



Community Based Outreach
Program Regional Transportation
Plan (RTP)

December 11, 2006



SANDAG
401 b Street Suite 800
San Diego, CA 92101-4231
Attn: Ms. Heather Werdick, Senior Transportation Planner

Re: Community Based Outreach Program for the Regional Transportation Plan (RTP)

Ms. Werdick,

In compliance with the contract between SANDAG and All Congregation Together (ACT) dated September 19, 2006, ACT completed the following tasks with the outcomes as indicated and attached:

Thank you for providing the funds that allowed ACT to involve community members in providing input to the RTP.

Sincerely,



Mac McGee
Executive Director

SCOPE OF WORK (TASK AND DELIVERABLE)

1. **TASK:** Attend orientation session at SANDAG to gain a better understanding of the RTP and why community-outreach and involvement is necessary.

DELIVERABLE: Mrs. Gloria Hawkins, ACT employee, attended the orientation on September 28, 2006 and received the information that was necessary to prepare her to lead this community outreach effort.

2. **TASK:** Conduct Community-based surveys and focus groups in the target neighborhoods located in Central San Diego

DELIVERABLE: During the period starting November 9, 2006 and November 29, 2006, ACT conducted two (2) focus group sessions and completed a total of two hundred-twenty (220) surveys. The information/data from the focus groups and surveys is attached for your information and action in support of the RTP

3. **TASK:** Promote and advertise the events to the selected population ACT intends to reach

DELIVERABLE: ACT developed and distributed flyers, made phone calls, sent email to partner organizations, went to community gatherings and made public announcements, and made face-to-face contact with citizens in the targeted communities. The results on the promotions and advertising were manifested in the overwhelming response during the focus groups and survey activities.

ALL CONGREGATIONS TOGETHER (ACT)

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- 4: **TASK:** Use materials developed by SANDAG and/or those developed by ACT and approved by SANDAG, facilitate group discussions at those meetings that focus on key areas of the RTP.

DELIVERABLE: Both materials were used to facilitate group RTP related discussions. The comments that were generated are included in the focus group and survey comments.

- 5: **TASK:** ACT will develop a survey instruction and focus group topics, train community members to conduct door-door surveys and focus groups, supervise the focus groups and survey data collection, and guide project staff in collating and analysis of the survey and focus group results.

DELIVERABLE: All focus group and survey instructions were developed prior to the community members training activities. Prior to deployment, the community members were trained and equipped to ask questions and to lead RTP related discussions, collect survey information and collate the information to facilitate the orderly reporting of the collected data. The collected data is attached for your evaluation and use in supporting the RTP effort. The focus group team included three (3) individuals and the survey team included six (6) individuals.

- 6: **TASK:** ACT will provide transportation and refreshments for community residents during focus group and survey activities.

DELIVERABLE: ACT provided transportation and refreshments for residents during the focus group and survey activities.

- 7: **TASK:** Promote involvement in other RTP activities such as participating in subregional workshops, public hearing, providing input on transportation alternative, performance measures for SANDAG's Environmental Justice/Social Equity analysis, and other activities.

DELIVERABLE: Mac McGee is the Executive Director for ACT. He is a member and attends the SSTAC meetings, SWG and other transportation related activities at SANDAG. ACT has completed one Caltrans Environmental Justice Project and ACT is scheduled to start another EJ project in early 2007. ACT always encourages community members to be socially active on transportation and other related issues.

- 8: **TASK:** Submit a final report summarizing how the funding was used, benefits achieved and the feedback generated at these events to SANDAG by December 15, 2006

DELIVERABLE: This report includes the following (enclosures):

- Information from the focus group activities
- Information from the survey activities
- Copies of handouts and posters
- Examples of gifts that were given to focus group and survey attendees
- Summaries of attendee's comments
- Log of all attendees
- Copies of training information
- Listing of fund usage and invoice



FOCUS GROUP RESULTS

FOCUS GROUP: NOVEMBER 9, 2006
LOCATION: UNIVERSITY AVENUE BAPTIST CHURCH
6060 UNIVERSITY AVENUE, SAN DIEGO 92115
NUMBER OF ATTENDEES: 9

FOCUS GROUP: NOVEMBER 29, 2006
LOCATION: GEORGE L. STEVENS SENIOR COMMUNITY CENTER
570 SO. 65TH STREET, SAN DIEGO 92114
NUMBER OF ATTENDEES: 16