



# Sebastopol Downtown Study

## Stakeholder Introduction Meetings

July 1, 2024, 11:00 AM | July 16, 2024, 2:00 PM

### Purpose:

The purpose of these meetings was to connect with a group of community stakeholders to introduce the consultant team, discuss the overall study goals, and seek feedback on the community engagement approach to the grant-funded downtown study.

Attached to this summary are a set of slides illustrating the materials presented to the groups during these meetings

Stakeholder Kick-Off Meeting – Attendance List		Meeting(s) Attended	
Name	Organization/Affiliation (Role)	July 1, 2024	July 16, 2024
Bart Levine	The Core Project	X	
Eric Spillman	The Core Project	X	
Gavin Waters	Bike Sebastopol	X	
Jane Eyrich	The Core Project	X	
Jim Wheaton	Harmonic Systems	X	
Lisa Pierce	City Climate Action Committee	X	
Paul Fritz	Fritz Architecture	X	
Phill Carter	City Climate Action Committee	X	
Silas Stafford	Bike Sebastopol	X	
Steve Pierce	Local Climate Activist	X	
Tor Allen	Bike Sebastopol	X	
Danielle Connor	Retrograde Roasters		X
Emily Shartin	Sonoma County Bicycle Coalition		X
Greg Beale	The Beale Group		X
Michael Carnacchi	Apple Cobbler, Former City Council Member		X
Nick Charkow	The Beale Group		X
John Jay	City of Sebastopol (City Project Manager)	X	X
Geoff Rubendall	Fehr & Peers (Consultant Project Manager)	X	X
Ashlee Takushi	Fehr & Peers (Consultant Project Planner)	X	
Eleanor Leshner	Leshner Planning (Consultant Engagement Lead)	X	X



## Summary of Meeting Discussions:

Summary of things stakeholders *love* about downtown:

- Small town community feel
- Shops are accessible by walking
- Farmers market
- Downtown vibe
- Plaza allows respite from busy traffic
- Easy to meet with people downtown

Summary of things stakeholders would *want to change* about downtown:

- People drive to fast through downtown
- Widen sidewalks, include more areas for seating
- Enhance bike facilities and bike-related amenities (e.g. bicycle-activated signal sensors, protected facilities, bike parking)
- Too many cars and trucks through downtown
- Improve pedestrian crossings
- Improve bike connections through downtown and to trails
- More business development
- More people walking/biking to or around downtown (mode shift for in-town trips) (inspiration being a European city)
- Reduce costs for city services
- Install more wayfinding signage

Community Engagement Feedback & Suggestions:

- Community has survey fatigue
- Make engagement and deliverables very visual
- Consider having Caltrans represented at all meetings
- Need to meet people where they are, at diverse locations (church, rotary club, etc.)
- Interest in creating a core group of people who meet monthly or way to receive regular updates from the city
- Interest in hosting a day long workshop/charette
- Interest in getting the high school involved
- Businesses have a limited understanding of what's possible in the area
- Have an in-person event for seniors as they often miss digital invites



#### Other Notable Discussion Topics:

- Build on the work done by The Core Project and SDAT project
- Better infrastructure and education needed around one-way streets, especially for visitors and people unfamiliar with the roadway network
- Replica data shows that 42,000 people drive through downtown daily, and around 10,000 trips are 10 miles or less
- Important to identify future funding sources and grant deadlines for the City and community to consider
- SR 116 Transportation Concept Report recommends conversion to two-way streets or a bypass (extending Llano Road to at least Occidental Road)
- A new bypass project could be re-branded as a wildfire evacuation route to support existing and planned development in the area
  - County removed Llano bypass project from the previous General Plan but is now in the process of updating their General Plan and there is an opportunity to revisit this
- Consolidate parking areas in off-street lots and advertise these areas over street parking
- It will be important to consider emergency services routes when considering any changes to traffic circulation
- City is outgrowing City Hall – considerations to invest in the current City Hall or move to a location where all departments can be in one building and better serve the existing needs