TOWN OF LOS GATOS

RJ BRYANT SERVICE CENTER
41 MILES AVENUE
LOS GATOS, CA 95030

BICYCLE AND PEDESTRIAN ADVISORY COMMISSION

MAY 5, 2016
3:00 P.M. – SPECIAL MEETING

AGENDA

1. **MEETING CALLED TO ORDER**

2. **ROLL CALL**

3. **BICYCLE AND PEDESTRIAN MASTER PLAN UPDATE**

4. **TDA ARTICLE 3 FUNDING FOR THE BICYCLE AND PEDESTRIAN MASTER PLAN**

5. **OTHER ITEMS**

   a. Work Plan – Bicycle Pedestrian Infrastructure Main Street "Line of Sight" Project
   b. Report Out on Spring Into Green BPAC Booth

4. **ADJOURNMENT**

Next Regular Meeting: June 2, 2016

Attachments:

1) Bicycle and Pedestrian Master Plan Outreach Strategy and Vision Statement
2) Draft Outreach Strategy – Town of Los Gatos Bicycle and Pedestrian Master Plan (BPMP)
3) TDA Article 3 Funding for the Bicycle and Pedestrian Master Plan

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the Parks and Public Works Department at (408) 399-5770. Notification 48 hours before the meeting will enable the Town to make reasonable arrangements to ensure accessibility to this meeting. [29 CFR ξ 35.102-35.104]

MEMORANDUM

TOWN OF LOS GATOS

To: Bicycle and Pedestrian Advisory Commission

From: Bob Kass, Special Projects Manager

Subject: Bicycle and Pedestrian Master Plan Outreach Strategy and Vision Statement

Date: April 28, 2016

RECOMMENDATION

Staff recommends the BPAC provide feedback to staff and consultants on the draft Bicycle and Pedestrian Master Plan (BPMP) Outreach Strategy and development of a Vision Statement for the BPMP.

BACKGROUND

On April 5, 2016, the Town Council approved an agreement for consultant services with Placeworks for preparation of a Bicycle and Pedestrian Master Plan. At the regular BPAC meeting on April 7, 2016, commissioners had an opportunity to meet Michael Nilsson, Placeworks' project manager, and received a brief overview of Placeworks' approach to developing a Bicycle and Pedestrian Master Plan for Los Gatos. Town staff requested that the BPAC hold a special meeting in May to review the draft Outreach Strategy for the BPMP and provide input to the consultant and staff on an overall vision for the BPMP. The schedule and process for obtaining bicycle and pedestrian counts was also discussed with BPAC, and as was previously communicated to the BPAC, counts will be scheduled for late August after students and school staff return from summer vacation.

DISCUSSION

Outreach Strategy

One of the first tasks set forth in the scope of work for the development of a Town BPMP is to define the public engagement and community outreach process. Attached for the BPAC's review is a draft Outreach Strategy prepared by Placeworks. It provides a description and a proposed schedule for the various types of outreach strategies, events and techniques that are included in the consultant's scope of work. Staff and the consultant are requesting feedback from the BPAC on the types of outreach strategies recommended (e.g., online surveys, attendance at community events, etc.), the preferred events at which outreach would be scheduled, and the listing of stakeholders that should be included in the BPMP outreach process. A key component of the development of the BPMP will be scheduled input by the BPAC as the BPMP is being developed. Staff is recommending a series of special BPAC meetings – two of

which would be combined with Community Meetings – that would take place during the odd-numbered months to provide critical review and input by the BPAC as follows:

Date	Meeting Purpose
5-May-16	Review Draft Outreach Strategy and Develop Vision Statement
7-Jul-16	Review of Existing Conditions Analysis (Community Meeting hosted by BPAC)
8-Sep-16	Review Draft Policies and Proposed Network Improvement Projects (Community Meeting hosted by BPAC)
3-Nov-16	Review Final Draft BPMP and Recommendation to Council

BPMP Vision Statement

Staff and the consultants are requesting input on the development of a vision statement for the BPMP. Given competing priorities and constituencies, a vision statement will help guide the work of the staff and the consultants in developing the BPMP and set forth, in concise terms, a clear statement of the objectives that are to be achieved in developing the BPMP.

At the most basic and practical level, development of a BPMP and adoption by the Town Council will provide the Town with a roadmap for enhancing bicycle and pedestrian mobility throughout the Town as well as position the Town to compete more successfully for a range of bicycle and pedestrian grant funds. The BPMP Vision Statement should ideally establish the framework of concepts and community goals and objectives that will help the consultants and staff navigate competing priorities in developing a Town BPMP. The Vision Statement should also ensure that the BPMP addresses issues of importance to funding agencies, such as mobility, public transit, safety, sustainability, etc., by incorporating key concepts throughout the analysis and recommendations of the plan.

Some of the key concepts that staff and the consultant are proposing to include in the BPMP vision statement include:

- Creates a bicycle and pedestrian network that closes gaps and expands access to safe routes to key community destination points.
- Increases bicycling and walking by residents and visitors.
- Aims to improve safety and balances access to the roadway network for all modes.
- Balances the needs of recreational bicyclists, commuters, transit users, and students.
- Provides safe access throughout the community for the mobility impaired.
- Provides key connections for Los Gatos residents to connect to regional bicycle and pedestrian infrastructure.
- Supports and expands sustainable transportation options for the Town of Los Gatos, simultaneously improving public health and maximizing available public infrastructure.
- Builds on Los Gatos' location at the base of the Santa Cruz Mountains to enhance hiking and bicycling opportunities.
- Enhances Los Gatos reputation as a bicycle and pedestrian friendly community.

CONCLUSION

Staff recommends the BPAC provide feedback to staff and consultants on the draft Bicycle and Pedestrian Master Plan (BPMP) Outreach Strategy and key concepts to include in a BPMP Vision Statement.

Attachment: Outreach Strategy

PLACEWORKS

MEMORANDUM

DATE April 28, 2016

TO Town of Los Gatos

FROM PlaceWorks

SUBJECT **Draft Outreach Strategy – Town of Los Gatos Bicycle and Pedestrian Master Plan (BPMP)**

While the outreach program discussed below has been developed specifically to optimize feedback from the community and to best accommodate the BPMP's budget and schedule, we are open and flexible to adjust these items based on feedback received by Town of Los Gatos staff and feedback received from the Bicycle and Pedestrian Advisory Commission (BPAC). For additional clarity on the outreach strategy we have prepared the following memorandum which itemizes each deliverable by the approximate date it will occur and how it will correspond with other items in the BPMP scope. This memorandum and corresponding outreach strategy will be finalized after a presentation to the (BPAC) on May 5th, 2016.

Preparation of Outreach Strategy for the BPMP

PlaceWorks will draft an outreach strategy for the Bicycle and Pedestrian Master Plan (BPMP) to encourage participation from the public throughout its development and to build excitement and support for the Plan, addressing community needs and concerns on walking and bicycling. The outreach strategy [this document] will outline specific tasks, timing, responsibilities, and desired outcomes. We will submit a draft outreach strategy to the BPAC for review and input, and revise and finalize the strategy based on BPAC feedback. While the strategy will serve as a roadmap, it will also be a living document, allowing for refinements and fine-tuning as the process evolves and we evaluate what outreach methods work well and where improvements can be made.

Approximate duration of task: April – May 2016
Deliverables:

- Draft and revised outreach strategy

Stakeholder Surveys and Input

In this task, we will reach out to stakeholder groups specifically invested in improving active transportation in the community while also incorporating feedback from a broad range of

constituents town-wide – including people who may not currently walk or bike in Los Gatos – to produce balanced policies, projects and programs.

One-Page Constituent Surveys

As a first step to reaching out to constituents in the Town of Los Gatos, PlaceWorks will develop a one-page survey that will be posted on the Town's website and sent out via NextDoor, and marketed through the Town's social media outlets. This survey will be unveiled shortly after the May 5th BPAC meeting and will ask clear and concise questions to discover:

- Where respondents walk and bike in town, and where they avoid
- Perceived comfort and ease of walking/bicycling in town (or lack thereof)
- Existing gaps in the town's network
- Where pedestrian and bicycle infrastructure should be improved

The survey will not only help inform the Existing Conditions Analysis, but it will also provide the opportunity for constituents to provide their e-mail address, as well as opportunities to provide feedback on community organizations we should reach out to so the Town of Los Gatos is able to keep these stakeholders informed of progress on the BPMP as well as for upcoming meetings, events, and volunteer opportunities related to the effort. Prior to concluding the Existing Conditions Analysis in June 2016, we will evaluate all surveys obtained and prepare either an infographic or short memorandum that will summarize responses received. We anticipate presenting survey results to the BPAC as part of the Existing Conditions review meeting on July 7th, 2016.

We will also work with Town Staff to prepare a second online one-page survey on the proposed network and policies for the BPMP. This survey would be similar in format to the first one-page online survey and would be released in July 2016, prior to conducting the Bicycle and Pedestrian Count in August 2016. An infographic or short memorandum summarizing the responses received from this survey will be produced prior to presentation to the BPAC along with the proposed policies and networks for the BPMP on September 8th, 2016.

Focused Outreach to Invested Stakeholder Groups

In regards to reaching out to specific stakeholder groups, we will collaborate with Town Staff and the BPAC by May 2016 to develop a stakeholder list of interested organizations, which would likely include key contact names, e-mail addresses, mailing addresses, and phone numbers for the organizations. Based on our initial research, interested stakeholder organizations would include:

- Los Gatos Bicycle Racing Club
- Silicon Valley Bicycle Coalition

- "Safe Routes to School" Collaborative Working Group
- Los Gatos-Saratoga Joint Union High School District
- Los Gatos Union School District
- Lakeside Joint School District
- Loma Prieta Joint Union Elementary School District
- Saratoga Union School District
- Los Gatos-Saratoga Community Education and Recreation (LGS Recreation)
- Santa Clara Valley Transportation Authority (VTA)
- Los Gatos Senior Center
- San Andreas Resource Center (services for people with disabilities)
- Silicon Valley Independent Living Center
- Bicycle and pedestrian-supportive businesses throughout the Town of Los Gatos

The stakeholder list can be added to or modified at any time as the project progresses. PlaceWorks will provide key contacts of each organization listed above with upcoming online surveys. We will also encourage each stakeholder group and participants within it to provide feedback on the BPMP, and will inform each organization to attend events where the BPMP planning effort will be present at, as well as inform the organizations of BPMP volunteer opportunities such as the Bicycle and Pedestrian Count. This strategy will ensure that the voices of stakeholder groups are being heard while maximizing budget and scheduling efficiencies.

Approximate duration of task: May 2016 – September 2016
Deliverables:

- Online survey on existing bicycling/walking conditions and bike-ped network policies in Los Gatos to be distributed via e-mail to stakeholder groups and at public events
- Memorandum (or infographic) summarizing feedback on existing conditions and network/policy surveys
- Stakeholder List, including e-mail addresses, mailing addresses, and phone numbers for key contacts for each identified organization, maintained and updated as needed throughout the process
- Follow-up interactions with stakeholder groups, which may include phone calls, e-mails, online interaction, or in-person interaction at public events

Online Engagement

Online participation will be a critical next step in engaging the community, especially because this project will seek to reach members of the public who are unable to attend events or meetings and

those who feel more comfortable participating online. This task will begin with PlaceWorks creating an online engagement component that would live on the Town's existing website. PlaceWorks has developed an online engagement tool in-house that can be customized to an individual project, and we have successfully used it in planning efforts throughout California. We feel that dedicated online engagement will make it possible to capitalize on the existing participants and the synergies that will be created between the BPMP and other mobility efforts such as the Town's Safe Routes to School Program. The tool will give a brief explanation of the project and offer online forums for the public and stakeholders. The tool allows participant verification and anonymous responses, but includes guidelines for civility that participants must observe. Responses are easily downloadable for inclusion in staff reports and/or BPMP background documents.

Preliminarily, we envision two optimal points for online engagement. Early in the process, to support the data collection and visioning tasks, PlaceWorks will post current stakeholder surveys. Later in the process, once a draft network map and policies and programs have been developed, we could deploy a map-based exercise asking for feedback on proposed improvements and gap closures, and/or an online visual preference survey to request reactions to possible types of improvements (such as bike lanes versus sharrows, or different styles of bike parking).

Approximate duration of task: May 2016 – December 2016
Deliverables:

- Content for 1-2 online engagement tools
- Launch online engagement platform

Event Tabling

In addition to conducting online outreach for the BPMP, we will also engage in-person throughout the development of the Plan through participating in existing community events and festivals that are well attended by the Town's broad and diverse range of constituents. This will enable us to go where the people already are, versus setting up a new event that may not result in the attendance or feedback anticipated in conjunction with the budget required for hosting an individual workshop or event.

We intend to participate in up to three (3) events during the BPMP process. This will include one event during the development of the Existing Conditions Analysis (May – July 2016), once during the development of draft policies and bicycle network (July – September 2016), and, finally, when the draft plan is being developed and circulated for review (September – October 2016). Reviewing the citywide event schedule provided by the Town of Los Gatos Staff, potential events that we believe may be a good match for the BPMP effort include:

Event #1 – Existing Conditions Analysis (early May – early July 2016) **one** event out of the events mentioned below will be selected:

- Cats Hill Bicycle Race – Saturday, May 14th, 2016. http://www.catshill.org/index.html. Vendor booths are available at the event.
- Los Gatos Farmers Market – Recurring event every Sunday from 8am-1pm in the Town of Los Gatos Town Plaza.
- Music in the Park – Recurring event every Sunday on the Civic Center Lawn from June-August, 5:00pm – 7:00 pm
- Jazz on the Plazz – Recurring event every Wednesday in Town Plaza from June-August, 6:30pm-8:30 pm)
- Town of Los Gatos July 4th Celebration in Oak Meadow Park (Town-Sponsored Event)

Event #2 – Draft Policies and Bicycle Network (mid-July – early September 2016) **one** event out of the events mentioned below will be selected:

- Dammit Run – August 2016, specific date/time to be determined. http://losgatosdammitrun.com/LGAADammitRun/Registration.html. Vendor booths are available at event.
- Recurring events, including Los Gatos Farmers Market, Music on the Park and Jazz on the Plazz – all events except for the Town of Los Gatos Farmers Market will end in Late August 2016.

Event #3 – Draft BPMP Document (mid-September – late October 2016) **one** event out of the events mentioned below will be selected

- Screen on the Green – September 2016 (specific date to be determined) at Oak Meadow Park. (Town-Sponsored Event)
- Recurring events, including the Town of Los Gatos Farmers Market

For each event we attend, we will set up a booth which will have materials describing the BPMP effort, which may contain flyers with QR codes directing constituents to an online one page survey that will request stakeholder feedback on the BPMP. We may also hand out any collateral material (which may include items such as water bottles, coasters, bike lights) that will direct constituents to the Town's online engagement forum on the BPMP.

Approximate duration of task: May 2016 – October 2016
Deliverables:

- Attendance at up to three (3) community events
- Set up of booth, including tents, flyers, and/or banners advertising the BPMP
- Advertisement of one page online surveys at the three (3) community events
- Potentially hand out swag materials that advertise the BPMP Plan and its associated online engagement and volunteer efforts for the Bike/Ped Count

Bicycle and Pedestrian Count

Prior to finalizing BPMP policies and proposed recommendations for the Town's network, we will conduct a manual count of bicyclists and pedestrians in up to ten (10) locations throughout the Town of Los Gatos. This activity is a great opportunity for residents and stakeholder groups to get directly involved in the BPMP effort and observe the behavior of bicyclists, pedestrians and motorists alike in the Town. In accordance of best practice methods, we will conduct these counts after school is in session for the 2016-2017 school year (mid-August 2016) and select count times through incorporating input received from Town Staff and the BPAC to ensure that the counts are conducted to best assess "typical conditions" in the Town.

Based on direction received from Town Staff and BPAC members on April 7th, 2016, we have increased the number of count times to better respond to school bell schedules, as well as weekend beach and recreational traffic for the Bicycle/Pedestrian Count and for the rest of the data collection tasks in the BPMP. Count shifts currently selected are as follows:

- Thursday Morning (7-9am) – Incorporates AM peak commute times and school bell schedule start times
- Thursday Afternoon (2-4pm) – Incorporates afternoon school bell schedule end times – we will limit this count shift to locations that will capture school trips.
- Thursday Evening (4-6pm) – Incorporates PM peak commute times, which may be adjusted to 5-7pm based on feedback received from Town Staff and the BPAC. We will limit these count shifts to non-school adjacent locations.
- Saturday (10am-Noon) – Incorporates a mix of recreational riders, casual riders, commuters, and pedestrians.

Based on the count shifts discussed above, we will need to assemble volunteers to participate in the manual counting of bicyclists and pedestrians. To ensure that sufficient time is designated to assemble volunteers, count locations should be finalized no later than the 2nd BPAC meeting (July 7th, 2016) and a volunteer sign-up will be made available on the Town's BPMP website no later than mid-July 2016.

Advertising for volunteers will also be conducted in-person through the 1st and 2nd community event as discussed in this scope.

Prior to the count shifts, all volunteers will be required to attend one pre-count training session lasting approximately 45 minutes, one to two weeks prior to the counts being conducted. Two training sessions will be offered to ensure that all people interested in conducting counts will be available to attend. Count forms and instructions will be provided at the training session, as well as instructions on how to turn in the count forms.

Once all count forms are received, PlaceWorks will assess the counts against policy and network recommendations prepared for the BPMP, and will make any needed adjustments based on the results of data. Findings from the count will be presented along with the policy and network recommendations to the BPAC committee on September 8th, 2016.

Approximate Duration of Task: June 2016 – September 2016
Deliverables:

- Sign-up sheet for volunteer count locations and times on the BPMP website
- Completion of all hard copy materials associated with the Bike/Ped Count, including flyers advertising the count, Bike/Ped Count forms, and training information for the counts, including instructions on how to properly submit the count forms (likely to be mailed-in to the Town of Los Gatos Parks and Public Works Department)
- Up to two (2) training sessions for Bike/Ped counts (sessions will likely be held on the same day, with one session held after school and one session later in the evening)
- Participation on a weekday and weekend day in August to conduct Bike/Ped counts
- Assessment of Bicycle and Pedestrian Counts, to be included as part of findings in the Proposed Network Recommendations to the BPAC on September 8th, 2016

Participation at Bicycle and Pedestrian Advisory Committee (BPAC) Meetings

Included as part of the BPMP outreach strategy is PlaceWorks' participation in up to four (4) BPAC meetings. The purpose for each BPAC meeting is discussed below:

- BPAC Meeting #1 – May 5th, 2016: Present Draft Vision Statement and Outreach Strategy
- BPAC Meeting #2 – July 7th, 2016: Present Existing Conditions (Community Meeting)
- BPAC Meeting #3 – September 8th, 2016: Policy & Proposed Network (Community Meeting)
- BPAC Meeting #4 – November 3rd, 2016: Present Draft BPMP Plan

Michael Nilsson, PlaceWorks' Project Manager, will attend all BPAC meetings. Joanna Jansen will attend BPAC Meeting #1. The meetings will ensure that the BPAC will be involved in the BPMP planning effort throughout the duration of the Plan. After the Draft Plan has been presented to the BPAC and relevant Town Commissions, a Final Plan will incorporate comments from these respective committees and commissions and will be presented to Town Council on December 20th, 2016 for adoption.

Approximate Duration of Task: May 2016 – November 2016
Deliverables:

- Participation at up to four (4) BPAC meetings
- Presentation materials developed specifically for the BPAC meetings

MEMORANDUM

TOWN OF LOS GATOS

To: Bicycle and Pedestrian Advisory Commission

From: Matt Morley, Director of Parks and Public Works

Subject: TDA Article 3 Funding for the Bicycle and Pedestrian Master Plan

Date: May 5, 2016

RECOMMENDATION

Staff recommends the BPAC Commission recommend to the Town Council that staff apply for and use Metropolitan Transportation Commission (MTC) Transportation Development Act (TDA) Article 3 funds for the Bicycle and Pedestrian Master Plan.

BACKGROUND

The Santa Clara Valley Transportation Authority (VTA) issued a call for bicycle and pedestrian projects on March 3rd, 2016 for the Fiscal Year 2015-2016 Transportation Development Act – Article 3 funding program. The deadline to submit project applications to VTA was on April 8, 2016. Staff submitted an application for funding of the Town's Bicycle and Pedestrian Master Plan. A Resolution adopted by the Town Council supporting project submittals is due to VTA on May 27th, 2016. VTA staff will review the project proposals for eligibility, completeness, and compliance. The resulting countywide list of projects will be reviewed by the VTA Advisory Committees before adoption by the Board of Directors in June. The Countywide list will be forwarded to the Metropolitan Transportation Commission and MTC will issue funding allocations, which will reimburse costs retroactive to July 1, 2016. MTC has a requirement that cities may not receive TDA Article 3 funds for bicycle projects unless the jurisdiction has established a Bicycle Advisory Committee and the project is included in an adopted plan.

DISCUSSION

This component of the the TDA Article 3 program funding is guaranteed. The Town of Los Gatos was given a "guarantee" share of $79,848 (which includes banked funds from previous years). There is $1,962,399 total available for "Guarantee" projects this year. The guarantee share is based on 2015 California Department of Finance (DOF) population figures and funds banked or rescinded from previous years, where applicable.

Staff has requested $79,848 from the Town's Guarantee share for the Bicycle and Pedestrian Master Plan project. The use of TDA funds will reimburse the Town's Traffic Mitigation Funds, the original source of Town funding for this project, which can then be allocated for alternative projects in future years.

In previous years the Town has had limited opportunities for use of TDA funds due to the requirement of a Bicycle Plan requirement. With the completion of a Bicycle and Pedestrian Master Plan, the Town will be able to apply for uses such as capital projects, bicycle safety education programs, and restriping lanes.

NEXT STEPS

The Town Council is scheduled to adopt a resolution authorizing the Town Manager to file an application for 2016/2017 Transportation Development Act Funds to support the Bicycle & Pedestrian Master Plan at the regular Town Council meeting on May 17th, 2016. The VTA Advisory Committees and Board of Directors will review and approve the proposed countywide list of projects in June.

Any comments from the Commission will be provided to the Council prior to the May 17, 2016 meeting.