



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.

The purpose of this Public Participation Plan is to provide opportunity for meaningful input and involvement.

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, 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.

Abbreviated Name	Full Name
APS	Alternative Planning Strategy
CARB	California Air Resources Board
GHG	Greenhouse Gas
JTAC	Joint Technical Advisory Committee
LAFCO	Local Agency Formation Commission
MPO	Metropolitan Planning Organization
RTP	Regional Transportation Plan
RTPA	Regional Transportation Planning Agency
SBCAG	Santa Barbara County Association of Governments
SBCTAC	Santa Barbara County Transit Advisory Committee
SBMTD	Santa Barbara Metropolitan Transit District
SCS	Sustainable Communities Strategy
TPAC	Technical Planning Advisory Committee
TTAC	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 five (5) phases:

- Phase 1 – Outreach Planning and Design
- Phase 2 – Community Foundation Building
- Phase 3 – Broad Community Engagement
- Phase 4 – Participatory Planning Phase
- Phase 5 – Public Hearing Phase

The first two phases are focused on designing specific outreach plans, developing resources, building key relationships, and building the team’s capacity for effective community engagement. The last two phases of outreach are focused on broad community engagement activities, including an awareness marketing campaign, listening sessions, workshops, and information sharing for 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.

Based on lessons learned from the previous RTP/SCS cycle, SBCAG has procured the services of the Community Environmental Council, a local non-profit organization, to assist in carrying out the public process.

Outreach Planning and Design Phase

At the outset of the project, the SBCAG will use a stakeholder mapping process to identify key community-based organizations for engagement. Engagement tools and preliminary designs of community outreach materials will be created. Special attention will be given for Spanish-language outreach and engagement activities.

Stakeholder Mapping: SBCAG will conduct a stakeholder mapping process to identify community groups and key stakeholders for targeted outreach and engagement. SBCAG will place special emphasis on identifying stakeholders that can provide relational bridges to the region’s most-impacted “disadvantaged” communities, hard-to-reach groups, and marginalized residents so that they can be directly engaged. Findings from the stakeholder mapping process will inform the targeted engagement task.

Outreach Tools and Materials Design: SBCAG will refine outreach strategies and develop preliminary engagement tools and outreach materials for multilingual listening sessions, as well as draft concepts for participatory workshop activities.

“One Room, Many Voices” Workshop: A training workshop will be conducted that introduces language access and explores best practices for working with interpreters and translators to plan inclusive and effective multilingual meetings, events and spaces. SBCAG staff will

participate in the workshop along with all members of the contractor team. Just Communities will assemble a team of facilitators to deliver the program curriculum; develop curriculum necessary for the program, including handouts and worksheets; and provide a list of necessary program supplies.

Website and Notification Tool Development: SBCAG will use Mailchimp and SimpleTexting to create a notification tool that will be integrated with the project website. The notification tool will enable members of the public to provide a single request to receive notices, information, and updates about the 2021 SCS as required under SB 375. Notification options will include but not be limited to text message and emails, and individuals will have the ability to request notices in either English or Spanish. The notification tool will be launched with a dedicated project website. The notification tool for the project will be integrated with the project website and include a means of signing up for project updates and notifications. SBCAG will conduct beta-testing for the notification tool and website prior to their launch.

Community Foundation Building Phase

In this phase of work, SBCAG will set the foundations for robust community outreach with a focus on building key relationships through one-on-one meeting with community-based organizations and hiring Community Ambassadors who will support direct outreach in local communities.

Engagement Network Development: SBCAG will meet one-on-one with at least six community-based organizations to strengthen relationships and create social bridges that connect SBCAG with the diverse groups that our region's community-based organizations are serving. The goal is to build alliances with community-based organizations that are community "connectors", so they can help us identify potential Community Ambassador candidates, set up listening sessions with local groups, and share information with the community about participatory workshops. Priority will be given to community-based organizations that support grassroots organizing and engagement in our most-impacted communities and that serve hard-to-reach or marginalized groups. SBCAG will conduct at least three one-on-one meetings with community groups in the North County region and at least three meetings with community organizations in the South County region.

Community Ambassador Hiring and Training: Two Community Ambassadors will be hired and will support direct outreach to their local communities for the project, with special emphasis on the region's most-impacted "disadvantaged" communities, hard-to-reach groups, and marginalized stakeholders. Notices and position descriptions for Community Ambassadors will be widely distributed and posted online. One of the Community Ambassador will be based in the North County region, and one Community Ambassador will be based in the South County region. If SBCAG is unable to hire on two Community Ambassadors for any reason, the funding for Community Ambassador hours will be reallocated to a current or new partner or partners that can directly support grassroots SCS outreach efforts.

Broad Community Engagement Phase

SBCAG will lead a community-based engagement and marketing campaign to inform community members about the SCS update, share multilingual information, and promote engagement in listening sessions. SBCAG will conduct community listening sessions focused on land-use planning, transportation needs, and intersecting socioeconomic factors. Findings from the listening sessions will be reviewed and analyzed. Listening session input will be collected, analyzed, and summarized to help SBCAG refine SCS goals and objectives, as well as inform SCS scenario development. Translation and Interpretation Specialists will provide translation and interpretation services at the listening sessions and to translate Spanish-language input into English. A review and evaluation session will be conducted at the end of this phase to support project management and adapt outreach approaches to emerging needs or new insights.

Community-based Engagement and Marketing Campaign: SBCAG will lead a community-based engagement and marketing campaign to inform community members about the SCS update and highlight the project website; to encourage members of the public and key stakeholders to sign up for project notifications; and to promote listening sessions and collect input that will support updates to the SCS vision, goals, and land-use scenario development. Information and promotions will be provided through multiple channels (e.g. community flyers, radio announcements, press releases) to support broad public awareness. Notices to inform community members about listening sessions will be in both Spanish and English languages. Community Ambassadors will provide on-the-ground support to share targeted information about listening sessions with their network and help coordinate sessions with community groups. Community-based outreach tactics will include but not be limited to strategic distribution of flyers and posters, attending community group meetings to make announcements, and engaging with community-based leaders who can share information with their networks.

Community Listening Sessions: SBCAG will work with Community Ambassadors to convene and facilitate at least four community listening sessions. The listening sessions will begin with a presentation from SBCAG on key elements of the 2021 SCS update and the previous 2017 SCS update, so listening session participants have context and can provide relevant insights during the listening period. The listening period will consist of a series of questions that SBCAG asks participants to answer. The line of questions will focus on understanding how transit-oriented development, land-use planning, transportation planning, jobs access, and housing development affect our communities. Listening sessions will also explore intersectional issues related to gentrification, transportation equity, housing insecurity, and socioeconomic factors. At least two listening sessions will take place in the North County region and at least two listening sessions will take place in the South County region; additional listening sessions may be conducted if resources permit. Listening sessions will focus on meeting stakeholders where they are at and will bring outreach to existing grassroots community groups or community gatherings. A Translation and Interpretation Specialist will provide translation and facilitation services for listening sessions with Spanish-speaking groups, using best practices. Input and comments received during the sessions will be transcribed and recorded for review and analysis.

A broad array of stakeholders will be invited to participate in the Community Listening Sessions.

Listening Sessions Review and Analysis: SBCAG will review the notes, comments, and input received during listening sessions to identify key themes, issues, and ideas that will inform SCS goals, vision, and scenario development. All Spanish-language input received will be translated for SBCAG review. Key findings from listening sessions will be summarized.

Iterative Review and Evaluation Session: SBCAG will conduct a review session to identify key insights and learnings. The meeting will be used to evaluate success, identify opportunities for improvement, and update strategies so the SBCAG can adapt to emerging project needs for the next phase of work.

Participatory Planning Phase

Participatory planning activities will include workshops and participatory budgeting sessions. SBCAG will lead all SCS workshops required under SB 375. SBCAG will use contractors to provide services to plan and promote these workshops; design and develop participatory activities to collect input at workshops; and support workshop facilitation.

Workshop Marketing and Awareness Campaign: The SBCAG will lead a community-based marketing and outreach campaign to promote at least two workshops. Notices to inform community members about workshops will be in both Spanish and English languages. SBCAG will use multiple channels to share information about the two workshops, including but not be limited to text message notices and emails in the recipients' preferred language. Social media will also be used to promote workshops, with posts in both Spanish and English. Community Ambassadors will provide on-the-ground support to share targeted information about workshops with their network and local groups; community-based outreach tactics will include but not be limited to strategic distribution of flyers and posters, attending community group meetings to make announcements, and engaging with community-based leaders who can share information with their networks.

Participatory Activity Design and Development: SBCAG will design and develop participatory activities for SCS workshops. Materials for the participatory activities will be designed and developed in both Spanish and English. The workshop materials will be designed to collect written and verbal comment from participants. The participatory activities will focus on identifying community priorities related to the SCS, discussing draft scenarios with participants, and helping participants understand the trade-offs and benefits of different scenarios. A workshop polling tool may be used so community members can vote on their most preferred scenario or provide input on their most preferred transportation investments. SBCAG will work to align activities with any urban simulation computer modeling or other visual representation of the SCS and alternative planning strategies.

Workshop Facilitation and Support: SBCAG staff will lead the SCS workshops required under SB 375 since their planners will have the most knowledge about technical aspects of the proposed land use and transportation updates. SBCAG will use contractors to support workshop facilitation and input collection for participatory activities, as well as workshop comments. Translation and interpretation services will be provided during the workshops, using best practices from the *Language Justice Initiative*. Community Ambassadors will provide additional

facilitation support and help collect input from participants during the workshops, with a focus on transcribing and recording verbal comments for subsequent review and analysis.

Two public workshops will be conducted, one each in Santa Maria and Santa Barbara.

Review and Summary of Key Outreach Findings: Spanish-language input received during workshops will be translated into English. SBCAG will use a contractor to review the notes, comments, and input received during listening sessions and workshops to summarize key findings from the public outreach process. The summary of findings will be developed for streamlined incorporation into the final SCS.

Website Updates and Noticing: SBCAG will circulate a draft SCS or an alternative planning strategy, if one is prepared, not less than 55 days before adoption of a final regional transportation plan. The draft 2021 SCS update will be available on the project website. SBCAG will distribute at least one notice each about the availability of draft SCS, the open comment period, and the public hearings.

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.

Schedule

The chart on the next page provides a schedule for all public outreach phases described above.

Public Outreach Schedule

Public Outreach Activities																											
Task Number	Task Description	July 2019 - Dec 2019						2020												Jan 2021 - August 2021							
		July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug
1.0	Outreach Planning & Design Phase																										
1.1	Stakeholder Mapping	█	█																								
1.2	Outreach Tools & Materials Design	█	█																								
1.3	"One Room, Many Voices" Workshop		█																								
1.4	Website & Notification Tool Development	█	█	█	█																						
2.0	Community Foundation Building Phase																										
2.1	Engagement Network Development		█	█	█																						
2.2	Community Ambassador Hiring & Training		█	█	█	█																					
3.0	Broad Community Engagement Phase																										
3.1	Community-based Engagement & Marketing Campaign							█	█	█																	
3.2	Conduct Community Listening Sessions							█	█	█																	
3.3	Listening Session Review & Analysis									█	█																
3.4	Iterative Review & Evaluation Session											█															
4.0	Participatory Planning Phase																										
4.1	Workshop Marketing & Awareness Campaign												█	█	█	█											
4.2	Participatory Activity Design & Development												█	█	█												
4.3	Workshop Facilitation & Support														█	█	█										
4.4	Review & Summary of Key Outreach Findings															█	█										
4.5	Website Updates & Noticing																						█	█	█	█	█

The public hearing phase will be conducted during SBCAG Board of Directors' meetings between June 2021 and August 2021.

III. Process Participants

a. Member Agency and Committee Involvement

SBCAG staff will host public workshops either: 1) at city council and County Board of Supervisors meetings, or 2) as stand-alone public workshops, at the discretion of each member jurisdiction. SBCAG staff will also hold a workshop with the SBMTD Board of Directors, and will try to involve planning commissions and neighboring local agencies in the workshops. Ideally the workshops will engage local decision makers and allow SBCAG to initiate policy-level discussions early in the planning process. 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.

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 Community Listening Sessions. Additionally, 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 either: 1) at City Council and County Board of Supervisors meetings, or 2) as stand-alone public workshops, 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.sbcaq.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. 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 or calling 805-961-8900.

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 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@sbcaq.org or calling 805-961-8900.