

District 1–Broadway Engineered Feasibility Study Outreach Program

Project Summary

Caltrans and its local partners including the City of Eureka, Humboldt County and the Humboldt County Association of Governments have been working together for almost a decade to identify improvements that will address traffic and safety issues along a heavily-constrained three mile stretch of Broadway (Highway 101) through the City of Eureka. Caltrans developed a micro-simulation model that helped simulate the results of proposed improvements on Highway 101, as well as related impacts on local streets. While Caltrans communicated with stakeholders throughout the process of developing the model, they were having limited success engaging the business community. During Phase 1, Caltrans sought MIG's assistance to identify and engage business stakeholders in providing input on the model and proposed improvements and then developing a strategy for reaching the general public in the next phase of the project.



Outreach Methods

- Door-to-door outreach
- In-person and telephone communications with stakeholders
- Informational meeting invitation mailer to local property and business owners and operators
- Project brochure that was also used to promote the informational meeting
- Informational meeting to present the feasibility study



Public Involvement Tools

On the Ground Outreach and Communications

Property and business owners are often difficult to engage through traditional outreach methods and their involvement will be critical to Caltrans' success with the study. In order to develop an accurate contact list including information for both property owners and business operators and gauge their level of interest in participating in the feasibility study development, the MIG Team conducted door-to-door outreach with businesses in the project area.

Stakeholder Interviews

MIG contacted stakeholders in-person and by phone to encourage their attendance at the informational meeting and gauge receptivity to the study. Stakeholders contacted included: primarily property and business owners and operators and social service providers.

Informational Meeting

On February 7, 2011, MIG facilitated an informational meeting for stakeholders to provide them with an opportunity to learn about the Broadway feasibility study, share their issues and concerns, and provide feedback on public involvement activities that will be conducted.

PowerPoint Presentation

Working with District 1 staff, MIG developed a PowerPoint presentation for use in the informational meeting. The presentation reviewed the need for and purpose of the study, explained the study methodology, and shared the planned schedule.

Environmental Justice Community Involvement

The project is located in an area that is home to over one-quarter of the state's federally recognized Native American tribes, and the region is the ancestral territory of several of these tribes. The outreach process noted protocols regarding communications between Caltrans and tribal



Deliverables

- Stakeholder Contact List and Mailer
- Feasibility Study Brochure
- Informational Meeting Materials including PowerPoint Presentation
- Phase 1 Outreach Summary
- Phase 2 Outreach Strategy

continued next page

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representatives in order to ensure their positive participation. Attention was also paid to involve social service providers located on or near Broadway. These social service providers can help to effectively involve people with disabilities, low-income and minority residents, and the homeless and to ascertain that their safety needs are considered as they travel to and from these service providers.



Lessons Learned

Caltrans benefits greatly from direct communications with stakeholders and many property and business owners who were eager to help identify solutions to congestion and safety issues along Broadway. Also, the property and business owners were pleased to have a focused meeting dedicated to their needs because their issues are very different from the general public.



Results

Due to limited time and funding remaining in the PPEC contract, only Phase 1 of the planned outreach program was possible at this time. However, Caltrans now has a vetted contact list for key stakeholders and a strategy for their Phase 2 Outreach efforts.