

**APPENDIX C**

**OUTREACH PLAN**

## MEMORANDUM

February 14, 2007

TO: Fred Lenhart, Caltrans

FROM: Fred Fravel, KFH Group, Inc.  
Heather Menninger-Mayeda and Judith Norman, Judith Norman – Transportation Consultant, and Carol Landsman, Landsman Transportation Planning

SUBJ: **Proposed Locations for Outreach Workshops for Caltrans Statewide Rural Intercity Bus Study - Spring 2007**

This memo proposes four regions around the state as locations for the outreach portions of the study. It includes some discussion as to the rationale for suggesting these areas. Next steps and scheduling procedures are also presented.

Task One of the study included a telephone and email survey that has brought forward a number of intercity travel needs as identified by regional transportation planning agencies, metropolitan planning agencies and, in some instances transit providers. Task Three of the study is to enrich understanding of the issues identified through dialogue with stakeholders in four areas around the state.

This phase will serve to specifically identify areas of the network where Section 5311(f) funding should possibly be targeted. It will also educate stakeholders about how this funding source can and cannot be used, in relation to the draft Section 5311(f) Circular, which incorporates the revisions under SAFETEA-LU. This dialogue will also address possible Caltrans statewide program and policy changes.

With these purposes in mind, the following areas are proposed for outreach workshops:

1. **Northern counties, in the vicinity of Redding** so that western, coastal counties may attend as well as eastern Frontier counties.
2. **North central counties, in Modesto and Fresno**, so that central and north central and coastal counties may participate.
3. **South central counties, Bakersfield** so that Antelope Valley, northwestern Los Angeles County and Ventura County may participate
4. **South Inland Empire**, in either San Bernardino or Riverside to pull the Victor Valley, Coachella Valley, south western Riverside County, north San Diego County and possibly Imperial County

These locations were selected based on telephone survey input regarding the potential need for rural intercity transportation, and not so much focused on areas where there is already significant service. With regard to the northern and central parts of the state, while there exists north-south intercity bus service, the opportunity for lateral east-west travel is more limited. And some connections appear to be missing or in need of strengthening. Conducting two central state workshops is therefore indicated to consider, in dialogue, what needs can reasonably be met with Section 5311(f) funding, which cannot, and what direction this suggests for the statewide program. The counties north of Sacramento can be invited to a single workshop, building upon the strengths of existing frontier county experiences and drawing out opportunities in other far northern counties. Similarly, in southern California, needs both met and not addressed exist in the vast rural areas that constitute the counties of San Bernardino, Riverside, northern San Diego County and Imperial County. And in the rural areas north and west of the metropolitan Los Angeles area, need exists for improved connections to rail and air modes out of the region.

We propose to invite individuals, by telephone and in writing (by email), to encourage and build up participation. We anticipate using the contact lists built up through the first phase of the project and can augment that with Caltrans listings of other interested parties. With Caltrans agreement, we propose that the invitees include all of the RPTA's and the MPO's as well those transit operators with whom we spoke. It is probably appropriate to agree in advance as to the transit operators to be included. Private providers will also need to be involved, as they are potential providers and program participants. We will need to consult with Caltrans and the bus operators to see if it would be appropriate (or possible) to include regional bus company officials or even local agents.

We further propose at these workshops to present the following information items, to further discussion:

- The SAFETEA-LU federal requirements related to 5311(f), including examples of implementation in other states, notably Washington state,
- A review of the identified intercity carrier routes in each sub region and identified 5311(f) projects,
- Demographic data on population characteristics related to transit need in relationship to the existing network, and
- A short summary of the unmet transit needs documents (TDA and/or other local plans) for the most recent periods submitted, for the counties immediately surrounding the selected workshop sites to give back to participants needs that they may have identified or for which they have received testimony.

The purpose of providing this information is to present the information we already have regarding the services and needs in the region, and to serve as a common basis for discussion. We will develop a facilitation process around these materials to validate our understanding of the available services and the unmet needs, and to determine possible program impacts or policy changes needed to address these needs or concerns.

In terms of schedule our timing is to aim at the last week of April-early May, to allow time for developing invitation lists, identifying locations, getting invitations and other publicity out, and

developing presentation materials. Exact dates will depend on availability of meeting rooms, staff availability and Caltrans availability (depends on role of Caltrans staff in the meetings, yet to be determined). Ideally meetings would be scheduled close enough to minimize travel times and costs. In light of the recent successful Caltrans 5310 workshops around the State, we anticipate completing the workshops within a week's elapsed time.