

**Caltrans Public Outreach for the CTP 2035
Team Meeting Summary
July 21, 2009
1:30 – 3:15 p.m.
MIG Offices, Davis**

Team Members Present:

Del Deletetsky (Caltrans HQ), Nancy Kays (MIG)

Workshop Accessibility

- We will plan to have a Spanish speaker at each workshop, either from MIG or Caltrans, in case there is a need for Spanish interpretation
- Nancy will consult with Joan Chaplick about reasonable advance notice for accessibility requests (for example, if an interpreter or assistant to a blind person is needed)
- Maria Rodriguez of District 10 has translated the brochure into Spanish and it is being distributed to each District

Workshop Targeted Participants

- Del will ask Laurie to come up with a list of targeted (paid \$60 each) participants from the list of targeted groups, for each workshop.
- For example, Oakland – Low income (5), Chinese (5)
- MIG will recruit the participants, either by using Craig's List or working with local organizations.
- Nancy will ask Maria how long it takes to recruit participants.
- We will recruit translators from the Caltrans Volunteer/Certified Bilingual List 2008

Workshop Flyer

- Nancy will get a draft PDF to Del for review by July 29.
- Should be in English and Spanish, 2 pages, 8.5x11", full color
- PDF of flyer will be sent to all Districts for e-mailing and distribution of print copies
- Flyer will include workshop information, reasons for attending, and a paragraph about requesting assistance with language, etc. in advance (Maria Mayer of MIG as contact)

Workshop Polling Questions

- We are still planning to have four basic types of questions
 1. Demographic
 2. Statewide
 3. Regional
 4. Interregional Blueprint
- Chuck and Nancy would like to join Caltrans team members on a brainstorming call in the near future to develop the questions. Chuck can then develop the methods for asking the questions before our August 4 team meeting.

Media Plan

- Nancy will send a short Media Plan to Del by August 14. It will include strategies for the major English and ethnic media (including Spanish)
- MIG will send media releases, with graphics, to the major media in each of the workshop cities
- Del will ask Laurie to solicit each District's ethnic media list by August 10
- MIG will purchase ads in the ethnic media – up to \$6,000 limit

Roadshow

- MIG will create a script that Caltrans staff may use when conducting their own workshops in the Districts
- The script will include exercises that duplicate the ones that are being designed for the larger workshops, only the questions will likely be a shorter list (for time reasons).
- The most important questions will be placed at the beginning, and people will be able to "vote" with colored cards or show of hands.
- The roadshow will be ready for testing at WTS on August 18.
- The roadshow should be flexible for different lengths of time.

August 4 Team Meeting Agenda

1. Workshop agenda
2. Workshop polling questions (Chuck will lead us through a polling simulation, using the Web. We will need Internet access)
3. Media plan
4. Recruitment of targeted groups
5. Flyer
6. Roadshow format

Schedule

July 17	Webcast logistics for Fresno workshop confirmed
July 29	MIG sends draft flyer to Del for review
August 3	Caltrans staff submits draft questions to Chuck and Nancy (earlier than the 3 rd is better, see above about brainstorming session)
August 4	Team meeting, 9:00 – 11:00 a.m. at Caltrans. Chuck will join by phone and lead us through polling simulation.
August 10	List of ethnic media from the Districts sent by Laurie to MIG
August 10	Laurie sends suggested underrepresented target groups for each workshop to MIG
August 14	MIG sends media plan to Del
August 14	MIG sends prototype roadshow script to Del
August 18	Nathan presents roadshow to WTS (Del, Nancy are present)