Public Participation Approach
Presentation to CAWG/TAWG
December 16, 2010

Outreach Overview

- Outreach Process
- Role of the CAWG/TAWG
- Outreach Activities
Engage stakeholders, the public and others in the development of the CWTP and the TEP.

Key Audiences:
- General Public
- 15 local jurisdictions
- 6 transit operators
- Caltrans District 4
- Port of Oakland
- MTC
- Others
Role of CAWG/TAWG

- Key Advisors to the plan’s development, including the outreach process
- Outreach to community groups and existing networks

Outreach Activities

- Opinion Polls
- Stakeholder Interviews
- Focus Groups
- Project Website
- Web Survey
Outreach Activities

- Web-Based Reviewers’ Guide
- Public Workshops
- Existing Publications
- Speaker’s Bureau
- Outreach Toolkit:
  - Small Group Discussion Materials
  - Trainings
  - Translation

Opinion Polls
- Statistically valid telephone polls
- Alameda County registered voters
- February 2011
- Fall 2011
Outreach Activities

- Stakeholder Interviews and Focus Groups
  - Elected Officials
  - Business Leaders
  - Transit and Local Agency Staff
  - Paratransit Advisory & Planning Committee (PAPCO)
  - Social and Environmental Justice Organizations
  - Non-Motorized Interest Groups

Outreach Activities

- Project Website
Outreach Activities

- Project Website

Outreach Activities

- Online Survey
  - First survey: Similar to opinion poll
  - Second survey: TEP Project Priorities
Outreach Activities

- Web-Based Reviewers’ Guide
  - Online comment forum
  - Collect reviewer demographic information
  - Sortable comment database

Available
- July 2011, Draft CWTP
- October 2011, 2nd Draft CWTP
- December 2011, Draft TEP
- February 2012, 2nd Draft TEP

Outreach Activities

- Public Workshops
  - Round 1
    January/February 2011
    Project information
    Review goals and vision

  - Round 2
    October/November 2011
    CWTP and TEP update
Outreach Activities

- Public Workshops
  - Three workshops in each Planning Area
  - Varied dates/times and locations
  - Translation

Outreach Activities

- Leverage Existing Publications and Activities
  - E-newsletter
  - Annual Reports
  - County Transportation Forums
  - Other CTC materials
Next Steps

- CAWG/TAWG to provide contact information of local organizations we should reach out to
- CAWG/TAWG members share and document outreach efforts completed so far