

Appendix G: Communication and Outreach for the MTP/SCS

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Context for the Planning Document

SACOG welcomes public involvement in all our planning efforts. SACOG's general approach to including opportunity for public involvement is based on the guidance outlined in SACOG's adopted Public Participation Plan. Federal law provides some flexibility in designing public participation processes based on the scope of relevant projects, or plan in this case. Because the 2023 Federal MTP update is targeting changes primarily to projects programmed in the Metropolitan Transportation Improvement Program, SACOG is following the documented public involvement process for formal amendments of the agency's Transportation Improvement Program including scheduled open houses to receive public input, public hearings at the SACOG Transportation Committees, and at least a 45-day public comment period in advance of anticipated board adoption of the 2023 Federal MTP.

It's worth noting that the policies, strategies, and investments in the current MTP/SCS were developed through an extensive public outreach effort described in sections below. Additionally, SACOG is underway with significant public outreach and engagement campaign for the 2025 Blueprint. In part, the more focused public involvement process for the 2023 federal plan update is designed to focus on the very limited scope of that update as well as to avoid confusion between these two concurrent efforts.

Plan Process and Framework

The SACOG Board of Directors, in its policy role overseeing long-range transportation planning in the region, is ultimately responsible for this plan. The board considered recommendations from SACOG policy committees, advisory committees, local agencies, residents, public and private sector stakeholders, and SACOG staff, and actively deliberated on the plan during all stages of development.

The development of this MTP/SCS can be generally divided into three planning phases, each inclusive of public and private sector stakeholder participation, jurisdiction and partner agency coordination and consultation, and regular direction from the SACOG board. The three phases are: issue exploration and policy framework; policy research and analysis using discussion scenario; and preferred scenario development.

Issue Exploration and Policy Framework

The MTP/SCS process kicked off with the development of regional growth projections of population, employment, and households, and exploration of existing and future opportunities and challenges around economic prosperity, disruptive technology and innovation, the declining fuel tax, and regional growth patterns. The culmination of this work resulted in a 2020 MTP/SCS Policy Framework and 2044 Regional Growth Projections being adopted by the board in December 2017. The policy framework was focused on an overall theme of economic prosperity and how we support an economically prosperous future. It teed up the following policy research and analysis:

- 1) Future Uncertainty: In a time of change, how do we support near-term implementation and plan for an uncertain future?
- 2) Economic Development and Opportunity: What growth and development pattern is needed to support and sustain regional economic development and opportunity?

3) Performance-Based Investment Strategy: What transportation infrastructure investments are needed to support an economically prosperous region?

Policy Research and Analysis Using Discussion Draft Scenario

Using the three policy areas described above, the MTP/SCS began research and analysis, using a Discussion Draft Scenario to test different land use and transportation policies. This is also the time when significant input from member agencies, partner agencies, stakeholders, and the general public was gathered and considered. The rest of this appendix is dedicated to describing these outreach efforts.

Preferred Scenario Framework and Analysis

With stakeholder and public input, and significant modeling and analysis complete, a preferred scenario and plan framework was prepared. The Preferred Scenario Framework was adopted by the SACOG Board in December 2018. The framework set the general parameters, policies, and constraints for creating a preferred scenario that is the basis for the MTP/SCS. A summary of the direction the framework provided is below.

- 1) Performance Targets – Create a scenario that achieves the 19 percent per capita greenhouse gas reduction target, pursue a pilot project for GHG reduction with the state, and improve or maintain other performance objectives important to the board as compared to the 2016 plan.
- 2) Land Use Pattern – Create a land use forecast that is based on the best available information, prioritizes performance to meet the plan’s objectives, supports the regional Blueprint, continues to support both housing choice and strong employment centers, and is reviewed by member agency staff to ensure it is consistent with local planning efforts.
- 3) Transportation Budget – Create a reasonable forecast of revenues available to support transportation investments in the plan that is based on the latest information available and considers new or innovative ways to pay for transportation as traditional fuel and sales taxes become less reliable in the future.
- 4) Investment Priorities – Create a performance-based preferred scenario project list that emphasizes maintenance and preservation of the existing system, is cost-effective when it comes to system expansion, and supports investments that further the objective of economic prosperity.
- 5) New Mobility – Create a preferred scenario that considers new technologies and services like autonomous vehicles, micro-transit, and ridesharing and looks for ways to enhance any potential benefits from these technologies while managing impacts to the transportation system.
- 6) System Pricing – Create a preferred scenario that explores a broad range of system pricing strategies that can replace the current fuel tax with a more sustainable approach, while paying for the upkeep of the transportation system, helping manage traffic congestion, and improving system performance.

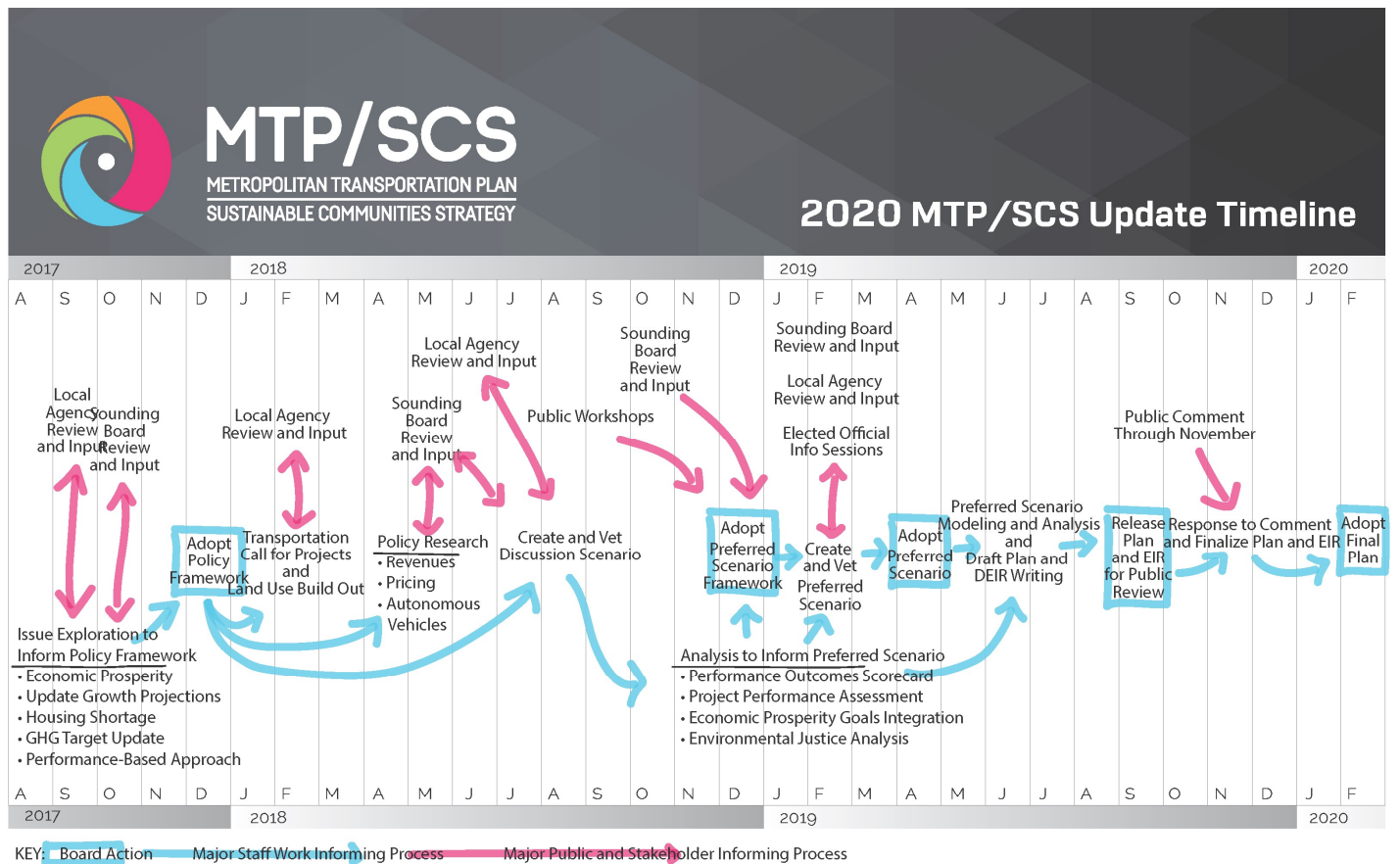
Overall Outreach & Communications Strategy

SACOG is committed to having a transparent, accessible, and clear process for outreach and communications for the 2020 MTP/SCS. SACOG will meet all state and federal statutory requirements as described in statute and in the Public Participation Plan (PPP), 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 and reflected in the plan.

SACOG is required to conduct public engagement during the development of any MTP/SCS plan. For the 2020 MTP/SCS, staff developed an Engagement and Communications Plan to meet state and federal statute and implement best practices beyond the required engagement. The Engagement and Communications Plan 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 was reviewed, updated, and evaluated regularly to document tasks completed, and to make plan adjustments as needed.

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Timeline



Outreach & Communication Plan (*living document*)

Strategy 1. To meet state and federal requirements for public engagement		
Tasks	Audience	Timing
Task 1a. Create a one-stop request for information on the 2020 MTP/SCS update will be 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 2018 through 2020

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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 three public hearings on the draft SCS.	Any interested parties, general public	Winter 2019/2020
Task 1e. Interagency consultation and coordination with federal, state, and local agencies	FHWA, Caltrans, CARB, EPA, Caltrans, AQMDs, DSC, freight operators, airports, active transportation	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/Spring 2019
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 that are formally submitted during the public comment period.	Any interested parties	Winter 2019/2020
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 publicly available the final 2020 MTP/SCS	Any interested parties, general public	Winter 2020
Strategy 2. To increase feedback from low-income communities and communities of color (Environmental Justice areas) through targeted engagement (required)		
Tasks	Audience	Timing
Task 2a. Conduct small group meeting(s) and/or focus groups	Leaders/ organizations working in EJ communities	Fall 2018
Task 2b. Assess the representation of EJ communities in public workshops	Staff use	2018
Task 2c. Employ non-traditional engagement, such as tactical engagement and storytelling	Members of EJ communities	Fall 2018

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Task 2d. Consult with community leaders on most effective tactics	Leaders/ organizations working in EJ communities	Spring 2018
Task 2e. Utilize trusted messengers, and leverage ongoing activities in target communities	Members of EJ communities	As needed
Strategy 3. To gather feedback from stakeholders representing a broad variety of interests from throughout the region		
Tasks	Audience	Timing
Task 3a. Initiate the sounding board and monitor its effectiveness	Private sector and nonprofit organizations	Fall 2017 through 2020
Task 3b. 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 3c. 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 3d. Employ media outreach (earned and paid as needed)	General public	As needed/ key milestones
Task 3e. Leverage community newsletters, social media, blogs and other similar publications outside of traditional media	Potential stakeholders	Fall 2018-2020
Task 3f. Presentations to various public agency staff and boards in the region	Public agencies (by request or as coordinated by SACOG)	As requested
Task 4g. Inform and engage local executive staff through quarterly updates	Regional Managers	As needed/ key milestones
Strategy 4: To maintain ongoing and accessible external communication to any interested parties		
Tasks	Audience	Timing
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

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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	As needed/ key milestones

Deliverables

Strategy 1 Deliverables: To meet state and federal requirements for public engagement

- ✓ Website dedicated to providing information on the 2020 MTP/SCS update: <https://www.sacog.org/2020-metropolitan-transportation-plansustainable-communities-strategy-update>
- ✓ Comprehensive tribal engagement: see section below on Tribal Engagement
- ✓ Eight public workshops: see section below on Public Outreach
- ✓ Interagency consultation: see section below on Member and Partner Agency Outreach
- ✓ Assemble and provide information back and forth with a cross sector sounding board: see section below on Sounding Board and Regional Planning Partnership
- ✓ Hold elected official information sessions: see section below on Elected Official Information Sessions

Strategy 2 Deliverables: To increase feedback from low-income and communities of color through targeted engagement (required)

- ✓ SACOG established the Equity Working Group: a group of regional experts and advocates convened to provide feedback on the methodology for the Environmental Justice Analysis in the 2020 MTP/SCS and the current strategies for community outreach, specifically in low-income communities and communities of color. For more information on the Equity Group, please see the Environmental Justice Appendix.
- ✓ The public workshops conducted were heavily focused on being in locations where traditionally underrepresented residents faced fewer barriers to participation. Location and demographic information are available in the Public Outreach section of this document.

Strategy 3 Deliverables: To gather feedback from stakeholders representing a broad variety of interests from throughout the region

- ✓ SACOG convened the MTP/SCS Sounding Board to connect with non-profit organizations, stakeholders, advocates, and additional agencies for them to provide input and feedback

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through the development process of the MTP/SCS. For more information on the Sounding Board, see below.

- ✓ SACOG provided committees and the board with updates on the MTP/SCS throughout the process.
- ✓ Staff scheduled meetings with local staff, federal agencies, air districts, transit agencies, regional managers to ensure partner agencies staff were up to date

Strategy 4 Deliverables: To maintain ongoing and accessible external communication to any interested parties

To maintain accessible communication regarding the plan, SACOG updated the MTP/SCS webpage with informational items from SACOG committee and board meetings and provided key milestone updates. Staff also shared MTP/SCS information with the region's Public Information Officer Group to ensure communications staff across the region were informed on the MTP/SCS. Additionally, SACOG staff have provided issue briefs and white papers on different topics for the region, including housing type preferences, road and transit maintenance needs, safety, and transportation revenues.

Public Engagement

In the Summer of 2018, SACOG released an online survey complemented by eight public workshops in the region to provide the SACOG Board with public perspectives on the future of transportation and economic prosperity for the Sacramento region. To reach out to as many residents in the region as possible, and to include underrepresented communities, workshops were located at already existing community events to meet people where they were already naturally gathering, included English and Spanish speaking staff, and promoted a fun environment for families to enjoy. For the workshops in El Dorado and Placer counties, staff worked with the El Dorado County Transportation Commission and Placer County Transportation Planning Agency to identify ideal locations and customize the workshop content.

The primary purpose of the workshops was to get public participation in the workshop survey, which focused largely on connecting with residents and soliciting their preferences and opinions on land use, housing, economic prosperity, transportation needs, and new mobility options. The workshops allowed community members to stop by, relax at cafe tables, share their transportation stories, and take the survey at their own pace. In addition to the in-person workshops, the survey was available online, creating access 24 hours a day.

The top priorities that came from the public workshop survey were creating jobs to increase regional economic prosperity, affordable housing, preserving open space, and creating walkable communities.

<i>Date</i>	<i>County</i>	<i>Location</i>
11-Aug	Yolo	Woodland Tomato Festival
18-Aug	Sacramento	Oak Park Farmers' Market
25-Aug	Sacramento	Elk Grove Multi-Cultural Festival
26-Aug	Yuba	Marysville Flea Market
2-Sep	Sacramento	Carmichael Farmers' Market
4-Sep	Placer	Sierra Community College
6-Sep	Sutter	Yuba City First Thursdays
8-Sep	El Dorado	Saturday Night in the Park

Outreach Results at a Glance

- The online survey was available from August 10, 2018 through September 25, 2018
- 1,130 responses recorded
- 16% (181) of the surveys were completed in person
- 84% (949) of the surveys were completed online

Sounding Board

In an effort to engage a range of public and private stakeholder interests throughout the 2020 MTP/SCS planning process, staff re-engaged with the Sounding Board that was formed in the development of the last MTP/SCS. The Sounding Board was a cross-sector group representing a variety of interests, including the private sector, nonprofits, and public agencies. The Sounding Board heard presentations on key components of the region's long-range transportation plan and provided feedback to the SACOG staff and Board of Directors. The Sounding Board began to meet in September 2017 and then was folded into the Regional Planning Partnership (RPP) in October 2018. Merging the Sounding Board into the RPP created efficiencies as there was significant crossover in participants. Further merging the groups created opportunities for members of the Sounding Board to interact with local staff. After the last official Sounding Board meeting, the RPP met three more times and were updated on the MTP/SCS process and milestones.

Sounding Board Meeting Schedule (Later RPP)

<i>Date</i>	<i>Meeting</i>
9/22/2017	Sounding Board
3/23/2018	Sounding Board
5/24/2018	Sounding Board
6/27/2018	Regional Planning Partnership
8/22/2018	Regional Planning Partnership
9/26/2018	Regional Planning Partnership
10/31/2018	Sounding Board – Webinar
11/7/2018	Regional Planning Partnership
3/27/2019	Regional Planning Partnership
4/24/2019	Regional Planning Partnership

Tribal Outreach

Tribal governments are unique and important sovereign nations. As such, direct and individual outreach for the MTP/SCS is important. The Sacramento region has four federally recognized tribes: Shingle Springs Band of Miwok Indians, United Auburn Indian Community, Wilton Rancheria, and Yocha Dehe Wintun Nation. SACOG staff reached out to all four tribes and met with two of the tribes to discuss the plan and the planning process. SACOG attempted to meet with all four tribes but was unable to schedule a meeting with two. SACOG also coordinates with PCTPA and EDCTC for tribes with their jurisdictions to ensure consistent communication.

Additionally in November 2018, SACOF also reached out to other tribes in the region as part of the notifications required by Assembly Bill 52. The outreach included notification of the project lists to the following tribes:

- Buena Vista Rancheria of Me-Wuk Indians
- Colfax-Todds Valley Consolidated Tribe
- Cortina Rancheria - Kletsel Dehe Band of Wintun Indians
- Estom Yumeka Maidu Tribe of the Enterprise Rancheria
- Lone Band of Miwok Indians
- Mechoopda Indian Tribe
- Mooretown Rancheria of Maidu Indians
- Nashville Enterprise Miwok-Maidu-Nishinam Tribe
- Strawberry Valley Rancheria
- Tsi Akim Maidu
- Washoe Tribe of Nevada and California

SACOG met with two of the tribes on the following days:

<i>Date</i>	<i>Meeting</i>
8/27/2018	Meeting with United Auburn Indian Community, PCTPA, and SACOG
4/3/2019	Meeting with Yocha Dehe Wintun Nation

Member and Partner Agency Outreach

Elected Officials Outreach

SACOG staff conducted six separate meetings specifically for the region's elected officials in the Winter of 2019 in accordance with Senate Bill 375. The purpose of these meetings was to provide city and county elected officials who may not sit on the SACOG Board ample opportunity to provide input on the MTP/SCS and gain better understanding of how the MTP/SCS builds off existing local plans (e.g., capital improvements programs and general plans). In addition to the required meetings per county, staff offered additional meetings at the request of board members.

<i>Date</i>	<i>Meeting</i>
2/11/2019	Yolo County
2/14/2019	Sacramento County
3/5/2019	Yuba County
3/7/2019	El Dorado County
3/26/2019	Sutter County
3/27/2019	Placer County

Member Agency Outreach

SACOG staff had routine communication and meetings with member agency staff to keep them up to date on the progress of the MTP/SCS. SACOG also had routine communication with the other regional planning agencies: Placer County Transportation Planning Agency and El Dorado County Transportation Commission. County Executives and City Managers also received regular updates on the MTP/SCS at their quarterly meetings.

Member agency involvement is critical to the plan and their input and participation was sought throughout the process. More formal comment periods for member jurisdictions included:

- A vetting of the 2016 existing land use conditions and build out inventory in early 2018
- A call for transportation projects for consideration in the plan (including project scope, cost, and timing) in early 2018
- A vetting of the Discussion Draft transportation and land use scenarios in spring and summer 2018
- A vetting of a Draft Preferred Transportation and Land Use Scenario in early 2019.

Staff hosted webinars to communicate with member agency transportation and land use staff on key updates. These webinars augmented the Regional Planning Partnership meetings and board committee and board meetings.

<i>Date</i>	<i>Topic</i>
<i>September 2017</i>	2020 MTP/SCS Kick-Off Meeting for Local Agencies
<i>March 2018</i>	2020 MTP/SCS Update – Economic Prosperity & GHG Targets
<i>May 2018</i>	2020 MTP/SCS Update – Land Use Allocations & Project List/System Pricing & New Technologies
<i>August 2018</i>	2020 MTP/SCS Update – Process Update & Initial Project Screening

Additional Outreach

SACOG received a grant from the California Endowment to promote public health in land use in planning. Components of the grant were specific to the MTP/SCS and allowed for external outreach strategy evaluation and metrics assessment. A full report on the grant can be found below under Task 2 and Task 4.

Public Participation Plan

SACOG's Public Participation Plan can be found on our website: <https://www.sacog.org/publication/outreach-public-participation-plan>