

## **APPENDIX B PUBLIC INVOLVEMENT PROGRAM**

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To obtain public input in the development of MOBILITY 2030, SANDAG engaged consultant services to develop and implement a comprehensive public outreach and involvement program. A major goal of the 2030 RTP was to reach out to non-traditional as well as traditional audiences to raise their awareness of the transportation planning process. This helped ensure that environmental justice issues were addressed and that interested members of the public had ample opportunity to provide meaningful input while the Plan was in its draft form. Early public involvement and comment about the Plan was important to SANDAG as part of developing a transportation public policy blueprint that meets the travel needs of our residents.

### **Program Objectives included:**

- To solicit participation from a broad range of groups and individuals in the Plan's development and decision-making process
- To raise awareness of MOBILITY 2030
- To provide information to San Diego region residents and other stakeholders
- To stimulate dialogue about the transportation challenges facing the San Diego region during the next three decades
- To develop and incorporate into the Plan, realistic solutions that address the diverse mobility needs of the region's residents, visitors and business people
- To build public support for transportation improvements outlined in the Plan

SANDAG secured a full-service advertising, marketing, and public relations agency in San Diego to assist with the public outreach and involvement program. The agency developed a comprehensive strategic marketing and public outreach program that included radio, television, newspaper, outdoor, and bus advertising. Public information materials included brochures, a Web site, and an on-line and printed survey. In addition, a "Road Show" program was developed for the public outreach efforts. The public outreach and marketing program was implemented in close coordination with Caltrans, MTDB, and NCTD.

An overall theme — *Keep San Diego Moving* — was incorporated into all aspects of the marketing and public information program. A KeepSanDiegoMoving.com Web site was launched to highlight commute options, regional transportation programs, and our local transportation partners. KeepSanDiegoMoving.com was a key component of SANDAG's public information and outreach effort to solicit feedback on the Plan. The Web site also featured an on-line survey and direct e-mail link to suggest solutions to reduce traffic congestion. Table B.1 summarizes the program results through December 2002.

Advertising appeared in community newspapers to help reach populations that traditionally do not participate in the transportation planning process. The advertising solicited feedback either via the KeepSanDiegoMoving.com Web site or the toll free phone number where the public commented on the Plan or any other transportation issue. Advertisements appeared in English, Spanish, and other languages as appropriate. The advertising program included television, radio, newspapers, outdoor and bus shelters. A total of 877 spots ran on cable television from September 30 to October 31, 2002. There were 963 radio

spots over five two-week flights from June through October 2002. Table B.2 summarizes the advertising program.

The transportation public outreach program took SANDAG Directors and staff to more than 30 events in all corners of the region with the SANDAG Road Show. Table B.3 below summarizes the Road Show events schedule. SANDAG representatives staffed a colorful, eye-catching booth and interacted with event-goers and distributed information, solicited feedback with a short survey, and answered questions for residents. Brochures were distributed on the 2030 RTP, and other SANDAG transportation programs/projects.

A baseline resident opinion research survey was conducted in June 2002 prior to implementation of the marketing and outreach program and a follow up survey conducted in November 2002. The telephone survey was conducted in English or Spanish on a random sample of 450 of the region's residents. The primary goal was to track the baseline measures of resident awareness, knowledge, opinions, and behaviors relative to various elements focused on during the marketing program. Of all the items tested, SANDAG, the Regional Transportation Plan, *TransNet*, Smart Growth, and RideLink, SANDAG received the highest percentage of recognition. The most significant changes from the baseline survey in June to the tracking survey in November were:

- Awareness of the Regional Transportation Plan increased ten percent from 19.7% to 29.3%
- Awareness of SANDAG increased six percent from 31.3% to 37.6%

More than three dozen newspaper articles, editorials, and SANDAG-authored opinion pieces appeared in community and regional newspapers and magazines during June to December 2002. In addition, announcements about the Road Show appeared in newspapers throughout the region. Table B.4 summarizes public presentations on MOBILITY 2030 made to date.

**TABLE B.1—PUBLIC INVOLVEMENT PROGRAM RESULTS  
(THROUGH DECEMBER 2002)**

Number of Web site hits	6,000
Number of phone calls	53
Number of surveys completed	2,588



**TABLE B.3—SANDAG ROAD SHOW APPEARANCES (2002)**

<b>DATE</b>	<b>EVENT</b>	<b>ORGANIZATION</b>	<b>LOCATION</b>	<b>HOURS</b>
6/15	Juneteenth	NAACP, North San Diego County Branch	Oceanside Pier	10 a.m. – 5 p.m.
6/22	Padres Game	San Diego Padres	Qualcomm Stadium Section D-1	3:45 p.m - 6:45 p.m.
6/25	San Diego County Fair	22 <sup>nd</sup> District Agricultural Assn.	San Diego County Fairgrounds	11 a.m. – 7 p.m.
6/27	Mexport	Otay Mesa Chamber of Commerce	2515 Britannia Blvd., Britannia Corporate Center	9 a.m. – 5 p.m.
7/19	Health & Lifestyle Expo	American Assets Management Company	11512 El Camino Real	11 a.m. – 1 p.m.
7/20	Sandcastle Competition	Imperial Beach Chamber of Commerce	Seacoast Drive, Imperial Beach	9 a.m. - 6 p.m.
7/28	Target Grand Opening	Westfield Shoppingtowns	Westfield Shoppingtown Mission Valley	10 a.m. - 5 p.m.
8/3	Padres Game	San Diego Padres	Qualcomm Stadium Section D-1	3:45 - 6:45 p.m.
8/4	National City Auto Heritage Show	National City Chamber of Commerce	Kimball Park	10 a.m. – 3 p.m.
8/18	2002 Grand Summer Festival	San Marcos Chamber of Commerce	Via Vera Cruz (between San Marcos Blvd. & Grand Ave.)	9 a.m. – 5 p.m.
8/21	KPOP Big Band	San Diego Museum of Art	Balboa Park-San Diego Museum of Art	5:30 p.m. – 7:30 p.m.
8/25	Celebrate Chula Vista	Chula Vista Chamber of Commerce	Marina View Park	11 a.m. – 9 p.m.
9/7	Sycuan PowWow	Sycuan Tribe	Dehesa Road	11 a.m. – 4 p.m.
9/13	Hispanic Heritage Night	Padres	Qualcomm Stadium, Gate K	5 – 7 p.m.
9/14	Poway Community Days	City of Poway	13094 Bowron Rd., Poway	12 – 5 p.m.
9/15	Festival del Grito - Fiestas Patrias		Coors Amphitheatre, Chula Vista	11 a.m. – 4 p.m.
9/28 – 9/29	Adams Avenue Street Fair	Adams Avenue Business Association	Adams Avenue – between Bancroft and 35 <sup>th</sup> Streets, San Diego	Saturday: 10 a.m.– 6 p.m. Sunday: 10: a.m.– 6 p.m.
10/3	Westfield Shoppingtown UTC	Westfield Shoppingtowns	La Jolla Village Dr., San Diego	11 a.m. – 3 p.m.
10/9	Employer Expo	Delta Design/Anacomp	Delta Design/Anacomp	11 a.m. – 1 p.m.
10/10	Westfield Shoppingtown Horton Plaza	Westfield Shoppingtowns	4 <sup>th</sup> and Broadway, San Diego	3 – 7 p.m.

<b>DATE</b>	<b>EVENT</b>	<b>ORGANIZATION</b>	<b>LOCATION</b>	<b>HOURS</b>
10/10	RideShare Week	SANDAG/NCTD	Carlsbad Village Transit Center	6 – 8 a.m.
10/17	Employer Expo	La Jolla Pharmaceutical	La Jolla Pharmaceutical	11 a.m. – 1 p.m.
10/19	Miramar Air Show	MCAS	MCAS Miramar	9 a.m. to
10/23	Workplace 2002	San Diego Regional EDC	Rancho Bernardo Inn	7 a.m. – 3 p.m.
10/26	Westfield Shoppingtown Plaza Bonita	Westfield Shoppingtowns	National City	11 a.m. – 3 p.m.
11/3	Carlsbad Village Fair	Carlsbad Chamber of Commerce	Carlsbad	8 a.m. – 4 p.m.
11/6	Employer Expo	Scripps Research Institute	La Jolla	11 a.m. – 2 p.m.
11/14	Employer Expo	City of Escondido	Escondido	11 a.m. – 1 p.m.
11/20	Employer Expo	US Postal Service	Carmel Mountain	11 a.m. – 2 p.m.

**TABLE B.4—2030 RTP PUBLIC PRESENTATIONS (2002 & 2003)**

<b>DATE</b>	<b>GROUP/EVENT</b>
April 27, 2002	City of Chula Vista General Plan Workshop
May 2, 2002	EDC Quality of Life Committee
May 16, 2002	NCTD Board of Directors
June 27, 2002	Joint RPWG/CTAC Meeting
July 16, 2002	ATAP Working Group
August 1, 2002	NCTD Board Planning Committee
August 12, 2002	San Diego Highway Development Assn.
August 22, 2002	MTDB Board of Directors
August 22, 2002	NCTD Board of Directors
August 29, 2002	C3
September 5, 2002	Subcommittee on Accessible Transportation
September 6, 2002	KPBS These Days
September 9, 2002	San Diego Sustainable Design Project
September 17, 2002	Del Mar City Council
September 18, 2002	City of San Diego Science & Technology Commission
September 19, 2002	Mayor of San Diego's Freeway Congestion Strike Team
October 3, 2002	WTS/ITE
October 9, 2002	Caltrans Statewide Rail Conference
October 11, 2002	SANDAG Tribal Summit
October 18, 2002	City of Encinitas Senior Citizen Commission
October 22, 2002	American Society of Civil Engineers
November 6, 2002	North County Coordinating Council Meeting
November 14, 2002	MTDB Board of Directors
November 14, 2002	North County Economic Development Corporation (EDC) Board of Directors
November 19, 2002	City of Oceanside Transportation Commission
November 20, 2002	Bi-State Transportation Technical Advisory Committee (BTTAC)
December 4, 2002	Joint meeting of Regional Transit Management Committee, Operators Advisory Committee, and Transit Services and Facilities Advisory Committee
December 5, 2002	Carlsbad Chamber of Commerce
December 10, 2002	Carlsbad Kiwanis
December 17, 2002	Solana Beach City Council
December 19, 2002	NCTD Board of Directors
January 6, 2003	Imperial Beach City Council
January 7, 2003	Ted Leitner Morning Show (Talk Radio 690)
January 22, 2003	Escondido City Council
February 4, 2003	Committee on Binational Regional Opportunities (COBRO)
February 11, 2003	La Mesa City Council
March 25, 2003	San Diego Regional Chamber of Commerce
April 10, 2003	Rancho Santa Fe Association