



HEXAGON TRANSPORTATION CONSULTANTS, INC.

Memorandum



Date: June 24, 2025

To: Mr. Matthew Nelson, City of Pleasanton

From: Tiffany Dang, Shikha Jain, Ollie Zhou

Subject: Public Outreach Framework for the Pleasanton Pedestrian and Bicycle Master Plan



The City of Pleasanton is seeking to update its Bicycle and Pedestrian Master Plan (BPMP) to reflect recent infrastructure improvements, address evolving community needs, and incorporate current best practices in multimodal transportation planning. Since the adoption of the 2018 BPMP, several projects have been implemented, and additional studies have been initiated, creating a need to reassess priorities, connectivity gaps, and safety concerns. The update will focus on expanding the project list to include high-priority areas such as Downtown, regional transit hubs, and schools, while ensuring alignment with regional and state guidance. By updating data, engaging the community, and identifying cost-effective solutions, the plan will prioritize improvements that enhance safety, expand access, and promote a more interconnected network for transportation and recreation purposes. The updated plan will also support future grant applications by meeting current funding requirements and providing actionable recommendations for phased implementation.



This document is a framework plan for community outreach efforts associated with this master plan effort. This plan outlines project communication protocols and clarifies roles between the city and the consultant team. In addition, the plan explains the outreach activities and public input opportunities during the study's duration.

Goals for the Outreach Effort

There are several goals for the outreach effort:

- 1. Foster inclusive community engagement**
Partner with residents, businesses, and other stakeholders to gather diverse input, promote dialogue, and collaboratively develop solutions that address multiple interests.
- 2. Create clear, accessible communication**
Develop visually compelling, easy-to-understand materials and messaging that emphasize the importance of community participation.
- 3. Define a shared vision and feasible projects**
Update the Master Plan's goals and vision based on community input and build consensus around a set of actionable projects that improve circulation and safety for all active transportation users.
- 4. Strengthen partnerships for future opportunities**
Develop partnerships to support future funding opportunities and advance regional transportation services and projects.



Outreach Audience

Community outreach for this project would target the following groups:

- Residents
- Businesses
- Schools
- Seniors
- Visitors and Commuters

Roles

The **Pleasanton City Council** is the ultimate policy maker for any improvements related to the Pleasanton Bicycle and Pedestrian Master Plan Update.

The City's **Bicycle, Pedestrian and Trails Committee (BPTC)** review projects that include pedestrian, bicycle, and trail improvements and provide recommendations on design elements to the Parks and Recreation Commission, City Council, Traffic Engineering and Public works that relate to pedestrian, bicycle, and trail construction/modification. The BPTC is serving as the steering committee for the master plan update.

The **Community and Economic Development Department** is the lead for the study effort and provides direction and guidance to the consultant team.

Hexagon Transportation Consultants, Inc. is the prime consultant firm responsible for the work scope and outreach in support of the study.

Toole Design is the sub consultant that will assess existing bike and pedestrian infrastructure, update GIS maps, and inventory key intersections. They will analyze demand, stress levels, and network gaps using data and fieldwork.

The residents, businesses, schools, city commissions, pedestrians, bicyclists, and roadway users are stakeholders and encouraged to participate in this study.

Outreach Overview

The public engagement process for the Bicycle and Pedestrian Master Plan update will take place in two distinct phases.

- **Phase 1** will focus on visioning, identifying existing deficiencies, and gathering input on community priorities.
- **Phase 2** will present proposed draft improvements and invite public feedback to help refine them.

Each phase is structured to collect meaningful input that will directly inform the planning process and guide the development of final recommendations.

Phase 1

Phase 1 will focus on visioning, identifying current deficiencies, and understanding community priorities. This foundational phase is centered around listening—gathering input from residents, stakeholders, and users to gain insight into the challenges and opportunities within the existing bicycle and pedestrian network. It will run from April 2025 to the end of the year. This phase will

inform the development of draft improvements by highlighting what matters most to the community and where the greatest needs lie.

Phase 1 Goals

- Raise awareness about the update to Pleasanton's existing Bicycle and Pedestrian Master Plan (BPMP)
- Establish a shared community vision for walking and biking in Pleasanton
- Identify gaps, safety concerns, and barriers in the current infrastructure
- Understand key destinations, travel patterns, and community priorities

Phase 1 Messaging

The proposed language below will be used to frame the overarching messaging during this portion of the project.

- We are launching community outreach to better understand how people walk and bike in Pleasanton, what's working well, what needs improvement, and what matters most to you. Your feedback and input will help guide future improvements that make it easier and safer for everyone to get around, whether on foot, by bike, or using other alternatives to driving.
- This phase is focused on **listening and learning** from community members about their day-to-day experiences—not yet proposing solutions:
 - How (i.e., foot, bike, transit, or car) and why people currently travel around the City, and what factors influence those choices
 - Identifying key barriers (i.e., safety concerns, infrastructure gaps, or other challenges, etc.) that prevent people from walking and biking more often
 - What community priorities, lived experiences, and local knowledge should guide the direction of future improvements.

Phase 2

In Phase 2, the City will present draft recommendations and proposed infrastructure improvements based on input collected during Phase 1. The focus will be on validating these concepts with the community and refining them based on public feedback. This phase will run from January to June 2026. This phase ensures the updated plan is responsive, community-driven, and grounded in real-world priorities and experiences.

Phase 2 Goals

- Share draft improvement concepts and gather public input
- Assess community preferences and refine alternatives accordingly
- Build consensus around a set of preferred projects and strategies

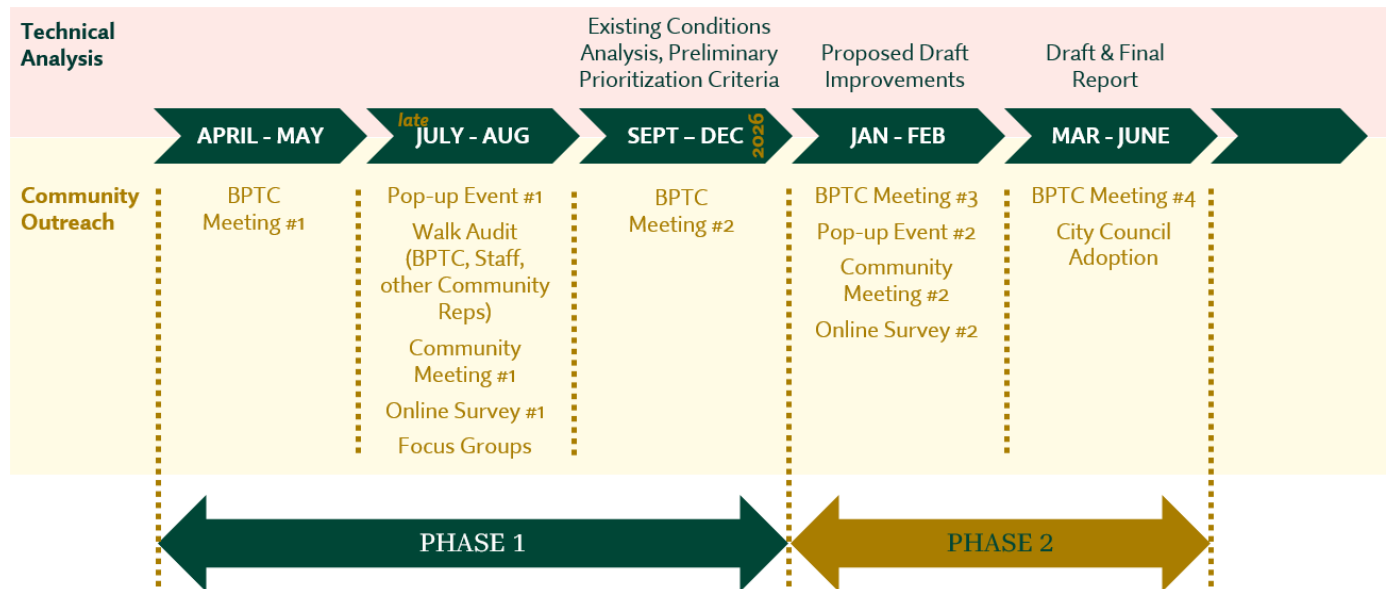
Phase 2 Messaging

The proposed language below will be used to frame the overarching messaging during this portion of the project.

- We're sharing draft goals, programs, and design ideas based on your input, data analysis, and proven best practices.
- This phase is focused on **refining priorities and exploring solutions**, including recommended infrastructure projects, programs that encourage active transportation, and updated design standards.

Schedule

The tentative schedule for outreach is provided in the following page:

Figure 1: Draft Outreach Schedule

Outreach Efforts

The Bicycle and Pedestrian Master Plan will use a variety of outreach strategies to engage the community, as outlined below.

- **Outreach Events (x3)**
 - Pop-up events (x2)
 - Walk audit (x1)
- **Community Meeting(s) (x2)**
- **Focus Group Meeting(s) (up to 5)***
 - Schools
 - Downtown Pleasanton Business Association
- **Online Survey(s) (x2)**
- **Bicycle, Pedestrian, and Trails Committee (BPTC) Meeting(s) (x4)**

*Hexagon's scope of work proposes up to five focus group meetings. Based on discussions with City staff, one focus group meeting would be conducted with schools and a second focus group meeting would be conducted with the Downtown Business Association. Some additional options for focus group meetings are with the Senior Center, Youth Commission, Parks and Recreation Commission and a second meeting with schools (one meeting during each phase of outreach). In case five focus group meetings are not needed, in-lieu of the focus group meetings, additional pop-ups could be conducted (see additional discussion below).

Each of the outreach strategies has been described in detail below:

Pop-up and Focus Group Meetings)

A total of up to seven (7) events, combining both pop-ups and focus groups, will be held. Hexagon will conduct pop-up outreach and focus group meetings at key locations and with stakeholder groups throughout Pleasanton to support community engagement around the project. Pop-up

events are planned at key community locations such as Downtown Pleasanton and the Stanford Sports Complex, with possible additions like BART stations, Ken Mercer Sports Park, or other summer events. Focus groups will engage stakeholders such as schools and the Downtown Business Association, with potential additional sessions with the Senior Center, Youth Commission, Parks and Recreation Commission, or a second school meeting during Phase Two.

Downtown Pop-up Event

Phase: 1 or 2

Target Audience: General public, Downtown visitors, families, local businesses

Outreach Details: A pop-up outreach event will be held in Downtown Pleasanton during a community event (e.g., farmers market, Concerts in the Park, Main Street Closure) in the summer. The set-up will include a table with project maps, flyers, and interactive activities such as dot voting and quick polls (e.g., “What would make Pleasanton easier to walk or bike in?”). The station will also feature stickers or sticky notes for participants to share their thoughts. Giveaways may be offered by City staff to encourage participation.

Potential Phase I Outreach Events:

- Pleasanton Farmers' Market (every Saturday)
- Main Street Closure (1st weekend of each month)
- 2025 Concerts in the Park (Fridays from July 4 – August 15, 2025)

Notification Methods: The event will be promoted through City communication channels, including the project dashboard, social media, email newsletters, and event calendars.

Team Roles: City staff will work with event organizers and identify suitable dates for hosting downtown pop-up community events. They will also staff the event and manage event promotion, provide signage, and supply standard City outreach materials (e.g., city banners, flyers, comment cards, giveaways). Hexagon and Toole Design staff will assist in staffing the event and bringing sign-up sheet. Post event, Hexagon to provide brief summary of Q/A and input received.

Stanford Sports Complex Pop-up Event

Phase: 1 or 2

Target Audience: Sports complex visitors, families, and recreational users

Outreach Details: A pop-up outreach event will be hosted at the Stanford Sports Complex in the summer. The table will feature project maps, flyers, and interactive activities such as a dot voting station and quick polls (e.g., “What would encourage you to bike or walk more in Pleasanton?”). Stickers or sticky notes will be provided for participants to share feedback on biking and walking infrastructure. Giveaways may be provided to increase engagement.

Potential Outreach Timeframe: Summer 2025

Potential Phase 1 Outreach Events:

- Summer Camp (July 21, 2025)
- Pleasanton RAGE College Showcase (July 25-27, 2025)
- RAGE Girls Summer Cup (August 9-10, 2025)

Notification Methods: The event will be promoted through City communication channels, including social media and the City website, as well as through event promotions at the sports complex.

Team Roles: City staff will work with event organizers and identify suitable dates for hosting downtown pop-up community events. They will also staff the event and manage event promotion, provide signage, and supply standard City outreach materials (e.g., city banner, flyers, comment cards, giveaways). Hexagon will design and prepare interactive materials, assist in staffing the event, facilitate engagement, and provide a summary of input received afterward.

Focus Group Meeting(s)

Schools

Phase: 1

Target Audience: Schools, School District, PTA, Alameda County Safe Routes to School Coordinator

Outreach Details: The focus group meetings will be on-line. These meetings will focus on receiving feedback related to biking and walking near school zones. The focus group meeting with the schools will include breakout groups based on school locations, allowing participants to identify and discuss deficiencies near their respective campuses.

Schools (Additional meeting(s))

Phase: 2

Target Audience: Schools, School District, PTA, Alameda County Safe Routes to School Coordinator

Outreach Details: A second round of school-focused engagement may be conducted during Phase II of outreach to gather feedback on proposed improvements and priorities.

Notification Methods: The meeting will be notified and scheduled via email.

Team Roles: City staff to notify the schools, school district, PTA, and, Alameda County Safe Routes to School Coordinator. Hexagon and Toole Design staff to prepare and present the presentation and facilitate the meeting. Post event, Hexagon to provide brief summary of Q/A and input received.

Downtown Business Association

Phase: 1

Target Audience: Downtown Businesses

Outreach Details: The focus group meeting will be on-line. This meeting will focus on receiving feedback related to biking and walking in Downtown Pleasanton.

Notification Methods: The meeting will be notified and scheduled via email.

Team Roles: City staff to notify the businesses. Hexagon and Toole Design staff to prepare and present the presentation and facilitate the meeting. Post event, Hexagon to provide brief summary of Q/A and input received.

Walk Audit

Phase: 1

Target Audience: BPTC, City Staff, Other Community Representatives identified by City Staff

Outreach Details: A walk audit will be conducted in coordination with BPTC members, community representatives, and City staff, with potential locations identified in and around Downtown and near select schools.

Notification Methods: The event will be notified through an invite to the participants.

Team Roles: Hexagon and Toole, with input from the City staff will determine the walk audit route. Hexagon, BPTC members, City staff, community representatives, and Toole Design will focus on key spots near Downtown and schools to better understand safety concerns and community needs.

Community Meeting(s)

Get input from the public and report back to City staff and council on the community's priorities.

Phase: 1 and 2

Target Audience: General public

Outreach Details: The community meeting will be an in-person event, potentially hosted at the Senior Center, City Hall conference room, or the library. The first meeting will provide an overview of the project and gather community concerns and the second meeting will present and get feedback on draft improvements. Both meetings will include a presentation followed by a question-and-answer session. To better engage attendees, live polls will be conducted to identify the stakeholders present. Additionally, the meetings will feature an interactive workshop component to with maps, polls, etc.

Notification Methods: The events will be promoted through project dashboard, social media channels, City newsletters, City Council announcements, and through community representatives

Team Roles: City staff to notify the community, book venue, provide direction signage on the day of the meeting, and other City-standard materials for meetings such as comment cards. City staff to provide live translation if requested by the community. Hexagon will prepare all meeting materials (such as the PowerPoint presentation, boards, workshop materials, etc.) and graphics, but will rely on the City to book venues, provide direction signage on the day of the meeting, and other City-standard materials for meetings such as comment cards. Hexagon and Toole will facilitate the meetings/workshops, and document each with a meeting summary.

Online Survey (s)

Get input from the public and report back to City staff and council on the community's priorities.

Phase: 1 and 2

Target Audience: General public

Outreach Details: Combination of interactive mapping and multiple choice and open-ended questions developed on Social Pinpoint and hosted on the project dashboard. The first survey will be focused on identifying safety issues and existing deficiencies in the bicycle and pedestrian

network and understanding community priorities. The second survey will share draft proposed improvements and programs and solicit input on those.

Notification Methods: Promoted through project dashboard, outreach events, social media channels, City newsletters, community representatives, and BPTC #2 and #3 meetings

Team Roles: Hexagon to develop survey questions in coordination with City staff and the City PIO. Hexagon will host the survey on the project dashboard and provide a brief summary of survey results.

BPTC Meetings

The Bicycle, Pedestrian, and Trails Commission (BPTC) will be engaged throughout the BPMP update process, with up to four meetings planned. Three meetings will serve as study sessions to provide project updates and gather focused feedback. Two of these study sessions will be scheduled in the time frames as the community meetings to align public and commission input. A final, fourth meeting will be a formal hearing where the BPTC will review and recommend the Draft Plan for City Council consideration. Optionally, one of the study sessions may also be conducted as a joint session with City Council.

BPTC MEETING #1

Phase: 1

Target Audience: Bicycle, Pedestrian, and Trails Committee (BPTC)

Outreach Details: Hexagon will present the project scope, schedule, and public outreach plan, and facilitate a focused discussion to gather input on the draft vision and goals for the updated Bicycle and Pedestrian Master Plan (BPMP). This will be a brief 10-minute presentation, followed by time for BPTC member questions and public comments. The goal is to clearly define BPTC's role in the BPMP process.

Notification Methods: Included as the primary agenda item for a regularly scheduled BPTC meeting; promoted through the City and BPTC webpages, promoted through project dashboard.

Team Roles: Hexagon will provide a tailored presentation template for the project and present the project scope, schedule, and public outreach plan. Hexagon will also facilitate discussion to clarify the BPTC's role in the BPMP process and gather input on the draft vision and goals.

BPTC MEETING #2

Phase: 1

Target Audience: Bicycle, Pedestrian, and Trails Committee (BPTC)

Outreach Details: Hexagon will deliver a brief presentation summarizing the first phase of community outreach, key findings from the existing conditions analysis, and preliminary prioritization criteria. The presentation will be followed by time for member questions and public

comment, with the goal of gathering focused input to inform the development of draft improvements in Phase II.

Notification Methods: Included as the primary agenda item for a regularly scheduled BPTC meeting; promoted through the City and BPTC webpages, project dashboard, and City email list.

Team Roles: Hexagon and Toole will prepare and present a presentation covering the first phase of community outreach, key findings from the conditions analysis, and preliminary prioritization criteria.

BPTC MEETING #3

Phase: 2

Target Audience: Bicycle, Pedestrian, and Trails Committee (BPTC)

Outreach Details: Hexagon will deliver a draft of improvements based on input from the first phase of outreach, key findings from the conditions analysis, and preliminary prioritization criteria. The presentation will be followed by time for members to provide input and feedback on draft improvements.

Notification Methods: Included as the primary agenda item for a regularly scheduled BPTC meeting; promoted through the City and BPTC webpages.

Team Roles: Hexagon will present a tailored proposal for improvements, and BPTC will provide input and feedback on the plan draft as it progresses toward a recommendation to City Council.

BPTC MEETING #4

Phase: 2

Target Audience: Bicycle, Pedestrian, and Trails Committee (BPTC)

Outreach Details: This meeting will serve as a formal hearing where the BPTC will review the Draft Bicycle and Pedestrian Master Plan and vote on whether to recommend it for adoption by the City Council. The presentation will provide a summary of the planning process, outreach findings, key recommendations, and any updates made in response to previous feedback.

Notification Methods: Included as the primary agenda item for a regularly scheduled BPTC meeting; promoted through the City and BPTC webpages.

Team Roles: Hexagon will present a Draft Bicycle and Pedestrian Master Plan, and BPTC will review the Draft Bicycle and Pedestrian Master Plan and vote on whether to recommend it for adoption by the City Council.

Notification Process for Outreach Effort

All notification materials will be developed in English, unless otherwise specified. Hexagon will create the materials in English, and the City will notify if they need to be translated into another language. All public notices will be sent at least 72 hours prior to the date of the meeting.

Project Dashboard: Hexagon will develop content for a dedicated Project Dashboard hosted on Social Pinpoint. This platform will host meeting documentation, event announcements, and public comment submissions. The platform will also have a place for public to sign up and receive project updates. To ensure accessibility, Hexagon will also create and monitor a dedicated project phone number and email address, offering residents the option to leave voicemails or send written feedback.

Mailing List: Contact information from each outreach event and web page signups will be compiled into a mailing list maintained by the City's project staff. This mailing list will be utilized to inform the community about upcoming public participation opportunities and meetings by the City staff.

Citywide Newsletter: Stay informed about City news, events, and projects by subscribing to the City of Pleasanton's newsletter. Subscribers will receive updates from City staff about upcoming meetings and projects happening throughout the City.

Focus Groups: Focus groups will be conducted with key community representatives to help shape outreach efforts and ensure diverse perspectives are heard. These representatives will share project information within their communities to help expand the City's outreach into specific neighborhoods and interest groups, encouraging broader participation.

School & PTA Engagement: Outreach to schools will be a coordinated effort with school staff and Parent-Teacher Associations (PTAs) to assist in sharing project information with parents and guardians. This partnership is intended to keep families informed and encourage participation from households with school-aged children.

Project Flyers: Project flyers and posters will be used to increase awareness of the project among residents and road users throughout the City of Pleasanton. Each will include a brief project overview, a QR code linking to the project dashboard, and contact information for the City's project manager. Flyers and posters will be displayed in high-visibility community locations such as libraries, community centers, senior centers, recreation facilities, and schools during Phase 1 of the project. Posters may also be placed at bus stops, transit centers, and park-and-ride lots to reach transit users and commuters. These should be placed before the start of community outreach at the end of July 2025. Hexagon will assist City staff with the design of these materials, while production and placement will be handled by the City.

Social Media Support: Working with the Communications Department, Hexagon will assist the City staff in developing social media posts. The Community Development Department would be the lead for this posting.

Additional Outreach Materials and Tools:

Factsheet: A study effort Fact Sheet could be developed by City staff that describes the purpose of the project, the project schedule, and opportunities for input from the community.

Preparation Timeline

The following discusses the preparation timeline for the outreach efforts:

- **Community and outreach meetings** - Hexagon understands that the City prefers to begin publicizing outreach meetings well in advance to encourage strong participation. To help support this effort, the goal is to distribute public notices about three weeks before each meeting to give the community plenty of time to prepare. These notices may include basic meeting info, so they don't require final presentations just yet. To keep things on track, Hexagon will work closely with the City to make sure the necessary details are ready for those early notices. More detailed materials, like presentations and agendas, will be shared with the City about a week before the meeting for review. While the presentation slides can still be updated right up until the meeting, the agenda or outline will usually be provided to the BPTC about a week in advance as a courtesy. Meeting agendas will be available on the City's internal server for public access, and final materials may be posted online after the City reviews and approves them, following the usual protocols.

- **Online Survey** – The online survey will need to be reviewed by the communications team and will take some lead time by the communications team to be posted on the project dashboard. Assuming a three-week review for City staff and the communications team of the survey questions, one week for posting online, Hexagon will provide the survey questions at least one month in advance of posting online.

Outreach Summary Report:

Hexagon will create an outreach wrap up report summarizing the outreach activities and results. This report will be written at the end of the outreach process.