

Partnership for Active Communities
“Complete Streets” Communications Plan
A working document as of Dec 20, 2006

I. Complete Streets Vision

***Streets are safe for all users at all times throughout
Sacramento cities and County***

II. Opportunities and challenges

There is a growing public desire for walkable, bikable communities. Increasingly, local and regional agencies are working in support of the goal of “Smart Growth” development that encourages walking, bicycling, transit use by all users – children, seniors, disabled.

- Sacramento Area Council of Governments is committed to a “Blueprint” transportation plan that supports increased mixed use, higher density land use to reduce traffic congestion & air quality and save open space
- Sacramento County’s Transportation Funding “Measure A” includes the requirement that all transportation projects funded with Measure A funds provide “routine accommodation” for all modes including pedestrians and cyclists.
- The Sacramento Transportation Air Quality Collaborative adopted a “Best Practices -- Complete Streets” Guidance document for use by the cities and County of Sacramento – see <http://www.sactaqc.org/agreements.htm>
- Sacramento Metropolitan Air Quality Management District, actively promotes walkable, bikeable communities to reduce air pollution
- City of Sacramento, adopted Pedestrian-Friendly Street Standards, Smart Growth Principles, a Pedestrian Master Plan and has an ongoing retrofit program to meet ADA standards – see <http://www.cityofsacramento.org/transportation/engineering/publications.html>
- Sacramento’s Mayor Heather Fargo’s goal is to have Sacramento be most walkable city in the United States.
- Sacramento County has adopted Pedestrian Design Guidelines, an ADA Transition Plan and is about to adopt a Pedestrian Master Plan
- Several Sacramento Communities have or are in the process of updating their general plans – Rancho Cordova, City of Sacramento, County of Sacramento
- The Partnership for Active Communities with over 35 members is committed to creating an environment that supports physical activity and to that end has initiated this Complete Streets Coalition.

However, significant challenges remain. Funds for pedestrian and bicycle infrastructure are limited. The estimated infrastructure need for pedestrian facilities in both the City of Sacramento and the County of Sacramento unincorporated area is nearly \$1 billion. The City/County Bikeway plan is out of date. Public awareness of transportation finance is low. Traffic engineering practices traditionally have had a bias toward projects that expand road capacity for automobiles often to the detriment of pedestrians, cyclists and the disabled.

All jurisdictions are planning major roadway construction projects that may or may not include pedestrian and bicycle facilities. Some roadway capacity increases would limit the ability to provide for good pedestrian facilities – separated sidewalks.

The Complete Streets framework is inclusive. It sets a vision that can be supported by more than just “those bikers and pedestrians”. It sets a framework that can build support from all who desire safe, livable urban environments.

This Communications Plan sets two primary goals:

III. Communication Goals

- 1. Create a groundswell of popular support for Complete Streets.***
- 2. Establish “Complete Streets” transportation policies and procedures to cover both new and existing streets in all Sacramento County jurisdictions.***

IV. Messages

1. Create groundswell of popular support for Complete Streets.

Target audiences

Community leaders, neighbors, community members

Values/concerns of target audiences:

- Safety of children
- Traffic on their neighborhood streets – cut-through, high speed traffic
- Keeping the character of their rural neighborhood streets (not putting sidewalks in rustic neighborhoods)
- High speed traffic, traffic congestion
- Safe places to walk along and cross major arterials (sidewalks & crosswalks)

Value message: Streets should be safe for all users at all times. However, most major roads in Sacramento communities are unsafe for pedestrians and bicyclists. For shorter distances, choosing to walk, bicycle, or use transit should be as easy and convenient as choosing to drive.

Misconception message: Here are some alternate messages:

1) 25% of all car trips are less than 1 mile. Streets that are safe and accessible for pedestrians, bicyclists and transit users will enable many to walk and bike for short trips. This will have an added benefit of less overall traffic.

2) Slower streets move the traffic and are safer for everyone. If we slow the streets, we can move more traffic and the streets will be safer for pedestrians and bicyclists – our streets will be safer for all and we'll keep the traffic moving.

3) With safer “complete” streets, many people will be able to leave their cars at home and walk and bicycle for short trips. This puts more “eyes on the street,” which will also increase the safety of the street.

The Ask: Make Complete Streets a priority in your community. Join the Complete Streets Coalition and ask your local officials to gain Complete Streets on your community's major streets – or on (*specific roadway such as Fair Oaks Blvd.*).

Vision message: If our streets are complete, kids will be safe and healthy walking and bicycling to school. Everyone will be able to get to nearby destinations safely and conveniently by foot, bike, or transit. With fewer people using cars for short-distance trips, there will be less traffic, less air pollution, and more community health benefits of increased physical activity.

IV. Messages -- continued

2. ***Establish “Complete Streets” transportation policies and procedures to cover both new and existing streets in all Sacramento County jurisdictions.***

Target audiences

Traffic engineers, planners & elected officials
Cities of Sacramento, Rancho Cordova, Citrus Heights
County of Sacramento

Values/Concerns of target audiences:

- Safety
- Traffic flow, traffic efficiency
- Solve problems

Value message: Streets should function effectively for all users – pedestrians, bicyclists, transit users, the disabled, as well as motorists. However, a significant number of major roadways throughout Sacramento are unsafe for pedestrians and cyclists including children, seniors, and the disabled.

Misconception message: Research shows that providing for all transportation users increases roadway traffic capacity by enabling people, who would otherwise drive, to make trips to nearby destinations on foot or on bicycle. This reduces traffic congestion, air pollution and at the same time provides community health benefits of increased physical activity.

The Ask: We need clear design and implementation procedures in place to assure that all new and retrofit roadway projects provide accessibility for all users.

Vision message: If we do this, every roadway project in the pipeline will contribute to the long-term goal of a network Complete Streets throughout Sacramento *that provides access to all users resulting in increased physical activity, walking, bicycling while at the same time reducing traffic congestion and air pollution.*

V. Communications Activities (Objectives)

Goal 1. Create groundswell of popular support for Complete Streets.

Target Audiences: Community leaders, neighbors, community members

1.1 Create Complete Streets Coalition

- Get 1,000 people or organizations signed on to the Coalition
- Gain 2-3 communities to press for complete street road projects in their communities
- Create database with addresses & zip codes
- Create coalition list-serve
- Complete Streets email newsletter
- Create Complete Street Website & link to National website

1.2 Deliver educational presentations to community and neighborhood groups

- Develop Power Point presentation illustrating problem streets in Sacramento, what a complete street looks like, and how complete streets can improve quality of life concerns. – We will build on other presentations including Don Hubbards, Paul Zykovsky, and National Complete Streets Coalition. Jennifer Finton, Breathe Ca will take the lead (include her story about Arden School).
- Contact community organizations:
 - Sacramento County Community Planning Area Councils
 - Neighborhood associations
 - Other potential groups: Kiwanis, Chambers of Commerce, Rotary
- Invite groups to join coalition
- Ask them what their best/worst streets are

1.3 Dirty Dozen Campaign

- Identify 12 major thoroughfares in Sacramento County that show the most room for improvement
 - Develop criteria for selection – including identifying some ready for being changed such as El Camino
- Identify the good ones
 - Hold press conference announcing the dirty dozen – saying why each was selected and what potential there would be to gain changes

1.4 Other potential activities:

- Meet with Bee Editorial Board
- Letters to the Editor & Op Ed pieces
- Article in the City's "50+ Wellness Newsletter"

V. Communications Activities (Objectives) -- continued

Goal 2. Establish “Complete Streets” transportation policies and procedures in all Sacramento County jurisdictions.

Target Audiences: Traffic engineers, planners & elected officials

Note: This is our second priority and we will consider doing as we gain resources but we don't expect to initiate this communication strategy before July 2007.

2.1 Transportation Project Review:

- WALKSacramento letters and consultations with comments on proposed transportation projects, providing justification for recommended changes
- SABA reviews transportation projects proposed to receive Measure A funds
- One-on-one meetings with elected officials and their staff to encourage the redesign of transportation policies and procedures
- Op Eds and press releases on specific projects

2.2 Complete Streets Symposium for traffic engineers with national experts, the latest technical findings, and stories from our Partners about real-life experiences that illustrate the need for Complete Streets

- Hold informational pre-symposium dinner for elected officials including invited experts
- Use Power Point and sample policies/procedures (traffic analysis procedures and project design) from other jurisdictions to show what Complete Streets look like and what it will take to have every thoroughfare serve the needs of all users, including walkers, bicyclists, the disabled, and motor vehicles.

2.3 Create a Council of Engineering Advisors for the Complete Streets project to assist in project review and developing position statements

2.4 Find funding source (maybe Fehr & Peers, the Air District, or SACOG)

- Identify a coordinator
- Create partnership of funders – i.e. 15 members who contribute \$1,000 each

VI. Benchmarks of Success

- Goal 1: Create groundswell of popular support for Complete Streets**
- Number of people & organizations who join the Coalition –
 - Target: 1,000
 - Number of communities that take on specific roadway projects in their community
 - Target 2-3 communities
 - One being Carmichael & Fair Oaks Blvd. Proposed widening
 - Dirty Dozen streets identified
 - Presentation developed and presented to 1/4 of community groups by June 2007
 - Placement of op-eds and news stories
- Goal 2: Complete Streets design & implementation procedures in place in all Sacramento County jurisdictions.**
- Inclusion of pedestrian, bicycle & universal access in new transportation projects
 - Inclusion of pedestrian, bicycle & universal access in asphalt overlay projects
 - Adopted amendments to street design standards
 - Adopted general plan policies
 - Adopted amendments to subdivision design standards

VII. Timeline for Activities

<u>November December 2006</u> Survey analysis complete Preliminary identification of Dirty Dozen Initiate search for funding sources Hire Complete Streets Coordinator (done 11/13/06)	Jennifer Finton Committee Anne Geraghty
<u>January - March 2007</u> Community education: Complete preparation of presentation Letters to CPACs to schedule one on one meetings and presentations to CPACs Deliver presentations to groups Program infrastructure: Create Complete Street Website & link to National Complete Streets website	Jennifer Finton, Teri Duarte, Walt Seifert Committee & Terry Preston Committee, others Terry Preston

Create database with addresses & zip codes
 Create coalition list-serve
 Complete Streets email newsletter – as needed basis

Funding strategy:
 Develop project budget & funding strategy plan
 Initiate formation of partnership of smaller funders
 Visit potential funders such as Kaiser Permanente
 California Wellness Foundation, California Endowment

Anne Geraghty,
 Teri Duarte, Walt Seifert
 with Rich Bell

April - June 2007

Dirty Dozen Press conference –
 tie to Clean Air Month (May)

Jennifer Finton
 Terry Preston

Initiate Coalition membership drive with goal
 of 250 members by June 30, 2007.

Terry Preston

Initiate invitations for 2-3 communities to press
 for complete street road projects in their communities

Anne Geraghty

July - September 2007

Initiate efforts to change transportation policies and procedures
 Plan symposium for traffic engineers
 Plan pre-symposium dinner for elected officials

Terry Preston
 Terry Preston

Approach all 7 Sacramento County jurisdictions with
 requests for policy and procedure changes

Walt Siefert, Anne Geraghty

Develop Council of Engineering Advisors

Anne Geraghty

Continue membership drive with goal of 500 by September 30, 2007.

October – December 2007

Present symposium and pre-symposium dinner

Anne/Terry

Continue membership drive with goal of 750
 by December 31, 2007.

Terry Preston

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Breathe California; Chris Holm, WALKSacramento; Anne Geraghty, WALKSacramento. The Partnership is chaired by Dr. Steve Farrar, Natomas Unified School district.