

Districts 7 and 5—US Route 101 Corridor System Management Plan

Project Summary

Caltrans Districts 7 and 5 worked with MIG to facilitate stakeholder input into developing a Stakeholder Engagement Plan for the U.S. Route 101 Corridor System Management Plan (CSMP) between Ventura and Santa Barbara. Because the corridor stretches across both Districts, each with unique planning contexts and outreach needs, the Stakeholder Engagement Plan provided a shared, over-arching approach for an optimal level of engagement of stakeholders on the corridor that is manageable and appropriate for the planning process, but also flexible with targeted and tailored outreach approaches within each District. MIG facilitated planning sessions using strategic visioning techniques with staff from both Districts and key partners from Metropolitan Planning Organizations (MPOs), Regional Transportation Planning Agencies (RTPAs), transit providers, local jurisdictions, and community leaders along the corridor.



Outreach Methods

- Joint planning sessions throughout the corridor
- An updated and comprehensive database of stakeholder groups and partner agencies
- CSMP frequently-asked-questions tailored to each District
- CSMP brochure
- Presentations by staff to local stakeholders
- Project website
- Shared outreach with related concurrent planning efforts



Public Involvement Tools

Strategy Sessions and Graphic Recording
MIG helped to design and facilitate two strategy sessions that brought together key stakeholders to discuss major questions about the CSMP process and how to engage stakeholders. These sessions featured strategic visioning techniques including wallgraphic recording, where the facilitator uses a large sheet of paper and colored markers to record answers to the agenda topics, issues and areas of agreement on process design. This system allows participants to see that their comments have been recorded and fosters a more creative discussion, supporting Caltrans' efforts to enhance its image. The wallgraphics are later photo-reduced and sent electronically to Caltrans and the session participants.

CSMP Brochure

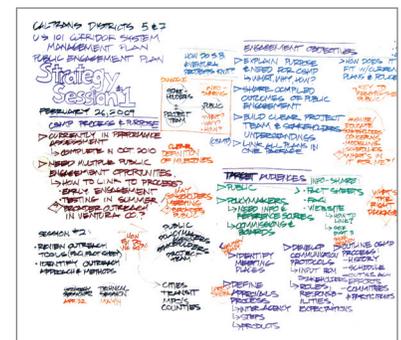
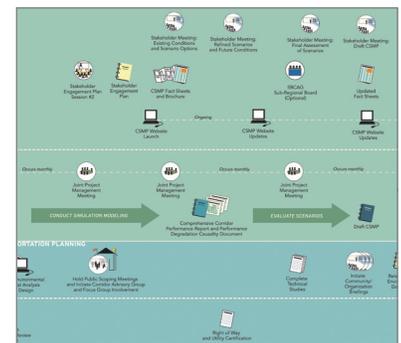
Based on the CSMP brochure designs created for other Districts, staff created a brochure specific to this project that explains the intent and process for developing the plans. It included a schematic that conveys the basic concepts of managed multi-modal corridor operations in symbolic form.

CSMP Frequently-Asked-Questions

Each District created its own frequently-asked-questions document, which provided project information tailored to their respective planning contexts, related and concurrent planning efforts, issues and opportunities.

Project Website

Project information is available on the Corridor-specific pages of the statewide CSMP website, which MIG created and maintained at www.corridormobility.org. 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.



Deliverables

Process Graphic
Stakeholder Engagement Plan
CSMP Brochure

continued next page

Districts 7 and 5–US Route 101 Corridor System Management Plan

continued from previous page

Process Graphic

MIG created a concept diagram or “process graphic” to help stakeholders understand the Districts’ approach for developing the CSMP overall, as well as District-specific activities for stakeholder engagement.

Environmental Justice Community Involvement

The project addresses environmental justice through the involvement of stakeholders, from both public agencies and local community-based organizations, representing the interests of the traditionally underrepresented, such as low-income transit users. The website and corridor updates were designed for both the stakeholders and the general public.



Lessons Learned

Caltrans can successfully improve working relationships with local partners through ongoing dialogue and planning discussions at the strategic and technical level. Local partners are critical to developing engagement processes and activities that address localized needs and contexts and effectively use limited project resources. Additionally, multiple Caltrans districts can effectively coordinate their stakeholder and public engagement efforts with the technical planning process to develop a unified approach and messages while still allowing for flexible, tailored activities to address localized needs.



Results

The Stakeholder Engagement Plan integrated the CSMP technical process with outreach activities to provide the optimal level of involvement of key stakeholders and the public throughout the corridor. It provided District staff and its broader planning staff with a clear, coordinated approach to stakeholder engagement throughout the corridor, while also providing tailored and targeted activities to fit each District’s unique context. Additionally, new and accessible communication materials provided District staff with appropriate tools to keep stakeholders and interested members of the public aware of and engaged in the process.