
Project: Local Roadway Safety Plan (LRSP)
Date: September 2025
Re: Public Outreach Plan Summary

Introduction & Purpose

This Public Outreach Plan Summary describes how the City of Capitola will engage the community as part of preparing the Local Roadway Safety Plan (LRSP). The LRSP is a comprehensive, data-driven plan that identifies crash patterns, priority safety issues, and targeted improvements to reduce severe and fatal collisions on City streets. Adoption of the LRSP will also make Capitola eligible to apply for Highway Safety Improvement Program (HSIP) grants and strengthen competitiveness for other state and federal funding.

Project Outcomes

The LRSP is intended to:

- Understand the factors that contribute to collisions
- Develop strategies to reduce traffic injuries and fatalities
- Provide an action plan to prioritize safety improvements
- Increase the City's competitiveness for safety funding opportunities

Stakeholder & Community Outreach

Stakeholder involvement is a key component of the LRSP process. Outreach will include City departments, partner agencies, and community groups with knowledge of local traffic and safety concerns.

Stakeholder groups include:

- City Departments: Public Works, Police, Education, Fire, and others involved in roadway operations and safety
- County and Regional Partners: Santa Cruz County Public Health, Regional Transportation Commission, and partner transit agencies
- Community Representatives: Schools, bicycle and pedestrian advocates, and nonprofit organizations

Community Engagement Events

Two primary public engagement events are planned:

- Pop-Up Event 1 – October 28, 2025 (New Brighton Middle School):
Joint meeting with the Bay Avenue Corridor project to introduce the LRSP, present top safety challenge areas, and launch the online survey.
- Pop-Up Event 2 – Late November 2025 (TBD):
Follow-up meeting to summarize survey feedback, present refined recommendations, and review proposed countermeasures at five priority locations.

Online Survey

An interactive Social PinPoint map survey will launch on October 3, 2025, and remain open for at least four weeks. Residents will be able to identify safety concerns by dropping map "pins,"

provide comments, and upvote or downvote other feedback. The survey will help the City prioritize emphasis areas and specific locations for safety improvements.

Technical Tasks

The LRSP will include:

- Crash Data Analysis: Review of the most recent five years of crash data to identify high-frequency locations, trends, and primary contributing factors
- Equity Assessment: Evaluation of how traffic safety challenges affect disadvantaged populations
- Policy Review: Identification of opportunities to strengthen policies related to engineering, enforcement, education, and emergency response
- Safety Strategies: Development of recommended engineering and programmatic strategies for priority locations

Public Outreach Schedule

- October 3, 2025: Launch of online survey
- October 28, 2025: Pop-Up Event 1 – Joint public meeting with Bay Avenue Corridor project
- Late November 2025: Pop-Up Event 2 – Review feedback and refined recommendations
- Early 2026: Draft LRSP completed and shared with Council and community
- Mid-2026: Final LRSP adoption by City Council