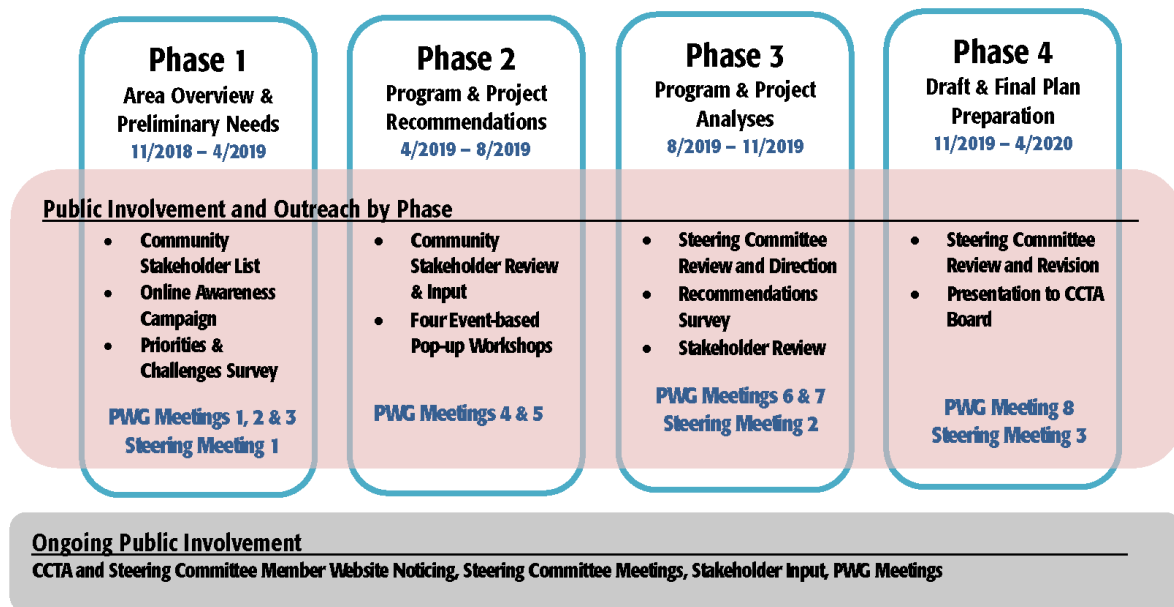


FINAL OUTREACH STRATEGY FOR RICHMOND AREA CBTP

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

Public input received throughout the outreach process will be shared with the following two working groups:

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 will be primarily composed of community and political leaders, as well as representatives from community-based organizations (CBOs) and non-profit organizations (NPOs) that have a vested interest in the overall scope and development of the plan. The Steering Committee will provide input on reaching specific groups and review resulting policy recommendations. Potential committee members include:
 - City Councilmembers
 - County Supervisor
 - Kaiser Permanente Richmond Medical Center
 - Richmond Neighborhood Coordinating Council
 - Richmond Commission on Aging
 - Richmond Youth Council
 - Richmond Bike-Ped Committee
 - Bike East Bay
 - North Richmond Municipal Advisory Committee
 - Other key community-serving agencies and organizations

Online Noticing and Awareness

PlaceWorks will develop a graphics-rich Outreach Awareness Notice in Phase 1 of the Outreach Strategy (see Phase 1, below). The Notice will be posted on the CCTA project webpage, which will be linked to the City of Richmond website, as well as 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:

- CCTA
- City of Richmond, City of San Pablo, City of El Cerrito, and Contra Costa County (North Richmond and Rollingwood)
- Steering Committee Member Organizations
- Community event websites
- Event websites

Timing: February – 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 a list of 8-10 potential community stakeholders who will be interviewed as part of the CBTP outreach process. Prior to interviewing stakeholders, PlaceWorks will develop a questionnaire to interview stakeholders, which will also be reviewed by the PWG. The preliminary list of stakeholders is shown below. Note that a subset of these will serve on the Steering Committee (to be determined, some of the potential committee members are noted by asterisks below).

Local Agencies/Councils

- Richmond Neighborhood Coordinating Council**
- Richmond Commission on Aging**
- Richmond Youth Council**

- Richmond Bike-Ped Committee**
- Richmond Housing Authority (RHA)
- School Districts
- Richmond Chamber of Commerce
- San Pablo Economic Development Corporation

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

- Rubicon Richmond
- Girls Inc. of West Contra Costa County
- Richmond Main Street Initiative
- Richmond Youth Group RYSE
- Greater Richmond Interfaith Program (GRIP)
- Groundwork Richmond
- Richmond Police Activities League (PAL)
- RYSE Youth Center
- Greater Richmond Interfaith Project (GRIP)
- TransForm
- Richmond Neighborhood Housing Services
- Men and Women of Valor
- Richmond Promise
- RichmondBUILD
- Rollers and Strollers
- Countywide Bicycle Advisory Committee
- Rich City Rides
- Pogo Park
- Bike East Bay**
- Community Housing Development Corporation

Health Centers/Organizations

- Healthy Richmond
- LifeLong William Jenkins Health Center
- Kaiser Permanente Richmond Medical Center**
- Hatlen Center for the Blind (San Pablo)
- Orientation Center for the Blind (Albany)
- El Cerrito Midtown Activity Center

Regional Agencies

- Water Emergency Transportation Authority (WETA)
- AC Transit
- 511 (MTC)

Timing: March 2019 for completed Stakeholder list

Roles and Responsibilities: PlaceWorks to develop potential stakeholder list for review by PWG

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 input of new information about the 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:

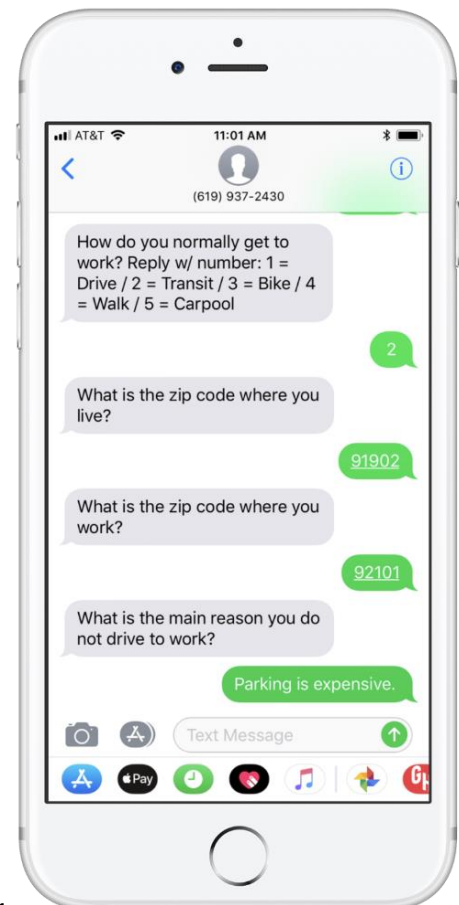
- Draft Outreach Notice
- Final Outreach Notice

Priorities and Challenges 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 Richmond Area 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: Text-based survey campaign completed by March 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 existing events, as well as at BART stations or bus terminals during periods of high pedestrian traffic.

Community Stakeholder Review and Input

PlaceWorks will use the results of the stakeholder interviews identified in Phase 1 to inform “on-the-ground” outreach during Phase 2. Using the 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 pop-up workshop strategies with the PWG for review.

Timing: Events identified and Pop-Up Workshop strategies developed in April 2019

Roles and Responsibilities: PlaceWorks to lead identification of pop-up events, coordination with event hosts, development of workshop strategies and review by PWG.

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 in the Richmond area. 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. The input received will help identify locations for program and infrastructure investments within the CBTP Study Area.

Each workshop will be advertised on various online outlets using tailored versions of the Outreach Awareness Notice developed in Phase 1.

We have identified a series of events that, based on their timing within the Phase 2 window, may be suitable for CBTP pop-up workshops. These are listed in Attachment 1.

Pop-up workshops may also take place at one or more BART stations within the study area (El Cerrito Plaza, El Cerrito del Norte, and Richmond stations).

Potential events at which to hold pop-up workshops include:

- Juneteenth in Nicholl Park
- National Night Out on August 6
- Cinco de Mayo Parade and Festival
- Third of July Celebration

Potential locations include:

- WIC Offices at 39th and Bissell
- Richmond Annex Senior Centers at Huntington and Carlson
- El Cerrito Senior Center at 10870 San Pablo Avenue
- Richmond Senior Citizen’s Center on Macdonald Avenue
- Eden Housing Community on Fred Jackson Way in North Richmond
- Community Senior Citizen Center on Silver Avenue in North Richmond



- San Pablo Senior Center on Church Lane in San Pablo
- West County First Five in San Pablo
- Various churches

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

The 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 Steering Committee 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 communities of concern on the plans, programs and projects recommended by specific groups at pop-up events during Phase 2.

Community response to diverse recommendations such as gap closures, safe routes to school, ridesharing and new bus routes will be quantified by both hard-copy and online map-based surveys:

- PlaceWorks will develop a printed map-based survey that includes simple visuals of various plan recommendations. Respondents will be asked to rank each of these map elements and graphics by priority. Survey availability will be noticed using a version of the Outreach Awareness Notice, and printable PDFs made available online. In addition, Steering Committee and stakeholder organizations will be asked to make copies of the survey available at their offices and events. This delivery method accounts for potential lack of online access and computer literacy within communities of concern.
- PlaceWorks will also develop an interactive online version of the recommendations survey. This will be similar in content to the hard-copy version but achieved using an open source digital platform such as CrowdGauge or ESRI Story Maps. “Clickable” maps will allow responders to view details of recommendations and prioritize each. This delivery method allows for more graphic flexibility and introductory material, as well as efficient data analysis.

Timing: September 2019 survey initiation and 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 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 Richmond Area CBTP. This will be the final opportunity for public participation in the CBTP process. A preliminary Draft Plan will be developed for review by the PWG. Placeworks will incorporate comments from the PWG and will develop the Draft Plan, which will be released for a 30-day public review period.

Preparation of Draft Richmond Area CBTP

During the 30-day public review period, the Steering Committee will convene to receive a presentation of the draft CBTP for review and comment. Following the end of the public review period, PlaceWorks will incorporate comments received from the Steering Committee and the public on the Public Review Draft CBTP.

Timing: February 2020

Roles and Responsibilities: PlaceWorks to present Draft CBTP to Steering Committee for comment;

Deliverables:

- Preliminary Draft Richmond Area CBTP for PWG review
- Draft Richmond Area CBTP for public circulation and review

Preparation of Final Richmond Area CBTP

Following review of the Draft CBTP, Placeworks will prepare and publish the Final CBTP.

Presentation to the CCTA Board

PlaceWorks will present the Final Richmond Area CBTP at a regularly scheduled meeting of the CCTA Board.

Timing: April 2020

Roles and Responsibilities: PlaceWorks will prepare and publish the Final CBTP for presentation to the CCTA Board.

Deliverables:

- Presentation support and attendance at a regularly scheduled meeting of the CCTA Board for adoption of the Richmond Area Community Based Transportation Plan.