

---

**AMBAG**

ASSOCIATION OF  
MONTEREY BAY AREA  
GOVERNMENTS

# Monterey Bay Region Public Participation Plan

Approved by the AMBAG Board of Directors

June 11, 2008

*Prepared by the Association of Monterey Bay Area Governments, in cooperation with its collaborating agencies and the public. This plan was funded, in part, with funds from the U.S. Department of Transportation under the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU) and reflects the positions and/or views of AMBAG and its collaborating agencies and not necessarily those of the U.S. DOT*

# TABLE OF CONTENTS

<b>I.</b>	<b>Purpose and Development .....</b>	<b>1</b>
	• Compliance with State and Federal Requirements (SAFTEA-LU).....	2
<b>II.</b>	<b>Regional Roles and Responsibilities .....</b>	<b>4</b>
	• Regional and Transportation Planning Organizational Structure in Region .....	4
	• State Department of Transportation .....	6
	• Metropolitan Planning Organization.....	6
	• Regional Transportation Planning Agencies .....	7
	• Public Transit Operators .....	9
<b>III.</b>	<b>Statutory and Regulatory Environment .....</b>	<b>11</b>
	• Federal Legislation.....	11
	• State Legislation .....	13
	• Other Federal and State Requirements and Local Ordinances .....	13
<b>IV.</b>	<b>Preparation of Public Participation Plan.....</b>	<b>14</b>
	• Compilation of Previous Participation Documents .....	14
	• Consultation Process.....	14
	• Circulation of Draft Public Participation Plan .....	15
	• Confirmation of Final Public Participation Plan by AMBAG Board .....	15
<b>V.</b>	<b>Procedures and Strategies for Continued Participation.....</b>	<b>17</b>
	• Procedures and Methods .....	17
	• Strategies to Increase Involvement .....	24
<b>VI.</b>	<b>Desired Outcomes .....</b>	<b>25</b>

## APPENDICES

<b>A.</b>	Cooperating Agencies
<b>B.</b>	List of Applicable Regulations Concerning Interested Parties, Public Involvement and Consultation
<b>C.</b>	Acronym Guide
<b>D.</b>	Public Participation Forum Invited List
<b>E.</b>	Public Participation Forum Meeting Minutes
<b>F.</b>	Public Participation Electronic Survey
<b>G.</b>	Public Participation Electronic Survey Results
<b>H.</b>	Summary of Comments Received During 45-day Review Period

## **I. Purpose and Development**

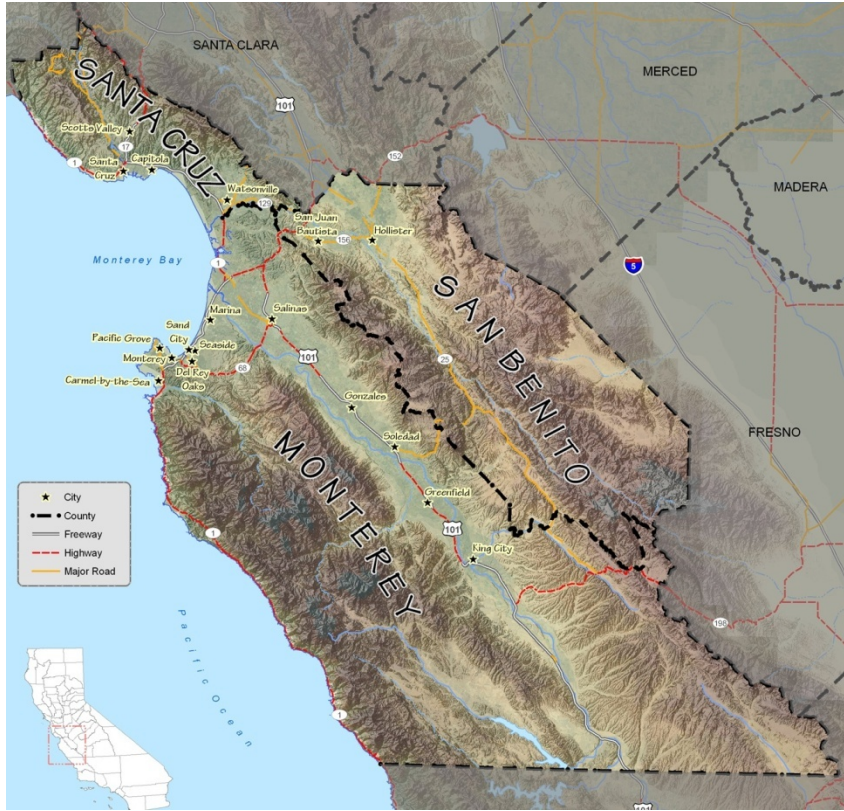
---

The Association of Monterey Bay Area Governments (AMBAG) serves as a regional forum for the study and discussion of regionally significant issues, including housing, transportation, energy, water, and environmental quality. In pursuing its mission, AMBAG strives to inform and involve its member jurisdictions and the general public in the various programs, projects, and work activities conducted by the agency. AMBAG, and its regional planning partners, specifically seeks the participation of a diverse set of communities with an interest in regional planning efforts, including lower income households, minority populations, persons with disabilities, representatives from community and service organizations, tribal organizations, and other public agencies. Public participation opportunities involve representatives of community organizations in the work of the agency through timely workshops on topical issues, fully noticed public hearings and ongoing outreach efforts to communities of interest in the planning and decision processes.

Broad-based participation by the community is essential to the success of regional programs, plans and projects conducted by AMBAG. AMBAG has adopted a set of guiding principals regarding public participation, which include:

- Valuing public participation and promoting broad-based involvement by members of the community;
- Providing varied opportunities for public review and input;
- Treating all members of the public fairly, and respecting and considering all citizen input as an important component of the planning and implementation process;
- Promoting a culture of dialogue and partnership among residents, property owners, the business community, organizations, other interested citizens, and public officials;
- Involving existing community groups and other organizations, as feasible;
- Encouraging active public participation at the initial stages of the process, as well as throughout the process; and
- Providing communications and agency reports that are clear, timely and broadly distributed.

This Public Participation Plan has been prepared collaboratively with the Council of San Benito County Governments (SBtCOG), Santa Cruz County Regional Transportation Commission (SCCRTC), Transportation Agency for Monterey County (TAMC), Monterey-Salinas Transit (MST), Santa Cruz Metropolitan Transit District (SCMTD), and California Department of Transportation (Caltrans); with additional input and review by the cities and counties in the region, and other parties with an interest in the planning programs and transportation policies of the Monterey Bay region. This plan provides guidance in the structuring of regional planning processes to ensure that, to the greatest extent possible, interagency consultation and public participation are made an integral and continuing part of the regional decision making process. The participation policies and procedures described in this plan are structured to comply with all applicable federal and state legislation and rules, and also express the genuine regional value and



interest that all residents are provided an opportunity to participate in the shaping and implementation of regional policies.

The Monterey Bay region comprises the counties of Santa Cruz, Monterey, and San Benito. Eighteen cities along with the three counties constitute the membership of AMBAG, and elected representatives from the member entities form the agency's Board of Directors.

### **Compliance with State and Federal Requirements (SAFETEA-LU)**

This plan complies with federal and state statutory requirements, including the Brown Act, Environmental Quality Act (CEQA), and Coastal Act of the state of California, and the applicable provisions of existing federal highway legislation, or the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU), as defined in the *Metropolitan Transportation Planning Final Rule* (February 2007). Compared with previous statutory requirements, several original elements are required by SAFETEA-LU; including that a participation plan be developed in consultation with interested parties, and that the participation plan include procedures for employing visualization techniques and making public information available in electronically accessible formats and means.

The Final Rule, issued jointly by the U. S. Department of Transportation Federal Highway and Federal Transit Administration, implements federal regulations covering metropolitan transportation planning provisions of SAFETEA-LU. SAFETEA-LU replaces its predecessor legislation, the Transportation Equity Act for the 21<sup>st</sup> Century (TEA-21), and incorporates a number of new and expanded requirements for public participation in the regional transportation planning process. Various sections of the Final Rule require Metropolitan Planning Organizations (MPOs) to conduct a continuing, comprehensive and coordinated transportation planning process that proactively involves all interested parties and the general public, and to provide timely public information and notice to encourage public participation in the development of plans and programs. In addition to a proactive public involvement process, SAFETEA-LU requires MPOs, like AMBAG, to formalize their public involvement program with the direct input of interested parties and to subsequently provide adequate time for citizens to review and comment on the proposed procedures.

AMBAG's adopted participation policies recognize that early and frequent public involvement in the decision-making process is essential to the success of transportation planning and programs. This Public Participation Plan provides a guideline and documents the opportunities for interested parties to participate in the region's long-range transportation planning processes. Accordingly, this document includes planning process policies employed by AMBAG as well as by the Regional Transportation Planning Agencies and transit operators in the three-county region. The former Monterey Bay Region Public Involvement Process was adopted September 13, 1995, and updated June 10, 1998. This Public Participation Plan replaces that previous document and makes the regional public participation process consistent with current statutory requirements as implemented in SAFETEA-LU.

## II. Regional Roles and Responsibilities

---

### Regional Transportation Planning

In the Monterey Bay region, the responsibility for transportation planning and programming is shared between:

- California Department of Transportation (Caltrans)
- Metropolitan Planning Organization (AMBAG)
- Public transit operators
  - Monterey-Salinas Transit (MST); and
  - Santa Cruz Metropolitan Transit District (SCMTD or METRO)
  - County Express (under direction of SBtCOG)
- Regional Transportation Planning Agencies (RTPAs)
  - Council of San Benito County Governments (SBtCOG);
  - Santa Cruz County Regional Transportation Commission (SCCRTC); and
  - Transportation Agency for Monterey County (TAMC)

Collectively, these seven agencies are herein referred to as the “cooperating agencies.”

A 2003 Memorandum of Understanding (MOU) between AMBAG, MST, SCCRTC, METRO, and TAMC delineates the respective roles and responsibilities of each agency in transportation planning and programming for the region. A separate Caltrans-AMBAG MOU, signed in June 2005, outlining the respective regional responsibilities of these agencies.

SBtCOG, SCCRTC and TAMC are responsible under state law for the preparation of transportation plans and programs within their respective counties. AMBAG and the RTPAs work cooperatively to ensure that both state and federal requirements are met for the region. The RTPAs are each required to prepare a Regional Transportation Plan (RTP) for their respective counties, and these documents are incorporated into the Metropolitan Transportation Plan (MTP) as well as the Metropolitan Transportation Improvement Program (MTIP) as adopted by AMBAG. The public transit operators prepare plans and operate and maintain scheduled transit services in their respective service areas. AMBAG is responsible for meeting federal metropolitan planning and programming requirements for the three-county region. Preliminary schedules for preparation of the next update of the MTP and the RTPs are provided in *Section 5: Desired Outcomes*.

## **State Department of Transportation**

### The California Department of Transportation (Caltrans)

Caltrans oversees the state transportation planning process, including certain Federal Highway Administration (FHWA) oversight functions regarding the metropolitan transportation planning and programming process. Caltrans' primary responsibility is to develop state highway and other statewide transportation projects, including intercity rail, in cooperation with the Metropolitan Planning Organization (MPO) and the Regional Transportation Planning Agencies (RTPAs). The State Transportation Improvement Program (including state highway and rail projects) incorporates projects identified by RTPAs and Caltrans for approval to the California Transportation Commission, a policy-making body appointed by the Governor. In the Monterey Bay region, Caltrans District 5 in San Luis Obispo is the liaison between the cooperating agencies and Caltrans Headquarters and the FHWA.

## **Metropolitan Planning Organization**

### Association of Monterey Bay Area Governments (AMBAG)

Formed in 1968, AMBAG is a voluntary association of cities and counties in the Monterey Bay region. Established by a joint powers agreement, AMBAG provides a forum for policy and planning issues of regional significance. AMBAG acts as the regional Council of Governments (COG) for Santa Cruz and Monterey counties, and is designated by the Governor as the Metropolitan Planning Organization (MPO) for the region.

Membership of the Association of Monterey Bay Area Governments includes twenty-one jurisdictions within Monterey, San Benito and Santa Cruz counties, with the Council of San Benito County Governments participating as an Associate member. An elected official from each jurisdiction is appointed by that jurisdiction's City Council or Board of Supervisors, with each of the eighteen cities represented by one member and each of the three counties by two members, forming the twenty-four member AMBAG Board of Directors. The member counties and cities include:

### County of Monterey

- City of Carmel-by-the-Sea
- City of Del Rey Oaks
- City of Gonzales
- City of Greenfield
- City of King City
- City of Marina
- City of Monterey
- City of Pacific Grove
- City of Salinas
- City of Sand City
- City of Seaside

- City of Soledad

#### County of San Benito

- City of Hollister
- City of San Juan Bautista

#### County of Santa Cruz

- City of Capitola
- City of Santa Cruz
- City of Scotts Valley
- City of Watsonville

In addition to performing the responsibilities of a COG, AMBAG, as MPO, is charged with developing and periodically updating a federal long-range transportation plan and transportation improvement program for the region, as well as developing an annual Overall Work Program. These statutory requirements are satisfied with the periodic preparation and publication of the Monterey Bay Metropolitan Transportation Plan (MTP), the Metropolitan Transportation Improvement Program (MTIP), and the Monterey Bay Region Overall Work Program (OWP).

### **Regional Transportation Planning Agencies**

#### Council of San Benito County Governments (SBtCOG)

The Council of San Benito County Governments (SBtCOG) is the state-designated Regional Transportation Planning Agency (RTPA) for San Benito County and a Council of Governments for San Benito County. SBtCOG is a three-member agency with a five-member Board of Directors, composed of two representatives each from the San Benito County Board of Supervisors and the Hollister City Council and one representative from the San Juan Bautista City Council. SBtCOG is responsible for county level transportation plans and programs, including a biennial Regional Transportation Plan and Improvement Program, and administration of Local Transportation Funds. Additionally, SBtCOG programs federal transportation funds, including Regional Surface Transportation Program (RSTP) funds.

Additionally, as a Local Transportation Authority (LTA), SBtCOG operates fixed route transit, ADA Paratransit, general public Dial-a-Ride, and inter-county services. SBtCOG operates the County Express transit system and administers the San Benito County Rideshare program. SBtCOG also is a Transportation Authority charged with administering Measure A funds from a prior local, one-half cent sales tax for specific highway and local road improvements. As the Airport Land Use Commission (ALUC) for San Benito County, SBtCOG makes recommendations to the City of Hollister Council and the San Benito County Board of Supervisors as to commercial and/or residential development around public use airports in San Benito County. In addition to these responsibilities, SBtCOG is a Service Authority for Freeways and Expressways, responsible for the 36 call-box program in San Benito County.



### Santa Cruz County Regional Transportation Commission (SCCRTC)

The Santa Cruz County Regional Transportation Commission (SCCRTC) is the state-designated RTPA and Local Transportation Commission for Santa Cruz County. As an RTPA, the SCCRTC is responsible for transportation planning, coordination and programming. SCCRTC has a twelve-member Board of Directors consisting of all five members of the County Board of Supervisors, one member from each of the four cities in the county, and three members appointed by the Santa Cruz Metropolitan Transit District Board of Directors. SCCRTC also has one ex-officio representative from Caltrans District 5. Board meetings are held the first and third Thursdays, with the latter being a more informal workshop setting. SCCRTC has a number of advisory committees and the public is welcome to attend any of the meetings and address the Board or advisory body.

The SCCRTC develops and implements a Regional Transportation Plan (RTP) and a Regional Transportation Improvement Program (RTIP). The RTP is a comprehensive planning document, which identifies the goals, projects and programs that will improve and maintain the Santa Cruz County transportation system for the next twenty-five years. The RTP is used in the process to produce the region's MTP. The RTIP serves as a summary of transportation projects currently slated to receive state and or federal funds programmed by the SCCRTC. In preparing these transportation planning and programming documents the SCCRTC uses a variety of public participation tools, including public meetings, public hearings, committee meetings, advertisements, the internet, and televised meetings.

SCCRTC is also the Service Authority for Freeways and Expressways (SAFE) in Santa Cruz County, owning and operating a 124-roadside callbox program. SCCRTC operates a Freeway Service Patrol (FSP) program on Highways 1 and 17, providing assistance to motorists in need and reduces freeway congestion at the same time. SCCRTC also administers Commute Solutions, the rideshare program for Santa Cruz County.

In addition to operating the SAFE, FSP and Commute Solutions, SCCRTC is responsible for development of regional projects such as the Highway 1 HOV Lanes project, the Santa Cruz county portion of the Monterey Bay Sanctuary Scenic Trail Network, and other projects in the county. SCCRTC administers Local Transportation Funds and programs some federal and state funds, including Regional Surface Transportation Program (RSTP). The SCCRTC works to maximize the amount of transportation funds coming to Santa Cruz County and to develop new sources of funding. The SCCRTC established a Transportation Funding Task Force (TFTF) of about 70 members to develop potential new funding sources for priority transportation projects. The Task Force-recommended plan was forwarded for consideration by the SCCRTC, who will determine the optimum time to place a local transportation funding measure on the ballot.

### Transportation Agency for Monterey County (TAMC)

The Transportation Agency for Monterey County (TAMC) is the state-designated RTPA and Local Transportation Commission for Monterey County. TAMC is also the Congestion Management Agency and the Service Authority for Freeways and Expressways (SAFE). TAMC is a thirteen-member agency with seventeen voting members on the Board of Directors which is

composed of elected officials from each of Monterey County's twelve incorporated cities and five county supervisorial districts. TAMC also has six ex-officio members, one each from the Association of Monterey Bay Area Governments (AMBAG), Caltrans District 5, the Monterey Bay Unified Air Pollution Control District (MBUAPCD), the Monterey Peninsula Airport District (MPAD), Monterey-Salinas Transit (MST), and the City of Watsonville.

TAMC is responsible for developing and implementing a Regional Transportation Plan, and a Regional Transportation Improvement Program, as well as administration of Local Transportation Funds. TAMC also programs federal funds, like Regional Surface Transportation Program (RSTP). TAMC operates a Freeway Service Patrol (FSP) in Monterey County. In 2004, TAMC acquired the Monterey Branch rail line and has the authority to contract for rail operation in Monterey County and for connections with rail service in adjacent and neighboring counties and cities.

## **Public Transit Operators**

### Monterey-Salinas Transit (MST)

Monterey-Salinas Transit (MST) provides public transit service to a 275 square-mile area of Monterey County with 35 routes, 78 buses, 15 minibuses and six trolleys serving an estimated 352,000 person service area population, based on the population located within three-fourths mile of established transit routes. MST has an eight-member voting Board of Directors, composed of one representative each from the County of Monterey and seven participating cities: Carmel, Del Rey Oaks, Marina, Monterey, Pacific Grove, Salinas and Seaside. The City of Gonzales is an ex-officio MST member.

MST's 35 routes provide service primarily in the Monterey Peninsula jurisdictions and in the Salinas Valley. Intercity service is provided via Highway 68 and Highway 1 between these two urban areas of Monterey County. In addition, intercity routes connect MST with the Santa Cruz Metropolitan Transit District at their Transit Center in Watsonville. MST provides rural transit service to Carmel Valley and Big Sur, and seasonally along the Monterey waterfronts – the MST Trolleys. Also, MST coordinates transit service with Santa Clara Valley Transportation Authority including buses, light rail and Caltrain in Gilroy, Morgan Hill and San Jose.

MST is also responsible, under the Americans with Disabilities Act, for the provision of complementary paratransit service in Monterey County. To that end, MST operates and administers the RIDES program that provides service throughout the Monterey Peninsula to Carmel, Carmel Valley, Salinas, Chualar, Gonzales, Greenfield, Soledad, King City, and to the Watsonville Transit Center. MST is designated as the Consolidated Transportation Service Agency for Monterey County.

### Santa Cruz Metropolitan Transit District (METRO)

The Santa Cruz Metropolitan Transit District (SCMTD or METRO) provides public transit service in Santa Cruz County and connects with Monterey-Salinas Transit, the Monterey County public transit provider, at the Watsonville Transit Center. METRO provides service using 113

buses on thirty-nine routes throughout the County, which encompasses 441 square miles with an estimated population of 264,000. In addition to service throughout Santa Cruz County, METRO operates, in conjunction with the Santa Clara Valley Transportation Authority (VTA), AMTRAK, Caltrans and the Capitol Corridor Joint Powers Authority, express bus service to and from Santa Clara County over State Route 17 (Highway 17) seven days per week.

METRO has an eleven member Board of Directors composed of one representative each from the cities of Capitola and Scotts Valley, five approved by the Santa Cruz County Board of Supervisors, two representatives from the City of Santa Cruz and two representatives from the City of Watsonville. In addition to its regular membership, METRO also has one ex-officio member representing the University of California at Santa Cruz. Board meetings are held the second and fourth Friday of each month. Public comments on any issue can be made during the public comment period at the Board meetings.

METRO is also responsible for the provision of complementary paratransit to fixed route transit service under the Americans with Disabilities Act. METRO ParaCruz provides shared ride, door-to-door service for people certified as unable to use the regular service.

### **III. Statutory and Regulatory Environment**

---

AMBAG and the cooperating agencies perform a broad range of regional planning activities, such as conducting public meetings, establishing standing and ad hoc committees, partnering on studies and projects, and providing education and information programs in accordance with statutory and regulatory directives. All of these activities are open to public involvement and review. In relation to their various activities and on-going planning programs, AMBAG and the cooperating agencies are required to satisfy statutory and regulatory guidelines in the structuring and implementation of its planning efforts. Both federal and state legislation, as well as local preference and practice, combine to shape the statutory environment that this Public Participation Plan must satisfy. A list of applicable federal and state regulations is provided in Appendix B.

#### **Federal Legislation**

##### SAFETEA-LU

This Public Participation Plan has been crafted to comply with the federal and state statutory requirements. In particular, the public participation requirements of SAFETEA-LU, as defined in the *Final Rule for Metropolitan Transportation Planning*, have been used to shape the metropolitan transportation planning process. Several original elements are required by SAFETEA-LU: the participation plan must be developed in consultation with interested parties; and the participation plan must include procedures for employing visualization techniques and making public information available in electronically accessible formats and means. Overall, section 450.316 (a) of the *Final Rule* specifies that “the MPO shall develop and use a documented participation plan that defines a process for providing citizens, affected public agencies, representatives of public transportation employees, freight shippers, providers of freight transportation services, private providers of transportation, representatives of users of public transportation, representatives of users of pedestrian walkways and bicycle transportation facilities, representatives of the disabled, and other interested parties with reasonable opportunities to be involved in the metropolitan transportation planning process.”<sup>i</sup>

##### Urbanized Area Formula Program (Federal Transit Administration § 5307)

The Federal Transit Administration (FTA) Urbanized Area Formula Program, (49 USC § 5307) provides funds for public transit in urbanized areas (UZA). AMBAG is the designated recipients for the small UZAs (those with populations under 200,000) within the region. The grant program enables AMBAG to identify and select the projects (capital, operating or planning) for the MTP and MTIP; to streamline federal funding allocation by submitting one grant application and budget for identified projects; and to allocate resources to recipients within the UZAs. The grant program requires that applicants must satisfy the public participation requirements outlined in the FTA planning regulations, and particularly those regarding publication of the Section 5307 Program of Projects as set forth in FTA Circular 9030.1C. The public participation plan establishes procedures which meet the requirements for public notification whenever the Programs of Projects is changed or adopted into the Transportation Improvement Program (TIP).

## Title VI of the Civil Rights Act of 1964 and the Civil Rights Restoration Act of 1987

Title VI of the Civil Rights Act of 1964 prevents government agencies receiving federal funding from discriminating on the basis of race, color, national origin or disability. The Civil Rights Restoration Act of 1987 extended Title VI's applicability to all programs sponsored by federally-aided agencies, regardless of the program's specific funding sources.

The concept of environmental justice emerged from these two regulations, and is founded on the principals of:

- Mitigating disproportionately high and adverse health or environmental effects on minority or low-income populations;
- Ensuring that all affected communities have the ability to participate fully in transportation decision-making processes; and
- Preventing the denial, reduction or delay of receiving benefits by minority and low-income populations.

## Executive Orders

A series of Executive Orders given by the president to federal agencies apply to transportation-related public participation processes. This includes mandates for transportation agencies to:

- Make environmental justice part of its mission (Executive Order 12898);
- Identify and develop services to provide those with limited English proficiency access to federally conducted and funded programs (Executive Order 13166); and
- Provide for intergovernmental review of projects, ensuring that federally funded or assisted projects do not inadvertently interfere with state and local plans and priorities (Executive Order 12372).

## **State Legislation**

### Brown Act

The Brown Act (California Government Code § 54950-54963) regulates meetings of local public agencies. The Brown Act also applies to any committee or subsidiary body of a local agency, whether permanent or temporary, decision-making or advisory, created by local agency governing boards. The Brown Act sets minimum standards for open meetings relative to notice posting, agenda distribution, access, location of meeting, and public input. The Act requires agendas for regular meetings to allow members of the public to address the agency on any item of interest to the public within the purview of the particular agency. To give sufficient time for all interested parties to present their opinions, each agency may limit the amount of time per person for such public testimony.

### California Environmental Quality Act

The California Environmental Quality Act (CEQA) (CPRC § 21000 et seq.) requires that AMBAG and the RTPAs undergo an extensive environmental review process. Because the MTP

and RTPs require approval by governing bodies, AMBAG and the RTPAs must prepare an Environmental Impact Report (EIR) that evaluates the significant environmental impacts of the proposed projects and determine ways to mitigate the impacts to below significance. The preparation of the EIR requires extensive consultation between the cooperating agencies and provides for a 45-day public review period.

## **Other Federal and State Requirements and Local Ordinances**

Other federal acts, including the National Environmental Protection Act (NEPA), the Clean Air Act, the Federal Clean Water Act, and the Americans with Disabilities Act (ADA), require AMBAG to engage the public in its decision-making.

Additional state legislation requiring public participation includes California Environmental Quality Act (CEQA), the California Coastal Act, and the California Public Records Act.

Prevailing local practices and preferences also support broad-based community participation in the formulation and implementation of public policies.

---

<sup>i</sup> Moreover, the *Final Rule* specifies that “the Public Participation Plan shall be developed in consultation with all interested parties and shall, at a minimum, describe explicit procedures, strategies, and desired outcomes for:

- Providing adequate public notice of public participation activities and time for public review and comment at key decision points, including but not limited to a reasonable opportunity to comment on the proposed metropolitan transportation plan and the transportation improvement program (TIP);
- Providing timely notice and reasonable access to information about transportation issues and processes;
- Employing visualization techniques to describe metropolitan transportation plans and TIPs;
- Making public information (technical information and meeting notices) available in electronically accessible formats and means, such as the World Wide Web;
- Holding public meetings at convenient and accessible locations and times;
- Demonstrating explicit consideration and response to public input received during the development of the metropolitan transportation plan and TIP;
- Seeking out and considering the needs of those traditionally underserved by existing transportation systems, such as low-income and minority households, who may face challenges accessing employment and other services;
- Providing an additional opportunity for public comment, if the final metropolitan transportation plan or TIP differs significantly from the version that was made available for public comment by the MPO and raises new material issues which interested parties could not reasonably have foreseen from the public involvement efforts;
- Coordinating with statewide transportation planning public involvement and consultation processes as defined by SAFETEA-LU; and
- Periodically reviewing the effectiveness of the procedures and strategies contained in the participation plan to ensure a full and open participation process.

## **IV. Preparation of the Public Participation Plan**

---

The preparation of this Public Participation Plan followed a 4-C process: first, AMBAG *compiled* information from the seven cooperating agencies on their existing public participation and policy decision-making processes; second, AMBAG and the cooperating agencies *consulted* with interested parties at the federal, state, regional, and local level to identify opportunities for improving or building upon existing practices; third, a draft of the Public Participation Plan was *circulated* for agency review and comment; and fourth, the approved draft was made available for public review and comment, and the final document was *confirmed* with an action of the Board of Directors. The goal of performing this comprehensive process is the development of effective strategies to encourage and produce ample citizen involvement in the development of the region's MTP and each county's RTP.

### **Compilation of Previous Participation Documents**

AMBAG met with the cooperating agencies in October 2006, to compile their current information on effective public outreach. SCCRTC, TAMC, METRO, MST and SBtCOG provided summaries of their existing outreach activities, which was then compiled with AMBAG's 1998 Public Involvement Plan to shape and inform the bulk of a Preliminary Administrative Draft of the Public Participation Plan.

The cooperating agencies met a second time in March 2007. AMBAG requested the Administrative Draft be reviewed and commented on by the agencies. Requests for changes were discussed at the April meeting and were later incorporated into the Draft Public Participation Plan.

### **Consultation Process**

To accomplish the consultation requirements of SAFETEA-LU, the cooperating agencies adopted a stratified approach to provide multiple and variously formed opportunities for interested parties to participate in the preparation of the Public Participation Plan.

#### Series of Participation Forums

In October 2007, AMBAG partnered with each of the three RTPAs to convene a forum illustrating AMBAG's and the hosting RTPA's public participation processes for the upcoming long-range transportation plan updates. Forums occurred on the following dates:

- San Benito Council of Governments - October 5, 2007
- Santa Cruz County Regional Transportation Commission – October 12, 2007
- Transportation Commission of Monterey County – October 19, 2007

Transportation planners from the federal, state, county, and local levels, as well as community advocates of transportation-related issues were invited to the forums (see Appendix D for a list of all invitees). After an overview of the participation processes, AMBAG and the hosting RTPA

received comments and engaged in discussion with the attendees about the challenges and successful ways to draw more of the public into decision-making involvement. Please see Appendix E for the minutes of each meeting.

Participants of the San Benito forum stated that evening meetings are ideal because the majority of residents commute outside of the county. The importance of taking issues to the community was emphasized, and participants believed that holding participation meetings for the MST and RTP after SBtCOG meetings, at specific community group meetings, or at local schools would be effective ways to encourage community engagement.

Discussion at the Santa Cruz meeting focused on different kinds of public participation mediums. Participants emphasized focus groups, surveys, and meeting with specific community groups as effective tools. An effective strategy to encourage mono-lingual communities to participate is to hold meetings within their communities.

In Monterey County, forum participants discussed ways to encourage persons with disabilities to participate, including how to make meeting locations accessible to accommodate all forms of disability. Meetings ideally would be held in the afternoon. Reaching out to the community directly also came up in the forum, but participants identified local coffee shops as being a successful location to seek public involvement.

### Online Survey

AMBAG also constructed an electronic survey that was sent to all of the transportation planners and community advocates who chose not attend the forums. The survey consisted of nine questions about ways to create more effective participation process and was available for two weeks. Of the 59 contacted, 11 responded with completed surveys. AMBAG requested participants of the forum to fill out a hard copy of the survey, and of the 12 attendees, 4 attendees returned the survey. Appendix F is a copy of the electronic survey, and the compiled analysis of results is provided in Appendix G.

Invitees not reached via the participation forum or electronically were sent hard copies of the participation survey. Recipients had two weeks to return the survey to AMBAG. Of the 18 surveys sent, 3 were returned. Survey results are compiled in Appendix G.

In general the majority of survey respondents (72%) have participated in a transportation-related public participation process previously. 56 percent stated that “Convenient times and locations” as well “topics that relate to my work” would encourage them to participate in public meetings. Almost all (93%) prefer meetings held during business hours.

### Direct Outreach

If a particularly pertinent agency or community group did not respond to any of the prior outreach efforts, AMBAG decided to contact them directly for consultation on their insights to the public participation plan process. On November 20, 2007 AMBAG called the following agencies:

- Department of the Interior – U.S. Forest Service, Los Padres National Forest



- Department of the Interior – National Parks Service, Pacific Great Basin Support Office
- Monterey Bay National Marine Sanctuary
- California Coastal Commission – Central Coast District
- Fort Ord Reuse Authority
- Ohlone / Costanoan Esselen Nation
- Costanoan Ohlone Indian Canyon Nation
- Salinan Nation

AMBAG staff spoke with representatives from the U.S. Forest Service and the Central Coast District of the California Coastal Commission; their responses to the survey questions are compiled in Appendix G. The other agencies did not respond.

### **Circulation of Draft Public Participation Plan**

Circulation of a Draft Public Participation Plan to federal, state, regional and local agencies, as well as the counties and cities in the region, effectively extended the consultation process in the customary fashion to each of these interested parties. With the comments and information received through this agency review, a Public Review Draft Public Participation Plan was approved for release by the Board of Directors for 45-day comment period on March 12, 2008. No comments were received from the public during this comment period.

### **Confirmation of Final Public Participation Plan by AMBAG Board**

Following the public review and comment period, a revised Final Public Participation Plan was approved by the AMBAG Board of Directors on June 11, 2008. The final adopted plan is expected to be incorporated into the MTP and the three RTPs within the first quarter of 2010.

## **V. Procedures and Strategies for Continued Participation**

---

Providing public access to and participation in the planning processes of the Monterey Bay region is a responsibility shared between Caltrans, AMBAG, Council of San Benito County Governments (SBtCOG), Santa Cruz County Regional Transportation Commission (SCCRTC), Transportation Agency for Monterey County (TAMC), Monterey-Salinas Transit (MST) and Santa Cruz Metropolitan Transit District (SCMTD). Each cooperating agency solicits public input to its planning, policy, and programming processes. Among these cooperating agencies, various methods are used to provide affected agencies and interested parties with timely information and opportunities to participate in the planning process. The following slate of procedures, strategies and desired outcomes represents a compilation of the public participation efforts and opportunities offered to residents in the Monterey Bay region by the cooperating agencies. This set of procedures and strategies also forms a policy guideline for realizing the desired outcome of a robust and informed level of broad-based citizen involvement in the development and implementation of planning policies in the region.

### **Procedures and Methods**

#### Board of Directors and Standing Committees

Each of the seven cooperating agencies has regularly scheduled meetings that are open to the public and noticed per Brown Act requirements. General meeting notices, agendas and materials are posted at agency offices at least 72 hours before regular meetings and 24 hours before special meetings. Board meeting and some standing committee meeting notices are posted on agency websites. Some special meetings or hearings are also published in general circulation newspapers. Agendas and materials are published and made available in advance of meetings by regular mail, email or by links to the host agency website. Agendas are also posted at the offices of the cooperating agencies. Staff reports and studies are made available for examination at the offices of the cooperating agencies and local public libraries and are made available on request, sometimes at the cost of reproduction and mailing. The agenda of each meeting provides and opportunity for members of the general public to provide comment to the Board concerning matters within the agency's purview.

In addition, public input to the transportation planning and programming process can include notification and early solicitation through each of the agency's standing advisory committees and through project sponsors (i.e. city councils and city committees). Under the region's Transportation Memorandum of Understanding, AMBAG, and the region's two public transit operators, also use these advisory committees to notify and solicit input on their planning and programming process. AMBAG passes through federal planning funds to both SCCRTC and TAMC for their work on planning analysis and funding decisions incorporated in AMBAG's metropolitan transportation planning responsibilities, including maintaining these advisory committees. All the standing advisory committees, like the ones noted above, must meet the Brown Act public involvement and participation requests.

### Technical Advisory Committees

Each of the three RTPAs appoints a Technical Advisory Committee (TAC) which meets regularly to help guide the technical development of transportation planning, project selection and programming in the region. The TAC members are usually planners and engineers representing affected agencies and jurisdictions in each county. Additional agency representation on these TACs includes some combination of the following: transit operators, regional agencies, Transportation Management Agencies, educational institutions, and redevelopment agencies. Recommendations of each TAC are forwarded to the respective RTPA Board.

### Social Service Transportation Advisory Councils

As required by state statute, each RTPA appoints a Social Services Transportation Advisory Council (SSTAC) to advise the agencies on specialized transportation and unmet transit needs. Candidates are recruited from a broad representation of social services, transportation providers, and the general public representing the elderly, people living with disabilities, and persons of limited means. With respect to unmet transit needs, state law requires an annual unmet needs public hearing if Local Transportation Funds are to be used for local road projects. In Monterey and San Benito Counties, the primary purpose of each committee is to ensure that there are no unmet transit needs which are reasonable to meet in areas which use Local Transportation Funds for purposes other than transit. Santa Cruz County does not divert any Local Transportation Funds to road projects, but does conduct an annual unmet needs process to solicit regular input on priority transportation needs for seniors, people with disabilities and low income individuals.

In addition to the unmet needs activities of the SSTACs, the three committees regularly review and comment on proposed planning documents and matters affecting them. For instance, the public transit operators' on-going compliance in meeting the complementary paratransit goal provisions of the Americans with Disabilities Act is of interest to SSTAC members. As such, a transit operator representative will attend each SSTAC meeting to address complementary paratransit as well as other public transit issues of interest to the committee. SSTAC committee actions are reported to and considered by each Regional Transportation Planning Agency.

In Santa Cruz County the Elderly and Disabled Transportation Advisory Committee (E&D TAC) serves as the Social Services Transportation Advisory Council. In addition to fulfilling the requirements of the SSTAC as required by California Code, the E&D TAC advises the SCCRTC, the Santa Cruz Metropolitan Transit District, the Consolidated Transportation Services Agency, social service agencies and the local jurisdictions in Santa Cruz County on transportation issues, policies, plans, programs, and projects for the elderly, disabled and persons of limited means populations.

### Bicycle and Pedestrian Advisory Committees

SCCRTC appoints a Bicycle Committee and TAMC appoints both a Bicycle Committee and Bicycle and Pedestrian Facilities Advisory Committee. These committees meet monthly to review, discuss and make recommendations on bicycle and pedestrian related projects, plans and programming as they pertain to both Santa Cruz and Monterey Counties. Recommendations of

each committee are forwarded to the respective policy body. These committees are composed of citizen volunteers. In Santa Cruz County, accessible pedestrian issues are discussed by the E&D TAC (see above 'Social Service Transportation Advisory Council').

### Regional Rail Committee

SCCRTC has a Rail Acquisition Committee (RAC) which meets monthly or as needed, to pursue purchase of the Santa Cruz Branch Rail Line from Union Pacific and provide guidance to the SCCRTC. TAMC Rail Committee meets monthly to prepare plans for commuter rail and related services along the rail alignment they acquired from Union Pacific.

### Transit Citizens Advisory Committee

The Santa Cruz METRO has a METRO Advisory Committee (MAC) consisting of one member appointed by each of the METRO's Board of Directors. MAC terms are for two years. MAC provides advice to METRO's Board of Directors on matters of METRO policy and operations referred to the Committee by the Board or Secretary/General Manager and to perform such additional duties as assigned by the Board. MAC also may address issues which members or the public raise with respect to the quantity and quality of services provided by METRO and meets on the third Wednesday of each month.

### Budget and Administration/Personnel Committee

In order to ensure efficient and effective operations, the SCCRTC's Budget and Administration/Personnel Committee serves to review and monitor issues relating to the budget, work program, and other administrative functions of the SCCRTC and makes recommendations to the SCCRTC regarding such items. The Committee is also responsible for reviewing personnel matters and conducting the annual performance evaluation of the Executive Director. The Committee is composed of the Commission Chair and five commissioners. The Commission meets at least quarterly and often on a more frequent basis.

### Traffic Operations System (TOS) Oversight Committee

SCCRTC has a TOS Oversight Committee includes representatives from Caltrans, the CHP, local law enforcement, public works departments and the media. The purpose of the Committee is to identify opportunities to improve the efficiency and safety of the transportation system through implementing operational improvements including the integration of technology into the transportation's infrastructure to detect road conditions, inform motorists of potential hazards or delays and increase motorist's access to highway and emergency services using call boxes. In addition, the Committee identifies other strategies to improve operations such as deploying tow trucks during peak hours to remove hazards from the roadway. The Committee routinely reviews activations of the existing TOS system and responses to traffic incidents and discusses ways to improve communication among the various agencies and to enhance the existing TOS system. The Committee meets jointly with the Safe of 17 Task Force to discuss and develop safety improvements and programs for Highway 17.

### Ad Hoc Committees

All the standing advisory committees, like those noted above, must meet the Brown Act public involvement and participation requests. In addition to these standing committees, the cooperating agencies may appoint special ad-hoc committees for specific programs/plans. Although ad-hoc committees do not necessarily have to meet the Brown Act public involvement requirements, they typically do because political leaders and the communities in the region have a strong commitment to the public participation process (CGC § 54952(b)). Therefore, additional public input and involvement occurs through these special ad-hoc committees. Several examples of recent committees and/or task forces include:

- Forecast Technical Advisory Committee – Designated by the AMBAG Board of Directors to provide public agency staff technical input in the update of Regional Population, Employment and Housing Forecast
- Transportation Funding Task Force – Formed by the SCCRTC, this broadly based committee with about 70 members - representing community groups, business interest, environmental groups, seniors and disabled individuals, local jurisdictions, transportation partners, medical interests, safety groups, neighborhoods, schools, visitors, law enforcement, agriculture, and minorities - was charged with developing a package of new local funding options for priority transportation projects that has a wide base of support throughout the community. This task force was in existence for about 26 months and was disbanded when it completed its recommendation in 2007.
- Paratransit Coordination Task Force – Formed by the SCCRTC to develop recommendations about how to improve the coordination of paratransit services in Santa Cruz County. This task force was in existence for about ten months and was disbanded when it completed its recommendations in 2005.

### Committee Meeting Agendas and Public Notices

Within the Monterey Bay region, citizens are welcome to address the seven agencies at their regular Board and committee meetings, as well as at all meetings of the many different standing advisory committees discussed below. Public notices must be posted at least 72 hours before regular meetings or 24 hours before special meetings. Agendas for meetings are made available by regular mail upon request and many of the agencies use emails with either agendas attached or linked to the agency website. Agendas are also posted at the offices of the cooperating agencies. Staff reports and studies are made available for examination at the offices of the cooperating agencies, at local public libraries, and are made available on request, sometimes at the cost of reproduction and mailing. As noted, meeting notices, agendas and meeting materials are posted on the website of the host agency organizing the meeting, and meeting minutes are also posted subsequent to their preparation.

### Public Workshops and Public Meetings

The purpose of public workshops and public meetings is to present information and obtain input from the public, usually on specific issues, policies, programs, plans or projects. Such meetings are held throughout the planning process and are tailored to specific issues or geographic areas.

The Brown Act governs the general conduct of all public meetings, including public workshops. For public workshops and meetings of particular interest to members of the community, email distributions of notices, agendas and materials are widely used. Also, display ads are sometimes run in local newspapers.

### Public Hearings

Public hearings are held prior to a decision point to gather comments for the public record, as well as input into the decision making process. Cooperating agencies always hold public hearings prior to adoption of their major plans, programs and major service revisions (e.g. Metropolitan/Regional Transportation Plans, Transportation Improvement Programs, Short Range Transit Plans, Americans with Disabilities Act Complementary Paratransit Plans, Unmet Transit Needs, Transit Program of Projects, Service Revisions, etc.).

Cooperating agencies publish legal notices of public hearings in newspapers of general circulation citing the time, date and place of the hearings. For transportation matters of interest to the Latino community, public hearing notices are translated and run in Spanish language newspapers. For items of wide public interest, public display advertisements instead of legal notices may be used. Meetings are held in facilities that are accessible to people with disabilities. Unless indicated otherwise, public hearing notices are made available at least seven days in advance of a hearing. Cooperating agencies accept prepared comments (oral, written and emailed) from the public during the period between the notice and hearing date; all such comments are made part of the public record.

In some cases, as with the MTP and MTIP, when significant written and oral comments are received on the draft plan or program, as a result of the public involvement process, a summary analysis and report on the disposition of comments is made. In addition to the public hearings held above with respect to major plans and programs, AMBAG biennially holds a formal hearing to consider long-range plan assumptions and the long-range plan development process.

METRO holds a public hearing when there is a service change greater than 25 percent, elimination of routes, fare change, adoption of an ordinance, adoption of a resolution authorizing application for grant funding, or adopting the annual budget, environmental documents, eminent domain resolutions, or short range transit plans. All METRO public hearings are published as a legal notice in local newspapers. For adoption of an ordinance, a legal notice is published in both papers with notices posted at three public places, typically the transit centers.

For some agencies, public meetings are sometimes broadcast live on public access television. These meetings are generally rebroadcast, providing the public additional opportunities to view the proceedings.

### Media and Informational Materials

Media notification is used by all cooperating agencies to inform the public of upcoming decision points, decisions made and their potential ramifications regarding transportation planning, funding, project implementation and/or service provision. Media coverage can help deliver

information regarding controversial issues or events. The following media information methods are employed in the Monterey Bay region:

- Web Sites – Each cooperating agency maintains a homepage on the internet that provides the public with information about the agency, its programs, and special projects. Project and program information - including reports, documents, plans, fact sheets, maps, graphs, charts and PowerPoint presentations - is posted on the web sites and made available to the public. Meeting notices and agendas/minutes are also posted and available for downloading or review. TAMC also provides viewers the ability to watch their board meetings on demand on their website. Most cooperating agencies also have a “What’s New” section on their web page to provide reviewing parties a quick way to read more about the latest developments. Agency websites also provide a forum for graphic materials that assist viewers in visualizing programs and projects. All agency websites could be upgraded to include more sophisticated mapping and interactive capabilities.

*Websites for Cooperating Agencies:*

AMBAG	<a href="http://www.ambag.org">www.ambag.org</a>
MST	<a href="http://www.mst.org">www.mst.org</a>
SBtCOG	<a href="http://www.sanbenitocog.org">www.sanbenitocog.org</a>
SCCRTC	<a href="http://www.sccrtc.org">www.sccrtc.org</a>
SCMTD or METRO	<a href="http://www.scmt.com">www.scmt.com</a>
TAMC	<a href="http://www.tamcmonterey.org">www.tamcmonterey.org</a>

- Press/News Releases - Cooperating agencies prepare and forward news releases to print and broadcast media of issues or events that affect the region, including proposed actions, notification of workshops, completion of major projects and legislative actions affecting the transportation planning and service providers. This is perhaps the most frequently used media outreach method. Board meeting highlights are also sent by one agency to media contacts in the county following each meeting.
- Articles in the Weekly County Business Council Distributions
- Press Conferences - Cooperating agencies hold press conferences to focus press attention on newsworthy special events and occasions.
- Radio and Television – SCCRTC televises and rebroadcasts Board meetings on community access television. TAMC also offers televised broadcasts of Board meetings. Others have expressed interest in that form of outreach. Several agencies work with stations, special programs, and/or Public Access Media to interview and/or film special segments with the media to spread word regarding their agency and/or programs.
- Newsletters or Brochures - Cooperating agencies use newsletters and brochures to provide information on their transportation programs and particular project development. News releases are often sent via email to entities for inclusion in their electronic newsletters. The *Central Coast Reporter* published monthly by AMBAG provides information and updates on the ongoing regional and transportation planning processes and includes updates on current projects, meeting schedules and synopses, and public

notices. Additionally, a few agencies distribute a summary of their Board of Directors actions after their regular meetings and incorporate those highlights into their standing committees' agendas.

- Annual Reports – Several cooperating agencies prepare and distribute an annual agency report sent to a broad range of their constituents and planning partners. These reports serve to communicate to the public the agency's accomplishments, revenue/expenditures and future directions.
- Posters and Inserts – Posters and inserts are used by the cooperating agencies to focus attention on a particular program. Direct transmission of oral or written materials to the media (Board Agendas, Reports, etc.)
- Project Flyers and Folders – Several agencies develop and distribute information flyers and/or folders at public workshops, meetings, community events, and other significant events. In order to reach out to a wider community many of the flyers and folders are printed in Spanish.
- Advertising – Many of the cooperating agencies use advertising means, such as display ads in newspapers, outdoor advertisements on the sides of buses, "car cards" inside the buses, and posters on A-frames placed in high-travel corridors to capture people's attention.

### Community Outreach Events

Community activities are used to keep the public informed and interested in regional planning activities and goals. For example, several of the region's rideshare providers work with the Monterey Bay Unified Air Pollution Control District to promote the annual Rideshare Week and Clean Air Month. MST and rideshare agencies within the RTPAs also attend community meetings, set up displays at Earth Day, at university/community college in-person registration periods, at transportation fairs at employers' worksites and job fairs, at community events like First Night, and sponsor related events like Bike to Work Day.

### Bilingual Participation

In this region there is a large population who speak Spanish; therefore, the cooperating agencies employ a number of bilingual outreach methods to include participation of the Spanish speaking community. These may include:

- Publishing printed information regarding services, projects, programs and meetings in Spanish.
- Including the Spanish media in the distribution of news releases.
- Advertising public hearings, meetings, projects and programs in the Spanish print, radio and television media.
- Providing simultaneous translation services at meetings.
- Producing Spanish language websites.



## Other Activities

The cooperating agencies also use other public involvement methods as appropriate, including:

- Public Opinion Surveys – Public opinion or attitude surveys are occasionally used to assess public attitudes or to obtain socio-economic or demographic information for specific purposes.
- Stakeholder Groups Meetings – In the development of special studies, some cooperating agencies have met with affected stakeholders to gain their perspective and insights on the study subject.
- Open Houses - In an open house, one-to-one exchanges between the public and policy makers and/or staff are facilitated in an informal setting. Members of the public ask questions, express concerns, react to what is being proposed and make suggestions.
- Conferences – Some cooperating agencies have hosted conferences on transportation issues for educational purposes, soliciting media coverage, and/or soliciting input on specific funding topics.
- Speaker’s Bureau – Designed to have people on staff able to visit various community and interest groups, several agencies employ this method to discuss their agency, its purpose, and upcoming projects/programs/issues.
- Expert Panels - Individuals with specific expertise, with or without a stake in the outcome of the process, are invited to sit on expert panels to provide advice to staff on policy and technical issues in an informal, roundtable setting.
- Focus Groups – One agency conducts periodic Focus Groups to determine detailed public opinion on transportation topics in the county or reports written by the agency and transportation in the county.
- Ribbon Cuttings and Ground Breakings – Some agencies hold ceremonies to commemorate the opening of a new project or the beginning of construction. This provides a great opportunity to demonstrate to the public agency accomplishments.

## **Strategies to Increase Involvement**

After reviewing their own public participation methods and strategies, the cooperating agencies evaluated what they believe works best for them. Although the listing at the beginning of this section provides a summary of the procedures and methods currently used by the cooperating agencies to provide information on their transportation planning processes in the region, each of these methods has varying levels of success, in part dependent upon the agency and its constituents. Some of the methods cooperating agencies felt were particularly successful in eliciting public participation into the transportation arena were: a) agency web sites and web postings; b) extensive email distribution lists; c) flyers/inserts in paychecks; d) collaborative

outreach with other agencies; e) surveys; f) targeted focus group or community meetings; and g) interviews on community TV and/or radio.

In addition to these particularly successful methods, though, the cooperating agencies provided input on what they believe would be more successful in reaching the broadest representation of community to both provide information and solicit feedback on their programs. The below list incorporates those methods the agencies will work to incorporate into their transportation planning, programming and service delivery over the next two-year period.

#### Community Outreach Strategies

- Work with community-based organizations to enhance outreach
- Increase community workshops
- Incorporate visualization techniques into planning and programming processes
- Outreach through faith-based communities
- Use health services programs to combine outreach efforts
- Work with groups such as “Leadership Santa Cruz” to educate a broader audience of community leaders about transportation issues.
- Target large employers and schools (i.e. Agricultural industry, UCSC, County building)
- Hold public hearings and/or focus group meetings outside work hours
- Locate meetings in facilities such as senior centers and similar facilities to bring the message to already established E/D activity centers.

#### Engagement of Low-income, Communities of Color, and Non-English speakers

- Increased publication of information in Spanish and other languages as necessary
- Establish special bilingual committees
- Increase outreach to Spanish-language media
- Do assessment of what is needed/what it would take to expand cultural diversity at meetings/in process

#### Marketing Strategies

- On-line publication and web-based comment of plans/programs, including increased use of photography, graphics, mapping and interactive elements.
- Increased emphasis on public access television and radio
- Prepare and launch more coordinated media stories
- Weekly or monthly transportation column in local newspapers
- Develop public service announcements for distribution
- Articles for company newsletters and special interest publications

- Target marketing/notices highlighting how planning documents may impact them
- Broadcast hearings on the internet or use webcasts
- There is a benefit in having electronic neighborhood newsletters
- Use newspaper articles and active communication with published news sources
- “Word of mouth” is most effective, through direct phone calls and simple messages
- Use direct communication and website information

#### Contributing Agency Improved Coordination Strategies

- Better incorporation between transportation and land use programs and policies
- Establish special commissions/task forces to engage the public in a less formal setting on certain topics
- Work with Pajaro Valley Transportation Management Association on a “one-stop shop” website for members of the public to get information on transportation
- For involving other government agencies: notify especially smaller ones about what meetings are the highest priority to attend, especially if meetings are in the evening; combine with other topical meetings, rather than having a special meeting only on transportation planning document.
- Need to have thorough explanations of the proposals or project needs, and the possibility that AMBAG look at projects that have had successful public participation and analyze what outreach methods worked best.

#### Feedback and Evaluation Strategies

- Constituent survey requesting feedback on their notification preferences
- Follow up contacts after the input is received assures participants that their efforts are meaningful.

These ideas are not an exclusive summary of what could be done in the Monterey Bay region, but a brainstorming list of what some of the cooperating agencies believe could enhance outreach in the region. Since life is dynamic and so are the plans accompanying it, the Monterey Bay Region Public Participation Plan will be evaluated biennially to determine its effectiveness in meeting a full and open participation process in transportation planning, programming and service delivery need.

## **VI. Desired Outcomes**

---

The key desired outcome of the Public Participation Plan is to prepare and provide ample opportunities for citizen involvement in the development and implementation of transportation planning policies in the region, with particular emphasis on the updates of each county's RTP and the region's MTP. Figure 6.1 provides timetables outlining the various tasks in drafting the RTPs and the MTP. Because each of the county's RTP will be incorporated into the MTP update, there are ample opportunities to work collaboratively with each cooperating agency to streamline public participation efforts.

### **Growth Visioning Workshops**

Of particular importance requiring public input are forthcoming growth visioning workshops in the spring and summer of 2008. AMBAG, in partnership with participating jurisdictions will engage transportation planners, stakeholders, community advocates, and the public to analyze various regional growth scenarios at sub-regional levels and develop a preferred plan, or "blueprint," for how the Monterey Bay region will accommodate growth and development while still maintaining the assets and quality of life unique to each community and to the region as a whole.

In advance of the 2010 update of the MTP for the Monterey Bay region, these visioning workshops will generate valuable mapping and other graphic information that will help for the visualization platform for the MTP update. To the extent practical while ensuring broad-base participation, AMBAG will work towards the virtualization and visualization of its processes, communications, and products in the preparation of the 2010 MTP.

### **Regional MTP Coordination Meetings**

In March 2008, the coordinating agencies will begin bimonthly Regional MTP Coordination meetings. The cooperating agencies and participating stakeholders will work to coordinate development of the policy, financial and action elements and evaluation measures for each plan. The public will have the ability to comment on each element prior to adoption at either an AMBAG or RTPA Board meeting.

### **Environmental Review**

In addition to the extensive public input and review process required by the federal government, AMBAG and each RTPA must also comply with state regulations and proceed with an extensive environmental review process that also requires public review. AMBAG will establish memorandums of understanding between jurisdictions to draft collectively one Environmental Impact Report (EIR) that will be used for each RTP and the MTP. The decision to participate in a joint EIR is up to the discretion of the board of directors for each agency. The completion of the Draft EIR will result in an extensive 45-day public review period, in which AMBAG, as the lead agency, will respond to written public comment. Any substantial revisions made in response

to public review will result in submission of a revised Draft EIR and an additional review period. AMBAG staff will submit the Final EIR for approval to the Board, which will determine, “that each significant impact will be mitigated below the level of significance where feasible, and that overriding social or economic concerns merit the approval of the project in the face of unavoidable effects.”<sup>1</sup> Each participating agency must also individually approve and adopt the EIR and its associated findings. The adopted FEIR will be incorporated into the MTP and each RTP.

## **Public Review and Final Plan Adoption**

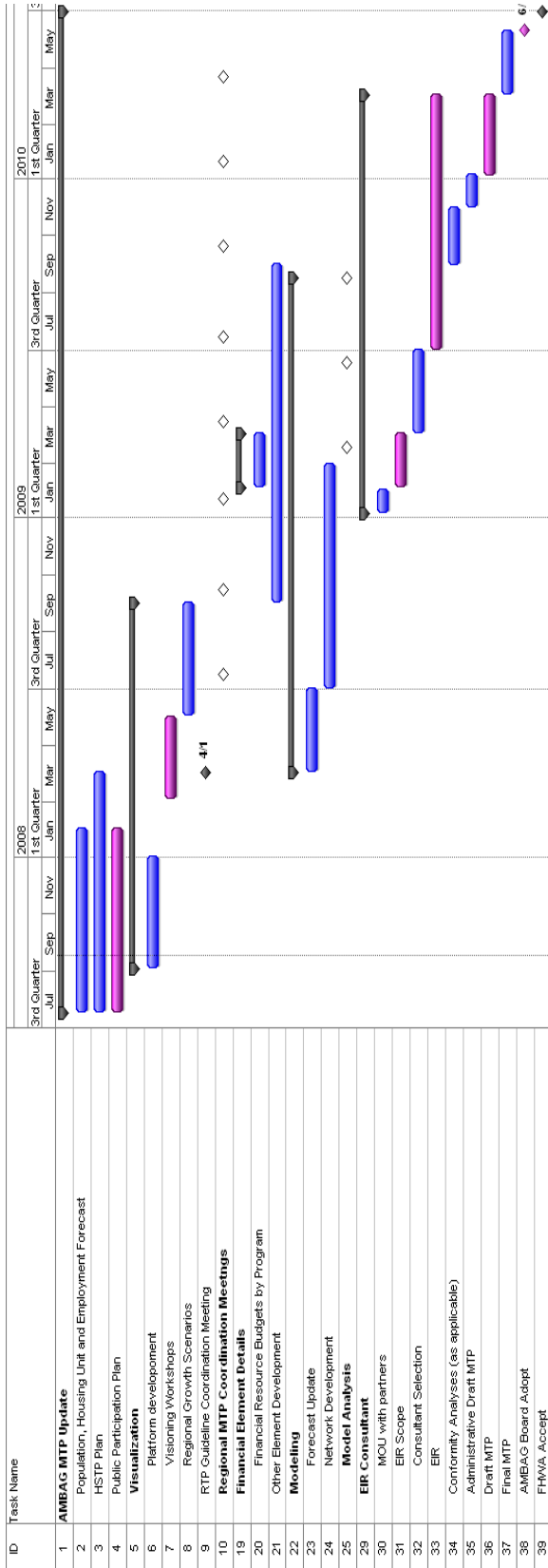
The Draft MTP and RTPs have a 45-day period for public comment. AMBAG and the RTPAs, in response, will consider the comments received and make any necessary revisions to the draft documents. If either agency makes substantial changes to their plans, the draft shall be re-circulated for additional public comment. Upon incorporating public comment and making necessary revisions, each agency’s Final Plan will be brought before their Board of Directors for confirmation and adoption. AMBAG expects the Final MTP and RTPs to be approved in the first quarter of 2010.

---

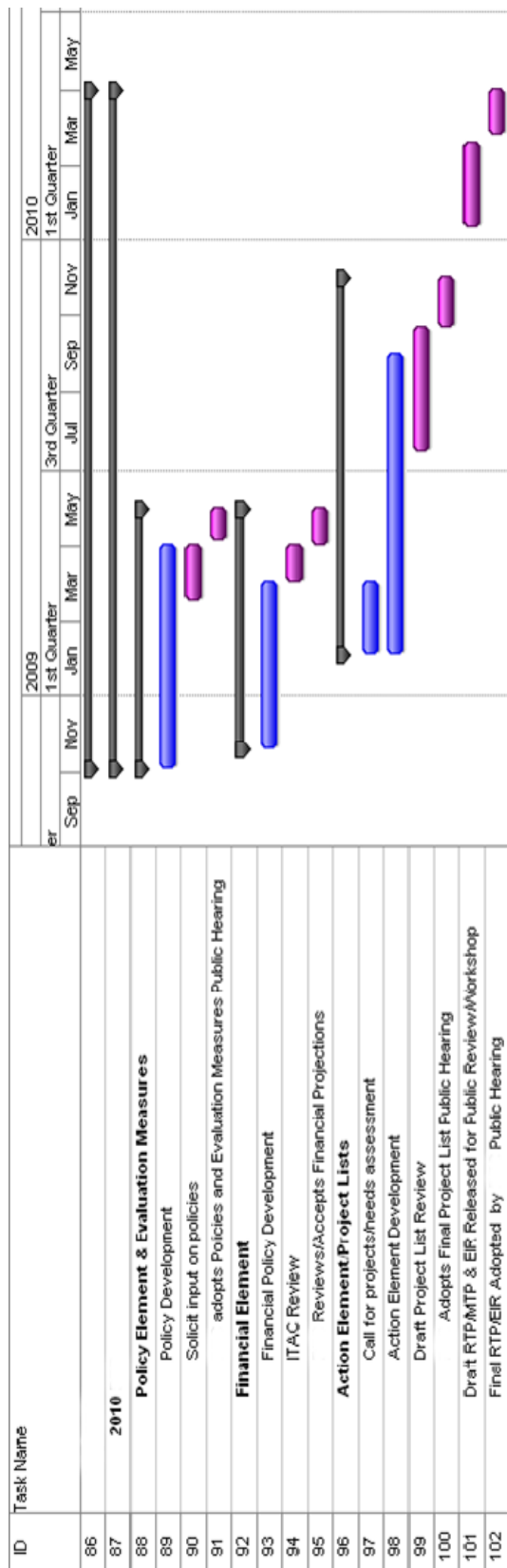
<sup>1</sup> Governor’s Office of Planning and Research. “Introduction: Overview of the California Environmental Review and Permit Approval Process.” Online. Accessed 11/13/07.  
[http://ceres.ca.gov/topic/env\\_law/ceqa/guidelines/intro.html](http://ceres.ca.gov/topic/env_law/ceqa/guidelines/intro.html)

Figure 6.1 AMBAG Metropolitan Transportation Plan and RTP Regional Transportation Plan Schedules

AMBAG Metropolitan Transportation Plan Schedule



RTP Agency Regional Transportation Plan Schedule



## Appendix A: Cooperating Agencies

Ms. Aileen Loe, Deputy Director  
Planning and Programming  
Caltrans, District 5  
50 Higuera Street  
San Luis Obispo, CA 93401  
805/549-3161  
[Aileen\\_Loe@dot.ca.gov](mailto:Aileen_Loe@dot.ca.gov)

Mr. George Dondero, Executive Director  
Santa Cruz County Regional Transportation  
Commission  
1523 Pacific Avenue  
Santa Cruz, CA 95060  
831/460-3200  
[gdondero@sccrtc.org](mailto:gdondero@sccrtc.org)

Mr. Nicolas Papadakis  
Executive Director  
Association of Monterey Bay  
Area Governments  
P.O. Box 809  
Marina, CA 93933-0809  
831/883-3750  
[npapadakis@ambag.org](mailto:npapadakis@ambag.org)

Mr. Leslie White  
General Manager  
Santa Cruz Metropolitan Transit District  
370 Encinal Street, Suite 100  
Santa Cruz, CA 95060  
831/426-6080  
[lwhite@scmtd.com](mailto:lwhite@scmtd.com)

Ms. Lisa Rheinheimer  
Executive Director  
Council of San Benito  
County Governments  
3216 Southside Road  
Hollister, CA 95023  
831/637-7665  
[lisa@sanbenitocog.org](mailto:lisa@sanbenitocog.org)

Ms. Debbie Hale  
Executive Director  
Transportation Agency for Monterey County  
55-B Plaza Circle  
Salinas, CA 93901-2902  
831/775-0903  
[debbie@tamcmonterey.org](mailto:debbie@tamcmonterey.org)

Mr. Carl Sedoryk  
General Manager/CEO  
Monterey-Salinas Transit  
One Ryan Ranch Road  
Monterey, CA 93940  
831/899-2558  
[csedoryk@mst.org](mailto:csedoryk@mst.org)

For Information:  
Mr. Doug Quetin  
Air Pollution Control Officer  
Monterey Bay Unified Air Pollution Control  
District  
24580 Silver Cloud Court  
Monterey, CA 93940  
831/647-9411  
[dquetin@mbuapcd.org](mailto:dquetin@mbuapcd.org)

## **Appendix B: List of Applicable Regulations Concerning Interested Parties, Public Involvement and Consultation**

### **Federal Regulation**

- SAFETEA-LU: 23 USC § 134 (i-j)
- Code of Federal Regulations: 23 CFR § 450.210; 23 CFR § 450.316
- Federal Transit Administration Urbanized Area Formula Program: 49 USC § 5307
- Title VI of the Civil Rights Act of 1964: 42 U.S.C. 2000d et seq.
- Civil rights Restoration Act of 1987: 20 U.S.C. §§ 1681 – 1688
- Executive Order 12898: Federal Actions to Address Environmental Justice in Minority Populations and Low-Income Populations
- Executive Order 13166: Improving Access to Services for Persons with Limited English Proficiency
- Executive Order 12372: Intergovernmental Review of Federal Programs
- National Environmental Policy Act of 1969: 42 USC § 4334
- Clean Air Act: 42 USC § 7401
- Federal Clean Water Act: 33 USC § 1251
- Americans with Disabilities Act: 42 USC § 12101

### **State Regulation**

- Brown Act: Government Code § 54950-54963
- CEQA: Public Resources Code § 21000
- California Coastal Act: Public Resources Code § 30100
- California Public Records Act: Government Code § 6250-6270



## Appendix C: Acronym Guide

ADA	Americans with Disabilities Act of 1990
AMBAG	Association of Monterey Bay Area Governments
CAAA	(Federal) Clean Air Act Amendments of 1990
Caltrans	California Department of Transportation
COG	Council of Government
CTC	California Transportation Commission
DEIR	Draft Environmental Impact Report
EIR	Environmental Impact Report
FHWA	Federal Highway Administration
FTA	Federal Transit Administration
FTIP	Federal Transportation Improvement Program (same as MTIP)
MBUAPCD	Monterey Bay Unified Air Pollution Control District
METRO	Santa Cruz Metropolitan Transit District (same as SCMTD)
MOA	Memorandum of Agreement
MOU	Memorandum of Understanding
MPO	Metropolitan Planning Organization (e.g. AMBAG)
MTP	Metropolitan Transportation Plan
LTC	Local Transportation Commission (e.g. SBtCOG, SCCRTC, TAMC)
MST	Monterey-Salinas Transit
MTIP	Metropolitan Transportation Improvement Program (same as FTIP)
OWP	Overall Work Program (Monterey Bay Region work program)
RSTP	Regional Surface Transportation Program (fund source)
RTIP	Regional Transportation Improvement Program (prepared by RTPAs)
RTP	Regional Transportation Plan (prepared by RTPAs)
RTPA	Regional Transportation Planning Agency (e.g. SBtCOG, SCCRTC, TAMC)
SAFETEA-LU	Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (August 10, 2005 Federal Transportation Authorization)
SBtCOG	Council of San Benito County Governments
SCCRTC	Santa Cruz County Regional Transportation Commission
SCMTD	Santa Cruz Metropolitan Transit District (or METRO)
SRTP	Short-Range Transit Plan
TAMC	Transportation Agency for Monterey County
TDA	Transportation Development Act (fund source – locally generated)
TDM	Transportation Demand Management
TEA-21	Transportation Equity Act for the 21 <sup>st</sup> Century (predecessor to SAFETEA-LU)
TMA	Transportation Management Association
UP	Union Pacific Railroad Company
USDOT	United States Department of Transportation

## Appendix D: Public Participation Forum Invited List

Contact	Title	Agency
<b>Federal, State, Regional</b>		
Rick Cooper	Field Manager	Bureau of Land Management
Robert Lafleur	District Conservationist	Natural Resources Conservation Service
Herrick E. Hanks	Manager	California Coastal National Monument
Eric Morgan	Project	Fort Ord Public Land
Wayne Nastri	Regional Administrator	U.S. Environmental Protection Agency - Region 9
		<b>Department of the Interior - U.S. Forest Service</b>
Ken Heffner	Forest Supervisor	Los Padres National Forest
		<b>Department of the Interior - National Parks Services</b>
Holly Bundock	Region Contact	Department of the Interior - National Parks Services, Pacific Great Basin Support Office
		<b>National Oceanic &amp; Atmospheric Administration (NOAA)</b>
Paul Michel	Superintendent	MBNMS - Main Office
		<b>Federal Highway Administration</b>
Gene Fong	Division Administrator	Federal Highway Administration - California Division
Glenn Clinton	Director	Federal Highway Administration - Western Resource Center
Leslie Rogers	Regional Administrator	Federal Transit Administration, Region IX
Linda Adams	Secretary	California Environmental Protection Agency
Charles Lester	Deputy Director	California Coastal Commission - Central Coast District
Richard Krumholz	District Director	California Department of Transportation (Caltrans) (District 5)
Lynn Jacobs	Director	Department of Housing & Community Development (HCD)
Doug Quetin	Air Pollution Control Officer	Monterey Bay Unified Air Pollution Control District
Eric Sauer	VP Government Policy	California Trucking Association (CTA)
Margaret Okuzimi	Executive Director	Bay Rail Alliance
W.R. Parks, President Local 225	President Local 225	Amalgamated Transit Union Local 1225
Rudy Rosales	Chairperson	Ohlone / Costanoan Esselen Nation
Ann Marie Sayer	Chairperson	Coastanoan Ohlone
Vincent Armenta	Chairman	Santa Ynez Band of Mission Indians
Clay Gregory	Regional Director	BIA Agency - Regional Office
Dominic Roques	Contract Manager	Regional Water Quality Board
Kay Filice	Chairwoman	Grower-Shipper Association of Central California
Ruth Coleman	Director	Dept. of Parks and Recreation
LCDR Debbie Darminio	Commanding Officer	US Coast Guard, Station Monterey

Sean Walsh	Director	California Office of Planning and Research
<b>San Benito</b>		
Lisa Rheinheimer	Executive Director	San Benito Council of Governments
Janice McClintock	City Manger	City of San Juan Bautista
Susan Thompson	CAO	San Benito County
Art Henriquez	Interim Executive Officer	LAFCO San Benito County
Robert Rohde	District Conservationist	Department of Agriculture Hollister Office
Bert Newman	Captain	California Highway Patrol - Hollister-Gilroy Area
Clint Quilter	City Manager	City of Hollister
Nancy Griffin	Executive Manager	San Benito County Farm Bureau
Tony Mercado	General Manager	MV Transportation
Pauline Valdivia	Chairperson	Social Services Transportation Advisory Committee (TAC)
Casey Castillo	Executive Director	First 5 San Benito County
Pauline Valdivia	Executive Director	Jovenes de Antano
Micky Luna	President	LULAC: San Benito County Council #2890
Kathryn Flores	Department Head	San Benito County Communittee Services & Workforce Development
Jessica French	Executive Director	San Benito County Chamber of Commerce
Bill Gere	Airport Manager	Hollister Airport
Caly Kempf	Exec Director	Seniors Council of Santa Cruz and San Benito Counties
<b>Monterey County</b>		
Carl Sedoryk	Gen. Manager	<b>MST</b>
Mike Novo	Planning Director	<b>Monterey County</b>
Anthony Altfeld	City Manager	<b>Marina</b>
Ray Corpuz	City Manager	<b>Seaside</b>
Kelly Morgan	City Admin.	<b>Sand City</b>
Jim Colangelo	City Manager	<b>Pacific Grove</b>
Fred Meurer	City Manager	<b>Monterey</b>
Rich Guillen	City Admin.	<b>Carmel</b>
Ronald Langford	City Manager	<b>Del Rey Oaks</b>
David Mora	City Manager	<b>Salinas</b>
Bill Farrel	Planning Director	<b>Gonzales</b>
Noelia Chapa	City Manager	<b>Soledad</b>
Mark McClain	Planning	<b>Greenfield</b>
Michael Powers	City Manager	<b>King City</b>
Lena Valdez	Executive Director	<b>SEIU - Transit Drivers</b>
Jaime Cuntz	Human Resources	<b>Con-Way Freight</b>
Bob Perkins	Director	<b>Monterey Farm Bureau</b>
Daniel Whitener	Manager	<b>Monterey Air Bus</b>
Lance Atencio	Adam Adem President	<b>MV Transportation Services</b>
Anthony Crivello	Chair	<b>TAMC Bike and Pedestrian Board</b>
John Huerta	Chair	<b>TAMC SSTAC</b>
Kate McKenna	Exec. Officer	<b>Monterey LAFCO</b>
Astrid Coleman	President	<b>Monterey Peninsula Chamber of Commerce</b>
Thomas Greer	Gen. Manager	<b>Monterey Airport</b>

Denika Dallimore	Chair	<b>CCCIL</b>
Michael Houlemard	Executive Officer	<b>Fort Ord Reuse Authority</b>
Todd Muck	Principal Planner	<b>TAMC</b>
<b>Santa Cruz County</b>		
Tom Burns	Planning Director	<b>Santa Cruz County</b>
Chuck Comstock	City Manager	<b>Scotts Valley</b>
George Dondero	Exec. Director	<b>SCCRTC</b>
Richard Hill	City Manager	<b>Capitola</b>
Carlos Palacios	City Manager	<b>Watsonville</b>
Leslie White	Gen. Manager	<b>METRO</b>
Richard Wilson	City Manager	<b>Santa Cruz</b>
Bonnie Morr	Chair	<b>UTU Local 23 (E/D TAC: SCZ Co)</b>
Wayne Horiuchi	Special Rep.	<b>Union Pacific</b>
Jess Brown	Exec. Director	<b>Santa Cruz Farm Bureau</b>
Majel Jordan	President	<b>Community Bridges</b>
Kristen Monecke	Gen. Manager	<b>Early Bird Airport Shuttle</b>
Corrine Hyland		<b>Community Traffic Safety Coalition</b>
Marcela Tavantzis	Chair	<b>METRO Riders Union (Santa Cruz Metropolitan Transit District)</b>
Piet Canin		<b>Bike to Work/Ecology Action</b>
Debbie Bulger		<b>Mission Pedestrian</b>
Cory Caletti	Sr. Transportation Planner	<b>RTC's Bicycle Committee</b>
George Blumenthal	Chancellor	<b>UCSC TAPS Resource Group</b>
Sandra Coley		<b>Pajaro Valley Transportation Management Association</b>
Karen Delaney	Executive Director	<b>Volunteer Center - Santa Cruz</b>
Clay Kempf		<b>Seniors Council SCR County</b>
Mauel Osorio		<b>Cabrillo College Student Services</b>
Therisia Rogerson		<b>Santa Cruz County Health Service Agency</b>
Barbara Flynn		<b>Central Coast Alliance for Health</b>
John Daugherty	Chair	<b>RTC Elderly and Disabled TAC</b>
Geoge Reguerin	Chairperson	<b>Latino Business Association</b>
Tony Campos	Chairperson	<b>Santa Cruz LAFCO</b>
Bill Tysseling	Exec. Director	<b>Santa Cruz County Chamber of Commerce</b>
Don French	Manager	<b>Watsonville Municipal Airport</b>
Elsa Quezada	Executive Director	<b>Central Coast Center for Independent Living</b>

## Appendix E: Public Participation Forum Meeting Minutes

### AMBAG in partnership with San Benito Council of Governments Long-Range Transportation Plan's Public Participation Plan Forum

---

#### Meeting Summary

Friday, October 05, 2007

1:00-3:00 p.m.

San Benito County

Board of Supervisors Chambers

481 Fourth St.

Hollister, CA 95023

**Present:** Michael Kelly, San Benito County; Dave Hill, CHP; Pat Loe, San Benito County; Pualine Valdina, Council of Governments and Jovenes de Antaño; Susan Thompson, San Benito County, Lisa Rheinheimer, COG Executive Director; Mary Dinkuhn, COG Transportation Planning Manager.

**Staff:** Mark Griffin, Director of Planning; Randy Deshazo, Senior Planner; Katie Axt, Planner.

#### 1. Introduction

#### 2. LRT Public Participation Presentation by Mark Griffin and Mary Dinkuhn

#### 3. Discussion:

- a. Susan Thompson led the discussion by pointing out that many of the County's and AMBAG timetables overlap in terms of meeting times and important due dates for upcoming projects. She asked if there were ways to "mesh" some of these obligations or to encourage collaboration among the various county and regional parties. Mark Griffin responded that collaboration with AMBAG occurs mostly in the envisioning process. Lisa Rheinheimer added that COG and County collaborate on circulation elements of the General Plan and RTP, but that its difficult to do more given that each agency has to meet different due dates.
- b. Susan Thompson commented on the challenge of getting the public to attend public participation meetings. She reasoned this occurred because many of the related projects and plans requiring participation components for the County, COG, and AMBAG have similar meeting times and project due dates.
- c. Pat Loe opined that evening meeting times were best because San Benito County is a commuter community. There was general consensus about future meetings being in the evening.

- d. Mark Griffin asked what types of media sources or ways encourage the greatest public participation turnout. Pauline Valdina stated that getting the information out is of most importance, exemplifying short and concise flyers. Pat Loe suggested having the participation meetings after San Benito COG meetings, and the group agreed that this would be an effective way to get a larger turn out. Lisa Rheinheimer commented that going to community groups during their meeting times may provide additional public participation.
- e. Susan Thompson posed the issue of LRT public participation's relevance to the general public. Lisa Rheinheimer added that planners are bogged down in bureaucracy and stated the importance of explaining planning in a manner that the average person understands. Pauline Valdina believed that if people are interested in the topic, they will participate. Susan Thompson stated that planners needed to be direct about the outcomes and timelines of their projects while providing relevant examples for the public to understand and find interest in the participation process.
- f. Susan Thompson asked Mark Griffin if AMBAG has ways to identify San Benito's commuters (i.e. where do they work, how long is there trip). Mark Griffin referenced the San Joaquin COG License Plate study. AMBAG has done the initial research for replicating this study but it lacks the funding to continue. Mark encourages collaboration efforts by San Benito County and the COG if they wish to pursue a commuter study.
- g. Discussion reverted back to encouraging participation. Different suggestions, like Caltrans changeable messages boards on the highways or a 511 subscription system were suggested by Lisa Rheinheimer and Mark Griffin.
- h. Lisa Rheinheimer brought up the issue of San Benito's population being half white non-Hispanic and half Hispanic, asking the question of how to encourage the Latino community to participate. Susan Thompson believed that planners must take the issues to the community in comfortable and familiar environments like individuals' homes or LULAC. Pauline recommended the Cadavera (?) School as a good meeting place, and generally everyone agreed. Pauline also suggested the fire station on Airline because of its central location within the Latino community.
- i. Discussion concluded with Mark bringing up the Farmworkers grant, transit operations, and subscription service in Spanish as all possible transit issues that could encourage Latino participation in the future.
- j. AMBAG staff gave participants copies of the Participation Plan Survey. Instructions for returning the survey will be sent by email on Monday.
- k. **Adjourn:** The meeting adjourned at 3:00 pm.

**AMBAG in partnership with Santa Cruz County Regional  
Transportation Commission  
Long-Range Transportation Plan's  
Public Participation Plan Forum**

---

**Meeting Summary**

**Friday, October 12, 2007**

**1:00-3:00 p.m.**

Santa Cruz County Regional Transportation Commission  
1523 Pacific Avenue  
Santa Cruz, CA 95060

**Present:** Mark Dorfman, SCMETRO; Luis Mendez, SCCRTC; Rachel Moriconi, SCCRTC; Karena Pushnik, SCCRTC.

**Staff:** Mark Griffin, Director of Planning; Randy Deshazo, Senior Planner; Katie Axt, Planner.

**4. Introduction**

**5. LRT Public Participation Presentation by Mark Griffin and Rachel M**

**6. Discussion:**

- a. Karena Pushnik led discussion asking Mark Dorfman about the other types of underserved populations, aside from American Indian tribes, that could be included in the public participation process. Mark suggested communities living on federal transportation land along with traditionally recognized underserved populations (disabled, seniors, low-income).
- b. Rachel Moriconi asked Mark Dorfman about what other public participation strategies have been used in SCMETRO's short range transportation plan. He responded by listing focus groups, a bus rider's survey, and meetings with specific community groups within their communities. Rachel commented that this seemed like an effective way to get public feedback.
- c. Mark Dorfman commented on the future potential changes and progression of SCMETRO. Questions arose as to what type of services they want to provide, the methods for delivery these services, and achieving the long-term goals of more reliant service and increased ridership. Mark explained that the SCMETRO Board waffles in making decisions, and that it is very difficult to do anything productive because of strong reactionary response from the public. As a result, projects tend to be much more expensive than projected. When asked for examples of successful projects or lessons learned, Mark quips, "Don't build anything in Santa Cruz."

- d. Luis Mendez asked Mark Griffin if AMBAG offers a lot of public outreach. Mark responded by saying that the Board meetings were the primary occurrence for regular transportation-related public participation, but noted that AMBAG should have more accessible meeting locations. He also explained that the public tends to show more interest in local transportation funding and environmental issues.
- e. Rachel Moriconi asked how to encourage and increase participation among working Latino populations and other mono-lingual communities. Mark Dorfman said that SCMETRO holds meetings remotely which encourages some participation, and that all public meetings are bilingual. Do certain locations work better than others? Mark does not seem to think so despite efforts to hold meetings in communities.
- f. Last few suggestions to increase participation included external bus ad space, however Mark Dorfman explained that the ad space is typically used to revenue, recruitment, or marketing purposes.
- g. **Adjourn:** The meeting adjourned at 3:00 pm.



**AMBAG in partnership with Transportation Agency for Monterey  
County  
Long-Range Transportation Plan's  
Public Participation Plan Forum**

---

**Meeting Summary**

**Friday, October 19, 2007**

**1:00-3:00 p.m.**

Monterey Community Foundation  
2354 Garden Road  
Monterey, CA 93940

**Present:** Todd Muck, TAMC; Michael Powers, City of King; Denika Dallimore, CCCIL.

**Staff:** Randy Deshazo, Senior Planner; Katie Axt, Planner.

**7. Introduction**

**8. LRT Public Participation Presentation by Mark Griffin and Todd Muck**

**9. Discussion:**

- a. Denika Dallimore led discussion by asking how the different LRT public participation processes work together. As Denika explained, she has participated extensively in public participation efforts, raising the flag for improving accessibility for persons with disabilities, and yet she remains confused on how, to get federal funding (i.e. SAFETEA-LU) for CCCIL projects, like the Taxi Authority.
- b. Todd Muck explained that the LRP process comes from both federal and state requirements. AMBAG is federally responsible for a regionally specific long range plan (the Metropolitan Transportation Plan) while TAMC is additionally responsible for meeting state requirements through their county's long range plan. The most important point about the LRP process is that if an agency wants one of their projects federally funded, it must be in the LRP.
- c. Denika asked if the Taxi Authority project would be in TAMC's long range plan and if its not, how does it get funded. Todd described how AMBAG and the region's county transportation agencies collaborate on a Coordinated Social Service Transportation Plan (i.e. AMBAG's Human Service Transportation Plan) in order to decide what projects will be prioritized and funded in the next LRP. If Denika wants the Taxi Authority to be funded, she needs to contact the representative for the HSTP and advocate for their project in the plan.
- d. Discussion transitioned to how to get more people participating. Denika Dallimore stated how difficult it is to get the disabled community to come out. She encouraged AMBAG and TAMC to make sure that their meetings be accessible beyond simply physically accessible. The meeting should provide "reasonable accommodation," including sign language interpreters, materials in large print and Braille, and be smoke and fragrance

- free. Additionally she suggested giving the disabled community plenty of notice, have meetings in the afternoon, discourage meetings around the holidays and during cold weather. Denika provided CCCIL's services of performing site visits to make sure that the meeting location is truly accessible.
- e. Randy Deshazo believed that Denika's suggestions were good, but asked the group how do we encourage the public to come out? Michael Powers explained that King City sends notices of public meetings through the local schools. They have received more inquiries but not much more attendance at meetings. King City also contacts TV stations, the local papers, and goes to community meetings like Lions Club, Rotary, and Young Farmers. They keep their presentations to 5-10 minutes and leave the rest of the time to discussions. A particularly innovative and successful approach is to hold meetings in a local coffee shop. King City will advertise their location and then spend approximately four hours at the coffee shop. Every hour, they will say a two minute presentation of why they are there and leave the rest of the hour to discussion. The approach's success comes from the cyclic influx of different groups of people throughout the day. Michael did not know if it would work for larger jurisdictions and cautioned that one of the times they advertised their meeting still resulted in a poor turnout, unhappily for both the City of King and Starbucks.
  - f. Denika Dallimore added that CCCIL has seen success in sending out surveys in the Meals on Wheels program. The survey, however, was for a different program and questioned if it would work for a more abstract process like improving public participation of the LRP.
  - g. **Adjourn:** The meeting adjourned at 2:45 pm.

## Appendix F: Public Participation Electronic Survey



### Participation Survey AMBAG Long-Range Transportation Plan

The Association of Monterey Bay Area Governments (AMBAG) serves as the designated Metropolitan Planning Organization (MPO) for the counties of Santa Cruz, San Benito, and Monterey. As the region's MPO, AMBAG periodically prepares a long-range transportation plan for the tri-county area. The long-range transportation plan prepared by AMBAG, known as the Metropolitan Transportation Plan (MTP), makes the strategies and projects identified in the plan eligible for federal highway funding programs.

Each of the three counties is responsible for updating their long-range transportation plans in order to comply with federal regulations. AMBAG and the county transportation agencies (Transportation Agency for Monterey County, Santa Cruz County Regional Transportation Commission, Council of San Benito County Governments) seek public participation in the preparation of these plans.

To ensure the broadest possible level of participation throughout the region, AMBAG created a Public Participation Plan to guide participation processes in the preparation of the long-range transportation plan.

AMBAG designed the following survey in order to consult with your organization in the creation of the Public Participation Plan. Thank you for taking the time to complete it.

Please return the survey to:                    AMBAG  
                                                                  Attn: Katie Axt  
                                                                  P.O. Box 809  
                                                                  Marina, CA 93933

**1. Are you familiar with the Regional Long-Range Transportation Planning Process?**

- Not familiar – I have no prior knowledge or experience.
- Somewhat familiar – I am familiar with the process but have not previously participated.
- Very familiar – I understand the process and have previously participated.

**2. Have you previously participated in a transportation-related planning?**

- No, this is my first time.
  - Yes. If yes, please describe.
- 

**3. Every second Wednesday evening of the month, the AMBAG Board of Directors meets to discuss transportation, community development and environmental issues. What would encourage you to attend these meetings? (You may choose more than one).**

- General interest in meeting's topics
  - A more convenient time/date
  - Accessible location
  - Refreshments
  - Translator or foreign language materials available
  - Availability of meeting materials prior to the meeting
  - Topics discussed directly relate to my work
  - Other (please specify)
-

**4. What would encourage you to attend your county's transportation committee meetings? (You may choose more than one).**

- General interest in meeting's topics
  - A more convenient time/date
  - Accessible location
  - Translator or foreign language materials available
  - Availability of meeting materials prior to the meeting
  - Topics discussed directly relate to my work
  - Meeting is addressing transportation funding issues
  - Other (please specify)
- 

**5. Would you be interested in participating in one or more committees related to the following transportation issues?**

- Regional Transportation
- Citizen advisory
- Transit-Human services
- Bicycle and Pedestrian Advocacy
- Traffic Safety

**6. When do you prefer to attend a meeting?**

- During business hours
  - Evenings
  - Weekends
  - Other (please specify)
-

**7. In your experience, what is the most effective way to learn about a meeting or event? (You may choose more than one).**

- Advertisements in local print media outlets
  - Legal notices
  - Email notices, letters or postcards that target specific groups
  - Announcements through chambers of commerce
  - Radio advertisements
  - Cable TV access announcements
  - Announcements on agency websites
  - Announcements on other agency websites
  - Other (please specify)
- 

**8. Other than a meeting, what forum would you most likely use to express your view on transportation documents or other issues related to your field of service? (Please select only one).**

- Blog
  - Online message boards or chat rooms
  - Telephone
  - Web survey
  - Mail survey
  - Written comment during plan review
  - Other (please specify)
- 

**9. AMBAG will be conducting several public workshops on the Regional Transportation Plan (RTP). If you would like to be contacted for RTP outreach events please provide your contact information below. Please be sure to include your mailing address, phone number, contact person, and email address.**

Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

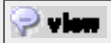
State: \_\_\_\_\_

Zip Code: \_\_\_\_\_

Email: \_\_\_\_\_

## Appendix G: Public Participation Electronic Survey Results


\*The most common responses are bold.

1. Are you familiar with the Regional Long-Range Transportation Planning Process?		
	Response Percent	Response Count
Not familiar - I have no prior knowledge or experience.	28.0%	7
<b>Somewhat familiar - I am familiar with the process but have not previously participated.</b>	<b>48.0%</b>	12
Very familiar - I understand the process and have previously participated.	24.0%	6
	<b>answered question</b>	<b>25</b>
	<b>skipped question</b>	<b>0</b>
2. Have you previously participated in transportation-related planning?		
	Response Percent	Response Count
No, this is my first time.	36.0%	9
<b>Yes, I have participated before.</b>	<b>64.0%</b>	<b>16</b>
If yes, please describe. 		10
	<b>answered question</b>	<b>25</b>
	<b>skipped question</b>	<b>0</b>

Comment Text	Response Date
1. Salinas Road intersection planning with Caltrans	Wed, 11/28/07 9:00 AM
2. Monterey County Local Coastal Program Amendments proposals for road projects and other Monterey County roadway planning projects	Wed, 11/28/07 8:58 AM
3. TAMC Seminars & meetings	Wed, 11/14/07
4. Our agency prepares the RTP	Fri, 11/9/07 11:57 AM
5. STIP, RTIP, Interstate (1-5) and Aviation	Tue, 11/6/07 3:02 PM
6. SSTAC	Tue, 11/6/07 2:17 PM
7. Previously submitted written comments on SCCRTC, TAMC & AMBAG regional plans.	Wed, 10/31/07 12:24 PM
8. With MST	Tue, 10/30/07 8:05 AM
9. Transportation Funding Task Force, Planning process for the Santa Cruz Metropolitan Transit District, State Transit Legislative Board, National Transportation Commission	Tue, 10/23/07 12:02 PM
10. Long Range Strategic Plan for an Aging Calif; Transportation component; Mobility Action Plan for Calif, , Transportation Funding Task Force, Santa	Mon, 10/22/07 10:45 AM




CRuz Co, etc.

3. Every second Wednesday evening of the month, the AMBAG Board of Directors meets to discuss transportation, community development and environmental issues. What would encourage you to attend these meetings? (You may choose more than one).		
	Response Percent	Response Count
General interest in meeting's topics	40.9%	9
<b>A more convenient time/date</b>	<b>50.0%</b>	<b>11</b>
Accessible location	36.4%	8
Refreshments	9.1%	2
Translator or foreign language materials available	9.1%	2
Availability of meeting materials prior to the meeting	27.3%	6
<b>Topics discussed directly relate to my work</b>	<b>59.1%</b>	<b>13</b>
Other (please specify) 		5
<b>answered question</b>		<b>22</b>
<b>skipped question</b>		<b>3</b>

#3	Comment Text	Response Date
1.	Not a huge agenda	Wed, 11/28/07 9:00 AM
2.	Nothing, don't feel the need to attend	Wed, 11/28/07 8:57 AM
3.	televised meetings w/ broadcast in Santa Cruz Co.	Fri, 11/9/07 11:57 AM
4.	cash	Tue, 11/6/07 2:05 PM
5.	I am committed to the concept of Mass Transportation for a sustainable Community	Tue, 10/23/07 12:02 PM

4. What would encourage you to attend your county's transportation committee meetings? (You may choose more than one).		
	Response Percent	Response Count
General interest in meeting's topics	36.4%	8
A more convenient time/date	36.4%	8
Accessible location	27.3%	6
Translator or foreign language materials available	4.5%	1
Availability of meeting materials prior to the meeting	31.8%	7
<b>Topics discussed directly relate to my work</b>	<b>59.1%</b>	<b>13</b>


Meeting is addressing transportation funding issues	9.1%	2
Other (please specify) 		5
<b>answered question</b>		<b>22</b>
<b>skipped question</b>		<b>3</b>

#4	Comment Text	Response Date
1.	Attend meetings already	Fri, 11/9/07 11:57 AM
2.	Meeting in South County from time to time	Tue, 11/6/07 3:02 PM
3.	already attend	Tue, 11/6/07 2:05 PM
4.	inclusion in the process	Tue, 10/23/07 12:02 PM
5.	entertaining riots	Mon, 10/8/07 1:47 PM

5. Would you be interested in participating in one or more committees related to the following transportation issues?		
	Response Percent	Response Count
Regional Transportation	66.7%	10
Citizen advisory	13.3%	2
<b>Transit-Human services</b>	<b>60.0%</b>	<b>9</b>
Bicycle and Pedestrian Advocacy	33.3%	5
Traffic Safety	40.0%	6
<b>answered question</b>		<b>15</b>
<b>skipped question</b>		<b>6</b>


6. When do you prefer to attend a meeting?		
	Response Percent	Response Count
<b>During business hours</b>	<b>95.0%</b>	<b>19</b>
Evenings	0.0%	0
Weekends	5.0%	1
Other (please specify)		6
<b>answered question</b>		<b>20</b>
<b>skipped question</b>		<b>5</b>

#6	Comment Text	Response Date
1.	Or evenings	Wed, 11/28/07 9:00 AM
2.	Or at evening	Fri, 11/9/07 11:57 AM
3.	I work for a transit District I am usually available after 3pm, but prefer to not be at a meeting until midnight	Tue, 10/23/07 12:02 PM
4.	I would NOT be available to attend a weekend meeting	Mon, 10/22/07 10:45 AM
5.	Early morning hours	Mon, 10/8/07 12:49 PM

7. In your experience, what is the most effective way to learn about a meeting or event? (You may choose more than one).		
	Response Percent	Response Count
Advertisements in local print media outlets	24.0%	6
Legal notices	4.0%	1
<b>Email notices, letters or postcards that target specific groups</b>	<b>88.0%</b>	<b>22</b>
Announcements through chambers of commerce	8.0%	2
Radio advertisements	24.0%	6
Cable TV access announcements	12.0%	3
Announcements on agency websites	20.0%	5
Announcements on other agency websites	12.0%	3
Other (please specify) 		2
<b>answered question</b>		<b>25</b>
<b>skipped question</b>		<b>0</b>

#7	Comment Text	Response Date
1.	Notification to Transportation Agencies Workforce	Tue, 10/23/07 12:02 PM
2.	Telegraph	Mon, 10/8/07 12:49 PM

8. Other than a meeting, what forum would you most likely use to express your view on transportation documents or other issues related to your field of service? (Please select only one).		
	Response Percent	Response Count
Blog	0.0%	0
Online message boards or chat rooms	4.0%	1
Telephone	20.0%	5

Web survey	32.0%	8
Mail survey	4.0%	1
<b>Written comment during plan review</b>	<b>40.0%</b>	<b>10</b>
Other (please specify) 		6
<b>answered question</b>		<b>25</b>
<b>skipped question</b>		<b>0</b>

#8	Comment Text	Response Date
1.	And mail survey	Wed, 11/28/07 9:00 AM
2.	And mail survey	Wed, 11/28/07 8:57 AM
3.	or written comment during plan review - solicit via email	Fri, 11/9/07 11:57 AM
4.	and mail survey, and written comment during plan review	Fri, 11/9/07 11:54 AM
5.	and web survey, mail survey, and written comment during plan review	Fri, 11/9/07 11:50 AM
6.	street screaming	Mon, 10/8/07 1:47 PM

**9. AMBAG will be conducting several public workshops on the Regional Transportation Plan (RTP). If you would like to be contacted for RTP outreach events please provide your contact information below. Please be sure to include your mailing address, phone number, contact person, and email address.**

	Response Percent	Response Count
Name	87.0%	20
Organization	95.7%	22
Address	69.6%	16
City	73.9%	17
State	73.9%	17
Zip Code	69.6%	16
Email	78.3%	18
<b>answered question</b>		<b>23</b>
<b>skipped question</b>		<b>2</b>

## **Appendix H: Summary of Public Comments Received During 45-Day Review Period**

A 45-day public comment and review period was held following the AMBAG Board of Director's approval of the Draft Public Participation Plan on March 12, 2008. No comments were received during this time.