

Countywide Bicycle & Pedestrian Advisory Committee MEETING AGENDA

March 25, 2013 1:30 PM

Sonoma County Transportation Authority
SCTA Large Conference Room
490 Mendocino Avenue, Suite 206
Santa Rosa, California 95401

ITEM

1. Introductions
2. Public Comment
3. Approval of Minutes: January 28, 2014 – **DISCUSSION / ACTION***
4. Roundtable Updates
 - 4.1. Member Updates
 - 4.2. Other Entities' Updates
5. Countywide Bicycle and Pedestrian Master Plan Update – **DISCUSSION / ACTION***
6. FY 14/15 TDA3 Program of Projects – **DISCUSSION / ACTION***
7. 2015 Comprehensive Transportation Plan Update
8. Article of Interest – Information
 - 8.1. Vision Zero Initiatives - <https://calbike.org/visionzerosf/>, <http://www.sfmta.com/sites/default/files/agendaitems/2-4-14%20Item%2010%20Vision%20Zero.pdf>, <http://www.visionzeroinitiative.com/>, <http://www.theatlanticcities.com/commute/2014/01/de-blasios-vision-zero-plan-could-set-new-national-standard-traffic-safety/8124/>, http://ibikekern.com/vision_zero_kern-making-kern_roadways_safe_for_all_users/.
 - 8.2. 4 Reasons Protected Bike Lanes Mean Business: http://www.peoplepoweredmovement.org/site/index.php/site/blog/four_reasons_protected_bike_lanes_mean_business/
 - 8.3. Safety Impacts of Implementing Complete Streets (MN): <http://www.dot.state.mn.us/research/TS/2013/201331TS.pdf>
 - 8.4. 10 Principles for Building Healthy Places: <http://uli.org/wp-content/uploads/ULI-Documents/10-Principles-for-Building-Healthy-Places.pdf>
 - 8.5. The Atlantic Cities: How to Make Crosswalks Artistically Delightful: <http://www.theatlanticcities.com/arts-and-lifestyle/2014/02/how-make-crosswalk-more-delightful/8487/>
9. Other Business / Comments / Announcements
10. Adjourn - **ACTION**

*Materials attached.

The next **S C T A** meeting will be held April 14, 2014



The next **CBPAC** meeting will be held May 27, 2014

Copies of the full Agenda Packet are available at www.sctainfo.org

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COUNTYWIDE BICYCLE & PEDESTRIAN MEETING MINUTES

Meeting Minutes of January 28, 2014

ITEM

1. Introductions

Meeting called to order at 1:33 p.m. by Eydie Tacata, Vice Chair, in Chair Wendy Atkins' absence.

Committee Members:

Eydie Tacata, City of Rohnert Park, Vice Chair; Nancy Adams, City of Santa Rosa; Patrick Givone, Town of Windsor; Mario Landeros, City of Healdsburg; Amy Lyle, Sonoma County PRMD; Joe Morgan, Sonoma County Citizen Representative; Alejandro Perez, Town of Windsor; Steven Schmitz, Sonoma County Transit; Geoffrey Skinner, City of Sebastopol; Elizabeth Tyree, Sonoma County Regional Parks.

Guests: Matt Brown, The Press Democrat; Gary Helfrich, Sonoma County Bicycle Coalition; Tina Panza, Sonoma County Bicycle Coalition; Norine Doherty, Sonoma County Department of Health Services.

Staff: Diane Dohm, Nina Donofrio, Janet Spilman.

2. Public Comment

None.

3. Approval of Minutes: November 12, 2013 –

DISCUSSION / ACTION*

Approved as submitted.

4. CBPAC Officer Elections for 2014 –

DISCUSSION / ACTION*

Ms. Dohm reported that Wendy Atkins and Eydie Tacata had agreed to continue serving as Chair and Vice Chair, respectively. She opened up nominations to anyone else interested. There were no other nominations.

Motion by Geoffrey Skinner, seconded by Steve Schmitz, to elect Wendy Atkins as Chair and

Eydie Tacata as Vice Chair. Motion passed unanimously.

5. Roundtable Updates

5.1. Member Updates

City of Rohnert Park:

Eydie Tacata had nothing new to report but led a discussion regarding walking on golf courses, noting that this question had come up from the public recently. She noted that the local Parks and Recreation staff were in support of allowing public access to walk on public golf courses.

Discussion followed regarding the issue of liability, possible interference with golfers, and safety. Ms. Tacata noted that signage is posted allowing public access to the golf course, doing so at their own risk. Part of the issue is whether golf courses are considered open space or parks and recreation.

Ms. Tacata added that the City's Bicycle/Pedestrian Plan shows a path through the golf course. This will be addressed by City Council.

Sonoma County Transit:

Steve Schmitz noted that the Sonoma County Bicycle and Pedestrian Committee often reviews projects that come through PRMD.

Mr. Schmitz next announced the delivery of new 40 ft. CNG buses that will be put into service in February. They will have three bicycle racks in front.

Sonoma County Regional Parks:

Elizabeth Tyree reported that the City of Santa Rosa has received clearance from the State to allow payment of \$501,450 in redevelopment funding to be allocated to the SMART Trail project between Hearn Avenue and the Joe Rodota Trail. The project will go out to bid in the



spring and construction is projected to start in the summer.

In response to questions from the Committee, Ms. Tyree explained that SMART would have to coordinate with the City regarding the crossing of Hearn Avenue. This is still unresolved. Nancy Adams pointed out the need for a crossing in order to join the two paths.

City of Healdsburg:

Mario Landeros reported that the Environmental document was adopted by City Council for the Central Healdsburg Area Plan. One of the components of the Plan is a roundabout at the main intersection which was approved without significant public comment or controversy. Staff expects to award the design contract for this project in February.

A major issue with the Healdsburg Avenue Bridge rehabilitation and retrofit project is bicycle and pedestrian access during construction while the bridge is closed. Mr. Landeros summarized options that are under consideration for handling this. These include a shuttle service or a passageway through the construction site to allow bicyclists and pedestrians to cross. Staff is preparing a Request for Authorization package, with submittal to Caltrans in February, and then going out to bid shortly thereafter. Construction is projected to begin in June.

A bicycle/pedestrian trail along a segment of Foss Creek is out to bid.

A bicycle/pedestrian map is currently under development. This is being modeled after the bike map for the Town of Windsor. Mr. Landeros agreed to bring the new map to the next meeting.

A pedestrian and safety improvement project is under way, for enhancing the existing crossing at the high school on Powell. This will include bulbouts and pedestrian ramps.

Town of Windsor:

Alejandro Perez reported that the Old Redwood Highway and Lakewood Drive bicycle/pedestrian improvements project is in progress; design plans have been submitted and construction is expected to begin in July. This project will include bicycle lanes and crosswalks.

Sidewalk gap closures will also be completed on Starr Road and on Windsor Road this summer.

Pedestrian signal enhancements will also be made throughout town.

The Brooks Creek Trail will be extended with a Class I bicycle path through the Brooks Creek Senior Community.

A grant was awarded to install a traffic signal and crosswalk at Jaguar Way and Windsor Road at the high school, and to complete a sidewalk gap closure. Staff submitted a request for authorization to begin design and construction is expected to begin next summer.

A program is in place to replace in-ground (RFP) flashing crosswalks, as the lights have to be changed frequently.

PRMD:

Amy Lyle had nothing to report.

City of Santa Rosa:

Nancy Adams reported that the City received a grant for 115 uncontrolled crosswalks and is currently going through the Caltrans process on this.

Walking audits were conducted this past winter at some schools in Santa Rosa. Staff is awaiting the consultant's analysis.

City of Sebastopol:

Geoffrey Skinner reported on the City's newest flashing lighted crosswalk, on Highway 116 near Fir Crest Market.

The initial work on the Highway 12 Bridge is completed, removing brush and some trees in preparation for the temporary bypass. Construction is scheduled to begin in summer.

Up to 19 additional directional signs are planned to be installed for the West County and the Joe Rodota Trail.

Mr. Skinner next reported that a City Council study session was held two weeks ago and it is possible an update to the Bicycle/Pedestrian Master Plan may be conducted in the future. The Complete Streets Advisory Committee has been tasked with identifying issues associated with putting a signed connector between the end of the Rodota Trail on Petaluma Avenue and Ives Park. A series of walking routes is proposed throughout Sebastopol that would be visitor and tourist-oriented. These would be made available on maps and/or applications, to be eventually made into a plan.

5.2. Other Entities' Updates

Sonoma County Bicycle Coalition:

Tina Panza announced that staff is preparing for the spring education program. She referred the Committee to the Safe Routes to School website: www.sonomasaferoutes.org which provides a calendar of events.

Ms. Panza offered to give the presentation on Safe Routes to School that she and Norine Doherty of the Department of Health Services had presented in January to the Citizens Advisory Committee, outlining the activities of the Safe Routes to School Bicycle Education Program.

Department of Health Services:

Norine Doherty reported movement on their engineering effort. Ten walking audits have been conducted throughout the County. Staff has been working with W-Trans, the consultant on this project. W-Trans has been contacting Public Works staff involved in this project to get their final recommendations, and meetings are being scheduled from mid-February to mid-March. These recommendations are then being presented to the schools in April. Staff is partnering with the Sonoma County Bicycle Coalition (SCBC) to get these meetings scheduled and get community feedback. The final products will be available in September 2014.

Ms. Panza added that a similar Safe Routes to School project is taking place in Windsor. Draft maps and recommendations are currently under review and will be considered at the next CBPAC meeting.

Ms. Dohm invited Ms. Doherty and Ms. Panza to provide a presentation at the May or July CBPAC meeting and said she would be in contact with further details.

Sonoma County Bicycle Coalition:

Gary Helfrich reported PRMD's approval of the Mark West Quarry project on Porter Creek Way. One of the innovations planned is warning beacons to alert drivers to oncoming bicyclists on blind turns.

Mr. Helfrich next reported that Caltrans had approved the elimination of the requirement for warrants for bicycle signal heads at intersections and that this is now up to the discretion of the local Public Works Department.

Setbacks were reduced or eliminated between Class I bicycle trails and the adjoining public road. This will impact some projects; setbacks

will now be up to the local Public Works Department and would no longer be mandated by the Caltrans Highway Design Manual.

Mr. Helfrich next announced the installation of a bike scramble in Emeryville and said he would follow up on this and find out the exact location and status of this.

6. Countywide Bicycle and Pedestrian Master Plan Update – DISCUSSION*

Ms. Dohm presented major milestones of the Plan update, noting that staff now has a complete draft Project List and complete Draft Plan. Map updates are still in progress.

Staff will return with this at the March meeting for the Committee's approval.

Ms. Dohm briefly summarized highlights of the Project List, announcing that 315 miles have been completed (more than 73 miles have been completed since the previous Plan update).

The Project List represents over 1,000 miles of future projects.

According to MTC data, bicycling has increased 104% in Sonoma County since 2010, and walking has increased 85% since 2002.

Traffic collision data involving bicyclists shows an increase of 19% over the last ten years; however, Ms. Dohm pointed out that fatalities have decreased 6% to 7%. In 2002 there were three bicycle fatalities in Sonoma County and in 2011 there was one fatality.

Pedestrian activity shows a decrease in collisions by 8%; however, fatalities have increased over the past 10 years; Sonoma County had 3 fatalities in 2002 and in 2011 there were nine.

Next steps are to review the entire draft Plan and appendices at the next Committee meeting.

Discussion followed regarding the project list, and the issue of representation for pedestrian projects and how this could be improved. Committee comments included having a separate table for pedestrian projects. Ms. Dohm noted that pedestrian enhancements often are integrated with local street projects and therefore it can be challenging to be able to identify them as a specific pedestrian project.

Likewise, some of the bike projects include pedestrian improvements (e.g. Class I facilities).

Ms. Dohm invited the Committee to contact her with any changes or revisions.

7. TDA3 & TFCA Quarterly Report – INFORMATION*

Ms. Dohm announced that TDA3 funds are expiring in June for Healdsburg. There are two Santa Rosa projects that are also expiring in June. These projects have until August 31 to submit any invoices for reimbursement to MTC. She invited members to advise her of any errors, omissions or changes.

8. FY 14/15 TDA3 Projects – DISCUSSION

Ms. Dohm announced that she released the call for projects for TDA3 on January 27 and expects to release the call for projects for TFCA shortly. She is awaiting updated forms and worksheets from BAAQMD; these have not been released as of yet. Estimates show that this has increased from last year.

9. Article of Interest – Information

- 9.1. http://www.oregonlive.com/commuting/index.ssf/2013/11/portland_bike_riders_pay_more.html

Ms. Dohm referenced this article, which demonstrates that bicycle riders contribute more than their share for road maintenance.

10. Other Business / Comments / Announcements

- 10.1. Email: Caltrans Clarification re: Buffered Bike Lanes

In reference to this email, Mr. Helfrich explained that buffered bicycle lanes are essentially a Class I bicycle path on the street.

11. Adjourn - ACTION

2:55 p.m.

Staff Report

To: Countywide Bicycle and Pedestrian Advisory Committee
From: Diane Dohm, Transportation Planner
Item: SCTA Countywide Bicycle and Pedestrian Master Plan Update
Date: March 25, 2014

Issue:

What is the status of the SCTA Countywide Bicycle and Pedestrian Master Plan update?

Background:

The SCTA Countywide Bicycle and Pedestrian Master Plan was last completed and adopted in 2008. This plan was developed through a 2-year public process whereby a consulting firm, W-Trans, assisted in managing the development of our plan. There are various reasons to update our Countywide Bicycle and Pedestrian Master Plan, such as updating project lists, maps and census data. Therefore, SCTA is in the process of updating this plan. Since this is an update of an existing plan, the process and timeline will be shorter than the previous process that was used to develop the current plan.

To begin this plan update process, the existing Countywide Bicycle and Pedestrian Master Plan was reviewed to determine which updates need to occur (e.g. demographic data, bicycle and pedestrian mode share, countywide map, etc). There are other areas in the Plan where information will be enhanced where necessary (e.g. complete streets, bicycle and pedestrian count program, economic benefits of bicycling and walking, etc). Please see our website to view the current Countywide Bicycle and Pedestrian Master Plan, which includes each jurisdiction's individual bicycle and pedestrian master plan: http://www.sctainfo.org/Bike_Main_files/index.htm.

Plan Update Progress:

Completed work (✓):

- ✓ Census data: demographics, journey to work, travel time to work, and mode share data
- ✓ Collision data (SWITRS: Statewide Integrated Traffic Records System)
- ✓ Bicycle and pedestrian count data (both MTC and SCTA data)
- ✓ Countywide Vision, Principal Goal and Objectives edits
- ✓ Jurisdiction plan sections
- ✓ Countywide Project List (draft complete – verify list: priorities and costs)
- ✓ Countywide Overview Section (draft complete)
- ✓ Mapping (almost completed)

The Countywide Overview Section of the Plan has been updated. The CBPAC reviewed the entire updated section including the countywide project list at their January 28, 2014 meeting. Please review

the Countywide Overview Section, and direct comments to SCTA staff by April 21, 2014. An updated draft plan should be available on the SCTA website here: <http://www.sctainfo.org/agenda.htm#cbac>.

Next Steps

This committee will review the final draft, and make a recommendation to the Board for approval of the updated Plan, on March 25, 2014. It is also anticipated that the SCTA Board of Directors will be reviewing the final updated Plan at their May 12, 2014 meeting.

Policy Impacts:

None at this time.

Fiscal Impacts:

None at this time.

Staff Recommendation:

Staff is requesting comments to the updated Countywide Overview Section. Comments should relate to data accuracy or missing data. All comments must be received by SCTA no later than April 21, 2014.

Staff Report

To: Countywide Bicycle & Pedestrian Advisory Committee
From: Diane Dohm, Transportation Planner
Item: FY 2014/2015 TDA Article 3 Program of Projects
Date: March 25, 2014

Issue:

Shall the CBPAC recommend approval of FY14-15 TDA3 Program of Projects?

Background:

Transportation Development Act (TDA) funds are generated from a statewide ¼ cent sales tax. Article 3 of TDA is a set-aside of approximately 2% of those monies. The Metropolitan Transportation Commission (MTC) administers TDA3, which is distributed based on population. Each year, an annual fund estimate or “entitlement” is developed for each jurisdiction. Unused “entitlement” is accumulated as credit. A jurisdiction’s claim in any given year cannot exceed the sum of their accumulated credit plus their projected entitlement for the following two years.

Sonoma County’s cities/towns and the County of Sonoma are eligible to apply. TDA3 funds may be used for bicycle lanes, bicycle and pedestrian paths, and related planning and marketing efforts. There are no matching requirements with this funding source. TDA 3 projects are required to meet Caltrans safety design criteria and CEQA requirements; be completed within three years; be maintained; be consistent with adopted bicycle plans; and be authorized by a governing council or board.

A “Call for Projects” was issued on January 27, 2014, with an application deadline of March 7, 2014. In addition to the application, project sponsors are requested to deliver an authorizing governing-body resolution to SCTA staff by April 4, 2014, which precedes the SCTA Board meeting. Documentation of environmental clearance and maps/documents showing project locations and design parameters must also be furnished in electronic formatting no later than April 25, 2014.

Applications for three (3) projects have been received: one (1) from Sonoma County Regional Parks Department, one (1) from the City of Petaluma, and one (1) from the Sonoma County Transportation Authority. Please see project information below:

(1)

Applicant: Sonoma County Regional Parks Department

Contact: Elizabeth Tyree

Project: Bodega Bay Bike & Pedestrian Trail – Coastal Prairie Trail

Project Description: Develop a Class 1 bike path from the Nicholas Green Memorial Bell Tower to the Bodega Dunes State Park entry road as well as trailhead parking on Keefe Ave. Provide an alternative

transportation route to Highway 1 in the unincorporated community of Bodega Bay, completes a segment of the Bodega Bay Bike & Pedestrian Trail, which is part of the California Coastal Trail.

Funding Source	All Prior FYs	Application FY13/14	Next FY	Totals
TDA Article 3		260,000		260,000
list all other sources:				
1. Measure M	170,000	130,000		300,000
2. Coastal Impact Assistance Program	142,575			142,575
3. Park Mitigation Fees	245,217	65,000	15,000	325,217
Totals	557,792	455,000	15,000	1,027,792

(2)

Applicant: City of Petaluma

Contact: Larry Zimmer

Project: East Washington Park Multi-Use Pathway Connection

Project Description: Design and construct an 8' minimum wide multi-use pathway from Sky Ranch Drive to East Washington Park (approx. 1,375 feet). Work will include in general, of constructing a concrete pathway, fence barrier, curb ramps, grading, utility adjustments, landscaping, miscellaneous paving, traffic control, traffic stripes, signage, pavement markings, and incidental work.

Funding Source	All Prior FYs	Application FY13/14	Totals
TDA Article 3		306,623	306,623
list all other sources:			
1. ATP Grant (pending)		266,867	266,867
Totals		573,490	573,490

(3)

Applicant: Sonoma County Transportation Authority

Contact: Diane Dohm / Chris Barney

Project: Countywide Automated Bicycle and Pedestrian Counter Project

Project Description: The SCTA is purchasing 4 infrared counters, which count all pedestrians and bicyclists, and 4 bicycle tube counters, which count bicyclists only. The purchase of automated counters will assist the SCTA Countywide Bicycle and Pedestrian Counting Program with more accurate, longer term data. This project has been approved by the SCTA Countywide Bicycle and Pedestrian Advisory Committee and the SCTA Board of Directors in 2013.

Funding Source	All Prior FYs	Application FY13/14	Totals
TDA Article 3		\$30,000	\$30,000
list all other sources:			
Totals			\$30,000

Overview of FY13/14 TDA3 Applications				
	Jurisdiction	Contact Person	Project	TDA3 Funds Requested
1	County	Elizabeth Tyree	Bodega Bay Trail	\$260,000
2	Petaluma	Larry Zimmer	E. Washington Park Multi-Use Path	\$306,623
3	SCTA	Diane Dohm / Chris Barney	Countywide Automated Bicycle and Pedestrian Counter Project	\$30,000
	Total:			\$596,623

Fiscal Impacts:

The proposed “Program of Projects” will provide \$596,623 of benefit to Sonoma County.

Action Requested:

The CBPAC is requested to consider the projects described in this staff report, and make a recommendation to the SCTA Board. Approval of the “Program of Projects” will be an action item for the SCTA Board meeting on April 14, 2014. Project sponsors are invited to attend the SCTA meeting to answer any questions about their proposed projects.

Staff Report

To: Sonoma County Transportation Authority

From: Janet Spilman, Deputy Director, Planning & Public Outreach

Item: 2009 Comprehensive Transportation Plan update process / approach

Date: March 31, 2014

Issue:

Kick off of the 2015 Comprehensive Transportation Plan (CTP). Elements requiring advisory committee review.

Background:

The CTP is a 25 year planning document that was first created in 2001 and updated in 2004. The 2009 CTP was essentially a new plan, including a major policy shift to reduce greenhouse gas emissions. There is no required update schedule, however many funding sources require projects and programs to be listed in a CTP. The purpose of the 2015 update is to refresh the project lists; review the Goals, Objectives and Policies and assess progress; and reach out to the public about their priorities. We will also have the opportunity to update data and integrate new technology in our analyses.

The SCTA Board approved the recommendation to direct staff and Advisory committees to review CTP planning process and provide assessment of scope of necessary updates. Completion of the 2015 CTP is estimated for late 2015.

The Board had the additional directions:

- Report on performance assessment of 2009 CTP.
- Targets should be demonstrably achievable.
- Assume no previous experience with CTPs when making reports and presentations.
- Do not make too many demands of staff time.
- There are many other issues competing for the public's attention – make requests for input quick and easy.
- Reach out to business leaders.

Elements requiring Advisory Committee review

- 1) The Public Engagement Strategy, 2) Goals, Objectives and Policies and 3) review of the existing project list are the first parts of the CTP to be reviewed. The first two items will be discussed in the PAC and CAC. Review of the project lists will be done by the TAC, TTAC and CBAC.

Policy Impacts:

The CTP is the long term planning document for the SCTA. CTP Goals reflect SCTA policy.

Fiscal Impacts:

The 2009 CTP used intensive public outreach including a poll and culminating in the Moving Forward Conference. The document includes revised Goals, GHG reducing strategies, and technical papers on GHG Emissions, and Planning for Safety, and Transportation and the Built Environment (which includes Planning for Health). The process to create the CTP and EIR took 32 months and cost over \$700,000. This figure does not include SCTA staff time.

There is limited budget available for the update. CTP model improvement work was completed and paid for in 2012/2013 allowing better analysis in house. Current budget would go toward public outreach, analytic tools (besides traffic modeling), and design and production work.

Staff cannot estimate the level, schedule or cost of environmental review, as is it dependent on the outcomes developed in the CTP. However the 2009 CTP EIR cost \$225,000.

Staff will further assess budget, pending direction today, and include the budget needs in the proposed FY14/15 SCTA Preliminary Budget for review in May 2014.

Staff Recommendation:

Advisory Committee members are requested to review and comment on the Public Engagement Strategy and the Goals, Objectives and Policies. Committee will be asked for recommendation for adoption by the SCTA.

DRAFT, March 2014

Public Engagement Strategy for the SCTA Comprehensive Transportation Plan

Sonoma County Transportation Authority (SCTA) is a 12-member policy board composed of local elected officials from throughout Sonoma County, including three members of the County Board of Supervisors as well as council members from each town or city in the County. The Board meets monthly on the second Monday of the month, at 2:30 pm., at the PRMD Hearing Room at 2550 Ventura Boulevard in Santa Rosa.

The SCTA Comprehensive Transportation Plan (CTP) is the long range planning document that guides policy makers by setting transportation related policies and priorities. The 2015 CTP will build upon an extensive body of transportation planning and land use analyses developed over many years that have focused on identifying and evaluating the county's access and mobility needs. See Attachment A for a review of related plans and planning activities.

Stakeholder Engagement

The goal of engaging local governments and other stakeholders in the CTP planning effort is to promote an open, transparent process that encourages the ongoing and active participation of local governments, a broad range of stakeholders and the general public. The success of the CTP is predicated on effective partnership with local governments and public support for policies, programs and projects to support jurisdictions' ability to achieve CTP targets.

Government Engagement

In developing the CTP, the SCTA will involve both government and non-government agencies, organizations and individuals. A partnership with local governments is critical — from elected officials to city managers, planning and public works directors, transit operators and tribes.

SCTA/RCPA Advisory Committees

SCTA has several advisory committees that include members of public works and planning departments of local governments as well as transit agencies. Key staff also meets regularly with city managers.

Advisory committee meeting agendas are available here: <http://sctainfo.org/agenda>

Advisory Committees include:

- Citizens Advisory Committee:
- Bicycle/Pedestrian Advisory Committee
- Planning Advisory Committee
- Technical Advisory Committee
- RCPA Climate Action Forum
- Transit/Paratransit Advisory Committee
- Transit Technical Advisory Committee
- Climate Action 2020 Stakeholder Advisory Group

Other Agencies or Departments

The CTP will address the mobility connections that create a community. SCTA recognizes the overlap with the important work done in health, housing, education, emergency services and public safety (among others) and will include these organizations in outreach.

Native American Tribal Governments

In addition to the local governments that will be involved in development of the CTP, SCTA will coordinate and consult with the county's five federally recognized Native American tribes.

Community Stakeholder Engagement

The SCTA will seek the active participation of a broad range of non-governmental groups in the development of the CTP. Outreach efforts will encourage the participation of a broad range of public advocates and community members. We will make special effort to engage under-represented communities who may not typically participate in regional and local planning.

The CTP planning stakeholders include, but is not limited to, the following:

- Transportation and environmental advocates
- Organizations representing the senior and disabled populations
- Neighborhood and community groups
- Broad-based business organizations
- Organized labor
- Affordable housing advocates, home builder representatives, homeowner associations
- Low-income communities, communities of color and limited English proficient communities
- School districts and the county office of education
- Goods movement advocates, including agriculture
- Youth and student input
- Other interested opinion leaders, advocacy groups and the general public.

Public Participation Techniques

Voices from Underserved Communities

The success of the CTP is dependent on a range of voices in the county being represented and involved. SCTA will take special effort to engage minority and low-income residents.

Participation Techniques include:

Advance Notice

- Maintain an updated calendar of events on the www.sctainfo.org website.
- Provide timely notice about upcoming meetings. Post agendas and meeting materials on the web in advance of meetings.
- Use a mailing list database to keep participants notified throughout the process (via email and/or U.S. mail).
- Circulate a Draft CTP and Draft EIR, if one is required, for public review at least 55 days before the adoption of the Final CTP.
- Work with media outlets to encourage news coverage in advance of meetings.

Poll

- Conduct a statistically relevant public opinion poll (building data points and trends from previous polls).

Presentations, Hearings

- Hold at least three public hearings on the Draft CTP
- Report regularly at SCTA and SCTA Advisory Committee meetings

- Use “visualization” tools and techniques to communicate technical planning issues and strategies to the public, such as maps and graphics to depict alternatives under consideration
- Provide a summary of comments heard at meetings via www.sctainfo.org
- Seek out and consider the needs of those traditionally under-represented in the planning process, including minority, low-income and limited English proficient communities
- Conduct focus groups targeted at stakeholders
- Piggy-back on existing meetings in order to attract greater attendance and participation.
- Consider a “Moving Forward 2040” conference

Internet/Social Media

- Use of a web address — www.sctainfo.org for current updates, and to request to receive notices and information.
- Offer interactive web polls, surveys, etc.
- Provide timely, easy-to-understand information on a website that is accessible, per the Americans with Disabilities Act.
- Explore using social media methods to reach, engage and survey residents.

Media Outlets

- Issue press releases to media outlets, including foreign-language and community media, to keep reporters apprised of progress and generate coverage on radio, television, newspapers and the Internet.
- Translate news releases about public workshops into Spanish

Attachment A – Review of Related Current Plans and Planning Activities

SCTA 2009 Comprehensive Transportation Plan: The 2009 CTP represented a complete overhaul of nearly every element of the previous document. New goals regarding GHG Reductions and Safety and Health joined previous goals of Maintenance and Congestion Relief along with detailed objectives and potential strategies. New features included Research & Technical Documents that remain relevant.

Public Outreach was extensive including

- Public Opinion poll – over 600 Sonoma County Residents were surveyed via telephone polling
- Public workshops in 6 locations around the county featuring “world café” discussion on the topic “What will motivate and support you in making significant behavior change that results in reducing your green house gas emissions?”
- Focus groups on business, paratransit, seniors, youth and the Latino community
- Individual interviews
- Moving Forward day-long conference

The budget for public outreach in 2008 (not including staff time) was \$200,000. The conference had its own budget and was largely supported by sponsorships. The 2009 CTP Plan is available at: <http://sctainfo.org/reports.asp>

Climate Action 2020: Climate Action 2020 is a collaborative effort among all 9 cities and the County of Sonoma to take further actions in reducing GHG emissions community-wide and respond to the threats of climate change. RCPA is working with communities to develop a comprehensive and detailed plan for each jurisdiction that will identify measures to reduce GHGs from sources including building energy (electricity and natural gas), transportation, water use and transport, waste, wastewater and agriculture. This detailed plan is called a Community Climate Action Plan, and known locally as Climate Action 2020. http://sctainfo.org/climate_action_2020.htm

SCTA Countywide Bicycle and Pedestrian Master Plan: SCTA adopted the first Countywide Bicycle Plan in 2003. The plan that followed was adopted in 2008, and established a comprehensive, collaborative approach to countywide bicycle and pedestrian planning. In 2013, SCTA and its jurisdictions embarked on a process to update data, map and project list. The County vision, goal and objectives were reviewed and remain the same with inclusion of discussion of “complete streets.” Final approval of the document is expected in Spring 2014. <http://sctainfo.org/reports.asp>

Priority Development Area Investment and Growth Strategy: This report provides a look at place types in Sonoma County that were developed with the regional land-use blueprint plan lead by ABAG and MTC to support voluntary, incentive-based efforts to direct development toward a more compact land use pattern for the Bay Area. Jurisdictions in Sonoma County have identified twelve Priority Development Areas (PDAs), six Rural Community Investment Areas (RIAs) and one Employment Investment Area. Recognizing the value of conserving the region’s most significant resource lands there are eighteen Priority Conservation Areas (PCAs) in the County as well. For more information, visit: <http://sctainfo.org/reports.asp>

Station Area/PDA Planning: Almost every jurisdiction with a SMART station or PDA has developed a plan that addresses planning elements such as traffic circulation, community engagement, housing types, as well as implementation and financing strategies. For more information visit: http://www.mtc.ca.gov/planning/smart_growth/#stations.

Community-Based Transportation Plans: With MTCs Community-Based Transportation Planning Program, the SCTA engaged in a collaborative planning process that involves residents in low-income communities, community- and faith-based organizations that serve them, transit operators, and transportation agencies. The SCTA produced four CBTPs in the following locations: Roseland in Santa Rosa, The Springs in Sonoma Valley, The River Area, including Monte Rio and Guerneville, and the west end of Healdsburg that is home to predominantly migrant laborers. These communities set priorities and evaluated options for filling transportation gaps. These plans are available at <http://sctainfo.org/reports.asp>

Portrait of Sonoma County: This effort is working to identify disadvantaged communities in Sonoma County at a census block level. Portrait results will allow the SCTA/RCPA to target disadvantaged communities in Sonoma County with outreach and prioritize implementation actions in the communities that have greatest need.

Healthy Communities Training/Healthy By Design 2.0: This effort is a collaborative with the Permit Resource Management Department, Health Services and Sonoma State University to implement broad sustainable strategies to reduce health disparities and expand clinical and community preventive services, with an emphasis on healthy communities.

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