

DRAFT – Dates for workshops/meetings are subject to change**2016 Metropolitan Transportation Plan/Sustainable Communities Strategy Update
Early Outreach & Communications Strategies****Outreach and Communications Guiding Principles:**

- SACOG is committed to having a transparent, accessible and clear 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 development of the 2016 MTP/SCS so that public opinion is communicated to the Board of Directors and reflected in the draft 2016 MTP/SCS update

Goals:

- Communicate key transportation projects, land use plans, and budget expenditures in the current plan, and what they mean to different types of communities
- Communicate the statutory requirements for an update, i.e. financial constraint, refreshed population projections, new horizon year, air quality conformity, greenhouse gas targets, etc.
- Communicate how jurisdictions are involved and the process by which projects are submitted by the local jurisdiction, and jurisdictions have local land use authority
- Communicate the environmental benefits of the plan
- Build support and understanding for the implementation of the current MTP/SCS
- Gather feedback from stakeholders representing a broad variety of interests from throughout the region, and communicate back how the feedback was considered and/or incorporated into the 2016 MTP/SCS
- Gather feedback representative of hard-to-reach communities through targeted outreach
- Provide accurate and timely reporting of public feedback to the SACOG Board of Directors for its consideration at key decision points

Strategies:

To maintain consistent communication over the course of the 2016 MTP/SCS Update and during implementation phases, SACOG staff will employ multiple communications strategies to disseminate timely and accessible information and materials through:

- SACOG Board of Directors, member and partner agency communication;
- Stakeholder outreach; and
- Mass external communications.

BOARD MEMBER, JURISDICTION STAFF & PUBLIC AGENCY COMMUNICATIONS

- Regular communication and updates will occur at all SACOG board committee meetings and at board meetings as needed
 - Timing: Ongoing
- Regular communication and opportunity for feedback from the Planners Committee, Transit Coordinating Committee, Regional Planning Partnership, Bicycle and Pedestrian Committee, with membership drawn from member jurisdictions and partner agencies
 - Timing: Ongoing

- Meetings with, and communications to, member jurisdiction staff on the process, requesting information, and providing information for review and feedback
 - Timing: Ongoing
- Regional Managers Meetings
 - Timing: Quarterly
- Meetings with state and federal agencies
 - Timing: As needed to align with planning calendar and as dictated by statutory requirements
- Presentations to various public agency staff and boards in the region.
 - Timing: As coordinated by SACOG staff or by request

STAKEHOLDER OUTREACH

In addition to ongoing communications outlined above, staff will use methods such as those listed below to engage communities across the region on the 2016 MTP/SCS update:

- A comprehensive stakeholder list including stakeholders who participated in the previous MTP/SCS process will be updated and utilized.
 - Timing: Ongoing
- A one-stop request for information on the 2016 MTP/SCS update will be on the SACOG website for access to key input and feedback points for the public, key decision points for the Board, technical information, and meeting/workshop information.
 - Timing: Winter 2013/2014, dependent on board adoption of 2016 MTP/SCS Framework
- Early engagement for cross-sectoral stakeholder group
 - Timing: October 2013
- To maintain a consistent message, a PowerPoint presentation will be prepared to highlight both background on the MTP/SCS and the process for the update. The presentation will be used by various staff at presentations throughout the region coordinated by staff and/or by request from stakeholders and board members.
 - Timing: March 2014
- Staff will collaborate with key partners to publicize and present a greenhouse gas target-setting public workshop (contingent on actions of the California Air Resources Board).
- Staff will provide updates and gather feedback from SACOG advisory groups
- Public Workshops
 - Timing: Summer 2014
 - Staff will conduct at least eight public workshops in the region
 - Workshops held in El Dorado and Placer counties will be coordinated with EDCTC and PCTPA.
- Information meetings with stakeholders including local jurisdiction staff, board members, elected officials, stakeholders, and, mass communications, website updates
 - Timing: Ongoing Summer 2014-Fall 2015 following public workshops until development of Draft 2016 MTP/SCS
- Elected Official Information Meetings on draft Sustainable Communities Strategy
 - Staff will conduct at least six elected official information meetings on the draft Sustainable Communities Strategy/Alternative Planning Strategy (SCS/APS) in the update, one in each county with representatives of the county board of supervisors and city councils that represent a majority of the cities representing a majority of the

population in the incorporated areas of that county. Meetings held in El Dorado and Placer counties will be coordinated with EDCTC and PCTPA.

- Timing: Fall/Winter 2015
- At least three public hearings on the draft SCS/APS. Any meetings held in El Dorado and Placer counties will be coordinated with EDCTC and PCTPA.
 - Timing: Fall/Winter 2015
- Tribal consultation will occur in alignment with the outreach and communication principles, and as guided by the adopted Public Participation Plan. Outreach will occur on a government-to-government basis. For the Tribal Governments with land within Placer and El Dorado counties, tribal consultation will occur through collaboration with the Regional Transportation Planning agencies in those counties.
 - Timing: Ongoing and in coordination with PCTPA and EDCTC

MASS COMMUNICATIONS

To supplement the routine media coverage of transportation issues, the following strategies will be used to inform and engage interested stakeholders

- A series of articles in the electronic newsletter *Regional Report* on the content of the current MTP/SCS, what projects have begun or been completed in the interim, and an overview of the planning process with opportunities for feedback noticed in a timely manner
 - Timing: Winter 2014
- On the MTP/SCS website general information and a timeline for the update, including but not limited to why the update is taking place, contact information, meeting locations. The website will be easily accessible and updated as needed. The link to the MTP/SCS website will be prominent on the SACOG homepage.
 - Timing: November 2013
- Press releases and media outreach as needed
- White papers and issue briefs may be developed on specific policy issues as the MTP/SCS Update process evolves, or new information or technical analysis needs to be communicated
- Staff will continue utilize community newsletters, social media, blogs and other similar publications outside of traditional media.
 - Timing: Ongoing
- Staff will develop and place a number of op-ed pieces by board members as appropriate.

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