Expressway Plan 2040

Community Outreach Plan

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Background

Adopted in 2003, and updated in 2008, the Comprehensive County Expressway Planning Study provides a long-term plan for the improvement and maintenance of the County Expressway System. It includes all areas of need: capacity and operational improvements, signal operations, high-occupancy vehicle (HOV) lanes, bicycle and pedestrian improvements, and finishing elements such as landscaping and sound walls. It also includes a summary of ongoing operating and maintenance needs and funding strategy recommendations.

The 2008 Update was primarily an administrative update to reflect new conditions that arose since the publication of the previous planning study; however it also tackled some key issues unresolved in the 2003 Study. These issues included developing an expenditure plan for the highest priority expressway capacity and operational improvements, integrating South County’s Santa Teresa-Hale Corridor’s needs into the project lists, and developing a plan to more completely accommodate pedestrians on all expressways.

The 2013 Study, also referred to as the Expressway Plan 2040, will take a fresh look at the needs of the expressway system in the context of current and projected traffic conditions and consistency with Complete Streets policies and objectives in city general plan circulation elements. It will look at each expressway as an individual corridor and at the system as a whole. The Expressway Plan 2040 will provide a roadmap for the long-term improvement and maintenance of the Expressway System.

The same collaborative planning process used to develop the 2003 Expressway Study was used for the 2008 Update and is being used as a model for this 2013 Study effort. Elected officials and staff from all twelve cities and the Santa Clara Valley Transportation Authority (VTA), the County Roads Commission, the County Bicycle and Pedestrian Advisory Committee (BPAC), and the community will participate in the development of the Expressway Plan 2040.

This document outlines the Community Outreach approach for the Expressway Plan 2040.

WHAT IS A COMMUNITY OUTREACH PLAN?

The Community Outreach Plan is a tool that:

- Sets goals and objectives.
- Provides direction and scope for the effort.
- Optimizes use of resources.

Effective planning efforts benefit from a consistent and cohesively structured process. As planning is a continuous process, one with no clear beginning and no clear end, it is helpful for the community and policymakers to see how and where their input can inform the process and shape the plans that are created. While plans can be developed on a regular basis, and in the

1 For purposes of this scope of work, references to the Expressway System and to expressways in general will include the Santa Teresa/Hale Corridor in South County.
case of the Comprehensive Expressway Plans they are updated at five-year intervals, it is the process of planning that is important, not necessarily the milestone of the publication of the final Plan itself. However, just as the benefits of the 2003 Expressway Study and its 2008 Update have been substantial and system-wide, in the case of the Expressway Plan 2040, the published Plan will be a valuable tool for securing funding for the projects identified within.

GOALS AND OBJECTIVES

An extensive collaborative planning process was implemented during the previous studies to ensure the local cities and their residents would support the final recommendations. Study progress and direction was monitored by a Policy Advisory Board (PAB) consisting of city elected officials, VTA Board members, County Supervisors, and County Roads Commission members. A Technical Working Group (TWG), consisting of city and other agency staff, provided review and input to both study staff and the PAB. Community outreach activities included telephone surveys, various neighborhood and business community meetings, and formal community meetings.

A similar collaborative planning process will be used throughout this Study to ensure the affected stakeholders are aware of and support the Expressway Plan 2040 recommendations. The Study’s progress and direction will be monitored and guided by a TWG and a PAB, providing for participation by staff and elected officials from the County, cities, VTA, and Caltrans. In addition, the Study process will include coordination with the California Highway Patrol, the Santa Clara County Chambers of Commerce, the Silicon Valley Leadership Group, and community groups as detailed in the outreach plan below. Community meetings and surveys will assist in generating input from expressway users and neighbors.

DIRECTION AND SCOPE OF OUTREACH EFFORT

The Study will include review and revision to each expressway’s vision statement to guide the overall improvement plan for that expressway. The Study report will summarize the existing and projected traffic conditions, operational analysis, improvement concepts and strategies for all users, preliminary costs, phasing and priority of improvements, and implementation/funding strategies.

The following is the scope of the Study effort:

1. Identify benefits of the expressway system to the economic health of each city and the County as a whole, including public user understanding and perception.

2. Assess traffic impacts and ramifications of projected growth in the Study area along each expressway.

3. Develop consensus and commitment to the vision and role of each expressway as part of the local and regional transportation system.

4. Develop and prioritize project list for capacity and operational improvements consistent with expressway vision.
5. Develop Complete Streets improvement project lists consistent with expressway vision (pedestrian, bicycle, finishing program elements).

6. Identify connectivity and access issues along and across the expressways for all users and recommend improvements, including operational improvements to allow or enhance cross signal coordination on side streets.


8. Identify funding needs, potential funding opportunities, and implementation strategies.

An outreach process designed to keep the community informed and solicit input from a broad range of stakeholders will be an integral part of the Study. Stakeholders include local residents and businesses located in proximity to expressways, current expressway users, and organizations that represent interest groups.

RESOURCES AND TOOLS

Consistent with the Early Public Notification and Outreach processes of the County’s Department of Planning and Development adopted in May 2013, this outreach effort will identify the best tools and techniques to provide a means for public engagement.

Those tools include:

- Notices providing information about meetings and availability of the website materials in the San Jose Mercury News, community and ethnic media;
- Early Notification/outreach to stakeholders regarding the project and opportunities for community input through existing e-lists from cities, the County and various elected officials as available;
- Mail and email to neighborhood and community interest groups;
- Press releases and public service announcements;
- Special outreach to Gary Richards regarding inclusion in the *Mr. Roadshow* column;
- Postings and links on city websites;
- Use of social media as appropriate;
- Community Meetings held in neighborhoods;
- Meetings with stakeholder groups such as bicycle and pedestrian advisory committees (BPACs);
- Meetings with elected officials in small group sessions;
- Meetings with technical staff from cities;
- Meetings with elected officials from cities;
- Posting of materials on the County Roads and Airports Department website;
- Development of a separate webpage for project materials;
- Post on-site project informational signs/posting on County Expressways as appropriate;
- Web based tool – request to receive Study notifications and utilization of email notification lists;
- Web based tool – to participate in web-version of telephone survey;
- Multilingual telephone survey; and
Multilingual information included in notices to request interpreters at the community meetings.

Details for each of these activities and their timing follows.

**COMMUNITY OUTREACH ACTIVITIES AND SCHEDULE**

**WEBPAGE**

The County Roads and Airports Department maintains a very informative website. Expressway Plan 2040 materials will be available on the existing County website ([www.expressways.info](http://www.expressways.info)). Links to meeting notifications, presentation materials, fact sheets, and expressway corridor maps will be presented as part of the Expressway Plan 2040 web presence. In addition, a sign up process for the email notification list will also be housed on the website. The web pages will be developed very early in the project schedule and continuously refreshed and updated as materials become available and/or updated.
FACT SHEETS

Ten fact sheets consisting of one per Expressway and one covering the entire Expressway system will be prepared for distribution at community centers and civic groups and to be posted on the website. The fact sheets will contain:

- The vision statement for the expressway;
- A map of the corridor;
- History, existing conditions, and adjacent land uses;
- Proposed project elements and objectives;
- Operations information such as bicycle and pedestrian facilities, bus stops and carpool hours;
- Maintenance information; and
- Proposed project capital costs, funding availability and schedule and contact information.

The fact sheet for the entire system will cover similar categories as relevant.

The fact sheets will be prepared early in the project schedule and updated up to two times each, as additional information is developed. It is anticipated that the first set of updates will occur after the first round of community meetings to reflect input received regarding project goals and community vision for the expressways. The second set of updates is targeted to occur after the second round of community meetings, after the updated project list is developed for each expressway.

COMMUNITY MEETINGS

Up to three rounds of community meetings will be held in each supervisory district per meeting cycle. A total of fifteen community meetings are assumed. The meeting noticing includes newspaper announcements in local and ethnic media, email messages to community groups, signage on the relevant expressways, emails to the interested-parties database, and announcements in the San Jose Mercury News Mr. Roadshow column.

The focus of the first set of community meetings is to provide an overview of the Expressway Plan 2040 focusing on the purpose, schedule, existing conditions. The community will then be encouraged to add input on how and what to consider for possible solutions to existing problems. In addition, the existing vision statements will be introduced and discussed. The format is envisioned to be Open House-style providing an interactive and community friendly set-up with the use of displays and maps.

Using the attendance and participation of the first round of community meetings, the team will determine if the expense of a second round of community meetings is justified or if relying more on web and telephone surveys and attendance at other meetings (e.g., city and County BPAC meetings and other existing meetings) for input is more appropriate.

At the second set of meetings, the project team will present the revised vision statements for concurrence, capacity and operations information, and an overview of the “Complete Streets” concept. “Complete Streets” describes a comprehensive, integrated transportation network with infrastructure and design that allows safe and convenient travel along and across streets for all
users, including pedestrians, bicyclists, persons with disabilities, motorists, movers of commercial goods, users and operators of public transportation, seniors, children, youth, and families. The 2003/2008 Expressway Study included bicycle, pedestrian, and finishing elements designed to improve the usability of the expressways within the context of a system designed to relieve local streets of traffic and supplement the freeway system. The Expressway Plan 2040 will update these elements taking into consideration each city’s approach to Complete Streets circulation plans. A range of options and solutions to solve community identified issues will be presented. Feedback through interactive displays, maps, ranking of various project elements, is anticipated.

Prior to the proposed second round of meetings, the phone and on-line survey (see further discussion below) will be live to capture similar feedback on project alternatives and prioritization of elements.

At the third round of community meetings, narrowing alternatives and a “preferred set of project elements” that would be outlined in a Proposed Draft Expressway Plan 2040 will be discussed. The Draft Plan contains all project elements such as roadway improvements as well as pedestrian and bicycle improvements. Information regarding implementation and funding strategies are also included in the Draft Plan. Feedback on the various Plan elements is generated at the meetings prior to the Plan being finalized.

TECHNICAL WORKING GROUP, POLICY ADVISORY BOARD, COUNTY ROADS COMMISSION, CITY COUNCIL AND BOARD OF SUPERVISORS MEETINGS

As outlined above, an extensive collaborative planning process has been implemented during the previous studies to ensure the local cities and their residents would support the final recommendations. Study progress and direction was monitored by a PAB consisting of city elected officials, County Supervisors, and County Roads Commission members. A TWG, consisting of city and other agency staff, provided review and input to both study staff and the PAB.

Following a similar cycle to the community input, both the PAB and TWG will meet throughout the process to review community input and provide their own input into the Expressway Plan 2040.

At the first TWG and PAB meetings, the existing conditions and scope of the Expressway Plan 2040 will be reviewed and discussed. In addition, this Community Outreach Plan will be vetted and commented on.

At the second round of PAB and TWG meetings, the community and web feedback will be collected and discussed. The PAB and TWG will also be presented with the proposed capacity and operation project lists. Participants will be encouraged to provide input on the options presented. After the PAB reviews and approves the project lists, it is submitted as the General Plan Circulation Element project list for the Expressway System. This is an important milestone as the County moves to update its General Plan.

The third round of PAB and TWG meetings focus on capacity and operations and complete streets among other elements as outlined in the graphic above. It should be noted that for every PAB meeting it is anticipated that two TWG meetings are held to support the PAB meeting.
The fourth and fifth rounds of PAB and TWG meetings are anticipated to occur in late 2014 and early 2015 as the Draft and Final Expressway Plan 2040 are circulated for approval. During this same period, the County Roads Commission, the County Board of Supervisors, and each City Council will have presentations of the Plan and be asked to adopt or recommend approval of the Plan as appropriate.

VISION STATEMENTS AND SMALL GROUP PAB MEETINGS

Each expressway has its own unique character, function, and community relationship, and the ultimate build-out of each expressway must vary to meet community needs. The 2003 Expressway Study used an extensive community involvement process to develop a vision statement for each expressway to guide the expressway plans. These expressway vision statements will be reviewed and revised as necessary in this Plan.

Input into the vision statements will be obtained through the community meetings and stakeholder meetings identified above. In addition, early in the process there will be a round of small group TWG and PAB workshops for each expressway. The Small Group TWG and PABs will discuss materials that document existing conditions, 2003/2008 Study visions and project lists, and maps of expressway area. The small groups will focus on one expressway at a time in order to delve deeply into specific expressway issues and potential solutions. A total of nine small group TWG and PAB workshops are assumed.

STAKEHOLDER OUTREACH

Two rounds of stakeholder meetings are anticipated in this planning process. Stakeholders are defined as neighborhood groups, chambers of commerce, large developers, and other impacted parties. A total of fifteen meetings are assumed. The project team will notify and coordinate with stakeholders for agency stakeholder meetings as appropriate. At each meeting, a tailored meeting agenda will focus on the particular party’s interest or impact as it relates to the Expressway Plan 2040 project list.

CITY BPAC COMMITTEES

The Expressway Plan 2040 team will also conduct outreach regarding the project to the BPAC or equivalent type committee in each city. At each meeting, the Plan will be described, focusing on the expressway segments that lie within the respective jurisdiction. The Plan’s public input and comment process will be described, and the city’s BPAC will be encouraged to spread the word and solicit input through its jurisdiction-specific communication channels.

TELEPHONE AND WEB SURVEY

Telephone Survey: A telephone and web survey will be conducted as part of the study effort. The telephone survey will be a sample size of 1,000 interviews. The margin of error with 1,000
interviews will be +/-3.1 percentage points at the 95 percent confidence level. The average survey interview length of 10 to 12 minutes will allow for questions including:

- Usage of the expressways including which expressways used and frequency of use.
- Ratings of specific expressway elements.
- Detailed demographics.

Given the ethnic, age, and language diversity of the County, gathering a representative sample with a telephone survey can be challenging. Random calling typically results in a sample that is older and much more Caucasian than the population in general. Additionally, an increasing percentage of survey respondents are only available on cell phones, which cannot be called with cost-saving auto-dialers. As a result, this scope of work assumes a hybrid sampling method that includes random digit dial (RDD) calling with a listed sample, and a targeted percentage of cell phones within each sample. This hybrid method (50% RDD and 50% voter list) allows for an inclusive and broad-based sample, but also allows targeted calling to specific ethnicities, age categories, and geographies within the County and likely Vietnamese and Spanish speakers to make sure that the final data is representative of adults in the County.

**Web survey tool:** In addition to conducting the scientific telephone survey, a version of the questionnaire will also be available on the web. Analysis of this data will be done but kept separate from the telephone survey data.

**DATABASE**

As referred to above, a database system listing interested/concerned stakeholders will be developed and used for distribution of materials and required noticing.

**COUNTY BENEFITS STATEMENT**

Quantifying the benefit of the expressway system and expressway priority improvements to Santa Clara County’s economy will be part of the Expressway Plan 2040 study effort. Factors to be considered in determining potential economic benefits include the number of expressway users, the purpose of their trips as determined by the telephone survey, number of jobs within proximity of the expressways, reduction in delay and savings in vehicle hours travelled (VHT) due to priority improvements, economic value of the VHT savings, and reduction in greenhouse gas emissions due to reduced delay. The economic benefits will be provided for the expressway system as a whole and for each expressway.

Based on the information gathered, the Expressway Plan 2040 will attribute the total benefits between the principal cities accessing the expressway. For each expressway, information will be gathered to identify the cities whose residents and employers predominantly utilize the route and develop a traffic usage data matrix. The matrix will apportion the VHT savings between the build and no-build alternatives attributable to each city’s residents/workers. Expressway usage will be analyzed primarily on an aggregate and vehicle basis (i.e., no differentiation between place of residence and work).
The project team will prepare and present to the TWG and PAB a memorandum of findings that will include:

- Key summary demographic and economic information for Santa Clara County and the cities;
- Discussion of analysis approach; and
- Identification of sources and analysis findings.

**DRAFT AND FINAL EXPRESSWAY PLAN 2040**

Consistent with the transparent and inclusive nature of the entire Expressway Plan 2040 outreach process, the project team will prepare a well written, jargon-free administrative draft, final draft and final study report that documents the analyses; answers the purpose and objectives of the study; and can be used by the County in working with project stakeholders in the future. The report will include the following major sections.

- Executive Summary
- Introduction: Study background, purpose and approach of study
- Expressway System Characteristics and Needs (including Community Outreach Findings and Updated Vision Statements)
- Capacity and Operational Improvements Element
- Signals and Traffic Operations Systems (TOS) Element
- High-Occupancy Vehicle (HOV) Element
- Complete Streets Elements: Bicycle, Pedestrian, Transit, and Finishing Program
- Operations and Maintenance Element
- Funding and Implementation Strategy (including Economic Benefits)
- Implementation Plan Next Steps and Updates
- Attachments (i.e. exhibits, traffic data, cost estimates, rejected alternatives, relevant correspondence, etc.)

This Draft and Final Plan will be posted on the web and circulated to the cities and the community for public comment in early 2015.