



**COUNCIL OF SAN BENITO COUNTY GOVERNMENTS
TECHNICAL ADVISORY COMMITTEE**

**REGULAR
MEETING AGENDA**

DATE: Thursday, August 1, 2019
2:00 p.m.

LOCATION: Council of San Benito County Governments
Conference Room
330 Tres Pinos Road, Suite C7
Hollister, CA 95023

MEMBERS: Mary Gilbert, Council of Governments
Harry Mavrogenes, San Benito County Resource Management Agency
Bryan Swanson, Development Services, City of Hollister
Danny Hillstock, City of Hollister Engineering Department
Don Reynolds, City of San Juan Bautista
Jill Morales, Caltrans District 5
Chris Armstrong, California Highway Patrol
Heather Adamson, Association of Monterey Bay Area Governments

*Persons who wish to address the Technical Advisory Committee must address the Chairperson when public comment is called. Following recognition, persons desiring to speak are requested to state their name for the record. After hearing audience comments, the Public Comment portion of the agenda item will be closed. **The opportunity to address the Technical Advisory Committee on items of interest not appearing on the agenda will be provided during Section C. Public Comment.***

2:00 P.M. CALL TO ORDER:

- A. ACKNOWLEDGE** Certificate of Posting
- B.** Introductions
- C. Public Comment.** *(Opportunity to address the committee on items of interest not appearing on the agenda. No action may be taken unless provided by Govt. Code Sec. 56954.2. Speakers are limited to 3 minutes.)*
- D.** Member Announcements

REGULAR AGENDA:

1. **RECEIVE** Update on Measure G Cash Flow Model and Strategic Plan and **RECOMMEND** Preferred Funding Scenario for Inclusion in the Strategic Plan – Gilbert
2. **COMMENT** on the Draft 2019 Public Participation Plan – Lezama

ADJOURN TO MEETING OF SEPTEMBER 5, 2019 AT 2:00 P.M.

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Council of San Benito County Governments ■ *Measure A Authority*
Airport Land Use Commission ■ *Service Authority for Freeways and Expressways*

330 Tres Pinos Road, Suite C7 ■ *Hollister, CA 95023* ■ *Phone: 831-637-7665* ■ *Fax: 831-636-4160*
www.SanBenitoCOG.org



Staff Report

To: Technical Advisory Committee
From: Mary Gilbert, Executive Director Phone Number: (831) 637-7665 x.207
Date: August 1, 2019
Subject: **San Benito County Measure G**

Recommendation:

RECEIVE Update on Measure G Cash Flow Model and Strategic Plan and **RECOMMEND** Preferred Funding Scenario for Inclusion in the Strategic Plan.

Background:

Measure G is a 1% sales tax approved by voters in the November 2018 election. COG is responsible for implementation of the measure and ensuring delivery of the projects in the approved expenditure plan.

Financial Impact:

Measure G is anticipated to generate an average of \$16 million annually over the 30-year term.

Summary

Staff is continuing steps for implementation of Measure G. The tax has been collected since April 1, 2019 and first distributions of funds to COG will occur in July 2019.

Updates on Measure G project categories in the Transportation Safety and Investment Plan priority order are provided below:

- **Category 1: Route 25 4-Lane Expressway Project:** Staff is working closely with the State and Federal government to ensure maximum investments in the Route 25 Project. Our first step is to prepare a work plan to most efficiently conduct an environmental study and design, formulate timely benchmark goals, and prepare a timeline.
- **Category 2: Maintain local roads, repair potholes, and improve traffic:** Staff is coordinating with local jurisdictions to ensure they are aware of requirements for receiving funds through this category.
- **Category 3: Mobility and More -** Improve transit options for seniors, youth, and people with disabilities, pedestrian and bicycle safety and traffic flow, administration, and future planning & contingency. Staff is in the process of outlining next steps in this category that are aligned with the needs in our Regional Transportation Plan.

- **Category 4: Administration** – Staff is reviewing administration requirements, ensuring that financing and accounting procedures are in place prior to receipt of sales tax dollars.

Staff Analysis

Project Management

Staff issued a Request for Qualifications for support services in the fields of engineering and program/project management.

Local Jurisdiction Funding – Street and Road Rehabilitation

Staff anticipates that funds for local jurisdictions will begin to be available for distribution in Fall 2019. It is anticipated that a total of \$216 million will be available for local street and road rehabilitation projects over the 30-year measure. The City of Hollister and County of San Benito will each receive 47.5% of those funds while the City of San Juan Bautista will receive 5%.

There are several requirements in place that local jurisdictions must adhere to, including the use of each jurisdiction's Pavement Management Plan to select projects, as required by the Measure G ordinance. Staff will be developing a Local Jurisdiction Funding Agreement with the input of local staff to ensure that all requirements for funding are clearly addressed by both COG and the local jurisdictions.

Citizens' Oversight Committee

The COG Board appointed members to the Oversight Committee in June 2019. The Committee's first meeting is scheduled for August 5.

Strategic Plan

Staff is developing a Measure G Strategic Plan for Board approval later this year. The Strategic Plan will detail all anticipated funding sources, opportunities for bonding and project management, advocacy, and other strategies to ensure that Measure G is successfully implemented with sufficient oversight by COG. Part of the Strategic Plan will include updating financial forecasting and receiving support in developing a plan for distribution of funds from the Measure. KNN Public Finance, under contract to COG, will provide a detailed update on the Strategic Plan and financial forecasts at the August meeting.

- Strategic Plan Objectives:
 - Establish priority projects, estimated construction schedules and costs, targeted implementation timing
 - Develop and/or review revenue projection models and allocation targets
 - Integration of financial and project data with outside funding sources and other planning documents
 - In December, SBCOG staff will deliver to the Board a Strategic Plan document that provides further detail around Measure G implementation expectations:
 - Measure G revenue allocations – Tier I, Tier II, and Tier III projects/programs
 - Sales tax revenue projections
 - Project priorities, timelines, and costs

- Sources of matching and leveraged funds for projects
- Financing options and bonding capacity
- Policies surrounding measure implementation

Many transportation sales tax agencies provide updates to their strategic plan on a bi-annual basis based on changes to project costs, delivery schedules, and outside funding sources

The cash flow model shows different scenarios for distribution of funds to the different project tiers. The COG Board will be asked to make a policy decision on how to fund the tiers based on three scenarios developed by staff with KNN Public Finance.

Scenario 1 is a base-case scenario where each Tier receives the target percentage of revenues. This scenario limits COG's ability to leverage funds for the larger Highway 25 project in order to accelerate deliver.

In Scenario 2, funds are 'front loaded' to the local jurisdictions for Tier II in the early years of the Measure G program. When funds are needed for Highway 25 construction, the local jurisdictions receive no allocation for Tier II projects. Overall, local jurisdictions may receive more funds from Measure G over the course of the 30 year measure in this scenario. This approach also allows local jurisdictions to complete more projects in the early years of the measure, or to hold funds for future years if needed. Measure G does not have a provision that allows for funds to expire.

Scenario 3 is similar to Scenario 2 but assumes up to \$40 million of additional funding for Highway 25, which provides more funding to Tier II and Tier III projects.

Staff is seeking input from the Committee on a preferred scenario for the COG Board to consider.

Executive Director Review: _____

Counsel Review: _____ N/A _____

**Staff Report**

To: Technical Advisory Committee
From: Veronica Lezama, Transportation Planner Telephone: (831) 637-7665
Date: August 1, 2019
Subject: 2019 Draft Public Participation Plan

Recommendation:

Comment on the Draft 2019 Public Participation Plan.

Summary:

The Association of Monterey Bay Area Governments (AMBAG) is the lead agency in the preparation of the *Draft 2019 Public Participation Plan*. The Plan was prepared in coordination and consultation with our partner agencies: Santa Cruz County Regional Transportation Commission (SCCRTC), Transportation Agency for Monterey County (TAMC), San Benito County Local Transportation Authority (LTA), Santa Cruz Metropolitan Transit District (SCMTD) and Monterey-Salinas Transit (MST).

Financial Considerations:

The update of the Public Participation Plan is financed by the Federal Highway Administration and Federal Transit Administration planning funds, which AMBAG receives directly. San Benito COG provides no direct financial contribution for the development of the Plan.

Background:

The federally required *2019 Public Participation Plan* is a comprehensive document that guides regional planning agencies and local jurisdictions in the public participation process for the tri-county Monterey Bay region that either receive federal funds or are subject to a federally required action.

AMBAG, as the federally designated Metropolitan Planning Organization (MPO) for the Monterey Bay region, prepares and adopts the *Public Participation Plan* at least once every four years. The current *Public Participation Plan* was adopted by AMBAG and accepted by San Benito COG in 2015. The *2019 Public Participation Plan* will cover the four-year period from 2019-2023 and must comply with the current Federal Surface Transportation Act, Fixing America's Surface Transportation Act (FAST Act), which was enacted in 2015.

Staff Analysis:

The *2019 Public Participation Plan* emphasizes the transportation decision making process, including the expanded use of visualization techniques and innovative online marketing strategies in public outreach within the tri-county region.

Key sections of the *2019 Public Participation Plan* are listed below:

- Public Participation Plan Guiding Principles
- 2019 Public Participation Plan Timeline
- Incorporating Limited-English Proficiency (LEP) Populations into the PPP
- PPP Procedures and Development Process
- Interested Parties and Public Engagement
- Online and Visualization Outreach Strategies

In particular, the Public Participation Plan will play a key role in the public outreach strategy for the upcoming update to the 2022-2045 San Benito Regional Transportation Plan.

Below are key dates for developing the *2019 Public Participation Plan*. The items in bold are applicable to San Benito COG.

- June 12, 2019: AMBAG Board of Directors is scheduled to release the *Draft 2019 Public Participation Plan* for public comment.
- **June 20, 2019: San Benito COG Board of Directors releases the *Draft 2019 Public Participation Plan* for public comment.**
- August 14, 2019: AMBAG Public Hearing on *Draft 2019 Public Participation Plan* scheduled to be held at the AMBAG Board of Directors August Meeting.
- **August 15, 2019: COG Public Hearing on *Draft 2019 Public Participation Plan* scheduled to be held at the COG Board of Directors August Meeting.**
- August 28, 2019: Close of the public comment period.
- October 9, 2019: AMBAG Board of Directors scheduled to adopt the *Final 2019 Public Participation Plan*.
- **October 17, 2019: San Benito COG accepts the *Final 2019 Public Participation Plan*.**

Executive Director Review: _____

Counsel Review: No

Supporting Attachments:

1. Draft 2019 Public Participation Plan (Appendices are available online at: www.ambag.org)

Draft 2019 Public Participation Plan

Association of Monterey Bay Area Governments
Council of San Benito Governments
Santa Cruz County Regional Transportation Commission
Transportation Agency of Monterey County

June 2019



Contents

I. Introduction	1
II. Regional Roles and Responsibilities	4
III. Public Participation Requirements.....	14
IV. PPP Procedures and Development Process	28
V. Interested Parties and Public Engagement	33
VI. Accountability	40

Appendices

Appendix A: List of Acronyms	A-1
Appendix B: Public Participation Practices by Agency	B-1
Appendix C: Partner Transportation Agency Contacts	C-1
Appendix D: List of Stakeholders.....	D-1
Appendix E: Federal and State Regulations Concerning Interested Parties, Public Involvement and Consultation	E-1
Appendix F: Best Practices Guide of Public Participation Strategies.....	F-1
Appendix G: 2045 MTP/SCS Public Involvement Plan	G-1
Appendix H: Draft 2019 PPP Public Comments and Responses	H-1
Appendix I: Public Notice for Draft 2019 PPP.....	I-1

Figures

Figures 1-1	2
Figure 2-1	5
Figure 2-2.....	9
Figure 3-1	20
Figure 4-1	32

I. Introduction

Background Summary

The *2019 Public Participation Plan* has been prepared by AMBAG in collaboration with the Council of San Benito County Governments (SBtCOG), the Santa Cruz County Regional Transportation Commission (SCCRTC), the Transportation Agency for Monterey County (TAMC), and the California Department of Transportation (Caltrans) District 5, with additional input and review by Monterey-Salinas Transit (MST), Santa Cruz Metropolitan Transit District (Santa Cruz METRO or SCMTD), San Benito County Express/Local Transportation Authority (LTA) and the cities and counties in the tri-county Association of Monterey Bay Area Governments (AMBAG) metropolitan planning region. The above agencies are defined as Partners in this plan. SBtCOG, SCCRTC and TAMC are referred to as RTPAs in this plan.

The purpose of this plan is to establish the process by which the public can participate in transportation planning, programming and project implementation including the development of the Metropolitan Transportation Plan/Sustainable Communities Strategy for the AMBAG region and the Regional Transportation Plans for Monterey, San Benito, and Santa Cruz counties. The *2019 Public Participation Plan* incorporates strategies to ensure that, to the greatest extent possible, interagency consultation and public participation are an integral part of the regional transportation planning and decision making process.

The public participation policies and procedures described in this plan are structured to comply with all applicable federal and state legislation, rules, and express the genuine regional value and interest for all residents of the Monterey Bay region to participate in the shaping and implementation of regional policies and decisions regarding the region's multimodal transportation system.

The *2019 Public Participation Plan* was developed to conform to the 2015's *Fixing America's Surface Transportation Act* (FAST Act) legislation and pursuant to changes in the California Government Code 65080 that occurred with the passage of Senate Bill (SB) 375 in 2008.

The "Monterey Bay region" covers the 18 cities and three counties within AMBAG's tri-county area of Santa Cruz, Monterey and San Benito Counties (Figure 1-1).

The Association of Monterey Bay Area Governments (AMBAG) is a federal designated Metropolitan Planning Organization (MPO), and also serves as the regional forum for the study and discussion of regionally significant issues, which include but are not limited to: housing, transportation, energy efficiency, water conservation, and environmental quality. Elected officials within the Monterey Bay region's 18 cities and three counties form the AMBAG's Board of Directors.

In pursuing its mission, "AMBAG provides strategic leadership and services to analyze, plan and implement regional policies for the benefit of the Counties and Cities of the Monterey Bay region balancing local control with regional collaboration." AMBAG strives to inform and involve its local jurisdictions and the general public throughout its various programs, projects, and work activities conducted by the agency.

The **seven guiding principles for public participation** are as follows:

1. Valuing public participation and promoting *broad based involvement* by members of the community
2. Providing varied *opportunities for public review and input*
3. *Treating all members of the public fairly*, and respecting and considering all public input as an important component of the planning and implementation process
4. Promoting a *culture of dialogue and partnership* among residents, property owners, the business community, organizations, other interested members of the public, and public officials
5. *Involving underserved communities and community groups*, as well as other organizations
6. *Encouraging active public participation* throughout the entire process
7. Providing communications and agency reports that are *clear, timely and broadly distributed*

AMBAG and the RTPAs perform a broad range of public participation and stakeholder engagement activities, such as:

- Conducting public meetings
- Establishing standing and ad hoc committees
- Partnering on studies and projects
- Providing educational and informational programs in accordance with statutory and regulatory directives

All of the activities listed above are open to public involvement and review. AMBAG and the RTPAs (TAMC, SBtCOG and SCCRTC) have taken this opportunity to update the 2019 Public Participation Plan to further improve transportation decision making in the region and to reach out to underserved communities within the Monterey Bay region more effectively.

II. Regional Roles and Responsibilities

AMBAG, as the designated MPO, must follow federal and state legislation when developing and programming transportation projects. SBCOG, SCCRTC and TAMC, the RTPAs within the AMBAG region, are required to follow federal legislation and state legislation as well if they are utilizing federal funding. Federal and state legislation requirements related to the Public Participation Plan can be found in Appendix E.

State Department of Transportation

The California Department of Transportation (Caltrans) - District 5

Caltrans oversees the state transportation planning, and the MPO's transportation planning and programming processes. Caltrans' primary responsibility is to ensure the function of the state highway system and develop transportation projects of statewide importance, including intercity rail projects.

The State Transportation Improvement Program (STIP) includes transportation projects from throughout California, including those from all Monterey Bay Area jurisdictions for approval to the California Transportation Commission (CTC), a policy making body appointed by the Governor and State legislature. In the Monterey Bay region, Caltrans District 5 is the liaison between our partner agencies and Caltrans Headquarters.

Metropolitan Planning Organization

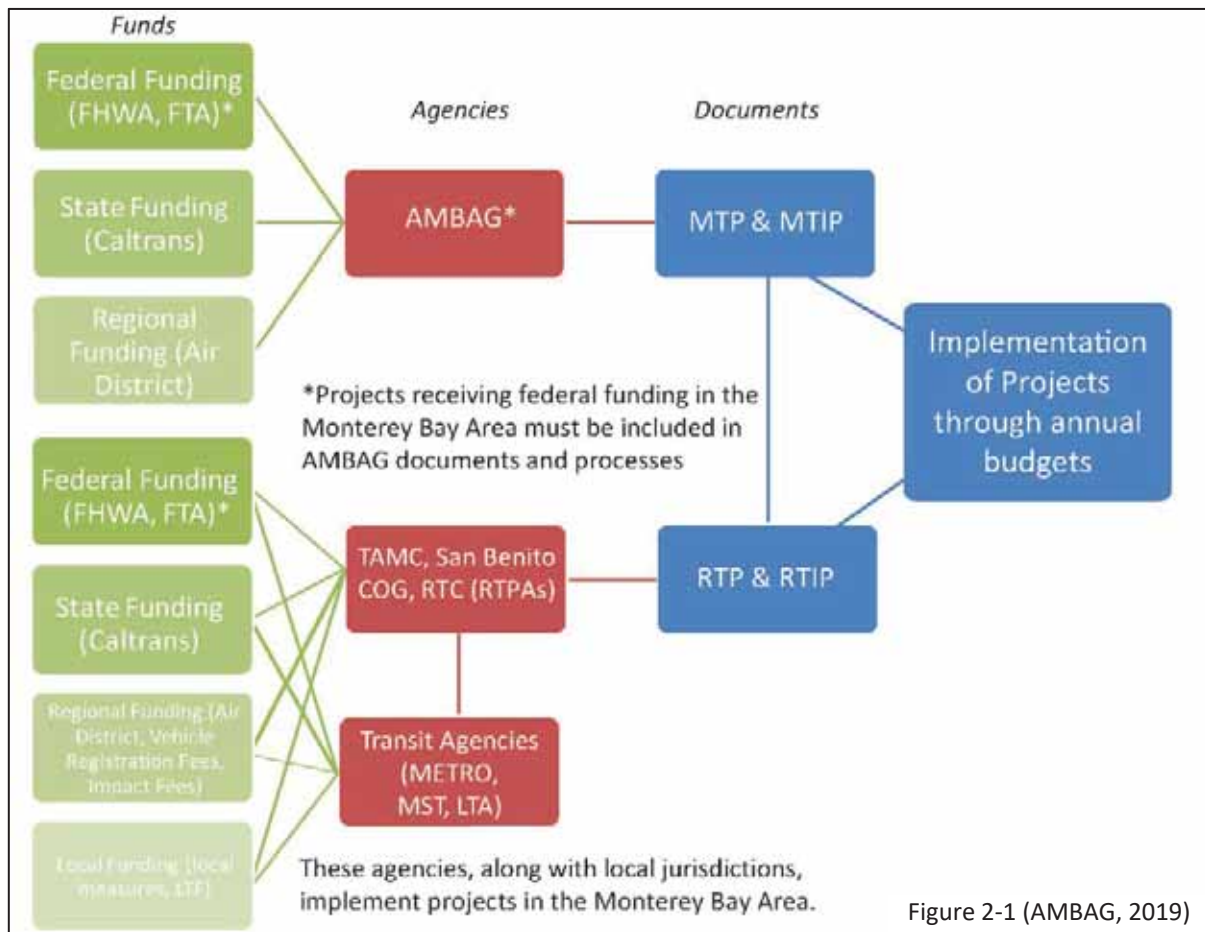
Association of Monterey Bay Area Governments (AMBAG)

Formed under a joint powers agreement in 1968, AMBAG is a voluntary association of cities and counties for 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 since 1968 has been designated by the Governor as the MPO for the Monterey Bay region.

Membership of the Association of Monterey Bay Area Governments includes 21 jurisdictions within Monterey, San Benito and Santa Cruz Counties. An elected official from each jurisdiction is appointed by that jurisdiction's City Council or Board of Supervisors, with each of the 18 cities represented by one member and each of the three counties by two members, forming the 24 member AMBAG Board of Directors. A representative from TAMC, SBtCOG, SCCRTC, Caltrans, Monterey Salinas Transit, Santa Cruz Metropolitan Transit District, Monterey Bay Air Resources District and the Monterey Bay Community Power each serve as an ex-officio member.

AMBAG, as the MPO for the Monterey Bay region, 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 (OWP). These statutory requirements are satisfied throughout the development process of updating the Metropolitan Transportation Plan and Sustainable Communities Strategy (MTP/SCS), the Metropolitan Transportation Improvement Program (MTIP) and the OWP.

Below is an organizational chart of how federal, state and local funding sources generally funnel into each agency's projects and programs (Figure 2-1).



The Metropolitan Transportation Plan and Sustainable Communities Strategy (MTP/SCS)

Adopted in June 2018, the 2040 Metropolitan Transportation Plan/Sustainable Communities Strategy (also known as *Moving Forward 2040 Monterey Bay* or *MTP/SCS*) is the long range transportation plan for the Monterey Bay region that looks ahead at the possible transportation needs the region will have in coordination with the proposed growth of the region for the next 20 years. Proposed transportation projects must be included in this plan to be eligible for federal funding. The Sustainable Communities Strategy (SCS) contained in this Plan requires the proposed transportation solutions to meet or further reduce the adopted greenhouse gas (GHG) emissions target goals specifically allocated for the Monterey Bay region set forth by the state. AMBAG is beginning the process to update the 2045 MTP/SCS and anticipates the plan to be completed by mid-2022.

The Metropolitan Transportation Improvement Program (MTIP)

The MTIP is the Monterey Bay region's short range transportation project programming document that contains transportation projects proposed for funding. The MTIP is required to be updated at least every four years; AMBAG typically updates this document every two years.

Federal regulations require that the MTIP be prepared in consultation and coordination with our partner agencies in the region, and be subject to an adequate public outreach and review process.

The MTIP programs transportation improvement projects are proposed to implement the adopted MTP/SCS. The RTIPs and SRTPs are prepared and approved by our partner agencies with extensive interagency consultation, as well as formal public review and hearings on the documents and their adoptions. The projects in the MTIP are, however, not simply a compilation of transportation projects already approved in other programs, but are part of a new program, subject to its own interagency consultation and public comments and review processes.

In addition, the MTIP is developed in consultation and coordination with the following agencies: Caltrans, San Benito County Express, MST (including their paratransit program RIDES), Santa Cruz METRO, SBtCOG, SCCRTC and TAMC.

Federal regulations require the MTIP to be prepared by AMBAG staff in cooperation and consultation with the above agencies as well as federal (FHWA/FTA) oversight agencies. As per federal regulations, AMBAG conducts a proactive interagency consultation and public involvement process to ensure that complete information, timely public notice, full public access at key decisions, and early and continuing involvement of the public be provided during development of this MTIP.

Once developed, the MTIP does not become a static document. It can be amended through a “Formal Amendment” or an “Administrative Modification” within the two to four year cycle.

Formal amendments are changes to projects that are considered significant in nature such as adding or deleting regionally significant or federally funded projects or major changes to the cost or scope of projects and therefore must go through a 14-day public review and a comment period. Formal amendments require AMBAG Board approval, as well as state and federal approval. AMBAG processes formal amendments to the MTIP on a quarterly schedule, and more often if warranted by special circumstances.

Administrative modifications to the MTIP are processed for minor program revisions. The criteria for administrative modifications and amendments are defined in the FAST Act. The administrative modifications are minor changes to projects and are not required to go through public review. AMBAG’s Executive Director is authorized to approve administrative modifications to the MTIP.

The use of technical corrections and advancement or delay of funds using Expedited Project Selection Procedures (EPSP) can also be utilized to update the MTIP. No public review is necessary for AMBAG to use agreed-upon EPSP. EPSP is used to advance projects from the later years of the MTIP and delay the implementation of other projects from earlier years. These changes occur without modification or amendment, based on agreements between AMBAG, Caltrans, local transit operators, and RTPAs.

Air Quality Conformity Analysis

Currently, the Monterey Bay region is in attainment for federal air quality standards. However, if the region becomes non-attainment for federal air quality standards, additional public involvement and interagency consultation is required.

Interagency Consultation

The conformity rule* requires that Federal, State and local transportation and air quality agencies establish formal procedures to ensure interagency coordination on critical issues. Typical participants in interagency consultation include the FHWA, FTA, EPA, State DOTs, MPOs, and other local transportation agencies, and State and regional air quality agencies. In addition, public transportation operators are often active participants in interagency consultation.

Interagency consultation is a forum for discussing key assumptions to be used in conformity analyses, strategies to reduce mobile source emissions, specific impacts of major projects, issues associated with travel demand and emissions modeling, and the development of motor vehicle emissions budgets. The specific process that will be followed in each area must be adopted as part of the SIP and must be used to develop MTPs, TIPS and the SIP. These adopted interagency consultation procedures are included in the “conformity SIP.”

Public Involvement

The air quality conformity analysis must be provided for public review and comment, similar to the MTP/SCS and MTIP public outreach process. MPOs must then respond to public comment and provide adequate notice of relevant meetings.

Overall Work Program (OWP)

OWP, produced by AMBAG and each of the RTPAs, include federal and state funded planning activities as well as transportation and air quality planning activities proposed for each fiscal year. The OWP incorporates the MPO’s and RTPA’s transportation planning and air quality related work to be accomplished by each. AMBAG coordinates the OWP development process with the region’s RTPAs, transit operators, Caltrans, and is also available for the general public to review and provide comments.

The OWP establishes transportation, air quality, and other regional planning objectives, the methods and timing for achieving those objectives, and identifies planning responsibilities and funding to complete the work. The OWP also serves as a management tool for AMBAG and the RTPA’s in that it identifies all projects and services to be provided during the year beyond those mandated by the metropolitan planning process. The OWP, therefore, presents an annual guide for the agency’s use of resources for the fiscal year.

The OWP is a constantly evolving document; changes occur during the year to reflect priority, funding and staffing changes. As a working document, the OWP must be amended prior to making changes in work scope, budget and completion dates for key tasks.

* FHWA’s Key Elements of a MTP/TIP Conformity Determination Guide (March 2012):
http://www.fhwa.dot.gov/environment/air_quality/conformity/guide/guide08.cfm

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)**
- **Regional Transportation Planning Agencies (RTPAs):**
 - ◆ **Transportation Agency for Monterey County (TAMC)**
 - ◆ **Council of San Benito County Governments (SBtCOG)**
 - ◆ **Santa Cruz County Regional Transportation Commission (SCCRTC)**
- **Public Transit Operators:**
 - ◆ **Monterey-Salinas Transit (MST)**
 - ◆ **San Benito County Express**
 - ◆ **Santa Cruz Metropolitan Transit District (Santa Cruz METRO)**

Collectively, these eight agencies are referred to as our “partner agencies.”

AMBAG, in consultation and coordination with our partner agencies develop the Monterey Bay region’s MTP/SCS to ensure that both state and federal requirements for regional transportation planning are met for the Monterey Bay region. The RTPAs are each required to prepare a Regional Transportation Plan (RTP) for their respective counties.

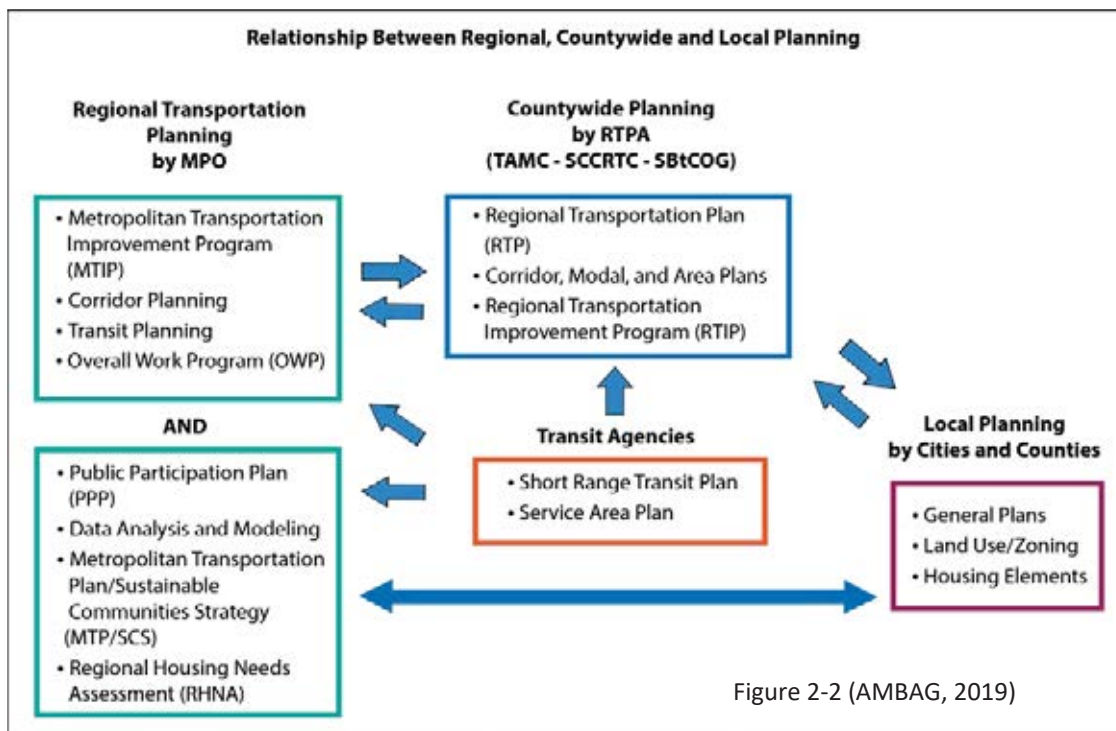
AMBAG and RTPAs work together to make sure that all planning products and programming documents are consistent and meets state and federal requirements. The transportation improvement project included in the countywide RTPs are selected to receive State Transportation Improvement Program (STIP) funds and they are incorporated into each RTPA’s respective Regional Transportation Improvement Programs (RTIP), then forwarded to the California Transportation Commission (CTC) for inclusion in the State Transportation Improvement Program (STIP).

The STIP covers a five year period and is updated biannually. Federally funded and/or regionally significant projects selected to receive a variety of state and federal transportation funds by Caltrans, RTPAs, the transit districts, and other entities are included in the federally required Monterey Bay region’s MTIP, adopted by AMBAG.

The public transit operators prepare Short Range Transit Plans (SRTP) 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 Monterey Bay region.

AMBAG’s public involvement activities and public hearing notices for the MTIP will satisfy the program of projects requirement of the FTA’s Urbanized Area Formula Program.*

Below is a flow chart of how planning documents relate across regional, county and local jurisdictions within the Monterey Bay region (Figure 2-2).



Regional Transportation Planning Agencies (RTPAs)

Regional Transportation Planning Agencies (RTPAs) are designated by the Governor of California, are funded directly through local and state funding, and are responsible for selecting projects to receive state and federal funds. The three RTPAs within the AMBAG region include:

Transportation Agency for Monterey County (TAMC)

The Transportation Agency for Monterey County (TAMC) is the state-designated Regional Transportation Planning Agency 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 24 member agency with 17 voting members on the Board of Directors, which is composed of elected officials from each of Monterey County’s 12 incorporated cities and five county supervisorial districts. TAMC also includes seven ex-officio members, one each from the Association of Monterey Bay Area Governments (AMBAG), California State University, Monterey Bay (CSUMB), Caltrans District 5, the Monterey Bay Air Resources District (MBRD), the Monterey Peninsula Airport District (MPAD), Monterey-Salinas Transit (MST) and the City of Watsonville.

* Please refer to FTA’s 49 USC 5307(C) (1)–(C) (7).

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 and programming of federal funds, including Regional Surface Transportation Program (RSTP) funding. TAMC operates a Freeway Service Patrol (FSP) program on congested Highway 1 and U.S. 101 segments in Monterey County to clear vehicle collisions and respond to other freeway emergencies that are a source of traffic congestion, as well as operating and maintaining Monterey County's call box network on state highways.

With the passage of the voter-approved "Transportation Safety & Investment Plan" through Measure X in November 2016, TAMC and local jurisdictions are investing the estimated \$20 million annually into the community, with 60 percent of the revenues dedicated to local road maintenance, pothole repairs and safety projects, and 40 percent dedicated to regional safety and mobility projects.

Another major emphasis of the Transportation Agency is to bring more passenger rail service to Monterey County, so that residents can travel to jobs, health services and entertainment. The rail program includes local commuter service options as well as greater regional access. Trains will also be a popular choice for visitors to Monterey County, helping to ease traffic during the busiest summer months. The result of this effort will remove vehicle trips from Highways 1, 101 and 156.

Council of San Benito County Governments (SBtCOG)

The Council of San Benito County Governments is the state-designated RTPA and the Council of Governments (COG) for San Benito County. SBtCOG is an eight-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 also has one ex-officio representative from Caltrans District 5. SBtCOG is responsible for county-level transportation plans and programs.

SBtCOG adopts a Regional Transportation Plan (RTP) every four years. The RTP is a twenty year planning document that establishes transportation goals and policies for the region, and identifies projects to be implemented with available funding.

In June 2018, SBtCOG adopted their 2040 RTP which includes chapters that address state and federal transportation policies. In addition, topics discussed in SBtCOG's 2040 RTP include Complete Streets, Healthy Communities, Active Transportation, etc.

SBtCOG is responsible for programming State Transportation Improvement Program (STIP) funding in its biennial Regional Transportation Improvement Program, and administration of Transportation Development Act funding. Additionally, SBtCOG allocates transportation funds, including State Surface Transportation Block Grant Program (STBG) funds, to local jurisdictions.

SBtCOG solicits public input on the development of all programs and plans, including the Regional Transportation Plan, Regional Transportation Improvement Program, and Transportation Development Act funding allocations.

SBtCOG is also responsible for administering several multimodal programs. One such program includes the Rideshare Program and the Vanpool Program, which encourages residents to use alternative modes of transportation. The Board of Directors also serves as the following entities:

- Service Authority for Freeways and Expressways (SAFE) administers the emergency call box program
- Local Transportation Authority (LTA) administers public transit services
- Airport Land Use Commission (ALUC) ensures orderly growth around the airport and protects the general welfare of local inhabitants, pilots, and members of the public
- Measure A Authority governs a 1/2 cent sales tax that was established in 1989 to raise money for specific transportation projects in San Benito County. The Measure A Authority no longer operates as the tax expired.

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, SCCRTC is responsible for transportation planning, policy, coordination and programming. The SCCRTC Board of Directors consists of all five members of the County Board of Supervisors, one representative from each of the four cities in the county, and three representatives 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 Thursday of the month, with workshops scheduled for the third Thursday of the month, as needed. SCCRTC is also the Service Authority for Freeway Emergencies (SAFE) which administers the call box program, the Local Transportation Authority which governs a 1/2 cent sales tax established in 2016 for specific transportation projects in Santa Cruz County, and the Rail/Trail Authority.

Members of the public and representatives from local transportation organizations sit on SCCRTC's Bicycle Advisory Committee and Elderly and Disabled Transportation Advisory Committee (E&D TAC) which also serves as the state-mandated Social Service Transportation Advisory Council. The public is also encouraged to attend meetings and address the Board or advisory body. With input from the community, SCCRTC develops and implements a Regional Transportation Plan (RTP), a Regional Transportation Improvement Program (RTIP), and Unmet Transit Needs.

SCCRTC also implements several regional transportation projects and programs. These include ongoing programs such as the Cruz511 Traveler Information Service, the SAFE Callbox Program, and the Freeway Service Patrol (FSP) Program. The Call Box and FSP programs provide assistance to motorists. SCCRTC implements and/or evaluates various regional highway, passenger-rail, and bicycle and pedestrian projects.

In preparing transportation planning and programming documents and implementing specific projects and programs, SCCRTC uses a variety of public participation tools, including public meetings and workshops, public hearings, committee meetings, public notices, press releases,

the SCCRTC website, social media, email notifications, newsletters, surveys, door-to-door canvassing and televised meetings.

Public Transit Operators

Monterey-Salinas Transit (MST)

Monterey-Salinas Transit (MST) provides public transit service to a 280 square-mile area of Monterey County with 62 routes, 122 fixed route fleet buses, 34 minibuses for paratransit service, and six trolleys; all of which are Americans with Disabilities Act (ADA) compliant and serve a service area of approximately 437,907 people. In 2010, MST became the countywide transit district overseen by an 13-member voting Board of Directors, composed of one representative each from the County of Monterey and all twelve county cities: Carmel-by-the-Sea, Del Rey Oaks, Gonzales, Greenfield, King City, Marina, Monterey, Pacific Grove, Salinas, Sand City, Seaside and Soledad.

MST's fixed 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. MST provides rural transit service to Carmel Valley and Big Sur, and seasonally along the Monterey waterfronts – the MST Trolleys. In addition, inter-city routes connect MST with Santa Cruz METRO at their Transit Center in Watsonville. Also, MST operates service between Downtown Monterey and the San Jose Diridon Train Station and service between King City and Paso Robles via Fort Hunter Liggett providing timed transfer connections to San Luis Obispo County transit to the south and San Francisco Bay Area transit and rail services to the north.

MST is also responsible, under the Americans with Disabilities Act (ADA), for the provision of complementary paratransit service in Monterey County. To that end, MST operates and administers the RIDES paratransit program that provides service within $\frac{3}{4}$ mile of MST fixed transit routes. The RIDES program also serves Special Transit service areas in unincorporated rural North and South Monterey County by extending paratransit service to one mile of fixed routes in rural North Monterey County, and two miles of fixed route in South Monterey County. The RIDES program Special Transit service also extends paratransit service to two miles along Highway 68 east between Canyon Del Rey Boulevard and River Road in Salinas.

San Benito County Local Transportation Authority (LTA)

The San Benito County Local Transportation Authority (LTA) is the designated Consolidated Transportation Services Agency for San Benito County. The LTA is a Joint Powers Authority between the City of Hollister, City of San Juan Bautista, and the County of San Benito. The Board of Directors consists of two elected officials each from the City of Hollister City Council and the County of San Benito Board of Supervisors; and one elected official from the City of San Juan Bautista City Council.

The LTA is responsible for the administration and operation of County Express, the primary public transportation service for the County which operates seven days a week. County Express services include Fixed Route service, complementary paratransit service, Dial-A-Ride, and inter-

county transit services to the City of Gilroy in Santa Clara County. The LTA also provides three specialized transportation services: out-of-county non-emergency medical transportation, senior lunch program transportation, and a medical-shopping assistance program. The LTA seeks public input on the development of operations and plans, which include a Short Range Transit Plan and a Long Range Transit Plan. The LTA also solicits input on potential route changes, fare increases, and other service and policy changes.

Santa Cruz Metropolitan Transit District (SCMTD or Santa Cruz METRO)

The Santa Cruz Metropolitan Transit District (SCMTD or Santa Cruz METRO) provides public transit service in Santa Cruz County and connects with Monterey-Salinas Transit (MST), the Monterey County public transit provider, at the Watsonville Transit Center. Santa Cruz METRO provides service using 94 buses on 26 routes throughout the County. In addition to service throughout Santa Cruz County, Santa Cruz METRO operates, in coordination with the Santa Clara Valley Transportation Authority (VTA), Amtrak, Caltrans and the Capitol Corridor Joint Powers Authority, an express bus service to and from Santa Clara County over State Route 17 (Highway 17) seven days a week.

Santa Cruz METRO has an 11 member Board of Directors composed of one representative from each of 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, Santa Cruz METRO also has one ex-officio member representing the University of California, Santa Cruz (UCSC). Board meetings are held on the second and fourth Friday of each month. Comments from the general public on any issue can be made during the public comment period at the Board meetings.

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

Local Planning Coordination and Sustainability

In 2008, Senate Bill 375 (SB 375, Steinberg) was passed, which requires AMBAG to include a Sustainable Communities Strategy (SCS) in the Metropolitan Transportation Plan. The SCS aims to incorporate regional growth and housing demand with long range planning scenarios in the joint effort to decrease greenhouse gas emissions at the state and regional level, as set forth by the California Air Resource Board (CARB). AMBAG is required to include SB 375 specific public participation requirements and process into the official Public Participation Plan (PPP) to include greater participation and coordination with local and regional agencies during the MTP/SCS development process.

SB 375 also requires AMBAG to conduct a minimum of two informal meetings in each of our three counties within the Monterey Bay region for members of the board of supervisors and council of governments on the SCS. The purpose of these meetings is to present a draft of the SCS to members of the Board of Supervisors and city council members in each county and to consider their input and recommendations.

III. Public Participation Requirements

AMBAG and PARTNERS identified and updated various information, techniques and strategies for effective public outreach which were compiled in AMBAG's 2015 Monterey Bay Public Participation Plan to shape and inform the bulk of this *2019 Public Participation Plan (PPP)*. This PPP provides interested parties with reasonable opportunities to be involved in the MPO transportation planning* and countywide transportation planning process.

To accomplish the consultation requirements of the FAST Act, AMBAG and RTPAs conducted the following actions to ensure all public participation requirements would be met.

1. Research

AMBAG and RTPAs regularly gather information about how to improve public participation for our major plans and projects throughout the planning process. For instance, in 2013, EMC Planning was hired to survey the public in Monterey, San Benito, and Santa Cruz Counties about priorities for funding and projects being considered for the county-level Regional Transportation Plans (RTPs) and AMBAG's 2035 MTP/SCS. The group surveyed 1,200 voters (450 in Monterey County, 450 in Santa Cruz County, and 300 in San Benito County) in spring 2013.

The survey focused on: level of concern about community issues, use of the local transportation system, transportation infrastructure needs, proposed projects for transportation investment, and themes or messages that may assist public information efforts. Obtaining current trends and opinions from a statistically accurate sample of voters in the Monterey Bay region was very useful and was an inclusive public outreach approach.

In addition, AMBAG staff conducted extensive research in preparation for the *2019 Public Participation Plan* by reviewing other California MPOs' recently updated Public Participation Plans, researching new Federal and State legislation that may have affected the implementation process of the Public Participation Plan update, and sought new strategies in technological innovation that we can include to improve public outreach for the Monterey Bay region.

2. Surveys

Online surveys have been used by the SCCRTC in development of its RTP and for projects such as the 2019 Unified Corridor Investment Study, 2019 Highway 9 San Lorenzo Valley Complete Streets Corridor Plan and 2015 Santa Cruz Branch Rail Line Passenger Rail Study. Multiple telephone surveys of likely voters have also been used by the Santa Cruz and Monterey County RTPAs in their evaluation of local funding options for implementing the RTPs.

Overall, online and telephone surveys are great tools to elicit public input as these surveys provide us with a decent sample size of residents from each of our three counties, which allows us to gauge how to best reach the public and address pertinent issues in regards to our major

* Please refer to FHWA's 23 CFR 450.316(a).

plans and projects. For this reason, these survey methods will continue to be used for future plans and projects.

3. Direct Outreach

Providing public access to and participation in the planning processes of the Monterey Bay region is a responsibility shared between AMBAG, SBtCOG, SCCRTC, TAMC, MST, San Benito County Express, Santa Cruz METRO and Caltrans.

Each partner agency solicits public input to its planning, policy, and programming processes. Various methods are used to engage stakeholders and the general public, and provide affected agencies and interested parties with timely information and opportunities to participate in the transportation planning process.

Each federally funded transportation plan, study, program or project prepared or developed by AMBAG or RTPAS must have its own specified public participation process that defines the avenues for reasonable involvement in the transportation planning process.

The following slate of procedures and strategies represents a compilation of the public participation efforts and opportunities that may be offered to residents in the Monterey Bay region. These procedures and strategies also provide guidance for realizing the desired outcome of a robust and informed level of broad based public involvement in the development and implementation of plans, programs and projects in the region.

Additional information for how to engage in public participation opportunities for each county are summarized in Appendix B.

Required Procedures and Methods for Public Participation*

The following public participation activities must be included in every transportation plan, transportation improvement program and Environmental Impact Reports/Study:

- 1. Define Purpose and Identify Stakeholders**
- 2. Consultation and Coordination with Other Agencies**
- 3. Consultation with Interested Parties (Policy Bodies and Advisory Committees)**
- 4. Public Notice, Public Hearings, Comment Periods (utilizes the Brown Act)**
- 5. Use of Media and Informational Materials and Visualization Techniques**
- 6. Encourage Bilingual Participation**
- 7. Respond to Public Comments/Input**
- 8. Web Posting/Distribution of Draft and Final Documents**

*Please refer to Title 23: 450.316 from *Federal Register Vol. 72 No. 30* in Appendix D for more information.

These activities are further explained in the following text, followed by a special section pertaining to new requirements for the MTP/SCS development pursuant to SB 375.

1. Define Purpose and Identify Stakeholders

Prior to initiating public outreach on transportation plans, programs and projects, AMBAG and RTPAs define the purpose, objectives and stakeholders for public involvement. Individuals and groups that have an interest in transportation decisions may include, but are not limited to:

- Landowners
- Neighborhood and community groups
- Environmental advocates
- Affordable housing advocates
- Transportation advocates
- Home builder representatives
- Business organizations
- Commercial property interests
- Educational organizations
- Tourism representatives
- Trucking and Agriculture representatives

These groups can be represented through direct outreach, advisory committees, or other methods described in the following text. AMBAG and our partner agencies recognize that the public expects a clear understanding of their involvement and purpose throughout the transportation planning process.

As with many transportation projects, funding for public outreach is limited; therefore practical and economical options can be used to expand toolbox skill sets, as well as leverage existing resources and technological advances. For instance, AMBAG, SBtCOG and SCCRTC have added a Google Translation Widget on their webpage so users can switch from English to Spanish while browsing their website.

Also, SCCRTC utilizes Caltrans QuickMap on the Cruz511 traveler information traffic map page. This map includes visuals from the live traffic camera, and road closure information from Caltrans. Tools such as these are cost-effective and helpful, and can reach multiple audiences.

2. Consultation and Coordination with Other Agencies

AMBAG and RTPAs seek input from state and federal resource management agencies during development of transportation planning studies and projects in their respective regions. AMBAG leads the outreach efforts with federal, state and local agencies during development of the Metropolitan Transportation Plan/Sustainable Communities Strategy and the associated Environmental Impact Report which also serves as the RTPA's Regional Transportation Plan

Environmental Impact Report. Appropriate consultation is undertaken with agencies and officials responsible for planning activities within the region, as well as state and federal resource management agencies. These agencies include but are not limited to:

- Federal and State Resource Agencies (Water, Fish and Game, Coastal Commission, etc.)
- Local Tribal Governments
- Housing, Economic Development and Community Planning Agencies
- Airports
- Freight Industry Stakeholders

Transportation Plan and Sustainable Communities Strategy Staff Working Group

AMBAG, RTPAs and transit agencies within the Monterey Bay region participate in regular coordination group meetings to discuss the preparation of transportation plan updates, policy issues and coordinate development of the SCS for the region that is required by Senate Bill 375.

NEPA and CEQA Consultation

The public participation process defined by the National Environmental Policy Act (NEPA) for federal consultation serves as the primary process for consultation to occur with federal, state and local resource management agencies. The California Environmental Quality Act (CEQA) requires environmental documents to be prepared across all jurisdictions for regional and local transportation plans and projects, such as Environmental Impact Reports (EIRs).

3. Consultation with Interested Parties (Policy Bodies and Advisory Committees)

AMBAG and our partner agencies hold 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. All Board meeting and standing committee meeting notices are typically posted on agency websites. Some special meetings or on hearings are also published in general circulation newspapers.

Agendas and materials are made available in advance of meetings by regular mail, email or by links to the host agency website. Agendas are also posted at each agency's respective offices. The agenda of each meeting provides an opportunity for members of the general public to provide comment to the Board/Committee concerning matters within the agency's purview.

Staff reports, transportation plans and studies can be viewed at AMBAG or Partners' offices and are also made available upon request. Transportation plans and some major documents are also available at local public libraries.

In addition, public input to the transportation planning and programming process can include notification and early solicitation through each of the agency's technical advisory committees and through project sponsors, such as city councils and city committees (refer to Figure 3-1).

AMBAG and the region's three public transit operators also use the RTPA technical advisory committees to notify and solicit input on their planning and programming processes.

Technical Advisory Committees (TACs)

TAMC, SBtCOG and SCCRTC, the three Regional Transportation Planning Agencies (RTPAs) for the Monterey Bay region, each appoints a Technical Advisory Committee (TAC) which meets regularly to help guide the technical aspects of transportation planning, project selection and programming within their respective region. The TAC members are usually planners and engineers representing affected agencies and jurisdictions in each county.

Additional agency representation on these committees includes some combination of the following: AMBAG staff, transit operators, regional agencies, Transportation Management Agencies, educational institutions, redevelopment agencies, Caltrans and the California Highway Patrol (CHP). Recommendations of each committee are provided to the respective Board.

Social Service Transportation Advisory Councils (SSTACs)

As required by the Transportation Development Act (TDA), each Regional Transportation Planning Agency 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, the disabled, and persons of limited means. The Transportation Development Act 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, therefore they do not require a formal unmet transit needs process. However, SCCRTC regularly conducts unmet needs process to understand priority transportation needs for seniors, people with disabilities and low income individuals.

In addition to the unmet needs activities of the SSTACs, the three agencies' committees regularly review and comment on proposed planning documents and matters affecting the groups they represent. 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 attends the SSTAC meetings 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 SCCRTC, the

Santa Cruz Metropolitan Transit District (Santa Cruz METRO), 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.

In Monterey County, the MST Mobility Advisory Committee serves as the Transportation Agency's Social Services Transportation Advisory Council and advises the agency on the transportation needs of the elderly, persons with disabilities and limited means populations. The Mobility Advisory Committee includes representatives from the County's social service providers and MST RIDES paratransit program customers. The committee serves as an advisory body to MST regarding the delivery of coordinated transportation and mobility management services provided through MST's Consolidated Transportation Services Agency.

In San Benito County, SBtCOG maintains its own SSTAC committee for the purposes of advising the COG and the Local Transportation Authority on matters related to transportation accessibility for the elderly, the disabled, and persons of limited means. Transit issues that may require more attention from the Advisory Council are specialized transportation services, and related planning and studies.

On the following page is a flow chart of the Building Blocks of Transportation Planning and Public Input (Figure 3-1).

Key:

-  - Public
-  - Committees
-  - Agencies & Staff
-  - Governing Boards (Decision Makers)

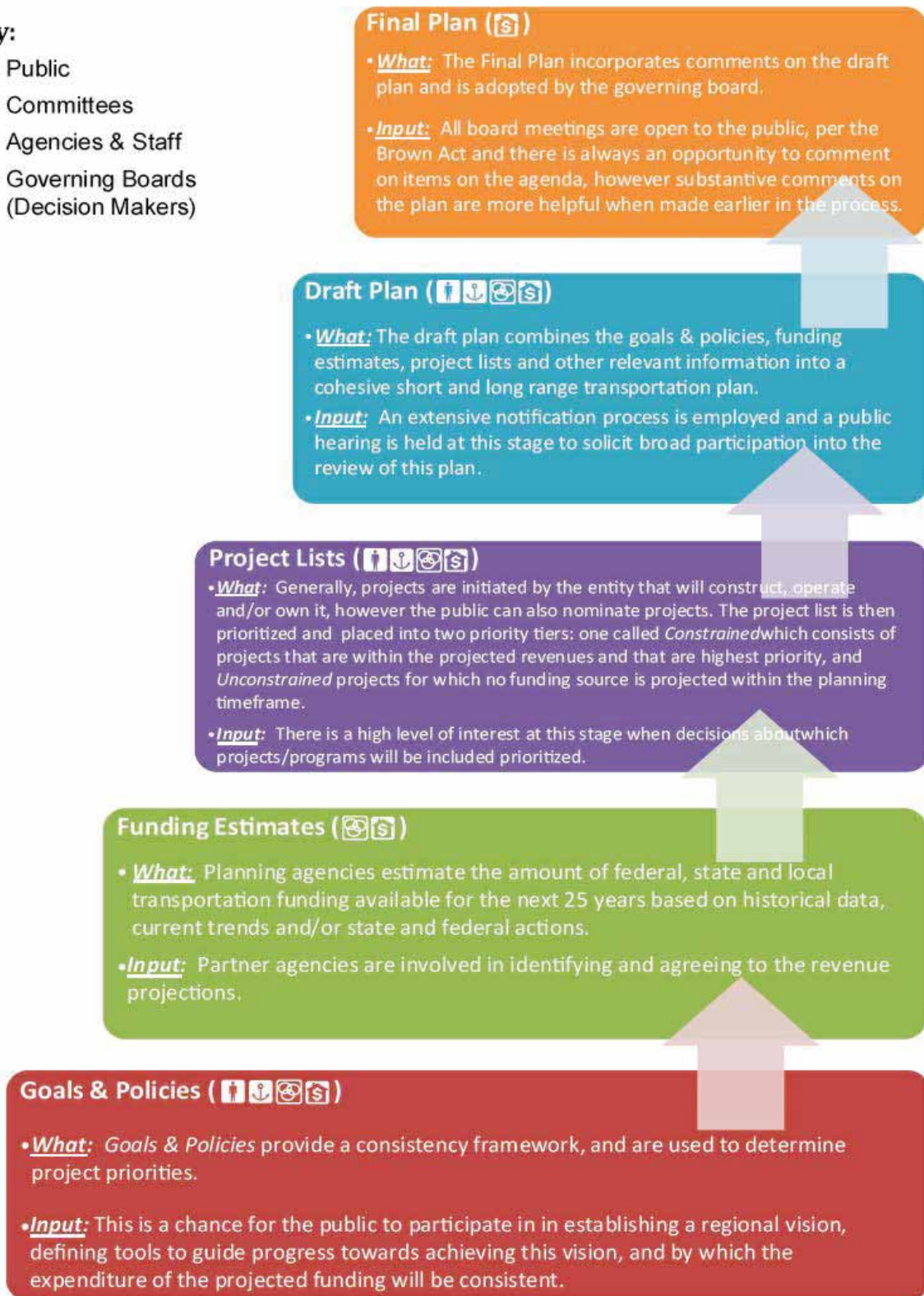


Figure 3-1 (AMBAG, 2019)

Bicycle and Pedestrian Advisory Committees

SCCRTC appoints a Bicycle Advisory Committee while TAMC appoints a Bicycle and Pedestrian Facilities Advisory Committee, and SBtCOG appoints a Bicycle and Pedestrian Advisory Committee. These committees meet either monthly or semi-monthly to review, discuss and make recommendations on bicycle and pedestrian related projects, plans and in some cases funding programming. Recommendations of each committee are forwarded to the respective Board of Directors or member jurisdictions. These committees are composed of community volunteers and local agencies.

In Santa Cruz County, accessible pedestrian issues are also discussed by the Elderly and Disabled Transportation Advisory Committee (E&D TAC). As needed, the E&D TAC has established standing or temporary subcommittees to discuss pedestrian safety and accessibility.

Rail Policy Committee

The TAMC Rail Policy Committee meets monthly to advise the Agency on plans and issues associated with commuter and passenger rail services being developed in Monterey County. The Rail Policy Committee is composed of TAMC Board Members or their alternates from the following jurisdictions on the rail lines: Cities of Salinas, Marina, Sand City, Seaside, and Monterey, Supervisorial District 1, Supervisorial District 2, Supervisorial District 4, Supervisorial District 5, and two representatives from South Monterey County: either (a) the 3rd District County Supervisor and a voting TAMC Board member from one of the South Monterey County Cities, or (b) two voting TAMC Board members from South Monterey County Cities. The TAMC Chair may appoint annually ex-officio members as needed.

Transit Citizens Advisory Committee

Each member of the Santa Cruz METRO Board of Directors appoints one person to the Santa Cruz METRO Advisory Committee (MAC) for a two-year appointment to represent Santa Cruz County. MAC provides advice to Santa Cruz METRO's Board of Directors on matters of Santa Cruz 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 Santa Cruz METRO and meets on the third Wednesday of each month.

In Monterey County, the Monterey-Salinas Transit (MST) Mobility Advisory Committee fulfills this role.

Budget, Administration & Personnel Committee

In order to ensure efficient and effective operations, SCCRTC's Budget, Administration & Personnel Committee serves to review and monitor issues relating to the budget, work program, and other administrative functions of SCCRTC and makes recommendations to SCCRTC regarding such items. The Committee is also responsible for reviewing personnel matters and conducting the annual performance evaluation of the Executive Director. The

Budget, Administration & Personnel Committee is made up of six SCCRTC commissioners elected to the committee annually. The committee meets the second Thursday of each month.

Traffic Operations System (TOS) Oversight Committee

SCCRTC has a Traffic Operations System (TOS) Oversight Committee that includes representatives from Caltrans, the California Highway Patrol (CHP), local law enforcement, legislators' representatives 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 transportation infrastructure to monitor road conditions and inform motorists of potential hazards or delays.

In addition, the Committee monitors the Freeway Service Patrol (FSP) program that improves operations by deploying tow trucks during peak hours to remove hazards from the roadway. The Committee routinely discusses ways to improve communication among the various agencies and to enhance the existing TOS system. The Committee meets biannually. In addition, the SCCRTC staffs the Safe on 17 Task Force to discuss safety improvements and programs for Highway 17. Task Force members include Caltrans, the CHP, the Metropolitan Transportation Commission and other interests on both sides of the hill.

San Benito COG Regional Transportation Plan Advisory Committee

In 2010, SBtCOG established the Regional Transportation Plan Advisory Committee (RTPAC). It is a standing committee with members appointed by the COG Board of Directors. The purpose of the RTPAC is to review and provide input on the development of SBtCOG's Regional Transportation Plan. The committee is made up of representatives of many community interests, including economic development, education, goods movement, public health, resource management, and underrepresented groups such as the elderly and disabled. The RTPAC meets quarterly with its agenda meetings open to the public in accordance with the Brown Act.

Taxpayer Oversight Committee

In compliance with state law, the SCCRTC established a Taxpayer Oversight Committee in order to ensure accountability, transparency and public oversight of all funds collected and allocated under Measure D. A Taxpayer Oversight Committee was formed by the Commission to review the annual independent fiscal audit of the expenditure of the Transportation Tax funds. The Oversight Committee issues an annual report on its findings to the Commission regarding compliance with the requirements of the Expenditure Plan and the Ordinance. Members of the Independent Oversight Committee are residents of Santa Cruz County who are neither elected officials of any government, nor employees from any agency or organization that either oversees or implements projects funded from the proceeds of the sales tax. Members are required to fairly represent the geographical, social, cultural and economic diversity of Santa Cruz County to ensure maximum benefit for transportation users. The meetings are announced in advance on the SCCRTC website and are open to the general public.

Ad Hoc Committees

All the standing advisory committees, like those noted above, must meet requirements of the Brown Act in public involvement and participation requests. In addition to these standing committees, our partner 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 (CA Government Code § 54952(b)). Additional public input and involvement may occur through these special ad-hoc committees.

4. Public Hearings

Public hearings are held prior to a major decision point to gather comments for the public record, as well as input into the decision making process. Each partner agency holds 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, and Transit Service Revisions).

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

For some regional and local jurisdictions, public meetings are sometimes broadcast live on public access television, such as city council meetings. These meetings are generally re-broadcasted and available to view on the respective jurisdiction's website, providing the public additional opportunities to view the proceedings.

Public Hearing Notices *

AMBAG and the RTPAs publish legal notices of public hearings in newspapers of general circulation citing the time, date and place of the hearings. For transportation matters of particular interest to our Spanish-speaking communities, public hearing notices are translated and displayed in both English and Spanish in newspapers and radio. For items of wide public interest, public display advertisements may also be used for legal notices. Unless indicated otherwise, public hearing notices are made available at least seven days in advance of a hearing.

*Please refer to Title 23: 450.316 from *Federal Register Vol. 72 No. 30* in Appendix D for more information.

Public Hearings*

Public hearings are conducted by the AMBAG Board and RTPAs during their regular meetings or at special meetings scheduled to attract greater community participation. Public hearings may also be conducted by each agency's standing committees. Meetings are held in facilities that are accessible to people with disabilities and along transit routes, when possible.

As part of a public hearing, the policy board will generally receive a report from agency staff prior to opening the hearing for comments from the public. The hearing will be concluded when all members of the public wishing to speak have been provided the opportunity to comment. Agency staff may respond, as appropriate, to comments provided at the hearing prior to the policy board taking action with respect to the subject of the hearing.

Public Comment Period: AMBAG and our partner agencies publish legal notices of public comment periods in local newspapers of general circulation citing the dates when they will be accepting comments on regional plans, MTIP, studies and transportation projects. The public comment period for adoption or revision of the Public Participation Plan, Transportation Plans, the Transportation Improvement Program and other key decision points must be "timely" and for the AMBAG region are as follows:

- **AMBAG Public Participation Plan:** 45 Days
- **The Metropolitan Transportation Plan /Sustainable Community Strategy:** 55 days
- **Approval of Transportation Improvement Programs and Other Plans or Studies:** 30 days
- **Regional Transportation Plans:** 30 days
- **Formal Amendments to the MTIP:** 2 weeks

AMBAG and RTPAS accept prepared comments (oral, written and emailed) from the public during the public review period for plans that require public hearings; all such comments are then made part of the public record.

Amendment or Modification to Draft Plans (MTP/MTIP/PPP) or Projects: If draft plans or projects differ significantly from the initial draft which was made available for public comment and raises new issues which interested parties could not reasonably have foreseen from the public involvement efforts, an additional opportunity for public comment on the revised plans or other plans will be made available within schedule constraints. Minor changes in the draft plans or projects generally can be made after AMBAG, our partner RTPAs, and/or our Transit Agencies have completed its public comment process without further opportunities for public

*Please refer to Title 23: 450.316 from *Federal Register Vol. 72 No. 30* in Appendix D for more information.

involvement. AMBAG or respective agencies can define what is considered a minor change during the development of the public involvement process for the plan.

5. Use of Media and Informational Materials, and Visualization Techniques

Media notification is used by AMBAG and RTPAs 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 actions or events. All plans and projects should **utilize at least one of the following** methods to communicate details about the project and inform the public. The following public participation methods are employed within the Monterey Bay region:

- **Websites** – AMBAG and RTPAS maintain websites on the internet that provides the public with information about the agencies', their programs, and special projects.

Project and program information - including reports, documents, plans, fact sheets, maps, graphs, charts and presentations - is posted on the websites and made available to the public. In addition, interactive functions have been added for members of the public to participate online such as submitting comments, voting and completing surveys on major projects and plans within the Monterey Bay region.

Meeting notices and agendas/minutes for the agency, as well as their advisory committees, 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 of our partner 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. The partner agency websites include:

1. Council of San Benito County Governments: www.sanbenitocog.org
2. Santa Cruz County Regional Transportation Commission: www.sccrtc.org
3. Transportation Agency for Monterey County: www.tamcmonterey.org
4. Association of Monterey Bay Area Governments: www.ambag.org
5. Monterey-Salinas Transit: www.mst.org
6. Santa Cruz METRO: www.scmttd.org
7. San Benito County Express: www.sanbenitocountyexpress.org

- **News Releases** – AMBAG and our partner 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 two

agencies to media contacts as well as elected officials, advisory committees and a range of other interests in the county following each meeting.

- **Articles** in the weekly county business council distributions.
- **Press Conferences** – All of our partner agencies hold press conferences to focus press attention on newsworthy special events and occasions.
- **Radio and Television** Some of the Partners provide televised broadcasts of their Board meetings on community access television. Agencies also work with television and radio stations, special programs, and/or public access media within the region to interview and/or film special segments and upload webcasts/podcasts to spread the word about their agency and/or programs. For instance, AMBAG developed a video about the 2035 MTP/SCS prior to its adoption in 2014.
- **Newsletters, Brochures, and eNews** AMBAG and Partners use newsletters, brochures or eNews to provide information on their transportation programs and particular project development. News releases and eNews are often sent to entities for inclusion in their electronic newsletters.
- **Agency Reports** Several Partners 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 generally used by our partner agencies to focus attention on a particular program.
- **Project Flyers and Folders** – Several of the Partners develop and distribute information flyers and/or folders at public workshops, meetings, community events, and other significant events. Some agencies are now preparing and distributing fact sheets on various projects, programs and agency information as a way to provide the most current information to the public. Many of the flyers and folders will also be printed in Spanish.
- **Advertising** Many of the Partners use advertising means, such as display ads in newspapers, outdoor advertisements on the sides of buses, "car cards" inside the buses, posters placed in high travel corridors, and business card-sized materials with web links or QR codes to capture people's attention.
- **Online Social Media Networks** The RTPAs distribute information on their respective plans, programs and projects through online social media networks such as Facebook, Twitter and Nextdoor.
- **Mapping** – AMBAG provides internet users with access to regional planning data available through our website, such as statistical information for multiple geographies ranging from the neighborhood-level to the tri-county level. In addition, the AMBAG 2019 Title VI Plan includes a spatial analysis utilizing U.S. Census data and GIS on our Limited English Proficiency (LEP) populations within the Monterey Bay region. AMBAG and our partner agencies provide GIS mapping tools on each agency's website and include display maps in planning documents to

help with project visualization. AMBAG's mapping tool can be found on our website at: <http://ambag.org/programs-services/gis>.

6. Bilingual Participation

The Monterey Bay region is home to a significant Spanish speaking population; therefore, AMBAG and our partner agencies employ a number of bilingual outreach methods to include participation of the Spanish speaking community. These methods could include:

- Publishing printed information regarding services, projects, programs and meetings in Spanish.
- Spanish language media in the distribution of news releases.
- Advertising public hearings, meetings, projects and programs in the Spanish language print, radio and television media.
- Providing simultaneous Spanish language translation services at meetings.
- Producing Spanish language website content and physical publications such as flyers.
- Providing language identification flashcards at public meetings.
- Ensure that transit contractors recruit bilingual (English/Spanish) personnel.

7. Response to Public Input

Timely response to public input is important to encourage public participation and ensure that agencies communicate that public input is valued.

Responses to public input are made directly when public input level permits, or a consolidated response is prepared for specific issues if the volume of public comment does not allow individual responses. Written responses to public or agency input are reported to the respective policy Board for information.

In some cases, as with the transportation plans and Transportation Improvement Program, 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 and reported to the Board of Directors of the agency that received the comments or is approving the document.

8. Distribution of Final Documents

Final documents are available on agency websites or agency libraries. Members of the public can request a copy of our final documents from the appropriate agency. Written materials provided to a partner agency board of directors may also be available for review upon request.

IV. PPP Procedures and Development Process

AMBAG's and the RTPA's *2019 Public Participation Plan (PPP)* aims to give the public ample opportunities for early and continuing participation in critical transportation projects, plans, and decisions, and to provide full public access to key decisions. Engaging the public early and often in the decision making process is critical to the success of any transportation plan or program, and is required by numerous state and federal laws.

Preparation of the 2019 Public Participation Plan

AMBAG initiated development of the plan by compiling information from various MPO's research and federal transportation regulation. Consultation with our partner agencies on their existing public participation and policy decision making processes was conducted throughout the PPP Process. AMBAG and the RTPAs also consulted with interested parties at the federal, state, regional, and local level to identify opportunities for improving or building upon existing practices. The Draft *2019 Public Participation Plan* will be circulated for public review and comment for minimum of 45 days.

The timeline for the 2019 PPP process is shown in Figure 4-1

The passage of SB 375 resulted in changes in Government Code § 65080, which required an update to the Public Participation Plan. The specific requirements of SB 375 are discussed in detail in Section II, "Statutory and Regulatory Environments."

AMBAG and RTPAs (TAMC, SBtCOG and SCCRTC) worked together to restructure the *2019 Monterey Bay Area Public Participation Plan* to make the plan more useful for transportation decision making in the Monterey Bay region.

Public Participation Plan Guiding Principles

AMBAG and RTPAs established a set of activities and goals to achieve our guiding principles for the 2019 Public Participation Plan by creating a framework and action plan for each outreach goal. These goals are agencywide and are utilized and implemented in major plans and projects, including the Metropolitan Transportation Plan/Sustainable Communities Strategies, Regional Transportation Plans (RTP), Metropolitan Transportation Improvement Plan (MTIP) and Regional Transportation Improvement Plan (RTIP).

1. Involvement

Goal: Value public participation and promoting **broad based involvement** by members of the community.

Activity: In addition to having a list of stakeholders and working collaboratively with partner agencies, AMBAG and RTPAs will also interact and outreach to community groups within the Monterey Bay region, as input from a variety of perspectives helps to enhance the process. AMBAG and RTPAs structure their major planning initiatives and funding decisions to provide for meaningful opportunities to help shape outcomes. For example, because AMBAG's 2045 MTP/SCS is the blueprint for both new policies and investments for the Monterey Bay region,

updating and developing the MTP/SCS is one of the best projects for interested persons to get involved. The list of all groups, stakeholders and councilmembers can be found in Appendix D.

2. Opportunity

Goal: Provide varied **opportunities for public review and input**.

Activity: AMBAG and RTPAs will engage with partner agencies, committees, working groups, and the public to obtain comments and suggestions during the development of the MTP/SCS, MTIP, RTP and RTIP. When the drafts of major plans, programs, and documents are released, the public review periods for each document tend to vary from 30-60 days. AMBAG and RTPAs will announce these public review periods through various media outlets, thereby providing as many opportunities as possible for the public to read and provide comments on the drafts of our major documents to be implemented in the future. To find out more about our public participation practices by agency, please refer to Appendix B.

3. Environmental Justice

Goal: Treat all members of the public fairly, and **respect and consider all citizen input** as an important component of the planning and implementation process.

Activity: AMBAG and RTPAs plan to actively reach out to the traditionally underserved and underrepresented communities within the Monterey Bay region and enhance efforts to involve rural communities in all major transportation planning processes. AMBAG and the RTPAs will undertake specific strategies to involve all members of the general public in regional transportation planning and investment decisions. One size does not fit all as input from diverse perspectives enhances the process.

4. Engagement

Goal: Promote a **culture of dialogue and partnership** among residents, property owners, the business community, organizations, other interested citizens, and public officials.

Activity: Early engagement is best. Create support materials that are easy to understand and visually engaging in both print and electronic format and make them accessible at meetings and on AMBAG's website. Plan workshops and/or public hearings at convenient venues and times across the region and/or provide virtual participation if feasible; and ensure such events are fully accessible to the general public, including low income, minority, and rural communities, disabled and Limited English Proficiency (LEP) populations.

5. Involvement

Goal: **Involve underserved communities and local community groups**, as well as other organizations.

Activity: Make a greater effort to reach out to local community groups and smaller/rural communities that feel like they don't have a voice and involve them in the public participation process as much as possible. An open and transparent public participation process will help empower affected low income communities and communities of color to participate in the decision making process. Engaging interested persons in regional transportation issues is challenging, yet possible, by making it relevant, removing barriers to participation, and saying it simply.

6. Encouragement

Goal: **Encouraging active public participation** throughout the whole process.

Activity: Ask thought provoking questions in workshops and outreach meetings and engage audiences in strong discussions. Public participation is a dynamic activity that requires teamwork and commitment from all of the Monterey Bay region's agencies, from the regional level to the local level.

7. Communication

Goal: Providing communications and agency reports that are **clear, timely and broadly distributed**.

Activity: Make all types of communication clear, accessible, and easy to understand. Potential methods include: add a translation link in Spanish for Limited English Proficiency (LEP) citizens through a Google Translation Widget on websites, and distribute flyers, online notices, announcements and other materials in both English and Spanish as feasible to engage diverse populations. We will also provide hearing impaired and visually impaired citizens assistance in online and physical media distributions through physical outreach materials printed in larger font and in braille, upon request. Effective public outreach and involvement requires collaborating with regional local governments, stakeholders and advisory groups such as partner agencies.

2019 Public Participation Plan

The *2019 Public Participation Plan* was developed by AMBAG in collaboration with RTPAs. The AMBAG Board of Directors is scheduled to release the *Draft 2019 Public Participation Plan* for public review in June 2019 and will hold a minimum of a 45-day comment period from June 12, 2019 through the August 21, 2019. A public hearing on the *Draft 2019 Public Participation Plan* is scheduled for August 14th, 2019 at the AMBAG Board of Directors meeting. Following is a list of the dates for the AMBAG and RTPAs:

- Draft Release Date For Public Comment
 - June 12, 2019: AMBAG
 - June 20, 2019: SCCRTC and SBtCOG
 - June 26, 2019: TAMC
- Public Hearing at Board Meeting
 - August 1, 2019: SCCRTC
 - August 14, 2019: AMBAG
 - August 15, 2019: SBtCOG
 - August 21, 2019: TAMC
- Close of Public Comment Period
 - August 21, 2019: All Agencies

Figure 4-1 shows the important dates for the PPP

AMBAG and our partner agencies, building upon the work completed as part of the *2015 Monterey Bay Public Participation Plan*, circulated the preliminary Draft PPP to RTPAs advisory committees. Information about the *Draft 2019 Public Participation Plan* was circulated to stakeholder groups and interested parties who have expressed interest in the regional transportation planning process. A list of advisory committees and stakeholders who will receive notification about the availability of the *Draft 2019 Public Participation Plan* is included in Appendix D.

The *Draft 2019 Public Participation Plan* was also made available online on AMBAG's and RTPA's website, and was promoted through AMBAG's and RTPA's online media pages to target social network users.

The main differences between the *2015 Monterey Bay Public Participation Plan* and the *2019 Public Participation Plan* are:

- Expanding each of the seven guiding principles to show how to actively meet each of the goals and foster continued engagement with the public
- Incorporating LEP Populations within the Monterey Bay region into the Plan and creating a more inclusive public participation process. This will coordinate well with the LEP Plan, which will be included in our 2020 Title VI Plan.
- A timeline of the 2019 Public Participation Plan process from conception to execution (Figure 4-1)

- Updating and enhancing our online and visualization outreach strategies

The strategies identified in this Plan will be used by AMBAG and RTPAs during the update of our 2045 MTP/SCS and 2020 MTIP, as well as in each of the RTPAs' RTPs. This 2019 Public Participation Plan will supersede the 2015 Monterey Bay Public Participation Plan.

AMBAG 2019 Public Participation Plan Update - Draft Schedule

Date	Tasks/Objective	Due Dates
February and Early March 2019	Outreach to RTPAs by email and confirm point of contacts	3/4/2019
Early March 2019	Email Draft Schedule and Process to RTPAs	3/7/2019
March/April 2019	Email PPP to RTPAs document for changes/edits	3/19/2019
	Edits/Changes for Draft 2019 due on 4/12/2019 to AMBAG	4/12/2019
April/May/June 2019	Present 2019 PPP Update Process to all RTPA TAC/SSTAC meetings and AMBAG Board:	
	<i>4/18/19 - Present 2019 PPP Update Process at SCCRTC ITAC Meeting</i>	4/18/2019
	<i>5/2/19 - Present 2019 PPP Update Process at TAMC and SBtCOG TAC Meetings</i>	5/2/2019
	<i>5/24/19 - Present 2019 PPP Update Process at SBtCOG SSTAC</i>	5/24/2019
	<i>5/29/19 - Present 2019 PPP Update Process at TAMC/MST MAC</i>	5/29/2019
	<i>6/04/19 - Present 2019 PPP Update Process at SCCRTC E&D TAC</i>	6/4/2019
June 2019	Present Draft 2019 PPP to Boards, Release Public Notice (70 days) and Start Public Comment Period	Open Comment Period on: 06/12/2019
	<i>June 12, 2019: AMBAG Board Meeting</i>	Close Comment Period on: 8/21/2019
	<i>June 20, 2019 - SCCRTC TPW and SBtCOG Board Meeting</i>	
	<i>June 26, 2019 - TAMC Board Meeting</i>	
August 2019	Public Hearing on 2019 PPP at AMBAG's August Board Meeting	8/14/2019
	RTPAs to Also Hold Public Hearings (if using AMBAG PPP as their plan)	
	August 1, 2019 - SCCRTC Public Hearing	8/1/2019
	August 15, 2019 - SBtCOG Public Hearing	8/15/2019
	August 21, 2019 TAMC Board Meeting	8/21/2019
	Summarize comments and make revisions to PPP	9/3/2019

Figure 4-1 (AMBAG, 2019)

V. Interested Parties and Public Engagement

Senate Bill 375 and Sustainable Communities Strategy (SCS) Public Outreach

In addition to the required methods for public participation employed to seek public input on plans, programs and projects in the Monterey Bay region, AMBAG is required to undertake outreach defined in Senate Bill 375. This legislation requires that the transportation plans prepared by AMBAG be consistent with a Sustainable Communities Strategy (SCS) for achieving greenhouse gas emissions targets approved by the California Air Resources Board (CARB) for the region. AMBAG and our partner agencies coordinated to undertake the specific outreach strategies identified below in preparation for the *Moving Forward 2040 Monterey Bay Plan (or MTP/SCS)*, which was adopted in June 2018. For more information on specific outreach activities, please see Chapter 6 and Appendix D of the 2040 MTP/SCS.

Engagement of Minority, Low Income, and Limited English Proficiency (LEP) Communities

Pursuant Executive Order 13166 and FTA Circular 4703.1, AMBAG and RTPAs must strive to make more of a conscious effort to incorporate LEP populations within the Monterey Bay region in all regional and local planning projects and programs. This can be done by:

- Increasing publication of information in Spanish and other languages as necessary
- Establishing special bilingual committees
- Increasing outreach to Spanish-language media
- Assessing what is needed to expand cultural diversity at meetings

More information as to how AMBAG will conduct outreach to the LEP populations in our region can be found in the LEP Plan within the AMBAG 2018 Title VI Plan.

Additional Methods for Public Participation

In addition to the required methods and procedures for engaging public participation, our partner agencies in the Monterey Bay region may utilize some or all of the following optional methods to seek public input on plans, programs, projects and the regional Sustainable Communities Strategy. Methods chosen will depend on the size of the project or the anticipated level of community interest expressed after the initial outreach purpose and list of stakeholders are identified.

1. 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, the distribution of notices, agendas and materials via email and on websites is widely used. Public notice ads in local newspapers (online or printed) may also be used depending on the project.

2. Community Outreach Events and Strategies

Community activities are used to encourage public engagement in regional planning activities and goals. For example, several of the regional rideshare providers within the Monterey Bay region have worked with the Monterey Bay Unified Air Pollution Control District (MBUAPCD) to promote the annual Rideshare Week and Clean Air Month in the past.

MST and other rideshare agencies within the regional transportation network also attend community meetings, set up displays at Earth Day, at university/community college in-person registration periods, at transportation fairs at employers' work sites and job fairs, at community events, and sponsor related events such as Bike Week and Bike to Work Day. Other community outreach strategies may include:

- Working with community based organizations to enhance outreach, either through direct contact or through the release of Request for Proposals (RFPs) as funding allows
- Incorporating visualization techniques and interactive activities into planning and programming processes
- Outreach through disadvantaged communities, especially in underserved areas of the Monterey Bay region
- Using health services programs to combine outreach efforts
- Working with leadership groups in each county to educate a broader audience of community leaders about transportation issues
- Targeting large employers and colleges/universities
- Holding public hearings and/or focus group meetings outside of typical work hours and at more convenient locations to provide a wider range of public meeting times and multiple locations in each jurisdiction
- Hosting meetings in facilities that are already established activity centers, such as senior centers
- Provide information at high-traffic locations such as Farmer's Markets, First Friday Art Gatherings, neighborhood block parties and parades.
- Increase involvement with local schools including parent groups and charter schools.

3. Other Activities

AMBAG and RTPAs also use other public involvement methods as appropriate, including:

- **Public Opinion Surveys** – Public opinion or attitude surveys are used to assess public attitudes or to obtain socioeconomic or demographic information for specific purposes. Electronic deliberative polling and charettes may be employed at meetings to provide instant feedback from the public regarding opinions and attitudes to proposed plans, policies and projects.

- **Stakeholder Meetings** – In the development of special studies, our partner agencies may hold meetings 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 take place in an informal setting. Members of the public ask questions, express concerns, react to proposed plans and policies and make suggestions.
- **Conferences** – Some partner 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** – Agencies conduct 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** – Agencies hold ceremonies to commemorate the opening of a new project or the beginning of construction. This provides a great opportunity to demonstrate agency accomplishments to the public.

Additional Strategies to Increase Involvement

Although the listing at the beginning of this section provides a summary of the procedures and methods currently used by AMBAG and RTPAs to provide information on their transportation planning processes in the region, each of these methods has varying levels of success, depending on the agency and its constituents. Some of the following methods were particularly successful in eliciting public participation into the transportation arena:

- Agency websites and web postings (such as eNews, videos, visual graphics and blogs)
- Extensive email distribution lists
- Flyers/inserts in paychecks, bills, or other mailers
- Collaborative outreach with other agencies
- Online and mail-in surveys
- Targeted focus group or community meetings
- Interviews on the radio
- Presentations at standing events
- Public service announcements

In addition to these successful methods, the list below incorporates potential methods AMBAG and RTPAs will work to incorporate into their transportation planning, programming and service delivery projects.

1. Marketing and Visualization Strategies

- Online publication and web based comment of plans/programs, including an increased use of illustrations on agency websites and on affiliated social media networks, such as Twitter, Facebook and Nextdoor
- Increased emphasis on public access television, radio and internet radio
- Coordinated media stories between partner agencies and media outlets
- Prepare weekly or monthly transportation column in local newspapers or newsletters
- Develop public service announcements for distribution
- Write articles for company newsletters and special interest publications
- Target marketing/notices highlighting how planning documents may impact them
- Broadcast hearings on the internet, through webcasts and drone overviews
- Distribute electronic neighborhood newsletters
- Use newspaper articles and active communication with published news sources
- “Word of mouth” is most effective, through direct phone calls and e-mails
- Use direct communication and website information
- Use of video on websites like YouTube, Vimeo and others
- Tap into crowdsourcing and news group opportunities for public opinion

2. 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
- Notify and make presentations to other government agencies about high priority projects and to publicize upcoming topical meetings
- Provide thorough explanations of the proposals or project needs in an easy to understand method

3. Feedback and Evaluation Strategies

- Constituent survey requesting feedback on their notification preferences
- Follow up with contacts after each public input is received to ensure participants that their efforts are meaningful and are appreciated

4. Language Assistance Strategies

- Provide outreach materials in larger fonts and in braille at public outreach meetings for the visually impaired populations upon request

- Upload audio recordings of the public outreach meetings on our website for our hearing impaired populations
- Ensure all public meetings are held in wheelchair accessible locations to comply with ADA standards and accommodate the physically disabled populations
- Offer translation services online and in printed outreach materials. The Google Translator widget for instance is a potentially great tool that can be used on agency websites that is cost effective and helpful to residents

These strategies are not an exclusive summary of what could be done in the Monterey Bay region, but a list of what AMBAG and RTPAs believe could further enhance public outreach in our region. As our mission statement entails, AMBAG strives to provide “strategic leadership and services to analyze, plan and implement regional policies for the benefit of the Counties and Cities of Monterey, San Benito and Santa Cruz, balancing local control with regional collaboration.”

By updating the PPP, AMBAG and the RTPAs hope to achieve broad public participation on the various transportation planning, programming and project implementation activities within the region.

VI. Accountability

The 2019 Public Participation Plan has been adopted by AMBAG, TAMC, SBtCOG and SCCRTC. The participation procedures, strategies and goals incorporated into this Public Participation Plan are intended to provide interested parties with reasonable opportunities for involvement in transportation planning, programming and project implementation in the region.

The *2019 Public Participation Plan* contains a comprehensive list of interested parties to encourage participation among a diverse range of stakeholders and community groups. AMBAG is required to comply with state and local legislation in the development of its MTPs and MTIPs. RTPAs are required to comply with state and federal legislation in the development of their RTPs and RTIPs. AMBAG is specifically required to consult with agencies and officials responsible for other planning activities within the region that are affected by AMBAG's MTP/SCS and MTIP (including, as appropriate, state and local agencies responsible for land use management, natural resources, environmental protection, conservation, and historic preservation).

The *2019 Public Participation Plan* is intended to act as a guide for the public participation process. The Plan will be reviewed biennially to determine its effectiveness in meeting a full and open participation process in transportation planning, programming and service delivery need.

The *2019 Public Participation Plan* will also be considered as a mandated document that requires AMBAG to continue its commitment to involve minority, low income and Limited English Proficiency (LEP) communities by sharing this Public Participation Plan with these populations and staying connected with current stakeholders and local community groups who represent these populations on an ongoing basis.