



SANTA ROSA COUNTY DEVELOPMENT SERVICES

6051 Old Bagdad Highway, Suite 202 | Milton, Florida 32583

BECKIE CATO
Planning and Zoning Director
beckiec@santarosa.fl.gov

RHONDA C. ROYALS
Building Official
rhondar@santarosa.fl.gov

MEMORANDUM

TO: Board of County Commissioners

FROM: Shawn Ward, AICP, Long Range Planning Manager

THROUGH: Beckie Cato, AICP, Planning Director

SUBJECT: Submittal of a Competitive Application for Free Technical Assistant Provided by Smart Growth America

DATE: September 12, 2016

DISCUSSION

That the board discuss a request to develop and submit a competitive application for free training provided by Smart Growth America.

BACKGROUND

Smart Growth America (SGA) is a national organization based in Washington D.C. that is "dedicated to researching, advocating for and leading coalitions to bring smart growth practices to more communities nationwide." As part of their program, they offer technical assistance to local governments on a variety of topics. The costs for those workshops typically range from \$7,500 to \$15,000; however, they are offering free workshops in 2017 through a competitive application process.

SGA offers 12 workshop topics ranging from "smart growth zoning codes" to "regional planning for smart communities." After reviewing the available topics, we recommend apply for the "Complete Streets" workshop (summary attached).

Eligible applicants are local governments, Indian tribes, and regional governments. Applications are due October 6th and must be accompanied by a letter of commitment from local elected leaders to "implement any local initiatives that result from the smart growth technical assistance offered" (draft letter attached).

The same grant was solicited last year; however, it was not awarded when Santa Rosa County submitted.

Next Steps

If approved, staff will work to complete the online application for submittal prior to October 6th.



Tool: Complete Streets Workshops

Provider: Smart Growth America and the National Complete Streets Coalition

Summary:

Complete Streets policies ensure that all future street projects respond to the needs of everyone using the roadway. These Workshops help communities set new priorities for transportation investments, write a policy and tackle implementation challenges. Three distinct workshops, each one-day long, meet the needs of communities at different stages of Complete Streets familiarity:

1. Laying the Foundation for Complete Streets introduces the complete streets concept and its benefits, and gives participants a chance to try out some Complete Streets planning tools during small group exercises.

2. Policy Development helps participants start to develop a policy customized to their community. Through small group exercises, participants compare existing practice to Complete Streets policy models, identifying the critical elements to include in a new policy.

3. Policy Implementation helps participants identify ways to more effectively implement their policies. Participants learn how to change their transportation decision-making process to routinely balance the needs of all users. They also learn the four steps to Complete Streets implementation and best practices in tackling issues such as limited right of way, costs concerns, balancing user needs, and new street classification systems.

Description:

Each workshop builds local capacity to implement Complete Streets and smart growth approaches and strengthens relationships between transportation practitioners, community stakeholders, and elected officials. The highly interactive daylong workshops typically help 20-30 targeted decision makers, community stakeholders, and agency professionals learn how to more effectively balance the needs of all users and routinely create and maintain Complete Streets. Two expert instructors— one with policy expertise, the other with design experience— are selected from a pool of nationally-recognized practitioners trained to provide these Workshops, providing scheduling flexibility and an array of experiences to best meet each community's needs.

At the end of each workshop, the instructors help attendees develop clear, appropriate, and strategic next steps based on the community's opportunities and strengths. These steps help build the local technical and political capacity to implement change over the long term. Several weeks later, one instructor and the Coalition's State and Local Policy Manager hold a follow-up call with 3-5 key decision makers from the workshop to progress and provide assistance and resources to maintain momentum.





SANTA ROSA COUNTY BOARD OF COMMISSIONERS

Administrative Offices | 6495 Caroline Street, Suite M | Milton, Florida 32570-4592

VACANT, District 1
ROBERT A. "BOB" COLE, District 2
W. D. "DON" SALTER, District 3
ROB WILLIAMSON, District 4
R. LANE LYNCHARD, District 5

TONY GOMILLION, County Administrator
ROY V. ANDREWS, County Attorney
JAYNE BELL, OMB Director

September 22, 2016

Smart Growth America
1707 L St. NW, Suite 250
Washington, DC 20036

To whom it may concern:

Santa Rosa County is committed to ongoing policy improvements related to our transportation network that are responsive to the needs of our community.

We are a fast-growing community in Northwest Florida with a population of more than 150,000 people. Geographically large with several distinct communities, the county has seen an increase in demand for multi-modal transportation infrastructure in some areas and our elected leadership is interested in exploring policy options to meet the needs of all users.

We appreciate the opportunity to learn more about Complete Streets through your technical assistance program and are committed to implement policy recommendations that are appropriate for our community.

Sincerely,

Lane Lynchard, Chairman
Santa Rosa County
Board of County Commissioners