

HCAOG Regional Transportation Plan 2026 Public Engagement Plan

Agency notice:

- ☐ HCAOG will provide notice to interested parties and request comment. We have an email list of over 500 people and will replicate the list of 167 contacts listed in the Appendix A: Public Outreach and Engagement Program of VROOM 2022 – 2042. The RTP update is an opportunity to ensure our internal agency contacts are up to date with personnel changes.
- ☐ Member jurisdictions and partners will have the opportunity to review and provide input on the RTP during TAC, SSTAC and Board meetings per the RTP schedule.

Tribal Outreach:

- Attend and present to the North Coast Tribal Transportation Committee (Oct. 6)
- Tribal representatives on the TAC are asked to provide a project list.

Community survey:

- ☐ Write questionnaire designed to be simple and quick while providing useful data on how people perceive various transportation options and how they would prioritize improvements.
- ☐ Develop double-sided paper surveys (English/Spanish). Email survey and distribute as needed to senior centers, shelters, and other locations where non-digital access is important.
- ☐ Create flier that includes QR code for online Survey Monkey community questionnaire. The flier will also provide link to the webpage and information about the community meeting. Fliers will be posted in laundromats, public bulletin boards, Cal Poly locations. The locations listed in Appendix A where the prior RTP update fliers were posted will be replicated.
- ☐ Survey will remain open until December 8th at which point it will close to allow staff time to compile and analyze results.

Target goal: Receive 300 online survey responses and 40 print surveys, with 5% of total coming from Spanish-language responses

Public Events:

- ☐ **Workshop:** Hold one public workshop (in-person with option to attend remotely). Notice will be clear that people can contact us to request accommodation. The meeting will be in the evening, mid-week, and located near a transit stop with the time set to coordinate with bus schedules. Provide light snacks. Aim for 2nd or 3rd week of October.
- ☐ **Roadshow:** Develop a presentation on the RTP update and its role in HCAOG's work. The presentation can be delivered to City Councils, Board of Supervisors, Community Services Districts, other JPAs, committees, Rotary and Kiwanis Clubs, Chambers of Commerce, and other interested groups. Advertise, schedule and deliver between September to mid-November.
- ☐ **Pop-ups:** Bring tabling materials to places where people are, and use an activity to draw people in. Last update we utilized a "money-spending" game where people could vote for their priority rankings by dividing up play dollars into buckets representing. Can repeat this as it worked well and was fun, or brainstorm a different engagement activity. Events identified so far:

- September 12: **Arcata Friday Night Market, 5-8PM (confirmed)**
- September 20-21: North Country Fair with HTA
- October 4: *Fortuna Apple Harvest (not yet confirmed)*
- November 1: *Arts Alive Eureka (not yet confirmed)*

The previous update utilized Farmer's Markets and festivals to get out to smaller communities like Blue Lake and Garberville. Those efforts were facilitated by Redwood Community Action Agency who were contracted under an RPA grant to boost outreach for the RTP update. With a more compressed timeline and less resources, attempting to reach those communities through direct outreach to CBOs is a better option. For instance, contacting the Southern Humboldt Visitor's Center directly to request they share the survey with their network.

Target goal: A wide swath of the public, including those not traditionally involved in transportation planning, is informed that the RTP is happening. People have an opportunity to provide input on the transportation system and priorities for the region.

Media and Distribution:

- ☐ Create RTP landing page on website with draft chapters, maps, link to survey, and information about public meetings.
- ☐ Utilize online channels such as Facebook, Instagram and Reddit to share fliers, meeting reminders, links to project page, etc. Experiment with short video to get more views and perhaps appeal to Gen Z.
- ☐ Create a Facebook event to promote the RTP public meeting.
- ☐ Reach out to groups like the Chamber of Commerce, internal newsletters through County and Cities, and emailing stakeholders.
- ☐ Write press release for launch of RTP, encourage Lost Coast Outpost to create a "LoCo Pollz" to go along with it.