

Draft Vision Zero Action Plan

Public Engagement Activities, July – September, 2021

Date	Topic or Group	Activity	Reach
7/7	Civil Service Board	<ul style="list-style-type: none"> • Public notice • Presentation 	
7/8	Recreation and Park Commission	<ul style="list-style-type: none"> • Public notice • Staff report • Presentation 	
7/9	Draft Vision Zero Action Plan to be Released on Monday	<ul style="list-style-type: none"> • Mailing 	<ul style="list-style-type: none"> • Vision Zero and Active Transportation Plan (ATP) mailing lists: 612 delivered
7/12	Now available: Draft Vision Zero Action Plan	<ul style="list-style-type: none"> • Mailing 	<ul style="list-style-type: none"> • Vision Zero, ATP, and Transportation general interest mailing lists: 837 delivered
7/12	City of Alameda Releases Draft Vision Zero Action Plan	<ul style="list-style-type: none"> • Press release • Mailing 	<ul style="list-style-type: none"> • Press Release and Media email lists: approx. 900 delivered • Alameda Sun article
7/12	Tell us What You Think of the Draft Vision Zero Action Plan	<ul style="list-style-type: none"> • Paper flyer advertised Open House, virtual forum, and online survey. 	<ul style="list-style-type: none"> • 100 flyers posted around town • Posters delivered to Housing Authority for distribution
Ongoing	Webpage	<ul style="list-style-type: none"> • Posted draft Action Plan and survey on webpage on 7/12 	<ul style="list-style-type: none"> • 7/1-9/1: 1,822 pageviews • Busiest days: 7/12, 7/26, 7/28, 7/29
7/12-8/6	Surveys	<ul style="list-style-type: none"> • Webpage and surveys • Paper surveys from in-person events were input into online survey. 	<ul style="list-style-type: none"> • 293 survey responses across four surveys covering different sections of the Action Plan
7/12-7/15	Seeking Input on the Draft Alameda Vision Zero Action Plan	<ul style="list-style-type: none"> • Emails to community group leaders asking them to share information with their members 	<p>24 emails sent. Recipients who let us know that they sent the information to their members:</p> <ul style="list-style-type: none"> • AUSD • Committee on Police Reform and Racial Justice • Alameda NAACP • Alameda for Black Lives • Alameda Black Achievers Alliance • Housing Authority • Bike Walk Alameda • Chamber of Commerce • DABA • WABA

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7/13	Share your feedback on the draft Vision Zero Action Plan	<ul style="list-style-type: none"> • Facebook post • Twitter post • Nextdoor post 	<ul style="list-style-type: none"> • Facebook: 2,400 reached, 16 reactions, and 238 link clicks • Nextdoor: 1,024 impressions
7/13	Tuesdays @ 2:00 -- meeting with WABA, DABA, and Chamber		<ul style="list-style-type: none"> • Approx. 25 participants
7/16	TOMORROW: Vision Zero Open House + Farmers' Market tabling	<ul style="list-style-type: none"> • Mailing 	<ul style="list-style-type: none"> • Vision Zero and ATP mailing lists: 626 delivered
7/17	Come to the Vision Zero Action Plan Open House	<ul style="list-style-type: none"> • Facebook post • Twitter post 	<ul style="list-style-type: none"> • Facebook: 3,300 reached, 31 reactions, and 164 link clicks
7/17	<p>Tabling at the Farmers' Market (morning)</p> <p>And</p> <p>Vision Zero Action Plan Open House (afternoon)</p>	<ul style="list-style-type: none"> • In-person and outside events • Large-scale high injury corridors map • Crash data poster • Printed Action Plans • Paper surveys & poster with QR for survey link • Vision Zero stickers • Tuckers' Ice Cream tokens at Open House 	<ul style="list-style-type: none"> • Approx 85 participants
7/21	TODAY: Vision Zero Virtual Public Forum	<ul style="list-style-type: none"> • Mailing 	<ul style="list-style-type: none"> • Vision Zero and ATP mailing lists: 646 delivered
7/21	Virtual Public Forum	<ul style="list-style-type: none"> • Presentation • Zoom polls 	3 participants
7/22	Social Services and Human Relations Board (SSHRB)	<ul style="list-style-type: none"> • Public notice • Staff report • Presentation 	
8/3	Vision Zero Update: Take the Action Plan survey by Friday	<ul style="list-style-type: none"> • Mailing 	<ul style="list-style-type: none"> • Vision Zero and ATP mailing lists: 667 delivered
8/11	Commission on Persons with Disabilities, August 11	<ul style="list-style-type: none"> • Public notice • Staff report • Presentation 	
9/1	Alameda Chamber of Commerce – Government Relations & Economic Development Committee	<ul style="list-style-type: none"> • Presentation 	<ul style="list-style-type: none"> • Approx. 15 participants

Date	Topic or Group	Activity	Reach
9/8	Alameda Democratic Club	<ul style="list-style-type: none">• Presentation (group requested one)	<ul style="list-style-type: none">• Approx. 30 participants
9/13	Planning Board	<ul style="list-style-type: none">• Public notice• Staff report• Presentation	