



## Citizens Advisory Committee Meeting Agenda

**Thursday, July 21, 2011, 5:30 to 6:30 p.m., followed by the Transportation Forum at Ruggieri Senior Center, 33997 Alvarado Niles Road, Union City, CA 94587**

### Meeting Outcomes:

- Approve CAC Bylaws and calendar for fiscal year 2011-2012
- Receive updates on Alameda CTC and CAC outreach efforts
- Discuss fiscal year 2011-2012 outreach goals and objectives
- Receive an update on the Countywide Transportation Plan and Transportation Expenditure Plan (CWTP-TEP) development
- Actively participate in the South County Transportation Forum

5:30 – 5:35 p.m. **1. Welcome and Introductions**

Cynthia Dorsey

5:35 – 5:40 p.m. **2. Public Comment**

Public

5:40 – 5:45 p.m. **3. Approval of June 16, 2011 Minutes**

Cynthia Dorsey [03 CAC Meeting Minutes 061611.pdf](#) – Page 1

5:45 – 5:55 p.m. **4. Approval of CAC Bylaws and Calendar**

CAC Members [04 Proposed CAC Bylaws.pdf](#) – Page 5

[04A FY11-12 Draft CAC Calendar.pdf](#) – Page 13

5:55 – 6:00 p.m. **5. Staff Overview of Outreach Materials and Website Report**

Staff and MIG [05 Memo Website and ConstantContact Analytics.pdf](#) – Page 15

[05A Outreach Sign Up Opportunities.pdf](#) – Page 25

[05B Glossary.pdf](#) – Page 29

6:00 – 6:20 p.m. **6. CAC Outreach Goals and Objectives**

Cynthia Dorsey [06 Memo from Chair Outreach.pdf](#) – Page 31

[06A Memo and Survey Sent to CAC.pdf](#) – Page 33

6:20 – 6:25 p.m. **7. CAC Member/Outreach Reports**

CAC Members [07 CAC Roster.pdf](#) – Page 37

[07A CAC Supervisorial Districts Map.pdf](#) – Page 39

6:25 – 6:30 p.m. **8. Staff Reports** |

Staff

**A. Countywide Transportation Plan Transportation Expenditure Plan***08A CWTP-TEP Overview.pdf* –Page 41*08A1 Regional SCS-RTP CWTP-TEP Process.pdf* –**Page 43***08A2 Memo Fall 2011 Public Outreach.pdf* –Page 556:30 – 8:30 p.m. **9. South County Transportation Forum & Open House**CAC Members,  
Staff, and Public8:30 p.m. **10. Adjournment** |

*Key: A – Action Item; I – Information/Discussion Item; full packet available at [www.alamedactc.org](http://www.alamedactc.org)*

**Next Meeting:**

Date: October 20, 2011 – North County Transportation Forum

Time: 5:30 to 8:30 p.m.

Location: Alameda CTC Offices, 1333 Broadway, Suite 300, Oakland, CA 94612

**Staff Liaisons:**Tess Lengyel, Deputy Director of  
Policy, Public Affairs and Legislation  
(510) 208-7428[tlengyel@alamedactc.org](mailto:tlengyel@alamedactc.org)Liz Brazil, Contract Compliance and  
Outreach Analyst  
510-208-7419[lbrazil@alamedactc.org](mailto:lbrazil@alamedactc.org)

**Location Information for South County Transportation Forum:** Ruggieri Senior Center; 33997 Alvarado Niles Road, Union City, CA, 94587; 510-675-5497.

**Transit Access to Ruggieri Center from Union City BART Station:**

- *Walking* (18 minutes): From BART parking lot, turn LEFT onto Decoto Road. At Alvarado Niles Road, turn RIGHT. Ruggieri Center will be two blocks ahead on the left.
- *Bus from BART* (2 minutes): Take Union City Transit (#1B) or AC Transit (#97/Bayfair). Exit bus on Alvarado Niles Road at "H" Street. To plan your trip or to find more information, call 511 or visit 511.org.

**Public Comment:** Members of the public may address the committee regarding any item, including an item not on the agenda. All items on the agenda are subject to action and/or change by the committee. The chair may change the order of items.

**Accommodations/Accessibility:** Meetings are wheelchair accessible. Please do not wear scented products so that individuals with environmental sensitivities may attend. Call (510) 893-3347 (voice) or (510) 834-6754 (TTD) five days in advance to request a sign-language interpreter.

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**Alameda CTC Citizens Advisory Committee Meeting Minutes**  
**Thursday, June 16, 2011, 5:30 p.m., 1333 Broadway, Suite 300, Oakland**

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Attendance Key (A = Absent, P = Present)

Members:

<u>P</u> Barry Ferrier, Chair	<u>A</u> Brad Hottle	<u>P</u> Clara Sample
<u>P</u> Cynthia Dorsey, Vice Chair	<u>P</u> Alton Jefferson	<u>A</u> Nicholas Sebastian
<u>P</u> Meredith Brown	<u>A</u> Roop Jindal	<u>A</u> Gerarda Stocking
<u>A</u> Norbert Castro	<u>A</u> Dimitris Kastriotis	<u>A</u> Brenda Walker
<u>P</u> Val Chinn	<u>P</u> Audrey LePell	<u>A</u> Ronald Washington
<u>P</u> Joseph Collier	<u>P</u> Pilar Lorenzana-Campo	<u>A</u> Darren White
<u>P</u> Frances Hilliard	<u>A</u> Harpal Mann	<u>P</u> Hale Zukas
<u>A</u> Joseph Hilson	<u>A</u> John Repar	
	<u>A</u> Frank Rose	

Staff:

<u>A</u> Arthur L. Dao, Executive Director	<u>P</u> Angie Ayers, Acumen Building Enterprise, Inc.
<u>P</u> Tess Lengyel, Programs and Public Affairs Manager	<u>P</u> Lou Hexter MIG

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**1. Welcome and Introductions**

Chair Barry Ferrier called the meeting to order at 5:40 p.m. The meeting began with introductions and a review of the meeting outcomes.

**2. Public Comment**

There were no public comments.

**3. Approval of April 21, 2011 Minutes**

*Audrey LePell moved to approve the April 21, 2011 minutes as written. Frances Hilliard seconded the motion. The motion carried unanimously (12-0).*

**4. Election of Chair and Vice Chair**

*Francis Hilliard nominated Cynthia Dorsey for chair. Val Chinn seconded the motion. The motion passed unanimously (12-0).*

*Audrey LePell nominated Barry Ferrier as vice chair. Val Chinn seconded the motion. The motion passed unanimously (12-0).*

Tess Lengyel stated that the roles and responsibilities of CAC officers are listed on page 5 of the agenda packet. She suggested that the chair and vice chair review the document in the

packet, and staff will further explain roles and responsibilities during the committee training session.

## **5. Approval of CAC Bylaws and Calendar**

Tess explained that staff restructured the CAC membership and updated the bylaws primarily in response to the recent merger of the Alameda County Transportation Improvement Authority (ACTIA) and the Alameda County Congestion Management Agency (ACCMA). She stated that the committee structure changed due to the new configuration of the 22-member Alameda CTC board. Tess explained that the new committee structure, which the Commission adopted in May and is reflected in the new bylaws. She said that for the CAC, each Commission member will appoint a member. For example, since Cynthia Dorsey and Hale Zukas were both appointed by Supervisor Carson, one will stay with Supervisor Carson, and the other will be appointed by another commissioner. Tess stated that the merger also provided an opportunity to make the bylaws between the agency's four community advisory committees as uniform as possible.

### *Suggested edits to the CAC Bylaws:*

- Article 1.6 Citizens Advisory Committee (CAC or "Committee): Make a change to reflect that the CAC works with the community and shares with the Commission.
- Article 1.7 – Citizens Watchdog Committee (CWC): Clarify that the CWC is only a definition.
- Article 2.2.2: Update the first sentence to "...reports, and some agencies' publications."
- Article 3.5 Attendance: Change "during the fiscal year" to "during a fiscal year."

Tess informed the committee that staff will work with the Commission directly and ask for reappointments to the committee. She stated that staff will look at members' attendance (who is actively serving on the committee) and willingness to continue to actively serve. Tess told the members that a redlined version of the bylaws will come to the committee in July for approval.

## **6. Discussion of Overall CAC Year Plan for Communications and Outreach**

Tess led the discussion on the overall CAC plan for communications and outreach for the coming year. She stated the activities currently underway at the agency: The Countywide Transportation Plan (CWTP) is in full swing and the first draft of the plan will be complete in September. The Transportation Expenditure Plan (TEP) is expected to be placed on the November 2012 ballot. Alameda CTC has a modified team coming on board in July for Media Services and one task is to create a new Communications Plan. Tess said that the Communications Plan will establish goals and document the Alameda CTC communications and outreach efforts. Another task of the Media Services team is to provide further enhancements to the Alameda CTC website. Tess stated that the current website was a temporary site put in place after the merger of ACTIA and ACCMA.

She stated this is a good opportunity for the CAC members to be involved in providing input and ideas on the Communications Plan and to set achievable goals for the CAC. She reviewed the memo on CAC outreach goals for fiscal year 2011-2012.

*Questions/feedback from the members:*

- A member suggested that the CAC can form a subcommittee to address the additional approaches to performing outreach for the committee.
- What is the responsibility for the Commission in terms of transportation goals? Tess stated that the Alameda CTC Board members perform many duties in support of the agency, including some of the same things as CAC such as attending the Transportation Forums and hosting and attending workshops regarding the CWTP-TEP. The members suggested that the City Councils can promote communications and discuss transportation at their meetings; however, it's not being done. The chair suggested that CAC members can get this item on the city council agendas. Tess stated that the CAC chair can share comments at the Alameda CTC meeting.
- A member mentioned that the bylaws (Article 2.2.2) state that one of the roles and responsibilities of a CAC member is to bring the ideas from the public to the Alameda CTC. The member said that the CAC members are not bringing comments from the public to the CAC. Tess stated that this has always been a role of the CAC since 1986. Cynthia Dorsey reminded the committee that the CAC meeting time has been diminished, and the members currently do not have enough time to share the public needs in the meeting. Committee members and staff suggested that the members can submit the public needs in writing, and Alameda CTC will include the information in the agenda packet. That way CAC members can read it in advance and vote on any items at the meeting.
- For people without computers, Barry suggested that Alameda CTC send letters to keep them informed.

**7. Staff Overview of Outreach Materials and Website Report**

Tess introduced staff member Liz Brazil and stated that she has some background in performing business outreach. She stated that Liz's role has been expanded to include business outreach efforts on behalf of the CAC and the Commission. Liz led the discussion on outreach sign-up opportunities. She listed the following community events that members can commit to attend during the upcoming months.

- June 30 and July 7 – Alameda County Fair
- August 6-7 – Fremont Festival of the Arts
- August 27-28 – Oakland Chinatown Street Fest 2011
- September 11 – Solano Avenue Stroll
- September 17 – Hayward Art and Wine Festival
- September 18 – Newark Days Information Fair

Liz requested the members sign up for an event before leaving the meeting. She informed the committee that she will contact them to allow for sign-up opportunities. No members signed up.

Lou Hexter from MIG reviewed the Alameda CTC website analytics and e-news database report with the committee.

#### **8. Committee Leadership Training**

Lou Hexter held a Committee Leadership Training for CAC and staff that covered being an effective committee member, time management, effective communication and decision making.

#### **9. Members Reports**

Audrey LePell inquired if Alameda CTC contributed to the Route 680/Route 84 project in Niles Canyon. Staff said that this project belongs to Caltrans, and Alameda CTC did not contribute. Audrey informed the committee that the League of Women Voters magazine stated that Alameda County got an F in ozone and a D in particulate matter. She thought that the purpose of the ACCMA is to prevent these things from happening. Pilar Lorenzana-Campo stated that ozone and particulate matter levels are affected by land-use decisions and are related to greenhouse gas emissions.

Meredith Brown informed the committee of an outreach event being held by the Alameda County Democratic Lawyers Club with the Robert Raburn, Chris Peoples, and Joe Young at Everett and Jones restaurant on June 17.

Cynthia Dorsey stated that AC Transit has a meeting scheduled on June 26 to discuss schedule changes.

#### **10. Staff Reports**

##### **A. Countywide Transportation Plan and Transportation Expenditure Plan**

Tess encouraged the members to review the information in the packet.

##### **B. Other**

Tess stated that Alameda CTC projects a savings of \$3 million in fiscal year 2011-2012 on staffing and consultants fees due to the merger of ACTIA and ACCMA.

#### **11. Adjournment**

The meeting adjourned at 7:45 p.m.





## Citizens Advisory Committee Bylaws

### Article 1: Definitions

**1.1 Alameda County Transportation Commission (Alameda CTC).** The "Alameda CTC" or "Commission" is a joint powers authority resulting from the merger of the Alameda County Congestion Management Agency ("ACCMA") and the Alameda County Transportation Improvement Authority ("ACTIA"). The 22-member Commission is comprised of the following representatives:

- 1.1.1** All five Alameda County Supervisors.
- 1.1.2** Two City of Oakland representatives.
- 1.1.3** One representative from each of the other 13 cities in Alameda County.
- 1.1.4** A representative from Alameda-Contra Costa Transit District ("AC Transit").
- 1.1.5** A representative from San Francisco Bay Area Rapid Transit District ("BART").

**1.2 Alameda County Transportation Improvement Authority (ACTIA).** The governmental agency previously responsible for the implementation of the Measure B half-cent transportation sales tax in Alameda County, as approved by voters in 2000 and implemented in 2002. Alameda CTC has now assumed responsibility for the sales tax.

**1.3 Appointing Party.** A person or group designated to appoint committee members.

**1.4 Bicycle and Pedestrian Advisory Committee (BPAC).** The Alameda CTC Committee that reviews all competitive applications submitted to Alameda CTC for the Bicycle and Pedestrian Safety funds, along with the development and updating of the Alameda Countywide Pedestrian and Bicycle Plans. Serving as the countywide BPAC, the Committee also provides input on countywide educational and promotional programs, and other projects of countywide significance.

**1.5 Brown Act.** California's open meeting law, the Ralph M. Brown Act, California Government Code, Sections 54950 *et seq.*

**1.6 Citizens Advisory Committee (CAC or "Committee").** The Alameda CTC Committee that serves as a liaison group between the Alameda CTC and the members' respective communities. Appointed by the ACTIA Board or the Commission, the CAC keeps the Commission informed of the progress of Measure B programs and projects, and discusses and brings local community

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transportation concerns to the Commission, as well as provides feedback to members' respective communities.

**1.7 Citizens Watchdog Committee (CWC).** The Alameda CTC Committee of individuals created by the ACTIA Board, as required by Measure B, with the assistance of the League of Women Voters and other citizens groups, and continued by the Commission. The Committee reports directly to the public and is charged with reviewing all expenditures of the agency. Citizens Watchdog Committee members are private citizens who are not elected officials at any level of government, nor individuals in a position to benefit in any way from the sales tax.

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**1.8 Expenditure Plan.** The plan for expending Transportation sales tax (Measure B) funds, presented to the voters in 2000, and implemented in 2002.

**1.9 Executive Director.** The chief executive staff member of Alameda CTC who reports directly to the Commission.

**1.10 Fiscal Year.** July 1 through June 30.

**1.11 Measure B.** The measure approved by the voters authorizing the half-cent sales tax for transportation services now collected and administered by the Alameda CTC and governed by the Expenditure Plan. The sales tax authorized by Measure B began on April 1, 2002 and extends through March 31, 2022.

**1.12 Measure B Program.** Transportation or transportation-related program specified in the Expenditure Plan for funding on a percentage-of-revenues basis or grant allocation.

**1.13 Measure B Project.** Transportation and transportation-related capital projects specified in the Expenditure Plan for funding in the amounts allocated in the Expenditure Plan.

**1.14 1986 Measure B.** The measure approved by the voters of Alameda County in 1986 to address major transportation needs and congestion in Alameda County, and implemented by the ACTA Board pursuant to the 1986 Expenditure Plan.

**1.15 Organizational Meeting.** The annual regular meeting of the CAC in preparation for the next fiscal year's activities.

**1.16 Paratransit Advisory and Planning Committee (PAPCO).** The Alameda CTC Committee that meets to address funding, planning, and coordination issues regarding paratransit services in Alameda County. Members must be an Alameda County resident and an eligible user of any transportation service available to seniors and people with disabilities in Alameda County. PAPCO is supported by a Technical Advisory Committee comprised of Measure B-funded paratransit providers in Alameda County.

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**1.17 Planning Area.** Geographic groupings of cities and of Alameda County for planning and funding purposes. North County: Alameda, Albany, Berkeley, Emeryville, Oakland, Piedmont; Central County: Hayward, San Leandro, unincorporated county (near Hayward); South County: Fremont, Newark, Union City; East County: Dublin, Livermore, Pleasanton, the unincorporated area of Sunol.

## Article 2: Purpose and Responsibilities

**2.1 Committee Purpose.** The CAC purpose is to regularly inform, on behalf of the Alameda CTC, the communities in each Alameda County planning area about the progress of Measure B-funded transportation programs and projects.

**2.2 Committee Roles and Responsibilities.** The roles and responsibilities of the Committee are to:

**2.2.1** Serve as a conduit of information back to the public ensuring that the programs, projects, policies, and goals of Alameda CTC are conveyed and understood.

**2.2.2** Serve as a conduit for ideas and information coming from the public at large to the Alameda CTC, through written and oral reports, and some agencies' publications. Encourage subscribers to use the e-newsletter and e-notifier on the Alameda CTC website.

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**2.2.3** Develop and maintain working relationships with community organizations and groups throughout Alameda County that are interested in and affected by the Measure B program.

## Article 3: Members

**3.1 Number of Members.** The CAC will consist of 22 members.

**3.2 Appointment.** The Commission will make appointments in the following manner:

**3.2.1** One member per Alameda CTC Commission member (22 total).

**3.3 Membership Qualification.** Each member must be an Alameda County resident.

**3.4 Membership Term.** Appointments shall be for two-year terms. There is no maximum number of terms a member may serve. Members shall serve until the Commission appoints their successors.

**3.5 Attendance.** Members will actively support committee activities and regularly attend meetings. Accordingly, more than three absences during a fiscal year may be cause for removal from the Committee. However, a member removed from the Committee may be reappointed by an appointing party.

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**3.6 Termination.** A member's term shall terminate on the occurrence of any of the following:

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**3.6.1** The member voluntarily resigns by written notice to the chair or Alameda CTC staff.

**3.6.2** The member fails to continue to meet the qualifications for membership, including attendance requirements.

**3.6.3** The member passes away or otherwise becomes incapable of continuing to serve.

**3.6.4** The member appointment is terminated by the Commission.

**3.7 Vacancies.** An appointing party shall have the right to appoint (subject to approval by the Commission) a person to fill the vacant member position. Alameda CTC shall be responsible for notifying an appointing party of such vacancy and for urging expeditious appointment of a new member, as appropriate.

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#### Article 4: Officers

**4.1 Officers.** The CAC shall annually elect a chair and vice chair. Each officer must be a duly appointed member of the CAC.

**4.1.1 Duties.** The chair shall preside at all meetings and will represent the CAC before the Commission to report on CAC activities. The vice chair shall assume all duties of the chair in the absence of, or on the request of the chair.

**4.2 Office Elections.** Officers shall be elected by the members annually at the Organizational Meeting or as necessary to fill a vacancy. An individual receiving a majority of votes by a quorum shall be deemed to have been elected and will assume office at the meeting following the election. In the event of multiple nominations, the vote shall be by ballot. Officers shall be eligible for re-election indefinitely.

#### Article 5: Meetings

**5.1 Open and Public Meetings.** All CAC meetings shall be open and public and governed by the Brown Act. Public comment shall be allowed at all CAC meetings. The time allotted for comments by a member of the public in the general public comment period or on any agenda item shall be at the discretion of the chair.

**5.2 Regular Meetings.** The CAC will hold up to five meetings per year. Annually, at the Organizational Meeting, CAC shall establish the schedule of regular meetings for the ensuing year. Meeting dates and times may be changed and additional regular meetings scheduled during the year by action of CAC.

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**5.3 Quorum.** For purposes of decision making, a quorum shall consist of at least half (50 percent) plus one of the total number of members appointed at the time a decision is made. Members will not take actions at meetings with less than 50 percent plus one member present. Items may be discussed and information may be distributed on any item even if a quorum is not present.

**5.4 Special Meetings.** Special meetings may be called by the chair or by a majority of the members on an as-needed basis. Attendance at special meetings is not counted as part of members' attendance requirement. Agenda item(s) for special meeting(s) shall be stated when the meeting is called, but shall not be of a general business nature. Specialized meetings shall be concerned with studies, emergencies, or items of a time-urgent nature. Agenda item(s) of a regular meeting may be tabled for further discussion and action at a special meeting, the time and location to be announced in the tabling motion. Notice of such meetings shall be given to all members at least 72 hours prior to such meetings and shall be published on the Alameda CTC's website and at the Alameda CTC office, all in accordance with the Brown Act. ▼

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**5.5 Agenda.** All meetings shall have a published agenda. Action may be taken only on items indicated on the agenda as action items. Items for a regular meeting agenda may be submitted by any member to the chair and committee staff. The Commission and/or Committee staff may also submit items for the agenda. Every agenda shall include provision for members of the public to address the Committee. The chair and the vice chair shall review the agenda in advance of distribution. Copies of the agenda, with supporting material and the past meeting minutes, shall be mailed to members and any other interested parties who request it. The agenda shall be posted on the Alameda CTC website and office and provided at the meeting, all in accordance with the Brown Act.

**5.6 Roberts Rules of Order.** The rules contained in the latest edition of "Roberts Rules of Order Newly Revised" shall govern the proceedings of the CAC and any subcommittees thereof to the extent that the person presiding over the proceeding determines that such formality is required to maintain order and make process, and to the extent that these actions are consistent with these bylaws.

**5.7 Place of Meetings.** CAC meetings shall be held at the Alameda CTC offices, unless otherwise designated by the Committee. Meeting locations shall be within Alameda County, accessible in compliance with the Americans with Disabilities Act of 1990 (41 U.S.C., Section 12132) or regulations promulgated there under, shall be accessible by public transportation, and shall not be in any facility that prohibits the admittance of any person, or persons, on the base of race, religious creed, color, national origin, ancestry, or sex, or where members of the public may not be present without making a payment or purchase.

## Article 6: Subcommittees

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**6.1 Establishment.** The CAC may establish subcommittees when and as necessary or advisable to make nominations for office of the CAC, to develop and propose policy on a particular issue, to conduct an investigation, to draft a report or other document, or for any other purpose within the authority of the CAC.

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**6.2 Membership.** CAC members will be appointed to subcommittees by the CAC or by the chair. No subcommittee shall have fewer than three members, nor will a subcommittee have sufficient members to constitute a quorum of the CAC.

#### Article 7: Records and Notices

**7.1 Minutes.** Minutes of all meetings, including actions and the time and place of holding each meeting, shall be kept on file at the Alameda CTC office.

**7.2 Attendance Roster.** A member roster and a record of member attendance shall be kept on file at the Alameda CTC office.

**7.3 Brown Act.** All CAC meetings will comply with the requirements of the Brown Act. Notice of meetings and agendas will be given to all members and any member of the public requesting such notice in writing and shall be posted at the Alameda CTC office at least 72 hours prior to each meeting.

~~Members of the public may address the CAC on any matter not on the agenda and on each matter listed on the agenda, pursuant to procedures set by the chair and/or committee.~~

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**7.4 Meeting Notices.** Meeting notices shall be in writing and shall be issued via U.S. Postal Service, personal delivery, and/or email. Any other notice required or permitted to be given under these bylaws may be given by any of these means.

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#### Article 8: General Matters

**8.1 Per Diems.** Committee members shall be entitled to a per diem stipend for meetings attended in amounts and in accordance with policies established by the Alameda CTC.

**8.2 Conflicts of Interest.** A conflict of interest exists when any Committee member has, or represents, a financial interest in the matter before the Committee. Such direct interest must be significant or personal. In the event of a conflict of interest, the Committee member shall declare the conflict, recuse him or herself from the discussion, and shall not vote on that item. Failure to comply with these provisions shall be grounds for removal from the Committee.

**8.3 Amendments to Bylaws.** These bylaws will be reviewed annually, and may be amended, repealed, or altered, in whole or in part, by a vote taken at a duly-constituted Committee meeting at which a quorum is present.

**8.4 Public Statements.** No member of the Committee may make public statements on behalf of the Committee without authorization by affirmative vote of the Committee, except the chair, or in his or her place the vice chair, when making a regular report of the Committee activities and concerns to the Alameda CTC.

**8.5 Conflict with Governing Documents.** In the event these bylaws conflict with the 2000 Alameda County Transportation Expenditure Plan, California state law, or any action lawfully taken by

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ACTIA or the Alameda CTC, the conflicting provision in the Expenditure Plan, state law, or the lawful action of ACTIA or the Alameda CTC shall prevail.

**8.6 Staffing.** Alameda CTC will provide all staffing to the Committee including preparation and distribution of meeting agendas, packets, and minutes; preparation of reports to the Alameda CTC Committees and Commission; tracking of attendance; and stipend administration.

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**CAC Calendar of Meetings and Activities  
FY 2011/2012**

***CAC meets quarterly on the third Thursday from 5:30 to 8:30 p.m.***

**General Meeting Agenda**

- 5:30 – 6:30 p.m. – CAC Meeting
- 6:30 – 7:00 p.m. – Open House
- 7:00 – 8:30 p.m. – Formal Presentations on featured projects and questions & answers

**Annual Calendar of Meetings**

***July 21, 2011 – CAC Meeting and South County Transportation Forum***

*Ruggieri Senior Center, 33997 Alvarado-Niles Road, Union City, CA 94587 (510) 675-5495*

- Regional and Countywide Transportation Planning Activities Update
- Bicycle Safety Education Programs
- Fremont Senior Mobility Programs
- BART Extension to Warm Springs and Irvington Station Update
- Union City Intermodal Station Update
- I-680 High Occupancy Toll (HOT) Express Lanes Update

***October 20, 2011 – CAC Meeting and North County Transportation Forum***

*ACTIA Offices, 1333 Broadway, Suite 300, Oakland, CA 94612*

- **Subjects to be determined**

***January 19, 2012 – CAC Meeting and Central County Transportation Forum***

*Hayward City Hall, 777 B Street, Hayward, CA 94541*

- **Subjects to be determined**

***April 19, 2012 – CAC Meeting and East County Transportation Forum***

*Dublin City Hall, 100 Civic Plaza, Dublin, CA 94541*

- **Subjects to be determined**

***June 21, 2012 – CAC Organizational Meeting***

*ACTIA Offices, 1333 Broadway, Suite 300, Oakland, CA 94612*

- Discuss overall year plan for communications and outreach for CAC
  - Develop goals
  - Determine what outreach CAC members can do
- Discuss CAC roles, responsibilities, and organization
- Approve CAC Bylaws
- Review and define CAC Calendar for FY 12/13
- Elect chair and vice-chair for FY 12/13
- Committee training

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11 July 2011

## Memorandum

TO: Cynthia Dorsey, Chair, and Members of the Alameda CTC Citizens Advisory Committee

FR: Lou Hexter, MIG, Inc. *Lou Hexter*

RE: Alameda CTC Website Analytics and e-News Database Report

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Attached for your review are reports on website "hits" for the Alameda CTC website ([www.alamedactc.com](http://www.alamedactc.com)) and on the e-newsletter database and "hits" (via ConstantContact). Please note that for the website statistics in Section 1 we compare the most recent month (June 10, 2011 to July 10, 2011), and the prior month (May 10, 2011 to June 9, 2011).

### 1. Website Report: Current 30-day period vs. prior 30-day period

#### Key Findings:

- ✓ Total visits down 19% over previous period
- ✓ Absolute unique visitors down 22%
- ✓ Number of pageviews down negligibly
- ✓ New visits down 8%
- ✓ Average pageviews up by 20%
- ✓ Average time on site up almost 13%

The decrease in overall traffic in the June-July period is possibly due to a lack of special outreach initiatives driving people to the website (no e-newsletter published, as well as the advent of summer vacation time. The good news is that people visiting the site are viewing more pages and spending more time on average.

### 2. Constant Contact Database and Email Tracking – shows data on # new contacts, removed contacts, overall growth and total database; also shows data on opens, click-throughs, bounces, etc., for the most recent emails sent via Constant Contact.

#### Key Findings:

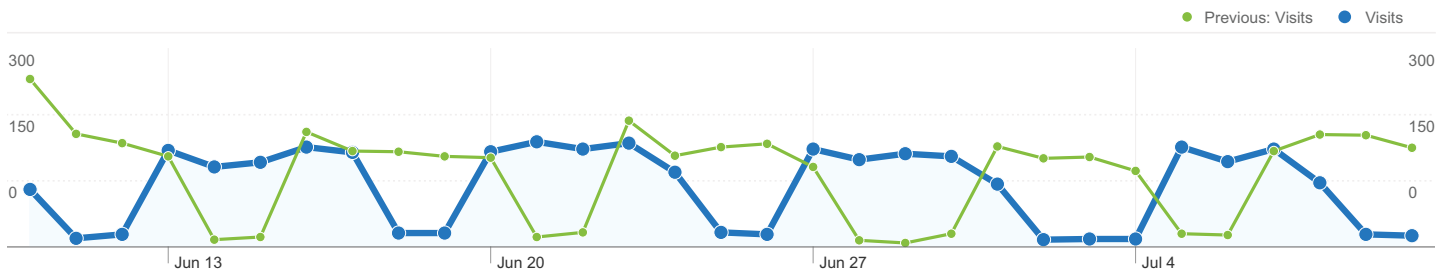
- ✓ Database: Since our last report in early June, Alameda CTC staff and the Media/Public Relations Team continued maintenance efforts on the Constant Contact database, removing duplicates, bounces, etc.,

along with continuing to add contacts from a variety of outreach sources. Our current total is 2,343.

- ✓ **Email Tracking:** Note that this report was generated on July 11, essentially one business day following the publication of the July 8 e-newsletter. Already there has been a significant (almost 24%) rate of opens, and a click-through rate consistent with prior publications. We should see both of these numbers improve over the next week as people open their emails.

The extensive “clean-up” of the database reported on above resulted in a much lower bounce rate for the July e-newsletter; we are down to a reasonable level of under 5%. There is still room for improvement, but as you can see, we had been consistently at or above 20% for the past few months.

We will be happy to address any questions or suggestions that CAC members may have.



## Site Usage

**2,861 Visits**

Previous: 3,519 (-18.70%)

**16,559 Pageviews**

Previous: 16,886 (-1.94%)

**5.79 Pages/Visit**

Previous: 4.80 (20.62%)

**40.89% Bounce Rate**

Previous: 39.44% (3.68%)

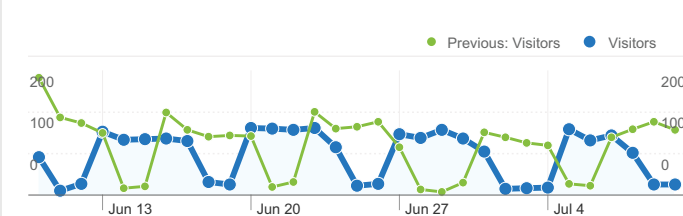
**00:03:38 Avg. Time on Site**

Previous: 00:03:13 (12.60%)

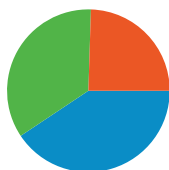
**34.64% % New Visits**

Previous: 37.79% (-8.35%)

## Visitors Overview


**Visitors**  
**1,341**

## Traffic Sources Overview



- **Direct Traffic**  
1,163.00 (40.65%)
- **Search Engines**  
997.00 (34.85%)
- **Referring Sites**  
701.00 (24.50%)

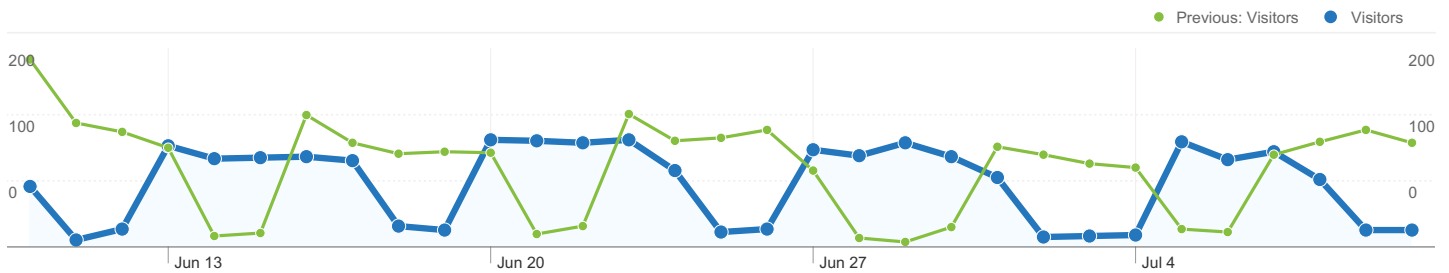
## Content Overview

Pages	Pageviews	% Pageviews
/		
Jun 10, 2011 - Jul 10, 2011	2,611	15.77%
May 10, 2011 - Jun 9, 2011	3,119	18.47%
% Change	-16.29%	-14.63%
/events/month/now		
Jun 10, 2011 - Jul 10, 2011	935	5.65%
May 10, 2011 - Jun 9, 2011	879	5.21%
% Change	6.37%	8.47%
/app_pages/view/15		
Jun 10, 2011 - Jul 10, 2011	549	3.32%
May 10, 2011 - Jun 9, 2011	1,090	6.46%
% Change	-49.63%	-48.64%
/app_pages/view/1700		
Jun 10, 2011 - Jul 10, 2011	511	3.09%
May 10, 2011 - Jun 9, 2011	595	3.52%
% Change	-14.12%	-12.42%
/app_folders/view/		

## Visitors Overview

Jun 10, 2011 - Jul 10, 2011

Comparing to: May 10, 2011 - Jun 9, 2011

**1,341 people visited this site** **2,861 Visits**


Previous: 3,519 (-18.70%)

 **1,341 Absolute Unique Visitors**


Previous: 1,728 (-22.40%)

 **16,559 Pageviews**

Previous: 16,886 (-1.94%)

 **5.79 Average Pageviews**

Previous: 4.80 (20.62%)

 **00:03:38 Time on Site**

Previous: 00:03:13 (12.60%)

 **40.89% Bounce Rate**

Previous: 39.44% (3.68%)

 **34.64% New Visits**

Previous: 37.79% (-8.35%)

**Technical Profile**

Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer			Unknown		
Jun 10, 2011 - Jul 10, 2011	1,953	68.26%	Jun 10, 2011 - Jul 10, 2011	2,861	100.00%
May 10, 2011 - Jun 9, 2011	2,475	70.33%	May 10, 2011 - Jun 9, 2011	3,519	100.00%
% Change	-21.09%	-2.94%	% Change	-18.70%	0.00%
Firefox					
Jun 10, 2011 - Jul 10, 2011	523	18.28%			
May 10, 2011 - Jun 9, 2011	627	17.82%			
% Change	-16.59%	2.60%			

Chrome		
Jun 10, 2011 - Jul 10, 2011	182	6.36%
May 10, 2011 - Jun 9, 2011	211	6.00%
% Change	-13.74%	6.09%
Safari		
Jun 10, 2011 - Jul 10, 2011	173	6.05%
May 10, 2011 - Jun 9, 2011	184	5.23%
% Change	-5.98%	15.65%
Android Browser		
Jun 10, 2011 - Jul 10, 2011	11	0.38%
May 10, 2011 - Jun 9, 2011	3	0.09%
% Change	266.67%	351.00%


[Print Report](#)

## Alameda County Transportation Commission

Contacts Report  
7/15/2011

### Contact Counts

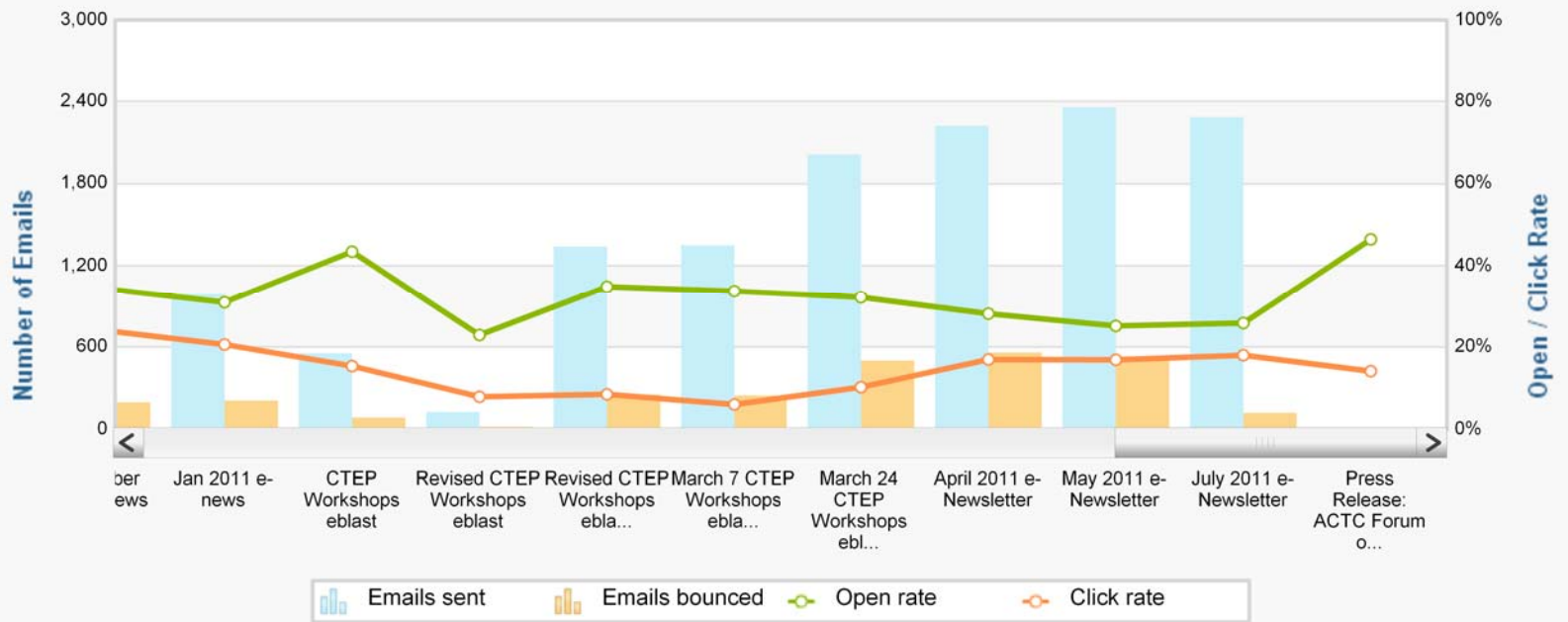
	Prior	Feb	Mar	Apr	May	Jun	Jul	Overall
New Contacts	1097	353	733	181	1018	401	58	3841
Removed Contacts	62	1	4	50	1290	37	0	1444
Do Not Mail List	30	6	6	3	3	0	6	54
Growth	1005	346	723	128	-275	364	52	2343
Total Contacts	1005	1351	2074	2202	1927	2291	2343	2343

### Key For Table

<b>Prior</b>	Total of the months not shown.
<b>Overall</b>	Totals since using Constant Contact.
<b>New Contacts</b>	Contacts added to your mailing list.
<b>Unconfirmed Contacts</b>	Contacts removed because they required confirmation.
<b>Removed Contacts</b>	Contacts removed by yourself.
<b>Do Not Mail List</b>	Contacts moved to your Do Not Mail List.
<b>Growth</b>	Net contact growth.
<b>Total Contacts</b>	Total number of your contacts at the end of that period.



## Email Statistics




[Print Report](#)

## Alameda County Transportation Commission

Email Tracking Report

7/15/2011

### Comparative Metrics

	Sent	Bounces	Opens	Clicks	Forwards
Overall	28922	16.0% (4635)	32.2% (7814)	22.0% (1716)	0.2% (12)
Last 3 months	4670	14.2% (661)	25.8% (1036)	17.7% (183)	0

### Emails

Date Sent	Email Name	Sent	Bounces	Spam Reports	Opt-outs	Opens	Clicks	Forwards
7/11/2011	Press Release: ACTC Forum on South County Improvements	15	0	0	0	46.7% (7)	14.3% (1)	0
7/8/2011	July 2011 e-Newsletter	2292	5.4% (123)	* 3 *	0.3% (6)	26.1% (566)	18.2% (103)	0
5/11/2011	May 2011 e-Newsletter	2363	22.8% (538)	0	0.1% (3)	25.4% (463)	17.1% (79)	0
4/18/2011	April 2011 e-Newsletter	2232	25.4% (566)	1	0.1% (3)	28.4% (473)	17.1% (81)	0
3/18/2011	March 24 CTEP Workshops eblast: Reminder	2022	25.0% (506)	* 4 *	0.3% (6)	32.5% (492)	10.4% (51)	0
3/7/2011	March 7 CTEP Workshops eblast: Reminder	1357	18.4% (250)	0	0.1% (1)	34.0% (376)	6.1% (23)	0.3% (1)
2/23/2011	Revised CTEP Workshops eblast: Reminder	1348	19.0% (256)	0	0.1% (2)	35.1% (383)	8.6% (33)	0.8% (3)
2/16/2011	Revised CTEP Workshops eblast	129	16.3% (21)	0	0.8% (1)	23.1% (25)	8.0% (2)	0
2/15/2011	CTEP Workshops eblast	560	15.7% (88)	0	0.5% (3)	43.6% (206)	15.5% (32)	0.5% (1)
1/20/2011	Jan 2011 e-news	998	21.3% (213)	0	0.3% (3)	31.2% (245)	20.8% (51)	0

Key For Table

[Print Report](#)

<b>Sent</b>	The total emails sent, including bounces.
<b>Bounces</b>	Emails sent, but not received by your contacts.
<b>Bounced percent</b>	Number of bounced emails divided by the number sent.
<b>Spam Reports</b>	Number of complaints received from an email.
<b>Opt-outs</b>	Contacts who unsubscribed from your list.
<b>Opt-out percent</b>	Number of opt-outs divided by the number sent.
<b>Opens</b>	Emails your contacts received and viewed.
<b>Opened percent</b>	Number of opened emails divided by the number of emails delivered (delivered = emails sent minus emails bounced).
<b>Clicks</b>	Contacts who clicked on a link within your email.
<b>Click-through percent</b>	Number of clicks divided by the number opened.
<b>Forwards</b>	Number of times the email was forwarded using the Forward Email to a Friend link.
<b>Forward Email to a Friend percent</b>	Number of forwarded emails divided by the number opened.
<b>Overall</b>	Totals since using Constant Contact.
<b>Last 3 months</b>	Totals for the last three months.

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**Commission Chair**

Mark Green, Mayor - Union City

**Commission Vice Chair**

Scott Haggerty, Supervisor - District 1

**AC Transit**

Greg Harper, Director

**Alameda County**

Supervisors

Nadia Lockyer - District 2

Wilma Chan - District 3

Nate Miley - District 4

Keith Carson - District 5

**BART**

Thomas Blalock, Director

**City of Alameda**

Rob Bonta, Vice Mayor

**City of Albany**

Farid Javandel, Mayor

**City of Berkeley**

Laurie Capitelli, Councilmember

**City of Dublin**

Tim Sbranti, Mayor

**City of Emeryville**

Ruth Atkin, Councilmember

**City of Fremont**

Suzanne Chan, Vice Mayor

**City of Hayward**

Olden Henson, Councilmember

**City of Livermore**

Marshall Kamena, Mayor

**City of Newark**

Luis Freitas, Vice Mayor

**City of Oakland**

Councilmembers

Larry Reid

Rebecca Kaplan

**City of Piedmont**

John Chiang, Vice Mayor

**City of Pleasanton**

Jennifer Hosterman, Mayor

**City of San Leandro**

Joyce R. Starosciak, Councilmember

**Executive Director**

Arthur L. Dao

**DATE: July 6, 2011****SUBJECT: Outreach Sign-Up Opportunities****TO: Community Advisory Committee (CAC) Members**

The Alameda CTC has confirmed participation in several community outreach events for the month of July thru September 2011. As mentioned in the June 16, 2011, CAC meeting, I am sending this letter to provide the CAC members an opportunity to sign-up and partake to the following list of community events:

- Alameda County Fair
- Fremont Festival of the Arts
- Oakland Chinatown Street Fest 2011
- Solano Avenue Stroll
- Hayward Art and Wine Festival
- Newark Days Information Fair
- 

The CAC members will have an opportunity (1) to inform the public about the Measure B programs and projects and to (2) serve as a conduit of information back to the public ensuring that the programs, projects, policies, and goals of Alameda CTC are conveyed and understood, (3) to serve as a conduit for ideas and information coming from the public at large to the Alameda CTC, through written and oral reports. Encourage subscribers to use the e-newsletter and e-notifier on the Alameda CTC website, and (4) to develop and maintain working relationships with community organizations and groups throughout Alameda County that are interested in an affected by the Measure B program.

I have attached a sign-up sheet. Let me know what events you would like to participate. I will need your response by July 15, 2011. Once received, I will send you more detailed information of the event logistics.

If you have any other questions or comments, please contact me at [lbrazil@alamedactc.org](mailto:lbrazil@alamedactc.org) or call me at (510) 208-7419

Sincerely,

Liz Brazil  
Contract Compliance and Outreach Analyst

cc: Tess Lengyel, Deputy Director of Policy, Public Affairs and Legislation  
Attachment – Alameda Outreach Sign-Up Sheet

Alameda CTC					
Outreach Sign-Up Opportunities - Month of July - September 2011					
	What:	When:	Where:	Time:	Staffing:
	1 Alameda County Fair (East)	Thursday, 6/30/2011	Pleasanton County Fairgrounds	12:00 p.m. to 5:00 p.m.	Krystle Pasco
Time	Name		E-Mail Address	Cell Phone	Home Phone
	2 Alameda County Fair (East)	Thursday, 7/7/2011	Pleasanton County Fairgrounds	12:00 p.m. to 5:00 p.m.	Liz Brazil
Time	Name		E-Mail Address	Cell Phone	Home Phone
	3 Fremont Festival of the Arts (South)	Saturday, 8/6/2011	Paseo Padre/Walnut Street - Fremont CA	10:00 a.m. to 6:00 p.m.	Krystle Pasco
Time	Name		E-Mail Address	Cell Phone	Home Phone
	4 Fremont Festival of the Arts (South)	Sunday, 8/7/2011	Paseo Padre/Walnut Street - Fremont CA	10:00 a.m. to 6:00 p.m.	Liz Brazil
Time	Name		E-Mail Address	Cell Phone	Home Phone
	5 Oakland Street Fair (North)	Saturday, 8/27/2011	Oakland Chinatown	10:00 a.m. to 6:00 p.m.	Krystle Pasco
Time	Name		E-Mail Address	Cell Phone	Home Phone
	6 Oakland Street Fair (North)	Sunday, 8/28/2011	Oakland Chinatown	10:00 a.m. to 6:00 p.m.	Liz Brazil
Time	Name		E-Mail Address	Cell Phone	Home Phone
	7 Solano Avenue Stroll (North)	Sunday, 9/11/2011	Albany	11:00 a.m. to 5:00 p.m.	Krystle Pasco
Time	Name		E-Mail Address	Cell Phone	Home Phone
	8 Hayward Art and Wine Festival (Central)	Saturday, 9/17/2011	Hayward	12:00 p.m. to 5:00 p.m.	Liz Brazil
Time	Name		E-Mail Address	Cell Phone	Home Phone
	9 Newark Days - Information Fair (South)	Sunday, 9/18/2011	Cedar Blvd by Newark Community Center	10:00 a.m. to 6:00 p.m.	Liz Brazil/ Krystle Pasco
Time	Name		E-Mail Address	Cell Phone	Home Phone

## **CAC Community Outreach Sign-Up Opportunities – July through September 2011**

**1. Do you want to attend an Alameda CTC community outreach event?**

- ☐ Yes  
☐ No

**2. What is your name?**

**3. Which Alameda CTC community outreach event would you like to attend?**

- ☐ July 7, 2011 - Alameda County Fair (12:00 p.m. to 5:00 p.m.)  
☐ August 6, 2011 - Fremont Art and Wine Festival (10:00 a.m. to 6:00 p.m.)  
☐ August 7, 2011 - Fremont Art and Wine Festival (10:00 a.m. to 6:00 p.m.)  
☐ August 27, 2011 - Oakland Chinatown Street Fest 2011 (10:00 a.m. to 6:00 p.m.)  
☐ August 28, 2011 - Oakland Chinatown Street Fest 2011 (10:00 a.m. to 6:00 p.m.)  
☐ September 11, 2011 - Solano Avenue Stroll (12:00 p.m. to 5:00 p.m.)  
☐ September 17, 2011 - Hayward Street Fest 2011 (12:00 p.m. to 5:00 p.m.)  
☐ September 18, 2011 - Newark Days Informational Fair (10:00 a.m. to 6:00 p.m.)

For events checked above, list the times you would like to attend?

**4. How would you most like to receive additional information regarding this event?**

- ☐ E-mail  
☐ Phone  
☐ Mail

Other (Please Specify)

**5. Do you have any questions or special request?**

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## Glossary of Acronyms

**CAC Meeting 07/21/11  
Attachment 05B**

<b>ABAG</b>	Association of Bay Area Governments	<b>MTC</b>	Metropolitan Transportation Commission
<b>ACCM</b>	Alameda County Congestion Management Agency	<b>MTS</b>	Metropolitan Transportation System
<b>ACE</b>	Altamont Commuter Express	<b>NEPA</b>	National Environmental Policy Act
<b>ACTA</b>	Alameda County Transportation Authority (1986 Measure B authority)	<b>NOP</b>	Notice of Preparation
<b>ACTAC</b>	Alameda County Technical Advisory Committee	<b>PCI</b>	Pavement Condition Index
<b>ACTIA</b>	Alameda County Transportation Improvement Authority (2000 Measure B authority)	<b>PSR</b>	Project Study Report
<b>ADA</b>	Americans with Disabilities Act	<b>RM 2</b>	Regional Measure 2 (Bridge toll)
<b>BAAQMD</b>	Bay Area Air Quality Management District	<b>RTIP</b>	Regional Transportation Improvement Program
<b>BART</b>	Bay Area Rapid Transit District	<b>RTP</b>	Regional Transportation Plan (MTC's <i>Transportation 2035</i> )
<b>BRT</b>	Bus Rapid Transit	<b>SAFETEA-LU</b>	Safe, Accountable, Flexible, Efficient Transportation Equity Act
<b>Caltrans</b>	California Department of Transportation	<b>SR</b>	State Route
<b>CEQA</b>	California Environmental Quality Act	<b>STA</b>	State Transit Assistance
<b>CIP</b>	Capital Investment Program	<b>STIP</b>	State Transportation Improvement Program
<b>CMAQ</b>	Federal Congestion Mitigation and Air Quality	<b>STP</b>	Federal Surface Transportation Program
<b>CMP</b>	Congestion Management Program	<b>TCM</b>	Transportation Control Measures
<b>CTC</b>	California Transportation Commission	<b>TCRP</b>	Transportation Congestion Relief Program
<b>EIR</b>	Environmental Impact Report	<b>TDA</b>	Transportation Development Act
<b>FHWA</b>	Federal Highway Administration	<b>TDM</b>	Travel-Demand Management
<b>FTA</b>	Federal Transit Administration	<b>TFCA</b>	Transportation Fund for Clean Air
<b>HOT</b>	High occupancy toll	<b>TIP</b>	Federal Transportation Improvement Program
<b>HOV</b>	High occupancy vehicle	<b>TLC</b>	Transportation for Livable Communities
<b>ITIP</b>	State Interregional Transportation Improvement Program	<b>TMP</b>	Traffic Management Plan
<b>LATIP</b>	Local Area Transportation Improvement Program	<b>TMS</b>	Transportation Management System
<b>LAVTA</b>	Livermore-Amador Valley Transportation Authority	<b>TOD</b>	Transit-Oriented Development
<b>LOS</b>	Level of service	<b>TOS</b>	Transportation Operations Systems
		<b>TVTC</b>	Tri Valley Transportation Committee
		<b>VHD</b>	Vehicle Hours of Delay
		<b>VMT</b>	Vehicle miles traveled

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# CAC Outreach Planning and Review

## *Quarterly Committee Assessment*

### BACKGROUND

The Citizens Advisory Committee (CAC) was created during the first authorization of Measure B in 1986, to serve as a liaison between the Authority and the general public. The CAC, along with Alameda CTC and partners, hosts Quarterly Transportation Forums throughout the County to help fulfill this charge. For each meeting and Transportation Forum, consider the questions below.

**Come to each meeting prepared to discuss.**

### GOALS & OBJECTIVES

#### WHAT is the Purpose of CAC?

1. Serve as a liaison between Alameda CTC and the public
2. Engage members of the public around the following:
  - How Measure B sales tax dollars are being allocated, invested, and leveraged throughout Alameda County
  - What projects and programs have been provided to date
  - What benefits have been provided by Measure B and its implementation
  - Information about the four community advisory committees and their roles (CAC, CWC, PAPCO, BPAC)
  - Act as a conduit for public input
  - Ideas involving local transportation improvements and needs related to Measure B
  - Concerns around Measure B-funded projects and programs

#### WHO is it CAC should be trying to reach?

1. Alameda County residents, voters, and commuters

- Parents with kids - especially school age
  - Senior citizens and related groups
  - People with disabilities and related groups
  - Public transportation users
  - Drivers of all ages
  - Walkers and Bicyclists
2. Members of the Business Community and employees
  3. Community Stakeholder Groups and Organizations

## WHEN should CAC members perform outreach?

1. Leading up to the Quarterly Transportation Forums, highlighting:
  - direct access to project and program sponsors
  - updates on local projects and programs
  - information for local small businesses about contracting opportunities

## HOW should CAC be providing outreach?

1. **Enroll** new subscribers to ALAMEDA CTC's *e-newsletter*
2. **Coordinate** presentations to organizations and groups in your network
3. **Distribute:**
  - Transportation Forum flyers
  - CAC Business Cards
  - Newsletter hard copies
  - Access Alameda Guides (for Paratransit service information)
  - Wheelchair and Scooter Breakdown Transportation Service brochure
  - Annual Reports
4. **Talk** about Measure B to as many individuals and groups as possible; incorporate the CAC Outreach Speaking Points.
5. **Think** outside the box about outlets available to get information out and conversations started.

## Considerations for Each Meeting

- How can CAC members improve outreach efforts?
- How much time should be invested in the outreach effort?
- What kind of information should we be gleaning from the community?
- How can members improve outreach effectiveness?



## MEMORANDUM

**To:** Citizens Advisory Committee (CAC)

**From:** Liz Brazil, Contract Compliance and Outreach Analyst

**Date:** July 14, 2011

**Subject:** CAC Members Outreach Survey

### Recommendation

Staff recommends that the CAC members review the attached survey questions and share their thoughts on how to best serve the role of CAC members doing outreach.

### Background

The Alameda CTC will be performing significant outreach efforts for the Fiscal Year 2011-2012 and seeks CAC member involvement. The CAC role is to serve as a liaison with community members and businesses. The CAC keeps the Commission informed of the progress of Measure B programs and projects, and discusses local community transportation concerns, as well as provides feedback to members' respective communities. The CAC purpose is to regularly inform, on behalf of the Alameda CTC, the communities in each Alameda County planning area about the progress of Measure B-funded transportation programs and projects.

The CAC Chair and Staff collaborated on the list of survey questions on how to best serve their role as a CAC members doing outreach. On July 14, 2011, Staff sent the survey to the CAC members and will collect data to share the comments to the CAC members.

### Fiscal Impact

None.

### Attachments

Attachment A: CAC Member Survey

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## CAC Members Outreach Survey

**1. What type of outreach would you be most likely to do as a member of CAC to increase awareness of Measure B programs and projects?**

- ☐ Community General Outreach Events
- ☐ Community Business Outreach Events
- ☐ Speaker's Bureau Outreach (come with Alameda CTC Staff on speaking engagements)
- ☐ Social Media (Facebook, Twitter, You Tube, etc.)

Other (please specify)

**2. What materials or tools would be useful for you on the outreach effort?**

- ☐ Committee Business Cards
- ☐ Transportation Forum Flyers
- ☐ Alameda CTC Website
- ☐ E-Newsletter
- ☐ Access Alameda Guides
- ☐ Alameda CTC Annual Report
- ☐ Social Media (Facebook, Twitter, You Tube, etc.)

Other (please specify)

**3. How many outreach activities do you plan to participate in the coming year as a CAC member?**

- ☐ 1 - 5
- ☐ 6 - 10
- ☐ 11 - 15
- ☐ 16 - 20
- ☐ 21 - 25

Other (please specify)

---

**4. What can Alameda CTC do to assist you in becoming an active member of the CAC meetings and activities?**



**5. Would you like to participate in an Outreach Subcommittee to help develop outreach opportunities?**

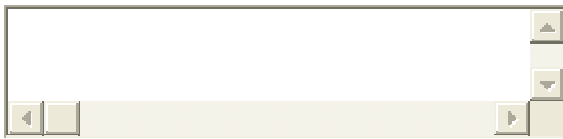
☐

Yes

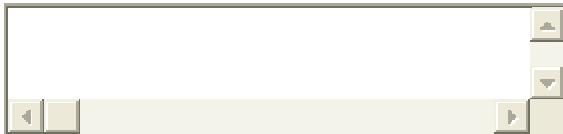
☐

No

**6. What groups do you recommend Alameda CTC contact or reach out to?**



**7. Share other suggestions.**





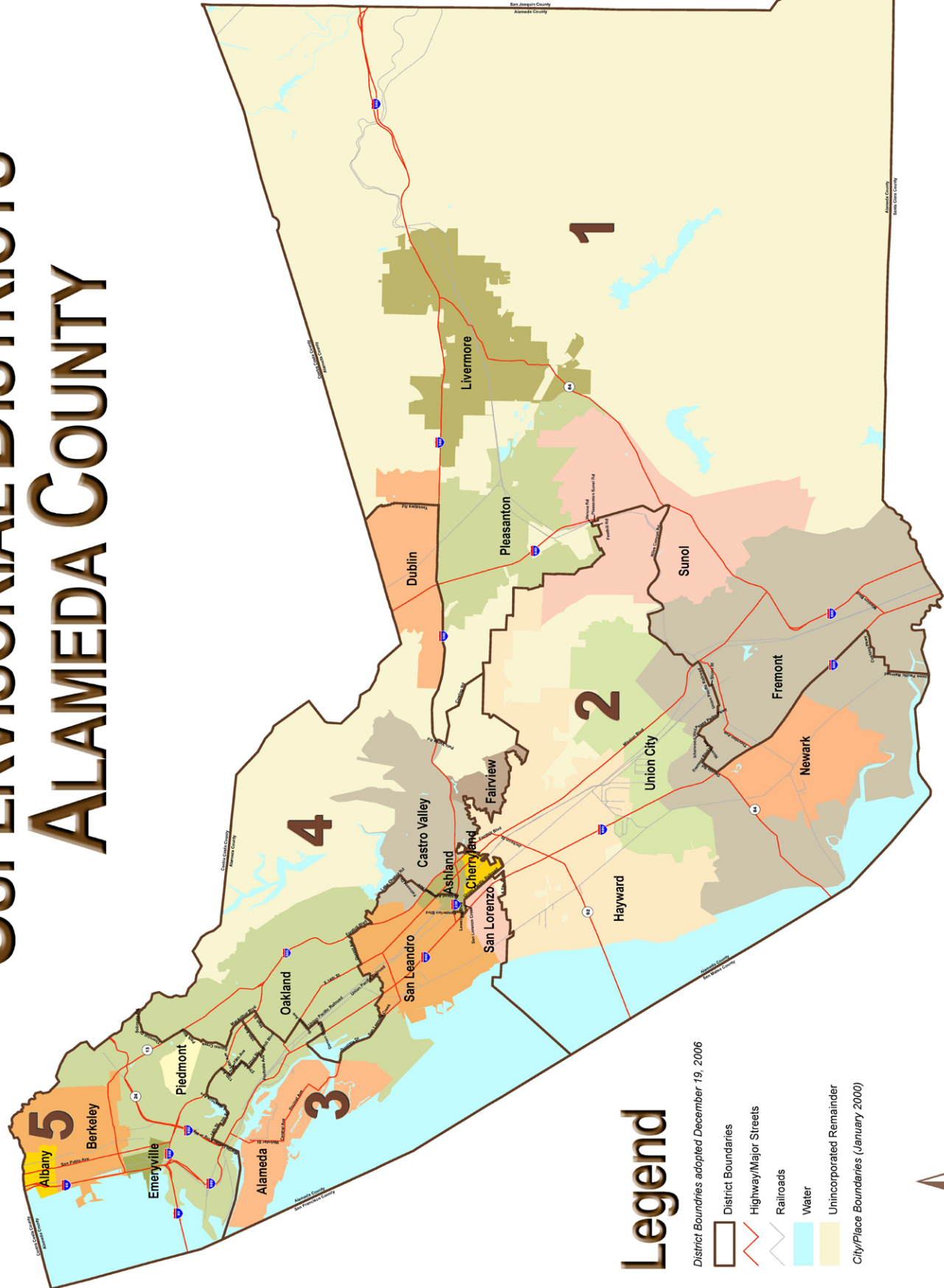
**Alameda County Transportation Commission**  
**Citizen Advisory Committee**  
**Roster and Attendance**  
**Fiscal Year 2011/2012**

	Title	Last Name	First Name	City	Appointed By	Term Began	Re-apptmt.	Term Expires	Mtgs Missed Since July '11*
2	Ms.	Dorsey, Chair	Cynthia	Oakland	Supervisor Keith Carson, D-5	Feb-02	Mar-09	Mar-11	0
1	Mr.	Ferrier, Vice-Chair	Barry	Union City	Mayor Mark Green, Union City	Jan-04	Jan-10	Jan-12	0
3	Ms.	Brown	Meredith	Oakland	Supervisor Nate Miley, D-4	Apr-07	Apr-09	Apr-11	0
4	Mr.	Castro	Norbert	San Leandro	Councilmember Joyce Starosciak, San Leandro	Dec-07	Feb-10	Feb-12	0
5	Ms.	Chinn	Val	Hayward	Mayor Marshall Kamena, Livermore	Dec-99	Feb-10	Feb-12	0
6	Mr.	Collier	Joseph	San Leandro	Councilmember Joyce Starosciak, San Leandro	Dec-09		Dec-11	0
7	Ms.	Hilliard	Frances	Oakland	Supervisor Wilma Chan, D-3	Jun-02	Feb-10	Feb-12	0
8	Mr.	Hilson	Joseph	Hayward	Mayor Marshall Kamena, Livermore	Dec-06	Feb-11	Feb-13	0
9	Mr.	Hottle	Brad	Pleasanton	Mayor Jennifer Hosterman, Pleasanton	Oct-10		Oct-12	3
10	Mr.	Jefferson	Alton	San Leandro	Supervisor Wilma Chan, D-3	Sep-08	Sep-10	Sep-12	0
11	Dr.	Jindal	Roop	Hayward	Supervisor Scott Haggerty, D-1	Oct-03	Mar-10	Mar-12	0
12	Mr.	Kastriotis	Dimitris	Sunol	Supervisor Nadia Lockyer, D-2	Dec-07	Jan-10	Jan-12	0
13	Ms.	LePell	Audrey	Hayward	Supervisor Nadia Lockyer, D-2	May-04	Mar-11	Mar-13	0
14	Ms.	Lorenzana-Campo	Pilar	Oakland	Councilmember Rebecca Kaplan	May-10		May-12	0
15	Mr.	Mann	Harpal	Union City	Supervisor Nadia Lockyer, D-2	Mar-11		Mar-13	0
16	Mr.	Repar	John	Union City	Mayor Mark Green, Union City	Mar-11		Mar-13	0

**Alameda County Transportation Commission**  
**Citizen Advisory Committee**  
**Roster and Attendance**  
**Fiscal Year 2011/2012**

	<b>Title</b>	<b>Last Name</b>	<b>First Name</b>	<b>City</b>	<b>Appointed By</b>	<b>Term Began</b>	<b>Re-apptmt.</b>	<b>Term Expires</b>	<b>Mtgs Missed Since July '11*</b>
17	Mr.	Rose	Frank	Oakland	Supervisor Nate Miley, D-4	Sep-08	Feb-11	Feb-13	0
18	Ms.	Sample	Clara	Union City	Mayor Mark Green, Union City	Sep-10		Sep-12	0
19	Mr.	Sebastian	Nicholas	Emeryville	Vice Mayor Rob Bonta, Alameda	Sep-07	Sep-09	Sep-11	0
20	Ms.	Stocking	Gerarda	Livermore	Supervisor Scott Haggerty, D-1	Oct-03	Mar-10	Mar-12	0
21	Ms.	Walker	Brenda	Oakland	Supervisor Nate Miley, D-4	Oct-09		Oct-11	0
22	Mr.	Washington	Ronald	Berkeley	Supervisor Keith Carson, D-5	Feb-02	Mar-09	Mar-11	0
23	Mr.	White	Darren	San Leandro	Councilmember Joyce Starosciak, San Leandro	Sep-08	Sep-10	Sep-12	0
24	Mr.	Zukas	Hale	Berkeley	Supervisor Keith Carson, D-5	Feb-02	Mar-09	Mar-11	0
25		Vacancy			Vice Mayor Rob Bonta, Alameda				
26		Vacancy			Vice Mayor Rob Bonta, Alameda				
27		Vacancy			Mayor Jennifer Hosterman, Pleasanton				
28		Vacancy			Mayor Jennifer Hosterman, Pleasanton				
29		Vacancy			Mayor Marshall Kamena, Livermore				
30		Vacancy			Councilmember Rebecca Kaplan				
31		Vacancy			Councilmember Rebecca Kaplan				
32		Vacancy			Supervisor Wilma Chan, D-3				
33		Vacancy			Supervisor Scott Haggerty, D-1				

**SUPERVISORIAL DISTRICTS**  
***ALAMEDA COUNTY***



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## Countywide Transportation Plan Update and Transportation Expenditure Plan Development Overview

The Alameda CTC is in the process of updating the Alameda County Countywide Transportation Plan (CWTP), a 25-year plan that lays out a strategy for addressing transportation needs for all users in Alameda County and feeds into the Regional Transportation Plan. The Alameda CTC is also developing a new Transportation Expenditure Plan (TEP) concurrently with the CWTP.

The following committees are involved in the CWTP-TEP development process:

**Steering Committee:** Comprised of 13 members from the Alameda CTC including representatives from the cities of Berkeley, Emeryville, Hayward, Livermore, Newark, Oakland, Pleasanton, and Union City, as well as Alameda County, BART and AC Transit. Mayor Mark Green of Union City is the chair and Councilmember Kriss Worthington of Berkeley is the vice-chair. The purpose of the Steering Committee is to lead the planning effort, which will shape the future of transportation throughout Alameda County. To view the meeting calendar, visit <http://www.alamedactc.org/events/month/now>.

Staff liaisons:

- Tess Lengyel, Deputy Director of Policy, Public Affairs, and Legislation, (510) 208-7428, [tlengyel@alamedactc.org](mailto:tlengyel@alamedactc.org)
- Beth Walukas, Deputy Director of Planning, (510) 208-7405, [bwalukas@alamedactc.org](mailto:bwalukas@alamedactc.org)

**Technical Advisory Working Group (TAWG):** Comprised of agency staff representing all areas of the County including planners and engineers from local jurisdictions, all transit operators in Alameda County, and representatives from the park districts, public health, social services, law enforcement, and education. The purpose of the Technical Advisory Working Group is to provide technical input, serve in an advisory capacity to the Steering Committee, and share information with the Community Advisory Working Group. To view the meeting calendar, visit <http://www.alamedactc.org/events/month/now>.

Staff liaisons:

- Beth Walukas, Deputy Director of Planning, (510) 208-7405, [bwalukas@alamedactc.org](mailto:bwalukas@alamedactc.org)
- Saravana Suthanthira, Senior Transportation Planner, (510) 208-7426, [ssuthanthira@alamedactc.org](mailto:ssuthanthira@alamedactc.org)

*continued*

**Community Advisory Working Group (CAWG):** Comprised of 27 members representing diverse interests throughout Alameda County including business, civil rights, education, the environment, faith-based advocacy, health, public transit, seniors and people with disabilities, and social justice. The purpose of the Community Advisory Working Group is to provide input on the Countywide Transportation Plan and the Transportation Expenditure Plan to meet the multi-modal needs of our diverse communities and businesses in Alameda County, serve in an advisory capacity to the Steering Committee, and share information with the Technical Advisory Working Group. To view the meeting calendar, visit <http://www.alamedactc.org/events/month/now>.

Staff liaisons:

- Tess Lengyel, Deputy Director of Policy, Public Affairs, and Legislation, (510) 208-7428, [tlengyel@alamedactc.org](mailto:tlengyel@alamedactc.org)
- Diane Stark, Senior Transportation Planner, (510) 208-7410, [dstark@alamedactc.org](mailto:dstark@alamedactc.org)



## Memorandum

**DATE:** June 27, 2011

**TO:** Alameda County Technical Advisory Committee (ACTAC)

**FROM:** Beth Walukas, Deputy Director of Planning  
Tess Lengyel, Deputy Director of Policy, Public Affairs and Legislation

**SUBJECT:** **Review of Sustainable Community Strategy (SCS)/Regional Transportation Plan (RTP) and Countywide Transportation Plan (CWTP)/ Transportation Expenditure Plan Information**

### Recommendation

This item is for information only. No action is requested.

### Summary

This item provides information on regional and countywide transportation planning efforts related to the updates of the Countywide Transportation Plan and Sales Tax Transportation Expenditure Plan (CWTP-TEP) as well as the Regional Transportation Plan (RTP) and the development of the Sustainable Community Strategy (SCS).

### Discussion

ACTAC; the Planning, Policy and Legislation Committee (PPLC); the Alameda CTC Board; the Citizen's Watchdog Committee; the Paratransit Advisory and Planning Committee; the Citizen's Advisory Committee; and the Bicycle and Pedestrian Advisory Committee receive monthly updates on the CWTP-TEP and RTP/SCS. The purpose of this report is to keep various Committee and Working Groups updated on regional and countywide planning activities, alert Committee members about issues and opportunities requiring input in the near term, and provide an opportunity for Committee feedback in a timely manner. CWTP-TEP Committee agendas and related documents are available on the Alameda CTC website. RTP/SCS related documents are available at [www.onebayarea.org](http://www.onebayarea.org).

### July 2011 Update:

This report focuses on the month of July 2011. A summary of countywide and regional planning activities for the next three months is found in Attachment A and a three year schedule for the countywide and the regional processes is found in Attachment B and Attachment C respectively. Highlights include MTC and ABAG's alternative scenario and performance assessment and the release of Alameda CTC's first round evaluation results of the transportation investment packages.

#### *1) MTC/ABAG Development of Alternative Land Use and Transportation Scenarios*

MTC and ABAG have released draft alternative land use and transportation scenarios, which were presented to the MTC Planning and ABAG Administration Committees and the MTC Commission at

their June 10 and June 22 meetings. The MTC Commission and ABAG Administrative Committee after much discussion and public comment approved five land use options and two transportation options and directed staff to bring back additional information on how social equity will be accomplished in the analysis. MTC staff will begin its performance assessment with result anticipated to be released in October.

## 2) RTP/SCS Work Element Proposals

MTC continues to refine their proposals and guidance for the following work elements of the RTP/SCS including:

- Releasing draft 25-year revenue projections (county budgets are not anticipated to be available until Fall 2011); and
- Developing draft transit capital, local streets and roads maintenance needs, and transit operation needs estimates.

## 3) Upcoming Meetings Related to Countywide and Regional Planning Efforts:

Committee	Regular Meeting Date and Time	Next Meeting
CWTP-TEP Steering Committee	4 <sup>th</sup> Thursday of the month, noon Location: Alameda CTC	July 28, 2011 No August Meeting September 22, 2011
CWTP-TEP Technical Advisory Working Group	2 <sup>nd</sup> Thursday of the month, 1:30 p.m. Location: Alameda CTC	July 14, 2011 No August Meeting September 8, 2011
CWTP-TEP Community Advisory Working Group	1 <sup>st</sup> Thursday of the month, 3:00 p.m. Location: Alameda CTC	July 7, 2011 No August Meeting September 1, 2011
SCS/RTP Regional Advisory Working Group	1 <sup>st</sup> Tuesday of the month, 9:30 a.m. Location: MetroCenter, Oakland	July 5, 2011 August 2, 2011 September 6, 2011
SCS/RTP Equity Working Group	Location: MetroCenter, Oakland	July 13, 2011 August 10, 2011 September 14, 2011
SCS/RTP Housing Methodology Committee	10 a.m. Location: BCDC, 50 California St., 26th Floor, San Francisco	July 28, 2011

## Fiscal Impact

None.

## Attachments

Attachment A: Summary of Next Quarter Countywide and Regional Planning Activities  
Attachment B: CWTP-TEP-RTP-SCS Development Implementation Schedule  
Attachment C: One Bay Area SCS Planning Process



## Summary of Next Quarter Countywide and Regional Planning Activities (July through September)

### Countywide Planning Efforts

The three year CWTP-TEP schedule showing countywide and regional planning milestone schedules is found in Attachment B. Major milestone dates are presented at the end of this memo. During the July through September time period, the CWTP-TEP Committees will be focusing on:

- Coordinating with ABAG and local jurisdictions to provide comments on the Initial Vision Scenario and to define the Alternative Land Use Scenarios for the Sustainable Communities Strategy;
- Evaluating transportation investment packages against a Future Land Use scenario;
- Reviewing the results of the evaluation and developing a constrained transportation network;
- Identifying a preliminary list of Transportation Expenditure Plan projects and programs;
- Developing countywide 25-year revenue projections and opportunities that are consistent and concurrent with MTC's 25-year revenue projections;
- Continuing the discussion on Transportation Expenditure Plan strategic parameters and funding scenarios;
- Developing a Locally Preferred SCS land use scenario to test with the constrained transportation network; and
- Developing a public outreach strategy for Fall 2011.

### Regional Planning Efforts

Staff continues to coordinate the CWTP-TEP with planning efforts at the regional level including the Regional Transportation Plan (MTC), the Sustainable Communities Strategy (ABAG), Climate Change Bay Plan and amendments (San Francisco Bay Conservation and Development Commission (BCDC)) and CEQA Guidelines (Bay Area Air Quality Management District (BAAQMD)).

In the three month period for which this report covers, MTC and ABAG are focusing on

- Receiving input on the Initial SCS Vision Scenario released March 11, 2011;
- Developing the Alternative Land Use and Transportation Scenarios based on that input;;
- Developing draft 25-year revenue projections; and
- Conducting a performance assessment.

Staff will be coordinating with the regional agencies and providing feedback on these issues, through:

- Participating on the MTC/ABAG Regional Advisory Working Group (RAWG),
- Participating on regional Sub-committees (Equity sub-committee); and
- Assisting in public outreach.

### Key Dates and Opportunities for Input

The key dates shown below are indications of where input and comment are desired. The major activities and dates are highlighted below by activity:

#### *Sustainable Communities Strategy:*

Presentation of SCS information to local jurisdictions: Completed

Initial Vision Scenario Released: March 11, 2011: Completed  
Alternative SCS Scenarios Released: July 2011  
Preferred SCS Scenario Released/Approved: December 2011/January 2012

#### *RHNA*

RHNA Process Begins: January 2011  
Draft RHNA Methodology Released: September 2011  
Draft RHNA Plan released: February 2012  
Final RHNA Plan released/Adopted: July 2012/October 2012

#### *RTP*

Develop Financial Forecasts and Committed Funding Policy: Completed  
Call for RTP Transportation Projects: Completed  
Conduct Performance Assessment: May 2011 - October 2011  
Transportation Policy Investment Dialogue: October 2011 – February 2012  
Prepare SCS/RTP Plan: April 2012 – October 2012  
Draft RTP/SCS for Released: November 2012  
Prepare EIR: December 2012 – March 2013  
Adopt SCS/RTP: April 2013

#### *CWTP-TEP*

Develop Land Use Scenarios: May – September 2011  
Call for Projects: Completed  
Outreach: January 2011 - December 2011  
Draft List of CWTP constrained Projects and Programs: July 2011  
First Draft CWTP: September 2011  
Preliminary TEP Program and Project list: September 2011  
Draft CWTP and TEP Released: January 2012  
Outreach: January 2012 – June 2012  
Adopt CWTP and TEP: July 2012  
TEP Submitted for Ballot: August 2012

Calendar Year 2010

	2010						Meeting	2010				
Task	January	February	March	April	May	June	July	August	Sept	Oct	Nov	Dec
Alameda CTC Committee/Public Process												
Steering Committee			Establish Steering Committee	Working meeting to establish roles/ responsibilities, community working group	RFP feedback, tech working group	Update on Transportation/ Finance Issues	Approval of Community working group and steering committee next steps	No Meetings		Feedback from Tech, comm working groups	No Meetings	Expand vision and goals for County ?
Technical Advisory Working Group								No Meetings		Roles, resp, schedule, vision discussion/ feedback	No Meetings	Education: Trans statistics, issues, financials overview
Community Advisory Working Group								No Meetings		Roles, resp, schedule, vision discussion/ feedback	No Meetings	Education: Transportation statistics, issues, financials overview
Public Participation								No Meetings			Stakeholder outreach	
Agency Public Education and Outreach	Information about upcoming CWTP Update and reauthorization											
Alameda CTC Technical Work												
Technical Studies/RFP/Work timelines: All this work will be done in relation to SCS work at the regional level						Board authorization for release of RFPs	Pre-Bid meetings	Proposals reviewed	ALF/ALC approves shortlist and interview; Board approves top ranked, auth. to negotiate or NTP	Technical Work		
Polling												
Sustainable Communities Strategy/Regional Transportation Plan												
Regional Sustainable Community Strategy Development Process - Final RTP in April 2013			Local Land Use Update P2009 begins & PDA Assessment begins						Green House Gas Target approved by CARB.	Start Vision Scenario Discussions		
											Adopt methodology for Jobs/Housing Forecast (Statutory Target)	Projections 2011 Base Case
												Adopt Voluntary Performance Targets

		2011					FY2011-2012	2011					
Task		January	February	March	April	May	June	July	August	Sept	Oct	Nov	Dec
Alameda CTC Committee/Public Process													
Steering Committee	Adopt vision and goals; begin discussion on performance measures, key needs	Performance measures, costs guidelines, call for projects and prioritization process, approve polling questions, initial vision scenario discussion	Review workshop outcomes, transportation issue papers, programs, finalize performance measures, land use discussion, call for projects update	Outreach and call for projects update (draft list approval), project and program packaging, county land use	Outreach update, project and program screening outcomes, call for projects final list to MTC, TEP strategic parameters, land use, financials, committed projects	No Meetings.		Project evaluation outcomes; outline of CWTP; TEP Strategies for project and program selection	No Meetings	1st Draft CWTP, TEP potential project and program packages, outreach and polling discussion		Meeting moved to December due to holiday conflict	Review 2nd draft CWTP; 1st draft TEP
Technical Advisory Working Group	Comment on vision and goals; begin discussion on performance measures, key needs	Continue discussion on performance measures, costs guidelines, call for projects, briefing book, outreach	Review workshop outcomes, transportation issue papers, programs, finalize performance measures, land use discussion, call for projects update	Outreach and call for projects update, project and program packaging, county land use	Outreach update, project and program screening outcomes, call for projects update, TEP strategic parameters, land use, financials, committed projects	No Meetings.		Project evaluation outcomes; outline of CWTP; TEP Strategies for project and program selection	No Meetings	1st Draft CWTP, TEP potential project and program packages, outreach and polling discussion		Review 2nd draft CWTP, 1st draft TEP, poll results update	No Meetings
Community Advisory Working Group	Comment on vision and goals; begin discussion on performance measures, key needs	Continue discussion on performance measures, costs guidelines, call for projects, briefing book, outreach	Review workshop outcomes, transportation issue papers, programs, finalize performance measures, land use discussion, call for projects update	Outreach and call for projects update, project and program packaging, county land use	Outreach update, project and program screening outcomes, call for projects update, TEP strategic parameters, land use, financials, committed projects	No Meetings.		Project evaluation outcomes; outline of CWTP; TEP Strategies for project and program selection	No Meetings	1st Draft CWTP, TEP potential project and program packages, outreach and polling discussion		Review 2nd draft CWTP, 1st draft TEP, poll results update	No Meetings
Public Participation	Public Workshops in two areas of County: vision and needs; Central County Transportation Forum	Public Workshops in all areas of County: vision and needs		East County Transportation Forum				South County Transportation Forum	No Meetings		2nd round of public workshops in County: feedback on CWTP,TEP; North County Transportation Forum		No Meetings
Agency Public Education and Outreach		Ongoing Education and Outreach through November 2012						Ongoing Education and Outreach through November 2012					
Alameda CTC Technical Work													
Technical Studies/RFP/Work timelines: All this work will be done in relation to SCS work at the regional level		Feedback on Technical Work, Modified Vision, Preliminary projects lists					Work with feedback on CWTP and financial scenarios	Technical work refinement and development of Expenditure plan, 2nd draft CWTP					
Polling	Conduct baseline poll										Polling on possible Expenditure Plan projects & programs	Polling on possible Expenditure Plan projects & programs	
Sustainable Communities Strategy/Regional Transportation Plan													
Regional Sustainable Community Strategy Development Process - Final RTP in April 2013			Release Initial Vision Scenario	Detailed SCS Scenario Development				Release Detailed SCS Scenarios	Technical Analysis of SCS Scenarios; Adoption of Regional Housing Needs Allocation Methodology		SCS Scenario Results/and funding discussions		Release Preferred SCS Scenario
	Discuss Call for Projects		Call for Transportation Projects and Project Performance Assessment			Project Evaluation		Draft Regional Housing Needs Allocation Methodoligy					
	Develop Draft 25-year Transportation Financial Forecasts and Committed Transportation Funding Policy												

Calendar Year 2012

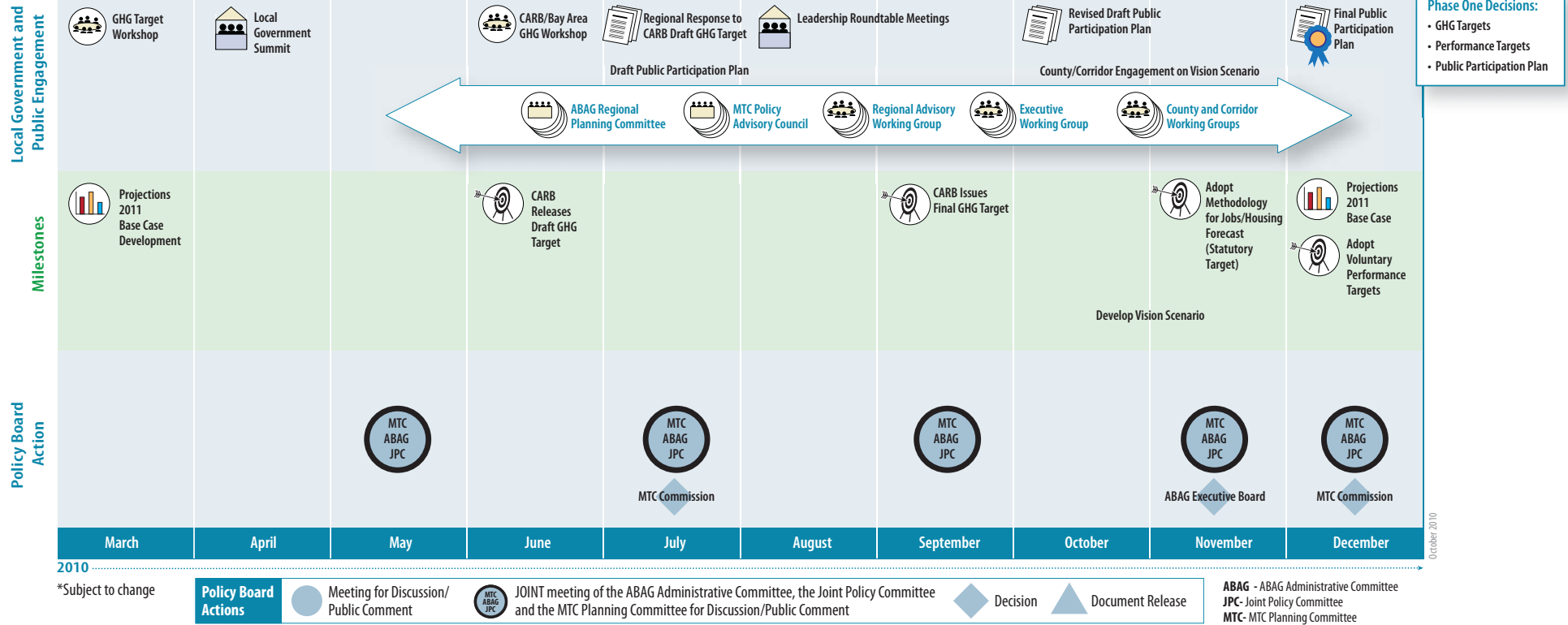
	2012					FY2011-2012					
Task	January	February	March	April	May	June	July	August	Sept	Oct	November
Alameda CTC Committee/Public Process											
Steering Committee	Full Draft TEP, Outcomes of outreach meetings	Finalize Plans	Meetings to be determined as needed	Adopt Draft Plans	Adopt Final Plans	Expenditure Plan on Ballot					VOTE: November 6, 2012
Technical Advisory Working Group	Full Draft TEP, Outcomes of outreach meetings	Finalize Plans	Meetings to be determined as needed								VOTE: November 6, 2012
Community Advisory Working Group	Full Draft TEP, Outcomes of outreach meetings	Finalize Plans	Meetings to be determined as needed								VOTE: November 6, 2012
Public Participation			Expenditure Plan City Council/BOS Adoption								VOTE: November 6, 2012
Agency Public Education and Outreach	Ongoing Education and Outreach Through November 2012 on this process and final plans					Ongoing Education and Outreach through November 2012 on this process and final plans					
Alameda CTC Technical Work											
Technical Studies/RFP/Work timelines: All this work will be done in relation to SCS work at the regional level	Finalize Plans										
Polling					Potential Go/No Go Poll for Expenditure Plan						
Sustainable Communities Strategy/Regional Transportation Plan											
Regional Sustainable Community Strategy Development Process - Final RTP in April 2013	Approval of Preferred SCS, Release of Regional Housing Needs Allocation Plan		Begin RTP Technical Analysis & Document Preparation	Prepare SCS/RTP Plan							Release Draft SCS/RTP for review

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## Sustainable Communities Strategy Planning Process: Phase 1 Detail for 2010\*

Phase 1: Performance Targets and Vision Scenario

OneBayArea



October 2010

## Sustainable Communities Strategy Planning Process: Phase 2 Detail for 2011\*

Phase 2: Scenario Planning, Transportation Policy & Investment Dialogue, and Regional Housing Need Allocation

OneBayArea

### Phase Two Decisions:

- Vision Scenarios
- Financial Forecasts
- Detailed SCS Scenarios
- RHNA Methodology
- Preferred SCS Scenario
- Draft RHNA Plan

### Scenario Planning

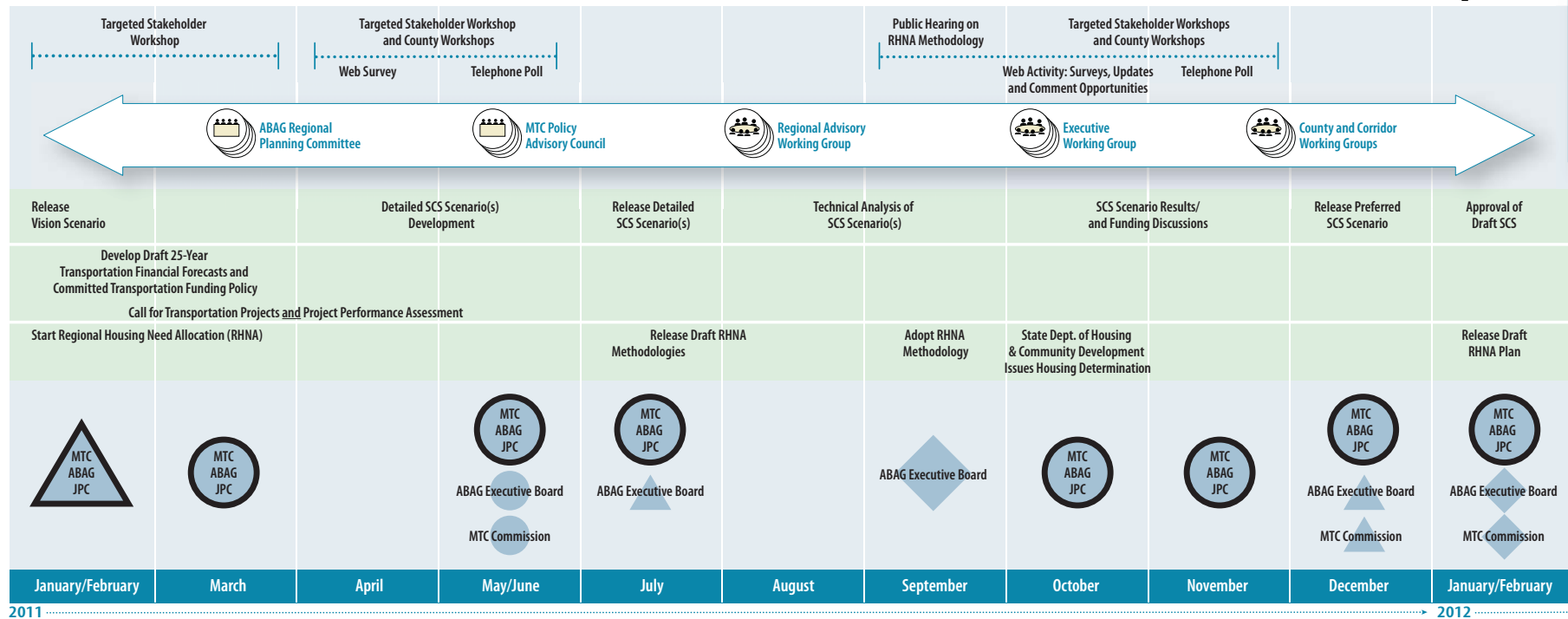
### Transportation Policy and Investment Dialogue

### Regional Housing Need Allocation

Local Government and Public Engagement

Milestones

Policy Board Action





## Sustainable Communities Strategy Planning Process: Phases 3 & 4 Details for 2012–2013\*

OneBayArea

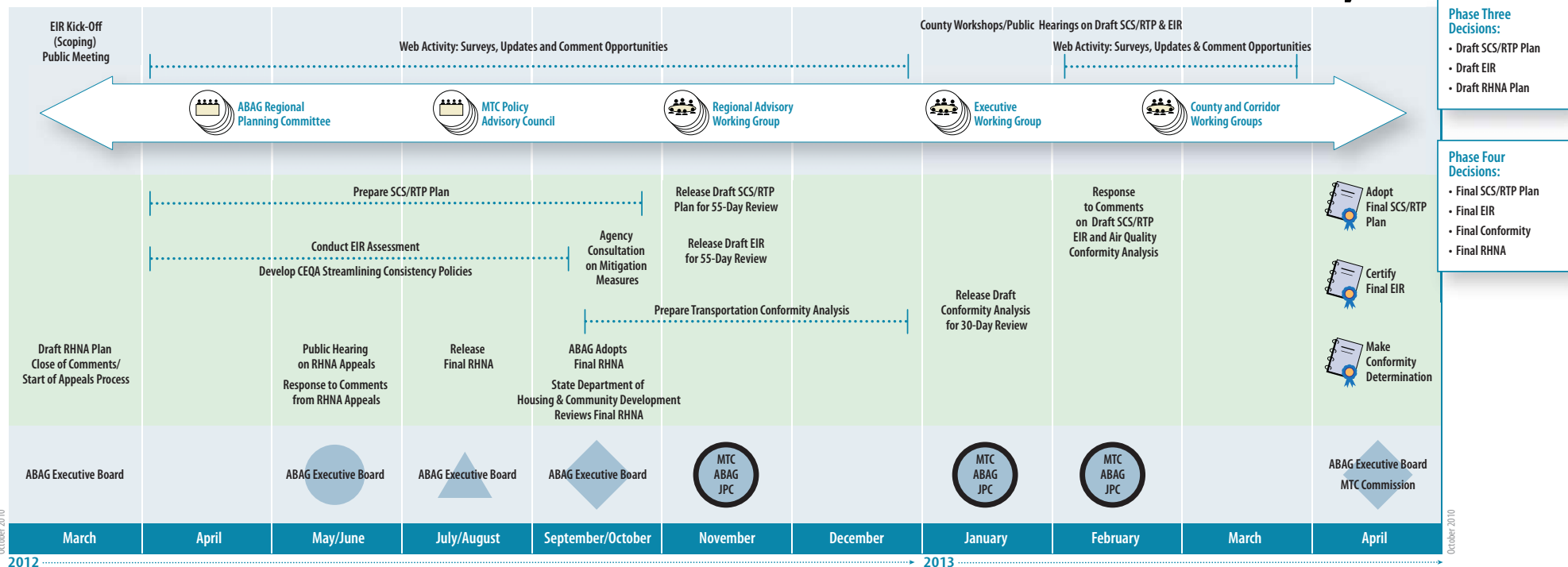
Phase 3: Housing Need Allocation, Environmental/Technical Analyses and Final Plans

Phase 4: Plan Adoption

Local Government and  
Public Engagement

Milestones

Policy Board  
Action



**Phase Three Decisions:**

- Draft SCS/RTP Plan
- Draft EIR
- Draft RHNA Plan

**Phase Four Decisions:**

- Final SCS/RTP Plan
- Final EIR
- Final Conformity
- Final RHNA

\*Subject to change

**Policy Board Actions**

Meeting for Discussion/  
Public Comment



JOINT meeting of the ABAG Administrative Committee, the Joint Policy Committee and the MTC Planning Committee for Discussion/Public Comment



Decision



Document Release

ABAG - ABAG Administrative Committee  
JPC - Joint Policy Committee  
MTC - MTC Planning Committee

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## MEMORANDUM

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from Joan Chaplick and Carolyn Verheyen, MIG

re Proposed CWTP/TEP Community Outreach Approach and Strategy: Fall 2011

date 6/27/2011

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### OVERVIEW

This memorandum describes the proposed outreach approach and strategy for the second round of community outreach for the Alameda Countywide Transportation Plan (CWTP) and Transportation Expenditure Plan (TEP).

The purpose of these outreach activities is to:

- Remind participants of the purpose of the CWTP and its relationship to the Transportation Expenditure Plan (TEP)
- Present the draft CWTP for review and comment; and
- Present preliminary TEP project, program and financial information.

Based on experience developed during the first round of outreach on the CWTP, conducted January through March 2011, the outreach team recommends that a suite of materials be developed for use in three main outreach strategies – Community Workshops, Web-based Outreach and an Outreach Toolkit. This will ensure clear and consistent messaging in multiple mediums. It will also enable the outreach team to collect comments on the draft CWTP through a variety of methods, allowing for more comprehensive data analysis.

This overarching strategy also responds to the lessons learned from the initial round of outreach done in the spring of 2011, as documented in the Summary of Public Participation Findings. In implementing these strategies, there will be an increase in coordination with stakeholder groups, with targeted outreach to Asian and Latino populations in order to achieve a level of participation representative of county demographics. There will also be an emphasis on increasing participation of residents in the central and southern planning areas of the county.

### OUTREACH MATERIALS

MIG, along with Alameda CTC staff, will assemble a suite of materials that will educate the public on the key elements of the draft CWTP and enable the Alameda CTC to collect comments and feedback on the draft CWTP. These materials will also aid in explaining the TEP development process, the preliminary projects, programs and financial information and how it integrates with the CWTP process. These materials will be flexible enough to be incorporated in a number of outreach strategies, such as Community Workshops and online efforts.

The materials will include:

- An Executive Summary or Summary of Key Sections from the draft CWTP, and preliminary TEP information
- A Fact Sheet explaining the CWTP/TEP process
- A Questionnaire in hard copy and web-based formats

## **OUTREACH STRATEGIES**

### **1. Community Workshops (5)**

Alameda CTC will host one two-hour workshop in each of the five supervisorial districts. The workshops will be held on weekday evenings, Monday through Thursday, during the months of October and early November. The outreach team will begin scheduling the workshops, and if available, host them in the same ADA and transit-accessible venues used in the first round of workshops. These potential venues include:

- Oakland City Hall
- Fremont Public Library
- Hayward City Hall
- San Leandro Library
- Dublin Public Library

Those participants who shared their email contact information during the first round of workshops will be invited via email to attend the second round of workshops. MIG will utilize existing media contacts to publicize the community workshops. MIG will also coordinate with Alameda CTC staff and advisory committee members to advertise the workshops through existing communication channels such as the Alameda CTC website, newsletters and email announcements.

The following list identifies workshop outreach methods and materials:

#### **Workshop Outreach Method**

E-Mail Announcement  
Public Service Announcements  
Press Release  
Website Announcement  
Newspaper advertisements

#### **Workshop Materials**

Agenda  
Draft CWTP and preliminary TEP materials  
PowerPoint Presentation  
Display Boards  
Workshop Handouts (CWTP Executive Summary, CWTP-TEP Process Graphic, TEP preliminary materials)  
Comment Form (to include additional demographic information questions such as which planning area of the county participants live and/or work)

The E-mail announcement will do the following:

- Encourage community members to attend a workshop;
- Encourage community members to take the online web questionnaire;
- Offer to translate project materials, including the fact sheet and questionnaire, into requested languages for community members; and
- Offer to meet in-person to make a presentation on the plan and participate in a discussion with existing community groups at their regularly scheduled meetings.

## **2. Web-based Outreach**

### *Website Updates*

Using information taken from the suite of materials, MIG will update the Alameda CTC website appropriately. As a major communication tool, the web will be used to advertise the public meetings, as well as provide a link to an online survey where members of the public can share their opinions on the draft CWTP and preliminary TEP information.

### *Online Questionnaire*

Using the questionnaire developed as part of the suite of materials, MIG will implement an online survey which will be hosted on the Alameda CTC website. Within this survey MIG will collect important demographic information, including which County planning area (North, Central, East or South) the participant lives and works in. The online questionnaire will also inquire as to the level of review of the draft CWTP survey participants were able to complete before commenting.

### *Email Blasts*

Email will be an important method for both educating the public on the CWTP-TEP process and inviting them to share their opinions regarding the draft CWTP and preliminary TEP information. Emails will be used to:

- Inform members of the public about the release of the draft CWTP and preliminary TEP information;
- Direct members of the public to the online questionnaire;
- Invite members of the public to attend Community Workshops; and
- Offer opportunities for an on-site meeting to be conducted with local groups using the outreach toolkit.

## **3. Outreach Toolkit**

During the first round of outreach, MIG developed an outreach toolkit, which was used by CAWG, TAWG, CAC, PAPCO, CWC and Commission members and other trained Alameda CTC and consultant team staff. Using the toolkit, staff and advisory group members were able to inform and receive comment from 724 community members. The outreach team recommends these relationships be strengthened with a second round of outreach efforts based on the toolkit concept.

The outreach toolkit will also be used for more concentrated outreach to under-served communities that were not fully represented in the first round of outreach.

The toolkit can also be used for a meeting in a culturally-appropriate location if requested by a community group or organization. The outreach tool will be used to help promote the five community workshops, so anyone seeking a more in-depth participation opportunity is encouraged to attend.

The outreach toolkit is anticipated to include the following:

1. Moderator Guide
2. Fact Sheet
3. Participant Questionnaire
4. Outreach Recording Template
5. Self-Addressed Stamped Envelope (SASE)

MIG will provide a second round of training to Advisory Committee members in order to familiarize them with the updated toolkit and methods for getting input on the draft plan.

#### **TITLE VI COMPLIANCE**

MIG has compiled a broad stakeholder list that identifies a variety of groups representing the ethnic and cultural diversity of Alameda County. Groups will be contacted by email with an announcement that will:

- Encourage community members to attend one of the five conveniently located workshops;
- Encourage community members to take the online web questionnaire;
- Offer to translate project materials, including the fact sheet and questionnaire into requested languages for community members; and
- Offer to meet in-person to make a presentation on the plan and participate in a discussion with existing community groups at their regularly scheduled meetings.

The Questionnaire and workshop handouts will be translated into Spanish and Mandarin, and will be available in additional languages upon request.

The outreach team will monitor the results of the toolkit to track demographic representation in the process. Should gaps in participation be identified, the outreach team will directly contact groups and organizations that represent the needed communities.

#### **DOCUMENTATION AND PRESENTATION**

MIG will fully document the results of these methods and prepare a summary report and comments database similar to that prepared for the first round of outreach. Staff and consultants will present these results at meetings of the Steering Committee, CAWG and TAWG in the late fall.