

# Districts 10, 4, 3–SR 12 Corridor Outreach Plan to Support MIS Study

## Project Summary

Caltrans Districts 10, 4 and 3, with assistance from MIG, undertook a complex planning process to gain input from local agencies and the public regarding future investment along the SR 12 corridor. The Project Development Team (PDT) included representatives from Caltrans Districts 3, 4, and 10 and the Sacramento Area Council of Governments (SACOG), San Joaquin Council of Governments (SJCOG), and the Metropolitan Transportation Commission (MTC).



### Outreach Methods

- Print advertising in local newspapers
- Write and distribute public service announcements (PSAs) and community calendar announcements to local radio stations
- Workshop announcements: local radio, e-mail, County website, [www.corridormobility.org](http://www.corridormobility.org)
- Postcards
- Speakers Kits
- Public Involvement Tools
- Project website ([www.movingsr12forward.com](http://www.movingsr12forward.com))



### Public Involvement Tools

#### Technical Advisory Group Meetings

MIG, Caltrans, and the technical consultant convened a Technical Advisory Group (TAG) to review technical planning issues and draft technical documents. MIG facilitated these meetings and provided strategic process advice as needed.

#### Public Meetings

MIG coordinated with Caltrans and the technical consultant to design and host two community meetings in the corridor. The community meetings featured technical presentations and other interactive techniques including large and small group discussions, and project prioritization. Other meeting techniques such as graphic recording and comment cards were used as well.

### Project Branding

MIG worked with the PDT to develop a unique project brand so that all printed and electronic project materials were cohesive, represented all of the partners, and had a unified look and feel.

### Fact Sheets

MIG produced easy-to-understand informational handouts that described the project and planning process. The handouts included graphics supplied by the technical consultant and visually depicted the extent of the planning area.

### Project Newsletter

Project newsletters were produced in advance of the Existing Conditions and Improvement Options workshops. Newsletters were mailed to corridor residents and made available online.

### Project Website

Products and updates were posted on the website at [www.movingsr12forward.com](http://www.movingsr12forward.com), which is hosted on the statewide CSMP website, [www.corridormobility.org](http://www.corridormobility.org). This helped fulfill the SAFETEA-LU requirements regarding community involvement and use of visualizations, as specified under Section 450.210.

### Environmental Justice Community Involvement

Project materials were developed in both English and Spanish and outreach efforts were designed to reach members of the Latino community living along the SR 12 corridor.



### Lessons Learned

Information sharing and review with local agency partners at strategic intervals is critical to project success. It is important to carefully plan for participation by a range of stakeholders, interested parties, and the general public.



### Results

MIG facilitated strategic dialogue and planning with the PDT to support a regional consensus of the need and purpose for corridor planning and investment.

The process integrated transportation and land use planning decisions for consideration by stakeholders and the general public.

### Deliverables

- Meeting Summaries
- Public Engagement Plan
- Print Advertisements
- Project Logo
- Postcards
- Informational Handouts
- Speakers Kits
- Project Display Boards
- Final Project Report