



**APPENDIX A**  
**Public Outreach Summary**



# TRANSPORTATION MASTER PLAN: OUTREACH SUMMARY REPORT >>>



## EXECUTIVE SUMMARY

The **Transportation Master Plan (TMP) study, funded by the Economic Development Administration (EDA), includes a comprehensive analysis of the Town's transportation network, evaluation of needs, and recommended improvements for daily transportation as well as traffic evacuation needs.** To support the public outreach and engagement efforts during the development of the TMP, Pro시오 Communications (PC) implemented the following activities from April 2021 through December 2021:

- Branding
- Website Content/Updates
- Media Relations Support
- Informational Materials
- Social Media Content
- Public Workshops
- Community Events
- Partnership Development
- School/Student Engagement

All outreach and engagement efforts were developed to help achieve the overall goals and objectives of the TMP, which were to:

- Gather critical technical information and gain community perspective on transportation issues.
- Inform decision-makers about values and preferences of the community.
- Utilize the information gathered to develop goals, policies and actions that will ultimately be supported by the stakeholders and approved by the Town Council.
- Support coordination with external agencies and stakeholders regarding transportation and traffic evacuation.
- Educate residents and other key stakeholders about the development of the TMP and how it benefits the Town of Paradise.
- Inform residents about the anticipated schedule for the TMP development process.
- Provide a mechanism for two-way dialogue between the Town/project team and residents/stakeholders to share information about the project and address questions/concerns.
- Centralize communication regarding the TMP and other transportation recovery projects via the Town website.



# TRANSPORTATION MASTER PLAN: OUTREACH SUMMARY REPORT



## EXECUTIVE SUMMARY

The following key messages were integrated into all outreach activities and informational materials:

- The Transportation Master Plan (TMP) study is a fundamental element in the process of rebuilding the Town's transportation network, including identifying needs, addressing concerns from the community, and prioritizing projects.
- The final TMP will include a comprehensive analysis of the Town's daily transportation needs, as well as recommend gap closures and new connections to strengthen future traffic evacuation demands.
- The TMP is an important first step for the long-term future of the Town of Paradise.
- The TMP will provide a framework for continued improvements.

## OUTREACH & ENGAGEMENT DELIVERABLES

Outlined below is a comprehensive summary of the outreach and engagement efforts conducted by the PC team, including additional details on each of the completed activities, copies of informational materials, and images from events/meetings:

### BRANDING

Proso Communications was initially scoped to develop a new brand and logo specifically for the Transportation Master Plan (TMP). After further discussions with the Town, it was determined that an overall brand was not needed, only a tagline. The PC team developed and sent several tagline options to the Town for review, and the following was selected: **Transportation Master Plan: Roadmap to Infrastructure Recovery**. The tagline was used on all informational and promotional materials developed as part of the outreach efforts.

### PROJECT WEB PAGE

Proso Communications developed content for a web page dedicated to the Transportation Master Plan and coordinated with the Town/project team to incorporate the page on the Town's website. The page is listed under both the "Recovery and Rebuilding" and "Public Works" sections of the Town's website, and serves as a hub for all TMP-related information and updates.

### STAKEHOLDER DATABASE

Proso Communications was initially scoped to review and recommend any updates needed to the Town's stakeholder database. The database is currently managed by another subcontractor, and is also used for distribution of the Town's weekly Recovery Update e-newsletters. After further discussion, the Town determined that this additional task was not needed.

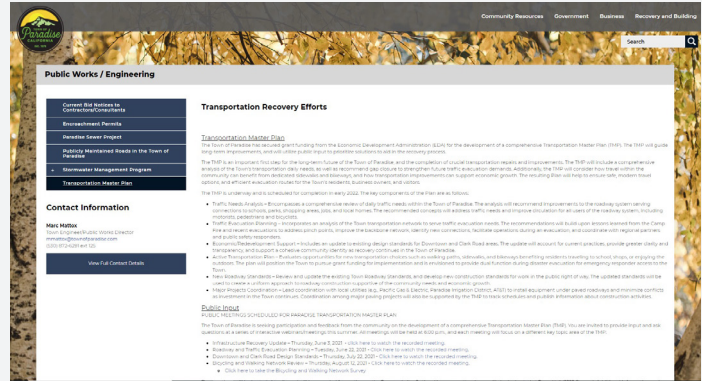




# TRANSPORTATION MASTER PLAN: OUTREACH SUMMARY REPORT



The **TMP web page** includes an overview of the plan and its key elements, information on public meetings/workshops (including recordings and survey links, while they were active), resources for additional information and updates, and a Town contact for the public to connect with if they'd like to provide input or ask questions.



## TRANSPORTATION MASTER PLAN: ROADMAP TO INFRASTRUCTURE RECOVERY

**PROJECT OVERVIEW**

The Camp Fire devastation in 2018 and resulting debris removal damaged the transportation system within the Town of Paradise. The 2019 Community Long-Term Recovery Plan set forth critical objectives to guide certain priorities forward, including broad circulation improvements. The Town has secured grant funding for a comprehensive Transportation Master Plan (TMP) to identify and guide these long-term recommendations and improvements. Public input will help refine and prioritize solutions to aid in the overall recovery and re-visioning process.

The TMP is an important first step for the future of the Town of Paradise, and the completion of crucial transportation repairs and improvements. Development of the TMP will include a comprehensive analysis of the Town's daily transportation needs, as well as recommend pig courses and new connections to strengthen future traffic evacuation demands. The TMP will also consider how travel within the community can benefit from additional sidewalks and bikeways, and how the transportation improvements can support economic growth. The TMP will help to ensure safe, modern travel options, and efficient evacuation routes for the Town's residents, business owners, and visitors.

The TMP is currently underway, and community engagement activities are being planned for the summer and fall of 2021. The TMP is scheduled for completion in early 2022.

**FOR MORE INFORMATION, PLEASE VISIT: [www.townofparadise.com/recovery](http://www.townofparadise.com/recovery)**

**THE ECONOMIC DEVELOPMENT ADMINISTRATION** is seeking participation and feedback from the community on the development of a comprehensive Transportation Master Plan (TMP). An estimated \$100 million is needed to repair the Town's transportation system and, to date, the Town has been approved for \$77.3 million in federal funding for the reconstruction of public roads. The Town will be seeking the additional funding needed to cover the cost of other roadway projects as part of the long-term recovery efforts. These include the drainage system, roadside fuel reduction, snow removal, new roadway connectors, and annual road maintenance projects.

**OPPORTUNITIES FOR PUBLIC INPUT**

During the plan development phase, the Town will be seeking participation and feedback from current and former residents, business owners, property owners, and other local stakeholders. Opportunities to provide public input, as well as ask questions about the project, will be provided at a series of interactive webinars/meetings planned for summer 2021.

**Infrastructure Recovery Update**  
Thursday, June 3, 2021  
6:00 p.m.

**Downtown and Clark Road Design Standards**  
- Scheduled to July 22, 2021  
6:00 p.m.

**Roadway and Traffic Evacuation Planning**  
Tuesday, June 22, 2021  
6:00 p.m.

**Bicycling and Walking Network Review**  
Thursday, August 12, 2021  
6:00 p.m.

Attend or view recorded workshops, and provide feedback on the TMP through the Town website, at <https://www.townofparadise.com/page/page/transportation-recovery-efforts>.

**ADDITIONAL INFORMATION**

For ongoing information and updates about the TMP and other transportation-related projects, please visit the Recovery page of the Town's website, at [www.townofparadise.com/recovery](http://www.townofparadise.com/recovery), or follow the Town on Facebook @townofparadise.

## INFORMATIONAL MATERIALS

Prosis Communications developed a two-sided project fact sheet about the TMP, which included copywriting and design. The fact sheet includes an overview of the TMP and its key elements, its purpose and benefit to the community, and information on public meetings/workshops. The fact sheet was distributed via the Town's informational booth hosted at Party in the Park events during the summer, at each of the public workshops, and at additional community events in the fall where the team hosted a booth to promote the Active Transportation Plan. The fact sheet was also posted on the Town's Facebook page.

Throughout the plan development phase, the PC team also developed additional informational and promotional materials, as needed. These include poster boards for display at events, fliers to promote each of the public outreach surveys, and posters to support additional outreach and engagement efforts specifically for the Active Transportation Plan. More detail on each of these items is outlined in the summary sections below.



# TRANSPORTATION MASTER PLAN: OUTREACH SUMMARY REPORT



## SOCIAL MEDIA

Throughout the plan development phase, Prozio Communications coordinated with the Town to develop and post content promoting the TMP on the Town’s Facebook page, and develop content for inclusion in the Town’s weekly Recovery Newsletter. Posts and articles included information about the TMP web page, upcoming workshops, and public outreach surveys. A sampling of posts is included in the summary report below, under Public Meetings.

Twenty-one posts about the TMP were posted on the Town’s Facebook page. **These posts garnered a total of 308 likes, 143 comments, and 207 shares.** A total of 16 TMP articles were included in the Town’s weekly Recovery e-Newsletter. The newsletter is distributed via email each Wednesday to more than 5,000 recipients. Additionally, select updates about the TMP were also included in the Facebook summary posts from the weekly newsletters (5 additional posts).

As noted above, information about the TMP, upcoming workshops, and public outreach surveys was also posted on the TMP page of the Town’s website.



## PUBLIC MEETINGS & WORKSHOPS

The Town hosted four public meetings/workshops during the summer of 2021, to provide information and updates on the development of its comprehensive Transportation Master Plan (TMP), and to seek input and answer questions from the community about various elements of the plan. The meetings were hosted virtually, on Microsoft Teams, with optional in-person attendance also hosted at Town Hall. Each meeting included a presentation from the Town and consultant team members, followed by a moderated Q&A session where both in-person and virtual attendees had the opportunity to provide input.



# TRANSPORTATION MASTER PLAN: OUTREACH SUMMARY REPORT



The following provides an overview of the information presented at each meeting and the feedback provided during the discussion, as well as meeting promotional materials, meeting photos, and links to the recorded meetings.

## Meeting Notification

The public meetings/workshops were promoted through the following platforms:

- Presented at the May 11, 2021 Town Council meeting
- Articles in the Town's weekly Recovery Update e-newsletter
- Posts on the Town's Facebook page
- Promotional e-blasts with meeting information/reminders
- Posts on the Town's website (TMP page, News & Announcements section)
- Posts on the Action News website – Rebuilding and Recovery section/updates
- Fliers/information distributed at Party in the Park events (June 16 - August 4)

Examples of promotional materials are also included in the summary of each meeting below.

## MEETING #1: INFRASTRUCTURE RECOVERY UPDATE – JUNE 3, 2021

The focus of this first meeting was to provide updates to Paradise residents, property owners, business owners, and other local stakeholders on the status of the Town's various infrastructure recovery projects. The presentation was given by Marc Mattox, Town Engineer/Public Works Director. A total of 12 participants joined the meeting virtually, and three attended in person at Town Hall.

## PRESENTATION

The presentation provided an overview and updates on several infrastructure recovery projects, including the construction status, funding status, and how the projects align with the elements outlined in the 2019 Community Long-Term Recovery Plan. Projects covered during the presentation included those that were initiated before the Camp Fire, recovery projects that are underway or have already been completed, as well as other planned recovery projects that are currently unfunded. An overview of the project development and delivery processes was also provided. Specific projects highlighted during the presentation included the following:





# TRANSPORTATION MASTER PLAN: OUTREACH SUMMARY REPORT



- **Pre-Fire:** Skyway – Black Olive Signalization, Almond Street Multi-Modal Improvements, Paradise Gap Closure Complex, Pentz Road Safe Routes to School Project, Systemic Safety Improvements
- **Camp Fire Emergency Response:** Guard Rails, Culverts, Signals
- **Camp Fire Permanent Repairs:** Trailway Lighting Repairs, Culverts, Hardscape, Signs, Roads
- **Camp Fire Recovery Projects:** Transportation Master Plan, Storm Drain Master Plan, Underground Utilities, Broadband Study, Early Warning System, Sewer
- **Camp Fire Recovery Unfunded Projects:** Widening, Elliott Rd. Extension, Roe Rd. Extension

## COMMUNITY FEEDBACK

Two in-person meeting participants provided comments during the Q&A session. Following is a summary of the questions that were asked:

- **Roadway Quality/Materials** – Will the roads be repaired/rebuilt to current standards, or will they be the same as what we had before the fire?
- **Fire Service Roads** – Are rebuilding/improvements to these (e.g., extensions/connections) included in the recovery plans, to decrease response times during a future event?
- **Utilities** – What is the status of service connections (e.g., water) for residences?
- **Hardscapes** – Were those damaged primarily by the fire itself, or during the debris removal/clean-up?

## MEETING PROMOTION

**TRANSPORTATION MASTER PLAN:  
ROADMAP TO INFRASTRUCTURE  
RECOVERY**

**PLEASE JOIN US!**  
The Town of Paradise is seeking participation and feedback on the development of a comprehensive Transportation Master Plan (TMP). You are invited to provide input and ask questions at a series of interactive webinars/meetings this summer:

<b>Infrastructure Recovery Update</b> – Thursday, June 3, 2021 – 6:00 p.m.	<b>Downtown and Clark Road Design Standards</b> – Thursday, July 15, 2021 – 6:00 p.m.
<b>Roadway and Traffic Evacuation Planning</b> – Tuesday, June 22, 2021 – 6:00 p.m.	<b>Cycling and Walking Network Review</b> – Thursday, August 12, 2021 – 6:00 p.m.

Meetings will be hosted virtually and recorded for posting on the Town website. Optional in-person attendance will also be hosted at Town Hall (5555 Skyway). For additional information and links to join, please visit: [www.townofparadise.com/recovery](http://www.townofparadise.com/recovery)

Informational Flier (All Meetings)

Town of Paradise  
June 3 at 5:59 PM

Happening Now! Infrastructure Recovery Workshop  
When: June 3 at 6pm  
Virtual: <https://bit.ly/2yVnU1b>  
In person: Paradise Town Hall – 5555 Skyway

Join us for the first of 4 workshops on the Transportation Master Plan. For more information, visit <https://www.townofparadise.com/~transportation...>

**ROADMAP TO INFRASTRUCTURE  
RECOVERY**

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TOWNOFPARADISE.COM  
**Transportation Recovery Efforts**  
The Town of Paradise has secured grant funding from the Economic Development Administrati...

4  
Like Comment Share

Facebook Post

**TRANSPORTATION MASTER PLAN  
MEETINGS**

With input from a series of four public meetings and related surveys, the Transportation Master Plan is nearly complete. This plan will help direct road reconfiguration and evacuation planning for years to come.

TOWN OF PARADISE  
WEEKLY RECOVERY UPDATE  
DECEMBER 29TH, 2021

Recovery Update



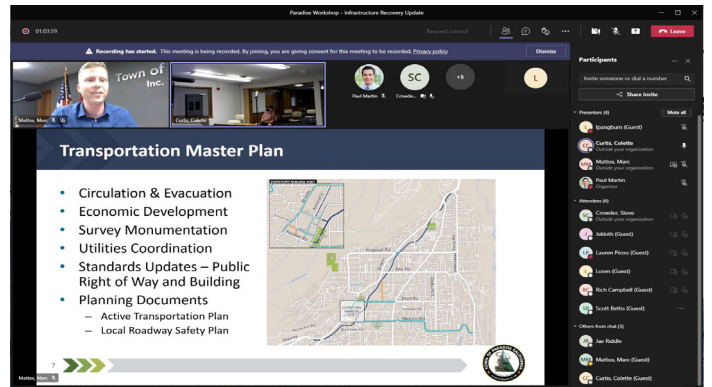
# TRANSPORTATION MASTER PLAN: OUTREACH SUMMARY REPORT



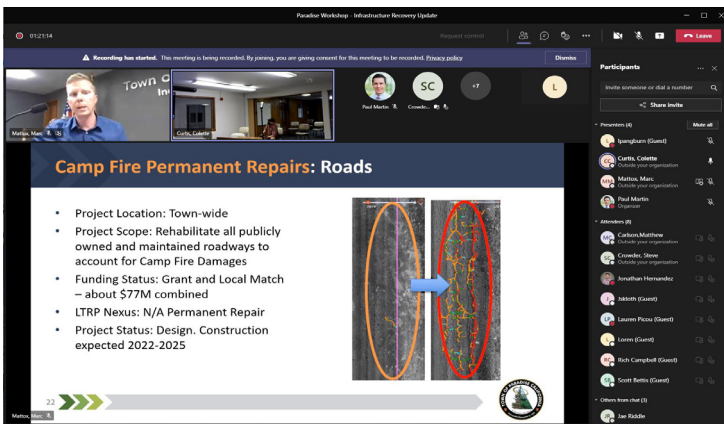
## MEETING #1 PHOTOS



Meeting Introduction



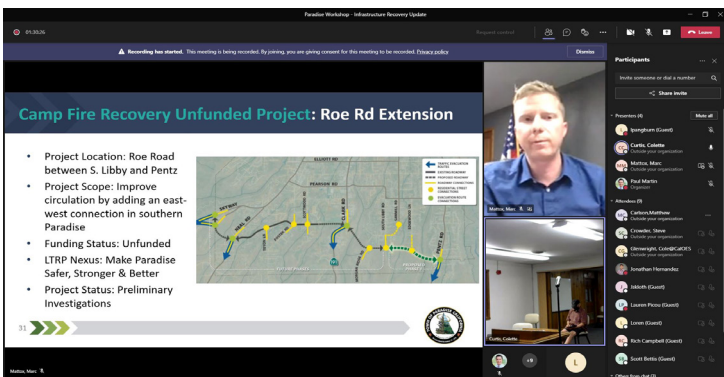
Presentation by Marc Mattox, Town Engineer/Public Works Director



Presentation by Marc Mattox



Presentation by Marc Mattox



Presentation by Marc Mattox



Q&A (in-person attendee)



# TRANSPORTATION MASTER PLAN: OUTREACH SUMMARY REPORT



## MEETING #2: ROADWAY AND TRAFFIC EVACUATION PLANNING – JUNE 22, 2021

The focus of this second meeting was evacuation planning and encompassed a review of potential alternatives for improvements and modifications to existing evacuation routes. The meeting included an introduction from Marc Mattox, Town Engineer/Public Works Director, and a presentation from Loren Chilson and Lauren Picou with Headway Transportation. A total of 33 participants joined the meeting virtually, and 16 attended in person at Town Hall. In-person attendees included Paradise Mayor, Steve Crowder, and Vice Mayor, Jody Jones.

### PRESENTATION

The presentation provided an overview of the evacuation planning process, daily traffic needs planning, evacuation route planning and potential alternatives, as well as the Local Roadway Safety Plan update included under this component of the TMP. The following key topics were included in the meeting presentation and discussion:

- **Daily Traffic Needs – Current Efforts and Long-Term Roadway Capacity Planning**
  - Roe Road Extension Phase 1, Potential Options/Alternatives for Skyway Capacity Improvements, Skyway Midblock Crosswalks, Pearson Road Reconfiguration, Honey Run Road (Butte County roadway)
- **Evacuation Traffic Needs**
  - Ongoing Efforts, Multi-Agency Coordination, Potential Evacuation Improvements (Inside and Outside the Town), Multi-Use Paths, Vertical Roadway Elements
- **Local Roadway Safety Plan Update**
- **Launch of Online Survey**

### COMMUNITY FEEDBACK

A total of 13 meeting participants offered comments (nine in-person and three virtual) during the Q&A session, including local business owners and long-time Paradise residents. Following is a summary of the questions asked and feedback provided:

- **Skyway**
  - Proposal to convert from two lanes back to four lanes to increase capacity for daily needs and evacuation
  - Statement that two lanes provide more parking, but create more traffic/bottlenecks
  - Statement that abutments cause more traffic/issues and should be removed
  - Statement that traffic is problematic for business owners, and has been exacerbated by ongoing construction work



# TRANSPORTATION MASTER PLAN: OUTREACH SUMMARY REPORT



- **Pearson Road**

- Expressed support for retaining the four-lane configuration
- Expressed support for extra lanes that could be used for emergency vehicles
- Suggestion to use “flat” speed bumps, especially to slow down drivers before a crosswalk

- **Roe Road**

- Expressed concern about the extension being potentially dangerous/creating blind spots in both directions with it “dumping out” onto Skyway (YouTube comment)
- Expressed importance of addressing Roe Road and other road extensions/construction projects now, before homes and businesses are rebuilt

- **Elliott Road**

- Expressed interest in extending to Pentz and hope to have more follow-through on that project; recognize the railroad is also important

- **Evacuation**

- Suggestion to implement the Town’s own evacuation team, to be deployed to different sites/zones when needed
- Suggestion to incorporate the National Guard to assist with equipment and directing an evacuation; they have all of the technology and training needed
- Expressed concern about road capacity, including Skyway and northern routes
- Suggestion to add signage in more remote/northern areas, as there is no cell coverage and GPS is not reliable (e.g., directing to Hwy 32)
- Expressed interest in implementing additional MOUs with surrounding communities/agencies, as well as continuing/expanding upon multi-agency coordination
- Suggestion to remove abutments, to improve daily safety and future evacuation needs
- Expressed interest in the in-Town signal system, but concerned about implementation and functionality
- Question asked about consideration for widening Oliver Road (Town currently looking at adding capacity with multiuse lane; grant funding secured for design.)
- Question asked about how residents prepare their homes/families for a potential evacuation
- Question asked about the best way to find out when an evacuation order has been issued (Information provided on CodeRED and how to sign up, as well as go-bags and other resources.)



# TRANSPORTATION MASTER PLAN: OUTREACH SUMMARY REPORT



- **Walkable Downtown**

- Suggestion to remove crosswalks with abutments – if they are problematic/not working as intended
- Suggestion to develop off-street parking options, e.g., parking lots on currently undeveloped land
- Expressed interest in a truly walkable downtown, with eateries, park/playground, sidewalks, parking, etc. (Several current projects contribute to this vision, including Almond Street.)

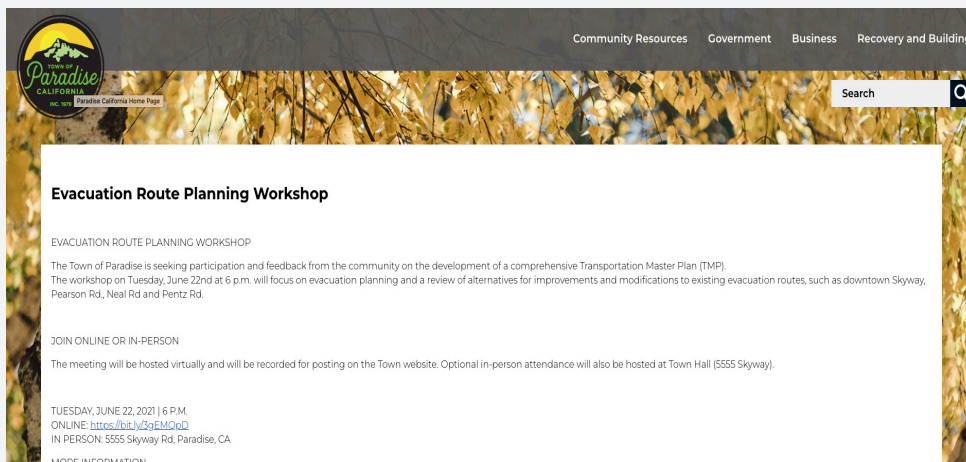
- **Honey Run Road**

- Expressed concern with uphill vehicles and downhill bicycles traveling on the road at the same time

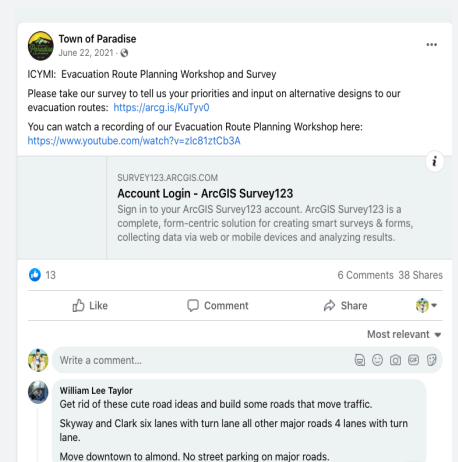
- **Other/General Comments and Questions**

- Expressed gratitude for having this meeting, indicated they learned a lot by listening to the presentation, and appreciated the opportunity to participate
- Expressed interest in a very large capacity meeting, e.g., hold at the CMA church, which has been done previously
- Provided compliments to Mike and the Public Works crew for fuel reduction response; need even more crews to help with this
- Question asked about whether residents can be taxed when current funding runs out (Town is seeking additional grant funds for infrastructure projects, but it's limited.)
- Question asked about how the Town will communicate with property owners on private roads regarding extensions, etc.

## MEETING PROMOTION



Town Website – “News & Announcements”



Facebook Post



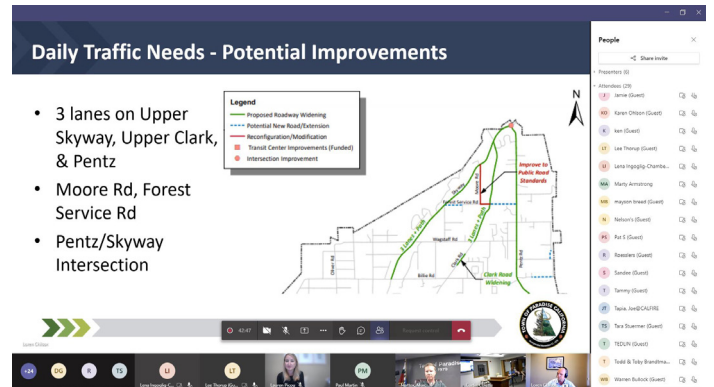
# TRANSPORTATION MASTER PLAN: OUTREACH SUMMARY REPORT



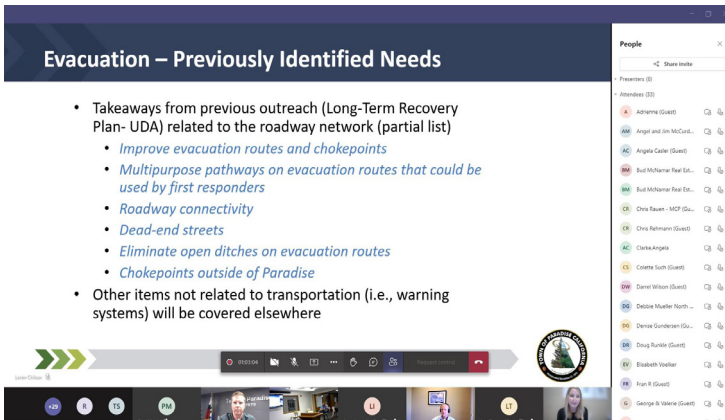
## MEETING #2 PHOTOS



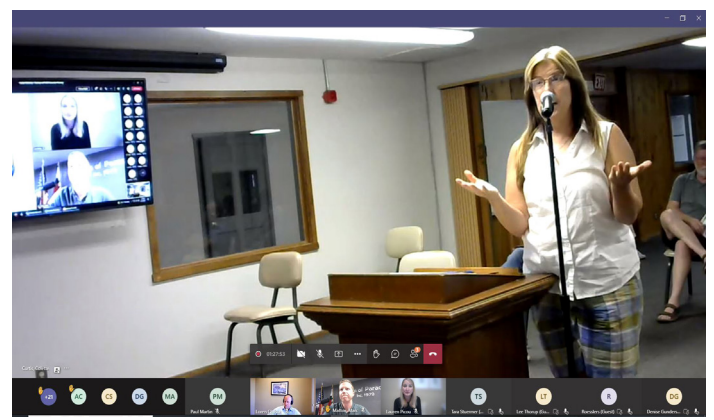
Presentation by Loren Chilson and Lauren Picou with Headway Transportation



Presentation by Loren Chilson and Lauren Picou



Presentation by Loren Chilson and Lauren Picou



Q&A (in-person attendee)



Q&A (in-person attendee)



Q&A (virtual attendee)



# TRANSPORTATION MASTER PLAN: OUTREACH SUMMARY REPORT



## PUBLIC OUTREACH SURVEY

The online survey presented at the end of the meeting remained open for community feedback for three weeks, until July 13, 2021. The survey was promoted on the TMP webpage, the Town's Facebook page, in the weekly Recovery Update e-newsletter, and fliers that were distributed at Party in the Park events. The survey provided an opportunity to review the potential projects discussed at the meeting, and indicate priorities and preferred options/alternatives. A total of 833 survey responses were received. Input provided in the survey responses was used to help guide the team in developing the roadway and traffic evacuation route plans as part of the TMP.

## TRANSPORTATION MASTER PLAN: ROADMAP TO INFRASTRUCTURE RECOVERY



### Evacuation Route Planning Survey

Please provide your feedback! Roadway and intersection projects, including those along evacuation routes, are being developed as part of the Transportation Master Plan (TMP) that is currently underway. You are invited to participate and provide input by completing the following survey:



Access the survey from your smartphone using your camera and the QR code, or go to <https://arcg.is/KuTyv0>.



Your input is valuable. Taking 10 minutes today will help guide the TMP and prioritize projects. Please complete and submit the survey by July 13, 2021.

Survey Promotional Flier

## MEETING #3 - DOWNTOWN AND CLARK ROAD DESIGN STANDARDS – JULY 22, 2021

The focus of the third meeting was to review the design standards for Downtown and Clark Road and discuss potential updates to existing design standards for these areas. (This meeting was originally scheduled for July 15, but rescheduled because of potential impacts from the Dixie Fire that started the same week.) The meeting included an introduction from Susan Hartman, Community Development Director for the Town of Paradise, and a presentation from Erik Smith and Marty Armstrong with Mark Thomas, and Kevin Easterling with Russell, Gallaway Associates, Inc. A total of four participants joined the meeting virtually, and seven attended in person at Town Hall. In-person attendees included Paradise Vice Mayor, Jody Jones.

## PRESENTATION

The presentation provided a review of the current design standards for Downtown and Clark Road in Paradise, and potential design standards updates for these areas. Key topics and design elements covered in the meeting presentation and discussion included:

- Building façades
- Signage
- Awnings
- Landscapes
- Free-standing structures (e.g., trash enclosures)
- Retaining walls
- Street lighting
- Corner treatments
- Sidewalks
- Street furniture (e.g., benches, bike racks)



# TRANSPORTATION MASTER PLAN: OUTREACH SUMMARY REPORT



## COMMUNITY FEEDBACK

Three in-person meeting participants provided comments during the Q&A session, which included general questions about the level of detail that will be included in the design standards, as well as the importance of considering the fire safety of materials used when constructing new buildings, landscapes, etc.

## MEETING PROMOTION

**RESCHEDULED!**  
**DESIGN STANDARDS PUBLIC WORKSHOP**  
**THURSDAY, JULY 22ND, 6PM**

Design Standards for Skyway and Clark Road in Paradise are being analyzed through the Transportation Master Plan that is currently underway. The 3rd of 4 planned public workshops scheduled for July 15th will focus on potential updates to the existing design standards on those roadways.

The meeting will be hosted virtually, and will be recorded for posting on the Town website. Optional in-person attendance will also be hosted at Town Hall (5555 Skyway).

TOWN OF PARADISE  
WEEKLY RECOVERY UPDATE  
JULY 21ST, 2021

Weekly Recovery Update

Town of Paradise  
July 22, 2021 · 🌐

Happening Tonight! Design Standards Public Workshop 6pm  
Come join us to provide input on updates to the current design standards for Downtown Paradise and Clark Rd.  
Virtual or In-Person attendance available... See more

1 Almond St. & Fir St. :

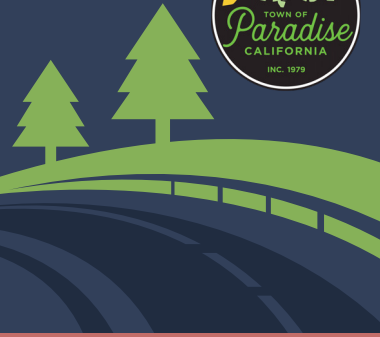
4  
Like Comment Share

1 Share

Facebook Post



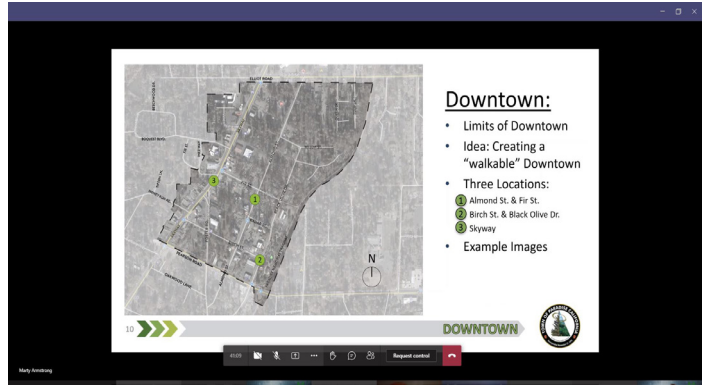
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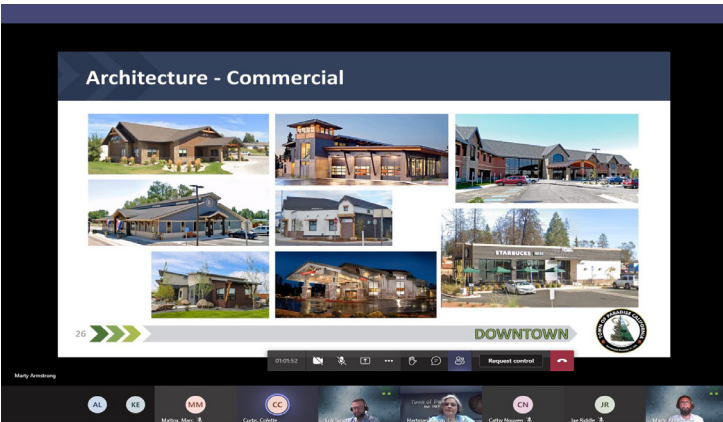
## MEETING #3 PHOTOS



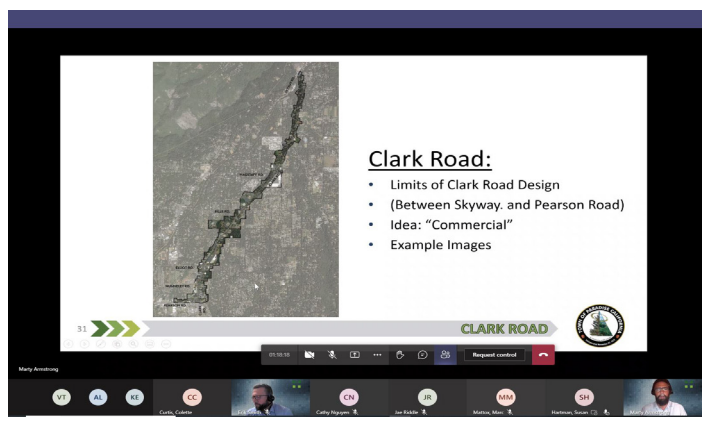
Presentation by Erik Smith with Mark Thomas



Presentation by Erik Smith



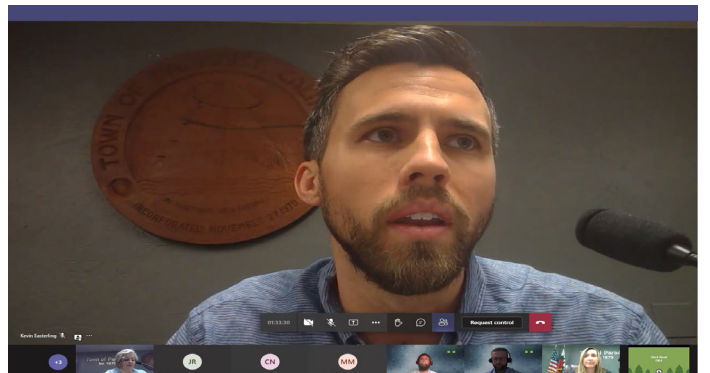
Presentation by Marty Armstrong with Mark Thomas



Presentation by Marty Armstrong with Mark Thomas



Presentation by Marty Armstrong with Mark Thomas



Presentation by Kevin Easterling with Russell, Gallaway Associates, Inc.



# TRANSPORTATION MASTER PLAN: OUTREACH SUMMARY REPORT



## PUBLIC OUTREACH SURVEY

The online survey presented during the meeting remained open for community feedback for three weeks, until August 12, 2021. The survey was promoted on the TMP webpage, the Town's Facebook page, in the weekly Recovery Update e-newsletter, and fliers distributed at Party in the Park events. The survey provided an opportunity to review the potential design standards updates discussed during the meeting and indicate preferred options. Nearly 100 survey responses were received. Input provided in the survey responses was used to help guide the team in developing the revised design standards for the Downtown and Clark Road areas.



### Downtown and Clark Road Design Standards Survey

**Please provide your feedback!** Design standards for Downtown and Clark Road in Paradise are being analyzed as part of the Transportation Master Plan (TMP) that is currently underway. You are invited to provide input on potential updates to existing design standards for these areas by completing the following survey:



Access the survey from your smartphone using your camera and the QR code, or go to <https://bit.ly/3hHd1gQ>.



The survey should take approximately 15 minutes to complete. Your input is valuable and we appreciate your time! Please complete and submit the survey by **August 12, 2021**.

Survey Promotional Flier

## MEETING #4 - BICYCLING AND WALKING NETWORK REVIEW – AUGUST 12, 2021

The focus of this fourth meeting was to review the existing and proposed bicycling and walking network in the Town of Paradise. Other key topics covered included the nexus with emergency response during evacuation events, and a review of non-infrastructure efforts to improve conditions. The meeting included an introduction from Marc Mattox, Town Engineer/Public Works Director, and a presentation from Paul Martin with Mark Thomas. A total of nine participants joined the meeting virtually, and five attended in person at Town Hall.

## PRESENTATION

The presentation provided a review of the existing bicycling and walking network in the Town, and an overview of the proposed projects and network improvements, as well as information on the development of a comprehensive Active Transportation Plan for the Town. Key topics covered in the meeting presentation and discussion included:

- Long-Term Recovery Plan (Identification of Class I path system)
- Existing bicycle and sidewalk networks
- Current projects/under construction
- Proposed network (Class I paths and routes/connections)
- Summary of Town's existing network
- Next steps (Grant/funding applications)
- Active transportation amenities
- Non-infrastructure programs (Education, Enforcement, Encouragement, Evaluation)
- Public outreach survey





# TRANSPORTATION MASTER PLAN: OUTREACH SUMMARY REPORT



## COMMUNITY FEEDBACK

One in-person meeting participant, who is a local resident and avid cyclist, offered comments during the Q&A session. Following is a summary of the feedback provided:

- Would love to see even half of the proposed projects implemented
- Appreciates the continued encouragement of non-vehicle transportation in Town
- Suggested having a bike path connection under Pearson; indicated that the current break in the pathway is a detriment to those traveling that route
- Suggested having a connection at Luther, to not only get to the Oliver side but also to come from the Bille side and access Terry Ashe Recreation Center
- Suggested addressing a connection between Paradise and Diablo Ridge (not just the long way down Skyway to the valley), particularly to offer ways for middle/high school students who live on the ridge to get to school
- Noted that some pathways just aren't feasible because of the grades/inclines in Town
- Encouraged more education for motorists, so they know how to safely interact with cyclists/pedestrians on the roadways
- Encouraged education for both motorists and cyclists/pedestrians for how to safely navigate roadways without sidewalks

## MEETING PROMOTION

Action News Now

Facebook Post

### Bicycling and Walking Network Public Workshop – Thursday, August 12, 6:00 pm

Join us on Thursday, August 12 at 6 pm for the 4th Public Workshop through the Transportation Master Plan. This workshop will focus on Active Transportation – bicycling and walking. We will discuss connections and improvements that can be made to our existing network of paths and bicycle lanes in Town. Virtual and In-Person attendance options are available:

- Virtual: <https://bit.ly/3i9oUg3>
- In-Person: Paradise Town Hall, 5555 Skyway

For more information click [here](#).

Weekly Recovery Newsletter



# TRANSPORTATION MASTER PLAN: OUTREACH SUMMARY REPORT



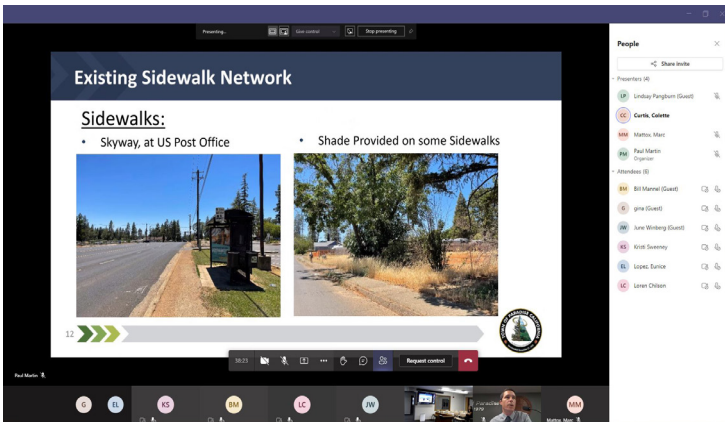
## MEETING #4 PHOTOS



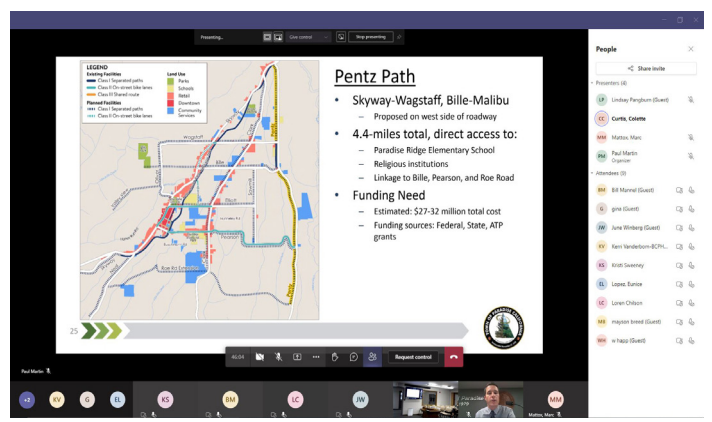
In-person attendees at Town Hall



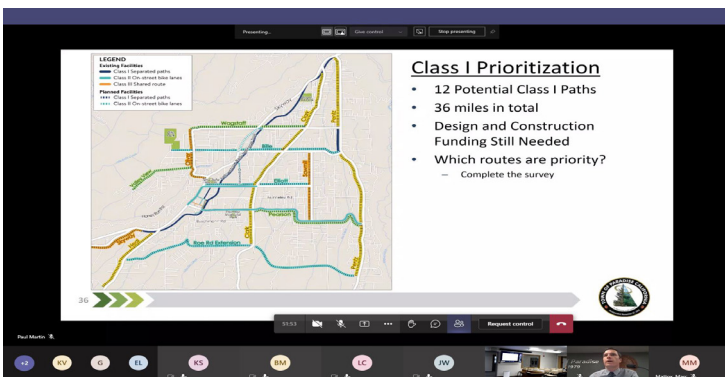
Presentation by Paul Martin with Mark Thomas



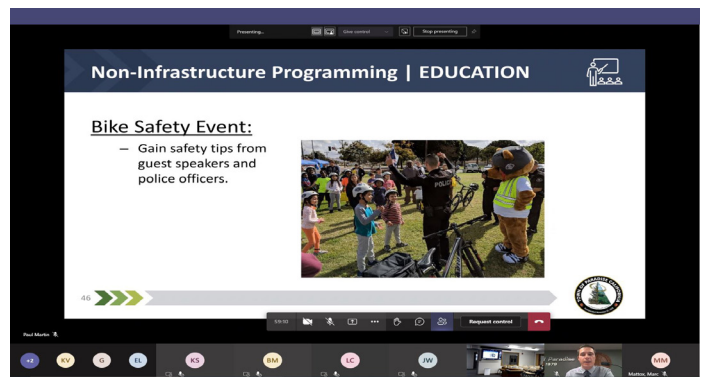
Presentation by Paul Martin



Presentation by Paul Martin



Presentation by Paul Martin



Presentation by Paul Martin



# TRANSPORTATION MASTER PLAN: OUTREACH SUMMARY REPORT



## PUBLIC OUTREACH SURVEY

The online survey presented during the meeting remained open for community feedback for a total of four weeks, until September 9, 2021. The survey was promoted on the TMP webpage, the Town’s Facebook page, and in the weekly Recovery Update e-newsletter. The survey provided an opportunity for community members and stakeholders to review the proposed network projects and improvements discussed at the meeting, provide input/comments, and indicate preferences for priority projects. More than 150 survey responses were received. Input provided in the survey responses was used to help guide the team in developing the Active Transportation Plan.



### Bicycling and Walking Network Survey

**Please provide your feedback!** The Town of Paradise is creating an Active Transportation Plan to map out improvements to its bicycling and walking network, and position the Town for grant funding pursuits. You are invited to provide input on potential network improvements by completing the following survey:



Access the survey from your smartphone using your camera and the QR code, or go to <https://tinyurl.com/ParadiseATP2>.



The survey should take approximately 5 minutes to complete. Your input is valuable and we appreciate your time! Please complete and submit the survey by **November 22, 2021**.

Survey Promotional Flier

## RECORDED MEETINGS



General Infrastructure Recovery Update (Meeting #1) – June 3, 2021:  
<https://www.youtube.com/watch?v=fvqXQpMiQW8>



Roadway and Traffic Evacuation Planning (Meeting #2) – June 22, 2021:  
<https://www.youtube.com/watch?v=zlc81ztCb3A>



Downtown and Clark Road Design Standards (Meeting #3) – July 22, 2021:  
<https://www.youtube.com/watch?v=HPnHr6Tsomw>



Bicycling and Walking Network Review (Meeting #4) – August 12, 2021:  
<https://www.youtube.com/watch?v=pJOjYTZZCsw>



# TRANSPORTATION MASTER PLAN: OUTREACH SUMMARY REPORT



## ACTIVE TRANSPORTATION PLAN – OUTREACH & ENGAGEMENT

To assist the project team in meeting specific requirements to pursue funding for active transportation projects, Prosidio Communications planned and implemented additional outreach and engagement efforts for the Active Transportation Plan element of the TMP. The activities were carried out from October 2021 through December 2021, and included a secondary survey, participation in community outreach events, partnership outreach, and student engagement.

### SURVEY

The project team developed a second, brief survey to help collect feedback from the community during the additional outreach and engagement efforts. The survey was promoted on the Town’s Facebook page, in the weekly Recovery Update e-newsletter, and at each of the community events attended by the team. A total of 201 survey responses were received.



**TRANSPORTATION MASTER PLAN:  
ROADMAP TO INFRASTRUCTURE  
RECOVERY**

**Bicycling and Walking Network Survey**

Please provide your feedback! The Town of Paradise is creating an Active Transportation Plan to map out improvements to its bicycling and walking network, and position the Town for grant funding pursuits. You are invited to provide input on potential network improvements by completing the following survey:

1. What is your median household income?

- Less than \$58,000
- \$58,000 to \$63,000
- \$63,000 to \$67,000
- \$67,000 to \$72,000
- \$72,000 to \$90,000
- \$90,000 or higher

2. Which census tract do you live in?

3. Based on public outreach, the top 3 prioritized routes to construct are along Bille Rd, Clark Rd, and Elliott Rd. Do you have additional input?

Those priorities look good to me  
 I would like to propose another option:

Please continue to the next page

**TRANSPORTATION MASTER PLAN:  
ROADMAP TO INFRASTRUCTURE  
RECOVERY**

**Bicycling and Walking Network Survey**

4. I am concerned about walking or bicycling because:

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Insufficient Lighting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lack of bicycle parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I have too much to carry	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I travel with small children	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My destinations are too far away	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am unable to walk/bike long distances	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lack of off-street paths or on-street bike lanes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I do not feel safe around cars/trucks on the road	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. I would walk or bicycle along the proposed routes to:

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Save money	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Exercise/recreate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visit friends/family	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Get to/from transit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Experience nature	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Help the environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Travel to school or work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shop, run errands, or eat out	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. Are you supportive of a bike skills area and bike pump track at Bille Park?

Yes  No

Thank you for completing this survey

ATP Survey #2

### COMMUNITY EVENTS

Prosidio Communications identified six community events where the team could host an informational booth or table for the ATP. At each event, the team shared information about the Town’s current bicycling and walking network, and invited the community to provide input on potential network improvements. Engagement opportunities included a map board where attendees could mark the potential network improvement they would like to see implemented first, as well as an opportunity to take the survey.



# TRANSPORTATION MASTER PLAN: OUTREACH SUMMARY REPORT



The team attended the following events:

- **Johnny Appleseed Days**  
Saturday, October 2, Terry Ashe Park
- **Outdoor Movie Series**  
Thursday, October 14, Terry Ashe Recreation Center
- **6th Semi-Annual Peddlers Fair**  
Saturday, October 16, Déjà vu Gardens Nursery
- **Outdoor Movie Series/World Series Game**  
Tuesday, October 27, Terry Ashe Recreation Center
- **Community Dinner**  
Thursday, November 4, Paradise Alliance Church
- **Chili Cookoff & Cornhole Tournament**  
Saturday, November 13, Terry Ashe Recreation Center

## PARTNERSHIP DEVELOPMENT

Prozio Communications secured a total of 11 partners within the Town of Paradise to help promote the ATP and the opportunity to provide feedback via the survey. Promotional efforts implemented by partners focused on displaying a poster at their office/store, which included both a link and QR code to the survey. Partners were also offered content to share through any other communication channels they may use (e.g., social media, newsletter).

The following local organizations and businesses helped to promote the ATP:

- Paradise Ridge Chamber of Commerce
- Thomas Ace Hardware
- Boys & Girls Club
- Care Net of Paradise
- Sol Sanctuary
- Habitat for Humanity - Butte County
- Skyway Antique Mall
- Paradise Unified School District
- Paradise Junior High School
- Pine Ridge School
- Paradise Ridge Elementary School
- Chico Velo (note: promoted initial survey)

## STUDENT ENGAGEMENT

As a part of the outreach and engagement efforts related to the Active Transportation Plan development, the team connected with local high school students to collect their input regarding potential network improvements. On December 2, 2021, the team met in-person with the Leadership class at Paradise High School (about 17 students). The meeting included a brief presentation that provided an overview of the ATP, followed by a group discussion to review their feedback and concerns regarding the Town's existing network, and their recommendations for network improvements. The students provided a lot of thoughtful feedback, which included expressing concerns about safety on the current trails (e.g., lack of lighting) and some of the existing local roadways. They also shared several ideas and suggestions for making the trails and roadways in Town more accessible and safer for all residents to travel by foot and bike (e.g., add/improve sidewalks).



# TRANSPORTATION MASTER PLAN: OUTREACH SUMMARY REPORT



## NEXT STEPS / RECOMMENDATIONS

Prozio Communications recommends implementing additional outreach activities to coordinate with the finalization and release of the Transportation Master Plan in early 2022:

- Create a series of short informational videos covering key TMP topics, to feature an overall summary of each of the plan elements and related technical and outreach efforts. Completed videos can be posted on the Town website and Facebook page, and used as a part of subsequent grant applications for project funding.
- Develop and design a comprehensive TMP overview brochure to serve as a visual representation of the TMP development process and outcomes.
- Draft additional social media content to highlight the completed TMP and key elements, as well as information on funding pursuits for projects.
- Distribute a news release to highlight the completion of the TMP, the purpose of the plan, and how it will benefit the community as the Town continues its rebuilding efforts.
- Review and update the key messages developed at the initiation of the TMP to ensure they are evergreen and can be used after the plan has been completed.

