



Outreach Report January 2021

Total CAT Plan Public Survey and Partner Survey Outreach Groups Contacted

Del Norte	Humboldt	Lake	Mendocino	Total
56	194	42	116	408

CAT Plan Public Survey and Street Story

Notes:

- CAT Plan survey data are as of December 31, 2020.
- Street Story data are as of January 11, 2021.
- People may have participated in both CAT Plan survey and Street Story, so data are reported separately.

Total locations reported

	Del Norte	Humboldt	Lake	Mendocino	Total Responses
CAT Plan Survey locations	53	601	36	694	1384
Street Story locations	4	715	1	51	771

Total people taking the survey or making Street Story reports

	Del Norte	Humboldt	Lake	Mendocino	Total	Total Responses
	With Demographic Data					
CAT Plan Survey responses with demographic info	7	104	17	123	273*	1039
Street Story responses with demographic info	NA	457	NA	NA	457	Unknown

Note: There was an error in the November 2020 report for Humboldt Street Story responses with demographic info.

*There were respondents from four counties not listed above, which resulted in four additional responses (Siskiyou, Sacramento, Orange and Riverside Counties).

*Some respondents provided demographic data but not county, for a total of 18 additional respondents.

Outreach to under-served populations

The D1 project team has contacted a total of 109 groups working with under-served populations.

		Del Norte	Humboldt	Lake	Mendocino	Total
Race & Ethnicity	Hispanic or Latino	0	9	1	14	24
	Black or African American	0	2	1	0	3
	American Indian or Alaska Native	10	17	9	19	55
	Asian	2	4	0	0	6
	Native Hawaiian or Pacific Islander	0	0	0	0	0
	Some other race	0	0	0	0	0
	Two or more races	0	4	0	0	4
Age	Under 18	2	11	2	10	25
	65 and Older	2	6	1	1	10
Income	Households with Income <\$50,000	10	23	2	6	41
Disability	All	3	9	5	4	21
						189

Notes:

- One group is reported under 'two or more races' (HSU - Asian Desi Pacific Islander Collective)
- Some groups serve multiple counties, so the total in the table is higher than the total number of groups contacted.

Responses by under-served populations

		Del Norte			Humboldt		
		Targets	CAT Plan Survey Progress	Street Story Reports	Targets	CAT Plan Survey Progress	Street Story Reports
Race & Ethnicity	Hispanic or Latino	19%	0%	NA	11%	3%	8%
	Black or African American	3%	0%	NA	1%	2%	2%
	American Indian or Alaska Native	7%	0%	NA	5%	2%	1%
	Asian	4%	0%	NA	3%	0%	2%
	Native Hawaiian or Pacific Islander	0%	0%	NA	0%	0%	1%
	Some other race	3%	0%	NA	4%	0%	8%
	Two or more races	6%	20%	NA	6%	11%	NA
Age	Under 18	22%	0%	NA	19%	0%	NA
	65 and Older	17%	29%	NA	17%	27%	7%
Income	Households with Income <\$50,000	52%	0%	NA	54%	18%	NA
Disability	Any Disability	21%	NA	NA	16%	NA	10%

Green: Meets or exceeds target

Yellow: Within 75% of target

Red: Below 75% of target

		Lake			Mendocino		
		Targets	CAT Plan Survey Progress	Street Story Reports	Targets	CAT Plan Survey Progress	Street Story Reports
Race & Ethnicity	Hispanic or Latino	20%	0%	NA	25%	6%	NA
	Black or African American	2%	0%	NA	1%	0%	NA
	American Indian or Alaska Native	4%	0%	NA	4%	0%	NA
	Asian	1%	0%	NA	2%	9%	NA
	Native Hawaiian or Pacific Islander	0%	0%	NA	0%	2%	NA
	Some other race	13%	0%	NA	5%	0%	NA
	Two or more races	3%	0%	NA	5%	12%	NA
Age	Under 18	21%	0%	NA	24%	1%	NA
	65 and Older	22%	0%	NA	20%	24%	NA
Income	Households with Income <\$50,000	56%	33%	NA	51%	38%	NA
Disability	Any Disability	20%	NA	NA	17%	NA	NA

Green: Meets or exceeds target

Yellow: Within 75% of target

Red: Below 75% of target

Responses by gender

		Del Norte			Humboldt		
		Actual	CAT Plan Survey Progress	Street Story Reports	Actual	CAT Plan Survey Progress	Street Story Reports
Gender	Male	53%	33%	NA	50%	49%	39%
	Female	47%	67%	NA	50%	48%	60%
	Non Binary	NA	0%	NA	NA	2%	1%

		Lake			Mendocino		
		Actual	CAT Plan Survey Progress	Street Story Reports	Actual	CAT Plan Survey Progress	Street Story Reports
Gender	Male	50%	31%	NA	50%	32%	NA
	Female	50%	69%	NA	50%	67%	NA
	Non Binary	NA	0%	NA	NA	1%	NA

Other interactions

- Two contacted groups requested meetings:
 - EPIC/C RTP, October 27
 - Round Valley Municipal Advisory Committee, November 4
- District 1 Facebook post, October 26
 - 21 likes
 - 7 comments
 - 25 shares
- District 1 Instagram Post, October 23
 - 24 likes
 - 1 comment
- District 1 Instagram Post, October 26
 - 23 likes
 - 1 comment

- Contacted ethnic markets by phone/email and mailed flyers, December 23
 - 13 flyers mailed
- District 1 Facebook post, December 31
 - 15 likes
 - 3 comments
 - 6 shares

Partner Survey

Partner survey information has been sent to all cities, counties, tribes, RTPAs, and TAG members. It was also sent to the State Coastal Conservancy.

- TAG meetings in August and September
- MCOG TAC, October 21
- State Coastal Conservancy, October 26
- Local Assistance Huddle, October 29

Five partners have participated as of December 31, 2020 deadline.

District 1 Regional Planners reviewed plans and noted additional documented active transportation needs in each county. This information is currently being entered in the map-based survey for inclusion into the CAT Plan.

Summary

The Public and Partner Surveys will remain open for the duration of the MIG (consultant) contract. All survey responses will be reviewed during project initiation with will be retained after that contract ends, but they will not be included in the CAT Plan due to the draft deadline.

The COVID-19 pandemic has presented distinct outreach challenges. District 1 staff has worked hard to reach as many groups as possible. We have primarily used online communications (emails and social media), but have also made telephone calls and mailed fliers. The pandemic has made it more difficult to reach staff at organizations who may not currently be working in the office with access to phone and email. The pandemic may also have increased staff turnover, which makes it difficult to find current contact information. District 1 will perform in-person outreach when approved to do so, and will continue to focus on vulnerable populations and under-served communities in order to meet the targets identified in the PEP.

We sent reminders and a notification that the deadline had been extended to December 31. However, the holidays made it hard to reach our contacts and receive responses by the deadline. A deadline extension at a different time of year may have proven more fruitful.

Only 27% of survey respondents provided demographic information. This lack of data presents a limitation in outreach reporting and leads to some uncertainty regarding the participation of vulnerable populations and under-served communities. In the future, District 1 will add verbiage to explain the reasons demographic data is collected and how it can benefit these communities in order to encourage participation. Of note, respondents indicating 'two or more races' are over-represented in relation to targets in all counties except Lake. We hope that future survey tools will allow respondents to select multiple race/ethnicity categories so that the data are more helpful in understanding which populations are participating.