

Downtown Martinez Community-Based Transportation Plan

Public Outreach and Engagement Plan

6/10/19

Background

The Contra Costa Transportation Authority (CCTA) is preparing a Community Based Transportation Plan (CBTP) with Nelson\Nygaard Consulting, in Downtown Martinez and along the Monument Corridor of Concord. The Metropolitan Transportation Commission (MTC) states that the purpose of a CBTP is to improve mobility options for low-income communities in the Bay Area and bring “local residents, community organizations and transportation agencies together to identify...important transportation challenges and develop strategies to overcome them.”¹

This Public Outreach and Engagement Plan (“Outreach Plan”) is the cornerstone of the CBTP grass roots approach, and provides a framework for public outreach and engagement to be conducted in Downtown Martinez by the consultant team in close cooperation with CCTA staff. The Outreach Plan will be updated and refined to reflect input from staff, the Project Working Group (PWG), and the Steering Committee to optimize the effectiveness of the outreach efforts.

Public Outreach and Engagement Plan Objectives

The Outreach Plan aims to engage members of the target population groups, including older adults, people with disabilities and low-income residents, in the identification of mobility needs and strategies to address those needs.

The key engagement activities include:

- Project Working Group (PWG) meetings
- Steering Committee meetings
- Stakeholder interviews
- Intercept and electronic surveys
- Focus groups
- Community Open House meeting
- Attendance at existing organizational/agency meetings

The consultant team began conducting PWG meetings in October 2018. Additional meetings will occur as needed throughout the course of the project. In

¹ <https://mtc.ca.gov/our-work/plans-projects/equity-accessibility/community-based-transportation-plans>

the course of the first three meetings participants helped identify individuals to participate in stakeholder interviews, as well as potential participants on the Steering Committee.

Stakeholder Interviews

Purpose: Interviews will be conducted with a minimum of nine stakeholders who can represent the broad mobility needs of the three target population groups.

Timing: The team has already conducted stakeholder interviews in Spring 2019 with the following individuals:

- Rick Ramacier – General Manager, CCCTA (County Connection)
- Julie Johnston – Chamber of Commerce
- Sean Dougan – East Bay Regional Parks District
- Shelly Pighin – Martinez Senior Citizens Club
- Noralea Gipner – Vice Mayor and Rotary Club
- Susan Rotchy – Independent Living Resources
- Lavonna Martin – Contra Costa Health, Housing, and Homeless Services

The team will finish any remaining interviews (including potentially St. Catherine's and Contra Costa County Climate Leaders) deemed necessary in early Summer.

See Attachment A for the Draft Stakeholder Interview Guide, which summarizes the interview methodology.

Steering Committee

Purpose: The Committee's overall purpose is to guide CBTP development. To do so, the Committee will meet up to three times to provide feedback on CBTP elements such as the initial existing conditions report (demographics and existing transportation services), the public outreach campaign, identified gaps and strategies, and to help prioritize solutions. The Committee met for the first time in April 2019 and has already helped identify key stakeholders who should be consulted during the development of the CBTP and provided input regarding engagement activities and venues. The Committee will also encourage community ownership of the CBTP and establish community support for future recommendations and programs.

Committee Composition: Committee members include local stakeholders (individuals, and community-based organizations) and elected officials.

- Noralea Gipner – Mayor Pro Tem, City of Martinez
- Lara DeLaney – Councilmember, City of Martinez
- Federal Glover – Supervisor, Contra Costa County
- Julie Johnston – President/CEO, Martinez Chamber of Commerce

- Shelley Pighin – President, Martinez Senior Citizens Club
- Kara Johnson – Director, Main Street Martinez
- Rick Ramacier – General Manager, County Connection
- Susan Rotchy – Executive Director, Independent Living Resources
- Bruce Ohlson – Bike Advocate, Bike East Bay

Timing: The Steering Committee met for the first time on April 11th. Two more Committee meetings will be held in the course of this project. These will tentatively occur in late 2019/early 2020 to solicit input on the Draft Implementation Plan before being presented to elected officials.

Community Survey/Feedback Forms

The team has drafted a brief survey form posing questions about travel locations, access to transportation services and soliciting ideas for potential solutions. The survey will be translated into Spanish. Team members will distribute the surveys at key locations identified by both the PWG and the Steering Committee. For example, in downtown Martinez the team will distribute the surveys at the Senior Center, the library, and possibly at a couple of the local churches, in addition to other locations suggested by Steering Committee members. Survey materials will also be used as part of intercept surveys in key gathering places in the neighborhood.

In addition, the City of Martinez will host an electronic version of the survey on its website using the Survey Monkey tool and other means of electronic distribution will be investigated (e.g. CCTA, appropriate Facebook pages, NextDoor, etc).

Timing: The survey form will be finalized and posted online in early June. The team will then distribute the survey in paper and electronic form from June through the end of July.

Community Open House

The team, working closely with CCTA and City of Martinez staff, will plan an outreach event at a location in or near downtown Martinez (based upon consultation with Steering Committee members and the Project Work Group), during a weekday early evening in June/July. The event will include food, and based upon consultation with CCTA staff and key stakeholders, Spanish translators and childcare as needed.

The format for the event will include a brief presentation of the purpose of the study, followed by the evening's objectives. Three to five "stations" will be located throughout the auditorium. Stations will include relevant charts and maps and each will be staffed by a team member who will be available to explain the purpose of the station and solicit information on residents' transportation

needs. Residents will be able to use sticky notes to leave comments and suggestions.

Focus Groups

Purpose: Focus groups afford in-depth facilitated discussions about transit services and transportation needs and are an important part of the community engagement process because they allow for spontaneity. Without the pressure to reach consensus, members are encouraged to speak freely, make personal decisions, and reflect on new ideas. The team will work with CCTA and City of Martinez staff to identify locations, provide materials and recruit participants. A draft focus group protocol will be submitted to CCTA prior to conduct of the groups.

Criteria for participation: Downtown Martinez residents who reflect the demographics of the community, and are willing and able to participate in a group and follow general ground rules for participation. A translator will be available if needed.

Timing: July/August 2019. It is anticipated that at this point in the project the facilitator will be able to test the acceptability of potential strategies to address mobility needs.

Develop and Maintain Community Meeting Calendar

Outreach meetings will be publicized on the City of Martinez and CCTA web sites (and through other social media as available and appropriate) as a way of reaching individuals who may not be affiliated with organizations or visit public locations.

Performance Metrics on Outreach Activities

Purpose: The team will develop both quantitative and qualitative measures of the effectiveness of various outreach strategies. The purpose of this exercise is to provide insights that will benefit future studies of the population in the study area.

Timing: Performance metrics will be developed in June and the results of the effectiveness of each of these measures will be included in the CBTP final report.

ATTACHMENT A: MARTINEZ COMMUNITY-BASED TRANSPORTATION PLAN

Stakeholder Interview Guide

Interviews will be conducted with a range of stakeholders that represent diverse and unique perspectives. An overview of the categories of interviewees and draft questions are listed in the matrix below (with two additional columns in case we want to add). While there are many more questions than needed for a half-hour discussion, this list will give the team flexibility to base the questioning on topics that are most interesting or relevant to the interviewee. (The highlighted questions are those considered highest priority, but flexibility is critical for these discussions.) More detailed interview questions may be developed for specific individuals; these questions are intended to serve as a guide.

Stakeholder/Organizational Categories:

- A. Public Agencies and Service Providers, Elected Officials
 - Including: County Connection, Vice Mayor, Senior Citizens Club, Schools, Regional Parks District
- B. Non-Governmental Organizations
 - Including: First 5, bicycle coalition, Churches, Independent Living Resources
- C. Business
 - Including: Chamber of Commerce

Draft Interview Questions and Category

Before starting with these questions, we will introduce ourselves and the project, explaining the purpose of the community-based transportation plan, the fact that one was done for downtown Martinez about a decade ago, and we wish to update the information from there and incorporate new technology that has been employed in transportation since that time.

Question Category	Draft Stakeholder Questions	Interview Category				
		A	B	C	D	E
What's working well?	When thinking about the key populations in this study (people with disabilities, seniors and low-income residents), what aspects of transportation and mobility in downtown Martinez work well today? (Prompts: easy to get around by car, destinations that transit serves, accessible transit/paratransit, quality of bike facilities, pedestrian infrastructure, legibility of information, etc.)	X	X	X		
	How does the Martinez transportation network currently support your organization's clients/members/participants?	X	X	X		

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Question Category	Draft Stakeholder Questions	Interview Category				
		A	B	C	D	E
What are the opportunities?	How can mobility and transportation be improved in Martinez to provide the things the key populations want most? (Prompts: increased paratransit service, multimodal connections between specific destinations, walking/biking/transit access to downtown, more transit service, bike/ped facilities, more affordable options, carshare or bikeshare programs, new mobility services, better wayfinding and information, safety, etc.)	X	X	X		
	What are the opportunities to improve access and connections to transit, specifically? (Prompts: first/last mile, bike/ped, bike share connections, car share, shuttles, TNC availability)	X	X			
	What are the opportunities to make it easier and safer to walk, bike, or roll in downtown Martinez? (Prompts: sidewalks, bike paths, safe crossings, lighting, signals)	X	X	X		
What are the barriers?	What are the barriers to making the improvements you are suggesting? (Prompts: funding, political support, land use, etc.)	X	X	X		
What are common destinations?	What are some of the common destinations that residents wish to access but may have problems doing so?	X	X	X		
What are the priorities?	What should the City of Martinez's top priority for transportation be with regard to serving the key populations?	X	X	X		
Other	What are the most promising avenues for increasing revenue and/or reducing costs?	X		X		
	Are there any major regional projects that you would like to see in the future? (Prompts: big ticket items like BART extensions, new roadways...etc.)					