

# 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>

<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](#)