



**BOARD OF DIRECTORS
OCTOBER 27, 2006**

**AGENDA ITEM NO. 06-10-14
ACTION REQUESTED - APPROVE**

**2007 REGIONAL TRANSPORTATION PLAN:
PUBLIC INVOLVEMENT PROGRAM**

File Number 3000400

Introduction

A comprehensive public involvement program is an important component for developing the 2007 Regional Transportation Plan (RTP). SANDAG has developed this public involvement program following outreach and input from a number of committees, working groups, and other stakeholders. SANDAG also has followed guidelines for public involvement programs that are included in the new Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU). The draft plan was presented, discussed and distributed to the Regional Planning Stakeholders Working Group, Social Services Transportation Advisory Council, Transportation Committee, and other community and regional stakeholders.

Recommendation

The Board of Directors is asked to approve the Public Involvement Program for the 2007 Regional Transportation Plan.

In addition to the budgeted outreach efforts already in the 2007 OWP, staff is recommending approval to conduct research such as telephone surveys and focus groups for the 2007 Regional Transportation Plan.

A major goal of this public involvement effort is to reach out to nontraditional as well as traditional audiences to include them in the transportation planning process. This program will help ensure that environmental justice issues are addressed and that interested members of the public have ample opportunity to understand and provide meaningful input while the RTP is in its early stages. This program will be combined with the public involvement efforts to develop the Coordinated Public Transit and Human Services Transportation Plan ("Coordinated Transportation Plan") that will serve as the San Diego region program to improve services for people with disabilities, older adults, and individuals with low incomes. Early public involvement and comment about the RTP and Coordinated Transportation Plan are important to SANDAG as part of developing a transportation public policy blueprint that meets the travel needs of our residents.

Discussion

Public Involvement Program Objectives

- Solicit participation from a broad range of groups and individuals in the 2007 RTP and Coordinated Transportation Plan development and decision-making process
- Raise awareness and offer opportunities for public input about the 2007 RTP and the Coordinated Transportation Plan
- Provide information to San Diego region residents and other stakeholders

- Stimulate dialogue about the transportation challenges facing the San Diego region
- Develop and incorporate into the Plans, realistic solutions that address the diverse mobility needs of the region's residents, visitors and business people
- Build public support for transportation improvements outlined in the 2007 RTP and the Coordinated Transportation Plan

The draft Public Involvement Program was released for public review and comment at the September 1, 2006, Transportation Committee meeting. SANDAG received comments from Caltrans, North County Transit District, Metropolitan Transit System, and members of the public. Comments and responses are included in Attachment 1.

Implement Community Based Outreach Program

To help ensure diverse and direct input into the 2007 RTP from residents throughout the San Diego region, SANDAG will implement an innovative program to secure participation from communities and individuals typically not involved in the regional transportation planning process. SANDAG has awarded grant funding to the following community-based organizations through a competitive-bid process. The selected organizations will conduct outreach activities to secure public involvement from stakeholders in their communities, to engage community-based participation in setting regional transportation priorities, and to generate feedback on the RTP. This program is modeled after a similar successful effort SANDAG conducted during the development of the Regional Comprehensive Plan.

Organization	Community Served
South Bay Community Services	<i>Chula Vista, Otay Ranch, South County communities</i>
Able-Disabled Advocacy	<i>People with disabilities throughout San Diego County</i>
Bayside Community Center	<i>Linda Vista community outreach to seniors, and communities that speak Vietnamese, Chinese, and Spanish</i>
City Heights CDC	<i>Outreach to residents in greater City Heights Mid-City communities that include: seniors, low income, and those involved in revitalizing these neighborhoods</i>
All Congregations Together	<i>Communities in the southeastern part of the City of San Diego and the Diamond Business District</i>
El Cajon Collaborative	<i>El Cajon/East County community members, businesses, schools, social service & health care providers, and law enforcement</i>
Escondido Education COMPACT	<i>High school youth and college student outreach in Escondido, San Marcos, and North Inland areas; will include youth and college students in outreach effort to solicit input on transportation issues.</i>

Distribute/present information at regularly-scheduled meetings

Present RTP updates and solicit input at SANDAG Committee meetings, jurisdiction council/board meetings, local/regional agency meetings, city and county Community Planning Groups, Chambers of Commerce, Economic Development Organizations, community and business group meetings, public service organizations, and other stakeholder groups.

Develop Web pages for RTP outreach effort

Maintain 2007 RTP Web pages on the SANDAG Web site to provide information and timely updates on the RTP development process. Promote upcoming meetings and events and provide options for feedback.

Distribute information via brochures, newsletters, and other publications

Use SANDAG publications such as the electronic rEgion newsletter, SANDAG Board Actions, RideLink newsletter, and other publications to provide updates on the RTP and to solicit feedback. Send news items to jurisdictions and other organizations to promote the RTP.

Implement media outreach program

Provide ongoing information to local/regional media to secure coverage in print and broadcast news. Write and secure publication of opinion pieces by SANDAG directors or other regional leaders on the RTP.

Promote outreach through SANDAG Speakers Bureau

Contact organizations throughout region for opportunities to conduct RTP workshops or to present information and solicit feedback on the 2007 RTP.

Hold subregional meetings/workshops

As the draft RTP is developed this spring, hold subregional meetings/workshops to solicit additional feedback. Involve Regional Planning Stakeholders Working Group in the planning efforts for these meetings. Partner with member agencies, city and county Community Planning Groups, Chambers of Commerce, Economic Development Organizations, community and business group meetings, public service organizations, and other stakeholder groups to secure broad participation at the workshops. Regional meetings and workshops for the Coordinated Plan also will be held.

Hold Public Hearings

As a final step in the 2007 RTP development process, hold public hearings on the Regional Transportation Plan and its associated Environmental Impact Report.

Budget

Many of the activities and support are covered in the FY 2007 Overall Work Program and include staff support for meetings, outreach efforts, graphics support, Web support, workshop planning activities, media outreach, and speaking engagements. Direct expenses budgeted for this project are \$70,000. These expenses are outlined below.

RTP Public Outreach Activity	Cost
Community Based Grants	\$48,623
Printing: direct mail, flyers, brochures, etc.	6,000
Advertising: for workshops, public hearings, etc.	10,000
Workshop expenses: meeting supplies and materials	5,377
Total	\$70,000

Staff recommends approval of additional funding for research such as a regionwide telephone survey and subregional focus groups to develop a broader spectrum of input into the 2007 RTP and help the Board in its policy deliberations in the coming months. This funding is available from salary savings in FY 2007.

Research Activities	Cost
Telephone Survey	\$50,000 — 60,000
Focus Groups	5,000 per focus group (up to six focus groups)
Total	\$90,000

GARY L. GALLEGOS
Executive Director

Attachment: 1. 2007 RTP Public Involvement Plan Comments and Responses

Key Staff Contact: Anne Steinberger, (619) 699-1937, ast@sandag.org

Funds are budgeted in Work Element: #3000400, #1110300, and #300023

**2007 Regional Transportation Plan
Public Involvement Plan Comments and Responses**

2007 RTP Public Involvement Plan Comment	SANDAG Response
<p>September 1, 2006, public comment from Chuck Lungerhausen at the Transportation Committee Meeting:</p> <p>He supports the transit system, including the recent improvements to convert to a low-floor system where people just walk on the bus or trolley. He stated that he did not support bus rapid transit (BRT) taking the place of trolley service in the Mid-Coast Corridor.</p>	<p>The RTP will advance funding options for vehicle maintenance and procurement. SANDAG will be preparing a Subsequent Environmental Impact Report and Supplemental Environmental Impact Statement for the Mid-Coast Corridor. As required by law, SANDAG will be considering all reasonable alternatives to the Locally Preferred Alternative (Light Rail Transit), including Bus Rapid Transit (BRT).</p>
<p>September 25, 2006, from Robert Hoffman:</p> <p>SANDAG should “make full disclosure” in presentations on the RTP on how transportation plans/improvements will affect the system.</p>	<p>Staff will provide information in the draft RTP as well as at public meetings on how proposed improvements will affect the transportation system. Staff also will structure public meetings so residents can ask questions and receive answers about proposed improvements.</p>
<p>October 10, 2006, from Caltrans:</p> <p>SANDAG was encouraged to follow SAFETEA-LU guidelines for implementing public involvement programs especially when including “non-traditional” audiences in the public involvement process.</p>	<p>The community-based outreach program and general public outreach effort will follow SAFETEA-LU guidelines.</p>
<p>October 16, 2006, from NCTD:</p> <p>NCTD supports the public involvement program and offered to assist in promoting public involvement efforts with Rider Alerts on COASTER trains and BREEZE buses. NCTD recognized the importance of including transit system users in the planning process.</p>	<p>SANDAG will work with NCTD throughout the public involvement process for the RTP. NCTD will be included in public workshops and other outreach efforts.</p>
<p>October 16, 2006, from MTS:</p> <p>The RTP will be a much stronger document if the community outreach provider(s) is required to reach a representative number of current transit riders as well as potential new users of public transit from throughout the region. To ensure participation of transit riders, and to keep riders informed and aware of the RTP process, MTS would be happy to provide space at transit centers at which input can be solicited and to post RTP updates in its onboard newsletter.</p>	<p>SANDAG will work with MTS throughout the public involvement process for the RTP. MTS will be included in public workshops and other outreach efforts. SANDAG will coordinate with the community based outreach programs to specifically secure public input from transit riders and potential transit riders.</p>