

US 101 NORTH COMPREHENSIVE MULTIMODAL CORRIDOR PLAN PUBLIC PARTICIPATION PLAN

JUNE 2023

PREPARED FOR:

SAN LUIS OBISPO COUNIL OF GOVERNMENTS



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US 101 NORTH COMPREHENSIVE MULTIMODAL CORRIDOR PLAN

The purpose of the US 101 North San Luis Obispo County Comprehensive Multimodal Corridor Plan (NCCMCP) is to identify a sustainable package of multimodal transportation improvements that best address both local and regional mobility priorities and needs within the corridor that meets the needs of SLOCOG, the local agencies, and Caltrans. The study area includes US 101 from Cuesta Grade to the San Luis Obispo/Monterey County Line and SR 46 from the US 101 east to Jardine Road in Paso Robles. This includes frontage roads, local parallel roadways, interchanges and ramp intersections.

There were 408 collisions, including 22 fatalities and 70 severe injuries, along the Corridor in the last five years. There are locations of recurring congestion; multimodal connectivity issues, and poor efficiency, accessibility, and mobility; which is a detriment to economic vitality and tourism. This Study will identify and provide solutions for those issues and to align the future of the corridor with the California State Transportation Agency's Climate Action Plan for Transportation Infrastructure (CAPTI) and Caltrans Strategic Business Plan. The Plan will also make projects along the corridor eligible for Solutions for Congested Corridor funding.

This Public Participation Plan outlines the plan priorities, tools and tactics that will be used to provide and document meaningful public engagement.

PLAN PRIORITIES

KEY MESSAGES

- The purpose of this Study is to identify potential investments to improve multimodal access and safety in the project area.
- The Study builds on previous efforts including SLOCOG's 2014 US 101 Corridor Mobility Master Plan.
- The Study will better position SLOCOG to be awarded grant funding to implement projects/programs identified in Study. The

KEY STAKEHOLDERS

- Caltrans
- City of Atascadero
- City of Paso Robles County of San Luis Obispo
- Communities of:
 - Santa Margarita
 - Templeton
 - San Miguel
- San Luis Obispo Regional Transit Authority
- Specialized transportation providers
- Local news media

DKS will develop and maintain a stakeholder database with names, phone number and emails for all interested parties.

KEY AUDIENCES

- Regular corridor area commuters
- Local businesses/tourism industries (wine industry)
- Local residents including those within disadvantaged communities
- Visitors

TOOLS AND TACTICS

SLOCOG will use a variety of tools and tactics for this community engagement effort. These activities will be used to gather input to the challenges and opportunities related to multimodal access in the corridor planning area.

BRAND DEVELOPMENT

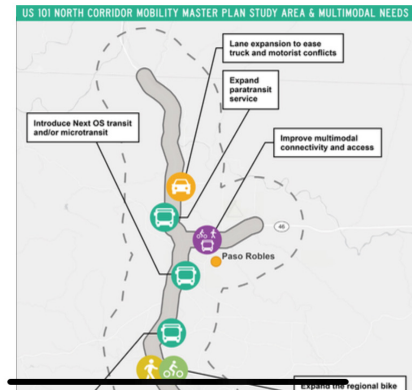
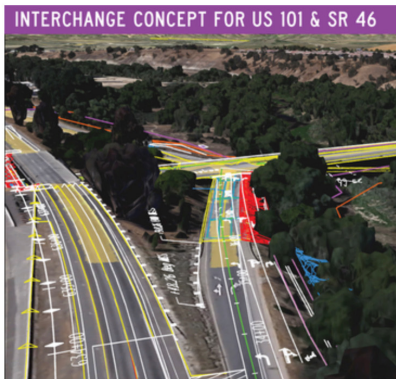


DKS has developed a project specific brand to clearly identify the Study as unique from other SLOCOG projects. This will be carried through all engagement activities.



What is this Project?

The Project is called the US 101 North San Luis Obispo County Comprehensive Multimodal Corridor Plan. It is a performance-based study designed to identify a prioritized package of multimodal investments to improve the corridor's ability to reliably and efficiently move people and goods. It will also help improve overall connectivity for all travel modes including transit, bike and pedestrian access. This study will also be consistent with state planning initiatives including reductions in greenhouse emission, economic development; resilience; and equity.



Click [HERE](#) to Give Your Input!

Click [HERE](#) for our FAQ

eNewsletter Sign Up!

* INDICATES REQUIRED FIELD

EMAIL *

I agree to receiving marketing and promotional materials *

SUBSCRIBE TO NEWSLETTER

DKS has developed and will maintain a project specific website, us101northcountymmp.com, to provide easy access to project background, documents, calendar, and opportunities for public engagement. This will include:

- Project information and overview and purpose of the Plan.
- Listing of all meetings.
- All presentations and materials produced for public meetings and workshops.
- Fact sheets regarding the planning process (English and Spanish).
- All drafts and materials produced for the Plan.
- Library with all relevant documents.
- Online surveys.
- Social Pinpoint (a google based, multilingual interface that allows users to share specific ideas and concerns in a map-based tool for technical studies).
- Sign up form for project updates.

The website will provide opportunities to capture comments as well as identify specific locations where opportunities and challenges to access may occur. The website will also include an option for visitors to sign up for an email list to receive notifications and information from the project team.

COLLATERAL DEVELOPMENT

DKS will develop a suite of educational materials to promote this effort and make them available in English and Spanish.

- Frequently Asked Questions
- Flyers/Posters for Workshops
- Pull-Up Banners with Links to the Project Website / Social Pinpoint
- Small Business Cards with Project Information
- PowerPoint Presentations

SOCIAL MEDIA

Over the course of the project, a series of bilingual social media posts will be created by DKS and deployed by SLOCOG on Facebook, Next Door, and other platforms as appropriate. DKS will provide these materials to all member agencies and stakeholders.

OUTREACH/POP UP EVENTS

Many residents prefer not to attend public meetings and workshops so to maximize participation, we will attend a variety of events and “pop-up” opportunities to connect with the public. These events will include farmers markets, local family-oriented events, and community gatherings which may include:

- Paso Robles Farmers Market
- Atascadero Farmers Market
- Rotary Club of Paso Robles
- Rotary Club of Atascadero
- San Miguel Community Services District
- Templeton Community Services District
- Santa Margarita Community Services District

Four pop-up events are currently scheduled for the week of September 11, 2023. This will include the: Wine Growers Association; Rotary Club Paso Robles; Rotary Club Atascadero; and Atascadero and Paso Robles Farmers Market.

The number of additional events will depend on overall project budget. Attendance may be combination of DKS and SLOCOG staff.

INTERACTIVE WEB-BASED TOOL

Stakeholders, residents and visitors will be encouraged to use a web-based interactive mapping tool to identify opportunities, challenges and constraints to accessing the corridor via various travel modes. The tool, called Social Pinpoint, is multilingual so that all users can provide comments. This data will be compared to technical data to determine where improvements need to be made.

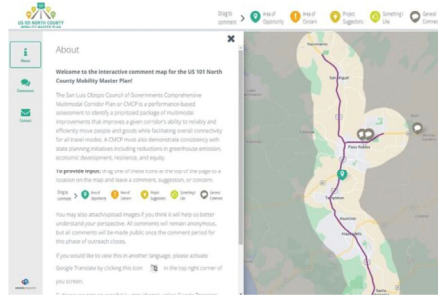
Give Your Input

Provide Your Input Using Our Interactive Comment Map

Using this interactive mapping tool, you can move around the US 101 North San Luis Obispo County Corridor and leave any feedback, comments, ideas, or suggestions:

- Area of Opportunity
- Area of Concern
- Project Suggestions
- Something I Like
- General Comments

Click [HERE](#) to get started!



COMMUNITY WORKSHOPS (TWO)

SLOCOG will conduct two rounds of public workshops: one at the beginning of the project in City of Paso Robles and one to present the draft plan at the City of Atascadero. The first will be used to provide opportunities for participants to learn about the objectives of the study and existing conditions in the study area. The second will provide an opportunity to review and comment on the proposed improvements recommended in the Study update.

Each meeting will include:

- Pre-meeting advertisement that clearly explains the intent, topics, and format of the event.
- Opportunities before and after workshops to submit comments/questions.
- Live-polling activities as part of our online presentations.
- Development and uploading of a “virtual workshop” to the project website following the “live” meeting.
- Accommodation for Spanish language translation.

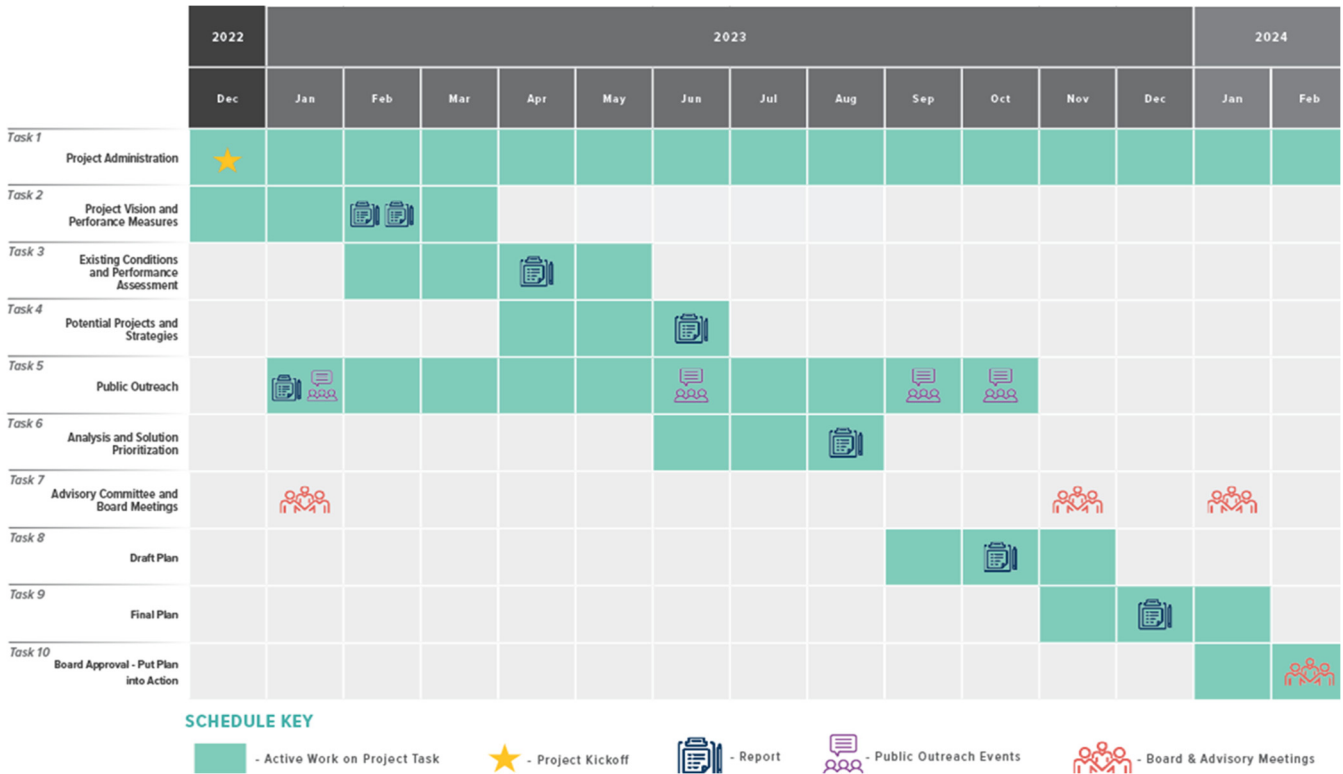
PROMOTION TIMELINES:

- Three-Four weeks prior:
 - Social Media Event Posts
 - Website Updates
 - News Release
 - SLOCOG, County and City Announcements
- Two weeks prior:
 - Social Media Posts re: Workshop Format and Goals
 - Stakeholder Outreach (Schools/Chambers/Community Groups/Faith Based Groups)
 - Website Updates

- o eBlasts
- One week prior:
 - o Social Media
 - o eBlast Reminders

OUTREACH SCHEDULE

The outreach program will follow the overall project schedule as follows:



SUMMARY REPORT

The DKS team will prepare a comprehensive summary report detailing all engagement efforts, comments received, and overall direction and input provided by the community. This will be a public document for complete transparency in the outreach efforts. The summary will include socio-economic demographics data from participants and response comments.