



April 14, 2011

**To: Citizen Advisory Committee**

**From: Kathi Wiederhold**

**Subject: Item 6: Public Outreach Strategy for Regional Transportation Plan (RTP) Update**

**Action Recommended: Develop Public Outreach Strategy for the Update.**

### **Issue Summary**

The Public Participation Plan lists the core public involvement required for the update of the Regional Transportation Plan. The purpose of agenda item 6 is to design a specific outreach strategy for the current update. This means adding detail to what the Public Participation Plan requires—how/when we will use the core tools—and deciding what additional tools we need to get the message across.

### **Background**

The schedule for the RTP update (refer to Attachment 1) outlines the analysis, public involvement and other work that will be conducted by staff, the CAC, and the Metropolitan Policy Committee. The public outreach for the 2004 RTP Update included a public comment period, open houses, postcard mailings, legal notices, and display advertisements in the newspapers, and public hearings. The public outreach for the 2007 RTP Update included email announcements to interested parties instead of postcard mailings and otherwise was the same as for 2004 with the addition of a web notice, media notice, and interior bus posters in English and Spanish.

In developing a public outreach strategy for the RTP Update, it is important to consider the scope of the update. This ensures that the outreach tools used are appropriate and the level of resources directed to public outreach is adequate. The 2011 RTP Update is a federal requirement. It precedes the work that the three metropolitan cities will be doing as part of their Transportation System Plan updates, as well as the work to be completed under State requirements related to greenhouse gas reductions. The goals of this RTP update are limited to the following:

- Extend the plan horizon beyond 2031 to maintain a minimum 20-year planning horizon – this mainly involves the following activities to account for the shift from a 2007-2031 plan horizon to a 2011-2035 plan horizon:
  - Adjust population, employment, land use and transportation assumptions and forecasts
  - Adjust the project lists
  - Update project costs as appropriate from a 2007 basis to a 2011 basis

- Modernize the goals and objectives to reflect emerging trends and issues for the next 20 years
- Replace the Congestion Management System element in the RTP with the Congestion Management Process documentation.

### **Public Involvement/Outreach Strategy**

Several items were reviewed to get a sense of direction for the draft outreach strategy for the RTP, including: a 2005 CAC brainstorm of outreach ideas, CAC guidance for the outreach for the 2007 RTP Update, the August 2009 Community Focus Group, and the 2010 Annual Review of the Public Participation Program. Based on this review, staff developed the following considerations to provide guidance for an outreach strategy:

- Does the nature of the current RTP update warrant extensive public outreach?
- How can we use the required outreach to continue efforts to build community contacts and interest in ongoing regional transportation discussions?
- How should we design the outreach to meet goals to educate and inform, the first step towards more involved work in future years on the Regional Transportation Plan?
- How do we best use the new regional website as a key public outreach tool for the Update, allowing for coordinated notice with other transportation planning events happening throughout the region.
- What new methods should we incorporate—higher tech and lower tech—to reach a broader group?

The Summary Table of Public Involvement in the Public Participation Plan (page 13, as amended November 4, 2010) provides the framework for developing the public outreach strategy for the RTP. The Summary Table requires the following core public involvement tools for the RTP Update: public comment period, public hearing, open house, newspaper display ad, notice to interested parties, web notice, interior bus poster, and review and discussion by the Citizen Advisory Committee.

In addition, the draft Public Outreach Strategy form (Attachment 2) includes basic information about the RTP Update. It includes a table of the targeted audiences, along with the intended message, the timeline, and outreach tools best suited for each targeted audience.

Staff suggests that the CAC consider the following questions in developing the outreach strategy for the RTP:

- What outreach tools beyond the core ones should the strategy include?
- How can we design the outreach to interest the general public?
- What early outreach, before the full draft is ready, should the strategy include? Options include:
  - Open house in late May or early June
  - Speakers Bureau to community groups from late May until September
  - Nothing; wait until after September 2 when the full draft will be ready for review
  - Other technique?

As a preliminary recommendation, staff proposes including a Speakers Bureau component to reach key groups and designing a web questionnaire to broaden outreach to the general public and key groups.

### **Timeline**

Late May through August	Early outreach (to be determined – see options above)
September 2, 2011	Release the formal draft for review
	Open the public comment period
September 8, 2011	MPC Public Hearing
Late September	Open House <i>(Tentative: CAC attends in lieu of regular CAC meeting)</i>
October 20, 2011	CAC reviews the formal draft RTP
November 2, 2011	Close of public comment period
November 10, 2011	MPC takes action

### **Action Requested**

Review and comment on the draft public outreach strategy outlined in this memo and attachments. Recommend a revised draft public outreach strategy to the Metropolitan Policy Committee for approval at their May 12, 2011, meeting.

### **Attachments**

- Attachment 1 – RTP Public Outreach Calendar
- Attachment 2 – RTP Public Outreach Strategy (a form)

