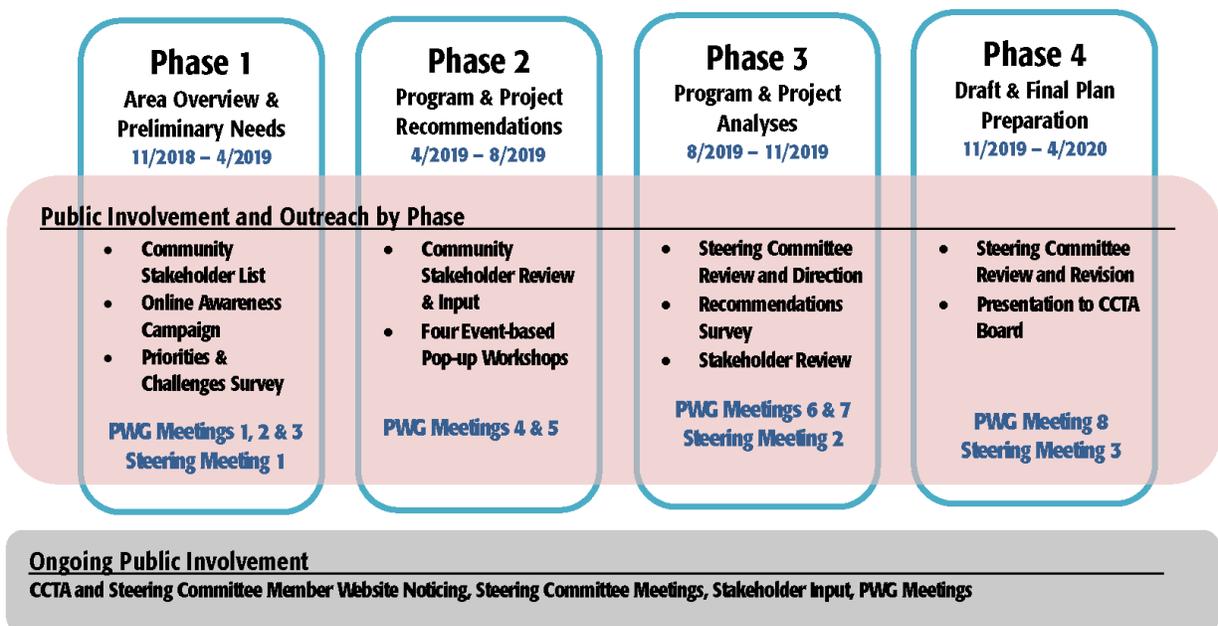


## FINAL OUTREACH STRATEGY FOR PITTSBURG-BAY POINT AREA CBTP

### OUTREACH OVERVIEW

Public outreach is organized into four phases to correspond to key milestones in the CBTP process. Ongoing public involvement that will be conducted throughout the duration of the project is also identified. The figure below summarizes individual and ongoing components of the proposed outreach strategy.



## ONGOING PUBLIC INVOLVEMENT

### Review and Direction

Steps of the outreach process will be reviewed and receive direction by three groups throughout the process.

1. The Project Working Group will convene eight times. This group of individuals with jurisdiction and agency experience will provide high-level strategic input and apply knowledge of local policy and process toward collection and review of community input.
2. The Steering Committee will convene three times during the CBTP process. This group of non-governmental organizations that support disadvantaged communities will provide direction for meaningful outreach. The Committee will provide input on reaching specific groups and review resulting policy recommendations.
3. The Stakeholder Group will be consulted separately from the Steering Committee to fill in gaps or home in on specific transportation challenges.

### Online Noticing and Awareness

PlaceWorks will develop a graphics-rich Outreach Awareness Notice in Phase 1 of the Outreach Strategy for PWG review (see Phase 1, below). The Notice will be posted on the CCTA website and other relevant websites, and it will be updated throughout the outreach process. Other agencies and organizations to post the Notices may include, but not be limited to:

- City of Pittsburg, City of Antioch, and Contra Costa County (Bay Point)
- Steering Committee Member Organizations
- Community event websites
- Event websites

The Awareness Notice will also be adapted to transit systems and organizations, with hard copy fliers that can be posted on Tri-Delta buses and bus stops, community shuttles, BART Stations, and school district Board and parent meetings.

Like all outreach materials developed for the project, a Spanish-language version of the Awareness Notice will be distributed.

*Timing:* March 2019 for Steering Committee and Stakeholder Group development and Outreach Awareness Notice completion; ongoing thereafter

*Roles and Responsibilities:* PlaceWorks staff to facilitate PWG and Steering Committee Meetings and lead coordination with various organizations to post online Outreach Awareness Notices; CCTA staff to invite organizations to Steering Committee.

*Deliverables:*

- Ongoing PWG and Steering Committee Agendas
- Summaries and associated content resulting from PWG and Steering Committee Meetings
- Final Outreach Awareness Notice for posting
- List of external websites hosting Outreach Awareness Notice

## **PHASE 1 - Area Overview and Preliminary Needs Assessment**

Public outreach in Phase 1 is designed to identify transportation-related challenges faced by Communities of Concern and their priorities for mobility-related improvements. Outreach will consist of establishing a list of Community Stakeholders, developing the Outreach Awareness Notice and implementing a text-based (SMS) Priorities and Challenges Survey.

### **Community Stakeholder List**

Working with the PWG, PlaceWorks will compile and contact a group of 8-10 potential community stakeholders to provide direction on specific elements the CBTP outreach process, including strategies for targeting populations and communities of need for survey and outreach purposes. Potential stakeholders may include businesses, nonprofit organizations, school districts, city departments and community groups that should be involved in the Pittsburg/Bay Point CBTP. The stakeholder list will likely include key contact names, e-mail addresses, mailing addresses, and phone numbers for the organizations. Based on our initial research, interested stakeholders may include.

#### Local Agencies/Councils

- Antioch Unified School District
- Antioch City Council
- Pittsburg City Council
- Pittsburg CAC
- BikeLink eLockers: Pittsburg/Bay Point BART
- Antioch Library, Bay Point Library, and Pittsburg Library
- Ambrose Recreation and Park District

#### Community Based Organizations (CBOs) and Non-Profit Organizations (NPOs)

- Independent Living Resource of Solano & Contra Costa Counties
- Delta Veterans Group
- Pittsburg East Bay Works Career Center
- Bay Point Community All N One
- First 5 Center in Antioch
- Pruitt Community Center

- School District Parent Groups: English Learner Advisory Committee (ELAC) and Parental African American Achievement Collaborative (PAAACT)
- School District PTAs
- Homeless providers

Health Centers/Organizations

- Healthy and Livable Pittsburgh Collaborative
- Pittsburg Senior Center
- Antioch Senior Center
- C.C. Café Senior Nutrition Program/Ambrose Recreation

*Timing:* March 2019 for completed Stakeholder list

*Roles and Responsibilities:* PlaceWorks to develop potential stakeholder list for approval by PWG and CCTA

*Deliverables:*

- List of potential stakeholders, including name of organization, company name, title, e-mail and phone number
- Stakeholder interview questionnaire

**Outreach Awareness Notice**

PlaceWorks will produce a graphics-rich digital awareness notice designed to introduce the CBTP to the community. This digital flyer will highlight the importance of community input throughout the process. The notice will be designed for flexibility, allowing for the input of new information about upcoming survey and outreach events.

In addition to digital awareness notices, PlaceWorks will investigate the potential to post flyers, advertising cards, and/or kiosk displays at bus stops and BART stations, and potentially on transit buses. Additional partners for distributing project information might include local schools, neighborhood councils, and other local agencies and organizations.



Spanish-language versions of all outreach materials developed for the project will be distributed.

*Timing:* March 2019

*Roles and Responsibilities:* PlaceWorks to design Draft Outreach Awareness notice for CCTA and PWG review

*Deliverables:*

- Draft Outreach Notice
- Final Outreach Notice

### **Priorities and Challenges Text-Based Survey**

PlaceWorks will develop and implement a text-based (SMS/MMS message) survey to provide an opportunity for the public to share high-level input on mobility issues in the Pittsburg/Bay Point CBTP Study Area. This survey will be developed in English and Spanish and will allow us to identify opportunities and challenges associated with walking, bicycling and transit use throughout the study area. Members of the public will send a text message to a phone number to initiate participation in the survey. The survey is automated and questions will be sent individually in response to the initial text message and all subsequent responses.

Our experience is that this tool results in the highest rate of participation among various survey strategies. Input will be used as part of the existing conditions report, to develop exercises implemented at outreach events during Phase 2, and to inform the prioritization of projects in the CBTP.

The SMS surveys will be advertised, and links to the survey provided, on a tailored version of the Outreach Awareness Notice. We will evaluate all responses and prepare a summary of all comments received as part of the summary memo for outreach conducted in Phase 1.

*Timing:* Survey campaign to be completed May 30, 2019.

*Roles and Responsibilities:* PlaceWorks to lead in development and management of content as well as summarize input received from online tools, CCTA staff to provide input on content.

*Deliverables:*

- Draft and final questions for text-based survey for PWG group review
- Operational text-based priorities and challenges survey

## **Outreach Summary**

A memo will be prepared to document all the public involvement and outreach activities conducted as part of Phase 1 in support of the preparation of the Existing Conditions Report.

## **PHASE 2 – Program & Project Recommendations**

Outreach in Phase 2 will focus on soliciting input on actions, plans and ideas for mobility improvements. PlaceWorks will reach out to the community at events hosted by members of the Steering Committee and at existing community and civic events.

### **Community Stakeholder Review and Input**

PlaceWorks will work closely with Stakeholders identified in Phase 1 to maximize “on-the-ground” outreach during Phase 2. Using stakeholder input and information obtained during Phase 1, we will develop a series of interactive “pop-up” workshops to be held at existing events. Each workshop will be centered on exercises relevant to event participants to allow for focused input on transportation issues in the CBTP Study Area. We will share workshop strategies with stakeholders and the PWG for refinement and approval.

*Timing:* Events identified, and pop-up Workshop strategies developed in April 2019

*Roles and Responsibilities:* PlaceWorks to lead identification of pop-up workshop host events, coordination with event hosts, development of workshop strategies and review by stakeholders. CCTA staff and PWG to provide input on workshop locations and content.

*Deliverables:*

- Pop-Up Event memorandum, including location, dates, host organization and workshop exercise summaries

### **Pop-up Workshops**

Four “pop-up” workshops at various events will be held to inform development of CBTP recommendations, projects and plans. These workshops will have activities where participants map their homes, schools, places of employment and recreation, as well as highlight desirable multimodal routes and amenities, identifying mobility opportunities and challenges residents, visitors, and employees face when walking and bicycling. Feedback will help inform proposed pedestrian and bicycle network improvements, suggest gap-closure projects to improve access to existing park and open spaces, and identify underutilized easements or vacant properties that may be converted into active transportation infrastructure. Display boards will also be provided at each of the pop-up workshops to highlight existing conditions, safety statistics, and project benefits to engage participants and provide examples of bicycle and pedestrian infrastructure improvements that are implementable. All input received will help prioritize locations for infrastructure investments within the CBTP Study Area.



We will coordinate closely with the PWG, Steering Committee and Stakeholders on all workshops. Each workshop will be advertised on various online outlets using tailored versions of the Outreach Awareness Notice developed in Phase 1.

The following are examples of events that may be suitable for CBTP pop-up workshops:

- Presentations to Antioch City Council
- Appearance at Pittsburg, Bay Point and/or Antioch Libraries
- Bay Point Unity in the Community
- Art and Wine Festival in Antioch
- Fourth of July
- Father’s Day Car Show in Antioch
- Juneteeth in Pittsburg
- Pittsburg Sea Food Festival in September
- Appearance at Riverview Middle School in Bay Point

- Appearance at Los Medanos Community College - for both students and staff
- Interviews at BART
- Pittsburg Restaurant Tour
- Antioch Music in the Park
- School District Parent Meetings
- Farmer's Markets
- Health Fair

*Timing:* April – August 2019

*Roles and Responsibilities:* PlaceWorks staff to lead set-up and materials for pop-up workshops, CCTA staff to attend workshops, provide input on workshop content and provide PlaceWorks with content to produce materials.

### ***Outreach Summary***

A memo will be prepared to document all the public involvement and outreach activities conducted as part of Phase 2 of the CBTP process.

Deliverables:

- Plan and staff four pop-up workshops
- Workshop materials (sign-in sheets, comment cards, children's activities, etc.)
- Display boards (maximum of 8 total)
- Online survey using laptops and phones
- Outreach Summary

## **PHASE 3 - Program & Project Analysis**

During Phase 3, we will bring potential CBTP programs and projects, developed from input collected during Phases 1 and 2, back to the Steering Committee and community for review and feedback, and ultimately incorporation into the Draft CBTP.

### **Steering Committee Review and Direction**

A second of three Steering Committee Meetings will be a critical opportunity for members to translate the input of the communities they support into potential CBTP programs, and refine the project team's work toward policy and plan development. PlaceWorks will use input from the Steering Committee to develop and administer a community survey of preferred transportation recommendations.

*Timing:* September 2019 Stakeholder Meeting

*Roles and Responsibilities:* PlaceWorks to develop a memo of Phase 2 community input and potential policy recommendations for Steering Committee, PWG and CCTA Review.

*Deliverables:*

- Plan and Program Recommendations Memorandum

### **Community Review of Recommendations**

A key element of Phase 3 outreach will be soliciting feedback from COCs on the plans, programs and projects recommended by specific groups at pop-up workshops held during Phase 2.

In order to evaluate and quantify the community's response to recommendations such as gap closures, safe routes to school, ridesharing and new bus routes, PlaceWorks will develop a visually-oriented, map-based survey that asks respondents to rank recommendations. In order to reach all demographics within COCs, hard-copy and online version of the survey will be made available.

- The hard-copy survey will include simple visuals and maps of various plan recommendations. Respondents will be asked to rank each of these map elements and graphics by priority. Survey availability would be noticed using a version of the Outreach Awareness Notice, and printable PDFs made available online. In addition, Steering Committee and stakeholder organizations would be asked to make copies the survey available at their offices and events. This delivery method accounts for potential lack of online access and computer literacy within various groups, including senior citizens.
- PlaceWorks will also develop on interactive, online version of the recommendations survey. This would be similar in content to the hard-copy version but achieved using an Open source digital platform such as CrowdGuage. "Clickable" maps would allow responders to view details of recommendations and prioritize each. This delivery method allows for more graphic flexibility and introductory material, as efficient data analysis. This version of the survey may be more attractive to younger respondents, commuters and those with higher computer literacy.

*Timing:* September 2019 survey initiation November 2019 survey completion

*Roles and Responsibilities:* PlaceWorks staff to develop survey content and implement survey delivery; CCTA to approve survey elements and questions

*Deliverables:*

- Survey maps, elements and questions
- Survey results

***Outreach Summary***

A memo will be prepared to document all the public involvement and outreach activities conducted as part of Phase 3 of the CBTP process.

*Deliverables:*

- Outreach Summary

## **PHASE 4 - Draft & Final Plan Preparation**

During Phase 4, PlaceWorks will develop a Draft and Final Pittsburg/Bay Point CBTP. This will be the final opportunity for public participation in the CBTP process. A preliminary Draft Plan will be developed with the Project Working Group, followed by submittal of a Draft Plan for a 30-day public review period.

### **Steering Committee Review and Direction**

During the 30-day public review period, the Steering Committee will convene for a presentation of the CBTP followed by discussion and comment. Following the end of the public review period, PlaceWorks will incorporate one final round of consistent and non-countering comments and suggestions from the Steering Committee and the public on the Public Review Draft CBTP and issue a draft Final CBTP for CCTA review.

*Timing:* February 2020

*Roles and Responsibilities:* PlaceWorks to present Draft CBTP to Steering Committee for comment; PlaceWorks to develop draft Final Draft for submission to CCTA.

*Deliverables:*

- Preliminary Draft Pittsburg/Bay Point CBTP
- Draft Pittsburg/Bay Point CBTP
- Final Pittsburg/Bay Point CBTP

### **Presentation to the CCTA Board**

Upon receipt of comments from CCTA staff, PlaceWorks will publish the Final CBTP to all interested parties. PlaceWorks will present findings in one regularly scheduled meeting of the CCTA Board.

*Timing:* April 2020

*Roles and Responsibilities:* PlaceWorks will publish the Final CBTP and present findings to the CCTA Board.

*Deliverables:*

- Presentation support and attendance at one (regularly scheduled meeting of the CCTA Board for adoption of the Pittsburg/Bay Point Community Based Transportation Plan.