Rail Program Management Services

Palo Alto Rail Committee Meeting

06.13.18

CITY OF PALO ALTO

AECOM apex STRATEGIES

Roles

- The City of Palo Alto is the lead for public involvement.

- The Caltrain Joint Powers Board owns and operates the rail line and is a partner in the screening effort.

- The Palo Alto community and businesses are encouraged to participate as users and neighbors of the proposed grade separations
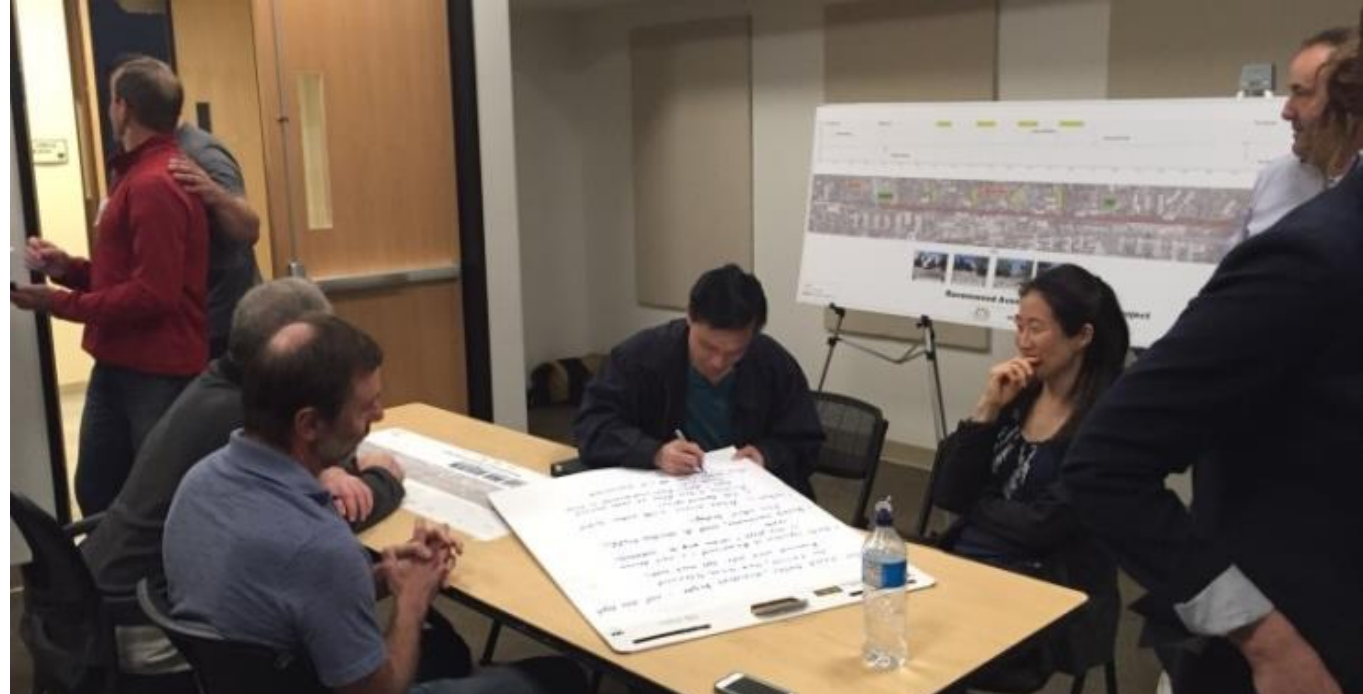
Community Outreach Plan Goals

The goals for the outreach effort include:

- The Community would understand and agree to the problem that the ultimate preferred solution would solve

- The Team proposing the ideas, alternatives to study and ultimate solution is the correct group to do so

- The process was fair and transparent

- The trade-offs were understood and that all parties were acknowledged and considered

- The Community would understand the funding constraints and opportunities related to the preferred solution and other ideas

- Community members, businesses and all stakeholders would partner with the Team to gather information and ideas to develop grade separation ideas that satisfy multiple interests; and

- Process would develop partnerships for future funding opportunities.
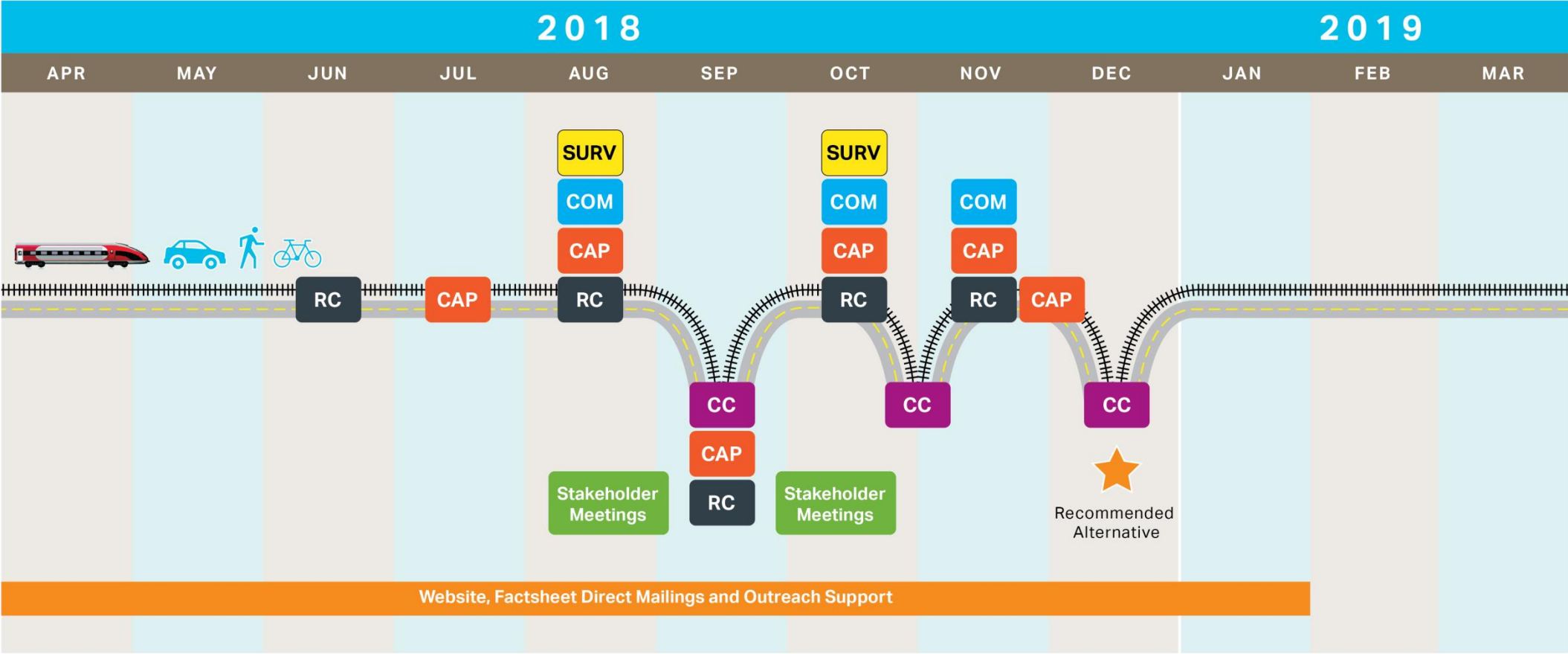
Meetings

Various public participation opportunities and community engagement strategies:

- Three Stakeholder Meetings (3)

- Three Community-wide Meetings (3)

- City Council Meetings (3)

- Rail Sub-Committee Meetings (5)

- Community Advisory Panel Meetings (6)

Community Engagement Schedule

2018									2019		
APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR

2018 — **AUG:** SURV, COM, CAP, RC; **OCT:** SURV, COM, CAP, RC; **NOV:** COM, CAP, RC, CAP

JUN: RC; **JUL:** CAP

SEP: CC, CAP, RC; **OCT:** CC; **DEC:** CC

Stakeholder Meetings (AUG) · Stakeholder Meetings (SEP)

★ Recommended Alternative (DEC)

Website, Factsheet Direct Mailings and Outreach Support

COM City Community Meeting

CAP Community Advisory Panel Meeting

RC Rail Subcommittee Meeting

CC City Council Meeting

SURV Community Survey

★ Recommended Alternative—Advance to Environmental Clearance

Community Advisory Panel (CAP)

Community Advisory Panel (CAP) of up to a dozen (12) community members to advise the Project Team on Project ideas and outreach opportunities.

This group is anticipated to begin meeting in July and would meet up to six (6) times during the process.

Meetings would be held on weekday afternoons from 3-5:30 pm at City Hall.

The CAP ideally would:

- Be project liaisons
- Collaborate with the Project Team
- Contribute to the successful delivery of the Preferred Solution
- Build an understanding of the project
- Regularly attend CAP meetings •
- Come prepared to the CAP meetings by reading project materials ahead of the meetings when requested
- Provide honest feedback

Specific Tasks would include

- Receive briefings on technical areas
- Receive project updates
- Review and suggest edits to Project Outreach materials
- Disseminate accurate information

Act as conduits for information to community at large

Stakeholder Meetings

Stakeholder meetings (up to 3) will gather comments about the project ideas, including right-of-way issues and constraints.

The Consultant Team will work with City Staff develop the format, materials and questions for up to three stakeholder meetings.

These meetings could be held with the following established groups:

- Palo Alto Chamber of Commerce
- Leadership Palo Alto
- Palo Alto Real Estate agent group
- Stanford University
- Palo Alto neighborhood leaders and/or similar organized Specific Tasks would include
- Receive briefings on technical areas
- Receive project updates
- Review and suggest edits to Project Outreach materials
- Disseminate accurate information

The Consultant Team will work with City Staff to best determine the most efficient means to reach these stakeholders.

Community Meetings (3)

- **Community Meeting #1 August 23, 2018 6:00 - 8:00 pm:**
  Introduction to Project and First Screening of the Universe of ideas to 10 alternatives that Council approved May 29, 2018: During this community meeting, participants will have the opportunity to learn about the Project's purpose and need and screen various remaining ideas. The Project Team will show video of existing grade crossing issues such as long gate downtown, traffic back-ups and un-safe behaviors. The ideas still under consideration will be explained and screened at the meeting. It is hoped that the screening could be a survey with people logging in responses via cell phone technology that would be immediately available for view. It is also hoped that the first responders would participate in the meeting to help inform the public to their view of the various ideas as first responders.

- **Community Meeting #2 October 2018 600 -8:00 pm:**
  Continued feedback will be taken on the refined project ideas. Participants will have an opportunity to comment on each of the remaining project ideas and help develop pros and cons for each design. Traffic impacts, construction staging and site specific 3-D simulations will be available for public review. This meeting would also have some portion where a survey is taken to gather feedback through cell phone technology.

- **Community Meeting #3 November 2018 6:00 - 8:00 pm:**
  Participants will have the opportunity to learn about the Study findings/refinements in the preferred solution as well as the next steps in the process including funding and financing options and ideas for consideration. Refined 3-D visuals will be presented at the meeting.

Additional Outreach Tools

- **Project Fact Sheet:**
  - A project Fact Sheet will be developed that describes the purpose of the effort, the project schedule, and opportunities for input from the community.
  - It is assumed that two rounds of updates will be made during the duration of the project as alternatives are developed and screened.
  - A mailed version of the first fact sheet is recommended as on one of the four project mailings.
- **Meeting Notices/City event e-blast/Press Releases:**
  Notices will be distributed by the project web page, the City's City Events email, gov-delivery, through each City's Twitter and Facebook accounts, NextDoor, the City's list of elected and appointed officials, and posting on the Friends of Caltrain blog, CAARD blog, Stanford newspapers, Palo Alto Weekly and other web outlets. Any mailings for public outreach will be prepared and distributed by the City through their public information office.

Additional Outreach Tools

- **Community Meeting Sign-in Sheets and Comment Cards:**
  Comment forms will be available at all Community Meetings for the community members to provide written comments. Sign-in sheets will be available at all Community Meetings to help build on the existing email list of interested parties.

- **Web Page:**
  A project web page hosted on the AECOM website and linked from the City and Caltrain websites. The existing Connecting Palo Alto Project website branding will be utilized. The site will be available to interested parties to learn about the project and process, research archived material and to find out about upcoming meetings. The web pages will be updated regularly as project materials are developed for the Community Meetings and other audiences.

Name and Affiliation (If Applicable)	Address	City, Zip	E-mail

Additional Outreach Tools

- **Two Surveys:**
  - At the first and second community meetings the team will ask for in person feedback through cell phone feedback voting and similar on-line versions could be developed to capture feedback as well.
  - Mailers would also be sent to send people to the website to take the on-line survey and announce the community meetings. It should be noted that the on-line surveys will be relatively simple in nature and probably focused on choosing between some options only, as tallying open-ended questions are beyond the scope of the effort.

- **Four Direct Project Mailings:**
  1) mail out of the project fact sheet and reminder of web page address;
  2) mail out of push to use on-line survey round one and first community meeting date,];
  3) mail out for second on-line survey and second community meeting; and
  4) Last community meeting date and/or proposed preferred solution.

Additional Outreach Tools

- **Database:**
  Contact information from Community Meeting attendees and web page signups will be compiled into the existing project database. This database will be utilized to inform the community about upcoming public participation opportunities and meetings.

- **Hotline to Project Team:**
  The City phone number going straight to an answering machine will be the first contact for questions about the project and the City Project Manager will maintain and share a log of these encounters. The AECOM team can be available to assist with technical information or to review wording of responses.

Summary Report

Summary report at the end of the process to document all of the outreach conducted during this phase

Questions?