

Attachment 2
**Santa Cruz County Regional Transportation Commission
Transportation Funding Task Force (TFTF) Consensus Building Project**

Scope of Work

1. Revise Consultant Contract

Eileen Goodwin (d.b.a. Apex Strategies) has already been engaged by the SCCRTC for similar efforts and her contract would need to be amended for this additional work. Ms. Goodwin is a state-renowned expert in consensus-building for development of local transportation funding packages.

Deliverables: amended consultant contract

2. Prepare for Transportation Funding Task Force Orientation, Technical Advisory and Public Workshops – Materials and Website

This task will span both fiscal years of the project. A major emphasis will be development of a website for background materials and public input. Work will include preparing website materials, handout materials, public input materials, signs, display boards and placards, and other printed and virtual materials as needed both for the meetings, and for use at other community functions before, during and after the meetings. For use on both the website and at the workshop, a workbook will be developed. Pages will be added so that successive workshops build upon the input from previous workshops, web and public input. Public materials will be developed in English and Spanish. It is anticipated that there will be initial meetings with the Task Force members to orient them to the goals and process for the Transportation Funding Workshops, as well as the ex-officio members who will function at the Technical Advisory function.

Deliverables: website, materials, displays

3. Conduct Outreach Activities

Outreach will be performed to a diverse array of geographic and demographic groups in Santa Cruz County, including traditionally underrepresented groups. The SCCRTC has established, by resolution, a Transportation Funding Task Force with 70 members including representatives of a diverse assortment of organizations, some of which have had little or no connection to transportation issues in the past, and including community-based organizations, non-profits, public agencies and elected officials from around the county, plus 10 transportation experts or technical advisors as ex-officio members.

A major goal is to bring in a large number of additional members of the public, especially people who don't usually attend transportation meetings, to fully participate in the workshop meetings. Media such as newspaper ads, op-ed pieces, Community Television presentations, public service announcements, newsletter articles, flyers and notices to community-based organizations will be

used to encourage participation by a large number of members of the general public in the meetings, by visiting the website and by watching the Community TV presentations. Outreach materials will be prepared in English and Spanish.

Deliverables: Letters to invitees, newspaper ads, op-ed pieces, newsletter articles, public service announcements, press releases, flyers, notices

4. Conduct Initial Technical Advisory and Task Force Member Meetings

Initial meetings will be held with both the ex-officio Task Force members who will be functioning as a Technical Advisory group and the Task Force members. The purpose is to orient the two groups to the purpose and goals of the Transportation Funding Task Force endeavor, and to explain their role in the success of the Task Force. The meetings will be convened by Fred Keeley with technical assistance by staff and consultant Eileen Goodwin.

Deliverables: Meeting summaries, effective participation by these two groups

5. First Round of Transportation Funding Workshop Meetings

Meetings will be convened by Fred Keeley who is well-known and well-respected throughout the community for his consensus building track record. Meetings will be held in each supervisorial district of the county. Community members in attendance will engage collaboratively with Task Force members in these working session/community conversations. The consultant will use innovative processes to solicit input and active participation from a large number of individuals and to involve the diverse community in a meaningful dialogue. The goal is sustained involvement by the people who attend by building upon input gleaned at each meeting in successive meetings. The workshops will be conducted and information provided in culturally sensitive manners. All meetings will be scheduled in ADA-accessible rooms in locations with plenty of car and bicycle parking and accessible by frequent bus service during the meeting times. Refreshments will be provided. The initial round of meetings will focus on: education and general input on issues and funding options. Coverage of meetings by Community TV and other mass media and inclusion of information and input mechanisms via the website will allow non-attendees to be informed and to participate.

Deliverables: Meeting schedule and meeting summaries

6. Analysis of First Round of Workshop Meetings/ Presentation to the SCCRTC

A report will be prepared presenting the results of the first round of meetings. The report will summarize the results of the meetings and analyze the effectiveness of the outreach/public participation methods used. The report will include recommendations for next round of meetings, a budget update and optional supplemental community input mechanisms. The report will include analysis of attendance by invitees and by members of traditionally underrepresented groups.

Deliverables: Report and Presentation to the SCCRTC

7. Conduct Second Round of Workshop Meetings

The content of the second round of meetings will be defined after the initial round, but is likely to focus on local funding options for specific sets of transportation projects or project types. Unless changes are recommended from the description of the First Round of Workshop Meetings (see Task 4), the second round of meetings will be conducted in a similar format but may use different techniques to solicit collaboration on the development of acceptable funding options.

Deliverables: Meeting schedule and meeting summaries

8. Analysis of Second Round of Workshop Meetings/Presentation to the SCCRTC

A report will be prepared presenting the results of the second round of meetings. The report will summarize the results of the meetings and present recommendations for next steps and for optional supplemental community input mechanisms. The report will include analysis of attendance by invitees including members of traditionally underrepresented groups as described in the Environmental Justice/Caltrans Planning Grant.

Deliverables: Report and Presentation to the SCCRTC

9. Further Community Input (optional, depending RTC direction and securing funds)

The need for additional community input will be assessed throughout this consensus building project. Additional community input efforts could include focus groups or random-sample public opinion polling. These efforts may be deemed helpful by the Task Force and/or the RTC to determine the likelihood of voter success.

Deliverables: Report on the supplementary input activity

10. Develop Consensus on Transportation Funding Strategy

Agreement by the participants (or a minimum of 2/3rd of the Transportation Funding Task Force) on a package of local funding actions will be pursued. The agreed-upon transportation plan will be presented to the SCCRTC and the community at large through the mass media.

Deliverable: Report on consensus of the Transportation Funding Task Force and presentation to the SCCRTC

11. Prepare Final Report and Plan

This task involves compiling the key written information from the project in a final report. Recommendations for follow-up activities will be included.

Deliverable: Final Summary Report and Plan