

# Brisbane

## Outreach Plan

	June, 2009	June-Sept, 2009	Sept, 2009-Jan, 2010	Jan, 2010-Jan, 2011	Jan, 2011-Jan, 2012
<b>REQUIRED OUTREACH</b>	<b>SCOPING REPORT/ DEFINE ALTERNATIVES</b>	<b>CONCEPTUAL DESIGN OF ALTERNATIVES</b>	<b>ALTERNATIVES ANALYSIS</b>	<b>DRAFT EIR</b>	<b>FINAL EIR</b>
<b>OBJECTIVES</b>	<ul style="list-style-type: none"> <li>* Compile comments received during scoping session</li> <li>* Select alternatives for conceptual design</li> </ul>	<ul style="list-style-type: none"> <li>* Complete 5% design of conceptual alternatives</li> <li>* Complete station needs assessment</li> </ul>	<ul style="list-style-type: none"> <li>* Complete Alternatives Analysis Draft Report</li> <li>* Complete Station Concepts</li> <li>* Select Alternatives to be studied under Draft EIR/EIS</li> </ul>	<ul style="list-style-type: none"> <li>* Complete analysis of Draft EIR Alternatives</li> <li>* Publish Draft EIR</li> <li>* Collect Draft EIR comments</li> <li>* Select preferred alternative</li> </ul>	<ul style="list-style-type: none"> <li>* Respond to Draft EIR comments</li> <li>* Revise Draft EIR if necessary</li> <li>* Publish Final EIR</li> <li>* Certification of Final EIR</li> </ul>
<b>STRATEGIES</b>	<ul style="list-style-type: none"> <li>* Technical Working Group meetings</li> </ul>	<ul style="list-style-type: none"> <li>* Technical Working Group meetings</li> <li>* General Project Updates</li> </ul>	<ul style="list-style-type: none"> <li>* Technical Working Group meetings</li> <li>* General Project Updates</li> </ul>	<ul style="list-style-type: none"> <li>* Technical Working Group meetings</li> <li>* General Project Updates</li> </ul>	<ul style="list-style-type: none"> <li>* Technical Working Group meetings</li> <li>* General Project Updates</li> </ul>
<b>EXPANDED OUTREACH</b>	<b>DRAFT PUBLIC PARTICIPATION PLAN</b>	<b>PHASE ONE</b>		<b>PHASE TWO</b>	
<b>OBJECTIVES</b>	<ul style="list-style-type: none"> <li>* Draft community-by-community Outreach Plan based on community &amp; stakeholder feedback</li> <li>* Build awareness about public participation strategy and scoping report</li> </ul>	<ul style="list-style-type: none"> <li>* Study a variety of different alternatives including tunneling, trenching, at grade, above grade and No Build</li> <li>* Build awareness and share information about Conceptual Design of Alternatives, including pros and cons</li> <li>* Provide multiple opportunities for community feedback to help inform Alternatives Analysis process</li> <li>* Ensure transparency through easily accessible information</li> <li>* Provide a clear understanding of the project-level EIR decision-making process and opportunities for public review and comment</li> </ul>		<ul style="list-style-type: none"> <li>* Ensure wide dissemination of Draft EIR to all stakeholders</li> <li>* Provide enhanced opportunities to view and submit comments</li> <li>* Facilitate consensus among diverse communities and stakeholders</li> <li>* Provide a clear understanding of the EIR decision-making process</li> </ul>	
<b>(potential) STRATEGIES</b>	<ul style="list-style-type: none"> <li>* Collect community feedback about expanded public participation process</li> <li>* Present Public Participation Plan and Scoping Report to City Council and other interested stakeholders</li> <li>* Enhance Public Participation Plan as necessary</li> </ul>	<p><b>WHAT INFORMATION IS PROVIDED</b></p> <ul style="list-style-type: none"> <li>* Provide "visualizations" of various design alternatives, including video simulations</li> <li>* Provide access to technical information and criteria for review and selection of alternatives</li> <li>* Survey Caltrain riders</li> </ul> <p><b>HOW INFORMATION IS SHARED</b></p> <ul style="list-style-type: none"> <li>* Provide single point of contact (local presence)</li> <li>* Meet with existing community and civic organizations (business groups, service clubs, neighborhood assns, etc...)</li> <li>* Organize community-wide meetings</li> <li>* Conduct regular City Council updates</li> <li>* Provide information through Direct Mail/Print Ads</li> <li>* Invite Brisbane residents to participate in Design Workshop for proposed Millbrae HSR station</li> <li>* Provide electronic access to information (website, e-newsletter, online town hall, etc...)</li> <li>* Make communication available in multiple languages</li> <li>* Build awareness by encouraging media coverage (editorial boards, press releases, etc...)</li> </ul>		<ul style="list-style-type: none"> <li>* Continue all PHASE ONE public involvement tactics</li> <li>* Provide increased access to technical experts to discuss impacts and mitigations</li> <li>* Create database of comments that is publicly available and accessible</li> <li>* Provide opportunities for public discussion of D/EIR and comments</li> <li>* Organize Section-wide meetings of community stakeholders to review D/EIR</li> <li>* Create "citizen's guide to EIR" that helps provide public interpretation of EIR</li> </ul>	