

To: Technical Advisory Committee (TAC) members

Cc: Alameda CTC staff, consultant team members

From: Carolyn Clevenger, Alameda CTC Director of Planning

Date: November 7, 2107

Subject: **San Pablo Avenue Corridor Project Progress Report**

This memo provides an update on the San Pablo Avenue Corridor Project, including current and upcoming activities, organized by task. It also describes a Partnership Agreement, which outlines roles and responsibilities of the TAC member agencies, which we request that you review by November 30; it is attached to the email. Our goal is to execute this agreement by the first TAC meeting December 14.

PROJECT SCHEDULE

The team has developed a comprehensive schedule for the project based on an 18-month timeframe. The project has been broken down into four key phases of technical activity, as shown in the attached figure. This memo focuses on the work efforts underway as part of the first phase of the project.

PROJECT ENGAGEMENT PLAN

The project team has developed a Project Engagement Plan (PEP) to help guide the engagement efforts throughout the project. The PEP specifies who we will reach out to at each project stage and what tools we will use to do so. The PEP also outlines how the TAC will be involved during each project stage, including key milestones and decision points. We will review the PEP during the first TAC meeting.

STAKEHOLDER AND COMMUNITY OUTREACH

The project team is in the process of undertaking the following activities in order to inform stakeholder groups and the general public about the project and to obtain input on specific and general issues/challenges along the corridor today. We are building on the significant input from previous planning efforts (which we are evaluating and summarizing in parallel; see Travel Market Assessment/Existing Conditions section below). The outreach tools we are using, all of which will be available in Spanish and Chinese, include:

Stakeholder group research

The project team has created a draft list of stakeholder groups that represent merchants, residents, transit-riders, and people who walk or bike along the corridor. At various times

throughout the project, we will reach out to these organizations to provide updates on the project, get input on potential improvements, and ask them to distribute survey links and postcards to their members (see Online Survey and Postcard sections below). In addition, at targeted points throughout the project, will schedule interviews or focus group meetings with a subset of these groups. Please see attached Excel spreadsheet for a list of the first stakeholder groups we have identified to date, with one tab per city as well as a corridor wide tab. Please review your city's tab and let us know if any organizations are missing from the list.

Online survey

An online, map-based survey was developed and launched using Crowdsplot. Stakeholders and the general public can use the tool to share their experiences using the San Pablo Avenue corridor by dropping pins onto a map. The survey is also being distributed online to stakeholder groups, on AC Transit buses and on postcards to local businesses (see Postcard section below). **We would appreciate your help in spreading the word through your email lists, on your website, or through any other available channels; see attached draft email blast and postcard for your use.** The survey is live and will stay open until the end of November. It can be accessed at this link: <http://sanpablosurvey.crowdsplotmap.com>.

Project webpage

A project page has been developed within the Alameda CTC website to house project information and provide access to current and future outreach opportunities, such as the online survey. Alameda CTC will keep the page updated throughout the project.

Project postcard

The team has created a project postcard to direct users of San Pablo Avenue to the online survey and to the project webpage. Stacks of postcards have been left for customers at businesses along the corridor and for transit users on AC transit buses. The postcard is also attached.

TRAVEL MARKET ASSESSMENT/EXISTING CONDITIONS

Data collection

Thanks to all of you who responded as part of the data-gathering process. The team completed the data collection process in the first week of October.. Data collected included all transportation modes, travel markets, parking, land use, urban design and socio-economic conditions.

Data analysis and synthesis

The team has begun processing, analyzing and mapping the data for the corridor, which will be documented in the Existing Conditions Report, which will be a key focus of the first TAC meeting in December.

Review of previous plans

As part of the existing conditions review, the team is conducting a review of previous plans for the corridor to make sure that the technical work and stakeholder outreach in this project are fully informed by efforts that have already been completed. Those previous plans serve as a foundation for the project. The intent is to not duplicate work already done, and to instead use existing plans as foundational starting points for this project to the greatest extent possible.

PARTNERSHIP AGREEMENT

Each public agency represented on the TAC will be asked to sign a Partnership Agreement. It lays out each agency's commitment to and responsibilities during the project, your commitment to support the decision-making structure identified in the Agreement, and your willingness to take or share responsibility for implementing the near term concepts that result from the San Pablo Avenue Corridor Project process.

The Partnership Agreement identifies agencies' commitment to specific project responsibilities, such as participating in the TAC, collaborating on approving project concepts, supporting common goals and joint funding pursuits, and executing a Memorandum of Understanding (MOU), as appropriate, once near term concept(s) are selected. The MOU will define responsibilities for specific issues such as concept development and delivery, cost-sharing, asset ownership, and systems operation and maintenance as determined based on the final project recommendations. Signatories of the Partnership Agreement must have the authority to commit their agencies' resources and approve recommended concepts (i.e. Executive/Director/GM level staff). A draft of the Partnership Agreement is attached for your review. We would appreciate any comments or questions be sent to Carolyn Clevenger and Cathleen Sullivan (csullivan@alamedactc.org) on the Partnership Agreement by **November 30** so that we can review and make revisions as necessary in advance of the TAC meeting.

Please let me know if you have any questions: cclevenger@alamedactc.org or 510-208-7496. We look forward to seeing you on December 14.

Attachments:

- Study Technical Process graphic (PDF)
- Draft Survey Email Blast (MS Word)
- San Pablo Survey Postcard (PDF)
- Draft Partnership Agreement (MS Word)
- Stakeholder List (MS Excel)