
MEMO

To: Midcoast Community Council
From: Nicholas J. Calderon
Re: Congestion Management Public Process
Date: August 20, 2013

Background

In October 2012, the Transportation Authority (TA) approved the Measure A Highway Program project list. Included in the list were the County's Highway 1 Congestion Management projects. Project elements include 9 pedestrian crossings, 4 raised medians, and 2 left turn lanes throughout the Midcoast in strategic locations. All projects were identified through the Highway 1 Safety and Mobility Study process.

The County was awarded \$500,000 to complete a Preliminary Planning Study (PPS) and Project Implementation Document (PID). The TA also programmed \$1,000,000 for the County to initiate the project's environmental and design phases. The \$1,000,000 is conditioned upon completion of the PPS and PID.

In August 2013, the County received the MOU and technical Scope of Work from the TA enabling us to proceed to the next phase of the Highway 1 Congestion Management projects. The next phase, the Pre-Project Implementation Document (Pre-PID), is twofold: 1) a PPS and 2) the first round of public engagement. The Pre-PID details are described below.

Process

The next phase of the Highway 1 Congestion Management projects is the Pre-PID phase. The Pre-PID phase is expected to be completed in 6-8 months and consists of two parts: 1) the PPS and 2) first round of public engagement. The PPS will be developed by a pre-selected consultant team, the TA, and a Technical Advisory Committee. Once completed, this document will be released to the public for feedback.

During the first half of the Pre-PID phase, the development of a PPS, the consultants will determine the proposed projects' feasibility and ability to meet the desired purpose and needs. This evaluation will be based upon technical data such as traffic analysis, preliminary environmental review, cost, and feasibility among other criteria. Through this evaluation, each project applied for

(9 pedestrian crossings, 4 raised medians, and 2 left turn lanes) will have 4 alternative designs proposed: 3 design variations and a no-build option. A simple example of a design variation is a pedestrian crossing with flashing lights or a pedestrian crossing with only a painted crosswalk.

Once the PPS is completed, the County will release it to the public for feedback. Per the formerly agreed upon process, the MCC's subcommittee (Laura, Lisa, and Dan) and County will organize a robust outreach plan and schedule. During the public engagement process, the County and MCC will hold a public meeting to gather feedback from the community on which alternatives they prefer. This feedback will help shape the designs that are developed in future documents. For example, the community could dislike Option A and Option B for a proposed pedestrian crossing but like a hybrid of the two options. That recommendation would be provided to the consultants for consideration in future designs. It is important to remember that there will be ideas presented by members of the public that will not be considered because they are not feasible or supported by the general public.

The meeting specifics such as format and presentation styles are unknown at this time but the County and MCC will have further discussions in order to determine the best approach.

Techniques For Gathering Feedback

The purpose of holding a public meeting is to give the community the opportunity to provide feedback on the alternatives. In order to ensure that the community is properly educated on the Highway 1 Safety and Mobility Study, aware of what the grant was received to do, and to appropriately solicit feedback from the community the following techniques are being suggested for consideration:

- Use PowerPoint to educate the public on the Highway 1 Safety and Mobility Study and project elements that the grant was received to develop
- Use a PowerPoint presentation to detail each design variation and their unique benefits
- Use poster boards picturing the alternatives and sticky notes to allow meeting attendees to provide feedback on each design variation
- Alternatives should be posted on San Mateo County's MindMixer to provide the community the ability to rank alternatives and provide feedback from their home
 - o This will provide people who are not comfortable commenting at public meetings or who cannot attend public meetings the ability to contribute

Outreach Techniques

In order to solicit input from as many people in the community as possible, a robust outreach plan needs to be developed. The plan should address how we, in a cost efficient way, will reach a broad group of people. Some suggested techniques are:

- Advertise the meeting in the Half Moon Bay Review printed paper

- Advertise the meeting on the Half Moon Bay Review website, coastside blogs, County Website, and participating party's websites and social media pages
- Post notices at post offices, libraries, parks, community centers, and local businesses
- Post electronic copies of the PPS on the County's website
 - o Provide the link to the PPS on participating parties' websites
- Utilize stakeholder and participating parties' membership email list to notify community members of the upcoming meeting
- Provide both English and Spanish versions of documents and notices

Following Steps

After the Pre-PID phase, the consultants will proceed with the next phase, a Project Implementation Document (PID). During this phase, a more detailed evaluation will be developed for the preferred alternative(s) from the Pre-PID phase.

To date, this is as far into the process as we can predict. It is unknown at this time what kind of design documents and environmental review will be needed or how many projects will be selected to go through the future evaluation and design phases. These details will be determined throughout the Pre-PID phase.