



**2026 Regional Transportation Plan and Sustainable Communities Strategy
Public Outreach Plan
September 4, 2024**

I. Background

Madera is one of California’s fastest-growing counties, with the Governor’s Office putting its growth rate at 0.9% earlier this year. As a recurring regional land use, greenhouse gas emissions reductions and transportation planning document, the Madera County Transportation Commission’s (MCTC) Regional Transportation Plan (RTP) and Sustainable Communities Strategy (SCS) serves as an essential opportunity to check in with the public every four years to obtain their feedback on local priorities in these arenas. In turn, MCTC staff is then able to prepare county-wide transportation and land use growth scenarios that reflect the community’s priorities and needs.

The active participation of community members will ensure that the plan truly reflects the community's needs and desires. By community members contributing their input, they help create a transportation network that is more efficient, accessible, and tailored to local preferences. Using community feedback and local planning documents, like general plans, MCTC will create different scenarios reflecting the input received. Once the SCS scenarios are developed and evaluated with performance indicator results, a second round of outreach will be conducted to solicit the public’s opinions on the scenarios. The feedback from the public along with the Oversight Committee’s recommendation will be presented to the MCTC board for them to consider and select a preferred SCS scenario. Obtaining outreach for this effort requires a nuanced understanding of the Madera County region and the need for inclusive, multilingual outreach in its incorporated cities and among residents in unincorporated communities. With this in mind, the following outreach plan provides recommendations to engage all Madera County residents to obtain as much feedback as possible to inform the 2026 RTP/SCS cycle.

II. Objectives

- Conduct extensive outreach across all platforms and channels throughout Madera County to determine priority values and policies for SCS development
- Build awareness and educate the public about the RTP/SCS development process and benefits, reaching everyone in the region seven times in seven different ways (the “Rule of 7”)

- Create a transparent and open engagement process, leveraging third-party stakeholders and community leaders to build a diverse group of sustainable transportation champions to help spread the word about the process

III. Engagement Partners

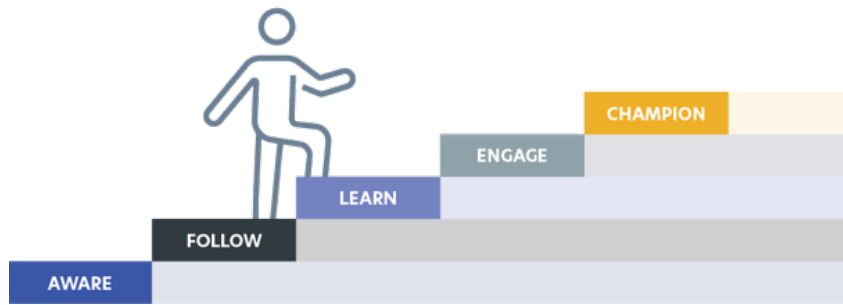
Outreach efforts will focus on reaching as many people as possible throughout the Madera County region to gather the most comprehensive, inclusive and representative feedback. Key engagement partners include, but are not limited to, the following:

- Residents throughout Madera County
- Traditionally underreached or underrepresented communities in Madera County, including unincorporated under-resourced communities
- Tribal groups
- North Fork Rancheria
- Chukchansi Picayune Rancheria
- Youth/students
- Parents
- Environmental groups
- Local governments and public agencies, including public health organizations
- Local environmental groups
- Major employers and business associations
- Non-governmental and community-based organizations

IV. Approach

As part of the RTP/SCS development process, our team will facilitate an inclusive and thoughtful outreach program to ensure diverse stakeholders throughout Madera County, including hard-to-reach and disadvantaged communities, are informed and equipped with the tools to provide their feedback. To accomplish this, our team will provide continuous, tailored communications in various languages and formats, ensuring all communities throughout the region are aware and engaged throughout the process. We also work to accommodate work schedules and provide refreshments, entertainment for children and other amenities as needed to maximize participation. Further, our team will make engagement opportunities easy and accessible by taking steps to be as inclusive as possible, including using ADA-accessible venues, providing multilingual materials and interpreters when necessary, and meeting people organically where they are – whether that be at local festivals, farmers markets, local news sites/social media groups or anywhere else people gather (physical, virtual, or otherwise).

Based on our extensive experience, we know that cultivating champions does not happen overnight. Instead, we use the time-honored and tested ladder of engagement, slowly making people aware of the issue, then educating them, and finally, engaging them in calls to action that strategically increase until the stakeholder is invested. To keep the stakeholder following along, we regularly integrate the philosophy known as the “Rule of Seven” into this work – a principle that uses cognitive science to ensure messages resonate with the public by reaching them at least seven times in seven different ways. This principle allows our team to keep people up to speed and engaged in the issue in a meaningful and continually fulfilling way, ensuring their engagement will continue long-term.



In addition to meeting people where they are and following the ladder of engagement, our team will build collaborative relationships with existing community-based organizations or agencies that organize vulnerable populations to be able to reach these communities through a trusted source. We will work with local leaders, tribal governments, and regional advocates to ensure all voices are heard.

V. **Tactics**

- **Strategic Planning**

- Key Project Phases: To kick-off outreach for the Madera County 2026 RTP/SCS, the team will identify key phases and associated engagement opportunities to provide a cohesive, effective, and organized effort. Further, we will identify specific questions based on these phases to guide stakeholders while providing feedback on the development process. This extra step will ensure that all input received is relevant to RTP/SCS development and the resiliency of Madera County.
- Editorial Calendar: In coordination with the key project phases above, the team will identify key messaging and calls to action to focus on each month. As outlined in our approach, the calls to action will follow a ladder-style approach, that begins with awareness, then education, and then gradual calls to action, strategically increasing the level of effort required as the stakeholder becomes more invested.

- **Messaging and Materials**

- Message Platform: The outreach effort will be backed by a high-level messaging platform that clearly explains the development process, the benefits of these long-term plans, and opportunities to provide feedback. Due to its broadness, the messaging will encompass everyone who travels in and around Madera County, simultaneously ensuring that the most comprehensive and inclusive feedback is received.
- Collateral: To support project messaging and draw attention to the effort, the team will develop unique collateral materials to distribute online, at events, or to partners and community-based organizations to maximize visibility. The materials will revolve around the rule of seven, providing critical information seven times, in seven different ways to ensure effectiveness. Also, based on community needs the information will be available in English and Spanish and other languages, as needed. Further, all materials will be accessible and developed in several languages to meet the needs of each community.

- **Community engagement slide deck** – To engage the entire region in this effort, the team will develop an informational community engagement PowerPoint to discuss the development of the RTP/SCS. The presentation will provide easy-to-consume information about each plan, the feedback collection process, and key data used to inform effective strategies. A digital copy of the presentation will also be made available for attendees to review and share, if desired.
- **Fact sheet** – The team will create and maintain an up-to-date fact sheet that includes an overview of the RTP and SCS, key regional facts, and information about current feedback opportunities. The fact sheet will include eye-catching visuals and maps, and will be posted on the project webpage, shared with stakeholders and community groups, and distributed at community events.
- **Displays and infographics** – The team will develop several illustrative display boards and eye-catching infographics to highlight the future of Madera County, including projected population growth and anticipated transportation and community needs. Additionally, detailed graphics explaining the development process step-by-step can also be developed.
- **Detailed poster-sized maps** – Poster-sized maps will be created to highlight opportunities for improved transportation facilities, potential land uses, current transportation assets, and more to help the public visualize potential impacts and benefits for the entire county.
- **Comment cards** – As we gather feedback, our team will develop branded comment cards that are either open ended or contain specific questions. These will be used to gather written community feedback, in addition to digital and verbal opportunities.
- **E-toolkit** – To raise awareness of the need for public input, the team could leverage relationships with community-based organization (CBO) partners and third-party stakeholders. A toolkit containing fact sheets, fliers, draft social media posts, images, and e-newsletter copy will then be developed and provided to appropriate stakeholders for use and reference.
- **Event-in-a-box kit** – To help further expand reach and engagement, we will create “event-in-a-box” style kits with everything organizations need to plan, promote, and conduct an in-language outreach events, including ways to record and collect public input and comments. By leaning on trusted third-party partners who have broad networks of their own, we will help maximize awareness of and engagement in the development process, while also helping us reach the harder-to-reach populations throughout the county.
- **Sign-in sheets** – To track attendees and keep in touch with interested stakeholders throughout the project timeline, our team will develop branded sign-in sheets to bring to events. Participants will be asked to sign-in and leave their email if they’d like to receive more information about the RTP/SCS or other Madera County Transportation Committee initiatives.
- **Surveys** - A survey in digital and print format can be created for participants to easily add their feedback on the RTP/SCS. A series of open-ended questions can be provided to ensure relevant feedback is received. This survey will be linked in all outreach materials, and dedicated outreach materials will be developed as needed. Surveys can be conducted interview style when necessary due to language and writing needs.

- **Digital Media**
 - Web Content: To promote public participation, the project team will prepare web content and updates. These can be integrated into MCTC’s website or developed into a standalone page using a tool like Social Pinpoint. The web page can include collateral materials from events, opportunities to provide feedback, interactive mapping, and forums to allow the public to communicate directly with the project team.
 - Eblasts: Bilingual eblast content will be developed to share event information and project details with a broad range of stakeholders across the region. Eblast copy will focus on the approved brand voice but can be reformatted to be distributed through community newsletters and other external or third-party communications. These notifications may include project updates, opportunities to provide feedback, and collateral materials.
 - Social Media Calendar and Content: Using the developed brand voice and messaging platforms, social media copy and graphics could be developed that are tailored to each engagement partner group. The social media calendar will include monthly content, including informational updates, posts promoting events, and other feedback opportunities. We will also prepare a series of posts for third-party organizations to further spread the word about the project. Posts and visuals targeting the Madera County region will be developed in multiple languages to promote equity. Posts may include, but are not limited to:
 - Interactive Instagram story quizzes detailing the history of the RTP/SCS
 - Live interviews with the project team
 - A “Your Madera” effort encouraging people to imagine the transportation and land use possibilities in their neighborhood
 - Graphics: Bold and eye-catching graphics will be created to catch readers attention as they are checking emails or scrolling through social media platforms. In coordination with the project team, our in-house graphic designers will ensure that all graphics follow brand guidelines and accessibility standards. Graphics may include, but are not limited to:
 - Infographics explaining the lifecycle/timeline of RTP/SCS development
 - Maps featuring proposed improvements and land uses throughout the county
 - B-roll of previous projects or success stories from past RTP/SCS plans
- **Stakeholder Outreach**
 - Stakeholder Lists: Throughout the effort, the team will maintain and update a robust stakeholder list with strategic emphasis on reaching a diverse range of community members. The stakeholder list will be used to distribute third-party e-toolkits, event invitations, and other promotional materials. The list will include, but not be limited to:
 - Nearby Tribal governments

- Unincorporated communities
 - Schools and academic establishments
 - Environmental groups
 - Community HOAs (Tesoro Viejo and Riverstone communities)
 - Local medical organizations (Valley Children’s Hospital and Camarena Health)
- CBO Engagement: In addition to the groups above, the team will strategically coordinate updates with community-based organizations through one-on-one meetings, informational presentations and briefings, and digital communications. The team will work closely with CBOs to share project information from a trusted community source.
 - Open Houses: To reach additional stakeholders, the team will host six events, either in-person or virtual meeting options. Meetings in person will be held in accessible venues, including local schools, community centers, and libraries, and will be held at several locations across the region to reach diverse participants. Particular attention will be given to ensuring the meeting format, location and time best meets the needs of that particular community to maximize attendance and engagement. Further, digital options will be accessible through an online portal, allowing stakeholders to experience the open house from their own home. Both options will feature project collateral, visuals, and an informational presentation from the team. Potential in-person locations may include, but are not limited to:
 - Oakhurst/Coarsegold
 - Raymond
 - North Fork
 - Madera Ranchos
 - Riverstone/Tesoro Viejo
 - Chowchilla
 - Fairmead
 - City of Madera
 - La Vina/Ripperdan
 - Pop-up Events: In addition to in-person and virtual events, the team will aim to organically meet stakeholders where they already spend time by hosting booths at existing events in Madera County. Events may include, but will not be limited to:
 - Tarantula festival
 - Pomegranate festival
 - Madera County fair
 - Oakhurst fall festival
 - Sierra Mono Museum Annual Indian Fair Days & Pow Wow
 - Guelaguetza
 - Public Participation Report: Once the open houses conclude, our team will prepare a final summary detailing the outreach conducted, feedback received, and all related metrics. The report will include a high-level summary of the input received from the public and general recommendations regarding preferred sustainable

planning strategies for inclusion within the SCS.

VI. Proposed Timeline

Activity	Month
Develop public outreach plan	July 2024 – September 2024
Develop stakeholder lists	July 2024 – August 2024
Launch Web Page	September 2024
Develop social media calendar and content	August 2024 – Ongoing
Conduct outreach activities	August 2024 – Ongoing
Develop/update collateral materials	August 2024 – Ongoing
Conduct open houses	Winter/Spring 2025 January-February 2026
Participate in pop-up events	October-December 2024 January-February 2026
Develop public participation report	December 2025 – February 2026

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