

**CTP 2035 PPP TEAM MEETING**  
10/15/08 2929.21

Nathan S.  
Del D.  
Pam K.  
Laurie W.  
Ann M.  
Terri B.  
Kerry L.  
Nancy K.

**TASK 1. SCOPE/FOCUS DOCUMENT**

FRAMEWORK TO MIG BY 11/1  
↳ "SCOPE DOCUMENT"  
FOR WEB PORTAL UPLOAD,  
EDITING, PUBLIC CONSUMPTION

**NOT INDESIGN**

JUST LAID OUT ON WEB PORTAL,  
PRINTABLE - W/ BANNER ON TOP 11/30  
CALTRANS APPROVES DRAFT 11/14

\* CREATE A PROJECT LETTERHEAD  
WORD TEMPLATE

FINAL ON WEB PORTAL 11/30 → 12/1

**TASK 7. CTP 2035 DOCUMENT**

SORTED WEB PORTAL COMMENTS  
NEEDED (PULL DOWN MENUS ON WEB)

FOLLOW-UP TASK ORDER? REDUCE SCOPE

→ THIS IS ONLY A TEMPLATE, DUE  
TO TIMING

MIG EDITS THE DRAFT CTP 2035

**TASK 2. PROCESS GRAPHIC**

SAME LEVEL AS D3 CSMP  
PROCESS GRAPHIC

FINAL BEFORE JAN. PAC MTG.  
ASAP ↳ BY DEC!

SEND QUESTIONNAIRE TO  
CORE TEAM ASAP

**TASK 3. 11x17" BROCHURE**

SELF-MAILER? ~~YES~~ NO

PRIMARYLY A HANDOUT  
MAILED TO TRIBES  
ENVELOPE SIZE?

CALTRANS DOES MAILINGS

PHOTOS, TIMELINE, FRAMEWORK,  
GOALS, POLICIES, TRIANGLE,  
THEMES CALTRANS

DUE DATE - ??  
START IN JAN?

**TASK 4. OUTREACH STRATEGY**

MIG PRESENTS TO JAN. PAC

✓ LINK TO PPP + RESEARCH

✓ OUTLINE OF APPROACH,  
ACTIVITIES

MIG ATTENDS 2 PAC MTGS.  
(2 & 3)

OUTREACH DOCUMENT = IMPLEMENTATION  
PLAN, FAIRLY DETAILED  
ADD WEB PORTAL TASKS

FOCUS ON UNDER-REPRESENTED  
OUTREACH, EFFECTIVENESS

FOCUS ON MESSAGE

THIS IS A PROJECT-LEVEL PPP  
ONLY COST-EFFECTIVE PAID ADS  
UTUBE

FINAL DRAFT FOR 409 PAC  
DRAFT TO CALTRANS 12/15

\* CALTRANS NEEDS TO CHECK ON  
OTHER MEETINGS TO COORDINATE  
WITH (DECONFLICT!)

**TASK 5. FOCUS GROUPS**

SACRAMENTO  
① 1st 3 - EARLY, STAKEHOLDER  
3 E'S - (LA, FRESNO, REDDING)

② 2nd 3 - GP, GEOGRAPHIC  
DID WE GET RIGHT?

RESULTS FEED INTO  
WORKSHOPS

TELL PAC THIS IS A SCALED-  
BACK, COST-EFFECTIVE OUTREACH

**TASK 6. 6 WORKSHOPS**

LOCATIONS IN TASK PROPOSAL  
LIVE WEBCASTING?

DESIGN A METHOD FOR  
TAKING INPUT FROM  
NON-ATTENDEES (USE  
WEB PORTAL)