



## MEMORANDUM

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from Joan Chaplick, Project Manager, MIG, Inc.

to Jeffrey Pimentel and Cheryl Willis, Caltrans District 1 Planning

re Project Team Meeting Summary

date January 19, 2011

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### Introduction

On January 14, 2011, MIG and Caltrans conducted a project team meeting to develop the outreach strategy and conduct ongoing project management activities for the Broadway Feasibility Study Outreach project. The following project team members participated on the conference call: Jeffrey Pimentel, Cheryl Willis and Julie East, Caltrans District 1 Planning; Joan Chaplick and Andi Nelson, MIG, Inc.; and, Hilary Gould. Participants discussed the Broadway Feasibility Study informational brochure, potential dates and venues for the Informational Meeting, the project area boundaries, the project mailer, and initial local outreach to identify business and property owners and other interests.

### Caltrans - Actions and Tasks

- Review and approve Broadway Feasibility Study brochure.
- Contact the Greater Eureka Chamber to let Jay Hockaday know about this effort.
- Coordinate with MIG to develop the Informational Meeting process and materials.
- Review and work with MIG to confirm list of stakeholders and interview questionnaire.
- Review and provide feedback on mailer.
- Review and provide feedback to draft stakeholder list and interview questions.
- Review and provide feedback to draft Outreach Strategy.

### MIG – Next Steps

- Develop Broadway Feasibility Study project brochure.
- Confirm Informational Meeting venue, date and time for distribution.
- Revise project boundary map based on Caltrans' feedback.
- Conduct initial local outreach.
- Coordinate with Caltrans to develop the Informational Meeting process and materials.
- Develop and distribute mailer to project area addresses.
- Develop list of stakeholders and interview questions.

- Conduct stakeholder interviews.
- Develop draft and final Outreach Strategy informed by results from initial outreach, Informational Meeting, and stakeholder interviews.
- Develop and finalize database of businesses.

## Primary Project Dates

The following are primary dates in the project schedule:

- **Initial Local Outreach**
  - Conduct local outreach to identify business and property owners and other interests.
  - Date: January 20-21, 2011, all-day
  - Location: Project area
  - Team member(s): Hilary Gould
- **Public Informational Meeting**
  - Conduct an informational meeting with tenants and property owners.
  - Date: February 7, 2011, 6:30-8:30 PM
  - Location: Best Western Bayshore  
Conference Room  
3500 Broadway  
Eureka, CA
  - Team member(s): Jeffrey Pimentel, Cheryl Willis, Joan Chaplick and Andi Nelson
- **Interviews**
  - Conduct in-person and telephone interviews with 10-15 stakeholders to test strategy and assumptions.
  - Date: late January and early February, 2011
  - Team member(s): Joan Chaplick and Andi Nelson
- **Outreach Strategy**
  - Develop Draft and Final Outreach Strategy for spring/summer public process.
  - Date: February 15, 2011
  - Team member(s): All
- **Final Business Database**
  - Develop and provide a final database of businesses in the project area.
  - Date: February 15, 2011
  - Team member(s): Joan Chaplick, Andi Nelson, and Hilary Gould.