

District 2 ENGAGEMENT PLAN

for the

DISTRICT ACTIVE TRANSPORTATION PLAN

January 2021



Table of Contents

Introduction.....	3
Engagement Goals.....	3
Target Audiences	4
Caltrans District 2	4
Technical Advisory Group.....	4
Disadvantaged Communities, Vulnerable Users & Community-Based Organizations.....	4
Stakeholders and Tribal Governments	5
Other Organizations	6
General Public.....	6
Participation Methods	6
Map-Based Surveys	7
Technical Advisory Group Meetings.....	7
Website	7
Social Media	8
Interviews.....	8
Partnering with Tribes, Regional and Local Partners on Other Planning Outreach.....	8
Recognizing Input Provided on Past Planning Efforts.....	9
How Public Input Will Be Used	9
Location-Based Needs	9
Disadvantaged Communities and Vulnerable User Input	10
Project Determination.....	10
Schedule.....	10
Performance Metrics and Results Documentation	11
Modifications to the D2 EP	12

Introduction

The Engagement Plan (EP) outlines the engagement goals, target groups, methods, and performance measures for the District's Active Transportation (AT) Plan. The Statewide AT Plans use a data-driven framework supported by research and best practices to identify location-based needs to increase the safety and number of people bicycling and walking. It is also essential that the District 2 (D2) AT Plan links to regional and local bicycle and pedestrian networks and planning efforts. Public input is needed to ensure these outputs reflect the lived experiences of D2 communities and provide us with the necessary information to achieve statewide safety and mode shift goals. Social equity is an important goal of the plan – along with safety, mobility, preservation, and access for all users; it is critical that the experiences of disadvantaged and underrepresented communities informs plan outputs. This plan describes how the public will be engaged in this planning effort.

Engagement Goals

The engagement goals are consistent with those developed for the statewide plan, “Toward an Active California, State Bicycle + Pedestrian Plan” (May 2017), and have been modified so they are relevant to D2:

1. Provide information to the public and stakeholders regarding the AT Plan:
 - a. Purpose, background, role in the District's bicycle and pedestrian policy framework, and current status.
 - b. How and when they can provide input, how their input will be or was used, and what input others have provided.
2. Seek participation from people who reflect the diversity of communities throughout D2, with a focus on disadvantaged communities and those who have not previously engaged in a Caltrans planning process.
3. Collect public and stakeholder location-based input regarding the location and type of bicycle and pedestrian improvements that will make people feel more comfortable bicycling and walking.
4. Understand factors – such as level of traffic stress, distance, and non-traffic-related concerns – which influence D2 residents' willingness to bike or walk in their communities.
5. Develop a more complete understanding of bicycle and pedestrian safety-related concerns on the State Highway System (SHS) in D2.
6. Solicit stakeholder input on how the D2 AT Plan can support regional and local bicycle and pedestrian planning and implementation efforts. Combine outreach efforts with local and regional partners where synergistic outcomes are possible.

Target Audiences

The target audiences reflect internal and external partners, organizations, and individuals who will be engaged in development of the District's AT Plan. They include:

Caltrans District 2

The District 2 AT Plan requires significant cross-disciplinary coordination. Tier 1 coordination involves the core planning team, which is comprised of staff from Planning, the Public Information Office, Asset Management, and Design. This team communicates across the District so that other staff members and managers are informed of the planning process and can provide input as needed. Some staff will have a direct role, while others may be involved intermittently to provide support on technical issues.

Technical Advisory Group

The Technical Advisory Group (TAG) will include representatives from each county in D2, consisting of the Regional Transportation Agencies, interested local public agency partners including public works and public health departments, Tribes, and community-based organizations or individuals with demonstrated interest in active transportation. Many of the TAG participants have been active in ongoing and/or completed planning processes throughout the District and can help Caltrans build on related efforts. They also have experience with public engagement and can help Caltrans identify proven outreach strategies.

The purpose of the TAG is to guide the context-sensitive development of the AT Plan. Members will be responsible for "ground truthing" draft documents, providing input on linkages to local planning efforts, advising on outreach to disadvantaged communities, and promoting public participation.

Disadvantaged Communities, Vulnerable Users & Community-Based Organizations

According to "Toward an Active California, State Bicycle + Pedestrian Plan" (May 2017):

"Equity is addressed in this Plan consistent with the California Transportation Plan 2040 and the Smart Mobility Framework, with a focus on providing mobility for people who are economically, socially, or physically disadvantaged in order to support their full participation in society. Social Equity strategies seek to support disadvantaged communities - including low income communities and communities of color - who rely on walking, bicycling, and transit by designing and managing an active transportation system that equitably distributes its benefits and burdens." (Page 5)

"Pedestrians and bicyclists are often referred to as vulnerable users of roads because they do not have the protection provided by an automobile, though this can be improved by off-street trails or on-street separated bikeways. This is especially true for children, seniors, and those with disabilities, who may require additional time or unique information to use and cross roads safely." (Page 6)

The participation of disadvantaged community members and vulnerable users in development of the AT Plan is important and critical to the plan's success. Community-based organizations have established relationships with, and understand the needs of, these communities; therefore, they could provide feedback on the materials we have prepared and suggest methods of outreach and engagement within these communities which could assist the D2 project team with this effort. The District hopes to use the AT Plan process to build and strengthen relationships with community-based organizations to ensure this planning effort reflects the needs and desires of these communities.

D2 will continue to engage these communities in future planning and project input opportunities. Reaching community-based organizations whose work addresses this plan's goals of social equity, safety, mobility, preservation, and access for all users will be an important aspect of this effort.

Prior to the COVID-19 pandemic, our preference was to attend in-person meetings and events in which disadvantaged community members and vulnerable users are already participating rather than expecting them to come to events hosted by Caltrans. However, as groups transition to more online collaboration, events are being restructured and different tools are being utilized. Due to the current pandemic, the project team will reach out to community-based organizations and stakeholders to engage in conversations on how to effectively engage these communities and what resources are needed to do so successfully.

Stakeholders and Tribal Governments

Stakeholders not discussed above include other groups with interests adjacent to the State Highway System (SHS) and groups with a focus on bicycling and walking.

Caltrans often coordinates with Tribal Governments, public agencies, and others in instances where they interface with the SHS, for example:

- There are 23 Tribal Governments located within D2. Of the 23, there are 10 federally recognized and 13 non federally recognized Native American Tribes that have trust and ancestral lands throughout D2. In addition to the underlining value of working with the tribes they provide meaningful input needed on project planning and development, including but not limited to, location-based needs and context-sensitive improvements.
- Public transit providers may have location-based needs specific to transit riders accessing bus stops on the SHS.
- Law enforcement organizations may have insight on location-based needs, particularly for high traffic enforcement areas and near-miss locations. They may also be consulted for collision reporting information.
- Local public agencies may request information and provide location-based needs input beyond what is provided through TAGs. These other requests may come from boards, councils, transportation commissions, or municipal advisory committees.
- California State Parks, National Park Service, USDA Forest Service, and

others manage lands which people from around the world visit to recreate by foot or bicycle – including long-distance touring bicyclists – who rely on hike and bike campsites. These agencies may have location-based needs where park roads connect to the SHS or where access improvements are needed.

- School Districts / Schools including both public and private elementary schools, middle schools, high schools, and colleges.

Other Organizations

- Local bicycle shops are central to bicycling communities and can provide opportunities to engage people already bicycling who are likely to have knowledge of location-based needs and a strong interest in the AT Plan.
- Recreational bicycling and walking groups may be using the SHS as a part of, or as access to, recreational routes and may have information on location-based needs to improve access and mobility. They may also have perspective on what physical or social factors may encourage people to bicycle or walk.
- Civic groups may have interest in placemaking aspects of bicycle and pedestrian infrastructure.

General Public

The general public includes people who live, work, and travel in D2. This is a broad group with varying levels of interest and ability to engage in the planning process. For the AT Plan, Caltrans is seeking location-based input from the general public on issues related to bicycling and walking on state routes.

Participation Methods

Best practices recommend a combination of online and in-person outreach to deliver interactive and meaningful engagement opportunities. However, social distancing measures taken during the COVID-19 pandemic affect the ability to provide in-person engagement opportunities. Efforts will be made to ensure virtual engagement can occur via phone and internet, and that promotion reaches the diverse populations of D2.

The District is highly rural and includes 20-30% of the households in its seven counties which do not have internet. This is due to a lack of availability of internet coverage and affordability for some households located in areas where there is coverage. Caltrans will need to make a concerted effort to reach individuals or community-based organizations who serve these residents to ensure their interests are represented in the plan. The following table shows the percentage of households in D2 without internet:

County	Households without Internet (by %)
Lassen	21.2%
Modoc	30.3%
Plumas	22.1%
Shasta	19.7%
Siskiyou	19.8%
Tehama	24.3%
Trinity	19.8%

Source: U.S. Census Bureau QuickFacts (percentages in table above reflect the difference between the “Households with a broadband internet subscription, percent, 2015-2019” table and 100%)

Engagement demographics and geographies will be evaluated midway through the engagement period to help determine if we are reaching a diverse cross-section of our District. Caltrans will consider use of print materials and mailings to reach those community members which have not yet been reached through the previous methods utilized.

Map-Based Surveys

The primary outcome of the AT Plan is to determine location-based needs which will increase the safety and the number of people bicycling and walking along and/or across the SHS. Therefore, the primary public input sought is location-based needs which will be acquired through a map-based survey. The map-based survey allows users to identify deficiencies by placing pins on a map. When a pin is placed, the user can select their concern from a list and add more detail about that concern. Users can place an unlimited number of pins. The survey interface developed for Caltrans is ADA-compliant. Participants can select to participate in English or Spanish.

Community-based organizations and other stakeholder organizations will be encouraged to share the map survey with their community members. If digital access is a limiting factor, Caltrans is available to receive the information over the phone or by mail.

The map-based survey will also be used by TAG members to input location-based needs for which GIS data was not previously available. These needs will be those which the public has expressed to the TAG members or their organizations, or those locations for which TAG members have professional knowledge.

Technical Advisory Group Meetings

TAG groups will meet as appropriate and materials will be distributed via email or other methods upon request.

Website

The D2 AT Plan website (<https://www.catplan.org/district-2>) will host the survey and be used to provide information to the public and stakeholders regarding the AT Plan’s purpose and background, as well as provide updates and notices regarding the current status of the planning process and how and when input can be provided. The website will have four sections – News, Documents, Partners, Events:

- News section – will be updated at least monthly with a report on recent planning activities and status updates
- Documents section – will host frequently asked questions, fact sheets, presentations, and reports
- Partners section – will list TAG members
- Events section – will list any pertinent events, dates, and/or deadlines related to the D2 AT Plan

Social Media

The Caltrans D2 Facebook account will be used to inform the public of opportunities to participate in English or Spanish. Comments provided on social media platforms will be monitored. People who comment will be encouraged to use the map-based survey; however, comments received containing location-based needs (by methods other than using the map-based survey) will be noted and included in the needs analysis.

Caltrans staff will respond to questions provided as comments or direct messages. Frequently asked questions (FAQ) will be added to the website's FAQ section. TAG members, community-based organizations, and stakeholders will be encouraged to share D2 posts, or create their own, to promote participation in the map-based survey.

Interviews

The D2 project team will reach out to community-based organizations to interview them about barriers which disadvantaged community members and vulnerable users encounter while bicycling and walking on the SHS, and to collaborate with them on the best way to seek input. The D2 project team desires to listen to concerns and learn from the experiences of disadvantaged community members and vulnerable users. The purpose of the interviews is to help ensure that proposed infrastructure improvements support disadvantaged communities' and vulnerable users' abilities to bicycle and walk for transportation, rather than exacerbate their concerns.

These conversations will be exploratory, so it is difficult to express at the time of this writing how input will influence plan outputs. The project team commits to the following: documenting conversations in yet-to-be-agreed-upon ways; sharing notes with the community-based organizations for consensus prior to including the notes or summaries in public documents; and following up with further detail on how conversations ultimately influenced the D2 AT Plan outputs and the active transportation policy framework. Should the input respond to the specific needs of the survey, Caltrans will work with the interviewees to enter this input into the survey. Immediate safety or maintenance issues identified in these interviews will be shared with appropriate Caltrans staff.

Partnering with Tribes, Regional and Local Partners on Other Planning Outreach

Tribal Governments, Regional Transportation Planning Agencies and other local governments may be updating existing plans or conducting new planning activities that overlap with the scope of the D2 AT Plan. Caltrans will collaborate with our partners to align outreach timing, methods, and content to be mutually useful to the extent possible.

Recognizing Input Provided on Past Planning Efforts

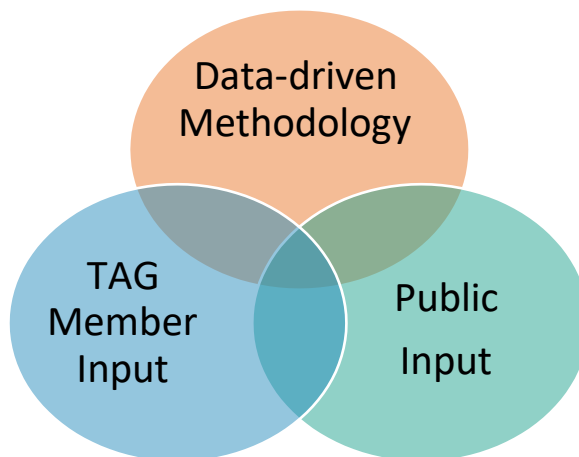
Many active transportation planning efforts on the SHS have been completed in the past ten years by Caltrans and our partners, which generated a wealth of comments – some expressing concerns and desired improvements. We want to recognize the time and effort of community members who participated in past efforts; therefore, those comments will be reviewed to align the D2 AT Plan in the context of ongoing planning efforts and to help inform the location-based needs analysis.

How Public Input Will Be Used

Location-Based Needs

Location-based needs will be identified using the following methods during the AT Plan process:

1. A data-driven approach based on level of traffic stress (LTS) methodologies and place-type context
2. Public input collected through the map-based survey
3. Needs identified by TAG members through previous planning efforts and engagements with the public



Needs identified by all three input methods may be considered with little discussion; however, needs identified by only one or two of the input methods may need further examination and discussion with the TAG:

1. Needs *not* identified by the data-driven methodology: Does the level of traffic stress methodology need to be augmented for the communities this area serves? Is this area of special interest to any specific communities?
2. Needs *not* identified by current public input: Did engagement methods reach users of this area? What is the level of interest in this area?
3. Needs *not* identified by TAG members: Was this area not included in previous planning efforts? Did current public engagement efforts reach different populations than previous efforts?

Disadvantaged Communities and Vulnerable User Input

Information regarding the needs and concerns of disadvantaged communities and vulnerable users that are not specifically location-based will inform the toolkit of possible treatments to address identified needs, which will be considered during project initiation.

For example:

If a bikeway is an identified need (location-based input), and if the location is near a K-12 school (context), and if separation from traffic is key to children's use of a bikeway (vulnerable user input), then the recommended facility type may be a separated bikeway.

Project Determination

During project initiation, all identified needs within a project area will be reviewed and considered. At that time, public input received is taken into consideration to guide the development of the scope of projects. It should be noted that while all requests will be considered, not all will be able to be included in the project.

The D2 project team and the TAG will evaluate and select metrics in the plan goal areas (social equity, safety, mobility, preservation, and access for all users) in order to prioritize complete streets elements and project development. Public outreach and engagement will continue to be of importance in each goal area.

Schedule

The current schedule for the development of the AT Plan and public engagement opportunities can be found online at <https://www.catplan.org/events/upcoming/2021-01-01/16>

To date efforts include:

- Completion of the Active Transportation Asset Inventory Pilot
- Initial outreach to Tribes, Regional and Local Governments, and TAG development
- Finalization of the Engagement Plan

Next Steps:

- Finalization of -
 - Stakeholders List
 - Technical Advisory Group (TAG)
 - Existing Conditions Report (ECR)
- Needs Analysis - launch the location-based needs partner and public surveys
- Development of a map-based tool for data collection
- Gaps and Barriers Analysis
- Prioritization of Needs

Performance Metrics and Results Documentation

Performance metrics will help D2 confirm who has been reached and engaged in the development of the D2 AT Plan. The D2 project team’s goal is to conduct outreach and engagement within all disadvantaged communities and the most vulnerable road users at a level that is, at a minimum, proportional to their presence in each county.

		County						
		Lassen	Modoc	Plumas	Shasta	Siskiyou	Tehama	Trinity
Race & Ethnicity	Black or African American	8.4%	1.4%	1.1%	1.2%	1.5%	1.1%	0.8%
	American Indian or Alaska Native	4.3%	5.1%	3.2%	3.2%	5.1%	3.3%	5.2%
	Asian	1.6%	1.2%	1.1%	3.1%	1.6%	1.4%	1.5%
	Hispanic or Latino	19.3%	14.6%	9.3%	10.5%	13.2%	25.8%	7.4%
	Native Hawaiian or Pacific Islander	0.9%	0.4%	0.2%	0.2%	0.4%	0.2%	0.2%
	Two or More Races	4.0%	3.7%	4.0%	4.6%	5.5%	3.7%	5.3%
Age	Under 18	17.3%	19.4%	17.4%	21.6%	20.1%	23.8%	17.3%
	65 and Older	15.5%	27.5%	28.9%	21.1%	26.1%	19.6%	28.3%
Income	Households with Income <\$50,000	43.1%	53.2%	45.2%	46.3	54.0%	55.0%	59.9%
Disability	Hearing	6%	7.3%	4.2%	6.2%	6.9%	6.1%	10.5%
	Vision	3.5%	3.4%	2.7%	3.3%	2.6%	4.2%	3.2%
	Cognitive	6.1%	4.4%	6.0%	7.2%	7.7%	8.1%	5.9%
	Ambulatory	11.5%	11.5%	9.9%	10.4%	10.1%	10.1%	11.8%
	Self-Care	5.2%	4.2%	3.9%	3.6%	3.7%	3.5%	2.3%
	Independent Living	10.2%	10.6%	6.1%	9.0%	8.8%	8.9%	8.2%
Source: U.S. Census Bureau, QuickFacts, Population Estimates, July 1, 2019, (V2019); American Community Survey 2019: 5-Year Estimates, Tables S1810 and DP03								

To the extent possible, demographic data will be collected to confirm feedback is being received from disadvantaged community members and vulnerable users. Methods for collecting demographic data include:

- Map-based survey: Upon completion the public and partner map-based survey, participants are asked to report zip code, age, income, race/ethnicity, and gender.
- YouTube and Facebook videos: Videos may include polls asking for zip code, age, income, race/ethnicity, and gender.
- Online meetings with target groups: The number of participants will be noted, and links to online polls will be distributed to participants.
- Catplan.org, Facebook, and YouTube: Analytics will be collected for the number of visits/engagements/views and available demographic or geographic information.

The D2 project team aims to collect enough demographic information to gauge the level of participation from disadvantaged communities and vulnerable users. We anticipate the following potential barriers to collecting demographic data, and have proposed possible ways to address each of them:

- Privacy concerns: Participants will be informed as to why demographic data is being collected and how it will be used.
- Respondent fatigue: The project team will keep survey, video, and fact sheet tools short and easy to read.
- Limitations built into third-party applications: The project team will use the best available data.

A summary of public participation demographics and areas reached will be included within the final AT Plan. The demographic information will come from the following sources:

- Results of the map-based surveys taken, and the distribution of zip code, age, income, race/ethnicity, and gender.
- Summaries of zip code, age, income, race/ethnicity, and gender from social media polling.
- Summaries of analytics available through the project website and social media.
- Total number of interviews conducted, reported by type of disadvantaged community or vulnerable user.

Modifications to the D2 EP

The D2 EP is a living document and guide. The process may be adjusted if objectives are not being reached. For example, methods may be changed if the project team is not reaching as many members of a specific group as desired. Having flexibility allows the District to respond to opportunities as they become available, such as invitations to participate in community events. Modifications to the D2 EP will be shared with the TAG for feedback and consensus before changes are implemented.