



Regional Transportation Plan & Sustainable  
Communities Strategy

## Public Participation Plan

September 19, 2019



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## I. Introduction

The purpose of this Regional Transportation Plan & Sustainable Communities Strategy Public Participation Plan is to provide opportunity for meaningful input and involvement in development of the region's Sustainable Communities Strategy (SCS) by the general public, stakeholders, and member agency officials and staff, as well as interested State and federal agencies, while satisfying the requirements of California Senate Bill (SB) 375. Public participation and engagement throughout the process is critical to the success of the SCS. SBCAG encourages all interested parties to be involved in shaping the future of the region.

SB 375 requires each metropolitan planning organization (MPO) to adopt an SCS as one of the elements in its Regional Transportation Plan (RTP). The SCS must, among other things, "set forth a forecasted development pattern for the region, which, when integrated with the transportation network, and other transportation measures and policies, will reduce the greenhouse gas emissions from automobiles and light trucks to achieve, if there is a feasible way to do so, the greenhouse gas emission reduction targets approved by the state board." If the SCS cannot achieve the greenhouse gas (GHG) emission reduction targets, the MPO must also prepare an alternative planning strategy (APS) "showing how the targets would be achieved through alternative development patterns, infrastructure, or additional transportation measures or policies."

SB 375 requires that each MPO adopt a public participation plan for the development of the SCS and, if one is developed, the APS, that includes all of the following:

- (i) Outreach efforts to encourage the active participation of a broad range of stakeholder groups in the planning process, consistent with the agency's adopted Federal Public Participation Plan, including, but not limited to, affordable housing advocates, transportation advocates, neighborhood and community groups, environmental advocates, home builder representatives, broad-based business organizations, landowners, commercial property interests, and homeowner associations.
- (ii) Consultation with congestion management agencies, transportation agencies, and transportation commissions.
- (iii) Workshops throughout the region to provide the public with the information and tools necessary to provide a clear understanding of the issues and policy choices. At least one workshop shall be held in each county in the region. For counties with a population greater than 500,000, at least three workshops shall be held. Each workshop, to the extent practicable, shall include urban simulation computer modeling to create visual representations of the sustainable communities strategy and the alternative planning strategy.
- (iv) Preparation and circulation of a draft sustainable communities strategy and an alternative planning strategy, if one is prepared, not less than 55 days before adoption of a final regional transportation plan.

- (v) At least three public hearings on the draft sustainable communities strategy in the regional transportation plan and alternative planning strategy, if one is prepared. If the metropolitan transportation organization consists of a single county, at least two public hearings shall be held. To the maximum extent feasible, the hearings shall be in different parts of the region to maximize the opportunity for participation by members of the public throughout the region.
- (vi) A process for enabling members of the public to provide a single request to receive notices, information, and updates. (California Government Code §65080(b)(2)(E))

This RTP & SCS Public Participation Plan complements SBCAG's federal Public Participation Plan 2015 which fulfills the federal requirements for public participation in the metropolitan planning process. The federal Public Participation Plan 2015 is available on the SBCAG website, [www.sbcag.org](http://www.sbcag.org), and this RTP & SCS Public Participation Plan will also be made available on the SBCAG website.

Numerous abbreviated names, acronyms or initials, are used throughout this document. The following table summarizes these abbreviated names.

<b>Abbreviated Name</b>	<b>Full Name</b>
<b>APS</b>	Alternative Planning Strategy
<b>CARB</b>	California Air Resources Board
<b>GHG</b>	Greenhouse Gas
<b>JTAC</b>	Joint Technical Advisory Committee
<b>LAFCO</b>	Local Agency Formation Commission
<b>MPO</b>	Metropolitan Planning Organization
<b>RTP</b>	Regional Transportation Plan
<b>RTPA</b>	Regional Transportation Planning Agency
<b>SBCAG</b>	Santa Barbara County Association of Governments
<b>SBCTAC</b>	Santa Barbara County Transit Advisory Committee
<b>SBMTD</b>	Santa Barbara Metropolitan Transit District
<b>SCS</b>	Sustainable Communities Strategy
<b>TPAC</b>	Technical Planning Advisory Committee
<b>TTAC</b>	Technical Transportation Advisory Committee

## II. Phases of the Public Participation Process

SBCAG sought to satisfy several objectives when developing this RTP & SCS Public Participation Plan.

- Fulfill the requirements of SB 375
- Be effective in obtaining useful input and achieving full public and decision-maker participation
- Incorporate lessons learned from the previous RTP/SCS cycle

The public outreach process includes three (3) phases:

- Phase 1 – Listening Session Phase
- Phase 2 – Public Workshop Phase
- Phase 3 – Public Hearing Phase

The first phase involves SBCAG proactively seeking engagement from stakeholder groups and the broader public. The second phase includes two public workshops. The final phase, phase three, includes the two public hearings required under Section 65080 of the Government Code. The engagement activities will allow SBCAG to collect community input that can be reviewed, analyzed, and used to shape the final SCS update.

### **Phase 1: Listening Session Phase**

SBCAG will organize and conduct seven listening sessions at locations throughout the SBCAG region. These listening session meetings will be conducted at accessible locations and timed to straddle typical works hours, such as 4:00 PM – 6:30 PM, to lower the burden of participation. The seven listening session locations include:

1. Santa Maria
2. Santa Barbara
3. Orcutt
4. Carpinteria
5. Lompoc
6. Santa Ynez Valley (Buellton or Solvang)
7. Goleta

SBCAG will actively provide notices of the listening sessions to a broad range of stakeholder groups representing interests in Santa Barbara County (see Appendix A). SBCAG will also request partner agencies assist in promoting the listening sessions. While the focus of Phase 1 will be on stakeholder groups, all individuals are encouraged and welcome to participate.

The purpose of the listening sessions is twofold; 1) educate stakeholders and the public on SBCAG's work related to updating the RTP-SCS, and 2) enable an opportunity for early input into the planning process. Input will be sought for the development of alternative scenarios, the scope of the overall RTP-SCS update, and other items of particular interest to any participant. Additionally, SBCAG will collect contact information to assist in noticing additional opportunities for engagement.

Finally, SBCAG will engage any group, organization, agency, or individual by request.

Web Tool:

To complement Phase 1, and to enable broader participation, SBCAG will develop a web tool to educate the public and seek input. The tool will be similar to those used by other California MPOs and will lower the burden of participation.

Language Access:

SBCAG will provide professional interpretation services for English and Spanish languages at all meetings. All materials will be available in both English and Spanish, including the web tool. SBCAG will provide language access for other languages by request.

**Phase 2: Public Workshop Phase**

With input gained during Phase 1, SBCAG will develop and analyze alternative scenarios. The scenarios will be presented to the public during two public workshops. SBCAG will organize, notice, and conduct public workshops at accessible locations in Santa Barbara and Santa Maria. The workshops will be conducted in the evening. In addition to providing input on alternative scenarios related to SB 375, SBCAG may seek input on other aspects of the RTP-SCS update as needed. To the maximum extent practical, SBCAG will employ computer simulations to provide graphic representation of the alternative scenarios.

Noticing of the public workshops will be accomplished by a variety of means, including the following:

- Newspaper advertisements;
- Social media advertising;
- To participants of Phase 1 and others that have provided contact information to SBCAG;
- With the assistance of SBCAG's member agencies' communication channels; and
- Radio.

In addition to the two public workshops, SBCAG staff will engage the governing bodies of SBCAG's member agencies, as requested.

Web Tool:

To complement Phase 2, and to enable broader participation, SBCAG will develop a web tool to educate the public and seek input. The web tool will lower the burden of participation.

Language Access:

SBCAG will provide professional interpretation services for English and Spanish languages at all meetings. All materials will be available in both English and Spanish, including the web tool. SBCAG will provide language access for other languages by request.

**Phase 3: Public Hearing Phase**

Two public hearings will be conducted in front of the SBCAG Board of Directors in the two regular meetings preceding the consideration for adoption of the 2021 RTP-SCS. The draft RTP-SCS will be completed and circulated for review in advance of the two public hearings. One hearing will be conducted during a regularly scheduled SBCAG Board of Directors meeting held in the City of Santa Barbara, and the second will be conducted during a regularly scheduled SBCAG Board of Directors meeting held in the City of Santa Maria.

Public hearings will be noticed by a variety of means, including the following:

- Newspaper advertisements;
- Social media advertising;
- To participants of prior phases and others that have provided contact information to SBCAG; and
- With the assistance of SBCAG’s member agencies’ communication channels.

Language Access:

SBCAG will provide professional interpretation services for English and Spanish languages at all hearings. SBCAG will provide language access for other languages by request.

**Schedule**

The following table provides a schedule for the public outreach phases described above.

Phase	Location	Schedule
Phase 1: Listening Sessions	<ul style="list-style-type: none"> <li>• Santa Maria</li> <li>• Santa Barbara</li> <li>• Orcutt</li> <li>• Carpinteria</li> <li>• Lompoc</li> <li>• Santa Ynez Valley (Buellton or Solvang)</li> <li>• Goleta</li> </ul>	January – March 2020
Phase 2: Public Workshops	<ul style="list-style-type: none"> <li>• Santa Maria</li> <li>• Santa Barbara</li> </ul>	August – September 2020
Phase 3: Public Hearings	<ul style="list-style-type: none"> <li>• Santa Maria</li> <li>• Santa Barbara</li> </ul>	April – August 2021



### III. Process Participants

#### a. Member Agency and Committee Involvement

SBCAG staff will engage member agencies through SBCAG’s established advisory and board committees. At the request of any member agency, SBCAG staff will be available to discuss the project with city councils, the Board of Supervisors, or any of a member agency’s advisory committees. Caltrans’ District 5, the Santa Barbara County Air Pollution Control District, and the Santa Barbara Metropolitan Transit District are also represented on SBCAG advisory committees and will be afforded the same opportunity of having SBCAG staff engagement with their leadership. The advantage of engagement with local decision makers is that they will have the opportunity for direct influence in this regional planning process. Direct engagement will impart important information and has the potential to cultivate a sense of ownership.

SBCAG will also give regular updates to, and seek guidance from the project’s advisory committee, JTAC, and the Santa Barbara County Transit Advisory Committee (SBCTAC). The JTAC is comprised of the membership of TTAC and TPAC. TTAC members include staff representatives from

SBCAG Advisory Committee meetings are open to the public. Meeting materials are available online at [www.sbcaq.org/adcm meetings.html](http://www.sbcaq.org/adcm meetings.html).

the County of Santa Barbara, each incorporated city within the county, Santa Barbara Metropolitan Transit District, Air Pollution Control District, and Caltrans; ex-officio members include the Federal Highway Administration, Federal Transit Administration, U.S. Air Force, and University of California Santa Barbara. TPAC members include staff representatives from the County of Santa Barbara, each incorporated city within the county, and the Air Pollution Control District; ex-officio members include the U.S. Air Force, University of California Santa Barbara, Santa Barbara County Local Agency Formation Commission Executive Officer, and the County’s Housing Program Manager. SBCTAC members include, among others, transit agency staff, representatives of the local consolidated transportation service agencies, representatives of local social service providers for seniors, local social service providers for persons with disabilities, and a local social service provider for persons of limited means.

#### b. Government Agency Involvement

SBCAG will involve government agencies beyond SBCAG’s member agencies throughout the public participation process. SBCAG will engage both the elected officials and the staff of these agencies, as appropriate. In particular, SBCAG will work with staff of the California Air Resources Board (CARB) to develop its technical methodology for estimating GHG emissions. SBCAG will also work closely with its neighboring MPOs and county transportation commissions (San Luis Obispo Council of Governments, Ventura County Transportation Commission, and Southern California Association of Governments) since levels of inter-regional commuting are high. Staff members of these agencies already communicate regularly regarding the modeling of inter-regional travel and will continue to do so throughout the RTP/SCS process.

Some of the other agencies with which SBCAG will coordinate and consult are listed in Appendix B.

### c. Stakeholder Group Involvement

SBCAG will reach out to a broad range of stakeholder groups, including, but not limited to, affordable housing advocates, transportation advocates, neighborhood and community groups, environmental advocates, home builder representatives, broad-based business organizations, landowners, commercial property interests, and homeowner associations, early in the process. Stakeholders will be invited to participate in the Listening Sessions. Additionally, the web tool will be available and SBCAG staff will be available to meet individually with stakeholders if the Listening Sessions do not provide a convenient opportunity for engagement.

The list of stakeholders from the previous RTP/SCS cycle will be used as a base for identifying potential stakeholders. The project advisory committee, JTAC, will be tasked with suggesting additional potential stakeholders. SBCAG will make efforts to engage potential stakeholder groups. However, a group's participation in the process will depend chiefly on its interest in being involved.

SBCAG will create a contact list of interested parties, including stakeholder groups, and provide advance notice of all RTP/SCS-related planning activities, workshops, and public hearings.

### d. General Public Involvement

As mentioned above, SBCAG staff will host public workshops to provide members of the public, as well as representatives of the County Board of Supervisors and the City Councils with the information and tools necessary for a clear understanding of the issues and policy choices. Staff will outline the basic State-mandated requirements of the RTP/SCS as well as the required performance measures that any transportation/land use scenario must include.

SBCAG staff will hold the workshops in Santa Maria and Santa Barbara, and will also be available for direct engagement with city councils or the Board of Supervisors, at the discretion of each member jurisdiction.

SBCAG will employ visualization techniques at these workshops to help the public understand the SCS and the RTP. The workshops will prepare members of the public to participate throughout the planning process. SBCAG will specifically solicit the input of populations traditionally underserved by transportation systems, including low-income and minority households.

Staff will also seek to inform residents of neighboring San Luis Obispo and Ventura Counties as well as the staff of neighboring MPOs of these meetings, as many people commute from these counties to work in Santa Barbara County. SBCAG will notify residents through major Santa Barbara County employers, inter-county transit buses, newspaper notices, and various email lists.

As mentioned above, SBCAG will also give regular updates to SBCTAC. SBCTAC members include, among others, a representative of potential transit users who is 60 years of age or older and a representative of potential transit users who has a disability.

Also as mentioned above, during the draft phase SBCAG will hold at least two public hearings on the draft SCS in the RTP and, if applicable, the APS.

## IV. Participation Tools

### a. Contact List

SBCAG will develop a contact list of all interested parties, including stakeholder groups, which it will maintain and augment throughout the RTP/SCS process. Using this contact list, SBCAG will provide advance notice of all RTP/SCS-related planning activities, workshops, and public hearings to interested parties. SBCAG promote all input opportunities as they come before the SBCAG Board, SBCAG advisory committees, local member jurisdiction governing bodies, etc.

### b. Internet

The main SBCAG website is [www.sbcag.org](http://www.sbcag.org). SBCAG will utilize its website to create easy access to all RTP/SCS information. Some of the items SBCAG will post on its website include the following:

- materials such as fact sheets to help educate the public about SB 375, the RTP /SCS, and how they relate to one another
- information about how to get involved in the planning process
- meeting, workshop, and public hearing schedules
- documents such as this RTP & SCS Public Participation Plan, the RTP including the SCS, and the RTP Environmental Impact Report

The intention is that internet-based tools will reach members of the public that standard public notices would not, and to provide access to various project documents. A project-specific website may be employed and if so, will be linked to the SBCAG website.

### c. Web Survey Tool

SBCAG will procure a web survey tool to assist with enabling broader participation by the public and stakeholders. The tool will include an educational component as well as various means for soliciting input. The tool will be made available in both English and Spanish.

### d. Local and Regional Media

SBCAG will also utilize local media outlets, including community television, to keep interested parties informed of RTP/SCS-related activities. To promote awareness among the media and to foster accurate news coverage, SBCAG will distribute press releases to local and regional media outlets. See Appendix C for a list of media outlets.

## Appendix A: List of Stakeholder Groups

Examples of the types of stakeholders, including private sector stakeholders, with which SBCAG may consult, coordinate, and/or communicate during the development of the RTP/SCS, include the following:

- Santa Barbara Community Action Network
- Peoples Self Help Housing
- Community Environmental Council
- Santa Barbara Bicycle Coalition
- Coalition for Sustainable Transportation
- Santa Ynez Band of Chumash Indians
- League of Women Voters of Santa Barbara
- Los Olivos Business Origination
- Preservation of Los Olivos
- Preservation of Santa Ynez
- Santa Barbara Chamber of Commerce
- Goleta Valley Chamber of Commerce
- Carpinteria Valley Chamber of Commerce
- Santa Barbara County Air Pollution Control District
- Santa Ynez Valley Alliance
- The Trust for Public Land
- Citizens Planning Association
- Carpinteria Valley Association
- Lompoc Valley Chamber of Commerce
- Home Builders Association of the Central Coast
- Santa Maria Valley Association of Realtors
- COLAB
- Sierra Club, Los Padres Chapter
- Santa Barbara Association of Realtors
- American Institute of Architects
- County of Santa Barbara Agriculture Advisory Committee
- Women's Environmental Watch
- Sierra Club Santa Barbara
- Solvang Chamber of Commerce
- Surfrider Foundation, Santa Barbara Chapter
- Santa Barbara Contractors Association
- Vandenberg Air Force Base
- Guadalupe Chamber of Commerce
- Santa Barbara County Community Housing Corporation
- Santa Barbara Hispanic Chamber of Commerce
- California Rural Legal Assistance

- Santa Maria Valley Chamber of Commerce
- PUEBLO
- Area Agency on Aging/Central Coast Commission for Senior Citizens
- Buellton Chamber of Commerce
- League of Women Voters of Santa Maria Valley

*Ensure you and/or your group receives all SBCAG RTP and SCS outreach information by emailing [info@sbcag.org](mailto:info@sbcag.org) or calling 805-961-8900.*

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## Appendix B: List of Government Agencies

Examples of the types of agencies with which SBCAG may consult, coordinate, and/or communicate during the development of the RTP/SCS include

- State and local agencies responsible for land use, natural resources, environmental protection, conservation, and historic preservation
- Agencies and officials responsible for other planning activities within the MPA that are affected by transportation (including State and local planned growth, economic development, environmental protection, airport operations, or freight movements)
- Regional Air Quality Management Districts
- Adjacent MPOs and RTPAs with which SBCAG shares a significant amount of interregional travel
- Affected public agencies
- Airports
- Special districts within the region that provide property-related services such as water or wastewater services
- School districts

Some of the specific agencies SBCAG will contact include the following:

- Federal Highway Administration (FHWA)
- Federal Transit Administration (FTA)
- NOAA Fisheries Services
- U.S. Army Corps of Engineers
- U.S. Bureau of Land Management
- U.S. Environmental Protection Agency (EPA)
- U.S. Forest Service
- U.S. Fish and Wildlife Service
- U.S. National Marine and Fishery Service
- U.S. National Park Service
- California Air Resources Board (ARB)
- California Coastal Commission
- California Department of Conservation
- California Department of Fish and Game
- California Department of Housing and Community Development (HCD)
- California Department of Parks and Recreation
- California Department of Resources, Recycling, and Recovery
- California Department of Transportation (Caltrans)
- California Energy Commission
- California Environmental Protection Agency (Cal/EPA)
- California Natural Resources Agency
- California Office of Planning and Research

- California Public Utilities Commission
- California Public Services Commission
- California Regional Water Quality Control Board
- California State Mining and Geology Board
- California Water Resources Control Board
- Santa Barbara Air Pollution Control District (APCD)
- San Luis Obispo Council of Governments (SLOCOG)
- Ventura County Transportation Commission (VCTC)
- City of Buellton
- City of Carpinteria
- City of Goleta
- City of Guadalupe, including Guadalupe Transit
- City of Lompoc, including City of Lompoc Transit (COLT)
- City of Santa Barbara
- City of Santa Maria, including Santa Maria Area Transit (SMAT)
- City of Solvang, including Santa Ynez Valley Transit (SYVT)
- County of Santa Barbara, including the Santa Barbara Airport
- Santa Barbara Metropolitan Transit District
- San Luis Obispo Regional Transit Agency (RTA)
- Ventura Intercity Service Transit Authority (VISTA)
- Vandenberg Air Force Base (VAFB)
- Santa Barbara Local Agency Formation Commission (LAFCO)
- Santa Ynez Band of Chumash Indians
- Santa Barbara City College
- Hancock College
- University of California, Santa Barbara

*Ensure you and/or your agency receives all SBCAG RTP and SCS outreach information by emailing [info@sbcag.org](mailto:info@sbcag.org) or calling 805-961-8900.*

## Appendix C: Media List

MPOs and RTPAs are also encouraged to involve the media, including ethnic media as appropriate, as a tool to promote public participation in the RTP development, review and commenting process. SBCAG regularly uses a variety of media outlets, including, for example, the following:

- Newspapers
  - Lompoc Record
  - Noozhawk
  - Santa Maria Sun
  - Santa Maria Times
  - Santa Barbara News-Press
  - Santa Ynez Valley News
  - Vandenberg Air Force Base edition of the Santa Maria Times
- Radio Stations
- Television Stations
  - County of Santa Barbara Television (CSBTV) Channel 20
  - Santa Barbara City TV Channel 18
  - Lompoc Community Television
  - Goleta Channel 19
  - Telemundo

*Ensure your media outlet has the opportunity to share all SBCAG RTP and SCS outreach information by emailing [info@sbcag.org](mailto:info@sbcag.org) or calling 805-961-8900.*