

City of Sebastopol Main Street Planning & Redesign Project

July 1, 2024

FEHR & PEERS

LESHNER PLANNING
& TRANSPORTATION

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 Plan
7. Board Review & Approval

Crash Category	VICTIMS KILLED & INJURED	OTS RANKING
Total fatal and injury	48	20%
Pedestrians	4	100%
Bicycle	1	287%
Composite	17	97%

Ranked second worst in total fatal and injury

Maps & graphics online for community access

Understanding the Context

Inform Consult Involve Collaborate Empower

Level of Public Engagement

Low Medium High

Comprehensive Engagement

California Manual on Uniform Traffic Control Devices
2014 Edition

Highway Design Manual
Seventh Edition

DESIGN INFORMATION BULLETIN NUMBER 94
Complete Streets, Contextual Design Guidance

Urban Street Design Guide

CA MUTCD CALTRANS HDM DIB 94 NACTO GUIDES

Applying the Industry Standard

Using the Right Tools for the Job

As developers of the SCTA Travel Demand Model, we understand the benefits and limitations of the model and how it can influence the project.

PLAN BAY AREA 2050

The Right Tools

Caltrans Process & Capital Cost Estimating

Understanding Options for Implementing Safety & Placemaking

Quick Build Opportunities Community-Led Design Safe Systems / Vision Zero

Successful Positioning for Grant Opportunities

\$150M+ Safety planning & implementation grant funding
\$590M+ Federal grant funding
\$800M+ Funding for California communities
\$930M+ Funding for clients across the country

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