

MEMORANDUM



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To: Shahid Abbas, City of Sunnyvale

From: Jeff Knowles, Alta Planning + Design

Date: January 11, 2019

Re: Sunnyvale Bicycle Plan, Safe Routes to School Plan, and Pedestrian Safety and Circulation Plan - Public Engagement Strategy

Public Engagement Strategy

The public engagement strategy for the Sunnyvale Bicycle Plan, Safe Routes to School Plan, and Pedestrian Safety and Circulation Plan proposes meeting residents and stakeholders in a variety of geographically dispersed venues and locations throughout the planning process in order to engage with as many residents as possible. The planning effort includes conducting walkability and school audits, leading a bicycle tour/audit, and interacting with people at community workshops. Outreach activities will be developed to educate the public about the plan, collect input, and obtain feedback on potential trade-offs between alternatives under consideration. In-person outreach will be supported by interactive online surveys and a robust social media presence that is tied to the City's tools and social media platforms. Alta has staff fluent in Spanish to translate written material and attend workshops to provide interpretations services as needed.

Goals for Engagement

The top goals for engagement that will guide all of the outreach activities include:

- **Educate about Project Goals and Timeline** – Convey information to stakeholders about the Sunnyvale Bicycle Plan, Safe Routes to School Plan, and Pedestrian Safety and Circulation Plan in a way that is accessible, meaningful, and linguistically appropriate, including a timeline for the project and milestones at which people can provide feedback.
- **Build Relationships and Shared Language of Goals and Vision**– The project process will be amplified by the support of local municipalities, agencies, school communities, and the public at large. The process aims to build local champions and ensure the plans and identified projects have community buy-in and support.
- **Gather Input on Bicycling, Walking, and Safe Routes to School Needs** – The process aims to capture and integrate how residents and other stakeholders envision bicycling, walking, and safe routes to schools in Sunnyvale. The project team aims to seamlessly integrate the engagement process with the technical process to ensure community and stakeholder input is reflected in the output.

Audience

Outreach will be targeted to reach a diverse set of stakeholders across Sunnyvale and neighboring jurisdictions that have a stake in the planning process including:

- People who live, work, and recreate in Sunnyvale
- Sunnyvale Elementary Unified School District and Fremont Union High School District staff
- Sunnyvale school staff, families, and students
- Teens, youth, seniors, and people with disabilities in Sunnyvale
- Community-based organizations focused on environment, health, schools, active transportation, trails, and economic justice

Engagement Rounds and Strategies

The engagement process will happen concurrently to the planning and analysis efforts and plan preparation.

Round 1: Developing Vision and Goals, Identifying Active Transportation Needs (February - May 2019)

The first round of stakeholder and community workshops, focus groups and meetings will provide an introduction of project goals and timeline, and will be an opportunity for the project team to share any existing conditions findings. The first round of engagement will solicit input on priorities for a vision, goals, and policies as well as overall and location-specific barriers to walking, bicycling and safe routes to schools in Sunnyvale.

City and Stakeholder Engagement Includes:

- One (1) BPAC meeting
- Two (2) meetings with neighboring jurisdictions and VTA to coordinate adjacent plans
- Four (4) meetings with school district representatives and principals

Online and Public Engagement Includes:

- An online survey and interactive map where users can drop pins to identify key destinations, barriers, and preferred routes
- Two (2) community meetings/pop-up events
- Four (4) Sunnyvale focus groups with representatives from groups such as the City's Advisory Committee on Accessibility, Senior Center Advisory Committee, Teen Advisory Committee, and other resident/business stakeholder groups

Walking, Bicycling, and School Walk Audits Include:

- One (1) Bicycling Audit
- Up to five (5) neighborhood Walk Audits
- Up to twenty-one (21) School Walking Audits

Round 2: Review of Draft Recommendations (October - December 2019)

The second round of stakeholder and community workshops and meetings will be an opportunity for the BPAC members and public to provide feedback on draft recommendations developed following the existing conditions and needs analysis process. Draft recommendations will be informed by public input in Round 1. The project team hopes to solicit comments that helps prioritize projects for implementation. It will also allow for a discussion of challenges and opportunities associated with implementation of the plans. The draft recommendations will be presented to Council at a Work Session and shared online for public comment.

Activities Include:

- One (1) City Council Meeting (work session; no formal action)
- One (1) BPAC meeting
- One (1) community meeting
- Posting draft recommendations on the interactive web mapping tool for public comment

Round 3: Review of Prioritized Projects and Public Draft Plans (January - February 2020)

The third round of BPAC and community meetings will be an opportunity for the public to provide feedback on the draft plans with a priority list of projects and conceptual designs developed through the community and stakeholder input gathered in Round 1 and 2. Feedback will be incorporated into Final Draft Plans submitted to City Council for approval.

Activities Include:

- One (1) BPAC meeting
- One (1) community meeting
- One (1) City Council meeting (approve Plans)