Creating Walkable, Bikeable Communities
Developing Effective Active Transportation Projects and Programs

Overview
- Why Engage Residents
- Outreach Methods
- Low Cost Techniques

Why Involve Residents in the Planning Process?
- Ensure that good plans remain intact over time
  - Local elected leaders and staff come and go
  - Plan developed with resident input will have long-lasting and stable constituency

Why Involve Residents in the Planning Process?
- Residents know their community best
- Everyone has something to contribute
- Opportunity to participate in creating solutions & results that impact daily life
- Ownership
Public Outreach

- Identify best means, outlets and networks
- Print: flyers, posters, billboards, signs
- Electronic: internet, social media, email lists
- Media: press, newsletters, radio, TV (news & public access)
- Schools and community organizations
- Faith-based institutions
- Materials in different languages
- The Internet is not the only, and not always the best — flyers and posters are effective
Tools and Techniques for Public Engagement

- Design Charrettes (Incorporate many of the following)
- Stakeholder Group Meetings
- Community Workshops
- Visioning Exercises
- Walkability Audits
- Map Activities/Design Tables
- Temporary Demonstrations
- Photo Simulation
- Community Image Survey

Stakeholder Group Meetings

- Get input from specific perspectives
- Small group discussions
- Allow interest groups to speak candidly
- Provides planners & designers detailed information in short time period

Focus Groups, City of Fowler, CA

Focus Groups in Cutler-Orosi (Tulare County) with Property Owners, Business People, County Staff, Social Service Providers
Youth Focus Groups

- Get input from elementary, middle & HS students
- Have them draw their route to school
- Ask them where in their community they would like to go to on foot or bike
Community Workshops

- Make them festive
- Make them convenient
- Provide healthy food
- Provide daycare
- Provide translation

Opening workshop in Mecca, CA

Willits Opening Workshop — April 2016
Round Valley (Mendocino County) Opening Workshop — August 2008

Round Valley (Mendocino County) Opening Workshop — August 2008

Cutter-Orosi Opening Workshop — November 2001

Salinas Opening Workshop, March 2007 — Taiko Drummers, Dragon Dance
Visioning Exercise

- Ask participants to write down on index cards their 10-20 year vision for the project area
- Have 5-10 participants read them
- Include all of the vision statements in final report

Community Vision

VIBRANT, ATTRACTIVE SAFE, A PLACE FOR ALL TO CONGREGATE. GOODS AND SERVICES TO MEET ALL OF THE NEEDS OF THE COMMUNITY.
Prioritization Exercise

- After listening to a visual presentation participants brainstorm key issues, concerns, ideas
- Participants vote on their six priorities using stick-on dots
- One rule: no double-dotting
- Helps identify key concerns

Priorities

1. Shopping Center (57)
2. Gymnasium (44)
3. Sidewalks (40)
4. Sports and Parks (38)
5. University (35)
6. Beautify Entrance (30)
7. Pharmacy (29)
8. Bridge Over Railroad Tracks (29)
9. Clean-up and Fix Drainage (29)
10. School Security (20)
11. Street Repair (17)
Walking (& bicycling) Assessments

- Small groups walk and bike together, observing conditions
- Tangible input on problems/issues/concerns
- Learning opportunity for both lay public and experts
- Fun and easy to do

Experience different ages and abilities

Design Tables

- Allows residents to work in small groups around large maps/aerial photos of project area
- Participants are able to
  - Listen to their neighbors
  - Identify issues/problems to address
  - Put down their ideas
  - Focus on shared solutions
  - Develop specific recommendations
Temporary Demonstrations

- Help public visualize and experience change
- Collect input and reactions
- Field test potential solutions
- Build interest, awareness and momentum
- Build neighborhood and community
- Set stage for short term improvements
Temporary Street Transformations
- Roundabouts
- Curb extensions
- Crosswalks
- Bike lanes
- Back-in angle parking
- Sidewalk widening
Community-Based Plan

Yellow Brick Road
Iron Triangle Walkable Neighborhood Plan
Transforming lives by transforming public space.

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This project is funded in part by a grant from the Environmental Justice grant program of the California Department of Transportation Community-Based Plan Awarded $6.2 Million, Cycle 2 State Active Transportation Program

Awarded $6.2 Million, Cycle 2 State Active Transportation Program
Temporary Installation

$50,000 NFL Play 60, Play On Grant

Photo Simulations

- Help public visualize change
- Get feedback on alternative development scenarios
- “Medium tech”
  - Need consultant to develop
  - Has gotten easier/faster

Slow Down!

Cutler-Orosi: Highway 63 in front of Grade School
Existing Conditions
Community Engagement Resources

Free online resource
Prepared in 2014
includes:
1. Getting the People Out
2. Events and Processes
3. Tools for Engagement: In the Room
4. Tools for Engagement: In the Field

www.lgc.org/participation_tools

Community Engagement Resources

FHWA Resident’s Guide:
- Updated in 2015
Includes:
- How to Assess Pedestrian/Bicyclist Safety Issues
- How to Engage Residents & Collaborate with Agencies
- Community Success Stories
- National Resources & Research


Questions/Comments?