

1. Meeting Agenda (PDF)

Documents: [AGENDA \(PDF\).PDF](#)

2. Cover Memo, Proposed New Public Participation Plan (PPP) (PDF)

Documents: [COVER MEMO, PROPOSED NEW PUBLIC PARTICIPATION PLAN \(PPP\) \(PDF\).PDF](#)

3. Proposed New MPO PPP, Draft March 14, 2013 (PDF)

Documents: [PROPOSED NEW MPO PPP, DRAFT MARCH 14, 2013 \(PDF\).PDF](#)

4. Summary Table Of Public Involvement (PDF)

Documents: [SUMMARY TABLE OF PUBLIC INVOLVEMENT \(PDF\).PDF](#)

5. Summary Table Of Public Outreach (PDF)

Documents: [SUMMARY TABLE OF PUBLIC OUTREACH \(PDF\).PDF](#)

6. Comments From March 21, 2013 And April 18, 2013 CAC Meetings (PDF)

Documents: [COMMENTS FROM MARCH 21, 2013 AND APRIL 18, 2013 CAC MEETINGS \(PDF\).PDF](#)



## Central Lane MPO Citizen Advisory Committee (CAC)

The Central Lane MPO is a program within Lane Council of Governments.

Date: Thursday, May 16, 2013  
Time: 5:30 - 7:30 pm  
Location: Tykeson Room, Eugene Public Library  
100 West 10<sup>th</sup> Avenue, Eugene (directions on back)  
Contact: Kathi Wiederhold, 682-4430

*\* Denotes Packet Attachment*

### Meeting Agenda

- 5:30 to 5:45     1.    **Welcome, Introductions, and Agenda Review**
- 5:45 to 5:50     2.    **Comments from the Audience**  
Anyone wishing to comment is asked to sign up on the public comment sheet provided at the meeting.
- 5:50 to 5:55     3. \* **Approve April 18, 2013 Minutes**
- 5:55 to 7:25     4. \* **Proposed New MPO Public Participation Program**  
*Kathi Wiederhold, Senior Planner, Lane Council of Governments*  
*Paul Thompson, Transportation Program Manager, Lane Council of Governments*  
Action requested: Complete review, discussion, and providing input on proposal.
- [6:30 to 6:40     **Break]**
- 7:25 to 7:30     5.    **Wrap-Up**

**- OVER -**

Location is wheelchair accessible (WCA). American Sign Language (ASL) interpretation is available with 48 hours notice.  
LCOG Main Office: 859 Willamette, Suite 500, Eugene, Oregon 97401-2910  
Phone: (541) 682-4283 - Fax: (541) 682-4099 - TTY: (541) 682-4567

**Next Regular Meeting:** **June 20, 2013, 5:30 – 7:30 PM [TENTATIVE]**  
**Singer Room, Eugene Public Library**  
*Packets will be mailed one week before the meeting.*

*Parking Near the Library*

**Library Parking Level:** 64 spaces below the library at 75 cents/hour (3-hour max)  
**Broadway Place:** West corners of Charnelton & Broadway at 75 cents/hour  
**Overpark:** West corners of 10<sup>th</sup> & Oak at 75 cents/hour (first hr. free & free after 6:00 PM)  
**Parcade:** NW corner of 8<sup>th</sup> & Willamette at 75 cents/hour (first hr. free & free after 6:00 PM)  
**On-Street Metered:** 75 cents/hour (free after 6:00 PM)  
**On-Street Free:** West of Lincoln is free with 2-hour max

*Bus*

Take the bus to the LTD Downtown Station. From there walk one block West, crossing Olive Street, to the Eugene Public Library. The entrance faces 10<sup>th</sup> Avenue.

*Bicycles*

Covered bicycle racks are on the North side of the Library by the front entrance.

**LCOG ONLINE**

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May 9, 2013

To: Citizen Advisory Committee

From: Kathi Wiederhold

Subject: Item 4 – Proposed New Public Participation Program

**Action Recommended: Complete review, discussion, and providing feedback on the proposal.**

*Please note: This item is continued from the March 21 and April 18, 2013 meetings. Much of the information in this cover memo is carried over from last month's materials. Attachment 4 summarizes the CAC comments from the March and April meetings.*

**Issue Summary**

The Metropolitan Policy Committee (MPC) has directed staff to develop a new public participation program for the Metropolitan Planning Organization that costs less and involves broader outreach to and participation from more people than the current program. The Citizen Advisory Committee (CAC) began review and discussion of the new program at the March meeting and continued it at the April meeting.

**Background**

A subcommittee of the MPC looked at the Metropolitan Planning Organization (MPO) public participation program in early winter 2012. MPC received and accepted their recommendations at their meeting in December 2012. Subcommittee members Mayor Christine Lundberg, Mayor Kitty Piercy, and Commissioner Sid Leiken came to the December CAC meeting to explain the new, more limited charge and meeting schedule for the CAC. The goal is to develop a new, more efficient, public participation program that costs less and yet results in broader public participation, both in outreach to and input from more people and stakeholder groups. The CAC's work in 2013 will focus exclusively on providing feedback on staffs' development of a new draft public participation program for the MPO.

Attachments 1, 2, and 3 are the same as they have been for the March and April meetings. Attachment 2 (on pink paper) is the current Summary Table of Public Involvement as it is in the existing Public Participation Plan. Attachment 3 (on blue paper) is a draft Summary Table of the proposed core public outreach tools--Attachment 1 presents these in text format. Attachment 4 summarizes the CAC comments from the March and April meetings.

The new Public Participation Plan, like the current one, will continue to address the following points:

- Regulatory and policy framework for the Public Participation Plan
- Evaluation of the Public Participation Plan
- Accessibility of materials via posting to the web, visualization, interactive maps, and availability in other languages and formats upon request
- Minimum time frames for public input on proposed actions
- How comments from the public, both during and outside of a formal public comment period, are handled by the MPO

### **Action Requested**

Staff requests that the CAC complete discussion and feedback on the draft proposal.

Staff suggests the following questions to consider:

- Does the proposal meet federal requirements and address MPC direction?
- Are there other tools or techniques we should consider?
- Are there any suggested changes in the Speakers Bureau to ensure we reach a broad array of groups including transportation disadvantaged people?
- What are the best ways to reach and seek input from individuals?
- Are there gaps in the proposed program?
- Are there any other considerations as we build a new public participation program?

### **Next Steps**

Staff will check in with MPC at their June 6, 2013 meeting and may present a draft of the new public participation program if it is ready. Depending on MPC direction, staff may bring the draft back to the CAC for a final meeting on June 20, 2013. Once MPC is satisfied with the draft, staff will prepare any necessary amendments to the Public Participation Plan, which require a 45-day public comment period.

### **Attachments**

1. Proposed New MPO Public Participation Program, Draft March 14, 2013
2. Summary Table of Public Involvement: Current Adopted January, 2007, as amended September 10, 2009, and November 4, 2010
3. Summary Table of Public Outreach: Proposed Draft March, 2013
4. CAC Comments from March 21, 2013, and April 18, 2013

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Last Saved: May 8, 2013*

**Attachment 1: Proposed New MPO Public Participation Program**  
DRAFT March 14, 2013

Overall Goal: Achieve broader outreach to, and participation from, more people at lower cost through an array of tools including online input, surveys, interactive maps, and both targeted and ongoing outreach to existing stakeholder groups to gather project-specific comments as well as keep a finger on the pulse of the region's priorities.

**What are the basic public outreach tools the MPO will use to meet federal requirements?**

- Opportunity for input on specific proposed actions via Public Comment Periods, and, where appropriate, Public Hearings (see Attachment 2)
- Notice to interested parties, via email, of proposed actions, including identification of opportunities for the public to provide input
- Web notice of proposed actions, including identification of opportunities for the public to provide input
- Ongoing dialog with key stakeholder groups (see illustrative list below under Speakers Bureau) – this will accomplish at least two goals: early notice of, and involvement in, topics coming before the MPO Policy Board, and continuous input to the ongoing work of the MPO

**For which MPO products would the basic outreach tools be adequate?**

The MPO will conduct basic public outreach for all key MPO products.

**Which MPO products might need outreach beyond the basic?**

Staff will review each product on a case-by-case basis and make a recommendation to MPC when public outreach beyond the basic is needed. The products most likely to need more outreach are:

- Public Participation Plan adoption
- Regional Transportation Plan adoption
- Statewide Transportation Improvement Program funding
- Surface Transportation Program-Urban funding

**What might outreach beyond the basic consist of?**

All of the basic outreach tools, plus additional, which may include but is not limited to:

- Ad hoc advisory committee
- Articles in organization newsletters, e.g. churches, interest groups
- Electronic newsletter articles, e.g. InMotion and Chamber newsletters
- Flyers posted in community gathering places in English and Spanish
- Interior bus posters in English and Spanish
- Media release
- MetroTV calendar item, in English and Spanish
- Newspaper display ads in English and Spanish
- Online interactive map
- Online public participation tool, e.g. MindMixer or Crowdbrite

- Online survey
- Open house (could be online)
- Outreach at community events, e.g. Eugene Celebration, etc.
- Postings on MPO partner websites
- Speakers Bureau – targeted outreach and presentations to local groups such as:
  - Centro Latino Americano
  - Chambers of Commerce
  - Human Services Network
  - LaneACT
  - Lane Coalition for Healthy Active Youth
  - Lane Economic Committee
  - Latino Business Network
  - LCOG Disability Services Advisory Council
  - LCOG Senior Service Advisory Council
  - League of Women Voters
  - Local bicycle, pedestrian, or other transp.-related advisory committees
  - LTD Accessible Transportation Committee
  - Oregon Black Business Alliance

**Should the Public Participation Plan specify which outreach tools to use or provide more general guidance with each outreach designed ad hoc?**

Staff proposes that the Public Participation Plan provide general guidance about when to consider more outreach, the intent of more outreach, and examples of more outreach tools.

**What are the ways we reach out to transportation disadvantaged groups?**

The basic outreach meets Title VI requirements by making materials available on the website and making them accessible, e.g., in different formats and languages, upon request. Additional outreach to transportation disadvantaged groups for those products that need outreach beyond the basic will consist of presentations to the Human Services Network, LTD Accessible Transportation Committee, and LCOG Disability Services Advisory Council.

TABLE 1 – Summary Table of Public Involvement

As Amended Sept. 10,2009 and Nov. 4, 2010

	MPO Product	Description	Decision Making Process	Core Public Involvement Tools								
				Public Comment Period	MPC Public Hearing	Open House	Newspaper Display Ad	Notice to Interested Parties	Web Notice	Interior Bus Poster	Citizen Advisory Committee	
Key MPO Work Products	Public Participation Plan	Policy & procedures for MPO public involvement	• Adopted by Metropolitan Policy Committee	✓	✓	✓	✓	✓	✓	✓	✓	✓
			• Amended as needed	Varies	Varies	Varies	Varies	✓	✓	Varies	✓	
	Regional Transportation Plan and Amendments	20-year long range plans with policies & projects	• Adopted every 3-5 yr. by Metropolitan Policy Committee	✓	✓	✓	✓	✓	✓	✓	✓	✓
			• Amended as needed	✓	✓	✓	✓	✓	✓		Varies	
	Air Quality Conformity Determination	Demonstration of conformity with national air quality standards	• Required for Regional Transportation Plan and Transportation Improvement Program updates and significant amendments • Adopted by MPC	✓	✓				✓	✓		Varies
	Metropolitan Transportation Improvement Program and Amendments	4-5 year schedule of projects	• Adopted every 2 years by Metropolitan Policy Committee	✓	✓	Varies	Varies	✓	✓			Varies
			• End of Year Report on Obligated Projects					✓	✓			Varies
			• Amended 4 times/year by Metropolitan Policy Committee		Varies			✓	✓			Varies
• Amended administratively monthly by Transportation Planning Committee							✓	✓				
Surface Transportation Program - Urban Fund Allocation	Local process to assign federal dollars to local priority projects	Typically adopted every two years by Metropolitan Policy Committee	✓	✓	✓	✓	✓	✓	✓	Varies	Varies	
Unified Planning Work Program	Annual work program	Adopted annually by Metropolitan Policy Committee	✓				✓	✓			✓	
Other Work Products	Setting Priorities for Statewide Transportation Improvement Program & other state funding programs	MPO priorities for projects on state system	Adopted by Metropolitan Policy Committee as needed	✓	✓			✓	✓	Varies	✓	
	Special Projects	Examples include review of state policies & plans, refinement plans, corridor studies, etc.	MPO reviews & provides feedback to state agencies as needed	Varies	Varies	Varies	Varies	✓	✓	Varies	Varies	

✓ Indicates required public involvement

“Varies” means staff will make recommendations to the Citizen Advisory Committee on a case by case basis.



✓ Indicates required public involvement

“Varies” means staff will make recommendations to the Citizen Advisory Committee on a case by case basis.

	MPO Product	Description	Decision Making Process	Basic Public Outreach Tools						
				Public Comment Period	MPC Public Hearing			Notice to Interested Parties	Web Notice	
Key MPO Work Products	Public Participation Plan	Policy & procedures for MPO public involvement	• Adopted by Metropolitan Policy Committee	✓	✓			✓	✓	
			• Amended as needed	Varies	Varies			✓	✓	Varies
	Regional Transportation Plan and Amendments	20-year long range plans with policies & projects	• Adopted every 3-5 yr. by Metropolitan Policy Committee	✓	✓			✓	✓	
			• Amended as needed	✓	✓			✓	✓	
	Air Quality Conformity Determination	Demonstration of conformity with national air quality standards	• Required for Regional Transportation Plan and Transportation Improvement Program updates and significant amendments • Adopted by MPC	✓	✓			✓	✓	
	Metropolitan Transportation Improvement Program and Amendments	4-5 year schedule of projects	• Adopted every 2 years by Metropolitan Policy Committee	✓	✓			✓	✓	
			• End of Year Report on Obligated Projects					✓	✓	
			• Amended 4 times/year by Metropolitan Policy Committee		Varies			✓	✓	
• Amended administratively monthly by Transportation Planning Committee							✓	✓		
Surface Transportation Program - Urban Fund Allocation	Local process to assign federal dollars to local priority projects	Typically adopted every two years by Metropolitan Policy Committee and amended as needed	✓	✓			✓	✓		
Unified Planning Work Program	Annual work program	Adopted annually by Metropolitan Policy Committee	✓				✓	✓		
Other Work Products	Setting Priorities for Statewide Transportation Improvement Program & other state funding programs	MPO priorities for projects on state system	Adopted by Metropolitan Policy Committee as needed	✓	✓			✓	✓	
	Special Projects	Examples include review of state policies & plans, refinement plans, corridor studies, etc.	MPO reviews & provides feedback to state agencies as needed	Varies	Varies			✓	✓	

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## **Attachment 4: Comments from Citizen Advisory Committee**

May 9, 2013

The Citizen Advisory Committee began its review of the proposed new public participation program at the March 21, 2013 meeting and continued the review at the April 18, 2013 meeting. This attachment summarizes the comments received at those meetings.

### Specific Comments about the Summary Table

- Add the following as basic tools and show in the Summary Table:
  - Free media--e.g., public service announcements (PSAs), features, and interviews. One example is KVAL-TV's noon feature that publicizes items of community interest.
  - Interior bus posters and articles in Bus Talk, including in RideSource vehicles
  - Media release
  - Notices in public meetings calendar in local newspaper
- Add the following ongoing outreach tools to the Summary Table:
  - Speakers Bureau
  - Use of a focus group on an annual or periodic basis
  - Encourage local elected officials to send regular emails about activities in their district
  - Outreach for all products must meet Title VI requirements
- Add the following groups to the Speakers Bureau:
  - LiveMove
  - Peterson Barn
  - Hilyard Community Center
  - Willamalane Senior Center
  - Rotary Clubs
  - GEARS

### Other Specific Comments about the Proposed New Public Participation Program

- Clearly define "stakeholder" and "interest groups".
- Clarify how information gathered through broader public participation would be used by the MPO.
- Use maps to help the public visualize projects and make them more relevant.
- Hold meetings at times that would make them more accessible to the public, especially during evening hours.
- Format the website to accommodate those who are using their smart phones and tablets to access it.
- Add examples of places to post flyers to the list of possible tools to use for outreach beyond the basic:
  - At UO--the bookstore, in departments, and in high traffic areas for a week before the event, e.g. on displays put up by the University

### Cautions

- The list of basic tools is limited; many MPO products would require a more extensive public participation effort.
- The basic tools as proposed are not sufficient to reach most people; the planning process is moving more towards conversations among professionals.
- Meeting only the minimum requirements (for public participation) usually results in minimal results.
- Conduct outreach to individual citizens, not just to groups with particular interests. Groups do not necessarily speak for individuals.
  - Sending postcards to households is one way to notify individual residents.
- Keep in mind that many people are bombarded with emailed information and not everyone has a computer or email, so that may not be the best way to reach people.
- How are people supposed to hear about basic public outreach? Sending notice just to those already on the email list is a closed system that may not meet federal requirements.

### General Comments

- The format of the information is critical to clarify the topic for the public and assure informed feedback--present in a way to catch people's eyes and create interest.
- Stress the importance of early and continuous public involvement.
- Getting involved in the early local stages is most important. Encourage MPO partners to reach people in directly affected neighborhoods.
- Cost savings from disbanding the CAC could be used to help local jurisdictions with their public outreach efforts.
- Continuously evaluate how target audiences wish to be evaluated to stay current with changes in how people communicate and receive information.
- Suggest to people that they offer rides to transportation disadvantaged people. Provide prepaid taxi rides to help people get to meetings.
- All outreach methods should still be used to reach the widest audience, but keep in mind that you never are going to reach everyone. People will find out about things that are important to them.
- Snail mail and door hangers are effective.
- Partner with other organizations and agencies to distribute information about transportation planning activities and opportunities for public involvement.

### Comments Regarding Online versus In-Person Public Outreach Opportunities

- Attending open houses provides greater connection to a project.
- People are constantly bombarded electronically with information; attending a meeting allows for exchange of information with other interested parties.
- Online activities are anonymous and there are no checks and balances, whereas face-to-face communications allows others to determine how direct and committed those providing input are.
- Online comments are a powerful tool, but could promote inaccurate information and skew results.

### Questions

- Would CAC members remain on the MPO email distribution list?
- How would the MPO continue to recruit interested parties to expand its list?
- How would opportunities for input on specific proposed actions be publicized?
- Would the next major update of the Regional Transportation Plan, to follow completion of the local Transportation System Plans, include an ad hoc committee for public involvement?
- How would the program conduct outreach to individuals, not just groups?

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Last Saved: May 8, 2013*