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OFFICE OF THE CITY CLERK
OAKLAND

19 MAR 28 AM 11:06

AGENDA REPORT

DATE: 3/27/19
TO: City Councilmembers and Members of the Rules and Legislation Committee
FROM: Councilmember Noel Gallo
SUBJECT: Commemorative Naming of Galindo St. as "Deontae Bush Way"

RECOMMENDATION

Councilmember Noel Gallo recommends that the City Council adopt:

**RESOLUTION COMMEMORATIVELY RENAMING GALINDO STREET
BETWEEN 35TH AND COOLIDGE AVE AS DEONTAE BUSH WAY PER
THE PROCESS ESTABLISHED BY RES. No. 77967 C.M.S.**

SUMMARY

Councilmember Gallo strongly supports the commemorative naming of Galindo St. as Deontae Bush Way per the process established by Res. No. 77967 to honor the life of the late Deontae Bush and to bring awareness to the issue of traffic related incidents and the need for safe streets for all in the City of Oakland,

The resolution "Deontae Bush Way" fulfills the criteria and intent of the commemorative street naming program to honor citizens who have made exemplary contributions to the residents of Oakland as set forth in City Council Resolution No. 77967 C.M.S

OUTCOME

The legislation will mandate the City Administrator and Department of Transportation of the City of Oakland to carry out all appropriate and necessary procedures with the commemorative designation of Deontae Bush Way and placement of sign(s) or plaque(s) to that effect on Galindo Street between 35th and Coolidge Ave per Res. 77967 C.M.S.

LEGISLATIVE HISTORY

On July 27, 2018, Deontae Bush was struck by a motor vehicle on 35th Ave at Galindo Street. Residents of Oakland, the Deontae Bush Family as well as community advocates and activists demanded action on behalf of the Bush Family for the death of Deontae Bush. In response, the Oakland Department of Transportation held a public meeting on Monday, August 27, 2018 regarding the incident and additional traffic and safety issues on 35th Ave. The purpose of the meeting was to acknowledge the loss of Deontae Bush, and to discuss potential traffic safety improvements on 35th Avenue and Galindo Street. Public outcry and advocacy identified Mr. Bush's death as an unnecessary traffic related death. The public and advocacy organizations also provided immediate and long term solutions to improve traffic safety on 35th Ave.

In September of 2018, Director of the Department of Transportation for City of Oakland, Ryan Russo, and Councilmember Noel Gallo met regarding the meeting and proposed improvements to 35th Ave, this included the commemorative naming of Galindo Street as Deontae Bush Way. Councilmember Gallo supported the commemorative naming of Galindo Street between 35th and Coolidge Ave as "Deontae Bush Way" to build awareness around and support zero traffic related deaths, in addition to honoring the life of Mr. Bush.

Additionally, in 2003, the City Council adopted Resolution No. 77966 C.M.S. and Resolution No. 77967 C.M.S. which established companion processes for nominating individuals and companion options for commemorating honorees. The proposed resolution is modeled after Resolution No. 86858 that commemoratively names Telegraph Ave Between 16th and 17th Street as 'Peter Van Kleef Way.'

PUBLIC OUTREACH/INTEREST

This resolution was created through collaboration with members of the public, the Bush Family and City staff. Specifically, activists concerned about the welfare of pedestrians, cyclists and non-motorized vehicle conductors reached out to the author of this resolution asking to sponsor it.

In addition to the meetings and conversations held in 2018 regarding Mr. Bush's death and safety issues on 35th Ave, the Office of Councilmember Noel Gallo held a consecutive transportation safety meeting in February of 2019. Advocates, transportation groups including AC Transit, BART and Oakland Dept. of Transportation were present to provide more in-depth information on transportation and traffic in and around 35th Ave. Present at this meeting were residents, advocates and community members including the Bush Family to continue to advocate for safer streets and traffic enforcement. The initiative to commemoratively name Galindo Street between 35th and Coolidge Ave was supported by attendees at this meeting.

COORDINATION

This report and legislation have been reviewed by Department of Transportation and City Attorney.

FISCAL IMPACT

The funds for the manufacturing and associated costs to place the sign for “Deontae Bush Way” will come from the Office of Councilmember Noel Gallo.

SUSTAINABLE OPPORTUNITIES

Economic: No direct economic opportunities have been identified.

Environmental: There are no impacts to environmental opportunities associated with this report.

Social Equity: This resolution intends to promote social equity by memorializing a historic event involving a local resident of the Oakland community and raising awareness for zero traffic related incidents.

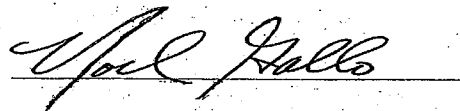
CEQA

The naming of a new public street or the renaming of an existing public street is exempt from the California Environmental Quality Act of 1970.

For questions regarding this report, please contact Mar Velez, Office of Councilmember Noel Gallo at (510) 238-6126.

Respectfully submitted,

Councilmember Noel Gallo, District 5



Prepared by:
Mar Velez, Office of
Councilmember Noel Gallo, District 5

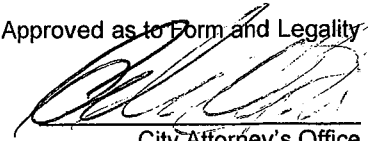
Attachments:

A – Proposed Ordinance

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Approved as to Form and Legality



City Attorney's Office

OAKLAND CITY COUNCIL

RESOLUTION NO. _____ C.M.S.

INTRODUCED BY COUNCILMEMBER NOEL GALLO

**RESOLUTION COMMEMORATIVELY RENAMING GALINDO STREET
BETWEEN 35TH AND COOLIDGE AVE AS DEONTAE BUSH WAY PER
THE PROCESS ESTABLISHED BY RES. No. 77967 C.M.S.**

WHEREAS, under the procedures outlined by the companion Resolutions No. 77966 and 77967 the City Council may commemorate a nominee either by: a) retaining the existing street name and installing commemorative plaques or b) renaming the existing street for the individual and installing new street signs; and

WHEREAS, the City Council in 2003 established procedures for commemorative street naming through Resolution No. 77967 C.M.S under which the City Council may, by its own motion, consider the renaming of a public street as a tribute to an individual, or as a result of a significant event or activity and one of the following conditions is met:
• the individual has positively impacted the lives of a nation or the world; or • the name change is related to an economic development or redevelopment activity; or • the renaming commemorates a significant historical event; and

WHEREAS, the Office of Councilmember Noel Gallo finds that the life and legacy of Deontae Bush should be honored and recognized as established by Res. No 77967 in that

Deontae Bush was born on February 28, 1984 to the proud parents of Glynis Rae Brown and Jimmie Bush;

received his education in the Oakland Unified School District and graduated from Castlemont High School;

Deontae was a pillar of his community and always had an uplifting smile that encouraged everyone around him to do their best;

was an active member of his community that included the East Oakland Boxing Association and the Oakland Fight Champs and will be remembered as "THE CHAMPION" because of his enormous passion for boxing;

was family oriented man that helped to raise his younger siblings and loved his family very much; and

Deontae was a big brother to his siblings as well as other Oakland youth that looked up him as a mentor and a friend. He motivated and inspired younger generations through mentorship, education and athleticism; and

WHEREAS, Deontae was tragically killed in a cyclist accident when he was struck by motor vehicle when he was riding his bicycle on Friday, July 27, 2018 on 35th Ave at the corner of Galindo Street; and

WHEREAS, Deontae's tragic death has galvanized residents, advocates, and officials to end unnecessary traffic fatalities, particularly in areas that have been historically neglected from proper street and traffic infrastructure, to have safe walkable streets for all; and

WHEREAS, the City of Oakland has the obligation to eliminate traffic fatalities and severe injuries due to dangerous intersections, including 35th Ave and Galindo Street, where pedestrians and cyclists face the dangers of speeding drivers and unsafe streets; and

WHEREAS, the City Council intends to honor Deontae Bush's contribution to Oakland by retaining the existing street name and installing a commemorative plaque or signs and intends that the costs associated with such a commemorative act will be borne by the City of Oakland; now, therefore, be it

RESOLVED: That the Council of the City of Oakland hereby approves the commemorative renaming of Galindo Street between 35th and Coolidge Ave as 'Deontae Bush Way'; and be it

FURTHER RESOLVED: That that the City Council determines that the proposal for "Deontae Bush Way" fulfills the criteria and intent of the commemorative street naming program to honor citizens who have made exemplary contributions to the residents of Oakland as set forth in City Council Resolution No. 77967 C.M.S.; and be it

FURTHER RESOLVED: That the Oakland City Council directs the City Administrator to proceed with the commemorative designation of Deontae Bush Way and placement of sign(s) or plaque(s) to that effect on Galindo Street between 35th and Coolidge Ave.

IN COUNCIL, OAKLAND, CALIFORNIA,

PASSED BY THE FOLLOWING VOTE:

AYES - FORTUNATO BAS, GALLO, GIBSON MCELHANEY, KALB, REID, TAYLOR, THAO AND
PRESIDENT KAPLAN

NOES -

ABSENT -

ABSTENTION -

ATTEST: _____
LATONDA SIMMONS
City Clerk and Clerk of the Council of the
City of Oakland, California