



Outreach and Communications Partner Agreements

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UC Berkeley/PATH

Why Outreach?

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□ INSTITUTIONAL INTEGRATION

- “Coordination to collaboration between various agencies and jurisdictions that transcends institutional boundaries.”

□ Outreach Goals

- Educate and inform (internal partners; all levels of stakeholders, travelers)
- Engage stakeholders
- Implement ongoing communication strategies
- Reach consensus on key corridor issues and strategies
- Provide public relations component (announce project, partners, stakeholders)

Outreach

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- **Outreach Strategies – Engage and educate as a component of project initiation**
 - ▣ Determine what to say, to whom, and when
 - ▣ Develop outreach Materials (Fact Sheet, etc.)
 - ▣ Visit cities and agencies:
 - LA County Public Works
 - Corridor cities – Pasadena, Arcadia, Monrovia, Duarte, Azusa, Glendora, Citrus, Irwindale, San Dimas
 - Other corridor agencies (Examples: San Gabriel Valley COG; Metro Gold Line Foothill Extension Construction Authority)

Initial Steps

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- Provide information to stakeholders – Connected Corridors, ICM, Pilot, etc.
- Receive information from stakeholders regarding corridor issues, needs, problems, concerns
- Obtain buy-in from stakeholder jurisdictions and agencies
- Develop communication plan and timeline
 - How (in-person and/or conference call) and how often (bi-monthly, monthly, quarterly)?
 - Determine committee structure (examples below)
 - Technical Advisory Committee (TAC)
 - Policy Advisory Committee (PAC)
 - Decision-Making/Executive Committee

Supporting Materials

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- **Newsletter (frequency?)**
- **Kick-off meeting with all stakeholders after initial introductory/informational meetings are concluded**
- **Brochure**

Connected Corridors Website

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□ Add I-210 “tab” soon!

Connected Corridors

connected-corridors.berkeley.edu

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Welcome

CONNECTED CORRIDORS

Connected Corridors -- a collaborative effort to research, develop, and test a framework for future corridor traffic operations in California and beyond -- was recently launched by Partners for Advanced Transportation Technology (PATH) at the University of California, Berkeley. Our aim is to address and fundamentally change the way the State of California manages its transportation challenges for years to come.

Building our way out of congestion is no longer an option; we must *coordinate* our way to improved performance. The goals of the **Connected Corridors** program are thus to:

- Bring together corridor stakeholders to create an environment for mutual cooperation, including sharing knowledge, developing working pilots, and researching and resolving key issues
- Formulate a road map for the cost-effective implementation of future innovations

What we hope to accomplish through **Connected Corridors**:

- Improve travel time reliability
- Improve traveler information, mobility, and safety
- Reduce congestion and increase performance on California's most complex traffic corridors
- Encourage, facilitate, and incorporate transit and multimodal travel in the corridor
- Integrate with state, regional, and local environmental, planning, and livability initiatives
- Develop a set of performance measures to quantify the successes of the Connected Corridors program

Photo: Alex Estrella SANDAQ

Looking Ahead

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- **Continue informational meetings (elected officials, transit operators and 511, SCAG, law enforcement and emergency responders, parking operators, etc.)**
- **Determine timing for Connected Corridors announcement – ITS California (September 30 - October 2 in San Diego)**
 - ▣ What type of announcement – Press Conference, event, conference session
- **Determine stakeholder agreement to be used; draft agreement; obtain approvals**
 - ▣ I-80 ICM Memorandum of Understanding as an example
- **Media; public relations; speakers bureau**