



MEMORANDUM

to **Terri Bridges, Caltrans**
from **Joan Chaplick, MIG**
re **Caltrans Public Participation Portal Revision Recommendations**
date 10/13/2008

Goals

The goals of the Caltrans PPE Web Portal are twofold:

1. Educate Caltrans staff about the public participation and engagement program;
2. Provide clear instructions on how to apply the program to their own projects.

Content Organization

In keeping with the overall goals of the portal, MIG proposes a reorganization of the portal content as outlined below. This revised structure will allow users easy access to information and relevant documents. All content should be as concise as possible, using clear headers, lists and graphics as needed so users can scan content quickly.

In addition, sections containing extensive information (e.g., lists of projects, etc.) should be separated as discrete sub-pages (accessible via hyperlink) in order to reduce the amount of text on the main portal page. However, the total number of sub-pages should be kept to a minimum to keep the directory structure lean.

Proposed Portal Structure

MIG recommends that the portal utilize the “three column” template approved under Caltrans design standards.



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Main Portal

Left Column:

To be kept as is in order to adhere to existing site navigation and connection to overall OCP directory structure.

Main Column:

Title: Public Participation and Engagement

I. Purpose

Provides an overview of the program and its mission.

II. Projects

a. Featured Project

Describes a featured project in a brief paragraph, including a photo. The featured project is updated regularly.

b. Project Archive (link)

Provides a link to the Project Archive sub-page.

III. Best Practices

a. Methods

Describes the approach and methodology behind the program; includes a listing of the types of techniques and tools utilized.

b. Project Toolkit (link)

Provides a link to the comprehensive Project Toolkit sub-page.

c. Featured Topic

Showcases a recently completed project and highlights results achieved using specific outreach methods. This section may also feature new technologies such as online video clips, podcasts or other features (pending IT approval) on topics related to best practices. The featured topic would be updated regularly.

Right Column:

I. Getting Started

Provides clear, step-by-step instructions for initiating a PPE project.



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- a. **Task Order form (link to PDF)**
- b. **Contact Information**

II. **Additional Resources (links)**

Provides links to additional documents, external websites and other materials relevant to the PPE process.

Project Archive Sub-page

The Project Archives sub-page provides a comprehensive listing of all projects utilizing the PPE process. Each of the items on the list links to a printable project plate (PDF). Items on the list may include photos and a brief (2-3 sentence) description.

Project Toolkit Sub-page

The Project Toolkit sub-page serves as an on-line encyclopedia of the specific tools and methods used to achieve successful public participation and engagement. The toolkit is accessible from the “Tools” section of the main portal.