

WORK ELEMENT NUMBER 1130

Public Involvement Program

Project Manager: Theresa Wright

ESTIMATED EXPENDITURE AND ANTICIPATED REVENUE: FY 2018-2019

EXPENDITURES			REVENUE		
Agency	Amount (\$)	Change	Source	Amount (\$)	Change
TAMC			TAMC		
Personnel	209,198	0	PPM	30,000	0
Contractual	100,000	30,000	Local	279,198	30,000
TOTAL	309,198	30,000	TOTAL	309,198	30,000
				% Federal	0%

Project Description

The Public Involvement Program is the implementation of the Monterey Bay Area Public Participation Plan. The Plan was created through the coordinated efforts of AMBAG, TAMC, SCCRTC, and the San Benito Council of Governments, with review by FHWA, FTA, and Caltrans. The Plan purpose is to support and encourage early and continuous public education and participation regarding the transportation planning process and "C-3" metropolitan decision making process through the three county region.

This Work Element covers the activities of the Transportation Agency for Monterey County in the education of the public and transportation stakeholders, and provision of opportunities for participation in the planning processes. It is designed to provide continuous, comprehensive outreach and information in order to generate a foundation for understanding the transportation issues, potential solutions, and inform the public about the regional transportation agencies and their roles and responsibilities. The process begins at the local level, culminating in public participation on regional transportation planning, specifically addressing the Metropolitan Transportation Plan and Metropolitan Transportation Improvement Plan. This building-block approach addresses the rural character of the region and assures that the ultimate regional decision making is based on meaningful public participation by an informed public. Safety is a key criteria in TAMC's planning goals and project selection. Emphasis is placed on educating the public about safety issues and opportunities to increase safety for the traveling public. Program-specific public participation work for the RTP/MTP and RTIP/MTIP are included in the work elements for those work elements.

Social media is increasingly becoming the platform of choice for the public to receive information about local issues, to express opinions and ask questions. The Agency has its social media platform in order to engage a broader range of the public. Program-specific social media for plans and studies such as the Hwy 68 corridor studies will be coordinated as part of the Transportation Agencies overall public involvement effort in this Work Element.

Previous and Ongoing Work

The Transportation Agency participated in the update of the AMBAG Public Participation Plan which was adopted on April 8, 2015. It was developed to conform to the Moving Ahead for Progress in the 21st Century Act legislation, and pursuant to changes in the California Government Code 65080 that occurred with the passage of Senate Bill (SB) 375 in 2008.

Since 2002, the Agency has conducted an annual awards program to highlight transportation accomplishments as a tool to generate public awareness of transportation matters and the various agencies' roles. The Agency also conducts a public involvement program emphasizing outreach to the general public on individual projects and programs. As part of this effort, the Agency publishes an Annual Report, mailed to all households and posted on the Agency's website. In 2007, the Agency initiated the taping and televising of Board meetings on public access television and on the Agency website. In 2009, the Agency assumed the hosting of a monthly talk program on public television featuring multiple guests and covering a wide variety of current topics related to transportation in Monterey County. The "Your Town" television program was discontinued in 2014 due to Access Monterey Peninsula relocating studios to Monterey. However, it was resurrected in 2016 as the new "Keep Monterey County Moving" TAMC television program at the new Access Monterey Peninsula recording studios in Monterey.

Steps and Products

<i>Task</i>	<i>Description</i>	<i>Deliverable</i>	<i>Completion Date</i>
1	Circulate Transportation Agency monthly Board minutes and agendas and post on the Transportation Agency website, and invite public attendance and comment:	Publicized Board and Committee agendas, reports, and minutes	Monthly
2	Issue and post Transportation Agency monthly Executive Committee, Technical Advisory Committee, Rail Policy Committee, and Pedestrian and Bicycle Advisory Committee minutes and agendas on the Transportation Agency website.		Monthly
3	Post Transportation Agency news releases, activities, and programs on the Transportation Agency website. Regularly update website content and appearance.	On-going planning & outreach to inform the media about transportation projects	Weekly
4	Publicize Transportation Agency Board activities with the monthly Transportation Agency "highlights" document distributed to interested individuals, groups and the media.		Monthly

5	Televis Agency Board meetings and provide full-time video access on the Agency website, updated with each Agency Board meeting.	Televised Board meeting broadcasts, accessible on website	Monthly
6	Prepare 2018 annual report that summarizes activities related to state, federal, and local transportation planning, and send to all Monterey County households; including Spanish translation for targeted distribution.	2018 Annual Report	4/30/2019
7	Hold annual awards program to increase the awareness of and generate interest in transportation matters.	Transportation Excellence awards program	1/23/2019
8	Conduct public outreach publicizing the number of fatalities and severe injuries in Monterey County	Press releases and on-line media postings focused on safety	6/30/2019
9	Use social media platforms to educate the public on transportation issues and encourage public discussion about transportation.		Weekly
10	Conduct public outreach publicizing Measure X programs and projects.	Press releases, interviews, on-line media postings, quarterley Measure X e-newsletter & public presentations	Monthly
11	Re-design the Transportation Agency logo	Updated agency logo	6/30/2019