



Land Use & Natural Resources Committee

January 30, 2014

2016 Metropolitan Transportation Plan/Sustainable Communities Strategy Outreach Update

Issue: Staff is conducting early outreach for the 2016 Metropolitan Transportation Plan/Sustainable Communities Strategy (MTP/SCS).

Recommendation: None, this is for information only.

Discussion: In the summer of 2013, staff came to the Board committees with an Outreach and Communications Plan (Attachment A) for the 2016 MTP/SCS. The Outreach and Communications Plan is a working document that can be added to and augmented to meet diverse needs as they arise. Included in the Outreach and Communications Plan was the development of a “sounding board” of cross-sectoral stakeholders (Attachment B) at the senior and executive level. The purpose of the sounding board is to provide feedback to the Board and staff on issues, research and analysis, and implementation themes being considered within the MTP/SCS. The last meeting of the sounding board was in October 2013. The sounding board provided feedback on the growth projections and implementation focus of the 2016 MTP/SCS. The next meeting of the sounding board will occur in February. Staff will brief the committee on the agenda of the sounding board meeting, as well as provide the date and location.

Outreach with the MTP/SCS sounding board is not required by state or federal statutes for public outreach for the 2016 MTP/SCS. The required public workshops will occur in fall 2014, and updates on the workshops will be provided in advance of the fall 2014 workshops. Staff anticipates working closely with local jurisdiction staff on local outreach and communications to residents.

In addition to the early outreach meetings, staff is beginning required outreach to Tribal governments in the SACOG region. Per SACOG’s adopted Public Participation Plan, which identifies state and federal requirements for public outreach, SACOG is required to conduct government-to-government outreach with Tribal governments. The established Tribal governments in the region are: Shingle Springs Band of Miwok Indians, United Auburn Indian Community, and Yocha Dehe Wintun Nation. Staff is working with Placer County Transportation Planning Agency on outreach with the United Auburn Indian Community and with El Dorado County Transportation Commission on outreach to the Shingle Springs Band of Miwok Indians.

Approved by:

Mike McKeever
Chief Executive Officer

MM:MH:ts
Attachments

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

2016 MTP/SCS OUTREACH PLAN

Working document that can be added to throughout the engagement process

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, 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 about 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 2014, dependent on board adoption of 2016 MTP/SCS Framework
- Early engagement for cross-sectoral stakeholder group
 - Timing: Commenced Fall 2013, and ongoing approximately quarterly
- 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
- Stakeholder meetings, member and partner agency coordination, and public communications on policy issues and areas of research for the 2016 MTP/SCS
 - Timing: 2013-2015
- 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: Fall 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.

- Stakeholder meetings, member and partner agency coordination, and public communications on development of draft plan and next steps
 - Timing: Summer 2014-Fall 2015
- 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 (RTPAs) in those counties.
 - Timing: Commenced January 2014, ongoing and in coordination with PCTPA and EDCTC

MASS COMMUNICATIONS

To supplement the ongoing 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 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: Beginning 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: January 2014
- 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 to reach out to community newsletters, social media, blogs and other similar publications outside of traditional media that work with SACOG in its media outreach.
 - Timing: Ongoing
- Staff will develop and place a number of op-ed pieces by board members as appropriate.

Staff contacts:

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Monica Hernández, Communications Coordinator, mhernandez@sacog.org, (916) 340-6237

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Clint Holtzen, Transportation Coordinator, choltzen@sacog.org, (916) 340-6246

Title	Agency/Organization	City	Jurisdiction	Sector
Executive Director	WALKSacramento	Sacramento	Region	Active Transportation
Program Director	Woodland Bike Campaign	Woodland	Yolo	Active Transportation/Biking
Advocate	CA League of Womens Voters	Sacramento	Region	Active Transportation/ Transit/Seniors
Deputy Director of Housing Policy	CA Department of Housing & Community Development	Sacramento	State	Affordable Housing
Policy Director	Housing California	Sacramento	State	Affordable Housing
Board Member	Sac Housing Alliance	Sacramento	Region	Affordable Housing
District Director	US Department Housing & Urban Development	Sacramento	Region	Affordable Housing
President/CEO	Nehemiah Corp	Sacramento	Region	Affordable Housing Developer
Executive Director	Capay Valley Vision	Esparto	Capay Valley	Agriculture
Agricultural Commissioner	El Dorado County	Placerville	El Dorado	Agriculture
Agricultural Commissioner	Placer County	Auburn	Placer County	Agriculture
Agricultural Commissioner	Sacramento County	Sacramento	Sacramento County	Agriculture
Ag Commissioner	Sutter County	Yuba City	Sutter County	Agriculture
Agricultural Commissioner	Yolo County	Woodland	Yolo County	Agriculture
Agricultural Commissioner	Yuba County	Marysville	Yuba County	Agriculture
Executive Director	BREATHE CA	Sacramento	Region	Air Quality
Board Member	American Insitute of Architects, Central Valley	Sacramento	Region	Architecture, design, development
Executive Director	Asian Resources	Sacramento	Sacramento City	Community Based Organization
Executive Director	Mutual Assistance Network	Sacramento	Sacramento City & County	Community Based Organization
Executive Director	Ubuntu Green	Sacramento	Sacramento City	Community Based Organization
President/CEO	Valley Vision	Sacramento	Region	Community Based Organization
Branch Manager	FREED-Center for Independent Living	Marysville	Yuba & Sutter Couties	Disabled Community
Advocate/Community Organizer	Resources for Independent Living	Sacramento	Region	Disabled Community

Title	Agency/Organization	City	Jurisdiction	Sector
President/CEO	Sacramento Black Chamber of Commerce	Sacramento	Region	Economic Development
President/CEO	El Dorado County Chamber of Commerce	Placerville	El Dorado County	Economic Development
Predisident/CEO	El Dorado Hills Chamber of Commerce	El Dorado Hills	El Dorado Hills	Economic Development
Executive Director	Greater Sacramento Urban League	Sacramento	Region	Economic Development
President	Rainbow Chamber	Sacramento	Region	Economic Development
Senior Vice President, Public Policy & Economic Development	Sac Metro Chamber of Commerce	Sacramento	Region	Economic Development
President/CEO	Sacramento Asian-Pacific Chamber of Commerce	Sacramento	Region	Economic Development
President/CEO	Sacramento Hispanic Chamber of Commerce	Sacramento	Region	Economic Development
Senior Vice President	SACTO	Sacramento	Region	Economic Development
Director	Center for Strategic Economic Research	Sacramento	Region	Economic Development/Regional Data
Economic Development Executive, Greater Sacramento Region	PG & E	Sacramento	Region	Energy
Supervisor, Electric Transportation	SMUD	Sacramento	Region	Energy
Executive Director	ECOS	Sacramento	Region	Environment
Community Partnerships & Innovation Director	Sac Tree Foundation	Sacramento	Region	Environment
Conservation Program Coordinator	Sierra Club	Sacramento	Region	Environment
External Affairs Manager	The Nature Conservancy	Sacramento	Region	Environment
Public Information Officer	Sacramento Metro Fire	Sacramento	Sacramento County	Fire
President/Co-founder	Domus Development	Sacramento	State	For-Profit Affordable Housing Developer/Infill Developer

Title	Agency/Organization	City	Jurisdiction	Sector
Manager of Environmental Policy	CA Trucking Assn	Sacramento	State	Goods/Freight
Manager of Enviro Policy	CA Trucking Assn			Goods/Freight
Project Director	Cordova Hills, LLC	Sacramento	Sacramento	Greenfield Developer
Health in All Policies coordinator	CA Department of Public Health	Sacramento	State	Health & Built Environment/Active
Community Benefits Director	Sutter Health	Sacramento	Region	Health Care Provider
Program Manager	Sierra Health Foundation	Sacramento	Region	Health Foundation
Program Manager	The CA Endowment	Sacramento	State/So Sacramento City & County	Health Foundation
Director, Local Government Affairs	UC Davis	Davis	Region	Higher Education
Associate Vice Chancellor: Workforce & Economic Development	Los Rios Community College District	Sacramento	Sacramento County	Higher Education/TOD
Executive Director	Capitol Health Network	Sacramento	Sacramento County	Human Services
Predisent/CEO	Community Link	Sacramento	Sacramento County	Human Services
Capitol Area Development Manager	CADA	Sacramento	Sacramento	Infill Development
Public Information Officer	CA Highway Patrol	West Sacramento	Region	Law Enforcement
Managing Principal	Economic & Planning Systems (EPS)	Sacramento	Region	Market Rate Developer
Vice President	Richland Homes	Roseville	Region	Market Rate Developer
President	StoneBridge	Sacramento	Sacramento	Market Rate Developer
Principal & President	MacKay & Somps	Roseville	Region	Market Rate Development
Executive Director	Region Builders	Sacramento	Region	Market Rate Development
Director of Governmental & Legislative Affairs	North State Building Industry Association	Roseville	Region	Market Rate Development
Founding Partner/Legal Counsel	Taylor Wiley	Sacramento	Sacramento	Market Rate Development Attorney
Executive Director	Mutual Housing California	Sacramento	Yolo & Sacramento Counties	Non-profit Affordable Housing Developer

Title	Agency/Organization	City	Jurisdiction	Sector
Public Health Officer	Sacramento County	Sacramento	Sacramento County	Health
Director of Litigation, Advocacy & Training	CA Rural League Assistance, Inc.	Marysville	Yuba, Sutter, El Dorado counties	Rural Social Equity
Senior Planner	Area 4 Agency on Aging	Sacramento	Placer, Sacramento, Sutter, Yolo & Yuba counties	Seniors/Aging
Deputy Director	Opening Doors	Sacramento	Region	Social Equity
Director	UCD Center for Regional Change	Davis	Region	Social Equity
Counsel	Western Poverty Law Center	Sacramento	State	Social Equity
President	CA Capital/CDFI	Sacramento	Region	Social Equity/Economic Development
Associate Professor	UC Davis	Davis	Region	Social Equity/Equitable SB 375 Investment
Legal Counsel	Shingle Springs Band of Miwok Indians	Shingle Springs	Sovereign Nation	Tribal Government
Government Affairs	United Auburn Indian Community	Auburn	Sovereign Nation	Tribal Government
Tribal Liaison	Yocha Dehe Wintun Nation	Brooks	Sovereign Nation	Tribal Government
Executive Director	Regional Water Authority	Sacramento	Region	Water
Program Director	Health Education Council	West Sacramento	Region	Youth & family health
Executive Director	Yolo Children's Alliance	Davis	Yolo	Youth Services