

CITY OF SANTA ROSA
BICYCLE AND PEDESTRIAN ADVISORY BOARD
STAFF REPORT
December 19, 2024

SUBJECT

Project Prioritization Methodology for the Active Transportation Plan (ATP)

ISSUE

Staff will present the Project Prioritization Methodology for the Active Transportation Plan.

STAFF PRESENTER

Torina Wilson, Transportation Planner

RECOMMENDATION

This item is for Board discussion and feedback on the project prioritization methodology.

BACKGROUND

The Active Transportation Plan (ATP) process began with the release of the Request for Proposals (RFP) on July 10, 2023. Since then, the Bicycle and Pedestrian Advisory Board (BPAB) has reviewed materials related to the ATP on various occasions, including:

- July 20, 2023 to review the RFP, the Consultant Scoring Criteria, and to form an ad hoc committee to choose the final consultant.
- September 21, 2023 to review the draft Scope of Work and to provide feedback for staff to consider when updating the Vision and Goals.
- November 16, 2023 to review the final Scope of Work and to provide feedback on the working draft Vision and Goals.
- February 15, 2024 to review the Community Engagement Plan.
- April 18, 2024 to review the phase 1 public outreach events and the Existing Conditions Report.
- July 18, 2024 to hear a summary of the public outreach feedback and to review the Recommendations Memorandum that will help inspire the list of recommended projects.
- August 29, 2024 to review the administrative draft of recommended bicycle projects to guide City staff on additional comments that should be made to the map prior to the public review draft of the recommended projects.
- October 17, 2024 to review the online interactive map of recommended projects and to provide feedback to City staff.

At each of these meetings, comments were received from BPAB members and from members of the public, informing City staff and the consultant on various desires for the final ATP. At the October 17, 2024 meeting of the BPAB, City staff received input on the recommended projects, which ultimately proved helpful in narrowing down the criteria for project prioritization which is discussed below and in Attachment 1.

Subsequent to the ATP planning and project prioritization process, the Santa Rosa Transportation and Public Works Department (TPW) is undergoing a budget and priority restructuring process to realign the Capital Improvement Program with stated goals related to fiscal sustainability, resiliency, climate change, and safety. This restructuring process is also intended to increase funding for maintenance and for projects with an

express focus on safety, including for road users that are the most vulnerable to injury and death. In many cases, the TPW restructuring process has aligned with the ATP project prioritization process, and they compliment one another. Therefore, many of the ATP project prioritization strategies outlined in Attachment 1 are a result of the intentions behind the TPW restructuring process.

ANALYSIS

The ATP consultant has worked on gathering information since the beginning of the ATP planning process, which ultimately informs the Project Prioritization Methodology. Information that influenced the Methodology include City staff feedback, public input, BPAB input, and best practices developed through research and on-the-ground infrastructure across the nation. The methodology incorporates this feedback, but it also takes into consideration historic and anticipated funding while allowing City staff flexibility in implementing projects, especially as grant funding becomes available over time.

The ATP Project Prioritization Methodology, shown in Attachment 1, summarizes the proposed metrics and methodology used to weigh projects to develop a planning-level assessment for the prioritization of projects and programs. As shown in Attachment 1, higher point categories are given to projects that are low stress or in a location with a higher collision history, projects that benefit lower income or environmentally burdened neighborhoods, and projects that would most likely influence travel behavior such as a shift to taking smaller trips by bicycle or walking.

Through the TPW budget and capital improvement restructuring process, more funding would become available for alternative transportation projects in each 5-year cycle. Spending would increase on projects related to safety, sidewalks and curb ramps, intersection improvements, bike facilities, and ADA improvements. This additional funding would ensure that more projects in the ATP can be completed in a timely manner and would allow for City staff to plan better respond to both long-term and short-term needs, especially because TPW will be able to respond to needs during any given fiscal year instead of having to wait until the next fiscal year to identify funds to meet that need.

This ATP prioritization process will also help City staff respond to BPAB work plan requests because the criteria reflect the topics that City staff are commonly asked to focus on.

The ATP consultant is in the process of applying the Project Prioritization Methodology to the proposed projects shown to the public in October 2024. A prioritized list of all projects will therefore be presented in the public review draft of the ATP in early 2025.

RECOMMENDATION

This item is for Board discussion and feedback on the project prioritization methodology.

Attachment 1: ATP Project Prioritization Methodology