

# APPENDIX B: PUBLIC ENGAGEMENT DOCUMENTATION

# COMMUNITY ENGAGEMENT

**Purpose:** This chapter presents an overview of the outreach and public engagement strategies used in the plan, a summary of all outreach activities, and a summary of the feedback received.

**Why it matters:** Gathering input from a diversity of community voices centers this Plan on the challenges that are most pressing.

Engaging the Emeryville community is a core component of the *Active Transportation Plan's* efforts to understand biking, walking, and rolling needs throughout the city. Since the project kicked off in December 2020, a variety of outreach opportunities were used to seek input from a diverse range of Emeryville's residents, workers, and community members.

*Participants in a bike tour survey various bicycling facilities in Emeryville.*



## Outreach and Public Engagement Strategy

### OBJECTIVES

The fundamental objective of the Outreach and Public Engagement Strategy are to:

- ▶ Ensure that those with a stake in this *Active Transportation Plan* are identified
- ▶ Identify outreach techniques for engaging these stakeholders
- ▶ Ensure all stakeholders have open access to and input in the decision-making process and are provided with information about the project as it moves forward
- ▶ Provide reasonable public access to technical and other information about the project
- ▶ Ensure the concerns, issues and preferences of stakeholders are gathered, and are reflected in the final document

### AUDIENCE

- ▶ People who use active transportation (e.g., walk, bike, rolling, and mobility devices) or transit as a frequent mode of transportation, including:
  - » People who live in Emeryville
  - » People who work or study in Emeryville
  - » People who use Emeryville's recreation facilities (parks, Bay Trail, Bay Bridge Path)
  - » People who visit Emeryville to shop or dine
  - » People who travel through Emeryville
- ▶ People who are interested in biking but perceive barriers
- ▶ Households with zero or one vehicle
- ▶ Households with limited English-speaking proficiency
- ▶ Households with no or limited internet access

## Outreach Phases

### PHASE 1: LISTEN & LEARN

- ▶ Understand the unmet walking and bicycling needs for Emeryville's residents, commuters, and visitors.

### PHASE 2: BUILD CONSENSUS

- ▶ Provide opportunities for the public and stakeholders to refine project and program recommendations, and inform the prioritization and implementation process.

### PHASE 3: APPROVE & ADOPT

- ▶ Provide opportunities for the public and stakeholders to review the draft plan and environmental documents.
- ▶ Present the draft plan to City commissions, committees, and Council for review and formal approval/adoption.



*Participants in the walking tour utilizing a median refuge island when crossing the street.*



## Outreach Activities

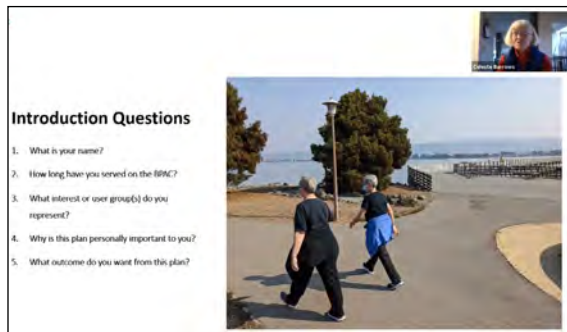
Table A-1. **Summary of Outreach Activities**

OUTREACH TYPE	FUNCTION AND ACTIVITIES
Bicycle and Pedestrian Advisory Committee Meetings (9)	The City's Bicycle and Pedestrian Advisory Committee (BPAC) is a critical partner in helping Emeryville develop a high-quality plan update that reflects the community's needs and vision. The project team collaborated with the BPAC to gather input, obtain feedback on goals, existing conditions and recommendations, and to discuss outreach methods and effective strategies.
Transportation Committee Meetings (3)	Emeryville's Transportation Committee is comprised of two City Council members who meet monthly to provide input and recommendations regarding City policies and priorities, and to assist the City Council as a whole in providing oversight related to the City's Public Works operations, the Emeryville Marina, vehicular traffic, and parking.
Listening Sessions (3)	The project team facilitated small focus group listening sessions to understand the biking, walking, and rolling needs of hotel and retail workers, community members with disabilities, and families with children.
Youth Outreach (1)	The project team conducted an interactive youth outreach event to understand the biking, walking, and rolling experiences of Emeryville's younger population.
Rolling Tour (1)	Building off the successful recent BPAC walking and biking tours, the project team led a small group on biking and rolling tour throughout Emeryville. Six stops along the route allowed participants to provide feedback on their experiences using various biking and rolling facilities.

OUTREACH TYPE	FUNCTION AND ACTIVITIES
Walking Tour (1)	Building off the successful recent BPAC walking and biking tours, the project team led a small group on a walking tour throughout Emeryville. The tour weaved from the Emeryville Greenway to the Emeryville Public Market, and then to Powell Street before looping back to the start. Four stops allowed participants to provide feedback on their walking experiences.
Community Meetings (3)	The project team conducted three community meetings throughout the planning process. The first meeting focused on gathering information on the strengths, weaknesses, opportunities, and barriers in the biking, walking, and rolling network. The second meeting provided a summary of findings from the existing conditions phase, and presented the proposed programs and infrastructure improvements for participant feedback. The third meeting presented the overall plan takeaways and refined infrastructure improvements for one final round of feedback from community members and residents.
Online Survey (1)	The project team created an online community survey to help establish and understand the communities' existing travel modes and frequencies, demographics, location-specific barriers, and issues preventing people from biking, walking, and rolling more.
Online Web Map (2)	In addition to the online survey, the project team also created a website with information about the plan as well as a mapping activity enabling users to provide feedback on their active transportation experiences and the proposed infrastructure improvements.

## Public Outreach

Emeryville held [virtual community workshops, listening sessions, and walking and rolling tours](#) during the existing conditions and recommendations phases of the plan. The city's Bicycle and Pedestrian Advisory Commission and Transportation Committees were also updated and consulted throughout the development process.



*Virtual BPAC meeting screen shot.*

### ***BICYCLE AND PEDESTRIAN ADVISORY COMMITTEE MEETINGS***

#### **BPAC Meeting #1 March 1, 2021**

The project team presented the active transportation planning process to the Bicycle and Pedestrian Advisory Committee (BPAC) and met the BPAC members. BPAC members provided feedback on the direction of the plan and the plan's outreach strategy.

#### **BPAC Meeting #2 April 5, 2021**

The BPAC provided the project team with feedback on the walking tour route and the draft survey questions for the *Active Transportation Plan*.

#### **BPAC Meeting #3 June 7, 2021**

The project team presented the existing conditions and needs analysis results and BPAC members provided feedback.

#### **BPAC Meeting #4 July 12, 2021**

In the fourth BPAC meeting, the project team provided a summary of the completed outreach events including the listening sessions, community meeting, walking tour, and rolling tour.

#### **BPAC Meeting #5 August 2, 2021**

The project team conducted an active participation brainstorming session with members of the BPAC to envision the plan's vision and goals. BPAC members provided feedback on how the following words relate to a successful active transportation network: Livability, Connected Network, Comfortable, Implementation, Destinations, Equity, Sustainability, Bold Vision, and Safety.

#### **BPAC Meeting #6 November 1, 2021**

The project team presented the finalized visions, goals, and programs to the BPAC following feedback from the previous meeting's brainstorming session.

### **BPAC Meeting #7 December 6, 2021**

The project team provided an update to the BPAC on the development of biking, walking, and rolling recommendations and next steps in the planning process.

### **BPAC Meeting #8 May 2, 2022**

The project team presented policy recommendations for the plan and the process used to prioritize the infrastructure recommendations.

### **BPAC Meeting #9 July 10, 2023**

The project team presented the Draft Active Transportation Plan to the BPAC. The BPAC recommended the Draft Active Transportation Plan to City Council for approval.

## ***TRANSPORTATION COMMITTEE***

### **Transportation Committee Meeting #1 December 9, 2021**

The Transportation Committee received an update from the project team on the project timeline, outreach and engagement, needs assessment, and recommendations.

### **Transportation Committee Meeting #2 January 12, 2022**

The Transportation Committee provided input on project vision statement, goals, and recommendations.

### **Transportation Committee Meeting #3 July 10, 2023**

The Transportation Committee reviewed and recommended the Draft Active Transportation Plan to City Council for approval.

## ***COMMISSION ON AGING***

### **Commission on Aging Meeting November 10, 2021**

The Commission on Aging received an update on the project and provided input. Members placed emphasis on sidewalk obstructions and the quality of sidewalk pavement as challenges to active mobility.



## ***LISTENING SESSIONS***

### **Families and Parents Listening Sessions**

**June 3, 2021**

This listening session asked 7 participants about their walking and rolling experiences in Emeryville. Feedback from the session include a need for improved lighting and pedestrian safety on the Powell Street bridge, safer crossings at the intersections of San Pablo Avenue and 43rd Street and San Pablo Avenue and 40th Street, improved elevator experience at the Amtrak crossing, and improved biking and walking experience at Powell Street and Shellmound Street. Participants in this session were compensated for their time with grocery store gift cards.

### **Disability Community Listening Session**

**June 11, 2021**

The listening session asked 9 participants about their walking and rolling experiences in Emeryville. Feedback from the session include increased service for the EmeryGoRound, smoother sidewalks throughout the city especially on 65th Street, repairs to truncated domes that are in disrepair, leading pedestrian intervals implemented at larger intersections, and more space for wheelchairs and scooters at bus stop locations. Participants in this session were compensated for their time with grocery store gift cards.

### **Hotel/Retail/Restaurant Worker Listening Sessions**

**August 1, August 4, August 5, 2021**

Over three listening sessions, the project team met with 11 hotel, retail, and restaurant workers in Emeryville to understand their specific transportation needs. Feedback related to walking and rolling included improved the biking and walking experience along Mandela Parkway and 40th Street, continued maintenance of Slow Streets, and more frequent transit options in the early morning and late evening. Participants in this session were compensated for their time with grocery store gift cards.

## COMMUNITY MEETINGS

### Virtual Community Meeting #1 June 16, 2021

The project team hosted a virtual community workshop where they introduced the *Active Transportation Plan* to the community, led discussions on current walking and rolling experiences, and shared ways to further get involved with the plan. Thirty people participated in the first meeting.

### Community Meeting #2 March 30, 2022

Over 20 residents and community members attended the second community meeting to provide feedback on the types of infrastructure recommendations they would like to see implemented in Emeryville.

### Community Meeting #3 Coming Soon - Fall 2022

Meeting to be held to review the draft plan and gather community feedback.

Using three words, describe your vision for walking, bicycling and rolling in Emeryville



Participants in the first community meeting created a word cloud of their vision for biking, walking, and rolling in Emeryville.

Rank the following active transportation plan goals by what is most important to you:



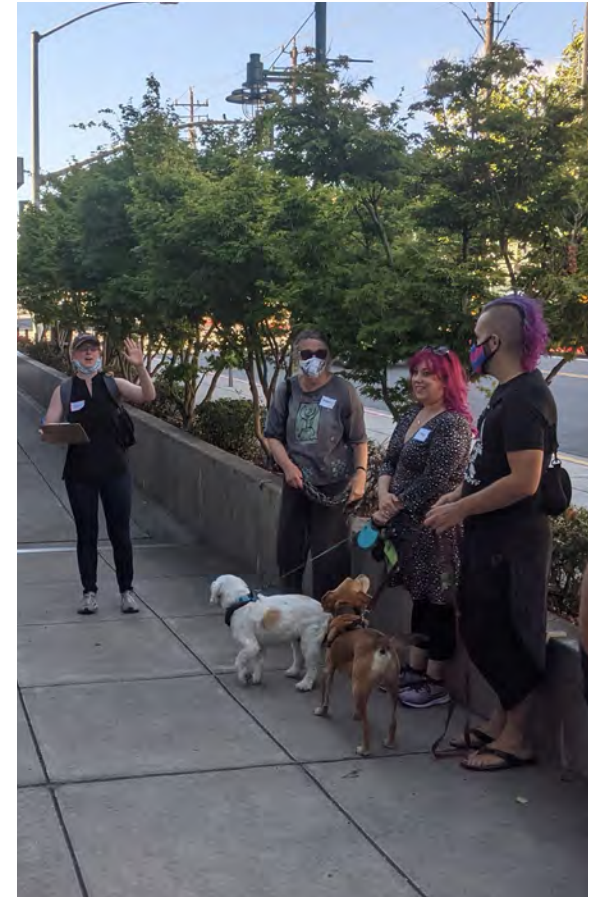
Participants at the second community meeting were asked to rank which Active Transportation Plan goals are most important to them.

## TOURS

### Walking Tour June 22, 2021

The [walking tour](#) explored routes in the northern half of the city and included stops on Hollis Street, Christie Park, Powell Street, and the Emeryville Greenway. Participants found Hollis Street and Shellmound Street by the Emeryville Public Market to be the least stressful routes on the tour, while the segment of Powell Street east of the train tracks and under the freeway was most stressful. Overall, participants expressed a preference for wide sidewalks, art, trees and greenery, areas with a density of businesses and destinations, and automatic pedestrian recall. Areas of concern for participants included difficulty crossing the train tracks (including issues with the elevator being out of service or in a state of uncleanliness),

not feeling safe while crossing the Christie Ave/Powell St intersection, and vehicle encroachment on the sidewalk on the north side of Powell Street and on the west side of Christie Ave near the FedEx. Suggestions for improvement included a diagonal connection across the Powell/Hollis intersection to accommodate greenway traffic, improving the signage and crosswalks directing people to the Powell Street pedestrian bridge, striping a diagonal crossing at the Shellmound/Christie Ave intersection, and implementing more leading pedestrian intervals.



*Participants discussing walking experiences in Emeryville during the walking tour.*

## Rolling Tour

### June 26, 2021

The [Bicycle Tour](#) explored routes across the city and included stops on Adeline Street, Shellmound Street, Christie Park, the Emeryville Greenway, Hollis Street, and Park Street. The least stressful routes on the tour included the Emeryville Greenway, Doyle Street, Horton Street, and Adeline Street. The most stressful portions of the tour included 40th Street, Powell Street, Christie Ave, and San Pablo. Elements of the tour that the participants enjoyed included smooth pavement, wide bike lanes, green painted conflict zones and bike lanes, the two-way cycletrack on Christie Ave, art, lighting, the Emeryville Greenway, the Doyle Street Greenway (including the sharrow with a parent and child), traffic calming, and automatic RRFBs. Participants did not like broken glass in

the bike lane/on bike routes, bicycling on streets with fast-moving traffic, narrow bike lanes on 40th Street, vehicles double-parked in the bike lane, trash along bike lanes, “Bikes May Share Lane” signage, traffic signals failing to detect bicycles, and unsafe conditions on San Pablo Ave. Suggestions for improvement included a protected bike lane on the 40th Street overpass, improved signage and wayfinding for the Bay Trail bike route, and street signs at greenway intersections.



*Participants on the Rolling Tour explored a range of bikeway facility types.*



## YOUTH OUTREACH

### Summer Camp August 3, 2021

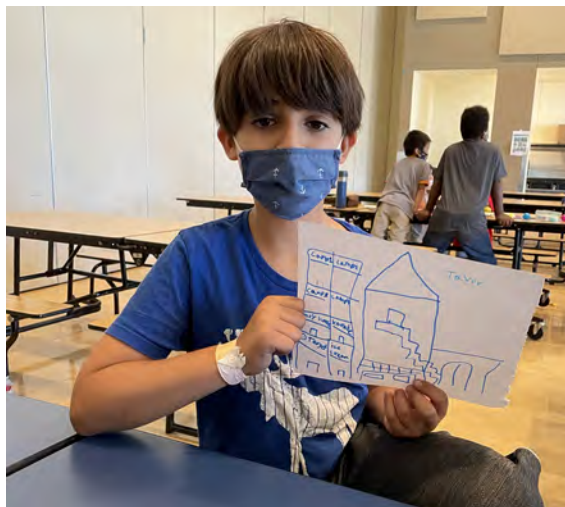
The project team brought arts and crafts items for 30 Emeryville “REC” Summer campers (ages 6-14) to engage in two activities over 90 minutes.

**Activity 1:** Youth designed their favorite mode of transportation (real or imaginary).

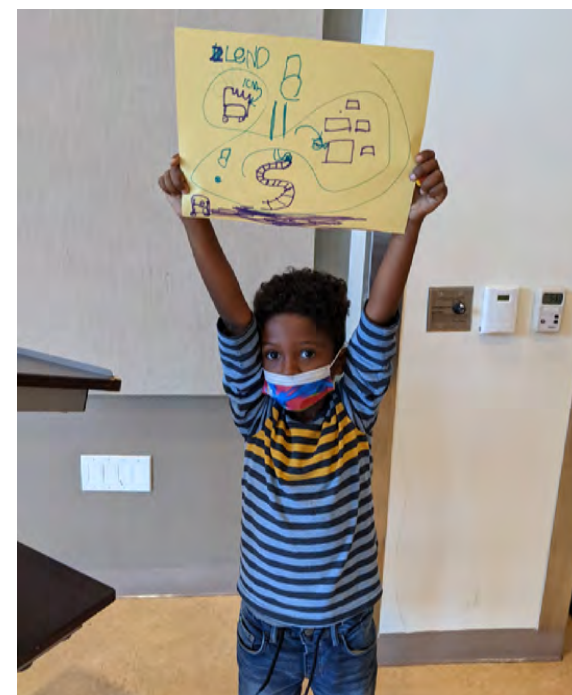
This warm-up activity helped uncover if walking, biking, or rolling were seen as recreational activities or as a way to move around Emeryville or surrounding areas with their family and friends. Feedback included sports cars, bicycles, and creative ideas like a hot air balloon, riding a giant frog, and putting on rocket-powered roller skates.

**Activity 2:** Youth designed their ideal street.

This activity revealed ways youth want their streets to better serve them. Feedback included more recreational activities like pools and ice cream vendors closer to their homes and bigger homes. One student, injured while biking across Vallejo Street, described the need for more marked crosswalks and slower drivers.



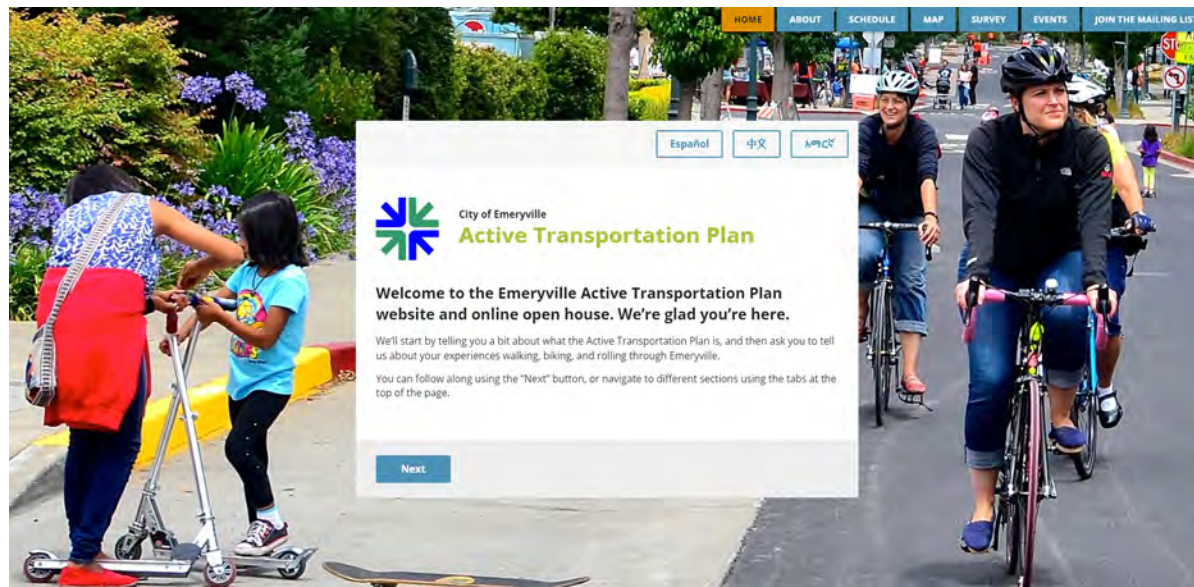
*Participants drew pictures related to active transportation.*





## ONLINE ENGAGEMENT AND PROMOTION

Online engagement was an important component of the planning process. In order to reach a wider audience and give community members the opportunity to provide feedback on their own time and schedule, the project team distributed an online survey and collected feedback via an online web map. The survey was available in English and Spanish and promoted by sending out 19,000 bilingual postcards to every residential and business address in the city. The City installed 20 bilingual sidewalk decals around town. The project team hand delivered bilingual flyers to retail businesses, hotels, and restaurants. Social media advertisements in English and Spanish were placed on Facebook, Instagram, and Google. The City also publicized the survey and community meetings through its website and email lists.



*The project website provided details on how to get involved with the planning process and opportunities to provide feedback on biking, walking, and rolling in Emeryville.*

### Phase 1 Online Survey

848 members of the Emeryville community participated in the online survey. The 25 question survey was made available online and promoted at community workshops and on social media. The survey inquired about the respondent's experiences biking and rolling in Emeryville today.

Key findings from the survey include:

Top walking concerns:

- ▶ Destinations are too far to walk.
- ▶ Walking is tough when carrying things.
- ▶ Perceived danger of walking at night.

#### Top rolling and biking concerns:

- ▶ People driving too fast.
- ▶ Bikeways not connecting to the destinations people are trying to go to.
- ▶ Lack of access to a bike or rolling device.

#### Online Web Map

An online map available on the project's website provided an opportunity for community members to identify barriers to walking and rolling, places they would like to walk or roll to, and routes in need of improvements. 595 points were added to the online map including 114 comments and 2,193 votes on others' suggestions.

Several geographic themes emerged from the web map feedback. Popular biking, walking, and rolling destinations include the Emeryville Marina, Shoreline Park, Amtrak Station, Doyle Slow Street, Emeryville Greenway, Berkeley Bowl, Emeryville Public Market, Bay Street Shopping, and Powell Street Plaza (**Map 15**). Low-stress connectivity to these areas will play a key role in the development of recommendations in this plan. The web map feedback also revealed barriers to people walking and rolling including San Pablo Avenue, 40th Street, Hollis Street north of Powell Street, Bay Trail access points at arterial intersections, and Powell Street (**Map 16**). Lastly, routes identified as "in need of improvement" include the marina access on Powell Street west of I-80 and San Pablo Avenue.

## Phase 2

### Online Web Map

An update to the online map following the development of recommendations allowed community members to like, dislike, and comment on the proposed infrastructure projects. A total of 885 likes were added to the proposed projects on the map. 44 proposed projects received comments.

The following bikeway projects received the most likes following the public comment period:

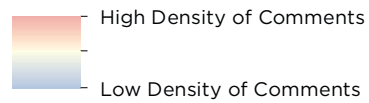
- ▶ Class IV Separated Bikeway on Shellmound Street from Powell Street to 67th Street (34 likes)
- ▶ Class I Shared-Use Path east of the railroad tracks from Sherwin Street to 53rd Street (33 likes)
- ▶ Class IV Separated Bikeway on San Pablo Avenue from 53rd Street to 36th Street (32 likes)

Map A-1. **Walking and Rolling Destinations**

# WALKING AND ROLLING DESTINATIONS

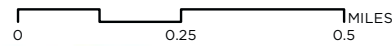
EMERYVILLE ACTIVE  
TRANSPORTATION PLAN

## Public Input Web Map Results

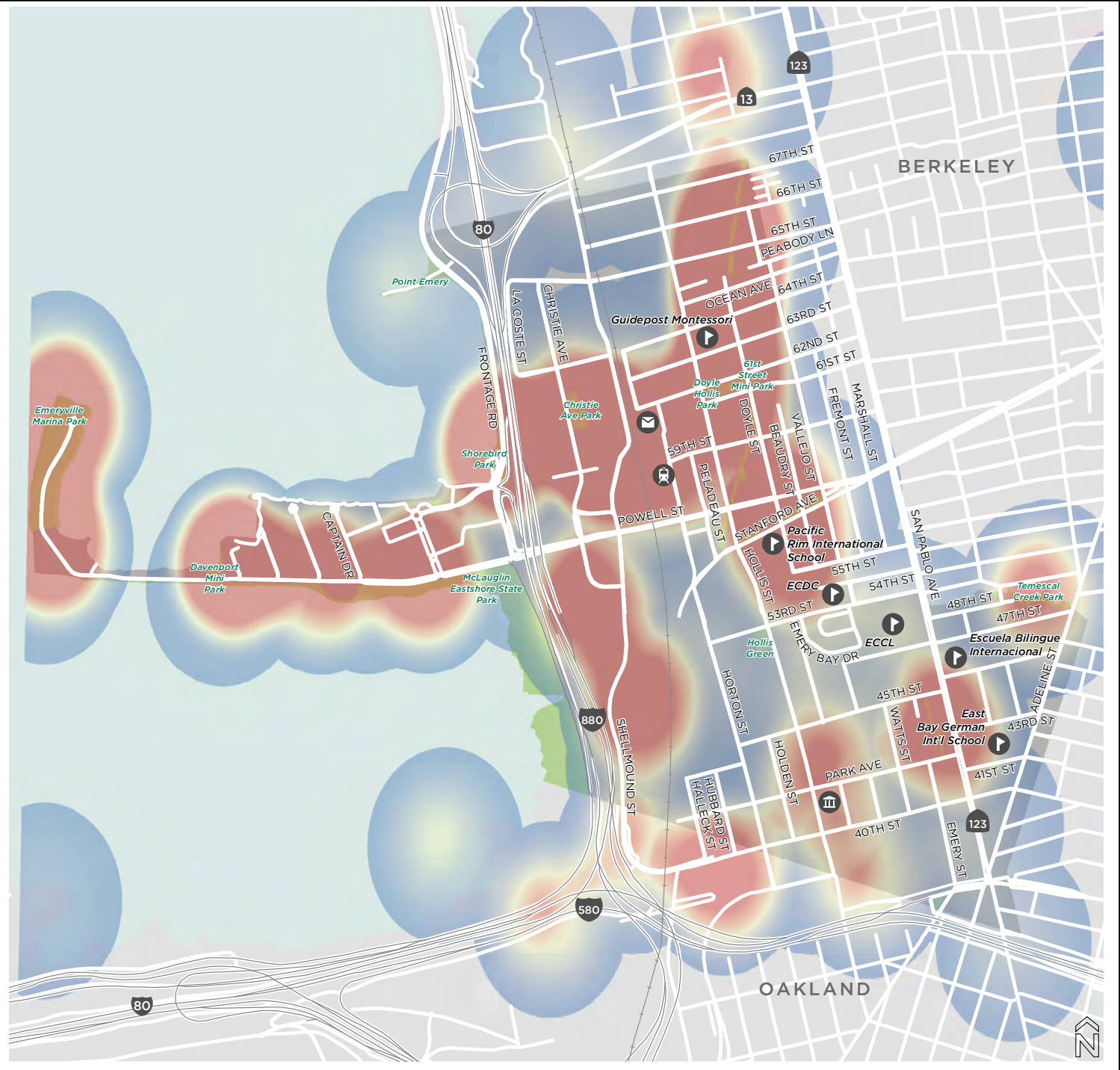


## Destinations + Boundaries

- School
- City Hall
- Post Office
- Amtrak Station
- Railroad Track
- Park
- City Boundary



Data Source: City of  
Emeryville, July 2021.

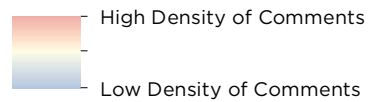




# BARRIERS TO WALKING AND ROLLING

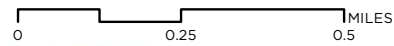
EMERYVILLE ACTIVE  
TRANSPORTATION PLAN

## Public Input Web Map Results

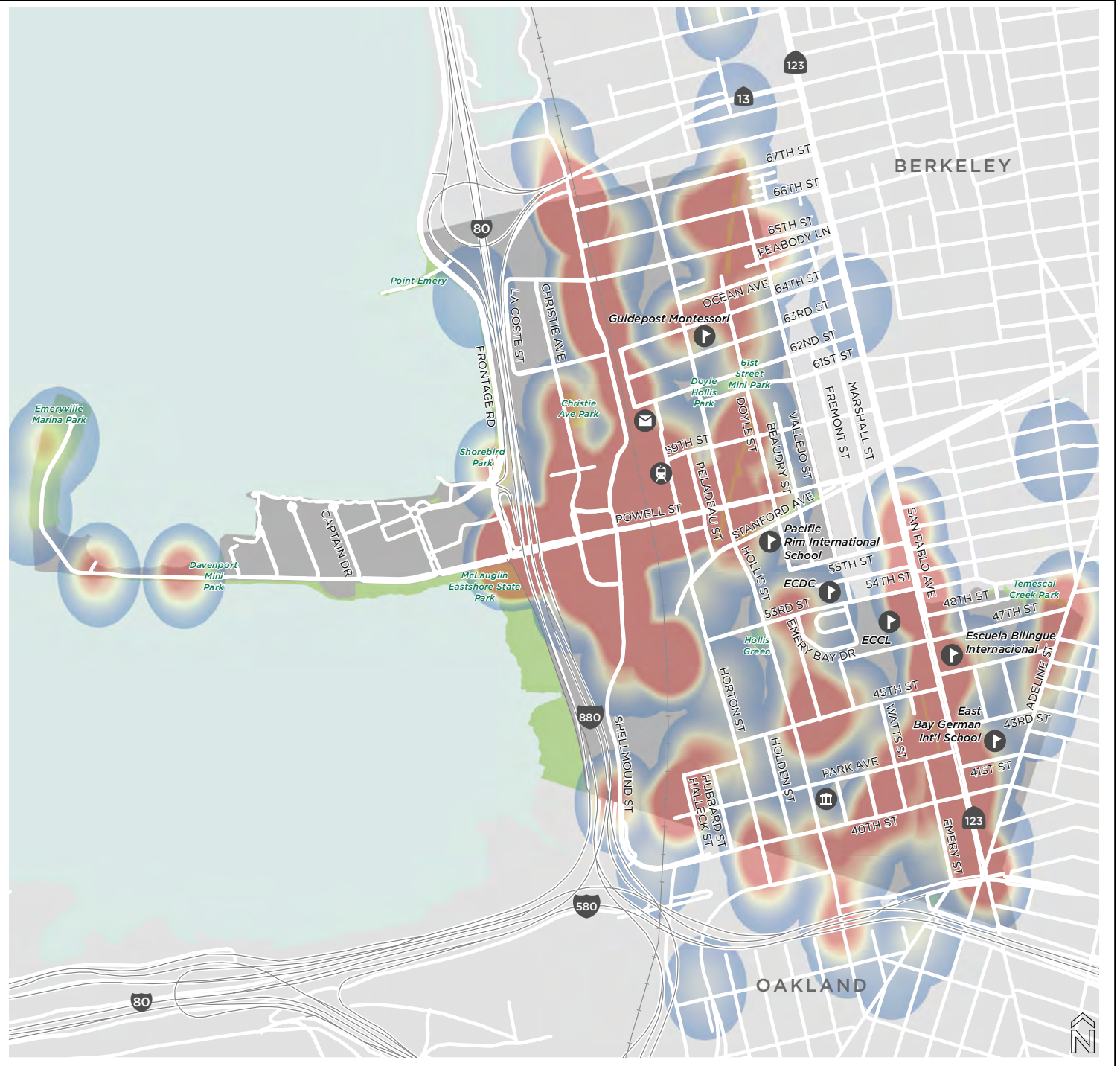


## Destinations + Boundaries

- School
- City Hall
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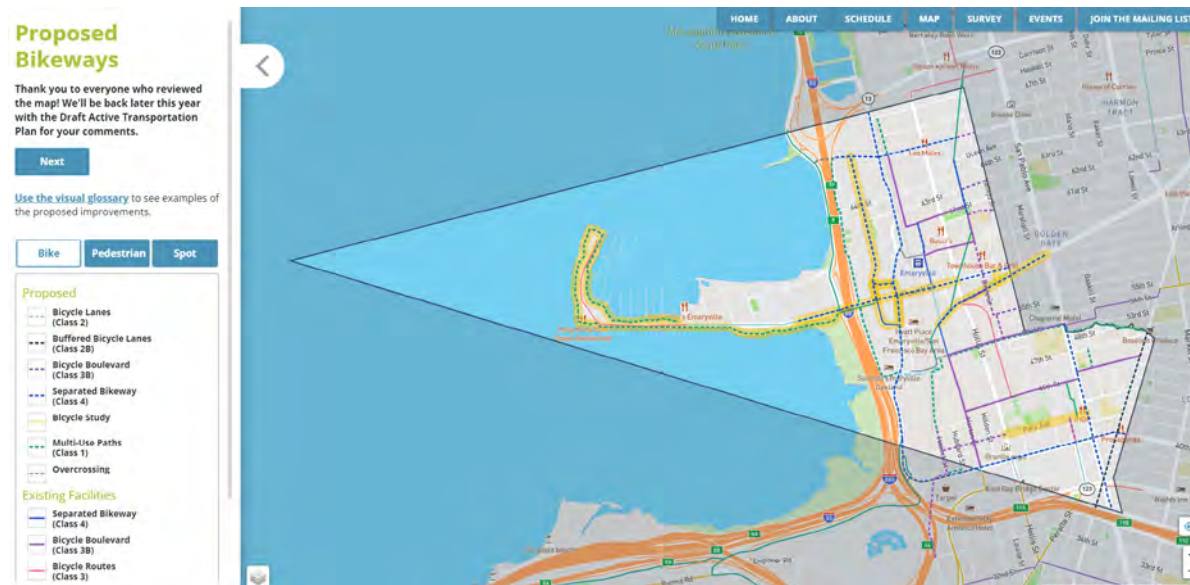


**alta** Data Source: City of  
Emeryville, July 2021.



The following pedestrian infrastructure projects received the most likes following the public comment period:

- ▶ Improve Sidewalk on Powell Street from Christie Avenue to Peladeau Street (31 likes)
- ▶ Class I/Trail Widening Study on the Pedestrian only Bay Trail segment that circumnavigates the Emeryville Peninsula (28 likes)
- ▶ Class I Shared-Use Path east of I-80 from Shellmound Street to Powell Street (26 likes)



*The Phase 2 web map allowed users to comment on and like or dislike the proposed projects.*

The following spot improvements received the most likes following the public comment period:

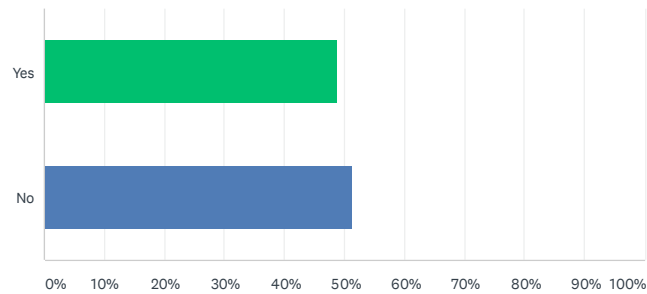
- ▶ New Midblock Crossing on Shellmound Street south of Powell Street (25 likes)
- ▶ Crossing Upgrade at the intersection of Shellmound Street and 67th Street (25 likes)
- ▶ Major Intersection Upgrade at the intersection of Powell Street and Frontage Road (23 likes)



# Community Survey Results

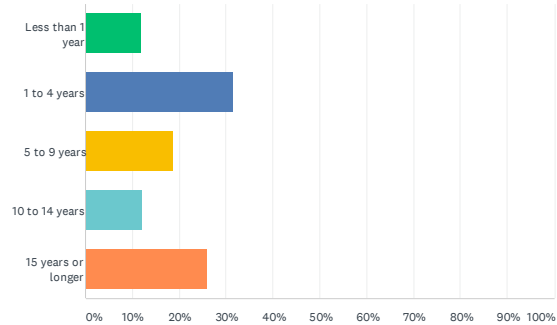
Q1 Do you live in Emeryville?

Answered: 868 Skipped: 0



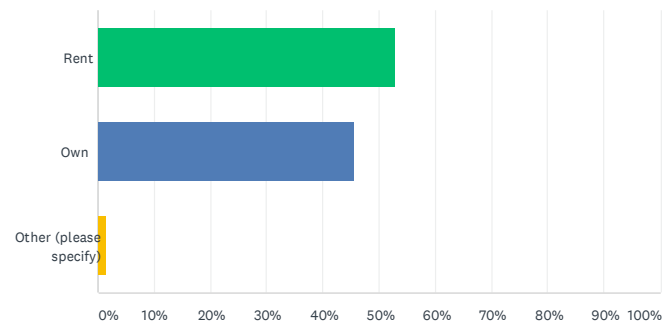
Q2 How long have you lived in Emeryville?

Answered: 404 Skipped: 464



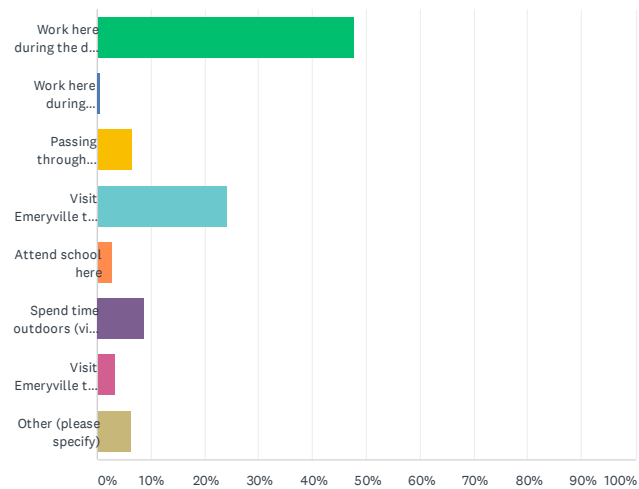
Q3 Do you rent or own your home?

Answered: 403 Skipped: 465

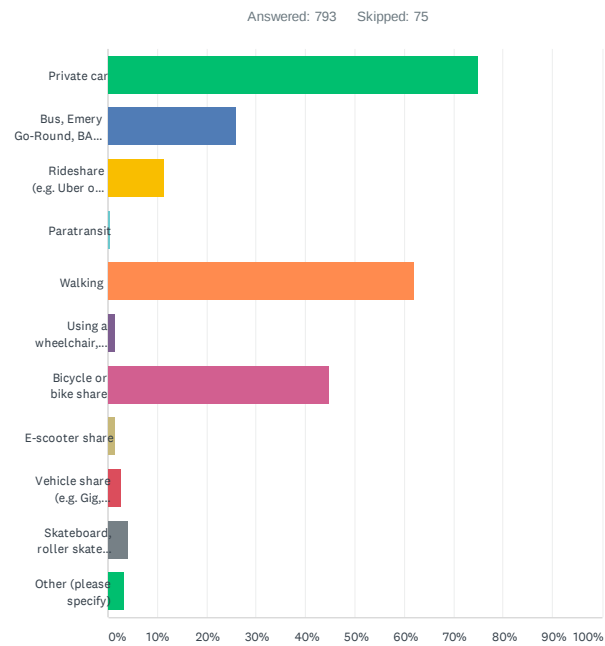


Q4 How do you spend most of your time in Emeryville? (choose one)

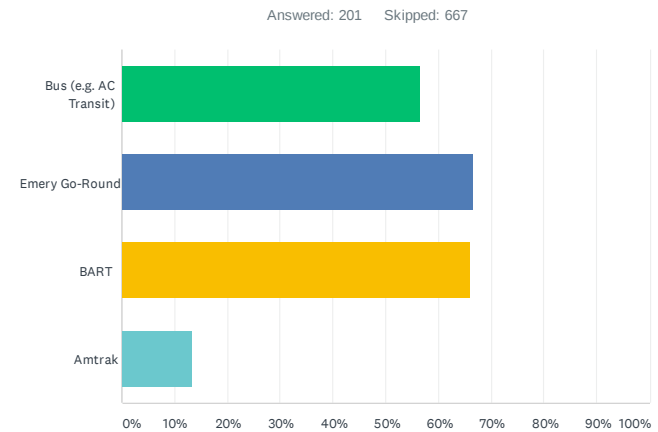
Answered: 419 Skipped: 449



Q5 In the last two weeks, how have you traveled in Emeryville? (Select all that apply)

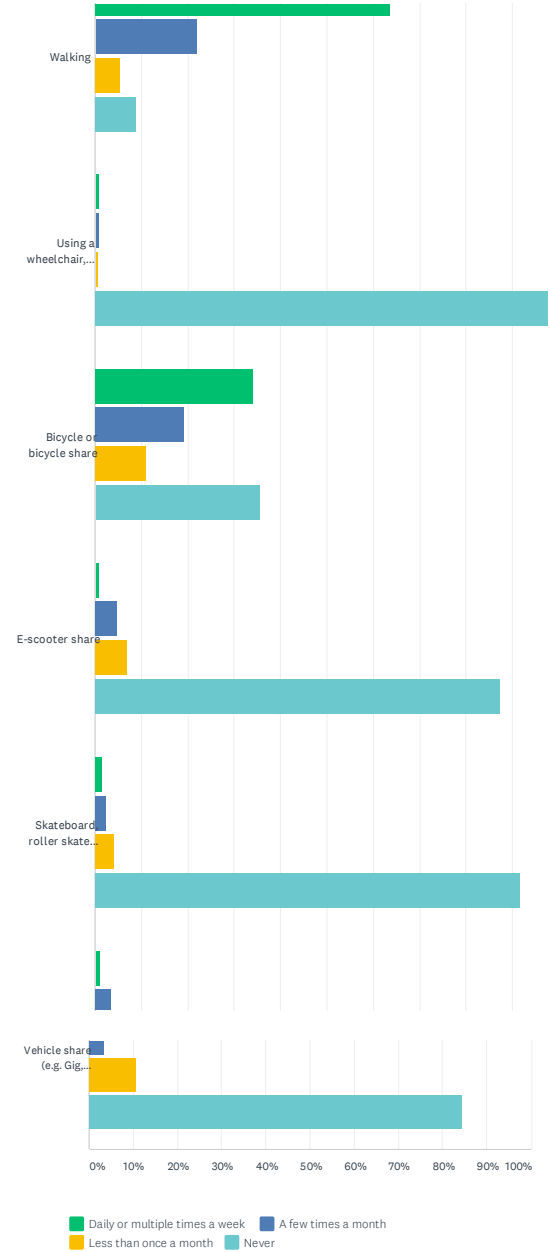
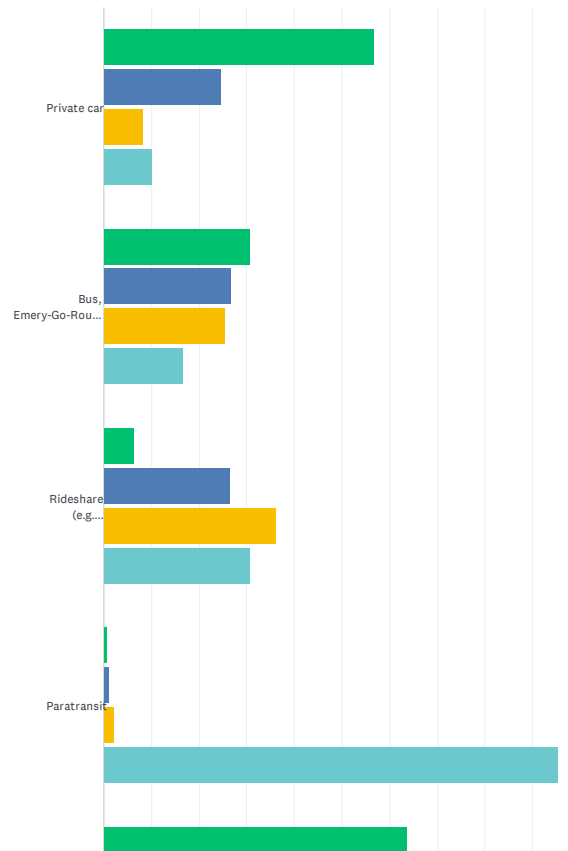


Q6 Which type of public transit did you take? (select all that apply)

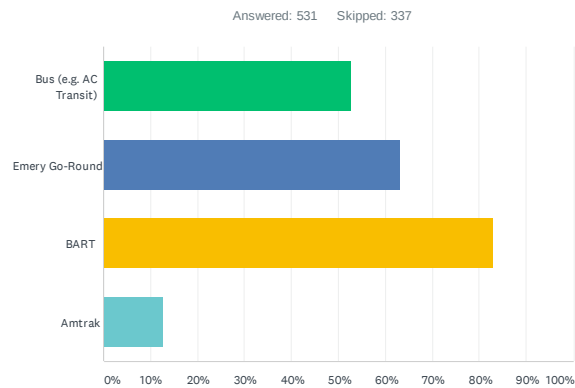


Q7 Before COVID, how frequently did you get around in each of the following ways? For each transportation option listed, select one frequency. For example, if you drove your car to work every day, select "Daily or multiple times a week." If you never rode an e-scooter, select "Never."

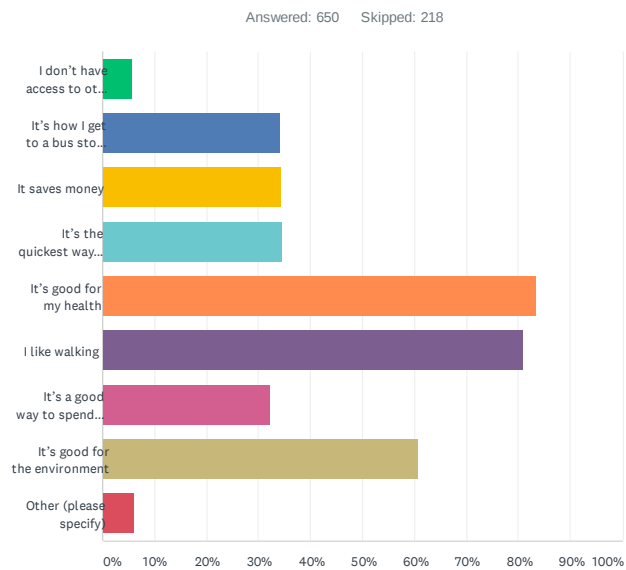
Answered: 765 Skipped: 103



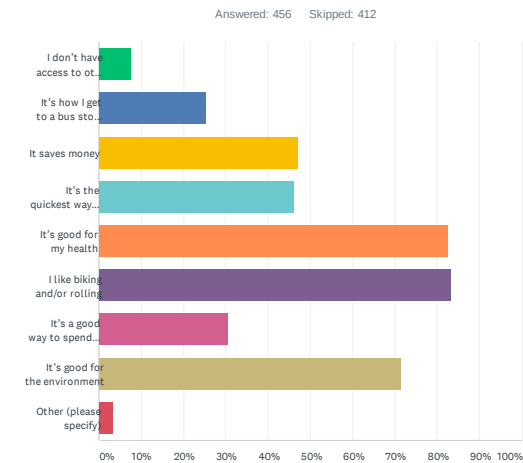
## Q8 What type of public transit did you use? (select all that apply)



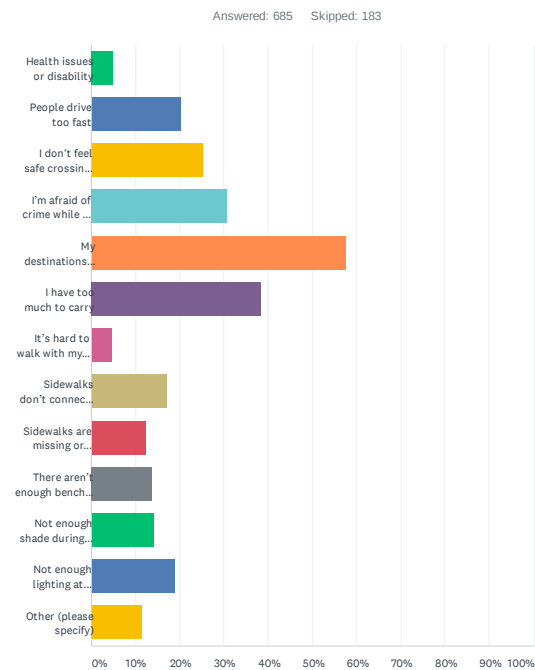
## Q9 Why do you walk?



## Q10 Why do you bike or roll (scooter, skateboard, etc)? (select all that apply)

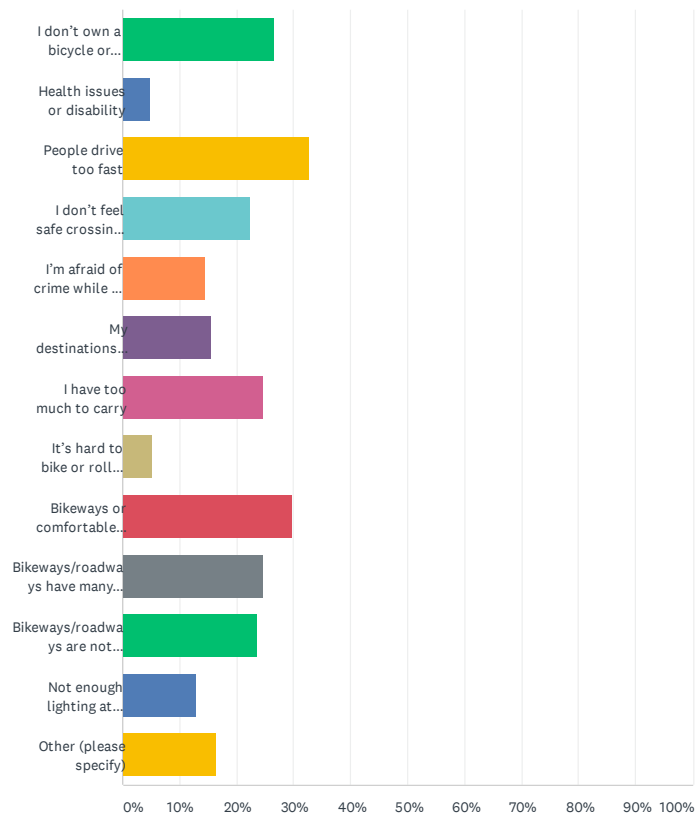


## Q11 What keeps you from walking more often in Emeryville? (select all that apply)



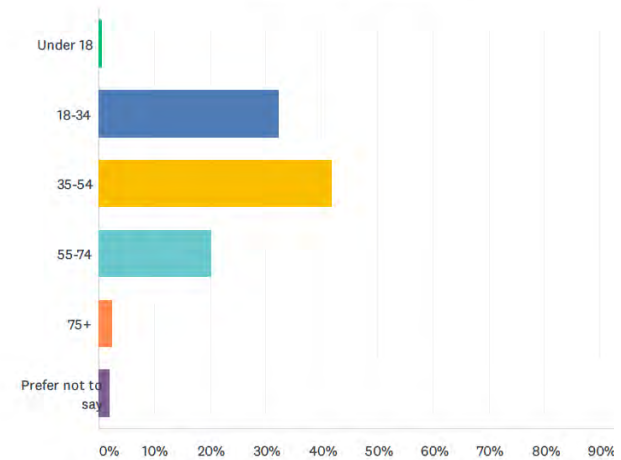
### Q12 What keeps you from biking or rolling (scooter, skateboard, etc.) more often in Emeryville? (select all that apply)

Answered: 655 Skipped: 213



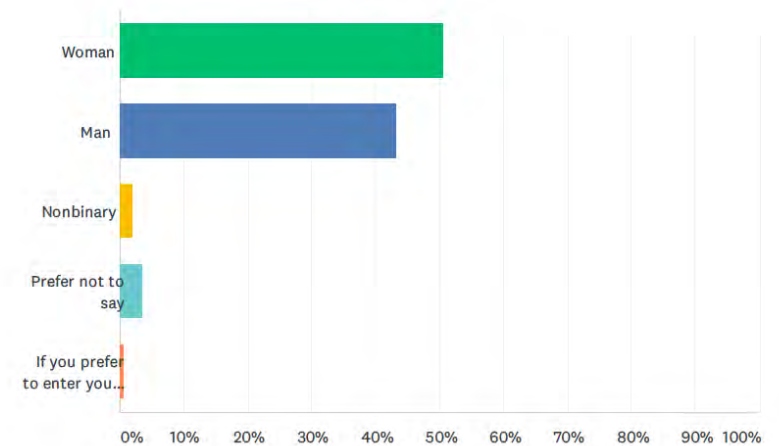
### Q15 How old are you?

Answered: 687 Skipped: 181



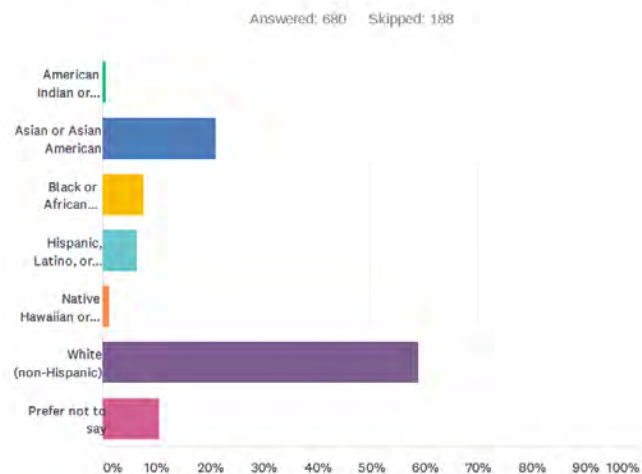
### Q16 What is your gender?

Answered: 684 Skipped: 184

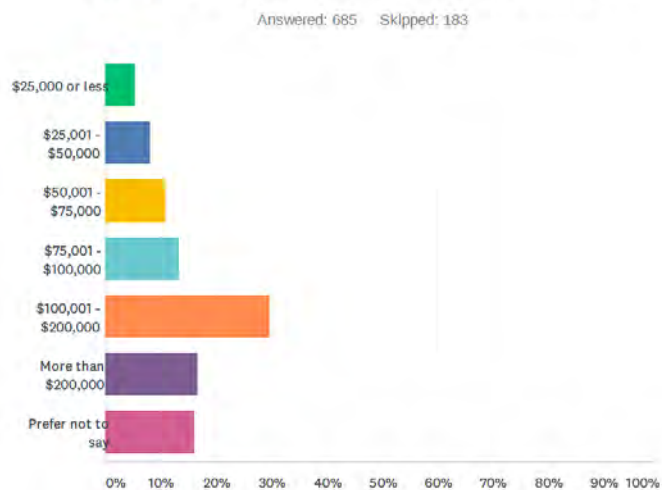




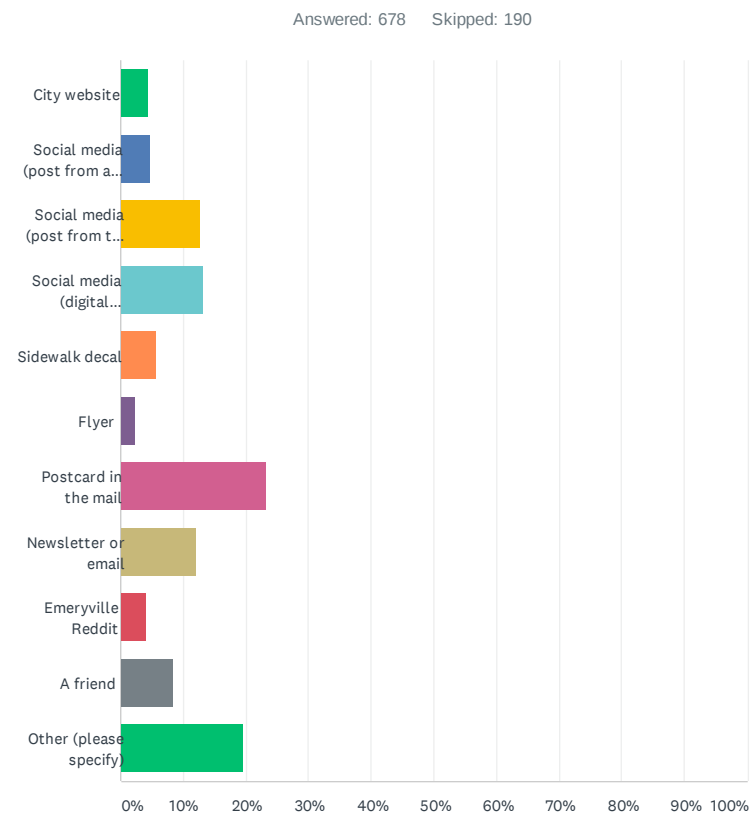
### Q17 With which racial or ethnic group(s) do you identify? (check all that apply)



### Q18 What is your annual household income?

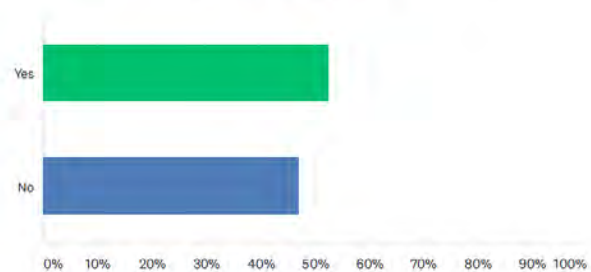


### Q20 How did you hear about this survey?



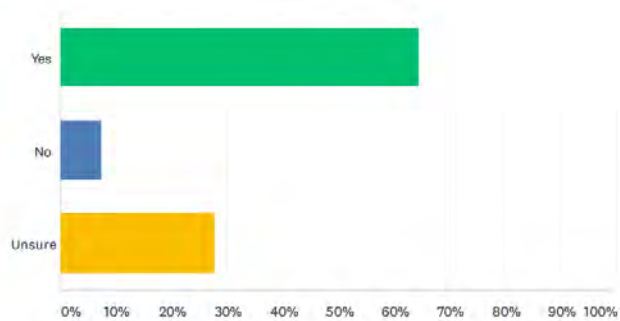
Q21 Have you walked, used mobility devices, biked, or rolled on the slow street temporary improvements made on Doyle Street?

Answered: 664 Skipped: 204



Q22 Would you like to see more slow streets around Emeryville in the future?

Answered: 663 Skipped: 205



## Workshop #1 Presentation

*JUNE 16, 2021: SLIDE 1*

# Emeryville Active Transportation Plan

Virtual Community Meeting | June 16, 2021



*JUNE 16, 2021: SLIDE 2*

INTRODUCTION



## HOW TO USE ZOOM

When participating, **rename yourself** on the participants tab.

*(First name with last initial is okay)*

Type questions and comments in the chat.

**Mute** your audio when you are not speaking.

**Raise your hand** if you would like to speak and **lower your hand** after speaking.

**PLEASE NOTE:** This meeting is being recorded and streamed to Facebook Live

JUNE 16, 2021: SLIDE 3

INTRODUCTION



## HOW TO USE ZOOM

Click **Participants** at the bottom center of your screen.

At the bottom of the window on the right side of the screen, click **Raise Hand**.



Turn your **camera** and **microphone** on and off here

Chat with everyone in the meeting. Click **Chat** to open the chat window and chat with project staff or view chat messages.

Invite Mute Myself Raise Hand



*JUNE 16, 2021: SLIDE 4*

AGENDA



## AGENDA

- Project Overview
- Emeryville Today
- Ways to Get Involved
- Raffle
- Discussion



*JUNE 16, 2021: SLIDE 5*

INTRODUCTION



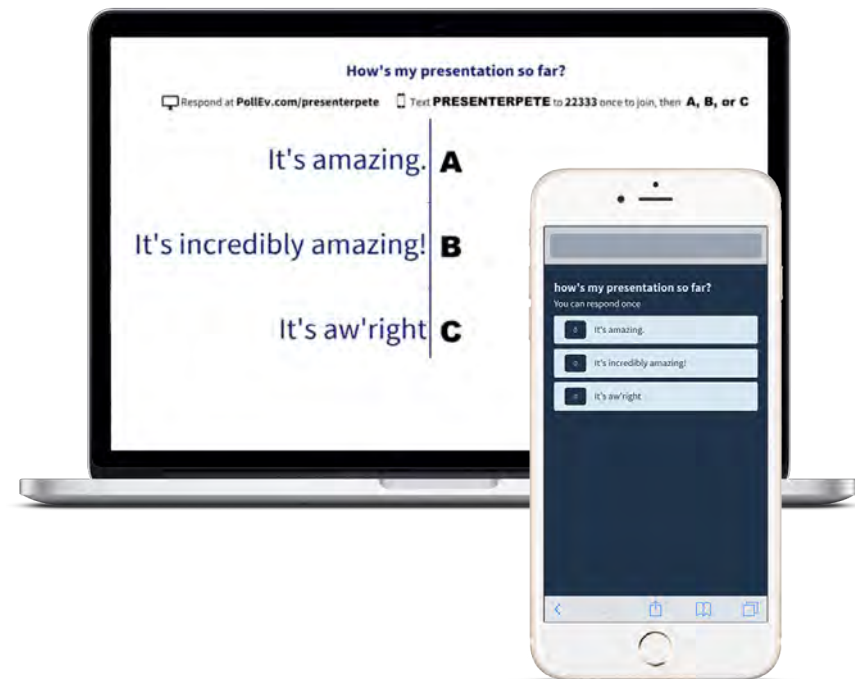
## POLL EVERYWHERE

[tinyurl.com/EmeryvilleATP](https://tinyurl.com/EmeryvilleATP)

Keep the page open – we will be turning on new polls throughout the presentation!

Alternatively:

Text ALTAPLANNING107 to  
22333



*JUNE 16, 2021: SLIDE 6*

# POLL 1

## TELL US ABOUT YOURSELF:

- Do you live in Emeryville?
  - How old are you?
- With which racial or ethnic groups do you identify?
- How have you traveled recently in Emeryville?

**[tinyurl.com/EmeryvilleATP](https://tinyurl.com/EmeryvilleATP) OR  
text ALTAPLANNING107 to 22333**

*JUNE 16, 2021: SLIDE 7*



*JUNE 16, 2021: SLIDE 8*

When poll is active, respond at [pollev.com/altaplanning107](https://pollev.com/altaplanning107)

## Do you live in Emeryville?

Yes

No

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*JUNE 16, 2021: SLIDE 9*





*JUNE 16, 2021: SLIDE 10*

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## With which racial or ethnic group(s) do you identify?

- American Indian or Alaska Native
- Asian or Asian American
- Black or African American
- Hispanic, Latino, or Spanish origin
- Native Hawaiian or other Pacific Islander
- White (non-Hispanic)
- Two or more

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*JUNE 16, 2021: SLIDE 11*

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## In the last two weeks, how have you primarily traveled in Emeryville?

- Private car
- Walking
- Bicycle or bike share
- Bus, Emery Go-Round, BART or Amtrak
- Rideshare (e.g. Uber or Lyft)
- Other

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*JUNE 16, 2021: SLIDE 12*



*JUNE 16, 2021: SLIDE 13*

PROJECT OVERVIEW



## Project Summary

- Building on 2012 Citywide Pedestrian and Bicycle Plan to:
  1. Improve routes for people to walk, bike, and roll
  2. Fix areas that make it challenging to walk, bike, and roll
  3. Make walking and biking easier, safer, and more comfortable for people of all ages and abilities
- Plan will serve anyone who walks, bikes, or rolls in or through Emeryville
- Rolling might include: using a wheeled mobility device, stroller, scooter, skateboard, shopping cart, etc.





**JUNE 16, 2021: SLIDE 14**

PROJECT OVERVIEW

## Project Schedule

### Phase 1: Explore (Spring/Summer 2021)

- Analyze current conditions, including connections, safety, and equity
- Listen to your vision and needs

### Phase 2: Collaborate (Fall 2021)

- Propose projects (like bike lanes and sidewalks) and programs (like education campaigns) to improve walking, biking, and rolling in Emeryville
- Get your feedback on proposed projects and programs

### Phase 3: Refine (Winter 2021-2022)

- Share draft Active Transportation Plan
- Hear from you: Did we get it right?

### Phase 4: Approve (Spring/Summer 2022)

- Finalize Active Transportation Plan
- Present to Emeryville City Council for approval and adoption



*JUNE 16, 2021: SLIDE 15*

PROJECT OVERVIEW

## ENGAGEMENT OVERVIEW

- Community meetings (3)
- Online survey (1)
- Online web map (2)
- Bicycle tour (1) and walking tours (2)
- Listening sessions (3)
- BPAC coordination (5)
- Presentations to City committee, commission, or Council (4)





*JUNE 16, 2021: SLIDE 16*



**BREAK FOR Q&A**

*JUNE 16, 2021: SLIDE 17*



JUNE 16, 2021: SLIDE 18

## POLL 2

USING THREE WORDS, DESCRIBE YOUR  
CURRENT EXPERIENCES WALKING,  
BICYCLING AND ROLLING IN EMERYVILLE.

*(please use hyphens between words if you are submitting a  
phrase, e.g. I-like-biking)*

[tinyurl.com/EmeryvilleATP](https://tinyurl.com/EmeryvilleATP) OR  
text ALTAPLANNING107 to 22333

*JUNE 16, 2021: SLIDE 19*

**Using three words, describe your current experiences  
walking, bicycling and rolling in Emeryville**

Start the presentation to see live content. For screen share software, share the entire screen. Get help at [pollev.com/app](https://pollev.com/app)

JUNE 16, 2021: SLIDE 20

## POLL 3

USING THREE WORDS, DESCRIBE  
YOUR VISION FOR WALKING, BICYCLING  
AND ROLLING IN EMERYVILLE.

*(please use hyphens between words if you are submitting a  
phrase, e.g. a-safe-place)*

[tinyurl.com/EmeryvilleATP](https://tinyurl.com/EmeryvilleATP) OR  
text ALTAPLANNING107 to 22333

*JUNE 16, 2021: SLIDE 21*

**Using three words, describe your vision for walking,  
bicycling and rolling in Emeryville**

Start the presentation to see live content. For screen share software, share the entire screen. Get help at [pollev.com/app](https://pollev.com/app)



JUNE 16, 2021: SLIDE 22

## EXISTING CONDITIONS ANALYSIS



## Collision Hot Spots

- Locations where 3+ bicycle or pedestrian collisions occurred
- 11 intersections are hot spots
- Seven intersections had 5 or more collisions:
  - 40<sup>th</sup> St & San Pablo Ave
  - 40<sup>th</sup> St & Hubbard St
  - 40<sup>th</sup> St & Emery St
  - 40<sup>th</sup> St & Adeline St
  - Powell St & Christie Ave
  - Stanford Ave & Hollis St
  - Park Ave & San Pablo Ave

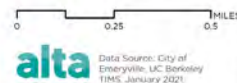
### COLLISION HOT SPOTS

EMERYVILLE ACTIVE TRANSPORTATION PLAN

#### Intersections with Clusters of 3 or More Bicycle and Pedestrian Collisions (2012 - 2018)



#### Destinations + Boundaries



JUNE 16, 2021: SLIDE 23

## EXISTING CONDITIONS ANALYSIS

# Bicycle Connectivity

- Bicycle Level of Traffic Stress (BLTS) assigns a score of BLTS 1 (lowest stress) through BLTS 4 (highest stress).
- San Pablo Ave and Powell St are the most stressful
- Bay Trail, shopping, and schools are surrounded by high stress roads



### BICYCLE LEVEL OF TRAFFIC STRESS

EMERYVILLE ACTIVE TRANSPORTATION PLAN

#### Bicycle Level of Traffic Stress (BLTS) Score

- BLTS 1: All Ages and Abilities
- BLTS 1.5: All Ages and Abilities (Residential)
- BLTS 2: Average Adult
- BLTS 3: Confident Adult
- BLTS 4: Fearless Adult

#### Destinations + Boundaries

- School
- City Hall
- Post Office
- Amtrak Station
- Railroad Track
- Park
- Office / Technology
- Industrial
- Commercial
- City Boundary

0 0.25 0.5 MILES



Data Source: City of Emeryville, OpenStreetMap, January 2021.



JUNE 16, 2021: SLIDE 24

## EXISTING CONDITIONS ANALYSIS

# Pedestrian Connectivity

- Streets with many sidewalk width restrictions:
  - 40<sup>th</sup> St
  - 64<sup>th</sup> St
  - 66<sup>th</sup> St
  - Powell St
- Powell St & Shellmound St intersection lacks pedestrian signals
- Adeline St lacks consistent pedestrian crossing signals



### PEDESTRIAN NETWORK

EMERYVILLE ACTIVE TRANSPORTATION PLAN

#### Pedestrian Facilities

- Pedestrian Signal
- Class I Shared-Use Path
- Bay Trail

#### Pedestrian Challenges

- Sidewalk Width Restriction
- Arterial Roadway

#### Destinations + Boundaries

- School
- City Hall
- Post Office
- Amtrak Station
- Railroad Track
- Park
- Office / Technology
- Industrial
- Commercial
- City Boundary

0 0.25 0.5 MILES



Data Source: City of Emeryville, OpenStreetMap, January 2021.





JUNE 16, 2021: SLIDE 25

EXISTING CONDITIONS ANALYSIS

## Equity

- Many low-income workers live on the east side of San Pablo Ave and likely have to cross San Pablo Ave to access jobs
- Low-income workers in Oakland may take the 29 bus line along Hollis St, or the San Pablo Ave 72 bus lines
- Low-income workers who live in West Oakland may bike on Mandela Pkwy to reach Emeryville



### HOME LOCATIONS OF LOW INCOME WORKERS IN EMERYVILLE

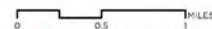
EMERYVILLE ACTIVE TRANSPORTATION PLAN

Where Low Income Workers Live  
(By Census Block Group)

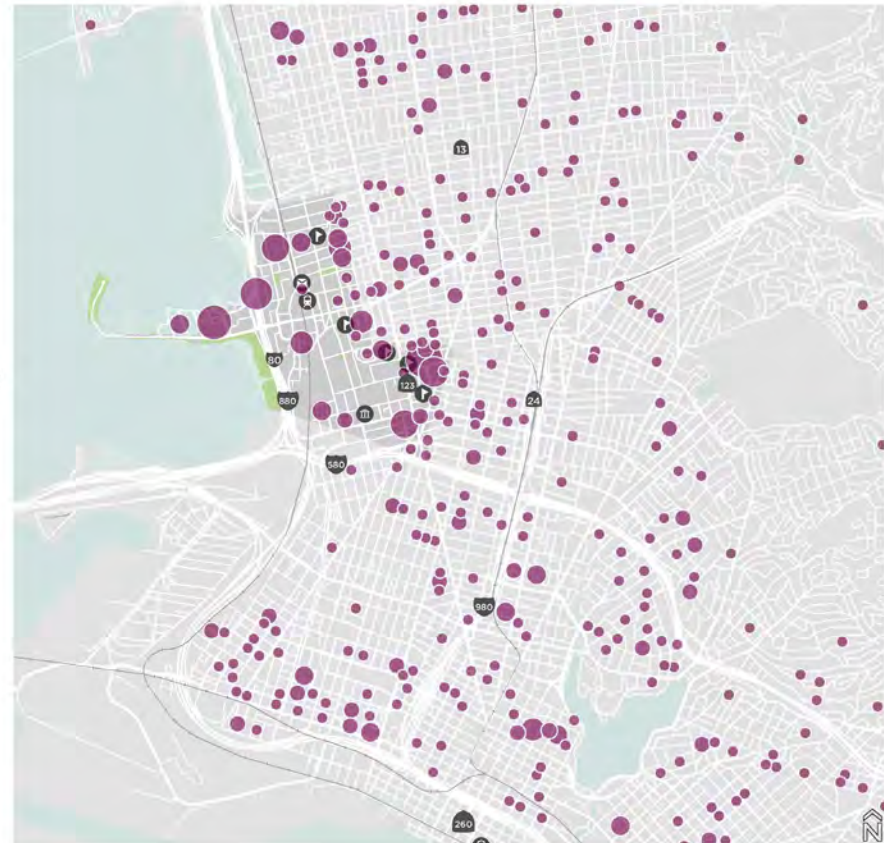


A low income worker for this analysis is defined as someone who has a job with earnings of \$1,250 per month or less.

#### Destinations + Boundaries



Data Source: City of Emeryville, LEHD 2018, January 2021.



*JUNE 16, 2021: SLIDE 26*

EXISTING CONDITIONS ANALYSIS

## Key Takeaways

- Arterial roadway crossings are stressful
- Area around San Pablo Ave and Adeline St needs focus
- Walking routes can be improved by removing identified barriers
- The existing bikeway network is not comfortable for all ages and abilities



*JUNE 16, 2021: SLIDE 27*





*JUNE 16, 2021: SLIDE 28*

GET INVOLVED!

## TAKE ACTION

- Add your comments to the map and take the survey: [www.EmeryvilleMoves.org](http://www.EmeryvilleMoves.org)
- Join us for a tour!
  - Walking Tour A (~~Sat, 6/19~~ **Thurs, 7/1**)
  - Walking Tour B (**Tues, 6/22**)
  - Bicycle Tour (**Sat, 6/26**)
- Share the website with your family and friends!
- Retail/Restaurant/Hotel worker listening session: [info@emeryvillemoves.org](mailto:info@emeryvillemoves.org)

alta



JUNE 16, 2021: SLIDE 29

GET INVOLVED!


## WEBSITE DEMO


### Map


We'd love to hear about your walking, biking, and rolling experiences in Emeryville!


If you're using a screen reader to access this site or have trouble accessing the interactive maps, [try the text-based input form](#).

Please use the buttons below to tell us where you'd like to walk, bike, or roll to, locations that are challenging to navigate, and routes that you enjoy or think could be improved.


**Places I go or want to go**

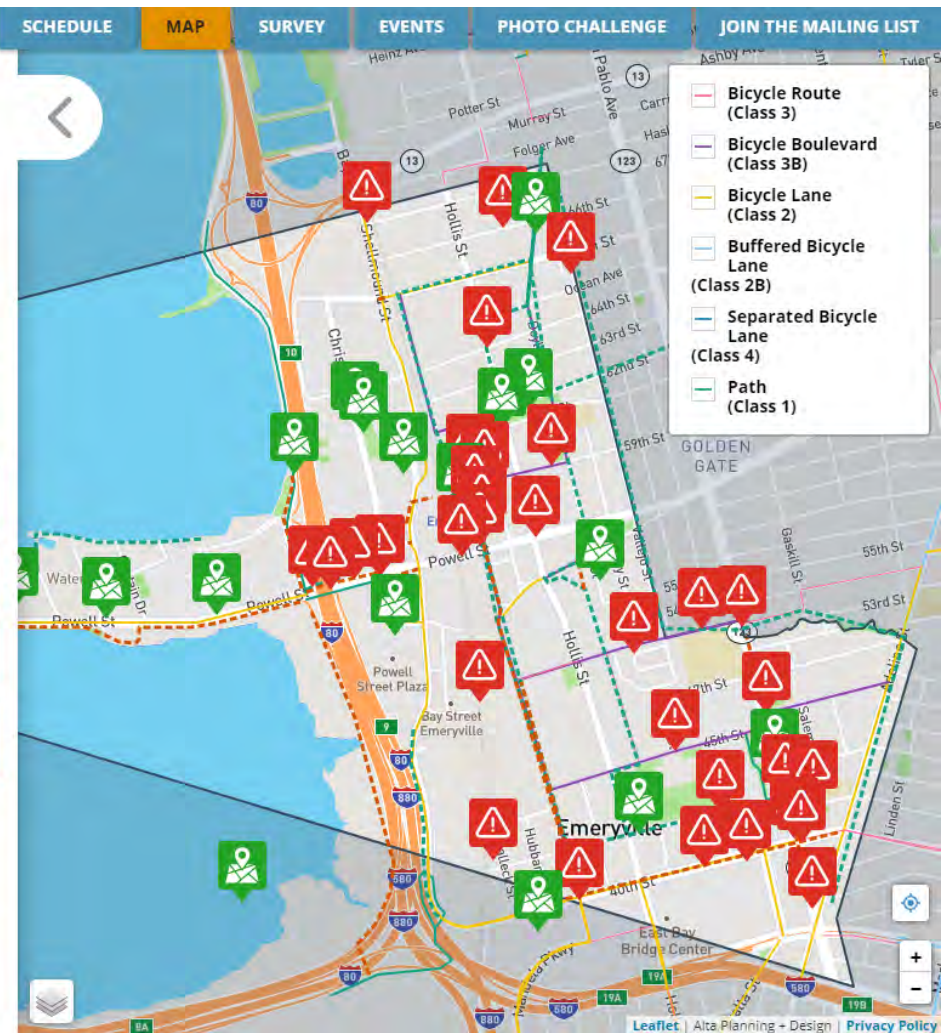

**Challenging locations**


**Routes I currently use**


**Routes that need improvement**

If someone has placed a marker or route that you agree with, click the "Like" option in the popup that appears when you select it.

You can also switch to satellite view and add or remove layers of data by clicking the upper left corner of the map.



*JUNE 16, 2021: SLIDE 30*

## POLL 4

LIST THREE PEOPLE YOU WILL SHARE THE  
WEBSITE WITH

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*JUNE 16, 2021: SLIDE 31*



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*JUNE 16, 2021: SLIDE 32*



***JUNE 16, 2021: SLIDE 33***

*thank you!*



## Workshop #2 Presentation

*MARCH 30, 2022: SLIDE 1*

# Emeryville Active Transportation Plan

Virtual Community Meeting #2 | March 30, 2022



**MARCH 30, 2022: SLIDE 2**

GET INVOLVED!



## Have to leave early? No worries.

1. Add your comments to the map: [www.EmeryvilleMoves.org](http://www.EmeryvilleMoves.org)
2. Share the website with your family, co-workers, and friends!
3. Attend the next Community Meeting in Fall 2022.
4. Sign up for our email list: [www.EmeryvilleMoves.org](http://www.EmeryvilleMoves.org)

**Everyone at today's meeting will earn an entry into our raffle for \$100 to an Emeryville restaurant! *Earn a second entry at EmeryvilleMoves.org***

*MARCH 30, 2022: SLIDE 3*

INTRODUCTION



## HOW TO USE ZOOM

Type comments in the chat.

Type questions in the Q&A.

Raise your hand if you would like to speak and **lower your hand** after speaking.

**PLEASE NOTE:** This meeting is being recorded

**MARCH 30, 2022: SLIDE 4**

AGENDA



## AGENDA

- Project Overview
- Engagement Recap – What We’ve Heard So Far
- Proposed Walking, Bicycling, and Rolling Projects
- Get Involved!
- Discussion



*MARCH 30, 2022: SLIDE 5*

INTRODUCTION



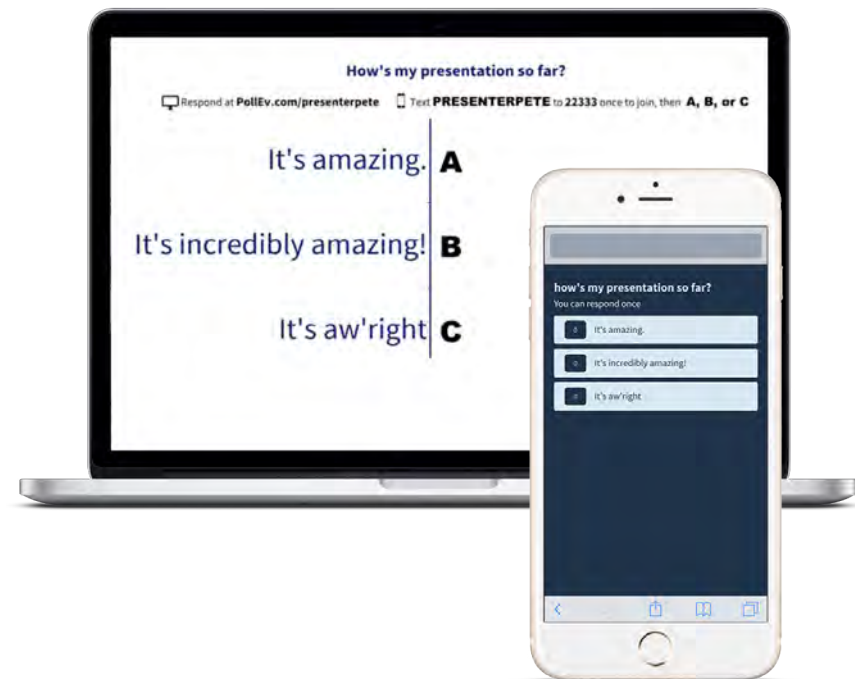
## POLL EVERYWHERE

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Keep the page open – we will be turning on new polls throughout the presentation!

Alternatively:

Text ALTAPLANNING107 to  
22333



*MARCH 30, 2022: SLIDE 6*

# POLL 1

Tell us about yourself

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text ALTAPLANNING107 to 22333



**MARCH 30, 2022: SLIDE 7**

⚠ When survey is active, respond at [pollev.com/altaplanning107](https://pollev.com/altaplanning107)

## Tell us about yourself

0 done

0 underway

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*MARCH 30, 2022: SLIDE 8*



## PROJECT OVERVIEW

*MARCH 30, 2022: SLIDE 9*

PROJECT OVERVIEW



## Project Summary

- Building on 2012 Citywide Pedestrian and Bicycle Plan to:
  1. Improve routes for people to walk, bike, and roll
  2. Fix areas that make it challenging to walk, bike, and roll
  3. Make walking and biking easier, safer, and more comfortable for people of all ages and abilities
- Plan will serve anyone who walks, bikes, or rolls in or through Emeryville
- Rolling might include: using a wheeled mobility device, stroller, scooter, skateboard, shopping cart, etc.



**MARCH 30, 2022: SLIDE 10**

PROJECT OVERVIEW

## Project Schedule

### Phase 1: Explore (Spring/Summer 2021)

- Assess current conditions, including connections, safety, and equity
- Listen to your vision and needs

### Phase 2: Collaborate (Winter/Spring 2021-2022)

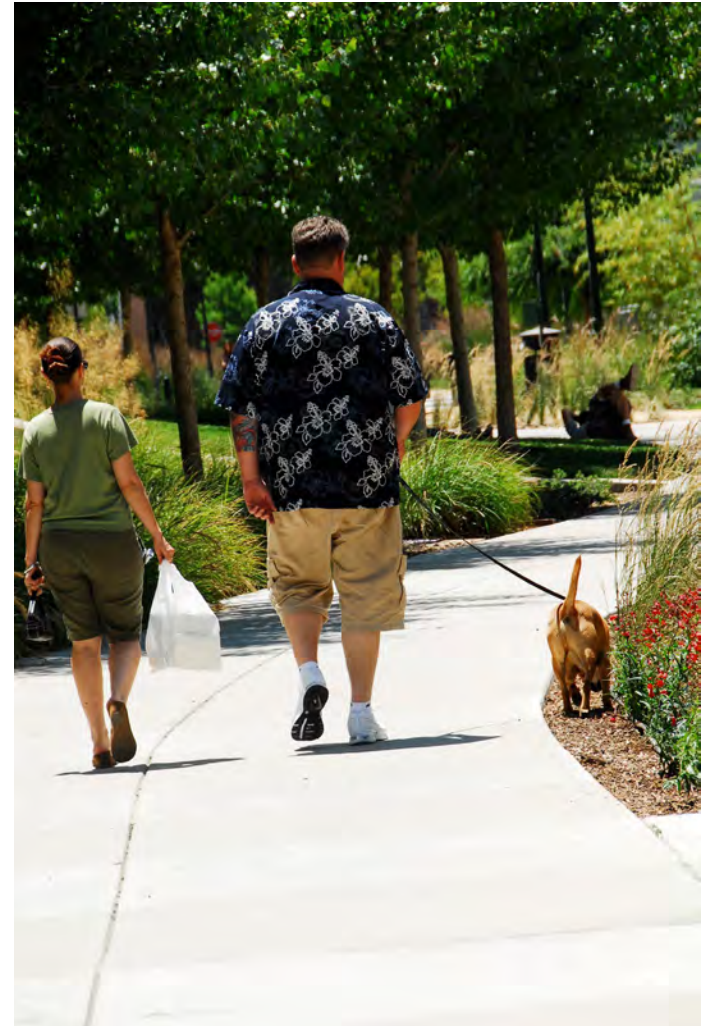
- **Propose projects (like bike lanes and sidewalks) and programs (like education campaigns) to improve walking, biking, and rolling in Emeryville**
- **Get your feedback on proposed projects and programs**

### Phase 3: Refine (Summer/Fall 2022)

- Share draft Active Transportation Plan
- Hear from you: Did we get it right?

### Phase 4: Approve (Winter 2022-2023)

- Finalize Active Transportation Plan
- Present to Emeryville City Council for approval and adoption





*MARCH 30, 2022: SLIDE 11*

## Engagement Recap – What We've Heard So Far



**MARCH 30, 2022: SLIDE 12**

ENGAGEMENT RECAP



## Phase 1 Results

- **Survey:** 848 responses
- **Map:**
  - 595 suggestions
  - 114 comments on others' suggestions
  - 2,193 votes on suggestions
- **Listening Sessions:**
  - Parent-focused: 7 participants
  - Disability-focused: 9 participants
  - Worker-focused: 11 participants
- **Community Meeting #1:** 25 participants
- **Tours:**
  - Walking Tour: 12 attendees + 3 staff (+ two babies in strollers & two dogs)
  - Bike Tour: 9 attendees + 3 staff
- **Youth Outreach:** about 30 participants

**= 1,000+ people involved in the ATP**



MARCH 30, 2022: SLIDE 13

#### ENGAGEMENT RECAP



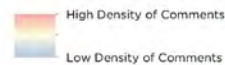
## Key Destinations

- Emeryville Marina and Parks
- Amtrak Station
- Doyle Slow Street and Emeryville Greenway
- Shopping Areas such Public Market, Bay St, 40<sup>th</sup> St, and Berkeley Bowl

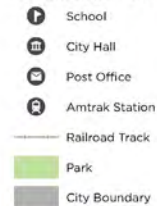
### WALKING AND ROLLING DESTINATIONS

EMERYVILLE ACTIVE TRANSPORTATION PLAN

#### Public Input Web Map Results



#### Destinations + Boundaries



MARCH 30, 2022: SLIDE 14

## ENGAGEMENT RECAP



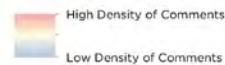
## Identified Barriers

- San Pablo Ave, Powell St, 40<sup>th</sup> St, and Hollis St (north of Powell)
- Intersections near Bay Trail access points
- Arterial roadways surrounding schools and City Hall

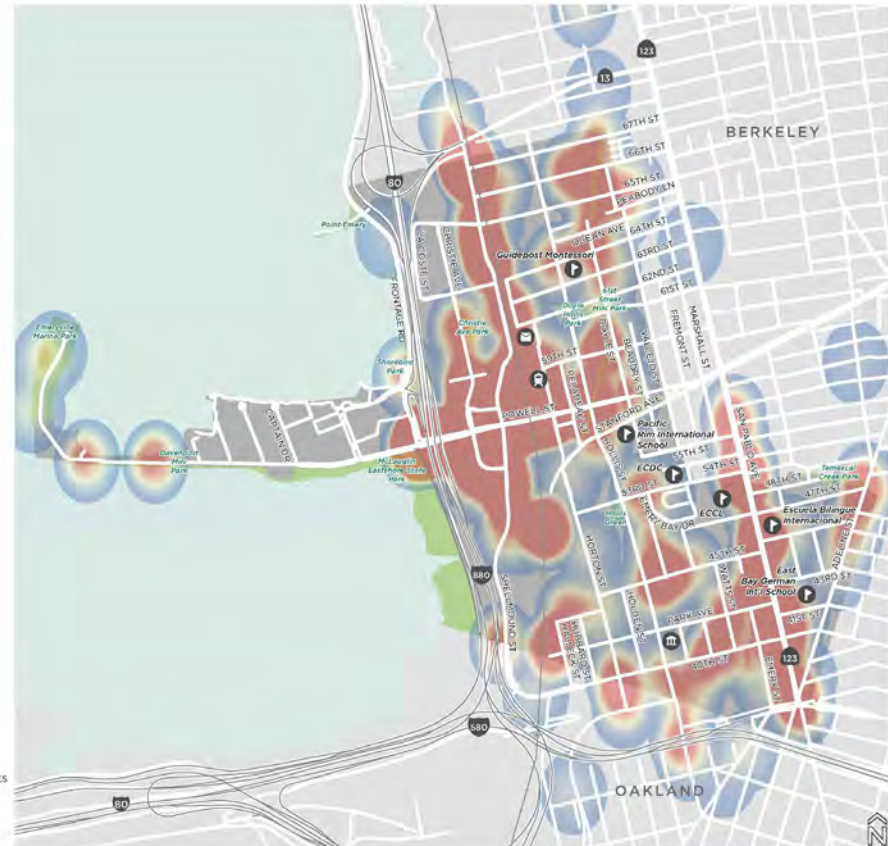
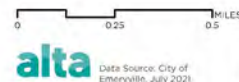
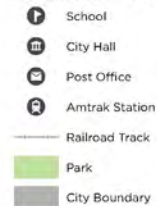
### BARRIERS TO WALKING AND ROLLING

EMERYVILLE ACTIVE TRANSPORTATION PLAN

#### Public Input Web Map Results



#### Destinations + Boundaries



## MARCH 30, 2022: SLIDE 15

### ENGAGEMENT RECAP

## What We Heard

- Arterial roadways create barriers for people walking and rolling
- There is a need for low stress biking and rolling connections to transit, parks, schools, and shopping
- There is a need for improved crossings and walking connections along transit corridors
- Greenways and bike boulevards work well as walking and rolling routes





*MARCH 30, 2022: SLIDE 16*

## Draft Plan Vision and Goals



**MARCH 30, 2022: SLIDE 17**

DRAFT PLAN VISION AND GOALS



## Plan Vision

The City of Emeryville is a community where active, sustainable transportation is the easy choice: it is safe, comfortable, equitable, and accessible to all. The continuous, connected network of world-class facilities eliminates the necessity of driving a car and makes active transportation accessible to people of all identities (race, ethnicity, age, gender, socio-economic status, ability, or orientation). The City promotes active travel through education and encouragement programs. The City inspires other communities with its visionary and forward-thinking commitment to active transportation.



*MARCH 30, 2022: SLIDE 18*

DRAFT PLAN VISION AND GOALS

## Plan Goals

What do you want the active transportation network to be?

- Comfortable
- Connected
- Joyful
- Equitable
- Sustainable
- Implementable



*MARCH 30, 2022: SLIDE 19*

## POLL 2

What active transportation plan goals are most important to you?

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text ALTAPLANNING107 to 22333

*MARCH 30, 2022: SLIDE 20*

**Rank the following active transportation plan goals by what is most important to you:**

Comfortable  
Connected  
Joyful  
Equitable  
Sustainable  
Implementable

Start the presentation to see live content. For screen share software, share the entire screen. Get help at [pollev.com/app](https://pollev.com/app)

*MARCH 30, 2022: SLIDE 21*

## Infrastructure Recommendations





**MARCH 30, 2022: SLIDE 22**

INFRASTRUCTURE RECOMMENDATIONS

## How We Developed Infrastructure Recommendations:

1. Your Feedback in Outreach Round 1
2. Bicycle and Pedestrian Advisory Committee Wishlist
3. Existing Walking and Rolling Needs
4. Emeryville Staff Recommendations
5. Routes to recreation, shopping, transit, and schools that are comfortable for all ages and abilities





**MARCH 30, 2022: SLIDE 23**

INFRASTRUCTURE RECOMMENDATIONS

## Pedestrian and Spot Improvement Glossary



**New/Improved Sidewalk**



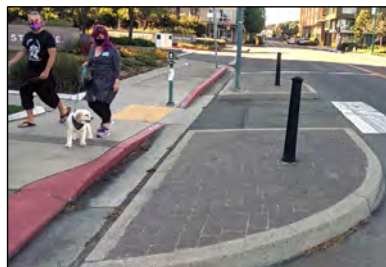
**Crosswalk**



**Rectangular Rapid Flashing Beacon**



**Pedestrian Hybrid Beacon**



**Curb Extensions**



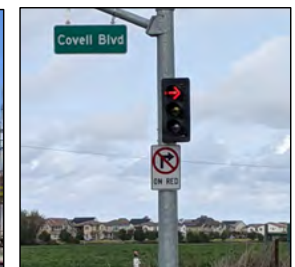
**Leading Pedestrian Interval**



**Median Refuge Island**



**Signal Timing Adjustments**



**No Right on Red**

**MARCH 30, 2022: SLIDE 24**

INFRASTRUCTURE RECOMMENDATIONS

## Bicycle Improvement Glossary



**Shared Use Path (Class I)**



**Bike Lane (Class II)**



**Buffered Bike Lane (Class IIB)**



**Bike Boulevard (Class IIIB)**



**Two-Way Cycletrack, Raised Bike Lane, Parking Protected Bike Lane (Class IV)**





*MARCH 30, 2022: SLIDE 25*



MARCH 30, 2022: SLIDE 26

GET INVOLVED!

## WEBSITE DEMO

### Proposed Spot Improvements

Click on the projects on the map, and then vote or comment. Click the buttons below to navigate between the proposals.

Click Next to continue on to take a short survey and be entered to win a \$100 gift card to a local Emeryville restaurant.

Next

Use the visual glossary to see examples of the proposed improvements.

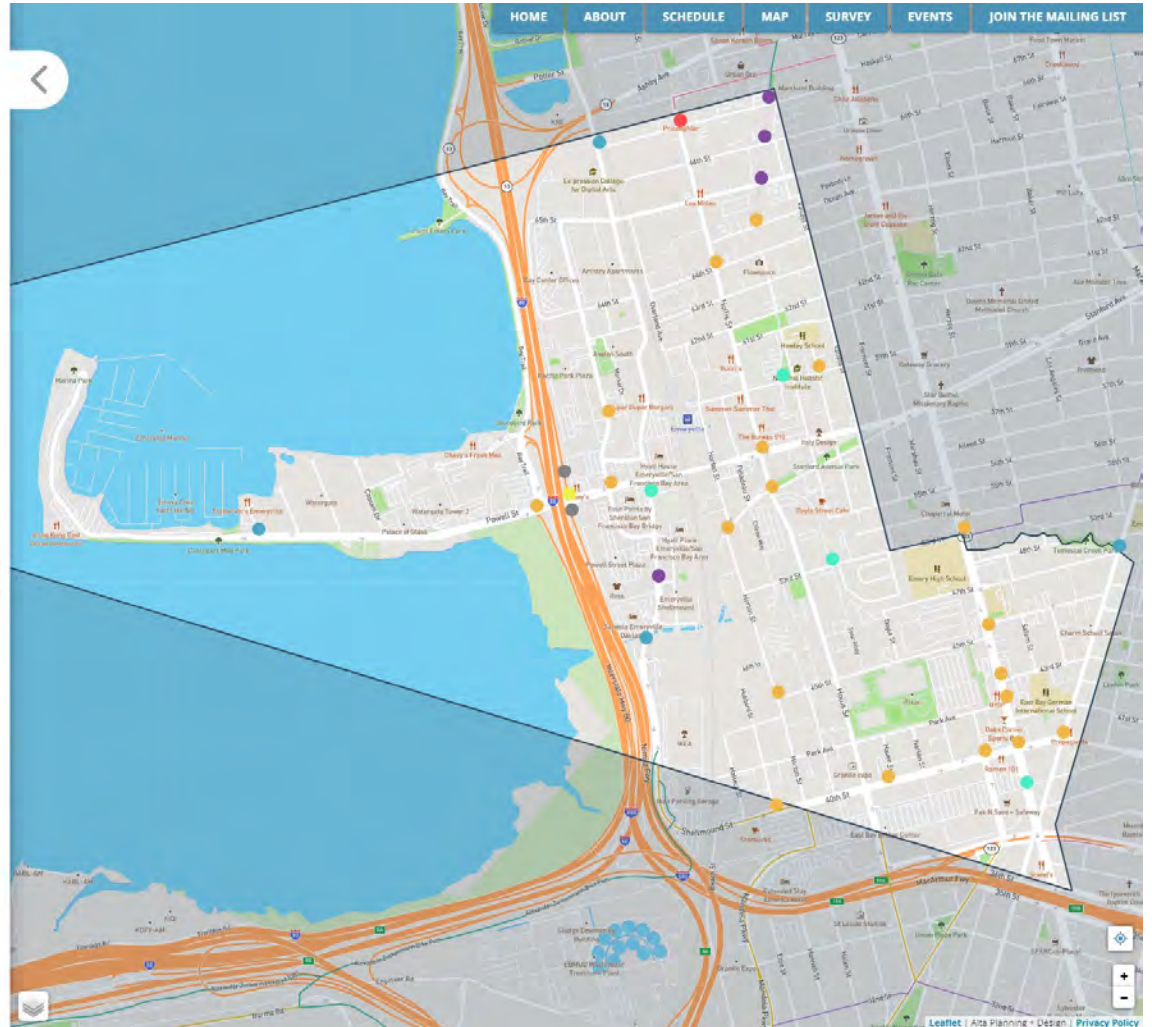
Bike

Pedestrian

Spot

#### Proposed Facilities

- New Crossing
- Upgrade Crossing
- Major Intersection Upgrade
- Traffic Signal
- Signage
- Study
- Other



*MARCH 30, 2022: SLIDE 27*

GET INVOLVED!

## TAKE ACTION

1. Add your comments to the map:  
[www.EmeryvilleMoves.org](http://www.EmeryvilleMoves.org)
2. Share the website with your family and friends!
3. Attend the next Community Meeting in Fall 2022
4. Sign up for our email list:  
[www.EmeryvilleMoves.org](http://www.EmeryvilleMoves.org)

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*MARCH 30, 2022: SLIDE 28*

## POLL 3

LIST THREE PEOPLE YOU WILL SHARE THE  
WEBSITE WITH

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***MARCH 30, 2022: SLIDE 29***



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*MARCH 30, 2022: SLIDE 30*



*MARCH 30, 2022: SLIDE 31*

*thank you!*

## Noticing Materials

18,574 postcards (measuring 5 inches by 7 inches) were mailed to every residential and business address in Emeryville in May 2021 to advertise the project website.

Three hundred (300) flyers were distributed by hand to local businesses to recruit listening session participants in July 2021. Flyers were posted in retail establishments and emailed to business and labor organizations. Twenty-four (24) focus group members were compensated up to \$50 for their participation.



Postcard (above) and flyer (right)

The flyer is for the City of Emeryville. It features the title "JOIN US FOR A LISTENING SESSION AND EARN \$50!" in large yellow letters. Below it, a paragraph explains that the city needs input to update its Active Transportation Plan and that participants will receive a \$50 gift card to Safeway/Pak 'N Save after participating in the one-hour virtual listening session over Zoom. It includes details about the session, a QR code, and a sign-up link. A small banner in the top right corner says "WIN PRIZES! ¡GANA PREMIOS!".

**WHO:** Any person who works in retail, restaurants, or hotels in Emeryville

**WHAT:** Virtual listening session to discuss walking, biking, and rolling in Emeryville

**WHEN:** One-hour session will be scheduled in August 2021

**WHERE:** Online (Zoom)

**WHY:** Earn a \$50 gift card and help make Emeryville a better place!

**DEADLINE TO SIGN UP:** JULY 23, 2021

**SIGN UP BY JULY 23:**

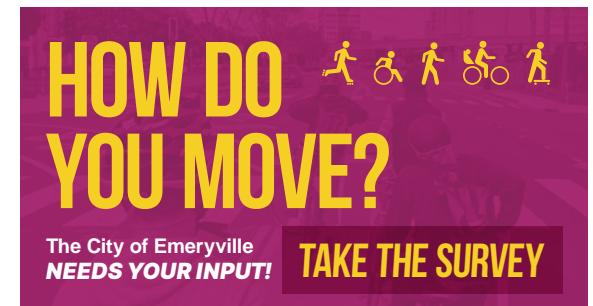
[tinyurl.com/EvilleMoves](https://tinyurl.com/EvilleMoves)



Twenty (20) weatherproof and slip-resistant sidewalk decals measuring 20 inches by 20 inches were installed at the following locations In the summer of 2021:

- ▶ Emeryville Marina Park
- ▶ Amtrak Train Station
- ▶ Public Market
- ▶ Doyle Hollis Park/Doyle St
- ▶ Christie Park
- ▶ Joseph Emery Park
- ▶ Emeryville Greenway
- ▶ Bay Trail
- ▶ Transit stops near San Pablo & 40th
- ▶ Emeryville Center of Community Life

Facebook, Instagram, and Google social media advertisements were purchased to advertise the survey at a cost of \$1,500. Social media advertisements targeted people living or passing through zip code 94608 (smallest geography available that includes all of Emeryville).



Sidewalk decal (above) and social media ads (right)