

## Agenda

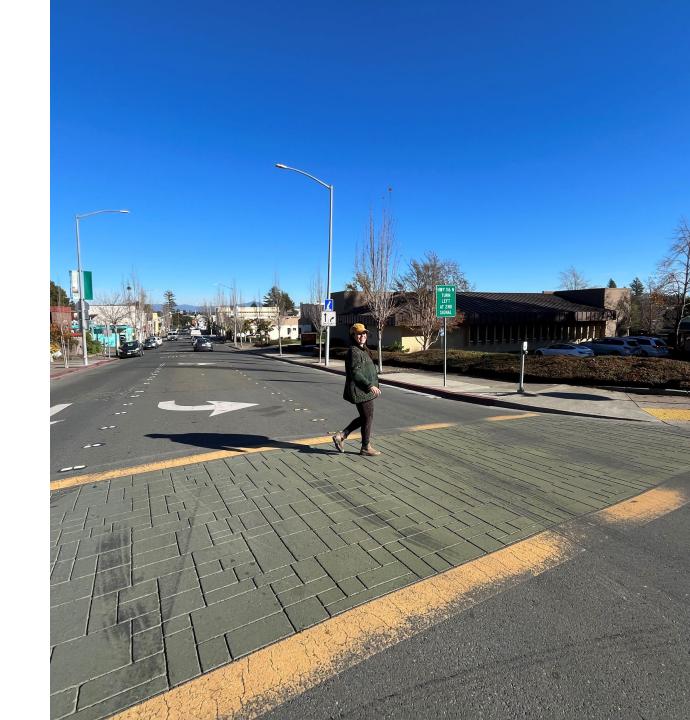
**Introductions** 

**Study Area & Grant Objectives** 

**Scope & Schedule** 

**Engagement Strategy** 

**Q&A / Discussion** 



## Meeting Objectives

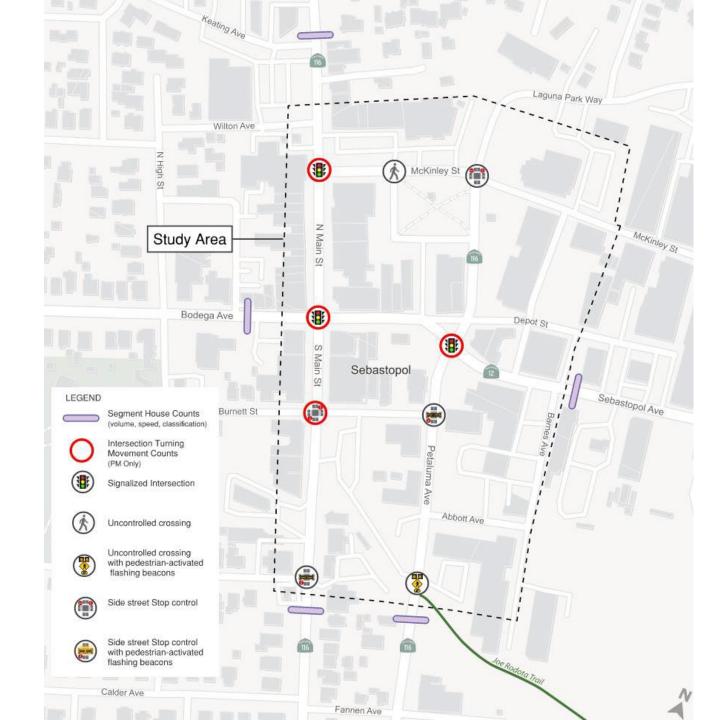
- Introduce the consultant team and all of you
- Share scope, schedule, approach
- Gather high-level input on our workplan and near-term priority items: participation plan & survey



### Introductions

- Name
- Group
- One thing you love about the downtown
- One thing you want to **change** in the downtown area

## **Study Area**



### Grant Objectives

Enhance Multimodal Safety, Accessibility, and Comfort

**Encourage Mode Shift and Support Greenhouse Gas Reductions Goals** 

Mitigate Negative Impacts of Regional Through Traffic

**Engage Downtown Business Community for Revitalization** 

### Scope of Work



1. Existing Conditions



2. Community Engagement & Coordination



3. Corridor Vision, Alternatives, & Analysis



4. Regional Circulation
Assessment



5. Implementation Strategies & Analysis Requirements



6. Draft & Final Plan7. Board Review & Approval







Comprehensive Engagement



#### Applying the Industry Standard



The Right Tools



Estimating & Funding

### Schedule

- Summer/Fall 2024: Existing Conditions, Survey, Phase 1 Outreach
- Winter/Spring 2025: Corridor Vision, Alternatives, Analysis, Phase 2 Outreach
- Summer/Fall 2025: Regional Circulation Assessment, Implementation Strategies, Draft Plan, Phase 3 Outreach
- Winter 2025: Final Plan



# Community Participation

### Approach

Three-phase collaborative community and stakeholder engagement effort

- Phase 1: Existing Conditions & Goals/Priorities
- Phase 2: Corridor Vision & Developing Project Alternatives
- Phase 3: Preferred Alternative & Draft Plan

# Planned Activities

We will work with staff and stakeholders to develop and execute a comprehensive, equitable, inclusive participation plan

- Participation Plan
- Project Website & Survey
- Stakeholder Meetings, Walk Audits & Pop-Up Events
- Public Workshops & Focus Groups
- Planning Commission Meetings

# Stakeholder Groups

Potential stakeholder groups to be engaged through stakeholder meetings, focus groups

- Downtown Businesses
- Local Groups: Climate Action Committee, Bike Sebastopol, etc.
- Disadvantaged Communities: Senior Center, Burbank Housing Affordable Housing residents,
- Technical Advisory Group: Caltrans, SCTA, County of Sonoma, City of Santa Rosa, Sebastopol departments

# Community Survey

### Early activities include:

- Stakeholder kick-off meetings
- Participation plan
- Community survey

### Participation Plan

 To be refined based on City staff and stakeholder feedback

### **Community Survey**

- Focus on lived experiences, existing conditions, goals/priorities
- Build on and reduce overlap with recent surveys (ATP, LRSP)
- Help with distribution