Appendix H. Outreach and Engagement Efforts

During the development of the CFMP 2020, various outreach efforts, such as public workshops, public outreach, and a digital outreach strategy via Facebook were conducted in order to better identify and understand the freight-related concerns of California residents. The main focus was to gather feedback from a diverse set of demographic populations and geographic regions. Additionally, the outreach targeted communities in which interests of residents reflected a heavy trend for online shopping, longer commutes to work and areas where freight has a significant impact on the community. 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. Goods being delivered in and out of these communities experience specific challenges related to this common lack of infrastructure.

- **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 the California. Some are near highly populated cities like Los Angeles, San Francisco, San Diego, and Sacramento, while others are located in the mountains of northern and eastern California. Native American concerns are a priority for the State, targeting this group as a specific audience provided the quality feedback necessary to ensure their needs are taken into account within the CFMP.

- **Environmental Justice Communities** – Communities classified under AB 617 (Ab617), an effort to reduce health impacts from nonvehicular air pollution, supported by an extensive emissions database and air monitoring networks. These communities were identified by the CARB to participate in the Community Air Protection Program (CAPP). In response to AB617, CAPP will develop and implement focus actions to improve overall air quality for these selected communities. Including feedback from these communities was extremely vital to the overall implementation of the CFMP.

**Outreach Activities**

**Public Workshops and Outreach Activities**

Caltrans hosted two public workshops during the development of the CFMP. The Southern California Introductory Public Workshop was held in Diamond Bar on May 17, 2018 and the Northern California Introductory Public Workshop 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 five different events throughout California. These events were staggered in order 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
- Portside Environmental Justice Steering Committee Meeting in San Diego on September 24, 2019 from 6pm-8pm

Caltrans staff created innovative ways to engage people at these events to spark their interest in freight, such as asking how far they thought a banana traveled on average to reach their grocery store. 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
   • Increase 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 are the most important criteria Caltrans should use in evaluating freight projects or programs?
- How should Caltrans measure progress against those criteria?
Industry Interviews
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.

15 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 public survey included the following questions:

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, and
- 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 affective, we 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 our
Survey Results
As mentioned above, a main component of our 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, the digital outreach effort was able to increase public participation in the development of this plan and create awareness surrounding freight related issues statewide.

audience to complete the CFMP survey to help improve freight mobility in their respective communities.