Appendix C

C Outreach



Community Outreach – Phase #1

Spring 2019

SUMMARY REPORT

INTRODUCTION

From April through May, 2019, the City of Chula Vista conducted community outreach activities as part of the first planning phase of the Active Transportation Plan (ATP) development process. The purpose of the outreach activities was to review the ATP purpose, background and planning process, and facilitate input about areas of the city that are desirable places to walk and ride bicycles, as well as locations with significant barriers. Additionally, the activities provided the opportunity to provide initial education about the classes of bicycle facilities that may be included as recommendations in the ATP. This report summarizes the activities proceedings and input.

Background

The City of Chula Vista is developing the ATP to help guide future pedestrian and bicycle improvements. The ATP will build off of the City's recent efforts, such as the Pedestrian Connectivity Plan and the Bikeway Master Plan, and propose approaches to accommodate emerging technologies such as scooters and electric bike share. The planning process for the ATP will focus on the following objectives:

- 1. Evaluate bicycle and pedestrian safety and connectivity
- 2. Discuss priorities with community members and stakeholders
- 3. Develop active transportation goals and policies
- 4. Recommend safe connections to activity centers and transit hubs
- 5. Identify bicycle and pedestrian improvements
- 6. Position Chula Vista to be competitive for grant funding opportunities

In addition to advising and supporting the project team related to the public participation activities for the SMP, the Stakeholder Working Group is providing insights regarding the methodology and planning outcomes, including community outreach activities.

Activities Overview

The ATP project team designed an outreach activity for Phase 1 that informed the existing conditions research and analysis for the ATP. The activity mirrored the objectives and design of the online community questionnaire, which was distributed throughout the City during the same time period. The objectives of the activity focused on collecting participants' input about locations and routes that they feel comfortable walking and biking, and the conditions that encourage their use. Conversely, participants identified locations and routes that they do not feel comfortable and the physical barriers and conditions that contribute to these feelings and experiences. Participants also learned about the classifications of bicycle facilities, and provided initial input about the facility types that may be most appropriate in the City. (More detailed review of the facility recommendations at potential locations in the City will be developed in Phase 2.)

To reach community members who may not normally attend a traditional community workshop, the project team deployed the outreach activity as a "pop-up" at two community events in the western and eastern portions of the city that are known to draw high numbers of attendees. (Activities during Phase 2 will be located at northern and southern locations of the City, and will also include a parallel online community questionnaire.) Additionally, the activity design included bilingual English/Spanish translation through the printed materials and with project team members. The community events were:

- Western: Day of the Child (Chula Vista Community Collaborative),
 April 27, 11:00 a.m. 3:00 p.m., Memorial Park
- Eastern: Otay Ranch Farmers Market, May 14, 2019, 4:00 p.m. 8:00 p.m., Otay Ranch Town Center

In addition to drawing a large number of attendees, the SWG recommended the Day of the Child event is known to draw community members who typically are challenged to participate in traditional workshops due to low socio-economic status and/or communicate primarily or exclusively in Spanish-language. Approximately 200 community members visited the booth at the Day of the Child event, and about half conversed with project team members in Spanish language. Approximately 100 community members visited the booth at the Otay Ranch Farmers Market.

At each event, members of the project team (City staff, Chen Ryan Associates, and MIG) provided one-on-one engagement with participants, including bilingual English/Spanish speakers. The activity setup at the events included the following:

- Sign-in table and "prize wheel": Participants signed up for future email updates (optional) and spinned the wheel for give-aways, which included sunglasses, pull-string backpacks, and bicycle water bottles. Participants were then encouraged to provide input through the activities.
- Walking and bicycling routes: Participants explained to project team members where they walk and bicycle in the City, and the reasons why they do so (e.g., good sidewalks, safe). They also indicated routes and locations that are undesirable and why. Participants and project team members marked these locations on the table-top maps with markers, specially designed stickers, and notes.
- **Bicycle facilities**: A poster display educated participants about the types of bicycle facilities, including pros and cons of each type. Some participants used a dot to indicate the type of facility they believe may be most appropriate in the City.
- Kids' activity: Children used paper and crayons to draw what would make their neighborhoods better for biking and walking. Project team members placed these drawings on a large wallgraphic.
- Vision wallgraphic: In addition to the childrens' drawings, project team members noted major themes, visions, issues and opportunities that emerged from one-on-one discussions with participants during the events.



Children drew pictures of the types of improvements in their neighborhoods that would improve walking and biking.

• **Additional information**: Participants reviewed a poster-size version of the fact sheet that included the timeline of the planning process, the project website and link to the online questionnaire. Interested participants took a handout version of the poster.

SUMMARY OF COMMUNITY INPUT

Following is a summary of input collected at the community events. Scanned copies and photo-reductions of the input materials are included in the appendix of this report.

Visions and Themes

As part of interactions with project team members about conditions, routes and locations for walking and biking, as well as childrens' input about desirable bicycle and walking improvements in their neighborhoods, following are emerging visions and themes suggested by participants.

- Calmer, safer traffic conditions: speeds, turns, crossings, volume, Trolley
- Safe and secure public spaces: crime and collision prevention
- Connected communities: trail, pathway, transit and sidewalk networks
- Comprehensive street lighting
- Safe routes to school
- Facilities that serve all ages
- Public education, awareness and behavior: driving, walking, biking, scooter riding
- New technologies and modes
- Beautified and improved infrastructure

Photo-reduced images of the wallgraphics from both events are included in the appendix of this report.

Mapping of Walking and Biking Locations

Participants explained to project team members where they walk and bicycle in the City, and the reasons why they do so (e.g., good sidewalks, safe). They also indicated routes and locations that are undesirable and the conditions. Participants and project team members marked these locations on the table-top maps with markers, specially designed stickers, and notes.

Desirable Conditions, Routes and Locations

Overall, feelings and experiences related to safety and security represented participants' descriptions of desirable conditions, routes and locations for walking and biking in the City. Common conditions identified by participants included the following:

- Dedicated and/or separated pathways
- Safe traffic speeds
- Destinations: shopping, parks, schools
- Natural beauty: trees, parks, open space
- Lighting
- Shade
- Well-maintained and clean



Project team members facilitated input from community members about conditions, routes and locations for walking and biking.

Routes and locations referenced with some frequency by participants included the following:

- Marina and Bayshore Bikeway: calm, no traffic, natural beauty, trees, dedicated pathways, places to play
- 3rd Avenue: wide sidewalks, safe, shopping destinations
- J Street (portions): connects to Marina and 3rd Avenue
- Broadway: safe during daylight hours and with more people
- Telegraph Canyon: Class II bikeway
- Bryce Canyon area and street loop: minimal traffic, safe for walking, trails into the canyon
- Bonita Road: safe traffic flow, trail around golf course
- Otay Valley Road: bike lanes
- Otay Ranch Village 1: shopping and destinations
- Between SR 125 and Lower Otay Reservoir): separate pathways, connections to parks, minimal traffic
 - Proctor Valley
 - Olympic Parkway
 - Otay Lakes Road
- Additional routes/segments:
 - o 2nd Avenue
 - o 5th Avenue
 - Hilltop

La Media

Undesirable Conditions, Routes and Locations

Similarly, feelings and experiences related to safety and security represented participants' descriptions of undesirable conditions, routes and locations for walking and biking in the City. Generally, participants identified a higher number of undesirable conditions, routes and locations in the western part of the City. Common conditions identified by participants included the following:

- Crime and security (known or perceived issues)
- Missing sidewalks
- Missing or unsafe crossings
- Unsafe driver behaviors: speeding, not yielding to pedestrians and bicyclists
- Hills and topography
- Congested traffic
- Inadequate or lack of lighting
- Unkept spaces: public and private property
- Minimal or no bicycle parking at destinations

Routes and locations referenced with some frequency by participants included the following:

- Broadway: traffic speeds, crime, night-time safety and security, crossings
- Palomar (western portion): traffic speeds, safety and security, vehicle stops at crossings
- Main Street: traffic speeds, missing sidewalks, pedestrian/bicycle/vehicle separation
- F Street and 4th/5th avenues: safety and security
- Woodlawn/Flower/Broadway area: school zone, safety and security, traffic congestion, crossings
- Industrial: traffic speeds, crossings
- Telegraph Canyon: traffic speeds and congestion, bike lane protection
- Paseo Ranchero
- La Media: traffic speeds, vehicle stops at crossings
- Olympic Parkway: traffic speeds and congestion
- Eastlake Parkway: safe routes/crossings to school, traffic speeds and volume, pedestrian/bicycle/vehicle separation

Bicycle Facility Types

Some participants learned about the type of potential bicycle facilities that may be recommended for corridors/locations in the City as part of the ATP.

Based on their brief education about the facility types, including general pros and cons of each time, participants shared initial preferences of the types they'd prefer to see in the City.

Facility Type	Participants' Preferences
Class I – Multi Use Path	13
Class II – Bike Lane	3
Class III - Bike Route	5
Class IV – Cycle Track	13

Specific recommendations for bicycle facility types at locations in the City will be reviewed as part of public outreach activities during Phase 2.

APPENDIX

The following pages include copies or photo-reductions of materials from the outreach activities as follows:

- A. Fact Sheet and Poster
- B. Maps of Walking and Biking Conditions, and Bicycle Facilities Posters
- C. Wallgraphics of Visions and Themes

Appendix A: Fact Sheet and Poster (1 of 2)



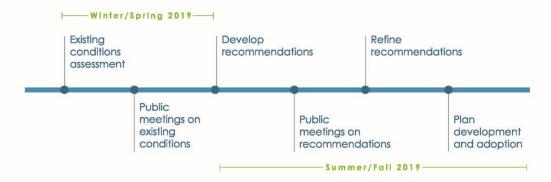
OVERVIEW

The City of Chula Vista is developing an Active Transportation Plan (ATP) to help guide future pedestrian and bicyle improvements. The ATP will build off of the City's recent efforts, such as the Pedestrian Connectivity Plan and the Bikeway Master Plan, and propose approaches to accommodate emerging technologies such as scooters and electric bike share.



TIMELINE

The Chula Vista ATP is scheduled to be completed in Fall 2019.





Please contact: Patrick Moneda, Senior Civil Engineer, City of Chula Vista Engineering Department PMoneda@chulavistaca.gov or (619) 407-3512

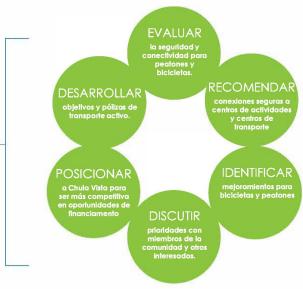


Appendix A: Fact Sheet and Poster (2 of 2)



VISIÓN GENERAL

La Ciudad de Chula Vista está desarrollando un Plan de Transporte Activo (PTA) que ayudará a guiar mejoramientos para peatones y bicicletas en el futuro. El PTA se basará en los recientes esfuerzos de la ciudad de Chula Vista, tal como el Plan de Conectividad Peatonal (Pedestrian Connectivity Plan) y el Plan Maestro de Ciclovías (Bikeway Master Plan), así como también propondrá métodos para apoyar la adaptación de las tecnologías emergentes como Scooters y bicicletas eléctricas compartidas.



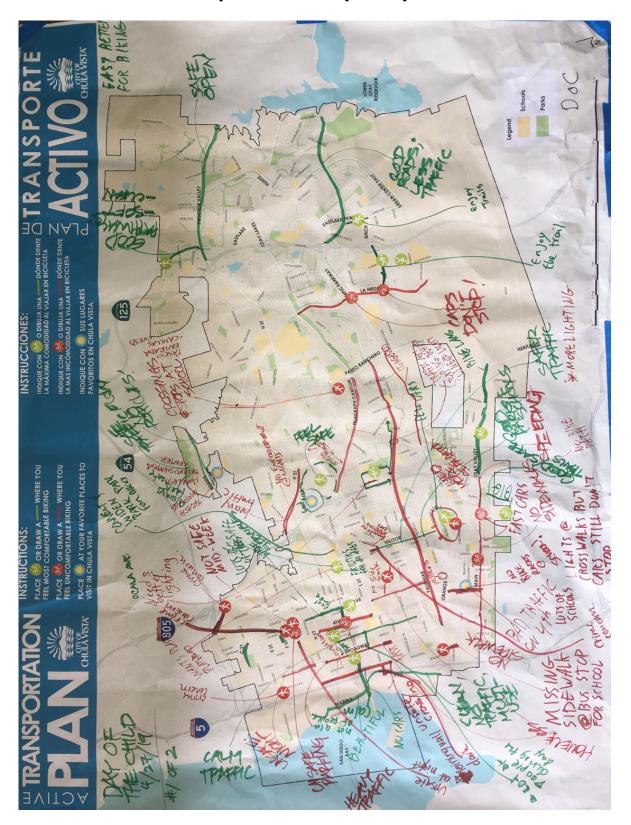
LÍNEA DE TIEMPO

El PTA de Chula Vista está programado a ser completado en otoño 2019.

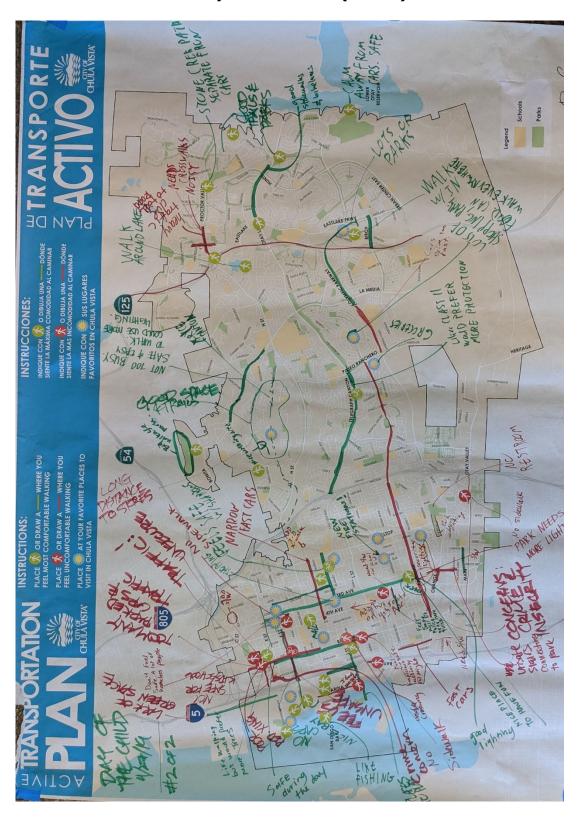




Appendix B: Maps of Walking and Biking Conditions, and Bicycle Facilities Posters – Day of the Child (1 of 3)



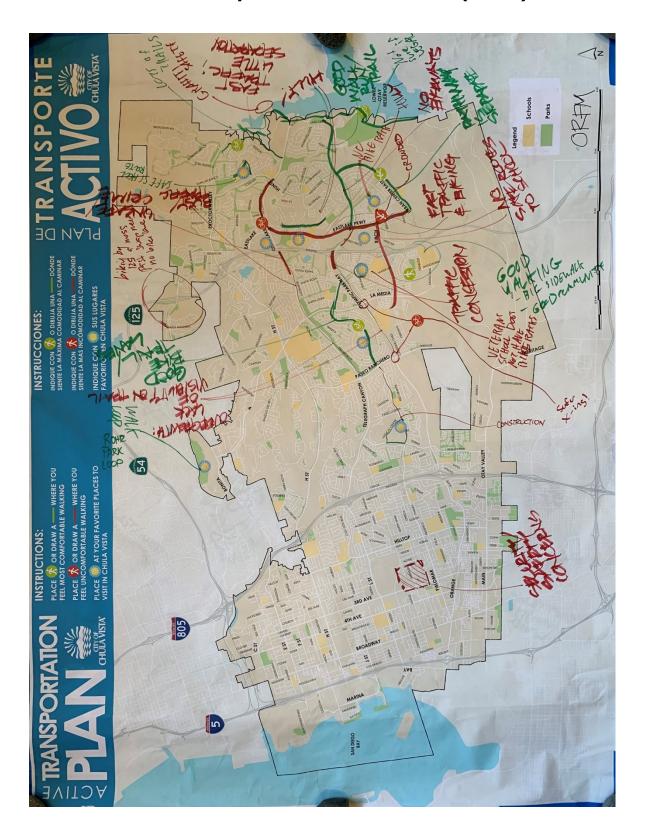
Appendix B: Maps of Walking and Biking Conditions, and Bicycle Facilities Posters – Day of the Child (2 of 3)



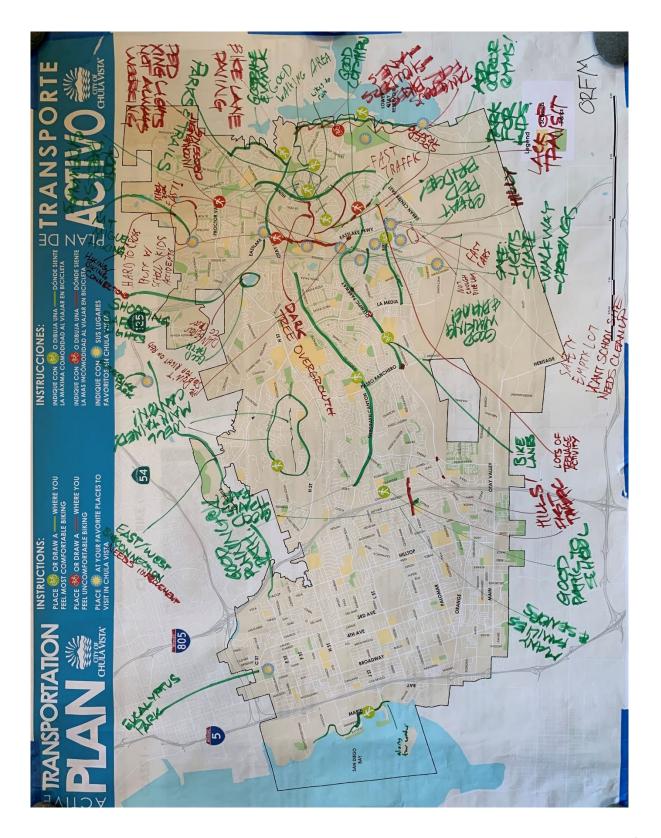
Appendix B: Maps of Walking and Biking Conditions, and Bicycle Facilities Posters – Day of the Child (3 of 3)



Appendix B: Maps of Walking and Biking Conditions, and Bicycle Facilities Posters – Otay Ranch Farmers Market (1 of 3)



Appendix B: Maps of Walking and Biking Conditions, and Bicycle Facilities Posters – Otay Ranch Farmers Market (2 of 3)



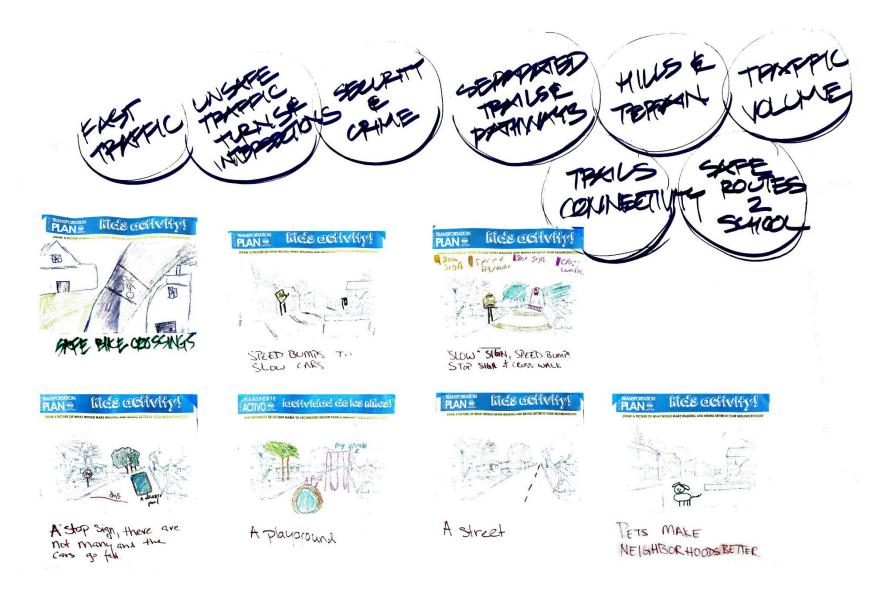
Appendix B: Maps of Walking and Biking Conditions, and Bicycle Facilities Posters – Otay Ranch Farmers Market (3 of 3)



Appendix C: Wallgraphics of Visions and Themes - Day of the Child



Appendix C: Wallgraphics of Visions and Themes - Otay Ranch Farmers Market





Community Outreach - Phase #2

Summer 2019

SUMMARY REPORT

In August 2019, the City of Chula Vista conducted community outreach activities as part of the second planning phase of the Active Transportation Plan (ATP) development process. The purpose of the outreach activities was to review the ATP purpose, background and planning process, and facilitate input about emerging network concepts for pedestrian and bicycle modes. Additionally, the activities provided the opportunity to provide input on prioritization criteria for future implementation of ATP projects. This report summarizes the activities proceedings and input.

Background

INTRODUCTION

The City of Chula Vista is developing the ATP to help guide future pedestrian and bicycle improvements. The ATP will build off of the City's recent efforts, such as the Pedestrian Connectivity Plan and the Bikeway Master Plan, and propose approaches to accommodate emerging technologies such as scooters and electric bike share. The planning process for the ATP will focus on the following objectives:

- 1. Evaluate bicycle and pedestrian safety and connectivity
- 2. Discuss priorities with community members and stakeholders
- 3. Develop active transportation goals and policies
- 4. Recommend safe connections to activity centers and transit hubs
- 5. Identify bicycle and pedestrian improvements
- 6. Position Chula Vista to be competitive for grant funding opportunities

In addition to advising and supporting the project team related to the public participation activities for the ATP, the Stakeholder Working Group is providing

insights regarding the methodology and planning outcomes, including community outreach activities.

Activities Overview

The ATP project team designed an outreach activity for Phase 2 that informed the development of networks for pedestrians and bicycle modes, as well as priorities for decision-making and implementation of the ATP in the years ahead. The objectives of the activity focused on collecting participants' input about the comprehensiveness of the emerging networks, as well as input about the proposed corridor designations and potential improvements. Additionally, the activity focused on facilitating public input about priority criteria around funding and implementing ATP projects in the future.

Similar to the Phase 1 approach, to reach community members who may not normally attend a traditional community workshop, the project team deployed the outreach activity as a "pop-up" at two community events in the city that are known to draw high numbers of attendees. Additionally, the activity design included bilingual English/Spanish translation through the printed materials and with project team members. The community events were:

- HarborFest, August 17, 10:00 a.m. 6:00 p.m., Bayside Park
- Otay Ranch Farmers Market, August 20, 2019, 4:00 p.m. 8:00 p.m., Otay Ranch Town Center

Approximately 200 community members visited the booth at the HarborFest event, and approximately 75 community members visited the booth at the Otay Ranch Farmers Market.

At each event, members of the project team (City staff, Chen Ryan Associates, and MIG) provided one-on-one engagement with participants, including bilingual English/Spanish speakers. The activities setup at the events included the following:

- Sign-in table and "prize wheel": Participants signed up for future email updates (optional) and spun the wheel for giveaways, which included sunglasses, pull-string backpacks, and bicycle water bottles. Participants were then encouraged to provide input through the activities.
- **Welcome Display:** Participants reviewed a display poster that provided an overview of the ATP purpose and process, as well as a brief summary of public input provided to-date.
- Networks for Pedestrians and Bicycles: Participants reviewed the emerging networks for pedestrians and bicycles as displayed on table-

top maps. Project team members explained the corridor types and typical improvements and features of each. Participants provided feedback about the comprehensiveness of the network and suggestions about network refinements.

- Prioritization Criteria: A poster display educated participants the draft goals and decision-making criteria for the ATP. Participants indicated their top two criteria by placing dots next to each priority.
- Kids' activity: Children used paper and crayons to draw what would make their neighborhoods better for biking and walking. Project team members placed these drawings on a large wallgraphic.



Participants learned about the emerging pedestrian and bicycle networks, and provided input on the comprehensiveness and corridor designations

• **Wallgraphic**: In addition to the children's drawings, project team members noted major themes, issues and opportunities that emerged from one-on-one discussions with participants during the events.

SUMMARY OF COMMUNITY INPUT

Following is a summary of input collected at the community events. Scanned copies and photo-reductions of the input materials are included in the appendix of this report.

Visions and Themes

As part of interactions with project team members about the emerging networks for pedestrians and bicycles, as well as children's input about desirable bicycle and walking improvements in their neighborhoods, the following visions and themes emerged.

- Create calmer and safer traffic conditions, particularly in the western part of the City and on major streets
 - Focus on safety at locations with high pedestrian traffic
 - Emphasize safe routes to school
 - Locate protected bikeways on high-speed streets, and with features that improve safety for older adults and children
 - Educate the public on safety, including driver awareness and safety at turns

- Connect existing and future trails throughout the City
- Improve maintenance of existing and future infrastructure, including streets, sidewalks, bikeways and roadway cleanliness
- Improve bicycle and pedestrian connections to transit
- Enhance the design of shared bicycle/pedestrian pathways
- Encourage use of bicycle routes that could be commute corridors
- Create spaces that encourage social gathering and play
- Improve programs that reduce bicycle crime

Photo-reduced images of the wallgraphics from both events are included in the appendix of this report.

Mapping of Emerging Networks

Participants learned about the emerging networks of bicycle and pedestrian corridors. Project team members provided each participant with an overview of the corridor types and typical infrastructure design and amenities, and the general rationale for their locations from a citywide perspective. Overall, participants indicated wide support for the proposed networks. One participant suggested extending the "District" corridor designation for Third Avenue farther south along the corridor.

Prioritization of Criteria

Project team members explained to participants the draft goals and criteria for the ATP as displayed on a poster board. Specific to the criteria, project team members that all listed criteria are intended to be included in the ATP. However, for the purpose of the outreach activity, participants were asked to indicate their top 2 criteria via dots that they believe are most critical to informing implementation of the ATP in the months and years ahead.

Following are the criteria, and a tally of the number of participants who indicated each as a priority.

Draft Criteria	Harbor- Fest	Otay Ranch	Total
Schools: Connects to a school	22	9	31
Transit: Connects to a major transit stop	24	3	27
Parks: Connects to a park	14	6	20
Vulnerable Communities: Serves a community with poor air quality, low income levels, low public health, and similar	8	2	10
Collisions: Improves a location with a high number of collisions	35	15	40
Regional Significance: Improves a location that serves the larger region	3	0	3
Connect Infrastructure: Fills gaps by connecting pedestrian or bicycle routes	7	3	10
Cost: Addresses multiple priorities for the cost (i.e., a good return on investment)	4	0	4
Other: Are there additional priorities that you believe are important?	6	0	6

APPENDIX

The following pages include copies or photo-reductions of materials from the outreach activities as follows:

- A. Welcome Poster
- B. Maps of Walking and Biking Conditions, and Bicycle Facilities Posters
- C. Prioritization Criteria
- D. Wallgraphics of Visions and Themes

Appendix A: Welcome Poster



BIENVENIDOS



























Transporte Activo para guiar futuras mejoras para peatones y La Ciudad de Chula Vista está desarrollando un Plan de

y andar en bicicleta sea más fácil para ir a la escuela, el trabajo, ciclistas. Díganos sus ideas acerca de cómo hacer que caminar ¿Que hemos escuchado de la comunidad as actividades recreativas y las compras. hasta ahora?

- Condiciones de tráfico más tranquilas y seguras
- Lugares públicos más seguros
- Comunidades conectadas (Caminos, Vías, etc.)
- Alumbrado público compresivo
- Rutas seguras a la escuela
- Infraestructura pública que sirva a todas las edades
- Mejor educación, conciencia y comportamiento sobre movilidad segura
- Nuevas tecnologías y modos de transporte
- Infraestructura embellecida y mejorada

Hoy, sus ideas ayudarán a crear el ATP y a informar cómo priorizar mejoras futuras.

What have we heard from the community so far?

and bicycle improvements. Tell us your ideas about how to

Iransportation Plan (ATP) to help guide future pedestrian

The City of Chula Vista is developing an Active

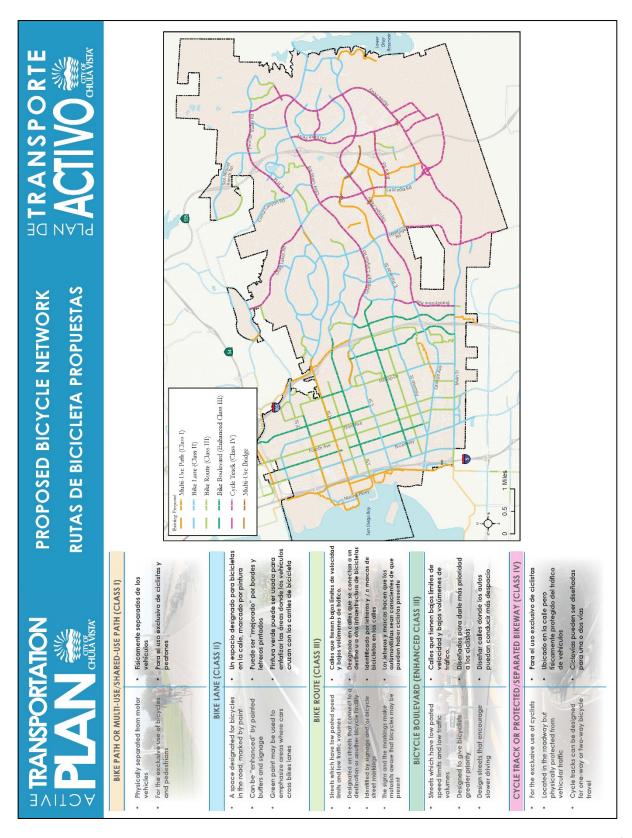
make walking and biking easier for going to school, work,

recreation, and shopping.

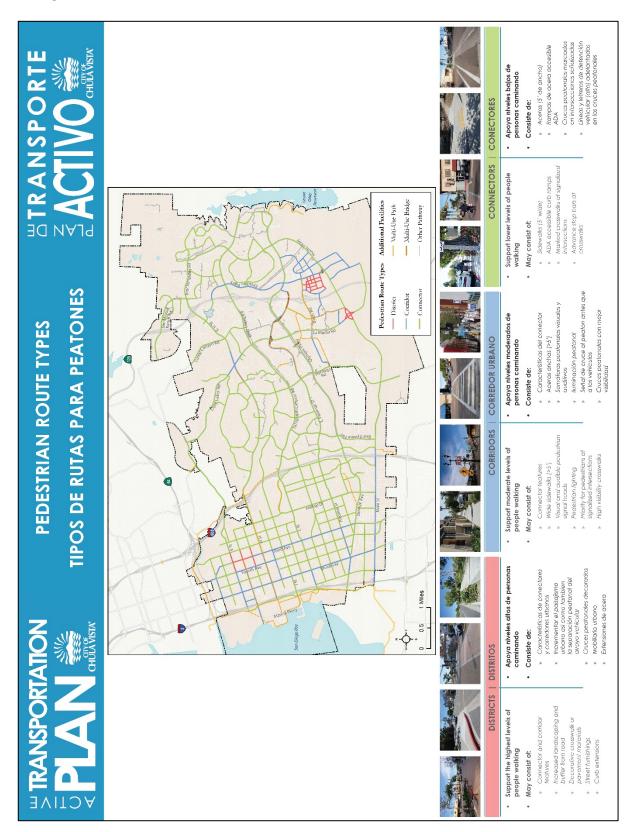
- Calmer and safer traffic conditions
- Safe and secure public spaces
- Connected communities (trails, pathways, etc.)
- Comprehensive street lighting
- Safe routes to school
- Facilities that serve all ages
- Public education, awareness and behavior about safe mobility
- New technologies and modes
- Beautified and improved infrastructure

Today, your ideas will help to create the ATP and inform how we prioritize future improvements.

Appendix B: Maps of Emerging Bicycle and Pedestrian Networks (1 of 2)



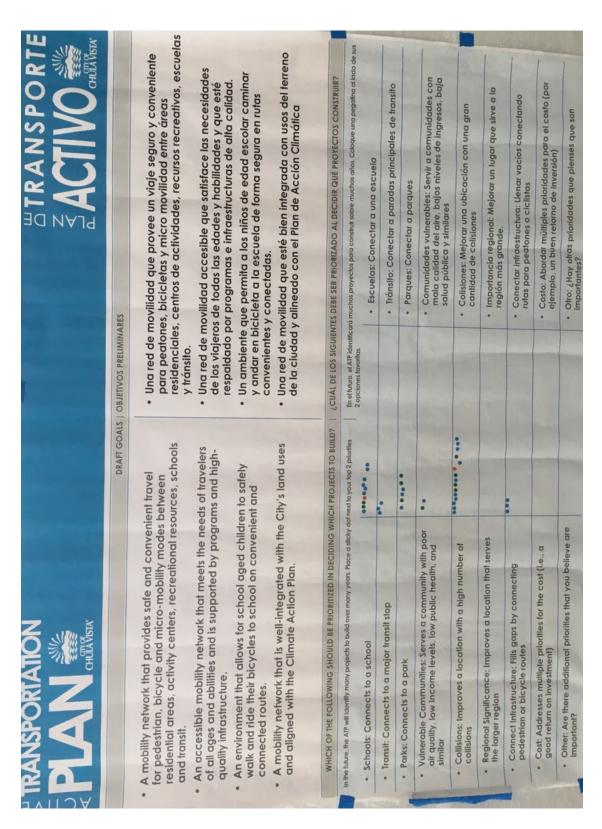
Appendix B: Maps of Emerging Bicycle and Pedestrian Networks (2 of 2)



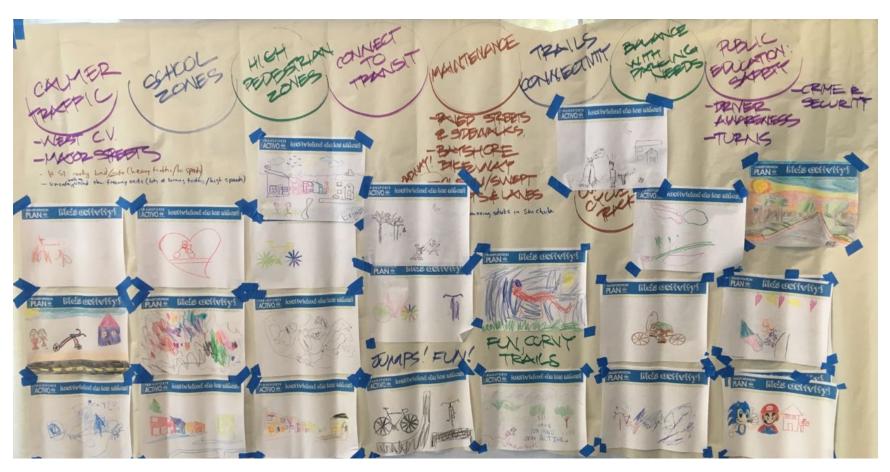
Appendix C: Prioritization Criteria – HarborFest (1 of 2)

	DRAFT GOALS		TIVOS PRELIMINARES Una red de movilidad que provee un viaje seguro y conveniente
			ovilidad que provee un viaje seguro y conveniente
A mobility network that provides safe and convenient travel for pedestrian, bicycle and micro-mobility modes between residential areas, activity centers, recreational resources, schools and transit.	nient travel s between sources, schools	 Una red de m para peatone residenciales y tránsito. 	residenciales, centros de actividades, recursos recreativos, escuela y tránsito.
ible mobility network that and abilities and is suppo astructure.	meets the needs of travelers orted by programs and high-	 Una red de m de los viajero respaldado p 	Una red de movilidad accesible que satisface las necesidades de los viajeros de todas las edades y habilidades y que esté respaldado por programas e infraesfructuras de alta calidad.
 An environment that allows for school aged children to safely walk and ride their bicycles to school on convenient and connected routes. 	dren to safely lient and	Un ambiente y andar en bis convenientes	Un ambiente que permita a los niños de edad escolar caminar y andar en bicicleta a la escuela de forma segura en rutas convenientes y conectadas.
A mobility network that is well-integrated with the City's land uses and aligned with the Climate Action Plan.	e City's land uses	Una red de m de la ciudad	Una red de movilidad que esté bien integrada con usos del terreno de la ciudad y alineado con el Plan de Acción Climática
WHICH OF THE FOLLOWING SHOULD BE PRIORITIZED IN DECIDING WHICH PROJECTS TO BUILD?	WHICH PROJECTS TO BUILD?	CUÁL DE LOS SIGUIEN	COUÁL DE LOS SIGUIENTES DEBE SER PRIORIZADO AL DECIDIR QUÉ PROYECTOS CONSTRUIR?
in the future, the ATP will identify many projects to build over many years. Place a sticky dot next to your top 2 priorities Schools: Connects to a school	r dot next to your top 2 priorities	En el futuro, el ATP identifica 2 opciones favoritas.	En el futuro, el ATP identificará muchos proyectos para construír sobre muchos años. Coloque una pegalina al fado de su 2 opciones favorilas. • Escuelas: Conectar a una escuela
Transit: Connects to a major transit stop	000000000000000000000000000000000000000		Tránsito: Conectar a paradas principales de transito
Parks: Connects to a park			Parques: Conectar a parques
Vulnerable Communities: Serves a community with poor air quality, low income levels, low public health, and similar			Comunidades vulnerables: Servir a comunidades con mala calidad del aire, bajos niveles de ingresos, baja salud pública y similares
Collisions: Improves a location with a high number of collisions			Colisiones: Mejorar una ubicación con una gran cantidad de colisiones
Regional Significance: Improves a location that serves the larger region	•		 Importancia regional: Mejorar un lugar que sirve a la región más grande.
Connect Infrastructure: Fills gaps by connecting pedestrian or blcycle routes	0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0		Conectar infraestructura: Llenar vacíos conectando rutas para peatones o ciclistas
Cost: Addresses multiple priorities for the cost (i.e., a good return on investment)	•		 Costo: Abordar múltiples prioridades para el costo (por ejemplo, un buen reforno de inversión)
Other: Are there additional priorities that you believe are important?	•		Otro: ¿Hay otras prioridades que pienses que son importantes?

Appendix C: Prioritization Criteria – Otay Ranch Farmers Market (2 of 2)



Appendix D: Wallgraphics of Visions and Themes – HarborFest



Appendix C: Wallgraphics of Visions and Themes – Otay Ranch Farmers Market

