

## 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. 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, through, 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 2020.
- **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 in an effort 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 two 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 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