

Fernside Boulevard Traffic Calming & Bikeways Project

Public Engagement Activities, August to December 2023

Summary of Public Engagement Round 1: Existing Conditions & Initial Input

- **40,550** emails and text messages delivered via 10 newsletters/notices to various City of Alameda mailing lists
- **600** responses to an online survey
- **400** postal mail notices sent to all Fernside Boulevard addresses
- **85** people attended an in-person community workshop
- **28** people attended a virtual community workshop
- **5** A-frames with posters placed along Fernside Boulevard for over 2 weeks
- *Local schools and community groups shared information with their communities, including but not limited to the Fernside HOA, East Shore HOA, Alameda Vista View Neighbors, Edison Elementary, Otis Elementary, Lincoln Middle School, and Bike Walk Alameda*

FERNSIDE BOULEVARD TRAFFIC CALMING & BIKEWAYS PROJECT

COMMUNITY WORKSHOP 1
Monday, December 4, 7:00 - 9:00 pm
Edison Elementary School Multipurpose Room
2700 Buena Vista Ave, Alameda

Presentation at 7:15 pm followed by open house
Children's coloring table and light snacks provided

The City of Alameda invites you to help shape the future of Fernside Blvd! Learn about a recent study of traffic speeds, crash data, previous community input, and more; and tell us about your priorities for the street.

Other ways to participate:

- Online survey
- Virtual workshop, December 11, 12:00 - 1:00 pm

Survey and workshop links: alamedaca.gov/fernside



For translation or accommodations, contact:
參與此活動者，如有需要翻譯或特殊需求人士服務，請聯絡：
Para traducción o alojamiento, póngase en contacto con:
transportation@alamedaca.gov or 510-747-6833



alamedaca.gov/fernside

Public Engagement Activity Details, August to December 2023

Date	Action	Title and Link	Reach
8/30/2023	Email newsletter to Fernside mailing list	Help Spread the Word About the Fernside Blvd Mailing List	95 delivered (81% unique opens)
11/9/2023	Fernside webpage created	www.alamedaca.gov/fernside	Usage data coming
11/9/2023	Email newsletter to Fernside mailing list	Help choose a date for Workshop #1: Fernside Blvd Traffic Calming & Bikeways Project	166 delivered (70% unique opens)
11/14/2023	Email newsletter to Fernside mailing list	12/4 Fernside Blvd Community Workshop	165 delivered (75% unique opens)
11/21/2023	Email newsletter to mailing lists: <ul style="list-style-type: none"> • Fernside • General Transportation Interest • Clement/Tilden • Vision Zero • Active Transportation Plan 	Fernside Blvd Survey + 12/4 Community Workshop	2,416 emails delivered (42% unique opens) plus 80 text messages delivered
11/21/2023-12/17/2023	Survey	Existing conditions survey	600 survey respondents
November and December	Community groups and schools shared the flyer and information with their lists	Groups known to have shared: Fernside HOA, East Shore HOA, Alameda Vista View Neighbors, Edison Elementary, Otis Elementary, Bike Walk Alameda, Alameda Democratic Club. (Unknown but reached out: St Philip Neri Catholic School)	Unknown
11/27/2023	Postal mailing to all Fernside Boulevard addresses		400 addresses
11/27/2023	Posted as a City Council agenda and sent to City Council agenda email mailing list	Agenda link Posted as a special meeting to allow City Councilmembers to attend if they chose. This was done because the City's Sunshine Ordinance	2,000 email notices delivered Posted online and City Hall bulletin board

Date	Action	Title and Link	Reach
		requires notice whenever a majority of the City Council may attend a meeting or function organized to discuss matters of public concern, even if they aren't taking any action.	Mayor and two City Councilmembers attended
11/27/2023	Posted as a Transportation Commission agenda and sent to Transportation Commission agenda email mailing list	Agenda link Posted as a special meeting to allow Transportation Commissioners to attend if they chose.	1,736 email notices delivered (32% <i>unique opens</i>). Posted online and City Hall bulletin board Two Transportation Commissioners attended
11/27/2023	Facebook event	Community Workshop #1	
11/28/2023	Included in email newsletter to <i>all</i> City of Alameda mailing lists	News & Events from the City of Alameda	25,000 delivered
11/28/2023	Included in email newsletter to Mastick Senior Center mailing list	Mastick Senior Center December Programs	3,400 delivered
11/30/2023	Email newsletter to mailing lists: <ul style="list-style-type: none"> • Fernside • General Transportation Interest • Clement/Tilden • Vision Zero • Active Transportation Plan 	This Monday 12/4: Fernside Community Workshop 1	2,570 emails delivered (44% <i>unique opens</i>) plus 82 text messages delivered
12/1/2023-12/18/2023	Posters placed on A-frames at 5 intersections along Fernside		5 locations (reach unknown)

Date	Action	Title and Link	Reach
12/4/2023	Community Workshop (in-person)	Community Workshop #1	85 participants
12/7/2023	Email newsletter to mailing lists: <ul style="list-style-type: none"> • Fernside • General Transportation Interest • Clement/Tilden • Vision Zero • Active Transportation Plan 	Fernside Blvd: 12/11 Virtual Workshop; Slides Posted; 85 people at the 12/4 Workshop!	2,760 emails delivered (44% open rate) plus 82 text messages delivered
12/11/2023	Virtual Workshop		28 participants