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COMMUNITY ENGAGEMENT

COMMUNITY ENGAGEMENT METHODS AND MATERIALS

The community engagement process was tailored to be thorough, efficient, and engaging. The team and the City initially agreed that a variety of outreach methods and materials were advisable, beginning with a Stakeholder Outreach Plan (SOP) that outlined outreach goals. Outreach methods and materials included branding, local media announcements, online and paper surveys, an online crowdsourcing map, and the input of a Technical Advisory Committee (TAC). The timeline below depicts the various community engagement milestones completed in the planning process.

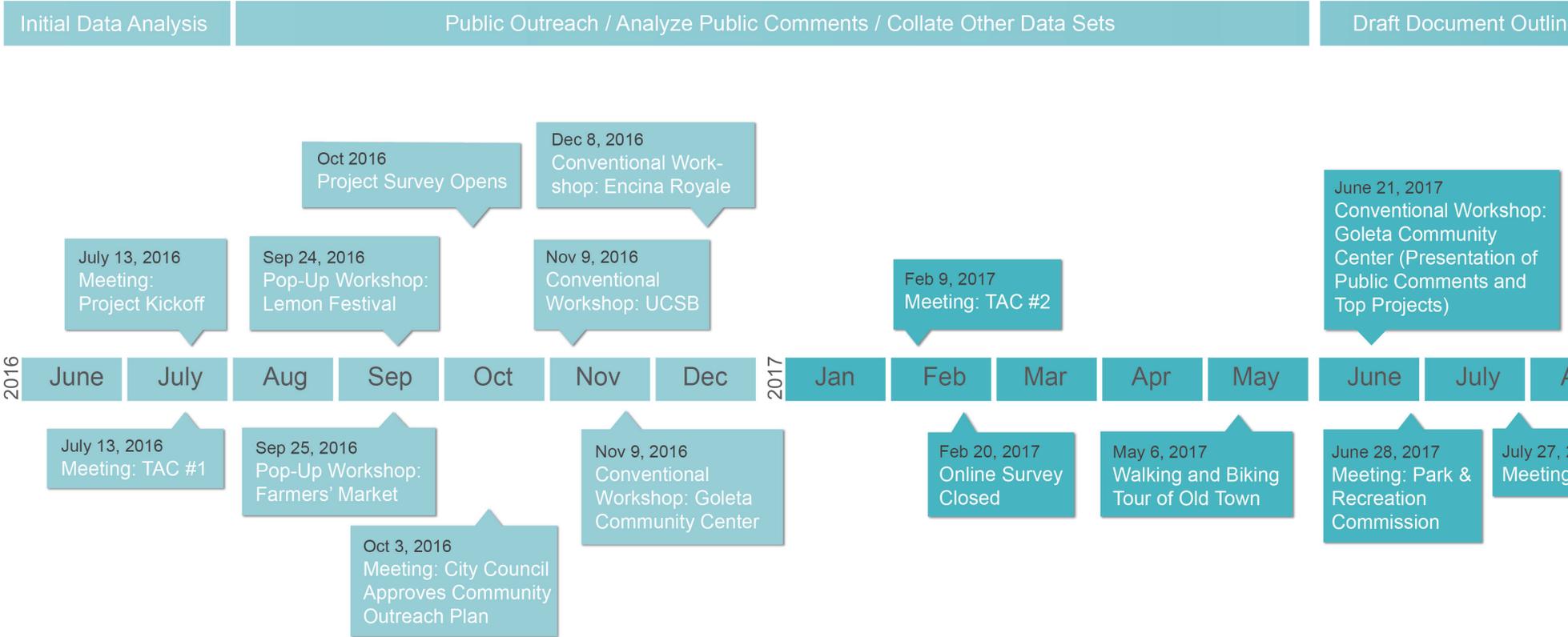
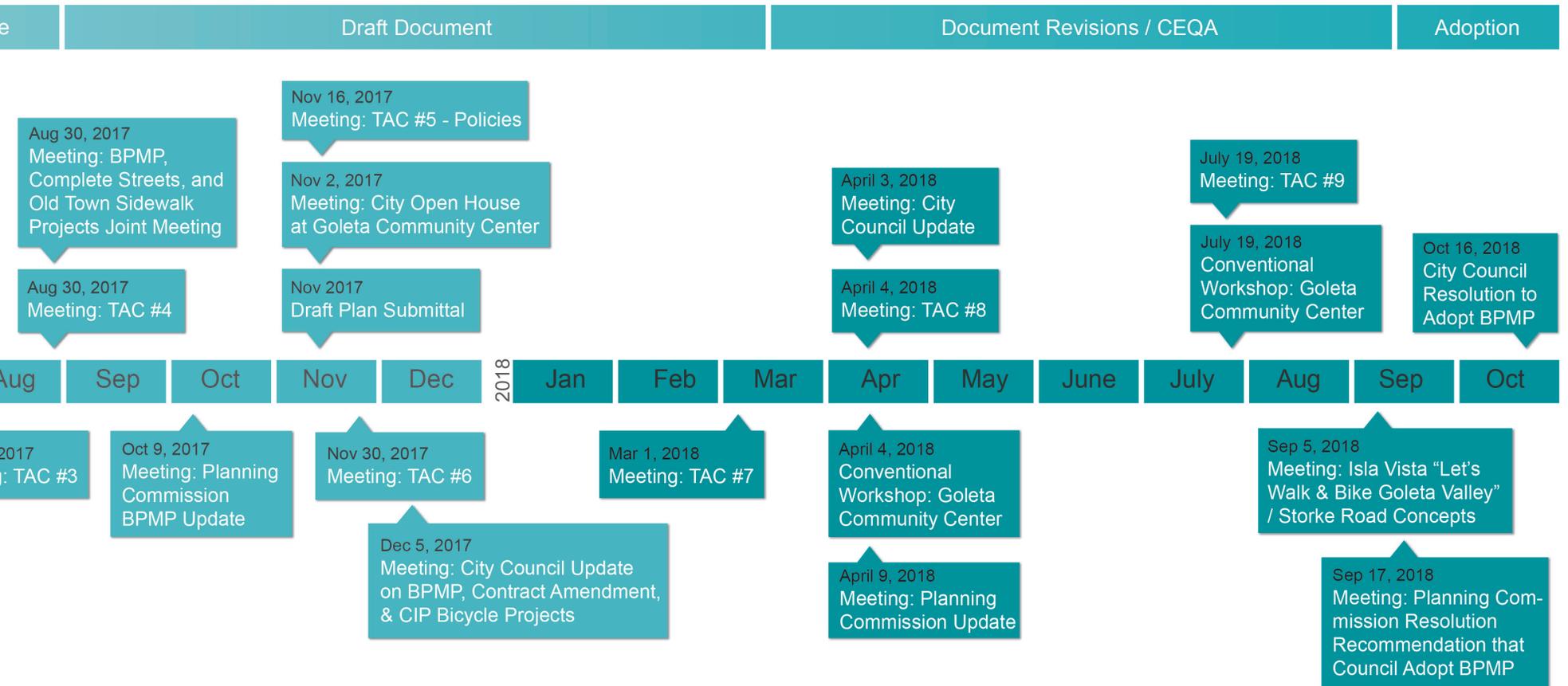


Figure 3-1: Timeline of Events



STAKEHOLDER OUTREACH PLAN

A Stakeholder Outreach Plan (SOP) was developed to establish a set of guidelines to maximize public outreach and engage City stakeholders. The SOP included education and involvement of a broad spectrum of stakeholders including elected officials, neighborhood association members, non-profits, recreational, environmental, community, faith-based and business organizations, property owners, residents, the TAC, and other interested persons.

The SOP included goals, key messages, a list of contacts, and an outline for potential public workshops and committee meetings. The full SOP can be found in the Appendix.

TECHNICAL ADVISORY COMMITTEE (TAC)

As part of the SOP, a TAC representing a wide range of stakeholders was created. The TAC's role was to provide feedback on project direction and to provide public outreach support by reaching out to their members, allies, and partners.

BRANDING

To generate interest, the team developed a fun and vibrant branding scheme specifically addressing project goals. This branding included a project logo employing the City seal's colors and an easy-to-remember name: "WalkBikeGOleta." This branding was used in all outreach materials, including flyers, postcards, surveys, an online map, website, workshop exhibits, and banners.

Outreach Materials

A variety of outreach materials were designed to maximize public engagement. The City of Goleta's population is ethnically and economically diverse, including workers and professionals who commute daily in and out of Goleta, and a large student, faculty, and staff population from the adjacent University of California, Santa Barbara. This diverse background meant the project needed to have a variety of outreach methods including printed media and an online presence, both of which were produced in English and Spanish.



Project Branding and Logo



Workshop Flyers

Survey

A survey was prepared to determine user and non-user satisfaction levels of current pedestrian and bicycle infrastructure. The survey asked a variety of walking and bicycling infrastructure questions and allowed respondents to provide both general and specific comments. The survey also directed people to the online map that allowed them to place comments on specific street corridors and intersections. The survey was available on the City website and as hard copies at public outreach events, the Goleta Library, City Hall, and the Goleta Valley Community Center.

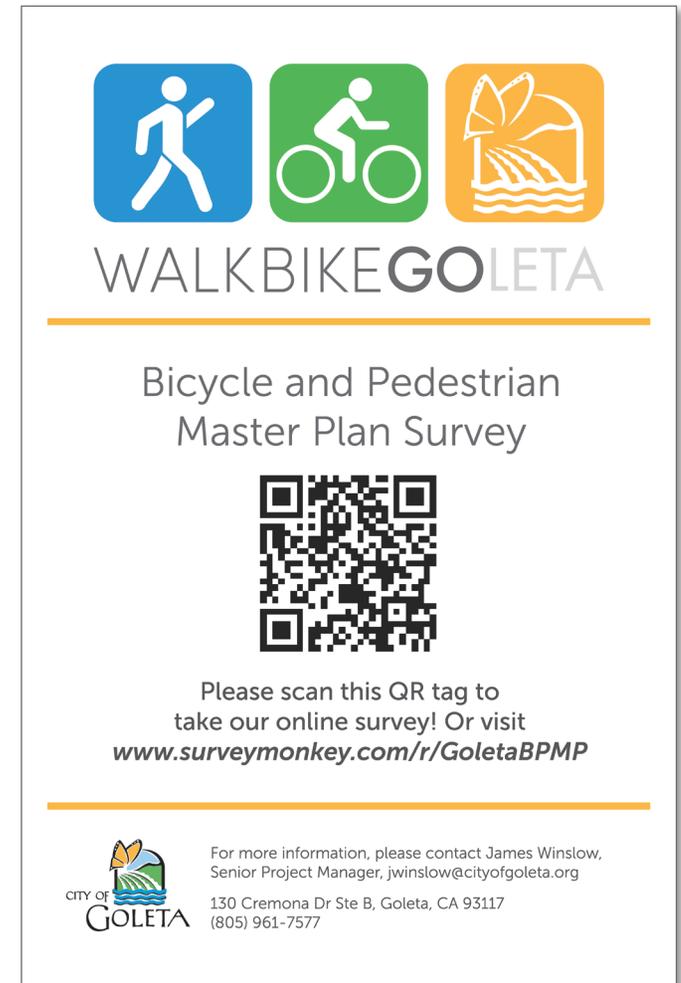
Online Map

An online comment map provided through the ArcInfo Online platform was created as a supplemental input method that respondents could use to highlight location-specific issues. It allowed respondents to input comments about existing issues or to highlight good existing infrastructure. It also provided the option to attach photos and describe whether the highlighted issue had a pedestrian, bicycle, or "other" related focus.

The ArcInfo Online platform also allows anyone to see where others had made comments and automatically georeferences all comment inputs. This valuable feature allowed the team and the City to efficiently document and analyze comments as they related to specific locations and issues identified by respondents.

Flyers, Postcards, and Announcements

Other public outreach materials for workshops and meetings included flyers, postcards, email/text blasts, and Monarch Press articles. All of these materials were designed using the project branding and most were made available in both English and Spanish.



Online Survey and Map Postcard

PUBLIC WORKSHOPS

Public workshops were designed to be flexible and targeted to best serve Goleta's community and encourage wide participation. Workshops were scheduled throughout the project's planning process to engage the community at important milestones.

POP-UP WORKSHOPS

Pop-up workshops are programmed to coincide with existing regularly scheduled community events. These workshops allow the project team to reach out to large numbers of community members in a setting with documented high attendance. These kinds of workshops work well at the beginning of the planning process because they allowed the team to gather comments, as well as to generate interest in upcoming conventional workshops.

Two pop-up workshops were conducted shortly after the project kick-off meeting. The team set up a booth at the Lemon Festival on Saturday, September 24 and at the Farmers' Market on Sunday, September 25, 2016. Both events were very well attended and allowed the team to introduce the project to a large number of community members. In addition, the team gathered many comments utilizing large table maps and exhibits prepared for the workshops. The team distributed postcards inviting people to take the online survey and to provide additional comments via the online map.

At both of these workshops, people enthusiastically provided comments on the pedestrian and bicycle infrastructure. They shared issues about certain corridors and intersections, but also highlighted areas that were good examples.

“ Intimidating, and long intersection. Not enough time and confusing signalization. ”

Comment regarding Fairview Avenue and Hollister Ave intersection

“ Extend bike path to Cathedral Oaks. ”

Comment regarding multi-use path near Ellwood Elementary

“ Better signal timing. Dangerous intersection. ”

Comment regarding Storke Road and Hollister Ave intersection

“ Lots of emphasis here. Awful crossing. ”

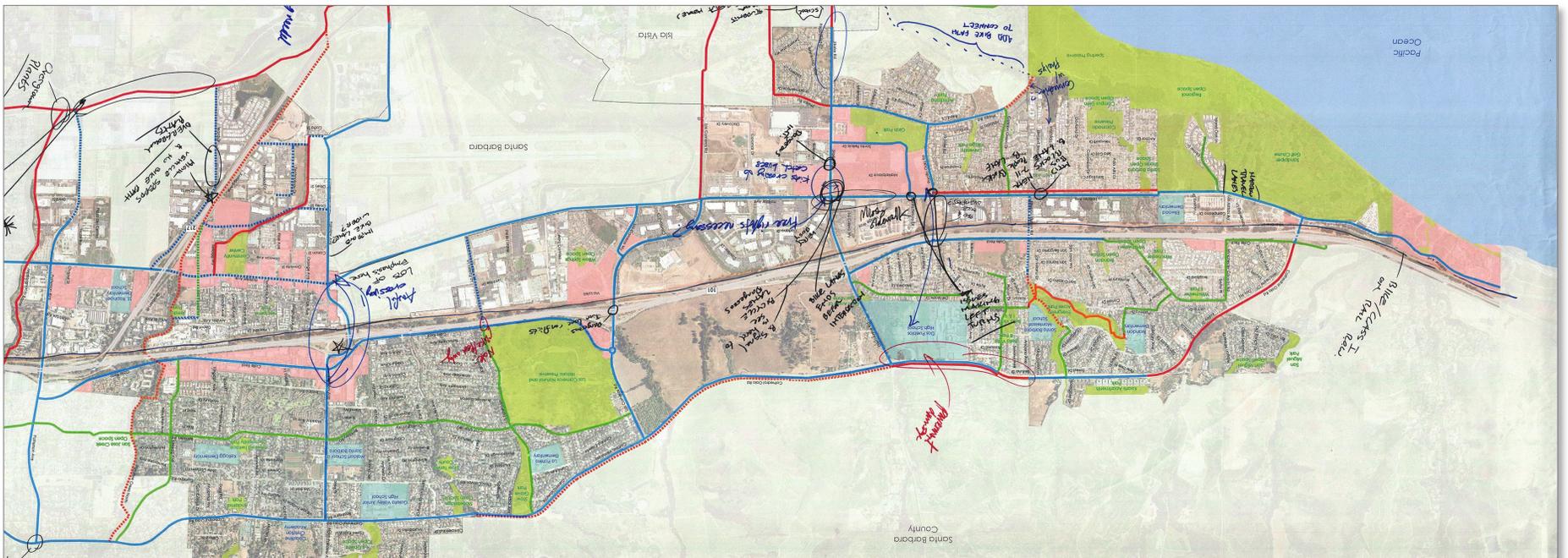
Comment regarding Fairview Avenue/US101 overpass



Lemon Festival Pop-Up Workshop



Farmers' Market Pop-Up Workshop



One of four table maps with comments from the Pop-up Workshops

CONVENTIONAL WORKSHOPS

Conventional workshops typically take place in centrally-located community spaces at important milestones of the planning process.

Workshops 1 and 2

The initial two workshops were scheduled on November 9, 2016, at two locations. The first took place at UCSB in the morning and the second took place at the Goleta Valley Community Center in the evening. Both workshops allowed community members and stakeholders to learn about the project and to provide valuable comments.

A brief formal presentation was scheduled at the beginning of both workshops to introduce the project, review the planning process, and communicate the objectives of the workshop.

The table maps were organized by dividing the City into four quadrants. This allowed the maps to be printed at a larger scale so that attendees could easily identify and highlight constraints and opportunities. Furthermore, the maps were designated with a bicycle-focus or pedestrian-focus to allow people to comment on specific matters. Additional exhibits depicting important information and educational material were posted on easels throughout the room. Surveys and Spanish interpretation was also available.

The workshops were well-attended and the project team documented over 200 comments. Attendees were encouraged to complete the online survey and to provide additional comments using the online map.

Community Workshop Instructions

 Please sign in

 Review the printed materials and ask questions

 Provide comments on any of the maps

 Participate at any of the activity boards

Ask Yourself...?

 **Bicycle-Related Questions:**

- Where are there gaps in the street and path system where bikeways either end abruptly or don't exist?
- What type of bikeway would work to make such locations feel safer and more comfortable for bicycling?
- Where do existing bikeways not feel sufficient or safe enough?
- Where could Goleta use more bicycle parking?
- What type of bicycle parking would best fit the needs of such locations and its users?
- Where are some "low stress" bicycling routes (typically through neighborhoods) that would serve as good alternatives to riding on major streets?
- What locations (intersections and streets) are a safety concern to you?
- What types of bikeways do you want to see more of in Goleta?

 **Pedestrian-Related Questions:**

- Where are there gaps in the sidewalk and path system where they either end abruptly or don't exist?
- Where should walkways be improved, either with a better walkway or maintenance?
- Where could Goleta use more pedestrian crossings?
- Where are places (intersections and streets) that are a safety concern to you?
- What type of walkways and crossings do you want to see more of in Goleta?


WALKBIKEGOLETA

What Do You Want Throughout Your Community?

Workshop Instructions

The following comments summarize the major points of discussion:

1. Fairview Avenue and the 101 overpass is dangerous and needs attention.
2. Provide separated bicycle facilities. Multi-use paths are favored.
3. Improve signal timing for pedestrians and install higher visibility crosswalks at major intersections.

