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Public Participation

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Introduction

Solutions to our region's transportation needs require a comprehensive planning effort that coordinates land use and transportation and develops an integrated, multimodal transportation system. The 2050 Metropolitan Transportation Plan (MTP) and its Sustainable Community Strategy (SCS) contain specific public policies and strategies, as well as projects and programs, aimed at meeting the diverse mobility needs of our growing and changing Monterey Bay region.

A critical component in preparing the 2050 MTP/SCS was interagency consultation and public participation to provide guidance during the regional transportation decision making process. The participation policies and procedures described below were structured to enable all participants the ability to express their genuine regional values and interests in the shaping and implementation of regional policies and decisions for the transportation system.

Development of the 2050 MTP/SCS has been a multi-year effort that began in 2023. A comprehensive program of public involvement activities was a key part of the process. Extensive outreach with local government officials was conducted, as well as a public participation plan that included many community workshops and meetings, and online surveys.

The Draft 2050 MTP/SCS and the Draft Environmental Impact Report was released for public review and comment in November 2025 and the public comment period is scheduled to close on January 30, 2026.

Following are highlights of public participation and consultation activities that occurred through the process to date:

- Seven community workshops held online and in cities throughout the greater Monterey Bay region in Santa Cruz, Monterey, and San Benito counties. Additional workshops will be held in January 2026 on the Draft 2050 MTP/SCS.
- A project website (<https://www.ambag.org/plans/2050-metropolitan-transportation-plan-sustainable-communities-strategy>) which served as the online portal to information about the project and access to surveys and mapping data.
- Implementation of a GIS-based mapping system called AMBAG Regional Data Viewer which provides a regionwide spatial mapping system that includes land use, transportation, and environmental features, and is available to public organizations, stakeholders, and the general public.
- Preparation of handout materials, flyers, information sheets, frequently asked questions (FAQs), etc., prepared both in English and Spanish.
- Eighteen public meetings with the AMBAG Board, also at key milestone events throughout the planning process.
- Fifteen meetings with the Planning Directors Forum (PDF), comprised of planning directors and their staff from the three Monterey Bay region counties and 18 cities.
- More than 20 meetings with technical advisory committees (TACs) within the three Monterey Bay region counties.
- More than 60 one-on-one meetings with local jurisdiction's staff and elected officials.

- Focused one-on-one meetings with various stakeholders and community based interest groups to help educate and inform them about the planning process, and answer questions they raised.

The following is a description of each component of the public participation and consultation process that was involved as part of the 2050 MTP/SCS planning process. Information regarding the effectiveness of the public participation strategies will be considered in the next update of the Public Participation Plan.

Tools and Resources

Project Website

The project website (<https://www.ambag.org/plans/2050-metropolitan-transportation-plan-sustainable-communities-strategy>) is the central portal for information about the project and upcoming events. The website address was provided on all outreach materials and has been updated regularly to maintain current content.

Online Survey

In April 2025, AMBAG also conducted an online survey posted on the project website. The online survey, available in both English and Spanish, was promoted via email to AMBAG's partners and stakeholders, as well as on social media. The input collected helped informed the draft Plan.

GIS Data Portal and CalBuilds

AMBAG launched a new GIS Portal leveraging the latest ESRI technology in 2025, replacing our previous GIS Viewer. The GIS Portal allows jurisdictions to log in and edit data for inclusion in our long-range plan and provides the ability for the public to view geospatial data in a live and interactive format. The Portal hosts spatial data holdings in a standardized, dynamic, and accessible format. AMBAG compiled GIS datasets to show transportation project managing agencies the types of sensitive environmental or other resources near projects to help them prepare Environmental Impact Reports (EIRs) to design projects which cause the least impact to these resources.

AMBAG in partnership with other MPOs developed an open-source GIS based land use development and monitoring tracking tool named CalBuilds. Currently, CalBuilds is in the beginning phase of use by the 21 jurisdictions for both their internal agency use while simultaneously assisting AMBAG in providing information of upcoming and recently built developments, for both commercial and residential builds. For commercial developments, building size and by development types, use type, floor area (sqft), and percentage of use by type. Also, for residential developments CalBuilds tool tracks total number of housing units and affordable units. Each entry has tracking of development by status (completed, in construction, planning, projected, unverified, and deselected) for both commercial and residential projects. AMBAG staff are also working to incorporate the data captured in the GIS Portal and CalBuilds as a key component in MTP/SCS's public participation process.

Workshops

Two series of workshops each were held throughout the tri-county region at key milestones in person and virtually. The in person workshops were designed in an open house format with a variety of stations to provide one-on-one discussion and to create a more comfortable and meaningful environment for participants. Virtual workshops provided an opportunity for attendees to provide input via polling questions on a variety of potential SCS strategies.

Materials were provided in both English and Spanish and translation services were available at the workshops. A third workshop series will be held in January 2026 to solicit feedback and public comment on the Draft 2050 MTP/SCS and Draft Environmental Impact Report.

Flyers and Press Releases

Flyers were prepared in English and Spanish for the two workshop series. These flyers were distributed to local agencies and those who signed up for email updates on the website. Copies of the flyers are included as attachments at the end of this appendix.

Stakeholder Contact Lists

A master stakeholder contact list was maintained for distribution of flyers and project updates. This list included members of the AMBAG Board, the Planning Directors Forum, and other related groups. In addition, media outlets, local organizations, and workshop and survey participants who provided a valid email address were included. A complete list of stakeholder groups is included in the AMBAG 2023 Public Participation Plan. The following is a summary of the major media outlets targeted for promotion of workshops.

- Access Monterey Peninsula
- Benitolink
- Carmel Pine Cone
- Good Times Weekly
- Greenfield News
- Hollister Freelance
- King City Rustler
- KION
- KSBW
- Monterey County Herald
- Monterey County Weekly
- Register Pajaronian
- Santa Cruz Sentinel

- Scotts Valley Banner/Valley Press
- Soledad Bee
- The Salinas Californian
- Time Publishing Group, Inc.

Workshop Series 1

The first workshop series was held virtually in February 2024 and was set up to inform participants of the development of the 2050 MTP/SCS and scoping meeting for the environmental impact report.

The following is a listing of the workshop dates:

- February 21, 2024
- February 22, 2024

Workshop Series 2

The second workshop series was held virtually and in person in April 2025 to solicit input on various SCS strategies for the MTP/SCS. Participants were asked a series of questions regarding their support for various environmental, housing, transportation, and economic development strategies that could be included in the 2050 MTP/SCS. A short online survey to gather feedback on potential new strategies was also available online for those who were unable to attend a workshop. The workshop flyer (in English/Spanish) is attached.

Locations

The following is a listing of the workshop locations and dates:

- El Gabilan Library (April 1, 2025)
- Virtually (April 2, 2025)
- Virtually (April 3, 2025)
- Community Foundation Epicenter (April 8, 2025)
- Watsonville Community Room (April 10, 2025)

Workshop Series 3

The third workshop series will be held in January 2026 and will be organized to solicit feedback and public comment on the Draft 2050 MTP/SCS and Draft Environmental Impact Report.

Consultation

A variety of committees and boards were consulted throughout the planning process and at key milestones to solicit feedback, provide project updates, and relay community input from the

workshops and surveys. These committees and boards are made up of elected officials, staff from local jurisdictions and agencies, local leaders and organizers, and members of the general public.

AMBAG Board of Directors

The AMBAG Board of Directors consists of local elected officials that have been appointed by their respective city council or board of supervisors. Each member city has one representative on the AMBAG Board and each member county has two.

The AMBAG Board meets monthly and sets policy. Day-to-day oversight is provided by the Executive Director, who is appointed by and serves at the pleasure of the Board of Directors.

The AMBAG Board met 18 times throughout the planning process to date, to receive project updates, provide policy direction on land use and project lists, etc.

Planning Directors Forums

The Planning Directors Forum (PDF) consists of planning directors and staff from the 18 cities, three counties, three regional transportation planning agencies, and AMBAG. The PDF meets regularly to address regional land use and transportation planning issues. The PDF met 15 times throughout the planning process and at key milestones to identify priorities, help develop SCS strategies, review draft workshop materials, and to receive project updates including feedback from the community workshops.

Regional Transportation Planning Agencies

The Regional Transportation Planning Agencies (RTPAs) consist of agency staff and board members, including staff from local jurisdictions, elected officials, and appointed members. The RTPA boards of directors set policy and provide a source of funding for transportation planning projects within each county. The three RTPAs' Boards discussed RTP related items such as project updates, project identification, identifying funding sources, and priorities.

Technical Advisory Committees

The Technical Advisory Committees (TACs) are made up of staff from local jurisdictions and agencies, including local transit service providers and the RTPAs. The TACs review and provide technical guidance and advice on transportation projects and programs within each county, and makes recommendations to the RTPA boards of directors. AMBAG staff met with the TACs more than 20 times at key milestones throughout the planning process to confirm transportation priorities, projects, and funding sources.



PUBLIC MEETINGS

What would you like the Monterey Bay region's transportation future to look like?

The Association of Monterey Bay Area Governments (AMBAG) will be hosting five (5) public meetings on the development of *Connect Monterey Bay 2050*, the long range transportation plan for the Monterey Bay region. We want to hear your thoughts on our transportation needs (roadways, public transit, bicycle, pedestrian, freight, airport, etc.) over the next 25 years.

Meeting Schedule

Tuesday, April 1, 2025 at 6pm, El Gabilan Library, 1400 N Main St, Salinas

Wednesday, April 2, 2025 at 12pm, Virtual

Thursday, April 3, 2025 at 6pm, Virtual

Tuesday, April 8, 2025 at 6pm, Community Foundation Epicenter, 440 San Benito St, Hollister

Thursday, April 10, 2025 at 6pm, Watsonville Community Room, 275 Main St, Watsonville

To register for the virtual meetings, please visit www.AMBAG.org or use the QR code.



Association of Monterey Bay Area Governments - rvalentine@ambag.org - (831) 883-3750 - www.AMBAG.org



REUNIONES PÚBLICAS

¿Cómo le gustaría que fuera el futuro del transporte en la región de la Bahía de Monterey?

La Asociación de Gobiernos del Área de la Bahía de Monterey (Association of Monterey Bay Area Governments, AMBAG) organizará cinco (5) reuniones públicas sobre el desarrollo de Connect Monterey Bay 2050, el plan de transporte de largo plazo para la región de la Bahía de Monterey. Queremos conocer su opinión sobre nuestras necesidades de transporte (vías, transporte público, sendas peatonales y para bicicletas, transporte de carga, aeropuertos, etc.) en los próximos 25 años.

Calendario de Reuniones

Martes, 1 de abril de 2025 a las 6 p. m., Biblioteca El Gabilan, 1400 N Main St., Salinas

Miércoles, 2 de abril de 2025 a las 12 p. m., virtual

Jueves, 3 de abril de 2025 a las 6 p. m., virtual

Martes, 8 de abril de 2025 a las 6 p. m., Community Foundation Epicenter, 440 San Benito St., Hollister

Jueves, 10 de abril de 2025 a las 6 p. m., Watsonville Community Room, 275 Main St., Watsonville



Para inscribirse en las reuniones virtuales, visite www.AMBAG.org o use el código QR.

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