

TRANSPORTATION PLANNING

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Public Participation and Engagement

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Purpose

Caltrans' Public Participation and Engagement Contract (PPEC) provides support to help the Districts and Headquarters bring projects to the people by giving communities a critical voice in the transportation planning and programming decisions that affect them most. Caltrans has contracted with MIG, Inc., a nationally recognized leader in public involvement, to develop successful outreach programs for diverse audiences. Through dynamic public meetings, interactive land use exercises and other innovative methods, the PPE process gets people involved at all stages.

Our goal is to translate complex planning and design issues into language and graphics that people can understand. These outreach efforts engage all stakeholders, especially those that are traditionally underserved. This inclusive approach means that more people are aware of the projects that are happening in their communities and are more likely to stay actively invested in the process.

Caltrans has successfully engaged the public on a wide range of projects that support community-based planning, public engagement and [Context Sensitive Solutions](#). Some sample projects are described below.

Presentations

-> **Featured Presentation**



Caltrans Planning Horizons

Daniel Iacofano, founding principal of MIG, Inc., gave the Planning Horizons presentation, "Getting the Most Out of Public Involvement" on April 22, 2009. The 45 minute presentation was followed by questions and discussion with a variety of Caltrans planning staff.

A video of the presentation and discussion is available by clicking [here](#)

A copy of the powerpoint presentation is available by clicking [here](#)

Projects

-> **Featured Project**

Kroy Pathway Conceptual Improvement Outreach

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. The process resulted in a series of identified design strategies, generated public support and was funded and implemented by the City of Sacramento.

-> [Learn more](#)

-> **2009 Project Profiles**



Strategic Planning Workshop for the Crenshaw Community of Los Angeles

Caltrans convened over 50 representatives from the Los Angeles Urban League (LAUL), the California Department of Business Transportation and Housing Agency (BTH), the California Department of Housing and Community Development (HCD), and other stakeholders for a strategic planning workshop to identify opportunities to enhance and improve the quality of life in Crenshaw.

[\(link attached 1-page summary\)](#)



Grand Boulevard Forum

Caltrans sponsored a public forum in coordination with Local agencies and partners to educate the public about the Grand Boulevard Initiative for transforming the El Camino Real corridor.

[\(link attached summary report\)](#)



State Route 46 East Comprehensive Corridor Study Public Involvement Summary

The attached report summarizes the 18 month, multi-agency planning process that

[\(Link attached summary report\)](#)



Statewide Corridor System Management Plan Online Portal

With over 40 Corridor System Management Plans (CSMPs) in progress throughout the state, www.corridormobility.org serves as an invaluable online source of information about these dynamic, multi-stakeholder planning processes.

For District Staff

-> **Getting Started**

District and Headquarters staff seeking PPEC resources and assistance for a Caltrans project should contact Terri Bridges, contact information below.

Caltrans' PPEC provides on-call consultant services to Headquarters and the 12 District Planning units for public engagement and outreach efforts during early transportation planning efforts.

The goal of the PPEC is to provide the specialized services and skills needed to ensure public engagement successes. The \$2.2 million contract, funded by the Office of State Planning and Research, was awarded to [MIG, Inc.](#) on November 7, 2006. It will expire on February 28, 2011.

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Project Toolkit

The Project Toolkit is an encyclopedia of the specific tools and methods used to achieve successful public participation and engagement.

Quick Links

- [Information Sharing](#)
- [Project Website](#)
- [Workshops and Workshop Tools](#)
- [Policy and Technical Advisory Committees](#)
- [Graphics and Visualization Techniques](#)
- [Environmental Justice](#)
- [Media Coordination](#)
- [Other Methods](#)

Information Sharing

Sharing information with stakeholders, local communities and constituencies is crucial to the success of any project. Through the on-call public involvement contract, a number of information-sharing methods can be used, including:

-> **Project Newsletters and Fact Sheets**



Newsletters and Fact Sheets can be developed for a variety of audiences, both internal stakeholders and the general public. Key message and images are identified and materials are developed that convey the proper tone and message. Newsletters and fact sheets can be distributed by mail or electronically.

-> **Distribution through existing resources**



Existing local resources are identified that can help you get the word out about your project or planning process. Successful methods previously used have included:

- > Mail lists of Chambers of Commerce, environmental organizations, California Highway Patrol, transportation commissions, city agencies and other groups such as local bike organizations.
- > Tables, booths or distributors at local festivals and events
- > Workshop announcements: postcards, door hangers, canvassing. Graphic designers work to design targeted outreach materials that will convey your desired message.

-> **Targeted Outreach and Online Advertising**



Phone, letter, and e-mail invitations can all be sent to targeted stakeholders such as individuals, public agencies and other interest groups. Announcements can also be posted through a variety of online outlets such as local event pages and organizational websites.

Project Website

Project websites can serve as a virtual project portal. The sites feature planning and background documents as well as a description of relevant planning processes and opportunities for public involvement, the SR 46 East Comprehensive Corridor Study (CCS) [website](#) is one example. Project websites are fully searchable, so users can access information quickly and easily. Other tools that can be featured on a project website include:

-> **Web Survey**



On-line surveys are developed to solicit feedback on projects from a variety of audiences. Participants in online surveys are often asked questions similar to those asked in the focus groups and interviews.

-> **Document Library**



A document library includes materials such as a Public Participation Plan and other documents that provide a comprehensive view of transportation planning and programming at the statewide level.

-> **E-mail Updates**

Users can sign up for e-mail updates and RSS feeds, as well as post and view comments.

-> **Usage Reports**



Key Caltrans staff hold "administrator rights" to the portal, allowing them access to website visitor statistics and e-mail subscription lists. This access allows Caltrans to monitor distribution and measure the site's effectiveness.