
MADERA TRANSIT STATION SPECIFIC PLAN

Outreach and Engagement Strategy

February 2024 Final

Purpose and Goals

The Outreach and Engagement Strategy outlines the outreach goals, methods, timing, and responsibilities for the community engagement tasks of the Madera Transit Station Specific Plan (MTSP) project. It is recommended that community engagement and outreach efforts employ an effective range of conventional and non-conventional tools and techniques which respond to County audiences.

The following are goals for outreach and community engagement for this Southwest Modesto community:

- Ensure community engagement events are convenient in location, time, and other aspects for community members to attend. Consider providing refreshments and/or childcare.
- Partner with community leaders and organizations to spread the word, including County Board of Supervisors, local schools, and Community-Based Organizations (CBOs).
- Provide translation on all printed outreach materials language interpretation for community workshops in Spanish.

COVID-19 and Virtual/Online Engagement

The State of California ended the COVID-19 State of Emergency on February 28, 2023. However, COVID-19 remains a public health priority and the project team will follow any local policies and measures to ensure meetings and events are safe for community members.

Effective online engagement has become a critical part of any planning effort because of the pandemic. While in-person community meetings have the inherent benefit of facilitating face-to-face interaction which is not felt through online meetings, this strategy recognizes that online engagement is beneficial in other ways, such as for non-English speaking and disadvantaged communities who may find it difficult or hesitant to attend meetings in-person. The project team will remain flexible and open to discussion with County staff and on-the-ground stakeholders to determine the best process for Madera County.

Outreach Methods: Getting the Word Out

Outreach and noticing for MTSP engagement will be achieved through the channels listed in this section. PlaceWorks will primarily prepare text copy and graphic content for outreach materials. County of Madera Staff will primarily be responsible for logistics of distribution, press releases, social media posts, newspaper submissions, and coordination with other organizations to distribute on their networks.

- Madera County Public Information Team (PIT): The PIT will issue press releases and blast social media posts to announce events and meeting information. Notices will also be circulated through newspapers.

- Schools: The project team will coordinate with Madera Community College and Madera Unified School District on the possibility of distributing notices and announcements through school information networks.
- Community-Based Organizations: The project team will coordinate with appropriate CBOs on the possibility of distributing notices and announcements through each of their networks.
- Physical notices: Physical notices will likely not be effective given the large extent and isolated nature of the Specific Plan area. However, if desired, physical mailers are an available option to contact populations that may not be reachable through digital and other physical media.

Education Plan

To help prepare community members and build public understanding of the MTSP, the project team will prepare educational materials providing information on several key topics relevant to the Specific Plan. These will be user-friendly, graphically attractive cutsheets suitable for bringing to community meetings and posting on a webpage. These cutsheets will likely focus on the following topics and issues:

- Active transportation and complete streets relative to public health and sustainability.
- Recent transit concepts including mobility solutions for first mile/ last mile concepts.
- Pedestrian-scale design, mixed-use and Transit-Oriented Development.
- Benefits of High-Speed Rail in places around the world.
- Up to three case studies from similar projects from other places.

Engagement Activities

The MTSP project will include a range of in-person and online activities. This helps ensure reaching a broad audience to capture both participants who prefer in-person meetings and participants who feel more comfortable or able to join through online sessions.

All presentations will be delivered in English with Spanish interpretation. All noticing and workshop materials will be prepared in both English and Spanish.

COMMUNITY WORKSHOP 1: VISION AND EXISTING CONDITIONS

In-Person Event: We envision this as an in-person workshop, potentially at Madera Community College, but it can be held as an online/virtual workshop instead.

Community Workshop 1 will gather input from community members on community goals, existing conditions, and issues for the MTSP and plan area. The core agenda for this workshop is below:

- Presentation: The project team will lead with a presentation on project background and initial information on existing conditions, which may include. The space will be arranged with large-format boards illustrating key information about the project area and other select information about project context.
- Questions and Answers: Following this presentation, the project team will open the floor for questions and answers in English and Spanish.
- Vision Discussion: Finally, the project team will facilitate discussion on the desired community vision for the MTSP and Specific Plan area. If needed, this discussion will be initiated by a set of prompting questions prepared ahead of time. We will capture comments and notes from this

discussion on large easel pads and also using sticky notes on the boards. We will seek input on the desired types of development, amenities, and connections to the City and surrounding County communities.

The input gathered from this workshop will be used to create a draft Station Area Vision Statement.

COMMUNITY WORKSHOPS 2 AND 3: DEVELOPMENT OF CONCEPTS

In-Person and Virtual: Community Workshops 2 and 3 are planned as an in-person and virtual meeting, respectively. The in-person event could potentially be held at the Madera Community College.

These two workshops will take place after the project team has analyzed existing conditions and developed concept alternatives for the MTSP. Both will present the same information on existing condition findings and review those alternative concepts with community members for input and feedback.

Community Workshop 2: In-Person Open House

The purpose of this workshop will be to present the Concept Alternatives and Existing Conditions Analyses of each concept for community members to review and provide input. The format of this workshop will be a presentation followed by an open house:

- Presentation: The project team will lead this workshop with a presentation summarizing feedback from Community Workshop 1 and showing the concept alternatives and analyses.
- Open House: Following the presentation, community members will be asked to circulate the room to visit stations and provide feedback on alternatives. Stations will be set up to address different topics, including land use, urban design, affordable housing, economics, and mobility. Facilitators will be at each station to engage participants and capture feedback on large easel pads.
- Closing: Towards the end of the open house, each facilitator will prepare and give a summary statement of feedback received from each station.

Community Workshop 3: Online/Virtual

Community Workshop 3 will be scheduled close to the date of Workshop 2 and will be the online/virtual version to discuss the concept alternatives. This event is planned to occur over Zoom.

- Presentation: The project team will lead the online workshop with a presentation summarizing community feedback from Community Workshop 1 and showing the Concept Alternatives and Existing Conditions Analyses.
- Breakout Room Discussions: Following the presentation, community members will be assigned to breakout rooms for group discussions. Facilitators will rotate through each room to discuss topics in turn. This allows comments to be made for each topic in each room.
- Report Back: After the breakout rooms, participants and facilitators will rejoin the main virtual room where facilitators will each give a summary of comments on their topics to the whole group.
- Presentation: The project team will deliver a presentation on Existing Conditions Analyses and the Concept Alternatives.
- Table Exercise/Breakout Room Discussion: Following the presentation, participants will separate into small groups at the in-person event and breakout rooms for the virtual event to discuss the concept alternatives. The in-person small groups discussions are envisioned as table exercises where community members will work collaboratively looking over large-format maps to give input

about preferences for types and locations for new development and connectivity in the Specific Plan area. Similar, digital materials will be prepared for the breakout room discussions in the virtual workshop.

- Report Back: After the small group discussions, all participants will join back together for a large group report back.

COMMUNITY WORKSHOP 4: PLAN DEVELOPMENT

In-Person Event: Community Workshop 4 is planned as an in-person meeting where the project team will present the preferred concept and plan development for community input and feedback. The in-person workshop will potentially be held at Madera Community College.

- Presentation: The project team will lead this workshop with a presentation summarizing community feedback received during Workshops 2 and 3 followed by showing the preferred concept.
- Open House: Following the presentation, community members will be asked to circulate the room to visit stations and provide feedback on the preferred concept. Stations will be set up to address different topics, including land use, urban design, affordable housing, economics, and mobility. Facilitators will be at each station to engage participants and capture feedback on large easel pads.
- Closing: Towards the end of the open house, each facilitator will prepare and give a summary statement of feedback received from each station.

Vision-Stakeholder Engagement

The project team will engage with vision-stakeholders in a series of four meetings to discuss goals and visioning for the MTSP. Vision-stakeholders include property owners and stakeholders within the MTSP Plan Area, including the Madera Community College. These meetings are planned to be virtual, though the project team will remain prepared to engage in-person if that is the most effective format for hosting these meetings. Stakeholders for these meetings include the following:

- Madera Community College
- Property owners within and adjacent to the Specific Plan area

Advisory Groups

Two advisory groups will be convened to advise on the MTSP. It is assumed that meetings of both groups will be hosted online. County of Madera staff will prepare meeting agendas, meeting materials, and meeting summaries for the meetings. PlaceWorks team members will attend meetings as needed.

Technical Working Group

The County will establish a technical working group (TWG) to serve as a venue for administering the project. This will include managing roles, responsibilities, and workplan issues; as well as coordinate planning for the MTSP with concurrent planning projects in vicinity of the Specific Plan area. The TWG will include:

- Madera County Community & Economic Development Department
- Madera County Public Works Department
- City of Madera
- Madera County Fire Department

- Madera County Sheriff’s Office
- San Joaquin Joint Powers Authority
- Madera County Transportation Commission
- Caltrans
- California High-Speed Rail Authority

Project Advisory Committee Meetings

The Project Advisory Committee will include key project staff and representatives from all stakeholder organizations involved in the project as well as members of the public to help guide and inform the MTSP development process. The Advisory Committee will meet quarterly with potential for individual meetings with stakeholders as needed throughout the planning process. The Project Advisory Committee will include:

- Board of Supervisors staff and representatives
- Madera County Public Health Department
- Key CBO leadership
- Community leaders
- Environmental groups

Roles and Responsibilities

This table outlines proposed roles and responsibilities between County of Madera and PlaceWorks staff.

ACTIVITY/EVENT	LOGISTICS	NOTICING	AGENDA/ PRESENTATIONS/ MATERIALS	ATTENDANCE
Education Plan Materials	County (distribution)	N/A	PlaceWorks	N/A
Technical Working Group Meetings	County (reserve location and time)	County	County	County PlaceWorks (as needed)
Project Advisory Committee Meetings	County (reserve location and time)	County	County	County PlaceWorks (as needed)
Community Workshop 1	County (reserve location and time)	County	PlaceWorks	PlaceWorks County
Community Workshop 2	County (reserve location and time)	County	PlaceWorks	PlaceWorks County
Community Workshops 3 and 4	County (reserve location and time) PlaceWorks (Zoom meeting invite for virtual workshop)	County	PlaceWorks	PlaceWorks County
Planning Commission Hearing	County (schedule agenda item)	County	County (staff report) PlaceWorks (staff report support)	PlaceWorks County

Board of Supervisors Hearing	County (schedule agenda item)	County	County (staff report) PlaceWorks (staff report support)	PlaceWorks County
------------------------------	-------------------------------	--------	--	----------------------

Outreach and Engagement Timeline

The timeline for activities is presented in seasonal timeframes below:

Spring 2024	<ul style="list-style-type: none"> ■ Vision-Stakeholder Meeting 1 ■ Community Workshop 1: Vision and Existing Conditions ■ Technical Working Group Meeting 1 ■ Project Advisory Committee Meeting 1
Summer-Fall 2024	<ul style="list-style-type: none"> ■ Vision-Stakeholder Meetings 2 and 3 ■ Technical Working Group Meeting 2 ■ Project Advisory Committee Meeting 2 ■ Community Workshop 2 (In-Person): Development of Concepts ■ Community Workshop 2 (Virtual): Development of Concepts
Winter 2024/2025	<ul style="list-style-type: none"> ■ Vision-Stakeholder Meeting 3 ■ Technical Working Group Meeting 3 ■ Project Advisory Committee Meeting 3 ■ Community Workshop 3 (Virtual): Plan Development
Spring 2025	<ul style="list-style-type: none"> ■ Technical Working Group Meeting 4 ■ Project Advisory Committee Meeting 4
Summer 2025	<ul style="list-style-type: none"> ■ Planning Commission Adoption Hearing ■ Board of Supervisors Adoption Hearing