



RTP Update 2011—Public Outreach

October 20, 2011

Public Comment Period: September 2 – ~~November 7~~ December 5, 2011

Public Hearing

- Metropolitan Policy Committee (9/8/11)

Open Houses

Attended by approximately 20 people.

Advertised through: display ads in 5 newspapers; over 250 flyers posted in over 60 community gathering places; community calendar announcements; a news article; MetroTV calendar item airing 25-30 times/week; email announcements to almost 2500 recipients plus additional distribution through forwarding; website postings; press release to 12 media; posters and articles in 115 LTD buses; over 100 flyers in English and Spanish posted at over 60 gathering place; additional flyers and postcards distributed by MPC, TPC/TASC, and the CAC; speakers bureau presentations to 14 key groups comprising approximately 320 people; and distributing materials at 2 community events.

- Springfield City Hall (10/6/11)
- Eugene Public Library (10/13/11)

Email Announcements

- MPO Transportation Interested Parties email distribution list, plus forwarded again and again by recipients to contacts/networks including: (over 600 email addresses; September-October, 2011)
 - Key contacts in Black/African American organizations (10/3/11)
 - Key contacts in Latino/Hispanic organizations (10/3/11)
 - Human Services Network (approx. 109 email addresses; 7/29/11)
- City of Eugene In-Motion (approx. 1800 email addresses; 10/12/11)
- City of Eugene Neighborhood Services (approx. 200 email addresses; 10/2/11)

Website Postings

- Announcement posted on home page www.TheMPO.org (8/4/11)
- RTP page designed for easy public input www.TheMPO.org/rtp (8/4/11)

Media Notice

Press release to 12 media—newspapers, radio, and television (10/3/11)

--*Register Guard* printed a 5-column-inch announcement in *Briefly Metro* (10/5/11)

Display Ads

- Register Guard (10/2/11)
- Weekly (10/6/11)
- Springfield Times (9/30/11)
- Oregon Daily Emerald (10/4/11)
- LCC Torch (10/6/11)
- Exito (Latino magazine)—online banner ad in Spanish (October 2011)

Metro TV

Notice in calendar (9/30/11 through 11/7/11)

--Ran 4 times/day for 20 seconds each time; a total of 25-30 times/week

LTD Buses

- Interior bus posters in English and Spanish on 115 buses (8/21/11)
- Articles in English and Spanish in *Bus Talk* publication distributed on LTD buses (September and October 2011)

Flyers

- Posted at community gathering places in Coburg, Eugene, and Springfield (9/23/30)
 - English language—approximately 73 flyers in 30 places
 - Spanish language—approximately 52 flyers in 29 places
- Additional flyers posted by:
 - CAC—approximately 70 flyers (9/22/11)
 - TASC—approximately 50 flyers (9/15/11)

Speakers Bureau

Agenda items or announcements to at least 14 groups (approximately 320 people)

- Coburg Chamber of Commerce (8/17/11)
- Coburg City Council (8/9/11)
- Coburg Planning Commission (8/17/11)
- Eugene Bicycle Pedestrian Action Committee (10/13/11)
- Eugene Chamber Local Government Affairs Council (9/30/11)
- Lane ACT (9/14/11)
- Lane County Roads Advisory Committee (9/28/11)
- Lane Economic Committee (9/19/11)
- LTD Accessible Transportation Committee (9/20/11)
- Latino Business Network (10/11/11)
- League of Women Voters Action Committee (9/7/11)
- Human Services Network (8/3/11)
- Springfield Chamber Economic Development Committee (8/12/11)

Materials Only (not accompanied by a presentation)

- Centro Latino Americano Board and staff (10/11/11)
- Coburg—500 flyers sent with water bills (mailed 10/10/11)
- Eugene Transportation Community Resource Group/Eugene TSP (emailed 9/29/11)
- Lane Coalition for Healthy Active Youth (emailed 9/19/11)
- Oregon Black Business Alliance (10/12/11)
- Springfield Stakeholder Advisory Committee/Springfield TSP (emailed October 2011)

Community Events

- Springfield Farmers Market (8/26/11)
- Eugene Celebration (8/27/11 and 8/28/11)