



Client Case Study

Public Outreach

Napa County Transportation and Planning Agency

Client Profile: Napa County Transportation and Planning Agency (NCTPA) is a government agency overseeing and managing transportation planning for Napa County.

Problem: NCTPA received a grant to update Napa County's Strategic Transportation Plan for the first time in 10 years. To be effective, it was important that the plan reflect the wishes and input of the entire community, not just political leaders and special interest groups. NewLevel Group was asked to generate public awareness about the planning process, engage individuals and groups representing all segments in the process, and ensure that the public input generated sufficient data to update the plan.

Solution: NewLevel Group designed a comprehensive public outreach campaign that involved a) developing an advisory committee of community leaders from throughout the county; b) marketing and public relations outreach to county media including newspaper editorial boards; and c) facilitating county wide public meetings for education and comment from community members.

Results: NCTPA delivered presentations and received feedback on transportation needs to over 75 community groups. Each newspaper in the county featured editorials and/or news stories about the plan, encouraging public involvement. Each public meeting was well attended, with animated comment and discussion. By the end of the public outreach, it was clear that the communities in the county were aware of the plan, expressed their concerns and recommendations, and appreciated the invitation to participate. The volume of public comment received was more than enough for NCTPA leaders to draft recommendations for the update of the Strategic Transportation Plan.

What the Client Said: "NewLevel Group was instrumental in helping us publicize the plan, get people involved, and ensure that the process was positive and open. The amount of public participation in the plan exceeded our expectations."

