



Memorandum

Date: September 4, 2025

To: Matthew Nelson, Associate Traffic Engineer, Pleasanton, CA

From: Ethan Heckman, Shikha Jain

Subject: Pleasanton Bicycle and Pedestrian Master Plan Update –Pop-up Events

Background

The Pleasanton Bicycle and Pedestrian Master Plan Update (BPMP) is shaping the future of walking, biking, and rolling in Pleasanton. This update builds on the plan adopted in 2018 and will guide Pleasanton's pedestrian and bicycle improvements over the next five years. It aims to make walking and biking safer, more comfortable, and more accessible for people of all ages and abilities.

As part of the public outreach for this project, pop-up events to engage community members were conducted at two community events (Downtown Concert in the Park, and the Pleasanton Farmer's Market). The feedback from these events is intended to inform the project team of the community's challenges, opportunities, and priorities to assist in and guide the development of the BPMP going forward.

Goals of the Pop-up

- Introduce the project to the community and ways to stay engaged.
- Identify gaps, safety concerns, and barriers in the current infrastructure
- Understand key destinations, travel patterns, and community priorities

Target Audience

General public, Downtown visitors, families, and local businesses.

Project Team

The project team conducting the outreach included City of Pleasanton staff and Hexagon staff. Three staff (two Hexagon staff and one City of Pleasanton staff) were present at each pop-up event.

Outreach Strategies

Outreach strategies at each pop-up included interactive activities such as dot voting on two poster boards and handing out project flyers to inform the community of the project and the online survey.



Map and Community Priorities Boards

Two poster boards were presented to community members – a map board and community priorities board.

- The Map Board asked community members to mark the location of any walking, biking, or crossing concerns that they experience using green dots for biking issues, orange dots for walking issues, and yellow dots for intersection issues.
- The Community Priorities Board, listed potential areas of focus for the BPMP and asked the community to vote (selecting up to 3 focus areas) on what the plan should prioritize to encourage walking and biking in Pleasanton.

The project team was able to get input from over 200 community members of all ages over the two events.

Community input on the poster boards is provided in the Appendix.

Flyers

A survey and online community mapping activity were created as part of the community outreach for this project and were made available at the project website (<https://pleasantonbpm2026.com>). The website also includes project updates and a sign-up to receive email alerts and information about the project. Flyers were distributed to community members which had a brief description of the project and a QR code to the project website. The flyers informed community members of the project, encouraged them to sign up online for project updates, and promoted the survey and online community mapping activity. The project team handed out over 200 flyers over the course of the two events. The website received 184 hits within a week of the two events. A copy of the flyer that was handed out is available in the Appendix as Figure 1.

Input themes

General input themes received from the intercept survey are provided below.

- Many community members expressed difficulty biking across downtown Pleasanton—both when accessing downtown as a destination and when passing through to reach the north or south side of town.
- Trail maintenance was a frequent concern.
- Reckless e-bike riding by teenagers was noted as a safety issue.
- One of the most common concerns was the difficulty of crossing large intersections.
- Community members also raised concerns about crossing major streets at unsignalized locations.
- A lack of high-quality connections to and between trails was highlighted.
- Safer crossings and bike lanes near schools were frequently requested, with strong concerns about student safety.
- Generally, the top 3 community priorities were connecting people to schools, libraries, and parks, improving crossings of busy streets, and closing gaps in the sidewalk and bike network.

Appendix

Figure 1
Flyer Distributed at Pop-ups



THE CITY OF
PLEASANTON

Bicycle and Pedestrian Master Plan Update

Project Overview:

The City of Pleasanton is updating its Bicycle and Pedestrian Master Plan to help shape the future of walking, biking, and rolling in Pleasanton. This update builds on the plan adopted in 2018 and will include completed projects, current community needs, and new ideas in street design.

The updated plan will guide Pleasanton's pedestrian and bicycle improvements over the next five years. It aims to make walking and biking safer, more comfortable, and more accessible for people of all ages and abilities. The plan also focuses on better connections to Downtown, schools, parks, transit, and neighborhoods.

Visit www.pleasantonbpm2026.com or scan the QR Code to learn more about the project and subscribe for updates.

Project Timeline: Fall 2025 - Summer 2026

Project Contact: **MATT NELSON**
Associate Traffic Engineer
City of Pleasanton
mnelson@cityofpleasantonca.gov

Concert in the Park Pop-up

Date: August 22, 2025

Time of Outreach: approximately 5:30 PM to 8:30 PM

Figure 2
Concert Map Board

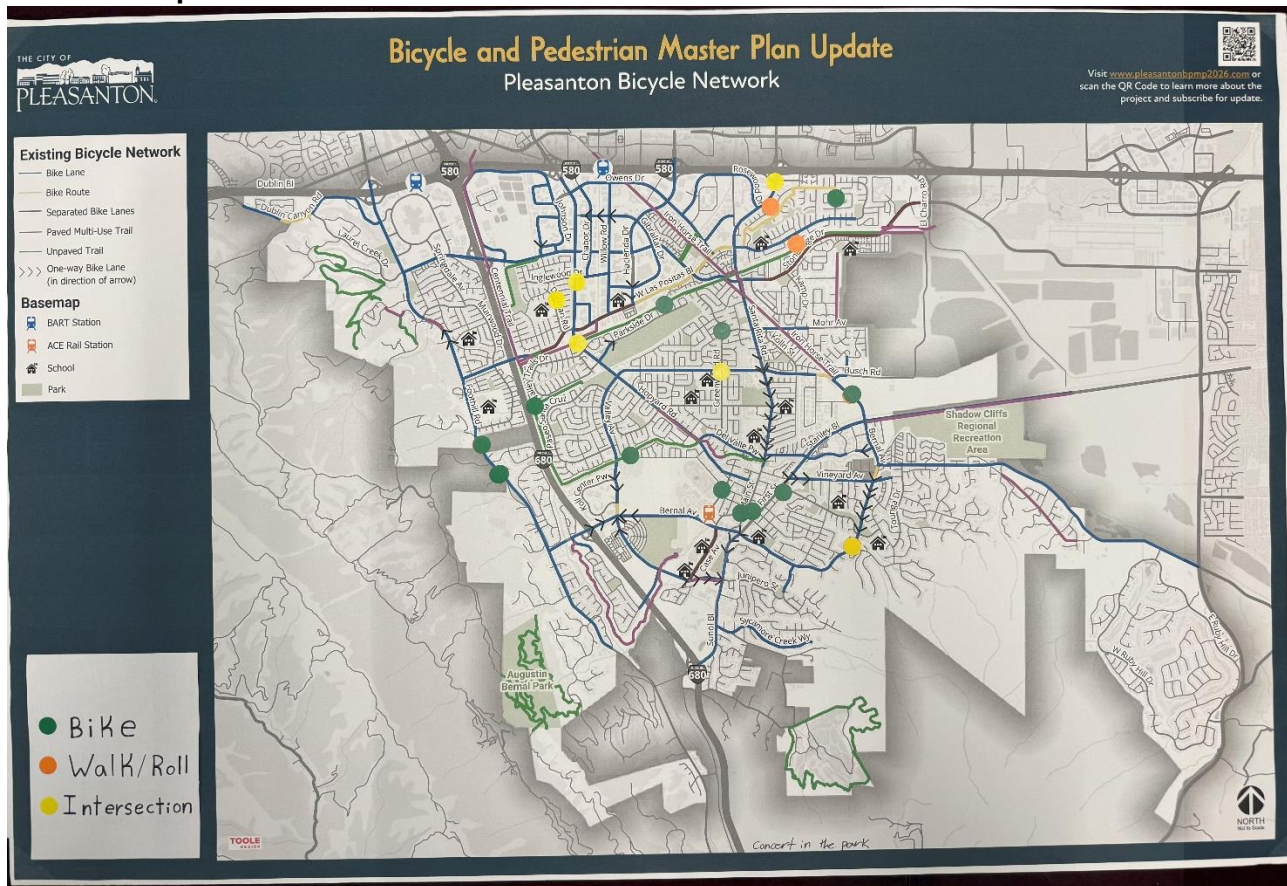
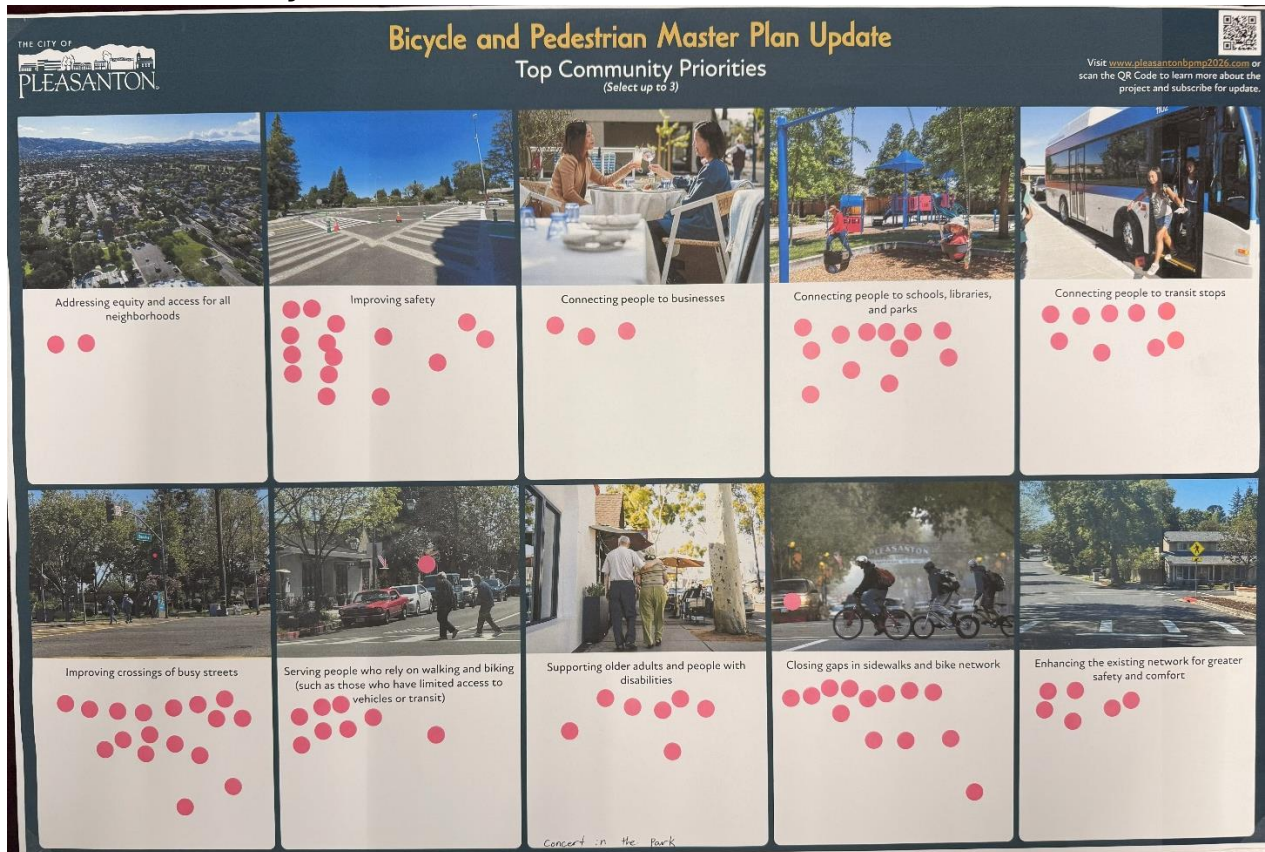


Figure 3
Concert Community Priorities Board



Farmer's Market Pop-up

Date: May 19th, 2025

Time of Outreach: approximately 8:30 AM to 12:45 PM

Figure 4

Farmer's Market Map Board

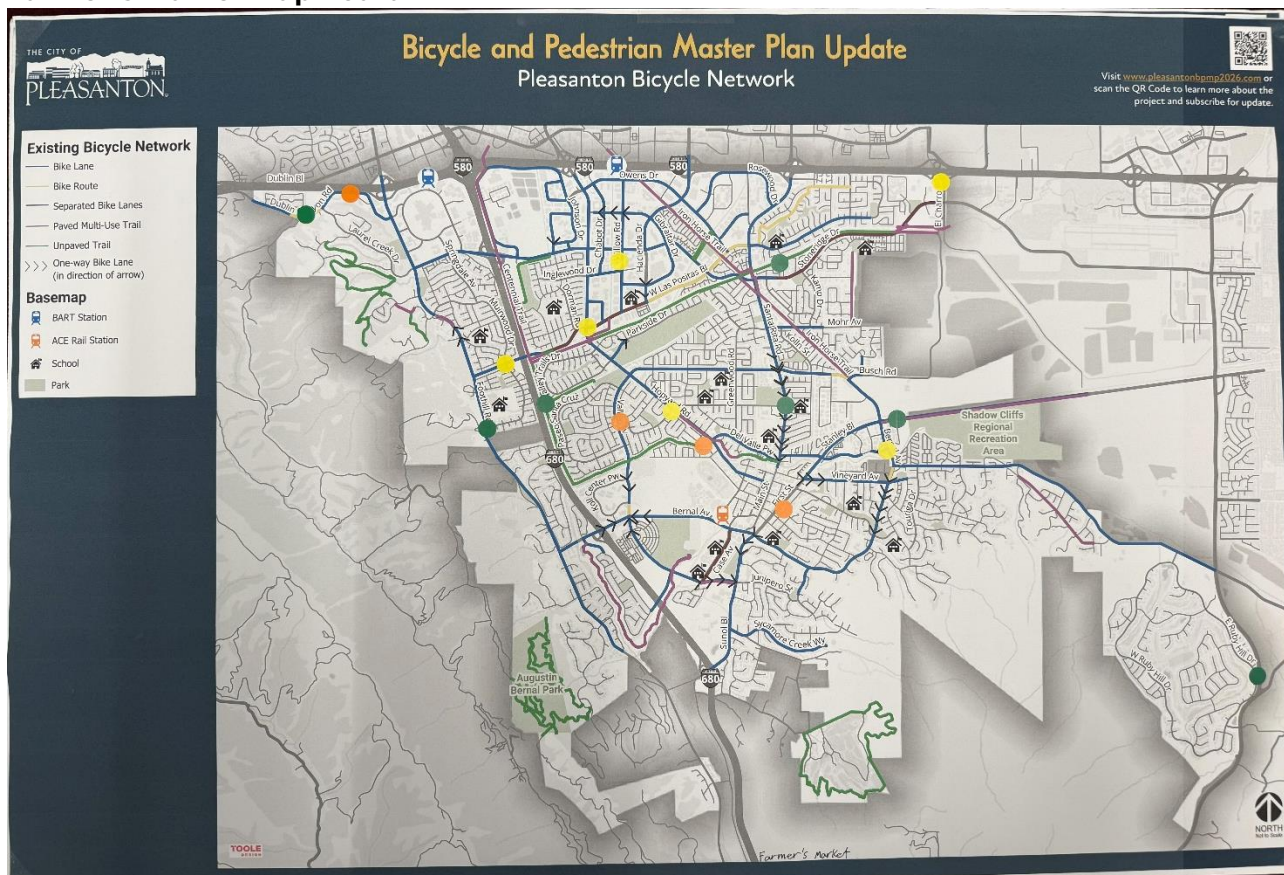


Figure 5
Concert Community Priorities Board

