

# APPENDIX A

Public Outreach

## 2018 Monterey County Regional Transportation Plan

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### Public Outreach

Chapter 1 of the 2018 Monterey County Regional Transportation Plan describes the regional transportation planning process through which public outreach is sought on an ongoing basis to develop plans, programs and inform decision-making for transportation. The *Monterey Bay Area Public Participation Plan* adopted by AMBAG in 2015 serves as a guide for structuring public outreach into the long-range planning process and identifies a menu of strategies to be employed to solicit public feedback.

Public outreach efforts undertaken to develop the Regional Transportation Plan are summarized below.

### 2016 Measure X: Education and Outreach Activities

Passed in November 2016 with the support of over two-thirds of Monterey County voters, Measure X is Monterey County's 3/8<sup>th</sup> of a cent sales tax to support transportation in Monterey County. As part of the public education and outreach leading up to Measure X, the Board approved the hiring of a transportation sales tax measure outreach plan consultant to develop and implement a strategic outreach plan to increase public awareness and understanding of transportation needs and funding challenges. The plan's focus was to identify our needs, explain those needs and the funding crisis and shortfalls in state & federal funding; which presents challenges in our efforts to maintain local roads, make safety improvements and ensure that we have a local transportation network that moves people, goods and enhances the quality of our life.

The outreach plan over the nearly two-year period included the following outreach efforts:

- 80-100 presentations to a broad range of community groups, business organizations, chambers of commerce's, city councils, school superintendents, service clubs, trade & professional organizations, educational & medical institutions, taxpayer associations, LULAC, Agricultural Industry, Hospitality Industry and the Board of Supervisors.
- Print & broadcast interviews with local newspaper, radio and television media outlets.
- Commentaries and op-ed pieces to the local newspapers.
- Interviews with Editorial Boards of the Monterey County Weekly and Monterey Herald.
- Organized a community leaders Keep Monterey County Moving committee composed of 40 members from throughout the county, representing diverse economic and social

interests. This Committee actively participated in the development of the Transportation Safety & Investment Plan.

- Sought public input via surveys, comments, focus groups, stakeholders' interviews, TAMC website.
- Provided information and sought input on our website, Facebook and Twitter pages.
- Developed informational fact sheets, targeted special interest fact sheets and individualized city/county fact sheets, a Transportation Safety & Investment Plan document, a Policies & Project Descriptions document for the Transportation Safety & Investment Plan.

### **SR 68 Scenic Highway Plan**

The SR 68 Scenic Highway Plan provides a conceptual plan for delivering operational and safety improvements to the SR 68 Corridor between Blanco Road in Salinas and SR 1 in Monterey. Work on the plan took place between December 2015 and August 2017. An extensive public outreach effort was performed throughout the course of SR 68 Scenic Highway Plan development process. The outreach effort included traditional public workshops, community/stakeholder meetings, online engagement, and media. The input received through these various channels helped inform the study and ultimately the study recommendations.

### **SR 68 Pacific Grove Corridor Study**

Between September 2014 and October 2016, the Transportation Agency in partnership with the City of Pacific Grove and Caltrans conducted a study of the State Route 68 Corridor in Pacific Grove to identify improvements that will provide safer access for all modes of travel. The outreach effort included traditional public workshops, community/stakeholder meetings, online engagement, and media. The input received through these various channels helped inform the study and ultimately the study recommendations.

### **Monterey County Active Transportation Plan**

The 2018 Transportation Agency for Monterey County Active Transportation Plan is an update of the 2011 Bicycle and Pedestrian Master Plan, which identified all existing and proposed bicycle and pedestrian facilities in Monterey County and the communities therein.

To develop the Active Transportation Plan, Agency staff consulted with TAMC's Bicycle and Pedestrian Facilities Advisory Committee, which is composed of volunteer representatives from each supervisorial district and city in Monterey County as well as representatives from public agencies and a bicycle/pedestrian interest group, as appointed by the TAMC Board of Directors, and TAMC's Technical Advisory Committee, composed of public works representatives from each of the twelve cities in Monterey County, Monterey County Public Works, Caltrans,

Monterey-Salinas Transit, the Fort Ord Reuse Authority, the Monterey Bay Unified Air Pollution Control District, and the Association of Monterey Bay Area Governments.

TAMC staff developed a project specific Active Transportation Plan page on the TAMC website. Draft documents were posted on this site. Approximately 447 people submitted comments via the public participation Wiki-mapping tool. Staff collaborated with the Monterey County Health Department to gather input from disadvantaged communities, via their Greenfield Leadership and Civic Engagement group. Staff also collaborated with the City of Gonzales to host a South County public workshop for the Plan.

## **Wayfinding Plan**

The Regional Bicycle and Pedestrian Wayfinding Plan for Monterey County provides standard guidelines for bicycle and pedestrian wayfinding signage throughout Monterey County. The goal of the Wayfinding Plan is to promote bicycling and walking as viable transportation alternatives for Monterey County residents and visitors. The plan was crafted with input from the Wayfinding Plan Advisory Committee, an ad-hoc committee of the Transportation Agency for Monterey County. It is comprised of project stakeholders, including representatives from TAMC's Bicycle and Pedestrian Facilities Advisory Committee, County of Monterey, local cities, the Monterey County Health Department, Building Healthy Communities, Fort Ord Reuse Authority, the Velo Club, Green Pedal Couriers, Fort Ord Recreation Trails Friends, Pebble Beach, and Monterey Salinas-Transit. Members of the public may also participate.

## **Trail Planners Advisory Group (TrailPAC)**

The Trail Planners Advisory Council (TrailPAC) brings together representatives from the Monterey Peninsula Regional Parks District, the Big Sur Land Trust, the California Department of State Parks and other stakeholders interested in expanding the trail networks in Monterey County. The Group met regularly in 2015 and 2016.

## **Public Meetings**

Outreach to stakeholders, the public and member jurisdictions was undertaken through noticed public meetings of AMBAG and the Transportation Agency for Monterey County. Public presentations about preparation of the 2018 Regional Transportation Plan were initiated in 2012 and meetings were scheduled to provide information and request actions at key milestone points during development of the plan. Presentations and discussion about the plan were held with the following bodies:

### **Transportation Agency for Monterey County Board of Directors**

April 2017:	Approval of a project list for inclusion in the Sustainable Communities
December 2017:	Authorization to release Draft Regional Transportation Plan

January 2018: Noticed Public Hearing on the Draft 2014 Regional Transportation Plan  
June 2018: Adoption of 2018 Monterey County Regional Transportation Plan and EIR

### **Technical Advisory Committee**

September 2016: Discussion/feedback on financial assumptions and call for projects  
January 2018: Review of Draft Regional Transportation Plan and MTP/SCS  
June 2018: Review of Final Regional Transportation Plan

### **Bicycle & Pedestrian Facilities Advisory Committee**

June 2018: Review of Final Regional Transportation Plan

### **Public Workshops**

The following public workshops were held in Monterey County to solicit public input on the Sustainable Communities Strategy, Metropolitan Transportation Plan and transportation investments included in the Monterey County Regional Transportation Plan. These workshops also served as public scoping meetings for the coordinated Draft Environmental Impact Report prepared for these documents:

January, 2016: Public Workshop for the Notice of Preparation for the Environmental Impact Report for all documents

- **Salinas**

April, 2017: Public workshops on initial scenarios, land use and transportation investments for the Sustainable Communities Strategy

- **Salinas**
- **Marina**

January, 2018: Public hearings on the final Metropolitan Transportation Plan, Sustainable Communities Strategy and Regional Transportation Plan

- **Gonzales**
- **Seaside**

A wide range of groups were invited to, and participated in these workshops, including members of the general public, and representatives of disadvantaged communities and environmental interests.

### **Telephone Surveys**

To assure that all sectors of the county had a chance to provide input, the Transportation Agency conducted three telephone preferences surveys on the Regional Transportation Plan and Sustainable Communities Strategy: in May 2014, December 2015 and June 2016. The

surveys provided valuable public input on preferences for transportation, investments, support for sustainable communities strategies, and funding for transportation.

## **Regional Transportation Plan Distribution**

Notices or copies of the Regional Transportation Plan were distributed to the following jurisdictions, agencies and groups:

- Transportation Agency member jurisdictions
- Bicycle and Pedestrian Facilities Advisory Committee
- MST Mobility Advisory Committee
- San Benito Council of Governments
- Santa Cruz County Regional Transportation Commission
- State and Federal Resource Agencies responsible for land use, natural resources, environmental protection, conservation and historic preservation
- California Rural Legal Assistance Foundation
- Highway 68 Coalition

The Draft Environmental Impact Report was also circulated to these contacts for review.

## **Online and Media Outreach**

Materials and announcements related to public workshops, the Sustainable Communities Strategy and the Draft 2018 Monterey County Regional Transportation Plan were made available through posting to the Transportation Agency website ([www.tamcmonterey.org](http://www.tamcmonterey.org)). Information about public workshops was also distributed through social media pages maintained by the Agency.