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BOARD OF DIRECTORS AGENDA

**Friday, April 12, 2013
10 a.m. to 12 noon
SANDAG Board Room
401 B Street, 7th Floor
San Diego**

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.

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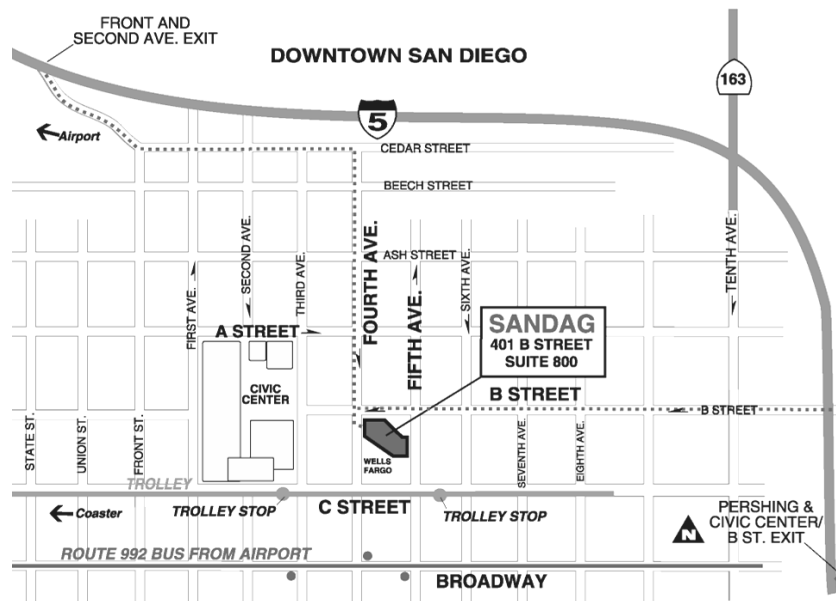
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BOARD OF DIRECTORS

Friday, April 12, 2013

ITEM

RECOMMENDATION

1. PUBLIC COMMENTS/COMMUNICATIONS/MEMBER COMMENTS

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.

REPORTS (2)

+2. UPDATE ON SANDAG PUBLIC OUTREACH AND INVOLVEMENT EFFORTS AND ASSOCIATED CONTRACTS (Colleen Windsor; Jim Linthicum; Laura Coté)

DISCUSSION

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.

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

INFORMATION

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



**BOARD OF DIRECTORS
APRIL 12, 2013**

**AGENDA ITEM NO. 13-04-2
ACTION REQUESTED - DISCUSSION**

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

File Number 7300100

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.

Safeguards Built Into SANDAG Contracts and Procurement Practices and Board Policies

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.

Entity	Activity	Frequency
Federal Transit Administration (FTA)	Triennial Audit	Every 3 years
The State of California	Transportation Development Act (TDA) audit	Annually
U.S. Department of Transportation (FTA/FHWA)	Federal Certification Review	Annually
Independent Taxpayer Oversight Committee (ITOC)	Performance Audit	Annually
Federal Highway Administration (FHWA)	Compliance Review	Periodically*


*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

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Jim Linthicum, (619) 699-1970, jim.linthicum@sandag.org
Laura Coté, (619) 699-6947, laura.cote@sandag.org

Project Number: 1240001		Corridor Director: Bruce Schmith	
RTIP Number: SAN78		Project Manager: Eric Adams	
Project Name: Mid-City Rapid Bus		PM Phone Number: (619) 699-1974	
PROJECT DESCRIPTION	SITE LOCATION	PROGRESS TO DATE	
Development of a rapid bus route from downtown San Diego to San Diego State University via Park and El Cajon Boulevard.		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		MAJOR MILESTONES	
Bus stop consolidation, enhanced vehicles and stations, transit signal priority, real-time information, and improved frequencies.		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

SANDAG EXPENDITURE PLAN (\$000)

TASK	PRIOR YEARS	FY 12	FY 13	FY 14	FY 15	FY 16	FY 17	FY 18	FY 19	FY 20	FY21	TOTAL
Administration	\$1,167	\$424	\$500	\$35	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$2,126
Environmental Document	939	161	0	0	0	0	0	0	0	0	0	1,100
Design	1,703	500	547	0	0	0	0	0	0	0	0	2,750
Right-of-Way Support	0	200	0	0	0	0	0	0	0	0	0	200
Right-of-Way Capital	0	700	0	0	0	0	0	0	0	0	0	700
Construction Support	0	500	1,900	250	0	0	0	0	0	0	0	2,650
Construction Capital	0	0	17,400	2,500	0	0	0	0	0	0	0	19,900
Vehicles	5	4,795	10,000	0	0	0	0	0	0	0	0	14,800
Total SANDAG	\$3,814	\$7,280	\$30,347	\$2,785	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$44,226

CALTRANS EXPENDITURE PLAN (\$000)

TASK	PRIOR YEARS	FY 12	FY 13	FY 14	FY 15	FY 16	FY 17	FY 18	FY 19	FY 20	FY21	TOTAL
Environmental Document	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Design	0	75	75	0	0	0	0	0	0	0	0	150
Right-of-Way Support	0	0	0	0	0	0	0	0	0	0	0	0
Right-of-Way Capital	0	0	0	0	0	0	0	0	0	0	0	0
Construction Support	0	75	75	0	0	0	0	0	0	0	0	150
Construction Capital	0	0	0	0	0	0	0	0	0	0	0	0
Total Caltrans	\$0	\$150	\$150	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$300

Total SANDAG & Caltrans

TransNet Pass-Through	\$0	\$150	\$150	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$300
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FUNDING PLAN (\$000)

FUNDING SOURCE	PRIOR YEARS	FY 12	FY 13	FY 14	FY 15	FY 16	FY 17	FY 18	FY 19	FY 20	FY21	TOTAL
FEDERAL:												
7221001 FTA 5307	\$320	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$320
FTA 5309 New Starts	1,455	5,944	14,980	0	0	0	0	0	0	0	0	22,379
LOCAL:												
91000100 TransNet -MC	1,880	1,486	15,517	2,785	0	0	0	0	0	0	0	21,668
91000100 TransNet -T	159	0	0	0	0	0	0	0	0	0	0	159
TOTAL:	\$3,814	\$7,430	\$30,497	\$2,785	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$44,526

Project and Program Needs for Communications Services		Project Number	Project Title																	
		1041502	1257001	1200501	1200503	1200504	1200506	3420006	1201503	3310300	1201505	1201506	1201507	1201509	1201510	1201511	1201512	1201514	1207606	
		SuperLoop	Mid-Coast Light Rail Transit	I-5 North Coast: 4 Express Lanes	I-5/SR 56 Interchange	I-5 North Coast: 2 HOV Lanes	I-5/Genesee Interchange and Widening	SR 11 and Olaj Mesa East Port of Entry	I-15 Express Lanes North Segment	I-15 FasTrak@Value Pricing	I-15 BRT Stations @ RB, Sabre Springs, Del Lago	I-15 Mira Mesa DAR & BRT Station	I-15 BRT Stations: Mid-City Centerline Stations	Downtown BRT Stations	SR 78 Nordahl Rd. Bridge Interchange, Aux Lanes	Mira Mesa Blvd. BRT Priority Treatments	I-15 BRT Sabre Springs Parking Structure	Downtown BRT Layover Facility	SR 76 East	
1	Public Outreach Plan Development and Implementation	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
2	Stakeholder Database Development	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
3	Social Equity/Environmental Justice Marketing Strategies		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
4	Collateral Materials	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
5	Copywriting	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
6	Employer-based Outreach	X		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
7	Social Media	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
8	Translations		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
9	Web-based Community Outreach	X	X	X	X	X	X		X	X	X	X	X	X	X	X	X	X	X	X
10	Editing	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
11	Graphic Design Strategies and Development	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
12	HTML Programming			X	X	X	X		X	X	X	X	X	X	X	X	X	X	X	X
13	Media Relations		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
14	New Media		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
15	Photography	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
16	Power Point Presentation Development	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
17	Printing Services	X	X	X	X	X	X		X	X	X	X	X	X	X	X	X	X	X	
18	Direct Mail Services	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
19	Event/Mtg. Planning	X	X	X	X	X	X	X	X		X	X	X	X	X	X	X	X	X	
20	Event/Mtg. Support		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
21	Signage Design	X	X	X	X	X	X		X		X	X	X	X	X		X	X	X	X
22	Signage Fabrication/Installation	X		X	X	X	X		X		X	X	X	X	X	X	X	X	X	X
23	Visual Simulations		X	X	X	X	X	X	X		X	X	X	X	X	X	X	X	X	X
24	Advertisement Materials	X	X	X	X	X	X		X	X	X	X	X	X	X	X	X	X	X	X
25	Media Strategy	X	X	X	X	X	X	X						X					X	
26	Research Surveys			X	X	X	X			X										
27	Research - Market or Customer									X										
28	Research Focus Groups						X			X										
29	Return on Investment/Marketing Strategies		X							X							X			
30	Marketing Plan Development	X								X										
31	Marketing Materials	X								X										
32	Market Analysis									X										
33	Online Marketing Strategies and Content	X						X		X										
34	Advertisement and Media Buy/Placement	X	X	X	X	X	X			X				X					X	
35	Branding and Identity Development	X	X	X	X	X	X	X		X										
36	Communications Audits								X							X				X
37	Computer Simulations								X		X	X	X			X	X			
38	Mobile Marketing										X									
39	Website Design			X	X	X				X										
40	Website Development									X										
41	Website - Mobile Application																			
42	Video - Time Lapse		X	X	X	X	X				X	X	X		X		X			
43	Video Development		X	X		X		X	X	X	X	X	X		X		X		X	
44	Video Production		X	X		X		X	X		X	X	X		X		X		X	
45	Sponsorship Development			X		X			X	X										
46	Mexico-Based Communications							X												
47	Promotional Items	X								X										
48	Promotional Strategies and Campaigns	X								X										
49	Presentation Training			X																
50	Media Training																			
51	Facilitator Training																			
52	Facilitation Services			X	X	X	X													
53	Customer Service Training/Analysis									X										
54	Economic Analysis		X	X		X														
55	Business Development							X												
56	Bi-national Coordination and Outreach							X												
57	Special and Promotional Event Planning	X	X	X		X	X	X	X					X						
	TOTAL SERVICE AREAS per PROGRAM/PROJECT	26	30	37	31	36	32	27	30	38	29	28	28	27	27	25	29	26	24	

Project and Program Needs for Communications Services		Project Number	Project Title																			
		1210030	Blue Line Station Rehab																			
		1239801	Sorrento to Miramar Phase 1																			
		1239803	Oceanside Station Pass-Through Track																			
		1239805	Poinsettia Station Improvements																			
		1239806	San Elijo Lagoon Double Track																			
		1239807	Sorrento Valley Double Track																			
		1239808	Teclote to Washington Crossovers																			
		1239809	Eastbrook to Shell Double Track																			
		1239810	Carlsbad Village Double Track																			
		1239811	Elvira to Morena Double Track																			
		1239812	Sorrento to Miramar Phase 2																			
		1239813	San Diego Lagoon Double Track and Platform																			
		1239814	COASTER Preliminary Engineering																			
		1239815	San Diego River Bridge																			
		1239816	Batiquitos Lagoon Double Track																			
		1240001	Mid-City Rapid Bus																			
		1280504	South Bay BRT																			
		1280505	I-805 HOV/Carroll Canyon DAR																			
		1280508	SR 94 2 HOV Lanes: I-805 to Downtown																			
		1280510	I-805 South: 2 HOV & DAR																			
		1280511	I-805 North: 2 HOV Lanes & DAR																			
1	Public Outreach Plan Development and Implementation	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
2	Stakeholder Database Development	X	X	X	X	X	X	X	X	X	X	X	X		X	X	X	X	X	X	X	X
3	Social Equity/Environmental Justice Marketing Strategies	X	X	X	X	X	X	X	X	X	X	X		X	X	X	X	X	X	X	X	X
4	Collateral Materials	X	X	X	X	X	X	X	X	X	X	X		X	X	X	X	X	X	X	X	X
5	Copywriting	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
6	Employer-based Outreach	X	X	X	X	X	X	X	X	X	X	X		X	X	X		X	X	X	X	X
7	Social Media	X	X	X	X	X	X	X	X	X	X	X		X	X	X	X	X	X	X	X	X
8	Translations	X	X	X	X	X	X	X	X	X	X	X		X	X	X	X	X	X	X	X	X
9	Web-based Community Outreach	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X		X	X	X	X	X
10	Editing	X	X	X	X	X	X	X	X	X	X	X		X	X	X	X	X	X	X	X	X
11	Graphic Design Strategies and Development	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
12	HTML Programming	X	X	X	X	X	X	X	X	X	X	X		X	X			X	X	X	X	X
13	Media Relations	X	X	X	X	X	X	X	X	X	X	X		X	X	X	X	X	X	X	X	X
14	New Media	X	X	X	X	X	X	X	X	X	X	X		X	X	X		X	X	X	X	X
15	Photography	X	X	X	X	X	X	X	X	X	X	X		X	X	X		X	X	X	X	X
16	Power Point Presentation Development	X	X	X	X	X	X	X	X	X	X	X		X	X	X	X	X	X	X	X	X
17	Printing Services		X	X	X	X	X	X	X	X	X	X		X	X	X	X	X				
18	Direct Mail Services	X	X	X	X	X	X	X	X	X	X	X		X	X	X	X	X	X	X	X	X
19	Event/Mtg. Planning	X	X	X	X	X	X	X	X	X	X	X		X	X	X	X	X	X	X	X	
20	Event/Mtg. Support	X	X	X	X	X	X	X	X	X	X	X		X	X	X	X	X	X	X	X	
21	Signage Design	X	X	X	X		X	X			X			X		X		X	X	X	X	X
22	Signage Fabrication/Installation	X	X	X	X		X	X			X			X		X		X	X	X	X	X
23	Visual Simulations			X	X	X	X		X	X		X	X		X		X		X	X	X	X
24	Advertisement Materials	X	X	X	X	X	X	X	X	X	X	X		X	X		X	X	X	X	X	X
25	Media Strategy			X	X		X				X			X	X		X	X	X	X		
26	Research Surveys			X	X		X												X			
27	Research - Market or Customer																					
28	Research Focus Groups																	X				
29	Return on Investment/Marketing Strategies	X														X	X					
30	Marketing Plan Development																					
31	Marketing Materials																					
32	Market Analysis																					
33	Online Marketing Strategies and Content																					
34	Advertisement and Media Buy/Placement		X	X	X	X	X	X	X	X	X	X		X	X		X	X				
35	Branding and Identity Development			X	X		X											X				
36	Communications Audits	X																		X	X	X
37	Computer Simulations																					
38	Mobile Marketing																					
39	Website Design			X	X		X											X				
40	Website Development																					
41	Website – Mobile Application																					
42	Video – Time Lapse																				X	
43	Video Development	X		X	X		X											X				
44	Video Production	X		X	X		X											X	X	X	X	
45	Sponsorship Development		X	X	X		X	X			X				X							
46	Mexico-Based Communications	X																				
47	Promotional Items																					
48	Promotional Strategies and Campaigns																					
49	Presentation Training																					
50	Media Training																					
51	Facilitator Training																					
52	Facilitation Services																		X			
53	Customer Service Training/Analysis																					
54	Economic Analysis																					
55	Business Development																					
56	Bi-national Coordination and Outreach																					
57	Special and Promotional Event Planning		X	X	X		X	X			X				X			X				
	TOTAL SERVICE AREAS per PROGRAM/PROJECT	27	26	33	33	23	33	26	23	23	27	23	23	5	27	23	22	20	33	26	26	23

Project and Program Needs for Communications Services		Project Number	Project Title	1300601	3300200	1223023	1223024	1141600	1143000	1143600	1143800	1144200	1144601	1144700	1145000	3312100	3100000	3312200	3310600	3330500	1201513	3310700	
		San Ysidro Freight Rail Yard	Regional Bikeway Projects	Inland Rail Trail	Coastal Rail Trail: Phase 2B - Oceanside	Santa Margarita River Bridge, Second Track	Del Mar Bluffs Stabilization III	San Luis Rey Transit Center	Encinitas Grade Separation Pedestrian	San Onofre to Pulgas Double Track	ICM Initiative I	Beach Sand Replenishment	Los Penasquitos Lagoon Bridge Replacement	South Bay Expressway	San Diego Forward: The Regional Plan	SD SAFE	Compass Card	San Ysidro Intermodal Transportation Center	South Bay Bus Maintenance Facility	Transportation Demand Management			
1	Public Outreach Plan Development and Implementation		X	X	X	X	X	X	X	X	X	X	X		X	X	X	X	X	X	X	X	X
2	Stakeholder Database Development		X	X	X	X	X	X	X	X	X	X	X		X	X	X	X	X	X			X
3	Social Equity/Environmental Justice Marketing Strategies			X	X	X	X	X	X	X	X				X	X	X	X	X	X			X
4	Collateral Materials		X	X	X	X	X	X	X	X	X	X			X	X	X	X	X	X			X
5	Copywriting		X	X	X	X	X	X	X	X	X	X			X	X	X	X	X	X	X	X	X
6	Employer-based Outreach			X					X	X		X			X	X	X	X	X				X
7	Social Media			X			X	X	X	X	X	X	X	X	X	X	X	X	X	X			X
8	Translations		X	X	X	X			X						X	X	X	X	X	X	X	X	X
9	Web-based Community Outreach						X	X	X	X	X	X	X	X	X	X	X	X	X	X			X
10	Editing		X	X	X	X	X	X	X	X	X	X			X	X	X	X	X	X	X	X	X
11	Graphic Design Strategies and Development			X			X	X	X	X	X	X			X	X	X		X				X
12	HTML Programming						X	X	X	X	X				X	X						X	
13	Media Relations						X	X	X	X	X	X			X	X	X	X	X	X			X
14	New Media			X			X	X	X	X	X	X			X	X	X						X
15	Photography						X	X	X	X	X				X	X		X	X				X
16	Power Point Presentation Development			X	X		X	X	X	X	X				X	X	X		X	X			X
17	Printing Services		X		X	X	X	X	X	X	X	X			X	X		X	X	X	X	X	X
18	Direct Mail Services		X	X	X	X		X					X		X	X	X			X	X		X
19	Event/Mtg. Planning			X	X	X	X		X	X					X	X	X		X	X			X
20	Event/Mtg. Support			X	X	X	X		X	X					X	X	X		X	X			X
21	Signage Design		X				X	X	X	X	X				X	X		X	X				X
22	Signage Fabrication/Installation		X				X	X	X	X	X				X	X		X	X				
23	Visual Simulations											X					X						
24	Advertisement Materials			X									X		X	X	X	X	X				X
25	Media Strategy																X						X
26	Research Surveys			X									X			X	X	X	X	X			X
27	Research - Market or Customer			X												X				X			X
28	Research Focus Groups															X	X			X			X
29	Return on Investment/Marketing Strategies			X												X							X
30	Marketing Plan Development			X												X		X	X				X
31	Marketing Materials				X	X						X				X		X	X	X			X
32	Market Analysis															X		X		X			X
33	Online Marketing Strategies and Content			X	X	X										X		X	X	X			X
34	Advertisement and Media Buy/Placement			X											X	X	X		X				X
35	Branding and Identity Development			X												X	X	X	X				X
36	Communications Audits																						
37	Computer Simulations												X										
38	Mobile Marketing																	X					
39	Website Design															X	X		X				X
40	Website Development															X	X		X				X
41	Website - Mobile Application											X						X					X
42	Video - Time Lapse									X													
43	Video Development											X				X	X	X					X
44	Video Production											X				X	X	X					X
45	Sponsorship Development						X	X	X	X	X				X	X							X
46	Mexico-Based Communications															X				X			
47	Promotional Items															X		X	X				X
48	Promotional Strategies and Campaigns															X		X	X				X
49	Presentation Training																						
50	Media Training																						
51	Facilitator Training																		X	X			
52	Facilitation Services																						
53	Customer Service Training/Analysis															X			X				
54	Economic Analysis																			X			
55	Business Development															X			X				X
56	Bi-national Coordination and Outreach															X	X						X
57	Special and Promotional Event Planning						X	X	X	X	X				X	X			X				X
	TOTAL SERVICE AREAS per PROGRAM/PROJECT		10	23	14	13	21	20	23	23	19	21	2	26	45	29	28	34	24	7		43	



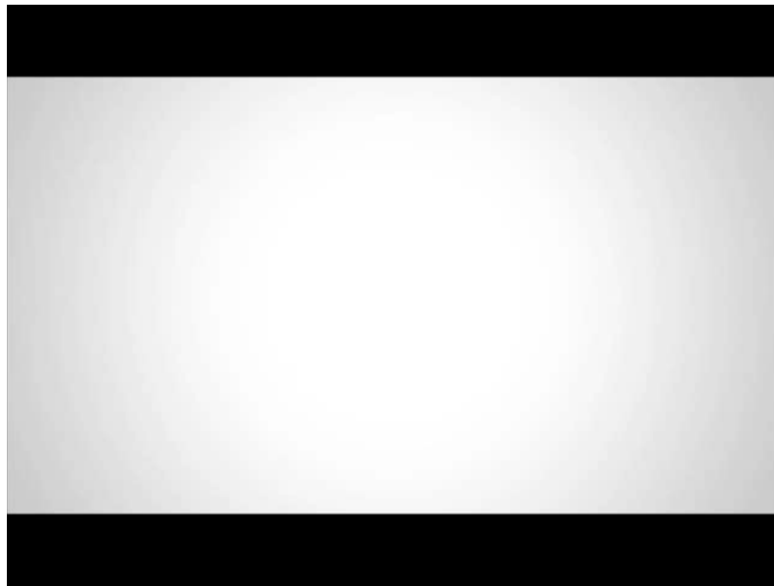
Green Washing of Transportation Projects

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

3

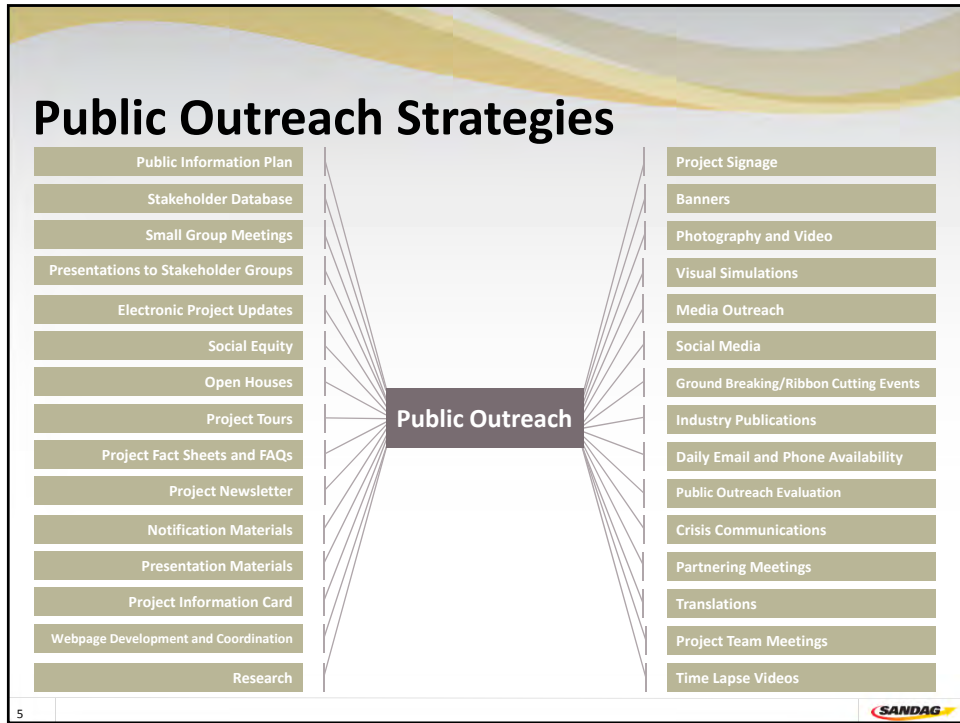


Required Public Outreach

- 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)

4





- ## 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
- 6 SANDAG

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

7



Mid-City Rapid Bus Budget

Project Number: 1240001		Corridor Director: Bruce Schmith										
RTP Number: SAN78		Project Manager: Eric Adams										
Project Name: Mid-City Rapid Bus		PM Phone Number: (619) 699-1974										
PROJECT DESCRIPTION	SITE LOCATION	PROGRESS TO DATE										
Development of a rapid bus route from downtown San Diego to San Diego State University via Park and El Cajon Boulevard.		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 County approval of parking mitigation design for Park Boulevard.										
PROJECT FEATURES		MAJOR MILESTONES										
Bus stop construction, enhanced vehicles and stations, transit signal priority, real-time information, and improved stopways.		Draft Environmental Document	Nov-08									
		Final Environmental Clearance	Mar-09									
		Ready for Acquisition	Apr-12									
		Begin Construction	Aug-12									
		Open to Public	Jan-13									
		Close-Out	May-14									
SANDAG EXPENDITURE PLAN (\$000)												
TASK	PRIOR YEARS	FY 12	FY 13	FY 14	FY 15	FY 16	FY 17	FY 18	FY 19	FY 20	FY 21	TOTAL
Administration	\$1,517	\$424	\$500	\$33	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$2,134
Environmental Document	\$519	\$161	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	1,100
Design	1,793	\$0	\$47	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	2,750
Right-of-Way Support	\$0	\$200	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	200
Right-of-Way Capital	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	0
Construction Support	\$0	\$0	\$500	\$500	\$0	\$0	\$0	\$0	\$0	\$0	\$0	2,500
Construction Capital	\$0	\$0	\$2,400	\$2,500	\$0	\$0	\$0	\$0	\$0	\$0	\$0	19,900
Vehicles	\$0	\$4,295	\$0,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	14,800
Total SANDAG	\$3,814	\$7,380	\$30,347	\$2,785	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$44,220
CALTRANS EXPENDITURE PLAN (\$000)												
TASK	PRIOR YEARS	FY 12	FY 13	FY 14	FY 15	FY 16	FY 17	FY 18	FY 19	FY 20	FY 21	TOTAL
Environmental Document	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Design	\$0	\$75	\$75	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$150
Right-of-Way Support	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Right-of-Way Capital	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Construction Support	\$0	\$75	\$75	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$150
Construction Capital	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Caltrans	\$0	\$150	\$150	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$300
Total SANDAG & Caltrans	\$3,814	\$7,530	\$30,497	\$2,785	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$44,520
FUNDING PLAN (\$000)												
FUNDING SOURCE	PRIOR YEARS	FY 12	FY 13	FY 14	FY 15	FY 16	FY 17	FY 18	FY 19	FY 20	FY 21	TOTAL
FEDERAL:												
722-5001 STA 5307	\$320	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$320
FTA 5300 New Starts	1,455	\$,944	\$4,900	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	23,379
LOCAL:												
95000900 Transient-MC	1,490	1,496	13,417	2,785	\$0	\$0	\$0	\$0	\$0	\$0	\$0	21,988
95000900 Transient-T	159	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	159
TOTAL:	\$3,814	\$7,430	\$30,497	\$2,785	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$44,520

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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

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Task Order Process



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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

Public participation highly encouraged

* Not required for CEQA

	CEQA	NEPA
	EIR	EIS
	Notice of Preparation (NOP)	Notice of Intent (NOP)
	Scoping	Scoping
	* Alternative Analysis	Alternative Analysis
	Public Information Meetings	Public Information Meetings
	Draft EIR	Draft EIS
	Public Hearing and Agency Review	Public Hearing and Agency Review
	State Clearinghouse Review	EPA Filing; Federal Register
	Final EIR	Final EIS
	Review of Responses by Commenting Agencies	Public Agency Review; EPA Filing; Federal Register Notice
	Agency Decision	Agency Decision
	Findings; Statement of Overriding Consideration; Mitigation Monitoring Program	Record of Decision (ROD)

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 eNewsletters to interested parties
- Prepared information for posting in Council District Office eNewsletters 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 stakeholder 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

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Public Outreach Strategies: San Diego Forward – The Regional Plan

Focus Groups

- Questions were posed to participants about SANDAG, their responsibility for overseeing 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 staff, committees, Community Based Organizations.
- The PIP included comprehensive research on sister MPO's efforts in outreach surrounding their RTP/RCPs, stakeholder analysis, SWOT analysis, stakeholder database expansion, media list research and expansion.
- In the future, the following efforts will be involved in implementing the Public Involvement Plan (PIP) that is intended to create a variety of opportunities for individuals, organizations, agencies, and other stakeholders to provide meaningful input into the development of the plan

Branding Exercise

- Develop a new umbrella identity to capture the essence of the Regional Plan and SANDAG as the creator and implementer of the plan
- Extend the new Regional Plan brand platform to create informational and community outreach materials and compelling calls to actions for community involvement
- Demonstrate that the vision of a better San Diego can be actualized.
- Elevate the profile of the Regional Plan and SANDAG on two levels:
 - Key stakeholders who are involved in planning, transportation, infrastructure, civic improvement
 - Consumers and residents of the County

Research

- Conduct focus groups and public opinion surveys to determine level of knowledge, key areas of interest and methods for public engagement.

Public Information Materials

- Develop public information messages to be used for the development of a variety of public information materials to keep public informed and engaged.
- Materials include:
 - Fact sheet

- Brochure
- FAQ
- Multi-media presentation
- Interactive Web site
- E-newsletters
- Videos
- Media kit
- Public notices
- Community event booth
- Rider alerts
- Dedicated phone line and email address

- Translate materials into appropriate languages to reach LEP populations

Face-to-face Outreach

- Provide a variety of forums to communicate information about the plan and seek input from decision makers and the public.
- Forums for interaction with stakeholders include:
 - Presentations to SANDAG Board, Policy Advisory Committees and Working Groups
 - Stakeholder interviews and briefings
 - Speakers bureau program to provide presentations throughout the region
 - Public workshops and open houses
 - Presentations to City Councils, Board of Supervisors and Planning Commission throughout the region
 - Conduct ongoing stakeholder discussion sessions at key milestones
 - Participate in community events
 - Assign sub-regional liaisons to establish relationships and build partnerships with community and civic associations, jurisdictional staff, attend local meetings and identify opportunities for community events and presentations
 - Conduct facilitated outreach at key milestones with community planning groups, service groups, professional organizations, advocacy groups, etc.
 - Conduct "Lunch & Learn" sessions with major employers to reach regional employees in key employment sectors
 - Work with colleges and universities to reach youth

Partner with Community-Based Organizations

- Provide contracts to CBO's to facilitate outreach to low income and minority populations, and others that don't traditionally participate in planning process
- Provide resources and information to CBOs

Web-based outreach

- Provide opportunities for the public to gain information, interact and provide input via web-based applications

Tools for web-based public involvement include:

- Interactive web site
- Regular e-mail updates and/or e-newsletter program
- Social media - provide information and encourage input via Facebook, Twitter, YouTube and Pinterest
- Create visualizations and computer animations to illustrate planning concepts
- Conduct web surveys to gain insight into public opinion
- Create a web site tool to allow for "virtual public meetings" to allow people to participate outside of public meetings

Media

- Work with the media to convey information to the broader public
- Media outreach will include the following efforts:
 - Providing briefings for reporters
 - Distributing press releases and media alerts
 - Conducting press conferences and media availability sessions
 - Seeking opportunities for editorial comment
 - Utilizing paid media to promote opportunities for public input
 - Seek a media partnership to enhance ability to promote public involvement opportunities
 - Utilize SANDAG Board as media ambassadors
 - Provide news items and updates for trade publications and stakeholder newsletters

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

Assess public involvement plan at key milestones

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