

Table III: Program Recommendations

Page	Program Category	Program Name	Program Recommendation	Adoption - 2024 Progress (Year 1) <i>Complete, Progress, Ongoing, or Not Yet</i>
61	EQUITY PROGRAM RECOMMENDATIONS	B-1: Targeted Outreach and Programs	Advertise and promote all programs in languages used by Emeryville residents, such as English, Spanish, Chinese, Thai, Amharic, Hindi, and Farsi. Offer programs specifically for women, families, non-English speaking communities, and other specific demographic groups.	Ongoing. Staff is assessing opportunities to develop standardized engagement practices and resources for the City. The Powell Street survey was provided in English, Spanish, and Cantonese based on pre-survey community outreach.
61	EQUITY PROGRAM RECOMMENDATIONS	B-2: Bicycle Accessories Giveaway Program	Subsidize or provide free bicycle equipment to residents who qualify for CalFresh or PG&E CARE utility discount. The City could consider working with local bike shops to implement this program.	Not yet. Emeryville PD has historically held bike light give-aways. Due to lack of staffing that was not feasible in 2024. Aiming to reinstate in 2025. Bike bells were provided for free as part of Bike to Wherever Work Day giveaways.
62	EQUITY PROGRAM RECOMMENDATIONS	B-3: Bicycle/Pedestrian Infrastructure Equity Program	Revise the Capital Improvement Program per recommendations from the Plan with review of equitable distribution of infrastructure that supports people walking and biking.	Ongoing. The CIP was adopted in 2023 and was not revised in 2024. The Sustainable Streetscapes CIP line item is not restricted to a specific street. The selection of streets occurs through conversations with the Transportation and Sustainability Committee. Staff apply an equity lens during the selection process, which is one of the reasons the Triangle Neighborhood was prioritized in 2024, and why Adeline Steet is being assessed for implementation in 2025.

ATP 2024 Annual Report
Table III: Program Recommendations

Page	Program Category	Program Name	Program Recommendation	Adoption - 2024 Progress (Year 1) <i>Complete, Progress, Ongoing, or Not Yet</i>
62	ENCOURAGEMENT PROGRAM RECOMMENDATIONS	B-4: Expanded Bike Share	The City should look for opportunities to expand bike share to additional locations, such as areas of the City south of Powell Street and west of the railroad tracks.	<p>Progress.</p> <p>Emeryville approved its first bike stations in 2017. Emeryville initially started out with 10 stations, expanding to 11 stations in 2019 when a station was added by the property owner at 2100 Powell Street. In August of this year (2024), a new station was installed by the property owner of Bay Street under the stairs leading to the South Bayfront Pedestrian-Bicycle Bridge. Since the beginning of the bikeshare program, both staff and BPAC have identified Bay Street as a priority location for bikeshare expansion. The addition of this bikeshare station after the completion of the South Bayfront Pedestrian-Bicycle Bridge and in preparation of the opening of a new grocery store at Bay Street, simultaneously adds a key destination to the bikeshare system and important transportation infrastructure to Bay Street.</p>

ATP 2024 Annual Report
Table III: Program Recommendations

Page	Program Category	Program Name	Program Recommendation	Adoption - 2024 Progress (Year 1) <i>Complete, Progress, Ongoing, or Not Yet</i>
62-63	ENCOURAGEMENT PROGRAM RECOMMENDATIONS	B-5: Car-Free Street Events	<p>The City should integrate Conditions of Approval for site development to implement Employer-Based Encouragement Programs / Bicycle Friendly Business Programs (see recommendation B-7 on the next page).</p> <p>The City should support a regular, recurring car-free street event. While specific locations and times for these events can be developed through community outreach and support, one possibility for the City of Emeryville would be to combine a car-free street event with its Art in Public Places program. Possible locations include Park Avenue, Doyle Street/Greenway, Hollis Street, and Horton Street. Measure B funds could be used for general outreach and marketing.</p>	<p>Progress.</p> <p>No applicable site development projects in 2024.</p> <p>Hubbard, Halleck, and Sherwin Avenue were closed for the Harvest Festival and used for vending booths, food trucks, and activities such as ax throwing.</p> <p>For Halloween, four streets were closed down for slow-streets.</p> <p>Streets were open to people and closed to vehicles for the Holiday parade.</p>

ATP 2024 Annual Report
Table III: Program Recommendations

Page	Program Category	Program Name	Program Recommendation	Adoption - 2024 Progress (Year 1) <i>Complete, Progress, Ongoing, or Not Yet</i>
63	ENCOURAGEMENT PROGRAM RECOMMENDATIONS	B-6: Bicycle Friendly Community	This Plan recommends the City reapply for an elevated Bicycle Friendly Community status after implementation of the priority projects and many of the recommended programs identified in this Plan. In Emeryville's last report card, the League of American Bicyclists recommended Emeryville focus on expanding its bicycle network, updating its bicycle plan, offer targeted education to specific demographic groups who are underrepresented in the bicycling community, increase employer-based encouragement program, create a data-driven traffic enforcement program, and support bicycle integration with transit.	Not yet. Priority Projects are underway but not yet fully implemented, so application per this recommendation is premature.

ATP 2024 Annual Report
Table III: Program Recommendations

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64	ENCOURAGEMENT PROGRAM RECOMMENDATIONS	B-7: Employer-Based Encouragement Programs / Bicycle Friendly Business Programs	<p>The City should continue to work with or provide information to employers about alternative commute options, with the intention of reducing the number of Emeryville workers who drive alone to work, and should establish a Bicycle Friendly Business Program. It should continue to support Bike to Work Day as a car-free event and explore additional policies and programs that can encourage walking and biking to work.</p> <p>The City should serve as a role model by actively promoting alternative commute modes for City employees.</p>	<p>Ongoing.</p> <p>In 2024 multiple Emeryville businesses participated in Bike to Work/Wherever Day by providing volunteers, staffing energizer stations, and donating resources and materials to bikers. The City also continues to support BTWD by organizing the event and hosting 4-5 energizer stations annually.</p> <p>Add BTWD stats (largest ever), mention passports</p> <p>In 2025 the City will work more actively to inform and engage employers in bicycle related opportunities such as promoting the Guaranteed Ride Home program by ACTC.</p>
64	ENCOURAGEMENT PROGRAM RECOMMENDATIONS	B-8: Bike Parking Retrofit Program	<p>The City should consider opportunities to fund or subsidize a bike parking retrofit program to help existing private developments add bike parking to their property. The City could create a bike parking request program and fund public bike parking or lockers in areas of high demand. Funding sources may limit parking to be publicly accessible.</p>	<p>Progress.</p> <p>No funding sources were identified in 2024 to subsidize bike parking for existing private development.</p> <p>100 racks were installed city-wide on sidewalks based on bike rack request submitted to the City.</p> <p>Several vehicular parking spaces were converted to bike parking on City property at Point Emery, Stanford Park on Beadury, and two spots at the Emeryville Marina.</p>

ATP 2024 Annual Report
Table III: Program Recommendations

Page	Program Category	Program Name	Program Recommendation	Adoption - 2024 Progress (Year 1) <i>Complete, Progress, Ongoing, or Not Yet</i>
66-67	SAFE ROUTES TO SCHOOL PROGRAM RECOMMENDATIONS	B-9: Safe Routes to School Programs	The City should collaborate with Emery Unified School District for site assessment at qualifying schools and private schools to increase participation in the Alameda County SR2S program. In particular, Anna Yates and the other schools located at the ECCL campus should participate in a School Safety Assessment	Not yet. There is currently no Safe Routes to School Program coordinator in Emeryville. In 2025 City staff will seek resources and implementation. Despite not having a designated SRSP coordinator, the City has been installing street improvements near school campuses to improve safety. For example, in winter of 2023 traffic calming measures and cycletrack were installed on Steve Dain Drive and Doyle Street near ECCL.
68	EDUCATION PROGRAM RECOMMENDATIONS	B-10: Adult Bicycling Skills Classes	This Plan recommends the City sponsor and host a range of adult bicycling skills classes or partner with County or regional activities on an ongoing basis.	Not yet. This program was not implemented in 2024 due to lack of staffing and would require additional positions. In 2025 staff will look for opportunities to partner with other agencies and organizations that may have existing programs.
68	EDUCATION PROGRAM RECOMMENDATIONS	B-11: Family Bicycling Skills Classes	This Plan recommends that the City sponsor and host family bicycling skills classes or partner with County or regional activities on an ongoing basis.	Not yet. This program was not implemented in 2024 due to lack of staffing and would require additional positions. In 2025 staff will look for opportunities to partner with other agencies and organizations that may have existing programs.

ATP 2024 Annual Report
Table III: Program Recommendations

Page	Program Category	Program Name	Program Recommendation	Adoption - 2024 Progress (Year 1) <i>Complete, Progress, Ongoing, or Not Yet</i>
69	EDUCATION PROGRAM RECOMMENDATIONS	B-12: Driver Education Program/Campaign	This Plan recommends the City implement a driver education program and/or campaign.	Not yet. This program was not implemented in 2024 due to lack of staffing and would require additional positions. In 2025 staff will look for opportunities to partner with other agencies and organizations that may have existing programs.
69	EVALUATION RECOMMENDATIONS	B-13: Traffic Counts	<p>When collecting vehicle counts for roadway projects, the City should take a multimodal approach that includes counting pedestrians, bicycles, and other transportation modes as applicable.</p> <p>Continue and expand the use of automatic counters to collect data on key pedestrian and bicycle corridors, such as the Emeryville Greenway. Automatic count technologies can be useful for bicycle and pedestrian count efforts. In-pavement loop detectors accurately count bicycle activity on-street and infrared counters can count pedestrian and bicycle activities on paths.</p>	Ongoing. A ped-bike counter was installed on the South Bayfront Bridge in 2024.

ATP 2024 Annual Report
Table III: Program Recommendations

Page	Program Category	Program Name	Program Recommendation	Adoption - 2024 Progress (Year 1) <i>Complete, Progress, Ongoing, or Not Yet</i>
70	OTHER	B-14: Wayfinding	<p>Wayfinding provides direction and creates a sense of place for people biking and rolling.</p> <p>Emeryville currently uses purple-branded street signs to designate streets that are included in the citywide bike boulevard network. Continuing and expanding wayfinding efforts throughout the City's active transportation network will improve the quality and usability of the existing and proposed network.</p>	<p>Progress.</p> <p>Program adopted. Design work occurred in 2024 to facilitate the first install on 40th Street, which is anticipated in 2026.</p>