

CITY OF ALAMEDA/ARUP/CALTRANS
Bicycle & Pedestrian Estuary Crossing Feasibility Study
MIG/Envirocom Public Outreach Plan

TASK 1: PROJECT MANAGEMENT

Task 1.1 Ongoing Communication & Coordination

The MIG/Envirocom Outreach Team will coordinate with (and, as necessary, meet with) City staff, Caltrans, and the ARUP Team to plan public outreach deliverables and events, discuss schedule and budget; and identify administrative needs and communication protocols. MIG and Envirocom will work collaborative and cooperatively in assigning tasks and deliverable in keeping with scope, budget, and competencies.

Task 1.2 Project Strategy Meetings

Before each round of community workshops and each task force meeting, the Outreach Team will meet with the Project Administrative Team (consisting of the small management group of Alameda, Oakland, Caltrans, and the ARUP Team) to identify needs and opportunities and to develop approaches and deliverables related to public outreach for the project. These meetings may occur in person or by conference call, as appropriate.

TASK 2: COMMUNITY OUTREACH & COMMUNICATIONS

Task 2.1: Project Logo, Branding, and Tagline

The Outreach Team will develop a standard project logo and tagline along with a “look and feel” for project materials that will be consistent across all deliverables for the duration of the project. This branding will ensure that stakeholders can easily identify project materials and will know to look for these materials whether they arrive by mail, are posted in a public space, or appear in print media.

Task 2.2: Stakeholder Mailing List

During the first phase of the project, the consultant team produced a stakeholder and media mailing list to be used for outreach. The Outreach Team will continually review the list and update the list to ensure that it includes all key stakeholders, past meeting attendees, appropriate print, radio, television, and on-line media, as well as specific ethnic media outlets in order to reach the agency’s target audiences.

Task 2.3: Printed Outreach Materials

The Outreach Team will develop a series of printed outreach materials that will include a 8.5” x 11” tri-fold color project brochure, a series of three 8.5” x 5.5” trilingual postcard mailings, posters and flyers for distribution in the community, and a notebook or other “leave behind” that will be imprinted with the project logo and key facts. Materials will be produced in English and, as appropriate for audience, Chinese, Tagalog, and/or Spanish. All print materials will be coordinated with the Caltrans Graphic Services Department. The Outreach Team will also purchase a residential and business mailing list for a 1.5-mile radius of the project area to ensure that all businesses and households receive notifications of the three rounds of community meetings.

Task 2.4: Press Releases and/or Other Media Outreach Tools

The Outreach Team will prepare a series of well-written press releases throughout the year that have attention-grabbing headlines and the ability to cut through the clutter of the hundreds of press releases reporters receive each day. Our team knows the best time to reach a particular reporter and how they prefer to receive information (i.e., electronically or via fax). The Outreach Team will develop material for radio broadcast, material for Internet ad placement, and material for print ad placement in key local publications. The Team will also stay in regular contact with the East Bay Bicycle Coalition and any locally-based Oakland and Alameda advocacy groups that are identified in order to keep them up-to-date and ensure that key events are included on their organization's calendars.

Task 2.5: Special Events

A key element of public outreach will be the Team's participation in events throughout the Alameda and Oakland communities. The Outreach Team will participate in four festivals or large events between May and August 2008 to build awareness of the project in the local communities. In addition, the Team will provide materials to Alameda and downtown Oakland Bike-to-Work Day stations on May 15, 2008 to raise awareness of the project within the cyclist community. Special events materials will include three 33" x 79" shade-style color banners, to be reused for each event.

TASK 3: COMMUNITY WORKSHOPS

MIG and Envirocom will collaborate to design, plan and facilitate community meetings to gather broad input on project issues, goals, and objectives. The community workshops provide the setting for both sharing and collecting information: the project team can present the community with project progress and status reports, including design alternatives when appropriate, while soliciting feedback and input. Three rounds of community workshops will be held in the spring, summer, and early fall to address project alternatives, recommendations, and the draft report. Each round will consist of one meeting in Alameda and one meeting in Oakland to ensure that workshops are accessible and convenient for all project stakeholders. Before each round of workshops, a strategy meeting will be held with the Project Administrative Team to identify the workshop agenda, goals, and activities.

The community workshops will be structured to ensure clear understanding of the issues and opportunities associated with the project, the options available and their impacts, and preferred visions and strategies. Community meeting formats will be fixed or flexible, as appropriate, and will be designed to accommodate multiple languages as necessary.

The Outreach Team will work with the Project Administrative Team and other stakeholders as appropriate to plan, conduct, and document community workshops. The community workshops will include the following elements:

Task 3.1: Workshop Logistics

The Outreach Team will identify and secure meeting venues, perform meeting room set-up and take-down; supply computer, audio, and visual equipment; post signs that direct participants to meeting rooms; provide refreshments; and handle meeting registration and dissemination of meeting materials.

As appropriate, the Outreach Team will secure interpreters in Cantonese or other Chinese dialects, Spanish, Tagalog, and potentially other languages such as American Sign Language to ensure equitable opportunities for participation among all community members. Any translation or interpretation will be coordinated with the Project Administrative Team to ensure that existing translation resources are used appropriately.

Task 3.2: Workshop Publicity

Written materials will be developed in English, Chinese, Spanish and other languages if necessary, and will be distributed to local media sources, key stakeholders and the project mailing list. The Outreach Team also will distribute required meeting notices based on any Brown Act, Environmental Impact Report (EIR) or Environmental Impact Statement (EIS) requirements. The Outreach Team will also coordinate with community-based organizations (CBOs) as appropriate to ensure that all groups within the local communities are represented at the workshops.

Task 3.3: Workshop Materials

The Outreach Team will provide comment cards, sign-in sheets, nametags, any appropriate handouts, display boards (if not produced by ARUP), a PowerPoint presentation (if not produced by ARUP), agendas, and maps to illustrate project-related details such as purpose, current conditions, key issues and opportunities, and preliminary planning and design strategies.

Task 3.4: Workshop Facilitation & Documentation

The Outreach Team will provide staff to facilitate and graphically record each community workshop.

Task 3.5: Workshop Summary

The Outreach Team will prepare an outreach results memo for each series of community workshops to document all workshop participation, outcomes and next steps.

TASK 4: FOCUS GROUPS

The Outreach Team will design and conduct a series of three focus groups with high-level staff and other key stakeholders from across the project area, one at each major stage of the project (project alternatives, recommendations, and draft report). These focus groups will provide a specific space for feedback and ideas from high-level stakeholders at the city, county, and potentially state levels to weigh in on alternatives and plans even if they do not participate in community workshops or sit on the task force.

Task 4.1: Focus Group Logistics

The Outreach Team will identify and secure focus group venues; schedule focus group times with participants; send invitations as appropriate; perform room set-up and take-down; supply any needed computer, audio, and visual equipment; post signs that direct participants to meeting rooms; provide refreshments; and handle focus group registration and dissemination of meeting materials.

Task 4.2: Focus Group Materials

The Outreach Team will provide focus group participants any necessary materials, including nametags, any appropriate handouts, display boards (if not produced by ARUP), agendas, and maps to illustrate project-related details such as purpose, current conditions, key issues and opportunities, and preliminary planning and design strategies.

Task 4.3: Workshop Facilitation & Documentation

The Outreach Team will provide staff, including senior-level facilitators, to facilitate and take meeting notes of each focus group.

Task 4.4: Workshop Summary

The Outreach Team will prepare a focus group results memo for each focus group to document key findings and feedback.

TASK 5: TASK FORCE MEETINGS

The Outreach Team will work with the City to convene a series of four multi-jurisdictional task force meetings at four stages in the project: kick-off, project alternatives, recommendations, and draft report. Before each task force meeting, a strategy meeting will be held with the Project Administrative Team to identify key goals and objectives. Where appropriate, this strategy meeting will be combined with the strategy meeting to craft the correlating community workshop round.

Task 5.1: Task Force Meeting Logistics

The Outreach Team will coordinate with task force members to select preferred meeting times; identify and secure meeting venues; perform meeting room set-up and take-down; supply computer, audio, and visual equipment; post signs that direct participants to meeting rooms; provide refreshments as appropriate; and handle meeting registration and dissemination of meeting materials. If requested, the Outreach Team will also accommodate any special needs for access, translation, or interpreting.

Task 5.3: Task Force Meeting Materials

The Outreach Team will provide task force meeting materials, including sign-in sheets, nametags, any appropriate handouts, display boards (if not produced by ARUP), a PowerPoint presentation (if not produced by ARUP), agendas, and maps to illustrate project-related details such as purpose, current conditions, key issues and opportunities, and preliminary planning and design strategies.

Task 5.4: Task Force Meeting Facilitation & Documentation

The Outreach Team will provide staff to facilitate, graphically record, or take meeting minutes for each task force meeting.

Task 5.5: Task Force Meeting Notes

The Outreach Team will prepare summaries of each task force meeting to document all outcomes and next steps.