

**Caltrans District 3
Colusa SR 20 / Market Street Complete Streets Project**

Draft Public Outreach Plan

Prepared by:



MIG, Inc.
800 Hearst Avenue
Berkeley, CA 94710

March 2010

I. Project Background

SR 20 (Market Street) serves as a 'main street' for the city of Colusa with local businesses, government offices and on-street parking typical of small, rural cities in the Central Valley.

The Complete Streets Project will focus on outreach to the community of Colusa and other stakeholders to identify preferred conceptual pedestrian, bicycle, and roadway improvements for State Route (SR) 20 (Market Street) from 10th Street to Bridge Street in order to enhance accessibility and safety in this business district and make walking a more convenient and desirable activity along the corridor.

The outcome of the project can also be used as a basis for future project prioritization. The Caltrans Transportation Corridor Concept Report (TCCR) for SR 20 will be amended by Caltrans to include the results of this work.

Project goals include:

- 1) Informing the community about Complete Streets concepts and the sorts of projects that could be appropriate for Colusa;
- 2) Conducting a community planning process that effectively captures community and stakeholder input, and results in a shared understanding of complete streets concepts that are desired by the community and have a reasonable chance of funding;
- 3) Identifying potential funding sources for development and implementation of complete streets; and
- 4) Preparing an informational briefing to the City Council regarding the results of the public involvement process and a preliminary project prioritization list.

II. Proposed Public Engagement Strategy

Elements of the proposed public involvement process were identified and discussed at a Project Kickoff meeting that included representatives from Caltrans, the City of Colusa and Colusa County. In addition to interested members of the general public in and around Colusa, the public engagement strategy will target representatives from:

- California Highway Patrol
- Trucking Companies
- Developers
- Property Owners along Market Street
- Colusa Casino
- Cachil Dehe Band of Wintun Indians

A. Two Community Meetings

Two Community Meetings will be conducted. The first will provide education and information about the Complete Streets concept and potential design improvements along SR-20 followed by an opportunity for residents to provide input about issues along the corridor and improvement preferences. The second meeting will include a presentation of preliminary design alternatives informed by community opinions and preferences identified at the first meeting.

The meetings will be spaced far enough apart to allow time for Caltrans and the City to conduct a preliminary technical evaluation of potential design improvements to be completed. Meetings will be scheduled on community-friendly dates/times to ensure a broad representation of stakeholders. MIG will prepare presentation and handout materials to support the meetings, including maps, visual preference alternatives, agendas and comment cards. Spanish translation and facilitation will be provided.

Outreach materials developed in advance to promote the event will include:

- **Event Invitations for up to 100.** These invitations will be reviewed with the project team and will be delivered to residents at least 14 days in advance of the workshop.
- **A newspaper article** will be prepared that describes the workshops and generates resident interest in attending the meetings.

B. Business Community Focus Group Meeting

A special meeting will be conducted with representatives from the business community, targeting businesses located on or in close proximity to the project corridor, including appropriate City, Caltrans and other representatives. The Business Community Focus Group session will provide the business community with an opportunity for more direct dialog with Caltrans and City representatives to express preferences and concerns about potential improvements on Market Street. The meeting will be scheduled to occur between the two community meetings. MIG will prepare necessary information and display materials for the session and work in coordination with the City of Colusa to recruit participants.

C. Tribal Outreach

MIG will conduct a special outreach meeting with the Cachil Dehe Band of Wintun Indians (Colusa Indian Rancheria) to provide information about the project, seek the Tribe's input, and offer potential ideas for future involvement in implementing Complete Streets concept. The meeting will be scheduled to occur between the two community meetings. MIG will prepare necessary information and display materials for the session and work in coordination with the City of Colusa to recruit participants.

D. Council Briefing

MIG will prepare an informational briefing on the process and preliminary concepts identified for the City Council, Colusa County Transportation Commission and other organizational entities. The briefing will be provided by MIG, Caltrans and/or City staff, as appropriate.

III. Project Schedule

A working schedule for public involvement activities related to the project is shown below:

MARCH

2	Project Team Meeting (@ Colusa): <ul style="list-style-type: none"> ▪ Review Task Order ▪ City Goals ▪ Team member roles and expectations ▪ Background Materials/Data Needs ▪ Public Engagement Plan ▪ Schedule/Timeline 	All
11	Submit Public Outreach Plan to Project Team	MIG
16	Comment on Public Outreach Plan	All
18	Submit revised Public Outreach Plan	MIG

APRIL

20?	Project Team Meeting (@ Colusa): <ul style="list-style-type: none"> ▪ Workshop #1 prep 	All
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MAY

Week of May 3	Workshop #1	All
May 17-28	Business Community Focus Group	All
May 17-28	Meeting with Cachil Dehe Band of Wintun Indians	All

JUNE

Week of June 28?	Workshop #2 <i>The 2nd workshop will be held only after feasibility analysis has been conducted of potential alternatives.</i>	All
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SEPTEMBER

Informational Briefings

OCTOBER-NOVEMBER

Draft and Final Project Report