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Public Participation

Introduction

Solutions to our region’s transportation needs require a comprehensive planning effort that coordinates land use and transportation and develops an integrated, multimodal transportation system. The 2040 Metropolitan Transportation Plan (MTP) and its Sustainable Community Strategy (SCS) contain specific public policies and strategies, as well as projects and programs aimed at meeting the diverse mobility needs of our growing and changing Monterey Bay region.

A critical component in preparing the 2040 MTP/SCS was to provide guidance in the structuring of regional transportation planning processes to ensure that, to the greatest extent possible, interagency consultation and public participation were an integral and continuing part of the regional transportation decision making process. The participation policies and procedures described below were structured to enable all participants the ability to express their genuine regional values and interests in the shaping and implementation of regional policies and decisions regarding the transportation system.

Development of the 2040 MTP/SCS has been a multi-year effort that began in 2015. A comprehensive program of public involvement activities was a key part of the process. Extensive outreach with local government officials was conducted, as well as a public participation plan that included numerous community workshops and meetings, telephone and online surveys.

Following are highlights of public participation and consultation activities that occurred through the process:

Seven community workshops held in cities throughout the greater Monterey Bay region in Santa Cruz, Monterey and San Benito counties.

A project website (www.MovingForwardMB.org) which served as the online portal to information about the project and access to surveys and mapping data.

- Implementation of a GIS-based mapping system called AMBAG LiveMaps which provides for the first time a regionwide spatial mapping system that includes land use, transportation and environmental features, and is available to public organizations, stakeholders and the general public.
- Preparation of handout materials, flyers, information sheets, frequently asked questions (FAQs), etc., many of which were prepared both in English and Spanish.
- Eighteen public meetings with the AMBAG Board, also at key milestone events throughout the planning process.
- Ten meetings with the Planning Directors Forum (PDF), comprised of

planning directors and their staff from the three Monterey Bay area counties and 18 cities.

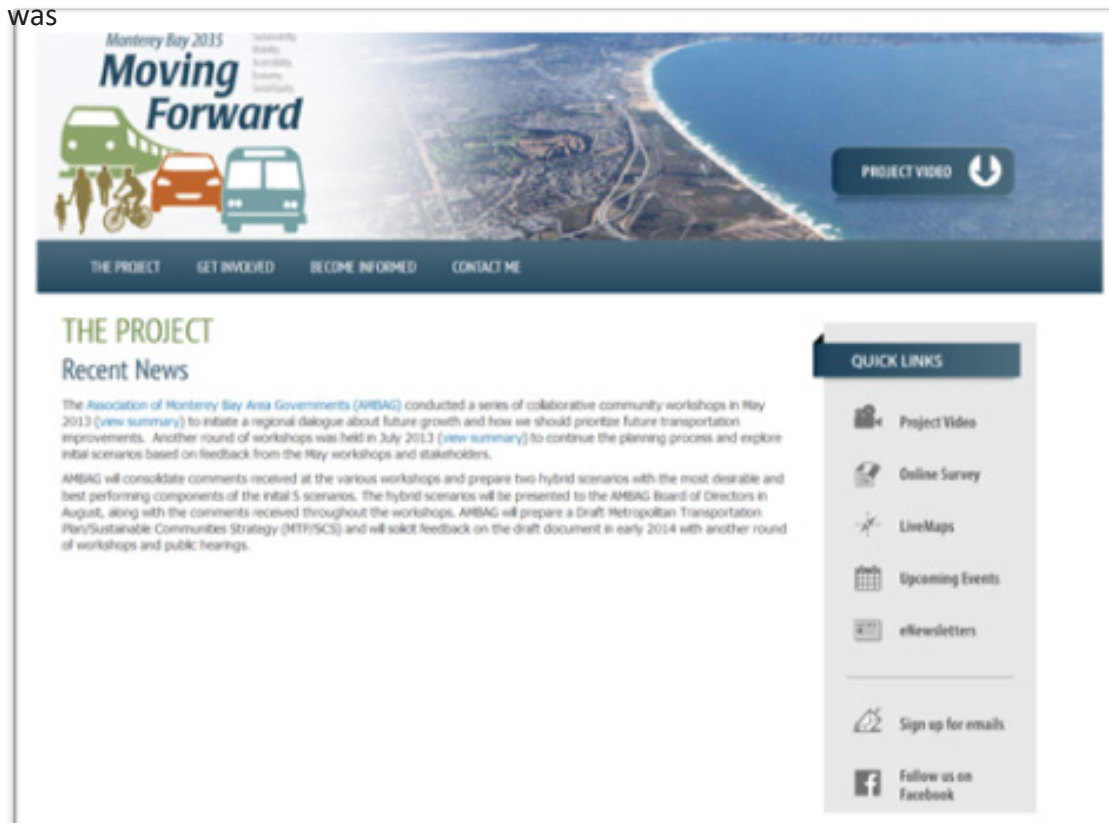
- Twenty meetings with technical advisory committees (TACs) within the three Monterey Bay area counties.
- More than 100 one-on-one meetings with local jurisdiction's staff and elected officials.
- Focused one-on-one meetings with various stakeholders and interests groups to help educate and inform them about the planning process and answer questions they raised.

The following is a description of each component of the public participation and consultation process that was involved as part of the 2040 MTP/SCS planning process.

Tools and Resources

Project Website

The project website (www.MovingForwardMB.org) is the central portal for information about the project and upcoming events. The website address was



Screenshot of the Homepage

provided on all outreach materials and has been updated regularly to maintain current content.

From the homepage, visitors of the website could utilize “Quick Links” to the project video, online survey, LiveMaps, upcoming events, recent news, email sign-up, and the AMBAG Facebook page.

Tabs at the top linked to a variety of pages providing useful information on the history of the project, a glossary of terms and acronyms, frequently asked questions (FAQs), documents and maps and pages provided within the Quick Links.

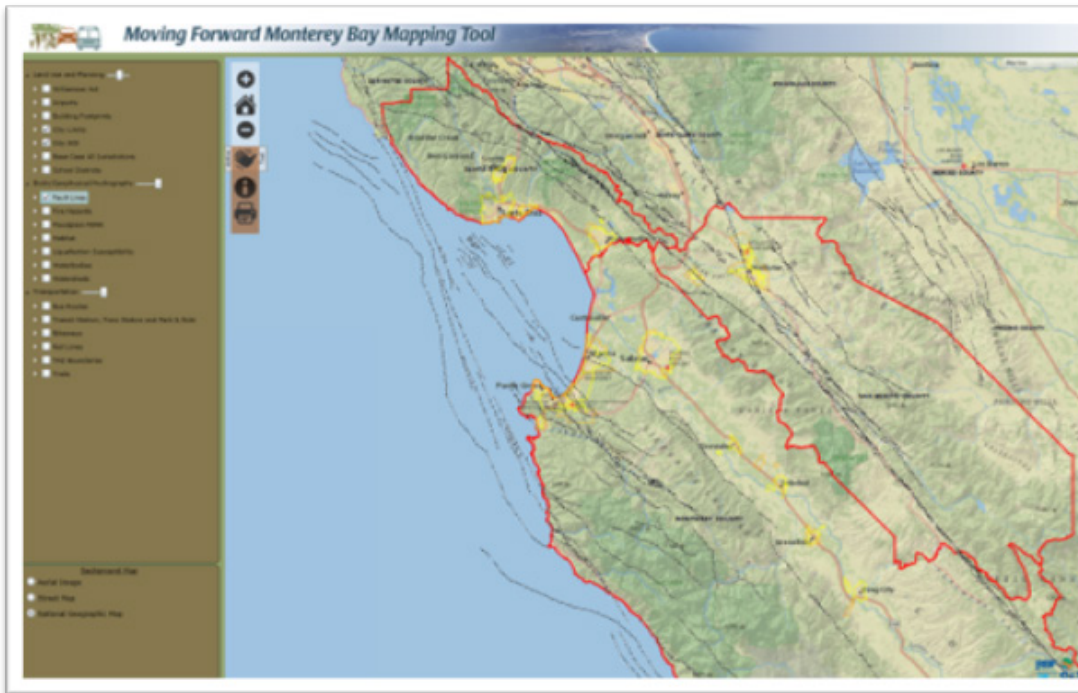
LiveMaps

AMBAG has collected geographic information system (GIS) data from the various jurisdictions over the years and has stored the data on an internal server. As part of this project and to better foster regional coordination, the data was organized into a central database and hosted on a public website and branded as AMBAG LiveMaps.

This interactive tool is available to anyone with an internet connection. It is the intent that the data will be regularly updated and new features will be

added to enhance the user experience and address comments from jurisdiction staff and other users.

The AMBAG LiveMaps tool is organized by Land Use and Planning (city limits, airports, land use, etc.), Natural Features (fault lines, fire hazards, waterbodies, etc.), and Transportation (bus routes, bikeways, trails, etc.). These categories will be expanded and new data added as it is made available and organized.

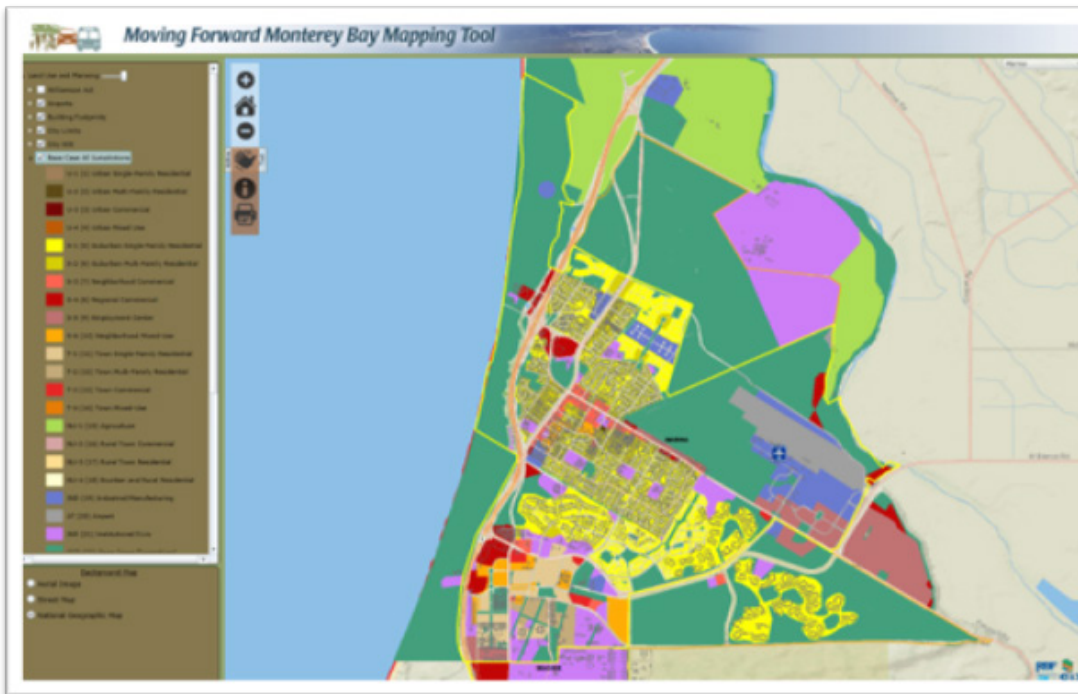


open house format with a variety of stations to provide one-on-one discussion and to create a more comfortable and meaningful environment for participants.

Materials were provided in both English and Spanish and translation services were available at most of the workshops.

Flyers and Press Releases

Flyers were prepared in English and Spanish for the two workshop series. These flyers were distributed to local agencies and those who signed up for email updates on the website. Copies of the flyers are included as attachments at the end of this appendix. A press release was also sent to local television, radio, and newspaper media outlets.



Stakeholder Contact Lists

Screenshots from the AMBAG LiveMaps website

A master stakeholder contact list was maintained for distribution of press releases, flyers, and project updates. This list included members of the AMBAG Board, the Planning Directors Forum and other related groups. In addition, media outlets, local organizations and workshop and survey participants who provided a valid email address were included. A complete list of stakeholder groups (not

Workshops

Two series of workshops each were held throughout the tri-county region at key milestones that corresponded with the online surveys previously discussed. The workshops were designed in an

individuals who signed up as part of a workshop or the survey) is attached to this appendix. The following is a summary of the major media outlets targeted for promotion of workshops.

- Access Monterey Peninsula
- Aptos Times
- Capitola Times
- Carmel Pine Cone
- Gilroy Dispatch
- Gonzales Tribune
- Good Times Weekly
- Greenfield News
- Hollister Freelance
- Home Town Bulletin
- La Ganga
- King City Rustler
- KION
- KSBW
- Monterey County Herald
- Monterey County Weekly
- Pinnacle News
- Register Pajaronian
- Santa Cruz Sentinel
- Santa Cruz Weekly
- Scotts Valley Times
- Soledad Bee
- South County Newspapers
- The Californian
- Valley Press

Workshop Series 1

The first workshop series was held in January 2016 and was set up to inform participants of the development of the 2040 MTP/SCS and scoping meeting for the environmental impact report.

Locations

The following is a listing of the workshop locations and dates:

- County of San Benito Board of Supervisors Chambers (January 11)
- Aptos Library (January 27)
- Salinas Cesar Chavez Library (January 28)

Workshop Series 2

The second workshop series was held in April 2017 and was set up to explain implementation strategies for the MTP/SCS and to solicit input on the scenarios.

Locations

The following is a listing of the workshop locations and dates:

- Marina Library (April 3)
- Hollister Community Center (April 6)
- Watsonville Community Center (April 10)
- Salinas Steinbeck Center (April 13)

Consultation

A variety of committees and boards were consulted throughout the planning process and at key milestones to solicit feedback, provide project updates, and relay community input from the workshops and surveys. These committees and boards are made up of elected officials, staff from local jurisdictions and agencies, local leaders and organizers, and members of the general public.

AMBAG Board of Directors

The AMBAG Board of Directors consists of local

elected officials that have been appointed by their respective city council or board of supervisors. Each member city has one representative on the AMBAG Board and each member county has two.

The AMBAG Board meets monthly and sets policy. Day-to-day oversight is provided by the Executive Director, who is appointed by and serves at the pleasure of the Board of Directors.

The AMBAG Board met 18 times throughout the planning process to receive project updates, provide policy direction, determine scenarios and ultimately to adopt the MTP/SCS.

Planning Directors Forums

The Planning Directors Forum (PDF) consists of planning directors and staff from the 18 cities, three counties, three regional transportation planning agencies, and AMBAG. The PDF meets regularly to address regional land use and transportation planning issues. The PDF met 10 times throughout the planning process and at key milestones to identify priorities, help establish initial scenario development, review draft workshop materials and to receive project updates including feedback from the community workshops.

Regional Transportation Planning Agencies

The Regional Transportation Planning Agencies (RTPAs) consist of agency staff and board members, including staff from local jurisdictions, elected officials and appointed members. The RTPA boards of directors set policy and provide a source of funding for transportation planning projects within each county. The three RTPAs' Boards discussed RTP related items such as project updates, scenario development, project identification, identifying funding sources and priorities.

Technical Advisory Committees

The Technical Advisory Committees (TACs) are made up of staff from local jurisdictions and agencies, including local transit service providers

and the RTPAs. The TACs review and provide technical guidance and advice on transportation projects and programs within each county, and makes recommendations to the RTPA boards or directors. AMBAG staff met with the TACs 20 times at key milestones throughout the planning process to confirm transportation priorities, projects and funding sources.