



# Inclusive Engagement Report

Community Engagement Summary Report & Recommendations



June 2023

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## Acronyms

Acronym	Definition
<b>AAC</b>	AC Transit's Accessibility Advisory Committee
<b>ADA</b>	Americans with Disabilities Act
<b>Alameda CTC</b>	Alameda County Transportation Commission
<b>BIPOC</b>	Black, Indigenous, and People of Color
<b>CBO</b>	Community-based Organization
<b>CEC</b>	Culture and Engagement Committee
<b>FITS</b>	Freight Intelligent Transportation System
<b>GoPort</b>	Global Opportunities at the Port of Oakland
<b>IAP2</b>	International Association for Public Participation
<b>IEG</b>	Inclusive Engagement Guide
<b>IER</b>	Inclusive Engagement Report
<b>JEDI</b>	Justice, Equity, Diversity, and Inclusion Ad Hoc Committee
<b>MTC</b>	Metropolitan Transportation Commission
<b>PAPCO</b>	Paratransit Advisory and Planning Committee
<b>PIO</b>	Public Information Officer
<b>PTA</b>	Parent Teacher Association
<b>QR</b>	Quick response code
<b>REAP</b>	Race and Equity Action Plan
<b>SRAC</b>	East Bay Paratransit's Service Review Advisory Committee

# 1 Introduction

The Inclusive Engagement Report (IER) is a culmination of research, community engagement, internal staff focus groups, and input from Alameda CTC Commissioners, all toward the objective of helping the agency engage more inclusively and authentically with the communities it serves in Alameda County.

This key deliverable for the agency's equity work program, or Equity Initiative, summarizes findings and recommendations to guide agency-wide engagement that prioritizes equity, inclusion, justice and diversity across all agency activities. It documents best practices, lessons learned, case studies, recommendations, and provides explicit guidance and expectations on how to conduct inclusive engagement for transportation efforts led by the agency.

The recommendations in the IER are intended to help the agency engage the public in meaningful and authentic ways to develop better and more inclusive and successful plans, projects, and programs with the following goals and objectives:

- Understand and incorporate inclusive outreach and engagement practices
- Confidently implement tailored engagement plans and expand our outreach toolkit
- Ensure that all Alameda CTC staff and consultants have the resources and knowledge to engage with diverse stakeholders throughout Alameda County
- Work to build trust, credibility, and informed dialogue with the public

The findings and recommendations in the IER will directly inform agency processes and procedures and guidance to agency staff in order to further institutionalize and standardize inclusive engagement methods in the format of an inclusive engagement guide that will be a living document. This will also include resources and information provided to staff on Title VI and language assistance. Additionally, the agency will conduct training for staff and build capacity across departments and provide materials and resources to staff Project Managers for incorporating inclusive engagement into scopes of work.

## 1.1 Agency Equity Background

At the March 2022 Commission Retreat, Alameda CTC established a multi-faceted effort to prioritize advancing equity in the Commission's work, including the creation of the Justice, Equity, Diversity, and Inclusion (JEDI) Ad Hoc Committee. The JEDI Ad Hoc Committee was tasked to ensure that all Commission-led initiatives are developed through the lens of justice, equity, diversity, and inclusion. The Equity Initiative focused on three main elements:

- **Alameda CTC Equity Statement** to explicitly state the agency's commitment to equity and define what equity means to Alameda CTC.
- **Race and Equity Action Plan (REAP)** to outline concrete actions that agency leadership and staff can take to advance race and equity in their respective departments, operations, programs, and policies.
- **Agency-wide Inclusive Engagement Report (IER)** and guidance to delineate goals, objectives, actions, and desired outcomes with respect to equitable engagement across all agency-led projects, programs, and plans.

### Alameda CTC Equity Statement

*Alameda CTC recognizes inequities in marginalized communities and is committed to advancing racial, socio-economic, and environmental justice in order to maintain the diversity of our communities. Alameda CTC adopts and implements deliberate policies, systems and actions to deliver transportation funding, projects and programs that result in more equitable opportunities and positive outcomes for marginalized communities.*

The Race and Equity Action Plan (REAP) is an action plan that fulfills this commitment.

The Commission approved the agency equity statement in September 2022. Adopting a clear statement of commitment to advancing racial, socioeconomic, and environmental justice is a key component of further institutionalizing equity for Alameda CTC. At the December 1, 2022 Commission meeting, the agency adopted its first [REAP](#). The REAP begins to fulfill the agency's commitment to equity, as defined in the equity statement, and includes an action plan to implement equity across the agency's diverse functions and work program. The REAP was developed with input from all agency departments and the Executive team, as well as the internal Culture and Engagement Committee (CEC) and the JEDI Ad Hoc Committee. The CEC is comprised of staff from all departments of the agency, and serves in an advisory role assisting in reviewing and informing the major work elements of the agency's equity work program, and will assist in monitoring REAP implementation.

The REAP includes 43 action items, some of which are ongoing. Alameda CTC staff will work to implement these actions throughout 2023 and will present a progress report to the Executive Director every six months. The agency will present its first annual progress report to the Commission in early 2024.

## 2 Community Engagement and Feedback Gathered

Alameda CTC initiated discussions with community members and internal staff on current public engagement strategies to better understand how to expand our reach, make our community engagement more inclusive, and further enhance equity in our work, with a focus on how to increase engagement from traditionally marginalized communities. The objectives of the engagement were to seek input from communities on how to best conduct inclusive and equitable outreach and engagement and to seek input on how to best work with populations who do not currently and/or have not historically had good access to public processes for various transportation efforts, and/or who have been disproportionately affected by the negative impacts of transportation decisions.

This effort included an online survey, internal agency focus groups, and listening sessions with stakeholders, members of the public, and community-based organizations (CBOs) throughout Alameda County. In addition, presentations were made to community advisory groups representing paratransit stakeholders for older adults and people with disabilities, including the Alameda CTC Paratransit Advisory and Planning Committee (PAPCO), AC Transit's Accessibility Advisory Committee (AAC), and East Bay Paratransit's Service Review Advisory Committee (SRAC).

Feedback was solicited from October to December 2022 and was publicized through the agency's website, an eblast to over 13,400 stakeholders including 650 CBO emails representing well over 500 CBOs, social media, and the online survey was made available in three languages: English, Chinese, and Spanish. The survey and its translations are included in Appendix A.

### 2.1 Feedback Gathered

The community engagement activities yielded valuable lessons and takeaways that will inform the improvement of public engagement strategies for the agency. The goal was to solicit input and feedback from a diverse group of stakeholders to improve and refine Alameda CTC's public engagement strategies. The topics focused on areas of interest, approaches to engagement, and logistics of engagement. Overall key takeaways are summarized here, along with specific key messages from various engagement activities below.

Overall key takeaways regarding how to inclusively engage include:

- Tailor the message to specific audiences
- Use plain/clear language

- Offer online *and* in-person methods of engagement
- Always include phone/call-in options
- Include variety of times and multiple methods of communication for coverage and diversity of input

The public online survey received over 450 responses. The survey was distributed to over 13,400 stakeholders, including a specific list of 650 CBO emails from well over 500 individual CBOs that was developed based on Alameda CTC contacts as well as input from member jurisdictions and stakeholders, who provided valuable local perspective and knowledge. This is the start of a larger contact database of community organizations that the agency looks to improve upon as we do more inclusive engagement with our community partners, which is a key element of implementing the REAP.

Some key points from **the survey analysis** are summarized here:

- Respondents prefer a variety of ways to engage across digital platforms and in-person.
- Respondents want to know how their input is being used and timeline of the project, program, or plan that is seeking their input.
- Respondents want open-ended options to submit their feedback.
- Black, Indigenous, and people of color (BIPOC) responses indicate slightly higher interest in local roadways and lower interest in public transit and active transportation than overall responses.
- BIPOC respondents are more likely to rely on CBOs as a source for providing input on local projects than overall responses.
- Respondents noted Alameda CTC as a trusted and reliable source of information. It should be noted, though, that the majority of respondents received the survey via an email from Alameda CTC, so they were already aware of and engaged with our work as an agency.

A full summary of the survey results is included in Appendix B.

### Listening Sessions

In addition to the survey, listening sessions were held with community members to facilitate more detailed discussions. These included two virtual open house listening sessions held via Zoom as well as three presentations to community advisory groups representing paratransit/Americans with Disabilities Act (ADA) stakeholders, including Alameda CTC's PAPCO, AC Transit's AAC, and East Bay Paratransit's SRAC.

Key takeaways from these **listening sessions** include:

- Prioritize accessibility and provide a range of convenient and easy-to-use engagement options, including in-person, phone/call-in, and virtual.
  - Additionally, we heard specifically that phone/call-in options were particularly helpful for those with limited vision, limited dexterity, and those who have limited or no access to high-speed internet, a computer, or a personal mobile device.
- Offer engagement opportunities that are meaningful and timely.
- Share how input and feedback gathered from engagement opportunities will be used to inform project, program, and planning processes.
- Utilize straightforward, easily understandable language that is free of jargon and technical terms.

A summary of the listening sessions can be found in Appendix C.

### Staff Focus Groups

Internal focus groups were held to share initial findings from the survey and listening sessions and brainstorm what might be internal barriers for conducting more inclusive engagement for Alameda CTC's unique work program.

These **challenges** are summarized as the following:

- Meaningfully engaging on countywide or large-scale projects in smaller communities.
- Understanding agency and project needs for level of community engagement that is desired or expected, such as when is a Public Information Officer needed.
- In person events like Town Halls tend to attract only those with strong opinions on a particular issue. This can create a biased or unbalanced conversation.
- More recent trend towards pop ups are useful for providing information broadly but don't often allow for meaningful dialogue or in-depth discussion.
- Community engagement requirements vary by what the project is, where the project is located, and what level of environmental clearance is needed.
- Limitations in contracting and scoping when there is a lack of flexibility in the contract. It is often more effective to work with cities and other agencies on the workplan before beginning a project. There may be a need to revisit a workplan or budget during a project to ensure progress and for the team to be flexible given any lessons learned.
- To make public engagement efforts inclusive and effective, dedicating budget to resources such as language access are often necessary. As such, understanding and leveraging the budget for inclusive engagement early in the project stages is essential.

### **Recommendations Directly Responding to Internal Barriers to Inclusive Engagement**

One challenge with resources is the lack of a comprehensive toolkit of best practices for staff to refer to when planning outreach and engagement efforts. It would be helpful to have an internal resource that summarizes what has worked and what hasn't in the past.

In-house communications staff can be a valuable resource for co-developing project messaging and ensuring a consistent approach to outreach efforts. However, it's important to have ample staff to handle the workload of large-scale projects like corridors across the county, such as recent efforts including the San Pablo Avenue Multimodal Corridor Plan Project and the Central Alameda County Comprehensive Multimodal Corridor Plan.

Leveraging consultants will be instrumental to carrying out Alameda CTC's varied work program and interfacing directly with communities. It would be beneficial to have access to consultants who are familiar with Alameda CTC's outreach methods, especially local firms that would have established community relations.

### **Understanding the Role and Influence Alameda CTC Holds**

Effective and meaningful engagement requires tailoring the message to the audience and ensuring that individuals understand the relevance of transportation projects, programs, or plans to their personal experience. Some stakeholders shared their experiences of participating in advisory groups and feeling like their input was not used in a purposeful way.

As such, understanding how their input will be used and implemented demonstrates the importance of ensuring people feel that their input is valued and considered in the decision-making process.

## 3 Recommendations and Best Practices

Several best practices for public outreach and engagement shared by community and staff members through the listening sessions include partnering with CBOs, offering a mix of virtual and in-person events, using focus groups, incorporating language channels during virtual meetings, and utilizing pop-up events.

### 3.1 Key Findings

Based on the community engagement that was conducted, **five key findings** have been identified to serve as recommendations and best practices:

#### 1. Have Dedicated Resources to Champion and Prioritize Public Outreach

This can address feedback from the community that input is being sought too late in the decision-making process.

This can also support Project/Program Managers in their work.

#### 2. Focus on Plain and Clear Language and Graphics

Stakeholders emphasized the need for language that is straightforward, easy to understand, and free of jargon or technical terms.

This can be improved on our project and program webpages and fact sheets.

#### 3. Accessibility Should Be a Top Priority to Reach Underserved Communities

Both digital and language accessibility should be a top priority.

Limited vision community members emphasized the importance of ensuring that the main tools used for gathering input, such as the survey, is fully accessible for screen readers and that community members could contact staff to participate or call in to meetings.

Careful translation of materials into other languages is important to ensure that the meaning is accurately conveyed and that the original essence of the message is preserved.

#### 4. Make it Easy for Community Members to Participate

To encourage and incentivize feedback, financial compensation can be effective motivator for participation.

Partnering with local businesses can also help to strengthen connections and build relationships within the community.

It is also important to include open-ended questions and multiple options for responding, which allows people to express their opinions more freely and in their own words.

## **5. Offer a Wide Variety of Event Options**

Timing: The importance of providing a wide range of options for participation is emphasized by the mixed feedback that was received, suggesting community members' ability to participate in meetings is fluid and hence more flexibility and options are required to ensure participation is possible.

Platform: There was also mixed feedback between the preference of in-person versus virtual engagement. Additionally, the platform used for virtual engagement needs to be considered in the context of the audience.

Event type: The variety of event types is also highlighted based on the feedback that interactive and informal methods of engagement, such as interactive maps and open houses, are highly valued.

## **3.2 Commission Feedback – March 2023**

Alameda CTC Commissioners offered additional feedback regarding inclusive engagement strategies at their March 2023 meeting. The feedback includes:

- To be as inclusive and possible, the agency will need to continue to be flexible in our approach because community engagement strategies are ever-evolving and will continue to grow and change.
- Following up on input provided can go a long way in making stakeholders feel heard by the agency. Engagement also entails communicating to the public about what the agency is already doing.
- Not only is the number of respondents important but so is tracking where the responses are coming from in the county.
- Coordinating more with local jurisdictions, CBOs, and universities/educational institutions can help to ensure broader and deeper opportunities for input, including utilizing available email lists, E-newsletters, text alerts, and other communication channels and technology.
- Attending community events such as street fairs, festivals, and farmers markets are great opportunities to engage the public with surveys. Offering free incentives, such as reusable grocery bags, and gamifying the engagement experience are additional motivators for participation. These are also opportunities for the agency to share available resources with the public.

- Engagement should focus not just on offering various methods of input in terms of languages and formats but should also focus on articulating what we plan to do with the input that we receive. Community members want to see that something is happening with their input.
- Immigrant communities are not monolithic as there are different perspectives within each community. Additionally, immigrant communities may have a lack of trust in government. Trusted community leaders and community organizations may be helpful in facilitating receiving input from these hard-to-reach communities.

### 3.3 Additional Considerations for Inclusive Engagement

This section offers additional considerations for inclusive engagement.

#### Accessibility

It is important to consider accessibility in outreach efforts, and there is a need to have someone in-house who is knowledgeable about accessibility or to have access to resources and tools to help ensure materials and events are accessible to all. This is especially important with increasing reliance on virtual and on-line engagement and communication. The agency does not currently have someone in-house who is specifically focused on accessibility. This may be an area that the agency needs to address to ensure that all outreach efforts are inclusive and accessible to all.

#### Translation and Interpretation

The use of CBOs can be effective for reaching communities who may be less trusting of government or who speak different languages. It is important that project managers carefully consider translations to ensure that the intended meaning is conveyed, and to avoid jargon and use simpler language to make it easier to understand and translate. It is helpful to have a multilingual information line or texting option to allow people to communicate in their preferred language, and to have a system in place to provide language accessibility support. Offering materials in other languages and allowing for language requests for public meetings can remove barriers to public participation.

#### Compensation/Incentives

Offering a variety of incentives, such as financial compensation, gift cards, or the opportunity to win something of value, can increase participation from a wider range of community members and demonstrate that the agency values participants' time and perspectives. The agency can consider allowing CBOs to offer incentives, such as gift cards, to encourage participation in outreach efforts. Being flexible with the type of incentives offered, as different communities may value different rewards, can allow for more targeted and community-sensitive engagement. Consider offering cash

payments as a way to show appreciation and compensate individuals for their time and expertise as community experts.

### Childcare/Daycare

Offering childcare or daycare services at public events can incentivize participation by allowing parents and caregivers to attend without worrying about their children's care. This is especially helpful for individuals without access to affordable or reliable childcare, or who cannot afford to pay for it while attending an event. This can remove a barrier to participation and make it easier for parents and caregivers to engage in the outreach process. This can also increase the diversity of voices and perspectives represented at events, as parents and caregivers may come from a variety of backgrounds and experiences.

### Local Food/Businesses

Involving local businesses in public engagement events can help to strengthen connections and build relationships within the community. Local businesses often have a strong presence and are well-respected within their neighborhoods, so partnering with them can help increase the perceived legitimacy and value of the event. Providing local food options at the event can also be a way to support and highlight the local economy, as well as potentially making the event more attractive and enjoyable for attendees. Working with local businesses can also help to ensure that the event is culturally relevant and responsive to the needs and preferences of the community.

### Methods of Communication

There are a number of options regarding methods of communication to consider when initiating community engagement.

- **Phone Service** – have a multilingual information line or phone number where community members can leave a message in their preferred language and receive a response in that language. This can be useful for increasing outreach and engagement with communities who may not speak English or have limited English proficiency. This can also help connect people who are interested in learning about a project, program, or plan with an interpreter who can provide information in their preferred language. It can also help increase trust with government agencies, as people may feel more comfortable leaving a message in their own language rather than trying to communicate in English.
- **Texting** – gather feedback or conduct surveys by asking for permission to text and allow people to opt-out. This allows for a list to be created for communication purposes and allows for people to opt-out if they do not want to receive texts.

- **Community-Based Media** – reaching out via community-based news media, such as El Timpano, can be a useful way to increase project awareness or advertise a public event. This can be particularly effective for reaching targeted audiences. Working with a community-based news organization can also be a way to engage with and reach out to a specific community that may not be as trusting of government or mainstream media sources. By partnering with a trusted source within the community, agencies and organizations can help ensure that their message is being effectively conveyed and received by the intended audience.
- **Social Media Channels** – using cultural-specific social media channels, such as Whatsapp or WeChat to reach specific communities could help Alameda CTC increase its exposure and reach in these communities, but careful consideration of which platforms to use is needed. One key component of a successful social media strategy is to keep messaging and visuals clear and concise. Short, attention-grabbing messages and visually appealing content can help to draw the attention of the target audience and increase engagement.
- **Email/Newsletters** – by sending regular newsletters or emails to an opt-in list of interested individuals, organizations can keep their audience informed and engaged with their work. One key benefit of using email and newsletters as a form of public engagement is that it allows for targeted communication. Alameda CTC can segment their email list based on interests, demographics, or other factors, and tailor their messages to specific groups of people. It is also important to have a clear call-to-action such as a survey, feedback form, or sign-up for a meeting. This will give the audience an opportunity to engage with the agency in a more interactive way.

### Door-to-Door Outreach

Door-to-door outreach can be effective in reaching specific groups that may be particularly impacted by a project. This method is used strategically to reach out to certain properties or business owners/tenants and can be especially helpful in cases where people may not be inclined to seek out information about a project on their own. Door-to-door outreach could provide an opportunity for community members to have in-person conversations with agency staff, especially when they are able to speak other languages, distribute materials (in multiple languages), and share materials that provide high level information (e.g. project fact sheet).

### Focus Groups

Focus groups can be effective for gathering input and ideas from a small group of people and can allow for discussion and idea bouncing. A skilled facilitator can guide the conversation towards the information the agency is seeking input on. However, it's

important to ensure that all voices in the group are heard and that the conversation is not dominated by a few community members.

### **Pop-Ups**

Pop-up events can be an effective way to reach both the general public and those with a particular interest in the subject. Placing pop-ups in strategic locations, such as established community events like farmers markets, can help increase participation since it allows for direct engagement with community members. Providing incentives, such as free promotional items for a feedback mechanism like a survey, can attract and engage more attendees.

One of the pop-up events for the East Bay Greenway project utilized eye catching visual graphics and reusable shopping bags and hand sanitizer giveaways to attract attention and encourage participation.

### **Surveys**

Surveys can be an effective way to gather information and opinions from a large number of people, but it is important to consider the design of the survey and ensure that it is accessible and inclusive to a diverse range of people. This means survey questions should be clear and concise and overall survey length should be considered to maximize participation and completion. Quick response (QR) codes placed at strategic locations such as transit stops can be useful for increasing responses. As important as it is that digital versions are available, ensuring accessibility to people without digital devices is essential. Hard copies of survey can be dropped off at partner organizations, libraries, community centers, senior centers, etc.

It is also important to consider the demographics of the respondents and weigh the results accordingly to accurately reflect the opinions of the larger population.

### **Transportation Forums**

Transportation forums can be effective in engaging the public as they allow people to directly talk to staff who are involved in projects and programs. However, these events require significant time and resources and having a lead staff can help ensure efficient execution. Hybrid events, which allow for both in-person and virtual participation, can be a good compromise.

It may also be possible to replicate the forum format in a virtual setting. This would take resources including consultants with experience facilitating and organizing such forums, and would require further discussion on what type of projects would be best suited for this arrangement.

### **Partnerships with CBOs**

Partnering with CBOs leads to better projects as the CBOs are community experts and can provide important information on how, when, etc., to engage with certain

communities. Partnerships with CBOs can be effective in engaging communities who may not be as trusting of government agencies or officials, or who speak languages other than English. These partnerships can involve CBOs leading workshops and other outreach activities, which can increase trust and result in more meaningful input from community members.

It can be helpful to work with CBOs and use a variety of communication channels to reach a broader range of populations and gather more representative data. However, it is important to carefully consider the resources required, including time and resources for translation, to ensure that these partnerships are effective and produce meaningful results.

## 4 Examples of Inclusive Engagement in Practice

This section includes three Alameda CTC case studies: Safe Routes to Schools Program, Global Opportunities at the Port of Oakland (GoPort) Program, and the Metropolitan Transportation Commission's (MTC's) Next Generation Freeway Study, as examples of inclusive engagement.

### 4.1 Safe Routes to Schools Program

The Safe Routes to Schools Program is an ongoing program that focuses on engaging with active and participating schools and communities to promote safety and encourage walking, biking, rolling, scooting, and taking transit to and from school. The program has several main elements, including large-scale engagement events, general engagement and trainings, targeted outreach, technical engineering support to help cities and schools identify infrastructure improvements, and a program evaluation component.

Program engagement includes newsletters, social media, one-on-one meetings with site coordinators, Parent Teacher Associations (PTAs), surveys, and focus groups. The program also holds quarterly Youth Task Force meetings in different parts of the county. Based on data, the program has found that e-mail communication and task force meetings are the most effective methods of engagement, while outreach to schools that are not actively participating in the program or show little to no interest has been the least effective.

To better reach underserved audiences, the program is working to customize the program to the specific interests and participation of different communities. The program will move away from white papers and towards visually appealing reports to present ideas and information in more impactful and reader-friendly ways for diverse stakeholders.

### 4.2 GoPort Program

GoPort is a program of projects to improve truck and rail access to the Port of Oakland, one of the nation's most vital seaports that includes grade separation on 7th Street and utilizing the Freight Intelligent Transportation System (FITS) technology to improve safety, throughput, and efficiency.

The GoPort Public Information Officer (PIO) position established long-term relationship building with the community. In this case, it appears that using existing organizations

and meetings as a method for public outreach and engagement was an effective way to reach a broad set of community members. By utilizing already established community groups and meetings, the project was able to reach a diverse range of community members and gather valuable input. This approach was a more efficient use of agency resources and the public's valuable time, as there was no need to set up separate and duplicative meetings.

The program has also indicated that text-based communication can be an effective tool for public outreach and engagement, as long as it is done with permission and people have the option to opt-out. Due to the project's impact in West Oakland, which has a large concentration of low-income and minority populations, the importance of following Title VI<sup>1</sup> and language requirements is also emphasized.

### 4.3 MTC's Next Generation Freeway Study

MTC's Next Generation Freeway Study will examine potential pricing strategies as a means of shaping the future of Bay Area freeways. The MTC Study is committed to involving stakeholders and communities in developing a more positive and equitable vision for the region's freeways. Equity is a key priority for the study, and any recommendations must benefit all freeway users, including residents of the Bay Area and commuters from outside the region.

To guide the study process, staff have proposed a set of five principles based on a review of existing frameworks:

1. Identify priority populations.
2. Articulate clear goals, measurable outcomes and metrics that affirmatively address racial and social inequities.
3. Co-create pathways toward goals that a) avoid/redress past harms, and b) proactively address potential burdens of pricing strategies.
4. Determine benefits and burdens with criteria/guiding questions, including consideration of unintended consequences.
5. Recommend pathways that advance equitable outcomes.

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<sup>1</sup> Title VI of the Civil Rights Act (Title VI) is a federal statute that provides that no person shall, on the grounds of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving federal financial assistance. This is a crucial consideration in regional transportation funding decisions.

## Appendix A: Online Survey Questions



### Inclusive Outreach & Engagement Survey

[Esta encuesta está disponible en español](#)  
[此问卷调查有简体中文版。](#)

#### Inclusive and Equitable Engagement Overview

**Help us understand how we can engage with you to make transportation better in Alameda County!**

The Alameda County Transportation Commission (Alameda CTC) plans, funds, and delivers transportation programs and projects that expand access and improve mobility to foster a vibrant and livable Alameda County. Alameda CTC is exploring ways we can make our community engagement more inclusive and enhance equity in our work, including how to increase engagement from traditionally marginalized communities.

*Your input will help us understand how we can best keep you informed, interested, and engaged—so please take 5 minutes to complete this survey. **The survey deadline is extended to November 18, 2022.***

This survey is available in other formats upon request. Please call (510) 208-7400 or email [contact@alamedactc.org](mailto:contact@alamedactc.org) for more information.

What types of transportation are you most interested in?

- ☐ School-based programs (e.g., Student Transit Passes, Safe Routes to Schools)
- ☐ Older adult and Paratransit/disabled services
- ☐ Public transportation like buses, trains, and ferries
- ☐ Active transportation (e.g., walking or bicycling)
- ☐ Local roadway improvements
- ☐ Highway improvements
- ☐ Other (fill in the blank)

Survey continued on the following pages

To ensure our transportation plans and projects are developed with input from various local communities, we often ask community members for input on transportation needs and priorities. For example, if you were asked to provide feedback on a transportation plan, what's the ideal way of getting your input?

- ☐ In person, at a booth or table where I am already travelling (grocery store, park, community center, bus stop)
- ☐ At a scheduled in-person event, such as at a community building like my local library
- ☐ At a scheduled small group discussion, either in-person or virtually
- ☐ Online comments (website, social media)
- ☐ Online survey feedback
- ☐ Via a phone number provided
- ☐ Other (fill in the blank)

If we are hosting a community meeting for a transportation plan or project, what are the most convenient times for you to provide feedback?

- ☐ Weekday mid-day
- ☐ Weekday evenings
- ☐ Weekend mornings
- ☐ Weekend afternoons
- ☐ I prefer online tools such as surveys that I can fill out anytime
- ☐ I don't have the time to give feedback in-person or online
- ☐ Other (fill in the blank)

We'd like to know what would help you provide feedback. Please rank the following, with 1 being the most likely to encourage you to provide feedback. Drag and drop the boxes below in your preferred order with 1 at the top.

- **1: Provide food and drinks**
- **2: Provide childcare**
- **3: Provide information/presentation at an event I am already attending**
- **4: Get compensated**
- **5: Provide accessible accommodations (wheelchair access, interpretation, materials in other languages and formats)**
- **6: I would rather provide feedback virtually (via website, social media, or other platform)**
- **7: Advertise in local, community paper or radio program that I trust**
- **8: Written survey or feedback**

Would you be more comfortable providing your input to a government agency like Alameda CTC or a community-based/non-profit organization?

- ☐ Alameda CTC
- ☐ Community-based or non-profit organization
- ☐ Other (fill in the blank)

What can we do better in order to get your feedback on our transportation plans and projects?

To help us ensure we have good geographic representation throughout Alameda County, please enter your zip code:

## We'd like to learn a little more about you!

The questions below are entirely optional and anonymous. Your responses will help us further improve transportation and engagement in Alameda County.

What is your race/ethnicity?

- ☐ White
- ☐ Hispanic/Latino
- ☐ Black or African American
- ☐ Native American or Alaska Native
- ☐ Asian
- ☐ Pacific Islander
- ☐ Prefer not to state
- ☐ Other (fill in the blank)

How did you receive this survey?

- ☐ E-mail from Alameda CTC
- ☐ E-mail from community-based/non-profit organization
- ☐ Social media (e.g. Facebook, Instagram, Twitter, etc.)
- ☐ Word-of-mouth (e.g. through friends or family)
- ☐ At a community, public or neighborhood meeting
- ☐ Other (fill in the blank)

## Thank you for your feedback!

This input will inform how we improve our engagement with community members on our transportation planning efforts, projects, and programs. In addition to this survey, Alameda CTC will be hosting listening sessions/focus groups to obtain additional input in December and January.

If you would like to participate in more detailed discussions on this topic and/or learn more about the listening sessions, please provide your e-mail:

example@example.com

For questions on this survey or to be added to Alameda CTC's email list to learn about upcoming projects and opportunities to provide input, please e-mail [contact@AlamedaCTC.org](mailto:contact@AlamedaCTC.org)



Please visit [www.AlamedaCTC.org](http://www.AlamedaCTC.org) to learn more and follow Alameda CTC on [Facebook](#) and [Twitter](#).

Alameda County Transportation Commission  
1111 Broadway, Suite 800  
Oakland, CA 94607  
510.208.7400  
[www.AlamedaCTC.org](http://www.AlamedaCTC.org)

Submit



## 包容性外展与互动调查

[Esta encuesta está disponible en español](#)  
[This survey is available in English](#)

### 包容公平的互动概览

帮助我们了解我们可以如何与您互动，使阿拉米达县的交通变得更好！

阿拉米达县交通委员会 (Alameda CTC) 负责规划、资助和交付各种可促进易到达性和移动性的交通计划和项目，从而塑造充满活力且宜居的阿拉米达县。Alameda CTC 正在探索我们可以如何使社区互动更具包容性和提升我们工作中的公平性，包括如何促进向来已边缘化社区的互动。

您的意见有助于我们了解我们可以如何让您及时知悉信息，感兴趣和参与。所以，请花 5 分钟时间完成此问卷调查。填写问卷调查的截止日期已延长至 2022 年 11 月 18 日。

此问卷调查的其它格式版本可应要求提供。请拨打 (510) 208-7400 或发送电子邮件至 [contact@alamedactc.org](mailto:contact@alamedactc.org) 以获得更多信息。

#### 您对哪些类型的交通最感兴趣？

- ☐ 基于学校的计划【例如：公共交通学生票 (Student Transit Passes)、安全上学路线 (Safe Routes to Schools)】
- ☐ 老年人服务和辅助公交/残障人士服务
- ☐ 公共交通（例如公交车、火车、渡轮）
- ☐ 主动交通（例如步行或骑自行车）
- ☐ 当地道路改善
- ☐ 干道的改善
- ☐ 其它（请在空白处填写）

Survey continued on the following pages

为了确保我们的交通计划和项目在开发时都参考了各种当地社区的意见，我们常常请社区居民就交通需求和优先事项提供意见。例如，如果您被要求针对某个交通计划提供反馈，我们最宜采用哪种方式来征求您的意见？

- ☐ 在我正在到访的展台或服务台（杂货店、公园、社区中心、公交车站）现场
- ☐ 在一个已安排的现场活动，例如社区建筑物（例如我当地的图书馆）
- ☐ 在已安排的小组讨论会（现场或线上）
- ☐ 在线评论（网站、社交媒体）
- ☐ 在线调查反馈
- ☐ 通过所提供的电话号码
- ☐ 其它（请在空白处填写）

如果我们将针对交通计划或项目举行一场社区会议，您在哪些时段最方便提供反馈？

- ☐ 平日的中午
- ☐ 平日的晚上
- ☐ 周末的上午
- ☐ 周末的下午
- ☐ 我更喜欢在线工具，例如我可以随时填写的问卷调查
- ☐ 我没有时间在现场或在线上提供反馈
- ☐ 其它（请在空白处填写）

我们想要了解哪些措施有助于您提供反馈。请对下列选项进行排序，1 表示最可能会鼓励您提供反馈。拖动并按照您想要的顺序放置下列方框。1 位于最上面。

- ↑ 1: 提供餐饮 (catering food/drink)
- ↑ 2: 提供儿童保育 (child care)
- ↑ 3: 在我正在参加的活动中提供信息/演示 (info demo at event)
- ↑ 4: 提供酬金 (provide honorarium)
- ↑ 5: 提供无障碍的便利措施（轮椅通道、口译以及其它语言和格式的材料）(accessibility)
- ↑ 6: 我宁愿在线上提供反馈（通过网站、社交媒体或其它平台）(online feedback)
- ↑ 7: 在我信赖的本地社区报刊或广播电台进行宣传 (news/radio)
- ↑ 8: 书面的调查或反馈 (written survey)

您会更放心地把意见提供给政府机构（例如 Alameda CTC）还是社区机构/非营利机构？

- ☐ Alameda CTC
- ☐ 社区机构或非营利机构
- ☐ 其它（请在空白处填写）

我们可以做些什么，才能让您针对我们的交通计划和项目提供反馈？

为了帮助我们确保此问卷调查的参与者很好地体现了阿拉米达县的各地域代表性，请输入您的邮政编码：

## 我们希望更详细了解您！

下列问题并非必答，并且是完全匿名作答的。您的回答将有助于我们进一步改善阿拉米达县境内的交通和互动。

### 您的种族/民族是什么？

- ☐ 白人
- ☐ 西班牙裔/拉美裔
- ☐ 黑人或非裔美国人
- ☐ 美国原住民或阿拉斯加土著
- ☐ 亚裔
- ☐ 太平洋岛民
- ☐ 不愿意透露
- ☐ 其它（请在空白处填写）

### 您是如何收到此问卷调查的？

- ☐ Alameda CTC 发送的电子邮件
- ☐ 社区机构/非营利机构发送的电子邮件
- ☐ 社交媒体（例如 Facebook、Instagram、Twitter 等等）
- ☐ 口口相传（例如通过亲友）
- ☐ 在社区或公众会议上
- ☐ 其它（请在空白处填写）

## 谢谢您的反馈！

此意见有助于我们知晓如何改善与社区居民就交通规划举措、项目和计划进行的互动。除了本次问卷调查外，Alameda CTC 还将在 12 月份和 1 月份举行听证会/焦点小组来获得更多意见。

如果您想要参与此主题相关的更详细讨论，并且/或者想要详细了解这些听证会，请提供您的电子邮件地址：

example@example.com

如果对本次问卷调查有任何疑问，或者如果希望被添加至 Alameda CTC 电子邮件列表以便了解未来的项目和意见征询机会，请发送电子邮件至 [contact@AlamedaCTC.org](mailto:contact@AlamedaCTC.org)



请访问 [www.AlamedaCTC.org](http://www.AlamedaCTC.org) 以了解更多信息，并在 [Facebook](#) 和 [Twitter](#) 上关注 Alameda CTC。

Alameda County Transportation Commission  
1111 Broadway, Suite 800  
Oakland, CA 94607  
510.208.7400  
[www.AlamedaCTC.org](http://www.AlamedaCTC.org)

提交



## Encuesta de difusión y participación inclusivas en la comunidad

[此问卷调查有简体中文版。](#)

[This survey is available in English](#)

### Panorama general de la participación inclusiva y equitativa

**Ayúdenos a entender cómo podemos colaborar con usted para mejorar el transporte en el Condado de Alameda.**

La Comisión de Transporte del Condado de Alameda (Alameda CTC) planifica, financia y suministra programas y proyectos de transporte que amplían el acceso y mejoran la movilidad para promover la creación de un Condado de Alameda vibrante y habitable. Alameda CTC está explorando formas de hacer que nuestra participación en la comunidad sea más inclusiva y mejorar la equidad en nuestro trabajo, incluyendo cómo aumentar la participación de las comunidades tradicionalmente marginadas.

*Sus opiniones nos ayudarán a entender cuál es la mejor manera de mantenerle informado, interesado e involucrado, así que le rogamos que dedique 5 minutos a contestar esta encuesta. **Se amplía el plazo de la encuesta hasta el 18 de noviembre de 2022.***

Esta encuesta está disponible en otros formatos a solicitud previa. Llame al (510) 208-7400 o envíe un email a [contact@alamedactc.org](mailto:contact@alamedactc.org) para obtener más información.

#### ¿Qué tipos de transporte le interesan más?

- ☐ Programas basados en las escuelas (por ejemplo, pases de transporte para estudiantes, rutas seguras a las escuelas)
- ☐ Servicios para adultos mayores y de paratransporte/discapacitados
- ☐ Transporte público como autobuses, trenes y transbordadores
- ☐ Transporte activo (por ejemplo, caminar o viajar en bicicleta)
- ☐ Mejoras en las vías locales
- ☐ Mejoras en las carreteras
- ☐ Otros (escriba en el espacio en blanco)

Survey continued on the following pages

Para garantizar que nuestros planes y proyectos de transporte se desarrollen tomando en cuenta los comentarios de las distintas comunidades locales, a menudo pedimos a los miembros de la comunidad que nos den sus opiniones sobre las necesidades y prioridades de transporte. Por ejemplo, si se le pidiera que diera su opinión sobre un plan de transporte, ¿cuál es la forma ideal de obtener su opinión?

- ☐ En persona, en un stand o mesa en donde ya esté viajando (tienda de comestibles, parque, centro comunitario, parada de autobús)
- ☐ En un acto presencial programado, por ejemplo, en un edificio comunitario como la biblioteca local
- ☐ En una discusión programada de un grupo pequeño, ya sea en persona o virtualmente
- ☐ Comentarios por Internet (sitio web, redes sociales)
- ☐ Comentarios a una encuesta por Internet
- ☐ A través de un número de teléfono proporcionado
- ☐ Otros (escriba en el espacio en blanco)

Si organizamos una reunión de la comunidad para un plan o proyecto de transporte, ¿cuáles son los horarios más convenientes para que usted pueda dar sus opiniones?

- ☐ Entre semana, durante el día
- ☐ Entre semana por la noche
- ☐ Fin de semana por la mañana
- ☐ Fin de semana por la tarde
- ☐ Prefiero las herramientas en Internet, como las encuestas, que puedo contestar en cualquier momento
- ☐ No tengo tiempo para dar opiniones en persona ni por Internet
- ☐ Otro (escriba en el espacio en blanco)

Nos gustaría saber qué le ayudaría a proporcionar sus opiniones. Por favor, clasifique los siguientes aspectos en orden, siendo el 1 el que más le motiva a dar su opinión. Arrastre y suelte las casillas de abajo en el orden que prefiera con la primera en la parte superior.

- **1: Recibir alimentos y bebidas**
- **2: Recibir cuidado infantil**
- **3: Recibir información/presentación en un evento al que ya estoy asistiendo**
- **4: Recibir una compensación**
- **5: Recibir adaptaciones accesibles (acceso en silla de ruedas, interpretación, materiales en otros idiomas y formatos)**
- **6: Prefiero dar mis opiniones de forma virtual (a través del sitio web, las redes sociales u otra plataforma)**
- **7: Anunciarse en un periódico comunitario local o en un programa de radio en el que confíe**
- **8: Encuesta o comentarios por escrito**

¿Se sentiría usted más a gusto dando sus opiniones a una agencia gubernamental como Alameda CTC o a una organización basada en la comunidad o sin fines de lucro?

- ☐ Alameda CTC
- ☐ Organización basada en la comunidad o sin fines de lucro
- ☐ Otro (escriba en el espacio en blanco)

¿Qué podemos hacer mejor para que nos proporcione sus opiniones acerca de nuestros planes y proyectos de transporte?

Para ayudarnos a garantizar una buena representación geográfica de todo el condado de Alameda, por favor indique su código postal:

## ¡Nos gustaría saber un poco más acerca de usted!

Las siguientes preguntas son totalmente opcionales y anónimas. Sus respuestas nos ayudarán a seguir mejorando el transporte y nuestra participación en el condado de Alameda.

¿Cuál es su raza/origen étnico?

- ☐ Blanco
- ☐ Hispano / Latino
- ☐ Negro o afroamericano
- ☐ Indígena estadounidense o nativo de Alaska
- ☐ Asiático
- ☐ Isleño del Pacífico
- ☐ Prefiere no responder
- ☐ Otro (escriba en el espacio en blanco)

¿Cómo recibió usted esta encuesta?

- ☐ Email de Alameda CTC
- ☐ Email de una organización comunitaria o sin fines de lucro
- ☐ Redes sociales (por ejemplo, Facebook, Instagram, Twitter, etc.)
- ☐ A través de amigos o familiares
- ☐ En una reunión comunitaria, pública o vecinal
- ☐ Otro (escriba en el espacio en blanco)

## ¡Gracias por proporcionarnos sus opiniones!

Esta información nos servirá para mejorar nuestra participación con los miembros de la comunidad en nuestras actividades, proyectos y programas de planificación del transporte. Además de esta encuesta, en diciembre y enero Alameda CTC organizará sesiones para escuchar comentarios/grupos de enfoque a fin de obtener información adicional.

Si desea participar en discusiones más detalladas sobre este tema y/o saber más sobre las sesiones para escuchar comentarios, por favor proporcione su dirección de email:

example@example.com

Para preguntas sobre esta encuesta o para ser añadido a la lista de email de Alameda CTC a fin de enterarse de los próximos proyectos y oportunidades de proporcionar comentarios, por favor envíe un email a [contact@AlamedaCTC.org](mailto:contact@AlamedaCTC.org)



Visite [www.AlamedaCTC.org](http://www.AlamedaCTC.org) para obtener información adicional, y siga a Alameda CTC en [Facebook](#) y [Twitter](#).

Comisión del Transporte del Condado de Alameda  
1111 Broadway  
Suite 800  
Oakland, CA 94607 510.208.7400  
[www.AlamedaCTC.org](http://www.AlamedaCTC.org)

Enviar

# Appendix B: Online Survey Analysis

## INCLUSIVE OUTREACH & ENGAGEMENT SURVEY RESULTS



### Overview

All Responses

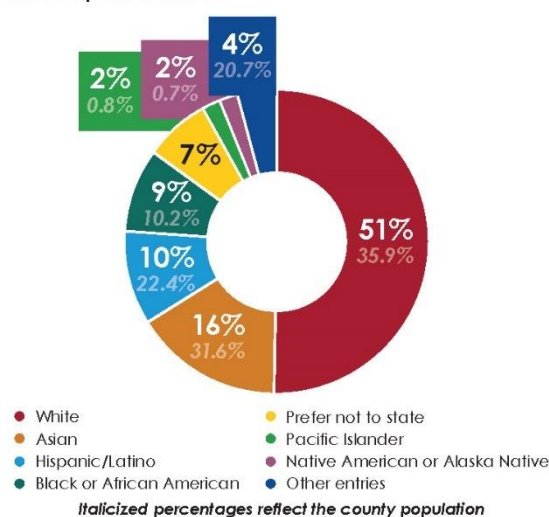
#### SURVEY SUBMISSIONS

Total	Comments
454	226

English: 436 Chinese: 17 Spanish: 1

Survey was live October 21 – November 18, 2022

#### RACE/ETHNICITY



#### EMAIL DISTRIBUTION

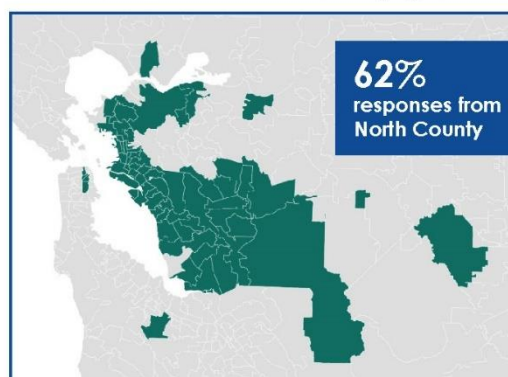
- Email sent: 13,410
- Open rate: 51%
- Click rate: 2.8%
- CBO contacts: 650

#### SOCIAL MEDIA

- Twitter impressions (all languages): 1793
- English: 1180
  - Spanish: 226
  - Chinese: 387

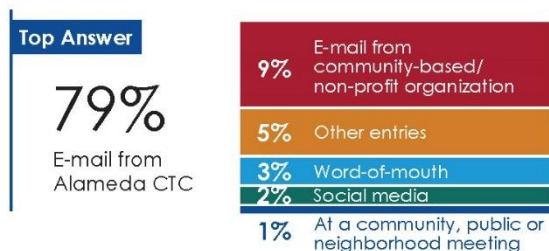
#### ZIP CODES & CITIES

Responses collected from highlighted areas



CITY	% OF RESPONSES	CITY	% OF RESPONSES
Oakland	25%	Castro Valley	3%
Berkeley	19%	Fremont	3%
Emeryville	9%	Dublin	2%
Alameda	6%	Livermore	2%
San Leandro	5%	Pleasanton	2%
Albany	4%	Union City	1%
Hayward	4%	Other	15%

#### How did you receive this survey?



#### Other Entries

- City of Fremont Green Challenge newsletter
- SF Council for the Blind email
- Searching for "San Pablo Ave Corridor Project"
- AC Transit Accessibility Services email
- Alameda County Area Agency on Aging
- City of Emeryville e-newsletter
- Email from employer
- AC Transit AAC meeting

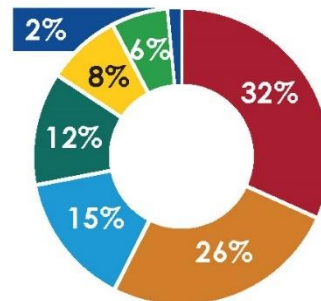
## Survey Questions

All Responses

### What types of transportation are you most interested in?

Public transportation and active transportation were the types of transportation of most interest to the respondents.

- Public transportation
- Active transportation
- Local roadway improvements
- Older adult and Paratransit/disabled services
- Highway improvements
- School-based programs
- Other



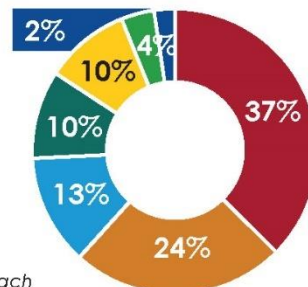
"Make the service more reliable for my family and children"

"Employment based shuttles and transportation"

### If you were asked to provide feedback on a transportation plan, what's the ideal way of getting your input?

People prefer a variety of ways to engage across digital platforms and in person.

- Online survey feedback
- Online comments (website, social media)
- At a scheduled small group discussion, either in-person or virtually
- In person, at a booth or table where I am already travelling (grocery store, park, bus stop)
- At a scheduled in-person event, such as at a community building like my local library
- Via a phone number provided
- Other entries



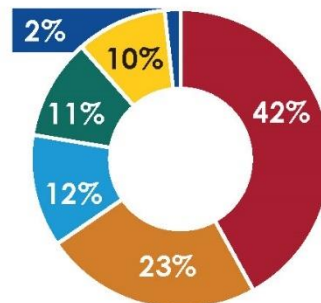
"I prefer to converse one on one (at a meeting, on the phone, etc.)"

"If you're looking to target marginalized/hard to reach communities ... places of worship or community center in a less traditional sense (Youth Uprising, La Clinica, etc.)"

### What are the most convenient times for you to provide feedback?

Online tools, accessible at any time, are popular with many users, with other responses split regarding the best days and times of day.

- I prefer online tools such as surveys that I can fill out anytime
- Weekday evenings
- Weekend afternoons
- Weekday mid-day
- Weekend mornings
- Other entries



"It's the virus that is causing me not to really want in person meetings."

"Weekday evenings EXCEPT Tuesdays and Thursdays which are full of City government meetings."

## INCLUSIVE OUTREACH & ENGAGEMENT SURVEY RESULTS



### What would encourage you to provide feedback to Alameda CTC about a transportation plan or project?

All Responses

The ranking results shown here reflect all of the survey responses received from all participants. Responses from Black, Indigenous, and People of Color (BIPOC) participants had the same ranking as all participants.

#### OVERALL RANKING

	Avg. Rank
<b>#1</b> I would rather provide feedback virtually (website, social media, etc.)	<b>3.0</b>
<b>#2</b> Provide information/presentation at an event I am already attending	<b>3.7</b>
<b>#3</b> Offer written survey/feedback options	<b>3.9</b>
<b>#4</b> Provide food and drinks	<b>4.3</b>
<b>#5</b> Get compensated	<b>4.8</b>
<b>#6</b> Provide accessible accommodations	<b>5.3</b>
<b>#7</b> Provide childcare	<b>5.5</b>
<b>#8</b> Advertise in trusted, local, community paper or radio programs	<b>5.5</b>

#### RANKING DISTRIBUTION

	1st	2nd	3rd	4th	5th	6th	7th	8th
I would rather provide feedback virtually (via website, social media, or other platform)	149	84	49	35	21	56	17	18
Get compensated	71	27	30	61	48	56	61	75
Written survey or feedback	59	112	74	36	31	24	23	70
Provide information/presentation at an event I am already attending	54	57	100	85	71	36	20	6
Provide food and drinks	47	52	61	65	63	69	52	21
Provide childcare	18	46	25	48	54	65	81	92
Provide accessible accommodations (wheelchair access, interpretation, materials in other languages and formats)	18	24	42	42	92	67	87	57
Advertise in local, community paper or radio program that I trust	13	27	48	57	49	56	89	90

The order shown above and shading levels used show the distribution of how people rated each solution, with darker cells indicating a higher number of selections at that rank.



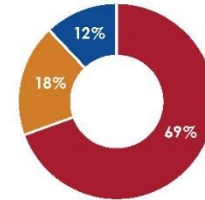
## Communication Insights

Would you be more comfortable providing your input to a government agency like Alameda CTC or a community-based/non-profit organization?

### All Responses

Community members will look to Alameda CTC as a trusted source of relevant news and information.

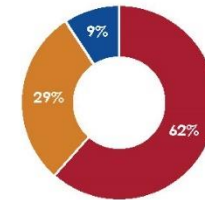
- Alameda CTC
- Community-based or non-profit organization
- Other entries



### Responses from BIPOC

BIPOC respondents are more likely to rely on CBOs as a source for providing input on local projects.

- Alameda CTC
- Community-based or non-profit organization
- Other entries



## WHAT CAN WE DO BETTER IN ORDER TO GET YOUR FEEDBACK ON OUR TRANSPORTATION PLANS AND PROJECTS?

Three common *communication themes* emerged from the open-ended comments. Examples from each are shown below.


SOURCES & PARTNERS	TOOLS & TECHNIQUES			STYLES & GOALS	
<ul style="list-style-type: none"> <li>• CBOs, neighborhoods organizations</li> <li>• Local jurisdictions</li> <li>• Bike East Bay nonprofit</li> <li>• Bike coalition</li> <li>• Local hospitals</li> <li>• Grocery stores</li> <li>• Libraries, senior centers, town halls</li> <li>• Partner with large medical providers</li> <li>• Talking to residents in the immediate area of transformation</li> <li>• Local non-profits</li> <li>• First stages</li> <li>• Use social media platforms</li> <li>• Schools</li> <li>• Partner with cities and businesses</li> <li>• Coordinate with local businesses—especially those that have shuttles to and from transportation hubs</li> </ul>	<ul style="list-style-type: none"> <li>• More and virtual options</li> <li>• Online forms</li> <li>• Online surveys</li> <li>• Surveys</li> <li>• Short online/ in person surveys</li> <li>• Door-to-door surveys</li> <li>• Open-ended answers</li> <li>• Town hall meetings</li> <li>• Micro presentations</li> <li>• Follow-up meetings</li> <li>• Project “heat maps”</li> <li>• Print and e-newsletters</li> <li>• Social media</li> </ul>	<ul style="list-style-type: none"> <li>• Round-table discussion</li> <li>• Citizen opinions</li> <li>• Public contests</li> <li>• Interview diverse groups</li> <li>• Remember rural areas</li> <li>• Mailers</li> <li>• Newspapers</li> <li>• Ads along trails</li> <li>• Postcards</li> <li>• Flyers at transit stops</li> <li>• Bus/BART signage</li> <li>• Provide Clipper or BART cards as incentives</li> <li>• Workshops</li> </ul>	<ul style="list-style-type: none"> <li>• Telephone number</li> <li>• Gift cards</li> <li>• Prize drawings</li> <li>• Time and convenience</li> <li>• Hire organizers</li> <li>• Avoid secondhand information</li> <li>• Subscription options</li> <li>• Notification list</li> <li>• Emails</li> <li>• Direct email questions</li> <li>• Email at each phase</li> <li>• Tabling</li> <li>• One on one video conference</li> </ul>	<ul style="list-style-type: none"> <li>• Grassroots efforts</li> <li>• Clear, trustworthy</li> <li>• Make survey accessible for all users</li> <li>• Communicate all current plans, regularly</li> <li>• Directly from AC Transit</li> <li>• Broad, many languages</li> <li>• Be persistent</li> <li>• From verified accounts</li> <li>• Public action planning</li> <li>• Accessible (wheelchair) accommodations</li> <li>• Short and to the point</li> <li>• Keep it simple</li> </ul>	<ul style="list-style-type: none"> <li>• Inclusive engagement plan</li> <li>• Make it feel like it will matter</li> <li>• Outreach to underrepresented groups</li> <li>• An eye toward equal representation</li> <li>• Larger email font</li> <li>• Provide feedback at our own pace</li> <li>• Solve problems based on priorities</li> <li>• As easy as possible</li> <li>• Widely broadcast surveys</li> <li>• Current decision-making opportunities</li> <li>• State your proposals clearly and directly</li> </ul>

Additional analysis and examples of comments related to each theme are shown on the following pages.

## INCLUSIVE OUTREACH & ENGAGEMENT SURVEY RESULTS



### OPEN-ENDED COMMENTS

 More than 200 comments were received as part of this survey. Select quotes have been organized by topic area below, with key takeaways highlighted in each.

#### Themes and Messaging

Respondents offered many insights into what makes communication feel purposeful and valuable. Community members are asking for timeliness, transparency, and engagement that focuses on personal impacts.

- “To see some action taken on complaints or suggestions. Right now it feels like I am speaking into a black hole.”
- “Keep it relatively simple. I don't always know how to interpret pages and pages of professional maps and documents.”

#### Proactive and Consistent Engagement

Respondents are interested in providing active, thoughtful feedback. They shared ideas for building trust, asked for a centralized place to learn about input opportunities, and explained how compensation could encourage participation.

- “I think getting people involved earlier, so that the conversation is more around the overall scope of the project and there is more latitude to change things.”
- “Have a clear place for me to sign up for various surveys and information. Most of what I get is second and third hand.”

#### Survey/Engagement Design

Respondents offered many ideas about ways to make engagement tools accessible, to collect open-ended responses, and to offer digital entry points.

- “Make sure seniors and people with disabilities have direct input in any transportation plans.”
- “Provide Zoom meeting options with clear focus with plenty of advance notice and a reminder email.”

#### Community-Based Organizations

Respondents recognize the unique opportunity that CBOs offer as communication platforms. People submitted comments that proposed possible partnerships and considered representation (both over-representation and under-representation) of different interests and populations.

- “Leveraging CBOs is not a bad idea. Access to hard to reach populations often requires a fair amount of trust. Government agencies are generally exactly who they do not trust.”

#### Transit Enhancements

Respondents used this survey to share comments about transit in and around Alameda County. While many of these are not immediately actionable, this was a useful survey for collecting ideas and opinions directly from community members.

- “More West San Leandro AC transit stops and hours of operation are desperately needed by struggling individuals.”
- “Put para-transit and bus service (dial a ride could work) into the Oakland Hills area...”

# Appendix C: Outreach Summary – Listening Sessions

## PAPCO, AAC, SRAC Listening Sessions

The PAPCO Listening Session was held on October 24, 2022, with eight participants joining via Zoom and three joining by phone. The AAC Listening Session was held on November 8, 2022, with 13 members joining via Zoom. The SRAC Listening Session was held on December 6, 2022, with ten participants joining via Zoom.

In summary, there is a strong preference for in-person engagement for the ability to ask questions and because it is sometimes difficult to understand survey questions. Some participants stated that they are neutral to having virtual engagement, while several noted the importance of engagement over the phone or call-in options. PAPCO members also indicated a preference for giving feedback to Alameda CTC over a CBO.

The top choices for encouraging and incentivizing feedback are compensation and providing food and drinks. As for the question on the preferred timing for public engagement, the respondents are mixed in terms of days of week and times of day. This indicates the importance in providing a wide range of options for people with different priorities to be able to participate when most convenient for them.

In addition, participants expressed frustration over project staff often seeking their input way too late when decisions were already made. The participants therefore suggested staff to engage with this group early, more often, and even in between regular meetings.

From these listening sessions, a few important key takeaways on accessibility, emphasis on the agency providing a meaningful and timely process for engagement, and a focus on plain and clear language emerged:

### Accessibility

During feedback sessions, limited vision community members emphasized the importance of ensuring the survey was fully accessible for screen readers and that people could contact staff to participate. They also preferred using desktop computers rather than mobile devices to access online surveys due to the larger screen capabilities. Additionally, they noted that while most people have smart phone devices, it is convenient for people to be able to call in with their feedback. These comments highlight the importance of considering the accessibility needs of all stakeholders and providing a range of convenient and easy-to-use engagement options.

## Meaningful and Timely Process for Engagement

During the feedback sessions, stakeholders emphasized the importance of having a public engagement process that is meaningful and timely. They stressed the value of connecting with key stakeholders and tailoring the message to the audience so that individuals can understand how the transportation project, program, or plan is relevant to them. They also emphasized the need to communicate how their input will be used and implemented, so that people can see the impact of their feedback.

Some stakeholders shared their experiences of participating in advisory groups and feeling like their input was not used in a purposeful way. These comments demonstrate the importance of ensuring that public engagement efforts are meaningful, timely, and that people feel that their input is valued and considered in the decision-making process.

## Focus on Plain and Clear Language

During the feedback sessions, stakeholders noted the value of using plain and clear language in public engagement efforts. They emphasized the need for language that is straightforward, easy to understand, and free of jargon or technical terms. They also recommended spelling out acronyms in parentheses to ensure that everyone can comprehend the information being presented.

These comments illustrate the importance of using language that is accessible and easy to understand, particularly when engaging with a diverse group of stakeholders.

## Public Listening Sessions

The two, one-hour, virtual public listening sessions were held over Zoom on December 14, 2022, at 12:00 pm and December 15, 2022, at 5:30 pm. In total, there were 12 participants that joined the two sessions, with one member joining via phone and one member requiring simultaneous Chinese interpretation services. The following three questions were discussed among participants and a summary of responses is included below:

1. How would you prefer to engage with public officials on issues that are important to you?
  - Many participants expressed a preference for in-person meetings, as they feel that this allows for more effective communication and allows them to have a greater sense of control over the conversation.
  - Some participants also expressed a preference for Zoom meetings, particularly if they are supplemented by one-on-one encounters with officials when appropriate.

- Other participants mentioned that they prefer to engage with public officials through email or by participating in well-designed surveys.
  - The value of interactive and informal methods of engagement such as interactive maps and open houses is also emphasized, where no formal presentation is given and the community will have the opportunity to learn and discuss aspects of the proposed plan with staff in conversation
  - Some participants also highlighted the challenges of participating in meetings due to physical accessibility and time constraints, and the need for more opportunities for engagement on weekends.
2. What are some examples of public outreach and engagement methods from other agencies and organizations you really liked?
    - Some mentioned outdoor cafe-style events, interactive maps, and webinars that allow people to see each other and to share ideas as being particularly effective
    - Others mentioned the importance of providing multiple options for engagement, including evening and weekend sessions
    - Providing compensation and food and drinks to encourage participation
    - Including open-ended questions and multiple options for responding, rather than just asking people to choose one option, so that people can express their opinions freely
    - Avoiding strict time limits for speaking and recording feedback during informal events to allow for more organic conversations.
  3. How can we ensure we are being mindful and sensitive of how often we ask you for feedback? What would strike a good balance of asking you for feedback often enough, but not too often?
    - Separating feedback requests by topic of interest, providing a clear explanation of how feedback will be used and at what stages in a project
    - Offering a checklist or opt-in system for receiving notifications about specific topics
    - It is also mentioned that as long as people have the option to unsubscribe from notifications, the burden of receiving too many requests for feedback can be minimized
    - Some suggested using QR codes on buses and other public spaces, and having a website that lists opportunities for public engagement

Overall, participants emphasized the importance of having a meaningful and timely process for engagement that is accessible and allows for free expression of opinions.