

# **TAMC Monterey Bay Area Rail Network Integration Study**

## **Draft Stakeholder Engagement Plan**

**September 4, 2019**

### **Introduction**

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#### **Project Overview**

The Monterey Bay Area Rail Network Integration Study (NIS) will lay the groundwork for implementing the California State Rail Plan (CSRP) in the Monterey Bay Area by determining the optimal options for rail connectivity and operations, equipment needs, governance, and community benefits for service between Monterey County and Santa Clara County, Monterey and Santa Cruz, and the Coast Rail Corridor.

This study will also assist the Transportation Agency for Monterey County (TAMC) by providing the data needed to prepare grant applications for funding new stations at Pajaro/Watsonville, Castroville, Soledad and King City.

#### **Stakeholder Engagement Plan**

The purpose of the Stakeholder Engagement Plan (SEP) is to describe the stakeholder and public involvement strategies planned to obtain input throughout the Network Integration Study development process; identify key stakeholders; and outline specific procedures for capturing input, including developing a Network Advisory Committee (NAC) and holding outreach meetings with key stakeholders.

#### **Outreach Goals:**

- Promote the long-term benefits of the project for interregional mobility.
- Tell the story of the benefits that will occur as a result of the project to benefit the region's overall economic health and revitalization.
- Ensure that the Monterey Bay Area transit community and interest groups understand TAMC's role in regional rail planning and feel engaged in NIS development.
- Conduct a transparent, inclusive and inviting outreach campaign that leads to the development of a comprehensive NIS.
- Ensure messaging is consistent with other local, regional, and statewide planning documents, including the CSRP and relevant transportation planning documents from Monterey-Salinas Transit (MST), Santa Cruz County Regional Transportation Commission (SCCRTC), Association of Monterey Bay Area Governments (AMBAG), San Benito Council of Governments (SBCOG), San Luis Obispo Council of Governments (SLOCOG), and Santa Barbara County Association of Governments (SBCAG).

## Outreach Objectives:

- Provide opportunities for coordination with key stakeholders to obtain valuable input that improves the plan's potential for successful future implementation.
- Increase public awareness of the NIS through collaborative efforts which capitalize on existing communication programs.
- Ensure relevant community organizations, environmental justice groups, Native American tribes, and communities identified as disadvantaged by SB 535 and AB 1550 are engaged for input throughout the NIS planning process.
- Provide easily understood and concise project information that fosters project education and garners public interest and input. Project information will be provided in languages other than English as applicable.
- Apply recognizable project branding and foster relations with media venues that will serve as long-term public portals for obtaining state-wide rail information.

## Tasks

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### Task 2.1: Stakeholder Engagement Plan

Develop the SEP to describe the stakeholder and public involvement strategies; identify stakeholders; and outline specific procedures for capturing input.

### Task 2.2: Network Advisory Committee

Establish a NAC consisting of the key stakeholder entities for this project to provide critical input from agency peers and major rail stakeholders into the NIS development process and to cross-pollinate regional activities, findings, and recommendations.

- TAMC will invite the relevant entities and host the meetings.
- AECOM will prepare the meeting agendas, presentation materials, sign-in sheets, and minutes.
- AECOM will seek NAC input on project goals and findings throughout the Network Integration Study.
- The NAC will be comprised of representatives of key rail stakeholders and partners including:

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| Association of Monterey Bay Area Governments (AMBAG) |
| California Department of Transportation (Caltrans)   |
| California State Transportation Agency (CalSTA)      |
| Caltrain Joint Powers Board                          |
| Capitol Corridor Joint Powers Authority (CCJPA)      |
| City of Gilroy                                       |
| City of King City                                    |
| City of Marina                                       |
| City of Monterey                                     |
| City of Salinas                                      |

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| City of Sand City   |
| City of Seaside   |
| City of Soledad   |
| City of Watsonville   |
| County of Monterey  |
| County of Santa Cruz  |
| Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency (LOSSAN) |
| Monterey Airbus   |
| Monterey County   |
| Monterey-Salinas Transit District (MST)                                 |
| Progressive Rail Inc.   |
| San Benito Council of Governments (SBCOG)                               |
| San Luis Obispo Council of Governments (SLOCOG)                         |
| San Luis Obispo Regional Transit Authority                              |
| Santa Barbara County Association of Governments (SBCAG)                 |
| Santa Clara Valley Transportation Authority (VTA)                       |
| Santa Cruz County   |
| Santa Cruz Metro  |
| Santa Cruz County Regional Transportation Commission (SCCRTC)           |
| Santa Maria Valley Railroad   |
| Union Pacific Railroad  |

## Task 2.3: Briefings and Outreach Meetings

- Provide targeted briefings & outreach meetings with the following groups of organizations:
  - Community leaders
    - Elected Officials – City Councilmembers, County Supervisors
    - Local Chambers of Commerce / Business Organizations
  - Community Organizations
    - Mobility advocates (e.g. bike advocacy committees, rail advocacy groups)
    - Environmental advocates
    - Rotary clubs
    - Military base leaders
  - Disadvantaged Communities
    - Hollister LULAC
    - Salinas LULAC
  - Freight Rail Operators
    - Union Pacific Railroad
    - Santa Cruz Monterey Bay Railway (Progressive Rail)
    - Santa Maria Valley Railroad
- AECOM will hold up to four briefings and presentations to share study goals and key findings with interested parties identified by TAMC.
- TAMC will arrange for the briefings and AECOM will make the presentation and gather input for the study.

- AECOM will produce a recorded version of a briefing presentation for distribution at TAMC's discretion.

## Schedule & Strategy

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### NIS initiation

- On May 16, 2019, an internal team kickoff meeting was held with TAMC, Caltrans, AECOM, Deutsche Bahn (DB), and Pennino Management Group (PMG) staff. The focus of the internal kickoff meeting was to understand the background of the NIS, how it is related to the 2018 California State Rail Plan, and to identify a general timeline and approach for the project.
- An external kickoff meeting was also held on May 16, 2019, with representatives from AMBAG, CalSTA, MST, SBCOG, SLOCOG, SBCAG, and SCCRTC. The focus of the external kickoff meeting was to lay the groundwork for future dialogue, collaboration and strategy between agencies.

### Network Advisory Committee (NAC)

AECOM will conduct up to eight quarterly NAC meetings. Project technical work and deliverables will be performed with NAC meeting schedule in mind. Ideally, NAC meetings will be held in time to provide input on approach to and early drafts of deliverables, prior to their finalization. Deliverables are listed below:

- Existing and Future Conditions memo
- Future Monterey Bay Area Network Service Vision memo (nine scenarios)
- Modeling assumptions and preliminary list of improvements
- Identification of capacity needs for future service levels
- Governance and Operations Models memo
- Cost Estimate memo
- Ridership Results memo
- Fleet Strategies memo
- Funding and Finance Strategies memo
- Benefits Assessment memo
- Technical Analysis documentation
- Grants Strategy memo
- Network Integration Study

### Meeting schedule and location

AECOM will reach out to NAC members to identify the best date for the first meeting. At the end of each NAC meeting, a proposal will be made for the following NAC meeting date and time.

The initial NAC meetings will be held at TAMC offices in Salinas. Thereafter, other locations can be evaluated if necessary.

### Agendas

AECOM will work with TAMC to identify the topics to cover in NAC meetings, prepare a presentation and allow time for group discussion with attendees. AECOM will take notes at NAC meetings and record group decisions made as well as tabled items and action items.

### Meetings with Key Stakeholders

Up to four briefings or presentations to share study goals and key findings with interested parties not included in the NAC.

TAMC will arrange for the briefings and AECOM will make the presentations and gather input for the study.

Meetings would be held following the completion of the initial draft NIS, and prior to the release of the final draft NIS, allowing for the team to inform stakeholders what is anticipated to be presented in the report; allow for any input to be gathered for the release of the final draft NIS; and gain support in the publicizing of the final draft NIS to stakeholders' constituents and contact lists.

AECOM will support TAMC by preparing talking points, presentation materials, and other materials as needed to present updates and obtain input from the TAMC Rail Policy Committee at their monthly meetings.

### Stakeholder Database

Identify stakeholder contacts and maintain a stakeholder database document representing the following categories:

- Project partners and consultant team
- Transportation agency staff
- County and city staff
- County and city elected officials
- Federal and state agencies
- Tribal governments and Native American organizations
- Regional planning agencies
- Passenger rail operators
- Freight rail contacts
- Transit agencies
- Institutions (i.e. academic, health, military, etc.)
- Environmental justice groups
- Community-based organizations
- Business and civic organizations (i.e. chambers, rotary clubs, etc.)
- Interested stakeholders / members of the public

The stakeholder database will be continuously updated.

## **Communications Materials Development**

Develop a brand to convey the core benefits of the NIS project and unite project communications under a clear visual system. This includes key colors, fonts, and templates for PowerPoints, meeting agendas, flyers, and other associated communications materials related to the project.

Produce supportive collateral materials that educate, inform, and solicit input from the public and key stakeholders for the NIS. This includes the following:

- Meeting Notices and Agendas
- Presentation Materials
- Meeting Handouts
- Email Blasts
- Social Media Communications

## **Social Media Strategy**

AECOM will supplement TAMC's current "voice" for social media presence, identify goals and outline the updates that will be shared on social media. AECOM will draft Facebook and Twitter posts to announce key project milestones.

The project will use the current TAMC Facebook page to provide specific information related to the NIS. The branding developed for the project will be extended into images. AECOM will coordinate with TAMC's Public Information Officer (PIO) to manage the Facebook page to increase the audience. The posts may include:

- Important project updates;
- Newly created project resources, such as updated website pages, meeting presentations, and handouts; and
- Reinforcement of positive media attention by sharing selected articles.

As with Facebook, AECOM will provide content to extend and reinforce the project's branding with TAMC's Twitter profile name (@TAMC\_News).

## **Media Outreach**

TAMC maintains a list of key media outlets and reporters to target for outreach. TAMC's PIO will continue to serve as spokesperson when these interviews are scheduled. AECOM will develop talking points for media opportunities (with input from TAMC staff).