



Public Participation Outreach Projects

project summary report



corridor mobility



outreach
tools
results

prepared by



NOVEMBER 2008

Executive Summary



Overview

Caltrans engaged MIG, Inc. in an on-call contract to establish effective public participation processes for use in a range of projects across the state. MIG provided the methods, materials and tools that individual Districts could apply to their own projects. In addition, Caltrans Districts and MIG worked together to facilitate community meetings, stakeholder interviews and other outreach to ensure a positive response from the public. This compendium illustrates some key examples of projects where the public participation process was successfully implemented in both rural and urban Districts.



Results

Caltrans' commitment to public involvement has reaped positive results throughout the state's 12 Districts. Some key results include:

- Improved partnerships and coordination with local agencies and stakeholder groups
- Engagement of bicyclists and pedestrians in developing mobility solutions
- Demonstration of Caltrans' commitment to improving mobility through multiple modes

- Active Caltrans participation in local land use planning decisions
- Contribution to city and county General Plan updates and local planning needs
- Engagement of culturally diverse and non-English speaking community members



Lessons Learned

Whether in a rural or urban setting, working with transportation-savvy stakeholders or the general public, transportation and improved mobility is clearly a priority in every community. The public is willing to attend meetings and engage in discussion of issues related to transportation if they believe their comments will be heard and they can make a difference. Each project revealed experiences unique to that particular area; in addition, a number of common themes emerged from all.



Timing and Location

Care must be taken to ensure community meetings are not planned in conflict with other regularly-scheduled civic activities, such as volunteer fire department meetings. Meeting locations are

(continued next page)

Executive Summary *(continued)*

critical—they must be easily accessible, large enough to accommodate the maximum number of attendees, and preferably in a well-known venue.

Local Outreach

Local residents are the best source for confirming the most effective outreach vehicles. For example, in one rural community, most residents worked in the next county and relied on that county's local newspaper for their information. In other instances, the regional radio station might prove a more effective outlet for publicizing events, since residents commute a long distance to work.

Often participants respond best when they hear about a community meeting from two to three different sources. This might include: a newspaper ad, an e-mail notice and a mailed flyer.

Discussion Questions

Public discussions achieve the best results when the facilitator can use simple and direct questions to frame the range of responses they are seeking. This

allows all participants, including those who might be new to a planning discussion, to understand the goals of the discussion and participate equally. Recording comments during the discussion can also help the group track its progress and stay on task.

Communicating Results

Community members will stay engaged in a process when they see themselves being heard and they feel that progress is being made. Caltrans' efforts to communicate results are an important tool to attract new and reoccurring participation in these processes. This compendium includes a list of deliverables (meeting summaries, final reports, etc.) produced as culminating documents for each project.

MIG presents the following project summaries to document the methods and results achieved. We hope these case studies will empower and inspire staff who seek tools for engaging stakeholders and community members in projects throughout the state.



list of projects

PROJECT NUMBER	PROJECT TITLE
2929.01 and 2929.03	Chalfant Community Visioning
2929.02 and 2929.08	SR 46 East Comprehensive Corridor Study
2929.04	Active Transportation and Livable Communities (ATLC) Committee Workshop
2929.05 and 2929.07	Public Participation Plan
2929.06	Benton Community Visioning
2929.09	Kroy Pathway Conceptual Improvement Outreach
2929.11 and 2929.12	Alameda-Oakland Estuary Crossing Feasibility Study
2929.13	District 2 Cycling Guide
2929.14	Building a Bicycle Transportation Partnership
2929.15	District 3 Corridor Stakeholder Consensus Facilitation
2929.16	CTP 2035 Web Portal
2929.17	District 3 Corridor System Management Plans
2929.18	Downtown Los Angeles US 101 Cap Concept Study

Chalfant Community Visioning

Project Summary

Caltrans District 9 and Mono County, with assistance from MIG, engaged residents of Chalfant in discussions about the future of this rural 600-person community located 15 miles north of Bishop, on US Highway 6. The process featured three community workshops that yielded a vision statement and set of principles that will guide County land use planning decisions through 2030.



Outreach Methods

- Advertise in local newspaper
- Write and distribute Public Service Announcement (PSA) and community calendar announcements to local radio stations
- E-mail announcements through existing lists
- Post-meeting announcement on County website



Public Involvement Tools

Red, Yellow, Green Cards

Colored cards were used during facilitated large group discussion to gauge the level of community acceptance for any type of proposal (policy statement, development type, design strategy, etc.). Following the presentation of a concept, participants were asked to raise a red, yellow, or green card to indicate their level of agreement. A green card indicated agreement, a red card indicated disagreement, and a yellow card indicated a need for clarification or possible support for the concept with certain modifications. This technique allowed a meeting facilitator to quickly move through proposed concepts.

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.

Graphic Recording

Wallgraphic recording is a hallmark of MIG meeting facilitation whereby workshop comments are recorded with colored markers on a large sheet of paper. This method allows participants to see that their comments have been noted and serves as a useful tool to guide the conversation as well as serving as a formal record following the meeting.

Facilitated Large Group Discussion

MIG staff facilitated three large group discussions around questions designed specifically to solicit input that could be utilized by Caltrans planning staff.

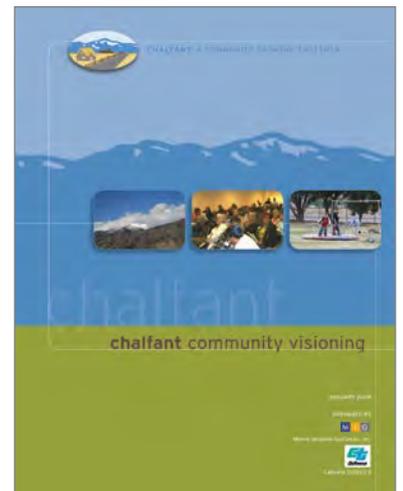
Environmental Justice Community Involvement

Meeting invitations were sent to all Chalfant community residents.



Results

The results will be used to update the Caltrans Transportation Corridor Report for US Highway 6, the Mono County General Plan, and the Mono County Regional Transportation Plan.



Deliverables

Meeting Summaries
Final Project Report

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

Active Transportation and Livable Communities (ATLC) Committee Workshop

Project Summary

Caltrans headquarters requested MIG's assistance to provide graphic recording services for the Active Transportation and Livable Communities (ATLC) Workshop on April 20, 2007 in Sacramento. MIG assisted the facilitator and helped create a visual record of the meeting's proceedings. The meeting provided an opportunity for Caltrans and external stakeholders to discuss ways to improve collaboration on methods for improving mobility and community livability. The meeting featured use of the "World Cafe" and graphic recording methods.



Outreach Methods

- Targeted stakeholder outreach: phone, letter and e-mail invitations



Public Involvement Tools

"World Café"

The World Café is a method for hosting conversations about questions that matter to a specific group. These conversations link and build on each other as people move between groups, cross-pollinate ideas, and discover new insights into the questions or issues that are most important in their life, work, or community. As a process, the World Café can evoke and make visible the collective intelligence of any group, thus increasing people's capacity for effective action in pursuit of common aims.

Graphic Recording

Graphic recording is a hallmark of MIG meeting facilitation in which workshop comments are recorded with colored markers on a large sheet of paper. This method allows participants to see that their comments have been noted, it serves as a useful tool to guide the conversation, and it provides a formal record of the meeting.

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.

Environmental Justice Community Involvement

Targeted invitations ensure participation from these groups or their representatives. Organizations presenting housing, air quality, health and environmental issues were active participants in this meeting.



Results

- Improved partnerships
- Goals for collaboration



Deliverables

Wallgraphic

Public Participation Plan for the CTP and FSTIP

Project Summary

Caltrans headquarters requested assistance from MIG to conduct research on the most effective public outreach methods appropriate for the California Transportation Plan (CTP) and the Federal Statewide Transportation Improvement Program (FSTIP). Federal law calls for broad, inclusive participation, including the participation of stakeholders and the general public. MIG spoke directly with individuals in a one-on-one setting, conducted small group discussions, and solicited opinions from people throughout the state using a web-based survey. The results of the research were used to develop a Public Participation Plan for Caltrans' statewide transportation plans and programs. As part of this project, MIG edited and designed an attractive, user-friendly Public Participation Plan.



Outreach Methods

The final Public Participation Plan recommends the following outreach methods:

- Attractive, easy-to-use website with a searchable online database of projects, organized by region
- An updated and comprehensive database of stakeholder groups, including under-represented communities
- List of partner organizations that can distribute information and collect feedback on the CTP and FSTIP
- Newspaper announcements, flyers, posters, and other printed materials
- Statewide meetings in several locations
- Presentations by staff to local or statewide stakeholder groups
- A positive working relationship with the press



Public Involvement Tools

Stakeholder Interviews

During October and November 2007, MIG undertook a phone survey of 41 representatives of stakeholder organizations (public agencies, non-profit organizations, and the private sector) from around California. The organizations included representation from the broad categories listed in 23 CFR, Part 450.210.

Focus Groups

Using an on-line recruiting tool, MIG carefully recruited participants for focus groups held in

Oakland, Sacramento, Fresno, and Long Beach.

MIG carefully screened participants to ensure each group had participants reflective of the state's cultural and economic diversity.

Process Graphic

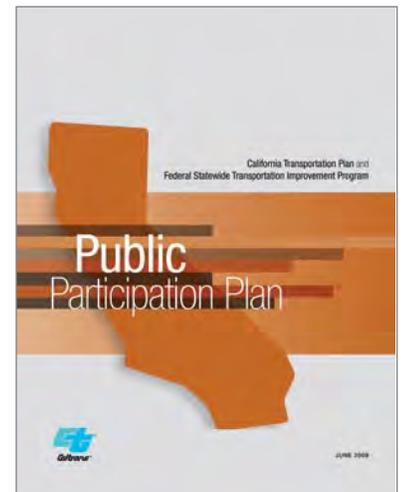
MIG created a concept diagram or "process graphic" to help participants understand Caltrans' approach for developing the CTP and FSTIP.

Web Survey

MIG developed an on-line survey to solicit feedback on a statewide basis. Participants were asked questions similar to those asked in the focus groups and interviews.

Environmental Justice Community Involvement

Focus Group participants were screened to ensure participation of ethnically diverse and low-income participants. Targeted outreach was done to recruit some participants from local tribes. A \$60 stipend was paid to all focus group participants. The web survey tracked demographic information of the survey respondents.



Results

Caltrans developed its Public Participation Plan, which incorporated many of the methods and ideas of this research project, and launched a CTP 2035 web portal. A web survey on the Draft PPP (also sent out to tribes by mail) received mostly positive feedback. Interviewees from stakeholder groups have been very cooperative in getting the word out to their constituents on the PPP and the new web portal.

Deliverables

Research Methods Reports
Final Report

Benton Community Visioning

Project Summary

Caltrans District 9 and Mono County, with assistance from MIG, engaged the small rural community of Benton, California in an extensive community initiative to plan for anticipated growth, development, and associated impacts to public facilities, including the state highway system, specifically US Highway 6 and State Route 120.

The Benton Community Visioning was a proactive process resulting in a community vision statement, guiding principles, and a list of future build-out scenarios. These items will be incorporated into the Mono County General Plan and used by Caltrans to inform future potential rural blueprint planning for the region, including the Regional Transportation Plan, the Mono County General Plan, the Benton Area Plan, and the County Environmental Assessment Report.



Outreach Methods

- Print advertising in local newspapers
- Write and distribute PSA and community calendar announcements to local radio stations
- Workshop announcements: local radio, e-mail, County website



Public Involvement Tools

Graphic Recording

Graphic recording is a hallmark of MIG meeting facilitation in which workshop comments are recorded with colored markers on a large sheet of paper. This method allows participants to see that their comments have been noted, it serves as a useful tool to guide the conversation, and it provides a formal record of the meeting.

Small Group Exercise

MIG designed a land use scenario exercise to solicit resident attitudes towards growth and site-specific preferences for potential growth, circulation improvements and access to recreation. Participants sat around a table with a land use map as a reference and were encouraged to mark areas of concern or opportunity on the map. MIG developed a facilitator's guide that each small group facilitator used to guide the conversation.

Large Group Discussion

Following the small group discussion, meeting attendees reconvened in a large group and

listened to designated "reporters" who shared the results of the small group discussions. These reports highlighted similarities among many of the small group discussions as well as presenting unique ideas. The large group discussion also included an opportunity for participants to "vote" on proposed strategies by holding up colored cards.

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.

Environmental Justice Community Involvement

The project team actively engaged the Benton-Paiute Tribe, conducting stakeholder interviews with tribal representatives and promoting workshops to all tribal members. A number of tribal members attended the workshops.



Results

The public involvement process resulted in a clear community vision about how best to plan for future growth while preserving the qualities that residents value most. In addition, the project allowed the community to consider land use and transportation issues within a larger regional context, offering a proactive, "big-picture" approach to concerns at the local level.



Deliverables

Meeting Summaries
Final Project Report
Maps of Preferred Growth

Kroy Pathway Conceptual Improvement Outreach

Project Summary

Caltrans District 3 partnered with the City of Sacramento to involve area residents and businesses in an open process to improve the safety and functionality of the Kroy Pathway. This short off-street pathway joins Kroy Way to 65th Street and is a key link between the Tahoe Park neighborhood and the 65th Street corridor and light rail station. The project was highly controversial and unpopular with neighbors due to the poor condition of the pathway. The process involved MIG's facilitation of the staff working group and two community workshops that featured conceptual drawings of phased pathway improvements.



Outreach Methods

- Workshop announcements: postcards
- Mailers to key stakeholders, including public agencies, California State University, Sacramento, and interest groups
- Hand distribution of postcard mailers to light rail station users and the Tahoe Park Neighborhood Association
- Stakeholder interviews: phone



Public Involvement Tools

Open House/Workshop

MIG staff facilitated two workshops, each of which combined large group presentations followed by an open house. During the open house portion of the workshop, participants were invited to visit "stations" of wall posters illustrating proposed improvements to the pathway, along with plans, lists of individual improvements, and preliminary costs. At each station, a working group member was available to answer questions and discuss the information. Post-it notes were available for people to write their ideas and comments and apply them to the posters and plans.

Large Group Discussion

At the second of the workshops, in June 2008, MIG facilitated a discussion following the informational presentation to answer questions about the proposed improvements, the process for paying for them, and the schedule for construction.

Agenda Packets and Comment Cards

Staff provided agenda packets that provided information for meeting attendees but also served as stand-alone documents for those unable to attend. The agenda packets included comment cards for attendees to use in addition to the opportunity to put post-it notes on the wall posters.

Illustrative Drawings

Plan and elevation view illustrations at the workshops allowed all participants to visualize proposed pathway improvements. The plan view drawings were also placed on an aerial view photograph of the current pathway alignment so everyone could see how the pathway would be altered from its current alignment.

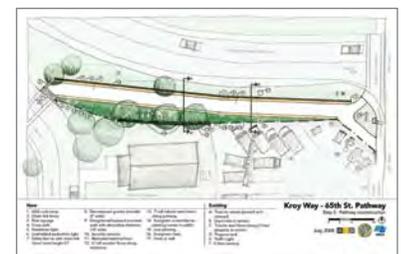
Environmental Justice Community Involvement

Meeting invitations were sent to all area residents and businesses.



Results

The Sacramento City Council approved the conceptual pathway design that resulted from this public involvement process, and it has been fully funded for engineering and construction by the 65th Street Redevelopment Agency. The new Kroy Pathway ribbon-cutting is expected in late 2009.



Deliverables

Community Meeting Summaries
Final Report

Alameda-Oakland Estuary Crossing Feasibility Study

Project Summary

Caltrans District 4 partnered with the City of Alameda, the City of Oakland, and the Alameda County Transportation Improvement Authority (ACTIA), with assistance from MIG, to engage residents in discussions about a potential bicycle and pedestrian crossing of the Oakland Estuary. The crossing would provide an alternative to the narrow, poorly lit bicycle/pedestrian path in the Posey Tube, which is currently the only connection available between West Alameda and Downtown Oakland. The process featured a series of technical and policy advisory committee meetings and five community workshops that yielded three preferred crossing alternatives for further study and analysis.



Outreach Methods

- Print advertising in local newspapers
- Online advertising
- Project brochure
- Workshop announcements: postcards, e-mail, local radio, City website
- Project stands at local festivals
- Brochures and promotional items for Bike-to-Work Day
- Meetings of local transportation commissions
- Meetings with Chinatown and Webster Street business districts
- Meetings with local advocacy groups



Public Involvement Tools

Community Meetings

Meetings held at different times on both the Oakland and the Alameda sides of the estuary ensured that any obstacles to crossing did not prevent attendance. This served a dual purpose—providing accessible locations for both Oakland and Alameda residents and offering alternative times.

Large Group Discussion

MIG staff facilitated a large group discussion around questions designed specifically to solicit input that could be utilized by the cities of Alameda and Oakland and Caltrans planning staff.

Graphic Recording

Graphic recording is a hallmark of MIG meeting facilitation in which workshop comments are recorded with colored markers on a large sheet of paper. This method allows participants to see

that their comments have been noted, serves as a useful tool to guide the discussion, and provides a formal record of the meeting.

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.

Policy and Technical Advisory Committees

The project team invited representatives from local and regional agencies to serve on a policy advisory committee to review and comment on project work and identify strengths, weaknesses, and potential regulatory constraints. Staff from these agencies and organizations were invited to sit on a technical advisory committee, which reviewed the same materials for technical feasibility, operability, efficiency, and other key issues.

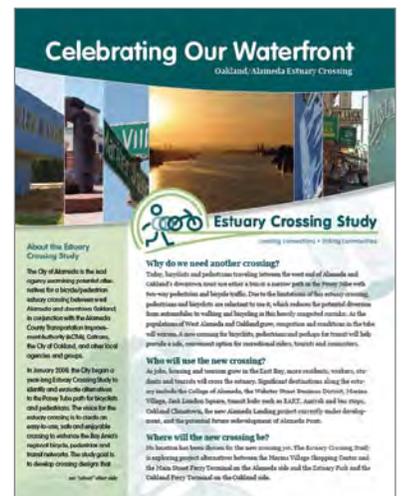
Environmental Justice Community Involvement

Bilingual Chinese/English meeting invitations were sent to community residents, with special attention to the Chinatown neighborhood in Oakland. Posters included both Chinese-language and Spanish-language text, and a Cantonese interpreter provided language services at meetings upon request.



Results

Oakland and Alameda communities came together for a common purpose and helped select three preferred alternatives for further study. Staff and officials from throughout the region came together for the first time to identify feasible solutions.



Deliverables

PAC and TAC Meeting Summaries
Community Workshop Summaries
Final Project Report

District 2 Cycling Guide

Project Summary

Caltrans District 2 worked with MIG to update a cycling guide for rural state highways in Northern California. District 2 has an active cycling community, and the District's highways provide bicycle access through the amazing landscape of Northern California. The District includes Lassen, Modoc, Plumas, Shasta, Siskiyou and Tehama Counties. District 2's cycling guide had not been updated since 2003. MIG updated the route information and redesigned the guide in 2008 with a fresh new look and color coding to make it a quick reference guide for cyclists while on the road.



Outreach Methods

Through various forms of distribution including print and web, Caltrans can reach a diverse cycling population. The District 2 Cycling Guide can be distributed via a number of channels, including:

- Mail lists of Chambers of Commerce, environmental organizations, California Highway Patrol, transportation commissions, city agencies and local bike shops
- Bicycle transportation workshops
- Local festivals and bike day events
- Online PDF posted to Caltrans website



Public Involvement Tools

Planning Resource

The District 2 Cycling Guide can serve as a resource for planners interested in improving the bicycle network in their district. Additionally, it can be used in public meetings as a tool to provide information for participants in small group visioning and/or planning exercises.

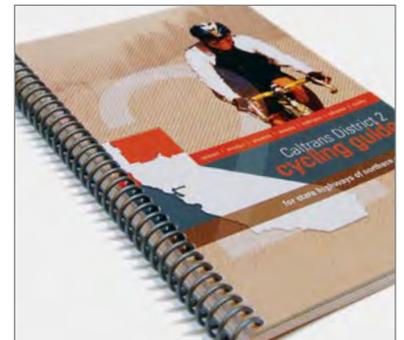
Environmental Justice Community Involvement

Caltrans mailed the guide to key stakeholders and showcased it at workshops held in Summer 2008.



Results

MIG created an informative, easy to use, and visually appealing cycling guide that cyclists from District 2 enjoy using. The bike guide has been positively received by cyclists within District 2. Other districts have been commenting on the guide and have been considering creating similar guides for their districts.



Deliverables

Final Cycling Guide

Building a Bicycle Transportation Partnership in District 2

Project Summary

Based on increasing interest in bicycling as a mode of transportation in northeastern California, MIG is assisting Caltrans District 2 with the organization of a public/private partnership to promote bicycling in the region. To date, District 2 has held two identical workshops, in Susanville and Redding, to bring stakeholders together, inform them about the issues and opportunities, and assess the level of support for organizing a partnership.



Outreach Methods

- Workshop announcement postcards
- Stakeholder outreach (public agencies, bicycle groups, bicycle shop owners, health interest, colleges, etc.)



Public Involvement Tools

Stakeholder Workshops

Prior to the workshops, MIG trained Caltrans staff to be small group facilitators at the workshops. The agenda included presentations made by experts, including the California Bicycle Coalition and Caltrans staff, followed by small group conversations that used a discussion questionnaire, with trained facilitators and recorders marking commentary on flipcharts.

Graphic Recording

Graphic recording is a hallmark of MIG meeting facilitation in which workshop comments are recorded with colored markers on a large sheet of paper. This method allows participants to see that their comments have been noted, it serves as a useful tool to guide the conversation, and it provides a formal record of the meeting.

Discussion Questionnaire

A questionnaire was designed for small group discussion that included space for participants to write individual comments. These were collected at the end of the meeting and incorporated into the workshop report along with the notes taken on flip charts and the graphic recording.

Environmental Justice Community Involvement

While the initial meetings have involved bicycle stakeholders, project staff solicited ideas about other potential partners. This list will be used to recruit others for the follow-up workshop to take place in January 2009. Organizations on the list include schools, large employers, religious organizations, and health agencies, all of which can be expected to be sensitive to environmental justice issues. A key result of the meeting was the conclusion that the bicycle system must be responsive to all users regardless of age, ability, or socio-economic status.



Results

The two August 2008 workshops will be followed by a third workshop, scheduled for January 2009 in Redding. At this workshop, Caltrans will present the results of the August workshops and present a draft plan for organizing a bicycle partnership that will be the responsibility of the membership as a whole.

Copies of the District 2 Bike Guide (Project 2929.13) were provided to all participants.



Deliverables

Informational Workshop Binder
Workshop Summary Reports
Final Project Report

District 3 Corridor Stakeholder Consensus Facilitation

Project Summary

Caltrans District 3 worked with MIG to facilitate stakeholder and general public understanding and involvement in the development and acceptance of six Corridor System Management Plans (CSMP) (I-80/SR 51, US 50, I-5/SR 99, SR 65, SR 49, and SR 99N). The plans focus on near-term capital and operational improvements to these congested corridors and must have the buy-in of all partner agencies to be effective. District 3 was the first in the state to conduct this level of outreach, and the project serves as a model for other districts.



Outreach Methods

- Project branding
- Focus meetings
- CSMP Website (www.corridormobility.org)*
- Corridor Updates (newsletters for each corridor)*

*included in a related project, #2929.17



Public Involvement Tools

CSMP Brochure

The CSMP brochure explains the intent and process for developing the plans. It includes a schematic that conveys the basic concepts of managed multi-modal corridor operations in symbolic form.

Process Graphic

The process graphic, printed as a wall poster and included on the website, shows the general development process through time, including end products and public involvement.

PowerPoint Presentations

A PowerPoint template has been designed and will be produced in various versions, depending on the audience.

Working Paper and Final CSMP Document Template

MIG has designed a Working Paper cover for each corridor. MIG will also design the entire CSMP draft and final documents for each of the six corridors, including photos, call-out boxes, graphics and color-keyed tables of information.

Maps

MIG has worked with District 3 staff to enhance technical maps of corridor features. These maps will be used in working papers, in corridor updates, on the website, and in final CSMP documents. The enhanced maps are easier to view and understand for stakeholders and the public.

Focus Meetings and Graphic Recording

MIG helped to design and facilitate three focus meetings that bring together key stakeholders to discuss major questions about the CSMP corridors. These meetings featured wallgraphic recording, where the facilitator uses a large sheet of paper and colored markers to record answers to the agenda topics. This system allows participants to see that their comments have been recorded and fosters a more creative discussion. The wallgraphics are later photo-reduced and sent electronically to Caltrans and the meeting participants.

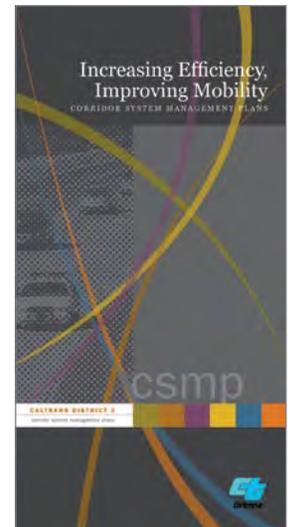
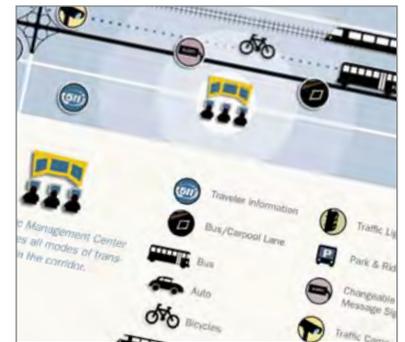
Environmental Justice Community Involvement

The project addresses issues of environmental justice through the involvement of stakeholders representing the interests of those who are traditionally under-represented, such as low-income transit users. The website and corridor updates are intended for both stakeholders and the general public.



Results

The brochure, process graphic, working papers, and corridor updates have been distributed to stakeholders, and three successful focus meetings have been held. Stakeholders understand the idea of corridor management, their roles, and the role of Caltrans in improving corridor operations.



Deliverables

CSMP Brochure
 Process Graphic,
 working paper covers
 Corridor Maps
 Meeting Summaries and
 Wallgraphic Reproductions
 Final CSMP documents

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.californiatransportationplan2035.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.

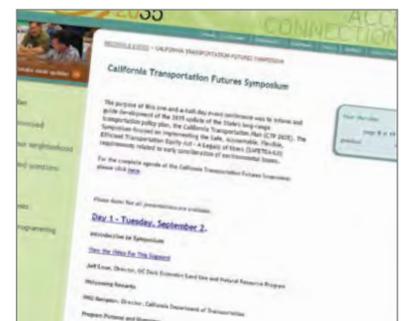
Environmental Justice Community Involvement

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

District 3 Corridor System Management Plans

Project Summary

District 3 is working with MIG to inform the public and stakeholders about the development of Corridor System Management Plans (CSMPs) through a series of outreach tools, including a dedicated website (www.corridormobility.org). These tools provide opportunities for stakeholders to download and view working papers and other documents, and also provide opportunities for feedback. The approach will be used as a model for other districts. This project builds on the work developed in Project 2929.15.



Outreach Methods

- E-mails
- Web search engines (Google, etc.)
- Stakeholder outreach



Public Involvement Tools

Webpage

MIG designed and is operating a project webpage, www.corridormobility.org, using Townsquare™ technology and templates. The website uses the same look and feel as the other CSMP products, as part of a uniform approach to all materials. The home page features prominent links to each corridor's page, a welcome box with rotating photos, links to information about CSMPs in general, a document library, a calendar, and up to three featured mini-articles with links. The home page provides a link for users to sign up for e-mail updates and a commenting feature. The entire website is searchable. On each individual corridor page, there are downloadable documents, maps, and other relevant links.

Newsletters

The newsletters (called Corridor Updates) have been designed by MIG and produced for the US 50 Corridor and the I-80 Corridor. The newsletters are intended for stakeholders and

the public as on-line newsletters, although they can be downloaded and printed. The corridor updates are educational about corridor operations, provide specifics of the corridor networks, and explain the process and schedule of the CSMPs.

Environmental Justice Community Involvement

The website and newsletters are readily available to the general public, although these outreach methods are primarily intended for public agencies and others who are major stakeholders in planning for the District 3 CSMP corridors.



Results

The webpage is fully operational and will be updated on a regular basis. It has already been used as a major portal for information and resources related to the District 3 CSMP process, useful both internally at Caltrans and to all CSMP partners.



Deliverables

Website
Corridor Updates

Downtown Los Angeles US 101 Cap Concept Study

Project Summary

Caltrans District 7 engaged MIG to collaborate with area stakeholders and EDAW in collecting stakeholder input on a proposal to cap US 101 in downtown Los Angeles. The program utilized an international group of student interns recruited and managed by EDAW. The internship program process was designed to engage stakeholders in a community-based visioning process, developing a range of ideas and scenarios for an innovative, context-sensitive urban design concept.



Outreach Methods

- Stakeholder interviews: elected officials, community leaders, city officials
- *Los Angeles Times* Op-Ed
- Extended outreach through Neighborhood Councils
- Web communication: blogs



Public Involvement Tools

Neighborhood Meetings

EDAW staff made efforts to engage certain neighborhood representatives, such as a representative of El Pueblo and the Downtown Los Angeles Neighborhood Council. These representatives were recruited to provide resource presentations as well as critique student products.

“On-the-Street” Interviews

Interns spent one day in the field interviewing residents and business owners from Chinatown and Boyle Heights, whose comments were then integrated into the final presentation.

Lectures and Panel Discussions

During lectures and panel discussions, private, non-profit, and public agency representatives with expertise in the history of Los Angeles, historic resources, urban design, local demographics, and other applicable topics were brought in to share their knowledge regarding the project area and surrounding context. Experts then responded to questions from interns.

Environmental Justice Community Involvement

The community outreach component of the internship program for the Downtown Los Angeles US 101 Cap Concept Study was intended to “...energize the efforts of stakeholders and city agencies and engage the residents and business owners of adjacent neighborhoods such as Chinatown, Angelino Heights, El Pueblo, Boyle Heights, Civic Center and Little Tokyo...”

In developing and designing the program of activities for the internship program, it was apparent that EDAW had done considerable “groundwork” in meeting with elected officials, city officials and their staffs to identify potential issues, opportunities, and topics for discussion. EDAW staff also made efforts to engage certain neighborhood representatives, such as a representative of El Pueblo and the Downtown Los Angeles Neighborhood Council. These representatives were recruited to provide resource presentations as well as critique student products.



Results

The conceptual plans produced by interns, along with MIG’s extended outreach recommendations, may be used in cooperation with the City of Los Angeles to further develop the 101 Freeway Cap concept.



Deliverables

Meeting Summaries
Conceptual Plan
Final Project Report



Caltrans

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