# Public Participation Best Practices

February 2, 2011

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MIG, Inc.

## Presentation Overview

- Public Participation and Engagement Contract (PPEC)
- Public Participation Research Findings
- Success Factors
- Case Studies
- Questions and Answers

# Overview of the Public Participation and Engagement Contract (PPEC)

## Partnership Overview

- 2006-2010: A four year on-call partnership between Caltrans and MIG, Inc.
- MIG provided outreach assistance to Headquarters and District staff through the PPEC
- Assistance and resources designed to improve stakeholder and community involvement

## Developing Capacity

- Caltrans staff greatly increased outreach skills!
- Demonstrated successes include:
  - Improving relationships with stakeholders and agency partners
  - Responding to community concerns
  - Advancing responsive solutions

## Successful Outcomes!

- Improved interagency partnerships
- Increased community collaborations
- Heightened environmental justice community involvement
- Public participation levels that exceeded SAFETEA-LU requirements
- Demonstrated receptivity to public input
- Improved overall project results

# Review of Public Participation Findings

## PPEC Research

- Research conducted to develop a Public Participation Plan for the California Transportation Plan 2035 and FSTIP
- Data gathered through:
  - Interviews
  - Focus groups
  - Web-based survey

## Findings

- Californians **want to know more** about the transportation system; how it is planned, programmed and funded.
- Caltrans agency partners and stakeholder groups recognize the **importance of participation** to ensuring that the system meets their needs.
- Members of the general public provide **invaluable insight** into how the state's transportation system is working and what can be done to improve it, **even if they are not technical experts.**

## Findings

- The general public and stakeholders support the **participation of representative groups** in statewide transportation planning.
- Everyone wants Caltrans to **maintain transparency** and keep the public informed about the status of projects and how the system works.

## Understanding Best Practices

- The PPEC funded nearly 50 task orders -- all have achieved positive results
- Following is a selection of projects that exemplify **best practices**
- Best practices **effectively employ success factors** to create and sustain successful public participation

## Success Factors

## What is a Success Factor?

- Strategy that is likely to achieve **positive** outcomes
- Helps **prepare for and manage** unpredictable nature of public interactions
- Helps ensure that the project team is **flexible and prepared**

## Success Factor #1

Develop shared goals and objectives.

- Identify clear outcomes
- Identify a shared understanding of success – for Caltrans and partners

*Key questions:*

- What is Caltrans hoping to achieve?
- What problem will this project or plan address?
- How will your partners benefit by participating?

## Success Factor #2

### Identify your partners and key stakeholders up front and throughout the process.

- Create a stakeholder list at the beginning of project planning
- Identify agencies, organizations, interest groups, elected officials and environmental justice advocates
- Continue to add to the stakeholder list throughout the project

## Success Factor #3

### Develop agreements within Caltrans.

- Involve other Caltrans departments and Headquarters early – before bringing in stakeholders
- Develop necessary internal agreements
- Speak with one voice

## Success Factor #4

### Develop agreements with your partners.

- Identify jurisdictions and agencies affected by the project
- Identify mutual goals that can be achieved through collaboration
- Invest time to build and grow relationships
- Allow partners to ask questions and discuss issues
- Ensure that Caltrans and partners are on the same page before going to the public

## Success Factor #5

### Create a solid foundation of facts.

- Establish a firm foundation of facts and shared definition of terms
- Ensure that Caltrans and partners agree on data and conclusions
- Remember that opinions will vary and change, but facts remain the same

## Success Factor #6

Determine your readiness to go out to the public.

- Identify what is open to public influence
- Be united in approach and process
- Determine appropriate scope, scale and reach of the outreach

## Success Factor #7

Start where you have agreement.

- Focus on areas of agreements to engage partners and the public
- Establish agreement on the problem and importance of finding a solution
- Determine consensus on outcomes and desired result
- Focus on details about how to get there

## Success Factor #8

### Understand where there are disagreements.

- Identify the source of the disagreement – root, outcome, method of achievement
- Address areas of disagreement early and openly
- Ensure that they do not derail the participation and planning processes

## Success Factor #9

### Focus on outcomes.

- Identify solutions and test them against outcomes
- Test how well they respond to the areas of disagreement

## Success Factor #10

### Evaluate your results.

- Take time to acknowledge and document success
  - Evaluate results
  - Thank partners and celebrate results!
- Lay the groundwork for ongoing growth and positive outcomes in the future
- Strengthen the community trust built to date

## Case Studies

## Case Study:
## Kroy Pathway Conceptual Improvement

## Kroy Pathway Conceptual Improvement

**Outreach Objective:**

- Overcome community opposition to improving versus closing down problematic pathway
- Identify solutions that address community concerns about crime and safety
- Ensure pathway's success as a critical link to light rail

## Kroy Pathway Conceptual Improvement - Description

## Kroy Pathway Conceptual Improvement - Description

# Kroy Pathway Conceptual Improvement

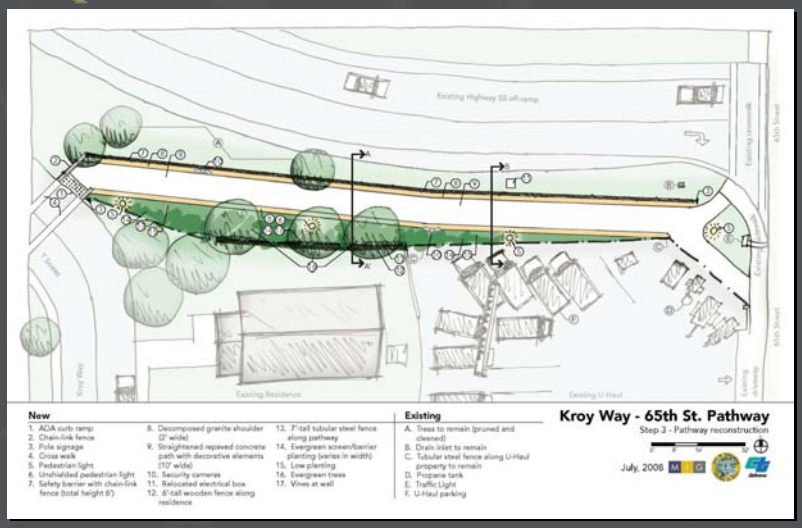
## Outreach

- Postcards
- Mailers to key stakeholders

## Engagement

- Stakeholder interviews
- Advisory Group
- Open House/ Workshop
- Information stations
- Illustrative drawings

# Kroy Pathway Conceptual Improvement - Visualizations



## Kroy Pathway Conceptual Improvement

### Success Factors

- Caltrans and the City agreed on the problem and the importance of solving it
- Partners listened carefully to stakeholders
- Visualizations helped residents see potential solutions

## Kroy Pathway Conceptual Improvement

### Results

- Community agreed on the solution.
- City of Sacramento funded and implemented the plan.
- Project completed in less than one year!

## Kroy Pathway Conceptual Improvement

Grand Opening - Ribbon-Cutting February 2010

## Case Study:
## Crenshaw Neighborhood Workshop

## Crenshaw Neighborhood Workshop

### Outreach Objective:

- Convene a diverse group of stakeholders
- Identify transportation, land use, housing and other improvements
- Enable quality of life improvement in an economically distressed neighborhood in Los Angeles

## Crenshaw Neighborhood Workshop

### Description:

- Hosted by:
  - Los Angeles Urban League (LAUL)
  - California Business Transportation and Housing Agency (BTH)
  - California Department of Housing and Community Development (HCD)
  - Caltrans
- One day workshop attended by over 50 stakeholders
- Reviewed community transportation and housing needs and identified opportunities

## Crenshaw Neighborhood Workshop

## Crenshaw Neighborhood Workshop

## Crenshaw Neighborhood Workshop

### Outreach

- Email and phone invitations to a broad spectrum of key stakeholders

### Engagement

- Transportation and housing-related discussion groups

## Crenshaw Neighborhood Workshop

### Success Factors

- Identified partners early in the outreach process
- Worked closely with federal, state and local partners to identify key stakeholders
- Engaged in constructive planning discussions
- Identified housing and transportation implementation projects, partnerships and funding opportunities

# Crenshaw Neighborhood Workshop

**Results**

- Community Action Plan for the Crenshaw Community
- Identified funding and partnership opportunities to implement the Plan

# Case Study:

# BART to Livermore Community Workshops

## BART to Livermore Community Workshops

### Outreach Objectives:

- Inform community members about Livermore BART Station Area Planning
- Discuss and identify design, station location pairing and alignment priorities
- Identify community objectives and concerns
- Determine BART station pairing, alignment and design that meets community needs

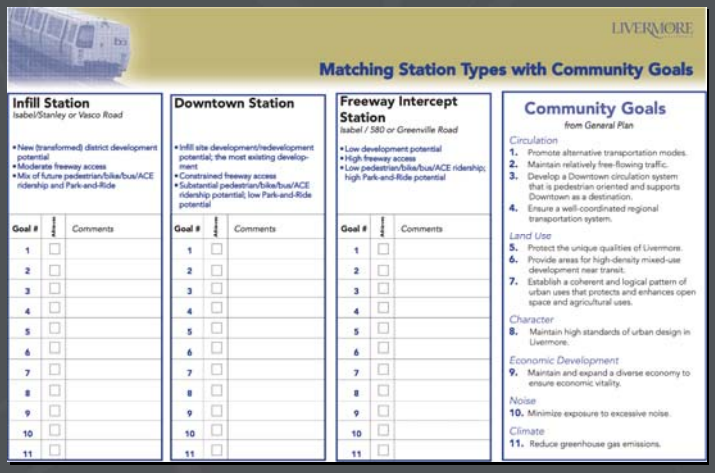
## BART to Livermore Community Workshops

### Description:

- Three community workshops
- Approximately 125-150 community members attended
- Hosted by the City of Livermore
- Meeting agendas included informational presentation, and interactive exercises and discussions

# BART to Livermore Community Workshops

# BART to Livermore Community Workshops



LIVERMORE

**Matching Station Types with Community Goals**

**Infill Station**
*Isabel/Stanley or Vasco Road*

- New (transformed) district development potential
- Moderate freeway access
- Mix of future pedestrian/bike/bus/ACE ridership and Park-and-Ride

| Goal # | Above | Comments |
|---|---|---|
| 1 | ☐ | |
| 2 | ☐ | |
| 3 | ☐ | |
| 4 | ☐ | |
| 5 | ☐ | |
| 6 | ☐ | |
| 7 | ☐ | |
| 8 | ☐ | |
| 9 | ☐ | |
| 10 | ☐ | |
| 11 | ☐ | |

**Downtown Station**

- Infill site development/redevelopment potential; the most existing development
- Constrained freeway access
- Substantial pedestrian/bike/bus/ACE ridership potential; low Park-and-Ride potential

| Goal # | Above | Comments |
|---|---|---|
| 1 | ☐ | |
| 2 | ☐ | |
| 3 | ☐ | |
| 4 | ☐ | |
| 5 | ☐ | |
| 6 | ☐ | |
| 7 | ☐ | |
| 8 | ☐ | |
| 9 | ☐ | |
| 10 | ☐ | |
| 11 | ☐ | |

**Freeway Intercept Station**
*Isabel / 580 or Greenville Road*

- Low development potential
- High freeway access
- Low pedestrian/bike/bus/ACE ridership; high Park-and-Ride potential

| Goal # | Above | Comments |
|---|---|---|
| 1 | ☐ | |
| 2 | ☐ | |
| 3 | ☐ | |
| 4 | ☐ | |
| 5 | ☐ | |
| 6 | ☐ | |
| 7 | ☐ | |
| 8 | ☐ | |
| 9 | ☐ | |
| 10 | ☐ | |
| 11 | ☐ | |

**Community Goals**
*from General Plan*

*Circulation*
1. Promote alternative transportation modes.
2. Maintain relatively free-flowing traffic.
3. Develop a Downtown circulation system that is pedestrian oriented and supports Downtown as a destination.
4. Ensure a well-coordinated regional transportation system.

*Land Use*
5. Protect the unique qualities of Livermore.
6. Provide areas for high-density mixed-use development near transit.
7. Establish a coherent and logical pattern of urban uses that protects and enhances open space and agricultural uses.

*Character*
8. Maintain high standards of urban design in Livermore.

*Economic Development*
9. Maintain and expand a diverse economy to ensure economic vitality.

*Noise*
10. Minimize exposure to excessive noise.

*Climate*
11. Reduce greenhouse gas emissions.

## BART to Livermore Community Workshops

## BART to Livermore Community Workshops

### Outreach

- Local newspaper advertisements
- Meeting flyers and posters in English and Spanish
- Bus cards in regional transit
- Electronic meeting notices

## BART to Livermore Community Workshops

### Engagement

- Small group exercises
- Large group discussions
- Roundtable discussions
- Comment cards
- Visual Preference Workshop Exercise

## BART to Livermore Community Workshops

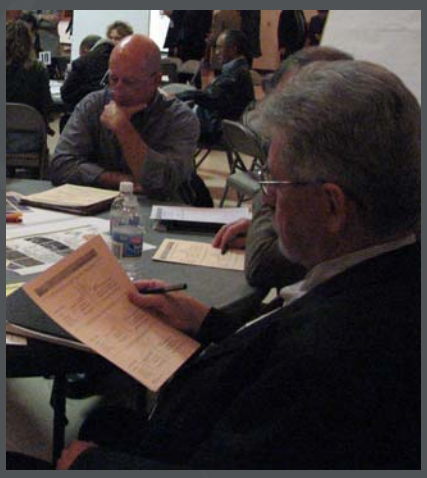
### Success Factors

- Strong collaboration between Caltrans District 4, City and consultants on outreach goals
- Project team agreed on the technical data and how it was presented
- Data provided a neutral fact-based way to discuss and evaluate the alternatives
- Community highly valued opportunity to weigh in on significant transit expansion project
- Community discussions will continue....

## BART to Livermore Community Workshops

### Results

- City Council unanimously supported the locally preferred BART extension alternative derived through this process
- Outreach process is a model for significant planning and engineering projects



## Case Study:
## SACOG Environmental Justice Focus Groups

## SACOG Environmental Justice Focus Groups

### Outreach Objectives:

- Increase the breadth and depth of participation
- Gain an understanding of specific ethnic and low-income communities transportation needs
- Determine if needs have changed in the past five years

## SACOG Environmental Justice Focus Groups

### Description:

Conducted 8 focus groups:

- 3 Low Income
- 2 Hispanic/ Latino in Spanish
- 1 Asian in Vietnamese/ Mandarin
- 1 Native American
- 1 African American

## SACOG Environmental Justice Focus Groups

## SACOG Environmental Justice Focus Groups

**Outreach**

- Job postings on Craigslist.org in English and Spanish
- Community-based organization postings and working through networks

**Engagement**

- Focus Groups
- On-line screening survey
- Screening phone calls

# SACOG Environmental Justice Focus Groups

## Success Factors

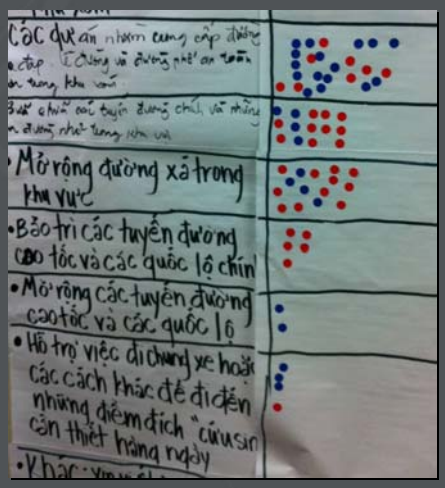
- Outreach and screening processes yielded 89 residents who would not likely participate in any of the 12 community meetings hosted by SACOG
- Paid stipends helped ensure participation is high
- Facilitated discussion and deep listening yielded important information

# SACOG Environmental Justice Focus Groups

## Results

Participants

- Have a better understanding of state highway issues and challenges
- Helped identify solutions to address transportation gaps
- Prioritized transportation projects

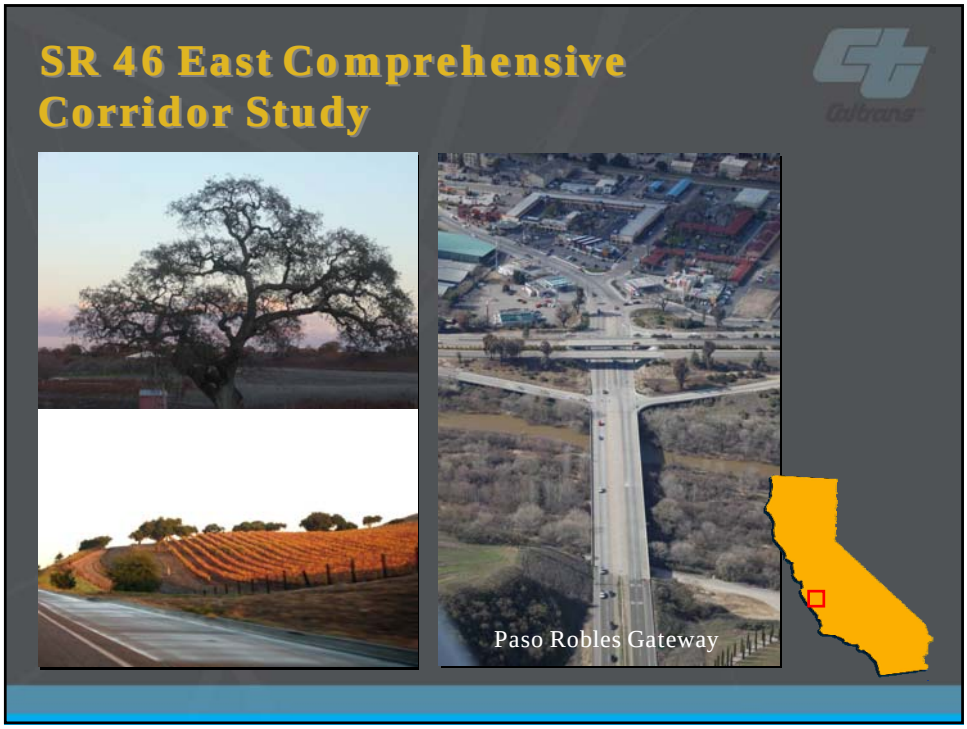


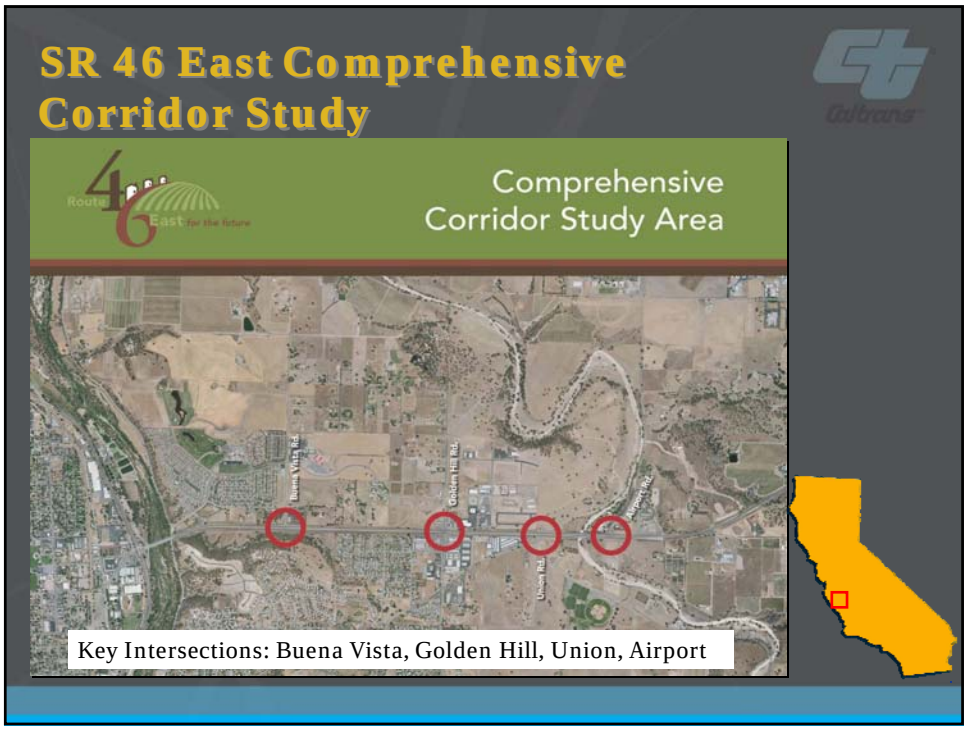
## Case Study:
## SR 46 East Comprehensive Corridor Study

## SR 46 East Comprehensive Corridor Study

### Outreach Objectives

- Develop short and long-term improvement strategies for 5 mile stretch of SR 46 East
- Improve agency relations


SR 46 East Comprehensive Corridor Study
Paso Robles Gateway


SR 46 East Comprehensive Corridor Study
Comprehensive Corridor Study Area
Key Intersections: Buena Vista, Golden Hill, Union, Airport

## SR 46 East Comprehensive Corridor Study

### Outreach

- Project branding
- Newsletter
- Fact sheet
- Media outreach
- www.46eastforthefuture.org
- Workshop announcements: Postcards and door hangers

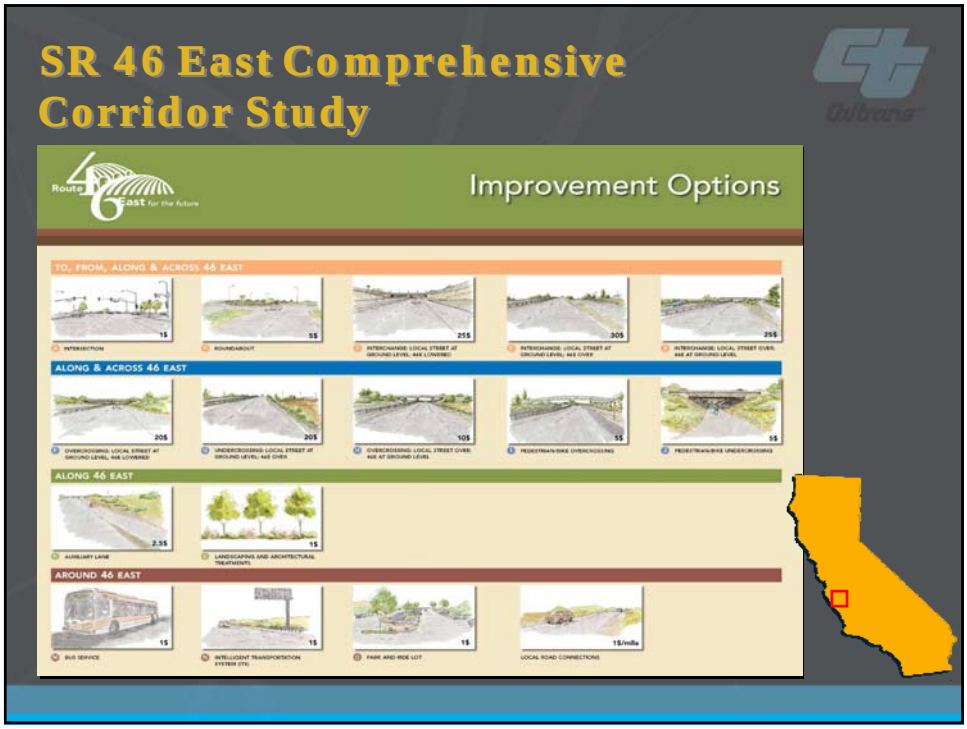
## SR 46 East Comprehensive Corridor Study

### Engagement

- Study Team Meetings
- Stakeholder Interviews
- Public Workshops
- Interactive scenarios
- Materials translation

Steering Committee

Workshop


SR 46 East Comprehensive Corridor Study
Improvement Options
TO, FROM, ALONG & ACROSS 46 EAST
ALONG & ACROSS 46 EAST
ALONG 46 EAST
AROUND 46 EAST

C
INTERCHANGE:
LOCAL STREET AT GROUND LEVEL;
46E LOWERED
25 $
To, From, Along & Across 46 East
F
OVERCROSSING:
LOCAL STREET AT GROUND LEVEL;
46E LOWERED
20 $
Across & Along 46 East
C
INTERCHANGE:
LOCAL STREET AT
GROUND LEVEL; 46E
LOWERED
25 $
F
OVERCROSSING: LOCAL
STREET AT GROUND
LEVEL; 46E LOWERED
20 $

# SR 46 East Comprehensive Corridor Study

## Summary of Potential Local Road Connections Suggested at May 29, 2008 Workshop

A. Golden Hill Rd. to Dry Creek Rd., via bridge connection
B. Buena Vista Dr. to Golden Hill Rd. extension
C. Paso Robles Blvd. to Airport Rd., via bridge connection
D. Wisteria Lane to Airport Rd., via bridge connection
E. Union Rd. extension to Dry Creek Rd., via bridge connection
F. Buena Vista Dr. to N. River Rd.
G. Mill Rd. to Union Rd.
H. Dallons Dr. to Wisteria Lane
I. Dry Creek Rd. to Mill Rd.
J. Union Rd., extension to realigned Airport Rd.

# SR 46 East Comprehensive Corridor Study

## Results

- Endorsement of Comprehensive Corridor Study by City of Paso Robles, SLO County and SLOCOG
- Increased inter-agency problem solving capacity
- Outreach process received statewide award in 2009!

## Case Study:

## SR 99 Soundwall Community Safety and Enhancement Project

## SR 99 Soundwall Community Safety and Enhancement Project

### Outreach Objectives

- Develop community support for an innovative approach to addressing crime, blight and other negative impacts in a problematic right of way
- Respond to as many community concerns as possible to ensure community participation

## SR 99 Soundwall Community Safety and Enhancement Project

### Description

- Caltrans District 3 will sell the right of way on the west side of the Soundwall between 12th avenue and 47th avenue in Sacramento to the adjacent property owners.
- Caltrans will maintain an easement for maintenance; no permanent structures can be built.
- Property owners can enjoy their newly extended and secure backyards.

## SR 99 Soundwall Community Safety and Enhancement Project

### Community Concerns

To make the offer as attractive as possible to homeowners, Caltrans District 3 will:

- Sell the land for $1, no money changes hands
- Clean the area and remove excess vegetation and debris
- Remove any trees for which homeowners don't want to assume liability or maintenance responsibility
- Confirm with County tax assessor that transfer will not impact property taxes
- Assume all recording fees

# SR 99 Soundwall Community Safety and Enhancement Project

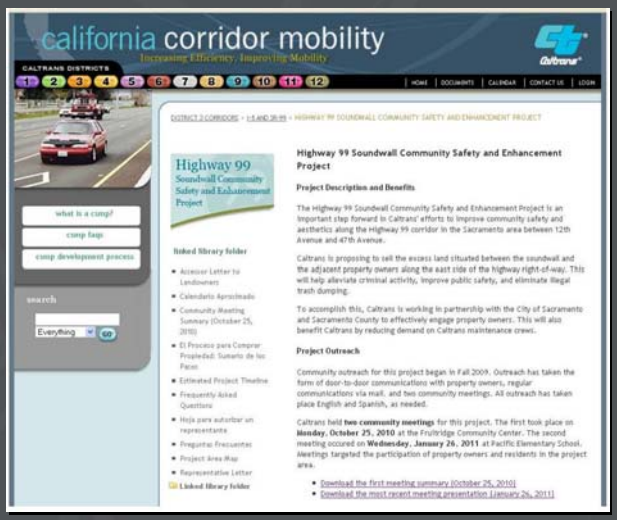
## Outreach

- Mailings from Caltrans
- Postcards
- Website www.soundwall99.org
- Door to door outreach
- English and Spanish materials

## Engagement

- Two community meetings
- One-on-one conversations
- Personal appointments with Caltrans

# SR 99 Soundwall Community Safety and Enhancement Project



## SR 99 Soundwall Community Safety and Enhancement Project

## SR 99 Soundwall Community Safety and Enhancement Project

## SR 99 Soundwall Community Safety and Enhancement Project

### Results

- Internal resolution of key issues related to appraisal process and costs, scheduling of surveys, and maintenance responsibilities
- Project will provide a very cost-effective solution to an ongoing problem

## Case Study:

## Chalfant and Benton Community Visioning Processes

## Chalfant and Benton Community Visioning Processes

### Outreach Objectives

- Respond to community requests for significant safety and roadway improvements from Caltrans District 9
- Understand future growth needs to determine future improvements
- Use desired growth scenarios to inform the Transportation Corridor Report for Highway 6

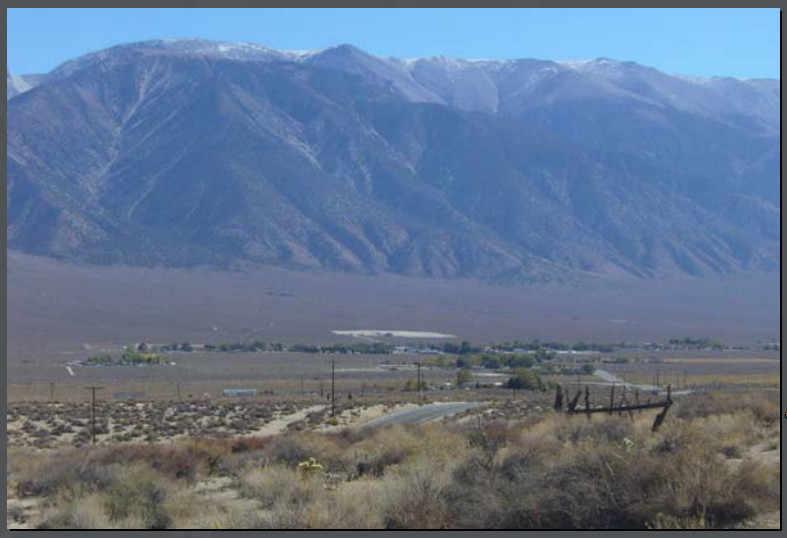
## Chalfant and Benton Community Visioning Processes

### Project Description

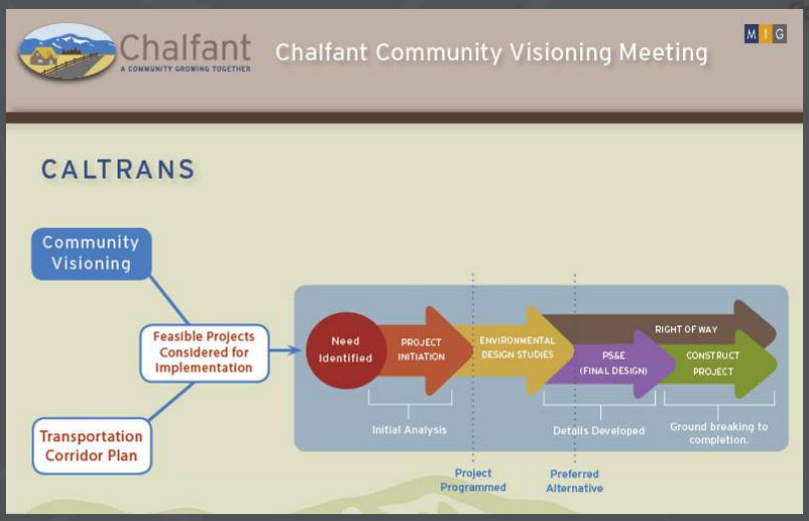
- Two small, rural communities in Mono County were seeking improvements to Highway 6.
- Chalfant, population 300, wanted improvements, but no growth.
- Benton, population 500, was seeking improvements that would help the community grow and attract new investment.
- District 9 used the same outreach process to achieve very different results.

## Chalfant Community Visioning

## Benton Community Visioning



# Chalfant Community Visioning




Interregional Traffic

# Benton Community Visioning

# Benton and Chalfant Community Visioning Processes

## Outreach

- Local Radio PSAs
- Print newspaper advertisements
- Existing community electronic listservs
- Listed on existing electronic community calendars
- Printed mailers

## Engagement

- Stakeholder Interviews
- Three community meetings
- Comment cards and document review

# Benton Community Visioning

## Engagement

## Chalfant Community Visioning

### Engagement

## Chalfant Community Visioning

### Results

- Documented Chalfant's interest in limiting growth and maintaining current conditions
- Provided justification for limited improvements in the Chalfant area being identified in the TCR
- Process results informed an amendment to the Mono County General Plan
- Enhanced community relationship with Caltrans and Mono County

## Benton Community Visioning

### Results

- Documented Benton's interest in accepting and directing growth to improve current and future conditions
- Provided justification for wider range of improvements in the Benton area being identified in the TCR
- Process results informed an amendment to the Mono County General Plan
- Enhanced community relationship with Caltrans and Mono County

## Case Study:

## Corridor System Management Plans (CSMPs)

## CSMPs

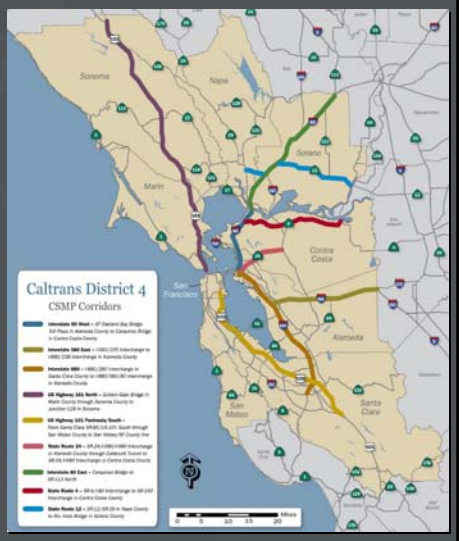
### Outreach Objectives

- Increase agency collaboration and information sharing in transportation planning documents
- Creating a planning document that supports a corridor-level focus and considers all transportation modes
- Optimizing and preserving infrastructure investment: a requirement for corridors associated with the Corridor Mobility Improvement Account (CMIA) and Highway 99 Bond Program – Proposition 1B.

## CSMPs

### Transportation Issues

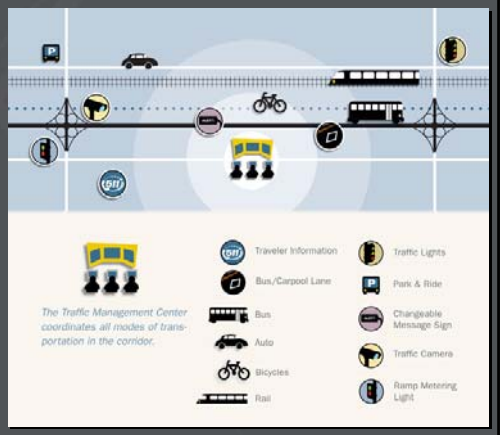
- 9 corridors in District 4
- Over 40 statewide
- Final CSMPs submitted to CTC end of December 2010
- Partnership required!



# CSMPs

## Transportation Issues

- Highways
- Parallel and connecting roadways
- Public transit (bus, bus rapid transit, light rail, intercity rail)
- Bike Routes
- Intelligent Transportation System technologies




# CSMPs

## Outreach*

- Fact Sheets
- Brochures
- www.corridormobility.org

** CSMP outreach materials are on the Caltrans website and will be available after the contract ends.*

## CSMPs

### Engagement

- Technical Advisory Committee meetings for corridors with active CSMP process
- Coordinated outreach and information with other local transportation planning efforts

## CSMPs

### Results

- Local agency and stakeholder support of the CSMP process
- Improved information sharing statewide
- Identified data needs and opportunities for improving future generation CSMPs
- Caltrans is completing an evaluation process to help improve future CSMP's

## Case Study:

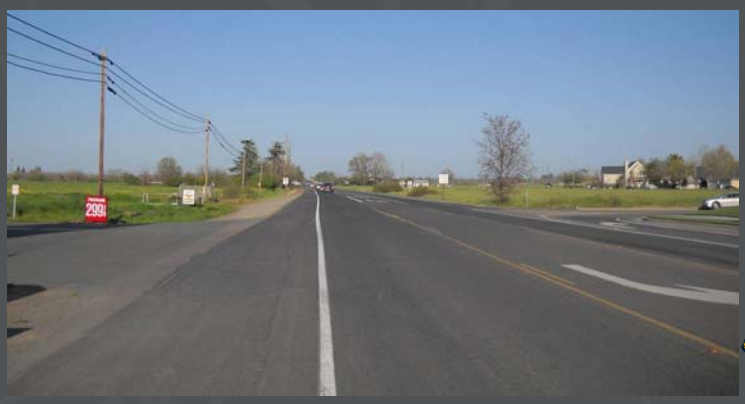
## City of Winters
## Grant Ave./SR128/Russell Blvd.
## Complete Streets Project

## City of Winters SR128 Complete Streets Project

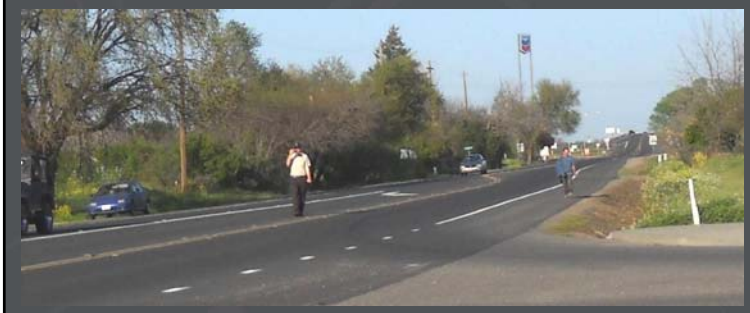
### Transportation Issues

- Determine public support for application of Complete Streets concepts along a multi-use corridor in an agricultural community
- Improve pedestrian and bike safety and enhance connectivity between segments of the community
- Coordinate design concepts within Caltrans units

## City of Winters SR128 Complete Streets Project



## City of Winters SR128



City of Winters SR128
Complete Streets Project
A successful Complete Street combines...
Special Needs Of Children
Improved Safety
ADA Access
Lower Transportation Costs
Community Life & Ownership
Better Health & Air Quality
Increased Transit Usage
Cost Effectiveness
Economic Revitalization
Desirable Walkable & Bikeable Environment

City of Winters SR128
Complete Streets Project
A successful approach to Complete Streets combines...
Social & Cultural Needs & Values
Community Vision & Engagement
Economic & Political Realities
Contextual Planning & Design Principles

# City of Winters SR128 Complete Streets Project

## Outreach

- Postcards
- Mailers to key stakeholders

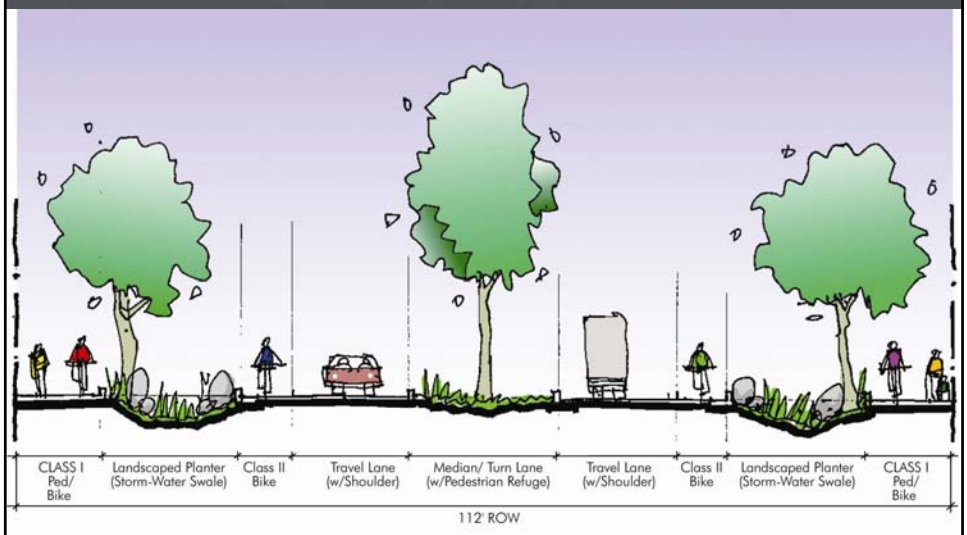
## Engagement

- Stakeholder interviews
- Community Workshops, including one bilingual
- Illustrative drawings and visual simulations

# City of Winters SR128 Complete Streets Project

# City of Winters SR128 Complete Streets Project

# City of Winters SR128 Complete Streets Project



City of Winters SR128
Complete Streets Project
Current Conditions

City of Winters SR128
Complete Streets Project
With Existing General Plan

## City of Winters SR128 Complete Streets Project

## City of Winters SR128 Complete Streets Project

### Success Factors

- Use of visualizations and graphics
- Early coordination with local partners and decision-makers
- Project team gave special consideration and accommodation for the needs of agricultural and recreational vehicles
- Caltrans technical experts were heard!

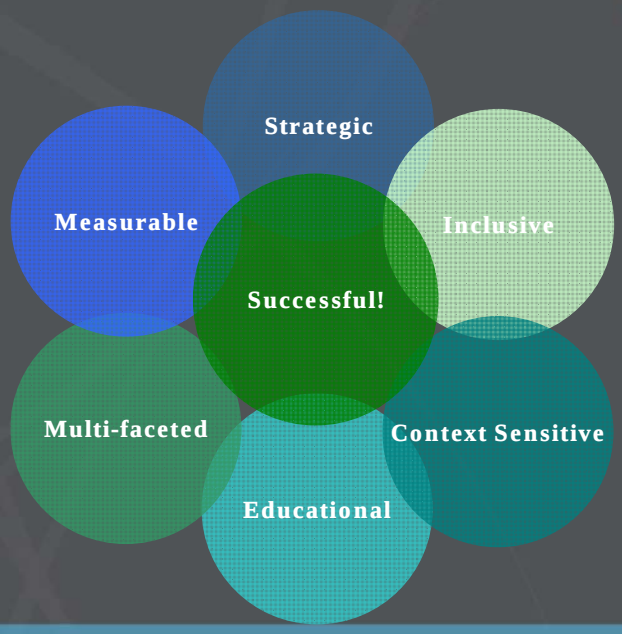
## City of Winters SR128 Complete Streets Project

### Results

- Broad support from stakeholder groups, including property and business owners, and tribal representatives.
- Planning Commission voted unanimously to recommend adoption by City Council.
- Concept Plan will help attract development and make SR-128 a safer and more attractive gateway to the City.

## In Summary . . .

## Public Involvement should be:




## A Successful Public/Stakeholder Engagement Process Means…

- Community members understand and support plans, designs, policies, programs
- Decision-makers move forward confidently
- Department enjoys constructive relationships with the community, agency partners and local staff and officials
- Mobility improvements enhance quality of life for Californians!

## Questions and Discussion

# Public Participation Best Practices

February 2, 2011

Carolyn Verheyen and Lou Hexter
MIG, Inc.