



METROPOLITAN
TRANSPORTATION
COMMISSION

Agenda Item 6

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Memorandum

TO: Legislation Committee

DATE: March 7, 2008

FR: Executive Director

RE: Transportation 2035 Plan Public Involvement Activities

As part of the development of the region’s long-range transportation plan, known as the *Transportation 2035 Plan*, planners are conducting a quantitative project performance evaluation — along with a parallel policy assessment — to highlight key policy considerations about projects being proposed for inclusion in the plan. These two pieces of work will more fully inform discussions about the trade-off decisions the Commission will ultimately have to make in deciding which projects to include in the financially constrained plan. To involve the public in these discussions, we intend to conduct extensive outreach to hear from the public on our evaluation results and potential investment trade-offs.

Listed below is an overview of public participation activities planned for this spring.

Telephone Poll and Focus Groups:

In April 2008, we will conduct a statistically valid telephone poll of 1,800 Bay Area registered voters, to complement the poll conducted in September and October 2007. In addition, we will use the poll to recruit residents from all nine Bay Area counties to participate in approximately five focus groups conducted around the region. The focus groups give us the opportunity to have a more in-depth discussion with participants.

County-Level Regional Workshops

A series of workshops around the region – one in each county – is planned for May. Proposed dates and locations for these workshops are as follows:

Workshops

County	Date	Time	Facility Name
Alameda	5/14/2008	6-8 pm	MetroCenter Auditorium (Oakland)
Contra Costa	5/12/2008	6-8 pm	Civic Park Community Center (Walnut Creek)
Marin	5/19/2008	6-8 pm	San Rafael Community Center (San Rafael)
Napa	5/20/2008	6-8 pm	Napa City-County Library (City of Napa)
San Francisco	5/22/2008	6-8 pm	SF State Downtown Campus (San Francisco)
San Mateo	5/13/2008	6-8 pm	San Mateo County Government Center, Board of Supervisors Chambers (Redwood City)
Santa Clara	5/8/2008	6-8 pm	Dr. Martin Luther King Library (San Jose)
Solano	5/7/2008	6-8 pm	County Government Center (Fairfield)
Sonoma	5/6/2008	6:30-8:30pm.	Finley Community Center (Santa Rosa)

Community-Based Outreach

MTC will contract with community-based organizations for assistance in recruiting residents in low-income communities and communities of color to participate in focus group discussions about the investment trade-offs. Community organizations will be selected based on responses to a Request for Proposals that is on the street now. We anticipate working with nine community groups around the region; these meetings will be held in May 2008 as well.

MTC Web Site Offers Public Involvement Options

MTC will continue to make its Web site an on-line source of information about the ongoing efforts to update the regional transportation plan, including interactive surveys.

Steve Heminger