

CHAPTER 11

Public Outreach

PURPOSE

The City is committed to meaningfully involving the public in the development of public projects. This chapter outlines the necessary steps in effective public involvement and outreach.

DEFINITIONS / ABBREVIATIONS

- MCSMedia and Communications Specialist
- POCPublic Outreach Consultant
- PublicThe broad group of citizens interested in general information about the project but that may not be directly impacted.
- Stakeholders..Members of the public who have a direct “stake,” to varying degrees in the project’s outcome, i.e., neighborhood associations, Council members, local businesses, advocacy groups and residents directly along the project route.
- Traffic AlertAlerts the public and stakeholders about a project requiring lane or road closures on major arteries. The traffic alert is sent to the news media, all DOT and General Services managers and supervisors, key community groups, City PIOs, the City Manager’s office, and the City Council.

Media

Advisory An advisory distributed to the news media to alert or invite them to a media event such as a groundbreaking or grand opening, or to provide an update on a project.

For additional abbreviations, please see the Abbreviations section at the end of this Manual.

POLICY

The City is committed to informing the public and stakeholders in advance so they will know all issues affecting their interests and have an accurate picture of the City’s proposed actions and plans. It is the Division’s policy that all projects be reviewed carefully to identify the appropriate public involvement and outreach plan to ensure that the general public is informed and all stakeholders have had an opportunity to participate in key aspects of the project in a meaningful way.

AUTHORITY

The Project Manager (PM) has the authority to initiate a public involvement/public outreach program with the MCS. Traffic alerts may be initiated by Construction Inspections and Traffic Engineering staff. The MCS has the authority to assess and determine whether a traffic alert or additional outreach is required.

RESPONSIBILITIES

Project Manager

- Reviews the draft public outreach plan or scope of work, traffic alerts, or any

other outreach document generated by the MCS/POC.

- Prepares an initial Project Fact/Briefing Sheet with all relevant information for all projects regardless of scope and size. (See Attachment 4).
- During each phase and prior to issuing an RFP for professional services on a project, the PM is to meet with the MCS to develop an outreach plan and to determine whether the outreach can be conducted in-house or if the project warrants a POC.
- Informs the MCS about project impacts and where applicable, reviews with the MCS a POC's proposed scope of work.
- Provides pertinent updates to the MCS.
- Invites the MCS to the project's kick-off meeting.
- Submits to the MCS a traffic alert request form a minimum of one week prior to start of construction work. (See Attachment 3).

Media and Communications Specialist

- Consults with the PM to determine the level of public outreach needed.
- Reviews/revises with the POC and PM the scope of the POC's work.
- Executes or oversees all public outreach plans.
- Serves as an initial point of contact for news media and coordinating media opportunities with the PM.
- Initiates a discussion with the PM to ascertain the project impacts and timeline, identify the affected public and stakeholders, and the political, environmental and media relations issues.
- Advises the project team as to what level of public outreach is needed.

- Reviews all direct mail pieces and media relations products for factual accuracy.

DETERMINING THE BEST LEVEL AND TIMING OF PUBLIC INVOLVEMENT AND PUBLIC OUTREACH

Public Involvement and Public Outreach

Public relations programs consist of public outreach and public involvement through the various phases of the project. Outreach occurs throughout all phases of a project while public involvement generally occurs during the planning, environmental, and design phases.

Public outreach keeps the public and top decision makers in the City and community informed through updated information about proposed project effects, scheduled community meetings and other events. Through involving the public in shaping the project, staff gets an understanding of the outcomes that the public wants and expects. In addition, public involvement helps to anticipate key issues and mitigate or eliminate potential conflicts that may significantly affect the successful delivery of a project. The earlier involvement and outreach begins, the more successful the project is likely to be.

Determining a Project's Required Level of Outreach and Involvement

Projects have varying degrees of public and stakeholder interest depending on whether they have a direct physical impact or introduce a controversial change to a community or neighborhood; have an economic impact; or represent a high level of public investment in the City's infrastructure.

Typical issues that should be considered in determining the level of outreach and public involvement required for a project are:

- Long term transportation impacts resulting from circulation or capacity changes which affect traffic volumes, access to property, or speeds.

- Construction impacts resulting in temporary road closures, detours, limited access to property, and noise.
- Significant environmental impacts such as air quality, congestion, biological, noise, or effects on historic resources.
- Economic or right-of-way impacts.
- Neighborhood livability impacts.
- Significant interest by Council members.

For purposes of developing an outreach program for a particular project, the PM is to meet with the Section Manager and MCS, and if applicable, the POC to discuss the following elements and options:

- Community meetings and format (open house workshop, staff/consultant presentations, staffing, elected officials etc.).
- Stakeholder Database
- Media relations prior to events/media advisory.
- Invitations to meetings, newspaper ads.
- Groundbreaking, grand opening.
- Newsletters before, during and after each project phase.
- Project webpage.
- Information line.
- Briefings with stakeholders, Council members, other elected officials.
- Potential letters, door hangers and/or newsletters during and after construction to supplement required notification by contractors.
- Traffic Alert notices issued at appropriate times.
- Letters to stakeholders/door hangers as construction nears.

All projects are to have a written summary of the proposed outreach and public involvement plan. The plan is to be developed in association with the MCS, the project team which may include a POC, and the PM's Section Manager and be closely coordinated with the affected Council offices. If a high level of public involvement is required, the plan is to conform to the format shown in Attachment 1.

ATTACHMENTS

- Attachment 1: Sample Public Outreach Plan
- Attachment 2: Traffic Alert Request Form
- Attachment 3: Sample Traffic Alert
- Attachment 4: Sample Fact Sheet

Sample Public Outreach Plan



CCTWC Public Outreach Plan DRAFT-December 13, 2005

Project Overview

The City of Sacramento will be releasing in January 2006, an Environmental Impact Report (EIR) about the Central City Two-Way Conversion Study, its impacts and alternatives. The study reviewed and assessed all one-way streets in the central city for possible conversion to two-way traffic. Conversion to two-way traffic is one way to reduce the impact of high volume streets.

The study was undertaken to analyze Central City street operations relative to improving neighborhood livability, promoting a pedestrian friendly and safe environment, reflecting stakeholder and community participation, maintaining a viable transit strategy, supporting a balanced transportation system and supporting continued revitalization of the commercial area of the central city. During an earlier phase of the study process, the City conducted meetings with stakeholders and held two open houses.

The commercial corridor historically has opposed two-way conversion, while residents have supported the study because a conversion would slightly slow traffic.

Goal

Help the public make an informed decision about two-way conversion

Objectives

- ◆ Increase awareness about the proposed project and its impacts as well as its alternatives as measured by attendance and feedback at a public workshop.
- ◆ Renew communications with the stakeholder review panel as measured by participation at the workshop.
- ◆ Engage the public and stakeholders in the process by encouraging written comments at the workshop and responding to the comments per the CEQA process.

Strategies

- ◆ Stakeholder and public relations
- ◆ Media relations

Tactics and tools

PT = Project Team: Hector, Ted, Grace and possibly JKS consultants

- ◆ Reserve space by December 16 for a public workshop at a downtown location for approximately February 2. (LT)
- ◆ Develop key messages: short succinct messages that will be incorporated into all public outreach materials and used by the Project Team (PT) during presentations by December 19. (LT w/input from PT and Hoyt)

- ◆ Refine previously created stakeholder database by December 31. (LT to refine, review with PT and Hoyt.)
- ◆ Brief Councilmembers Tretheway and Cohn about EIR forthcoming (Hector/Ted)
- ◆ Email heads up by January 5 to stakeholder review committee prior to dropping of mailer. (LT/LT to get list from Hoyt)
- ◆ Using key messages as basis for text and including necessary legal language, draft by December 20, final draft due January 5, a one page, 8 ½ x 11 or postcard notice of availability/invitation to public workshop to drop approximately January 10. (LT with review by PT and Hoyt)
- ◆ Update CCTWC information on DOT Webpage prior to mailer distribution. (LT with Web consultant)
- ◆ Place classified ad per CEQA in Bee to run on same day document is available. (Grace)
- ◆ Place display ad to run in Sacramento section of Sacramento Bee on Thursday prior to workshop. Deadline for ad will be 10 days prior to the ad running. (LT with Grace)
- ◆ Hold one team meeting two weeks prior to the workshop with the Hoyt Company to discuss meeting format, room layout, logistics and facilitation of public workshop.
- ◆ Hold public workshop with PT presenting, Wendy Hoyt facilitating and the Hoyt Company providing meeting materials and meeting summary.
- ◆ Review meeting summary and comment cards following meeting and respond to prepare responses to comments. (PT)

Traffic Alert Request Form



City of Sacramento

TRAFFIC ALERT REQUEST

Please use this form to provide the Media and Communications Specialist with the facts to determine whether a traffic alert is needed. The process gets started by filling in a few basic facts.

A traffic alert is warranted when traffic and/or pedestrian impacts related to construction activities are anticipated. The alert is sent out to the local news media and to City Council, the City Manager's Office and the managers of DOT and General Services. Issuance of a traffic alert does not relieve the requestor of direct communication with the contiguous or adjacent businesses and residents.

Your assistance in providing advance notice is appreciated. Traffic alerts require drafting and obtaining approval on copy and providing the news media with sufficient notice to consider running the announcement. Therefore, this form should be submitted to Linda Tucker, (x7523) media and communication specialist with DOT, at least seven days, ideally ten days, prior to scheduled work.

WHEN: *(Please indicate start and approximate end dates.)*

WHERE: *(Road and cross-streets)*

WHAT: *(Work to be completed)*

WHY: *(Why work is being done)*

IMPACT: *(Please indicate what roads, or lanes of roads, require closure, the streets between what blocks to be closed and any other impacts anticipated such as dust, noise and heavy equipment.)*

CONTACT(S): *(Project manager name, please include phone numbers)*

Sample Traffic Alert



DEPARTMENT OF
TRANSPORTATION
OFFICE OF THE DIRECTOR

CITY OF SACRAMENTO
CALIFORNIA

915 I STREET
ROOM 2000
SACRAMENTO, CA
95814-2604

TEL: 916-8-8-7100
FAX: 916-808-5573

Traffic Alert

Contact: Linda K. Tucker, Media and Communications Specialist
Department of Transportation
916/808-7523

Date: January 17, 2007

Portion of Gateway Park Boulevard in Natomas to close for sewer installation at new subdivision

The City of Sacramento Department of Transportation has approved the closure of Gateway Park Boulevard between Goldenland Court and Sports Drive beginning Monday, January 22, through Friday, February 2, during the evening hours of 8:30 p.m. and 5 a.m.

The closure will facilitate the installation of a new sewer line for the Natomas Place subdivision under development. Emergency vehicles will continue to have access; however, all other motorists are advised to use an alternate route.

For details, please contact Supervising Construction Inspector Mike Waldron at 916-952-8821.

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Sample Fact Sheet

**ARDEN-GARDEN CONNECTOR
 PROJECT INFORMATION SHEET**

Project Description: The Arden-Garden Connector project is a new, one-mile long, four-lane, arterial street which will connect Garden Highway near Northgate Boulevard to Arden Way at Del Paso Boulevard in the City of Sacramento. The project includes a 1400 foot-long bridge across the Natomas East Main Drain Canal, the Union Pacific Railroad, and the Sacramento Northern Bike Trail. The project will include bike lanes, sidewalks, raised medians, street lighting, traffic signals, and landscaping.

Project Benefits: The Arden-Garden Connector is the City of Sacramento's No. 1 priority transportation project. The project will:

- Relieve traffic congestion on El Camino/West El Camino Avenue, State Route 160, and Silver Eagle Road
- Link the communities of North Sacramento and South Natomas/Gardenland thereby stimulating business activity and economic revitalization
- Improve Access between Capital City Freeway and Interstate 5, including access to the major business/retail centers of South Natomas, Arden Fair, Point West, and Cal Expo
- Improve emergency vehicle access and response times and provide alternate access in case of flooding or other emergencies
- Create a safe, convenient bicycle access between the communities of South Natomas, North Sacramento, and the American River Bike trail
- Improve access to light rail from the South Natomas/Gardenland communities to the Arden Del Paso Light Rail Station

Project Support: Construction of the Arden Garden Connector project is supported by:

- Sacramento City Council
- South Natomas Business Association
- North Sacramento Project Area Committee
- North Sacramento Chamber of Commerce
- North Sacramento Congress of Neighborhoods
- Other public and private entities

Cost and Funding: The estimated cost of the project is \$22,000,000. Project funding is shown below:

<u>Fund Source</u>	<u>Currently Budgeted*</u>
City of Sacramento Transportation Sales Tax	\$3,434,000
City Of Sacramento Major Street Construction Tax	\$ 806,000
State Gas Tax	\$ 211,000
South Natomas Community Improvement Funds	\$ 200,000
Federal Demonstration Funds	\$1,000,000
Intermodal Surface Transportation Efficiency Act	\$1,950,000
State Flexible Congestion Relief Funds	<u>\$13,500,000</u>
	<u>\$21,101,000</u>

*An Additional \$3,600,000 in Federal STIP funds will be budgeted in August 1998

Project Milestones and Schedule

- Environmental Impact Report Certified June 1996
- Record of Decision on Environmental Impact Statement approved December 1996
- Project Design commenced June 1996
- Project Construction of Phase 1 June 1997 – September 1997
- Project Construction of Phase 2 July 1998 – October 1999

Public Outreach: Project Status, environmental impact report, selection of alignment alternatives, design features/aesthetics, right-of-way impacts/relocation assistance, construction impacts.

Community Meetings/Public Hearings:

Gardenland	10 ea
North Sacramento	6 ea
South Natomas	5 ea

Mailings:

- 11,000 Newsletters
- 11,000 Flyers on EIR
- 5 Additional Newsletters and flyers to Community members and interested persons

News Media Articles/Meeting Notices:

- Natomas Journal
- Uptown
- Sacramento Bee

Working Group

Function: The Working Group provided a link between City staff and the communities of Gardenland, South Natomas and North Sacramento. Advised staff on community issues related to the project. Gave input on public outreach, implementation process, and functional and aesthetic design features. Thirteen meetings were held on the project beginning in June 1995.

Members

- Ken Abreu, Swanston Estates Community
- Patrick Borin, North Sacramento Congress of Neighborhoods
- Steve Lemon, North Sacramento Project Area Committee
- Kate Nichols, Natomas Community Association
- Mark Pearlberger, South Natomas Business Association
- Ofelia Sanchez, Gardenland Community
- Tim Sandoval, Natomas Community Association
- Bob Slobe, North Sacramento Land Company
- Ray Tretheway, Natomas Community Association
- Pat Valdez, Gardenland Community
- Sandi Morris, Gardenland Community

City Project Staff

<u>Design/Project Management</u>	Dee Lewis Nicholas Theocharides
<u>Funding</u>	Fran Halbakken Tim Mar Kirsten Garrard
<u>Transportation Planning</u>	Pelle Clarke
<u>Traffic Engineering</u>	Marty Hanneman David Yatabe Jerry Way
<u>Real Estate</u>	Bruce Alei Julie Cline
<u>Electrical Engineering</u>	Angie Louie Robert Howerter
<u>Construction</u>	David Cullivan Bill Villette Bob Brown Steve Porter
<u>Survey</u>	John Turco Robert Rueff
<u>Contract Administration</u>	Greg Hovious Craig Lymus
<u>Technical Assistance</u>	Elaine Cihler Mary Wheeler Karen Parker Estelle Jones Robi Holmen
<u>Neighborhood Services</u>	Murray Levinson Gary Ziegenfuss
<u>City Attorney</u>	Bill Carnazzo Joe Robinson Shana Faber Denea Leham
<u>Environmental Services</u>	David Mohlenbrok

Project Development Tasks

Permits: Obtained 13 local, state, and federal permits involving the following:

Biological Mitigation	Hazardous Materials
Water Quality	Hydraulic Design
Railroad Operations	Parkway impacts
Construction Impacts	

Utilities: Coordinated the relocation of facilities owned by 10 utility companies.

Right-of Way: Acquired right-of-way from 23 different parcels. Provided relocation assistance for 4 families.

Funding: Applied, received funding, and complied with the requirements of the following fund sources:

- Federal Demonstration Funds
- Federal ISTEA
- Federal STIP
- State FCR

Other: Prepared the following documents/obtained state and federal approvals for:

- Major Investment Study
- Approval of Draft Environmental Impact Study
- Federal Record of Decision on EIS
- Authorization to Begin Preliminary Engineering
- Authorization to Begin Right-of-Way Acquisition
- Certification of Plans, Specifications, and Estimate
- Right-of Way Certification 3
- Authorization to Advertise for Bids
- Right-of-Way Certification 2
- Authorization to Award Construction Contract

Project Management Challenges:

- Coordination of funding and regulatory requirements
- Meaningful public involvement and response to community concerns and issues
- Large volume of design tasks and project issues which needed to be addressed in order to deliver the project within 20 months of EIR Certification

NCT

6/20/98