To:      City of Berkeley
From:   Toole Design
Date:   February 21, 2022
Project:  Berkeley Southside Complete Streets Project
Subject:  Community Engagement Summary

The purpose of this memorandum is to detail the outreach and engagement activities conducted as part of the Berkeley Southside Complete Streets Project, as well as key takeaways from community feedback.

OVERVIEW AND KEY TAKEAWAYS

Engagement for the Berkeley Southside Complete Streets Project aimed to achieve the following goals:

- Inform Berkeley residents and stakeholders about the project, planning and design processes, and opportunities to get involved;
- Set context for the proposed project by describing the planning and design history in the Southside, 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;
- Solicit input on proposed design options to refine the designs and ultimately identify a recommended conceptual design for each project corridor;
- Demonstrate the City’s commitment to Vision Zero and the City’s traffic safety initiatives through project advancement in the Southside area.

Engagement was split into the following three phases:

- **Phase 1: Project Launch (September – October 2021)**
- **Phase 2: Present and Solicit Input on Conceptual Design Options for Each Project Corridor (October – November 2021)**

Activities were held entirely virtually, but engagement opportunities were promoted in both digital and in-person formats. See Table 1 for a detailed list of all engagement activities conducted as part of the project and Table 2 for the promotional and marketing tactics associated with engagement.

**Table 1: Engagement Activities**
### Table 2: Promotional and Marketing Tactics

<table>
<thead>
<tr>
<th>Notification type</th>
<th>Materials and Distribution Methods</th>
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<tbody>
<tr>
<td><strong>Print notification</strong></td>
<td>• Flyers and posters: 500 posters and 1000 flyers distributed twice at residences and in businesses throughout the project area in promotion of Online Open House #1, the online survey, and Online Open House #2</td>
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<tr>
<td></td>
<td>• Postcards: Mailed to 3000+ addresses within the project area in promotion of Online Open House #2</td>
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<td>• Sidewalk Decals: 20 decals installed at key intersections and locations within the project area in promotion of Online Open House #1, the online survey, and a second round of 20 decals installed for Online Open House #2</td>
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<tr>
<td><strong>Digital notification</strong></td>
<td>• Email blasts to public and institutional stakeholder lists</td>
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<td></td>
<td>• City of Berkeley Press Release (Open House #1 only)</td>
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<td></td>
<td>• Social Media posts</td>
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<td></td>
<td>• Project website</td>
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<td></td>
<td>• Additional City social media and website efforts through partner agencies such as AC Transit and UC Berkeley</td>
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All promotional 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.
Key Takeaways
Throughout the course of public engagement, the Project Team heard from a wide variety of stakeholders and community members. The following key takeaways emerged as the Berkeley community provided feedback on the draft and preferred design options:

- Dedicated space for bicyclists and pedestrians is needed to improve safety and comfort along all corridors within the project area.
- Pedestrians should be the most highly prioritized mode on Telegraph Avenue.
- Transit operations and priority are important on every corridor within the project area, particularly on Bancroft Way.
- Loading, emergency vehicle access, and multimodal access are a concern on all corridors.

ENGAGEMENT ACTIVITIES
Institutional and Public Stakeholder Groups
The Project Team met with various institutional and public stakeholder groups throughout all engagement phases (see Table 1 for a list of all meetings attended). Key themes from each group’s input are detailed below.

<table>
<thead>
<tr>
<th>Group</th>
<th>Feedback</th>
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<tbody>
<tr>
<td>Associated Students of the University of California</td>
<td>• General project support</td>
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<td>University of California staff</td>
<td>• Concerns around cost and impacts to campus with Bancroft Option 2</td>
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<td></td>
<td>• Desire for improved curb management (loading zones, business access,</td>
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<td></td>
<td>rideshare/ridehail access)</td>
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<td></td>
<td>• Pedestrian scale sidewalk lighting improvements</td>
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<td></td>
<td>• Interest in improvements to intersection of College Way and Bancroft Way</td>
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<tr>
<td></td>
<td>to improve safety</td>
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<td></td>
<td>• Support for Bancroft Way Option 1, Fulton Street Option 1, Telegraph</td>
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<tr>
<td></td>
<td>Avenue Option 4</td>
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<tr>
<td>AC Transit</td>
<td>• Concerns around lane widths and turn radius as related to bus operations</td>
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</tbody>
</table>
| **Berkeley Transportation Commission** | • Support for Bancroft Way Option 1, Dana Street Permanent Project, Telegraph Avenue Option 1, 3, and 4, Fulton Street N/A (not a transit route)  
• Did not support Bancroft Way Option 2 or 3, Telegraph Avenue Option 2 |
| **Berkeley Fire Department** | • Support for Bancroft Way Option 1, Fulton Street Option 1, Dana Street Permanent Project, Telegraph Avenue Option 4 with recommendations to further study widened sidewalk on Bancroft Way between Fulton Street and Telegraph Avenue, and how Telegraph Avenue could evolve into a “car-free” option in the future  
• Transit should be a priority in the project area |
| **Berkeley Traffic Engineering Department** | • Sufficient parking and travel lane widths should be maintained for firetruck operations, as well as clear width in the street for fire and emergency response  
• Designs should consider fire aerial ladder access to taller buildings impacted by increasing setbacks |
| **Berkeley Commission on Disability** | • Consider impacts to street operations from lane re-allocation, concern around commercial deliveries to businesses  
• Minimum parking and travel lane widths should be maintained  
• Traffic studies are needed |
| **LBNL Shuttle operator** | • Support options on Bancroft Way and Telegraph Avenue that include a bus lane  
• Concern about contraflow bikeway in Telegraph Avenue Option 1 |
| **Telegraph Business Improvement District** | • Importance of emergency response, especially EMTs responding to unhoused persons  
• Would like better management of loading zones; double parking is an issue  
• Would like better connection between Downtown and Telegraph Business Districts  
• Sidewalks are in disrepair and should be upgraded for a consistent look/feel and hazard-free surface  
• Pedestrian-scale lighting is important to keep the District open and feeling safe at night  

**Bancroft Way:**  
• Support for Bancroft Way Option 3  

**Telegraph Avenue:**  
• Interest in re-imagining Telegraph Avenue that can be unique and groundbreaking |
| **Walk Bike Berkeley and Bike East Bay** | • Better connections between Downtown and Telegraph Business Districts are needed  
• Transit times should be improved with more frequent bus services and better bus reliability  
• Support for Bancroft Way Option 1 or 2, Fulton Street Option 1, and the Dana Street Permanent Project, Telegraph Avenue Option 4 |
| **Downtown Business Association** | • Bike lanes are a critical part of the project  
• There is a need for more loading and parking areas on Bancroft Way and Fulton Street  

**Fulton Street**  
• Support bikeway on Fulton Street as long as loading/unloading and parking is maintained on west side of street.  

**Bancroft Way**  
• Dedicated bus lanes on Bancroft Way may harm the ability to lease out merchant spaces near the intersection of Bancroft Way and Fulton Street  
• Interest in removing dedicated bus lane between Fulton Street and Shattuck Avenue in Option 1 to allow for loading and unloading, parking, and a UCB shuttle stop on the north side of the street.  
• Would like City to consider making Bancroft Way between Shattuck Avenue and Milvia Street 1-way in order to preserve parking and loading on both sides of the street on this block |

**Online Open House #1**  
The first Online Open House was held on November 10th, 2021 from 6pm-8pm via Zoom. Eighty community members attended. During the Open House, the Project Team gave an overview of the project and presented existing conditions and draft design options for Bancroft Way, Dana Street, Fulton Street, and Telegraph Avenue. Attendees were polled on their interest in each design option and then were split into breakout rooms for small group discussion and feedback on the options for each corridor. Feedback was captured using virtual post-its in Miro, a virtual whiteboard space.
Key Takeaways

- Improvements should create or improve dedicated space in the public right of way for people walking, biking, and riding transit.
- The new corridor designs should connect to larger citywide bike and transit networks.
- Changes, especially to Telegraph Avenue and portions of Bancroft, should accommodate merchant access and pick-up and drop-off for deliveries and/or rideshare and prioritize pedestrian space throughout the project area.

Draft Design Options Feedback

Fulton St

Attendees were most in favor of Options 1 and 3 for Fulton Street, and some expressed the desire for a protected bike facility that can connect easily to the north where Fulton Street becomes Oxford Street. Top polled priorities for the street included safer, more comfortable, low-stress bike lanes, building missing bikeways connections, and trees and greenery.

Telegraph Ave:

Many attendees expressed enthusiasm for a car-free Telegraph Ave, and there was a strong desire for a protected bike facility. Top polled priorities for the street included supporting local businesses, safer, more comfortable, low-stress bike lane, and building missing bikeway connections.
Figure 4: Poll results for draft design options for Telegraph Avenue

Attendees preferred Option 2, and many expressed interest in wider sidewalks and better protection for cyclists. Top polled priorities for the street included safer, more comfortable, low-stress bike lanes, building missing bikeways connections, and faster, more efficient transit service.

Figure 5: Poll results for draft design options on Bancroft Way

Attendees supported both the pilot and permanent design options for Dana Street. Top polled priorities for the street included supporting local businesses, safer, more comfortable, low-stress bike lane, and building missing bikeway connections.
Online Survey
An online survey was available from Oct 27th, 2021 through November 28th, 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.

Findings
The most popular options for each corridor are listed below, with detail provided for each corridor in Figures 8, 9, 10, and 11:

- Bancroft Way: Option 1 and Option 2
- Fulton Street: Option 1
- Telegraph Avenue: Option 1 and Option 4
**FULTON STREET**

![Bar chart](FultonStreetChart)

**Figure 8** Survey feedback on Fulton Street draft design options

**TELEGRAPH AVENUE**

![Bar chart](TelegraphAvenueChart)

**Figure 9** Survey feedback on Telegraph Avenue draft design options

**BANCROFT WAY**

![Bar chart](BancroftWayChart)

**Figure 10** Survey feedback on Bancroft Way draft design options
Online Open House #2
The second Online Open House was held on January 27th, 2022 from 6pm-8pm via Zoom. 56 community members attended. During the Open House, the project team provided a project update and presented the recommended design options for each corridor. Attendees were split into breakout rooms for small group discussion and feedback on the options. Feedback was captured in offline notes as well as in virtual post-its in Miro.

Key Takeaways
- Broad support for the Southside Compete Streets Project overall.
- Attendees expressed overall support for the proposed bicycle and pedestrian improvements along all corridors, with some specific suggestions on how to improve certain intersections and locations.
- There was a vocal interest in a car-free Telegraph Avenue.
- Some attendees expressed concerns for merchant access and loading.

Recommended Design Option Feedback
More specific participant feedback for each corridor is summarized below.

Bancroft Way
- Generally there was good participant interest and support for the preferred option.
• There are some places where sight lines at driveways and intersections need to be considered.
• Parking on the north side of the bus lane between Dana and Fulton will create conflicts as motor vehicles cross the bus lane to access parking.
• Participants expressed an interest in widened sidewalks where possible and preferred to prioritize widened sidewalks over providing parking.
• Some participants advocated for conversion from one-way to two-way vehicle traffic on Bancroft Way

Fulton Street
• Good participant support for the preferred option, especially noting the appreciation that this provides good connection to existing and future bikeways.
• Pedestrian crossing and signal modifications at Dana Street and Dwight Way intersection will improve safety.
• The existing northbound slip lane at Bancroft Way and Fulton Street creates conflicts for all modes and could be improved.
• Some participants expressed an interest in looking more closely on whether two southbound motor vehicle lanes are necessary between Bancroft and Durant.

Dana Street
• General support for the permanent project.
• Some participants expressed interest in having more information on the signal changes that may be proposed.

Telegraph Avenue
• Participants expressed an excitement for changes to Telegraph that are overdue including sidewalk repairs, pedestrian scale lighting.
• General support for a car-free corridor, with a few attendees voicing support for maintaining vehicle access.
• Some participants expressed concern that construction of the project would disrupt business operations on the street.
• Some participants indicated that they thought the bus lane was unnecessary and “not a good fit” for Telegraph Avenue.