

## 2. PUBLIC OUTREACH AND APPROVAL PROCESS

This chapter summarizes public outreach for the 2017 SJJPA Business Plan Update. It provides an overview of the methods used to engage agencies, organizations, and interested and affected stakeholders. This chapter also describes the process for formal adoption of the Business Plan by the SJJPA Board. Since the 2017 Business Plan is an update of the 2016 Business Plan, outreach focused primarily on getting input on the proposed changes.

### Public Outreach Goals for the 2017 SJJPA Business Plan

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The overall goals for the public outreach program for the Business Plan include:

- Conducting inclusive public outreach that facilitates agency and public involvement and input towards the edits of the 2016 Business Plan;
- Providing easily understood, concise, and multilingual project information that fosters project education and garners public input;
- Ensuring historically underrepresented groups are part of the public outreach process;
- Creating opportunity for the public and agencies to provide valuable input that will assist in decision-making;
- Ensuring that the San Joaquins Corridor agencies, organizations, state and federal agencies, interest groups, and stakeholders are aware of and understand SJJPA's role in service planning and its vision for the San Joaquins.

### Public Outreach Support Activities for the 2017 SJJPA Business Plan

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A number of activities are being used to support public involvement and stakeholder outreach efforts, including:

#### Stakeholder list development

A stakeholder contact list was created for use in outreach activities for SJJPA activities/Board Meetings.

#### Web page development and management

The SJJPA web page serves as an information portal for Business Plan content and meeting information, and as a means to receive information from the pub-

lic. The site ([www.sjjpa.com](http://www.sjjpa.com)) is also linked to social media sites for distribution and receipt of public information. SJJPA Board Meeting agenda information and the Business Plan are provided in both English and Spanish.

#### Graphics and media

Printed and electronic materials will be developed in English and in Spanish to explain the key Business Plan content to the general public and stakeholders. Interaction with traditional and print media organizations and with social media platforms will further enhance outreach efforts.

### Meetings and Coordination

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The following briefings took place during development of the Business Plan:

#### SJJPA Board Meetings

Publicly noticed Board Meeting on January 27, 2017 enabled SJJPA Board, agencies, organizations, and the public to know that the official draft Business Plan would be an action item for approval at the March 24, 2017 SJJPA Board Meeting and would be an update of the 2016 Business Plan. At the March 24th meeting, the draft was approved. The final Business Plan was adopted at the May 26, 2017 SJJPA Board Meeting.

#### SJJPA Ad Hoc Staff Working Group Internal Coordination

Staff representatives from each of the SJJPA Member Agencies, Kern COG, San Joaquin COG, and Sacramento Area COG were provided drafts of the Business Plan and were encouraged to provide comments.

#### CalSTA/Caltrans/CHSRA Briefings

Briefings ensure that information is shared with CalSTA, Caltrans, and the California High-Speed Rail Authority (CHSRA) for review and dissemination. Meetings with staff contacts occur regularly.

#### Federal Railroad Administration (FRA)

The FRA was briefed regarding SJJPA and the development and review of the Business Plan.

#### San Joaquins Corridor Cities

Briefings with all the cities along the San Joaquins Corridor that either have or are interested in having a potential future San Joaquins station. Cities are en-

couraged to pursue station area development grants and participate in the Business Plan process.

### **Rail Corridor Partners and Passenger Rail Owners/Operators**

The regional and local organizations/agencies responsible for advising (and in some cases, administering) intercity passenger rail operations and organizations that fund and/or operate intercity and commuter passenger rail services throughout California were briefed regarding the Business Plan process:

- Capitol Corridor JPA;
- Coast Rail Coordinating Council (CRCC);
- LOSSAN JPA;
- Peninsula Corridor Joint Powers Board (PCJPB);
- San Joaquin Valley Rail Committee (SJVRC);
- San Joaquin Regional Rail Commission (SJRRC); and
- Amtrak.

### **Freight Railroads**

SJJPA staff held individual briefings with the railroad companies whose infrastructure/track is used by the San Joaquins to obtain a more detailed review of freight-related issues in the Business Plan:

- BNSF Railway Company (BNSF); and
- Union Pacific Railroad (UPRR).

### **Minority, Non-English-Speaking Constituencies**

With Hispanics comprising well over 50 percent of the San Joaquin Valley population a special effort is being made to reach out to the Hispanic community. The following minority and/or non-English-Speaking constituencies and related organizations were briefed:

- CA Hispanic Chamber of Commerce
- Hispanic Chamber of Commerce Branches: Alameda County, Contra Costa County, Sacramento, San Joaquin County, Central Valley, Central California, Fresno Area, Kern County;
- Latino Coalition for a Healthy California;
- Valley Latino Environmental Advancement Project (LEAP);
- United Farm Workers of America;
- Labor Council for Latin America Advancement;
- MANA: A National Latina Organization;

- Latino Business Association;
- Latino Water Coalition;
- League of United Latin American Citizens (LULAC);
- Vida en el Valle San Joaquin (bi-lingual newspaper);
- Central Valley Asian-American Chamber of Commerce;
- Central CA Asian Pacific Women;
- Cal Asian Chamber of Commerce;
- Sac-Asian Pacific Chamber of Commerce;
- Vietnamese American Chamber of Commerce;
- Cambodia Chamber of Commerce;
- National Hmong American Farmers (CA office);
- CA Black Chamber of Commerce;
- CA Black Chamber of Commerce Branches: Sacramento, Oakland, Contra Costa, San Joaquin, Fresno, Kern;
- National Society of Black Engineers (Region VI);
- CA Alliance of African American Educators;
- National Urban League (Greater Sacramento);
- Center for Race, Poverty, and Justice;
- Fresno Metro Ministries; and
- GI Forum.

### **Agricultural Groups**

The San Joaquin Valley is one of the most productive agricultural areas in the world. With the San Joaquins route traversing the entire San Joaquin Valley (from north to south), a focused effort is being made to reach out to agricultural groups. The following agriculture groups and agricultural related organizations were briefed:

### **County Farm Bureaus**

Alameda, Contra Costa, Sacramento, San Joaquin, Stanislaus, Merced, Madera, Fresno, Kings, Tulare, and Kern;

- American Farmland Trust;
- Groundswell San Joaquin Valley;
- Farmland Working Group;
- Valley Land Alliance;
- CA Farm Bureau Federation;

- Ag Innovations Network;
- Fresno Food System Alliance; and
- CA Roundtable on Agriculture and the Environment.

### **Tribal Consultation**

Tribal input is important for the Business Plan. Federally recognized tribes, non-recognized tribes, and tribal organizations can help determine policies and practices that will ensure that tribal transportation needs are considered and addressed.

### **San Joaquin Valley Rail Committee (SJVRC)**

SJJPA staff received input from the SJVRC regarding the proposed 2017 SJJPA Business Plan Update at the March 3, 2017 SJVRC meeting.

### **Other Stakeholder Groups**

SJJPA sought input from other agencies and organizations that have an interest in intercity passenger rail, such as the Central Valley Rail Working Group, the San Joaquin Valley Regional Policy Council, California Transit Association, Local Government Commission, California Partnership for the San Joaquin Valley, Transform, the Sierra Club, RailPAC, TRAC, ClimatePlan, NRDC, the Planning and Conservation League, CALPIRG, the California Labor Federation, Operating Engineers Local Union #3, San Joaquin Partnership, and East Bay Leadership Council.

### **SJJPA Business Plan Approval Process**

Key changes to the Business Plan were presented and discussed at the January 2017 Board Meeting. Additionally, changes were reviewed by the SJJPA Working Group and the SJVRC. Following these Board and stakeholder reviews, the Draft 2017 Business Plan Update was produced and uploaded to the SJJPA website for public review prior to the March 24, 2017 Board Meeting.

The Draft Business Plan was presented at the March 24, 2017 SJJPA Board Meeting in Modesto and was approved. Prior to taking action on the Draft Business Plan, there was an opportunity for public comment. The Draft Business Plan was submitted to the Secretary of the California State Transportation Agency (CalSTA) by April 1st, 2017.

After receiving updated estimates for operating costs from Amtrak, a final version of the Business Plan was created and presented at the May 26, 2017 SJJPA Board Meeting in Fresno and was approved. The final Business Plan Update was submitted to the Secretary of the California State Transportation Agency (CalSTA) by June 15th, 2017.

