



Public Participation

Introduction

Solutions to our region’s transportation needs require a comprehensive planning effort that coordinates land use and transportation and develops an integrated, multimodal transportation system. The 2045 Metropolitan Transportation Plan (MTP) and its Sustainable Community Strategy (SCS) contain specific public policies and strategies, as well as projects and programs aimed at meeting the diverse mobility needs of our growing and changing Monterey Bay region.

A critical component in preparing the 2045 MTP/SCS was to provide guidance in the structuring of regional transportation planning processes to ensure that, to the greatest extent possible, interagency consultation and public participation were an integral and continuing part of the regional transportation decision making process. The participation policies and procedures described below were structured to enable all participants the ability to express their genuine regional values and interests in the shaping and implementation of regional policies and decisions regarding the transportation system.

Development of the 2045 MTP/SCS has been a multi-year effort that began in 2019. A comprehensive program of public involvement activities was a key part of the process. Extensive outreach with local government officials was conducted, as well as a public participation plan that included numerous community workshops and meetings, telephone and online surveys.

The Draft 2045 MTP/SCS and the Draft Environmental Impact Report were released for public review and comment on November 22, 2021. The public comment period closed on January 31, 2022.

Following are highlights of public participation and consultation activities that occurred through the process to date:

Six community workshops held in cities throughout the greater Monterey Bay region in Santa Cruz, Monterey and San Benito counties.

A project website (www.ambag.org) which served as the online portal to information about the project and access to surveys and mapping data.

- Implementation of a GIS-based mapping system called AMBAG Regional Data Viewer which provides for the first time a regionwide spatial mapping system that includes land use, transportation and environmental features, and is available to public organizations, stakeholders and the general public.
- Preparation of handout materials, flyers, information sheets, frequently asked questions (FAQs), etc., many of which were prepared both in English and Spanish.
- Eleven public meetings with the AMBAG Board, also at key milestone events throughout the planning process.
- Twelve meetings with the Planning Directors Forum (PDF), comprised of planning directors and their staff from the three Monterey Bay area counties and 18 cities.
- More than 20 meetings with technical advisory committees (TACs) within the three Monterey Bay area counties.
- More than 80 one-on-one meetings with local jurisdiction’s staff and elected officials.
- Focused one-on-one meetings with various stakeholders, and community based interest groups to help educate and inform them about the planning process and answer questions they raised.

The following is a description of each component of the public participation and consultation process that was involved as part of the 2045 MTP/SCS planning process. Information regarding the effectiveness of the public participation strategies will be considered in the next update of the Public Participation Plan.



Screenshot of the Homepage

Tools and Resources

Project Website

The project website (www.ambag.org) is the central portal for information about the project and upcoming events. The website address was provided on all outreach materials and has been updated regularly to maintain current content.

GIS Data Portal

AMBAG launched a new GIS Portal leveraging the latest ESRI technology in 2020, replacing our previous GIS Viewer. The GIS Portal allows jurisdictions to log in and edit data for inclusion in our long-range plan and also provides the ability for the public to view geospatial data in a live and interactive format. The Portal hosts spatial data holdings in a standardized, dynamic and accessible format. AMBAG compiled GIS datasets to show transportation project, managing agencies and the types of sensitive environmental or other resources are near projects to help them prepare Environmental Impact Reports (EIRs) and design projects which cause the least impact to these resources. AMBAG decided the best process was to leverage GIS Portal technology for staff to work with the 18 cities and three counties to enhance technical support amongst our member jurisdictions and introduce the ability to quickly update land use data and opportunity area focused growth. AMBAG staff is also working to incorporate the data captured in GIS Portal into Urban Footprint as a key component in MTP/SCS's public participation process.

Workshops

Two series of workshops each were held throughout the tri-county region at key milestones in person. The workshops were designed in an open house format with a variety of stations to provide one-on-one discussion and to create a more comfortable and meaningful environment for participants. Virtual workshops provided an opportunity for attendees to provide input via polling questions on a variety of potential SCS strategies.

Materials were provided in both English and Spanish and translation services were available at most of the workshops.

Flyers and Press Releases

Flyers were prepared in English and Spanish for the two workshop series. These flyers were distributed to local agencies and those who signed up for email updates on the website. Copies of the flyers are included as attachments at the end of this appendix. A press release was also sent to local television, radio, and newspaper media outlets.

Stakeholder Contact Lists

A master stakeholder contact list was maintained for distribution of press releases, flyers and project updates. This list included members of the AMBAG Board, the Planning Directors Forum and other related groups. In addition, media outlets, local organizations and workshop and survey participants who provided a valid email address were included. A complete list of stakeholder groups is included in the AMBAG 2019 Public Participation Plan. The following is a summary of the major media outlets targeted for promotion of workshops.

- Access Monterey Peninsula
- Carmel Pine Cone
- Good Times Weekly
- Greenfield News
- Hollister Freelance
- King City Rustler
- KION
- KSBW
- Monterey County Herald
- Monterey County Weekly
- Pinnacle News
- Register Pajaronian
- Santa Cruz Sentinel
- Scotts Valley Banner/Valley Press

- Soledad Bee
- South County Newspapers, LLC
- The Salinas Californian
- Time Publishing Group, Inc.

Workshop Series 1

The first workshop series was held in January 2020 and was set up to inform participants of the development of the 2045 MTP/SCS and scoping meeting for the environmental impact report.

Locations

The following is a listing of the workshop locations and dates:

- Live Oak Community Room (January 22)
- County of San Benito Board of Supervisors Chambers (January 23)
- Marina Library (January 29)

Workshop Series 2

The second workshop series was held virtually in May 2021 and was set up to solicit input on various SCS strategies for the MTP/SCS. Participants were asked a series of questions regarding their support for various environmental, housing, transportation and economic development strategies that could be included in the 2045 MTP/SCS. A short online survey to gather feedback on potential new strategies was also available online for those who were unable to attend a workshop. The workshop flyer (in English/Spanish) is attached.

Locations

The following is a listing of the workshop dates:

- May 10
- May 18
- May 19

Consultation

A variety of committees and boards were consulted throughout the planning process and at key milestones to solicit feedback, provide project updates, and relay community input from the workshops and surveys. These committees and boards are made up of elected officials, staff from local jurisdictions and agencies, local leaders and organizers, and members of the general public.

AMBAG Board of Directors

The AMBAG Board of Directors consists of local elected officials that have been appointed by their respective

city council or board of supervisors. Each member city has one representative on the AMBAG Board and each member county has two.

The AMBAG Board meets monthly and sets policy. Day-to-day oversight is provided by the Executive Director, who is appointed by and serves at the pleasure of the Board of Directors.

The AMBAG Board met 11 times throughout the planning process to date, to receive project updates, provide policy direction, determine scenarios and ultimately to adopt the MTP/SCS.

Planning Directors Forums

The Planning Directors Forum (PDF) consists of planning directors and staff from the 18 cities, three counties, three regional transportation planning agencies, and AMBAG. The PDF meets regularly to address regional land use and transportation planning issues. The PDF met 12 times throughout the planning process and at key milestones to identify priorities, help develop SCS strategies, review draft workshop materials and to receive project updates including feedback from the community workshops.

Regional Transportation Planning Agencies

The Regional Transportation Planning Agencies (RTPAs) consist of agency staff and board members, including staff from local jurisdictions, elected officials and appointed members. The RTPA boards of directors set policy and provide a source of funding for transportation planning projects within each county. The three RTPAs' Boards discussed RTP related items such as project updates, project identification, identifying funding sources and priorities.

Technical Advisory Committees

The Technical Advisory Committees (TACs) are made up of staff from local jurisdictions and agencies, including local transit service providers and the RTPAs. The TACs review and provide technical guidance and advice on transportation projects and programs within each county, and makes recommendations to the RTPA boards or directors. AMBAG staff met with the TACs more than 20 times at key milestones throughout the planning process to confirm transportation priorities, projects and funding sources.



WORKSHOP

What will the Monterey Bay region look like in 2045?

The Association of Monterey Bay Area Governments (AMBAG) invites you to come learn about new tools to help shape our future together in collaborative and positive ways! Get involved and let us know what you think as we move forward to 2045.

By 2045, another 107,500 people will likely live in our region. We are also forecasted to create nearly 42,000 new homes and more than 65,000 new jobs!

Where will we live? Where will we work? How can we as a region make it easier for our residents to find appropriate housing and get to jobs and other destinations? And how can we best minimize impacts to the environment and maintain a quality of life that is the envy of visitors to our region?

Each virtual workshop will begin with a presentation describing the Sustainable Communities Strategy and the potential new strategies to help local communities plan for a more sustainable future and high quality of living. During the presentation, various questions will be asked in order to gather more input about housing, economic and transportation options for our region.

SCHEDULE

Monday, May 10
Monterey County
 Virtual Workshop
 5:30 p.m. - 7:00 p.m.

Tuesday, May 18
Santa Cruz County
 Virtual Workshop
 5:30 p.m. - 7:00 p.m.

Wednesday, May 19
San Benito County
 Virtual Workshop
 5:30 p.m. - 7:00 p.m.



To register for one of the workshops, visit
www.ambag.org





TALLER

¿Cómo será la región de la Bahía de Monterey en 2045?

La Asociación de Gobiernos del Área de la Bahía de Monterey (AMBAG) lo invita a aprender sobre las nuevas herramientas para ayudar a dar forma a nuestro futuro juntos de forma colaborativa y positiva. Participe y díganos lo que piensa mientras avanzamos hacia 2045.

En 2045, es probable que otras 107,500 personas vivan en nuestra región. También se prevé la creación de casi 42,000 nuevas viviendas y más de 65,000 nuevos puestos de trabajo.

¿Dónde viviremos? ¿Dónde trabajaremos? ¿Cómo podemos, como región, hacer que sea más fácil para nuestros residentes encontrar una vivienda adecuada, y poder ir al trabajo y a otros destinos? ¿Cuál es la mejor manera de minimizar el impacto en el medio ambiente y mantener una calidad de vida que sea la envidia de los visitantes de nuestra región?

Cada taller virtual comenzará con una presentación en la que se describirá la Estrategia de Comunidades Sostenibles y las posibles nuevas estrategias para ayudar a las comunidades locales a planificar un futuro más sostenible y una alta calidad de vida. Durante la presentación, se harán distintas preguntas para recoger más información sobre las opciones de vivienda, economía y transporte para nuestra región.

PROGRAMA

Lunes 10 de mayo
Condado de Monterey
 Taller virtual
 5:30 p. m.- 7:00 p. m.

Martes 18 de mayo
Condado de Santa Cruz
 Taller virtual
 5:30 p. m.- 7:00 p. m.

Miércoles 19 de mayo
Condado de San Benito
 Taller virtual
 5:30 p. m.- 7:00 p. m.



Para inscribirse en uno de los talleres, visite
www.ambag.org

