

PALMDALE HIGH-SPEED RAIL STATION AREA PLAN



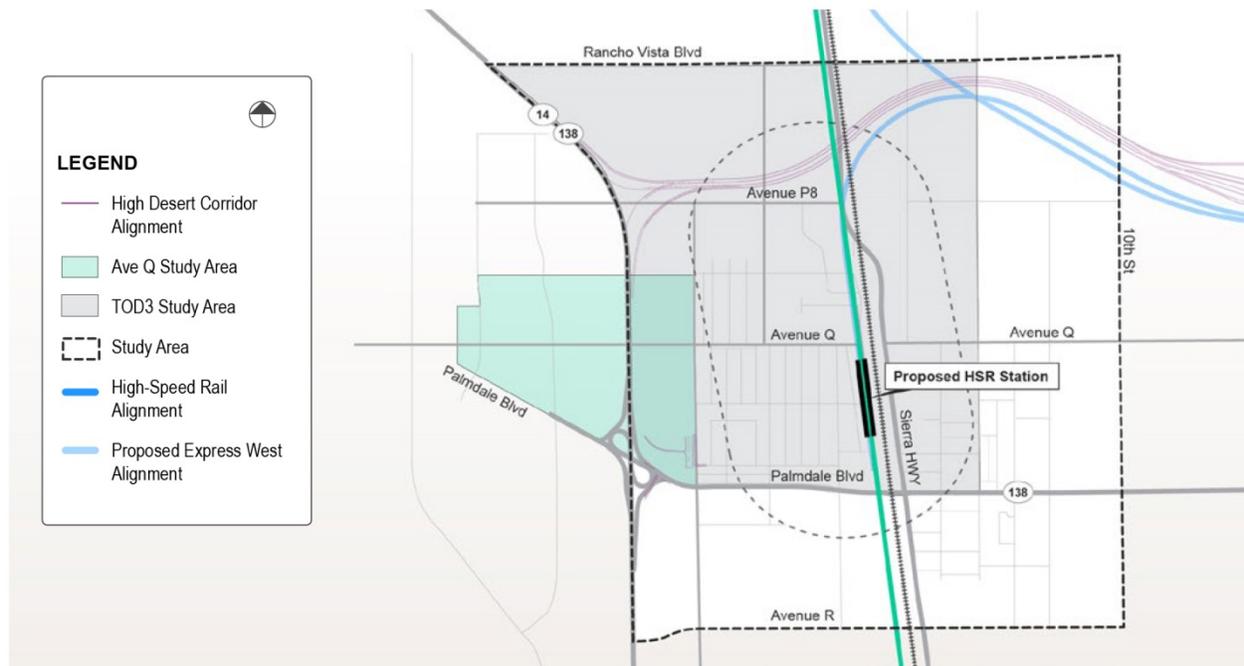
April 21, 2016

Community Visioning Workshop #1

Summary Report

Project Background

The City of Palmdale is undertaking station area planning in the vicinity of the proposed Palmdale High-Speed Rail (HSR) Multi-Modal Station near downtown. The study area defined for this plan is bound by Rancho Vista Boulevard to the north, Avenue R to the south, SR 14 to the west and 15th Street to the east. The primary focus area for the project encompasses approximately one-half mile surrounding the planned HSR station, located just south of the current Palmdale Transit Center.



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 first public meeting focused on the development of a vision for the project.

Meeting Details

Date	Meeting Location	# of Participants
Thursday April 21 st , 2016 6:00 p.m. to 8:00 p.m.	Chimbole Cultural Center Manzanita Ballroom 38350 Sierra Hwy Palmdale, CA 93550	82 (based on sign-in sheet, excluding project team)

**Project Database**

The project database, together with parcel data in the downtown area, served as the primary resource for public notification of meetings including direct mail, electronic communications with stakeholders, e-blasts and phone calls. Some of the key stakeholder categories include agencies, businesses, educational institutions, elected officials, community groups and organizations, transportation agencies, and utilities. A direct mail notice was sent to a total of 3,299 records, 574 records (See Appendix A) were compiled in the project database and merged with owner and occupant parcel data, 2,725 records located within ½ mile of the project site.

Notifications

In addition to the direct mail notice to the project and parcel data discussed above, a notification plan a series of 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 three weeks prior to the meetings. Nearly 4,000 post card notices were distributed to the project database and project area parcel data records. 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 and parcel data records 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 placed an ad on Spanish radio. 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. Stakeholders included businesses, transportation agencies,



community groups and TWG members. A total of 45 stakeholders were identified and contacted to request assistance with promoting the Community Meeting. 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. Metrolink also shared the meeting information via Facebook, Twitter and digital signage at the Palmdale Station.

Publication	Type of Advertisement	Run Date
Antelope Valley Times	Press Release	04/11/16
Spanish Radio	Radio advertisement	Week of Meeting

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.

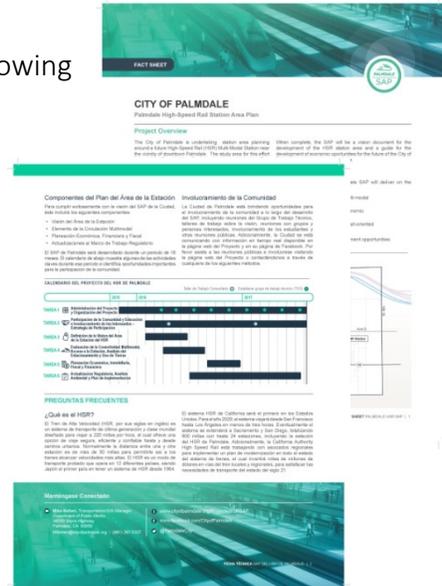
A bilingual (English/Spanish) factsheet was created. The fact sheet featured key project details including an overview of the planning effort, a map, a project schedule, and information on how to stay connected. The project fact sheet was used as a handout at the Community Meeting. It is also available in electronic format via the City’s website.

Community Meeting

Participants at each of the meetings were offered the following information materials:

- Meeting agenda
- Comment card
- Project Fact sheet

All of the materials available at the meeting were also made available electronically on the website, including the PowerPoint presentation from the community meeting. These materials are also readily available in Spanish.





As part of the presentation, the City's Project Manager Mike Behen and Mayor James Ledford opened the meeting with a brief overview of the project and comments. Roland Genick of Parsons then went through the PowerPoint presentation which provided additional details on the project, including purpose, schedule, vision statement and information regarding the meeting format and activities. Next, participants

had the opportunity to ask questions and/or make any additional comments in connection with the project and/or presentation. Questions received included the following:

- Q. What are you doing about the noise the trains make and the horns they are blowing starting at 5:00 am?
- A. The HSR is fully grade separated. There will be no need to blow a horn. Therefore, it will be quieter than the existing freight trains.
- Q. When will the service start?
- A. The current CHSRA Business Plan envisions the Palmdale station to be operational by 2029.

Q. What will be done in the study area?

In addition to the verbal comments and questions received during the course of the community meeting, and additional 10 written comments and/or questions were received via comment cards that were distributed to attendees upon arrival at the registration table. 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 25 boards were prepared and displayed at four stations. Facilitators at each station answered questions and encouraged attendees to participate in a series of visioning exercises to garner community input and preference and ultimately help shape the outcome of the Station Area Plan. The stations consisted of the following topics:



Purpose of the Study – The first station provided a summary of the project overview, purpose of the meeting, schedule and project area map. Fact sheets were distributed at this station in both English and Spanish.

Case Studies- The second station provided information on case studies for cities similar to Palmdale who have successfully integrated high-speed rail into their area.

Existing Conditions- Maps of the project study area and information on socio-economic and employment profile, circulation, and land use designations were displayed. Participants were asked to place stickers on various boards in response to a series of questions identifying the following:

- Where downtown Palmdale should be
- Identify where you live and work
- Describe what Palmdale means to them in one word

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. During the course of the presentation and visioning exercises Spanish interpretation was provided for 8-10 attendees and American Sign Language interpretation was provided for two attendees.

Next Steps

The consultant team will continue with outreach activities over the next 14 months. Three additional community meetings will be planned during this time period, with the next one scheduled for July 2016. Stakeholder interviews have been ongoing since April 2016 and will continue as needed throughout the life of the project. In addition, the Technical Working Group will continue to meet bi-monthly for the duration of the project. In-classroom visioning workshops were held at The Palmdale Aerospace Academy in May 2016 and an online student survey was also launched in May 2016. The project team will re-engage with the students on campus when the school year resumes in the fall.

Appendices

- A. Stakeholder Database (Map of parcel area)

B. Meeting Noticing

- Meeting postcard
- E-blast
- Flyers
- Posters
- Press release
- Other communications

C. Meeting Materials

- PPT
- Fact Sheet
- Boards
- Comment Card
- Sign-in Sheets

D. Post Meeting

- Media coverage
- Photos