



Getting the Most Out of Public Involvement

Caltrans Planning Horizons
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Training Goals

- Develop a better understanding of the purpose and value of public involvement
- Learn from the proven success of Caltrans public engagement efforts currently underway
- Review an array of strategies and tools for your public involvement efforts

<http://www.dot.ca.gov/hq/tpp/offices/ocp/pp.html>

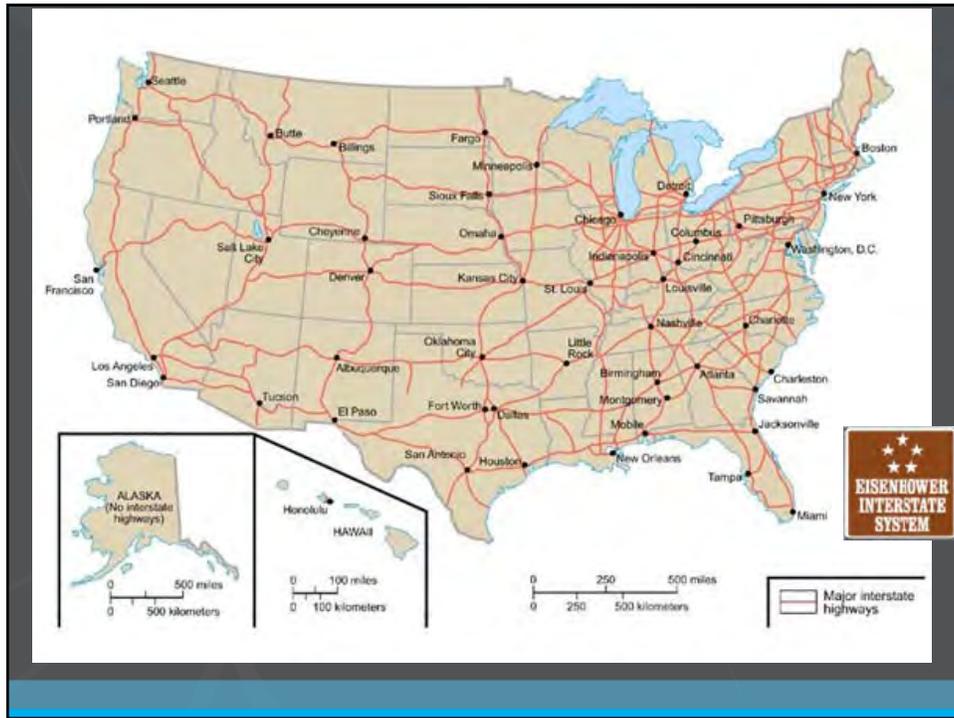


Presentation Overview

- Understanding Caltrans Public Involvement Requirements
- Public Involvement as a Strategy for Project Development and Implementation
- Approaches to Public Involvement
- Case Studies
- Discussion



Understanding Caltrans Public Involvement Requirements



1960s Freeway Revolts!



Legislative Requirements



- SAFETEA-LU

Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU).

Requires the development of a public participation plan in consultation with interested parties. Participation plan must include procedures for employing visualization techniques and making public information available in electronically accessible formats and means.



Legislative Requirements

- Title VI

Civil Rights Act of 1964:

“No person in the United States shall on the ground of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance.”



Legislative Requirements

- Executive Order 12898 (Environmental Justice)

Legislation requires inclusion of all populations in planning processes, especially minority and low-income populations in areas affected by proposed projects.



Public Involvement: A Strategy for Project Development and Implementation



Public Involvement:

- Fulfills legal requirements
- Meets community expectations for review and consideration
- Provides critical information about proposed projects and related impacts
- Allows community to state preferences and priorities for alternative proposals
- Creates opportunities to mediate conflicting interests and priorities

If Done Well, Public Involvement:



- Improves projects
- Generates shared ownership
- Builds credibility for and trust in Caltrans



Case Study: Alfred Zampa Memorial Bridge







Common Mistakes We've Observed



At the strategic level . . .

- Unwillingness to change project design
- Failure to get early involvement to help formulate project definition and approach



Common Mistakes We've Observed

At the tactical level . . .

- Lack of preparation
- Poor venue choice
- Hard to understand materials
- Jargon
- Soliciting comments that will not be considered
- Poor use of time



Approaches to Public Involvement

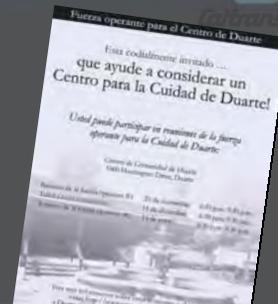


Public Involvement Goals

- Reach all stakeholders
- Provide project information
- Get feedback on project or program
- Resolve conflicts and agree on priorities

Reach All Stakeholders

- Postcards/ Direct Mailers
- Newspaper and Radio Advertisements
- Online calendar and event listings
- Multi-lingual outreach
- Existing distribution lists
- Work through community leader networks



Provide Project Information



- Print and Electronic Newsletters
- Project Websites
- Project Brochures
- Project Identity and Logo



Get Feedback!



- Focus Groups
- Stakeholder Interviews
- Open Houses
- Public Meetings
- Interactive Exercises
- Graphic Note-Taking
- Visualizations



Graphic Note-Taking



OLD DISCUSSION: PLANNING AND DESIGNING PARTNER HOUSING PARA TRABAJADORES DEL CNT
TELL US WHAT YOU NEED! DEBATE EN GRUPO LA PLANIFICACION Y DISEÑO DE LAS VIVIENDAS.

WHAT KIND OF HOUSING TYPE?
 ¿QUÉ TIPO DE VIVIENDA?

- ▶ **BIG LIVING ROOMS** SALAS GRANDES
- ▶ **2-3 BATHROOMS** 2-3 BAÑOS
- ▶ **2-3 BEDROOMS** 2-3 HABITACIONES

▶ **DIGNIFIED FOR FAMILY** UNA CASA DIGNA PARA LA FAMILIA

▶ **NEED BEDROOMS FOR CHILDREN**

▶ **NEED TO KNOW HOW MUCH WE CAN GET...? WHAT IS FAIR?**
 ¿CÓMO NECESITAMOS SABER CUÁNTO PODEMOS OBTENER... LO QUÉ ES JUSTO?

▶ **NEED LARGER HOMES... ROOMS TOO SMALL... KITCHENS, BATHROOMS...**
 SE NECESITAN CASAS MÁS GRANDES... LOS CUartos SON DEMASIADO PEQUEÑOS... COCINAS, HABITACIONES...

▶ **PREFER SINGLE FAMILY SEPARATE LOTS**

WANTERS WANTED

- ▶ **NEED LAUNDRY NEAR HOUSING COMPLEX**
 SE NECESITAN LAVADERAS CERCA DE/EN LAS VIVIENDAS
- ▶ **SMALL SE LONES**
 CASITAS PARTICULARES (SIN PAREDES COMUNES)
- ▶ **COMMON WALLS/MORE OPEN SPACE!!**
 CASITAS CON PAREDES EN COMÚN/MÁS ESPACIO ABIERTO PARA LOS NIÑOS

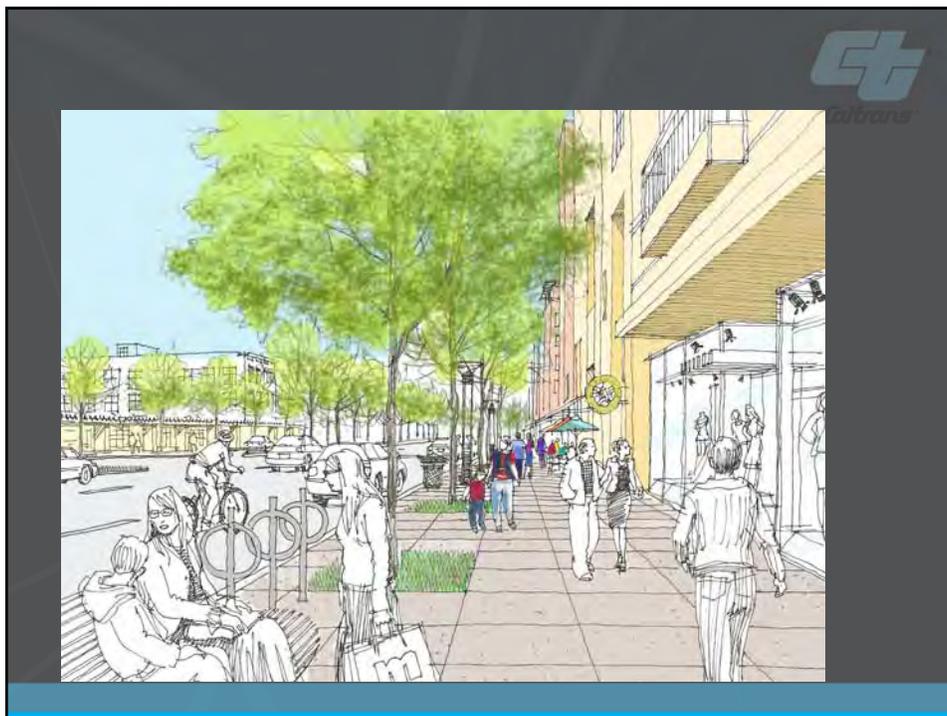
DEPENDS ON SIZE OF LOTS

SMALL HOUSING COMPLEX

OTHER IDEAS/COMMENTS

- ▶ **NEED OPPORTUNITY FOR HOMEOWNERSHIP**
 SE NECESITA UNA OPORTUNIDAD PARA COMPRA
- ▶ **NEED SAFE PLACE FOR CHILDREN TO PLAY**
 SE NECESITAN SITIOS SEGUROS DONDE LOS NIÑOS PUEDAN JUGAR
- ▶ **HOW LONG WILL IT TAKE TO BUILD NEW APPTS & CUÁNTO TIEMPO PARA CONSTRUIR APARTAMENTOS NUEVOS?**
- ▶ **WHAT ABOUT RELOCATION OF EXISTING RESIDENTS?**
- ▶ **NEED TO TAKE CARE OF PETS OF NICE N HOUSING**
 SE NECESITA RESOLVER EL PROBLEMA DE LAS RATAS EN LAS VIVIENDAS

NOPE IS BETTER! FASTER IS MORE BETTER!



Visualization and Simulation Techniques



Visualization and Simulation Techniques



Visualization and Simulation Techniques



Visualization and Simulation Techniques



Visualization and Simulation Techniques



Resolve Conflict



- Visualization
- Mapping
- Weighting and Ranking exercises
- Mediation, including shuttle diplomacy



Quantifying Results



Possible Measures-	Example Indicators
<i>Reach</i>	<ul style="list-style-type: none">➤ Number of comments logged➤ Number of participants➤ Number of media pieces
<i>Accessibility</i>	<ul style="list-style-type: none">➤ Meetings are held in all neighborhoods➤ Meetings are accessible by transit➤ Linguistically accessible
<i>Diversity</i>	Demographics of participants mirrors demographics of city
<i>Impact</i>	Number of comments received that are logged, analyzed, summarized, communicated
<i>Participant Satisfaction</i>	Percentage of participants rating specific features as excellent or good

Achieving Outcomes!



Alfred Zampa Memorial Bridge:

- Reached agreement on interchange construction
- Modified bridge design
- Solidified community support





Case Study: Benton Community Visioning

Benton Community Visioning



Transportation Issues

- Generate public input to inform the development of a Transportation Concept Report (TCR)
- Identify local safety and circulation improvements
- Promote inter-agency coordination



Benton Community Visioning



Benton Community Visioning



Interregional Traffic



Benton Community Visioning



Tribal lands

Benton Community Visioning



Outreach

- Local Radio PSAs
- Print newspaper advertisements
- Existing community electronic listservs
- Listed on existing electronic community calendars
- Printed mailers

Engagement

- Stakeholder Interviews
- Three community meetings
- Comment cards and document review

Benton Community Visioning



Engagement



Benton Community Visioning



Results

- Documented rural community land use preferences
- Informed Transportation Corridor Report update
- Amended Mono County General Plan to reflect the process guiding principles and vision statement
- Enhanced community relationship with Caltrans



Case Study: SR 46 East Comprehensive Corridor Study

SR 46 East Comprehensive Corridor Study



Transportation Issues

- Develop short and long-term improvement strategies for 5 mile stretch of SR 46 East
- Improve corridor safety and support various traffic types
- Coordinate land use and transportation activities
- Improve agency relations



SR 46 East Comprehensive Corridor Study



SR 46 East Comprehensive Corridor Study



Key Intersections: Buena Vista, Golden Hill, Union, Airport



SR 46 East Comprehensive Corridor Study



Outreach

- Project branding
- Newsletter
- Fact sheet
- Media outreach
- www.46eastforthefuture.org
- Workshop announcements:
- Postcards and door hangers



SR 46 East Comprehensive Corridor Study



Engagement

- Study Team Meetings
- Stakeholder Interviews
- Public Workshops
- Interactive scenarios
- Materials translation



Steering Committee



Workshop



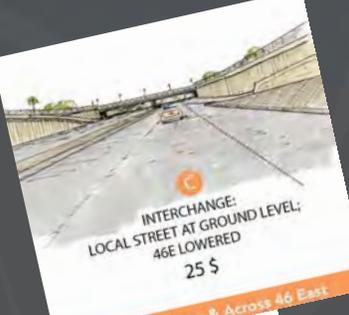
SR 46 East Comprehensive Corridor Study



Improvement Options

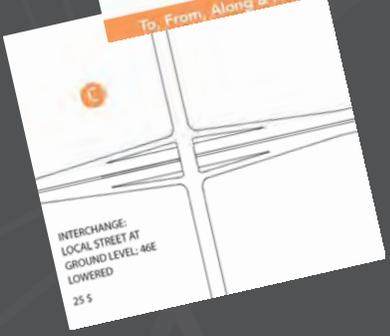
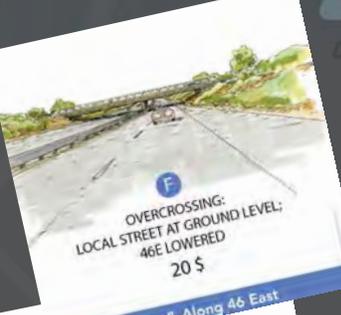
TO, FROM, ALONG & ACROSS 46 EAST

 15	 15	 255	 305	 255
ALONG & ACROSS 46 EAST				
 205	 205	 205	 55	 55
ALONG 46 EAST				
 2.55	 15			
AROUND 46 EAST				
 15	 15	 15	 15/mile	

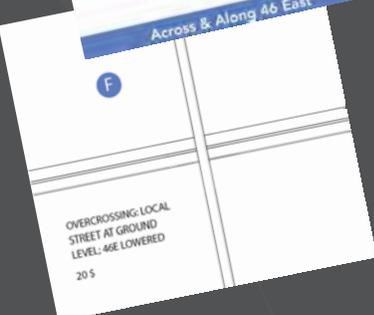
C
**INTERCHANGE:
 LOCAL STREET AT GROUND LEVEL;
 46E LOWERED**
 25 \$

To, From, Along & Across 46 East

F
**OVERCROSSING:
 LOCAL STREET AT GROUND LEVEL;
 46E LOWERED**
 20 \$

Across & Along 46 East



SR 46 East Comprehensive Corridor Study



Summary of Potential Local Road Connections Suggested at May 29, 2008 Workshop



- | | |
|--|--|
| A. Golden Hill Rd. to Dry Creek Rd., via bridge connection | F. Buena Vista Dr. to N. River Rd. |
| B. Buena Vista Dr. to Golden Hill Rd., extension | G. Mill Rd. to Union Rd. |
| C. Paso Robles Blvd. to Airport Rd., via bridge connection | H. Dallons Dr. to Wisteria Lane |
| D. Wisteria Lane to Airport Rd., via bridge connection | I. Dry Creek Rd. to Mill Rd. |
| E. Union Rd. extension to Dry Creek Rd., via bridge connection | J. Union Rd., extension to realigned Airport Rd. |

SR 46 East Comprehensive Corridor Study



Results

- Endorsement of Comprehensive Corridor Study by City of Paso Robles, SLO County and SLOCOG
- Increased inter-agency problem solving capacity





Case Study: Kroy Pathway Conceptual Improvement

Kroy Pathway Conceptual Improvement



Transportation Issues

- Improve safety conditions of existing bike and pedestrian pathway in Sacramento
- Secure usable public input to improve design
- Overcome significant public resistance to pathway use
- Retain existing access and connection



Kroy Pathway Conceptual Improvement



Kroy Pathway Conceptual Improvement



Kroy Pathway Conceptual Improvement



Outreach

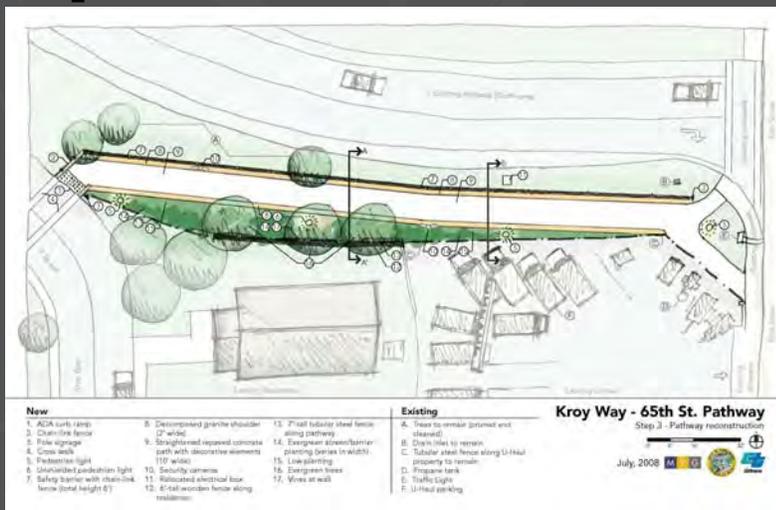
- Postcards
- Mailers to key stakeholders

Engagement

- Stakeholder interviews
- Open House/ Workshop
- Information stations
- Illustrative drawings



Kroy Pathway Conceptual Improvement



Kroy Pathway Conceptual Improvement



Results

- Identified preferred design strategies
- Overcame public resistance
- City of Sacramento funded and implemented plan



Case Study: Public Participation Plan for the CTP and FSTIP

Public Participation Plan for the CTP and FSTIP



Transportation Issues

- California Transportation Plan (CTP) and Federal Statewide Transportation Improvement Program (FSTIP) requires significant public participation
- Need to develop a strategy for input

Public Participation Plan for the CTP and FSTIP



Engagement

- Stakeholder Interviews
- Focus Groups
- Process Graphic
- Web Survey



Public Participation Plan for the CTP and FSTIP



Key Findings

- Strong interest in the state's transportation system on the part of stakeholders and general public alike
- Everyone wants easily accessible, high quality, up-to-date information on transportation projects and programs

Public Participation Plan for the CTP and FSTIP



Results

- Developed a recognizable brand
- Informed current CA Transportation Plan Update outreach activities



www.californiatransportationplan2035.org



Case Study: Corridor System Management Plans (CSMPs)

CSMPs



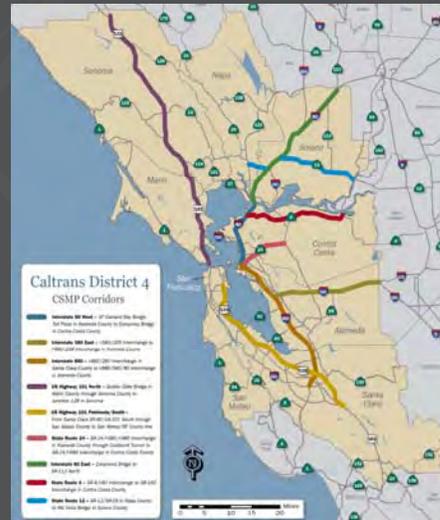
Transportation Issues

- Increasing agency collaboration and information sharing in transportation planning documents
- Creating a planning document that supports a corridor-level focus and considers all transportation modes
- Optimizing and preserving infrastructure investment: a requirement for corridors associated with the Corridor Mobility Improvement Account (CMIA) and Highway 99 Bond Program – Proposition 1B.

CSMPs



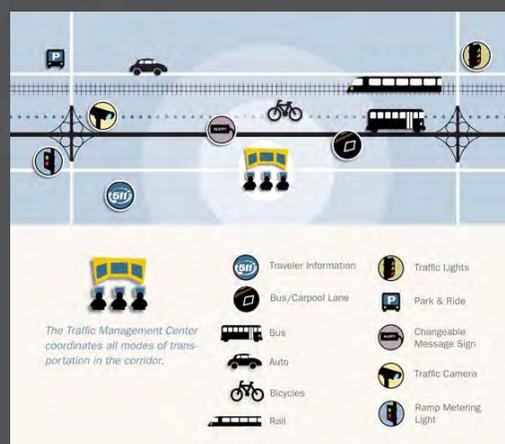
- 9 corridors in District 4
- Over 40 statewide
- Final CSMPs are due in December 2010
- Partnership required!



CSMPs



- Highways
- Parallel and connecting roadways
- Public transit (bus, bus rapid transit, light rail, intercity rail)
- Bike Routes
- Intelligent Transportation System technologies



CSMPs



Outreach

- Fact Sheets
- Brochures
- www.corridormobility.org



CSMPs



Engagement

- Technical Advisory Committee meetings for corridors with active CSMP process
- Coordinated outreach and information with other local transportation planning efforts





CSMPs

Results

- Local agency and stakeholder support of the CSMP process
- Improved information sharing state-wide
- Identified data needs and opportunities for improving future generation CSMPs



In Summary . . .

Public Involvement should be:



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Questions and Discussion



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