

Headquarters—California Interregional Blueprint/ California Transportation Plan Web Portal

Project Summary

In 2008, Caltrans launched the interactive web portal, www.californiatransportationplan2035.org (or www.ctp2035.org) as a major public involvement tool for the California Transportation Plan 2035 (CTP 2035). The web portal was designed and administered by MIG using TownSquare™ technology. When the CTP update was postponed to allow time to develop and integrate the California Interregional Blueprint (CIB), MIG redesigned and revised the web portal to include information on both the CIB and CTP. Throughout the life of the project, the web portal was continuously updated with meeting announcements, agendas, progress reports, summaries, workshop packets and archived webcasts of stakeholder workshops. The web portal also provided opportunities for user input.



Outreach Methods

- E-mail announcements to public agencies
- Distribution by regional transportation planning agency Public Information Officers
- Promotion through partner agencies' newsletters and websites
- Promotion through League of Cities and the California State Association of Counties



Public Involvement Tools

The web portal included the following features designed to facilitate public involvement:

Document Library

A document library included the Public Participation Plan, stakeholder workshop materials, the Stakeholder Workshops Summary Report, the CIB Progress Report, and other documents that provide a comprehensive view of transportation planning and programming at the statewide level.

Meetings and Events

The meetings and events link provided information about upcoming symposiums and meetings and also included workshop packets, PowerPoint slide shows and webcasts from each session.

E-mail Updates

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

Website Search Feature

The entire website was fully searchable, so users were able to access information quickly and easily.

Usage Reports

Key Caltrans staff held "administrator rights" to the portal, which allowed them to see all site visitor statistics and the list of users who signed up for updates.

Updates

The web portal served as an efficient and effective method to notify Regional Transportation Planning Agency and Metropolitan Planning Organization staff of recent updates, helping to fulfill Caltrans' goal of improving connections with these agencies. An e-mail was sent to all of those who had subscribed to updates whenever a major update or announcement was available.

Environmental Justice

Community Involvement

The web portal was a user-friendly means for people from all communities to learn about the CIB and CTP efforts and register their comments. One key attribute of the portal is website accessibility for those with limited vision.

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Deliverables

Final Web Portal,
continuously updated

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continued from previous page



Lessons Learned

Mass notification through regional agencies and statewide organizations is needed to get the word out about efforts such as a new web portal.



Results

By getting the word out to regional agencies, the Web portal was well publicized. Hundreds of sign-ups for e-mail updates were received, creating a very useful list for specific e-mails at key points in the process, and over 650 people attended the CIB stakeholder workshops via webcast. This project also helped Caltrans meet SAFETEA-LU requirements to make public information available in an electronically accessible format, such as the worldwide web. Finally, feedback on the web portal was very positive.