



MOORE IACOFANO GOLTSMAN, INC.

## District 1 Broadway Engineered Feasibility Study Outreach Program – Phase 1 Draft – December 30, 2010

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### ***Purpose***

Caltrans will be preparing a feasibility study to evaluate and identify safety, operational and mobility improvements along Broadway (also Highway 101) in the City of Eureka. Caltrans has developed a micro-simulation model that will help simulate the results of proposed improvements so they can be evaluated by decision makers, stakeholders and the public. Caltrans is seeking public input on the model and how it is used in the feasibility study.

The purpose of this outreach program is to describe the first phase of activities to identify and engage stakeholders in the feasibility study and the application of the model. The results of the Phase 1 Outreach Program will be used to develop Phase 2, which will describe the approach for involving the general public. Phase 1 will be conducted during January and February 2011. Phase 2 will be conducted by Caltrans in spring/summer 2011.

The outreach program will be developed and implemented by Caltrans with assistance from MIG and with the participation of local partners including the City of Eureka, Humboldt County and the Humboldt County Association of Governments. This group will collectively be described as the Project Team in this document.

### ***Schedule and Funding***

Caltrans has received funds for this project through the Public Participation and Engagement Contract. The contract expires February 28, 2011 and the funds became available when they were released from other projects that have since been completed or where the project scope was reduced. Any remaining contract funds are not available after February 28, 2011; as such funds are only available for Phase 1 outreach at this time.

### ***Background***

Caltrans and its local partners have been working together for almost a decade to identify improvements which will address traffic and safety issues along a three mile stretch of Broadway through the City of Eureka. This three mile section of

Highway 101 is heavily constrained with little or no room for expansion or modification in many sections.

A by-pass was proposed and planned several years ago; however, the project did not proceed due to funding limitations. Since then, key properties needed for the bypass have been developed, making this option even more difficult to reconsider. Traffic and safety issues continue to need to be addressed. Safety issues must also consider the needs of bicyclists and pedestrians, as well as drivers. Any changes or improvements made by Caltrans are likely to impact regional and local roads. Likewise, any changes to nearby state and local roads are likely to impact conditions on Highway 101. New development proposed along or at either end of the corridor is also likely to have traffic and safety impacts.

### ***Current Project***

Caltrans has developed a modeling tool to evaluate the feasibility of proposed improvements on Broadway and related impacts that may occur on local and county roads. The results of these modeling activities can be used to articulate a framework for decision makers and the public to evaluate proposed improvements. Caltrans seeks to present this modeling tool first to key stakeholders in a manner that allows groups to discuss their concerns, get their questions answered and provide feedback to Caltrans in advance of the public roll-out.

### ***Outreach Goals***

Both phases of the outreach program will be designed to achieve the following goals:

- Ensure that participants understand the potential application of the modeling tool and how it can be used to develop a framework for decision making regarding improvements;
- Frame issues and provide the supporting technical and modeling data so that participants can understand the interrelationship between proposed improvements and changes on Broadway and local and county roads;
- Provide a clear understanding of where and how participants can provide input and influence decision making in the feasibility study; and
- Begin to develop agreement on the guiding principles to evaluate the feasibility of proposed improvements on Highway 101 and nearby local and county roads in the Broadway corridor.

## **PHASE 1 OUTREACH PROGRAM**

### **Approach**

Phase 1 focuses on identify and making initial contact with key stakeholders. A main product is the creation of a complete and up-to-date list of stakeholders within the groups described in the section below. In addition, MIG will conduct

in-person and telephone outreach to create a complete list of stakeholders who should be contacted. MIG will also identify which of these stakeholders are likely to be interested and active participants in the process.

### **Key Stakeholders**

The outreach program emphasizes a phased strategy that encourages involvement and engagement with the following groups:

- 1) Property and business owners with interests on Broadway
- 2) Representatives from environmental justice populations in the city and county
- 3) Social service providers
- 4) External Advisory Committee
- 5) Established forums
- 6) Safety officials
- 7) Bicycle/pedestrian advocacy groups
- 8) Other interested parties

Each group may need to be approached differently to maximize participation and to ensure participants have the opportunity to provide comment and provide input.

#### **1) Property and Business Owners**

Property and business owners with interests on Broadway will likely experience the direct impact of any improvements. Initial concerns are likely to include concerns about how improvements will affect their business and property values along with any potential changes to property access and parking. Given current economic conditions, the Project Team will need to be very sensitive to concerns expressed about potential negative impacts to business.

Property and business owners can be difficult to engage through traditional outreach methods. Since many business owners lease or rent their facilities, additional effort will be required to develop a contact list that includes contact information for both property owners and business operators. Outreach activities will need to be conducted during non-traditional times such as early morning or late afternoon or other suggested hours that allow business members to participate. We anticipate the Chamber of Commerce and other related groups will be active in this process and effort will need to be taken to contact businesses located along the corridor that are not active in these organizations.

#### **2) Representatives from Environmental Justice Populations**

Representatives from environmental justice populations are important stakeholders for a variety of reasons. Caltrans needs to conduct outreach activities that help ensure participation by environmental justice populations (minority and low-income). The project area is located in what is described as the North Coast, an area that is home to over one-quarter of the state's federally recognized Native American tribes, and the region is the ancestral territory of

several of these tribes. The outreach process should note protocols regarding communications between Caltrans and tribal representatives.

### **3) Social Service Providers**

Social service providers are an important audience since they can help to effectively involve people with disabilities, low-income and minority residents. Caltrans and local partners are also aware that some service providers are located on or near Broadway and people using these services may experience unsafe conditions as they travel to and from these service providers on foot or bicycle. Homeless community members also travel and stay within the Broadway corridor and their safety needs should be discussed through this process as well.

### **4) External Advisory Committee**

MIG will work with Caltrans and local partners to re-convene the external advisory committee to seek their input on this project. The group last met in 2009 and was provided introductory information about the project. If agreed to by the local partners, MIG suggests convening a meeting of this group in early February to discuss the progress made since their last meeting and to solicit feedback on the current project.

### **5) Established Forums**

MIG will contact established groups such as the City of Eureka Safety Committee and the HCOG Technical Advisory Committee to secure time on their existing meeting agendas to discuss and get their input on this project.

### **6) Safety Officials**

Representatives from fire, safety, and medical service providers have very specific needs related to transportation improvements. These representatives will be contacted and given an opportunity to share their issues and concerns and confirm that their needs have been addressed through this modeling effort. We anticipate these contacts will be in the form of small group interviews and telephone calls. Potential contacts include:

- CHP
- City Ambulance
- Eureka Police Department
- Eureka Fire Department
- Humboldt County Sheriff
- CAL FIRE

### **7) Bicycle/Pedestrian Advocacy Groups**

Representatives from bicycle and pedestrian advocacy groups will likely be very active in this process. Given the growing emphasis on multi-modal travel and greenhouse gas reduction, these participants will seek to insure that bicycle and pedestrian interests are included within the modeling approach. Key contacts will be interviewed.

## **8) Other Interested Parties**

This group includes individuals and organizations identified during the outreach process who have a specific interest in this project.

### ***Outreach Methods and Timeframe***

#### *Contact List*

MIG will develop a complete and current contact list for property owners, businesses, social service providers and representatives from environmental justice communities along the Broadway corridor. City and County officials may be able to provide contact information for property owners and contact information for tenants will need to be developed through personal contacts.

To complete this task, MIG will conduct in-person outreach activities on a regular basis.

Schedule: Completed during January 2011

#### *Stakeholder Interviews*

MIG will conduct interviews with 15 – 20 property owners and tenants in-person and by phone, depending on individual schedules. The purpose of the interviews will be to discuss their issues and concerns, gauge receptivity to the study and share the Project Team's approach for engaging the community. The interviews will be conducted with representatives from the seven groups described in the previous section.

Some constituency groups may not be satisfied being represented by 1-2 interviews. In these cases, MIG will conduct interviews in small groups or extend the interview to a focus group format to accommodate more individuals.

Schedule: Completed during January 2011

#### *Informational Meetings*

MIG will conduct informational meetings to provide property owners and tenants an opportunity to learn about the feasibility study, share their issues and concerns and provide feedback on activities that will be conducted to involve the public. These meetings will be hosted at different times and be relatively informal. MIG anticipates the Chamber of Commerce and other local organizations may help to schedule these meetings.

Schedule: Completed during February 2011

#### *Contact Mailing*

MIG will prepare a brief informational mailing that will be sent to all contacts on the stakeholder list. It will include a postcard (with return postage) that solicits

initial comments and asks them to identify their level of interest in the process. Responses received will help Caltrans identify the most interested parties and begin to engage them in providing initial feedback and providing input on Phase 2 activities.

Schedule: Completed in February 2011

***Next Steps***

MIG will confirm this approach with Caltrans and the local partners; begin creating the stakeholder database; and begin conducting stakeholder interviews.