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Consultation and Cooperation





Community Park, Oakdale, CA

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The 2018 RTP/SCS Public Participation Plan was developed at the outset of the planning effort to establish an approach for public engagement to gather information about the diverse regional transportation needs. The Stanislaus Council of Governments (StanCOG) implemented a robust public outreach and engagement plan to ensure that the public was provided with ample opportunities to participate in the 2018 RTP/SCS update.

Outreach activities included, but were not limited to:

- Public workshops
- Advisory committee presentations
- Community-based outreach events
- Online surveys
- Public scoping meeting (for the EIR)
- Public hearings

This section highlights the public outreach component of the Plan and the efforts taken to engage stakeholders and members of the public. The 2018 RTP/SCS Public Participation Plan is provided in **Appendix P**.

Public Outreach Goals

Key goals regarding engagement and public participation in the development of the 2018 RTP/SCS include the following:

Goal 1:

To engage the broadest cross section of Stanislaus County residents, businesses, and transportation providers in planning for our future transportation needs.

Goal 2:

To make the planning process accessible, interactive, and engaging.

To achieve these goals, StanCOG hosted public presentations and workshops throughout the Plan development process. To ensure inclusivity across all sectors and populations within the County, StanCOG utilized a variety of outreach strategies to inform the public about presentations and workshops, including:

- Posting announcements on social media
- Distributing informational handouts, posters, and flyers throughout the county

- Publishing announcements in news outlets
- Maintaining an updated project website

Project information was also translated into Spanish to ensure inclusion of the Spanish-speaking population.

Outreach Highlights:

- A total of 12 eNews announcements were sent to 450+ subscribers promoting upcoming workshops.
- Workshops were further promoted via Facebook events, board posts, and ad-supported placements, which yielded over 1,400 views.
- Print ads were placed in both *The Modesto Bee* and *Vida en el Valle* to promote workshops in Spanish and English.
- Two pull-up banners, 1,500 business card handouts, and 200 posters and flyers were created and distributed countywide.
- English and Spanish language handouts were created and placed on our project website with the following information:
 - » Overview of Scenarios
 - » RTP/SCS Scenario Development and Concepts
 - » Project FAQ
 - » Project Overview
- News releases were sent to all publications, radio, and online services in Stanislaus County.
- The project website was consistently updated with information, new documents, and presentations.
- The website averaged over 1,000 page visits per week.
- Translation of project materials into Spanish and translation services provided at public meetings.
- Electronic surveys were conducted at public meetings to enliven events and to promote meaningful interaction.

To reach as many people in the most effective manner, StanCOG provided convenient ways for the public to participate in the transportation planning process. Understanding that many individuals do not have the time or means to attend public meetings in person, staff used electronic outreach methods to permit their participation remotely, providing them with opportunities to view presentations, complete surveys, and submit comments at their convenience.

StanCOG also partnered with key stakeholders representing various community interests to solicit input. Outreach was also conducted to solicit input from the tribal governments and organizations.

Community Events

During the course of the Plan's development, over 1,000 people were provided information about the project throughout the county. This included individuals and/or groups representing interests of seniors, veterans, people with disabilities, and Hispanic residents and service providers. Community events and presentations included the following:

- Festivals
- Rotary Clubs
- Lincoln Clubs
- Farmers Markets
- Advisory Committees
- Professional Organizations
- Community/Faith-Based Organizations

Community Workshops

Community workshops were specifically geared toward addressing elements of the Plan development process. Members of the public were informed about the date and location of these events through the outreach sources mentioned above.

Community workshops were held in three series, or rounds, throughout the county in order to gather public input on key elements of the Plan. Round One, or "kick-off," was held during the summer of 2017 with the intent of informing residents about the Plan and describing StanCOG's approach to developing a coordinated land use and transportation section. Round Two, held during the fall of 2017, allowed for the collection of public input on the Plan's vision as well as on the development of the Plan's land use and transportation scenarios. Round Three was held in the spring of 2018 to present final results associated with Scenario 2 (Preferred Scenario/ Infill and Redevelopment).

Overall, 11 workshops were held between July 2017 and May 2018, including in the following locations on the following dates:

- Ceres (1 workshop): 11/14/17
- Modesto (4 workshops): 8/3/17; 11/ 6/17; 1/10/18; and 5/22/18
- Newman (1 workshop): 11/13/17
- Oakdale (1 workshop): 8/2/17
- Patterson (2 workshops): 6/31/17 and 5/21/18
- Riverbank (1 workshop): 11/20/17
- Turlock (1 workshop): 5/14/18

Community Presentations and Stakeholder Meetings

Community presentations and stakeholder meetings were held at each of the 10 member agencies to present the scenario alternatives on the following dates:

- Ceres: 9/11/17
- Hughson: 10/9/17
- Modesto: 9/12/17
- Newman: 10/24/17
- Oakdale: 9/18/17
- Patterson: 9/19/17
- Riverbank: 10/10/17
- Turlock: 10/10/17
- Waterford: 9/21/17
- Stanislaus County: 10/17/17

Public Hearings

Two public hearings were held during StanCOG Policy Board Meetings over the course of the RTP/SCS review period. The first meeting was held on June 20, 2018 and the second meeting was held on July 18, 2018. During these meetings, members of the public were able to present their comments regarding the Draft RTP/SCS document.

Project Website

The website provided the 2018 RTP/SCS, overview, and information on the background and purpose of the Plan; presentations on scenario development and performance; and notices about upcoming meetings and presentations. Additionally, the website provided users with an opportunity to request the scheduling of presentations in their communities.

Agendas and presentation materials were provided for reference through the StanCOG website via a link to www.ValleyVisionStanislaus.org.

