



Meeting Date: September 17, 2013

TOWN OF MORAGA

STAFF REPORT

To: Honorable Chair and Members of the Park and Recreation Commission

From: Ellen Clark, Senior Planner

Subject: Receive Update on the Livable Moraga Road Project and Appoint a Park and Recreation Commission Member to the Town Advisory Committee (TAC) for the Project

Request

- Receive an update on the status of the Livable Moraga Road Project, including upcoming public meetings
- Appoint a Park and Recreation Commission Representative to the Livable Moraga Road Town Advisory Committee (TAC)

Background

One of the major themes that emerged from community members during visioning workshops in 2011 about the Rheem area was to improve the function, character and livability of Moraga Road between Campolindo High School and St. Mary's Road. The Livable Moraga Road project, funded by a Contra Costa County Transportation for Livable Communities Grant awarded in late 2012, continues from that direction. The Livable Moraga Road project will address the following key issues: traffic flow, safety and connectivity along the corridor for all users – auto, bicycles, pedestrians and transit; connections to neighborhoods, schools and shopping areas; and the design and character of the roadway as a key "gateway" to and through Moraga.

A key goal for the project is to develop a comprehensive vision for Moraga Road that integrates all parts of the corridor, and to develop designs for key intersections and road segments to be used to secure funding and construct needed improvements.

The Town Council received a similar update on the project at its August 28, 2013 meeting, which also served as the public kickoff for the project. At that meeting, the Town Council considered the composition of a Town Advisory Committee for the project. The Town Council directed that the TAC include members from each of the Town's standing Boards and Commissions, including the Planning Commission, Design Review Board, Park and Recreation Commission, Traffic

1 Safety Advisory Committee and Moraga Youth Involvement Committee. Based
2 on the Town Council's direction, the Park and Recreation Commission is
3 requested to appoint a member to the TAC. The specific function and role of the
4 TAC is described in more detail below.

5 6 **Discussion**

7
8 The Town has contracted with Alta Planning + Design (Alta) to assist with the
9 project. The Alta team held a kickoff meeting and a site visit with Town staff in
10 July and is beginning to gather data, plan the public outreach and engagement
11 program, and complete site reconnaissance. More detailed data gathering,
12 including updated traffic counts, surveys, and other field data collection will occur
13 throughout September.

14 15 *Public Outreach Program*

16 Integral to the project is a comprehensive public outreach program that includes
17 community workshops, focused stakeholder outreach and formation of a Town
18 Advisory Committee (TAC), described below.

19
20 Throughout September, staff and the consultant team will be publicizing the
21 project with outreach to the local press, articles in About Town and the Town
22 Crier; email and mail invitations to local organizations and groups; project posters
23 and displays, including booths at the Pear and Wine Festival and Oktoberfest.

24
25 Online surveys and interactive mapping will also be developed to provide
26 alternate methods for community members to provide input on the project,
27 beyond more traditional participation at workshops. The consultant team has
28 also established a project logo to use on all outreach material and the project
29 website, creating a consistent identity for the project. (Attachment A).

30
31 A dedicated project webpage has been set up within the Town's website, which
32 will be used as the main location for project documents, information and updates.
33 The webpage can be accessed at <http://www.moraga.ca.us/livablemoragaroad>.

34 35 *Upcoming Public Workshops*

36 The first public events are scheduled for early October. They will include:

- 37
38 • **Thursday, October 3, 2013.** Project Welcome Meeting. (Time and
39 location TBD). Public Workshop to introduce the project and the project
40 team, and project goals.
- 41
42 • **Saturday, October 5, 2013 Community Walking/Biking Tour** (Start time
43 and stop locations TBD). Starting at Campolindo High School, and
44 proceeding through a series of stations along the corridor, community
45 members will engage in an interactive discussion to identify key issues,
46 concerns and observations about the character, safety, and connectivity of
47 the corridor. Participants are welcome to join the tour at any scheduled
48 stop; biking or walking between stops is encouraged, but van
49 transportation will also be provided along the route.

50 Other future public workshops will include:

- 1
- 2 • **Workshop 1: Livable Moraga Road Vision, Issues and Opportunities.**
- 3 (Late October/Early November): At this meeting community members will
- 4 establish a vision for the corridor, review existing conditions, provide input
- 5 on key issues, opportunities and concerns that can be addressed through
- 6 planning and design, and review potential criteria for evaluating draft
- 7 design concepts.
- 8
- 9 • **Workshop 2: Initial Design Concepts and Alternatives.** (Spring 2014).
- 10 Community members will review and discuss preliminary options and
- 11 solutions developed by the consultant team based on public input at the
- 12 first workshop, considering their pros and cons against the list of criteria
- 13 developed.
- 14
- 15 • **Workshop 3: Draft Preferred Concept Designs** (Spring 2014).
- 16 Community members will review the draft preferred concepts, distilled
- 17 from the alternatives presented, and provide input on any adjustments or
- 18 modifications that might be needed before final draft plans are developed.
- 19

20 A project schedule is included in Attachment B.

21

22 *Town Advisory Committee*

23 The Town Council direction has recommended formation of a “Town Advisory

24 Committee” for the project that would include a representative from each of the

25 Town’s existing Boards and Commissions including.

- 26 • Planning Commission
- 27 • Park and Recreation Commission
- 28 • Design Review Board
- 29 • Traffic Safety Advisory Committee
- 30 • Moraga Youth Involvement Committee

31

32 TAC meetings will be scheduled to generally correspond with public workshops

33 and meetings, and will be used as an opportunity to provide input on materials

34 and topics to be reviewed at those public workshops, and to liaise with Town

35 decision-making bodies. Since the TAC would be subject to the Brown Act,

36 meetings would be open to the public, and public notices and agendas published

37 in advance.

38

39 Staff also anticipates providing regular updates to Boards, Commissions and

40 Committees, and to the Town Council throughout the process. Many of the

41 Town’s Boards, and the Town Council will be involved in the formal review and

42 approval of the plans developed through the Livable Moraga Road project, and

43 any necessary CEQA/NEPA documents.

44

1 *Agency Meetings*

2 Staff and the consultant team will work closely with agency representatives from
3 Moraga Orinda Fire District (MOFD), East Bay Regional Parks District (EBRPD),
4 and the school districts to discuss issues of interest and concern. Agencies will
5 also be invited to public meetings.

6

7 *Stakeholder Meetings*

8 The Alta team and staff will conduct a minimum of six focused meetings with key
9 stakeholder groups and organizations such as local HOA's, Chamber of
10 Commerce, Kiwanis, Rotary, Parent-Teacher Associations, and community
11 groups such as Moraga Movers. These meetings will be scheduled in
12 September and October, to gain additional input on issues, opportunities and
13 constraints.

14

15 **Recommendations**

16

- 17 1. Receive Livable Moraga Road Project Update
- 18 2. Appoint a member to the Livable Moraga Road Town Advisory Committee

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20 **Report reviewed by: Shawna Brekke-Read, Planning Director**
21 **Jay Ingram, Parks and Recreation Director**

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23 **Attachments:**

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A. Project Logo

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B. Project Graphic Schedule