

Regional GoShasta and City of Redding Active Transportation Plan

DRAFT Public Outreach Plan

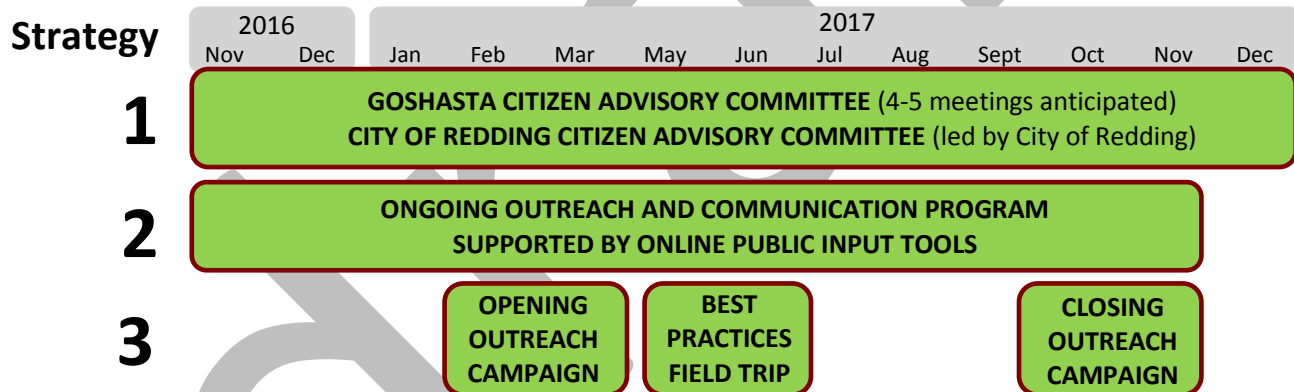
Prepared by the Local Government Commission & Shasta Regional Transportation Agency

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The following Draft Public Outreach Action Plan summarizes the Toole Design Group (TDG) team's approach to stakeholder outreach and community engagement for the GoShasta and Redding Active Transportation Plans (ATPs). This draft is intended to be a starting point to facilitate input from local agency partners and citizen advisors.

APPROACH

The proposed GoShasta community outreach effort includes three parallel strategies illustrated below and described in further detail in subsequent sections.



STRATEGY 1: CITIZEN ADVISORY COMMITTEES

A GoShasta Citizens Advisory Committee will be formed early and be maintained throughout the planning process. An advisory committee functions best when limited to 10-15 individuals. The purpose of the committee is to support two-way communication between the GoShasta project team and the community. More specifically, the committee will serve the following two roles:

1. **'Information Gatekeepers'** – Committee members will share GoShasta activities to the larger community and bring back information from the community to the attention of the project team.
2. **'Informed Advisors'** – Committee members will be provided opportunities to learn about best practices in active transportation, then help the GoShasta project team identify those strategies that best fit the Shasta Region.

It is anticipated that the committee will meet four to five times at key stages in the planning process. Dates and times will be set in consultation with the committee members. A separate advisory committee will be led by the City of Redding.

STRATEGY 2: ONGOING OUTREACH AND COMMUNICATION PROGRAM

Not all interested citizens and stakeholders will be able to participate in planned events held during the opening and closing outreach campaigns (see Strategy 3). For this reason, an ongoing public communication program will be carried out, supported by a project website featuring interactive tools that encourage and facilitate meaningful public input. This online presence will build in step with the planning process and be open to anyone with internet access throughout the duration of the project. Offline communication strategies (e.g. print materials, direct surveys, etc) and targeted outreach to disadvantaged segments of the population (e.g. low income, non-English speaking, etc) will be used to reach further into the community. Together, these strategies will enable a broad range of citizens to participate on their own schedule and without the need to travel to a formal outreach event.

Examples of specific strategies include the following:

- **Interactive Project Website.** A dedicated GoShasta website will be developed to share project information and collect community input via interactive engagement tools. Tools may include a visual preference survey and an interactive mapping tool allowing users to draw and write comments. Materials and presentations from community workshops, walk and bike audits, and other field activities will also be posted.
- **Social Media.** Workshops, surveys, and other public input opportunities will be announced on the social media platforms, including Facebook and Twitter.
- **Media Releases.** Media releases will be developed periodically to share project updates and invite public engagement. For example, media releases will be sent in advance of the opening and closing outreach campaigns and used to draw citizens to online engagement tools.
- **Email Blasts.** A listserv of citizens and organizations with an interest in active transportation will be developed with the help of local active transportation organizations/associations.
- **Event Flyers.** Flyers will be developed and provided to project partners for distribution in order to increase community awareness and invite the public to planned outreach events and activities. Digital versions will be circulated via group emails and posted on web and social media sites.

STRATEGY 3: SCHEDULED OUTREACH EVENTS

In order to gain meaningful public input, and to avoid tiring out stakeholders, planned outreach events will be focused during two concentrated bursts of activity. One will be at the opening of the planning process, the second will occur toward the end of the planning process. Each campaign will last one week. In addition, a small number of stakeholder representatives will be invited to participate in a best practices field trip to the City of Davis, CA.

- **Opening Outreach Campaign.** In early 2017, the project team will conduct a week-long schedule of outreach events and activities. During the day the team will lead walk and bike audits, perform interviews, and conduct focus groups with local stakeholder groups. The audits will help create a shared, boots/tires-on-the-ground experience between residents and the project team. A cross-section of local stakeholders and agency staff will be invited to participate in consultation with the citizen advisory committees. The project team will use these assessments to spur a more meaningful conversation about safe, comfortable, and accessible active transportation facilities and their relationship natural and built environment. The team will lead debriefs to gather input from participants and begin to form a narrative about existing conditions and specific potential infrastructure, operational, and programmatic solutions. Events will be held in the evenings, and be held in each of the four jurisdictions.
- **Best Practices Field Trip.** A small group of stakeholder representatives will be invited to participate in an organized, guided tour of active transportation facilities in the City of Davis, CA.
- **Closing Outreach Campaign.** Toward the conclusion of the planning process, the TDG team will conduct a series of workshops for the purpose of presenting and soliciting public feedback on project findings, recommendations, and priorities being proposed for inclusion in the final GoShasta and Redding Plans. These workshops will be structured in an open house format and may incorporate public engagement strategies and tools found to be most successful during earlier outreach efforts.