



CHAPTER 5: COMMUNITY OUTREACH

Community outreach was a key element in the development of alternatives for the University Avenue Mobility Study. The following are examples of the ways the community was provide the opportunity to comment on the elements of the concept plans:

- **Community Workshops:** A total of three (3) workshops were conducted where the community was asked to participate in the identification of vehicle, bicycle, pedestrian, and transit mobility needs and solutions.
- **Walk Audits:** A total of two (2) walk audits were conducted in the study area. Community members were invited to join the project team in a walking tour of the corridor where they could participate in interactive discussions about walkability concerns such as sidewalk width, sidewalk obstructions, accessibility, pedestrian safety, transit, bicycle mobility, and other amenities in the study area.
- **Project Working Group Meetings:** Four (4) working group meetings were conducted during the course of the project where technical elements of the Mobility Planning Process were presented. The Project Working Group provided input on key elements of the plan as the process evolved. The public was invited to attend these meetings and share their thoughts with the project team. Members of the Project Working Group were appointed to the group based on their involvement in other key organizations in the communities served by the University Avenue Corridor. The members of the Project Working Group were responsible for distributing the information to their respective organizations through email distributions, announcements at monthly meetings, and postings on their organizations websites.
- **Community Planning Group Meetings:** The project team attended one (1) Community Planning Group Meeting to discuss the findings of the study and share the proposed concept plans with the community members.
- **City Website:** Information about community workshops, walk audits, Project Working Group meetings, concept plans, and presentation materials were posted on the City’s website. The City website also included an email link where community members could send their comments to the project team.

This chapter of the University Avenue Mobility Study outlines the input received from the community during the various community outreach events and describes how the input from the community helped shape the University Avenue Mobility alternatives analysis.

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5.1 COMMUNITY WORKSHOPS

Three community workshops were conducted over the course of the study. Appendix F includes a print out of all presentations made during the Community Workshops. The following sections summarize the results of the workshops.

Community Workshop 1: March 8, 2011

The first of the three (3) community workshops for the University Avenue Mobility Study was held on Tuesday, March 8, 2011 at the Teen Challenge Center. Nineteen (19) participants attended in addition to City staff and the project team. Informational flyers describing the proposed study and the purpose, meeting time and location of the Community Workshops were prepared, and then sent out by email directly to the residents and also handed out to the business along University Avenue. In addition, an announcement for the meeting was posted on the City's website.

During the first workshop the community members were briefed on what the Project Team members had discovered about the existing conditions as was summarized in Chapter 3. In addition, the community members were given an overview of the physical constraints for the corridor.

After receiving an overview of the project, the community members were given a chance to voice their concerns about the corridor through an interactive process. The Project Team had divided the corridor into four (4) areas:

1. 54th Street to 58th Street;
2. 58th Street to College Avenue;
3. College Avenue to Aragon Drive; and
4. Aragon Drive to 69th Street.

An aerial photo for each area of the corridor was printed out at a scale of 1' = 80' and posted on large boards. The boards were displayed throughout the room. As part of the interactive process the community members were asked to make their way through each of the four (4) aerials where one of the Project Team members would be stationed to write down the concerns the community members had about that particular area of the corridor.

Once all of the community members had a chance to review all four stations, everyone regrouped to summarize the issues that were identified. Table 5-1 provides a summary of some of the key issues for the University Avenue Corridor as identified by the community members during the March 8, 2011 Community Workshop.



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Table 5-1 - Summary of Community's Concerns for University Avenue Corridor

Segment	Issue/Concern
University Avenue – 54 th St. to 58 th St	• Children & Elderly on north side of University ability to cross traffic is restricted. Too long a walk for residents on north side of University Ave. to get to south side.
	• Bus riders run across the intersection
	• Free right turn at 54 th Street while merge
	• The addition of bike lanes would promote bike riding
	• Narrow lanes to reduce speeds
	• Increase sidewalk widths
	• Add landscape median
	• Sight distance at Bridgeport driveway is restricted due to parked cars
	• There is a blind spot for the free southbound right at 54 th street onto westbound University, consider adding a speeding warning sign
	• Free right turn at 54 th Street is dangerous for pedestrians
	• The left turn movements at the University/Chollas are skewed and thus is blind
	• Check speeds at the Chollas intersection. The perception is that speeds are higher than indicated by the speed survey
	• Drainage at the Chollas intersection is a problem.
University Avenue – 58 th St. to College Ave.	• Signal timing on lights seem too short at University Square
	• Can protected left turn lanes be provided at 58 th Street
	• Stair access on North side across from University Sq. is in poor shape and not ADA compliant
	• At University Sq. Bus Stop (WB University)– street parking blocks the buses & the buses block traffic; prefer pull-in for buses
	• Can a bus shelter be provided at the northeast corner of 58 th Street
	• Another or better location for a traffic signal may be at the Food-For-Less western driveway west of 60 th Street
	• The frontage road located on the north side of University is too narrow for two-way traffic
	• Is the traffic signal at 60 th Street warranted?
	• Utility boxes are on the slope on the south side of University just west of College
	• Steep Driveway on 60 th Street (may have been improved)
	• There are three (3) schools in the area
	• Trucks park on the street which create bad visibility
	• Limited crossings over long distance
	• There is a possible future park/garden that may go in at University/60 th (community leaders are in early stages of planning)
	• The width of the driveway for the specialty retail center located next to the Arco station west of College on the north side of University is too wide, plus there is no side walk
	• There is difficulty getting into the parking spaces at the specialty retail center located next to the Arco station west of College on the north side of University
	• Do we have pedestrian and bicycle counts?
• What level of landscape will be added to existing medians?	
• In general, two ramps at the corners are preferred over one	
University Avenue – College Ave. to Aragon Dr	• Sidewalk width is a concern, comfortable pedestrian zones 8-14 feet or more
	• Commercial businesses are parking on the sidewalk area
	• Medical marijuana facility west of Cartagena has parking overflow, other vehicles park in the Taco Bell lot
	• Payphones are mostly inoperable and should be removed
	• Traffic moving too fast, makes it difficult to cross the street
	• ADA ramps (want two per corner)
	• Bike travel is not safe (cars traveling too fast)
	• There are parking issues at certain times (find out where & when the business facilities are being used)
	• There are no sidewalks after Cartagena Drive
	• There are long blocks with no mid-block crossings available (east of Cartagena)
	• Consider a traffic signal at Bonillo Drive
• Check right-of-way	

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Table 5-1 (Continued) - Summary of Community’s Concerns for University Avenue Corridor

Segment	Issue/Concern
University Avenue – Aragon Dr. to 69 th St.	• Aragon Drive & Alamo Drive intersections needs improvement
	• Can we put median on all of University Avenue and landscaping maintenance
	• Needs some type of shelter along corridor
	• Need for sidewalk west of Aragon
	• Closeness of Alamo Dr. to Aragon Dr., can we close this opening and expand landscaping?
	• Northeast corner of Aragon/Alamo intersection needs improvement
	• Consider two ramps per corner
	• There are drainage problems at University/Aragon
	• Alamo Drive has speed bumps
	• Mesa Green condos and the automotive shop have poor sidewalks
	• Children walking to the Kroc Center should be considered
	• Placement of bus shelters near intersections should be reviewed for sight distance
	• Consideration should be given to relocating shelters for improved visibility

Community Workshop 2: May 16, 2011

The second of the three (3) community workshops for the University Avenue Mobility Study was held on May 25, 2011 at the Teen Challenge Center. An announcement for the meeting was posted on the City’s website. In addition, an informational flyer describing the purpose of the Community Workshop was distributed to the Project Working Group members for them to pass on to their respective community members. Despite this effort to publicize the workshop, the second community workshop had a very light turn out.

During the second workshop, the Project Team gave a brief power point presentation which summarized the findings of the walk audits; provided an overview of the preliminary findings of the mobility assessment in terms of vehicular, pedestrian, bicycle, and transit volumes; and introduced the guidelines and concepts of the preliminary design for the University Avenue Corridor.

After the presentation, the small group was allowed to review the preliminary design concepts and voice any comments/concerns to the Project Team.

Community Workshop 3: July 21, 2011

The last of the three (3) community workshops for the University Avenue Mobility Study was held on July 21, 2011 at the Teen Challenge Center. Due to the poor turnout that was received at the previous workshop, to increase the community’s awareness of the project; prior to the third and final community workshop members of the Project Team made presentations at the meetings for the Redwood Village Community Council, the University First, and the Rolando Community Council. In addition, 3,000 flyers were hand delivered on Friday, July 8th and Thursday, July 14th to all businesses and residents along University Avenue between 54th Street and 60th Street and several blocks north and south of University Avenue. As with the first two (2) workshops an announcement for the meeting was posted on the City’s website and an informational flyer describing the purpose of the Community Workshop was distributed to the Project Working Group members for them to pass on to their respective community members. The enlarged campaign increased the public awareness of the project, as forty-one (41) participants attended the third Community Workshop in addition to City staff and the Project Team.

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The third workshop started off with a power point presentation from the Project Team which provided a brief review of the project, described the three (3) University Avenue Mobility Plan options, discussed some of the landscaping concepts that could be implemented along the corridor, and defined the measures of effectiveness that the University Avenue Mobility Study were trying to satisfy.

At the end of the power point presentation, the Project Team identified their opinions on how the three (3) options satisfied the measures of effectiveness. Afterwards, there was a break out session where the community visited three (3) work stations to review the three (3) University Avenue Mobility Plan options, to provide any comments/concerns to the Project Team members, and to rank the various aspects of the project. At the conclusion of the workshop the rankings were summarized. A summary of the community member’s rankings of the various components of the project are provided in Table 5-2.

Table 5-2 - Summary of Community Member’s Rankings on Project’s Components

Project Component	Segment:	University Avenue			
		54 th St. to 58 th St	58 th St. to College Ave.	College Ave. to Aragon Dr.	Aragon Dr. to 69 th St.
Raised Median in place of the Center Turn Lanes		25 Benefit 1 No Preference 0 No Benefit	Not Applicable	27 Benefit 2 No Preference 0 No Benefit	21 Benefit 4 No Preference 2 No Benefit
Wider Sidewalks		17 Benefit 8 No Preference 1 No Benefit	18 Benefit 3 No Preference 0 No Benefit	19 Benefit 2 No Preference 3 No Benefit	19 Benefit 5 No Preference 3 No Benefit
“Pop Outs” at Curbs		Not Applicable	Not Applicable	14 Benefit 2 No Preference 13 No Benefit	9 Benefit 7 No Preference 8 No Benefit
Dedicated or Exclusive Bike Lanes		15 Benefit 8 No Preference 0 No Benefit	16 Benefit 5 No Preference 3 No Benefit	19 Benefit 2 No Preference 9 No Benefit	17 Benefit 3 No Preference 8 No Benefit
Shared Bike/Transit/Vehicle Lanes		15 Benefit 6 No Preference 1 No Benefit	14 Benefit 7 No Preference 2 No Benefit	Not Applicable	Not Applicable
Shared Bike/Vehicle Lanes		Not Applicable	Not Applicable	14 Benefit 11 No Preference 1 No Benefit	10 Benefit 10 No Preference 4 No Benefit
Landscaping and other Custom Improvements		19 Benefit 3 No Preference 0 No Benefit	20 Benefit 1 No Preference 1 No Benefit	26 Benefit 2 No Preference 0 No Benefit	25 Benefit 2 No Preference 0 No Benefit
Establishment of an Improvement District to Pay for Landscape Maintenance (Required for Installation)		24 Benefit 0 No Preference 0 No Benefit	22 Benefit 1 No Preference 2 No Benefit	27 Benefit 0 No Preference 0 No Benefit	26 Benefit 3 No Preference 0 No Benefit
Street Parking		10 Benefit 6 No Preference 8 No Benefit	5 Benefit 3 No Preference 11 No Benefit	21 Benefit 0 No Preference 6 No Benefit	19 Benefit 4 No Preference 3 No Benefit
#Benefit = Number People Who Felt Project Component Was Beneficial #No Preference = Number of People who Had No Preference on the Project Component #No Benefit = Number of People who Felt the Project Component Was Not Beneficial					

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5.2 WALK AUDITS

A total of two (2) walk audits were conducted during the initial phases of the University Avenue Mobility Study project. To notify the community of the walk audits, informational flyers describing the purpose of the walk audit, the meeting time and location of where the Walk Audit would begin were prepared, and then sent out by email directly to the residents and also handed out to the business along University Avenue. The first walk audit was conducted on Thursday, March 10, 2011 from 3:00 PM to 5:00 PM and covered the segment of University Avenue between 54th Street and College Avenue and the second walk audit was conducted on Saturday, March 12, 2011 from 1:00 AM to noon and covered the segment of University Avenue between College Avenue and 69th Street. The Walk Audits aimed to engage community members in identifying pedestrian, bicycle and transit related issues along University Avenue Corridor. The following summary provides an overview of how the walk audits were conducted and the observations recorded by the walk audit participants.

Walk Audit Format

Each of the walk audits opened with a brief orientation. The project team members introduced walk audit participants to the purpose of the walk audit, distributed worksheets, clipboards and pens, and reviewed the questions provided on the worksheet. The walk audit participants were divided into three or five groups with each group being led by one of the project team members. Each group would walk along through the corridor one segment at a time, walking along the one side of University Avenue at a time. For purposes of the walk audit, the University Avenue Corridor was subdivided into the following segments:

Walk Audit 1 (Thursday March 10, 2011):

- Segment 1 – 54th Street to 58th Street
- Segment 2 – Chollas Parkway to 58th Street
- Segment 3 – 58th Street to 60th Street
- Segment 4 – 60th Street to College Avenue

Walk Audit 2 (Saturday March 12, 2011):

- Segment 5 – College Avenue to Cartagena Drive
- Segment 6 – Cartagena Drive to Bonillo Drive
- Segment 7 – Bonillo Drive to Rolando Boulevard
- Segment 8 – Rolando Boulevard to Aragon Drive
- Segment 9 – Aragon Drive to Alamo Drive
- Segment 10 – Alamo Drive to 69th Street

At the end of each segment the audit facilitator would stop and ask the audit participants to comment on what they had observed about that particular segment. Participants were asked to rate the existing conditions as good, fair or poor. Audit participants recorded their observations on the worksheets provided while walking.

After completing the walking route, community members, the Project Team, and City staff reconvened to finish completing their worksheets and to discuss highlights of the walk audits. At the conclusion of the auditing process all of the worksheets were collected. After reviewing the audit worksheets it was determined that due to the similarity of issues within the segments, that the corridor could be reduced to the following five (5) segments: (1) 54th Street to 58th Street; (2) 58th Street to College Avenue; (3) College Avenue to Bonillo Drive; (4) Bonillo Drive to Aragon Drive; and (5) Aragon Drive to 69th Street.



The input that was obtained during the walk audits was utilized to help in the identification of vehicle, bicycle, pedestrian, and transit related mobility improvement projects. Areas identified as “poor” would be considered in need of improvement. The following section synthesizes the information recorded by the community members during the walk audits.

Walk Audit Summaries

As previously discussed, walk audits were conducted along the University Avenue Corridor between 54th Street and 69th Street to review existing improvements and identify obstacles to mobility. The walk audits were completed on Thursday, March 10, 2011 from 3:00 PM to 5:00 PM and Saturday, March 12, 2011 from 1:00 AM to noon. Participants were asked to rate the existing conditions as good, fair or poor. Areas identified as “poor” would be considered in need of improvement. Table 5-3 provides a summary of the percentage of participants that rated various aspects of the improvements as “poor”. The participants were also asked if specific improvements are needed. A “yes” answer would indicate an opinion that improvements are needed. Table 5-3 also summarizes the percentage of participants indicating a need for each improvement type. A sample of the walk audit worksheets is provided in Appendix I.

As shown in Table 5-3, with the exception of the segment of University Avenue between College Avenue and Bonillo Drive all segment of the study corridor ranked 51% or higher as having poor sidewalk accessibility, poor walkability, poor transit stop amenities, and a high probability of a bicycle/motorist conflict. Pedestrian safety and bicycle facilities were ranked poorly (at a rate of 54% or higher) on all segments of University Avenue except the segments between 58th Street and Bonillo Drive. The probability for pedestrian/vehicle conflicts at intersections was deemed to be high along the segments of University Avenue between 54th Street and 58th Street (54% of the surveyors felt it was high) and between Aragon Drive and 69th Street (64% of the surveyors felt it was high). Additionally, as shown in Table 5-3, 83% of the people surveyed felt that along the segment of University Avenue between Aragon Drive and 69th Street the potential for pedestrian/vehicle conflicts at mid-block locations is high and the transit stop amenities are poor.

The walk audits summarized in Table 5-3 also identified the following areas where the community feels improvements are needed (improvements are included if there was a 51% or more response from the auditors that an improvement was needed):

- Off Street Parking Improvements – Bonillo Dr. to 69th St.
- Reduce On Street Parking to Accommodate Other modes of Transportation – 54th St. to 58th St.
- Add Dedicated Bike Lanes – 54th St. to Bonillo Dr. & Aragon Dr. to 69th St.
- Add Raised Median – 54th St. to 58th St.
- Add Landscaped Median - 54th St. to 58th St.
- Add Additional Street Lighting – 54th St. to 58th St. & Bonillo Dr. to 69th St.
- Add Additional Street Trees - 54th St. to 58th St. & Bonillo Dr. to 69th St.
- Consolidate Driveways - Bonillo Dr. to 69th St.
- Minimize Free Right Turn Lanes to Enhance Safety for Bicycles/Pedestrians - 54th St. to 58th St.



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Table 5-3 - Summary of Walk Audits

Walkability Condition	University Avenue between				
	54 th St. & 58 th St.	58 th St. & College	College & Bonillo	Bonillo & Aragon	Aragon & 69 th St.
Pedestrian Conditions					
Sidewalk Accessibility	51% Poor	56% Poor	27% Poor	61% Poor	81% Poor
Crosswalks	0% Poor	32% Poor	22% Poor	37% Poor	45% Poor
Potential Pedestrian/Vehicle Conflicts at Mid-Block Locations ^(a)	37% High	44% High	17% High	46% High	83% High
Walkability	51% Poor	56% Poor	27% Poor	73% Poor	88% Poor
Pedestrian Safety	54% Poor	49% Poor	20% Poor	76% Poor	83% Poor
Potential Pedestrian/Vehicle Conflicts at Intersections ^(a)	54% High	39% High	17% High	37% High	64% High
Transit					
Transit Stop Access	29% Poor	34% Poor	20% Poor	46% Poor	83% Poor
Transit Stop Amenities	61% Poor	51% Poor	29% Poor	80% Poor	90% Poor
Bicycle					
Bicycle Facilities	61% Poor	37% Poor	37% Poor	61% Poor	83% Poor
Potential Bicycle/Motorist Conflicts ^(a)	61% High	59% High	7% High	66% High	76% High
Improvements Needed ^(b)					
Is off street parking inadequate?	34%	17%	34%	51%	81%
Should on street parking be reduced to accommodate other modes of transportation?	56%	49%	24%	34%	31%
Should the road be widened?	7%	5%	17%	24%	0%
Should the road be narrowed?	37%	32%	17%	5%	17%
Is there a need for dedicated bike lanes?	63%	90%	66%	44%	79%
Is there a need for raised medians to control cross traffic?	56%	49%	46%	27%	98%
Is there a need for raised medians to enhance landscaping?	54%	41%	46%	41%	95%
Is there a need for additional street lighting?	54%	27%	29%	51%	86%
Is there a need for street trees?	54%	34%	37%	80%	83%
Is there a need to consolidate driveways?	46%	37%	27%	63%	83%
Do the free right turn lanes create conflicts for pedestrians or bicycles?	63%	39%	24%	56%	50%
Responses are answers to a good, fair, or poor question unless otherwise noted.					
(a) For this scenario participants were asked whether there was a high, Average, or low probability of a conflict					
(b) For this scenario participants were asked to respond Yes or No to whether an improvement was needed, the percentages in this column are representative of the Yes responses					

5.3 PROJECT WORKING GROUP MEETINGS

The Project Working Group met from 6:00 PM to 8:00 PM at the Kroc Center in February and March, 2011 and from 5:00 PM to 8:00 PM at the Teen Challenge Center in April, 2011 and from 6:30 PM to 8:00 PM at the Teen Challenge Center in June 2011. In total, four (4) Project Working Group meetings were held during the course of the project. E-mails about the meetings were sent directly to active participants of community organizations that would most likely be impacted by the proposed project. Meeting agendas, approved meeting minutes, and presentation materials were provided to the working group members and posted on the City's website.



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The organizations that participated in the Project Working Group included:

- Crossroads Project Area Committee ;
- City Heights Community Development Corporation (CHCDC);
- Eastern Area Communities Planning Committee (EACPC);
- El Cerrito Community Council;
- Redwood Village Community Council;
- Rolando Community Council;
- Rolando Park Community Council (RPCC);
- College Area Business Improvement District;
- Gonzalez Northgate Market;
- College Neighborhoods Foundation;
- University First;
- San Diego County Bicycle Coalition (SDCBC); and
- Walk San Diego.

Representatives of the Project Working Group were responsible for attending the meetings, reporting information about the project to their representative organizations, and distributing information about project related events to the community. The Project Working Group had more hands on participation and discussions about the process of the University Avenue Mobility Study than those that only participated in the Community Workshops.

Topics discussed during the five months of meetings with the Project Working Group included:

- February 22, 2011:
 - Project Overview
 - Purpose of Group
 - Identification of Corridor Concerns
- March 22, 2011:
 - Walk Audit Summary
 - Existing Conditions Summary
 - Future Conditions Summary
 - Design Standards
 - Potential Design Solutions
- April 26, 2011
 - Community Walk Audit Summary
 - Summary of 2030 Conditions
 - Mobility Assessment
 - Draft Measures of Effectiveness
 - Potential Design Solutions (Guidelines/Concepts)
 - Future Meeting Dates/Times
- June 16, 2011
 - Project Overview
 - Review the Assessment Criteria/Goals for the Mobility Plan
 - Introduce the Three (3) Mobility Plan Improvement Options
 - Discuss how the Measures of Effectiveness were Addressed in Each Mobility Improvement Option (i.e. Good/Better/Best)
 - Future Meeting Dates/Times

A complete set of meeting minutes from the Project Working Group is provided in Appendix J.



5.4 PROJECT TECHNICAL TEAM MEETINGS

The technical team, which was comprised of City staff and the consulting team met on a monthly basis to discuss the technical analysis of the corridor. A total of twelve (12) technical team meetings were held during the course of the project. During the technical team meetings, traffic engineering staff, planning staff and various representatives from City departments participated in discussion of the key areas of concerns and development of solutions to address the operational issues within the study area. These meetings were also used to discuss the concerns raised by the community and to identify solutions to issues that arose during the community outreach meetings.

5.5 COMMUNITY PLANNING GROUP MEETINGS

To make sure that the community was fully aware of the proposed project, the project team attended one (1) Community Planning Group Meetings during the course of the project.

On October 11, 2011 the project team attended the Eastern Area Community Planning Group and gave a presentation which outlined the goals of the proposed study, introduced the members of the working group, provided an overview of the various meetings, identified the main concerns that were raised at the community workshops, summarized the findings of the traffic engineering study including the existing and future (2030) conditions analysis, and showcased the three (3) options of the University Avenue Mobility Plan. After having a discussion about the three (3) options, the Eastern Area Community Planning Group decided to take a vote and approved the project recommending Option 1 as the preferred option.



5.6 CITY WEBSITE

Information about the project including flyers from community workshops, Project Working Group meetings and materials from the community events were posted on the City of San Diego Website. The webpage was hosted by the City of San Diego and updated as needed depending upon the events that occurred during the project. Figure 5-1 shows an illustration of the City’s webpage that was utilized for the proposed project.



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Figure 5-1 - City of San Diego Website

