

# Alameda Active Transportation Plan

## Appendix B: Summaries of Community Survey and Public Engagement



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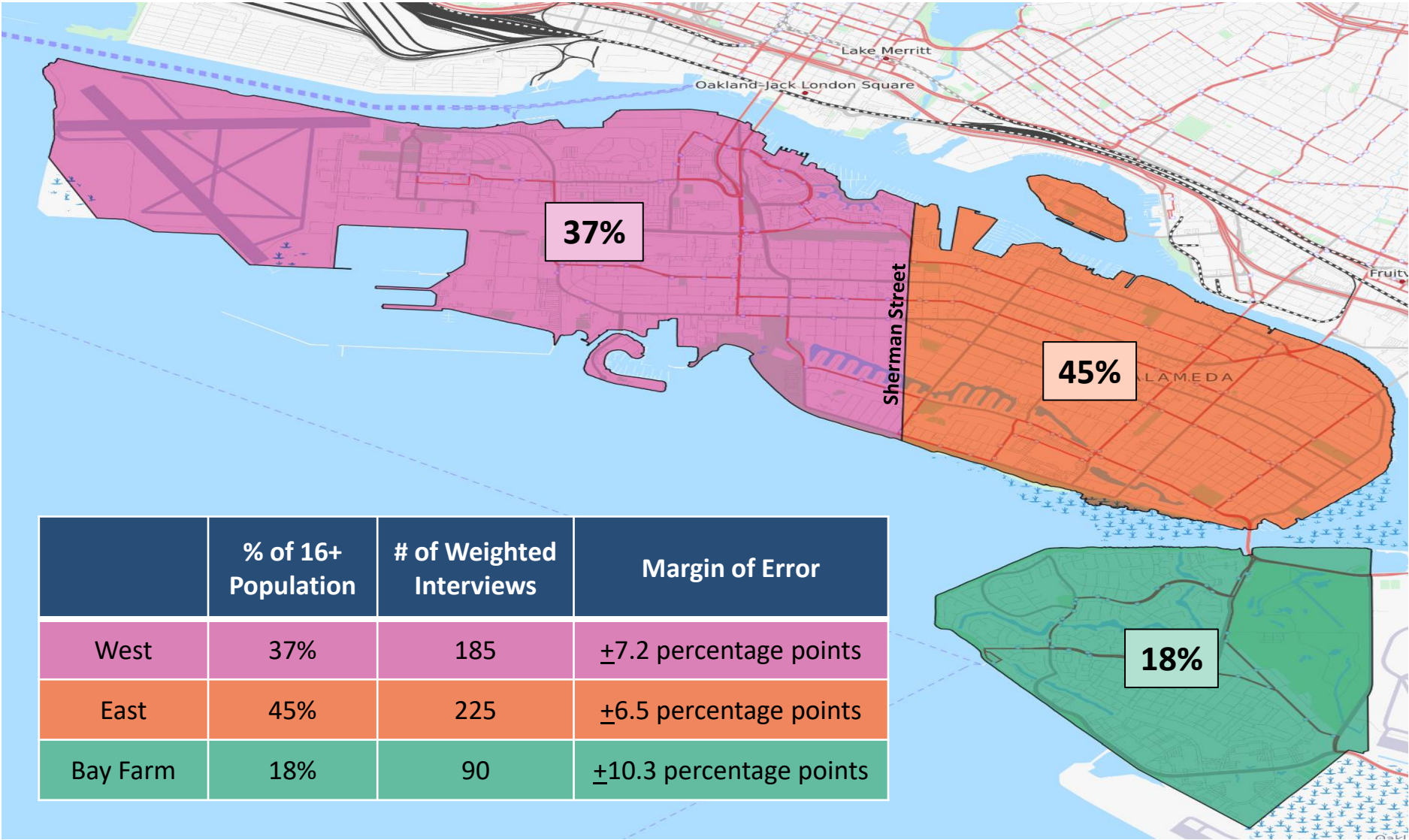
# Alameda ATP Community Survey Summary Report

- ▶ Survey of adult residents (16+) of the City of Alameda, California
- ▶ Households selected at random and invited to take the survey online or by requesting a paper survey
  - Survey offered in English, Spanish, and Chinese
  - Gift card drawing offered as incentive to participate
  - Reminders to non-responsive households issued by mail, email, text message, and automated phone call
- ▶ A total of 1,093 surveys were completed
- ▶ Survey conducted November 12<sup>th</sup> – December 16<sup>th</sup>, 2019
  - The survey was completed prior to the COVID-19 pandemic and shelter-in-place orders.
- ▶ Margin of error  $\pm$  4.4 percentage points at the 95% confidence interval based on 500 weighted interviews.

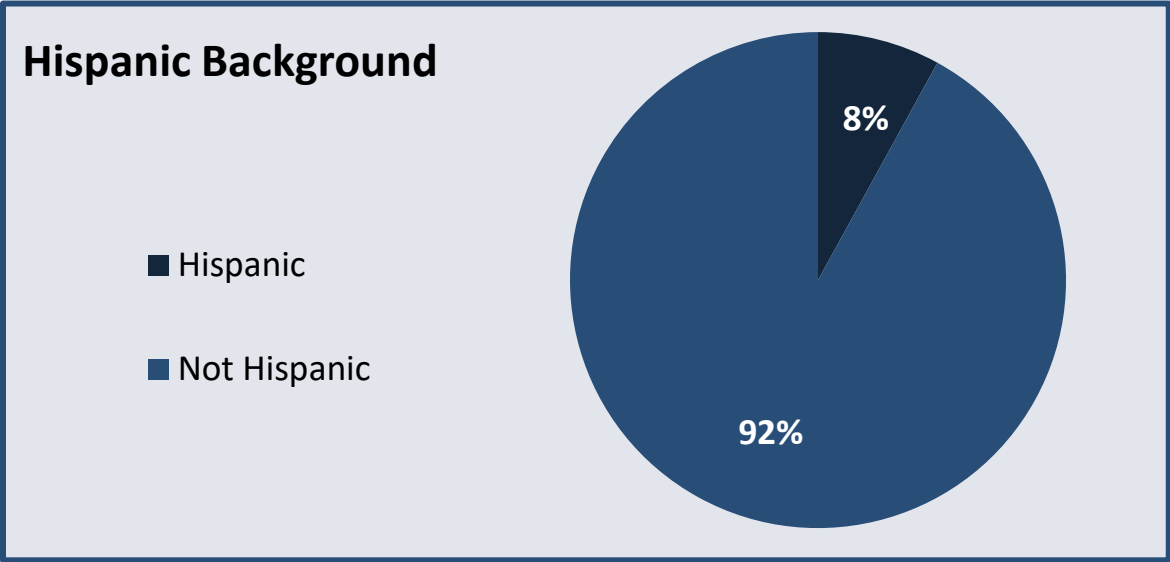
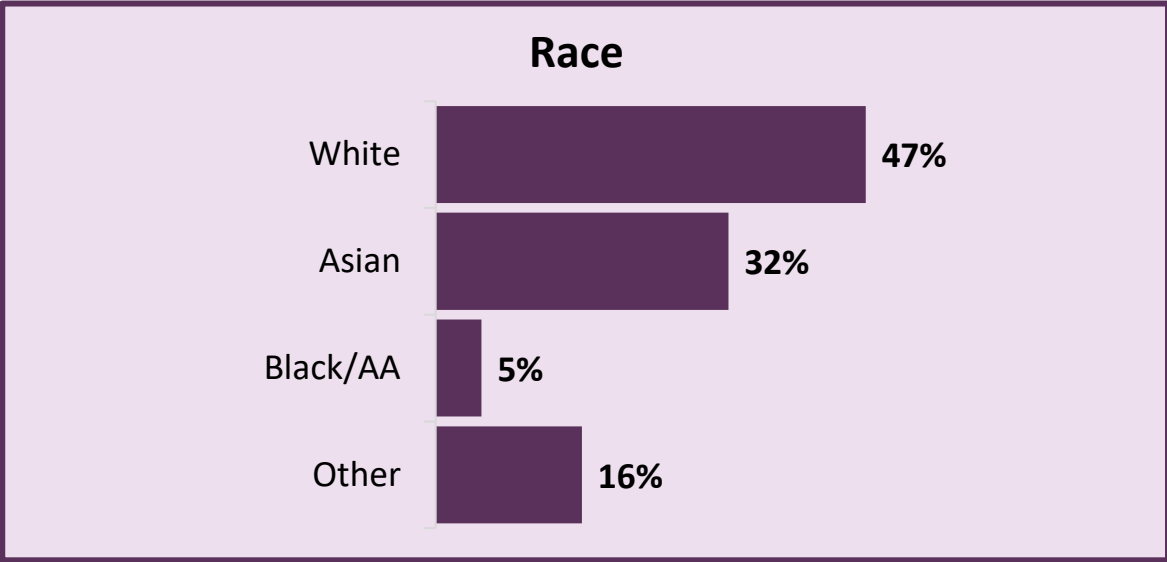
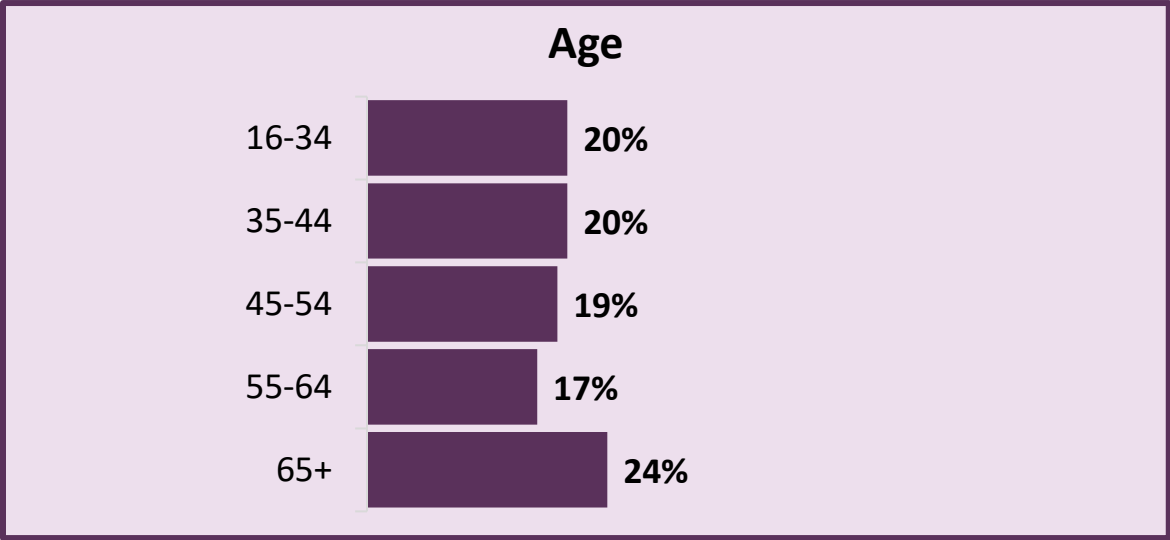
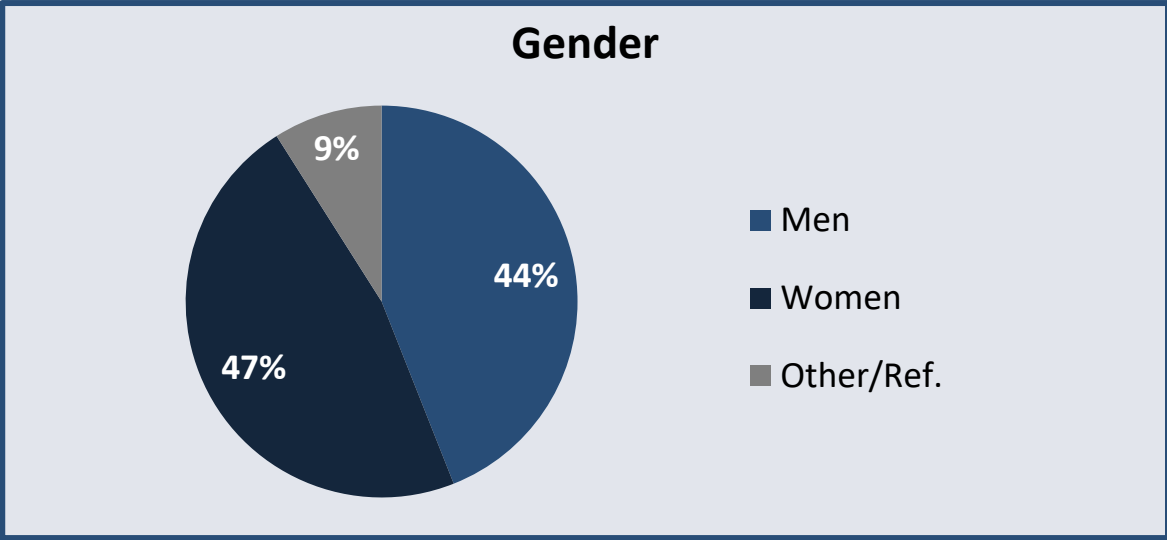
Please note that due to rounding, some percentages may not add up to exactly 100%.



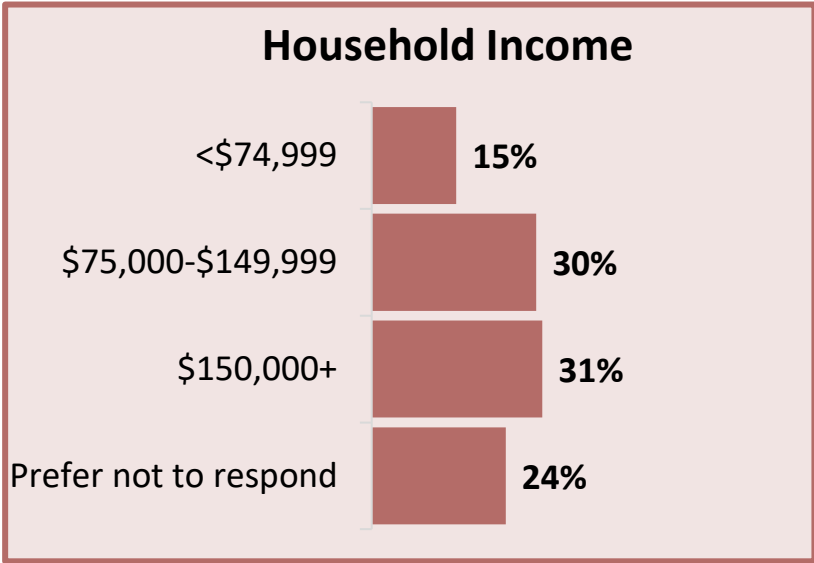
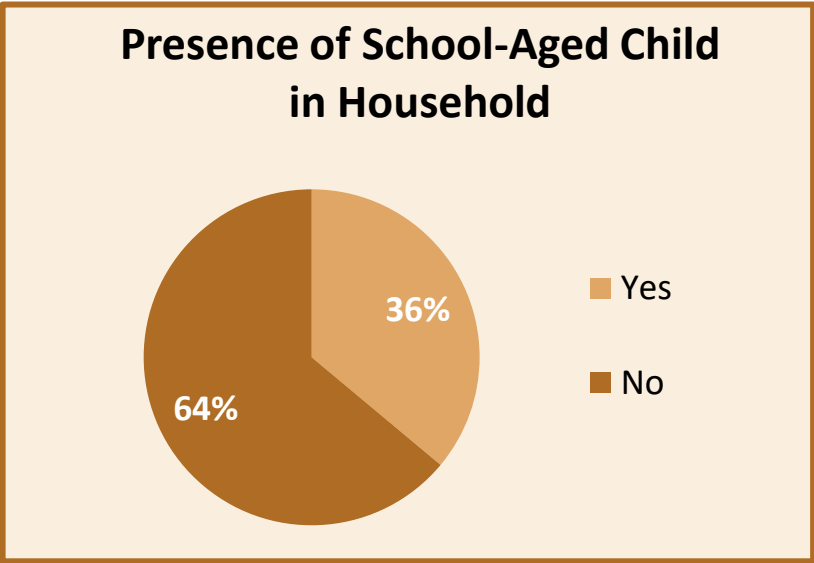
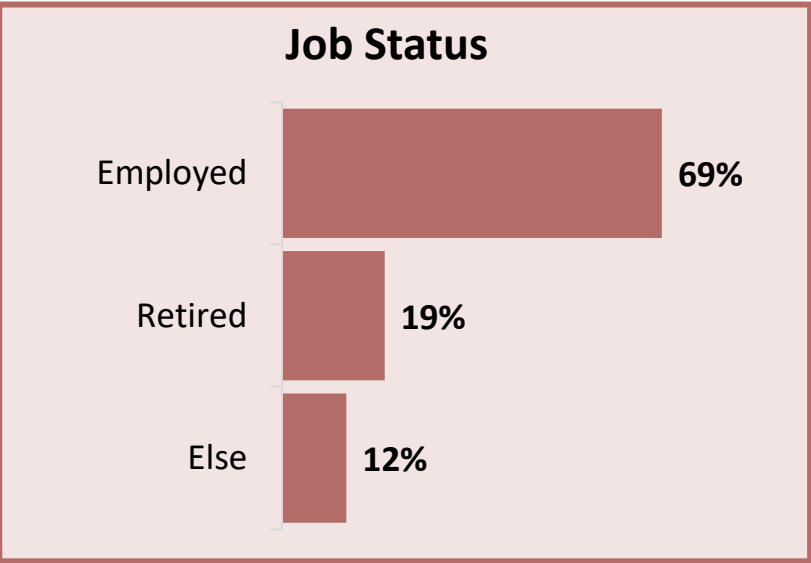
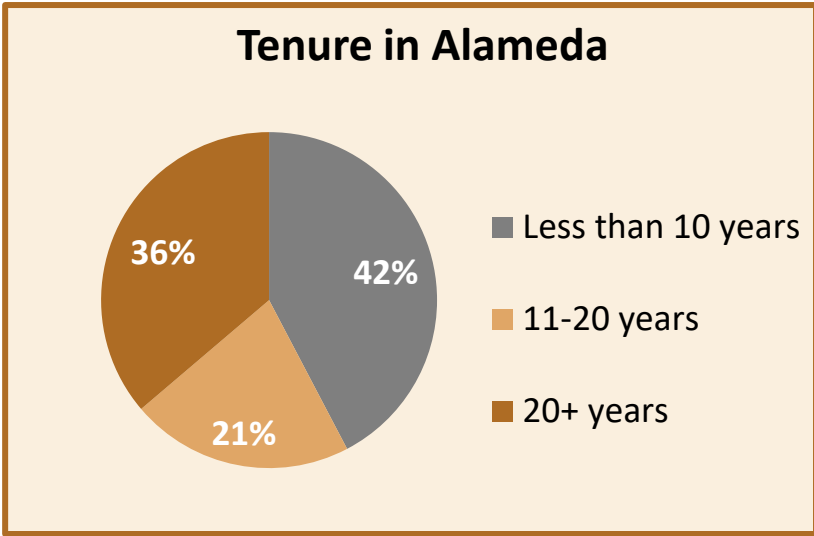
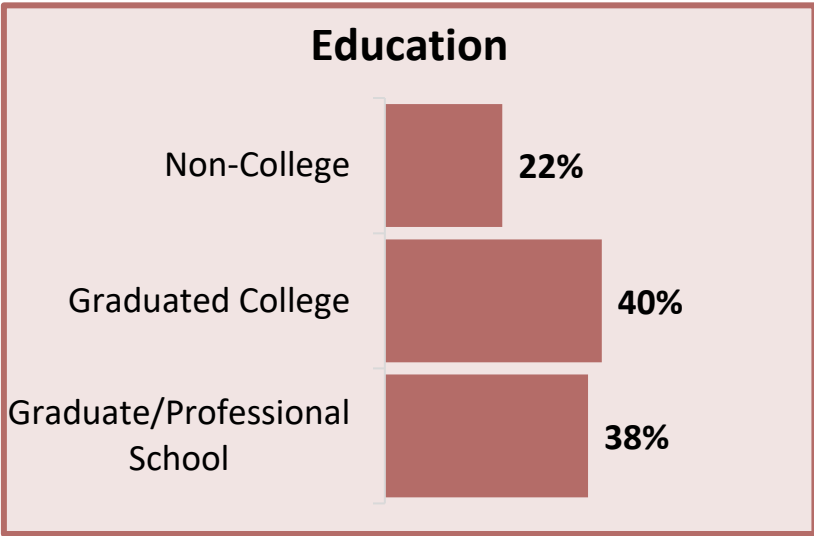
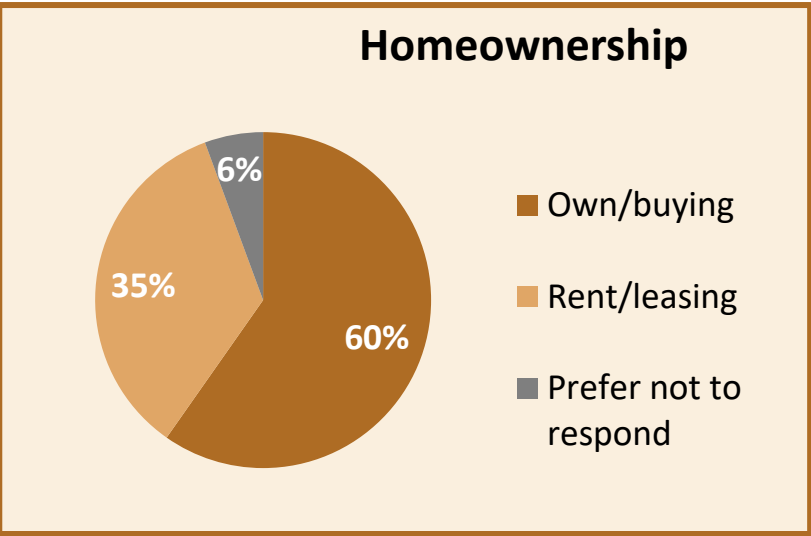
# City of Alameda Areas



# Resident Demographics



# Resident Demographics



# Key Findings

- ▶ 75% of residents in Alameda use active transportation at least a few times a month when traveling within the city, and 32% do the same when leaving the island.
  - Within Alameda, nearly 70% of residents walk, almost 40% ride a bike, and 3% scooter at least a few times a month.
- ▶ While most residents believe Alameda is a great place to walk and bike, over 80% of City residents think Alameda should do more to make it safer to walk across busy streets, and over 70% think Alameda should do more to make it safer for people to bicycle.
- ▶ More than half of residents (55%) believe they would drive less if biking and walking in Alameda were safer, and two-thirds (66%) say they have car trips they could replace with walking or biking.
- ▶ Over half (56%) of Alameda residents regularly take trips by bike, while nearly all (92%) regularly take trips by walking.
- ▶ Introducing painted crosswalks greatly improves how safe Alamedans feel crossing streets without stop signs or other controls; reducing crossing distances across larger streets helps further improve comfort levels.
- ▶ Bike lanes, especially buffered and separated bike lanes, dramatically increase comfort with biking on streets with faster, busier traffic.
- ▶ Three-quarters of residents (76%) believe removing on-street parking near intersections to improve pedestrian visibility and make crossing safer is a good idea for Alameda.



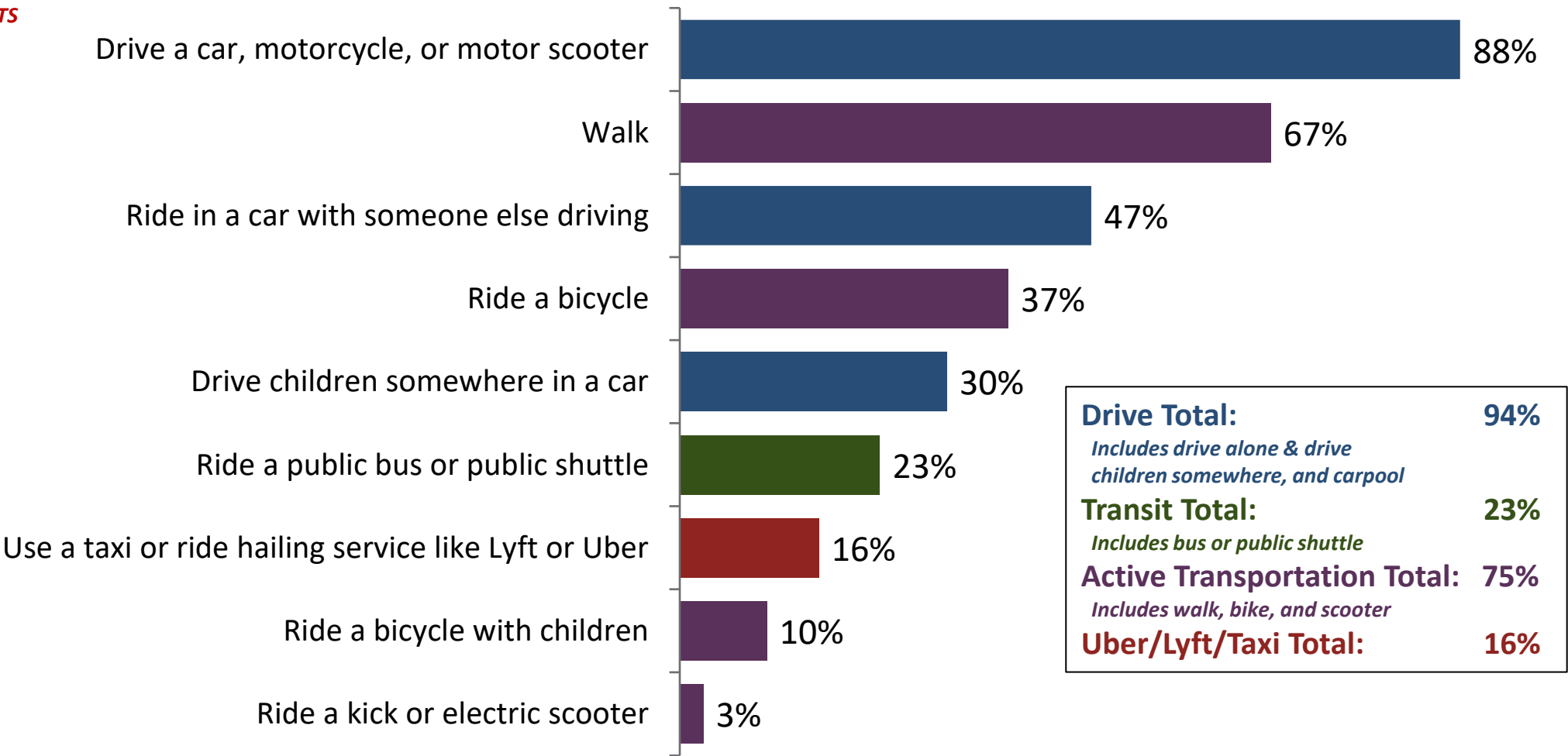


# Travel Habits

# Travel within Alameda

Within Alameda, nearly 70% of residents walk, while almost 40% bike at least a few times a month. Only 3% of residents indicate they ride a scooter.

AMONG ALL SURVEY RESONDENTS



Q13. Thinking about the ways you travel within Alameda, which of the following do you do at least a few times a month? *Multiple responses accepted.*

# Travel within Alameda by Subgroups



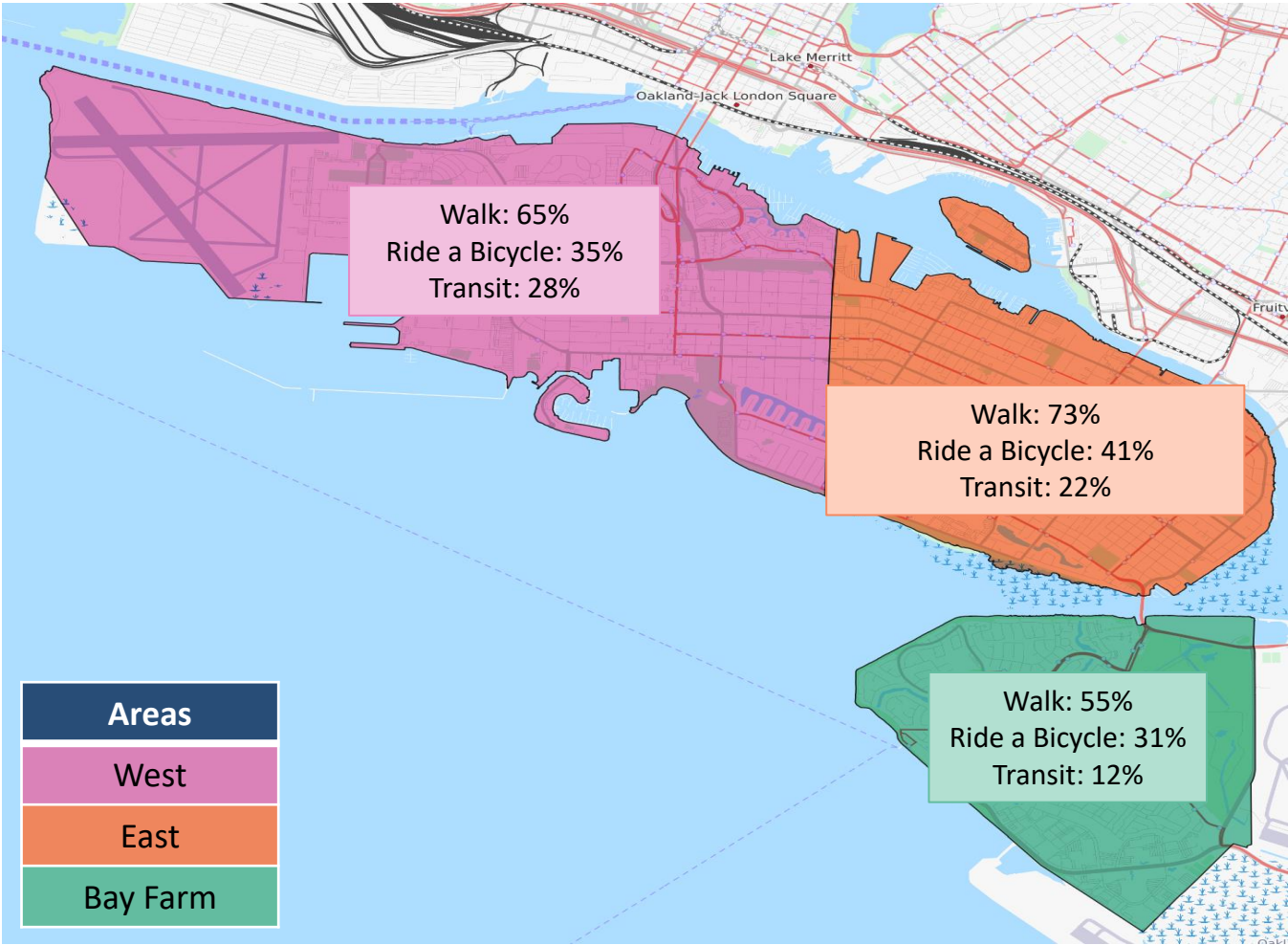
*Younger residents and those who have lived in Alameda for 10 years or less are more likely to use transit and active transportation when traveling within the city. Renters are more likely to ride transit compared to homeowners.*

% Selected	Overall	Age Group					Area			Tenure in Alameda			Homeowner-ship	
		16-34 (20%)	35-44 (20%)	45-54 (19%)	55-64 (17%)	65+ (24%)	Bay Farm (18%)	East (45%)	West (37%)	<10 Years (42%)	11-20 Years (21%)	20+ Years (36%)	Own/ Buying (60%)	Rent/ Other (40%)
Drive Total	94%	92%	94%	95%	95%	96%	99%	94%	92%	93%	95%	96%	97%	91%
Transit Total	23%	32%	25%	22%	15%	18%	12%	22%	28%	30%	20%	15%	15%	33%
Active Transportation Total	75%	85%	81%	79%	74%	59%	63%	81%	73%	82%	75%	66%	72%	78%
Uber/Lyft/Taxi Total	16%	19%	22%	19%	11%	8%	12%	16%	17%	22%	14%	10%	13%	20%

# Active Transportation Within Alameda by Area

***Q13. Thinking about the ways you travel within Alameda, which of the following do you do at least a few times a month?***

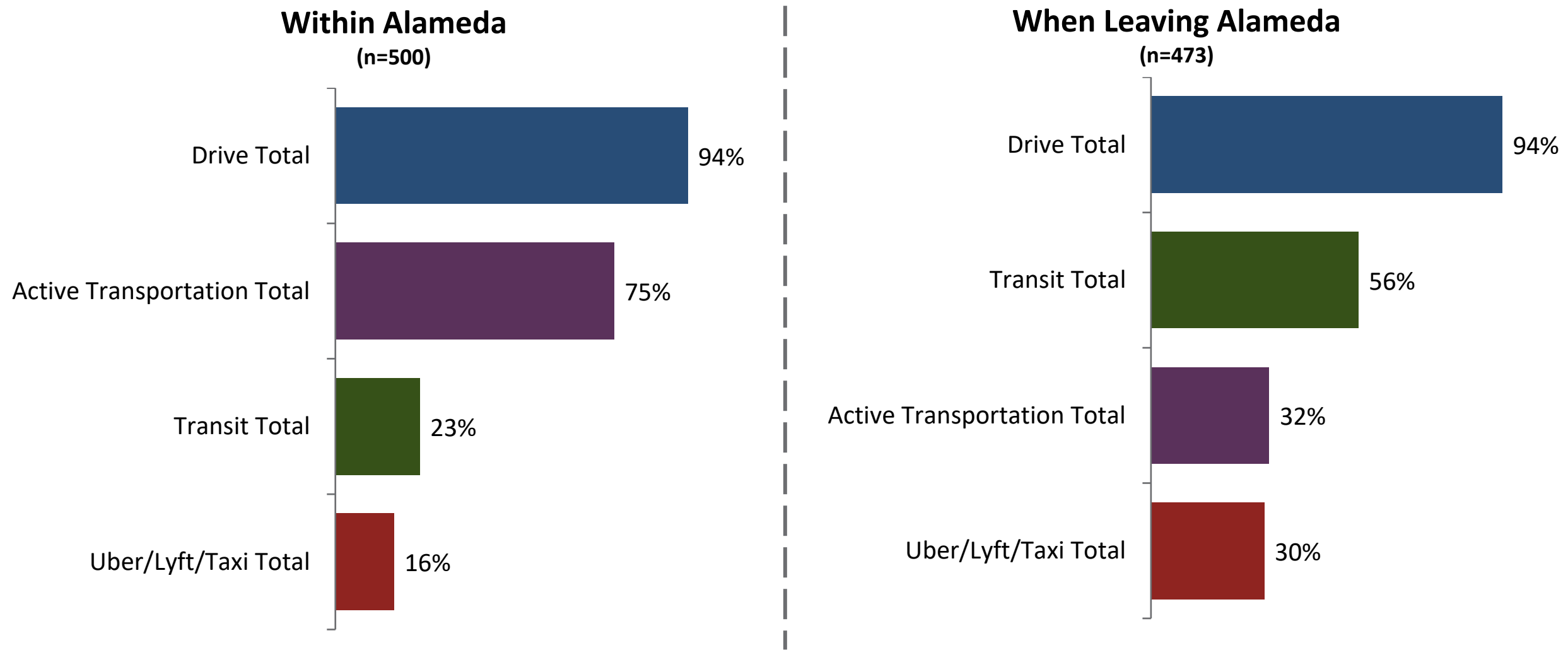
*Residents who live on the main island are more likely to walk and use transit at least a few times a month when traveling within Alameda. Residents who live in the East area are most likely to ride a bicycle.*





# Travel Mode Comparison

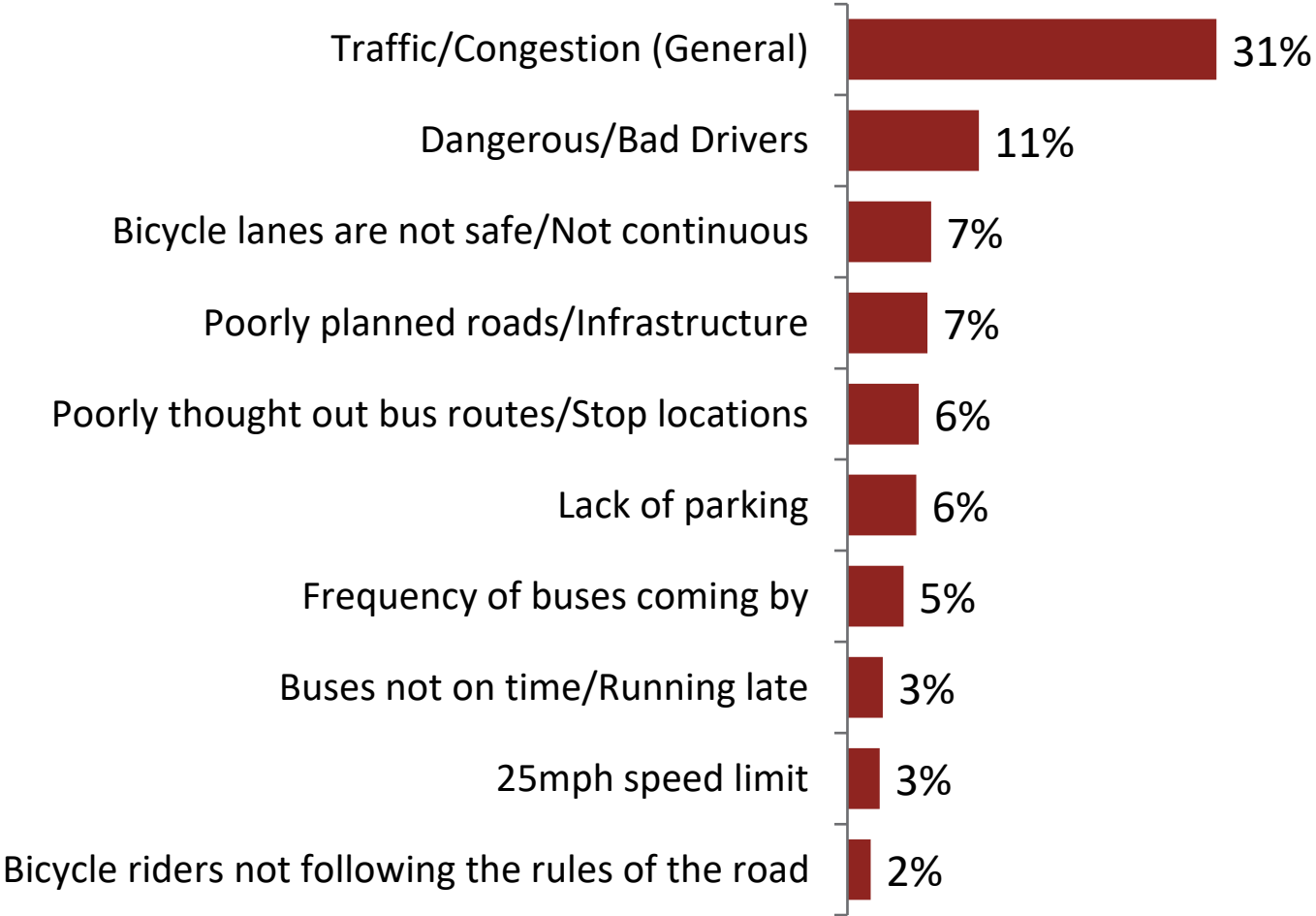
Nearly all residents drive in some capacity with traveling within and when leaving Alameda. Three-quarters say they use active transportation at least a few times a month when traveling within the city, while half use transit when leaving.



# Transportation Challenges within Alameda



Nearly one-third of residents say the biggest transportation challenge within the city is traffic/congestion.



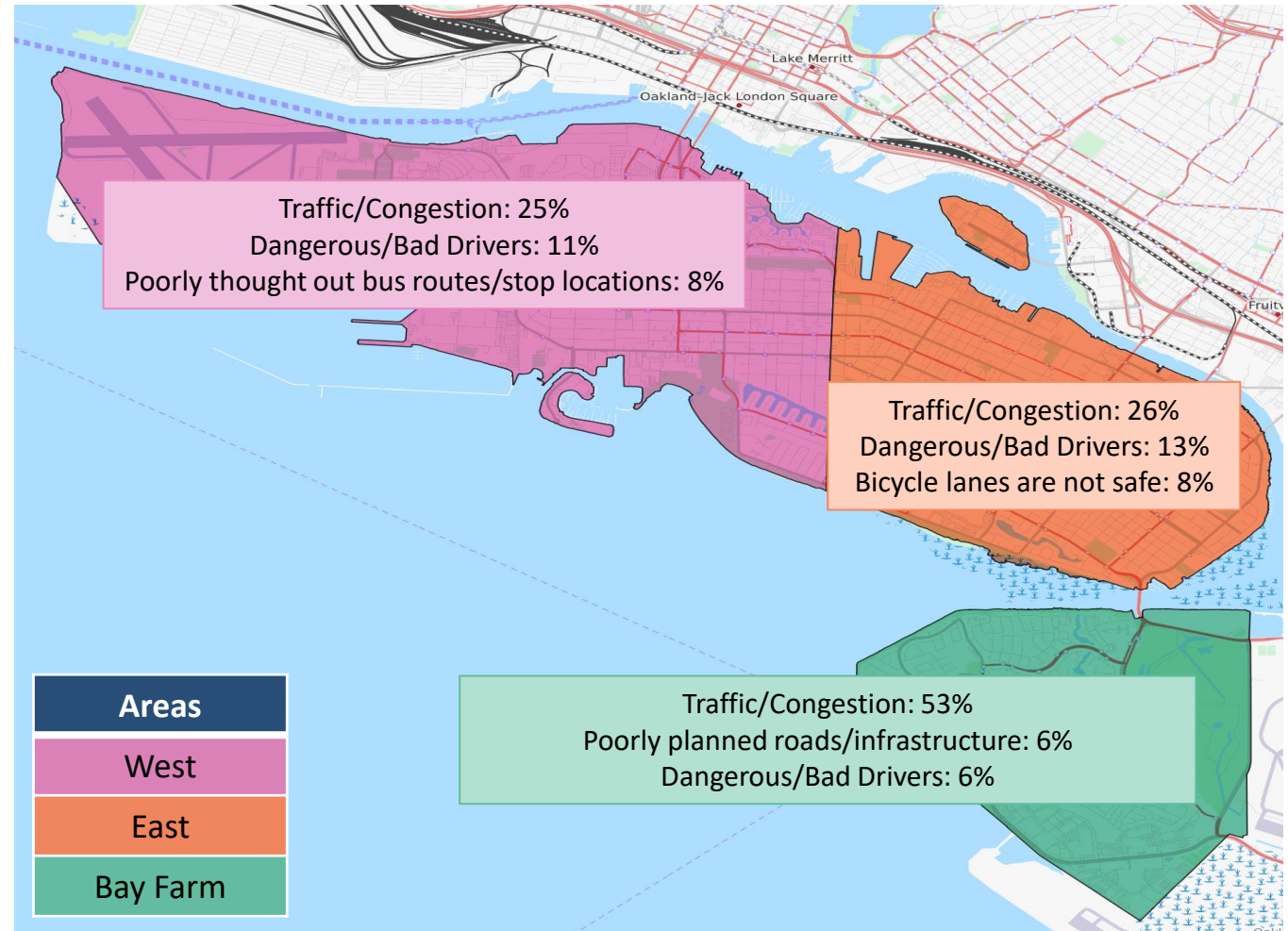
Q15. What would you say are the biggest transportation challenges you face getting around within Alameda? *Open-ended responses coded into categories.*

# Top Transportation Challenges by Area



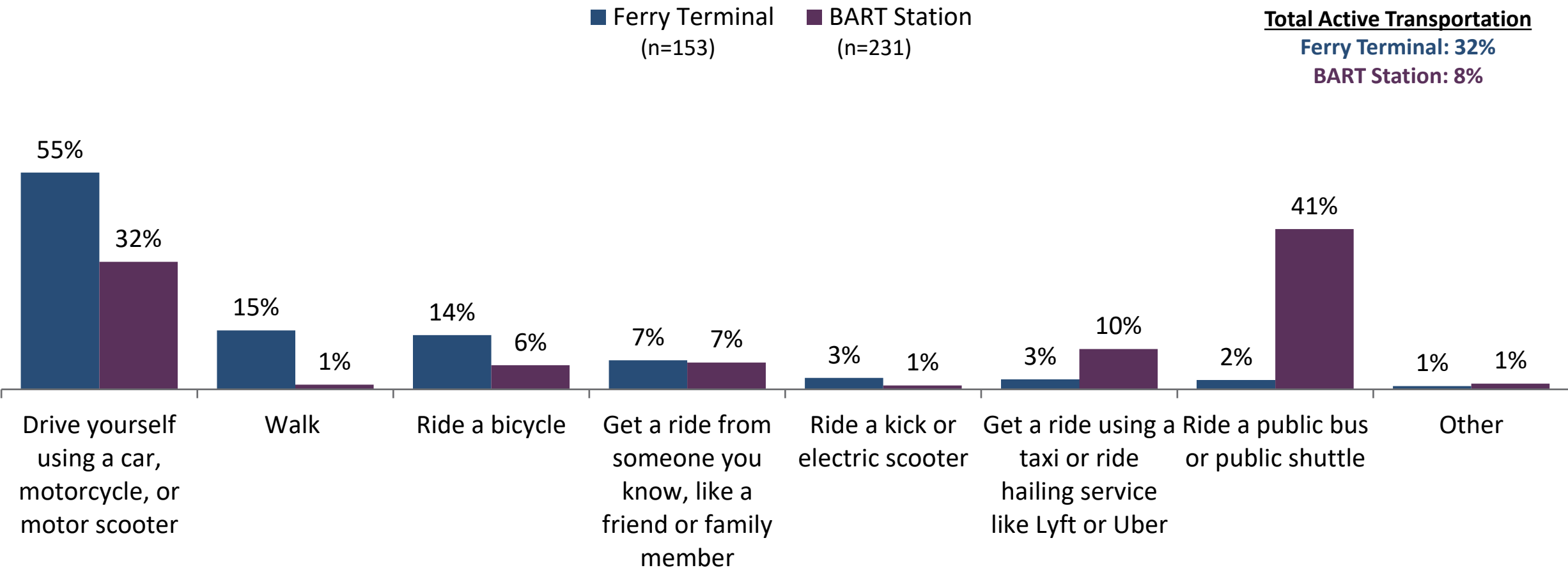
***Q15. What would you say are the biggest transportation challenges you face getting around within Alameda?***

*Over half of Bay Farm residents say their biggest transportation challenge is traffic/congestion. Main island residents are more likely to have concerns about dangerous or bad drivers than those who live in Bay Farm.*



# Ferry/BART Travel Method

*Driving yourself is the most popular commute method to and from the ferry terminal. Approximately one-third of ferry riders use active transportation to travel between their home and the terminal, while 8% of BART riders use active transportation to get to the station.*





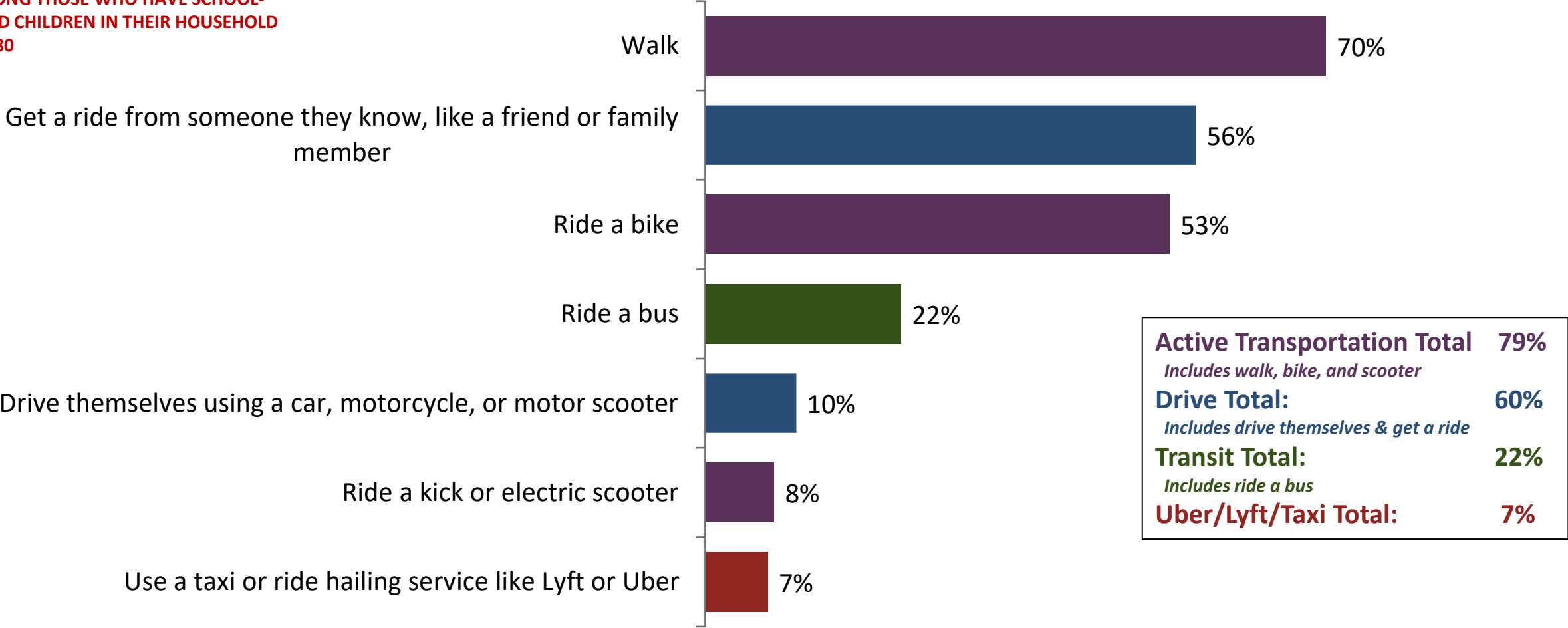


**Children**

# How Children Get Around Generally

Seven-in-ten residents indicate children in their household walk at least a few times a month. Over half of school-aged children ride a bike a few times a month and 8% ride a scooter, both of which are higher rates than adults.

AMONG THOSE WHO HAVE SCHOOL-AGED CHILDREN IN THEIR HOUSEHOLD  
n=180

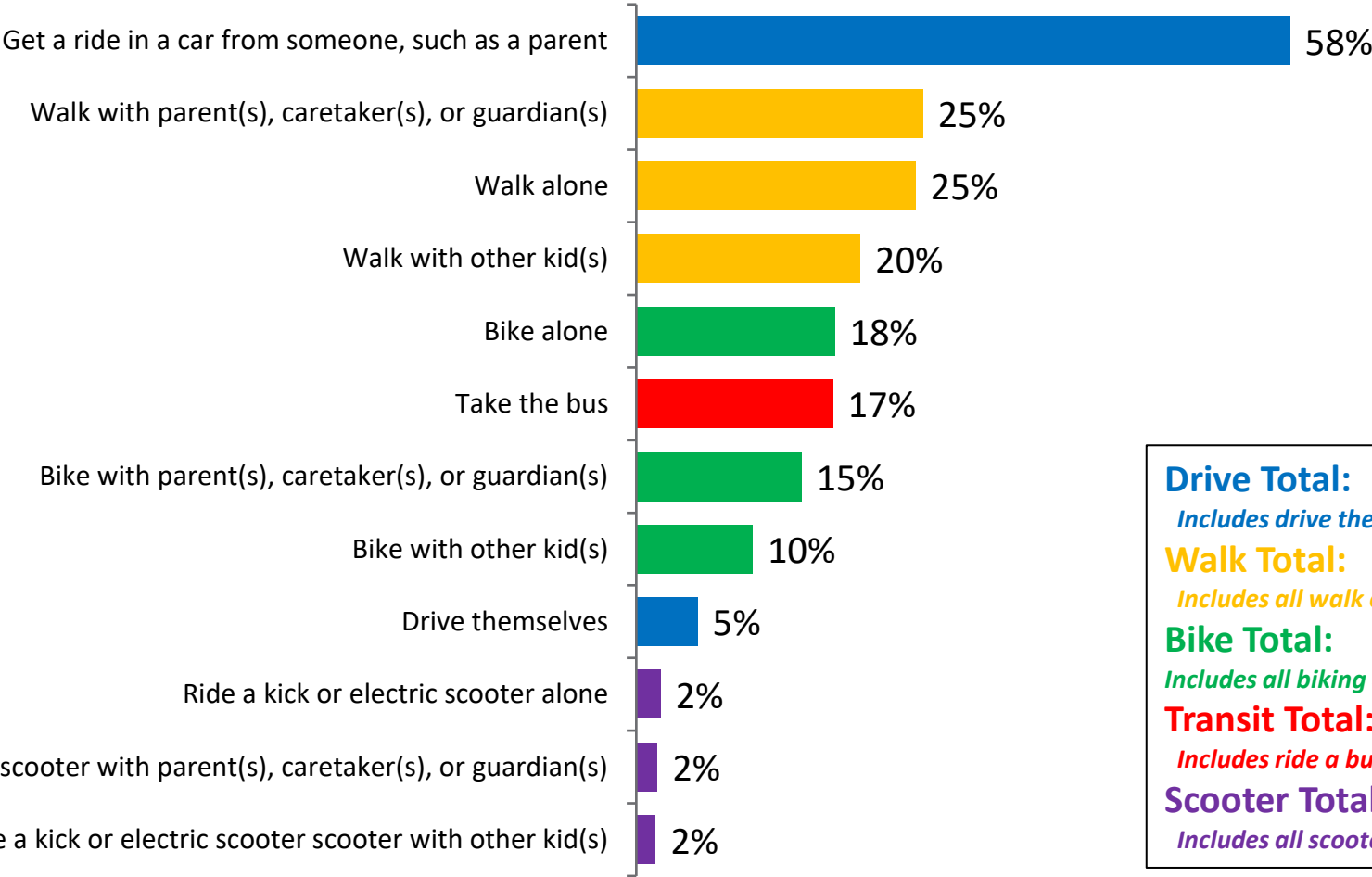


Q16. Which of the following do school-aged children living in your home do at least a few times a month?  
Multiple responses accepted.

# How Children Get to School

*Getting a ride in a car to school is the most popular commute method for children, followed by walking – either with parents, alone, or with other kids.*

AMONG THOSE WHO HAVE SCHOOL-AGED CHILDREN IN THEIR HOUSEHOLD  
n=180



**Drive Total:** 61%  
*Includes drive themselves & get a ride*

**Walk Total:** 48%  
*Includes all walk options*

**Bike Total:** 31%  
*Includes all biking options*

**Transit Total:** 17%  
*Includes ride a bus*

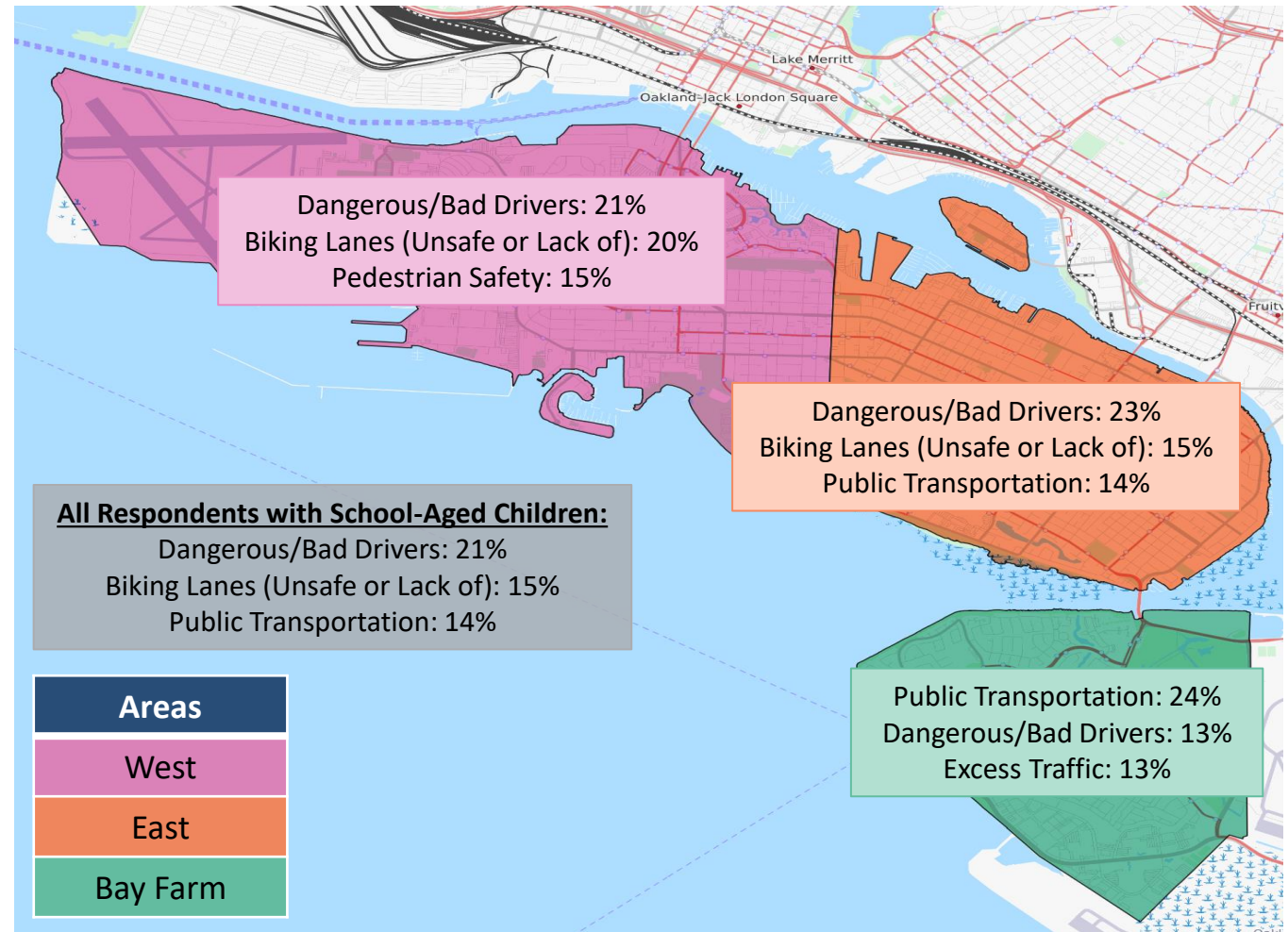
**Scooter Total:** 4%  
*Includes all scooter options*

# Top Transportation Challenges for Children by Area



***Q18. What would you say are the biggest challenges the children in your home face in getting around Alameda?***

*Dangerous and bad drivers are the biggest challenges West and East area residents say children face, while those who live in Bay Farm are most concerned about public transportation.*

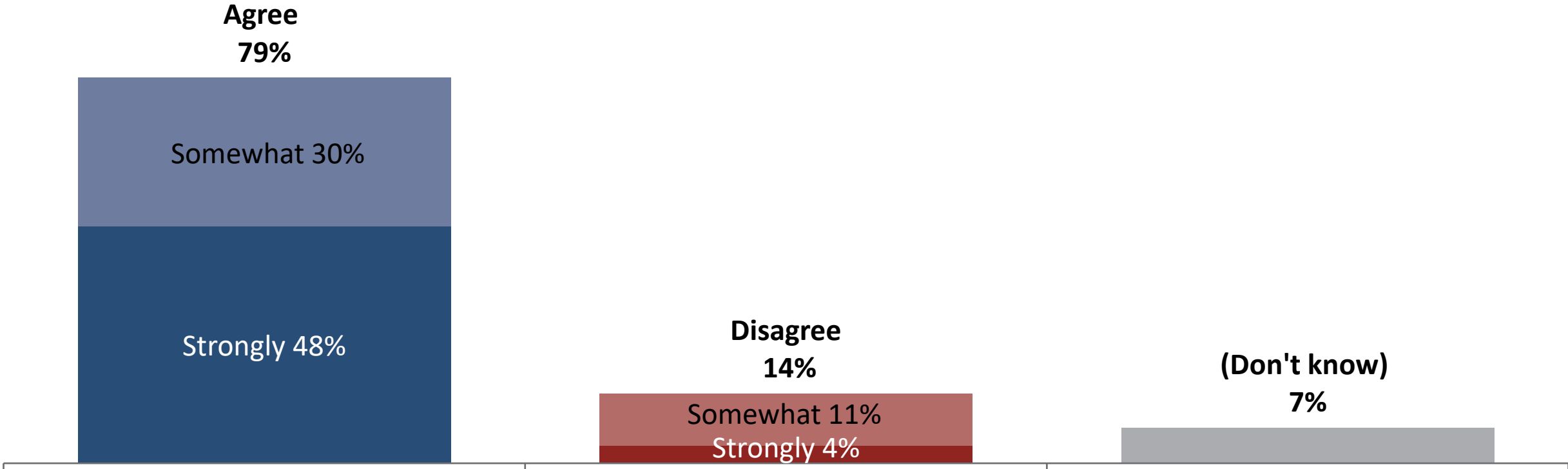




# Children and Safety Attitudes

*Four-in-five residents believe the City needs to improve safety for children when it comes to biking and walking, with nearly half who strongly agree with the idea.*

***Alameda needs to do more to make it safer for children to bicycle and walk***

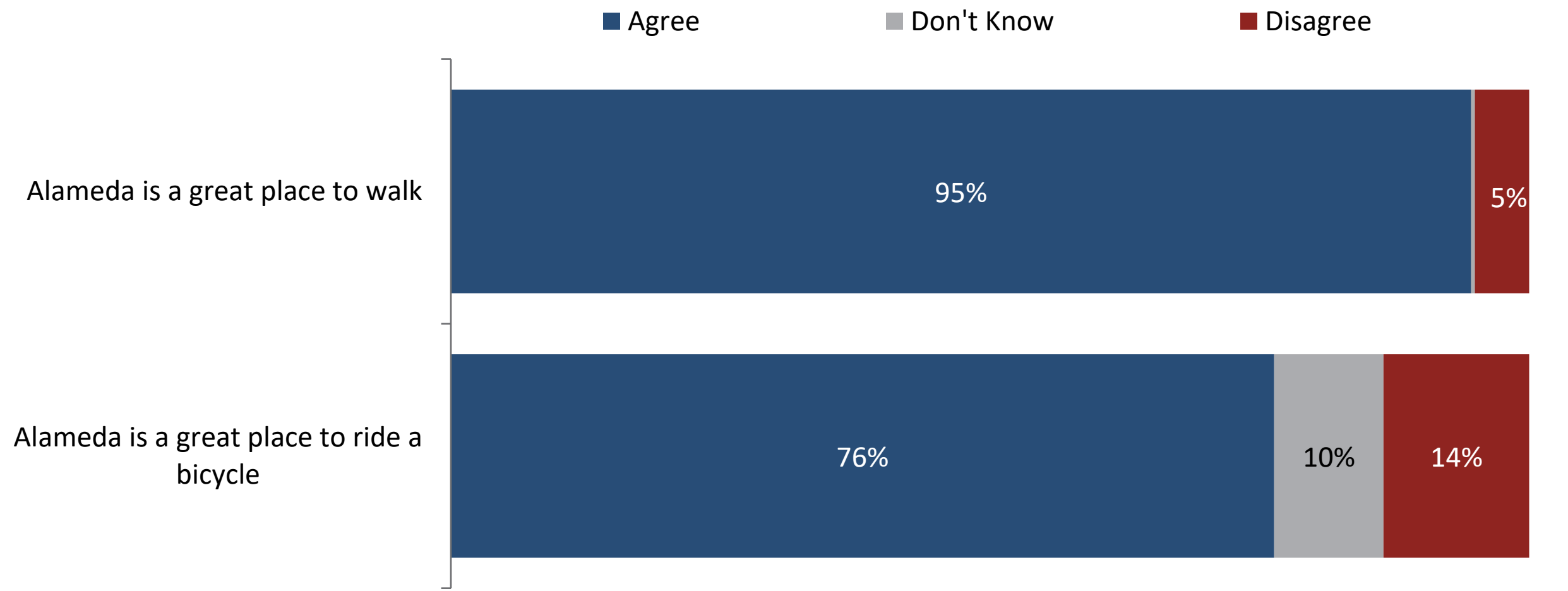




# Traveling Considerations

# Walking/Biking Attitudes

*Nearly all Alameda residents believe the city is a great place to walk and a large majority believe Alameda is a great place to ride a bicycle.*

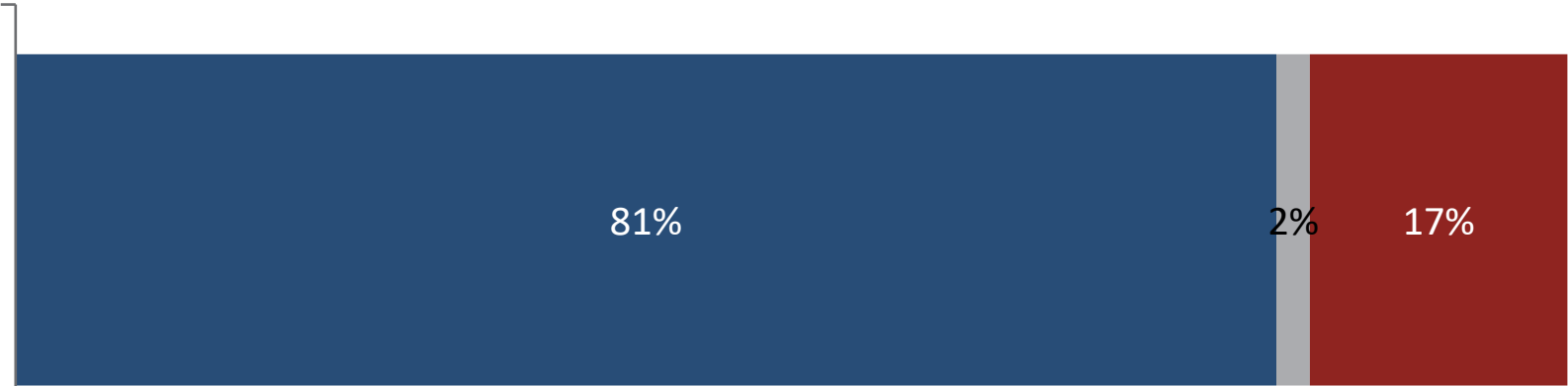


# Safety in Alameda Attitudes

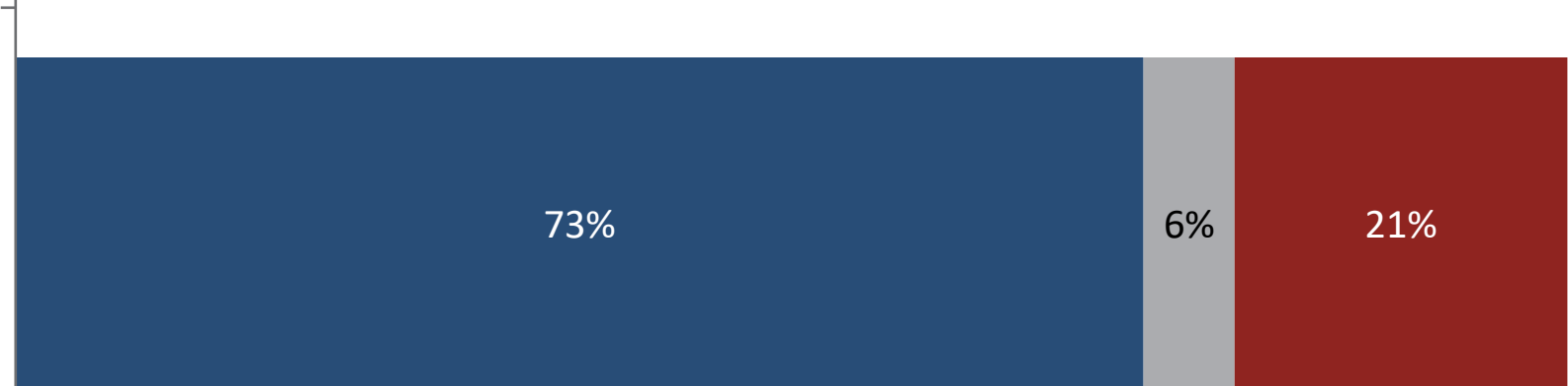
*A significant majority of residents agree that Alameda needs to do more to make it safer for pedestrians and bicyclists.*

■ Agree      ■ Don't Know      ■ Disagree

Alameda needs to do more to make it safer for people to walk across busy streets

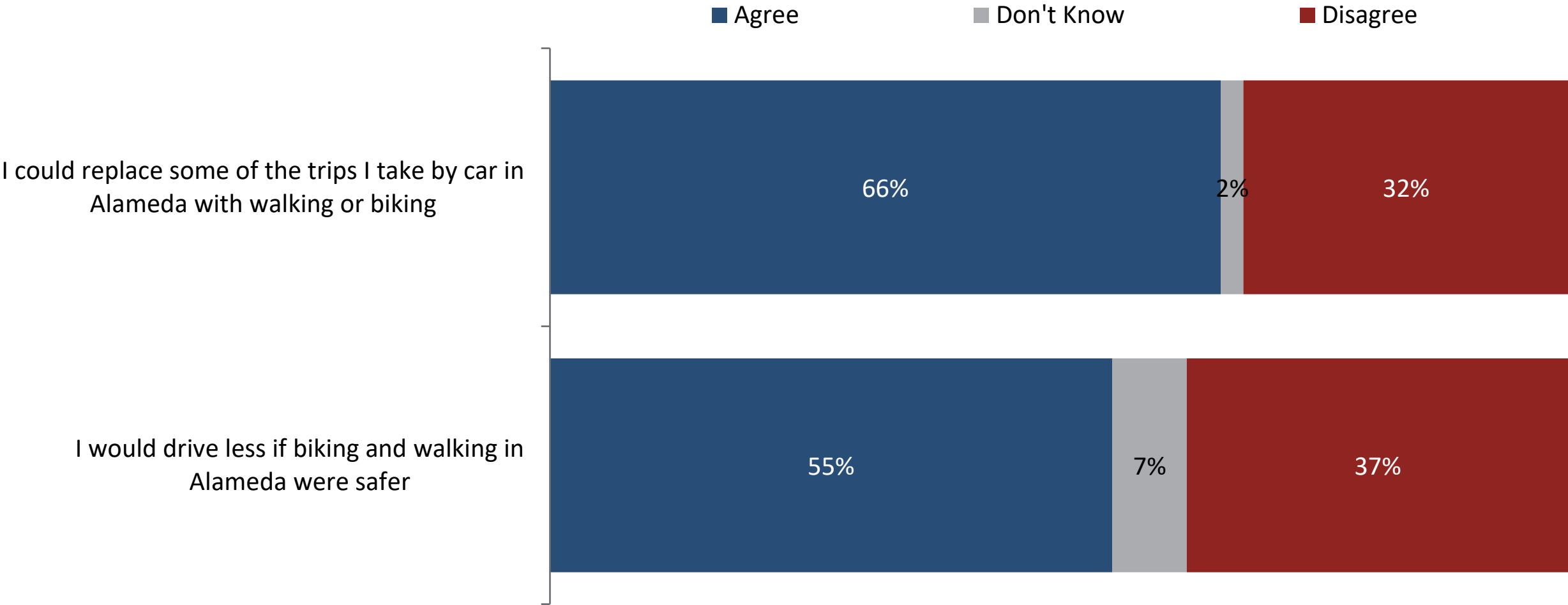


Alameda needs to do more to make it safer for people to bicycle



# Driving Habits

*Two-thirds of residents say they could replace some trips taken by car with walking or biking in Alameda, while a majority indicate they would drive less if biking and walking in Alameda were safer.*

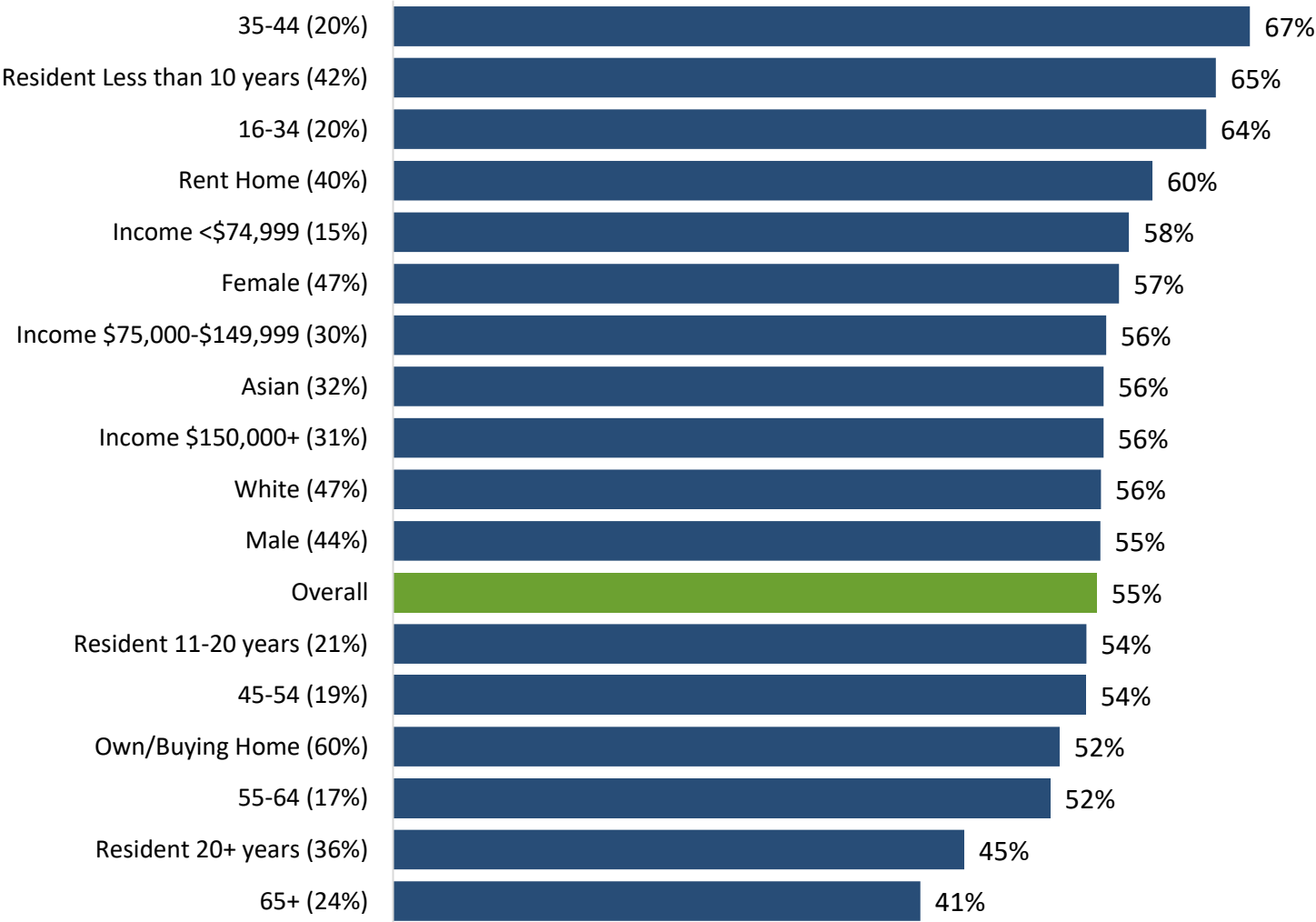


# Drive Less by Demographics

*Younger residents, newer residents, and those who do not own a home are more likely to say they would drive less if biking and walking in Alameda were safer.*

***Q31. I would drive less if biking and walking in Alameda were safer.***

**% Total Agree**

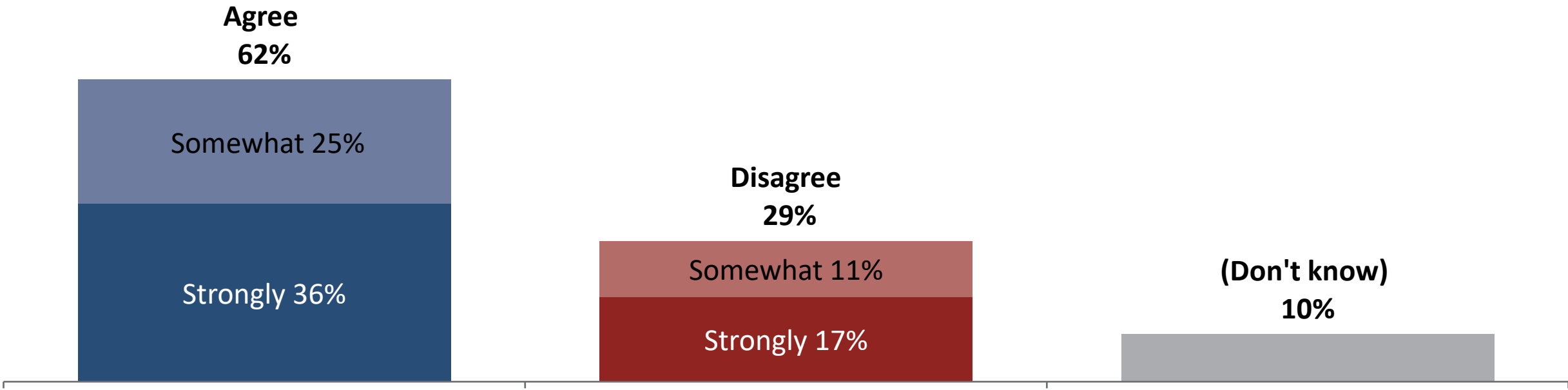




# Interest in Biking More

Three-in-five residents indicate interest in biking more if the city had safe and connected bicycle lanes, routes, and paths.

*I would bicycle more if there were safe and connected bicycle lanes, routes, and paths*



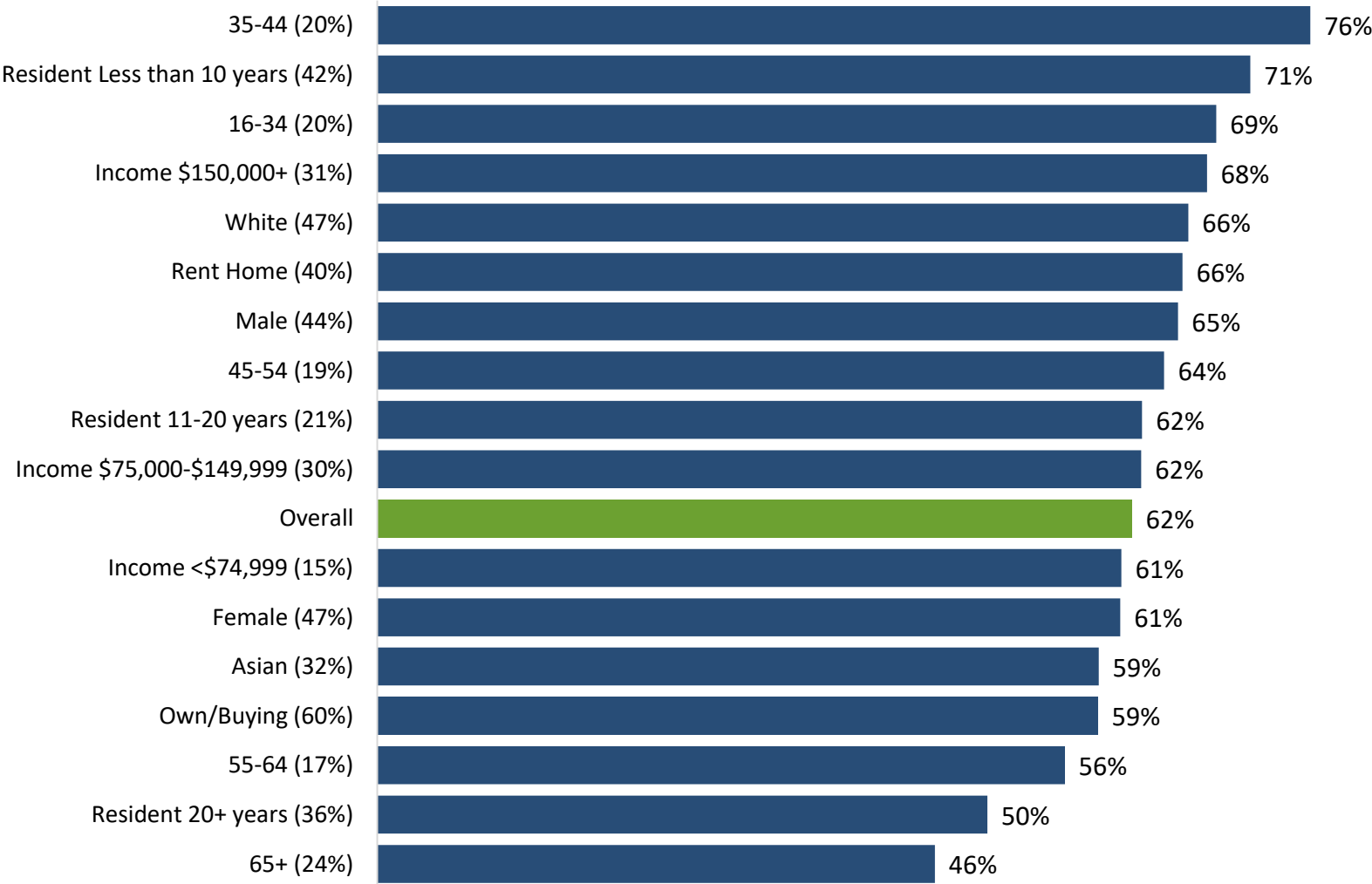
# Interest in Biking More by Demographics



*Younger residents, newer residents, and those who live in households that make over \$150K annually are more likely to say they would bike more if there were safe and connected lanes, routes, and paths.*

***Q32. I would bicycle more if there were safe and connected bicycle lanes, routes, and paths.***

% Total Agree





# Comfort with Biking, Rider Types, and Cycling Typology

# Comfort Level Biking on Faster, Busier Streets

*Bike lanes help to increase overall comfort with biking on a street with faster, busier traffic.*

**IF PHYSICALLY ABLE TO RIDE A BIKE; n=453**



A street with faster, busier traffic; on-street car parking; and no bike lane.

**4%** of residents are **very comfortable**  
**+ 14%** of residents are *somewhat comfortable*  
**18% of residents are comfortable biking**

What if a bike lane was added?

**35%** of residents are **very comfortable**  
**+ 45%** of residents are *somewhat comfortable*  
**80% of residents are comfortable biking**

What if a buffered bike lane was added?

**47%** of residents are **very comfortable**  
**+ 35%** of residents are *somewhat comfortable*  
**82% of residents are comfortable biking**



# Comfort Level Biking on Faster, Busier Streets

*Buffered bike lanes and separated bike lanes help residents feel **very** comfortable when biking on faster, busier streets.*

**IF PHYSICALLY ABLE TO RIDE A BIKE; n=453**



A street with faster, busier traffic; on-street car parking; and no bike lane.

**4%** of residents are **very comfortable**  
+ 14% of residents are *somewhat comfortable*  
**18% of residents are comfortable biking**

What if a bike lane separated from traffic by a curb, posts, or parked cars was added?

**65%** of residents are **very comfortable**  
+ 20% of residents are *somewhat comfortable*  
**85% of residents are comfortable biking**

What if a raised bike lane separated from traffic by a curb was added?

**82%** of residents are **very comfortable**  
+ 7% of residents are *somewhat comfortable*  
**88% of residents are comfortable biking**

# Rider Types Segmentation

*In Alameda, a plurality of residents are interested in biking more, but have concerns about various biking situations.*

## **Strong and Fearless (n=33)**

- Very comfortable on streets without bike lanes

## **Enthusied and Confident (n=128)**

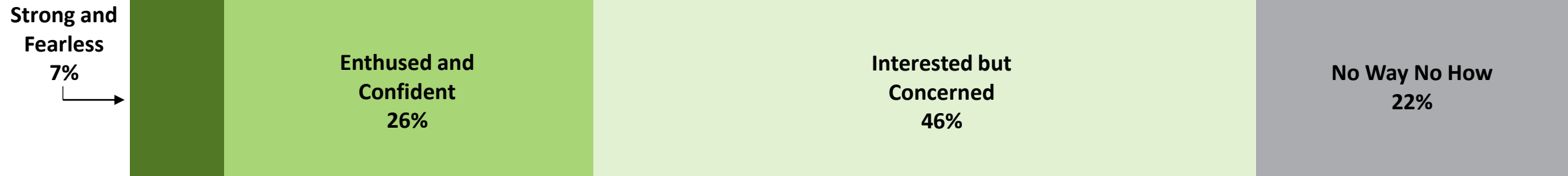
- Very comfortable on faster, busier (commercial) streets with striped bike lanes

## **Interested but Concerned (n=230)**

- Not very comfortable on striped bike lanes, but interested in biking more if safety issues were fixed, **OR**
- Not very comfortable on striped bike lanes, currently cycling for transportation at least part of the year, and did not express interest in biking more, **OR**
- Very comfortable on faster, busier (commercial) streets only with buffered/separated bike lanes.

## **No Way No How (n=108)**

- Physically unable to ride a bike, **OR**
- Very uncomfortable even on separated bike lanes, **OR**
- Not very comfortable, not interested, not cycling for transportation.

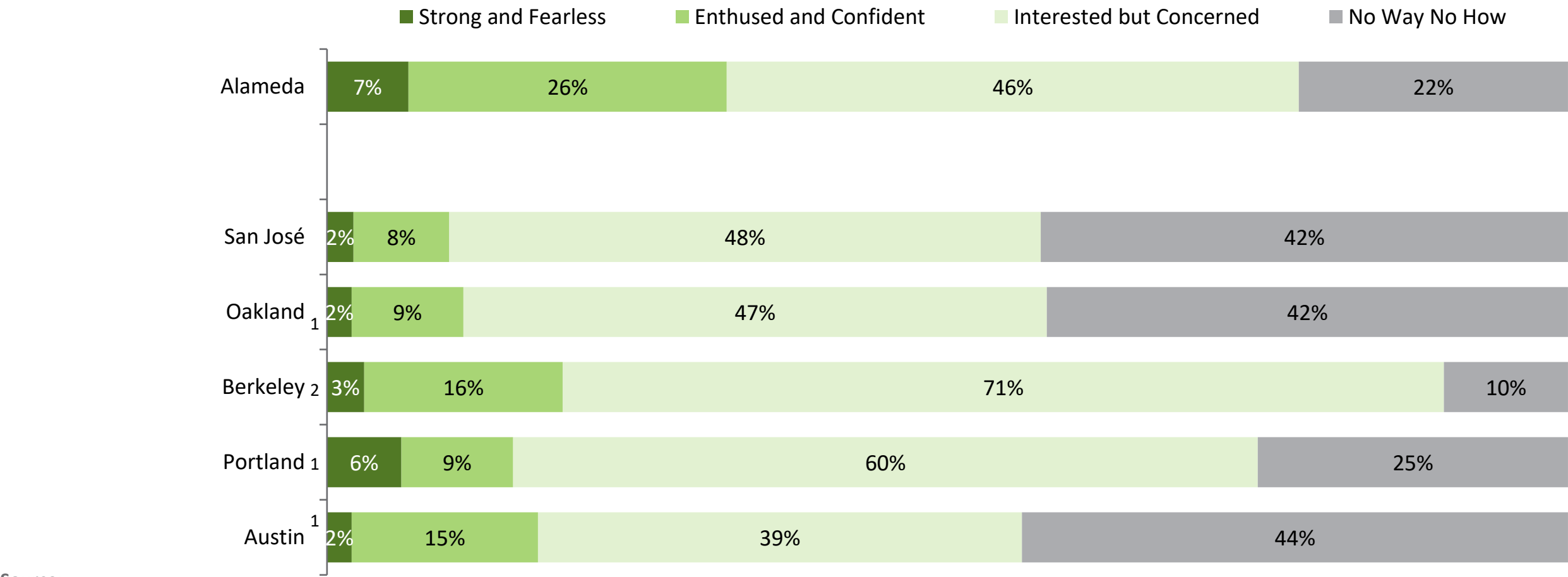




# Rider Types Segmentation Comparison



*Alameda’s share of Enthused and Confident riders is higher than other cities.*



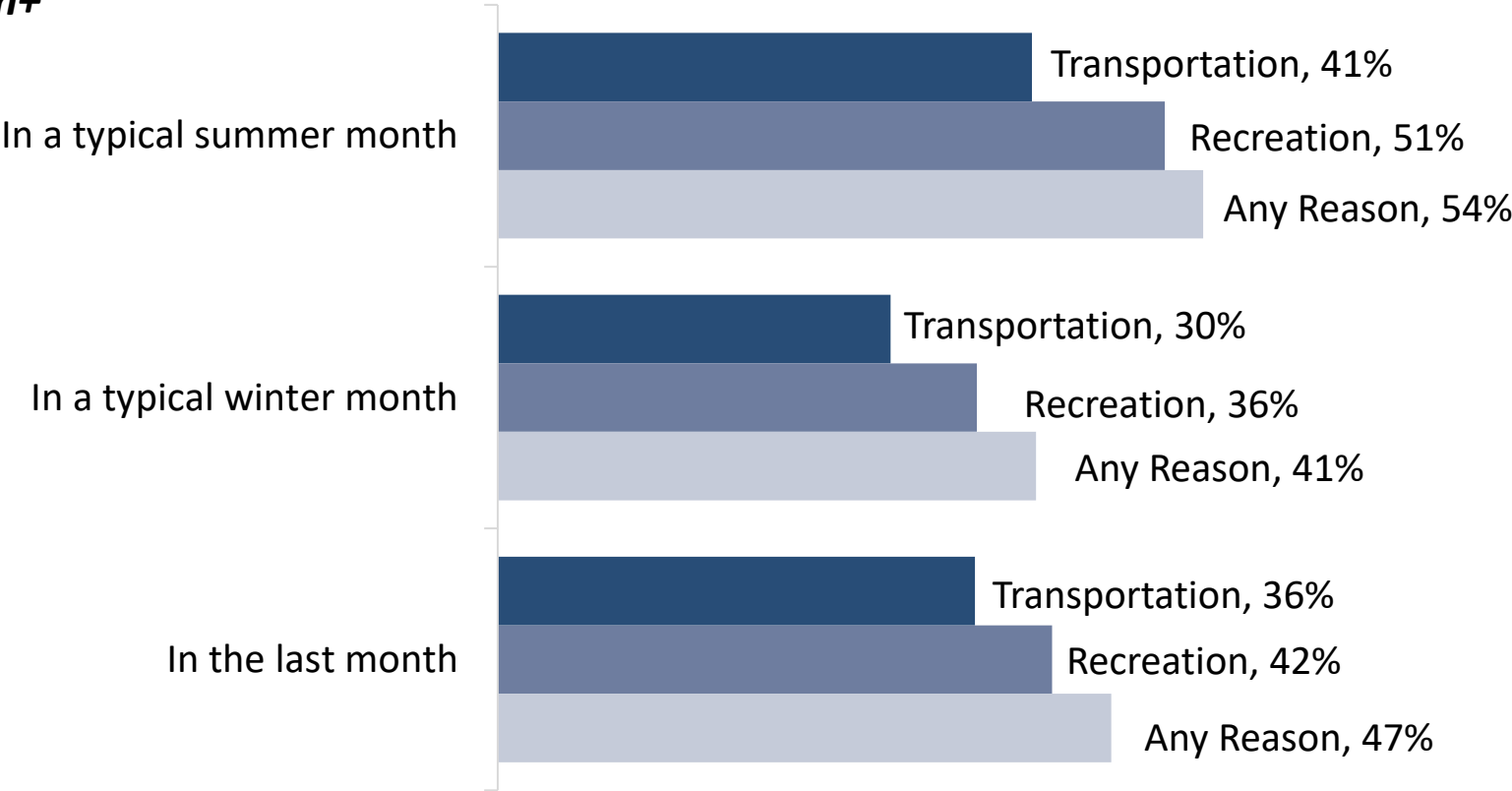
Source:  
1. “Berkeley Bicycle Plan.” Berkeley Transportation Commission, 15 Oct. 2015, p. 19.  
2. “Categorizing Cyclists: What Do We Know? – Insights from Portland, OR.” Jennifer Dill, Ph.D. Oregon Transportation Research and Education Consortium; Portland State University, 26 June 2012, p. 17.

# Biking Frequency by Time of Year



*Residents are more likely to bike for recreation than for utilitarian trips, with both occurring more frequently in summer months than winter months. Nearly half of residents bike at least once a month for any reason.*

**% Once a Month+**



Q77-79. In summer months (from May through October), how often do you typically ride a bicycle... [to work or school]/[to shop, dine out, run errands, visit people, go to a movie, similar activities]/[for fun or exercise]?

Q80-82. In winter months (from November through April), how often do you typically ride a bicycle... [to work or school]/[to shop, dine out, run errands, visit people, go to a movie, similar activities]/[for fun or exercise]?

Q83-85. And now, just thinking about the past month, how often did you ride a bicycle... [to work or school]/[to shop, dine out, run errands, visit people, go to a movie, similar activities]/[for fun or exercise]?

# Cycling Typology

*Approximately one-third of residents regularly bike for work, school, or shopping, while one-quarter are recreational cyclists.*

## Utilitarian Cyclists (n=166)

- Cycled at least once in the past 30 days for work, school, shopping, etc., **AND**
- Usually cycles once a month for transportation in a typical summer or winter month.

## Recreational Cyclists (n=114)

- Cycle at least once a month for any reason in a typical summer or winter month, **OR**
- Have cycled at least once in the past 30 days, but did not meet the threshold for Utilitarian cyclist.

## Not Regular Cyclists (n=220)

- Did not cycle in the past 30 days, **AND**
- Do not cycle at least once a month in summer or winter.

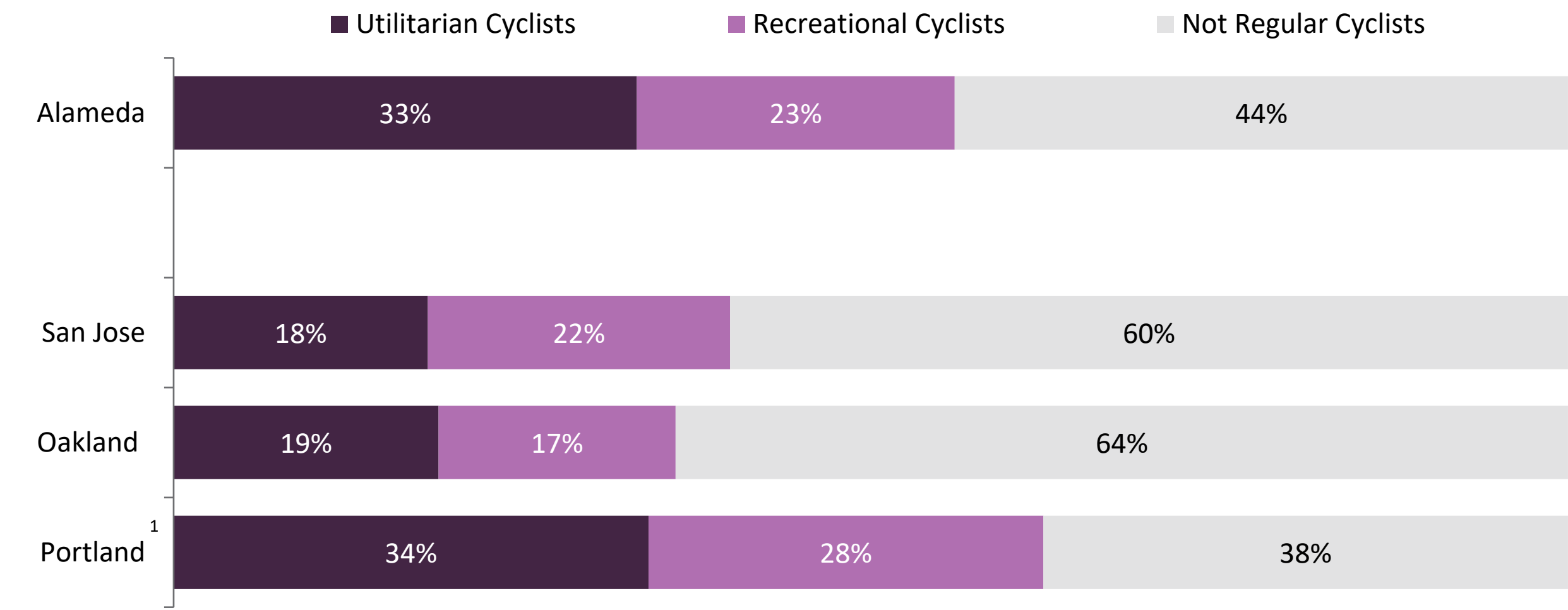
Utilitarian Cyclists  
33%

Recreational Cyclists  
23%

Not Regular Cyclists  
44%

# Cycling Typology Comparison

*The cycling typology in Alameda is similar to Portland’s. Alameda has nearly twice as many utilitarian cyclists as a percentage when compared with Oakland.*





# Comfort with Walking and Walking Typology



# Painted Crosswalks Increase Pedestrian Comfort



An intersection where you need to cross a busy **two-lane** street with no stop sign.

**18%** of residents are comfortable crossing



What if that intersection had a painted crosswalk?

**60%** of residents are comfortable crossing



An intersection where you need to cross a busy **four-lane** street with no stop sign.

**11%** of residents are comfortable crossing



What if that intersection had a painted crosswalk?

**54%** of residents are comfortable crossing



Photos in each column and accompanying questions were shown in a progression.



# Comfort Level Crossing Four-Lane Street

*The share of Alameda residents who feel **very** comfortable crossing a four-lane road with a painted crosswalk doubles when that intersection has curb extensions to reduce the crossing distance.*



What if that intersection had a painted crosswalk?

**12% of residents are *very comfortable* crossing**  
**+ 42% of residents are *somewhat comfortable* crossing**  
***54% of residents are comfortable crossing***



What if that intersection had curb extensions to reduce the crossing distance?

**27% of residents are *very comfortable* crossing**  
**+ 41% of residents are *somewhat comfortable* crossing**  
***68% of residents are comfortable crossing***

# Street Crossing Behavior Segmentation



*Approximately one-in-three residents are comfortable in most crossing situations, while a majority are considered somewhat comfortable in various scenarios.*

**Comfortable (n=153)**

- Residents who are comfortable in most crossing situations.

**Somewhat Comfortable (n=275)**

- Residents who have mixed feelings crossing the street in various situations.

**Uncomfortable (n=72)**

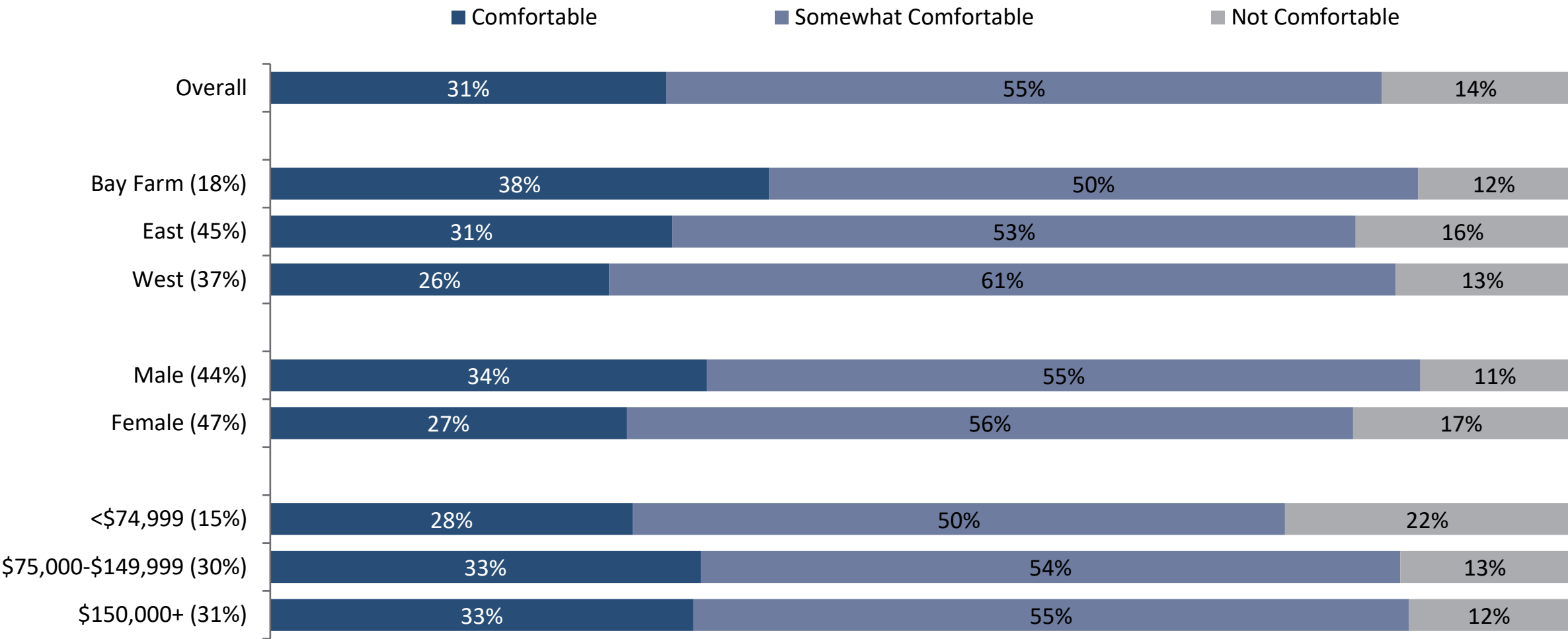
- Residents who are not comfortable in most crossing situations.



# Street Crossing Behavior by Demographics



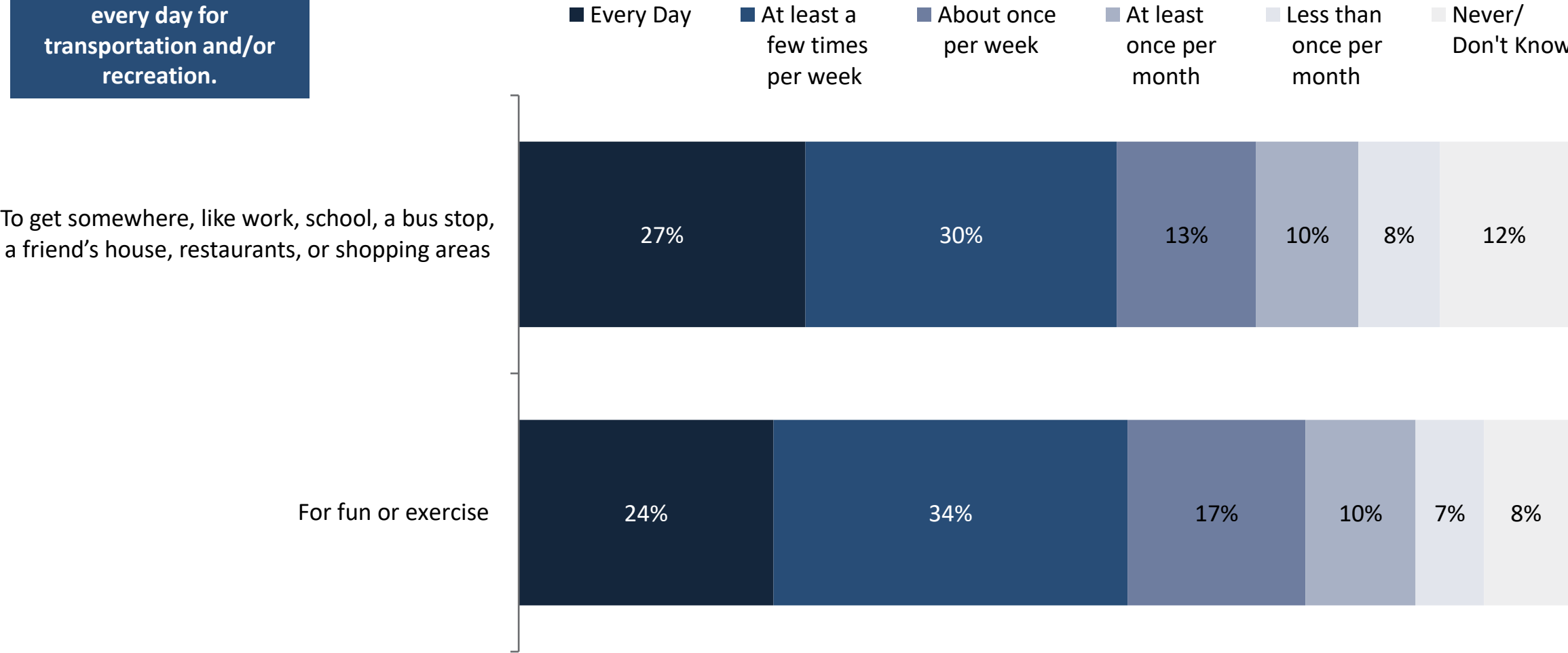
*Residents who live in the West region, women, and lower-income earners are less likely to be comfortable in most crossing situations compared to their counterparts.*



# Walking, Jogging, and Running Habits

A majority of residents walk, jog, or run at least a few times a week to get somewhere or for fun or exercise.

37% of residents walk every day for transportation and/or recreation.



# Walking Level Typology

*Nearly all residents walk at least once a month for transportation or recreational purposes, of which over half are considered Frequent Utilitarian Walkers, meaning they walk to get somewhere at least a few times a week.*

## Frequent Utilitarian Walkers (n=285)

- Walk to get somewhere at least a few times per week

## Occasional Utilitarian Walkers (n=115)

- Walk to get somewhere about once a week or at least once a month

## Recreational Walkers (n=60)

- Walk for any reason at least once a month, **AND**
- Does not fit the definitions for Frequent or Infrequent Utilitarian Walkers

## Non-Walkers (n=40)

- Does not walk at least once a month for any reason in a typical month

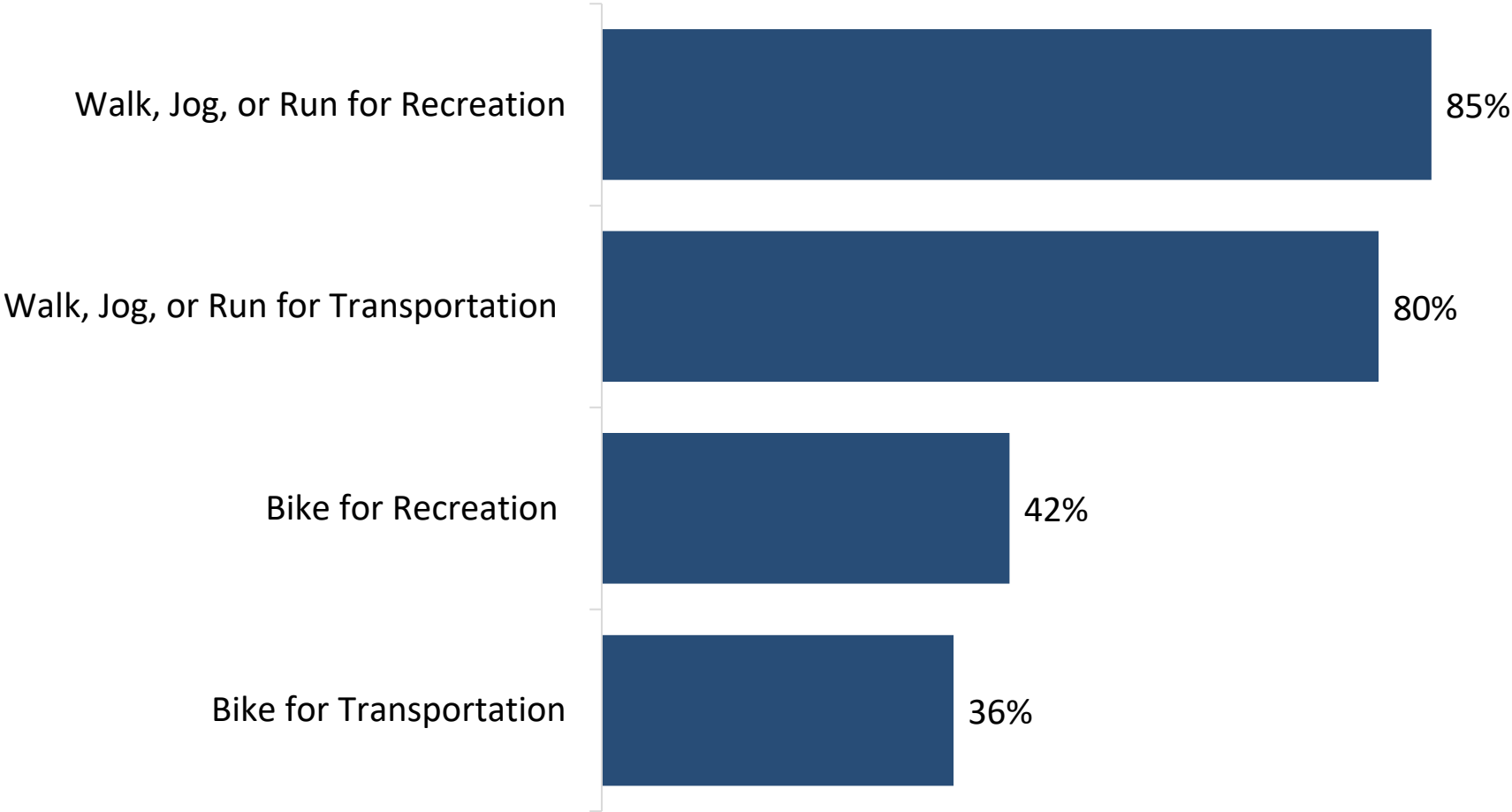


# Biking and Walking Habits Compared



*Approximately twice as many residents walk for recreation and transportation compared to the amount of residents who bike for the same reasons.*

% use method at least once per month



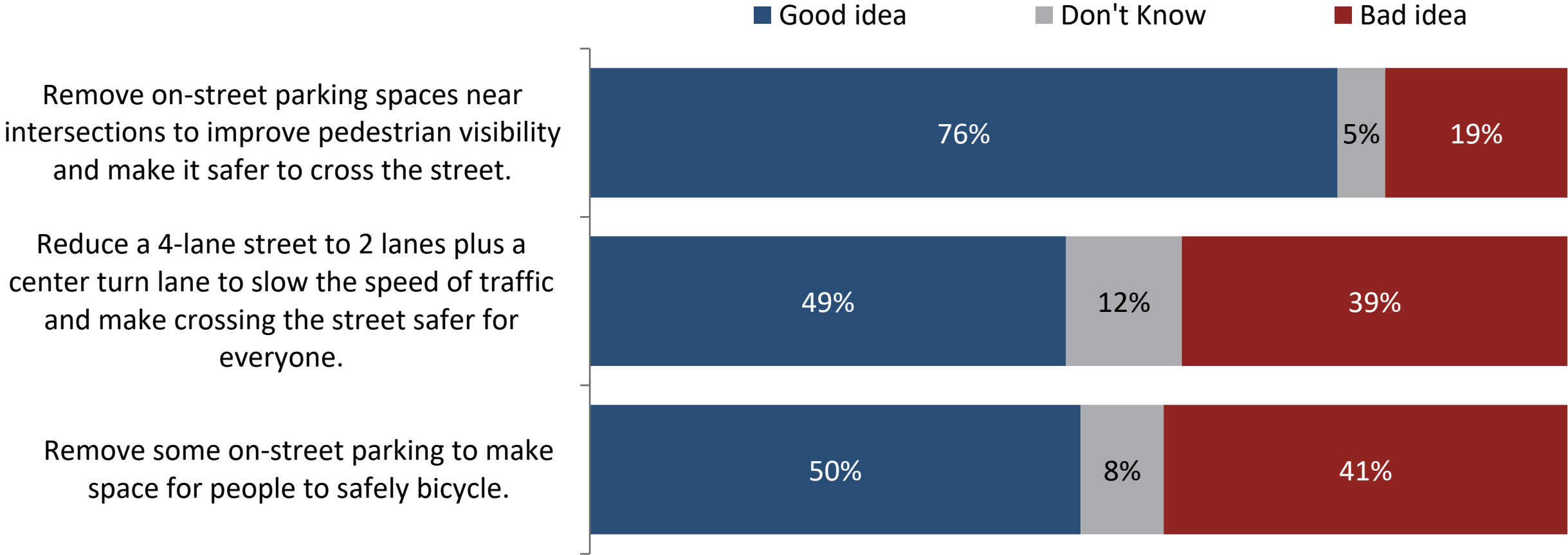




**Potential Improvements**

# Potential Projects to Improve Safety

*Approximately three-quarters of residents believe removing on-street parking to improve pedestrian visibility and safety is a good idea. Residents are more divided in their opinion about reducing 4-lane streets to two-lanes and removing on-street parking to improve bicycle safety.*



Q72-74. Here are some things the City could do on key roads and intersections to make it safer to walk and bicycle in Alameda. These things have been shown to improve safety for all road users in other communities. For each one, please indicate if you think it is a good idea or a bad idea for Alameda.

# Potential Projects to Improve Safety by Region



*Residents who live in the East and West regions are more likely to say reducing a 4-lane street to 2 lanes and removing on-street parking to improve safety for people biking are good ideas compared to those who live in Bay Farm.*

## % Total Good Idea

Remove on-street parking spaces near intersections to improve pedestrian visibility and make it safer to cross the street.



Reduce a 4-lane street to 2 lanes plus a center turn lane to slow the speed of traffic and make crossing the street safer for everyone.



Remove some on-street parking to make space for people to safely bicycle.

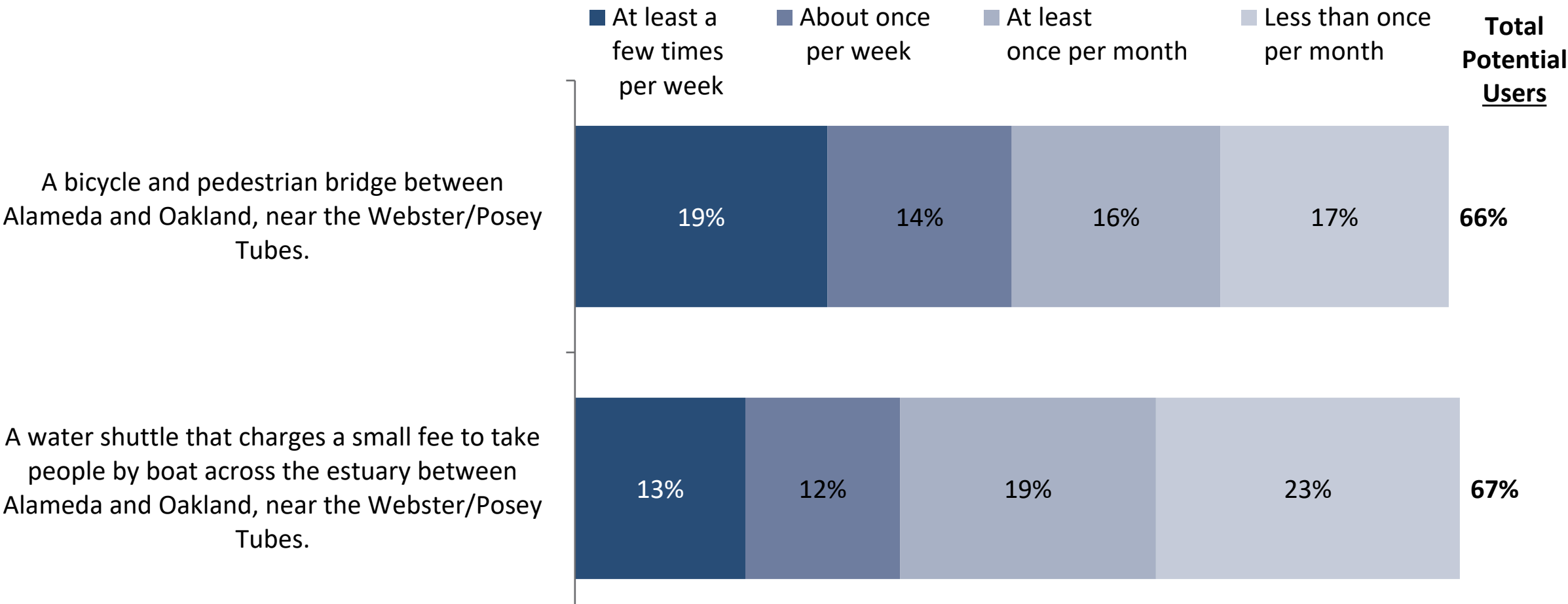


Q72-74. Here are some things the City could do on key roads and intersections to make it safer to walk and bicycle in Alameda. These things have been shown to improve safety for all road users in other communities. For each one, please indicate if you think it is a good idea or a bad idea for Alameda.

# Oakland Estuary Crossing Improvements



*One-third of residents would use a bicycle/pedestrian bridge about once a week or more, while one-quarter indicate they would use a water shuttle at the same frequency.*



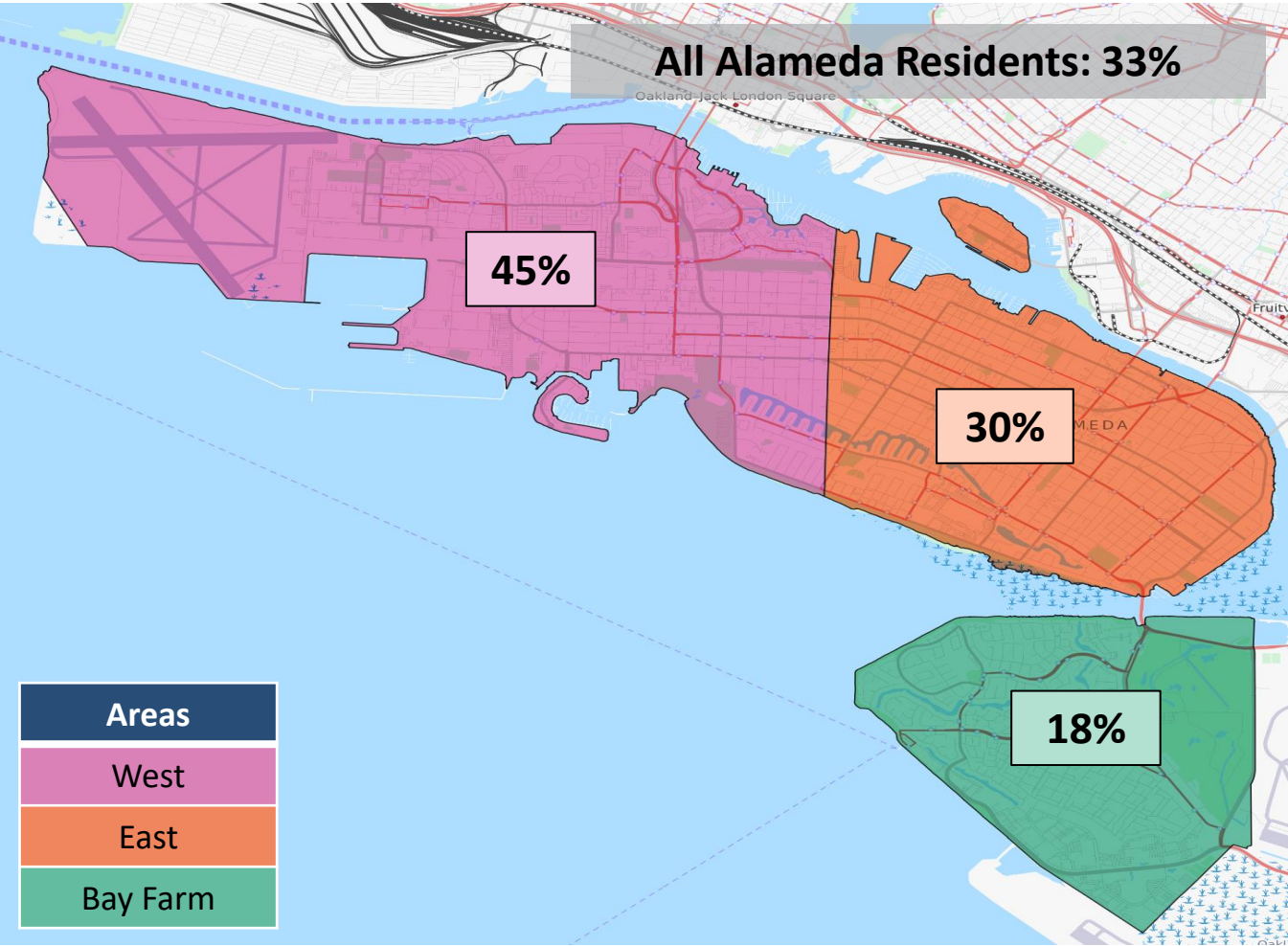
Q75-76. Below are some things that are being considered to make it easier to get across the Oakland Estuary in the west end of Alameda. If they were built or introduced, how often do you think you might use something like the below to get out of and into Alameda?

# Oakland Estuary Crossing Improvements Use by Area: Bike/Pedestrian



% Use at least once per week

Nearly half of residents who live in the West area of Alameda are most likely to use a bike/pedestrian bridge at least once a week.



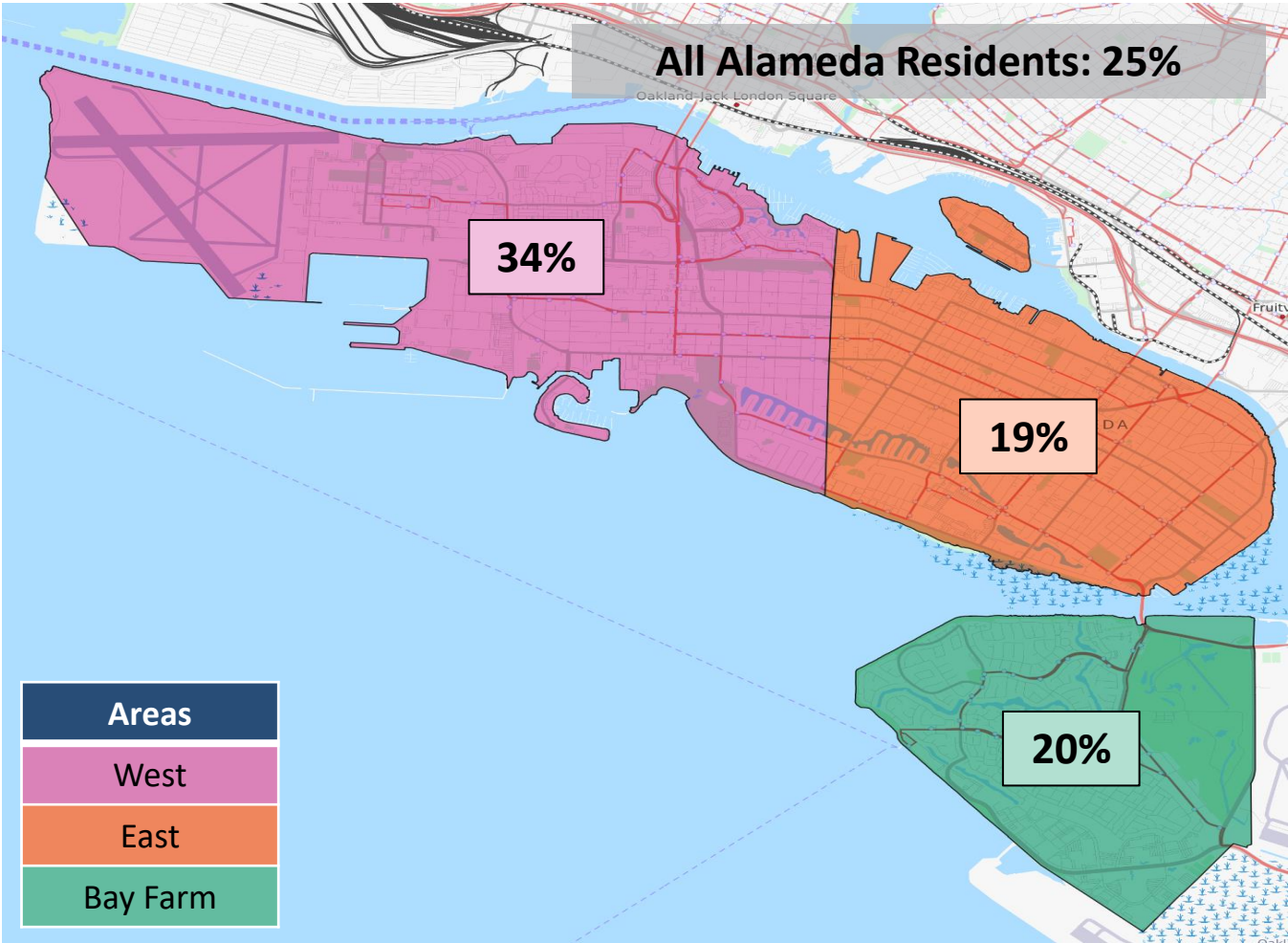
Q75. Below are some things that are being considered to make it easier to get across the Oakland Estuary in the west end of Alameda. If they were built or introduced, how often do you think you might use something like the below to get out of and into Alameda?

# Oakland Estuary Crossing Improvements Use by Area: Water Shuttle



% Use at least once per week

*Approximately one-third of West area residents say they would use a water shuttle at least once a week, while one-fifth in the East area and Bay Farm say the same.*



Q76. Below are some things that are being considered to make it easier to get across the Oakland Estuary in the west end of Alameda. If they were built or introduced, how often do you think you might use something like the below to get out of and into Alameda?



To: Rochelle Wheeler and Lisa Foster, City of Alameda

From: Megan Wooley-Ousdahl and Belinda Judelman, Toole Design

Date: November 25, 2019

Project: Alameda Active Transportation Plan

Subject: November 7<sup>th</sup> Open House Summary

## SUMMARY

On Thursday, November 7, 2019 from 5:30pm to 8:30pm, the City of Alameda, with support from Toole Design, hosted an Open House for the Alameda Active Transportation Plan (referred to here as “Active Alameda”). The Open House was held at the Alameda Free Library.

In all, **approximately 150 people participated in the Open House**. The participants included people of all ages, including young children, teens, adults, and older adults (see Figure 1).



**Figure 1. Community Members Participating in Open House Activities**

The goals of the Active Alameda Open House were to:

- Publicize and build momentum around the Active Transportation Plan process (see Figure 2)
- Familiarize the community with different types of active transportation facilities and treatments
- Gather public input on existing and desired walking and bicycling conditions in Alameda

City staff and Toole Design provided several types of activities for gathering input, kids' activities, a formal presentation, and informational posters.



During the Open House, attendees circulated among the various activities, and from approximately 7:00pm to 7:30 pm, City staff and the Toole Design project manager gave a presentation. The presenters:

- Provided a recognition of the recent collisions and the steps the City is taking to address this
- Celebrated the City's recent adoption of a Vision Zero Policy
- Gave an overview of the project
- Discussed different types of bicycle facilities and pedestrian improvements
- Shared ways for community members to participate in the Active Alameda planning process.

The remaining time was designed for attendees to continue circulating among the various activities.

## KEY TAKEAWAYS

Several key themes emerged from Open House participants:

### Schools and Children

- Many children walk and bike to school in Alameda, and the community is very concerned about the safety of children traveling along roadways and crossing streets near schools.
- Community members would like to see more enforcement and design changes to encourage drivers to travel more slowly, especially along streets near schools.

### Improving Safety and Connections

- Several elements of the existing active transportation network feel unsafe and are not well-connected to destinations.
- Some community members are concerned about north-south multimodal connections to major destinations, such as Alameda Landing and the Jean Sweeney Open Space Park.
- There is an interest in improving connections to the City's existing and planned Class I and Class IV facilities.
- Barriers such as the bridges and major streets (e.g., Central Ave, Constitution Way, Lincoln Ave, Encinal Ave, and Webster St) result in circuitous or high-stress bike routes.
- Participants would like to see improvements to bicycle and pedestrian connections between Alameda and Oakland and new crossing options, especially around the High St and Fruitvale Ave bridges and the connection to the Fruitvale BART station.

### Street Crossings

- While sidewalk coverage is good in Alameda, there are many places where it is difficult to cross the street due to lack of designated crossings or uncomfortable existing crossings (e.g., Fernside Bl, Otis Dr, and Lincoln Ave).

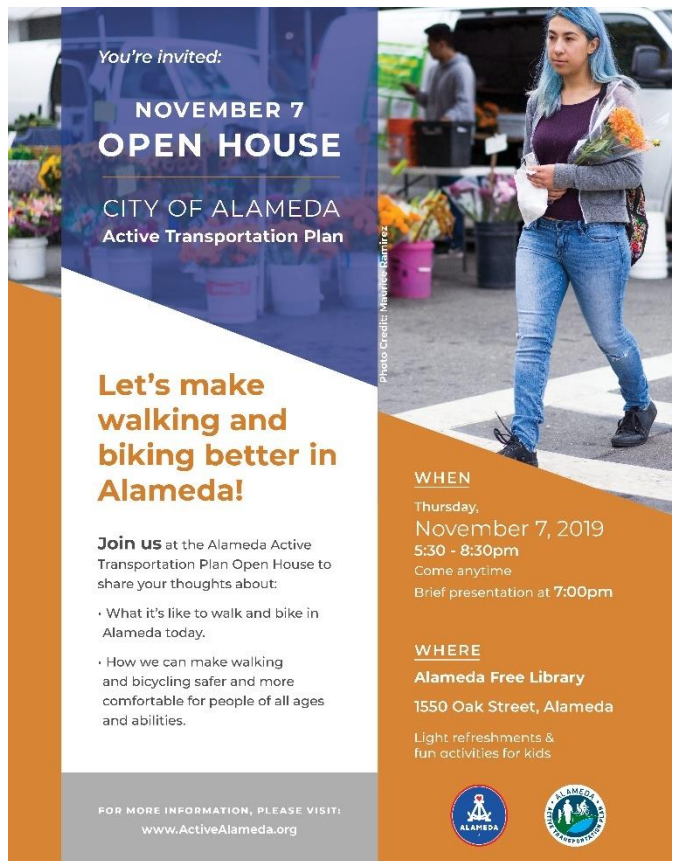


Figure 2. Open House Flyer

## Educational Support Programs

- Community members would like to see increased education for drivers, bicyclists, scooter riders and skateboarders about how to share the road and sidewalk safely.

Additional details on community member feedback during the Open House activities is presented in the following sections.

# INFORMATIONAL MATERIALS AND ACTIVITIES

## PROJECT POSTCARD

A flyer was distributed during the Open House to provide community members with general project information and to direct them to the project website for more information about the project and how to stay involved (see Figure 3).

The flyer was designed as a postcard so that community members could mail it to their friends. Attendees also suggested that the postcard could be mailed to the City as a way to share their comments.

## OPEN HOUSE POSTERS

The Open House included three informational posters for participants to view. These includes:

- **Approach and Schedule poster** which included information about active transportation planning and the Active Alameda planning approach and schedule (see Figure 4).
- **Bicycle Facilities poster** which listed different types of bicycle facilities, ranging from those with little separation from motor vehicles (e.g., shared lanes and bicycle routes) to those with robust separation (e.g., separated bicycle lanes and off-street shared-use paths). It also provided examples of intersection treatments including pavement markings and signals.
- **Pedestrian Facilities poster** which listed different types of pedestrian facilities and crossing treatments.

The intent of the bicycle and pedestrian facilities posters was to help participants learn about different facility types and develop a deeper understanding of the types of facilities they may want to see installed in Alameda in the future.

The “Build a Street” activity was designed to be fun and spark conversation among older children and adults. This activity allowed participants to design their own street using a series of street elements and a board with a picture of a street with specific amount of available right-of-way. This activity is particularly useful for helping people think

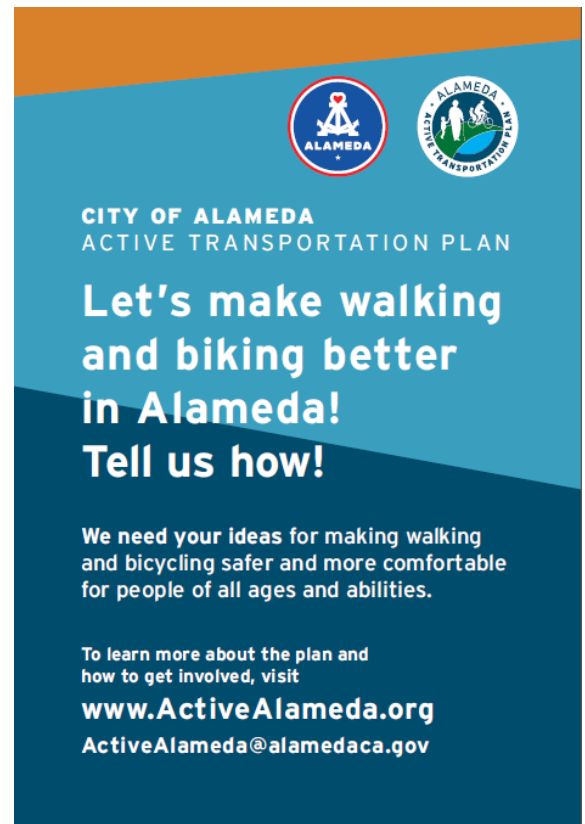


Figure 3. Project Postcard

about the tradeoffs needed when installing different types of bicycle, pedestrian, transit, and personal automobile infrastructure.

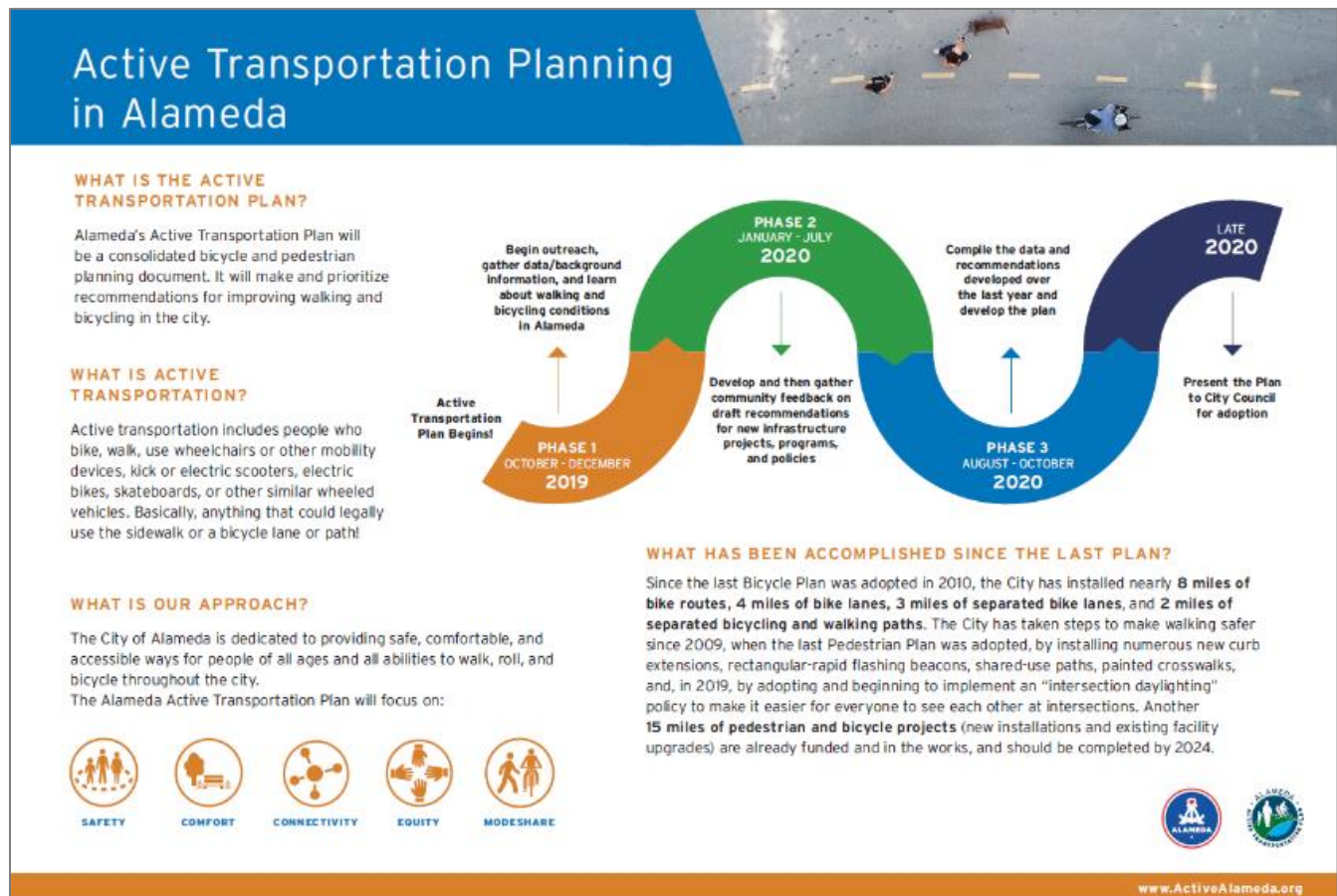


Figure 4. Approach and Schedule Poster

## INPUT ACTIVITIES

### TELL US WHAT YOU THINK

The Open House included several interactive activities for participants to provide their feedback. The first activity, "Tell us what you think!", asked community members to write down their responses to two questions about plan priorities - "How can we make walking and bicycling in Alameda safer and more comfortable?" and "What specific issues should we address in the Alameda Active Transportation Plan?" This activity was conducted in English (see Figure 5).

In response to the first question, a few key themes emerged. In general, community members would like to see the following changes to make walking and bicycling more comfortable in Alameda.

- More separated bike lanes
- A more connected bicycle network
- Maintenance and pavement repairs to the sidewalk and roadway

- More signs, signals, or flashing lights to encourage drivers to watch for pedestrians, especially near schools
- More bicycle encouragement events, such as open streets
- Improved pedestrian crossings
- More lighting
- Better bike rack placement



In response to the second question, community members would like to see the following issues addressed in Active Alameda.

- Intersection daylighting
- Bike (and scooter) rental programs
- Water taxis and pedi-cabs
- Concrete-protected bike lanes throughout the island
- Improved education and enforcement of the appropriate way to use the road (e.g., bicyclists and skateboarders respecting pedestrians on sidewalks)

Tell Us What You Think!

How can we make walking and bicycling in Alameda safer and more comfortable?

What specific issues should we address in the Alameda Active Transportation Plan?

www.ActiveAlameda.org

Figure 5. “Tell Us What You Think” Activity

## BIKING AND WALKING IN ALAMEDA – TODAY AND TOMORROW

The second input activity, “Biking and Walking in Alameda – Today and Tomorrow”, asked participants to describe their experiences walking and bicycling in Alameda today as well as what they hope it will be like in the future, using three words for each scenario. Input from this exercise will inform a draft vision and goals for the Plan. This activity was conducted in English, Spanish, and Chinese. Twenty-five activity sheets were left at the end of the event, and the responses from those respondents are displayed in word clouds below. All activity sheets left at the end of the event were completed in English.

Common themes emerged in this exercise. In general, bicycling in Alameda today was described as both positive and negative, words like “fun” and “easy” were used, but so were words like “unsafe,” “dangerous,” and “scary” (see Figure 6).



Figure 6. “What’s it like to bike in Alameda today?” Results



Participants want bicycling in Alameda in the future to be safe, relaxing, accessible, and encouraged (see Figure 7).



Figure 7. "How should biking in Alameda be in the future?" Results

Walking in Alameda today was described as dangerous, dark, healthy, and pleasant (see Figure 8).



Figure 8. "What it's like to walk in Alameda, today" Results



Participants want walking in Alameda in the future to be safer, pleasant, and easier (see Figure 9).



Figure 9. "How should walking in Alameda be in the future?" Results

## MY BEST IDEA FOR MAKING STREETS SAFER

A third input activity asked participants to write or draw their best idea to make streets safer (see Figure 10). This activity was a huge success! Participants were given markers to draw or write their responses which they could then post on the wall. Some participants were also willing to have their picture taken with their idea. This activity was provided in English, Spanish, and Chinese.

Forty-four participants left their activity sheets at the end of the Open House. The major themes from responses to this activity include:

- Safety improvements near schools
- Enforce speed limits
- Encouragement activities and open streets events
- Education for drivers and bicyclists about laws
- Intersection treatments
- Protected bike lanes
- Slower speeds
- Greater variety of transportation options (e.g., bike/scooter rentals, pedi-cabs, water taxis)
- Signals and design treatments to improve crossings
- Bike education at schools

- Reduce distracted driving
- Stop signs at intersections
- More bike lanes
- More connections across the river



Figure 10. "My Best Idea" Responses

## MAP COMMENTS

The final input activity involved participants annotating maps of Alameda with pens, pencils, and sticky notes to indicate locations where people have difficulty or feel unsafe walking or bicycling in Alameda (see Figures 11 and 12). A question sheet was displayed beside the map to help spark conversation, which included:

- Where do you feel safe walking and biking in Alameda now?
- Are there specific locations where you do not feel comfortable walking and biking? What concerns you about these locations?
- Specifically, which locations should the City improve access to?

Toole Design staff will input comments from the map into the project's online map, and these comments will inform draft recommendations for Alameda's active transportation network.

Generally, comments focused on the following:

### Bicycling-Related Comments

- Current on-street bicycle infrastructure is disconnected, feels unsafe, and serves few destinations.

### Walking-Related Comments

- Existing sidewalks are too narrow.



Figure 11. Pedestrian Network Map

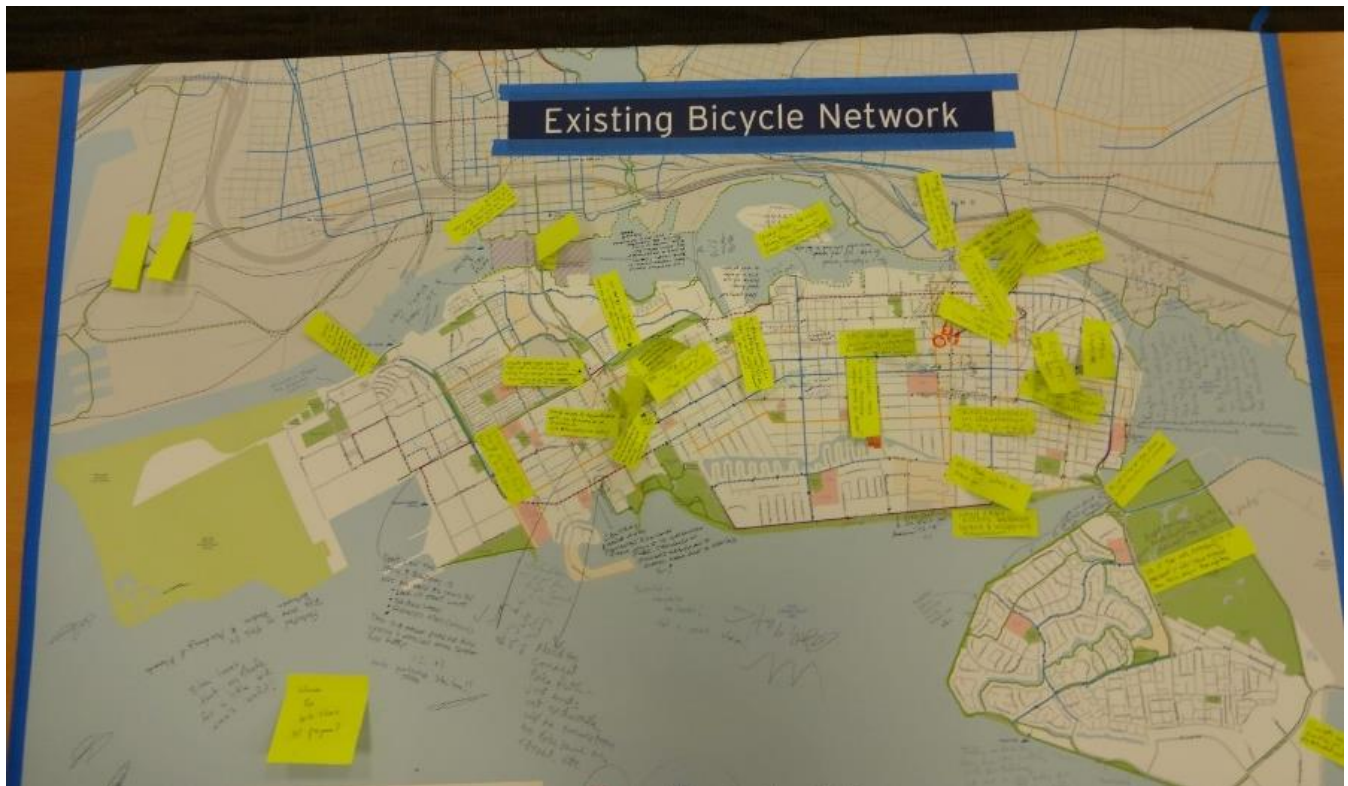


### Intersection and Crossing-Related Comments

- Intersections are dangerous and stressful.
- There are long stretches of roadways (often near schools) without signalized crossings, and it is difficult for people of all ages and abilities to cross the street.

### User-Related Comments

- There is a lack of awareness and respect between drivers, bicyclists, pedestrians, skateboarders, and scooter riders.
- Motor vehicles travel above the speed limit on long stretches of streets without traffic signals.
- Drivers use some residential streets as cut-throughs.



**Figure 12. Bicycle Network Map**

## KIDS' ACTIVITIES

Kids were welcome at this event, and many people brought their children. Children of all ages were able to participate through a variety of activities, and a well-used kids table was filled with active transportation-oriented coloring materials and stickers (see Figure 13). Kids were also encouraged to participate in all of the other input activities, either with or without their parents. Many children helped their parents draw or write ideas for the “My Best Idea to Make Streets Safer” activity. The “Build A Street” activity was also kid-friendly.



Figure 13. Children Coloring at the Kids Table

## EQUITY EVALUATION

This section provides an opportunity for reflecting on how well the Open House integrated equity and inclusivity into the event.

### PARTICIPATION AT THE OPEN HOUSE

Participation at the Open House was evaluated based on several demographic components, including age, race/ethnicity and language, household composition, and socio-economic background.

- **Age:** There was a fairly good representation of people of all ages at the event. There were many young children and a few small groups of teenagers. While there were some older adults, there were not many, and it was brought up by several community members that we should make sure to engage the older adult population of Alameda.
- **Race/Ethnicity and language:** A visual scan of the room indicated that the majority of participants appeared to be white; however, no formal demographic survey was completed. Some of the activities were provided for people who speak Spanish and Chinese, but there were not Spanish or Chinese translators present, nor were the Open House outreach materials (e.g., flyer) provided in Chinese or Spanish. None of the activities offered in different languages were filled out in different languages. City and Toole Design staff are intending to hold focus groups that are fully held in Spanish and Chinese.
- **Household composition:** There appeared to be a good mix of single adults and adults with families.
- **Socio-Economic background:** While it is useful to understand whether the people who attended the Open House were from diverse socio-economic backgrounds, this type of information was not collected at the event.

### NEXT STEPS

Toole Design is interested in the City's feedback about the inclusivity in the Open House and equity implications, especially as we look forward to planning the focus group meetings which could include participation from:

- Non-white populations
- Older adults
- People with different mobility limitations
- People who may not speak English as their primary language



To: Rochelle Wheeler and Lisa Foster, City of Alameda  
From: Jessica Zdeb, Megan Wooley-Ousdahl, and Belinda Judelman, Toole Design  
Date: February 21, 2020  
Project: Alameda Active Transportation Plan  
Subject: Task 2: Online Web Map Comments

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As part of the public engagement effort for the Alameda Active Transportation Plan, Toole Design created an online, interactive map to collect community feedback on where people like to walk, bike, and roll in Alameda. This memo presents a summary of the public comments provided on the online map.

## Methodology

The online, interactive map was open to the public from early December 2019 to the end of January 2020. Members of the public could provide feedback on bicycle and pedestrian conditions via two separate maps, one for bicycling facilities and the other for pedestrian facilities. The bike map included existing on- and off-street bike facilities and bike facilities scheduled for construction between 2020 and 2024. The pedestrian map included existing pedestrian facilities (e.g., shared-use paths, paved sidewalks, and unpaved trails) and those that are scheduled for construction between 2020 and 2024. The pedestrian map also included symbols marking signalized intersections and enhanced crosswalks with flashing lights. On both maps, participants could comment on existing facilities (e.g. a bike lane on Alameda Avenue) or use tools to draw locations or routes. For each location selected on the map, participants were asked to indicate the following:

- I like to walk/bike/roll here,
- I don't like to walk/bike/roll here,
- I want to walk/bike/roll here,
- I was nearly hit by a motor vehicle here, or
- Other.

Participants also had the opportunity to vote on existing comments to show their agreement instead of creating a new comment. Regardless of the type of comment submitted, participants were given the option to provide an open-ended comment about the location they selected on the map.

## Results

The online map was a successful means of receiving input from the Alameda community. A total of 2,137 comments were submitted on the map. Most comments were submitted directly by members of the public, however, some comments shown on the map include those received at the November Open House or comments emailed to City staff. Map users were encouraged to enter pedestrian comments on the pedestrian map and bicycle comments on the bike map, but not all participants took this approach and there were a few pedestrian-related comments submitted on the bike map and vice versa. More than half of all comments were entered on the bicycle map.

While 2,137 comments were submitted, many respondents contributed multiple comments. It was impossible to identify all the unique participants due to blocked IP addresses; among the IP addresses provided, there were

approximately 521 unique participants.<sup>1</sup> The 10 participants with the most comments contributed to approximately 25 percent of all comments. Many people took advantage of the ability to provide open-ended responses to locations on the map; 1,636 open-ended comments were submitted. The open-ended comments are provided in a separate Excel document for the City to review.

Table 1 presents a high-level summary of the comments submitted by map users. Among the four pre-determined response options, “I was nearly hit by a vehicle here” was the most common response. This was true for both the bicycle and pedestrian maps. The least common response on both the bicycle and pedestrian maps was “I like to bike/roll/walk here.” This is unsurprising based on Toole Design’s experience with outreach completed as part of other projects. People are generally more likely to comment on concerns or things they don’t like compared to things they do like.

**Table 1. Summary of Active Alameda Online Map Comments**

Comment Type	Total	Comments by Map	
		Bike	Ped
Open-ended comments	1,636	1,161	475
<b>Response Options*</b>			
I like to bike/roll/walk here	247	76%	24%
I don’t like to bike/roll/walk here	333	74%	26%
I want to bike/roll/walk here	313	75%	25%
I was nearly hit by a vehicle here	708	69%	31%
Other	536	70%	30%
Total comments	2,137	1,529	607

\*Number of comments reported here includes drawn points, routes, existing facility-related comments, and votes on existing comments.

## Maps

At the end of the document there are maps showing the spatial distribution of the online map comments. There is one map for each of the four pre-determined response options for each map type (e.g., bike or pedestrian), resulting in a total of eight maps. Below are descriptions and key findings for each map.

### *Pedestrian Maps*

Figure 1 shows the comments associated with “I like to bike/roll/walk here” on the pedestrian map. Responses regarding where people like to walk are primarily located near schools, parks, and shopping areas.

Figure 2 shows the comments associated with “I don’t like to bike/roll/walk here” on the pedestrian map. Responses regarding where people don’t like to walk are dispersed throughout the city, however, there are concentrations of responses along shopping areas, and at specific locations along Webster Avenue, Park Street, Lincoln Avenue, and a few intersections near schools.

Figure 3 shows the comments associated with “I want to bike/roll/walk here” on the pedestrian map. Responses regarding where people would like to walk are dispersed throughout the city with no discernable pattern based on land use or roadway type.

<sup>1</sup> This assumes that one unique respondent is associated with one IP address. There were 423 unique users of the bike map and 170 unique users of the pedestrian map.

Figure 4 shows the comments associated with “I was nearly hit by a vehicle here” on the pedestrian map, along with pedestrian collisions and the pedestrian high injury network. Responses regarding where people were nearly hit by a vehicle (referred to here as a ‘near miss’) on the pedestrian map are dispersed throughout the city. Several of the near-miss locations are located along the pedestrian high injury network. Some of the near-miss locations that are not along the pedestrian high injury network are located along the high injury network for all modes (e.g., parts of Lincoln Avenue and Fernside Boulevard).

### **Bike Maps**

Figure 5 shows the comments associated with “I like to bike/roll/walk here” on the bike map. Responses regarding where people like to bike are distributed throughout the city, including near parks, schools, and shopping areas. The comments are located along streets with different types of existing bike facilities, including separated bike lanes, bike lanes, and bike routes.

Figure 6 shows the comments associated with “I don’t like to bike/roll/walk here” on the bike map. Route-based responses showing where people don’t like to bike are primarily concentrated along major arterials (e.g., Webster Avenue, Park Street, Central Avenue, and Grand Street). There are several locations that are associated with both the “I don’t like to bike here” and “I like to bike here” responses (e.g., Pacific Avenue and Shoreline Drive).

Figure 7 shows the comments associated with “I want to bike/roll/walk here” on the bike map. Responses regarding where people would like to bike are distributed throughout the city in no particular pattern. These responses highlight an interest in a variety of east-west and north-south routes, as well as a strong interest in connections across the estuary to Oakland.

Figure 8 shows the comments associated with “I was nearly hit by a vehicle here” on the bike map, along with the bike collisions and bike high injury network (HIN). Near-miss responses on the bike map are dispersed throughout the city, with some locations overlapping with the bike HIN and others are not located along the bike HIN but located along the HIN for all modes (e.g., parts of Lincoln Avenue, Shoreline Drive, and Otis Drive).

### **Equity**

No demographic or socioeconomic information was collected as part of the online map effort. As such it is important to keep in mind that the comments summarized in this document may not represent feedback from all populations living and traveling within Alameda. For example, it is possible that people who are elderly or have visual limitations did not participate in the online map.

### **Next Steps**

The comments from the online map will inform the development of the bicycle network and the types of pedestrian treatments recommended as part of Task 5.



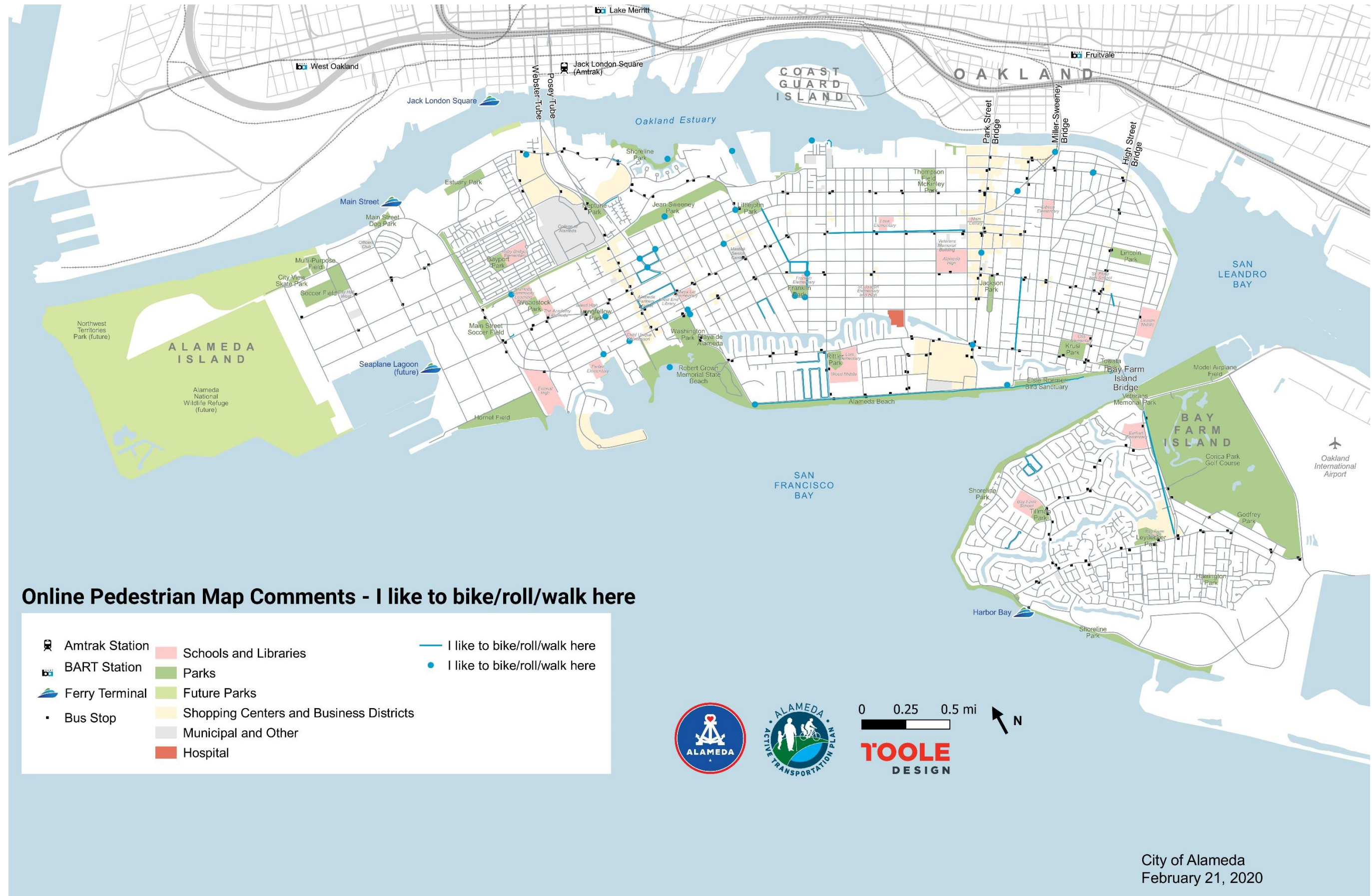


Figure 1. Locations on the pedestrian map where people like to bike/roll/walk in Alameda



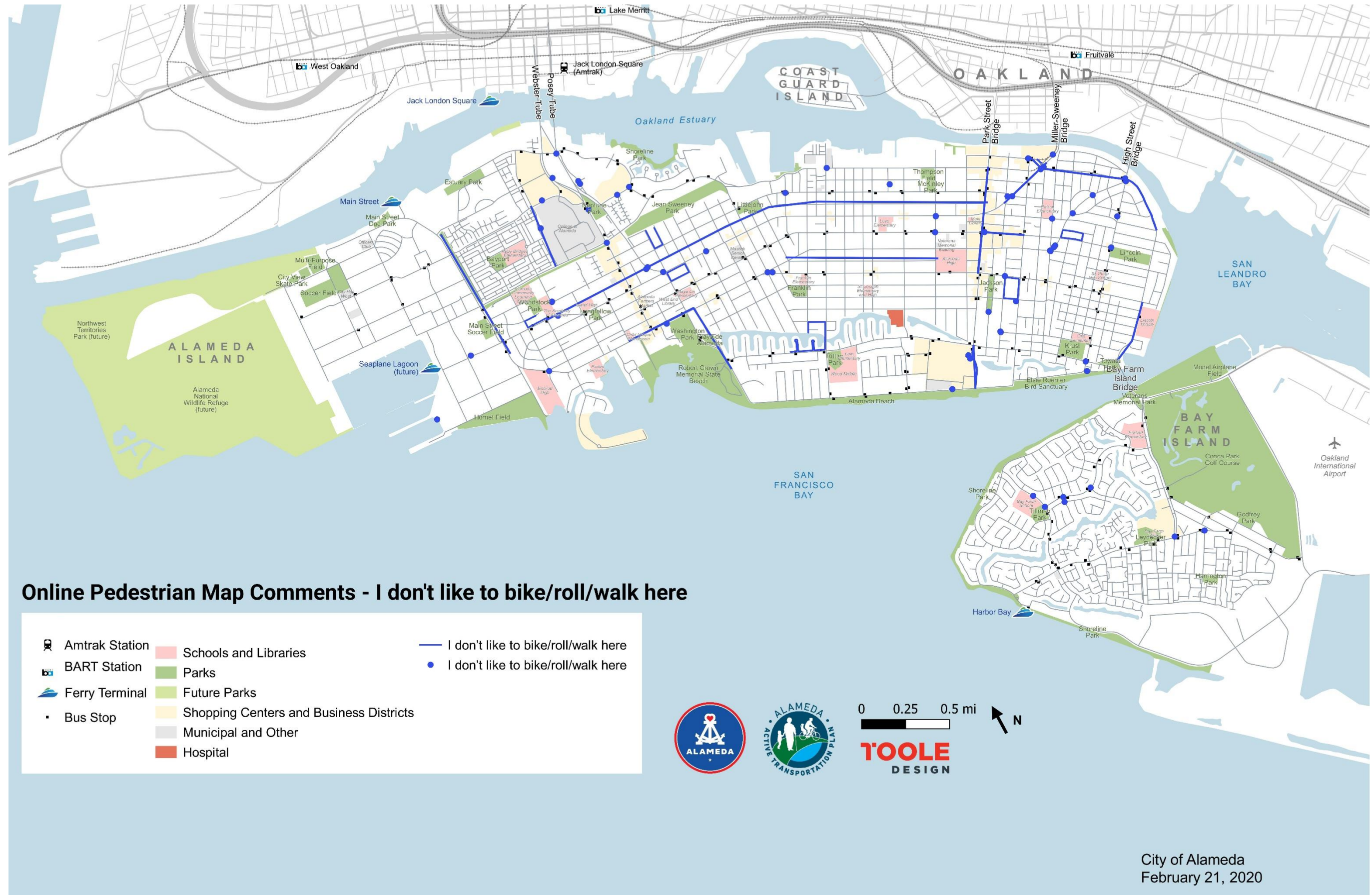


Figure 2. Locations on the pedestrian map where people don't like to bike/roll/walk in Alameda





Figure 3. Locations on the pedestrian map where people want to bike/roll/walk in Alameda





Figure 4. Locations on the pedestrian map where people were nearly hit by a vehicle in Alameda



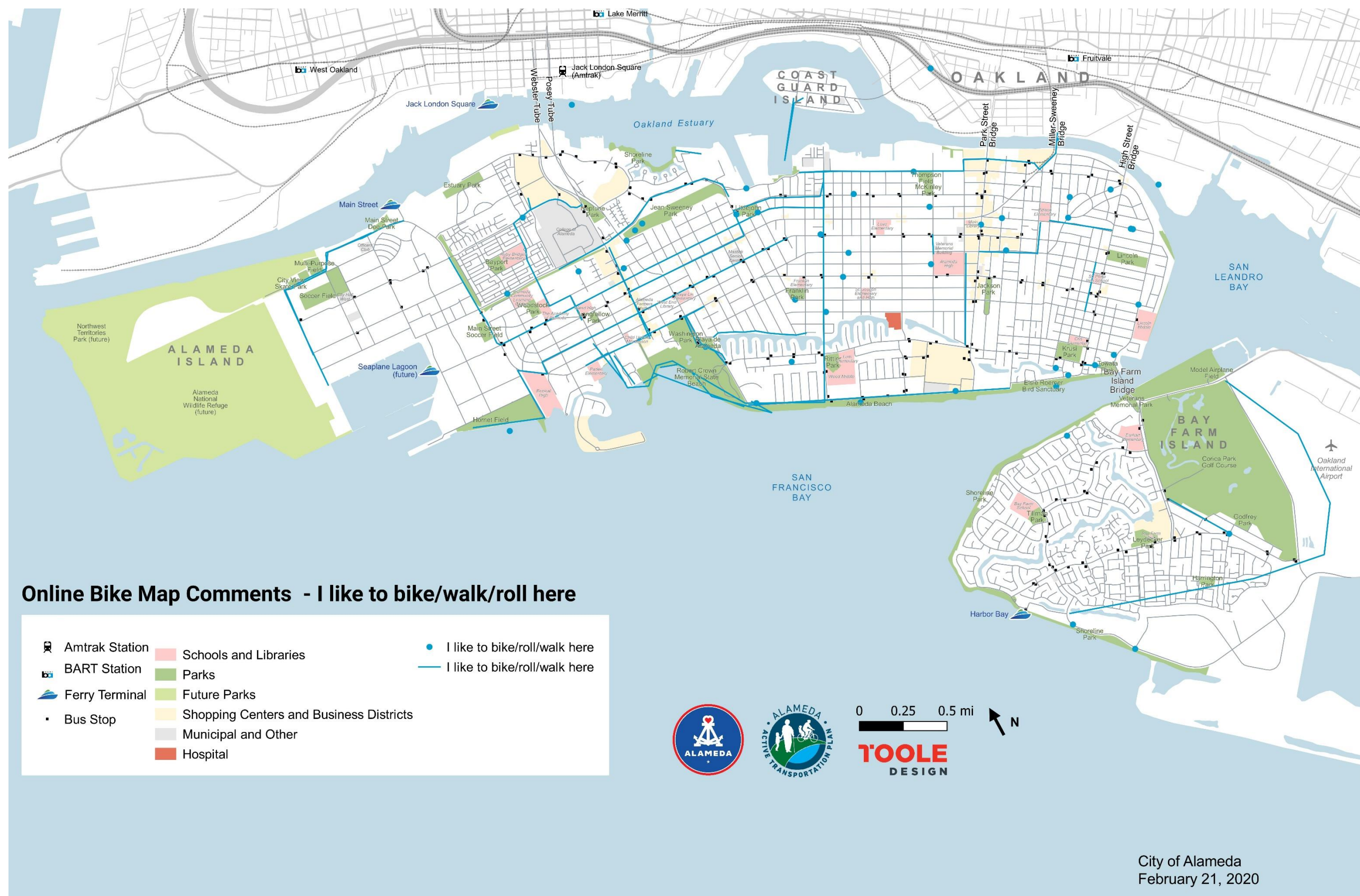


Figure 5. Locations on the bike map where people like to bike/roll/walk in Alameda



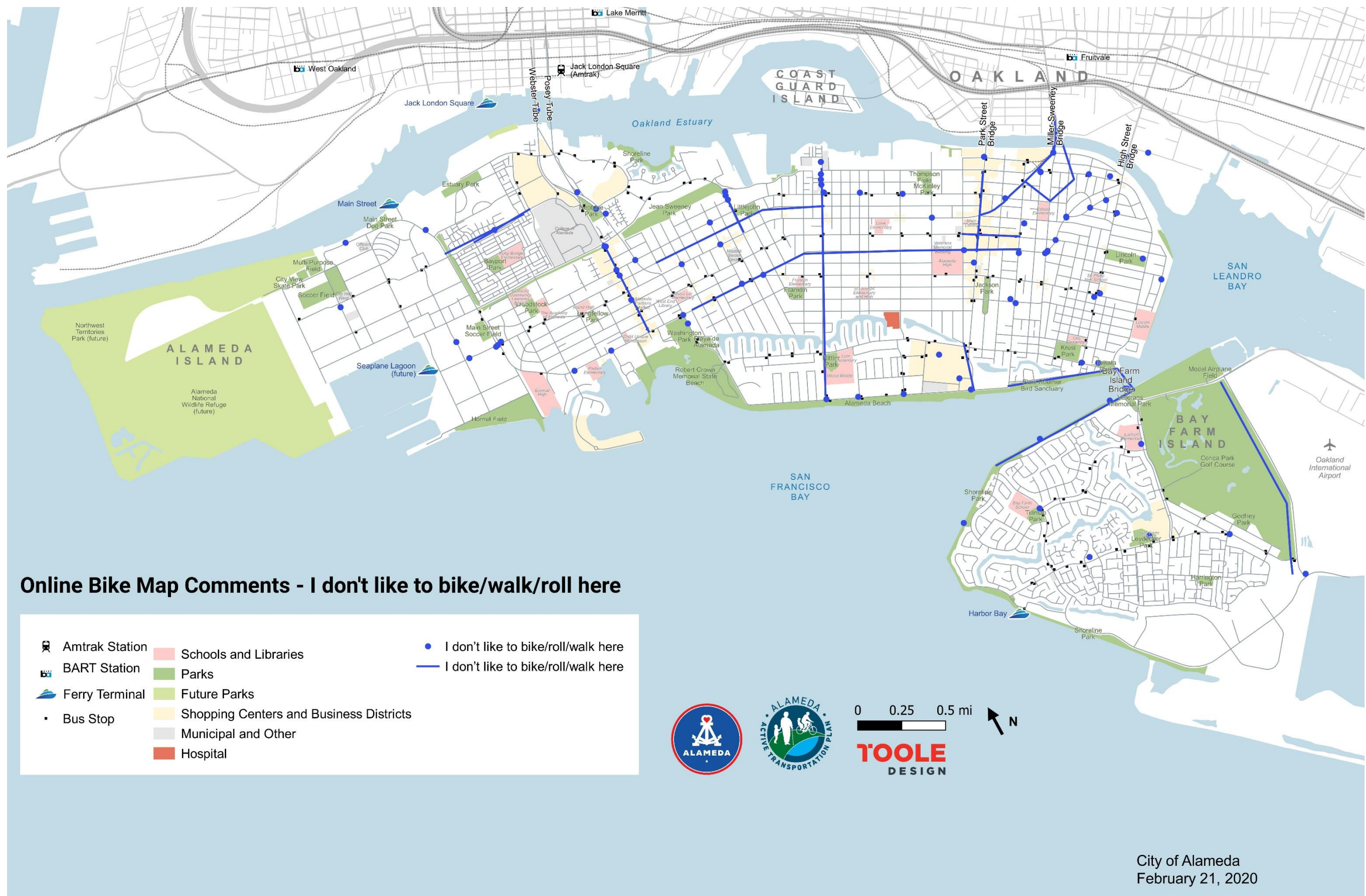


Figure 6. Locations on the bike map where people don't like to bike/roll/walk in Alameda



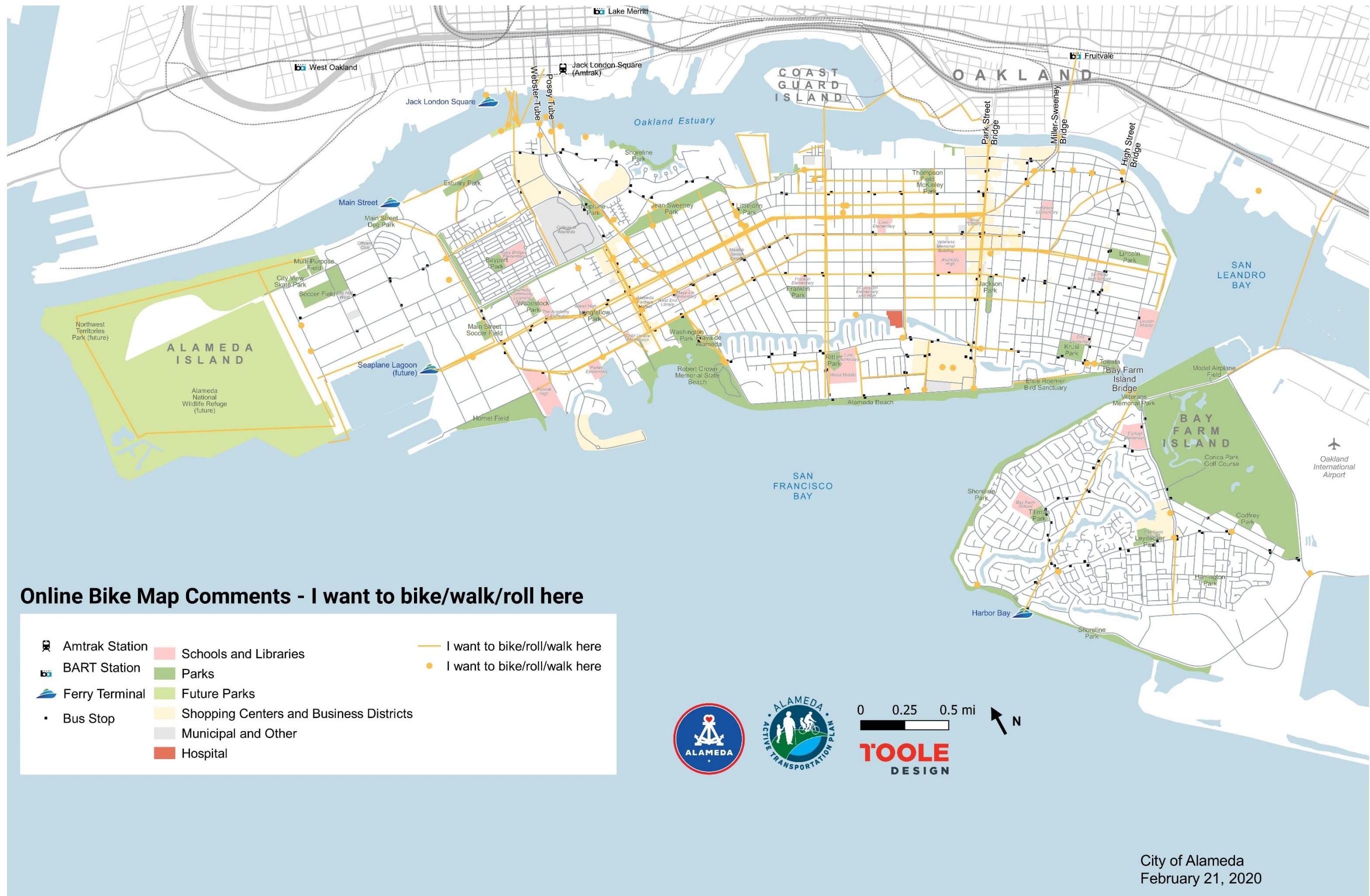


Figure 7. Locations on the bike map where people want to bike/roll/walk in Alameda



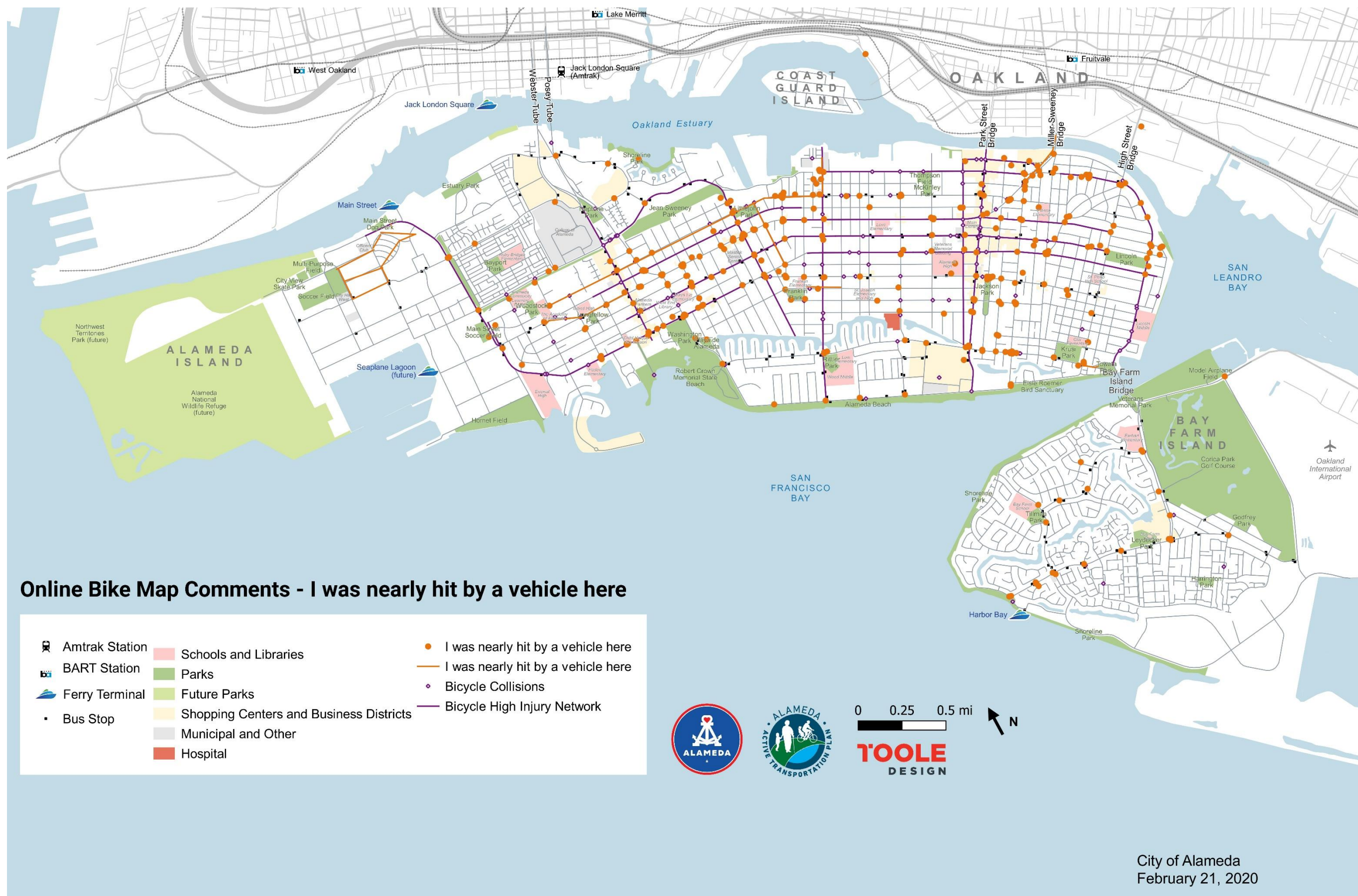


Figure 8. Locations on the bike map where people were nearly hit by a vehicle in Alameda

## Active Transportation Plan Phase 2 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"> <li>• Public notice</li> <li>• Staff report</li> <li>• Presentation</li> </ul>	
7/12	Active Transportation Plan recommendations coming soon!	<ul style="list-style-type: none"> <li>• Mailing</li> </ul>	<ul style="list-style-type: none"> <li>• Active Transportation Plan (ATP) mailing list: 248 delivered</li> </ul>
7/14	City of Alameda Seeks Input on Walking and Biking Proposals	<ul style="list-style-type: none"> <li>• Press release</li> <li>• Mailing</li> </ul>	<ul style="list-style-type: none"> <li>• Press Release, Media, and Transportation alerts email lists – 523 delivered</li> </ul>
7/15	Active Transportation Plan recommendations & surveys	<ul style="list-style-type: none"> <li>• ATP recommendations webpages and surveys</li> <li>• Online, interactive bicycle network map</li> <li>• Open house and listening session web events</li> </ul>	<ul style="list-style-type: none"> <li>• 683 total survey responses<sup>1</sup></li> <li>• 550 comments on the bicycle network map</li> <li>• Over 10 emailed comments received</li> </ul>
7/15	Active Transportation Plan Draft Recommendations are released!	<ul style="list-style-type: none"> <li>• Mailing</li> </ul>	<ul style="list-style-type: none"> <li>• ATP mailing list: 253 delivered</li> </ul>
7/15	Active Transportation Plan Community Advisory Group	<ul style="list-style-type: none"> <li>• Zoom meeting</li> </ul>	<ul style="list-style-type: none"> <li>• All 11 members attended</li> </ul>
7/15	Commission on Persons with Disabilities	<ul style="list-style-type: none"> <li>• Public notice</li> <li>• Presentation</li> </ul>	
7/17	Tell us what you think of the draft Active Transportation Plan recommendations!	<ul style="list-style-type: none"> <li>• Facebook post</li> <li>• Facebook event</li> <li>• Twitter post</li> </ul>	<ul style="list-style-type: none"> <li>• Facebook post: 2,570 reached and 221 engagements</li> <li>• Facebook event: 3,400 people reached; 68 responses</li> <li>• Twitter: 6 retweets</li> </ul>

<sup>1</sup> 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
7/17-7/24	Tell us what you think of the draft Active Transportation Plan recommendations!	<ul style="list-style-type: none"> <li>Individual emails</li> <li>Paper flyer distribution</li> </ul>	<ul style="list-style-type: none"> <li>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.<sup>2</sup></li> <li>250 paper flyers distributed</li> </ul>
7/22	Transportation Commission Meeting	<ul style="list-style-type: none"> <li>Mailing</li> <li>Public notice</li> <li>Staff report</li> <li>Presentation</li> <li>Livestream + Facebook live</li> </ul>	<ul style="list-style-type: none"> <li>Transportation alerts list: 277 delivered</li> <li>Facebook livestream: 2,630 people reached + 332 engagements</li> </ul>
7/23	Social Services Human Relations Board (SSHRB)	<ul style="list-style-type: none"> <li>Public notice</li> <li>Presentation</li> </ul>	

#### 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"> <li>Included in July and August Mastick Senior Center mailings</li> </ul>	<ul style="list-style-type: none"> <li>Mastick mailing list: 1,950 recipients</li> </ul>
7/23	Open House is coming up! (Also includes all listening sessions)	<ul style="list-style-type: none"> <li>Mailing</li> </ul>	<ul style="list-style-type: none"> <li>ATP, Vision Zero, and transportation alerts mailing lists: 390 delivered</li> </ul>
7/27	This Wednesday: Give Your Input on Walking & Biking Proposals	<ul style="list-style-type: none"> <li>Mailing</li> </ul>	<ul style="list-style-type: none"> <li>ARPD lists: ≈ 17,000 recipients<sup>3</sup></li> <li>SeeClickFix user list: 3,536 delivered</li> </ul>
7/27	Help us get the word out about the Active Transportation Plan Draft Recommendations	<ul style="list-style-type: none"> <li>Mailing</li> </ul>	ATP Community Advisory Group members: 11 delivered
7/28	Virtual Open House is tomorrow	<ul style="list-style-type: none"> <li>Facebook</li> <li>Twitter</li> <li>NextDoor</li> <li>Alameda Peeps Facebook post</li> <li>AUSD Facebook post</li> </ul>	<ul style="list-style-type: none"> <li>Facebook: 1,485 people reached and 54 engagements</li> <li>Twitter: 4 retweets</li> <li>Alameda Peeps: 12,300 members</li> </ul>

<sup>2</sup> 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.

<sup>3</sup> 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
7/29	Virtual Open House	<ul style="list-style-type: none"> <li>• Zoom mtg</li> <li>• Streamed on FB</li> <li>• Video posted on YouTube</li> </ul>	<ul style="list-style-type: none"> <li>• 63 participants<sup>4</sup> (46 on Zoom and 17 people watching Facebook stream in real time)</li> <li>• Facebook stream: 1,300 views, 3,365 people reached, and 323 engagements</li> <li>• 52 YouTube views</li> </ul>
7/31	Listening sessions & Senior Open House	<ul style="list-style-type: none"> <li>• Mailing</li> </ul>	<ul style="list-style-type: none"> <li>• ATP mailing list: 259 delivered</li> </ul>
8/1	Listening session #1	<ul style="list-style-type: none"> <li>• Zoom mtg</li> </ul>	<ul style="list-style-type: none"> <li>• 3 participants</li> </ul>
8/5	Listening session #2	<ul style="list-style-type: none"> <li>• Zoom mtg</li> </ul>	<ul style="list-style-type: none"> <li>• 4 participants</li> </ul>
8/6	Open House for Seniors	<ul style="list-style-type: none"> <li>• Zoom mtg</li> </ul>	<ul style="list-style-type: none"> <li>• 7 participants</li> </ul>
8/11	Present at Alameda Point Collaborative Community Town Hall	<ul style="list-style-type: none"> <li>• Zoom mtg</li> </ul>	<ul style="list-style-type: none"> <li>• 30 participants</li> </ul>
8/13	Present to DABA board	<ul style="list-style-type: none"> <li>• Zoom mtg</li> </ul>	<ul style="list-style-type: none"> <li>• 7 participants</li> </ul>
8/19	Present to WABA board	<ul style="list-style-type: none"> <li>• Zoom mtg</li> </ul>	<ul style="list-style-type: none"> <li>• 11 participants</li> </ul>
9/2	Present to Alameda Chamber of Commerce	<ul style="list-style-type: none"> <li>• Zoom mtg</li> </ul>	<ul style="list-style-type: none"> <li>• 15 participants</li> </ul>

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

Date	Topic or Group	Activity	Reach
7/22 & 7/30	<i>Included in mailings above</i>	<ul style="list-style-type: none"> <li>• Mailings</li> </ul>	<ul style="list-style-type: none"> <li>• ATP mailing list</li> </ul>
8/3	Park, Webster, and Lincoln + listening session	<ul style="list-style-type: none"> <li>• Facebook and Twitter posts</li> </ul>	<ul style="list-style-type: none"> <li>• Facebook: 7,264 people reached, 1,389 engagements</li> <li>• Twitter: 6 retweets</li> </ul>
8/4	Bikeways concept designs + listening session	<ul style="list-style-type: none"> <li>• Facebook and Twitter posts</li> </ul>	<ul style="list-style-type: none"> <li>• Facebook: 3,211 people reached, 518 engagements</li> <li>• Twitter: 1 retweet</li> </ul>
8/5	Individual listening sessions + senior open house	<ul style="list-style-type: none"> <li>• Mailing</li> </ul>	<ul style="list-style-type: none"> <li>• ATP mailing list: 261 delivered</li> </ul>

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

Date	Topic or Group	Activity	Reach
<b>8/6</b>	Park, Webster, and Lincoln listening session	• Zoom mtg	• 21 participants
<b>8/7</b>	Bikeways listening session	• Zoom mtg	• 13 participants
<b>8/7</b>	Pedestrian improvements + listening session	• Facebook and Twitter posts	• Facebook: 4,235 people reached and 846 engagements • Twitter: 3 retweets
<b>8/10</b>	Pedestrian improvements listening session	• Zoom mtg	• 10 participants

Campaign 4: Public comment period ending

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

# Active Transportation Plan Engagement Activities

## Phase 3 Engagement: Draft Active Transportation Plan, fall 2022

Outreach summary by the numbers:

- 14 public events and meetings + 7 presentations/tabling for local organizations
- 71,860 emails delivered via 15 mailing lists<sup>1</sup>
- 49% median open rate for mailings to transportation lists
- 327 responses to the survey/comment form
- 17 days on City homepage “call to action” headline
- 6 news article inclusions and 1 letter to the editor

## Engagement Activities and Reach

Date	Topic, Group, or Event	Activity	Reach
9/16	“Draft Active Transportation Plan coming October 3 - Save the Dates!”	Mailing	<ul style="list-style-type: none"><li>• Transportation-related mailing lists: 2,062 delivered with 44% open rate</li><li>• Resulted in inclusion in <a href="#">Alameda Post News Briefs</a></li></ul>
9/17	Alameda Unified School District (AUSD) Picnic for African American and Multi-Ethnic families	In-person tabling	Approx. 40 people stopped at the table
9/27	“Next week: Draft Active Transportation Plan!”	Mailing (with flyer)	Transportation-related mailing lists: 2,744 delivered with 52% open rate
9/27-9/28	Inclusion in other City & AUSD newsletters	Included in: <ul style="list-style-type: none"><li>• News &amp; Events from the City of Alameda</li><li>• Sustainability and Resilience News</li><li>• AUSD Families and Staff Newsletter</li></ul>	<ul style="list-style-type: none"><li>• 27,000+ delivered to Citywide newsletter</li><li>• 1,184 to sustainability newsletter</li><li>• 10,000+ delivered to AUSD newsletter</li></ul>
9/29	Outreach Flyer	<ul style="list-style-type: none"><li>• Distribute printed flyer</li><li>• Send electronic flyer to school mailing lists via AUSD “Peachjar” program</li><li>• Electronic flyer available in Chinese and Spanish.</li></ul>	<ul style="list-style-type: none"><li>• 350 printed flyers distributed at libraries, Recreation and Park kiosks, Slow Streets barricades, Park and Webster St businesses via DABA and WABA, Alameda Pride</li></ul>

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<sup>1</sup> Does not include board/commission meeting agenda notifications or mailings by partner organizations.

Date	Topic, Group, or Event	Activity	Reach
			<ul style="list-style-type: none"> <li>Electronic flyer distributed to mailing lists for 15 schools: 10,381 deliveries<sup>2</sup></li> </ul>
10/3	<b>Release draft Plan and launch public engagement period: “City Seeks Feedback on Draft Active Transportation Plan Oct 3-23”</b>	<ul style="list-style-type: none"> <li>Mailing</li> <li>Press release – mailing and website feature</li> <li>Active Alameda website updates: Plan documents</li> <li>Online survey</li> </ul>	<ul style="list-style-type: none"> <li>Mailing to transportation-related mailing lists: 3,310 delivered with 51% open rate</li> <li>Press release mailing to PR list: 1,864 delivered with 39% open rate</li> <li>PR resulted in <a href="#">Alameda Sun article</a></li> <li>10/3-10/23 website usage: 1,700 website users and 2,400 sessions</li> <li>327 survey responses from 10/4-10/23</li> </ul>
10/5	<b>Draft Active Transportation Plan Virtual Workshop</b>	<ul style="list-style-type: none"> <li>Presentation + Q&amp;A</li> <li>Facebook event posting</li> <li>City website event</li> <li>Presentation recording posted online via YouTube</li> </ul>	<ul style="list-style-type: none"> <li>22 participants</li> <li>Presentation viewed 109 times</li> <li>8 people responded to the Facebook event</li> </ul>
10/7	Draft Plan and Survey	Facebook and Instagram posts	<ul style="list-style-type: none"> <li>3,641 Instagram impressions</li> <li>2,007 Facebook impressions and 147 engagements</li> </ul>
10/8	Alameda Pride in the Park	In-person tabling as part of the City booth	Approx. 200 people stopped at the table during this well-attended event.
10/8	Future of Slow Streets	Facebook and Instagram posts	<ul style="list-style-type: none"> <li>2,054 Instagram impressions</li> <li>2,964 Facebook impressions and 451 engagements</li> </ul>
10/10	Planning Board	<ul style="list-style-type: none"> <li>Public notice</li> <li>Announcement of plan availability</li> </ul>	Facebook Live reached 551
10/11	Community outreach	Individual emails to community groups asking them to share information	Reached out to 29 organizations, of which 13+ shared info with members. <sup>3</sup>

<sup>2</sup> William G. Paden Elementary, Bay Farm School, Alameda High, Amelia Earhart Elementary, Edison Elementary, Encinal Junior/Senior High, Love Elementary, Island High, Lincoln Middle, Frank Otis Elementary, Will C. Wood Middle, Franklin Elementary, Alameda Science and Technology Institute, Ruby Bridges Elementary, Maya Lin School.

<sup>3</sup> See end of document for full list. Organizations that shared with their members/communities: Alameda Black Achievers’ Alliance; Alameda Chamber & Economic Alliance; Alameda TMA; ALCANCE; AUSD Diversity, Equity, and Inclusion Roundtables Council; Bike East Bay; Bike Walk Alameda; Girls Inc; Community Action for a Sustainable Alameda; DABA; Team Alameda; and WABA.

Date	Topic, Group, or Event	Activity	Reach
10/11	Business Forum with the West Alameda Business Association (WABA) and the Downtown Alameda Business Association (DABA)	Presentation/discussion	2 participants
10/12	International Walk & Roll to School Day	<ul style="list-style-type: none"> <li>• Facebook and Instagram posts re Walk &amp; Roll to School Day + Active Transportation Plan (ATP)</li> <li>• ATP Flyers for schools to post and share at event</li> <li>• ATP Stickers added to 36 Walk &amp; Roll to School Day posters</li> <li>• Tabled at Academy of Alameda event</li> </ul>	<ul style="list-style-type: none"> <li>• 8,990 students enrolled in 15 schools hosting school-wide Walk &amp; Roll to School Day events</li> <li>• 2,566 Facebook impressions</li> <li>• 2,354 Instagram impressions</li> </ul>
10/12	Commission on Persons with Disabilities	<ul style="list-style-type: none"> <li>• Public notice</li> <li>• Presentation/discussion</li> </ul>	
10/13	Community Advisory Group for ATP	Presentation/discussion	4 CAG Members attended
10/13	Recreation and Parks Commission	<ul style="list-style-type: none"> <li>• Public notice</li> <li>• Presentation/discussion</li> </ul>	
10/14-10/16	Inclusion in other City & AUSD newsletters	Included in: <ul style="list-style-type: none"> <li>• News &amp; Events from the City of Alameda (second time)</li> <li>• AUSD Families and Staff Newsletter (second time)</li> </ul>	<ul style="list-style-type: none"> <li>• 27,000+ delivered to Citywide newsletter</li> <li>• 10,000+ delivered to AUSD newsletter</li> </ul>
10/14	"Sunday 10/16 Open House for the Draft Active Transportation Plan + Comments Due 10/23"	Mailing	Transportation-related mailing lists (except Slow/Commercial Streets): 3,338 delivered with 48% open rate
10/14	"Future of Slow Streets + Park St/Webster St - Give your input by 10/23!"	Mailing	Slow/Commercial Streets list: 422 delivered with <b>74% open rate</b>
10/16	<b>Draft Active Transportation Plan In-Person Open House</b>	<ul style="list-style-type: none"> <li>• Open House materials, snacks, children's activity</li> <li>• Facebook event posting</li> <li>• City website event</li> </ul>	<ul style="list-style-type: none"> <li>• 45 participants</li> <li>• 17 people responded to Facebook event</li> </ul>



Date	Topic, Group, or Event	Activity	Reach
10/17	Virtual Office Hours (midday)		3 participants
10/18	Farmers' Market	Tabling	Approx. 25 people stopped by the table
10/18	Virtual Office Hours (evening)		1 participant
10/19	Alameda Chamber event: The Future of Walking & Biking in Alameda	Chamber and City promoted the event to members	Event canceled due to lack of sign-ups; replaced with virtual event 11/10
10/19	DABA Annual Meeting (members)	Poster boards/tabling – answer questions	25 participants; approx. 10 stopped at table
10/19	AUSD Board/City Council Subcommittee	<ul style="list-style-type: none"> <li>• Public notice</li> <li>• Presentation/discussion</li> </ul>	
10/20	"Active Transportation Plan: Tonight at TC + Survey closes 10/23"	Mailing	Transportation-related mailing lists: 3,338 delivered with 48% open rate
10/20	Transportation Commission Special Meeting	<ul style="list-style-type: none"> <li>• Public notice</li> <li>• Presentation/discussion</li> </ul>	Facebook Live reached 497
10/26	WABA Board meeting	Presentation/discussion	
10/27	Alameda Collaborative for Children, Youth, and their Families	Presentation/discussion	
10/27	Social Services and Human Relations Board	<ul style="list-style-type: none"> <li>• Public notice</li> <li>• Presentation/discussion</li> </ul>	
11/10	Alameda Chamber event: The Future of Walking & Biking in Alameda (virtual)	Presentation/discussion	

### Organizations that Received Direct Outreach

*Staff reached out directly to these organizations requesting that they share information with their communities. Bolded organizations reported sharing via email, social media, and more. Some shared the information multiple times and others may have shared without letting the City know.*

- Alameda bike shops
- **Alameda Black Achievers Alliance**
- **Alameda Chamber & Economic Alliance**

- Alameda Democratic Club
- Alameda Farmers' Market
- Alameda Food Bank
- Alameda High teacher/Safe Routes to School Contact
- Alameda Housing Authority
- Alameda Island NAACP
- Alameda Point Collaborative
- Alameda Renters Coalition
- **Alameda TMA**
- Alameda Youth Committee
- **ALCANCE (AUSD Latino Achievement Roundtable)**
- All Good Living Foundation
- **AUSD**
- **AUSD Diversity, Equity, and Inclusion Roundtables Council**
- **Bike East Bay**
- **Bike Walk Alameda**
- Center for Independent Living
- College of Alameda
- **Community Action for a Sustainable Alameda (CASA)**
- **Downtown Alameda Business Association (DABA)**
- **Girls Inc.**
- League of Women Voters
- Mastick Senior Center
- PTA Council
- SF Bay Area Families for Safe Streets
- **Team Alameda**
- Village of Love Foundation
- **West Alameda Business Association (WABA)**

### Outreach to School Communities

- Tabled at AUSD Picnic for African American and Multi-Ethnic families
- Included in two AUSD newsletters: 10,000+ distribution per newsletter
- Peachjar flyer distribution: electronic flyer distributed to 15 schools, with 10,381 deliveries
- Inclusion in AUSD's East Bay Times column, [AUSD Notes](#)
- Outreach with International Walk & Roll to School communications
- Presentation to AUSD Board/City Council Subcommittee
- Shared information to AUSD Equity and Inclusion Roundtable Council members, who reported sharing information directly with Otis, Earhart, Lincoln, Maya Lin, and other schools.
- ALCANCE Roundtable (AUSD Latino Achievement Roundtable) also shared information.

### Press Coverage

- 9/23, Alameda Post: [News Briefs for September 23, 2022](#)
- 10/5, Alameda Sun: [City Seeks Feedback on Draft Active Transportation Plan](#)
- 10/10, Alameda Post letter to the editor by Jim Strehlow: [Angry at Alameda's Active Transportation Plan](#)
- 10/12, East Bay Times: [AUSD Notes](#)
- 10/14, Alameda Post: [Active Transportation Plan Workshop Elicits Feedback](#)

- 10/18, East Bay Times: [Around the Island](#)
- 10/20, Alameda Post: [Around the Island/Making walking and biking in Alameda safe, comfortable, and a good option for short trips](#)