AGENDA HIGHLIGHTS

- **UPDATE ON SANDAG PUBLIC OUTREACH AND INVOLVEMENT EFFORTS AND ASSOCIATED CONTRACTS**

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**MESSAGE FROM THE CLERK**

In compliance with Government Code §54952.3, the Clerk hereby announces that the compensation for legislative body members attending the following simultaneous or serial meetings is: Executive Committee (EC) $100, Board of Directors (BOD) $150, and Regional Transportation Commission (RTC) $100. Compensation rates for the EC and BOD are set pursuant to the SANDAG Bylaws and the compensation rate for the RTC is set pursuant to state law.

**MISSION STATEMENT**

The 18 cities and county government are SANDAG serving as the forum for regional decision-making. SANDAG builds consensus, makes strategic plans, obtains and allocates resources, plans, engineers, and builds public transit, and provides information on a broad range of topics pertinent to the region’s quality of life.

San Diego Association of Governments · 401 B Street, Suite 800, San Diego, CA 92101-4231
(619) 699-1900 · Fax (619) 699-1905 · www.sandag.org
Welcome to SANDAG. Members of the public may speak to the Board of Directors on any item at the time the Board is considering the item. Please complete a Speaker’s Slip, which is located in the rear of the room, and then present the slip to the Clerk of the Board seated at the front table. Members of the public may address the Board on any issue under the agenda item entitled Public Comments/Communications/Member Comments. Public speakers are limited to three minutes or less per person. The Board of Directors may take action on any item appearing on the agenda.

In order to keep the public informed in an efficient manner and facilitate public participation, SANDAG also provides access to all agenda and meeting materials online at www.sandag.org/meetings. Additionally, interested persons can sign up for e-notifications via our e-distribution list at either the SANDAG Web site or by sending an e-mail request to webmaster@sandag.org.

Public comments regarding the agenda can be forwarded to SANDAG via the e-mail comment form available on the Web site. E-mail comments should be received no later than 12 noon, two working days prior to the Board of Directors meeting. Any handouts, presentations, or other materials from the public intended for distribution at the Board of Directors meeting should be received by the Clerk of the Committee no later than 12 noon, two working days prior to the meeting.

SANDAG operates its programs without regard to race, color, and national origin in compliance with Title VI of the Civil Rights Act. SANDAG has developed procedures for investigating and tracking Title VI complaints and the procedures for filing a complaint are available to the public upon request. Questions concerning SANDAG nondiscrimination obligations or complaint procedures should be directed to SANDAG General Counsel, John Kirk, at (619) 699-1997 or John.Kirk@sandag.org. Any person who believes himself or herself or any specific class of persons to be subjected to discrimination prohibited by Title VI also may file a written complaint with the Federal Transit Administration.

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Bicycle parking is available in the parking garage of the SANDAG offices.
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<th>ITEM #</th>
<th>PUBLIC COMMENTS/COMMUNICATIONS/MEMBER COMMENTS</th>
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<tr>
<td>1</td>
<td>Public comments under this agenda item will be limited to five public speakers. Members of the public shall have the opportunity to address the Board on any issue within the jurisdiction of SANDAG that is not on this agenda. Other public comments will be heard during the items under the heading “Reports.” Anyone desiring to speak shall reserve time by completing a “Request to Speak” form and giving it to the Clerk of the Board prior to speaking. Public speakers should notify the Clerk of the Board if they have a handout for distribution to Board members. Public speakers are limited to three minutes or less per person. Board members also may provide information and announcements under this agenda item.</td>
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**REPORTS (2)**

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<tr>
<th>+2.</th>
<th>UPDATE ON SANDAG PUBLIC OUTREACH AND INVOLVEMENT Efforts and Associated Contracts (Colleen Windsor; Jim Linthicum; Laura Coté)</th>
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<tbody>
<tr>
<td></td>
<td>Staff will present information on federal, state and local requirements to conduct public outreach and involvement for projects and programs, as well as details of how public outreach and involvement plans are created and implemented. Additionally, information will be provided regarding the need for assistance from outside communications consultants to fully implement public outreach and involvement efforts and the Board policies that govern the process.</td>
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3. **CONTINUED PUBLIC COMMENTS**

   If the five speaker limit for public comments was exceeded at the beginning of this agenda, other public comments will be taken at this time. Subjects of previous agenda items may not again be addressed under public comment.

4. **UPCOMING MEETINGS**

   The next Board Business meeting is scheduled for Friday, April 26, 2013, at 9 a.m. The next Board Policy meeting is scheduled for Friday, May 10, 2013, at 10 a.m.

5. **ADJOURNMENT**

   + next to an agenda item indicates an attachment
UPDATE ON SANDAG PUBLIC OUTREACH
AND INVOLVEMENT EFFORTS AND
ASSOCIATED CONTRACTS

Introduction

As the region’s metropolitan planning organization, SANDAG plans and builds or funds major transportation infrastructure projects, including transit improvements, rail line upgrades, freeways, and a wide variety of bicycle and pedestrian improvements throughout the San Diego region. In addition, the agency is responsible for operating many regional services including the call box motorist aid program (formerly known as SD SAFE [San Diego Service Authority for Freeway Emergencies]), FasTrak®, Compass Card, Freeway Service Patrol, and iCommute. SANDAG is responsible for providing public outreach and public involvement support to all the SANDAG projects and initiatives, which directly and indirectly touch the lives of 3.1 million residents throughout the San Diego region. The Board of Directors – supported by its Policy Advisory Committees and an array of working groups – serves as a consensus-building body, pursuing initiatives and making decisions, and approving budgets that benefit the entire region’s quality of life.

Elected officials from the region’s 18 cities and the county government comprise the Board, overseeing an agencywide Program Budget of $1.4 billion for FY 2013. Funding for projects and programs comes from a wide variety of sources, including TransNet, the region’s half-cent sales tax for transportation, as well as various federal, state, and other local sources. These funding sources for projects and programs come with varying levels of requirements for public outreach, public involvement and education.

Within SANDAG, the Communications Division plays a critical role in ensuring the agency meets federal and state mandates for public outreach. Currently, Communications handles public engagement efforts for more than 60 projects and programs. These projects represent more than 320 miles of infrastructure, including rail, bus, highway, and bicycle and pedestrian improvements.

Discussion

Public Outreach Responsibilities

Federal, state, and local laws and regulations require that SANDAG conduct extensive public outreach and provide transparency. By virtue of the fact that SANDAG uses federal, state, and local funds to either completely or partially fund almost all of its projects and programs, the agency must comply with the requirements put in place by the various funding and/or oversight agencies. For example, the National Environmental Policy Act (NEPA) and the California Environmental Quality Act (CEQA) both apply to many SANDAG projects – and both require extensive public outreach.
Under CEQA, agencies are required to conduct public outreach during the project scoping process, hold public information meetings, and conduct public hearings during the preparation of an environmental document, as well as provide detailed responses to public comments in the final report. The NEPA process includes similar requirements.

The Federal Highway Administration (FHWA) and Federal Transit Administration (FTA) also require public outreach and public involvement efforts when federal funds are associated with a project or program. These outreach efforts include obligations for SANDAG to provide translation services and materials for persons with Limited English Proficiency, as well as special communication methods needed to inform and obtain input from communities of concern such as low income, minority, disabled, and elderly populations.

SANDAG Board Policy No. 025: Public Participation/Plan Policy, the TransNet Extension Ordinance and the agency general public outreach guidelines – as outlined in the Public Participation Plan (PPP) adopted by the Board of Directors – all set a high bar for public outreach, transparency, and accountability.

In addition, stakeholders throughout the region, the general public, special interests, underserved communities, and the media have an expectation that as the agency develops major projects and programs that affect virtually every resident of the region, that SANDAG reach out and involve as many people as possible in the process in a meaningful way.

In order to meet these requirements and expectations, Communications team members work as part of each project team to conduct public outreach tailored to each initiative. For every project requiring public outreach, the project manager works with Communications to develop a budget for public outreach at the project level.

Project Budgeting Process

The budget for a capital project evolves as the project is developed. The need for a particular project or improvement is usually first identified in the Regional Transportation Plan (RTP), a 40-year plan. The costs for these projects are estimated at a high level since details such as the project alignment and the need for major structures may not yet be identified. A project is further defined as it moves into the Regional Transportation Improvement Program (RTIP). The RTIP is a Board reviewed and approved multibillion dollar, multiyear program of proposed projects for major highway, arterial, transit, and bikeway projects. The RTIP also is reviewed and approved by state and federal agencies. Next, a feasibility study looks at the project alternatives and refines the budget.

The feasibility study will identify a construction cost; this is shown in the SANDAG Capital Budget as either “Construction” or “Construction Capital.” Budget capacity is then added to the project to cover all the major cost components. The “Environmental Document” line item pays for all environmental work including permitting. The “Design” line item pays for the engineering to develop the plans and specifications. When property or easements are needed for a project, money is set aside under “Right-of-Way Support” to pay for such things as mapping and appraisals and under “Right-of-Way Capital” to pay for the actual acquisition. Staff adds budget capacity for “Construction Support” (sometimes known as construction management) to pay for the inspectors in the field who work with SANDAG contractors. And, if the project requires the purchase of trains or buses, there will be a line item for “Vehicles.”
Communications and public outreach occurs in one or more of each of the phases of the project –
environmental, design and construction – and is included in those budget line items.

The budget line items listed above are a roll-up of what can be dozens of individual budgeted items
of work for a particular project. For example, the Construction Capital line item is a summation of
all the individually bid physical items of work to be performed by the contractor. And, in addition
to communications and public outreach, the project budget may include funds for legal services and
transit agency support. However, this work is usually a small fraction of the overall project’s capital
budget and, therefore, is not shown in a separate budget line item. A sample of a capital project
budget is attached for the Mid-City Rapid Bus project (Attachment 1).

Recent Communications Efforts

Over the past five years, the SANDAG Communications team has provided public outreach efforts to
numerous projects and programs including the Interstate 15 (I-15) Express Lanes, Mid-Coast Trolley
Extension, 2050 Regional Transportation Plan, Trolley Renewal, North Coast Corridor, multiple
Los Angeles-San Diego-San Luis Obispo (LOSSAN) double tracking projects, State Route 76 (SR 76),
SR 78 Nordahl Bridge, Mid-City Rapid Bus Project, I-805, South Bay Expressway, I-15 Transit Stations,
Regional Beach Sand, Oceanside Coastal Rail Trail, Downtown Bus Rapid Transit, Encinitas
Pedestrian Crossing, SR 11 and East Otay Mesa Border Crossing, Compass Card, Active
Transportation and Regional Bike projects, iCommute, South Bay Bus Rapid Transit, San Ysidro
Intermodal Transportation Center, Buena Vista Lagoon, Integrated Corridor Management,
SuperLoop, and Smart Growth Incentive Program.

From July 2008 through December 2012, approximately $9.3 million was spent on communications
and/or public outreach and public involvement efforts. Funds expended include labor hours of
outside communications consultants, as well as expenses for outreach tools including mailers,
required public meeting notices, exhibits, construction advisories, e-blasts, web page updates, visual
simulations, social media, translations, photography, advertisement, project signage, newsletters,
door hangers, research, stakeholder database, tools designed specifically for communities of
concern, etc.

On-Call Communications Contracts

The SANDAG Communications team is currently working on more than 60 projects and programs.
Communications also must prepare for future efforts, as well as unexpected work that the Board
may direct the staff to pursue. In order to provide information and education and receive feedback
on these projects and programs from the public, we supplement the team, as needed, with
consultant assistance through the use of consultant contracts. This approach provides a cost-
effective and efficient way to allow the agency to expand and contract depending on the changing
workload. There are a wide variety of services these consultants provide to the project teams,
ranging from technical expertise (web-based community outreach tools, visualizations, interactive
meetings, etc.) to public outreach and community relations assistance (engaging communities of
concern, arranging stakeholder meetings, creating presentations, developing outreach materials,
preparing web copy, etc.).

In order to access these services in the most efficient way, SANDAG conducted an extensive
competitive process. An evaluation panel, made up of persons without conflicts of interest,
recommended selection of a wide variety of small (including Disadvantaged Business Enterprises),
medium, and large firms that could provide 57 different services in order to create a set of on-call
contracts that could provide up to five years of services. These contracts would establish a certain
level of capacity with each of the selected firms. The agreements would set the rates and terms in
advance should a need arise and SANDAG decide to call on the firms for their services. They are not
guarantees of work. Instead, authorization to work would occur after the project team identifies a need, prepares a scope of work and an independent cost estimate, and negotiates the cost with the consultant – all of which culminates in a task order written under the on-call contract, thereby using some of that firm’s capacity.

Each individual project has an overall budget set by the Board of Directors. Individual project managers oversee those budgets, with additional oversight from management. Project managers, working with Communications, budget funds for public outreach. Depending on a project’s needs, the budget may be used to pay in-house staff to conduct outreach, or it may be used to write task orders against the on-call contracts. When task orders are issued, they are managed by in-house Communications staff who oversee and direct the consultants’ work.

The overall goal of any on-call contracting effort is to provide SANDAG the necessary tools to carry out the approved projects in the Board budget and to do it in a cost-effective and efficient way. By conducting one procurement process that will result in contracts with varying sized firms over a five-year period, the agency will save the expense and time of going through the procurement process multiple times. For the on-call contracting process conducted during FY 2013, SANDAG expects to spend approximately $25,000 and save more than $300,000 through this single procurement that covers the needs over the next five years. In addition, once SANDAG completes its negotiations with all selected consultants, the agency expects to lock in the rates of the firms for the first two years, with a reasonable escalation of roughly 3 percent per year for the remaining contract years. Because of efficiencies and cost savings, SANDAG has employed this same procurement process for on-call contracts in other areas, including architecture and engineering, legal services, and planning.

In order to determine the capacity that is needed for consultant assistance over the next five years, staff considered the multiyear capital budget of $8.1 billion, the reasonably expected needs for robust public outreach to support the capital projects and various programs, as well as unexpected activities that the Board may approve.

SANDAG has many large and medium-size projects and programs on the near horizon that will require extensive public outreach. These projects include the North Coast Corridor Public Works Plan, LOSSAN, SR 11 and the new Otay Mesa East border crossing, SR 78, I-15 Bus Rapid Transit, regional bike and pedestrian projects, I-805 South Express Lanes, and Mid-City Rapid Bus. In addition to capital project outreach, there are many service areas that will require public involvement and outreach, including the call box motorist aid program, Freeway Service Patrol, Integrated Management Corridor, South Bay Expressway, and iCommute. (Attachment 2)

Whenever possible, public outreach for these projects and programs will be conducted by in-house communications staff. If needs arise, outside consultant assistance may be required.
The recent on-call communications solicitation was conducted by following the agency’s established procurement policies and practices. Numerous rules and regulations govern SANDAG procurements, and the Board of Directors also has adopted the following Board Policies that serve to further refine delegations of authority and processes related to procurements:

- **Policy No. 016**: Procurement of Services
- **Policy No. 017**: Delegation of Authority
- **Policy No. 021**: Acquisition of Real Property Interests and Relocation Assistance
- **Policy No. 023**: Procurement and Contracting-Equipment and Supplies
- **Policy No. 024**: Procurement and Contracting-Construction

Pursuant to Board Policy No. 017, which concerns delegation of authority from the Board of Directors to the Executive Director:

> Adoption of a budget by the Board shall automatically authorize the Executive Director to enter into any agreements or take any other actions necessary to implement the budget items or other actions approved by the Board.

The delegation of authority to the Executive Director is constrained by many rules. For example, procurements of consultant services are subject to procedures dictated by both Board policy and state and federal law. The procedures are designed to include several layers of checks and balances that are intended to ensure the selection process is free of improper bias and yields consultants that will provide highly qualified services at fair and reasonable rates.

Among these checks and balances is a requirement that SANDAG use an evaluation committee to evaluate proposals on procurements exceeding $100,000. Evaluation committee members are selected for each procurement based on their expertise in the type of work being procured. This expertise allows the committee members to scrutinize the written proposals and ask relevant questions during interviews. The members must be free of conflicts of interest, and they only make a recommendation for consultant selection versus the actual selection. Furthermore, each committee typically has at least one member that is from an outside entity such as another public agency employee. Once one or more proposers are recommended, the Executive Director or his designee review the procurement records before deciding whether to move forward with contract negotiations. During contract negotiations, the terms and conditions of the agreements are negotiated and reviewed by Contracts and Procurement staff and the Office of General Counsel. In addition, large contracts are audited by a Certified Public Accountant to ensure the rates being charged by the consultant(s) will be fair and reasonable compared to the industry.

All SANDAG employees involved in the procurement process are required to undergo a two-hour class every two years on the rules of ethics and laws applicable to procurements at SANDAG. These classes and other procurement-related classes provide employees with the tools they need to make sure input they provide into the consultant selection process leading up to contract award approval by the Executive Director or his designee is based on the best interests of the public. Employees are taught that evaluation committee members are not permitted to speak to the prospective competitors during the procurement process as this could create a real or perceived bias for a particular proposer. Instead, all communications are carried out by Contracts and Procurement staff who do not score the proposers. This process shields the evaluation committee members/decision-makers from influence or pressure from the competitors and prevents delays from protests based on claims of unfair advantage in the competitive process.
As an added safeguard and to ensure that the highest priority projects are reviewed at the appropriate level of authority, the Executive Director and Chief Deputy Executive Director review all anticipated solicitations each year once the Board of Directors has adopted the next year's budget and designates which will require Executive Director approval versus approval by a Director. This “red flag” list supersedes the normal delegations set out in administrative policies. All Board Policies, including those specific to procurements and contracts, are reviewed by staff on an annual basis, and any recommended changes are discussed with the Executive Committee and the Board. Upon Board approval of policies concerning procurements, staff updates an internal document entitled “The Procurement Manual,” which serves as the blueprint for staff with step-by-step instructions for all contracts and procurements. The procurement function at SANDAG is centralized allowing for tight controls and scrutiny by the staff responsible for administering the program. The Office of General Counsel is responsible for ensuring that all contracts are legally appropriate and compliant.

In addition to the annual Board of Directors’ review of Board Policies and review of the Procurement Manual and Employee Handbook by the Office of General Counsel, the agency's procurement processes and other systems for internal controls at SANDAG are reviewed regularly by several outside entities. All audits and reviews of the procurement function to date have resulted in certifications that SANDAG is in compliance with the relevant laws and regulations.

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<td>Federal Transit Administration (FTA)</td>
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<td>The State of California</td>
<td>Transportation Development Act (TDA) audit</td>
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<td>U.S. Department of Transportation (FTA/FHWA)</td>
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<td>Independent Taxpayer Oversight Committee (ITOC)</td>
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<td>Federal Highway Administration (FHWA)</td>
<td>Compliance Review</td>
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*Last review conducted March 2013

In addition to these specific program audits, the agency financial audit is conducted each year by independent auditors and consistently results in a “clean” opinion with no material weaknesses in internal controls.

GARY L. GALLEGOS
Executive Director

Attachments: 1. Mid-City Rapid Bus CIP Budget  
2. Current Project/Program List with Needed Communications Services

Key Staff Contacts:  Colleen Windsor, (619) 699-1960, colleen.windsor@sandag.org  
Jim Linthicum, (619) 699-1970, jim.linthicum@sandag.org  
Laura Coté, (619) 699-6947, laura.cote@sandag.org
**Project Number:** 1240001  
**RTIP Number:** SAN78  
**Project Name:** Mid-City Rapid Bus  
**Corridor Director:** Bruce Schmith  
**Project Manager:** Eric Adams

**PM Phone Number:** (619) 699-1974

**SITE LOCATION**

**PROJECT DESCRIPTION**

Development of a rapid bus route from downtown San Diego to San Diego State University via Park and El Cajon Boulevard.

**SITE LOCATION**

**PROGRESS TO DATE**

Design is 95 percent complete as of December 2011. City permitting and Right-of-Way acquisition are underway. Additional community outreach and stakeholder buy-in efforts were completed. Obtained San Diego City Council approval of parking mitigation design for Park Boulevard.

**PROJECT FEATURES**

Bus stop consolidation, enhanced vehicles and stations, transit signal priority, real-time information, and improved frequencies.

**MAJOR MILESTONES**

- Draft Environmental Document  Nov-08
- Final Environmental Clearance  Mar-09
- Ready to Advertise  Apr-12
- Begin Construction  Aug-12
- Open to Public  Jun-13
- Close-Out  May-14

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**SANDAG EXPENDITURE PLAN ($000)**

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**CALTRANS EXPENDITURE PLAN ($000)**

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**Total SANDAG & Caltrans**

| **$3,814** | **$7,430** | **$30,497** | **$2,785** | **$0**   | **$0**   | **$0**   | **$0**   | **$0**   | **$0**   | **$0**   | **$0**   | **$44,526** |

**FUNDING PLAN ($000)**

**FUNDING SOURCE**

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1. Public Outreach Plan Development and Implementation
2. Stakeholder Database Development
3. Social Equity/Environmental Justice Marketing Strategies
4. Collateral Materials
5. Copywriting
6. Employer-based Outreach
7. Social Media
8. Translations
9. Web-based Community Outreach
10. Copywriting
11. Graphic Design Strategies and Development
12. HTML Programming
13. Media Relations
14. New Media
15. Photography
16. Power Point Presentation Development
17. Printing Services
18. Direct Mail Services
19. Event/Mtg. Planning
20. Event/Mtg. Support
21. Signage Design
22. Signage Fabrication/Installation
23. Visual Simulations
24. Advertisement Materials
25. Media Strategy
26. Research Surveys
27. Research - Market or Customer
28. Research Focus Groups
29. Return on Investment/Marketing Strategies
30. Marketing Plan Development
31. Marketing Materials
32. Market Analysis
33. Online Marketing Strategies and Content
34. Advertisement and Media Buy/Placement
35. Branding and Identity Development
36. Communications Audits
37. Computer Simulations
38. Mobile Marketing
39. Website Design
40. Website Development
41. Website - Mobile Application
42. Video – Time Lapse
43. Video Development
44. Video Production
45. Sponsorship Development
46. Mexico-Based Communications
47. Promotional Items
48. Promotional Strategies and Campaigns
49. Presentation Training
50. Media Training
51. Facilitator Training
52. Facilitation Services
53. Customer Service Training/Analysis
54. Economic Analysis
55. Business Development
56. Bi-national Coordination and Outreach
57. Special and Promotional Event Planning

**TOTAL SERVICE AREAS per PROGRAM/PROJECT**
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**Project and Program Needs for Communications Services**

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**TOTAL SERVICE AREAS per PROGRAM/PROJECT**

| 16 | 23 | 14 | 13 | 21 | 20 | 25 | 23 | 10 | 21 | 2 | 26 | 45 | 20 | 28 | 24 | 7 | 43 |
Green Washing of Transportation Projects
Cleveland National Forest Foundation
Presentation to SANDAG Board - Public Comments
April 12, 2013
Jack Shu, President

“Green Washing” of a environmentally failed transportation plan

- Recently, during a public meeting about the North Coast Corridor, CalTrans presented a short video. This promotional movie tried to present the widening of I-5, an element of SANDAG’s 2050 Regional Transportation Plan, as if it will help the environment.
- Along with other statements the video gives a very false impression of what the current Corridor plan will do to the region.
Clip from a promotional video found at
http://www.youtube.com/watch?v=Vm6njsBYC-c&feature=youtu.be
Conflict of Interest

• The San Elijo Lagoon Conservancy, where Mr. Gibson is the Exec. Dir., received a $960,000 grant from SANDAG’s mitigation program.
• At best, it is a conflict of interest for CalTrans to use the Conservancy’s representative to make a statement that the freeway expansion will improve our local environment.
• This draws questions as to the creditability of the video and its claims that the North Coast Corridor plan is the best we can do.

What Should SANDAG’s Public Involvement Process Do?

• Not spend public funds, like CalTrans just did, to “spin” it’s plans
• Be transparent, provide full disclosure of modeling and mode share calculations
• Be truthful, present all the data, such as the knowledge that increased lanes will only provide traffic relief for 2-4 years
• Study and present the benefits and impacts of other alternatives, not just the ones SANDAG has selected to promote
SANDAG can not continue to implement the 2050 RTP/SCS as if nothing has happened

• We need a better plan which will improve our economy, health and environment.
• Extend the review period of all BRT projects so that alternatives can be considered such as CNFF’s 50-10 Transit Plan
• Stop expansion of freeways with additional lanes including HOV and BRT lanes –SANDAG’s own data admits this strategy will increase GHG emissions beyond State goals.
SANDAG Public Outreach – *Colleen Windsor*

Project Budget Development – *Jim Linthicum*

Checks and Balances – *Laura Cote*

SANDAG PUBLIC OUTREACH AND INVOLVEMENT EFFORTS AND ASSOCIATED CONTRACTS

April 12, 2013
Current Work

More than 60 projects and programs

- Total of 320 miles of projects, including rail, highway, and bike/pedestrian
- More than 3.1 million people impacted

Required Public Outreach

- NEPA/CEQA
- Federal Highway Administration (FHWA) and Federal Transit Administration (FTA)
- Federal regulations for metropolitan transportation planning (23 CFR 450.316)
- MAP-21
- TransNet
- Title VI
- Americans with Disabilities Act of 1990 (ADA)
- Air Quality Implementation Plan
- Executive Order 12898, Federal Actions to Address Environmental Justice in Minority Populations and Low Income Populations
- Executive Order 13166 and U.S. Department of Transportation (DOT)
Public Outreach Strategies

- Public Information Plan
- Stakeholder Database
- Small Group Meetings
- Presentations to Stakeholder Groups
- Electronic Project Updates
- Social Equity
- Open Houses
- Project Tours
- Project Fact Sheets and FAQs
- Project Newsletter
- Notification Materials
- Presentation Materials
- Project Information Card
- Webpage Development and Coordination
- Research
- Project Signage
- Banners
- Photography and Video
- Visual Simulations
- Media Outreach
- Social Media
- Ground Breaking/Ribbon Cutting Events
- Industry Publications
- Daily Email and Phone Availability
- Public Outreach Evaluation
- Crisis Communications
- Partnering Meetings
- Translations
- Project Team Meetings
- Time Lapse Videos

Stakeholder Categories

- Affordable Housing Advocates
- Broad-Based Business Organizations
- Civic Organizations
- Commercial Property Interests
- Congestion Management Agencies
- Cultural Organizations
- Diverse Community Groups
- Education
- Elected Officials
- Environmental Advocates
- Faith-Based Groups
- General public
- Home Builder Representatives
- Homeowners/Homeowner Associations
- Landowners
- Local Jurisdictions
- Native American Tribes
- Neighborhood and Community Groups
- Non-Profit Organizations
- Planning Groups
- Residents
- Resource Agencies
- Small Businesses
- Social Service Agencies
- State and federal agencies and elected officials
- Taxpayer Groups
- Transportation Agencies
- Transportation Advocates
- Transportation Commissions
- U.S.-Mexico Border Organizations
Recent Communications Efforts

- I-15 Express Lanes
- Mid-Coast Trolley Extension
- 2050 Regional Transportation Plan
- Trolley Renewal
- North Coast Corridor
- LOSSAN
- SR 76
- SR 78 Nordahl Bridge
- Mid-City Rapid Bus
- I-805
- South Bay Expressway
- I-15 Transit Stations
- Regional Beach Sand
- Oceanside Coastal Rail Trail
- Downtown Bus Rapid Transit
- Encinitas Pedestrian Crossing
- SR 11 / East Otay Mesa Border Crossing
- Compass Card
- Active Transportation and Regional Bike projects
- iCommute
- South Bay Bus Rapid Transit
- San Ysidro Intermodal Transportation Center
- Buena Vista Lagoon
- Integrated Corridor Management
- SuperLoop
- Smart Growth Incentive Program

Mid-City Rapid Bus Budget
Checks and Balances

- State and federal rules, regulations
- Board Policies:
  - 16 – Procurement of Services
  - 17 – Delegation of Authority
  - 21 – Acquisition of Real Property Interests and Relocation Assistance
  - 23 – Procurement and Contracting – Equipment and Supplies
  - 24 – Procurement and Contracting - Construction
- Procurement Manual
- Compliance reviews by outside entities
- Financial audit of internal controls

Task Order Process

1. Contract
2. Scope of Work
3. ICE (Independent Cost Estimate)
4. Negotiate
   - hours/other direct costs
5. Management Review
6. Submit Task Order
7. Task Order Oversight and Implementation
SANDAG is...
Regional Planning Construction Regional Decision-Making Public Outreach Express Lanes Public Safety Rail Improvements Toll Operation Goods Movement Regional Forum Mapping Customer Service Public Involvement TransNet Administrator Vanpool Rideshare Week Research Smart Growth Express Lanes Telework Consensus Building Tribal Government Coordination Borders New Border Crossing Environmental Justice Transportation Funding Service Bureau Limited English Proficiency Freeway Service Patrol 511 Active Transportation Commute Choices Environmental Mitigation Program Bike to Work Forecasting Transportation Demand Management ARJIS/Criminal Justice GIS Carpool Incentive Pilot Study Compass Card Regional Decision-Making Data Clearinghouse

CEQA and NEPA as parallel processes

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Public participation highly encouraged
* Not required for CEQA
Public Outreach Summary: Mid-Coast Trolley Extension

Public Stakeholder Meetings
- Assisted in the formation of the Mid-Coast Project Working Group to provide input on the project purpose and need, alternatives for consideration in the environmental review process, the draft environmental document and the draft PIP
- Coordinated and participated in 38 meetings with stakeholders
- Coordinated and participated in 53 presentations to stakeholders
- Coordinated 11 Project Working Group meetings
- Coordinated five public scoping meetings in locations throughout the Mid-Coast Corridor to solicit input on the project and what should be studied in the Mid-Coast environmental document

Public Notification
- Distributed 15 e-flyers to interested parties
- Prepared information for posting in Council District Office e-flyers and SANDAG communications
- Posted notices for the scoping meetings
- Advertised notice for the meetings
- Distributed 32 Letters to project stakeholders, offering a briefing on the project
- Developed stakeholders database for project
- Sent direct mail postcard notification of the scoping meetings to 24,959 residents and businesses within one-half mile of the alternative alignments under consideration

Public Involvement Planning
- Developed Public Involvement Plan (PIP) as required by Federal Transit Administration
- Provided input on the public outreach section of the Draft Evaluation of Alternatives report
- Provided input into the public involvement chapter of the Draft SEIS/SEIR
- Provided input to the public involvement section of the Scoping Report

Public Education Materials
- Designed boards and collateral materials to announce the scoping period for the project
- Developed template for HTML eNewsletter in Constant Contact
- Created project identity for Mid-Coast Trolley Extension
- Developed content for collateral materials including website, fact sheet, FAQ, multimedia presentation
- Updated graphics and collateral materials to better inform public of Mid-Coast next steps

Public Outreach Strategies: San Diego Forward – The Regional Plan

Focus Groups
- Conducted web panel to participants about SANDAG’s role responsibility for assessing transportation projects in the region, understanding of their role and potential ways to position the agency and key initiatives moving forward

Public Involvement Plan
- A draft Public Involvement Plan was developed in conjunction with SANDAG’s PIP, operations, Community Board and Board
- The PIP included comprehensive research on user MPO’s efforts to include planning, the SANDAG MPO, stakeholders database expansion, media list generation and expansion
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Branding Exercise
- Designed new corporate identity to capture the essence of the SANDAG logo and symbolize the creativity and innovation of the agency
- Developed a new Regional Plan brand platform to create informational and community outreach materials and competing call to actions for community involvement
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Media
- Work with the media to convey information to the broader public
- Media outreach will include the following efforts:
  - Providing presentations to reporters
  - Distributing press releases and media alerts
  - Exploring social media to promote availability versions
  - Setting opportunities for media content
  - Utilizing social media to promote availability

Consult with tribal nations, Mexico and neighboring counties on planning issues that affect jurisdictions

Assess public involvement plan at key milestones

Partner with Community-Based Organizations
- Provide opportunities to Tribal Nations and local agencies to participate in planning and decision-making processes
- Employ assistance from Tribal Nations and local agencies to participate in planning and decision-making processes
- Provide opportunities to Tribal Nations and local agencies to participate in planning and decision-making processes
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