

To: Rochelle Wheeler and Lisa Foster, City of Alameda  
From: Megan Wooley-Ousdahl and Belinda Judelman, Toole Design  
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Project: Alameda Active Transportation Plan  
Subject: Vision and Goals Memorandum – Revised

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## Introduction

The purpose of this memorandum is to provide recommendations for a proposed vision statement and set of goals for the 2020 Alameda Active Transportation Plan (“the Plan”). These recommendations are based on community input received during the Open House, a review of existing City of Alameda plans and policies, and discussions with City staff. The proposed vision and goals for the Plan are reflective of the unique context of the Alameda community, and they also support the vision and goal statements in the *Transportation Choices Plan* (2018), *Alameda Bicycle Master Plan* (2010), *Alameda Pedestrian Plan* (2009), *Alameda General Plan* (2009), and *Climate Action and Resiliency Plan* (2019).

## Vision

This vision was developed based on the visions from the existing Bicycle and Pedestrian Plans, the Transportation Element of the General Plan, and conversations with the community and City staff.

*Alameda is a city where people of all ages, abilities, income levels and backgrounds can safely, conveniently, and comfortably walk, bike, and roll to all destinations. By prioritizing active transportation, the community is improving public health and safety, building community resilience to climate change, and enhancing quality of life.*

## Goals

The following goals were developed to guide the Plan recommendations (see Table 1). The goals can also be used to measure the City’s progress towards implementation of the Plan over time.

## Action Items

Actions will be added for each Goal as the Plan recommendations are developed.

**Table 1. Recommended Goals for the Alameda Active Transportation Plan**

	<b>Safety</b>	Increase the safety of all people using active transportation.
	<b>Mode Shift</b>	Increase walking and bicycling to XX percent of all trips by 2030, from XX in 2020.
	<b>Connectivity and Comfort</b>	Develop a well-connected network of active transportation facilities that are comfortable and convenient for people of all ages and abilities.
	<b>Equity</b>	Provide equal access to comfortable active transportation facilities for all Alamedans and ensure that transportation improvements and programs are implemented equitably throughout the city.
	<b>Community</b>	Promote and inspire safe and fun walking and bicycling to foster a strong culture of walking and bicycling.