

**Project Kick-Off Meeting – September 14, 2015**

**Bilingual Community Outreach Discussion Items**

**1. Overview of Outreach**

- a. Input today; document in draft Public Outreach Plan

**2. Stakeholder Interviews – Discussion Items**

- a. Purpose: gather input on transit service needs between campuses, collect campus scheduling information, discuss concepts and logistics for community meetings, and gather data on traffic and transit operations
- b. Timing/Locations
- c. Stakeholder groups (operators/drivers, campus groups, etc.)
  - i. Specific campus contacts for class schedules/transit needs?

3. **Project Technical Advisory Committee (TAC)**

a. Purpose: TAC members are expected to support the study through two primary mechanisms: 1) participation in TAC Meetings; and 2) general advocacy of the project. These two mechanisms are described in more detail below.

i. TAC Meetings

TAC members may be asked to attend four TAC Meetings over the course of the project. The table below provides anticipated meeting timing and topics.

<b>Meeting</b>	<b>Anticipated Topic</b>
#1	TAC Overview and Feedback on Public Outreach Plan
#2	Briefing on Existing Conditions; Input on Approach to Surveys and Public Workshops
#3	Provide Feedback on Draft Alternatives
#4	Provide Feedback on Draft Report

ii. General Project Advocacy

In addition to TAC meeting attendance, TAC members would support the project in the following ways:

1. Serve as advocates of the project within their organizations, as well as externally (for example, assist with data needs, promoting awareness/benefits of project, etc.)
2. Assist with publicizing community involvement opportunities and attend community workshops

b. Representative Agencies: SDSU-IV, IVC, ICTC, Transit Operators, Caltrans, City of Brawley, City of Calexico, City of El Centro, others?

#### 4. **Passenger and Campus Surveys**

- a. Survey 1: Off-board passenger survey at transit stops
  - i. Purpose: understand experience with ICTC transit system and concerns regarding existing services
- b. Survey 2: Campus surveys
  - i. Purpose: understand transit use/experience and/or potential transit use
- c. Survey topics
  - i. Typical origin/destination
  - ii. Purpose of current trip; purpose of other common transit trips
  - iii. Frequency of transit use
  - iv. Opinions on level of service, running times, customer service, directness, and reliability
  - v. Student status
  - vi. Employment status
  - vii. Generalized residence location
  - viii. Automobile use
- d. Supplement with online and/or text responses
- e. How best to encourage involvement?
- f. Coordinate with campus contacts and IV Transit regarding best days/times

## 5. Bilingual Public Workshops – Discussion Items

- Two meetings at each campus: SDSU-Calexico, IVC, SDSU-Brawley
  - Meeting 1: open forum for public input on campus shuttle issues and opportunities
  - Meeting 2: feedback on alternatives
- Best day/time? Piggyback on planned campus events?