

**Caltrans Public Outreach for the CTP 2035 (2929.21)**  
**Team Meeting Summary**  
**June 1, 2009, 9:00 am to 12:00 noon**  
**MIG Davis Office**

**Team Members Present:**

Del Deletetsky, Nathan Smith, Pam Korte, Laurie Waters, Stuart Mori (Caltrans)  
Kerry Daane Loux, Nancy Kays (MIG)

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**Meeting Overview and Agenda Review**

The purpose of the meeting is to prepare for the statewide workshops in September and October. The proposed agenda was reviewed and approved.

**Workshop Logistics and Targets Agreed upon in the meeting:**

- *Six workshops around the state, in approximately the following order:*
  1. Sacramento (District 3)
  2. Redding (District 2)
  3. Fresno (Districts 6,10)
  - 4/5. LA/San Diego (in one trip; two days) (Districts 7,8,11,12)
  6. Oakland (District 4)
  
- *Workshops will be supported by an on-line survey on the website:*

Survey uses the same questions developed for the workshops.  
On-line option provides opportunity for specific districts not represented by a workshop venue (Eureka, District 1; Bishop, District 5; San Luis Obispo, District 9)  
Survey timeframe approx one month long, to be scheduled for the month following the workshops (October 20—November 20)
  
- *Goals/Indicators of Success for six workshops:*

Validation/education are key goals (for example, public needs better knowledge of why responding to climate change is important for transportation planning)  
Number of participants: Success will be measured by attaining targeted number of people. Larger venues (i.e. LA, Oakland) aim for 50-100; smaller cities (i.e. Redding, Fresno) aim for 30-50, but plan for the larger numbers.  
Other measures are also important:  
Mix of people, including stakeholders and general public; attaining participation by underrepresented such as youth, aged, low income, disadvantaged, tribal interests, Title VI Spanish-speaking, Hmong, Sikhs, etc.; (Caltrans District staff will be participating in outreach and responsible for identifying stakeholder lists, with the assistance of MIG for media coverage in CBO newsletters, posters, etc)

- *Approach and format of workshops:*

Logistics: Two hour meeting on MTWTh (not F); book rooms for four hours to include setup and cleanup. All workshops will be daytime hours, targeting 12-2pm, except Redding, evening 6-8pm.

5 min	District Director or MPO Director: Welcome (Marty to represent Caltrans at Sacramento workshop)
25 min	Nathan or representative: CTP 2035 Intro What we've done; where we're headed; powerpoint
60 min	Chuck Anders: Facilitated discussion Interactive polling with prepared questions, led by Chuck, with real time data displayed; flip charts recording comments by MIG (two staff present) and comment cards to be handed out to each participant for demographics and additional responses (no wallgraphics/ small groups)

Food: lunch: green salad, fruit salad, roll and cookie tray with beverages; dinner in Redding: BBQ

Incentives: We will all think of opportunities for enticing participation such as providing tour of interesting venue, transit vouchers, partnering with private businesses for prizes, etc.

Advertising: pdf flyer/invitation will be provided to District and placed on website. Not asking for response in order to attend.

Content/Questions: Build from brochure content—trends and challenges; and from webportal content; priorities will be addressed as questions with clicker technology, and will be developed in collaboration with Chuck Anders; both new questions and reasking former questions will apply:

Sources of questions:

Surveys: 2007 external survey, and/or 2002 survey (better)—Pam/Laurie will send these to Kerry

Brochure and webportal

SACOG survey questions—Nancy will look for these

Focus, e.g.: 'How does CTP 2035 improve state's economy?'

Handout: During workshops, a handout will be given to each participant; one side for collecting demographic data anonymously; other side with all clicker questions for additional comments in writing. MIG will transcribe and compile comments.

District meetings with targeted groups not likely to attend: We will have to anticipate 'holes' in coverage of underrepresented. MIG and Caltrans Core Team will assist Districts in going to these representative groups for additional input by preparing a scripted meeting template for about a half to one hour meeting format to include powerpoint adapted from existing Caltrans ppt and questions—same as workshops, but fewer. This template for small group presentations will be provided to District reps to support/help them in their outreach efforts. They will also give out the brochure; use handout form similar to above for demographics and comments.

For all of above, be sure to notify participants about website and upcoming workshops.

- *Proposed overall schedule:*  
Aug 25 PAC: review strategies (Aug 1 deadline for distribution to PAC)  
Sept 20-Oct 20: six workshops  
Oct 20-Nov 20: web survey for general public and all districts use (especially 1,5,9—special outreach/invitations for use by these districts can be created)  
Open ended between now and Nov 20—Targeted Outreach: District-generated small group meetings, such as visiting special interests and underrepresented groups and getting on their agendas to get their input (see note above)  
Feb 2010: PAC, present second draft  
June 2010: final draft

*Other notes:*

- At least one workshop should be webcast. Caltrans will look into this.
- Nancy and Kerry will meet with Chuck Anders to establish questions for review by Caltrans team (before next meeting)
- Nathan will be making presentation to Womens Transportation Seminar in August; MIG will also attend
- Laurie will check with District reps for additional info re venues

**Next Steps**

- Follow up tasks: complete venues and dates (Kerry); send sample questions to team (Pam, Laurie or Del, Nancy); complete draft questions for review at next meeting (Kerry, Nancy, Chuck Anders); think about incentives (all)
- Next team meeting: Tuesday, June 23, 10-12 am at Caltrans office
  1. Review finalized dates and times: Deconflict; send to Districts; upload on website
  2. Coordinate outreach plan
  3. Review draft questions and finalize