

CALTRANS DISTRICTS 5 & 7
 U.S. 101 CORRIDOR SYSTEM
 MANAGEMENT PLAN
 PUBLIC ENGAGEMENT PLAN

Strategy Session #1

FEBRUARY 26, 2009

CSMP PROCESS & PURPOSE

▷ CURRENTLY IN PERFORMANCE ASSESSMENT

↳ COMPLETE IN OCT. 2010

▷ NEED MULTIPLE PUBLIC ENGAGEMENT OPPORTUNITIES

↳ HOW TO LINK TO PROCESS?

• EARLY ENGAGEMENT

• TESTING IN SUMMER

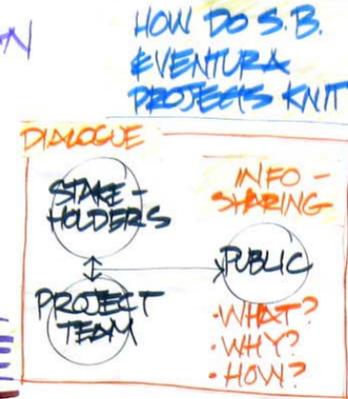
▷ BROADER OUTREACH IN VENTURA CO.?

SESSION #2:

- REVIEW OUTREACH TOOLS (FAQ, FACT SHEET)
- IDENTIFY OUTREACH APPROACH & METHODS

STRATEGY SESSION #2
APR 22

TECHNICAL SESSION
MAY 14



CLEAR DEFINITION OF MILESTONES

MAY STAKEHOLDERS MEETING
BROADER PUBLIC?

PUBLIC POLICYMAKERS AGENCY STAKEHOLDERS PROJECT TEAM

CITIES TRANSIT MPO'S COUNTIES

ENGAGEMENT OBJECTIVES

▷ EXPLAIN PURPOSE & NEED FOR CSMP
 ↳ WHAT, WHY, HOW?

▷ HOW DOES IT FIT W/CURRENT PLANS & POLICES?

▷ SHARE COMPILED OUTCOMES OF PUBLIC ENGAGEMENT.

▷ BUILD CLEAR PROJECT TEAM & STAKEHOLDERS UNDERSTANDINGS.

(CSMP) ▷ LINK ALL PLANS IN ONE PACKAGE

• 101-IN-MOTION
 • S.B. CONST HOV
 • OTHERS...

KEY TO REACHING THE PUBLIC!

ANSWER/ EDUCATE STAKEHOLDERS CONCERNS
 • MODELING
 • SCHEDULES
 ▷ WHAT'S IN IT FOR ME?!

TARGET AUDIENCES

▷ PUBLIC

▷ POLYMAKERS

↳ NEED INFO & REFERENCE SOURCES

↳ COMMISSIONS & BOARDS

▷ IDENTIFY MEETING PLACES

▷ DEFINE APPROVALS PROCESS

↳ INTER-AGENCY

↳ STEPS

↳ PRODUCTS

INFO-SHARE:

▷ FACT SHEETS

▷ FAQ

▷ WEBSITE

↳ HOW TO LINK?

↳ SEE DIST. 3

▷ DEVELOP COMMUNICATION PROTOCOLS

↳ INPUT FROM STAKEHOLDERS EFFORTS

▷ OUTLINE CSMP PROCESS:

- HISTORY

- SCHEDULE

- OUTREACH

- COMMITTEES

- PARTICIPANTS

▷ ROLES, RESPONSIBILITIES, EXPECTATIONS.

WHAT'S THE RIGHT PACKAGE?

SEE DIST. 3
 SHEET
 BROADEN DO

WHAT IS CSMP?

▷ CSMP IS NOT...

- PROJECT DEVELOPMENT
- ENVIRO. REVIEW
- SCOPING/PSR
- CONTRADICT/SUPERSEDE VOTER APPROVALS.

▷ CSMP IS...

- SUSTAINING INVESTMENT
- ACCOUNTABILITY MECHANISM
- REPLACE ROUTE CONCEPT REPORT
- PLANNING DOC. FOR FUTURE
- OPERATIONAL EVALUATION
- WHAT IS THE BEST MIX OF PROJECTS?
- RETURN ON INVEST.

Biggest Bang for Buck!

TCR

OPERATIONAL EVALUATION

ACTIONS & NEXT STEPS

▷ EXPAND PROJECT TEAM: VOTC & SBCE

▷ INTEGRATE MASTER SCHEDULES

▷ DEFINE CSMP LINKS TO LOCAL PLANNING

▷ REVIEW/REFINE FACT SHEET/FAQ

▷ ESTABLISH WEBSITE

▷ EVALUATE NEED FOR SUBCOMMITTEES' PARTICIPANTS:

- TECHNICAL

- TRANSIT, RAIL, TM

▷ SET SCHEDULES

▷ KEY TO S.B. COUNTY

MULTI-MODAL
 • HIGHWAY
 • CITY STREETS
 TRANSIT

▷ I.D. CONGESTION W/REALTIME INFO

▷ HOW COULD SYSTEM BE REFINED

▷ TOOLS:

- DETECTION

- MICRS-SIMS

▷ SET COMMON BILL LANGUAGE

▷ CUSTOMIZE TO EACH DISTRICT/COUNTY

▷ DS DT

▷ SET SCHEDULES

▷ KEY TO S.B. COUNTY

