

# APPENDIX D



Outreach Methods Summary

## OUTREACH METHODS SUMMARY

The following techniques are potential outreach methods that may be used during the California Transportation Plan (CTP) and Federal Statewide Transportation Improvement Program (FSTIP) public participation process. Actual outreach methods for a particular CTP and FSTIP planning or programming public involvement activity will be determined based on available resources, time constraints, and applicability. As the public engagement process progresses, a schedule of public participation activities will be posted on the Caltrans CTP website.

### Public Participation Website

Because the public and stakeholders told us that the web was their preferred communication method, a comprehensive website will be a focus of our public participation efforts. A high-quality design based on the “townsquare” model (or a similar interface) will help generate interest in statewide engagement efforts. Townsquare™ is a web-based communication and information management system that provides an on-line project portal for public engagement and education. The City of Richmond is currently using this technology for their General Plan update (<http://www.cityofrichmondgeneralplan.org/>). The CTP and FSTIP public participation

website should have the following features:

- User-friendly and attractive
- A Frequently Asked Questions (FAQ) page
- Information on statewide, regional, and local transportation planning and programming and how they all fit together
- A summary of the CTP or FSTIP that focuses on “hot-button” issues for Californians – such as energy reduction, land use, alternatives to driving alone, highway congestion, air quality, transportation funding, Americans with Disabilities Act compliance, and high speed rail
- A table of contents for posted documents with separate links for individual chapters
- Public comment forms, with responses delivered in a timely manner
- Timelines
- Next Steps
- Signup forms for further information and updates via email
- A format that can be linked to software for the visually impaired
- Translation of summary materials into Spanish, and other languages as needed
- The offer of an alternative format (for instance a printed and mailed version of the website material)
- Continual updating

### Focus Groups

Stakeholder and general public focus groups are an effective method for gathering attitudes, opinions, and ideas to help formulate transportation policies and plans. Focus groups can be established by affiliation, ethnicity, income, mode of travel, age group, traveling conditions, and other specific categories.

Because focus groups require a limited number of participants, financial incentives can be offered for participation, and compensation can be provided for a meal, daycare, and transportation to the sessions. To ensure maximum participation, focus groups targeted at the public will be held in the evenings to accommodate work or school schedules.

### Comprehensive Database of Stakeholder Groups

For ease in updating, a stakeholder database will be focused on statewide or regional-level groups, whenever possible. Using this strategy leverages the power of the Internet by creating a “web-tree” of partner organizations that are willing to pass along information and invitations to comment on the CTP and FSTIP to their constituencies.

Because it is often difficult to get the attention and comments from those

who are traditionally underserved, such as minority and low-income groups, special efforts should be made to include a broad and diverse set of community-based organizations serving these populations.

### Printed Materials and other Media

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While web-based communication has become commonplace, other media still holds a valuable role in public engagement. Newspaper releases, flyers, and postcards can be used to publicize the public participation website, important CTP/FSTIP milestones, and workshops. News releases can be widely distributed through newspaper ads, public notices, radio, and TV. Ethnic media such as La Voz Latina, The Lang Magazine, Hispanic Business Journal, KEST-AM Chinese World Radio, Azteca News and others provide an excellent forum for reaching those traditionally underserved in the planning process.

### Regional Workshops

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Face-to-face meetings with the public provide the best forum for public interaction and comment. Meetings will be held at convenient times for the public and stakeholders, in ADA-accessible locations and close

to public transit. If needed, translation and sign-language service will be provided. These meetings will be tailored to the type of document that is being reviewed.

### Presentations to Local or Statewide Stakeholder Groups

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For some groups, especially community-based and advocacy groups, presenting at established meetings is the best outreach approach. When meeting with these groups, a record of the session using a standard format will be kept to document their ideas, concerns, and suggestions.

### Innovative Outreach

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Web-based technology has opened up a whole new range of techniques for reaching out to a large and geographically dispersed population. This is especially important to the FSTIP and CTP outreach activities because these programs face the challenge of engaging the public and stakeholder groups throughout the State. Podcasting, webcasting, blogging, and web posted videos are a few of the techniques that may be employed to channel the power of technology to reach a broad and diverse audience.

### Surveys

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Because the public cites surveys as their least preferred method of communication, surveys will be used on a limited basis. E-mail questionnaires may be used to focus on very specific issues or as an additional means to collect comments on draft documents.