



## Transportation Committee

Item #17-8-9  
Information

July 27, 2017

### **2020 MTP/SCS Update: 2020 MTP/SCS Engagement and Communications Plan**

**Issue:** Staff has begun engagement for the 2020 Metropolitan Transportation Plan/Sustainable Communities Strategy (2020 MTP/SCS).

**Recommendation:** None, this item is information only.

**Discussion:** SACOG is required to conduct public engagement during the development of any Metropolitan Transportation Plan/Sustainable Communities Strategy. For the 2020 MTP/SCS, staff has developed an Engagement and Communications Plan to meet state and federal statute and implement best practices beyond required engagement. The Engagement and Communications Plan in Attachment A incorporates the guidelines from the federally mandated Public Participation Plan adopted in 2013. Meaningful engagement and communications increase transparency, address conflicts in a solutions-oriented manner, and build empowered stakeholders. The Engagement and Communications Plan will be reviewed, updated, and evaluated regularly to document tasks completed, and to make plan adjustments as needed.

As part of early engagement, staff initiated the Project Performance Assessment working group comprised of member agency staff, the private sector, and advocacy groups. The charge of this group is to explore and assess tools and methods that analyze transportation investments at the project level. The next early engagement task will be to launch the MTP/SCS Sounding Board this fall.

The sounding board proved to be a valuable engagement tactic for participants, staff, and the Board during the 2016 MTP/SCS process. In addition to building on the membership from the last plan, staff will seek expertise in regional economic development, technology, and smart mobility.

Following the 2016 MTP/SCS adoption, staff conducted an internal review to evaluate the effectiveness of the communications and engagement strategies. Areas identified for improvement were the process by which staff communicates with Board members and the need for communication and engagement support within Board members' local staff and stakeholders. As such, staff is bringing forward the attached Engagement and Communications Plan for Board review and comment. The Engagement and Communications Plan is a living document that allows for evaluation and iteration to best meet the needs of stakeholders and the Board.

Approved by:

James Corless  
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JC:MH:ds  
Attachments

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**Engagement & Communications Plan (*living document*)****Engagement & Communications Plan Principles:**

- SACOG is committed to having a transparent, accessible and clear process.
- SACOG will meet all state and federal statutory requirements as described in the Public Participation Plan, and when feasible will implement optional best practices.
- SACOG intends to gather feedback early and frequently during the development of the 2020 MTP/SCS so that public opinion is considered by the SACOG Board of Directors and reflected in the draft 2020 MTP/SCS.

**Engagement & Communications Plan Goal:** To administer an engagement and communications process that is transparent and accessible

<b>Strategy 1. To meet state and federal requirements for public engagement</b>		
	<b>Audience</b>	<b>Timing</b>
Task 1a. Create a one-stop request for information on the 2020 MTP/SCS on the SACOG website for access to key input and feedback points for the public, key decision points for the Board, technical information, and meeting/workshop information	Any interested parties	Winter 2017 through 2020
Task 1b. Create opportunity for meaningful involvement of tribal governments	Tribal governments in the region	Fall 2017
Task 1c. Implement at least eight public workshops in the region with workshops held in El Dorado and Placer counties will be coordinated with EDCTC and PCTPA	Any interested parties, general public	Fall 2018
Task 1d. Hold public hearings on the draft SCS/APS. One each in Yuba, Sutter, Yolo, Placer, El Dorado counties, and three in Sacramento County	Any interested parties, general public	Fall/winter 2018
Task 1e. Enact interagency consultation and coordination with federal, state, and local agencies	FHWA, Caltrans, CARB, EPA, Caltrans, AQMDs, freight operators, airports, active transportation, etc.,	Fall 2017 through 2020
Task 1f. Build a comprehensive contact list of cross-sector stakeholders	staff use	2017-2020
Task 1g. Provide a 45-day public comment period on the draft 2020 MTP/SCS	Any interested parties	Winter 2019/2020
Task 1h. Host elected official information meetings on the draft 2020 MTP/SCS	Boards of supervisors and city councils	Winter 2019/2020
Task 1i. Employ visualization techniques to communicate information in the 2020 MTP/SCS	Any interested parties	Fall 2018-2020
Task 1j. Respond to public comments	Any interested parties	Winter 2019
Task 1k. Conduct one workshop on the GHG targets set by CARB pursuant to SB 375	Board, any interested parties, state & federal agencies	TBD
Task 1l. Make publically available the final 2020 MTP/SCS	Any interested parties, general public	Winter 2020

Engagement & Communications Plan (*living document*)

<b>Strategy 2. To seek out feedback from low-income and high-minority (LIHM) communities through targeted engagement (required)</b>		
	<b>Audience</b>	<b>Timing</b>
Task 2a. Conduct small group meeting(s) and/or focus groups	Leaders/ organizations working in LIHM communities	as needed
Task 2b. Conduct focus groups	Members of LIHM communities	as needed
Task 2c. Assess the representation of LIHM communities in public workshops	Staff use	2018
Task 2d. Employ non-traditional engagement methods such as tactical engagement and storytelling	Members of LIHM communities	Fall 2018
Task 2e. Consult with community leaders on most effective tactics for engagement	Leaders/ organizations working in LIHM communities	Spring 2018
Task 2f. Utilize trusted messengers, and leverage ongoing activities in target communities	Members of LIHM communities	Spring 2018

<b>Strategy 3. To gather feedback from stakeholders representing a broad variety of interests throughout the region</b>		
	<b>Audience</b>	<b>Timing</b>
Task 3a. Initiate the sounding board	Private sector and nonprofit organizations	Fall 2017 through 2020
Task 3a. Regular electronic communication through the committee cycle. Verbal updates provided at SACOG board committee meetings or at board meetings as needed	Board Members	Summer 2017 through 2020
Task 3b. Meetings with, and communications to, member jurisdiction staff on the process, requests for information, and providing information for review and feedback	Local staff, federal agencies, air districts, transit agencies, regional managers	Fall 2017 through 2020
Task 3c. Employ media outreach (earned and paid as needed)	General public	As needed/ key milestones
Task 3d. Leverage community newsletters, social media, blogs and other similar publications outside of traditional media	Potential stakeholders	Fall 2018-2020
Task 3e. Presentations to various public and private agency staff and boards in the region	Public agencies (by request or as coordinated by SACOG)	TBD
Task 4f. To inform and engage local executive staff through quarterly updates	Regional Managers	

<b>Strategy 4. To maintain ongoing and accessible external communication to any interested parties</b>		
	<b>Audience</b>	<b>Timing</b>
Task 4a. Develop materials such as webinars, videos, graphics, etc. that provide information on the 2020 MTP/SCS process and points of engagement for stakeholders and general public.	Any interested parties	Spring 2018-2020
Task 4b. Maintain a 2020 MTP/SCS webpage(s) with information and timeline including but not limited to purpose, contact information, meeting locations	Any interested parties	Winter 2017-2020
Task 4c. Leverage the Regional Public Information Officers network	Determined by each PIO	Summer 2018
Task 4d. Develop white papers or issue briefs on policy issues in the 2020 MTP/SCS	Board, known stakeholders	TBD
Task 4e. Initiate email newsletter to provide milestone updates	known stakeholders	Spring 2018-2020

## 2020 MTP/SCS Engagement Stakeholder List

This fall staff will launch the sounding board for the 2020 MTP/SCS. This process will be a forum to have gather feedback from a cross-sector group of interested parties. The sounding board is intended to be primarily private sector, nonprofits, and public agencies that are not included in the member staff outreach outlined in the Engagement and Communications Plan.

Staff is seeking representation on the sounding board, including but not limited to the following categories and organizations. Regardless of participation in the sounding board, this list will also be used for general engagement and communications related to the 2020 MTP/SCS.

Active Transportation Advocates	North State BIA
Affordable Housing Advocates/Developers	Parks and Recreation Services
Agricultural Commissioners	Philanthropic Organizations
CBOs Working with Low-Income and/or Minority Communities	Pre-K-12 Education
Colleges and Universities	Public Health & Human Services
Commercial Real Estate	Region Business
Economic Prosperity	Regional, Local and Ethnic Chambers
Energy Providers	Rural Communities
Environmental Advocates	Sacramento Metro Chamber
Equity Advocates	Service Providers for Seniors/Aging
Ethnic Chambers of Commerce	Service Providers for the Disabled
Faith & Community Based Organizations	Smart Mobility and Technology Companies
Faith-Based Organizers	Transportation Demand Management
Food Banks/Food Access Organizations	Transit Advocates
Goods Movement & Freight	Transportation Network Companies (e.g. Uber/Lyft)
Greater Sacramento Economic Council	Water/Sanitation Services
Health Care Providers	Workforce Development
Labor Organizations	Organizations/Workforce Investment Boards (WIBs)
Law Enforcement, Fire & Emergency Medical Response Providers	Young Professional Associations
Market Rate Housing Developers	