



**Community Meeting**  
September 29, 2015 5:30 – 7:30 p.m.  
Leataata Floyd Elementary School Multi-Purpose Room  
401 McClatchy Way, Sacramento

## Introduction

On September 29, 2015, the City of Sacramento hosted a community meeting for the Broadway Street Improvements project. More than 65 community members attended the community meeting at the Leataata Floyd Elementary School Multi-Purpose Room, located at 401 McClatchy Way in Sacramento, from 5:30 – 7:30 p.m.



## Project Background

The City of Sacramento is currently working to make Broadway a more safe and inviting place for all users, whether bicyclists, pedestrians, motorists, and transit riders, and to preserve and enhance the eclectic nature of the corridor. This project will identify necessary changes to accommodate all users and enhance the Broadway corridor, which is home to a variety of businesses, residents, government facilities, industrial centers, and cultural amenities.

## Community Meeting Purpose

The community meeting provided an opportunity for community members to learn more about the project and provide feedback on proposed design concepts and evaluation criteria. Goals of the meeting included:

- Provide a project overview and update
- Share feedback received from the community, evaluation framework, cross section designs, and intersection designs
- Gather feedback on proposed cross sections and intersection designs

## Community Meeting Format – Short Presentation

The community meeting began with a brief welcome by the City's project manager, Sparky Harris, followed by a presentation from the consultant team lead, Zabe Bent of Nelson Nygaard. Ms. Bent reviewed the project's purpose and need, schedule, community feedback and proposed evaluation criteria for the concepts being developed.





**Community Meeting**  
September 29, 2015 5:30 – 7:30 p.m.  
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Below is a summary of questions and comments from community members during the presentation:



- Question: What are the daily average traffic volumes along the corridor?
  - Answer: The traffic volumes vary between less than 13,000 daily trips on the west end of the corridor to as many as 18,000 to 22,000 daily trips on the east end of the corridor. (Average Daily Trips, or ADT, is used as a guideline for the number of recommended lanes, and two and three lane roads generally accommodate 25,000 ADT.)
- Question: Broadway has wide sidewalks in many locations. Has the project team considered bike lanes on the sidewalks to save space?
  - Answer: The project aims to create continuous bike lanes along the corridor. Many of the segments with wide sidewalks also include trees, bus stops, and street furniture, which reduce the available right of way. Therefore, it would be difficult to dedicate portions of the sidewalk to cyclists while maintaining adequate pedestrian space. An on-street bicycle lane will provide continuous bike access to destinations along Broadway as well as a space to pass through the corridor.
- Question: Is the project team analyzing other bus stops besides the 19<sup>th</sup> Street stop near the light rail station?
  - Answer: The project team is focused on the connection between bus stops and the light rail station to address pedestrian crossing challenges at this specific location. While the project team is not focused on other bus stop locations, they will coordinate with Regional Transit (RT) to address corridor-wide transit access as it relates to project recommendations.
- Question: Is the project team seeking LEED Certification?
  - Answer: The project team is working to make Broadway a sustainable street. Applying for LEED certification occurs in future phases of the project.
- Question: Will the project team conduct walking counts?
  - Answer: As part of previous and concurrent studies in the area, including the Downtown Transportation Study, the City has collected counts of pedestrian,



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bicycle, and vehicular traffic.

The project team does not have plans for further data collection at this time.

- Comment: Many users of the corridor recognize that pedestrian and bicycle traffic is highly influenced by the quality and comfort of pedestrian and bicycle conditions and the perceived safety of the facilities.
- Comment: A survey 15 years ago showed that traffic on Broadway is from visitors not from the immediate area. Reducing vehicle lanes will only hurt businesses.
  - Answer: The corridor includes both regional and local destinations, and will be designed with these users in mind. However, many community studies have rebutted the perception that pedestrians, bicyclists, and transit riders do not contribute to business activities. Recent surveys have shown that in well-designed, active corridors, regional visitors traveling by car may spend more money per trip, local visitors traveling by transit; bicycle and walking tend to spend more money over time with more frequent visits. With that in mind, the goal is to make Broadway attractive for all those who travel, shop, live, and work in the corridor.



### Community Meeting Format – Information Stations

The community meeting also included four information stations with information displays and maps for community members to visit.

Project team members were available to discuss ideas and answer questions.

Information stations included:

- *Study Objectives, Purpose & Need, and Schedule* – This station provided project background information, a map of the project area, and an overview of the project goals. This station also featured a project schedule which





## Community Meeting

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included information about future opportunities for community feedback. Community members were invited to share additional comments on the project's purpose and schedule.

- *Outreach Findings* – This station provided an overview of community outreach to date as well as feedback received from the community at previous pop-up workshops and through a community survey. Community members were encouraged to share additional feedback not captured by the project team or other community members during previous outreach sessions.
- *Typical Cross Section & Intersection Designs* – This station featured graphics of the proposed cross sections at multiple locations along the Broadway corridor and design options for both the Riverside Boulevard and Land Park Drive intersections. This station also included the proposed changes to the 19<sup>th</sup> Street intersection near the light rail station. Community members were encouraged to provide feedback on the design options.
- *Evaluation Criteria* – This station featured performance metrics that the project team will utilize to analyze design option changes to the corridor, intersections, and the light rail station. Community members were encouraged to provide feedback on the proposed evaluation criteria.

The following is a summary of feedback collected from community members writing comments and questions on post-its placed on the information station displays.

### Typical Cross Section

- What about trees in existing medians? (Ex. Between 10<sup>th</sup> and Riverside)
- What are the recommendations for the north/south cross streets? How will connections improve?
- How about moving parked cars to protect bikes?
- Protected / dedicated / separated bike lanes.
- Please switch so protected bike lanes are between sidewalk and parked cars.
  - Parking buffered protected bike lane.





**BROADWAY**  
Street Improvements

## Community Meeting

September 29, 2015 5:30 – 7:30 p.m.

Leataata Floyd Elementary School Multi-Purpose Room

401 McClatchy Way, Sacramento

- Buffer next to parked cars.
- Yes!
- Yes – so bike lane isn't in the "door zone".
- More green space.
- Improve bus stops and paint the curbs. Cars park in front of stop on Broadway and O'Neil Park.



### 19<sup>th</sup> Street / LRT Concept

- Like! Need pedestrian activated signal. Autos do not stop and there is no natural break in traffic.
- Will there be queue jumps for the buses to get back into the flow of traffic?
- If 20<sup>th</sup> is signalized, make it scramble. However, we don't need more signals.
- Like lane reduction, the relocation of bus stop, and the bicycle lane.
- If streetcar is included, could the LRT station be moved under the freeway?
- Provide aerial of existing for future exhibits.
- Like raised tables at intersections.
- Interaction between bikes and buses is important.

### Riverside Intersection

#### *Option 1*

- No free rights – anywhere.
- The free right is dangerous for bikes. Why is it even an option?
- Can we add a crosswalk and blinking embedded lights?
- 3 Requests – See drawing.
- Bad for bikes and pedestrians.
- Where did the bus stops go?

#### *Option 2*

- I like the elimination of right turn lane – which means increased bicycle and pedestrian safety.
- Better because it slows down right turn onto Riverside.
- Turn onto Riverside is challenging for bikes.



- Would be good to provide bollards for protected bike lane and a marked conflict area.

Land Park Intersection

*Option 1*

- Feels dangerous for pedestrians and bicyclists.
- No free right – anywhere, ever.
- Same problem for bikes with a free right onto Riverside.
- Right turning cars onto Land Park are intimidating to pedestrians.
- Right turn lane from westbound Broadway to northbound 16<sup>th</sup> Street is needed due to traffic.



*Option 2*

- Great idea! Reduces turning from Broadway to Land Park Drive.
- Much better!
- Mixing right turning traffic going southbound on Land Park seems dangerous. It may invite additional collisions.
- Great idea. More pedestrian and bicyclist safety with increased public space. Only caution: consider moving bus stop south past new area.
- I like the covered bus stop!
- Option 2 is safer for pedestrians.
- The space set aside for bus stop is good.
- Are two lanes needed on Land Park Drive?

Evaluation | Performance Metrics

*Pedestrian*

- What is the ratio of rolled to vertical curbs? Why not all vertical?
- What about safe midblock crossings? Maybe not needed with short blocks?



### *Transit*

- Consider re-naming “reliability” under transit. Transit isn’t reliable on the corridor, but that’s RT’s fault.

### **Community Feedback via Comment Cards**

The following feedback was submitted to the project team on comment cards provided at the community meeting. The feedback has been categorized.



### *Biking on Broadway*

- Broadway should be a model for biking with dedicated, separated, protected bike lanes.
- I cross Broadway twice every weekday as a bicycle commuter. Riverside and Land Park are my most convenient route options. The bike lanes on 9th and 10th make Riverside my most frequent choice. BUT getting from Riverside south of Target to the bike lane on 10th is hairy no matter how I go. Neither of the proposed options at Riverside address northbound bike travel. Riverside continuing straight, I get squeezed by vanishing bike lanes and right-turning traffic. Or I can merge across two car lanes to reach the left turn lane onto Broadway for one block.
- I would like to see a continuous bike lane on each side of Broadway (drawing included with comment - please see appendix).
- I strongly prefer full length protected bike lanes, preferably protected by parked cars, on Broadway. This would make it far easier to commute and run errands between Broadway and Oak Park. A partial bike lane is a wasted opportunity.
- Please add a continuous low stress connection from the marina into and through Broadway. The marina connects to the bike trail. When entering Broadway from there, there is a lot of traffic, including traffic from the I-5 off ramp. It's also hard to turn left across the street since many intersections lack traffic controls and there is a lot of fast (compared to bike speed) traffic. Maybe add signage directing bikes across the intersection where X Street has signals and make it easier to get in and out of downtown.
- It would be dangerous, disconnected, and disruptive to abruptly stop bike lanes on Broadway.
- Please do not put bicycles on sidewalks with pedestrians.



**BROADWAY**  
Street Improvements

## Community Meeting

September 29, 2015 5:30 – 7:30 p.m.

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- I support dedicated bike lanes. Please consider putting bike lanes next to the sidewalk, instead of by traffic.
- Although with existing and forecast traffic volumes, it may not be practical to convert to three lanes and bike lanes in the eastern portion of the project area. However, this is also where a lot of destinations are located. I think it would be better to have continuous bike lanes here, despite some of the peak period challenges. Directing additional traffic to W and X might be a good tradeoff.

### *Walking on Broadway*

- More marked pedestrian crossings are needed, perhaps with flashing yellow lights.
- I like the 19th Street changes, but they need a pedestrian activated signal.
- I'd like to see better pedestrian and bicycle safety.
- Sidewalks should be reserved for pedestrians and outdoor patio and dining space. Design and sidewalk width should encourage more outdoor dining and seating. I prefer patio space versus "public" passive space.

### *Broadway Corridor Amenities*

- Shade trees are a must, more so on the north side.
- Make all curbs vertical.
- The project should include more shaded seating and mature street trees.
- I'd like to see sidewalks improved to accommodate outdoor dining for the restaurants. Ideally that would include some shade, whether by trees or otherwise.
- I'd like to see some landscaping and trees. For example, generate some shade with a tree canopy.
- How about some parklets, whether for landscaping and/or for seating and outdoor dining.
- Consider crime prevention by environmental design strategies.
- For the burgeoning restaurant district, it would be very helpful to be able to provide some outdoor dining space. Some of the sidewalk space may need to be sacrificed in key locations (may not get eight feet), but it would be worth it to improve the street scene and vibrancy. This could be a catalytic change.
- The project should maintain the median between 10th and Riverside.

### *Parking on Broadway*



**BROADWAY**  
Street Improvements

**Community Meeting**  
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- I am concerned about parking on the street. Off-street parking to the side or behind businesses will provide better access for pedestrians and bicyclists, smoother traffic flow overall, and an environment that encourages those activities.
- Street parking needs to be preserved to support businesses.

#### *Transit on Broadway*

- There needs to be a dedicated RT turn lane on westbound Broadway at 16th Street. The traffic volume is huge and that area needs a signal to protect pedestrians.
- RT would be interested in a presentation of the concepts to RT staff to make sure our needs are being met and that there are no red flags. Concerns are operating bus on two lane roads, impacts to RT schedules, movements of the bus stops, 16th Street two way conversion, improvements needed to make stops ADA compliant, and how we can expand service.

#### *Lane Changes on Broadway*

- Make Broadway one lane in each direction.
- I am not in favor of two lanes. It is hard to believe that two lanes wouldn't have as much traffic. Bikes will not support our businesses.
- We need to keep four lanes on Broadway.
- Please move forward with the "4 to 3" concept alternative.

#### *Presented Design Options for Land Park/Broadway and Riverside/Broadway Intersections*

- I vote for Lane Park Drive/Broadway Intersection Option #2 and Riverside Boulevard/Broadway Intersection Option #2.
- I prefer Option 2 for the Land Park intersection.
- I prefer Option 2 for the Riverside intersection.

#### *Traffic on Broadway and Neighboring Streets*

- Route Broadway Bridge traffic to W/X Streets.
- Slowing traffic and changing Broadway will only work if X Street is also changed so speed does not impede traffic flow.
- What is happening to improve north/south connections?
- I suggest you make the traffic counts easily available to show how VERY feasible the road diet is. Thank you for all you're doing.



**Community Meeting**  
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- Look for ways to move traffic to X and W Streets. This will require increased traffic speeds, less stop lights / stop signs, etc.

#### *Other Comments*

- Where does Alder Grove and Marina Vista public housing fit in with schools and other services at maximum capacity? With 1200 - 1500 housing units proposed, the proposed Broadway improvements will be over-taxed. Are the two projects - housing units and Broadway improvements - complimenting, competing, or balanced?
- Use Broadway and X Street as route for trolley line and have people going to downtown events and park under freeway. The proposed loop should be over the Broadway Bridge to West Sacramento, near the baseball stadium and back near downtown, over to R Street and back down 19th Street to Broadway.
- I am interested in how the construction and development will impact other areas of Sacramento, primarily 16th Street, 19th Street, 21st Street, and the Oak Park access to the highway.

#### **Meeting Notification and Publicity**

To reach the general public and interested citizens, an email notification was sent to more than 670 community members and stakeholders. More than 700 door hangers and flyers were distributed to the businesses along the Broadway corridor and to the residents of the Alder Grover and Marina Vista neighborhoods. In addition, the project team did chalk art along the corridor and hosted a booth at Oak Park Farmers' Market to help promote the meeting.

The following groups, community-based organizations and businesses shared information about the meeting on their social media:

- City of Sacramento, Public Information
- City Church of Sacramento
- Greater Broadway District / Partnership
- Sacramento Area Bicycle Advocates
- WALK Sacramento





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The City Church of Sacramento also included information about the meeting in their electronic newsletter.

Several news and media sources promoted the project and upcoming community meeting including:

- An article in Sacramento’s City Express Digest
- An article and news clip on FOX 40

Additionally, representatives from the following news stations attended the meeting and shared clips and/or interviews on their nightly news program:

- FOX 40
- KCRA 3



**Attendee Information Per Title VI Visual Tally**

Title VI information about the community meeting attendees is below.

Public Participation Visual Tally		
Gender	Female	26
	Male	42
Ethnicity	Hispanic or Latino	3
	Not Hispanic or Latino	65
Race	American Indian or Alaska Native	1
	Asian	3
	Black or African American	10
	Native Hawaiian or other Pacific Islander	1
	White	53
	Other	0
Disability	Yes	0
	No	68
Age	Under 40	31
	Over 40	37



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## Appendix

- Flyer
- Door Hanger
- Comment Card
- City Express Article
- Meeting Displays

City of  
**SACRAMENTO**

# BROADWAY

Street Improvements Project



Join us to review and discuss  
Broadway design concepts.

*Can't make the meeting? Visit*  
[www.sacramentobroadway.com](http://www.sacramentobroadway.com)  
to see upcoming meetings near  
you in October.

## Community Meeting

TUESDAY, SEPTEMBER 29, 2015

**LEATAATA FLOYD ELEMENTARY SCHOOL**

**401 McClatchy Way**

**5:30 – 7:30 p.m.**

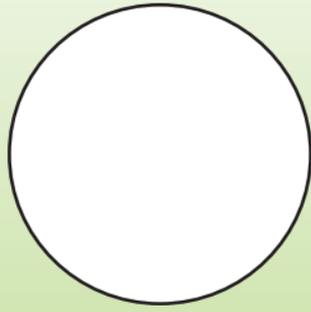
**Questions?** Contact Fedolia "Sparky" Harris, [fharris@cityofsacramento.org](mailto:fharris@cityofsacramento.org).

For reasonable accommodation needs due to a physical disability that may hinder your participation,  
please contact the City's ADA Coordinator directly at (916) 808-8795.



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City of  
**SACRAMENTO**

# BROADWAY

Street Improvements Project

Join us to review and discuss  
Broadway design concepts.



## Community Meeting

TUESDAY, SEPTEMBER 29, 2015

.....  
**LEATAATA FLOYD ELEMENTARY SCHOOL**

401 McClatchy Way

5:30 – 7:30 p.m.

.....  
*Can't make the meeting? Visit*  
**[www.SacramentoBroadway.com](http://www.SacramentoBroadway.com)**

*to see upcoming meetings near you in October.*

For reasonable accommodations due to a physical disability that may hinder your participation, contact the City's ADA Coordinator at (916) 808-8795.

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# BROADWAY

Street Improvements

## Community Feedback

Please share your thoughts, comments, or questions about the Broadway Street Improvements Project.

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Name \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

You can submit your comments to staff today or directly to Ashley Ballinger at [aballinger@aimconsultingco.com](mailto:aballinger@aimconsultingco.com) or fax (916) 442 - 1186.



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Visit [www.SacramentoBroadway.com](http://www.SacramentoBroadway.com) for more information.

# City Express



MENU

POSTED ON SEPTEMBER 29, 2015 BY CITY OF SACRAMENTO

## City seeks community feedback tonight about proposed street improvements on Broadway



*Preliminary design concepts showcase an enhanced streetscape for pedestrians, bicyclists, and motorists*

The City of Sacramento is hosting a community meeting to share preliminary design concepts and receive feedback from citizens about improving the Broadway corridor. The public is invited to drop by on Tuesday, Sept. 29 from 5:30 to 7:30 p.m. at the Leataata Floyd Elementary School Multi-Purpose Room, located at 401 McClatchy Way in Sacramento.

The Broadway Street Improvements Project will identify necessary changes to enhance safety for all users including bicyclists, pedestrians, motorists, and transit riders. The overarching goal of the project is to revitalize the streetscape and encourage economic development.

“Broadway has many exciting destinations, but as an auto-dominated arterial, it is currently an unfriendly place to walk or ride a bike,” said Sparky Harris, City of Sacramento project manager. “The goal of this project is to better connect sidewalks and bike lanes, enhance pedestrian crossings, and make the corridor an inviting destination.”

The community meeting will include information stations with a project overview, schedule, feedback from previous community outreach, and preliminary design concepts. City staff and project team members will be available to answer questions and discuss ideas with community members. The public is encouraged to drop by at their convenience between 5:30 and 7:30 p.m. There will be a brief presentation at 5:45 p.m.

If community members are unable to attend tonight, the project team is hosting various pop-up community meetings in October to review and discuss the design concepts.

Questions about the community meeting and the project can be directed to the project manager, **Fedolia “Sparky” Harris**, with the City of Sacramento, or community members can visit the project website at **SacramentoBroadway**.



**BROADWAY**  
Street Improvements

# WELCOME

## BROADWAY COMPLETE STREETS PLAN

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**PUBLIC WORKSHOP**  
**SEPTEMBER 29**  
Leatatta Floyd Elementary  
5:30p – 7:30p



# PROJECT CORRIDOR



Balance accessibility for all modes of transportation (all users) the Corridor

Enhance safety and comfort for all modes, especially pedestrians and bicyclists

Encourage economic revitalization and reinvestment along the Corridor

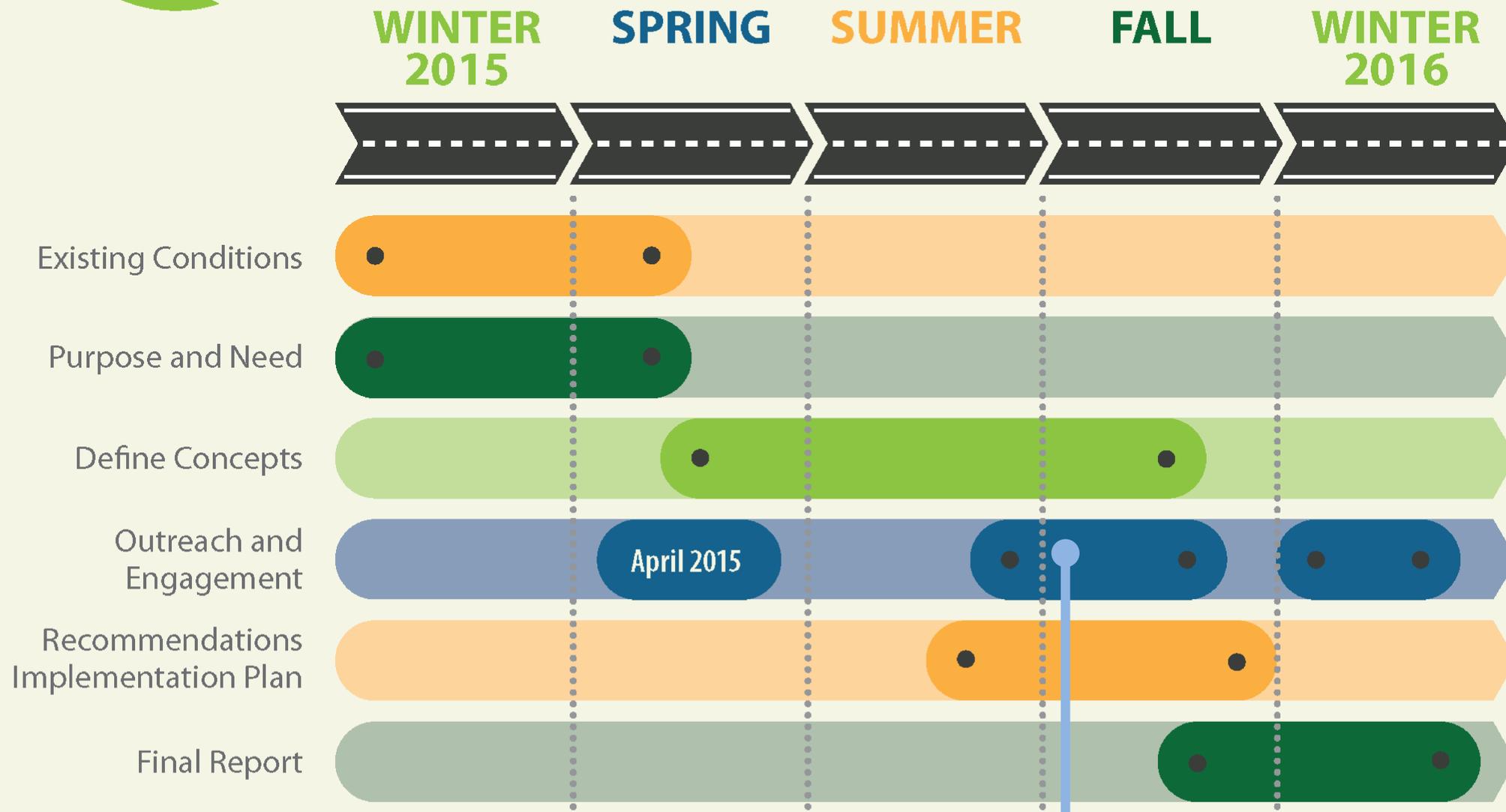
- Technical review of Broadway Vision Plan (road diet)
  - Bike safety & connectivity → Continuous bike lanes
  - Traffic calming → Road diet w roundabouts
  - Greater pedestrian safety → More, high visibility crosswalks
  - Add character/cohesion → Landscaping, amenities
- Two alternatives:
  - 4-to-3 conversion w bike lanes → entire corridor
  - partial 4-to-3 conversion w bike lanes → west of 19<sup>th</sup> St
- Technical vetting:
  - Conceptual design
  - Traffic analysis



# BROADWAY

Street Improvements

# Project Schedule



**WE ARE HERE...TARGETING COMPLETION FEB 2016**

ROUND 1:  
CONFIRM GOALS &  
EXISTING CONDITIONS

ROUND 2:  
DEFINE FRAMEWORK  
& INITIAL CONCEPTS

ROUND 3:  
EVALUATE &  
REFINE OPTIONS



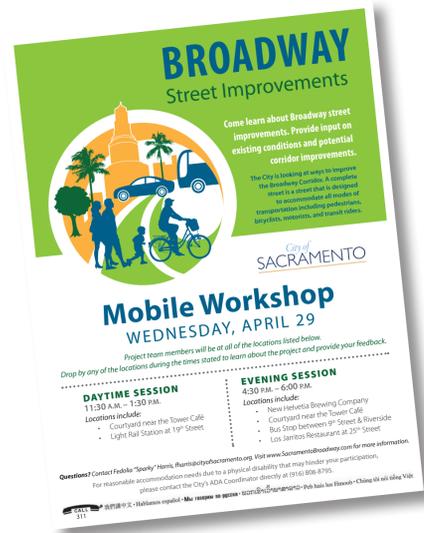


# BROADWAY

Street Improvements Project

# Community Outreach

## 7 POP-UP WORKSHOPS ALONG THE CORRIDOR



## ONLINE COMMUNITY SURVEY



### BROADWAY

Street Improvements Survey

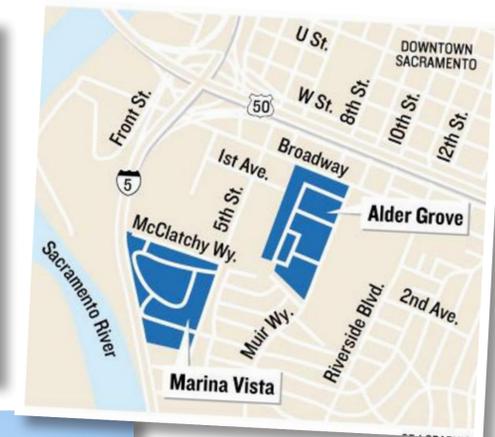
The City of Sacramento is considering options to enhance the Broadway corridor.

1. Briefly describe your experience riding a bicycle on Broadway.
2. Briefly describe your experience walking on Broadway.
3. Briefly describe your experience taking transit along Broadway.
4. Please provide any additional thoughts on how to improve Broadway.

**Demographic Information**

Do you own a business on Broadway?	If yes, which neighborhood do you live in?	
<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Curtis Park	<input type="checkbox"/> Newton Booth
Do you work along Broadway?	<input type="checkbox"/> Upper Land Park	<input type="checkbox"/> North Oak Park
<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Southside Park	<input type="checkbox"/> Alder Grove / Marina Vista
Do you live along or near Broadway?	<input type="checkbox"/> Richmond Grove	<input type="checkbox"/> Tahoe Park
<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Land Park	<input type="checkbox"/> Other: _____

## OUTREACH TO UNDER-REPRESENTED COMMUNITIES



# MOBILE WORKSHOPS – APRIL 2015

- 6 locations
- Midday
  - DMV
  - Tower Café courtyard
  - 19<sup>th</sup> St LRT
- Evening
  - New Helvetia Brewing Co
  - Tower Café courtyard
  - 9<sup>th</sup>/Riverside bus stop
  - Los Jarritos (25<sup>th</sup> St)

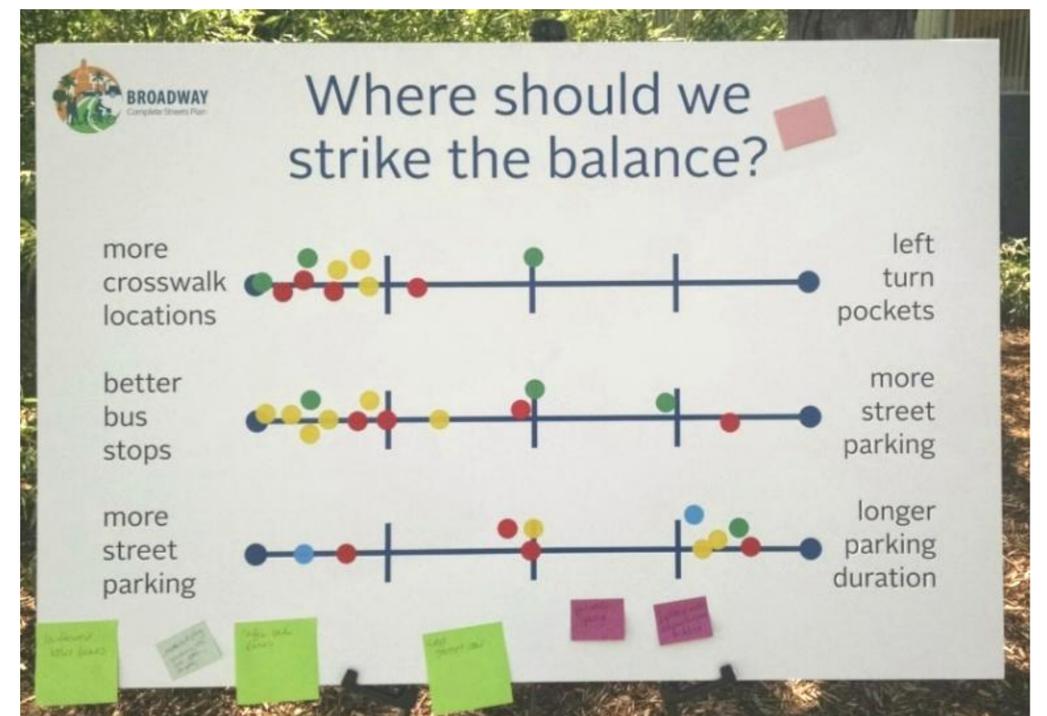
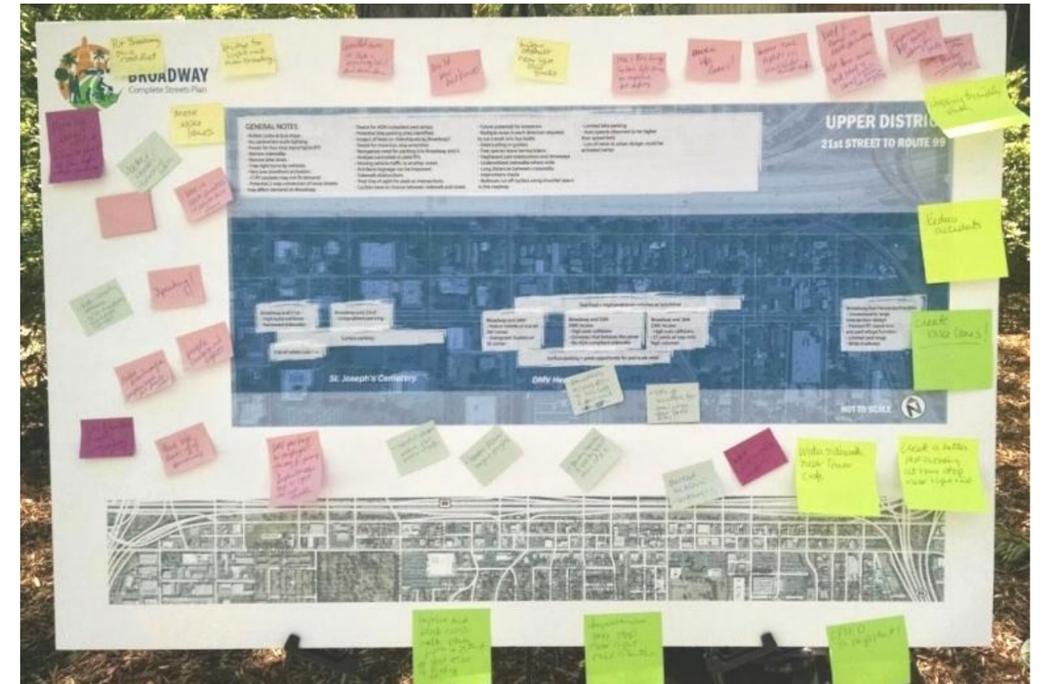
	Strongly Prefer	Prefer	Neutral	Prefer	Strongly Prefer	
More crosswalks	40	7		6	2	Turn lanes
Better bus stops	21	10		3	9	More street parking
More street parking	14	9	2	1	7	Longer parking stay

Most diverse response



# OUTREACH FEEDBACK

- Pedestrians
  - need easier/more convenient crossings → “yield crossings don’t work; drivers don’t stop”
  - long wait, short time to cross → “feels like a barrier”
- Bikes
  - lane drop is confusing, feels uncomfortable → “protected bike lanes, pls”
  - pedestrian conflicts on sidewalks, driver conflicts in streets
- Urban design
  - provide opportunities for outdoor space/seating; for shade/cover
  - unifying elements while maintaining history, eclectic feel
  - wayfinding for all modes, with greater security
- Transit
  - bus stops are crowded, don’t have strong definition
  - reduce conflicts with other modes at stops
- Motorists
  - road diet might mean slow-moving traffic
  - not enough on-street parking available (in some areas)
  - additional signals, turn phases might help “rushing” (16<sup>th</sup>, 18<sup>th</sup>, 21<sup>st</sup>, 24<sup>th</sup>)



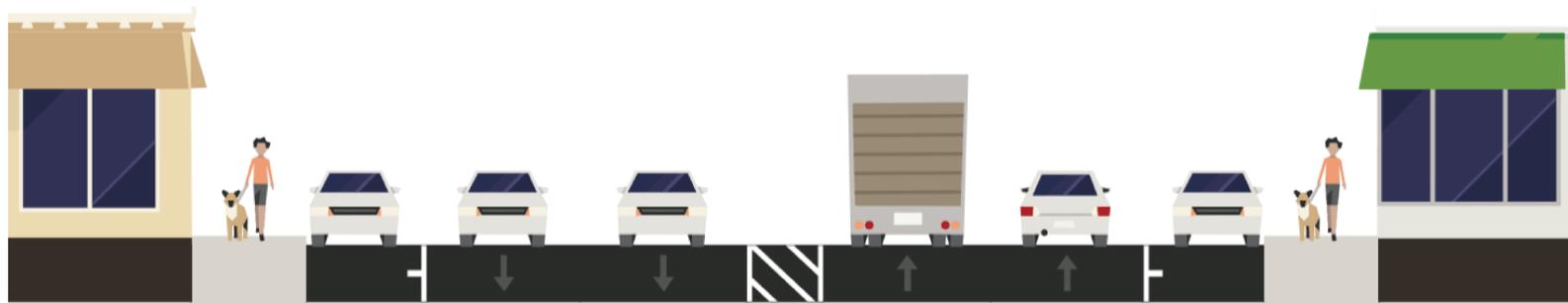
# EVALUATION | PERFORMANCE METRICS

Pedestrian	crosswalk type	striping   signal/stop/uncontrolled
	curb type	ratio of rolled:vertical
	amount of shading	% available shade/cover
	pedestrian space	% of total right of way
		width of path of travel
	adjacent lane use	travel lane   bike/parking   landscaping
	crossing distance	curb-to-curb crossing distance
crossing opportunities	distance between crossings	
Bicycle	opportunities for bike parking	# by segment
	connections to network	# by segment
	comfort & safety	width of lane
		% of route in dedicated lane
		% of route buffered
speed of adjacent lane		
Urban Design	connection to adjacent use	type/character of setback
	comfort & safety	pedestrian-oriented lighting
	amount of activity spaces	# by segment
Transit	stop amenities	none   basic   enhanced
	stop spacing	# blocks between stops
	connectivity	# of new, direct connections   transfers
		distance to transfers
reliability	% of route in dedicated lane	
Traffic/Auto	travel time	minutes, end-to-end or by segment
	delay	seconds of delay, key intersections
	turn opportunities	change in dedicated left turn opportunities
	parking	change in # of spaces by segment

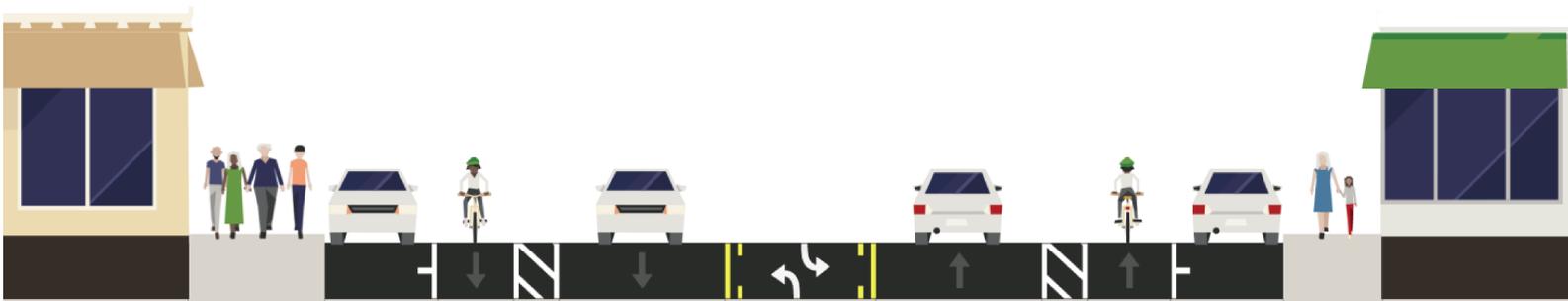


# TYPICAL CROSS SECTION

Existing—Most Locations



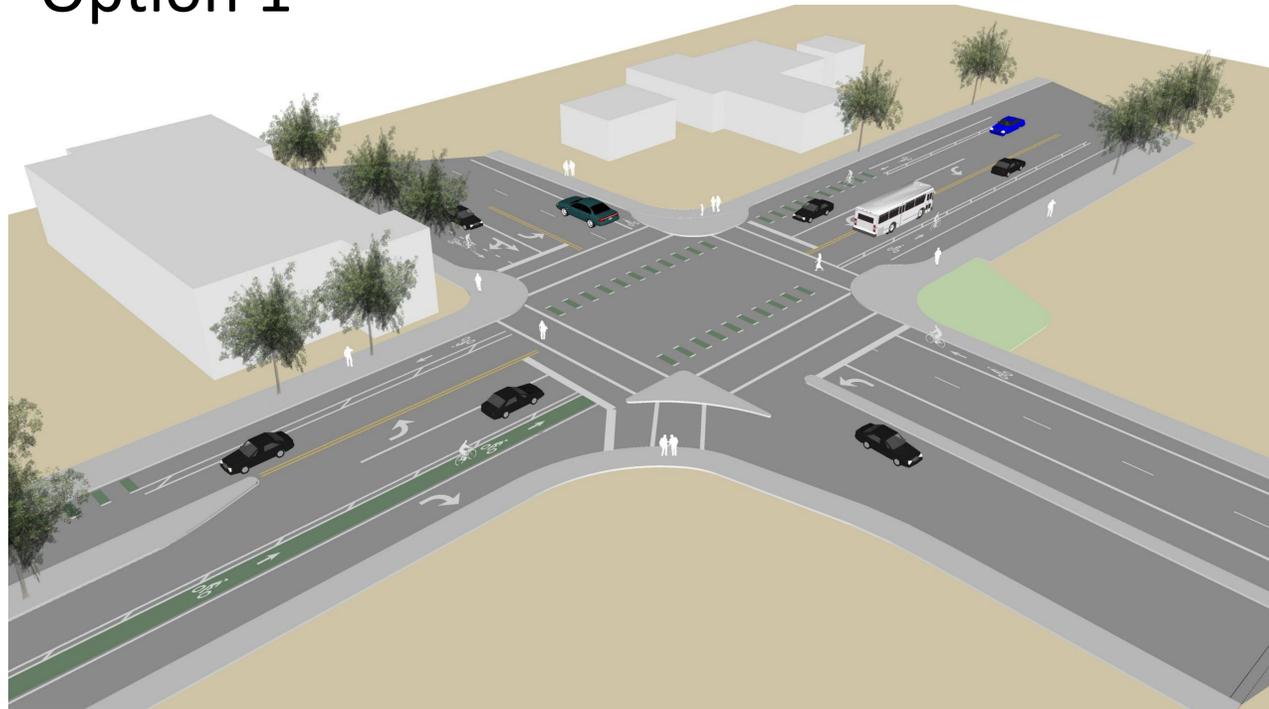
Potential—Most Locations



Comments

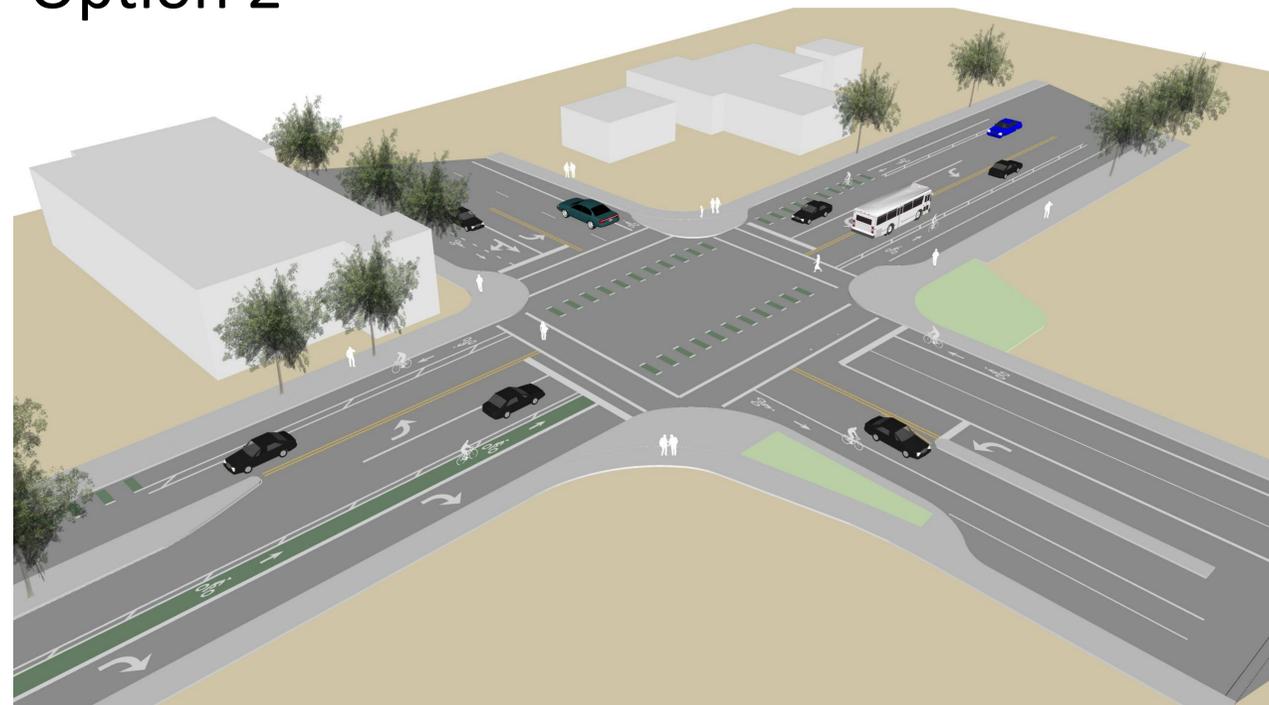
# RIVERSIDE

Option 1



Comments

Option 2



Comments

# LAND PARK

Option 1



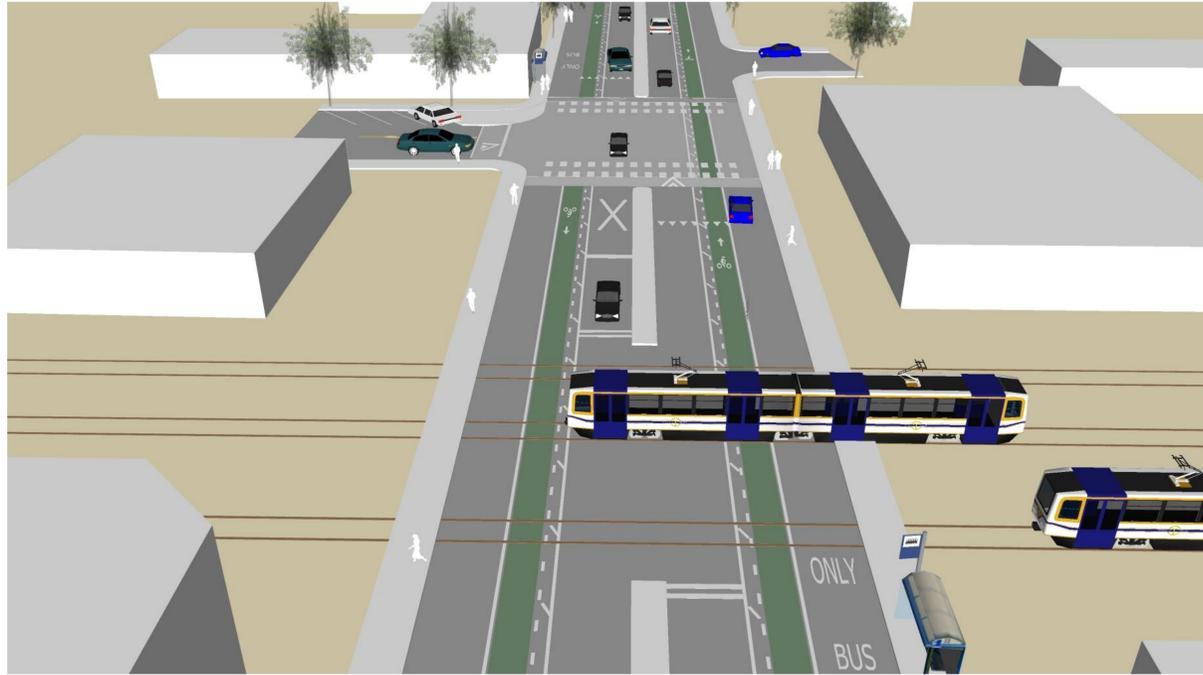
Comments

Option 2



Comments

# 19<sup>TH</sup> STREET/LRT CONCEPT



Comments

