



Public Involvement & Communications Plan

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Table of Contents

Introduction	3
Project Description and Project Area.....	3
Public Involvement Purpose and Goals.....	4
Key Messages.....	6
Demographic Analysis	7
Audiences	10
Decision-making Structure	11
Project Team Member Roles & Responsibilities for Public Involvement	14
Public Involvement Strategies & Activities.....	16
Public Involvement Summary Report	24
Measuring and Monitoring Outreach Activities.....	24

Introduction

This Public Involvement and Communications Plan (PICP) will guide stakeholder and public involvement during the presentation of the Alternatives Analysis (AA) and selection of a preferred investment package of multimodal improvements for each of the five corridors under consideration. The PICP reflects commitments from the City of Eugene, Lane Transit District (LTD), and the consultant team to coordinate and carry out outreach activities designed to invite broad community support and investment in the selection of a LPA.

Included as Appendix A in this Plan are communication protocols, which outline how the MovingAhead Project Management Team will receive, track and respond to feedback received as part of this process, including in-person, over the phone and e-mail correspondence.

Project Description and Project Area

MovingAhead is an effort between LTD, the City of Eugene, and other regional partners to study five corridors within the Eugene community to better understand what types of investments are needed for people using transit, biking, walking, and mobility devices to meet their transportation needs and support vibrant places. The MovingAhead project builds from Envision Eugene and LTD's Long Range Transit Plan to improve transit and facilities along these corridors within the near term.

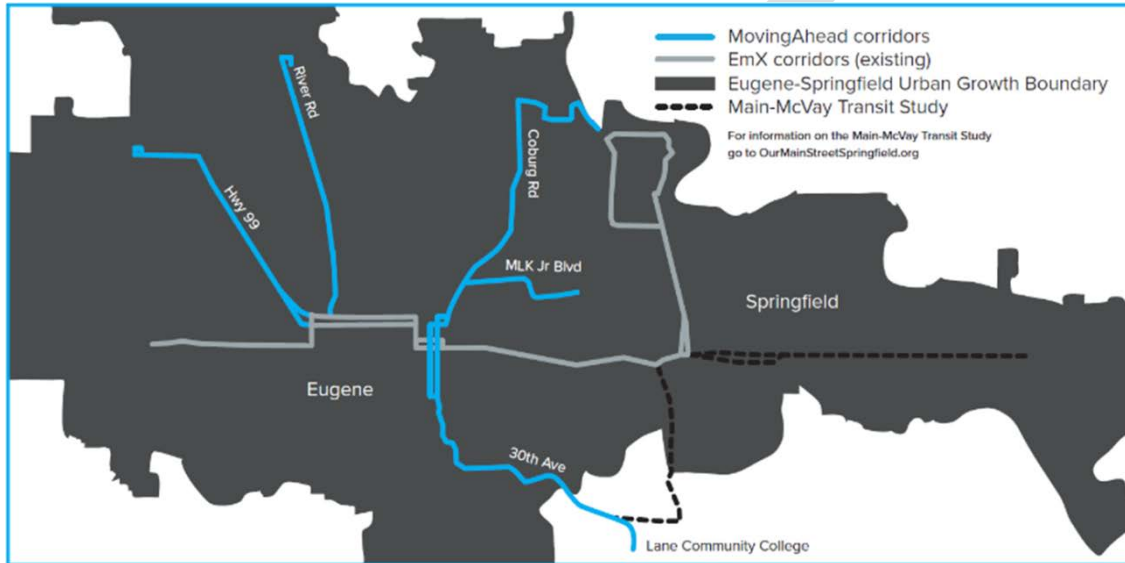
The MovingAhead project is entering a new phase, which will involve adoption of a preferred package of multimodal improvements. Options for each corridor include No-Build, Enhanced Corridor, and EmX, except the Martin Luther King, Jr. Boulevard Corridor, which does not have an EmX alternative. The preferred investment package, once selected, will provide the greatest travel and transit benefits for the community. This phase of MovingAhead will build upon previous efforts and analysis and continue the community conversation to identify prioritized multimodal capital investments for five corridors that support biking, walking, and the overall quality of life as Eugene grows – investments that can be funded and built in the near future.

The previous phase produced a variety of technical reports and the draft Alternatives Analysis. This phase will focus on developing, preparing for, and managing a community conversation and decision-making process that leads to a community supported package multimodal investments. Activities included in this PICP program are designed to share the key technical information and analysis gathered during the previous phase with the community, refine the investment package options based on the input received, share the refinements made to preliminary investment package options with the community, then present the preferred investment package to the City Council and LTD Board for adoption.

Community members' participation will be essential in refining and selecting a package of multimodal investments that accommodate all users and prioritize projects for near-term investment.

Project Area

The project's five corridors are primarily located in the City of Eugene, with a portion of the River Road and 30th Avenue to Lane Community College (LCC) Corridors located within unincorporated Lane County, and a portion of the Coburg Road Corridor located in the City of Springfield. As proposed project construction and service changes primarily affect Eugene, outreach activities will focus on Eugene residents, business and property owners. Regardless of the outreach focus, events will be broadly advertised and open to anyone with an interest in the project.



Public Involvement Purpose and Goals

The purpose of the PICP is to share information and gather input about the community's preferences with regard to the investment package options, with specific focus on groups and individuals along the five project corridors.

The public involvement and communication goals of the MovingAhead Project are to:

Communication & Transparency

- Communicate complete, accurate, understandable and timely information to the public throughout all phases of the project.
- Provide detailed documentation, tracking, and responses to all public comments and public inquiries.
- *Coordinate public engagement activities to make the best use of participants' time and efforts.*
- *Respond to participants in a timely way to let them know how their input was considered in the outcome.*
- *Ensure the role of public engagement in the decision-making process is clearly defined and communicated.*

Opportunity & Awareness

- Provide early and ongoing opportunities for stakeholders to raise issues and concerns that can be considered through equitable and constructive two-way communication between the project team and the public.
- Ensure that public feedback is considered in the decision-making process and can influence decisions.
- Build on information gathered through related planning processes and ensure effective coordination and consistency with those efforts.
- *Seek out and facilitate the involvement of those potentially affected by or interested in an outcome.*
- *Evaluate public engagement activities for effectiveness.*

Inclusivity & Equity

- Encourage and enable the participation of all stakeholders regardless of race, ethnicity, age, disability, income, or primary language by offering alternative accommodations, as needed (for example, translation services, activities for children at community meetings, accessible meeting facilities).
- Promote fair treatment so that no group of people (racial, ethnic, or a socioeconomic group) bears a disproportionate share of the negative environmental consequences resulting from a program or policy.
- *Provide sufficient information that is accessible to people with different abilities and culturally appropriate to the audience so they may participate in a meaningful way.*
- *Enhance quality outcomes by including diverse people, voices, ideas and information.*

**Items in italics are drawn from the City of Eugene's 2011 Public Participation Guidelines.*

Key Messages

[To be further developed following the opinion poll]

Working together. We are committed to collaborative, transparent decision-making based on community needs and values:

- LTD and the City are committed to transparent decision-making based upon public input and community needs and values.
- Ensuring all voices are heard in planning our community's future is vital.
- Community values and needs will drive decision-making on the selection of a preferred investment package of multimodal improvements.
- MovingAhead is a cooperative partnership of the City, LTD, regional partners, and the community. It builds upon the success of local planning efforts – Envision Eugene, the Regional Transportation Plan, and LTD's Long-Range Transit Plan – and integrates land use and transportation planning to ensure safe and accessible mobility for everyone.

Safe, Accessible Transportation Systems for Everyone: We value transportation that is safe and accessible for everyone, whether by foot, bike, bus, or car.

- We envision a 10-year investment strategy that outlines transportation investment options for each of the five corridors that improve safety and accessibility for all modes of transportation (including walking, biking, bus/transit, or car).
- The selected package of multimodal improvements will identify investments to create and prioritize safe environments for walking and biking while maintaining neighborhood character and reducing commute times.

Connecting our community: A well-planned transportation system supports great neighborhoods and helps keep our community, and our economy, moving.

- We are committed to a safe, accessible transportation system that supports great neighborhoods and preserves Eugene's unique community identity.
- It is our goal to deliver the best and most reliable transit and transportation service that we can safely and responsibly provide.
- MovingAhead will enhance the community's main streets to better serve people by connecting neighborhoods to jobs, schools, shopping, recreation, and other activities.
- MovingAhead will build upon existing plans and projects, such as Envision Eugene, LTD's Long-Range Transit Plan, LTD's Comprehensive Operations Analysis Process and the Regional Transportation Plan.
- MovingAhead will improve transit operations on state facilities in a manner that is mutually beneficial to vehicular, emergency service and freight traffic flow around transit stops and throughout the corridor.

Demographic Analysis

It is important to provide engagement strategies based upon an understanding of the community's demographics to provide effective and meaningful engagement opportunities.

The findings below are derived from the MovingAhead Community, Neighborhoods, and Environmental Justice Technical Report, and will serve as a foundation to inform public involvement activities.

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Demographic Characteristics in the Project Area

Table S.1-2. Demographic Information: Demographic Data (2015 Estimates)

Area	Non-Minority Population (%)		Minority Population (%)			Limited English Proficiency (%)	Population for Whom Poverty Determined (%)	Median Household Income (\$)	Population 16 Years and Over in Labor Force	Unemployment (%)
	White Alone	Hispanic or Latino ^a	African American	Asian	Others ^b					
Corridors										
Highway 99 (Enhanced Corridor)	76.8	13.8	1.3	2.7	5.4	2.9	34.6	\$29,952	17,617	13.2
Highway 99 (EmX)	78.2	12.0	1.3	3.2	5.4	2.6	35.9	\$29,827	25,967	13.5
River Road (Enhanced Corridor)	79.5	9.9	1.5	2.8	6.4	3.3	30.7	\$33,911	18,108	13.1
River Road (EmX)	80.3	9.0	1.3	3.4	6.0	2.7	35.2	\$31,153	22,525	12.8
30th Avenue to LCC (Enhanced Corridor)	80.8	6.3	1.9	6.3	4.7	1.7	39.9	\$38,068	16,119	8.9
30th Avenue to LCC (EmX)	79.9	6.6	1.6	7.0	4.8	1.7	40.4	\$35,659	22,713	9.7
Coburg Road (Enhanced Corridor)	81.8	4.5	0.9	6.1	6.7	1.5	31.5	\$39,159	19,558	11.1
Coburg Road (EmX)	81.2	5.3	1.0	5.9	6.6	1.5	33.3	\$35,860	24,092	9.7
Martin Luther King, Jr. Boulevard (Enhanced Corridor)	79.0	6.0	1.5	8.0	5.6	1.8	41.8	\$28,540	12,867	9.5
City of Eugene	77.5	10.6	1.7	3.6	6.7	3.9	24.4	\$42,715	80,413	6.0
Lane County	82.6	8.5	1.2	2.3	3.8	3.0	20.4	\$43,685	175,784	6.6
Central Lane Metropolitan Planning Organization	--	--	--	--	--	--	23.0	\$40,400 ^c	1,961,375	6.6

Source: American Community Survey 2010-2014 5-Year Estimates. (U.S. Census Bureau, 2015).

^a Hispanic/Latino is defined as a person of Mexican, Puerto Rican, Cuban, Central or South American, or other Spanish culture or origin, regardless of race.

^b Others is a combination of the categories American Indian or Alaskan Native, Hawaiian or Pacific Islander, some other race, and two or more races.

^c Median income is calculated by taking the average of the Equity and Opportunity Assessment (EOA) median income levels for Lane County (\$42,621), Eugene (\$41,326), and Springfield (\$37,255).

Table S.1-1. Demographic Information: Household Data (2015 Estimates)

Area	Total Population	Population Under 18 (%)	Population Over 65 (%)	Owner/Renter Occupied Housing (%)	Average Household Size	Households with No Vehicle (%)
Corridors						
Highway 99 (Enhanced Corridor)	34,027	5.8	9.0	34.5/65.5	1.9	20.5
Highway 99 (EmX)	50,323	20.6	9.4	33.4/66.7	1.9	18.9
River Road (Enhanced Corridor)	34,986	5.3	7.7	34.9/65.1	1.8	20.5
River Road (EmX)	43,925	11.4	6.1	32.7/67.3	1.8	19.6
30th Avenue to LCC (Enhanced Corridor)	30,231	6.0	12.5	32.5/67.5	1.8	17.5
30th Avenue to LCC (EmX)	45,271	27.6	11.3	31.6/68.4	1.7	18.8
Coburg Road (Enhanced Corridor)	40,929	20.6	10.9	35.8/64.2	1.8	17.1
Coburg Road (EmX)	50,189	17.6	9.4	33.6/66.4	1.7	17.9
Martin Luther King, Jr. Boulevard (Enhanced Corridor)	26,459	2.4	24.6	25.2/74.8	1.6	20.8
City of Eugene	158,131	18.0	13.6	48.9/51.1	2.3	11.4
Lane County	354,764	19.4	16.2	59.3/40.7	2.4	8.4
Central Lane Metropolitan Planning Organization	251,721	20.0	15.0 ^a	55.0/45.0	2.4	10.0

Source: American Community Survey 2010-2014 5-Year Estimates. (U.S. Census Bureau, 2015).

^a Percentage represents population 60 and over.

Household Characteristics: Key Findings

Findings below show highlights of household characteristics and key demographics to consider within the project area:

- **Households with No Vehicle:** On average, households along the selected corridors have a greater portion of residents/household members (almost double that of the City as a whole) who reported not owning a vehicle.
- **Youth Populations:** Highway 99 Corridor, 30th Avenue to LCC Corridor, and Coburg Road Corridor have a higher concentration of population under 18 than the City as a whole.
- **Seniors:** Martin Luther King Jr. Boulevard shows a higher number of senior residents (or populations who identify as over 65).
- **Renters:** All corridors show a majority of residents/populations to live in renter-occupied dwellings and at rates higher than the City as a whole.
- **Minority Population and Limited English Proficiency:** The highest minority populations are Hispanic/Latino with the highest concentrations in the Highway 99 Corridor, and Asian with the highest concentrations in the 30th Avenue to LCC, Coburg Road, and Martin Luther King, Jr. Boulevard corridors. Note that some census blocks may have a relatively low overall population (e.g., within industrial zones) and may have small numbers of persons that qualify as low-income or minority, which can result in high percentages of minority or low-income populations.

The primary language spoken at home other than English is Spanish.

- **Income Characteristics:** All corridors have a lower household income, and show low-income population concentrations that are greater than those for Eugene, Lane County, and the Central Lane Metropolitan Planning Organization (MPO). All corridors also show a higher rate of unemployment than those of the City of Eugene, Lane County and the MPO. The demographic analysis includes a calculation of the poverty rate (2009-2011), excluding college students. The calculation shows that, by removing college students, the poverty rate decreases from 23.5 percent to 16.6 percent in the City of Eugene.

Foundations in Public Involvement Activities: Population Specific Engagement

To ensure the MovingAhead public involvement program effectively engages all Eugene and residents along the five corridors, LTD and the City will work with the consultant team to have special inclusion efforts for historically underserved and underrepresented populations listed above, including the following targeted efforts:

- Translation of key materials into Spanish, and interpreter/translation available at corridor specific open houses
- Children's activities at meetings
- Population focused listening sessions (held on site when possible for specific groups such as low-income housing residents, seniors, etc.)
- Population focused, community-oriented tabling events at trusted gathering sites, or coordinated with known groups/gatherings and resources.
- Distribute information to local schools, parent listservs, library, LTD stations, LTD buses and City of Eugene offices

Audiences

The public involvement process will seek to engage the following potentially-affected and interested people and organizations in Eugene, with a specific focus on those groups and individuals specified in the demographic analysis along the five project corridors, and those engaged in previous public involvement activities:

- Potentially impacted property and business owners
- Business organizations, associations and chambers of commerce
- Bike, Pedestrian and Transit advisory committees/ boards
- Bike and pedestrian interests
- Transit interests
- Transit riders
- Bus drivers
- Freight interests
- Environmental interests
- Accessibility groups
- Senior services
- Housing and community development interests
- Emergency services providers
- Neighborhood Associations
- Local event organizers
- Large employers
- General public
- Local media outlets
- Elected officials
- Agency partners working on related plans
- Agencies that may have permitting or approval roles of the proposed improvements
- Historically underrepresented and underserved populations:
 - Affordable housing residents
 - Low-income persons
 - Title VI*
 - Limited English Proficiency (LEP)
 - Youth
 - Elderly/Senior citizens
 - Persons with disabilities
 - Groups that represent Spanish speakers, including existing Latino Leaders Focus Group Members
- Tribal Leadership, including outreach to the following tribes who may have an interest in the MovingAhead Project:
 - The Confederated Tribes of the Grand Ronde
 - The Confederated Tribes of the Siletz Indians
 - The Confederated Tribes of the Warm Springs
 - The Coquille Indian Tribe of Oregon
 - Confederate Tribes of the Coos, Lower Umpqua and Siuslaw Indians of Oregon

** Title VI prohibits discrimination on the basis of race, color, and national origin in programs and activities receiving federal financial assistance.*

Decision-making Structure

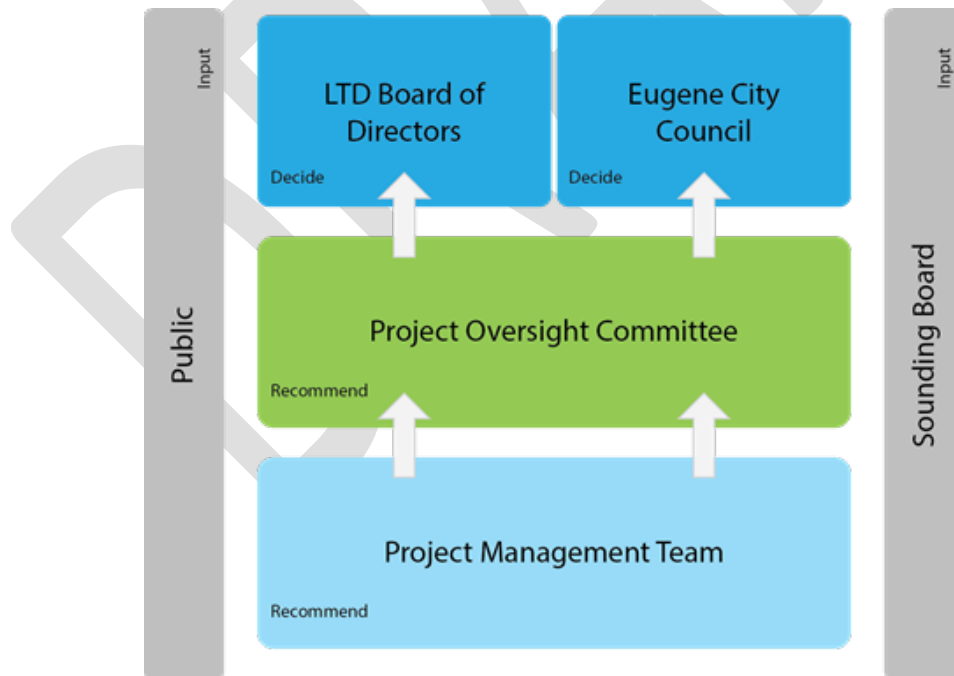
The decision-making structure for the MovingAhead was developed to establish broad-based support for the project. The PMT believes the best way to build support is to have an open, inclusive process that is viewed as credible by stakeholders.

The LTD Board of Directors and the Eugene City Council are the project's final decision makers and will consider the findings of this Alternatives Analysis along with input from the community to select a preferred investment package of multimodal improvements for each of the five corridors that are most ready for near-term capital improvements. The selected corridors will be advanced to the second phase, which will focus on preparing NEPA environmental reviews, initiating the FTA project development process for qualifying projects and, for those projects that do not qualify for FTA funding, seek other appropriate funding.

The Project Oversight Committee will make recommendations to the LTD Board of Directors and the Eugene City Council based on technical analysis presented by the Project Management Team (PMT) and input from the community.

To support development of a credible decision-making process, a Sounding Board has been formed to provide community-based recommendations. The Sounding Board will provide input to the PMT and the Project Oversight Committee for consideration during their deliberations.

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 the PICP.



Project Committees

Project Management Team (PMT)

The PMT includes technical staff from the City and LTD, as well as consultant team members. The PMT provides day-to-day management of the project and develops technical recommendations at each project milestone. When the Project Sponsors and PMT meet together with additional LTD and City staff, the meetings are called Expanded PMT meetings.

Project Sponsors

The Project Sponsors are the LTD Director of Planning and Development, City of Eugene Planning Division Principal Planner, and City of Eugene Transportation Planning Manager. The Project Sponsors provide high level oversight to the PMT, engage in discussion and resolution of policy-related issues, and maintain oversight of the project's scope, schedule, and budget.

Sounding Board

The Sounding Board's purpose is to provide input to the PMT and Oversight Committee and serve as a liaison between the project and City of Eugene and LTD standing committees and commissions.

Representatives on this Board include:

- LTD Strategic Planning Committee (formerly the EmX Steering Committee) (2)
- LTD Accessible Transportation Committee (2)
- City of Eugene Human Rights Commission (2)
- City of Eugene Sustainability Commission (2)
- City of Eugene Planning Commission (2)
- City of Eugene Active Transportation Committee (formerly Bicycle and Pedestrian Advisory Committee) (2)
- Lane County Public Health (1)

The Sounding Board supports public engagement outside of each agency's regular decision-making process.

Oversight Committee

The City and LTD established an Oversight Committee for the project that is charged with providing the Eugene City Council and LTD Board of Directors recommendations at each milestone. The group includes:

- Eugene City Councilors (2)
- LTD Board members (2)
- Lane County Board of Commissioners (1)
- LTD General Manager
- ODOT Area Manager
- Eugene Public Works Director
- Eugene Assistant City Manager
- Transportation Planning Supervisor from Lane County Public Works

The Oversight Committee makes consensus-based recommendations to the LTD Board and Eugene City Council at each project milestone.

LTD Strategic Planning Committee (SPC)

LTD's Strategic Planning Committee (formerly the EmX Steering Committee) provides recommendations to the LTD Board of Directors on transit system planning issues. The SPC is made up of community leaders, including representatives from the following:

- City of Springfield City Council
- Eugene City Council
- Lane County Commission
- LTD Board of Directors
- ODOT Area Manager
- Eugene Chamber
- Springfield Chamber
- Community members

The Strategic Planning Committee will be kept apprised of project progress and will make a recommendation to the LTD Board of Directors.

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Project Team Member Roles & Responsibilities for Public Involvement

Project Management Team

The following list outlines core PMT members, as well as their roles in the public involvement program:

Lane Transit District (LTD)

- **Sasha Luftig, Senior Project Manager.** Sasha oversees the overall project, including the NEPA, planning and public involvement program. Sasha will serve as the primary point of contact for the project and will liaison with the project sponsors and project committees, including the Project Management Team (PMT). Sasha will coordinate with LTD and City staff to lead certain public involvement tasks, including community presentations, tabling events, social media and stakeholder email updates.

City of Eugene

- **Zach Galloway, Planning and Development Department, Senior Planner.** Zach serves as a member of the PMT to assist with the daily management of the Project, including providing input with regard to the public involvement program and technical planning tasks related to Envision Eugene, land use, and development. Zach will coordinate with LTD and City staff to lead certain public involvement tasks, including community presentations, tabling events, social media and stakeholder email updates.
- **Chris Henry, Public Works, Transportation Planning Engineer.** Chris serves as a member of the PMT to assist with the daily management of the Project, including providing input with regard to the public involvement program and technical planning tasks related to active transportation. Chris will coordinate with LTD and City staff to lead certain public involvement tasks, including community presentations, tabling events, social media and stakeholder email updates.

Wannamaker Consulting

- **Lynda Wannamaker, NEPA Lead.** Lynda is responsible for NEPA compliance and will work with the public involvement consultant team to ensure that public involvement activities meet NEPA requirements.

Public Involvement Consultant Team

- **Jeanne Lawson (JLA), Public Involvement and Decision-making Strategy.** Jeanne will provide public involvement and decision-making strategy as well as facilitate the Sounding Board meetings.
- **Adrienne DeDona (JLA), Public Involvement Project Manager.** Adrienne is the prime consultant project manager and will serve as the point of contact for the consultant team. She will provide general oversight for the public involvement program – including public involvement, outreach

and communications. Adrienne will participate in PMT meetings regularly to discuss public involvement strategy and implementation, technical planning tasks and the overall project schedule.

- **Shareen Springer (JLA), Eugene-based Public Outreach Specialist.** Shareen will serve as an on-the-ground resource, with the ability to assist with and attend community meetings, listening sessions, and other requests as needed. Shareen will attend and document Sounding Board meetings.
- **Kalin Schmoldt (JLA), Director of eParticipation and Creative Services.** Kalin will provide lead strategy and implementation of the online open houses, and will work closely with the Public Involvement Consultant team to provide graphic assistance and other skills as necessary. Kalin will also lead the development of illustrations and infographics for the Alternatives Analysis document, Executive Summary and other information materials.

Technical Planning Consultant Team

- **Stefano Viggiano (WSP), Planning Manager.** Stefano will provide oversight for the technical planning tasks, including alternatives evaluation and technical analysis, traffic analysis and engineering, travel forecasting, financial analysis, agency coordination assistance, and technical writing, editing and layout of the Alternatives Analysis document.

Public Involvement Strategies & Activities

The key audiences and committees discussed earlier in the PICP will serve as the primary groups for collaboration and consensus building on the project. The following table includes stakeholder engagement and informational tools and activities that will be used throughout the project to engage and inform a broader public audience.

Engagement activities will combine meaningful engagement opportunities for community members and stakeholders, with an emphasis on education and information as well as direct engagement on the selection of locally preferred alternatives.

Overview of Activities & Key Milestones:

Technical team tasks noted in gray.

**Intern opportunity indicates that a City intern may provide support or assistance with coordination of events, scheduling and documentation.*

	Timeframe to complete	Responsibility	Level of Effort (High=over 40 hrs; Medium=under 40 hrs; Low=under 20 hrs)
Feb			
Public Involvement and Communications Plan	28 days (Jan-Feb)	JLA	Low
<i>Draft Alternatives Analysis development</i>	<i>165 days (February-July)</i>	<i>WSP/LTD</i>	<i>High</i>
<i>Updates to Technical Reports</i>	<i>30 days</i>	<i>WSP/LTD</i>	<i>High</i>
Public Opinion Poll	40 days	JLA/PRR	High
Website Updates Start (<i>Ongoing, Feb: Schedule only</i>)	1 week	JLA	Low
E-news update #1 (<i>Consultant team selected; work begins</i>)	1 week	JLA/LTD	Low
Social media update #1	1 week	LTD/City	Low
Comment log tracking begins (<i>Ongoing</i>)	Ongoing	JLA	Medium
Sounding Board Meeting #1 (<i>review Public Involvement Plan; project update</i>)	1 week	JLA/LTD/City	Low
Oversight Committee Meeting #1 (<i>review Public Involvement Plan; project update</i>)	1 week	LTD/City	Low
March			
Public Opinion Poll Results Technical Memo (PRR)	2 weeks	PRR	Medium
Project Fact Sheet Update	2 weeks	JLA	Low
April			
<i>Update Trade-off Analysis Chapter (based on values poll results)</i>	<i>1 week</i>	<i>WSP/LTD</i>	<i>High</i>
	<i>40 days (April-June)</i>	<i>WSP/JLA</i>	<i>High</i>

Alternatives Analysis Graphics, Design & Layout Infographics for corridors (<i>finalize</i>)	40 days (April-May)	JLA/Paste-in-Place	High
May			
Alternatives Analysis Executive Summary	2 weeks	WSP/JLA	High
Website Update (<i>Comprehensive</i>)	2 weeks	JLA	Low
E-news update #2 (<i>link to website; what's new on the project; schedule; how to get involved</i>)	1 week	JLA/LTD	Low
Social Media update #2	1 week	LTD/City	Low
E-news update #3 (<i>announce tabling opportunities, other audience building activities</i>)	2 weeks	JLA/LTD	Low
Social Media update #3	1 week	LTD/City	Low
June			
Outreach to Impacted Property Owners Along Corridors (after confirming by WSP; JLA to assist with messaging)	8 weeks (June-August)	LTD/City	High <i>*intern opportunity</i>
Sounding Board Meeting #2, Oversight Committee Meeting #2, LTD Strategic Planning Committee Meeting #1 (<i>Project Update + Initial Technical Findings Review</i>)	1 week (<i>end of June/beginning of July</i>)	LTD/City/JLA for Sounding Board	High
Tabling Events begin	8 weeks (June-Aug)	LTD/City (JLA to assist with materials)	High <i>*intern opportunity</i>
Community presentations/audience building activities	8 weeks (June-Aug)	LTD/City (JLA to assist with materials)	High <i>*intern opportunity</i>
July			
Final revisions, prepare Draft AA for FTA & public review	1 week	LTD/WSP	Medium
Joint LTD Board & City Council worksession (Project Update, Initial Technical Findings)	1 week	LTD/City	Low
August			
Website Update	1 week	JLA	Low
E-news update #4 (<i>announce online open house and corridor open houses</i>)	1 week	JLA/LTD	Low
Social Media update #4	1 week	LTD/City	Low
	30 days (August-Sept)	LTD/City/JLA	Low

Publish AA; open public comment period	30 days (August-Sept)	LTD/City/JLA	High
Listening Meetings	30 days (August-Sept)	JLA	Medium
Online open house kicks-off	2 weeks	JLA/LTD	Low
E-news update #5 (<i>reminder about online open house and corridor open houses</i>)	1 week	LTD/City	Low
Social media update #5	2 weeks	LTD/City/JLA/WSP	High <i>*intern opportunity</i>
Corridor specific open houses (4) (<i>present corridor & corridor package options; solicit input</i>)	1 week	LTD/City/JLA	Low
Sounding Board Meeting #3 (<i>Share AA results</i>)			
September			
Comment Period closes	1 day	LTD/City/JLA	Low
Online open house closes/website update	1 day	JLA	Low
Listening Meetings Summary/Tech Memo	2 weeks	JLA	Low
Compile public comments from online open house and corridor open houses	3 weeks	JLA	Medium
<i>Refine investment packages</i>	1 week	WSP/LTD	Medium
Sounding Board Meeting #4 (<i>Share public & agency feedback, investment package refinements</i>)	1 week	LTD/City/JLA	Low
Oversight Committee Meeting #3 (<i>Share AA results, public & agency feedback</i>)	1 week	LTD/City	Low
LTD Strategic Planning Committee Meeting #2 (<i>Share AA results, public & agency feedback</i>)	1 week	LTD/City	Low
LTD Strategic Planning Committee Meeting #3 (<i>investment package recommendations</i>)	1 week	LTD/City	Low
2 nd Public Comment period opens	30 days (Sept-Oct)	LTD/City/JLA	Low
E-news update #5 (<i>announcement re: public comment period, community wide open house</i>)	1 week	JLA/LTD	Low
Social media update #5	1 week	LTD/City	Low
October			
Community wide open house (<i>Refinements made to preliminary corridor scenarios/investment packages</i>)	1 week	JLA/LTD/City/WSP	Medium <i>*intern opportunity</i>

Close 2 nd public comment period	1 week	JLA/LTD/City	Low
Compile comments from community wide open house	2 weeks	JLA	Low
Oversight Committee Meeting #4 <i>(Investment Package recommendations)</i>	1 week	LTD/City	Low
Joint Council/Board Worksessions	3 weeks	LTD/City	Medium
November			
Compile comments from comment log	2 weeks	JLA	Low
Public Involvement Summary Report (Technical Memo)	3 weeks	JLA	Low
E-News #6 <i>(report out on public involvement activities)</i>	1 week	JLA/LTD	Low
Social Media update #6	1 week	LTD/City	Low
Oversight Committee Meeting #3 <i>(Investment Package recommendations)</i>	1 week	LTD/City	Low
LTD Strategic Planning Committee Meeting #3 <i>Investment Package recommendations)</i>	1 week	LTD/City	Low
City Council Meetings <i>(Investment Package selection)</i>	1 week	LTD/City	Low
LTD Board Meetings <i>(Investment Package selection)</i>	1 week	LTD/City	Low
MPC Public Hearing	1 week	LTD/City	Low
December			
MPC Meeting <i>(Affirm Investment Package Selection)</i>	1 week	LTD/City	Low

Project Website

The project website will serve as a hub for information on the project, including a library of project documents, advertise upcoming events and input opportunities, and a contact form where the public can provide comments, ask questions, or join the project e-mailing list. In addition, an online version of the corridor open houses will be hosted on the project website. JLA will maintain the project website throughout the project.

Social Media

The City and LTD will post regular project updates on Twitter, Facebook, and RSS accounts maintained by LTD and the City to generate awareness about the project and promote public input opportunities and public events.

Project Fact Sheet

The project fact sheet will be updated to support open houses, committee meetings, community briefings, and tabling events. The fact sheet will be translated into Spanish.

Interested Parties List

LTD will maintain a contact list of interested parties generated through the online comment form and sign-in sheets at meetings and events. The list will be updated regularly throughout the project following public events and via online comments. The list will be used to send project e-news updates.

MovingAhead project sign-in sheets will be provided at all public engagement events and will include basic event information, names of public in attendance, contact information, and those whom have indicated that they want to join the project mailing list. PMT members will provide JLA with sign-in sheets from engagement events in order to maintain records and provide LTD with contact information to update the project e-mailing list.

E-news Updates

Six e-news updates will be developed and distributed at key project milestones and in conjunction with the public comment periods, open houses and other input opportunities.

JLA will develop content for each e-news update using MailChimp. LTD staff will distribute the e-news updates to those on the interested parties' mailing list. LTD staff will maintain and update the interested parties e-mail list.

Public Comment Log

JLA will manage and document comments and questions from the public as well as any agency responses throughout the project via the questions@movingahead.org e-mail address provided on the project website and on informational materials. All in-person, over the phone and e-mail correspondence with the public should be documented and sent to JLA via the questions@movingahead.org e-mail address by members of the PMT. Refer to the MovingAhead Project Communications Protocols in Appendix A for more information on documenting project communications.

Public Opinion Poll

The consultant team will create and conduct a community opinion poll to identify key community issues and values. The results of this poll will inform the engagement strategy, and will help focus the Trade-offs Analysis and the Alternative Analysis Executive Summary. This task assumes the poll will be conducted through Precision Sample, and will include an online panel of 400 or more adult Eugene residents.

Community-based Presentations

Throughout the project, members of the PMT will coordinate community presentations and tabling events with assistance from a City intern. JLA will provide support and assistance, including development of information materials. LTD and the City will provide documentation of the meetings to JLA to be included in the final public and agency involvement summary report.

The purpose of these events is to inform the broad general public and targeted audiences about the purpose, current status and timeline of the MovingAhead project, the alternatives being considered in each corridor, and to encourage them to participate and provide input during future engagement activities.

Activities

- **Outreach to impacted property owners.** LTD and the City will reach out to potentially impacted property owners along the corridors to explain the project process and timeline; setting a clear expectation of when design refinements would be made if the alternative that impacts the property owner is advanced. During these discussions, the project team will explain the possible impacts they might experience, and discuss ways in which to mitigate them.
- **Tabling.** LTD and the City will participate in tabling at targeted community events and locations, such as libraries, schools, farmers markets, and neighborhood events, to provide information about the project and promote upcoming public engagement opportunities. JLA will provide support by developing informational materials such as a project fact sheet and informational posters/flyer.
- **Government partners.** LTD and the City will work with their Government Relations staff to ensure that state and federal officials are educated and engaged in MovingAhead.
- **Meetings with neighborhood associations.** LTD and the City will attend neighborhood association meetings in each corridor study area to inform community members about the project's progress and promote upcoming public engagement opportunities. Neighborhood associations can be asked to email their members and include information in their newsletters to promote upcoming engagement events. The PMT would provide informational materials developed by JLA that neighborhood associations could distribute.
- **Focused meetings with business community.** LTD and the City will work with the Eugene Area Chamber of Commerce to provide project updates and information about upcoming engagement opportunities. The PMT can provide informational materials that can be distributed to Chamber members to promote participation in the project. The PMT will also coordinate with the Eugene Area Chamber of Commerce to host a focused listening session with business members as described in the next section of the PCIP.
- **Outreach to affordable housing residents.** LTD and the City will contact affordable housing resident service managers to advertise open houses. This could include hanging a flier in a laundry room, computer room or other public space; sending notices out by email; distributing fliers or hosting a targeted discussion with affordable housing residents. Key contacts are ShelterCare and St. Vincent de Paul.
- **Outreach with Latino residents.** LTD and the City will outreach to community based organizations serving Latino community members to host a general presentation to provide a project update and encourage participation in upcoming outreach activities, such as a focused listening sessions (described in the next section), tabling event, open house or online open house. These organizations will be asked to email members to inform them about upcoming outreach activities and assist with identifying tabling opportunities at events that serve the Latino population. Presentations and written materials will be in Spanish. JLA will assist with developing information materials, such as a project fact sheet and poster/flier and identifying potential community based organizations and events to attend.

- **Outreach to transit riders.** LTD will target transit riders through outreach, such as distributing posters or fliers developed by JLA on vehicles and at transit centers.
- **Briefings for LTD’s Strategic Planning Committee.** LTD will brief their Strategic Planning Committee at regular meetings to update them on the project and upcoming outreach.
- **Webinar for federal, state, local agencies including tribes.** LTD and the City will host an online webinar to present the draft AA findings to government agencies and tribes after the draft AA has been published. Feedback received will be incorporated into the final AA report and into the LPA selection process.
- **Update to LTD staff and City staff.** LTD and the City will host brown bag luncheons and/or send an email to staff to inform them about MovingAhead and promote upcoming outreach activities.
- **Participation in meetings held by others.** LTD and the City will work to participate and attend any other meetings happening in the region that would help inform residents about MovingAhead and promote upcoming outreach events.

Listening Meetings

Prior to the selection of the preferred investment package and finalization of the AA report, the City and LTD, with JLA’s support and assistance, will host up to 10 Listening Meetings with key stakeholders and organizations to present the most important findings of the AA to attendees. Groups will include those that are interest specific and those that are corridor-specific, such as neighborhood associations, business groups, Latino residents, affordable housing residents, transit riders, bike and pedestrian groups, etc.

- The purpose of these meetings is to hear feedback from attendees on what might have been missed in the AA and take comments on the alternatives or the AA findings.
- The meetings will be comprised of invited stakeholders representing individual groups identified above, though the public will be welcome to attend.
- The meeting presentation will be brief, focusing on the key findings for each alternative. The focus will be on open-ended discussion with stakeholders.
- Feedback on the corridor investment package options will be taken, and staff will emphasize design modifications will take place during refinement, which occurs later in the project development process.

LTD and the City will be responsible for meeting logistics, such as scheduling meeting venues, sending meeting invitations and providing refreshments. JLA will assist with identifying potential participants, developing materials, facilitating and documenting the meetings.

Corridor Open Houses

Information and Input opportunity

LTD and the City will host up to four open houses, one in each corridor (with Coburg/MLK combined) to present the various options for each of the corridors based on the AA and what we heard/learned from the public during the previous phase of outreach. For example:

LPA Options

	<i>No-build</i>	<i>Enhanced Corridor</i>	<i>EmX</i>
Highway 99		X	X
River Road		X	X
30th Ave	X	X	X
Coburg	X	X	X
MLK	X	X	

We will ask participants whether we got it right, or if not, what should change (or if things have evolved since we last met with the public). Materials will provide information and education on Enhanced Corridors and EmX alternatives, including the differences between them with regard to cost, streetscape enhancements, etc.

The next step at the corridor specific open houses will be to present the possible investment packages for the corridors based upon the community values and other factors, such as cost, and timing/process (DCE, EA, or EIS, risk, etc.). For example:

Corridor Packages: Near-term/10 year investment

	<i>Highway 99</i>	<i>River Road</i>	<i>30th Ave</i>	<i>Coburg</i>	<i>MLK</i>
Package 1	<i>EC</i>	<i>EC</i>	<i>EC</i>	<i>EC</i>	<i>EC</i>
Package 2	<i>EC</i>	<i>EmX</i>	<i>EC</i>	<i>EC</i>	<i>No Build</i>
Package 3	<i>EC</i>	<i>EmX</i>	<i>EmX</i>	<i>EC</i>	<i>No Build</i>
Package 4	<i>EmX</i>	<i>EC</i>	<i>EC</i>	<i>EmX</i>	<i>EC</i>
Package 5	<i>EmX</i>	<i>EmX</i>	<i>EmX</i>	<i>EmX</i>	<i>EC</i>

We will ask participants if they like each of the scenarios and why, as well as solicit their input about design details to consider during the next phase, project development. These could be multiple choice questions designed to help educate the community about what happens during project development.

The open house will be structured as a traditional drop-in meeting with display boards and a written form for comments. Staff will be available to answer questions.

Online Open House

An online open house also will be held to engage individuals who may not attend traditional open houses. The online open house will mirror the in-person open house materials and will include some type of narration to explain and guide participants through materials and solicit feedback. Respondents will have the option of commenting on any or all of the corridors.

Community-wide Open House

Feedback Loop

LTD and the City will host a community-wide open house to share any refinements made to the investment packages based on input from the public at the corridor specific open houses and other outreach efforts.

Following the Community-wide Open House, the recommended package goes to decision makers.

Public and Agency Involvement Summary Report

JLA will prepare a final public and agency involvement summary report documenting the overall public involvement process, including public, agency and tribal communications. The report will outline each community engagement opportunity, participation numbers at each event and key themes heard from the community about the alternatives being considered. The summary report will also include comments collected online, in-person, via e-mail and over the phone as documented in the public comment log to be managed by JLA. LTD will be responsible for tracking agency and tribal communications and providing this information to JLA to be included in the report.

Measuring and Monitoring Outreach Activities

The PMT will evaluate the public involvement process on an ongoing basis to determine the effectiveness of the outreach effort. The PICP will be modified as needed to expand successful techniques and eliminate those proving to be less effective.

At key milestones, the PI team 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 metrics as the team assesses program effectiveness. Numbers are not in and of themselves an effective measure of a program because high participation can be driven by controversy and active opposition, while lower participation at times can be a reflection of community acceptance. However, these metrics will help the team assess the program:

- Number of participants attending meetings or events.
- Participant demographics to ensure representative sample from the Eugene community collected at key milestones when feedback is influencing decisions, at open houses and via online surveys. At these points will provide optional questions about income, race, etc. to help us compare with available census information.
- Number of responses received to a survey or questionnaire.
- 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, comment cards, online).

Other specific questions the team will address at the evaluation points will be

- Whether the comments received are relevant to the project (indicates project understanding and successful communication).
- How project elements or decisions have been modified as a result of public input.

Appendix A

MOVINGAHEAD COMMUNICATIONS PROTOCOL

PURPOSE

These instructions are intended to streamline the approach used by the MovingAhead project team to effectively catalogue and/or respond to comments or communications from the public and stakeholders of all kinds before and during the NEPA phase for the project.

RELATED FORMS AND DOCUMENTS

Forms are available at both agencies (LTD and City of Eugene), and the Public Comment form is available for download at MovingAhead.org. Blank versions of each form are attached to this protocol.

- 1) Public Comment form (also may be used to record staff comments/communications)
- 2) Staff Participation form (for events, presentations, and stakeholder meetings)
- 3) Sign-in Sheet (for community events)

PROJECT CONTACT INFORMATION

Phone: 541-682-3240

Website: www.MovingAhead.org

E-mail: questions@MovingAhead.org

US Mail: P.O. Box 7070 Springfield, OR 97475-0470

ADMINISTRATIVE NEEDS AND RESPONSIBILITIES

- Designated record keepers at LTD, City of Eugene, JLA. Other project staff should be familiar and comfortable following communication protocols in this document.
- Record keepers must update comment log weekly during peak periods of public involvement (i.e. public comment periods)- otherwise update log on a monthly basis.
- LTD should check phone messages left in project phone message box, transcribe, and e-mail results to questions@MovingAhead.org (use staff participation form).
- Record keepers must check committee and commission minutes monthly and add any public comments regarding the project to comment record (use staff participation form).
- JLA is responsible to .fwd (through FRONT CRM) of all comments and communications received through questions@MovingAhead.org to appropriate agency representatives for follow up, and will maintain and organize database of those received (on document sharing site to be determined).
- General protocol for e-mails sent to questions@MovingAhead.org: Subject line should contain 3 things: Corridor, Subject (Acquisitions, trees, safety, general, etc.), and “follow-up required” or “No follow-up required.” *Example: Subject: Coburg;Acquisitions;Follow-up required*

PROJECT MANAGEMENT

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COMMUNICATION PROTOCOLS

Protocols are listed by event type and are numbered in order of preference.

Community Events

Event type examples: tabling, neighborhood association meetings, focused meetings with business community, outreach to affordable housing residents, Latino leaders and/or groups, transit riders, briefings for committees or commissions, webinars for federal, state, and local agencies, LTD Board meetings, City Council meetings and work sessions, MovingAhead participation in meetings held by others.

Attendance:

- 1) **Print out and provide MovingAhead project sign-in sheet for larger public events. These forms should also include basic event information, names of public in attendance, and those whom have indicated that they want to join the project mailing list. Completed sign-in forms should be scanned and sent to questions@movingahead.org. JLA will maintain record of sign-in sheets for project events. LTD is responsible for adding audience member who want to join the project mailing list to mailchimp.**
- 2) If no MovingAhead sign-in sheet has been used for an event (as in smaller, focused meetings with stakeholders), record names/contact information of people in attendance on staff participation form, scan, and send as attachment to questions@movingahead.org.
- 3) If no forms are present at the time of the meeting or event, attendance including contact information can be sent via e-mail or as e-mailed attachment to questions@movingahead.org.
- 4) Attendance from meetings held by others may be captured retroactively from meeting minutes, and sent along with project-related comments to questions@movingahead.org.

Comment:

- 1) **MovingAhead project Public Comment Forms should be used whenever available. They are downloadable from MovingAhead.org. Completed (print) forms should be scanned and sent to questions@movingahead.org. Electronic versions can be completed in .pdf and submitted by pressing "Submit" button, which attaches to an e-mail and sends to the same address. All comments will be coded and entered into the comment log for the project by JLA. If a response is required, the comment administrator will send the comment with a proposed response out to the PMT for approval. Once the PMT approves the response, the comment administrator will respond to the comment from the questions@movingahead.org email to ensure that the comment and follow up are documented.**
- 2) Individual or discussion level comments may be summarized by staff into the Staff Participation form comment box. Additional spaces are provided for entering contact information and next steps such as following up. Staff should designate a note-taker and collaborate on completing participation form after each event, which can then be scanned and sent to questions@movingahead.org.
- 3) If no form is used or available, comments and public input may be summarized and sent in an e-mail directly to questions@movingahead.org.

Project-sponsored meetings

Event type examples: Listening meetings, public workshops, Open Houses, Sponsor meetings, Sounding Board meetings, Oversight Committee meetings.

Attendance and Comment:

- 1) **Project-sponsored meetings will generally have their own forms and protocols for recording participation and collecting public comment. Details of meetings are typically covered by meeting minutes by a designated note-taker. Minutes, presentations, charts (can be photographed), and other materials can be batched and sent to questions@movingahead.org. Minutes should be scanned for public comment when appropriate by agency record keepers- and those should be sent to the comment log. Meeting materials should also be saved into LTD's project folder following the appropriate naming protocol.**
- 2) If no specific form is developed, follow communication protocols for community events.

Internal Communications

Examples: Meetings, phone conversations, or e-mails between LTD and/or the City of Eugene and/or local government(s) (LCOG, Lane County, ODOT, etc.) and project consultants (JLA, WSP, Wannamaker Consulting, etc.). File structure for server based project folder.

Meetings:

- 1) General details of meeting will be entered into the meetings log by LTD record keeper, and minutes/notes and meetings materials should be saved in the project folder. Log located on LTD server at "Q:\BRT\EmX\NW Eugene-LCC\Meetings\Meetings log\12052016_WorkingCopy_MovingAhead_MeetingTracking.xlsx". Any comments received or considered from the public during these meetings can be entered into the comment log by sending in e-mail or as an attachment to questions@movingahead.org
- 2) PMT phone calls will be documented via email and sent to all PMT members.

E-mails between staff and consultants:

- 1) Cc: MovingAheadProject@ltd.org for record of staff-consultant and interagency contact.
- 2) Phone calls or e-mails which may contain comments from the public or about public comments may be entered into the administrative record and comment log if appropriate via questions@movingahead.org.

File Naming Protocol:

File names should be brief yet descriptive
Include date produced at end of file name, e.g., Methods and Data Report Outline_02-13-15

Document Control

- 1) When editing files, save the file with your initials added to the end of the file name, e.g., Methods and Data Report Outline_02-13-15_LW.
- 2) If you are adding edits to a file edited by someone else, save the file with your initials following the previous editor's initials, e.g., Methods and Data Report Outline_02-13-15_LW_SL.
- 3) Do not change the date of the original document. The person responsible for revising the document will change the date of the file when comments from others have been incorporated.
- 4) All final documents will be saved to the project's Administrative Record with the date preceding the file name, e.g., 2015-28-02_Environmental Disciplines Methods and Data Report.