

Chapter 6: Public Outreach

Public Outreach Efforts

While public agencies hold regular public meetings, such as Planning Commission and City Council meetings, subject to state laws, public outreach represents an additional effort to seek public input and increase constructive engagement on a project to help shape the ultimate design of the project. As part of public outreach, agency staff holds meetings in the community at locations that may be more convenient to the public than the chambers at City Hall, where Planning Commission and City Council meetings are generally held. Specific community groups and other stakeholders are targeted in an effort to ensure that the people most affected by a project have an opportunity to provide their opinions. Public outreach also helps increase community awareness of the planning process. Public notices were distributed in English and Spanish by mail to property owners within 300 feet of Crows Landing Road and also by email. Spanish translation services were provided by the Ceres Partnership for Healthy Children and Stanislaus County. The Crows Landing Road Corridor Study included three meetings public workshops, in addition to the Planning Commission and City Council meetings necessary for adoption.

First Public Workshop The first public workshop, to discuss existing conditions on Crows Landing Corridor, was held on September 26, 2013, at the Shackelford Elementary School cafeteria. Shackelford Elementary School is located at the intersection of Crows Landing Road and School Avenue. A presentation was given concerning development patterns and administrative boundaries, general plan policies relating to Crows Landing Road and adjoining development, travel conditions and safety issues, and economic development. Much of the information contained in Chapter 1 of this report was presented at the first workshop.

Approximately 50 people participated in this workshop. Comments received include:

- Safer crossings for pedestrians throughout the corridor
- Lighted crosswalks or pedestrian overcrossing at School Avenue and lighted crosswalks at Amador Avenue
- Improved street light maintenance
- Maintenance of road markings
- Add traffic signal between Winmoore Avenue and Whitmore Avenue
- Traffic signals are too close together in some places
- Residential development may not be appropriate or safe along Crows Landing Road
- Sources of funding for improvements
- Focus on existing businesses
- Parklawn neighborhood interested in annexation
- Modesto should make a presentation to South Modesto Municipal Advisory Council

South Modesto Municipal Advisory Council This meeting was held on November 14, 2013, at the County Agricultural Center, which is located on Cornucopia Way, near the intersection of Crows Landing Road and Service Road. The South Modesto Municipal Advisory Council is a committee of persons appointed to advise Stanislaus County on issues affecting the populous but unincorporated portions of Stanislaus County that lie immediately south of Modesto. City staff was invited by County staff to present the existing conditions report to the South Modesto Municipal Advisory Council.

Approximately 40 people attended this meeting. Comments received include:

- Impacts of widening on existing businesses
- Lighted crosswalks to improve safety
- Pedestrian overcrossing should be added at School Avenue
- Some traffic signals are too close together
- Landscaping and street trees would make the street look better and create a better walking environment
- Be sure to engage the business community
- Will the former tallow plant site be developed?
- Street lights need better maintenance
- Street signs and markings can be hard to read
- Left turns from side streets onto Crows Landing Road can be dangerous, but may not need new turn signals

- Bus shelters are needed
- Utilities obstruct sidewalks in some locations
- Some parking lots create queues onto Crows Landing Road
- An economic study and opportunity map would be helpful
- There should be a comprehensive signage plan
- Businesses should participate in vocational training programs
- Pedestrian pathways should be marked on parking lots
- The City and County should coordinate street and land development standards

Second Public Workshop This workshop was held at the Shackelford Elementary School cafeteria on August 28, 2014. This meeting addressed the various conceptual design options being considered for Crows Landing Road. The design concepts shown in Chapter 2 were presented and discussed. Comments were submitted orally and in writing.

Approximately 15 people participated in this workshop. Comments received include:

- Majority preferred 100 feet south of SR 99
- Majority preferred addition of street trees
- Cost of improvements
- Parking requirements and the impact on parking
- Coordination between City and County
- People walk and bike along Crows Landing Road, support for facilities
- Consider aesthetics
- Consider future growth
- Pedestrian safety at Glenn, Imperial, Blankenburg, and Amador Avenues
- Street lights don't seem bright enough for safety
- Consider diagonal crossing/scramble for Hatch Road for school children
- Consider lighted crosswalks
- Concern over the cost of lighted crosswalks versus overhead lighting for crosswalks
- Timing of improvements
- Interest in traffic counts and effect of improvements on traffic delay
- Address illegal on-street auto sales; eliminate on-street parking or add time limits
- Add a traffic signal to slow traffic between Glenn Avenue and Whitmore Avenue
- Allow left turns in-out at Crater Avenue/Barozzi Avenue
- Median should have no landscaping
- Potholes north of SR 99 should be repaired
- "Keep clear" markings needed at unsignalized intersections
- Sidewalk needed on SR 99 overcrossing and on the west side of Crows Landing Road
- Underground TID canal
- Keep canal banks free of weeds and debris

Third Public Workshop The third workshop was held on November 20, 2014, at Shackelford Elementary School cafeteria and was attended by approximately 20 people. The draft Preferred Option was presented for comment and refinement. These comments, together with those received at the earlier meetings, were used to develop the preferred option illustrated in Chapter 3. Comments received include:

- Pedestrian improvements/lighted crosswalks should be a high priority
- Be careful that improvements don't cause cars to back up into Crows Landing Road
- No median should be installed from Crater Avenue to Barozzi Avenue
- Additional street lighting should be installed
- Butte Avenue signal was installed for pedestrians
- Two-lane bridge over State Route 99 should be widened to four lanes
- Bikes should use the sidewalk
- Median might create an expressway
- Best location for new signal might be Imperial Avenue, due to fire station and distance from Winmoore and Whitmore Avenues

- Traffic exiting southbound State Route 99 at Crows Landing Road should be able to turn left to go north on Crows Landing Road

Staff has attempted to address all of the community's expressed concerns in this corridor study report, either by incorporating suggested revisions or by written explanation in the corridor study report. Some comments are unrelated to work product for the Crows Landing Road Corridor Study, but may be addressed in the context of other projects.

