

Active Transportation Plan Engagement Activities

Phase 2 engagement: draft recommendations, July/August 2020

Summary by the numbers:

- 10 public events/meetings + presentations to 4 organizations
- 25,140 emails delivered via 9 different mailing lists
- 8 surveys with 683 total responses
- 550 comments on the bicycle network map

Campaign 1: Draft recommendations launch

Date	Topic or Group	Activity	Reach
7/9	Recreation and Parks Commission	<ul style="list-style-type: none"> • Public notice • Staff report • Presentation 	
7/12	Active Transportation Plan recommendations coming soon!	<ul style="list-style-type: none"> • Mailing 	<ul style="list-style-type: none"> • Active Transportation Plan (ATP) mailing list: 248 delivered
7/14	City of Alameda Seeks Input on Walking and Biking Proposals	<ul style="list-style-type: none"> • Press release • Mailing 	<ul style="list-style-type: none"> • Press Release, Media, and Transportation alerts email lists – 523 delivered
7/15	Active Transportation Plan recommendations & surveys	<ul style="list-style-type: none"> • ATP recommendations webpages and surveys • Online, interactive bicycle network map • Open house and listening session web events 	<ul style="list-style-type: none"> • 683 total survey responses¹ • 550 comments on the bicycle network map • Over 10 emailed comments received
7/15	Active Transportation Plan Draft Recommendations are released!	<ul style="list-style-type: none"> • Mailing 	<ul style="list-style-type: none"> • ATP mailing list: 253 delivered
7/22	Transportation Commission Meeting	<ul style="list-style-type: none"> • Mailing • Public notice • Staff report • Presentation • Livestream + Facebook live 	<ul style="list-style-type: none"> • Transportation alerts list: 277 delivered • Facebook livestream: 2,630 people reached + 332 engagements
7/15	Active Transportation Plan Community Advisory Group	<ul style="list-style-type: none"> • Zoom meeting 	<ul style="list-style-type: none"> • All 11 members attended

¹ Responses by survey: 107 vision/goals, 117 bicycle boulevards, 49 pedestrian infrastructure, 83 Webster, 122 Park, 99 Lincoln, 37 programs and policies, 69 priorities

Date	Topic or Group	Activity	Reach
7/15	Commission on Persons with Disabilities	<ul style="list-style-type: none"> Public notice Presentation 	
7/17	Tell us what you think of the draft Active Transportation Plan recommendations!	<ul style="list-style-type: none"> Facebook post Facebook event Twitter post 	<ul style="list-style-type: none"> Facebook post: 2,570 reached and 221 engagements Facebook event: 3,400 people reached; 68 responses Twitter: 6 retweets
7/17-7/24	Tell us what you think of the draft Active Transportation Plan recommendations!	<ul style="list-style-type: none"> Individual emails Paper flyer distribution 	<ul style="list-style-type: none"> Emails (with electronic flyers) to 35+ community representatives such as Alameda Point Collaborative, Housing Authority, WABA, DABA, BikeWalk Alameda, Safe Routes to School, bike shops, etc.² 250 paper flyers distributed

Campaign 2: Reminders about ATP open house & general interest listening sessions

Date	Topic or Group	Activity	Reach
6/29 & 7/27	Alameda Active Transportation Plan Senior Open House	<ul style="list-style-type: none"> Included in July and August Mastick Senior Center mailings 	<ul style="list-style-type: none"> Mastick mailing list: 1,950 recipients
7/23	Open House is coming up! (Also includes all listening sessions)	<ul style="list-style-type: none"> Mailing 	<ul style="list-style-type: none"> ATP, Vision Zero, and transportation alerts mailing lists: 390 delivered
7/27	This Wednesday: Give Your Input on Walking & Biking Proposals	<ul style="list-style-type: none"> Mailing 	<ul style="list-style-type: none"> ARPD lists: ≈ 17,000 recipients³ SeeClickFix user list: 3,536 delivered
7/27	Help us get the word out about the Active Transportation Plan	<ul style="list-style-type: none"> Mailing 	ATP Community Advisory Group members: 11 delivered

² Sample outcomes of these emails:

- Alameda Point Collaborative sent the flyer in their email newsletter.
- The Safe Routes to School coordinator sent an email to all Safe Routes to School Champions.
- WABA and DABA got the word out to their memberships.
- TMA sent the flyer to the Alameda Landing property owners and HOA; Marina Shores HOA; and Alameda Point employers.
- Alameda Bicycle and BikeHub posted on Facebook.

³ ARPD VIP List (48); Email Blast (15,712); Mastick Members (1,950); New Subscribers (86). Some overlap between these lists.

Date	Topic or Group	Activity	Reach
	Draft Recommendations		
7/28	Virtual Open House is tomorrow	<ul style="list-style-type: none"> • Facebook • Twitter • NextDoor • Alameda Peeps Facebook post • AUSD Facebook post 	<ul style="list-style-type: none"> • Facebook: 1,485 people reached and 54 engagements • Twitter: 4 retweets • Alameda Peeps: 12,300 members
7/29	Virtual Open House	<ul style="list-style-type: none"> • Zoom mtg • Streamed on FB • Video posted on YouTube 	<ul style="list-style-type: none"> • 63 participants⁴ (46 on Zoom and 17 people watching Facebook stream in real time) • Facebook stream: 1,300 views, 3,365 people reached, and 323 engagements • 52 YouTube views
7/31	Listening sessions & Senior Open House	<ul style="list-style-type: none"> • Mailing 	<ul style="list-style-type: none"> • ATP mailing list: 259 delivered
8/1	Listening session #1	<ul style="list-style-type: none"> • Zoom mtg 	<ul style="list-style-type: none"> • 3 participants
8/5	Listening session #2	<ul style="list-style-type: none"> • Zoom mtg 	<ul style="list-style-type: none"> • 4 participants
8/6	Open House for Seniors	<ul style="list-style-type: none"> • Zoom mtg 	<ul style="list-style-type: none"> • 7 participants
8/11	Present at Alameda Point Collaborative Community Town Hall	<ul style="list-style-type: none"> • Zoom mtg 	<ul style="list-style-type: none"> • 30 participants
8/13	Present to DABA board	<ul style="list-style-type: none"> • Zoom mtg 	<ul style="list-style-type: none"> • 7 participants
8/19	Present to WABA board	<ul style="list-style-type: none"> • Zoom mtg 	<ul style="list-style-type: none"> • 11 participants
9/2	Present to Alameda Chamber of Commerce	<ul style="list-style-type: none"> • Zoom mtg 	<ul style="list-style-type: none"> • 15 participants

⁴ Participant numbers do not include Active Transportation Plan staff from the City or Toole Design.

Campaign 3: Individual topics (bikeways, pedestrian improvements, corridors)

Date	Topic or Group	Activity	Reach
7/22 & 7/30	<i>Included in mailings above</i>	• <i>Mailings</i>	• <i>ATP mailing list</i>
8/3	Park, Webster, and Lincoln + listening session	• Facebook and Twitter posts	• Facebook: 7,264 people reached, 1,389 engagements • Twitter: 6 retweets
8/4	Bikeways concept designs + listening session	• Facebook and Twitter posts	• Facebook: 3,211 people reached, 518 engagements • Twitter: 1 retweet
8/5	Individual listening sessions + senior open house	• Mailing	• ATP mailing list: 261 delivered
8/6	Park, Webster, and Lincoln listening session	• Zoom mtg	• 21 participants
8/7	Bikeways listening session	• Zoom mtg	• 13 participants
8/7	Pedestrian improvements + listening session	• Facebook and Twitter posts	• Facebook: 4,235 people reached and 846 engagements • Twitter: 3 retweets
8/10	Pedestrian improvements listening session	• Zoom mtg	• 10 participants

Campaign 4: Public comment period ending

Date	Topic	Activity	Reach
8/12	Public comment period ends Sunday, August 16	• Mailing	ATP and Vision Zero mailing lists: 301 delivered
8/13	Public Comment Period for Citywide Walking and Biking Proposals Ends Sunday	• Press release • Mailing	• Press Release and Media email lists – ≈ 250 delivered
8/13	Public comment period ends Sunday, August 16	• Social media posts • Email to regional agency contacts	• Facebook: 1,288 people reached and 53 engagements