

Alameda Countywide Transportation Plan & Transportation Expenditure Plan

Overview of Previous Toolkit Outreach and Strategies for Fall 2011



Toolkit Participating Groups: February and March 2011

AFSCME, Local 3916
Alliance of Californians for Community Engagement
Asian Pacific Environmental Network
City of Emeryville's Commission on Aging
City Team Ministries
East Bay Bicycle Coalition
Extending Connections
Friends of Albany Seniors
Friends of Emeryville Senior Center
Hope Collaborative, Built Environment Group
North Oakland Senior Council Members
Oakland BPAC
Oakland City Commission on Aging
Oakland Yellowjackets
Piedmont Avenue Neighborhood Improvement League

Toolkit Participating Groups: February and March 2011

Residents of Allen Temple Arms
Saint Mary's Center
Transportation Commission for the City of Alameda
United Seniors of Oakland and Alameda County
(transportation committee)
West Berkeley Senior Advisory Council
West Oakland Senior Center
City of San Leandro
Eden Area Local Organizing Committee
San Leandro Engineering and Transportation Department
San Leandro Human Services Commission
San Leandro Recreation and Parks Commission
San Leandro Senior Commission
San Leandro Youth Advisory Committee
Washington Manor Middle School PTA

Toolkit Participating Groups: February and March 2011

City of Newark Senior Advisory Committee
Dumbarton Bus Riders
Fremont Freewheelers Bicycle Club
Individual members of the City Council Audience
Newark Rotary Club
Sierra Club - Southern Alameda County Group
Union City Planning Commission
Pleasanton Bicycle, Pedestrian and Trails Committee
Pleasanton Chamber of Commerce - Vision 2015 Forum
Pleasanton Senior Center/Paratransit Lead Staff
Pleasanton Senior VIP Club
Sierra Club - TriValley Group Executive Committee
Wheels Accessible Advisory Committee

Toolkit Participating Groups: February and March 2011

AC Transit Accessibility Advisory Committee
Alameda County Public Health Nurses
Causa Justa: Just Cause
Service Learning for Leaders
Service Review Advisory Committee (East Bay Paratransit)
Transportation Justice Working Group
United Seniors of Oakland and Alameda County

Strategies for Fall Outreach

1. Continue use of multiple methods of outreach; different methods are needed to reach a broad, representative group;
2. Across outreach methods, increase coordination with stakeholder groups, especially those who can help target outreach to **Asian and Latino populations** in the county;
3. Across outreach methods, increase participation from residents in the **central and southern planning areas**;
4. Expand use of outreach toolkit to help achieve participation representative of county demographics;
5. Provide regular updates to the compiled list of participants; and
6. Improve notification about workshop events and provide more advance notice to community and stakeholder groups.

Alameda Countywide Transportation Plan & Transportation Expenditure Plan

Outreach Toolkit Overview Fall 2011

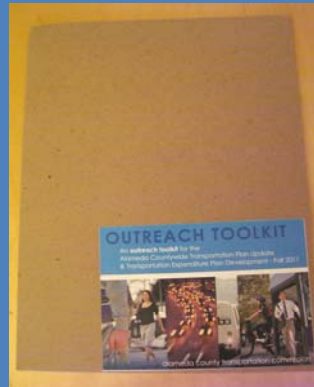


Presentation Overview

- ▣ Welcome to the Alameda Countywide Transportation Plan (CWTP) Update and Transportation Expenditure Plan (TEP) Development **Outreach Toolkit** Instructional Presentation
- ▣ This kit has been developed to provide Alameda CTC advisory committee members and Advisory Working Group members to the CWTP and TEP with an overview of how to use the outreach toolkit.
- ▣ The toolkit has been developed to expand the range of outreach efforts for these plans in Alameda County.

Presentation Overview

- ▣ This kit has a number of pieces of information in it, let's review how to use it



8 Step Guide

- ▣ The eight step guide provides you with all the information you need to use the kit:

EIGHT-STEP GUIDE
Here is your easy eight-step guide to helping community members provide input to Alameda County Transportation Priorities. Information to help you with each of these steps is included in the kit.

➊ **REVIEW:**
Please review the contents of the kit before your outreach activity.

➋ **INTRODUCE:**
Introduce yourself, your role and the purpose of the activity.

➌ **DESCRIBE:**
Briefly describe the Alameda Countywide Transportation Plan (CWTP) and Transportation Expenditure Plan (TEP) - what they are and how they're used. Explain how their participation in this exercise will help identify priorities for activities funded by the TEP.

➍ **DISTRIBUTE & DISCUSS:**
Distribute a questionnaire to each participant. If time permits, and participants want to discuss the exercises, ask them to share some of their priorities and why these are important.

➎ **COLLECT:**
Collect responses from all participants and encourage them to complete the demographic questions. This will help us know who we have reached through this activity.

➏ **COMPLETE:**
Complete the reporting for your sessions.

➐ **RETURN:**
Return your survey and completed reporting template in the envelope provided, or electronically, within 5 days of your meeting. All materials must be received by November 1.

➑ **PROMOTE:**
Encourage participants to attend the community workshops and visit the project website. The workshop schedule is included in your materials.

Alameda CTC CWTP TEP Outreach Kit - October 2011 Page 1 of 9

Step 1: Review

- ❑ The kit includes:
 - This eight-step guide



Step 1: Review

- ❑ The kit includes:
 - A Fact Sheet on the CWTP and TEP planning process. Each kit includes 10 copies for meeting attendees.



Step 1: Review

- ▣ The kit includes:
 - 12 copies of the Participant Questionnaire, including two large format copies. The questionnaire is described in Step 4, “Distribute and Discuss.”



Participant Questionnaire

The **San Francisco Community Transportation (CT) Study** represents a 4-year effort to understand the CT market in the SFV that identifies current and future needs. The study will develop a range of transportation improvements aimed at the CT market to be funded by the state and local governments. The study will also develop a range of transportation improvements aimed at the CT market to be funded by the state and local governments. The study will also develop a range of transportation improvements aimed at the CT market to be funded by the state and local governments.

PLEASE TYPE OR PRINT CLEARLY IN INK

1. What city or area of the county do you live in?

☐ What would you travel to you use the most? (Please select only one.)

☐ City ☐ Other

☐ County ☐ Other

☐ Not in the county ☐ Other

2. Did you participate in previous research efforts for the CTSP in Alameda County? Check all that apply.

☐ I remember a public meeting

☐ I received a mailing notice to this one, funded by the Alameda County CTSP member

☐ I received a mailing notice

☐ I received a mailing notice

☐ I received a mailing notice

3. How would you describe your transportation experience?

☐ I am not a regular user of public transportation

☐ I am a regular user of public transportation

☐ I am a regular user of public transportation

☐ I am a regular user of public transportation

☐ I am a regular user of public transportation

4. How do you estimate your annual household income?

☐ Less than \$10,000

☐ \$10,000 - \$14,999

☐ \$15,000 - \$24,999

☐ \$25,000 - \$34,999

☐ \$35,000 - \$44,999

☐ \$45,000 - \$54,999

☐ \$55,000 - \$64,999

☐ \$65,000 - \$74,999

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Step 1: Review

- ▣ The kit includes:
 - Outreach Reporting Form. A Reporting Form should be completed for each meeting you conduct. This is described in Step 6, “Complete.”

Step 1: Review

- ▣ The kit includes:
 - A Self-Addressed Stamped Envelope for returning all of the completed materials. *Materials can also be submitted electronically.* This process is described in Step 7, "Return."



Step 2: Introduce

- ▣ Introduce yourself, your role and the purpose of the activity.

Step 3: Describe

- Briefly describe the Alameda Countywide Transportation Plan and Transportation Expenditure Plan – what they are, how they're used and how the public can influence their development.

Step 4: Distribute and Discuss

- Distribute a questionnaire to each participant. If time permits, use the two questions provided to help you with a longer discussion.

Participant Questionnaire

The Alameda County Transportation Commission (ATC) is currently preparing a draft Countywide Transportation Plan (CTP) and a draft Countywide Transportation Expenditure Plan (CTEP). The CTP will outline a long-range vision for the county's transportation system, and the CTEP will outline a long-range vision for the county's transportation funding. The ATC is currently preparing a draft CTP and CTEP, and we are seeking your input. Your input will help us develop a CTP and CTEP that reflect the needs and desires of the county's residents.

PLEASE TELL US ABOUT YOURSELF

1. What city or area of the county do you live in? _____

2. What mode of travel do you use the most? (Please select only one.)

☐ Walk ☐ Bicycle
☐ Bus ☐ Rail
☐ Car-pool ☐ Taxi
☐ Other _____

3. Did you participate in previous outreach efforts for the CTP in March? (Choose all that apply.)

☐ Attended a large public workshop
☐ Attended a working session to the CTP, hosted by the Alameda Countywide Transportation Commission
☐ Responded to a printed survey
☐ Responded to a web survey
☐ Did not participate in outreach

TRANSPORTATION IMPROVEMENTS

We want to hear your thoughts on transportation improvements in Alameda County. Please indicate your level of support by marking 1 to 5 (1 = low, 5 = high, 0 = no opinion).

How do you feel about the following transportation projects? (Mark 1 to 5, 0 = no opinion)

Project	1	2	3	4	5	0
1. Bypass and improve the existing Highway 88 corridor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Bypass and improve the existing Highway 88 corridor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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5. Bypass and improve the existing Highway 88 corridor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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10. Bypass and improve the existing Highway 88 corridor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Step 6: Complete

- Make sure to prepare a Reporting Form for each session.

Outreach Reporting Form
Fill out this form for each session.

Date of Observation:
Moderator(s):
Group Name:
Group's Contact Person:
Telephone:
E-mail:
Event Location (Facility and City Name):
Number of Participants:

Age Group/Age Range
(Check all that apply) ☐ Youth age 12 and under ☐ Adults age 13-18 ☐ Adults over 19

Group Characteristics:
Use a general description such as: Young (U.S.) students, Arabian Society, High School group, mixed group of adults at YMCA

Please return all reporting forms and questionnaires within one week. All materials must be received by November 1, 2017 to be used in the enclosed Self-Assessment Report Template for IMC.
American LGBT Spiritual Team
November 1, 2017
Seattle, WA 98101
JAN
Submit them electronically through the Feedback Toolkit page on the project website.
<http://www.gayandspiritual.com/feedback/>

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Step 7: Return

- Return your surveys and completed reporting template in the envelope provided, or electronically at

www.alamedactc.org/outreachkitreport

within one week of your meeting. All materials must be received by November 1st.



Step 8: Promote

- Encourage people to attend the workshops

Attend a meeting!

Tuesday, October 18 — Berkeley
 6:30-8:30 pm
 South Berkeley Senior Center
 2939 Ellis Street, Berkeley 94703

Wednesday, October 19 — San Leandro
 6:30-8:30pm
 San Leandro Senior Community Center
 13909 East 14th Street, San Leandro 94578

Monday, October 24 — Oakland
 6:30-8:30 pm
 East Oakland Senior Center
 9255 Edes Avenue, Oakland 94603

Thursday, October 27 — Union City
 6:30-8:30 pm
 Union City Sports Center
 31224 Union City Boulevard, Union City 94587

Wednesday, November 2 — Dublin
 6:30-8:30 pm
 Dublin Public Library
 200 Civic Plaza, Dublin 94568

All locations are ADA and transit accessible

Thank You!

- ▣ Thank you for viewing this presentation, and taking this kit into Alameda County to speak with residents about their transportation priorities.
- ▣ You can download additional outreach kit materials on the project website.
- ▣ If you have questions, please contact Holly Kuljian: 510-845-7549, hollyk@migcom.com



February – March Toolkit Outreach

County Planning Area	Outreach Toolkit	Online Questionnaire	Comparison to Countywide Population*
North	42%	62%	42%
Central	13%	15%	23%
South	11%	8%	22%
East	16%	9%	13%
Other**	12%	7%	n/a
Total	100%	100%	100%

February – March Toolkit Outreach

Ethnicity	Outreach Toolkit	Online Questionnaire	Workshop	Comparison to Countywide Population*
American Indian or Alaska Native	0.4%	2%	0%	0.4%
Asian or Pacific Islander	19%	8%	11%	33%
Black/African American	23%	9%	18%	12%
White/Caucasian	51%	71%	52%	36%
Spanish, Hispanic or Latino	4%	6%	4%	22%
Other	2%	4%	4%	3%