



STAFF REPORT
Board Meeting of July 19, 2023

AGENDA ITEM: 6-B

PREPARED BY: Dylan Stone, Principal Regional Planner

SUBJECT:

Public Participation Plan Update and Madera County Transportation Commission Logo Redesign

Enclosure: No

Action: Information and Discussion Only

SUMMARY:

Public Participation Plan Update

The Madera County Transportation Commission (MCTC) is committed to a transparent decision-making process that is informed by meaningful public consultation and community engagement. MCTC remains committed to a process to give the public ample opportunities for early and continuing participation in important projects, plans and decisions, and to provide full public access to key decisions. This Public Participation Plan defines an approach for public engagement and participation, along with the processes for communicating with the public about MCTC's programs, plans, projects, and policy decisions.

MCTC has prepared an update of the Public Participation Plan (PPP). The goal of MCTC's PPP is to ensure continuous public notification and participation in major actions and decisions by the MCTC Policy Board. The update to the plan includes a variety of new outreach strategies to utilize in engagement for planning activities, additional stakeholders and groups to target for more meaningful participation, and a new section focusing on ensuring the outreach process considers social equity and inclusion.

The update builds upon what MCTC learned in 2021 and 2022 through numerous outreach activities involving the development of the 2022 Regional Transportation Plan, the Measure T renewal development, Unmet Transit Needs, Regional Early Access Program planning, and other engagements.

A 45-day public review period began Friday, July 14, 2023 and will conclude on Monday, August 28, 2023. A public hearing will be held on September 20, 2023 at the MCTC board meeting for this update. Staff will consider comments received during the public review process before requesting the MCTC Policy Board approve the updated plan as Final at the September 20, 2023 MCTC Policy Board meeting.

The Draft PPP can be viewed on the MCTC webpage at:

<https://www.maderactc.org/administration/page/public-participation-plan>

MCTC Logo Update

MCTC staff have sought out designs for an update to the agency logo and related branding materials. Over 400 designs were submitted through a design competition for consideration. MCTC staff has identified a new logo designer to work with through the competition and produced a new logo to utilize going forward. Staff will be working to switch agency materials to include the new logo and branding over the course of the 2023 summer.



FISCAL IMPACT:

No fiscal impact to the approved 2023-24 Overall Work Program and Budget.