

# Summer/Fall 2025 Community Engagement Summary December 2025



## 2026 Countywide Transportation Plan

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### 1. Introduction

Approximately every four years, the Alameda County Transportation Commission (Alameda CTC) updates the Countywide Transportation Plan (CTP) to respond to and evaluate changing conditions of the transportation system. The current update to the CTP kicked off in November 2023 for the development of the Policy Blueprint, which was adopted in 2024. The Blueprint creates a vision for the future of transportation in Alameda County with four goals: **safety, equity, climate, and economic vitality**, each with policy objectives that inform all aspects of 2026 CTP development.

The Blueprint establishes an approach for community engagement based on **partnerships**. Partner engagement for the 2026 CTP began in the earliest phases of the development of the Blueprint, including meetings with over 40 Community-Based Organizations (CBOs). In January 2025, Alameda CTC created a new **CTP Working Group (CTPWG)**, made up of leaders from CBOs who provide guidance on proposed engagement methods and review of materials ahead of direct public outreach.

With the support of the CTPWG, Alameda CTC launched engagement between July and October 2025 including **CBO partnerships, digital engagement, and outreach events**. Goals for this phase of outreach included reaching a wide range of Alameda County residents as well as implementing targeted efforts to reach Equity Priority Communities (EPCs).

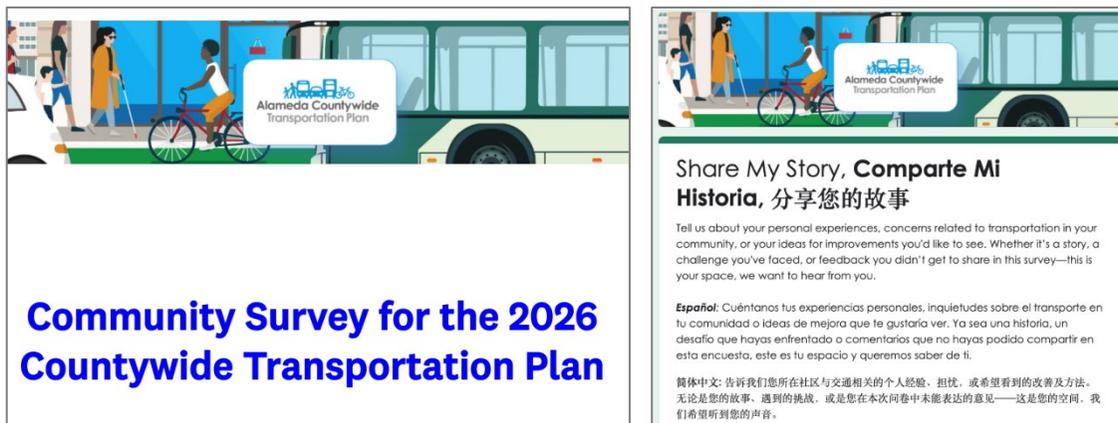
This report summarizes:

- Results of engagement.
- Promotional efforts.
- Engagement events.
- Digital responses.
- Audiences reached.
- Key findings across all engagement broken out by geography.

Figure 1. Overview of CTP Engagement during Summer/Fall 2025.

 <p><b>2,100+</b> Survey and Share My Story Responses</p>	<p><b>Digital Touchpoints</b> included:</p> <ul style="list-style-type: none"> <li>• <b>Two key methods:</b> An online CTP digital survey and an open-ended “Share My Story” response form.</li> <li>• <b>Suite of promotions:</b> Social media, emails, newsletters, and online news sites encouraged participation.</li> <li>• <b>Multilingual opportunities:</b> The survey was available in English, Spanish, and Simplified Chinese, and Share My Story responses could be submitted in any language.</li> </ul> <p>The <b>CTP digital survey received 2,048 responses</b> across all three languages with all Alameda County zip codes represented; the <b>Share My Story form received 88 responses</b> in English and Spanish.</p>
 <p><b>3,750+</b> In-person Interactions</p>	<p><b>Outreach Events</b> included:</p> <ul style="list-style-type: none"> <li>• <b>21 events</b> over four months, with multilingual outreach staff at all events.</li> <li>• <b>Conversations</b> available in English, Spanish, Chinese (Mandarin), Tagalog, and Vietnamese.</li> </ul>
 <p><b>10</b> CBO Partnerships</p>	<p><b>CBO Partnerships</b> through the <b>CTP Working Group</b> informed all aspects of this outreach phase, including:</p> <ul style="list-style-type: none"> <li>• <b>Shaping key engagement materials and strategy</b> through direct review, including simplifying the CTP digital survey text, strengthening event coordination across the county, and advising on promotion approaches and distribution channels.</li> <li>• Implementing 23 digital promotions including <b>tailored SMS outreach to Spanish speakers and WhatsApp outreach to the Afghan community.</b></li> <li>• Supporting and co-tabling at outreach events with <b>CBO members supporting five events.</b></li> </ul>

Figure 2. Images of the online CTP digital survey and Share My Story form.



## Partnering with CBOs through the CTP Working Group

To expand the reach of the 2026 CTP and hear from a variety of people, especially from historically underserved communities, Alameda CTC developed partnerships with trusted community leaders through the CTP Working Group. For this plan, 10 CBOs directly advised on outreach strategy, disseminated and promoted engagement activities, and directly supported outreach alongside CTP staff. CBOs were compensated to support engagement by:

- Reviewing engagement materials and outreach strategy to help make the survey more accessible and promotional materials more impactful.
- Recommending an opportunity for open-ended feedback (Share My Story form) to reach new audiences.
- Disseminating project collateral and information through a variety of platforms including SMS, WhatsApp, and social media.
- Helping host, plan, and co-table at events.

Figure 3. Community-based organizations represented on the CTP Working Group.

North Alameda County	Central Alameda County	South Alameda County	East Alameda County	Countywide
 <p>Roots Community Health</p>	 <p>San Leandro 2050</p>	 <p>Afghan Coalition</p>	 <p>Three Valleys Community Foundation</p>	 <p>El Timpano</p>
 <p>Center for Independent Living</p>	 <p>Cherryland Community Association</p>	 <p>Deaf Plus Adult Community</p>	 <p>CityServe of the Tri-Valley</p>	 <p>Girls Inc. of Alameda County</p>

## 2. Getting the Word Out: Promotions

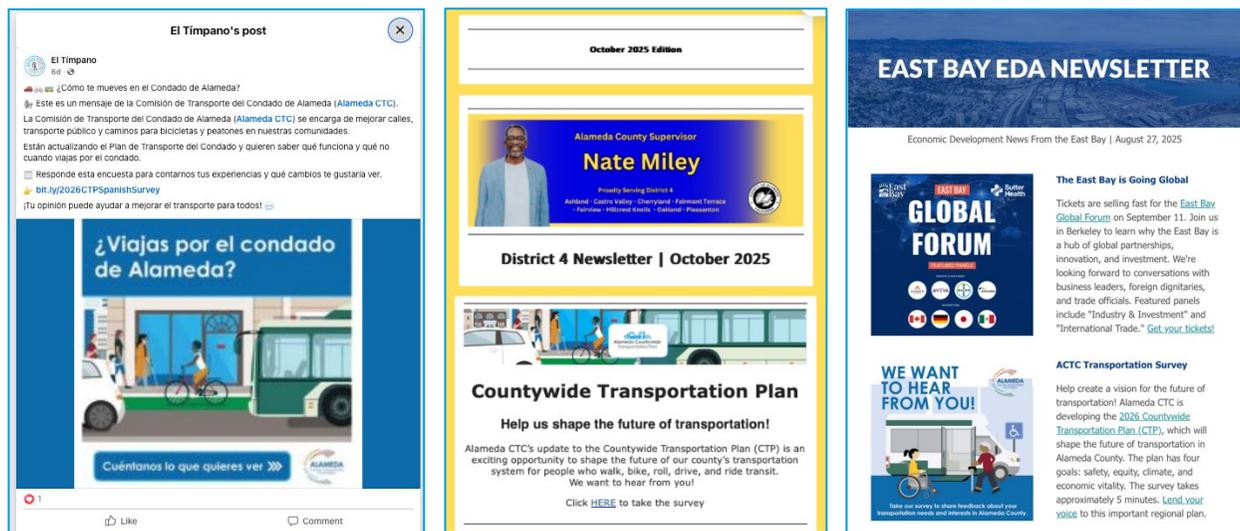
Alameda CTC Commissioners, CBOs, and local jurisdictions and agencies helped promote the digital survey and CTP engagement events. At least **25 organizations distributed over 60 communications** to promote the survey across multiple platforms, including digital newsletters, direct emails, messaging applications, and social media. Local news sources also shared information about the survey following Alameda CTC’s press release, which was distributed on August 14, 2025.

To support requests for CBOs, jurisdictions, and agency partners to promote the survey, Alameda CTC shared a media toolkit including the press release, content for email and newsletter publications, social media copy, and visuals.

Figure 4. CTP digital survey promotions distributed by over 25 organizations.

<p><b>31</b></p> <p>Social media posts</p>	<ul style="list-style-type: none"> <li>• 31 posts by 10 organizations</li> <li>• Estimated reach of 87k+</li> </ul>	<p><b>6</b></p> <p>Online publications</p>	<ul style="list-style-type: none"> <li>• Five news publications and one website publication by six organizations</li> </ul>
<p><b>21</b></p> <p>Digital newsletter &amp; e-blasts</p>	<ul style="list-style-type: none"> <li>• 21 publications by 13 organizations</li> <li>• Estimated reach of 11k+</li> </ul>	<p><b>2</b></p> <p>Message distributions</p>	<ul style="list-style-type: none"> <li>• 2 distributions via SMS/Text and WhatsApp by two organizations</li> <li>• Reach of 3,537 mostly Spanish-speaking residents</li> </ul>

Figure 5. Images of various types of CTP digital survey promotions.



### 3. Who We Reached: Outreach Events

Engagement through in-person outreach events resulted in **over 3,750 interactions at 21 events** from July through October 2025. The primary outreach goals were to promote the CTP digital survey and to increase agency and CTP awareness.

Outreach events provided an opportunity for community members to share authentic feedback verbally and through the CTP survey, through a tablet or printed copy. In person outreach events also allowed for expanded access for monolingual non-English speakers and individuals with limited experience with digital tools. For example, **one or more multilingual staff members were available at all 21 events**, providing language access in **English, Spanish, Chinese (Mandarin), Tagalog, and Vietnamese**. In addition to English, event attendees engaged in Spanish (13 events), Chinese (Mandarin, 8 events), and Tagalog (1 event). Other accessibility measures included paper surveys, with **approximately 100 people preferring to take a paper version**. At some events, staff reduced further barriers to access by **providing one-on-one technical assistance** in taking the survey.

Outreach events were selected to reach all four county areas, as well as different historically marginalized communities, and provide a diversity of event types. Commissioners, the CTP Working Group, and local jurisdiction and agency staff provided input that led to a comprehensive set of outreach events. These events covered **all 15 jurisdictions with 5 events conducted in coordination with CTP Working Group Partners**. A full list of all 21 events by date and planning area can be found below.

Figure 6. Overview of outreach events.

<b>15</b> Tabling Events	<b>Community Tabling Events</b> included 15 events that: <ul style="list-style-type: none"><li>• Reached a <b>broad audience</b> at festivals and fairs across Alameda County.</li><li>• Generally resulted in <b>high number of interactions</b> over the one- and two-day events, but a shorter time per interaction.</li></ul>
<b>6</b> Partner and Neighborhood Events	<b>Partner Events</b> included six events that: <ul style="list-style-type: none"><li>• Supported meeting people <b>in their own communities</b>, from neighborhood block parties to routine meetings, to build trust and comfort among participants.</li><li>• Were identified and/or planned through <b>partnership with a CTP Working Group</b> member organization.</li><li>• Were supported by <b>CBO staff</b> at 5 of the 6 events.</li><li>• Resulted in <b>in-depth conversations</b> with community members including people of color, low-income, and senior residents.</li></ul>

## CTP Planning Areas

The diversity of people, land use, and transportation contexts in Alameda County means that there is some variability in the needs and concerns of individual communities. As a result, Alameda CTC divides the county into four planning areas to allow for more refined analysis and tailored improvements during the planning process, as shown below. Planning area definitions are used for planning purposes and informed engagement event planning, CTP Working Group participation, and organization of engagement results as described in this document.



Figure 7. Participants engage with CTP materials at a CTPWG Partner Event (Roots Community Health).



Table 1. Outreach Events by Planning Area. Events in bold indicate events held with CTP Working Group Partners. Events with an asterisk (\*) indicate events with over 500 interactions.

	Event	Date(s)
North	Downtown Alameda Art & Wine Faire*	July 26-27
	<b>Euniece Law Annual Community Resource Fair (Roots Community Health)</b>	Aug 2
	Laurel StreetFair World Music Festival	Aug 9
	Oakland Chinatown Streetfest	Aug 24
	Solano Avenue Stroll	Sept 14
	Piedmont Harvest Festival	Sept 21
	Emeryville Harvest Festival	Oct 4
Central	Castro Valley Fall Fest*	Sept 6-7
	<b>General Meeting (Cherryland Community Association)</b>	Sept 18
	<b>San Leandro Food Pantry (San Leandro 2050)</b>	Sept 25
	Hayward Mariachi Festival	Sept 27
South	Fremont Central Park Concert Series	July 17
	Fremont Festival of the Arts*	Aug 2-3
	Union City National Night Out	Aug 5
	Newark National Night Out	Aug 5
	Newark Days	Sept 20-21
East	Pleasanton Concert in the Park	Aug 15
	Dublin Splatter	Sept 13
	<b>Health and Wellness Expo (CityServe)</b>	Sept 17
	<b>Survey Work Session (CityServe)</b>	Sept 30
	Livermore Farmers Market	Oct 9

## Survey Work Session with CityServe of the Tri-Valley

The Survey Work Session was an example of a unique partnered event between CityServe of the Tri-Valley and Alameda CTC. Based on feedback from the CTP Working Group, this event connected directly with community members, such as unsheltered individuals and seniors, to remove participation barriers and provide multiple ways of providing input.

The Work Session leveraged CityServe's Soup-er Tuesdays at their Livermore office, which is co-located with other service agencies and non-profits, providing the ability to provide a "warm-handoff" when referring their clients to other services. While volunteers provided and served food for CityServe clients during Soup-er Tuesday, the CTP outreach staff provided hands-on support to survey takers and shared information about the project background.

This approach created opportunities for individuals to complete the survey who may not have been able to do so on their own and demonstrated the value of high-touch engagement when reaching historically marginalized populations. Participants expressed concerns regarding limited transit service in East Alameda County, long bus wait times, unsafe speeds of e-bikes and scooters, and transit fares that were often unaffordable without support from CityServe.

Figure 8. Participants at CityServe Partner Events taking the CTP digital survey.



## 4. Who We Reached: Digital Engagement

A comprehensive outreach strategy resulted in **over 2,100 combined responses** in three languages across the CTP digital survey and Share My Story form. The CTP digital survey received **2,084 total survey responses** and the Share My Story received **88 total responses**.<sup>1</sup>

### Reach by Language

The CTP digital survey received 1,974 responses in English, 93 responses in Spanish, and 17 in Simplified Chinese. The Share My Story received 62 responses in English and 26 responses in Spanish. For all Spanish language responses, the majority came directly from referrals by El Tímpano's SMS outreach.

#### El Tímpano's SMS Promotion

**To better reach Spanish-speaking audiences**, especially those with limited English proficiency, El Tímpano, a trusted local news organization for Latino and Mayan immigrants, promoted the CTP digital survey to their subscriber base of 3,417 Spanish speakers. This resulted in **81% of Spanish CTP survey results** referred by targeted SMS outreach through this partnership, demonstrating how CBOs can help with targeted outreach for agencies like Alameda CTC. In addition to promoting the CTP survey, El Tímpano also advised on tailoring survey language to be more accessible to their audience. **100% of Spanish language responses to the Share My Story came directly from El Tímpano referrals.**

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<sup>1</sup> Unless specified, this section only summarizes reach of the CTP digital survey as the Share My Story form intentionally did not gather geographic or demographic information.

## Reach by Mode of Transportation

The CTP digital survey asked respondents about how they usually get around. Below is a snapshot of the different modes used by respondents.<sup>2</sup>

Figure 9. Modes of travel by CTP digital survey respondents.



## Reach by Geography and Equity Priority Communities

The CTP digital survey reached **all Alameda County zip codes** with at least one survey respondent in every zip code (Figure 10). Some respondents also reported zip codes outside of Alameda County with 5.5% (114 respondents) primarily from surrounding Bay Area counties. Of the 1,970 Alameda County respondents, **survey respondents by Planning Area were nearly proportional to Planning Area populations** as seen in the table below. In addition, Equity Priority Community (EPC) zip codes were well represented with **21% of Alameda County responses coming from an EPC zip code.**<sup>3</sup>

<sup>2</sup> Note that this survey is not statistically representative of the county since respondents self-selected, taking the survey because of interest in the topic.

<sup>3</sup> A zip code was counted as an EPC zip code if at least 50% of its population belonged to an EPC.

Figure 10. Distribution of CTP digital survey respondents by zip code.

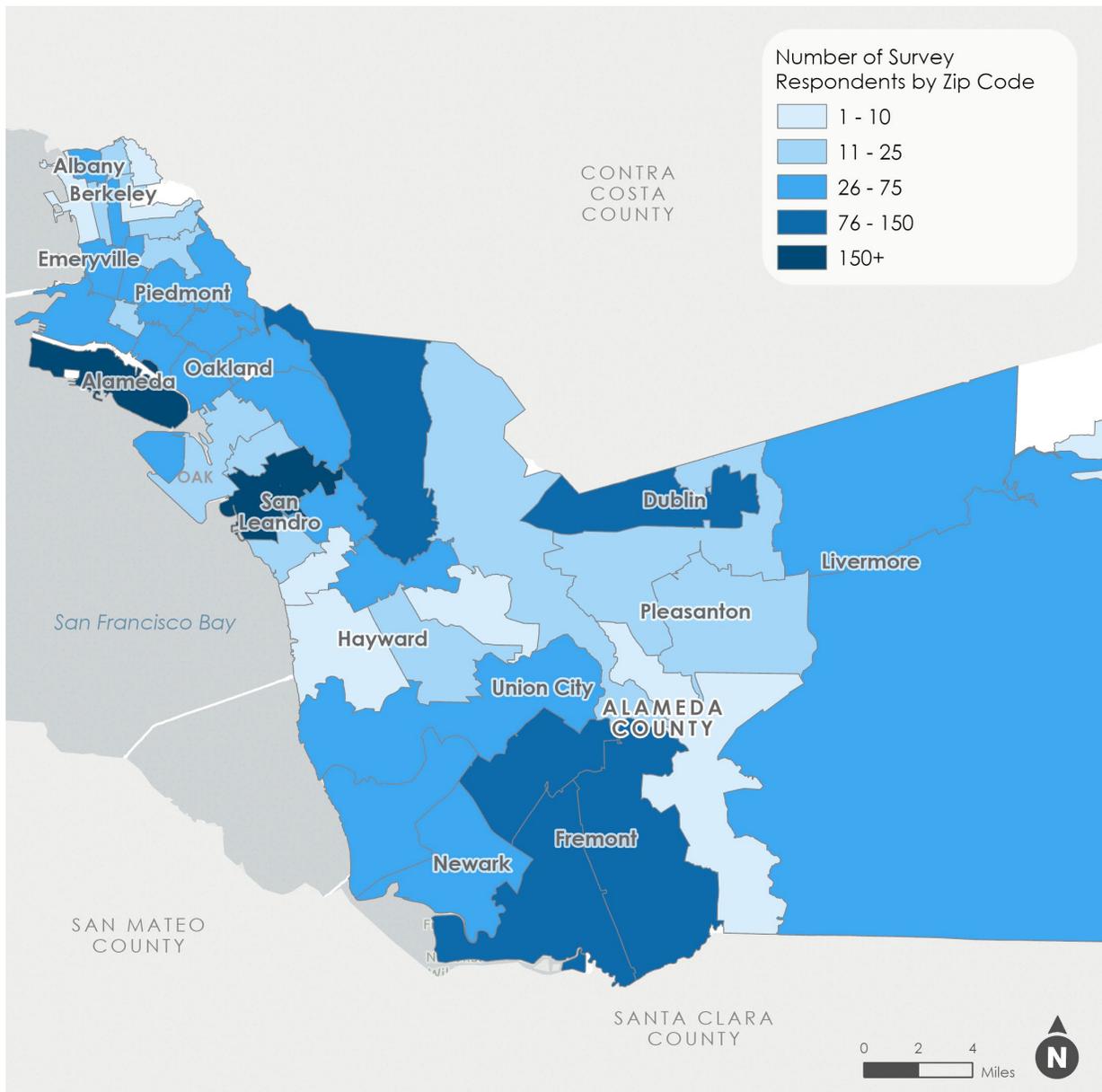


Figure 11. CTP Responses by planning area. This table compares the percent of people who responded from each CTP planning area, as indicated by zip code, with the percent population within each planning area out of the overall County population (2023 American Community Survey, 5-year estimates).

Planning Area	Survey Respondents	Percent of County Population
<b>North County</b>	47%	42%
<b>Central County</b>	21%	24%
<b>South County</b>	21%	21%
<b>East County</b>	10%	14%

## Reach by Demographics

The CTP Community Survey included optional demographic questions on race/ethnicity, gender, age, and household income, with 91% of respondents answering at least one demographic question.

Compared to Alameda County, White/Caucasian respondents and women were slightly overrepresented, while Black/African American and Latino/Hispanic respondents were slightly underrepresented. Household income distributions were generally in line with County demographics, and most respondents indicated their age ranges as either 30-49 years old or 50-79 years old.

## 5. What We Heard: Engagement Results

Five themes emerged across all forms of engagement: **equitable transit access, reducing speeds, protecting vulnerable users, investing in public spaces, and maintaining existing systems.** These themes arose in both digital engagement (CTP digital survey and Share My Story) and outreach events.

*Figure 12. Community members providing input on the CTP at Castro Valley Fall Fest and Fremont Festival of the Arts.*



## 5.1. Overall Themes Across Engagement Methods and Planning Areas

### Equitable Transit Access



**Providing equitable transit access** through expanding access to reliable, affordable, and safe transit was a consistent and major theme across all input methods and planning areas.

**63%**<sup>4</sup>

Connect to work, school, services

Participants consistently shared requests for improved transit access, frequency, and reliability to reach work, school, and essential services across the CTP digital survey and at all events. When asked how to improve transportation for underserved communities as part of the CTP's equity goal, 63% of survey respondents prioritized helping people living in underserved communities get to work, school, and essential services.

**58%**

Frequency, reliability, safety, comfort

In response to a question how to help people use transportation methods other than driving alone, 58% selected improving transit frequency, reliability, safety, and comfort. In addition, when asked about creating a strong economy through transportation, 54% of people noted that making it easier for people to access jobs and transit is a priority.

**54%**

Make it easier to get to jobs and transit

Feedback about transit at events and Share My Story responses mentioned concerns about safety at bus stops, transit stations, and on public transit, confusion about routes, and frequency of service, as well as interest in programs that support students and/or older adults, such as the Student Transit Pass Program, senior services, and discounts.

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<sup>4</sup> Percentages listed in this section represent the share of total respondents selecting the associated response option in the CTP digital survey.

## Reducing Speeding



Improving safety through **addressing speeding on roadways** is a critical community priority, particularly to protect vulnerable road users such as children, seniors, and pedestrians.

**66%**

Improve safety where crashes occur

Across all engagement methods, participants noted that speeding on roadways was a major safety concern. When asked about where to focus road safety improvements first, 66% of survey respondents prioritized roads where there have been serious or deadly crashes. In response to a question about the biggest safety problem currently on roads, “people driving cars too fast” was the most chosen response with 64% of people selecting this option. Furthermore, 61% of people also selected safety improvements on roads where lots of cars drive very fast.

**64%**

Speeding is a top safety priority

**61%**

Improve safety where cars drive fast

Feedback about speeding at events and Share My Story responses mentioned concerns about drivers traveling too fast, especially on roadways designed for lower speeds and volumes. Participants also offered and requested measures to slow vehicle speeds including traffic calming infrastructure, better enforcement of speeding, and countermeasures such as protected bike lanes, safer crossing, and improved visibility at crosswalks.

## Protecting Vulnerable Users



**Protecting vulnerable users** by focusing on safety for older adults, youth, and people walking or biking was also a priority shared through all engagement methods.

**64%**

Safety near schools, parks, senior centers, hospitals

Complementing the finding on speeding, safety, particularly for older adults, youth, and people walking or biking, was reflected in survey responses and highlighted in forms of informal feedback. When asked about where to make roads safer first, 64% of survey respondents prioritized roads near schools, parks, senior centers, and hospitals. This theme also came up when survey takers were asked about safety priorities with 41% of respondents selecting “not enough protection for people walking and biking” and 34% of people selecting “crossings that are not safe for people walking or biking.”

**41%**

Lack of protection for people walking & biking

34%

Crossings for people walking & biking

Feedback at events and Share My Story responses mirrored the responses from the survey and additionally mentioned concerns about crossings and other pedestrian safety in areas where lots of people walk and where bicyclists and motorists interact.

## Investing in Public Spaces



**Investing in lighting, greenery, and public spaces** to improve safety, encourage active transportation, and promote community well-being emerged as a theme across CTP digital survey responses, events, and Share My Story submissions.

64%

Prioritize planting trees and adding parks

Overall, participants expressed interest in streetscape improvements that make public spaces safer and more inviting. When asked about methods to reduce pollution and help the transportation system better handle the effects of climate change, 64% of respondents identified planting trees and adding parks as a high priority. This was the most selected response across all four planning areas and was significantly higher than any other option for that question.

Feedback about investing in public spaces at events and Share My Story responses included requests for investments for public spaces mentioning better street lighting to improve visibility, maintaining existing trees and adding new greenery, and improving parks and public amenities and highlighted the importance of investing in public spaces that support safety, comfort, and community connection.

## Maintaining Existing Systems



**Maintaining existing systems** to improve road and sidewalk conditions—and address safety and accessibility for all users—was a recurring theme across all engagement methods.

48%

Invest in areas that have not had new projects

Across all engagement methods, participants frequently described challenges related to potholes, uneven pavement, and overall poor street conditions. When asked how to improve transportation for underserved communities, 48% of respondents identified building transportation projects in neighborhoods that have not had new

41%

Unprotected bike lanes & missing sidewalks

40%

Identified maintenance and poor road condition issues

projects in a long time as a top priority. In response to the question about the biggest safety problems, 41% of respondents pointed to inadequate protection for pedestrians and cyclists, including unprotected bike lanes and missing sidewalks. Additionally, 40% of respondents identified maintenance and poor road conditions as key safety issues.

Feedback about investing maintaining the existing system at events and Share My Story responses included concerns about obstructed or cracked sidewalks that limit accessibility for all users along with poor street conditions and concerns about the condition of roads and sidewalks, highlighting the need for more consistent maintenance and safer, more accessible infrastructure for all users.

## 5.2. Themes by Planning Area

Overall, priorities remained consistent in survey responses and conversations between planning areas with all areas interested in **equitable transit access, reducing speeds, protecting vulnerable users, investing in public spaces, and maintaining existing systems**. Below are additional details received by community members for each planning area for the overall themes.<sup>5</sup>

Figure 13. Top priority issues noted across all Planning Areas by respondents.

 Equitable Transit Service	 Reducing Speeds	 Protecting Vulnerable Users	 Investing in Public Spaces	 Maintaining Existing Systems
Connect to work, school, services	Improve safety where crashes occur	Safety near schools, parks, senior centers, hospitals	Prioritize planting trees and adding parks	Invest in areas that have not had new projects
Frequency, reliability, safety, comfort	Speeding is a top safety priority	Lack of protection for people walking & biking		Unprotected bike lanes & missing sidewalks
Make it easier to get to jobs and transit	Improve safety where cars drive fast	Crossings for people walking & biking		Identified maintenance and poor road condition issues

<sup>5</sup> Share My Story responses are not included as personal information like zip code was not included.

## North County Planning Area

North County Planning Area participants highlighted transit access and safety across the CTP digital survey and feedback at in-person events. In particular, North Planning Area participants expressed concern with **increasing traffic congestion** and concerns about **safety near freeway ramps**. While protecting vulnerable users was a top priority across all planning areas, a higher percentage of respondents in North County expressed safety concerns about **road crossings, missing bike lanes, and missing sidewalks**.

## Central County Planning Area

Through both in-person events and survey responses, Central Planning Area residents shared the importance of safety and protecting vulnerable users as key priorities. While maintenance was a theme through all four planning areas, a greater percentage of respondents in Central County identified **maintenance and road conditions** as a key issue. Central Planning Area participants also preferred different strategies for solving issues. For example, more Central County participants prioritized **working with community groups and leaders** to understand local needs, and a higher percentage of survey respondents felt that **upgrading truck systems** to support clean vehicles could strengthen the economy.

## South County Planning Area

The themes of equitable transit access, reducing speeds, protecting vulnerable users, investing in public spaces, and maintaining existing systems were consistent for South Planning Area participants. Making it easier to **get to jobs and transit** remained the top answer for strengthening the economy. Respondents in the South Planning Area noted desire in making it easier for trucks and deliveries to get to their destinations, updating the truck system to support clean vehicles, planning for more homes near jobs and transit, and focusing transportation improvements near future developments. More respondents in South County also put greater priority on **improving air quality**.

## East County Planning Area

**Reducing speeds** was consistently heard at East County Planning Area events and reflected in the CTP digital survey. In addition, protecting vulnerable users and improving transit access were also reflected with a higher percentage of respondents prioritizing **reducing transportation costs for underserved communities** as well as more participants highlighting **safety near locations where individuals need more care** such as schools, parks, senior centers, and hospitals. East County residents also had a higher interest in **electric vehicles** as a climate strategy and prioritized improvements near future homes.