
Project: Bay Avenue Corridor Outreach
Date: September 2025
Re: Public Outreach Plan Summary

This outreach plan outlines the engagement strategy for the Bay Avenue Corridor project, developed in response to Council direction in February 2025 to refine roundabout concepts and gather community input before advancing design.

Engagement Schedule

The engagement effort will occur September–December 2025, with key milestones including stakeholder meetings (September–October), a joint community meeting (October 28, 2025), an online survey (October–November), and a Council presentation (Winter 2025/26).

Project Description

The City retained Kimley-Horn in 2024 to conduct a corridor safety and traffic analysis study of Bay Avenue between Highway 1 and Park Avenue. The Bay Avenue corridor study investigated feasible long-term roadway and intersection improvements to enhance traffic operations and safety for vehicles, bicyclists, and pedestrians. The corridor study analysis encompasses the effort of several ongoing transportation projects in the City including the quick-build improvements at the Bay Avenue and Hill Street intersection and engineering support for PG&E undergrounding at the Bay Avenue and Capitola Avenue intersection.

In February 2025, Kimley-Horn presented the corridor study findings and recommendations to the Council for the project’s next steps. The Council approved the recommendation to pursue the roundabout alternative for Bay Avenue and provided direction to conduct public outreach and refine the corridor concept layouts. The results of these tasks will advance the planning and design phases of the Bay Avenue corridor project so it is “shelf-ready” for future grant opportunities.

Figure 1: Project Site Map



Bay Avenue Corridor

A corridor study of Bay Avenue was conducted to assess current and future needs of the transportation route with a focus on mobility, safety, operations, and economic development for all users. The primary objectives of the Bay Avenue Corridor study are consistent with several existing goals outlined in the City of Capitola General Plan.

The City's General Plan describes a vision of Bay Avenue as a thriving destination that serves residents and visitors in addition to providing a roadway system that enhances community aesthetics and promotes a high quality of life. The Bay Avenue vision also identifies several policies and actions to achieve these General Plan goals which include:

- Conducting a streetscape master plan,
- Evaluating the feasibility of different intersection control such as roundabouts, and
- Ensuring major development projects contribute to the vitality and function of Bay Avenue as a thriving commercial district.

Long-term proposed improvements include sidewalks, bike lanes, pedestrian crossings, roundabouts, and curb bulb-outs along the Bay Avenue corridor. Emergency vehicle and bus access will be maintained. Roundabouts and curb bulb-outs would enhance roadway safety and create spaces that are opportunities for public life, landscaping, and public art. Roundabouts can also reduce maintenance costs, saving costs over time. Curb bulb-outs also add space to sidewalk areas that can be used to create more vibrant public spaces.



The project will contribute to improved quality of life in Capitola by calming traffic, reducing emissions, and enhancing the quality, usefulness, and overall character of the Bay Avenue corridor. The City seeks public feedback to help shape how this future roadway improvement project should serve the community, especially people that will use this corridor.

Bay Avenue / Hill Street Intersection

As part of the broader Bay Avenue Corridor Study, the City implemented short-term safety enhancements at the Bay Avenue and Hill Street intersection in 2024. This quick-build project was intended to test potential design strategies, gather feedback from the community, and improve immediate safety conditions for drivers, pedestrians, and cyclists. The temporary improvements included:

- Reduced Travel Lanes: Two travel lanes were removed to slow traffic and reduce the number of vehicles entering the intersection at the same time.
- Pedestrian Safety: Painted curb extensions shortened pedestrian crossing distances and minimizing the time spent in the path of vehicles and bicycles.

- Bicycle Safety: Buffered bike lanes, marked with green paint, were added to provide greater separation between cyclists and motor vehicles.



Prior to implementing this design, City staff engaged in several months of outreach with local businesses and residents. These modifications are designed to be temporary measures to assess their effectiveness. Safety considerations are paramount, with all parties emphasizing the importance of prioritizing safety in the evaluation of these temporary traffic interventions.

In September 2025, the City Council directed staff to restore the prior lane configuration while retaining and enhancing key safety features such as high-visibility crosswalks and signage. Construction is planned for completion by the end of 2025, weather permitting.

The City is assessing long-term options for the Bay/Hill intersection as part of the broader corridor study and is seeking feedback to help shape how this future roadway improvement should serve the community.

Key Stakeholders & Partner Agencies

- Businesses & Property Owners: Corridor shopping centers (Crossroads, Nob Hill), small businesses (restaurants, markets, bakeries), and banks.
- Neighborhood & Residents: Bay Avenue Senior Apartments, nearby residential streets, and neighborhood associations.
- Schools & Churches: Soquel Elementary, New Brighton Middle, Soquel High, and local congregations along Bay Avenue.
- Institutions: Capitola Post Office, Capitola Police Department, and Central Fire District.
- Partner Agencies & Utilities: Santa Cruz Metro, RTC, Caltrans District 5, Santa Cruz County Public Works, Soquel Creek Water District, PG&E, AT&T, and Charter.

Engagement Materials

- Maps & Exhibits: Concept layouts for roundabouts at Bay/Capitola and Bay/Hill, before/after cross-sections, and right-of-way impact exhibits.
- Traffic & Safety Analysis: Graphics illustrating traffic counts, turning movements, and pedestrian/bike safety data.

- Fact Sheets: One-page handouts describing benefits of roundabouts and corridor safety features.
- Online Tools: Public survey with QR code links, project website updates, and social media announcements.
- Visual Comparisons: Photos and examples of roundabouts and traffic calming from similar California communities.

Comment Database & Summary Write-up

All feedback collected through stakeholder meetings, the community meeting, and the online survey will be compiled into a single database. This information will be analyzed and summarized in a final outreach report. The report will describe the key themes and priorities identified by the community, explain how the feedback will be incorporated into the project, and note any suggestions that cannot be implemented due to feasibility, cost, or other constraints. This summary will be shared with the City Council to inform refinement of the Bay Avenue Corridor concepts and guide future project decisions.

Community Engagement Events

The outreach effort for the Bay Avenue Corridor project includes both focused stakeholder discussions and broader public engagement. The events are structured to gather input from key groups along the corridor while also ensuring the general public has opportunities to participate.

- Stakeholder Meeting #1 – Bay/Capitola (September & October 2025): Discussions with corridor businesses and property owners near the Bay/Capitola intersection to review concept layouts and access needs.
- Stakeholder Meeting #2 – Bay/Hill (September & October 2025): Focused outreach to property owners and businesses near the Bay/Hill intersection to discuss safety and traffic operations.
- Stakeholder Meeting #3 – Bay Avenue Senior Apartments (Fall 2025): Targeted meeting with senior housing residents to understand mobility, accessibility, and safety priorities.
- Stakeholder Meeting #4 – General Public (October 28, 2025): Joint community meeting with the Local Roadway Safety Plan (LRSP) effort at New Brighton Middle School. This meeting will provide an overview of corridor concepts and citywide safety priorities and allow for broad community feedback.
- City Council Meeting: Following completion of stakeholder and public engagement, staff will return to Council with a summary of comments, survey results, and recommended refinements.

Next Steps

Next steps include continuing outreach through Fall 2025, refining corridor concepts with community input, and returning to Council with an outreach summary and recommendations.