

DOWNTOWN WATSONVILLE COMPLETE STREETS PLAN

November 11, 2019



COUNCIL RESOLUTION

COUNCIL RESOLUTION #164-19 (CM)

The Downtown Watsonville Complete Streets Plan was accepted and approved by the City of Watsonville City Council on October 22, 2019.

City staff was directed to proceed with a Traffic Study, in coordination with the Downtown Specific Plan.

City staff was directed to return with a Phase Implementation Plan of improvements that are not contingent on a Traffic Study.

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EXECUTIVE SUMMARY

The purpose of the Downtown Complete Streets Plan is to provide a vision for a multi-modal, revitalized Downtown that is safer and more accessible for all users and modes of transportation, including pedestrians, bicyclists, transit riders, and motorists. Through an extensive bilingual public outreach process spanning two years, it was determined that the community was strongly supportive of developing a more walkable and bikeable Downtown with greater streetscape amenities and opportunities to access Downtown without the need for a car.

However, the community was split on whether implementing a road diet on Main Street and Rodriguez Street to incorporate bicycle lanes was desirable, due to concerns about traffic impacts and delays to those who use the streets as a thoroughfare. Although a traffic study evaluating the road diet on Main Street was prepared in 2013, the data used and its conclusions are generally considered to be outdated due to the passage of time and SB 743, changing how traffic impacts are to be measured in the State. Additional traffic studies would be required to analyze and better quantify the impact of a road diet on the roadway network within and surrounding the study area. Traffic studies will also be needed to obtain Caltrans approval of the road diet, since parts of Main Street fall within the state right-of-way.

If the road diet is later deemed unfeasible, the Complete Streets Plan amenities section and significant parts of the circulation section can still be implemented. Community input indicates that pedestrian improvements are the highest priority and most strongly supported element of the Plan. Implementation of the Complete Streets Plan would likely take place over many years and require both local and grant funding to achieve. Parts of the project within the state right-of-way will require an encroachment permit from Caltrans in order to implement.

This report is organized into the following sections:

1. Introduction
2. Planning Process
3. Complete Streets Plan
4. Implementation
5. Acknowledgments
6. Appendix

1 INTRODUCTION

Background
Site Context
Related Policies and Plans
Project Goals and Objectives



Background

Spurred by a planning grant from Caltrans, the City of Watsonville commissioned a complete streets plan for the Downtown in 2017. The Santa Cruz County Regional Transportation Agency Commission (RTC) partnered with the City to help with community outreach efforts.

The Plan focuses on the City of Watsonville's downtown area, with Brennan Street/Union Street, Rodriguez Street, Main Street/Freedom Boulevard, and Riverside Drive constituting the borders of the Plan site (see Figure 1).

The Downtown Watsonville Complete Streets Plan (Plan) is the next step in Watsonville's goal to economically revitalize the Downtown area and support the local businesses by creating a more vibrant inviting and more accessible Downtown to attract local and out of town visitors.

The City has been making efforts throughout the years to revitalize the Downtown. Some of those efforts include:

- 1974 Downtown Revitalization Program
- 1992 Downtown Master Plan and Guidelines

- 1995 Downtown Marketing Study
- 2009 Main Street Beautification Plan
- 2016/2017 Main Street Improvement Project, ST15-01

Site Context

The City of Watsonville is located in Santa Cruz County within the Pajaro Valley area. Approximately 52,000 residents reside in Watsonville, with 50% of those residents living only a couple of blocks away from the Downtown. With Latinos making up 83% of the population and 33% of residents under the age of 20, the City has a strong Latino culture and young residents who greatly influence the community.

Dating back to the 1850s, the historical Downtown is a mix of commercial, residential, and public land uses. However, due to the last major earthquake, the 1989 Loma Prieta earthquake, and the recent recession in 2008, the historic Downtown took a major hit both structurally and economically. The Downtown unfortunately has not fully recovered since the earthquake, but the community has been working to slowly rebuild the Downtown to what it once was.

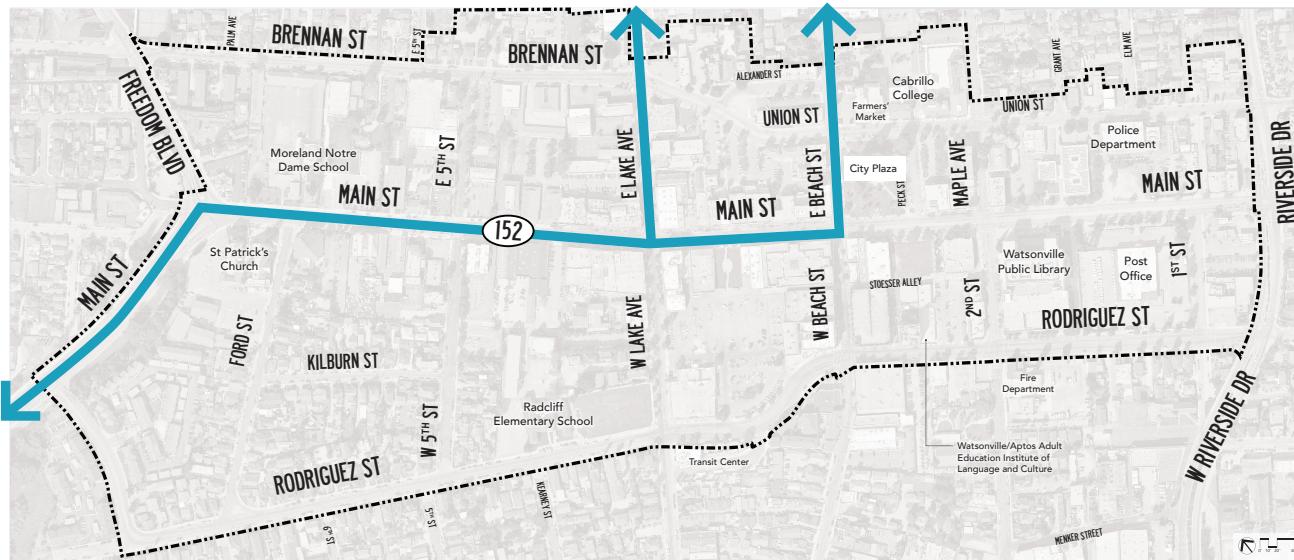


Figure 1 | Plan Limits Diagram



Figure 2 | City Plaza

The Downtown is home to many of the City's major destinations. Serving as the City's outdoor living room and the heart of the city, the City Plaza hosts many of the City's popular community events, such as the Earth Day/Day of the Child Festival, Open Streets Festival, and the weekly farmers market (see Figure 2). Next to the City Plaza is the City's library and Civic Center. On the other side of the Downtown a regional transit center connects Watsonville to the rest of Santa Cruz and Monterey County.

The Downtown has been heavily influenced by the presence of Highway 152, which has wound its way through Downtown since the 1800s (see Figure 1) connecting the Downtown to major agricultural businesses. Due to state highway design requirements that prioritize the movement of vehicles over other modes, such as pedestrians and bicyclists, Highway 152 has greatly impacted the function and aesthetic of the streets it runs along, including Main Street, East Lake Avenue, East Beach Street, and the streets surrounding Highway 152.

Watsonville ranks worst for pedestrian safety overall when compared to 103 other similar sized cities, according to the California Office of Traffic Safety 2016 ratings. Currently only 3% of Watsonville trips are made by bicycle or on foot, but a disproportionate 75% of reported deaths and serious injuries occur to cyclists and pedestrians.

Related Policies and Plans

The Complete Streets Plan is aligned with several state, regional, and local policies and prior planning documents:

State

Global Warming Solutions

Act of 2006 (AB 32)

This act requires the state to reduce its GHG (green house gas) emissions to 1990 levels by 2020. Reducing emissions, at the local level, such as from vehicles, would help the state meet its target goals.

Sustainable Communities and Climate Protection Act of 2008 (SB 375)

This act sets regional targets for GHG (green house gas) emissions reductions from passenger vehicle use for each of the 18 metropolitan planning organization regions.

Watsonville's metropolitan planning organization is the Association of Monterey Bay Area Governments (AMBAG), which has a target to reduce passenger vehicle greenhouse gas emissions relative to 2005 by 3% in 2020 and 6% in 2035.

Complete Streets Act of 2008 (AB1358)

The act requires cities and counties to incorporate the concept of complete streets in their general plan updates to ensure transportation plans meet the needs of all users of a roadway system.

Caltrans Main Street, 2013

This guide was created by Caltrans to help Main Streets across the state, which are also highways, to transition into more appropriate streets for local communities.

The guide notes how certain improvements and investments within a Main Street can help a community prosper.

Transportation Impacts (SB 743)

Senate Bill 743 was adopted in 2018 to change the way transportation impacts are analyzed under CEQA (California Environmental Quality Act). Prior to 2018, automobile delay was considered a significant impact and the standard metric to measure traffic, the extent of delay, was LOS (Level of Service). However, a more holistic metric, VMT (Vehicle Miles Traveled), has been adopted by the State. Use of VMT as a metric promotes the reduction of greenhouse gas emissions, the development of multi-modal transportation networks, and a diversity of land use. This change may impact the Complete Streets Plan because the 2013 Road Diet Study's use of LOS as its main traffic impacts metric is now considered outdated.

Caltrans Strategic Management Plan, 2015

The Caltrans Strategic Management Plan reflects efforts by Caltrans to redefine their mission to include transportation mobility, sustainability, and safety as considerations to help enhance the state's economy and livability. The plan identifies objectives to improve quality of life by providing mobility choice and access to all modes of transportation and creating corridors as livable public spaces. It establishes strategic targets of increasing non-auto mode share statewide by 2020, including tripling bicycle and doubling pedestrian and transit mode share relative to 2010 - 2012.

Regional

Santa Cruz County Measure D, 2016

Santa Cruz County voters approved Measure D in 2016, to implement a tax to fund transportation for 30 years. A part of that fund is managed by and is only for projects in Watsonville. Every five years the city will create an expenditure plan to outline how the funds should be spent for a five year time period.

For the 2017 to 2022 Measure D Expenditure Plan, the City outlines nine different categories on which to concentrate. Three out of nine of those categories apply to the Complete Streets

Plan: Bicycle Safety Improvements, Downtown Revitalization, and Pedestrian & Traffic Safety.

From January to March of 2018, City staff conducted a survey to learn which Measure D projects are supported by the community. Out of 237 surveys submitted, Downtown Revitalization was the top project supported for use of Measure D funding. It was followed by Bicycle Safety (7th out of 12), and Pedestrian Safety and Traffic Safety (10th and 11th out of 12).

2040 Metropolitan Transportation Plan / Sustainable Communities Strategy, 2018, Moving Forward Monterey Bay 2040 – AMBAG

The Association of Monterey Bay Area Governments (AMBAG) is the metropolitan planning organization for the region and includes Monterey, San Benito, and Santa Cruz Counties. AMBAG adopted the 2040 Metropolitan Transportation Plan / Sustainable Communities Strategy.

The plan outlines several goals and policies which align with the Complete Streets Plan's recommendations (Metropolitan ES-4):

- **Access and Mobility** – Provide convenient, accessible, and reliable travel options while maximizing productivity for all people and goals in region
- **Economic Vitality** – Raise the region's standard of living by enhancing the performance of the transportation system
- **Environment** – Promote environmental sustainability and protect the natural environment
- **Healthy Communities** – Protect the health of our residents; foster efficient development patterns that optimize travel, housing, and employment choices and encourage active transportation

- **Social Equity** – Provide an equitable level of transportation services to all segments of the population
- **System Preservation and Safety** – Preserve and ensure a sustainable and safe regional transportation system

City of Watsonville

Neighborhood Traffic Plan, 2001

In 2001, the City Council approved a plan to enable citizens and community groups to become more involved in addressing their concerns regarding speeding and other traffic complaints in their neighborhoods. The Neighborhood Traffic Plan indicates there is a desire for traffic calming solutions, which the Complete Streets Plan addresses.

General Plan, 2005

It should be noted that the Watsonville 2005 General Plan, which was adopted by City Council in 1990, currently remains in effect as the governing planning document for the City. Below are goals from the General Plan that are relevant to the Complete Streets Plan:

- 4.D.6 Street and Roadside Improvements - "...decrease.... associated health and safety impacts."
- The emphasis of the bikeway system should be to serve schools and parks and to encourage bicycle commuting to job sites within the Planning Area.
- A bike-lane system adjacent to the arterials in the City would effectively serve the community's needs.
- Accommodations for public transportation and utilities shall be provided to facilitate access to the housing, commercial areas, government facilities, and jobs.

Main Street Beautification Plan, 2009

The Complete Streets Plan continues the progress made with the 2009 Main Street Beautification Plan to improve Watsonville's Downtown.

Pedestrian Safety Assessment, 2011

A Pedestrian Safety Assessment was conducted in 2011 to "improve pedestrian safety and to enhance walkability and accessibility for all pedestrians in Watsonville".

Based on traffic collisions and rankings from 2009, the assessment lists areas of highest concern for traffic safety in Watsonville (Pedestrian Safety 5):

- Pedestrian collisions in general
- Pedestrian collisions, including those involving children under 15 years old
- Bicycle collisions in general
- Bicycle collisions, including those involving children under 15 years old
- Hit and run collisions
- Speed related

Some of the suggestions the assessment makes, for all of Watsonville, that align with the Complete Streets Plan are (Pedestrian Safety 35 -36):

- Install high-visibility marked crosswalks at uncontrolled marked locations
- Install new fluorescent yellow green (FYG) signage at all uncontrolled marked crosswalks
- Install pedestrian refuge islands
- Install curb extensions
- Add advanced stop lines for stop-sign or signal controlled crossings
- Add advanced yield lines and appropriate signing for multi-lane uncontrolled crossings
- Provide directional curb ramps
- Where possible, provide buffer between sidewalks and curb

Bicycle Safety Assessment, 2013

The objective of the Bicycle Safety Assessment (BSA) is to improve bicycle traffic safety and to enhance circulation for bicyclists along the city of Watsonville's transportation corridors.

The Complete Streets Plan follows some of the BSA's recommendations:

- Rodriguez Street – "Consider narrowing travel lanes to 10' to provide a wider lane for parking and for bicyclists to travel when the pavement is resurfaced" (Bicycle Safety 53).
- Downtown (Main Street and Lake/ Beach couplet) – is an important connection to serve Watsonville high school.

Watsonville Downtown Parking Plan, 2017

The Downtown parking plan analyzed the opportunities and needs for parking in Downtown Watsonville and developed a master plan for the next 10 years that meets the needs of City residents, visitors, merchants, and employees. The key take-aways of the study include:

- There is a robust supply of on-street and off-street parking in Downtown
- Overall, a large parking surplus exists, with a few hot spots of high demand and many underutilized lots and garages
- Nearly all parking facilities are underutilized
- Current regulations discourage the efficient use of existing off-street facilities
- The ratio of parking demand to building square footage is low compared to peer cities
- There is a conspicuous lack of bicycle parking
- The City's previous planning efforts explicitly call for creating a more walkable, denser, and more transit-oriented downtown

Vision Zero, 2018

Vision Zero is a plan that sets a goal to eliminate all deaths and serious injuries on the city's roads by 2030. Within the Vision Zero plan, it also strategizes how to increase safe, healthy, and equitable mobility for all.

The Complete Streets Plan is a step towards achieving the 2030 goal, by recommending various pedestrian and bicyclist improvements that will improve safety and visibility for everyone visiting and going through the Downtown.

Downtown Specific Plan, Under Development

The City is currently developing a Downtown Specific Plan to be an amendment to the 2005 General Plan.

It is expected the future Downtown Specific Plan goals will strongly align with the Complete Streets Plan's goals.

Project Goals and Objectives

The Downtown Watsonville Complete Streets Plan has 4 main goals:

- 1 **Conduct an extensive community outreach process to engage and understand the community's concerns**
- 2 **Enable safe access for all users**, including pedestrians, bicyclists, transit riders, and motorists of all ages and abilities
- 3 Tailor connections, streetscape design, and amenities to **help create a more vibrant Downtown**
- 4 **Support a sense of place** and identity unique to Watsonville

2 PLANNING PROCESS

Site Assessment
Community Outreach Process
Stakeholder and Agency Coordination



Site Assessment

A thorough evaluation of the existing conditions within the project area was conducted to identify potential opportunities and constraints for improvement. The Existing Conditions Plan (see Figure 8) provides a graphic summary.

General

Land Use

The Downtown has a mix of land uses, ranging from residential, central commercial, central commercial core area, and schools.

Historical Aesthetic

Dating back to the 1850s, the City of Watsonville's Downtown is home to many of the City's historic structures (see Figure 3). Many of the existing amenities in the Downtown complement and reinforce the historic nature of the structures, such as the acorn lighting and brick accents on the sidewalks.



Figure 3 | Downtown Historic Building

Destinations

The Downtown has many of Watsonville's core destinations, such as the City Plaza, public library, Farmers Market, and several schools. Cabrillo Community College, Moreland Notre Dame School, and Radcliff Elementary School are located within Downtown, while Watsonville High School is located just a few blocks east of Cabrillo College.

Recent Improvements

Within the past couple of years, the City has implemented various improvements throughout the Downtown, such as curb bulb outs, street planters, landscaped street medians, pedestrian warning lights, mid-block crossings, and high visibility crosswalks as recommended in the 2009 Beautification Plan (see Figure 4).



Figure 4 | Recent Main Street Landscape Median Improvement

Circulation / Transportation

Sidewalks

The width of sidewalks in Downtown varies between four-feet and ten-feet. With the inclusion of typical features found along sidewalks – utility cabinets, trees, signs, lights, etc. – the four-feet wide sidewalks are not sufficiently wide to be ADA accessible (see Figure 5).



Figure 5 | Utility Pole Narrowing Sidewalk on Ford Street

The design of the sidewalks also varies between the typical concrete sidewalk and concrete sidewalks with brick accents. Within the Downtown core, many of the sidewalks have brick accents that add character to the Downtown. But in some locations, the brick accents abruptly stop.

Crosswalks

Throughout the Downtown, there are a variety of crosswalk types, including standard crosswalk striping, ladder crosswalks, and high visibility crosswalks with a brick stamp pattern in the middle (see Figure 6).

These crosswalks can be found at intersections and at mid-block crossings throughout the Downtown.



Standard Crosswalk



Ladder Crosswalk



High Visibility Crosswalk with Brick Stamp Pattern

Figure 6 | Various Crosswalk Types

Curb Ramps

The majority of intersections within the project area have curb ramps, however, there are a few locations that do not have ramps. Many of the ramps throughout Downtown do not have truncated domes, which does not follow best practices for accessibility. At the majority of intersections, two crosswalks share a single ramp at an intersection corner. The current best practice is to have a directional curb ramp to each leg of the crosswalk.

Bicycle Circulation

The Downtown has a mix of bicycle facilities. Shared roadway bicycle markings (sharrows) are located on the north and south bound lanes on the southern end of Main Street. Sub-standard (four-feet wide) bike lanes are provided on both sides of the majority of Rodriguez Street. Bicycle facilities are lacking elsewhere in Downtown (see Figure 7).



Sharrow on Main Street



Sub-standard Bike Lane on Rodriguez Street

Figure 7 | Various Bicycle Facility Types

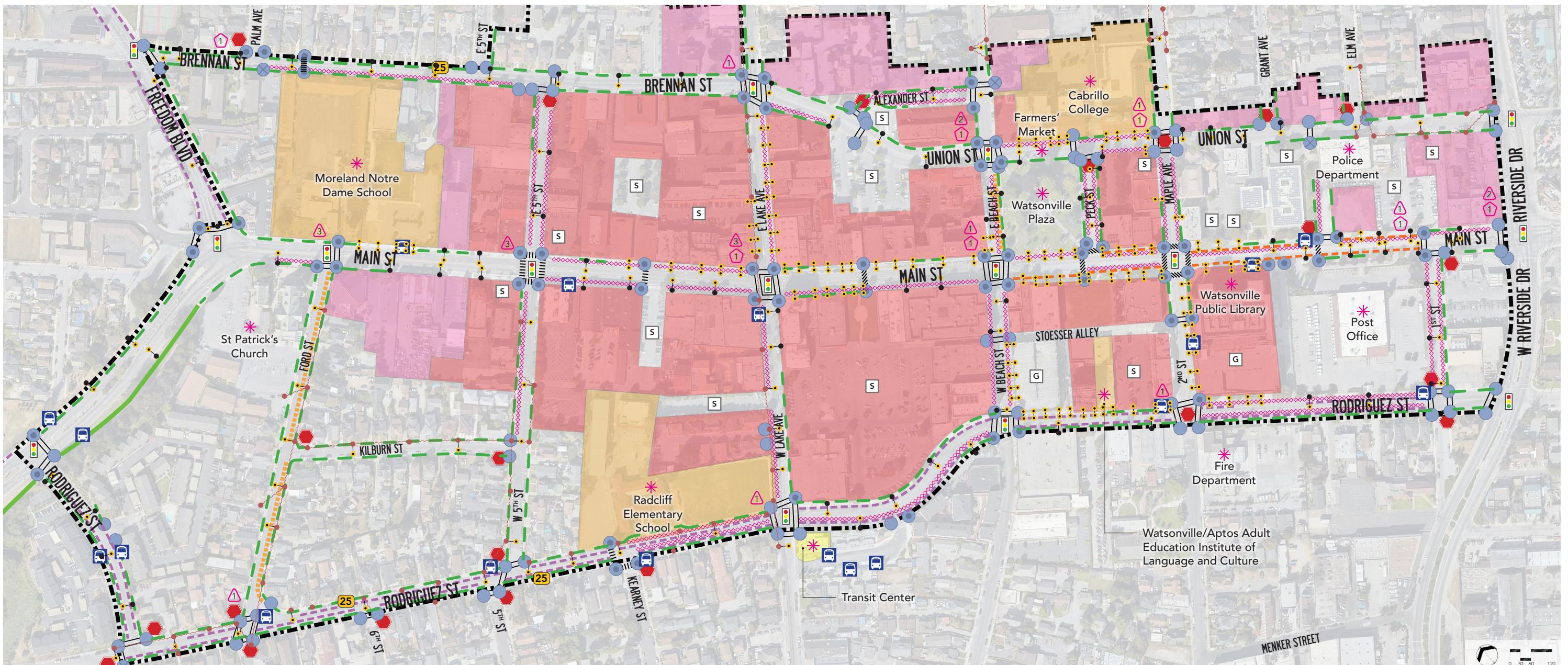


Figure 8 | Existing Conditions Plan

LAND USE LEGEND

LEYENDA DE UTILIZACIÓN DEL TERRENO

PROJECT LIMIT Límite del proyecto

STREET LIGHT Luces de la calle (TIPO)

PEDESTRIAN LIGHT Luz peatonal

UTILITY - POLE WITH LIGHT/LINE/POLE Utilidad - poste con luz/linea/poste

DESTINATION Destinación

PARKING GARAGE / SURFACE PARKING LOT Garaje de estacionamiento/Estacionamiento en superficie

LACKING STREET TREES Falta de árboles en la calle

WATSONVILLE TRANSIT CENTER Estación de autobús del Metro (SC)

SCHOOL PROPERTY Propiedad de Escuela

CC: CENTRAL COMMERCIAL Centro comercial (CC)

CCA: CENTRAL COMMERCIAL CORE AREA Área principal de centro comercial (CCA)

CIRCULATION LEGEND

LEYENDA DE CIRCULACIÓN

	SC METRO BUS STOP <i>Parada de autobús del Metro (SC)</i>
	SIDEWALKS < = 5' <i>Aceras</i>
	BIKE SHARROW <i>"Sharrows"</i>
	BIKE LANE, 5' WIDE <i>Carril de bicicletas, 5' de ancho</i>
	BIKE PATH <i>Vía ciclista</i>
	UNDERUTILIZED ON STREET PARKING <i>Estacionamiento utilizado menos de lo debido</i>
	CURB RAMP WITH TRUNCATED DOMES <i>Bordillo y rampa con cúpulas truncadas</i>
	CURB RAMP WITHOUT TRUNCATED DOMES <i>Bordillo y rampa sin cúpulas truncadas</i>
	NO CURB RAMP <i>Bordillo sin rampa</i>
	CROSSWALK <i>Cruce peatonal</i>
	LADDER CROSSWALK <i>Cruce peatonal de escalera</i>
	COLORED CROSSWALK <i>Cruce peatonal de color</i>
	SIGNAL-CONTROLLED INTERSECTION <i>Señal - intersección controlada</i>
	STOP-CONTROLLED INTERSECTION <i>Alto - Intersección controlada</i>
	SPEED LIMIT, 25 MPH, UNLESS NOTED <i>Límite de velocidad = 25 mph, a menos que se indique</i>
	NUMBER OF BICYCLE INVOLVED COLLISIONS NEAR INTERSECTION <i>(FROM 1/1/15 TO 3/8/18) Número de choques involucrando a bicicletas cerca de la intersección</i>
	NUMBER OF PEDESTRIAN INVOLVED COLLISIONS NEAR INTERSECTION <i>(FROM 1/1/15 TO 3/8/18) Número de choques involucrando a peatones cerca de la intersección</i>

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Traffic

According to a traffic impact study commissioned by the City in 2013 to evaluate the effects of a road diet on Main Street, existing traffic conditions within the Downtown as of 2012 overall meet minimum levels of service set by the City and Caltrans. Only two intersections as of 2012 did not meet minimum levels of service - Rodriguez Street / 5th Street and Brennan Street / 5th Street. However, this designation may have changed within the past seven years or maybe deemed differently according to new traffic metric standards passed by the State (SB 743) in 2018.

Main Street, within the Downtown, consists of four lanes, with two lanes for each direction, along with turn lanes at some intersections. Average daily traffic ranged between 12,800 to 21,300 in 2014.

Brennan/Union Street is composed of two lanes with one lane for each direction. Average daily traffic ranged between 4,600 to 7,300 in 2014.

Rodriguez Street is another major corridor ranging between two to five lanes depending on whether the street is in a commercial or residential area. Average daily traffic ranged between 6,000 to 7,000 in 2014.

Road Diet Study

A traffic study was prepared in 2013 to evaluate the potential effects of a road diet (reduction of travel lanes, four lanes to two lanes) on Main Street between Freedom Boulevard and Riverside Drive to accommodate space for on-street parking, bike lanes, and other streetscape improvements. The study concluded that the proposed road diet, along with other proposed improvements to the transportation network along Main Street may cause the following:

- Slower traffic along Main Street, which supports the vision for Downtown as a more vibrant and pedestrian/bicycle-friendly environment
- Reduction in traffic capacity on Main Street,

which will cause an increase in traffic during peak times on nearby parallel streets by 2035 - 16% traffic increase on Brennan Street and 10% traffic increase on Rodriguez Street

- Lower level of service at several intersections in the Downtown by the studies set horizon year (2035)

In the year 2035, when traffic volumes increase and if the road diet is implemented, it is predicted four intersections along Main Street and nine unsignalized intersections along streets near Main Street will operate below acceptable levels of service. However, ten out of fourteen of the intersections would operate deficiently by 2035 regardless of the proposed road diet.

However, in 2018, the State of California passed Senate Bill SB 743 which mandates that jurisdictions no longer consider automobile delay (levels of service) as a significant impact under the California Environmental Quality Act (CEQA). This switch promotes the reduction of greenhouse gas emissions and supports the development of multi-modal transportation networks.

Collisions

Pedestrian- and bicycle-involved collisions were evaluated, within the project area, for the period between 1/1/15 to 3/8/18. The majority of the pedestrian- and bicycle-involved collisions were along Main Street, which saw 13 bicycle and four pedestrian-involved collisions.

Watsonville ranked the worst for pedestrian collisions and second worse for collisions involving pedestrians aged 65 and over, when compared to 103 other similar sized cities, according to the California Office of Traffic Safety in 2016.

Parking

The Downtown has a mix of parking options, ranging from surface lots and parking garages both public and private. The community has

the perception that there is a lack of parking in Downtown. However, according to a 2017 Parking Study commissioned by the City, 54% of existing parking stock is available during the busiest times of day in Downtown.

On-street parking includes parallel parking, front-in angled parking, and 90 degree parking.

Amenities / Streetscape

Bus Stops

There are several bus stops located in the Downtown. The bus stops primarily have a standard bus stop sign to mark the location.



Figure 9 | Watsonville Transit Center

Some of the bus stops have benches and nearby trees that provide shade.

Bus loading and unloading are concentrated at the Transit Center located at the corner of Rodriguez Street and West Lake Avenue. The Transit Center is a major regional transportation hub serving Santa Cruz Metro, Monterey-Salinas Transit, and Greyhound (see Figure 9).

Trees

Along some sections of Downtown, there are mature trees lining the sidewalk. However, in other sections of Downtown, there are gaps along the sidewalk or a complete lack of trees. On many streets there are signs of trees that once existed – empty planting areas, or recently paved sections of pavement where a tree well may have been (see Figure 10).



Figure 10 | Tree Missing in Tree Well

Lights

The Downtown has two types of lights along its streets – cobra street lights and historical pedestrian double acorn lights (see Figure 11).

The cobra street light is consistently found throughout the Downtown. Cobra lights provide coverage over a larger area, but are not as intimate as pedestrian lights, nor do they provide adequate light coverage to sidewalks.



Cobra Light



Historical Pedestrian Scaled Light

Figure 11 | Various Types of Lighting

Pedestrian lights, with a historic acorn fixture, line some sections of Downtown streets. However, much like the trees, there is an inconsistency in the pedestrian lights' placement. Along some areas there are large gaps in between the pedestrian lights, while along other streets there are no pedestrian lights at all.

Bike Racks

Within the Downtown there are only a few recognizable bike rack areas, such as near City Hall, the City Plaza, and the Transit Center. There are a range of bike rack styles. Some are simple while others are more artistic (see Figure 12).

The 2017 Watsonville Downtown Parking Plan noted there is a "conspicuous lack of bicycle parking" in the Downtown.



Circle Bike Rack at Library



Sculptural Back Rack along Main Street



Wave Bike Rack at Transit Center

Figure 12 | Various Types of Bike Racks

Seating

Only a few benches can be found throughout the Downtown. They are located mainly at bus stops (see Figure 13). The style of the benches varies from ornate to contemporary.



Bench at Bus Stop on Main Street



Bench at Transit Center

Figure 13 | Various Benches Around Downtown

Planters

Planters are typically located at major intersections and gathering areas, such as the City Plaza. All of the planters have a similar design aesthetic and warm in color (see Figure 14).



Figure 14 | Planter on Main Street

Phase 1: Learn About the Project

Farmers Market
Informational Booth
April 14, 2018

Advisory Group Meeting
Presentation and Input
Gathering
April 19, 2018

Earth Day / Day of the Child
Input Booth
April 22, 2018

Open Streets Watsonville
Input Booth
June 3, 2018

Community Bridges
La Manzana Food Distribution
Input Booth
August 3, 2018

Phase 2: Provide Input on Alternative Plans

Strawberry Festival
Input Booth
August 4, 2018

Community Bridges/ Second Harvest Food Distribution
Input Booth
August 3, 2018

Community Traffic Safety Coalition Meeting
Presentation and Input
Gathering
August 7, 2018

Watsonville Transit Center
Input Booth
August 8, 2018

Watsonville Wetlands Watch
Input Booth
August 13, 2018

Metro Advisory Committee Meeting
Presentation and Input
Gathering
August 15, 2018

Pajaro Valley Chamber of Commerce Lunch in the Plaza
Input Booth
August 15, 2018

Diamond Tech
Input Booth
August 15, 2018

Watsonville Transit Center
Info Booth
August 16, 2018

Farmers Market
Input Booth
August 17, 2018

Pajaro Valley Bike Tech
Input Booth
August 28, 2018

Watsonville High School
Input Booth
August 27 to 31, 2018

Jovenes Sanos
Input Booth
August 29, 2018

Pajaro Valley High Bike Tech
Input Booth
August 30, 2018

Girls Who Code
Input Booth
August 31, 2018

Digital Next
Input Booth
August 31, 2018

Community Traffic Safety Coalition South County Bike/Pedestrian Working Group Meeting
Input Presentation
September 3, 2018

Cabrillo College Open House
Input Booth
September 5, 2018

Online Survey
Opened August 6, 2018
Closed September 10, 2018

Business Owner Outreach Meeting
Presentation and Input
Gathering
September 26, 2018

Pajaro Valley Chamber of Commerce
Presentation and Input
Gathering
October 18, 2018

Phase 3: Provide Input on Preferred Plan

Business Expo
Input Booth
April 25, 2019

Earth Day / Day of the Child
Input Booth
April 28, 2019

City Council Meeting
Presentation
May 14, 2019

Open Streets Watsonville
Input Booth
June 2, 2019

Strawberry Festival
Input Booth
August 3, 2019

Online Survey
Opened May 1, 2019
Closed August 4, 2019

Figure 15 | List of Outreach Events and Efforts

Community Outreach Process

Community outreach played an important part in shaping the development of the Complete Streets Plan. A series of informational booths, input booths, presentations, stakeholder meetings, and on-line surveys were conducted throughout the development of the plan to gather feedback from the general public, students, local business community members, transit agencies, and Caltrans (see Figure 15).

Along with in-person outreach, e-mail, newsletters, on-site posters, a web page, and social media posts were utilized to inform the community about the project. Outreach materials (see Appendix) were translated into Spanish and Spanish translators were present at events to ensure those who were not strong English communicators could also provide input. There were three main community outreach phases:

- Phase 1: Learn About the Project
- Phase 2: Provide Input on Alternative Plans
- Phase 3: Provide Input on Preferred Plan

Phase 1: Learn About the Project

Informational booths, input booths, and a stakeholder meeting were held to inform the community about the project and to gather initial feedback. General questions were asked of the community to inform the design of the alternative plans. The input received indicated:

- Strong preference for either bike oriented or pedestrian oriented design for the three primary corridors: Main Street, Brennan/Union Street, and Rodriguez Street.
- Slightly more preference for bike oriented design along Main Street and Brennan/Union Streets.
- Strong preference for bike lanes to be on Main Street instead of Brennan/Union Streets if only one of the corridors can accommodate bike lanes.

Phase 2: Provide Input on Alternative Plans

Based on input gathered from the community, alternatives were developed for the three main Downtown corridors: Main Street, Brennan/Union Streets, and Rodriguez Street.

Three different alternatives were developed for Main Street and Brennan/Union Streets – one that was bike oriented, one that was pedestrian oriented, and one that was vehicular oriented.

To better convey the impacts the different alternatives would have on the Downtown, visual simulations were created and presented to the community using virtual reality goggles (see Figure 16). Visual simulations were specifically created for each of the three Main Street alternatives and the three Brennan/Union Streets alternatives (see Figure 17).



Figure 16 | Community Member Viewing Visual Simulation Through Virtual Reality Goggles



Figure 17 | Brennan/Union Streets Alternative A - Bike Oriented Visual Simulation

On Main Street, the vehicular oriented alternative retained the existing four lanes. To make space for pedestrian oriented amenities or bike-oriented amenities along Main Street, a road diet would be required, reducing Main Street from four lanes to two lanes.

The Brennan/Union Streets corridor runs roughly parallel to and just east of Main Street. Union Street starts at the south end of the project site and transitions into Brennan Street at Lake Avenue. The alternatives accommodate pedestrian and bike improvements by reducing travel lane widths.

Rodriguez Street, on the other hand, has sufficient space to accommodate both pedestrian oriented and bike-oriented amenities. Therefore, no alternatives were created for Rodriguez Street. Instead, plans were created for different sections of Rodriguez Street, with the focus at the Transit Center/Radcliff Elementary School and the 2nd Street parking garage locations.

Additional input booths, stakeholder meetings, and a questionnaire were set up to present to the community the Alternative Plans (see Figure 18). The community was asked to



Figure 18 | Community Members Visiting Input Booth

provide their thoughts on the Alternative Plans through a questionnaire, which was presented in English and Spanish at in-person events

and posted online. Community members were able to provide input on whether they preferred the Existing Conditions – Vehicular Oriented Plan, Alternative A – Bike Oriented Plan, or Alternative B – Pedestrian Oriented Plan for Main Street and Brennan/Union Street. Approximately 600 questionnaire responses, from residents and visitors, were collected to develop the Preferred Plan.

Overall there was a slight preference for the Alternative A – Bike Oriented design for the Main Street corridor and a majority preference for Alternative A – Bike Oriented design for the Brennan/Union Street Corridor. There was overwhelming support for the proposed design for Rodriguez Street. When asked which north-south corridor in Downtown (besides Rodriguez street) they felt would be more important to have bike lanes, 64% of participants said Main Street.

Phase 3: Provide Input on Preferred Plan

Based on the input received, and balancing needs to create an interconnected pedestrian and bike network, Main Street and Rodriguez Street were selected to be bike oriented, while Brennan Street was selected to be pedestrian oriented.

To accommodate bike lanes on Main Street, a road diet which would reduce Main Street's four travel lanes to two lanes would be required.

The Preferred Plan was presented to the community at several events (see Figure 19). Input was also solicited through an online survey. Over 850 surveys were collected from the community. The community input received shows support for the overall Complete Streets Plan. But, there were concerns over the proposed road diet on Main Street, and on a small section of Rodriguez Street, and parking removals proposed along Lake Avenue. But, these changes are required to accommodate bike lanes within the existing right-of-way.



Figure 19 | City Staff Listening to Community Member about their Thoughts on the Preferred Plan

streetscape improvements offered by the road diet, many were concerned the road diet would impact future visitation to Downtown.

Caltrans

Caltrans maintains and has jurisdiction over Highway 152 which is within the state right-of-way and which runs along a part of Main Street, East Lake Avenue, and East Beach Street. To ensure that the Complete Streets Plan meets Caltrans standards, several discussions were held with Caltrans to address their concerns. The Complete Streets Plan conceptually addresses their design requirements, though further traffic evaluation, geometric design, and engineering will be required.

Stakeholder and Agency Coordination

A number of stakeholders, such as Caltrans and the business community, were identified and consulted to ensure the Complete Streets Plan met their needs. An advisory group was formed to gain more specific knowledge of the community's needs and concerns. Those asked to participate in the advisory group included a number of Downtown businesses, local organizations (including Cabrillo College, Community Action Board, El Parajo CDC, Parajo Valley Chamber of Commerce); affected agencies (including Caltrans and Santa Cruz Metro) and various City departments.

Business Community

One of the main groups the Complete Streets Plan is trying to help is the Downtown business community. Multiple meetings were held with the business community to understand their concerns and receive their input throughout the community outreach process.

Overall there appears to be a split within the business community, regarding the Main Street road diet component of the Complete Streets Plan, while some supported the amenities and

3 COMPLETE STREETS PLAN

Overview
Primary Corridors
Cross Streets
General Circulation Improvements
Streetscape Amenities

Overview

The Complete Streets Plan retains the Preferred Plan design of a road diet on Main Street and Rodriguez Street, along with some parking removal, and recommendations that further traffic studies be prepared because of the following:

- Pedestrian and bicyclist safety concerns
- Vision Zero policies
- Change in state standard measurement of traffic impact from level of service to vehicle miles traveled
- GHG emissions and climate change considerations
- Overwhelming support from the community during phase 1 and phase 2 outreach for more pedestrian and bike oriented improvements
- Lack of overwhelming opposition to the road diet

In general, the Complete Streets Plan recommends the following:

- Improvements to enhance pedestrian safety and access, bicycle connectivity, and revitalize the Downtown streetscape
- Widen sidewalks up to ten-feet where there is space
- Prioritize bike infrastructure along thoroughfares that connect the Downtown to current and future key City locations and destinations
- Provide bike infrastructure on every Downtown street with a preference for infrastructure that will provide the lowest stress environment for bicyclists
- Bike lanes with buffers, bike lanes, and sharrows should be provided where space allows
- Provide amenities throughout the Downtown to improve the pedestrian experience

This section provides a summary of the main features and recommendations for the Complete Streets Plan. The Complete Streets Plan is composed of four main elements:

- Primary Corridor
- Cross Streets
- General Circulation Improvements
- Streetscape Amenities

Primary Corridors

Below is a summary of the key design features of each primary corridor in the Complete Streets Plan:

Main Street

- Bike oriented
- Reduce number of travel lanes from four to two (contingent on results of future traffic analysis)
- Add center left turn lane or landscaped median
- Add buffered bike lanes
- Add on-street parking where space allows
- Keep on-street parking
- See Figures 20 through 22 and 27



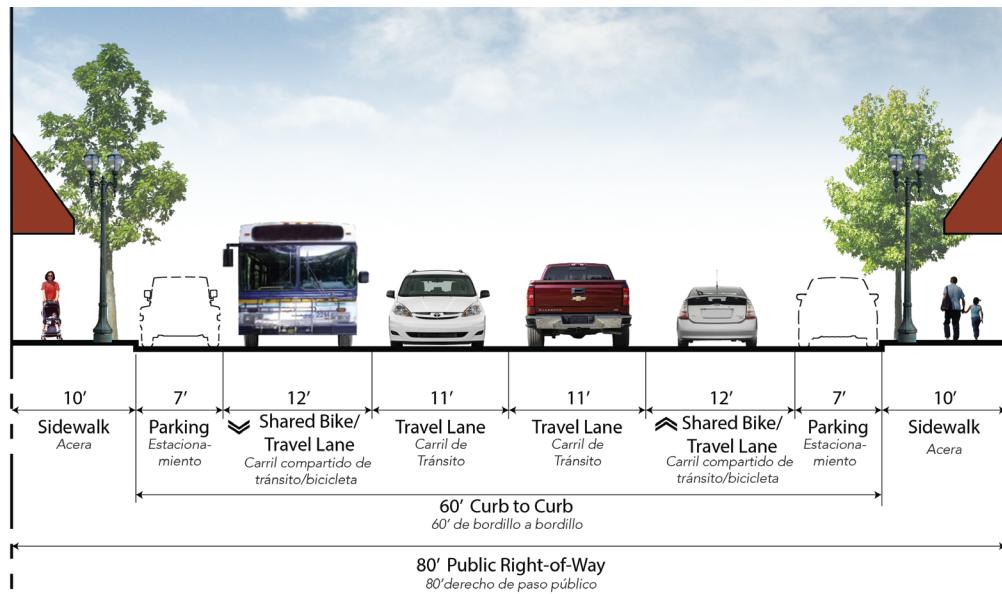
Figure 20 | Main Street Vehicular Oriented Visual Simulation



Figure 21 | Main Street Proposed Visual Simulation

**All improvements shown are conceptual and subject to further study and refinement.*

EXISTING



PROPOSED

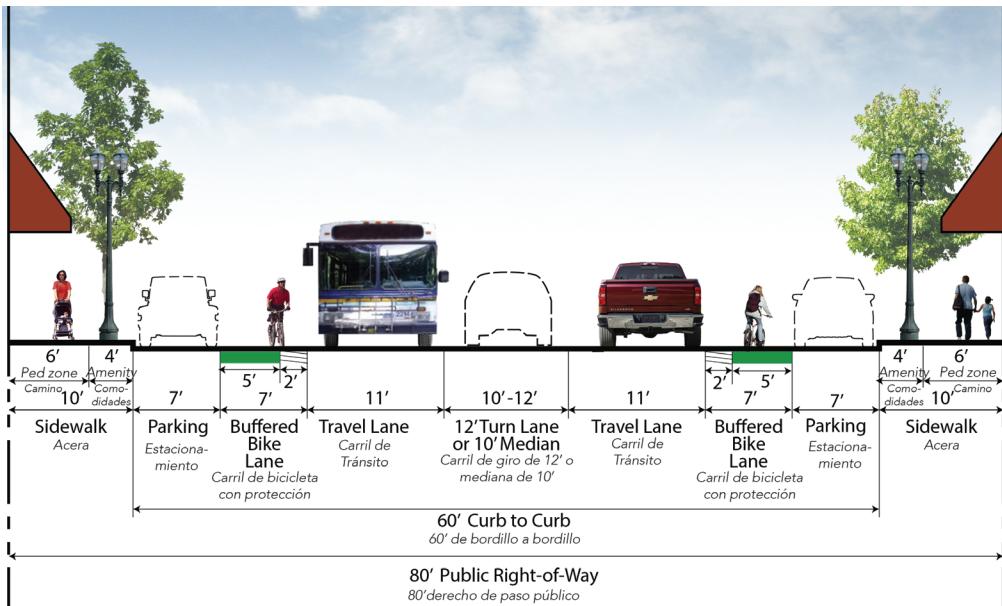


Figure 22 | Main Street Cross Sections

**All improvements shown are conceptual and subject to further study and refinement.*

Brennan Street /Union Street

- Pedestrian oriented
- Reduce travel lane widths from fifteen-feet to thirteen-feet down to ten-feet
- Increase width of sidewalks to as close to ten-feet where narrow
- Reduce crosswalk distance with addition of curb extensions
- See Figures 23 through 25 and 28



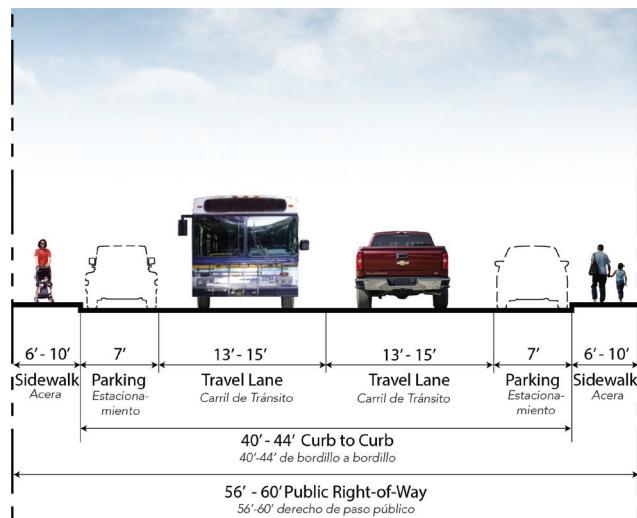
Figure 23 | Brennan Street/Union Street Existing Conditions Visual Simulation



Figure 24 | Brennan Street/Union Street Proposed Visual Simulation Example

**All improvements shown are conceptual and subject to further study and refinement.*

EXISTING



PROPOSED

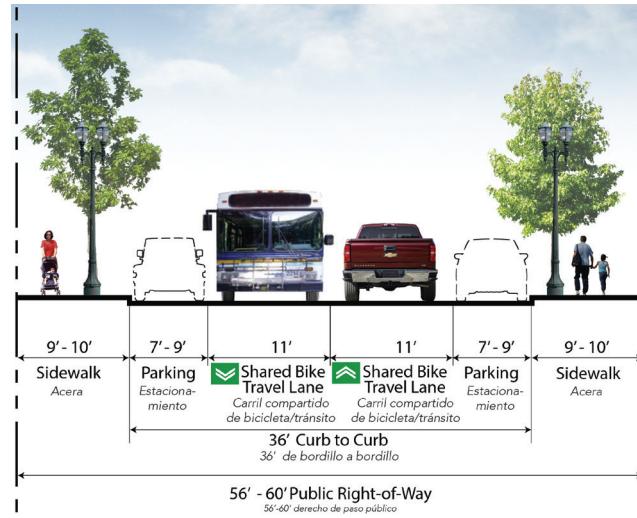


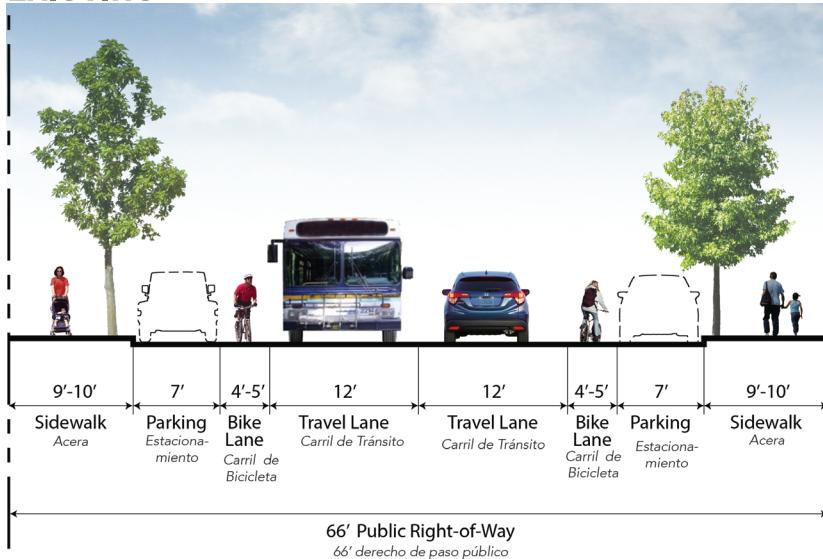
Figure 25 | Brennan Street/Union Street Cross Sections

**All improvements shown are conceptual and subject to further study and refinement.*

Rodriguez Street

- Pedestrian and bike oriented
- Reduce length of some turn lanes
- Reduce travel lane widths from twelve-feet to eleven-feet
- Increase width of bike lanes to up to six-feet and provide striped minimum 2-feet buffer along some segments
- See Figures 26 and 29

EXISTING



PROPOSED - SCHOOL

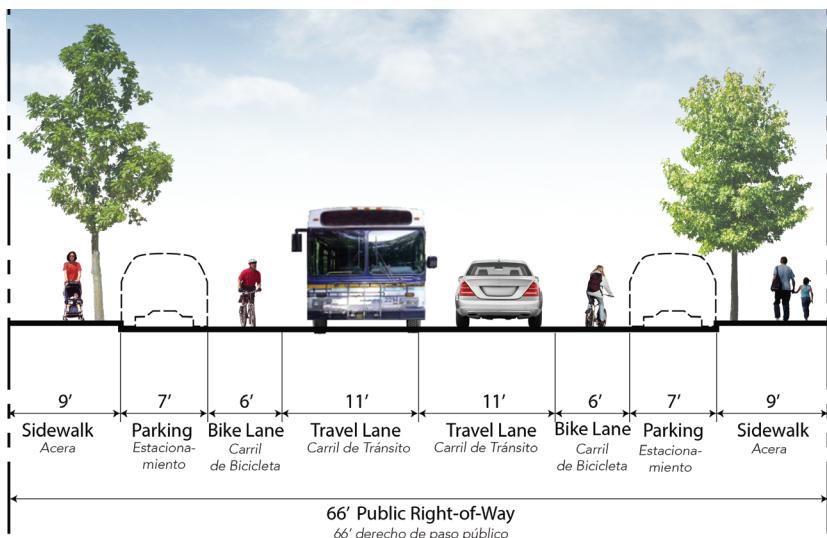


Figure 26 | Rodriguez Street Cross Sections

**All improvements shown are conceptual and subject to further study and refinement.*

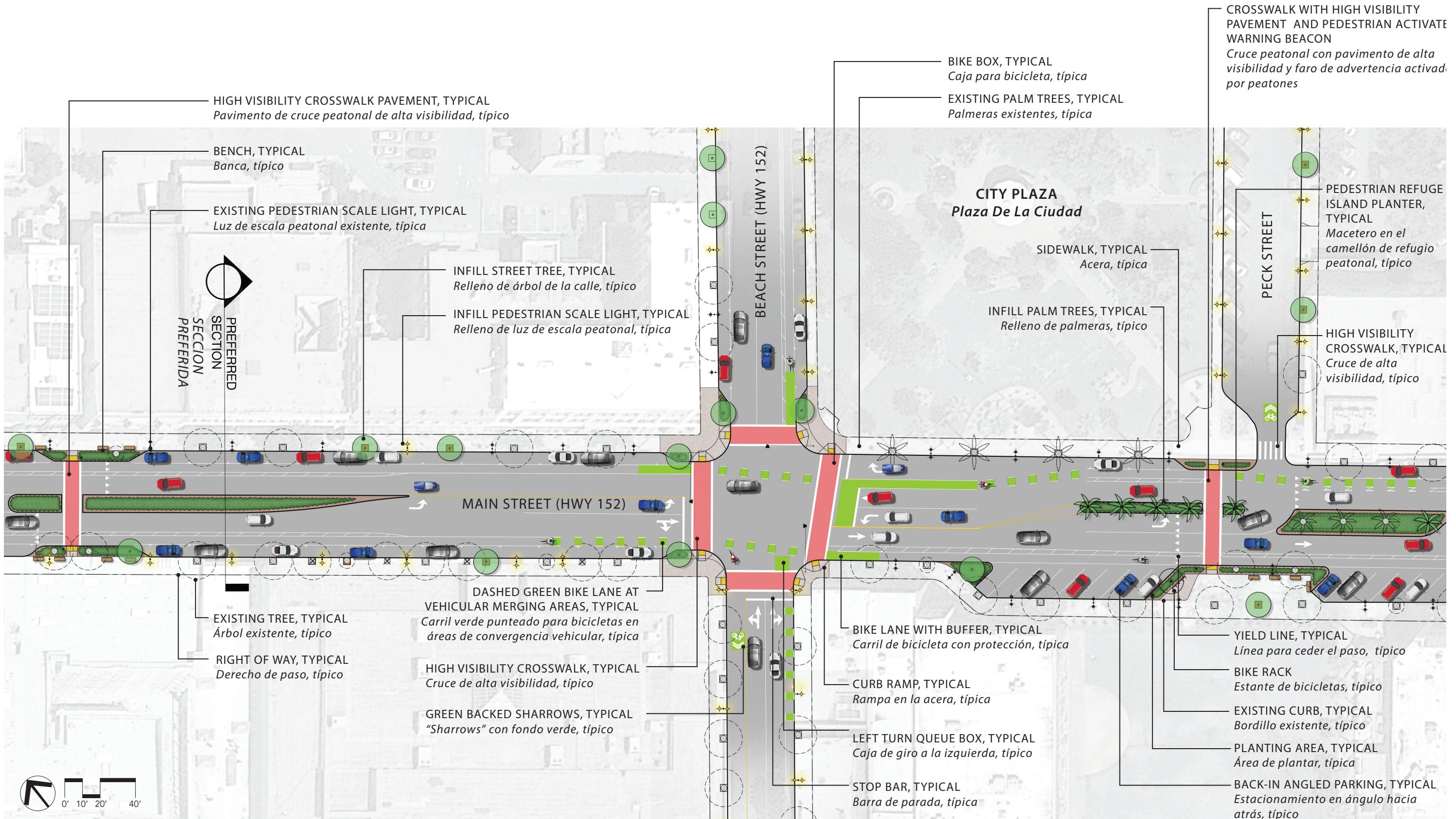


Figure 27 | Main Street Enlargement Plan

**All improvements shown are conceptual and subject to further study and refinement.*

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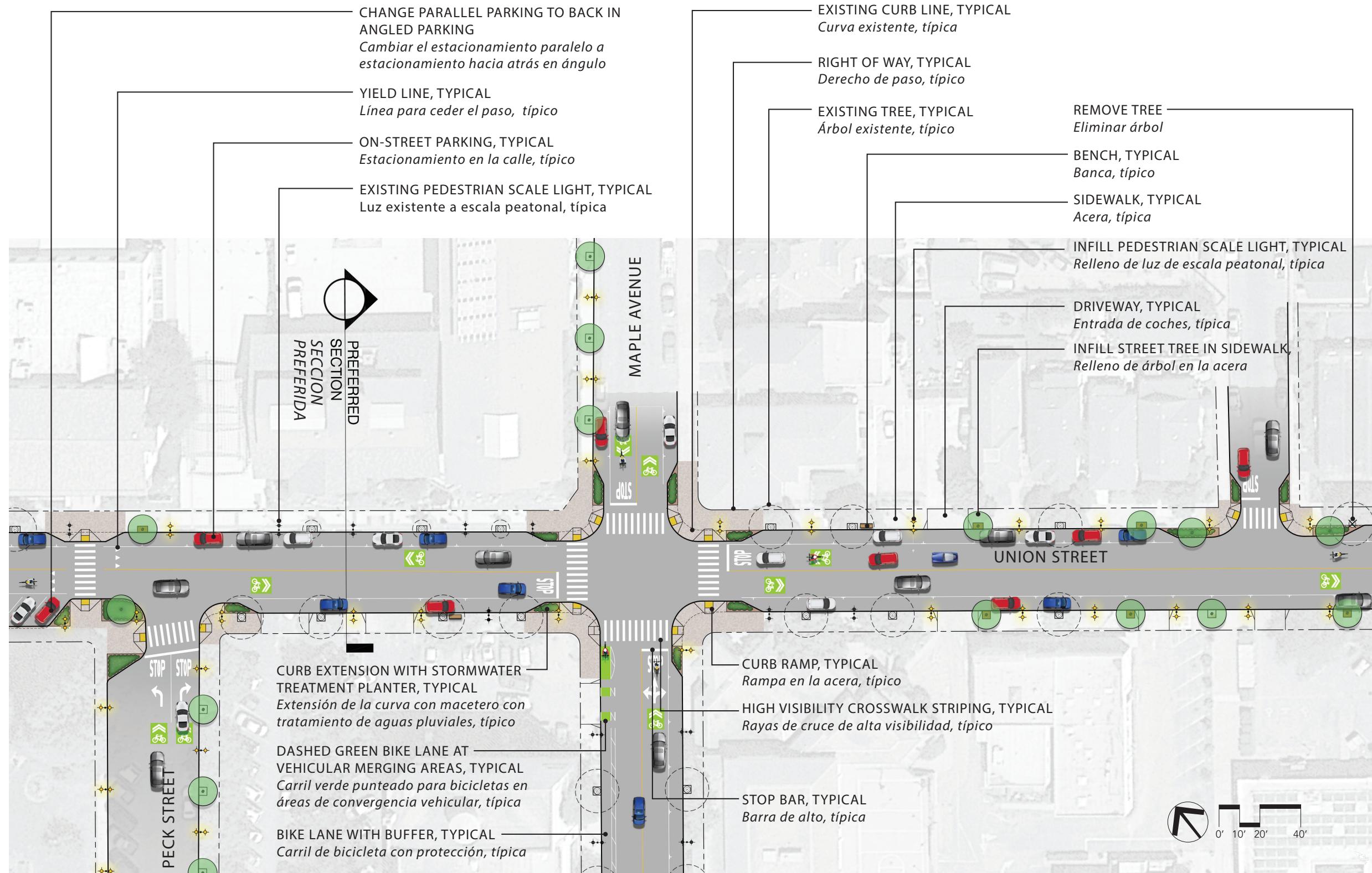


Figure 28 | Brennan Street / Union Street Enlargement Plan

*All improvements shown are conceptual and subject to further study and refinement.

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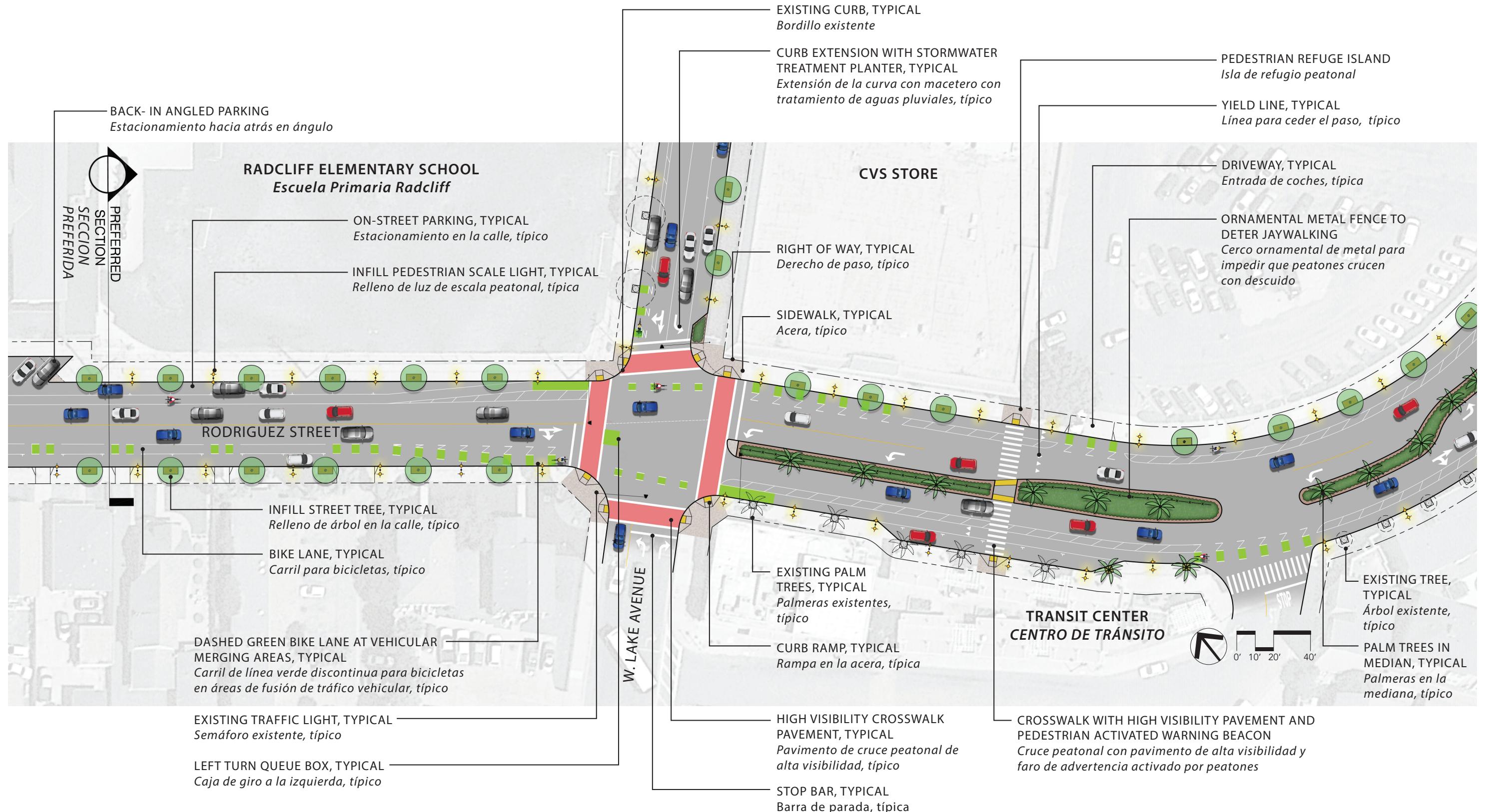


Figure 29 | Rodriguez Street School Enlargement Plan

*All improvements shown are conceptual and subject to further study and refinement.

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Cross Streets

Two arterial east/west cross-streets were prioritized to have stronger bike infrastructure to provide safer options for cyclists traveling east/west and to provide a stronger connection between the Downtown, Cabrillo College, Watsonville High School, Radcliff Elementary School, and future trail plans.

Lake Avenue

A bike lane with buffer is recommended along the northern side of Lake Avenue to provide a strong bike connection for east to west movements. This corridor also provides a strong bike connection to Radcliff Elementary School.

To accommodate the bike lanes, parking will need to be removed along sections of the north and south sides of Lake Avenue. According to the 2017 parking plan, the sections of parking proposed for removal is below capacity during peak times.

Beach Street

A combination of a bike lane on West Beach Street and a bike lane with buffer on East Beach Street are proposed along the south side of the Beach Street corridor to facilitate west to east movements through the Downtown. This connection provides a vital connection between Cabrillo College, Watsonville High School, and a potential future trail.

General Circulation Improvements

The Circulation Plan (see Figure 34) is composed of improvements related to pedestrian, bicycle, and parking. Within this section is a summary of the Circulation improvements:

Pedestrian Network

Sidewalks

Overall the sidewalk network within the Downtown extends to every block. There is only one small stretch near the intersection of Main Street and Rodriguez Street that requires a new sidewalk to complete the network.

The existing sidewalks in the Downtown generally meet recommended widths of eight to ten feet. However, there are a few areas where sidewalk widths are as narrow as four-feet, such as the sections of Ford Street, Kilburn Street, West 5th Street, Brennan Street, and around some sections of the City Plaza (see Figure 30). Sidewalks are not only a place for people to walk, but also where public utilities (electric poles, utility boxes, lights) and trees are located. A four-feet wide sidewalk leaves little space for pedestrians and in some locations may not be accessible for wheel chair users nor meet accessibility requirements.

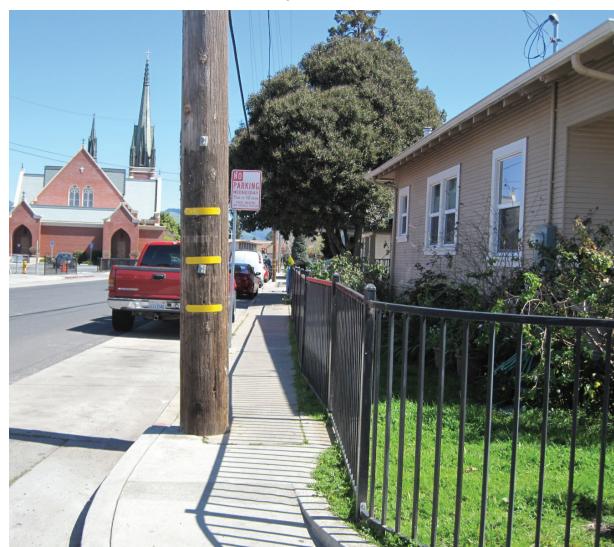


Figure 30 | Four-feet sidewalk on Ford Street with Utility Pole

To mitigate this issue, all of the sidewalks that are substandard in width are proposed to be widened to as close to 10' where there is space available in the right-of-way.

Crosswalks

A combination of different types of crosswalks are proposed to improve safety and circulation for pedestrians in the Downtown. All existing crosswalks are proposed to be upgraded to a high visibility crosswalk. High visibility crosswalks are easier for drivers to see from a greater distance, thus improving pedestrian safety. Some examples of high visibility crosswalks include: colored crosswalks, ladder crosswalks, and continental crosswalks (see Figure 31).



Ladder Crosswalk



Continental Crosswalk



Colored Crosswalk

Figure 31 | High Visibility Crosswalks Example

New crosswalk legs at some existing intersections are proposed to improve connectivity for pedestrians. New crosswalk legs will require further studies to determine if they will have adverse effects on traffic (see Figure 32).



Figure 32 | New Crosswalk Leg Example at Rodriguez Street and Main Street

Pedestrian warning lights at crosswalks are proposed at two mid-block crossings (see Figure 33), the new proposed mid-block crossing on Rodriguez Street between West Beach Street and West Lake Avenue and the existing crossing on Main Street at the Peck Street intersection. Pedestrian warning lights should be installed sparingly, only where absolutely necessary, and where traffic warrants indicate, in order to maintain their effectiveness.



Figure 33 | Pedestrian Warning Light

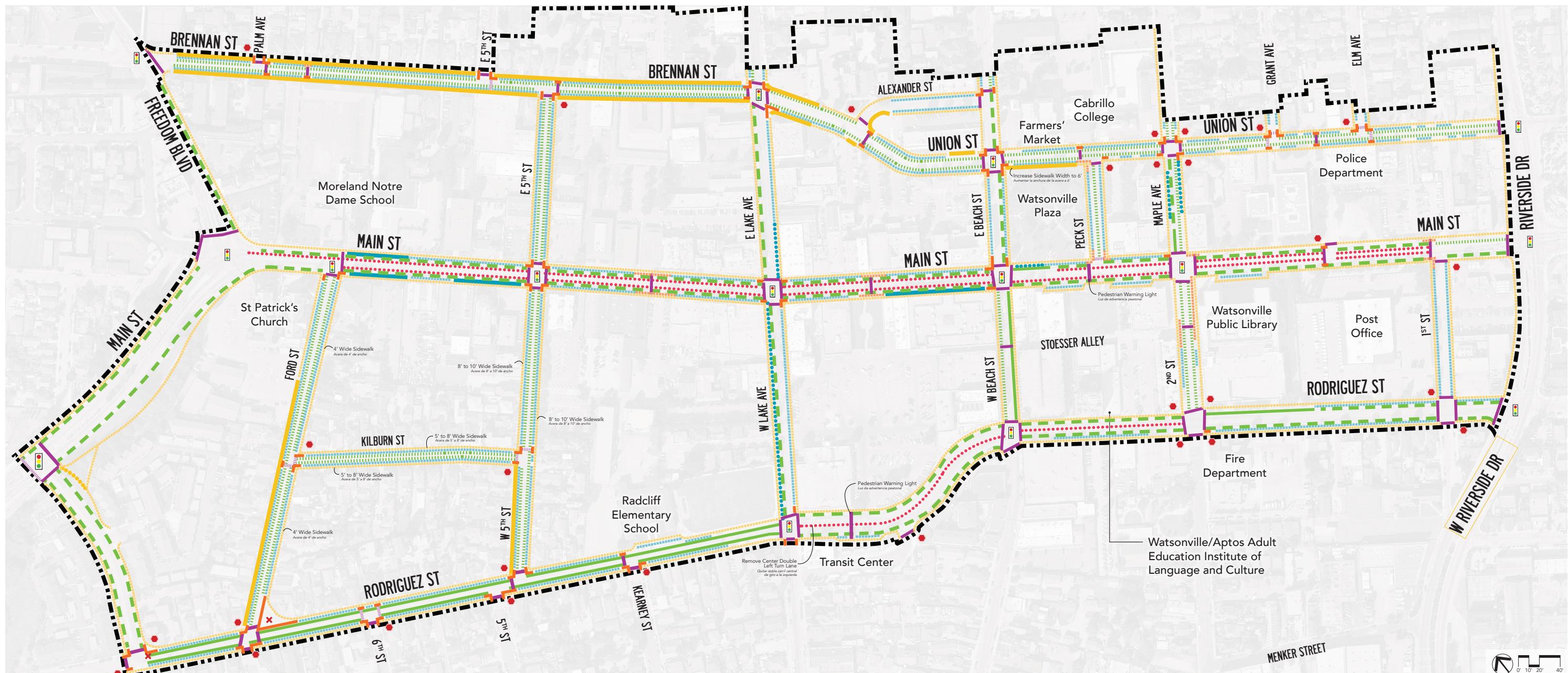


Figure 34 | Circulation Plan

*All improvements shown are conceptual and subject to further study and refinement.



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- STREET TREE INFILL
RELEÑO DE ÁRBOLES DE CALLE
- LIGHTING - COMMERCIAL - BRIGHTER
ILUMINACIÓN - COMERCIAL - MÁS BRILLANTE
- LIGHTING - RESIDENTIAL - DIMMER
ILUMINACIÓN - RESIDENCIAL - MÁS OPACA
- ALLEYWAY
CALLEJÓN
- ◆ ALLEYWAY SIGN
LETREO DE CALLEJÓN
- BUS STOP - SHELTER & BENCH
PARADA DE AUTOBÚS - CASETA Y BANCO
- BIKE PARKING
ESTACIONAMIENTO PARA BICICLETAS
- PARKING SIGNAGE
SEÑALIZACIÓN DE ESTACIONAMIENTO
- LANDSCAPED MEDIAN
MEDIANA AJARDINADA
- SEATING - BENCHES
ASIENTOS - BANCOS

Figure 35 | Amenities Plan

*All improvements shown are conceptual and subject to further study and refinement.

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Bulb Outs

Bulb outs (see Figure 36) are proposed at most intersection corners where there is existing or proposed on-street parking. Bulb outs help reduce the roadway distance pedestrians must cross, are a means of traffic calming by reducing intersection corner radii, and are a beautification opportunity by providing potential areas for stormwater treatment, landscaping, and trees.



Figure 36 | Bulb Out Example

Bicycle Network

To accommodate some of the proposed infrastructure improvements listed below, a road diet on Main Street and parking removal will be required on Lake Avenue.

The cross streets running perpendicular to the three main corridors (1st Street, Maple Avenue, 2nd Street, Peck Street, Beach Street, Lake Avenue, 5th Street, Kilburn Street, and Ford Street) are key to connecting the Downtown to the rest of the City. Where possible, bike lanes are proposed and where there is insufficient space, sharrows are proposed instead.

Bike Lane with Buffer

Bike lanes with buffers are proposed wherever there is sufficient space within the right-of-way, while still providing minimum travel lane widths and sidewalk widths. Buffers provide more space between vehicles and bicyclists, making them more comfortable for bicyclists to ride in. Buffers should be two-feet minimum (see Figure 37).



Figure 37 | Bike Lane with Buffer

Bike Lane

Bike lanes are proposed where there is insufficient space within the right-of-way to accommodate a minimum two-feet wide striped buffer (see Figure 38).



Figure 38 | Bike Lane

Shared Lane Marking (Sharrow)

Sharrows are proposed wherever there is insufficient space within the right-of-way to accommodate a bike lane. Even though cyclists will have to share the road with vehicles, the sharrows are a reminder to drivers that bicyclists may be using the travel lane and to share the lane with them (see Figure 39).

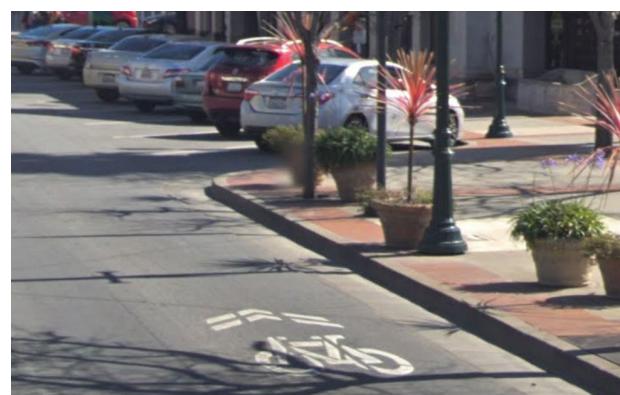


Figure 39 | Shared Lane Marking

Parking

Parking Addition

Approximately 15 parking spaces are proposed to be added along Main Street due to the additional right-of-way provided by the road diet.

Parking Removal

Some parking is proposed to be removed in order to accommodate bicycle facilities.

West Lake Avenue

Approximately 14 parking spaces are proposed to be removed along the north side of West Lake Avenue to accommodate a bike lane. The bike lane was prioritized because this location is adjacent to Radcliff Elementary School and would make traveling safer for children and parents who ride their bicycles to and from school.

East Lake Avenue

Approximately 4 parking spaces along the lower South west end of East Lake Avenue are proposed to be removed to accommodate a buffered bike lane on the north side. This buffered bike lane creates a crucial east to west connection from Brennan Street to Rodriguez Street and Radcliff Elementary School.

Maple Avenue

Approximately 8 parking stalls total on the north and south sections of Maple Avenue are proposed to be removed to accommodate a buffered bike lane on the north side. This bike lane was prioritized for it provides an important east to west connection from the Watsonville High School and Cabrillo Community College to the rest of the Downtown.

Back-in Angled Parking

Back-in angled parking is proposed near the City Plaza and in front of Radcliff Elementary School where the existing parking is front-in angled parking. The traditional front-in parking can be challenging for drivers since backing into oncoming traffic can be dangerous.

Although back-in angled parking may feel awkward to drivers who are new to the design, it gives drivers a clear view of oncoming vehicle and bicycle traffic when they decide to leave the parking stall (see Figure 40).

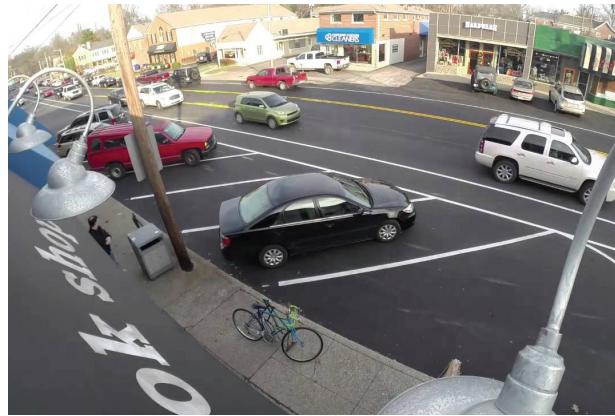


Figure 40 | Back-in Angled Parking

Streetscape Amenities

Streetscape Amenities are features that enhance the Downtown environment and make it more welcoming to visitors. The Amenities Plan illustrates the proposed amenities (see Figure 35).

Street Tree Infill

Street tree infilling is proposed for a large portion of the Downtown. Trees help mitigate green house gases, help regulate temperature of the urban environment, and create a more welcoming atmosphere for visitors. Some of the streets completely lack street trees while on other streets there are gaps within the tree line. Placement of trees is recommended at 40- foot intervals.

Pedestrian Scaled Lights

Pedestrian scaled lights that match the existing historical acorn pedestrian scaled lights are proposed throughout the Downtown. These would be placed in areas that currently lack pedestrian lights and in other sections that have gaps within the regular lights spacing. Pedestrian scaled lights help provide a sense of security and safety at night and reinforce

the character of an area during the day. Two different brightness levels are recommended. Pedestrian scaled lights within residential areas should not be as bright as commercial areas, where more people would be expected to gather and where more night time outdoor activities would take place.

Bike Storage

Bike storage is recommended for different locations throughout the Downtown (see Figure 41). Bike storage should be a combination of bike racks and higher security lockers. They should be placed in front of major destinations, such as the library and the post office. Having bike storage will help make biking more convenient in the Downtown.



Figure 41 | Bike Locker

Alleyway

To make the alleyways more visible to pedestrians and to help activate the spaces, special signage should be added to the entries, from both streets and parking area (see Figure 42). Decorations can also be added to make the alleyways more approachable (see Figure 43).



Figure 42 | Alleyway Sign



Figure 43 | Decorated Alleyway

Seating

At bus stops and at different points within Downtown, benches should be placed to provide rest areas for visitors. Benches encourage strolling and extended time spent in the Downtown (see Figure 44).



Figure 44 | Bench

Landscaped Median

All medians are recommended to have landscaping to help beautify and make the Downtown feel more welcoming. Palm trees are recommended within all planted medians, except within the Highway 152 right-of-way, to match the recently constructed improvements within the Downtown.

4 IMPLEMENTATION

Cost Estimate
Phasing and Implementation
Funding

Cost Estimate

Below is an estimate of the costs to complete the Downtown Complete Streets Plan in 2019 dollar values. Cost is expected to increase over time due to inflation.

Cost subtotals are provided per major corridor as shown in Figure 45 and is based on the implementation of all proposed improvements in a single phase:

Corridor	Cost
Main Street	\$7.08M
Brennan Street / Union Street	\$6.05M
Rodriguez Street	\$6.33M
Ford Street / 5th Street	\$2.96M
Lake Avenue / Beach Street / 2nd Street / 1st Street	\$3.64M
Main Street / Freedom Boulevard / Riverside Drive	\$0.91M
Total	\$26.97M

Figure 45 | Cost Summary

See Appendix for a more detailed cost estimate.

Implementation and Phasing

Implementation of the Complete Streets Plan would likely take place over many years and require both local and grant funding to achieve. The next step in implementation would involve completion of a traffic study meeting Caltrans' requirements to determine specific impacts of the road diet on Main Street, since parts of it fall within the State right-of-way. Should Caltrans approve the traffic study and road diet, and the study's findings indicate that potential traffic impacts to neighboring streets are to an acceptable level or can be mitigated, preliminary engineering could then begin for priority areas within Downtown.

Parts of the project within the State right-of-way will require an encroachment permit from Caltrans in order to implement.

Due to the extent of proposed improvements, a phased approach would be appropriate. Phases could focus on implementing a part of the multi-modal network (such as bike lanes throughout Downtown) or they could focus on implementing a wide range of improvements for specific geographic parts of Downtown (such as all improvements along Main Street). Based on community input, priority should be placed on pedestrian safety improvements such as mid-block crossings and intersection improvements and on improving bicycle connectivity.

Funding

There are several potential funding options for the Downtown Complete Streets Plan, ranging from existing allocated city funds, funds from measures, and grants.

Santa Cruz County voters approved Measure D in 2016, which has and will continue to fund a variety of transportation projects, including bicycle and pedestrian improvements. The City of Watsonville has already outlined a Measure D Expenditure Plan, in which three out of nine of the categories the Complete Streets Plan is eligible for: bicycle safety improvements, Downtown revitalization, and pedestrian and traffic safety. The City, however, creates a new five-year allocation plan each year and can assign or reassign funds to projects as needed.

The Complete Streets Plan is also eligible for the Active Transportation Program (ATP), funded by the California Transportation Commission. Funding for this program has concluded for Fiscal Years 2019-2020, but additional cycles are anticipated. The program

extends through 2023, and is awarded annually to California infrastructure projects that enhance safety and mobility for non-motorized transportation. It also gives consideration to Safe Routes to School projects, with the stated goal of enhancing public health and reducing childhood obesity. Because the project is within two miles of more than one public school, it qualifies for the Safe Routes to School designation, and for enhanced consideration under this program.

The Complete Streets Plan maybe also eligible for funds from the Highway Safety Improvement Program (HSIP). Funds are available for work on any public roadway that improves the safety of its users. It is expected that the next HSIP call for projects (cycle 10) will be announced around April/May 2020.

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5 ACKNOWLEDGMENTS



City Council

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Lowell Hurst, District 3

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Rebecca Garcia, District 5 / Major Pro Tempore

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Steve Davis, Project Manager

Ashley Brooks, Engineer

Tangram, Virtual Reality Designer

Jared Foley, Director of Visualization

6 APPENDIX



Phase 1 - Materials

Image Board
Community Newsletter
Questionnaire
Street Design Options Questionnaire
Section Options
Downtown Map
Questionnaire Results Infographic

Phase 2 - Materials

Image Boards
Community Newsletter
Questionnaire

Main Street Graphics

Vignette
Sections

Brennan Street / Union Street Graphics

Vignette
Sections

Rodriguez Street Graphics

Vignette
Sections

Questionnaire Results Infographic

Phase 3 Materials

Materials Palette
Questionnaire
Graphics: see chapter 3

Qualitative Benefits Evaluation

Caltrans Comments | May 28, 2019

Outreach Results

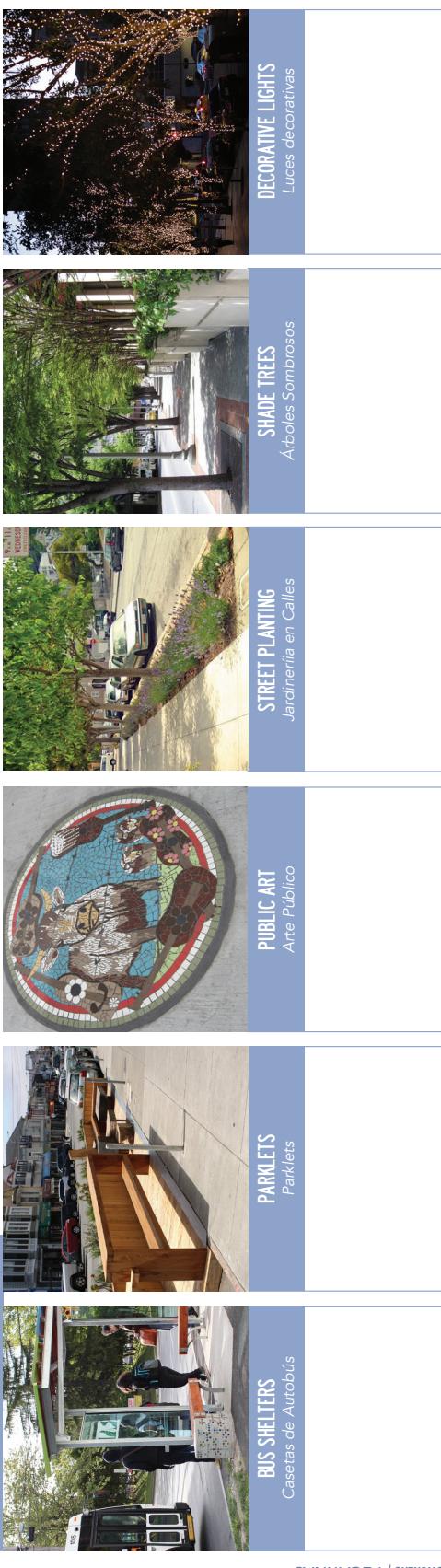
Phase 1 - Combined Input Results
Phase 2 - Combined Input Results
Phase 3 - Combined Input Results

Cost Estimate

Phase 1 - Image Board

AMENITIES / COMODIDADES

PLEASE PLACE ONE STICKER ON THE AMENITY THAT YOU MOST SUPPORT
POR FAVOR PONGA UNA ETIQUETA EN LA COMODIDAD QUE USTED MÁS APOYA



STICKERS / PEGATINAS

PLEASE PLACE ONE STICKER ON THE ARCHITECTURAL STYLE YOU WOULD LIKE TO SEE REPRESENT DOWNTOWN IN THE FUTURE
POR FAVOR PONGA UNA CALCOMANÍA EN EL ESTILO ARQUITECTÓNICO QUE LE GUSTARÍA VER REPRESENTADO EN EL CENTRO EN EL FUTURO



STICKERS / PEGATINAS

INSPIRATION IMAGES / IMÁGENES DE INSPIRACIÓN

DOWNTOWN WATSONVILLE COMPLETE STREETS PLAN / PLAN DE CALLES COMPLETAS DE WATSONVILLE



100% Publicly Funded Program

DATE: 09/10/2018

TIME: 10:00 AM - 12:00 PM



Phase 1 - Image Board

PEDESTRIAN IMPROVEMENTS / MEJORAS PEATONALES

PLEASE PLACE ONE STICKER ON THE PEDESTRIAN IMPROVEMENT THAT YOU MOST SUPPORT
POR FAVOR PONGA UNA ETIQUETA EN LA MEJORA PEATONAL QUE USTED MÁS APOYA



PEDESTRIAN LIGHTING
Iluminación Peatonal

SEATING
Asientos

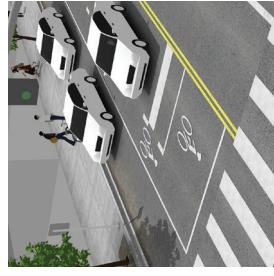
HIGH VISIBILITY CROSSWALK
Crucero Peatonal de Alta Visibilidad



MID-BLOCK CROSSWALK LIGHTING
Iluminación de Crucero Peatonal a Medio Bloque



CURB BULBOUT
Extensiones de Acera



ADVANCED STOP OR YIELD LINES
Parada Avanzada o Líneas Para Ceder

STICKERS / PEGATINAS

BIKE IMPROVEMENTS / MEJORAS PARA BICICLETAS

PLEASE PLACE ONE STICKER ON THE BIKE IMPROVEMENT THAT YOU MOST SUPPORT
POR FAVOR PONGA UNA ETIQUETA EN LA MEJORA PARA BICICLETAS QUE USTED MÁS APOYA



BIKE PARKING
Estacionamiento para Bicicletas

BIKE LANE
Carril para Bicicletas

CYCLE TRACK
Vía Ciclista



SHARROW
Sharrows



BIKE DETECTOR
Detector de Bicicletas





WE WANT TO HEAR FROM YOU!

The City of Watsonville is preparing a Complete Streets Plan for the Downtown area and will be hosting a series of public meetings to solicit community feedback on the plan. The Complete Streets Plan is intended to guide improvements that will make it easier, safer, and more inviting for all users to get through Downtown. The result will be more vibrant and accessible Downtown streets for all users.

See the project website for updates:
www.cityofwatsonville.org/Downtown-Complete-Streets-Plan

For more information please call 831-768-3100



COME SHARE YOUR THOUGHTS!

INPUT OPPORTUNITIES

INFORMATION BOOTH

Watsonville Farmers' Market
4 pm to 6 pm, 328 Union Street

APRIL 13, 2018

PROJECT INPUT BOOTH #1

Day of the Child / Earth Day
12 pm to 4 pm, Watsonville City Plaza 358 Main Street
Tell Us How Downtown Streets Can Be Improved!

APRIL 22, 2018

INFORMATION BOOTH

Open Streets Watsonville
11 am to 3 pm, Union/Brennan Street Between Peck and Freedom Boulevard

JUNE 3, 2018

PROJECT INPUT BOOTH #2

Watsonville Strawberry Festival
11 am to 3 pm, Historic Downtown Watsonville
Tell Us Which Plan Alternative You Prefer!

AUGUST 4, 2018

PROJECT INPUT BOOTH #3

Tell Us What You Think Of The Preferred Plan!

FALL 2018



¡QUEREMOS ESCUCHARLOS!

El plan tiene como objetivo proveer mejoras que proveerán un cómodo acceso a áreas de compras, servicios y tránsito para todos los usuarios, crear un ambiente vibrante, enfocar a problemas de salud pública, mejorar las instalaciones para personas discapacitadas e incorporar instalaciones para bicicletas en el centro de la ciudad.

Para mantenerse al día sobre el proyecto vea la página web: www.cityofwatsonville.org/Downtown-Complete-Streets-Plan

Para más información llame al 831-768-3100



¡VENGA A COMPARTIR SUS IDEAS!

OPURTUNIDADES PARA EXPRESAR SU OPINION

PUESTO DE INFORMACIÓN

13 DE ABRIL DE 2018

Mercado al Aire Libre
4 pm a 6 pm, 328 Calle Union

PUESTO #1 - OPINION SOBRE EL PROYECTO

22 DE ABRIL DE 2018

Día del Niño / Día de la Tierra
12 pm a 2 pm, Plaza de la Ciudad, 358 Calle Main
¡Díganos como mejorar las calles del Centro de la Ciudad!

PUESTO DE INFORMACIÓN

3 DE JUNIO DE 2018

Open Streets Watsonville
11 am a 1 pm, Calles Union/Brennan entre Peck y Freedom Boulevard

PUESTO #2 - OPINION SOBRE EL PROYECTO

4 DE AGOSTO DE 2018

Festival de la Fresa de Watsonville
11 am a 3 pm, Centro Histórico de Watsonville
¡Díganos qué Plan Alternativo Prefiere!

PUESTO #3 - OPINION SOBRE EL PROYECTO

OTOÑO DE 2018

¡Díganos que piensa del Plan Preferido!

Phase 1 - Questionnaire English



WE WANT TO HEAR FROM YOU!

04.22.2018

1. HOW OLD ARE YOU?

- UNDER 16
- 16 TO 20
- 21 TO 30
- 31 TO 55
- 55+

2. HOW OFTEN DO YOU TYPICALLY VISIT DOWNTOWN WATSONVILLE?

- 5 OR MORE TIMES A WEEK
- 2 TO 4 TIMES A WEEK
- ONCE A WEEK
- EVERY FEW WEEKS
- MONTHLY
- NEVER

3. WHEN DO YOU USUALLY VISIT DOWNTOWN?

- WEEKENDS
- WEEKDAYS
- BOTH
- NEVER

4. HOW DO YOU TYPICALLY GET TO DOWNTOWN WATSONVILLE?

- WALK
- BIKE
- PUBLIC TRANSPORTATION
- DRIVE
- OTHER: _____

5. WHERE IS YOUR FAVORITE PLACE TO GO IN DOWNTOWN WATSONVILLE?

PLACE A **GREEN** DOT AT THIS LOCATION ON THE MAP

6. WHAT LOCATION(S) ARE A CHALLENGE FOR YOU WHEN TRAVELLING THROUGH DOWNTOWN? _____

WHY? _____

PLACE A **RED** DOT AT THE LOCATION(S) ON THE MAP

7. WHAT STREETS DO YOU USE WHEN TRAVELLING THROUGH DOWNTOWN WATSONVILLE?

USE THE **BLUE** PEN TO DRAW A TYPICAL ROUTE YOU TAKE WHEN YOU WALK OR BIKE AROUND DOWNTOWN. USE A **RED** PEN TO SHOW THE ROUTE YOU TAKE WHEN YOU DRIVE.

8. HOW WOULD YOU DESCRIBE THE LEVEL OF TRAFFIC IN DOWNTOWN?

- CONGESTED
- MANAGEABLE
- NOT A PROBLEM

9. DO YOU HAVE ANY OTHER THOUGHTS ON HOW TO IMPROVE DOWNTOWN STREETS?



18018_Pop-UpBoothQuestions



¡QUEREMOS ESCucharLO!

04.13.2018 | 04.22.2018

1. ¿CUANTOS AÑOS TIENE?

- MENOS DE 16
- 16 A 20
- 21 A 30
- 31 A 55
- 55+

2. ¿CON QUE FRECUENCIA VISITA TÍPICAMENTE EL CENTRO DE WATSONVILLE?

- 5 O MAS VECES POR SEMANA
- 2 A 4 VECES POR SEMANA
- UNA VEZ POR SEMANA
- CADA POCAS SEMANAS
- MENSUAL
- NUNCA

3. ¿CÚANDO VISITA PRINCIPALMENTE EL CENTRO DE LA CIUDAD?

- FINES DE SEMANA
- ENTRE SEMANA
- AMBOS
- NUNCA

4. ¿COMO VA TÍPICAMENTE AL CENTRO DE LA CIUDAD DE WATSONVILLE?

- CAMINANDO
- BICICLETA
- TRANSPORTE PÚBLICO
- MANEJANDO
- OTRO: _____

5. ¿DÓNDE ESTÁ SU LUGAR FAVORITO PARA IR EN EL CENTRO DE WATSONVILLE?

PONGA UN PUNTO **VERDE** EN ESTA LOCALIDAD EN EL MAPA

6. ¿QUÉ LOCALIDAD(ES) SON UN RETO PARA USTED CUANDO VIAJA POR EL CENTRO DE LA CIUDAD?

¿POR QUÉ? _____

PONGA UN PUNTO **ROJA** EN ESTA UBICACIÓN EN EL MAPA

7. ¿QUÉ CALLES USA CUANDO VIAJA POR EL CENTRO DE WATSONVILLE?

USE LA PLUMA **AZUL** PARA DIBUJAR UNA RUTA TÍPICA QUE TOMA CUANDO ANDA ALREDEDOR DEL CENTRO DE LA CIUDAD. USE LA PLUMA **ROJA** PARA DIBUJAR UNA RUTA TÍPICA QUE TOMA CUANDO MANEJA...

8. ¿CÓMO DESCRIBE EL NIVEL DE TRÁFICO EN EL CENTRO DE LA CIUDAD?

- PROBLEMÁTICA
- MANEJABLE
- NO ES UN PROBLEMA

9. ¿TIENE ALGUNAS OTRAS IDEAS EN COMO MEJORAR LAS CALLES DEL CENTRO DE LA CIUDAD?



18018_Pop-UpBoothQuestions

Phase 1 - Street Design Options Questionnaire English



STREET DESIGN OPTIONS

PLEASE REFERENCE THE THREE STREET CROSS SECTION BOARDS FOR THIS EXERCISE

04.22.2018

EACH BOARD SHOWS DIFFERENT MIXES OF POTENTIAL USES AND PRIORITIES FOR THE THREE MAIN CORRIDORS WITHIN DOWNTOWN: MAIN STREET, RODRIGUEZ STREET, AND BRENNAN / UNION STREETS. EACH CROSS SECTION SHOWS A USE THAT PRIORITIZES ONE OF THESE THREE TYPES OF MODES: VEHICULAR, BIKE, OR PEDESTRIAN.

1. REFERENCING THE BOARD FOR MAIN STREET, PLEASE INDICATE BELOW WHICH STREET DESIGN YOU MOST SUPPORT.

- VEHICULAR ORIENTED
- BIKE ORIENTED
- PEDESTRIAN ORIENTED

IF NONE OF THEM REFLECT YOUR PREFERENCE, INDICATE BELOW HOW YOU WOULD LIKE MAIN STREET TO LOOK:

3. REFERENCING THE BOARD FOR BRENNAN STREET / UNION STREET, PLEASE INDICATE BELOW WHICH STREET DESIGN YOU MOST SUPPORT.

- VEHICULAR ORIENTED
- BIKE ORIENTED
- PEDESTRIAN ORIENTED

IF NONE OF THEM REFLECT YOUR PREFERENCE, INDICATE BELOW HOW YOU WOULD LIKE BRENNAN / UNION STREETS TO LOOK:

2. REFERENCING THE BOARD FOR RODRIGUEZ STREET, PLEASE INDICATE BELOW WHICH STREET DESIGN YOU MOST SUPPORT.

- VEHICULAR ORIENTED
- BIKE ORIENTED
- PEDESTRIAN ORIENTED

IF NONE OF THEM REFLECT YOUR PREFERENCE, INDICATE BELOW HOW YOU WOULD LIKE RODRIGUEZ STREET TO LOOK:

4. ANY OTHER THOUGHTS?



18018_Pop-UpBoothQuestions



OPCIONES DE DISEÑO DE LA CALLE

POR FAVOR HAGA REFERENCIA A LOS TRES TABLEROS DE SECCIÓN TRANSVERSAL DE LA CALLE PARA ESTE EJERCICIO.

04.22.2018

CADA TABLERO MUESTRA DIFERENTES COMBINACIONES DE POSIBLES USOS Y PRIORIDADES PARA LOS TRES CORREDORES PRINCIPALES DENTRO DEL CENTRO: CALLE MAIN, CALLE RODRIGUEZ, Y LAS CALLES BRENNAN Y UNION. CADA SECCIÓN TRANSVERSAL MUESTRA UN USO QUE PRIORIZA UNO DE ESTOS TRES TIPOS DE MODOS: VEHICULAR, BICICLETA, O PEATONAL.

1. HACIENDO REFERENCIA AL TABLERO DE LA CALLE MAIN, INDIQUE ABAJO QUÉ DISEÑO DE LA CALLE USTED MÁS APOYA.

- ORIENTADO HACIA VEHÍCULOS
- ORIENTADO HACIA BICICLETAS
- ORIENTADO HACIA PEATONES

SI NINGUNO REFLECTA SU PREFERENCIA, INDIQUE HACIA ABAJO COMO LE GUSTARÍA QUE LA CALLE MAIN SE VEA:

3. HACIENDO REFERENCIA AL TABLERO DE LA CALLE RODRIGUEZ, POR FAVOR INDIQUE ABAJO QUÉ DISEÑO DE LA CALLE USTED MÁS APOYA.

- ORIENTADO HACIA VEHÍCULOS
- ORIENTADO HACIA BICICLETAS
- ORIENTADO HACIA PEATONES

SI NINGUNO REFLECTA SU PREFERENCIA, INDIQUE ABAJO COMO LE GUSTARÍA QUE LA CALLE RODRIGUEZ SE VEA:

2. HACIENDO REFERENCIA AL TABLERO DE LAS CALLES BRENNAN/UNION, POR FAVOR INDIQUE ABAJO QUÉ DISEÑO DE LA CALLE USTED MÁS APOYA.

- ORIENTADO HACIA VEHÍCULOS
- ORIENTADO HACIA BICICLETAS
- ORIENTADO HACIA PEATONES

SI NINGUNO REFLECTA SU PREFERENCIA, INDIQUE ABAJO COMO LE GUSTARÍA QUE LAS CALLES BRENNAN/UNION SE VEEAN:

4. ¿OTROS PENSAMIENTOS?



18018_Pop-UpBoothQuestions

Phase 1 - Section Options - Main Street

(Existing)

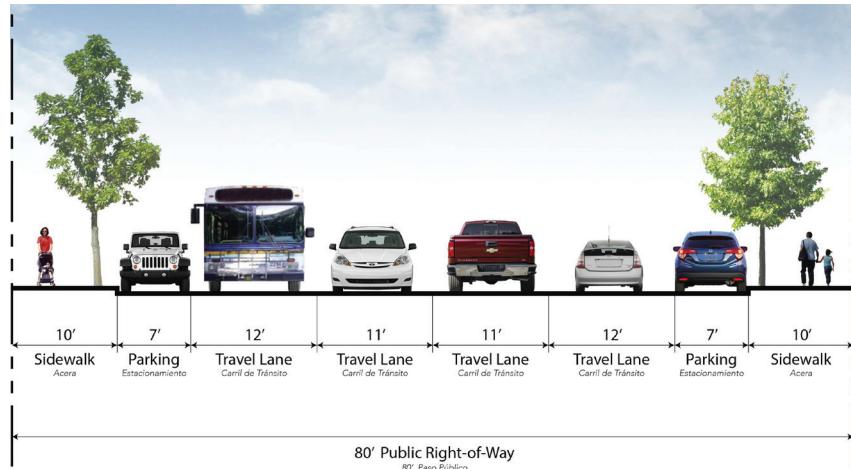
VEHICULAR ORIENTED

- Keeps 4 travel lanes
- Keeps parking
- Lacks bike lanes

(Existente)

ORIENTADO HACIA VEHÍCULOS

- Mantiene 4 carriles de tránsito
- Mantiene estacionamiento
- Falta de carriles para bicicletas

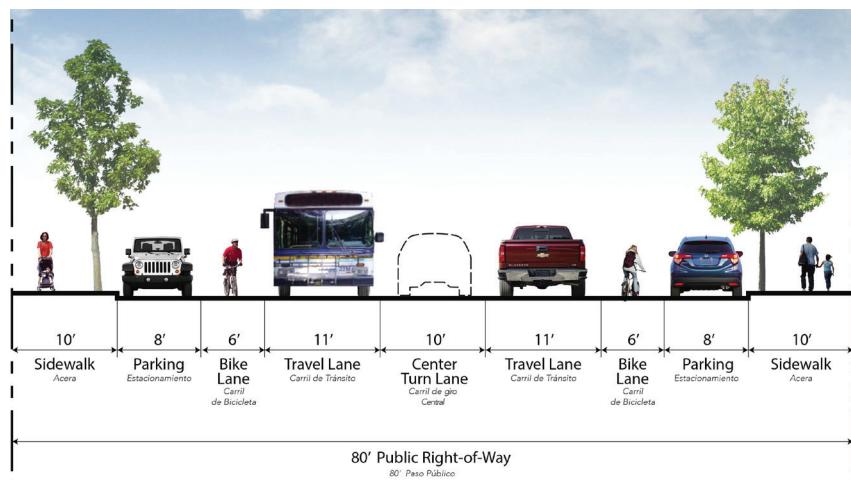


BIKE ORIENTED

- Reduces travel lanes from 4 to 2
- Adds center turn lane
- Adds bike lanes
- Keeps parking

ORIENTADO HACIA BICICLETAS

- Reduce los carriles de tránsito de 4 a 2
- Agrega carril central de giro
- Agrega carriles para bicicletas
- Mantiene estacionamiento

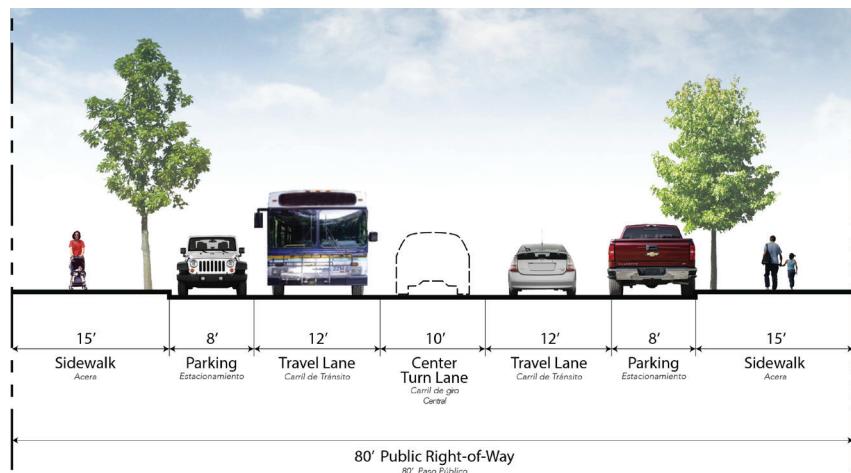


PEDESTRIAN ORIENTED

- Reduces travel lanes from 4 to 2
- Adds center turn lane
- Increases sidewalk width, allows for cafe space
- Keeps parking

ORIENTADO HACIA PEATONES

- Reduce los carriles de transito de 4 a 2
- Agrega carril central de giro
- Aumenta lo ancho de la acera, permite espacio para un café
- Mantiene estacionamiento



Phase 1 - Section Options - Brennan Street / Union Street

(Existing)

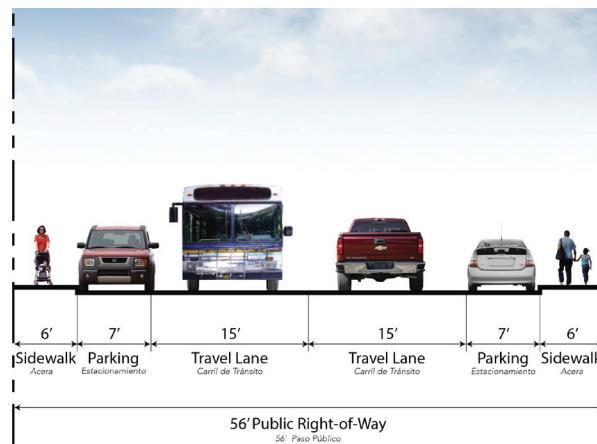
VEHICULAR ORIENTED

- Keeps wide travel lanes
- Keeps parking
- Lacks trees

(Existente)

ORIENTADO HACIA VEHÍCULOS

- Mantiene lo ancho de los carriles de tránsito
- Mantiene estacionamiento
- Falta de árboles

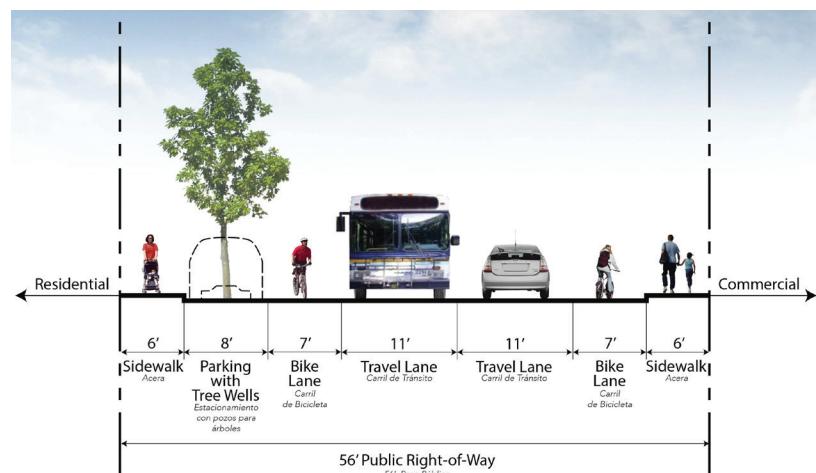


BIKE ORIENTED

- Removes parking on commercial side
- Adds bike lanes
- Adds tree wells in parking zone

ORIENTADO HACIA BICICLETAS

- Elimina el estacionamiento en el lado comercial
- Agrega carriles para bicicletas
- Aumenta lo ancho de los carriles para bicicletas
- Agrega pozos para árboles en la zona de estacionamiento

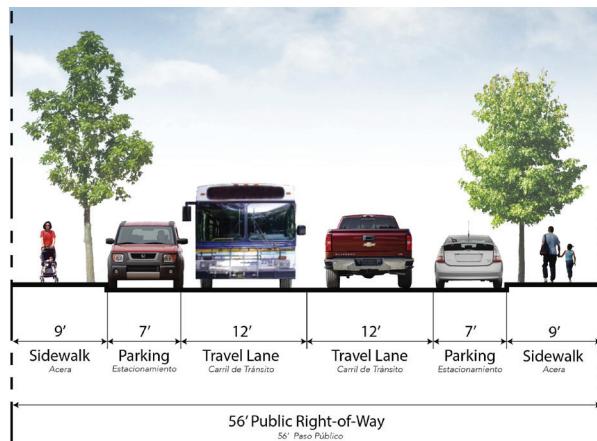


PEDESTRIAN ORIENTED

- Reduces travel lane widths
- Increases width of sidewalks
- Adds street trees
- Reduces crosswalk widths

ORIENTADO HACIA PEATONES

- Reduce lo ancho de los carriles de tránsito
- Aumenta lo ancho de las aceras
- Agrega árboles
- Reduce lo ancho del cruce peatonal



Phase 1 - Section Options - Rodriguez Street

(Existing)

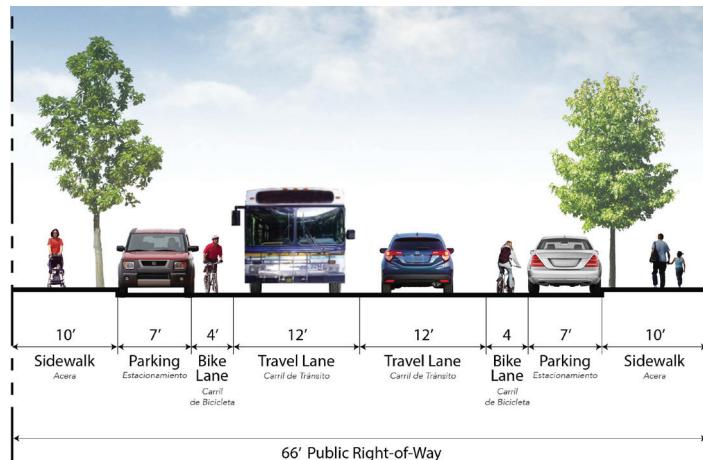
VEHICULAR ORIENTED

- Has substandard bike lane width
- Keeps parking

(Existente)

ORIENTADO HACIA VEHÍCULOS

- Lo ancho del carril para bicicletas es inferior al estándar
- Mantiene estacionamiento

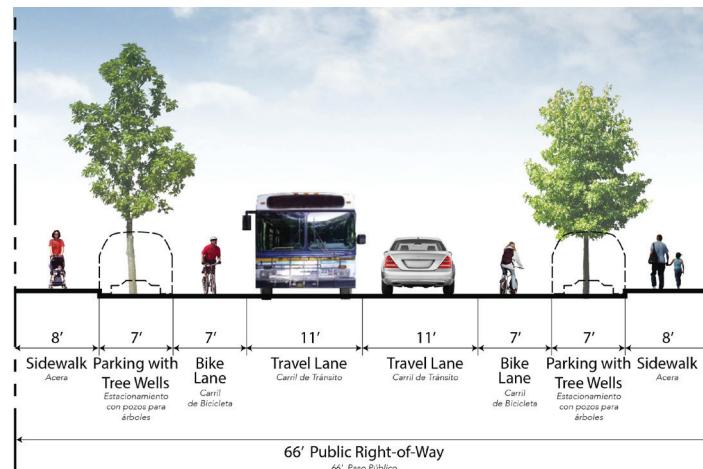


BIKE ORIENTED

- Reduces sidewalk and travel lane widths
- Increases width of bike lanes
- Moves trees to tree wells in parking zone

ORIENTADO HACIA BICICLETAS

- Reduce lo ancho de los carriles de tránsito
- Aumenta lo ancho de los carriles para bicicletas
- Mueve árboles a pozos de árboles en la zona de estacionamiento

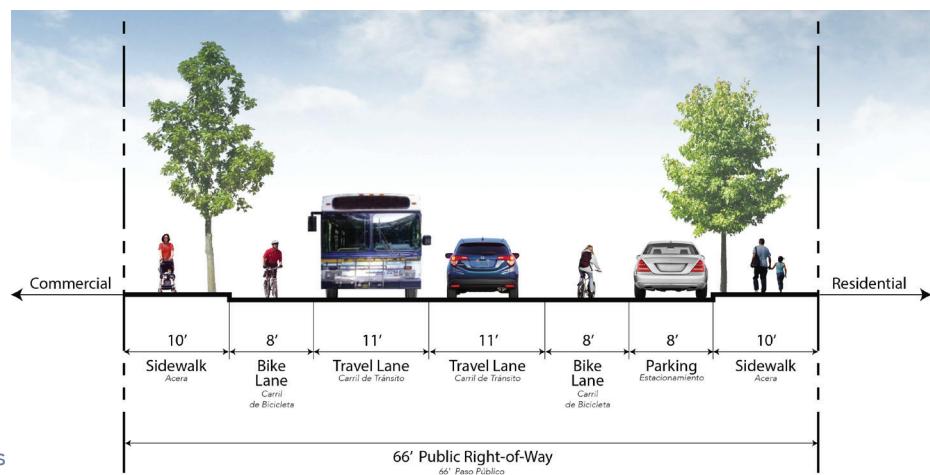


PEDESTRIAN ORIENTED

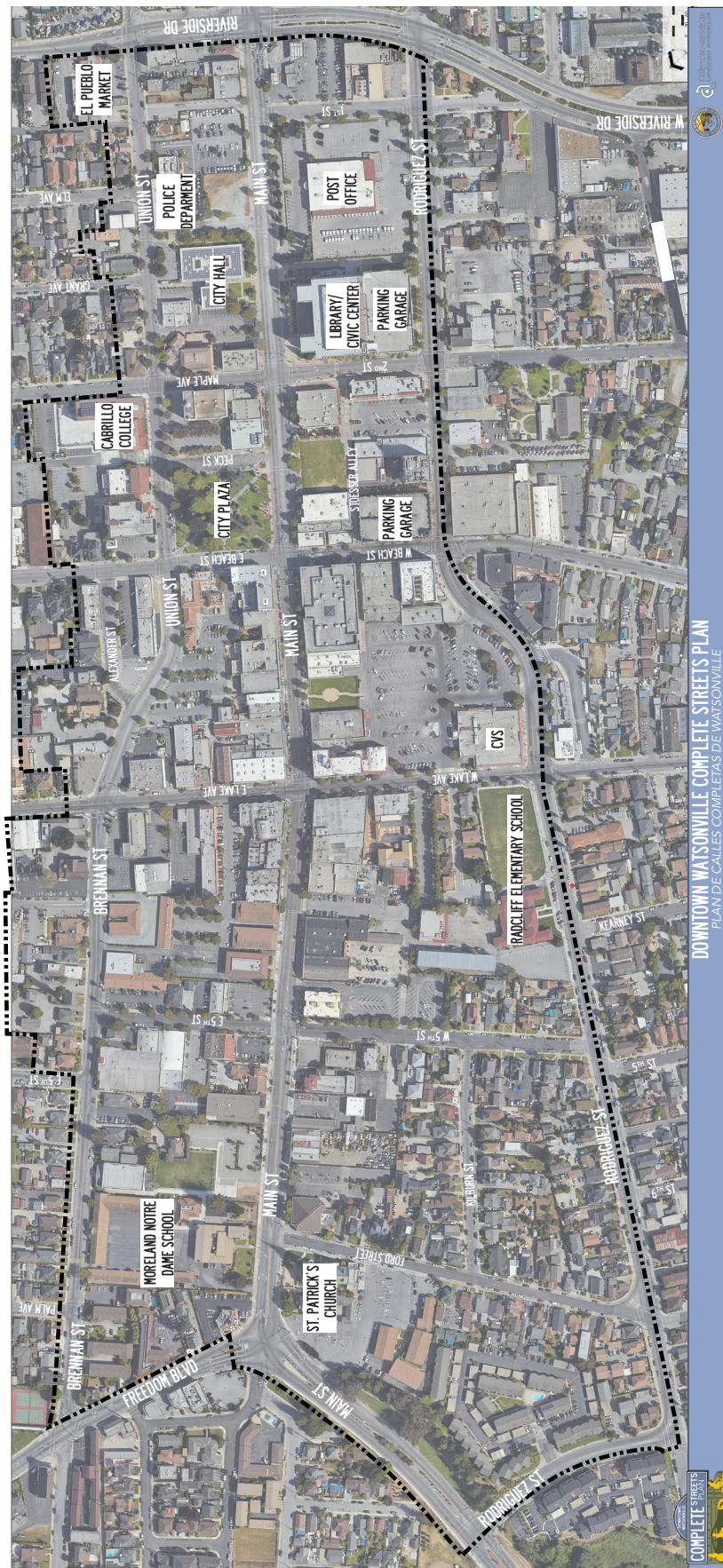
- Removes parking on commercial side
- Increases width of bike lanes
- Reduces widths of travel lane

ORIENTADO HACIA PEATONES

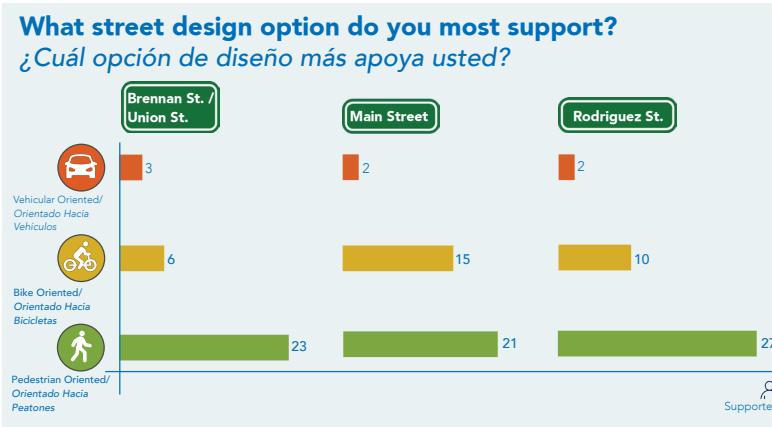
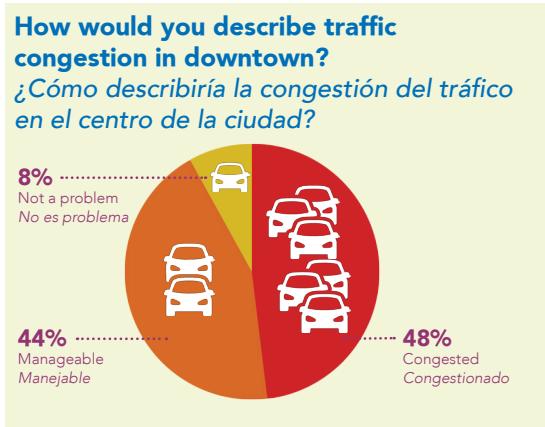
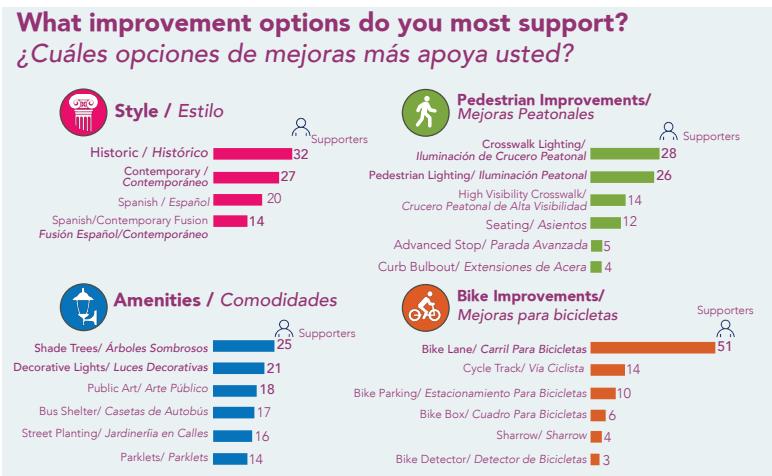
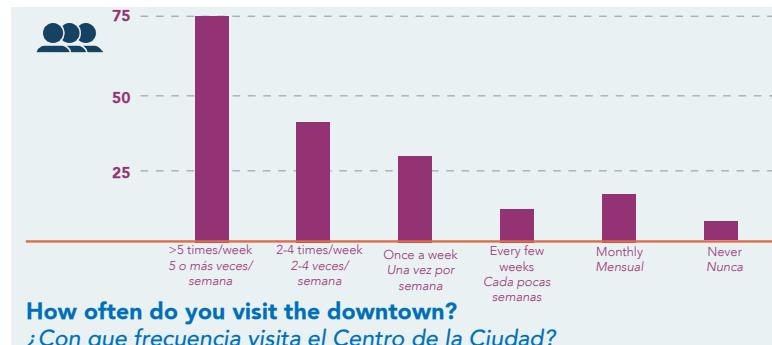
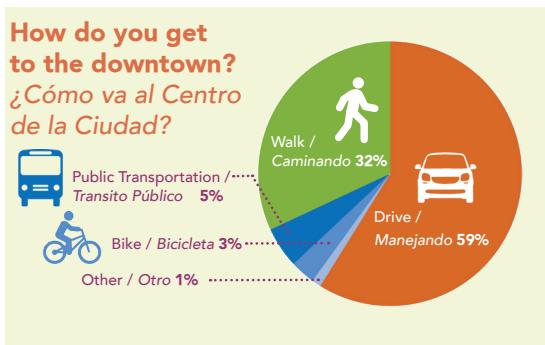
- Elimina el estacionamiento en el lado comercial
- Aumenta lo ancho de los carriles para bicicletas
- Reduce lo ancho de los carriles de tránsito



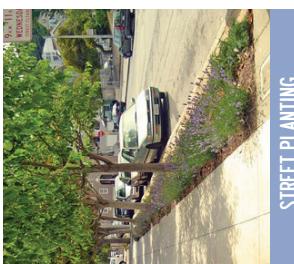
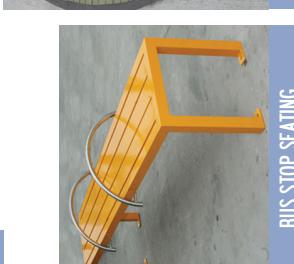
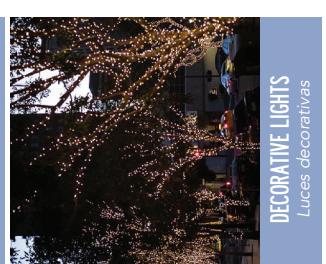
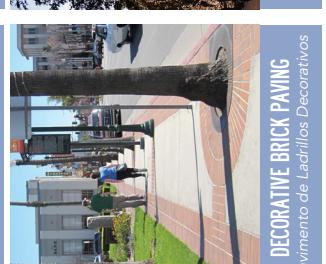
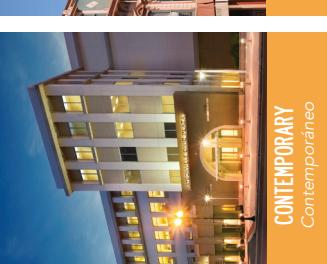
Phase 1 - Downtown Map



Phase 1 - Questionnaire Results Infographic

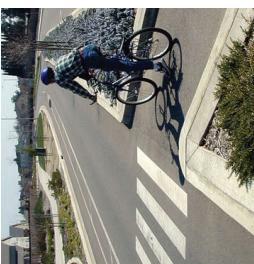


Phase 2 - Image Boards

AMENITIES / COMODIDADES		INSPIRATION IMAGES / IMÁGENES DE INSPIRACIÓN	
	ACCENT/MEDIAN TREES Arboles/áreas		SHADE TREES Arboles Sombrosos
	STREET PLANTING Jardinería en Calles		PUBLIC ART Arte Público
	BUS STOP SEATING Parada de Autobús		DECORATIVE LIGHTS Luces decorativas
	DECORATIVE BRICK PAVING Pavimento de Ladrillos Decorativos		HISTORIC Histórico
	BRANDED BUS STOP SHELTER Casetas de Autobús		PARKING LOT SIGNAGE Señalización de Estacionamiento
	STYLE / ESTILO		CONTEMPORARY Contemporáneo
			INSPIRATION IMAGES / IMÁGENES DE INSPIRACIÓN DOWNTOWN WATSONVILLE COMPLETE STREETS PLAN / PLAN DE CALLES COMPLETAS DE WATSONVILLE
			Watsonville Complete Streets Plan Watsonville Complete Streets Plan

Phase 2 - Image Boards

PEDESTRIAN IMPROVEMENTS / MEJORAS PEATONALES

	ALLEYWAY LIGHTING Illuminación del Pasillo
	ADVANCED STOP LINES Parada Avanzada o Líneas Para Ceder
	CURB BULBOUT Extensiones de Acera
	DECORATED ALLEYWAY Pasillo Decorado
	MID-BLOCK CROSSWALK WARNING BEACON Iluminación de Crucero Peatonal a Medio Bloque
	HIGH VISIBILITY CROSSWALK AT SIGNALIZED INTERSECTIONS Crucero Peatonal de Alta Visibilidad
	HIGH VISIBILITY CROSSWALK AT UNSIGNALIZED INTERSECTIONS Crucero Peatonal de Alta Visibilidad
	PEDESTRIAN REFUGE ISLAND Isla de Refugio Peatonal
	SEATING Asientos
	BIKE BOX Cuadro para Bicicletas
	SIDEWALK WITH OUTDOOR DINING Acera con Comedor al Aire Libre
BIKE IMPROVEMENTS / MEJORAS PARA BICICLETAS	GREEN BIKE LANE Carril para Bicicletas
	BIKE PARKING Estacionamiento para Bicicletas
	BIKE DETECTOR Detector de Bicicletas
	INSPIRATION IMAGES / IMÁGENES DE INSPIRACIÓN DOWNTOWN WATSONVILLE COMPLETE STREETS PLAN / PLAN DE CALLES COMPLETAS DE WATSONVILLE

Phase 2 - Community Newsletter English



COME SHARE YOUR THOUGHTS! WE WANT TO HEAR FROM YOU!

The City of Watsonville is preparing a Complete Streets Plan for the Downtown area to guide improvements that will make it easier, safer, and more inviting for all users to get through Downtown. Come to the next community meeting to learn about the design alternatives for Main Street and Brennan/Union Streets and experience the proposed designs in virtual reality. Would you prefer a more bicycle or pedestrian oriented street? Let us know!

See the project website for updates:
www.cityofwatsonville.org/Downtown-Complete-Streets-Plan
For more information please call 831-768-3100



Bicycle oriented design alternative for Main Street

INPUT OPPORTUNITIES:

AUGUST 4, 2018
PROJECT INPUT BOOTH #2
Watsonville Strawberry Festival, 11 am to 3 pm
Historic Downtown Watsonville

Tell Us Which Plan Alternative You Prefer!

AUGUST 17, 2018
PROJECT INPUT BOOTH #3
Farmers Market, City Plaza, 2 pm to 7 pm
Tell Us Which Plan Alternative You Prefer!

SEPTEMBER 5, 2018
PROJECT INPUT BOOTH #4
Cabrillo College Watsonville Center, 11:30 am to 1:30 pm
Multipurpose Room A130
(Please park in nearby city public parking lots as school will be in session and parking restrictions will be enforced in the staff and student lots)
Tell Us Which Plan Alternative You Prefer!

WINTER 2018
PROJECT INPUT BOOTH #5
Tell Us What You Think Of The Preferred Plan!

Phase 2 - Community Newsletter Spanish



¡VENGA A COMPARTIR SUS IDEAS!

¡QUEREMOS ESCUCHARLOS!

La Ciudad de Watsonville está preparando un Plan para Calles Completas para el área del Centro para guiar las mejoras que harán el pase por el Centro más fácil, más seguro y más atractivo para todos los usuarios. Venga a la siguiente reunión comunitaria para aprender sobre los diseños alternativos para las Calles Main y Brennan/Union y mire en realidad virtual los diseños que se han propuesto. ¿Preferiría una calle orientada hacia peatones o a bicicletas? ¡Déjenos saber!

Para mantenerse al día sobre el proyecto vea la página web:

www.cityofwatsonville.org/Downtown-Complete-Streets-Plan

Para más información llame al 831-768-3100



OPURTUNIDADES PARA EXPRESAR SU OPINIONES:

4 DE AGOSTO, 2018

PUESTO #2 - OPINION SOBRE EL PROYECTO

Festival de la Fresa, 11 am a 3 pm

Centro Histórico de Watsonville

¡Háganos saber cuál plan alternativo prefiere!

17 DE AGOSTO, 2018

PUESTO #3 - OPINION SOBRE EL PROYECTO

Mercado Agricultores, Plaza de la Ciudad, 2 pm a 7 pm

¡Háganos saber cuál plan alternativo prefiere!

5 DE SEPTIEMBRE, 2018

PUESTO #4 - OPINION SOBRE EL PROYECTO

Colegio Cabrillo en Watsonville, 11:30 am a 1:30 pm

Salón Multifuncional – A130

(Por favor estacionese en estacionamientos públicos cercanos de la ciudad ya que la escuela estará en sesión y se impondrán restricciones de estacionamiento en los lotes del personal y de los estudiantes)

¡Díganos qué Plan Alternativo Prefiere!

INVIERNO 2018

PUESTO #5 - OPINIÓN SOBRE EL PROYECTO

¡Háganos saber su opinión sobre el plan preferido!

Phase 2 - Questionnaire English



WE WANT TO HEAR FROM YOU!

1. HOW OLD ARE YOU?

UNDER 20 21 - 40 41 - 60 61+

2. WHERE DO YOU LIVE?

IN WATSONVILLE, WITHIN 0.5 MILES OF DOWNTOWN
 IN WATSONVILLE, FURTHER THAN 0.5 MILES FROM DOWNTOWN
 OUTSIDE OF WATSONVILLE, IN SANTA CRUZ COUNTY
 OUTSIDE OF WATSONVILLE, OUTSIDE OF SANTA CRUZ COUNTY

3. HOW OFTEN DO YOU VISIT DOWNTOWN WATSONVILLE?

(SELECT ONE)

RARELY (LESS THAN ONCE PER MONTH)
 SOMETIMES (1 TO 3 TIMES PER MONTH)
 REGULARLY (ONCE PER WEEK OR MORE)

4. PLEASE TELL US HOW STRONGLY YOU AGREE WITH THE FOLLOWING STATEMENT:

"IT IS IMPORTANT TO IMPROVE WALKABILITY TO AND THROUGH DOWNTOWN"

STRONGLY AGREE DISAGREE
 AGREE STRONGLY DISAGREE

5. PLEASE TELL US HOW STRONGLY YOU AGREE WITH THE FOLLOWING STATEMENT:

"IT IS IMPORTANT TO IMPROVE BICYCLE ACCESS TO AND THROUGH DOWNTOWN"

STRONGLY AGREE DISAGREE
 AGREE STRONGLY DISAGREE

6. PLEASE TELL US HOW STRONGLY YOU AGREE WITH THE FOLLOWING STATEMENT:

"EFFICIENT AND RELIABLE PUBLIC TRANSIT SERVICE NEAR JOBS, HOUSING, AND SERVICES IS AN IMPORTANT SOLUTION FOR WATSONVILLE"

STRONGLY AGREE DISAGREE
 AGREE STRONGLY DISAGREE

7. THERE ARE TWO DESIGN ALTERNATIVES FOR MAIN STREET. PLEASE TELL US WHICH OF THE OPTIONS BELOW YOU MOST SUPPORT.

KEEP EXISTING CONDITIONS ON MAIN STREET
 ALTERNATIVE A (BICYCLE ORIENTED)
 ALTERNATIVE B (PEDESTRIAN ORIENTED)

THE OPTION CAN BE IMPROVED BY:

8. THERE ARE TWO DESIGN ALTERNATIVES FOR THE BRENNAN/UNION STREET CORRIDOR. PLEASE TELL US WHICH OF THE OPTIONS BELOW YOU MOST SUPPORT.

KEEP EXISTING CONDITIONS ON BRENNAN/UNION STREET
 ALTERNATIVE A (BICYCLE ORIENTED)
 ALTERNATIVE B (PEDESTRIAN ORIENTED)

THE OPTION CAN BE IMPROVED BY:

9. WHICH NORTH-SOUTH CORRIDOR IN DOWNTOWN (BESIDES RODRIGUEZ STREET) DO YOU FEEL IS MORE IMPORTANT TO HAVE BIKE LANES:

IT IS MORE IMPORTANT FOR MAIN STREET TO HAVE BICYCLE LANES THAN FOR BRENNAN / UNION STREET CORRIDOR TO HAVE BIKE LANES
 IT IS MORE IMPORTANT FOR BRENNAN / UNION STREET TO HAVE BICYCLE LANES THAN FOR MAIN STREET TO HAVE BIKE LANES

10. THE PROPOSED DESIGN FOR RODRIGUEZ STREET INCLUDES IMPROVEMENTS TO IMPROVE ACCESS FOR BOTH PEDESTRIANS AND BICYCLISTS. PLEASE TELL US WHICH OF THE CHOICES BELOW YOU MOST SUPPORT.

KEEP EXISTING CONDITIONS ON RODRIGUEZ STREET
 IMPROVE RODRIGUEZ STREET AS PROPOSED

THE DESIGN CAN BE IMPROVED BY:





¡QUEREMOS ESCUCHARLOS!

1. ¿CUANTOS AÑOS TIENE?

MENOS DE 20 21 - 40 41 - 60 61+

2. ¿DÓNDE VIVE?

EN WATSONVILLE, DENTRO DE 0.5 MILLAS DEL CENTRO
 EN WATSONVILLE, MÁS ALLÁ DE 0.5 MILLAS DEL CENTRO
 AFUERA DE WATSONVILLE, EN EL CONDADO DE SANTA CRUZ
 AFUERA DE WATSONVILLE, AFUERA DEL CONDADO DE SANTA CRUZ

3. ¿CON QUÉ FRECUENCIA VISITA EL CENTRO DE WATSONVILLE?
 (SELECCIONE UNO)

RARAMENTE (MENOS DE UNA VEZ POR MES)
 A VECES (1 A 3 VECES POR MES)
 REGULARMENTE (UNA VEZ POR SEMANA O MÁS)

4. POR FAVOR DÉJENOS SABER QUE TANTO ESTÁ DE ACUERDO CON LA SIGUIENTE DECLARACIÓN:

“ES IMPORTANTE MEJORAR LA TRANSITABILIDAD A Y A TRAVÉS DEL CENTRO”

TOTALMENTE DE ACUERDO NO ESTOY DE ACUERDO
 DE ACUERDO MUY EN DESACUERDO

5. POR FAVOR DÉJENOS SABER QUE TANTO ESTÁ DE ACUERDO CON LA SIGUIENTE DECLARACIÓN:

“ES IMPORTANTE MEJORAR EL ACCESO PARA BICICLETAS A Y A TRAVÉS DEL CENTRO”

TOTALMENTE DE ACUERDO NO ESTOY DE ACUERDO
 DE ACUERDO MUY EN DESACUERDO

6. POR FAVOR DÉJENOS SABER QUE TANTO ESTÁ DE ACUERDO CON LA SIGUIENTE DECLARACIÓN:

“SERVICIO EFICIENTE Y CONFiable DE TRANSPORTE PÚBLICO CERCA DE TRABAJOS, VIVIENDAS Y SERVICIOS ES UNA SOLUCIÓN IMPORTANTE PARA WATSONVILLE.”

TOTALMENTE DE ACUERDO NO ESTOY DE ACUERDO
 DE ACUERDO MUY EN DESACUERDO

7. HAY DOS DISEÑOS ALTERNATIVOS PARA LA CALLE MAIN. POR FAVOR DÉJENOS SABER CUÁL DE LAS OPCIONES HACIA ABAJO MÁS APOYA.

MANTENER LAS CONDICIONES EXISTENTES EN LA CALLE MAIN
 ALTERNATIVA A (ORIENTADA HACIA BICICLETAS)
 ALTERNATIVA B (ORIENTADA HACIA PEATONES)

LA OPCIÓN SE PUEDE MEJORAR: (¿CÓMO?)

8. HAY DOS DISEÑOS ALTERNATIVOS PARA EL CORREDOR DE LAS CALLES BRENNAN/UNION. POR FAVOR DÉJENOS SABER CUÁL DE LAS OPCIONES HACIA ABAJO MÁS APOYA.

MANTENER LAS CONDICIONES EXISTENTES EN LA CALLE MAIN
 ALTERNATIVA A (ORIENTADA HACIA BICICLETAS)
 ALTERNATIVA B (ORIENTADA HACIA PEATONES)

LA OPCIÓN SE PUEDE MEJORAR: (¿CÓMO?)

9. ¿QUÉ CORREDOR NORTE-SUR EN EL CENTRO DE LA CIUDAD (ADEMÁS DE LA CALLE RODRIGUEZ) CREE QUE ES MÁS IMPORTANTE TENER CARRILES PARA BICICLETA?

ES MÁS IMPORTANTE TENER CARRILES PARA BICICLETAS EN LA CALLE MAIN QUE EN EL CORREDOR DE LAS CALLES BRENNAN/UNION.
 ES MÁS IMPORTANTE TENER CARRILES PARA BICICLETAS EN LAS CALLES BRENNAN/UNION QUE EN LA CALLE MAIN.

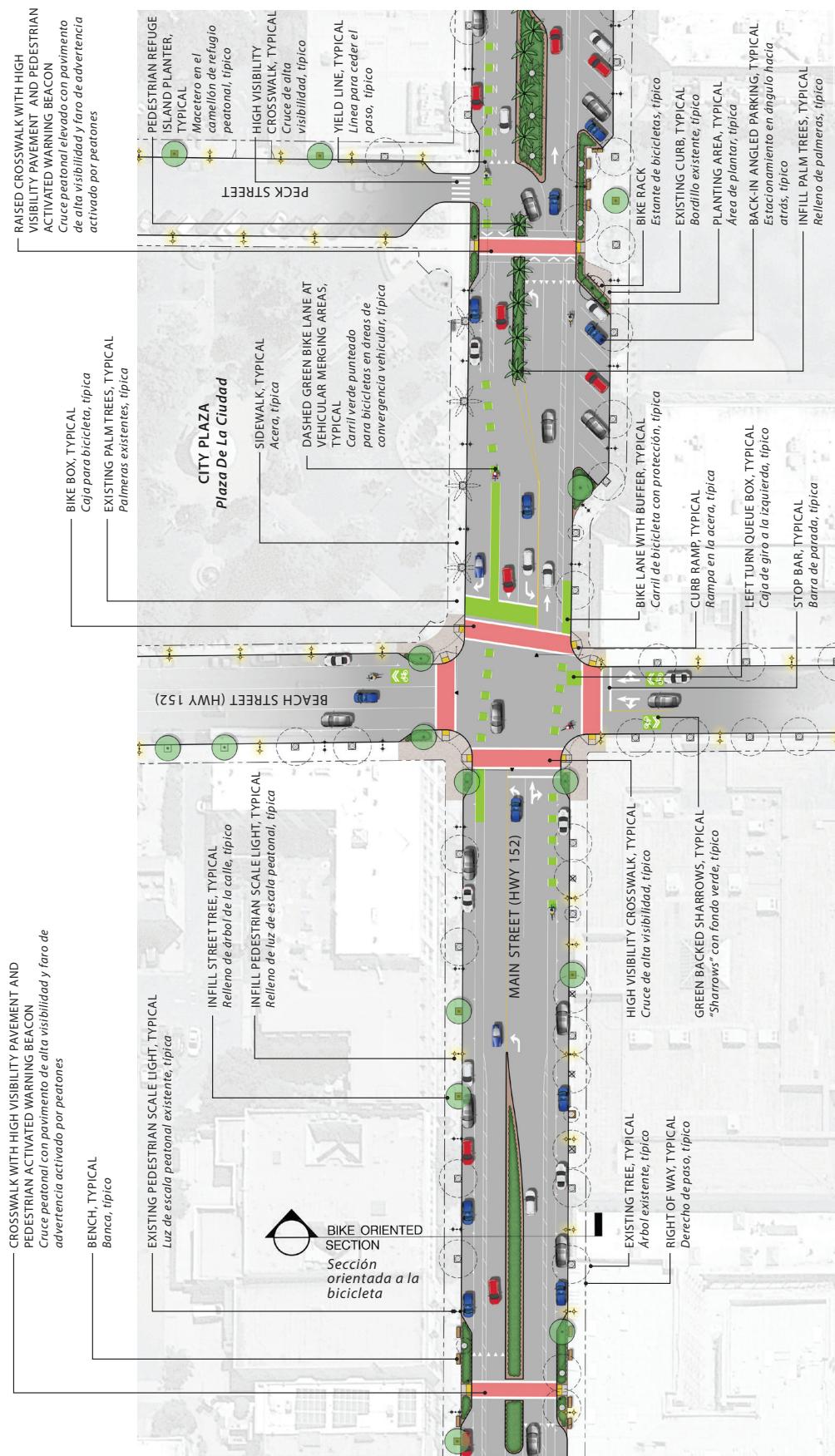
10. EL DISEÑO PROUESTO PARA LA CALLE RODRIGUEZ INCLUYE MEJORAS PARA MEJORAR ACCESO PARA AMBOS PEATONES Y CICLISTAS. POR FAVOR DÉJENOS SABER CUÁL DE LAS OPCIONES MÁS APOYA.

MANTENER LAS CONDICIONES EXISTENTES EN LA CALLE RODRIGUEZ
 MEJORAR LA CALLE RODRIGUEZ SEGÚN LO PROUESTO

EL DISEÑO SE PUEDE MEJORAR (¿CÓMO?)



Phase 2 - Vignette - Main Street - Alternative A - Bike Oriented



MAIN STREET ALTERNATIVE A
Calle Main Alternativa A

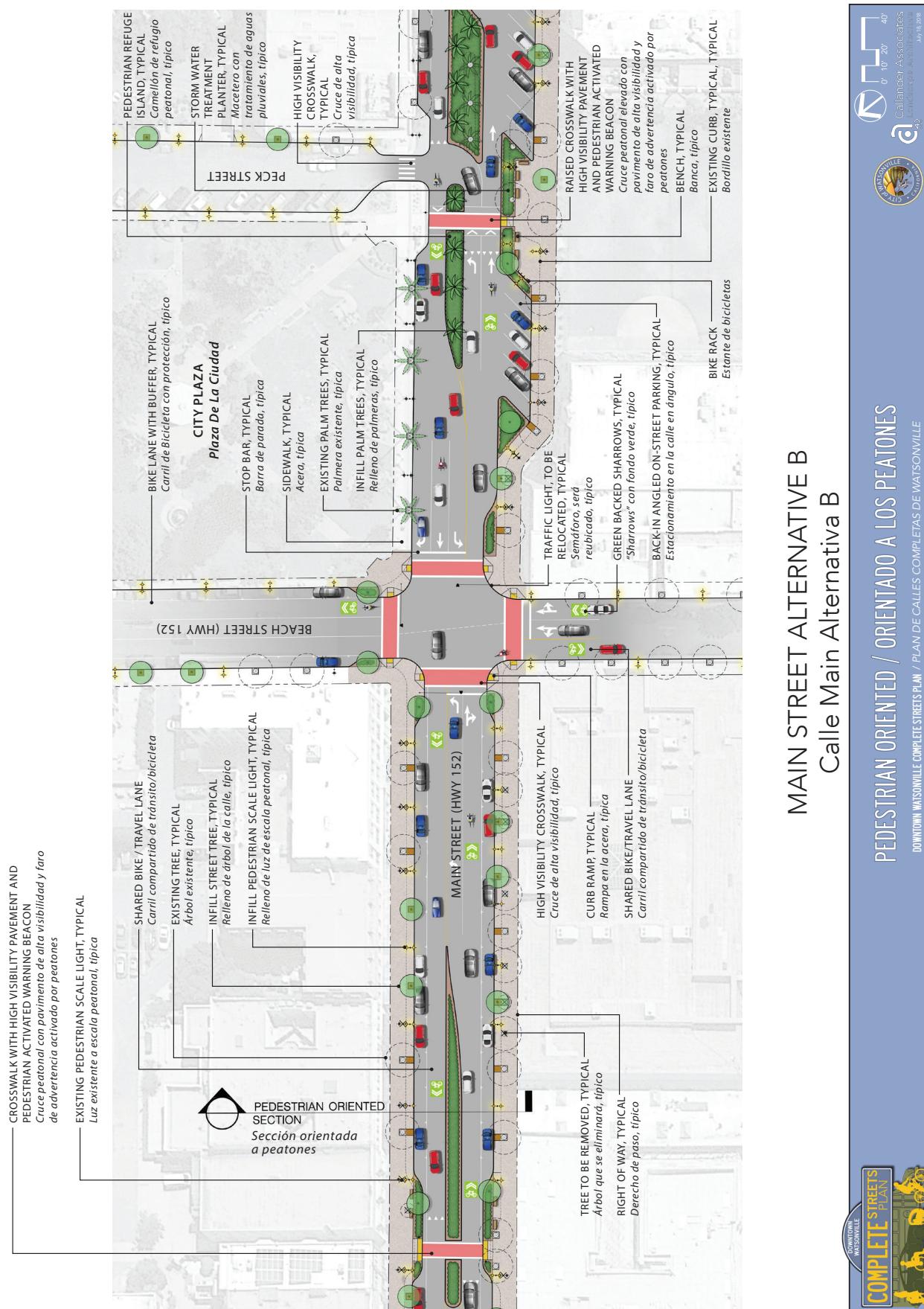


1601 16th Avenue, Suite 400

Watsonville, CA 95076

831.762.2442 | 831.762.2443

Phase 2 - Vignette - Main Street - Alternative B - Pedestrian Oriented



MAIN STREET ALTERNATIVE B
Calle Main Alternativa B

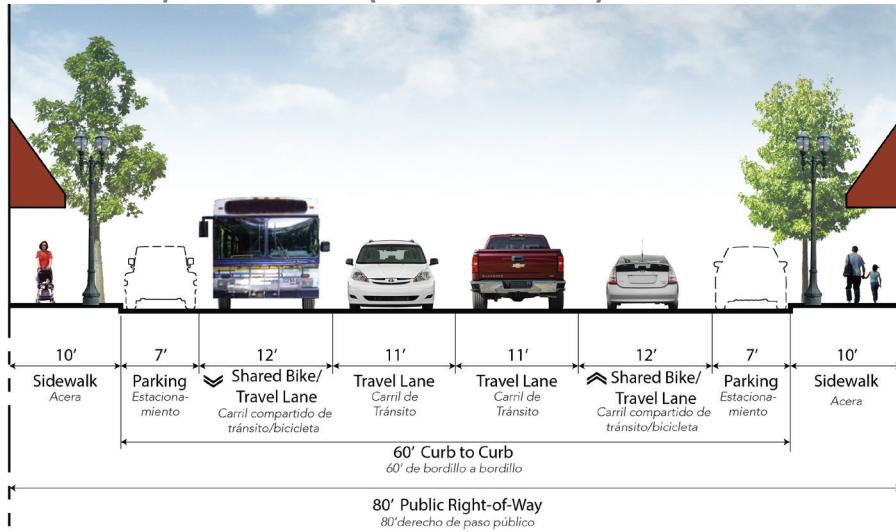


PEDESTRIAN ORIENTED / ORIENTADO A LOS PEATONES

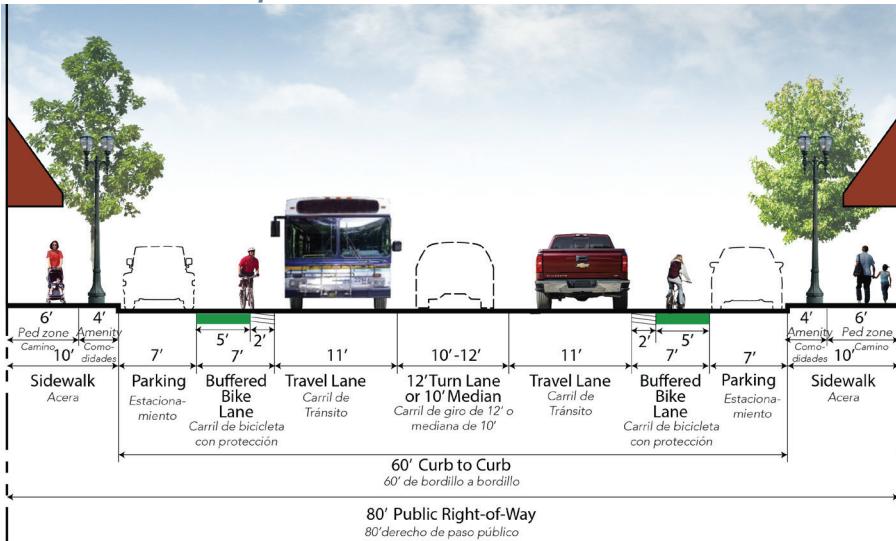
DOWNTOWN WATSONVILLE COMPLETE STREETS PLAN / PLAN DE CALLES COMPLETAS DE WATSONVILLE

Phase 2 - Sections - Main Street

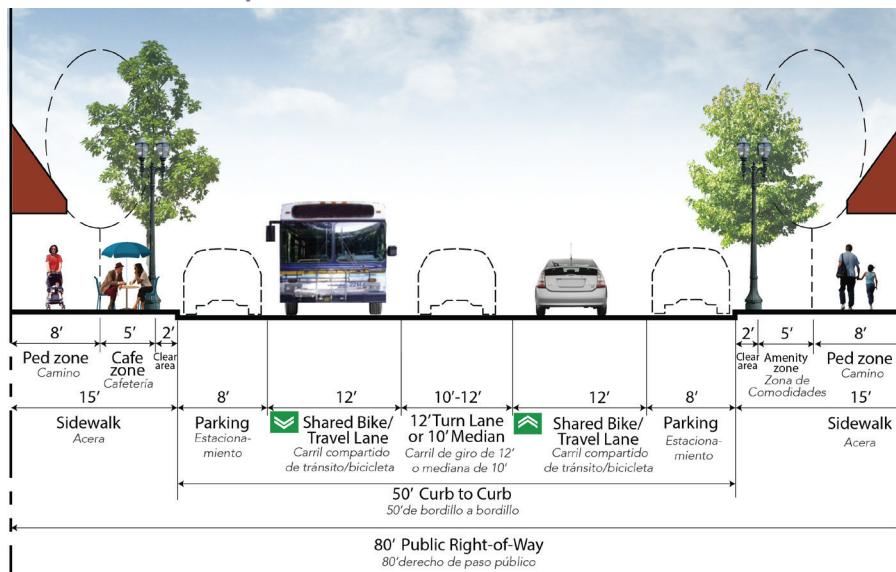
EXISTING / EXISTENTE (PLAN VIEW NOT SHOWN) VISTA DE PLANO NO ES MOSTRADA



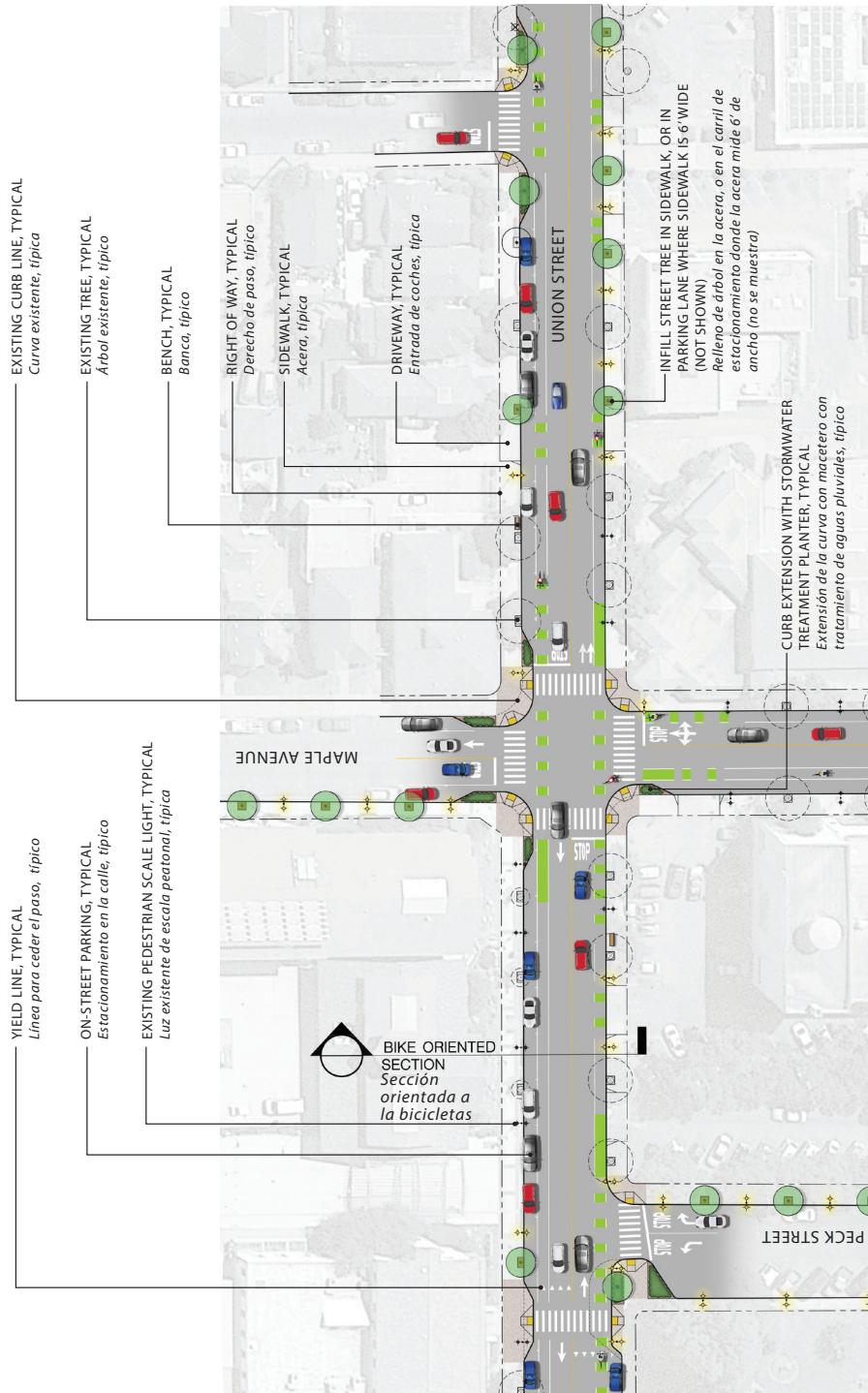
ALTERNATIVE A / ALTERNATIVA A



ALTERNATIVE B / ALTERNATIVA B



Phase 2 - Vignette - Brennan / Union Streets - Alternative A - Bike Oriented

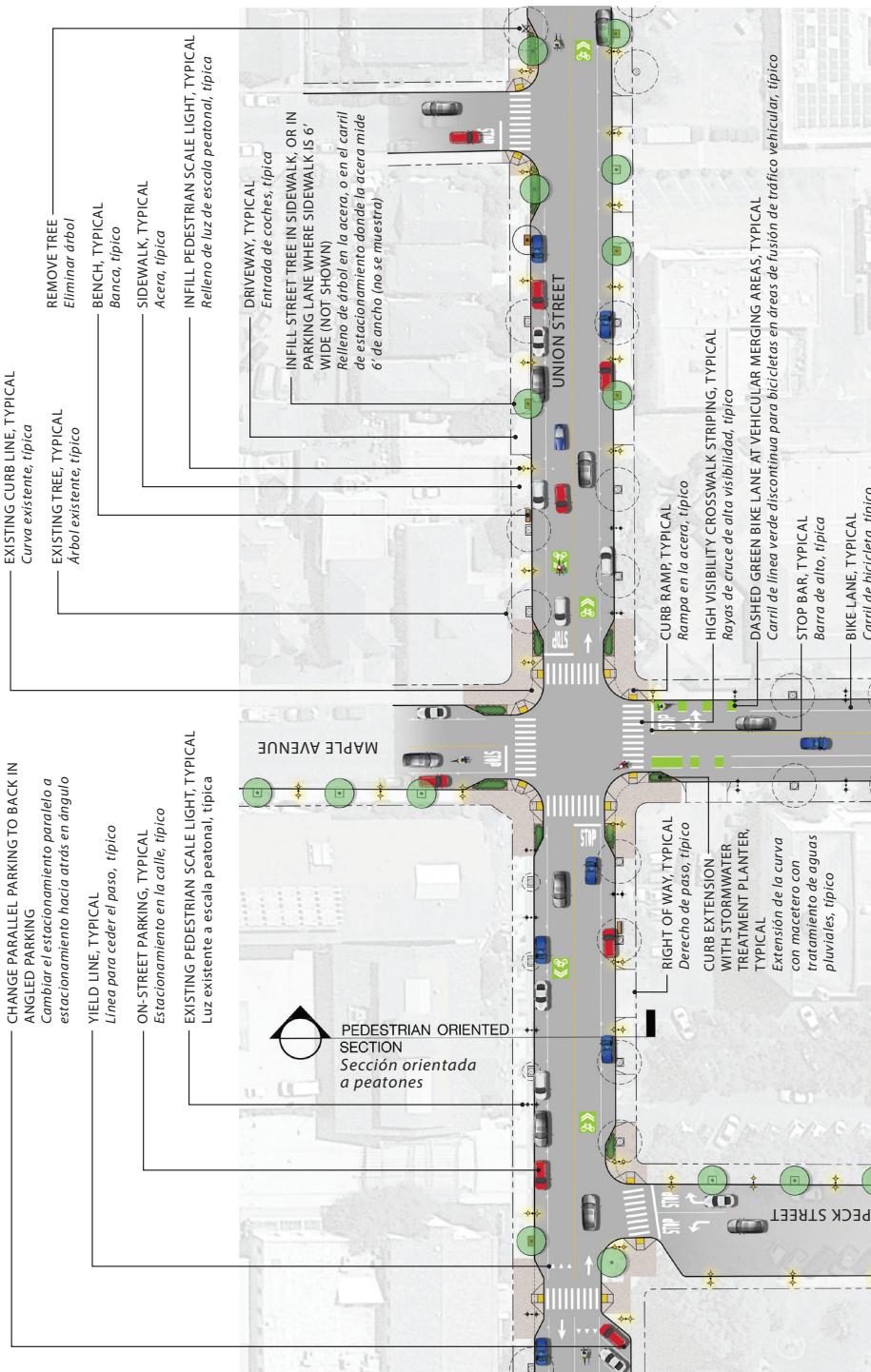


BRENNAN STREET / UNION STREET ALTERNATIVE A
Calle Brennan / Calle Union Alternativa A



40
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July 2018
Callander Associates
Architects
805.762.4455

Phase 2 - Vignette - Brennan / Union Streets - Alternative B - Pedestrian Oriented

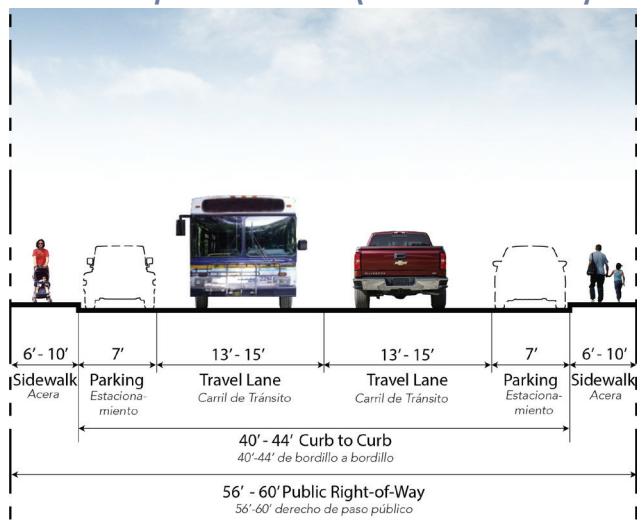


BRENNAN STREET / UNION STREET ALTERNATIVE B
Calle Brennan / Calle Union Alternativa B

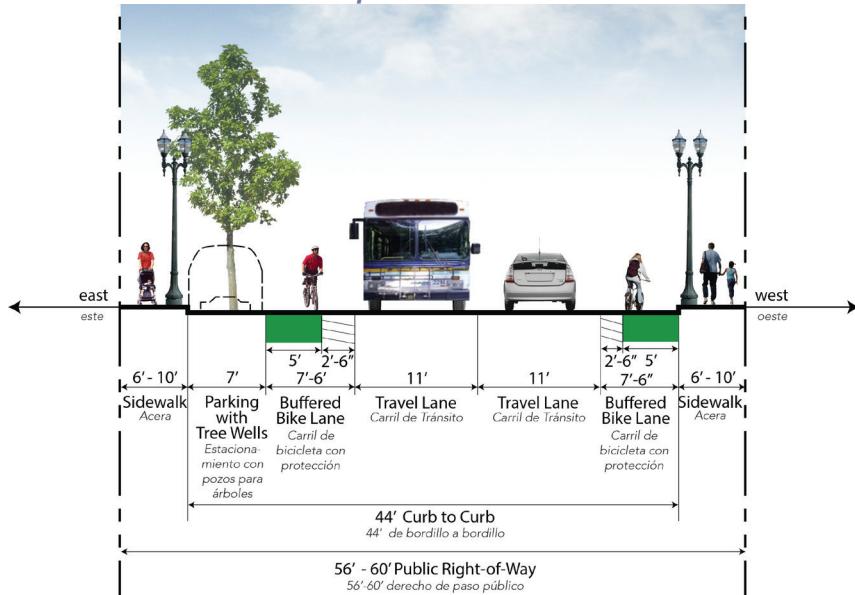


Phase 2 - Sections - Brennan Street / Union Street

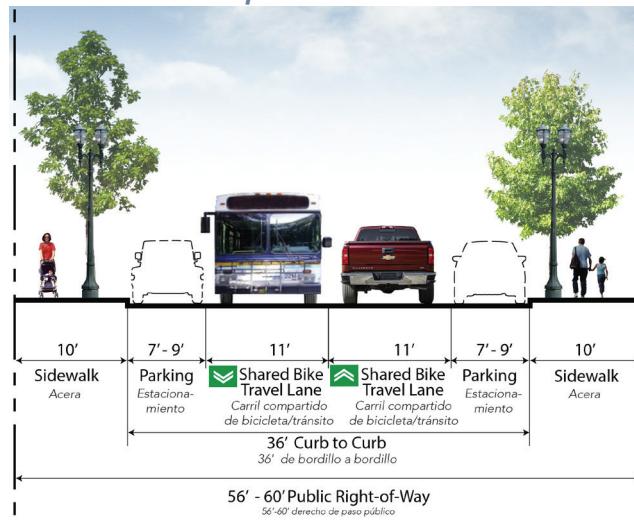
EXISTING / EXISTENTE (PLAN VIEW NOT SHOWN) VISTA DE PLANO NO ES MOSTRADA



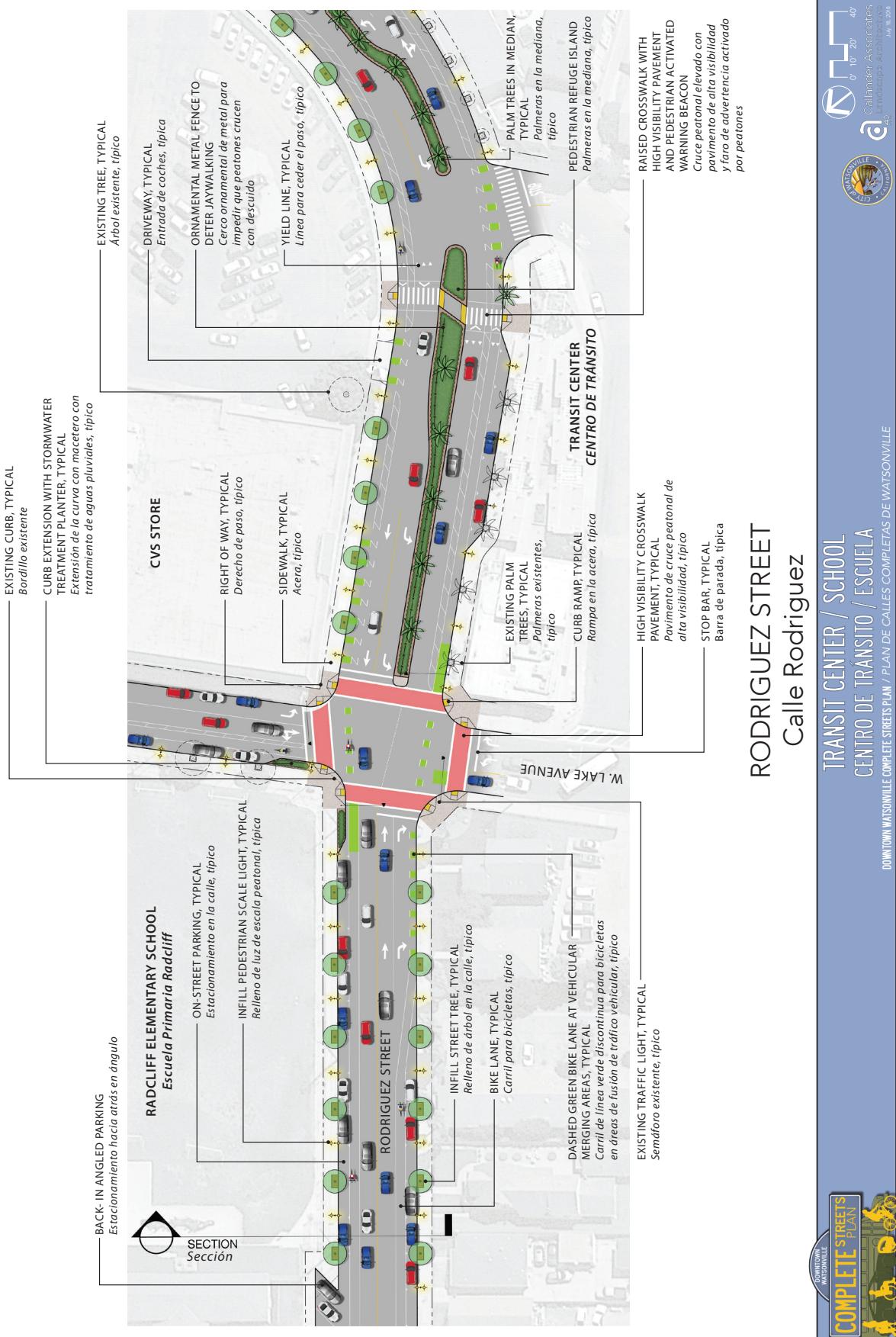
ALTERNATIVE A / ALTERNATIVA A



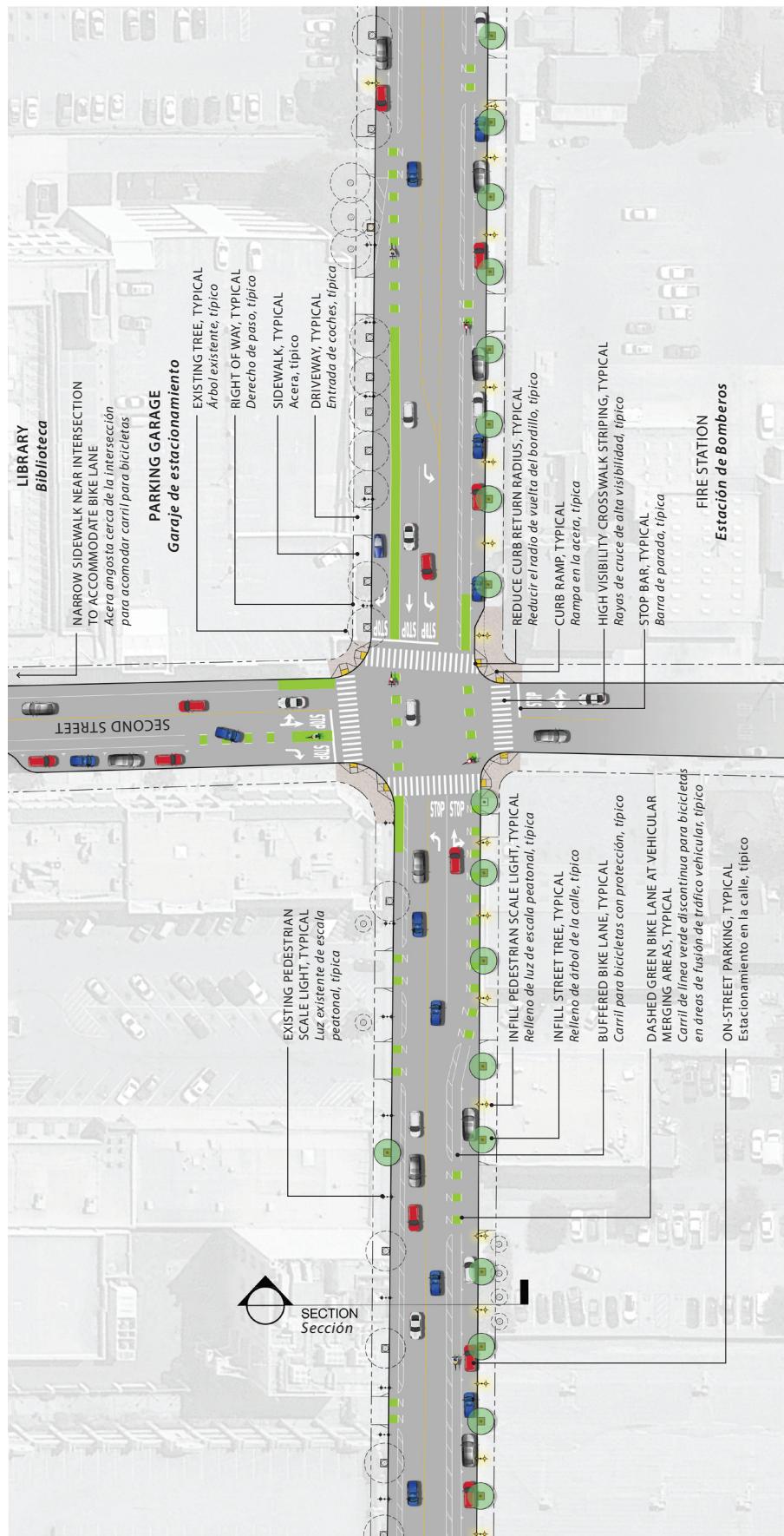
ALTERNATIVE B / ALTERNATIVA B



Phase 2 - Vignette - Rodriguez Street - Transit Center - Bike / Pedestrian Oriented



Phase 2 - Vignette - Rodriguez Street - 2nd St Garage - Bike / Pedestrian Oriented



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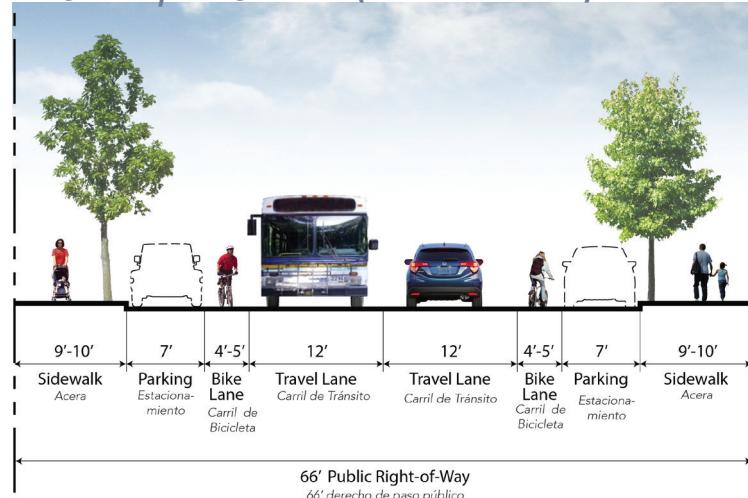
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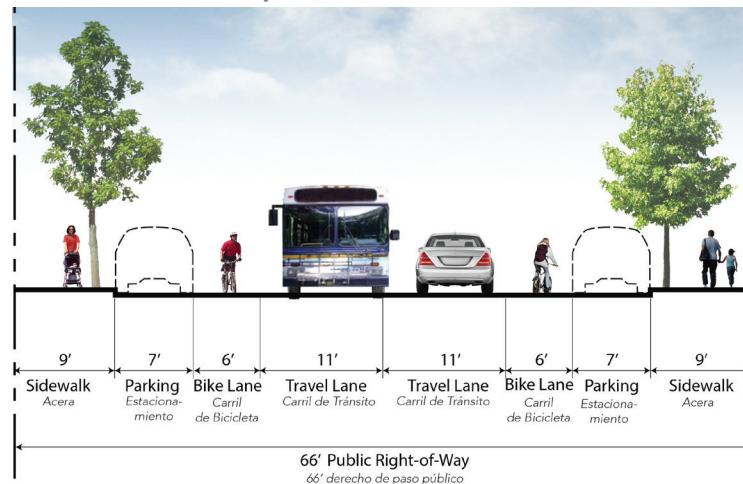
20°

Phase 2 - Sections - Rodriguez Street

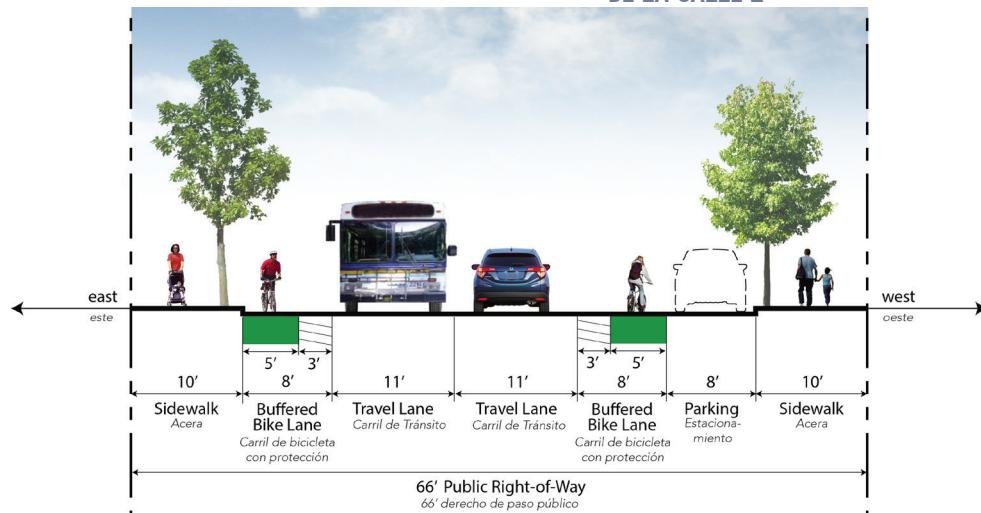
EXISTING / EXISTENTE (PLAN VIEW NOT SHOWN) VISTA DE PLANO NO ES MOSTRADA



TRANSIT CENTER/SCHOOL - CENTRO DE TRÁNSITO/ESCUELA

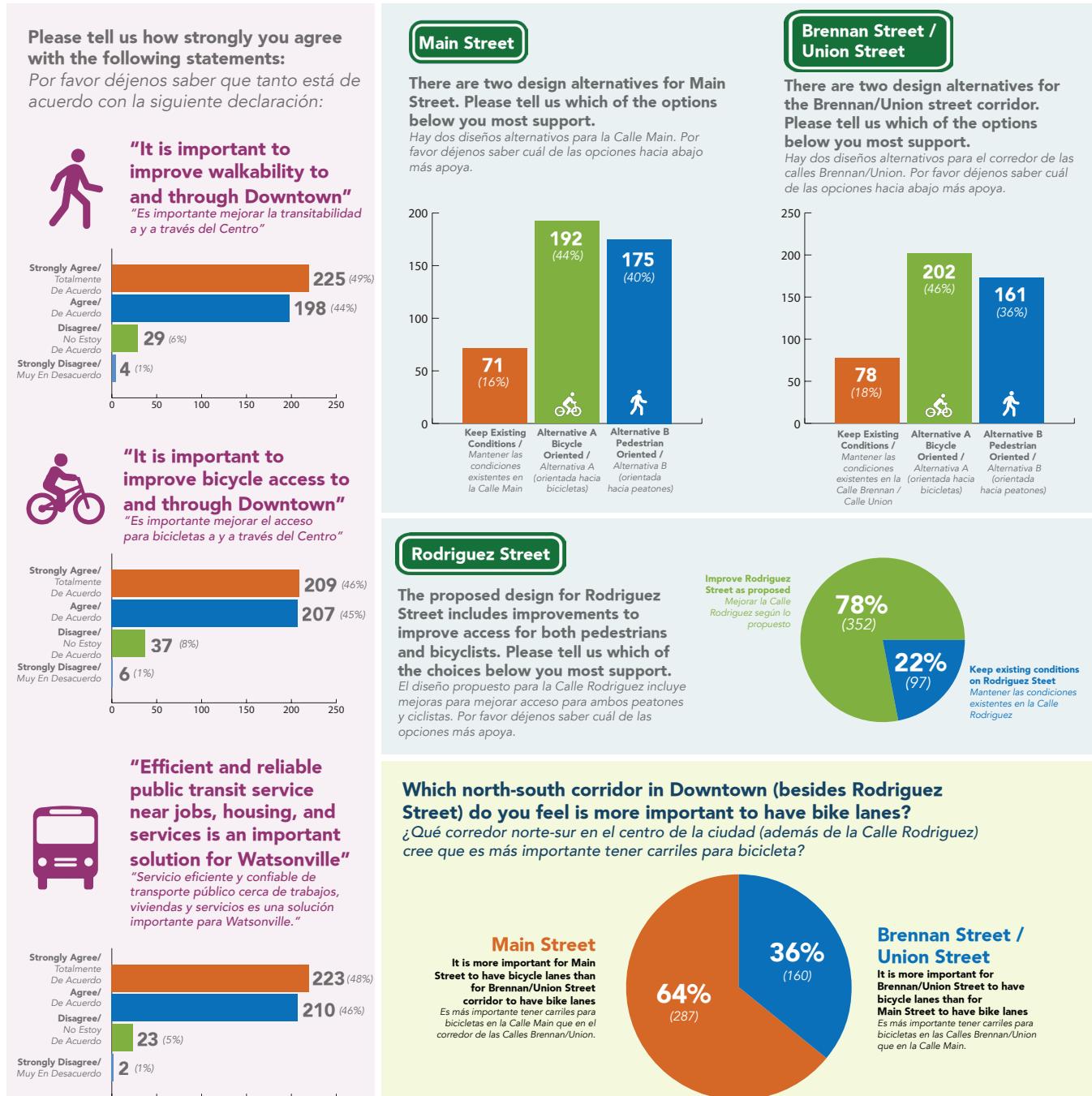
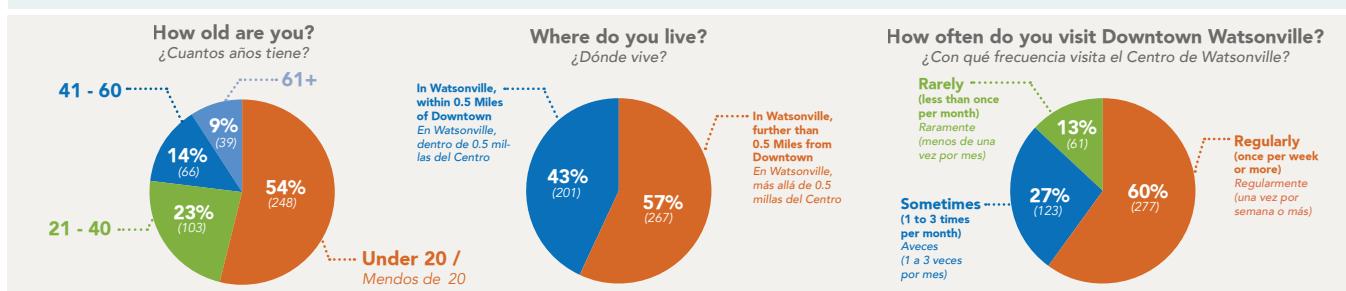


2ND STREET PARKING GARAGE - GARAJE DE ESTACIONAMIENTO DE LA CALLE 2ND

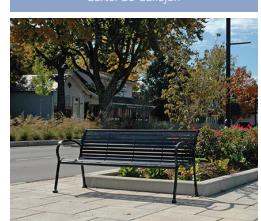
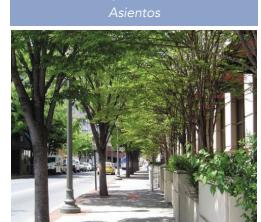
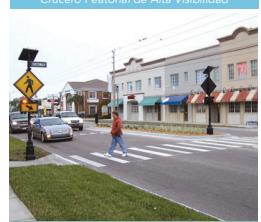
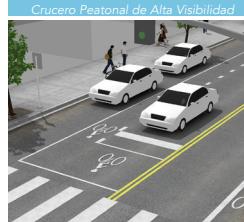
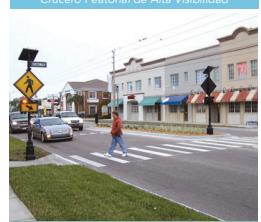
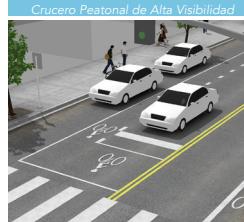


Phase 2 - Questionnaire Results Infographic

462 Watsonville Residents Surveyed (Residentes de Watsonville encuestados)



Phase 3 - Materials Palette

AMENITIES / COMODIDADES	LIGHTING / ILUMINACIÓN	PARKING / ESTACIONAMIENTO								
 <p>DECORATED ALLEYWAY Pasillo Decorado</p>	<p>ALLEYWAY SIGN Cartel de Callejón</p>	<p>PUBLIC ART Arte Público</p>	<p>INFILL PEDESTRIAN LIGHTS TO MATCH EXISTING Relleno de luces peatonales como las existentes</p>	 <p>PARKING LOT SIGNAGE Señalización de Estacionamiento</p>						
 <p>DECORATIVE BRICK PAVING Pavimento de Ladrillos Decorativos</p>	 <p>SEATING Asientos</p>	 <p>LANDSCAPED MEDIAN Mediana Ajardinada</p>	 <p>ALLEYWAY LIGHTING Iluminación del Pasillo</p>	 <p>BACK-IN ANGLED PARKING ESTACIONAMIENTO HACIA ATRÁS EN ANGULO</p>						
 <p>STREET PLANTING Jardinería en Calles</p>	 <p>SHADE TREES Árboles Sombrosos</p>	 <p>DECORATIVE LIGHTING Luces decorativas</p>								
PEDESTRIAN IMPROVEMENTS / MEJORAS PEATONALES	BIKE IMPROVEMENTS / MEJORAS PARA BICICLETAS	TRANSIT / TRÁNSITO								
 <p>PEDESTRIAN REFUGE ISLAND Isla de Refugio Peatonal</p>	 <p>HIGH VISIBILITY CROSSWALK AT SIGNALIZED INTERSECTIONS Crucero Peatonal de Alta Visibilidad</p>	 <p>BRANDED BUS STOP SHELTER Casetas de Autobús</p>	 <p>HIGH VISIBILITY CROSSWALK AT UNSIGNALIZED INTERSECTIONS Crucero Peatonal de Alta Visibilidad</p>	 <p>MID-BLOCK CROSSWALK WARNING BEACON Iluminación de Crucero Peatonal a Medio Bloque</p>	 <p>BUS STOP SEATING Parada de Autobús</p>	 <p>ADVANCED STOP LINES Parada Avanzada o Líneas Para Ceder</p>	 <p>CURB BULBOUT Extensiones de Acera</p>	 <p>BIKE DETECTOR Detector de Bicicletas</p>	 <p>BUFFERED BIKE LANE Carril para Bicicletas con Protección</p>	 <p>GREEN-BACKED SHARROW Sharrow</p>
 <p>HIGH VISIBILITY CROSSWALK AT UNSIGNALIZED INTERSECTIONS Crucero Peatonal de Alta Visibilidad</p>	 <p>MID-BLOCK CROSSWALK WARNING BEACON Iluminación de Crucero Peatonal a Medio Bloque</p>	 <p>BUS STOP SEATING Parada de Autobús</p>								
 <p>ADVANCED STOP LINES Parada Avanzada o Líneas Para Ceder</p>	 <p>CURB BULBOUT Extensiones de Acera</p>	 <p>BIKE DETECTOR Detector de Bicicletas</p>	 <p>BUFFERED BIKE LANE Carril para Bicicletas con Protección</p>	 <p>GREEN-BACKED SHARROW Sharrow</p>						

Phase 3 - Questionnaire English



WE WANT TO HEAR FROM YOU!

APRIL 2019

1. How old are you?

Under 20 21 to 40 41 to 60 61+

2. Where do you live?

In Watsonville, within 0.5 miles of Downtown
 In Watsonville, further than 0.5 miles from Downtown
 Other

3. How often do you visit Downtown Watsonville?

Rarely (less than once per month)
 Sometimes (1 to 3 times per month)
 Regularly (Once per week or more)

4. Do you work in Downtown? Yes No

5. Do you own a Downtown business? Yes No

6. Please circle to indicate your level of support for the proposed improvements shown on the CIRCULATION PLAN:

6a) Travel Lanes Removal: In order to provide buffered bike lanes on...

6a.i) MAIN ST: Remove two travel lanes from Freedom Blvd to Riverside Dr

<input type="checkbox"/> 1 Strongly Oppose	<input type="checkbox"/> 2 Oppose	<input type="checkbox"/> 3 Neutral	<input type="checkbox"/> 4 Support	<input type="checkbox"/> 5 Strongly Support
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6a.ii) RODRIGUEZ ST: Remove one travel lane from W. Lake Ave to W. Beach St

<input type="checkbox"/> 1 Strongly Oppose	<input type="checkbox"/> 2 Oppose	<input type="checkbox"/> 3 Neutral	<input type="checkbox"/> 4 Support	<input type="checkbox"/> 5 Strongly Support
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6b) Parking Changes:

6b.i) LAKE AVE: Remove parking on North side between Main St and Rodriguez St and portion of South side between Brennan St and Main St

<input type="checkbox"/> 1 Strongly Oppose	<input type="checkbox"/> 2 Oppose	<input type="checkbox"/> 3 Neutral	<input type="checkbox"/> 4 Support	<input type="checkbox"/> 5 Strongly Support
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6b.ii) MAIN ST: Add some parallel parking

<input type="checkbox"/> 1 Strongly Oppose	<input type="checkbox"/> 2 Oppose	<input type="checkbox"/> 3 Neutral	<input type="checkbox"/> 4 Support	<input type="checkbox"/> 5 Strongly Support
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6c) Sidewalks Widening:

6c.i) BRENNAN ST: Widen sidewalks from 6' up to 10'

<input type="checkbox"/> 1 Strongly Oppose	<input type="checkbox"/> 2 Oppose	<input type="checkbox"/> 3 Neutral	<input type="checkbox"/> 4 Support	<input type="checkbox"/> 5 Strongly Support
---	--------------------------------------	---------------------------------------	---------------------------------------	--

6c.ii) FORD ST: Widen sidewalk from 4' to 6'

<input type="checkbox"/> 1 Strongly Oppose	<input type="checkbox"/> 2 Oppose	<input type="checkbox"/> 3 Neutral	<input type="checkbox"/> 4 Support	<input type="checkbox"/> 5 Strongly Support
---	--------------------------------------	---------------------------------------	---------------------------------------	--

6d) Bicycle Lanes: A combination of buffered bike lanes, bike lanes, and sharrows are proposed throughout Downtown to better connect Cabrillo College, Watsonville High School, and the Transit Center as well as Downtown businesses and services

<input type="checkbox"/> 1 Strongly Oppose	<input type="checkbox"/> 2 Oppose	<input type="checkbox"/> 3 Neutral	<input type="checkbox"/> 4 Support	<input type="checkbox"/> 5 Strongly Support
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6e) Intersections: Curb bulb-outs and higher visibility crosswalks are proposed at intersections to improve pedestrian access and visibility.

<input type="checkbox"/> 1 Strongly Oppose	<input type="checkbox"/> 2 Oppose	<input type="checkbox"/> 3 Neutral	<input type="checkbox"/> 4 Support	<input type="checkbox"/> 5 Strongly Support
---	--------------------------------------	---------------------------------------	---------------------------------------	--

7) Overall how do you feel about the proposed improvements shown on the CIRCULATION PLAN?

<input type="checkbox"/> 1 Strongly Oppose	<input type="checkbox"/> 2 Oppose	<input type="checkbox"/> 3 Neutral	<input type="checkbox"/> 4 Support	<input type="checkbox"/> 5 Strongly Support
---	--------------------------------------	---------------------------------------	---------------------------------------	--

8. Please circle to indicate your level of support for the proposed improvements shown on the AMENITIES PLAN.

<input type="checkbox"/> 1 Strongly Oppose	<input type="checkbox"/> 2 Oppose	<input type="checkbox"/> 3 Neutral	<input type="checkbox"/> 4 Support	<input type="checkbox"/> 5 Strongly Support
---	--------------------------------------	---------------------------------------	---------------------------------------	--

9. How can the Circulation Plan and/or Amenities Plan be improved?



18018_PREFERREDPLAN_Questionnaire.indd

Phase 3 - Questionnaire Spanish



¿QUEREMOS ESCUCHARLOS!

ABRIL DE 2019

1. ¿Cuántos años tiene?

Menos de 20 21 a 40 41 a 60 61+

2. ¿Dónde Vive?

En Watsonville, dentro de 0.5 millas del Centro
 En Watsonville, más allá de 0.5 millas del Centro
 Otro Lugar

3. ¿Con qué frecuencia visita el Centro de Watsonville?

Raramente (menos de una vez por mes)
 A veces (1 a 3 veces por mes)
 Regularmente (una vez por semana o más)

4. ¿Usted trabaja en el Centro de Watsonville?

Yes No

5. ¿Usted es dueño de un negocio en el Centro de Watsonville?

Yes No

6. Circule para indicar su nivel de apoyo a las mejoras propuestas que se muestran en el plan de circulación:

6a) Eliminación de carriles de tránsito:

Con el fin de proporcionar carriles de bicicletas con protección en...

6a.i) MAIN ST: Quitar dos carriles de Freedom Blvd a Riverside Dr

1 Definitivamente Opuesto 2 3 4 5 Definitivamente Apoyo

6a.ii) RODRIGUEZ ST: Quitar un carril de W Lake Ave a W Beach St

1 Definitivamente Opuesto 2 3 4 5 Definitivamente Apoyo

6b) Cambios de Estacionamiento:

6b.i) LAKE AVE: Quitar el estacionamiento en el lado norte entre Main St Y Rodriguez St y parte del lado sur entre Brennan St y Main St

1 Definitivamente Opuesto 2 3 4 5 Definitivamente Apoyo

6b.ii) MAIN ST: Añadir algún estacionamiento paralelo

1 Definitivamente Opuesto 2 3 4 5 Definitivamente Apoyo

6c) Ampliar las Aceras:

6c.i) BRENNAN ST: Ampliar las aceras de 6' hasta 10'

1 Definitivamente Opuesto 2 3 4 5 Definitivamente Apoyo

6c.ii) FORD ST: Ampliar las aceras de 4' a 6'

1 Definitivamente Opuesto 2 3 4 5 Definitivamente Apoyo

6d) Carriles para Bicicletas: Se propone una combinación de carriles con protección para bicicletas, carriles para bicicletas y "sharrows" a lo largo del Centro para conectar mejor a Cabrillo College, la Escuela Secundaria de Watsonville y el Centro de Tránsito, así como a los negocios y servicios del centro de la ciudad.

1 Definitivamente Opuesto 2 3 4 5 Definitivamente Apoyo

6e) Intersecciones: Se propone la extensión de rampas y cruces peatonales más visibles en las intersecciones para mejorar el acceso y la visibilidad peatonal.

1 Definitivamente Opuesto 2 3 4 5 Definitivamente Apoyo

7) En general, ¿Cómo se siente acerca de las mejoras propuestas que se muestran en el plan de circulación?

1 Definitivamente Opuesto 2 3 4 5 Definitivamente Apoyo

8. Por favor CIRCULE para indicar su nivel de apoyo para las mejoras propuestas que se muestran en el plan de Comodidades.

1 Definitivamente Opuesto 2 3 4 5 Definitivamente Apoyo

9. ¿Cómo se pueden mejorar el Plan de Circulación y/o el Plan de Comodidades?



MEMORANDUM

Date: June 14, 2018
To: Marie Mai, Callander Associates Landscape Architecture, Inc.
From: Ashley Brooks and Steve Davis, Fehr & Peers
Subject: Watsonville Downtown Complete Streets Plan – Qualitative Benefits Evaluation

SJ18-1809

The City of Watsonville was recently awarded a planning grant to develop a Complete Street Plan for the downtown area. The plan is intended to provide improvements that provide comfortable access to area shopping, services, and transit for all users, create a vibrant atmosphere, address public health issues, improve facilities for people with disabilities, and incorporate bicycle facilities in the downtown area.

There are currently two alternatives being considered. The two currently proposed cross-section alternatives are included in the attachments (existing conditions is represented in the Vehicle Oriented concept). This memorandum will qualitatively discuss the following items as they relate to each of the two alternatives.

- Vehicle Miles Traveled (VMT)
- Greenhouse Gas (GHG) Emissions
- Safety Improvements
- Health Improvements
- Bicycle/Pedestrian/Transit Mode Share Shifts

What is a Complete Street?

A complete street network is a roadway network that is safe, comfortable and convenient for users of all ages and abilities and all modes of transportation. Complete streets should provide facilities that balance the needs of pedestrians, bicyclists, transit users, goods movement and motorists. A network-based complete streets approach recognizes that, while all roadway users need to be accommodated within a given neighborhood or corridor, no single street can accommodate all transportation users at all times. Through a network-based approach, Watsonville can designate priority streets for a given mode to create a high quality experience for those users, while providing a high-quality facility for other modes on parallel but equally convenient routes.

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Build Alternatives

Callander Associates, in coordination with the City, developed two Complete Street concepts for Main Street, Rodriguez Street, and Brennan Street/Union Street as seen in the attachment. The existing roadway configuration is denoted as the Vehicular Oriented concept. The other two alternatives are called the Bike Oriented and Pedestrian Oriented concepts. Both of these alternatives generally reduce the proportion of the right-of-way devoted to vehicular uses to create space for alternative modes. **Table 1** briefly describes the two alternatives.

Table 1: Complete Street Alternatives Summary

Roadway	Existing	Alternatives	
	Vehicular Oriented	Bike Oriented	Pedestrian Oriented
Main Street	<ul style="list-style-type: none">• Keeps four travel lanes• Keeps parking• Lacks bike lanes	<ul style="list-style-type: none">• Reduces travel lanes from four to two• Adds center turn lane• Adds bike lanes• Keeps parking	<ul style="list-style-type: none">• Reduces travel lanes from four to two• Adds center turn lane• Increases sidewalk width, allows for café space• Keeps parking
Rodriguez Street	<ul style="list-style-type: none">• Has substandard bike lane width• Keeps parking	<ul style="list-style-type: none">• Reduces sidewalk and travel lane widths• Increased width of bike lanes• Moves trees to tree wells in parking zone	<ul style="list-style-type: none">• Removes parking on commercial side• Increases width of bike lanes• Reduces widths of travel lanes
Brennan Street/ Union Street	<ul style="list-style-type: none">• Keeps wide travel lanes• Keeps parking• Lacks trees	<ul style="list-style-type: none">• Removes parking on commercial side• Adds bike lanes• Adds tree wells in parking zone	<ul style="list-style-type: none">• Reduces travel lane widths• Increases width of sidewalks• Adds street trees• Reduces crosswalk widths

Source: Callander Associates, 2018.

Benefits Evaluation

Both the Bike and Pedestrian Oriented concepts provide a multitude of benefits for the community. All of the benefits mentioned below are intertwined and are dependent on one another. **Table 2** presents a brief summary of the benefits and drawbacks for each of the two alternatives compared with existing conditions.



Qualitative Benefits Evaluation

Table 2: Complete Street Alternatives Summary

Metrics	Existing		Alternatives	
	Vehicular Oriented	Bike Oriented	Vehicular Oriented	Pedestrian Oriented
Vehicle Miles Traveled (VMT)	<ul style="list-style-type: none"> The number of vehicle trips (and mileage) would remain consistent with no-build conditions 	<ul style="list-style-type: none"> ✓ Short vehicle trips (less than two miles) are more likely to be bike trips, which reduce VMT. ✓ Improved multimodal connectivity for first-mile/last-mile connections may encourage additional transit usage, potentially reducing VMT. ■ With sufficient mode shift in the downtown area, minor traffic diversions would not be expected to increase VMT. 	<ul style="list-style-type: none"> ✓ Short vehicle trips (less than two miles) are more likely to be walk trips, which reduces VMT. ✓ Improved multimodal connectivity for first-mile/last-mile connections may encourage additional transit usage, potentially reducing VMT. ■ With sufficient mode shift in the downtown area, minor traffic diversions would not be expected to increase VMT. 	<ul style="list-style-type: none"> ✓ Short vehicle trips (less than two miles) are more likely to be walk trips, which reduces VMT. ✓ Improved multimodal connectivity for first-mile/last-mile connections may encourage additional transit usage, potentially reducing VMT. ■ With sufficient mode shift in the downtown area, minor traffic diversions would not be expected to increase VMT.
Greenhouse Gas (GHG) Emissions	<ul style="list-style-type: none"> ■ Levels of gas emissions would remain consistent with no-build conditions 	<ul style="list-style-type: none"> ✓ The enhanced multimodal facilities will encourage bicycling, which reduces GHG emissions. ■ With sufficient mode shift in the downtown area, minor traffic diversions and reduced travel speeds would not be expected to increase GHG emissions. 	<ul style="list-style-type: none"> ✓ The enhanced multimodal facilities will encourage walking, which reduces GHG emissions. ■ With sufficient mode shift in the downtown area, minor traffic diversions and reduced travel speeds would not be expected to increase GHG emissions. 	<ul style="list-style-type: none"> ✓ The enhanced multimodal facilities will encourage walking, which reduces GHG emissions. ■ With sufficient mode shift in the downtown area, minor traffic diversions and reduced travel speeds would not be expected to increase GHG emissions.
Safety	<ul style="list-style-type: none"> ✗ Vehicles are more likely to travel at higher speeds with multiple or wide lanes resulting in decreased safety for all modes. ✗ On Rodriguez Street, the narrow bicycle facilities adjacent to a seven-foot parking lane is likely to result in vehicle doors blocking the bicycle lane for bicyclists. 	<ul style="list-style-type: none"> ✓ Bicyclists would have a separated space from vehicles. ✓ Updated roadway lighting and green bicycle lanes will enhance bicyclist visibility. ✓ Person-scale lighting will enhance visibility for bicycling and accessing bicycle parking. ✓ A two-way left-turn lane on Main Street would be expected to reduce the number of rear end collisions because left-turning vehicles would not be mixed with the through vehicle stream, but could result in some increase in head-on collisions between turning vehicles. 	<ul style="list-style-type: none"> ✓ Updated roadway lighting and green bicycle lanes will enhance bicyclist visibility. ✓ Person-scale lighting will enhance visibility for bicycling and accessing bicycle parking. ✓ On Brennan Street/Union Street, the addition of street trees will beautify the corridor and provide a buffer from vehicles which makes pedestrians feel safer. ✓ A two-way left-turn lane on Main Street would be expected to reduce the number of rear end collisions because left-turning vehicles would not be mixed with the through vehicle stream, but could result in some increase in head-on collisions between turning vehicles. 	<ul style="list-style-type: none"> ✓ Research shows that regular physical activity, including use of active transportation modes, improves health and reduces risk of death in people of all ages. ■ The health of nearby residents would remain consistent with current conditions.
Health		<ul style="list-style-type: none"> ✓ Research shows that regular physical activity, including use of active transportation modes, improves health and reduces risk of death in people of all ages. ✓ Nearby residents would feel more comfortable biking to downtown. ✓ Exposure to vehicle pollution is reduced with increased biking, leading to a reduction in vehicle trips. ✓ Improved bicycle facilities reduce level of traffic stress (LTS), encouraging increased usage. ✓ Providing better bicycle facilities also provides better access to transit, which may result in an increase in transit usage. 	<ul style="list-style-type: none"> ✓ Research shows that regular physical activity, including use of active transportation modes, improves health and reduces risk of death in people of all ages. ✓ Nearby residents would feel more comfortable walking to downtown. ✓ Exposure to vehicle pollution is reduced with increased biking or walking leading to a reduction in vehicle trips. ✓ Additional pedestrians are likely to circulate around the downtown area if improved facilities are present. ✓ Providing better pedestrian facilities also provides better access to transit, which may result in an increase in transit usage. 	
Bicycle/Pedestrian/Transit Mode Shifts				

Notes: ✓ Benefit ✗ Drawback ■ Neutral or undetermined

Source: Fehr & Peers, 2018.

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Vehicle Miles Traveled (VMT)

For purposes of this qualitative discussion, Vehicle Miles Traveled indicates the total number of miles traveled by users in motor vehicles through the downtown area. If any one of the proposed roadways moves from existing conditions to the Bike or Pedestrian Oriented concepts, VMT would be expected to decrease overall by facilitating a shift of local trips from the vehicular mode to the bicycle or pedestrian modes.

According to research documented in the Journal of American Planning Association (APA)¹, pedestrian network improvements resulted in various results for neighborhood type: no effect of sidewalk width on VMT, 0.02 percent decrease in VMT for increase in sidewalk length, and 0.05 percent decrease in VMT for a one percent increase in sidewalk-to-street ratio. Using the last of these findings from the Journal of APA, as the sidewalk-to-street ratio is proposed to increase by approximately 80 percent along Main Street in the Pedestrian Oriented concept, VMT within the corridor could be expected to decrease by up to four percent.

It can be expected that people will utilize walking for trips of up to one-half mile and bicycling for trips of up to three miles in each direction. If ten people switched from driving to walking for a one-mile round-trip commute as a result of pedestrian facility upgrades, that would result in 2,500 fewer miles driven within Watsonville per year. Similarly, if ten people switched from driving to bicycling for a six-mile round-trip commute as a result of bicycle facility upgrades, that would result in 15,000 fewer miles driven.

If the Main Street Bike or Pedestrian Oriented concept is constructed, through vehicle lanes will be reduced from four to two, which may result in some traffic diversion. Assuming sufficient mode shift is achieved in the downtown area, traffic diversions would not be expected to increase VMT.

Greenhouse Gas Emissions (GHG)

Greenhouse gas emissions are anticipated to change in similar ways to VMT, decreasing by a greater amount if more trips are shifted from the vehicular mode to the bicycle or pedestrian modes. According to research performed in Montreal, a two percent reduction in GHG emissions was found to result from a seven percent increase in the length of the bike network indicating that building bicycle facilities leads to an increase in

¹ Ewing, R., and Cervero, R., "Travel and the Built Environment - A Meta-Analysis." Journal of the American Planning Association, (2010). Table 4. via Handy, Sciara. 2014. "Impacts of Pedestrian Strategies on Passenger Vehicle Use and Greenhouse Gas Emissions."

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bicycle mode share and a decrease in GHG emissions.² According to the Power to the Pedals article from the WorldWatch Institute, a bicycle commuter in the United States who rides four miles to work, five days a week, avoids about 2,000 pounds of CO₂ emissions each year. Providing enhanced bicycle infrastructure is typically the most effective means to incentivize travel via bicycle and realize these reductions in GHG emissions.

Assuming sufficient mode shift is achieved in the downtown area, traffic diversions or decreases in average travel speeds would not be expected to result in an overall increase in GHG emissions.

Safety Improvements

People are more likely to bike or walk if they feel safe doing so. The Bike and Pedestrian Oriented alternatives each introduce many safety enhancements. Under both concepts, the vehicle travel lanes will be reduced in width with the goal of reducing vehicle travel speeds, reallocating space in the right-of-way for bicycle and pedestrian use, reducing exposure for pedestrians making crossings, and improving overall comfort for active transportation users.

There are many pedestrian enhancements proposed under the Pedestrian Oriented concept, some of which are also proposed as part of the Bike Oriented concept. Sidewalks are an important element of the pedestrian network, providing a safe and comfortable path of travel for pedestrians. Widening sidewalks and providing physical separation or landscape buffer between pedestrians and vehicles allows for more comfortable pedestrian travel. Additionally, the implementation of treatments such as curb extensions, median refuge islands, and enhanced pedestrian crossings would all be anticipated to provide comfort and safety benefits while reducing exposure for pedestrians.

Similarly, many bicycle enhancements are proposed under the Bicycle Oriented concept, some of which are also proposed as part of the Pedestrian Oriented concept. Bicycle-specific infrastructure, including improved bike lanes and bike boxes, can help improve the safety and comfort of bicyclists. These facilities provide designated space on the roadway for bicyclists to travel, encouraging more predictable behavior by both drivers and bicyclists while improving the feeling of comfort for bicyclists.

² Seyed Amir H. Zahabi, Annie Chang, Luis F. Miranda-Moreno, Zachary Patterson. Exploring the link between the neighborhood typologies, bicycle infrastructure and commuting cycling over time and the potential impact on commuter GHG emissions. *Transportation Research Part D: Transport and Environment* Volume 47, August 2016, Pages 89–103

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Health Improvements

Providing public transit access and safe bicycling and walking routes provides opportunities for residents to walk and bike for transportation and recreation. Increased activity leads to a lower risk of being overweight, improved heart health, and improved mental state. Both the Bike and Pedestrian Oriented concepts provided safer opportunities for residents to bike or walk to and through the downtown area.

According to the attached Air Resources Board's *Health Benefits of Physical Activity* fact sheet³, the risk of suffering a stroke, heart attack, being diagnosed with diabetes, and overall mortality is reduced by approximately 10% in adults who commute by walking or biking. The Air Resource Board also states that adults living in highly walkable neighborhoods on average walk and bike more and have lower disease risk and improved heart health.

Providing pedestrian and bicycle facilities allows people to have healthier lifestyles through increased access to physical activity and active transportation, decreased incidence of serious or fatal injury, and reduced exposure to pollutants.

Bicycle/Pedestrian/Transit Mode Share Shifts

Based on community feedback, it is our understanding that many Watsonville residents regularly travel to the downtown area, particularly Watsonville Plaza. While many nearby residents indicated that they do walk to downtown, a notable portion indicated that they utilize automobiles. Biking and walking would be expected to remain relatively undesirable modes of transportation if the existing roadway configuration were to be maintained. The narrow sidewalks and lack of pedestrian lighting, highly-visible crosswalks, and shade do not encourage residents to walk to and around downtown.

With enhanced bicycle and pedestrian features, it is anticipated that there will be an increased desire to access the downtown area using active transportation modes. According to research documented in the Journal of American Planning Association (mentioned above), pedestrian network improvements resulted in:

- Increases in walking of 0.09 percent to 0.27 percent increases per 1 percent increase in sidewalk coverage, length, or width, and

³ Air Resources Board Facts about Health Benefits of Physical Activity, October 23, 2015.

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- Increases in walking of 0.12 percent for work trips to 0.18 for non-work trips per 1 percent increase in pedestrian environment quality.

In other words, a 50 percent increase in width as proposed as part of the Pedestrian Oriented concepts along Main Street and Brennan/Union Streets would be anticipated to result in a 5-13 percent increase in walking along those corridors. It is anticipated that this shift would be accompanied by a reduction in parking demand due to local trips being shifted to active modes.

Similarly, without desirable bicycle facilities, only the so-called "strong and fearless" bicyclists who feel comfortable sharing a travel lane with vehicles will use the roadway. Providing separate facilities for bicyclists encourages bicyclists of all ages and abilities to bike instead of drive.

According to research performed in Montreal, bicycle facilities that lower the level of traffic stress and/or improve access to destinations were shown to increase cycling in urban and urban-suburb neighborhoods. A statistically significant association between bicycle infrastructure accessibility and bike mode choice was found where a 1 percent increase in accessibility results in a 3.7 percent increase in cycling.

Transit relies on people being able to get to and from transit stops and stations safely and easily. Improving walking and bicycling access to transit are necessary for a successful transit system. Although transit ridership may or may not increase as a part of the two alternatives, providing safer access will benefit all users, including youth, aging adults, and people with disabilities. Transit agencies and their jurisdictions can improve safety and increase public transportation use by approaching transit service as door-to-door, not just stop-to-stop.⁴ Building better pedestrian and bicycle facilities, such as the ones proposed under either alternative, will improve the door-to-door experience and incentivize residents to walk or bike as a first-mile/last-mile connection to transit.

In general, vehicle trips of less than two miles are most likely to shift from vehicles to biking or walking. Although it is difficult to determine the exact amount of mode shift which may occur under either the Bike or Pedestrian Oriented concepts, it is unlikely that any significant mode shift could be realized if the existing roadway conditions remain.

⁴ Nathan McNeil, Jennifer Dill, Drew DeVitis, Russell Doubleday, Allison Duncan, Lynn Weigand. Manual on Pedestrian and Bicycle Connections to Transit. Federal Transit Administration, August 2017.

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Metrics to Evaluate Before and After

Shown in **Table 3** are some potential metrics to evaluate the effects of improved multimodal access, environment, safety, and public health. These metrics can be utilized to evaluate the existing conditions and compare or contrast them with forecasted conditions based upon modeling outputs or post-implementation conditions after project construction.

Table 3: Complete Street Improvement Metrics

Measure	Metrics
Multimodal Access	
Vehicle trips	<ul style="list-style-type: none">• Vehicle trips as portion of total trips into downtown• Traffic counts• Parking occupancy
Bicycle trips	<ul style="list-style-type: none">• Bicycling trips as portion of total trips into downtown• Participation in bicycling events
Walking trips	<ul style="list-style-type: none">• Walking trips as portion of total trips into downtown
Environment	
Greenhouse Gas Emissions (GHG)	<ul style="list-style-type: none">• Vehicular travel time along corridors• Air toxins and Clean Air Act contaminants along roadway segments
Vehicle Miles Traveled (VMT)	<ul style="list-style-type: none">• Vehicle Miles Traveled (VMT) per capita – survey trip lengths by mode• Big data outputs (such as Streetlight Data) measuring number and length of trips
Safety	
Collisions	<ul style="list-style-type: none">• Number of fatal collisions• Number of injury collisions
Public Health	
Health Records	<ul style="list-style-type: none">• Percentage of heart-related illnesses within two miles of downtown• Percentage of obesity for residents living within two miles of downtown• Number of bicycle or pedestrian trips versus vehicle trips to downtown

Source: Fehr & Peers, 2018.

Attachments:

Attachment A: Concept Alternative Cross-sections

Attachment B: Air Resource Board – Health Benefits of Physical Activity

Attachment A

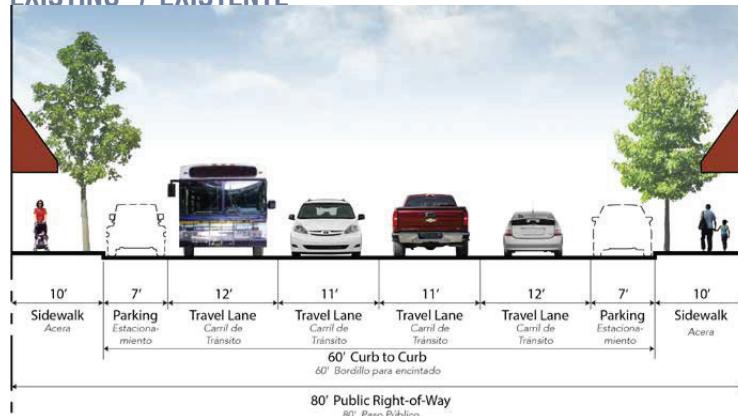
Concept Alternative Cross-sections

Qualitative Benefits Evaluation

MAIN STREET

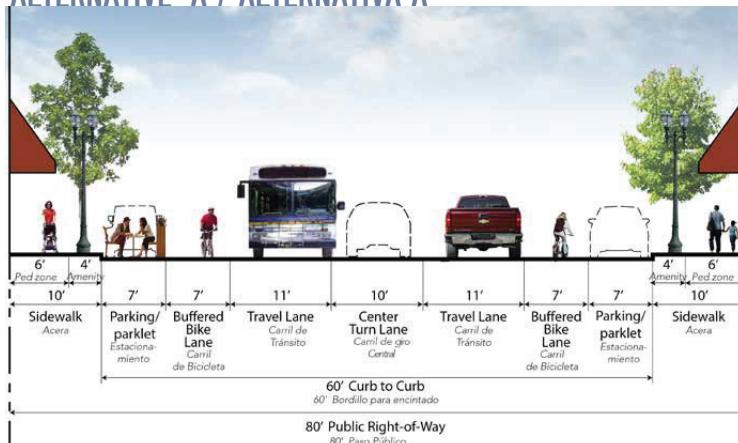
EXISTING / EXISTENTE

- Keeps 4 travel lanes
- Keeps parking
- Lacks bike lanes
- Mantiene 4 carriles de tránsito
- Mantiene estacionamiento
- Falta de carriles para bicicletas



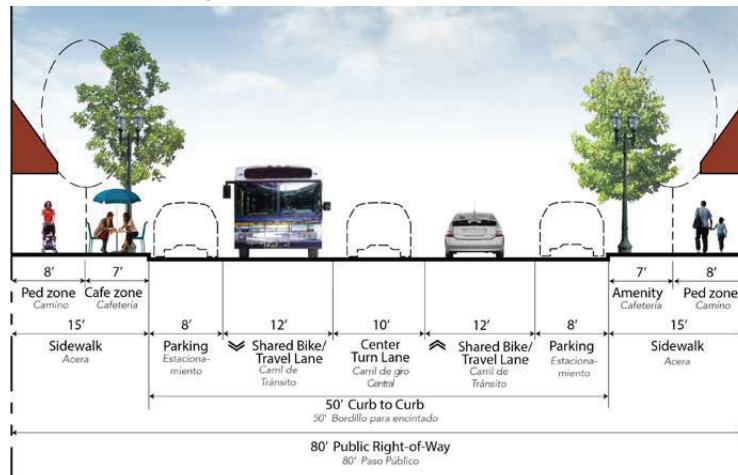
ALTERNATIVE A / ALTERNATIVA A

- Reduces travel lanes from 4 to 2
- Adds center turn lane
- Adds buffered bike lanes
- Keeps parking
- Allows for parklets in lieu of parking stall
- Reduce los carriles de tránsito de 4 a 2
- Agrega carril central de giro
- Agrega carriles para bicicletas
- Mantiene estacionamiento
- Spanish....



ALTERNATIVE B / ALTERNATIVA B

- Reduces travel lanes from 4 to 2
- Adds center turn lane
- Increases sidewalk width, allows for outdoor cafe space
- Keeps parking
- Reduce los carriles de tránsito de 4 a 2
- Agrega carril central de giro
- Aumenta lo ancho de la acera, permite espacio para un café
- Mantiene estacionamiento



STREET DESIGN OPTIONS / OPCIONES DE DISEÑO PARA LA CALLE

DOWNTOWN WATSONVILLE COMPLETE STREETS PLAN / PLAN DE CALLES COMPLETAS DE WATSONVILLE

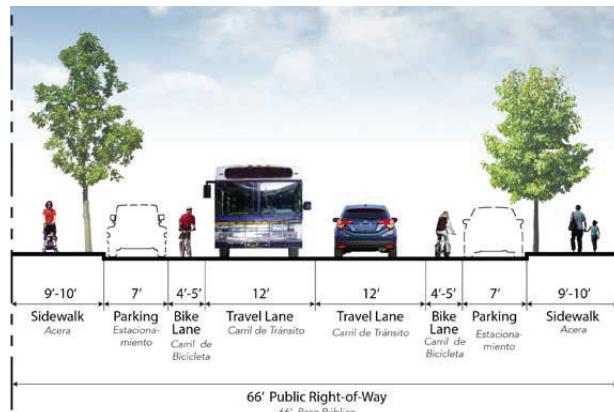


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May 25, 2018

RODRIGUEZ STREET

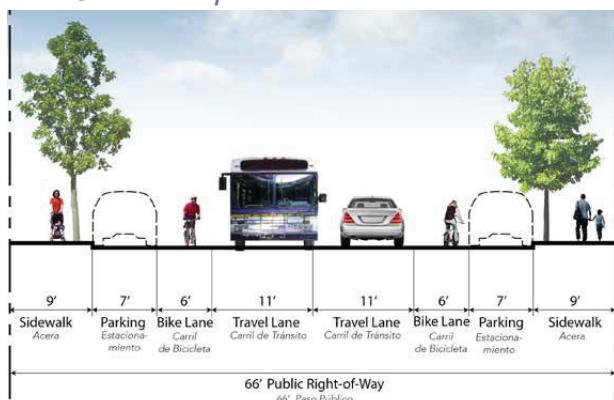
EXISTING / EXISTENTE

- Has substandard bike lane width
- Keeps parking
- Has adequate sidewalk widths
- Lo ancho del carril para bicicletas es inferior al estándar
- Mantiene estacionamiento



TRANSIT CENTER/

- Reduces travel lane widths
- Increases width of bike lanes
- Reduce lo ancho de los carriles de tránsito
- Aumenta lo ancho de los carriles para bicicletas



LIBRARY/

- Removes parking on commercial side
- Increases width of bike lanes
- Reduces widths of travel lane
- Elimina el estacionamiento en el lado comercial
- Aumenta lo ancho de los carriles para bicicletas
- Reduce lo ancho de los carriles de tránsito



STREET DESIGN OPTIONS / OPCIONES DE DISEÑO PARA LA CALLE

DOWNTOWN WATSONVILLE COMPLETE STREETS PLAN / PLAN DE CALLES COMPLETAS DE WATSONVILLE

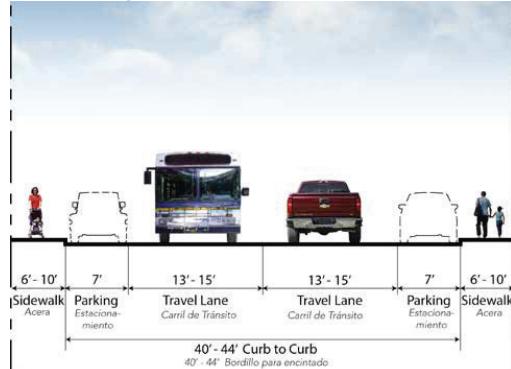


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May 25, 2018

BRENNAN STREET/UNION STREET

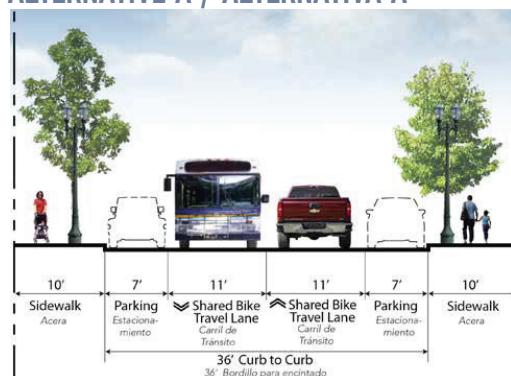
EXISTING / EXISTENTE

- Keeps wide travel lanes
- Keeps parking
- Lacks trees
- Mantiene lo ancho de los carriles de tránsito
- Mantiene estacionamiento
- Falta de árboles



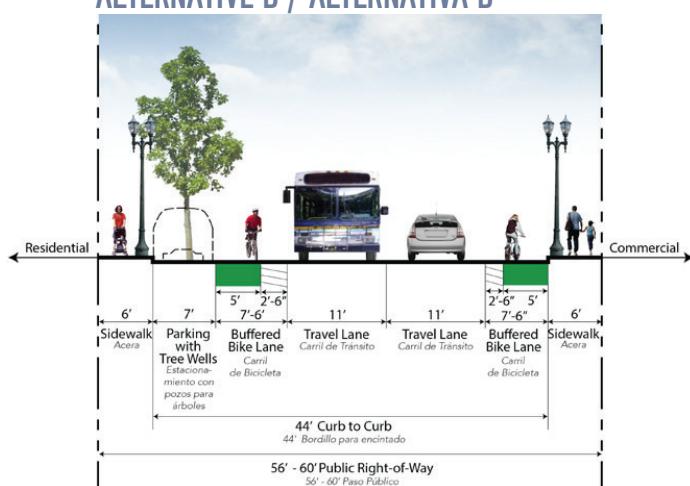
ALTERNATIVE A / ALTERNATIVA A

- Reduces travel lane widths
- Increases width of sidewalks
- Adds street trees
- Reduces crosswalk distance with addition of curb extensions
- Reduce lo ancho de los carriles de tránsito
- Aumenta lo ancho de las aceras
- Agrega árboles
- Reduce lo ancho del cruce peatonal



ALTERNATIVE B / ALTERNATIVA B

- Removes parking on commercial side
- Adds bike lanes
- Adds tree wells in parking zone
- Elimina el estacionamiento en el lado comercial
- Agrega carriles para bicicletas
- Aumenta lo ancho de los carriles para bicicletas
- Agrega pozos para árboles en la zona de estacionamiento



STREET DESIGN OPTIONS / OPCIONES DE DISEÑO PARA LA CALLE

DOWNTOWN WATSONVILLE COMPLETE STREETS PLAN / PLAN DE CALLES COMPLETAS DE WATSONVILLE



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Attachment B

Air Resource Board – Health Benefits of Physical Activity

Qualitative Benefits Evaluation

California Environmental Protection Agency | **AIR RESOURCES BOARD**

FACTS ABOUT

Health Benefits of Physical Activity

Implications for Sustainable Communities

Why are physical activity and exercise important for public health?

Research shows that regular physical activity improves health in people of all ages and is one of the most important lifestyle choices that we can make. Physical activity:

- Improves heart and lung function and muscular fitness, strengthens bones, and helps individuals maintain a healthy weight.
- Decreases the risk of heart disease, stroke, type 2 diabetes, and colon and breast cancer.
- Improves mental function, sleep quality, and reduces symptoms of depression.

While maintaining a healthy level of physical activity has benefits, it is important to be aware of the potentially harmful effects of exercising in high air pollution areas as well as the numerous steps you can take to minimize your personal exposure (see text box).

How much physical activity is necessary to substantially improve health?

- Children and adolescents require 60 minutes or more per day of physical activity, including muscle and bone strengthening activities at least three days per week.
- Adults require at least 150 minutes of moderate intensity activity or 75 minutes of vigorous intensity activity a week.
- Adults over the age of 65 can follow the same guidelines, with the addition of exercises designed to reduce the chance of falls, and they should consult with their physician to determine their ability to perform physical activity safely.

How could changes in our community environment improve our physical activity levels and health?

Increasing public transit access and safe bicycling routes provides opportunities for residents in these communities to walk and bike for transportation and recreation. Research has also been shown that improved access to green spaces, such as parks and nature trails, increases children's physical activity levels. Some of the benefits include:

- Children who bike to school are more fit and have a lower risk of being overweight (Figure 1).
- Adults living in highly walkable neighborhoods on average walk and bike more and have lower disease risk and improved heart health.
- Adults who commute by walking or biking lower their risk of suffering a stroke, heart attack, being diagnosed with diabetes, and overall mortality (Figure 2).

Ways to minimize air pollution exposure while being physically active outdoors:

1. When walking or biking, select low-traffic roads just a block or so off of major roadways.
2. Walk on sidewalk away from street curbs, closer to buildings.
3. Walk on side of street upwind from traffic.
4. Avoid exercising on summer afternoons when ozone pollution is highest.
5. Shift outdoor activity to a park environment when possible to reduce particle exposure.
6. In planning your route, take advantage of community designs, such as solid or vegetative barriers that separate cyclists and pedestrians from vehicle traffic.



Qualitative Benefits Evaluation

What effect does air pollution have on us when we are physically active outdoors?

Although air pollution is a concern when exercising outdoors, many studies emphasize that the benefits of physical activity outweigh the negative impacts of low to moderate air pollution exposure and encourage people of all ages, even those with chronic medical conditions, to participate in an appropriate amount of daily physical activity.

At the same time, studies in healthy and asthmatic children and adults have found that exposure to air pollution while being physically active can cause breathing difficulties, and increase lung inflammation and asthma symptoms. Considering these effects of air pollution, we all should minimize our air pollution exposure whenever possible. Sensitive populations should be aware of pollution levels when planning outdoor physical activity by reviewing the air quality forecast. Air quality forecasts in your region are found at www.airnow.gov. Additional air quality information can be found at your local *Air Quality Districts*.

For more information on physical activity recommendations see the links below:

- [Physical Activity Guidelines for Americans](#)
- [Nutrition Education and Obesity Prevention](#)
- [Nutrition and Physical Activity Initiative](#)

For more information on community design and health see the links below:

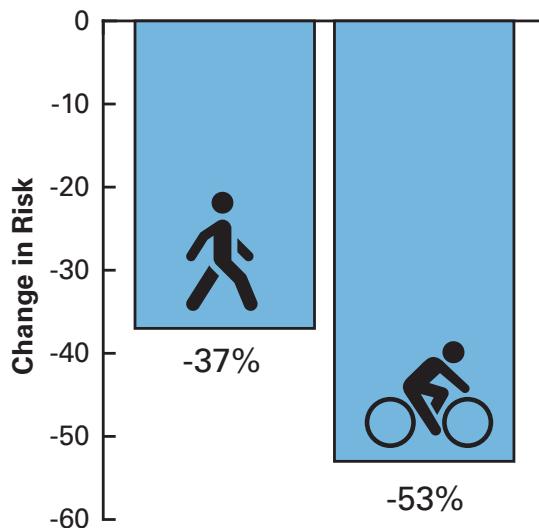
- [Active Living Research: Promoting Activity-Friendly Communities](#)
- [CDC's Healthy Community Design Initiative](#)
- [American Planning Association's Healthy Community Design Toolkit](#)

For more information

Please contact the ARB's Helpline at (800) 242-4450 or visit us at www.arb.ca.gov.

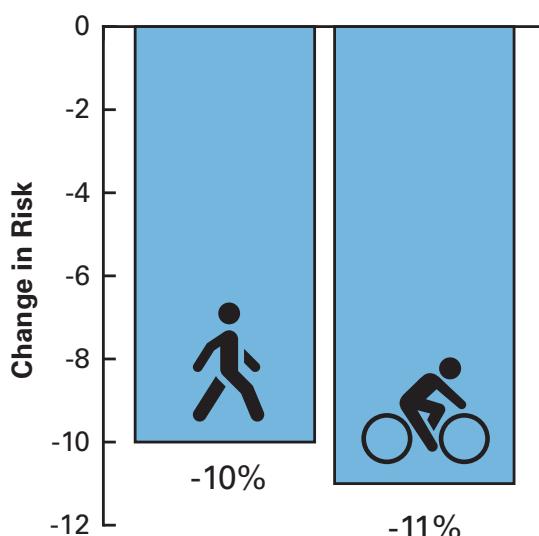
To obtain this document in an alternative format or language please contact the ARB's Helpline at (800) 242-4450 or at helpline@arb.ca.gov. TTY/TDD/ Speech to Speech users may dial 711 for the California Relay Service.

Figure 1: Reduced risk of being overweight in children who walk or bike to school



Reference: Ostergaard, et al. Journal of Physical Activity and Health 2012; 9: 5.

Figure 2: Reduced risk of death in adults who walk or bicycle to work



Reference: Kelly, P, et al. International Journal of Behavioral Nutrition and Physical Activity 2014; 11:1

What research is ARB doing in this area?

ARB is currently involved in many projects related to the interaction between physical activity, air pollution, community design and health. For a list of completed and current sustainable communities research projects, visit www.arb.ca.gov/research/sustainable/sustainable.htm

Caltrans Comments | May 28, 2019

#	Location CS Recommendations	Location specific Caltrans Comments on CS	CALA Comments
1	Main Street General Improvements	4 lane to 2 lane proposal requires detailed operational analysis. Although according to 25mph speed limit, 11ft lanes are allowed, but verification of truck volume is still needed. 12 ft lanes are recommended. Recommend that the traffic operations Scope of Service be reviewed by CT prior to RFP release. TASAS collision data needed for all traffic operations improvements, spot and project limits.	Detailed operational analysis will be conducted after Complete Streets Plan Completion
a.	back-in angled parking	Not approved on state right of way.	Back-in Angled Parking not proposed within State ROW
b.	Bike Lane with buffer - sharrows	Counts across required for all modes. Detailed and specific location TASAS collision data required.	Counts will be conducted after Complete Streets Plan Completion
c.	Dashed green bike lane at vehicular merging areas	We're ok with green paint. Striping detail will require approval from District Traffic Safety. Maintenance agreement required.	Noted
d.	Left Turn Queue Box	Bike box ok.	Noted
e.	Curb Extension	Must Meet truck turning templates, design requirements	Noted
f.	Curb Ramp	Must Meet ADA requirements.	Noted
g.	Stop Bar	Must meet MUTCD requirements.	Noted
h.	High Visibility Crosswalk pavement	Red color must meet MUTCD and ADA requirements.	Noted
i.	Pedestrian Refuge Island	This pedestrian refuge island is connected with midblock crosswalk approval.	Noted
j.	Midblock crosswalk with high visibility pavement and pedestrian activated RREB-Midblock Yield Line	In order to aid midblock engineering, the city needs a detailed engineering study. Must document justification. Approval by Caltrans District traffic safety engineer required. ADA requirements will be reviewed for all pedestrian and bike improvements.	No new proposed mid-block crossing within State ROW
k.	Ornamental metal fence to deter jaywalking	Caltrans will need to review for Manual for Assessing Safety Hardware (MASH) compliance, site distance, design standards. Maintenance agreement required.	Noted
l.	Palm trees in median	This plan does not show palm trees within state ROW. However, no palm trees in state right of way (median) are authorized. Any maintenance on trees would require lane closure effecting state highway operations.	Noted

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Reflecting input from 4/13 Farmer's Market, 4/18 Stakeholder Meeting, 4/22 Day of the Child, and employee survey results

Total returned surveys: 185

(some respondents skipped questions)

Questionnaire Responses

Question #1: How old are you?

Options	Tally
Under 16	15
16 to 20	3
21 to 30	35
31 to 55	90
55+	40

Question #2: How often do you typically visit downtown Watsonville?

Options	Tally
5 or more times a week	75
2 to 4 times a week	42
Once a week	31
Every few weeks	12
Monthly	17
Never	8

Question #3: When do you primarily visit downtown?

Options	Tally
Weekends	43
Weekdays	53
Both	83
Never	5

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Question #4: How do you typically get to downtown Watsonville?

Options	Tally
Walk	69
Bike	7
Public Transportation	10
Drive	129
Other	3

- I drive through it
- Special Events
- I don't visit downtown

Question #5: Where is your favorite place to go in downtown Watsonville?

- **Farmers Market** (VVVVVVVVVVVVVV)
- **Plaza** (VVVVVVVVVVVVVVVVVV)
- **Jaliscos** (VVVVVVVV)
- La Placita (VVV)
- Goodwill (VV)
- Digital Nest (VV)
- 2nd St Café (VVV)
- Parks (VV)
- Downtown (VV)
- **Public Library** (VVVVVVV)
- No favorite place (VVV)
- **Taylor's Hot dogs** (VVVVVVV)
- City hall (VVVV)
- Discount Mall (VV)
- ACE hardware (VVVVV)
- Subway (VV)
- El Frijolito (VVVVV)
- **Restaurants / food** (VV, Ice cream place, Appleton Grill, Super Taqueria, Quetzal, Dinner or lunch at local restaurants such as Delicias, La Rosa, Near the Plaza lots of restaurants in proximity, Only locations I visit down town are food locations, la fuente, or 2nd St. Café, Domino's Pizza, La Fondita Mexican Restaurant, La Perla del Pacifico,
- **Stores / businesses** (hair cut salon, Beach Video, Forever Fly Skate, Watsonville Yoga, Thrift Store, Fatima's Fine Jewelry, The Bean, Target shopping center, Herbalife, la mens wear, Yamashita Market, Hardware & auto parts stores, Target, Arcadia's, Kelly's, El Alteno, Yoga Studio)
- Any store or food
- I like some of the Mexican restaurants...though as we all know not many choices around here.
- Moreland Notre Dame School
- Post office
- Castillo College
- Cabrillo College

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- Youth Center
- The YMCA
- St. Patrick's Church
- Transit Center
- Grass area
- Union St
- Plaza Vigil
- Fee Market [sic]
- Ride to and through the whole town
- Main & Second
- Walking by the wetlands
- Put more lights
- Pinto Lake
- I don't like downtown as it doesn't really have anything of interest and there are a lot of cars and narrow sidewalks.
- Plaza Vigil
- The hole in the wall.
- I feel the farmers market should expand more by having more vendors selling more produce and fruit.
- Square

Question #6: What location(s) do you think are most problematic?

- **Main St, traffic**
- Main St, crossing 4 lanes
- Main St traffic after 5pm and am sometimes
- Main St, crosswalks not close enough
- Main @ Plaza area
- Main St, over populated in cars
- Main Street, There's traffic/busy street
- Main between W Lake & W Beach, people don't stop
- Main St., too many stops
- Main & Auto Corner Dr/Not good entrance for Grocery Outlet
- Freedom & mall, traffic lights
- Anywhere w/ holes in the pavement
- No
- East Lake
- Brennan, too much traffic too fast
- **Too much traffic**
- Plaza, traffic
- E. Lake & Lincoln/traffic
- Plazita/too much traffic, less parking
- Lights at Beach and E Lake long and congested
- Union/Riverside Inter., delays, parking, turns
- St Patrick's, too much traffic
- Traffic passes by fast
- E. Lake because of traffic

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- 2nd to Walker, traffic blocks
- Between bus station and library, traffic
- The street, **a lot of cars**
- The parking lot, there are a lot of cars
- Parking, too many old creepy guys, no parking
- Watsonville Yoga, parking is very limited
- Post Office location, a lot of traffic to access parking lot
- The Library, there are a lot of cops
- The library because I feel safe
- Pizza cause it's good [sic]
- Maple Ave, lots of people, main roads
- The light at Maple St. changes too fast.
- Kearney & Rodriguez
- 5th Street
- **Rodriguez** needs for lighting
- Rodriguez & beach, hard to cross & there is not a direction at light
- Rodriguez & W Lake, people crossing when they shouldn't
- Bus station, Greyhound at night is scary
- Watsonville High School, When high school students get out they don't respect ped laws
- Mostly pedestrians doing wrong thing
- People not using crosswalk by CVS
- Cross walks (Crossing button is misplaced, is confusing
- They don't respect the signals
- The sidewalk is broken
- When you cross the street

Question #7: What route do you take through downtown Watsonville?

- **Rodriguez St** (21 responses)
- **Main St** (58 responses)
- **Union Street** (18 responses)
- **Riverside Dr** (15 responses)
- Brennan Avenue (6 responses)
- Second Street (9 responses)
- **East Beach Street** (17 responses)
- Freedom Boulevard (9 responses)
- East Lake Avenue (9 responses)
- Green Valley (4 responses)
- West Lake (2 responses)
- W. Beach (5 responses)
- Walker St. (4 responses)
- Pennsylvania
- Ohlone Parkway
- Riverside Dr. Needs a bike path
- Usually Main, but will use Rodriguez and Union/Brennan sometimes to avoid traffic.
- Back roads

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- I find that many people use Main Street to travel through downtown Watsonville on their way to somewhere else, rather than traveling to downtown Watsonville for visiting a place to work, shop or play. When I visit places downtown by car, I often use Union and Brennan Streets. If on foot, I'll typically walk along Main Street. There are few reasons to drive, walk or bike along Rodriguez Street, unless I'm leaving the area.
- B Lake
- BEACH/LAKE
- I try to avoid the main streets and use the freeway or 129 to go around the outskirts of town or Airport/College Rd to go around that way
- Lake, Airport
- We use Ohlone Prkwy to Beach St to Main
- Lincoln St.
- Riverside HWY 129
- When driving east on Riverside Dr, there is little time to turn left (north) onto Main St because the signal does not stay green very long and cars going north on Main St and turning right (west) on Riverside Dr run the light and delay me in making my turn.
- Intersection of Main & Riverside
- Around second and Main
- Cabrillo College
- None
- Goodwill is the worse
- Post office
- The corridor from W. Beach to Freedom Blvd. via Main Street
- Main Street from Second Street to Fifth Street; there are a lot of cars and no left turn lanes, which causes backups on Main Street
- Parking on Main St.
- Main St and Rodriguez are constantly congested. Lots of people who are extremely impatient both pedestrians and drivers.
- Riverside Dr after 4:30
- Finding parking
- East Beach Street and Union Street during lunch with heavy pedestrian traffic as well as vehicles. Everyone is in a hurry to get to their next location.
- Narrow roads on Main Street (vehicles pass really close to parked cars, not to mention when they try to park without notice), pot holes throughout the City, the left turn off Main St onto Freedom Blvd. is heavy congested as a result only one lane is available to continue on Main St (towards City Hall). Also, many drivers drive well over the speed limit. In addition, getting out of City Hall parking is hard, drivers speed and do not let you pass. Within a two year period only twice has a driver kindly let me exit out of the City Hall parking lot. Crosswalks throughout the City are dangerous for pedestrians and motorists.
- All of down town
- Main Street, from Riverside to East Beach, has become very difficult to drive through. It is always a challenge to navigate the extended curbs, median, and avoid not getting into an accident with vehicles pulling out from parking spots. Furthermore, I feel like I am going to sideswipe just about every car when driving through this section.
- Crosswalks are terrible. Feel very unsafe, even with recent improvements speeding and distracted driving is a big issue

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- All streets when crossing
- Intersection between Main and Central Avenue
- I feel like Main St
- Three county hotels
- Downtown Watsonville is easy to get to by car, not so easy by bicycle however.
- One way streets and pedestrian crossings
- Fridays, getting down town because of Farmers Market, need to take different routes.
- NONE
- Sometimes Main street where the jewelry store and Civic Plaza are located due to high traffic. (Mostly in the afternoon hours)
- First
- "Riverside Dr: Blackburn to Main St. Main St: PAjaro Bridge to Ohlone Pkwy."
- Dominos parking is the worst
- Crossing any street. Stoplights are risky in a car.
- Each from walker to union east lake ave from union to walker, riverside drive from walker to bridge street
- Many intersections, due to long waits for the "walk" sign.
- Around the plaza, east beach, wells fargo when the Farmers Market is open - Friday Afternoons, therefore I avoid downtown when the Farmers Market is open.
- West Beach-Union St
- The Plaza because of homeless people congregating there which does not help them, or the rest of us... huge deterrent for downtown.
- Occasionally, finding parking near City Hall
- Lake Street, Beach street
- None. It's easy to navigate
- Union on Friday's only because I forget about the Farmers Market and that street being closed.
- East and West Beach, West and East lake, Riverside HWY 129, Freedom BLVD.
- Lincoln

Question #8: How would you describe traffic congestion in downtown?

Options	Tally
Congested	86
Manageable	79
Not a problem	16

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Question #9: Do you have any other thoughts on how to improve downtown streets?

- “Safe at Night!”
- Watsonville keeps it safe!
- Sync up traffic lights
- More time on the light on Senafors. Bakes lines
- **Ped Safety: crosswalks** that are clearer.
- Need to place warning message at crosswalks and corners: “Look both ways before crossing” in English and Spanish
- Midblock lights: Schools, Safeway
- We need a stop sign on Main St & Watson
- **More ped friendly and bike friendly**
- Lights and crosswalks (we have them) but so many people in a hurry not paying attention to pedestrians
- Bring in more commercial stores. Provide more housing Downtown as that will bring in more people.
- Yeah to not throw trash
- It would be nice if there were bike routes/paths through the city. I would ride my bike to work every day if that was the case.
- Increase signage, speed bumps, lower speed limit, more crosswalks
- Side streets to main street need **better lighting**
- Add more light, Do more education on pedestrians crossing where/when they should & staying off phones
- Less cars
- **Need more pedestrian warning lights.** Like the one on Main St & Riverside.
- Bike lanes?
- More trash cans!
- Tree trimming, planters, lighting, illumination, street cleaning, homeless moved thru city, bring new businesses
- Lighting along Rodriguez, more trash cans for all the trash along all of downtown, deal w/ homeless & their dangerous trash
- I like the flashing beacons, the lights should start for pedestrians to cross before the rest of traffic, like Fosters Freeze
- Solve the ped death issue
- Look @ better adaptive traffic signals downtown
- Make sure light have left/right specific signals
- Green Valley, people are still crossing (Cralj to Main) students are crossing
- More education about how to be a safe pedestrian esp with Watsonville HS, I have seen more daily police activity w/ traffic, peds, homeless & drunks
- The flashing beacon crosswalks are great!
- I like the beacons BUT the biggest issue is that pedestrians are not being safe and stepping out into traffic. Why are we paying for new light if we are not making pedestrians act right. People need to stop texting while walking. Maybe cameras to prove ped fault.
- Traffic doesn't seem organized around town. Please pass on to politicians that the people need to be included in choices & workshops to do outreach and make sure farmworkers, etc. can understand what city tax dollars go towards.
- Fix potholes for bike safety.
- It's very pretty now, Make sure peds stay safe, Keep clean, no litter

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- More parking
- Love the flashing beacons, better light crossings and maybe crossing guards at all school and near school intersections.
- Slow traffic down!
- More street lights on Rodriguez St. It gets very dark at night.
- Place more lights for pedestrians
- More surveillance
- Walk if you live near and not use your car
- **That the traffic lights work according to the traffic.** When there's a lot of traffic they change very fast.
- Be more careful
- A workshop to educate motorists and pedestrians
- That the signs are well painted
- More trees on sidewalks
- Have officers to conduct traffic
- No dogs allowed downtown
- No. Everything seems fine
- It's getting better
- Traffic should always be safe for the pedestrian
- Implement Vision Zero
- **More education for both motorists and pedestrians**
- More attractive lighting would be nice during the early evening hours
- Slowing traffic is key! Not sure how to do it.
- Better traffic light system
- Focus resources on Homeless and graffiti
- In theory, a new highway re-alignment to get those travelers/commuters in and out of Watsonville would improve, but realistically due to funds etc there's no real answer to this traffic congestion during those peak hours. Something that should be avoided is reducing the number of lanes on Main St due to it being one of the two only entrances in and out of the city.
- Paint curbs red in areas where vehicles park too close to the street. It makes it hard to see coming traffic and has caused accidents.
- Making the plaza more welcoming to families and youth.
- Attempt to improve Police presence to help with pedestrians who do not use cross walks, bicyclists, and distracted drivers.
- Look into what other Cities are doing successfully and implement when applicable, and see if there is room for improvement.
- None
- The project has been a success if the intent was to cause drivers to use other roads and avoid driving through downtown.
- Divert traffic to freeway. Most people go through downtown just to get to other cities. **Additional traffic calming measures.**
- Create Public Service Announcements on the importance of not speeding throughout the City and pedestrians not using their cell phone when crossing the streets. Maybe have high school students create videos (Video Academy, Digital Nest) on these issues.
- Remove the three county hotels
- Provide better streetscape for pedestrians along Main Street (e.g., wider sidewalk, benches and other

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furniture, continuous tree canopy, parklets in place of parking spaces); repair/maintain existing infrastructure and amenities (e.g., repair cracked sidewalks, replant empty tree wells, fill in street lighting gaps); enhance pedestrian crossings (e.g., bulbouts, mid-block crossings); enhance alleyways; enhance connections from Main Street to Onion/Brennan and Rodriguez Streets; enhance sense of safety for visitors of the two parking structures at night.

- Some mid block crossings seem unnecessary since there are signalized intersections near by. Caltrans is very out of date with their MUTCD compliance and road maintenance.
- JUST MAKE DOWNTOWN A PLACE FOR PEOPLE TO HAVE SOMETHING TO DO, WE NEED FUN
- no thoughts
- Bike friendly, slow traffic down
- Synchronize traffic lights on Main St.
- Slow Traffic in the downtown.
- No I dont
- It would be great if we could attract new businesses by making it easier for them to move there instead of the outskirts of the city. Revitalizing the businesses around the plaza would be a huge boom to the city. Breweries, Wineries, Higher end restaurants should be a priority. Engage other cultures to open restaurants near the downtown area, and find a way to use the huge empty building near the plaza.
- "It's routine at a stop light for someone to run the yellow and go flying through it after the crosswalk has been green for 2 seconds. The crosswalks have very limited crossing times so these professional drivers just make it harder to be a pedestrian, when being such already risks life and limb.
- Being in a crosswalk is dangerous because it's not exactly rare that someone will blow right through it. There is no recognition that the crosswalk, in theory, becomes a force field once someone enters it. People go through crosswalks until a pedestrian is almost in front of them.
- Illegal right turns are commonplace. We might as well just put green arrows pointing right on all the stop lights for all the good red lights do. This is incredibly prevalent at Freedom and Airport, which is a terrible stop light sequence to begin with.
- "Please make the intersections into a Barnes Dance (also called a pedestrian scramble) which restricts right turns on red, and turns the whole intersection into a walkers-only zone for the length of a long signal. I have seen this in other cities and really like how it works. I copied the description from a wonderful document with other worthwhile suggestions <https://nextcity.org/daily/entry/walkable-cities-intersection-design-for-pedestrians>
- Please promote a friendly and encouraging pedestrian and bike rider environment and promote their safety. "
- Elect me to City Council! Steve Trujillo
- Better crosswalks
- Parking improvements by providing parking structure
- Easy passage from parking lot to plazita

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Questionnaire Map Notes



Notes

- Large concentration of green dots (favorite places) around the...
 - City Plaza
 - Library/Civic Center
- Concentration of red dots along Main St between Riverside Dr and Lake Ave
- Smaller concentrations of red dot...
 - along north section of Main Street
 - Area along Rodriguez near CVS
- Majority of Blue Lines concentrated along Main St and Brennan St

Written Notes

- Written Notes, no dots
 - Main St and Ford St – Suggest Crosswalk on other side of intersection where there is no crosswalk
 - Main and Freedom Blvd – Suggest Crosswalk to get across Main St, east to west
 - Crosswalk on Main Street between Lake Ave and 5th St – Need Blinky Lights
 - Crosswalk on Main Street between Lake Ave and Beach – Need Warning Lights
- Written notes on red dots
 - Kearney St and Rodriguez St - Parents picking up kids at school
 - Kearney St - Speeding cars need speed bumps
 - Rodriguez side of CVS – Homeless Lighting
 - West side of 2nd st, outside of project boundary – traffic

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Image Board Results



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<i>Category</i>	<i>Option</i>	<i>Tally</i>
Pedestrian Improvements	Pedestrian Lighting	26
	Seating	12
	High Visibility Crosswalk	14
	Mid-Block Crossing Lighting	28
	Curb Bulbout	4
	Advanced Stop or Yield Lines	5
Bike Improvements	Bike Parking	10
	Bike Box	6
	Bike Lane	51
	Cycle Track	14
	Sharrows	4
	Bike Detector	3
Amenities	Bus Shelters	17
	Parklets	14
	Public Art	18
	Street Planning	16
	Shade Trees	25
	Decorative Lights	21
Style	Contemporary	27
	Spanish	20
	Historic	32
	Spanish/Contemporary Fusion	14

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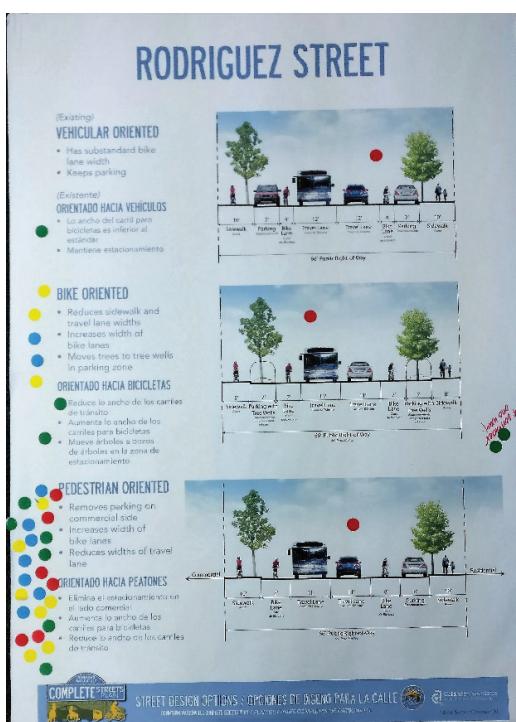
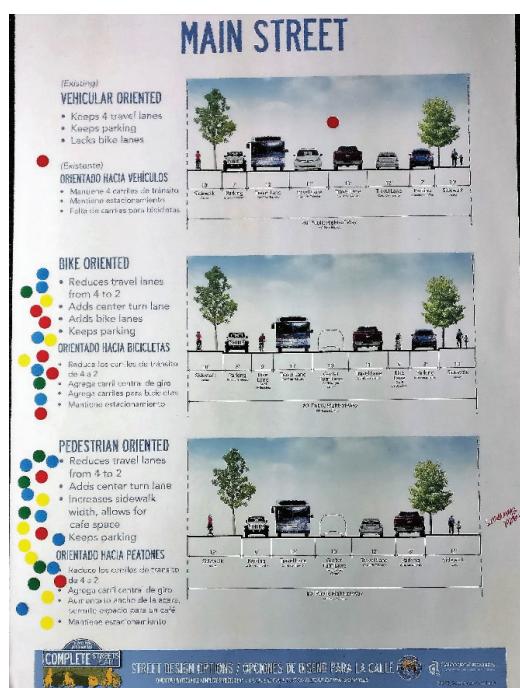
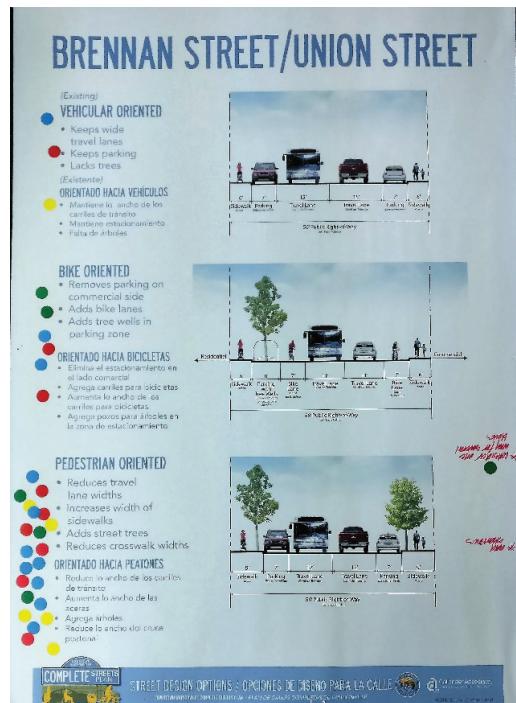
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Street Design Options



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Street	Option	Tally
Brennan St/Union St	Vehicular Oriented	3
	Bike Oriented	6
	Pedestrian Oriented	23
Main Street	Vehicular Oriented	2
	Bike Oriented	15
	Pedestrian Oriented	21
Rodriquez Street	Vehicular Oriented	2
	Bike Oriented	10
	Pedestrian Oriented	27

Written Notes

- Main Street
 - Add Sharrows
- Brenna St/Union St
 - Add Sharrows
 - Consider one way for several blocks
- Rodriquez Street
 - Consider One Way

-END-

Phase 2 - Combined Community Input Results

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Combined Community Input Results – Phase 2

Downtown Watsonville Complete Streets Plan

September 10, 2018

Questionnaire Responses

Total average returned surveys: 600

(some respondents skipped questions)

User Survey

Question #1: How old are you?

<i>Options</i>	<i>Tally</i>
Under 20	297
21 to 40	144
41 to 60	97
61+	56

Question #2: Where do you live?

<i>Options</i>	<i>Tally</i>
In Watsonville, within 0.5 miles of downtown	203
In Watsonville, further than 0.5 miles of downtown	263
Outside of Watsonville, in Santa Cruz County	74
Outside of Watsonville, outside of Santa Cruz County	54

Question #3: How often do you visit downtown Watsonville?

<i>Options</i>	<i>Tally</i>
Rarely (less than once per month)	74
Sometimes (1 to 3 times per month)	147
Regularly (once per week or more)	378

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GOLD RIVER
12150 Tributary Point Drive, Suite 14
Gold River, CA 95670
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SAN JOSE
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San Jose, CA 95110
408.275.0565

Phase 2 - Combined Community Input Results

Combined Community Input Results – Phase 2

Downtown Watsonville Complete Streets Plan

September 10, 2018

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Question #4: Please tell us how strongly you agree with the following statement: "It is important to improve walkability to and through downtown."

Options	Tally
Strongly Agree	302
Agree	247
Disagree	37
Strongly Disagree	8

Question #5: Please tell us how strongly you agree with the following statement: "It is important to improve bicycle access to and through downtown."

Options	Tally
Strongly Agree	282
Agree	257
Disagree	50
Strongly Disagree	7

Question #6: Please tell us how strongly you agree with the following statement: "Efficient and reliable public transit service near jobs, housing, and services is an important solution for Watsonville."

Options	Tally
Strongly Agree	309
Agree	256
Disagree	27
Strongly Disagree	3

Question #7: There are two design alternatives for Main Street. Please tell us which of the options below you most support.

Options	Tally
Keep existing conditions on Main Street	97
Alternative A (Bicycle Oriented)	244
Alternative B (Pedestrian Oriented)	228

Question #8: There are two design alternatives for Brennan/Union Street. Please tell us which of the options below you most support.

Options	Tally
Keep existing conditions on Brennan/Union Street	101
Alternative A (Bicycle Oriented)	269
Alternative B (Pedestrian Oriented)	203

Phase 2 - Combined Community Input Results

Combined Community Input Results – Phase 2

Downtown Watsonville Complete Streets Plan

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Question #9: Which north-south corridor in downtown (besides Rodriguez Street) do you feel is more important to have bike lanes?

Options	Tally
It is more important for Main Street to have bicycle lanes than for Brennan/Union Street to have bike lanes	366
It is more important for Brennan/Union Street to have bicycle lanes than for Main Street to have bike lanes	211

Question #10: The proposed design for Rodriguez Street includes improvements to improve access for both pedestrians and bicyclists. Please tell us which of the choices below you most support.

Options	Tally
Keep existing conditions on Rodriguez Street	124
Improve Rodriguez Street as proposed	458

-END-

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Combined Community Input Results – Phase 3

Downtown Watsonville Complete Streets Plan

August 4, 2019

Questionnaire Responses

Total Average returned surveys: 872

User Survey

Question #1: How old are you?

Options	Tally
Under 20	30
21 to 40	378
41 to 60	319
61+	137

Question #2: Where do you live?

Options	Tally
In Watsonville, within 0.5 miles of downtown	284
In Watsonville, further than 0.5 miles of downtown	392
Other	193

Question #3: How often do you visit downtown Watsonville?

Options	Tally
Rarely (less than once per month)	131
Sometimes (1 to 3 times per month)	177
Regularly (once per week or more)	545

Question #4: Do you work downtown?

Options	Tally
Yes	309
No	554

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Phase 3 - Combined Community Input Results

Combined Community Input Results – Phase 3

Downtown Watsonville Complete Streets Plan

August 4, 2019

Page 2 of 4

Question #5: Do you own a downtown business?

Options	Tally
Yes	37
No	825

Question #6: Please circle to indicate your level of support for the proposed improvements shown on the CIRCULATION PLAN:

6a) Travel Lanes Removal: In order to provide buffered bike lanes on...

6a.i) MAIN ST: Remove two travel lanes from Freedom Blvd to Riverside Dr

Options	Tally
Strongly Oppose	324
Oppose	91
Neutral	87
Support	100
Strongly Support	128

6a.ii) RODRIGUEZ ST: Remove one travel lane from W. Lake Ave to W. Beach St

Options	Tally
Strongly Oppose	198
Oppose	95
Neutral	175
Support	137
Strongly Support	119

6b) Parking Changes:

6b.i) LAKE AVE: Remove parking on North side between Main St and Rodriguez St and portion of South side between Brennan St and Main St

Options	Tally
Strongly Oppose	182
Oppose	111
Neutral	189
Support	138
Strongly Support	99

6b.ii) MAIN ST: Add some parallel parking

Options	Tally
Strongly Oppose	125
Oppose	81
Neutral	166

Phase 3 - Combined Community Input Results

Combined Community Input Results – Phase 3

Downtown Watsonville Complete Streets Plan

August 4, 2019

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Strongly Support	131
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6c) Sidewalks Widening:

6c.i) BRENNAN ST: Widen sidewalks from 6' up to 10'

Options	Tally
Strongly Oppose	127
Oppose	97
Neutral	163
Support	184
Strongly Support	150

6c.ii) FORD ST: Widen sidewalk from 4' to 6'

Options	Tally
Strongly Oppose	110
Oppose	76
Neutral	172
Support	207
Strongly Support	149

6d) Bicycle Lanes: A combination of buffered bike lanes, bike lanes, and sharrows are proposed throughout Downtown to better connect Cabrillo College, Watsonville High School, and the Transit Center as well as Downtown businesses and services

Options	Tally
Strongly Oppose	97
Oppose	81
Neutral	131
Support	215
Strongly Support	204

6e) Intersections: Curb bulb-outs and higher visibility crosswalks are proposed at intersections to improve pedestrian access and visibility.

Options	Tally
Strongly Oppose	49
Oppose	28
Neutral	67
Support	245
Strongly Support	342

Phase 3 - Combined Community Input Results

Combined Community Input Results – Phase 3

Downtown Watsonville Complete Streets Plan

August 4, 2019

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Question #7: Overall how to do you feel about the proposed improvements shown on the CIRCULATION PLAN?

Options	Tally
Strongly Oppose	125
Oppose	107
Neutral	104
Support	192
Strongly Support	114

Question #8: 8. Please circle to indicate your level of support for the proposed improvements shown on the AMENITIES PLAN.

Options	Tally
Strongly Oppose	109
Oppose	74
Neutral	136
Support	208
Strongly Support	137

-END-

Cost Estimate

prepared for the City of Watsonville	Estimate of Probable Construction Costs Downtown Watsonville Complete Streets Complete Streets Plan					
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prepared on: 03/21/19
prepared by: KK
checked by: MM

		Main Street				
Item #	Description	Unit	Cost	Qty	Item Total	Subtotal
	Distance in Downtown (lf)				3,600	
A	Project Start-up					
1.	Bonding and mobilization	4%	\$115,745.04	Allow	\$115,745	
2.	Job site management	LS	\$10,000	Allow	\$10,000	
3.	Traffic control	LS	\$70,000	Allow	\$70,000	
4.	Construction staking	LS	\$50,000	Allow	\$50,000	
5.	Lead compliance plan	LS	\$2,000	Allow	\$2,000	
						\$247,700
B	Demolition					
1.	AC roadway pavement	LF	\$50	1,500	\$75,000	
2.	Concrete pavement	LF	\$30	0	\$0	
3.	Sawcut pavement	LF	\$20	1,500	\$30,000	
4.	Bulbout	EA	\$500	19	\$9,500	
5.	Median / pork chop island / bulbout	LF	\$25	250	\$6,250	
6.	Striping, roadway	LF	\$2	14,400	\$28,800	
7.	Curb and gutter	LF	\$20	0	\$0	
8.	Soil offhaul	CY	\$40	1,110	\$44,400	
9.	Trees	EA	\$300	11	\$3,300	
10.	Street light	EA	\$800	0	\$0	
11.	Miscellaneous removals	LS	\$10,000	Allow	\$10,000	
						\$207,300
C	Grading, Drainage, and Utilities					
1.	Relocate utilities	LS	\$50,000	Allow	\$50,000	
2.	Curb inlet	EA	\$2,000	16	\$32,000	
3.	Storm drainline	LF	\$50	720	\$36,000	
						\$118,000
D	Site Construction					
1.	Standard sidewalk	LF	\$250	0	\$0	
2.	Standard curb and gutter	LF	\$100	0	\$0	
3.	Curb ramp	EA	\$2,000	59	\$118,000	
4.	Decomposed granite tree well	EA	\$200	0	\$0	
5.	Tree grate	EA	\$1,000	30	\$30,000	
6.	Bus shelter	EA	\$20,000	6	\$120,000	
7.	Bench at bus stop	EA	\$2,500	6	\$15,000	
8.	Trash receptacle at bus stop	EA	\$2,000	6	\$12,000	
9.	Bike rack	EA	\$800	22	\$17,600	
10.	Trash receptacle	EA	\$2,000	11	\$22,000	
11.	Bench	EA	\$2,500	17	\$41,250	
12.	Bike storage	EA	\$3,000	11	\$33,000	
13.	Alleyway sign/gateway and enhancement treatment	EA	\$10,000	1	\$10,000	
14.	Parking sign	EA	\$3,000	11	\$33,000	
						\$451,900
E	Roadway Construction					
1.	Bike lane/sharrow traffic signs	EA	\$700	12	\$8,400	
2.	Bike lane striping, buffered	LF	\$10	3,400	\$34,000	
3.	Bike lane, striping	LF	\$6	200	\$1,200	
4.	Sharrow pavement marking	EA	\$800	1	\$800	
5.	Green bike lane pavement marker	LF	\$70	720	\$50,400	
6.	Median	LF	\$150	1,500	\$225,000	
7.	Asphalt conform	LF	\$20	1,500	\$30,000	
8.	Striping, roadway	LF	\$3	14,400	\$43,200	
9.	Bulb out	EA	\$2,000	15	\$30,000	
10.	Crosswalk, ladder	EA	\$5,000	2	\$10,000	
11.	Crosswalk, ladder, raised	EA	\$10,000	0	\$0	
12.	Crosswalk, colored	EA	\$7,500	28	\$210,000	
13.	Crosswalk, colored, raised	EA	\$12,500	1	\$12,500	
						\$655,500

Cost Estimate

prepared for the City of Watsonville	Estimate of Probable Construction Costs Downtown Watsonville Complete Streets Complete Streets Plan				
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prepared on: 03/21/19
prepared by: KK
checked by: MM

		Main Street				
Item #	Description	Unit	Cost	Qty	Item Total	Subtotal
	Distance in Downtown (lf)				3,600	
F	Traffic Control					
1.	Signal modification	EA	\$50,000	7	\$350,000	
2.	Pedestrian hybrid beacon	EA	\$30,000	1	\$30,000	
3.	Construction area signs	LS	\$5,000	Allow	\$5,000	
4.	K-Railing	LS	\$40,000	Allow	\$40,000	
5.	Changeable message signs (portable)	LS	\$20,000	Allow	\$20,000	
6.	Temporary signal and lighting	EA	\$15,000	7	\$105,000	
						\$550,000
G	Lighting					
1.	Roadway fixture on new pole	EA	\$8,000	0	\$0	
2.	Pedestrian fixture on new pole	EA	\$5,000	49	\$243,000	
3.	Alleyway lighting	LS	\$30,000	Allow	\$30,000	
4.	Service equipment enclosure	EA	\$4,500	3	\$13,500	
5.	#3 1/2 Pull boxes	EA	\$500	24	\$12,000	
6.	2" Sch 40 PVC conduit	LF	\$12	7,200	\$86,400	
7.	Conductor	LF	\$1	10,800	\$13,176	
8.	Excavation and backfill	LF	\$20	7,200	\$144,000	
						\$542,100
H	Storm Water Pollution Prevention Provisions					
1.	Fiber rolls	LF	\$6	3,000	\$18,000	
2.	Storm drain filters	LS	\$4,000	Allow	\$4,000	
3.	Maintenance	LS	\$10,000	Allow	\$10,000	
4.	Street sweeping	LS	\$5,000	Allow	\$5,000	
						\$37,000
I	Soil Preparation and Fine Grading					
1.	Soil preparation and fine grading	EA	\$25	106	\$2,650	
2.	Mulch	EA	\$25	76	\$1,900	
3.	Root barrier	EA	\$350	30	\$10,500	
4.	Structural soil at tree wells	EA	\$100	30	\$3,000	
						\$18,100
J	Irrigation					
1.	Electrical service and panel - existing	EA	\$20,000	1	\$20,000	
2.	Irrigation controller, 2-wire system	EA	\$8,000	1	\$8,000	
3.	Water meter, 1 -1/2"	EA	\$5,000	1	\$5,000	
4.	Backflow preventer	EA	\$5,000	1	\$5,000	
5.	Adjust existing system	LS	\$10,000	Allow	\$10,000	
6.	Irrigation mainline, 2-1/2"	LF	\$8	5,400	\$43,200	
7.	Drip system	LF	\$4	16,900	\$67,600	
8.	Tree bubbler, 2 per tree	EA	\$150	30	\$4,500	
						\$163,300
K	Planting					
1.	Trees, 24" box	EA	\$500	30	\$15,000	
2.	Shrubs/groundcover	LF	\$20	380	\$7,600	
						\$22,600
L	Landscape Maintenance					
1.	Plant establishment period	LS	\$6,000	Allow	\$6,000	
						\$6,000
M	Subtotal Estimated Construction Costs					\$3,020,000
N	Contingency					
1.	Estimating contingency	25%	\$755,000	Allow	\$755,000	
2.	Inflation (3% per year for five years)	15%	\$453,000	Allow	\$453,000	
						\$1,208,000
O	Allowance for Probable Construction Period Changes	10%	\$302,000	Allow	\$302,000	
						\$302,000

Cost Estimate

prepared for the City of Watsonville	Estimate of Probable Construction Costs Downtown Watsonville Complete Streets Complete Streets Plan					
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prepared on: 03/21/19
prepared by: KK
checked by: MM

		Main Street				
Item #	Description	Unit	Cost	Qty	Item Total	Subtotal
	Distance in Downtown (If)				3,600	
P	Professional Services					
1.	Topographic survey	1%	\$30,200	Allow	\$30,200	
2.	PSR	2.5%	\$75,500	Allow	\$75,500	
3.	PA&ED	10%	\$302,000	Allow	\$302,000	
4.	Preliminary engineering	2%	\$60,400	Allow	\$60,400	
5.	Design development	4%	\$120,800	Allow	\$120,800	
6.	Construction documents*	7%	\$211,400	Allow	\$211,400	
7.	Bidding and construction engineering design support	3%	\$90,600	Allow	\$90,600	
8.	Testing and special inspection	1%	\$30,200	Allow	\$30,200	
9.	Construction management	15%	\$453,000	Allow	\$453,000	
						\$1,374,000
Q	Supplemental Items					
1.	COZEEP contract	5%	\$151,000	Allow	\$151,000	
2.	Traffic management plan	0.5%	\$15,100	Allow	\$15,100	
3.	Public information	4%	\$120,800	Allow	\$120,800	
4.	Maintain traffic	4%	\$120,800	Allow	\$120,800	
						\$408,000
R	Caltrans/City					
1.	PSR Oversight (Caltrans)	1.5%	\$45,300	Allow	\$45,300	
2.	PA&ED Oversight (Caltrans)	5%	\$151,000	Allow	\$151,000	
3.	PS&E Oversight (Caltrans)	5%	\$151,000	Allow	\$151,000	
4.	ROW Oversight (Caltrans)	3%	\$90,600	Allow	\$90,600	
5.	Construction Oversight (Caltrans)	3%	\$90,600	Allow	\$90,600	
6.	Local Agency Oversight (City)	3%	\$90,600	Allow	\$90,600	
						\$619,000
S	Right-of-Way					
1.	Right-of-Way	5%	\$151,000	Allow	\$151,000	
						\$151,000
T	Total Estimated Project Costs					\$7,080,000

Based on drawings entitled "Downtown Watsonville Complete Streets Preferred Plan," dated 3/21/19.

* Includes civil, traffic, arborist, geotechnical, electrical, and landscape architectural services

Note: The above items, amounts, quantities, and related information are based on CA's judgment at this level of document preparation and is offered only as reference data. CA has no control over construction quantities, costs and related factors affecting costs, and advises the client that significant variation may occur between this estimate of probable construction costs and actual construction prices.

Cost Estimate

prepared for the City of Watsonville	Estimate of Probable Construction Costs Downtown Watsonville Complete Streets Complete Streets Plan
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prepared on: 03/21/19
prepared by: KK
checked by: MM

		Brennan/Union Street				
Item #	Description	Unit	Cost	Qty	Item Total	Subtotal
	Distance in Downtown (lf)			3,900		
A	Project Start-up					
1.	Bonding and mobilization	4%	\$121,168.19	Allow	\$121,168	
2.	Job site management	LS	\$10,000	Allow	\$10,000	
3.	Traffic control	LS	\$70,000	Allow	\$70,000	
4.	Construction staking	LS	\$10,000	Allow	\$10,000	
5.	Lead compliance plan	LS	\$2,000	Allow	\$2,000	
						\$213,200
B	Demolition					
1.	AC roadway pavement	LF	\$40	2,200	\$88,000	
2.	Concrete pavement	LF	\$30	2,200	\$66,000	
3.	Sawcut pavement	LF	\$20	2,200	\$44,000	
4.	Bulbout	EA	\$500	56	\$28,000	
5.	Median / pork chop island / bulbout	LF	\$25	0	\$0	
6.	Striping, roadway	LF	\$2	0	\$0	
7.	Curb and gutter	LF	\$20	2,200	\$44,000	
8.	Soil offhaul	CY	\$40	0	\$0	
9.	Trees	EA	\$300	0	\$0	
10.	Street light	EA	\$800	12	\$9,778	
11.	Miscellaneous removals	LS	\$10,000	Allow	\$10,000	
						\$289,800
C	Grading, Drainage, and Utilities					
1.	Relocate utilities	LS	\$50,000	Allow	\$50,000	
2.	Curb inlet	EA	\$2,000	37	\$74,000	
3.	Storm drainline	LF	\$50	780	\$39,000	
						\$163,000
D	Site Construction					
1.	Standard sidewalk	LF	\$250	2,200	\$550,000	
2.	Standard curb and gutter	LF	\$100	2,200	\$220,000	
3.	Curb ramp	EA	\$2,000	72	\$144,000	
4.	Decomposed granite tree well	EA	\$200	78	\$15,600	
5.	Tree grate	EA	\$1,000	78	\$78,000	
6.	Bus shelter	EA	\$20,000	0	\$0	
7.	Bench at bus stop	EA	\$2,500	0	\$0	
8.	Trash receptacle at bus stop	EA	\$2,000	0	\$0	
9.	Bike rack	EA	\$800	28	\$22,400	
10.	Trash receptacle	EA	\$2,000	14	\$28,000	
11.	Bench	EA	\$2,500	4	\$10,000	
12.	Bike storage	EA	\$3,000	7	\$21,000	
13.	Alleyway sign/gateway and enhancement treatment	EA	\$10,000	0	\$0	
14.	Parking sign	EA	\$3,000	14	\$42,000	
						\$1,131,000
E	Roadway Construction					
1.	Bike lane/sharrow traffic signs	EA	\$700	13	\$9,100	
2.	Bike lane striping, buffered	LF	\$10	0	\$0	
3.	Bike lane, striping	LF	\$6	0	\$0	
4.	Sharrow pavement marking	EA	\$800	20	\$15,600	
5.	Green bike lane pavement marker	LF	\$70	0	\$0	
6.	Median	LF	\$150	0	\$0	
7.	Asphalt conform	LF	\$20	2,200	\$44,000	
8.	Striping, roadway	LF	\$3	0	\$0	
9.	Bulb out	EA	\$2,000	56	\$112,000	
10.	Crosswalk, ladder	EA	\$5,000	20	\$100,000	
11.	Crosswalk, ladder, raised	EA	\$10,000	0	\$0	
12.	Crosswalk, colored	EA	\$7,500	10	\$75,000	
13.	Crosswalk, colored, raised	EA	\$12,500	0	\$0	
						\$355,700

Cost Estimate

prepared for the City of Watsonville		Estimate of Probable Construction Costs Downtown Watsonville Complete Streets Complete Streets Plan				
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prepared on: 03/21/19
prepared by: KK
checked by: MM

				Brennan/Union Street		
Item #	Description	Unit	Cost	Qty	Item Total	Subtotal
	Distance in Downtown (lf)			3,900		
F	Traffic Control					
1.	Signal modification	EA	\$50,000	0	\$0	
2.	Pedestrian hybrid beacon	EA	\$30,000	0	\$0	
3.	Construction area signs	LS	\$5,000	Allow	\$5,000	
4.	K-Railing	LS	\$10,000	Allow	\$10,000	
5.	Changeable message signs (portable)	LS	\$10,000	Allow	\$10,000	
6.	Temporary signal and lighting	EA	\$15,000	0	\$0	
						\$25,000
G	Lighting					
1.	Roadway fixture on new pole	EA	\$8,000	12	\$96,000	
2.	Pedestrian fixture on new pole	EA	\$5,000	78	\$390,000	
3.	Alleyway lighting	LS	\$0	Allow	\$0	
4.	Service equipment enclosure	EA	\$4,500	3	\$14,625	
5.	#3 1/2 Pull boxes	EA	\$500	26	\$13,000	
6.	2" Sch 40 PVC conduit	LF	\$12	4,400	\$52,800	
7.	Conductor	LF	\$1	6,600	\$8,052	
8.	Excavation and backfill	LF	\$20	4,400	\$88,000	
						\$662,500
H	Storm Water Pollution Prevention Provisions					
1.	Fiber rolls	LF	\$6	4,400	\$26,400	
2.	Storm drain filters	LS	\$4,000	Allow	\$4,000	
3.	Maintenance	LS	\$10,000	Allow	\$10,000	
4.	Street sweeping	LS	\$5,000	Allow	\$5,000	
						\$45,400
I	Soil Preparation and Fine Grading					
1.	Soil preparation and fine grading	EA	\$25	302	\$7,550	
2.	Mulch	EA	\$25	224	\$5,600	
3.	Root barrier	EA	\$200	78	\$15,600	
4.	Structural soil at tree wells	EA	\$250	78	\$19,500	
						\$48,300
J	Irrigation					
1.	Electrical service and panel - existing	EA	\$20,000	1	\$20,000	
2.	Irrigation controller, 2-wire system	EA	\$8,000	1	\$8,000	
3.	Water meter, 1 1/2"	EA	\$5,000	1	\$5,000	
4.	Backflow preventer	EA	\$5,000	1	\$5,000	
5.	Adjust existing system	LS	\$10,000	Allow	\$10,000	
6.	Irrigation mainline, 2-1/2"	LF	\$8	3,300	\$26,400	
7.	Drip system	LF	\$4	5,600	\$22,400	
8.	Tree bubbler, 2 per tree	EA	\$150	156	\$23,400	
						\$120,200
K	Planting					
1.	Trees, 24" box	EA	\$500	156	\$78,000	
2.	Shrubs/groundcover	LF	\$20	1,120	\$22,400	
						\$100,400
L	Landscape Maintenance					
1.	Plant establishment period	LS	\$6,000	Allow	\$6,000	
						\$6,000
M	Subtotal Estimated Construction Costs					\$3,161,000
N	Contingency					
1.	Estimating contingency	25%	\$790,250	Allow	\$790,250	
2.	Inflation (3% per year for five years)	15%	\$474,150	Allow	\$474,150	
						\$1,264,400
O	Allowance for Probable Construction Period Changes	10%	\$316,100	Allow	\$316,100	
						\$316,100

Cost Estimate

prepared for the City of Watsonville	Estimate of Probable Construction Costs Downtown Watsonville Complete Streets Complete Streets Plan				
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prepared on: 03/21/19
prepared by: KK
checked by: MM

		Brennan/Union Street				
Item #	Description	Unit	Cost	Qty	Item Total	Subtotal
	Distance in Downtown (lf)			3,900		
P	Professional Services					
1.	Topographic survey	1%	\$31,610	Allow	\$31,610	
2.	PSR	2.5%	\$0	Allow	\$0	
3.	PA&ED	10%	\$0	Allow	\$0	
4.	Preliminary engineering	2%	\$63,220	Allow	\$63,220	
5.	Design development	4%	\$126,440	Allow	\$126,440	
6.	Construction documents*	7%	\$221,270	Allow	\$221,270	
7.	Bidding and construction engineering design support	3%	\$94,830	Allow	\$94,830	
8.	Testing and special inspection	1%	\$31,610	Allow	\$31,610	
9.	Construction management	15%	\$474,150	Allow	\$474,150	
						\$1,043,000
Q	Supplemental Items					
1.	COZEEP contract	5%	\$0	Allow	\$0	
2.	Traffic management plan	0.5%	\$15,805	Allow	\$15,805	
3.	Public information	4%	\$126,440	Allow	\$126,440	
4.	Maintain traffic	4%	\$126,440	Allow	\$126,440	
						\$269,000
R	Caltrans/City					
1.	PSR Oversight (Caltrans)	1.5%	\$0	Allow	\$0	
2.	PA&ED Oversight (Caltrans)	5%	\$0	Allow	\$0	
3.	PS&E Oversight (Caltrans)	5%	\$0	Allow	\$0	
4.	ROW Oversight (Caltrans)	3%	\$0	Allow	\$0	
5.	Construction Oversight (Caltrans)	3%	\$0	Allow	\$0	
6.	Local Agency Oversight (City)	3%	\$0	Allow	\$0	
						\$0
S	Right-of-Way					
1.	Right-of-Way	5%	\$0	Allow	\$0	
						\$0
T	Total Estimated Project Costs					\$6,050,000

Based on drawings entitled "Downtown Watsonville Complete Streets Preferred Plan," dated 3/21/19.

** Includes civil, traffic, arborist, geotechnical, electrical, and landscape architectural services*

Note: The above items, amounts, quantities, and related information are based on CA's judgment at this level of document preparation and is offered only as reference data. CA has no control over construction quantities, costs and related factors affecting costs, and advises the client that significant variation may occur between this estimate of probable construction costs and actual construction prices.

Cost Estimate

prepared for the City of Watsonville	Estimate of Probable Construction Costs Downtown Watsonville Complete Streets Complete Streets Plan
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prepared on: 03/21/19
prepared by: KK
checked by: MM

		Rodriguez Street				
Item #	Description	Unit	Cost	Qty	Item Total	Subtotal
	Distance in Downtown (If)			4,600		
A	Project Start-up					
1.	Bonding and mobilization	4%	\$126,692.11	Allow	\$126,692	
2.	Job site management	LS	\$10,000	Allow	\$10,000	
3.	Traffic control	LS	\$70,000	Allow	\$70,000	
4.	Construction staking	LS	\$40,000	Allow	\$40,000	
5.	Lead compliance plan	LS	\$2,000	Allow	\$2,000	
						\$248,700
B	Demolition					
1.	AC roadway pavement	LF	\$50	1,200	\$60,000	
2.	Concrete pavement	LF	\$30	0	\$0	
3.	Scawcut pavement	LF	\$20	1,200	\$24,000	
4.	Bulbout	EA	\$500	34	\$17,000	
5.	Median / pork chop island / bulbout	LF	\$25	300	\$7,500	
6.	Striping, roadway	LF	\$2	16,100	\$32,200	
7.	Curb and gutter	LF	\$20	0	\$0	
8.	Soil offhaul	CY	\$40	890	\$35,600	
9.	Trees	EA	\$300	0	\$0	
10.	Street light	EA	\$800	0	\$0	
11.	Miscellaneous removals	LS	\$10,000	Allow	\$10,000	
						\$186,300
C	Grading, Drainage, and Utilities					
1.	Relocate utilities	LS	\$50,000	Allow	\$50,000	
2.	Curb inlet	EA	\$2,000	27	\$54,000	
3.	Storm drainline	LF	\$50	920	\$46,000	
						\$150,000
D	Site Construction					
1.	Standard sidewalk	LF	\$250	0	\$0	
2.	Standard curb and gutter	LF	\$100	0	\$0	
3.	Curb ramp	EA	\$2,000	69	\$138,000	
4.	Decomposed granite tree well	EA	\$200	100	\$20,000	
5.	Tree grate	EA	\$1,000	42	\$42,000	
6.	Bus shelter	EA	\$20,000	4	\$80,000	
7.	Bench at bus stop	EA	\$2,500	4	\$10,000	
8.	Trash receptacle at bus stop	EA	\$2,000	4	\$8,000	
9.	Bike rack	EA	\$800	8	\$6,400	
10.	Trash receptacle	EA	\$2,000	4	\$8,000	
11.	Bench	EA	\$2,500	0	\$0	
12.	Bike storage	EA	\$3,000	5	\$15,000	
13.	Alleyway sign/gateway and enhancement treatment	EA	\$10,000	0	\$0	
14.	Parking sign	EA	\$3,000	4	\$12,000	
						\$339,400
E	Roadway Construction					
1.	Bike lane/sharrow traffic signs	EA	\$700	15	\$10,733	
2.	Bike lane striping, buffered	LF	\$10	2,700	\$27,000	
3.	Bike lane, striping	LF	\$6	1,900	\$11,400	
4.	Sharrow pavement marking	EA	\$800	0	\$0	
5.	Green bike lane pavement marker	LF	\$70	920	\$64,400	
6.	Median	LF	\$150	500	\$75,000	
7.	Asphalt conform	LF	\$20	1,200	\$24,000	
8.	Striping, roadway	LF	\$3	13,800	\$41,400	
9.	Bulb out	EA	\$2,000	34	\$68,000	
10.	Crosswalk, ladder	EA	\$5,000	25	\$125,000	
11.	Crosswalk, ladder, raised	EA	\$10,000	2	\$20,000	
12.	Crosswalk, colored	EA	\$7,500	9	\$67,500	
13.	Crosswalk, colored, raised	EA	\$12,500	0	\$0	
						\$534,400

Cost Estimate

prepared for the City of Watsonville		Estimate of Probable Construction Costs Downtown Watsonville Complete Streets Complete Streets Plan				
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prepared on: 03/21/19
prepared by: KK
checked by: MM

			Rodriguez Street			
Item #	Description	Unit	Cost	Qty	Item Total	Subtotal
	Distance in Downtown (lf)			4,600		
F	Traffic Control					
1.	Signal modification	EA	\$50,000	4	\$200,000	
2.	Pedestrian hybrid beacon	EA	\$30,000	1	\$30,000	
3.	Construction area signs	LS	\$5,000	Allow	\$5,000	
4.	K-Railing	LS	\$20,000	Allow	\$20,000	
5.	Changeable message signs (portable)	LS	\$10,000	Allow	\$10,000	
6.	Temporary signal and lighting	EA	\$15,000	4	\$60,000	
						\$325,000
G	Lighting					
1.	Roadway fixture on new pole	EA	\$8,000	0	\$0	
2.	Pedestrian fixture on new pole	EA	\$5,000	164	\$820,000	
3.	Alleyway lighting	LS	\$0	Allow	\$0	
4.	Service equipment enclosure	EA	\$4,500	4	\$17,250	
5.	#3 1/2 Pull boxes	EA	\$500	31	\$15,333	
6.	2" Sch 40 PVC conduit	LF	\$12	9,200	\$110,400	
7.	Conductor	LF	\$1	13,800	\$16,836	
8.	Excavation and backfill	LF	\$20	9,200	\$184,000	
						\$1,163,800
H	Storm Water Pollution Prevention Provisions					
1.	Fiber rolls	LF	\$6	2,400	\$14,400	
2.	Storm drain filters	LS	\$4,000	Allow	\$4,000	
3.	Maintenance	LS	\$10,000	Allow	\$10,000	
4.	Street sweeping	LS	\$5,000	Allow	\$5,000	
						\$33,400
I	Soil Preparation and Fine Grading					
1.	Soil preparation and fine grading	EA	\$25	278	\$6,950	
2.	Mulch	EA	\$25	136	\$3,400	
3.	Root barrier	EA	\$200	142	\$28,400	
4.	Structural soil at tree wells	EA	\$250	142	\$35,500	
						\$74,300
J	Irrigation					
1.	Electrical service and panel - existing	EA	\$20,000	1	\$20,000	
2.	Irrigation controller, 2-wire system	EA	\$8,000	1	\$8,000	
3.	Water meter, 1-1/2"	EA	\$5,000	1	\$5,000	
4.	Backflow preventer	EA	\$5,000	1	\$5,000	
5.	Adjust existing system	LS	\$10,000	Allow	\$10,000	
6.	Irrigation mainline, 2-1/2"	LF	\$8	6,900	\$55,200	
7.	Drip system	LF	\$4	8,400	\$33,600	
8.	Tree bubbler, 2 per tree	EA	\$150	142	\$21,300	
						\$158,100
K	Planting					
1.	Trees, 24" box	EA	\$500	142	\$71,000	
2.	Shrubs/groundcover	LF	\$20	680	\$13,600	
						\$84,600
L	Landscape Maintenance					
1.	Plant establishment period	LS	\$6,000	Allow	\$6,000	
						\$6,000
M	Subtotal Estimated Construction Costs					\$3,304,000
N	Contingency					
1.	Estimating contingency	25%	\$826,000	Allow	\$826,000	
2.	Inflation (3% per year for five years)	15%	\$495,600	Allow	\$495,600	
						\$1,322,000
O	Allowance for Probable Construction Period Changes	10%	\$330,400	Allow	\$330,400	
						\$330,400

Cost Estimate

prepared for the City of Watsonville	Estimate of Probable Construction Costs Downtown Watsonville Complete Streets Complete Streets Plan
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prepared on: 03/21/19
prepared by: KK
checked by: MM

		Rodriguez Street				
Item #	Description	Unit	Cost	Qty	Item Total	Subtotal
	Distance in Downtown (If)			4,600		
P	Professional Services					
1.	Topographic survey	1%	\$33,040	Allow	\$33,040	
2.	PSR	2.5%	\$0	Allow	\$0	
3.	PA&ED	10%	\$0	Allow	\$0	
4.	Preliminary engineering	2%	\$66,080	Allow	\$66,080	
5.	Design development	4%	\$132,160	Allow	\$132,160	
6.	Construction documents*	7%	\$231,280	Allow	\$231,280	
7.	Bidding and construction engineering design support	3%	\$99,120	Allow	\$99,120	
8.	Testing and special inspection	1%	\$33,040	Allow	\$33,040	
9.	Construction management	15%	\$495,600	Allow	\$495,600	
						\$1,090,000
Q	Supplemental Items					
1.	COZEEP contract	5%	\$0	Allow	\$0	
2.	Traffic management plan	0.5%	\$16,520	Allow	\$16,520	
3.	Public information	4%	\$132,160	Allow	\$132,160	
4.	Maintain traffic	4%	\$132,160	Allow	\$132,160	
						\$281,000
R	Caltrans/City					
1.	PSR Oversight (Caltrans)	1.5%	\$0	Allow	\$0	
2.	PA&ED Oversight (Caltrans)	5%	\$0	Allow	\$0	
3.	PS&E Oversight (Caltrans)	5%	\$0	Allow	\$0	
4.	ROW Oversight (Caltrans)	3%	\$0	Allow	\$0	
5.	Construction Oversight (Caltrans)	3%	\$0	Allow	\$0	
6.	Local Agency Oversight (City)	3%	\$0	Allow	\$0	
						\$0
S	Right-of-Way					
1.	Right-of-Way	5%	\$0	Allow	\$0	
						\$0
T	Total Estimated Project Costs					\$6,330,000

Based on drawings entitled "Downtown Watsonville Complete Streets Preferred Plan," dated 3/21/19.

* Includes civil, traffic, arborist, geotechnical, electrical, and landscape architectural services

Note: The above items, amounts, quantities, and related information are based on CA's judgment at this level of document preparation and is offered only as reference data. CA has no control over construction quantities, costs and related factors affecting costs, and advises the client that significant variation may occur between this estimate of probable construction costs and actual construction prices.

Cost Estimate

prepared for the City of Watsonville	Estimate of Probable Construction Costs Downtown Watsonville Complete Streets Complete Streets Plan				
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prepared on: 03/21/19

prepared by: KK

checked by: MM

		Ford/5th Streets				
Item #	Description	Unit	Cost	Qty	Item Total	Subtotal
	Distance in Downtown (lf)			2,300		
A	Project Start-up					
1.	Bonding and mobilization	4%	\$59,003.05	Allow	\$59,003	
2.	Job site management	LS	\$10,000	Allow	\$10,000	
3.	Traffic control	LS	\$20,000	Allow	\$20,000	
4.	Construction staking	LS	\$0	Allow	\$0	
5.	Lead compliance plan	LS	\$2,000	Allow	\$2,000	
						\$91,000
B	Demolition					
1.	AC roadway pavement	LF	\$30	1,400	\$42,000	
2.	Concrete pavement	LF	\$30	1,400	\$42,000	
3.	Sawcut pavement	LF	\$10	1,400	\$14,000	
4.	Bulbout	EA	\$500	12	\$6,000	
5.	Median / pork chop island / bulbout	LF	\$25	0	\$0	
6.	Striping, roadway	LF	\$2	0	\$0	
7.	Curb and gutter	LF	\$20	1,400	\$28,000	
8.	Soil offhaul	CY	\$40	0	\$0	
9.	Trees	EA	\$300	0	\$0	
10.	Street light	EA	\$800	0	\$0	
11.	Miscellaneous removals	LS	\$10,000	Allow	\$10,000	
						\$142,000
C	Grading, Drainage, and Utilities					
1.	Relocate utilities	LS	\$30,000	Allow	\$30,000	
2.	Curb inlet	EA	\$2,000	8	\$16,000	
3.	Storm drainline	LF	\$50	460	\$23,000	
						\$69,000
D	Site Construction					
1.	Standard sidewalk	LF	\$150	1,400	\$210,000	
2.	Standard curb and gutter	LF	\$100	1,400	\$140,000	
3.	Curb ramp	EA	\$2,000	12	\$24,000	
4.	Decomposed granite tree well	EA	\$200	0	\$0	
5.	Tree grate	EA	\$1,000	0	\$0	
6.	Bus shelter	EA	\$20,000	0	\$0	
7.	Bench at bus stop	EA	\$2,500	0	\$0	
8.	Trash receptacle at bus stop	EA	\$2,000	0	\$0	
9.	Bike rack	EA	\$800	0	\$0	
10.	Trash receptacle	EA	\$2,000	0	\$0	
11.	Bench	EA	\$2,500	0	\$0	
12.	Bike storage	EA	\$3,000	0	\$0	
13.	Alleyway sign/gateway and enhancement treatment	EA	\$10,000	0	\$0	
14.	Parking sign	EA	\$3,000	3	\$9,000	
						\$383,000
E	Roadway Construction					
1.	Bike lane/sharrow traffic signs	EA	\$700	8	\$5,367	
2.	Bike lane striping, buffered	LF	\$10	0	\$0	
3.	Bike lane, striping	LF	\$6	0	\$0	
4.	Sharrow pavement marking	EA	\$800	12	\$9,200	
5.	Green bike lane pavement marker	LF	\$70	0	\$0	
6.	Median	LF	\$150	0	\$0	
7.	Asphalt conform	LF	\$20	1,400	\$28,000	
8.	Striping, roadway	LF	\$3	0	\$0	
9.	Bulb out	EA	\$2,000	12	\$24,000	
10.	Crosswalk, ladder	EA	\$5,000	6	\$30,000	
11.	Crosswalk, ladder, raised	EA	\$10,000	0	\$0	
12.	Crosswalk, colored	EA	\$7,500	0	\$0	
13.	Crosswalk, colored, raised	EA	\$12,500	0	\$0	
						\$96,600

Cost Estimate

prepared for the City of Watsonville	Estimate of Probable Construction Costs Downtown Watsonville Complete Streets Complete Streets Plan				
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prepared on: 03/21/19

prepared by: KK

checked by: MM

		Ford/5th Streets				
Item #	Description	Unit	Cost	Qty	Item Total	Subtotal
	Distance in Downtown (lf)			2,300		
F	Traffic Control					
1.	Signal modification	EA	\$50,000	0	\$0	
2.	Pedestrian hybrid beacon	EA	\$30,000	0	\$0	
3.	Construction area signs	LS	\$5,000	Allow	\$5,000	
4.	K-Railing	LS	\$20,000	Allow	\$20,000	
5.	Changeable message signs (portable)	LS	\$15,000	Allow	\$15,000	
6.	Temporary signal and lighting	EA	\$15,000	0	\$0	
						\$40,000
G	Lighting					
1.	Roadway fixture on new pole	EA	\$8,000	0	\$0	
2.	Pedestrian fixture on new pole	EA	\$5,000	92	\$460,000	
3.	Alleyway lighting	LS	\$0	Allow	\$0	
4.	Service equipment enclosure	EA	\$4,500	2	\$8,625	
5.	#3 1/2 Pull boxes	EA	\$500	15	\$7,667	
6.	2" Sch 40 PVC conduit	LF	\$12	4,600	\$55,200	
7.	Conductor	LF	\$1	6,900	\$8,418	
8.	Excavation and backfill	LF	\$20	4,600	\$92,000	
						\$631,900
H	Storm Water Pollution Prevention Provisions					
1.	Fiber rolls	LF	\$6	1,400	\$8,400	
2.	Storm drain filters	LS	\$4,000	Allow	\$4,000	
3.	Maintenance	LS	\$10,000	Allow	\$10,000	
4.	Street sweeping	LS	\$5,000	Allow	\$5,000	
						\$27,400
I	Soil Preparation and Fine Grading					
1.	Soil preparation and fine grading	EA	\$25	48	\$1,200	
2.	Mulch	EA	\$25	48	\$1,200	
3.	Root barrier	EA	\$200	0	\$0	
4.	Structural soil at tree wells	EA	\$250	0	\$0	
						\$2,400
J	Irrigation					
1.	Electrical service and panel - existing	EA	\$20,000	1	\$20,000	
2.	Irrigation controller, 2-wire system	EA	\$8,000	1	\$8,000	
3.	Water meter, 1 -1/2"	EA	\$5,000	1	\$5,000	
4.	Backflow preventer	EA	\$5,000	1	\$5,000	
5.	Adjust existing system	LS	\$0	Allow	\$0	
6.	Irrigation mainline, 2-1/2"	LF	\$8	1,150	\$9,200	
7.	Drip system	LF	\$4	1,200	\$4,800	
8.	Tree bubbler, 2 per tree	EA	\$150	0	\$0	
						\$52,000
K	Planting					
1.	Trees, 24" box	EA	\$500	0	\$0	
2.	Shrubs/groundcover	LF	\$20	240	\$4,800	
						\$4,800
L	Landscape Maintenance					
1.	Plant establishment period	LS	\$4,000	Allow	\$4,000	
						\$4,000
M	Subtotal Estimated Construction Costs					\$1,544,000
N	Contingency					
1.	Estimating contingency	25%	\$386,000	Allow	\$386,000	
2.	Inflation (3% per year for five years)	15%	\$231,600	Allow	\$231,600	
						\$617,600
O	Allowance for Probable Construction Period Changes	10%	\$154,400	Allow	\$154,400	
						\$154,400

Cost Estimate

prepared for the City of Watsonville	Estimate of Probable Construction Costs Downtown Watsonville Complete Streets Complete Streets Plan				
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prepared on: 03/21/19

prepared by: KK

checked by: MM

		Ford/5th Streets				
Item #	Description	Unit	Cost	Qty	Item Total	Subtotal
	Distance in Downtown (lf)		2,300			
P	Professional Services					
1.	Topographic survey	1%	\$15,440	Allow	\$15,440	
2.	PSR	2.5%	\$0	Allow	\$0	
3.	PA&ED	10%	\$0	Allow	\$0	
4.	Preliminary engineering	2%	\$30,880	Allow	\$30,880	
5.	Design development	4%	\$61,760	Allow	\$61,760	
6.	Construction documents*	7%	\$108,080	Allow	\$108,080	
7.	Bidding and construction engineering design support	3%	\$46,320	Allow	\$46,320	
8.	Testing and special inspection	1%	\$15,440	Allow	\$15,440	
9.	Construction management	15%	\$231,600	Allow	\$231,600	
						\$510,000
Q	Supplemental Items					
1.	COZEEP contract	5%	\$0	Allow	\$0	
2.	Traffic management plan	0.5%	\$7,720	Allow	\$7,720	
3.	Public information	4%	\$61,760	Allow	\$61,760	
4.	Maintain traffic	4%	\$61,760	Allow	\$61,760	
						\$131,000
R	Caltrans/City					
1.	PSR Oversight (Caltrans)	1.5%	\$0	Allow	\$0	
2.	PA&ED Oversight (Caltrans)	5%	\$0	Allow	\$0	
3.	PS&E Oversight (Caltrans)	5%	\$0	Allow	\$0	
4.	ROW Oversight (Caltrans)	3%	\$0	Allow	\$0	
5.	Construction Oversight (Caltrans)	3%	\$0	Allow	\$0	
6.	Local Agency Oversight (City)	3%	\$0	Allow	\$0	
						\$0
S	Right-of-Way					
1.	Right-of-Way	5%	\$0	Allow	\$0	
						\$0
T	Total Estimated Project Costs					\$2,960,000

Based on drawings entitled "Downtown Watsonville Complete Streets Preferred Plan," dated 3/21/19.

* Includes civil, traffic, arborist, geotechnical, electrical, and landscape architectural services

Note: The above items, amounts, quantities, and related information are based on CA's judgment at this level of document preparation and is offered only as reference data. CA has no control over construction quantities, costs and related factors affecting costs, and advises the client that significant variation may occur between this estimate of probable construction costs and actual construction prices.

Cost Estimate

prepared for the City of Watsonville		Estimate of Probable Construction Costs Downtown Watsonville Complete Streets Complete Streets Plan				
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prepared on: 03/21/19
prepared by: KK
checked by: MM

			Lake/Beach2nd/1st Streets			
Item #	Description	Unit	Cost	Qty	Item Total	Subtotal
	Distance in Downtown (lf)			3,700		
A	Project Start-up					
1.	Bonding and mobilization	4%	\$72,787.35	Allow	\$72,787	
2.	Job site management	LS	\$10,000	Allow	\$10,000	
3.	Traffic control	LS	\$50,000	Allow	\$50,000	
4.	Construction staking	LS	\$50,000	Allow	\$50,000	
5.	Lead compliance plan	LS	\$2,000	Allow	\$2,000	
						\$184,800
B	Demolition					
1.	AC roadway pavement	LF	\$30	0	\$0	
2.	Concrete pavement	LF	\$30	185	\$5,550	
3.	Sawcut pavement	LF	\$10	185	\$1,850	
4.	Bulbout	EA	\$500	24	\$12,000	
5.	Median / pork chop island / bulbout	LF	\$25	925	\$23,125	
6.	Striping, roadway	LF	\$2	9,250	\$18,500	
7.	Curb and gutter	LF	\$10	185	\$1,850	
8.	Soil offhaul	CY	\$40	0	\$0	
9.	Trees	EA	\$300	5	\$1,500	
10.	Street light	EA	\$800	4	\$3,200	
11.	Miscellaneous removals	LS	\$10,000	Allow	\$10,000	
						\$77,600
C	Grading, Drainage, and Utilities					
1.	Relocate utilities	LS	\$30,000	Allow	\$30,000	
2.	Curb inlet	EA	\$2,000	19	\$38,000	
3.	Storm drainline	LF	\$50	740	\$37,000	
						\$105,000
D	Site Construction					
1.	Standard sidewalk	LF	\$125	0	\$0	
2.	Standard curb and gutter	LF	\$100	185	\$18,500	
3.	Curb ramp	EA	\$2,000	0	\$0	
4.	Decomposed granite tree well	EA	\$200	37	\$7,400	
5.	Tree grate	EA	\$1,000	74	\$74,000	
6.	Bus shelter	EA	\$20,000	0	\$0	
7.	Bench at bus stop	EA	\$2,500	0	\$0	
8.	Trash receptacle at bus stop	EA	\$2,000	0	\$0	
9.	Bike rack	EA	\$800	2	\$1,600	
10.	Trash receptacle	EA	\$2,000	0	\$0	
11.	Bench	EA	\$2,500	0	\$0	
12.	Bike storage	EA	\$3,000	1	\$3,000	
13.	Alleyway sign/gateway and enhancement treatment	EA	\$10,000	4	\$40,000	
14.	Parking sign	EA	\$3,000	8	\$24,000	
						\$168,500
E	Roadway Construction					
1.	Bike lane/sharrow traffic signs	EA	\$700	12	\$8,633	
2.	Bike lane striping, buffered	LF	\$10	3,020	\$30,200	
3.	Bike lane, striping	LF	\$6	1,440	\$8,640	
4.	Sharrow pavement marking	EA	\$800	3	\$2,560	
5.	Green bike lane pavement marker	LF	\$70	892	\$62,440	
6.	Median	LF	\$150	0	\$0	
7.	Asphalt conform	LF	\$20	0	\$0	
8.	Striping, roadway	LF	\$3	7,400	\$22,200	
9.	Bulb out	EA	\$2,000	24	\$48,000	
10.	Crosswalk, ladder	EA	\$5,000	4	\$20,000	
11.	Crosswalk, ladder, raised	EA	\$10,000	0	\$0	
12.	Crosswalk, colored	EA	\$7,500	0	\$0	
13.	Crosswalk, colored, raised	EA	\$12,500	0	\$0	
						\$202,700

Cost Estimate

prepared for the City of Watsonville	Estimate of Probable Construction Costs Downtown Watsonville Complete Streets Complete Streets Plan				
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prepared on: 03/21/19
prepared by: KK
checked by: MM

		Lake/Beach2nd/1st Streets				
Item #	Description	Unit	Cost	Qty	Item Total	Subtotal
	Distance in Downtown (lf)			3,700		
F	Traffic Control					
1.	Signal modification	EA	\$50,000	0	\$0	
2.	Pedestrian hybrid beacon	EA	\$30,000	0	\$0	
3.	Construction area signs	LS	\$5,000	Allow	\$5,000	
4.	K-Railing	LS	\$10,000	Allow	\$10,000	
5.	Changeable message signs (portable)	LS	\$10,000	Allow	\$10,000	
6.	Temporary signal and lighting	EA	\$15,000	0	\$15,000	
						\$40,000
G	Lighting					
1.	Roadway fixture on new pole	EA	\$8,000	0	\$0	
2.	Pedestrian fixture on new pole	EA	\$5,000	110	\$550,000	
3.	Alleyway lighting	LS	\$40,000	Allow	\$40,000	
4.	Service equipment enclosure	EA	\$4,500	3	\$13,875	
5.	#3 1/2 Pull boxes	EA	\$500	25	\$12,333	
6.	2" Sch 40 PVC conduit	LF	\$12	7,400	\$88,800	
7.	Conductor	LF	\$1	11,100	\$13,542	
8.	Excavation and backfill	LF	\$20	7,400	\$148,000	
						\$866,600
H	Storm Water Pollution Prevention Provisions					
1.	Fiber rolls	LF	\$6	185	\$1,110	
2.	Storm drain filters	LS	\$4,000	Allow	\$4,000	
3.	Maintenance	LS	\$10,000	Allow	\$10,000	
4.	Street sweeping	LS	\$5,000	Allow	\$5,000	
						\$20,100
I	Soil Preparation and Fine Grading					
1.	Soil preparation and fine grading	EA	\$25	207	\$5,175	
2.	Mulch	EA	\$25	96	\$2,400	
3.	Root barrier	EA	\$200	111	\$22,200	
4.	Structural soil at tree wells	EA	\$250	111	\$27,750	
						\$57,500
J	Irrigation					
1.	Electrical service and panel - existing	EA	\$20,000	1	\$20,000	
2.	Irrigation controller, 2-wire system	EA	\$8,000	1	\$8,000	
3.	Water meter, 1-1/2"	EA	\$5,000	1	\$5,000	
4.	Backflow preventer	EA	\$5,000	1	\$5,000	
5.	Adjust existing system	LS	\$0	Allow	\$0	
6.	Irrigation mainline, 2-1/2"	LF	\$8	5,550	\$44,400	
7.	Drip system	LF	\$4	2,400	\$9,600	
8.	Tree bubbler, 2 per tree	EA	\$150	111	\$16,650	
						\$108,700
K	Planting					
1.	Trees, 24" box	EA	\$500	111	\$55,500	
2.	Shrubs/groundcover	LF	\$20	480	\$9,600	
						\$65,100
L	Landscape Maintenance					
1.	Plant establishment period	LS	\$6,000	Allow	\$6,000	
						\$6,000
M	Subtotal Estimated Construction Costs					\$1,903,000
N	Contingency					
1.	Estimating contingency	25%	\$475,750	Allow	\$475,750	
2.	Inflation (3% per year for five years)	15%	\$285,450	Allow	\$285,450	
						\$761,200
O	Allowance for Probable Construction Period Changes	10%	\$190,300	Allow	\$190,300	
						\$190,300

Cost Estimate

prepared for the City of Watsonville	Estimate of Probable Construction Costs Downtown Watsonville Complete Streets Complete Streets Plan
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prepared on: 03/21/19
prepared by: KK
checked by: MM

		Lake/Beach2nd/1st Streets				
Item #	Description	Unit	Cost	Qty	Item Total	Subtotal
	Distance in Downtown (lf)			3,700		
P	Professional Services					
1.	Topographic survey	1%	\$19,030	Allow	\$19,030	
2.	PSR	2.5%	\$0	Allow	\$0	
3.	PA&ED	10%	\$0	Allow	\$0	
4.	Preliminary engineering	2%	\$38,060	Allow	\$38,060	
5.	Design development	4%	\$76,120	Allow	\$76,120	
6.	Construction documents*	7%	\$133,210	Allow	\$133,210	
7.	Bidding and construction engineering design support	3%	\$57,090	Allow	\$57,090	
8.	Testing and special inspection	1%	\$19,030	Allow	\$19,030	
9.	Construction management	15%	\$285,450	Allow	\$285,450	
						\$628,000
Q	Supplemental Items					
1.	COZEEP contract	5%	\$0	Allow	\$0	
2.	Traffic management plan	0.5%	\$9,515	Allow	\$9,515	
3.	Public information	4%	\$76,120	Allow	\$76,120	
4.	Maintain traffic	4%	\$76,120	Allow	\$76,120	
						\$162,000
R	Caltrans/City					
1.	PSR Oversight (Caltrans)	1.5%	\$0	Allow	\$0	
2.	PA&ED Oversight (Caltrans)	5%	\$0	Allow	\$0	
3.	PS&E Oversight (Caltrans)	5%	\$0	Allow	\$0	
4.	ROW Oversight (Caltrans)	3%	\$0	Allow	\$0	
5.	Construction Oversight (Caltrans)	3%	\$0	Allow	\$0	
6.	Local Agency Oversight (City)	3%	\$0	Allow	\$0	
						\$0
S	Right-of-Way					
1.	Right-of-Way	5%	\$0	Allow	\$0	
						\$0
T	Total Estimated Project Costs					\$3,640,000

Based on drawings entitled "Downtown Watsonville Complete Streets Preferred Plan," dated 3/21/19.

* Includes civil, traffic, arborist, geotechnical, electrical, and landscape architectural services

Note: The above items, amounts, quantities, and related information are based on CA's judgment at this level of document preparation and is offered only as reference data. CA has no control over construction quantities, costs and related factors affecting costs, and advises the client that significant variation may occur between this estimate of probable construction costs and actual construction prices.

Cost Estimate

prepared for the
City of Watsonville

Estimate of Probable Construction Costs
Downtown Watsonville Complete Streets
Complete Streets Plan

prepared on: 03/21/19
prepared by: KK
checked by: MM

		Main St/Freedom Blvd/Riverside Drive				
Item #	Description	Unit	Cost	Qty	Item Total	Subtotal
	Distance in Downtown (If)			800		
A	Project Start-up					
1.	Bonding and mobilization	4%	\$17,802.45	Allow	\$17,802	
2.	Job site management	LS	\$10,000	Allow	\$10,000	
3.	Traffic control	LS	\$50,000	Allow	\$50,000	
4.	Construction staking	LS	\$10,000	Allow	\$10,000	
5.	Lead compliance plan	LS	\$2,000	Allow	\$2,000	
						\$89,800
B	Demolition					
1.	AC roadway pavement	LF	\$30	0	\$0	
2.	Concrete pavement	LF	\$30	0	\$0	
3.	Sawcut pavement	LF	\$10	0	\$0	
4.	Bulbout	EA	\$500	0	\$0	
5.	Median / pork chop island / bulbout	LF	\$25	0	\$0	
6.	Striping, roadway	LF	\$2	2,400	\$4,800	
7.	Curb and gutter	LF	\$20	0	\$0	
8.	Soil offhaul	CY	\$40	0	\$0	
9.	Trees	EA	\$300	0	\$0	
10.	Street light	EA	\$800	0	\$0	
11.	Miscellaneous removals	LS	\$10,000	Allow	\$10,000	
						\$14,800
C	Grading, Drainage, and Utilities					
1.	Relocate utilities	LS	\$15,000	Allow	\$15,000	
2.	Curb inlet	EA	\$2,000	0	\$0	
3.	Storm drainline	LF	\$50	0	\$0	
						\$15,000
D	Site Construction					
1.	Standard sidewalk	LF	\$125	0	\$0	
2.	Standard curb and gutter	LF	\$100	0	\$0	
3.	Curb ramp	EA	\$2,000	2	\$4,000	
4.	Decomposed granite tree well	EA	\$200	0	\$0	
5.	Tree grate	EA	\$1,000	0	\$0	
6.	Bus shelter	EA	\$20,000	0	\$0	
7.	Bench at bus stop	EA	\$2,500	0	\$0	
8.	Trash receptacle at bus stop	EA	\$2,000	0	\$0	
9.	Bike rack	EA	\$800	0	\$0	
10.	Trash receptacle	EA	\$2,000	0	\$0	
11.	Bench	EA	\$2,500	0	\$0	
12.	Bike storage	EA	\$3,000	0	\$0	
13.	Alleyway sign/gateway and enhancement treatment	EA	\$10,000	0	\$0	
14.	Parking sign	EA	\$3,000	1	\$3,000	
						\$7,000
E	Roadway Construction					
1.	Bike lane/sharrow traffic signs	EA	\$700	3	\$1,867	
2.	Bike lane striping, buffered	LF	\$10	1,600	\$16,000	
3.	Bike lane, striping	LF	\$6	0	\$0	
4.	Sharrow pavement marking	EA	\$800	0	\$0	
5.	Green bike lane pavement marker	LF	\$70	320	\$22,400	
6.	Median	LF	\$150	0	\$0	
7.	Asphalt conform	LF	\$20	0	\$0	
8.	Striping, roadway	LF	\$3	2,400	\$7,200	
9.	Bulb out	EA	\$2,000	0	\$0	
10.	Crosswalk, ladder	EA	\$5,000	4	\$20,000	
11.	Crosswalk, ladder, raised	EA	\$10,000	0	\$0	
12.	Crosswalk, colored	EA	\$7,500	0	\$0	
13.	Crosswalk, colored, raised	EA	\$12,500	0	\$0	
						\$67,500

Cost Estimate

prepared for the
City of Watsonville

Estimate of Probable Construction Costs Downtown Watsonville Complete Streets Complete Streets Plan

prepared on: 03/21/19
prepared by: KK
checked by: MM

Main St/Freedom Blvd/Riverside Drive						
Item #	Description	Unit	Cost	Qty	Item Total	Subtotal
	Distance in Downtown (If)			800		
F	Traffic Control					
1.	Signal modification	EA	\$50,000	0	\$0	
2.	Pedestrian hybrid beacon	EA	\$30,000	0	\$0	
3.	Construction area signs	LS	\$5,000	Allow	\$5,000	
4.	K-Railing	LS	\$20,000	Allow	\$20,000	
5.	Changeable message signs (portable)	LS	\$15,000	Allow	\$15,000	
6.	Temporary signal and lighting	EA	\$15,000	0	\$0	
						\$40,000
G	Lighting					
1.	Roadway fixture on new pole	EA	\$8,000	0	\$0	
2.	Pedestrian fixture on new pole	EA	\$5,000	32	\$160,000	
3.	Alleyway lighting	LS	\$0	Allow	\$0	
4.	Service equipment enclosure	EA	\$4,500	1	\$3,000	
5.	#3 1/2 Pull boxes	EA	\$500	5	\$2,667	
6.	2" Sch 40 PVC conduit	LF	\$12	1,600	\$19,200	
7.	Conductor	LF	\$1	2,400	\$2,928	
8.	Excavation and backfill	LF	\$20	1,600	\$32,000	
						\$219,800
H	Storm Water Pollution Prevention Provisions					
1.	Fiber rolls	LF	\$6	0	\$0	
2.	Storm drain filters	LS	\$4,000	Allow	\$4,000	
3.	Maintenance	LS	\$10,000	Allow	\$10,000	
4.	Street sweeping	LS	\$5,000	Allow	\$5,000	
						\$19,000
I	Soil Preparation and Fine Grading					
1.	Soil preparation and fine grading	EA	\$25	0	\$0	
2.	Mulch	EA	\$25	0	\$0	
3.	Root barrier	EA	\$200	0	\$0	
4.	Structural soil at tree wells	EA	\$250	0	\$0	
						\$0
J	Irrigation					
1.	Electrical service and panel - existing	EA	\$20,000	0	\$0	
2.	Irrigation controller, 2-wire system	EA	\$8,000	0	\$0	
3.	Water meter, 1-1/2"	EA	\$5,000	0	\$0	
4.	Backflow preventer	EA	\$5,000	0	\$0	
5.	Adjust existing system	LS	\$0	Allow	\$0	
6.	Irrigation mainline, 2-1/2"	LF	\$8	0	\$0	
7.	Drip system	LF	\$4	0	\$0	
8.	Tree bubbler, 2 per tree	EA	\$150	0	\$0	
						\$0
K	Planting					
1.	Trees, 24" box	EA	\$500	0	\$0	
2.	Shrubs/groundcover	LF	\$20	0	\$0	
						\$0
L	Landscape Maintenance					
1.	Plant establishment period	LS	\$0	Allow	\$0	
						\$0
M	Subtotal Estimated Construction Costs					\$473,000
N	Contingency					
1.	Estimating contingency	25%	\$118,250	Allow	\$118,250	
2.	Inflation (3% per year for five years)	15%	\$70,950	Allow	\$70,950	
						\$189,000
O	Allowance for Probable Construction Period Changes	10%	\$47,300	Allow	\$47,300	
						\$47,300

Cost Estimate

prepared for the
City of Watsonville

Estimate of Probable Construction Costs
Downtown Watsonville Complete Streets
Complete Streets Plan

prepared on: 03/21/19
prepared by: KK
checked by: MM

		Main St/Freedom Blvd/Riverside Drive				
Item #	Description	Unit	Cost	Qty	Item Total	Subtotal
	Distance in Downtown (If)		800			
P	Professional Services					
1.	Topographic survey	1%	\$4,730	Allow	\$4,730	
2.	PSR	2.5%	\$0	Allow	\$0	
3.	PA&ED	10%	\$0	Allow	\$0	
4.	Preliminary engineering	2%	\$9,460	Allow	\$9,460	
5.	Design development	4%	\$18,920	Allow	\$18,920	
6.	Construction documents*	7%	\$33,110	Allow	\$33,110	
7.	Bidding and construction engineering design support	3%	\$14,190	Allow	\$14,190	
8.	Testing and special inspection	1%	\$4,730	Allow	\$4,730	
9.	Construction management	15%	\$70,950	Allow	\$70,950	
						\$156,000
Q	Supplemental Items					
1.	COZEEP contract	5%	\$0	Allow	\$0	
2.	Traffic management plan	0.5%	\$2,365	Allow	\$2,365	
3.	Public information	4%	\$18,920	Allow	\$18,920	
4.	Maintain traffic	4%	\$18,920	Allow	\$18,920	
						\$40,000
R	Caltrans/City					
1.	PSR Oversight (Caltrans)	1.5%	\$0	Allow	\$0	
2.	PA&ED Oversight (Caltrans)	5%	\$0	Allow	\$0	
3.	PS&E Oversight (Caltrans)	5%	\$0	Allow	\$0	
4.	ROW Oversight (Caltrans)	3%	\$0	Allow	\$0	
5.	Construction Oversight (Caltrans)	3%	\$0	Allow	\$0	
6.	Local Agency Oversight (City)	3%	\$0	Allow	\$0	
						\$0
S	Right-of-Way					
1.	Right-of-Way	5%	\$0	Allow	\$0	
						\$0
T	Total Estimated Project Costs					\$910,000

Based on drawings entitled "Downtown Watsonville Complete Streets Preferred Plan," dated 3/21/19.

** Includes civil, traffic, arborist, geotechnical, electrical, and landscape architectural services*

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Cost Estimate

prepared for the City of Watsonville		Estimate of Probable Construction Costs Downtown Watsonville Complete Streets Complete Streets Plan			
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prepared on: 03/21/19

prepared by: KK

checked by: MM

			TOTAL			
Item #	Description	Unit	Cost	Qty	Item Total	Subtotal
	Distance in Downtown (lf)			15,300		
A	Project Start-up					
1.	Bonding and mobilization	4%	\$513,198	Allow	\$513,198	
2.	Job site management	LS	\$60,000	Allow	\$60,000	
3.	Traffic control	LS	\$330,000	Allow	\$330,000	
4.	Construction staking	LS	\$160,000	Allow	\$160,000	
5.	Lead compliance plan	LS	\$12,000	Allow	\$12,000	
						\$1,075,200
B	Demolition					
1.	AC roadway pavement	LF	\$30	6,300	\$265,000	
2.	Concrete pavement	LF	\$30	3,785	\$113,550	
3.	Sawcut pavement	LF	\$10	6,485	\$113,850	
4.	Bulbout	EA	\$500	145	\$72,500	
5.	Median / pork chop island / bulbout	LF	\$25	1,475	\$36,875	
6.	Striping, roadway	LF	\$2	42,150	\$84,300	
7.	Curb and gutter	LF	\$20	3,785	\$73,850	
8.	Soil offhaul	CY	\$40	2,000	\$80,000	
9.	Trees	EA	\$300	16	\$4,800	
10.	Street light	EA	\$800	16	\$12,978	
11.	Miscellaneous removals	LS	\$60,000	Allow	\$60,000	
						\$917,800
C	Grading, Drainage, and Utilities					
1.	Relocate utilities	LS	\$225,000	Allow	\$225,000	
2.	Curb inlet	EA	\$2,000	107	\$214,000	
3.	Storm drainline	LF	\$50	3,620	\$181,000	
						\$620,000
D	Site Construction					
1.	Standard sidewalk	LF	\$125	3,600	\$760,000	
2.	Standard curb and gutter	LF	\$100	3,785	\$378,500	
3.	Curb ramp	EA	\$2,000	214	\$428,000	
4.	Decomposed granite tree well	EA	\$200	215	\$43,000	
5.	Tree grate	EA	\$1,000	224	\$224,000	
6.	Bus shelter	EA	\$20,000	10	\$200,000	
7.	Bench at bus stop	EA	\$2,500	10	\$25,000	
8.	Trash receptacle at bus stop	EA	\$2,000	10	\$20,000	
9.	Bike rack	EA	\$800	60	\$48,000	
10.	Trash receptacle	EA	\$2,000	29	\$58,000	
11.	Bench	EA	\$2,500	21	\$51,250	
12.	Bike storage	EA	\$3,000	24	\$72,000	
13.	Alleyway sign/gateway and enhancement treatment	EA	\$10,000	5	\$50,000	
14.	Parking sign	EA	\$3,000	41	\$123,000	
						\$2,480,800
E	Roadway Construction					
1.	Bike lane/sharrow traffic signs	EA	\$700	63	\$44,100	
2.	Bike lane striping, buffered	LF	\$10	10,720	\$107,200	
3.	Bike lane, striping	LF	\$6	3,540	\$21,240	
4.	Sharrow pavement marking	EA	\$800	35	\$28,160	
5.	Green bike lane pavement marker	LF	\$70	2,852	\$199,640	
6.	Median	LF	\$150	2,000	\$300,000	
7.	Asphalt conform	LF	\$20	6,300	\$126,000	
8.	Striping, roadway	LF	\$3	38,000	\$114,000	
9.	Bulb out	EA	\$2,000	141	\$282,000	
10.	Crosswalk, ladder	EA	\$5,000	61	\$305,000	
11.	Crosswalk, ladder, raised	EA	\$10,000	2	\$20,000	
12.	Crosswalk, colored	EA	\$7,500	47	\$352,500	
13.	Crosswalk, colored, raised	EA	\$12,500	1	\$12,500	
						\$1,912,400

Cost Estimate

prepared for the City of Watsonville	Estimate of Probable Construction Costs Downtown Watsonville Complete Streets Complete Streets Plan				
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prepared on: 03/21/19

prepared by: KK

checked by: MM

			TOTAL			
Item #	Description	Unit	Cost	Qty	Item Total	Subtotal
	Distance in Downtown (lf)			15,300		
F	Traffic Control					
1.	Signal modification	EA	\$50,000	11	\$550,000	
2.	Pedestrian hybrid beacon	EA	\$30,000	2	\$60,000	
3.	Construction area signs	LS	\$30,000	Allow	\$30,000	
4.	K-Railing	LS	\$120,000	Allow	\$120,000	
5.	Changeable message signs (portable)	LS	\$80,000	Allow	\$80,000	
6.	Temporary signal and lighting	EA	\$15,000	11	\$180,000	
						\$1,020,000
G	Lighting					
1.	Roadway fixture on new pole	EA	\$8,000	12	\$96,000	
2.	Pedestrian fixture on new pole	EA	\$5,000	525	\$2,625,000	
3.	Alleyway lighting	LS	\$70,000	Allow	\$70,000	
4.	Service equipment enclosure	EA	\$4,500	16	\$70,875	
5.	#3 1/2 Pull boxes	EA	\$500	126	\$63,000	
6.	2" Sch 40 PVC conduit	LF	\$12	34,400	\$412,800	
7.	Conductor	LF	\$1	51,600	\$62,952	
8.	Excavation and backfill	LF	\$20	34,400	\$688,000	
					\$0	\$4,086,700
H	Storm Water Pollution Prevention Provisions					
1.	Fiber rolls	LF	\$6	11,385	\$68,310	
2.	Storm drain filters	LS	\$24,000	Allow	\$24,000	
3.	Maintenance	LS	\$60,000	Allow	\$60,000	
4.	Street sweeping	LS	\$30,000	Allow	\$30,000	
						\$182,300
I	Soil Preparation and Fine Grading					
1.	Soil preparation and fine grading	EA	\$25	941	\$23,525	
2.	Mulch	EA	\$25	580	\$14,500	
3.	Root barrier	EA	\$200	361	\$76,700	
4.	Structural soil at tree wells	EA	\$250	361	\$85,750	
						\$200,600
J	Irrigation					
1.	Electrical service and panel - existing	EA	\$20,000	5	\$100,000	
2.	Irrigation controller, 2-wire system	EA	\$8,000	5	\$40,000	
3.	Water meter, 1 -1/2"	EA	\$5,000	5	\$25,000	
4.	Backflow preventer	EA	\$5,000	5	\$25,000	
5.	Adjust existing system	LS	\$30,000	Allow	\$30,000	
6.	Irrigation mainline, 2-1/2"	LF	\$8	22,300	\$178,400	
7.	Drip system	LF	\$4	34,500	\$138,000	
8.	Tree bubbler, 2 per tree	EA	\$150	439	\$65,850	
						\$602,300
K	Planting					
1.	Trees, 24" box	EA	\$500	439	\$219,500	
2.	Shrubs/groundcover	LF	\$20	2,900	\$58,000	
						\$277,500
L	Landscape Maintenance					
1.	Plant establishment period	LS	\$28,000	Allow	\$28,000	
						\$28,000
M	Subtotal Estimated Construction Costs					\$13,400,000
N	Contingency					
1.	Estimating contingency	25%	\$3,351,250	Allow	\$3,351,250	
2.	Inflation (3% per year for five years)	15%	\$2,010,750	Allow	\$2,010,750	
						\$5,362,200
O	Allowance for Probable Construction Period Changes	10%	\$302,580	Allow	\$1,340,500	
						\$1,341,000

Cost Estimate

prepared for the City of Watsonville	Estimate of Probable Construction Costs Downtown Watsonville Complete Streets Complete Streets Plan
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prepared on: 03/21/19

prepared by: KK

checked by: MM

			TOTAL			
Item #	Description	Unit	Cost	Qty	Item Total	Subtotal
	Distance in Downtown (lf)			15,300		
P	Professional Services					
1.	Topographic survey	1%	\$134,050	Allow	\$134,050	
2.	PSR	2.5%	\$75,500	Allow	\$75,500	
3.	PA&ED	10%	\$302,000	Allow	\$302,000	
4.	Preliminary engineering	2%	\$268,100	Allow	\$268,100	
5.	Design development	4%	\$536,200	Allow	\$536,200	
6.	Construction documents*	7%	\$938,350	Allow	\$938,350	
7.	Bidding and construction engineering design support	3%	\$402,150	Allow	\$402,150	
8.	Testing and special inspection	1%	\$134,050	Allow	\$134,050	
9.	Construction management	15%	\$2,010,750	Allow	\$2,010,750	
						\$4,801,000
Q	Supplemental Items					
1.	COZEEP contract	5%	\$151,000	Allow	\$151,000	
2.	Traffic management plan	0.5%	\$67,025	Allow	\$67,025	
3.	Public information	4%	\$536,200	Allow	\$536,200	
4.	Maintain traffic	4%	\$536,200	Allow	\$536,200	
						\$1,291,000
R	Caltrans/City					
1.	PSR Oversight (Caltrans)	1.5%	\$45,300	Allow	\$45,300	
2.	PA&ED Oversight (Caltrans)	5%	\$151,000	Allow	\$151,000	
3.	PS&E Oversight (Caltrans)	5%	\$151,000	Allow	\$151,000	
4.	ROW Oversight (Caltrans)	3%	\$90,600	Allow	\$90,600	
5.	Construction Oversight (Caltrans)	3%	\$90,600	Allow	\$90,600	
6.	Local Agency Oversight (City)	3%	\$90,600	Allow	\$90,600	
						\$619,000
S	Right-of-Way					
1.	Right-of-Way	5%	\$151,000	Allow	\$151,000	
						\$151,000
T	Total Estimated Project Costs					\$26,970,000

Based on drawings entitled "Downtown Watsonville Complete Streets Preferred Plan," dated 3/21/19.

* Includes civil, traffic, arborist, geotechnical, electrical, and landscape architectural services

Note: The above items, amounts, quantities, and related information are based on CA's judgment at this level of document preparation and is offered only as reference data. CA has no control over construction quantities, costs and related factors affecting costs, and advises the client that significant variation may occur between this estimate of probable construction costs and actual construction prices.