

## Community Based Transportation Planning Grants

### Public Outreach for Oroville's Smart Growth/Livability Transportation Plan

- **Grant Recipient:** City of Oroville
- **County:** Butte County

**Project Area** - Oroville, Butte County

**Project Focus** - The City of Oroville (City) recognizes the correlation between traffic growth and land-use policies. In response, the City wants to create a transportation plan that maintains a balance between projected land uses and the need to create housing and jobs. Of specific concern is the ability to maintain the quality and character of arterial and collector streets within neighborhoods; protect the safety of school children along these streets; and to balance these concerns with the competing interests of commuters and truck traffic. By studying how and where growth should occur, the City would be able to capture the benefits of growth and avoid its many pitfalls.

**Project Goals** – The City's Transportation Element of the General Plan is outdated. Coupled with a very sharp increase in residential growth, the City wants to be in a position to both understand the correlation between land-use and traffic demands, and to create a transportation element that promotes Smart Growth and Livable neighborhoods. Further, the City needs financial resources to develop and implement a collaborative planning process through a community outreach and involvement program. The economic conditions and underrepresented population sectors in the City create a need for a community outreach strategy

and collaborative planning process that actively seeks input rather than simply waiting for citizens to come forward.

**Community Outreach** – The City held two workshops in July 2006. At the workshops, the City and its consultants worked with community participants to develop a vision for Oroville and identify issues that needed to be addressed in the General Plan. The City conducted extensive outreach for both public workshops, and all outreach materials were distributed in English, Spanish, and Hmong. There were also Spanish and Hmong translators present at the workshops.

**Project Outcome**- The City drafted a General Plan that addresses all aspects of development, including land use; community character; circulation and transportation; open space; natural resources; and conservation. The document provides the fundamental basis for the City's land use, development, and conservation policy; and it represents the basic community values, ideas, and aspirations that will govern the City through 2030.

#### **Planning Goals Realized -**

- Promote infill development and social equity;
- Protect the environment;
- Link housing, transportation and land-use planning;
- Increase community livability by creating an attractive, safe, and cohesive community.

