

Public Outreach Plan

SR 94 Freeway Cap Park Feasibility

Compilation of Project Materials

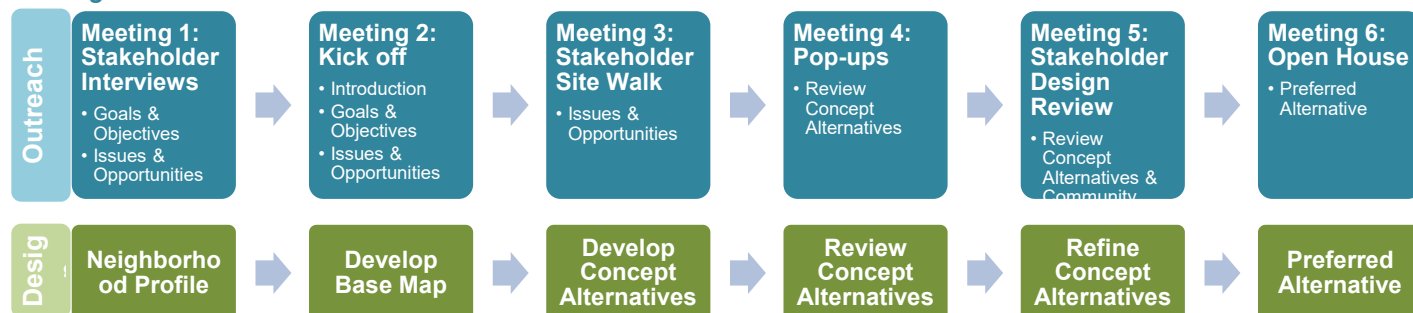
Part of the Freeway Cap Best Practices & SR 94 Cap Park Study



Freeway Cap Best Practices & SR 94 Park Cap Study Public Outreach Plan

This draft public outreach plan, last updated in September 2015, summarizes the broad outreach activities conducted during the project.

Figure 1: Public Outreach Plan Process



Schedule of Outreach Meetings

Meeting #1: Stakeholder Working Group Interviews (June 2015)

Stakeholder interviews provide opportunities to meet with key stakeholders one-on-one and gain insight on their perspective, specific objectives or concerns regarding the project. The Parsons Brinckerhoff team will:

- Meet one-on-one, or in small group format with the stakeholder working group members over the course of a day to gather input on their priorities for the project and the community, identify potential individual issues/questions
- Provide a summary of the interviews to SANDAG.

Meeting #2: Kick Off /Evening Public Open House (June 2015)

The first meeting will introduce the project (process, goals, etc.) and provide a forum to gather initial input from the general public. The Parsons Brinckerhoff team will:

- Deliver a presentation to explain project process, project goals and desired outcomes.
- Break the assembled audience into groups facilitated by team members and SANDAG staff (if desired) to gather public input, solicit recommendations, record concerns and answer questions in a small-group format (use maps and large post it pads to record information).
- Close with a summary of shared issues and concerns, along with a recap of the goals and objectives, project schedule and upcoming events.
- Debrief with City and SANDAG immediately following the meeting.

Meeting #3: Site Visit with Stakeholder Working Group (July 2015)

Parsons Brinckerhoff proposes using the site visit to photo-document the project area and enhance our understanding of community context and opportunities and challenges specific to the site. This information will be included as part of the existing conditions materials. To accomplish this, our site visit will be structured as an active “site walk.” The Parsons Brinckerhoff team will:

- Meet with stakeholders working group to discuss the purpose of the site walk and desired outcome of the site walk.
- Provide participants a site visit kit in paper and electronic format at the start of the site walk that includes an aerial map and comment sheet. During the site walk team members will interact with stakeholders to identify key opportunities, constraints, environmental, social and economic factors that could influence the project.
- (Optional) Employ the electronic site visit tool called eAudit, which enables users to provide input online using a smart phone, tablet or any computer with internet access. This will allow us to gain input from more members of the community on their time and at their leisure. The consultant team will introduce group to the tool, and we propose using electronic mailing lists to reach out to the broader community.
- Conclude the site walk with a gathering of the participants to summarize key topics, ideas and community expectations for the project.

Meeting Group #4: Pop-up Outreach (September-October 2015)

The objective of the pop-up outreach events is to engage the community in the design process of the park cap concept: What elements might it contain? What connections to the community are desired? What park uses (active, passive, etc.) might work well or be challenging? What, if any, commercial uses or sustainability opportunities might be considered? From this process a number of community-driven ideas will emerge and key opportunities and challenges will be discussed.

Two design alternatives, with a Phase 1 that includes only a pedestrian/bike bridge, will be developed to inform the discussion. The Parsons Brinckerhoff team will:

- Send the concepts to the Stakeholder Working Group via email (at their request)
- Conduct four “pop-up” outreach events, two in each community:
 - Sun 9/20/2015 – Hispanic Heritage Month Festival, Sherman Heights
 - Sat 9/26/2015 – Golden Hill Farmers Market
 - Sat 10/10/2015 – Golden Hill Farmers Market
 - Sat 10/31/2015 – Dia de Los Muertos, Sherman Heights
- Staff the pop-up events in Sherman Heights with Spanish translators.
- Provide multiple ways for the community to give feedback, including:
 - Comment cards

- Park “puzzle”
- “Design your own park from scratch”
- Optionally, any park “puzzle” or “design your own park from scratch” could be posted on the Caltrans or SANDAG social media accounts by agency staff
- Produce a large poster/banner to be posted at a high-activity location in each community. The poster will illustrate the design concepts and provide a link to the project website.

Meeting #5: Stakeholder Working Group Design Review (Late 2015)

Following the pop-up events, we will convene the Stakeholder Working Group once more for a brief meeting to review the public comments received on the design concepts, and to obtain specific feedback from the stakeholders themselves. The Parsons Brinckerhoff team will:

- Present a summary of public comments received at the pop-up events;
- Solicit specific feedback on the design concepts (if needed); and
- Review next steps, including the public open house and the post-study implementation process.

Meeting #6: Open House to View Final Preferred Concept Alternative(s) (Mid 2016)

Using input from the open house, the Parsons Brinckerhoff team will further refine the concept alternatives into a reduced set of preferred alternative(s). We will bring these preferred alternative(s) to SANDAG for review, follow with the focus group, and subsequently synthesize that input in order to refine them for use in meeting #6. The Parsons Brinckerhoff team will:

- Present a brief overview of the project process that led to the preferred alternative(s);
- Present the final preferred concept alternative(s) along with any benefits or constraints; and
- Discuss next steps, including planning, design, construction and funding opportunities.

Project Fact Sheet

The Parsons Brinckerhoff team will produce a project fact sheet—to be updated twice during the study—for distribution via physical and electronic means.

Online Engagement Process

The Online Engagement Strategy is intended to encourage ongoing public participation, facilitate timely information exchange, and maximize the impact of the study in the community.

Project Website

The project website, hosted by Caltrans, will be the central location for project materials. The Parsons Brinckerhoff team will work with Caltrans to develop and post content and periodic updates.

Email List

Working with Caltrans, SANDAG, and City of San Diego staff, the Parsons Brinckerhoff team will maintain an email list of interested parties, which will be used to share project materials and provide periodic updates on the study progress. The list will include Stakeholder Working Group members, various community groups, and any members of the public who have provided their email address to the study (e.g. on comment cards, meeting sign-in sheets, etc.).

Social Media

The study will utilize both Caltrans and SANDAG social media accounts (generally Facebook and Twitter) to promote the study. Social media will be used to:

- Advertise outreach events.
- Distribute project materials (e.g. fact sheet, design concepts).
- Engage new community members who have not been reached via other means.
- Create an additional forum for public comment and conversation.

Working with the Caltrans and SANDAG Public Information Officers, the Parsons Brinckerhoff team will:

- Suggest social media posts 3-5 days in advance of desired posting date.
- Contact City Council D3 & D8 staff to request they share or “retweet” posts.
- Monitor and document comments received via social media.

(Optional) Video Production

Working with Caltrans video production staff, the Parsons Brinckerhoff team may explore options for producing short video clips on the study. Caltrans would be expected to provide all video production resources. Potential topics include:

- Coverage of public kick-off meeting.
- Coverage of pop-up outreach events.
- Coverage of public open house event.
- Interviews with various experts or community leaders.