

PUBLIC OUTREACH

Overview

Community engagement for this project was conducted by the City in order to meet the following goals:

- Inform Berkeley residents and stakeholders about the project, planning and design processes, and opportunities to get involved;
- Set context for the project by describing the planning and design history in the project area, including the City Council-approved Southside Area Plan, Bicycle Plan, Pedestrian Plan, and Vision Zero Action Plan; the Telegraph Public Realm Plan, AC Transit's Major Corridors planning, and other relevant plans and policies;
- Create opportunities for interested community members to participate in a meaningful way;
- Identify community needs and priorities in support of complete streets within the project area and solicit input on current issues, opportunities, and barriers to walking, biking, taking transit, and accessing and supporting local businesses within the project area;
- Communicate clearly and transparently with the public about trade-offs and potential impacts to traffic delay and parking availability that might result from the proposed transportation improvements; and
- Solicit input on proposed design options to refine the designs and ultimately identify a recommended conceptual design for each project corridor; and,
- Demonstrate the City's commitment to Vision Zero and the City's traffic safety initiatives through project advancement in the Southside area.

Community engagement activities conducted between October 2021 and February 2022 are listed in **Table 6-1**. Based on guidance from the California Department of Public Health and the California Governor's Office, in order to minimize the spread of the COVID-19 virus, all public outreach activities were held virtually. However, these activities were promoted and augmented both digitally and through the distribution of printed materials.

Please note that at the time of the public outreach activities described throughout this section, improvements to Telegraph Avenue were proposed but have since been removed from the project.

Table 6-1. Community Engagement Activities

Community Engagement Activity	Date
Berkeley Transportation Commission Meeting	October 21, 2021
Online Survey	Open from October 27, 2021 to November 28, 2021
Institutional Stakeholder Group Meeting #1 (a group including transit operators, UC Berkeley, police, fire, and other City departments)	October 29, 2021
Associated Students of the University of California Meeting	November 1, 2021
Berkeley Commission on Disability Meeting	November 3, 2021
Online Open House #1	November 10, 2021
Berkeley Transportation Commission Meeting	November 18, 2021
East Bay Transit Riders Union Meeting	December 5, 2021
Berkeley Commission on Disability Meeting	December 8, 2021
Telegraph Business Improvement District Merchant Community Meeting	December 14, 2021
Telegraph Business Improvement District Meeting	December 14, 2021
Institutional Stakeholder Group Meeting #2	January 7, 2022
Public Works Commission Meeting	January 13, 2022
Berkeley Transportation Commission Meeting	January 20, 2022
Online Open House #2	January 27, 2022
City Council 4x6 Committee Meeting (City-UC Berkeley relations)	January 28, 2022
Downtown Business Association Meeting	February 3, 2022
Berkeley City Council Meeting	February 22, 2022

Public Meetings

Online Open House #1

Online Open House #1 was held on November 10, 2021 from 6pm-8pm via Zoom. A total of 80 community members attended. Representatives from the City and the City’s consultants (project team) presented information to the public during the meeting, as well as in a PowerPoint presentation. A copy of the PowerPoint presentation from this meeting can be found in **Appendix A**. Specific members of the project team included Eric Anderson (City Project Manager), Ken Jung (City Project Manager), and Cindy Zerger (Toole Design Group).

A PowerPoint presentation was displayed to attendees which included an overview of the project and presented existing conditions and draft design options for Bancroft Way, Dana Street, Fulton Street, and Telegraph Avenue. For each draft design option, potential traffic and parking impacts were discussed in relation to locations where traffic and parking lanes were proposed to be removed. The improvements proposed on Telegraph Avenue have since been eliminated from the project. Attendees were then polled on their interest in each design option and split into breakout rooms for a small group discussion with other attendees. Feedback from the group discussions were captured using virtual post-it notes in Miro, a virtual whiteboard space. Those attending the meeting were invited to submit written comments and ask the project team for additional clarification.

Key feedback received from the community during Online Open House #1 included the following:

- Support for new and/or improved dedicated space in the public right of way for walking, biking, and riding transit.
- New corridor designs should connect to larger citywide bike and transit networks.
- Accommodate merchant access and pick-up and drop-off for deliveries and/or rideshare and prioritize pedestrian space throughout the project area, especially on Telegraph Avenue and portions of Bancroft Avenue.

Online Open House #2

Online Open House #2 was held on January 27, 2022 from 6pm-8pm via Zoom. The same project team from Online Open House #1 was present at Online Open House #2. A total of 56 community members attended. This meeting had the same format and project team attendees as Online Open House #1. The purpose of this meeting was to communicate the conceptual design option for each corridor which City staff had selected for recommendation for approval by the Berkeley City Council. A copy of the PowerPoint presentation from this meeting can be found in **Appendix B**.

Key feedback received from the community during Online Open House #2 included the following:

- Support for the Southside Complete Streets Project.
- Support for the proposed bicycle and pedestrian improvements along all corridors, with suggestions on how to improve certain intersections and locations.
- Support for a car-free Telegraph Avenue.
- Concerns for merchant access and loading impacts.

Project Website

A comprehensive project website was maintained throughout the project. This website was updated continuously with meeting notifications, meeting presentations, and project deliverables, including conceptual design documents and analysis reports. The website served as a detailed online record of the project progress, including the public and conceptual design process.

Online Survey

An online survey was available to all Berkeley residents from October 27, 2021 through November 28, 2021, and received 1,358 responses (719 completed and 640 partially completed). Respondents were presented with the draft design options for each corridor and asked to respond to how much they agree with the statement “I like Option X” for each design option. The most popular design options were Option 1 and 2 for Bancroft Way, Option 1 for Fulton Street, and Option 1 and 4 for Telegraph Avenue.

Public Noticing

All public noticing materials were developed in alignment with a style guide developed by the project team that included a wordmark, fonts, and consistent color palette in order to create a recognizable look and feel that the community could associate with the project.

Printed Notifications

Flyers and posters were distributed on October 20, 2021 and January 9, 2022 at residences and in businesses throughout the project area to promote Online Open House #1, the online survey, and Online Open House #2. Postcard notices for Online Open House #2 were mailed on January 10, 2022 to over 3,000 residents within the project area. Sidewalk decals promoting Online Open House #1, the online survey, and Online Open House #2 were also installed at key locations, such as near AC Transit bus stops, on October 27, 2021 and January 17, 2022.

Additional Digital Notifications

Email blasts were sent to public and institutional stakeholder lists. The City posted multiple times on social media about public engagement activities. In addition to the City’s project web page, AC Transit and UC Berkeley also promoted community engagement efforts on their respective social media accounts and websites.
