

Sonoma — KBBF Radio

Plan Bay Area Community-Based Outreach

Outreach area:

Santa Rosa, California

Outreach description:

Outreach through the May 5, 2011
Cinco de Mayo Festival in Roseland

Participants: 213

(Note: Not everyone voted in all segments of the outreach.)

Priority Transportation Investment Strategies

Participants were given 21 options for investing future transportation funding and asked to select their top six priorities.

Rank	Strategy
1	More transit service to connect housing and jobs
2	Expand commuter rail services (BART, Caltrain, etc.)
4	Expand express bus and local bus services
3	Add more bike paths/bike lanes
5	More frequent service on transit routes with high ridership
6	Invest more transportation funds to support cities that build new housing near transit that is affordable for Bay Area residents with limited income

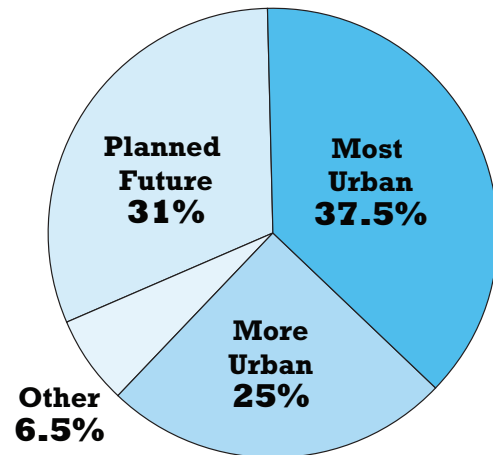
Priority Policy Initiatives

Participants were given six options for new policies that could be adopted (at the local, regional, state or federal level) and asked to select their top three.

Rank	Initiative
1	Changing driving habits to conserve fuel & reduce harmful emissions (e.g., reduce maximum speeds to 55 mph, educate drivers to drive at even speeds, remove heavy objects from trunks to save fuel and reduce harmful emissions)
2	Economic strategies (e.g., development strategies to protect existing jobs, create new jobs, or preserve warehouse/industrial sites)
3	Electric vehicles (e.g., subsidize the purchase/lease of electric vehicles and hybrids, increase availability of electric vehicle chargers)

How will we grow?

Participants were asked to choose a preferred scenario for future growth, with "Planned Future" (labeled "current Plans") reflecting adopted MTC and ABAG plans, and "More Urban" and "Most Urban" applying increasingly higher concentrations of housing and development.



Comments

Participants who took the survey were asked what one thing in their neighborhood (and in the Bay Area) they would like to see changed, and what one thing they would most like to keep. Some participants also submitted general comments on a separate comment card. Below are the most common responses and comments in no particular order.

- Need more and improved public transit (including a rail system) – both in the North Bay and from the north in to San Francisco
- Need to find ways to decrease local/freeway traffic (increased, reliable and affordable public transit could assist with this)
- Need more open space and parks for families and children to have a place for outdoor recreation
- Basic security is important, and gang violence is a concern
- Residents want safe streets, sidewalks and bus stops for pedestrians and transit riders, and want to see improvements in these areas
- Affordability is an issue, both for homes and for transportation (transit, parking, moving violation fees, and bridge tolls)
- Need more bike lanes and bicycle funding
- Need to keep the rural look and feel in Sonoma county

PLAN BAY AREA — SPRING 2011 COMMUNITY-BASED OUTREACH COMMENTS — KBBF

Below are all comments received in response to the following two-part question.

QUESTION 4a

***What is the one thing in your neighborhood or community that you would most like to keep ?
What one thing in the Bay Area would you like to keep ?***

COMMENT

Sense of community with local activities.

The local markets. The local taco trucks. The trees.

I would like to keep the city bus, especially for special needs people.

The open space in my farm community.

Preserve the fairs, recreation, outdoor markets.

I like the gated area.

Parks.

I would like to keep the forest and wilderness left alone.

Parks, public transportation, biking paths.

Bike lanes.

Bicycle lanes, to encourage people to ride bikes.

Open space.

Express transit to Bay Area from Santa Rosa. City transportation plus for worker and public.

The unity.

Sense of community/family in Roseland. Keep the Bay Area moving forward to lead with green thinking/technology.

Keep funds for all Sonoma County state and city parks! No more budget cuts for all are beautiful parks that we made for 10's of years to complete visions. Stop squeezing all the fun out of Sonoma County.

The parks; open land.

No reduction in safety and law enforcement.

Keep development in urban areas, not have it expand into the green belts.

Good public transit.

Keep the greenbelt areas between cities. Same for the Bay Area.

Rural atmosphere; agriculture; vineyards; open space. Bay Area - excellent public transportation (BART, Caltrain, Capitol Corridor).

Urban areas to stay urban and undeveloped farming land and small communities to stay the same. Leave green areas green.

Stores, schools, parks.

Local jobs for local people.

Pro-bike lane streets.

Life neighborhood and cultural activities.

The ruralness of this county.

Bus service in the west county.

Peace and quiet. Keep the cost of the Golden Gate Bridge and other bridges less costly.

The beautiful scenery.

Bus service - but include holidays!

Rural character.

Keep BART! Keep SMART on track, on budget, and on time.

Hmmm...not sure.

Family environment.

Buses.

Park space in my neighborhood. Increase urban density.

Diversity.

Diversity.

Get our train. Where is it?

Open lands and natural habitats.

Any parks, open space, land trusts.

Lots of iconic busses and trolleys.

Green belts are wonderful. Let's keep our air clean.

Clean water.

Small town atmosphere.

Rural environment, open space.

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***What is the one thing in your neighborhood or community that you would most like to **keep** ?
What one thing in the Bay Area would you like to **keep** ?***

COMMENT

Small, less congested.

Open space (both local and Bay Area).

Keep small businesses, local vendors and farmers markets.

Accessible open space.

Neighborhood togetherness.

Farmers market.

Parks and stores in walking distance.

Affordable higher education. The tuition costs of community and state colleges have sky-rocketed recently, coinciding with typically lower wages right out of college. If someone is interested in and capable of college, they should not have to go into debt (college loans) for years afterwards. I personally have put off college because of the costs in spite of high grades in Junior College and a desire to go. It would be financially _____ to go.

I love our creek paths and would like a bike path along the railroad tracks and connected to Howarth Park. I want to keep the feel of a smaller city with rural pockets.

BART - lower fares. Use freeway money for better transit options and fares.

Open space/public lands.

No more urban development. BART and cable car.

Pedestrian and bicycle routes safety.

Friendly environment.

Maintain cultural neighborhoods' character. Maintain open space.

Keep Amtrak. Expand rail service.

Nothing.

Toll booths with people, not automatic at Golden Gate Bridge.

The National parks in the area.

Express bus service from Petaluma to San Francisco.

Parks around neighborhood.

The parks.

Howarth Park.

Local community. Fresh produce.

The closeness. Everyone knows everybody. Politeness.

Keep trains. Keep ferries.

More opportunity and events, and centers for children, especially the teenagers (Jr. High, High School).

A lot of commercial space, a lot of options to buy daily needs.

Parks and schools.

In my neighborhood, I would like to keep access to transit, and increase it if possible. In the Bay Area, I would like to keep and increase transit.

Tranquility, the area is very safe for my children. Everything should stay the same.

That it's clean.

Open space and parks.

Public safety.

The peacefulness in my neighborhood, it's a very safe place.

Tranquility.

Affordable housing.

Nearby schools.

Bus service in my community. In the Bay Area, that the police stop being racist toward Latinos.

Open space.

Tranquility.

I am happy with the level of safety but I want more safety.

Parks and waterways.

Open space.

Increase cleanliness and reduce noise.

Parks and open space.

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QUESTION 4a

***What is the one thing in your neighborhood or community that you would most like to **keep** ?
What one thing in the Bay Area would you like to **keep** ?***

COMMENT

Parks and schools.

Transit around the airports and more parking in San Francisco.

Transportation.

Keep the community's familiarity, communication and safety. Keep Bay Area parks.

Parks in my community, parks, museums and recreational areas in the Bay Area.

My culture.

Parks and walking paths.

Transportation, better school location, grocery stores available within walking distance.

Transportation.

Sports complexes and family recreation areas.

My culture.

Keep my community clean, lighting, speed limit signs. Maintain roads in good condition and improve pavement signage.

Grass.

Recreational parks, clean streets and taking of public drinking water.

Stores.

Parks and wide sidewalks for walking, maintain open space.

Open space, parks and recreation areas for families are very important to the community.

I want to keep local businesses because they are the best, they are our communities and our culture, and community events, and trucks and carts selling on the street.

Open space, parks, pools, open recreation areas for families and children. Keep the tourism area in order to raise money to maintain these spaces.

I want it to be as peaceful as always.

Calmness.

Closer schools.

Open space and the people who live here.

Don't dump garbage on the streets.

Clean freeways and improve streets.

More safety. Increase communication, education and respect.

Increase unity using Spanish radio.

Improve public and medical services.

More affordable and low income housing.

Continue increasing sports and good habits in children.

More communication among neighbors.

More communication in the neighborhood.

PLAN BAY AREA — SPRING 2011 COMMUNITY-BASED OUTREACH COMMENTS — KBBF

Below are all comments received in response to the following two-part question.

QUESTION 4b

What is the one thing in your neighborhood or community that you would most like to **change**? What one thing in the Bay Area would you like to **change**?

COMMENT

Reduced traffic. Reduce crime.

I think that our neighborhood/community would be better off if people time banked - hour-for-hour time and talent exchange. Like bartering but pay it forward: www.sonomacountytmebank.org.

More enforcement for lower speed around neighborhoods.

Less traffic, more mass transit.

Would not want to change anything in neighborhood. Work towards creating more jobs. People in control don't appreciate how much suffering there is when one loses a job.

More transit availability!!!

Less traffic.

Parents pay more attention to their children.

More bike lanes. Encourage residents to use less fuel.

More cycling, mass transit.

Police officers to control tickets given for minors.

The cost of busses.

More parks. Increase public transportation.

To be rid of potholes. For repair funds to be used all neighborhoods with housing.

For the streets to be repaired and prevent potholes, no matter what part of a city - not only the richer neighborhoods.

Affordable rent. I pay \$950 for two-bedroom in Rohnert Park.

Decrease traffic congestion on freeways.

Later route on city buses Pine and Marloth area because of later hours and work - until 9 pm or 10 pm Mon-Fri.

Have a way to improve the minds of youth; get them into college and give something to the community.

Litter and potholes in the road in Roseland.

Make Santa Rosa a safer place to raise your family. Bay Area change? Stay in the Bay Area!

The noise level - very noisy. And to pave the roads and trim the trees. Trees hang over street or block traffic signal visibility I would also like for residents to have to make sure their bushes, etc., are not growing over the sidewalk; and if they are, to have the city take ownership of this in some fashion.

Repair roads, streets. Enhance street safety for both vehicles and pedestrians. Reduce highway speed limits.

Bike paths. Fill potholes.

Some roads in the area are very congested during commute times; even on the county roads.

Intersections: More stop signs and roundabouts in country - flashing yellow arrow left-turns in city signals grade separations on intersections on major expressways-arterials.

More frequent bus services and more routes.

Garbage cleaning. Police and sheriff presence. More parks.

Make wineries that are using outside help from other counties to give their workers health care, housing and transportation.

Roseland needs a comprehensive transportation plan - added shuttle service and SMART, more bus routes, more transit development.

Bay Area: Abandon the freeway widening plans; instead push that funding into mass transit/train service to the North Bay.

Police and sheriff to be fair and equal to all people because of abuses by police and sheriff - no impoundment.

The traffic. Better public transportation, easily accessible and affordable. Affordable housing so that you won't see 20 people living in a two-bedroom apartment!

There is too much driving. People here drive more than in other metro areas (e.g., Chicago, New York). There should be more mass

TRAINS!! More outreach to multi-cultural communities.

Slow development of high-end housing and development of low-cost and affordable housing.

Protect pedestrians in Santa Rosa. Facilitate/improve public transport between Sonoma County. Santa Rosa and East Bay. The present bridge tolls - it was promised to be toll free when being built!

Decrease automobile traffic by making public transportation more available; incentives to use public transportation.

In my neighborhood, which is rural, I would like to see more bicycle lanes. In my larger community, I would like to see more bus routes and more frequent service. In the Bay Area, I would like to see more people live close to their work, and less development.

In my hood and the Bay, I want an increase in involvement and sense of ownership of the community, and decrease in dependence of Public transportation. Prices for parking tickets.

Public transportation. Prices for parking meters. More parking spaces.

Stop construction of new housing in the agricultural green lands.

PLAN BAY AREA — SPRING 2011 COMMUNITY-BASED OUTREACH COMMENTS — KBBF

Below are all comments received in response to the following two-part question.

QUESTION 4b

What is the one thing in your neighborhood or community that you would most like to **change**? What one thing in the Bay Area would you like to **change**?

COMMENT

Greater transportation connectivity. Greater resource protection.

Our education. We need and must put more funds into our less fortunate schools!

Windsor is ready for our train.

Homeless living on the Santa Rosa Creek - they need to have somewhere to go. Homelessness.

Less cars, more walking. Smart train, to avoid N-S SF commute traffic.

Conserve, conserve, conserve. Oh, and remediate, too.

Too dependent on cars. Need much more rail and light rail.

Less cars, traffic; more bikes.

More teachers for class size.

No more growth.

Affordable housing for young people.

I would like BART to San Francisco.

Increase public transit. Bus, shuttle, rail service subsidized.

We need a light rail! Cost of living!

SMART

Stop stereotyping on car clubs. Plant more trees.

Urban sprawl.

The traffic and congestion.

More funding to communities.

More transportation options.

Keep creek trails open access - no locks.

Safer walking and biking routes. More community gardens.

Here in Santa Rosa, we have been having a higher than typical frequency of car/pedestrian accidents. I would like crosswalks to be well lit at night and upgraded, enhanced crosswalks (flashing lights to alert drivers) placed in high-traffic areas.

I would like for the commuter rail to be funded and eventually high speed rails connecting SR to Southern California. I would like to develop the areas that are already developed around them. The things I would like to change are the gang levels.

Solar electric shuttles. On-demand local transit options. Vanpools from urban areas or neighborhoods to all major employers - participated in by employers.

Run the Golden Gate express buss from/to SF - Santa Rosa every 1/2 hour and all day long up to 10 pm departure from SF.

I would like to have reliable, fast and safe public transportation from the North Bay to the City.

Add public transportation, such as BART, between San Francisco/East Bay and the North and South Bay to support commuters on the major freeways like 101, 80, 880, 580, etc.

Public transportation and parking meter prices.

Need more affordable housing, parks for children, better public transportation.

More local jobs. Most people commute to other cities in the Bay Area.

Cleaner environment, safer places for young children to play at.

More sidewalks are more safe.

Easier access to public transportation.

Train service from North Bay to South Bay.

Improve sidewalks.

Better roads. Wider lanes for freeways.

More parks.

Add more speed bumps in neighborhoods that have a lot of kids (poor neighborhoods).

Less traffic - less pollution.

Improve public transportation, more urban city planning.

Trains. Safer bike stuff. Where are the trains?

More _____ activities like Flea markets where unincorporated vacant buildings.

Less cars. Less road construction. They take too long; should be paid when done - 0 hourly.

Please shorten the survey - thank you.

Increase safety, maintain freeways, there are no sidewalks.

Violence.

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QUESTION 4b

What is the one thing in your neighborhood or community that you would most like to **change**? What one thing in the Bay Area would you like to **change**?

COMMENT

In my neighborhood, I would like to change undeveloped lands and turn them into parks, or recreation centers for children. In the Bay Area, increase roads with high-speed access to reduce traffic during rush hours.

There is nothing I would change because it is a very quiet area. Everything should stay the same.

Walking, that there won't be a lot of crime.

Conflict among gangs and racism against Hispanics.

Increase cleanliness.

There is nothing I would change because it is a very quiet area. Everything should stay the same.

Safety and vehicle's speeds.

That my neighborhood remains the same as it is now.

Safety and more transportation options.

Increase safety.

Increase bus service on the weekends and increase frequency to every 30 minutes.

Increase bus routes where there are none so that we can access our job sites.

Decrease rent costs.

Better roads and increased lighting, more safety.

More safety.

Housing and more jobs near housing, gas is very expensive.

Eliminate bureaucracy for small business in order to create jobs. Make higher education more accessible. Eliminate violence.

Affordable rents and that people don't dump their garbage on the street.

Increase transit service in my community.

Violence.

Less gangs and more police.

Prevent pollution in both areas.

More garbage.

The lack of information about available resources, lack of Internet and lack of responsibility from certain entities. In the Bay Area, I would improve public transportation in certain areas.

I don't want to change anything. Enforce driving laws more in the Bay Area.

Build more stores in my neighborhood.

Change the police's attitude.

More recreation areas for children, old buildings.

The popular atmosphere.

Change the police's attitude toward the Latino community.

Trim trees in order to protect houses, improve local house, business and building structures.

Implement sanctions on home owners who rent to people who disregard public order.

No selling of drugs, reduce ticket fines.

Reduce speed limit for cars.

The front of old buildings and quality restaurants.

Reduce gangs ...

Accessibility and better connection to the community and the Bay Area.

The horrible sidewalks, pavement and lighting.

More transportation, increase frequency of bus service. Change bus routes so they are more convenient, better routes — currently they go all over the place, there should be more direct service. Also affordable housing, like apartments and condos.

More public transit, high-speed transit, pedestrian and bicycle access.

No specific option at the moment. Use undeveloped land for recreation areas, for example, areas where you can play soccer or some

Stop gangs.

Stop gangs.

Drugs, there should be more surveillance.

Nothing.

Change the atmosphere.

I would like it if there were not a lot of garbage on the streets.

More recreational areas and more parks for children.

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QUESTION 4b

What is the one thing in your neighborhood or community that you would most like to **change**? What one thing in the Bay Area would you like to **change**?

COMMENT

More safety in Hispanic areas.

More safety.

I would like there to be more transit service because there is only one and there is no service on Sundays.

Reduce crime, gangs and discrimination from certain authorities.

Remove drug dealers.

The police should not be rude.