



Public Involvement Overview

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- Summary by Outreach Method
 - *Workshops*
 - *Outreach Toolkit and Online Questionnaires*
- Key Themes by Method
- Findings Across Method

Public Involvement Purpose

- Provide an overview of the purpose of the Countywide Transportation Plan (CWTP) and the Transportation Expenditure Plan (TEP)
- Present and gather input on preliminary TEP project, program and financial information; and
- Engage participants in prioritizing transportation improvements.



Participation Summary

Method	Number of Participants
Workshops	114*
Outreach Toolkit Questionnaire	675 <i>(through 11/7)</i>
Online Questionnaire	556
TOTAL	1,345**

*Based on the number of attendees signed in; some attendees did not sign in or participate in polling.

**Some individuals may have participated via more than one method.



Outreach Activities

- Alameda CTC
 - Website
 - E-newsletters
 - E-blasts
- City and organizational websites and e-mail announcements
- Newspaper ads
- Phone, e-mail and in-person communications with organizations and schools
- Flyers



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Community Workshops

Location	Date	# of Attendees*
District 5, Berkeley	October 18th	18
District 3, San Leandro	October 19th	37
District 4, East Oakland	October 24th	13
District 2, Union City	October 27th	22
District 1, Dublin	November 2nd	24

*Note that these numbers represent the number of attendees signed in. However, not all attendees participated in the exercises; some were there as observers or did not participate for other reasons.

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Workshops - Overall Findings

- Significant support for transit projects and programs
- Project priorities emphasized countywide projects as well as local projects for each area
- Support for trail gap closures
- General support to extend and augment measure, though some participants reacted to the process



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Workshops – Findings by Workshop

- Berkeley
 - *High level of support for local and countywide transit projects and bike/pedestrian trail gap closures*
 - *Also supported major commute road improvements and I-80 Gilman St. interchange improvements*
 - *Supported all programs with high level of support for transit, streets and roads and bike/ped safety programs*
- San Leandro
 - *High level of support for local transit and highway projects and bike/pedestrian trail gap closures*
 - *High level of support for all programs*

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Workshops – Findings by Workshop

- East Oakland
 - *High level of support for local and countywide transit projects and bike/pedestrian trail gap closures*
 - *Also supported reversible lanes on westbound Bay Bridge*
 - *High level of support for all programs, especially transit*
- Union City
 - *High level of support for local transit and highway projects and bike/pedestrian trail gap closures*
 - *High level of support for the following programs: transit, local streets and roads, bicycle and pedestrian safety programs, sustainable transportation and land use connections, freight and economic development.*

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Workshops – Findings by Workshop

- Dublin
 - *Supported BART to Livermore Extension and Iron Horse Trail gap closures/access improvements*
 - *High level of support for the following programs: transit, local streets and roads, specialized transportation for seniors and disabled.*
 - *Also supported bicycle and pedestrian safety programs*



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Non-Sales Tax Solutions

- Bond measure
- Charging station fee
- Congestion pricing
- HOT lane fees
- Increase gas tax
- Index gas tax to inflation
- Indirect source rule
- Gateway Toll at Altamont
- More advertising dollars
- More express lanes
- New vehicle sales tax
- Parcel tax
- Parking fees (flexible use strategy)
- Parking pricing
- Pay-by-mile
- Private development fees
- Private funding of toll roads
- Public/private partnership (Eco-pass)
- Regional gas tax
- Tax commercial parking lots
- Tax on imports
- Traffic Impact fee
- Vehicle registration fee (raise limit?)
- Vehicle use fee

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Support Level for Programs by Workshop*

	Berkeley	San Leandro	East Oakland	Union City	Dublin
Transit Operations	High	High	High	High	High
Local Streets and Roads	High	High	High	High	High
Specialized Transportation for Seniors and Persons with Disabilities	Med	High	High	-	High
Bicycle and Pedestrian Safety	High	High	High	High	Med
Community Based Transportation Planning	Med	High	High	-	-
Sustainable Transportation and Land Use Connections	Med	High	High	High	-
Freight and Economic Development	Med	High	High	High	-
Technology and Innovation	Med	High	High	-	-

*Note that "High, Medium and Low" refer to supported funding levels. Dashes indicate that the program did not receive sufficient support to fit within budget limitations.

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Support Level for Measure by Workshop

Workshop	Support Level before Allocation Exercise	Support Level after Allocation Exercise
Berkeley	80%	81%
San Leandro	71%	72%
East Oakland	92%	70%
Union City	75%	58%
Dublin*	87%	87%

*Approximate percentage; data from Dublin workshop unavailable due to computer drive failure.



Outreach Toolkit Groups

Group Types

- Seniors
- Bicyclists and pedestrians
- Students – University, ESL, chiropractic students
- Community-based organizations
- Environmental groups
- Transportation groups
- Transit riders
- Ethnic and cultural groups
- Fair attendees – cultural, health fairs
- Book clubs
- Sports groups



Questionnaires – Key Themes

- Overall project priorities emphasized the following:
 - *Maintaining and improving mass transit and ensuring that it remains affordable and accessible*
 - *Improving pedestrian safety and completing major bike and pedestrian routes*
 - *Maintenance and improvement of local streets and roads*



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Questionnaires - Support Level for Measure by Method

Would you vote to increase & extend the sales tax?	Toolkit Respondents	Online Respondents
Yes	67%	77%
No	14%	10%
Don't Know	19%	13%

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Participant Characteristics by Method

Planning Area	Countywide Population*	Workshops	Outreach Toolkit	Online Questionnaire
North	41%	41%	57%	51%
Central	24%	30%	13%	7%
South	22%	22%	9%	7%
East	14%	97%**	1%	15%
Other***	n/a	8%	20%	20%

*2010 Census

**Approximate percentage; data from Dublin workshop unavailable due to computer drive failure.

***Unclear or not Alameda County Resident

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Participant Characteristics by Method

Ethnicity	Countywide Population*	Workshops	Outreach Toolkit	Online Questionnaire
American Indian or Alaska Native	0.4%	0%	3%	0.8%
Asian or Pacific Islander	33%	16%	14%	9%
Black/African American	12%	8%	8%	9%
Spanish, Hispanic or Latino	36%	9%	32%	6%
White/Caucasian	22%	60%	42%	76%
Other	3%	8%	6%	3%

*2009 American Community Survey

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Participant Characteristics by Method

Household Income Level	Countywide Population*	Workshops**	Outreach Toolkit	Online Questionnaire
\$0-\$25,000	21%	N/A	29%	9%
\$26,000-\$50,000	23%	N/A	20%	17%
\$51,000-\$75,000	20%	N/A	16%	17%
\$76,000-\$100,000	14%	N/A	13%	19%
Over \$100,000	22%	N/A	21%	38%

*2000 Census

**Workshop participants were not polled on their household income level.