



EL DORADO COUNTY TRANSPORTATION COMMISSION PUBLIC OUTREACH PLAN Adopted June 19, 2014

GOALS

To communicate the many functions of the El Dorado County Transportation Commission (EDCTC) to the general public, local interest groups, and partnering agencies with the intent of increasing awareness and involvement in transportation planning and projects, cultivating community and working relationships, and enhancing the effort of the EDCTC.

BACKGROUND

The EDCTC serves as the Regional Transportation Planning Agency (RTPA) for El Dorado County. As the RTPA, the Transportation Commission is the forum for making decisions about the regional transportation system in El Dorado County. The decisions made are reflected in the Commission's planning and programming of state and federal transportation funds and the Regional Transportation Plan.

Transportation plays a major role in the lives of every citizen in El Dorado County. An effective public outreach plan using systematic methods of communication will assist EDCTC in effectively achieving the desires of the public.

OBJECTIVE

Increase interest, awareness, and involvement of transportation funding, planning, projects, and processes in El Dorado County and neighboring regions.

STRATEGIES

The strategies below are designed to inform, educate, and involve the citizens of El Dorado County and will reinforce the EDCTC Goals and Objectives by:

- Increasing public understanding of transportation planning and programming
- Encouraging proactive involvement of the community
- Establishing healthy relationships with our partners and citizens
- Clarifying incorrect perceptions
- Diffusing controversial issues

OUTREACH

- The EDCTC website will provide details and offer resources on projects, programming, and functions of the EDCTC
- The EDCTC Facebook page will identify meetings, events, and offer real-time updates with the opportunity for the community to comment, ask questions, make suggestions, and be involved in the processes
- Various email distribution lists will be maintained for specific groups interested in a particular project or area of projects
- Public meetings will be held during project outreaches in the area of the project
- Outreach materials will be translated upon request
- Meetings will be held in accessible facilities
- EDCTC staff will make presentations as requested to local organizations

- Public notices will be posted on buses, at community locations, in the local newspaper as well as on the Agency Facebook page and website
- An annual project update “newsletter” will be prepared
- EDCTC will meet with Focus groups to discuss a specific project or area discussions
- Staff will present information at regional workshops that may include partner agencies
- The EDCTC will meet with local leaders to involve a variety of constituents
- Surveys will be done project specific to determine needs and desires of community vision
- Advisory committees will be formed to involve the community and regional partners
- Vision workshops may be held to reach out in innovative ways to encourage participation
- The EDCTC will make every effort to reach out to the traditionally underserved, Native American Tribes, and other specific stakeholders
- The EDCTC is committed to timely responses questions, comments, and requests

COORDINATION, COOPERATION, AND PARTICIPATION WITH PARTNERS ON SPECIAL EVENTS

The EDCTC participates in the community in many ways.

- iWalk to School Day
- May is Bike Month
- Bike to Work Day
- Safe Routes to School
- Capitol-to-Capitol Transportation Team
- Rural Counties Task Force
- El Dorado County Chamber of Commerce Study Mission
- Regional Coordination meetings
- and more

MEDIA RELATIONS

The EDCTC is diligent in being transparent through the media.

- Project Managers create a strategy for media releases for each project and schedule press releases into project timelines for milestones
- Press Releases for grant awards and other major accomplishments
- Public Hearing Notices

OTHER

- The EDCTC reviews statistics of website usage and Facebook comments for outreach planning
- Comment forms are provided for questions and comments on projects and planning
- Staff produces Project Monitoring Reports semi-annually providing updates on current, pending, or stalled projects

SUMMARY

The El Dorado County Transportation Commission believes transparency in operations, using a diverse assortment of outreach tools, and utilizing the input of informed citizens will provide meaningful involvement and success in transportation planning goals.

The El Dorado County Transportation Commission will evaluate the effectiveness of the Public Outreach Plan on a regular basis.