

CITY OF MERCED
Planning Department

TO: Bicycle Advisory Commission
FROM: Bill King, Principal Planner
DATE: October 25, 2016
SUBJECT: Appointment of Commissioner to Citizen Focus Group

BACKGROUND

The City of Merced was awarded \$134,000 from Caltrans to prepare an Active Transportation/Safe-Routes-to-School (ATP/SRTS) Plan during 2017, and concluding by Spring 2018.

DISCUSSION

A Citizen Focus Group will be formed to assist City Staff and the City's planning consultant to draft the plan. Representation from the Bicycle Advisory Commission (BAC) is requested. Duties of the representative include: participation at seven focus group meetings; updating the BAC at their regularly scheduled meetings about the efforts and activities of the focus group; and participating in focus group recommendations on the plan.

For informational purposes, the Citizen Focus Group application is presented in Attachment 1. The BAC representative will not need to complete an application; the appointment by the BAC will serve as the means of selection.

ACTION

Appoint a member of the Bicycle Advisory Commission to the ATP/SRTS Citizen Focus Group.

Attachments:

1. ATP/SRTS Citizen Focus Group Application.

ROLES AND DUTIES

Active Transportation/Safe Routes to School Plan

Citizen Ad-Hoc Advisory Focus Group

City of Merced

The Focus Group will advise and make recommendations to City Staff concerning various elements of the draft Active Transportation/Safe Routes to School Plan (ATP/SRTS). Plan Elements include:

- Identification and prioritization of recommended bike and pedestrian infrastructure improvements and programs to install and operate.
- Participation at public meetings with fellow citizens and agency staff, to share ideas, concerns and to advocate for pedestrians and cyclists.
- Review and comment on City Policies concerning the construction and use of sidewalks and bikeways, and on establishment of a goal concerning reduction in accidents between vehicles and pedestrians and/or cyclists.

Your input will help the project team understand existing and future conditions as they pertain to your local experience and knowledge. Based on input received during the planning process, City Staff will develop the plan for final review and recommendation by the Citizen Focus Group, which will then be forwarded to the City Council for consideration. As needed, the plan may also be reviewed by the City's standing committees and commissions.

Focus Group Target Composition

The ATP/SRTS Plan will become a tool in the day-to-day activities of multiple City departments involved in bicycle and pedestrian travel within the City of Merced and its growth area. A key objective of the project is to create a plan that is highly reflective of citizen input, resulting in projects that improve bicycle and pedestrian travel throughout the City. Toward this end, Staff recommends a high level of participation on the citizen-based advisory Focus Group. The City seeks interested and affected citizens that live in the City of Merced and its growth area [technically referred to as Sphere of Influence (SOI)], including, but not limited to: students, employees, people of all ages and incomes, disabled individuals, community groups and clubs, health advocates, and representatives from: local schools, colleges and universities; chambers of commerce, neighborhood associations; and major employers. The number of seats on the Focus Group will be set to maximize productivity while assuring balanced representation.

Logistics

Eight Focus Group meetings are scheduled to occur between Winter 2017 and Spring 2018 (dates to be determined at a later date). Meetings will generally occur in the afternoon and/or evening, lasting for up to 2 hours, and will occur downtown at the City of Merced Civic Center. Focus Group Members will be expected to attend all meetings and read draft materials before and during each meeting. In addition to the regular Focus Group meetings, community workshops are also planned that individuals and group representatives may wish to attend.

Interested Applicants:

Your application will be reviewed by the Planning Department for consideration, or when a vacancy occurs on this Focus Group. By January 2017, you will be notified by the City of the final selection.

In the event you are not appointed, your application will be kept on file for a period of twelve months from the date of application. If a vacancy occurs on the project Focus Group, the Planning Department will refer to the established list to fill the vacant seat.

Return the completed application form to: “Planning Department” 678 West 18th Street, Merced, California 95340, or submit a PDF via email to kingb@cityofmerced.org, by November 18, 2016. Please be as descriptive as possible on the application form and include two references who can attest to your suitability for being a member of this Focus Group.

**Application for Active Transportation/Safe Routes to School Plan
CITY OF MERCED Citizen Ad-Hoc Advisory Focus Group**

Name: _____ Date: _____

Home Address: _____
(street) (city) (zip)

Mailing Address: _____
(street) (city) (zip)

E-mail Address: _____

Home Phone: _____ Cell Phone: _____ Work Phone: _____
(example: ###-###-####) (example: ###-###-####) (example: ###-###-####)

Place of Employment: _____ Occupation: _____

Work Address: _____
(street) (city) (zip)

1. The Planning Department seeks to form a temporary Focus Group, representative of interested and affected individuals, groups and industries, including students, employees, people of all ages and incomes, disabled individuals, community groups and clubs, health advocates, and agents or members from: local schools, colleges and universities; chambers of commerce, neighborhood associations; and major employers.

Which organization do you represent? _____

2. List past or present involvement in community-related activities (*i.e. volunteer work, committees, commissions, boards, etc.*)

3. State your understanding of the purposes and responsibilities of the focus group for which you are applying.

4. List any training, education, or experience that you feel would be advantageous to the focus group for which you are applying.

5. State your reasons for submitting this application and what you expect to accomplish on this focus group.

6. This space may be used for any other information you feel is pertinent.

7. List two references who can attest to your suitability for membership of the focus group.

Name: _____

Address: _____
(street) (city) (zip)

Phone: _____
(example: ###-###-####)

Name: _____

Address: _____
(street) (city) (zip)

Phone: _____
(example: ###-###-####)