

The Public Engagement Strategy serves as a blueprint to increase stakeholder and public engagement and outreach to inform corridor, modal, and project initiation planning documents.

The guidance provided through the PES and D4 Toolbox are living resources meant to help transportation planners and engineers at any level of involvement understand and develop public engagement plans that align with the Caltrans Strategic Management Plan.

The strategy provides resources for planning, developing, and conducting engagement activities including:

- how to create a public engagement plan: who should be involved and why, engagement processes, tools and resources
- guidance for determining the level of engagement needed
- specific guidance for system, modal and advance planning functions

The toolbox provides templates and case studies including:

- Caltrans and external public engagement examples and resources
- Equity and inclusive engagement literature

The Office of Regional and Community Planning provides assistance and maintains the public engagement toolbox on our server.

<\\ct\dfs04\PLAN\TranComm\CommPlan\Public Engagement Toolbox>

Public engagement is not merely checking a box; it is a means to help deliver the best government services possible to our community.



Mobile/Pop-up Workshop on Central Ave @ I-80



Booth at Richmond Juneteenth Festival

ENGAGEMENT ACTIVITIES

- Community Based Organization and Stakeholder Meetings
- Mobile/Pop-up Workshops
- Virtual Workshops with live polling
- In Person Workshops/Open Houses
- Map-based or Online Surveys
- Visualization of project options

Modal Planning PE Highlights

Central Ave. I-80 Undercrossing Improvements: 1 community workshop, 3 pop-up outreach events (including Richmond Juneteenth Festival), 66 surveys collected, 150+ stakeholders engaged

Northern Alameda County Truck Access Management Plan: attended stakeholder and community group meetings to gather input on the plan

System Planning PE Highlights

US 101 North CMCP: Shared a booth with SMART at Marin County Fair and gathered 43 survey responses

US 101 South CMCP: Staffed a booth at Juneteenth Celebration in City of Menlo Park and gathered 23 survey responses

Advance Planning PE Process Decision Points

Step One — TPSIS: Planning identifies the need and recommends level of engagement (typical project types: pavement, overcrossings, complete streets, ADA elements)

Step Two — PIR: The Project Manager confirms the need and level of engagement (key questions: Who should be informed? What aspects of the project are open to change?)

Step Three — Public Engagement Team: Creates a public engagement plan & conducts public engagement (assemble a team and consult relevant resources for guidance)

OUTREACH METHODS

- Outreach to community-based organizations and partners
- Announcements from local cities and advocacy groups
- Email blasts to local stakeholders and advocates
- Social media posts via Twitter and Facebook

