

Regional Transportation Plan Public Outreach Strategies

Brenda Veenendaal

7/5/2012

The 2010 California Regional Transportation Plan Guidelines outline two very specific requirements of the RTP public outreach process:

Consultation and Coordination are required:

Coordination is the cooperative development of plans, programs and schedules among agencies and entities with legal standing in order to achieve general consistency.

Consultation means that one or more parties confer with other identified parties in accordance with the established process and, prior to taking action(s), considers the views of the other parties and periodically informs them about action(s) taken.

Staff is discussing inclusion of the following public outreach strategies in the Fresno COG RTP Public Outreach Plan, in addition to strategies yet to be identified:

- 1. Fresno COG's RTP Public Outreach Plan:** A separate public outreach plan will be developed specifically for staff to use during RTP development. This plan will function in partnership with Fresno COG's previously approved Public Participation Plan that outlines Fresno COG's overall outreach commitments. The Fresno COG RTP Public Outreach Plan includes a documented process that outlines roles, responsibilities and key decision points for consulting with other governments and agencies.
- 2. Partnership with Valleywide Sustainable Communities Strategy (SCS) Outreach:** Prop 84 provided funding for Valleywide SCS Outreach and Fresno COG is taking the lead on implementing that grant. The Valleywide SCS Outreach Strategy will be developed during the month of August. The Fresno COG RTP Outreach Plan will run hand in hand with the SCS Outreach Strategy Implementation to make thorough use of resources and ensure consistency.
- 3. Surveys: Community and Scientific:** Two surveys will be circulated. The first will be a "scientific" sampling of the Fresno County community designed and conducted by a professional firm. That survey will be conducted beginning September 1, 2012 to assess community values and transportation needs.

The second survey will be our community survey that staff will develop based on the questions and goals from our scientific survey. This survey will be available for participants throughout the RTP development process. It will be posted online at our website, emailed out, given to every committee and community group we can identify for completion. Any and every resident in the Fresno County region will be welcome to complete the survey.

4. **Community-Based Outreach Mini-Grants:** Another mini-grant program will award funding to community-based organizations that outreach for us to their stakeholders. Discussion of this task currently focuses on providing six \$2,500 mini grants.
5. **Stakeholder focus groups:** If we find there are additional stakeholder groups we are unable to reach through other methods, Fresno COG staff will conduct focus groups.
6. **Emails:** Regular updates regarding RTP development will be included in the Coming Up at Fresno COG e-newsletters. Additional emails will be sent to stakeholders seeking their involvement and coordination as required by our RTP guidance document and as requested.
7. **Social Networks:** Updates and newsletters will be posted to the Fresno COG Facebook Fan page.
8. **Website:** Complete RTP meetings, public comment opportunities, the RTP Community Survey, and more will be available and accessible under Get Involved, Planning/RTP, Grants (mini-grants) and the Announcements section of the Fresno COG webpage at www.fresnocog.org.
9. **Already Scheduled Public/Business/Community Meetings**—Staff will attend community, business, and other agencies prescheduled meetings in partnership with the Valleywide SCS Outreach Implementation and as available through additional channels.