

Engagement & Outreach Summary

Quarter 1: January – March 2023



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Executive Summary

Introduction

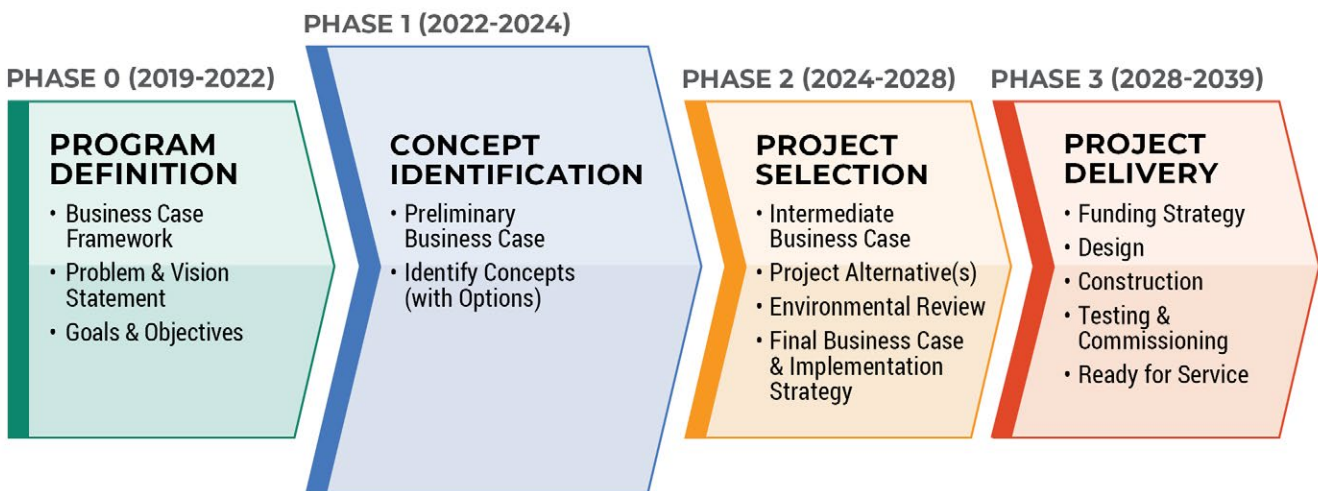
Link21 is working with the California State Transportation Agency (CalSTA) and other partners to transform Northern California’s passenger rail network into a faster, more integrated system that provides safe, efficient, equitable, and affordable travel for everyone. At the core of Link21 is a new train crossing between Oakland and San Francisco.

Link21 is committed to equitable engagement and outreach throughout all phases of the project. Phase 1 focuses on concept evaluation and associated service improvements to understand

benefits and how to best meet Program Goals and Objectives. Work includes service planning, ridership modeling, early environmental work, and ongoing equitable engagement. Input collected through engagement is shared regularly with the Team for consideration in development of potential rail network improvements.

At the conclusion of Phase 1, the Program will identify which train technology will be in the crossing; either BART or Regional Rail, and the concept options that identify how and where the crossing will connect into the existing network.

Program Timeline



ENGAGEMENT, OUTREACH, & EQUITY



Engagement Goals & Desired Outcomes

Throughout the first three months of 2023, engagement and outreach to megaregional stakeholders was conducted to share Link21 Program updates, build awareness, and seek input. The Program Team proactively engaged and connected with targeted agency representatives, community leaders and decision-makers, and industry and community advocacy groups to continue sharing information, understanding needs, and building partnerships.

In this early phase of planning, Link21 Team members are focused on connecting with communities at all levels, from residents to policy-makers, to listen and learn about their unique needs in order to identify concepts and service improvements that will better connect people to their families, jobs, schools, and other key destinations. As the Program continues to explore solutions, input collected has already helped to shape Program goals, equity metrics used to evaluate concepts, potential locations for connections and more.

Quarter 1: January – March 2023

Engagement Goals:

- Educate and build awareness of Phase 1 activities
- Share and discuss concept development
- Listen and learn from agency partners and community leaders while also seeking input on proposed concepts

Desired Engagement Outcomes:

- Broaden Link21 participation
- Launch Equity Advisory Council
- Reach key priority populations adjacent to areas identified in example concepts
- Gather valuable input for consideration in concept analysis



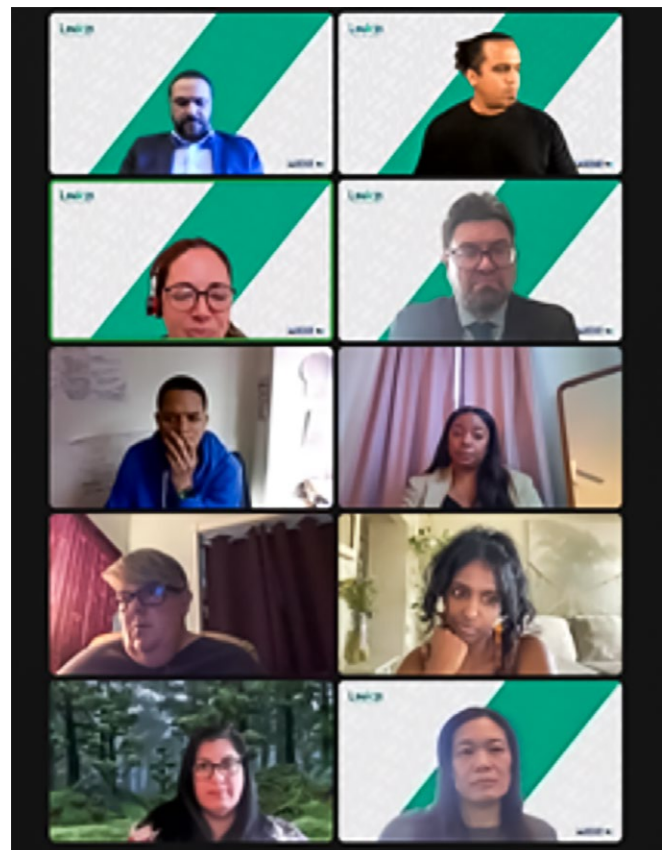
Engagement Events & Activities

Equity Advisory Council in Action

After recruitment and a rigorous selection process, 18 community members were identified to serve on the Link21 [Equity Advisory Council](#). Members reflect the diversity of our Megaregion, including low-income communities and communities of color that have been most impacted by transportation inequities or historically underserved. This valuable membership offers Link21 lived experiences and/or professional familiarity in technical and policy areas such as passenger rail transportation and land use, housing, environmental, environmental justice, transit justice, and economic development.

The Equity Advisory Council serves as an advisory body to Link21, providing input and guidance on key milestones. Link21 Program leadership connects regularly with the Council to create space for meaningful community collaboration to help advance equity throughout the development and implementation of the Program. The Equity Advisory Council convened for the first two virtual meetings on February 14 and 28, 2023. Key topics of discussion included the Link21 Business Case Framework and approach that is guiding the planning

process, concept development and evaluation process, and an overview of early environmental work. The goal of these first two meetings was to build awareness about Program, progress that has been made in planning, and the role of the Equity Advisory Council.



Link21 Equity Advisory Council gather virtually for first meeting in February 2022.

Equity Advisory Council Members

NAME	LOCATION
Ameerah Thomas	Oakland
Angela E. Herring	Sacramento
Beth Kenny	Alameda
Clarence R. Fischer	Cherryland (Unincorporated Alameda County)
Cory Mickels	San Francisco
David Sorrell	Union City
David Ying	San Leandro
Elizabeth Madrigal	Seaside
Fiona Yim	Berkeley
Gracyna Mohabir	San Jose
Harun David	Richmond
Landon Hill	Oakland
Linda Braak	Davis
Mica Amichai	Oakland
Samia Zuber	San Francisco
Stevon Cook	Oakland
Taylor Booker	Hercules
Vanessa Ross Aquino	San Francisco

Outside of regular meetings, members review and provide input on Program-related documents, attend relevant Link21 meetings and events, and participate in subcommittee meetings and office hours with staff to better understand key areas of information that is shared, resulting in more informed input and guidance. The first two office hours were held on March 21 and March 28, 2023. The goal of these sessions was to answer questions and provide more opportunity for discussion

on topics presented including concept development and evaluation, and environmental constraints and opportunities that have been identified as part of early environmental work.

For additional meeting dates and information, visit [Link21program.org/program/equity/equity-advisory-council](https://link21program.org/program/equity/equity-advisory-council)

Dynamic Outreach Program Engages Megaregional Audiences

Since Program initiation, the Link21 Team has reached community members through virtual and in-person events and digital/social media touchpoints, prioritizing organizations that represent targeted communities who have been historically marginalized. Engaging with purpose, we are proactively connecting with the diverse public, their association representatives, and the leaders and decision makers that serve the 21-county Megaregion to build partnerships and a clear understanding of needs.

The variety and scale of our audiences are best reflected in the multi-layered activities, tools, and communication that has been implemented to reach communities where they are and engage them in their preferred method.

While the bulk of engagement that occurred January through March of 2023 centered on agency partners and community leaders, the Link21 team also coordinated extensively with our community-based partners to co-create opportunities for engagement with their communities during the spring and summer. Key partners who

were contacted and collaborated with early in the year included those serving priority populations, the student/youth population, and the tribal community.



Communication Methods

- Educational Materials
- Interactive Program Website
- Social & Traditional Media
- Electronic Notifications



Engagement Activities

- Briefings / Presentations
- Special Events Tabling
- In-person and Virtual Public Meetings
- Community and Neighborhood Events
- Survey / Polling



Link21 Engagement and Outreach Strategies

By the Numbers: Quarter 1 Engagement Activities

AGENCY PRESENTATIONS	INDUSTRY & COMMUNITY ADVOCACY EVENTS	LINK21 COMMITTEE MEETINGS	GOVERNMENT BRIEFINGS	TOTAL DIRECT CONNECTIONS
19	9	6	6	367

For detailed timing and location of Quarter 1 engagement events and activities, please reference **Appendix A**.

Event Details

As part of the Program’s equitable engagement approach, Link21 participated in a variety of activities including events that targeted audiences extending across the 21-County Megaregion.

Student/Youth & Tribal Engagement



Link21 outreach staff posing with an attendee at the Native American Health Center’s Indigenous Red Market in Oakland, March 2023.

During the first quarter of 2023, the Team presented and engaged virtually with two youth advocacy groups: the UC Berkeley Parking, Transportation Mobility and Equity Committee, and the Oakland Youth Commission. These presentations included a Link21 Program overview followed by a question-and-answer session where attendees were able to learn about the Program, and provide feedback on how Link21 can better serve and involve future generations throughout the Megaregion.

Engaging directly with local and regional tribal communities to garner understanding of their needs, and how best to serve their communities with access to rail for travel is an

important part of the outreach work for Link21. Through coordination with tribal representatives, the Link21 Team has identified and continues to attend unique tribal events to reach community representatives from across Northern California. These tribal events are just one aspect of our coordination and in March, the Team attended and tabled at the Indigenous Red Market in Oakland. Participation in events to build awareness and hold active discussions with attendees is just one aspect of Link21’s outreach to megaregional tribal representatives that continues today.

Government, Policy & Advocacy Engagement

The key goals for outreach, engagement, and ongoing collaboration with Link21 government, policy, and agency partners are to:

- Continue elevating awareness and education
- Share information and hold timely discussions about key regional planning and project efforts to maximize collective community benefits
- Cultivate partners and build champions, and
- Identify and seek funding opportunities

Partnering with a variety of transportation, transit, economic and jurisdictional agencies and representatives early and throughout planning is critical to the successful identification of rail improvements for Northern California residents. All meetings that took place during Q1 2023 engagement are shown in **Appendix A**.

Link21 Working Groups

From Program inception, partner agency working groups were established and continue to come together regularly to assist in the development of the Program. The Program Development Team (PDT) consists of Regional Rail operators as well as transportation planning and funding agency partners. The PDT represents three areas of participant agencies with an Executive group, Staff group, and Communications group. In March of 2023, Link21 met with the Staff PDT to discuss and share the latest information. The Executive and Communications groups were engaged through communications, but did not hold targeted meetings.

Staff PDT

The Staff PDT includes representatives from agency planning, engineering, communications, economic and other key departments. Representatives advise the Link21 Team on their specific programs and projects while also collaborating on technical and planning issues to ensure that regional efforts complement one another, and work to identify opportunities that amplify community benefits through joint efforts. The focus of the March meeting was to provide more detail on Link21 concept development, share what we have learned through ongoing analysis, and seek input on the details shared.

Jurisdictional Working Group

The Jurisdictional Working Group (JWG) includes members from cities and counties from across the Megaregion with a strong interest in Link21. March also included a JWG meeting with a similar agenda to the Staff PDT meeting.

Program Development Team

- Alameda County Transportation Commission (Alameda CTC)
- Altamont Corridor Express (ACE)
- California High-Speed Rail Authority (CHSRA)
- California State Transportation Agency (CalSTA)
- Caltrans, District 4
- Caltrans Division of Rail and Mass Transportation
- Contra Costa Transportation Authority (CCTA)
- Metropolitan Transportation Commission (MTC)
- Peninsula Corridor Joint Powers Board (Caltrain)
- Sacramento Area Council of Governments (SACOG)
- San Francisco County Transportation Authority (SFCTA)
- San Francisco Municipal Transportation Agency (SFMTA)
- San Joaquin Council of Governments (SJCOG)
- San Joaquin Joint Powers Authority (SJJPA)
- San Mateo County Transit District (SAMTRANS)
- Valley Transportation Authority (VTA)
- Sacramento Regional Transit District (SacRT)
- Solano Transportation Authority (STA)
- Placer County Transportation Planning Agency (PCTPA)
- Yolo County Transportation District (Yolobus)

This critical working group provides opportunity to bring together targeted local jurisdiction representatives to share knowledge and information, listen to concerns, and work towards solutions for the region. In advance of the JWG, Link21 meets regularly and individually with key and directly impacted local representatives.

Jurisdictional Briefings

In January, the Link21 Team identified a list of priority local jurisdictions that could possibly be affected by Link21 concepts, including the cities of Richmond, Emeryville, Alameda, Oakland, and San Francisco. Scheduled meetings began in January and continued through March to discuss more in detail how potential concepts fit within their local plans.

Elected Officials

The Program proactively engaged with key community leaders, existing and newly elected officials in the Megaregion, and those representing communities who could be directly affected to continue building relationships and keep representatives informed of Link21. The Program identified the benefits that future rail improvements will provide to their local constituents and to the Northern California Megaregion promoting equity, boosting the economy, creating jobs, and preserving our environment. Outreach focused on establishing connections, understanding the unique needs of their community, and building their support for Link21.

Industry Advocacy Organizations

Link21 presented to a broad range of stakeholder groups in the first few



Link21 consultants presenting Market Analysis results in a Transportation Research Board national conference poster session in Washington, DC., January 2023.

months of 2023, including SPUR's Urban Infrastructure Council, the NorCal chapter of the Construction Management Association of America, and the Contra Costa Taxpayers Association. These presentations highlighted the need for Link21, the latest on concept development, and types of service being considered.

In January, Link21 participated in the Transportation Research Board's Annual Conference Poster Session in Washington DC. At this important multi-day transportation conference, the Program was honored to present and engage actively with attendees, national transportation leaders, and policy representatives on the Link21 Market Analysis work to showcase how this early effort is helping to shape concept development. A unique effort, the Market Analysis studied the entire 21-county Megaregion to identify travel patterns and where residents might take the train if they had access to good service.

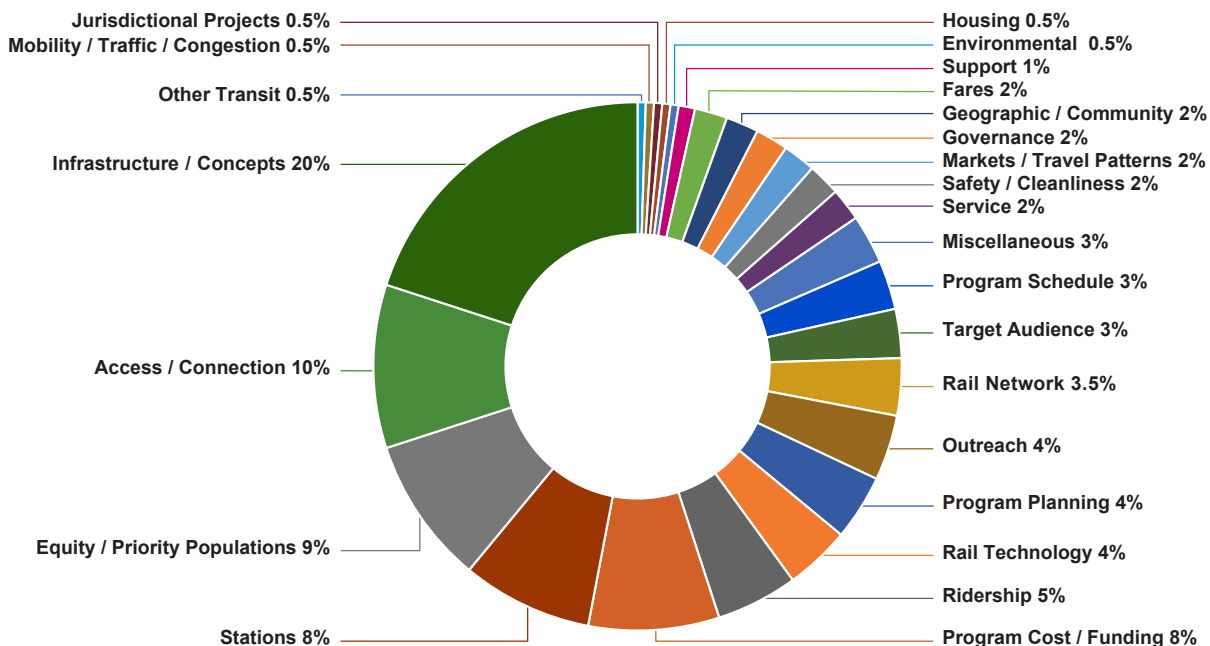


Community Input

The diversity of engagement audiences led to unique topics of interest and discussions in the first quarter of 2023. Below is a pie chart breakdown of key themes or topics of input received during the many presentations, briefings, and meetings held. These discussions focused on development of concepts and their potential service improvements. Most input and questions received were focused on: concept alignments, stations, access for priority populations, train technology,

and overarching project cost for a new crossing of the San Francisco Bay. All discussions and input are shared with the Program Team for consideration and is critically important in supporting the further development of concepts that meet the needs of our Megaregion.

The assessment of input received during the first three months of 2023 engagement identified key themes that are reflected in the pie chart below:



Link21 Q1 2023 Pie Chart of themes raised in community input and public comments. January 1 – March 31, 2023

Sample highlights of input:

Access/Connection

- Desire for:
 - » More access to existing transit and transportation systems in Megaregion
 - » Better (first/last mile, bus) connections to Capitol Corridor station in Martinez
 - » More last mile access to Amtrak stations in Placer County and Bay Area
- Excitement for regional travel, especially during off peak hours
- Interest in:
 - » Transfers between Regional Rail and BART (i.e. Coliseum stations)
 - » Extending rail further from central Bay Area
 - » Better connections between:
 - Richmond BART and Amtrak stations
 - Monterey and San Francisco
 - SFSU and Sac State
 - SFO to Oakland Airport

Equity/Priority Populations

- Interest in learning more about:
 - » The Equity Advisory Council and leveraging their input to support the Megaregion and Program funding
 - » Equity analysis and how equity is being integrated into concepts
 - » How Link21 can repair past impacts caused by rail network (specifically in West Oakland)
 - » What equity means beyond

discounted fares for lower-income riders since routes and stations are largely in place

- » BART's internal equity practices
- Concern about displacement and gentrification that often follows construction of a new station
- Suggest going beyond legal requirements with respect to equity and outreach, and noted equity should have higher importance than typical project outreach
- Noted public transit is vital for people with disabilities who cannot drive to their appointments

Stations

- Interest in:
 - » Understanding how Link21 will make suburban stations accessible to other stations
 - » Planning dense Transit-Oriented Development in suburban areas
 - » Analyzing opportunity in West Oakland around 19th Street portal
 - » Understanding future improvements to existing stations like Jack London Square
- Desire for BART station in Alameda, especially near college or further west near Main/Atlantic where most growth will occur and close to future VA hospital
- Desire for consideration of cost and convenience with Regional Rail service and improvements
- Suggest shifting existing stations at Montgomery, Powell to Civic Center

Program Costs/Funding

- Interest regarding project costs
 - » Amount spent to date and future costs for planning phases
 - » Cost associated to extending beyond Salesforce Transit Center
 - » Costs associated with tunnel
 - » Analysis of early action opportunities with minimal capitol expenditures while reducing operating costs
- Interest in understanding more about project funding
 - » Competing funding sources (i.e. California High Speed Rail)
 - » Federal/State partnerships and Corridor ID program funding

As Phase 1 continues with concept evaluation, input and collaboration from the public and stakeholders are ongoing. These help shape concepts through consideration of the greatest benefits of each potential project on the future travel needs of our region as it evolves and grows.



Appendix A. Q1 Engagement Events Timeline

DATE	EVENT
1/3/23	• BART/CCJPA Staff
1/6/23	• Caltrain Monthly Coordination Meeting
1/8/23	• Transportation Research Board Annual Meeting Poster Session
1/10/23	• South Bay Transportation Officials Association Meeting
1/13/23	• San Francisco Multi-Agency Transportation & Planning Staff Meeting
1/17/23	• City of Alameda Staff Meeting
1/19/23	• San Francisco Planning Large Group Meeting
1/25/23	• City of Oakland Staff Meeting
1/26/23	• CMAA Capital Improvement Program: Bay Area Rail Programs Presentation
1/27/23	• Contra Costa Taxpayers Association Meeting
2/1/23	• City of Richmond Staff Meeting
2/2/23	• City of Emeryville Staff Meeting
2/3/23	• Caltrain Monthly Coordination Meeting
2/13/23	• NorCal Carpenters Union Presentation
2/13/23	• City of San Jose Department of Transportation Staff Meeting
2/14/23	• Link21 Equity Advisory Council Meeting #1
2/15/23	• City of Oakland Staff Meeting
2/21/23	• UC Berkeley Parking & Transportation Mobility & Equity Committee Presentation
2/21/23	• MTC Commissioner Sue Noack Meeting
2/22/23	• Caltrain Advocacy & Major Projects Committee Presentation
2/24/23	• U.S. Representative Kevin Mullin Briefing
2/28/23	• City of Hayward Mayor Mark Salinas Briefing
2/28/23	• SPUR Urban Infrastructure Council Presentation
2/28/23	• Link21 Equity Advisory Council Meeting #2
3/1/23	• Link21 Jurisdictional Working Group Meeting
3/3/23	• Caltrans District 4 Staff Coordination Meeting
3/6/23	• Oakland Youth Commission Meeting
3/8/23	• Alameda County Supervisor Lena Tam Briefing
3/10/23	• Leadership Oakland Business & Transportation Presentation
3/10/23	• City of Emeryville Staff Meeting
3/16/23	• San Francisco Multi-Agency Transportation & Planning Staff Presentation
3/17/23	• Assemblymember Diane Papan Briefing
3/18/23	• Indigenous Red Market Community Tabling

DATE	EVENT
3/20/23	<ul style="list-style-type: none"> • Caltrans District 3 Staff Coordination Meeting
3/20/23	<ul style="list-style-type: none"> • Solano Rail Hub Executive Steering Committee Presentation
3/21/23	<ul style="list-style-type: none"> • Link21 Equity Advisory Council Office Hour #1
3/21/23	<ul style="list-style-type: none"> • Link21 Program Development Team Staff Meeting
3/22/23	<ul style="list-style-type: none"> • City of Alameda Transportation Commission Presentation
3/24/23	<ul style="list-style-type: none"> • Assemblymember Liz Ortega Briefing
3/28/23	<ul style="list-style-type: none"> • Link21 Equity Advisory Council Office Hour #2



[LINK21PROGRAM.ORG](https://www.link21program.org)

Follow BART and Capitol Corridor on     and join the #Link21 conversation.

Link21 is sponsored by the San Francisco Bay Area Rapid Transit District and the Capitol Corridor Joint Powers Authority. The Program Team is also working closely with our Northern California rail partners and the state of California to ensure an integrated rail program.