

Headquarters—CIB/CTP Public Outreach Activities

Project Summary

Caltrans Office of State Planning, with MIG's assistance, launched this project in September 2008 to engage stakeholders and the public in the development of the California Transportation Plan (CTP) 2035 (Plan) with the intention that the Plan would include public input and have greater buy-in and support. This effort was planned to employ a variety of methods and strategies, based on recommendations in the recently updated Caltrans Public Participation Plan. In September 2009, the outreach workshops, which were the project's centerpiece, were postponed several months to accommodate a new and more broadly effective initiative, the California Interregional Blueprint (CIB). This additional time allowed Caltrans to highlight its efforts to integrate regional Blueprints for transportation and land use planning decision making at the state level. The workshops were redesigned to solicit the involvement of regional and local transportation planners, as well as Caltrans District staff.



Project Success

The stakeholder workshops informed the California Interregional Blueprint (CIB) Progress Report. The report completes the first phase of the overall CIB effort, giving a snapshot of the best planning information available to date to address new state and Federal requirements, including an analysis of greenhouse gases, while improving upon project delivery. This report will now guide Caltrans through a second phase of critical planning updates, including the development of robust modeling and data programs and a fully developed California Interregional Blueprint that will then become the foundation of the next update to the State's long-range transportation plan—the California Transportation Plan 2040.



Outreach Methods

- CIB/CTP Web portal (www.californiainterregionalblueprint.org); described in separate report on project 2929.16, the CIB/CTP Web Portal)
- Focus group recruitment ads on Craigslist
- Stakeholder workshop flyer, e-mailed and distributed by Caltrans Districts to regional and local transportation agencies
- Promotion of the workshops through invitations to Indian Tribes



Public Involvement Tools

CTP Scope/Focus and Summary Timeline Documents

Graphical documents explaining the CTP and the update process were produced for the public and stakeholders.

Brochure

A user-friendly summary of the CTP 2035 process and content was published in a brochure format.

Focus Groups

Six focus groups were held around the state in early 2009, presenting major new initiatives for the Plan and asking for reactions and ideas. Three of the focus groups were with individuals from stakeholder groups, and three were with members of the general public. The focus groups elevated the level of interest and involvement in the Plan among attendees and yielded many useful suggestions.

Stakeholder Workshops

MIG organized and facilitated stakeholder workshops in six locations—Redding, Sacramento, Fresno, Los Angeles, San Diego, and Oakland—during February-April 2010. Although open to the public, the workshops were specifically aimed at soliciting initial feedback on the CIB concept from stakeholders that included transportation professionals from regional agencies.



Deliverables

Scope/Focus Document
 Summary Timeline
 CTP Brochure
 Focus Group Summary Report
 PowerPoint Template
 Workshop Organization, Design,
 and Facilitation
 Workshop Packet
 Stakeholder Workshops
 Summary Report
 CIB Progress Report

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The workshops included educational presentations and handouts, with each presentation followed by electronic polling, a process in which participants' opinions on specific questions were solicited via FM radio input terminals, tabulated and immediately presented back to the group as a catalyst for discussion.

Webcasts

Five of the six stakeholder workshops were webcast, with handout materials available on the web portal for those attending via webcast. A link was also supplied to allow remote viewers to submit questions and input.

Project Reports

MIG wrote, edited and designed the Focus Groups Summary, Stakeholder Workshops Summary, and CIB Progress Report in an attractive, easy-to-read format.

Environmental Justice Community Involvement

For the CTP focus groups involving members of the general public, MIG carefully screened participants to ensure each group had participants reflective of the diversity within each community. The project addressed environmental justice through the involvement of stakeholders from public agencies representing the interests of the traditionally underrepresented, such as low-income transit users. The web portal was designed for both the stakeholders and the general public.



Lessons Learned

For such a large undertaking as public outreach on a statewide transportation plan, it is very important to leverage the local expertise of the Caltrans District staff and to use them effectively to bring stakeholders to the workshops. It has

also been important to be flexible in our approach to the workshops as their timing and purpose changed. Close communications between MIG and Caltrans staff has been critical throughout the project, due to the complex and comprehensive nature of the CIB/CTP outreach. For the future, we recommend that adequate resources be put toward communications with Caltrans on large projects.



Results

In combination with the Web portal described in the summary of project 2929.16, this public involvement effort has produced an effective box of tools for outreach and engagement of both stakeholders and the general public on statewide transportation plans. By leveraging the use of staff from the 12 Caltrans Districts and the regional transportation agencies, the reach of public and stakeholder involvement has been extended. Electronic communications – websites and e-mail – are now fully used as a quick and effective means to engage Caltrans' planning partners.

This project also assisted Caltrans in meeting new SAFETEA-LU Public Engagement Requirements as outlined in Section 450.210 (23 CFR 450.21), and is improving the integration of land use and transportation planning.