



# Reimagining the Core

A Vision for Mobility and Vitality in Downtown Sebastopol

Presentation to City Council

March 3, 2026

# Process & Next Steps

1. Council confirms “Preferred Alternative” **(Tonight)**
2. Consultant prepares draft report using the Preferred Alternative
3. Planning Commission reviews draft report and provides recommendation to Council
4. Council reviews PC recommendation and draft report
5. Council deems study is complete



- 01 Background
- 02 Community Input
- 03 Recommendations
- 04 Discussion

# Agenda

## OTS Crash Rankings Results

# Why We Are Here

- In 2023, compared to 73 other similarly-sized California cities:
  - Sebastopol ranks ***the worst in overall pedestrian safety*** (15 to 65 yr)
    - 4<sup>th</sup> worst in pedestrian safety (>15 yr)
    - 8<sup>th</sup> worst in pedestrian safety (65+)
  - Sebastopol ranks 9<sup>th</sup> worst overall ***for all safety categories***



Reimagining the Core: A Vision for Mobility and Vitality in Downtown Sebastopol



# Comprehensive Community Participation



**Summer/Fall 2024**

Phase 1: Community Goals & Priorities

**Spring/Summer 2025**

Phase 2: Corridor Vision & Project Options

**Fall/Winter 2025/2026**

Phase 3: Identify Preferred Alternatives

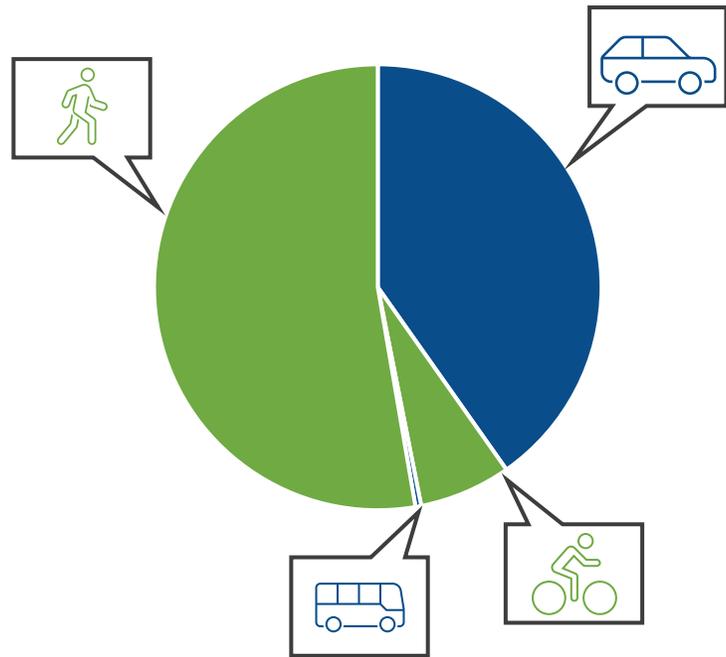
# Targeted Engagement with Key Groups

We have met with various agencies and groups throughout the process

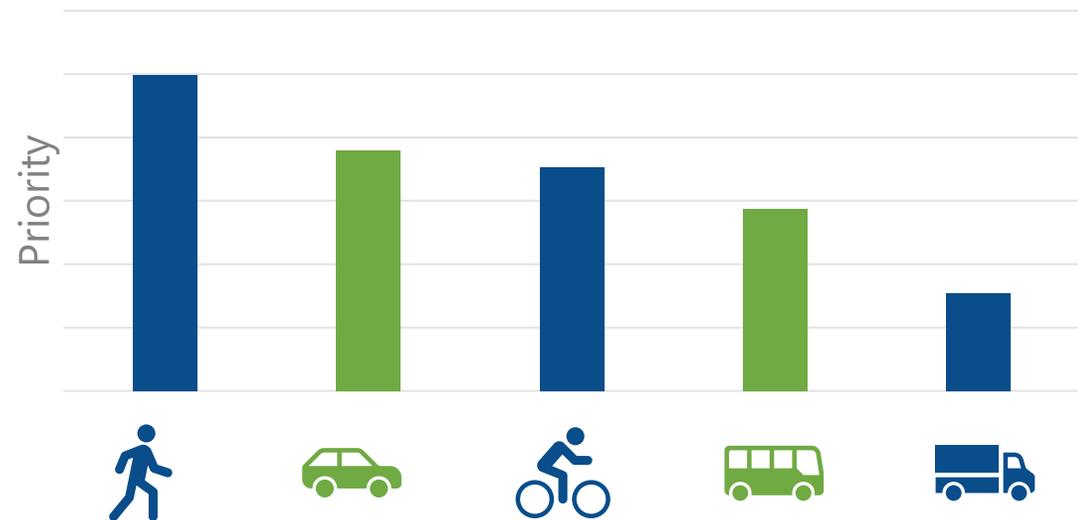
- Caltrans
- SCTCA
- Sonoma County
- Sonoma Transit
- Sonoma County Bicycle Coalition
- Sebastopol Fire & Police
- Sebastopol Planning and Public Works
- Community representatives including Chamber of Commerce, business owners, residents

# Online Survey (October 2024 to January 2025)

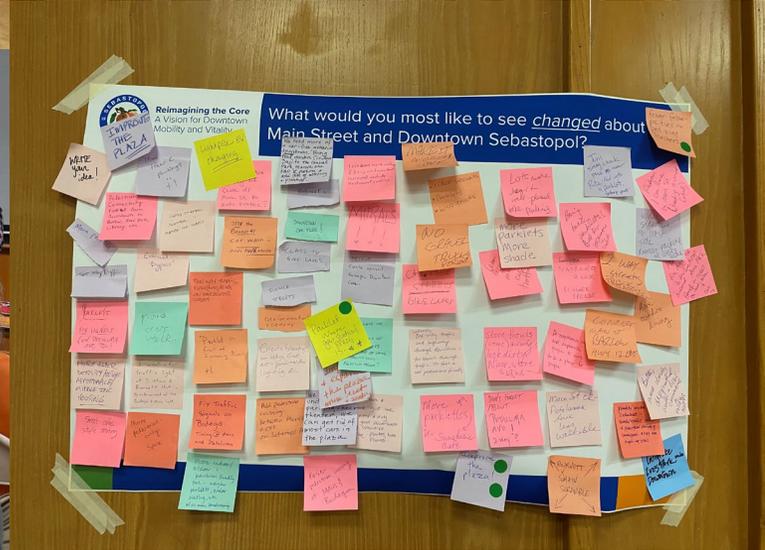
How do **you** primarily travel around downtown?



What should be the **priority** for different modes travelling to and through the downtown area?



# Community Goals & Priorities (November 2024)



# Community Vision & Options (May 2025)



## One-Way

## Two-Way

## No-Way

All Bikes on Petaluma Ave

SB Bikes on Main NB Bikes on Petaluma

All Bikes on Main St

All Bikes on Main St & Two-Way Petaluma Ave

All Bikes on Petaluma Ave

SB Bikes on Main NB Bikes on Petaluma

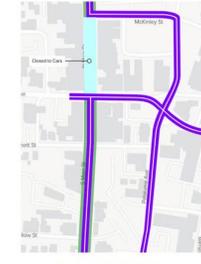
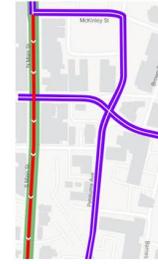
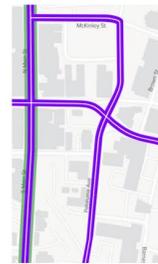
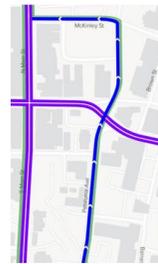
All Bikes on Main St

All Bikes on Main St & Two-Way Petaluma Ave

McKinley to Burnett

McKinley to Bodega

Bodega to Burnett



Annual VMT Savings  
240k miles

Annual VMT Savings  
240k miles

Annual VMT Savings  
240k miles

Annual VMT Savings  
530k miles

Negligible Change  
from Existing

Negligible Change  
from Existing

Negligible Change  
from Existing

Annual VMT Savings  
300k miles

Annual VMT Savings  
86k miles

Annual VMT Savings  
175k miles

Annual VMT Savings  
140k miles

Annual VHT Savings  
1 month of less time in a car

Annual VHT Savings  
7 months of less time in a car

Annual VHT Savings  
7 months of less time in a car

Annual VHT Savings  
3 years of less time in a car

Negligible Change  
from Existing

Negligible Change  
from Existing

Negligible Change  
from Existing

Annual VHT Savings  
3 months of less time in a car

Annual VHT Increase  
2 years of more time in a car

Annual VHT Increase  
14 months of more time in a car

Annual VHT Increase  
21 months of more time in a car

# Four Alternatives Identified

- **Alternative 1: Fine Tune Today:** Minimal amount of safety and streetscape improvements to not worsen downtown level of service
- **Alternative 2: Test The Two Way:** Minimal amount of safety and streetscape improvements to convert Main Street to two way on a temporary basis
- **Alternative 3: Walkable One Way:** Maximize streetscape opportunities on Main Street and leave one-way auto circulation
- **Alternative 4: Totally Two Way:** Convert both Main Street and Petaluma Avenue to two way and maximize walkability

# Enhancements in All Alternatives

All Alternatives include a base set of enhancements

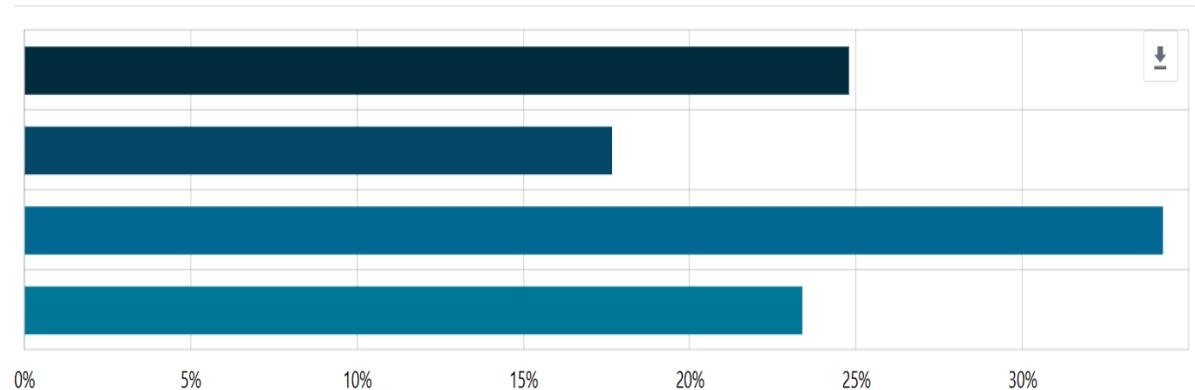
- Explore enhancements to the Plaza
- Enhance the connection from Joe Rodota Trail to Main Street
- Install “curb extensions” at intersections
- Install midblock crossing on Main Street
- Remove “slip lane” by Screaming Mimis
- Add crosswalk back near the CVS
- Prioritize bikes on Burnett Street
- Be consistent with Active Transportation Plan (ATP), The Commons, and upcoming PDA Grant effort



# Community Survey (Winter 2025/2026)

- Survey open from December 22, 2026 to February 8, 2026
- Email & newsletter outreach to stakeholders, project lists, and City subscribers
- Online & media promotion via City website, social media, and local press
- In-person outreach through downtown and business flyer distribution
- Nearly 650 responses

Alternative	Count	Percent
Alt 1: Fine Tune Today	160	25%
Alt 2: Test the Two Way	114	18%
Alt 3: Walkable One Way	221	34%
Alt 4: Totally Two Way	151	23%
	<b>646</b>	<b>100%</b>



# Planning Commission Recommendations

The Planning Commission recommendation describes a hybrid configuration that pulls components of the different alternatives, specifically:

- **Pedestrian and walkability improvements** from Alternative 3
- **Bike facility layout** from Alternative 3
- **On-street parking on Main Street** from Alternative 3
- **Two-way vehicle circulation** from Alternative 4

**The Planning Commission Recommendation is consistent with community feedback for a safer, walkable downtown that supports local business and would foster a strong sense of community.**

# Planning Commission & Consultant Recommendation

At 2/10/26 Meeting, it seemed consultant and Planning Commission had different recommendations.

Both the Planning Commission and the Consultant Recommendation supported the same ultimate downtown configuration:

- Pedestrian improvements, protected bikeways, and on-street parking from “Walkable One Way”
- Two-way vehicle circulation as the end condition

The difference is **when and how** the two-way decision is finalized — immediately, or after additional analysis.

# Alt 3 vs Planning Commission Recommendation

## Walkable One-Way

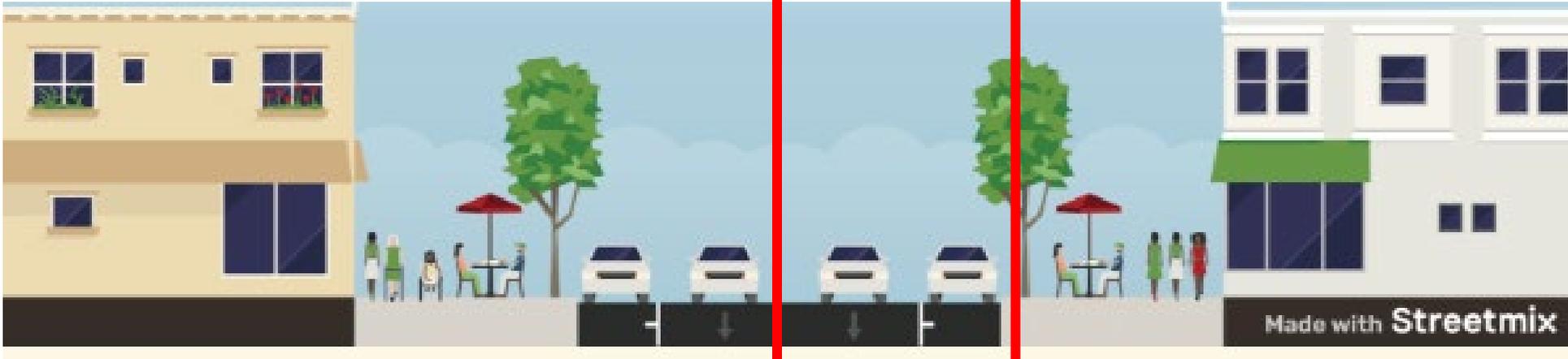


## Planning Commission Recommendation

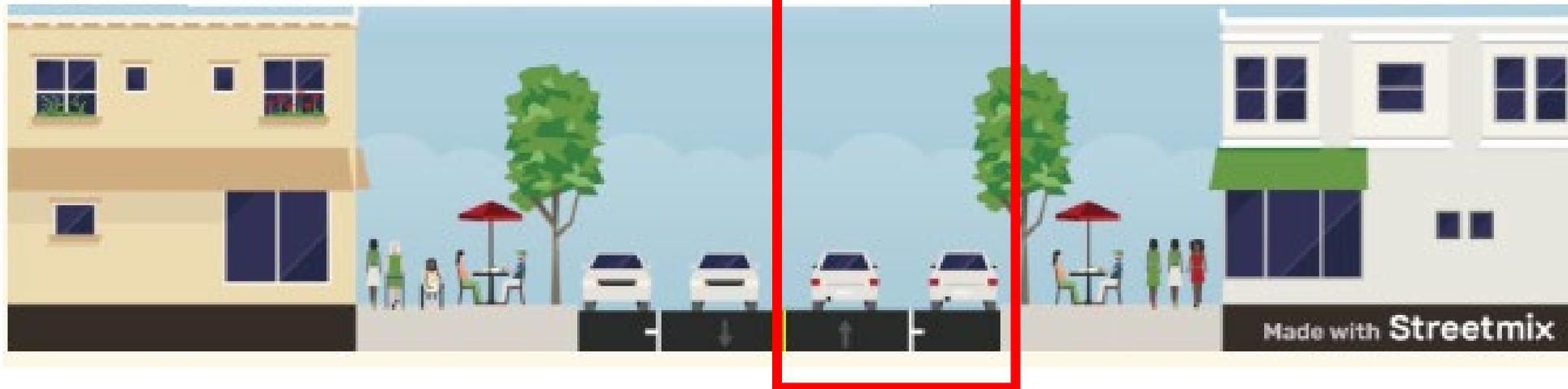


# Alt 3 vs Planning Commission Recommendation

## Walkable One-Way



## Planning Commission Recommendation



# Two-Way Streets

**Lower speeds.** Two-way streets would reduce speeds and reduce crash severity risk

**Support Climate Goals.** Two-way streets would reduce about 275 metric tons of CO2 per year

**Support Business.** Two-way streets conversions are frequently associated with increased retail activity and property values

# Additional Recommendations

Regardless of which Alternative is preferred, we also recommend:

- **Funding & Implementation Plan.** Final report will include opportunities to seek funding and how to phase the planning, design, and implementation of the preferred alternative.
- **Parking Plan.** Develop a parking, curbside, and wayfinding plan aligned with the Downtown vision.
- **Gateway Treatments.** Implement intersection improvements (e.g., roundabout or signal at the “Y”) to manage entry speeds into downtown core.
- **Cost Effective Improvements.** Advance low-cost speed reduction measures (striping, signage, signal timing) upon completion of this study.
- **Continuous Community Engagement.** Continue engagement with the community and businesses

# Summary

- Proposed enhancements and “doing nothing” will not address traffic congestion
- All Alternatives address community supported safety and streetscape improvements
- Clear consensus for a more walkable livable, vibrant downtown
- Planning Commission Recommendation is most fundable configuration, as it:
  - ✓ Addresses walking access, comfort and safety
  - ✓ Would result in lower operating speeds
  - ✓ Provides protected/separated bikeways
  - ✓ Reduces VMT
  - ✓ Matches community priorities and input received
- Process to secure funding and Caltrans approval will take time and effort

