REPORT

DATE: August 30, 2007

TO: Transportation and Communications Committee
Executive Committee

FROM: Cheryl Collier, Communications Supervisor, 213.236.1942, collier@scag.ca.gov
Justine Block, Deputy Legal Counsel, 213.236.1920, block@scag.ca.gov

SUBJECT: Public Participation Plan Amendment No. 1

EXECUTIVE DIRECTOR'S APPROVAL:

RECOMMENDED ACTION:
Recommend to approve and adopt Public Participation Plan Amendment No. 1.

BACKGROUND:
SCAG's Public Participation Plan serves as a guide for SCAG's public involvement process as well as the continuing, comprehensive and coordinated planning process among the stakeholders to ensure the ongoing opportunity for broad-based participation in the development and review of regional transportation plans and programs.

As a metropolitan planning organization (MPO), SCAG is responsible for preparing and utilizing a Plan which is developed in consultation with all interested parties and provides reasonable opportunities for interested parties to comment on the content of SCAG's Regional Transportation Plan (RTP) and the Transportation Improvement Program (RTIP) (also known as the Federal Transportation Improvement Program), pursuant to the "Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users" (SAFETEA-LU), Pub. L. No. 109-59, Title VI, Section 6001(a), 119 Stat. 1839 (Aug. 10, 2005).

SCAG made significant efforts to reach out to interested parties, encourage feedback, and involve interested parties in the development of the Plan's strategies and procedures and will continue these efforts in future updates to the Plan.

In March, the Regional Council adopted the Public Participation Plan. It was anticipated that future amendments may be needed as SCAG staff continued to work with FHWA and FTA on addressing the Department of Transportation's Statewide Transportation Planning; Metropolitan Transportation Planning; Final Rule published in the Federal Register on February 14, 2007.

The Public Participation Plan Amendment No. 1 includes Appendix "A" a new addition to the adopted Public Participation Plan that provides more explicit details as to SCAG's strategies, procedures and techniques for public participation on the RTP, RTIP and Overall Work Program (OWP).

As part of our continuing effort to engage interested parties in the development of our public participation activities, SCAG conducted an email survey of 3,600 individuals within SCAG's contact databases which asked several questions to help SCAG determine how to improve our public participation and outreach efforts. Comments from the 376 surveys received were considered in the development of strategies and procedures in the draft Public Participation Plan Amendment No 1. SCAG's Transportation and Communication Committee (TCC), at their July 12 meeting, approved the release of the Public Participation Plan Amendment No. 1 for a 45-day public comment and review period. Comments received thus far during the 45-day public comment period were reviewed and considered in the development of the final Public Participation Plan Amendment No. 1. At the time that this report was prepared, there have been no comments received from the Federal agencies on this Amendment, however, there is a meeting scheduled on August 21 with FHWA staff to discuss their comments. The close of the public comment period is 5:00 pm on August 28. Staff will report on any substantive comments received, if any, at the August 30 TCC meeting that would require a formal response or change to the Plan.

FISCAL IMPACT:
This item has no fiscal impact on SCAG.

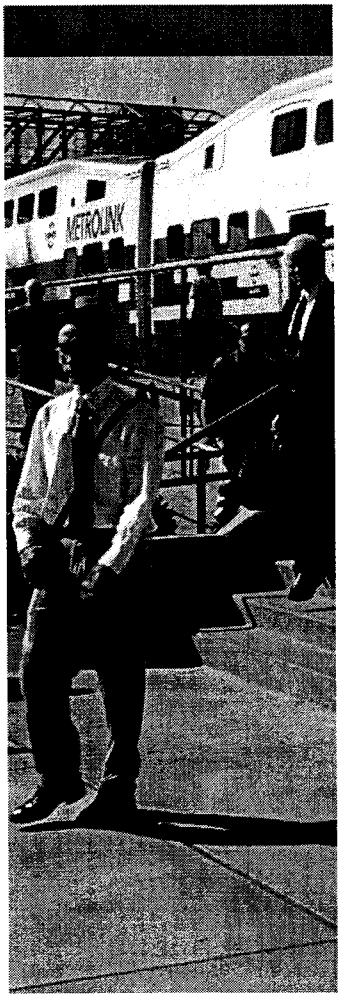
Reviewed by: _____
Division Manager

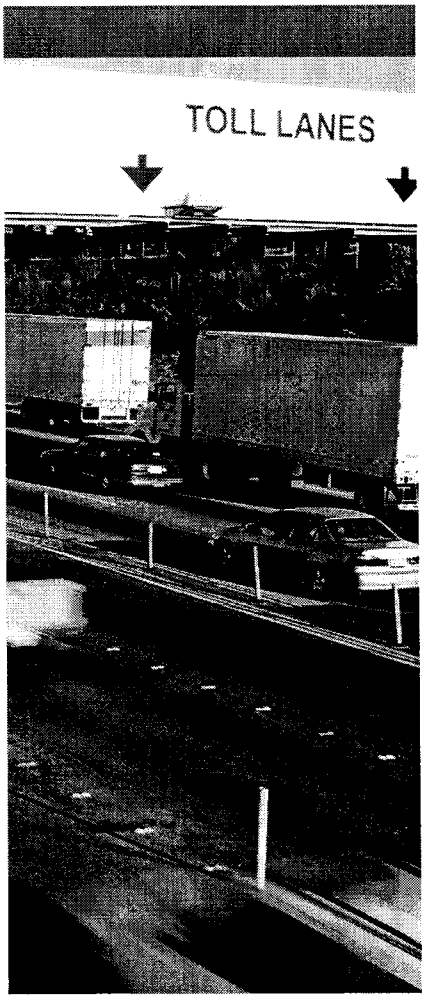
Reviewed by: _____
Department Director

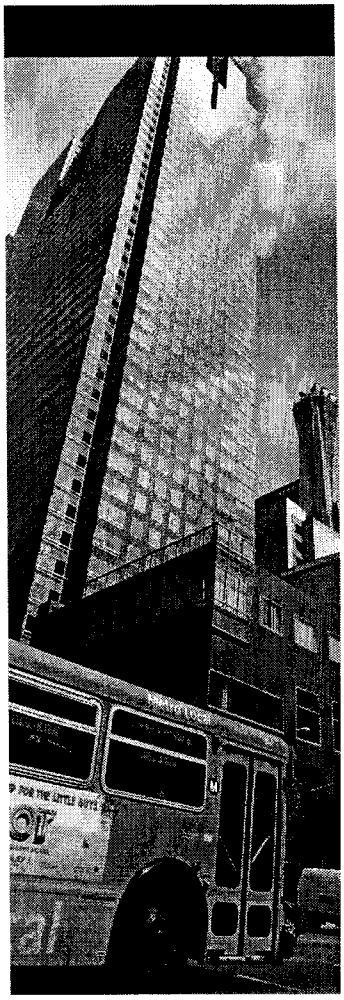
Reviewed by: _____
Chief Financial Officer

Southern California Association of Governments

PUBLIC PARTICIPATION PLAN







Amendment No. 1

August 2007

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Southern California Association of Governments (SCAG)

Public Participation Plan

Executive Summary

This Public Participation Plan ("Plan") serves as a guide for SCAG's public involvement process as well as the continuing, comprehensive and coordinated planning process among the stakeholders to ensure the ongoing opportunity for broad-based participation in the development and review of regional plans and programs.

As a metropolitan planning organization (MPO), SCAG is responsible for preparing and utilizing a Plan which is developed in consultation with all interested parties and provides reasonable opportunities for interested parties to comment on the content of SCAG's Regional Transportation Plan (RTP) and the Transportation Improvement Program (RTIP). Detailed strategies, procedures, and techniques for carrying out the participation process for the RTP, RTIP, and Overall Work Program (OWP), are described in the Plan.

To ensure compliance with federal and state requirements, SCAG intends to outreach to and seek participation from the following participants in the development of regional plans and programs: citizens, affected public agencies, representatives of transportation agency employees, freight shippers, providers of freight transportation services, private providers of transportation, representatives of users of public transit, representatives of users of pedestrian walkways and bicycle transportation facilities, representatives of the disabled, Tribal Governments, transit operators, governmental agencies and non-profit organizations and other interested parties such as the subregions, ethnic and minority groups, older and retired persons, special interest non-profit agencies, environmental groups, educational institutions, women's organizations, and the private sector.

SCAG made significant efforts to reach out to interested parties, encourage feedback, and involve interested parties in the development of the Plan's strategies and procedures and will continue these efforts in future updates to the Plan.

Southern California Association of Governments (SCAG)

Public Participation Plan

Amendment No. 1

"Never doubt that a small group of thoughtful, concerned citizens can change the world. Indeed, it is the only thing that ever has." ***Margaret Mead***

Purpose of SCAG's Public Participation Plan

The awareness and involvement of interested persons in governmental processes are critical to successful regional transportation planning and programming. When the public is engaged in the process, their feedback helps assure projects address community needs. Likewise, the public gains a better understanding of the tradeoffs and constraints associated with transportation planning. This Public Participation Plan ("Plan") serves as a guide for SCAG's public involvement process as well as the continuing, comprehensive and coordinated planning process among the stakeholders to ensure the ongoing opportunity for broad-based participation in the development and review of regional plans and programs.

Introduction

Since its inception, the Southern California Association of Governments (SCAG) has engaged in a public involvement process in developing its regional transportation plans and programs. As a result of changes in the metropolitan planning law in 2005, SCAG will broaden its current participation activities to engage a more extensive group of stakeholders in its planning and programming processes.

As a metropolitan planning organization (MPO), SCAG is responsible for preparing and utilizing a Plan which is developed in consultation with all interested parties and provides reasonable opportunities for interested parties to comment on the content of SCAG's Regional Transportation Plan (RTP) and the Transportation Improvement Program (RTIP) (also known as the Federal Transportation Improvement Program), pursuant to the "Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users" (SAFETEA-LU), Pub. L. No. 109-59, Title VI, Section 6001(a), 119 Stat. 1839 (Aug. 10, 2005).

The participation procedures incorporated into this Plan are intended to afford interested parties a specific opportunity to comment on the Plan prior to its approval. The Plan contains an expanded list of Interested Parties, including governmental agencies and nonprofit organizations that receive Federal assistance from a source other than the Department of Transportation (DOT) to provide non-emergency transportation services and recipients of assistance under 23 U.S.C. 204.

In addition to developing and carrying out a Plan, SCAG is required to consult with State, local, and Tribal Governments in development of its RTPs and RTIPs. SCAG is specifically required to consult with agencies and officials responsible for other planning activities within the region that are affected by SCAG's RTP and RTIP (including, as appropriate, State & local agencies responsible for land use management, natural resources, environmental protection, conservation, and historic preservation).

As part of developing other plans and programs for which SCAG is responsible, SCAG carries out additional participation activities, including but not limited to: collaboration with transportation partners in development of the SCAG Overall Work Program, pursuant to 23 C.F.R. 450.314 and State guidance; scoping meetings and public review of the Draft Program EIR (PEIR) for the RTP, as required by applicable California Environmental Quality Act (CEQA) Guidelines, 14 C.C.R. Ch. 3, Art. 7; and, public participation in the development of a methodology for the Regional Housing Needs Allocation Plan, pursuant to Govt. Code Section 65584.04(c).

This Plan is intended to guide the participation process and to coordinate the process with SCAG's consultation activities and other responsibilities. Detailed strategies, procedures, and techniques for carrying out the participation process for the RTP, RTIP, and Overall Work Program (OWP), are described in "Appendix A," of this Plan, and incorporated herein by this reference.

Public Participation Plan Requirements

SCAG's Public Participation Plan must comply with the following requirements provided under 23 U.S.C. 134, subsections (i)(5), and (j)(1)(B) which are summarized as follows:

1. SCAG shall provide citizens, affected public agencies, representatives of public transportation employees, freight shippers, providers of freight transportation services, private providers of transportation, representatives of users of public transportation, representatives of users of pedestrian walkways and bicycle transportation facilities, representatives of the disabled,

and other interested parties with a reasonable opportunity to comment on the RTP.

2. The participation plan shall be developed in consultation with all interested parties, and shall provide that all interested parties have reasonable opportunities to comment on the contents of the transportation plan.

3. In carrying out the participation process, SCAG must, to the maximum extent practicable--
   (i) hold any public meetings at convenient and accessible locations and times;
   (ii) employ visualization techniques to describe plans; and
   (iii) make public information available in electronically accessible format and means, such as the World Wide Web, as appropriate, to afford reasonable opportunity for consideration of public information under paragraph 1 above.

4. The RTP shall be published or otherwise made readily available by the metropolitan planning organization for public review, including (to the maximum extent practicable) in electronically accessible formats and means, such as the World Wide Web, approved by the metropolitan planning organization and submitted for information purposes to the Governor at such times and in such manner as the Secretary shall establish.

5. In developing the RTIP and before approving the RTIP, SCAG, in cooperation with the State and any affected public transportation operator, shall provide an opportunity for participation by interested parties in the development of the program, in accordance with the same requirements described above.

The Public Participation Plan further incorporates the requirements of the applicable regulations, 23 CFR 450.316(a) (See 72 FR 7273; February 14, 2007), as follows:

(a) The MPO shall develop and use a documented participation plan that defines a process for providing citizens, affected public agencies, representatives of public transportation employees, freight shippers, providers of freight transportation services, private providers of transportation, representatives of users of public transportation, representatives of users of pedestrian walkways and bicycle transportation facilities, representatives of the disabled, and other interested parties with reasonable opportunities to be involved in the metropolitan transportation planning process.

(1) The participation plan shall be developed by the MPO in consultation with all interested parties and shall, at a minimum, describe explicit procedures, strategies, and desired outcomes for:

(i) Providing adequate public notice of public participation activities and time for public review and comment at key decision points, including but not limited to a reasonable opportunity to comment on the proposed metropolitan transportation plan and the TIP;

(ii) Providing timely notice and reasonable access to information about transportation issues and processes;

(iii) Employing visualization techniques to describe metropolitan transportation plans and TIPs;

(iv) Making public information (technical information and meeting notices) available in electronically accessible formats and means, such as the World Wide Web;

(v) Holding any public meetings at convenient and accessible locations and times;

(vi) Demonstrating explicit consideration and response to public input received during the development of the metropolitan transportation plan and the TIP;

(vii) Seeking out and considering the needs of those traditionally underserved by existing transportation systems, such as low-income and minority households, who may face challenges accessing employment and other services;

(viii) Providing an additional opportunity for public comment, if the final metropolitan transportation plan or TIP differs significantly from the version that was made available for public comment by the MPO and raises new material issues which interested parties could not reasonably have foreseen from the public involvement efforts;

(ix) Coordinating with the statewide transportation planning public involvement and consultation processes under subpart B of this part; and

(x) Periodically reviewing the effectiveness of the procedures and strategies contained in the participation plan to ensure a full and open participation process.

(2) When significant written and oral comments are received on the draft metropolitan transportation plan and TIP (including the financial plans) as a result of the participation process in this section or the interagency consultation process required under the EPA transportation conformity

regulations (40 CFR part 93), a summary, analysis, and report on the disposition of comments shall be made as part of the final metropolitan transportation plan and TIP.

(3) A minimum public comment period of 45 calendar days shall be provided before the initial or revised participation plan is adopted by the MPO. Copies of the approved participation plan shall be provided to the FHWA and the FTA for informational purposes and shall be posted on the World Wide Web, to the maximum extent practicable.

Consultation Requirements

SCAG must consult, as appropriate, with State and local agencies responsible for land use management, natural resources, environmental protection, conservation, and historic preservation concerning the development of a long-range transportation plan. The consultation shall involve, as appropriate:

1) Comparison of transportation plans with State conservation plans or maps, if available; or

2) Comparison of transportation plans to inventories of natural or historic resources, if available.

See 23 U.S.C Section 134(i)(4).

Furthermore, under the metropolitan planning process, RTPs and TIPs must be developed with due consideration of other related activities within the region, and the process must provide for the design and delivery of transportation services within the region that are provided by:

1) Recipients of assistance under Chapter 53 of Title 49 U.S.C.
2) Governmental agencies and nonprofit organizations (including representatives of the agencies and organizations) that receive Federal assistance from a source other than the Department of Transportation to provide non-emergency transportation services; and
3) Recipients of assistance under 23 U.S.C Section 204.

See 49 U.S.C Section 5303.

Consultation requirements are accomplished primarily through our policy committees and task force structure. Policy committees are primarily made up of local elected officials. There are several issue-specific as well as mode-specific task forces that are on-going as well as some that are created for a specific purpose and specific time frame. All of these task forces forward their recommendations to policy committees. Examples of these task forces include:

Transportation Finance Task Force, Aviation Task Force, Goods Movement Task Force, Regional Transit Task Force, and the Plans and Programs Technical Advisory Committee. Membership on these task forces and working groups includes elected officials as well as stakeholder agency representatives. The stakeholders have a direct pipeline to SCAG's planning processes through these task forces. SCAG proposes to expand the membership of some of these task forces to ensure inclusion of the broader stakeholders and interest groups identified in SAFETEA-LU.

In addition, SCAG conducts several workshops prior to releasing the Draft RTP involving stakeholders to ensure that their input on major issues is addressed in the plan.

SCAG also utilizes the subregional council of governments (COG) structure to "get the word out" and solicit input on the content as well as the planning and programming process from the local stakeholders.

SCAG mails out a Notice of Draft RTP and RTIP Availability to the stakeholders at the local, state and federal level to solicit their comment and input to the final RTP and RTIP. Comments as well as responses are fully documented and reflected in the final RTP.

SCAG will continue to engage Tribal Governments in the RTP and RTIP processes through Tribal Government representation on SCAG's governing board and policy committees, and through the Tribal Governments Relations Task Force.

Bottom-Up Planning and Interagency Consultation

An expanded 70-member Regional Council and the fostering of 14 subregional organizations were initiated by the former Executive Committee in 1992. These forums, coupled with three policy committees and 20 standing committees and technical advisory committees, and the "AB 1246 process" (required under Public Utilities Code Section 130000 et seq.) facilitate SCAG's ability to provide a framework for bottom-up planning and more frequent and ongoing participation by interested parties at all stages of the process.

In addressing the requirements of the AB 1246 process, the multi-county designated transportation planning agency convenes at least two meetings annually of representatives from each of the five commissions, the agency, and the Department of Transportation for the following purposes:

(a) To review and discuss the near-term transportation improvement programs prior to adoption by the commissions.

- citizens
- affected public agencies
- representatives of transportation agency employees
- freight shippers
- providers of freight transportation services
- private providers of transportation
- representatives of users of public transit
- representatives of users of pedestrian walkways and bicycle transportation facilities
- representatives of the disabled
- Tribal Governments
- transit operators
- governmental agencies and non-profit organizations that receive Federal assistance from a source other than the Department of Transportation (DOT) to provide non-emergency transportation services and recipients of assistance under section 204 of Title 23 U.S.C .
- and other interested parties (e.g. subregions, ethnic and minority groups, older and retired persons, special interest non-profit agencies, environmental groups, educational institutions, women's organizations, private sector)

The following goals and procedures are designed to encourage participation and provide opportunities to comment on the development and approval of SCAG's RTPs, RTIPs, the Regional Comprehensive Plan, (In addition to this Plan, SCAG adheres to the public process required by CEQA for our PEIR and related environmental review documents.) and other products prepared by SCAG that statutorily require public participation or for which the Regional Council determines is necessary.

Public Participation Plan Goals

The five primary goals of SCAG's Public Participation Plan include:

Goal 1: Implement an open and ongoing participation process that ensures citizen, agency and interested party participation in, and input into, regional transportation planning and programming.

Goal 2: Provide full public access, information and input to key decisions in the regional transportation planning process.

Goal 3: Disseminate clear, concise and up-to-date information to citizens, affected agencies and interested parties.

Goal 4: Provide timely responses to issues, concerns, and comments raised by the public regarding the development and implementation of regional transportation plans, programs, and projects. Ensure

(b) To review and discuss the regional transportation plan prior to adoption by the agency pursuant to Chapter 2.5 (commencing with Section 65080) of Title 7 of the Government Code.
(c) To consider progress in the development of a regionwide and unified public transit system.
(d) To review and discuss any other matter of mutual concern.

The Regional Transportation Agencies Coalition is currently fulfilling the function of the AB 1246 process.

SCAG has a memorandum of understanding (MOU) with the South Coast Air Quality Management District (SCAQMD) on transportation and air quality conformity consultation procedures for the South Coast Air Basin and for the Riverside County portions of the Salton Sea Air Basin and the Mojave Desert Air Basin. Parties to the MOU include: SCAQMD, Los Angeles County Metropolitan Transportation Authority, Orange County Transportation Authority, Riverside County Transportation Commission, San Bernardino Associated Governments, California Department of Transportation (Caltrans), California Air Resource Board, and the Federal Highway Administration.

Likewise, SCAG has an MOU for transportation and air quality conformity consultation procedures with the Ventura County Air Pollution Control District (VCAPCD) for the Ventura County portion of the South Central Coast Air Basin (SCCAB). Parties to the MOU include: VCAPCD, Ventura County Transportation Commission, Caltrans, California Air Resources Board, Federal Highway Administration and the Federal Transit Administration.

To support interagency coordination and fulfill the interagency consultation requirements of the Federal Transportation Conformity Rule, SCAG participates in the Transportation Conformity Working Group (TCWG). The group meets on a monthly basis to address and resolve regional issues pertaining to transportation conformity for the RTP, RTIP, RTP and TIP amendments and the region's air quality management plans.

Participants in the Southern California TCWG include representatives from federal, state, regional and sub-regional agencies such as the United States Environmental Protection Agency (both national and regional representatives), Federal Highway Administration, Federal Transit Administration, California Air Resources Board, California Department of Transportation, Air Quality Management Districts, SCAG, and County Transportation Commissions.

Interested Parties

To ensure compliance with SAFETEA-LU requirements and other federal and state mandates, SCAG intends to target the following participants in the region:

that the comments received are considered and incorporated into the deliberations regarding proposed plans and programs.

Goal 5: Enhance the participation process including reaching out to those communities that have been underrepresented and/or underserved.

Public Participation Plan Procedures in Obtaining Goals

Goal 1: Implement an open and ongoing participation process that ensures citizen, agency and interested party participation in, and input into, regional transportation planning and programming.

- SCAG's participation program will include public outreach and communications for all major plans and programs. This includes establishing procedures and responsibilities for (1) informing, involving and incorporating public opinion into the planning process, (2) consultative involvement of designated agencies (i.e., federal, state and local agencies, county transportation commissions and air quality management/pollution control districts) on technical data and modeling used in developing regional plans and determining transportation improvement program and regional transportation improvement program conformity, (3) designating lead staff persons who are knowledgeable about the entire planning process to be responsible for the participation program, and (4) providing adequate funds and staff resources to implement the participation program.

- Stress the requirement to encourage, assess and provide for public participation to staff, consultants, stakeholder organizations and others as well as stress the importance of an inclusionary process and dialogue and encourage staff to regard citizens, subregional organizations and agencies as working partners.

- Interact and seek input from a broad spectrum of interested stakeholders through various task forces and working groups that meet on a regular, on-going basis to review, discuss, and provide feedback on various SCAG initiatives, plans and programs.

- Integrate the outreach effort of the subregional organizations and transportation and air quality agencies into the SCAG process.

- Encourage proponents and opponents to participate in the regional planning process and acknowledge the value of their input.

- Update and maintain the contact databases and audience categories within the Communication and Management System (CMS). Expand current list categories to include the additional list of parties outlined in SAFETEA-LU. These contact databases should be reviewed and updated at least twice per year and on an on-going basis as individual changes occur.

- Provide outreach to citizens, groups, agencies and subregional organizations and inform them of how their involvement has affected the plan.

- Assemble, organize and equip a participation and outreach team of transportation planners, environmental planners, analysts and other technical staff, public affairs staff, management staff, and elected officials to conduct presentations, hold briefings, workshops and hearings during the year to diverse groups and organizations throughout the region.

- Conduct hands-on, interactive workshops such as the Compass workshops, to encourage community involvement and participation and obtain feedback from local residents, regional stakeholders and local governments (planners, demographers, and elected officials).

- Provide outreach assistance, including to under-represented areas, using Member Relations Officers who are geographically focused and knowledgeable on the issues of the subregion.

- Train staff in effective communication and public relations skills by providing clear, consistent and concise primary messages for media and public involvement and interaction.

- Complete target group and media mailing lists for targeted audiences and determine the best methods for distributing information: speaker's bureau, fact sheets, brochures, flyers, white papers, plan summaries, newsletters, PowerPoint presentations, press releases, public service announcements, press advisories, press conferences, telephone and personal interviews.

- Develop memoranda of understanding or agreements with appropriate agencies, as needed.

- Participate in regular monthly meetings with the CEOs of the county transportation commissions.

Goal 2: Provide full public access, information and input to key decisions in the regional transportation planning process.

- Utilize SCAG's website to provide information, announce draft and final plan releases, encourage feedback and comments from the public, make draft and final plans and corresponding documents available, provide contact information, educate about SCAG and SCAG initiatives, inform of upcoming events and meetings, post meeting agendas and minutes and provide publications. Ensure that the information available is easy-to-read and accessible and that the web site is compliant with the 1990 Americans with Disabilities Act.

- Post public notices of the draft product in at least one major newspaper in each of the six member counties and include community newspapers and ethnic press.

- Follow up on public notices to increase participation. Assign staff to look out for non-participating public interests.

- Conduct at least one public hearing for the draft RTP, TIP and EIR and other major plans as needed. Announce public hearings in printed materials, on SCAG's website, and in local newspapers. Provide translation services at these hearings, if needed.

- Develop procedures for public hearings. Include the time to be allotted to each speaker and how the order of appearance is determined. A written explanation of adopted procedures should be distributed to participants both prior to and at the hearing. Make arrangements for the submission of written statements in addition to verbal comments.

- Hold monthly meetings with the subregional coordinators (representatives of the 14 subregions) to review upcoming Regional Council and Policy Committee agendas and conduct other coordinating activities.

- Keep interested parties informed with progress reports during the product development, review and adoption phases.

Goal 3: Disseminate clear, concise and up-to-date information to citizens, affected agencies and interested parties.

- SCAG, together with its subregional partners and other stakeholder organizations, will notify interested parties through traditional meeting announcements, newspapers, public service announcements, press releases, special mailers, publications and agendas of committees, meetings, workshops, briefings, website postings, email communications and other opportunities to participate, as appropriate.

- Make electronically accessible to the public, all draft and final plans, fact sheets, publications such as *Your Guide to SCAG*, the *Benefits of Membership*, *Member Handbook* and the *Legislative Reference Guide*, the Overall Work Program, the eVision newsletter, key PowerPoint presentations, meeting agendas and minutes, data and other planning-related information, and a calendar of upcoming events on SCAG's website at www.scag.ca.gov. Encourage public involvement on the web site. Ensure that the information provided is up-to-date, accessible and easy-to-understand.

- Provide complete and easy-to-understand information, including summaries and one-page fact sheets on major plans and initiatives at the beginning of and throughout the planning process and define the issues and alternatives in a concise, straightforward and consistent manner.

- Update annually and disseminate SCAG's citizen guide "Your Guide to SCAG" which succinctly informs the public about SCAG and the regional planning process, highlights major SCAG initiatives, cites the importance of public involvement, invites participation, and identifies key contacts.

- Provide updated information about SCAG's activities, plans, actions, upcoming events, legislative efforts, and subregional activities in the eVision electronic newsletter which is disseminated to local elected officials, legislators, subregions, commissions, air districts, other interested parties and members of the public at least eight times per year. The eVision newsletter is accessible through SCAG's website. In addition, archival copies are readily available on the site.

- Maintain and update media mailing lists that include metropolitan and local community newspapers, radio, television and cable outlets, trade journals, wire services, ethnic and foreign-language media, government and legal publications and special interest press directed at older Americans, the disabled, Native Americans and students.

- Implement the media outreach strategies contained in the agency's overall Communications Strategy. This includes press releases, media advisories, calendar advisories, media interviews on television and radio talk shows and public affairs programs, public notices, op-ed articles in local newspapers, editorial board meetings, and development of consistent media messages on major SCAG initiatives, and outreach to ethnic and foreign language press.

- Develop printed materials, fact sheets, brochures, summaries, fliers, PowerPoint presentations, relating to SCAG and SCAG's initiatives and other publications for general population distribution in concise, understandable, non-technical language.

- Maintain an updated calendar of events on SCAG's web site, accessible 24 hours a day,7days a week.

- Translate the most significant web site information and printed materials into other languages when needed and contingent upon resource and budget availability. Include the ethnic press in media advisories, press releases, press conference notifications, calendar advisories and other media communications. Maintain and update ethnic press contacts in the media contact database.

- Disseminate the *Challenges Facing Southern California* brochure at meetings, conferences, through mailings, and in SCAG's lobby area which highlights SCAG's major initiatives, invites participation within the community, solicits feedback and encourages citizens to "Get Informed and Get Involved."

- Make presentations on various SCAG initiatives throughout the region to citizens, community groups, environmental groups, business organizations, minorities, faith-based organizations, subregions, other stakeholders, and other interested parties. Staff throughout the organization, along with Regional Council members, will conduct the presentations. Determine the

appropriate staff and agency representatives to speak on policy, technical and media issues. Staff will proactively encourage presentations be included on various meeting agendas.

- Prepare technical and non-technical PowerPoint presentations for workshop, conference, hearings and other meeting use to showcase SCAG and SCAG's initiatives and simplify the regional planning process. Ensure that the presentations are easy-to-understand, interesting, and invites participation and involvement. Utilize graphics and animation to make the presentations more interesting and inviting. Tailor presentations to the audience by including subregional statistics and addressing primary areas of audience concern. Enhancements to the presentations should be based on community input and speaker feedback. Maintain a library of all PowerPoint presentations created. Post relevant PowerPoint presentations on SCAG's web site for public access.

- Utilize visualization techniques whenever possible such as maps, videos, PowerPoint presentations with graphics and animation, flowcharts, computer simulation, interactive GIS systems, photorealistic visualizations, video fly-throughs, illustrative drawings, simulated photos, sketches, and photo manipulation scenario planning tools to better and more easily communicate technical planning issues and strategies.

- Design and display a modular exhibit for "on-the-road" presentations and exhibit tables at conferences, workshops, meetings and other public events. The exhibit will be visually appealing and will graphically showcase SCAG's major planning initiatives to diverse audiences. This exhibit will increase the public's awareness of the work of SCAG and the importance of public involvement.

- Explore new opportunities using state-of-the-art communications and information technology for reaching remote audiences and to mitigate traffic congestion and air quality.

Goal 4: Provide timely responses to issues, concerns, and comments raised by the public regarding the development and implementation of regional transportation plans, programs, and projects. Ensure that the comments received are considered and incorporated into the deliberations regarding proposed plans and programs.

- SCAG will review and consider all public comments in the regional transportation planning process. Comments will be recorded, tracked and maintained through the Communication Management Software System (CMS), SCAG's contact database system. The system will provide a list of all comments received, the name of the commenter, the comment date, the topic, the comment message, and SCAG's response to the comment. All comments received will be responded to in a timely manner.

- Evaluate public comments received throughout the planning process and assess whether, and to what extent, modifications were made in the draft documents as a result of the comments received.

Goal 5: Enhance the participation process including seeking out and considering the needs of traditionally underrepresented and/or underserved persons. Ensure that minority and low-income persons have meaningful access to the public outreach and involvement activities.

- Coordinate with individuals, institutions or organizations to reach out to members in the affected minority and/or low income communities.

- Choose an event site and time convenient for participants. All events should be fully accessible to all citizens, including disabled, low-income and minority communities. Encourage the participation of elected officials at events and hearings.

- Provide assistance, if requested 14 days prior to the event, to people with disabilities, including individuals who are blind, have low-vision or are hearing impaired.

- Provide language assistance, if requested 14 days prior to the event, to Limited English Proficient Persons.

- Evaluate public participation efforts at the end of each phase of the planning process so that necessary modifications can be made for subsequent phases. Provide recommended strategies to enhance the outreach program and better serve the underrepresented segments of the region.

- Annually update the agency's overall Communications Strategy and seek Regional Council approval of the plan and recommended strategies.

- Develop and adopt a plan for providing language assistance for persons with limited English proficiency (LEP Plan).

- Maintain an outreach calendar of presentations, workshops and hearings which will enable staff to map presentations to determine geographically where we've been, the type of audience and the topic thus enhancing our ability to strengthen outreach to underrepresented areas. The goal is to average at least 15 presentations per month.

- Utilize SCAG's existing online survey programs to conduct outreach on public opinions of community interests to obtain feedback on regional issues.

- Consider budgeting for surveys of demonstration project participants (such as Compass Blueprint) to provide better, more efficient services.

- Assess how effective the agency's communication strategies have been in impacting public policy. Consider conducting surveys of members, partners and stakeholders early in the planning process and again later to determine the effect of the communication effort.

"The better the citizenry as a whole are educated, the wider and more sensible public participation, debate and social mobility will be." ***John Ralston Saul***

Appendix "A"

Strategies, Procedures and Techniques for Public Participation Related to the Regional Transportation Plan (RTP), Regional Transportation Improvement Program (RTIP) and Overall Work Program (OWP)

SCAG's recently adopted Public Participation Plan ("Plan") serves as a guide for SCAG's public involvement process as well as the continuing, comprehensive and coordinated planning process among the stakeholders to ensure the ongoing opportunity for broad-based participation in the development and review of regional plans and programs. For purposes of the Plan, "public" is intended to mean "Interested Parties" including citizens, affected public agencies, and other interested parties as identified on page 7 of the Plan.

This Appendix "A" to the adopted Public Participation Plan is intended to provide more explicit details as to SCAG's strategies, procedures and techniques for public participation on the RTP, RTIP and OWP, as further described in Sections 2, 3 and 4 of this Appendix "A," respectively. The interrelated goals identified in the Plan suggest that a coordinated approach to public outreach is best in seeking to spread a consistent message and increase public awareness of SCAG's planning efforts. In each of our planning efforts, we need to communicate with the public who SCAG is and what we do, the challenges facing the region and the time constraints of the various planning activities. SCAG also seeks the public's feedback, active participation and input in developing our plans.

SECTION 1. DEVELOPMENT OF STRATEGIES, PROCEDURES AND TECHNIQUES

SCAG staff consulted with a range of interested parties as required by SAFETEA-LU in developing the public participation strategies, procedures and techniques noted herein. SCAG has made significant efforts to reach out to interested parties, encourage feedback, and involve interested parties in the development of the Plan's strategies and procedures and will continue these efforts in future updates to the Plan. Specifically, SCAG solicited comments and feedback from the county transportation commissions, the subregions, transit operators, federal and state resource agencies, Tribal Governments, representatives of the disabled, representatives of pedestrian walkways and bicycle transportation facilities, environmental groups, and other interested parties through mailings, email correspondence, workshops, presentations, meetings, telephone communications and website postings encouraging individuals to get involved with developing the Public Participation Plan. SCAG

also conducted a survey which asked several questions to help SCAG determine how to improve public participation. This survey was emailed to 3,600 individuals within SCAG's contact database system with valid email addresses of potential interested parties. SCAG engaged in interagency review by sending letters to over 200 affected agencies and organizations to seek input on the proposed strategies, procedures and techniques. Finally, SCAG continues to solicit feedback through an online Public Participation Form and a Public Participation Survey found on SCAG's website.

SECTION 2. REGIONAL TRANSPORTATION PLAN

RTP

Federal and state laws require SCAG to prepare a long-range Regional Transportation Plan, or RTP. The purpose of the RTP is to combine transportation policies and projects to: address mobility and congestion throughout Southern California, coordinate a balanced regional transportation system, identify adequate funding for transportation projects, and meet federal air quality requirements.

A complete update of an existing RTP is required every four years, and SCAG is currently undertaking the development of the 2008 RTP to provide Southern California with a comprehensive vision for its transportation future to the year 2035. In terms of strategies, procedures and techniques for public participation regarding the 2008 RTP, the tasks are broken down into three phases: pre-Draft RTP, post-Draft RTP and post-Final RTP, as noted below. SCAG intends to update this section of Appendix "A" prior to commencing each RTP update to reflect appropriate changes.

A. Phase 1: Pre-Draft RTP (April-October 2007)

Establish Regular "All Hands" Outreach Coordination Team Meetings: (April-October 2007).

While outreach activities have been ongoing since the adopted 2004 RTP, the single most important element to fostering and maintaining a fully-integrated agency outreach effort is to schedule and hold regular coordination meetings with the principal staff in all planning areas and consultants associated with each of the various outreach efforts. Key staff has already been identified. An initial coordination session was conducted on April 24, 2007.

- Outreach coordination meetings will provide important opportunities (1) to brief all members of the outreach coordination team on overall outreach goals and strategies; (2) to inform the team of upcoming outreach forums and other key milestones; and (3) to identify strategies and specific work tasks that can either be shared or can accommodate multiple outreach objectives.
- Schedule outreach coordination meetings on a bi-weekly basis. Initially, the focus will be on establishing unified outreach goals and formalizing team member roles. Subsequent sessions will be directed at identifying new opportunities for public presentations and proactively securing speaking engagements. Review progress and ensure implementation of the Public Participation Plan strategies.

Update Existing Presentation Materials: (January-October 2007).

Many of the needed PowerPoint presentations have already been prepared and are currently in use. SCAG has developed PowerPoint presentations on all major SCAG initiatives and they are easily accessible by all staff. These presentations will continue to be updated as new information becomes available. Communications staff will continue to work closely with Planning staff to ensure a consistent look and message for all of SCAG's communications.

- Provide clear, consistent and concise primary messages for media and public involvement and interaction.
- Update technical and non-technical PowerPoint presentations as new information becomes available.
- Tailor specific presentations to meet the needs and interests of the target audiences.
- Maintain a library of all PowerPoint presentations developed.
- Review and update all existing one-page Fact Sheets.
- Review and update brochures, fliers and other publications relating to SCAG and SCAG's initiatives for general population distribution in concise, understandable, non-technical language.
- Review and update public feedback forms, both paper and web-based.
- Review and enhance web interface to encourage public education and feedback on the related planning efforts.
- Include articles on plans and programs in SCAG's eVision newsletter, produced eight times each year as new information becomes available.

Create New Presentation Materials: (July-October 2007).

Develop new materials to simplify the RTP and cater to subregional audiences. Traditionally, interested parties raise questions about proposed projects in their specific community. Materials that visually highlight the most prominent features of the Plan and are most relevant to audiences will most likely be read and recalled.

- Create an introductory, fold-out brochure which visually showcases regional projects of significance. Highlights of the plan will be summarized and created to "pop" to peak interest and enhance readability.
- Create 14 subregional maps that visually depict proposed projects of "subregional" significance.
- Produce the RTP on a CD to ease handling and ensure more efficient use of resources.
- Prepare press releases, calendar advisories, notices of public hearings (in one major newspaper in each of the six counties), and reach out to the ethnic press by providing notices in English, Spanish and Chinese.

- Utilize visualization techniques whenever possible such as maps, videos, PowerPoint presentations with graphics and animation, flowcharts, computer simulation, interactive GIS systems, photorealistic visualizations, video fly-throughs, illustrative drawings, simulated photos, sketches, and photo manipulation scenario planning tools to better and more easily communicate technical planning issues and strategies.
- Explore new opportunities using state-of-the-art communications and information technology for reaching remote audiences.

Enhance Website Capabilities: (June-October 2007).

- Create new web pages dedicated to the RTP, enhance navigation, and ensure information is up-to-date. Link to stakeholder web pages.
- Translate key RTP communications in English and Spanish on the web pages.
- Utilize SCAG's web site to provide information, announce draft and final plan releases, encourage feedback and comments from the public, make draft and final plans and corresponding documents available, provide contact information, educate about SCAG and SCAG initiatives, inform of upcoming events and meetings, post meeting agendas and minutes and provide access to major SCAG publications including Your Guide to SCAG, the Benefits of Membership, Member Handbook, the Legislative Reference Guide, the eVision newsletter, key PowerPoint presentations, data and other planning-related information.
- Ensure that the information available is timely, easy-to-understand and accessible and that the website is compliant with the 1990 Americans with Disabilities Act.

Update Contact Databases and Advisory Groups: (January-October 2007).

- Review and update mailing lists for outreach efforts.
- Expand contact databases to include all Interested Parties identified in the Plan.
- Work with subregional coordinators and SCAG task force and committee members to expand current list categories to include all Interested Parties.
- Convene an Environmental Justice Advisory Group to meet as needed. This group would include representatives of community-based organizations, non-profits, and Tribal Governments from all parts of the SCAG region.
- Update media mailing lists that include metropolitan and local community newspapers, radio, television and cable outlets, trade journals, wire services, ethnic and foreign-language media, government and legal publications and special interest press directed at older audiences, the disabled, Native Americans and students.

Coordinate Outreach Efforts with other Stakeholder Organizations: (January-October 2007).

- Support interagency coordination by continuing to participate in the monthly Transportation Conformity Working Group.
- Mail Notice of Draft RTP availability to the stakeholders at the local, state and federal level to solicit their comment and input to the final RTP. Ensure that the public comment period is at least 30 days for the plan.
- Participate in regular monthly meetings with the CEOs of the county transportation commissions.
- Integrate the outreach effort of the subregional organizations and transportation and air quality agencies into the SCAG process.
- Together with subregional partners and other stakeholder organizations, notify interested parties through traditional meeting announcements, newspapers, public service announcements, press releases, special mailers, publications and agendas of committees, meetings, workshops, briefings, web site postings, email communications and other opportunities to participate, as appropriate.
- Hold monthly meetings with the subregional coordinators to review upcoming Regional Council and Policy Committee agendas and conduct other coordinating activities.
- Expand the membership of some of SCAG's various committees, task forces and working groups to ensure inclusion of the broader stakeholders and interest groups identified in the Plan.
- Keep interested parties informed with monthly progress reports during the plan development phase.
- Expand the membership of some of SCAG's various committees, task forces and working groups to ensure inclusion of the broader stakeholders and interest groups identified in the Plan.

Train Presenters: (May-June 2007).

- Brief staff members, SCAG elected officials and consultants on all materials available and how to present SCAG's messages to various types of audiences.
- Develop talking points on all PowerPoint presentations to ensure consistent message delivery.

Create an Outreach Schedule: (January-July 2007).

- Proactively contact groups to schedule speakers from the pool of available speakers, as appropriate, to meet the interests of the particular group.
- Continue the practice of attempting to get on other groups' agendas rather than creating meetings from scratch.

- Conduct presentations, hold briefings, workshops, hearings to diverse groups and organizations throughout the region.
- Hold any public meetings at convenient and accessible locations and times.

Maintain a Log of Outreach Efforts: (January-October 2007).

- Maintain a log of all agency-wide outreach presentations within CMS, SCAG's contact database system. Such a log already exists and will be augmented as needed to ensure sufficient documentation.

Conduct Public Hearings: (September-October 2007).

- Draft RTP Update is released for 30-day public review.
- Draft RTP Update is reviewed by SCAG's Transportation and Communications Committee as part of a public meeting.
- Announce public hearings in printed materials, on SCAG's website, and in local newspapers.
- Conduct at least three public hearings on the draft RTP. Schedule at least one public hearing in Los Angeles County, one in the Inland Empire and one in Orange County to ensure regional representation.
- Develop procedures for public hearings. Include the time to be allotted to each speaker and how the order of appearance is determined. A written explanation of adopted procedures should be distributed to participants both prior to and at the hearing. Make arrangements for the submission of written statements in addition to verbal comments.
- Provide translation services at these public hearings, if needed.

Reach Out to Traditionally Underrepresented and/or Underserved Audiences: (April-October 2007).

- Work with Member Relations staff and Subregional Coordinators to aid in identifying underrepresented segments of the region.
- Coordinate with individuals, institutions or organizations to reach out to members in the affected minority and/or low income communities.
- Provide assistance, if requested 14 days prior to the event, to people with disabilities, including individuals who are blind, have low-vision or are hearing impaired.
- Provide language assistance, if requested 14 days prior to the event, to Limited English Proficient Persons.
- Develop and adopt a plan for providing language assistance for persons with limited English proficiency (LEP Plan).
- Explore new opportunities using state-of-the-art communications and information technology for reaching remote audiences.

Consider and Incorporate Comments Received into the Deliberations Regarding Proposed Plans and Programs: (January-October 2007).

- Review and consider all public comments in the regional transportation planning process.
- Record, track and maintain a log of comments and SCAG's response to the comments within the Communication Management Software System (CMS), SCAG's contact database system.
- Respond to all comments received in a timely manner.
- Evaluate public comments received throughout the planning process and assess whether, and to what extent, modifications were made in the draft documents as a result of the comments received.

Evaluate Public Participation Activities: (October 2007).

- Evaluate public participation efforts at the end of phase 1 so that necessary modifications can be made for subsequent phases.
- Provide recommendations to enhance the outreach program and better serve the underrepresented segments of the region.

B. Phase 2: Post- Draft RTP (October-December 2007)

Continue On-going "All Hands" Outreach Coordination Team Meetings: (October-December 2007).

- Schedule outreach coordination meetings on a bi-weekly basis to identify new opportunities for public presentations and proactively securing speaking engagements and to ensure implementation of the Public Participation Plan strategies.

Update Existing Presentation Materials: (October-December 2007).

- Revise existing materials as needed to reflect changes in data, information, strategies, and in response to comments received.

Create New Presentation Materials: (October-December 2007).

- Develop new materials, as needed, to simplify the RTP, cater to subregional audiences and reach ethnic segments of the region.
- Continue to utilize visualization techniques whenever possible such as maps, videos, PowerPoint presentations with graphics and animation, flowcharts, computer simulation, interactive GIS systems, photorealistic visualizations, video fly-throughs, illustrative drawings, simulated photos, sketches, and photo manipulation scenario planning tools to better and more easily communicate technical planning issues and strategies.

- Explore new opportunities using state-of-the-art communications and information technology for reaching remote audiences.

Enhance Website Capabilities: (October-December 2007).

- Continue to utilize SCAG's web site to provide information, announce draft and final plan releases, encourage feedback and comments from the public, make draft and final plans and corresponding documents available, provide contact information, educate about SCAG and SCAG initiatives, inform of upcoming events and meetings, post meeting agendas and minutes and provide access to major SCAG publications including Your Guide to SCAG, the Benefits of Membership, Member Handbook, the Legislative Reference Guide, the eVision newsletters, key PowerPoint presentations, data and other planning-related information.
- Ensure that the information available is timely, easy-to-understand and accessible and that the website is compliant with the 1990 Americans with Disabilities Act.

Update Contact Databases and Advisory Groups: (October-December 2007).

- Review and update mailing lists for outreach efforts.
- Expand contact databases to include all Interested Parties identified in the Plan.
- Work with subregional coordinators and SCAG task force and committee members to expand current list categories to include all Interested Parties.
- Update media mailing lists that include metropolitan and local community newspapers, radio, television and cable outlets, trade journals, wire services, ethnic and foreign-language media, government and legal publications and special interest press directed at older audiences, the disabled, Native Americans and students.

Coordinate Outreach Efforts with other Stakeholder Organizations: (October-December 2007).

- Support interagency coordination by continuing to participate in the monthly Transportation Conformity Working Group.
- Participate in regular monthly meetings with the CEOs of the county transportation commissions.
- Integrate the outreach effort of the subregional organizations and transportation and air quality agencies into the SCAG process.
- Together with subregional partners and other stakeholder organizations, notify interested parties through traditional meeting announcements, newspapers, public service announcements, press releases, special mailers, publications and agendas of committees, meetings, workshops, briefings,

website postings, email communications and other opportunities to participate, as appropriate.

- Hold monthly meetings with the subregional coordinators to review upcoming Regional Council and Policy Committee agendas and conduct other coordinating activities.
- Keep interested parties informed with monthly progress reports during the post-draft plan development phase.

Develop an Outreach Schedule: (October-December 2007).

- Proactively contact groups to schedule speakers from the pool of available speakers, as appropriate, to meet the interests of the particular group.
- Continue the practice of attempting to get on other groups' agendas rather than creating meetings from scratch.
- Conduct presentations, hold briefings, workshops, hearings to diverse groups and organizations throughout the region.
- Hold any public meetings at convenient and accessible locations and times.

Maintain a Log of Outreach Efforts: (October-December 2007).

- Maintain a log of all agency-wide outreach presentations within CMS, SCAG's contact database system.

Reach Out to Traditionally Underrepresented and/or Underserved Audiences: (October-December 2007)

- Work with Member Relations staff and Subregional Coordinators to aid in identifying underrepresented segments of the region.
- Coordinate with individuals, institutions or organizations to reach out to members in the affected minority and/or low income communities.
- Engage Tribal Government in the RTP processes through Tribal Government representation on SCAG's governing board and policy committees and through the Tribal Government Relations Task Force.
- Provide assistance, if requested 14 days prior to the event, to people with disabilities, including individuals who are blind, have low-vision or are hearing impaired.
- Provide language assistance, if requested 14 days prior to the event, to Limited English Proficient Persons.
- Explore new opportunities using state-of-the-art communications and information technology for reaching remote audiences.

Consider and Incorporate Comments Received into the Deliberations Regarding Proposed Plans and Programs: (October-December 2007).

- Review and consider all public comments in the regional transportation planning process.
- Record, track and maintain a log of comments and SCAG's response to the comments within the Communication Management Software System (CMS), SCAG's contact database system.
- Respond to all significant comments received in a timely manner.
- Evaluate public comments received throughout the planning process and assess whether, and to what extent, modifications were made in the draft documents as a result of the comments received.
- Provide additional opportunity for public comment on the revised plan if the final plan differs significantly from the draft plan that was previously made public.
- Provide a summary, analysis and report on the disposition of comments as part of the final plan.
- Prepare Final RTP Update for adoption by Regional Council at a public meeting.

Evaluate Public Participation Activities: (December 2007).

- Evaluate public participation efforts at the end of phase 2 so that necessary modifications can be made for subsequent phases.
- Provide recommendations to enhance the outreach program and better serve the underrepresented segments of the region.
- Assess how effective the agency's communication strategies have been in impacting public policy. Conduct a survey of members, partners, stakeholders immediately after the release of the draft plan and again later after the adoption of the plan to determine the impact of the public participation effort.

C. Phase 3: Post- Final RTP (February-December 2008)

Update Existing Presentation and Printed Materials: (February-December 2008).

- Provide clear, consistent and concise primary messages for media and public involvement and interaction.
- Update technical and non-technical PowerPoint presentations as new information becomes available.
- Tailor specific presentations to meet the needs and interests of the target audiences.
- Maintain a library of all PowerPoint presentations developed.
- Review and update all existing one-page Fact Sheets.

- Review and update brochures, fliers and other publications relating to SCAG and SCAG's initiatives for general population distribution in concise, understandable, non-technical language.
- Review and update public feedback forms, both paper and web-based.
- Review and enhance web interface to encourage public education and feedback.
- Include articles on plans and programs in SCAG's eVision newsletter, produced eight times each year.

Create New Presentation Materials: (February-December 2008).

- Create a final brochure which visually showcases regional projects of significance. Highlights of the plan will be summarized and created to "pop" to peak interest and enhance readability.
- Revise 14 subregional maps that visually depict proposed projects of "subregional" significance.
- Produce the RTP on a CD to ease handling and ensure more efficient use of resources.
- Prepare press releases and reach out to the ethnic press by providing notices in English, Spanish and Chinese.
- Utilize visualization techniques whenever possible such as maps, videos, PowerPoint presentations with graphics and animation, flowcharts, computer simulation, interactive GIS systems, photorealistic visualizations, video fly-throughs, illustrative drawings, simulated photos, sketches, and photo manipulation scenario planning tools to better and more easily communicate technical planning issues and strategies.
- Explore new opportunities using state-of-the-art communications and information technology for reaching remote audiences.

Enhance Website Capabilities: (February-December 2008).

- Maintain web pages dedicated to the RTP and ensure information is up-to-date.
- Translate key RTP communications in English and Spanish on the web pages.
- Utilize SCAG's website to provide information, announce draft and final plan releases, encourage feedback and comments from the public, make draft and final plans and corresponding documents available, provide contact information, educate about SCAG and SCAG initiatives, inform of upcoming events and meetings, post meeting agendas and minutes and provide access to major SCAG publications including Your Guide to SCAG, the Benefits of Membership, Member Handbook, the Legislative Reference Guide, the eVision newsletters, key PowerPoint presentations, data and other planning-related information.

- Ensure that the information available is timely, easy-to-understand and accessible and that the website is compliant with the 1990 Americans with Disabilities Act.

Update Contact Databases and Advisory Groups: (February-December 2008).

- Review and update mailing lists for outreach efforts.
- Expand contact databases to include all Interested Parties identified in the Plan.
- Work with subregional coordinators and SCAG task force and committee members to expand current list categories to include all Interested Parties.

Coordinate Outreach Efforts with other Stakeholder Organizations: (February-December 2008).

- Support interagency coordination by continuing to participate in the monthly Transportation Conformity Working Group.
- Participate in regular monthly meetings with the CEOs of the county transportation commissions.
- Together with subregional partners and other stakeholder organizations, notify interested parties through traditional meeting announcements, newspapers, public service announcements, press releases, special mailers, publications and agendas of committees, meetings, workshops, briefings, website postings, email communications and other opportunities to participate, as appropriate.
- Hold monthly meetings with the subregional coordinators to review upcoming Regional Council and Policy Committee agendas and conduct other coordinating activities.
- Expand the membership of some of SCAG's various committees, task forces and working groups to ensure inclusion of the broader stakeholders and interest groups identified in the Plan.

Create an Outreach Schedule: (February-December 2008).

- Even after the Plan has been adopted, continue to proactively contact groups to schedule speakers from the pool of available speakers, as appropriate, to meet the interests of the particular group.
- Continue the practice of attempting to get on other groups' agendas rather than creating meetings from scratch.
- Conduct presentations, hold briefings, workshops, hearings to diverse groups and organizations throughout the region.
- Hold any public meetings at convenient and accessible locations and times.

Maintain a Log of Outreach Efforts: (February-December 2008).

- Maintain a log of all agency-wide outreach presentations within CMS, SCAG's contact database system.

Reach Out to Traditionally Underrepresented and/or Underserved Audiences: (February-December 2008).

- Work with Member Relations staff and Subregional Coordinators to aid in identifying underrepresented segments of the region.
- Coordinate with individuals, institutions or organizations to reach out to members in the affected minority and/or low income communities.
- Explore new opportunities using state-of-the-art communications and information technology for reaching remote audiences.

Evaluate Public Participation Activities: (February-December 2008).

- Continue to monitor outreach presentations and assess whether outreach efforts are being conducted throughout the region, including the outlying areas of the region.

RTP Amendments

An amendment is a major revision to a long-range RTP, including adding or deleting a project, major changes in project/project phase costs, initiation dates, and/or design concepts and scope. A RTP Amendment requires public review and comment, demonstration that the project can be completed based on expected funding, and a determination that the change conforms to air quality requirements.

SCAG's strategies, procedures and techniques for public participation regarding RTP Amendments include, but are not limited to, the release of the proposed RTP amendment for a 30-day public review, posting of the proposed RTP amendment on SCAG's website, presentation of the proposed RTP amendment before certain SCAG committees, review of the proposed RTP amendment by SCAG's Transportation and Communications Committee at a public meeting, and adoption of the proposed RTP amendment by SCAG's Regional Council as part of the public meeting.

SECTION 3. REGIONAL TRANSPORTATION IMPROVEMENT PROGRAM

SCAG's Regional Transportation Improvement Program, or RTIP, is a capital listing of all transportation projects proposed over a six-year period. The listing identifies specific funding sources and funding amounts for each project. The proposed transportation projects are funded through a variety of federal, state and local sources. Projects consist of improvements such as, highway improvements, transit, rail, bus, high occupancy vehicle lanes, signal synchronization, intersection improvements, and freeway ramps to name a few. The RTIP must include all transportation projects that are federal funded, as well as all regionally significant transportation projects for which federal approval (Federal Highway Administration or Federal Transit Administration) is required, regardless of funding source. The projects are submitted to SCAG by the five County Transportation Commissions and the Imperial Valley Association of Governments (IVAG). SCAG analyzes the projects to ensure that they are consistent with state and federal requirements. Federal law requires the RTIP be consistent with the RTP.

The following outlines SCAG's strategies, procedures and techniques for public participation on the RTIP. SCAG intends to update this section of the Appendix if needed prior to commencing each RTIP cycle to reflect appropriate changes.

A. RTIP Public Participation Process in the SCAG Region

At the outset, it should be noted that SCAG has a Memorandum of Understanding (MOU) with transit operators and each of the County Transportation Commissions (CTCs) within the SCAG Region. These MOUs specify the role of the CTCs with respect to approval of transportation projects utilizing federal, state highway, and transit funds within their respective jurisdiction. They are also responsible for transportation programming and short range planning in their respective county. As a result, the County Transportation Commissions transmit their approved County TIP to SCAG. As such the public participation process and coordination is a tiered process within the SCAG region. This tiered process initiates the public participation process at the CTC's county TIP development stage which occurs long before the development of the SCAG RTIP.

There are several opportunities for the public to review and comment on projects and programs during the development of each county TIP and approval of the SCAG RTIP. These public participation opportunities are described below.

i. Project Identification

Public participation begins at the local agency level starting with identifying projects and associated work scopes based on local and regional transportation

needs. Newly identified projects are commonly placed on funding needs lists, funding plans or capital improvement program plans and programs that identify projects to be funded. These lists, plans and programs are adopted by local agency boards (mostly elected officials) in meetings open to the general public. Stakeholders, interest groups and the general public have the opportunity to review and comment on these projects and local plans prior to local agency board approvals.

ii. Project Funding

The general public, interested parties and stakeholders have an opportunity to review and comment on projects and programs during the allocation of funds by local agencies including cities, counties, special districts, and county transportation commissions (CTCs) and the Imperial Valley Associated Governments (IVAG).

The process of assigning specific funding sources to projects normally occurs in meetings open to the general public by public policy boards. For example, the CTCs and IVAG in the SCAG region conduct "call for projects" when funding under their control (federal, state and/or local) is available for programming. Local agencies apply and compete for available funding based on adopted eligibility guidelines consistent with federal, state and local county requirements. Candidate projects usually have gone through an initial public review process described in Section A.i above and are included in a local agency capital improvement needs programs or plans. The CTCs and IVAG work through their respective committee review process to develop a list of projects recommended for funding and adoption by each respective policy board. CTCs/IVAG review committees are comprised of local agency staff (stakeholders and interested parties), and in some cases include public elected officials. Review committee meetings are publicly noticed. The recommended project lists approved by the committees are forwarded to the respective policy boards for approval. Projects proposed for funding are made available for review by the general public, stakeholders and interested parties in advance of adoption by the CTCs/IVAG policy boards. All allocation of funds by the policy boards occur in publicly noticed meetings open to the general public.

The allocation of public funds to projects by other entities go through public review processes that are consistent with the federal, state and/or local laws that govern the allocation of the funds.

iii. County TIP Development

The CTCs and IVAG develop their respective TIPs based on RTIP Guidelines written by SCAG in consultation with the CTCs/IVAG and Federal Highway Administration staff, and approved by SCAG's Regional Council. All projects

programmed in County TIPs have been previously approved for funding by the entity responsible for allocating the project funds such as described in Section A.i above. When submitting County TIPs to SCAG, each CTC and IVAG is required to adopt a financial resolution which certifies that it has the resources to fund the projects in the TIP and affirms its commitment to implement all projects. The financial resolution is approved by each policy board in publicly noticed meetings open to the general public.

iv. SCAG RTIP Development

SCAG develops the RTIP for the six-county region based on the County TIPs prepared and submitted by the CTCs and IVAG described above in Section iii. The Draft SCAG RTIP is noted for a 30-day public review, and a public hearing is held at the SCAG office. Notices of the public hearings are placed in the major newspapers throughout the SCAG region. SCAG conducts additional public outreach efforts through the placement of public notices in minority newspapers such as, but not limited to, the Los Angeles Sentinel, La Opinion, El Chicano Newspaper, the Chinese Daily News, and the Korea Times. The Draft SCAG RTIP documents are made available for review and comment by stakeholders, interested parties and the general public through the SCAG internet website at http://www.scag.ca.gov/rtip and at public libraries throughout the six-county region prior to the public hearing.

In addition to the public hearing held at the SCAG office, SCAG committees and working groups also review and discuss draft RTIPs. These SCAG groups include the Regional Transportation Agencies' Coalition (RTAC), the Transportation and Communications Committee (TCC), the Transportation Conformity Working Group (TCWG), the Energy and Environment Committee (EEC) and the Chief Executive Officers' Committee. The SCAG Regional Council takes final action when they review and adopt the RTIP as part of a public meeting.

v. SCAG RTIP Updates

The RTIP is amended several times a year. This process is similar to developing the formal RTIP. Proposed amendments to the adopted RTIP are submitted by the CTCs and IVAG to SCAG. After SCAG has completed its analyses of the proposed change(s) to the RTIP ensuring consistency with the various programming rules and regulations, SCAG electronically posts the proposed change(s) for public review and comment on the SCAG website at http://www.scag.ca.gov/rtip. In addition to posting the amendment information on the web, a notice is sent to the Transportation Conformity Working Group as part of the RTIP amendment public review process.

B. Schematic of the Public Participation Process

The following schematic helps to illustrate when stakeholders, interested parties and the general public have the opportunity to review and comment during the RTIP programming development process described above in Section A.

SCAG RTIP Public Participation Process

Public Review & Comment	TIP Development Process
Development of project lists requiring funding are commonly adopted by public boards in meetings open to the general public.	**Project Identification** Projects are identified based on needs and placed on capital improvement programs or other lists awaiting funds.
The allocation of funds to projects commonly occurs by policy boards in publicly noticed meetings open to the general public.	**Project Funding** Projects receiving state and federal funds and/or approvals and local projects determined regionally significant are identified for programming in County TIPs and the SCAG RTIP
CTCs & IVAG policy boards adopt RTIP financial resolutions. Noticed public hearing is held at the SCAG office to take public input on RTIP document.	**County TIPs & SCAG RTIP Development** Projects are first programmed in County TIPs and then submitted to SCAG for inclusion in the SCAG RTIP.
Proposed amendments to the RTIP are posted to the SCAG website 15 days prior to transmittal to State and Federal agencies for approval. SCAG's website: www.scag.ca.gov	**RTIP Updates** SCAG processes amendments to the RTIP based on changes requested by the CTCs and IVAG.

C. Other RTIP Public Participation strategies, procedures and techniques

Enhance Website Capabilities:

- Utilize SCAG's web site to provide information, announce draft and final program releases, encourage feedback and comments from the public, make draft and final programs and corresponding documents available, provide contact information, inform of upcoming events and meetings, post meeting agendas and minutes
- Ensure that the information available is timely, easy-to-understand and accessible and that the website is compliant with the 1990 Americans with Disabilities Act.

Update Contact Databases and Advisory Groups:

- Review and update mailing lists for outreach efforts.
- Expand contact databases to include all Interested Parties identified in the Plan.

Coordinate Outreach Efforts with other Stakeholder Organizations:

- Support interagency coordination by continuing to participate in the monthly Transportation Conformity Working Group.
- Mail Notice of Draft RTIP availability to the stakeholders at the local, state and federal level to solicit their comment and input to the final RTIP. Ensure that the public comment period is at least 30 days for the program.
- Participate in regular meetings with the county transportation commissions/IVAG in the coordination of the draft and final RTIP.

Conduct Public Hearing:

- Announce public hearings in printed materials, on SCAG's website, and in local newspapers.
- Hold any public meetings at convenient and accessible locations and times.
- Conduct at least two public hearings on the draft RTIP. Schedule at least one public hearing at the SCAG offices in Los Angeles.
- Where possible make public hearings available via video or teleconference.
- Explore new opportunities using state-of-the-art communications and information technology for reaching remote audiences.

Maintain a Log of Outreach Efforts:

- Maintain a log of all agency-wide outreach presentations within CMS. Such a log already exists and will be augmented as needed to ensure sufficient documentation.

- Review and consider all public comments in the regional transportation planning process.

- Record, track and maintain a log of comments and SCAG's response to the comments within the Communication Management Software System (CMS).
- Respond to all comments received in a timely manner.

D. Annual Listing of Projects

SAFETEA-LU requires the production of this annual listing with the cooperation of Caltrans and the public transportation operators throughout the SCAG region. Additionally, SAFETEA-LU also requires an additional list which identifies all bicycle/pedestrian projects for which Federal funds were obligated in the preceding year. The listing is available on SCAG's website.

The county commissions and IVAG working with the project sponsors within their respective county update project obligations for projects in their county through use of the SCAG RTIP database. SCAG then produces an annual listing of projects utilizing the SCAG RTIP database. In addition, Caltrans produces obligation reports for the MPO's which SCAG also makes available on its website as supplemental information.

E. RTIP Amendments

For the RTIP, the Federal Highway Administration (FHWA) California Division has provided definitions of amendments and corresponding conformity requirements. The following summarizes the categories of amendments identified by FHWA for the RTIP and the public participation requirements for each amendment type.

Category 1. Administrative
An administrative amendment includes minor changes to project cost, schedule, scope, or funding sources. Please see the Procedures for Federal Statewide Transportation Program (FSTIP) Modifications for a complete definition of administrative amendments.

Category 2. Formal Amendment – Changes that do not impact the existing conformity determination.

The category of formal amendments may include project cost changes that are greater than 20% of the total project cost or $2 million, whichever is higher. This amendment may also include adding or deleting projects that are exempt from regional emission analyses. These types of amendments typically include transit or safety projects.

Category 3. Formal Amendment – Relying on the existing Conformity Determination.
This amendment may include adding a project or a project phase to the program. This amendment category consists of projects that are modeled and are included in the regional emissions analysis.

Category 4. Formal Amendment – New Conformity Determination.
This amendment may include adding or deleting projects that are not currently included in the regional emissions analysis nor part of the existing conformity determination. This amendment may involve adding or deleting projects that must be modeled for their air quality impacts: significantly changing the design concept, scope; or schedule of an existing project.

Public Hearing - Public Review & Comment Period Requirement

Amendment Category	Public Hearing Requirement	Public Review Period # of Days
Category 1. Administrative	n/a	n/a
Category 2. Formal - Changes that do not impact the existing conformity determination	No	15
Category 3. Formal - Relying on existing conformity determination	No	15
Category 4. Formal – Requires a new conformity determination	Yes	30

SECTION 4. OVERALL WORK PROGRAM

Funding for SCAG's metropolitan planning activities are documented in an annual Overall Work Program (OWP) (also known as a Unified Planning Work Program), pursuant to federal requirements, 23 CFR 450.308(b)-(c), and Caltrans guidance.

The OWP is developed each fiscal year, and details the agency's planning and budgetary priorities for the following fiscal year. SCAG's federal and state funding partners (FHWA, FTA and Caltrans) must approve SCAG's OWP each year before it takes effect.

The following describes SCAG's strategies, procedures and techniques with respect to public participation on the OWP.

Adopt OWP Preparation Schedule and Work Programs Outcomes: (September-October).

- Regional Council adopts the OWP preparation schedule and work program outcomes for the coming fiscal year.

Develop Project Ranking and Selection Criteria: (November-February).

- SCAG develops project ranking and selection criteria and communicates to the subregional coordinators (representing 14 geographic areas within the SCAG region), resulting in the development of a preliminary work program.

Conduct Multiple Review Sessions: (November-February).

- SCAG consults with subregional coordinators resulting in the development of a preliminary work program.

Hold Monthly Meetings with Subregional Coordinators: (February-May).

- Hold monthly meetings with the subregional coordinators throughout the OWP development stages to keep them apprised of processes, solicit their feedback and address their questions and/or concerns.

Conduct a Budget Workshop: (February).

- SCAG staff conducts a Budget Workshop for the Regional Council and members of the public.

Distribute Draft OWP: (March).

- The Regional Council approves the Comprehensive Budget which includes the draft OWP. The draft OWP is distributed to all Regional Council members and the Regional Council approves the release of the document for a 30-day public comment and review period. The draft OWP is also placed on SCAG's website.

Distribute the Draft OWP for Public Comments: (March).

- Mail letters to over 300 City Planners, Planning Directors and other Planning representatives within the SCAG region, including subregional coordinators, CTCs and transit operators, and encourage their feedback on the draft OWP. Notify them of the availability of the draft document on SCAG's website.

Review and Consider Comments Received in the Final OWP Deliberations: (April).

- Review and consider all public comments in the OWP planning process.
- Record, track and maintain a log of comments and SCAG's response to the comments.

Adopt the Final Comprehensive Budget and Resolution Authorizing the Submittal to Funding Partners: (May).

- The Regional Council adopts the Final Comprehensive Budget and Resolution authorizing the submittal of the Final OWP to Caltrans and other funding agencies as necessary for approval. Caltrans must submit the recommended Final OWP to FHWA/FTA by June 1 of each year.