

CITY OF SANTA ROSA
BICYCLE AND PEDESTRIAN ADVISORY BOARD
STAFF REPORT
July 18, 2024

SUBJECT

Active Transportation Plan Update –
Public Outreach Overview and
Recommendations Memorandum

ISSUE

Staff will present an overview of public
outreach and the Recommendations
Memorandum.

STAFF PRESENTER

Torina Wilson, Transportation Planner

RECOMMENDATION

This is for Board information.

BACKGROUND

The Active Transportation Plan (ATP) process began approximately a year ago, 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.

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. These comments will inform the next step in the ATP process, which is creation of the draft list of recommended projects.

ANALYSIS

The consultant team, Alta Planning and Design, along with W-Trans, is compiling a list of recommended projects that will be submitted to the City for review in August. The BPAB will review these recommended projects at a meeting on August 29, 2024 at 4:00 PM.

The list of recommended projects will come from various sources, including, but not limited to: comments received from City staff, comments received at BPAB meetings, comments from the first phase of public outreach, and based on various data and methodology to be discussed in this Staff Report. Comments from the first phase of

public outreach and from various data are the two primary influences of the recommended projects and programs and are explained in more detail below.

PHASE 1 OF PUBLIC OUTREACH

The first phase of public outreach was conducted between April 20 and June 8, 2024. During this time, the project team conducted ten (10) pop-up events, one formal workshop, and an online survey. A total of seven (7) events were offered with Spanish translation available. The dates and locations of outreach are listed below (Spanish translation was offered at the events in bold):

- **April 20th Earth Day Celebration from 12 to 4 PM at Courthouse Square.**
- **April 25th Climate Action Night from 5 to 7 PM at the Santa Rosa Junior College.**
- **April 27th YMCA Healthy Kids Day from 11 AM to 2 PM at the Santa Rosa YMCA.**
- **May 5th Roseland Cinco de Mayo Festival from 3 to 9 PM on Sebastopol Road.**
- **May 14th Lola's Market in Roseland from 4 to 7 PM at 440 Dutton Avenue.**
- May 16th Bike to Work Day Bike-In Block Party from 5 to 8 PM on 4th Street between B Street and Courthouse Square.
- May 17th Disability Services and Legal Center Aging and Disability Resource Expo from 11 AM to 3 PM at 1455 Corporate Center Parkway.
- **May 22nd Wednesday Night Market Public Works Week from 5 to 7 PM at Courthouse Square.**
- **May 23rd formal Community Workshop from 6 to 8 PM at the Sonoma Clean Power Customer Center (formerly the Advanced Energy Center).**
- **June 1st Pride Parade from 11 AM to 5 PM at Courthouse Square.**
- June 2nd Child in the Wild event from 12 PM to 4 PM at Howarth Park.

At all outreach events, the project team asked participants to identify where they experience barriers to active transportation, where there are projects or improvements they've liked, as well as any miscellaneous comment that participants would like to provide. There were mapping boards, a board to identify priorities in the working draft goals, and places to write physical comments. The project team also passed out merchandise and flyers. In total, the project team passed out approximately 500 pencils, 250 stress balls with the project logo, 400 stickers, 1400 flyers, and 400 business cards with webpage information. A total of 600 additional flyers were placed in food distribution bags and passed out at senior events with the Council on Aging.

A total of 263 written comments were received at the pop-up events.¹ These comments can be reviewed in Attachment 1,² sorted by the events they were given at. These comments are not inclusive of the engagement given on mapping boards, which are being synthesized by the consultant team. Additionally, the formal public workshop held on May 23rd yielded an additional 370 dots/written comments on the mapping boards.

¹ This total of 263 comments does not include the number of written comments at the Cinco de Mayo and Lola's Market pop-up events because the written comments are currently being synthesized by the consultant team.

² Attachment 1 does not include the written comments received at the Cinco de Mayo and Lola's Market pop-up events because the written comments are currently being synthesized by the consultant team.

The online survey resulted in an additional 488 unique comments, 109 comments that were responses to one of the 488 unique comments, and 1,349 votes of “like” or “dislike.” This resulted in a total of 1,946 total webmap interactions. A summary of online survey comments is not complete, but a series of Heat Webmaps showing the common locations of public comment can be seen in Attachment 2. A more detailed breakdown of public comments received as part of the first phase of public engagement will be provided in the ATP document. An appendix will be included in the ATP that catalogs all public comment received.

RECOMMENDATION DEVELOPMENT APPROACH AND DATA MEMORANDUM

A second key factor in creating the list of recommended projects is the Recommendation Development Approach and Data Memorandum, which can be viewed in Attachment 3. This memo outlines the methodology for developing recommendations for the ATP. The methodology relies on using consistent data and a clear process to apply federal, state, and City design guidance³ in an objective and context sensitive manner. The recommended projects will be submitted to the City for review as a set of maps depicting existing, funded, and newly proposed projects, along with a project list with the project name, proposed facility type, and location for each recommended improvement. Proposed improvements will prioritize the development of a complete active transportation network that improves equitable outcomes, safety, access, and comfort for people of all ages and abilities.

The methodology lists the various guidelines and standards that the consult team will use, the development phase to reach the recommended projects, and various considerations that will be made for both walking and biking infrastructure.

RECOMMENDATION

This is for Board information.

ATTACHMENTS

Attachment 1: Transcribed Written Comments

Attachment 2: Combined Heat Webmaps

Attachment 3: Recommendation Development Approach and Data Memorandum

³ The consultant team is aware that the City has been working on an update to the Street Design and Construction Standards. Given that the existing standards are out of date, the consultant team provided City staff an opportunity to give guidance on the types of standards wished to be considered, which largely follow NACTO standards related to low-stress active transportation facilities. City staff recognizes that the update of the ATP will likely influence the update to the City’s standards, and therefore, the recommended projects will not closely follow existing City standards and will instead follow other adopted standards and guidelines that are being adopted by similar jurisdictions.