



# CITY OF SANTA BARBARA

## Public Works Department

### *Interoffice Memorandum*

**DATE:** January 25, 2021

**TO:** State Street Subcommittee

**FROM:** Jason Harris, Economic Development Manager  
Rob Dayton, Transportation and Parking Manager

**SUBJECT:** State Street Vision Process – Board, Commission, Committee and Stakeholder Vision Themes

**RECOMMENDATION:** That the Subcommittee

- A. Review the interview notes from the various City Boards, Commissions, Committees and Stakeholder interviews;
- B. Review staff's draft summary themes derived from the interview notes; and,
- C. Add, subtract, or affirm the draft summary themes in preparation for the development of a Vision Statement.

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Based on the State Street Subcommittee's (Subcommittee) direction, staff has completed interviewing the 16 City Boards, Commissions, Committees and Stakeholder groups (Stakeholders). Each of the City Boards, Commissions and Committees included public participation. Staff gave a PowerPoint presentation on the history of Downtown State Street and highlighted other pedestrian streets across the county and Europe. Each group was asked three questions designed to help form people's individual vision for the future of State Street:

1. What do you believe is the reason for redesigning State Street Downtown at this time?
  - This question was designed to answer "why now?"
2. If State Street is redesigned Downtown, describe what is going on when you visit. What are you experiencing?
  - The question was designed to answer what is the purpose will State Street fulfill?
3. What role does a redesigned State Street play in the vitality of Downtown? What is your goal for State Street?
  - This question is designed to answer: Why does redesigning State Street matter for Downtown revitalization?

Based on the leadership of the various Board, Commission, Committee and Stakeholder Chairs, each group organized answering these three questions in different ways. Staff has attached the complete

notes from the interviews. It is important to point out that staff did not ask the groups to reach a consensus decision or take a formal action, they were asked to express each their individual views on the questions.

Also included in the attachment, staff has summarized the reoccurring vision themes that emerged from the group discussions. Staff is recommending that the Subcommittee review the vision theme input from the Boards, Commissions, Committees and Stakeholder members, as well as, the draft summary of reoccurring vision themes. At the meeting, Subcommittee members will have an opportunity to add, subtract, or affirm the reoccurring vision themes. The final vision themes will be used in the upcoming February 8, 2021 Subcommittee meeting by the Subcommittee members to craft a vision statement. At that meeting, staff will also share the results of the community survey in comparison with the themes and propose a number of recommendations for the Subcommittee's consideration for the City Council. This exercise will help the Subcommittee understand how the community's input aligns with the Stakeholder's themes.

RD/a

Attachment

cc: Paul Casey, City Administrator  
Nina Johnson, Senior Assistant to the City Administrator  
Josh Haggmark, Acting Public Works Director  
Rebecca Bjork, Acting Community Development Director