



S A C O G

SACOG Board of Directors

Item #06-4-6
Consent

April 13, 2006

Metropolitan Transportation Plan 2030 Electronic Town Hall

Issue: Feedback on proposed approach to Regional Electronic Town Hall and possible development of a contract for local media outlets to partner with SACOG to produce the Electronic Town Hall in support of public outreach and education activities for the MTP2030.

Recommendation: The Legislation & Public Affairs Committee recommends that the SACOG Board of Directors direct staff to pursue partnership(s) with local media outlets including contract development for the broadcast and production support associated with an Electronic Town Hall to be aired on television with phone and email input from viewers to compare to random sample phone survey to be conducted prior to the Electronic Town Hall.

Committee Action/Discussion: Using the approved project scope for the Caltrans Blueprint Planning Grant to support the MTP2030 Public Involvement and Education activities for fiscal year 2006/07, staff has proceeded with logistical planning work for the Electronic Town Hall.

Staff has discussed many different scenarios and methods to produce the Electronic Town Hall using input from reputable experts in the Electronic Town Meeting (ETM) circuit, our civic partner Valley Vision, and members of the community.

Staff is proposing the following two-phased approach to the Electronic Town Hall:

Phase 1 - August - November 2006: Simultaneous workshops in each county in the region discussing regional transportation scenarios (similar to the activities of the 2004 Regional Forum). These workshops would be interactive using small group discussion, audience response systems (clicker voting), and Internet/or phones surveys within and between the workshops.

Phase 2 - Electronic Town Hall November 2006 - February 2007: Live television event and workshop with representation from geographic and interest group stakeholders to receive input on the draft preferred MTP2030 alternative using a live studio audience with a stakeholder panel and moderated discussion. A portion of the workshop would be televised live for public education and participation. The live TV program, would include opportunity for public input by phone and email. The broadcast will contain pre-packaged bites about our regional transportation planning issues, the live studio audience panel discussion, and call-in/e-mail questions and comments.

Using input from the Board, we will adjust the general format of the Electronic Town Hall, and develop a strategy to utilize media partnerships with our local network and television affiliates. If approved by the Board, staff will return to the Legislation & Public Affairs Committee with a contract proposal.

Approved by:

Mike McKeever
Executive Director

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