



Land Use & Natural Resources Committee

March 27, 2014

**Approach for 2016 Metropolitan Transportation Plan/Sustainable Communities Strategy
Public Workshops**

Issue: SACOG is required to conduct eight regional public workshops on the 2016 Metropolitan Transportation Plan/Sustainable Communities (MTP/SCS) Update.

Recommendation: This item will be presented at all three Board committees for information and discussion.

Discussion: In the fall of 2014, SACOG will conduct eight public workshops to meet state and federal guidelines for outreach for the 2016 MTP/SCS update. Public workshops are intended to gather information that the Board can consider as part of the framework for the Draft Preferred Scenario for the MTP/SCS Update.

Attachment A is the draft approach for the development of content and outreach methods for the public workshops. Staff is asking for Board input this month on the framework, and staff will ask for a Board action in May. Consistent with the implementation theme of the 2016 MTP/SCS Update, staff is looking to do more with less. There are many opportunities and cost-savings to the draft approach. Specific opportunities for time- and cost-savings exist through leveraging partnerships with public and private agencies to reduce the cost of meeting facilities and for in-kind support on outreach. Additionally, staff is looking at opportunities for more electronic collection of feedback that reduces costs through reductions in paper and staff time for data entry.

Approved by:

Mike McKeever
Chief Executive Officer

MM:MH:ts
Attachment

Key Staff: Kacey Lizon, Senior Planner, (916) 340-6265
Monica Hernández, Public Information Coordinator, (916) 340-6237

2016 Metropolitan Transportation Plan/Sustainable Communities Strategy Public Workshops Approach

Framework Approach

In keeping with the 2016 MTP/SCS Update Framework adopted in 2013, staff will focus on the implementation issues of the current plan, and ask for public input on the issues that the Board will be exploring in development of a framework for the draft plan. Staff is prepared to develop a public process that is transparent, accessible, and leverages existing work and relationships to create cost-saving opportunities.

Goals & Guiding Principles

Goals and guiding principles were presented to the Board as part of the communications and outreach plan in September 2013.

- SACOG is committed to having a transparent and accessible process
- SACOG will meet all state and federal statutory requirements for outreach and communication as described in the Public Participation Plan, and when feasible implement optional activities
- SACOG intends to gather feedback early on in the MTP/SCS process so that public opinion is communicated to the Board of Directors and reflected in the draft MTP/SCS update

Strategies to Meet Goals

Strategies below are illustrative of the big themes to be addressed in meeting the goals for outreach, but should not be considered the only strategies to be applied.

- Design workshops in an open house format that allows for residents to engage on their own time, and in short periods of time (45-60 minutes)
- Use existing research and planned research on issues and topics that the Board will be addressing through the five policy framework areas adopted in December 2013
- Create flexible and accessible opportunities for resident input by identifying locations that have frequent transit access, are ADA accessible, and are known community gathering places
- Develop workshops that adhere to current trends of resident expectations of interaction with government
- Public opinion polling: electronic and paper surveys at workshops
- Develop specific strategies to target low-income, minority, disabled, and youth residents

Environmental Justice Outreach

In accordance with Federal Executive Order 12898 and industry best practice standards, SACOG will conduct specialized outreach to ensure that our minority and low-income communities have equal and unique opportunities to provide input and feedback for the 2016 MTP/SCS Update.

General Outreach

General outreach will address all required noticing and communications. While there is targeted environmental justice community outreach, it should not be assumed that general outreach strategies will not reach or engage residents from environmental justice communities.

Evaluation

Staff will develop a participant evaluation survey to assess the content, experience, and value from the participants' perspective. The evaluation survey will also allow for participants to provide additional comments that may not have been reflected in the questions asked at the workshops. The evaluation process will also include evaluation of the engagement outcomes; staff will assess, via metrics to be developed, how successful the outreach process was.