

**THE SOUTH SACRAMENTO
PHASE 2 CORRIDOR PROJECT**

**DRAFT
Public Participation Methodology Report**

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Prepared for the
Sacramento Regional Transit District

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INTRODUCTION

To accommodate the growing population and transportation needs in South Sacramento from Meadowview Road to Calvine/Auberry, the Sacramento Regional Transit District (RT) has initiated a Preliminary Engineering/Final Environmental Impact Statement to evaluate extending the current South Line rail transit corridor. Phase 1, currently under construction, will extend light rail from downtown to Meadowview Road along the Union Pacific Railroad corridor. The Phase 2 project is beginning environmental review and preliminary engineering.

The purpose of the Public Participation Program is to establish and carry out meaningful interaction among RT, decision-makers, stakeholders, and the general public throughout the environmental review process. A key objective is to assist RT in addressing issues that emerge, and to develop consensus on the alignment and key design issues. The Public Participation Program must be fully compliant with the NEPA and CEQA implementing regulations and guidance.

The approach for the Public Participation Program is to mount a broad and inclusive outreach program using an assortment of traditional and targeting techniques to facilitate and inspire effective communication among all parties. The Study Team will apply a number of outreach tools that the Team has developed and refined on previous projects to support the Public Participation Program and develop consensus on the LRT alternative.

Background

The Sacramento *Systems Planning Study* (SSPS) was completed by the Sacramento Regional Transit District (RT) in 1991. That study, which explored several corridors for future light rail service in the region, was followed by the *Transit Master Plan* (TMP) in 1993. During the TMP process RT conducted a more detailed study of several of the corridors, prioritizing three for future rail extensions (South Sacramento, Folsom and Roseville). South Sacramento and Folsom are under construction and scheduled for completion in 2003, funded by federal, state and local sources.

In 1994, RT completed a Major Investment Study (MIS) and, in cooperation with the Federal Transit Administration (FTA), a Draft Environmental Impact Statement/Report for the South Sacramento corridor. A *Locally Preferred Alternative* (LPA) project was adopted in 1995 by RT. The project known as *LRT – Low/UPRR Alignment* is an 11.5-mile extension to the existing light rail system that begins in downtown Sacramento and extends to Calvine Road/Auberry Road. In April 2001, the LPA was amended to consider a re-alignment through the College Square development.

In an agreement with the FTA, RT planned to build the LPA in phases. Phase 1 is currently under construction (*Interim Operable Segment* - IOS) and extends light rail from downtown Sacramento for 6.5 miles to Meadowview Road. There are seven stations on this segment of the line: Broadway, 4th Avenue/Wayne Hultgren, City College, Fruitridge, 47th Avenue, Florin and Meadowview. The last three stations have large park-and-ride facilities that can accommodate automobiles for riders from communities south of Meadowview. Revenue service on this section of the line is anticipated to begin in September 2003. The proposed Phase 2 would extend light rail from Meadowview Road to Calvine Road/Auberry Road (approximately five miles).

In June 2001, the RT Board of Directors directed staff to advance the South Sacramento Phase 2 Corridor Project. Initial technical tasks include environmental review and preliminary engineering.

PUBLIC PARTICIPATION PROGRAM OBJECTIVES

The South Sacramento Phase 2 Corridor Public Participation Program will involve public and private agencies and organizations with an interest in the outcome of the project. To accommodate these various groups, the Public Participation Program has several primary objectives.

- To support the mandated public participation requirements under NEPA and CEQA.
- To communicate the project purpose and need clearly, and effectively facilitate the accomplishment of the project goal.
- To provide general and technical information to interested groups and individuals in the project area.
- To obtain broad community input and ideas from interested parties and provide forums for effected parties to express their comments.
- To facilitate effective two-way communication between the public and the decision makers.

TARGET AUDIENCES

Below is an outline of the initial key target audiences for the Public Participation Program. In addition to the traditional audiences included in a rail transit project of this kind, many groups and individuals have been and will be identified through a comprehensive series of community leader interviews conducted by RT and the Study Team. Key categories with corresponding entities are indicated below. It is expected that the list will be expanded as the study progresses and as additional audiences are identified.

Federal Agency

- Federal Transit Administration (FTA)
- United States Army Corps of Engineers (COE)
- U.S. Fish and Wildlife Service (USFWS)
- Federal Highway Administration (FHWA)

State Agencies

The input of various local, state and federal environmental agencies will be obtained throughout the environmental process including such agencies as:

- Air Resources Board
- California Department of Fish and Game
- California Department of Transportation (Caltrans District 3)
- California Environmental Protection Agency
- Regional Water Quality Control Board.

Regional/Local Agencies

- City of Elk Grove
 - Planning Department
 - Public Works Department

- City of Sacramento
 - Building Department
 - City Neighborhood Services
 - City Utilities Department
 - Parks and Recreation Department
 - Planning Department
 - Public Works Department
 - South Gate Parks and Recreation District
- County of Sacramento
 - Economic Development
 - Engineering and Administration
 - Environmental Management
 - Parks Recreation and Open Space
 - Planning and Community Development Department
 - Public Works Agency
 - Waste Management and Recycling
 - Water Quality
 - Water Resources
- Regional Agencies
 - East Bay Municipal Utility District (EBMUD)
 - Sacramento Area Council of Governments (SACOG)
 - Sacramento Area Flood Control Agency (SAFCA)
 - Sacramento Municipal Utility District (SMUD)
 - Sacramento Regional Sanitation District

Elected Officials

- California State Assemblyman
- California State Senator
- Elk Grove City Council
- Elk Grove Planning Commission
- Sacramento City Council

- Sacramento City Planning Commission
- Sacramento County Board of Supervisors
- Sacramento County Planning Commission
- Sacramento Housing and Redevelopment Commission
- Sacramento Regional Transit Board of Directors
- U.S. Congressman
- U.S. Senators

Business/Economic

Development and other business or retail interest will form a significant audience for the Public Participation Program. The program will further identify these interests and provide them with information regarding the project study. The program will also solicit the ideas and issues from the business community, including Chamber of Commerce members, and, in particular, business owners and merchant associations along the alignment.

Several business and economic interests have already been identified:

- College Square Development
- Downtown Sacramento Partnership
- Elk Grove Chamber of Commerce
- Florin Road Partnership
- Kaiser Hospital
- Methodist Hospital
- South Sacramento Chamber of Commerce
- Union Pacific Railroad
- Other developers/projects in the corridor

Environmental/Special Interest Groups

In addition, local environmental groups will be consulted throughout the study on such items as wildlife, endangered species, woodlands and historical issues.

Contacts with the local representatives of the following groups have already occurred:

- American Lung Association
- Audubon Society
- Cleaner Air Partnership
- Environmental Council of Sacramento (ECOS)
- Other Special Interest Groups
- Sacramento Bicycle Advisory Committee (SacBAC)
- Sacramento County Barriers Removal Committee (representing the disabled community)
- Sacramento Transportation Management Agency (TMA)
- Sierra Club – Sacramento Chapter

Educational Institutions

- Cosumnes River College
- Elk Grove Unified School District
- Elk Grove Unified School District, Board of Education
- Los Rios Community College Board of Directors
- Los Rios Community College District
- Valley High School

Community/Residential/Property Owners

The Public Participation Program will include property owners, tenants and residents within and adjacent to the corridor under study. The program will ensure that these interests are kept informed about the project through public meetings, workshops, newsletters, a project information line, access to the RT web site, and other informational materials. Outreach activities such as public open houses, workshop, briefings, smaller group meetings and coffees will be conducted to obtain input from those potentially affected by the proposed project.

The mailing list developed for the project will include property owners and occupants immediately adjacent to the corridor. Specifically, property owners and residents within 1,000 feet of the proposed alignment will be noticed as well as additional properties in the vicinity of the proposed stations.

Homeowner and neighborhood groups have also been identified as active members of the community. Contact with these homeowner associations will be ongoing. In addition, community centers, recreation and parks districts, churches and schools provide an important network for communicating community issues in the project area. Specific groups already identified include:

- Area 2 Leadership
- Meadowview Neighborhood Association
- Neighbors of Valley Hi Park
- North Laguna Creek Homeowners Association
- Schreiner Street Association
- Valley Center
- Wood Park Neighborhood Association

Media

Local media will be targeted to assist communicating to the public about the project. The media in Sacramento has an active presence in the community and effectively can be utilized to help educate the public about the process as well as inform them about upcoming public meetings and other opportunities to provide input. The main media sources identified are:

Publications

- Sacramento Bee Neighbors (South Section)
- Sacramento Bee, Metro
- Sacramento Business Journal
- Elk Grove Citizen
- Pocket News
- Herburger Publications
- Valley Community News
- Senior Spectrum
- Sacramento Observer
- Sacramento Magazine

- Sacramento State Hornet
- Sacramento City College Express
- Cosumnes River College Connection
- Sacramento News and Review

Television

- KCRA/KQCA Channel 3 and 58
- KXTV Channel 10
- KOVR Channel 13
- KTXL Fox 40
- KMAX Channel 31
- KVIE Channel 6
- Univision Channel 19 (Spanish)
- Metro Cable (Local cable government channel)
- Access Sacramento (local cable community channel)

Radio

- KBFK Talk 1530

ISSUES IDENTIFICATION

An essential component of the public participation effort is to define and understand community issues in the project area. It is essential that PAM and the Study Team have open and ongoing communication with RT staff to maintain a general understanding of the project's background, local and regional planning issues, community sentiment and political sensitivities. This will ensure that proper public involvement tools, techniques and overall strategy is developed and appropriately implemented for the project.

Stakeholder Interviews

One-on-one meetings with key community stakeholders will take place at the onset of the project. The purpose of the individual and small group interviews is to give key stakeholders an opportunity to express their ideas and issues candidly, as well as provide the Study Team with valuable information regarding key community issues and concerns. The stakeholders will also be invited to take part in other group meetings or public involvement opportunities.

The Study Team will work with RT to identify key stakeholders for individual interviews. We anticipate the following group of representatives/organizations to be part of the stakeholder interview process:

- Mayor Fargo
- Vice Mayor Pannell
- City Councilmember Waters
- Sacramento Policy Planning Commission Chair
- City Public Works Department staff
- City Public Utilities staff
- Sacramento Area Flood Control Agency
- Sacramento Housing and Redevelopment Agency
- DECAT (Regional Transit Committee on Disabled & Elderly Accessible Transportation)
- Downtown Partnership
- County Board of Supervisors Chair
- County Supervisor Niello
- County Supervisor Nottoli
- Elk Grove School Board

- Elk Grove Planning Commission Chair
- Elk Grove Mayor
- Elk Grove Community Planning Advisory Council Chair
- Elk Grove Chamber of Commerce
- Cosumnes River College President & Staff
- College Square Development (Citadel)
- Caltrans staff
- East Bay MUD staff
- Union Pacific staff
- South Sacramento Chamber of Commerce
- Valley High School Community
- Methodist Hospital
- Kaiser Hospital
- North Laguna Creek Homeowners Association
- Sheldon Road Estates Homeowners Association

The Study Team will be responsible for coordinating all stakeholder interviews and documenting responses. Information gathered from the interviews will assist in developing the details of the Public Participation Program and help guide the Study Team in the early phases of the project development and environmental review process.

Inquiries and discussions with key stakeholders will address the following:

- What are the primary issues/concerns of your group/agency regarding this study?
- What type of outreach do you feel would be most appropriate for your group/agency?
- What type of medium would be most appropriate/efficient to outreach to your group/agency?
- Are there other individuals you feel we should include in the project mailing list, stakeholder list, etc.?

Preliminary Key Issues Identified to Date

Refer to Exhibit Map in the Introduction for location of many of these issues:

- Noise and perception of noise
- Location of alignments
- Visual impacts

- Crossing at railroad tracks and surface waters
- Franklin grade separation
- Use of soundwalls
- Where alignment crosses Bruceville Road
- Location of Valley High School station
- Location of station at Cosumnes River College
- Elk Grove and Auberry residents crossing Highway 99 to get to a station
- The ridership at Power Inn and Calvine/Auberry roads
- Parking issues such as traffic through to neighborhood and the size of the parking lots
- How the project is phased
- Wetlands along Union Pacific Railroad and Morrison Creek
- Regional Treatment Plant Buffer lands
- Cosumnes River Blvd. Extension
- Cosumnes River Blvd. Widening
- Potential drainage basin near the proposed Cosumnes River College/College Square station and Franklin Blvd. station
- EBMUD pipeline and sanitary sewers
- New commercial development near Power Inn Road
- Highway 99 flyover
- High voltage lines near the Union Pacific Railroad and Cosumnes River College
- Location of existing fiber optic and gas lines
- Raising Morrison Creek levees
- Maximize access to existing development
- Raising Union House Creek levees/flood wall
- Elk Grove Unified School District new high school and middle school
- Park and library
- Sacramento Municipal Utilities District substation and 69 kV overhead line
- Bruceville widening
- Cosumnes River college campus plans
- Archeological resources within Buffer lands

- **Potential feasibility of Highway 99 HOV (high occupancy vehicle) ramp connector to allow buses to quickly access LRT terminus station.**

Additional and more detailed issues will be documented throughout the course of the project.

PROGRAM COMPONENTS

This Draft Public Participation Methodology Report has been designed in an effort to reach all of the target audiences that have been identified. Below is a list of the main program components.

- Methodology Report
- Define Key Stakeholders
- Mailing Lists
- Stakeholder Interviews
- Scoping Process
- Elected Official/Govt. Staff Briefings
- Agency Coordination
- Project Information Line
- Web Page Development
- Citizen Inquiry Responses
- Local Project Information Repository
- Media Relations Program
- Fact Sheets/Newsletters/Brochures
- Interest Group Presentations
- Public Open Houses/Workshops
- Graphics/Public Displays
- Meeting Logistics/Documentation
- Public Hearings

Public Participation Methodology Report

Task Activities: Preparation of the Methodology Report that outlines the program objectives, key target audiences, program responsibilities, issues identification, program components and the program schedule. This Report describes the public participation activities and program in detail. It also provides a comprehensive review of the issues raised during the stakeholder interviews and briefing process. The Public Participation Methodology Report will be revised to respond to one consolidated set of RT comments, after which one hundred bound and one unbound reproducible copy will be provided to RT. Public participation is a dynamic activity. Depending upon events, it may be valuable to update the Public Participation Methodology Report over the life of the project.

Deliverables: Methodology Report

Definition of Key Interested Parties

Task Objective: An important aspect of the project will be to inform and keep all interested parties updated on project developments and changes. The Study Team coordinated with RT staff to define individuals and groups who were affected by or expressed interest in this study. This effort focussed on establishing primary contacts within the various localities and gathering information on specific homeowner business groups in the project area, as well as regional and countywide interested parties. Additional contacts will continue to be defined through discussions during stakeholder interviews.

Services/Deliverables: Representatives from the key interested parties that have been defined to date have been interviewed. Additional parties have been defined as a result of that process. All key interested parties will be incorporated into the project mailing list.

Mailing List

Task Objective/Work to be Performed: The goal of establishing and maintaining a project mailing list is to ensure that all interested parties are appropriately informed and updated on the purpose and progress of the South Sacramento Phase 2 Corridor Project. The Study Team will work in collaboration with RT staff to develop an inclusive and diverse database by utilizing the existing South Sacramento Phase 1 extension project mailing list and other concurrent projects in the area, Metro Scan, and other resources. The Study Team will develop a project mailing list, incorporating all interested parties, including key stakeholders, property owners, residents, community groups, civic groups, neighborhood associations, business and planning professionals, local elected officials (City, County, and State), officials representing surrounding counties, local, state and federal agencies, etc. A partial list of such entities includes:

- Regional Transit Board of Directors
- Sacramento Board of Supervisors
- City of Sacramento Elected Officials
- City of Elk Grove Elected Officials
- Elk Grove Community Council
- Sacramento Local Area Formation Corporation
- Caltrans
- North Laguna Creek Neighborhood Association
- South Sacramento Chamber of Commerce
- Sacramento Metro Chamber
- Cosumnes River College

In addition, the Study Team will incorporate other special interests, such as transportation advocacy groups, environmental groups, regional agencies and organizations. This includes, but is not limited to:

- American Lung Association
- California Native Plant Society

- California Waterfowl Association
- Friends of Light Rail
- Friends of the Swainson's Hawk
- League of Women Voters
- Light Rail and Transit Advocates
- Modern Transit Society
- No Way L.A.
- Planning and Conservation League
- Sacramento Area Bicycle Advocates
- Sacramento Asian-Pacific Chamber of Commerce
- Sacramento Black Chamber of Commerce
- Sacramento County Alliance of Neighborhoods
- Sacramento Hispanic Chamber of Commerce
- Sacramento Transportation Management Association
- Sierra Club, Sacramento Chapter

Furthermore, utilizing Metro Scan, a software program that has the capability to track property owners by conducting radius searches or through identifying specific boundaries, the Study Team will be able to target those specific communities located immediately surrounding the corridor and that potentially may be interested in or affected by the study. Depending on the number of property owners and residents identified within this specific parameter, it may be necessary to manipulate the parameters so as to have a more concentrated and manageable area, without sacrificing key individuals or groups.

The Outreach Team will conduct a Metro Scan search by dividing the corridor into three sections. However, all area boundaries will overlap so as to make sure property owners within the specified areas are not overlooked. The search will include the following areas:

Area One - This section includes the corridor extending from Meadowview Road to Union House Creek. The search extended just east of Union House Creek, and spanned 1,000 feet out from both sides of the corridor. (849 property owners/occupants were found in the initial search.)

Area Two - This section includes east of Union House Creek to Center Parkway, and spans 1,000 feet out on both sides of the corridor. (1,444 property owners/occupants were found in the initial search.)

Area Three - This section includes Center Parkway to the Southern Pacific Railroad tracks, and spans 1,000 feet out on both sides of the corridor. (1,384 property owners/occupants were found in the initial search.)

Finally, the Outreach Team will add resource agencies identified for the scoping meetings and other contacts specifically requested by Regional Transit. The total number of mailing contacts for the South Sacramento Phase 2 Corridor Project is expected to exceed 5,000.

The Outreach Team will maintain the mailing list throughout the duration of the Project. Each month, the Team will conduct a Metro Scan update and make changes to the mailing list accordingly. Furthermore, any individual or organization that requests to receive information on the project or to become involved will be added to the database.

Products/Deliverables: A master mailing list and periodic updates will be submitted to RT for approval. It is noted that approximately 5,000 names have been placed on the mailing list.

Project Information Line

Task Objective: Due to the length and complexity of the South Sacramento Phase 2 Corridor Project, the Outreach Team will use a separate project information telephone information line to be maintained throughout the entire duration of the Project. Working with the RT Public Information Officer, the Outreach Team will establish and maintain a project information telephone line to provide twenty-four hour access for public inquiry. The Outreach Team will be responsible for updating the recorded voice message on a weekly, or as needed basis to include Project updates, upcoming public meeting dates and event information.

Furthermore, the Outreach Team will manage all inquiry responses. The Outreach Team will check the information line at a minimum twice daily, and will be responsible for personally responding to caller inquiries, or routing caller inquiries to the most appropriate RT staff person who then will make the response. The Outreach Team will also be responsible for creating and maintaining a phone log complete with the date, time, and description of the caller inquiry, as well as the response made by The Study Team. The telephone logs will be submitted to RT and Team members in the Monthly Project Status Report.

Services/Deliverables: Establish and advertise the information line phone number, monitor line twice daily, provide phone logs, respond to inquiries.

Stakeholder Interviews:

Task Objective: An important aspect of the project will be to inform and keep targeted stakeholders updated on project developments and changes. The Outreach Team coordinated with RT staff to define individuals and groups who expressed interest in this study or were affected by the project. Additional contacts will be defined through discussions with stakeholder interviews, discussed earlier.

Products/Deliverables: Research stakeholder lists, contact stakeholders, schedule interviews and provide for locations (if necessary). Provide summaries of stakeholder interviews to the Study Team and RT staff. Incorporate additional contacts into the project mailing list.

Elected Officials/Government Staff Coordination and Briefings

Task Objective/Work to be Performed: Local government staff and elected official briefings are interwoven in the study process. In order to maintain thorough and ongoing communication with both elected officials and staff or the key local jurisdictions, the program includes several briefings and continued consultation with the local government staffs from the City and County of Sacramento. Specifically, the Study Team will periodically brief City Council members, Bonnie Pannell and Robbie Waters, County Board of Supervisors from the area, Roger Niello and Don Nottoli, Mayor Fargo and the RT Board Chair (Pannell).

The focus of these briefings is to provide input on what is occurring in the overall project. Coordination with local governments is critical on issues such as land use compatibility, neighborhood impacts, traffic, visual, noise, growth-inducing impacts and funding. The Study Team will assist RT in scheduling and presenting elected official briefings as appropriate.

Experience on other similar projects has shown that a pro-active approach in this area is extremely beneficial. All proposed elected official briefings will be closely coordinated and approved in advance.

Products/Deliverables: Agendas and meeting documentation for local government staff meetings will be produced by the Study Team. Summary presentation outlines and a summary report will be produced for all elected official briefings.

Agency Coordination

Task Objective/Work to be Performed: Maintaining ongoing coordination with all agencies involved with the South Sacramento Phase 2 Corridor project will facilitate the successful implementation of the environmental review process. The Study Team will maintain a list of the agencies and primary contacts. This list will be updated based on input from RT and other team members. The Study Team will set up and document any meetings that occur with environmental agencies. PAM will be kept apprised of such meetings in advance and will attend when appropriate. PTG and PAM will coordinate on this task. It is expected that RT, with assistance from PTG will play the lead roles in initiating necessary meetings in this area. Documentation of all meetings will be transmitted to the Study Team when appropriate, as well as copies of all correspondence.

Products/Deliverables: Contact list of Agency representatives, support for Agency meetings and briefing.

Citizen Inquiry Responses

Task Objective/Work to be Performed: Assist RT in responding to questions and inquiries that arise during the course of the project. At this time, RT is the

designated contact for public information. If requested, the Study Team is available to assist with phone and written correspondence on a day-to-day basis. Copies of all correspondence and RT's responses are to be provided to the Study Team.

Products/Deliverables: Public contact sheets and written correspondence reports will be assembled as appropriate.

Local Repository for Project Information

Task Objective/Work to be Performed: Establish a local information source for project information and materials. PAM will work with the Sacramento public library (main branch as well as local library branches in the project area) and RT to establish a physical space, easily accessible to the public, dedicated to housing all informational materials that pertain to the South Sacramento Phase 2 Corridor project. Appropriate contacts within each organization will be identified and will receive any public information materials produced. PAM will determine an appropriate medium for advertising the location and contents of the repository.

Products/Deliverables: Establish repository contacts and space. Establish procedure for notification and provision of new information and materials. Establish mediums for advertising repository locations and contents to the public on an ongoing basis.

Media Relations Program

Task Objective/Work to be Performed: In order to keep the media well informed of project milestones, developments and public meetings, an appropriate and effective press relations/media strategy program will be developed. The Study Team will prepare press releases, newspaper advertisements and articles to be submitted to RT for approval and distribution. RT staff will be responsible for acting as the spokespeople for all media queries and interviews.

A media list has been prepared with the appropriate contact person(s) from various newspapers, television and cable stations and talk radio station. The Team has already identified reporters who have previously written or placed articles about RT projects and other transportation issues. Jo Noble, RT Public Information Office, will serve as the point of contact between RT and the Team. All media releases and media calls will be handled by Mike Wiley, RT Director of Customer Relations, and Bill Draper, RT Public Information Office Manager. Mike Wiley and Bill Draper will also serve as media spokespersons for the project. See Target Audiences/Media (page 7) for a complete listing of local area media contacts.

Additional media placement will include drive time call-ins to the talk radio station, article placement in community/neighborhood newsletters, organization newsletters (such as South Sacramento Chamber) and meeting announcements on organization and association web sites. In addition, promotional outreach will include bus placards, flyers and information displays placed at various business venues.

Products/Deliverables: Media list, press releases, public service announcements, display advertising copy and design, general design and contents for a press kit, design and placement of bus placards and other display opportunities (stores, restaurants, coffee shops). The Study Team will assist RT in preparing for and responding to media inquiries. All written media material and display advertisements will be reviewed by PTG to ensure accuracy prior to their submittal to RT for final review and approval.

Fact Sheet/Newsletters/Updates/Announcements

Task Objective/Work to be Performed: Fact sheets and newsletters provide project information and keep the public informed and updated on project developments. Announcements and/or newsletters will serve as notification of all public meetings. As appropriate for general public information or for various meetings, the Study Team will prepare up to three editions of a project newsletter, project updates targeted to specific audiences (elected officials or specific community groups, including non-English-speaking audiences); and up to three short “fact” or frequently-asked-questions (FAQ) sheets to disseminate information about the project. PTG will provide graphics and project information, as well as review and quality assure all narrative materials prior to being submitted to RT for review.

Products/Deliverables: The Outreach Team has already revised the existing South Line logo to reflect the Phase 2 project and will prepare other camera-ready art for review and approval by RT staff prior to its use in project print media or on the project web site. PTG will provide project vicinity map and base map plan drawings of the project facilities. Up to three project newsletters, fact sheets and targeted updates will be sent out at key major milestones or just before public meetings. The newsletter will be sent to the entire mailing list.

Web Page

Task Objective/Work to be Performed: The Study Team will work under the direction of the RT web master to maximize online public participation using well-designed, interactive web pages. The project web page will be linked to RT’s existing web site and would contain information about the project scope and environmental review process. The page will be under the auspices of RT’s web master with information and design being provided by the Outreach Team. Specifically, the pages will include: project location maps, alignment and station drawings, PowerPoint presentations, fact sheets and other pertinent information such as Frequently Asked Questions page, and a calendar of public meetings. There will also be a page for how to contact someone from the project (RT Public Information staff) and an e-mail link that will be checked and responded to daily by the Study Team.

Products/Deliverables: Web page design, copy for each page, and public responses. All material will be reviewed and approved by RT and PTG for accuracy and timeliness.

Informational Presentations to Special Groups/Speakers Bureau

Task Objective/Work to be Performed: Ongoing communication with various special interest groups throughout the project has been identified as one of the most effective ways to provide information and receive input. Keeping in contact with special interest groups is a very effective and appropriate way to inform the community and update organizations about the project. Certain representatives from RT and/or Study Team members may be asked to make routine presentations to groups such as the Chamber of Commerce, realty associations, community organizations, environmental groups and others.

The Study Team will arrange for and give input to RT on the schedule, agenda, presentations and follow-up for the community presentations, assist in conducting the meetings and presentations, and prepare meeting summaries and action items from these presentations. The Study Team will provide appropriate and portable graphics for the presentations. After each meeting, the Study Team will review the action items and identify information needed for responses, ensuring that appropriate and timely responses are developed.

Products/Deliverables: Periodic schedule of meetings, agendas, meeting summaries, action item lists and response documentation will be provided by the Study Team at the direction of RT.

Public Open House Meetings/Workshops

Task Objective/Work to be Performed: RT and the Study Team have agreed upon the best forums to communicate to the public throughout the project. Input on format and content from the consultants and RT will continue to be sought as appropriate. Of the various formats available to RT to keep the public updated and informed during the study, it has been determined that special presentations or workshops with small groups and informal open houses will provide the most effective forum for two-way communication between different segments of the community, as well as the broader public.

Open houses give the interested agencies and the broader public an opportunity to meet informally with RT staff and technical consultants and provide input. A possible format would be to meet from 5:00 PM to 8:00 PM to give the public maximum time to attend. Maps, exhibits and technical personnel will be on hand to answer questions and provide information on the status of the project.

A public workshop format can take many different forms, such as multiple round table discussions to actively solicit ideas and issues from the public. This type of format assists the public in providing focused, organized and constructive feedback for the Study Team. Workshops may focus on a specific set of issues of concern to a target audience, such as noise mitigation, aesthetics and congestion. These meetings would be arranged by PAM and coordinated with RT and PTG. For each meeting, PAM will organize a strategy meeting with RT staff and the Study Team as appropriate. At the strategy meetings, presentations, exhibits, and information will be discussed and tasks will be defined and assigned.

Products/Deliverables: The Outreach Team will arrange all meeting notices and logistics, agendas, meeting materials, presentation materials, meeting documentation and meeting summaries.

Graphics/Public Exhibits

Task Objective/Work to be Performed: Graphics will be emphasized for public communication. Photographs, maps, charts and schedules will be prepared for workshops, open houses and public meetings, as needed. PTG will provide appropriate graphics for use on the displays, in public materials and at public meetings. Exhibits will be portable whenever feasible so that any member of the Study Team can transport them to appropriate meetings and presentations.

Products/Deliverables: Consultation, coordination and review of all graphics and presentations for public information purposes.

Scoping Process

Task Objective/Work to be Performed: Pursuant to NEPA and CEQA requirements, the program includes a complete scoping and early consultation process with public agencies and the general public. The scoping process assists the Study Team in identifying significant environmental issues and/or concerns to be addressed during the study.

PAM will coordinate all necessary logistics for the open house/scoping meetings and prepare a scoping booklet, all the necessary handouts and notification materials including an initial fact sheet that will act as the general notice for the meetings.

Products/Deliverables: A public/agency scoping meeting, strategy meetings, consultation and coordination of exhibits, fact sheets, mailing lists, letters to elected officials, display advertisements, press releases, comment sheet, sign in sheets, open house program, list of common questions and answers, and a summary scoping report. Public and agency scoping meetings will be held early in the study to solicit input and help guide the study.

Noticing/Meeting Logistics/Meeting Documentation

Task Objective/Work to be Performed: Provide uniform and accurate documentation necessary to identify trends, and to anticipate and respond to the concerns of the agencies and the public. Meeting summaries and action items will be prepared as needed. PAM will prepare the text for meeting notices and make arrangements for meeting locations, etc. as outlined herein. RT will place all formal legal noticing and display advertisements in the newspapers. PAM will be responsible for timely and accurate records of meetings that take place during the course of the study. RT will review all materials before any public distribution.

Products/Deliverables: The Outreach Team will prepare meeting summaries, action items, agendas and meeting notices and documentation as outlined herein.

Public Hearing

A formal public hearing will be held to receive comments on the Supplemental Environmental Impact Statement/Supplemental Environmental Impact Report and the Team will assist RT and Parsons Transportation Group in that process.

Task Objective/Work to be Performed: Pursuant to NEPA and CEQA compliance, a formal public hearing will be held after the supplemental environmental document has been released and distributed for public comment. RT, with assistance from PTG and PAM, will have primary responsibility for the public hearing. Public comments will be heard and addressed. PAM will arrange the meeting logistics and attend the meeting. They will keep a record of the issues, prepare a public hearing summary report and arrange for a court reporter so that the transcripts are available for the preparation of the final environmental document.

Products/Deliverables: Hearing logistics, a summary report and formal transcripts will be prepared. A court reporter will be provided at the public hearing; one original report is assumed and additional copies will be provided to RT.

Outreach Team Meetings/Check In

Task Objective/Work to be Performed: PAM will hold meetings or check ins throughout the course of the project with RT staff and Outreach Team members. These meetings will serve as opportunities to brief and advise the team on any technical or political concerns as well as review and advise on outreach concepts, decisions and deliverables.

Products/Deliverables: PAM will schedule meeting times/conference calls and notice the team, prepare the agenda, and facilitate and document the meeting.

PROGRAM RESPONSIBILITIES

The Outreach Team, in close coordination with RT staff, will take the lead role in expediting and preparing the elements of the Public Participation Program. All publicly distributed materials will be reviewed and approved in advance by RT. The following is a summary of broad responsibilities as they pertain to the Public Participation Program:

- ✓ RT: Will have overall technical oversight and review. RT is the lead agency (technically and legally responsible) for the environmental review process.
- ✓ Consultant: Will perform the required contractual elements of the work program.

Program Administration: Public Affairs Management (PAM), in collaboration with the Hoyt Company (THC), works under the direct supervision of Parsons Transportation Group (PTG). Public Affairs Management has responsibility for overall management and implementation of day-to-day tasks for the Public Participation Program. It is assumed that RT is the primary contact and will be notified of all dealings with the public. Public Affairs Management will communicate first with the Parsons Transportation Group Program Manager then directly with the RT Manager and/or Public Information Officer unless otherwise advised.

The Public Participation Team: The Team will be responsible for coordination of overall presentations and the implementation of the Public Participation Program. Ben Strunwasser will serve as Principal-in-Charge and Karen Sarlo as Public Participation Manager for PAM, and Wendy Hoyt as Principal-in-Charge and Susan Willson as Project Manager for The Hoyt Company.

CONCLUSION

This Methodology Report provides a comprehensive overview of the Public Participation Program for the South Sacramento Phase 2 Corridor Project. Its development reflects both the professional experience of Public Affairs Management and The Hoyt Company and the unique characteristics and quality of the project area participants. Particular attention has been paid to information obtained during the stakeholder interviews and briefings held to date. Much of the data gathered during this process will be of value throughout the course of the study, not only for the Public Participation Program, but for other aspects of the study as well.

As the project proceeds and conditions invariably change, review of and adjustments to the public participation methodology will be necessary. The Report has been designed to be flexible enough to accommodate any unexpected events or changes in circumstances. Through a process of re-evaluation and coordination with the Study Team, elements of the program will be enhanced and new components will be developed to address these changes. Ultimately, an effective Public Participation Program must be responsive to the needs and particular characteristics of the community in which it is conducted. The South Sacramento Phase 2 Corridor Methodology Report will strive to meet the Regional Transit District's objectives and efforts in implementing effective public participation and community input.