



South Campus Neighborhood Project

Stakeholder Engagement

CONCEPTS

Prepared By

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Health 370: Drugs in Our Society

Department of Health & Community Services

College of Behavioral & Social Sciences

California State University, Chico

Spring 2016

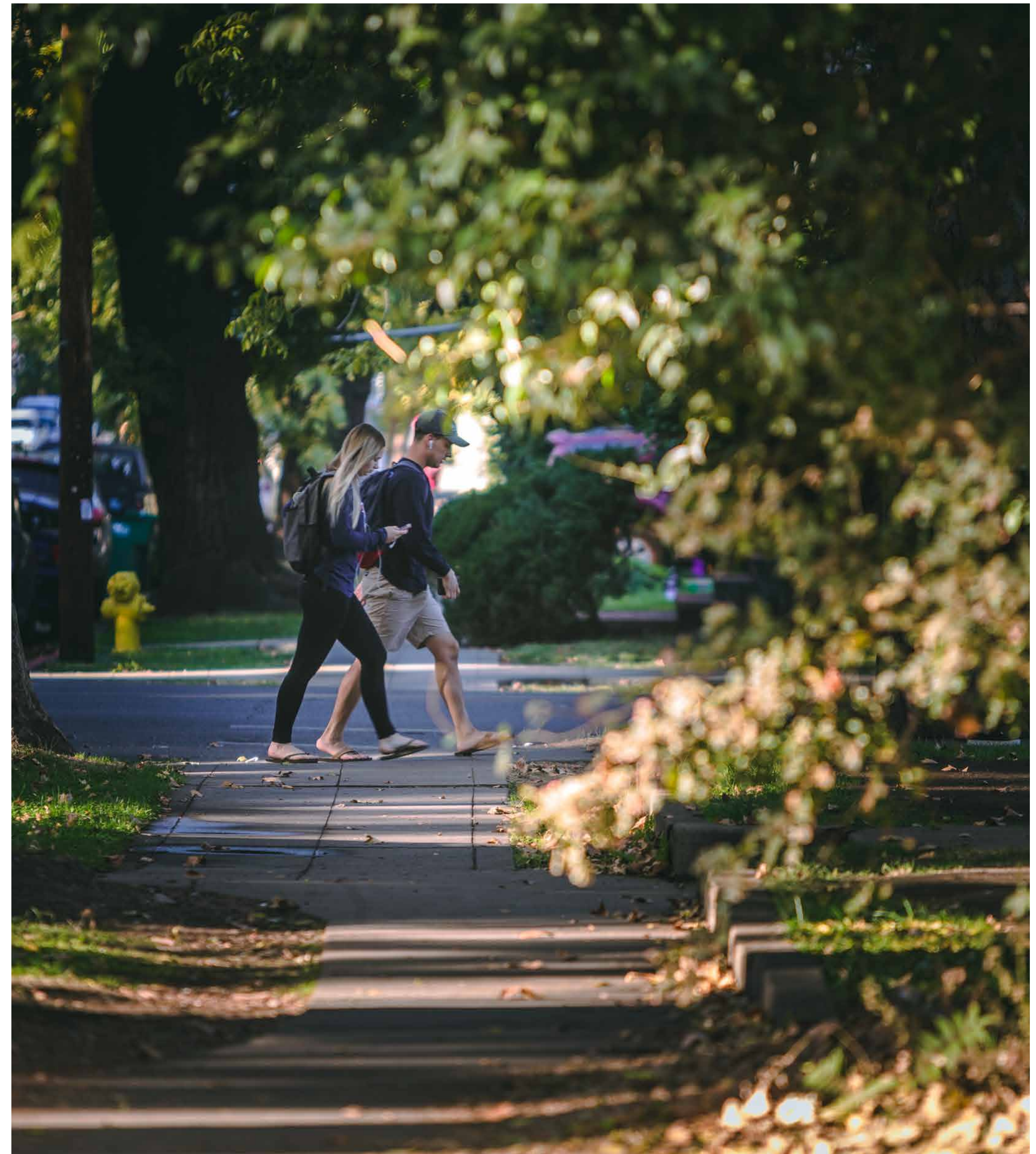
English 338: Environmental Rhetoric

Department of English

College of Humanities & Fine Arts

California State University, Chico

Spring 2016



Resilient Cities Initiative

Institute for Sustainable Development
California State University, Chico

The South Campus Neighborhood Project

The South Campus Neighborhood Project is an award-winning neighborhood improvement planning effort coordinated by the Resilient Cities Initiative at California State University, Chico and the Public Works-Engineering Division at the City of Chico, CA. The project is focused on the public rights-of-way in Chico, California's South Campus Neighborhood, a six by seven square-block area bound by 2nd Street to the North, 9th Street to the South, Orange Street to the West and Salem Street to the East. Immediately adjacent to both downtown Chico and the University, it is Chico's oldest residential neighborhood and was laid out by the town's founder, John Bidwell, in the 1860's.

The neighborhood today is densely populated with university students and is also home to a number of small businesses, restaurants, bars, churches, community organizations, a school, a fire station, a police station, a railway station and transit center. Given its location, population and mixed uses, the neighborhood faces a unique set of circumstances and challenges. This three-year project aims to assess existing conditions and to develop and refine neighborhood improvement concepts to address a range of identified issues. The neighborhood improvement planning process is focused on concepts for complete streets and public works that will enhance public health and safety, quality of life, sense of place and environmental sustainability.

➤ *More information can be found online at <http://scnpchico.com/>*



City of Chico Public Works-Engineering

The overall Mission, Vision and Goal of the City of Chico Public Works Department is to provide the best possible Quality of Life through our abilities to protect, plan, construct and maintain the physical assets of the City. This is achieved through teamwork, integrity, professionalism, innovation, respectful customer service, value to the citizens of Chico, accountability and stewardship of the City's infrastructure and public resources. We serve the public in a manner that supports the rich heritage of Chico, as well as progressing into future improvements desired by the community in a sustainable manner. We continue to look for new technology that assists in meeting these goals so that we can operate at the most efficient level and continue to be at the leading edge of modern standards.

Our Mission, Vision and Goals include ensuring public safety through detail oriented and strategic improvements to mitigate unsafe operation and use of our Public property; Providing safe, sustainable, integrated and efficient transportation systems to enhance the City of Chico's economy and livability for all modes of transportation; Efficiently and effectively providing a reliable, sustainable and cost effective sanitary sewer and storm water collection system for our residents and businesses in-line with our overall Mission and Vision. We are stewards of the natural environment and through responsible practices, we construct and maintain our natural environment to the highest of standards. We will continue to make the City of Chico a leader in sustainable and clean practices so that our residents can experience the quality of life that is desired for an infinite length of time.



Public Works-Engineering

City of Chico, California

The Resilient Cities Initiative

The Resilient Cities Initiative (RCI) is an interdisciplinary university-community partnership program established by the Institute for Sustainable Development at California State University, Chico in 2016. The RCI connects real-world community sustainability projects— identified and funded by partner agencies— with faculty expertise and student innovation from departments and disciplines across the University’s academic colleges. The RCI recruits partner agencies through a competitive selection process and matches projects with existing courses across the university’s curricula. Partner agencies are able to harness incredible momentum for their projects in large part because the partnership is realized on a bigger scale than more typical one-off university-community projects. Faculty are able to opt-in and augment their existing curriculum with real-world projects that have been identified, funded and supported by the leadership

and staff of the partner agency— ultimately delivering their students’ work for consideration and implementation. The RCI is a member of the Educational Partnerships for Innovation in Communities (EPIC) Network, a nationwide network of over 25 universities that have replicated the highly successful Sustainable City Year Model that was established at the University of Oregon in 2009. The model is based on university-community partnerships with a defined geographic and temporal scope, focused on advancing sustainability and the social good, leveraging the multidisciplinary knowledge and capacity of the university to ‘move the needle’ on pressing community issues. The RCI directly engages hundreds of CSU, Chico students each academic year, providing impactful opportunities for them to put theory to practice in their own community and region, connecting them with decision-makers in practitioners in their fields of study, and helping develop the next generation of workforce professionals and leaders.



Course Participants

Health 370: Drugs in Our Society | Spring 2016 | Joni L. Meyer

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Public Works-Engineering

City of Chico, California

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City of Chico, California

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City of Chico, California

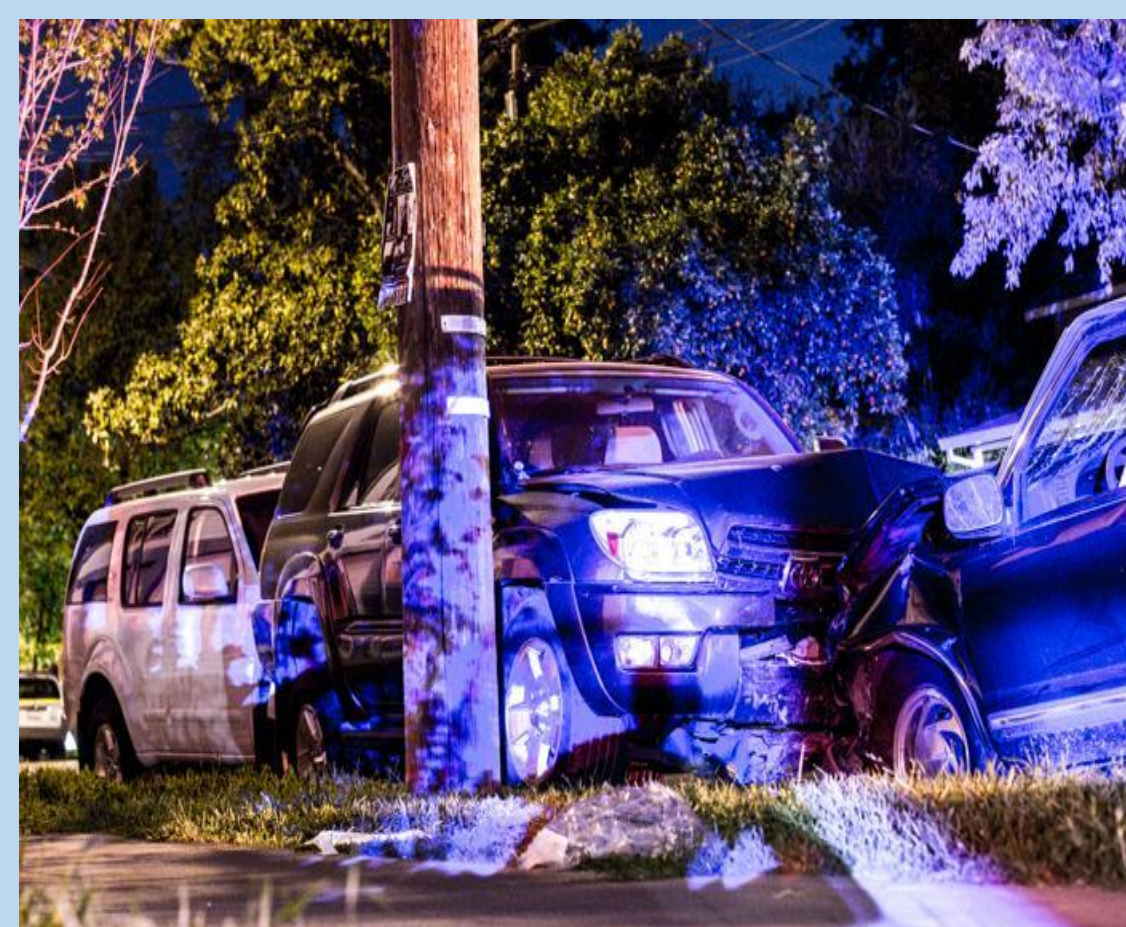
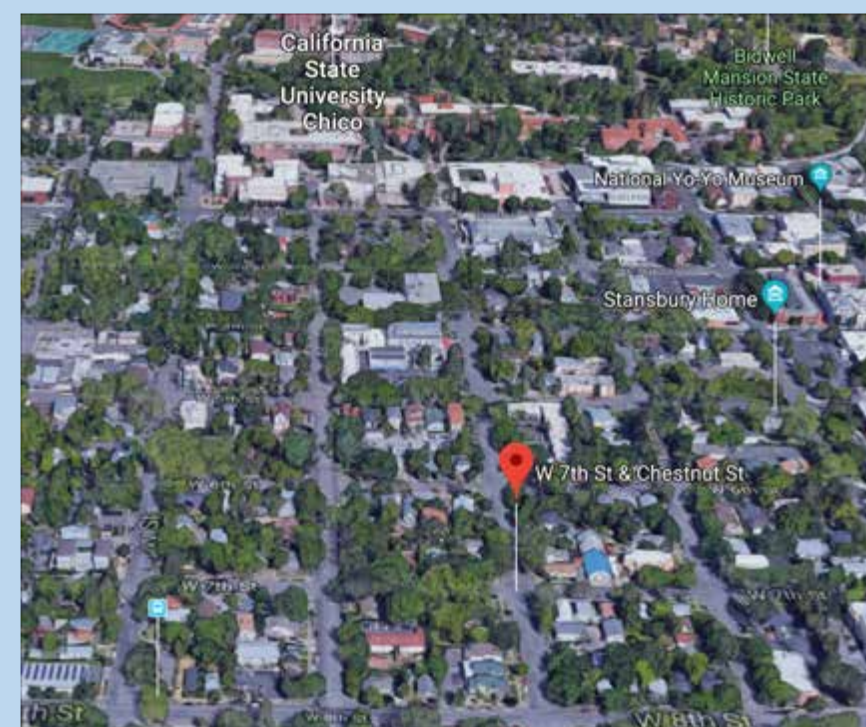
Brendan Ottoboni
Director of Public Works-Engineering

Project Goals & Scope

1. Assessing the needs of the students within the South-Campus neighborhood in regards to their safety and well being
2. The South-Campus neighborhood has experienced high crime, accidents, and drug/alcohol related incidents due to the poor layout and inadequate lighting provided for students.
3. Goals include: creating less vehicle accidents within intersections, decreasing the rate of assaults and drug/alcohol overdosing, and overall improve the safety of the neighborhood.

Statistics

1. The intersection of W.7th and Chestnut is considered the most dangerous intersection due to the high amount of accidents from 2006-2015
2. This intersection has an average of 2,500 vehicles interacting on a daily basis, it experienced 13 accidents since 2006-2015, concluding with 1.51 accidents per million vehicles
3. Compared to W. 2nd and Salem St., where traffic is controlled with a stoplight, has an average of 15,000 vehicles pass through on a daily basis; there have been 19 accidents in 2006-2015, ending the year with only .37 accidents per million vehicles.



South-Campus Neighborhood Project Background

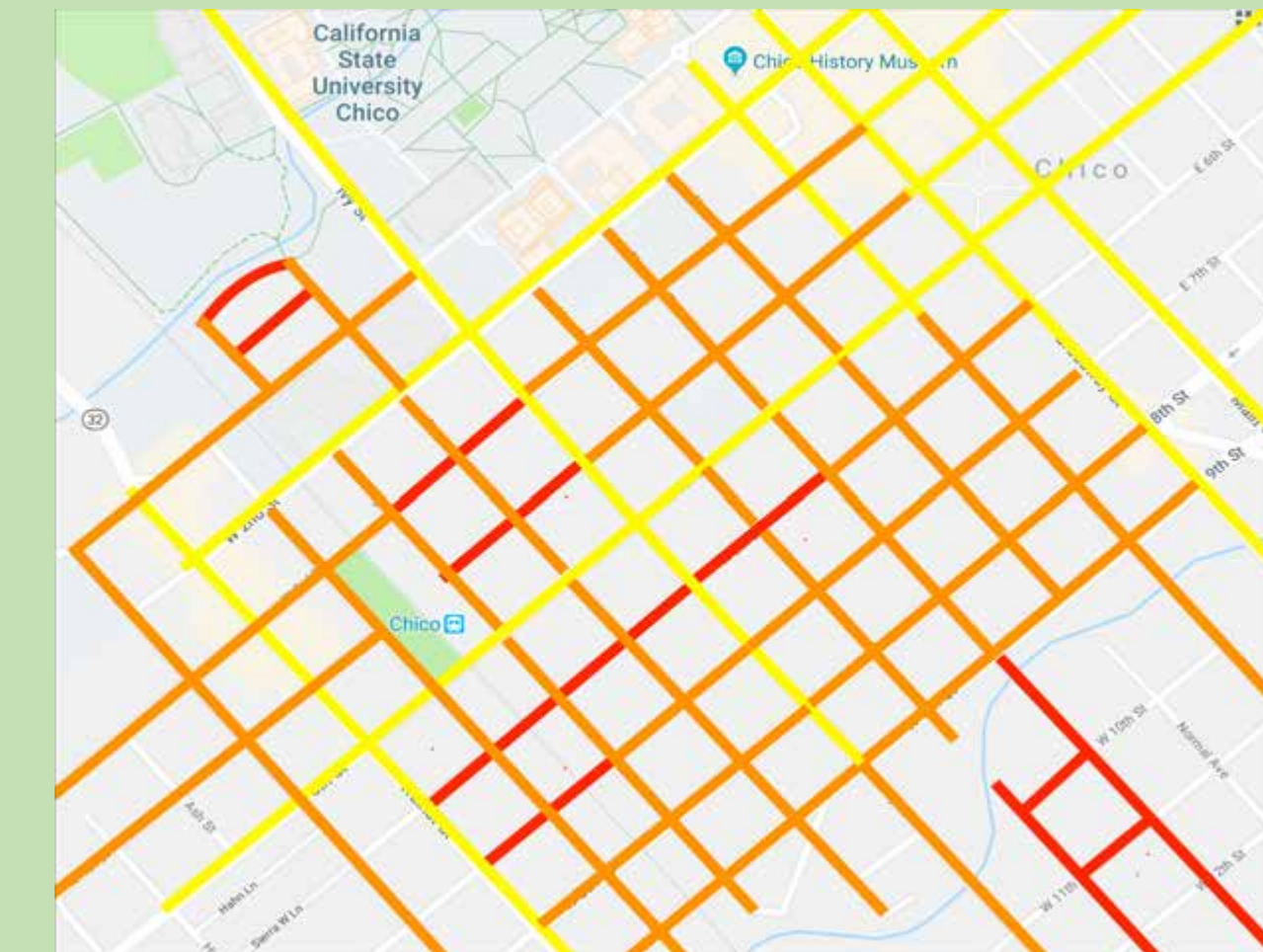
1. The streets between Nord and Normal and W. 2nd St. and W. 9th St.
2. The neighborhood to most of the college students in the Chico area.
3. Goals of this project are to increase security, and decrease crimes, accidents, and overdoses.
4. The focus of this street design is to promote safety for students, focusing on bike lanes, street signs and lights.

Surveys & Petitions

1. In 2015 Dillon Mitchler and Shane Smith pressured city council to take action on south-campus traffic and the two friends begun this petition in response to the loss of their friend, Nicholas Klein, who was fatally hit by a drunk driver in the intersection of W. 7th and Chestnut St. Their petition gained 1,200 signatures and the attention of council member Andrew Coolidge who endorsed street sign change and improving streetlights.
2. Alexander Thomas formed an online petition in 2015 to implement streetlights with LED bulbs in Chico, it gained 250 signatures and was delivered to the Public Works Director Ruben Martinez and received an abundance of comments from Chico State students and residents.
3. A Chico State student conducted a survey sampling 2015 spring semester Chico State students and recorded their responses to questions regarding their feelings when walking alone down a dimly lit street. Female students reported feeling more anxious, when it's males who experience more attacks and robberies, and students don't find value in the yield signs placed throughout the neighborhood.



Streetlight Intensity



Out of the 23 streets bordering south-campus, 6 are considered well lit, 16 streets are labelled as dimly-lit, and 10 are not lit at all.

Final Recommendations

1. DUI Checkpoints
 - Not only during the major holidays when an increase in police force is expected, but random weekends where intoxicated or impaired drivers won't be anticipating it. By enforcing sober driving using this method, law enforcement will be able to provide a feeling of relief to students.
2. Changing the South-campus streetlights to LED bulbs
 - Attackers will no longer have the upper hand because we will be able to be aware of our surroundings. The fear of being jumped, robbed, or kidnapped will decrease because being in bright light makes it difficult to be attacked without witnesses or repercussions.
3. Replacing yield signs with stop signs in the neighborhood
 - Specifically on the intersection of W. 7th and Chestnut St. Stop signs are more assertive, it's common knowledge to bring the car to a full and complete stop, motivating drivers to be more mindful in that moment their foot is against the brake.
4. Installing emergency blue lights beyond W. 2nd St.
 - The emergency blue lights located on Chico campus have proven their worth, it's a wonderful way to keep students safe when walking home alone or in unnerving situations. To have these installed beyond the range of Chico State campus, it will only increase the overall feeling of security for students.

Stakeholder Engagement Concepts

Prepared by Paris Trollope, Joni L. Meyer, Dr. Chris Fosen
Health 370: Drugs in Our Society & English 338: Environmental Rhetoric | Spring 2016

Why Are they Interested?

1. This neighborhood carries a lot of history, Greek life has very deep roots within this area and has a very important relationship with the community.



1. Non-student residents include college alumni, families, and any person living in that area who is not a student, this population may be more concerned with safety against the repercussions of student life.

How Does this Project Relate to Them?

1. This project relates to these students and residents directly, it's the neighborhood they live in and the streets they utilize daily.
2. Any changes or improvements made upon this neighborhood will immediately affect people's day to day lives with how they commute to work, go to school, engage in free time and complete other errands.



Greek Life, Student Residents, & Non-Student Residents

1. There are a total of 26 sororities and fraternities in Chico State and 5 additional sororities and fraternities that are not recognized by Chico State's Sorority and Fraternity Affairs
2. The 2017-2018 California State University Common Data Set lists 98% of undergraduates as commuting to campus from a resident off campus (this percentage excludes the freshman class).
3. There are many families and nonstudents that live in this area, with an elementary school located within the neighborhood, it's not uncommon for students to cross paths with non-students



How to Spread Awareness

1. To spread awareness to this population, the most efficient method would be to post flyers and door hangers with information on the project as well as how to voice concerns throughout the area.



Best Ways to Communicate & Solicit Feedback

1. The most effective mode of communication with this population would be via surveys brought to each resident at their front door with an address stated where they can return them if the participants wish to do so.



2. Another mode of communication could be town hall meetings where these residents can directly discuss their concerns for their neighborhood.



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Why Are they Interested?

1. The purpose is to gather information via survey about the concerns that business owners/employees located around the south campus region have.
2. This will be specific to businesses and any concerns they may hold in order to better interact with this population of the region
3. The initial message will focus around understanding concerns that exist for our audience. Once their concerns and desires are known, then it becomes more relevant to begin addressing the concerns as they apply to the project.
4. The main goal is to address possible concerns businesses may have in regards to traffic safety and roadway sustainability.

How Does this Project Relate to Them?

1. It is crucial that not only the people who work and live there are aware of this project, but that the message goes beyond the boundary of this area to aid in the traction this initiative gets through the bureaucracy
2. By talking with business owners/employees and placing signs in their establishment, it creates a multimodal approach.
3. While logos and pathos are needed to sculpt the message to the desires of the community they are a backseat concern until the explicit concerns of the community are known.

Interest Groups

1. There are over ** businesses in the south-campus neighborhood area that will be directly impacted by the progress made by this project.
2. Many of these businesses have been a part of the Chico community for decades, their voice and opinions matter in regards to what they feel needs to be improved.



3. These businesses consist of eateries, religious institutions, rental companies, retail stores, museums, and other places such as banks, doctor's offices and services like PG&E. Many have been involved with accidents and tragedies that this project hopes to lessen in the community.

How to Spread Awareness

1. One mode of distributing information between local businesses and this project the use of personal, door-to-door survey and door-hangers/poster for businesses to aid in giving the revitalization effort of the south campus area more rhetorical velocity.
2. Possible questions could include:
 1. What safety concerns do you see with downtown in their current state?
 2. How do these concerns affect your business?
 3. If downtown was viewed as an area that was more safe do you believe your business would improve?
 4. What safety concerns do you feel take priority to get attention first? E.g. crosswalks, streetlights, better sidewalks, stop signs, speed radar signs
 5. Would you be willing to help promote this revitalization of the south campus area or donate to the efforts?

Best Ways to Communicate & Solicit Feedback

1. The most effective method of contacting businesses in this area would be directly through phone or e-mail and set meeting times to sit and discuss face-to-face what the possible concerns might be for them.



Why Are they Interested?

1. This population is a vested group for this project because this is a space they use frequently, there are many walks of life that utilize the university at all operational hours.
2. Although this group isn't residing in this neighborhood, they engage in the street layout and are a part of the daily traffic.



How Does this Project Relate to Them?

1. It is very important this population are aware and updated on this project, this group is made of people who continuously utilize these streets and neighborhoods to get to work or school multiple times in a week.



Staff/Faculty & Student Commuters

1. This population includes the staff, faculty, and students commuting to California State University, Chico.
2. A commuter can be defined as someone A student who lives off campus in housing that is not owned by, operated by, or affiliated with the college. This category includes students who commute from home and students who have moved to the area to attend college.
3. According to the 2018 Student Commute Modal Split report, 36% of students drive, 47% walk or bike to school, 8% carpool, 6% take a campus shuttle or public transportation, and 1% uses a motorcycle or moped to arrive at campus.
4. The 2017-2018 California State University, Chico Common Data Set states there are 1,000 people employed as faculty at this university.



How to Spread Awareness

1. To spread awareness throughout these people is to approach it using their point of view, utilizing billboards, radio or other forms of communication to drivers and commuters is the most effective in gaining their attention.



Best Ways to Communicate & Solicit Feedback

1. The best way to spread awareness to these groups would be to contact them through campus, personal survey outreach, tabling our project for students and staff to walk by and speak to us, or e-mailing students and staff in hopes to find the percentage that commutes weekly or daily.



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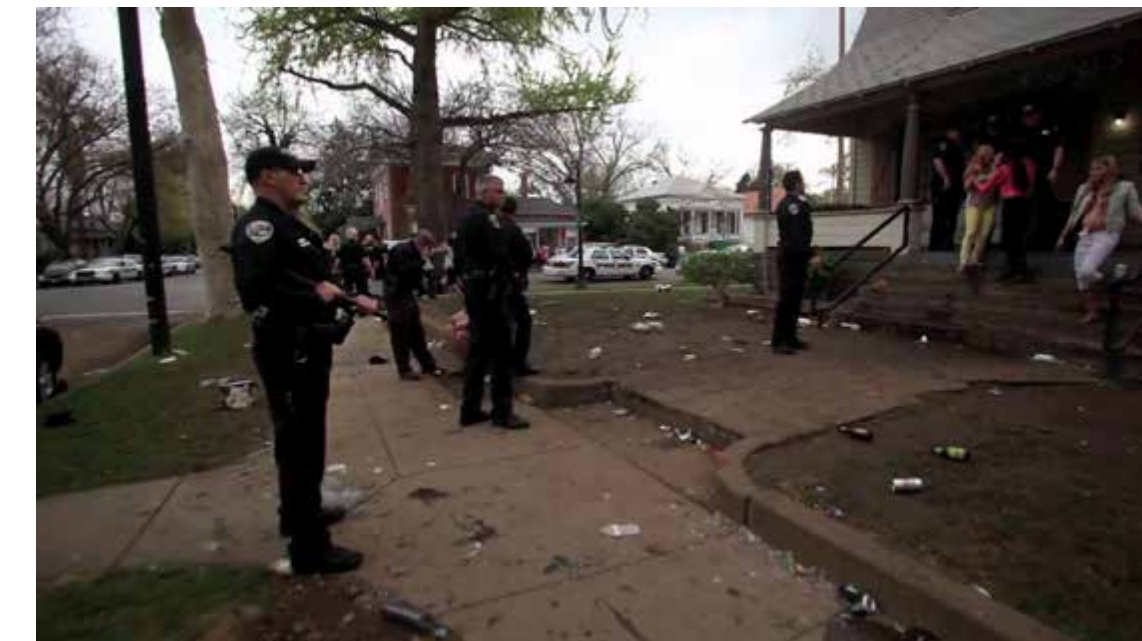
Why Are They Interested?

1. It's important for these institutions to be involved in this project because they are vital to the neighborhood when it comes to keeping students safe and ensuring they have access to transportation.
2. The city of Chico's police and fire departments work extremely hard and around the clock to stop crime and respond to substance-related emergencies and the public transportation systems do their best to provide access to all of Chico for students.



Service Stations

1. Institutions that provide immediate services such as police and fire, as well as public transportation like Amtrak, the bus system, or the Coast Starlight train, are integral in being included in this project, they respond to this section of the city more often than any other part.
2. Between 2014-2016 there were 797 reported arrests, calls, and responses made within the South-Campus neighborhood by emergency services; Fire Station One was the 14th busiest truck in the United States in 2014..



How to Spread Awareness

1. To spread awareness to these services might prove a little more difficult, an idea could be to walk in directly to the fire and police stations and speak to someone or pass out a flyer, or to even contact these services via telephone call.



How Does This Project Relate to Them?

1. This project relates to these services because they use these roads, but also because they could find themselves blocked by traffic, students, or even have an emergency be caused by the street layout itself.



3. The Amtrak has 4 buses that make stops at the Chico Station throughout the day and their train, the Coast Starlight makes about two stops in Chico in the early morning, but the track is utilized for other trains transporting other items during the day.
4. The B-Line bus has 14 routes that all stop at least once at the transit center located within the South-Campus neighborhood that operate 7 days a week during all hours of the day



Best Ways to Communicate & Solicit Feedback

1. The best way to solicit feedback from these institutions would be to contact them directly or via e-mail.
2. It would be extremely valuable to have this feedback and would impact the steps taken for this project, an open-ended survey that inquired these services' thoughts on the South-Campus Neighborhood would be a great start.

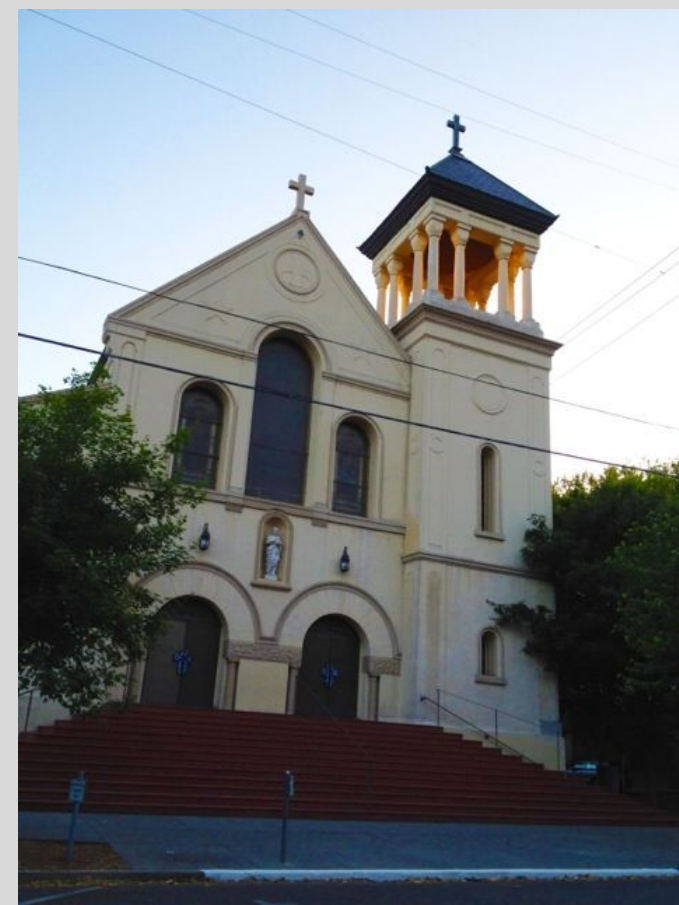


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Why Are They Interested?

1. These particular groups have a stake in this project because the obstacles are relevant to the purpose of the community advocacy groups.
2. Many of these groups have been a part of the Chico community for many years and have a lot of history to preserve within their organizations.



Community Organizations

1. There are dozens of community organizations embedded within the South-Campus neighborhood that care a great deal about the neighborhood and the history that survives there.



2. Groups such as religious institutions, and advocacy groups like the Butte Environmental Council are very important to have when it comes to any changes within the neighborhood, they can provide a perspective unlike the other groups.



How to Spread Awareness

1. To spread awareness to these groups within the neighborhood, a good start could be distributing flyers with information to the doorsteps, or contacting them via telephone.



How Does This Project Relate to Them?

1. This project relates to them because it's living history, this neighborhood is one of the oldest in Chico, therefore there are many groups willing to work very hard to preserve everything from the trees, to the religious institutions that began there.



Best Ways to Communicate & Solicit Feedback

1. A great way to communicate with this population would be to reach out through a telephone call, or physically walking into these places and setting up a meet time with the appropriate supervisor.





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