

To: Rochelle Wheeler and Lisa Foster, City of Alameda

From: Megan Wooley-Ousdahl, Tamika Butler, and Jinal Mehta, Toole Design

Date: September 12, 2019

Project: City of Alameda Active Transportation Plan

Subject: Public Engagement Plan - Draft

---

This Public Engagement Plan outlines the approach for community engagement for the City of Alameda's Active Transportation Plan (Plan) and details the responsibilities of Toole Design and City staff.

Throughout this planning effort and in line with the draft Equity Framework, the City and Toole Design are seeking to conduct true engagement, versus only outreach. *Outreach* is defined as informing people and organizations about what is happening as a part of this planning effort. *Engagement* is defined as being open to hearing what people think, hearing their hopes and fears, integrating what we hear, and being open to that taking us in different directions, or resulting in us needing to be clear about what is and is not possible.

## **PUBLIC ENGAGEMENT GOALS**

The main goal of the Public Engagement Plan is to develop and facilitate meaningful engagement activities that engage with a broad range and high number of people who live, work, play, and do business in Alameda.

Additional goals for public engagement include:

- Creating an equitable and balanced Plan whose recommendations reflect the needs and values of the people and neighborhoods of Alameda.
- Creating opportunities for disadvantaged community members, people of color and low-income people to participate meaningfully.
- Informing the Alameda community about the Plan, planning process, and opportunities for involvement.
- Identifying and engaging key stakeholders interested in, or potentially affected by, the proposed Plan policies, projects, and programs.
- Increasing the number of people who are aware of and involved in the planning process.
- Soliciting input on current walking and biking issues, barriers, and opportunities.
- Engaging people who are interested in biking and walking but may not do so today.
- Asking questions such as, in Alameda:
  - What stresses you about biking?
  - What stresses you about walking?
  - What stresses you when you're driving and people are walking and biking?
- Identifying community needs and priorities for enhancing walking and bicycling in Alameda
- Building momentum and support for the future implementation of pedestrian and bicycle projects.

## **INTERACTION WITH KEY STAKEHOLDERS**

### **1. Technical Advisory Committee (TAC)**

- Includes community stakeholders and key representatives from City Departments, such as Planning, Building and Transportation; Public Works; Police; Fire; and Recreation & Parks.
- Composition of the TAC should be representative of the diverse makeup of the Alameda Community.
- Proposed to meet four times during the development of the Plan at key milestones.
- Toole Design will attend up to four meetings and will assist the City by preparing materials, as needed.
- Below are the meeting topics. For more information, see the Timeline section below.
  - i. Meeting #1: Project kick-off
  - ii. Meeting #2: Discuss key community feedback, draft vision and goals, and key findings from analysis
  - iii. Meeting #3: Discuss initial recommendations
  - iv. Meeting #4: Draft Plan review

## **2. Focus Groups**

- Conducting focus group meetings are an effective way of gathering input from often under-represented groups in the planning process, or those who have specific concerns to be discussed.
- Toole Design will organize and facilitate up to four focus group discussions. City staff will organize and facilitate additional ones, as needed.
- Potential invitees and groupings include:
  - i. Alameda Unified School District, students
  - ii. Bike Walk Alameda
  - iii. Business Groups: Downtown Alameda Business Association (DABA), West Alameda Business Association (WABA), Chamber of Commerce, Greater Alameda Business Association (GABA)
  - iv. Low Income Communities: Alameda Point Collaborative, Housing Authority residents, Food Bank, Alameda Family Services
  - v. Parks: Bay Trail, East Bay Regional Parks District, Recreation and Parks Commission members
  - vi. People with Disabilities: Commission on Disability members, Center for Independent Living
  - vii. Seniors: Mastick, Fire Department Senior Outreach
  - viii. Transit: AC Transit, Water Emergency Transportation Authority (WETA)

## **3. General Public and Community Groups**

- The entire Alameda community will be invited and asked to participate in engagement events for the Plan. To spread the word about the events, the following groups and their members will be invited (list will expand as more groups are identified):
  - i. Members of City Commissions, including: Transportation, Disability, Recreation and Parks, Planning Board and Social Service Human Relations Board.
  - ii. Schools – Students (especially middle and high schoolers) and parents, College of Alameda
  - iii. Neighborhood Associations

- iv. Business Groups, including WABA, DABA, Chamber of Commerce, GABA, Alameda Point businesses, Harbor Bay Business Park Association, Alameda Transportation Management Association, South Shore Center
  - v. Community Organizations, including Bike Walk Alameda, Alameda Point Collaborative, Community Action for a Sustainable Alameda (CASA).
  - vi. Homeowners Associations
  - vii. Alameda Peeps
  - viii. *Additional research/suggestions requested for: Asian, African-American and Latinx communities.*
- Inform key stakeholders and the City's Transportation Awareness Group members about upcoming opportunities for input so that they can spread the word to their members/communities.
  - The City will continue to maintain a list of the interested public, who will be informed of key opportunities for input. The community will be able to sign up for this list on the project web page and at events.

#### **4. Transportation Commission**

- Toole Design will attend and develop materials for up to five Transportation Commission meetings. Topics include:
  - i. Meeting #1: Project kick-off
  - ii. Meeting #2: Discuss key community feedback, draft vision and goals
  - iii. Meeting #3: Discuss the key findings from the existing conditions report and the needs analysis
  - iv. Meeting #4: Discuss draft bicycle and pedestrian networks and prioritization
  - v. Meeting #5: Draft plan review
- The Transportation Commission typically meets in odd months; however, if needed, special meetings will be scheduled.

#### **5. City Council**

- Toole Design will present the draft and final versions of the Plan to the City Council and will be on hand to shepherd the document through various stages of City leadership approvals to garner support and champions for the Plan.

## OVERVIEW OF ACTIVITIES

The following are the proposed activities. Additional details are provided below.

**Table 1: Overview of Activities**

Activity	Number
Community Workshops	3
Walking and Bicycling Audits	8
Pop-up Events	6
Technical Advisory Committee (TAC) meetings	4
Transportation Commission meetings	5
City Council meetings	2

### Online Engagement

Toole Design will provide project website text with updates at key milestones throughout the process and a web-based interactive map. The City will create and maintain the project web page, using this content.

In tandem with website updates, Toole Design will also provide updated content for Facebook, Twitter, and Next Door postings. The City will share these postings through the following avenues:

- Facebook accounts for City, Police, Fire, Library, and Recreation & Parks Department
- Twitter accounts for City, Police, Fire, Library, and Recreation & Parks Department
- City's See Click Fix Account
- Next Door postings
- Alameda Peeps postings
- Updates and content to stakeholders (such as BWA, EBRPD, and AUSD), asking them to promote and engage with their audiences via social media

## TIMELINE

The Plan development and community engagement will be broken out into three key phases which are tied to major milestones:

- Phase 1: Project Launch
- Phase 2: Review of Draft Bicycle Network and Pedestrian Improvements
- Phase 3: Draft Plan

### Phase 1: Project Launch

**Timeframe: September – November 2019**

Key Messages (*Note: text will be refined in partnership with City*): The City of Alameda is updating its Pedestrian and Bicycle Plans to create a new Active Transportation Plan, and we can't do this without you! To create this Plan, we need to hear from you: do you ride a bike or walk to work, school, or for errands? Would you like to, but don't feel comfortable or safe today? What do you like or dislike about walking or biking in Alameda? How would you like to improve biking throughout the city? Where is it uncomfortable for you to walk in Alameda?

You experience this every day, and your input is an indispensable and vital part of this plan. There are lots of ways to get involved, both online and in person.

**Table 2: Detailed List of Activities in Phase 1**

Date	Event/Task	Lead	Description
<b>September</b>	Project webpage established	Toole Design	<ul style="list-style-type: none"> <li>• Toole Design will provide content for the Plan website</li> <li>• Updated website content will be provided at key milestones</li> <li>• The site will include outreach and education materials, invitations to public events, interactive web-based map, and an avenue for the public to provide feedback.</li> <li>• Webpage to have a unique URL as a part of the City's website.</li> </ul>
<b>September 25<sup>th</sup></b>	Transportation Commission Meeting #1	Toole Design + City	<ul style="list-style-type: none"> <li>• Solicit input on the Vision Zero Policy</li> <li>• Introduce the Plan</li> <li>• Input on Equity Framework</li> <li>• Input on Draft Public Engagement Plan</li> </ul>
<b>Week of October 7<sup>th</sup></b>	Technical Advisory Committee #1	Toole Design + City	<ul style="list-style-type: none"> <li>• Introduce the Plan and the Vision Zero Action Plan</li> <li>• Share the Equity Framework</li> <li>• Provide a short Bicycle and Pedestrian Facilities 101 presentation to build the knowledge base of all members about bicycle and pedestrian facilities.</li> <li>• Gather feedback on the Public Engagement Plan</li> <li>• Solicit input on walking and bicycling audit locations</li> <li>• Preview workshop materials</li> <li>• Update on community survey</li> </ul>
<b>October</b>	Kick-off Intensive (includes Workshop #1, Walking/Biking Audits #1-4)	Toole Design + City	<ul style="list-style-type: none"> <li>• <i>See "Kick-off Intensive" below</i></li> </ul>
<b>October</b>	Website Update: Interactive map launch	Toole Design + City	<ul style="list-style-type: none"> <li>• Launch the interactive map where community can provide feedback</li> <li>• Advertised in conjunction with Workshop #1.</li> </ul>
<b>October</b>	Walking/Biking Audit #5 and #6	Toole Design + City	<ul style="list-style-type: none"> <li>• <i>See "Walking/Biking Audits" below</i></li> </ul>
<b>November</b>	Walking/Biking Audit #7 and #8	Toole Design + City	<ul style="list-style-type: none"> <li>• <i>See "Walking/Biking Audits" below</i></li> </ul>
<b>November</b>	Pop-Up Event #1: Location TBD	City	<ul style="list-style-type: none"> <li>• Solicit feedback on the existing walking and bicycling network</li> </ul>

Date	Event/Task	Lead	Description
			<ul style="list-style-type: none"> <li>Toole Design will prepare “Meeting in a Box” materials, and City staff will staff the events.</li> </ul>
November	Pop-Up Event #2: <i>Location TBD</i>	City	<ul style="list-style-type: none"> <li>Solicit feedback on the existing walking and bicycling network</li> <li>Toole Design will prepare “Meeting in a Box” materials, and City staff will staff the events.</li> </ul>

### *Kick-off Intensive*

To launch the community engagement process, Toole Design will facilitate a two-day intensive with a variety of engagement activities. The purpose of the workshop is to build community excitement and momentum around the Plan update, gather input about what it’s like to walk and bike in Alameda today, and immerse City staff and the project team in the beginning phases of Plan development.

The intensive will include:

- City staff and project team meetings
- Evening community workshop.
- All workshop materials will be placed in a public location for the community to see and interact with over two days.
- Walking/Biking audits – *Toole Design proposes holding four audits*
- Focus groups – *Toole Design proposes holding all four focus group meetings during the intensive, pending stakeholder schedules.*

To plan for the workshop, Toole Design will prepare a memorandum that is submitted to the City which outlines the kick-off intensive schedule and activities.

### *Walking and Biking Audits*

The walking and biking audits will provide community stakeholders with a window into the planning and design process and will help the project team understand community members’ daily experiences and concerns. Locations will include a variety of contexts from business districts, school zones, residential neighborhoods, off-island linkages, trails and other important walking and bicycling sites. Toole Design will work with the City and the Technical Advisory Committee to identify invitees and locations of walking and bicycling audits. The walking audits will be held during Phase 1 of the engagement process to gather feedback to be used in the network development.

### *Reaching out to Youth*

The City has expressed interest in including children and youth in the planning process and reaching out to students, parents, and Alameda Unified School District (AUSD) staff. Below are ideas for engaging with youth:

- Sharing information and engagement opportunities during October 2<sup>nd</sup> International Walk and Roll to School Day
- Using the School District’s email contact lists to share information about engagement opportunities and encourage students and families to provide input via the web-based map, as appropriate.
- Holding a focus group meeting with middle and/or high school students
- Holding a pop-up event at a school function
- Holding a walk or bike audit near a school campus and inviting school staff, parents, and students

- At community workshops, include activities and engagement for young children and youth, in addition to adults.
- Engage with AUSD’s Round Table on Diversity, Equity and Inclusion

## Phase 2: Review of Draft Bicycle Network and Pedestrian Improvements

Timeframe: January – July 2020

**Key Messages** (*Note: text will be refined in partnership with City*): We’ve been busy! We’ve spent the last few months gathering community input and data and analyzing the existing bicycle and pedestrian network. We’ve drafted recommendations for new projects (such as new bikeways and pedestrian improvements) and for programs that support walking and bicycling - We want to know what you think.

During this phase, Toole Design will also provide education about different types of bikeways, pedestrian improvements, and supportive facilities and trade-offs, report on the network analysis, and determine what criteria the community wants to use to prioritize projects.

**Table 3: Detailed List of Activities in Phase 2**

Date	Event/Task	Lead	Description
January	Transportation Commission Meeting #2	Toole Design + City	<ul style="list-style-type: none"> <li>• Discuss the key feedback received from community engagement to date and the draft vision and goals</li> </ul>
March	Transportation Commission Meeting #3	Toole Design + City	<ul style="list-style-type: none"> <li>• Discuss the key findings from the existing conditions report and the needs analysis</li> </ul>
March	Technical Advisory Committee #2	Toole Design + City	<ul style="list-style-type: none"> <li>• Discuss the key feedback received from community engagement to date, the draft vision and goals, and the findings from the existing conditions report and the needs analysis</li> </ul>
June	Technical Advisory Committee #3	Toole Design + City	<ul style="list-style-type: none"> <li>• Solicit feedback on initial network recommendations and begin discussion of priorities</li> </ul>
June	Community Workshop #2	Toole Design + City	<ul style="list-style-type: none"> <li>• Solicit feedback on the draft bicycle and pedestrian network and identify priorities for implementation</li> <li>• Introduce possible design treatments to be included in Plan</li> </ul>
June	Website Update: Updates to Bicycle Network	Toole Design	<ul style="list-style-type: none"> <li>• Post draft network recommendations for feedback</li> </ul>
June	Pop-Up Event #3: <i>Location TBD</i>	City	<ul style="list-style-type: none"> <li>• Solicit feedback on the draft bicycle and pedestrian network and identify priorities for implementation</li> <li>• Toole Design will prepare “Meeting in a Box” materials, and City staff will staff the events.</li> </ul>
June	Pop-Up Event #4: <i>Location TBD</i>		
July	Pop-Up Event #5: <i>Location TBD</i>		

Date	Event/Task	Lead	Description
July	Pop-Up Event #6: <i>Location TBD</i>		
July	Transportation Commission Meeting #4	Toole Design + City	<ul style="list-style-type: none"> <li>Solicit feedback on the draft bicycle and pedestrian network and identify the community's priorities for implementation</li> <li>Discuss the prioritized projects</li> </ul>

### Phase 3: Draft and Final Plan

Timeframe: September – October 2020

**Key Messages** (*Note: text will be refined in partnership with City*): We've drafted the Active Transportation Plan, and we want your thoughts!

During this phase, Toole Design will get buy-in and feedback and present the Final Plan for adoption. We will celebrate the Plan and emphasize implementation steps including easily implementable projects.

**Table 4: Detailed List of Activities in Phase 3**

Date	Event/Task	Lead	Description
September	Technical Advisory Committee #4	Toole Design + City	<ul style="list-style-type: none"> <li>Present the Draft Plan and solicit comments</li> </ul>
September	Workshop #3	Toole Design + City	<ul style="list-style-type: none"> <li>Present the Draft Plan and solicit comments</li> </ul>
September	Website Update: Post Draft Plan	Toole Design + City	<ul style="list-style-type: none"> <li>Post the Draft Plan for comment</li> </ul>
September	Transportation Commission Meeting #5	Toole Design + City	<ul style="list-style-type: none"> <li>Present the Draft Plan and solicit comments</li> </ul>
October	City Council Meeting #1	City + Toole Design	<ul style="list-style-type: none"> <li>Present Draft Plan to City Council.</li> </ul>
November	City Council Meeting #2	City + Toole Design	<ul style="list-style-type: none"> <li>Present Final Plan to City Council for adoption.</li> </ul>



## APPENDIX A: POTENTIAL EVENTS FOR POP-UP WORKSHOPS

Date/Start Date	Event	Annual	Organizer	Notes
9/6/2019	Starlight Movies In The Park		ARPD	Ralph Breaks The Internet.
9/6/2019	Alameda City Tennis Tournament	X	ARPD	September 6 – 8 106th Annual Alameda City Tennis Tournament at Fairfield Tennis Complex (Washington Park)
9/7/2019	Alameda Walks		ARPD/EBRPD	Shoreline to Doolittle Ponds Walk. Small event.
9/8/2019	Opera in the Park		ARPD	Lincoln Park
9/13/2019	Concert At the Cove	X	EBRPD is primary sponsor	Featured musical act: SambaDa: Afro-Brazilian heritage music blended with funk, rock & reggae. Also a Multicultural Festival. Concerts At The Cove occur as a series every summer, with different artists.
9/14/2019	Alameda Walks		ARPD/EBRPD	Alameda Point North Revisited. Small event.
9/14/2019	Opening Reception, Diaspora Voiced art reception		Rhythmix Cultural Works	Free, public event showcasing 19 diverse Bay Area artists.
9/15/2019	Blues, Brews & BBQ	X	WABA	Street fair on Webster St. Date per Linda Asbury.
9/18/2019	Annual Ice Cream Social	X	ARPD	Mastick Senior Center
9/20/2019	City Manager's Report and Luncheon at the Hornet	?	Alameda Chamber of Commerce	Ticketed event: \$95 for non-members; discounted price for members.
9/21/2019	National Coastal Clean-up at Shoreline Beach	X	ARPD	
9/22/2019	Alameda Legacy Home Tour 2019	X	Alameda Architectural Preservation Society	Sponsored by Alameda Municipal Power this year.
9/28/2019	Alameda Bike for the Parks	X	ARPD	Ticketed ride benefiting Alameda parks.
10/2/2019	International Walk & Roll to School Day	X	SR2S champions	Each participating school has its own event, generally a short one before school starts.
10/5/2019	Alameda Walks		ARPD/EBRPD	Classic Buildings and Park Street Area
10/12/2019	Alameda Walks		ARPD/EBRPD	Munchkinville Walk **New**
10/12/2019	Classic Car Show	X	DABA/Crankers Car Club	There may be an EV section with AMP (Alameda Municipal Power) involvement.
10/15/2019	Alameda Community Band Concert		ARPD	Mastick Senior Center at 7:30PM
10/19/2019	Census picnic		City	
10/19/2019	Rock n Roll Beer Stroll		DABA	

Date/Start Date	Event	Annual	Organizer	Notes
10/22/2019	Transportation 101		ARPD	Mastick Senior Center. This happens regularly.
10/25/2019	Teen Haunted House	X	ARPD	October 25-27 at South Shore Center
10/26/2019	Pumpkin Giveaway with AFD in Jackson Park	X	DABA	Annual event, though location is new this year.
11/1/2019	Grand Opening of the Cross Alameda Trail		City	Date TBD, sometime early November
11/23/2019	Annual Holiday Boutique	X	ARPD	O'Club from 10AM - 4PM
11/30/2019	Small Business Saturday	X	DABA	The Saturday after thanksgiving. Businesses do special offers, free treats, and other activities.
12/7/2019	Mayor's Holiday Tree Lighting Celebration	X	ARPD/PW	
12/7/2019	Hot Cocoa Crawl	X	DABA	Night of the City Tree Lighting (usually the first Saturday in December).
12/13/2019	Alameda Sings!		ARPD	Veteran's Memorial Building at 7:30 pm
12/14/2019	Breakfast with Santa	X	ARPD	O'Club
12/17/2019	Alameda Community Band Concert		ARPD	Mastick Senior Center at 7:30 pm
12/17/2019	Transportation 101		ARPD	Mastick Senior Center. This happens regularly.
12/21/2019	Winter Celebration on Webster	X	WABA	Third weekend in December.
1/10/2020	ELKS/ARPD Hoop Shoot Finals	X	ARPD	Alameda Point Gymnasium
2/1/2020	Chinese New Year Celebration	X	WABA	Date per Linda Asbury.
2/8/2020	Chinese New Year Celebration	X	WABA	Date per Linda Asbury.
2/17/2020	19th Annual Dance Party	X	ARPD	O'Club
4/12/2020	Downtown egg hunt	X	DABA	
4/25/2020	Earth Day Festival	X	ARPD	Exact date TBD.
5/9/2020	Downtown Alameda Spring Festival	X	DABA	May 9-10. Street fair.
5/14/2020	Bike to Work Day; Bike to School Day	X	BikeWalk Alameda and SR2S champions	Spread across town.
5/23/2020	Citywide Bike Rodeo	X	SR2S volunteer	Exact date TBD, but tends to be a weekend or two from Bike to School Day. Event has been annual, but, so far, depends on a volunteer stepping up to run it. SR2S may fund a coordinator.
6/1/2020	Concerts At The Cove	X	EBRPD is primary sponsor	Several concerts throughout July, August, and September
6/6/2020	Sand castle contest	X	ARPD	Date TBD. In 2019 was on 6/8

Date/Start Date	Event	Annual	Organizer	Notes
6/15/2020	Starlight Movies In The Park	X	ARPD	Something like three free outdoor screenings over the summer. In 2019, they happened in June, July, and September.
6/19/2020	Island Jam	X	Chamber of Commerce	June 19-20, Father's Day weekend
7/1/2020	Downtown Alameda Art & Wine Faire	X	DABA	Street fair. Exact July date TBD. In 2019, it was July 27 and 28.
7/4/2020	Fourth of July Parade	X	City	"Longest 4th of July parade in the country"
8/1/2020	Alameda Mini Maker Faire	X	City	Date TBD. In 2019 was on 08/11.
8/4/2020	National Night Out	X	City -- PD	Annually on the First Tuesday of August
9/18/2020	Annual Ice Cream Social	X	ARPD	Mastick Senior Center
9/20/2020	Blues, Brews & BBQ	X	WABA	Street fair on Webster St. Date per Linda Asbury.
Ongoing	Alameda Farmers Market			Tuesday and Saturdays, 9 am to 1 pm, on the West End.
Ongoing	2nd Friday Artwalk		Friday Art Walk	2nd Fridays, Every Month. Most locations are along Park or Webster Streets. Run by a volunteer organization.
Ongoing	Alameda Walks		ARPD/EBRPD	1st and 2nd Saturday mornings of each month, May through October. All walks begin at 9:00 a.m. and last approximately one hour.
Ongoing	Mastick Bingo Program		ARPD	Every Saturday 9:30-2:30
Ongoing	Mastick Thrift Shop		ARPD	Tuesday and Saturdays, 10 am to 2 pm
Ongoing	Mastick Birthday Celebrations		ARPD	Thursdays. Upcoming dates: 9/26,10/24, 11/21, 12/12, and 1/23.