

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

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.¹ 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
Response Options*			
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. It’s important to keep in mind that while there were separate bike and pedestrian online maps, many commenters appeared to be unaware of this, and pedestrian comments were sometimes placed on the bike map and vice versa.

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, Pacific Avenue, and a few intersections near schools.

¹ 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 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.

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 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

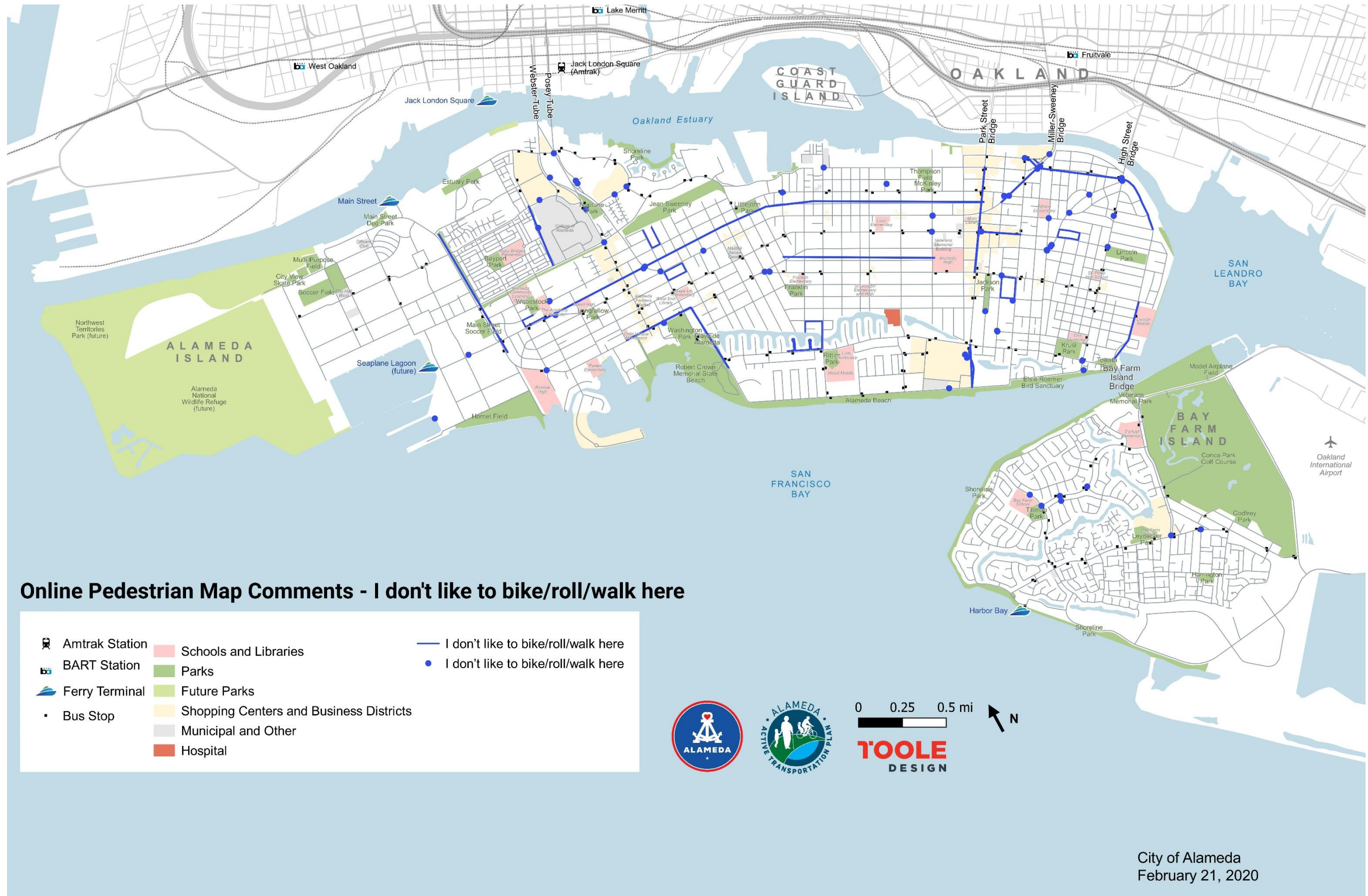


Figure 2. Locations on the pedestrian map where people don't like to bike/roll/walk in Alameda



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

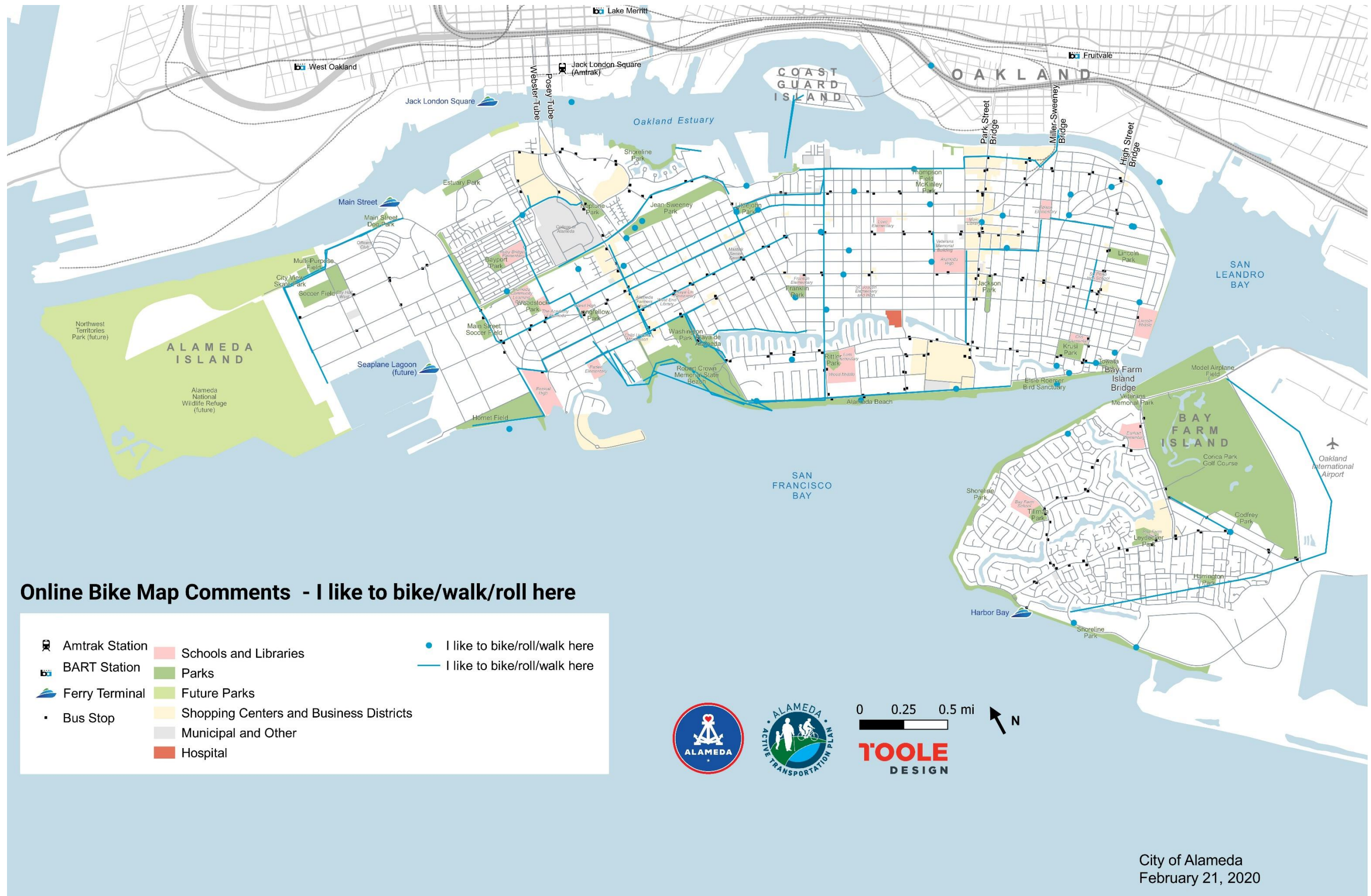


Figure 5. Locations on the bike map where people like to bike/roll/walk in Alameda

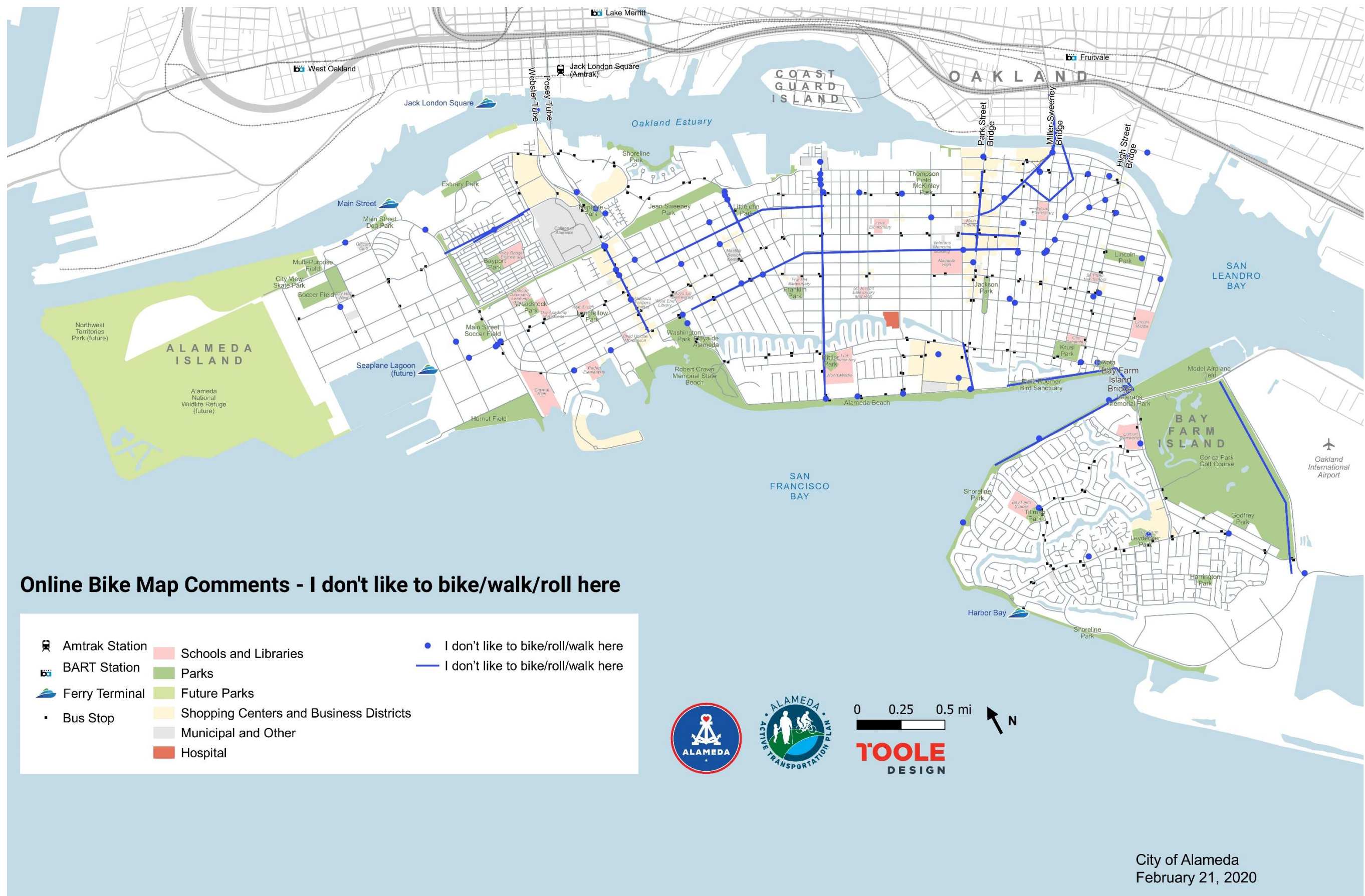


Figure 6. Locations on the bike map where people don't like to bike/roll/walk in Alameda

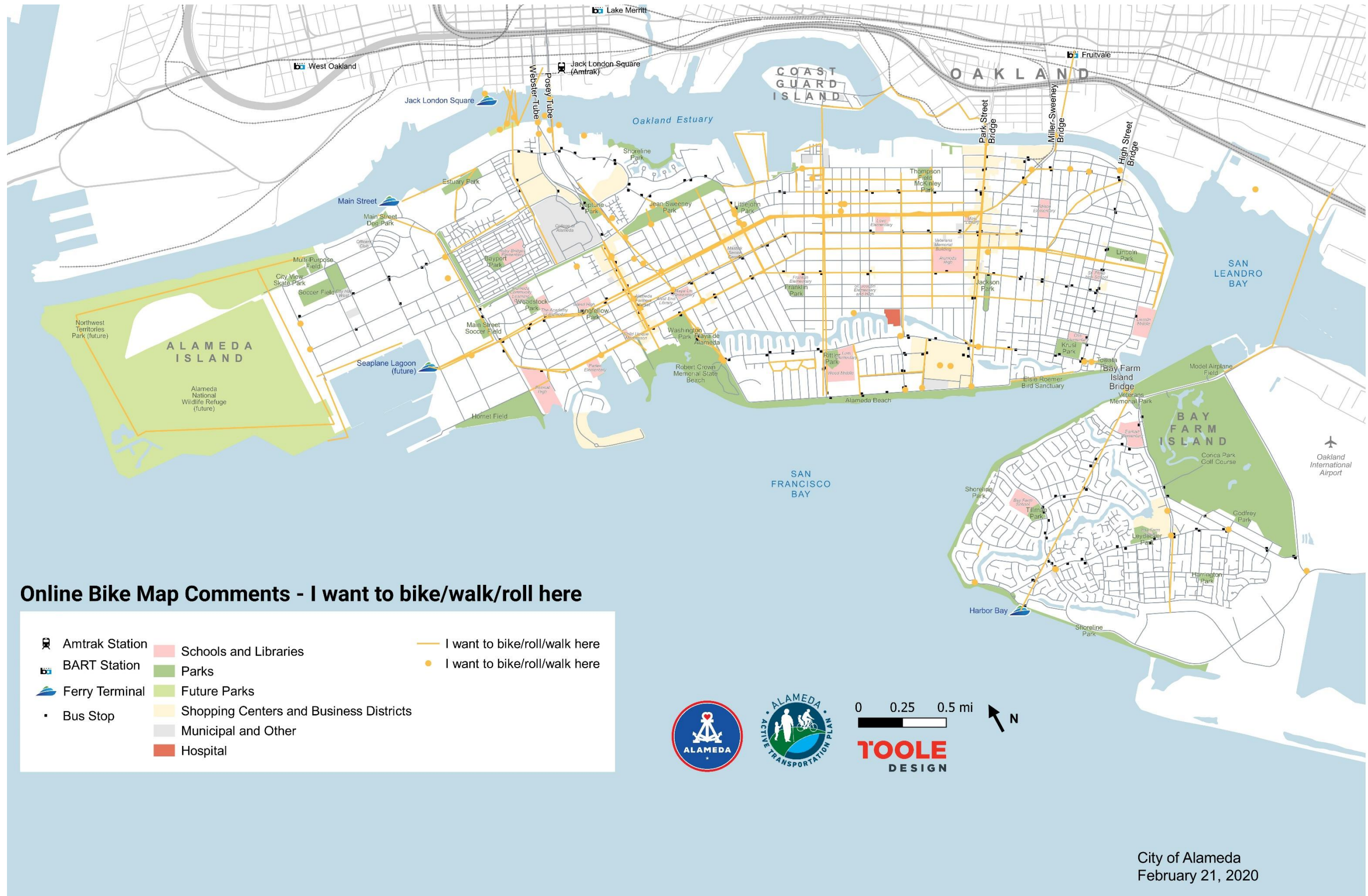


Figure 7. Locations on the bike map where people want to bike/roll/walk in Alameda

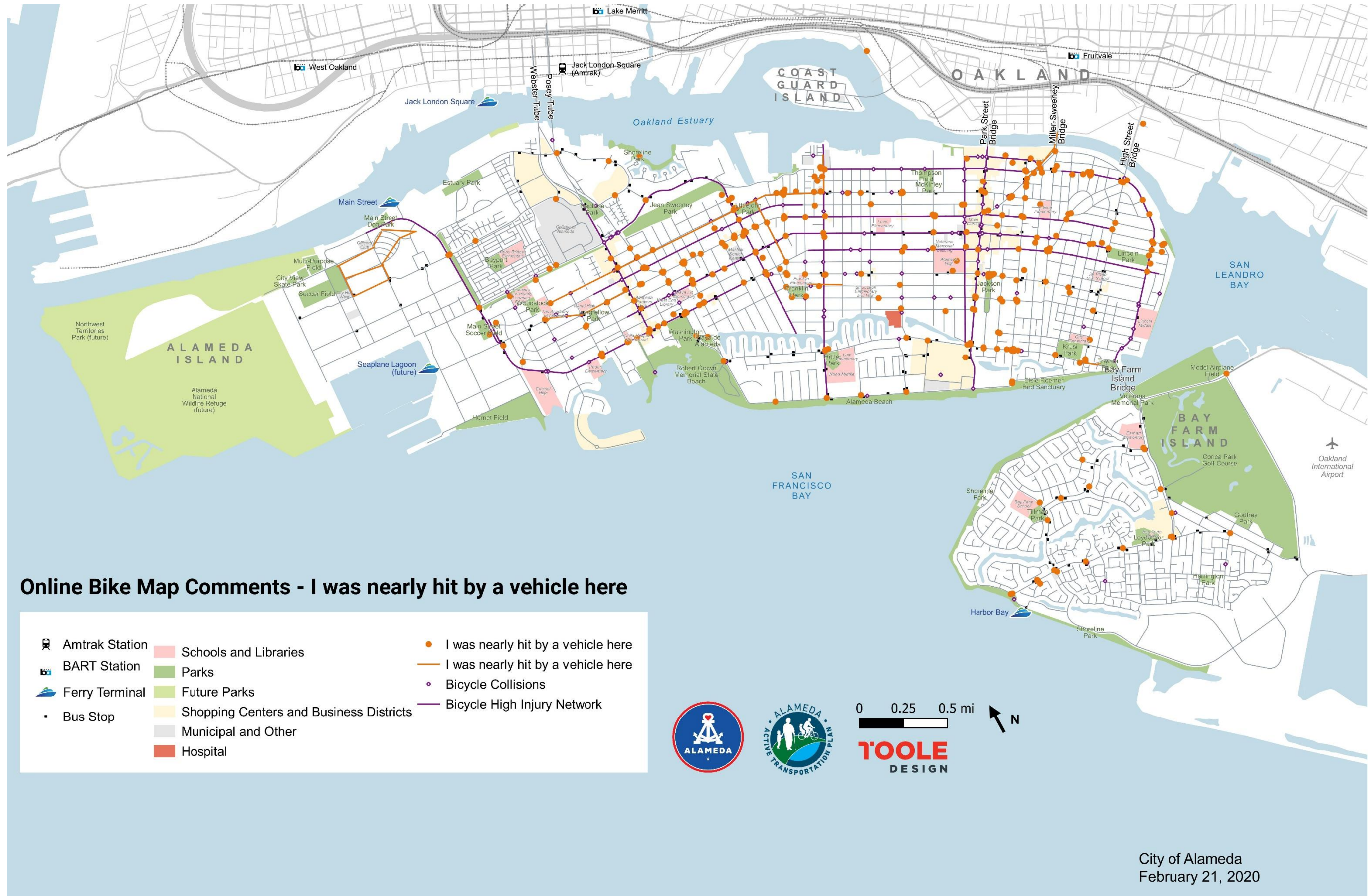


Figure 8. Locations on the bike map where people were nearly hit by a vehicle in Alameda