

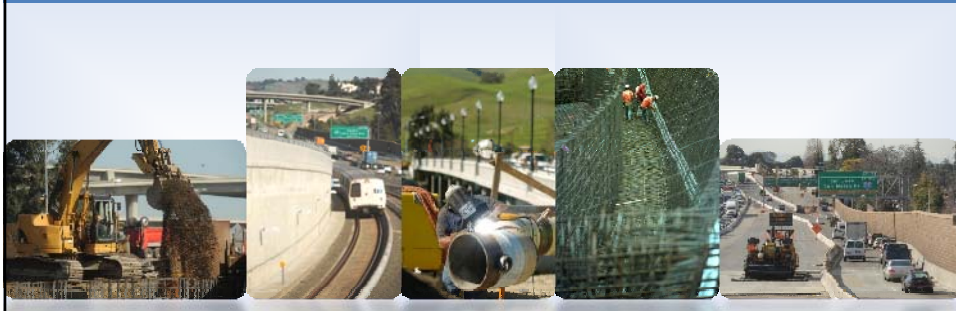
## Alameda County Transportation Commission

# Alameda Countywide Transportation Plan & Transportation Expenditure Plan

## Public Participation Approach

Presentation to CAWG/TAWG

December 16, 2010



## Outreach Overview

- ❑ Outreach Process
- ❑ Role of the CAWG/TAWG
- ❑ Outreach Activities



# Outreach Process

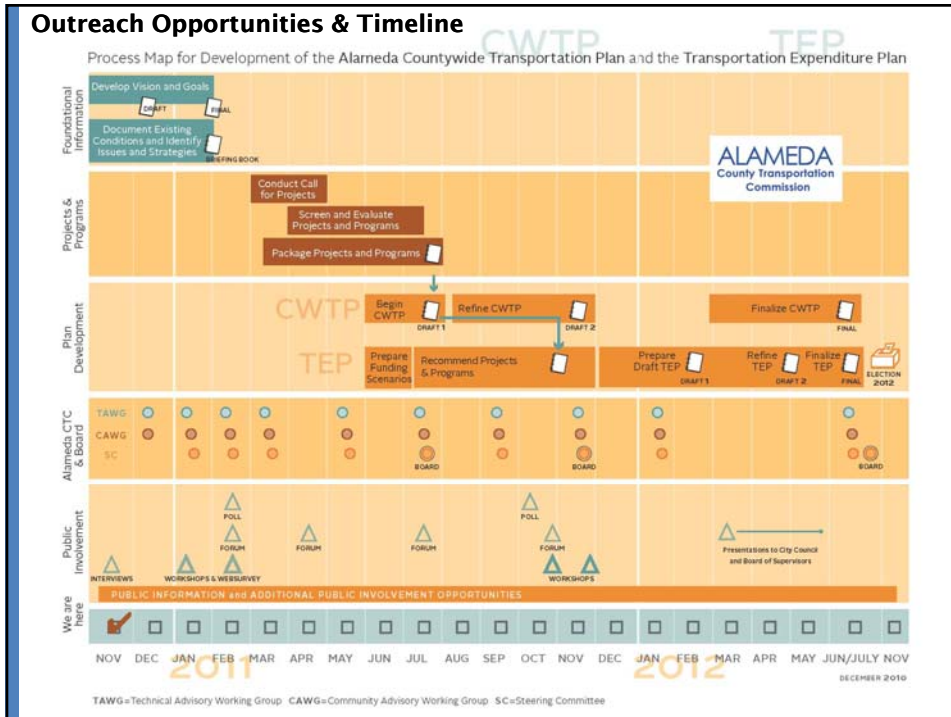
- ❑ Engage stakeholders, the public and others in the development of the CWTP and the TEP.

- ❑ Key Audiences:

- General Public
- 15 local jurisdictions
- 6 transit operators
- Caltrans District 4
- Port of Oakland
- MTC
- Others



## Outreach Opportunities & Timeline



## 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



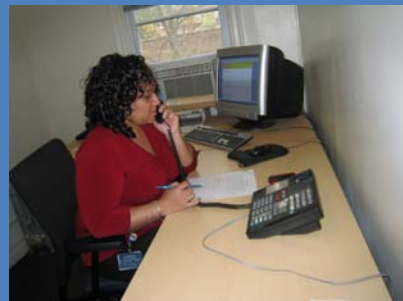
## Outreach Activities

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



## Outreach Activities

- ▣ 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



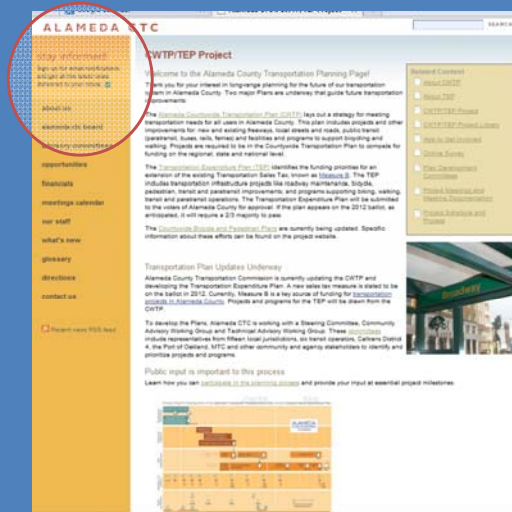
## Outreach Activities

- 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

