

**EL DORADO COUNTY TRANSPORTATION COMMISSION
STAKEHOLDER ADVISORY COMMITTEE - MEETING #1
THURSDAY, APRIL 23, 2009**

MEETING MINUTES

PRESENT

STAKEHOLDER ADVISORY COMMITTEE:

Wendy Mattson, BVA	Maryann Argyres, Apple Hill Growers Assoc.
Duane Beichley, Trails Now	Tony Granados, Placerville Downtown Assoc.
Andrew Painter, City of Placerville	Randy Pesses, City of Placerville
Shawn Ebrahimi, VP, BVA	Kathi Lishman, Community Pride
Carol Anne Ogdin, City of Placerville Planning Commission	Laurel Brent-Bumb, EDC Transit and EDC Chamber
Ron Vardanega, BVA	Ann McQuillen, PDBA and BVA
Peter McQuillen, PDBA	

STAFF / CONSULTANTS:

Jeff Schwein, Project Manager, Lumos & Associates	Jerry Barton, EDCTC
Gladys Cornell, Facilitator, AIM Consulting	Donna Lucchio, Co-Facilitator, AIM Consulting

MINUTES

The first Stakeholder Advisory Committee (SAC) meeting for the EDCTC Broadway Village Corridor was held Thursday, April 23, 2009 from 4:00 p.m. to 7:00 p.m. at 1224 Broadway, Suite B, in Placerville. The stakeholders present for the meeting and the group(s) they represent are listed above. The meeting was facilitated by AIM Consulting and recorded as follows:

INTRODUCTION AND OVERVIEW

The meeting was called to order at 4:00 p.m. by Gladys Cornell of AIM Consulting. She welcomed all attendees, then followed with an overview of the purpose and role of the SAC, a brief explanation of the SAC process, and review of the meeting ground rules and agenda. She asked the SAC what method of communication would be best for the group(s) they represent, and all present chose electronic.

Ms. Cornell introduced Jerry Barton who provided an introduction and overview to the Community-based Transportation Planning Grant. She then introduced Wendy Mattson, President of the Broadway Village Association, who provided an overview of the BVA history and purpose, Design Day effort, and an update on the BVA's accomplishments to date.

Ms. Cornell then asked each stakeholder to introduce themselves, their affiliation and what their organization's interest in the BVA was. A summary of the interests is as follows:

- Would like to see the three parts of Placerville work together.
- Implementation of Design Day efforts.
- Economic vitality and re-energizing of the community.
- Create places for visitors and residents alike to enjoy, including landscaping/gardens, connections to the creek, and walking paths with trees.
- Create a connection to the El Dorado Trail.
- Create a walkable Broadway with sidewalks, bike lanes and trail connections to the school.
- Create a place that residents can easily access with shops that serve their needs.
- Improve public transportation and economic development.
- Create a connection to Placerville Drive.
- Growth for businesses and property owners.

A general comment was made suggesting that an ADA advocate should be part of the SAC.

GOALS

Ms. Cornell led a discussion of identifying goals of the SAC. SAC members contributed the following list of goals for the Broadway Village Corridor:

- Create bike lanes and pedestrian walkways that are inviting and safe.
- Provide more crosswalks and improve their safety.
- Create ingress/egress safety and speed controls.
- Slow down traffic utilizing aesthetic elements that "make you feel like you want to slow down".
- Create bike and pedestrian access to the creek.
- Utilize natural resources as enhancements to create a welcoming environment.
- Build opportunities to expand connections between Apple Hill and Broadway Village.
- Create an environment where businesses want to be (trees, landscaping, walkways, connectivity)
- Break up the "asphalt desert" parking lots with natural greenery.
- Develop connectivity between shopping centers.
- Create public spaces, large and small (pocket parks) with amenities (i.e. art, water feature, trees, benches, etc.).
- Improve Blair's Lane with landscaping opportunities.
- Improve Highway 50 access.
- Improve traffic congestion and constrained right-of-way.
- Prepare for increased number of residents in the future.

- Create a “village” environment that is welcoming and exciting with a unique and authentic identity.
- Create mixed-use opportunities (mix of residential/retail/commercial land uses).
- Create opportunities for non-motorized transportation that maximizes the percentage of use relative to all types of transportation used.
- Use trees to line Broadway to provide shade, comfort, aesthetics and a buffer to Highway 50.
- If possible relocate the Caltrans Maintenance Yard and PG&E Substation to alternate locations.
- Motivate recalcitrant property owners to improve property, participate in program or sell.
- Improve enforcement of violations (i.e. speeding).

BROADWAY VILLAGE CONSTITUENTS

After a break, Ms. Cornell led a discussion of identifying Broadway Village constituents. The following list of constituents was developed by the SAC members:

- Customers
- Residents who live within walking distance
- Residents
- Seniors
- Merchants
- Recreational users
- Youth
- Tourists / Skiers
- Property owners
- Public safety services
- Transit users
- Future residents
- Other county residents
- Pedestrians
- Motoring public
- RV users
- Through traffic, and those accessing Highway 50
- Handicapped / Disabled residents and tourists
- Shoppers
- Cyclists
- Delivery Trucks / Drivers (goods movement)
- Airport users
- Soccer moms
- El Dorado Transit / Eskaton Transit
- Foreign-speaking residents

Ms. Cornell selected a few of the noted constituents, and asked for input relative to what each would want to experience.

Residents: Easy access, safety, inviting environment with a balance of amenities, evening activities. A suggestion was made to use the existing train cabooses to create a Park-and-Ride connection and/or RV and bus parking connection to enhance Broadway.

Seniors: Easy access to stores, parking and public spaces, shaded rest stops with amenities, easy-to-read signage, transportation access, safe sidewalks that are not cracked or icy.

Recreational Users: Defined connections between trail(s) and Broadway, trail signage, bike racks.

Tourists: Information kiosks, parking for RV's and busses, pedestrian access from parking to Broadway, a transit/trolley connection to Broadway, public spaces with amenities (i.e. water features, child play areas, seating) that encourages people to enjoy and relax, creekside activities and access (i.e. walking, seating, dining). A suggestion was made to use the buildings adjacent to Highway 50 to create awareness for tourists.

Goods Movements: Improve left turn constraints that exist during certain times of the day, and delivery access and circulation.

Public Safety: Safe sidewalks to get pedestrians off of the street, well defined and visible business address numbers, adequate turning radius', access to water supply.

PERCEIVED BARRIERS AND OPPORTUNITIES

Jeff Schwein of Lumos and Associates led the group in an activity of identifying perceived barriers and opportunities. Using an aerial plan depicting the Broadway Village project area, he asked each SAC member to place dots on the map representing the top five areas within the corridor that they use frequently (green dots) and areas they feel are transportation constraints (red dots).

There was considerable discussion of various locations within the corridor that could use improvement, including parking lot vehicular circulation and pedestrian safety, as well as congestion and unsafe areas on the roadways. When the group was finished placing dots, Mr. Schwein asked why there was a concentration of red dots at the US 50/Broadway off ramp and at Wiltse Road. The general observation was that the intersections did not function properly and caused congestion and unsafe conditions.

DEVELOPMENT OF PURPOSE AND NEEDS STATEMENT

Ms. Cornell asked SAC members to define their understanding of the purpose and need of the Broadway Village Multi-Modal Corridor Implementation Plan. The following purpose and needs statement was created:

Broadway Village currently serves as one of Placerville's principal commercial areas, but the corridor's dated and auto centric design, lack of bike and pedestrian pathways, ineffective traffic controls and safety for motorized and non-motorized transportation alike, and disconnected building and property designs keeps the area from realizing its full potential. Through this collaborative effort the Broadway Village SAC would like to assist EDCTC and their project team in developing a multi-modal transportation system within the corridor that would lay the foundation for creating an overall cohesive sense of place that is authentic to the community's historical roots and natural resources and provides opportunities for enhanced recreation and economic development.

ADJOURNMENT

Ms. Cornell closed the meeting and thanked everyone for attending. It was decided that Thursday evenings, 4:00 p.m. to 7:00 p.m. is a good meeting day and time. The next meeting will be determined in the next week and will take place in approximately five weeks. The meeting was adjourned at 6:55 p.m.

Minutes prepared by Donna Lucchio, April 24, 2009.