

## Project Summary

A major result of the research MIG performed in preparation for the Public Participation Plan for both the California Transportation Plan (CTP) and Federal Statewide Transportation Improvement Program (FSTIP) (Project #2929.07) was the conclusion that a well-designed and user-friendly web portal would be an effective tool for providing information to stakeholders and the public on the development of the California Transportation Plan 2035, as well as an effective means of receiving comments. MIG used its Townsquare™ website platform to design such a web portal for this project. The website, [www.californiatrnsportationplan2035.org](http://www.californiatrnsportationplan2035.org), was launched in July 2008.



### Outreach Methods

- E-mail announcements to public agencies
- Distribution by transportation planning agency Public Information Officers
- Promotion through partner agencies: newsletters, websites
- Promotion through League of Cities and the California State Association of Counties



### Public Involvement Tools

The web portal includes a number of features designed to facilitate public involvement, including:

#### Document Library

A document library includes the Public Participation Plan, and other documents that provide a comprehensive view of transportation planning and programming at the statewide level.

#### Meetings and Events

The meetings and events link provides information about upcoming symposiums and meetings and also includes PowerPoint slide shows and webcasts from each session.

#### E-mail Updates

Users can sign up for e-mail updates and RSS feeds, as well as post and view comments.

#### Search Feature

The entire website is fully searchable, so users can access information quickly and easily.

#### Usage Reports

Key Caltrans staff hold "administrator rights" to the portal, which allows them to see all website visitor statistics and the list of users who have signed up for updates.

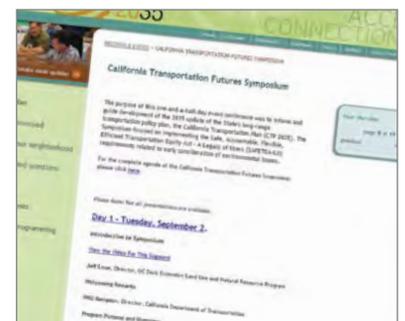
#### Environmental Justice Community Involvement

The web portal is intended as a user-friendly means for people from all communities to learn about the CTP 2035 and register their comments. One key attribute of the portal was website accessibility for those with limited vision.



### Results

By getting the word out to regional agencies, the website now shows up prominently when an Internet user puts "California transportation plan" or "California transportation" into a search engine. Signups for e-mail updates are increasing every day.



## Deliverables

Final Website