



To: Jaime Rodriguez, City of Los Altos
From: Jeff Knowles, Alta
Date: January 13, 2021
Re: Public Engagement Plan (DRAFT)

Los Altos Complete Streets Public Engagement Plan

Purpose

The Public Engagement Plan (PEP) for the Los Altos Complete Streets Plan proposes a range of in-person and online engagement activities. The PEP identifies potential outreach partners, presents the guiding principles and goals for engagement, and provides a detailed approach for the engagement strategies. Outreach activities will be developed to educate the public about the plan, collect input, and obtain feedback on potential trade-offs between alternatives under consideration. In-person outreach will be supported by an interactive online map, online survey, and project website. The PEP is a living document, and the strategies identified can be adapted throughout the plan process to meet the needs and priorities of the City.

Target Audiences

This engagement effort will conduct outreach to a diversity of Los Altos residents and stakeholders, including those not typically involved in government planning projects. To be cost effective, the City will employ direct and indirect outreach efforts. Direct outreach includes using the City's social media channels, website, department newsletters, and iConstituent texting service to communicate with residents. Alta will develop short texts to insert into social media posts and newsletters. City staff should work with Complete Streets Commissioners to share information items at the respective commission meetings. Indirect outreach means coordinating with non-governmental community organizations to spread information to their members/constituents through their respective communication channels.

Direct Communication Methods

- City of Los Altos Website – News and Announcements Sections
- City of Los Altos Website – Events and Meeting Calendar
- City of Los Altos Social Media (Facebook, Twitter, Instagram, NextDoor, iConstituent texting service, and City Manager Weekly Update email)
- The Los Altos Town Crier newspaper (losaltosonline.com)
- City of Los Altos Recreation & Community Services (Facebook and Twitter)
- City of Los Altos Block Action Team (BAT) Leaders
- City of Los Altos Youth Commission
- City of Los Altos Planning Commission
- City of Los Altos Senior Commission
- City of Los Altos Complete Streets Commission

Indirect Communication Methods

- Los Altos Chamber of Commerce

- Los Altos Village Association
- Los Altos Neighborhood Organization
- Los Altos Community Foundation
 - E3 Youth Philanthropy Project
 - Center for Age-Friendly Excellence Project
 - Leadership Education Advancement Project
 - Los Altos Forward
- Day Worker Center of Mountain View
- Community Health Awareness Council
- Friends of Stevens Creek Trail
- Friends of the Library of Los Altos and Community
- GreenTown Los Altos
- Hope Services
- Los Altos Kiwanis
- Los Altos Legacies
- Los Altos Rotary
- YMCA of the Mid-Peninsula
- Los Altos/Mountain View PTA Council
- Los Altos School District (and individual schools)

Strategies

Online Engagement

Alta will develop and maintain a project website that will serve as a portal for distributing content and collecting public feedback. The website will include a brief description of the planning process, an online interactive webmap, link to community survey, draft concept plan line drawings, calendar of upcoming outreach events, email sign-up form, and *Contact Us* information.

City to look into purchase www.LosAltosCompleteStreets.com and redirect web traffic to the Alta website.

The planned public release date for the project website and portal will be during the January 21, 2021 CSC Study Session.

Complete Streets Commission Meetings and Study Sessions

Alta will participate in up to twelve (12) public meetings during the course of the project to highlight the plan, focused on providing the public with tangible products that would benefit from feedback. Most of the public meetings will align with regularly scheduled meetings and focused study sessions with the Complete Streets Commission. To allow more opportunities for the public to engage directly with the city and consultant team, Community Workshop meetings will be aligned to occur prior to Complete Street Commission meetings. It is anticipated that one of the 12 community meetings will be a pop-up kiosk at a Los Altos – Downtown Farmer’s Market.

Alta will prepare and deliver presentations virtually, record feedback, and share notes with the City. Alta will also record the meetings so that they can be posted on the project website.



Strategy Meetings with CSMP Task Force

In addition to regularly scheduled project coordination meetings with City staff, Alta will attend up to four (4) strategy meetings with the CSMP Task Force to review materials prior to public release at future commission meetings. City staff will take the lead in identification of task force members and schedule the task force meetings as needed to align with the proposed project meeting schedule.

Target Meeting Dates (Subject to change)	Meeting Activities
1. CSC Meeting 10-28-2020	Introduce online public outreach drafts and gather feedback
2. CSC Study Session 1-21-2021	CSC Study Session to discuss plan development, engagement strategies, and project schedule expectations. Launch website and Public Comment Portal.
3. Plan Line Session 1 of 3 Workshop and CSC Update 1-27-2021	<p>Community Workshop #1 (held before CSC Meeting).</p> <ol style="list-style-type: none"> 1. Introduce Complete Street Plan and online engagement tools. 2. Share Plan Line Concepts and gather feedback. Concepts include Clark Ave, Covington Road, Gordon Ave, and Miramonte/Berry intersection. <p>Include a follow up presentation to the CSC regular meeting.</p>
4. Plan Line Session 2 of 3 Workshop and CSC Update 2-24-2021	<p>Community Workshop #2 (held before CSC Meeting).</p> <ol style="list-style-type: none"> 1. Introduce Plan Line Concepts and gather feedback. Concepts include Loyola Corners, El Camino Real, Jordan Ave, Casita Way, and Alvarado Ave. <p>Include a follow up presentation to the CSC regular meeting. Include CSC and public update on web portal input.</p>
5. CSC Study Session 3-3-2021	CSC Study Session focused on updates to Walk n Roll to School Maps.
6. Plan Line Session 3 of 3 Workshop and CSC Update 3-31-2021	<p>Community Workshop #3 (held before CSC Meeting).</p> <ol style="list-style-type: none"> 1. Introduce Plan Line Concepts and gather feedback. Concepts include Almond Ave, Jardin Dr, Valencia Dr, Panchita Wy, Los Ninos Wy, Distel Dr, Casita Wy, Solana Dr, and Grant Ave. <p>Include a follow up presentation to the CSC regular meeting.</p>
7. CSC Study Session 4-14-2021	CSC Study Session focused on Safe Routes to School audit results and improvement plans.
8. CSC Study Session 5-12-2021	CSC Study Session Bike and Pedestrian Network Recommendations

9. CSC Study Session 6-30-2021	CSC Study Session (held before or during CSC meeting) on Project Prioritization for Bike-Ped Projects
10. CSC Meeting 8-25-2021	Release of Public Draft Complete Streets Master Plan. Solicit CSC Input and Release Public Draft onto Websites on 8-9-21. Including with presentation of Draft CSMP detailed summary of public web portal input.
11. Pop-Up Event (tentative)	To be held in August at the Farmer’s Market (tentative)
12. September City Council Meeting (Study Session) DATE TBD	Presentation to City Council on DRAFT CSMP Plan.
13. CSC Meeting 10-29-2021	Presentation of DRAFT FINAL CSMP Plan.
14. November City Council Meeting (Public Hearing)	Presentation of DRAFT FINAL CSMP Plan for adoption.

For all meetings City will advertise meetings on City Website, social media, printed newspaper, direct mailer to streets with Plan Line Drawing input, and citywide text messaging. Invite to Study Sessions, member of Parks Commission.

In Person Community Meetings

During the initial Request for Proposals (RFP) and contract negotiation for the Complete Streets Master Plan project the City planned on holding in-person ride along’s for proposed bike corridor projects and walk along’s for school routes. The in-person meetings are currently being deferred due to COVID-19 restrictions. The proposed meeting schedule above reflect an expanded online community meeting approach including focused study sessions with the Complete Streets Commission. At least one in-person pop-up kiosk station is expected at one of the Downtown Los Altos – Farmer’s Market event, this event will take place in the Spring after all the proposed school Walk n Roll and Hot Spot maps are available for public input, this will allow residents to view and comment directly on the proposed Safe Route to School elements of the project.

The project team will release recommended walking and biking routes for residents and encourage submittal of comments through the project web portal or email. If COVID-19 restrictions allow for future in-person meetings the project meeting schedule with be adjusted to accommodate.