

CITY OF SANTA ROSA
BICYCLE AND PEDESTRIAN ADVISORY BOARD
STAFF REPORT
September 21, 2023

SUBJECT

Active Transportation Plan Vision, Goals,
and Draft Scope of Work

ISSUE

Staff will update the Board on progress
towards the Active Transportation Plan,
solicit comment on the draft Scope of
Work, and seek feedback to inform the
plan's vision and goals.

STAFF PRESENTER

Torina Wilson, Transportation Planner

RECOMMENDATION

Provide input on the proposed Active
Transportation Plan draft Scope of Work
and provide direction to inform drafting of
the 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

The BPMP Update 2018 is guided by a unified vision and a series of goals. These include:

- Vision: "Santa Rosa is a community where walking and bicycling are comfortable, convenient, and common for people of all ages and abilities."
 - Goal 1: "Increase access and comfort. Design bicycle and pedestrian facilities that are accessible and comfortable for people of all ages and abilities to use."
 - Goal 2: "Maintain and expand the network. Identify, develop, and maintain a complete and convenient bicycle and pedestrian network."
 - Goal 3: "Support a culture of walking and biking. Increase awareness and support of bicycling and walking through programs and citywide initiatives."

These goals are further supported by a series of performance measures. These components within the plan are achieved through prescriptive policies and actions that guide day-to-day activities designed to reach the performance goals and support the unified vision and list of goals.

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 and is in the process of refining the draft Scope of Work. Work on the ATP is anticipated to begin October 2, 2023. The draft Scope of Work is included in this Staff Report as Attachment 1.

ANALYSIS

The Board will hear a presentation announcing the chosen consultant, Alta Planning and Design, an outline of the existing BPMP Update 2018 vision and goals, and the draft Scope of Work. This presentation will highlight how the draft Scope of Work and the vision and goals support one another, and will frame a Board discussion regarding desired revisions to the draft Scope of Work based on feedback related to the desired direction to be taken in the ATP.

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. However, the Board may determine there is room for improvement to the vision and goals. While many jurisdictions adopt similar vision and goal statements, they differ in language and length. Examples of these vision and goal statements are included below.

SCTA Countywide Bicycle and Pedestrian Master Plan Update 2014

- Vision: "In Sonoma County bicycling and walking are:
 - Important to residents' quality of life.
 - Integral parts of an interconnected transportation system.
 - Safe and convenient for all user groups.
 - Viable means of reaching desired destinations.
 - Routinely accommodated as part of a complete streets approach.
 - Encouraged by easy connections to transit.
 - Supported by education and enforcement.
 - Advanced by actions of government, schools, and the private sector.
 - Promoted as tourism and recreation attractions.
 - Mode choices that contribute to personal health.
 - Options that reduce vehicle miles traveled and greenhouse gas emissions."
- Principal goal: "To develop and maintain a comprehensive countywide bicycle and pedestrian transportation system, which includes projects, programs, and policies that work together to provide safe and efficient transportation opportunities for bicyclists and pedestrians."

Petaluma 2018 Bicycle and Pedestrian Plan

- Overall goal: "Create and maintain a safe, comprehensive, and integrated bicycle and pedestrian system throughout Petaluma that encourages bicycling and walking and is accessible to all."

City of Berkeley 2017 Bicycle Plan

- Vision: "Berkeley will be a model bicycle-friendly city where bicycling is a safe, comfortable, and convenient form of transportation and recreation for people of all ages and abilities."
- Goals: "The Berkeley Bicycle Plan has three overarching goals which frame all of the policies, actions, and recommendations in the plan:
 - Safety first
 - Strength in numbers

- All ages and abilities”

Contra Costa County 2022 Active Transportation Plan

- Vision: “Contra Costa County will have an equitable transportation system that supports active transportation for all ages and abilities allowing all to travel conveniently, reliably, and free from harm.”
- Goals:
 - “Prioritize active transportation investments based on factors such as collision history or systemic risk, location in an impacted community, location near key destinations, and funding opportunities.
 - Shift trip modes in Contra Costa County residents and visitors from motor vehicles to active modes such as walking and biking to create a more sustainable community and reduce greenhouse gas emissions.
 - Provide a vision for arterials and collectors within the unincorporated County roadway network to assist County departments in planning for private development, capital projects, and maintenance efforts.”

The Board can comment on these revisions and/or propose additional revisions that they wish for the consultant to consider when preparing the final Scope of Work.

RECOMMENDATION

Provide input on the proposed Active Transportation Plan draft Scope of Work and provide direction to inform drafting of the vision and goals.

Attachment 1: Draft Scope of Work