

**2016 Metropolitan Transportation Plan/
Sustainable Communities Strategy
Outreach and Communications 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.

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