City of Santa Clara

1500 Warburton Avenue
Santa Clara, CA 95050
santaclaraca.gov
@SantaClaraCity

Legislation Details (With Text)

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Title:	Public Message Board for BPAC Web Page (Liw)				
Sponsors:					
Indexes:					
Code sections:					
Attachments:					

Date	Ver.	Action By	Action	Result

REPORT TO BICYCLE AND PEDESTRIAN ADVISORY COMMITTEE

SUBJECT
Public Message Board for BPAC Web Page (Liw)

BACKGROUND
At the March 2018 Bicycle and Pedestrian Advisory Committee (BPAC) meeting, BPAC member Kratz requested that the BPAC add an additional topic to the BPAC's Annual Workplan. Member Kratz requested that the BPAC and staff study an option for the BPAC to host a public message board on the City's website. Member Kratz further clarified with staff that the intent of the public message board is to: 1) provide an opportunity for the public to conveniently comment on bicycle and pedestrian issues in the City rather than attend BPAC meetings and 2) provide a 24-hour/7-days a week method for BPAC members and staff to see what the public thinks of bicycle and pedestrian facilities in the City. Additionally, member Kratz commented that the current BPAC webpage does not mention where to report road hazards and that the BPAC webpage should include contact information for public agencies such as the City, County of Santa Clara, the Santa Clara Valley Water District (SCVWD), and the State of California Department of Transportation (Caltrans).

Staff has consulted with the City's Communications Division, the Information Technology Department, and the City Attorney's Office due to the broad nature of the request to create and host a public message board. Currently, there are no public message boards on the City's website. Regarding two-way communication, the City has an active presence on Facebook <https://www.facebook.com/CityofSantaClara/>, Twitter <https://twitter.com/SantaClaraCity> and Nextdoor <https://nextdoor.com/agency-detail/ca/santa-clara/city-of-santa-clara/> among others <https://www.santaclaraca.gov/i-want-to/stay-informed/newsroom/social-media>. This is where current information about City initiatives, services, events and more is shared online to the community at large. On these social media platforms, users can provide feedback to the City on these topics and staff will respond as necessary. The public also has an opportunity to give feedback and weigh in on issues through online surveys available on the City's Open City Hall platform <https://www.santaclaraca.gov/i-want-to/get-involved/take-a-survey>. Additionally, the City connects

with the community through email by sending City News and other updates to subscribers via the eNotification subscription system <https://www.santaclaraca.gov/i-want-to/stay-informed/sign-up-for-city-news-info> on SantaClaraCA.gov <http://www.SantaClaraCA.gov>.

Due to concerns regarding the potential for Brown Act violations, limited staffing to monitor and support a new public forum, and the lack of a City Council policy regarding the use of public message boards, staff does not have a recommendation at this time as additional research and outreach is necessary. Staff requests that the BPAC provide their feedback on this item and staff will return to a future BPAC with additional information for them to consider.

Regarding member Kratz's additional comments about adding information on the BPAC webpage to include information on how hazards can be reported and what the contact information is for other agencies, staff will update the BPAC webpage with this information.

Reviewed by: Carol Shariat, Principal Transportation Planner, Public Works
Approved by: Michael Liw, Assistant Director/City Engineer, Public Works