4. Outreach

Engaging the Santa Rosa community has been a priority throughout this update to the Bicycle & Pedestrian Master Plan. A variety of outreach opportunities were used to seek input from diverse Santa Rosa residents and community members. The plan development process also included extensive coordination with partner agencies and other City departments to ensure this Plan Update meets community needs, advances initiatives of local and regional partners, and includes projects and programs that can feasibly be implemented.

Throughout the planning process, ongoing outreach ensured a continuous feedback loop that informed the final project list and Plan Update. Specific events and opportunities included:

- Online Survey
- Online Interactive Mapping Tool
- City Website and Social Media
- Public Open Houses
- Stakeholder Interviews
- Pop Up Events
- City Board, Commission, and Council Meetings
  - Bicycle and Pedestrian Advisory Board
  - Waterways Advisory Committee
  - Community Advisory Board
  - Planning Commission
  - City Council

This chapter presents an overview of the format and approach for each outreach opportunity, along with a summary of feedback received.

Online Survey

A community survey was developed to gather input on walking and bicycling challenges, preferences, and opportunities throughout Santa Rosa. The survey was made available online in both Spanish and English from February through June 2018, and advertised at all outreach events, through City newsletter and email notifications, and distributed by community groups. Participation in the survey was also encouraged by awarding a gift card to a randomly selected respondent. More than 1,300 people responded to the survey.

A summary of responses is provided below.

When asked about their comfort on a variety of bikeways, respondents expressed a preference for facilities that separate bicyclists from motorists. Shared use paths and separated bikeways were ranked most comfortable, while bicycle routes and streets with no bicycle facility were ranked least comfortable. See Figure 4-1.

![Figure 4-1: Comfort on Bikeway Types](image-url)
Survey respondents stated a clear desire for walking and bicycling improvements in the community. Nearly 90 percent strongly or somewhat agreed they would like to travel by bicycle more than they currently do, and nearly 95 percent strongly or somewhat agreed they would like to walk more.

Health or recreation was the most common purpose for both bicycling and walking trips, with more than 40 percent of respondents bicycling and over 80 percent walking for health once a week or more.

Survey respondents overwhelmingly indicated that increased separation between facilities for different modes of transportation would encourage them to walk or bicycle more often. This separation, mentioned in 238 comments, includes buffering bicycle or pedestrian facilities from motor vehicle traffic, grade separation for challenging crossings, and providing dedicated space for both bicyclists and for pedestrians on some highly used paths.

One common feature survey respondents said would improve their walking experience was enhanced crosswalks (mentioned in 102 responses). Of these, more than half expressed a desire for in-pavement flashing lights at crosswalks. Other crossing improvements mentioned included RRFBs or pedestrian hybrid beacons, curb extensions, refuge islands, high visibility markings, and beacons or stop controls on busy streets.

An improved sidewalk network was mentioned in responses 118 times, including both filling missing sidewalk segments and providing wide sidewalks with ample room for passing and walking abreast.

Finally, maintenance was mentioned in 111 comments. Specific needs reported included sweeping and debris removal, trimming vegetation, and resurfacing or repairing paved facilities to provide a smooth, level surface.

Topics mentioned in 40 or more survey comments are listed in Table 4-1 with the number of responses they appeared in.

<table>
<thead>
<tr>
<th>Comment Theme</th>
<th>Number of Mentions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increased separation between road users, including grade separated crossings of highways and busy streets, buffers between streets and sidewalks or bicycle paths, and dedicated bicycling and walking areas on shared use paths</td>
<td>238</td>
</tr>
<tr>
<td>Improved sidewalks</td>
<td>118</td>
</tr>
<tr>
<td>Improved maintenance of walking and bicycling facilities including sweeping, vegetation trimming, and pavement repairs</td>
<td>111</td>
</tr>
<tr>
<td>Enhanced crosswalks</td>
<td>102</td>
</tr>
<tr>
<td>Better connectivity along existing networks</td>
<td>81</td>
</tr>
<tr>
<td>Address concerns about personal security related to homeless encampments</td>
<td>75</td>
</tr>
<tr>
<td>Enforcement, including targeting stopping at signals and stop signs; distracted driving, walking, and bicycling; and speeding</td>
<td>72</td>
</tr>
<tr>
<td>Bicycle network improvements, including green markings in potential conflict areas, bicycle detection at signals, and eliminating parking in bicycle lanes</td>
<td>58</td>
</tr>
<tr>
<td>Traffic calming</td>
<td>57</td>
</tr>
<tr>
<td>Secure bicycle parking</td>
<td>57</td>
</tr>
<tr>
<td>Increased lighting on sidewalks and at crossings</td>
<td>56</td>
</tr>
<tr>
<td>Providing bicycle lanes or other bikeways, especially on busier roads</td>
<td>48</td>
</tr>
<tr>
<td>Education for people driving, bicycling, and walking on the rights and responsibilities of all transportation users and on how to safely share space</td>
<td>44</td>
</tr>
<tr>
<td>Pedestrian amenities including seating, restrooms, trash receptacles, and water fountains</td>
<td>42</td>
</tr>
<tr>
<td>Traffic signal improvements including pedestrian countdown signals, leading pedestrian intervals, and longer “walk” phases</td>
<td>40</td>
</tr>
</tbody>
</table>
Online Interactive Mapping Tool

An interactive mapping tool was posted on the City's website was used throughout development of this Plan Update to gather input and feedback from the community directly on a map of the city.

In early project phases from February through June, 2018, community members were encouraged to draw routes or place pins on the map and add comments to identify desired walking or bicycling improvements, challenging locations, and other information about the walking and bicycling environment. Nearly 800 comments were received during this phase. This input informed the recommended bicycling and walking network improvements.

In the second phase of development from July through September, 2018, the draft recommended walking and bicycling networks were displayed on the map and community members were invited to “like” or “dislike” projects to show their preferences, in addition to adding comments on specific projects and seeing the feedback left by others. More than 900 votes on projects were recorded along with approximately 420 comments on the draft recommendations. This input helped prioritize projects and refine the networks.
City Website and Social Media

For all community outreach opportunities, including the online survey and interactive mapping tool, the City leveraged their existing website, social media accounts, and newsletter mailing list to share information about the Plan Update process and encourage Santa Rosa residents to engage with the project team.

Website
The City created a section on their website for this Bicycle and Pedestrian Master Plan Update. All online communications and project flyers pointed to this website, where community members were able to learn about the planning process, see upcoming outreach events, and download draft maps and other deliverables at key milestones.

Social Media
The City has nearly 16,000 followers on Facebook and over 34,500 subscribers on Nextdoor. Throughout the Plan Update process, posts on these platforms notified residents of upcoming events, draft documents available for review, online engagement tools, and other project milestones.

Newsletter
In addition to their social media presence, the City sent email newsletters to more than 11,000 subscribers. The City’s Transportation and Public Works Out in the Field newsletter has more than 9,200 subscribers, and the email list for this Plan Update has more than 1,800. These newsletters were used to announce open houses and other events, encourage participation, and share updates about the project.

Promotional Material
An information card was also created in both English and Spanish with the project website and Community Open Houses listed. The cards were available at all outreach events and placed at various businesses, community centers, and libraries throughout the City. The Sonoma County Bicycle Coalition inserted 650 cards into participant goodie bags on Bike to Work Day (May 18, 2018) and members of the Community Advisory Board hand-delivered 350 cards to residents near the Rincon Valley Library to encourage attendance at the second Open House held there.

City of Santa Rosa, California shared a post.
March 8

Do you have input on biking and walking in Santa Rosa? We want to hear from you! Simply complete our brief Online Survey and insert your bike and pedestrian trail, path or route preferences into our interactive map! #SRCity

Santa Rosa Transportation and Public Works
March 7

We Want to Hear From Our Residents on bike-way and walkway use and improvements within the City. Please take a few minutes to complete our Bike and Pedestrian ONLINE SURVEY and INTERACTIVE MAP! Help us design bicycle and pedestrian enhancements for a more #Elke and #Ped Friendly Community! https://srcity.org/2711/Bicycle-and-Pedestrian-Master-Plan #SRCity

WHAT’S YOUR VISION?
Bicycle & Pedestrian Master Plan
Public Open Houses

Three open houses were held at key milestones during the planning process to gather input from the community and refine the Plan Update.

Open House 1

The first open house was held April 18, 2018, at Montgomery High School. Stations at the open house shared findings from Chapter 2 including the existing walking and bicycling networks and programs, a review of collision locations, and the results of the Level of Traffic Stress analysis. A brief presentation described the planning process and an update on progress made since the 2010 Plan was adopted.

Input from approximately 20 residents who attended the open house informed the recommended projects and programs in this Plan Update. Key themes included:

- Improve crossings along major roads and across Highway 101
- Close gaps in the sidewalk network
- Build more shared use paths with improved connections to destinations and on-street networks
**Open House 2**

Midway through the project, a second open house was held on July 25 at Rincon Valley Library. The open house was attended by nearly 90 residents, who reviewed draft network maps for bicycling and walking improvements in Santa Rosa. Attendees provided feedback on the draft networks, which helped refine and prioritize the project list.

**Open House 3**

A complete draft of this Plan Update 2018 was presented at a third open house on November 8, 2018.

[This section will be completed following the third open house.]

**Stakeholder Interviews**

To gain deeper insights into the needs and priorities of key community stakeholders, interviews were conducted with representatives of eleven groups in the city or region. Interviews were conducted over the phone or in person. Key topics from each interview are summarized below.

- **Santa Rosa Cycling Club and Sonoma County Bicycle Coalition (April 5, 2018)**
  - Need for secure bicycle parking, including lockers or other long-term parking solutions
  - Need for valet bicycle parking at all large events
  - Desire for enhanced bicycle facilities in Santa Rosa including green markings at conflict areas or bike boxes

- **Safe Routes to School Partners (April 12, 2018)**
  - Highest priority challenges include multi-lane roads and uncontrolled crossings
  - Need for better visibility between road users
  - Need for funding for education and encouragement

- **Neighborhood Revitalization Program (April 19, 2018)**
  - Limited storage space for bicycles at home leads some residents to rely more on walking and transit
  - Education about wrong-way bicycling was a past focus area
  - Desire for increased education and encouragement for kids to walk and bicycle
- Villages at Wild Oak (April 19, 2018)
  - Concerns about bicyclists sharing space with seniors walking on paths
  - Need for education on sharing the road and consensus-building between residents and people walking or bicycling
- Sonoma County Transit and Sonoma County Regional Parks (April 25, 2018)
  - Opportunity to align county and city trail and on-street bikeway connections
  - Desire for trail segments from 2010 Plan to be carried forward along with six new trail segments for consideration
- Santa Rosa Junior College and Junior College Neighborhood Association (April 30, 2018)
  - Desire for clear, measurable targets for bike infrastructure and mode share
  - Need for secure bike parking
  - Improved connections to SMART and other transit
  - Access through the neighborhood and to campus
- Redwood Chapter for the Blind (May 2, 2018)
  - Educate bicyclists about audible signals when approaching or passing pedestrians with vision impairments
  - Need for longer “walk” phases at some signals
- Council on Aging (May 8, 2018)
  - Concerns about personal security for older adults walking on trails
  - Need for lighting, seating, shade, and other amenities
  - Desire to promote community walking events to promote health and foster social connections

Representatives from the Junior College Neighborhood Association provide input on challenges and opportunities

- Santa Rosa Police Department (May 8, 2018)
  - Downtown Safety Unit and Sonoma County Parks working together to address concerns about homeless along trails
  - Periodically does targeted enforcement based on identified safety needs, including programs funded by the Office of Traffic Safety
  - Need for education for all transportation users about sharing the road safely and rules of the road for each mode
Roseland Community Building Initiative Meeting (June 21, 2018)
  - Concerns about speed of traffic on arterial streets
  - Desire for pedestrian network gaps to be addressed

Sutter Health (July 25, 2018)
  - Improve connections with transit
  - Need for enforcement to address concerns about aggressive driving
  - Working to promote bicycling and walking among staff with programs like a safe ride home, providing secure covered bicycle parking, and partnering with the Sonoma County Bicycle Coalition
Pop Up Events

The project team also participated in six pop-up events in Santa Rosa, which provided opportunities for additional input into the Plan Update and helped raise awareness of the update process. At each event, the project team discussed the project with attendees and gathered input about challenges and opportunities to improve walking and bicycling in Santa Rosa. This feedback informed documentation of existing networks along with development of draft network recommendations. The six events are listed below with feedback themes.

- Welcome Roseland (January 20, 2018)
  - Pedestrian priorities include shade, increased lighting, and beacons at uncontrolled crossings
  - Bicycling priorities include shared use paths, buffered bicycle lanes, and separated bikeways

- Highway 101 Overcrossing Public Meeting (March 29, 2018)
  - Need for bicycle connections and secure bicycle parking at Santa Rosa Junior College
  - Desire for SMART path to connect further north toward the airport
  - Split opinions on possible alternatives presented for the Highway 101 Overcrossing
- Earth Day on Stage (April 21, 2018)
  - Desire for more creek trails and connections to regional trails
  - Need for improved crossings, especially at the railroad and highways
  - Preference for bicycle lanes (with buffers where feasible) on existing streets

- Sonoma County Human Race (April 28, 2018)
  - Need for education about wrong-way bicycling
  - Concerns about biking on roads that are narrow, higher speed, and do not have dedicated bicycle facilities
  - Desire for improved SMART trail connections
  - Desire for improved connections to nearby communities

- Cinco de Mayo Festival (May 5, 2018)
  - Increase lighting on trails
  - Need for secure bicycle parking
  - Improve connections to and within the Roseland community

- Summer Resource Fair at Coddington Mall (June 16)
  - Need for wider bicycle lanes
  - Desire for separated facilities for active transportation
City Board, Commission, and Council Meetings

Bicycle and Pedestrian Advisory Board

Draft deliverables were presented to the City’s Bicycle and Pedestrian Advisory Board (BPAB) at six of their meetings during development of this Plan Update. Meeting months and presentation topics are outlined below.

- February 2018: Draft Bicycle Friendly Community Assessment
- March 2018: Draft Existing Conditions and Level of Traffic Stress
- April 2018: Draft Design Guidelines
- July 2018: Draft Network Recommendations
- August 2018: Draft Program and Policy Recommendations
- November 2018: Administrative Draft Plan Update

In addition to these six meetings, a survey was sent to BPAB members in September 2018 to gather feedback on draft prioritization criteria.

BPAB feedback guided development of this Plan Update by providing both strategic direction and specific input throughout the planning process.
Waterways Advisory Committee

Because Santa Rosa has a robust network of trails along the many creeks in the City, the Waterways Advisory Committee (WAC) was a key partner in developing recommendations to improve and expand the trail network. Staff presented to the WAC three times during the Plan Update process, in June, August, and November 2018.

- June 2018: Introducing the Project
- August 23, 2018: Draft Network Recommendations
  - Identified additional recommendations from the Citywide Creeks Master Plan to be incorporated
  - Closing sidewalk gaps and improving pedestrian access to parks are priorities
- November 2018: Administrative Draft Plan Update
  - [This section will be completed following the WAC meeting in November]

Community Advisory Board

The project team presented to the Community Advisory Board on March 28, 2018 to share information about the Plan Update and encourage them to participate in upcoming public outreach activities.

Planning Commission

[This section will be completed following the Planning Commission meeting in December]

City Council

[This section will be completed following the City Council meeting in February]