

Appendix H. Outreach and Engagement Efforts

During the development of the CFMP 2023, various outreach efforts, such as public workshops, public outreach, and a digital outreach strategy via Facebook were conducted to better identify and understand the freight-related concerns of California residents. With the development of the CFMP 2023 various outreach efforts were conducted to gather feedback from a diverse set of demographic populations and geographic regions to make sure we captured all the freight related concerns. Primary communities of focus were:

- **Rural Communities** - Rural communities tend to be isolated, which often leads to fewer supply chain transportation routes in their community. Lack of modern freight infrastructure makes it challenging to move goods into, thorough, and out of these communities.
- **Urban Communities** - Urban communities experience congestion from the many supply chain transportation routes traversing their communities. On the other hand, they also experience a great benefit from the proximity of the supply chain.
- **Native American Tribes** – There are roughly 109 Indian tribes in California. Some are near highly populated metropolitan areas, while others are located in the mountains of Northern and Eastern California. Native American concerns are a priority for the State. Quality feedback regarding Tribal needs provided during targeted outreach informed the development of the CFMP 2023.
- **Environmental Justice Communities** – Outreach to these communities was essential, given the disproportionate impacts on air quality, public health, and social inequity freight movements created in these areas. Outreach was focused on communities that were classified under AB 617 and identified by CARB to participate in the Community Air Protection Program (CAPP). AB 617 was created to reduce health impacts from nonvehicular air pollution and is supported by an extensive emissions database and air monitoring networks. CAPP will develop and implement focused actions to improve overall air quality for these selected communities. Including feedback from these communities was extremely vital to the overall creation and future implementation of the CFMP.

Outreach Activities

PUBLIC WORKSHOPS AND OUTREACH ACTIVITIES

Caltrans hosted multiple public workshops during the CFMP development. The Southern California Introductory Public Workshop was held in Diamond Bar on May 17, 2018, and the Northern California Introductory Public Workshop was held in West Sacramento on June 6, 2018. In both workshops, participants were given an overview of the CFMP and were asked to discuss how they interacted with freight, how they benefitted from freight, how they were impacted by freight, and what types of investments they would like to see regarding freight in their respective communities. To promote participation in the workshops, more than 1,200 email invitations were

sent, over 100 personal phone invitations were made, and numerous organizations invited their entire memberships (estimated in the hundreds).

Public Outreach was conducted at multiple different events throughout California. These events were staggered to conduct outreach both before and after the draft plan was released. These events included the following:

- California Transportation Planning Conference in San Diego from February 23-25, 2019
- Kool April Nights in Redding on April 27, 2019 from 7am-4pm
- CicLAvia in Wilmington on April 28, 2019 from 9am-4pm
- Downtown Farmers Market in San Luis Obispo on May 23, 2019 from 6pm-9pm
- One on one interview with Don Norton Executive Director, CA Short Line Railroad Association on August 9th from 11am- 12pm
- One on one interview Douglas Briggs, P.E. Chief, Highways for National Defense on September 1st from 10am-11am
- One on one interview Dr. Tom O'Brien Executive Director Center for International Trade & Transportation University of Long Beach on August 23rd from 10am- 11am
- One on one interview with Rob Ball Deputy Director Planning Kern Council of Governments on August 9th from 11am-11:30am
- One on one interview with El Sereno Community Land Trust on August 22nd from 1:30pm-2:30pm
- One on one interview with Mike Jacob General Counsel and Vice President of the Pacific Merchant Shipping Association on August 16th from 2pm-3pm
- Presentation and outreach to AB 617 Portside Environmental Justice Steering Committee Meeting in San Diego on September 24, 2019, from 6pm-8pm
- Presentation and outreach to San Bernardino/Muscoy AB 617 Community Steering Committee, October 20th, 2022
- Presentation and outreach to South Los Angeles AB 617 Community Steering Committee, September 8th, 2022
- Presentation and outreach to East LA, Boyle Heights, and West Commerce AB 617 Community Steering Committee, August 18th, 2022
- Presentation and outreach to Southeast Los Angeles AB 617 Community Steering Committee, August 4th, 2022
- Presentation and outreach to Wilmington, Carson, West Long Beach AB 617 Community Steering Committee, August 25, 2022
- Presentation and outreach to Eastern Coachella Valley AB 617 Community Steering Committee, October 27, 2022
- Presentation and outreach to Shafter AB 617 Community Steering Committee, September 22, 2022.

Caltrans staff created innovative ways to engage people at these events to spark their interest in freight. Once the public was engaged, staff proceeded to converse with them about freight issues in California and encouraged participants to share how freight affected them and their communities. Some of the prominent questions we asked, and themes we noticed from these conversations included the following:

- What impacts from freight do you observe in your community?
- How do you interact with freight in your community?
- What benefits from freight do you observe in your community?

- What freight investments should be made in your community?

Caltrans staff invited participants to take a 10-question survey on provided iPads. If they declined, staff offered a CFMP business card which included a QR code. Once scanned, this code would direct them to the freight survey, which they could complete on their own. Additionally, Caltrans created mailers with the questions listed above for people to fill out and mail back. Conducting public outreach proved to be much more effective than the two public workshops, as these events allowed Caltrans staff to speak with a larger number of people from a diverse range of backgrounds.

PUBLIC SURVEY

1. How many shipments do you receive each month from online retailers like Amazon, Walmart, Wayfair?
 - 1-2
 - 3-5
 - 6-10
 - More than 10
2. Where are these shipments delivered?
 - Home
 - Work
 - Amazon Box
 - Other
3. How do you experience the merchandise movement activity in your community?
 - Cargo trains at rail crossings
 - Semi-trucks on major highways
 - UPS/FedEx trucks in your neighborhood
 - Industries such as manufacturing/distribution in your city
4. Rank which good move below benefits your community the most. (1st Most Beneficial)
 - Higher tax revenues
 - High number of jobs
 - Faster economic development
 - Higher house prices
 - Access to a larger market through online shopping
5. Classify the following items in order for the biggest truck traffic impact in your community. (1st Biggest Impact)
 - Truck traffic congestion
 - Health impacts and air pollution
 - Acoustic pollution
 - Truck/driver safety (sharing the public road)
 - Truck-damaged Road/pavement
6. Have you ever had to move due to negative freight impacts?
 - Yes, my house
 - Yes, my work
 - Yes, my children's school
 - No
7. What projects do you think should be a priority in your community?
 - Safety projects at the rail crossing
 - Alleviating truck congestion

- Improving air quality
 - Created goods movement work/job training programs
 - Increasing the use of alternative energies
 - Increased flexibility in out-of-hours and nighttime delivery
8. Did you participate in the development of the 2014 California Cargo Mobility Plan (CFMP)?
 - Yes
 - No
 - I do not know
 9. What motivated you to participate today?
 - I want to learn more
 - I want concerns about the impact of freight on my community
 - I think freight can benefit my community
 10. Provide additional feedback.

INDUSTRY FOCUS GROUPS

The six focus groups in *Bakersfield, Oakland, San Bernardino, Stockton, Redding, and Los Angeles* each began with the same general agenda topics: Competitiveness, Technologies, Workforce, Sustainability, Projects. For each topic, the team asked participants specific questions to solicit views of major groups with similar interests. The questions are listed below under their corresponding topics:

Competitiveness:

- How does the cost of freight transportation in California affect your ability to grow and to compete with non-California firms or locations?
- What can Caltrans and other state agencies do to lower those barriers?
- How should we measure freight transportation's impact on California's Competitiveness for new jobs or market share?
- Do you have data or other information that would be helpful?

Technologies:

- What technologies do you see as most promising for your business?
- What should the State do to encourage or enable new freight transportation technology?

Workforce:

- Do you expect to have the workforce you need to operate and grow in the future?
- What workforce shortfalls have you experienced, or do you expect?
- What can the public and private sectors do to develop the workforce we need?

Sustainability:

- If we define sustainability as including operations, economics, environmental impacts, and social impacts, what do you see as the challenges to achieving sustainability for your business in California?
- What should Caltrans and the State of California do to help you achieve sustainability?

Projects:

- What California infrastructure projects or programs are most important to your business?
- What is the most important criteria Caltrans should use in evaluating freight projects or programs?

- How should Caltrans measure progress against those criteria?

INDUSTRY INTERVIEWS

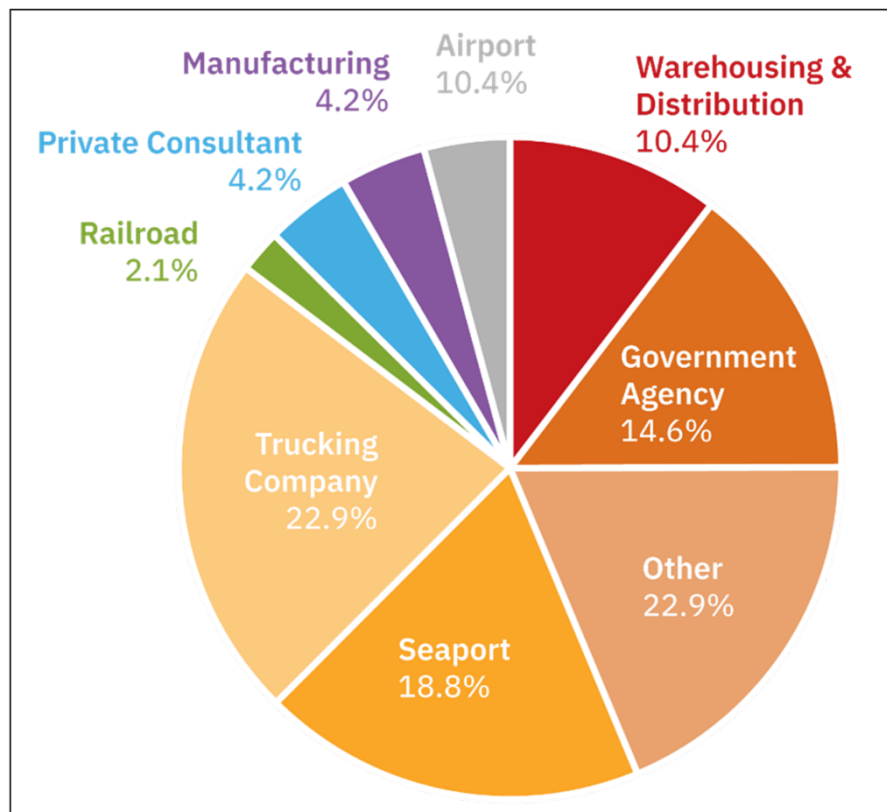


Figure H.1: Breakdown of the Stakeholders who provided feedback

Major industry stakeholders such as trucking, ports, railroads, and industry associations were interviewed with the same questions as the industry focus groups. Like the Industry Focus Groups, questions fell under the following themes: Competitiveness, Technologies, Workforce, Sustainability, and Projects.

INDUSTRY SURVEY

An online survey was created and distributed via email to freight stakeholders from the Public and Private sectors throughout the state. There were 106 respondents categorized as shown below:

Fifteen substantive questions and 3 identification questions were asked. Questions are listed below:

1. How does the cost of freight transportation in California affect your ability to grow and to compete with non-California firms or locations?
2. What can Caltrans and other State agencies do to increase your competitiveness?

3. What elements do you think we should consider when measuring freight transportation's impact on California's competitiveness?
4. What new technologies or innovative programs do you currently have or will deploy within the next few years?
5. If you are not currently, or do not plan to deploy any new technologies or innovative programs from Question 4, what are the biggest barriers?
6. What technologies do you see as most promising for your business?
7. What should the State do to encourage or enable new freight transportation technology?
8. What type of workforce shortfalls have you experienced, or do you expect to encounter in the near future?
9. What can the public sector do to develop the workforce we need?
10. What can the private sector do to develop the workforce we need?
11. If we define sustainability as including operations, economics, environmental impacts, and social impacts, what do you see as the challenges to achieving sustainability for your business in California?
12. What are the best opportunities to reduce energy consumption in your business?
13. What California infrastructure projects or programs are most important to your business?
14. What are the most important criteria in evaluating freight projects or programs?
15. What other issues should the California Freight Mobility Plan address?

DIGITAL OUTREACH AND SOCIAL MEDIA SURVEY

An online survey tailored specifically for the public was created and distributed via mailers, business cards, and Facebook (described below).

The Digital Outreach effort was designed to gather information through Facebook from specific, targeted groups throughout California. Caltrans began this effort by running a test Facebook post through the Caltrans Headquarters main Facebook page which allowed Facebook users two ways to take the survey:

- via the Caltrans Facebook Page,
- via a “boosted” post on targeted users’ newsfeeds

The boosted post reached from 1,200 to 4,400 persons for 7 days within the Moreno Valley and Oakland areas who associated with certain lifestyles and interests (parenting, online shopping, travel, education, retail shopping, etc.). The post allowed targeted users to voluntarily access a link directing them to the CFMP survey on Constant Contact's digital platform. Caltrans staff found that they were able to engage thousands of people in a short amount of time for a very low cost through Facebook.

After the test proved to be effective, Caltrans created six additional Facebook posts unique to different geographic areas that included compelling information about goods movement, freight industry facts, and other posts seeking the general public's needs when it comes to freight. These six targeted communities were: Long Beach, Ontario, Moreno Valley, Bakersfield, San Pedro, Oakland, and Redding. All posts included a call-to-action which motivated the audience to complete the CFMP survey to help improve freight mobility in their respective communities.

SURVEY RESULTS

As mentioned above, a main component of the outreach efforts included the CFMP survey. In this survey, respondents were asked nine questions regarding the impact of freight in their lives and communities. Approximately 40 members of the public took the survey via the Facebook posts. The survey was not scientific but did provide a qualitative assessment of how the public who uses Facebook feel about freight in California.

This survey served as a useful tool to gather information regarding freight related issues in various communities. When respondents were asked about their participation in the development of the 2014 CFMP, 62 percent said they did not participate at all and 32 percent of respondents said they were motivated to participate now so they could learn more and understand the concerns about freight impacts in their respective communities. Not only did this survey allow Caltrans to gather important information regarding public perceptions of freight, but the digital outreach effort was also able to increase public participation in the development of this plan and create awareness surrounding freight related issues statewide.