

**Caltrans Public Outreach for the CTP 2035 (2929.21)**  
**Team Meeting Summary**  
**July 7, 2009**  
**9:30 a.m to 12:00 p.m.**  
**Caltrans HQ Offices**

**Team Members Present:**

Del Deletetsky, Nathan Smith, Pam Korte, Laurie Waters, Stuart Mori (Caltrans), Nancy Kays (MIG), Chuck Anders (SI)

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**Workshop Locations**

- The group decided to hold the Sacramento workshop on Monday, September 21<sup>st</sup> (it had originally been targeted for September 24<sup>th</sup>).
- October 12<sup>th</sup>, the date of the Oakland workshop, is Columbus Day. Nancy will have Maria make inquiries to find out if any federal or other local government offices will be closed.
- Most recent list is attached.

**Workshop Webcasting**

- The group decided to use the Fresno workshop for a webcast. Ric Wilhelm of Caltrans is available to do this.
- Chuck will work with Ric to organize the webcasting. He will check with Ric about the possibility of 2-way voice communications for those attending by webcast, as well as taking questions on-line.
- Those attending by webcast won't be able to participate in the polling except by filling in the on-line survey, which will be constructed in the same manner as the workshop polling. Meeting results can include these on-line results as a separate item.
- *When it is determined what equipment and facilities are needed, Chuck and Rick will need to contact Nancy, who will then have Maria check with the City of Fresno, where we are holding the webcast workshop, to make sure everything is OK, and if Rick can have access to the City Council Chambers as early as 9:30 a.m.*

**Translators/interpreters at the Workshops**

- On all workshop invitational materials, we will place a statement saying that language interpretation and other assistance (for those with hearing or sight impairment) is available upon request by a certain date.
- We will also make sure that someone on staff (MIG or Caltrans) is in attendance who can provide Spanish interpretation.

**Workshop Polling Questions**

- Demographic Questions (Pam and Del)
  - Pam and Del will send Nancy and Chuck the latest list of the 4-5 demographic questions required under Title VI.

- Pam and Del will also consider including extra demographic questions, such as the ones that Chuck has sent out.
- These questions are used as ways to “slice and dice” the data.
- We can also include some travel behavior questions.
- We should limit the beginning demographic and travel behavior questions to no more than ten.
- Statewide Questions (Nathan, Laurie, Stuart)
  - Nathan will talk to Marty Tuttle about the questions Marty would like to ask at the workshops regarding the Interregional Blueprint concept; Chuck suggested that after educating the workshop participants, we could ask if they are supportive of this new initiative.
  - Laurie and Stuart will come up with questions that are based on the brochure content or that help us to “fill holes” in the CTP.
- Regional Questions (Laurie, Stuart)
  - Laurie and Stuart will design customized questions for each of the six workshops, based on what was heard at the regional focus groups about issues that are unique to that region. We will use these to validate that these are the basic transportation issues in those regions or if there are others.
- For the Statewide and Regional questions, Chuck has a number of different ways of designing the polling – for example, asking people to pick priorities, asking them to choose between two choices, etc.

### **Basic Workshop Format**

- Welcome and Introduction to the Workshop (MIG, local officials)
- PowerPoint presentation (Nathan) – CTP history, brochure, process, introduction to the Interregional Multimodal Transportation Blueprint
- Small group exercises with individual polling – demographic, regional, and statewide questions (Chuck, MIG)
- Wrap-up

### **Public Outreach**

- MIG will develop a full-color flyer that can be printed for distribution as well as e-mailed by Districts to their lists of stakeholders
- MIG will contact the larger media outlets in the workshop locations and send them a media release

### **Underrepresented Outreach**

- We are still planning to recruit 10 participants per workshop from underrepresented groups and pay them \$60 each – for example Native Americans in Redding and San Diego, Low Income and Chinese in Oakland.
- We will use the budgeted \$6,000 for media to target ethnic/non-English language media.

- Laurie will contact the Districts and ask them for lists of ethnic media in the six workshop locations. MIG will then purchase the ads.

### **Checklist for Districts**

Laurie will send out a checklist for the Districts to use in their outreach on the CTP 2035. It will include requests for:

- A list of ethnic media for each of the six workshop areas.
- Rural/underrepresented "roadshows" (format and materials to be provided) *[Caltrans team members will need to work with district staff to identify which underrepresented groups they'd like to target for a roadshow in which district]*.
- Distribution of a PDF flyer on the workshops (tailored for each area). Can be printed or e-mailed to stakeholder lists.
- Stuart and Laurie have been tasked with finding out if the PIOs in each of the 6 workshop districts will be able to send out a media releases about the workshops.

### **Next Steps**

- By July 17 (arbitrary), MIG, Chuck, Ric firm up all workshop logistics.
- By August 3 at the latest -- team members develop workshop .questions (see assignments above) and send to Chuck and Nancy
- August 4, 9:00 a.m. -- Team meeting at Caltrans. Chuck will lead us through a polling simulation, using the web (although he won't be physically with us).
- By August 15 -- MIG develops a prototype roadshow for Nathan to use at the August 18th WTS meeting
- August 26 – scheduled date of PAC meeting (may be canceled).

**CALIFORNIA TRANSPORTATION PLAN 2035  
WORKSHOP DATES AND LOCATIONS  
As of July 8, 2009**

**SACRAMENTO**

Monday, September 21, 2009, 12:00 – 3:00 p.m.

Department of Health, 1500 Capitol Avenue, Sacramento

**Site has been reserved; will be confirmed when paperwork is received**

**REDDING**

Wednesday, September 30, 2009, 5:30 – 8:30 p.m.

Shasta County Public Library/Redding Main, 1100 Parkview Avenue, Redding

**FRESNO**

Monday, October 5, 2009, 12:00 – 3:00 p.m.

City Hall Council Chambers, 2600 Fresno Street, Fresno

**Includes podcasting**

**LOS ANGELES**

Wednesday, October 7, 2009, 12:00 – 3:00 p.m.

Ronald Reagan Building Auditorium, 300 South Spring Street, Los Angeles

**SAN DIEGO**

Thursday, October 8, 12:00 – 3:00 p.m.

Caltrans District 11 Auditorium, 4050 Taylor Street, San Diego

**OAKLAND**

Monday, October 12, 12:00 – 3:00 p.m.

Metropolitan Transportation Commission, 101 Eighth Street, Oakland

**MIG is checking to see if Oct. 12 being Columbus Day will affect attendance.**