



MEMORANDUM

to **Alameda CTC Community Advisory Committee**

from **Joan Chaplick, Paul Rosenbloom and Carolyn Verheyen, MIG**

re **Outreach for the Alameda CWTP - Outreach Toolkit, Trainings and Community Workshops**

date **1/18/2011**

The Alameda CTC will be launching the public outreach activities for the Alameda Countywide Transportation Plan (CWTP) on January 20th. This memorandum describes the approach and activities that will be conducted. The main tools for getting public input during this beginning phase of the CWTP are community workshops and an outreach toolkit. The toolkit was developed in response to Community Advisory Working Group (CAWG) concerns that the outreach process should include more grassroots activities that will reach members of the public beyond those who usually attend an Alameda CTC public meeting.

The toolkit allows trained community members to collect feedback on behalf of the plan and help Alameda CTC reach a broad audience that is representative of the County. Using the toolkit, most existing meetings of any organization or committee can be turned into an outreach meeting for the CWTP development. The toolkit can also be used in settings such as churches, senior centers, and other places where people meet. Our experience suggests that by going to the places where people naturally congregate we will receive broader and more comprehensive input than concentrating only on large format meetings that are focused solely on the CWTP. People using the outreach toolkits also help promote the four large workshops, so anyone seeking a more in-depth participation opportunity is encouraged to attend a workshop (described on page 3).

At the January 20th meeting, we will introduce you to the outreach toolkit, describe its purpose and use and provide training so you can help collect input to support the CWTP development. The purpose and components of the toolkit are described below:

OUTREACH TOOLKIT

The outreach toolkit is designed so it can be used in a variety of settings. It includes a short and long format outreach activity to optimize use of the kit and fit a variety of time constraints. There is a short form that can be conducted in about 15 minutes and a long form that can be conducted in 40 to 60 minutes, depending on the interest level of the group.

Alameda CTC will conduct outreach toolkit training to review how the kit is used and describe how input should be recorded, so that results can be compiled and compared across groups. The toolkit will also be used to collect basic demographic data about participants to ensure we have achieved participation that is representative of Alameda County. Alameda CTC will track usage of the kit to help ensure there is balanced participation throughout the county.

Each Outreach Toolkit includes the following:

1. Moderator Guide

The guide provides a script for the moderator to conduct the long or short form of the outreach activity. The moderator guide includes an overview of the planning process and a series of key questions related to the transportation needs of community members. It has step-by-step instructions and suggested phrasing to help the moderator manage the group. The moderator's role is to share information and provide a structure for the discussion or activity. The moderator is also responsible for collecting and reporting results. The Moderator Guide also provides specific instructions on how results and participants' data should be reported.

2. Fact Sheet

The fact sheet includes a basic text overview of the planning process, major project milestones and public input opportunities.

3. Participant Questionnaire

The questionnaire seeks feedback on transportation priorities and trade-offs. Each participant will complete a questionnaire.

4. Outreach Recording Template

A) Short-form (15-20 minute exercise)

The moderator guide includes a tally sheet that prompts the moderator to report the number of participants, date, location and the general characteristics of the group. The moderator collects and returns all of the completed short-form templates from their group.

B) Long-form (40-60 minute exercise)

A secondary sheet is provided for recording the key points of results of the longer discussion, especially the key points and topics that generated the most discussion.

5. Self-Addressed Stamped Envelope (SASE)

An SASE is included in every outreach toolkit so that moderators have an easy way to send back the collected information to the Alameda CTC Project Team for data input and analysis.

OUTREACH TOOLKIT TRAINING

Outreach Toolkit Trainings will be conducted in the following ways:

1. In-person trainings

Two in-person trainings will be conducted. The trainings will last one hour. The first training is scheduled for February 3rd at 1 pm, in advance of the CAWG meeting at the Alameda CTC offices at 1333 Broadway, Suite 300, Oakland. The target audiences for this training are members of the consultant team, CTC staff, CAWG members, Alameda CTC community advisory committee members, and other interested parties.

A second training is tentatively scheduled for February 10th from noon-1pm before the TAWG meeting at the Alameda CTC offices. This session will be held to provide a training opportunity for TAWG members and others interested in using the toolkit.

Additional trainings will be conducted at regularly scheduled Alameda CTC community advisory committee meetings. These dates can be found at <http://www.alamedactc.com/events/month/now>

2. Online video training

Based on the questions and input received during the in-person trainings, MIG will develop and post on the Alameda CTC website an online video training by February 8, 2011. To view the training and download the materials, participants will be required to input their contact information. This information will allow MIG to track and follow-up with groups or individuals that download the outreach toolkit. MIG will follow-up with those who download materials to encourage them to submit their outreach results as soon as possible. Completed questionnaires and reporting templates can be scanned and submitted to Alameda CTC. If the moderator is unable to scan and return materials, they are requested to mail their results to Alameda CTC. Alameda CTC will provide a return SASE upon request.

3. Web-based trainings

A web-based training using MIG's WebEx account will be scheduled during the week of February 14th. The training time will be posted on the Alameda CTC website. While participation is open to all interested parties, Alameda CTC will target participation by representatives of groups that have not yet participated in the outreach activities. This training will also be for those who feel they need more in-depth training than provided by the online video training. The web-based training serves as a virtual training opportunity that allows participants to log-on, receive instruction and view supporting materials to help them understand how the toolkit works. Participants can also ask questions about the plan or training process.

COMMUNITY WORKSHOPS

Four community workshops, one in each planning area, have been scheduled. The workshop locations are ADA and transit accessible.

The dates, times and locations are listed below:

Date	Time	Location
February 26, 2011	10:00a.m.-11:30a.m.	Fremont Public Library (Fukaya Room A) <i>2400 Stevenson Boulevard, Fremont</i>
March 2, 2011	7:00p.m-8:30p.m.	Alameda CTC Office <i>1333 Broadway, Suite 300, Oakland</i>
March 5, 2011	10:30a.m.-12:00p.m.	Dublin City Hall (Regional Meeting Room) <i>100 Civic Plaza, Dublin</i>
March 9, 2011	7:00p.m-8:30p.m.	Hayward City Hall (Conference Room 2A) <i>77 B Street, Hayward</i>

We look forward to your participation in these activities.