



Item #14-5-7A  
Action

## Government Relations & Public Affairs Committee

May 9, 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:** That the Government Relations & Public Affairs Committee recommend that the SACOG Board of Directors endorse the 2016 MTP/SCS public workshop framework approach.

**Discussion:** In April, staff presented the draft framework approach for the 2016 MTP/SCS Public Workshops to all board policy committees. Attachment A is the draft approach framework with one addition noted in underline. During the staff presentations staff heard mostly favorable comments toward the approach, most comments centered on the increased opportunity for a wide variety of residents to be able to participate without requiring them to commit significant amounts of time.

Approved by:

Mike McKeever  
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MM:MH:ef

Attachment

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**DRAFT****2016 Metropolitan Transportation Plan/Sustainable Communities Strategy  
Public Workshops 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
- Use public opinion polling, both 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.

**Workshop Locations**

Efforts should be made to capitalize on locations residents want to go to, and/or are known gathering places within the community, and could might attract walk-ins. To the extent feasible, efforts to leverage opportunities to occupy children should be made (e.g., libraries, community centers, coffee shops).

**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.