamlarz). Caltrans found the roundabout proposed by W-Trans to be the best and most efficient overall solution.

The \$1.5 million plan, covered by allocated federal and local funds, entails constructing a double roundabout, allowing traffic to flow freely with only minor alterations of the roads involved. (Figure 6) One roundabout will be built on each side of the highway, with Gilman connecting the two as it passes underneath the I-80 overpass.

Traffic will be able to enter and exit from both sides of Eastshore Highway, make use of the I-80 on and off ramps, and exit and enter from West Frontage Road. Dedicated pedestrian and bicycle paths will be included, creating a safe route of passage to and from the Gilman Soccer Fields (Yur).

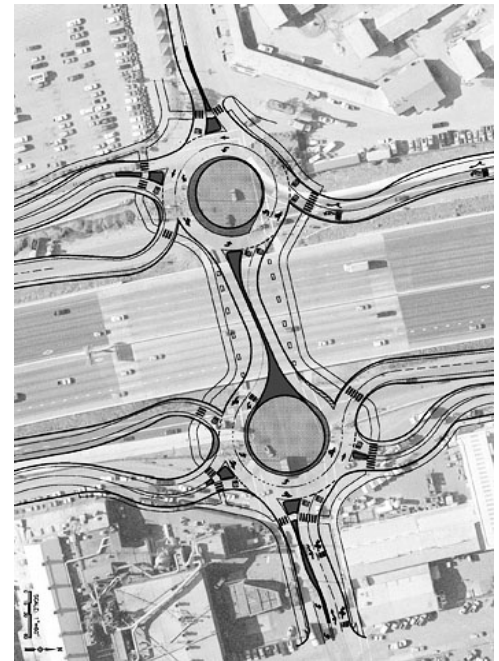


Figure 6: Source: Berkeley Transportation Division

## Needs

As the most valuable resources in our campaign are the will and cooperation of our members and the community, our material needs are relatively simple. Petitions will be printed and distributed among those who volunteer to help. I will create the template, and copies will be made as needed. Posters and fliers are being designed and will be submitted for final approval by all involved. We will have them printed inexpensively from an online company we have used in the past. Finally, we will need stamps for our letters to local officials. It is assumed that letter writers will have stamps, but CSEB will provide them upon request if needed.

## **DISCUSSION**

### Methods

Our plan consists of four main actions:

- 1. Gathering signatures**
- 2. Writing letters to local officials**
- 3. Attending public meetings**
- 4. Distributing posters and fliers**

#### **• Gathering Signatures in Stores and Areas of High Foot Traffic**

Petitioning is the cornerstone of our campaign, as it is the most efficient way to gauge interest and prove large numbers of support throughout the community. We ask all participating Gilman Street business owners to display petitions in a prominent store location, preferably at the sales desk or near the front door. CSEB members will gather additional signatures throughout Berkeley and the surrounding area. We will target locations such as Whole Foods, Berkeley Bowl, Trader Joes and sites along Shattuck and Telegraph Avenues. We will bring petitions to public city meetings as well. Signatures will be tallied and logged by the CSEB to ensure no duplicate entries are sent to officials.

#### **• Writing Letters to Local Officials**

CSEB Co-chair Jeannine Chappell, CSEB members and I have already written the mayor, city council members and authorities at Caltrans, but we feel letters from business owners would add strength to our campaign and reinforce the economic arguments we present. It is crucial to include how the current Gilman Street/I-80 interchange has impacted you personally as a merchant, family member, and citizen of Berkeley. Establishing common ground with officials and city council members from a human perspective will bolster our assertions and do much to convince the reader. If so desired, we can provide letters for you to sign, upon your full approval of the content, but the gesture will be more meaningful if expressed in your own words. Once your letter is drafted, we will be glad to copy it for distribution and mailing. CSEB has determined the most effective recipients of these letters to be the following: (Addresses are located in the appendix.)



-Berkeley Mayor Tom Bates  
 -Councilmember Linda Maio  
 -Lieutenant Diane Delaney with the Berkeley Police Department  
 -Senator Loni Hancock  
 -District 4 Caltrans director Biajn Sartipi.

• **Attending Public Meetings in Berkeley**

We will spread word of the current roundabout proposal and demonstrate the burgeoning movement in support of construction. CESB volunteers will attend as many meetings as possible in order to gather signatures and create awareness of the proposal. We have contacted Berkeley City Council asking for a public hearing Tuesday, March 13<sup>th</sup>, at which we will present signed petitions. The more voices pleading our case, the better chance we have of being heard. The Gilman Street business community is welcome to stand with us and encouraged to speak. It will be the perfect opportunity to present our collective desire for a safer, more inviting driving experience for those wanting to support the Gilman Street economy. All those willing to participate are invited to an informational and organizational meeting the evening of February 4<sup>th</sup>. There we will discuss the data we have collected, as well as strategies for the most effective presence at meetings and when speaking with petition signers.

• **Distributing Pro-roundabout Posters and Fliers throughout the East Bay**

A well-designed, widespread visual footprint is paramount in attracting attention and stirring interest for our cause. Posters and fliers are currently being designed and will be submitted for the approval of all involved before being sent off for printing. We will post our message in windows along Gilman Street and throughout the surrounding area. For those stores that agree, posters should be hung prominently in the front window to be seen by both patrons and passers by. We will also ask businesses in the surrounding area to hang posters and/or fliers. Members of CSEB will display posters as yard signs at our homes. Any who would like to do the same are welcome. We will provide the wire legs necessary to convert the posters into yard signs. CSEB volunteers will distribute fliers amongst businesses throughout the East Bay and on community bulletin boards. If you would like to assist in this effort, please let us know. We believe that even these relatively simple tools and strategies will generate a powerful voice for the improvement of our city and an energizing sense of citizen unity.

**Schedule**

January 30 <sup>th</sup> , 2012	Flier and poster designs submitted for approval
January 31 <sup>st</sup> , 2012	Meeting of Berkeley City Council - we will bring up our campaign during the public comment period. Any are welcome to attend.
February 4 <sup>th</sup> , 2012	CSEB informational meeting. Contact me for location and time.
February 28 <sup>th</sup> , 2012	Meeting of Berkeley City Council - we will again speak during public comments, and will announce the public hearing.
March 5 <sup>th</sup> , 2012	All letters should be in the mail before this date.
March 12 <sup>th</sup> , 2012	Petitions collected
<b>March 13<sup>th</sup>, 2012</b>	<b>Public hearing - 7:00 pm in City Council Chambers</b>

We hope to gather the majority of signatures and send out all letters by the Tuesday, March 13<sup>th</sup> public hearing at Berkeley City Council chambers, though petitions will continue to circulate after that time. Letters should be sent by March 5<sup>th</sup> at the latest to ensure concerned parties have a chance to read them thoroughly before the meeting. Posters and fliers will be submitted for approval by January 30<sup>th</sup>. Once approved it will take four days to send in our designs and receive the finished product. We will begin distribution the weekend of February 4<sup>th</sup>.

### **Estimated Costs**

Material needs for this project are few, thus costs are minor. CSEB members and I will cover all costs, though any supporting donations are gladly accepted and will go to help the cause.

<b>Item</b>	<b>Size</b>	<b>Price Per Unit</b>	<b>Amount</b>	<b>Estimated Total</b>
2-color posters	11"x14"	\$1.50*	500	\$750
Color fliers	8.5"x11"	\$0.89	300	\$267
Petitions	8.5"x11"	\$0.08	500	\$40

\*Wire legs for yard signs = \$0.78/pc - let us know if you would like one **before** we send our order.

### **Benefits**

The clear benefits of the proposed roundabout, and our campaign of support, to both local businesses and the community as a whole are many. First and foremost, with the potential to reduce fatal collisions by 90%, increased safety for motorists, cyclists and pedestrians is almost guaranteed. The current Gilman Street/I-80 interchange is comprised of the most statistically dangerous intersections in the city. We cannot afford to drag our heels on this issue any longer. We must protect the best interests of East Bay families.

We must also protect the interest of the East Bay economy. Construction of the roundabout will bring back those customers who have feared traveling on Gilman Street, and create a lasting bond of loyalty and respect. To paraphrase the study by Margolis, Walsh and Krehmeyer: when businesses support the well being of the community, the community will support those businesses (4-5).

Another boon to society is found in the center of the roundabout itself. Throughout Europe, Mexico and China roundabouts often feature manicured greenery, fountains, memorials and public art. A Gilman Street roundabout will serve as a blank canvas to the powerful imaginations of Berkeley's creative minds, to many of which we have addressed this proposal. The roundabout can improve the area's aesthetic as well as traffic. Our campaign of support will deliver much needed public green space to Gilman Street and something beautiful to the community. It is the community, after all, that is at the heart of our actions.

Our campaign aims to improve this city and all of the East Bay by demonstrating our shared concerns and protecting our shared assets. When the Gilman Street business community rallies behind the collective well being of the East Bay, we will create a visible connection between our economy and our families. By standing up for safety, we are standing up for all, and each will stand up for the other in turn.

## CONCLUSION

I believe strongly in the importance of this campaign. The data is clear, and the statistics speak for themselves. A roundabout will create a safer, more prosperous Gilman Street. Accidents will decrease, customers will grow, and a spirit of unity and progress will be kindled. Our petitions, posters and meetings will spread the word, supporting safety, business and community.

Perhaps, if we acquire enough signatures and active supporters, we will put together a roundabout referendum for the next ballot. That will require further organization and a wider presence at city meetings and throughout the community in general. By that time we hope our ranks will grow to spread the message further. With the continued support of Gilman Street businesses I believe we can accomplish that. For now, we will focus at the task at hand. Join us in our cause, and stand up for a better, safer Bay Area.

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