

# BSCC PLEASURE POINT SLOW STREETS PROPOSAL DRAFT

## SUMMARY/ABSTRACT:

The Slow Streets program aims to address public health concerns during the COVID-19 Shelter In Place directive by creating more public space for Pleasure Point residents to practice physical distancing while safely and comfortably biking, walking, and exercising in their community. Incorporating public input, feasibility measures, current traffic levels, and other strategic selection criteria, specific Slow Streets will be designated as “Closed to Through Traffic” so that people can more comfortably use these low-traffic streets for physically-distant walking, biking, wheelchair rolling, and jogging.

Bike Santa Cruz County (BSCC) can serve as a central coordinator of Slow Streets initiatives for Pleasure Point by utilizing staff, volunteers, and community partners to plan, implement, and manage a Slow Streets program. BSCC is uniquely qualified to play this role given our extensive experience with large-scale community outreach efforts, large community events such as Open Streets Santa Cruz County, and delivery of youth education programs in largely underserved communities of Santa Cruz County. For the Slow Streets initiative, BSCC could play the following key roles:

- Providing outreach and communications for the announcement of the program to the general public
- Developing and communicating driver/pedestrian protocols for Slow Streets
- Gathering public input for desired Slow Street locations via survey
- Selecting recommended Slow Street locations based on survey input and strategic selection criteria
- Recruiting, training, and coordinating volunteers for installation of barricade materials
- Collecting and reporting public feedback to key partners/stakeholders

## 1. WHAT:

- Specific streets will be designated as ‘Slow Streets’ with the installation of soft-closure barricade materials, with signage indicating that these areas are “**CLOSED TO THROUGH TRAFFIC**” / “**RESIDENTIAL ACCESS ONLY**”. (See **section 5.II** for more information on physical installations.)
  - Additional signage could also be included to indicate that permit parking is still allowed in these areas.
- Program addresses the Santa Cruz County Health Officer’s recommendations for reducing the spread of COVID-19, while allowing for increased physical space needed to comfortably walk, jog, pedal or roll in one’s own neighborhood, thus reducing the need to travel to an exercise destination.

## 2. WHEN:

- **Start date:** Program can roll out upon approval by County; will work with jurisdiction to establish appropriate schedule.
- **Schedule:** Slow Streets can be active continuously or on targeted times/dates. Potential timeline scenarios:
  - Continuous (24/7) Slow Streets closures (i.e. Oakland and other national/international Slow Streets initiatives)
  - Closures only on weekends, holidays, or other high-traffic times
  - Closures only during peak Summer traffic months
- **End date:** Until physical distancing no longer recommended or as otherwise directed by jurisdiction officials.

### 3. WHERE:

- Pleasure Point **residential streets**, piloted on the following streets pending resident feedback:
  - Pleasure Point Drive
  - Opal Cliff Drive
  - 32nd Avenue
  - 34th Avenue
  - 35th Avenue
  - 37th Avenue
  - Hawes Drive
  - Floral Drive
- Depending on the success of pilot streets, the program **could be expanded** to other residential streets.
  - Assuming residential feedback is positive, a nomination process could be introduced for residents to nominate other potential Slow Streets.

### 4. WHY:

- **Shelter In Place directive imposes restrictions on travel:** Local SIP orders continue to be extended, and government transportation agencies are looking for ways to increase public access to open spaces WHILE allowing for increased physical distancing.
- **Parks/beaches/public spaces are crowded or closed:** Many open popular local outdoor exercise and recreation destinations are experiencing overcrowding.
- **More people are using streets as shared public spaces:** Our sidewalks and most of our bike lanes are not constructed to accommodate current physical distancing requirements. In order to maintain 6ft distance from others, people are walking from sidewalks into the street or crossing to the other side.
- **Fewer vehicles are on the roads:** Reduced vehicle traffic means more people are putting their families on bikes for exercise.
- **Residential streets are ideal:** The need to travel to an exercise destination is removed, reducing barriers to getting outside and moving for physical and mental health.

### 5. HOW:

#### **I. Announcement and Slow Streets Selection Process:**

- A. If Pleasure Point pilot streets prove successful, program **can open public nomination process** with **residential outreach** to establish additional Slow Streets:
  1. BSCC and partner agencies can set up and distribute Slow Streets **nomination survey**. Along with the number of votes/public recommendations, Slow Streets should be **selected based on feasibility vetting** by County Public Works, Emergency Services, and SCMTD requirements. Slow Street selections should also prioritize:
    - a) Lower-traffic residential streets
    - b) Streets that are NOT major traffic corridors, feeder streets, or emergency response routes
  2. **Residential outreach** and Slow Streets “Neighborhood Champions”:
    - a) In order to minimize the potential for any residential pushback, and to ensure a more democratic basis for street selections, Bike Santa Cruz County and partner agencies can administer residential outreach along nominated Slow Streets, with the goal of identifying **at least 50% support** of residents for Slow Streets in these specific neighborhoods/streets. This would entail:

- (1) Door-to-door, phone, or email-based outreach to residents among the selected pilot streets to quantify residential support for the installation of Slow Streets in these areas.
- (2) Adding an option in the Slow Streets nomination survey to indicate that respondents are willing to act as “Neighborhood Champions” who could quantify support among their neighborhood street, as well as potentially contributing coordination and support for the installation/maintenance of physical Slow Streets materials/barriers.

## II. **Physical Installation:**

- A. Suggested materials: every Slow Street should have barricade and signage materials placed in the entry lane at each intersecting street. Based on other cities’ Slow Streets initiatives, we have identified two options for barricades:
  1. **Option 1:** 2 A-frames (1 A-frame with “ROAD CLOSED TO THROUGH TRAFFIC” sign attached and 1 A-Frame with diamond-shaped pedestrian and/or biker symbol). Can be supplemented with traffic cones.
  2. **Option 2:** One Barricade with both “ROAD CLOSED TO THROUGH TRAFFIC” AND pedestrian/biker sign. Can be supplemented with traffic cones.
- B. Additional information/signage: We also recommend attaching an informational poster on the rear of one barricade/A-frame to provide information on physical distancing requirements and contact information for the Slow Streets program.
  1. BSCC can develop informational materials with input and public health guidelines from the County Health Services Agency.

## III. **Installation personnel/volunteers:** BSCC can lead on recruitment, training, and coordination of volunteers to pick up and install materials at the designated Slow Streets locations.

- A. Public survey to request Slow Street sites can include a field to indicate whether respondent is able to volunteer for pick up and installation of materials
- B. BSCC can also perform outreach to our mailing list and internal volunteer pool.
- C. Partner organizations (SC County, BSCC, Ecology Action, etc.) can announce recruitment efforts via their communication networks, directing interested parties to contact BSCC to be assigned pickup/installation roles.
- D. BSCC can collaborate with HSA to develop detailed protocols/instructions for involved parties to adhere to physical distancing guidelines and other public health recommendations during installation processes.

## IV. **Driver protocols:**

- A. Drivers should avoid these streets unless it is necessary to access their home, make residential deliveries, or in emergency situations
- B. Emergency and municipal vehicles will be allowed through at any time (i.e. police/fire/EMS, garbage collection)
- C. Drivers should drive slowly and expect to encounter people walking/biking
- D. Further protocols can be codified with input from governing officials and police/emergency agencies

## V. **Community feedback:**

- A. Opportunities for community residents to provide feedback on the Slow Streets program will be available via:
  1. Submission form on BSCC and/or SC County websites.

- a) Links should be posted/shared via physical signage on barricades and via all other communication channels used for program announcement/survey (social media/digital communication channels, local media, PSAs, etc.)
  2. Dedicated Slow Streets email address hosted by BSCC and/or County of SC
  3. Phone number for BSCC and/or County of SC offices
- B. BSCC can provide partners with regular reports on community feedback

## 6. SLOW STREETS EXAMPLE PHOTOS

**\*\*[Click here for gallery of US and international Slow Streets photos](#) (Courtesy of NACTO)\*\***





### **Quick resources:**

COVID Streets International responses:

[https://docs.google.com/spreadsheets/d/1tjam1v0NLUWkYedla4dVOL49pyWIPlyGwRB0DOnm3Ls/edit?usp=drive\\_web&ouid=117234977910944115959](https://docs.google.com/spreadsheets/d/1tjam1v0NLUWkYedla4dVOL49pyWIPlyGwRB0DOnm3Ls/edit?usp=drive_web&ouid=117234977910944115959)

Oakland Slow Streets: <https://www.oaklandca.gov/projects/oakland-slow-streets>

- NACTO webinar with Oakland DOT Coordinator:  
<https://nacto.org/event/slow-shared-safe-open-streets-coronavirus/>

SF Slow Streets: <https://www.sfmta.com/projects/slow-streets-program>

Los Angeles Slow Streets nomination form:

<http://ladot.lacity.org/coronavirus/apply-slow-street-your-neighborhood>

NACTO Covid Resources: <https://nacto.org/covid19-nacto-resources/>