Welcome!

- Introductions
- Project Background and Purpose
- Existing Conditions
- Let's Discuss! Interactive workshop
- Report out and Next Steps
Meeting Housekeeping

- We have a LOT of participants! Thank you for showing up!
- Participants are muted upon entry
- Kindly rename yourself
- Chat comments go to meeting hosts
- Link your audio to your computer, if not using computer audio

- This call is being recorded!
Why are you here?

We want to hear about your experience on and vision for Russell Boulevard!

1. Regarding existing conditions, what did we miss or what would you like to add?

2. What do you LIKE and wish to see preserved?

3. What do you DISLIKE and wish to see changed?

4. What is MISSING and you wish to see created?

5. What are your HOPES and dreams for the legacy of Russell Boulevard in 10 years?
Project Team

**City & UCD Project Team**
- Bob Clarke, City of Davis
- Ingrid Stromberg, UC Davis
- Heather Davis, UC Davis

**Consultant Team Lead Staff**
- Cindy Zerger, Toole Design
- Abby Stone, RIOS
- Kevin Perry, Urban Rain Design
- Brian Bulaya, AIM Consulting
Participant Introductions!

Question 1: Who is joining us today? (Zoom poll)

- Davis Resident
- Employed in Davis (live elsewhere)
- Business Owner
- Commercial Property Owner
- UC Davis Student
- UC Davis Faculty or Staff
- Other (add to chat box)
Participant Introductions!

Question #2: What brings you to tonight’s workshop? (Zoom poll)

- I frequently travel along Russell
- To have my questions answered
- To learn more about project
- To contribute my ideas
- Other (add to chat box)
Project Study Area // Russell Boulevard
**Project Schedule**

- **Winter 2021**
  - Project launch
  - Existing conditions inventory + analysis

- **Spring 2021**
  - On-going community engagement
  - Interactive workshop #1
  - Online survey open for 2 to 3 weeks
  - On-going design discovery

- **Summer 2021**
  - On-going community engagement
  - Design-focused interactive workshop #2 mid to late June
  - Traffic modeling
  - On-going streetscape concept design + guideline development

- **Fall / Winter 2021**
  - On-going community engagement + interactive workshop #3
  - Review and adopt final streetscape master plan + guidelines
Project Background & Goals

- Russell Boulevard plays a critical role in multi-modal transportation as a primary east-west arterial in Davis as well as a primary gateway between the city and campus.

- Existing safety, circulation, and multi-modal transportation needs.

- Corridor presents an opportunity for the City and Campus to collaborate on preparing this corridor for the future.

- Need for long-term corridor planning emerged from the 2018 UC Davis Long Range Development Plan.
This Project is a Long-Range Transportation Planning Effort to Develop a Master Plan that will:

- Accommodate future community & campus growth, demand for travel on corridor.
- Address existing safety, circulation, multi-modal transportation needs.
- Strengthen the visual identity, sense of place along City/Campus interface.
- Integrate sustainable design into the project (stormwater management, landscaping, etc.) .

This Project is not a construction project, but will lead to phased construction improvements over time.
Existing Conditions

Context, Role, and Current Character...and through the lens of:

- Multimodal Mobility
- Green Infrastructure
- Urban Design & Placemaking
Russell Blvd functions as the a primary east-west connector through the City.

Russell Blvd should be understood in relation to the range of assets found throughout Davis, including **green spaces**, primary **commercial areas**, and destinations / **points of interest**.
The Role of Russell Boulevard

Designated as a minor arterial (west of Arlington) and major arterial (east of Arlington to A)

Arterials serve an important community function providing access to key destinations

Is the interface between campus and community

Important and well-loved shared use path on the South side
Boulevard Character

Many beautiful, mature trees

Recent trail and crossing improvements

Generous right-of-way with lots of potential

Distinct experience moving between agricultural, residential, campus and urban zones
Three Goals, One Boulevard

Sustainability and Resilience

Mobility and Safety

Community Building
Multimodal Transportation Design: what and why?

- Designing for the safety and comfort of everyone using the Boulevard
- Rebalancing the roadway to better accommodate people walking or rolling, biking, taking transit
- Calming vehicular traffic and improving intersections to enhance safety for all roadway users
- Fulfilling sustainability and transportation equity goals of the University and the City of Davis
Why does it matter for Russell Boulevard

- Main gateway to the City and UC Davis
- Boundary or bridge between neighborhood and campus
- Continuing a legacy of leadership in bicycle infrastructure best practices
- Major transit route
- Improving multimodal comfort, equity, and connections
Shared use path/bikeway along south side by UC Davis Campus

Sidewalks along north side, though not consistent

Higher concentration of crosswalks east of 113; reflecting more destinations and pedestrian activity in this part of corridor.

Crossings west of 113 are fewer

Major and Minor Arterial designation, per City's Complete Streets guidelines all arterials should include on-street bike lanes
Pedestrian & Bicycle Crossing Volumes

AM and PM peak hours

- Highest pedestrian and bicycling volumes between main campus and residential areas
- Large numbers of people riding bikes
- Could be interesting to have midday (i.e. lunch hour) data as well, or other data showing more about the university's daily rhythm

Arlington Blvd and Lake Blvd bike counts are from City GIS portal 2008
Person Throughput

Movement from a more equitable transportation lens

A newer way of looking at transportation infrastructure that provides a fuller accounting of movement along a corridor

Calculates number of people being moved for each mode (e.g., number of people on a bus and not just the bus)

- Auto: uses counts and applies an occupancy factor (campus travel survey and SACOG data)
- Bus: uses Unitrans and Yolobus ridership data from Memorial Union Bus Terminal
- Pedestrians and Bicyclists: raw count data

Used existing count data, those data sources vary along the corridor
Locations immediately near campus are most multimodal where up to 35% of people are moving by non-auto means.

Areas west of 113 are mostly auto-oriented, although some do walk, bike, and take transit (WB stop at Olive Tree Drive is heavily utilized - the location at Arthur is a good indicator for the area to the west).

This is just capturing two hours of the day (vehicle AM and PM peak), and doesn't tell the whole story.
Person Throughput

3rd Street Bike Counters

- Proxy for activity levels on Russell Boulevard
- Volumes really peak based on class schedules and other UC Davis activities
Collisions by Mode

January 2014 - August 2019

- LaRue Road intersection
- Bicyclist-involved collisions approaching downtown: almost every intersection
Transit Routes and Ridership

Unitrans 2019 Average Weekday Ridership by Stop
Unitrans Weekday Service Map Effective August 5, 2019.

- Commuting from western Davis into campus/downtown
- Howard Way = major bus terminus
- Important consideration as we think about bus stops, transit experience, and interactions with other modes
Placemaking is a holistic approach to urban design that helps amplify a unique sense of place. Great placemaking is just as much about "place-keeping" as it is about designing new spaces.

Successful placemaking efforts are built upon deep listening, working to understand, reflect, and celebrate the stories and values of a community through design enhancements.

Placemaking can focus on creating outdoor destinations, inclusive gathering places, comfortable spaces for rest, and the sense of a continuous, cohesive corridor — all supporting welcoming, memorable, equitable, and community-centric public spaces.
Places are rooted in and shaped by history, people, nature, and stories. By studying and understanding these layers, we can begin to appreciate Russell Blvd's "story of place," which will help us understand how spaces might continue to evolve, and help shape placemaking proposals.

Russell Blvd's rich history touches on many key themes for the history of Davis at large — agriculture, growth as an agrarian town center, innovative bike infrastructure, education, a diversity of beautiful trees, and more.

Later tonight, we hope to hear your thoughts about Russell Blvd's “story of place.”
**Character Zones**

- **Russell Blvd's character changes** as it moves through different neighborhoods, different surrounding uses, and different physical conditions. The corridor is also shaped by the intersecting roads and crossings.
- While some design proposals will be consistent across the entire corridor, some design ideas will be tailored to specific zones. We have begun to develop an initial map of potential "character zones" along Russell Blvd.
Examples of the **range of different street conditions & characters** throughout various zones along Russell Blvd
A range of different uses on either side of Russell Blvd help shape the character of the corridor.
Placemaking only comes alive when people are using a space.

One important dimension of Russell Blvd is its ability to serve as a "stage" for cultural events.

We've studied the cultural events that take place in Davis to understand how the corridor currently interacts with these events.

We've also collected additional ideas for street activations to imagine new ways in which it could support cultural activities.
Activation Rhythms: Yearly

- Year-round, Davis is full of activities and annual events, which creates rhythms of activation.
- By understanding when events will affect activity along Russell Blvd, we can consider how to ensure Russell is a safe and welcoming home for cultural events.
- Months such as April (with Picnic Day) and June (with Commencement) bring many people onto the corridor and activate the entire area.
Activation Rhythms: Weekly

The activation of Russell Blvd also fluctuates throughout the day and the week. We've begun to assess the various types of users of Russell Blvd, and when they use the corridor most.
Existing Streetscape Furnishings

- **Streetscape furnishings** (such as seating, bus stops, and signage) can play a central role in creating a sense of place.

- We’ve begun to study the existing streetscape furnishings along Russell Blvd, assessing strengths and opportunities for improvement, shown here in this **representative diagram** (which is not exhaustive.)
What is Green Infrastructure and Why Consider It?

Pre-Development: A Healthy Landscape

Urban Development: Significant Impervious Area

Green Infrastructure: A Balanced Approach
Stormwater Runoff Conditions

26.66 acres of total impervious area runoff
Sun Exposure and Tree Canopy Conditions

Significant areas of sun exposure along corridor...

- Sun exposure from tree decline
- Sun exposure from lack of trees
- Tree canopy shading sidewalks
- Buildings shading sidewalks

Existing Street Tree Canopy
- Sun-exposed areas
- Shaded areas
- New street trees (2020/2021)
Existing Conditions Near Portage Bay

- **Stormwater** is fully managed by existing vegetated swales
- Significant areas of **sun exposure**
- Vegetated swales are dry/browned out most of the year
Existing Conditions Near Oak

- Currently **no stormwater** treatment along street
- Significant areas of **sun exposure** on south side
- Vehicular **travel lanes are oversized** and could be more efficiently designed to allow space for rain gardens
The Green Infrastructure "Toolbox"

Street Trees

Pervious Paving & Drought-Tolerant Landscaping
The Green Infrastructure "Toolbox"

Rain Gardens & Stormwater Parks
What could Russell Boulevard Be?
Great Boulevards - what do they have in common?

- Reflects local character and are contextual
- Functional and accessible for all
- Enjoyable and memorable
- Comfortable and safe
- Allows and encourages interaction
Elements of Great Streets: Placemaking

- Celebrate and amplify local culture through welcoming, unique spaces
- May be a temporary installation or permanent design
- Activate corridors with art, color, plantings, furnishings, events, and comfortable places to gather, rest, and socialize
Elements of Great Streets : Green Infrastructure

- Captures, cleans, and absorbs stormwater and replenishes local aquifers
- Can provide a landscaped buffer between pedestrians/bikes and vehicles
- Can create a beautiful and dynamic places while at the same time reduce urban heat island, increase biodiversity, and mitigate against climate change
Elements of Great Streets: Walkable & Bikeable

- Comfortable and engaging
- Accessible and connected
- Convenient and legible
- Safe
- Intuitive
Elements of Great Streets: Transit priority

- Minimize conflicts between people biking and people boarding/alighting/waiting
- Seating, shade, lighting, timetable information
- Bus shelters can be unique community landmarks, opportunities for beautification
- Safe and accessible route to the bus stop, including street crossings
Elements of Great Streets: Drivable

- Clear sightlines and crossings where interactions between users of all modes take place
- Street design encourages safe driving behavior
- Vegetation and street trees slow traffic, reduce mid-block collisions, and provide a more pleasant driving experience
- Predictable
Small Group Discussions

- **45 minutes** to discuss existing conditions and your experience traveling along Russell Boulevard in small groups using your MIRO whiteboard.
- We have **10 groups** pre-assigned, so once breakouts begin, you will be placed in one of those rooms with a group facilitator and other community members.
- Once the breakout session time lapses, everyone will be brought back to the main session.
- Due to time constraints, we will hear from five groups on key takeaways. We will provide a breakout room summary for all groups on our project website.
Into small group discussions
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Next Steps

Visit the project website and click the ‘Learn More’ button for more information
https://www.reimaginerussell.com/

Go to the website to take the online survey

Watch for future workshop opportunities!

Please contact Brian Abbanat for more information/questions
babbanat@cityofdavis.org
Thank You!