2002 2003 LACMTA Enhanced Public Outreach Plan Los Angeles, California

Outreach Plan Improves Bicycle Planning

Most cities in Los Angeles have failed to adequately plan for bicycle transportation, leading to severely underdeveloped bicycle facilities and infrastructure.

To help make up for this lack of bicycle planning, the Los Angeles County Metropolitan Transportation Authority (MTA) is plans to allocate $250,000 to compile a Countywide Bicycle Master Planning Process (BMP).

However, funding and resources are unavailable to ensure strong public participation in developing an effective BMP. An updated countywide plan is essential to planning for additional bicycle facilities that increase transportation choices for a wide variety of users, especially transit oriented and lower income.

Hence, to enhance the BMP process, the MTA and the Los Angeles County Bicycle Coalition (LACBC) have embarked on Enhanced Public Outreach Plan. This plan will allow MTA to develop a BMP that will reflect the needs and desires of each community. This enhanced community outreach for the BMP will ensure that the needs of the communities form the base of the BMP.

Hence, to develop and implement this plan, the MTA and LACBC is requesting $191,980 from the California Department of Transportation (The Department) and is contributing $57,500 as their local match. The total project cost is $249,480.

Livable Community Concepts in the *Enhanced Public Outreach Plan for the Bicycle Transportation Master Plan (BMP)* include the following components:

- Dramatically increases the quality and number of public participation strategies. With this grant, the MTA will now host a total of 48 workshops, instead of only eight workshops, develop a fact sheet, and conduct targeted outreach, data tracking and survey.

- Specific outreach will be done to traditionally underserved groups in transportation planning. Many new immigrants depend on bicycles for transportation, because they cannot legally drive or they cannot afford a car. Special efforts will be made to ensure their participation. Efforts may include bilingual surveys and advertising in media that target these groups.

- Proposes and increases the number of bicycle facilities based on stakeholders needs. A regional bikeway system will allow employees more choices in traveling to work, while reducing congestion on the roadways. This promotes sustainable economic growth.

2002 2003 LACMTA Enhanced Public Outreach Plan

- Identifies current and future transit centers and coordinates planning efforts, along with stakeholders from the communities, to enhance the number and extent of bicycle facilities connecting to these sites. This will be done on local and regional efforts. This would include existing and planned pedestrian and bus and rail centers.

- Benefits an area beyond the immediate local community. Because the BMP is a countywide plan, a prominent focus will be on bicycle facilities that will provide regional access. A seamless bicycle infrastructure would allow uses to travel corridors without regard to jurisdictional boundaries.

- Supports an increase in residential development, because bicycle paths and lanes offer additional transportation to new residents while not adding to congestion on roads. Furthermore, bicycle lanes and paths providing throughways to transit stops and stations offer even more transportation choices to residents who might otherwise rely on autos.

The *Enhanced Public Outreach Plan for the Bicycle Master Plan* will ensure that the MTA will consider projects that would otherwise not be included in the BMP Process and will significantly increase community support for project implementation.

For More Information:
Fernando Castro, District Community Planning Assistant, (213) 897-1905

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2002 2003 Downtown Design Plan
City of Santa Maria, California

Smart Growth and Public Participation Plan Improves Central Business District

The City of Santa Maria sits on the northern end of the Santa Maria Valley, immediately south of the San Luis Obispo County line and the Santa Maria River. In 1882, four early settlers – Cook, Thornburgh, Miller, and Fesler each donated a quarter section of land, cornering Main Street (State Highway 166) and Broadway Street (State Highway 135), to form what would later become the City of Santa Mario. History tells us that the city's streets were designed 120 feet in width so that the common transportation back then – a horse and wagon - could be turned around. Now Main and Broadway Streets support the passage of thousands of cars and trucks every day.

Agriculture is the basis of Santa Maria's economy. Because Main Street is the major route to the fields, hundreds of trucks transverse this route every day. Efforts to revitalize this area into a pedestrian-friendly shopping district have been thwarted by the current level of truck traffic. The California Department of Transportation (Department) has prepared a Transportation Concept Report (TCR) for State Highway 166, including the portion of Main Street though Santa Maria. The TCR indicates for the first time that a reroute of the highway may be considered. No rerouting can be considered though without substantial study, public input and funding allocation.

Housing near these two corridors is some of the oldest in the city. A few have been preserved, but most have been allowed to deteriorate. Many residents perceive the area as an unsafe place and only as thoroughfares for pass-through traffic. Since 1996, there have been four pedestrian deaths and one bicycle fatality.

In addition, there is insufficient parking, no pedestrian amenities and minimal landscaping in the central business area. Meanwhile popular big box retailers have located on the fringe of the city, along Highway 101, leaving Downtown Santa Maria and its indoor mall struggling. It is not surprising that Downtown Santa Maria has had difficulty attracting first-rate commercial tenants and business activity is down.

In July 1999, the City of Santa Maria conducted interviews, surveys and focus groups about the strengths, weaknesses, opportunities, and threats of the central business area. Poor grades were given in the areas of pedestrian appeal, safety, directional signage, and attractiveness.

This research has led the city to decide to create a new vision of the central business district. The City of Santa Maria and the Chamber of Commerce will embark on the *Downtown Design Plan.* This project will formulate a vision and blueprint for the central business district that incorporates Ahwahnee/Livable Communities Principles, combining commercial, civic, cultural, and recreational uses with a transit system that provides transportation to all destinations. The goal of the project is to make the central business district an attractive place that works for pedestrians, safe and active, has a smooth traffic flow, economic vigor, heighten quality of life for all residents, and is inviting for visitors.

To develop and implement the *Downtown Design Plan*, the City of Santa Maria and the Chamber of Commerce requested $295,000 from the

2002 2003 Downtown Design Plan (Continued)

Department and contributed $205,000 in local match. The total project cost is $500,000.

With these funds, they will review and analyze economic and transit data, produce a market feasibility study and retail recruitment plan, generate a traffic/truck study, and host charettes, public meetings, and focus groups to create a shared vision and design plan to for the central business district using livable community principles.

Livable Community Principles in the *Downtown Design Plan* include the following components:

- Focuses on the central business district for commercial, civic, cultural and recreational uses combined with transit access, local business job creation and retention opportunities, and creating a distinct community identity and sense of place.

- Recommends increased residential development and possible rehabilitation of existing deteriorated motels. A community housing development organization is being formed to advance housing opportunities.

- Identifies the needs and interests of populations traditionally left out of the public participation process, including low income, minority, elderly, disabled, students, non-profit and community based organizations and new immigrants – the Mixteco. The Mixteco do not speak Spanish and have no written language. A Participation Plan will indicate how to involve them in the planning and decision-making.

- Identifies public involvement techniques and practices to reach the Hispanic and Mixteco populations who feel disconnected from the city. This challenge will be met two-fold. A Planning 101 Course will be designed to educate attendees of the virtues of planning. Each attendee will then be encouraged to educate others in support of livable community concepts and to encourage attendance at upcoming future meetings.

The *Downtown Design Plan* will be used by the city to guide its central business district revitalization efforts. After the City Council approves the Downtown Design Plan, the city with the assistance of the chamber will seek funds for implementation.

For More Information:
Dan Herron, District Community Planning Coordinator, (805) 549-3510

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2002 2003 Feasibility Study
Inglewood, California

Feasibility Study to Enhance Bus Transit Center Development

The city of Inglewood is centrally located in Southern California. The city was the first settlement to be carved out of the 25,000 acre Centinela in 1888 shortly after a railroad station had been built in the area. During the 1960's and 1970's, Inglewood continued to grow and develop, taking on a "metropolitan" look.

Inglewood is accessible to major transportation networks. Two airports, Los Angeles International and Los Angeles World Airports, provide services for businesses, commuters and leisure travelers. Inglewood is surrounded by four major Interstates: 405, 105, 110, and 10; served by Union Pacific & Burlington Northern Santa Fe rail lines; and is less than 30 minutes from facilities at Los Angeles and Long Beach harbors. These harbors facilitate both domestic and international trade.

Market Street had been the historic retail-shopping street in downtown Inglewood. However, with the growth and popularity of shopping malls and large retail outlets, Market Street has experienced a continuing decline both physically and economically. The transit center is strategically located to connect with both Market Street (with trip generating businesses) and La Brea Avenue, which also have many regional bus lines.

Currently, the land use and mix of uses around the transit center show signs of economic distress. Furthermore, the lack of pedestrian and bicycle linkages adversely impact transit ridership.

To fully capitalize potential of the transit center, a well-coordinated land use transportation strategy should be in place that accommodates a mix of uses and promotes pedestrian friendly environment. Furthermore, there is an urgent need to re-examine the underlying land use and identify opportunities for adaptive reuse, infill, and mixed use development that may emerge from changing zoning, floor-area-ratios (FAR), density, and/or parking requirements.

The Federal Transportation Administration (FTA) has appropriated $498,387 for development of a transit center in downtown Inglewood with a $125,000 city match. With these funds, the city of Inglewood and the University of Southern California, Center for Economic Development will conduct a demographic, socio-economic and land use analysis, assess the neighborhoods' infrastructure, and develop and test transit-oriented-development scenarios. Based on this information, they will then propose land use design strategies and incentives to develop an appropriate land use/transportation strategy.

A comprehensive public participation process reaching out to a diverse group of stakeholders, including business, community-based organizations, residents, and public and private agencies will also be used throughout the project.

2002 2003 Feasibility Study
City of Inglewood, California
(Continued)

Livable Community Concepts in the *Feasibility Study to Enhance Bus Transit Center Development Project* include the following components:

- Enhances pedestrian, bicycle and transit linkages to the bus center by addressing underlying deficiencies in land use/transportation coordination.

- Improves mobility and transportation choices by identifying a potential mix of land uses to increase transit ridership to support the new bus transit center.

- Promotes infill, mixed use, transit-oriented development and sustainable economic development by recommending appropriate land use/transportation strategies.

- Supports a balanced, multi-modal transportation system that will provide significant community benefits. For example, the bus transit center could serve as a central pick-up/drop off site for shuttle buses that bring visitors to and from Los Angeles International Airport hotels to patronize Market Street restaurants and entertainment venues.

- Identifies opportunities for infill development and adaptive reuse in the area. Currently, many zoned commercial retail properties in the area are underutilized and show signs of neglect and deferred maintenance. Infill development in the form of mixed use (retail and housing; office and housing) coupled with density bonuses may spur a new level of private investment.

The *Feasibility Study to Enhance Bus Transit Development Project* builds upon the Market Street Renaissance Plan and Downtown Revitalization Plan, which were approved on January 12, 1999. This project's land use/transportation strategies will help guide the overall project to the next level of planning, attracting new sources of funding and financing for implementation work.

For More Information:
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This fact sheet is one of a series describing the 2002-2003 Community-Based Transportation Planning (CBPT) grants. The California Department of Transportation Planning, Office of Community Planning initiated the program in 2000 to seed planning activities that encourage livable communities. CBTP grant funded projects demonstrate the value of these new approaches locally and provides best practices for statewide application. Funding is provided by 80% Federal/State and a 20% local match.

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The *Downtown Design Plan* will be used by the city to guide its central business district revitalization efforts. After the City Council approves the Downtown Design Plan, the city with the assistance of the chamber will seek funds for implementation.

For More Information:
Dan Herron, District Community Planning Coordinator, (805) 549-3510

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2002 2003 Smart Growth Strategy/Regional Livability Footprint Project
San Francisco Bay Area, California

Vision Smart Growth Project Empowers Stakeholders

Over the next 20 years, the San Francisco Bay Area is projected to grow by over one million new residents. If growth follows the current trend, the Bay Area will experience an additional 250,000 new commuters, loss of open space, a decreasing stock of affordable housing, and deteriorating air quality.

Based on current local land use policies, the future indicates that travel patterns will increase in distance, time, and congestion. The addition of one million new residents will result in increased urban sprawl over the next 20 years. This will put considerable stress on a transportation system, which already faces great challenges.

The Smart Growth Strategy/Regional Livability Footprint Project will engage local officials, private developers, stakeholders and the public at-large throughout the nine-county Bay Area. These parties will identify locations and patterns of growth to allow all Bay Area workers to live and work in the region.

The project will accomplish the following objectives: 1) create a smart growth land use vision to minimize sprawl, provide adequate and affordable housing, improve mobility, protect environmental quality, and preserve open space, 2) identify and obtain the regulatory changes and incentives needed to implement that vision, 3) develop 20-year land use and transportation projections based on the vision and the likely impact of the new incentives, and 4) the creation and adoption of an alternative set of 20-year jobs-housing projections.

The project area encompasses the nine Bay Area counties along with consultation with the counties of San Joaquin and Stanislaus. This region-wide approach will look beyond one-city or county's boundaries to evaluate the potential inter-county and sub-regional impacts and benefits of growth scenarios.

The project is a collaborative effort of the Association of Bay Area Governments (ABAG), the Metropolitan Transportation Commission (MTC), the Bay Area Air Quality Management District (BAAQMD), the California Department of Transportation (The Department), and local partners. ABAG, MTC and BAAQMD along with their partners contributed $1,194,765 in local match along with a grant of $300,000 from the Department; total project cost is $1,494,765.

Livable Community Concepts in the *Smart Growth Strategy/Regional Livability Footprint Project* include the following components:

- The active involvement of local transportation stakeholders - the ABAG project will engage Bay Area citizens, local decision makers, activists, and others on the core smart growth concepts—including livability, sustainable and transit oriented development, walkability, alternative transportation, infill, and mixed use development. This project shows these concepts in action around the region and engages the transportation stakeholders in an interactive, "virtual reality" exercise. By performing this exercise, the

stakeholders, can apply these concepts to their own communities.

- A definition of alternative land use scenarios that will analyze the transportation impacts. It is hoped that by providing more affordable housing options and transportation choices, the project will improve transportation conditions in the region both by improving choices within the area and by reducing the number of projected 250,000 new commuters. Balanced approach to growth in the Bay Area has particular benefits for the Central Valley, which has been providing many Bay Area residents with affordable housing, but with long commutes.

- The establishment of a larger framework and context to support smart growth on a larger scale. Throughout the Bay Area, new development patterns are arising at specific locations with closer coordination between land use and transportation facilities; for example, building high-density housing and mixed-use developments.

- The identification of potential infill and redevelopment opportunities throughout the region. Potential redevelopment and infill are fundamental to the definition of an alternative smart growth scenario.

- The identification of potential locally acceptable locations for new residential development, rehabilitation and revitalization.

This project will produce lasting impacts and foster ongoing support. The community workshop process will increase the level of involvement and participation in defining the future of the Bay Area. The region-wide smart growth vision will be considered by ABAG in the development of their new set of forecasts and raise the level of discussion of what smart growth is and how and where smart growth works.

Ultimately, ABAG may adopt the vision for their Projections 2004. In addition, MTC's next Regional Transportation Plan will utilize the adopted land use/demographic forecasts adopted by ABAG.

For More Information:
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