

Redwood & Grant Transit Improvement Project



CTA November - 2017



Thank goodness it is over.



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Marin Transit Overview



- Contract Operator
- 15 Direct Staff
- 3.1 million passengers annually
- 80 vehicles
- \$30 million annual operating budget



Downtown Novato Bus Stop Facility



Good location

200 buses per day

1,200 passenger trips per day

Project Construction Cost - \$4.8 million



Location



Primary Boarding Location



Rebuilding Bus Transit "Facility"



Downtown Novato

Good location

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Construction Cost - \$4.8 million



Rebuilding Bus Transit “Facility”



Issues

Crime

Cleanliness

Pedestrian Safety

Source of schedule delay

Poor Accessibility

Project Goals to Improve

Transit operations

Pedestrian safety

Accessibility

State of good repair



What could go wrong?

- 5 vocal opponents
- A anti housing environment
- A small county newspaper that loves drama
- Selection of a controversial layout



How bad was it?



Resulting in:

- 70+ public records request
- 2 threatened lawsuits
- A 5 year design process
- 1 union Issue
- Project opponent elected to City Council; and
- Crazy city council meetings with hours of public comments

Spanning:

- 3 – transit general managers
- 3- city public works directors

Quotes from the Marin IJ Opinion Articles include:

- “A project . . .at odds with the needs of the citizens”
- “A waste of taxpayers’ taxes”
- “increase possible bus headway to 60 buses an hour”
- “held up basic renovations”
- “\$4-\$5 million for this project could significantly improve the entire Novato bus stop system, including path of travel for disabled residents”
- “252 signed a petition we sent them”
- “{project in} plan to create a high density corridor”
- “blatant push of high density housing”
- “Destroy rural character”
- “Stop the “high capacity” bus station in downtown Novato at Redwood and Grant”

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Iconic, Rural Character



PAM DREW ANNOUNCES RUN FOR NOVATO CITY COUNCIL



Pam Drew -Novato City Council

September 27, 2015 · 🌐

...

VOTE FOR PAM DREW, SHE HAS HELPED FIGHT THIS ILL FATED DESIGN. WE WANT THE NEW CITY COUNCIL TO REOPEN AND REVIEW THIS UNSAFE PROJECT.

PLEASE GET ALL YOUR FRIENDS AND FAMILY TO VOTE FOR PAM DREW.

Visit her website at www.pamdrewforcitycouncil.com to make a donation. Grassroots campaigns always need funding, thank you."

How do you survive....



There is no easy way out.

You have to make the hard decisions - focus on the goals

Control the Message

Understand Your Critics



AND JUST KEEP GOING

What is more important?

Perception

or

Truth

Perception



Source – Builder Magazine



Perception vs Truth

Fears

Project is unsafe

Project result in too much bus service

Project will create high density housing

Project will create traffic



Goals

Improve transit reliability

Improve transit travel times

Improve safety



Fact Sheets! Fact Sheets! Fact Sheets!



REDWOOD & GRANT TRANSIT IMPROVEMENT PROJECT

CROSSOVER DESIGN DETAIL 2015

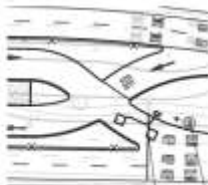


REDWOOD & GRANT

Crossover will operate in the same manner as an intersection of two one-way streets. Buses will yield to oncoming bus traffic. No auto traffic will be in the transit facility.

Buses per hour: 9 in each direction
Length of platform: 230 ft

- Additional Design Safety Features:
- Signalized crosswalk on Redwood Blvd
 - Raised crosswalk across bus lanes
 - Bus-actualized traffic signals

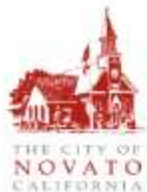


REDWOOD & GRANT TRANSIT IMPROVEMENT PROJECT

TREE FACT SHEET 2016

- The current design retains all of the existing Redwood Trees at Redwood and Grant.
- Marin Transit will work with an arborist to minimize any potential impacts to existing Redwoods during construction.
- A minimum of 27 new trees including seven (7) additional Coast Redwood Trees will be planted as part of the landscape plan.
- In response to DRC recommendations, new trees will be at least 24-inch box sizes.
- Tree types were selected to complement the existing Downtown Novato streetscape and reflect the City's Streetscape Master Plan.
- The new design requires the removal of 15 liquidambar trees.

NEW TREES



FACT SHEET – City of Novato Novato Downtown Bus Facility

The Downtown Bus Facility, originally constructed in 1978, is located within the median on Redwood Boulevard between Grant and De Long Avenues. The facility serves as a critical bus transfer facility in Marin County as well as the gateway to Downtown Novato. For the last two years, a team consisting of Marin Transit, Golden Gate Transit, the City of Novato, and transportation consultants Mark Thomas & Company have been working to develop an alternative design for the facility which will improve bus operations, passenger safety and security, and pedestrian access to the facility. There have been a variety of questions and rumors about this project. The purpose is not to enable more buses to go through the facility, but to allow buses to operate more efficiently and improve safety and aesthetics. Below are facts regarding the Downtown Bus Facility.

1. Proposed Bus Facility Layout

Over the course of a number of years various layouts were considered for the bus facility. The three collaborating agencies landed on a design that creates a single central platform. The two bus stops that are presently located on the outside lanes of Redwood Boulevard would be moved into the Facility as well as any potential future shuttles. The new design uses virtually the same footprint as the current facility, however, the central platform design provides more space for passengers to

✓ **SAFER** - Proposed center design is more convenient for riders



ADD5 - 10 - Coast Redwoods



ADD6 - 6 - Columbia Plane Trees
Platanus acerifolia



ADD8 - 10 - Red Maples
Acer rubrum



ADD9 - 4 - Eastern Redbuds
Cercis canadensis

Understand your critics



Good Samaritan



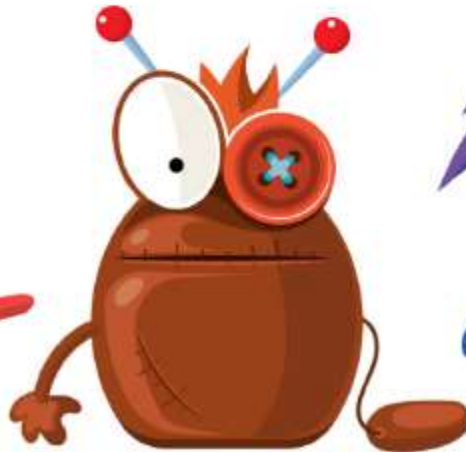
Angry Politician/Peer



NIMBY



Helpful Advocate



Injured Party



Oddball

- Can quickly become a project supporter or a project opponent
- Treat them with respect
- Balance your time





- You probably can't change their mind
- Watch out for entrapment

Should you have



Complete Transparency
or
Limited Public Information

Public Record Requests



I (\\simon) (T:) > 01 Administration > 01.19 Public Records Requests > Combined Requests

Name	Date modified	Type	Size
060815 SMART (2) comple...	10/6/2017 12:50 PM	File folder	
072315 Quest Complete	9/25/2017 5:13 PM	File folder	
081315	9/25/2017 5:13 PM	File folder	
081515	9/25/2017 5:13 PM	File folder	
081715	10/3/2017 4:15 PM	File folder	
082515	9/25/2017 5:13 PM	File folder	
082615	10/3/2017 4:16 PM	File folder	
082715	9/25/2017 5:13 PM	File folder	
112014 and Grant CPRA Req...	10/3/2017 4:17 PM	File folder	
031020	9/25/2017 5:13 PM	File folder	
031220	9/25/2017 5:13 PM	File folder	
031720 Weave Documents	9/25/2017 5:13 PM	File folder	
032120	10/3/2017 4:46 PM	File folder	
032320	9/25/2017 5:13 PM	File folder	
040220	9/25/2017 5:13 PM	File folder	
040420	10/3/2017 4:12 PM	File folder	
042820	9/25/2017 5:13 PM	File folder	
043020	10/3/2017 4:11 PM	File folder	
050420 gan complete	9/25/2017 5:13 PM	File folder	
050420	10/3/2017 4:10 PM	File folder	
051820 EQA 2 - complete	10/3/2017 4:09 PM	File folder	
201408	10/3/2017 5:21 PM	File folder	
201503 Redwood and Gra...	3/4/2015 10:34 AM	File folder	
201503 RA	4/29/2016 11:02 AM	File folder	
201503	3/10/2015 10:51 AM	File folder	
201506	4/29/2016 11:22 AM	File folder	
201511	10/3/2017 4:06 PM	File folder	
201512 passenger counts ...	10/3/2017 4:00 PM	File folder	
201601 ridership complete	4/29/2016 2:54 PM	File folder	
201601 Trees	10/3/2017 3:59 PM	File folder	
201601 Plan Drawings	10/3/2017 3:58 PM	File folder	
201601	10/3/2017 3:56 PM	File folder	
201601	10/3/2017 3:55 PM	File folder	
201601	10/3/2017 3:52 PM	File folder	

Redwood and Grant Transit Transfer Facility eNotification

To: Lauren Gradia

You forwarded this message on 2/17/2015 8:36 AM.

Δεαρ Λαυρεν,

Πλεασε προω ιδε με ωιτη της ματεριαλσ Ι ηαωε προπειουσλψ ρεθουσεδ. Ι αμ ινωοκινγ της

Ψουρ ωεβσιτε πυρπορτινγ το νοτιφψ τησσε ιντερεστεδ ιν της Ρεδωοοδ ανδ Γραντ προφεχτ δο

Ι αμ ιντερεστεδ ιν της σταφφ ρεπορτσ ανδ της μινυτεσ οφ της Τεχνηχιαλ Αδωισορψ Χομμιτ

TAC 3: Preliminary Engineering review (10/28/13)

which the Public Communications Plans says are posted on your website. I cannot find th

Pam Drew

Danger!

- Power and knowledge
- Focus on project goals
- If there are real issues, fix them





- People who are legitimately worse off due to the project



- May not be relevant
- Use compassion
- **Don't let them grow**
- **Don't let them become distracting**

- **They can say things you can't**
- Talk to them
- Find them
- Listen to them
- They may save your project



Thank you



Thank you



Lauren Gradia

Director of Finance & Capital Programs

Marin Transit



MARK THOMAS

PENNINO
MANAGEMENT GROUP



KAPPE ARCHITECTS