

---

# TAC Communications

**Julie Marengo**  
*Lucas Public Affairs*

Agenda Item #6  
TAC Meeting #3, March 27, 2015  
Irvine, CA



# Public Input and Stakeholder Engagement Strategic Approach

---

## California Road Charge Technical Advisory Committee (TAC)



### Establish a Sound Process

- Communicate transparently about the process that will be used for gathering input and making recommendations
- Explain the legislative directive, purpose/goal of the TAC, the approach for gathering public input on the solution being studied, and how the input will drive decision-making



### Effectively Inform/Support TAC Decision-Making Process

- Meet SB 1077 requirements
- Gather input the TAC needs to craft sound recommendations
- Identify key issues for TAC consideration



### Identify Key Stakeholders

- What stakeholders will be impacted or should weigh in on issues?
- Who can help the TAC identify other key stakeholders?
- Consider TAC schedule, needs to determine timing



### Achieve Meaningful Engagement

- Record, analyze and understand public and stakeholder issues and concerns
- Share public and stakeholder feedback for TAC to consider in decision-making
- Keep public and stakeholders informed of TAC's process, outcomes and next steps

# Meaningful Engagement – Our Process

## California Road Charge Technical Advisory Committee (TAC)



## TAC Public Input and Stakeholder Engagement Plan

Stakeholders	Approach	Timing
<p><b>1) TAC and their constituents</b></p> <ul style="list-style-type: none"> <li>• Jim Beall State Senator <i>(Legislature)</i></li> <li>• David Chiu State Assemblymember <i>(Legislature)</i></li> <li>• David Finigan Del Norte County Supervisor <i>(Local Govt/Regional Transportation Agency)</i></li> <li>• Stephen Finnegan Automobile Club of Southern California <i>(Highway User Groups)</i></li> <li>• Gautam Hans Center for Democracy and Technology <i>(Data Security and Privacy Industry)</i></li> <li>• Loren Kaye Foundation for Commerce &amp; Education <i>(Business and Economy)</i></li> <li>• Jim Madaffer, TAC Chair California Transportation Commission <i>(State Transportation)</i></li> <li>• Richard Marcantonio Public Advocates <i>(Social Equity)</i></li> <li>• Pam O'Connor City of Santa Monica Councilmember <i>(Local Govt/Regional Transportation Agency)</i></li> <li>• Eshwar Pittampalli, Open Mobile Alliance <i>(Telecommunications Industry)</i></li> <li>• Robert Poythress City of Madera Mayor <i>(Local Govt/Regional Transportation Agency)</i></li> <li>• Eric Sauer California Trucking Association <i>(Highway User Groups)</i></li> <li>• Lee Tien, Electronic Frontier Foundation <i>(Privacy Rights Advocacy)</i></li> <li>• Martin Wachs, UCLA Luskin School of Public Affairs <i>(National Research and Policymaking)</i></li> <li>• TBD <i>(Local Govt/Regional Transportation Agency Representative)</i></li> </ul>	<p>Monthly TAC meetings provide opportunity for input and discussion.</p> <p>TAC members will conduct outreach to their respective constituents and share that feedback in TAC meetings.</p>	<p>Immediate and ongoing</p> <p>Immediate and ongoing</p>

Stakeholders	Approach	Timing
<b>2) CTC Road Charge Work Group and their constituents</b>	<p>Work group meetings will yield input that is presented to TAC</p> <p>Work group members conduct individual outreach to constituents</p>	<p>Monthly to inform TAC meetings</p> <p>Ongoing</p>
<b>3) General Public</b>	<p>Public opinion polling</p> <p>Focus groups</p> <p>Notice TAC meetings through and provide opportunity for public input.</p> <p>Webcast of TAC meetings available online with opportunity to provide input.</p> <p>Access to questionnaire on website.</p> <p>Conduct targeted media outreach, including ethnic press and social media, to generate stories about TAC purpose and process.</p> <p>Be prepared for media inquiries and/or strategic response.</p>	<p>May/June</p> <p>June/July</p> <p>Immediate and ongoing</p> <p>Immediate and ongoing</p> <p>May/June</p> <p>Begin in May</p> <p>Immediate and ongoing</p>
<b>4) Elected officials</b> <ul style="list-style-type: none"> <li>• All members of the CA State Assembly</li> <li>• All members of the CA State Senate</li> <li>• All state constitutional officers</li> <li>• All members of the CA congressional delegation</li> <li>• Senators Boxer and Feinstein</li> </ul>	<p>All will receive an informational letter highlighting the web address, fact sheet, TAC meeting schedule and an offer to provide a briefing or additional information at any time.</p> <p>Access to questionnaire on website.</p> <p>Work to schedule personal meetings with legislative and committee leaders and assigned staff, constitutional officers and U.S. Senators.</p> <p>All will receive periodic updates.</p>	<p>Send letter by April 20</p> <p>May/June</p> <p>Begin follow up to schedule meetings in mid-May; conduct meetings as long as necessary.</p> <p>Ongoing</p>

Stakeholder	Approach	Timing
<p><b>5) Additional targeted stakeholders</b></p> <p>A robust universe of stakeholders to capture organizations not represented on the TAC or work group from these interest areas will be created:</p> <ul style="list-style-type: none"> <li>• Transportation</li> <li>• Business, including small business</li> <li>• Local Government</li> <li>• Vehicle Manufacturers</li> <li>• Fuel Distributors</li> <li>• Highway Users</li> <li>• Ethnic &amp; Cultural</li> <li>• Equity</li> <li>• Privacy</li> <li>• Environmental</li> <li>• Tax policy</li> <li>• Technology</li> <li>• Academia</li> <li>• Law Enforcement</li> <li>• Insurance</li> <li>• Organized labor</li> <li>• Tourism</li> <li>• Other</li> </ul>	<p>All will receive informational email highlighting the web address, fact sheet and TAC meeting schedule. A contact name and phone number they can call with questions or provide feedback directly will also be provided.</p> <p>Access to questionnaire on website.</p> <p>CalTrans and CTC staff will conduct specific follow up to gather additional feedback as necessary with assistance by D'Artagnan when needed.</p> <p>All will receive periodic updates.</p>	<p>Send email by April 20</p> <p>May/June</p> <p>As needed</p>

**Stakeholder Engagement Communications Infrastructure**

Letters to elected officials and emails to stakeholders will be sent by April 20. Associated communications materials and infrastructure will need to be ready before that time. That includes:

- Finalizing stakeholder universe with necessary contact information
- Determining questionnaire format and content
  - It will be available on the website in early May
- Crafting fact sheet for inclusion in outreach and placement on website
- Getting website fully operational with all text final
- Creating informational letters to elected officials
- Creating informational email to stakeholders