

# CALTRANS DISTRICTS 7 & 5 U.S. ROUTE 101 CORRIDOR SYSTEM MANAGEMENT PLAN

## Phase I—Stakeholder Engagement Plan Development Progress Report & Strategy Session #2

June 10, 2009

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# SUMMARY NOTES

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### INTRODUCTION

On June 10, 2009, Caltrans Districts 7 and 5, in partnership with Ventura County Transportation Commission (VCTC) and Santa Barbara County Association of Governments (SBCAG), convened the second session for planning stakeholder engagement efforts with other partner agencies as part of the Corridor System Management Plan for the U.S. Route 101 corridor between Santa Barbara and Ventura. The purpose of the meeting was: (a.) to provide the latest updates and recent developments in the planning process; (b.) to identify stakeholders in the corridor; (c.) to develop stakeholder engagement strategies corridor-wide and within each county; and (d.) to review outreach tools which would support the strategies.

### MEETING FORMAT

The meeting occurred in the Community Meeting Room at Ventura City Hall. Pat McLaughlin of MIG, Inc., stakeholder engagement consultant to Caltrans, began the meeting with welcoming remarks, an agenda overview, and a call for self-introductions. After welcoming remarks from Elhami Nasr and Larry Newland of Caltrans Districts 7 and 5, respectively, Ms. McLaughlin reviewed the meeting objectives, and Mr. Newland and Brandy Rider of District 5 presented the latest updates and recent developments in the planning process. Ms. McLaughlin then facilitated a discussion with participants about objectives for stakeholder engagement, further identification of corridor stakeholders, and initial components to be included in the stakeholder engagement plan for the project. During the meeting Andy Pendoley of MIG recorded comments and questions on a large wallgraphic—a photo-reduced copy is attached at the end of this document.

### OBJECTIVES FOR STAKEHOLDER ENGAGEMENT

Participants identified objectives for successful stakeholder engagement in the CSMP process.

- Avoid creating confusion among the multiple planning projects
- Be inclusive of all stakeholders
- Be transparent
- Explain how CSMP supports other planning projects
- Employ a multi-modal approach
- Explain the differences in planning efforts and status between the counties
- Provide simple and clear information and communication materials
- Explain the benefits of CSMP with key messages about efficient use of funds and system efficiencies

## STAKEHOLDERS AND ENGAGEMENT OPPORTUNITIES

Participants identified stakeholder groups who may have varying levels of involvement in CSMP as follows:

- Charter agencies, including the Caltrans Districts, Ventura County Transportation Commission, and Santa Barbara County Association of Governments
- Partner agencies, including transit, resource and local agencies
- Interest and community-based groups
- General public

Participants suggested that engaging transit agencies is an important part of stakeholder engagement as CSMP is intended to facilitate a more efficient, multi-modal system.

Specifically, participants suggested:

- Bring the CSMP process to transit-related processes to be accessible and add value
- Provide technical assistance in explaining how transit and all modes may work better as a system

Participants also provided input about how broader public information could be conducted.

Specifically, participants suggested:

- Present information in simple, jargon-free language
- Employ web-based outreach tools
- Distribute information through media outreach

## STAKEHOLDER ENGAGEMENT PLAN

Participants outlined initial components of the emerging Stakeholder Engagement Plan for the CSMP through the modeling, scenario development and CSMP adoption stages. While there are corridor-wide components, each county will also likely employ slightly different approaches in some respects.

### Corridor-wide

- Maintain ongoing, joint management of the planning process among the charter agencies
- Expand engagement of partner agencies in the process, primarily through involvement in the technical committees advising the project team
- Educate stakeholders in the technical process, including the purpose and design of the scenarios
  - Consider developing cost-benefit data and management strategies
- Provide information through the Districts' web pages linked to the statewide CSMP website hosted by Caltrans Headquarters
- Employ simple outreach tools including fact sheets and frequently-asked-questions

### Ventura County (District 7)

- Focus any broader public outreach in Ventura County through engagement of the Ventura County Transportation Commissioners
  - Focus on scenario results
  - Expand to local stakeholders as needed or requested
- Explain how CSMP relates to potential resource opportunities, but avoid confusion or potential conflict with other planning or resource development efforts (such as sales tax initiatives)

### **Santa Barbara County (District 5)**

- Engage the SBCAG Sub-Regional Board with scenario results
  - Consider presenting pre-scenario data, as needed
- Explore opportunities to provide information to the general public by “piggy-backing” on related planning efforts
  - Conduct an initial “test case” by providing an information table at the upcoming Scoping Meetings for the South Coast 101 HOV Project.

### **NEXT STEPS**

In closing the meeting, participants identified the following next steps in the planning and stakeholder engagement processes:

- Expand the membership of the technical subcommittees to include an even broader range of partner agencies and be proactive in engaging them in future efforts
- Develop the scenarios with charter and partner agencies’ involvement
- Consider additional engagement strategies with the broader public at a later time after further engagement of and consultation with partner agencies

U.S. ROUTE 101  
 CORRIDOR SYSTEM MANAGEMENT PLAN  
 STAKEHOLDER ENGAGEMENT  
 PLAN DEVELOPMENT  
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REPLACE TRS?  
 TO BE EVALUATED AFTER CSMP DEVELOPMENT

- STAKEHOLDERS**
- 1 WHO ARE KEY SH.'S?
  - 2 WHAT LEVEL OF INVOLVEMENT?
- CHARTER AGENCIES
  - PARTNER AGENCIES
  - GENERAL PUBLIC:
    - INTEREST GROUPS
    - COMMUNITY/LOCAL GROUPS

**OBJECTIVES**

- AVOID CONFUSION: MULTIPLE PROJECTS
- BE INCLUSIVE
- BE TRANSPARENT
- EXPLAIN HOW CSMP SUPPORTS OTHER PROJECTS
- TAKE A MULTIMODAL APPROACH
- BE CLEAR RE: COUNTIES' DIFFERENCES IN PLANNING STATUS
- PROVIDE SIMPLE CLEAR INFO MATERIALS
- EXPLAIN BENEFITS:
  - KEY - #
  - EFFICIENCY
  - EDGE OF USE

**ENGAGING TRANSIT**

- BE ACCESSIBLE AT OTHER PROJECTS
- HELP EXPLAIN HOW MODES WILL INTERACT

**PUBLIC INFORMATION**

- SIMPLE, DREAM-FREE
- WEB-BASED
- MEDIA OUTREACH

