

PALMDALE HIGH-SPEED RAIL STATION AREA PLAN



November 29, 2016

Community Visioning Workshop #2

Summary Report

Project Background

The City of Palmdale continued its public engagement efforts related to the Palmdale High-Speed Rail Station Area Plan project at a workshop held on Tuesday, November 29, 2016. This served as a follow-up to the first public meeting, which was held in April, 2016. At this meeting an update was provided on the overall project, progress made with regard to the zoning approach, information on the completed economic case studies and market demand, progress made on multi-modal access and the project schedule. Through this workshop, the City continues to work with local stakeholders to implement a station area plan that will accomplish the following:



- Enhance local and regional multi-modal transportation options
- Create short and long-term economic development opportunities
- Generate opportunities for transit-oriented development (TOD)
- Promote smart growth development opportunities



As a part of this planning effort, the City will analyze the benefits a HSR station will generate for the City of Palmdale and the Antelope Valley. It will develop land use and urban design recommendations, establish a mobility strategy, and identify economic development potential and scenarios. Additionally, it will evaluate opportunities to improve jobs, housing, retail,

entertainment, art, cultural amenities, pedestrian and bicycle access, parking, streetscape improvements, lighting, wayfinding, open space and recreation, and sustainability. When complete, the SAP will be a vision document for the development of the HSR station area and a guide for the development of economic opportunities for the City of Palmdale as a whole.

In support of the visioning and environmental work to be completed for the Multi-Modal High-Speed Rail Station Area Plan, a total of (4) public meeting(s) will be conducted as part of a series of meetings, including two focused on the visioning process and two to support the environmental clearance of the preferred scenario/alternative. The following is a summary of the second public meeting focused on the development of a vision for the project.

Meeting Details

Date	Meeting Location	# of Participants
Tuesday, November 29, 2016 6:00 p.m. to 8:00 p.m.	Chimbole Cultural Center Manzanita Ballroom 38350 Sierra Hwy Palmdale, CA 93550	47 (based on sign-in sheet, includes city staff, and excludes project team)



Project Database

The project database, served as the primary resource for public notification of meetings including direct mail and e-blast notifications. Some of the key stakeholder categories include agencies, businesses, residents, educational institutions, elected officials, community groups and organizations, and transportation agencies. A direct mail notice was sent to a total of 662 records (See Appendix A).

Notifications



In addition to the direct mail notice to the project database, a notification plan which included extended outreach was completed with the City's assistance. All notifications were prepared in English and Spanish to address the stakeholder language needs. Both the electronic and print notice distribution was completed approximately two weeks prior to the meetings. All notices are included under Appendix B. The following describes activities under each notification method.

1. *Print and Electronic Meeting Notices:*

The project team created a 6" x 11" bilingual (English/Spanish) post card that was distributed to the project database via traditional mail. An electronic version of the notice was also prepared and transmitted via Constant Contact to the project database. Key stakeholders were asked to email electronic notices to their constituents and colleagues. Meeting posters and flyers were also created and posted on City counters as well as various locations throughout the City, including the following:

- Recreation and Culture
- Library
- Cultural Center
- Administration
- Development Service
- Palmdale Transportation Center
- 5 neighborhood houses
- Legacy Commons
- Marie Kerr Recreation Center
- Oasis Recreation Center



Additionally, an electronic reminder was transmitted the day before the Community meeting.

2. *Public Service Announcements (PSA's):*

The City created a press release and distributed it to their media list, which included both English and Spanish publications. The matrix below includes the details of these announcements.



3. *Extended Outreach:*

As part of the extended outreach AA identified a set of stakeholders to target for supplemental outreach, including transportation agencies and TWG members. In addition, various social media outlets were utilized to notice the meeting. Announcements were posted to the City's Facebook page and the project website.

Publication	Type of Advertisement	Publish Date
Antelope Valley Press	Press Release	11/18/16
Antelope Valley Times	Press Release	11/25/16
Local Spanish radio and publications (La Prensa, Café Con Leche, El Sol, El Vozero, Univision, AV Hispanic Chamber of Commerce)	Press Release sent to all listed outlets. Unsure if the release was printed or run.	Unknown
Facebook	Boosted Post	11/22/16
Spectrum Time Warner Cable	Video	Unknown
Antelope Valley Press	Post meeting article printed	12/2/16

Collateral Materials

A PowerPoint presentation was created and presented at the outset of the meeting in English. In addition, hard copies of the presentation were distributed in Spanish, as needed. The presentation is also available in English/Spanish on the project website.



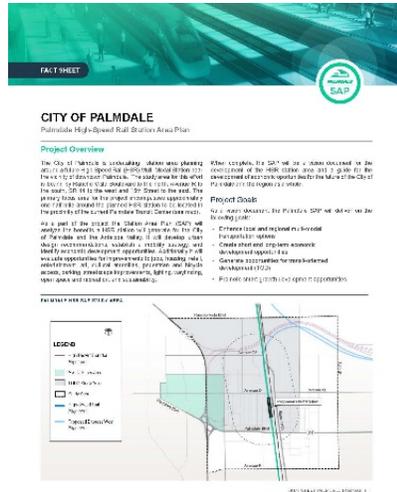
A bilingual (English/Spanish) factsheet and Frequently Asked Questions (FAQ) document were created. The fact sheet featured key project details including an overview of the planning effort, a map, a project schedule, and information on how to stay connected. The FAQ provided answers to common questions about the project and outlined the planning process for this effort. These were used as a handout at the community meeting. They are also available in electronic format via the City's website.

Participants at each of the following information

- Comment card
- Project Fact sheet
- Project FAQ

All of the materials available available electronically on PowerPoint presentation. These materials are also

Community Meeting



meetings were offered the materials:

at the meeting were also made the website, including the from the community meeting. readily available in Spanish.



As part of the presentation, the City’s Project Manager Mike Behen opened the meeting with a brief overview of the project and general comments on its importance. Roland Genick of Parsons then went through the PowerPoint presentation which provided updates on the project, including what has been accomplished thus far and next steps. Roland also shared results from the currently ongoing project survey, which has been online for several months. In

addition, Roland shared progress made on the vision statement which is nearing completion. Roland also shared an update on the revised approach to the implementation of the regulatory framework for the project. In response to the presentation, two written comments and/or questions were received via comment cards that were distributed to attendees upon arrival at the registration table. An additional three comments were received via email in the days before the meeting. Copies of these are included under Appendix C.



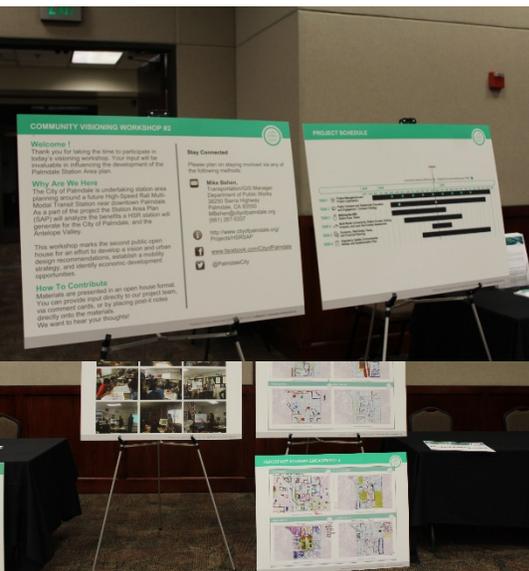
Following the presentation, participants were asked to visit the interactive stations set up around the perimeter of the room. A total of 27 boards were prepared and displayed at four stations. The stations consisted of the following topics:

General Information – The first station provided a summary of the project overview, purpose of the meeting, schedule and project area map. Fact

sheets, FAQ’s and copies of the PPT presentation were distributed at this station in both English and Spanish.

Student Engagement – The second station was a summary of student engagement activities conducted in May of 2016 at the Palmdale Aerospace Academy. Photos of the activities as well as the finished plans created by the students were on display.

Multi-Modal Access – The third station presented the revised multi-modal access plan that included the proposed reconfiguration of the roadway network for the City of Palmdale and particularly the revisions to the alignment for Sierra Highway and Technology Drive.





Land-Use – The fourth station included information on the currently proposed revisions to the existing landuses. It also provided information on the shift in strategy towards a form based zoning code and away from a zoning code that is solely based on land-uses.

Form and Character Based Zoning – The fifth station provided more detailed information on what such a form based zoning code would entail and utilized a schematic 3dimensional model of the study area to visualize the potential massing surrounding the future HSR station.

I Will Ride – The ‘I Will Ride’ program, which is a social media campaign created by the California High-Speed Rail Authority, hosted a table at the meeting and distributed informational and promotional materials to attendees. This program was designed to provide stakeholders an opportunity to show a declaration of support for California High-Speed Rail and Passenger Rail in California



CHSRA – The CHSRA hosted a booth and staff were on hand to engage and answer questions relating to the California High-Speed Rail Project. Fact sheets and other informational materials related to this separate, but related project, were available as hand-outs.



Vision- Precedent pictures were used to showcase the opportunities for public spaces and different urban characters, housing and neighborhoods, street types, etc. Photos were used to assist participants in a visualization exercise where they voted their preferred ideas and concepts by placing dot stickers on the illustrations directly.

The presentation boards are included under Appendix C.

Next Steps

The consultant team will continue with outreach activities over the next 6 months. Additional community meetings will be planned during this time period, with the next one scheduled for mid-2017. In addition, the Technical Working Group will continue to meet bi-monthly for the duration of the project.

Appendices

- A. Stakeholder Database
- B. Meeting Noticing
 - Meeting postcard
 - E-blast
 - Flyers
 - Press release
 - Other communications
- C. Meeting Materials
 - PPT
 - Fact Sheet
 - FAQ
 - Boards

- Sample comment card
- Sample sign-in sheets

D. Post Meeting

- Completed comment cards and emailed comments
- Completed sign-in sheets
- Media coverage
- Photos