

CITY OF SANTA ROSA
BICYCLE AND PEDESTRIAN ADVISORY BOARD
STAFF REPORT
November 16, 2023

SUBJECT

Active Transportation Plan (ATP) Working Draft Vision, Goals, and Final Scope of Work

ISSUE

Staff will update the Board on progress towards the Active Transportation Plan (ATP), present the final scope of work, and seek feedback on the working draft vision and goals.

STAFF PRESENTER

Torina Wilson, Transportation Planner

RECOMMENDATION

The Board may provide input on the working draft vision and goals.

BACKGROUND

In July 2023, City staff began the process of updating the Bicycle and Pedestrian Master Plan Update 2018 (BPMP Update 2018). This update, to be renamed the Active Transportation Plan (ATP), will build off the Update 2018 and direct City staff on active transportation improvements for the coming years.

Vision and Goals

At the September 21, 2023 Board meeting, staff presented the vision and goals in the BPMP Update 2018 along with vision and goals from similar plans in the Bay Area. The Board provided comment that the existing vision and goals were in good standing but expressed a desire for more focus on safety and to be bolder and visionary.

Additionally, the Board requested to see the draft vision and goals that the City of Petaluma and the Sonoma County Transportation Authority (SCTA) are including in their ATP Updates. At the September 21, 2023 meeting, this information was not available. Since then, SCTA has published their draft vision and goals, which are as follows:

- Vision: the transportation system is safe and inviting for people of all ages and abilities to walk, bike, and roll for everyday transportation and recreation, by providing a continuous and interconnected network linking daily activities and housing, and supported by programs and policies that encourage walking, biking, and rolling. Our guiding principles are to improve safety, equity, and quality of life.
 - Connected and reliable: Deliver a continuous network that allows people of all ages and abilities to use a variety of transportation types easily, affordably, and dependably.
 - Safe and Well-Maintained: Create and sustain a high-quality and low-stress active transportation network. Employ Vision Zero and Safety Plan policies and strategies to advance this goal.
 - Community Oriented and Place-Based: Tailor projects to urban, suburban, and rural communities, that support a variety of uses and users and create a community through active transportation.

Scope of Work

City staff released a Request for Proposals (RFP) on July 10, 2023, and accepted proposals through August 4, 2023. A total of five proposals were received and after scoring each proposal, City staff and two Board members interviewed the three highest-scoring firms. The selection committee ultimately chose Alta Planning and Design to complete the ATP. The Board reviewed the draft Scope of Work at the September 21, 2023 meeting. Staff worked with Alta Planning and Design to refine the scope. The final Scope of Work can be viewed in Attachment 1.

ANALYSIS

The Board will review the working draft vision and goals and the final Scope of Work for the ATP. While the final Scope of Work is in the contract phase, the working draft vision and goals will remain fluid throughout the ATP update and may be revised over time if the Board feels necessary.

Vision and Goals

The vision and goals in the BPMP Update 2018 are currently in line with Board consensus regarding Santa Rosa's active transportation infrastructure. Specifically, the adopted vision and goals prioritize a network built for all ages and abilities, moving towards a complete network without gaps, and increasing an awareness of active transportation options. These existing BPMP Update 2018 vision and goals were partially retained in the working draft vision and goals. Below is the working draft vision and goals, with **bold** text indicating where language from the BPMP Update 2018 goals were retained. The bold text will not show in the ATP and is rather used to illustrate where new material differs from existing material.

- Santa Rosa is a city where the active transportation network is robust and accessible to the entire community, regardless of age and ability. To be accessible for all ages and abilities, the active transportation network will be comfortable, convenient, complete, and connected. To achieve an accessible active transportation network, Santa Rosa will:
 - **Increase comfort by designing the network for all ages and abilities.**
 - **Maintain the existing network and close gaps to establish a complete and connected network that is seamlessly interconnected with public transportation.**
 - Prioritize improvements along the High Injury Network and/or in historically disadvantaged communities to factor safety and equity into projects and programs.
 - Consider Vision Zero and Safe Routes to School principles in all transportation planning activities.
 - **Support a culture of active and transit mode choice by increasing awareness, improved infrastructure and development patterns, implementing incentives, and support through programs and citywide initiatives.**
 - Reduce VMT and GHG emissions due to behavior shifts that favor active and public transportation.

Final Scope of Work

The draft Scope of Work was slightly edited after presentation to the Board at the September 21, 2023 meeting. The primary changes include:

- Extending the project timeline to 16 months. An additional four months will give staff and the Board more time to review work products submitted by the consultant and to ensure the direction of the plan fulfills the working draft vision and goals.
- Removed the original Task 5 that included the Fifteen Minute City Analysis, the Climate Mitigation Benefit Scenario Planning, and the Active Transportation Network Summary.
 - The Fifteen Minute City Analysis was removed from the scope because the work from this analysis is similar to that of Task 2.F and staff agree with the consultant that the heat map produced as part of Task 2.F will result in the findings that are of similar value.
 - The Climate Mitigation Benefit Scenario Planning was removed to bolster the public engagement section of the scope. Staff acknowledge that the City's Planning and Economic Development Department must update their greenhouse gas inventories periodically, and therefore, the impacts of active transportation and its reduction of greenhouse gas emissions will be evaluated as part of that process.
 - The Active Transportation Network Summary was removed because the information to be presented in that task is covered through several other tasks, including Task 2.B and 2.G.
- Chose to add in the optional task related to branding and creation of a logo.

The Board may provide comment on the working draft vision and goals, which will ultimately be provided to Alta Planning and Design to guide the update of the ATP.

RECOMMENDATION

The Board may provide input on the working draft vision and goals.

Attachment 1 : ATP Final Scope of Work