

SR 46 East Comprehensive Corridor Study

Project Summary

Caltrans District 5 worked with MIG to provide strategic facilitation services to reinvigorate the planning process for the future of a critical east/west transportation corridor for local, regional and interregional traffic in California's Central Coast. The resulting multi-agency collaboration featured a successful public engagement process that helped to identify interim and long-term corridor improvements.



Outreach Methods

- Project branding (logo and tagline)
- Project newsletter
- Project fact sheets
- Press releases
- Workshop announcements: postcards, door hangers, canvassing



Public Involvement Tools

Stakeholder Interviews

MIG conducted stakeholder interviews with individual and institutional representatives suggested by Study Team members. These interviews helped MIG develop the overall public involvement process and provided a preview of issues to be addressed.

Large Group Discussions

MIG facilitated large group discussions to generate dialogue about the experience of driving on SR 46 East. Meeting attendees provided a user perspective of the highway, a complement to the technical Caltrans perspective. The large group discussion, driven by key questions developed by MIG and Caltrans, served as a powerful method for residents to discuss their personal experience on the highway and build a sense of common purpose among meeting participants.

Small Group Exercises

Small group exercises allowed participants to provide feedback on transportation improvement scenarios by making use of aerial photographs and graphic game pieces depicting various improvement options.

Comment Cards

MIG provided comment cards for participants who did not wish to speak publicly. Participants could fill out the cards and turn them in at the workshop itself or mail them afterward.

Spanish Translation

MIG created Spanish-language meeting materials to encourage participation from Latino community members.

Project Website

The project website, www.46eastforthefuture.org, served as a virtual project portal. The site features planning and background documents as well as a description of the Comprehensive Corridor Study planning process and opportunities for public involvement.

Environmental Justice Community Involvement

MIG translated essential written materials into Spanish and coordinated outreach to the Latino community and youth so individuals would know they were welcome and would be able to fully participate in planning discussions.



Results

The project resulted in greater agency partnerships and collaboration, increased public awareness of long-range, multi-jurisdictional transportation planning issues, integration of Caltrans policies (such as Context Sensitive Solutions) into the process, and the articulation of a long-term vision for the corridor.



Deliverables

Community Engagement Plan
Stakeholder Interview Summary
Study Team Meeting Summaries
Community Workshop Summaries
Final Project Report