



City of Hayward
Traffic Signal Upgrade at Huntwood Avenue

Outreach Plan

September 2021





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The Traffic Signal Upgrade at Huntwood Avenue Outreach Plan is intended to be a living document. As the stages of outreach are implemented, updates and additions will be made to future stages to reflect lessons learned and new opportunities. Completed Outreach Work Plans will be added following each stage of outreach. Outreach summaries and analysis of surveys will be added following each stage of outreach. Future potential impacts of Covid 19 social distancing will also be reflected in updates if needed.

1 Background

The City of Hayward received several resident complaints in the past 5 years regarding traffic queuing, delays and safety of pedestrians and bicycles at the intersections of Huntwood Avenue/Industrial Parkway and Huntwood Avenue/Sandoval Way. The City installed signal interconnect and added peer to peer functionality to activate simultaneous serving of the northbound phases at the two intersections. Though this effort helped in traffic queue reduction to some degree, it did not alleviate the issue significantly due to existing split phasing operations at both the intersections.

Huntwood Avenue/Industrial Parkway and Huntwood Avenue/Sandoval Way experience heavy directional traffic demands during the peak a.m. and p.m. peak periods. The intersections are closely spaced, approximately 240 feet apart. Both Huntwood Avenue and Industrial Parkway experience heavy truck traffic along the corridors. Additionally, the



Union Pacific Railroad tracks are located approximately 185 feet south of the intersection of Huntwood Avenue/Sandoval Way, without any gates or preemption equipment. The combination of heavy truck and vehicle traffic demands exceeding existing roadway capacity, closely spaced intersections, and presence of railroad tracks results in significant delays and traffic queuing at the intersections. The presence of railroad tracks creates a hazardous situation for vehicles who may be on the railroad tracks due to traffic queuing when a train arrives as the current signal system does not provide for track clearance measures during such instances.

The goal of the project is to enhance bicycle and pedestrian safety, safety of vehicles maneuvering through the intersections, optimize traffic flow, and minimize spillover of traffic queues on the railroad tracks on Huntwood Avenue, south of Sandoval Way by upgrading existing signal system and signing and striping.

The project will include, but will not be limited to, the following improvements and upgrade at the two study intersections:

Huntwood Avenue/Industrial Parkway:

- Removing existing Type 1-B Poles for eastbound and westbound left-turns along Industrial Parkway
- Installing new vehicle and pedestrian signal heads at all approaches
- Upgrading traffic signal controller, cabinet and battery back-up
- Removing existing and installing new signing and striping at the northbound approach
- Removing existing mast arm pole and installing new mast arm pole
- Installing video bicycle detection and peer-to-peer connection
- New conduit and conductors as needed,
- Other related work

Huntwood Avenue/Sandoval Way:

- Removing existing Type 1-B and mast arm poles and installing new mast arm poles on all approaches
- Installing new vehicle and pedestrian signal heads at all approaches
- Upgrading traffic signal controller, cabinet, and battery back-up
- Removing existing and installing new signing and striping at the northbound and southbound approaches
- Removing one southbound receiving lane and installing Class II bicycle lanes along northbound and southbound directions along Huntwood Avenue between the two study intersections
- Installing queue clearance detectors
- Installing video bicycle detection and peer-to-peer connection
- New conduit and conductors, as needed

2 Outreach Overview

AMG has developed and used effective outreach tactics, including social media, online surveying, and participation in community events for this project. AMG will leverage these tactics working closely with City staff to collect and analyze public input and to keep the public aware of the project progress.

Outreach efforts will:

- meet the goals of City's Public Participation Plan
- include online in-person and survey-based data collection
- inform public about the study, recommendations proposed and gain insight about the issues experienced by the community to focus on positive changes to City's public infrastructure

Outreach Stages

The project will include four stages of outreach:

- **Outreach #1:** Initial Outreach will be performed by developing a website and providing email information to residents in the vicinity of the project site.
- **Outreach #2:** Conduct a community outreach meeting to present the project and gather feedback from attendees.
- **Outreach #3:** An online survey would be prepared on the website and distributed to stakeholders, businesses, residents around the project site.
- **Outreach #4** – Present the project plans and design at the Council Infrastructure Committee Meeting and the City Council Meeting.

3 Project Name and Branding

AMG recommends that a consistent project name and consistent graphic and font elements be used to identify the Traffic Signal Upgrade at Huntwood Avenue Project. Graphics and fonts would mimic those used by City of Hayward in branding to ensure that the project is recognizable as an agency effort.

4 Outreach #1: Initial Outreach

Overview

AMG will implement a comprehensive outreach campaign with a goal to reach key stakeholder groups including businesses, employers, and neighborhood residents. The Initial Outreach will focus on disseminating the project information to everyone through a City website. In addition to sharing the project information, the purpose would be to understand stakeholders concerns and questions on the project that can be provided to the City through emails and letters.

Information would also be distributed through social media channels (Twitter, Facebook, and Nextdoor platforms) and email broadcast through City's existing mailing list.

The website would be updated continuously through each stage of the outreach plan and as design plans are developed, it would be published to share information on the project. The schedule and current status of the project would be published on the website to keep the residents, businesses, and public officials up to date on the project progress.

Roles

City of Hayward – City staff will coordinate with City's Communication and Media relations to develop the website for the project, which would be hosted on City's website. City will utilize the email subscriber contacts to broadcast project information to stakeholders with links to their website and social media.

AMG will support with the outreach efforts, by providing content for the website, preparing the messaging for emails appropriate to each set of distribution list. AMG will provide responses to email enquiry from stakeholders and residents as relates to the project.

Timeline

Website and Email material development - September 24, 2021

Website launch and email broadcast - October 8, 2021

Website duration – Until the project completion

5 Outreach #2: Conduct a community outreach meeting

Overview

AMG and City staff will conduct a public outreach meeting at a convenient location (or online depending on the COVID situation) near the project site. The community meeting information would be available on the project website and email broadcast would inform residents and businesses well in advance about the community meeting. The purpose of the community meeting would be to provide information on the project, understand stakeholders and residents' ideas on the project, provide an update on the project schedule, and next steps.

Roles

City of Hayward – City staff will be responsible for identifying the meeting venue and distribution of information regarding the meeting to the public. If online, City staff would set up the Online Conference setting the public to be able to attend the meeting virtually..

AMG will lead the outreach efforts for this phase. AMG will prepare the meeting agendas, exhibits, presentation materials and conduct the outreach meeting. AMG will prepare the talking points for the meeting and present it to the City staff for review prior to the meeting. AMG will be responsible to gather input from attendees and document them for consideration as part of the project. AMG will prepare a meeting summary within 2-weeks from the meeting date.

Timeline

Public Outreach Meeting – November 5, 2021

6 Outreach #3: Online Survey

Overview

AMG and City staff will prepare an online questionnaire to gather feedback from the community regarding their experience along Huntwood corridor in the vicinity of the project site. The questions will focus on the project features to seek input from the community. The questionnaire will be prepared using Google Forms survey platform and will be posted for two weeks on the City's project website. The links to the survey would be broadcasted through emails and social media platforms.

Roles

City of Hayward – City staff will coordinate with City's Communication and Media relations to post the survey on City's website. City will utilize the email subscriber contacts to broadcast

(email and social media) the availability of the survey to stakeholders with links to their website.

AMG will prepare the survey using the Google Forms survey platform. AMG will support with the broadcasting efforts, by providing content for the website, preparing the messaging for emails appropriate to each set of distribution list. AMG will be responsible to analyze and summarize the results of the survey.

Timeline

Survey Launch – November 5, 2021

Survey Active – 2 weeks (until November 19, 2021)

Summary of Survey - December 3, 2021

Survey Summary posted on Website – December 17, 2021

7 Infrastructure Committee and Council Meeting

Overview

Upon completion of the project design phase incorporating findings from online survey and incorporating the design recommendation, City staff and AMG will present the design plans to the City's Infrastructure Committee and the City Council. City staff and AMG will gather feedback from the City's Infrastructure Committee, City Council, and the public during the meetings. The design plans would be modified to incorporate the feedback and comments to prepare the Final design plans for the project.

Roles

City of Hayward – City staff will be responsible for preparing the staff report for the meetings and distribution of information regarding the meeting to the public. If online, City staff would set up the Online Conference setting the public to be able to attend the meeting online.

AMG will lead the meetings and present to the Infrastructure Committee and the City Council. AMG will prepare the presentations for the meeting and present it to City staff for review prior to the meetings. AMG will be responsible to gather feedback from committee members, council members, and the public to update the project design plans.

Timeline

Council Infrastructure Committee Meeting – April 27, 2022

City Council Meeting – May 18, 2022

Final Design Plans - June 15, 2022