



## CLIMATE ACTION SUBCOMMITTEE

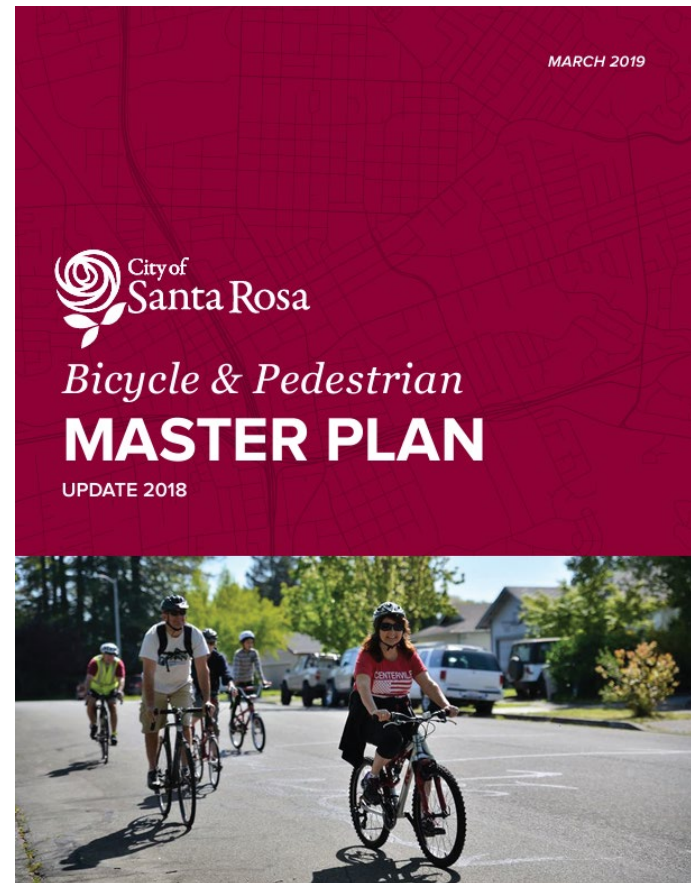
## SANTA ROSA ACTIVE TRANSPORTATION PLAN UPDATE

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# PROJECT DESCRIPTION

- Update to the 2018 Bicycle and Pedestrian Master Plan
- Focus will be low-stress bicycle facilities and closing gaps in the bike/ped network
- Public outreach campaign will focus on Equity Priority Communities



# SCOPE OF WORK

- Task 1: Project Management and Coordination
- Task 2: Existing Conditions/Data Collection
  - Active Trip Potential
- Task 3: Public Engagement
- Task 4: Goals and Objectives
- Task 5: Project Definition and Recommendations
- Task 6: Active Transportation Plan



**To:** Torina Wilson, Transportation Planner, City of Santa Rosa  
**From:** Mauricio Hernández, Alta Planning + Design  
**Date:** October 18, 2023  
**Re:** Scope of Services for the City of Santa Rosa Active Transportation Plan (FINAL)

## Scope of Services

The anticipated scope of work for the City of Santa Rosa Active Transportation Plan is described below. We have proposed a set of core tasks that maximize your funds by focusing on your main priorities with a menu of enhanced optional services should additional funding be available. **The work is assumed to be completed within 16 months.** We look forward to working with you to refine this scope of work to meet your needs and stay within your allocated budget.

### Task 1 - Project Management and Coordination

#### 1.1 - Kick-off Meeting

Alta will plan and facilitate a project kick-off meeting with the Project Management Team (PMT) which will include the core of the working team from the City and the Alta team. Recommended objectives for the kick-off meeting include:

- Confirm scope, schedule, and budget.
- Review project goals and objectives
- Establish overall expectations, including communication channels and protocols.
- Confirm anticipated schedule for project management meetings, invoicing, and progress reporting.
- Discuss initial data needs.
- Discuss outreach and engagement strategy.
- Discuss anticipated level of effort required for data inventory and updates.

Alta will provide a kick-off meeting packet with the agenda ahead of the meeting. Following the kick-off meeting, Alta will provide meeting notes, an updated scope and timeline of the project based on feedback received from the PMT and deliver a Data Request Memo to request GIS and other available data needed to perform project analyses and create base maps. After delivery and review of GIS data an additional meeting may be convened to discuss data quality and refine plans for data inventory and updates including possible reallocation of scope or modification to analysis approach.

#### 1.2 - Data Request Memo

Following the kick-off meeting, Alta will develop and deliver a memo to request relevant background documents, GIS and other available data needed to perform project analyses and create base maps. It is anticipated that some of this data will need to be provided by the City of Santa Rosa while other pieces of data will be gathered through other public and private data sources such as the City's Open Data Portal. Alta will prepare, submit, and obtain written approval of a data collection plan for review by the project manager prior to collecting the data. The spatial data will be annotated with purpose (e.g., base maps, or analysis) and will include notation as to whether data is a critical input for task completion (e.g., collision data is required to complete crash analysis tasks). If a critical data input is not available, proxy data may be used, or adjustments may be made to scoped analysis.

# WORKING DRAFT VISION & GOALS

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 safe, comfortable, convenient, complete, and connected. To achieve an accessible active transportation network, Santa Rosa will:

- Increase safety and comfort by designing the network for all ages and abilities in line with the best available research and design standards.
- Maintain and improve the existing network and close gaps to establish a complete and connect network that is seamlessly interconnected with public transportation.
- Factor safety and equity into all projects and programs by prioritizing improvements along the High Injury Network and/or in historically disadvantaged communities designated by the Metropolitan Transportation Commission or by the Santa Rosa General Plan.
- Integrate Vision Zero principles in all transportation planning activities.
- Integrate Safe Routes to School principles in all transportation planning activities.
- Support a culture of active and transit mode choice through incentives, programs, and citywide initiatives.
- Reduce Vehicle Miles Traveled (VMT) and Greenhouse Gas Emissions (GHG) through investments in the active transportation network that support a shift in behavior from driving a car to walking, biking, rolling, and transit.

# COMMUNITY ENGAGEMENT PLAN

- A “road map” to engagement throughout the project
- Outreach to be conducted:
  - Two Phases
    - Phase 1: Discovery
    - Phase 2: Recommendations
  - Project Webpage
  - Online Interactive Map
  - Meetings Advisory Bodies
  - Pop-Up Events
  - Public Workshops
  - Stakeholder Meetings



# BRANDING AND LOGO



**activa**  
santa rosa

## PRIMARY COLOR PALETTE



**ROSE RED**

CMYK 29 / 100 / 69 / 26  
RGB 144 / 25 / 57  
HEX #901939



**LEAF GREEN**

CMYK 54 / 32 / 86 / 11  
RGB 123 / 136 / 72  
HEX #7B8949

## SECONDARY COLOR PALETTE



**ROLLING HILLS YELLOW**

CMYK 15 / 29 / 100 / 0  
RGB 220 / 177 / 39  
HEX #DCB127



**SLATE GRAY**

CMYK 66 / 48 / 26 / 3  
RGB 101 / 122 / 151  
HEX #657A97



**RUSTIC ORANGE**

CMYK 20 / 53 / 83 / 3  
RGB 198 / 130 / 69  
HEX #C68245

# WHO IS THE AUDIENCE?

## GENERAL CHARACTERISTICS

- Residents of EPCs
- People who rely on active/public transportation
- People who would consider walk/bike/roll/transit

## DEMOGRAPHICS

- Households with low/no access to vehicles
- Disabled residents
- Historically disenfranchised neighborhoods
- Youth and students
- Business owners
- Seniors
- Households without internet access
- Households with limited English proficiency

# RELATIONSHIP TO THE CLIMATE ACTION PLAN

- **Measure 3.6: Traffic Calming** - Provide traffic calming measures to encourage people to walk or bike instead of drive.
  - **Action 3.6.1:** Install traffic calming design features such as bulb-outs, median barriers, and striped crosswalks to improve pedestrian convenience and encourage pedestrian and bicycle travel.
- **Measure 4.1: Bicycle and Pedestrian Network** - Improve the bicycle and pedestrian network in Santa Rosa through design elements, training, and facilities.
  - **Action 4.1.1:** Implement the Bicycle and Pedestrian Master Plan.
  - **Action 4.1.2:** Update bicycle parking regulations for multifamily homes and commercial businesses to increase bicycle parking citywide.
  - **Action 4.1.3:** Provide bike safety training to residents, employees, and motorists.
  - **Action 4.1.4:** Continue to support the Safe Routes to School (SRTS) and safe routes to transit programs in Santa Rosa.
  - **Action 4.1.5:** Implement a bike-share program.



# BENEFITS

- Better connectivity
- Safer and more comfortable facilities
- Support programs
- Strategies for behavior shift




# RECOMMENDATION

- **Recommendation:** The Subcommittee may provide input and ask questions on the Active Transportation Plan and components of the presentation.
- **How can the CAS help?**
  - Spread the word!
  - Sign up for the email list to stay up to date
  - [Srcity.org/3906/Active-Transportation-Plan](https://srcity.org/3906/Active-Transportation-Plan)

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## Active Transportation Plan



The City of Santa Rosa Active Transportation Plan establishes a long term vision for improving walking, biking and rolling in Santa Rosa by updating the previous Bicycle and Pedestrian Master Plan adopted by the City Council in 2018.

**Contact Us**  
Torina Wilson  
Transportation Planner  
[Email](#)  
[More Information](#)

**Click here to sign up for the mailing list!**



The City of Santa Rosa is committed to improving the active transportation network to ensure folks of all ages and abilities can move about the city with ease and comfort. Improvements to the active transportation network help more than those walking, biking, or rolling. When done right, better bicycle and pedestrian infrastructure can beautify local streets, improve air quality due to less vehicle travel, and reduce greenhouse gas (GHG) emissions. These infrastructure improvements can also lead to increased vibrancy and livability due to an increased ability to safely access goods and services in your community.

The City is undertaking an update of the [2018 Bicycle and Pedestrian Master Plan](#) to ensure our active transportation system continues to evolve and to better serve the community. This update, renamed the Active Transportation Plan, will begin in September 2023. The City invites all community members who would like to receive project information and updates to sign up for the mailing list to the right. This webpage will be updated periodically as information becomes available.

# DISCUSSION & QUESTIONS

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