



**TOWN OF LOS GATOS
COUNCIL AGENDA REPORT**

MEETING DATE: 03/03/2020

ITEM NO: 8

DATE: February 26, 2020
TO: Mayor and Town Council
FROM: Laurel Prevetti, Town Manager
SUBJECT: Approve the Connect Los Gatos Program and Community Engagement Plan

RECOMMENDATION:

Approve the Connect Los Gatos program and community engagement plan.

BACKGROUND:

Over the last several years, the Town Council has taken the following actions in regard to bicycle and pedestrian projects, including:

- Adoption of the Town Bicycle and Pedestrian Improvements as a Strategic Priority.
- Adoption of the Safe Routes to School Plan and Bicycle and Pedestrian Master Plan.
- Approval of multi-modal grant funding applications and matching funds.
- Approval of Request for Proposals (RFP) for design work on multi-modal projects.
- Approval of preliminary multi-modal design concepts.

In addition to these, the Council has approved several multi-modal projects including the Blossom Hill Road Complete Streets project. The individual projects that come out of these Council actions are often presented to the community on their own. However, the Council and staff appreciate that the projects are part of a broader goal, largely grown out of the Bicycle and Pedestrian Master Plan. Staff believes that framing the work that is being done under a unifying program will help residents better understand the current individual projects, and how they relate to each other and potential future projects. The unifying program proposed for the Town is "Connect Los Gatos."

PREPARED BY: Lisa Petersen
Assistant Parks and Public Works Director/Town Engineer

Reviewed by: Town Manager, Assistant Town Manager, Town Attorney, and Parks and Public Works Director

DISCUSSION:

Taking the lead from the Town's Experience Los Gatos branding over the summer, staff has adopted a similar branding style for Connect Los Gatos as shown below:



Also available online at www.losgatosca.gov/ConnectLG, the connect Los Gatos branding is a community engagement initiative promoting a program of bicycle and pedestrian projects that will connect, expand, and improve access to the multimodal network throughout the Town. Currently there are six projects included in the program:

1. Los Gatos Creek Trail Connector to Highway 9
2. Bicycle and Pedestrian Overcrossing over Highway 17
3. Winchester Boulevard Complete Streets
4. Shannon Road Multi-Use Path
5. Kennedy Road Sidewalk
6. Highway 9/Massol Avenue Pedestrian Improvements

These projects were first identified in the Council adopted Safe Routes to School Plan and Bicycle and Pedestrian Master Plan. The projects are aimed at expanding access to key destination points in the community, improving the Town's existing network by closing connectivity gaps, and providing safe access and crossings. As approved by the Town Council, five of the projects will be submitted for funding under the upcoming Measure B call for projects. Continued movement on these projects will be tied to the Town's ability to receive grant funding. As new key projects come forward, they will be added to the list.

The branding of this group of transportation projects will allow for a framework of active community engagement. Attachment 1 provides a Connect Los Gatos community engagement plan that will provide a "tool box" for staff to use to keep the community engaged. The options for tools and events will be tailored for each project, using those that will best meet the needs of the project and community. In addition, the options chosen will also be used to keep the community informed and obtain meaningful input on projects.

CONCLUSION:

Staff recommends the Council approve the Connect Los Gatos program and adopt the community engagement plan. The plan will help the Town implement and maximize community engagement activities through a documented framework.

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COORDINATION:

Staff presented the program and engagement plan to the Complete Streets and Transportation Commission at its February 13, 2020 meeting. The Commission unanimously recommended approving the plan.

FISCAL IMPACT:

There is no fiscal impact as a result of the recommended action. The implementation of the community engagement activities is included in the project development costs.

ENVIRONMENTAL ASSESSMENT:

This is not a project defined under CEQA, and no further action is required.

Attachment:

1. Connect Los Gatos Community Engagement Plan