

MEMORANDUM

To: Jordan Peterson

Project No.: 24-B0492

From: Sam Sharvini, PTP

Date: March 28, 2025

RE: Move Downtown – Task 3.1 Public Engagement Plan

Introduction

The City of Stockton (City) is developing the Downtown Multimodal Transportation Network and Land Use Plan (Move Downtown) to create a unified vision between future land use development and the proposed transportation network within Downtown Stockton. To ensure the plan addresses the diverse needs and interests of project stakeholders, Move Downtown will incorporate a robust community engagement process to gather and integrate stakeholder input in a meaningful way into the project process. To guide this effort, Mark Thomas has identified a Public Engagement Plan (PEP) in the following memorandum to ensure robust participation from a diverse set of stakeholders through a variety of communication channels and engagement activities. This PEP will guide engagement implementation and ensure consistency with the project’s goals and deliverables.

This memorandum outlines the approach to conducting an inclusive and equitable engagement process through the following engagement tasks identified in the Scope of Work:

- Site Walk (Task 2.2)
- Stakeholder Engagement (Task 3.2)
- Engagement Collateral – Public Engagement Activities (Task 3.3)
- Canvassing – Public Engagement Activities (Task 3.3)
- Project Surveys – Public Engagement Activities (Task 3.3)
- Public Workshops – Public Engagement Activities (Task 3.3)
- Transit Customer Experience Study (Task 3.4)
- Final Presentations (Task 7.2)

Upon completion of the tasks identified in the PEP, Mark Thomas will develop a Public Engagement Summary that describes the project engagement process, activities, and feedback received. The Public Engagement Summary will be integrated into the Move Downtown Project Report and designed as a resource for supporting future grant pursuits.

Overview

The PEP identifies goals and strategies to engage target audiences through a variety of engagement activities. The PEP incorporates equitable and inclusive strategies to engage diverse stakeholders, such as under-resourced community members, businesses, youth, community-based organizations, agency representatives, and the general public. The PEP strategies include the following items:

- Goals and Objectives
- Focus and Desired Audiences
- Key Project Messaging
- Communication and Outreach Tools
- Strategies for Engagement with Underserved Communities
- Language Translation and Approach
- Proposed Outreach Phases, Activities, and Timelines
- Roles and Responsibilities by Consultant Team and Agency Staff

Goals and Objectives

The engagement process shall incorporate a thoughtful and innovative approach that advances the development of Move Downtown. Mark Thomas had identified the following outreach goals to guide the project's engagement process.

1. Increase project awareness and facilitate input on the development of Move Downtown.
2. Educate the community on project benefits and build support for potential solutions.
3. Gather input from a broad spectrum of residents, businesses, property owners, community organizations, and other stakeholders.
4. Engage underserved and underrepresented community members, including those considered to be low-income, minority populations, or non-English speakers, as well as older residents, businesses, and families.
5. Engage communities that have specifically/historically been impacted disproportionately by transportation investments or development efforts in Downtown Stockton.
6. Provide a wide range of opportunities and channels for engagement, including in-person, virtual, weekday, and weekend engagement opportunities. Channels of communications include the City and Stakeholder Working groups social media accounts, email, City's project website, hard copy flyers and surveys, and digital flyers.

Focus and Desired Audiences

Leveraging a variety of outreach activities is intended to reach an audience that is representative of the City's diverse stakeholders, with an emphasis on engaging members of underrepresented groups or communities to ensure their voices are heard. These focus audiences will include, but not be limited to:

- Partner agencies;
- Champions for underserved and disadvantaged community members;
- Residents;
- Community advocacy groups and organizations;
- School and school district representatives;
- Local bicycle advocacy representatives;
- Local businesses, property owners, and Chamber of Commerce; and
- Elected officials.

To engage historically underrepresented and underserved communities, Move Downtown will focus on reaching the following populations served by the audiences and partners listed above. The equity analysis conducted will also help to identify any additional populations of focus and desired audiences, which may include but would not be limited to the following groups:

- Black/African American
- Indigenous
- Latino/a/x
- Asian American
- Pacific Islander
- Low-Income
- Youth and Transitional Age Youth
- LGBTQIA2s+
- Older Adults
- People with Disabilities
- Individuals Experiencing Homelessness/Houselessness

Stakeholder Working Group

A Stakeholder invitation list has been developed by Mark Thomas, consisting of multidisciplinary agencies and departments, to provide feedback and guide the development of Move Downtown. Mark Thomas can provide email content to the City for transmittal to the Stakeholder Working Group (SWG), or lead communication with the SWG if preferred by City staff. Proposed SWG invitees include:

- San Joaquin County
- San Joaquin Council of Governments (SJCOG)
- San Joaquin Regional Rail Commission (SJRRC)
- San Joaquin Regional Transit District (RTD)
- California Department of Transportation (Caltrans)
- Stockton Unified School District (SUSD)
- Greater Stockton Chamber of Commerce
- San Joaquin County Hispanic Chamber of Commerce
- African American Chamber of Commerce of San Joaquin County
- Central Valley Asian-American Chamber of Commerce
- San Joaquin Partnership
- San Joaquin Community Foundation
- Downtown Stockton Alliance
- St. Joseph's Medical Center
- Community Medical Centers - Channel
- Community Medical Center - Gleason House
- Community Medical Centers - Mariposa
- El Concilio
- Visit Stockton

- Parents by Choice
- Gospel Center Rescue Mission
- San Joaquin County Office of Education
- Mexican Heritage Center
- Emergency Food Bank
- Visionary Home Builders
- San Joaquin Housing Authority
- Safe Routes to School
- Restore the Delta
- Little Manilla Rising
- Downtown Stockton Comeback Club
- Stockton Police Department
- Stockton Fire Department
- California Highway Patrol
- Families United for Equity
- San Joaquin Pride Center
- Stockton Bike Club
- Catholic Charities of the Diocese of Stockton
- Weber Institute
- Stockton Impact Corps
- Reinvent South Stockton Coalition
- The HUB (Helping Urban Bicyclists)

Meeting content is anticipated to include the following:

1. Project Introduction, Vision Setting, Goals/Objectives, and Engagement Plan.
2. Stakeholder input on Existing Conditions, Issues and Challenges.
3. Review Potential Strategies and Solutions.
4. Present Draft Multimodal Toolbox Strategies, Policies, and the Draft Alternatives.
5. Review Refined Toolbox Strategies and Draft Alternatives.
6. Present Draft Implementation Plan and Project Report.

Key Project Messaging

Key messaging adds value to Move Downtown by defining the purpose of the project, how the project is funded, who is involved, and what the outcomes will include. This key messaging will be consistent throughout the project to build trust with the community and address Frequently Asked Questions from the public when presented with new government initiatives. Key points of project messaging may include the following:

1. How is Move Downtown funded?
 - a. Move Downtown is funded by a Caltrans Sustainable Transportation Planning (STP) grant and administered by the City of Stockton. The Engineering and Planning firm Mark Thomas was selected through a competitive bid process to support the City in developing the project.



2. What will Move Downtown include?
 - a. The project will identify a prioritized collection of multimodal transportation and land use development strategies, policies, and investments to enhance the safety, multimodal mobility, and development opportunities in Downtown Stockton.
3. Who will Move Downtown benefit?
 - a. Move Downtown will serve to benefit all users of the local and regional transportation system, as well as the residents, businesses, property owners, and visitors of the project area.
4. What is the expected outcome of Move Downtown, and how will it benefit the City of Stockton?
 - a. Move Downtown will result in a vision document that identifies a recommended package of land use strategies and transportation investments for Downtown Stockton. This vision document would be consistent with the State of California Transportation Plan 2050, California Active Transportation Plan, as well as other state and regional plans and policies to align the investments identified within Move Downtown with future grant funding opportunities.
5. How will Move Downtown be implemented?
 - a. Move Downtown will include an implementation plan that will serve as a guide for the identified improvements, programs, policies, and strategies. This implementation plan will identify potential funding strategies, implementation timelines, and investment priorities.

Communications and Outreach Tools

A variety of communication channels and platforms will be utilized to engage the diverse project stakeholders. This will include a combination of online and in-person communications and outreach tools to raise awareness of the project such as:

- Social media
 - Social Media Posts via the City’s accounts on Facebook, X (formerly Twitter), and Instagram to promote key project events, including proposed activities open to the public described in the following pages.
- City’s Project Webpage
 - Dedicated webpage on www.stocktonca.gov to host project information and resources, including project fact sheet, Frequently Asked Questions (FAQ), maps, flyers, surveys, and other project updates. The City project-specific webpage can have a generalized email address to send comments and thoughts that will be distributed to City staff and the Consultant team.
 - Mark Thomas will provide initial copy content to City staff to launch website by January 31, 2025.
- Email Listserv
 - A sign-up form will be developed for members of the public to subscribe to an email listserv to receive project updates. The sign-up for the email can be posted on the City project-specific webpage.
 - The project email listserv sign-up form will be announced in applicable existing City email listservs.
- News Release (digital)

- Announce project updates and events via the City’s News Releases.
- Flyers (digital and/or print)
 - Flyer distribution via online platforms and in-person events to promote public participation at select community engagement activities.
- Project Fact Sheets (digital and/or print)
 - Project Fact Sheet, which includes FAQ, for publication on the City’s Project webpage and distribution at in-person events.
 - Mark Thomas, Placemarks, and Port City will support City staff to distribute materials at community events, including but not limited to in-person and virtual workshops, canvassing events, existing community events, and social media accounts.
- Lawn Signs
 - Lawn Signs to be posted at civic buildings and other high-visibility locations to promote community workshops, or other key engagement activities.

Strategies for Engagement with Underserved Communities

To engage with underserved and underrepresented communities, we will employ the following four strategies and facilitation methods.

1. Conduct tabling events in underserved communities.

We propose the tabling events be prioritized for underserved community areas. To address the historically extractive dynamic of public community engagement, we propose a community investment approach. This may include holding activities in accessible hotspots, and engaging community members to build trust and relationships, and ensure the needs and experiences of those impacted by this project are seen and heard.

2. Work with trusted messengers and conduct discussion-based facilitation that fosters trust-building.

The Consultant Team will identify trusted messengers and community leaders to help inform discussions. Workshop and meeting structures will be discussion-based and include wellness check-ins with community stakeholders and members.

3. Ensure that all public engagement materials and activities are accessible, meet the Limited English Proficiency evaluation, and available in non-English languages.

We will ensure the public engagement materials and activities will include both English and Spanish, based on the Limited English Proficiency evaluation related to the PEP and consistent with US DOT public involvement guidance. Mark Thomas staff will provide the translation to Spanish using its staff dedicated to this project. Our event promotion will include a question asking if ASL or ADA access needs are desired at events. We have grown a team of staff at Mark Thomas which will participate in engagement activities along with Placemarks and Port City. The ability to engage the public during various outreach activities and truly understand the challenges to implementation, funding constraints, and feasibility concerns allows our team to have a more intelligent and dynamic discussion with stakeholders.

4. Provide giveaways and share appreciations for community engagement participants (where applicable).

The Consultant Team believes in the wisdom and appreciation of community members we will engage in this project. We recommend providing free giveaways where applicable during community engagement activities (tabling/canvassing, public workshops, etc.).

Language Translation

Through discussions with City staff project collateral materials can include Spanish translation to engage diverse members and increase project awareness. Translation to Tagalog or other language can also be provided, if deemed appropriate.

Canvassing Events List

A comprehensive list of local community events, venues, and public spaces has been identified to facilitate engagement activities and gather public feedback. Canvassing and tabling events will serve as key outreach methods, allowing the project team to connect with community members who may not typically attend formal workshops. To enhance public awareness and support project workshops and surveys, six (6) canvassing events will be conducted across three outreach phases. These events will provide opportunities for community members to share concerns regarding mobility, safety, land use, and development patterns within the project area.

Engagement formats include canvassing and tabling events. Canvassing and tabling events can maximize project exposure by intercepting casual civic participants who would likely not attend a community workshop. A total of six (6) canvassing events will be held throughout the three outreach phases to support the public workshops and project surveys and build community awareness of the project. Community members engaged during canvassing events can identify the mobility or safety concerns related to travel within the project area, as well as challenges involving the local land use context and existing development patterns.

Mark Thomas, in collaboration with the City and SWG, will prioritize events and key activity centers to meet this PEP's goals and objectives listed above. Events will be prioritized based on:

- 1) Location within the project area;
- 2) Focuses and desired audiences served;
- 3) Anticipated number of attendees; and
- 4) Alignment with the Proposed Activity Timeline below.

Mark Thomas will acquire attendance approval with event organizers and coordinate canvassing location and time. Staff will attend each event for 2-3 hours, providing real-time translation as needed. Outreach materials, including posters, fact sheets, flyers, and surveys, will be prepared and distributed in English and Spanish. Additionally, event documentation will be captured through photographs. This approach will maximize community engagement and ensure diverse public input throughout the outreach process.

Table 1 – Canvassing Engagement Opportunities

Engagement Opportunity	Date	Event Characteristics
COMMUNITY EVENT		
Cesar Chavez Breakfast	March 30	Anticipated Mexican audience Mexican Heritage Center, 111 S. Sutter St.
Cambodian New Year	April 11 to 13	Anticipated Cambodian audience
Asparagus Fest	April 11 to 13	San Joaquin County Fairgrounds 1658 S. Airport Way
Earth Day	April 27	211 Dorris Place
Cinco de Mayo Festival	May 2 to 4	Anticipated Latino audience El Concilio, 445 N. San Joaquin St.
San Joaquin County Fair	May 30 to June 1	San Joaquin County Fairgrounds 1658 S. Airport Way
4 th of July Parade	July 4	
Stockton-con	July 12 to 14	
Stockton Black Family Day	September 20	Anticipated African-American audience
Stockton Pride	October 5	Anticipated LGBTQIA2s+ audience 937 N. Yosemite St.
The Golden Villa Farmers' Market	Recurring weekly, Saturdays 5:30 AM to 9:30 AM	255 S. Sutter St. Accepts EBT and WIC vouchers
Stockton Flea Market	Recurring weekly, every Saturday and Sunday	2542 El Dorado St.
Weberstown Mall Sunday Farmers' Market	Recurring weekly, Thursdays (May to November) and Sundays (year-round) 8 AM to 1 PM	Corner of Yokuts and Pacific. 4950 Pacific Ave Accepts EBT and WIC vouchers
SUPPLEMENTAL VENUES OR PUBLIC SPACES		
Robert J Cabral Station	949 Channel St.	
Downtown Transit Center	417 E. Weber Ave.	
San Joaquin Street Amtrak Station	735 S. San Joaquin St.	
River of Life New Creation Church	Foods Distribution Center 136 Chung Wah Ln.	
JSM Sutter St. Missions Church	Food Distribution Center 438 S. Sutter St.	
Gospel Center Rescue	Food Distribution Center	

Mission	445 S. San Joaquin St.
Salvation Army	Food Distribution Center 1305 E Weber
Spanos Elementary School	536. S. California St.
Stockton Collegiate International School	400 E. Main St.
The Well Stockton	1200 N. Center St. Associated with Restore Stockton
Ballet Folklorico Raices Mexicanas Nonprofit	230 E. Fremont St
Yaqui Lopez’s Fat City Boxing Club	835 E. Miner Ave.
San Joaquin County WIC Program	620 N. Aurora St.
Constitution Park	1101 E Lindsay St.
Fremont Square	302 E Fremont St.
Dr. Martin Luther King Jr. Plaza	2 E. Oak St.
Edna Gleason Park	E. Sonora St.

Proposed Activity Timeline

A three-phased outreach approach will be organized as follows:

1. Phase I: Assess Existing Conditions, Challenges, and Needs (Winter – Spring 2025)
2. Phase II: Identify Mobility and Land Use Opportunities, and Improvement Strategies (Spring – Summer 2025)
3. Phase III: Solicit Feedback on Draft Alternatives, Policies, and Strategies (Summer 2025 – Winter 2026)

The consultant team, led by Mark Thomas with support from both Placeworks and Port City, will conduct various community engagement activities. Refinements to engagement efforts may occur based on discussions with the City, San Joaquin Regional Rail Commission, San Joaquin Council of Governments, San Joaquin Regional Transit District, and the Stakeholder Working Group. All public engagement activities will be completed by February 2026:

- Stakeholder Working Group Meetings (assume six meetings)
- Site Walk (assume one event)
- Stakeholder Focus Meetings (assume three meetings)
- Canvassing/Tabling at established community events/festivals/social support facilities (assume attendance at six events)



- Project surveys (assume three online surveys, with hard copy versions available in English and Spanish as needed)
- Transit Customer Experience Study Survey
- Public workshops (assume three in-person workshops)
- Summary Report final presentations (assume 4 virtual or in-person)
- Collateral material: Fact sheet and workshop flyers

Phase 1: March 2025 to April 2025

March 2025

March 7, 2025: Project Survey #1

Mark Thomas will develop and distribute an online and hardcopy survey #1 to gather public input during the existing conditions phase. We will gather feedback on community challenges and concerns involving either land use development or mobility, as well as travel behavior within the project area. The first survey will consider a focus on safety issues, trip generators, transit needs, difficult spot locations, and access to schools, among other factors. Survey #1 is anticipated to collect responses for a minimum of three weeks, and should be launched by March 7, 2025. Spanish language translation of surveys will be provided by Mark Thomas staff.

- Promotional support requested of City Communications Team.

March 11, 2025: Stakeholder Working Group Meeting #1 (1 of 6)

Mark Thomas will organize and host up to six (6) stakeholder meetings, throughout the three engagement phases, with community leaders and/or representatives from diverse organizations to help guide the development of the project. The first Stakeholder meeting will occur in-person given the range of disciplines of participants and to introduce the project team to the stakeholders. The remaining meetings will be held online to promote accessible attendance and allow for screenshare opportunity. Meeting #1 will cover project introductions, vision setting, goals & objectives, and the public engagement plan.

March 12, 2025: Site Walk

Mark Thomas will organize and host a site walk event to collect specific community input during the existing conditions phase. Site walk invitees would include members from the SWG, City departments, and consultant team. The project team may also solicit interest in attending the site walk event from elected City Council members and appointed commissioners at the City, if deemed appropriate by City staff. The event will begin at a gathering place for a brief project overview and instructions for conducting the audit. The site walk will focus on key project sites, including the Downtown Transit Center, Cabral Station, and San Joaquin Street Station at a minimum. Materials displayed or distributed at the site walk may include fact sheets, flyers, hardcopy surveys, maps, etc. Spanish language translation of promotional & event materials, and real-time translation will be provided by Mark Thomas staff, as needed.

- Promotion support requested of City Communications Team.

March 20, 2025: Open House (Public Workshop #1 of 3)

Mark Thomas will coordinate with the City and the SWG to host up to three (3) interactive workshops to gather public input at each of the three outreach phases. The workshops will feature project updates, milestones, and opportunities for residents, businesses, and property owners, to converse with the project team and agency staff to inform the development of the Plan. Each workshop will take place in person unless the City requests otherwise. Workshop #1, publicized as the project Open House, will focus on presenting existing conditions, issues, and opportunities. The workshop may include a combination of a formal presentation, a Question and Answer session, and interactive exhibit stations or breakout table exercises. Spanish language translation of promotional & workshop materials, and real-time translation can be provided by Mark Thomas staff. Mark Thomas will draft a meeting agenda, sign-in sheet, and minutes, and then provide the City with a summary of feedback gathered along with

identified action items and recommended strategies to inform the project.

The complementing survey #1 will be distributed and promoted during workshop #1. A workshop flyer may be distributed at canvassing events, posted on the City website, distributed to partner agencies, and key community locations to increase attendance and encourage participation. Mark Thomas can coordinate with City staff for light refreshments, childcare, and giveaway materials, if desired.

- Promotion support requested of City Communications Team.

April 21 – 25, 2025: Stakeholder Focus Meeting #1 (1 of 3)

Mark Thomas will organize and host up to three (3) focus meetings with key stakeholders during the first two phases of outreach to identify creative and strategic solutions. Focus Meetings will focus on better understanding individual stakeholder concerns and initiate constructive dialogue to navigate crucial conversations in a more personalized and comforting space. Stakeholders can include RTD, Stockton Police, Stockton Fire, California Highway Patrol, Stockton Unified School District, Stockton Chamber of Commerce, local business, property owners, developers, resident, community groups, or other members of the SWG.

March 2 – April 30, 2025: Canvassing Events #1 & #2 (2 of 6)

Mark Thomas will attend up to six (6) community events to canvass community members to support the public workshops and project surveys and build community awareness of the project. Community members engaged during canvassing events can identify the mobility or safety concerns related to travel within the project area, and challenges involving the local land use context and existing development patterns. Mark Thomas will work with the City and SWG to prioritize events and key activity centers that engage underserved community members and well-attended community events.

- Promotion support requested of City Communications Team.

Phase 2: May 2025 to August 2025

May 2025

May 5 – 9, 2025: Stakeholder Working Group Meeting #2 (2 of 6)

Mark Thomas will organize and host up to six (6) stakeholder meetings, throughout the three engagement phases, with community leaders and/or representatives from diverse organizations to help guide the development of the project. The second Stakeholder meeting will occur online to promote accessible attendance and allow for screenshare opportunity. Meeting #2 will facilitate a dialogue with attendees to collect stakeholder input on existing conditions, issues, and challenges.

May 12– May 16, 2025: Stakeholder Focus Meeting #2 (2 of 3)

Mark Thomas will organize and host up to three (3) focus meetings with key stakeholders during the first two phases of outreach to identify creative and strategic solutions. Focus Meetings will focus on better understanding individual stakeholder concerns and initiate constructive dialogue to navigate crucial conversations in a more personalized and comforting space. Stakeholders can include RTD, Stockton Police, Stockton Fire, California Highway Patrol, Stockton Unified School District, Stockton Chamber of Commerce, local business, property owners, developers, resident, community groups, or other members of the SWG.

June 2025

June 2 – 6, 2025: Stakeholder Focus Meeting #3 (3 of 3)

Mark Thomas will organize and host up to three (3) focus meetings with key stakeholders during the first two phases of outreach to identify creative and strategic solutions. Focus Meetings will focus on better understanding individual stakeholder concerns and initiate constructive dialogue to navigate crucial conversations in a more personalized and comforting space. Stakeholders can include RTD, Stockton Police, Stockton Fire, California Highway Patrol, Stockton Unified School District, Stockton Chamber of Commerce, local business, property owners, developers, resident, community groups, or other members of the SWG.

June 16 – 20, 2025: Stakeholder Working Group Meeting #3 (3 of 6)

Mark Thomas will organize and host up to six (6) stakeholder meetings, throughout the three engagement phases, with community leaders and/or representatives from diverse organizations to help guide the development of the project. The third Stakeholder meeting will occur online to promote accessible attendance and allow for screenshare opportunity. Meeting #3 will review potential strategies and solutions.

June 16 – 20, 2025: Project Survey #2

Mark Thomas will develop and distribute an online and hardcopy survey #2 to gather public input on improvement strategies. We will gather feedback on potential solutions to address the community challenges and concerns identified by the first project survey. This may include feedback on comfort and amenity suggestions, potential development patterns, transit access strategies, and safety strategies. Survey #2 is anticipated to collect responses for a minimum of three weeks and should be launched by June 21, 2025. Spanish language translation of surveys will be provided by Mark Thomas staff.

- Promotion support requested of City Communications Team.

June 23 – 27, 2025: Public Workshop #2 (2 of 3)

Mark Thomas will coordinate with the City and the SWG to host up to three (3) interactive workshops to gather public input at each of the three outreach phases. The workshops will feature project updates, milestones, and opportunities for residents, businesses, and property owners, to converse with the project team and agency staff to inform the development of the Plan. Each workshop will take place in person unless the City requests otherwise. Workshop #2 will focus on facilitating discussion around potential strategies and improvement concepts. The workshop may include a combination of a formal presentation, a Question and Answer session, and interactive exhibit stations or breakout table exercises. Spanish language translation of promotional & workshop materials, and real-time translation can be provided by Mark Thomas staff. Mark Thomas will draft a meeting agenda, sign-in sheet, and minutes, and then provide the City with a summary of feedback gathered along with identified action items and recommended strategies to inform the project.

The complementing survey #2 will be distributed and promoted during workshop #2. A workshop flyer may be distributed at canvassing events, posted on the City website, distributed to partner agencies, and key community locations to increase attendance and encourage participation. Mark Thomas can coordinate with City staff for light refreshments, childcare, and giveaway materials, if desired.

- Promotion support requested of City Communications Team.

July 2025

June 16 – July 31, 2025: Canvassing Event #3 and #4 (4 of 6)

Mark Thomas will attend up to six (6) community events to canvass community members to support the public workshops and project surveys and build community awareness of the project. Community members engaged during canvassing events can identify the mobility or safety concerns related to travel within the project area, and challenges involving the local land use context and existing development patterns. Mark Thomas will work with the City and SWG to prioritize events and key activity centers that engage underserved community members and well-attended community events.

- Promotion support requested of City Communications Team.

August 2025

August 4 – 8, 2025: Stakeholder Working Group Meeting #4 (4 of 6)

Mark Thomas will organize and host up to six (6) stakeholder meetings, throughout the three engagement phases, with community leaders and/or representatives from diverse organizations to help guide the development of the project. The fourth Stakeholder meeting will occur online to promote accessible attendance and allow for screenshare opportunity. Meeting #4 will review present Draft Multimodal Toolbox Strategies, Policies, and Draft Alternatives.

Phase 3: September 2025 to February 2026

September 2025

September 22 – November 30, 2025: Canvassing Event #5 and #6 (6 of 6)

Mark Thomas will attend up to six (6) community events to canvass community members to support the public workshops and project surveys and build community awareness of the project. Community members engaged during canvassing events can identify the mobility or safety concerns related to travel within the project area, and challenges involving the local land use context and existing development patterns. Mark Thomas will work with the City and SWG to prioritize events and key activity centers that engage underserved community members and well-attended community events.

- Promotion support requested of City Communications Team.

September 29 – October 3, 2025: Project Survey #3

Mark Thomas will develop and distribute an online and hardcopy survey #3 to gather public input during the Draft Alternatives Analysis phase. We will gather feedback on the Draft Alternatives, and specifically the identified policies, strategies, and improvements. The intent of this survey is to complement the third public workshop by developing a survey that can serve as an alternative to gather information from community members unable to attend the workshop but can also be promoted at the workshop to increase input. Survey #3 is anticipated to collect responses for a minimum of three weeks and should be launched by October 4, 2025. Spanish language translation of surveys will be provided by Mark Thomas staff.

- Promotion support requested of City Communications Team.

October 2025

October 6 – 10, 2025: Public Workshop #3 (3 of 3)

Mark Thomas will coordinate with the City and the SWG to host up to three (3) interactive workshops to gather public input at each of the three outreach phases. The workshops will feature project updates, milestones, and opportunities for residents, businesses, and property owners, to converse with the project team and agency staff to inform the development of the Plan. Each workshop will take place in person unless the City requests otherwise. Workshop #3 will focus on reviewing and gathering feedback on the Draft Alternatives and proposed policies, strategies, and improvements. The workshop may include a combination of a formal presentation, a Question and Answer session, and interactive exhibit stations or breakout table exercises. Spanish language translation of promotional & workshop materials, and real-time translation can be provided by Mark Thomas staff. Mark Thomas will draft a meeting agenda, sign-in sheet, and minutes, and then provide the City with a summary of feedback gathered along with identified action items and recommended strategies to inform the project. The complementing survey #3 will be distributed and promoted during workshop #3. A workshop flyer may be distributed at canvassing events, posted on the City website, distributed to partner agencies, and key community locations to increase attendance and encourage participation. Mark Thomas can coordinate with City staff for light refreshments, childcare, and giveaway materials, if desired.

- Promotion support requested of City Communications Team.

October 13 – 17, 2025: Stakeholder Working Group Meeting #5 (5 of 6)

Mark Thomas will organize and host up to six (6) stakeholder meetings, throughout the three engagement phases, with community leaders and/or representatives from diverse organizations to help guide the development of the project. The fifth Stakeholder meeting will occur online to promote

accessible attendance and allow for screenshare opportunity. Meeting #5 will review refined Toolbox Strategies and Draft Implementation.

November 2025

November 1 – November 30, 2025: Transit Customer Experience Survey

Mark Thomas will facilitate a Transit Customer Experience Survey to collect feedback on the alternative scenarios developed under Task 5 – Alternatives Analysis. We will collect input from existing transit customers to inform the transit strategies under the Draft Alternatives and the identification of the Recommended Final Project Alternative. Mark Thomas will work with the City, RTD, and SJRRC to evaluate how projected transit improvements, transit services, and improved multimodal connectivity between the DTC, Cabral Station, and San Joaquin Street Station can best be optimized to address travel needs and satisfaction. The survey will be dispersed online and at canvassing events at transit stations. The feedback gathered from engaging existing transit customers would inform the refinement of transit strategies under the Draft Alternatives and the identification of the Recommended Final Project Alternative.

- Promotion support requested of City Communications Team.

December 2025

December 1 – 15, 2025: Stakeholder Working Group Meeting #6 (6 of 6)

Mark Thomas will organize and host up to six (6) stakeholder meetings, throughout the three engagement phases, with community leaders and/or representatives from diverse organizations to help guide the development of the project. The sixth stakeholder meeting will occur online to promote accessible attendance and allow for screenshare opportunity. Meeting #6 will present Draft Implementation Plan and Project Report.

December 2025 – February 2026

December 1, 2025 – February 27, 2026: Summary Report Presentation to Public Agencies Meeting (4 of 4)

Mark Thomas will present the final presentation report to up to four (4) public agencies governing body meetings. Agencies include the City of Stockton, RTD Board of Directors, SJRRC Board of Directors, and SJCOG Board of Directors. Mark Thomas will prepare PowerPoint presentation slides, agenda, and staff report language to present the project summary report.



Figure 1 Proposed activities and timelines schedule

MOVE DOWNTOWN - ENGAGEMENT ACTIVITIES SCHEDULE																					
ACTIVITY	2024		2025																	2026	
	12	1	2/2-3/1	3/2-3/29	3/30-4/26	4/27-5/31	6/1-7/5	7/29-8/2	8/3-8/30	9/7-10/4	10/5-10/25	11	12	1	2						
	DECEMBER	JANUARY	Feb 2 - Feb 8 Feb 9 - Feb 15 Feb 16 - Feb 22 Feb 23 - Mar 1	Mar 2 - Mar 8 Mar 9 - Mar 15 Mar 16 - Mar 22 Mar 23 - Mar 29	Mar 30 - Apr 5 Apr 6 - Apr 12 Apr 13 - Apr 19 Apr 20 - Apr 26	Apr 27 - May 3 May 4 - May 10 May 11 - May 17 May 18 - May 24 May 25 - May 31	Jun 1 - Jun 7 Jun 8 - Jun 14 Jun 15 - Jun 21 Jun 22 - Jun 28	Jun 29 - Jul 5 Jul 6 - Jul 12 Jul 13 - Jul 19 Jul 20 - Jul 26 Jul 27 - Aug 2	Aug 3 - Aug 9 Aug 10 - Aug 16 Aug 17 - Aug 23 Aug 24 - Aug 30	Aug 31 - Sep 6 Sep 7 - Sep 13 Sep 14 - Sep 20 Sep 21 - Sep 27	Sep 28 - Oct 4 Oct 5 - Oct 11 Oct 12 - Oct 18 Oct 19 - Oct 25	NOVEMBER	DECEMBER	JANUARY	FEBRUARY						
Public Engagement Plan																					
Site Walk																					
Stakeholder Working Group Meetings				1		2	3	4			5	6									
Stakeholder Focus Meetings					1	2	3														
Canvassing Events																					
Project Surveys				1				2							3						
Public Workshops					1			2							3						
Customer Experience Study																					
Engagement Summary Technical Memorandum																					
Summary Report Final Presentations																					

Roles and responsibilities by Consultant Team and City Staff

Mark Thomas will coordinate with the City to fulfill the following designated roles and responsibilities.

Table 2 – Proposed Action Items and Responsible Parties

Task	Responsible Party	Action Item
Public Workshops	City/Mark Thomas	Confirm meeting dates and locations Secure locations/facilities
	Mark Thomas	Draft meeting materials
	City	Review and approve meeting materials
	Mark Thomas	Facilitate up to three (3) Workshops
	Mark Thomas	Prepare meeting minutes
Site Walk	Mark Thomas	Draft Site Walk materials
	City	Review and approve draft Site Walk materials
	City	Confirm locations including presentation location/facility
	City/Mark Thomas	Facilitate 1 Site Walk
	Mark Thomas	Prepare Site Walk summary memorandum
Canvassing/Tabling Events	City	Confirm outreach events and facilitate tabling/booth reservations, as needed
	Mark Thomas	Prepare outreach materials
	City	Review and approve outreach materials
	Mark Thomas	Provide two staff at up to six (6) tabling events
	Mark Thomas	Provide Community Event summary memorandum
Online Surveys	Mark Thomas	Draft online surveys
	City	Review and approve project surveys
	City/Mark Thomas	Distribute surveys across online platforms (i.e. City website, social media, emails)
	Mark Thomas	Analyze survey results and provide summary memorandum
Stakeholder Working Group Meetings	Mark Thomas	Provide draft Stakeholder invitee list Draft emails for each Stakeholder Meeting Invite
	City	Review proposed list of Stakeholders Forward emails for each meeting invite, as needed
	Mark Thomas	Prepare draft meeting agendas and materials
	City	Review meeting agendas and materials
	Mark Thomas	Facilitate meetings and provide meeting minutes and action items
Stakeholder Focus Meetings	Mark Thomas	Provide a list of potential Stakeholders Draft emails for each Stakeholder Meeting Invite
	City	Review and approve proposed list of Stakeholders Forward emails for each meeting invite, as needed
	Mark Thomas	Prepare draft meeting agendas and materials
	City	Review meeting agendas and materials
	Mark Thomas	Facilitate meetings and provide meeting minutes and action items



Task	Responsible Party	Action Item
Summary Report Final Presentations	City	Identify and confirm dates for meetings
	Mark Thomas	Prepare presentation slides and any supporting meeting materials (i.e. Staff Report)
	City	Review and approve presentation slides and supporting meeting materials (i.e. Staff Report)
	City/Mark Thomas	Present at up to four (4) agency meetings (virtual or in-person)
	Mark Thomas	Provide summary of feedback and actions following each meeting

Please contact me with any questions – Sam Sharvini.