



Citizen Advisory Committee (CAC)

A service of Lane Council of Governments

Draft Work Program for Central Clearinghouse Implementation Phase I February 11, 2009

Step 1: **DEVELOP and PROCESS DRAFT WORK PROGRAM**

Task Lead: Kathi Wiederhold

Project Initiation Date: February 1, 2009

Estimated Completion Date: March 15, 2009

Develop a detailed work program and process as needed through the CAC and TPC to get input, direction, and commitment.

Detailed Tasks/Assignments

1. Develop draft work program and circulate to MPO and Creative Services staff for review and comment.
2. Revise draft work program per comments.
3. Present draft work program to CAC for review and comment.
4. Present revised draft work program to TPC.
5. Develop a preliminary cost estimate.
6. Obtain in-house approval for budget and staffing.

Step 2: **CREATE WEB PRESENCE**

Task Lead: Theron Roe

Project Initiation Date: March 23, 2009

Estimated Completion Date:

Establish a separate domain for the clearinghouse, e.g. KeepUsInvolved. The home page should have a title bar at the top, an explanatory statement, and a colored box with agency name and logo for each link---the MPO partners, MPO, and KeepUsMoving.info. Make the boxes themselves clickable links with clear, easy to read font.

Detailed Tasks/Assignments

1. Develop and agree on domain name—KeepUsInvolved or other.
2. Design home page.
3. Use CAC guidance to design the website:
 - Make the site simple and easy to use and read and navigate.
 - Use lots of graphics and not too much text.
 - Use a large font in a dark color.
 - Do not overload the site with information and links.
 - Include a text option version for the map.
 - Include an option for Spanish translation.
 - Have a user poll on the first page to provide feedback on how well the system worked for the customer to find out the requested information.
 - Include clear contact information
 - Make sure all contacts are reachable by an email link from the site. Provide phone numbers and a links to employee directories.
 - Make sure each public involvement announcement tells why the agency is soliciting public comment.
 - Make the information about public outreach events obvious.
 - Tell how to provide input for those unable to attend outreach events.
4. Circulate home page to CAC, Creative Services, and TASC for review and comment.

Step 3: INVENTORY EXISTING RESOURCES

Task Lead: Kathi Wiederhold

Project Initiation Date: ???

Estimated Completion Date: ???

Establish existing public information/involvement resources and provide direct links to existing websites regarding public involvement opportunities involving core transportation topics for road, transit, and bicycle/pedestrian modes.

Detailed Tasks/Assignments

1. Create database framework of public information and public involvement resources that includes Eugene, Springfield, and Coburg, Lane County, LTD, and ODOT.
2. Present and review with MPO staff.
3. Present and review with CAC.

4. Present and review with TASC.
5. Populate database for HIGHWAY projects.
6. Populate database to include TRANSIT projects
7. Populate database to add BIKE/PED modes.

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Step 4: DESIGN MARKETING PLAN

Task Lead: Kathi Wiederhold
Project Initiation Date: April 1, 2009
Estimated Completion Date: TBD

Develop, fund, and implement a marketing plan to get the word out about the clearinghouse website.

Detailed Tasks/Assignments

1. Identify primary and secondary audiences, the message, and methods for reaching each audience.
2. Identify available resources.
3. Identify needed resources.
4. Develop detailed marketing plan for reaching targeted audiences.

Step 5: ESTABLISH NEXT STEPS

Task Lead: Kathi Wiederhold
Project Initiation Date: TBD
Estimated Completion Date: TBD

Develop a recommendation for implementing Phase II of the Central Clearinghouse based on priority goals and objectives and for implementing other CAC recommendations from 2008 Evaluation of the PPP.

Detailed Tasks/Assignments

1. Evaluate successes and challenges to date.
2. Present and review with staff, CAC, TASC, and MPC.
3. Develop Phase II detailed implementation plan to:
 - Maintain, update, and enhance the clearinghouse website.
 - Implement the marketing plan.
 - Investigate setting up a telephone hotline to reach those who do not use or prefer web access.
 - Examine the other CAC recommendations to identify the next priorities for implementation.

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