



ATTACHMENT 2: SUMMARY OF PUBLIC MEETINGS AND OUTREACH

Public participation is a key component of the CAP 2.0. Initial outreach efforts were delayed due to COVID-19, and the outreach strategy has been adjusted to account for current limitations. Active project outreach began in August 2020. CAP 2.0 outreach is being coordinated with the Public Information Officer and City Manager's office to ensure the messaging is timely and sensitive to other communication priorities.

Due to COVID-19, engagement must be virtual with in-person engagement unavailable to us at this time. Virtual engagement is provided on the [project website](#) including CAP 2.0 videos, factsheets, and opportunities to provide project feedback.

The community will continue to be encouraged to provide feedback to the Committee and staff.

To-date, public meetings and outreach have included:

- Committee on Energy and Environment (*8 public hearings throughout the project on January 22, 2020, August 5, 2020, September 2, 2020, October 7, 2020, October 29, 2020, December 9, 2020, January 27, 2021, and February 3, 2021*)
- Social media posts on Nextdoor, Twitter, Facebook, and LinkedIn (*throughout process*)
- Communication with implementation partners and community organizations (*throughout process*)
- General outreach in community newsletter (*throughout process*)
- Email notifications to CAP 2.0 interested party list and other City email distribution lists (*throughout process*)
- Local Leaders Club's at Amador Valley High School and Foothill High School created outreach videos to increase project awareness (*videos promoted throughout process*)
- Pleasanton Weekly Ad (*October 2020*)
- TV 30 Ad (*October 2020*)
- Online Community Survey (*April-November 2020*)
- Focus Groups (*December 2020*) with attendance from the following representatives:

- Pacific Gas & Electric (PG&E), East Bay Community Energy (EBCE), StopWaste.org, Bay Area Air Quality Management District (BAAQMD), Metropolitan Transportation Commission (MTC), Bay Area Rapid Transit (BART), Livermore Amador Valley Transit Authority (LAVTA), Altamont Corridor Express (ACE), San Joaquin Regional Rail Commission, Pleasanton Garbage Service (PGS), Dublin San Ramon Services District (DSRSD), Zone 7 Water Agency, Zone 7 Water Board, Hacienda Business Park, Bay East Realtors, Pleasanton Chamber of Commerce, Pleasanton Downtown Association, Workday, Hines, Go Green Initiative, Hindu Swayamsevak Sangh (HSS), Council on American Islamic Relations, Tri-Valley Citizens Climate Education, additional community members
- City Council meeting (*November 17, 2020*)
- Information related to the update in utility billing envelope to every Pleasanton customer (*January-February 2021*)
- Chamber of Commerce (*March 10, 2021*)
- Economic Vitality Committee (*March 18, 2021*)

Several additional public meetings and outreach opportunities are planned in the future and include:

- Emails, social media posts, community newsletters, and continued outreach to implementation partners (*throughout process*)
- Bicycle, Pedestrian, and Trails Committee (*March 22, 2021*)
- Committee on Energy and Environment (*March 24, 2021*)
- Planning Commission (*March 24, 2021*)
- Community Workshop (*March 25, 2021*)
- Youth Commission (*March 31, 2021*)
- Online Survey (*March-April*)
- Committee on Energy and Environment (*April 21, 2021*)