

Appendix I: Public Communications Outreach Summary

To: San Diego Association of Governments and Caltrans District 11
From: North County Comprehensive Multimodal Corridor Plan (CMCP) Project Team
Date: October 2022
Subject: North County Comprehensive Multimodal Corridor Plan (CMCP) – Public Communications Outreach Summary

Overview

The North County Comprehensive Multimodal Corridor Plan (CMCP) will identify integrated transportation solutions that enhance the way people travel throughout North County.

The following is a summary of all outreach conducted during the first year of work on the development of the North County (State Route 78) CMCP. This memo explains the purpose behind community outreach, overall key findings, and statistical insights derived from the comments and surveys collected.

Outreach Summary

Table 1 summary outlines community outreach performed from project inception in 2021 to present day.

Table 1: Outreach Activity and Timeframe Summary

Outreach Activity	Platform	Timeframe
Eblast	Email	Throughout CMCP Process
Social Media	Facebook, Twitter, Instagram, and LinkedIn	January 2021 - Present
Stakeholder	Eblasts, -Toolkit distribution, and individual stakeholder discussions.	January 2021 – Present
Social Pinpoint and Virtual Engagement Hub	Social Pinpoint website	Throughout the CMCP process
MetroQuest Survey	MetroQuest	March 2021 – August 2021
Stakeholder Working Group Meetings	Virtual and In-Person	Throughout 2021
Public Meeting	Zoom	July 8, 2021
Social Media for Public Meeting	Facebook, Twitter, Instagram LinkedIn	June 2021 – July 2021
Media Engagement for Public Meeting	San Diego Union Tribune, Escondido Times, EL Latino, Coast News, and the Vista Press	June 2021 – July 2021
Meeting Invitation and Engagement Eblasts for Public Meeting	Email and E-Blast	June 2021 – July 2021
Stakeholder Outreach for Public Meeting	The types of stakeholders included but were not limited to businesses, active transportation groups, casinos, chambers, community organizations and elected officials.	June 2021 – July 2021
Community Calendars and News Clips for Public Meeting	Virtual Public Meeting information was sent to various media outlets such as: the San Diego Union Tribune, Escondido Times, EL Latino, Coast News, and the Vista Press.	June 2021 – July 2021
Technical Working Group Meetings	Virtual	June 2021 – March 10, 2022
Comments and Inquiries	Social Pinpoint website, email, virtual and in-person meetings	April 2021 - Present

Outreach Performed

The following information provides an overview of community outreach performed from project inception in 2021 to present day.

EBLAST OUTREACH

The outreach team, with distribution assistance from SANDAG, Caltrans, and municipal governments, conducted ongoing informational eblast efforts. Eblast topics included the launch of the social pinpoint and virtual engagement, hub, public meetings, stakeholder working groups, technical working groups, the I-15/SR 78 Managed Lanes Direct Connectors Project, project timeline updates, and other critical information. Each eblast also contained an overview of the latest project updates, an explanation of project timelines, and calls for involvement.

SOCIAL MEDIA OUTREACH

Beginning in January 2021, the outreach team conducted ongoing targeted social media efforts designed to spread awareness, distribute informational resources, encourage engagement, and reach out to stakeholders. Points of focus for social media posts included stakeholder working group meetings, public meetings, planning updates, and evolving timelines.

STAKEHOLDER OUTREACH

Beginning in January 2021, the outreach team also conducted ongoing targeted stakeholder outreach efforts in order to encourage engagement, public comment, meeting participation, working group participation, and secondary awareness campaigns by stakeholders. These efforts included eblasts, E-Toolkit distribution, and individual stakeholder discussions.

SOCIAL PINPOINT AND VIRTUAL ENGAGEMENT HUB

The outreach team created and launched a Social Pinpoint and virtual engagement hub as a consolidated digital center for stakeholder resources and engagement metrics. Stakeholders were encouraged to visit the English and Spanish sites to learn more about the study, participate in the online survey, submit comments in the interactive map, and continue to participate throughout the process. Attendees were provided a brief explanation of the hub and how they could submit input throughout various tools located on the site. Both tools continued to be a source of real-time engagement metrics and a collection of outreach resources for efficient distribution to various stakeholder groups.

METROQUEST SURVEY

In collaboration with Kimley Horn, the outreach team conducted an online community survey beginning in March 2021 launched to gather additional feedback regarding North County's values, goals, and transportation priorities to inform the CMCP. The survey was advertised through multiple mediums including social media and emails to stakeholders and community organizations. The survey was available in both English and Spanish and was live through August 31, 2021. The English version of the survey received 1,194 participants, and the Spanish version of the survey received 35 participants. Insights gleaned through the online community survey were used to inform future corridor decisions and outreach tactics.

STAKEHOLDER WORKING GROUP MEETINGS

Throughout 2021, SANDAG and Caltrans held meetings with stakeholders to discuss the values, objectives, strategies, and public engagement measures surrounding the North County CMCP. Outreach efforts surrounding working group meetings included stakeholder outreach and invitations, speaking points, presentations, and other collateral for distribution. A list of participating stakeholders is bulleted below.

Stakeholder Working Group Organizations

Following is a list of stakeholders:

- Camp Pendleton
- Palomar College
- Carlsbad Chamber of Commerce
- National Latino Research Center
- CSU San Marcos
- Universidad Popular
- Alliance for Regional Solutions/
- Interfaith Community Services
- Vista Community Clinic
- Palomar Medical Center
- Tri-City Medical Center
- Kaiser Permanente
- Kaiser Permanente
- North County EDC
- ThermoFisher
- Innovate 78
- Legoland

During the meetings, stakeholders were given an overview of the six CMCP customer objectives, the data and analysis supporting those objectives, and upcoming steps before participating in a moderated roundtable discussion. Stakeholders also interacted with the corridor's virtual engagement hub and were encouraged to attend the public meeting.

JULY 2021 PUBLIC MEETING

On July 8, 2021, SANDAG and Caltrans held a Virtual Public Meeting, from 6:30 to 8 p.m. via a Zoom Webinar. Stakeholders were provided an opportunity to learn more about the study, the conditions of the corridor, offer input, and learn about opportunities to stay engaged throughout the study. A total of 32 attendees joined the Virtual Public Meeting, resulting in 13 questions and eight comments. Attendees included elected official representatives, state agencies, community organizations, and individual stakeholders.

Outreach elements surrounding the virtual public meeting included:


Social Media

The team conducted a targeted social media outreach to promote the Virtual Public Meeting and encourage engagement. Posts published on the SANDAG and Caltrans social media accounts included meeting information such as the date, time, Zoom meeting link, virtual engagement hub, and a link to the North County CMCP project website

In total, social media outreach surrounding the virtual public meeting garnered 13,480 impressions and prompted engagement from 2,980 unique users.

Media Engagement

To encourage public participation, engagement, and awareness surrounding the public meeting, the outreach team worked with local news and print organizations to secure paid and earned placements in



the San Diego Union Tribune, Escondido Times, EL Latino, Coast News, and the Vista Press. A press release distributed at the conclusion of the meeting prompted additional media coverage from the above outlets.

Meeting Invitation and Engagement Eblasts

An eblast was distributed on to the project email list in advance of the meeting to encourage participation. Reminders were also sent a week before the meeting on July 1st, as well as on the day of the event. To continue outreach and engagement with meeting attendees, a Thank You eblast was distributed on Friday, July 10th. The eblast promoted the online survey, shared the meeting recording, and encouraged the public to submit comments and feedback using the interactive map via the virtual engagement hub.

Stakeholder Outreach

Stakeholder outreach was conducted to a variety of groups in the corridor study area to encourage public meeting participation. The types of stakeholders included but were not limited to businesses, active transportation groups, casinos, chambers, community organizations and elected officials. Emails were sent by the project team to the stakeholders, with the addition of phone calls to the community planning groups. An E-Toolkit with pre-prepared social media posts was also provided to stakeholders to encourage sharing on their social media platforms.

Community Calendars and News Clips

Community calendars were another key outreach method used to promote the Virtual Public Meeting. Virtual Public Meeting information was sent to various media outlets such as: the San Diego Union Tribune, Escondido Times, EL Latino, Coast News, and the Vista Press. These messages consisted of information about the Virtual Public Meeting, including the date, time, Zoom meeting link, virtual engagement hub, and a link to the project website.

TECHNICAL WORKING GROUP MEETING

Over the past year, SANDAG and Caltrans held presentations for the technical working group to address high level information and project coordination questions and concerns surrounding the North County CMCP. Outreach efforts surrounding working group meetings included stakeholder outreach and invitations, speaking points, presentations, and other collateral for distribution. The below table contains participating stakeholders.

COMMENTS AND INQUIRIES

The outreach team has fielded and analyzed 152 stakeholder comments and inquiries from April 2021 to the present day unrelated to public meetings. Key findings are provided in percentage breakdowns of comments related to each mode per outreach method in the Key Findings section below.

Key Findings and Analysis

Below are the key findings from public feedback during and through outreach, including surveys and comments.

PUBLIC COMMENTS

The category breakdown of the 63 public inquiries received since the July 2021 public meeting is as follows:

- Concerning vehicular traffic – 33.3%
- Concerning transit – 30.1%
- Concerning active transportation – 17.5%
- Concerning environmental impacts – 12.7%
- General comments – 4.8 %

Survey Results

This following contains a summary of the online survey results. In March 2021, an online community survey was launched to gather additional feedback regarding North County's values, goals, and transportation priorities to inform the CMCP. The survey was advertised through multiple mediums to stakeholders and community organizations. The survey was available in both English and Spanish and was live through August 31, 2021. The English version of the survey received 1,194 participants, and the Spanish version of the survey received 35 participants. Below is a summary of the combined responses to each survey question. **Figures 1-14** highlight the survey results in more detail.

SURVEY FINDINGS

Below are high-level survey findings used to guide public outreach messaging and tactics:

- Residents value outdoor communal spaces— 42.5% of respondents identified access to outdoor recreation as a primary reason for living in North County
- Faster travel times are the most requested transportation change in the corridor— just under half of residents marked decreased congestion their number one transportation priority, and just under half of respondents also identified trip time as the biggest hinderance to travelling without a car. Less driving time was the most chosen request for an improved transportation experience.
- When it comes to road redesign messaging, focus on pedestrians—the most requested road improvements respondents selected were safer crossings and roads reimaging for pedestrians and bikes.
- The single most requested transit improvement was more frequent service, as the highest choice by a margin of over 10%.

SURVEY RESULTS

Figure 1: North County Values

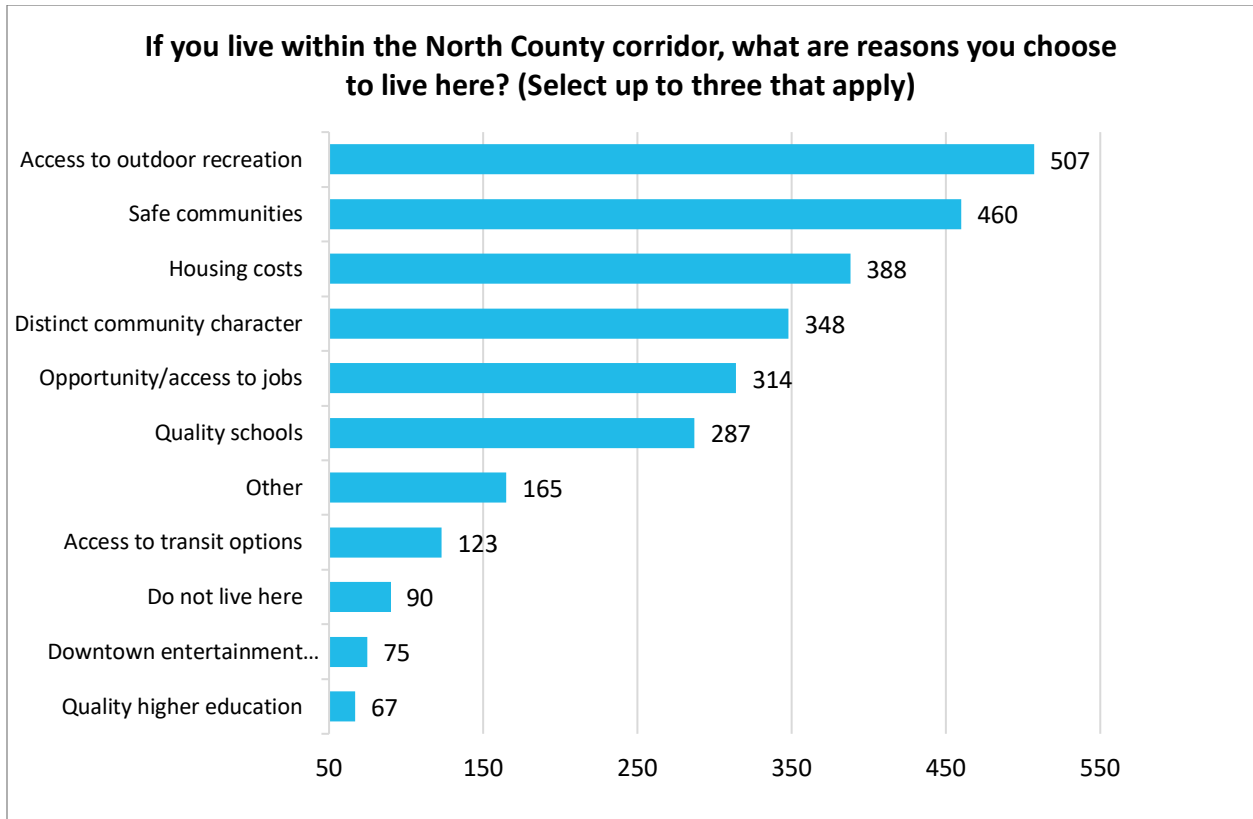


Figure 2: Needs Improvement

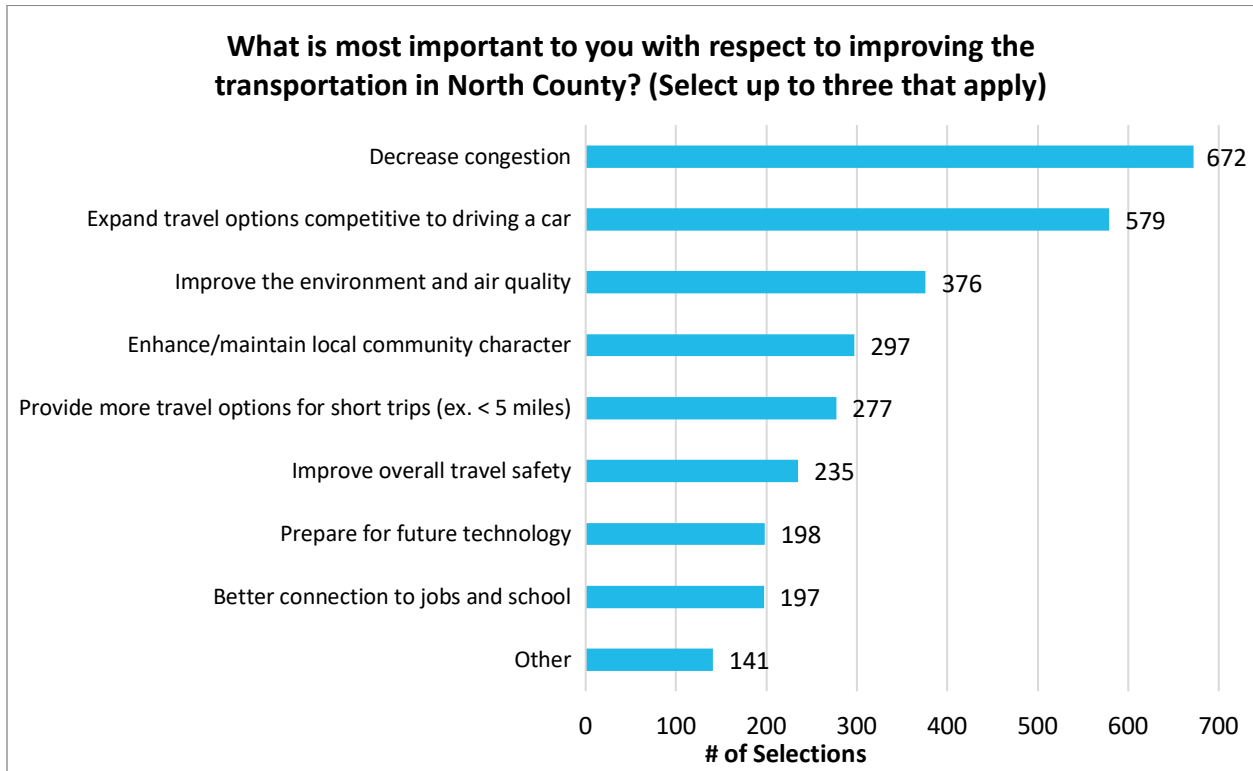


Figure 3: Transportation Challenges



Figure 4: Existing System

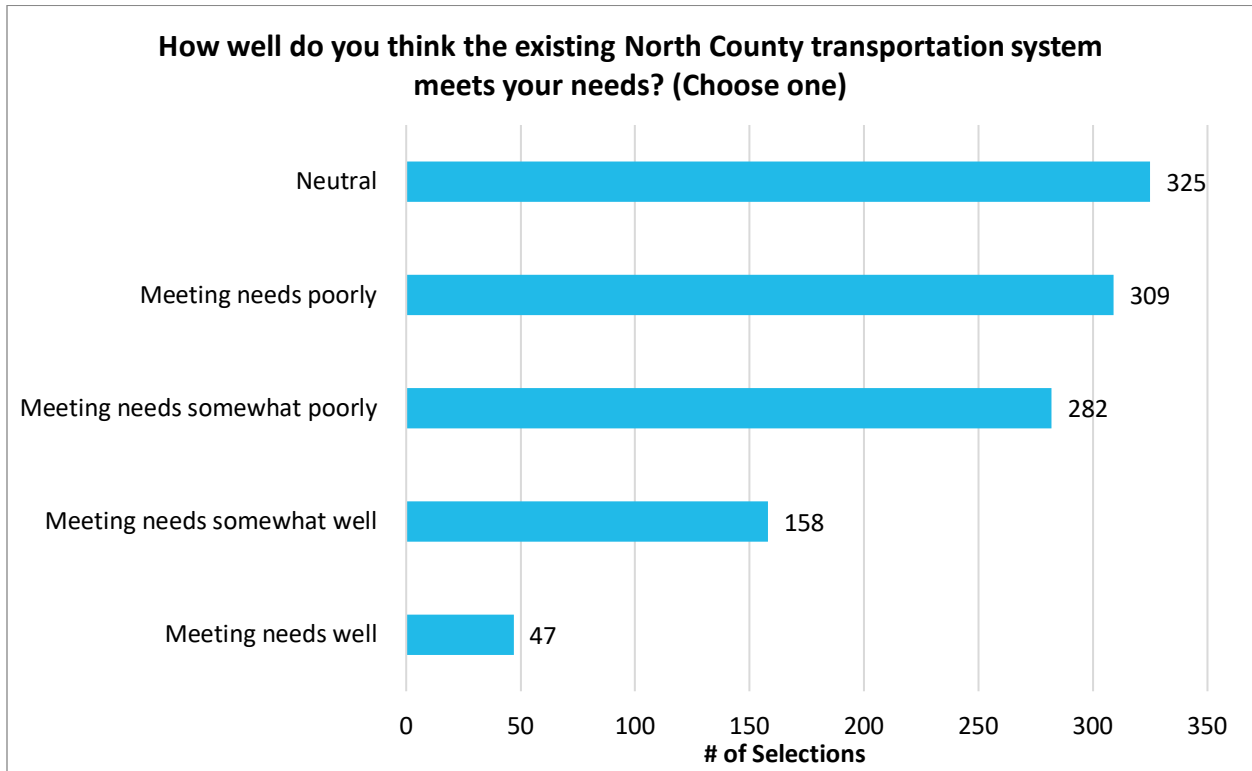


Figure 5: Priority Ranking Average

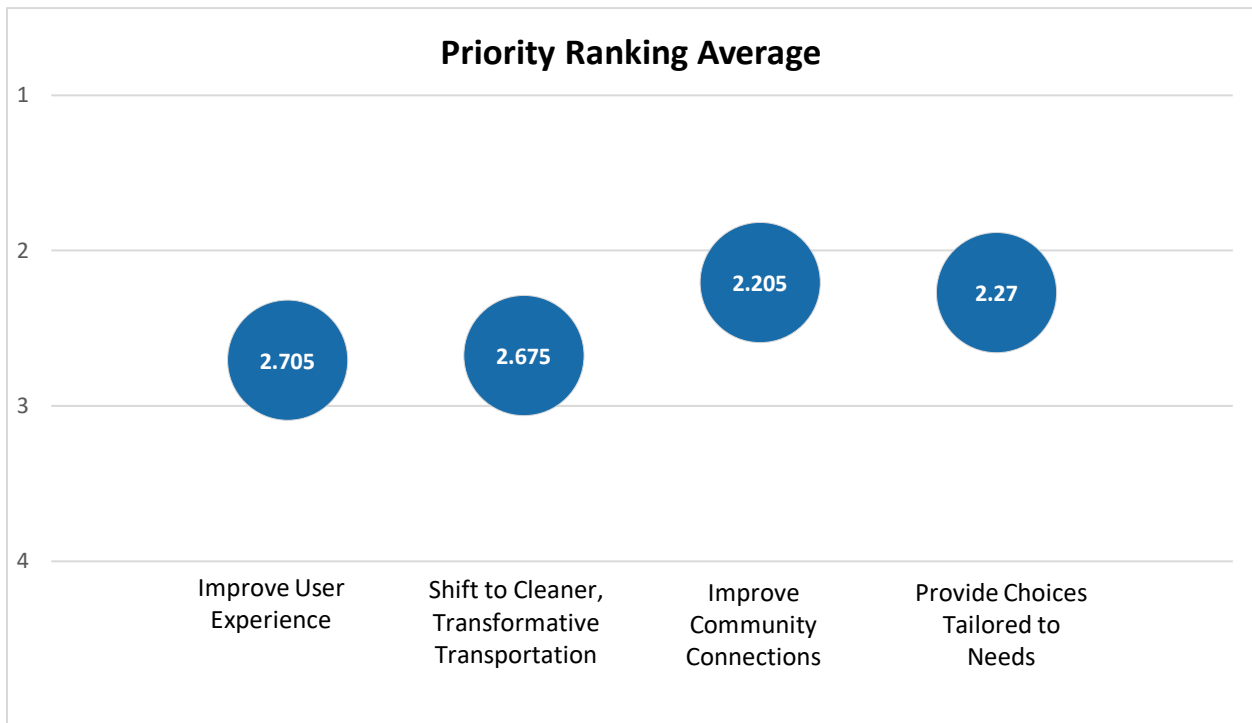


Figure 6: Improve User Experience

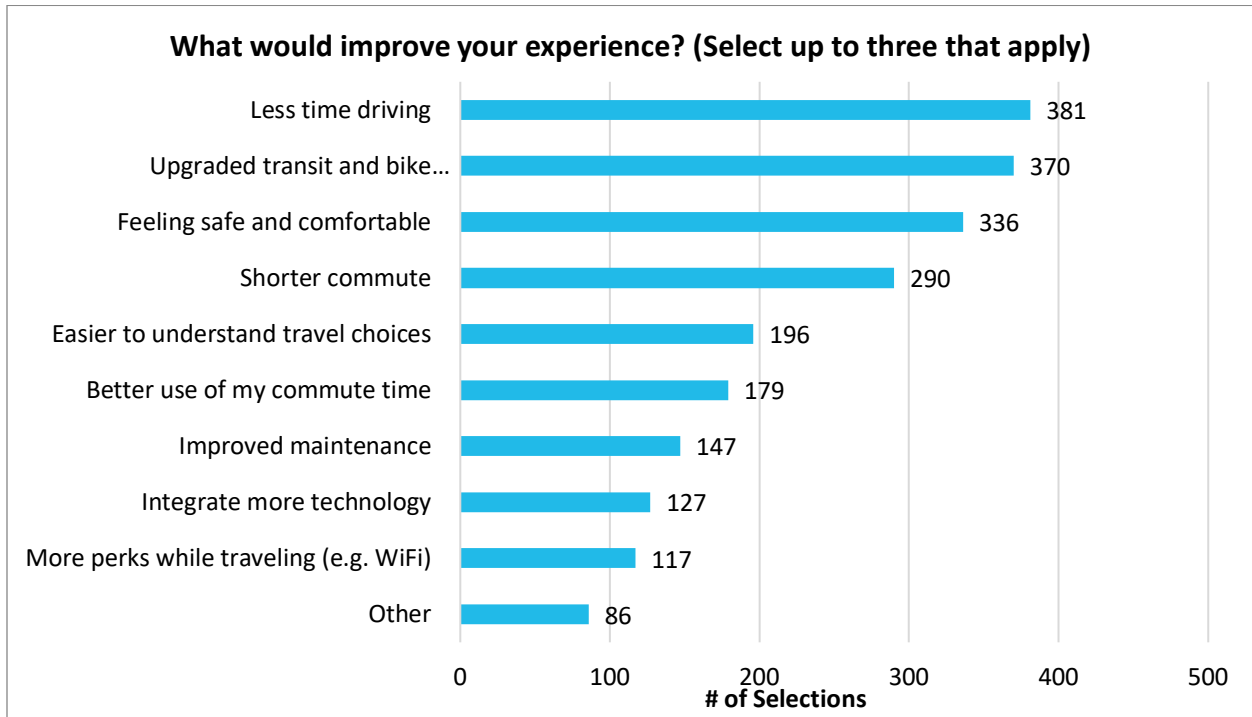


Figure 7: Transformative Transportation

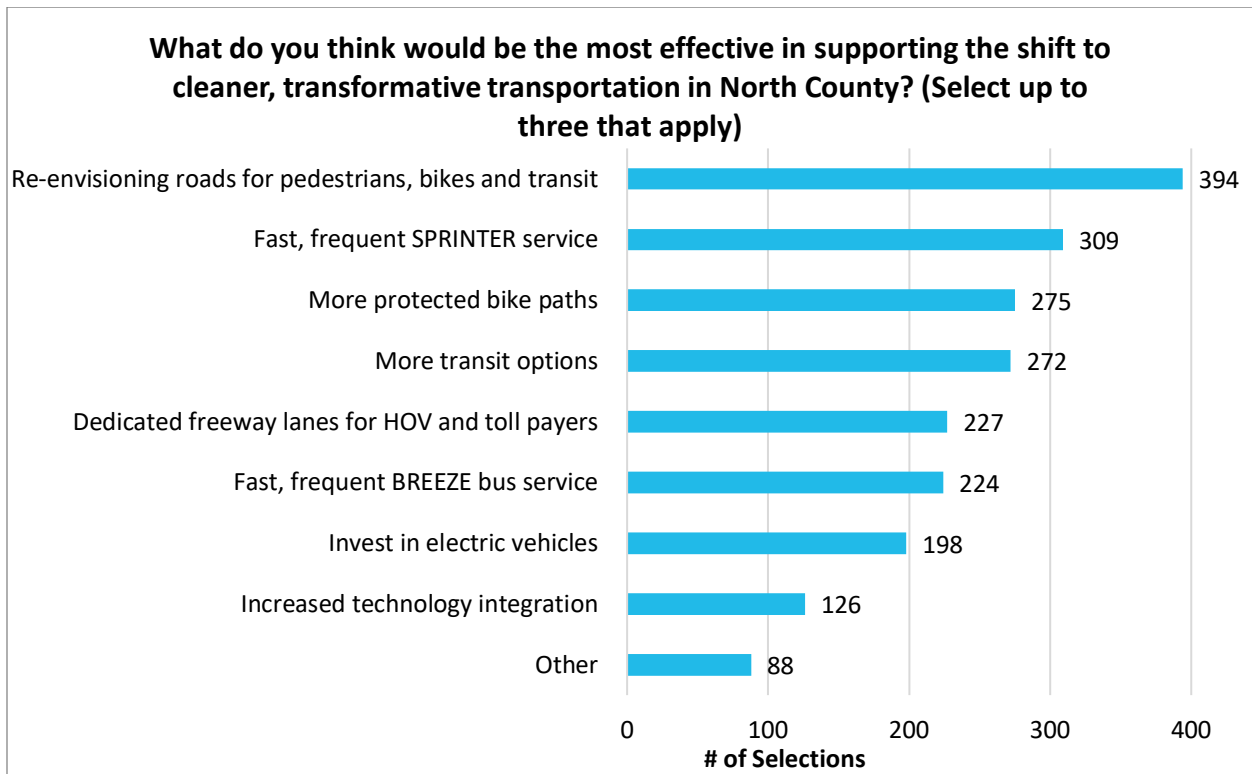


Figure 8: Choice Tailored to Needs

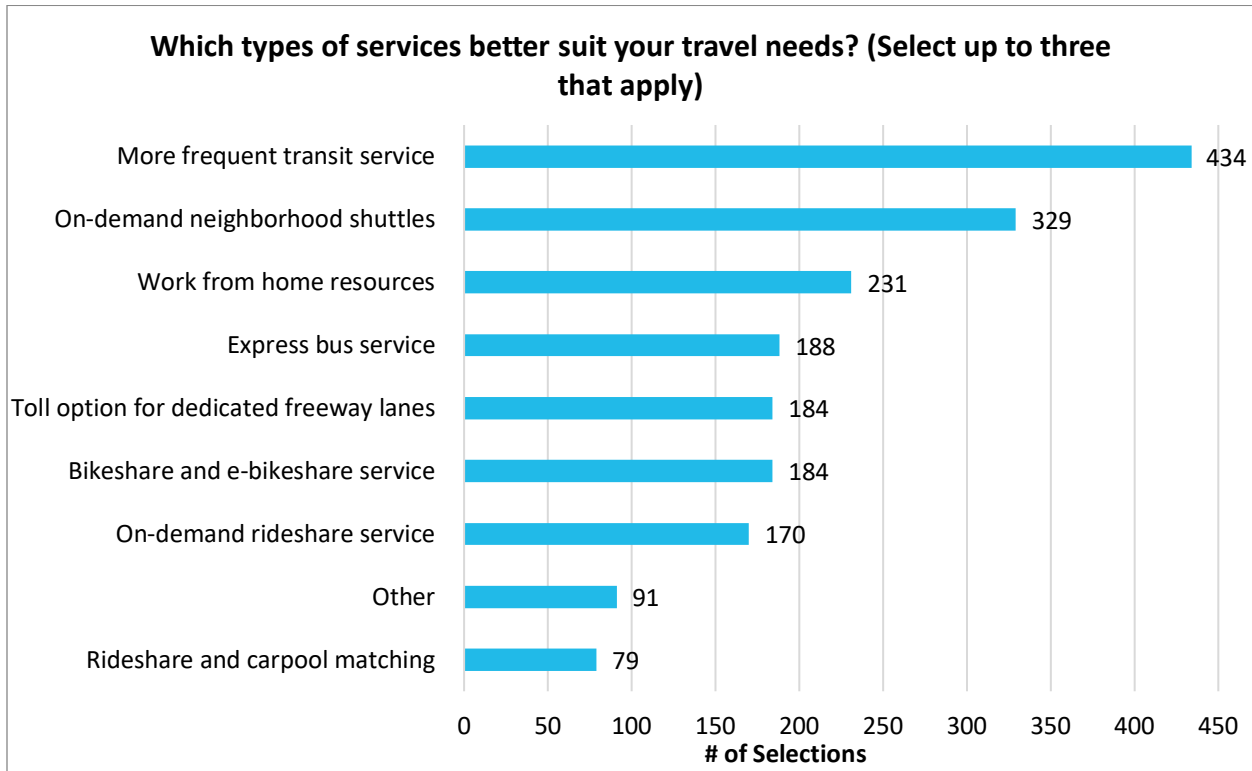


Figure 9: Community Connections

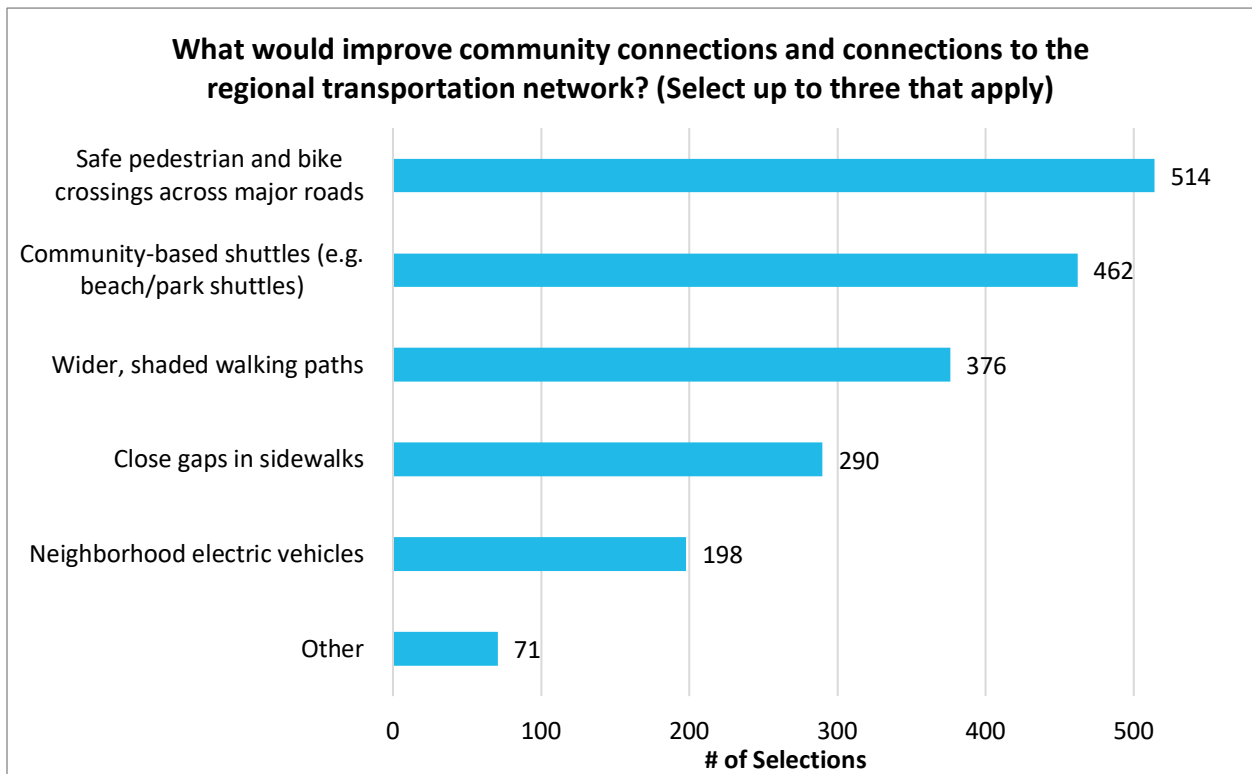


Figure 10: Access to Economic Mobility

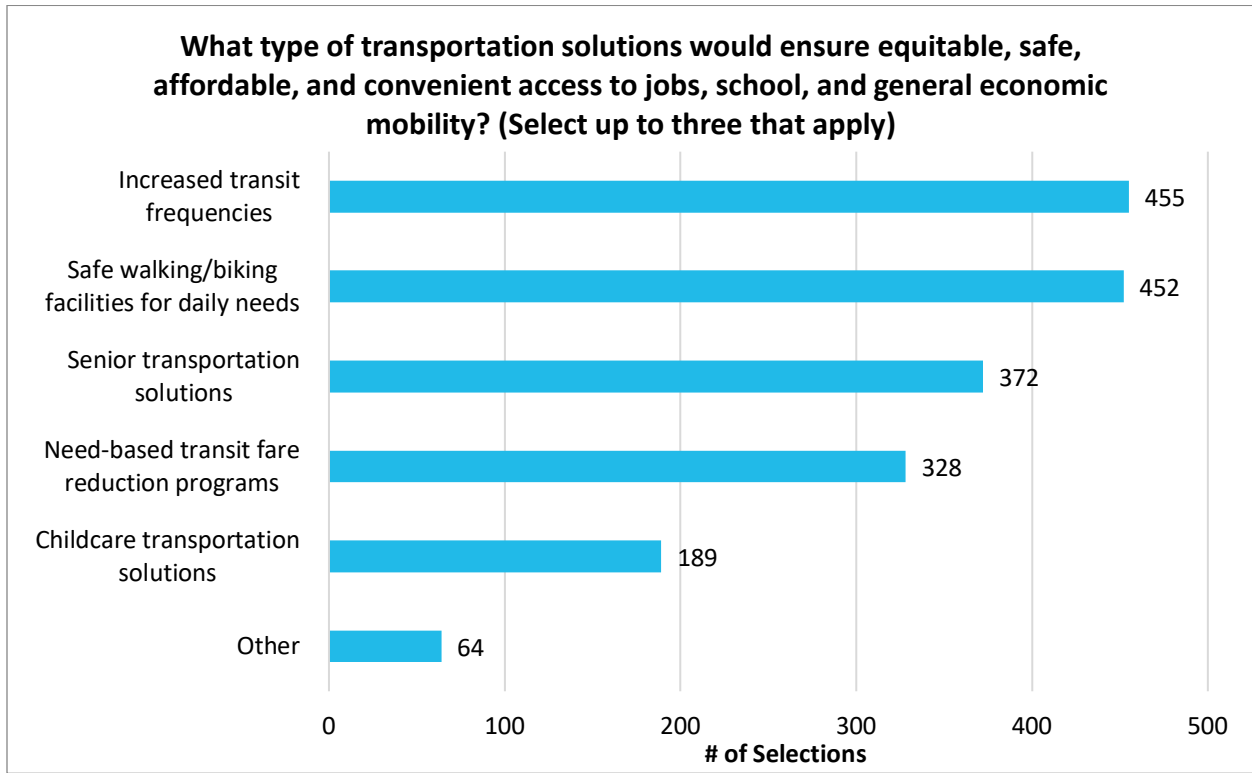


Figure 11: Participants by Age

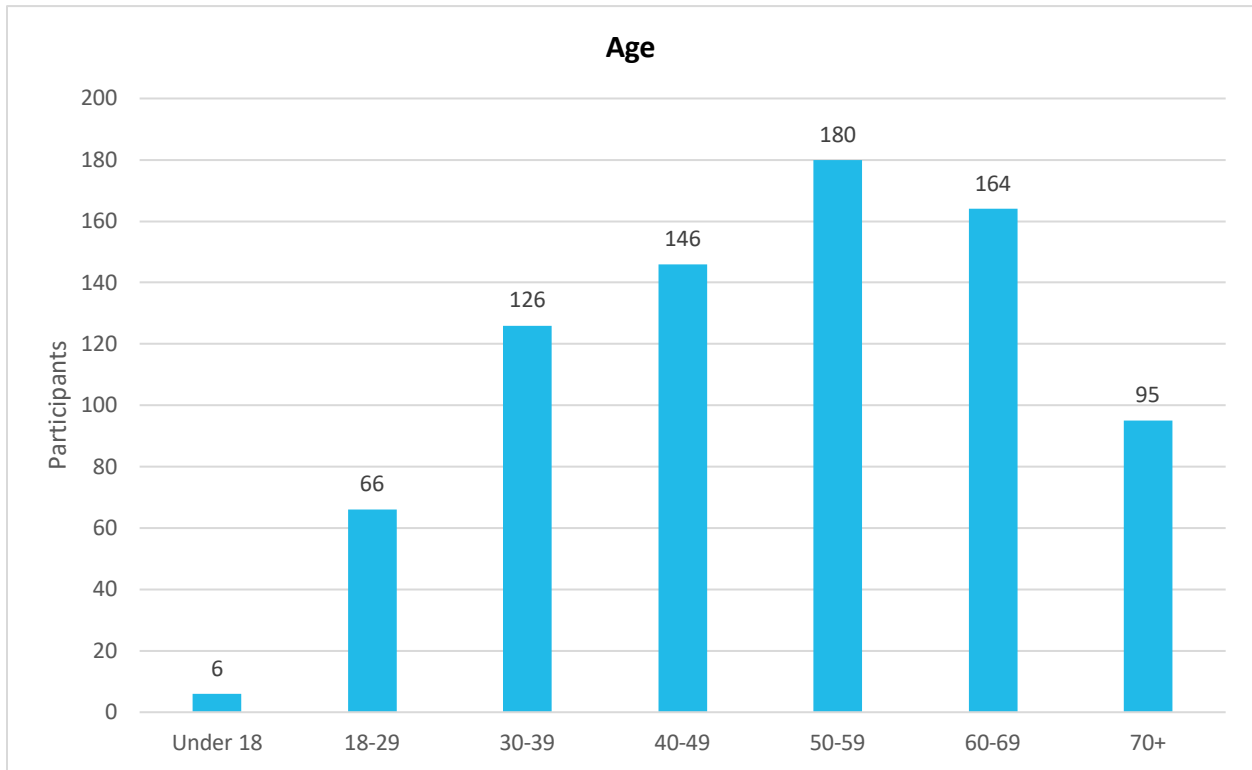


Figure 12: Participants by Ethnicity

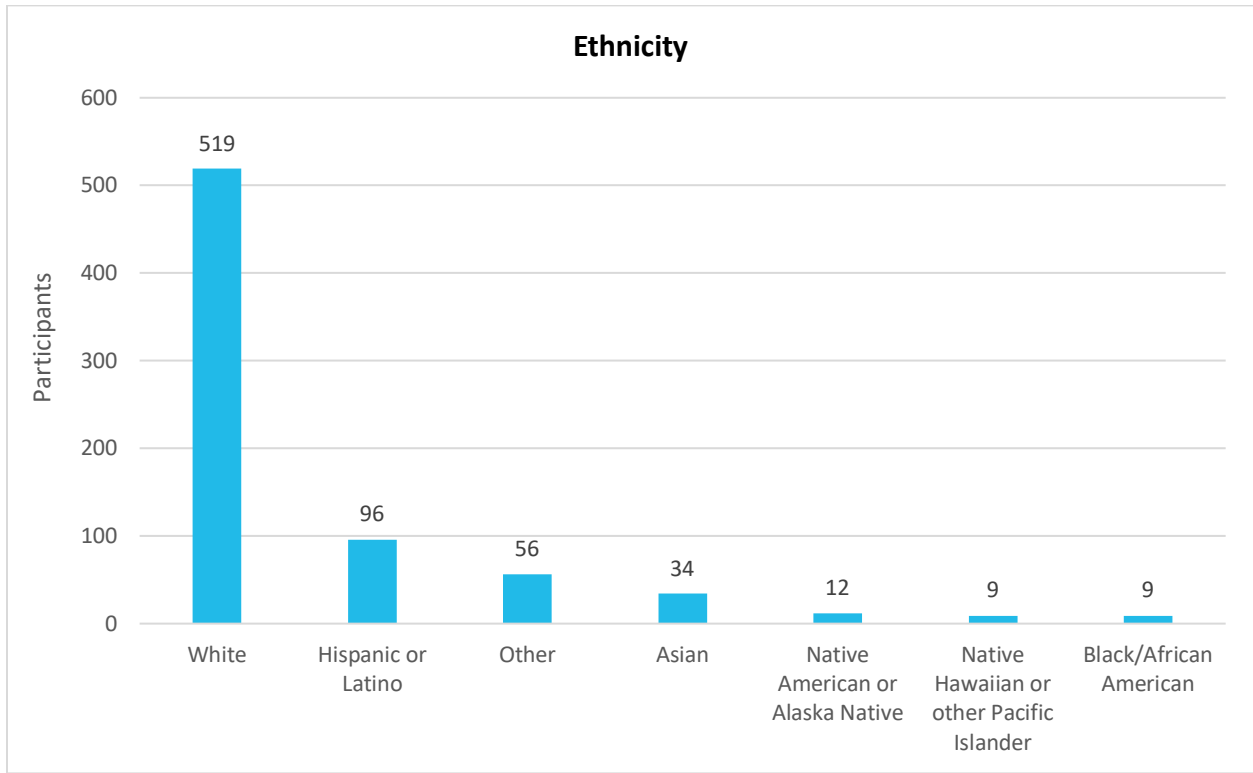


Figure 13: Participants by Employment

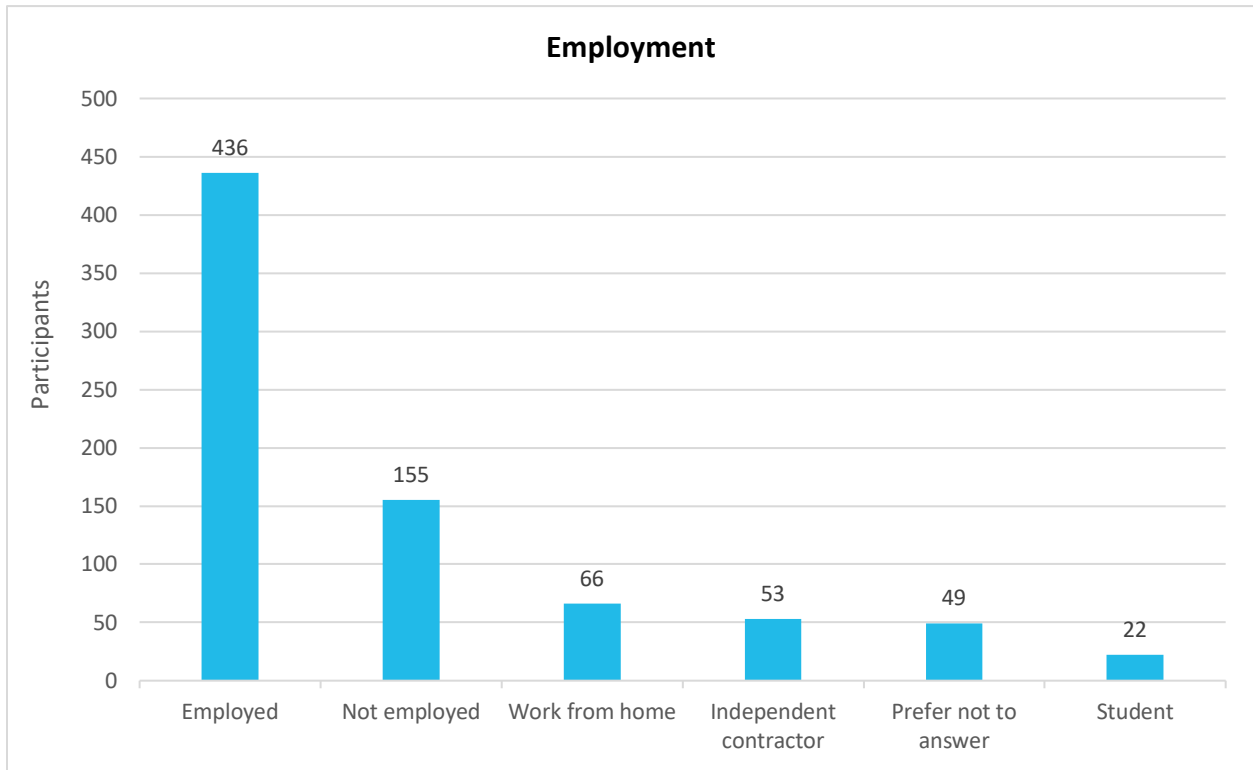


Figure 14: Participants by Household Income

