

# **Appendix B:**

## Public Participation Plan

# STANISLAUS COUNCIL OF GOVERNMENTS COMMUNITY TRANSPORTATION NEEDS ASSESSMENT PUBLIC PARTICIPATION PLAN (PPP)

October 10, 2022

This Public Participation Plan Memorandum is designed to be used on coordination with the dynamic Public Participation Plan Tracker. As this Public Participation Plan document is updated, so will the Tracker.

## Public Participation Goals

The purpose of the Community Transportation Needs Assessment (CTNA) is to assess local roadway networks and recommend strategies and improvements that increase mobility for all modes, promote bicycling and walking, remove transportation barriers, decrease transportation-related fatalities and injuries, and reduce greenhouse gas (GHG) emissions.

The CTNA will be accompanied by a robust public outreach and engagement process to ensure that members of the public are provided with ample opportunity to provide meaningful input throughout the length of the project.

This CTNA effort focuses on two unincorporated and disadvantaged communities in the Stanislaus region: Bystrom and Empire.

Public Participation Goals	
<b>Goal 1</b> <b>Build awareness</b>	Build awareness about and encourage participation in the StanCOG Community Transportation Needs Assessment effort with the Bystrom and Empire communities.
<b>Goal 2</b> <b>Engage Bystrom and Empire communities</b>	Engage the communities of Bystrom and Empire in discussions about their current and desired transportation behavior, modes, and trip origins/destinations/routes.
<b>Goal 3</b> <b>Obtain informed input</b>	Obtain input on barriers community members in Bystrom and Empire face when traveling within their communities and to/from other communities via various modes, including walking, biking, driving, accessing transit, and traveling using an assisted mobility device.
<b>Goal 4</b> <b>Ensure context-sensitive recommendations</b>	Collaborate with local jurisdictions, community-based organizations, and advocacy groups to ensure the recommended strategies and improvements fit within the context of and address the unique needs of the communities of Bystrom and Empire.

## Target Audiences

To address the specific public participation goals of StanCOG's Community Transportation Needs Assessment, the project team has identified specific targeted audiences that will need to be engaged throughout the process. A provisional list of community and stakeholder groups is provided below. The project team will expand this list with input from StanCOG and Catholic Charities. Contact information for each stakeholder group will be provided in the PPP Tracker.

<b>Audience</b>	<b>Specific groups or Individuals</b>
<b>Active transportation advocates</b>	Stanislaus County Bicycle Club
<b>Aging communities</b>	Area Agency on Aging, Senior Coalition of Stanislaus County, Casa de Modesto, Stanislaus Senior Foundation, local senior centers / care homes
<b>Business interests / organizations</b>	Central Valley Hispanic Chamber of Commerce, Modesto Chamber of Commerce, and local businesses including but not limited to Family Dollar Store (E), Rico's Pizza (E), Tacos El Primo (E), Rafa's Tacos (E)
<b>Community-based organizations</b>	Stanislaus Community Foundation, Latino Community Roundtable of Stanislaus County, South Modesto Partnerships Inc. (B), Stanislaus FFA (B), Village Christian Fellowship (B), Empire Church of Christ (E), Central Avenue General Baptist (B)
<b>Educational institutions</b>	Virginia Parks Elementary School (B), Tuolumne Elementary School (B), Castillo Christian School (B), Modesto City Schools (B), Glick Middle School (E), Teel Middle School (E), Empire Elementary (E), Empire Community School (E), Oakdale-Stanislaus Charter (E), Stanislaus County Office of Education
<b>Municipal Advisory Councils</b>	Empire Municipal Advisory Council
<b>Public transit providers</b>	Dibs, MOVE Stanislaus, StanRTA
<b>Public health</b>	First 5 Stanislaus, Stanislaus County Health Services Agency, Safe Kids Stanislaus County
<b>Social and human services agencies</b>	Catholic Charities of the Diocese of Stockton, Stanislaus Community Services Agency, Center for Human Services, Stanislaus County Job Center, United Way of Stanislaus County
<b>Veteran support organizations</b>	Stanislaus County Veteran Services, The Veterans Foundation of Stanislaus County, Area Agency on Aging / Veteran Services
<b>Youth</b>	Boys and Girls Club of Stanislaus County, Maddux Youth Center, Project YES, Project Uplift

(B) denotes a stakeholder group / individual which is specific to the Bystrom community.

(E) denotes a stakeholder group / individual which is specific to the Empire community.

Unless otherwise stated, other stakeholder groups / individuals are assumed to be of countywide interest.

## Public Participation Strategies

The following strategies will help achieve the public participation goals and reach target audiences. Following each public participation event, the project team will provide a summary of all feedback obtained within two weeks following the event's date. All event materials will be translated into Spanish, and a certified translator will be present at all in-person events.

Strategy	Description
<p><b>Community Survey</b></p>	<p>The project team will develop a digital community survey, the purpose of which is to identify needs and opportunities across all modes of transportation, transportation barriers within and beyond the selected communities, and attitudes toward walking, biking, and roadway safety. Where appropriate, the survey may 'ground truth' information collected during the quantitative data collection process. Findings from the survey will help shape the content of the Community Workshops.</p> <p>Survey questions and content may be similar for both communities and will be customized for each local context if necessary. The project team will develop a simple, user-friendly digital survey (in a platform such as Survey Monkey) and will distribute the survey online and in-person by distributing fliers / posters to key activity centers with QR codes linking to the online version of the survey. The project team will implement one in-person outreach strategy; options for in-person outreach include hosting a booth at a community event with interactive boards featuring key survey questions, and/or iPads with the survey loaded, or printed hard-copy surveys at local destinations and gathering spaces.</p> <p>Once the survey is closed, and prior to the Community Workshops, the project team will analyze and summarize the results of the survey in a technical memorandum. Findings from the survey will help facilitate conversations at the Workshops.</p>
<p><b>Community Workshops *</b></p>	<p>The project team will plan and facilitate at least one community workshop in each community. The purpose of the workshops will be to supplement the findings from the quantitative data collection and community survey. During the workshops, the project team will ground-truth findings, collect location-specific information about transportation needs and opportunities, and assess high-level interest in certain kinds of interventions/facilities through map-based activities, one-on-one or group discussions, and written feedback in response to prompts. Findings from the workshops will inform draft concept development.</p> <p>If workshops are in-person, they shall be held in central, accessible locations within each community, and at times meant to maximize residents' ability to attend. Potential workshop sites include:</p> <ul style="list-style-type: none"> <li>○ Empire – Glick Middle School, Teel Middle School, Empire Public Library</li> <li>○ Bystrom – Virginia Parks Elementary School, Tuolumne Elementary School, Mancini Park, First Modesto Apostolic Church</li> </ul> <p>If the workshops are held virtually, the project team would host them through Zoom and plan for facilitated discussions, potentially through breakout rooms.</p>

<p><b>Community Design Charrettes</b></p>	<p>Once the community transportation needs have been identified, and draft design concepts have been developed, the project team will return to the community for two community design charrettes. During the charrettes, the team will present draft concepts and work with community members to understand if the recommended interventions will meet community needs, and if/ how they need to be revised. At this stage, community members and other stakeholders may also be invited to indicate preferences and priorities to help project prioritization.</p> <p>Each charrette will be a half-day (4 hours) and will include:</p> <ul style="list-style-type: none"> <li>• Short presentation on the project overview, update, and timeline</li> <li>• Small group activities to review the draft mobility enhancement concepts. In the small groups, facilitators will help community members: <ul style="list-style-type: none"> <li>○ Understand tradeoffs between different design options, including cost and impact on safety</li> <li>○ Indicate their preferences and priorities between different concepts</li> <li>○ Set expectations on how projects get built and when these concepts may become a reality</li> </ul> </li> </ul> <p>Using large posters and graphics, the project team will illustrate draft concepts in visually compelling ways that effectively communicate the tradeoffs and differences between different options.</p> <p>If charrettes are in-person, they shall be held in central, accessible locations within each community, and at times meant to maximize residents' ability to attend. Potential workshop sites include:</p> <ul style="list-style-type: none"> <li>○ Empire – Glick Middle School, Teel Middle School, Empire Public Library</li> <li>○ Bystrom – Virginia Parks Elementary School, Tuolumne Elementary School, Mancini Park, First Modesto Apostolic Church</li> </ul> <p>If the charrettes are held virtually, the project team would host them through Zoom and plan for facilitated discussions, potentially through breakout rooms.</p>
<p><b>Public Information &amp; Notification</b></p>	<p>The project team will develop communication materials and event-specific notification plans to build awareness among key stakeholder groups and the targeted audiences about the project and leading up to public participation events. These individual awareness campaigns will include traditional media relations, social media, and community partnerships to leverage existing communications links among numerous stakeholder groups and targeted audiences. Information and notification materials will be available in English and Spanish. Specific notification methods include the following:</p> <ul style="list-style-type: none"> <li>• Flyers at transit stops and key activity centers in Bystrom and Empire</li> <li>• Email notifications to the project distribution list (stakeholder database + e-mail sign up list)</li> <li>• Social media graphics and copy for StanCOG and Project Partners</li> <li>• Geographically targeted social media ads to the Bystrom and Empire communities, hosted through AIM's Facebook and Instagram pages</li> <li>• Posts in Facebook Community Groups including Empire neighborhood watch and Happening in Modesto</li> <li>• Media releases to local news outlets and radio stations including Catholic Charities radio</li> <li>• Partnerships with stakeholders and community-based organizations to share information on their existing communication channels (e.g. e-newsletters, social media, website posts, calendars, etc.)</li> </ul>

\*The project team recognizes the importance of flexibility for the engagement tasks, and the need to meet communities in a space and format that works best for them. Should it be necessary, the project team can pivot the format of a traditional “workshop” to an event that may work better for each community. For example, the project team can hold focus group meetings or pop-up workshops. The project team will work with StanCOG, Catholic Charities, and other local community organizations to determine what format will work best. This decision will be made no later than six weeks prior to each event and will be informed by the team’s experience conducting stakeholder outreach and data collection during the early project stages. A description of each potential alternative event format is summarized below.

- **Focus group meetings:** The project team could meet with residents and community members in small groups (5-10 participants) during a series of one-hour time slots up to three times for each community. The focus group meeting approach would allow for an extended and focused dialogue among participants and project team members.
- **Pop-up workshop:** Pop-up workshops provide an opportunity for the project team to engage community members where they already gather. The pop-ups would build awareness about the project while also obtaining input from community members who may not normally participate in the planning process, and they can be fun and interactive to encourage participation. Potential pop-up events / locations include farmers markets, health and resource fairs, food distribution events, grocery stores, community centers, school PTA meetings, and church group events. The project team could hold one pop-up workshop in each community to replace the community workshop format.

## Public Participation Evaluation

This public participation plan will be revisited throughout the project to track progress and adjust as necessary. The project team will use the table below as the public participation plan is implemented in order to monitor, evaluate, and adjust the approach and strategies.

### Questions to consider when monitoring and evaluating progress:

- *Was the public participation goal achieved?*
- *Based on that goal, were the appropriate audiences reached?*
- *Did the message(s) resonate with the audiences?*
- *Did the outreach strategies serve their purpose?*
- *What could be improved for future participation?*
- *Has the project’s messaging changed?*

### Community Survey Evaluation Metrics

Strategy	Performance Measure	Results
<b><i>Bystrom</i> Community Survey</b>	Number of Respondents	46 (Including 7 Spanish)
<b><i>Empire</i> Community Survey</b>	Number of Respondents	108 (Including 9 Spanish)
<b>Outreach and Awareness Strategies</b>		
<b>Social Media Buys</b>	Number of Posts	5 Facebook posts 2 Instagram posts 2 Twitter posts
	People Reached – Facebook	322+
	Engagements - Facebook	18
	People Reached - Twitter	168+
<b><i>Bystrom</i> Constant Contact Email Blast</b>	Number of Recipients	137

Strategy	Performance Measure	Results
	Open Rate	28%
<b>Empire Constant Contact Email Blast</b>	Number of Recipients	162
	Open Rate	35%
<b>Direct Emails and Phone Calls</b>	Number of Recipients (Individuals and Organizations)	60
<b>Hard-Copy Flyers and Posters</b>	Quantity Distributed	200
	Locations	Library, Schools
<b>Hard-Copy Survey Distribution</b>	Quantity Distributed	100
	Number Completed	7
	Locations	Empire Public Library Empire Residential Home Project Yes
<b>Stakeholder Outreach</b>	Number of Organizations or Individuals that Advertised the Survey	10

#### Community Workshops Evaluation Metrics

Strategy	Performance Measure	Results
<b>Bystrom Community Workshop</b>	Number of Participants	21
<b>Empire Community Workshop</b>	Number of Participants	19
<b>Outreach and Awareness Strategies</b>		
<b>Social Media Buys</b>	Number of Posts	10
	People Reached – Facebook	467+
	Engagements - Facebook	24
	People Reached - Twitter	382+
<b>Bystrom Constant Contact Email Blast</b>	Number of Recipients	137
<b>Empire Constant Contact Email Blast</b>	Number of Recipients	162
<b>Direct Emails and Phone Calls</b>	Number of Recipients (Individuals and Organizations)	60
<b>Hard-Copy Flyers and Posters</b>	Quantity Distributed	100
	Locations	Library, Schools
<b>Digital Flyer Distribution (Via School Digital Noticeboard Platform, Peachjar)</b>	Quantity Distributed	1,500
	Locations	Johansen High, Lakewood Elementary, Modesto High,

Strategy	Performance Measure	Results
		Bret Harte Elementary, Henshaw Middle, Shackelford Elementary, Tuolumne Elementary and Middle School, Wright Elementary
	Views	622
	Actions	42
<b>Stakeholder Outreach</b>	Number of Organizations or Individuals that Advertised the Workshops	8

### Community Charrettes Evaluation Metrics

Strategy	Performance Measure	Results
<b><i>Bystrom</i> Community Charrette</b>	Number of Participants	Approx. 50
<b><i>Empire</i> Community Charrette</b>	Number of Participants	Approx. 40
<b>Outreach and Awareness Strategies</b>		
<b>Social Media Buys</b>	Number of Posts	10
<b><i>Bystrom</i> Constant Contact Email Blast</b>	Number of Recipients	137
<b><i>Empire</i> Constant Contact Email Blast</b>	Number of Recipients	162
<b>Direct Emails</b>	Number of Recipients (Individuals and Organizations)	60
<b>Hard-Copy Flyers and Posters</b>	Quantity Distributed	200
	Locations	Empire Public Library Empire MAC Meeting Over 100 flyers handed out by community leaders in the neighborhoods that use the key corridors
<b>Presentations to Community Groups</b>	Pop-in meetings/ presentations given to:	Sustainable Stanislaus Community Coalition (SSCC)
<b>Media Coverage (Before Events)</b>	Articles, interviews, radio spots	StanCOG staff interviewed on Catholic Charities radio
<b>Media Coverage (During/After Events)</b>	Articles, interviews, radio spots	Modesto Bee Article and Video Story <a href="https://www.modbee.com/news/local/article264357236.html">https://www.modbee.com/news/local/article264357236.html</a>