

APPENDIX E

Recommended Strategies Matrix

RECOMMENDED STRATEGIES MATRIX

CATEGORY	TARGETED GROUPS	RECOMMENDED STRATEGIES	SPECIAL CONSIDERATIONS	TOPICS OF HIGH INTEREST
General Public	<ul style="list-style-type: none"> • Any and all residents of the State who are not affiliated with a particular interest group • Targeted by geographic area. 	<ul style="list-style-type: none"> • Regional media releases announcing the website and public meetings • Use the communications departments of RTPAs and MPOs to disseminate information (through newsletters and e-newsletters) • Signup on the Caltrans website for e-mailed updates • Strong relationship with transportation reporters in the regional media • Meet with regional newspaper editorial boards 	<ul style="list-style-type: none"> • Assurance that input will make a difference • Specific information about how projects will impact their lives • Particularly interested in local and regional projects 	<ul style="list-style-type: none"> • Local transportation projects • Regional transportation projects • Public transportation • Traffic congestion • Impacts of transportation on the environment and health • The process of transportation planning, timing, and funding • Effectiveness of the CTP and FSTIP
Local, Regional, State and Federal Agencies and Organizations	<ul style="list-style-type: none"> • Federal transportation agencies • State historical and resource agencies • Caltrans Districts • Regional transportation agencies • City and County Public Works Agencies • California State Association of Counties • California League of Cities 	<ul style="list-style-type: none"> • E-mail notifications of website, newsletters, and meeting announcements, requesting that they be forwarded to the web-tree of that group • Use the communications departments of RTPAs and MPOs to disseminate information • Presentations made to key groups by Caltrans HQ or district staff 	<ul style="list-style-type: none"> • To be informed and included in the public participation processes • Understand key messages that are relevant to the work of these agencies 	<ul style="list-style-type: none"> • Climate change and other environmental issues • Water • Growth • Land use and transportation • Aging infrastructure and how to pay for maintenance and rehabilitation • How to pay for new facilities • Urban-rural fair share of transportation resources

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Affected Public Agencies, Groups, and Individuals	<ul style="list-style-type: none"> • Ports • California Highway Patrol • Safety Center • Governor’s Office of Emergency Services • California Transit Association • California Association for Coordinated Transportation • California Automobile Association 	<ul style="list-style-type: none"> • E-mail notifications of website, newsletters, and meeting announcements, requesting that they be forwarded to the web-tree of that group • Presentations made to key groups by Caltrans HQ or district staff 	<ul style="list-style-type: none"> • To be informed and included in the public participation processes • Understand key messages that are relevant to these organizations • Make sure major stakeholders are all included 	<ul style="list-style-type: none"> • Air quality • Funding • Safety • ADA enforcement and interpretation • Congestion relief • Automated enforcement • Keeping road system running smoothly • Offering alternatives to driving
Business Organizations	<ul style="list-style-type: none"> • California Chamber of Commerce • Other statewide and regional business groups 	<ul style="list-style-type: none"> • E-mail notifications of website, newsletters, and meeting announcements, requesting that they be forwarded to the web-tree of that group • Presentations made to key leadership groups by Caltrans HQ or district staff 	<ul style="list-style-type: none"> • Business groups are particularly time-sensitive and like to use the website and e-mail more than meetings • Understand key messages that are relevant to business 	<ul style="list-style-type: none"> • Goods movement • Adequacy of transportation infrastructure • Funding and how it’s raised • Removal of barriers to transportation development, such as litigation
Representatives of Users of Pedestrian Walkways and Bicycle Transportation Facilities	<ul style="list-style-type: none"> • California Walks • California Bicycle Coalition 	<ul style="list-style-type: none"> • E-mail notifications of website, newsletters, and meeting announcements, requesting that they be forwarded to the web-tree of that group • Ask for Caltrans staff to give briefings to statewide and regional groups, tailoring the briefings to the issues most important to those groups 	<ul style="list-style-type: none"> • Feeling included at all levels of transportation planning and programming • Knowing that their input is heard and makes a difference 	<ul style="list-style-type: none"> • Promotion of walking and biking, • Fairness of funding for those modes compared to other modes • Development of complete streets • Safety; speed management • Design and enforcement • Effectiveness of the CTP and FSTIP

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Community and Environmental Groups	<ul style="list-style-type: none"> • Sierra Club • Planning and Conservation League • American Lung Association and Breathe California • American Association of Retired Persons • Housing California • Latino Coalition for a Healthy California • Caltrans Nat. American Advisory Committee • NAACP • Urban League. 	<ul style="list-style-type: none"> • E-mail notifications of website, newsletters, and meeting announcements, requesting that they be forwarded to the web-tree of that group • Provide printed materials upon request if e-mail is not available • Use ethnic media to publicize meetings • Ask for Caltrans staff to give briefings to statewide and regional groups, tailoring the briefings to the issues most important to those groups • Ask to be on the agendas of community leadership groups 	<ul style="list-style-type: none"> • Community groups often require a very pro-active approach to public participation • Personal contacts important to community groups • Include a larger list of community groups to target so as to assure adequate representation • These groups need to feel included at all levels of transportation planning and programming • They need to know that their issues are understood and that they have a voice 	<ul style="list-style-type: none"> • Environmental groups – environmental sustainability, fighting sprawl and pollution, promoting alternatives to driving, health related to transportation, safety. • Community groups – environmental justice and transportation equity, alternatives to driving, health related to transportation, housing for low-income and homeless persons, safety. • Link issues to people and the environment; explain why it is important to be involved
Representatives of Public Transit Employees	<ul style="list-style-type: none"> • Amalgamated Transit Union • United Taxicab Workers 	<ul style="list-style-type: none"> • E-mail notifications of website, newsletters, and meeting announcements, requesting that they be forwarded to the web-tree • Ask for Caltrans staff to give briefings to statewide and regional groups, tailoring the briefings to the issues most important to those groups 	<ul style="list-style-type: none"> • Have been active at regional level, want to participate at statewide level • Taxi companies want to be seen as public transit 	<ul style="list-style-type: none"> • Funding of public transit • Operations and expansion • Improvements to transit, particularly in suburban areas • HOV lanes • Road maintenance

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Freight Shippers	<ul style="list-style-type: none"> California Trucking Association Burlington Northern Santa Fe CA Aviation Alliance 	<ul style="list-style-type: none"> E-mail notifications of website, newsletters, and meeting announcements, requesting that they be forwarded to the web-tree of that group Ask for Caltrans staff to give briefings to statewide and regional groups, tailoring the briefings to the issues most important to those groups 	<ul style="list-style-type: none"> Want to understand the larger view in relation to their interests Want to know the different levels of local, regional, and statewide plans Want the public to understand freight issues 	<ul style="list-style-type: none"> Goods movement capacity Regulations Tolls Development of inappropriate land uses around airports
Private Providers of Transportation	<ul style="list-style-type: none"> SuperShuttle MV Transportation 	<ul style="list-style-type: none"> E-mail notifications of website, newsletters, and meeting announcements, requesting that they be forwarded to the web-tree of that group Ask for Caltrans staff to give briefings to statewide and regional groups, tailoring the briefings to the issues most important to those groups 	<ul style="list-style-type: none"> They bring a different perspective to the table because they work with so many different clients They feel they offer a public transit service, but are treated as private vehicles on HOV lanes and at airports 	<ul style="list-style-type: none"> Traffic congestion, particularly in large urban areas Use of HOV lanes when vehicles are empty Road quality
Representatives of Users of Public Transportation	<ul style="list-style-type: none"> The Transit Coalition (LA) San Joaquin Valley Rail Committee 	<ul style="list-style-type: none"> E-mail notifications of website, newsletters, and meeting announcements, requesting that they be forwarded to the web-tree of that group Ask for Caltrans staff to give briefings to statewide and regional groups, tailoring the briefings to the issues most important to those groups 	<ul style="list-style-type: none"> For the groups interviewed in this research, rail is the big issue. 	<ul style="list-style-type: none"> Rail, at different levels Better performance out of the existing system Additions to service throughout the state

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Representatives of the Disabled	<ul style="list-style-type: none"> • Californians for Disability Rights • Protection and Advocacy, Inc. (Sacramento) 	<ul style="list-style-type: none"> • Email notifications of website, newsletters and meeting announcements • At public meetings, accommodate all needs for accessibility (sign language for hearing-impaired, or assistants for visually-impaired). • Make documents available immediately in accessible formats (such as PDF and HTML for the visually-impaired) • Give briefings to statewide and regional groups, tailoring the briefings to the issues most important to those groups. • These groups like face-to-face meetings; consider focus groups 	<ul style="list-style-type: none"> • Accessibility of all documents and meetings • Timeliness of meeting or document summaries in accessible formats • They need to know that their issues are understood and that they have a voice and are respected • Want to be assured that progress is being made on their needs 	<ul style="list-style-type: none"> • Accessibility of the transportation system to people with physical, cognitive, and psychiatric disabilities • Availability and rules of paratransit • More public transit for everyone • Affordability of transit • Relevance to future generations