

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

**SUBJECT**

Phase 1 of Public Outreach for the Active Transportation Plan

**ISSUE**

Staff will present a list of public outreach events that will occur for Phase 1 of the Active Transportation Plan.

**STAFF PRESENTER**

Torina Wilson, Transportation Planner

**RECOMMENDATION**

This item is for Board discussion and information as the project team moves into the next phases of the Active Transportation Plan.

**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 BPMP Update 2018 and direct City staff on active transportation improvements for the coming years.

The BPMP Update 2018 is based off of various community engagement events, including public open houses, pop-up events, stakeholder interviews, meetings with local advisory bodies, an online survey, online interactive mapping tool, social media, and City newsletters.

**ANALYSIS**

The project team has been working to schedule and plan public outreach events for Phase 1 of community engagement for the Active Transportation Plan. There two types of events the project team will host:

1. Events which are being hosted at or as a formal community event. These include events such as the formal community workshop and pop-up attendance at organized events being planned by the City or other agencies, such as the Roseland Cinco de Mayo Festival, the Earth Day celebration at Courthouse Square, and the Wednesday Night Market at Courthouse Square. These are events that will be published on the project webpage and through flyers that the City is working with community partners to publicize.
2. Several events will be hosted on a more informal basis in effort to connect directly with demographic groups that do not have a history of participating in the public planning process. Examples include speaker series through local non-profits, attendance at existing focus groups, and pop-up events at targeted locations such as ethnic grocery stores. These events will not be formally advertised because they are events targeted towards specific demographic groups and are meant to be a space where City staff is either engaging directly with disadvantaged populations or are engaging with them in locations these community members already congregate.

Here is a list of formal events that City staff and the consultant team will host and/or attend and which will be advertised on the project webpage:

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

While all these events will be listed on the project webpage, the events listed in bold will be formally advertised on the project flyer the City and consultant team will be pushing to the community through local non-profits and e-mail lists. The project flyer will be available on the project webpage prior to the April 20<sup>th</sup> Earth Day Celebration pop-up.

## **RECOMMENDATION**

This item is for Board discussion and information as the project team moves into the next phases of the Active Transportation Plan.