



South San Francisco/San Bruno Community Based Transportation Plan – Community Engagement and Outreach Framework

Targeted Groups for Engagement:

- School children and their families
- Teachers and the School Community
- Seniors
- Disability/Access for All Community
- Small businesses
- Large Businesses and Biotech cluster Businesses
- Commissions and Boards and advisory groups (Planning Commission, etc.)
- Non-English speakers: Spanish, Tagalog and Chinese
- Transit Station Neighbors/Commuters at BART, Caltrain San Bruno, Caltrain South SF
- Transit riders: bus, shuttle, Caltrain, BART
- Transit Agencies, SamTrans, BART, Caltrain, Hi Speed Rail, TA
- Bike advocates, micro-mobility enthusiasts
- City and County departments: Public Works, Economic Development, Planning

Engagement Plan

Phase/Task	TIMING	ROLE	STATUS
Phase 1 – Prepare to Engage			
1. Develop Outreach Contact and Events List <ol style="list-style-type: none"> a. Identify Key Groups <ol style="list-style-type: none"> i. Ambassadors ii. Key People iii. Existing or Planned Events 	Nov. 2024	MIG	In progress: <ul style="list-style-type: none"> • more inputs needed for key groups in San Bruno.
2. Prepare outreach material templates <ol style="list-style-type: none"> a. Develop Templates <ol style="list-style-type: none"> i. Posters ii. Flyer iii. Fact sheet iv. PPT 	Nov/Dec. 2024	MIG	Completed: <ul style="list-style-type: none"> • Banner • Templates
3. Develop Specific Schedule <ol style="list-style-type: none"> a. Develop Outreach Schedule and Sequence of Events b. Connect/Link to technical studies and plan development 	Nov. 2024	MIG	In progress: <ul style="list-style-type: none"> • Refinement of Activities • Schedule

Phase/Task	TIMING	ROLE	STATUS
Phase 2 – Needs Assessment and Challenges			
1. Develop Outreach Activity Boards/Graphics/Activity <ol style="list-style-type: none"> a. Develop Base map <ol style="list-style-type: none"> i. Transit ii. Trails iii. Main roads iv. Key Destinations 	Dec. 2024	MIG	Completed: <ul style="list-style-type: none"> • Base map
2. Develop “Needs Assessment” Boards/Materials <ol style="list-style-type: none"> i. Where are the key challenges? ii. Where is it difficult to walk to? iii. How to expand/improve the Centennial Trail? 	Dec 2024 & Jan. 2025	MIG	Deliverables Planned: <ul style="list-style-type: none"> • Fact Sheet • Poster 1: Project information based on Fact Sheet • Poster 2: Mapping activity • Poster 3: Key questions • Activity Guide for RR • Translation of materials
3. Conduct Stakeholder Interviews (virtual) (6 Interviews) <ol style="list-style-type: none"> a. Develop Interview Protocol I b. Coordinate Interviews <ol style="list-style-type: none"> i. Elected Officials ii. Partner Agencies iii. Transportation Agencies iv. Tech Transportation Coordinators v. Small Business champions 	Dec 2024	MIG	Deliverables Planned: <ul style="list-style-type: none"> • Interview protocol • Interview Summaries

Phase/Task	TIMING	ROLE	STATUS
<p>4. Conduct Pop-ups and Intercept Interviews (4 events)</p> <ul style="list-style-type: none"> a. Tabletop Pop up at Transit Stations/Nodes b. On the Centennial Trail c. Farmer’s Markets or other Community Gatherings d. Sidewalk Pop up in front of retail storefronts e. Bike Shops 	Feb 2025	Redwood Resources (\$10,000)	Deliverables Planned: <ul style="list-style-type: none"> • Activity protocol • Coordination meeting with Redwood Resources • 4 3-hour pop up events • Posters printing • Summary
<p>5. Coordinate Community Briefings/Presentations with CBOs and Institutions (virtual meetings)</p> <ul style="list-style-type: none"> a. Advocacy organizations b. Bike Coalition c. Schools d. Cultural Affinity Groups e. Senior Centers f. Merchants/Chamber of Commerce 	March 2025	RR and MIG	Deliverables Planned: <ul style="list-style-type: none"> • Meeting protocol • Brief Presentation • Questions and presentation based on outreach materials • Schedule of meetings
Phase 3 – Prioritizing Transportation Improvements			
<p>1. Develop “Priority Improvements” Boards/Materials</p> <ul style="list-style-type: none"> a. Report on and confirm Needs/Challenges Findings b. Test solutions and priorities c. Prioritize emerging transportation improvements 	June 2025	MIG	Deliverables Planned: <ul style="list-style-type: none"> • 3 Posters • Updated Fact Sheet

Phase/Task	TIMING	ROLE	STATUS
2. Launch Community Survey <ol style="list-style-type: none"> a. Social media posts for Cities and CBOs to share b. Storefront Flyer c. H-frame post for trails, pedestrian routes d. Newsletter for schools 	June-July 2025	MIG + CBO's support	Deliverables Planned: <ul style="list-style-type: none"> • Social Media (MIG) • Flyer and H-Frame (MIG) • Newsletter text (MIG) • Promotion (CBOs)
3. Facilitate Focus Groups (4 focus groups) <ol style="list-style-type: none"> a. Youth b. Seniors c. Spanish Speakers d. Chinese Speakers 	July 2025	CBOs + MIG support	Deliverables Planned: <ul style="list-style-type: none"> • Protocol and Questions/Presentation (MIG) • Coordination of 4 focus groups (CBOs)
4. Conduct Pop Ups (round 2) <ol style="list-style-type: none"> a. Table-top Pop up at Transit Stations/Nodes b. On the Centennial Trail c. Farmer's Markets or other Community Gatherings d. Sidewalk Pop up in front of retail storefronts 	July August 2025	Redwood Resources	Deliverables Planned: <ul style="list-style-type: none"> • Activity protocol • Coordination meeting with Redwood Resources • 4 3-hour pop up events • Posters printing
Phase 4 – Documenting Findings			
1. Summary			Deliverables Planned: <ul style="list-style-type: none"> • Summary

Engagement Questions/Topics

- Plans and projects in the works
- ideas for improvement, additional possibilities and solutions, etc.
- Key issues, challenges, opportunities
- Needs, preferences, priorities for improvement

Key Engagement Questions for Steering Committee

- What are suggested ways to innovate in the outreach and really connect with communities that don't typically participate?
- How can integrate CBO partners strategically? What suggested CBO groups should we reach out to?
- How can we best coordinate/align outreach with existing city efforts?
- What are the barriers of knowledge and access of information of transportation?
 - What are non-mobility enhancements that would increase access to transportation? (Physical limitations, perceptions, crime issues, etc.)