

# Regional Transportation Plan & Congestion Management Process Updates

## MEMORANDUM

TITLE: Tech Memo 2: Public Engagement Plan

DATE: 4/22/2024

TO: Central Lane MPO Metropolitan Policy Committee

FROM: Ellen Currier, Principal Planner, Lane Council of Governments/Central Lane MPO

SUBJECT: Public Engagement and Outreach Strategies

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# 01. REGIONAL TRANSPORTATION PLAN OUTREACH PLAN

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LCOG is committed to engaging the public and key stakeholders in both the Regional Transportation Plan (RTP) and Congestion Management Process (CMP). This memo outlines a proposed outreach approach and potential strategies and tools to engage 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 and CMP. Due to the regional scope of this plan, the outreach will focus on identifying higher level input on transportation needs in our community rather than detailed project suggestions.

The memo also provides a high-level summary of planned outreach for communities that are greatly impacted by transportation decisions but have traditionally been less involved with transportation planning including youth, older adults, low-income, people with disabilities, people of color, and people with limited English proficiency.

## OUTREACH STRATEGIES

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. This list of tools has been created from the Central Lane MPO's previous RTP update and the current Public Participation Plan with input from the Technical Advisory Committee.

Project materials be translated into Spanish for specific engagement events with limited English Proficiency community members.

### **OUTREACH STRATEGIES SUMMARY TABLE**

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 transportation improvement concepts.

TABLE 1. OUTREACH STRATEGIES

OUTREACH TOOL	DESCRIPTION	LEAD	TIMING
<b>PROJECT WEBSITE</b>	A project 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.	Consultant /LCOG to provide content	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.	LCOG	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 will be translated into Spanish.	LCOG	July/August 2024
<b>TRAVEL BENEFITS AND BARRIERS SURVEY</b>	Statistically significant survey administered to measure change in travel behaviors and perceptions.	Consultant	TBD
<b>TABLING EVENTS, OPEN HOUSES AND ONLINE SURVEYS</b>	Two rounds of outreach will be conducted to share information with the public and to gather feedback concerning travel barriers, needs, goals and funding priorities and to explore future transportation concepts included in the RTP.	Consultant to develop online open house/ LCOG promote	TBD

TABLE 1. OUTREACH STRATEGIES

OUTREACH TOOL	DESCRIPTION	LEAD	TIMING
	<p>Two bilingual online open houses will occur during the following two key project milestones:</p> <ul style="list-style-type: none"> <li>• A bi-lingual online open house will be developed to introduce the project; share project information and solicit feedback about travel barriers, needs, goals and funding priorities. The online open house will be promoted via social media, radio, press releases, mailers and community newsletters.</li> <li>• A second bilingual online open house 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 RTP. The online open house will be promoted via social media, radio, press release, mailers and community newsletters.</li> </ul>		
<p><b>PROMOTIONAL MATERIALS/POSTERS &amp; SOCIAL MEDIA</b></p>	<ul style="list-style-type: none"> <li>• Bi-lingual flyers or posters will be created to promote the online open houses. Posters may be distributed to community spaces and public facilities throughout the project area. Poster content will include the project purpose and need, the type of input needed and the project timeline</li> </ul>	<p>Consultant /LCOG</p>	<p>Continuous</p>

TABLE 1. OUTREACH STRATEGIES

OUTREACH TOOL	DESCRIPTION	LEAD	TIMING
	<p>with contact information, including the website.</p> <ul style="list-style-type: none"> <li>• Bi-lingual social media content will be developed to be shared on social media platforms to promote engagement events and feedback opportunities.</li> </ul>		
<b>PRESS RELEASES</b>	Up to two press releases will be developed to inform local news media about the project to promote engagement opportunities.	LCOG	As needed throughout project
<b>STAKEHOLDER EMAILS</b>	Emails will be sent to all stakeholders to share the latest project information and engagement opportunities.	LCOG	As needed throughout project
<b>MAILERS</b>	Two project mailers will be developed and distributed to Title VI Communities of Concern. These mailers will be bi-lingual and will provide an overview of the project and include a “tear-off”, pre-paid postage survey to be completed by hand in lieu of the online open house for those who may not have internet access.	Consultant /LCOG	
<b>FOCUS GROUPS SESSIONS</b>	The project team will coordinate, facilitate and document up to 4 hybrid listening sessions with key project stakeholder groups, such as youth, limited English proficiency residents, older adults, bike/ped groups, safe routes to school coordinators, businesses, etc. Bi-lingual staff will attend at least 2 sessions.	Consultant /LCOG	TBD

TABLE 1. OUTREACH STRATEGIES

OUTREACH TOOL	DESCRIPTION	LEAD	TIMING
<p><b>PRESENTATIONS TO ELECTED BODIES AND ADVISORY BOARDS</b></p>	<p>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.</p> <ul style="list-style-type: none"> <li>• Lane Youth Transportation Advisory Committee</li> <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> <p>LCOG staff will attend the meetings and consultant staff will provide materials.</p>	<p>Consultant /LCOG</p>	<p>As needed throughout project</p>
<p><b>PUBLIC INVOLVEMENT SUMMARY REPORTS</b></p>	<p>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.</p>	<p>Consultant</p>	<p>Continuous</p>
<p><b>INTERAGENCY CONSULTATION</b></p>	<p>In accordance with 23 CFR §450.306(g)(10), the CLMPO will consult with federal, state, local, and tribal entities responsible for land use management, natural resources, environmental protection, conservation, and historic preservation.</p>	<p>LCOG</p>	<p>As needed throughout project</p>

## 02. COMMUNITY OUTREACH

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### COMMUNITY SPECIFIC OUTREACH

The project team recognizes that certain groups of the community are not engaged regularly with transportation planning, but are nevertheless impacted by transportation planning decisions. The public engagement plan includes additional outreach strategies to provide incentives and opportunities for members of these communities to provide input on the plan. These populations include youth, older adults, low-income, people with disabilities, people of color, and people with limited English proficiency.

#### **FOCUS GROUPS**

The project team will organize a series of focus groups or listening sessions to better understand the transportation needs of specific populations within our region. Focus groups will be conducted by consultant team and participants will be compensated for their participation. Findings from these focus groups will be shared with regional staff to inform policy and goals in the RTP and CMP. Findings from these groups will also be shared with agency partners to help inform project development and implementation in local planning processes if applicable.

#### **DIRECT MAILERS**

Direct mailers to all addresses within the census block groups with concentrations of populations will receive postcards inviting them to participate in the survey. The map below shows a draft of the areas within the MPO that will receive direct mailers.



FIGURE 2. DRAFT MAP OF AREAS FOR DIRECT MAILERS

