

# Public Engagement Activities

February 2014



Annual  
Summary Report  
and Final  
Contract Report

“Caltrans emphasizes the fair treatment and meaningful involvement of all people of all races, cultures, and income levels, including minority and low-income populations, from the early stages of transportation planning and investment decision-making through construction, operations, and maintenance.”

*“Caltrans staff have worked very well with us throughout the years.”*

“We really appreciate the State doing these listening sessions.”



*“The goal is to move forward together.”*

Caltrans Transportation Planning

# Public Engagement Activities

Annual Summary Report and  
Final Contract Report

February 2014



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Funding for this effort was provided by the California Department of Transportation, Division of Transportation Planning, State Planning and Research Program. The contents of this report reflect the views of the author who is responsible for the facts and accuracy of the data presented herein. The contents do not necessarily reflect the official views or policies of the State of California or the Federal Highway Administration. This report does not constitute a standard, specification, or regulation. ©2014 California Department of Transportation and/or Caltrans. All rights reserved.

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## Introduction

### What Is Public Engagement?

“Transportation planning public engagement” is a broad term used to refer to the processes whereby the California Department of Transportation (Caltrans) actively solicits and considers input from the general public, community organizations, government agencies, Native American Tribes, and other stakeholders. Caltrans undertakes these activities as early and inclusively as possible. Public engagement allows for effective and substantive participation in the planning process that ultimately influences decision-making. Public engagement activities help Caltrans in identifying and reviewing the different perspectives held by various constituents, including disadvantaged and traditionally under-represented groups. Involvement by the public helps bring about support for plans, programs, and projects. In turn, this support increases the likelihood of the public’s acceptance of the transportation planning decisions. Additional goals of public engagement include: information sharing among all parties; issue identification and explication; review and prioritization of alternatives; project concept improvement; and collaborative consensus building.

State and federal transportation laws, regulations, policies, and guidance require and encourage public involvement throughout the planning process, particularly in regard to environmental justice populations and underserved communities, including Tribal governments, low-income, and minority populations. Under California law, public outreach and involvement is integral to the development of the California Transportation Plan, as well as other plans, programs, and projects. Under federal law, involvement of a wide variety of constituents can be a condition to receiving federal transportation funds. Engaging the public in early stages of planning is also simply good planning practice. Accordingly, Caltrans engages the general public, special interest groups, businesses, Tribal governments, local governments, and regional agencies, such as the Regional Transportation Planning Agencies (RTPAs) and Metropolitan Planning Organizations (MPOs), community-based groups, and other parties in a wide variety of transportation planning and programming activities.

# Introduction Continued

## Planning Public Engagement Contract (PPEC) #3

Since 2002, Caltrans' task order contracts for public engagement activities have funded over 140 public engagement tasks. Varying widely in scale, scope, and location, these tasks have ranged from a few meetings to year-long processes. Issues addressed in these task orders generally reverberate beyond the local roads system to other transportation modes, land use, and environmental matters of regional and statewide importance.

In June 2011, Caltrans contracted with VRPA Technologies, Inc. (VRPA) to provide on-call public engagement services under the third Planning Public Engagement Contract (PPEC). Through this contract, community involvement services have been provided to Caltrans Headquarters Divisions as well as to Caltrans Districts 1 through 12, with approximately 18 task orders being issued. Services provided included: design of public meetings, workshops, surveys, interviews, and other events and activities; outreach with targeted populations, including Tribal governments, as well as under-represented communities and environmental justice populations; meeting facilitation and consensus-building; translation and interpretation services; graphic services, including large-format maps and other displays; project branding and promotion; and technical support and assistance, including preparation of written materials and graphics, electronic media products, and equipment operation.

This report documents public engagement activities that have occurred between November 2012 and February 2014 as part of the third PPEC. During this reporting period, work activities continued on three previous efforts; two with headquarters and one with District 1. Task orders were initiated for six new public engagement campaigns; two with headquarters and one effort each with Districts 3, 4, 5 and 12. This report also serves as the final report for the contract. A previous year-end report was issued in November 2012.

### Representative Public Engagement Activities

- ✓ Providing **stakeholder assessment and strategies** for public engagement activities
- ✓ Marketing and promoting **public awareness** and public engagement events
- ✓ Conducting and **facilitating** workshops, focus groups, and planning meetings
- ✓ Providing **technical assistance** and technology to enhance public engagement
- ✓ Providing **measurable results** of public participation events
- ✓ Working with **transportation partners and the general public** to enhance public awareness



# Meeting Public Engagement Requirements

Public involvement is integral to the transportation planning process as evidenced by the public participation requirements that the 2005 “Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users” (SAFETEA-LU) set forth for MPOs in developing their transportation plans. Specifically, SAFETEA-LU requires that MPOs develop, in collaboration with interested parties, a Public Participation Plan providing reasonable opportunities for all parties to participate and comment. An additional SAFETEA-LU requirement addresses better communication with the general public through the use of visualization techniques. The transportation reauthorization bill “Moving Ahead for Progress in the 21st Century Act” (MAP-21) continues the previous SAFETEA-LU requirements with an emphasis on providing early and continuous opportunities for public involvement throughout the planning process. Specific provisions give affected parties, or stakeholders, a reasonable opportunity to comment. Federal public participation mandates include, but are not limited to:

- ✓ Title VI of the Civil Rights Acts of 1964
- ✓ Executive Order 12898 – Federal Actions to Address Environmental Justice in Minority Populations and Low-Income Populations (1964)
- ✓ Executive Order 13166 – Improving Access to Services for Persons with Limited English Proficiency (2000)
- ✓ Americans with Disabilities Act of 1990
- ✓ National Environmental Policy Act



In addition to federal requirements, the State of California addresses public participation under California Government Code Section 65080(b)(2)(F) and the California Environmental Quality Act. The State of California also provides guidance to address Environmental Justice (EJ) in transportation decision making. Public engagement activities related to these state requirements include, but are not limited to:

- ✓ Outreach efforts encouraging the active participation of a broad range of stakeholders
- ✓ Workshops providing the public with the information and tools needed to allow for a clear understanding of the issues
- ✓ Allowing the public to provide a single request to receive information, updates, and notices

Meaningful public engagement expectations can also be found with the Federal Transit Agency (FTA) and the Federal Highway Administration (FHWA). The FTA and FHWA’s shared planning regulation 23 CFR 450 requires that the effectiveness of public engagement strategies are evaluated, and as necessary improvements should be made to the involvement processes to eliminate participation barriers and engage minority and low-income populations. Per the regulation, public engagement is not a one-size-fits all approach and reaching out to environmental justice populations in their community is critical.

These various federal and state mandates are designed to ensure the public has an active role in the planning process throughout all stages; the regulations also encourage planning agencies to customize public involvement methods that consider local conditions and input techniques by the public. Evaluation of the success of these public engagement activities must also be part of the planning process. Public engagement methods that were implemented during the course of this PPEC to address federal and state requirements are listed on the following pages. Various enhanced strategies were also employed to assist in meeting these requirements.

# Key PPEC Strategies

## Public Engagement Task Orders

	Conduct public and stakeholder meetings, listening sessions, and focus groups at convenient locations and at convenient times	Employ visualization techniques (videos, fact sheets, storyboards, mapping, others) to visually describe transportation plans and aid in understanding	Make public information available in an electronically accessible format through email and on project websites	Develop a public participation plan in consultation with "interested parties" that provides reasonable opportunities for all parties to comment
Highway 99 Soundwall Community Safety and Enhancement Project		✓	✓	✓
State Route 20 Aesthetic Corridor Master Plan				✓
Interregional Truck Operations on I-5/ SR-99 and STAA Truck Route Improvement Study	✓	✓	✓	✓
Southern California Housing Siting, Air Quality, and Health Workshop	✓			
US-101 Broadway Engineered Feasibility Study	✓	✓	✓	✓
State Route 255 Humboldt Engineered Feasibility Study	✓	✓	✓	✓
State Route 12 Corridor Transportation Planning Study	✓	✓	✓	✓
California Freight Mobility Plan Focus Group Outreach	✓	✓		
Pacific Coast Bike Route Engineered Feasibility Study	✓	✓	✓	✓
California Household Travel Survey		✓	✓	✓
Transportation Planning and Programming Public Outreach Activities	✓	✓	✓	✓
Capital City Freeway (E Street) Transition Lane Project		✓	✓	✓
District 12 Managed Lanes Feasibility Study and Early Outreach Activities		✓		✓
State Route 9 Planning in Santa Clara County	✓	✓	✓	
SR-1 Scott Creek Restoration and Bridge Replacement Stakeholder Engagement	✓	✓	✓	
Strategic Working Session on MAP-21 Performance Measures and Implementation	✓			

# Key PPEC Strategies

## Public Engagement Task Orders

Expand lists of "interested users" to include users of all transportation modes, the environmental justice community, and the disabled	Provide incentives (gift cards, refreshments) to enhance attendance at workshops, focus groups, and stakeholder meetings	Use "out of the box" outreach tools such as polling and mapping exercises to engage and receive opinions and input from all participants	Use the media to inform the public and commuters about transportation programs and meetings
✓			
✓			
✓	✓		
✓	✓		
✓	✓		
✓	✓		
✓	✓		✓
✓	✓	✓	
✓	✓	✓	
			✓
✓	✓	✓	
✓			
	✓	✓	
	✓	✓	
	✓		

Highway 99 Soundwall Community Safety and Enhancement Project
State Route 20 Aesthetic Corridor Master Plan
Interregional Truck Operations on I-5/ SR-99 and STAA Truck Route Improvement Study
Southern California Housing Siting, Air Quality, and Health Workshop
US-101 Broadway Engineered Feasibility Study
State Route 255 Humboldt Engineered Feasibility Study
State Route 12 Corridor Transportation Planning Study
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State Route 9 Planning in Santa Clara County
SR-1 Scott Creek Restoration and Bridge Replacement Stakeholder Engagement
Strategic Working Session on MAP-21 Performance Measures and Implementation



## Planning Public Engagement Contract Results

Through this PPEC, a variety of public engagement tools were used that targeted not only the general public but also key stakeholders such as federal and state agencies, MPOs, RTPAs, Tribal governments, local agencies, community-based organizations, environmental justice organizations, and others. These tools varied in strengths and weaknesses, as well as costs and abilities to engage people. The most significant distinction among the tools is whether they can successfully involve and inform the public. Success is measured by the degree of public involvement and the public's ability to easily provide opinions and input regarding a particular transportation plan, program, or project. In addition, stakeholder and public feedback concurring that they have been listened to is particularly important.

Using proven and effective involvement tools, PPEC efforts have increased community participation by informing the participants how statewide and regional mobility plans, programs, and projects have and will continue to benefit California's residents and visitors. With increased community participation, these planning activities have addressed the needs and concerns of the targeted communities. For example, radio public service announcements were used to inform commuters along multi-county corridors; whereas door-to-door flyer delivery was used to provide personal contact with those affected in a small area. These and other public engagement tools used under this PPEC can be found on the following pages.

# Using Public Engagement Tools

Tool	What the tool is	Why the tool is helpful
Branding	Distinctive project names, logos, graphics, and catchphrases that allow the public to easily recognize information related to a planning process or project; a project identity	<ul style="list-style-type: none"> <li>• Helps to identify what the effort is about</li> <li>• Encourages recognition and credibility</li> <li>• Creates an emotional and rational attachment between the stakeholder and the effort</li> </ul>
Stakeholder Lists	Spreadsheet with contact listings of a variety of stakeholders including government agencies, Community-Based Organizations, Faith-Based Organizations, EJ communities, media, and the public	<ul style="list-style-type: none"> <li>• Identifies the types of stakeholders for the applicable region</li> <li>• Assists with efficiency of email distribution</li> <li>• Reduces stakeholder research for future planning efforts</li> </ul>
Polling	Series of multiple choice questions that allow all participants at a meeting or other event to vote and prioritize using polling equipment or “clickers”	<ul style="list-style-type: none"> <li>• Gathers opinions anonymously</li> <li>• Provides instant results</li> <li>• Produces detailed reports of participants responses</li> <li>• Allows the least vocal participants to have a voice</li> </ul>
Websites	Online tool that provides static and real-time information related to a specific project or planning process and often allows the public to view approved project materials	<ul style="list-style-type: none"> <li>• Provides unlimited access to up-to-date effort information</li> <li>• Serves as a cost effective way to gather comments and feedback</li> <li>• Disseminates educational materials</li> </ul>
Mass Distributed Emails & Flyers	Distribution of project or planning process flyers and other information to the public and stakeholders using email or door-to-door methods	<ul style="list-style-type: none"> <li>• Reaches a significant number of specifically identified stakeholders</li> <li>• Distributes meeting and or workshop notices and invites</li> </ul>
Door-to-Door Business Contact	In-person contact with local businesses (and sometimes residences) to distribute brochures, flyers, etc. or to collect surveys or other information	<ul style="list-style-type: none"> <li>• Encourages a more personal relationship between stakeholders and the project team</li> <li>• Helps foster public and stakeholder trust and confidence in the planning effort</li> </ul>

# Using Public Engagement Tools

Tool	What the tool is	Why the tool is helpful
Radio, Newsprint, or Online Advertising	Public service announcements, news articles, flyers, and Craigslist ads provided to a variety of media to publicize project information or meetings. Consists of both free and paid advertising	<ul style="list-style-type: none"> <li>• Provides a wide distribution of information that reaches the largest audience</li> <li>• Targets specific regions and/or demographic areas</li> </ul>
Public Service Announcements	Messages related to planning efforts that are distributed to the media and generally broadcast at no charge	<ul style="list-style-type: none"> <li>• Distributes information that reaches the largest audience</li> <li>• Uses target specific regions and/or demographic areas</li> <li>• Increases effectiveness when developed using a well-known spokesperson</li> </ul>
Focus Groups	Organization of a small, select group of people that represents a sample population that is used to identify the concerns, needs, wants, and expectations of the public as stakeholders. Focus groups can inform the project team of the attitudes and values the public holds and why.	<ul style="list-style-type: none"> <li>• Fosters an understanding of attitudes rather than measuring them</li> <li>• Gains access to "feelings" and public opinions</li> <li>• Provides for authentic, stimulating experiences</li> <li>• Builds a genuine understanding and appreciation of the topic at hand</li> <li>• Gathers opinions, beliefs, and attitudes about issues of interest</li> </ul>
Speaker's Bureau Kit	Packet of factual information and other tools provided to stakeholders or staff who meet with community groups and organizations wishing to learn more about a project or planning process that aid them in communicating project information to others	<ul style="list-style-type: none"> <li>• Uses a pool of expert speakers such as elected officials and community spokespersons with the intent to inspire and motivate</li> <li>• Educates selected experts about the project and solicits their assistance in reaching out to target audiences</li> <li>• Identifies the project, outreach goals, and what is being asked of the Speaker's Bureau recipients</li> </ul>
Videos	Short videos developed to bring a project or planning process to life which are very effective in providing a sense of scale and realism to the proposed project or process and are often posted to project websites and social media	<ul style="list-style-type: none"> <li>• Captures the attention of young adults and those prevalent on the internet and social media sites</li> <li>• Provides project information to educate and inform participants</li> </ul>

# Using Public Engagement Tools

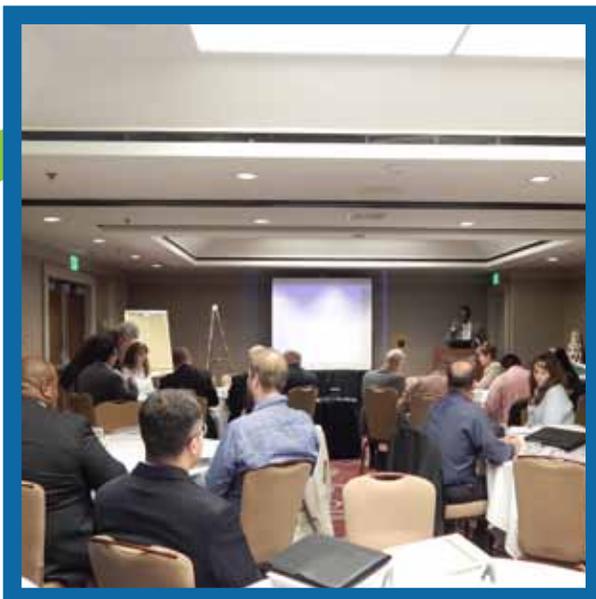
Tool	What the tool is	Why the tool is helpful
Brochures, Fact Sheets & Newsletters	Highly graphic and/or descriptive materials that identify the purpose, timeline, contact information, next steps, outreach opportunities, and other general information related to a project or planning process	<ul style="list-style-type: none"> <li>• Provides project information in a concise and easily understood medium</li> <li>• Uses brochures, fact sheets, and newsletter articles as one-page documents so they are easy to produce and distribute</li> </ul>
PowerPoint Presentations	Computer presentations which are critical to the dissemination of information and project facts during stakeholder presentations, workshops, and other similar meetings and hearings	<ul style="list-style-type: none"> <li>• Presents project information at meetings and workshops to inform and educate participants</li> <li>• Includes PowerPoint presentations in the Speaker's Bureau Kits for use in outreach activities performed by elected officials and influential people in the community</li> </ul>
Storyboard/ Display Boards	Visual materials used at meetings and public workshops to graphically display project information	<ul style="list-style-type: none"> <li>• Informs and educates participants</li> <li>• Helps members of the public who rely heavily on visual materials in order to understand the planning process and projects</li> </ul>
Mapping/ Charrette Exercises	Visual materials coupled with group discussion used at meetings and workshops which allows each participant to provide input by adding comments to large maps and project renderings	<ul style="list-style-type: none"> <li>• Allows a hands on experience for the public and stakeholders</li> <li>• Communicates other types of input better than discussion and written comments alone</li> </ul>
Graphical Wall Notes	Notes displayed on large notepads during meetings and focus groups that highlight the discussion and input in real time	<ul style="list-style-type: none"> <li>• Allows participants to feel that their input is heard</li> <li>• Facilitates further discussion and documents the main points</li> </ul>
Social Media	Online media (such as Facebook and Twitter) that facilitates conversations and delivers content	<ul style="list-style-type: none"> <li>• Reaches out to large numbers of the general public, especially youth and minorities</li> <li>• Allows for the dissemination of project information and solicitation of public input</li> </ul>

# Using Public Engagement Tools

Tool	What the tool is	Why the tool is helpful
Public and Stakeholder Meetings & Workshops	Educational and/or interactive program designed to teach, introduce participants to practical skills, techniques, or ideas, and to gather participant input which relates to the planning process or project	<ul style="list-style-type: none"> <li>• Engages the public and stakeholders by providing project information and soliciting input in an open forum</li> <li>• Targets stakeholders that express a desire to actively participate in projects that encompass a large study area</li> </ul>
Stakeholder Interviews	A one-on-one or small group interview focusing on a specific set of questions designed to gather qualitative data	<ul style="list-style-type: none"> <li>• Provides a good way to make introductions with stakeholders</li> <li>• Helps identify key issues/concerns prior to initiating work activities</li> <li>• Increases stakeholder buy-in</li> <li>• Elicits stakeholder reactions and suggestions</li> <li>• Assists in defusing potentially confrontational situations</li> <li>• Enhances credibility</li> </ul>
Partner Agency & Technical Presentations	Program designed to educate partner agency staff using presentations made by technical experts which assists the agencies in understanding the issues and reaching a consensus on solutions	<ul style="list-style-type: none"> <li>• Helps inform agency staff of technical issues by giving them access to experts</li> <li>• Allows for the presentation of very complex and technical subject matters</li> <li>• Facilitates consensus among several partner agencies</li> </ul>
Surveys & Questionnaires	List of questions (both multiple choice and open-ended) administered to a sample group of people through interviews, focus groups, meetings, or workshops conducted in person, by phone, or using electronic media	<ul style="list-style-type: none"> <li>• Enlists direct public input from individuals who may be intimidated to voice their opinions during an interview, meeting, or workshop</li> <li>• Gathers input from a large number of stakeholders and the public especially when distributed at community events</li> </ul>
Comment Cards	Materials provided during meetings and workshops that allow participants to submit written comments or feedback on the project, planning process, or public engagement methods	<ul style="list-style-type: none"> <li>• Allows less vocal participants to provide input</li> <li>• Facilitates anonymous participation</li> <li>• Gives participants an additional opportunity to provide feedback they forgot/declined to provide during the meetings/workshops</li> </ul>

# Using Public Engagement Tools

Tool	What the tool is	Why the tool is helpful
Materials in a Second Language	Project materials translated into Spanish (and other applicable languages) once finalized in English	<ul style="list-style-type: none"> <li>• Provides usable materials to demographically diverse populations</li> <li>• Helps media sources with appropriate dissemination</li> <li>• Assists in engaging and informing Environmental Justice communities</li> </ul>
Incentives at Meetings & Events	Light refreshments or gift cards used to encourage and enhance workshop or meeting attendance	<ul style="list-style-type: none"> <li>• Encourages more individuals to attend workshops, focus groups, and other events; especially those who might not have attended otherwise</li> <li>• Creates an inviting atmosphere at public events</li> <li>• Benefits communities where individuals may have a barrier to attending public meetings or speaking openly</li> </ul>
Workshop/ Meeting/ Focus Group Evaluations	Summary reports prepared after public engagement that documents the process, feedback received, lessons learned, and best practices	<ul style="list-style-type: none"> <li>• Helps identify best practices and lessons learned that are useful in future planning efforts</li> <li>• Documents and summarizes public input received so it can be incorporated into the applicable stages of the planning process</li> </ul>



## Applying Public Engagement Tools

The Public Engagement Plan or Outreach Strategy prepared for each planning effort considered goals, objectives, and local conditions as the appropriate tools were identified for the efforts. Public Engagement tools identified above were applied to public engagement task orders as noted on the following matrix.

# Public Engagement Tools Used on Public Engagement Task Orders

## Public Engagement Task Orders

	Branding	Stakeholder Lists	Polling	Websites	Mass Distributed Emails & Flyers
Highway 99 Soundwall Community Safety and Enhancement Project		✓			✓
State Route 20 Aesthetic Corridor Master Plan		✓			
Interregional Truck Operations on I-5/ SR-99 and STAA Truck Route Improvement Study	✓	✓		✓	✓
Southern California Housing Siting, Air Quality, and Health Workshop		✓			✓
US-101 Broadway Engineered Feasibility Study	✓	✓		✓	✓
State Route 255 Humboldt Engineered Feasibility Study		✓			
State Route 12 Corridor Transportation Planning Study		✓		✓	✓
California Freight Mobility Plan Focus Group Outreach	✓	✓	✓		
Pacific Coast Bike Route Engineered Feasibility Study	✓	✓			✓
California Household Travel Survey		✓			✓
Transportation Planning and Programming Public Outreach Activities		✓	✓	✓	✓
Capital City Freeway (E Street) Transition Lane Project	✓	✓		✓	
District 12 Managed Lanes Feasibility Study and Early Outreach Activities	✓	✓		✓	
State Route 9 Planning in Santa Clara County	✓	✓			✓
SR-1 Scott Creek Restoration and Bridge Replacement Stakeholder Engagement	✓	✓			✓
Strategic Working Session on MAP-21 Performance Measures and Implementation					

# Public Engagement Tools Used on Public Engagement Task Orders

## Public Engagement Task Orders

Door-to-Door Business Contact	Radio, Newsprint, or Online Advertising	Public Service Announcements	Focus Groups	Speaker's Bureau Kit	
✓					Highway 99 Soundwall Community Safety and Enhancement Project
					State Route 20 Aesthetic Corridor Master Plan
					Interregional Truck Operations on I-5/ SR-99 and STAA Truck Route Improvement Study
					Southern California Housing Siting, Air Quality, and Health Workshop
✓				✓	US-101 Broadway Engineered Feasibility Study
					State Route 255 Humboldt Engineered Feasibility Study
✓	✓	✓			State Route 12 Corridor Transportation Planning Study
			✓		California Freight Mobility Plan Focus Group Outreach
					Pacific Coast Bike Route Engineered Feasibility Study
	✓	✓		✓	California Household Travel Survey
	✓		✓		Transportation Planning and Programming Public Outreach Activities
					Capital City Freeway (E Street) Transition Lane Project
					District 12 Managed Lanes Feasibility Study and Early Outreach Activities
					State Route 9 Planning in Santa Clara County
				✓	SR-1 Scott Creek Restoration and Bridge Replacement Stakeholder Engagement
					Strategic Working Session on MAP-21 Performance Measures and Implementation

# Public Engagement Tools Used on Public Engagement Task Orders

## Public Engagement Task Orders

	Videos	Brochures, Fact Sheets & Newsletters	PowerPoint Presentations	Storyboard/ Display Boards	Mapping/ Charrette Exercises
Highway 99 Soundwall Community Safety and Enhancement Project		✓			
State Route 20 Aesthetic Corridor Master Plan					
Interregional Truck Operations on I-5/ SR-99 and STAA Truck Route Improvement Study		✓	✓	✓	
Southern California Housing Siting, Air Quality, and Health Workshop					✓
US-101 Broadway Engineered Feasibility Study		✓	✓	✓	
State Route 255 Humboldt Engineered Feasibility Study	✓	✓	✓	✓	
State Route 12 Corridor Transportation Planning Study		✓	✓	✓	
California Freight Mobility Plan Focus Group Outreach			✓	✓	
Pacific Coast Bike Route Engineered Feasibility Study		✓	✓	✓	✓
California Household Travel Survey	✓	✓	✓		
Transportation Planning and Programming Public Outreach Activities		✓	✓		
Capital City Freeway (E Street) Transition Lane Project		✓	✓	✓	
District 12 Managed Lanes Feasibility Study and Early Outreach Activities	✓	✓	✓		
State Route 9 Planning in Santa Clara County		✓	✓	✓	✓
SR-1 Scott Creek Restoration and Bridge Replacement Stakeholder Engagement			✓	✓	✓
Strategic Working Session on MAP-21 Performance Measures and Implementation					

# Public Engagement Tools Used on Public Engagement Task Orders

## Public Engagement Task Orders

Graphical Wall Notes	Social Media	Public and Stakeholder Meetings & Workshops	Stakeholder Interviews	Partner Agency & Technical Presentations	
					Highway 99 Soundwall Community Safety and Enhancement Project
					State Route 20 Aesthetic Corridor Master Plan
		✓	✓		Interregional Truck Operations on I-5/ SR-99 and STAA Truck Route Improvement Study
		✓		✓	Southern California Housing Siting, Air Quality, and Health Workshop
	✓	✓			US-101 Broadway Engineered Feasibility Study
		✓			State Route 255 Humboldt Engineered Feasibility Study
✓		✓	✓		State Route 12 Corridor Transportation Planning Study
					California Freight Mobility Plan Focus Group Outreach
		✓			Pacific Coast Bike Route Engineered Feasibility Study
	✓				California Household Travel Survey
✓		✓			Transportation Planning and Programming Public Outreach Activities
		✓			Capital City Freeway (E Street) Transition Lane Project
					District 12 Managed Lanes Feasibility Study and Early Outreach Activities
		✓		✓	State Route 9 Planning in Santa Clara County
		✓	✓	✓	SR-1 Scott Creek Restoration and Bridge Replacement Stakeholder Engagement
		✓			Strategic Working Session on MAP-21 Performance Measures and Implementation

# Public Engagement Tools Used on Public Engagement Task Orders

## Public Engagement Task Orders

	Surveys & Questionnaires	Comment Cards	Materials in a Second Language	Incentives at Meetings & Events	Workshop/ Meeting/Focus Group Evaluations
Highway 99 Soundwall Community Safety and Enhancement Project			✓		
State Route 20 Aesthetic Corridor Master Plan					
Interregional Truck Operations on I-5/ SR-99 and STAA Truck Route Improvement Study	✓		✓	✓	✓
Southern California Housing Siting, Air Quality, and Health Workshop	✓			✓	✓
US-101 Broadway Engineered Feasibility Study	✓	✓		✓	✓
State Route 255 Humboldt Engineered Feasibility Study		✓		✓	✓
State Route 12 Corridor Transportation Planning Study		✓	✓	✓	✓
California Freight Mobility Plan Focus Group Outreach	✓	✓		✓	✓
Pacific Coast Bike Route Engineered Feasibility Study		✓		✓	✓
California Household Travel Survey			✓		
Transportation Planning and Programming Public Outreach Activities	✓	✓	✓	✓	✓
Capital City Freeway (E Street) Transition Lane Project	✓				✓
District 12 Managed Lanes Feasibility Study and Early Outreach Activities					
State Route 9 Planning in Santa Clara County				✓	✓
SR-1 Scott Creek Restoration and Bridge Replacement Stakeholder Engagement				✓	✓
Strategic Working Session on MAP-21 Performance Measures and Implementation				✓	✓

## Best Practices and Recommendations

Following completion of each public engagement activity task order, it is important to evaluate the public engagement tools applied and lessons learned in order to improve public outreach for future engagement activities. Each activity is unique; therefore certain public engagement tools are appropriate and successful for certain types of task orders and inappropriate or less successful for others. Recognizing the strengths and weaknesses of each tool is essential in developing an outreach strategy that is the most effective for the effort at hand. The following best practices and lessons learned are generalized for the PPEC. Best practices and lessons learned specific to each task order are highlighted in each engagement activity's fact sheet included in this report.

- ✓ Attendance at **special events** in a community is an effective way to reach out to the public. Enlisting the assistance of a language **interpreter for cultural events** bridges potential language barriers.
- ✓ When a variety of cultures and ethnic groups comprise the target audience, special consideration should be given to providing **study materials in multiple languages**.
- ✓ **EJ communities** may feel intimidated when an outreach strategy relies on large public workshops. Coordinating **smaller workshops** and meetings with EJ community groups encourages participation.
- ✓ Providing handouts to agencies, EJ community groups, Community-Based Organizations, and Faith-Based Organizations allows for a **wider dissemination of information** with less effort by study sponsors.
- ✓ Surveys and questionnaires allow stakeholders and the public to provide input in an **open environment** when anonymity is assured.
- ✓ Telephone interviews/surveys can be used to **reach more of the public** and to facilitate selection of focus group participants.
- ✓ Charrette/Mapping exercises at public workshops employ visual techniques that help inform the public and stakeholders and allows the **public "hands on" participation** in identifying problem areas and potential solutions.
- ✓ Media Kits can be used to educate and inform a variety of media outlets in an attempt to garner **more media attention** in an efficient and low cost manner.
- ✓ **Focus groups** can be conducted to **gather input** from a sample population to identify public attitudes and values.
- ✓ Modest incentives/gift cards are useful to **encourage more attendance** at workshops and to partially **compensate** participants for their time and travel costs.
- ✓ **Door-to-door distribution** of informational flyers to targeted areas provides information about current planning efforts while also advertising upcoming stakeholder meetings and public workshops.
- ✓ For planning efforts encompassing a large geographical area, **multiple workshops** can be held to help ensure all affected communities are engaged and invited to provide feedback.
- ✓ When multiple workshops are planned, it is important to **collect contact information** from stakeholders. Communications such as **phone calls, postcards, and emails** reminding stakeholders of upcoming workshops helps ensure a larger number of participants.

## Best Practices and Recommendations Continued

- ✓ Paid radio media is highly **effective in reaching commuters** and the public because the information is given a higher priority by the media and is broadcast during peak times.
- ✓ **Storyboards** assist in presenting a graphic picture of the study and foster an understanding for those who are **visual learners**.
- ✓ **Unique visual graphics** can be used to help explain information.
- ✓ Flexible meeting structures can allow for more **honest feedback from participants** and allow facilitators to guide the discussion in more natural directions based on the feedback being provided.
- ✓ Using **Craigslist or similar online advertising for focus group** recruitment is effective for large urban areas. Telephone number recruitment is more successful in the rural areas.



## List Of Public Engagement Task Orders

The table below provides a quick overview of the public engagement task orders completed over the course of the engagement contract including the tracking number, location generating the task order request, and type of activity that required public engagement activities.

Caltrans Engagement Activity/Effort Number	Location	Engagement Activity/Effort Title
11-014-01-03	District 3	Highway 99 Soundwall Community Safety and Enhancement Project
11-014-02-03	District 3	State Route 20 Aesthetic Corridor Master Plan
11-014-03-03	District 3	Interregional Truck Operations on Interstate 5/State Route 99 and Surface Transportation Assistance Act Truck Route Improvement Study
11-014-04-074-00	Headquarters, Office of Regional and Interagency Planning, Division of Transportation Planning	Southern California Housing Siting, Air Quality, and Health Workshop
11-014-05-01	District 1	US-101 Broadway Engineered Feasibility Study
11-014-06-01	District 1	State Route 255 Humboldt Engineered Feasibility Study
11-014-08-10	District 10	State Route 12 Corridor Transportation Planning Study
11-014-09-074	Headquarters, Freight Planning Branch, Division of Transportation Planning	California Freight Mobility Plan Focus Group Outreach

## List Of Public Engagement Task Orders Continued

The table below provides a quick overview of the public engagement task orders completed over the course of the engagement contract including the tracking number, location generating the task order request, and type of activity that required public engagement activities.

Caltrans Engagement Activity/Effort Number	Location	Engagement Activity/Effort Title
11-014-10-01	District 1	Pacific Coast Bike Route Engineered Feasibility Study
11-014-11-72	Headquarters, Office of Travel Forecasting and Analysis, Division of Transportation Planning	California Household Travel Survey
11-014-12-074	Headquarters, Office of State Planning and Programming, Division of Transportation Planning	Transportation Planning and Programming Public Outreach Activities
11-014-15-03	District 3	Capital City Freeway (E Street) Transition Lane Project
11-014-16-12	District 12	D12 Managed Lanes Feasibility Study/Project Study Report-Project Development Support, Public Participation Plan & Early Outreach Activities
11-014-17-04	District 4	State Route 9 Planning in Santa Clara County
11-014-18-05	District 5	State Route 1 Scott Creek Lagoon Restoration and Bridge Replacement Project Phase I
11-014-19-074	Headquarters, Office of Community Planning, Native American Liaison Branch	Strategic Working Session on MAP-21 Performance Measures and Implementation



# HIGHWAY 99 SOUNDWALL COMMUNITY SAFETY AND ENHANCEMENT PROJECT



## Description

The Highway 99 Soundwall Community Safety and Enhancement Project was initiated prior to the Planning Public Engagement Contract with VRPA Technologies, Inc. (VRPA). In July 2011, VRPA was tasked with continuing the public engagement efforts related to this project.

Caltrans District 3 initiated the Highway 99 Soundwall effort as a pilot project in 2008. In 2009, professional outreach services were procured as a means to conduct extensive outreach to the community, followed by the formation of a multifunctional, interagency Project Development Team (PDT). The PDT was composed of Caltrans District 3 Right-of-Way, Planning and Maintenance Divisions, City of Sacramento and Sacramento County representatives.

## Goals

One of the primary objectives of this project was to promote environmental justice through improved public safety within the project area. Key issues of concern in the project area included criminal activity such as trespassing, vagrancy, illegal refuse disposal, and vandalism. Vacant lands between the soundwall and adjacent properties had become an unattractive dumpsite and a place where homeless encampments had been established. In addition, the right-of-way provided access to the backyards of many homes and served as an escape route for vandals and criminals.



## Engaging the Public

- Designate a community contact
- Assign local Caltrans staff to the project
- Make a positive gesture to gain the trust of residents
- Keep track of the property owners
- Create simple and effective outreach materials
- Communicate in languages other than English
- Notify property owners from the onset of the effort
- Be responsive to community concerns
- Meet to address property owner issues/requests
- Set a deadline with residents to reach agreement with Caltrans

## Deliverables

- Door-to-door communications with approximately 20 property owners and residents with Spanish translation available
- Communication logs documenting property owner/resident contact status
- Kick-off strategy session with the PDT
- Visited soundwall locations
- Phase 2 Community Outreach Implementation Plan
- Project status flyer in English and Spanish
- Demonstration Project photography
- Photographs of the remainder of the Project
- Administrative Draft Project Guide

## Results/Best Practices

Through the public outreach process, District 3 successfully:

- Attended PDT meetings to discuss moving the Project forward to completion and success
- Prepared and distributed Project flyers in English and Spanish to reinitiate the acquisition process
- Prepared an Administrative Draft Project Guide detailing the success of the Project and the steps taken toward achieving that success. The Guide will be used to inform other Caltrans Districts and Partners about the process and its success so they can apply the techniques in other parts of the State.
- Contacted property owners to discuss Purchase and Sales Agreement status
- 33 property owners accepted Caltrans right-of-way

# STATE ROUTE 20 AESTHETIC CORRIDOR MASTER PLAN



## Description

Caltrans Districts 1 and 3 are collaborating on the development of an Aesthetic Corridor Master Plan (ACMP) for State Route 20 (SR-20). The SR-20 corridor spans two Caltrans Districts and six counties between State Route 1 and Interstate 80. The concept of the ACMP is to plan the visual elements of the corridor, such as landscaping and roadside structures, in order to provide unity and cohesiveness throughout the route.

Caltrans District 3 requested VRPA Technologies, Inc. (VRPA) assistance with public engagement through the Planning Public Engagement Contract. VRPA was tasked with the development and implementation of a Public Engagement Plan (PEP). The PEP outlined strategies to inform and solicit input from corridor stakeholders and the public.

## Goals

- Conduct a comprehensive public engagement process
- Effectively capture stakeholder and public input
- Develop aesthetic corridor mapping
- Create a project related database

## Engaging the Public

The purpose of the engagement effort was to:

- Raise the degree of understanding of the transportation process throughout the region
- Provide clear, accurate, and timely information to the public
- Maintain contact with interested citizens and key stakeholders
- Involve traditionally underserved persons - those who are minority, low-income, or elderly households or those addressed by the Americans with Disabilities Act in transportation planning issues

## Deliverables

- Public Engagement Plan
- Demographic overview
- Corridor segment identification
- Data collection
- Stakeholder listing
- Media Outlet listing

## Results/Best Practices

The success of the ACMP is dependent on the input received from the corridor users. The PEP was developed as a systematic and strategic approach for reaching out to the diverse groups of people and interests found throughout the SR-20 corridor. When implemented, the PEP will:

- Provide multiple opportunities for the review of ACMP materials
- Create and distribute user-friendly public engagement packages using a multi-media approach
- Provide Caltrans with information about the public's opinions



# INTERREGIONAL TRUCK OPERATIONS ON INTERSTATE 5/STATE ROUTE 99 AND SURFACE TRANSPORTATION ASSISTANCE ACT TRUCK ROUTE IMPROVEMENT STUDY



## FREIGHT TRUCK ROUTE STUDY

### Description

Interstate 5 (I-5) and State Route 99 (SR-99) are major highways that provide the primary north-south truck goods movement linking the Sacramento and San Joaquin County regions to the Bay Area in the northern portion of the designated Central Valley Trade Corridor.

The Interregional Truck Operations and Surface Transportation Assistance Act (STAA) Truck Route Improvement Project was a collaboration among Caltrans District 3, District 10, and:

- Sacramento Area Council of Governments
- San Joaquin Council of Governments
- The Tioga Group (responsible for preparation of the technical study)

Using the Planning Public Engagement Contract (PPEC), VRPA Technologies, Inc. (VRPA) worked with the Project Development Team to improve public engagement activities with the Environmental Justice (EJ) stakeholders and communities (including Title VI groups) in the Sacramento and San Joaquin County regions. This was accomplished by conducting comprehensive telephone surveys with EJ group representatives, making presentations to various EJ groups, and attending special events that experience significant attendance by members of these EJ communities.

### Goals

The goals of the Interregional Truck Operations on I-5/SR 99 and STAA Truck Route Improvement Project were to identify system issues and then plan for and implement goods movement transportation system improvements. Implementing a comprehensive STAA network and effectively communicating the STAA truck routing system to user groups will also improve operations along these corridors.

## Outreach Methods

### General Education and Outreach Efforts

- Display boards
- Project handouts
- PowerPoint presentations (PPT)
- Spanish language materials
- Comprehensive surveys

### Project Handouts

VRPA prepared the comprehensive survey questionnaires, PowerPoint presentations, and display boards for use during the outreach activities. The information was presented in an easy-to-understand manner and provided in English and Spanish.

## Engaging the Public

VRPA conducted twelve telephone interviews with representatives of interested EJ community groups in the region. Four EJ group presentations were facilitated by VRPA. Display boards and the Project PPT were used at the group presentations to assist with visualization and understanding. Project handouts were made available for participants to share with those not able to attend. As a means of reaching those populations traditionally more difficult to obtain information from, VRPA participated in several cultural festivals handing out project materials and completing individual surveys.

## EJ Special Events

### Locations/Dates:

21st Annual Festival de la Familia  
April 29th, 2012  
Sacramento Multicultural Festival  
May 5th-6th, 2012  
Participants: 100+

Event attendees were encouraged to visit the project booth, review display boards, and receive project handouts. Attendees were also invited to provide feedback by completing a shortened version of the comprehensive survey. All materials were provided in English and Spanish.

## EJ Stakeholder Telephone Interviews

Dates: March and April 2012  
Participants: 12

Telephone interviews were conducted to provide information to EJ group representatives and solicit feedback that was reflective of their community.



# I-5/SR-99 FREIGHT TRUCK ROUTE STUDY



## EJ Group Presentations

### Locations/Dates:

- Lao Khmu Association, April 5th, 2012
- California Valley Miwok Tribe, April 11th, 2012
- Asian Pacific Self-Development Residential Association, April 27th, 2012
- National Association for the Advancement of Colored People, May 19th, 2012

Participants: 50

Participants viewed a PowerPoint presentation and were encouraged to provide feedback and ask questions. When time allowed, surveys were also distributed and completed. Translation services were available.

## Deliverables

- Public Engagement Plan
- EJ Action Plan
- EJ Stakeholder listing
- Survey instrument (multiple languages)
- EJ Communities survey results package
- Display boards
- PowerPoint presentations

## Results/Best Practices

The PPEC successfully reached out to previously under-represented EJ communities and Title VI groups and was able to provide the PDT with useful information for the study.

The telephone interviews, meeting presentations, and special events were well-attended and generated useful discussion and survey responses.

The outreach activities allowed the EJ community to become better informed about the project and provide input regarding the future of the STAA truck route network.

Best practices highlighted on this District 3 effort include:

- Completion of survey questionnaires achieved direct input from EJ communities including Title VI groups
- Attendance at special events targeting EJ communities aided in reaching out to a larger number of people
- Use of multiple languages at meetings/events contributed to a culturally sensitive outreach approach
- Presentations made directly to EJ community groups allowed for a less intimidating atmosphere increasing participation
- Providing EJ groups with additional materials to be handed out at future events allowed for a larger dissemination of information

# SOUTHERN CALIFORNIA HOUSING SITING, AIR QUALITY, AND HEALTH WORKSHOP



## Description

The Southern California Housing Siting, Air Quality, and Health Workshop (Workshop) was initiated in August 2011 and was designed to address issues related to the location or siting of residential housing near transportation facilities and the related air quality and public health impacts. This effort was completed in July 2012.

The Southern California Housing Siting, Air Quality, and Health Work Group (Work Group) was formed to develop the Workshop and was a collaboration among Caltrans and:

- California Department of Housing and Community Development
- California Governor's Office of Planning & Research
- California Department of Public Health
- California Air Resources Board
- Los Angeles City/County Public Works Departments
- Los Angeles City/County Public Health Departments
- Southern California Association of Governments

Working with the Work Group through the Planning Public Engagement Contract, VRPA Technologies, Inc. (VRPA) facilitated outreach efforts to conduct the Workshop on July 16, 2012. VRPA moderated the Workshop, provided breakout sessions, summary notes, and evaluated workshop effectiveness.

## Goals

The goal of the Workshop was to facilitate discussions concerning housing locations near transportation facilities. To get appropriate information, open lines of communication were needed between local and state governments, government agencies, and advocacy groups for air quality, health, and environmental justice. Discussions between participating groups needed to be frank and all inclusive so that potential impacts such as increased sprawl, increased vehicle miles traveled, loss of infill, and loss of low-income housing opportunities could be addressed.

## Engaging the Public

Workshop attendees were invited to assist local government and the Work Group to:

- Discuss local efforts to harmonize policy objectives related to public health, greenhouse gas reduction, affordable housing, air quality, regional land use planning, and near-roadway impacts of exposure to noise and air pollutants
  - Increase understanding of the complex interrelationships among diverse policy objectives such as affordable housing, jobs/housing balance, sustainable communities, alternative modes of transportation, the environment, and others
  - Identify strategies to balance the policy objectives

## Deliverables

- Summary notes for Work Group meetings
- Assistance with Workshop agendas
- Assistance with development of the Workshop stakeholder list, coordinate speakers policy and case study presentations, and prepare the invitation flyer
  - Process to conduct effective breakout sessions
  - Workshop evaluation questionnaire and results package
  - Preparation, attendance, and facilitation of the July 16, 2012 Southern California Housing Siting, Air Quality, and Health Workshop
- Breakout session and wrap-up session notes

## Results/Best Practices

The workshop was well attended (64 participants) and resulted in improved communications between local and state governments, as well as between involved government agencies and air quality, health, and environmental justice advocacy groups.



# US-101 BROADWAY ENGINEERED FEASIBILITY STUDY



## Description

The US-101 Broadway Engineered Feasibility Study (EFS) was conducted by Caltrans District 1 to evaluate safety, operational, and mobility improvements within a micro-simulation model to determine the impacts of these improvements. This effort was initiated prior to the Planning Public Engagement Contract (PPEC) with VRPA Technologies, Inc. (VRPA).

The US-101 Broadway EFS was conducted with the cooperation of:

- Humboldt County Association of Governments
- County of Humboldt
- City of Eureka
- Business Owners
- Local Non-Profits
- Advocacy Groups

Working with the Technical Advisory Committee (TAC) through the PPEC, VRPA initiated the outreach effort in August 2011 and effectively engaged the general public and key stakeholders in implementation of the Public Engagement Plan (PEP). The TAC and VRPA conducted one business stakeholder meeting and one public stakeholder workshop to inform attendees about the study, as well as to solicit feedback on the first round of improvement scenarios proposed by District staff.

## Goals

The goal of the US-101 Broadway EFS public outreach strategy was to ensure the success of a business stakeholder meeting and a public stakeholder workshop during which Draft and Final Engineered Feasibility Study documents were presented and discussed.

## Engaging the Public

The business stakeholder and public stakeholder meetings were held in February 2012 in Eureka. The meetings were designed in an Open House Style format and included a brief introduction and a PowerPoint presentation.

### Business Stakeholder Outreach

Door-to-door discussions were conducted with 137 business owners along the US-101 Broadway corridor.

### Business Stakeholder Meeting

Location: Wharfinger Building Great Room  
Date: Wednesday, February 8th, 2012  
Participants: 21

### Public Stakeholder Workshop

Location: Wharfinger Building Great Room  
Date: Thursday, February 16th, 2012  
Participants: 36

## Project Handouts

VRPA prepared updated project brochures, PowerPoint presentations, micro-simulation videos and large storyboard displays for use during the meetings. The information was presented in an easy-to-understand manner and the meetings were designed to give participants ample time to review the materials, discuss issues with the TAC, and provide comment.

## Deliverables

- Kick-off meeting and status call summary notes
- Assisted with the update of the existing PEP
- Door-to-door contact with 137 businesses within the Study area
- 3D micro-simulation modeling and renderings
- Enhanced aerial and other design mapping for presentations
- 16 mounted displays for the meeting/workshop
- Handout materials and PowerPoint presentations
- Set-up, attendance, facilitation, and tear-down of the stakeholder meeting and public workshop
- Meeting/workshop comment summary documentation

## Results/Best Practices

The PPEC successfully engaged the public and key stakeholders and provided the TAC with useful information. Results of the meetings included:

- Documentation of public concerns and opportunities for input on potential treatments
- Local support for improved alternatives
- Improved relationships with local agencies, the business community, and the general public

# HUMBOLT COUNTY STATE ROUTE 255 ENGINEERED FEASIBILITY STUDY



## Description

The State Route 255 (SR-255) Engineered Feasibility Study (EFS) evaluated potential improvement concepts that addressed two transportation aspects: (1) non-motorized transportation between the cities of Eureka and Arcata, and (2) traffic calming in the community of Manila. This project was initiated prior to the Planning Public Engagement Contract with VRPA Technologies, Inc. (VRPA). The effort was completed in January 2013.

The SR-255 EFS was a Caltrans District 1 effort with cooperation among:

- Humboldt County Association of Governments
- County of Humboldt
- City of Arcata
- City of Eureka
- Community of Manila

Working with Caltrans and the Technical Advisory Group (TAG), VRPA initiated the outreach effort in August 2011. The purpose of the public meeting/stakeholder workshop was to provide additional information to the general public and key stakeholders, as well as to solicit feedback regarding potential improvements along the corridor.

## Goals

The goal of the SR-255 public outreach strategy was to update and implement the Public Engagement Plan (PEP) allowing the Study team to receive input from interested stakeholders and the public. Received input was used to weight the prioritization of potential treatments and establish early buy-in for future projects. The implemented PEP ensured coordination between the Study Team, local jurisdictions, community groups, and internal Caltrans divisions. Public workshops and a video presentation were tools used to distribute Study information.

## Engaging the Public

The public meeting/stakeholder workshop was held in February 2012 in the Community of Manila. The meeting consisted of a brief introduction, a PowerPoint presentation, with the rest of the meeting designed in an Open House style format. Updated project brochures were also provided.

### Public Meeting/Stakeholder Workshop

Location: Manila Community Center  
Date: Wednesday, February 15, 2012  
Participants: 41

## Project Handouts

VRPA prepared the PowerPoint presentation and ten large storyboard displays for use during the public meeting. The information was presented in an easy-to-understand manner and designed to give participants ample time to review materials and discuss issues with Caltrans and other TAG members.

## Deliverables

- Review of Study background materials
- Public Engagement Plan
- A four-minute informational video explaining the potential treatments and their applicability, constraints, and feasibility
  - Public workshop regarding the Draft Feasibility Study
- Updated Study flyer
- Mounted displays
- PowerPoint presentation
- Set-up, attendance, facilitation, and tear-down of the public workshop
- Workshop summary

## Results/Best Practices

The effective, informative, and results-oriented workshop provided opportunities for input, documented concerns, and improved relationships with the general public, business community, as well as with local and partner agencies. The completed informational video provided a quality, on-demand educational experience for future planning efforts allowing for visualization of potential improvements to perceived problems.



# STATE ROUTE 12 CORRIDOR TRANSPORTATION PLANNING STUDY



## Goals

The goal of the SR-12 Corridor Study was to improve safety and operations along the SR-12 Corridor by developing a multi-jurisdictional corridor management plan that included public outreach on a set of near and long-term improvement strategies.

## Description

State Route 12 (SR-12) passes through four counties and three Caltrans Districts, crosses two major Interstate routes, two railway lines and three bridges supporting interregional, recreational, commuter, agricultural, and military traffic along the way.

The SR-12 Corridor Study was a collaboration among Caltrans Districts 3, 4, 10, and:

- Solano Transportation Authority
- San Joaquin Council of Governments
- Metropolitan Transportation Commission
- Sacramento Council of Governments



Working with the Project Development Team (PDT) on the Planning Public Engagement Contract (PPEC), VRPA Technologies, Inc. (VRPA) and Caltrans improved public engagement activities with the agricultural and trucking communities located along the corridor in the counties of Napa, Solano, Sacramento, and San Joaquin and assisted in facilitating meetings and workshops for the businesses, community leaders, stakeholders, and residents of the study area.

[www.movingr12forward.com](http://www.movingr12forward.com)

## Outreach Methods

### General Education and Outreach Efforts

- Public service announcements
- Press releases
- News articles
- Paid media advertisements
- Spanish language materials
- Study fact sheets

## Project Handouts

English and Spanish flyer delivered to Community-Based Organizations, Faith-Based Organizations, Homeowners Associations and businesses along the corridor.



## TAG Stakeholder and Public Meeting Announcements

- Mail
- Email
- Fax
- Local radio
- Study website

## Engaging the Public

Technical Advisory Group (TAG)/Stakeholder and Public meetings were scheduled and hosted by VRPA Technologies, Inc. and facilitated by Atkins, the technical engineering consultant. The meetings included a PowerPoint presentation, wallgraphic recording and group discussions. Comment cards were provided for additional feedback.

### TAG/Stakeholder Meeting

Location: Fairfield

Date: February 2012 Attendees: 43

Meeting hosted to keep the stakeholders and informed parties apprised of study milestones, materials, and progress

### Public Meeting

Location: Rio Vista

Date: May 2012 Attendees: 70

Participants reviewed and discussed alternative improvement strategies and study recommendations. A Spanish translator, donated raffle items, and refreshments were provided.

## Project Fact Sheets

VRPA updated the previous study fact sheets with new study information and provided the handouts at both the TAG/Stakeholder and Public Meetings. Fact sheets presented the technical study information in an easy-to-understand manner and included graphical representation of the study process and schedule.

## Deliverables

- Public Engagement Plan
- Six one-on-one agriculture and trucking interviews
- Agriculture and trucking industry interviews results package
- Study fact sheets
- TAG/Stakeholder meeting invites
- TAG/Stakeholder meeting synopsis reports
- Public meeting invites (English and Spanish)
- Press releases (English and Spanish)
- Print advertisements
- Radio spots
- Public meeting handouts
- Public meeting synopsis reports

# STATE ROUTE 12 CORRIDOR TRANSPORTATION PLANNING STUDY



## Results/Best Practices

The PPEC successfully reached out to previously under-represented agriculture and trucking industries and was able to provide the PDT with useful information for the corridor study.

Both the TAG/Stakeholder and Public Meetings were well attended and generated useful dialogue.

The outreach activities allowed TAG members, stakeholders, informed parties, and the general public to influence the future planning of transportation and safety improvements along the SR-12 corridor.

Public engagement activities for District 12 used the following best practices:

- Reminder emails gathered more participants
- Face-to-face and telephone interviews with the agricultural and trucking industries along the corridor achieved direct input
  - Distributing flyers in person was important in notifying businesses along the corridor about the study and upcoming public meetings
  - Contact with over ten Community-Based Organizations, Faith-Based Organizations, and Homeowners Associations along the corridor requesting they distribute English and Spanish flyers to their constituencies aided in reaching-out to Environmental Justice communities

# CALIFORNIA FREIGHT MOBILITY PLAN FOCUS GROUP OUTREACH



## Description

The Caltrans Freight Planning Branch is responsible for developing the California Freight Mobility Plan (CFMP), a comprehensive, long-range, multimodal plan required by California law to be consistent with MAP-21 (Moving Ahead for Progress in the 21st Century Act), the 2012 federal transportation reauthorization. The CFMP will address current freight conditions, identify important trends, and respond to major issues in goods movement across all modes and regions in California. Its goals include:

- Promoting economic growth
- Encouraging job creation
- Increasing mobility
- Enhancing public safety and security
- Addressing environmental challenges

## Goals

- Understand the concerns and community viewpoints of freight transportation issues in California's major freight planning regions
- Support and improve community input for the CFMP

## Focus Groups Locations & Dates

### Fresno

June 4th, 2013 (13 attendees)

### Los Angeles

June 13th, 2013 (7 attendees)

### Oakland

June 26th, 2013 (4 attendees)

### San Bernardino

June 27th, 2013 (7 attendees)



## Engaging the Public

Four stakeholder focus group sessions were held in June 2013. Each session consisted of a PowerPoint slide presentation, which included a set of questions. The questions consisted of both multiple choice (polling) and open-ended discussion questions. Environmental Justice, non-profit, health, farming, and business organizations were specifically targeted for representation in the focus groups.

The following were the expected outcomes from the focus group outreach process:

- Improve and increase Caltrans' understanding of statewide community concerns and impacts from freight transportation
- Improve relationships with key community groups
- Supply a more accurate and complete list of freight transportation impacts to communities
- Identify and consider freight impacts to communities in the freight planning process

## Project Handouts

VRPA Technologies, Inc. prepared the PowerPoint presentation and session questions in consultation with Caltrans. In addition, each attendee was provided with a comment sheet, Caltrans contact information, a graphic showing the information and input that will be used by Caltrans to develop the CFMP, and a notepad and pen.

## Deliverables

- Stakeholder database
- Stakeholder phone script
- Emailed graphical focus group invites
- PowerPoint presentations
- Focus group questions
- Focus group handouts
- Focus group synopsis documents

## Results/Best Practices

The focus group sessions successfully engaged key stakeholders and environmental justice organizations and helped Caltrans identify significant freight system, environmental, and health issues of concern to communities near major freight corridors and intermodal facilities. The input received will be used to inform the Freight Advisory Committee and in the development of the CFMP.

# PACIFIC COAST BIKE ROUTE ENGINEERED FEASIBILITY STUDY



## Description

The Pacific Coast Bike Route (PCBR) and California Coastal Trail (CCT) Engineered Feasibility Study (EFS) evaluated and identified safety, operational, and mobility improvements for bicycles and pedestrians along the 105-mile Highway 1 corridor in Mendocino County. This portion of Highway 1 is a curvy, two-lane roadway with narrow shoulders, climbing and descending along scenic coastal bluffs and forested, mountainous terrain. In addition to vehicular travel (cars, recreational vehicles, and agricultural/logging trucks), the roadway is shared by bicyclists (commuter, recreational, and touring) and pedestrians.

The PCBR and CCT EFS was conducted between December 2011 and December 2012 by Caltrans District 1 and:

- Mendocino Council of Governments
- Local Agencies in Mendocino County
- Local Businesses/Non-Profits
- Advocacy Groups

Working with Caltrans and the Technical Advisory Group (TAG) through the Planning Public Engagement Contract, VRPA Technologies, Inc. (VRPA) was assigned to this Study to identify proposed stakeholder and public engagement activities designed to support development of effective outreach to the northern coastal communities along Highway 1. Outreach activities began in March 2012 and continued through December 2012.

## Goals

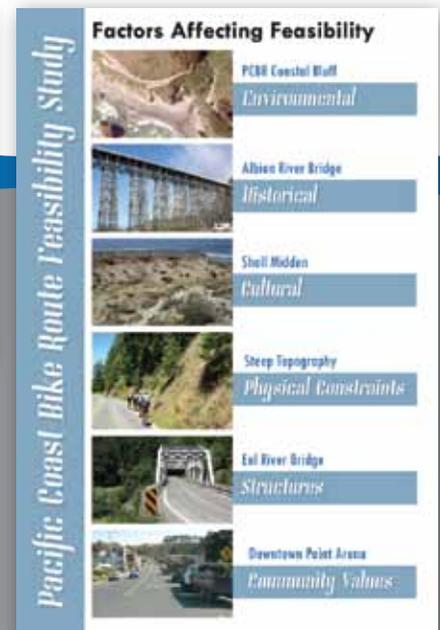
VRPA worked with District staff to develop and implement a Public Engagement Plan for the PCBR and CCT EFS. The goals of the Public Engagement Plan were to increase coordination and solicit feedback to assist with development of the EFS. With the physical constraints of the existing environment along the corridor, future improvements related to bicycle and pedestrian facilities will affect corridor businesses, residents, and visitors. Establishing positive relationships prior to the start of the Study ensured success.

The Study team coordinated communications between the members of the public, local jurisdictions, community groups, and Caltrans team members allowing the opportunity for direct feedback. Discussions identified existing conditions and gap locations along the Study corridor and allowed for the evaluation of proposed future improvements. With the information obtained from the Study, preliminary cost estimates for design, permits, and construction will be developed and ultimately used to apply for grant funding.

## Meeting Materials and Evaluation Criteria

Using input received from the public and stakeholders at the early series of workshops, the Study team and TAG developed a set of evaluation criteria to assist with Study components. Criterion developed included:

- Bicycle and pedestrian facilities conditions
- Safety concerns
- High bicycle and pedestrian use
- Provided a regional connection
- Gap closure opportunities
- California coastal trail intersect
- Biological and cultural resources
- Constructability/cost



## Engaging the Public

Seven public meetings were held throughout the Study area in the summer and fall of 2012. Each meeting consisted of a brief introductory project overview PowerPoint presentation with the rest of the meeting designed in an Open House style format using comment mapping.

With implementation of the Public Engagement Plan, the Study team expected the following results:

- Documentation of concerns/opportunity for input
- Partner agency feedback
- Additional local support for preferred alternatives
- Improved relationships with stakeholders and the public

Stakeholders and the public were engaged through Study materials distributed at public meetings and during discussions with Study team members.

## Public Meetings Locations & Dates

- Westport, July 18th and December 6th, 2012
- Point Arena, July 19th, 2012
- Gualala, July 25th and November 28th, 2012
- Caspar, July 26th, 2012
- Mendocino, December 5th, 2012

Total Participants: 127

## Project Handouts

VRPA prepared the PowerPoint presentation, and large storyboard displays were made available for use during the public meetings. The information was presented in an easy-to-understand manner, and the meetings were designed to give participants ample time to review the material and discuss issues with Caltrans and TAG members.



# HIGHWAY 1 IN MENDOCINO COUNTY FROM US 101 IN LEGGETT TO THE SONOMA COUNTY LINE SOUTH OF GUALALA



## Deliverables

- Stakeholder database
- Project branding (logo and theme graphic)
- Developed materials for placement on the Caltrans website
- Workshop invites distributed by email, by hand to businesses along the corridor, mailed to community organizations, and placed on community bulletin boards
- PowerPoint presentation
- Meeting synopsis documents

## Results/Best Practices

With the first series of workshops, the Planning Public Engagement Contract successfully engaged the public and key stakeholders allowing them to provide much needed feedback concerning existing conditions and suggested improvements for bicycle and pedestrian traffic along the Highway 1 corridor. Follow-up workshops allowed the public and key stakeholders the opportunity to review and comment on the potential safety, operational, and mobility improvement segments established from the input received at prior workshops. With the results-oriented workshops, relationships were improved with local and partner agencies, community groups, and the general public, and support was garnered for preferred alternatives and proposed future improvements.

# CALIFORNIA HOUSEHOLD TRAVEL SURVEY



## Goals

The goal of the outreach process was to develop and implement community outreach and project information materials for the hard-to-reach populations in order to increase their participation and improve representation of these populations in the CHTS.

## Description

Caltrans conducts the California Household Travel Survey (CHTS) to obtain information about the household socioeconomic characteristics and travel behavior of households statewide.

The survey was conducted from January 2012 through February 2013. The CHTS pretest results revealed that certain demographic groups were among the hard-to-reach households including: Hispanic families, especially those with children; households headed by 30-year olds and younger; low-income households; and renters.

The CHTS was a collaboration among Caltrans and:

- NuStats
- GeoStats
- Federal Highway Administration
- Metropolitan Planning Organizations in the State

Working with the CHTS Steering Committee and the Hard-To-Reach Populations Subcommittee through the Planning Public Engagement Contract, the VRPA Technologies Team (VRPA) developed a variety of outreach strategies to increase low survey recruitment rates in targeted regions throughout the State.

**Long-Distance TRAVEL LOG**

**INSTRUCTIONS**

- Record details about all long-distance trips made by any household member during the travel period shown on the label.
- Enter your information at [www.caltrans.gov/engines](http://www.caltrans.gov/engines). Use PIN# on the label.
- Match Return with your completed travel diary.
- Please: We will call you to collect your Log and Record Card Information. Or, you can call at the toll free hotline number below.

**How do I provide my Long-Distance Travel Log Information?**

- Order: Enter your information at [www.caltrans.gov/engines](http://www.caltrans.gov/engines). Use PIN# on the label.
- OR
- Match Return with your completed travel diary.
- Please: We will call you to collect your Log and Record Card Information. Or, you can call at the toll free hotline number below.

**What if I have more than 8 long-distance trips, please contact the details on separate pages of your questionnaire! Call the toll-free hotline at 877-541-4843!**

**Lists A and B are on the back!**

Trip	WHEN did you STARTED this trip?	WHERE did you travel TO?	WHEN did you return TO?	WHEN did you return TO?	HOW MANY OTHER PEOPLE were traveling with you?	WHAT METHOD OF TRAVEL was used for the longest distance?	
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## Deliverables

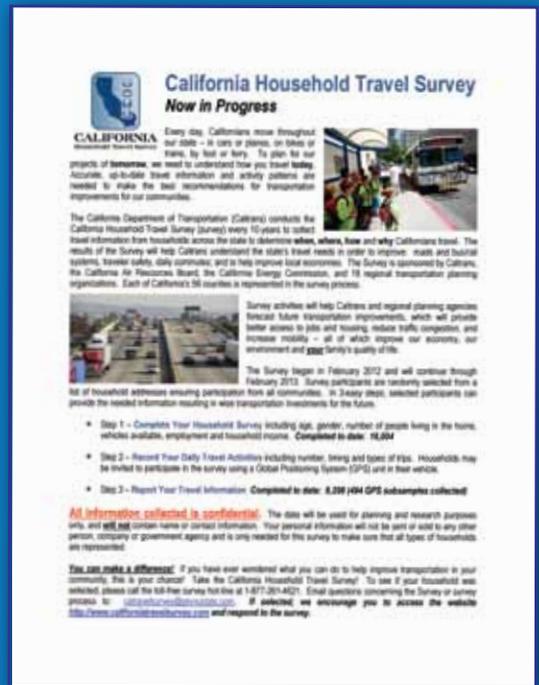
- Coordinate activities with the CHTS Steering Committee and the “Hard-to-Reach Populations” Subcommittee
- Outreach strategy
- Frequently asked questions (English and Spanish)
- Brochure (English and Spanish)
- Fact sheet
- Implementation of six social media sites
- Community-Based Organization and Faith-Based Organization contact listings (1000+ contacts)
- Influential and Speaker’s Bureau outreach kits
- Media contact listing
- Media kits (over 500 distributed)
- Revised MTC video for statewide distribution to media contacts and placement on social media sites
- Radio public service announcement/paid media spot using former Mayor Antonio Villaraigosa as spokesperson (English and Spanish)
- Recruitment script for use by NuStats
- Press release (English and Spanish)
- News article (English and Spanish)
- PowerPoint presentation (English and Spanish)

## Results/Best Practices

The recruitment reports prepared by NuStats at the end of the survey process indicated the outreach campaign to the hard-to-reach populations was successful. While it is impossible to determine which outreach methods had the largest impact, it is clear that the hard-to-reach populations were better represented in the survey results at the end of the process than they were when it began. Throughout the outreach process, VRPA noted that the social media sites developed for the CHTS seemed to show little traffic and interest.

It is likely that the videos and PSAs reached the largest audiences when distributed to the media. Employing former Mayor Antonio Villaraigosa as the PSA spokesperson was also likely a key decision because he is a very well-known celebrity in the Southern California Region, with Hispanics and all other races, and is fluent in both English and Spanish.

# CALIFORNIA HOUSEHOLD TRAVEL SURVEY



## Video Clip



## Survey Recorder



# TRANSPORTATION PLANNING AND PROGRAMMING PUBLIC OUTREACH ACTIVITIES



## Goals

The goals of the TP&P POA included updating the Public Participation Plan in order to provide a framework for engaging the general public and stakeholders during the development of the CTP, FSTIP and California Interregional Blueprint (CIB); conducting focus groups and Tribal listening sessions to help guide and support development of the CTP 2040 while meeting requirements of the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users and Moving Ahead for Progress in the 21st Century Act.

## Description

For the Transportation Planning and Programming Public Outreach Activities (TP&P POA) Phases I and II, VRPA Technologies, Inc. (VRPA) supported the Caltrans Office of State Planning's public engagement efforts outlined in the Public Participation Plan (PPP) for the California Transportation Plan (CTP) and Federal Transportation Improvement Plan (FTIP). The PPP supports the Caltrans mission to involve the public in transportation decision making while responding to federal laws and regulations recommending public engagement. The CTP guides California's transportation future through goals, policies, and strategies to achieve a collective transportation vision. Public input on the CTP, coordinated through the PPP, influences California's transportation system.

Public engagement activities for this effort were statewide and involved gathering public input about the State's transportation system and educating the public on how transportation decisions are made in California. In addition to public engagement activities, VRPA assisted Caltrans staff with the development of outreach materials which supported Tribal government and public involvement including the CTP 2040 Scope/Timeline, CTP 2040 Fact Sheet (English and Spanish), CTP 2040 Brochure and an update to the CTP 2040 Website.



## Engaging the Public

### Statewide Focus Groups

Coordinating with Caltrans staff, VRPA facilitated seven statewide focus groups in August and September 2013 for the development of the CTP 2040. Each session included a PowerPoint presentation providing an overview of the CTP process, purpose, and goals while the remainder of the session focused on questions developed specifically to gain public input on transportation trends and challenges facing the State. Participants responded in "real time" to discussion and multiple choice polling questions posed by the facilitator that provided immediate results.

Focus group participants in urban areas were recruited through Craigslist ads and were carefully screened in order to represent a diverse cross-section of the region's demographics. In rural areas, an outside marketing research firm assisted with recruitment and screening.

- Sacramento, YMCA, August 6th (13 participants)
- Fresno, Caltrans Manchester Office, August 15th (10 participants)
- Los Angeles, Metro Headquarters, August 28th (13 participants)
- Palm Desert, Coachella Valley Association of Governments, August 29th (11 participants)
- Oakland, Caltrans Office, September 10th (10 participants)
- Redding, Shasta College, September 17th (10 participants)
- Eureka, Adorni Center, September 25th (12 participants)



# Engaging the Public Cont.

## Tribal Listening Sessions

As frequent users of the State's interregional roads system, it is important that California's Native American Tribes and communities be involved in the development of the CTP 2040.

Four listening sessions were held statewide to gain Tribal input in guiding the direction of the CTP 2040. VRPA assisted Caltrans with the sessions and was responsible for venue coordination, follow-up with invited Tribal contacts, preparation of session materials, providing a real-time stenographer, session summarizations, and an overall summary report.

- San Diego, Rincon Resort & Casino, July 30th (34 attendees)
- Woodland, Woodland Training Facility, October 22nd (8 attendees)
- Redding, Redding Rancheria, November 14th (11 attendees)
- Lemoore, Tachi Palace Hotel & Casino, December 18th (16 attendees)

**California TRANSPORTATION PLAN 2040**  
 Progressing California's Transportation Future

**Scope Document & Timeline**  
[www.californiatrnsportationplan2040.org](http://www.californiatrnsportationplan2040.org)

Working with transportation partners and stakeholders, Caltrans will take the following actions in developing the California Transportation Plan 2040:

- **Validate** and build on CTP 2035 vision, goals, policies, and strategies.
- **Review** current trends, challenges, and emerging issues such as the economy and job growth, climate change, population and housing growth, health, health, freight mobility, and transportation financing.
- **Develop** all proposed strategies in the broader context of maintaining consistency with other critical California's economic, environmental, and social goals.
- **Integrate** statewide modal plans, programs, and goals.
- **Identify** on-going VTA/RTA and local RTAA and use studies.
- **Expand** the decision set in the 2035 Alternative to include consideration of economic issues early in the transportation planning process.
- **Review** the statewide integrated multimodal transportation system needed to address short-term feasible greenhouse gas emission reductions.
- **Consider** the effects of alternative fuels, new technologies, toll pricing, toll reductions, and the expansion of public transit, including toll pricing, toll reductions, and the expansion of public transit, including toll pricing, toll reductions, and the expansion of public transit.
- **Assess** the effects of policies, programs, and major investments on transportation, the economy, the environment, and the environment at a statewide scale.
- **Identify** model-based financing models to evaluate transportation and land use decisions and policies.

**ECONOMY · ENVIRONMENT · EQUITY**

**California TRANSPORTATION PLAN 2040**  
 Progressing California's Transportation Future

**Voice Your Opinion**

**\$75 GIFT CARD** and refreshments provided to all attendees.

**Where & When**  
 Los Angeles Metro Transportation Agency  
 Metro Headquarters Building  
 Henry Huntington Room  
 One Gateway Plaza, 3rd Floor  
 Los Angeles, CA 90012

**Wednesday, August 28, 2013**  
 5:45 pm to 8:30 pm  
 Doors close at 6:05pm  
 (Please print and bring your ticket for admittance - 1 person per household, no children please)

**RSVP by August 25, 2013**

From US-101 North - Exit at Vignes St and stay in the left lane. Turn left at the light onto Vignes and then go straight into the underground parking structure from the middle lane.

From US-101 South - Exit at Alameda St and turn left at E Commercial St. Turn left onto Center St and continue straight onto Normandie St. At Vignes St intersection, use middle lane to go straight into underground parking structure.

From I-5 North - Merge onto US-101 North and follow directions from US-101 North above.

From I-5 South - Take the Mission Rd exit and turn right. Take the 3rd right onto East Caesar E. Chausse Ave. Turn left onto Vignes St. Turn right at the light onto Vignes and then go straight into underground parking structure from the middle lane.

For additional directions via car, Metro Rail, Metrolink, bus, and biking, please visit: <http://www.metro.net/about/commute/>

Parking costs \$8 in underground parking structure

# TRANSPORTATION PLANNING AND PROGRAMMING PUBLIC OUTREACH ACTIVITIES

## Deliverables

- Public Participation Plan update
- Stakeholder list
- CTP 2040 Scope/Timeline
- CTP 2040 Fact Sheet (English and Spanish)
- CTP 2040 Website update  
[www.californiatrnsportationplan.org](http://www.californiatrnsportationplan.org)
- CTP 2040 Brochure

## Focus Group Sessions

- Facility coordination
- Focus group recruitment and screening
- Graphical invites and tickets
- Session agendas/objectives/questions
- Session materials including participant information packets
  - Set-up, attendance, facilitation and tear-down of the sessions
- Session synopsis reports
- Overall summary report

## Tribal Listening Sessions

- Facility coordination
- Follow-up and RSVP listing of attendees
- Session materials
- Session stenographers
- Session summarization reports
- Overall summary report

## Results/Best Practices

Outreach activities have been successful in opening two-way communication and strengthening relationships with Tribal governments and the general public. Involvement of Tribal governments and public input into the assessment of the State's transportation system has become a key element in the development of the CTP 2040.

# CAPITAL CITY FREEWAY TRANSITION LANE PROJECT



## Description

Caltrans District 3, the Sacramento Area Council of Governments, and the City of Sacramento have partnered to determine the feasibility of extending the northbound transition lane on State Route 51 (commonly known as Capital City Freeway or Business 80) from south of the E Street on-ramp to the Elvas underpass. The proposed project would require closing the E Street on-ramp to avoid costly changes associated with the A Street overcrossing and the B Street underpass. Caltrans will work together with the City and the Sacramento Regional Transit District to minimize impacts to local streets and transit bus service.

Through the Planning Public Engagement Contract, the VRPA Technologies, Inc. Team (VRPA) was tasked with conducting a community outreach campaign to inform the community about the project, present the issues, and obtain feedback to assist the agencies in the ramp closure decision-making process. VRPA assisted the Project Development Team with the preparation of a Public Engagement Plan and recommendations for a comprehensive public outreach campaign including public workshops, homeowners associations presentations, attendance at study area special events, and a statistically accurate study area random phone survey. In addition to public engagement activities, VRPA assisted with the development of supporting materials including project branding, fact sheet, flyer, and webpage.



## Goals

The goal of the Capital (Cap) City Freeway Transition Lane Project is to effectively engage the community in the study area and present the facts of the project. The feedback and input obtained from the community outreach campaign must be documented in order to assist agency decision-makers in the planning process. A successful community outreach campaign will also enhance community awareness of transportation planning issues and processes in general.

## Deliverables

- Kick-off meeting summary report
- Public Engagement Plan
- Project branding including logo, graphical theme, and Quick Response Code
- Fact sheet
- Frequently asked questions
- PowerPoint presentation
- Webpage
- East Sacramento Improvement Association presentation summary report

## Results/Best Practices

Authentic, productive public engagement processes frame the issues, questions, and materials for the discussion topic in a balanced and accurate manner. The preparation of a Public Engagement Plan put forth a variety of flexible strategies that can be adjusted as the project moves through the implementation stages. Supporting materials must provide key messages in an easily understood, consistent manner. In an effort to make the Cap City Freeway project more recognizable and to promote credibility, project branding was created allowing for informational and visualization materials to be easily tied to the effort. Prepared supporting materials including fact sheets, frequently asked questions, and graphical representations of the transition lane options will be easily disseminated via the project webpage.

# DISTRICT 12 MANAGED LANES FEASIBILITY STUDY/PROJECT STUDY REPORT-PROJECT DEVELOPMENT SUPPORT PUBLIC PARTICIPATION PLAN & EARLY OUTREACH ACTIVITIES



## Description

Caltrans District 12 is currently in the process of implementing a Managed Lane Network Feasibility Study in Orange County. Through the Planning Public Engagement Contract, VRPA Technologies, Inc. (VRPA) was tasked with assisting the District with stakeholder education about what managed lanes are and why a managed lanes study is needed. Early outreach activities were planned for the effort not only to disseminate managed lanes information, but also to gain the support of the region's stakeholders.

Work activities related to early outreach efforts planned for the District 12 Managed Lanes Feasibility Study included: a Public Engagement Plan; effort branding; a comment matrix and summary report to track stakeholder concerns; stakeholder and champions lists; creation of a Study website, educational materials such as fact sheets, frequently asked questions, and Study brochure; and an informational video. Educational materials were to be used at stakeholder presentations and a Study open house event.



## Goals

The goals of early outreach activities related to the District 12 Managed Lanes Feasibility Study include:

- Early identification of key issues within the community
- Identification of key stakeholders and champions
- Encourage participation of key stakeholders, members of the environmental justice community, and the general public
- Improve partnerships with local and regional agencies.

## Deliverables

- Kick-off meeting summary report
- Administrative draft public engagement plan
- Administrative draft comment matrix
- Administrative draft stakeholder listing
- Project branding, including a final logo, Quick Response Code, and draft graphical theme elements for use in effort materials such as fact sheets and PowerPoint presentations
- Administrative draft fact sheet and frequently asked questions narrative
- Administrative draft PowerPoint presentation
- Study webpage site map
- Administrative draft informational video script

## Results/Best Practices

The development of a Public Engagement Plan identifies strategies that will allow for the dissemination of study related information to the stakeholders. Equally important are strategies that will allow the stakeholders to contribute their ideas, preferences, and recommendations as well as have these contributions documented, and taken into consideration during the course of the study process. As public engagement strategies are implemented, it will be important for District staff to establish a clear, open process, build stakeholder relationships based on trust, address areas of disagreement early and openly, and focus on the desired outcomes.

# STATE ROUTE 9 PLANNING IN SANTA CLARA COUNTY



## Description

The State Route 9 (SR-9) Transportation Concept Report (TCR), a transportation planning document completed by Caltrans District 4 in 2013, evaluates current and projected conditions along SR-9 and provides for a long-range vision for the corridor. In the TCR, District planners studied four segments along SR-9 between State Route 35 and State Route 17 in Santa Clara County, describing community and system characteristics, land use, environmental considerations, and bicycle, pedestrian, and transit facilities. The future TCR concept for the route involves potential relinquishment of specific sections to the local jurisdictions.

Through the Planning Public Engagement Contract, VRPA Technologies, Inc. (VRPA) was tasked with assisting District staff with public engagement activities and partner agency coordination with the goal of working toward a shared vision for the future of SR-9. Early discussions and “buy-in” from the partner agencies was key for the relinquishment concept. In addition to partner meetings, VRPA assisted District staff with the development of supporting materials, including project branding, a fact sheet, frequently asked questions, a PowerPoint presentation, and aerial mapping.

## Partner Agencies

- Santa Clara Valley Transportation Authority
- City of Saratoga
- City of Monte Sereno
- Town of Los Gatos
- Santa Clara County

## Goals

Agency coordination and public engagement activities provide meaningful opportunities for stakeholders to influence transportation decision making. The goals of the public engagement activities included:

- Present the SR-9 TCR to partner agencies
- Obtain partner agency input on future options for SR-9
- Open discussions with the partner agencies concerning route relinquishment

## Engaging Stakeholders

Working closely with District staff, VRPA coordinated and facilitated three Partner Meetings to present the TCR and open the lines of communication between the District and the partner agencies. The first session included a PowerPoint presentation and a mapping exercise, which allowed the partner agencies to provide specific comments on SR-9 by segment. The second session featured a PowerPoint presentation related to the maintenance costs for SR-9 averaged over the last ten years, an important consideration for the partner agencies potentially interested in the relinquishment option. The third session included a PowerPoint presentation related to the relinquishment process along with a discussion on the benefits and challenges of relinquishment for both Caltrans and the partner agencies.

- **Partner Meeting #1** - hosted by the City of Monte Sereno on Wednesday, November 18, 2013 (18 attendees)
- **Partner Meeting #2** - hosted by the City of Saratoga on Tuesday, December 17, 2013 (14 attendees)
- **Partner Meeting #3** hosted by the Town of Los Gatos on Thursday, January 30, 2014 (18 attendees)

## Results/Best Practices

Enlisting the partner agencies as hosts for the Partner Meetings fostered the sense of ownership and encouraged participation. Mapping exercises facilitated discussions and allowed for detailed feedback on issues at specific locations of each segment.

Facilitated discussions built trust among the partner agencies and allowed for the creation of a shared vision for the future of SR-9.

## Deliverables

- Kick-off meeting summary report
- Partner agency stakeholder listing
- Project branding, including a final logo and graphical theme for effort materials
  - Fact sheet and frequently asked questions
  - PowerPoint presentations for use at Partner Meetings
  - Aerial mapping used for Partner Meeting exercises
  - Partner Meeting invitations
  - Partner Meeting summary reports
- Overall summary report, to be used to prepare a TCR Addendum

# STATE ROUTE 1 SCOTT CREEK LAGOON RESTORATION AND BRIDGE REPLACEMENT PROJECT PHASE I STAKEHOLDER ENGAGEMENT



## Goals

Agency coordination and public engagement activities provide meaningful opportunities for stakeholders to influence transportation decision making. The goals of the public engagement activities included:

- Identifying common ground and shared core values
- Identifying technical issues, points of view, and differences among participating experts and agency representatives
- Establishing protocols for all points of view to be fairly represented
- Building collaboration and trust among partner agencies
- Developing a vision for the future bridge and lagoon system
- Building a solid foundation and overall strategy for a unified public outreach and engagement program in subsequent phases

## Description

Replacing the bridge over the Scott Creek estuary on State Route 1 (SR-1) in Santa Cruz County is a long-standing project for Caltrans District 5. The planning process for this bridge replacement has been complicated because of the complexity of the associated natural resource management issues and environmental requirements, as well as project programming and funding issues. To move the process forward, Caltrans convened a series of meetings with federal, state, and local resource management agencies on a broad-scale planning effort. The goal of the planning effort was to identify, at a conceptual level, a long-range replacement strategy for the SR-1 bridge over the Scott Creek estuary. The ongoing planning for the replacement strategy involves improving this transportation facility, while enhancing the critical habitat and natural functions of the Scott Creek coastal lagoon.

Through the Planning Public Engagement Contract, VRPA Technologies, Inc. (VRPA) was tasked with assisting District staff and a multi-agency study team with facilitation of technical workshop sessions and stakeholder interviews. This early stakeholder coordination is key to successfully developing a preferred replacement strategy along with a set of preliminary design criteria. In addition to technical workshop sessions, VRPA assisted District staff with the development of supporting materials, including a graphic theme for public outreach materials, a PowerPoint presentation, display boards, and aerial mapping.

## Engaging the Public

In order to gain a better understanding of the underlying issues related to the Scott Creek Bridge Restoration, stakeholder interviews were conducted prior to the partner agency meetings. The interview sessions identified: lessons learned from previous efforts, suggestions for improving agency outreach and engagement, goals for restoring the lagoon and potential issues that may arise, examples of other restoration activities that can provide best practices and lessons learned, the extent of available data, and data gaps that exist in the technical information. Fifteen interview sessions were completed during the weeks of November 18 and 25, 2013, and a summary of the results were presented at Stakeholder Session #1.



# Engaging the Public Cont.

## Stakeholder Sessions

Two stakeholder sessions were held to facilitate discussions pertaining to the issues identified during the stakeholder interviews.

### Stakeholder Session #1

Monday, December 2, 2013  
Davenport, CA (27 attendees)

Included five technical expert presentations related to lagoon habitat conditions, ecology, physical processes, and special-status species. The results of the interview sessions were presented and discussed. A facilitated discussion identified the high-level goals, where agencies were in agreement or disagreement, and the perceived data gaps.

### Stakeholder Session #2

Thursday, January 23, 2014  
Davenport, CA (14 attendees)

Included review of draft goals and objectives, data collection efforts, and species/habitat use matrix. Goals and objectives were refined based on feedback. An interactive mapping exercise allowed partner agencies to identify areas of concern and potential design options.

## Deliverables

- Kick-off meeting summary report
- Graphical theme
- Interview contact listing
- Interview questions
- Interview summary report
- Data sources and gaps matrix
- Draft restoration goals and strategies
- PowerPoint presentations for use at stakeholder sessions
- Aerial mapping
- Stakeholder session invitations
- Stakeholder session summary reports

## Results/Best Practices

Individual stakeholder interviews gave all the participating stakeholders a voice, especially those who might not be as vocal in a technical meeting environment. Limiting Caltrans direct involvement in some of the stakeholder sessions helped foster partner agency collaboration by reducing the focus on previous efforts. The interactive mapping exercise and review of Draft Goals and Strategies in Stakeholder Session #2 were successful in developing a shared vision of the restoration efforts.

# STATE ROUTE 1 SCOTT CREEK LAGOON RESTORATION AND BRIDGE REPLACEMENT PROJECT PHASE I STAKEHOLDER ENGAGEMENT



# STRATEGIC WORKING SESSION ON MAP-21 PERFORMANCE MEASURES AND IMPLEMENTATION



## Description

In January 2014, the Caltrans Native American Liaison Branch (NALB) held a two-day Strategic Working Session in Sacramento for the purpose of engaging the Tribes and other stakeholders in discussions related to the performance measures and implementation provisions in the Moving Ahead for Progress in the 21st Century Act (MAP-21). The primary sponsor for the Working Session was the National Indian Justice Center (NIJC) through the Tribal Technical Assistance Program. The Working Session focused on identifying tribal concerns, issues, and barriers related to MAP-21 provisions, measures, and implementation procedures. A major emphasis was placed on formulating a strategy to overcome the identified challenges. The Strategic Working Session will assist Tribal, federal, state, and local governments in understanding the common issues that exist and will be helpful in the development of comments on MAP-21 rules and guidelines.

Through the Planning Public Engagement Contract, VRPA Technologies, Inc. (VRPA) was tasked with assisting Headquarters staff with facilitation and documentation activities at the public participation forum.

## Goals

- Provide session participants the opportunity to share MAP-21 understandings, limitations and challenges and to collectively seek strategies for resolution
- Identify and prioritize a list of tribal issues related to MAP-21
- Create an action plan to address identified key areas of concern
- Provide an opportunity for a statewide conversation related to transportation project delivery on Tribal Reservations/Rancherias
- Create a working group to address rules, policies and guidelines on MAP-21

## Engaging the Public

VRPA coordinated with NALB staff in preparations for the two-day Working Session, including making arrangements with a professional stenographer to capture an accurate, real-time transcript of the entire session. VRPA provided session facilitation as needed and also recorded session notes on large display pages during the discussion. Session participants were provided with attendance incentives including light refreshments. There were a total of 48 participants over the course of the two day session.

### MAP-21 Strategic Working Session, Day 1

Tuesday, January 21, 2014

### MAP-21 Strategic Working Session, Day 2

Wednesday, January 22, 2014

## Deliverables

- Session Stenographer
- Stenographer Transcripts
- Session Summarization Report

## Results/Best Practices

Providing early coordination with Tribal representatives builds trust and ensures that issues and concerns that affect their Reservations/Rancherias are taken into consideration in the transportation planning process. Session participants collaborated to create an action plan and working group to continue strategic work on MAP-21 performance measures and implementation provisions.



“Transportation planning must reflect the *desires of communities*, and take into account the impacts on both the *natural and human environments*.”



*“Organizations need to be involved so they can inform their constituents of planning activities that impact them.”*



**“Public participation** in each step of the transportation planning process is key to identifying **good solutions**.”



**“Early and continuous public involvement brings diverse viewpoints and values into the decision-making process.”**

“In the next couple of years, we can look at this thing, and we can say, *this meeting went well*. We were able to put something constructive together, and here’s the plan, and in the future, here are the results.”



