

# **APPENDIX B**

**Memorandum #2  
Outreach Plan**

Final Draft

# OUTREACH PLAN

for the

## Canal Neighborhood Community-Based Transportation Plan

prepared for:

**CANAL TRANSPORTATION PLAN STAKEHOLDER COMMITTEE**

Transportation Authority of Marin  
City of San Rafael

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## INTRODUCTION

This Outreach Plan includes a proposed outline for conducting the public outreach effort of the Canal Neighborhood Community-Based Transportation Plan. Input from the community is a vital aspect of the community-based planning process. It is important that all groups within the neighborhood are given the opportunity to discuss transportation needs, deficiencies and potential improvements. Outreach efforts will include a Stakeholder Committee and Community Workshops.

### Stakeholder Committee

The Stakeholder Committee is composed of neighborhood residents and business owners, school officials and representatives from community-based organizations. The Committee will meet approximately five times during the planning process to oversee the preparation of the community-based transportation plan.

### Community Workshops

Two community workshops will be held in the Canal Neighborhood. The first workshop will be held early in the schedule (early 2006). At this workshop, Stakeholder Committee members and other community members will identify transportation gaps and potential solutions as a group. Following the group discussion, workshop participants will break out into smaller groups to focus on specific transportation gaps that the community feels exist in the Canal Neighborhood and potential solutions to those gaps. At the second workshop, tentatively scheduled in June 2006, the draft Community-Based Transportation Plan will be presented. The Plan will include recommendations for transportation improvements modifications that have been developed in response to those concerns and needs highlighted during the first workshop and during other outreach venues. Discussion and comment by the workshop participants on these recommendations will be the focus of the second workshop.

Specific topics of discussion for the outreach will need to be developed through input from the Technical Advisory Committee (TAC) and Stakeholder Committee. In meeting the goals of the community-based transportation planning effort, it will be important to focus the discussion on factors related to improving mobility for residents of the Canal Neighborhood. Some items of discussion may include:

- How do you and your family currently travel to work, school, errands and recreation?
- What events or activities would you take part in but are not able to because of the lack of adequate transportation?
- What services and facilities do you and your family require that are not currently available in or in close proximity to the neighborhood?
- Of all the transportation options available to you and your family, what is the most commonly used?

The following pages include a methodology to inform the community about the upcoming planning process, educate them on the goals and objectives of the process, and invite them to participate in the upcoming public meetings. A tentative format for the first community workshop is also included. The format for the second workshop will be developed with feedback from the first meeting.

## OUTREACH METHODOLOGY - COMMUNITY WORKSHOP #1

Outreach to members of the Canal Neighborhood is crucial to the success of this process. The following methodology is based upon experience with similar efforts in this community and others. As previously mentioned, this methodology will be reviewed and finalized by the Stakeholders Committee for this project.

Activities	Timeline
1. Begin developing outreach plan	Week of October 17
2. Put together a calendar of community meetings of local CBO's & churches that will occur during the two months before the Workshop. Make presentations of CBTP process, invite members to workshop with informational flyer and distribute surveys at these meetings. Recruit Stakeholder Committee members to attend local CBO and church meetings and make presentations	Week of October 31 <sup>st</sup> through January 2006
3. On-going communication to all stakeholders ( <i>by e-mail, mail, phone, and in person</i> ).	November - January 2006
4. Prepare publicity materials in three languages (English, Spanish, and Vietnamese) to be used to contact and inform the organizations and its members about the Workshop	November - January 2006
5. Send Save-the-Date card about the workshop by mail and/or e-mail to attendees of previous transportation-related meetings organized by the CBOs involved in this process	Week of November 28 <sup>th</sup>
6. Conduct outreach to businesses in the Canal Neighborhood and solicit their participation in the process. First step with contact letter by City.	Week of November 28 <sup>th</sup>
7. Create RSVP control list	December
8. Develop a Press Kit about the Workshop and the CBTP for local media	December
9. Send weekly press release to local media about upcoming workshop	December - January 2006
10. Send invitation for the event by mail and/or e-mail to attendees of previous transportation meetings and mailing list of CBOs involved in this process	January 2006
11. Contact all RSVP list by phone one day before the workshop	January 2006

## COMMUNITY WORKSHOP #1 PROPOSED FORMAT

This community workshop format is proposed as an effective method for soliciting participation and input from members of a multi-lingual community such as the Canal Neighborhood.

*Tentative Date: Thursday, February 2, 2006*  
*Tentative Time: 6:30 to 9:30 pm*

The following is a format suggestion:

### AGENDA #1

*Sign in*

*Welcome and Overview of the Workshop*

*Plan Overview*

This discussion will include identification of transportation gaps and potential solutions by the full group of participants including

*Questions and Answers*

*Breakout Sessions for Discussion of Transportation-Related Issues*

The focused discussions will be in the participant's preferred language: English, Spanish, or Vietnamese, and will be about the various modes of transportation in the neighborhood.

*Breakout Group Summaries*

Summary of breakout group discussions will be presented to the full group.

*Questions, Answers and Comments*

*Closing & Next Steps*

The meeting will be simultaneously translated to Spanish and Vietnamese.

## OUTREACH METHODOLOGY - COMMUNITY WORKSHOP #2

The outreach effort conducted for Community Workshop #1 will be reviewed and assessed as to its effectiveness in attracting participation by the Canal Neighborhood residents. The most effective activities will be incorporated into the outreach methodology for Community Workshop #2 including but not limited to:

Activities	Timeline
1. Participate in meetings with the Stakeholder Committee to discuss the Community Workshop #2 implementation steps	Feb - March 2006
2. Put together a calendar of community meetings of local CBO's & churches that will occur during the two months before the Workshop. Make presentations of CBTP process, invite members to workshop with informational flyer and distribute surveys at these meetings. Recruit Stakeholder Committee members to attend local CBO and church meetings and make presentations	March - June 2006
3. On-going communication to all stakeholders ( <i>by e-mail, mail, phone, and in person</i> ).	March - June 2006
4. Prepare publicity materials in three languages (English, Spanish, and Vietnamese) to be used to contact and inform the organizations and its members about the Workshop	March 2006
5. Send Save-the-Date card about the workshop by mail and/or e-mail to attendees of previous transportation-related meetings organized by the CBOs involved in this process	March 2006
6. Conduct outreach to businesses in the Canal Neighborhood and solicit their participation in the process. First step with contact letter by City	May 2006
7. Create RSVP control list	April 2006
8. Develop a Press Kit about the Workshop and the CBTP for local media	April 2006
9. Send weekly press release to local media about upcoming workshop	May - June 2006
10. Send invitation for the event by mail and/or e-mail to attendees of previous transportation meetings and mailing list of CBOs involved in this process	May - June 2006
11. Contact all RSVP list by phone one day before the workshop	June 2006