

# District 3—Corridor System Management Plans

## Project Summary

Caltrans District 3 staff worked with MIG to inform the public and stakeholders about the development of Corridor System Management Plans (CSMPs) through a series of outreach tools, including a dedicated website ([www.corridormobility.org](http://www.corridormobility.org)). These tools provide opportunities for stakeholders to download and view working papers and other documents, and also provide opportunities for feedback. The website has now been expanded as a statewide CSMP web portal, with links for each Caltrans District. This project builds on the work developed in Project 2929.15.



### Outreach Methods

- E-mails
- Web search engines (Google, etc.)
- Stakeholder outreach



### Public Involvement Tools

#### Webpage

MIG designed and operated a project webpage (now statewide), [www.corridormobility.org](http://www.corridormobility.org), using Townsquare™ technology. The website used the same look and feel as the other CSMP products (see Project 2929.15), as part of a uniform approach to all materials. The home page featured links to each corridor's page, a welcome box with rotating photos, links to information about CSMPs in general, a document library, a calendar, and up to three featured mini-articles with links. The home page provided a link for users to sign up for e-mail updates and includes a commenting feature. The entire website was searchable. Each individual corridor page has downloadable documents, maps, and other relevant links.

MIG hosted this website through the contract period, which ended February 28, 2011. For continuity and continued usage, Caltrans kept the same URL and redirected this information to the Caltrans corridor planning website. This helped fulfill the SAFETEA-LU requirements regarding community involvement and use of visualizations, as specified under Section 450.210.

#### Newsletters

MIG designed newsletters (called Corridor Updates) for the US 50 Corridor and the I-80 Corridor. The newsletters were intended for stakeholders and the public as on-line newsletters that can be downloaded and printed. The corridor updates were educational about corridor operations, provided specifics of the corridor networks, and explained the process and schedule of the CSMPs.

#### Environmental Justice

#### Community Involvement

The website and newsletters are readily available to the general public, although these outreach methods are primarily intended for public agencies and others who are major stakeholders in planning for the District 3 CSMP corridors.



### Lessons Learned

As the project progressed, it became clear that it would not be possible, for reasons of staff time, to produce more than one informational newsletter for each corridor. Resources were then focused on the webpage.



### Results

Once the webpage was fully operational, it became a major portal for information and resources related to the District 3 CSMP process, useful both internally at Caltrans

and to all CSMP partners. For example, CSMP partners were referred to the website for the latest version of the CSMP working papers and final documents for downloading so that they could provide comments. The final design of the District 3 website, as well as all of the information on it, has now been successfully expanded to the statewide level, through Project 2929.29. The website has become and continues to be an extremely useful tool for communications between all 12 Caltrans Districts and their partner agencies.



## Deliverables

Website  
Corridor Updates