

Appendix J: Eugene Transportation System Plan: Public Involvement Plan

Eugene Transportation System Plan: Public Involvement Plan

PREPARED FOR: Eugene Transportation System Plan Project Management Team

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This memo describes the proposed public involvement plan for phase 1 and 2, to support development and adoption of the Eugene Transportation System Plan (TSP). Implementation of the plan will require the support of the City of Eugene, the Oregon Department of Transportation (ODOT), Department of Land Conservation and Development (DLCD), and the Lane Council of Governments (LCOG); as well as coordination with the projects listed above. Effective documentation of public input will make it easier for the project team to incorporate community ideas and concerns, and for community members to make a connection between their input and decisions.

Goals of the Public Involvement Plan

The project is committed to an approach that is consistent with the Oregon Statewide Planning Goal 1 (Citizen Participation). The Eugene TSP public involvement approach:

- Provides early and ongoing opportunities for stakeholders to raise issues and concerns that can be considered through equitable and constructive two-way communication between the project team and the public.
- Provides complete and timely information to the public about ways to comment and help develop the TSP.
- Proactively informs and encourages the participation of all stakeholders regardless of race, ethnicity, age, disability, income, or primary language.
- Builds widespread community understanding of findings and decisions.

This document covers two components of the public involvement structure, the project teams' decision process and structure, which will remain the same for the entire project lifespan, and the public involvement process and tools, which will change during the next phase of project work.

Decision Process and Structure

This portion of the memo identifies the decision milestone, process, and decision-making structure. This information will not change over the life of the project.

A key element of the approach is a structured decision process, clear decision milestones and well-defined roles and responsibilities. Thorough and thoughtful consideration of issues at each decision point by all of the project stakeholder groups helps to ensure quality decisions that will not have to be revisited later in the project because something of significance has been omitted or improperly addressed. The clear identification of decision points creates an expectation in stakeholder groups for meeting the deadlines and staying on schedule as a way to avoid additional meetings.

Defining the decision structure – groups that will be involved and how they will participate – provides a “level playing field” for all stakeholders and answers questions typically asked by stakeholders:

- Who will make the decisions?
- How can I influence the decisions?
- When will I have an opportunity to participate?
- Who will consider my input?

Proposed Decision-Making Structure

The proposed decision-making structure for the Eugene TSP is shown on Figure 1. The composition, roles, and responsibilities of each group are described below.

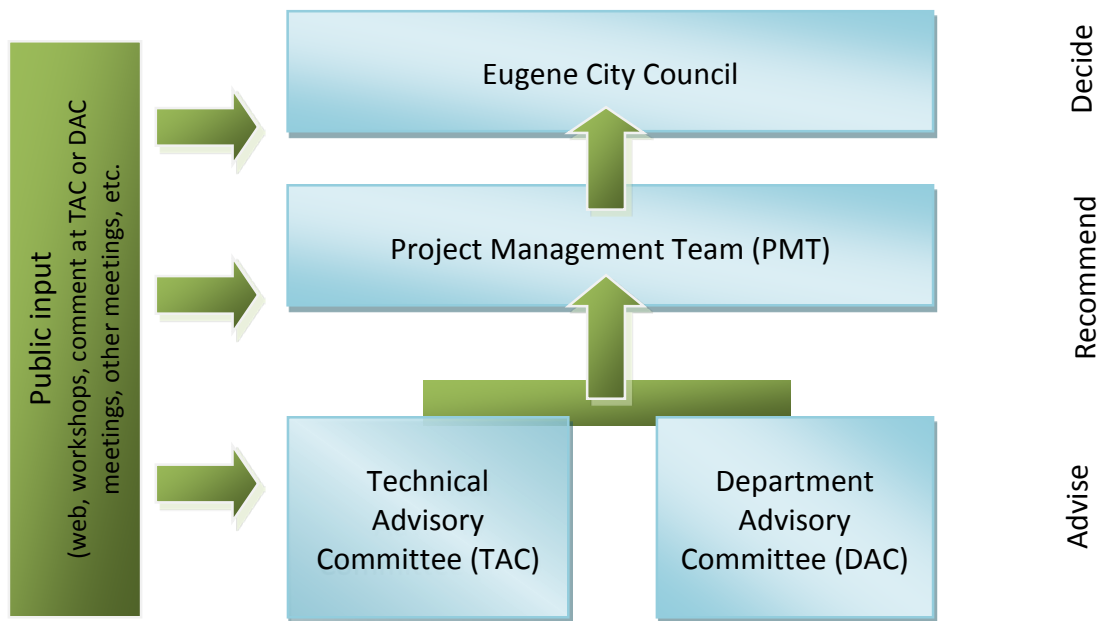


FIGURE1
Decision-Making Structure

Eugene City Council

The Eugene City Council will ultimately adopt the completed TSP. This will then be followed by Lane County co-adoption and acknowledgement by DLCD.

Technical Advisory Committee

The Technical Advisory Committee (TAC) is expected to include representatives from the City of Eugene, ODOT, Lane Transit District, Lane County, and the Eugene/Springfield School District, among others. The City of Eugene will be responsible for compiling the TAC roster. Responsibilities of the TAC include:

- Provide technical feedback at key milestones, by reviewing and commenting on the key deliverables.
- Represent the interests of their agencies or jurisdictions in group deliberations.
- Communicate project progress to their fellow elected or appointed officials, and to their constituents.
- Provide input to the PMT on technical issues related to the planning efforts.

Department Advisory Committee

The Department Advisory Committee (DAC) will provide a balanced representation of stakeholder interests, affected communities, and geographic areas as well as a communication link with those interests and communities. Members will include leaders of neighborhoods affected by the project, agency staff representatives, representatives of local and regional business groups and advocates for key interests, including different modes, environmental representatives and civic groups. The City of Eugene will be responsible for creating the DAC roster. Responsibilities of DAC members include:

- Represent their constituents' perspectives during group deliberations.
- Communicate project progress with their constituents.
- Review and comment on the key deliverables (provide input to the PMT on policy issues).
- Support the public involvement process.

Project Management Team

The Project Management Team (PMT) will be comprised of the ODOT Project Manager, the City of Eugene Project Manager, the LCOG Project Manager, and the consultant project manager, with participation from other key staff resources as needed. The PMT's responsibilities include:

- Management of project scope, schedule, and budget at a day-to-day level.
- Direction, production, and quality assurance of technical and public/agency involvement work.

- Assurance of an open, transparent process that incorporates full consideration of public input.
- Develop recommendations to the City Council.

Proposed Decision Process

The decision process for the Eugene TSP will be organized into the following decision points as described below:

- Prepare Goals and Objectives
- Develop Performance Measures and Policies
- Identify Existing and Future Need
- Identify Alternatives
- Evaluate Alternatives
- Prepare Recommendations
- Prepare and Adopt Plan

Prepare Goals and Objectives

The consultant team will work with the PMT, the TAC, the DAC, and the community to develop goals and objectives for the TSP effort. These will include what the TSP is intended to address, and how it will be addressed. Goals and objectives will serve as the basis for the performance measures and will be used to evaluate alternatives.

Develop Performance Measures and Policies

This next decision step creates supporting policies, based on goals and objectives, which serve as the basis of the TSP. It also develops performance measures to assist in evaluating and identifying alternatives. This will build from the goals and objectives and add qualitative and quantitative performance measures for gauging the effectiveness of alternatives – how well they solve the identified problems and how well they perform against the broad range of stakeholder values. The measures will be reviewed by the TAC and DAC, and discussed at a public workshop.

Identify Existing and Future Need

This decision point will ask for agreement on the description of existing and future deficiencies to be addressed by the TSP, with input from the public. The TAC and DAC will also review this statement of need. This phase will also rely on the evaluation of existing and future conditions.

Identify Alternatives

The PMT, DAC, and TAC will discuss ways to address needs through projects and programs, preferably in a workshop setting. At this point, all concepts -- alternatives or solutions that could potentially solve the identified problem -- are considered. The aim is to ensure stakeholders have been consulted and all of their ideas get put "on the table."

Evaluate Alternatives

Alternatives will be reviewed in detail against the objectives and performance measures. Finally, alternatives for further study will be selected and refined. The narrowing of alternatives would reflect input gathered at a public workshop and from the TAC and DAC.

The remainder of the project decision points would be in future phases 3 and 4 of the project, for which another Public Involvement Plan would be prepared.

Proposed Schedule

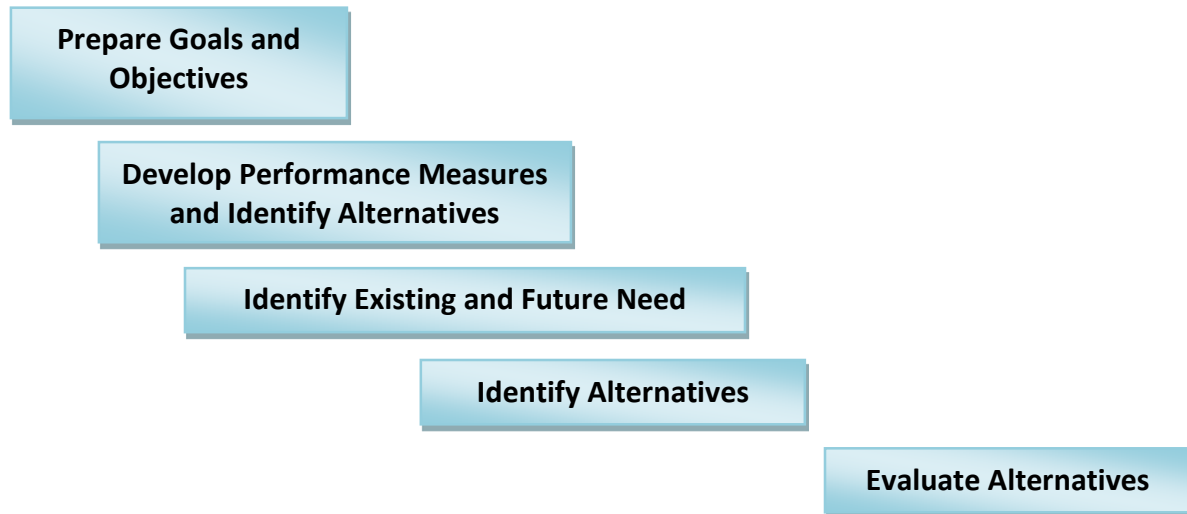


FIGURE2
Proposed Schedule

Public Involvement Process and Tools

This portion of the memo identifies key public involvement activities that will be conducted during the project by the consultant team or agency staff members. This information will be updated during phase 3 of work for the project, to reflect current levels of effort by the project team.

Public outreach prior to each of the project decision points will be used to provide the public with meaningful opportunities to affect project outcomes. Community members will be provided an opportunity to comment on issues at hand. Effective documentation of public input will make it easy for community members to make a connection between their input and decisions.

Public input will be actively considered by the DAC and TAC in making recommendations at each decision point. The public also will have opportunities to provide input to decision-makers throughout the project. Documentation of the public involvement process will be provided in a technical report, including discussion of ways public input influenced the project outcome.

Stakeholders

Stakeholders in the process include local governments, transportation stakeholders, neighborhood and business stakeholders, media, advocacy groups, and Eugene and Lane County residents.

Table 1
Stakeholder Categories and Organizations

Stakeholder category	Examples
Local Governments	Lane Transit District, Lane Council of Governments, City of Eugene, City of Springfield, Lane County
Transportation stakeholders	Oregon Trucking Association, Bicycle Transportation Alliance
Media	Register Guard, local TV and radio stations, Oregon Daily Emerald (University of Oregon paper), Eugene Weekly
Advocacy Groups	Eugene Chamber of Commerce, Friends of Eugene, Friends of Delta Ponds, Sustainability Commission
Residents	Neighborhood associations, Eugene School District

Environmental Justice Outreach and Compliance

Regardless of concentration, members of all of these groups will be invited to participate in the planning process and accommodations will be made (e.g., translation services and transportation) to encourage their participation. As the project progresses, more information about area demographics will be available and will shape the outreach to these communities. Translation services and other special accommodations, such as provisions for the sight or hearing impaired, will be provided at all meetings upon request.

Public Information

The project does not assume any printed mailers (postcards) to be sent via the consultant team, but will rely on press releases and electronic notifications to inform the public about the project and answer common questions. Press releases will be posted on the ODOT Region 2, City of Eugene, and other web pages as appropriate. Press releases will also be transmitted to area news outlets, as suggested in the stakeholder list. A standard template will be used for the Plan to help keep all messaging consistent. Press releases will be published in advance of public events. A project logo will be designed and will be used on all project public information to create a unified “brand” for the project.

A contact list of interested parties will be developed by the City, including USPS mailing and email address for distribution of mailers and announcements. This list will not be publically distributed. The project will also rely on the DAC and TAC members to announce upcoming meetings to their constituents and distribution mailing lists.

Task	Responsibility	Schedule	Review
Press releases	City will distribute	Before public events	ODOT/CH2M
Advertisements	City will distribute	Before public events	ODOT/CH2M
Post Press Release to websites	City, ODOT, LCOG	Before public events	

Media Outreach and Advertising

The City will write and distribute press releases to all local media outlets (suggested in the stakeholder list). Media will be invited to attend all major public meetings in the hope that the media outlets will advertise the events, both before and after they occur.

Stakeholder Interviews

The City will identify a list of stakeholders that will be interviewed in the early phases of the planning process. These stakeholders could include those listed in the above table, or others as necessary. A summary will be produced to capture the overall perspectives of these stakeholders to share with the DAC and TAC, in addition to posting to the project website.

Project Website

A project web page will be developed to give the public a convenient way to stay informed about the project's progress and meeting schedule. The web page will be hosted and maintained by the consultant, in conjunction with the other TSP projects that are taking place at this time. This will help create a cohesive look for the area, while also providing a local look at transportation issues in Eugene. The site will include text, graphics, and links to PDF graphics and reports. The web page will include the following information:

- Project overview
- Project schedule
- Past and upcoming meetings
- Materials from open houses including displays and summaries
- Project deliverables (maps, evaluation criteria, alternatives, recommendations)

The project team will also post an online questionnaire/survey following each of the public workshops, to provide community members with an opportunity to provide input outside of the meetings. These will be developed and administered by the City, but imbedded into the project website.

The project website will be updated periodically by the consultant team to keep current information available for the public. Additionally, any opportunity to coordinate with existing web-based processes (such as Facebook) will be made.

Public Workshops

Three public workshops will be held for the TSP. The general goals for the events will be to inform the public and interested stakeholders about the plan's process. Specifically the first event will discuss the project goals, objectives, expected growth and needs. The second event will allow the public to review and comment on the preliminary concepts, while the third event will allow the public to review and comment on the refined concepts.

These events can be held in many venues; in place of a traditional open house (such as the City Library or City Hall). The project team may alternatively decide to host a booth at the farmers' market where people can learn about the project and provide input or have a station at other local events that residents/businesses will already be attended. If possible, either format should coordinate with the other TSP projects that are occurring in the area, to attract a larger public representation.

Task	Lead	Schedule
Produce an Open House Plan	CH2M HILL	To be determined
Schedule dates and locations of open houses	City of Eugene	To be determined
Design and produce displays, comment form, and other materials	CH2M HILL	To the City one week before the event for review
Summary of event and comments gathered	CH2M HILL	Within one week of event

Project Briefings

The Consultant Project Manager will participate in up to three rounds of briefings with local decision-makers to share information and invite participation. In addition, the PMT may wish to meet with neighborhood and community interest groups, and/or provide press releases to neighborhood and interest groups before key public meetings for their use in newsletters and email newsletters. Neighborhood and interest groups are important way to reach out to community members and encourage participation in project events.

Other Outreach Activities

In addition to the above, the City will conduct additional public outreach opportunities as necessary. These activities are expected to include the following, but could include other items as the plan progresses:

- Provide handouts/material about the plan to other events conducted by the City of Eugene or in the general area
- A variety of school-based programs can be used to gather input about the project or increase attendance at public meetings. One simple school-based outreach program is to conduct a coloring contest for elementary school children where a coloring sheet is sent home with children. Children send their art entries to the City of Eugene, the art is displayed at public events, and the winners are rewarded with a small prize. Through this process, parents are made aware of the project and might choose to attend a public meeting where their child's art will be displayed.
- To talk with a greater number of community members about the proposed project, a small number of community locations (schools during other events, Valley River Center, Farmer's market, University of Oregon, etc.) should be selected to host a table and discuss the project with passers-by. This strategy is an effective way to raise awareness about the project and to offer community members a chance to ask questions of staff.