



COMMUNITY MEMBERS, PUBLIC
AGENCIES AND GOODS MOVEMENT
REPRESENTATIVES MUST WORK TOGETHER
IN A WAY THAT BUILDS COMMON UNDER-
STANDING, TRUST AND AGREEMENT ON
DESIRED OUTCOMES.

how to get involved

GOODS MOVEMENT IS GETTING MORE AND more attention. This toolkit gives an idea of some of the phrases—or keywords—that are used to describe goods movement issues and projects. Now that you have an idea of these keywords and possible strategies to address impacts, how do you get started? Where can you go for more information? Who can help in your efforts to take action? Following are potential first steps to consider.

Monitor agendas and news items and attend meetings

Most communities have a Planning Commission, Public Works Commission and/or Traffic/Transportation Commission that advises the city or county and elected officials on decisions about community development including land use, transportation and community design. Agendas are posted on city/county websites. Newspapers (especially local community papers) report on upcoming issues and meetings. By attending meetings when related issues come up you can become familiar with others (elected officials, staff, freight-related industries and operators and interest groups) who are involved in goods movement. You can also contact community and homeowner associations, attend their meetings, ask questions and find sources of support for addressing local impacts.



Contact local planning, transportation and other resource agencies

As described in Chapter 1 of this toolkit, local planning and transportation or public works departments deal most directly with goods movement. Staff members can provide much information on the history of and potential future efforts related to the impacts in question. They can let you know when General Plan updates are scheduled and how specific concerns or issues are being addressed through the planning process. Other resource agencies such as councils of governments, transportation commissions, and regional transportation planning agencies work closely with local agencies on specific projects and have additional information. The quickest way to access this information is on their websites, but a call to the agency asking to speak to the department dealing with freight or goods movement issues is another way to find useful information and contacts.

Contact your local elected official (councilmember or supervisor)

Local elected officials and their staffs (a councilmember in an incorporated city, or a supervisor in an unincorporated area) are particularly important in keeping current and making sure the community is informed about goods movement-related programs and actions. They direct their planning and transportation departments and request support from other resource agencies to find solutions to community issues. In addition to directly contacting a local elected official's office, you may attend their regularly scheduled meetings to speak during public comment periods and meet others who are involved in resolving goods movement-related issues in the community.



How can everyone work together?

Creating the right solutions to address impacts is not always simple or easy. One solution could be very helpful for a goods movement representative, but may not meet the needs of a local community that experiences impacts. Likewise, a local community may decide that there is only one solution they will accept, but is impossible for a goods movement representative to include in their operations, or is not enforceable by a public agency. How can everyone work together to create meaningful, realistic solutions that keep goods moving and reduce or eliminate impacts on communities?

There is no universal approach, but there are guiding principles to consider when taking action. In general, community members, public agencies, and goods movement representatives must work together in a way that builds

common understanding, trust, and agreement on desired outcomes. Here are guiding principles to consider:

- **Bring everyone together:** Invite everyone to the table including goods movement representatives, residents, businesses, local agencies, and any others with a stake in the impacts.
- **Create a clear, open process** for understanding the impacts and developing potential solutions.
- **Establish ground rules** to support an atmosphere of mutual respect and productive discussion.
- **Identify roles:** Ensure that everyone understands how their participation is part of the process, and how decision-making occurs.
- Keep clear records of communications and discussions.
- **Make the process accessible to everyone:** Hold open public meetings at times and locations for the greatest number of people. Post communications and discussion records at local information sources such as public buildings and on websites. Let others contribute ideas and comments in ways other than attending and speaking at meetings.

