

**MEMORANDUM**

TOWN OF LOS GATOS

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**To:** Bicycle and Pedestrian Advisory Commission

**From:** Bob Kass, Special Projects Manager

**Subject:** Bicycle and Pedestrian Master Plan—Vision Statement and Outreach Strategy

**Date:** April 30, 2016

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**RECOMMENDATION**

Staff recommends the BPAC provide feedback to staff and consultants on the draft Bicycle and Pedestrian Master Plan (BPMP) Outreach Strategy and development of a Vision Statement for the BPMP.

**BACKGROUND**

On April 5, 2016, the Town Council approved an agreement for consultant services with Placeworks for preparation of a Bicycle and Pedestrian Master Plan. At the regular BPAC meeting on April 7, 2016, commissioners had an opportunity to meet Michael Nilsson, Placeworks' project manager, and received a brief overview of Placeworks' approach to developing a Bicycle and Pedestrian Master Plan for Los Gatos. Town staff requested that the BPAC hold a special meeting in May to review the draft Outreach Strategy for the BPMP and provide input to the consultant and staff on an overall vision for the BPMP. The schedule and process for obtaining bicycle and pedestrian counts was also discussed with BPAC, and as was previously communicated to the BPAC, counts will be scheduled for late August after students and school staff return from summer vacation.

**DISCUSSION***Outreach Strategy*

One of the first tasks set forth in the scope of work for the development of a Town BPMP is to define the public engagement and community outreach process. Attached for the BPAC's review is a draft Outreach Strategy prepared by Placeworks. It provides a description and a proposed schedule for the various types of outreach strategies, events and techniques that are included in the consultant's scope of work. Staff and the consultant are requesting feedback from the BPAC on the types of outreach strategies recommended (e.g., online surveys, attendance at community events, etc.), the preferred events at which outreach would be scheduled, and the listing of stakeholders that should be included in the BPMP outreach process.

A key component of the development of the BPMP will be scheduled input by the BPAC as the BPMP is being developed. Staff is recommending a series of special BPAC meetings that would take place during the odd-numbered months to provide critical review and input by the BPAC as follows:

Date	Meeting Purpose
5-May-16	Review Draft Outreach Strategy and Develop Vision Statement
7-Jul-16	Review of Existing Conditions Analysis
8-Sep-16	Review Draft Policies and Proposed Improvement Projects (Network)
3-Nov-16	Review Final Draft BPMP and Recommendation to Council

### *BPMP Vision Statement*

Staff and the consultants are requesting input on the development of a a vision statement for the BPMP. Given competing priorities and constituencies, a vision statement will help guide the work of the staff and the consultants in developing the BPMP and set forth, in concise terms, a clear statement of the objectives that are to be achieved in developing the BPMP.

At the most basic and practical level, development of a BPMP will provide the Town with a roadmap for enhancing bicycle and pedestrian mobility throughout the Town as well as position the Town to compete more successfully for a range of bicycle and pedestrian grant funds. Staff believes, however, that a Vision Statement for a Town BPMP should include broader concepts, including the following:

### **CONCLUSION**

Staff recommends the BPAC provide feedback to staff and consultants on the draft Bicycle and Pedestrian Master Plan (BPMP) Outreach Strategy and development of a Vision Statement for the BPMP.