



San Pablo Avenue (Berkeley)



San Pablo Avenue (Oakland)

San Pablo Avenue Corridor Project Phase 1: Outreach and Engagement Report

June 2019

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B. Round 1 Feedback

1. Needs/Issues Survey (Crowdsport) results memo
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3. Round 1 focus group feedback

C. Round 2 Outreach and Engagement - Surveys and Materials

1. Postcards and flyers publicizing Round 2 workshops and online survey
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1. Online survey results: Summarized concept preferences by City
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Summary of Findings

Project and Process Overview

The Alameda County Transportation Commission (Alameda CTC), in partnership with the Contra Costa Transportation Authority and the West Contra Costa Technical Advisory Committee (WCCTAC), initiated and manages the San Pablo Avenue Corridor Project. The Project is developing a long-term vision and near-term improvements for the corridor to improve mobility, efficiency and safety for current and future users while supporting a strong local economy and communities. This multi-year effort spans from Downtown Oakland in the south through the City of San Pablo in the north. Throughout, the project has been informed by a Technical Advisory Committee (TAC) comprised of representatives from Caltrans, AC Transit and the seven cities along the two-county corridor – Oakland, Emeryville, Berkeley, Albany, El Cerrito, Richmond and San Pablo.

The project began in July 2017. During 2017 and 2018, the following activities were completed: existing conditions data collection and analysis, development of a range of improvement types, community engagement and concept evaluation. In late 2018, the project team, guided by the TAC, technical work completed to date, and input received, narrowed the field of improvement options to three concepts that represented distinctly different ways of using the space on San Pablo Avenue. These concepts were the subject of an intensive four-month-long outreach process that is the primary focus of this report, called “Round 2” of outreach and engagement. Prior community engagement efforts, referred to as “Round 1” of outreach and engagement (conducted from Fall 2017 through Summer 2018) are also briefly summarized in Chapter 1.

During Round 2, the project engaged thousands of people via in person and online methods. Over 2,100 people completed a detailed online survey and over 1,700 people were engaged face-to-face via a variety of methods. Engagement activities included:

- **Online survey:** Responses solicited via a variety of methods
- **Meetings/focus groups:** These occurred with specific user groups, including merchants, bus riders, bicyclists, seniors and people with special mobility needs, existing community groups, and elected and appointed officials
- **Community workshops:** Four evening public workshops held throughout the corridor
- **Pop-up events:** Informational tables at existing events along the corridor
- **Intercept surveys:** Team members stopped people at busy San Pablo Avenue locations to complete a brief trade-offs survey

Organization of this Report

- **Chapter 1** describes the project, its purpose and goals, timeline and all outreach/engagement efforts completed to date. Round 1 engagement efforts and results are summarized here.
- **Chapter 2** provides more detailed documentation of activities undertaken during the Round 2 outreach process.
- **Chapter 3** summarizes the feedback received from outreach methods throughout Round 2 and concludes with a summary of next steps in the San Pablo Avenue Corridor Project.
- **Appendices A-D** include survey instruments, marketing tools, and more detailed results from specific outreach methods used in Round 1 and Round 2.

Key Findings from Round 2 Outreach and Engagement Process

Key findings from Round 2 outreach and engagement activities are summarized here; a full summary of findings can be found in Chapter 3. Figure 1 shows the overall preferred concept survey results. Results varied by city, type of user, and mode used. Tables summarizing these results are shown in Chapter 3.

Figure 1: Preferred Concept

Survey question: Which of the options would you prefer for San Pablo Avenue? Please select one.

Concept	Online survey		Preference matrices**	
	#	%	#	%
Concept A	615	29%	28	48%
Concept B	607	28%	20	34%
Concept C	327	15%	10	17%
How San Pablo is today*	475	22%	N/A	---
Other	130	6%	N/A	---
Total Unique Respondents	2,154	100%	58	100%

* How San Pablo is today was defined as: "two shared lanes for all vehicles in each direction, parking on both sides of the street, generally no bike lanes"

**Preference matrices didn't offer "How SPA is today" or "Other" options.

Note: Dot-voting results, presented in Appendix D, offered different options depending on location.

Source: online surveys, preference matrices

The following list represents a summary of some key themes that emerged from qualitative feedback received via all outreach/engagement methods:

1. **Parking:** The effect on local business of less parking, delivery, pick-up or drop-off curb space;
2. **Congestion:** Traffic congestion on San Pablo Avenue diverting to neighborhood streets;
3. **I-80 ICM:** The relationship to the I-80 Integrated Corridor Mobility project, which relies on San Pablo Avenue as a reliever route;
4. **Bus stop spacing:** Increasing the distance between bus stops, particularly for people with mobility challenges;
5. **Bike lanes:** The confusion caused by parking-protected bike lanes for motorists and safety concerns for pedestrians (reference to Telegraph Ave), e.g. feelings that bike lanes adjacent to the sidewalk are difficult to cross at intersections, particularly for pedestrians with visual impairments.
6. **Emergency access:** Providing adequate space for emergency vehicles and evacuation;
7. **Enforcement:** Enforcement would be needed for managed lanes or dedicated bus or bike lanes;
8. **Construction:** The effect of prolonged construction on local businesses (reference to East Bay BRT project underway on International Blvd.);
9. **Outreach:** The Round 2 outreach process did inadequate outreach to older, long-term residents along the corridor; and
10. **Implementation:** Participants were concerned that, even if dedicated bus lanes make service more reliable, there will not be sufficient resources to make it more frequent. Similarly, some skepticism was expressed that if bike lanes are not provided on San Pablo Avenue, parallel bike routes will be less direct and there may not be the resources to improve them.

Some other salient qualitative themes from focus groups with specific user groups were:

- All: Making San Pablo Avenue easier and safer to walk along and to cross
- Seniors/People with Mobility Challenges:
 - Importance of loading and parking close to destinations
 - Concerns around conflicts with cyclists: some interest in adding bike lanes so fewer bikes and scooters on the sidewalk, others wanting bikes on parallel facilities away from SPA
- Merchants:
 - Fear of loss of parking/loading and traffic congestion

- Recognition by some business-owners that a growing number of customers bike
- Bicyclists:
 - A dedicated bus lane needs to be #1 priority in the corridor
 - Notable minority prefers parallel route
 - Most prefer facility on San Pablo Avenue. Reasons for this include:
 - Many destinations are on San Pablo Avenue
 - It is the most direct route
 - It is the most "legible route" (they cited the stress caused by navigating turns of parallel route and always having to check a map)
 - They expressed concerns about the safety of the parallel route, especially at night
- Transit Riders:
 - Quality of facilities and personal safety matter (e.g. cleanliness, lighting, rider behavior)

Chapter 1 | Introduction

Project Overview

San Pablo Avenue connects thousands of people each day. It is the heart of a critical travel corridor, serving transit riders, pedestrians, bicyclists and those who drive as they access businesses, services, community activities and their homes. Neighborhoods along the corridor are experiencing a lot of growth, which is expected to continue into the future.

The Alameda County Transportation Commission (Alameda CTC), in partnership with the Contra Costa Transportation Authority and the West Contra Costa Technical Advisory Committee (WCCTAC), initiated and manages the San Pablo Avenue Corridor Project. The Project is developing a long-term vision and near-term improvements for the corridor to improve mobility, efficiency and safety for current and future users while supporting a strong local economy and communities. This multi-year effort spans from Downtown Oakland in the south through the City of San Pablo in the north. Throughout, the project has been informed by a Technical Advisory Committee (TAC) comprised of representatives from Caltrans, AC Transit and the seven cities along the two-county corridor – Oakland, Emeryville, Berkeley, Albany, El Cerrito, Richmond and San Pablo.

The San Pablo Avenue Corridor Project is looking towards the future to keep up with the number of people who will live in the East Bay in the coming years, while supporting current businesses and residences along the corridor and identifying short-term implementable projects to move forward with quickly. The project is currently at the conceptual planning and development stage. This phase of the project assessed what can fit within the existing roadway, developed several options for how this space on San Pablo Avenue could be used differently in the future, and identified what the trade-offs are between different types of improvements. The project acknowledges the diversity of conditions throughout the corridor while also seeking to ensure some continuity between communities, recognizing that people's travel patterns span multiple cities. The project purpose and goals are shown in Figure 2.

Figure 2: Project Purpose and Goals

The purpose of the San Pablo Avenue Multimodal Corridor Project is to improve multimodal mobility, efficiency, and safety in an effort to sustainably meet current and future transportation needs, and help support a strong local economy and growth along the corridor, while maintaining local contexts.

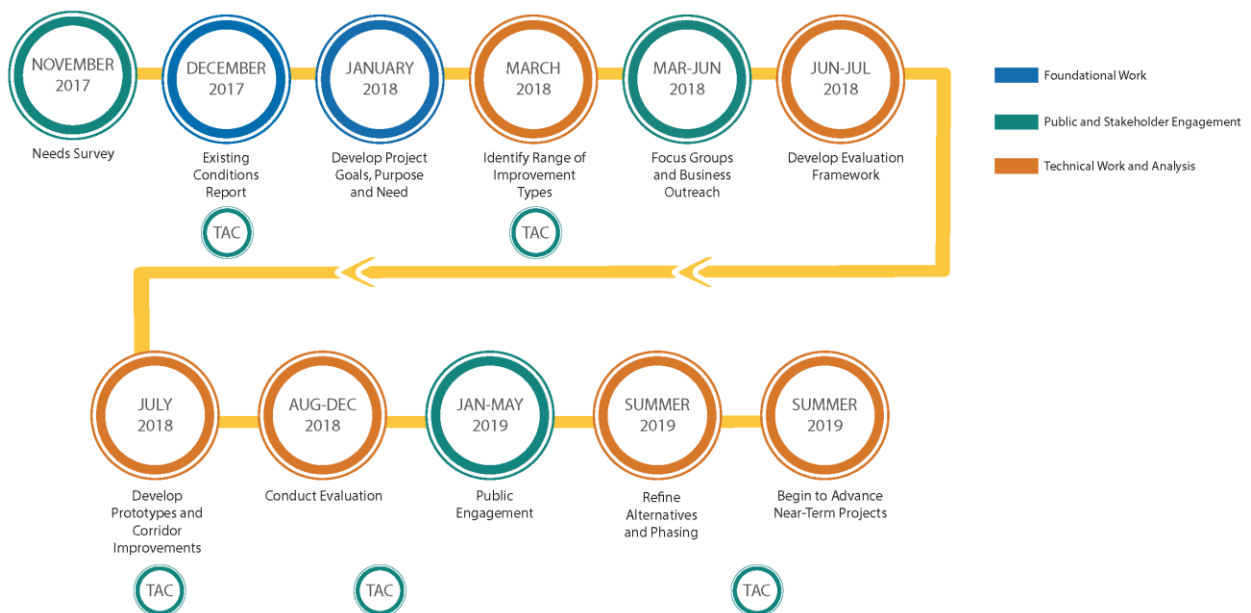
Goals

- Effectively and efficiently accommodate anticipated **growth**
- Improve **comfort and quality** of trips for all users
- Enhance **safety** for all travel modes
- Support economic development and adopted land use policies
- Promote **equitable** transportation and design solutions

Project Timeline

The project began in July 2017 and advanced according to the timeline shown in Figure 3. During an 18-month-long process that included existing conditions data collection and analysis, development of a range of improvements, community engagement and concept evaluation (July 2017 to January 2019), the project team, guided by the TAC, narrowed the field of improvement options to three concepts that represented distinctly different ways of using the space on San Pablo Avenue. These concepts were the subject of an intensive four-month-long outreach process that is the primary focus of this report. Prior community engagement efforts (conducted from Fall 2017 through Summer 2018) are also summarized herein. This feedback will be shared with the TAC and elected officials who will guide selection of a concept or hybrid concept(s) to be further developed during the Phase 2 of the project, commencing in fall 2019.

Figure 3: Phase 1 Project Timeline



Comprehensive Outreach Process

The San Pablo Avenue Corridor Project conducted two rounds of outreach to stakeholder groups representing users throughout the corridor and the general public. Round 1 solicited input on needs and opportunities; Round 2 focused on getting feedback on potential corridor concepts and trade-offs of different improvement concepts. Both rounds are summarized below; Round 2 of outreach/engagement is the focus of all subsequent chapters of the report. Survey instruments and more detailed results of engagement efforts from both rounds of engagement are included in the appendices.

Round 1 Outreach and Engagement

The first round, which took place in Fall 2017 through Spring 2018, asked merchants, transit-riders, bicyclists, seniors, people with disabilities and the general public about challenges they currently face traveling on San Pablo Avenue, and suggestions they have for improving the experience for people who walk, take the bus, bike, drive and take BART along the corridor.

Methods for getting feedback during Round 1 included:

- Focus groups with three corridor user groups: bus riders, bicyclists, and seniors and people with disabilities
- A survey of San Pablo Avenue businesses to understand their loading and unloading needs (including passengers and goods) and to spread awareness of the project
- An online survey for the general public, which nearly 1,000 people viewed and 815 completed
- Postcards advertising the survey that were hand-delivered to all businesses along the corridor
- E-blasts advertising the survey to the lists of Alameda CTC and the TAC's member agencies
- Flyers on all Route 72 buses to advertise the survey
- An article in the East Bay Times

Figure 4 summarizes participation by activity type during Round 1.

Figure 4: Participants in Round 1 Outreach & Engagement Process

Outreach Method	#
Merchants (via loading/unloading survey)	84
Focus group with transit riders (Alameda County)	15
Focus group with transit riders (Contra Costa County)	10
Focus group with seniors & people with disabilities (Alameda County)	13
Focus group with seniors & people with disabilities (Contra Costa County)	10
Focus groups with Bike East Bay members	14
Online "Crowdspot" survey	815
Total	961

Key messages from the Round 1 outreach phase that were useful in the development of alternative concepts included:

1. All groups value pedestrian safety improvements, particularly at intersections.
2. Most groups recognize importance of San Pablo Avenue as a bus corridor.
3. Almost 90 percent of businesses who responded to the loading/unloading survey currently load/unload curbside on San Pablo Avenue, most in parking spaces that are not loading zones. Twenty percent load/unload in a travel lane or bike lane. Most businesses do not have regular loading/unloading times; the most popular load/unload times are 9am-3pm, but almost half of businesses do so 3-6pm and one-third 6-9am.
4. Bus-only lanes are transit focus group participants' highest rated suggested roadway improvement.
5. Dedicated bike lanes or parallel bike routes are strongly desired along the entire corridor.
6. Drivers appreciate that San Pablo Avenue is currently a comparatively easy street to drive and park along.
7. Bicyclists find biking adjacent to on-street parking challenging.

The feedback generated during the Round 1 outreach process helped inform the development of the three concepts that were the subject of Round 2 (see Figures 5-7). Appendix A includes the survey instruments and materials used in Round 1 and Appendix B includes detailed results from each method used during the Round 1 outreach and engagement efforts.

Concept Development

The project team initially developed a broad range of improvement options, and based on the feedback received in Round 1 and consultation with the TAC, narrowed the list to five different concepts, each with several variations for how the roadway could be used. These were each evaluated at a high level for feasibility. The TAC used the results of this analysis to narrow the list down to the following three concepts, which were the subject of the Round 2 outreach/engagement process (shown in Figures 5-7):

- **Concept A: Bus and Bike Lanes on San Pablo:** This concept improves bus speed and reliability via center-running dedicated bus lanes and station platforms. Bicyclist safety and comfort is improved via protected bike lanes along the curb, although it is not a truly low-stress facility due to driveways, speeds of adjacent vehicle and conflicts with turning motor vehicles at intersections. One auto lane is maintained in each direction, reducing auto speeds and capacity. Space for parking and loading would also be significantly reduced.
- **Concept B: Bus and Managed Lane on San Pablo, Bikes on Parallel Facility:** Concept B also improves bus speed and reliability via center-running dedicated bus lanes and station platforms. This concept also has one auto lane in each direction but maintains most on-street parking or loading for most of the day, except during the afternoon/evening commute, when parking on the northbound side of the street would be converted into an auto lane to provide additional auto capacity. Bicycles would be accommodated on high quality, low-stress parallel facilities that would be improved as part of this project. This concept has the most potential for pedestrian safety improvements at intersections.
- **Concept C: Bike Lane on San Pablo:** Concept C maintains two lanes of traffic, shared by buses, cars and trucks, resulting in slower and less reliable bus service. Bicyclist safety and comfort is improved via a protected bike lane along the curb, although it is not a truly low-stress facility due to driveways, speeds of adjacent vehicles and conflicts with turning motor vehicles at intersections. Space for parking and loading would be significantly reduced.

A summary of key benefits and challenges of each of the concepts is shown in Figure 8.

Figure 5: Concept A: Bus and Bike Lanes on San Pablo

Concept A: Bus and Bike Lanes on San Pablo

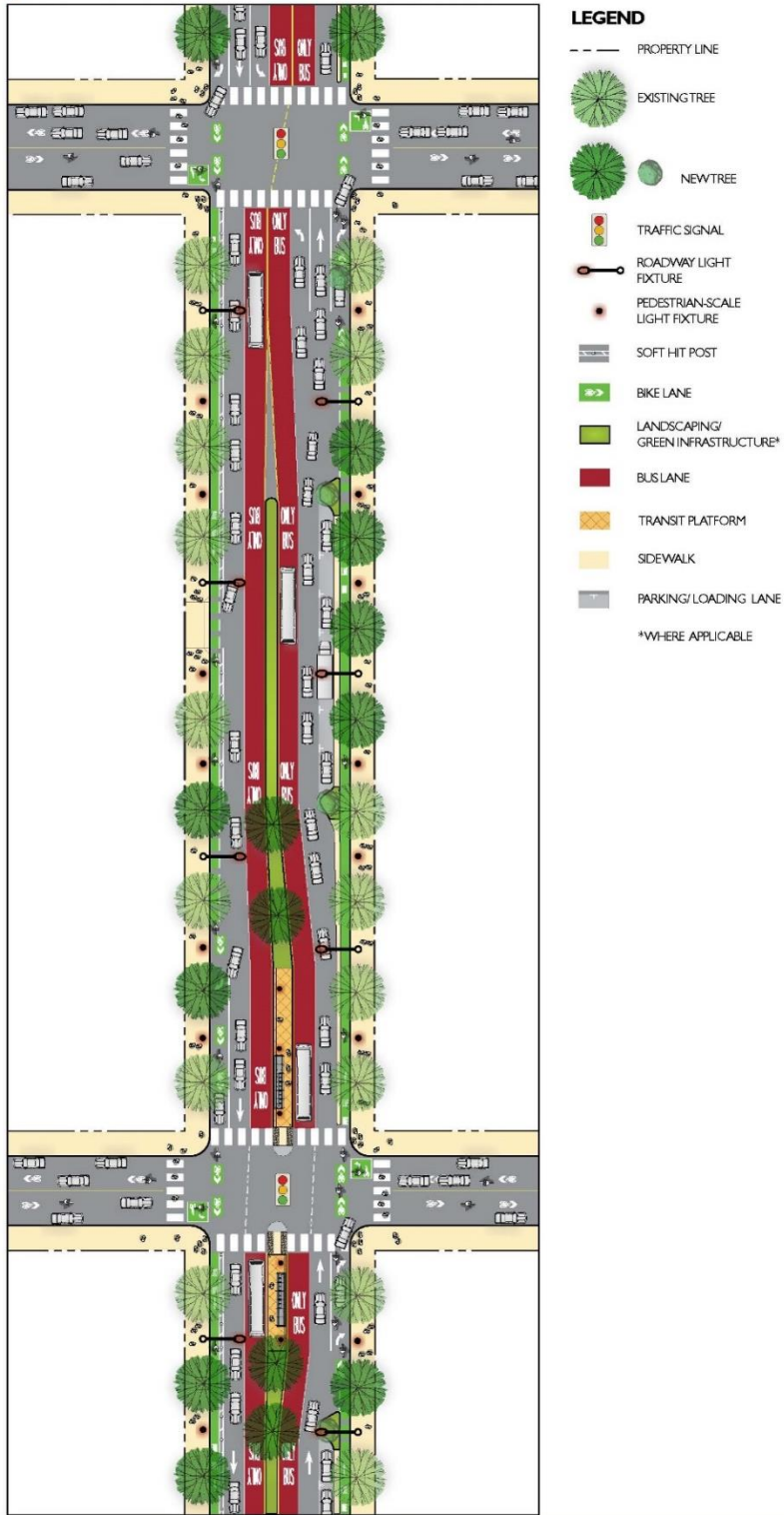


Figure 6: Concept B: Bus and Managed Lane on San Pablo, Bike on Parallel Facility
Concept B: Bus and Managed Lane on San Pablo, Bike on Parallel Facility

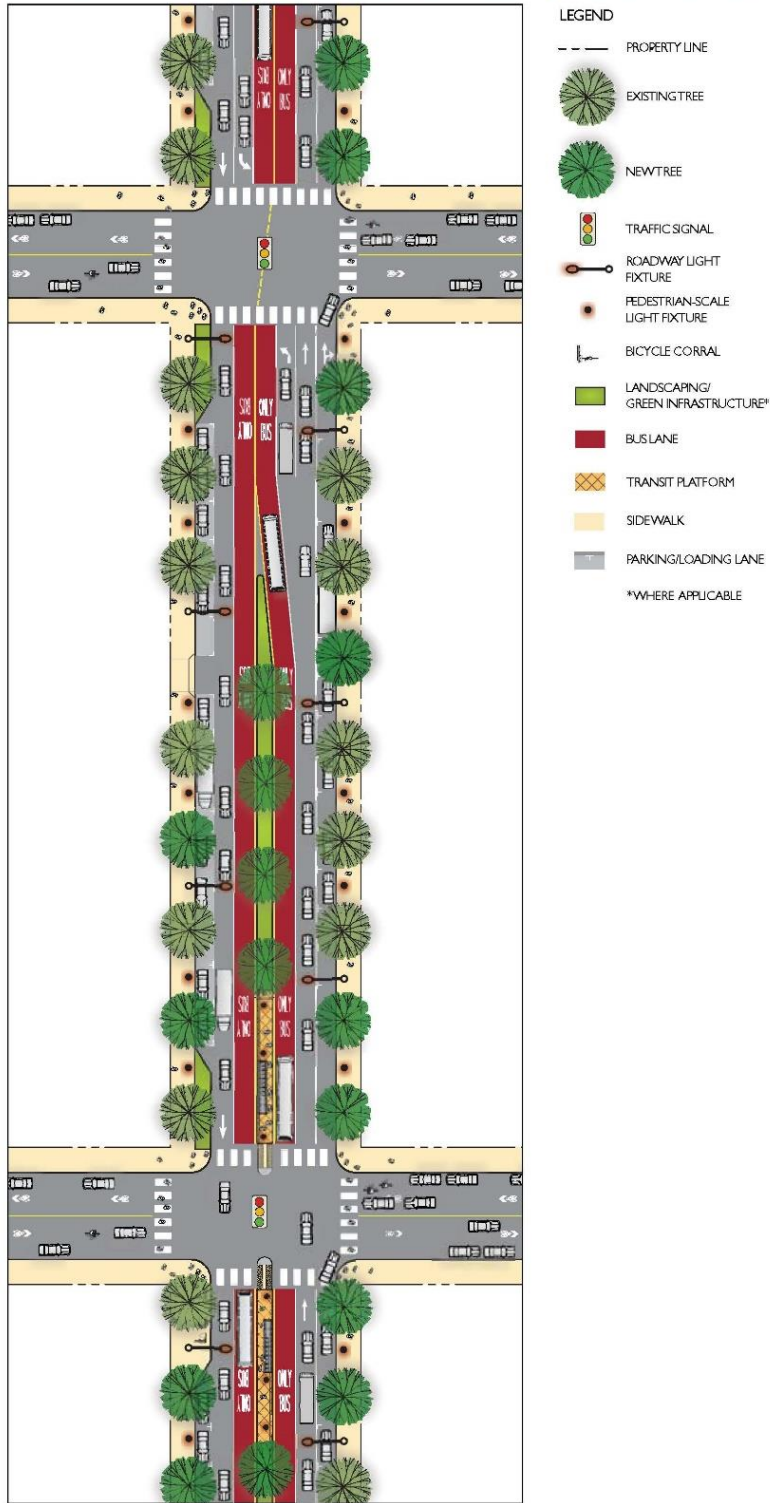
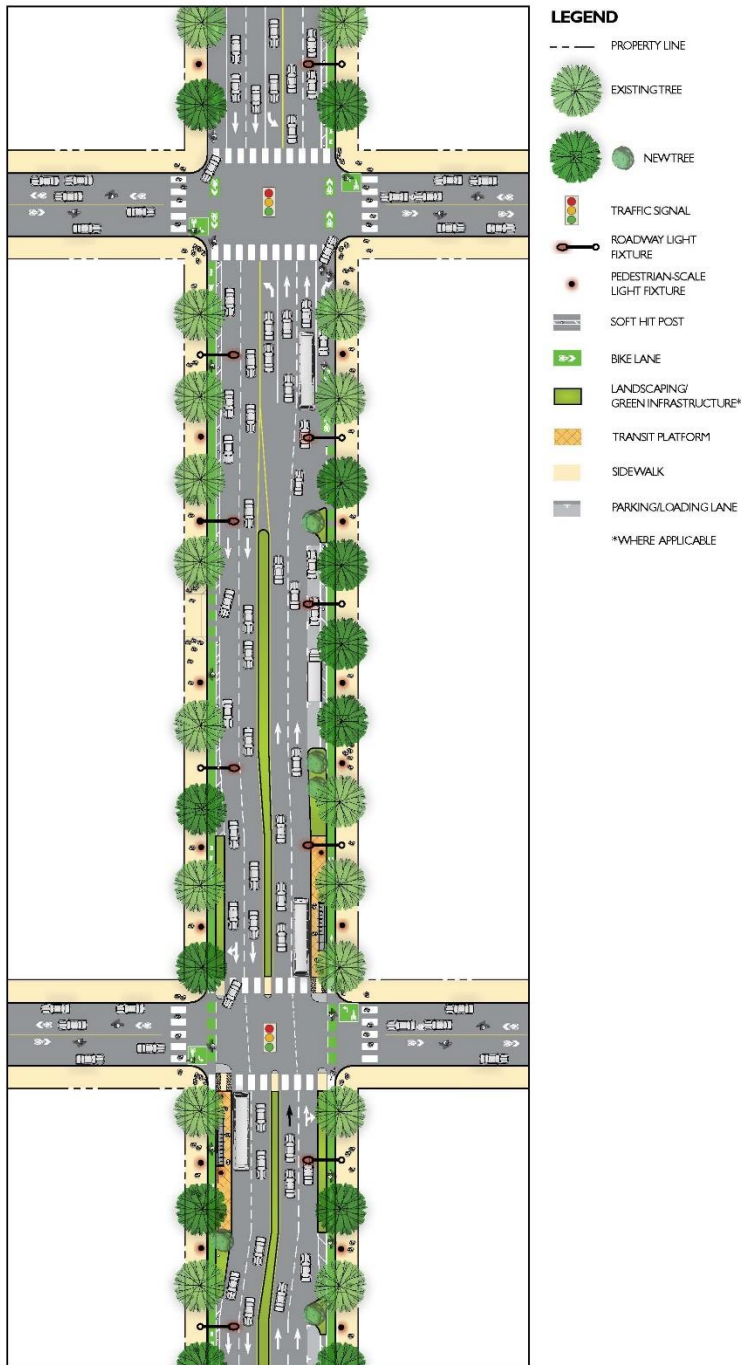







Figure 7: Concept C: Bike Lane on San Pablo, Spot Treatments for Bus

Concept C: Bike Lane on San Pablo



Key Benefits and Challenges of Concepts for San Pablo Avenue Corridor Project

Figure 8: Matrix of Benefits and Challenges of Concepts

	CONCEPT A Bus and Bike Lanes on San Pablo Ave	CONCEPT B Bus and Managed Lane on San Pablo Ave; Bike facility on parallel street	CONCEPT C Bike Lanes on San Pablo Ave
	<ul style="list-style-type: none"> • Less potential for speeding 	<ul style="list-style-type: none"> • Less potential for speeding 	<ul style="list-style-type: none"> • Does not change potential for speeding
	<ul style="list-style-type: none"> • Faster and more reliable transit service • More transit riders • 72 Local and 72 Rapid combined into one service with 1/3-mile spacing • Transit stations off-set from major intersections 	<ul style="list-style-type: none"> • Faster and more reliable transit service • More transit riders • 72 Local and 72 Rapid combined into one service with 1/3-mile spacing • Transit stations off-set from major intersections 	<ul style="list-style-type: none"> • 72 Local and 72 Rapid services remain • Slower and less reliable bus service
	<ul style="list-style-type: none"> • Bikes travel adjacent to sidewalk • Very limited opportunities to shorten crossing distance 	<ul style="list-style-type: none"> • Most opportunities to shorten pedestrian crossing distance and create pedestrian refuges 	<ul style="list-style-type: none"> • Some opportunities to shorten pedestrian crossing distance and create pedestrian refuges
	<ul style="list-style-type: none"> • Safer for bicyclists, but <u>not</u> low-stress environment 	<ul style="list-style-type: none"> • Parallel streets create low-stress comfortable facility • Less comfortable for those who may continue to ride on San Pablo Ave 	<ul style="list-style-type: none"> • Safer for bicyclists, but <u>not</u> low-stress environment
	<ul style="list-style-type: none"> • Significant reduction of loading and parking spaces 	<ul style="list-style-type: none"> • Least reduction of loading and parking spaces 	<ul style="list-style-type: none"> • Some reduction of loading and parking spaces
	<ul style="list-style-type: none"> • Potential for additional delay at intersections • Some traffic diverted to I-80 and other streets 	<ul style="list-style-type: none"> • Managed lane is a new traffic pattern • Potential for additional delay at intersections • Some traffic diverted to I-80 and other streets 	<ul style="list-style-type: none"> • Least impact on future delay and congestion

Round 2 Outreach and Engagement

Round 2 occurred in February through May 2019 and focused on getting feedback on the three concepts and understanding people’s priorities with respect to the benefits and challenges inherent in each (see Figure 8, which provides a simple summary of trade-offs for each concept). During this round, the project team asked a broad range of San Pablo Avenue users about their preferences for allocating available roadway space. The project engaged thousands of people via in person and online methods. Over 2,100 people completed a detailed online survey (see Appendix C for the survey instrument). In addition, over 1,700 people were engaged face-to-face via a variety of methods:

- **Meetings/focus groups:** These occurred with specific user groups, including merchants, bus riders, bicyclists, seniors and people with special mobility needs, existing community groups, and elected and appointed officials
- **Community workshops:** Four evening public workshops held throughout corridor
- **Pop-up Events:** Informational tables at events that were taking place along the corridor
- **Intercept surveys:** Team members stopped people at busy San Pablo Avenue locations to complete a brief trade-offs survey

Figure 9 summarizes participation by activity type during Round 2. Appendix C includes the survey instruments and materials used in Round 2 and Appendix D includes more detailed results from Round 2 outreach activities.

Figure 9: Participants in Round 2 Outreach & Engagement

Round 2 Participants	#*	%
Face-to-Face*		
Pop-up events	235	6%
Busy San Pablo Avenue locations	1,211	31%
Stakeholder group meetings	72	2%
Community workshops	152	4%
Meetings of elected & appointed officials	76	2%
Total face-to-face	1,746	45%
Online survey respondents	2,154	55%
Total Round 2 participants	3,900	100%

* Numbers reflect # people who engaged with the project team and learned about the project, whether or not they submitted written input or verbal comments.

Chapter 2 | Documentation of Round 2 Outreach & Engagement Process

Overview of Outreach Round 2

Round 2 of outreach and engagement for the San Pablo Avenue Corridor Project occurred from February through May 2019 and was focused on getting feedback on three distinct concepts for how the right of way could be used on San Pablo Avenue in the future and understanding people’s priorities with respect to the benefits and challenges inherent in each (concepts and benefits/challenges shown in Figures 5-8 in Chapter 1). This chapter describes the methods used in Round 2 to record feedback on the concepts, the types of environments in which they were employed, and whom this process reached by city, type of user and mode use (see Figure 10 for methods, Figures 11-13 for whom we reached and Appendix C for the survey instruments). Chapter 3 details what was learned from this outreach process.

Figure 10: Feedback Methods and Environments

Method used to record feedback	Environment(s) in which this method was used to solicit feedback*
Online survey	Pop-up events, community workshops, websites, e-blasts, project postcards and flyers
Intercept survey	Busy San Pablo Avenue locations
Preference matrices	Stakeholder group meetings
Dot-voting	Community workshops
Meeting notes	Meetings of elected & appointed officials, community workshops, pop-up events and intercept surveys

*Details of event/meeting dates and locations are shown in Figure 15.

Figure 11: Survey Participants, by City

Survey question: Which city do you live in?

By City	#	%	SPA mileage (for comparison)	
Oakland	481	20%	2.4	18%
Emeryville	132	6%	0.7	5%
Berkeley	835	35%	2.3	17%
Albany	231	10%	1.0	7%
El Cerrito	295	12%	2.7	20%
Richmond	273	11%	2.3	17%
San Pablo	35	1%	2.0	15%
Other	93	4%	0.0	0%
Total	2,375	100%	13.4	100%

Source: online and intercept surveys (City inferred from intercept survey by survey location.)

Figure 12: Survey Participants, by Type of User

Survey question: Which sentence(s) best describe how you use San Pablo Avenue?
(Select all that apply)

By Type of User	# of Responses	% Unique Responses	Options
Business-owner	73	3%	I own a business on SPA.
Resident	1,364	57%	I live on or near SPA.
Commuter	864	36%	I commute to work, school/college on SPA.
Shopper	1,571	66%	I shop along SPA.
Restaurant patron	1,743	73%	I visit restaurants, other entertainment on SPA.
To avoid I-80	1,013	43%	I use SPA to avoid I-80 or as a route to get other places.
Other destinations	1,344	57%	I visit other destinations on SPA.
Other	107	5%	Other (please specify)
Total Responses	8,079		
Total Unique Respondents	2,375		

Source: online and intercept surveys. Respondents could select more than one user type, so numbers exceed total number of surveys.

Figure 13: Survey Participants, by Mode Used on San Pablo Avenue

Survey question: How do you travel on San Pablo Avenue (select all that apply)?

Mode Used on SPA	# of Responses	% Total Unique Responses
Drive	1,921	81%
Walk	1,356	57%
Bike	943	40%
Bus	903	38%
Lyft/Uber	455	19%
BART	432	18%
Scooter	90	4%
Other	42	2%
Total Responses	6,142	
Total Unique Respondents	2,375	

Source: online and intercept surveys. Respondents could select more than one mode, so numbers exceed total number of surveys.

Methods Used to Record Feedback

The five methods used to record feedback during Round 2 of the San Pablo Avenue Corridor Project community engagement process are described in this section (see Figure 14).

1. **Online survey:** The largest number of input points was gathered via the online survey – over 2,100 surveys were completed (see Appendix C for the survey instrument). This survey asked respondents to identify where they live, how they use San Pablo Avenue and by what mode(s) they travel on the corridor. Then it presented plan views and descriptions of the three concepts, and asked which they prefer; today's conditions and "other" were also options that respondents could select. Respondents could also note elements of one or more of the concepts they like or dislike. Finally, the survey posed a series of trade-off questions that asked people to choose between two improvement options, such as a street with two auto lanes or one with one auto lane and a dedicated bus lane. A link to the survey, which was available in English, Spanish and Chinese, was posted on the project website and publicized via local print and social media, emails, and postcards distributed by Alameda CTC, the jurisdictions, AC Transit, and non-profits along the corridor. The survey was also promoted and available via iPad at the community workshops and the informational tables at pop-up events (described in the next section).

Figure 14: Number of People Reached, by Feedback Recording Method

Feedback Recording Method	#	%
Online survey**	2,154	79%
Intercept survey	221	8%
Preference matrices	63	2%
Dot-voting	35	1%
Meeting notes*	237	9%
Total	2,710	100%

* Where preference matrices were not used or completed (i.e., community workshops & meetings of elected and appointed officials; includes # of focus group participants who did not complete a matrix).

** In addition to the 2,154 completed online surveys, this survey was opened, but closed before selecting a concept choice, hundreds of times. This includes people who chose not to complete the survey, as well as survey administrators conducting routine testing. Of the legitimate survey-takers who chose not to complete the survey, reasons could have ranged from choosing to complete the survey later, to lack of comprehension or dislike of the survey questions. As elaborated on in Chapter 3, the nuances between the concepts were difficult to convey in an online setting, so some survey-takers may have left the survey because they could not or did not have the time to fully comprehend its questions.

2. **Intercept survey:** San Pablo Avenue Corridor Project team members were stationed at eleven busy San Pablo Avenue intersections, at least one in each city along the corridor, to discuss the project with passers-by and ask their opinions (see Figure 15 for locations). Since these situations called for a speedier exchange than the other engagement opportunities, an abbreviated survey was offered to people who stopped to take the survey. Rather than presenting and asking about the three concepts, this survey asked a subset of the online survey questions: how the respondent uses the corridor, the modes they use; and the trade-off questions between pairs of improvements (see Appendix C for the intercept survey instrument). These intercept surveying events also provided an opportunity to distribute the project postcard and encourage people who expressed an interest in the project, but who didn't have time to take the intercept survey, to take the online survey at home.
3. **Preference matrices:** Participants at many of the stakeholder meetings described in the next section were given one-page "preference matrices," which showed snippets of the three concept plan views, and were asked to select which of the three they like best and to note anything they particularly like or dislike about each of them (see Appendix C for the matrix).
4. **Dot-voting:** At the four community workshops (further described in the next section, "Environments in which Feedback was Solicited"), participants could put an adhesive dot on a board to indicate their preferred concept. At the Berkeley

workshop, in response to requests from the public, a fourth option was added, “No Change,” for that workshop only (see Appendix D for dot-voting results).

5. **Spoken comments:** Notes were taken of participants' questions and comments at meetings with groups of stakeholders; elected and appointed officials; and the general public at workshops. In addition, notes were taken of questions and comments at pop-up and intercept survey locations (see Appendix D for these notes).

Figure 15: In-person Outreach Activities

(Feedback collection method noted in parentheses)

Date	Engagement Activity	Location*	# Participants
Pop-up events			235
<i>(Online surveys, comment notes); # participants represents number of people engaged, not all completed the online survey</i>			
4/13/2019	Spring Eggstraganza	San Pablo Community Center	10
4/16/2019	South Berkeley Farmers Market	Adeline Street/MLK Jr Way	40
4/17/2019	Golden Gate Community Association	Golden Gate Recreation Center	10
4/20/2019	Emeryville Spring Carnival & Community Expo	Emeryville Center of Community Life	35
4/22/2019	Earth Day celebration	Contra Costa College	30
5/1/2019	Off the Grid food trucks	Fairmount, El Cerrito	50
5/9/2019	Bike to Work Day	Frank Ogawa Plaza	60
Conversations at busy San Pablo Ave. locations*			1,211
<i>(Intercept survey, comment notes); # participants represents number of people engaged, not all completed the intercept survey</i>			
4/11/2019	Near Alameda County Social Services	SPA/20th St., Oakland	70
4/13/2019	REI	SPA/Gilman, Berkeley	217
4/16/2019	Bus stop, near shops	SPA/University Ave., Berkeley	199
4/17/2019	Bus stop	El Cerrito del Norte BART station	210
4/18/2019	Bus stop, near shops	SPA/Solano Ave., Albany	96
4/20/2019	Bus stop	Hilltop Mall, Richmond	52
4/22/2019	Golden Gate Branch Library	SPA/56th Street, Oakland	50
4/25/2019	Bus stop	SPA/40th Street, Emeryville	149

Date	Engagement Activity	Location*	# Participants
4/29/2019	Bus stop	SPA/40th Street, Emeryville	94
4/30/2019	Bus stop	Contra Costa College, San Pablo	43
4/30/2019	Near St. Mary's Center	SPA/Brockhurst St., Oakland	31
Focus Group/ Stakeholder meetings (Meeting notes, online surveys, dot-voting); # participants represents number of people who filled out the meeting sign-in sheet			72
2/6/2019	Contra Costa County transit riders focus group	WCCTAC	14
2/13/2019	Alameda County seniors/people w/disabilities focus group	Emeryville Senior Center	4
2/26/2019	Contra Costa County seniors/people w/disabilities focus group	WCCTAC	5
3/12/2019	Alameda County transit riders focus group	Golden Gate branch library	11
3/20/2019	Emeryville Economic Development Advisory Committee	Emeryville City Council chambers	7
3/21/2019	University Ave, Berkeley merchants focus group	Umphred Furniture	9
4/9/2019	Bicycle riders focus group (Alameda County & Contra Costa County)	Alameda CTC	12
5/23/2019	Oakland merchants focus group	California Hotel	10
Community workshops (Meeting notes, online surveys, dot-voting); # participants represents number of people who filled out the meeting sign-in sheet			152
4/4/2019	Albany workshop	Albany City Council Chambers	19
4/24/2019	Emeryville/Oakland workshop	Emeryville Center of Community Life	34
5/14/2019	El Cerrito workshop	El Cerrito City Hall	38
5/23/2019	Berkeley workshop	Francis Albrier Community Center	61

Date	Engagement Activity	Location*	# Participants
Meetings of elected and appointed officials <i>(Meeting notes); # participants represents number of commissioners or board-members</i>			76
1/31/2019	Subset of Alameda CTC commissioners	Alameda CTC offices	12
2/4/2019	Emeryville Bicycle & Pedestrian Advisory Committee	Emeryville City Hall	8
2/21/2019	Alameda CTC Bicycle & Pedestrian Advisory Committee	Alameda CTC offices	9
3/22/2019	WCCTAC Board	El Cerrito City Hall	11
4/4/2019	Oakland Bicyclist & Pedestrian Advisory Commission Infrastructure Subcommittee	Oakland City Hall	6
4/11/2019	Oakland Council Member McElhaney	Oakland City Hall	4
4/18/2019	Berkeley Transportation Commission	City Corporation Yard	7
5/8/2019	AC Transit Board	1600 Franklin Street, Oakland	7
5/14/2019	WCCTAC Board Study Session	WCCTAC offices	6
5/20/2019	CCTA Bicycle & Pedestrian Advisory Committee	CCTA offices, Walnut Creek	6
Total People engaged in in-person outreach activities			1,746

* SPA: San Pablo Avenue

Environments in which Feedback was Solicited

To complement the online survey, a great deal of effort was made to meet corridor-users “where they are.” These face-to-face opportunities included tabling at scheduled community events, talking with people at busy locations on San Pablo Avenue, convening or attending meetings with stakeholder groups, organizing four community workshops, and presenting to meetings of elected and appointed officials (see Figure 16). This section outlines the format of these methods, materials used and the ways in which participants’ preferences and comments were logged.

Figure 16: Number of People Reached, by Outreach Environment

By Outreach Environment	#*	%
Pop-up events	235	15%
Busy San Pablo Avenue locations	1,211	76%
Stakeholder group meetings	72	4%
Community workshops	152	3%
Meetings of elected & appointed officials	76	2%
Total	1,746	100%

* Numbers reflect # people who engaged with the project team and learned about the project, whether or not they submitted written input or verbal comments.

1. **Pop-up events:** The project team staffed tables or made presentations at eight already-scheduled events, including farmers' markets, Off the Grid food trucks, springtime celebrations, neighborhood meetings and Bike to Work Day (see Figure 15 for the events). At each, interested participants reviewed the three potential concepts on large boards or 11"x17" handouts and had the opportunity to express their opinions using iPads loaded with the online survey.
2. **Conversations at busy San Pablo Avenue locations** (using intercept surveys): Perhaps the best example of meeting corridor-users "where they are" were the eleven locations where project team members engaged passers-by and asked them to complete an intercept survey on iPads (see Figure 15 for locations).
3. **Focused meetings with key stakeholder groups:** The project team held or participated in eight focus group meetings with different types of San Pablo Avenue users. At each meeting, after a brief project introduction, 11"x17" plan views of the three concepts under consideration and the benefits/challenges chart were distributed and explained, followed by the participants discussing which concepts they prefer and specific aspects of each that they like and dislike. Except where noted, opinions were recorded in meeting notes and participants completed preference matrices. These meetings were with:
 - o **Transit riders:** Two meetings were held with transit riders, one in Alameda County and one in Contra Costa County. Participants were recruited using an e-blast to a list of riders who signed up for email updates related to AC Transit Routes 72, 72M and 72R, the primary AC Transit bus routes that serve San Pablo Avenue.

- **Seniors and people with disabilities:** Two meetings were held with seniors and people with disabilities or their representatives, one in Alameda County and one in Contra Costa County. Alameda County participants were recruited via relevant City commissions and/or staff from each city. In Contra Costa County, WCCTAC publicized the meeting via flyers sent to city and county agencies and organizations that serve seniors and people with disabilities.
 - **Merchants:** Where city staff could direct us to active groups of San Pablo Avenue merchants, we met with them. These opportunities included a group of Berkeley merchants with businesses near the University Avenue intersection with San Pablo Avenue, Emeryville's Economic Development Advisory Committee (EDAC) and a group of Oakland merchants convened by SPARC (San Pablo Avenue Revitalization Collaborative). Efforts to meet with other groups of merchants in Berkeley and in Albany did not result in additional meetings during this phase of the project. (Survey results reflect merchant input and merchants attended the community workshops).
 - **Bicyclists:** The perspectives of people who bicycle along the corridor were gathered at a focus group that included representatives from all seven cities along the corridor. The group also discussed pedestrian needs along the corridor. Bike East Bay led recruitment for this focus group.
4. **Community workshops:** Four evening meetings were held for the general public – in Emeryville/ Oakland, Berkeley, Albany and El Cerrito. These workshops consisted of an arrival period, a presentation about the project and the concepts, a question and answer period, and an open house where participants could circulate among stations where large boards of the concepts and the benefits/challenges chart were displayed. Opportunities to provide feedback on the concepts at these workshops included verbally during the question and answer period, dot-voting on boards with the three concepts and the online survey, which was available on iPads at the meetings. Postcards with the survey link were also distributed at the workshops. The workshops were most successful at educating the public about the concepts, answering questions and advertising the survey; few people actually participated in the dot-voting exercise. Although workshop participants were encouraged to complete the online survey on iPads provided for that purpose, none completed the survey at the workshop itself. Most took postcards with the survey link or had completed the survey prior to attending.

5. **Meetings of elected and appointed officials:** The project team presented the three concepts being considered for San Pablo Avenue at several meetings with elected and appointed officials, including a subset of Alameda CTC Commissioners (those representing the cities along the corridor), the WCCTAC Board, the AC Transit Board, the Berkeley Transportation Commission and the Berkeley Disability Commission. In addition, Alameda CTC staff presented at meetings of Bicycle and Pedestrian Advisory Committees (BPAC) of Alameda CTC, City of Emeryville, City of Oakland and Contra Costa County. A PowerPoint presentation describing the concepts and their benefits and challenges was made to each of these bodies, followed by a question and answer period. The comments by members of these groups were captured in notes and the online survey link was distributed.

Publicity for Round 2

The San Pablo Avenue Corridor Project Round 2 engagement efforts were widely publicized throughout the seven jurisdictions using a variety of means. Announcements about opportunities to engage in the project were made using the following methods:

- Mailings to businesses and residences on and near San Pablo Avenue in Oakland, Emeryville, Berkeley and Albany using contact lists provided by the cities;
- Emails, newsletter articles and social media posts from agency staff and elected officials throughout the corridor;
- Email blasts to the AC Transit email lists; and
- Outreach by partner organizations, e.g. the San Pablo Avenue Revitalization Collaborative (SPARC), SPUR (a regional planning group, with offices in Oakland) and Bike East Bay.

Over 800 postcards with information about the project and a link to the online survey were handed out at the pop-up events, busy San Pablo Avenue locations (to interested people who didn't have time to complete an intercept survey), workshops, and other meetings (see Appendix C for postcard).

Chapter 3 | Findings from Round 2 Outreach & Engagement Process

Introduction

A tremendous amount of feedback was collected from people who use the San Pablo Avenue corridor via the methods and environments described in Chapter 2. This feedback represents people who use San Pablo Avenue for a variety of purposes and who travel by a variety of transportation modes. This chapter provides tables that reflect this input, as well as brief narratives that summarize comments made at outreach events and in survey responses.

The information in this chapter provides a window into people's thoughts regarding the possibility of significantly changing how San Pablo Avenue functions. When reviewing this information, however, it is important to keep the following caveats in mind:

- **The survey was not scientific:** This was not a random analysis; survey takers were self-selected. They learned about the opportunity to provide feedback in a wide variety of ways and chose to do so. These people should not be assumed to be representative of everyone who uses the corridor; rather, it is representative of the people who provided input. Some information about whom completed the survey, by city, type of user, and mode used, is provided in Figures 11-13 (Chapter 2)
- **Some participants' views were recorded in more than one way:** A stakeholder meeting representative who completed a preference matrix was free to later complete the online survey. In these instances, aggregated information gave such people more than one "vote." Similarly, survey participants had the option of reporting more than one type of corridor user type and more than one mode they use on San Pablo Avenue, so a single respondent's preferences are sometimes reported in multiple figure columns.
- **Complex information is difficult to convey in an online survey:** The similarities, differences and trade-offs between the three concepts are complex and can only be described at a high level in an online survey. Therefore, some of the nuance of the concepts may not have been as clear to survey-takers than to those who participated in a face-to-face activity, where more detailed discussion was possible.

Depending on the outreach method, participants in the outreach process gave two primary types of input:

- **Concept Preferences:** They indicated which of the three concepts they like best, or they could indicate that they prefer the current condition of San Pablo Avenue or suggest a different configuration.

- **Trade-off Preferences:** They indicated preferences for one of key pairs of improvements, e.g. a street with two auto lanes or one with one auto lane and a dedicated bus lane.

This chapter presents participants' feedback on the proposed concepts and trade-offs during Round 2.

Preferred Concept

Participants in the Round 2 outreach process indicated their favored concept in the online survey, preference matrices and via dot-voting at the community workshops. The online survey, which had more than 2,100 responses, asked which concept each respondent prefers or if they like San Pablo Avenue how it is today or some other configuration. The preference matrices, completed by fewer than 100 people, did not offer the last two options, nor did dot-voting, with the exception of the Berkeley workshop (see Appendix D for information about dot-voting and its results). Figure 17 shows how each group responded.

Overall, online survey-takers prefer Concepts A and B in approximately equal measure, followed by existing conditions, with Concept C as the least preferred among online survey takers. Taken together, 57% of respondents prefer a concept which includes dedicated bus lanes, and 44% prefer a concept with a bike lane on San Pablo Avenue.

By City, the online survey results are more varied (see Figure 18). For example, over 50 percent of Oakland respondents selected Concept A, whereas Concept A, B and existing conditions were essentially tied in Berkeley at 26-29% each, and existing conditions was the most selected option in Albany, Richmond and San Pablo. Taken together, the majority of respondents in Oakland, Emeryville and Berkeley prefer a concept that includes a dedicated bus lane (with a strong preference in Oakland and Emeryville at 70-78%), whereas the majority in Oakland prefer an option with a dedicated bike lane (and 50% of respondents in Emeryville). In all other cities, there is no clear majority preference. These summarized responses can be found in Appendix D.

When the results are assessed by type of user, business-owners as a group strongly prefer existing conditions over any of the three concepts (46%); they prefer the roadway the way it is today at a higher rate than any other user group prefers any option (see Figure 19). For most other user groups, preferences are relatively evenly divided between Concept A and B (27-30%) and existing conditions (21-25%). Commuters have a slightly higher preference for Concept A (33%).

Motorists who say they use San Pablo Avenue to avoid congestion on I-80 prefer Concept B. People who drive on San Pablo Avenue (as one of their modes) also prefer Concept B (Figure 20). Users of all other modes, including walk, bike, bus, BART, Lyft/Uber and scooters, prefer Concept A.

As far as preferences expressed in stakeholder meetings, nearly half of those who filled out a preference matrix like Concept A best, with Concept B in second place. Appendix D shows that dot-voting also revealed a strong preference for Concept A of the three concepts (but this reflects very few participants).

Figure 17: Preferred Concept: Overall

Survey question: Which of the options would you prefer for San Pablo Avenue? Please select one.

Concept	Online survey*		Preference matrices**	
	#	%	#	%
Concept A	615	29%	28	48%
Concept B	607	28%	20	34%
Concept C	327	15%	10	17%
How San Pablo is today	475	22%	N/A	---
Other	130	6%	N/A	---
Total Unique Respondents	2,154	100%	58	100%

*Options were: Concept A, Concept B, Concept C, How San Pablo Avenue is today (two shared lanes for all vehicles in each direction, parking on both sides of the street, generally no bike lanes) or Other (please specify)

**Preference matrices didn't offer "How SPA is today" or "Other" options.

Note: Dot-voting results from workshops are presented in Appendix D, as they offered different options depending on location.

Source: online surveys, preference matrices

Figure 18: Preferred Concept: By City

Survey question: Which of the options would you prefer for San Pablo Avenue? Please select one.

City	A		B		C		Ex. Cond.		Other		Total
	#	%	#	%	#	%	#	%	#	%	
Oakland	230	52%	112	25%	60	14%	18	4%	21	5%	100%
Emeryville	28	33%	31	37%	14	17%	5	6%	6	7%	100%
Berkeley	200	26%	223	29%	104	13%	204	26%	45	6%	100%
Albany	40	19%	55	26%	21	10%	68	32%	28	13%	100%
El Cerrito	44	17%	81	31%	51	19%	75	28%	14	5%	100%
Richmond	39	15%	71	28%	56	22%	79	31%	10	4%	100%
San Pablo	3	11%	9	32%	6	21%	10	36%	0	0%	100%
Other	31	33%	25	27%	15	16%	16	17%	6	6%	100%
Total Unique Respondents	615	29%	607	28%	327	15%	475	22%	130	6%	2,154

Note: Options were Concept A, Concept B, Concept C, How San Pablo Avenue is today (two shared lanes for all vehicles in each direction, parking on both sides of the street, generally no bike lanes) or Other (please specify)

Source: online surveys

Figure 19: Preferred Concept: By Type of User

Survey question: Which of the options would you prefer for San Pablo Avenue? Please select one.

Type of User	A		B		C		Ex. Cond.		Other		Total
	#	%	#	%	#	%	#	%	#	%	
Business-owner	13	18%	10	14%	10	14%	33	46%	5	7%	100%
Resident	335	27%	377	30%	195	16%	262	21%	71	6%	100%
Commuter	252	33%	215	28%	135	17%	131	17%	39	5%	100%
Shopper	397	27%	402	28%	223	15%	334	23%	96	7%	100%
Restaurant patron	480	29%	459	28%	247	15%	346	21%	99	6%	100%
To avoid I-80	213	22%	281	29%	165	17%	241	25%	57	6%	100%
Other destinations	350	28%	330	27%	174	14%	301	24%	90	7%	100%
Other	28	28%	30	30%	11	11%	21	21%	10	10%	100%
Total Unique Respondents	615	29%	607	28%	327	15%	475	22%	130	6%	2,154

Note: Options were: Concept A, Concept B, Concept C, How San Pablo Avenue is today (two shared lanes for all vehicles in each direction, parking on both sides of the street, generally no bike lanes) or Other (please specify)

Source: online surveys

Figure 20: Preferred Concept: By Mode Used on San Pablo Avenue

Survey question: Which of the options would you prefer for San Pablo Avenue? Please select one.

Mode Used on SPA	A		B		C		Ex. Cond.		Other		Total
	#	%	#	%	#	%	#	%	#	%	
Walk	417	34%	361	29%	172	14%	202	16%	78	6%	100%
Bike	423	47%	231	26%	140	16%	56	6%	42	5%	100%
Bus	330	43%	248	32%	73	10%	77	10%	40	5%	100%
BART	134	37%	104	29%	44	12%	54	15%	24	7%	100%
Drive	428	24%	511	28%	287	16%	466	26%	112	6%	100%
Lyft/Uber	138	34%	123	31%	71	18%	51	13%	20	5%	100%
Scooter	45	58%	16	21%	11	14%	5	6%	1	1%	100%
Other Travel Mode	5	13%	12	32%	8	21%	5	13%	8	21%	100%
Total Unique Respondents	615	29%	607	28%	327	15%	475	22%	130	6%	2,154

Note: Options were: Concept A, Concept B, Concept C, How San Pablo Avenue is today (two shared lanes for all vehicles in each direction, parking on both sides of the street, generally no bike lanes) or Other (please specify)

Source: online surveys

Trade-off Questions

The second strategy that was used to understand Round 2 outreach participants' preferences was to ask people to choose between a series of pairs of potential improvements. The online and intercept surveys offered the same set of choice pairs illustrated with precedent photos (see Figure 21 for pairs and results, and Appendix C for survey instruments). Difficult trade-offs are inherent in each of the concepts and these questions were an attempt to get input on specific improvement elements separate from the complete concepts. It should be noted that some concerns were expressed by survey participants that these forced choice questions unfairly pitted certain improvements against others and 3-10% of respondents did not provide answers to these questions.

Not all of these trade-offs are direct corollaries to one or more concepts, but opinions expressed via the trade-off questions indicate a general preference for elements of Concept B (parallel bike facilities, managed parking lane and curb extensions) and

Concept A or B (dedicated bus lanes). This is consistent with the overall concept preferences discussed above and reflected in **Error! Reference source not found.** Figure 17. Two of the trade-off pairs – 3 and 5 – give us information that doesn't correspond as directly to one or more concepts: specifically, survey participants prefer protected intersections for bikes and removing the right turn lane over bikes mixing in the right-turn lane, and prefer a landscaped median over parking on both sides of the street. Appendix D includes these results broken down by city, user type and mode.

Figure 21: Trade-Off Choices: Overall

Survey question: For each question, please choose either the first or second choice as your preferred option.

Trade-off Question	#	%
Question 1		
A: A dedicated bus lane and one auto lane in each direction, which will improve bus reliability and speed but decrease space and speed for autos.	1,403	59%
B: A street with two auto lanes in each direction (today's conditions), which result in auto and bus reliability and speed worsening over time.	875	37%
No response	97	4%
Question 2		
A: Bike facility on a nearby parallel street to San Pablo Avenue that is low-stress and high-comfort.	1,624	68%
B: Protected bike facility directly on San Pablo Avenue that would require mixing with cars at driveways and intersections.	671	28%
No response	80	3%
Question 3		
A: Bike facility on San Pablo Avenue that would require mixing with cars at intersections in auto right turn lanes.	862	36%
B: Bike facility on San Pablo Avenue that continues with protection through intersections but removes right turn lanes for autos; autos would turn right from the through lane across the bike lane.	1,283	54%
No response	230	10%

Trade-off Question	#	%
Question 4		
A: A managed lane where the curbside parking lane converts to a travel lane at high-traffic periods to allow for more travel capacity (like Ashby Avenue in Berkeley).	1,487	63%
B: Keep parking on both sides of the street all the time and have one less lane for autos throughout the day.	711	30%
No response	177	7%
Question 5		
A: Landscaped median and parking on only one side of the street.	1,311	55%
B: No median and parking on both sides of the street.	931	39%
No response	133	6%
Question 6		
A: An extension of the curb to shorten crossing distances at intersections on San Pablo Avenue, with bike facilities on parallel streets.	1,215	51%
B: Bike lanes on San Pablo Avenue and no extensions of the curb at intersections to shorten crossing distances.	1,009	42%
No response	151	6%

Source: online surveys, intercept surveys

Qualitative Feedback

In addition to expressing preferences for a particular roadway configuration or choices between trade-offs many people who provided feedback during Round 2 also provided qualitative feedback. This includes responses to open-ended online survey questions, comments on preference surveys, and verbal comments at meetings and at pop-ups and during intercept surveys.

Open-Ended Survey Responses

Figure 22 summarizes, at a very high level, the over 3,500 comments about the concepts that people submitted via the online survey and preference matrices. It divides these comments into the categories listed below. More detail on the primary concerns expressed by participants is described thereafter.

- **Supportive of an element of one or more of the concepts:** It is assumed that people who expressed support for an element present in one of the concepts, such as a dedicated bus lane or parking on both sides of the street, indicated a preference for their favorite concept that includes that element. Favored elements will be considered one-by-one in the next project phase, when the selected or hybrid concept is further developed.
- **In opposition to an element of one or more of the concepts:** Similarly, it is assumed, if someone dislikes a concept's element, such as a bus or bike lane, that they did not choose a concept that contains that element. These comments will also be considered in the next project phase.
- **Desire an additional element:** These comments supported improvement details that could be considered in any concept and/or will be further developed during later phases of project development, such as landscaping and specific pedestrian safety improvements.
- **General comments:** These did not relate to the selection of a concept per se and tended to fall into the following categories:
 - Options that have been considered and rejected (e.g., side-running buses, center-running cycle-track);
 - Commentary on the San Pablo Avenue Corridor project effort as a whole; and
 - Making sure the project team understands the needs of particular groups of travelers, particularly as they relate to people with mobility challenges and to older adults who say they are unlikely to walk or bike in the future.

Figure 22: Likes/Dislikes of Elements of Concepts A, B or C

Survey question: Are there elements of one or more concepts that you particularly like? Why?

Comments Reflective of Support for or Opposition to Elements of A, B or C	
Comment Category	#
Supportive of an element	1,283
In opposition to an element	1,308
Desire another element	267
Other	690
Totals	3,548

Source: online survey & preference matrices.

The following list represents a summary of some key themes that emerged from qualitative feedback received via all outreach/engagement methods:

1. **Parking:** The effect on local business of less parking, delivery, pick-up or drop-off curb space;
2. **Congestion:** Traffic congestion on San Pablo Avenue diverting to neighborhood streets;
3. **I-80 ICM:** The relationship to the I-80 Integrated Corridor Mobility project, which relies on San Pablo Avenue as a reliever route;
4. **Bus stop spacing:** Increasing the distance between bus stops, particularly for people with mobility challenges;
5. **Bike lanes:** The confusion caused by parking-protected bike lanes for motorists and safety concerns for pedestrians (reference to Telegraph Ave), e.g. feelings that bike lanes adjacent to the sidewalk are difficult to cross at intersections, particularly for pedestrians with visual impairments.
6. **Emergency access:** Providing adequate space for emergency vehicles and evacuation;
7. **Enforcement:** Enforcement would be needed for managed lanes or dedicated bus or bike lanes;
8. **Construction:** The effect of prolonged construction on local businesses (references to East Bay BRT project underway on International Blvd.);
9. **Outreach:** The Round 2 outreach process did inadequate outreach to older, long-term residents along the corridor; and
10. **Implementation:** Participants were concerned that, even if dedicated bus lanes make service more reliable, there will not be sufficient resources to make it more frequent. Similarly, some skepticism was expressed that if bike lanes are not provided on San Pablo Avenue, parallel bike routes will be less direct and there may not be the resources to improve them.

This feedback underscores the importance of outreach that will be undertaken during the next phase of the San Pablo Avenue Corridor Project; it must include focused conversations with affected stakeholders to help identify and integrate potential solutions into project design, development and construction.

Verbal Stakeholder Feedback

The San Pablo Avenue outreach process convened two focus groups each of transit passengers and seniors/people with disabilities (four total, one per county per group). Concerns from these focus group participants was consistent with the concerns listed above. Making San Pablo Avenue easier and safer to walk along, and particularly

across, was a frequent request by participants in all groups. Two other comments at these meetings address dimensions of bike lanes that were not otherwise mentioned:

- Bike lanes would help to keep bicyclists and possibly scooters off the sidewalk; and
- Bike lanes adjacent to the sidewalk are difficult to cross at intersections, particularly for pedestrians with visual impairments.

Three similar meetings of San Pablo Avenue merchants were also part of the Round 2 outreach process. The feedback from these business-owners was also consistent with the ten categories above. Many fear that any of the three concepts being considered will create extreme traffic congestion and the lack of parking and loading/unloading zones will “kill their businesses”; however, some business owners report seeing the demographics of their customers changing, with more arriving by bike, so they support better facilities for these customers.

Finally, the bicycle focus group clearly stated that transit should be the #1 priority on the corridor. The majority desire bike lanes on San Pablo Avenue, though some do not want to ride on San Pablo Avenue and prefer an enhanced parallel route. Those desiring a facility on San Pablo Avenue cited the following reasons to build bike lanes on San Pablo Avenue:

- Their destinations are on San Pablo Avenue.
- It is the most direct route for a continuous bike network.
- It is the most “legible” route, whereas navigating a parallel network that changes streets frequently could be stressful and confusing.
- It feels safer to ride on San Pablo Avenue at night than through some adjacent neighborhoods where there is little activity.

In summary, other qualitative themes from focus groups with specific user groups were:

- **All:** Making San Pablo Avenue easier and safer to walk along and to cross
- Seniors/People with Mobility Challenges:
 - Importance of loading and parking close to destinations
 - Concerns around conflicts with cyclists: some interest in adding bike lanes so fewer bikes and scooters on the sidewalk, others wanting bikes on parallel facilities away from SPA
- Merchants:
 - Fear of loss of parking/loading and traffic congestion
 - Recognition by some business-owners that a growing number of customers bike
- Bicyclists:
 - A dedicated bus lane needs to be #1 priority in the corridor

- Notable minority prefers parallel route
- Most prefer facility on San Pablo, reasons for this include:
 - Many destinations are on San Pablo Avenue
 - It is the most direct route
 - It is the most “legible route” (they cited the stress caused by navigating turns of parallel route and always having to check a map)
 - They expressed concerns about the safety of the parallel route, especially at night
- Transit Riders:
 - Quality of facilities and personal safety matter (e.g. cleanliness, lighting, rider behavior)

Next Steps for San Pablo Avenue Corridor Project

The feedback summarized here will be shared with the TAC and elected officials during June and July 2019. This information, along with results from prior phases (existing conditions, needs identification, and concept evaluation) will be used to help select a concept or hybrid concept(s), which will move into the next phase of project development. This phase will consist of developing a Caltrans Project Initiation Document, designing more detailed plans at the segment level, conducting additional technical analysis of key issues (e.g., intersection operations, developing transit and signal timing operations plans) and environmental review. As plans for the corridor move into the city-specific and block-specific levels, the community will again be engaged to help inform the next phases of plans and designs.