

CITY OF SANTA ROSA
BICYCLE AND PEDESTRIAN ADVISORY BOARD
STAFF REPORT
November 18, 2021

SUBJECT

Community Communication and Engagement
– Bicycle/Pedestrian Projects

ISSUE

Staff will provide an update and seek feedback on the City’s communication and engagement process for bicycle and pedestrian enhancements delivered through pavement maintenance projects.

STAFF PRESENTER

Jaime Smedes, Communications Coordinator

RECOMMENDATION

This item is for Board discussion. No action is required.

BACKGROUND

Each year, the City works to deliver bicycle, pedestrian, and traffic calming enhancements through its annual pavement maintenance programs. Pavement maintenance projects require restriping streets following resurfacing, presenting a rare opportunity to modify lane configurations at little to no additional cost and without any additional disruption to road users.

Bicycle projects, in particular, may involve 1) eliminating or reconfiguring on-street parking or 2) eliminating or narrowing travel lanes. In these cases, it is especially important to engage neighboring businesses and/or residents, as well as those who use the street by foot, bike, and car.

The City’s recent experience reconfiguring Ridgway Avenue to provide bike lanes as part of a pavement maintenance project brought to light the need to refine communication procedures to better engage the community prior to implementing pavement maintenance projects that propose striping changes.

ANALYSIS

The practice of community communication and engagement requires equitable, respectful, and continued attention about the City and its services. Both are central to building trusted relationships with our community and support with key stakeholders. Effective, equitable community communication and engagement practices may vary depending upon the identified need, type and scope of the project, program or service.

Processes designed to assess the appropriate level of community communications and engagement include evaluating potential impacts to the neighborhood and/or community, cost analysis, identifying target audience and potential stakeholders, implementing timelines and strategies, and developing a communication and engagement plan.

Community Communication and Engagement Outreach Practices include:

- Social Media
- City Connections Newsletter
- Website – webpage, news flash, calendar
- Print – Signage, Flyers, Print advertisements
- Govdelivery e-bulletin
- Direct Mail – Mailers, Postcards, Letters
- News Release
- Community Meetings

RECOMMENDATION

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