

# Appendix E:

Public Involvement Plan for the Central Lane Metropolitan Planning Organization  
2045 Regional Transportation Plan,  
Intelligent Transportation System  
Architecture, Operations and  
Implementation Plan, and Congestion  
Management Process

The Central Lane Metropolitan Planning Organization (CLMPO) 2045 Regional Transportation Plan (RTP), Intelligent Transportation System (ITS) Architecture, Operations and Implementation Plan, and Congestion Management Process (CMP)

## Public Involvement Plan

Drafted by JLA Public Involvement, March 2020

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### Project Overview

Lane Council of Governments (LCOG) is underway with a regional planning effort to integrate their Intelligent Transportation System (ITS) plan with updates to the Regional Transportation Plan (RTP) and Congestion Management Process (CMP). LCOG and the regional partners recognize that now is the time to mainstream transportation system management and operations (TSMO) and have structured this project to deliver the RTP, CMP, and ITS plan as part of one cohesive effort. This new approach to regional planning incorporates system operations in parallel with other strategies, which provides the basis for applying emerging technologies to better operate and manage a transportation system.

Ultimately, this project will:

- Create common regional transportation goals, objectives, and performance measures that can be used for the RTP, CMP, and ITS plan.
- Ensure future transportation investment decisions consider the full range of tools to meet community needs and the region's goals and objectives.
- Outline long range and day-to-day transportation operations needs and produce strategies and projects that consider the full range of transportation options.

This integrated regional planning effort will set a new standard for other agency planning efforts in Oregon.

### Study Area

LCOG is the Metropolitan Planning Organization (MPO) for the central Lane County area that includes the Eugene-Springfield metropolitan area and Coburg. The MPO is the lead agency for regional transportation planning and distributing federal transportation dollars for the Central Lane County area.

The MPO works cooperatively with local governments and transit providers to set priorities for transportation needs.

The MPO Planning Area covers the area within the urban growth boundaries of Eugene, Springfield, and Coburg, and a small area of Lane County adjacent to these urban areas. Partners in the MPO are:

- City of Coburg
- City of Eugene
- City of Springfield
- Lane County
- Lane Transit District
- Oregon Department of Transportation

## Purpose and Goals of the Public Involvement Plan

The purpose of the public involvement program is to share information and gather input from the community related to transportation needs and desires that might inform the development of the RTP, CMP and ITS. This Public Involvement Plan will remain consistent with the CLMPO Public Participation Plan (adopted October 2015).

The public involvement goals are to:

- Communicate complete, accurate, understandable and timely information to the public and stakeholders throughout the project.
- Actively seek public input at project milestones to understand the transportation needs and desires of the community, engaging a broad, diverse audience.
- Provide meaningful public involvement opportunities and demonstrate how input has influenced the process.
- Seek participation of potentially affected and/or interested stakeholder groups, individuals, neighborhoods, businesses and organizations.
- Collaborate with LCOG staff and partnering agencies to build support and consensus around plan outcomes.
- Ensure that the public involvement process is consistent with applicable state and federal laws and requirements, and is sensitive to local policies, goals and objectives.

## Target Audiences & Key Stakeholders

The public involvement process will seek to engage the following types of affected and interested people and organizations in the project area, such as:

- Elected officials
- Agency partners working on related plans
- Tribes
- State Historic Preservation Office (SHPO)
- Business organizations, associations and chambers of commerce

- Bike, Pedestrian and Transit advisory boards
- Transit interests
- Environmental interests
- Accessibility groups
- Senior services
- Groups that represent English as a second language speakers
- Public health interests
- Equity interests
- Schools and colleges
- Tourism interests
- Housing and community development interests
- Emergency services providers
- Neighborhood Associations
- Local event organizers
- Large employers
- General public
- Local media

## Key Messages

Key messages summarize the why, what, and how of the process, and constitute basic talking points the project team will use when communicating with external stakeholders about the project. The key messages may change and expand as the project evolves.

### Overview

The LCOG RTP, CMP and ITS plans are about setting the goals, needs and priorities that will guide future transportation investments in of Eugene, Springfield, and Coburg that will better connect people to where they want to go by considering a range of transportation options.

### Why do we need the plan?

**To satisfy federal and state requirements for funding:** Many state and federal funding sources require an established plan be in place that identifies needs and how to meet them. This regional planning effort will fulfill these requirements.

**To build on previous work, toward results:** This plan will build on previous work from area partners and help move us closer to realizing regional goals, action measures and projects.

### Where will it apply?

The entire MPO Planning Area, which covers the area within the urban growth boundaries of Eugene, Springfield, and Coburg, and a small area of Lane County adjacent to these urban areas.

### What will it accomplish?

- Create a single, regional document that outlines identified needs, goals, priorities and opportunities for improved movement of people and goods around the region.
- Identify strategies to increase access to housing and jobs through improved transportation options.
- Identify strategies to improve transportation for all people, including vulnerable and low-income populations.

- Consider and integrate a range of transportation options and technologies.
- Develop a sustainable transportation system and reduce CO2 emissions by taking cars off the road, supporting climate recovery and reduced reliance on the automobile.

### What is the timeline for drafting the plan?

The overall planning effort will take approximately a year and a half, including public outreach and opportunities for public input. Outreach opportunities will occur in May and October of 2020, with the first round focused on collecting community feedback on goals, objectives and priorities and confirm what was gleaned from other local plans. The second round will focus on reviewing and responding to possible future transportation concepts included in the draft plan. The RTP is expected to be completed and adopted by the Metropolitan Policy Committee (MPC) in June 2021.

### Decision-making Structure

The Metropolitan Policy Committee (MPC) is the decision-making body of the Central Lane MPO, which was created by Eugene, Springfield, and Lane County to cooperate on issues of regional importance. MPC is comprised of public officials from Springfield, Eugene, Lane County, Coburg, Lane Transit District, and the Oregon Department of Transportation.

The MPC is the project’s final decision maker. The decision-making structure for this project was developed to establish broad-based support for the project. The PMT believes the best way to build support is to have an open, inclusive process that is viewed as credible by the community.

The purpose of the PMT is to coordinate and guide the project. The PMT includes LCOG staff, and the consultant team.

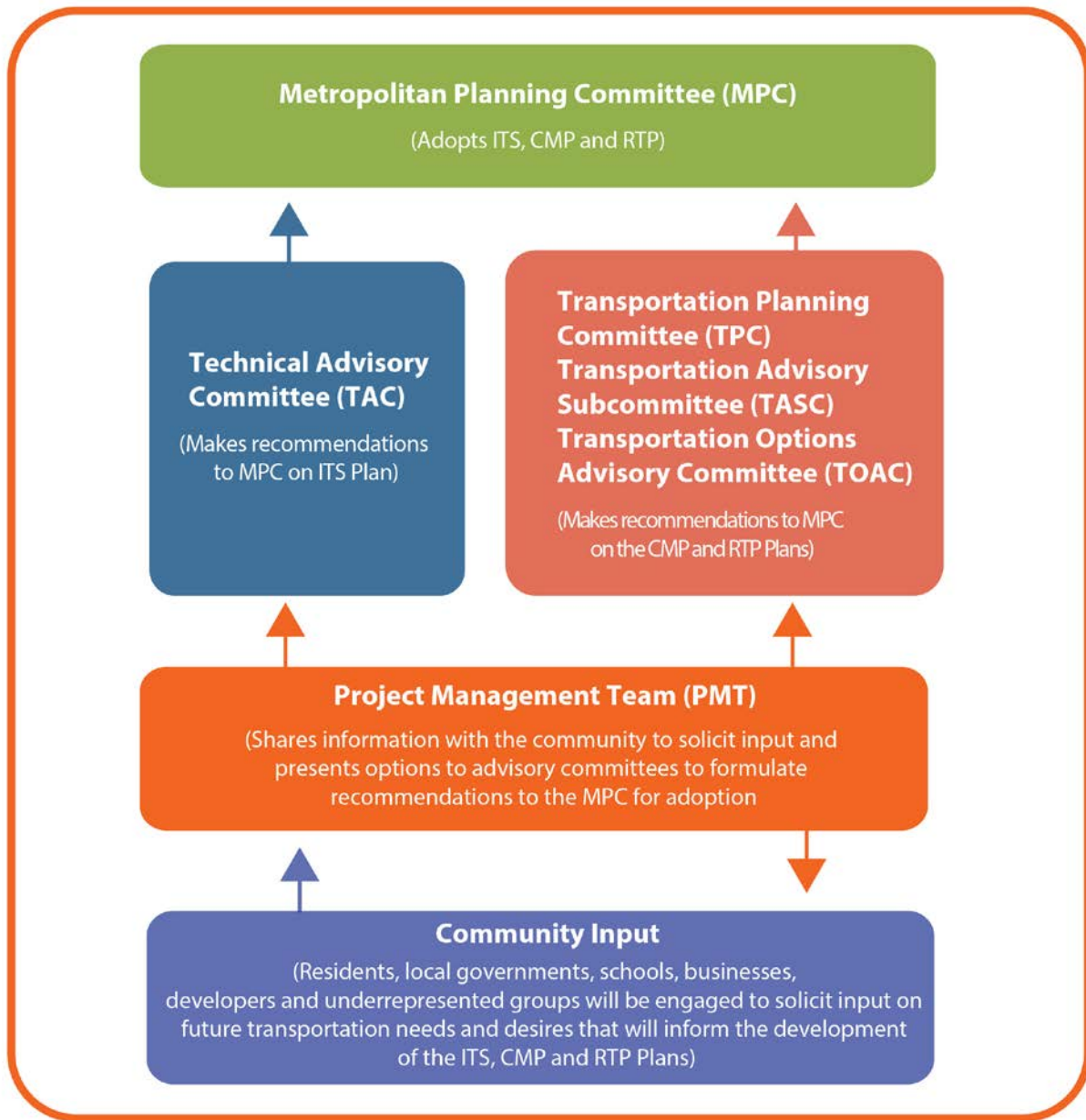
To support development of a credible decision-making process, a Technical Advisory Committee (TAC) has been formed to provide recommendations for the ITS planning efforts. The RTP and CMP development process will utilize standing committees that support the MPC and are composed of local agency staff members. These groups regularly are engaged with on-going CLMPO activities. These committees include the Transportation Planning Committee (TPC), the Transportation Advisory Subcommittee (TASC), and the Transportation Options Advisory Committee (TOAC).

The ITS TAC will review and comment on deliverables and provide technical and policy advice according to member expertise.

The TPC, TASC and TOAC will review and comment on deliverables and provide a community perspective on the process of developing the RTP and CMP. LCOG shall ensure that meetings include outreach to and opportunities for representatives of the following interests to be heard: residents-at-large, local government agencies, schools, businesses, developers, and underrepresented communities. All meetings will be open to the public and include a public comment period.

The PMT will make present options to TPC, TASC and TOAC and each advisory body will make recommendations to MPC for adoption.

Based on this information, the decision-making structure shown in the following figure was developed. More information on these groups can be found in the next section of this plan.



## Communications and Outreach Tools

LCOG is committed to engaging the public and key stakeholders on this project and is employing tools to be accessible to a broad, diverse audience. Appropriate participation tools are critical to building awareness of the project and soliciting input that informs the development of the RTP, CMP and ITS. The following table includes informational tools and activities that will be used throughout the project to inform a broader public audience and solicit input related to needs and possible transportation improvement concepts.

It is recommended that project materials be translated into Spanish for targeted engagement events. According to Census information available on Lane County’s website, 91.53% of Lane County residents speak only English, while 8.47% speak other languages. The non-English language spoken by the largest group is Spanish, which is spoken by 4.86% of the population. Slightly less than half of those who speak Spanish in addition to English report that they speak it less than very well.

Tool/Activity	Description	Lead	Timing
<b>Project Website</b>	A project website, hosted on the LCOG’s website, will be used as the main repository of project information. Basic project information and documents will be hosted on this website. Important updates about engagement opportunities will be displayed prominently on the website.	JLA content; LCOG posting	Continuous
<b>Stakeholder database</b>	A database will be created which includes important stakeholder groups and interested parties in the project area. The database will be updated as the project progresses and will track those individuals and groups who express interest in the project. The database will be used for notification of engagement opportunities and communicating key milestones.	JLA	Continuous
<b>Fact Sheet</b>	The project team will create a project fact sheet to be updated as the project progresses. The fact sheet will be developed within the LCOG communications guidelines. The fact sheet may be translated into non-English languages as needed.	JLA/LCOG	April 2020 (and up to two additional updates)
<b>Overview Video</b>	The project team will develop one informational video to describe the goals of the project and convey the values, needs and priorities to address from other local planning efforts. The video will include Spanish subtitles.	JLA	April 2020

Tool/Activity	Description	Lead	Timing
<b>Promotional Materials/Posters &amp; Social Media</b>	<p>The project team will create up to two posters to promote the engagement events and online surveys. Posters may be distributed to community spaces and public facilities throughout the project area. Poster content may include the project purpose and need, the type of input needed and the project timeline with contact information, including the website.</p> <p>The project team will also develop social media content to be shared on the project partners social media platforms to promote engagement events and feedback opportunities.</p> <p>Promotional materials will be bi-lingual and will include information in Spanish.</p>	JLA/LCOG	<p>1. May 2020 <i>(Project Introduction; Goals &amp; Priorities)</i></p> <p>2. October 2020 <i>(Future Transportation Concepts; draft plan)</i></p>
<b>Tabling Events, Open Houses and Online surveys</b>	<p>Two rounds of outreach will be conducted to share information with the general public and to gather feedback and opinions concerning goals and priorities and to explore future transportation concepts. Materials will be created for up to 4 tabling events (two during each round of outreach to promote open houses and online surveys which will be posted to the project website).</p> <p>The tabling events, open houses and online surveys will occur during the following two key project milestones:</p> <ul style="list-style-type: none"> <li>• May 2020 – An open house will be held and an online survey will be developed to introduce the project; share project information and solicit feedback about goals and priorities as compiled from local plans. The open house and online survey will be promoted via social media, printed posters locations across the project area, press releases and at up to 2 tabling events at high traffic locations.</li> <li>• October 2020 – An open house will be held and an online survey will be developed to report out what feedback was heard during the earlier round of outreach and to share possible future transportation investment strategies or concepts included in the draft plan. The open house and online survey will be promoted via social media, printed posters locations across the project area, press releases and at up to 2 tabling events at high traffic locations.</li> </ul> <p>Online surveys may be translated into Spanish as needed.</p>	JLA/DKS/LCOG	<p>1. May 2020 <i>(Project Introduction; Goals &amp; Priorities)</i></p> <p>2. October 2020 <i>(Future Transportation Concepts; draft plan)</i></p>
<b>Press releases</b>	Up to two press releases will be developed to inform local news media about the project to promote engagement opportunities.	JLA content; LCOG distribution	<p>1. Press Release 1 - May 2020</p> <p>2. Press Release 2 – October 2020</p>



Tool/Activity	Description	Lead	Timing
<b>Listening Sessions</b>	The project team will coordinate, facilitate and document up to 4 listening sessions with key project stakeholder groups, such as ESL residents, seniors, bike/ped groups, safe routes to schools coordinators, businesses, etc. Bi-lingual staff will attend at least 2 sessions.	JLA lead DKS/LCOG to attend	May-July 2020
<b>Presentations to elected bodies and advisory boards</b>	The following groups and advisory boards may receive regular updates on the project at key milestones. LCOG will take the lead on engaging the following elected or advisory bodies. <ul style="list-style-type: none"> <li>• City of Coburg</li> <li>• City of Eugene</li> <li>• City of Springfield</li> <li>• Lane County</li> <li>• Lane Transit District</li> </ul> LCOG staff will attend the meetings and consultant staff will provide materials.	County/ DKS	Ongoing at key milestones
<b>Stakeholder emails</b>	Emails will be sent to all stakeholders to share the latest project information and engagement opportunities.	JLA/LCOG	In conjunction with other activities
<b>Public Involvement Summary Reports</b>	The project team will produce a summary report of outreach activities, key themes heard from the public at the culmination of each round of outreach.	JLA	June 2020 and November 2020

## Project Team Roles and Responsibilities

### JLA Public Involvement

- **Adrienne DeDona, Public Involvement Manager.** Adrienne will oversee all public involvement activities. She will lead the logistics of developing all public information and activities. She will manage the review process of public information.
- **Jenny Clark, Public Involvement Specialist.** Implementation of public involvement activities.

### LCOG

- **Paul Thompson, Program Manager and LCOG staff.** Paul and LCOG staff will provide project oversight to ensure that the project meets the requirements and objectives of affected community members and organizations within the project area. He and staff will coordinate and attend jurisdictional briefings as needed. Paul and staff will provide input and review of public information and be a part of the PMT meetings, TAC and PAC meetings and engagement events.

## DKS

- **Carl Springer, DKS.** Carl oversees the planning process for development of the RTP, ITS and CMP. He will provide input on involvement strategy and activities. Carl will be an active part of TAC and PAC meetings and engagement events. He will provide content for engagement materials, including the online surveys and review all public information.

## Measuring and Monitoring Outreach Activities

At key milestones, the PMT will meet to discuss and assess how well the program is meeting the public involvement goals listed in this plan. While evaluation of these goals is necessarily subjective, the team will also consider the following more measurable objectives as the team assesses program effectiveness:

- Number of participants attending meetings or events.
- Number of website hits or downloads occurring during a specific time period.
- Number of people who have signed up for the project mailing list.
- Number of project comments received (phone, email, online).
- Whether the comments are relevant to the project (indicates project understanding).
- How project decisions have been modified as a result of public input.
- Voice and tone of any media stories about the project.