

Best Practices Public Participation Reference

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Appendix A Quick Reference Meeting Checklist

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Chapter 1

Introduction

The Office of Community Planning Division of Transportation Planning commissioned this Best Practices Public Participation Reference in order to provide the California Department of Transportation (the Department or Caltrans) personnel with additional public outreach guidance. This reference is a culmination of the activities supported by the Department's Planning Public Participation Contract over the past three years, and provides examples and samples of the many deliverables from the task orders executed under the contract.

As a precondition to receiving federal funds for transportation projects, federal law requires departments of transportation (DOT) to involve all constituents, including the public. The Federal Highway Administration's (FHWA's) and the Federal Transit Administration's (FTA's) Interim Policy on Public Involvement also requires that DOTs provide an active role for the public in developing transportation plans, programs, and projects—from the early stages of planning through detailed project development, construction, and maintenance. Many DOTs also emphasize public involvement in their planning efforts and projects simply because they believe it is the right thing to do.

Recent polls across the country and throughout this state have also highlighted the public's concerns over land use and transportation issues, concerns that empowered the public in general to make historic advances in their levels of involvement. The Department recognizes the need for the continued attention to public involvement in the earliest planning stages—before a project is designed unalterably or without extensive additional costs. Local agencies more than ever feel the need to be involved in the land use and transportation planning efforts that impact the communities they are trying to build.

This contract was executed in June 2002 in order to enhance public outreach efforts in the Department's transportation planning activities and to help meet legal requirements, including engaging the public in the transportation planning process, meeting Title VI requirements to include traditionally underrepresented groups, and consulting Indian Tribal Governments.

It is important to note that while FHWA Policy on public involvement requires that DOTs provide an active role for the public in developing transportation plans and programs, getting the “general” public to actively participate is often no small task. Overcoming hurdles like the “suspicion of government, the emotions of stakeholders, and the politics of power plays (as in the resistance of neighborhood associations),”¹ requires extensive work upfront to plan and execute successfully.

¹ Forester, John F. 1999. *The Deliberative Practitioner: Encouraging Participatory Planning Processes*. Cambridge, MA: MIT Press.

The purpose of this reference is to provide planners and project managers useful outreach strategies, tools, and techniques used during the execution of this contract to help ensure planning effort and project success. The contract supplements the Public Participation Guide prepared in August 2002 and complements other Department efforts and policies. The Department's policy on context sensitive solutions is a process-driven policy that demands a fundamental shift involving communities. This community involvement process demands that all stakeholders be engaged, influential, and informed decision makers.

Another goal of this reference is to provide planners the consensus-building strategies, tools, and techniques that help balance stakeholder values during transportation planning activities. Collaboration with local communities is needed to ensure that both the Department and the communities understand the local context of long-range transportation planning. The keys presented in this reference will help planners acquire the skills needed to successfully communicate the local context of their long-range transportation planning.

This reference should assist districts interested in moving to a more active public involvement and collaboration approach early in the planning process. Effectively changing the trajectory of public participation efforts beyond just notification and information by more actively engaging and collaborating with stakeholders, including the broader general public, will ultimately benefit the Department's transportation decision making.

Chapter 2

Best Practice Tactics—Primer on Public Participation Tactics

Introduction

This section outlines the general principles to apply in the development of a public participation strategy as well as a brief description of typical outreach tactics. It is not intended to be an exhaustive discussion, but rather to provide an introduction to the types of activities to consider in the development of a public participation strategy. Electronic versions of the examples provided in Attachments A–P are made available to you in the electronic library contained in Appendix B. All materials in Appendix B are filed by both the attachment number and the District number for ease of use.

Many resources are available that describe the variety of public participation activities, outreach techniques, and factors associated with effective implementation. A list of suggested resources and references is included in Chapter 4.

Public Participation Principles

A key element of any public participation effort is to identify the desired level of public engagement. This varies depending on the specific planning effort. In some cases, the desired level will be to inform the public about decisions that have already been made and to communicate the anticipated planning effort or project impacts. In other cases, it will be to ask for public input about decisions that are being considered and have already been analyzed to some extent. In still other cases, the focus of the public participation program will be to engage the public in assisting with identifying planning solutions and, potentially, participating in the decision-making process. According to the International Association for Public Participation (IAP2)¹, public engagement in transportation planning can be conceptualized at the following levels:

- **informing the public**—providing the public with balanced and objective information to help them understand the problems, alternatives and/or solutions;
- **consulting the public**—obtaining public feedback on analysis, alternatives and/or decisions;

¹ Practitioner Tools, International Association for Public Participation (IAP2) website, 2005, Available at: <<http://iap2.org/practitionertools/index.shtml>>.

- **involving the public**—working directly with the public throughout the process to ensure that public issues and concerns are consistently understood and considered;
- **collaborating with the public**—partnering with the public in each aspect of the decision including the development of alternatives and the identification of a preferred solution; and
- **empowering the public**—placing the final decision-making in the hands of the public.

Based on the desired level of public engagement, the public participation strategy will vary. Strategy is also influenced by the identified target audiences, past history, and other external factors associated with a planning effort or project. Regardless of the planned activities, audiences, and levels of desired engagement, the most effective public participation activities are guided by the following key principles.

- The public tends to support what it helps create.
- Public participation/public involvement programs must be sincere attempts to involve the public in decision-making.
- Communication must be targeted to everyone who has a stake in the planning activity, not just the public at large or a select few individuals or groups that demand the most attention.
- The outreach program must be sensitive to accommodate multi-cultural demographics and the traditionally underrepresented.
- Information must be factual, accurate, consistent and presented in a timely fashion.
- Information must be presented to the public in terms and formats that they can understand.
- Communications need to be regular, consistent, and repetitive to compete effectively with the many other messages/issues in the marketplace.
- Issues must be communicated in terms of the local context, particularly long-range transportation planning issues.

Stakeholder Assessment

The typical process for developing a public participation strategy involves some form of assessment to identify audiences, issues, and potential challenges. Once baseline information is collected, which could be obtained through primary research (surveys or interviews) secondary research (review of past documents, previous outreach results, anecdotal information, etc.), or a combination of the two, a series of outreach tactics are prescribed. The information below provides a brief definition of each public participation tactic and when it is most effectively applied.

If transportation planners want to communicate in terms of the local context, they must know the stakeholders and understand the stakeholder issues. Stakeholders include anyone who is determined to have a stake in the planning effort. This could be impacted residents; businesses; neighborhood associations; business organizations; elected officials; local, regional, state and federal representatives; environmental groups, and anyone else that may be impacted or interested in the planning effort. Stakeholder assessments lead to the determination of key stakeholder issues and concerns, how stakeholders should be involved and consulted, and how to best meet their needs. Examples of tools to conduct these assessments include the following.

- **Telephone/Mail-Back Surveys** are used to gather input from a cross-section of the public. Statistically valid results are more persuasive with political bodies and the general public, but can be expensive and labor intensive, as response rates are generally low.

Examples: As part District 9’s Bishop Area Access and Circulation Study, the Department implemented several public opinion surveys to identify top transportation issues, priorities and acceptable solutions to improve downtown congestion. Three separate surveys were conducted from December 2004 through April 2005, which included

- a statistically valid telephone survey targeting 400 Bishop area residents and businesses to gauge top transportation issues,
- a business specific paper survey targeting area businesses located primarily on Main Street, and
- a Mammoth-bound paper survey to obtain data from travelers passing through Bishop to get to Mammoth.

The survey instruments varied for each study but all posed questions having to do with downtown traffic and potential new roadway alignments in order to identify issues, concerns and potential social, economic, and overall lifestyle affects of these various population segments when posed questions having to do with downtown traffic and potential new relative to a new roadway alignments. Examples of these surveys can be found in Attachment A.

- **CoNexus Automated Polling Technology** is useful for capturing real-time opinion assessments from large groups. Participants “vote” or cast their opinions on a variety of topics with user-friendly remote control “clickers.” Immediate, visual results prompt discussion and provide useful data for staff analysis. CoNexus Automated Polling Technology allows the entire group to understand the demographic categories of the meeting attendees—while still maintaining the audience’s anonymity. Multiple approaches can be used to gather information such as paired comparison questions, forced ranking, and multiple-choice questions.

Examples: District 10 utilized automated polling to establish a partnership with Metropolitan Planning Organizations (MPOs) for its integrated planning effort. See the District’s results for an example of how this technology can enhance your workshop and associated planning efforts (Attachment B).

- **Focus Groups** are comprised of randomly selected members of target audiences who are brought together to obtain input on a specific topic. They are typically used at the beginning of an outreach effort and may inform future research studies. They provide a relatively inexpensive way of gathering data from stakeholders and allow for in-depth exchange of information about a particular topic. Professional focus group facilities and random recruitment can be expensive; however, informal groups of specifically targeted participants can be very effective for testing key messages, obtaining reactions to planned outreach activities, or understanding challenges and roadblocks to potential planning and project elements.

Example: As part of its ongoing planning efforts, District 3 employed a series of focus groups to obtain information about obstacles to bicycling, impediments to effective implementation, and opinions about specific routes. Results from these focus groups are to be used in a district-wide bicycle strategy to guide bicycle planning for the next ten years. Examples of the focus group agenda, questions, and sample letter are provided for reference (Attachment C).

- **Stakeholder Interviews** are direct one-on-one contact with individual stakeholders. Often, a pre-set list of questions is developed so that all stakeholders address some of the same questions. In addition, flexibility is built in to allow for stakeholders to share additional information, related issues and/or address specific or new issues in more detail. They can be an effective tool for identifying key obstacles that assist in refining the outreach plan and project elements of the planning effort, and are also effective for building relationships between stakeholders and planning team members. If possible, in-person contact is preferred; however, phone interviews are often just as informative and can be a relatively quick and cost-effective method for obtaining useful information.

Example: District 3 engaged in a series of stakeholder interviews as part its efforts in the development of the Tahoe Basin Communications Plan (TBCP) and supporting materials. These discussions included one-on-one conversations and situation analysis relating to the current perceptions of the Department’s outreach efforts in the Tahoe Basin. Telephone interviews were conducted with key community leaders, business leaders, and public agency representatives that are well respected and recognized within the Tahoe Basin. The results of these discussions were used to develop the TBCP and the public outreach brochure . A copy of both are provided for reference (Attachment D).

Public Participation Plan (Communications Plan) Development

The goal of a Public Participation Plan is to provide a blueprint public involvement that is conducive to collecting meaningful and timely stakeholder and general public input related to developing and implementing a particular planning effort. A secondary result will be public support for the final plan or design, and a shared vision for the future implementation of the planning effort among planning partners, stakeholders, and the public.

Participation by the public in the design and development of a particular planning effort is a critical component to ultimately implement a successful effort—one that will be used and enjoyed by the community for many years to come. A successful public participation plan should be developed with the following objectives.

- Establish an understanding of the problem solving and decision-making process that will be used on the effort, so that the citizens know how they can participate and what is being done.
- Review and determine the validity of previous assumptions and earlier decisions on the effort.
- Identify all the potentially relevant problems associated with the effort.
- Generate alternatives for solving, preventing, and rectifying problems created by the effort.
- Articulate and clarify the key issues.
- Communicate information so that it is received and is understandable.
- Establish methods so that the problem solvers and decision makers receive information.

The techniques used to accomplish these objectives and achieve informed consent for a planning effort or project should correspond to the desired level of public participation. Those techniques and the associated guidelines for when and how to use them are provided below.

Example: District 11 planning staff developed a comprehensive public participation plan and consent-building strategy to support its on-going efforts along the region's northern portion of the I-5 corridor. This document will serve as a roadmap for developing and implementing targeted outreach and public involvement activities to encourage early and sustainable public support for the Department's on-going improvements on this corridor. A copy of this plan is provided for reference (Attachment E).

Public Participation Tools and Techniques

Communication Materials

The following materials can be used to help communicate about the planning effort where applicable.

- **Newsletters/announcements/flyers**—These printed materials can be used to reach large targeted audiences with key planning information. They can be re-purposed for other uses such as news releases and edited for use in other organizations' newsletters to leverage outreach to additional audiences. They also can be used to encourage planning effort or project input, through the inclusion of survey information or a simple "tear off and return" comment card. Materials should be written in plain language, be short and concise, communicate key messages, and incorporate an appealing design to attract attention

Example: District 5, through its efforts related to State Route 227, produced a series of materials used to encourage public involvement. Provided for reference are examples of the materials developed for this purpose including an initial meeting announcement with a subsequent postcard reminder for the two meeting outreach effort (Attachment F).

- **Brochures**—Developing a visually pleasing and informative brochure can go far in furthering a broad or a specific effort. Through the use of photos, key messages, and targeted information, these materials should be used to grab and hold the public's attention, thus informing and generating support for the effort it is promoting.

Examples:

District 10, through its efforts related to the District System Management Plan, created a brochure about transportation planning and local assistance. Topics covered in the brochure include an overview of different programs, the life cycle of a project, functions of the transportation planning department, and partners in transportation planning.

District 3 developed a brochure to provide information about its Transportation Concept Report (TCR) document and process. Specifically, the brochure contained information in an effort to (1) get the public involved in the TCR planning process; (2) assist the public in providing information about the TCR through a detachable comment card; and (3) provide information about the TCR in an easy, understandable format. The general TCR brochure was also developed in Spanish and Braille.

Copies of both of these brochures are provided for reference. (Attachment G).

- **Key messages and/or Q&A Fact Sheet**—Include typical and anticipated planning effort and community-related questions and answers. If stakeholder interviews or assessments are part of the proposed outreach effort, they can provide a good foundation. These can be provided to planning effort spokespersons, stakeholders and community leaders in advance of public events.

Example: A question and answer fact sheet ensures that standard and consistent information is communicated accurately. Prior to a public outreach meeting for its San Pablo Dam Road Interchange Project, District 4 and other project partners brainstormed anticipated questions from the public based on inquiries received and on educated guesses about particular topic areas. Answers to the questions were then developed and utilized in the final materials. It is important to receive approval from all project members, including Public Information Officers, while developing answers (Attachment H).

- **Website**—This tool can be used to inform and educate, as well as to provide an opportunity for feedback. Websites (particularly interactive websites) are often optimal for the public because users can access a wide variety of information and provide feedback at their convenience. When important new information is added to websites, a notification about its availability will help ensure that the public takes full advantage of web-based planning effort engagement.
- **Video**—Use this tool for education and to address comments received from the public in the early stages of the planning effort. In general, videos are rarely used due to the significant time and resources required to produce and distribute them.

Database Development and Contact Lists

Whether or not a stakeholder assessment is undertaken, an outreach effort database is a key element of any public participation strategy. The database is used to communicate key information through meeting announcements invitations, newsletters, summaries, and other event and activity information about the planning effort. Database enhancements include a separate email database for quick, efficient and inexpensive outreach; inclusion of both site address and property owner to reach absentee property owners; and a useful “notes” section that includes community newsletter information (timing of publication, specifications of communication materials). Databases and supporting software should be designed for easy manipulation and should allow users to sort data by category depending on the particular need at each stage of the outreach effort. Examples of categories (or data fields) that may be useful for identifying a particular contact for future sorting and creation of mailing labels include community-based and/or faith-based organizations, advocacy groups, MPOs, schools, Tribal Governments, and so forth. Specific planning databases are a work in progress, augmented throughout the life of the planning effort as other stakeholders become informed or interested in the planning effort or project.

Example: Department Headquarters Grants Program developed a database to not only maintain and manipulate key contact data, but also to track correspondence generated by the Department and its constituents pertaining to a particular grant-related effort and the types of the information distributed by Headquarters Grants Program in response to the inquiry. Provided for reference is the brochure created for the Grants Program (Attachment I). Additionally, the database is designed to track and manipulate the types of grants applied for, the number of applications

submitted, and the types of funding awarded. The ability to track and manipulate information in this nature makes responding to requests for information by elected officials much more expedient and efficient. (See Attachment I for database snapshots.)

Meetings, Forums, Charrettes, and Workshops

Public meetings, open houses, community forums, charrettes, and visioning workshops are held primarily to inform, consult, and involve the public. Successful public forums require extensive upfront planning. It is key to remember these four tips when preparing to reach out to your community in a public setting.

1. Implement activities in association with advocacy groups, civic leaders, ministers, and local school districts that serve the identified communities.
2. Provide information in formats and languages that are relevant and readily understood.
3. Create information materials that educate and inform the various audiences about the planning effort and highlight opportunities for involvement.
4. Hold meetings in a convenient and familiar location within the community, using one of the following venues.
 - a. **One-on-one briefings**—A dynamic component of public involvement that helps to break down barriers between people and the planning effort. Provide a time and a place for face-to-face contact and two-way communications.
 - b. **Stakeholder meetings**—Best used in a small group setting, this forum provides opportunities to check-in with your key project partners and constituents. Ongoing contact with stakeholder helps to avoid surprises and unexpected opposition as well as to encourage continued broader community support through informed stakeholder outreach efforts. When working with stakeholders, it is useful to create a contact sheet at the initiation of an effort. Maintaining a list of planning effort partner contacts, key stakeholders, and consultants for easy information gathering and distribution is an effective timesaving tool for managing related tasks.
 - c. **Small group briefings**—For a handful of individuals and representatives of larger organizations with similar issues/objectives and who typically share philosophies.

Example: For purposes of supporting the three above-referenced forums, use of translated materials is highly encouraged; Districts 4, 6, and 10 developed a variety of materials in the languages primarily understood by their constituents. Examples of some of these translated meeting announcements and brochures can be found in Attachment J.
 - d. **Focus Groups**—As stated earlier, is a tool used to gauge public opinion. This venue is a way to identify customer concerns, needs, wants, and expectations. A focus group informs planning effort sponsors of the attitudes and values that customers, constituents or stakeholders hold and why. It can help drive policy development, programs and services and resource allocation.

Example: District 9 utilized a focus group to further its efforts related to the Bishop Area Access and Circulation Study. The chief purpose of this focus group was to gather perceptions and opinions about the potential impacts of a proposed bypass or alternate route (Attachment K).

- e. **Charrettes**—Intensive sessions in which participants create or review concepts and/or designs. Charrettes serve to empower participants to work together in support of future planning efforts. Charrettes are invaluable in that they allow participants to understand several sides of the issues. The resulting “buy-in” or consensus often has a positive effect in reducing opposition at later stages of planning and project implementation. Remember, charrettes are intensive efforts usually requiring several back-to-back meetings and a continuous commitment from management to support the effort over some period of time.

Example: District 5 conducted a series of planning charrettes to support its efforts related to State Route 227. The Department, the City of San Luis Obispo, and the San Luis Obispo Council of Governments aimed to build a community vision for a residential area of the City along a portion of State Route 227. The outcome of the planning charrettes was a successful and diverse community planning process that resulted in useful input, including a preferred area map and prioritized community values, for the planners. Outreach efforts to support this effort included background research, internal planning meetings, a stakeholder database, preparation and multi-language translation of fact sheets, meeting announcements, news releases, and radio spots, community meeting facilitation, and media relations. Related planning charrette materials, including small group facilitation guides developed, are included for reference (Attachment L).

- f. **Community briefings or workshops**—Informational meetings with a community group and/or leader. Elected officials, business leaders, the media, regional groups, or special interest groups can participate. These venues usually involve issue-focused communication between agency administrators, project managers, board members or a specific group or part of the community.

Example: District 10, in support of its District System Management Plan efforts, met with local community based organizations prior to workshops scheduled in the planning area. District 10 staff met with the Modesto NAACP, representing the African American Communities; El Concilio, representing the Latino community; and a Hmong Community Services Center in Merced, representing the Hmong community (Attachment M).

- g. **Open House**—An informal setting in which people get information about a plan or project, open houses have no set formal agenda. Unlike in meetings, no formal discussions and presentations take place, and there are no audience seats. Instead, people get information informally from exhibits and staff and are encouraged to give opinions, comments, and preferences to staff either verbally or in writing.

Example: D11, in partnership with SANDAG, conducted a series of open houses to encourage public participation and preferred project alternative selection. Open houses were held at times and locations that were convenient and readily accessible. Media, legislative staff, public agency staff and the community at large attended and provided input on the project alternatives. Materials encouraging participation at the open house and the project in general are provided for reference (Attachment N).

Other suggestions for a successful open house include the following.

- Provide transportation, childcare services, and refreshments as part of open houses to encourage participation.

- Use visual aids and community leaders to facilitate discussions about problems, alternatives, and possible outcomes.
- Bring the Public Information Officers (PIO) into the outreach efforts for the planning activities as early in the process as possible.
- Coordinate with project partners' media relations departments to determine the approach and timing for both news media and editorial board endorsement. This will help reach a larger audience and educate the public on the purpose, need and associated activities of the planning effort or project. Prepare processes for proactive and reactive media scenarios. Identify media targets and create a media contact list, including print, broadcast and electronic sources. Identify media spokespersons and conduct media training as necessary.
- Consider providing a trained, qualified facilitator. A facilitator can ensure a public meeting runs as smoothly as possible. Facilitators define roles, responsibilities and limitations up front. The use of ground rules, flipchart note-taking and comment time limits help control information flow. Use of a neutral or third party facilitator for topics with perceived conflict helps ensure implementation of a process that participants deem to be fair.

Many of these strategies may be applied during both the early outreach development and implementation stages. For additional tips on successful public meetings and community outreach, refer to Appendix A for a quick reference meeting checklist.

Facilitation Tips

The role of a facilitator is to create an atmosphere and process to assist a group in increasing its effectiveness. Group problem-solving, decision-making, creation of a trusting and effective group culture, effective communication, and accomplishing stated goals are all essential elements of group dynamic. Some key points for successfully facilitating a discussion include the following.

Starting the Meeting

- Have a clear agenda.
- Arrange the room to create a comfortable setting conducive to discussion.
 - Participants and facilitator can hear and see one another.
 - Meeting room temperature, seating, visual aids, and space are comfortable.
 - Participants can visually access any visual aids.
- Provide refreshments whenever possible.
- Start on time.
- Introduce a brief warm-up or icebreaker to serve to introduce participants.
- Post and review the agenda; ask for additions/changes to agenda. (Note: agenda should point out a clear objective for the meeting.)
- Post group ground rules, if developed.

- Develop group ground rules, if not developed.

During the Meeting

- Support participation from all members.
 - Ask open-ended questions.
 - Encourage the use of examples.
 - Applaud creativity and “off the wall” ideas.
 - Use “tell me more...” to explore ideas.
 - “Listen” for nonverbal cues.
- Maintain focus on the task.
- Help build agreements.
- Stay positive.
- Remain neutral.
- Translate the community’s input into real decisions—try to make at least one decision.
- Use visuals—flip charts, other aids.
- Use humor whenever possible.
- Acknowledge participation.

Ending the Meeting

- End on time unless the group agrees otherwise.
- Review and acknowledge meeting accomplishments.
 - Determine next steps: what needs to happen before the next meeting, what is the tentative agenda for the meeting?

After the Meeting

- Evaluate outreach efforts after a meeting/event.

Reaching Underrepresented Groups

Beyond complying with specific environmental justice public outreach requirements, promoting more involvement from underrepresented groups at all levels fosters a mutually beneficial relationship between public agencies and the communities they serve. To be meaningful to these communities, public information about plans or projects should show consideration for specific

cultural sensitivities such as how information is shared within these communities and what translation and interpretation needs may be associated with a target audience. Preliminary screening to identify minority and low-income populations (and other demographic variables, such as age or disability status), even prior to the preparation of environmental documentation, is important for the selection of appropriate outreach tactics. Tailoring outreach techniques can be as simple as holding public meetings that are sensitive to non-traditional work schedules in an effort to reach a lower-income audience or working through existing communication networks that are important to under-represented groups (such as local churches).

A few key points to adhere to when engaging underrepresented communities are the following.

- Respect cultural diversity.
- Aim to build relationships.
- Meet in their communities.
- Invest in long-term communication strategies.
- Remember to include youth, seniors, and the disabled.
- Use specialists for specific groups when appropriate.
- Be certain to follow-up.

Example: The Headquarters Grants Program, in conjunction with District 6, conducted a workshop to promote the availability of public funding (grants) to communities for enhancing transportation-related needs. District 6 encouraged attendance by providing on-site childcare, translation services, translated materials, and refreshments that were *representative of the communities* it hosted. Additionally, District 6 engaged in targeted outreach efforts to community and faith-based organizations, media, public agencies and other key stakeholder through telephone contact and written material distribution. Examples of the materials designed for this effort, are provided for reference (Attachment O).

Media Relations

Good media relations are critical for effective information dissemination. Be prepared for media encounters and be as informative and helpful as possible. Before planning efforts or projects are ready for publicity, spend time with reporters and editors to educate them on the issues so that when the time comes for a story, they already have a firm understanding based on accurate information. Effective relations with print, television and radio media can reach the general public at large; use this opportunity to portray planning efforts in clear, accurate light and to publicize opportunities for public input such as websites, public meetings, and open houses. Press releases and public service announcements are inexpensive ways to solicit news coverage and to communicate information; soliciting editorial board support can help sway public opinion about a planning effort, and working directly with reporters to develop feature stories can provide valuable planning context for the general public.

Example: Through their use and engagement with the media, Districts 6 and 10 successfully generated great public interest and support in their Highway 99 planning efforts. Media outreach efforts included distribution and publication of news releases, calendar notices, public-service

announcements, and radio and newspaper advertisements. Special focus and attention were directed to reaching and encouraging participation from underrepresented community media outlets. The result of these efforts was a high participation rate at the meetings from members of the media and the public. Multiple television, radio, and newspaper interviews and stories resulted from this extensive media outreach effort. Copies of the media materials used can be found in Attachment P.

Strengthening Ties to Communities

It is important to note that when engaging in public involvement, planners should seek to maintain relationships with communities even after a planning effort has been completed. These relationships build trust between public agencies and the communities they serve, and they provide a valuable channel of communication to address emerging issues and needs in a timely manner.

The following are some strategies for strengthening ties to communities.

- Establish a collaborative relationship with local, regional, and tribal governments, and leverage local resources whenever possible.
- Build capacity in communities by providing assistance to non-profit organizations to facilitate meetings, publicize events, and utilize ethnic media.
- Keep working on the “relevance” message—be able to successfully communicate to stakeholders the local context of the Department’s long-range transportation planning.
- Form citizen’s advisory committees, if not already established.
- Arrange for managers from various functional areas/agencies, as appropriate (including PIO), to be present at public hearings.
- Consider the cultural and historical aspects of communities in planning and implementing outreach efforts.
- Foster a constructive dialogue among all stakeholders—including minority and low-income communities and tribal governments—to incorporate community values in planning and project development.
- Provide feedback and updates through newsletters, websites, and press advisories.
- Demonstrate responsiveness to the comments and questions raised at public meetings.

These strategies are applicable during the life of a planning effort (e.g., during public scoping meetings), as well as during ongoing planning activities, policy development, and public education.

Getting the Job Done

The most important element for outreach of planning activities is to develop a *proactive* strategy for communicating with and engaging the public. Identifying stakeholders and assessing issues will help to ensure selection of the most appropriate tactics for reaching the public; soliciting

input will help achieve the planning objective; and timing outreach will help keep the planning effort on schedule. The most common mistake regarding public participation is to underestimate the time and expertise it takes to engage the public, especially for planning efforts that may have environmental justice implications. Do not hesitate to bring in a professional public participation team or expert to assist with the design and implementation of your planning effort.

Monitoring and Evaluating Success—

A critical element of public participation planning and implementation is monitoring and evaluating success. To be most meaningful and to ensure outreach effectiveness during the life of a particular planning effort or project, evaluation and assessment should take place continually throughout the process. This provides the opportunity to adjust and re-evaluate, as necessary, and provides critical feedback for the development and implementation of future outreach efforts.

Monitoring and evaluation take place in two ways: (1) through two-way communication – through input gathered at meetings, feedback gained from interaction with target audiences, and comments provided through comment cards or surveys, and (2) through proactive identification of deficiencies by outreach practitioners. Both methods should be employed throughout the outreach process and provide essential insight into outreach effectiveness. In the *Practicing Planner* article “Evaluating With the Public,” Willi Paul noted, “Joining public participation and project evaluation can also help promote inclusiveness and accountability, two objectives that are important to planners. By evaluating as we go, we will be more cognizant of whether the participation process is inclusive and project sponsors are accountable.”²

Monitoring and evaluation should be addressed in a holistic and project-specific manner. For every outreach effort, evaluation should be a key component. This includes obtaining input and feedback early in the process from the constituencies that are targeted as key audiences and confirming which public outreach opportunities are the best ways to reach them. Evaluation continues through the life of the planning effort or project—through interim post-meeting debriefs, review of comment cards, and solicitation of direct verbal comments from meeting and agency participants. The Department can also directly solicit input from target audiences, such as advisory committees and members of the general public who are playing a continuous role in the planning effort or project, to gain input on how they view the effort, the effectiveness of the outreach activities in reaching all affected groups, and the Department’s responsiveness to input. Soliciting such input will assist the Department in determining whether the goals and objectives of the public participation program are being achieved as well as help confirm the public’s and other stakeholders’ general perceptions about the Department and past and current activities.

At the conclusion of each effort, a planning, project or outreach summary should be developed to assess the program’s effectiveness. This should include, at a minimum, a summary of the outreach activities conducted, comments and conclusions reached at public outreach venues, media coverage, key communication materials and distribution methods, identification of targeted stakeholder groups, and an analysis of the number of participants including representation from traditionally underrepresented groups. Each summary should also include a “lessons learned”

² Paul, Willi. Evaluating With the Public. The Planning Practice article. Vol. 2. No. 3. 2004, <http://www.planning.org/practicingplanner/>

section, describing how the process and various outreach products can improve effectiveness in the future

In addition, through the use of surveys, general comment cards, and talking directly with members of the public or other stakeholder groups, the Department should periodically undertake efforts to assess general perceptions about Caltrans. This type of input can be collected at public meetings and through attendance at community group meetings. Often these perceptions are shaped by specific interactions or responses to a particular planning effort or project. In other cases, perceptions are formed by word-of-mouth communications, evidence of Caltrans activities on state highways and, in some cases, through experience—both bad and good—with totally unrelated planning efforts or projects. The Department should make it a regular practice to seek general and project-specific input at public meetings and other outreach venues. The Department may want to consider providing a “Caltrans Information Station” at each public interaction venue. This station would provide general information about Caltrans as well as information about related Caltrans planning efforts or projects, providing a one-stop center for interested stakeholders to become informed and engaged in the planning process.

Lastly, remember that the number of participants, while important, do not tell the whole story when assessing successful outreach. There is always “value” in getting a few “committed” and “civic-minded” participants to engage in transportation activities.

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Chapter 4

Best Practices in Action

How to Use Best Practices Sections

This chapter presents recommended strategies and actions, or “Best Practices,” designed to improve the effectiveness of public outreach for a range of specific planning efforts. In particular, these Best Practices focus on approaches to gather public input for the purposes of improving planning and project design and implementation, increasing public awareness of Department responsibilities, and building trust for its motivations and actions.

Planning efforts always involve challenges in identifying and responding to public concerns. Best Practices are strategies that help integrate outreach tactics to respond to these challenges and opportunities. The Best Practices discussed below point out specific considerations such as level of awareness of the general public, complexity of issues that confront the impacted public, planning effort timing, and others.

Typically, multiple outreach tactics exist that can be used to implement a particular strategy; for example, tactics for a given education strategy might include public workshops, fact sheets, and one-on-one meetings. Stakeholder assessments are important to determine which specific tactics would be most effective for a given transportation effort.

Each section of this chapter outlines the opportunities and challenges presented by a type of planning effort, followed by a description of the Best Practices strategies that will help address these opportunities and challenges. This discussion is followed by a case study that illustrates tactics that a specific district used to carry out an overall outreach plan for soliciting public input. Sample materials from the case studies can also be found in electronic format, filed in Appendix B by both the attachment letter and the District number.

When referring to the materials contained in this reference guide, planning staff must reference the primer in conjunction with the individual planning effort chapters and with the results of the stakeholder assessment.

General Strategies

The following general strategies should be considered when implementing a public outreach effort for any planning process in the Department that is designed to raise public awareness and understanding about the agency and to strengthen its credibility.

Educate the Public About Caltrans

In order to form an accurate opinion of the Department's planning efforts, the public must understand what the Department does and does not do. Include an educational component in your public outreach effort that explains the scope of the Department's responsibilities. This can be provided through separate, background informational materials about the Department's mission, its approach to carrying out that mission, and staffing units. Information about the Department can also be woven into outreach documents that support specific planning efforts.

Publicize Outreach Plan and Results

Transparency of the outreach efforts enhances the credibility of the planning process. Make the outreach plan and the public input received available to the public. For example, make the outreach plan itself available on planning effort websites or among the list of planning level documents available to the public. Include a timeline whenever available.

Think Comprehensively

Transportation planning touches everyone's lives. When considering stakeholders in the planning process, be comprehensive about the various "publics" that may have an interest, including the immediately impacted public, community groups, community-based organizations (CBOs), faith-based organizations (FBOs), interest-based groups (business, environmental, and transportation organizations), government agencies and special districts, the general public, underrepresented organizations, and the traveling public.

Best Practices—Statewide and Regional Planning

Introduction

The Department's statewide and regional planning efforts offer unique opportunities for capturing the diversity of public opinion on a wide array of transportation topics through community input. Successful public outreach for long-term transportation planning over a broad geography requires both deep penetration into communities, to provide a framework for effective public evaluation of transportation issues, and public education to explain the role of the Department in ensuring safe mobility throughout the state. Successful public outreach efforts must be flexible (able to adapt as new information is received) because outreach efforts are likely to tease out public perceptions about the agency and planning process that can inform ways to make public outreach more effective throughout the planning process.

The following planning efforts inform public participation Best Practices for statewide and regional planning:

- Statewide California Transportation Plan,
- District 3 Tahoe Basin Communications Plan,
- District 3 Bike Strategy Focus Groups,
- District 4 Regional Express Bus Plan,
- District 10 Partnership for Integrated Planning, and
- District 10 District System Management Plan.

Opportunities & Challenges

The lack of immediacy in statewide and regional planning projects is both a challenge and an opportunity. More immediately urgent issues can compete for public attention; for example, a controversial local development project can challenge public engagement on less tangible public issues such as long-term transportation planning. However, if public outreach is managed appropriately, the lack of immediacy can stimulate positive interactions with the community that will stand the Department in good stead for years to come. Sincere attempts to engage the community in envisioning its transportation future—multiple aspects of transportation planning such as highway, transit, bicycle and pedestrian, and goods movement—can result in ongoing and productive relationships with community leaders, an improved framework for public understanding of transportation issues, and local knowledge of communities that will enhance future transportation planning and construction efforts.

Two other outreach challenges for statewide and regional planning projects include creating public messages that speak to the variety of perspectives of urban, suburban and rural communities; and providing consistency in statewide outreach when each Department district implements its outreach program.

Best Practices Strategies

Outreach for statewide and regional planning projects should include the following as strategic elements.

Multi-Faceted

Outreach should include a variety of tactics to effectively reach the breadth of audiences and public input sought. For example, presentations at community-based organizations can effectively reach underrepresented groups, well publicized and convenient public meetings can engage the general public in planning efforts, and stakeholder briefings can effectively reach multiple interest-based organizations that have similar philosophies.

Promote Visioning

Tactics and key messages should create a framework for public visioning of its transportation future. For example, public workshops should include opportunities for brainstorming around transportation modes.

Outreach Across Department Districts

Statewide efforts require outreach across Department districts, which have a role in implementing outreach within their jurisdictions. Establishing a Department protocol for involving the public will ensure consistency across the state. At a minimum, outreach efforts across districts should be integrated to ensure that outreach efforts are all related to a specific statewide communications goal.

Best Practices in Action

California Transportation Plan Outreach

A plan for all of California, the California Transportation Plan (CTP) is a long-range, multi-modal transportation plan that will guide transportation decisions and investments in the twenty-first century. It offers a transportation vision in 2025 and beyond, setting goals, policies and strategies to achieve this vision. The Department developed and implemented an extensive statewide public outreach program to share information with the public and to solicit comments from the public about the draft CTP. Comments from the public were used to help guide the development of the final CTP.

The targeted audience included residents of California; under-represented communities including Latino, Asian, Pacific Islander, Native American, and African American populations; community-based organizations; and local agencies. Key strategies and tactics included the following.

Public Workshops

The Department hosted seven regional workshops to gather public comments on the effort. The workshops were held across California and involved all 58 counties and the 12 Department districts. The workshop format included an open house, using visual displays and allowing the public to informally talk with project representatives; a presentation on the draft CTP; and a question- answer- and discussion period using CoNexus Interactive Polling Technology. At all meetings, meeting participants were given the opportunity to provide verbal and written comments. The interactive polling technology allowed for guided discussions and facilitated the expression of opinions from meeting participants; this polling also assisted the Department in gathering demographic information such as gender, age, ethnicity, and household income information from those attending.

Public Outreach

In an effort to generate awareness of the effort and to garner public participation in the public workshops, a public outreach strategy was implemented with an emphasis on reaching statewide underrepresented populations such as Latino, Asian, Pacific Islander, Native American, and African American populations. This involved translating the workshop announcement and the informational brochure into other languages and providing an interpreter, as needed, at public meetings. In all, the brochure and workshop announcement were distributed to more than 6,000 interested parties.

Media Relations

Media relations efforts were designed to reach a broad audience, with an emphasis on ethnic media. Outreach included drafting and disseminating news releases, media advisories, calendar notices, and purchasing radio and print advertisements in media outlets in the relative vicinities of the public workshops.

Public Comment

Open communication was fostered by providing a conduit for public comment using the Department website, fax, questionnaire, and comment cards.

Highlights of the public outreach efforts and workshops include statewide exposure of the CTP, substantial number of useful comments and questions about the CTP (more than 1,100 written comments alone), involvement of local elected officials, attention to unique regional issues, and productive public workshops that effectively encouraged meeting participants to express their opinions.

Best Practices—Route and Corridor Specific Planning

Introduction

Route and corridor specific planning efforts offer unique opportunities for the Department to obtain and use region-wide community input about a single transportation corridor. Because corridors span multiple jurisdictions within a region, planning efforts must take care to address individual community issues, along with region-wide issues. These issues can range from local traffic flow, on- and off-ramps, pedestrian and bicycle safety, and regional mobility and safety issues. Successful public outreach efforts for route and corridor specific planning projects must be designed to capture and integrate both the individual community and the regional aspects of corridor planning and to deepen the understanding among participants about how each aspect impacts one another.

The following experience informs Best Practices for route and corridor and specific planning.

- District 3 TCR for SR 16,
- District 5 TCR for SR 1,
- District 6 Rte 99 Corridor Master Plan,
- District 7 Arroyo Seco Parkway Phase I,
- District 11 I-805/I-5 Corridor Strategy, and
- District 11 North Coast Corridor Plan.

Opportunities & Challenges

The diversity of populations living near and using state routes and corridors offers the Department an opportunity to integrate divergent viewpoints into the planning process and to educate the public about how issues along one portion of the route or corridor impact safety and mobility along another portion. Public outreach activities can assist the Department in engaging the public to help them understand the wide range of impacts and effects of the Department's operations on the surrounding communities and the relationships involved among the participating facilities. Moreover, route and corridor specific planning offers an opportunity to involve the public in identifying and prioritizing corridor improvements. The main challenge is finding successful ways to bring divergent viewpoints into one planning document in a manner understood by a variety of audiences including the lay public, interest groups, and decision-makers.

Best Practices Strategies

Outreach for route and corridor specific planning efforts should include the following as strategic elements.

Dual Focus on Communities and Corridor

Target audiences should include the land use and transportation planning agencies of communities in close proximity to the relevant Department facilities, transportation and land use interest groups, underrepresented communities, and travelers. Key messages should be tailored to connect corridor impacts on the communities affected, and to demonstrate the benefit of corridor improvements on its regional users.

Connecting with Community Leaders

Outreach efforts should connect with community leaders to gain a better understanding about their perceptions of route and corridor issues, as a way to help frame planning issues in a manner that will resonate with the public; and to gain the leaders' support in generating local interest in the transportation planning efforts.

Media relations

The media closely watches congestion on state routes and corridors as a measure of quality of life. Consequently, media interest in long-term planning efforts can be high. Providing background information about the plan and its relevance to the community *and* a schedule of planned public outreach events can be an effective way of reaching the general public.

Best Practices in Action

Route 99 Corridor Master Plan

Department Districts 6 and 10 conducted a joint public outreach effort for the draft Route 99 Corridor Master Plan, which covers 274 miles of Route 99 from Bakersfield to Lodi. The Master Plan is meant to bring together the various stakeholders along Route 99 in order to unify freeway improvements along the entire route. The Master Plan will also illustrate corridor-wide community design concepts that would both strengthen individual communities' identities and promote a Valley-wide identity. In addition to aesthetic concerns such as vegetation and litter, the Master Plan will address the increased regional and interregional traffic that is expected to further stress the corridor as the region continues to grow. Although the Master Plan effort focuses primarily on aesthetic improvements to the corridor, these improvements will be made in conjunction with capacity and safety projects.

The objectives of the public participation effort included the following:

- gain input and ideas for the Master Plan, and provide forums for stakeholders to comment;
- facilitate effective communication between transportation decision-makers, the public and private sectors, and underrepresented communities affected by transportation planning along the identified route;
- clearly identify and communicate future segment improvement needs;
- provide general and technical information about the corridor to interested groups and individuals in the planning effort or project area; and
- generate confidence and credibility in the process and final product.

The target audience included underrepresented communities, elected officials, Native Americans, Indian Tribal Governments, community-based organizations, and the general public. Specific strategies used during Route 99 outreach included the following.

Public Participation Plan

At the onset of the public participation effort, stakeholder interviews were conducted, and a public participation plan was drafted to gather specific information about the corridor. The public participation plan identified detailed tactics to reach out to the general public, elected officials, CBOs, and traditionally underrepresented populations. The public participation plan consisted of several outreach tactics, including refining and expanding a mailing list, developing and distributing a meeting announcement/newsletter, conducting media relations efforts, contacting community and stakeholder contacts to solicit participation and to disseminate information, and contacting elected officials.

Elected Official Outreach

Elected officials can serve as vehicles to mobilize the community and inform their constituents. Throughout the Master Plan development, elected officials were kept informed about ongoing activities, milestones, and other related issues. Specific ways to reach out to elected officials include speaking engagements at board meetings, distributing material to staff and officials, and one-on-one briefings.

Public Outreach/Publicity

In an effort to garner participation at the public meetings, an aggressive public outreach campaign was conducted to reach community members along the corridor. This included an extensive outreach effort to reach out to underrepresented minority communities, including Hispanic and Hmong populations. Specific tactics included the following:

- a mailing list of more than 1200 contacts, obtained through stakeholder interviews, Internet research, and previous Department project lists, comprised of CBOs, ethnic-

based organizations, service clubs, elected officials, and other individuals and organizations interested in transportation planning;

- meeting announcement/newsletter providing information about the public meetings;
- media outreach throughout the corridor, including free media publicity (news release) and paid advertisements (radio spots and display print advertisements) in radio stations and newspapers; and
- community and stakeholder outreach to more than 300 organizations, obtained through stakeholder interviews and internet research, to inform their organization members and constituents.

Public Meetings

Five public meetings were held in strategic cities along the corridor. Each meeting followed the same format, including an open house session, followed by a presentation and overview of the Master Plan effort, an interactive polling session/facilitated discussion, and a question and comment session.

Interactive Polling

Interactive polling was used to obtain real-time information, including demographic information and specific data with regard to the draft Master Plan.

Best Practices—Interagency Planning

Introduction

The majority of the Department's planning efforts require the coordination and integration with federal, state, regional, and local government agencies. Systematic outreach designed to gather information from agencies in a timely and transparent way can build trust among long-term partners and promote better understanding of agency functions. Conducting public outreach about interagency planning provides an opportunity for Caltrans and other agencies to understand public perceptions about how well agencies work together to meet public need and respond to them programmatically.

Two outreach efforts focused on improving interagency planning efforts:

- District 3 Tahoe Basin Communication Plan (TBCP), and
- District 10 Partnership for Integrated Planning (PIP).

Opportunities & Challenges

Outreach in support of the interagency planning process offers the Department the opportunity to understand and integrate the relevant functions of other jurisdictions into its transportation planning process in a timely and meaningful way. It provides a critical communication pathway by which the Department and other jurisdictions can educate one another about transportation planning and land use needs in advance of major planning documents. It also provides an opportunity to integrate the participating communities' vision and values into the planning process. Moreover, interagency planning efforts provide the Department with an opportunity to conduct outreach to the general public more efficiently. One key challenge is to merge the sometimes disparate goals of agencies and projects. Another challenge to interagency planning outreach is working effectively with other agencies to reach agreement on key messages and approach.

Best Practices Strategies

The following strategic elements should be incorporated into interagency planning efforts.

Engage Planning Partners First

Caltrans has two audiences for interagency outreach: (1) other agencies with which it is partnering; and (2) the general public, which can consist of multiple levels of stakeholders, including interest-based groups, community groups, and the public-at-large. Before engaging other planning partners, identify the purpose, accomplishments, and desired outcomes of agency coordination. All of the Department's messages to engage other agencies should address the Department's specific interests, the benefits of

collaborating, and the proposed process for collaborating. Advance the Department's messages to partner groups and, if necessary, refine or combine messages to be consistent.

Engage Public Together with Planning Partners

Once Caltrans receives outside agency buy-in and is actually performing the interagency planning, the second step is to combine the general public outreach with the other agencies. It is important to come to agreement with the other agencies on how to present the coordinated effort to the general public audience. Key factors to consider in presenting a coordinated effort include:

- Development and distribution of combined outreach materials that include coordinating agency logos, integrated goals and communicating united community goals,
- Orchestration of joint meetings and presentations to communicate unity – through selection and sequence of speakers, room arrangements and graphic displays, and
- Coordination of responses to portray consistent messages of all participating agencies.

Tailor Outreach According to Planning Effort

Once the interagency planning effort is underway, public outreach strategies that the collaborating agencies may want to consider will be driven by the specific effort that the agencies are actually collaborating on (for instance, regional & statewide effort, corridor specific effort, or main street effort).

Include Key Messages About Interagency Planning

In addition to developing key messages about the planning effort itself, include key messages that describe the independent purposes of collaborating agencies, why they are partnering in an interagency planning effort, and the anticipated results (i.e. public benefit) of that effort.

Establish Clear Roles and Responsibilities

Establish clear roles among partnering organizations identifying who will be responsible for carrying out what effort. This includes the technical planning process or project as well as the public outreach plan. If possible, identify a planning effort spokesperson who will have information about the importance of public participation in the planning process and how the public can participate.

Best Practices in Action

The Merced County Association of Governments (MCAG) received a grant from District 10 to establish a pilot project for the regional transportation planning process.

The Partnership for Integrated Planning: Merced Pilot (PIP) is an innovative methodology to analyze and predict the cumulative impacts of transportation and land use policies. The demonstration is supported by the U.S. Environmental Protection Agency (EPA), the Federal Highway Administration (FHWA), the Department, and the MCAG. It is anticipated that early analysis of cumulative impacts will promote policies and decisions that avoid environmental resources and streamline the delivery of future land-use development and transportation projects.

A stakeholder group of federal, state, and local environmental resource and transportation agencies and other interested parties was convened on February 18, 2004 in Merced, California, to be briefed on the status of PIP and other jurisdictional planning activities in the study area. The stakeholder group also participated in a demonstration of the GIS modeling tool (UPLAN) that is being used to predict the cumulative impacts of existing and alternative land-use and transportation strategies.

As part of the UPLAN demonstration, the meeting participants were asked to prioritize the relative importance of the following six resource and development categories:

- vernal pools,
- hydrology and aquatic habitats (not including vernal pools),
- endangered species habitat,
- habitat connectivity,
- prime agricultural lands, and
- other agricultural lands (grazing).

Using the relative priority of the categories, the UPLAN model was used to project the future impacts on critical land-use and environmental resources. The participants then rated the extent to which they believed that the new growth pattern protected the land use and environmental resource.

Interactive polling technology was used to help the group prioritize the list of resource and development categories and assess the extent of protection. Each participant was provided with a remote FM radio input terminal to respond to questions generated by computer and projected on a large screen. The technology provided the ability to quickly assess the categories. The results were tabulated and immediately presented back to the group for discussion. Demographic information was collected to assess different perspectives of participants based on where they lived, their agencies, and their responsibilities.

Best Practices—Context Sensitive Solutions & Main Street Planning

Introduction

More than serving only to ensure safe mobility, many state routes are an integral part of their communities. A destination for shopping and enjoying public amenities, state routes can reflect community identity by preserving architectural heritage and maintaining accessibility for local residents traveling by car, bicycle or on foot. When a state route also functions as a community's main street, public outreach for planning efforts affecting the state route require a communications plan, strategies, and tactics to capture the interest and input of a variety of publics. Director's Policy 22 instituted the Department's Context Sensitive Solutions (CSS) program to ensure that transportation planning efforts balance community history, values, architecture and sense of place with the State's transportation needs. Community involvement is a huge element of this CSS process.

Outreach for Main Street planning using a Context Sensitive Solutions approach includes the following:

- District 4 San Pablo Avenue (SR 123) Visioning,
- District 5 TCR for SR 1 SR 227 Charrettes,
- District 9 Bishop Area Access and Circulation Study (BAACS), and
- District 7 Arroyo Seco Parkway Phase I.

Opportunities and Challenges

Main Street planning efforts offer a unique opportunity for in-depth community involvement within a localized geographic area. At the heart of the community involvement, Main Street planning efforts typically have a high degree of public visibility and interest. A proactive public outreach plan that is comprehensive in planning issues and outreach audiences will help to sustain public interest, focus input on relevant planning issues, and build public ownership of the outcome. A key challenge to Main Street outreach can be the complexity of the planning process, which strives to integrate multiple transportation elements and their impact on local land use. The Department should use its outreach program to broaden public perception about the Department from "cars and roads" to the importance of planning to accommodate multiple transportation modes while preserving community identity. Many communities demand these accommodations of the Department.

Best Practices Strategies

Outreach for Main Street planning efforts should include the following as strategic elements.

Gather Information Up Front

Instead of starting the planning process from a Department perspective, it is more effective to identify and contact community stakeholder groups at the outset of the planning process to solicit information about what planning aspects are important to them as the Main Street planning process gets underway. Values might include public safety, open space and other amenities, accommodating non-motorized activities, traffic calming, accessibility to local businesses, adequate parking, and more. Surveys, focus groups, and stakeholder interviews are all good tactics for gathering information on important issues and concerns up front.

Promote Visioning

Public meetings and charrettes are good ways to promote public visioning of the Main Street into the future. Artist renderings and computer simulations of activities on and around the future Main Street are effective tools to engage the public and solicit reaction to both the visual and feasibility of planning ideas.

Targeted Key Messages

Printed informational materials should include key messages targeted to the variety of audiences interested in the planning effort. For example, informational items to local businesses might stress maintaining economic viability as key goal of the planning effort. Outreach to the bicycling community might include key messages about the importance of design for bicycle and pedestrian safety.

Provide for Tangential Issues

Often during local and complex planning processes, the public asks questions or wishes to provide input on specific issues tangentially related to the planning effort and outside the Department's jurisdiction. For example, local residents may raise concerns about bus stop maintenance, accumulation of trash in an area, and so forth. To accommodate this need, outreach representatives should be prepared to provide the public with useful information about how and where to get their questions answered. This helps the public outreach and input process stay on track. Agencies with jurisdiction over the tangential issues should be updated about the Department planning effort.

Best Practices in Action

Bishop Area Access and Circulation Study—Public Participation Program

Traffic concerns in the Bishop area date back more than 40 years when a proposed bypass study was initiated to alleviate through-traffic in the downtown Bishop area. In October

2002, the Inyo County Local Transportation Commission requested that the Department's District 9 study Bishop area traffic. The Department launched the Bishop Area Access and Circulation Study (BAACS) to identify traffic and circulation concerns with hopes of improving traffic for all modes of transportation. The District participated in a wide-ranging public participation program to collect community input that would identify and select transportation alternatives to improve local circulation within the Bishop area.

The target audience included residents, businesses, key stakeholders, community organizations, regional transportation planning organizations, and local officials. The BACCS public participation program has been successful at generating awareness and knowledge about the study and transportation issues in Bishop. Key strategies and tactics were implemented to spark community interest, solicit input about the study, and provide outreach to a variety of stakeholders through a multi-faceted approach. This approach included the following.

Surveys

A statistically valid public opinion survey was administered both in English and in Spanish within the study area to gauge the community's perceptions with regard to transportation objectives, priorities, and potential solutions. Full consideration of Title VI was considered in the design and implementation of the survey to ensure an accurate reflection of the general representation of various groups within the community. More than 400 surveys were completed. The survey results revealed key perceptions and information about the Bishop area community that would ultimately be used in designing the public workshops and used as a guide the overall study.

As a follow up to this survey, a business specific survey was administered to understand the key transportation issues faced by businesses along the U.S. Highway 395 corridor. More than 75 surveys were completed.

Mailing List

In order to target all stakeholders within the BAACS study area, a detailed list of more than 6,200 contacts was collected from a property database service, stakeholder research, and pre-existing Department contacts. The resulting database included all properties within a seven-mile radius of Main Street, community based organizations, businesses and other stakeholders and was used to distribute all meeting materials. It also included an e-mail database of approximately 100 contacts from stakeholder research and contact information provided by individuals during previous planning outreach efforts.

Media Relations

To heighten awareness and solicit increased public participation, a comprehensive media relations campaign was implemented. Press releases and radio announcements were distributed in both English and Spanish, ensuring that underrepresented groups and those stakeholders not on the mailing list were also reached.

Public Workshops

To gain public input, an workshop was developed to solicit input from community members using interactive technology. The meeting facilitated discussion about the study and helped foster open, two-way communication. A second workshop was held to share recent developments with regard to the study, and also to obtain input from the public on what the Department should further consider as it evaluates proposed study alternatives. In all, close to 200 people attended the meetings, including Bishop area residents, local businesses, local government, the local media, Los Angeles Department of Water and Power, and the Bishop Indian Tribal Council.

Stakeholder Outreach

Additional efforts were undertaken to reach out to key stakeholder groups in the Bishop area. The Department made presentations to groups to provide an update on BAACS and to obtain input for the evaluation of proposed study alternatives. The stakeholder groups included local Indian tribes, local government, and the local high school and hospital.

A key goal of District 9 has been to remain open and “transparent” in their planning efforts for this planning effort. The public participation effort has provided a process for District 9 staff to be more responsive and responsible planners. Various tools, including newsletters, a website, community workshops and public opinion research, have contributed to community understanding and to consistency and follow-through from District staff, as well as a willingness to consider other options.

Chapter 5

Tribal Consultation

Overview

Coordination of Indian Tribal Governmental transportation needs on a government-to-government basis reflects recognition that these Tribes are unique and separate governments within the United States. Government-to-government consultation (rather than public outreach or public involvement) is the key component of Tribal-related activities.

In order to determine these transportation needs, this contract supported and facilitated consultation with Indian Tribal Governments. Specific Tribal Government Consultation planning efforts in the Districts included:

- District 1 – Government-to-government consultation strategies training for staff and transportation planning workshops.
- District 4 – Government-to-government consultation and transportation planning workshop and development of supporting materials.
- District 6 – Government-to-government transportation planning survey and one-on-one interviews with Tribal Governments.
- District 11 - Government-to-government transportation planning survey and one-on-one interviews with Tribal Governments.

Sample materials for each listed effort are included in electronic format in the Tribal Consultation folder in Appendix B.

Attachment A



Bishop Area Access & Circulation Study Community Survey

Field Dates:	Methods: <ul style="list-style-type: none">• Pretest: December XX, 2003• Field Dates: December XX, 2003
Sample Size:	<ul style="list-style-type: none">• 400 completed interviews with Bishop area residents
Sampling Error:	<ul style="list-style-type: none">• +/- 4.9% (calculated at 95% confidence level)
Unit of Analysis:	<ul style="list-style-type: none">• Household
Population:	<ul style="list-style-type: none">• Adult residents of Bishop in area code 706, prefixes: 872, 873, & 387
Screening:	<ul style="list-style-type: none">• Resident of the study area for the Bishop Area Access & Circulation Study
Sampling Frame:	<ul style="list-style-type: none">• Random-digit-dialing telephone sample
Budgeted Length of Interview:	<ul style="list-style-type: none">• 10 minutes

• REQUEST •

Hello, my name is _____ from Meta Research. We are interviewing Bishop area residents about transportation issues in your area for the California Department of Transportation. Your opinions on these issues are very important to Caltrans and the Bishop community.

Would you have about 8-10 minutes (depending upon your answers) now for a brief confidential interview?

[IF NECESSARY, CONTINUE WITH: This is a public opinion survey, NOT SALES. Your answers will be summarized with other peoples' answers; results will not be reported individually.]

- 01) Yes {BEGIN SURVEY}
- 02) No {ARRANGE FOR A CALLBACK TIME}
- 99) Refusal {THANK & TERMINATE}

This call may be monitored for quality control purposes.

• SCREENING QUESTIONS •

[ASK ALL RESPONDENTS]

S1: What community do you live in (in the Bishop area)? [READ LIST BELOW]

- 01) Bishop Paiute ("Pie-Yoot") Reservation
- 02) West Bishop
- 03) Dixon Lane-Meadow Creek
- 04) Rocking K
- 05) Rocking W

- 06) Starlight/Aspendale
- 07) Wilkerson
- 08) Highlands/Glenwood Mobile Home Park
- 09) Roundvalley/Mustang Mesa/Paradise
- 10) (the) City of Bishop (Within the city boundaries), OR
- 11) (the) Unincorporated area of Inyo County (please specify)
- 50) Other [THANK & TERMINATE]
- 97) Undecided [THANK & TERMINATE]
- 99) Refused [THANK & TERMINATE]

S2: CODED, NOT ASKED: Interviewers Check Racial/Ethnic Targets

- 01) Total Hispanic respondents needed: 28
- 02) Total Native American respondents needed: 32
- 03) Total business respondents needed: 40

S3: CODED, NOT ASKED: Interview language

- 01) English
- 02) Spanish

• **TRANSPORTATION RELATED ISSUES** •

First...

[ASK ALL RESPONDENTS]

01. What would you say is the number one transportation issue in the Bishop area?
[PSUEDO OPEN ENDED: ASK AS OPEN-ENDED; CODE FIRST RESPONSE INTO APPROPRIATE CATEGORY; DO NOT PROMPT]

CATEGORIES FOR CODING:

- 01) Congestion on Main Street/Highway 395
- 02) Too many trucks on Main Street/Highway 395
- 02) Congestion on West Line Street/Highway 168
- 03) Ability to safely ride a bike around town
- 04) Inadequate Parking
- 05) Driving behavior
- 06) Need for passenger air service
- 07) Getting around town as a pedestrian
- 08) Inefficient local road network (poor circulation/road connections)
- 08) Transit/Bus service
- 50) Other (please specify)
- 97) Undecided/Don't know [VOLUNTEERED; SKIP NEXT QUESTION]
- 99) Refused [VOLUNTEERED; SKIP NEXT QUESTION]

[ASK ALL RESPONDENTS]

02. Thinking about the [insert answer from previous question] issue, what, if any, solution would you suggest? [PSUEDO OPEN ENDED: ASK AS OPEN-ENDED; CODE FIRST RESPONSE INTO APPROPRIATE CATEGORY; DO NOT PROMPT.]

CATEGORIES FOR CODING:

- 01) Bypass (any type)

- 02) Create truck route
- 03) Create more cycling options throughout the city
- 04) Improve parking throughout the city
- 05) Improve the local road network
- 06) Make downtown/Main Street safer for pedestrians
- 07) Bring in passenger air service
- 08) Driver education/Enforcement
- 09) Traffic calming
- 50) Other (please specify)
- 97) Undecided/Don't know [VOLUNTEERED]
- 99) Refused [VOLUNTEERED]

[ASK ALL RESPONDENTS]

03. I'm going to read you a list of transportation issues. Please rate the seriousness of each issue in the Bishop area as Very serious, Somewhat serious, or Not serious.

CATEGORIES FOR CODING:

- 01) Not serious
- 02) Somewhat serious
- 03) Very serious
- 97) Undecided/Don't know [VOLUNTEERED]
- 99) Refused [VOLUNTEERED]

[RANDOMIZE ORDER]

- a. Congestion on Main Street/Highway 395
- b. Too many trucks on Main Street/Highway 395
- c. Congestion on West Line Street/Highway 168
- d. Ability to safely ride a bike around town
- e. Inadequate Parking
- f. Driving behavior
- g. Lack of passenger air service
- h. Getting around town as a pedestrian
- i. Inefficient local road network (poor circulation/road connections)
- j. Transit/Bus service

[ASK ALL RESPONDENTS]

04. What, if any, solutions to these issues would you suggest? [ASK AS OPEN-ENDED; CODE INTO APPROPRIATE SOLUTION] Anything else?

CATEGORIES FOR CODING:

- 01) Mentioned
- 02) Not Mentioned

- a. Bypass (any type)
- b. Create truck route
- c. Create more cycling options throughout the city
- d. Improve parking throughout the city
- e. Improve the local road network
- f. Make downtown/Main Street safer for pedestrians
- g. Bring in passenger air service
- h. Driver education/Enforcement

- i. Traffic calming (trees pulled out, streetscape, traffic circles...)
- j. Other (please specify)
- k. Undecided/Don't know [VOLUNTEERED] (only code if 1st response)

[ASK ALL RESPONDENTS]

05. Several alternatives can be considered as a way to handle local transportation issues in the Bishop area. Please tell me if you Strongly Oppose, Somewhat Oppose, Somewhat Support, or Strongly Support each of the following:

CATEGORIES FOR CODING:

- 01) Strongly Oppose
- 02) Somewhat Oppose
- 03) Neutral [VOLUNTEERED]
- 04) Somewhat Support
- 05) Strongly Support
- 97) Undecided/Don't know [VOLUNTEERED]
- 99) Refused [VOLUNTEERED]

[RANDOMIZE ORDER]

- a. Construct an alternate route for through traffic
- b. Construct an alternate route specifically for truck traffic
- c. Improve the options for riding a bicycle in the Bishop area
- d. Improve parking throughout the Bishop area
- e. Improve the local road network by adding to and connecting existing roads
- f. Make no improvements

[ASK ALL RESPONDENTS]

06. If improving the movement of pedestrian travel downtown required decreasing the movement or diverting the flow of traffic through downtown, how supportive would you be? [READ CATEGORIES BELOW]

- 01) Not Supportive
- 02) Supportive
- 03) Very Supportive
- 97) Undecided/Don't know [VOLUNTEERED]
- 99) Refused [VOLUNTEERED]

[ASK ALL RESPONDENTS]

07. How important do you think out-of-town travelers are to the economic livelihood of the Bishop area? Very, Somewhat, or Not important?

- 01) Not important
- 02) Somewhat important
- 03) Very important
- 97) Undecided/Don't know [VOLUNTEERED]
- 99) Refused [VOLUNTEERED]

[ASK ALL RESPONDENTS]

08. How much do you think truck traffic contributes to the transportation issues and congestion in the downtown area? [READ CATEGORIES BELOW]

- 01) Not at all
- 02) A little
- 03) A lot
- 97) Undecided/Don't know [VOLUNTEERED]
- 99) Refused [VOLUNTEERED]

[ASK ALL RESPONDENTS]

09. How much do you think out-of-town travelers contribute to the transportation issues and congestion in the downtown area? [READ CATEGORIES BELOW]

- 01) Not at all
- 02) A little
- 03) A lot
- 97) Undecided/Don't know [VOLUNTEERED]
- 99) Refused [VOLUNTEERED]

[ASK ALL RESPONDENTS]

10. How much weight should be given to the opinions of out-of-town travelers in the decision-making process on highway transportation issues in the Bishop area? [READ CATEGORIES BELOW]

- 01) None
- 02) A Small Amount
- 03) Some Amount
- 04) A Large Amount
- 97) Undecided/Don't know [VOLUNTEERED]
- 99) Refused [VOLUNTEERED]

Changing subjects slightly...

[ASK ALL RESPONDENTS]

11. Are you an Owner or a Manager of a business located in the Bishop Area?

- 01) Yes [CONTINUE]
- 02) No [SKIP TO NEXT BLOCK]
- 97) Undecided/Don't know [VOLUNTEERED]
- 99) Refused [VOLUNTEERED]

[ASK OF BUSINESSES]

12. What is the type of business? Is it a ... [READ LIST BELOW]

- 01) Hotel or Motel
- 02) Restaurant
- 03) Fast Food
- 04) Gas station
- 05) Sporting Goods
- 06) Other tourist or recreation business
- 07) Other retail
- 08) Professional Services, OR
- 08) Other type of business
- 97) Undecided/Don't know [VOLUNTEERED]
- 99) Refused [VOLUNTEERED]

[ASK OF BUSINESSES]

13. Where is your business located? [READ LIST BELOW]

- 01) On Highway 395 (Highway Service)/Main Street
- 02) On 395 North Sierra Hwy
- 03) Within two blocks of Highway 395
- 04) Somewhere else in the Bishop area
- 97) Undecided/Don't know [VOLUNTEERED]
- 99) Refused [VOLUNTEERED]

[ASK OF BUSINESSES]

14. How dependent is your business on out-of-town travelers, such as truck traffic and recreational through traffic? [READ LIST BELOW]

- 01) Not dependent
- 02) Somewhat dependent
- 03) Very dependent
- 97) Undecided/Don't know [VOLUNTEERED]
- 99) Refused [VOLUNTEERED]

[ASK OF BUSINESSES]

15. Do you think altering the flow of traffic through downtown on Main Street would have a Negative effect, a Positive effect, or No effect on your business? [IF HAVE EITHER NEGATIVE OR POSITIVE EFFECT, FOLLOW UP WITH, "Would that be a Significant or Moderate effect?"]

- 01) Significantly negative effect
- 02) Moderately negative effect
- 03) No effect
- 04) Moderately positive effect
- 05) Significantly positive effect
- 97) Undecided/Don't know [VOLUNTEERED]
- 99) Refused [VOLUNTEERED]

• **TRANSPORTATION HABITS** •

Now I'm going to ask you some questions about your typical transportation habits...

[ASK ALL RESPONDENTS]

16. What is your primary mode of transportation?

- 01) Automobile
- 02) Motorcycle/Moped [SKIP NEXT QUESTION]
- 03) Bike [SKIP NEXT QUESTION]
- 04) Walking [SKIP NEXT QUESTION]
- 05) Public Transit/Bus [SKIP NEXT QUESTION]
- 50) Other (please specify)
- 97) Undecided/Don't know [VOLUNTEERED; SKIP NEXT QUESTION]
- 99) Refused [VOLUNTEERED; SKIP NEXT QUESTION]

[ASK OF AUTOMOBILE USERS]

17. Do you typically drive alone or with one or more other people?

- 01) Drive alone
- 02) Drive with others/Carpool
- 97) Undecided/Don't know [VOLUNTEERED]
- 99) Refused [VOLUNTEERED]

[ASK ALL RESPONDENTS]

18. Do you ever use any other form of transportation? (IF YES, Which?)

- 01) Automobile
- 02) Motorcycle/Moped
- 03) Bike
- 04) Walking
- 05) Public Transit/Bus
- 06) Other (please specify)
- 07) No; Do not use any other form of transportation
- 97) Undecided/Don't know [VOLUNTEERED]
- 99) Refused [VOLUNTEERED]

[ASK ALL RESPONDENTS]

19. In a typical weekday, how many times do you travel on Main Street/Highway 395 in the Bishop area?

[NOTE TO INTERVIEWER: If respondent answers anything over "0" say: "We're looking for each time you travel on Main Street in one direction. So, would that be (INSERT NUMBER) one-way trips or (INSERT NUMBER) round-trips?"]

- 01) Enter Number of One Way Trips
- 97) Undecided/Don't know [VOLUNTEERED]
- 99) Refused [VOLUNTEERED]

• DEMOGRAPHICS •

Just a few more questions for statistical purposes. [IF NECESSARY, CONTINUE WITH: All responses are kept confidential. All government entities are legally required to gather this data to show that they are serving the public equitably].

[ASK ALL RESPONDENTS]

20. How long have you lived in the Bishop area? [READ LIST BELOW, IF NECESSARY]

- 01) Less than 1 year
- 02) 1 - 4 years
- 03) 5-10 years
- 04) 11-20 years, OR
- 05) More than 20 years
- 97) Undecided/Don't know [VOLUNTEERED]
- 99) Refused [VOLUNTEERED]

[ASK ALL RESPONDENTS]

21. Please stop me when I read the category that contains the highest level of education you have completed. . . [READ CATEGORIES BELOW]

- 01) High school or less
- 02) Some college
- 03) Trade or vocational school
- 04) Two-year college degree
- 05) Four-year college degree
- 06) Post graduate degree
- 97) Undecided/Don't know [VOLUNTEERED]
- 99) Refused [VOLUNTEERED]

[ASK ALL RESPONDENTS]

22. Please stop me when I read the category that contains your age... [READ CATEGORIES BELOW]

- 01) 18-24
- 02) 25-34
- 03) 35-44
- 04) 45-54
- 05) 55-64
- 06) 65 and up
- 97) Undecided/Don't know [VOLUNTEERED]
- 99) Refused [VOLUNTEERED]

[ASK ALL RESPONDENTS]

23. What is your racial or ethnic background? [READ CATEGORIES BELOW]

- 01) Anglo/White
- 02) Hispanic/Chicano/Latino
- 03) American Indian/Native American
- 04) African American/Black
- 06) Asian/Oriental/Pacific Islander
- 50) Other
- 97) Undecided/Don't know [VOLUNTEERED]
- 99) Refused [VOLUNTEERED]

One final question...

[ASK ALL RESPONDENTS]

24. Please stop me when I read the category that best describes your total household income from all sources before taxes in 2002... [READ CATEGORIES BELOW]

- 01) Less than \$10,000
- 02) \$10,000 to just under \$25,000
- 03) \$25,000 to just under \$35,000
- 04) \$35,000 to just under \$50,000
- 05) \$50,000 to just under \$75,000
- 06) \$75,000 to just under \$100,000
- 07) \$100,000 or more
- 97) Undecided/Don't know [VOLUNTEERED]
- 99) Refused [VOLUNTEERED]

That's the end of our survey. This has been a confidential interview conducted by _____ at Meta Research. Someone may call you from Meta to verify that this interview was conducted. May I please have just your first name? Thank you very much for your time and have a good evening

25. Gender (NOT ASKED; CODED BY OBSERVATION)

- 01) Female
- 02) Male

DRAFT

Bishop Area Access and Circulation Study Highway Corridor Business Survey

June 5, 2004

Dear Business Owner/Manager,

This survey is part of the Bishop Area Access and Circulation Study (BAACS) and is intended to gather valuable information from the business community.

Since the study began in 2002, Caltrans has been working with residents and businesses to obtain community input about Bishop area transportation issues and concerns. Several public workshops and a telephone survey have been conducted to capture community input about this topic.

Because your business success is essential to maintaining community economic vitality, and because study alternatives may impact traffic and circulation in downtown Bishop, this survey is designed to capture the specific interests and concerns from area businesses located along the Highway 395 corridor.

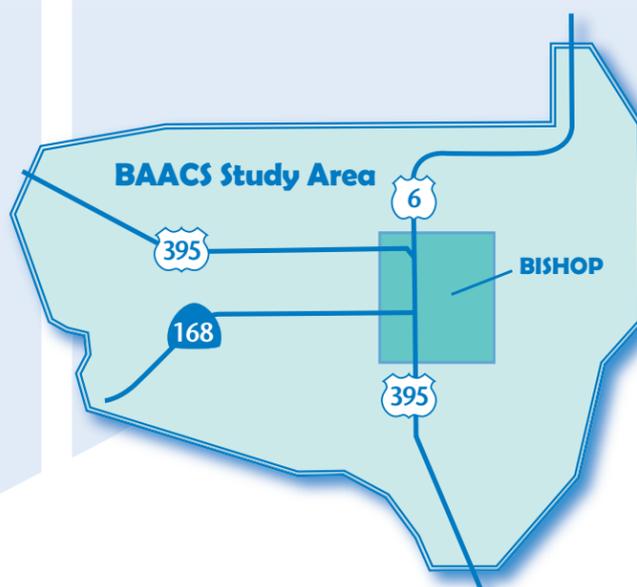
Please complete this survey from the point of view of how these issues affect your business – **owner or top-level manager is preferred. Your response is greatly appreciated.**

Please complete and fold the attached self-addressed survey (so that the mailing panel is shown), seal it with the “peel off” tab, and mail it by June 21, 2004. You may also fax your completed questionnaire to: (916) 325-1224, Attention: Shannon. A research firm in Sacramento is tabulating survey responses. All responses will be kept confidential.

If you have questions, please don't hesitate to call me at 872-5214.

Thank you,

Brad Mettam, Project Manager



**Bishop Area Access
and Circulation Study (BAACS)**

Bishop Area Access and Circulation Study

Highway Corridor Business Survey

01. What would you say is the number one transportation issue that affects your business in the Bishop area?

02. What, if any, solution would you suggest to the number one transportation issue?

03. Several alternatives can be considered as a way to handle local transportation issues in the Bishop area. Please tell me if you support or oppose each of the following.

- a. Construct an alternate route for through traffic
- b. Construct an alternate route specifically for truck traffic
- c. Improve the options for riding a bicycle, walking, and other non-motorized modes
- d. Improve parking
- e. Improve the local road network by adding to and connecting existing roads
- f. Make no improvements

Strongly Oppose	Somewhat Oppose	Somewhat Support	Strongly Support	Neutral/ Don't Know
[]	[]	[]	[]	[]
[]	[]	[]	[]	[]
[]	[]	[]	[]	[]
[]	[]	[]	[]	[]
[]	[]	[]	[]	[]
[]	[]	[]	[]	[]

04. Is the existing supply of parking adequate for your business needs?

Please choose one

- [] Yes
- [] No

05. What would most benefit your business?

Please choose one

- [] More parking
- [] Shorter parking time limits/faster turnover
- [] Less through truck traffic on Main Street
- [] Less congestion on Main Street
- [] Streetscape enhancements (lighting, street furniture, landscaping, etc.)
- [] No changes/none of the above
- [] Other (please specify) _____

06. What effect would reducing the volume of current traffic through downtown on Main Street have on your business?

Please choose one for reduced visitor traffic

- [] Significantly negative effect
- [] Moderately negative effect
- [] No effect
- [] Moderately positive effect
- [] Significantly positive effect

Please choose one for reduced truck traffic

- [] Significantly negative effect
- [] Moderately negative effect
- [] No effect
- [] Moderately positive effect
- [] Significantly positive effect

Please choose one for reduced local traffic

- [] Significantly negative effect
- [] Moderately negative effect
- [] No effect
- [] Moderately positive effect
- [] Significantly positive effect

07. Please indicate your opinions on improving the look and feel of downtown Bishop on Main Street.

- a. Are you interested in improving the look and feel of downtown (improving streetscape, adding more street furniture, lighting, etc)? [] Yes [] No
- b. Would improving the look and feel of downtown have a positive impact on your business? Yes [] No []
- c. Would you be supportive of helping to pay for downtown improvements like those listed in (a) above? Yes [] No []



08. Where is your business located?

Please choose one

- On Highway 395/Main Street
- On 395 North Sierra Highway
- Within two blocks of Highway 395
- On Highway 168/Line Street

09. How many years have you been in business? _____

10. How many total (full and part time) employees are currently employed with your business? _____

11. What is the type of business?

Please choose one

- Hotel or motel
- Restaurant
- Fast food
- Gas station
- Sporting goods
- Entertainment (ex: movie theater)
- Government agency (please specify) _____
- Quasi-governmental (ex: library, school)
- Social service (ex: mental health, seniors)
- Medical/dental
- Professional services (please specify) _____
- Other retail (please specify) _____
- Other tourist or recreation business (please specify) _____
- Other type of business (please specify) _____

12. Approximately, what percentage of your business is from out-of-town travelers, such as truck traffic and visitor through traffic (compared to customers who live in Bishop)?

- 0% out-of-town travelers
- 20% out-of-town travelers
- 40% out-of-town travelers
- 60% out-of-town travelers
- 80% out-of-town travelers
- 100% out-of-town travelers

13. In an effort to determine traffic generated by local businesses, please estimate how many customers visit your location per week, on average?

- 1-50
- 50-100
- 100-200
- 200-500
- 500-1000
- 1000 +

PLACE
STAMP
HERE

Meta Research
c/o Bishop Area Access and
Circulation Study
2012 H Street, Suite 100
Sacramento, CA 95814



Bishop Area Access and Circulation Study (BAACS)





Bishop Area Access and Circulation Study Highway Corridor Business Survey

Time Sensitive!
Let Your Voice Be Heard!
How Do You Feel About Transportation Issues In Bishop?
Complete and Mail Back Survey by June 21!

Meta Research
c/o Bishop Area Access and Circulation Study
2012 H Street, Suite 100
Sacramento, CA 95814

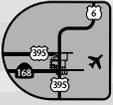
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**Bishop Area Access
and Circulation Study (BAACS)**

Time Sensitive Survey Inside





Bishop Area Access and Circulation Study (BAACS) Out of Town Traveler Survey

Please Give Us Your Opinion! Did you travel through Bishop to get here? If so, Caltrans wants to hear from you! Take a moment to help Caltrans and the Bishop community with their transportation planning efforts. This survey is part of an access and circulation study in Bishop. Your responses will be kept completely confidential. Please return completed surveys to the check-in counter. Your response is greatly appreciated. Caltrans would like to hear from you by **February 28**.

1. **Where are you visiting from?** (Please fill in Zip Code)

2. **On average, how often do you travel through/past Bishop?**

- | | |
|--|--|
| <input type="checkbox"/> Less than once a year | <input type="checkbox"/> Four times a year |
| <input type="checkbox"/> Once a year | <input type="checkbox"/> Once a month |
| <input type="checkbox"/> Twice a year | <input type="checkbox"/> Several times a month |

3. **When you travel to Mammoth, how often do you stop in Bishop?**

- Always Sometimes Seldom Never

*If you checked always, sometimes, or seldom, go to question 5 to continue the survey.
If you checked never, please answer one last question (Question 4).*

4. **Why don't you stop in Bishop?**

- Don't need any services Just want to make it to my destination
 Other (please specify): _____

5. **Why do you stop in Bishop? (Check all that apply)**

- | | | |
|--|--|--|
| <input type="checkbox"/> Fill up for gas | <input type="checkbox"/> Recreation | <input type="checkbox"/> Business trip |
| <input type="checkbox"/> Food | <input type="checkbox"/> Shopping | <input type="checkbox"/> Part of a touring group |
| <input type="checkbox"/> Lodging | <input type="checkbox"/> Family vacation | <input type="checkbox"/> To get off the highway and take a break |
| <input type="checkbox"/> Other (please specify): _____ | | |

6. **How much do you typically spend while stopping or staying in Bishop?**

- | | |
|---------------------------------------|---|
| <input type="checkbox"/> \$20 or less | <input type="checkbox"/> \$100 - \$ 500 |
| <input type="checkbox"/> \$20 - \$50 | <input type="checkbox"/> \$500 or more |
| <input type="checkbox"/> \$50 - \$100 | |

7. **How long do you typically stay, while stopping in Bishop?**

- | | |
|---|--|
| <input type="checkbox"/> Just a quick stop | <input type="checkbox"/> 1 overnight stay |
| <input type="checkbox"/> A couple of hours | <input type="checkbox"/> 2 overnight stays |
| <input type="checkbox"/> Less than 24 hours | <input type="checkbox"/> more than 2 overnight stays |

8. How would you rate the following in downtown Bishop?

Very Good
Somewhat Good
Not Very Good
Poor

Parking.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall access and circulation (is it easy to get around).....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Small town atmosphere and ambiance.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Getting around as a pedestrian.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shopping opportunities.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gas station opportunities.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Restaurant choices.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
General amenities.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (please specify):.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. What would make Bishop's main street more appealing? (Check all that apply)

<input type="checkbox"/> More shopping opportunities	<input type="checkbox"/> More parks and pedestrian areas
<input type="checkbox"/> More diverse dining options	<input type="checkbox"/> More public restroom facilities
<input type="checkbox"/> More diverse lodging options	<input type="checkbox"/> More restaurants
<input type="checkbox"/> More streetscaping (lighting, street furniture, landscaping, etc.)	<input type="checkbox"/> Less truck traffic
<input type="checkbox"/> Well marked and convenient parking	<input type="checkbox"/> Less downtown congestion
<input type="checkbox"/> Other (please specify): _____	

10. If a bypass or alternate route were constructed that allowed you to bypass downtown Bishop on your way to Mammoth, how often would you stop in Bishop?

Always Sometimes Seldom Never

If you checked always, sometimes, or seldom, why would you continue to stop? (Check all that apply)

<input type="checkbox"/> Fill up for gas	<input type="checkbox"/> Recreation	<input type="checkbox"/> Business trip
<input type="checkbox"/> Food	<input type="checkbox"/> Shopping	<input type="checkbox"/> Part of a touring group
<input type="checkbox"/> Lodging	<input type="checkbox"/> Family vacation	<input type="checkbox"/> To get off the highway and take a break
<input type="checkbox"/> Other (please specify): _____		

11. If constructed, would you take a highway route that bypassed Downtown Bishop, even if there was no savings in distance or time?

Yes No

12. What suggestions do you have for encouraging travelers to stop in Bishop?

Thank you for your time and input. Your responses will help towards Bishop's transportation planning efforts.

Attachment B



You've helped develop a vision for Merced County . . .

You've decided on transportation goals . . .

You've identified problems and offered solutions . . .

You've picked future transportation scenarios . . .

Now, the results are in! Help us decide where we are going.

Join us for an open house and ask questions about the 20-year Regional Transportation Plan. Representatives from Caltrans and the Merced County Association of Governments (MCAG) Governing Board will be there, as well as other elected officials. We'll have some very nice refreshments to make your visit even more enjoyable!

There will be lots of maps, charts and results to look at and think about during the open house. Following the open house, we'll sit down to vote on the preferred plan.

Do you want to see . . .

- Stay the same as today**
- Some changes**
- More changes**
- Alternate modes of transportation**
- Alternate modes with roads**

Let Us Know!



We will be using ARS technology, where you click to vote (like a TV remote control). Computers will tally the results, which can immediately be seen on a big screen. We want to make sure we have enough of the voting "clickers" for everyone, so please RSVP to let us know you'll be there.

Meeting facilities will be accessible to persons with disabilities. To RSVP, request more information, or request translation services, please contact Candice Steelman at (209) 723-3153, ext. 308 or visit www.mcag.cog.ca.us.

MCAG is an association of local governments that meet to discuss and resolve jointly-held problems such as transportation, transit, air quality and solid waste. These meetings are part of the Partnership for Integrated Planning project, piloted by MCAG, and funded by Caltrans, U.S. Environmental Protection Agency and Federal Highway Administration. This flyer is paid for by a grant from the California Department of Transportation.





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Merced County Association of Governments
 369 W. 18th Street
 Merced, Ca. 95340



You're Invited

Attention Merced County Residents!

Help decide YOUR transportation future. Please join MCAG, Caltrans, elected officials and other community members at an open house and meeting in May.

Cast your vote for Merced County's transportation future! Join us for discussion, displays and refreshments. Then cast your vote using the new click-to-vote (Automated Response System) technology!

Choose one of the following dates:

West County
 Saturday, May 15, 2004
 9:30 – 11:00 a.m.
 Council Chambers
 520 J Street
 Los Banos

North County
 Wednesday, May 19, 2004
 7:00 – 8:30 p.m.
 Recreation Center
 633 Main St.
 Livingston

Central and East County
 Saturday, May 22, 2004
 9:30 – 11:00 a.m.
 Tri College Center
 Merced Community College
 From G St., turn West onto
 College Center Drive



For more information go to www.mcag.cog.ca.us



JOIN US FOR AN OPEN HOUSE



Attention Merced County Residents: Help decide YOUR transportation future.

Please join the Merced County Association of Governments (MCAG), Caltrans, elected officials and other community members at an open house and meeting in May to discuss the 20-year Regional Transportation Plan. Refreshments will be provided.

Save the Date!

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There will be lots of maps, charts and results to look at and think about during the open house. Following the open house, you can sit down to vote on the preferred transportation plan using new click-to-vote Automated Response System (ARS) technology. Computers will tally the results, which can immediately be seen on a big screen.

Meeting facilities will be accessible to persons with disabilities. To RSVP, request more information, or request translation services, please contact Candice Steelman at (209) 723-3153, ext. 308 or visit www.mcag.cog.ca.us.



Automated Response System

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See Appendix B For Complete Summary Report

***Draft Polling Results
Partnership for Integrated Planning (PIP):
Merced Pilot***

***Scenarios Workshop
Merced, California***

February 18, 2004

Prepared by



405 E. Branch Street
Arroyo Grande, CA 93420
(805) 474-8105
strategicinit.com

In Conjunction with Jones & Stokes

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Process Overview

The Partnership for Integrated Planning (PIP): Merced Pilot is an innovative methodology to analyze and predict the cumulative impacts of transportation and land use policies. The demonstration project is supported by the United States Environmental Protection Agency (EPA), Federal Highway Administration (FHWA), California Department of Transportation (Caltrans), and the Merced County Association of Governments (MCAG). It is anticipated that early analysis of cumulative impacts will promote policies and decisions that avoid environmental resources and streamline the delivery of future land-use development and transportation projects.

A stakeholder group of Federal, State, and local environmental resource and transportation agencies and other interested parties was convened on February 18, 2004, in Merced, California, to be briefed on the status of PIP and other jurisdictional planning activities in the study area. The stakeholder group also participated in a demonstration of the GIS modeling tool (UPLAN) that is being used to predict the cumulative impacts of existing and alternative land-use and transportation strategies.

As part of the UPLAN demonstration, the meeting participants were asked to prioritize the relative importance of the following six resource and development categories:

- Vernal pools
- Hydrology and aquatic habitats (not including vernal pools)
- Endangered species habitat
- Habitat connectivity
- Prime agricultural lands (prime ag, etc)
- Other agricultural lands (grazing)

Using the relative priority of the categories, the UPLAN model was used to project the future impacts on critical land-use and environmental resources. The participants then rated the extent to which they believed that the new growth pattern protected the land-use and environmental resource.

Interactive polling technology was used to help the group prioritize the list of resource and development categories and assess the extent of protection. Each participant was provided with a remote FM radio input terminal to respond to questions generated by computer and projected on a large screen. The technology provided the ability to quickly assess the categories. The results were tabulated and immediately presented back to the group for discussion. Demographic information was collected to assess different perspectives of participants based on where they lived, their agency, and their responsibilities.

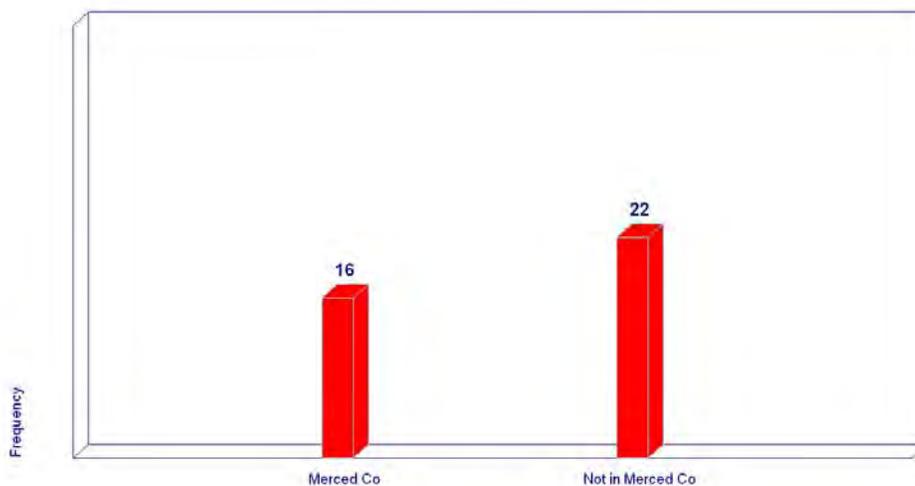


This report presents the results of the interactive surveys. The observations and conclusions from the discussion were recorded and will be reported separately. It is important to note that the interactive polling process was designed to stimulate discussion and understanding of the perspectives of the various participants. It was not designed to be statistically representative of a broader group of participants. The number of participants may vary among polls since all participants may not have participated in every poll.

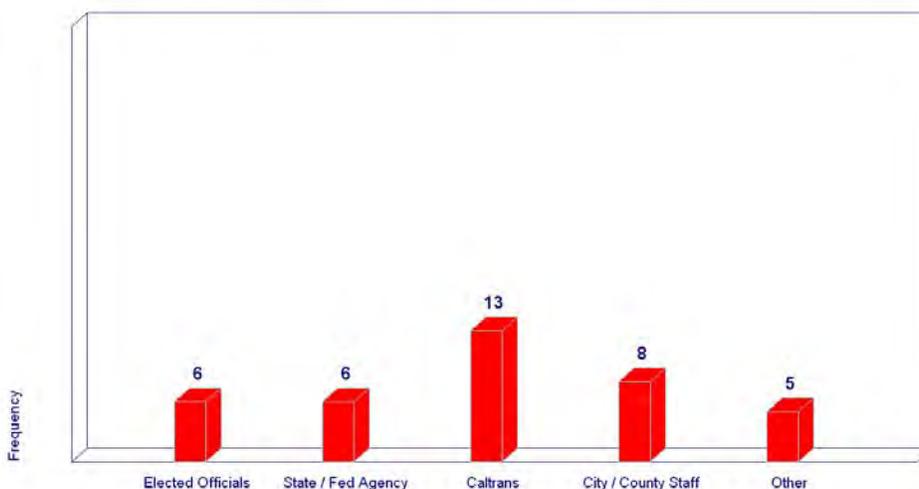
Demographic Information

Demographic information was collected from the participants to better understand the makeup of the group and to view the polling results by demographic category. The following charts present the results of the demographic poll.

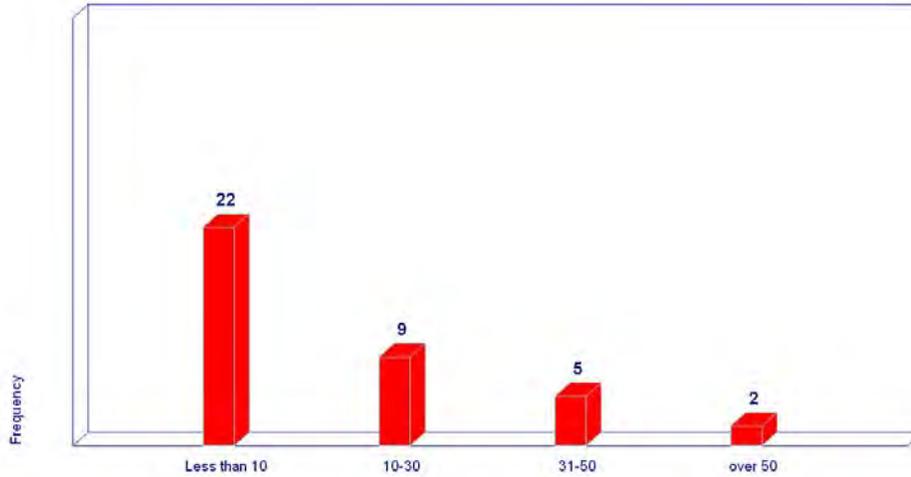
A- Do you reside in Merced County?



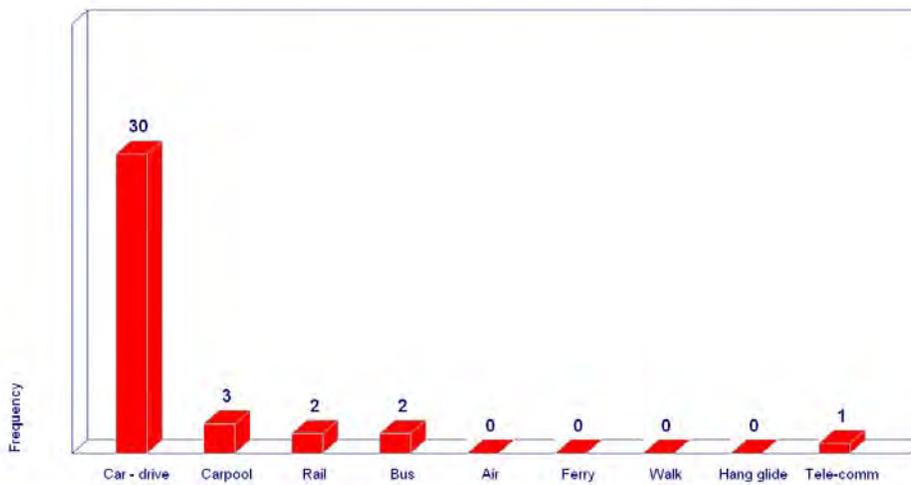
B- Which group do you represent?



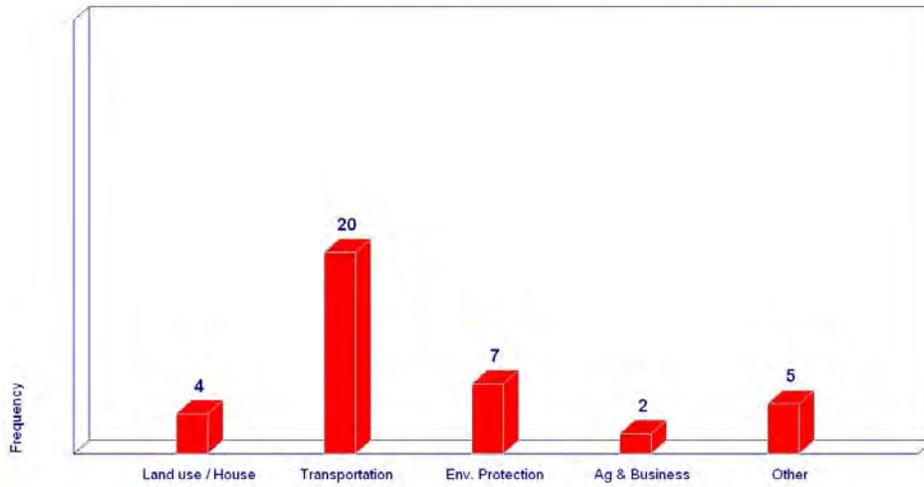
C- How many miles do you commute to work?



D- What mode of transportation do you usually use to get to work?



E- What is your primary responsibility or concern?

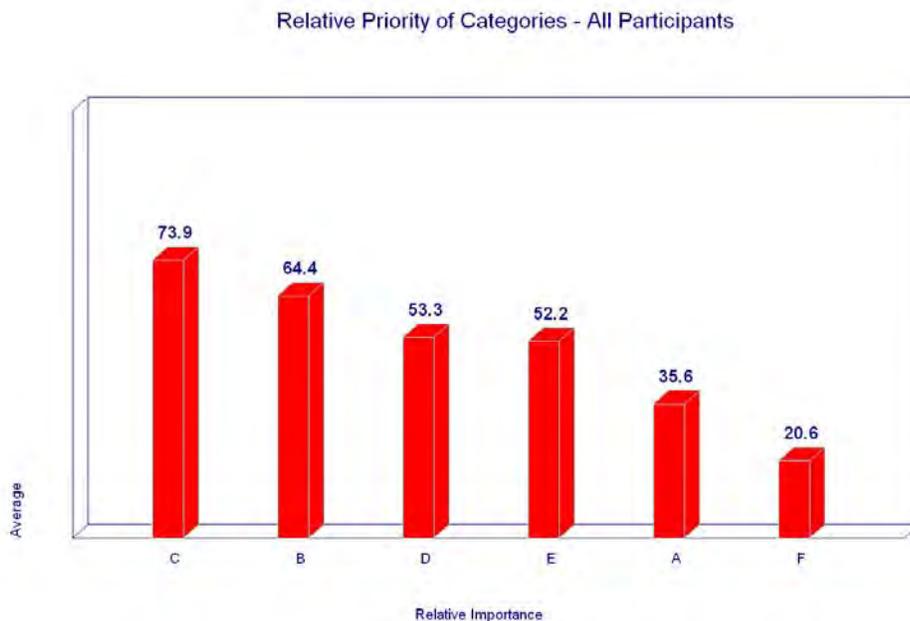


Scenarios Assessment

In order to demonstrate the UPLAN model and generate a discussion regarding the values and concerns of the participants, the meeting participants were asked to prioritize the relative importance of the following six resource and development categories:

- A. Vernal pools
- B. Hydrology and aquatic habitats (not including vernal pools)
- C. Endangered species habitat
- D. Habitat connectivity
- E. Prime agricultural lands (prime ag, etc)
- F. Other agricultural lands (grazing)

The participants prioritized the importance of the categories using a forced-pair technique where two of the critical roles were presented to the group and each participant selected which was most important. After evaluating every possible pair, the relative importance of the categories was calculated on a scale from 0 to 100 and immediately presented to the group for discussion. The results of the assessment for all the participants are shown in the following chart in priority order.



Attachment C

Caltrans District 3 Bicycle Strategy Focus Groups Draft Screener Guide October 27, 2003

Purpose

The screener will be used by Opinions of Sacramento to recruit participants for the six focus groups.

Screening Criteria

The following are the criteria to be used in selecting participants:

- Have a bicycle but are not regular bicycle riders
- Physically able to ride a bike
- Would consider bicycling under certain conditions
- Diverse geographic representation based on specific parameters in each county (e.g. in Placer County, Auburn will be the eastern limit from which to recruit participants; in El Dorado County, Placerville will be the eastern limit from which to recruit participants; in Nevada County, Nevada City will be the eastern and northern limit from which to recruit participants)
- Must be 18 years and older
- Must reside within reasonable cycling proximity to the State highway system
- Diverse demographic representation for age, ethnicity, income and education
- Seek relatively equal gender representation (50/50 male/female)

Screener Format/Logistics

- Recruiters will use random selection to identify interested participants
- Participants from Sacramento, Yolo, Placer, Butte and El Dorado counties will be offered \$60 incentives; participants from Sutter, Yuba and Nevada counties will be offered \$75 incentives
- The goal will be to recruit 12 participants, expecting that 8 to 10 of the 12 will show
- Focus group dates will be identified before recruitment begins
- Tentative dates include week of 11/17 and 12/1
- Recruiters will attempt to have at least four of the groups at a Sacramento focus group facility
- One focus group will be conducted for each of the following counties/county pairs:
 - Sacramento – held in Sacramento
 - Yolo – held in Yolo
 - Sutter/Yuba – held in Sacramento if possible
 - Butte – held in Chico
 - Placer/Nevada – held in Sacramento if possible; otherwise Auburn
 - El Dorado – held in Sacramento if possible; otherwise Placerville

**Caltrans District 3
Bicycle Strategy Focus Groups
Draft Screener Questionnaire
October 30, 2003**

(Standard Introduction) – Includes identifying who is calling and their purpose in calling.

1. Do you, anyone in your household, or close friends work in advertising, marketing research or other similar field?

YES - TERMINATE

NO - CONTINUE

2. Have you ever participated in a marketing research group discussion where you were given money for your ideas?

YES -

When was the last time? _____ (TERM IF WITHIN PAST 6 MONTHS)

What are all the subjects? _____
(TERM IF EVER ON Bicycle-Riding Behaviors)

NO - CONTINUE

3. Do you have a bicycle?

YES – CONTINUE

NO – TERMINATE

4. Do you ride it regularly (at least 3 times per week) for utilitarian purposes (for example, to work, shops, school)?

YES – TERMINATE

NO – CONTINUE

5. Would you ride it more often if it were more convenient? (This could mean convenience in any way – safety, easier access, etc. We won't want to prompt too much. These are the issues we'll be discussing in detail at the focus group.)

YES – CONTINUE

NO – TERMINATE

6. In which city do you live or, if in the county, what is the closest city to your home?

Note to recruiters: In Placer County, Auburn will be the eastern limit; in El Dorado County, Placerville will be the eastern limit; in Nevada County, Nevada City will be the eastern and northern limit from which to recruit participants.

Sacramento – anywhere in the city or county of Sacramento

Yolo – Davis, Woodland, Yolo, West Sacramento

Placer/Nevada – Auburn, Loomis, Lincoln, Rocklin, Roseville, Newcastle, Grass Valley, Nevada City

El Dorado – Shingle Springs, Cameron Park, El Dorado Hills, Placerville, Rescue

Sutter/Yuba – anywhere in Sutter/Yuba – save for later groups

Butte – anywhere in Butte County – save for later groups

Other – TERMINATE

7. Do you live within two miles from any of the following roadways?

Highway 99

I-5

I-80

Highway 50

Highway 16

Highway 160

Highway 12

Highway 104

Note to recruiters: This is the list for Sacramento County. Attached is a separate list of highways by county.

YES – CONTINUE

NO – TERMINATE

8. Which of the following groups includes your age:

Under 18

18 - 24

25 - 34

35 - 49

50 - 64

65 +

9. Which of the following best describes your income level?

Under \$25,000

\$25,000 - \$49,999

\$50,000-\$74,999

Over \$75,000

10. Which of the following best describes your ethnicity?

- Caucasian
- African American
- Hispanic
- Asian
- Other

11. Which of the following best describes your education level?

- High School Graduate
- Some College
- College Graduate

12. Would you be interested in participating in a focus group to discuss bicycle issues?

Name _____

Address _____

City _____ Zip _____

Phone (H) _____ (W) _____

DEPARTMENT OF TRANSPORTATION

DISTRICT 3
703 B STREET
P. O. BOX 911
MARYSVILLE, CA 95901-0911
PHONE (530) 741-4025
FAX (530) 741-5346
TTY (530) 741-4509



*Flex your power!
Be energy efficient!*

August 5, 2004

Mr. Bob Ireland
Sacramento County
Department of Transportation
906 G Street, Suite 510
Sacramento, CA 95814

Dear Mr. Ireland:

Thank you for your interest in the upcoming focus group on bicycling. This letter is to confirm your participation in the focus group at the following date, time, and location.

WHAT: Bicycle Focus Group

WHEN: Monday, August 16, 2004
10 a.m. – 12 p.m.
Please arrive no later than 9:45 a.m.

WHERE: SACOG
American River Room
1415 L Street, Suite 300
Sacramento

Please call Maurice Chaney at (916) 737-3000 to RSVP. Thank you.

We look forward to hearing your input.

Sincerely,

BRUCE DE TERRA
Chief, Office of Planning North

**Caltrans District 3
Bicycle Strategy Focus Groups
Facilitator Moderator Guide
November 17, 2003**

**Introduction – Focus Group Purpose and Format
Welcome/ Introduce Self**

The purpose of the focus group tonight is to obtain input about ways to encourage more bicycle use adjacent to or near State highways.

In terms of format: As moderator, I'll be leading you through a series of questions and obtaining your responses. Though we'll be following a set of proscribed questions, there is lots of latitude as to how much time and in what depth we pursue each topic. I encourage you to relax - this will be a relatively informal discussion and it should be interesting and fun.

Ground Rules

- I'm interested in hearing from all of you, so be patient as we go around the table and understand that I may need to interrupt you from time to time so that we work through our entire agenda and so that we hear from all participants.
- We are audio and visually taping this session. The purpose of that is to be able to review this information at a later date as well as to provide others an opportunity to hear and see the issues discussed.
- Please speak up in a voice at least as loud as mine so that it can be picked up by tape and so that I and others around the table can hear you.
- Please speak one at a time. I'll try to call on each of you to hear your responses to each question.
- We will be discussing specific transportation routes in some detail – please be patient while others are talking about routes related to their area.
- We'll be taking a brief break about half way through the session. That will give you some stretching/restroom time and give me a chance to find out if there are any follow-up questions from our observers.
- Any questions? Let's get started.

Let's Begin: Let's go around the room and have each of you identify your first name, where you live and whether you've attended a focus group in the past. I'll start. My name is ...

**Let's start with current bicycle use.
Current Bicycle Use**

1. How often do you ride your bicycle?

2. What kind of bicycle do you ride? (Probe: Is it suitable for long trips, commuting, recreational use, off-road/on-road, etc.)

3. Describe the circumstances when you typically ride your bicycle. (Probe: For recreation? For trips to the store, library, pick up children?)

4. Specifically, where do you ride? On what streets or bike paths, from where to where?

5. In what kinds of conditions do you ride? (Probe: When you have extra leisure time, when it's a beautiful day, when you don't have access to a vehicle?)

6. Is it by choice or necessity that you ride when you do?

7. In choosing to bicycle or not, what is your primary motivation? (Probe: positive benefit to the environment, physical exercise, automobile congestion, cost of parking, etc.)

Now, we're going to talk about existing bicycle routes.

Existing Bicycle Routes

8. Share map of State highway system.
Identify State highways that allowing bicycling.
Discuss pros/cons of each in general (whether they ride there or not)
Identify most convenient/most used routes.
Discuss pros and cons with bicycling near/adjacent to/on these routes.

9. With regard to specific roadways, are there connections that are difficult to make? Where specifically and from which direction?

10. Are there typical ways you need to go to get someplace but there isn't a safe/easy/blank way to get there?

11. Can you identify specific routes/streets that are particularly bicycle-friendly/not bicycle-friendly? Why? Why not?

12. What is your impression of the condition of the roadways (including city, county and state highways for bicycle riding? If you haven't ridden on many streets, what concerns do you think you'd have about riding on them? (Probe: unsafe conditions [like what? – no room to ride, debris in the street, crazy drivers, etc.], maintenance [poor pavement condition, poor pedestrian/cyclist features], access, etc.

Now, let's talk about future bicycle use – what would encourage to bicycle more often?

Future Bicycle Use

13. Would you be inclined to bicycle more? Under what conditions? (Probe: individual/lifestyle issues vs. overall cycling issues.)

14. What would encourage YOU to bicycle more?

15. What do you think would encourage others? (Probe: Suggestions that would help individuals cycle more, suggestions that local/state governments could take to

encourage/make cycling easier, more attractive? [public education, increased signage, bicycle-related programs])

16. Any other comments related to encouraging more bicycle use around/near State highways?

**Caltrans District 3
Bicycle Strategy Focus Groups – Part 2
Facilitated Discussion Guide – Agency Representatives
Draft – August 4, 2004**

Agenda

Introductions

- Self introduction by facilitator
- Self introductions by each participant, identifying:
 - Jurisdiction they represent
 - Role in and/or focus of bicycle planning efforts
 - Number one impediment to effective implementation/coordination with other transportation planning agencies
 - Key impediment to increasing bicycling

Purpose

- Obtain information from bicycle stakeholder groups regarding methods to encourage cycling, impediments to cycling, especially with regard to state highways
- Obtain information to help assist in Caltrans' development of long-range highway planning documents on a route by route basis
- Discuss coordination between Caltrans and other public agencies, specifically with regard to effective implementation
- If possible, develop preliminary "action plan" as to how to effectively collaborate on bicycle planning efforts?

Other Outreach

- Six focus groups were held last fall
 - Briefly recap past focus group findings
- Bicycle advocates group later today

Format

- Facilitator will lead participants through series of questions
- Less formal than "true" focus group and will allow interaction with client (Caltrans) as necessary and beneficial to discussion purpose
- About 75 percent of the time to be spent understanding the "climate" for bicycle planning efforts
- About 25 percent of the time reserved for improving coordination between Caltrans and other agencies

- What are key differences between the needs/use of facilities of recreational vs. commuter cyclists? Do you distinguish between the two types of users in your bicycle planning efforts? What is the relative emphasis that you place on each? Which is more challenging?
- What are some of the ways that bicycle planning efforts can address both recreational and commute cyclist's need?
- Any additional thoughts on commuter vs. recreational user as they related to bicycle planning efforts?

Regional Bicycle Routes/Planning

- How well is bicycle planning conducted from jurisdiction to jurisdiction? Are jurisdictions proactively engaging adjacent communities in their bicycle planning efforts? Are there logical physical connections being proposed and implemented? Sharing of facilities? Sharing in costs of facilities? Are regional bike planning efforts being integrated?
- Is there a “regional bikeway plan” that all agree/buy into? Are there several separate? Is there a need for one overall plan that integrates all?
- What are deficiencies in existing regional bikeway planning?

- How do local jurisdictions address local vs. regional facilities? Different standards? Different funding? Different level of detail?
- Which jurisdictions stand out as good/poor examples? Why/why not?
- What are your ideas about how to improve regional bicycle planning? If it was “all up to you,” what changes would you make?

Specific Routes

- Are there superior routes? Where are they? What makes them superior? Why do other routes fall short?
- Are there key areas that lack connections? Are there key connections that, once made, solve several regional problems at once?
- What are the key characteristics of an excellent bicycling route?
- Which regional routes would you say are excellent? What percent of regional routes does this represent? What percent of the routes that you use are excellent?
- How does the Sacramento region compare to other communities? Better or worse? In what way?

Group Exercise – Regional Mapping (Note: This could be done before, after or during the discussion of Specific Routes)

Participants will be directed to a regional map of the area with major roadways and geographical features such as the American River, etc. Participants will be asked to discuss the map and suggest bicycle improvements, especially along state highways, to improve connectivity and address other issues.

Feedback from Past Bicycle Focus Groups

Moderator will note the following key points that were gleaned from the bicycle focus groups conducted in November and December 2003:

- Participants were infrequent and moderately frequent bicyclists (ranging from once every two to three months to once or twice per week)
 - Participants noted a lack of safe places to ride bicycles within the Sacramento region, especially on local roadways and state highways;
 - Key impediments to riding on local roadways and state highways are high traffic volumes, unsafe vehicle driving behavior, unsafe and busy freeway crossings, and lack of adequate facilities (bike lanes, barriers or roadway shoulders);
 - Many participants would ride along routes with high traffic volumes/speeds only if a barrier or other physical separation were provided between traffic and bicycle lanes;
 - Many recreational bicyclists transport their bicycles to other locations to enjoy bicycling;
 - There is some support for paying for improved bicycle facilities, especially if a fair, equitable and easy-to-implement system were devised; and
 - Participants expressed confusion and lack of knowledge in bicycle laws.
-
- What are your reactions to these findings? Are you surprised? Do you think the responses would be different for those that ride more often recreationally? Do you think this is representative of other recreational riders? What, if any, changes would you make to your planning efforts based on this information?
-
-
- How should the needs of recreational users be accommodated/addressed when planning for future bicycle improvements? Should they have lower/higher/same priority as those for commuters?

- What else would you want to know from these groups? How does it fit with your bicycle planning efforts?

Collaboration with Bicycle Advocate Groups

- What has been your experience in working with bicycle advocate groups? Would you consider them to be “very” active? Are some more active than others? Do some stand out as being more supportive than others?

- What suggestions do you have to improve collaboration with bicycle advocate groups? What can they do to help you in your bicycle planning efforts?

- Are there additional questions you’d like to ask advocate groups? (Note we’ll be meeting with them that evening. Can generally share the outline for the advocates discussion)

Coordination Among Agencies/Foundation for an action plan (11:30-12:00)

- What are the biggest obstacles in working together – among jurisdictions and with Caltrans? Will be asked open-ended but prompted if necessary:
 - Lack of resources
 - Different needs/goals (recreation-minded vs. reduced dependence on auto-minded?)
 - Lack of collective vision
 - Insufficient or discrepant resources among jurisdictions
 - Lack of dedicated staff
 - Lots of meetings, no action
 - Advocate groups
 - Apathy
- What are potential solutions to improving coordination? How easily can these be implemented?

- What actions need to take place to facilitate improved coordination?

Attachment D

TAHOE BASIN PUBLIC COMMUNICATION AND OUTREACH GUIDELINES



See Appendix B for complete Tahoe Basin Public Participation Plan

DISTRICT 3 DIVISION OF PLANNING AND LOCAL ASSISTANCE



APPROVAL RECOMMENDED:

AMARJEET S. BENIPAL
Chief, North Region Program / Project Management

DATE

WAYNE LEWIS
Deputy District Director, Planning and Local Assistance

DATE

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PURPOSE AND NEED

The Department is implementing many projects in the Tahoe Basin as the owner and operator of California State Highways situated in the Basin, and as a partner in the implementation of the Environmental Improvement Program (EIP) for the Lake Tahoe Basin. Information regarding the scope, schedule, and cost for these projects needs to be conveyed to a number of diverse stakeholders so as to efficiently and effectively collect and use public input, deliver the projects, express our role as an EIP partner, meet and exceed our Title VI obligations, and to minimize disruption related to actual project work. The purpose of the Tahoe Basin Public Communication and Outreach Guidelines (Guidelines) is to identify the stakeholders and communication mechanisms, so as to most efficiently and effectively meet the Guidelines objectives. In addition, the Guidelines serve as reference and resource toward the District 3 Community Involvement and Public Participation Plans (CIPPP) that are to be developed for each specific project in the Tahoe Basin, pursuant to District Directive ____ (Appendix A). The CIPPP format is found in Appendix A-1.

OBJECTIVES

The Guidelines are a strategic document, which provide resource information and direction to guide all of the District's public participation and communication activities in the Tahoe Basin. The Guidelines will:

- Identify mechanisms to coordinate public involvement with other agencies, organizations and groups
- Identify a mechanism to respond to public input
- Identify meeting places for public workshops or any other community outreach event (Appendix B)
- Identify stakeholders in the Basin with an interest in Caltrans activities and whom should be involved in a communication and public participation program (Appendix D)
- Identify potential strategies to efficiently and effectively communicate with stakeholders

SETTINGS AND BACKGROUND

The Tahoe Basin differentiates itself into two distinct regions – the North Shore and the South Shore. Although many may debate about whether the Basin is really two or three regions, or where the boundaries between these regions lie, one message is clear: each community around the Basin's perimeter faces its own challenges and is characterized by distinct residential and business ownership patterns, distinct economic characteristics, and differing views regarding public assistance needs and ongoing relationships with public agencies. It is important to keep in

mind an underlying premise that highlights these variations: namely, communities in the north and west portion of the Basin have no desire to become as large or urbanized as those at the southern end of Lake Tahoe, despite the intense future development proposed near these areas.

It is critical to understand that all the communities, stakeholders, and representatives of the Basin share a keen awareness of the unique and fragile natural treasure and economic resource Lake Tahoe represents. They know that it is the lake that attracts the economic support for the community, that provides a small-town atmosphere, and that serves as a symbol of their commitment to preserving one of the Earth's natural wonders. People who reside in and support the Basin do so because of their commitment to Lake Tahoe and this region.

DEMOGRAPHICS

Very little demographic analysis has been undertaken in the Tahoe Basin. The sophistication of that which has is not at the level one might expect from a region with as much national exposure as the Basin. This may be partially a result of the unincorporated nature of the Basin communities. Through research of regional polling on this topic, the following statistics have been compiled:

Marital Status:

- Married – 66%
- Single – 23%
- Widowed – 6%
- Divorced – 4%

Children Under 18 at Home:

- 38% yes
- 61% no

Education:

- High school or less – 26%
- Some college – 38%
- College graduate – 25%

Employment:

- Employed full-time – 47%
- Employed part-time – 6%
- Self-employed – 6%
- Retired – 23%
- Homemaker – 8%
- Unemployed – 4%

Ethnicity:

- Caucasian – 76%
- Hispanic/Latino – 9%
- African American – 4%
- Asian – 3%
- Other – 4%
- Refused to answer – 4%

PERCEPTIONS RELATED TO CALTRANS

Caltrans' activities can have significant impacts on Basin residents, businesses, and visitors. Many main streets and tourism corridors on the California side of the Basin are State Highways. Caltrans construction and maintenance activities are often viewed as being a detriment to local businesses and tourist activities during the non-snow months. However, during the snow season, clear roadways, accessible public transportation areas, and road condition alerts are key to the Basin's economic viability, especially to those residents with no or unreliable transportation. For these reasons, coordination between businesses, residents, and Caltrans is imperative.

CALTRANS ACTIVITIES IN THE BASIN

Known to many as the Jewel of the Sierra Nevada, Lake Tahoe is one of the three clearest lakes in the world. According to scientific evidence presented by the U.C. Davis Tahoe Research Group, Lake Tahoe has lost about 30% of its clarity since 1968 and lake clarity is declining as the rate of one foot per year. In response to this information, the Lake Tahoe community hosted a Presidential visit in July 1997. On July 26, 1997, the President issued Executive Order 13057 declaring the Lake Tahoe Region an area of national concern. Executive Order 13057 created the Federal Partnership involving five cabinet-level agency secretaries, and called for a Memorandum of Agreement (MOA) between the Federal Partnership, the States of California and Nevada, Tahoe Regional Planning Agency (TRPA) and the Washoe Tribal Government to facilitate coordination and cooperation.

ENVIRONMENTAL IMPROVEMENT PROGRAM

The MOA was subsequently signed by the Governor of California, who affirmed a commitment to manage and protect Lake Tahoe's natural resources by adopting, funding and implementing the EIP. The EIP consists of 1,000 projects worth \$908-million, and was adopted by TRPA in February 1998.

To fulfill its commitment to the Tahoe Basin's EIP, Caltrans has planned improvement projects that will affect every mile of State highway in the Tahoe Basin. These projects will help Caltrans manage storm water and improve water quality along the State Highway system. Most projects are funded through the State Highway Operation and Protection Program (SHOPP) and the State Transportation Improvement Program (STIP).

TRANSPORTATION PLANNING

The Department's regional transportation planning activities for the Tahoe Basin include long range planning for each state roadway, special planning studies, the review of local development proposals to assess the impacts to the State Highway System, and the development of information needed for project development work for specific improvements to the highway system in the Basin. Throughout all of these activities, the Department considers multi-modal transportation solutions and how our planning activities can further the goals of the Tahoe EIP.

PROJECT DEVELOPMENT

The Department is committed to the effective and efficient delivery of transportation projects that meet and exceed customer needs and expectations. Project entails a focus on results, partnerships, accountability, innovation, integrity, objectivity, open access, quality and professionalism. Three major parts of project development in the Tahoe Basin are:

Environmental Management

Caltrans District 3 Environmental Management work with the public, public agencies and interested parties/groups as a partner to insure that transportation needs are met in the Tahoe Basin and that the Lake Tahoe EIP is implemented, while avoiding or minimizing impacts to the environment. Environmental Management's goal is to provide high quality, comprehensive environmental documents that inform the public, the agencies and the decision-makers about projects as they relate to the environment.

Design

The Division of Design provides the procedures, policy, standards, guidance, technical assistance, and training needed to facilitate California transportation improvements and system integrity.

Right of Way

District 3 has a professional staff of Right of Way agents, engineers, administrators and others who perform a vital role in the delivery of right of way for transportation projects and in managing other real estate assets related to those projects.

CONSTRUCTION

Caltrans North Region Construction includes a professional group of highway construction engineers and technicians that deal with ever-changing weather. This means a very short construction season, which combined with traffic management issues, environmental (biological) issues, and storm water protection, requires that even the simplest project needs a high degree of coordination, both internally and externally.

Caltrans maintains close relationships with the California Highway Patrol, local communities and numerous regulatory agencies in order to deliver projects with minimum impacts to the traveling public. The contractors we employ adhere to strict specifications that are tailored to this area. These contractor partnerships allow Caltrans to develop the best plan for delivering projects whether it be a pavement overlay, a new traffic signal, a bridge, or a new storm drain.

MAINTENANCE

The Caltrans District 3 Division of Maintenance has an important role in the Lake Tahoe Basin for keeping the State Highways reliably maintained for the safety of the traveling public year round. This role is complicated by the region's mountainous terrain and unpredictable weather situations that occur throughout the winter season.

Maintenance plays a critical role not only in keeping the highways open, but also in the regional effort to help "Keep Tahoe Blue." In the winter season, Road Weather Information Systems (RWIS) relays information to Caltrans maintenance stations to help determine weather patterns and highway conditions for the optimization of snow removal and anti-icing practices.

PUBLIC INFORMATION OFFICE

The Public Information Office provides the public and the news media in the Tahoe Basin with specific information regarding highway transportation issues, facilitating the promotion and awareness of transportation projects and programs. This office is the media contact for inquiries concerning Caltrans Departmental and District specific issues. The weekly Roadwork Information Bulletin, highlighting construction project status, weekly maintenance operations and anticipated road closures, is communicated to the public by this office. The Public Information Officer hosts public meetings informing the local communities in the basin about planned transportation projects, and acts as the Legislative Affairs Liaison to Caltrans Headquarters for issues occurring within the Basin.

POTENTIAL COMMUNICATION AND PUBLIC PARTICIPATION STRATEGIES

A CIPPP will be prepared for every major project undertaken in the Basin, following the prescribed format indicated in District Directive _____(Appendix A). Each CIPPP will consider:

- What part of the Basin the project is located within and who it is likely to affect in that portion of the Basin
- What the impact will likely be on local traffic patterns and considerations of impacts on local businesses and residents
- What are the project specific goals of each stakeholder
- Which audience may be supportive and which audience may be opposed.

When considering these questions, the observations presented in the *Introduction and Background* portion of the CIPPP should be considered, as well as the strengths and weaknesses each stakeholder brings in furthering the specific strategy used to address a particular community's focus and priorities.

The following are potential strategies to be considered based on available resources and the type of project:

COORDINATION WITH LOCAL AGENCIES

The District coordinates with local agencies, as permitting agencies, partner agencies and project stakeholders, from project development and approval through project implementation. Formal project coordination takes place during a project's environmental review and permitting process. Government agencies are asked to comment on or approve environmental documents, or issue project permits.

The District formed the Tahoe Team, with staff from the Tahoe Regional Planning Agency (TRPA) and the Lahontan Regional Water Quality Control Board, to improve communication and minimize risks related to Caltrans' projects. The Tahoe Team currently meets periodically through the year. More recently, the District initiated monthly project status meetings with TRPA and Lahontan staff. While Caltrans is a lead agency for multiple EIP projects, and it is also a partner agency with other government lead agencies for several EIP projects that involve the California State Highway System. It is noted that currently TRPA is examining outreach and communication efforts and needs for EIP projects. The District expects there will be more opportunities to collaborate with other agencies on EIP project communication with TRPA's efforts.

The District should also involve local jurisdictions, law enforcement, and transit operators as stakeholders in project development and implementation. An existing meeting to communicate project information to local jurisdictions and transit providers, from both the California and Nevada parts of the Tahoe Basin, is the Tahoe Transportation District / Tahoe Transportation Commission meeting. TRPA staff currently schedules these meetings, and a District 3 representative is a non-voting member of these boards.

PUBLIC MEETINGS, WORKSHOPS AND COMMUNITY EVENTS

Communication and public outreach efforts in the Basin rely heavily on public meetings, workshops, and community events (see Appendix B for possible meeting sites). Most public agencies representing this region either hold topic-specific events, or they notice and present their issue at a regularly scheduled public meeting of a partner public agency. For example, the Placer County Regional Advisory Committee meets in North Lake Tahoe on the second Thursday of each month. One benefit of using preexisting forums is that local media, other public agencies, and community group representatives are likely to attend these well-recognized meetings.

Another effective tool for outreach might be to attend and present District initiatives at preexisting nonprofit-, community-, or business-hosted meetings or workshops. Regularly scheduled meetings of area chambers of commerce, associations, and community groups are excellent for the public to become informed about current District efforts through a less formal setting than that provided by the typical public meeting or workshop.

Because the Tahoe Basin depends on tourism for its livelihood, many organizations host a variety of community events, fairs, festivals, and fundraisers. District representation at these events offers both the opportunity to reach out to the community and the opportunity to

communicate a particular message, but also indicates that the District is committed to the success of the local community and to supporting nonprofit/community efforts.

Tracking down the small, local events that are attended by key contacts and stakeholders can be cumbersome and exhaustive, since most of these events appear not to be well publicized. Based on Internet research, it appears the most worthwhile and useful way to find information about local events is to visit the Web sites of local chambers of commerce, convention and visitors' bureaus, and travel sites on a routine or as-needed basis. These sites post current events and events occurring 2–3 months out. The Internet sites do not, however, always post events for an entire calendar year. Therefore, monitoring of the Internet sites of local chambers of commerce as well as the following Internet sites could be undertaken:

www.tahoebest.com

www.laketahoebest.com

www.virtualtahoe.com

www.tahoe.com

www.tahoeinfo.com

Local and regionally recognized newspapers (e.g., the Sacramento Bee) also publicize local events and contact information in calendar or city events sections. Residents, tourists, and potential visitors alike read these newspapers.

MEMBERSHIPS ON BOARDS

Because transportation and environmental concerns play such important roles in the sustainability of tourism and the business community, representation on key boards can demonstrate the District's desire to become engaged in the community and to be proactive in addressing the concerns associated with these issues.

Joining local chambers of commerce, visitors' bureaus, and similar organizations would also provide both a presence in the Tahoe Basin and, equally important, increased access to key contacts residing in and doing business in the region. About 15% of people residing in the Basin receive community updates via either e-mail or list servers. Belonging to these types of organizations would enable the District to distribute their messages using these services.

ONE-TO-ONE MEETINGS

One-to-one meetings with stakeholders are key to the success of any effort in the Tahoe Basin. This community and its leaders must be assured that their concerns are being heard and understood. An example of this is La Comunidad Unida, whose mission is to provide bilingual services for Latinos. This is a low-budget, low-tech community organization that does not sponsor or attend many events, nor does it produce any newsletter or regular publication. Its members rely strictly on word-of-mouth to promote their organization. A one-on-one meeting with this organization is worthwhile because it is an important link to Spanish-speaking residents in the Tahoe Basin.

SCHOOLS AND RELATED EVENTS (I.E., PUBLIC EDUCATION)

Public outreach efforts in the schools and targeted at youth organizations have been quite successful in the Tahoe Basin. Programs conducted through the schools that encourage children to engage in certain activities either at home or in their communities often influence the adults in those children's lives in a positive way. An example could be a demonstration on crosswalk safety and the promotion of the use of crosswalks. A program promoting use of crosswalks that includes Caltrans updating a faded crosswalk could be an ideal setting to introduce a new initiative or program and may provide an opportunity to utilize the school newsletter in an outreach effort.

MEDIA

Identifying one source of media for use in promoting a Basin-wide strategy is challenging. Through polling and discussions with various representatives from the north, west, and south sides of the Basin, residents and business leaders demonstrated few consistencies in how media is consumed within the Tahoe Basin.

Results of a Sierra-wide survey conducted by the Environmental Media Services indicated that 7% of television viewers get their news from local television channels, while 65% tune into broadcast news sources such as ABC, NBC, or CBS. KCRA Channel 3 was cited as the most viewed news source, with a 50% viewership among those polled. Forty-percent of households polled indicated they use the Internet daily, citing the Sacramento Bee as the most frequently viewed online newspaper. In terms of print media, 38% of persons interviewed cited the Sacramento Bee as their source of local print news, while 2% cited the local newspapers as their local information source.

Media outlets identified as key sources within the Tahoe Basin are listed below (also see Appendix C for more detailed information).

Local Media:

Newspapers

These local newspapers should be considered to run informational articles about Caltrans' activities – not just for display or public notice advertisements.

- *The Bonanza* – published Mondays and Wednesdays
- *Tahoe World* – published Thursdays
- *Sierra Sun* – published Thursdays
- *Tahoe Daily Tribune* – published Monday–Friday

Public Television

- USA Media
- Charter Communications Media

Radio Stations

- KTHO – AM
- KRLT – FM

Outside Media:

Newspapers

- *Sacramento Bee*
- *Reno Gazette Journal*
- *San Francisco Chronicle*
- *San Jose Mercury-News*

Print Media: The key to working with the local Tahoe print media is to make sure the media outlets learn of the proposed project from the District directly. Experience from other outreach efforts has shown that once a local paper has reached an opinion it can be difficult to introduce other perspectives about the issue.

When starting a new initiative, District personnel should consider meeting individually with the local and key out-of-area newspapers to present the proposed project. It is important to clearly describe who the proposed project will benefit, who may be opposed to it and how the District plans to address these concerns, who the District's partners are in this effort, and who the lead contact is for additional information.

Radio and Television: Public service announcements are used to obtain coverage through local radio and television stations. Residents in the Basin do listen to local radio stations for short periods of time when interested in weather or traffic condition updates. Local television stations are focused primarily on promoting local business or areas of interest to tourists; use of this medium is quite expensive and less effective than use of the radio.

NEWSLETTERS

Utilizing existing newsletters and media opportunities offered by other agencies and organizations (e.g., the Lake Tahoe Environment Education Center's Basin-wide newsletter, local chamber of commerce newsletters) is an effective way to reach new audiences that are already engaged or interested in a particular area or topic. For each specific topic, utilizing the appropriate stakeholder or partner organization's newsletter and referencing that organization and District 3 as partners in a particular effort will encourage community support and/or participation. Roughly 23% of the residents in the Basin receive information from organizational newsletters and mailings.

WEBSITE

Our Tahoe Basin Web page is one place where particular projects and regional efforts can be promoted effectively. The way to best encourage visits to this site is through links on existing pages of community groups or other stakeholders who are well regarded in the Basin. About 17% of the residents use Internet web sites to update themselves on local activities.

DIRECT MAIL (E.G., NEWSLETTERS, POSTCARDS, BROCHURES)

Because of the homeowner/local resident ratios, direct mail is a less effective way to communicate with Basin residents than with residents of other areas. One way to assure a more successful contact with area residents through direct mail is to ask the utility districts to include a

distinctive notice in the monthly utility statements. Many public agencies and community organizations use this technique to communicate with residents in the Basin. Experience with outreach efforts of this type indicates that direct mail to local businesses and community organizations through use of local chamber of commerce lists is an effective strategy and is strongly recommended. For a list of contacts, please refer to Appendix D.

RESEARCH

Finding the best public participation tools for the Tahoe Basin will be an ongoing effort. Additional research on project-specific topics or issues, utilizing focus groups, telephone or mail surveys, or stakeholder interviews should continue when needed. The most important aspect of these types of efforts is to be sure to identify the project itself, the location of the project, who it may impact, who the key partners and stakeholders are, and what are their goals for the project. Once these indicators are defined, successfully researching the best strategy and tactics for the appropriate audience will be achievable.

PUBLIC PARTICIPATION PLAN EVALUATION

Appropriate staff should prepare a short summary of each public participation event that includes, at a minimum, an analysis of the number of representatives from traditionally underrepresented groups in attendance. The information collected will be used to compare percentages of the underrepresented in attendance with the percentages of the underrepresented in the appropriate service area of the event. This data in turn will be used to evaluate the effectiveness of our outreach efforts and Title VI compliance activities. Each summary should describe how process/products could create more effective outreach by District 3 in the future.

FUNCTIONAL AND PRODUCT COORDINATION

The Guidelines are to be used as a resource giving direction toward completing the CIPPP. The CIPPP is to be done for every major project Basin wide, for the Guidelines are not to act as an umbrella plan that covers all projects, but a resource to the CIPPP, in hand a resource toward satisfying environmental process and public participation requirements.

CONFLICT MANAGEMENT STRATEGY AND ISSUE RESOLUTION

The Guidelines will help minimize conflicts and resolve issues through consistent and constant communication with project sponsor(s), Tahoe Team members, and other project stakeholders. Primary responsibility for conflict management and issue resolution rests with the applicable project manager, who pursues a proactive strategy to anticipate and resolve potential issues early in their development. Figure 1 presents a conflict management strategy to be used (Source: Project Communication Handbook, February 14, 2003).

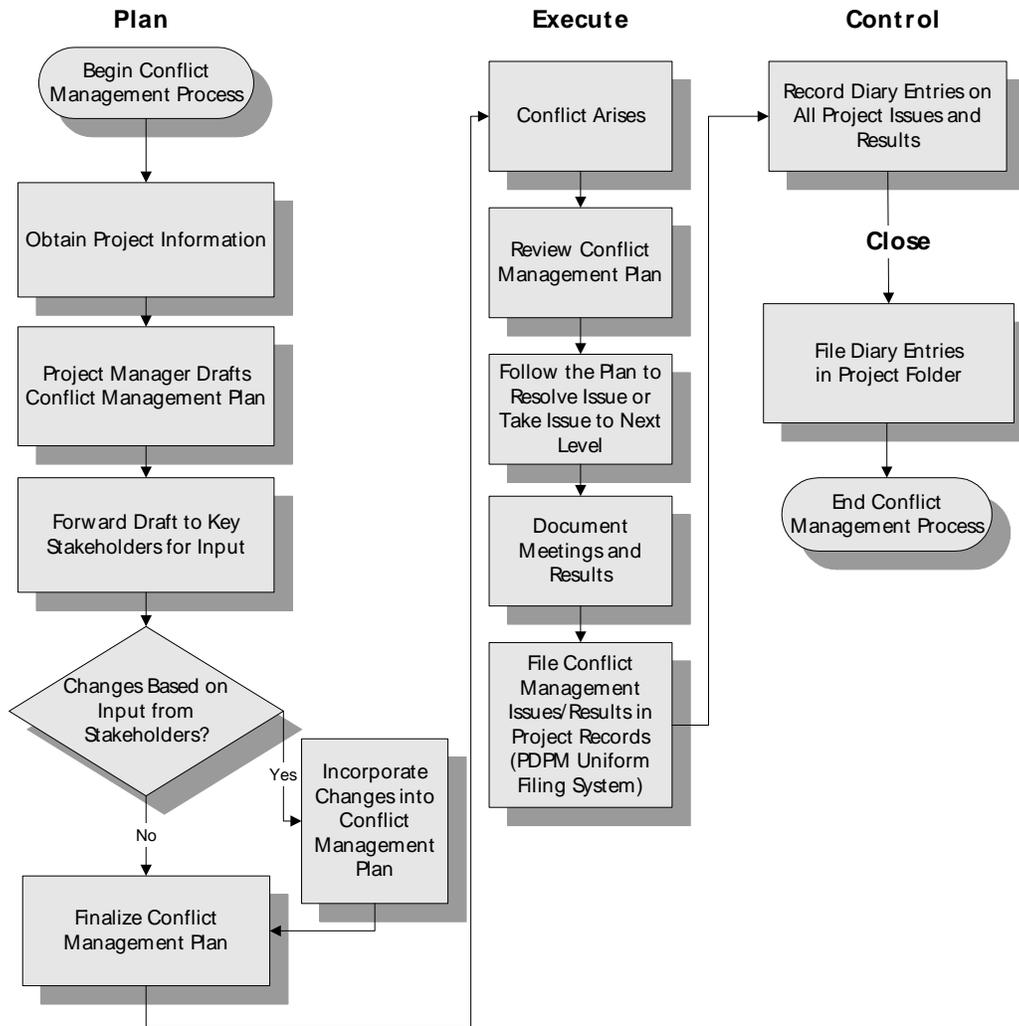


Figure 1

APPENDIX A

DISTRICT 3 PUBLIC PARTICIPATION DIRECTIVE

CALIFORNIA DEPARTMENT OF TRANSPORTATION
DISTRICT 3

<p><u>DISTRICT 3</u> Public Communication and Outreach Directive</p>	<p>Date Issued: _____</p> <p>Supersedes: New</p>	<p>No. _____ No. _____ Page 1 of 4</p>
<p>Title:</p> <p>Public Communication Policy and Process</p>	<p>Approved By:</p> <p>Jody E. Jones, District 3 Director</p> <p>Approval Recommended By:</p> <p>Wayne Lewis, Deputy District 3 Director, Planning and Local Assistance</p> <p>Katrina Pierce, Chief, North Region Environmental Division</p> <p>Amarjeet S. Benipal, Chief, North Region Program Project Management</p> <p>Joseph C. Caputo, Deputy District 3 Director, Maintenance</p> <p>Lindy K. Lee-Lovell, Chief, North Region Right of Way</p> <p>Thomas P. Wood, Deputy District 3 Director, Traffic Operations</p> <p>Frank A. Maskovich, Deputy District 3 Director, Administration</p> <p>Steven E. Kirkpatrick, Chief, North Region Design & Engineering Services</p>	

Subject Area: <u>Public Communication and Outreach</u>	Issuing Unit: District 3, Planning and Local Assistance
Supersedes: New	Distribution: District 3

SUMMARY

Provides for a coordinated approach for public communication and outreach for every major project undertaken by the District, beginning in the planning phase and continuing through project development and construction.

PURPOSE & NEED

Public participation is a fundamental component of the Department's transportation decision-making activities. Laws, regulations and agency policies require public involvement in transportation plans, programs and project delivery.

It is the District's vision that public involvement activities not only meet, but also exceed all of the statutory requirements for public participation in transportation decision-making. Increasing public involvement means that the public, local, regional and resource agencies have a direct and meaningful impact on transportation decisions through the planning, programming, project development, and construction phases of transportation projects. Such participation improves the overall quality of transportation plans and projects, reduces overall costs, improves project delivery, and enhances the District's credibility with our customers and partner agencies.

PROCESS:

It is the District's policy to conduct a continuous public involvement process as part of the transportation planning, project development, and construction decision-making processes. The public participation process shall begin in the planning (pre-programming) stage under the leadership of the District's Division of Transportation Planning and Local Assistance (DPLA). A transfer of lead responsibility for public participation shall occur between the DPLA and Program Project Management, and between Transportation Planning and other Divisions with project development delivery responsibilities such as Design and Traffic Operations, at the beginning of the development of the project initiation document (PID) for a project.

Public Communication and Outreach in the Planning Process

A Community Involvement Plan (CIP) shall be prepared under the guidance of a Communication Coordination Team (CCT) for major transportation planning projects at the beginning of the planning project, using the format and providing the information indicated in Attachment 1. The CIP shall be consistent with the provisions of the Project Development Procedures Manual (PDPM) Chapter 22, Article 4, and include the projected scope, schedule, and cost for major public participation strategies. Major transportation planning projects are defined as all transportation planning studies undertaken by the District with the potential for significant impacts to the environment or communities, including, but not limited to, the following:

- Transportation Corridor Concept Reports
- District System Management Plan
- Traffic Operations System Plans
- Special Studies

In general, the breadth of the Plan and the involvement of stakeholders will be consistent with the perceived public interest in the Planning activity, the benefits and costs of public involvement, and other factors based on staff expertise and experience.

Public Communication and Outreach during the Project Development Process

Upon initiating the development of a Project Initiation Document (PID), the applicable Project Manager (PM) shall update and refine the CIP prepared during the Planning phase with input from the Project Development Team (PDT). If a CIP was not developed in the Planning process, the PM shall ensure its development (pursuant to PDPM, Chapter 22, Article 4) for major projects, with input from the PDT. “Major projects” are defined as all projects sponsored by the Department and programmed in the STIP or SHOPP with the potential for significant impacts to the environment or communities. The DPLA will assist and, if appropriate and requested by the PM, coordinate the public communication and outreach process through the project development process.

ROLES AND RESPONSIBILITIES:

Transportation Planning and Local Assistance: Develop and lead the implementation of a CIP for major transportation planning projects; lead or assist with the implementation of the CIP during project development phase of a project; ensure compliance with federal and state planning public participation regulations (Title VI, and Environmental Justice); coordinate public communication and outreach activities during all project phases with the District’s local and regional transportation partners.

Program Project Management: Coordinate and lead the development and implementation of the CIP during PID and project development phases.

Environmental Division: Assist with the development and implementation of any CIP; ensure coordination of any CIP with environmental assessment processes

Divisions of Construction, Design and Engineering Services, Maintenance, Operations and Right-of-Way: Assist with the development and implementation of any CIP, as appropriate and pertaining to the functional responsibilities of the Division;

Public Information Officer: Assist with the development and implementation of any CIP

ATTACHMENT

- Recommended format for Community Involvement Plans

DRAFT

APPENDIX A-1
DISTRICT 3 COMMUNITY INVOLVEMENT AND PUBLIC PARTICIPATION PLAN FORMAT FOR MAJOR TRANSPORTATION PLANNING STUDIES AND PROJECTS IN PROJECT DEVELOPMENT

Project Name:
Summary Description:
Location:
Project Manager: _____ **Phone:** _____

I. Introduction and Background

Answers the question, “why do we need a public participation plan?”

The objectives of this Public Participation Plan are as follows:

- List objectives

II. Planning Public Participation Team (PPPT)/ Project Development Team (PDT) Representatives¹

The PPPT / PDT is made up of the following Project Team Representatives:

<u>Name</u>	<u>Organization/Division</u>	<u>Telephone</u>	<u>E-Mail</u>

¹ Public outreach begins in the planning phase under the leadership of the Division of Planning and Local Assistance, at which time a PPPT is formed to provide guidance for the outreach activities for the major planning activity. Management of the outreach program is seamlessly transferred to the Project Manager (PM) when the development of the Project Initiation Document (PID) begins for a project related to the planning phase project. The PDT for the PID serves the same purpose as the PPPT at this point.

III. Stakeholder Analysis

Identify major stakeholders for the project. The stakeholder analysis is intended to do the following:

- Identify both internal and external stakeholders, including, but not limited to, Caltrans staff, partner agencies, the general public, and traditionally underrepresented minority populations in the planning process,
- Discuss each stakeholder’s desired outcome for the project so that there is a consistent vision from the beginning, thus minimizing the likelihood of misunderstandings escalating into major conflicts later in the project, and
- Describe each stakeholder’s preferred method of communication so team members can use this information to determine the means with which they communicate with stakeholders, thus ensuring each receives and understands the project communication.

In addition to a brief narrative, complete and attach the Stakeholder Analysis Template (Appendix A-2).

IV. Communication Methods

Describe formal meetings, workshops, use of the Internet, mailings, advertising, and other outreach and public involvement strategies to be used. Be sure to clarify the responsible party, attendees, frequency, and desired outcome. While preparing this section, consider the following factors:

- Who is involved in the communication process (who are the stakeholders)?
- What is being communicated?
- How often is the information communicated?
- How can the information be best communicated?

In addition to a brief narrative, complete and attach the Communication Methods Template (Appendix A-3). This matrix summarizes the roles and responsibilities of all offices involved with plan implementation.

V. Public Participation Plan Evaluation

Appropriate staff should prepare a short summary of each public participation event that includes, at a minimum, an analysis of the number of representatives from traditionally underrepresented groups in attendance. The information collected will be used to compare percentages of the underrepresented in attendance with the percentages of the underrepresented in the appropriate service area of the event. This data in turn will be used to evaluate the effectiveness of our outreach efforts and Title VI compliance activities. Each summary should describe how process/products could create more effective outreach by District 3 in the future.

DRAFT

**APPENDIX B
LAKE TAHOE BASIN MEETING SITES**

AREA	MEETING SITE	CONTACT	PHONE	ADDRESS	CAPACITY	COST	NOTES
S	City of South Lake Tahoe City Council Chambers	Ellen, City Clerk's Office	530-542-6003	1052 Tata Lane, S. Lake Tahoe, CA 96150	up to 100 people	\$178/day	Prefer day meetings over evening meetings. Book well in advance;
S	Elks Lodge		530-577-2094	1635 Elks Club Drive, S. Lake Tahoe, CA 96150			Left Message
N	Granlibakken	Melissa Machone	800-543-3221	P.O. Box 6329, Tahoe City, CA 96145	(1/3 of ballroom)	50 \$700 (4-5 hrs.)	Can accommodate larger parties; also offer coffee and snack service
S	Lake Tahoe Community College Classroom Theatre	Maintenance Dept. Facility Rentals	530-541-4660	One College Drive, S. Lake Tahoe, CA 96150	Up to 60 100+	None None	
S	Lake Tahoe Golf Course		530-525-9523	2500 Emerald Bay Road, S. Lake Tahoe, CA 96150			No answer; c/b
N	N. Lake Tahoe Conference Center	Any Sales Associate	530-546-7246	8318 N. Lake Tahoe Blvd., Kings Beach, CA 96143	50-500	\$255 min.	8 meeting rooms avail. cost goes up based on size of room \$255 for 1,000 square foot room
N	Tahoe City Public Utility District Fairway Community Center	Laurie	530-583-3796 x. 29	330 Fairway Drive, Tahoe City, 96145	50 people	\$28/hour	Rate for gov't agency; If TCPUD is involved in meeting (i.e. for discussion of bike trails) or if TCPUD members attend, the fee is waived

CALTRANS AND LOCAL PROJECTS

- Revegetation and stabilization of slopes
- Upgrade of rock and mortar barriers
- Improved drainage systems
- Context sensitive design and landscaping
- Enhanced bicycle and pedestrian facilities
- Installation of traffic and pedestrian signals
- Reduced number of driveways to create a more uniform flow of traffic
- Widening of road shoulders
- Installation of left-turn lanes
- Collection and treatment of storm water runoff
- Improvement of the Echo Summit Viaduct

For more detailed project information, visit the Caltrans website at: www.dot.ca.gov/dist3/projects/tahoe/Prj/Imp.htm

Committed to Protecting Lake Tahoe



HIGHWAY INFORMATION/ROAD CONDITIONS

To receive road condition information for California State Highways, including road and lane closures, construction and maintenance projects, and emergencies visit www.dot.ca.gov/dist3/departments/d3press/roadwork.htm or within California, use Caltrans' voice activated telephone service at 1-800-427-ROAD (7623). From areas outside California, dial (916) 445-7623.



Sacramento Region travelers can receive comprehensive traveler information by calling 511 or visiting www.sacregion511.org. Callers can access information on transit services, paratransit programs, ridesharing, and bicycle commute alternatives, in both English and Spanish languages. Sacramento Region 511 is a joint project of the Sacramento Area Council of Governments, Caltrans and other partners.

Sacramento Region travelers can receive comprehensive traveler information by calling 511 or visiting www.sacregion511.org. Callers can access information on transit services, paratransit programs, ridesharing, and bicycle commute alternatives, in both English and Spanish languages. Sacramento Region 511 is a joint project of the Sacramento Area Council of Governments, Caltrans and other partners.

For individuals with sensory disabilities, this brochure is available in Braille, large print, on audiocassette or computer disk. To obtain a copy in an alternate format, call or write to the Caltrans District 3 Public Information Office, 703 B Street, P.O. Box 911, Marysville, CA 95901, (530) 741-4572 (voice phone), or (530) 741-4509 (TTY).

Arnold Schwarzenegger, Governor
Sunne Wright McPeak,
Business, Transportation and Housing Agency Secretary
Will Kempton, Caltrans Director
Jody E. Jones, Caltrans District 3 Director

CALTRANS

The California Department of Transportation's (Caltrans) priority in the Lake Tahoe Basin is the safety and maintenance of the 67 miles of the California State Highway System within the Lake Tahoe Basin. In addition, Caltrans is strongly committed to preserving the brilliant clarity of Lake Tahoe. Caltrans works with partner agencies and local communities to enhance transit, bicycle, and pedestrian facilities and improve environmental conditions in the Lake Tahoe Basin. Caltrans' continuing efforts to sustain and improve the clarity of Lake Tahoe have been recognized both locally and nationally.



Caltrans' dedication to the Lake Tahoe Basin is demonstrated through:

- Implementation of Environmental Improvement Program projects
- Innovative storm water treatment and research studies
- Year round highway maintenance and operations activities



CALIFORNIA
 DEPARTMENT OF TRANSPORTATION
 DISTRICT 3

ENVIRONMENTAL IMPROVEMENT PROGRAM

The states of California and Nevada, the Washoe Tribal Government, the Tahoe Regional Planning Agency and the Federal Interagency Partnership are working together



to preserve the Lake Tahoe Basin. As a result of this commitment, the Environmental Improvement Program (EIP) was developed in 1998. The EIP is a multi-agency capital improvement program designed to sustain and improve the environmental quality of the Lake Tahoe Basin.

CALTRANS' EIP INVOLVEMENT

Caltrans is developing EIP projects that address water quality treatment, soil conservation, and vegetation to reduce transportation impacts in the Lake Tahoe Basin environment. Caltrans has water quality improvement projects planned that affect every mile of the California State Highway System in the Lake Tahoe Basin.



These project improvements are designed to capture and treat storm water runoff from highway surfaces by stabilizing slopes and by collecting, treating, and conveying storm water. These projects may include features such as paved shoulders, sand traps, infiltration basins, and reconstructed drainage systems.

STORM WATER TREATMENT & RESEARCH

Caltrans has dedicated significant resources to storm water treatment and research activities. An extensive research program has been developed that utilizes innovative methods to address and manage highway related water quality issues in the Lake Tahoe Basin.



This research program includes a multi-year storm water characterization study and pilot studies of water quality treatment techniques. Caltrans expects to further advance collaborative storm water treatment research efforts in the Lake Tahoe Basin with the University of California Davis and the California State University Sacramento Office of Water Programs.

HIGHWAY MAINTENANCE ACTIVITIES

State Highways encircle Lake Tahoe and support the majority of those traveling in and out of the Lake Tahoe Basin. Seasonal and ongoing maintenance activities are important to keep the highways operational.



Caltrans continues a concerted effort to reduce the environmental impacts of routine maintenance and snow removal. Salt and traction sand use has been greatly reduced, while the recovery of roadside sand and sediment has increased significantly. Caltrans continues to test new abrasives and deicer compounds and state of the art highway maintenance machinery that will reduce sediment transport in the storm water runoff.

Attachment E

I-5 North Coast Interstate Corridor Project Public Participation Plan

Introduction

State and federal laws require that public involvement be a part of transportation decision-making. While such laws are meant to promote fairness and equity in decision-making, Caltrans *should strive* to implement inclusive public participation programs for large-scale projects because there are recognizable benefits to involving the public early and continuously throughout a project's lifetime. These benefits include building credibility for Caltrans and its proposed projects; public support and trust of projects; projects that better reflect the interest and needs of the communities; and more efficient use of public resources.

Public participation and outreach serve to educate stakeholders about why the project is necessary, while also providing a process conducive to receiving meaningful and timely input from stakeholders and the general public that is relevant to the project's development. A secondary result of conducting public participation and outreach is earning public consent or support for the final project design and developing a shared vision for future implementation among project partners, stakeholders, and the public.

This public participation is broken out into the following sections:

- 1) Project Background
- 2) Goals and Objectives of the Public Participation Plan
- 3) Public Participation and Consent Building
- 4) Overall Approach
 - 4a) General Outreach Strategies
 - 4b) Target Audiences and Specific Outreach Strategies
- 5) Monitoring and Evaluating Project Implementation

1. Project Background

Interstate 5 (I-5) is the gateway to San Diego and the primary north-south transportation corridor for moving people and goods in San Diego County. I-5 serves as a primary link for local and regional/commuter trips, connecting communities to each other as well as to key employment centers, national defense installations, inter-modal transportation nodes, and other major activity centers. I-5 is also a key interregional corridor for tourism and goods movement.

In 1997, the San Diego Association of Governments (SANDAG) sponsored the I-5 North Coast Transportation Study. After analyzing existing and projected deficiencies, the study recommended a suite of multi-modal solutions. One recommendation is the I-5 improvement project as it is defined today.

The I-5 North Coast Interstate Corridor Project is proposing to implement multi-modal transportation network system improvements to meet the year 2030 transportation demand. The project makes a variety of recommendations, including the addition of highway general-purpose lanes, carpool lanes, and truck climbing lanes between the interchange of Genesee Avenue in the city of San Diego and Vadergrift Boulevard in the city of Oceanside.

The northern segment of I-5 in San Diego County runs parallel with the California coastline and crosses six lagoons that contain significant endangered or threatened biological resources. Due to the coastal proximity there are numerous natural and visual resources that must be protected by any proposed project. Additionally, the project affects six communities – San Diego, Del Mar, Carlsbad, Solano Beach, Encinitas and Oceanside – with interests and concerns that can be diverse and sometimes conflicting.

Demographic Projections: I-5 North Coast Corridor

Year	2000	2010	2020	2030	% Change, 00-30
Population	334,350	390,594	416,807	441,038	32%
Households	120,286	139,405	144,325	149,857	25%
Housing Units	129,227	149,128	154,310	158,668	23%
Employment	301,554	335,640	358,428	377,577	25%

2030 No-Build Traffic Projections: I-5 North Coast Corridor

From	To	Average Daily Traffic		% Change, 2003–2030
		2003	2030	
Carmel Valley	Del Mar Heights	239,400	334,400	40%
Lomas Santa Fe	Manchester Blvd	232,700	311,850	34%
Poinsettia Lane	Palomar Airport	198,400	261,100	32%
State Route 78	Oceanside Blvd	206,000	275,600	34%

Caltrans District 11, in cooperation with SANDAG, is proposing a project to improve transportation network systems along the North Coast Corridor of I-5 in San Diego County to meet anticipated traffic demands for the year 2030. The project is currently undergoing environmental review and design. Caltrans will be interfacing with the public throughout the development of the project to provide information about the project in general as well as four key components of the project: environmental documentation; value pricing study; urban design; and opportunities and constraints analysis.

2. Goals and Objectives of the Public Participation Plan

The goal of the I-5 North Coast Interstate Corridor Public Participation Plan is to gain and retain consent for the project. The communication objectives to meet the goal are listed below.

- Discover information to ensure that the full range of stakeholder values and concerns are examined.
- Provide information to the public and key target audiences that is comprehensive, easy to understand, and disseminated in a timely and equitable manner.
- Promote understanding to assure that the logic of project analysis and decision-making is transparent to stakeholders.
- Establish a decision-making process that identifies what/when/how/by whom key decisions will be made.

3. Public Participation and Consent Building

The I-5 North Coast Interstate Corridor Project covers a broad geographic area, encompassing multiple audiences with diverse interests and concerns. This plan identifies primary audiences that are likely to share interests and concerns. Outreach messages and tactics must be developed to address each of these different audiences. Imperative in this plan is identifying the level of participation required by each target audience, and tailoring participation strategies to fit the level of participation. According to the International Association for Public Participation, there are five levels of participation that can be utilized to engage the public in a project:

- Informing the Public – Providing the public with balanced and objective information to assist them in understanding the problems, alternatives and/or solutions
- Consulting the Public – Obtaining public feedback on analysis, alternatives and/or decisions
- Involving the Public – Working directly with the public throughout the process to ensure that public issues and concerns are consistently understood and considered
- Collaborating with the Public – Partnering with the public in each aspect of the decision including the development of alternatives and the identification of a preferred solution
- Empowering the Public – Placing the final decision-making in the hands of the public¹

The level of public participation and corresponding public participation strategies vary with the different target audiences associated with a project. For example, the strategies implemented to *inform* the *general public* about the proposed project in order to *provide* them with information about Caltrans activities may differ from strategies to *involve* a *Citizens Advisory Committee* to *ensure* their issues are considered in project development. This participation plan addresses the different outreach strategies that should be implemented based on the level of the public participation spectrum for each of the identified target audiences.

One of the purposes of involving the public and different audiences at different participation levels is to help build consent for the project. Consent by the public or key audiences for a project does not mean that they completely agree with the project, but it does suggest that they are willing—even if reluctantly—to go along with a project. Consent is drastically different than consensus; consensus for a project means there is unanimous agreement on the project by all parties involved. If Caltrans were to attempt to achieve consensus to implement projects, most projects would not likely move forward because having all parties completely agree on alternatives is a very difficult task. Consent is a much more attainable goal for a project and can be achieved by implementing public participation techniques that provide the public with information and, when necessary and/or appropriate, allow them to submit their input on the project.

The techniques used to achieve informed consent for a project correspond to the desired level of public participation. The two most important considerations for employing techniques for consent building are determining the purpose and goal of using the technique and maximizing the technique for what Caltrans wants to accomplish. This plan is tailored to assist Caltrans in obtaining the informed consent of target audiences through the participation techniques included within. Those techniques are listed in Chapter 4b according to the specific target audience, and several techniques that should be implemented for the overall project are outlined here. They include:

- Meetings
- Advisory Committees
- Informational Materials

■ Meetings

There are several types of meetings that are useful public participation techniques to build consent for a project.

- Forum – A forum is a type of meeting that should be used to hear the points of view of the public, and allow the public a chance to comment, without the agency committing to make any decisions. A forum is a useful consent-building technique to employ when a decision is going to be made and the agency wants the public to feel they have had a chance for their opinion to be heard.
- Public Hearing – A public hearing is typically the minimal legal requirement for public participation (for example as a part of a CEQA or NEPA process). A public hearing is a consent-building technique to be used so the public knows the agency is conducting an open and fair process for their project, and should be used when other outreach has previously been conducted to inform the public about the project. A public hearing is also an important technique because it establishes a public record of interests and comments.
- Open House Meeting – An open house meeting allows the public an opportunity to learn about a project, ask questions and talk face-to-face/one-on-one with technical project experts, and express concerns. Like a forum, an open house meeting is a setting where the public can voice concerns, but decisions are not made.

■ Advisory Committees

In general, advisory committees are a useful consent-building technique for an agency because they are made up of a select target audience with the purpose of consulting and soliciting their advice. In forming an advisory committee, the agency must give consideration to what they want the committee to accomplish and how the committee can accomplish it for them. Advisory committees can be formed as a means for the agency to gain feedback on how popular a certain decision is or might be, or to give content-related advice to the agency that can be used if useful and applicable to the project.

■ Informational Materials

Informational materials are used to disseminate information about a project and are instrumental consent-building techniques because they demonstrate a commitment by the agency to, at a minimum, provide information to the public about a project. While distributing an informational material like a press release is a smart technique for an agency to reach a large audience, the agency does not have complete control of how the media will use the release or what information the media will include. To completely control the message of the agency, developing paid advertisements or sending information, such as a fact sheet or newsletter, to a select mailing list are a useful technique.

4. Overall Approach

The overall approach to this public participation plan is to outline potential overarching outreach strategies that should be employed to gain the desired level of participation by the public regarding the I-5 North Coast Interstate Corridor Project. Outreach strategies are recommended that will meet both the general communication needs of the project as a whole, as well as the specific needs of each of the target audiences.

4a. General Outreach Strategies

Listed below are the outreach strategies to be implemented that apply to the project as a whole, that are common to all audiences, and that provide a foundation from which to build participation and conduct outreach to specific target audiences. These strategies should be implemented throughout the entire life of the project, both to maintain the project in the public eye and to promote key milestones.

- Develop Project Website
- Develop Informational Materials
 - Fact Sheets
 - Brochure
 - Project Newsletter
 - Display Boards
 - Project Maps
- Develop Comprehensive Mailing List and E-Mail List serve
- Develop Comprehensive PowerPoint Presentation
- Conduct Media Relations
 - Develop Comprehensive Media List
 - News Releases
 - Public Service Announcements
 - Newspaper Inserts
 - Editorial Board Briefings
 - Opinion Pieces/Letters to the Editor
 - News Conferences
- Paid Advertisements
 - Newspaper/Television/Radio Advertisements
 - Kiosk Displays (Bus stations, malls)
 - Billboards
- One-on-one/Group Briefings

- Presentations to Targeted Organizations
- Interviews with Key Stakeholders
- Open House Meetings
- Workshops
- Public Hearings
- Citizen Advisory Committees
- Surveys/Polls
- Project Tours
- Community Events
 - Street Fairs
 - City Council/County Supervisor–sponsored Neighborhood Days

4b. Target Audiences and Specific Participation Strategies

Listed below are specific audiences that have been identified for the project, their assumed level of participation, and the participation and outreach strategies that should be implemented for each. A tiered approach to outreach is applicable to this project because of the different target audiences. For example, the type of outreach tactics employed to communicate with the general public will differ slightly from those strategies developed for a focus group.

External Audiences

1. General Public

The general public includes taxpayers; travelers on the 1-5 North Coast Interstate Corridor; residents, services and businesses in close proximity to project limits; persons and employers benefit from commerce and tourism along the corridor; visitors to the area who value the scenic area along the corridor; and environmental groups and other local and regional organizations with an interest in the project.

The goal of public participation with the general public should be to *inform* them about the project. At this level of public participation, Caltrans should provide the public with information to assist them in understanding problems, alternatives and/or solutions². The public participation techniques that can best engage the general public at this participation level include:

- Open House meetings
 - Conduct at key milestones in the project’s development to inform residents about progress.
- Community events

- ❑ Participate (as applicable) in community fairs and events sponsored by local organizations and elected officials to raise the visibility of the project.
- Informational Presentations
 - ❑ Conduct with targeted groups and organizations throughout the project's development to inform them about progress/status and answer questions.
- Mailing list
 - ❑ Develop based on participants at open house meetings, community events and emails via project Website.
 - ❑ Distribute informational materials such as fact sheets, meeting invitations, and project newsletters as applicable during the life of the project.

2. Citizens Advisory Committee

A Citizens Advisory Committee consists of selected members of the public who are considered to represent the citizens' point of view on the project.

The goal of public participation with a Citizens Advisory Committee should be to *consult* with the Committee about the project. At this level of public participation, Caltrans should provide information to the committee and obtain their feedback on analysis, alternatives and/or decisions and also provide the Committee feedback about how their input influenced or was considered in a decision³. The public participation techniques that should be employed to engage the Committee at this participation level include:

- Form the Advisory Committee
 - ❑ Establish a committee that meets consistently (monthly, quarterly, etc.) to provide feedback to Caltrans on information presented about the project; in turn Caltrans provides feedback to the committee on how their input is considered and influences decisions.
- Surveys
 - ❑ Distribute to advisory committee members during key points in project development to obtain feedback.

3. Community Advisory Committee

A Community Advisory Committee is composed of volunteer and/or not-for-profit entities that champion the interests of their communities, including Community Planning Groups, Chambers of Commerce, and other organizations. The Community Advisory Committee is similar to the Citizens Advisory Committee, with the main difference being that the members of Community Advisory Committee represent groups and organizations while the Citizens Advisory Committee is composed of selected members (residents) of the general public.

The goal of public participation with a Community Advisory Committee should be to *consult* with the Committee about the project. At this level of public participation, Caltrans should provide information to the committee and obtain their feedback on analysis, alternatives and/or decisions and also provide the Committee feedback about how their input influenced or was considered in a decision⁴. The public

participation techniques that should be employed to engage the Committee at this participation level include:

- Form the Advisory Committee
 - Establish an advisory committee that meets consistently (monthly, quarterly, etc.) to provide feedback to Caltrans on information presented about project; in turn Caltrans provides feedback on how advisory committee input is considered and influences decisions.
- Surveys
 - Distribute to advisory committee members during key points in project development to obtain feedback.

4. Elected Officials

The specific elected officials that make up a specific audience for this project include city officials from San Diego, Del Mar, Carlsbad, Solano Beach, Encinitas and Oceanside and supervisors from Districts 3 and 5.

The goal of public participation with elected officials should be to *consult* with them about the project. At this level of public participation, Caltrans should provide information to the electeds (and/or their staff) and obtain their feedback on analysis, alternatives and/or decisions and also provide the electeds with feedback about how their input influenced or was considered in a decision⁵. The public participation techniques that should be employed to engage elected officials at this participation level include:

- Informational Presentations
 - Conduct with elected officials and/or staff throughout the project's development to inform them about progress/status, answer questions, and receive input on the project.
- One-on-one/Group Briefings
 - Similar to informational presentations and conducted when necessary during project development to obtain feedback on progress and listen to concerns.

Semi-External Audiences

The following audience enjoys some direct connection to the project by virtue that they are representatives of cities working to collaborate on project development. While not necessarily considered "public" because of their direct connection to the project, the participation role they are assigned and the methods of communicating with them will fall in line with the levels of public participation listed above in order to keep them informed about the project and get the desired input needed from them.

1. Technical Advisory Committee

The Technical Advisory Committee is composed of staff from cities in the affected regions of the project study area that provide guidance for the project and offer input.

The goal of participation from the Technical Advisory Committee is to *collaborate* with them on the project, meaning specifically that Caltrans will partner with committee members in each aspect of the

decision including alternatives development and identification of a preferred solution⁶. The public participation technique to employ to engage the Committee at this level of participation is:

- Implementation of a Technical Advisory Committee
 - Establish a working advisory committee that meets consistently (monthly, quarterly, etc.) to give direct advice in developing alternatives and formulating solutions, and incorporate that advice into recommendations and decisions to the maximum extent possible.

Internal Audiences

There are three additional internal audiences that must be included in all aspects of the project development. The involvement of these committees and agencies is essential to the project development because of the management and oversight role they play in the entire project development; however, they cannot necessarily be classified as “public” or “target” audiences. Ultimately these three groups fall into the “empowering” level of the public participation spectrum because they make the final decisions on the project through direct decision making and permitting. Techniques that are employed to inform and consult the other target audiences can be utilized with these three groups and key individuals as a means of communicating with them about the project.

1. Project Steering Committee

The Project Steering Committee is composed of Caltrans and SANDAG management, which provide oversight for project development. Key techniques for communicating with the Committee about the project include:

- Informational Presentations
 - Conduct throughout the project’s development to inform about progress/status, answer questions, and receive necessary input on the project.
- One-on-one/Group Briefings
 - Conduct continuously to obtain feedback and ensure project development is on track with management objectives.

2. SANDAG Transportation Committee

The SANDAG Transportation Committee is composed of staff that reports to the SANDAG Board of Directors and provide oversight for project schedules, cost, and scope. Key techniques for communicating with the Committee about the project include:

- Informational Presentations
 - Conduct throughout the project’s development to inform them about progress/status, answer questions, and receive necessary input on the project.
- One-on-one/Group Briefings
 - Conduct continuously to obtain feedback and ensure project development is on track with staff objectives.

3. Key Resource Agencies

The key resource agencies with whom Caltrans must consult with on the project include (but are not limited to) the California Coastal Commission, California Department of Fish and Game, Federal Highway Administration, Federal Transit Administration, U.S. Fish and Wildlife Service, U.S. Environmental Protection Agency, and the Regional Water Quality Control Board. The key technique for communicating with different resource agency staff about the project include:

- One-on-one/Group Briefings
 - Conduct continuously with key agency staff.

5. Monitoring and Evaluating Project Implementation

The public participation and outreach program will need to be continually monitored and evaluated for its effectiveness, with adjustments made as necessary. Monitoring and evaluation will take place through input gathered at meetings, feedback gained from interaction with target audiences, and identification of deficiencies.

Caltrans can solicit the input of several target audiences, such as the advisory committees and members of the general public who continuously play an active role in the project, to gain input on how they view the project and Caltrans' responsiveness to their input. Soliciting such input will assist Caltrans in determining if the goals and objectives of the public participation program are being achieved. During the public participation process, Caltrans will learn from these audiences what their perception is of the project through the comments and input they receive. To be proactive and continuously monitor the pulse of these audiences, Caltrans should consider conducting brief surveys or talking individually/as a group at points throughout the public participation program to understand their perception of the project and public participation program, and augment the program as necessary to better meet the needs of the audiences.

References

- ¹ International Association for Public Participation. Fact Sheet. “IAP2 Public Participation Spectrum – Increasing Level of Public Impact.” Copyright 2000. Available at [Hhttp://iap2.org/practitionertools/index.shtml](http://iap2.org/practitionertools/index.shtml)H. Accessed 22 October 2004.
- ² International Association for Public Participation. Fact Sheet. “IAP2 Public Participation Spectrum – Increasing Level of Public Impact.” Copyright 2000. Available at [Hhttp://iap2.org/practitionertools/index.shtml](http://iap2.org/practitionertools/index.shtml)H. Accessed 22 October 2004.
- ³ International Association for Public Participation. Fact Sheet. “IAP2 Public Participation Spectrum – Increasing Level of Public Impact.” Copyright 2000. Available at [Hhttp://iap2.org/practitionertools/index.shtml](http://iap2.org/practitionertools/index.shtml)H. Accessed 22 October 2004.
- ⁴ International Association for Public Participation. Fact Sheet. “IAP2 Public Participation Spectrum – Increasing Level of Public Impact.” Copyright 2000. Available at [Hhttp://iap2.org/practitionertools/index.shtml](http://iap2.org/practitionertools/index.shtml)H. Accessed 22 October 2004.
- ⁵ International Association for Public Participation. Fact Sheet. “IAP2 Public Participation Spectrum – Increasing Level of Public Impact.” Copyright 2000. Available at [Hhttp://iap2.org/practitionertools/index.shtml](http://iap2.org/practitionertools/index.shtml)H. Accessed 22 October 2004.
- ⁶ International Association for Public Participation. Fact Sheet. “IAP2 Public Participation Spectrum – Increasing Level of Public Impact.” Copyright 2000. Available at [Hhttp://iap2.org/practitionertools/index.shtml](http://iap2.org/practitionertools/index.shtml)H. Accessed 22 October 2004.

Attachment F

**We need
your
input!**

Broad Street Enhancement Community Planning Workshops

Exploring Livable Communities with the City of
San Luis Obispo and Caltrans

Workshop 1: Community Values and Plan Development

Saturday, May 8 • 9:00 a.m.-12:30 p.m. • Coffee Reception at 8:30 a.m. Lunch provided

Workshop 2: Preferred Plan Elements

Thursday, May 20 • 6:00 p.m.- 9:00 p.m. • Refreshments provided

Where: Grange Hall at 2880 Broad Street – San Luis Obispo



Please plan to attend two community planning workshops to develop a community vision for the Broad Street neighborhood between Rockview Place and High Street. We want the vision to reflect your interests and values:

- aesthetics • safety • traffic calming • bike lanes
- preferred land uses • streetscapes • other

Please RSVP by Thursday, May 6 to Dan Herron at Dan_Herron@dot.ca.gov or at 805-549-3510. To request special assistance call Dan Herron.



**¡Necesitamos su
opinión!**

Talleres de Planificación Comunitaria para el Mejoramiento de Broad Street

Estudiando comunidades habitables con la Ciudad
de San Luis Obispo y Caltrans

Taller 1: Valores de la comunidad y desarrollo del plan

Sábado 8 de mayo • 9:00 a.m.-12:30 p.m. • Recepción y café a las 8.30 a.m.
Se servirá almuerzo

Taller 2: Elementos del plan elegido

Jueves 20 de mayo • 6:00 p.m.-9:00 p.m. • Se servirán refrigerios

Dónde: Grange Hall ubicado en 2800 Broad Street – San Luis Obispo

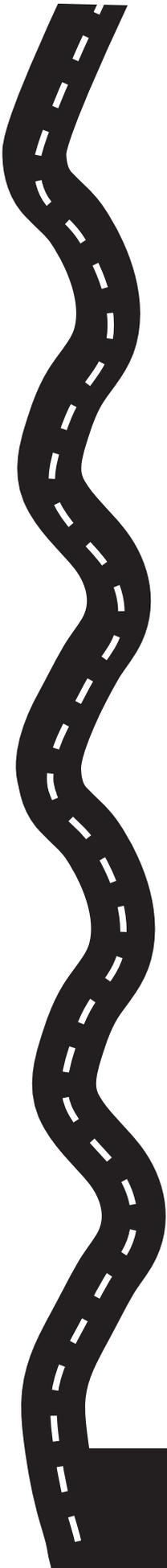


Le invitamos a que concurra a dos talleres de planeamiento comunitario a fin de crear una visión comunitaria para el vecindario de Broad Street ubicado entre Rockview Place y High Street. Nuestra meta para la visión es que represente sus intereses y valores:

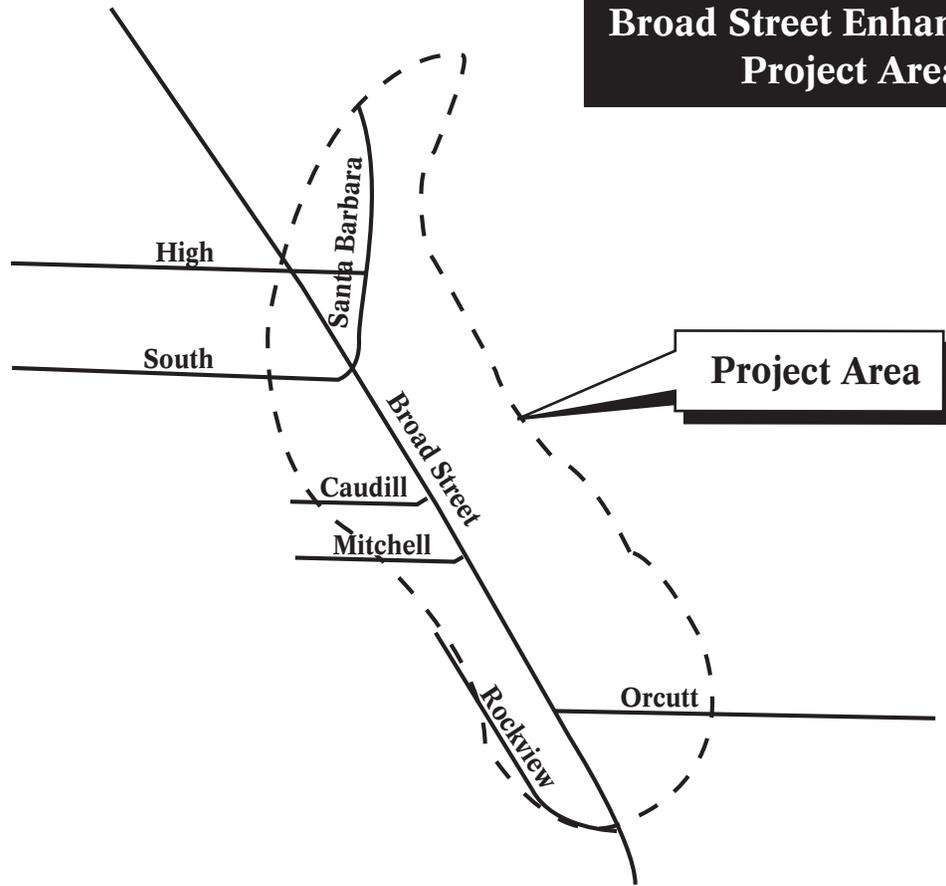
- estilo estético
- seguridad
- reducción del tráfico
- sendas para bicicletas
- uso del suelo
- paisajes callejeros
- otro

Confirme su participación antes del jueves 6 de mayo a Dan Herron, Dan_Herron@dot.ca.gov o al teléfono 805-549-3510. Para solicitar asistencia especial, llame a Dan Herron.





**Broad Street Enhancement
Project Area**



Department of Transportation
50 Higuera Street
San Luis Obispo, CA 93401-5415

Invitation to:

Broad Street Enhancement Community Planning Workshops

Sponsored by: California Department of Transportation District 5 and City of San Luis Obispo

The Public is Invited to the Broad Street Enhancement Community Planning Workshops

Workshop 1: Community Values and Plan Development
Saturday, May 8 • 9:00 a.m.-12:30 p.m.
Coffee Reception at 8:30 a.m. Lunch provided

Workshop 2: Preferred Plan Elements
Thursday, May 20 • 6:00 p.m.- 9:00 p.m.
Refreshments provided

Where: Grange Hall
2880 Broad Street – San Luis Obispo

For more information or to request special assistance, contact Dan Herron at Dan_Herron@dot.ca.gov or at 805-549-3510.

Please plan to attend both community planning workshops to develop a community vision for the Broad Street neighborhood between Rockview Place and High Street. We want the vision to reflect your interests and values:

- aesthetics
- safety
- bike lanes
- preferred land uses
- streetscapes
- traffic calming



The Public is Invited to the Broad Street Enhancement Community Planning Workshops

Workshop 1: Community Values and Plan Development
Saturday, May 8 • 9:00 a.m.-12:30 p.m.
Coffee Reception at 8:30 a.m. Lunch provided

Workshop 2: Preferred Plan Elements
Thursday, May 20 • 6:00 p.m.- 9:00 p.m.
Refreshments provided

Where: Grange Hall
2880 Broad Street – San Luis Obispo

Please plan to attend both community planning workshops to develop a community vision for the Broad Street neighborhood between Rockview Place and High Street. We want the vision to reflect your interests and values:

- traffic calming
- aesthetics
- safety
- preferred land uses
- streetscapes
- bike lanes

For more information or to request special assistance, contact Dan Herron at Dan_Herron@dot.ca.gov or at 805-549-3510.



Broad Street Enhancement Community Planning Workshop #2

When: This Thursday - May 20 6:00-9:00 p.m.

Where: Grange Hall at 2880 Broad Street - San Luis Obispo.
Refreshments provided

Key neighborhood features were identified at Workshop #1. Now is the time to select those that are of highest priority to community members. Come and let your voice be heard in developing a vision for the Broad Street neighborhood between Rockview Place and High Street.

For further information or to request child care or special assistance contact Dan Herron at 805-549-3510 or dan_herron@dot.ca.gov.





Department of Transportation

50 Higuera Street

San Luis Obispo, CA 93401-5415

Broad Street Enhancement Community Planning Workshop #2

Attachment G

What is Transportation Planning?

Transportation Planning helps Caltrans make intelligent transportation decisions to increase mobility within the counties of Alpine, Amador, Calaveras, Mariposa, Merced, San Joaquin, Stanislaus, and Tuolumne. Transportation Planning facilitates the safe, efficient, and economical movement of people, goods, and information by foot, bicycle, car, bus, rail and plane. It ensures that Caltrans plans effectively for future transportation needs, uses public resources efficiently, and integrates community values into transportation projects.

What does the Division of Transportation Planning do?

- Prioritizes and coordinates the planning of transportation projects statewide and between regions
- Studies and provides recommendations of all modes of transportation in the planning process
- Identifies ways to optimize existing transportation infrastructure
- Analyzes specific travel corridors for traffic flow and future capacity
- Recommends mitigation for the impact of land use, population, housing and employment on mobility

Transportation Planning in Your Community

Partners in Planning

A cornerstone of our public outreach is working with our partners and the public to identify where resources need to be focused to create an effective transportation system. We value local and regional transportation and land use priorities. Some of our transportation partners include:

- Regional Transportation Planning Agencies
- Cities and Counties
- Transit Operators
- Congestion Management Agencies
- Regional Air Quality Planning Agencies
- Native American Tribal Governments
- Community Based Organizations
- Port and Airport Authorities

Working with the public

Caltrans solicits input from the public by hosting public workshops, focus groups, and meeting with community-based organizations about specific planning efforts. For more information contact: Maria Rodriguez at Caltrans District 10 Planning Office: (209) 948-7475.



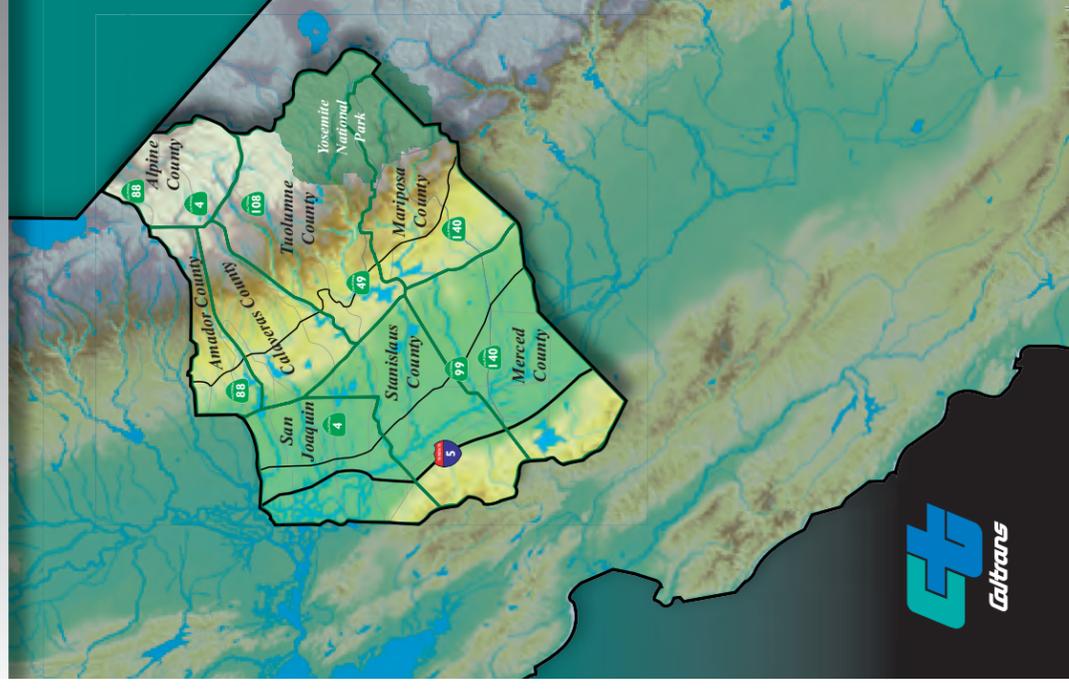
Caltrans Improves Mobility Across California

Arnold Schwarzenegger, Governor
Sunne Wright McPeak, Secretary
Business, Transportation and Housing Agency
Will Kempton, Caltrans Director

District 10

Kome Ajise, District Director
Ken Baxter, Deputy District Director
Planning and Local Assistance
www.dot.ca.gov/dist10

An Informational Guide to Transportation Planning and Local Assistance Caltrans District 10 Improving Mobility, Sharing the Future



Transportation Planning is Continuing, Comprehensive, and Cooperative

System Planning is Caltrans' long-range planning process. It provides a long-term look at the entire transportation system to ensure that improvements will lead to a system that meets future transportation requirements. As part of the continuing, cooperative and comprehensive transportation planning process, System Planning strives for interregional and statewide continuity of the State's transportation network. The District produces three major documents that help to establish transportation goals and strategies, evaluate corridors, and identify system improvements – *the Transportation Concept Report*, *the District System Management Plan* and *the Transportation System Development Program*.

Advanced Planning continues the District's System Planning efforts and proposes and coordinates the development of corridor studies and project initiation documents. Our Advanced Planning Program Manager works closely with our planning partners and the District's project management team to ensure that a project's purpose and need are well defined and appropriate for future funding in the State Transportation Improvement Program. The Program Manager also leads the District's efforts associated with the movement of goods and participates with the Department's Headquarters in various special "goods movement" related projects.

Travel Forecasting and Operational Analysis is the District program that develops travel demand projections for long-term transportation planning project development activities. This program gathers information on future traffic patterns, vehicle occupancy, land use, housing, employment, and population projections. This data is used for air quality and operational analyses, and can assist with the development of congestion management strategic plans and projects.

The Air Quality Support Program coordinates with the Regional Transportation Planning Agencies (RTPAs) in the rural mountain region, urban areas and the eight county San Joaquin Valley region as a team with the Air Pollution Control District to facilitate an approach for meeting new air quality conformity requirements. This effort helps to ensure that local transportation planning improves regional air quality.

Regional Planning is Caltrans' liaison efforts with our RTPAs. The District provides support, coordinates activities and monitors the programs of our planning partners through active participation on several committees, and the governing boards of our RTPAs. We work closely with our partners in the development of their Regional Transportation Plans and annual Overall Work Programs. We also facilitate government-to-government relations with our Native American Tribal Governments. Regional Planning also includes the responsibilities associated with partnership planning and environmental justice grants, compliance with Title VI of the Civil Rights Act and community outreach/public participation.

Intergovernmental Review (IGR) is the process for reviewing and commenting on Federal, State, Tribal and local projects, plans, programs and land use development proposals that could impact our transportation facilities. The Office of Intergovernmental Review and Intermodal Planning coordinates the review of such projects with various District programs to identify potential impacts and recommends appropriate mitigation measures and strategies to protect the integrity of our transportation system. IGR is closely linked with our Community Planning efforts.

Community Planning is the integration of transportation and land use planning with community values to help create more livable and resource efficient communities. The District's efforts include promoting public participation, administration of Community Based Transportation Planning (CBTP) Grants, and assistance with State, regional and local planning processes.

Modal Programs include the District's responsibilities in Mass Transportation, Aeronautics, Rail, and Non-motorized Transportation. The District works closely with our planning partners and transit operators to assist in the development and preparation of transit and grant applications, bike and pedestrian projects and their funding.

The Office of Local Assistance provides assistance to our regional and local agencies in taking advantage of State and Federally funded transportation programs for improving the local transportation infrastructure and providing transportation related services. The Office serves as the primary contact for local agencies in the course of the development and funding of their projects including grant applications for safe routes to school. The Office includes the services for the Disadvantaged Business Enterprise (DBE) program to ensure nondiscrimination in the award and administration of contracts in the Department's highway and transit financial assistance programs. The Office also provides Environmental Project Coordination for compliance with the National Environmental Policy Act (NEPA) prior to the review and approval of various other State and Federal agencies. The Office conducts an intergovernmental review of all projects potentially impacting the highway system.

LIFE CYCLE OF A PROJECT

Identify the transportation need and deficiencies

Propose project alternatives that could meet the transportation purpose and need

Identify project funding

Identify the best project to meet the transportation need

Review and address environmental impacts of proposed project

Finalize project design, plan to minimize construction impacts and acquire right-of-way

Construct project

Completed transportation projects become part of the next cycle of transportation planning. Their function is analyzed as part of existing system.



Why a Transportation Concept Report is Necessary:

- ◆ Helps Caltrans determine how a particular route or corridor can meet future travel demand.
- ◆ Communicates Caltrans' long-term vision of each route.
- ◆ Assists Caltrans in addressing the mobility needs of the communities it serves.
- ◆ Identifies social, environmental, economic and quality of life goals.
- ◆ Provides Caltrans with a more coordinated and integrated approach to managing transportation resources.

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How You Can Get Involved in the TCR Process:

- ◆ Attend a meeting where the TCR is being discussed and provide comments.
- ◆ Submit comments by phone: (530)741-4572.
- ◆ Submit comments via email: tcr@dot.ca.gov.
- ◆ Submit comments via the attached comment card.
- ◆ Submit comments by mail:
 Department of Transportation
 District 3
 PO Box 911
 Marysville, CA 95901-9904
 Attention: System Planning, Karen Peneschi

- ◆ For more information, please contact the District's Public Information Office at (530)741-4572.
- ◆ For more information visit Caltrans' website, <http://www.dot.ca.gov/dist3/departments/planning/systemplanning.htm>.

BUSINESS REPLY MAIL

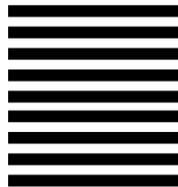
FIRST-CLASS MAIL PERMIT NO 5308 MARYSVILLE, CA

POSTAGE WILL BE PAID BY ADDRESSEE

ATTN: SYSTEM PLANNING, KAREN PENESCHI
 DISTRICT 3
 DEPARTMENT OF TRANSPORTATION
 PO BOX 911
 MARYSVILLE CA 95901-9904

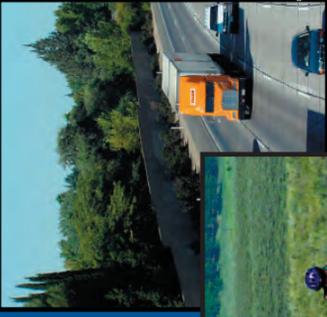


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District 3 Guide to Transportation Concept Reports

California Department of Transportation



Attachment H

I-80 San Pablo Dam Road Interchange Project

Examining Alternatives for Improvement

The California Department of Transportation (Caltrans), together with the Contra Costa Transportation Authority (CCTA), is studying possible improvements of the Interstate 80 interchange at San Pablo Dam Road in the City of San Pablo (Interchange). As part of this review, Caltrans, the CCTA, and the City of San Pablo are asking the community for its input regarding the need for such improvements, and the type of changes required to make the Interchange less congested and more safe.

San Pablo Dam Road and I-80 Interchange

San Pablo Dam Road is a major commuter route between central Contra Costa County and U.S. Interstate 80 (I-80). At the Interchange location, San Pablo Dam Road has two northbound lanes to Orinda and two southbound lanes ending at San Pablo Avenue. In addition to providing access to schools and neighborhoods, the Interchange also provides important access to commercial areas and healthcare facilities.

Important Facts:

- I-80, including the San Pablo Road interchange, was built by the California Department of Transportation in 1956.
- Approximately 26,000 vehicles go through the Interchange every day. Southbound traffic often stacks on San Pablo Dam Road for one-quarter mile to Morrow Drive. Similarly, northbound traffic stacks and blocks intersections at the two traffic signals on San Pablo Dam Road between San Pablo and I-80.
- Currently the overcrossing is not fit to accommodate a standard bicycle lane.
- Vehicles are currently prohibited from turning left from southbound San Pablo Dam Road onto Amador Street. This forces vehicles wanting to access Amador Street to cross the interchange and go through at least two traffic signals, make a U-turn, cross the intersection again, and only then gain access to Amador Street.

- In 1998, seismic retrofitting of the Interchange was completed as part of the Operational Improvements of I-80 Corridor in Alameda and Contra Costa counties.
- In 1999, the Department constructed retaining walls along the eastbound on-ramp as part of an emergency project to repair damage from several landslides.

Why Are the Modifications Needed?

The Interchange Project targets the improvement of the traffic operations in the existing interchange. These improvements are needed:

- to relieve traffic congestion – the current San Pablo Dam Road gets congested during peak commute hours as well as other periods.
- improve traffic safety, and
- increase the area’s capacity to accommodate projected increases in traffic volume.

Without the modifications, traffic congestion will continue to increase during the morning and evening peak periods. The Interchange will progressively become less efficient.

The Interchange was identified as “Route of Regional Significance” in the 2000 Update of Regional Comprehensive Transportation Plan. It was identified for improvements in several other planning documents. And not surprisingly, during the recent Contra Costa County Revenue Measure C Renewal public workshops, the community identified the Interchange’s improvement as a priority.

Who Will Pay for the Modifications?

The preliminary capital cost estimates for Interchange Project, including construction and right-of-way costs, range from \$12 to \$15 million, depending on the alternative selected. There are two likely sources of funding. These are:

- Contra Costa County Revenue Measure C Renewal, and
- State Transportation Improvement Program, also known as the STIP.

What Modifications Are Being Considered?

In addition to a “no build” alternative, which in effect would leave the Intersection in its present configuration, Caltrans is currently considering two other alternatives.

<p style="text-align: center;">Alternative I – Lanes Added Interchange traffic is improved by adding lanes; existing configuration maintained.</p> <ul style="list-style-type: none"> • Replace existing four-lane overcrossing with a six-lane bridge. Added lane in each direction would serve as left turning lanes to the on-ramps • Providing 3 through lanes approaching I-80/San Pablo Dam Road overcrossing, northbound and southbound directions. • Adding high-occupancy vehicle lane and CA Highway Patrol enforcement area, and installing metering systems at both the westbound and eastbound on-ramps. • Adding bicycle lane at the overcrossing • Constructing a retaining wall along westbound I-80 on-ramp. 	<p style="text-align: center;">Alternative II – Tight Diamond In addition to modifications included under Alternative I: modification of existing tight diamond interchange thus allowing better access into Amador Street.</p> <ul style="list-style-type: none"> • Items in Alternative I, plus: • Relocation of Amador Street/San Pablo Dam Road. One lane is added for southbound San Pablo Dam Road traffic at the intersection so that vehicles can make a left turn onto Amador Street. • Constructing a retaining wall on the east side of the T-intersection of Amador Street/ San Pablo Dam Road to protect the unstable area from potential slides.
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When Will All this Planning, Design, Construction Take Place?

From the beginning stages of planning to the final construction work, and assuming funding is secured, it will take approximately 6 to 8 years for a project of this size to be completed. Tentative project schedules are as follow:

- Project Study Report – 1 year * (by end of 2003)
- Project Approval & Environmental Document – 2 years (Fall 2005)
- Plans, Specifications, and Estimate – 2 years (Fall 2007)
- Right-of-Way Acquisition and other Certification – 2 years (Fall 2007)
- Construction – 2 years (Begin Summer 2008)
- Project Completion – Spring 2010

* project currently at this stage

Who Can I Contact for More Information?

Cheryl Nevares
Caltrans Project Manager
510-286-4451

Val Ignacio
Caltrans Senior Transportation Engineer
510-286-5566

Li Lin
Caltrans Project Engineer
510-622-8765



Public Outreach Meeting on the Proposed I-80/San Pablo Dam Road Interchange Improvement Project

1. What is the meeting all about?

This is the first of a series of public outreach meeting organized and sponsored by the California Department of Transportation in coordination with the City of San Pablo to present information on the proposed I-80/San Pablo Dam Road Interchange Improvement Project. Following this presentation, there will be time for comments and suggestions related to the proposed alternatives.

2. Why is there a need for this project?

The project is needed to alleviate traffic congestion along San Pablo Dam Road as well as to provide more storage for traffic merging onto the I-80 mainline, thereby improving the overall traffic safety and operations at the I-80/San Pablo Dam Road interchange.

3. What's the plan?

The plan includes the tearing down of the existing 4-lane overcrossing and replacing it with a 6-lane bridge, which would include bike and pedestrian lanes. At the north approach to the I-80/San Pablo Dam Road overcrossing, the two existing southbound lanes become three lanes. A third lane (outer) is for through traffic and right turns to the eastbound I-80 on-ramp. A larger turning radius is provided between the third lane and the eastbound on-ramp. A second lane (middle) is for through traffic and left turns to the westbound I-80 on-ramp. The first lane (inner) is exclusively for left turns to the westbound I-80 on-ramp. San Pablo Dam Road in the northbound direction works the same way. HOV bypass lanes will be added to the I-80 on-ramps and ramp metering will be installed. Two alternatives have been developed and both will be presented at this meeting.

4. What is the difference between the two alternatives?

In the Lanes Added alternative, other than replacing the bridge from 4 to 6 lanes, the existing interchange configuration remains almost the same as it is now. In the Tight Diamond alternative, the eastbound I-80 off-ramp will be lined up with the existing eastbound I-80 on-ramp and the Amador Street junction at San Pablo Dam Road will be relocated just further north. Also, the alignment of San Pablo Dam Road at the overcrossing will be shifted a little to the northwest.

5. How much would each alternative cost?

The Lanes Added alternative is estimated to cost approximately \$11 million, while the Tight Diamond alternative would cost about \$14 million.

6. When do we expect construction?

Currently, the project is in the preliminary planning stage. It is expected that the Project Study Report will be approved before the end of the year 2003. Project Approval and Environmental Document preparation will take about two additional years. The next stage would be design - Plans, Specifications and Estimate, which would take another two years. Therefore, construction is not planned to start until year 2008 with completion of construction expected by year 2010.

7. Where would the funding source come from?

The State Transportation Improvement Program (STIP) and Contra Costa County Revenue Measure C Renewal.



Attachment I

OTHER DEPARTMENT OF TRANSPORTATION PROGRAMS (CONT'D.)

Specialized Transit and Procurement Grants (FTA Section 5310) provide capital grants to meet the transportation needs of elderly persons and persons with disabilities where public mass transportation services are otherwise unavailable, insufficient or inappropriate.

For more information contact Chris Herre, (916) 654-6990 or by e-mail to chris_herre@dot.ca.gov.

Non-Urbanized Area Formula Grants (FTA Section 5311) offer capital and operating funds for public transportation in rural areas.

For more information contact La Keda Johnson, (916) 657-4373 or by e-mail to lakeda_johnson@dot.ca.gov.

Job Access and Reverse Commute (FTA funded) Grants provide funds to help improve mobility and economic opportunity for welfare recipients and other low-income people through the provision of new or expanded transportation services in rural and small, urbanized areas (population of 200,000 or less).

For more information contact Glenn K. Bailey, (916) 654-9871 or by e-mail to glenn_k_bailey@dot.ca.gov.

For individuals with sensory disabilities, this document is available in Braille, large print, audiocassette or computer disk. To obtain a copy in one of these alternative formats, please call (916) 654-7652.



INTRODUCTION

California Department of Transportation Planning Grants provide funding for:

- Public and intermodal transportation planning studies
- Training and development of transit planning professionals
- Environmental Justice in transportation planning
- Transportation and land-use planning projects that support livable communities

Transportation planning grants are intended to strengthen the economy, promote equity, and protect the environment. The results of these grants should improve mobility and lead to the programming and implementation of transportation improvement projects. These projects should also emphasize safety, jobs, housing, transportation, context-sensitive planning, sustainable communities, public participation, and reduced traffic congestion.

This brochure provides information on grants offered through Caltrans' Planning Grants program.

For detailed information on a specific grant, visit <http://www.dot.ca.gov/hq/tppl/grants.htm> or request information by filling out and mailing the detachable information request card.

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RESOURCE FOR TRANSPORTATION PLANNING GRANTS



The California Department of Transportation

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Division of Transportation Planning, MS32
P.O. Box 942874
Sacramento, CA 94274-0001

FEDERAL TRANSIT ADMINISTRATION (FTA) SECTION 5313(b) TRANSIT PLANNING

FTA funds must be used on transit related planning projects and require an 11.47% non-federal match. The following are the three FTA 5313(b) Transit Planning grant categories and the types of projects each support:



Statewide Transit Planning

Aimed at reducing urban transportation demand and improve transit services. To qualify, studies need to have statewide or multi-regional significance, as well as reflect a critical need, improve public involvement and government-to-government relations, and enhance planning and implementation efforts for state, regional or local transportation services and projects.

Transit Technical Planning Assistance

Assist in public/intermodal transportation planning studies in rural and small urban transit service areas of California with a transit service area of 50,000 population or less. Studies must result in increased efficiency, increased use, and expansion of rural and small urban public transit systems.

Transit Professional Development

Provide training and development for transit planning professionals and fund transit related student internships.

PARTNERSHIP PLANNING

Fund studies having statewide benefit/multi-regional significance performed by the applicant,

with participation from Caltrans, or projects that make improvements to the state or regional transportation system. Additionally, these studies/projects should reflect a critical need, improve public involvement, improve government-to-government relations, and enhance planning and implementation efforts for state, regional or local transportation services and projects. These grants require a 20% non-federal match.

For more information about FTA 5313(b) Transit Planning or Partnership Planning Grants, contact Garth Hopkins, (916) 654-8175 or by e-mail to garth_hopkins@dot.ca.gov.

STATE TRANSPORTATION PLANNING

Community-Based Transportation Planning

Provide planning funds that support livable communities (such as long-term



economic development, multimodal linkages, jobs/housing balance), coordinate land-use and transportation planning, reflect community values, and include non-traditional participants in transportation decision making. These grants require a local 20% match with a maximum 10% in-kind contribution allowed.

For more information contact Stuart Mori, (916) 651-8204 or by e-mail to stuart_mori@dot.ca.gov.

Environmental Justice:

Context-Sensitive Planning

Studies promoting participation from or providing funding for transportation planning efforts that affect low-income, minority and Native American communities. These grants provide funding

for planning-related projects that promote environmental justice in local planning, contribute to the early and continuous involvement of low-income and minority communities in the planning and decision-making process, improve mobility and access for under-served communities, and create a business climate that leads to more economic opportunities, services and affordable housing. Requires a local match of 10% with a 5% in-kind contribution maximum.

For more information about Environmental Justice: Context-Sensitive Planning Grants contact Norman Dong, (916) 651-6889 or by e-mail to norman_dong@dot.ca.gov.

OTHER DEPARTMENT OF TRANSPORTATION GRANT PROGRAMS

Safe Routes to School (SR2S) make available funds to local agencies to improve and enhance the safety of pedestrian and bicycle facilities and related infrastructure.

For more information contact Randy Ronning, (916) 653-4727 or by e-mail to randy_ronning@dot.ca.gov.

Bicycle Transportation Account (BTA) provides state funds for city and county projects that improve safety and convenience for bicycle commuters.

For more information contact Ken McGuire, (916) 653-2750 or David Priebe, (916) 653-0036. You can also e-mail to ken_mcguire@dot.ca.gov or david_priebe@dot.ca.gov.



To be placed on Caltrans' grant programs mailing list, fill out and return this self-addressed card.

Name _____

Organization _____

Address _____

City _____ State _____ Zip _____

Phone _____

E-Mail _____

Federal Transit Administration Section 5313(b) Transit Planning and Partnership Planning

Community-Based Transportation Planning

Environmental Justice

Safe Routes to Schools (SR2S)

Bicycle Transportation Account

Specialized Transit and Procurement

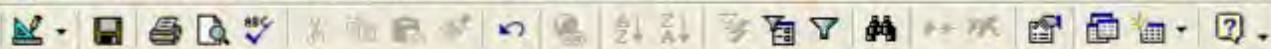
Job Access and Reverse Commute

Comments _____

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Cal Trans Grant Tracking Database - [Contacts]

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Organization: <input type="text"/>	Org. Type: <input type="text"/>	Email Address: <input type="text"/>
Address: <input type="text"/>		Web Site: <input type="text"/>
City: <input type="text"/>	State: <input type="text"/>	ZIP: <input type="text"/>
County: <input type="text"/>	Caltrans District: <input type="text"/>	Assembly District(s): <input type="text"/>
Phone: <input type="text"/>	Alt. Phone: <input type="text"/>	Senate District(s): <input type="text"/>
Fax: <input type="text"/>	Alt Fax: <input type="text"/>	MPO: <input type="text"/>

Description Grant Programs of Interest

Record: 14 of 10924

Form View NUM



A&K Transport
1264 Palm etto Avenue
, 95926

Adin Chamber of
Commerce
P.O. Box 327
Adin, CA. 96006

Ag-Transport Service
479 Wildwood Road
, 95312

Alturas Chamber of
Commerce
522 S Main Street
Alturas, CA 96101

American Association of
Retired Persons
515 Toomes Avenue
Corning, CA 96021

American Association of
Retired Persons
P.O. Box 495
Greenville, CA 95947

American Association of
Retired Persons
P.O. Box 992013
Redding, CA 96099-
2013

American Association of
University Women
P.O. Box 4593
Redding, CA 96099

American Red Cross
8928 Volunteer Lane,
Suite 100

Anderson Chamber of
Commerce
P.O. Box 1144

Asian Pacific News
13815 Graystone Ave.
Norwalk, CA 90650

Baldoni Transportation
Company
9999 Hillview Road

Cal Trans Grant Tracking Database - [Contacts]

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Rich text editor toolbar with icons for Bold, Italic, Underline, Bulleted List, Numbered List, Indent, Outdent, Undo, Redo, Font Color, Background Color, and other text formatting options.

Find Add New Contact Delete Current Contact

First: John	Last: Roberts	Job Title: Executive Officer
Organization: RWCQB San Diego Region	Org. Type: CBO	
Address: 9771 Clairemont Mesa Blvd Ste A	Email Address:	
City: San Diego	State: CA	ZIP: 92124
County: San Diego	Caltrans District: 11	Assembly District(s): 73,74,75,76,77
Phone:	Alt. Phone:	Senate District(s): 36,38,39,40
Fax:	Alt Fax:	MPO:

Description Grant Programs of Interest

- Contact is interested in the following grant programs:
- Community Based Transportation Planning
 - Bicycle Transportation Account (BTA)
 -

Record: 8713 of 10923

Points to GrantTypeID NUM

Attachment J

Preguntas frecuentes

¿Hace cumplir Caltrans los límites de velocidad y otras señales reguladoras?

Aunque Caltrans coloca y mantiene las señales a lo largo del sistema de autopistas, el cumplimiento de los límites de velocidad y de las señales de advertencia es responsabilidad de la Patrulla de Caminos de California. Las reglas y regulaciones que gobiernan los camiones de carga son establecidas por la Comisión de Servicios Públicos.

¿Son todos los trabajadores del sistema de caminos empleados de Caltrans?

Pueden ser trabajadores municipales, del condado o privados, o hasta personas bajo libertad condicional que prestan servicios comunitarios. Caltrans hace su propio trabajo de mantenimiento, excepto que, para proyectos nuevos o proyectos de reconstrucción grandes, puede emplear contratistas privados. Para identificar a los trabajadores de Caltrans busque los cascos blancos y los camiones anaranjados con el logotipo CT en el lado.

¿Puedo ponerme en contacto con Caltrans cuando necesite trazado de mapas?

Caltrans ha dejado de ofrecer un mapa del estado y no es la entidad que hace mapas. Sin embargo, puede descargar un mapa detallado de California y sus principales zonas metropolitanas desde el sitio web del Departamento de Turismo, en: <http://gocalif.ca.gov/maps/>

Aporte del público

Hay muchas oportunidades para que usted brinde sus aportes durante todo el proceso de desarrollo de proyectos. Caltrans solicita y documenta los aportes del público durante la identificación de la necesidad del proyecto, durante el proceso de estudio ambiental y en otros hitos pertinentes del proyecto. Los aportes del público proporcionan información para las decisiones críticas y son una parte valiosa del proceso de desarrollo del proyecto.

Oportunidades de participación del público

¡Participe! Animamos y agradecemos la participación del público y sus aportes. Caltrans solicita los aportes del público mediante talleres públicos, grupos de enfoque y reuniones con organizaciones comunitarias.

Más información

Preguntas y comentarios:

Oficina de Asuntos Públicos y Legislativos del Distrito 10 (209) 948-7977

Solicitud de documentos:

Funcionario CPRA del Distrito 10 (209) 948-3841

Visite el Distrito 10 de Caltrans en Internet:

<http://www.dot.ca.gov/dist.10>



Caltrans mejora la movilidad en todo California

Arnold Schwarzenegger • Gobernador
Sunne Wright McPeak • Secretaria de la Agencia de Negocios, Transporte y Vivienda
Will Kempton • Director de Caltrans

Distrito 10

Kome Ajise • Director del Distrito

Cómo construye proyectos Caltrans

Guía de información sobre el proceso de desarrollo de proyectos de Caltrans

¿Qué es Caltrans?

El Departamento de Transporte del Estado de California (Caltrans) está a cargo del diseño, la construcción, el mantenimiento y la operación del sistema de autopistas de California, así como de una parte del sistema de autopistas interestatales dentro de los límites del estado. Por sí solo, y en asociación con Amtrak, Caltrans también participa en el apoyo del servicio de ferrocarril de pasajeros entre ciudades de California y es un líder en la promoción del uso de métodos alternativos de transporte. El marco de referencia actual de Caltrans fue fijado por el Proyecto de Ley 69 de la Asamblea en 1972. La sede de Caltrans está en Sacramento y cuenta con 12 distritos regionales distribuidos por todo California.

La misión de Caltrans

Caltrans mejora la movilidad en todo California.

Las metas de Caltrans

Caltrans se esfuerza en ser la entidad de transporte más sobresaliente y está dedicada a las siguientes metas:

Seguridad: Brindar el sistema de transporte más seguro del país a los usuarios y a sus trabajadores.

Fiabilidad: Brindar horarios de transporte con los que se pueda contar.

Desempeño: Optimizar el sistema de transporte en todas partes.

Flexibilidad: Brindar opciones de movilidad mediante asociaciones estratégicas.

Administración: Preservar y mejorar los recursos y las inversiones de California.

Entrega: Mejorar la entrega de proyectos y servicios.

Los valores de Caltrans

Integridad, asociación, concentración en el cliente, comunicación, dedicación, trabajo en equipo, innovación y administración



Caltrans Distrito 10

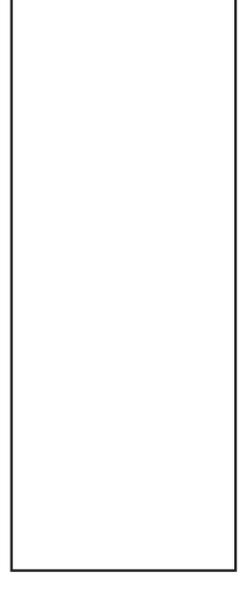
Mejorando la movilidad, compartiendo el futuro

Kev Npaj Kev Thauj Mus Los yog dabtsi?

Kev Npaj Kev Thauj Mus Los yuav pab Caltrans kom muaj cov kev txiavtxim siab zoo uas yuav ntiv cov kev mus los ntawm cov nroog uas yog Alpine, Amador, Calaveras, Mariposa, Merced, San Joaquin, Stanislaus, thiab Tuolumne. Kev Npaj Kev Thauj Mus Los txhawb kom muaj kev cobphum, khiav tau zoo thiab pheejig rau kev mus los rau tibneeg, khoom siv, thiab kev qhia los ntawm kev mus taw, caij tshab kaujvab, tshab, bus, tshab ciavhlau thiab dav-hlau. Nws yuav xyuas kom Caltrans npaj kom tau zoo txog cov kev thauj mus los rau yav tomntej, ua tibzoo siv cov kev pabcuam los ntawm cov pejxeem, thiab muab tej uas tej tibneeg hauv tej cheebtsam suav tias tseemceeb los nkag rau hauv cov kev tsim kev thauj mus los.

Phab Npaj Kev Thauj Mus Los ua dabtsi?

- Nroog tshuaj saib yam twg tseemceeb dua thiab nrog saib cov kev npaj kev thauj mus los hauv lub xeev thiab hauv tej cheebtsam
- Nroog tsomxam thiab tawm tswyvim txog txhua yam kev thauj mus los hauv txoj kev npaj
- Nirhiav lwm txojkev los pab kom cov kev thauj mus los tamsim no ua haujlwm tau zoo
- Tsomxam txog saib cov kev thauj mus los twg zoo rau tshab khiav thiab yuav zoo siv rau yav tomntej
- Pab tawm tswyvim txog kev siv av, pejxeem coob, vajtse thiab kev ua haujlwm



Kev Npaj Kev Thauj Mus Los hauv Koj Lub Cheebtsam

Cov Nrog Npaj

Qhov loj ntawm peb txojkev nrhiav tswyvim ntawm tej pejxeem yog koomtes nrog cov tibneeg uas koom nrog peb thiab tej pejxeem los tsomxam saib yuav siv tej nyiaj txiag mus rau yam dabtsi xwv thiaj tsim tau ib txojkev thauj mus los uas zoo. Peb suav tias cov kev thauj mus los hauv zos thiab hauv tej cheebtsam tseemceeb thiab siv tej thaj av mus rau tej yam tseemceeb. Cov tibneeg uas koomtes nrog peb txojkev npaj muaj xws li:

- Cov Koomhaum Npaj Kev Thauj Mus Los hauv Tej Cheebtsam
- Cov Zos thiab Nroog
- Cov Tibneeg Tsav Tshab Rau Kev Thauj Mus Los
- Cov Koomhaum Tswj Huab-cua
- Cov Koomhaum Tseemfwm Qhab Amelikas
- Native American Tribal Governments
- Cov Koomhaum hauv Tej Cheebtsam
- Cov Thawj hauv Tshav Nkoj thiab Tshav Davhlau

Koomtes nrog tej pejxeem

Caltrans nrhiav tswyvim ntawm tej pejxeem los ntawm cov rooj sib ntsib nrog pejxeem, tej pab tibneeg, thiab ntsib nrog cov koomhaum hauv tej cheebtsam txog qee yam kev npaj tshwjxeeb. Yog xav tau kev qhia ntiv thov hu rau: Maria Rodriguez hauv Caltrans District 10 Lub Chaw Npaj: (209) 948-7475.



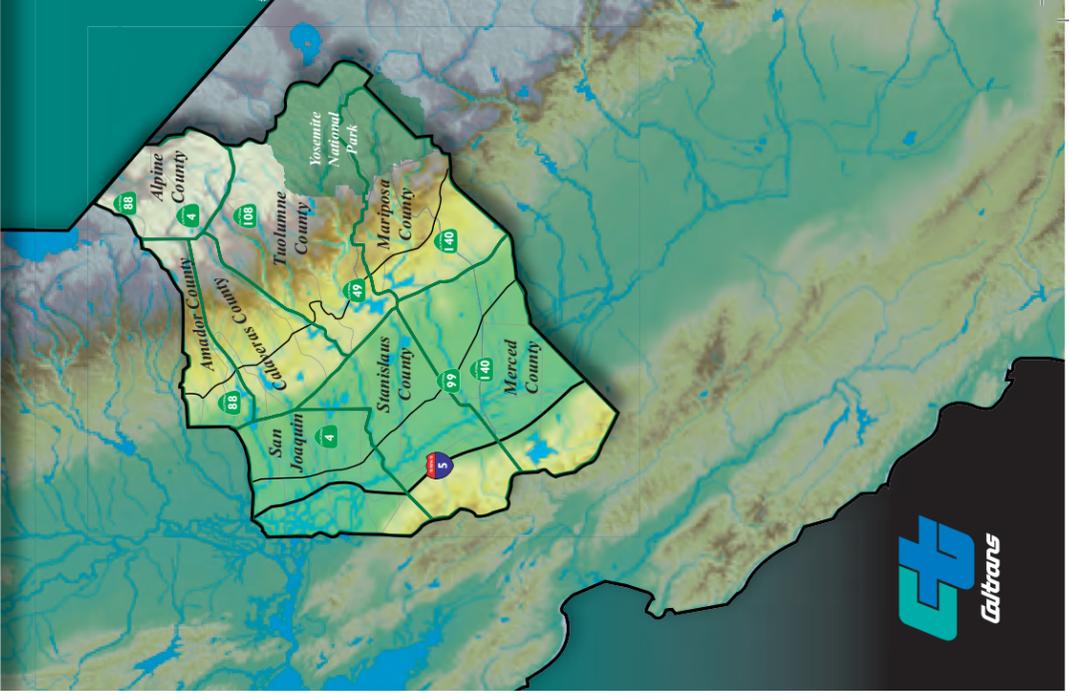
Caltrans Txhimkho Cov Kev Thauj Mus Los Thoob Kalifornias
Arnold Schwarzenegger, Thawj Tswj Xeev
Sunne Wright McPeak, Tus Teev Ntawv
 Kev Lagluam, Kev Thauj Mus Los thiab Phab Saib Vajtse
 Will Kempton, Thawj Tsavxwm Caltrans

District 10
 Kome Ajise, Thawj District
 Ken Baxter, Lwmthawj District
 Phab Npaj thiab Pabcuam hauv Cheebtsam
www.dot.ca.gov/dist10

Tus Qauv Qhia Txog Kev Npaj Kev Thauj Mus Los thiab Pabcuam hauv Cheebtsam

Caltrans District 10

Txhimkho Kev Thauj Mus Los, Nrog Tuav Lub Nej Tomntej



Kev Npaj Kev Thauj Mus Los yog Npaj Tas Mus Li, Npaj Txog Txhua Yam, thiab Npaj Nrog Lwm Lub Koomhaum.

Txoj Kev Npaj yog Caltrans txoj kev npaj rau yav tomntej. Nws nrog xyuas tag nrho cov kev thauj mus los kom cov kev xhimkho no yuav pab tau txoj kev thauj mus los rau yav tomntej. Ib feem ntawm txoj kev koomtes thiab nrog npaj rau txoj kev thauj mus los. Txoj Kev Npaj yuav sibzog nrhiav kom muaj cov kev thauj mus los zoo ntawm ib lub cheebtsam rau ib lub cheebtsam thiab thooob plaws hauv lub xeev no. Lub District tsim muaj pab tsab ntawv los pab txhawb cov homphiaj thiab tswyvim, nrog rau kev sojntsuam cov kev thiab nrhiav kev txhimkho rau cov kev thauj mus los—daim Ntawv Qhia Txog Kev Xav Txog Kev Thauj Mus Los, Lub District Txoj Kev Npaj thiab Txoj Kev Tsim Kev Thauj Mus Los.

Kev Npaj Ua Ntej txhawb lub District Txoj Kev Npaj thiab tawm tswyvim tshiab los pab thiab nrog xyuas cov ntau ntawv sojntsuam txog kev tsim thiab ua kev. Peb tus Neeg Saib Txoj Kev Npaj Ua Ntej ua haujlwm ze nrog peb cov neeg nrog npaj thiab lub District pab tibneeg tsuj kev tsim kev kom lub homphiaj thiab tej uas lawv yuav ua teev kom meej thiab yuav thov tau nyiaj txiag hauv lub Xeev Txoj Kev Pabcuam Txhimkho Kev Thauj Mus Los los ua tej ntawd. Tus Neeg Saib Txoj Kev Npaj no tseem yog tus saib lub District txoj kev thauj khoom mus los thiab yog tus mus koom lub Hauvpaus Loj (Department's Headquarters) cov kev npaj kev "thauj tej yam koom tshwjxeeb mus los".

Kev Tsomxam Txog Kev Khiav Tsheb Rau Yav Tomntej thiab Kev Khiav Haujlwm yog lub District txoj kev tsim thiab kev tsomxam txog cov kev khiav tsheb rau yav tomntej. Txoj kev no khaws cov kev qhia txog cov kev khiav tshiab rau yav tomntej, pestsawg tus tibneeg yuav caij ib lub tsheb, kev siv tej thaj av, vajtse, haujlwm, thiab tibneeg yuav coob npaum lica rau yav tomntej. Peb yuav siv cov kev qhia no los tsomxam txog tej huab-cua thiab kev khiav haujlwm, thiab yuav pab kom peb paub tsim thiab tsuj kev khiav tsheb thiab kev ua kev tsheb.

Txoj Kev Pabcuam thiab Tswj Huab-cua cov cov Koomhaum Npaj Kev Thauj Mus Los hauv Tej Cheebtsam (RTPAs) uas saib phab pem roob, hauv nroog thiab yim lub

nroog hauv cheebtsam San Joaquin Valley los koom ua ib pab nrog Phab Tswj Huab-cua hauv lub District los tsuj kom yuav muaj tej huab-cua zoo rau tibneeg ua pa. Qhov no yuav pab xyuas kom txoj kev npaj kev thauj mus los hauv tej cheebtsam muaj kev xhimkho kom tej huab-cua hauv tej cheebtsam ntawd zoo.

Kev Npaj hauv Tej Cheebtsam yog Caltrans tus neeg sawvcev txoj kev sib txuas lus nrog RTPAs. Lub District muab kev txhawb, coj thiab saib xyuas cov dejnum ntawm cov tibneeg uas nrog peb koomtes los ntawm kev mus koom nrog lawv tej pab tibneeg uas los sib tham txog dejnum, thiab lub rooj tsaxxwm hauv peb lub RTPAs. Peb nrog cov tibneeg uas koomtes nrog peb los tsim lawv cov Kev Npaj Kev Thauj Mus Los hauv Tej cheebtsam thiab ib xyoo twg tshuaj Tagnrho Lawv Cov Haujlwm Ib Zaug. Peb tseem nrhiav kom muaj kev phoojywg ntsuab nrab ntawm ib lub koomhaum tseemfwv rau ib lub koomhaum tseemfwv nrog Cov Koomhaum Tseemfwv Qhab Amelikas. Kev Npaj hauv Tej Cheebtsam tseem yog cov uas nrhiav kev koomtes los ntawm lwm tus thiab ceev kom tej huab-cua zoo, thiab kom sawvdxaws ua raws li Title VI hauv Civil Rights Act thiab nrhiav kev koomtes los ntawm tej neeg zejzoz/pejxeem los nrog lawv npaj.

Ib Lub Koomhaum Tseemfwv Tshuaj Ib Lub Koomhaum Tseemfwv (IGR) yog ib cov uas los tshuaj thiab tawm tswyvim txog Tseemfwv Qibsiab, Xeev, Neeg Qhab thiab cheebtsam cov kev npaj yuav ua, cov kev tsim vajtse thiab kev xav tej thaj av los ua ib yam dabtsi uas yuav muaj feem cuamtshuam rau peb cov kev thauj mus los. Phab Tswj Ib Lub Koomhaum Tseemfwv Tshuaj Ib Lub Koomhaum Tseemfwv thiab Tej Pab Neeg Npaj yog cov los xyuas cov kev tshuaj tej kev npaj yuav ua no nrog rau lwm pab tibneeg hauv lub District saib puas muaj teebmeem rau kev thauj mus los lica thiab pab tawm tswyvim los daws tej teebmeem uas yuav muaj no thiab pab tawm tswyvim los tivthaiv peb cov kev thauj mus los. IGR ua haujlwm nyob ze nrog peb cov Neeg Npaj hauv Tej Cheebtsam.

Cov Neeg Npaj hauv Tej Cheebtsam yog ib cov uas los pab xav txog tej uas tej lub cheebtsam suav tias tseemcee kom paub tias yuav ua lica thiab li zoo rau tej lub cheebtsam ntawd thaum peb los tsim cov kev thauj mus los thiab siv tej thaj av los ua ib yam dabtsi. Ib yam uas lub District ua yog nquahu kom pejxeem muab kev koomtes, yais cov Nyiaj Pab Kev Npaj Kev Thauj Mus Los hauv Tej Cheebtsam (CBTP), pab lub Xeev, tej cheebtsam thiab zejzoz cov kev npaj.

Cov Kev Pabcuam yog suav tej uas lub District muaj feemcuam yuav los ua xwsi cov Kev Thaum Mus Los Loj, Kev Thauj Mus Los Saum Huab-cua, Tsheb Ciavhau, thiab cov Kev Thauj Mus Los uas tsis siv lub cav tsheb. Lub District ua haujlwm nyob ze nrog rau peb cov tibneeg uas nrog npaj thiab cov tsav tsheb thauj tibneeg los pab tsim thiab nnaj cov kev thauj mus los thiab nrhiav nyiaj, thiab tsim kev rau tsheb kaijyab thiab tibneeg mus.

Lub Chaw Pabcuam hauv Zejzoz muab kev pabcuam rau peb cov koomhaum hauv tej cheebtsam thiab zejzoz kom paub siv lub Xeev thiab Tsoomfwv Qibsiab cov nyiaj pab rau kev thauj mus los los txhimkho tej kev thauj mus los thiab lwm yam uas muaj feemcuam txog kev thauj mus los hauv tej zejzoz. Lub chaw ua haujlwm no yog lub chaw uas cov koomhaum hauv tej zejzoz yuav hu mus nug tau txog kev tsim thiab nrhiav nyiaj txiag los them lawv cov kev thauj mus los thiab nrhiav cov kev uas cobphum mus rau hauv tej tsev kawm ntawv. Lub chaw ua haujlwm no muaj ib txoj kev pabcuam rau cov **Disadvantaged Business Enterprise** (DBE) los xyuas kom tsis txhob muaj kev ciav-cais hauv lub Department txoj kev ntiav thiab muab cov kev sib coglus rau tibneeg los ua kev thiab pabcuam nyiaj txiag. Lub chaw ua haujlwm no tseem yog lub **Nrog Saib Kev Tshuaj Huab-cua** kom tsis txhob yuam Txoj Cai Tswj Huab-cua hauv Tebchaws (NEPA) uantej uas luag yuav tuaj tshuaj thiab tau kev tsocai los ntawm cov koomhaum hauv lub Xeev thiab Tsoomfwv Qibsiab. Lub chaw ua haujlwm no yog lub tshuaj txhua txoj kev npaj ua uas muaj feemcuam yuav tsim teebmeem rau txoj kev thauj mus los.

COV KAURUAM HAUV KEV TSIM KEV TSHUJ MUS LOS

Nrhiav cov kev tu-ncua thiab tsis zoo hauv cov kev thauj mus los

Nrhiav lwm txoj kev uas yuav los daws tau cov kev tu-ncua hauv kev thauj mus los

Nrhiav nyiaj los them rau cov kev tsim kev thauj mus los

Nrhiav txoj kev uas zoo tshaj los daws qhov teebmeem kev thauj mus los

Tshuaj thiab nrhiav kev los daws tej teebmeem uas txoj kev tsim kev no yuav muaj los cuamtshuam rau dej thiab huab-cua

Npaj cov kev yuav ua kom txhij, npaj kom cov kev tsim kev thauj mus los tsis txhob muaj kev ntsibqib thiab xyuas kom luag kam tsim kev rau txoj kev ntawd

Tsim kev thauj mus los

Txoj kev uas tsim tiav yuav dhau los ua ib feem ntawm txoj kev npaj ntxiv tomntej. Nws yuav dhau los ua ib txoj kev hauv cov kev thauj mus los.

THOV QUAV NCAJ KAB NO



Caltrans
P.O. Box 12616
Fresno, CA 93778-2616

LO
STAMP
RAU NO -

RANDY TREECE
CALTRANS
P.O. BOX 12616
FRESNO, CA 93778-2616

Doble por esta línea para enviar por correo



Caltrans
P.O. Box 12616
Fresno, CA 93778-2616

Poner
estampilla
aquí

RANDY TREECE
CALTRANS
P.O. BOX 12616
FRESNO, CA 93778-2616

Attachment K

Caltrans District 9 Bishop Area Access and Circulation Study Preliminary Community Impact Assessment Focus Group Moderator Guide

Introduction – Focus Group Purpose and Format

The purpose of the focus group today is to obtain input about:

- Transportation issues in downtown Bishop and their effect on your business
- Your reactions to potential alternate transportation routes and local circulation improvements being studied

In terms of format: As moderator, I'll be leading you through a series of questions and obtaining your responses. Though we'll be following a list of questions, there is latitude as to how much time and in what depth we pursue each topic. I encourage you to relax - this will be a relatively informal discussion and it should be interesting and fun.

Ground Rules

- I'm interested in hearing from all of you, so be patient as we go around the table and understand that I may need to interrupt you from time to time so that we work through our entire agenda and so that we hear from all participants.
- We are audio and visually taping this session. The purpose of that is to be able to review this information at a later date as well as to provide others an opportunity to hear and see the issues discussed.
- Please speak up in a voice at least as loud as mine so that it can be picked up by tape and to ensure that others around the table can hear you.
- Please speak one at a time. I'll try to call on each of you to hear your responses to each question. I may need to interrupt from time to time, to ask you to speak louder or to repeat yourself if there were others speaking at the same time.
- We will be discussing specific transportation issues in some detail. Everyone may have a different opinion and perspective. Please be patient while others share their opinions and be respectful of views that are different from yours.
- We have two hours and expect to take a break about half way through the session. That will give you some stretching/restroom time and give me a chance to find out if there are any follow-up questions from our observers.
- Any questions? Let's get started.

Participant Introductions (go around the table)

- Name
- Type and/or name of business
- Business location

Downtown Bishop Business Climate

1. Would you say that the business climate in Bishop has improved or declined over the past five years? Let's talk specifically about each of your businesses. Has business improved or declined over the past five years? What do you attribute the changes to? What do you foresee in the future? Other issues?
2. Do you consider your business to have much seasonal variation? If so, which season do you consider to be the busiest and what percentage of your total business would you place into each season?
3. What do you see as the key impediments to your business' success?
4. What are potential solutions to these impediments? *(The objective here is to understand the overall challenges faced by businesses and then narrow it down to the transportation challenges and solutions. This will help us understand the relative impact of transportation versus other business challenges.)*
5. Any other thoughts about Bishop's business climate or suggestions about improving economic vitality in Bishop.

Dependency on Out-of-Town Travelers/Truck Traffic

6. How dependent is your business on out-of-town travelers? What percentage of your sales/revenues comes from out-of-town travelers? Provide additional information about your customer profile. Who are they typically? How much do they spend? How many customers patronize your business per day?
7. How dependent is your business on truck traffic? Describe your typical customer(s).
8. Are there other transportation variables that affect your business? What are they and how do they impact your business?

Downtown Bishop Transportation Issues

9. What do you see as the key transportation issues in downtown Bishop?
10. What are potential solutions to these issues?
11. In your opinion, how likely are these solutions to be implemented? What elements are necessary for these solutions to be achieved? Do these solutions rely on others to be implemented? How effective do you think others will be in achieving these solutions?

12. What are your suggestions for helping others implement these solutions? How willing are you to help? In what way? Specifically, are you willing to contribute financially or through in-kind contributions? Other?

BAACS Understanding/Awareness

13. How many of you are familiar with the Bishop Area Access and Circulation Study? Provide brief summary of BAACS, including purpose, general timeline and alternate routes, and current PCIA efforts. *(Note: I'll not mention Caltrans, at least at the beginning. It may come up right away here or not. I would like to probe further about perceptions/opinions of Caltrans later in the focus group if there is time.)*

Alternate Routes

14. How familiar are you with the alternate routes being studied in BAACS? (Use alternatives map to illustrate proposed concepts).
15. What are your reactions to the proposed routes? How supportive/not supportive are you of the various routes? What potential impacts/benefits could result from implementation of any of these routes? *(Ask specifically for their particular business and also more generally – what do they think the potential community impacts will be?)* Discuss pros and cons of each as well as east vs. west. What other criteria should be considered in selecting the location for an alternate route?
16. Studies show that getting trucks off Bishop's Main Street will almost certainly NOT provide substantial reduced traffic in the downtown area. There just aren't that many. The most significant contributor is the local traffic – trips to school, the grocery store, the post office, etc. What this means is that even by implementing an alternate route and encouraging trucks (and other traffic, potentially) off Main Street, there won't be opportunities to make many changes to downtown circulation (Provide example: if community was interested in landscaping, wider sidewalks, etc., don't have space to provide it) What are your reactions to this?
17. Do you have any additional comments about the BAACS project?

Downtown Bishop Improvements

18. Are there improvements in downtown Bishop that you think would result in positive benefits to your business? What are they? Why would they be beneficial? What obstacles do you see in getting them implemented?

19. Are there other ideas that have been posed to improve downtown livability/aesthetics in Bishop? How interested/supportive are you of these ideas?
20. What are you willing to support? What are you not supportive of? Are you willing to make a financial or other in-kind contributions to assist in implementing some of these improvements?
21. Would potential future improvements have a positive effect on your business?
22. What do you see as obstacles and the potential for success?
23. Is there anything else you would like to add about transportation issues in Bishop?

Attachment L

**We need
your
input!**

Broad Street Enhancement Community Planning Workshops

Exploring Livable Communities with the City of
San Luis Obispo and Caltrans

Workshop 1: Community Values and Plan Development

Saturday, May 8 • 9:00 a.m.-12:30 p.m. • Coffee Reception at 8:30 a.m. Lunch provided

Workshop 2: Preferred Plan Elements

Thursday, May 20 • 6:00 p.m.- 9:00 p.m. • Refreshments provided

Where: Grange Hall at 2880 Broad Street – San Luis Obispo



Please plan to attend two community planning workshops to develop a community vision for the Broad Street neighborhood between Rockview Place and High Street. We want the vision to reflect your interests and values:

- aesthetics • safety • traffic calming • bike lanes
- preferred land uses • streetscapes • other

Please RSVP by Thursday, May 6 to Dan Herron at Dan_Herron@dot.ca.gov or at 805-549-3510. To request special assistance call Dan Herron.



**¡Necesitamos su
opinión!**

Talleres de Planificación Comunitaria para el Mejoramiento de Broad Street

Estudiando comunidades habitables con la Ciudad
de San Luis Obispo y Caltrans

Taller 1: Valores de la comunidad y desarrollo del plan

Sábado 8 de mayo • 9:00 a.m.-12:30 p.m. • Recepción y café a las 8.30 a.m.
Se servirá almuerzo

Taller 2: Elementos del plan elegido

Jueves 20 de mayo • 6:00 p.m.-9:00 p.m. • Se servirán refrigerios

Dónde: Grange Hall ubicado en 2800 Broad Street – San Luis Obispo

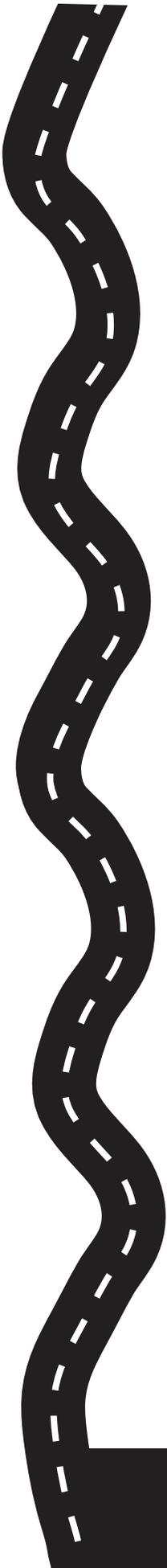


Le invitamos a que concurra a dos talleres de planeamiento comunitario a fin de crear una visión comunitaria para el vecindario de Broad Street ubicado entre Rockview Place y High Street. Nuestra meta para la visión es que represente sus intereses y valores:

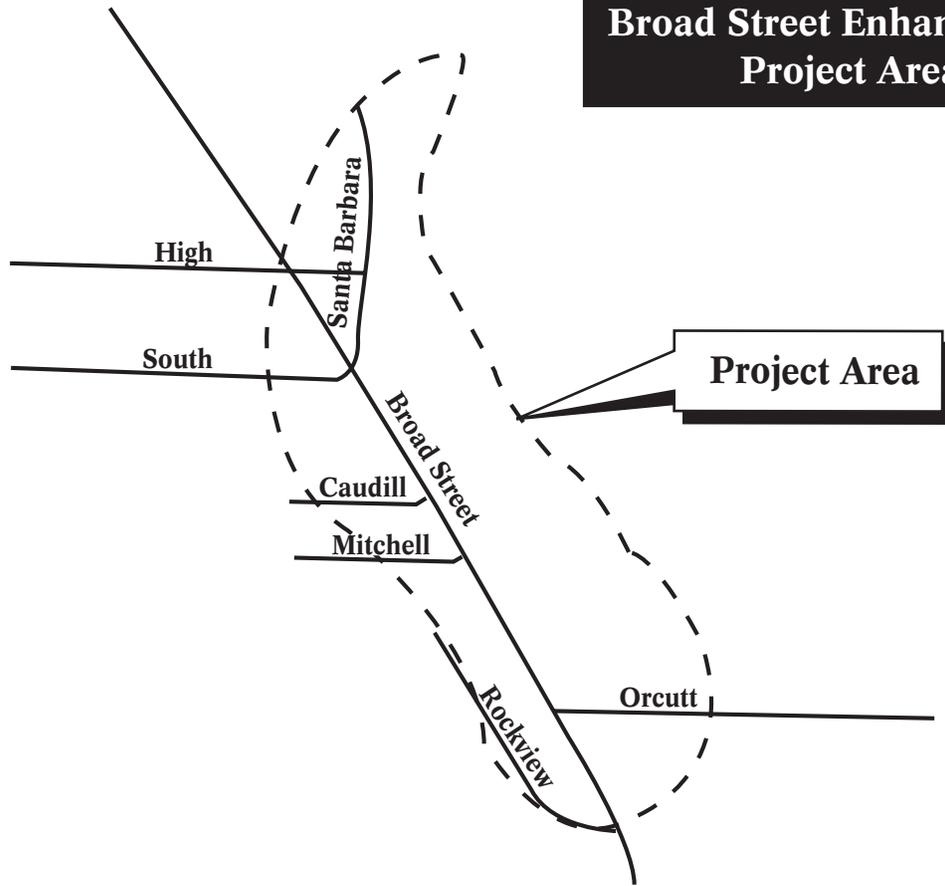
- estilo estético
- seguridad
- reducción del tráfico
- sendas para bicicletas
- uso del suelo
- paisajes callejeros
- otro

Confirme su participación antes del jueves 6 de mayo a Dan Herron, Dan_Herron@dot.ca.gov o al teléfono 805-549-3510. Para solicitar asistencia especial, llame a Dan Herron.





**Broad Street Enhancement
Project Area**



Department of Transportation
50 Higuera Street
San Luis Obispo, CA 93401-5415

Invitation to:

Broad Street Enhancement Community Planning Workshops

Sponsored by: California Department of Transportation District 5 and City of San Luis Obispo

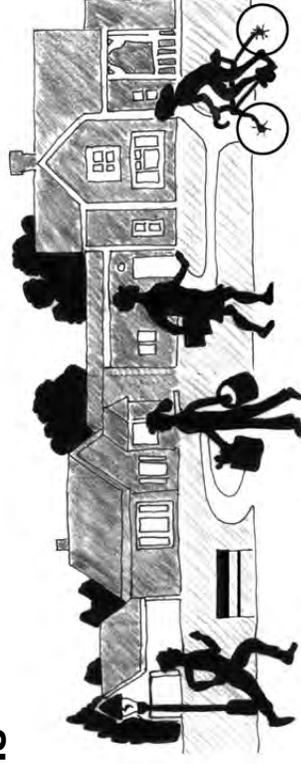
Broad Street Enhancement and Community Planning Workshop

Workshop 1 – Community Values and Plan Development

May 8, 2003

AGENDA

- | | |
|-------------|--|
| 8:30-9:00 | Registration & Passive Education |
| 9:00-9:15 | Welcome/Introduction
Community Planning Process
Background Information |
| 9:15-10:30 | Community Values Identification & Prioritization |
| 10:30-12:00 | Small Group Map Exercise |
| 12:00-12:30 | Lunch
Group Map Presentations |

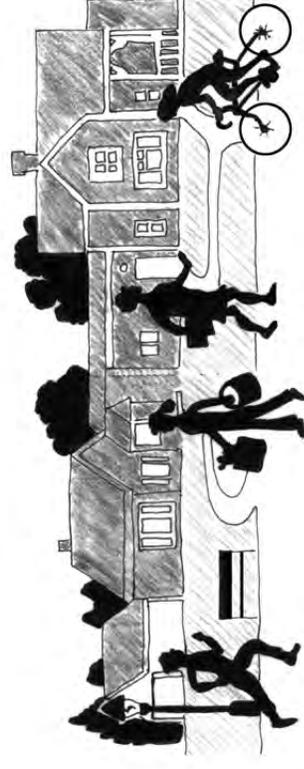


Broad Street Enhancement Community Planning Workshops

Small Group Map Exercise

Color Legend

- Blue** Public Facilities (Libraries, City Hall, Community Centers, Hospitals)
- Green** Parks, Greenways, Public Access, Pedestrian Walkways
- Red** Commercial
- Yellow** Residential – Single Family
- Orange** Residential – Multi Family
- Purple** Roadways and Circulation Improvements
- Brown** Industrial



Broad Street/Highway 227 Corridor Map - Existing Conditions

1

- signalize 2 intersections
- intersection sight distances; remove parking
- landscaping, wider sidewalks
- channelization
- bikelanes
- zoning of businesses



widens circuit r/r Xing

pedest. o.c.

Area of Concern

Legend

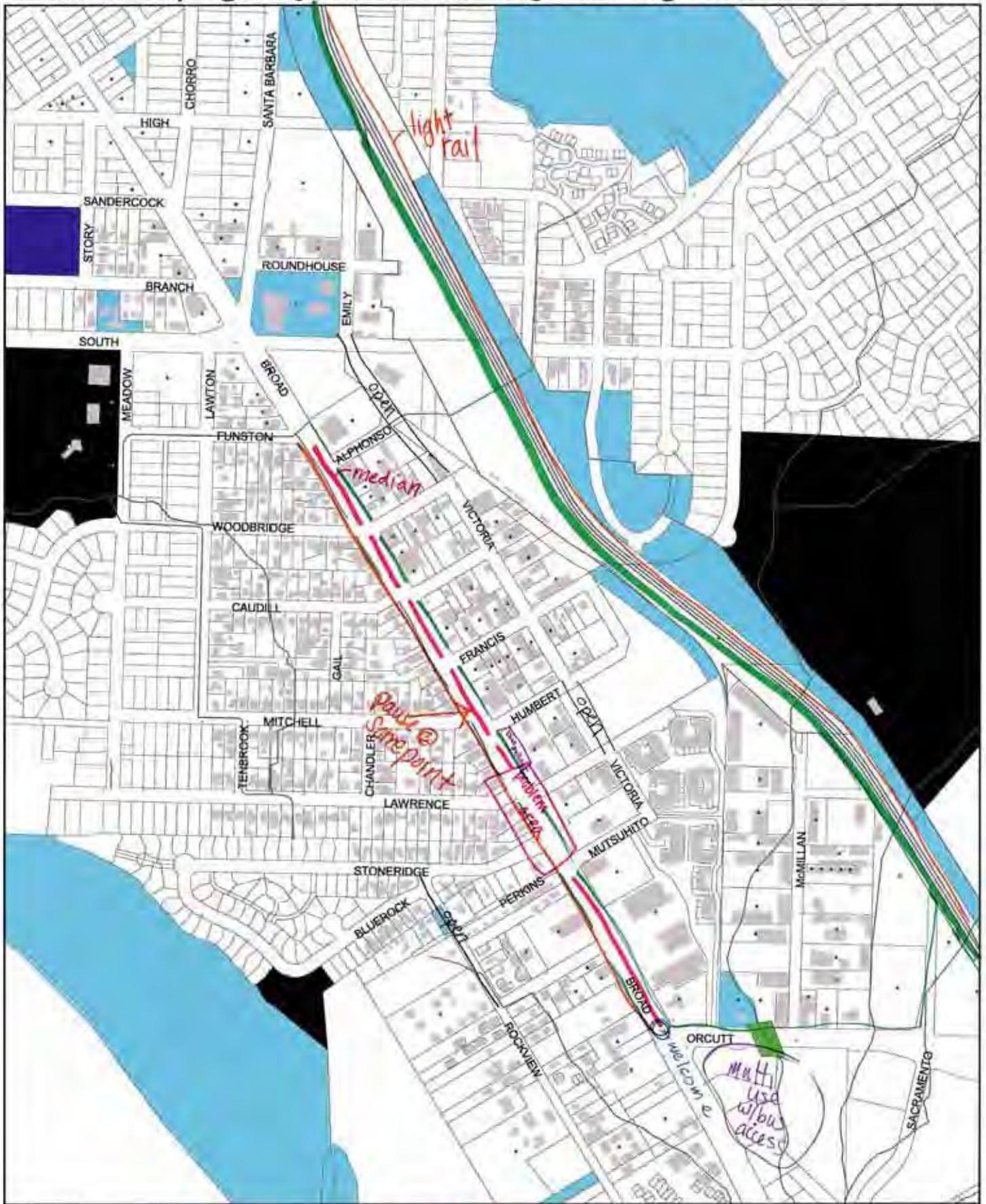
	Street Lights		Creeks
	Building Footprints		Bridges
	Businesses		Schools
	Railroad Tracks		Parks
	Railroad Right-of-Way		Government Owned Property

Scale: 0 100 200 300 Feet

city of san luis obispo - Community Development Department

3

Broad Street/Highway 227 Corridor Map - Existing Conditions



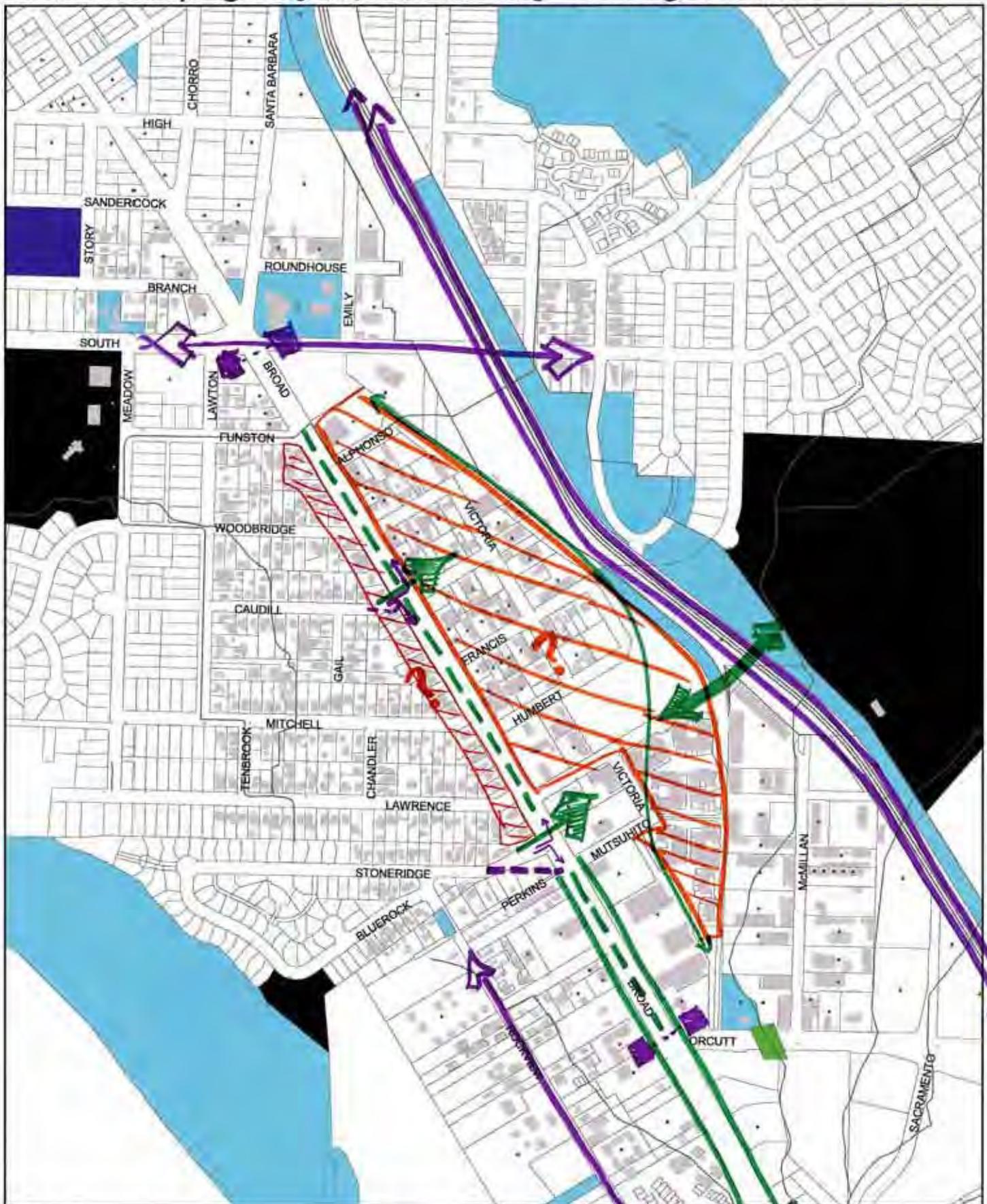
Legend

- Street Lights
- Building Footprints
- Businesses
- Railroad Tracks
- Railroad Right-of-Way
- Creeks
- Bridges
- Schools
- Parks
- Government Owned Property

re-rout to grade



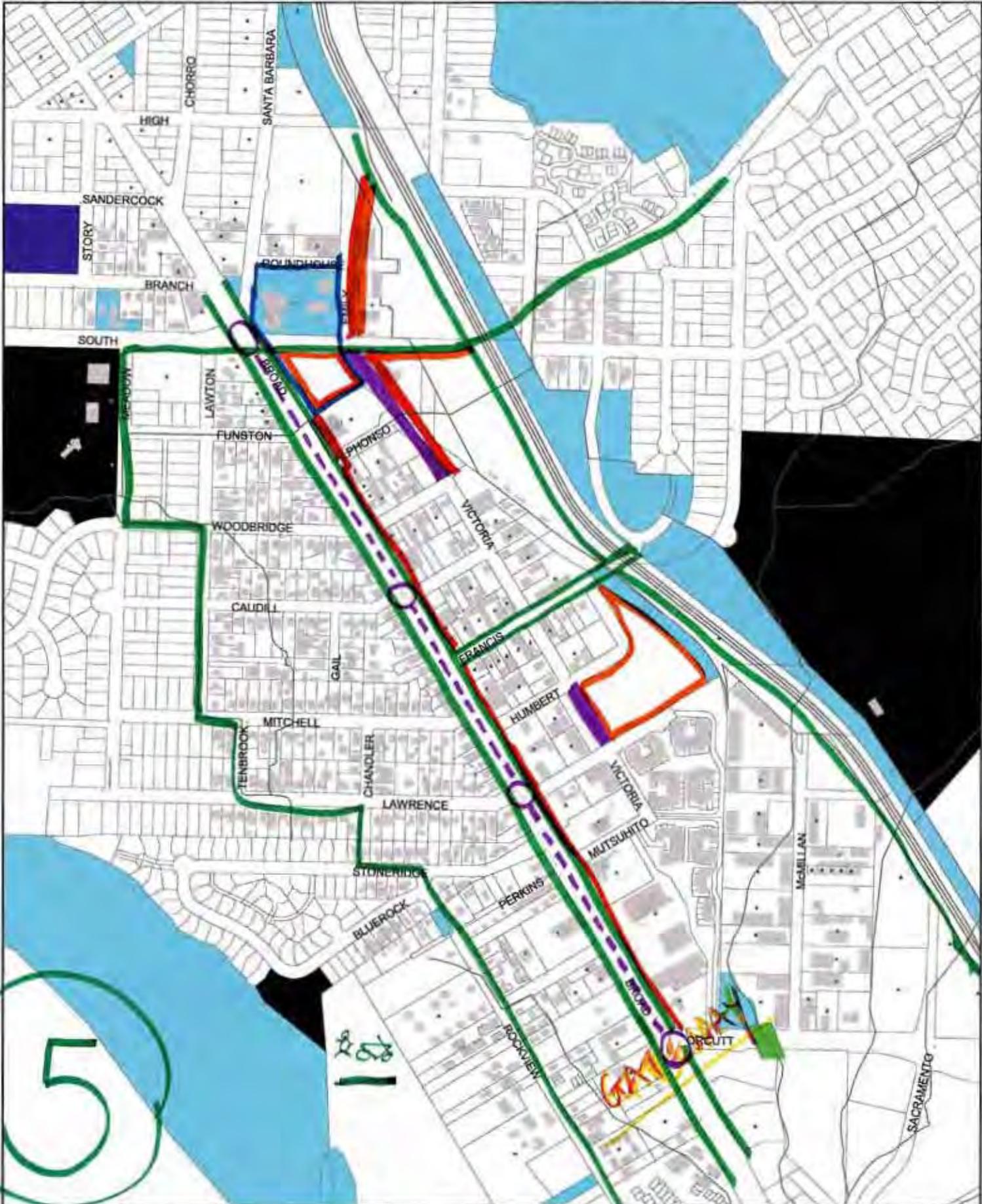
Broad Street/Highway 227 Corridor Map - Existing Conditions



Legend

- Street Lights
- Building Footprints
- Businesses
- Railroad Tracks
- Railroad Right-of-Way
- Creeks
- Bridges
- Schools
- Parks
- Government Owned Property

Broad Street/Highway 227 Corridor Map - Existing Conditions



Legend

-  Street Lights
-  Building Footprints
-  Businesses
-  Railroad Tracks
-  Railroad Right-of-Way
-  Creeks
-  Bridges
-  Schools
-  Parks
-  Government Owned Property



#6

Broad Street/Highway 227 Corridor Map - Existing Conditions



Legend

- Street Lights
- Building Footprints
- Businesses
- Railroad Tracks
- Railroad Right-of-Way
- Creeks
- Bridges
- Schools
- Parks
- Government Owned Property



7

Cal Poly High School
Downtown

Broad Street/Highway 227 Corridor Map - Existing Conditions



Price Gym
New Park
Los Ranchos School

Legend

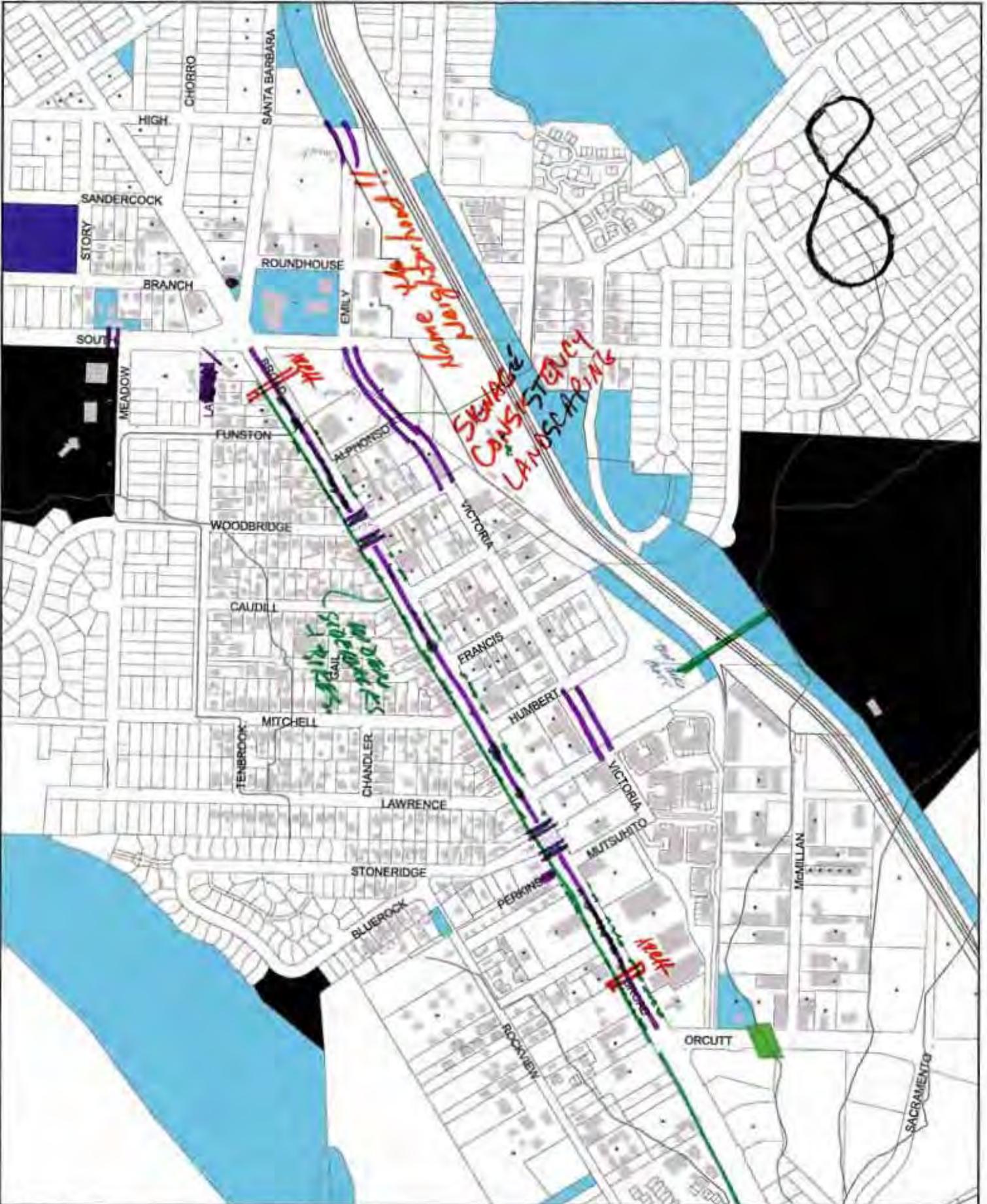
- Street Lights
- Building Footprints
- Businesses
- Railroad Tracks
- Railroad Right-of-Way
- Creeks
- Bridges
- Schools
- Parks
- Government Owned Property

- Cal Poly Main
- Altonole Road
- East Side Road
- Corridor for ped/bike
- road about

city of san luis obispo - community development department

7

Broad Street/Highway 227 Corridor Map - Existing Conditions



Legend

- Street Lights
- Building Footprints
- Businesses
- Railroad Tracks
- Railroad Right-of-Way
- Creeks
- Bridges
- Schools
- Parks
- Government Owned Property



Broad Street Enhancement Community Planning Workshops Community Values and Neighborhood Features Matrix

Value 1: Reduce Traffic Impact <i>Reduce traffic speed, improve safe turning opportunities and local circulation, reduce traffic noise. (78.9%)</i>		
Feature	Considerations	Preference
A. Landscaping along and within streets	<ul style="list-style-type: none"> ▪ Calms traffic ▪ Beautifies ▪ Maintenance ▪ Site distance – visibility of pedestrians 	
B. Increase signalization at intersections	<ul style="list-style-type: none"> ▪ Increased pedestrian safety ▪ Improves pedestrian and auto crossing of Broad ▪ Causes delays for through traffic ▪ High cost to construct and maintain ▪ Route alternation to avoid or bypass signal ▪ Requires statistical warrants/safety evaluation 	
C. Control turns to safe locations (use medians to reduce access, use signage, close Lawton at South, etc.) <i>* Note: this feature also under Value 4</i>	<ul style="list-style-type: none"> ▪ Increased safety ▪ Causes delays for through traffic ▪ Requires “out of direction” travel ▪ Requires traffic analysis to consider U-turn concentrations and fewer left turn options 	
D. Narrow travel lanes (using gateway treatment, wider sidewalks, etc.)	<ul style="list-style-type: none"> ▪ Slower speeds ▪ Brings traffic closer to sidewalks ▪ Difficult for trucks, busses, large SUVs and recreational vehicles ▪ Potential diversion of traffic to alternate routes ▪ Generally difficult to obtain approval due to safety concerns 	
E. Establish parallel routes (Victoria, re-route 227 to Prado, etc.) <i>* Note: this feature also under Value 2, 8</i>	<ul style="list-style-type: none"> ▪ Facilitates all 4 value components ▪ Improves overall circulation ▪ Reduces demand on Broad ▪ High cost to construct and maintain ▪ Impacts to property owners ▪ Disruption to existing neighborhood 	

F. Use roundabouts <i>* Note: this feature also under Value 4, 8</i>	<ul style="list-style-type: none"> ▪ Improved traffic flows ▪ Low maintenance ▪ Driver confusion ▪ Substantial right-of-way requirements ▪ Pedestrian safety 	
G. Use sound dampening paving	<ul style="list-style-type: none"> ▪ Significant noise reduction ▪ Not appropriate for all applications ▪ Pavement life 	
H. Reduce posted speed limit/increase enforcement	<ul style="list-style-type: none"> ▪ Perception of slower traffic speeds ▪ Difficult to enforce ▪ Consistency with vehicle code required ▪ Increased travel times for through traffic ▪ Potentially lengthy process ▪ Increased speed differential 	
I. Improve transit options (pullouts, light rail along track, jitneys) <i>* Note: this feature also under Value 4</i>	<ul style="list-style-type: none"> ▪ Options reduce car trips ▪ High cost to construct and maintain ▪ Requires behavior change ▪ Difficult for busses to pull back out 	

Value 2: Safe biking and walking
Provide safe pedestrian and bicycle access through and within the planning area.
(69.8%)

Feature	Considerations	Preference
J. Use bridges to connect features (bridge to Sinsheimer Park, elevated pedestrian crossing of Broad)	<ul style="list-style-type: none"> ▪ Safest crossings ▪ Promotes neighborhood connectivity ▪ High cost to construct and maintain ▪ High visual impact 	

<p>E. Establish parallel routes (Victoria) connection, ped/bike connection through Stoneridge <i>* Note: this feature also under Value 1, 8</i></p>	<ul style="list-style-type: none"> ▪ Lower traffic improves safety ▪ Reduces demand on Broad ▪ May displace or disrupt existing uses/established neighborhoods ▪ High cost to construct and maintain 	
<p>K. Class II bikeways (on street)</p>	<ul style="list-style-type: none"> ▪ Wider bikeways increase bicyclist safety ▪ Parking or lane width impacted ▪ Parking prohibited in bike lane 	
<p>L. Class I bikeways (off street, e.g. along west side of tracks, and/or parallel to Broad but elevated or detached from street)</p>	<ul style="list-style-type: none"> ▪ Safe paths ▪ Encourages more bicycle riding ▪ Not easily maintained 	
<p>M. Detached sidewalks (landscaping between sidewalk and street)</p>	<ul style="list-style-type: none"> ▪ Attractiveness encourages use ▪ Perceived and/or real increased safety ▪ Consideration for site distance 	
<p>N. Improve sidewalks and bikeways (esp. Dana Garcia, Marigold access)</p>	<ul style="list-style-type: none"> ▪ Encourages use if system-wide ▪ Promotes ADA access ▪ Incorporate in future land use approvals 	
<p>O. Establish more crosswalks</p>	<ul style="list-style-type: none"> ▪ Focuses pedestrian crossings ▪ Reduced safety without controls (flashing lights, etc.) ▪ Subject to pedestrian safety evaluation 	
<p>P. Restrict on-street parking near intersections</p>	<ul style="list-style-type: none"> ▪ Quick implementation ▪ Increased safety ▪ On-street parking has a calming effect on through traffic ▪ May not have neighbor, business, property owner support 	

Q. Improve maintenance on sidewalks, bike paths	<ul style="list-style-type: none"> ▪ Improves usage ▪ Increased safety ▪ Ongoing costs ▪ Consider local partnerships to supplement existing maintenance 	
R. Pedestrian refuges in median	<ul style="list-style-type: none"> ▪ Improves safety as crossing divided into two components ▪ Impacts median design ▪ Restricts some car movements causing “out of direction” travel 	
S. Promote pedestrian-friendly uses	<ul style="list-style-type: none"> ▪ Calms traffic ▪ Enhances use ▪ May require significant land use changes ▪ May impact property owners 	

Value 3: Neighborhood Identity
Develop neighborhood sense of place, improved aesthetics, reduce light pollution, enhanced/expanded public facilities, protect historic resources. (67.7%)

Feature	Considerations	Preference
T. Gateway features/public art	<ul style="list-style-type: none"> ▪ Locations ▪ Improves neighborhood aesthetics ▪ Enhances travel experience 	
U. Mixed use development	<ul style="list-style-type: none"> ▪ More density encourages pedestrian activity ▪ More neighborhood services ▪ More light, noise and activity ▪ May require significant land use changes ▪ May impact property owners 	
V. New or enhanced public facilities (e.g. parks, community rooms)	<ul style="list-style-type: none"> ▪ Locations ▪ Focal point for neighborhood ▪ Initial and maintenance costs ▪ Transients 	

<p>A. Streetscape features (benches, architectural lighting to reduce glare/light pollution, consistent landscape treatment and tree selection throughout, decorative paving) <i>* Note: landscaping also under Value 1</i></p>	<ul style="list-style-type: none"> ▪ Promotes walkability ▪ Encourages and promotes pedestrian-oriented environment ▪ Time to implement ▪ Existing trees limit options ▪ Width of sidewalks limit options ▪ Requires additional maintenance 	
<p>W. Preserve older, historic buildings</p>	<ul style="list-style-type: none"> ▪ Set the architectural tone for new development ▪ Locations of existing buildings may not be best for efficient re-development 	
<p>X Neighborhood identification (naming of neighborhood, signage)</p>	<ul style="list-style-type: none"> ▪ Promotes economic vitality (i.e. Larimer Square in Denver) ▪ Developing a consensus on name and design ▪ Develops neighborhood pride ▪ Some cost of signage, design elements 	
<p>Y. Eliminate incompatible uses</p>	<ul style="list-style-type: none"> ▪ Can support more neighborhood services ▪ May improve residential setting ▪ Takes time to implement ▪ Environmental clean-ups are likely 	

Value 8: Free-Flowing Streets Accommodate future automobile traffic. (24.1%)		
Feature	Considerations	Preference
<p>Z. Improve existing features (status quo features)</p>	<ul style="list-style-type: none"> ▪ Relatively consistent travel time ▪ Many turning opportunities ▪ Pedestrians walk farther to cross safely ▪ Cars stop and go less 	
<p>C. Limit turning opportunities (right turn only at unsignalized intersections) <i>* Note: this feature also under Value 1</i></p>	<ul style="list-style-type: none"> ▪ Eliminates cross traffic ▪ Involves more circuitous routes (out of direction) 	

<p>E. Establish alternative routes (extend South St. across tracks) <i>* Note: this feature also under Value 1, 2</i></p>	<ul style="list-style-type: none"> ▪ Might lessen need for RR overpass at Orcutt ▪ Reduces total number of cars that would need access to Broad Street ▪ Adjacent neighborhood opposition ▪ High cost to construct and maintain 	
<p>E. Re-route 227 to an extended Prado Road <i>* Note: this feature also under Value 1,2</i></p>	<ul style="list-style-type: none"> ▪ Possible diversion of traffic from South and Broad ▪ A change in designation doesn't necessarily reduce trips ▪ City would control improvements and design ▪ Impacts to adjacent property owners and neighbors 	
<p>AA. Develop overpass at Orcutt grade crossing</p>	<ul style="list-style-type: none"> ▪ High cost to construct and maintain ▪ Aesthetic impacts ▪ Reduce some trips down Broad ▪ Improves pedestrian and bike safety ▪ Business impacts 	
<p>AB. Develop frontage road along railroad tracks <i>* Note: this feature also under Value 1,2</i></p>	<ul style="list-style-type: none"> ▪ Land acquisition (cost) ▪ High cost to construct and maintain ▪ Aesthetic impacts ▪ Spreads vehicle trips out over more road sections ▪ Lessen demand on Broad by providing alternate parallel route ▪ Need to coordinate with RR 	
<p>F. Use roundabouts (increase through-put at key intersections) <i>* Note: this feature also under Value 1</i></p>	<ul style="list-style-type: none"> ▪ Pedestrian movements may be difficult ▪ Requires substantial right-of-way ▪ People are unfamiliar ▪ Keeps traffic moving 	
<p>I. Enhance existing transit features <i>* Note: this feature also under Value 1</i></p>	<ul style="list-style-type: none"> ▪ May not increase ridership much unless routes change ▪ Makes transit more appealing 	

Attachment M



District System Management Plan 2004
District 10
Improving Mobility, Sharing the Future



What is the District System Management Plan ?

- A strategic and policy planning document for the district's transportation system.
- Communicates the broad transportation system concept, and strategies for the district.
- It is one of three planning documents used to guide transportation system planning decisions.
- It is not an environmental document or a funding document.

What is the purpose of the District System Management Plan ?

- To provide leadership and direction in making transportation decisions.
- To communicate a long range vision.
- To recognize and acknowledge our partners issues and challenges.
- To collaborate with other agencies, Native American Governments and the public.
- To strategize for future improvements in our transportation system.

What does the District System Management Plan mean to me ?
Focus Areas

- Urban and rural transportation issues
- Increasing transportation connectivity and relieving congestion
- Smart growth and transportation alternatives, and environmental considerations
- Inter-agency and public private partnerships
- Innovative funding strategies.

Urban County Issues

- Traveler safety
- Local maintenance needs
- Growth & resulting traffic congestion
- Deteriorating Level of Service (LOS)
- Truck traffic
- Aging infrastructure & corridor preservation
- Coordinating transit systems
- Impact of land use decisions
- Impact of air quality non-conformity
- Funding allocations & limitations

Rural County Issues

- Traveler safety
- Maintaining routes
- Non-residential traffic
- Highways as main streets
- Adequate system to popular destinations
- Rural community growth
- Local land use decisions
- Preserving the natural environment
- Revenue short fall

District-Wide Issues

- Traveler safety
- Growth and traffic congestion
- Deteriorating Level of Service (LOS) and aging infrastructure
- Interregional & intermodal connectivity
- Impact of land use decisions; job/housing imbalance
- Implementing Context Sensitive Solutions
- Impacts of air quality non-conformity
- Expanding multi modal alternatives
- Extending collaborative partnerships & shared decisions
- Funding allocations & sources system-wide

The District System Management Plan (DSMP) Look to the Future

1. Safety & Connectivity
A safe, connected, multi modal transportation system
2. Balance
Environment with growth
3. Collaboration
Improved system planning collaboration
4. Resources
Efficient, effective utilization of resources

The Process Two Development Phases

Phase I:

- Build framework & readiness for review and comment
 - Comprehensive research & analysis
 - Identify unique & common issues
 - Identify Focus Areas
 - Outline implementation strategies
 - Internal review & comment

Phase II:

- Coordinated, systematic public participation & outreach
 - RTPAs
 - Tribal Governments
 - Community-Based Organizations
 - Public at large

Future Outlook

- Strategies Look to the Future
- Recommendations for Further Study



Future Outlook

Strategies over the next 20 years

Safety and Connectivity

- Technology: intelligent transportation & traffic management systems
- Major corridors & gateways to higher standards
- Optimal use of existing transportation system
- Preserve & expand right of way
- Improve interregional & inter-modal connectivity
- Improve access to air & sea ports
- Multi-modal emphasis to system wide planning
- Provide transportation alternatives & informed options

Future Outlook

Strategies over the next 20 years

Balance

- Environmental sensitivity
- Context Sensitive design & solutions
- Mitigate impact of new developments

Collaboration

- Provide leadership facilitate partnerships
- Early & continuous collaboration
- Public participation & outreach

Resources

- Seek flexible funding solutions & collaboration
- Attract additional resources



District System Management Plan 2004
District 10
Improving Mobility, Sharing the Future

Attachment N

Join Caltrans and SANDAG at an Open House and Share Your Ideas!

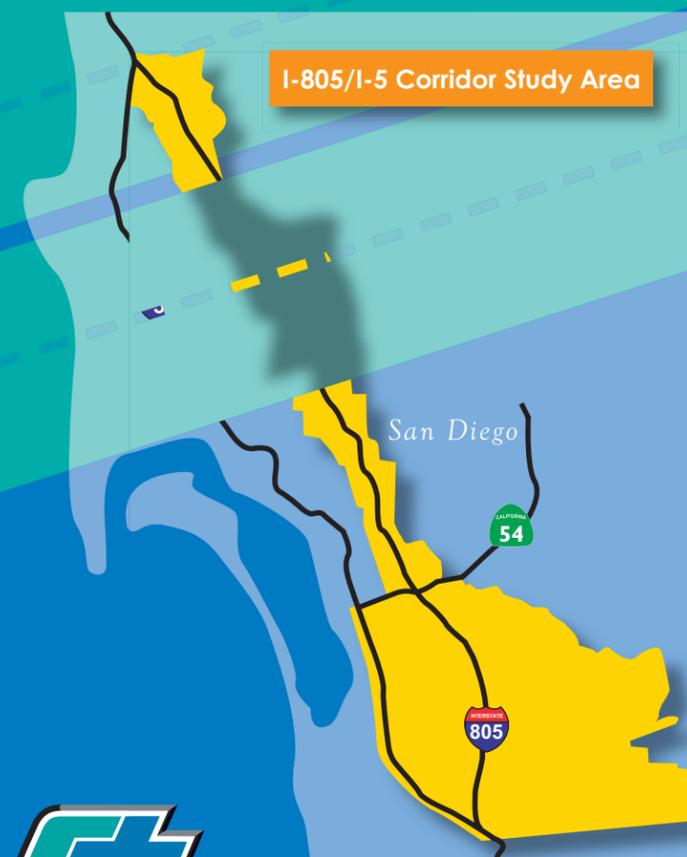
Are you interested in transportation issues in the San Diego area? What are your thoughts about potential improvements to major state highways? Join Caltrans and SANDAG representatives at an open house to share your ideas about the future of the I-805/I-5 south of SR54 corridor.

Attend an Open House in Your Area

Caltrans and SANDAG invite you to attend an open house to share your input on and learn about transportation topics including:

- Operational improvements such as carpool lanes
- Highway expansion projects
- Increased regional and expanded transit services

Together, we'll explore a variety of transportation issues – congestion, safety, mobility and more – and look at possible alternatives to improve transportation in the San Diego area.



Save the Date!

Date: Monday, April 12, 2004
Time: 5:00 - 7:00 p.m.
Place: University Community
Branch Library
4155 Governor Drive

Date: Wednesday, April 14, 2004
Time: 6:00 - 8:00 p.m.
Place: Chula Vista Public Library
Civic Center Branch
365 F Street

Date: Thursday, April 15, 2004
Time: 5:00 - 7:00 p.m.
Place: City Heights Recreation Center
4380 Landis Street

*If you require assistance in order to participate
or you need translation services, please contact
Heather Werdick at (619) 699-6967 or by e-mail at
hwe@sandag.org 72 hours in advance of the meeting.*





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 Department of Transportation
 District 11
 P.O. Box 85406, MS-50
 San Diego, CA 92186-5406

You're Invited

Attend an open house and help Caltrans and SANDAG plan for future improvements to I-805/I-5

Corridor Study Background

An increase in population in the San Diego area over the years has stimulated efforts to study transportation issues, particularly on the I-805/I-5 south of SR54 corridor. Caltrans and SANDAG began work on a study to improve transportation on the corridor, and will be examining possible alternatives to address traffic and congestion, land-use, safety, and overall circulation.

Over the course of the study, Caltrans and SANDAG will be identifying short, mid, and long term alternatives.

For more information about the study, please contact the following Caltrans or SANDAG project representatives:

Caltrans - John Rieger 619/220-5391, john_rieger@dot.ca.gov

SANDAG - Elisa Arias 619/699-1936, ear@sandag.org

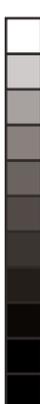




Caltrans District 11 Interstates 805 and 5 Corridor Study



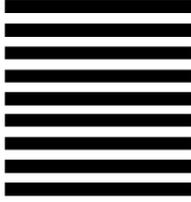
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BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO 23477 SAN DIEGO, CA
POSTAGE WILL BE PAID BY ADDRESSEE

ATTN: TRANSPORTATION STUDY
DISTRICT 11
DEPARTMENT OF TRANSPORTATION
PO BOX 85406 MS-50
SAN DIEGO CA 92186-5406

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



D11-Brochure-BizReply.indd 1

Interstates 805 and 5 Corridor Study Project Update and Proposed Alternatives



Corridor Study Overview

Caltrans, in partnership with SANDAG, is conducting a study to evaluate current highway and transit services and to identify improvements along the entire Interstate 805 and on Interstate 5 south of State Route 54.

The main goals of the study are to:

- Improve mobility for people and goods
- Improve accessibility to jobs, homes, recreation, and other destinations
- Maximize the efficiency of the existing and future transportation system

Project Update

The I-805/I-5 Corridor Study identified and examined eight alternatives for transportation improvements. In April 2004, Caltrans and SANDAG conducted three open house meetings to receive public input on the transportation alternatives. Since the open houses, Caltrans and SANDAG have further evaluated the eight alternatives and have selected four alternatives for additional study. Study completion is scheduled for Winter 2005.

Alternatives Under Evaluation

The four alternatives being evaluated for further study are:

No Build Alternative

- No improvements to I-805 or I-5 South
- Continues baseline transit service

Alternative 3

- Provides High Occupancy Vehicle (HOV) improvements
- Expands regional transit service
- Incorporates goals of the MOBILITY 2030 Regional Transportation Plan*

Alternative 5

- Provides HOV improvements
- Expands regional transit service with additional routes in the South Bay and Mid-Coast region
- Incorporates goals of the MOBILITY 2030 Regional Transportation Plan *

Alternative 6

- Provides additional lanes on I-805 north of Telegraph Canyon Road
- Provides additional I-805 HOV connectors
- Expands regional transit service
- Incorporates goals of the MOBILITY 2030 Regional Transportation Plan*

*MOBILITY 2030

Regional Transportation Plan Goals

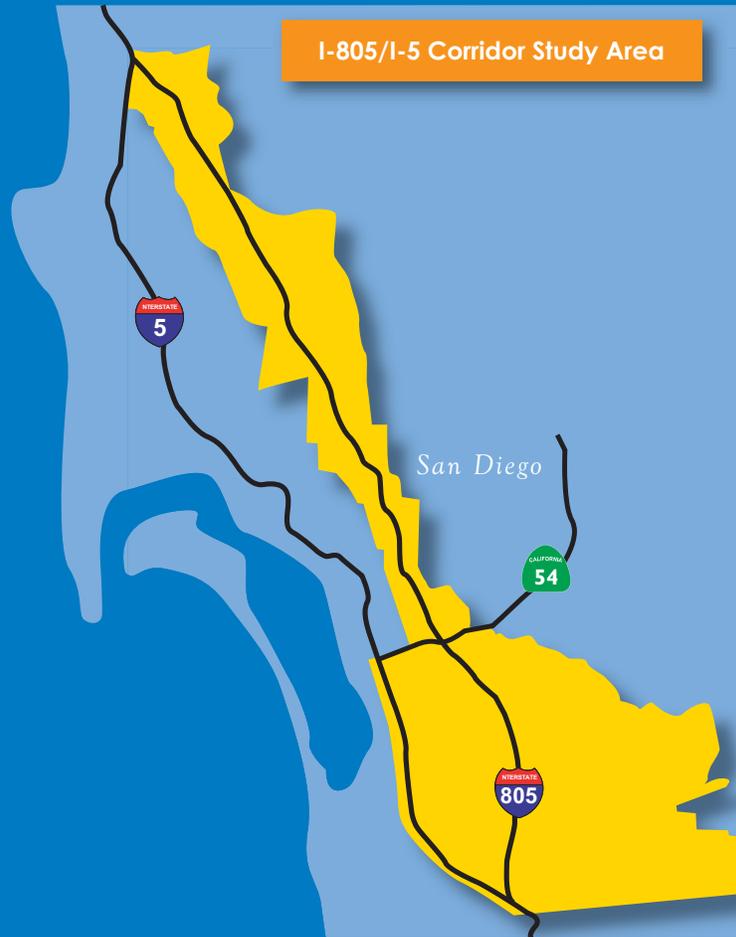
- *Mobility – Improve the mobility of people and freight*
- *Accessibility – Improve accessibility to major employment and other regional activity centers*
- *Reliability – Improve the reliability and safety of the transportation system*
- *Efficiency – Maximize the efficiency of the existing and future transportation system*
- *Livability – Promote livable communities*
- *Sustainability – Minimize effects on the environment*
- *Equity – Ensure an equitable distribution of the benefits among various demographic and user groups*



I-805/I-5 Corridor Profile

- These corridors are used by thousands of commuters each day and provide a direct link to major employment centers in the region, including downtown San Diego and Sorrento Valley.
- I-805 and I-5 are key corridors for the movement of people and goods and serve as the primary connection for San Diego's metropolitan area with Mexico and Los Angeles.
- I-5 connects to the San Ysidro border crossing – the busiest land port of entry into the United States and the international gateway for auto and pedestrian traffic between Mexico and the United States.





For more information about the I-805/I-5 Corridor Study,
please visit www.sandag.org/805-5 or contact:

Elisa Arias
SANDAG
(619) 699-1936
ear@sandag.org

John Rieger
Caltrans
(619) 220-5391
John_Rieger@dot.ca.gov





- 8. Who are you representing?**
- Local Government
 - State Government
 - Federal Government
 - Tribal Government
 - Community Based Organization
 - Media
 - Other _____
 - Not Applicable

- 7. Income**
- \$0 - \$12,000
 - \$13,000 - \$24,000
 - \$25,000 - \$36,000
 - \$37,000 - \$48,000
 - \$49,000 - \$60,000
 - Over \$61,000

- 6. Second Language**
- English
 - Spanish
 - Vietnamese
 - Chinese Dialect
 - Russian
 - Other _____

- 5. First Language**
- English
 - Spanish
 - Vietnamese
 - Chinese Dialect
 - Russian
 - Other _____

- 4. Ethnicity**
- White (non-Hispanic)
 - Asian
 - American Indian
 - Native Hawaiian/Pacific Islander
 - Black
 - Hispanic
 - Other _____

- 3. Disability**
- Yes
 - No

- 2. Age**
- 1-21
 - 22-40
 - 41-65
 - Over 65

- 1. Sex**
- Female
 - Male

Please provide information about yourself.

Personal Information

Location: _____ Date: _____ Your Home Zip Code: _____

Personal Information

Please provide information about yourself

Location: _____ Date: _____ Your Home Zip Code: _____

- 1. Sex**
- Female
 - Male

- 2. Age**
- 1-21
 - 22-40
 - 41-65
 - Over 65

- 3. Disability**
- Yes
 - No

- 4. Ethnicity**
- White (non-Hispanic)
 - Asian
 - American Indian
 - Native Hawaiian/Pacific Islander
 - Black
 - Hispanic
 - Other _____

- 5. First Language**
- English
 - Spanish
 - Vietnamese
 - Chinese Dialect
 - Russian
 - Other _____

- 6. Second Language**
- English
 - Spanish
 - Vietnamese
 - Chinese Dialect
 - Russian
 - Other _____

- 7. Income**
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 - \$13,000 - \$24,000
 - \$25,000 - \$36,000
 - \$37,000 - \$48,000
 - \$49,000 - \$60,000
 - Over \$61,000

- 8. Who are you representing?**
- Local Government
 - State Government
 - Federal Government
 - Tribal Government
 - Community Based Organization
 - Media
 - Other _____
 - Not Applicable





Name/Address (optional):

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Comments

Comments

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Name/Address (optional):



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Attachment O



THE CALIFORNIA DEPARTMENT OF TRANSPORTATION
Invites You to a

+

**SPECIAL WORKSHOP FOR
TRANSPORTATION PLANNING GRANTS**
FISCAL YEARS 2004-05 AND 2005-06

+

August 31, 2004 + 6:30 pm – 8:30 pm
University Of California Center, Fresno + Inyo/Kern Room
550 East Shaw Avenue, Fresno, Ca 93710

Take this opportunity to hear presentations, review handouts and talk with Caltrans staff about planning grants and how they can help your community or agency.

The California Department of Transportation (Caltrans) is committed to improving mobility across California. In the spirit of this commitment, we invite participation in the Fiscal Years 2004-05 and 2005-06 transportation planning grant cycle. An estimated \$3 million (FY 04/05) and \$6 million (FY 05/06) is available for the different transportation planning programs used for a wide range of planning projects. The planning categories available are:

- Environmental Justice: Context-Sensitive Planning
- Community-Based Transportation Planning
- Partnership Planning
- Transit Planning
 - Statewide Transit Planning
 - Transit Technical Assistance
 - Transit Professional Development

Projects are typically one year, but the proposal may be scoped for a two-year timeline. The results of the studies or projects should improve mobility and lead to the planning, programming and implementation of transportation improvement projects intended to strengthen the economy, promote equity, and protect the environment.

The 2004-05 and 2005-06 Transportation Planning Grant application package is accessible on the California Department of Transportation, Division of Transportation Planning's website at, <http://www.dot.ca.gov/hq/tpp/grants.htm>

To request a grant application by mail, please call Luis Hermosillo at (916) 653-4287.
To request translation services or additional information about the workshop, contact Nell Hill at (559)488-4325.



FOR IMMEDIATE RELEASE

August 30, 2004

Contact: Kristin Warren

Cell: (916) 425-0041

**Caltrans to Allocate \$9 Million in Transportation Planning Grants
*Special Workshop Will Brief Local Organizations***

Fresno, CA –On Tuesday, August 31, Caltrans will host a public workshop aimed to educate local community groups and agencies about an estimated \$9 million in transportation planning grants available for the Fiscal Years 2004-05 and 2005-06.

The deadline for interested parties to submit grant proposals is October 15, 2004 at 5:00 p.m. Detailed information and the grant application package are available on the California Department of Transportation, Division of Transportation Planning website at: www.dot.ca.gov/hq/tpp/grants.htm. For a grant application available by mail, contact Luis Hermosillo at (916) 653-4287.

Transportation grants are intended to support innovative planning that will improve mobility, access, equity, community involvement, sustainable communities, safety, economic opportunities and environmental protection. To further these goals, the grants are available for the following planning categories:

- Environmental Justice: Context-Sensitive Planning
- Community-Based Transportation Planning
- Partnership Planning
- Transit Planning
 - Statewide Transit Planning
 - Transit Technical Assistance
 - Transit Professional Development

Caltrans encourages interested organizations to attend the workshop to learn more about these opportunities and to speak directly to Caltrans staff about how planning grants can benefit their particular group. **The public workshop will take place on Tuesday, August 31, from 6:30- 8:30 p.m. at the University of California Center Inyo/Kern Room, located at 550 East Shaw Avenue in Fresno, CA 93710. Dinner will be served.** Meeting facilities are accessible to persons with disabilities. Special assistance, translation services or further information can be requested by Luis Hermosillo at (916) 653-4287.

###

**Want to Improve your Community?
Want to have a Say in Transportation?
But Don't Know Where to Turn?**

Join Us for the Caltrans Transportation Planning Grant Workshop

Join Caltrans at a workshop to find out about transportation planning grants that will give your organization a voice in planning transportation improvements to benefit your community. Community-based organizations, Native American Tribal Governments, and public agencies are eligible to apply for these grants up to \$250,000. Topics will include:

- Environmental Justice: Context-Sensitive Solution Grants
- Community-Based Transportation Planning Grants
- Partnership and Transit Planning Grants

Attend our Workshop

Date: Tuesday, August 31, 2004

Time: 6:30 - 8:30 p.m.

Place: University of California Center
550 East Shaw Avenue, Inyo/Kern Room
Fresno, CA 93710

RSVP to Nell Hill at (559) 488-4325 Refreshments will be provided

If interpreters or translators are needed, please contact Luis Hermosillo at (916) 653-4287.



For more information check out the California Department of Transportation,
Division of Transportation Planning's Web Site at:
<http://www.dot.ca.gov/hq/tpp/grants.htm>

Fax Transmission

Date: August 25, 2004

Attention: Joan Cook

Habitat for Humanity

559.237.1451

Number of Pages: 3 (including this page)

From: Jenna O'Neill, 916/737-3000. Ext. 3254

Subject: **Special Workshop for Transportation Planning Grants –
Hosted By Caltrans**

Mark Your Calendars!

Become involved in transportation planning! Caltrans invites you to attend a special workshop on transportation planning grants on August 31, 2004 from 6:30 to 8:30 p.m. in Fresno. More than 9 million dollars combined are available for fiscal years 04-05 and 05-06. Attached please find the invitation and the workshop agenda.

Talk with Caltrans' staff to learn about specific grants and, most importantly, how they can help your community or agency.

Help Caltrans spread the word about the workshop -- please place information regarding the workshop on your organizations Web site.

If you know of other organizations or individuals that may be interested in attending or would like to request Caltrans to speak to your group or have questions regarding the workshop, please contact Caltrans Representative, Nell Hill at 559/488-4325.

Ethnic Media Invited

Stockton Meeting

					Verbally Committed to Attend
APA News and Review	English	Newspaper	Dennis Lee	Publisher	No
KC News	Khmer	Newspaper	Samork Pheng	Publisher	Yes
Latino Times	English	Newspaper	Andrew Ysiano	Publisher	No
Connections	English	Newspaper	Bruce Giudici	Editor	No
Entravision Radio	Spanish	Radio	Eloisa Vela	Account Executive	Yes

Merced Meeting

					Verbally Committed to Attend
El Tiempo	Spanish	Newspaper	Vicente Carrillo	Editor	Yes

Bakersfield Meeting

					Verbally Committed to Attend
El Californiano	Spanish and English	Newspaper	Olivia García	Editor	No
El Mexicalo	Spanish and English	Newspaper	Esther Manzano	Publisher	No
El Popular	Spanish	Newspaper	George Camacho	Editor	No
KDFO AM	Spanish	Radio	Ron Fisher	Manager	Yes
Radio Lobo	Spanish	Radio	Jose and Lori Cordero	Managers	Yes

Invited Ethnic Media continued....

Fresno Meeting

Invited Ethnic Media:

					Verbally Confirmed to Attend
The California Advocate	English	Newspaper	Mark Kimber	Public Affairs	Yes
El Tequio - Frente Indigena Oaxaqueno	Spanish	Newspaper	Leoncio Vasquez	Editor/Publisher	No
El Gráfico	Spanish	Newspaper	Luis De La Teja	Editor	No
Hispanics Profiles	Spanish and English	Newspaper	Jess Rodríguez	Publisher	No
Vida en el Valle	Spanish and English	Newspaper	Juan Esparza	Editor	Yes
Univisión 21 KFTV-TV 21	Production in Spanish	Television	María Gutiérrez	General Manager	No
Telemundo 51 KNSO-TV 51	Production in Spanish	Television	Alberto Martínez	General Manager	
Radion Canan	Spanish	Radio	Alebert Perez	General Manager	Yes
KOND FM	Spanish	Radio	David Menedez	Management	Yes
KOQO FM	Spanish	Radio	Rachel Flores	Management	Yes
Asian Media Group	Hmong	Radio	Trace Yang	Reporter	Yes
Asian Media Group	Laotian/Khmer	Radio	Be Lor	Reporter	Yes
Radio Campesina	Spanish	Radio	Anthony Chavez	Vice President	Yes

Tulare Meeting

Invited Ethnic Media:

					Verbally Committed to Attend
News en Espanol (CV)	Spanish	Newspaper	Cesar Giron	Publisher	No
Noticiero Semanal	Spanish	Newspaper	Hector Uriarte	Publisher	No
KMQA La Maquina Musical 100.5 FM	Spanish	Radio	Jeff Rusinsky	General Manager	No
Radio Campesina	Spanish	Radio	Ramon	Executive Director	Yes
El Sol - Visalia CA	Spanish	Newspaper	Ramon Camarena	Advertising Sales Exec	No

Media Outreach List

Radio

- KARM 89.7 FM, Religious, Visalia
- KDUV 88.9 FM, Religious, Visalia
- KHOT 1250 AM, Spanish, Madera
- KCHJ, 1010 AM, Spanish, Bakersfield
- KEYQ, 980 AM, Spanish, Fresno
- KFIG, 1430 AM, Spanish, Fresno
- KFSR, 90.7 FM, College
- KMJ, 580 AM, Talk, Fresno
- KOQO, 101.9 FM, Spanish, Fresno
- KTIQ, 1660 AM, Merced
- KUBB, 96.3 FM, Merced
- KUOP, 91.3 FM, Stockton
- KVPR, 89.3 FM, Fresno
- KWRU, 940 AM, Spanish, Fresno
- KYNO, 1300 AM, Spanish, Fresno
- KZFO, 92.1 FM, Madera, Fresno
- KPSL, 102.9 FM, Spanish, Bakersfield
- KWAC, 1490 AM, Spanish, Bakersfield
- KSTN 107.3 and 1420 AM, Oldies and La Ponderosa, Stockton
- KAMB 101.5 FM, Religious, Merced
- KAFY AM, Spanish, Bakersfield
- KTQX, Spanish, Bakersfield
- KMPO, 88.7, Spanish, Modesto
- KFCF 88.1 FM, Cambodian, Fresno
- KUOP 91.3, Stockton
- Radio Bilingue, Fresno
- KBIF 900 AM, Spanish, Fresno
- KGEN 1370 AM, Spanish, Tulare
- KJUG 106.7 FM, Tulare
- KCRZ 104.9 FM, Tulare
- KCWR AM, Bakersfield
- KERN 1230 AM, Bakersfield
- KGEO 1230 AM, Bakersfield

Newspapers

- Modesto Bee
- Stockton Record
- Lodi News-Sentential
- Turlock Daily Journal
- Ceres Courier
- Merced Sunstar
- Ripon Record
- Fresno Bee

Media Outreach List continued....

- Vida en el Valle
- Visalia Times
- Tulare Register
- Bakersfield California
- El Popular
- Bakersfieldnews.com
- Village News
- Clovis Independent, Fresno
- Madera Tribune
- Valley Voice Newspaper, Visalia
- Visalia Times Delta, Visalia
- Caravan, Stockton
- Peace and Justice Connections, Stockton
- RecordNet, Stockton
- Fresno Daily Republican
- El Mexicalo, Bakersfield
- La Tribuna, Stockton
- News En Espanol, Fresno

TV

- KNXT Channel 49/Cable 9, Hmong Today, Fresno
- KGET 17, NBC, Bakersfield
- KFSN 30, ABC, Fresno
- KGPE 47, CBS, Fresno, Visalia and Merced
- KSEE 24, NBC, Fresno
- El Sol News
- KFTV 21, Fresno

Attachment P



PRESS RELEASE

Date: November 5, 2004
District: District 6 – Fresno
Contact: Sherri L. Martin
Phone: (559) 488-4082
Onsite Event Contact: Kristin Warren, (916) 425-0041

FOR IMMEDIATE RELEASE

Caltrans Seeks Input on Future Route 99

Route 99 Corridor Master Plan Draft Ready for Review

The California Department of Transportation (Caltrans) is holding a series of interactive public meetings to discuss the Route 99 Corridor Master Plan, which will guide future improvements and help create a corridor-wide identity for 274 miles of Route 99 from Bakersfield to Lodi. The meetings will be held in five cities along the corridor—Stockton, Merced, Fresno, Tulare, and Bakersfield—between November 9 and 18, 2004.

Members of the public are encouraged to attend the meetings. Caltrans representatives will be present to provide information about the draft Master Plan and obtain community input regarding future enhancements to the corridor. Attendees will participate in a real-time survey about issues regarding the appearance and feel of Route 99, and will be asked to prioritize issues about Route 99 using interactive polling technology. Caltrans will use the results and input received to identify community values about the corridor and guide the development of the final Master Plan.

Each meeting will run from 5:00 to 7:30 p.m., and consist of an open-house segment followed by a presentation and an interactive polling and public comment session. The meeting locations are listed below.

Stockton – Tuesday, November 9
San Joaquin Council of Governments
555 E. Weber Avenue

Tulare – Wednesday, November 17
City of Tulare Senior Citizens Center
201 N. F Street

Merced – Wednesday, November 10
Tri-College Center, Building (TC-1)
(Off G St. and Community College Dr.)

Bakersfield – Thursday, November 18
California State University, Bakersfield
Student Union Multipurpose Room
9001 Stockdale Highway

Fresno – Tuesday, November 16
UC Center, Fresno – Stanislaus/Tuolumne Rooms
550 E. Shaw Avenue

“Communities along the corridor will have a unique opportunity to provide information on the future of Route 99,” says Randy Treece, co-project manager for Caltrans. “We’re fully committed in engaging the communities that use this roadway. These meetings will generate useful information from the communities’ perspective and will be integrated into the final draft of the master plan.”

For questions about the meeting or for more information regarding the Master Plan, please contact Randy Treece at 559/488-4153, or Jim Bane at 559/243-3469. The draft Master Plan is available online at <http://www.dot.ca.gov/dist6/99masterplan/index.html>.

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CALENDAR NOTICE

Date: November 5, 2004
District: District 6 – Fresno
Contact: Sherri L. Martin
Phone: (559) 488-4082
Onsite Event Contact: Kristin Warren, (916) 425-0041

Caltrans to Hold Interactive Meetings on Route 99 Corridor Master Plan

What: The California Department of Transportation (Caltrans) is holding a series of interactive public meetings to discuss and obtain comments on the Route 99 Corridor Master Plan. The meetings will consist of an open-house segment followed by a presentation and an interactive polling and public comment session.

Where: The meetings will be held in five cities along the Route 99 corridor—Stockton, Merced, Fresno, Tulare, and Bakersfield. Each meeting will run from 5:00 to 7:30 p.m.

- **Stockton – Tuesday, November 9**
San Joaquin Council of Governments
555 E. Weber Ave.
- **Merced – Wednesday, November 10**
Tri-College Center, Building (TC-1)
(Off G St. and Community College Dr.)
- **Fresno – Tuesday, November 16**
UC Center, Fresno
Stanislaus/Tuolumne Rooms
550 E. Shaw Ave.
- **Tulare – Wednesday, November 17**
City of Tulare Senior Citizens Center
201 N. F St.
- **Bakersfield – Thursday, November 18**
California State University, Bakersfield
Student Union Multipurpose Room
9001 Stockdale Hwy.

Why: Caltrans representatives will be present to provide information about the draft Master Plan and obtain community input regarding future enhancements to the corridor. The Master Plan will guide future improvements and create a corridor-wide identity for 274 miles of Route 99 from Bakersfield to Lodi. Input and the results received from the meetings will be used to identify community values about the corridor and guide the development of the final Master Plan.

For More Information: Contact Randy Treece at 559/488-4153, or Jim Bane at 559/243-3469. The draft Master Plan is available online at <http://www.dot.ca.gov/dist6/99masterplan/index.html>.



Public Service Announcement

Date: November 5, 2004
District: District 6 – Fresno
Contact: Sherri L. Martin
Phone: (559) 488-4082
Onsite Event Contact: Kristin Warren, (916) 425-0041

30-Second Radio/Television PSA

Route 99 Corridor Master Plan is Ready for Review

How do you envision Route 99 20 years from now? Join Caltrans and other community members at an interactive public meeting to discuss the Route 99 Corridor Master Plan. Attend a meeting in Stockton on November 9 at 5 p.m. at the San Joaquin Council of Governments, 555 East Weber Avenue, or November 10 at 5 p.m. at the Tri-College Center in Merced, located off G Street and Community College Drive.

You'll be able to share your ideas and help prioritize issues related to the Master Plan by casting your vote in real time. Caltrans will be on hand to discuss the plan and, more importantly, hear your ideas. Help guide the development of the final Master Plan—attend a meeting in Stockton or Merced. For more information, call 559/488-4153.

Appendix A
Quick Reference Meeting Checklist

Quick Reference Meeting Checklist

Task	Responsible Party	Details
Set Meeting Schedule		<p>Meetings need to be scheduled during public comment period (see “Noticing” below), preferably the beginning or middle.</p> <ul style="list-style-type: none"> <input type="checkbox"/> Check for competing community events (City Council, Planning Commission and Board of Supervisors meetings)
Identify Stakeholders		<ul style="list-style-type: none"> <input type="checkbox"/> Develop or update contacts database to include targeted groups/individuals; community- and faith-based organizations, elected officials, partnering agencies, community members <input type="checkbox"/> Consider purchasing a zip-code mailing list within the project area
Select Meeting Site		<p>Questions to ask:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Availability (add 1.5 hours before and after meeting if possible) <input type="checkbox"/> Capacity (average meeting is 30–100 people; aim high) <input type="checkbox"/> Location (centrally located and accessible via public transit) <input type="checkbox"/> ADA compliant (wheelchair ramps, parking) <input type="checkbox"/> Set up (ample chairs, screens, outlets, lights, acoustics) <input type="checkbox"/> Audio visual equipment (microphones and speakers)
Determine Meeting Format		<p>Key components to consider:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Open house/information displays <input type="checkbox"/> Presentation <input type="checkbox"/> Public comment opportunities (verbal and written)
Develop Meeting Notice		<ul style="list-style-type: none"> <input type="checkbox"/> Schedule mailer to arrive a minimum of 2–3 weeks prior to event <input type="checkbox"/> Develop text and get approval from appropriate parties <input type="checkbox"/> Include information such as who, what, where, why, comment timeframe, contact person, and comment submittal information. <input type="checkbox"/> Coordinate a graphic design service <input type="checkbox"/> Use a mail house for distribution if not able to do in house
Conduct Noticing		<ul style="list-style-type: none"> <input type="checkbox"/> Mail a public meeting notice (see below) <input type="checkbox"/> Post information on web sites and in community-based organization newsletters and in newspapers
Conduct Client/Team Planning Meetings		<ul style="list-style-type: none"> <input type="checkbox"/> Meet biweekly or more frequently as meeting approaches to coordinate details <input type="checkbox"/> Identify a meeting facilitator and project media spokesperson <input type="checkbox"/> Determine staffing assignments (sign-in table greeter, open-house station staffers, presenters, room rovers) <input type="checkbox"/> Get client/team approval at each step

Quick Reference Meeting Checklist

Task	Responsible Party	Details
Conduct Media Relations		<ul style="list-style-type: none"> <input type="checkbox"/> Determine media budget <input type="checkbox"/> Identify/update media list (fax/phone/email/contact name for newspapers, radio, and television) <input type="checkbox"/> Develop news release (distribute 3 days prior to event and event day) <input type="checkbox"/> Place follow-up phone calls to media; solicit a feature story <input type="checkbox"/> Take advantage of free media (calendar notices, public service announcements, community-based organization web sites, etc.) <input type="checkbox"/> Design newspaper display advertisements <input type="checkbox"/> Draft script for radio advertisements <input type="checkbox"/> Reserve and place ads in predetermined media outlets
Develop Meeting Materials		<p>Items to develop:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Fact sheet or brochure <input type="checkbox"/> Comment cards (design the card so it can be mailed to project representatives) <input type="checkbox"/> Agendas <input type="checkbox"/> Sign-in sheets <input type="checkbox"/> Visual boards on foam core (scoping process flowchart, maps, etc.) <input type="checkbox"/> Name tags for staff
Develop Presentation		<ul style="list-style-type: none"> <input type="checkbox"/> Develop key messages <input type="checkbox"/> Interview preparation and practice with identified spokesperson(s) <input type="checkbox"/> Microsoft PowerPoint with visuals <input type="checkbox"/> Talking points for presenters (describe process, provide project information, entertain questions, and detail next steps) <input type="checkbox"/> Schedule and conduct “dry-run” rehearsal
Coordinate Meeting Logistics and Supplies		<ul style="list-style-type: none"> <input type="checkbox"/> Order audio/visual equipment if necessary (microphones, screens, speaker, etc.) <input type="checkbox"/> Order refreshments (coffee, water, and cookies are standard) <input type="checkbox"/> Bring supplies (stick-on name tags for attendees, pens, Sharpies, and flipchart markers, flipcharts, easels, tape, scissors, etc.) <input type="checkbox"/> Arrange a court reporter if requested
Conduct Post-Meeting Follow-Up		<ul style="list-style-type: none"> <input type="checkbox"/> Forward comments to appropriate client and technical staff <input type="checkbox"/> Respond to comments (if appropriate for stage in the process) <input type="checkbox"/> Create and publicize final meeting report <input type="checkbox"/> Keep attendees and stakeholders informed of project milestones <input type="checkbox"/> Plan for next steps

Appendix B

Electronic Library of Sample Products

Electronic versions of the examples provided in Attachments A–P and of the documents supporting the Best Practices highlighted in Chapters 4 and 5 are made available to you in the electronic library contained on the CD’s provided here. All materials on the CD’s are filed by both the attachment number and the District number for ease of use.

Please note, the graphics examples contained in this library have been provided in two formats: 1) an Adobe InDesign CS native file format; and/or 2) a high resolution PDF file, which can be used to print digitally but cannot be manipulated.

All of graphics materials were designed using Adobe InDesign CS, including newsletters, meeting announcements, brochures, and public meeting materials. This software is the graphic industry’s standard layout format. While Adobe InDesign CS is similar to other desktop design software, professional graphic designers and production artists are the intended users. When using these documents for purposes of editing, consider one of the following.

- Engage district graphics unit/staff or a graphic designer or firm who uses Adobe InDesign CS.
- Use a professional print shop. Often, these service providers can make minor changes to native files.
- Purchase a current version of Adobe InDesign CS and have an internal staff person trained to use this software.