

## **City of Chico – Downtown Revitalization Project**

### *Chico's Thursday Night Market*

#### **Introduction**

To support community engagement for the City of Chico Downtown Revitalization Project, the project team participated in Chico's Downtown Thursday Night Market on July 24, 2025, along Broadway between 2nd and 4th Streets. The lively, family-friendly event provided an opportunity for community members to learn about the project, ask questions, and share their ideas. Team members also encouraged attendees to stay involved by inviting them to the upcoming community workshop on August 12, 2025.



#### **Project Overview**

In Downtown Chico, walking and biking are difficult and unsafe for many people. Main Street and Broadway Street, two major roads, have a lot of car traffic and do not have bike lanes or enough sidewalks. Since 2012, there have been 112 accidents in the area, including two deadly crashes. There is also no easy way for people to walk or bike between Bidwell Park and downtown. People living in the area have trouble getting to shops or work without a car, and the street crossings are unsafe and uninviting.



The Downtown Revitalization Project aims to make it safer and easier for people to walk, bike, and use other forms of transportation. This project will fill in gaps, create bike lanes, and improve pedestrian paths. The goal is to make the community more connected and encourage people to choose walking, biking, and transit, while also helping meet air quality goals.

#### **Exhibit Engagement**

As families visited the Downtown Revitalization Project pop-up booth, they were greeted with giveaway items. Three interactive display boards invited attendees to provide input using colorful dot stickers, helping the project team gather valuable community feedback. In addition, printed materials were available with information about the Downtown Revitalization Project and the upcoming community workshop.

#### **Display Boards**

Below are the 4 display boards present at the pop-up event for the Downtown Revitalization Project:

## Board 1: Project Overview

This board introduced the Downtown Chico Revitalization Project as a long-term planning effort focused on improving safety, accessibility, and vibrancy in Downtown Chico. It highlighted the project's purpose to reduce traffic-related hazards, support active transportation, and create a more welcoming public realm for residents, visitors, and businesses.

### Key Components Covered on the Board:

- **What the Project Covers:** Sidewalk and crosswalk improvements, bike infrastructure, pedestrian access, flexible parking zones, wayfinding, street amenities, and community-informed urban design.
- **Key Goals:** Enhance mobility, improve safety, support local businesses, preserve parking, encourage sustainable transportation, and strengthen connections between key destinations like Bidwell Park and downtown.
- **Timeline:** A visual roadmap showed the project timeline from early visioning (January 2025) through draft plan development in mid-2026.
- **Project Website:** A link to [DowntownChicoPlan.com](http://DowntownChicoPlan.com) was provided for attendees to learn more and stay engaged.



## Board 2: Top Project Priorities for Downtown Chico

This board asked community members to select their top two priorities for improving Downtown Chico. Participants used colored dots to vote for the most important focus areas.

### Results

- **Improve Walkability (Crosswalks and Sidewalks):** 16 votes
- **Improve Bikeability:** 13 votes
- **Public Transit Accessibility:** 10 votes
- **Streetscape Enhancements:** 17 votes
- **Connections to Downtown:** 10 votes
- **Traffic Concerns (Slow Cars Down):** 7 votes

## Board 3: Biking Preferences in Downtown Chico

This board invited participants to choose their top two biking infrastructure preferences to improve biking conditions in downtown.

### Results

- **Class 2 Bike Lane (No Barrier):** 14 votes



- **Class 3 Bike Lane (Share the Lane):** 0 votes
- **Class 4 Bikeway (Physical Barrier):** 26 votes
- **Protected Intersection for Bikes:** 12 votes
- **Bike Parking:** 10 votes
- **Bike Conflict Striping:** 4 votes

#### Board 4: Streetscape Enhancement Preferences

This board asked attendees to vote for their top two preferred streetscape upgrades to make downtown more inviting and accessible.

#### Results

- **High Visibility Crosswalks:** 10 votes
- **Curb Extensions:** 8 votes
- **Wide Sidewalks:** 26 votes
- **Landscaping / Shade Trees:** 23 votes
- **Street Furniture:** 10 votes
- **Lighting:** 18 votes

