

# **APPENDIX F**

**Memorandum #6  
Summary of Community  
Workshop #2**

Draft Memorandum #6

**JULY 20, 2006 OPEN HOUSE:  
Presentation of Transportation  
Solutions and Prioritization**

for the

**Canal Neighborhood  
Community-Based Transportation Plan**

prepared by:

**CANAL TRANSPORTATION PLAN STAKEHOLDER COMMITTEE**

**Transportation Authority of Marin  
City of San Rafael**

August 2, 2006

## ACKNOWLEDGEMENTS

### Canal Transportation Plan Stakeholder Committee

Dr. Laura Alvarenga  
Eric Andersen  
Rocky Birdsey  
Ruth Donohugh  
Rocio Cruz Hernandez  
Richard M. Lockman  
Enedina Mendieta

Jessuina Perez-Terán  
Man Minh Phan  
Blanca Portillo  
Fernando Quezada  
Maria A. Rodriguez  
Tom Wilson  
Beverly Yates

### Canal Transportation Plan Technical Advisory Committee

Bob Brown, City of San Rafael  
Dave Donery, Pickleweed Community Center  
Mary Donovan, Marin County Health and Human Services  
David Escobar, Marin County Board of Supervisors - District 4  
Maureen Gaffney, Association of Bay Area Governments

Linda M. Jackson, City of San Rafael  
Harvey Katz, Golden Gate Transit  
Therese Knudsen, Metropolitan Transportation Commission  
Carey Lando, Transportation Authority of Marin  
Amy Van Doren, Marin County Transit District  
Tina Warren, Marin County Department of Health

### Transportation Authority of Marin

Dianne Steinhauer, Executive Director  
Carey Lando, Senior Transportation Planner

### City of San Rafael

Bob Brown, Community Development Director  
Linda M. Jackson, Principal Planner  
Andy Preston, Public Works Director

### Consultants

Carol Levine, Elizabeth Cruz and Peter Martin, Wilbur Smith Associates  
John Young, Ericka Erickson and Olivia Beltran, Marin County Grassroots Leadership Network

Funding provided by a \$60,000 grant from the Metropolitan Transportation Commission, and by the Transportation Authority of Marin, and the City of San Rafael.

This document was written for the Canal Stakeholder Committee, which is preparing a Community-Based Transportation Plan. Copies of this report are available at [www.tam.ca.gov](http://www.tam.ca.gov) or call 415-499-6528.

## INTRODUCTION

Memorandum #6 presents a summary of the second Open House for the Canal Community-Based Transportation Plan. This community meeting was held to present the draft solutions developed to address the existing “transportation gaps” identified during the first Canal Transportation Open House (February 2006), through review of previous studies, and through input from the stakeholder committee. This report discusses the outreach conducted to advertise the second Open House, the format of the meeting and materials presented, and the community’s input on the presented solutions as well as their prioritization of the individual projects.

The second Canal Transportation Plan Open House was held on July 20, 2006 from 6:00 – 8:00 PM at the recently-reopened Pickleweed Community Center, a facility within the core of the neighborhood. The open house format was selected to allow participants flexibility in when and how long to attend the event. Attendees were encouraged to take their time in reviewing the presented transportation solutions. Children were invited to join their parents and share their input, and to participate in a special transportation-related arts & crafts project. Display boards of the 13 solutions were presented in English and Spanish. Staff from the Transportation Authority of Marin, City of San Rafael and Wilbur Smith Associates as well as members of the Stakeholder Committee were present to answer questions, facilitate discussion, record comments and provide translation assistance, as needed, in Spanish and Vietnamese. More than 100 residents and interested parties attended the Open House. Copies of the presented materials are included as [Appendix A](#) of this memorandum. The solutions presented included:

1. Bahia Vista Safe Routes to School/*Rutas Seguras a la Escuela Bahía Vista*;
2. Crosswalk and Lighting Improvements/*Cruces Peatonales y Farolas*;
3. Safety and Streetscape Improvements/*Mejoramientos de Seguro y Estética de las calles*;
4. ‘Street Smarts’ Program/*Programa de ‘Street Smarts’*;
5. Canalfront Paseo;
6. Canal Crossing/*Cruce del Canal*;
7. Rides to School for Parents/*Programa Rides to School para Padres*;
8. Informational Kiosk/*Kiosko Informativo*;
9. Highway Crossing/*Cruce de Autopista*;
10. Car Sharing Program/*Programa de Car Share*;
11. Enhanced Transit Service/*Aumento al Servicio de Tránsito*;
12. More and Bigger Bus Shelters/*Adicionales y mas grandes marquesinas*; and
13. Modified Transit Fare/*Tarifas de Autobús Reducidas*.

## OUTREACH

A community workshop can be a very effective tool to share information but only if attendance reflects a representative cross-section of the community. To ensure a good turnout, it was important to advertise the workshop extensively. A workshop flyer including project fact sheet was the primary instrument used for outreach. These materials were prepared in English, Spanish and Vietnamese. These materials and listing of outreach efforts are included in [Appendix B](#). Many strategies were used to inform the community of the community transportation plan and solicit attendance at the workshop including:

- Presentations to community organizations - More than ten presentations were made at meetings of community organizations about the purpose of the Plan and upcoming workshops.
- Flyers to community groups - Flyers were given to over 80 community groups for distribution to their members.
- Flyers at community events - To reach community members that do not usually attend meetings or join organizations, flyers were distributed at community events such as 4<sup>th</sup> Street Farmers Market, Opening of the Pickleweed Community Center and Marin County Fair.
- Flyers posted at community locations - Flyers were posted at community meeting places, ESL classes, stores and businesses in the Canal Neighborhood and locations outside the Canal which are frequented by residents of the Canal.
- Previous meeting attendees - Flyers were mailed/emailed to attendees of first CBTP workshop and other previous transportation-related public meetings.
- Stakeholder Committee - Flyers were given to members of the Stakeholder Committee for distribution to friends and neighbors.
- Businesses - Flyers were mailed to 675 businesses in the Canal Neighborhood.
- Phone call/email reminders - The last week before the workshops, phone call and email reminders were made to the Stakeholder Committee, previous meeting attendees and various members of the community.
- Media - Press packets were sent to various media contacts including the *Marin Independent Journal*, *Pacific Sun*, *San Francisco Chronicle*, *El Vocero* and *Newspaper Impulso*. Articles about the CBTP appeared in the *Marin Independent Journal*, *Newspaper Impulso* and the *San Rafael Business*. In addition, the second workshop was announced on the *Nuestros Niños* Radio Program

## OPEN HOUSE FORMAT

The Open House was organized into five primary stations. In addition, several current transportation and neighborhood projects and programs were displayed including the City's Medway Streetscape Improvements, Cal Park Hill Tunnel Rehabilitation, Highway 101 Carpool Lane Gap Closure project, Sonoma-Marín Area Rail Transit project, and Golden Gate Transit Rider's Guides. An arts & crafts activity table for children was hosted by the Marin County Bicycle Coalition. The five stations included:

**Welcome Station** - As they entered the meeting room, participants were welcomed to the workshop, asked to register and handed a 'fact sheet' that included a brief overview of the community-based planning process and listing of the 13 draft solutions being presented at the Open House. A video was also running in the background welcoming visitors in English, Spanish, and Vietnamese to the Open House; the video

was narrated by members of the Stakeholder's Committee and produced by the Marin County Grassroots Leadership Network.

**Station 1** - The first set of proposed solutions focused on issues related to traveling within the Canal Neighborhood and addressed the difficulties experienced when walking and bicycling in the neighborhood. The solutions included capital improvements and education programs to improve safety and access. They are:

1. Bahia Vista Safe Routes to School/*Rutas Seguras a la Escuela Bahía Vista*
2. Crosswalk and Lighting Improvements/*Cruces Peatonales y Farolas*
3. Safety and Streetscape Improvements/*Mejoramientos de Seguro y Estética de las calles*
4. 'Street Smarts' Program/*Programa de 'Street Smarts'*
5. Canalfront Paseo

**Station 2** - The focus of Station 2 was to address the barriers faced by residents in their attempt to travel beyond the Canal neighborhood. The potential solutions presented to overcome these barriers included bridging physical gaps that impede travel, providing supplemental transportation for areas not served by transit and providing transportation information.

6. Canal Crossing/*Cruce del Canal*
7. Rides to School for Parents/*Programa Rides to School para Padres*
8. Informational Kiosk/*Kiosko Informativo*
9. Highway Crossing/*Cruce de Autopista*
10. Car Share Program/*Programa de Car Share*

**Station 3** - At Station 3, draft solutions to address the quality of transit service affecting Canal residents were presented. The identified solutions centered on increasing the convenience and affordability of transit use and providing more reliable transit service to Canal residents, who rely on transit as their primary means of transportation. In addition, comments were solicited about GGT service. The draft solutions included:

11. Enhanced Transit Service/*Aumento al Servicio de Tránsito*
12. More and Bigger Bus Shelters/*Adicionales y mas grandes marquesinas*
13. Modified Transit Fare/*Tarifas de Autobús Reducidas*

**Prioritization Station** - Attendees were thanked for their participation in the Open House and were given dots (three green dots for the projects thought to be of the highest priority and three red dots for projects thought to be of the lowest priority). Participants were asked to place these dots on the solutions they most wanted or least wanted to see realized in the neighborhood. The results of this voting exercise are included in the following section.

## SUMMARY OF FINDINGS

Attendees expressed that they were pleased to recognize that their input from the previous workshop was addressed with the proposed solutions presented at this second Open House. Participants were able to comment further on how these solutions addressed their needs and those of family and friends in the Canal Neighborhood. In addition, participants were also asked to fill out a survey to determine the feasibility of introducing a Car Share Program to the neighborhood. Comments on the solutions, results of the Car Share Survey, as well as the priority placed on individual solutions are presented below.

## COMMENTS

Canal residents provided the most input on traveling within the Canal neighborhood specifically pertaining to Solution 3: Safety and Streetscape Improvements/*Mejoramientos de Seguro y Estética de las calles*.

- Widen sidewalks and address power poles or other physical barriers that restrict access for wheelchairs and baby strollers.
- Residents also noted being concerned about their safety as they walked across the intersection of Bahía Street and Canal Street, and would like to see some sort of speed reducing device (e.g. speed bump) installed at this location.
- Install a traffic signal at the intersection of Harbor and East Francisco
- Add a two-way crosswalk at the intersection of Kerner Street and Bellam Street.
- Implement a “zero tolerance” policy for gang activity
- Police protection for children traveling to schools
- Increased enforcement of speeding laws
- Implementation of bike safety improvements outlined in the City Bike Plan.

In response to solutions addressing travel outside of the Canal neighborhood, attendees expressed interest in

- A pedestrian crossing for the Montecito Shopping Area
- Concerns over the traffic conditions on East Francisco Street
- Concern over impact of 1-way streets

With respect to transit, participants agreed with:

- Lowering fare prices for trips between the Canal and the Transit Center
- Pleased to know that their concerns about the affordability of fares was acknowledged

## CAR SHARE SURVEY

After participants viewed the display for Solution 10, Car Share Program, they were asked to complete a “Car Share” Survey to determine the possibility of introducing such a program into the community. The concept of “car share” was not familiar to many and this gave Open House staff the opportunity to provide additional explanation. However, only 16 surveys were finally completed; this low percentage of response may not provide an accurate reading of the potential for car share in the Canal Neighborhood. The survey is included in [Appendix C](#). The results of the survey revealed:

- Overall, 88 percent of those surveyed would be interested in a “Car Share” program for the Canal neighborhood.
- Survey results showed that 100 percent of respondents met the minimum age requirement necessary to obtain a Car Share membership but only approximately 81 percent had a U.S driver’s license.
- Approximately 81 percent of respondents had driving experience of at least 5 years, and knew English well enough to use a website or phone service required to reserve a “Car Share” automobile.
- The majority, 63 percent, of respondents answered they would most use “Car Share” to run errands or go shopping. Around 56 percent said they would use “Car Share” to make doctor’s visits and half of those surveyed would use the service to transport their children to activities.
- Survey results indicate approximately 81 percent of respondents are both interested and eligible to participate in a Car Share program, and would benefit from the service to run errands, shop, or visit the doctor.

## PRIORITIES

As a final exercise of the Open House, participants were asked to select their most and least favorite transportation solutions based on the information they had been provided that evening. Participants each received three green dots with which to designate their most favorite solution and three red dots to designate their least favorite solution. To tabulate the results of the voting, each Green dot the project was given a value of one (1) point and each Red dot was given a value of minus one (-1) point. The results of the voting are presented in Table 1 below.

Based on the voting results, Solution 2: Crosswalk and Lighting Improvements/*Cruces Peatonales y Farolas*; was the most preferred receiving a total of 50 votes. The second and third most favorite solutions were noted as Solution 6: Canal Crossing/*Cruce del Canal* receiving 42 votes and Solution 3: Safety and Streetscape Improvements/*Mejoramientos de Seguro y Estética de las calles* with 38 votes. From the input obtained during the Open House along with the prioritization results, residents of the Canal appear to be most concerned with safety of pedestrian travel and quality of transit service.

The solutions which were considered of least importance were Solution 10: Car Sharing program/*Programa de Car Share* which received a score of -25 votes, followed by Solution 9: Highway Crossing/*Cruce de Autopista* (-23 votes), and Solution 12: More and Bigger Bus Shelters/*Adicionales y mas grandes marquesinas* (-23 votes). The results of the least important solutions seem to indicate that residents are less concerned about traveling to the south of the neighborhood than they are to the north, residents are more concerned about transit service than bus shelters and are not fully supportive of ‘car sharing’. The ranking of Solution 10: Car Share program/*Programa de Car Share* was interesting given the conversations held with participants that seemed to indicate a good degree of interest in the potential for Car Share, however interest in the program did not coincide with its prioritization.

Table 1: Results of Project Prioritization

Total Points	Solution	Most	Least
50	2. Crosswalk and Lighting Improvements/ <i>Cruces Peatonales y Farolas</i>	52	-2
42	6. Canal Crossing/ <i>Cruce del Canal</i>	53	-11
38	3. Safety and Streetscape Improvements/ <i>Mejoramientos de Seguro y Estética de las calles</i>	39	-1
21	11. Enhanced Transit Service/ <i>Aumento al Servicio de Tránsito</i>	23	-2
16	1. Bahía Vista Safe Routes to School/ <i>Rutas Seguras a la Escuela Bahía Vista</i>	18	-2
4	7. Rides to School for Parents/ <i>Programa Rides to School para Padres</i>	10	-6
-1	5. Canalfront Paseo	5	-6
-6	13. Modified Transit Fare/ <i>Tarifas de Autobús Reducidas</i>	14	-20
-7	8. Informational Kiosk/ <i>Kiosko Informativo</i>	4	-11
-15	4. 'Street Smarts' Program/ <i>Programa de 'Street Smarts'</i>	4	-19
-23	9. Highway Crossing/ <i>Cruce de Autopista</i>	9	-32
-23	12. More and Bigger Bus Shelters/ <i>Adicionales y mas grandes marquesinas</i>	2	-25
-25	10. Car Share Program/ <i>Programa de Car Share</i>	5	-30