



**CITY OF SANTA BARBARA**  
**NEIGHBORHOOD ADVISORY COUNCIL REPORT**

**AGENDA DATE:** March 13, 2019  
**TO:** Neighborhood Advisory Council  
**FROM:** Rob Dayton, Transportation Planning and Parking Manager  
**SUBJECT:** Westside And Lower West Neighborhood Traffic Planning Effort

**RECOMMENDATION:**

That the Neighborhood Advisory Council hear a presentation from staff regarding the Westside and Lower West Traffic Planning Effort.

**COMMUNITY OUTREACH PLAN**

In 2013, Public Works conducted an Eastside Neighborhood Traffic Management planning process in the wake of Sergio Romero being struck and killed in a Milpas Street crosswalk. That process of listening to the neighborhood's concerns eventually lead to Public Works capital projects and successful grant awards for infrastructure improvements throughout the Eastside.

Public Works is initiating a similar bilingual outreach effort on the Westside and Lower West neighborhoods. The Department wants to be ready for grant opportunities with transportation solutions that have originated from the Westside community. Staff is sharing the outreach process as the Neighborhood Advisory Council (NAC) will be included in the process as was done for the Eastside process in 2013. Below details the outreach process:

*Westside and Lower West Listening Workshop*

The first neighborhood workshop called the "Westside and Lower West Listening Workshop" is tentatively scheduled on Saturday, April 6, 2019, at Harding University Partnership School. The purpose of the workshop is to hear directly from the Westside and Lower West residents on what their pedestrian, bicycle, and traffic related concerns are.

The workshop will be in a facilitation format where the staff facilitator will have a list of questions to prompt resident feedback.

Each topic will have a corresponding map for residents to use to mark their concerns on. In addition these topics items, staff will also include a brief update on two very important safety projects currently in design in the Westside.

### *Resident Neighborhood Survey*

Following the Listening workshop, the City will distribute a survey consisting of two components: 1) The Online Survey, and 2) The Elementary School Survey Packet. The purpose of the survey is to gather insight about resident perceptions and concerns relating to traffic, bicycle, and pedestrian safety,

An online survey with access via either computer or smart phone will be made available from mid-April to mid-May 2019. A link to the survey will be promoted at the Listening Workshop, through the schools in the Westside and Lower West Neighborhoods (Harding University Partnership School, McKinley Elementary School, Adams Elementary School, and La Cumbre Junior High School), through the City's Electronic Newsletter, and through nonprofit partners such as COAST and SB Bicycle Coalition websites/list serves. The respondent will be given the choice to complete the online survey in either English or Spanish.

For the Elementary School Survey Packet, a bilingual survey packet will be sent home with students who attend school in the Westside and Lower West area. The packet consists of an instruction booklet and a survey questionnaire, along with a folded map of the Westside and Lower West Neighborhoods on which to mark preferred routes and areas of interest or concern. The completed survey questionnaire and map will be returned to the school or mailed to the Public Works Department. Members of the Neighborhood Advisory Council can also distribute surveys to their Westside and Lower West neighbors if interested.

### *Westside and Lower West Approach Workshop*

A follow-up workshop, the "Westside and Lower West Approach Workshop", is tentatively scheduled on Saturday, June 1, 2019, at Harding University Partnership School.

The objectives at this workshop include:

- 1) Review what the City heard from the community via the initial Listening Workshop, survey and email/phone;
- 2) Discuss the engineering analysis (Please note that this is an independent effort by the City's Traffic Engineering Division, who will analyze collision data and determine if there are any trends and patterns within the data and whether there is an enforcement and/or engineering solution to the pattern).
- 3) Present possible approaches and immediately receive feedback from the workshop participants; and

- 4) Identify the next steps of finalizing the Westside and Lower West Neighborhood Transportation Management Plan.

### **Neighborhood Advisory Council REVIEW**

Public Works Staff is planning to return to the NAC for an update to report on what the Division heard from the Listening Workshop and Survey. After the Approach Workshop, the Division will finalize a draft of the Westside and Lower West Neighborhood Transportation Management Plan for NAC's review and comment. The final Westside and Lower West Neighborhood Transportation Management is anticipated to go before City Council in November 2019.

**SUBMITTED BY:** Jessica W. Grant, Supervising Transportation Planner

**APPROVED BY:** Matt Fore, Senior Assistant to the City Administrator