



PUBLIC INVOLVEMENT AND COMMUNICATIONS PLAN

Date:	October 5, 2018	Project #: 22254.0
To:	Larry Lewis and Kerry Kemp, City of Waldport David Helton, Oregon Department of Transportation	
From:	Matt Bell, Susan Wright, Kittelson & Associates, Inc.	
Project:	Waldport Transportation System Plan (TSP) Update	
Subject:	Public Involvement and Communications Plan (Subtask 1.4)	

INTRODUCTION

This Public Involvement and Communications Plan will guide stakeholder and public involvement during the City of Waldport Transportation System Plan (TSP) Update process. The Plan describes fundamental objectives and activities that the City of Waldport, the consultant team, and other agency staff will implement to ensure that interested parties have adequate opportunities to provide meaningful input to the process.

PROJECT OVERVIEW

The City of Waldport is updating its 1999 Transportation System Plan (TSP) with a primary focus on identifying an integrated network of safe, efficient, and well-connected multi-modal transportation facilities and services needed to support planned land uses and transportation patterns. Several project objectives have been previously identified and will be refined as the project progresses, including:

- » Developing "Safe Routes to School" infrastructure plans to support walking and cycling to and from local schools,
- » Determining a prioritized list of needed transportation facilities and services, considering likely future revenues,
- » Developing plan elements that guide pedestrian and bicycle facilities to achieve maximum connectivity between bicycle, pedestrian, transit, community destinations, and securing an intermodal network of safety and access for all types of users,
- » Identifying additional tsunami evacuation routes for the City,
- » Preserving the function and capacity of State of Oregon ("State") facilities,
- » Making needed revisions to the TSP to conform consistency with applicable laws and adopted plans, and



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- » Developing implementation policies which support a safe, convenient, and economical transportation system for all modes.

The City will engage community residents, property owners, and other interested stakeholders throughout the process. The process will include online engagement, public meetings, and a Project Advisory Committee (PAC) that meets regularly throughout the project.

PUBLIC INVOLVEMENT GOALS

The purpose of the public involvement program is to share information and gather input regarding the needs and issues of Waldport residents, the public, stakeholders, and interested parties.

The public involvement goals are to:

- » Communicate complete, accurate, understandable, and timely information to the public.
- » Seek participation of all potentially affected and/or interested individuals, communities, and organizations.
- » Provide meaningful public involvement opportunities and demonstrate how input has influenced the process.
- » Seek participation of Civil Rights Act of 1964 Title VI/Environmental Justice groups, including disabled, low-income, limited English proficiency, minority or other underserved groups in the project area.
- » 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.

ROLES AND RESPONSIBILITIES

An outline of responsibilities for each project team member is provided below to clarify the expected contributions from each member:

CITY STAFF

- » The Public Involvement and Communications Program must comply with Statewide Planning Goal 1. The City will consider environmental justice issues and consider Title VI of the Civil Rights Act of 1964 regarding outreach to minorities, women, and low-income populations.
- » Establish and prepare PAC committee roster and an "Interested Parties List" that will include parties who have expressed interest in the project, for notification of project progress, meetings and presentations, but will not serve as PAC members.
- » Distribute fact sheets, post fact sheets on their social media accounts, and post the project overview video on their social media accounts.
- » Arrange, advertise, and conduct PAC meetings.
- » Transmit any comments received outside of the processes in this statement of work to the Consultant.



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- » Review draft memos prior to meetings and provide consolidated comments from City staff and PAC members received following the meetings.
- » Confirm that meetings include outreach to and opportunity for representatives of the following interests to be heard: property owners, property developers, business owners, residents-at-large, local government agencies, freight, and environmental justice.
- » Provide Spanish translation services at the public open houses and for individual project communications.

ODOT STAFF

- » Attend PAC meetings
- » Review draft memos prior to PAC meetings
- » Provide comments at the PAC meetings

PROECJT ADVISORY COMMITTEE (PAC) MEMBERS

- » Attend PAC meetings
- » Review draft memos prior to PAC meetings
- » Provide comments at the PAC meetings

CONSULTANT TEAM

- » Arrange and facilitate an initial Kick-Off Meeting, provide a written agenda prior to the meeting, and provide a meeting summary following the meeting.
- » Arrange PMT teleconferences, provide a written agenda prior to each teleconference, and provide a meeting summary following each teleconference.
- » Prepare a draft and final Public Involvement and Communications Plan.
- » Prepare a draft and final Public Involvement and Communications Summary Report.
- » Develop and maintain a stakeholder database and log public comments, questions, and concerns to forward to the City for response.
- » Establish and maintain a project website for the entire project. The website is to remain active for a minimum of six (6) months following project completion.
- » Prepare a project overview video.
- » Prepare a project fact sheet.
- » Prepare a revised project schedule and deliver the initial refined project schedule to the PMT after the Kick-Off Meeting.
- » Prepare a meeting schedule, agenda, supporting materials, and meeting minutes for PAC meetings.
- » Prepare draft news releases for, produce, and host online open houses.
- » Conduct joint planning commission and city council work sessions.
- » Prepare Title VI report documenting outreach for all low income, race, gender, and age groups.



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PROJECT IDENTITY

A unique project identity makes project deliverables easily identifiable to the public and provides consistency in finding project information. Elements of this memo (headers, footers, text, tables, and color schemes) reflect the unique project identity we have developed for the Waldport TSP Update. We propose creating similar graphics using the City of Waldport's logo and color scheme across the project website, fact sheet, reports and documents, and project advertising.

KEY MESSAGES TO COMMUNICATE

OVERALL MESSAGE

This project will update the City of Waldport's 1999 Transportation System Plan. The project will identify goals and policies to provide a safe, efficient, well-connected multi-modal transportation network based on the needs of existing and planned land uses.

PROJECT NEED

- » The Waldport TSP was adopted in 1999. Since that time, growth and change in land use locations has occurred. The City has transportation-related deficiencies that need to be addressed in the updated TSP.
- » The 1999 TSP needs to be updated to include new 20-year planning horizon, including revised population projections, planned and funded transportation project list updates, funding options, and new applicable laws and adopted plans.
- » Bicycle, pedestrian and transit elements are limited in scope in the 1999 TSP and need additional work to make the Updated TSP a true multi-modal plan to serve the City's transportation needs.
- » The City was awarded a Department of Land Conservation and Development (DLCD) grant to address tsunami evacuation routing, which the updated TSP may help to inform.
- » Subsequently, the relocation of the elementary, middle, and high school from lowland area to upland area and the construction of the Oregon Coast Community College result in the need to identify any barriers and hazards to children walking and biking to schools.

COMMUNITY CONCERNS

Initial interviews with stakeholders helped identify key community issues, concerns and questions about the TSP update process. These may include:

- » Alsea Highway (OR34) and US 101 traffic calming measures, streetscape improvements, and multi-modal facilities and crossings,
- » Upland-Lowland Street connectivity,
- » Crestline Drive,
- » Tsunami evacuation routes and land use impacts,
- » Barriers and hazards to children walking or biking within two miles of the schools,



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- » Underutilized weigh station along OR 101
- » Pedestrian access to Woodland Park for everyday use and tsunami evacuation needs,
- » Preferred route for US 101 to industrial park, and
- » Connectivity to Port of Alsea.

IDENTIFYING STAKEHOLDERS: WHO'S INVOLVED?

The public and stakeholder involvement efforts seek participation of all potentially affected and/or interested individuals, communities, and organizations. To date, the Waldport TSP Update team has identified several stakeholders and types of stakeholder groups to engage in the process. The public involvement process will seek to engage the following potentially affected stakeholder's categories:

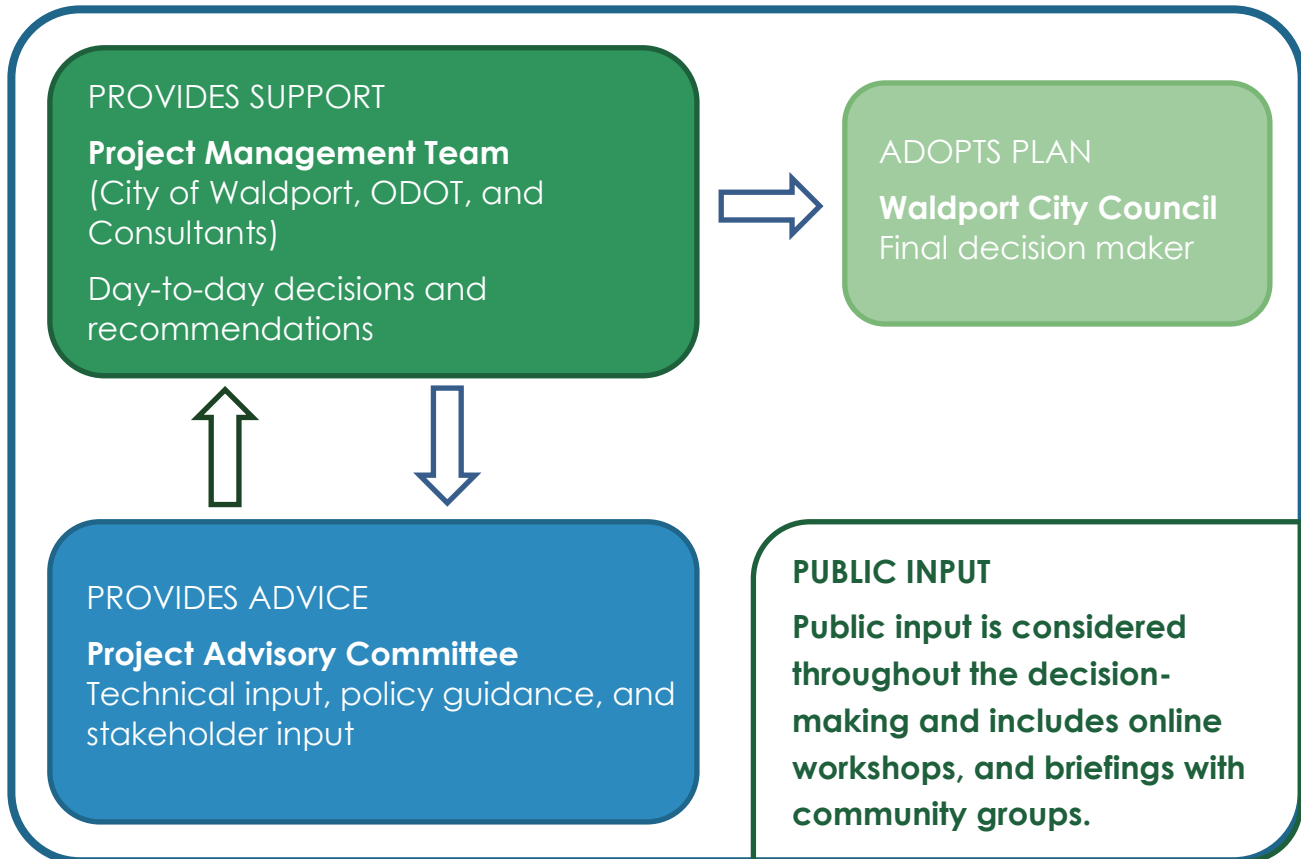
- A. City Planning Department
- B. City Public Works and Engineering Department
- C. City Transit Department
- D. City Parks and Recreation Department
- E. City Police and Fire Departments
- F. City's Community Services Department
- G. Lincoln County
- H. Department of Land Conservation and Development
- I. ODOT (Region 2 Traffic, TPAU, ODOT Rail, ODOT Transit, Region 2 Planning, and Region 2 Environmental)
- J. Lincoln County Transportation Service District
- K. Oregon Parks and Recreation Department
- L. Local Business Community
- M. City Council
- N. Planning Commission
- O. School District
- P. Oregon Coast Community College
- Q. Chamber of Commerce
- R. School District's bus provider
- S. Local and statewide freight
- T. Active Transportation Advocates
- U. Representative of the transportation disadvantaged
- V. Representatives from Title VI communities
- W. Other as deemed appropriate by the City or invited by the City to participate in individual meetings when certain expertise is required or at particular times throughout the Project



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DECISION-MAKING FRAMEWORK

Waldport City Council is the project's final decision maker and will adopt the updated TSP following review of the final community and technical staff recommendations. The **Project Management Team** will make day-to-day decisions and recommendations to the City Council based on technical input, policy guidance, and stakeholder input from the **Project Advisory Committee** (PAC) and the general public. The decision-making structure for the Plan was developed to establish broad-based support for the project. The decision-making structure is shown in Figure 1:



Project Management Team: The Project Management Team (PMT) is composed of a City Project Manager (PM), Agency Project Manager (APM), and Consultant. Kittelson & Associates is the lead consultant and manages the consultant team that also include Angelo Planning Group. The PMT will provide overall guidance for the Project. The PMT shall meet during performance of individual tasks in order to coordinate logistics of the Project and to give feedback to Consultant.

Project Advisory Committee: The Project Advisory Committee (PAC) may be made up of representatives from City departments, ODOT departments, County departments, local business community, educational representatives, representatives from transportation disadvantaged or Title VI communities, or others as determined by the City.



CRITICAL SUCCESS FACTORS

The purpose of the public involvement program is to share information and gather input regarding the needs and issues of Waldport residents, the public, stakeholders, and interested parties. The critical success factors identified for public involvement as well as the overall planning process are to:

- » Engage stakeholders and the public
 - A successful transportation planning process that results in an adoptable and implementable plan is dependent upon a strategic public involvement program that is engaging and encourages participation. Encouraging participation in Waldport is challenging because there is a large amount of seniors and part-time residents. Using creative solutions from those that know and understand the issues best, people living and working in the community, can encourage engagement and participation in the planning process.
- » Incorporate planning since 1999 TSP
 - The plan and policy review will summarize the transportation related projects identified in each plan and what need they are addressing. Working with the PMT and PAC, the consultant team will identify which projects are broadly supported, are questionable, or no longer needed or desired. This will help identify planning gaps, aid in the needs and alternatives analysis, and identify specific areas to solicit stakeholders and the public input.
- » Define complete networks for all modes of transportation
 - Many of the City's recent plans include enhancing the transportation system to increase connectivity, provide access to trails and recreation, and improve facilities and the urban environment for walking and biking. This TSP update needs to fill in the gaps in these plans. The consultant team will define connected networks for walking and biking to key destinations (transit, schools, recreation, downtown, etc.) throughout Waldport. The projects identified to complete the network will be context sensitive, include low-cost treatment options, and be prioritized.
- » Update TSP and code to comply with State and Local requirements
 - Several changes have occurred in TSPs since 1999. The update will ensure the TSP update and its' implementing elements meet State and Local requirements, including ODOT's TSP guidance.
- » Identify funding opportunities
 - Obtaining funding resources is a critical success factor to developing an implementable plan. The consultant team will identify and forecast existing revenue sources and identify additional sources the City could pursue. Portions of the plan likely to be funded with existing revenue sources only will be identified along with those that would be eligible for other potential funding sources.



PUBLIC INVOLVEMENT TOOLS

The primary aspect of public involvement will be through the project website, PAC meetings, virtual public meetings, and Planning Commission and City Council meetings. A PAC that consists of technical and community representatives can be a very effective method to engaging small cities. Below is a list of stakeholder engagement and informational tools and activities that will be used throughout the project to engage, inform a broader public audience, and maximize participation of the diverse community.

Public Involvement and Communications Plan (*This document*): Consultant will develop a Public Involvement and Communications Plan that defines the public outreach activities and public involvement goals and objectives. The plan is meant to be a flexible guide for public and stakeholder engagement, and the team may deviate from the plan as needed to improve public involvement and communications.

Project Website (*Ongoing*): Consultant will develop a project website to include project information, schedule, tech memos, maps and graphics, an interactive on-line mapping tool, upcoming meeting information, project materials completed to date, future opportunities to provide input, and opportunities to comment to the Project Team.

Project Overview Video (*Ongoing*): Consultant will develop a short project overview video to raise awareness of the project. The video will be accessible via the project website.

Stakeholder database (*Ongoing*): The Consultant will develop a database that will inform stakeholders. The database will be updated throughout the process as new stakeholders and interested parties become involved in the project.

Project Outreach Materials (*Ongoing*): At each key project milestone, Consultant will produce project informational materials, such as factsheets. Anticipated forms of outreach may include:

- » Send mailers to property owners and tenants at project initiation and before major outreach,
- » Partner with the Waldport Chamber to employ member list to advertise the project and participation opportunities (www.waldport-chamber.com/alphabetical.php),
- » Explore opportunities to work with other coastal chambers, particularly Newport, Florence, and Lincoln City, to reach employees that may work in those communities,
- » Hold meetings at the Waldport Community Center; do outreach at the Wednesday Market (www.waldport.org/Departments/communitycenter.php),
- » Provide public comment opportunities at PAC meetings and advertise the opportunity for comment at all meetings,
- » Have workshops with elementary school children to educate them on safe routes to school, engage them in de-signing routes, and encourage them to invite their parents to public meeting to see the ideas they developed in school,
- » Ensure all workshops employs an active bottom-up public engagement process which includes providing participants a basic understanding of the needs (Tell Me); Integrating several 101 short courses into the workshop so that stakeholders and the public gain a better understanding of the solutions (Show Me); and



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engaging participants to develop alternatives in a workshop environment (Involve Me). This will build ownership and trust by participants that will expedite accept, adopt, and help implement the plan.

Comment collection, analysis and responses (*Ongoing*): The City will log and analyze public comments and coordinate responses to comments and share with the Project Team. The log will include comments from all sources, including emails, phone calls, web form submissions, and comments made during presentations and briefings with stakeholders. Specific to the public workshops, Consultant will provide the City with a log of comments received online to add to the overall project comment log.

News Releases (*Ongoing*): The City will identify opportunities to keep the project in the news by producing media releases. Releases will be sent prior to workshops and at key milestones.

Project Advisory Committee (*Ongoing*): The PAC will validate base conditions, help define the project goals and objectives, help develop alternatives, review the evaluation, and confirm the selection of a preferred alternative and the implementation plan. Four PAC meetings are anticipated.

Online Open Houses: Consultant will develop and manage three online open houses. The open houses will provide an opportunity to gather input from members of the community. The open houses will provide people the opportunity to participate over an approximately two-week timeframe.

Council Briefings: The City will provide briefings to Waldport City Council at key milestones.

Notification of Online Open Houses: The City will notify the public about public commenting opportunities. Outreach and notification should occur approximately one month prior to each workshop, to guarantee inclusion in various media and outreach sources. The City of Waldport will use a variety of methods to invite the public to participate, such as:

- » **Email to interested parties** list (two weeks prior to each workshop, and on the day that virtual workshops go live),
- » Postings to the **NextDoor** social media site,
- » **Post flyers** at locations where community members gather,
- » **Outreach to the schools**: include meeting notification in local school newsletters and outreach sources (i.e., PTA emails, school newsletters, PeachJar, etc.),
- » **Partnership with local groups**: Work with local organizations and groups to encourage them to promote outreach opportunities through their email blasts, newsletters, online calendars, or social media platforms,
- » **Press releases** prior to each public outreach event, and
- » **News articles or op-ed pieces to be featured in the South Lincoln County News.**

Informational Tabling: At the start of each online open house, the City could host information booths at community events such as farmers' markets and seasonal festivals to provide one-on-one opportunities to talk about the project and get feedback from the public and promote the online event. As appropriate, tabling opportunities



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may include I-pads or paper surveys to allow residents to participate in the workshop on-site. Informational tabling could take place at:

- » Waldport Community Center
- » Waldport Public Library
- » Ray's Food Place (580 NE Broadway, NE Commercial Street)
- » Crestview Heights School/Waldport High School

Presentations to Community Groups and Organizations: The City could meet with interest groups such as neighborhood and business groups, service providers, multicultural interests, schools and student groups and others, to discuss the project and collect input. This could include meetings with:

- » Waldport Lions Club (twice monthly meetings)
- » Oregon Coast Visitors Association
- » South Lincoln Resources

OUTREACH & REPORTING PROTOCOLS FOR TITLE VI REQUIREMENTS

Outreach and reporting protocols for Title VI requirements that will be incorporated into public involvement and communications efforts include:

- » Identify Title II, Title VI, and EJ populations early in the planning process,
- » Engage existing community organizations such as local churches or advocacy groups that work with or serve Title II, Title VI, and EJ populations,
- » Partner with nonprofits and established community groups, in particular those that provide assistance to minorities to conduct outreach,
- » Ensure the planning process does not result in projects that have a disproportionate negative impact on Title II, Title VI, and EJ populations,
- » Advertise upcoming meetings in locations where Title II, Title VI, and EJ populations live and work,
- » Ensure advertisements are translated appropriately and indicate how people can participate,
- » Host public meetings in locations that are accessible and where the populations feel comfortable (i.e. Non-governmental facility, community church),
- » Include opportunities for Title II, Title VI, and EJ population input at stakeholder engagement meetings that are inclusive of key user groups within the community,
- » Having child care available to make attendance more feasible for lower income residents and create a comfortable environment for families and youth to attend, and
- » Ensure the planning process does not result in projects that have a disproportionate negative impact on Title VI and EJ populations, such as displacing Title VI and EJ populations or create barriers between Title VI and EJ populations and the rest of the community.



DEMOGRAPHIC ANALYSIS

The purpose of the public involvement program is to share information and gather input regarding the needs and issues of Waldport residents, the public, stakeholders, and interested parties. The following figures illustrate different demographic groups in the City of Waldport by census tract.

Figure 2: Minority Populations

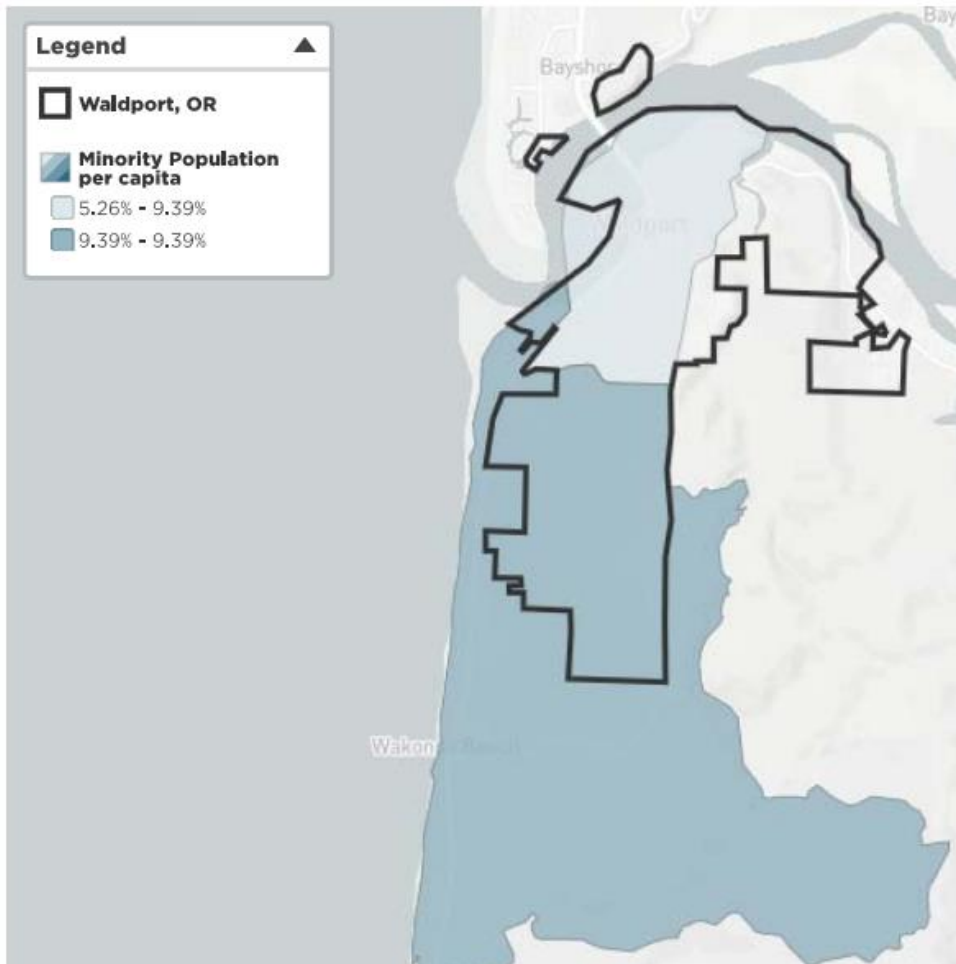


Figure 2: Minority Populations illustrates the location of minority populations in the City of Waldport. The U.S Census Bureau's American Community Survey, minority populations include non-white racial groups as well as people identifying as Hispanic or Latino. The south census tract has a higher concentration of minority populations.



Figure 3: Population 65 and Over

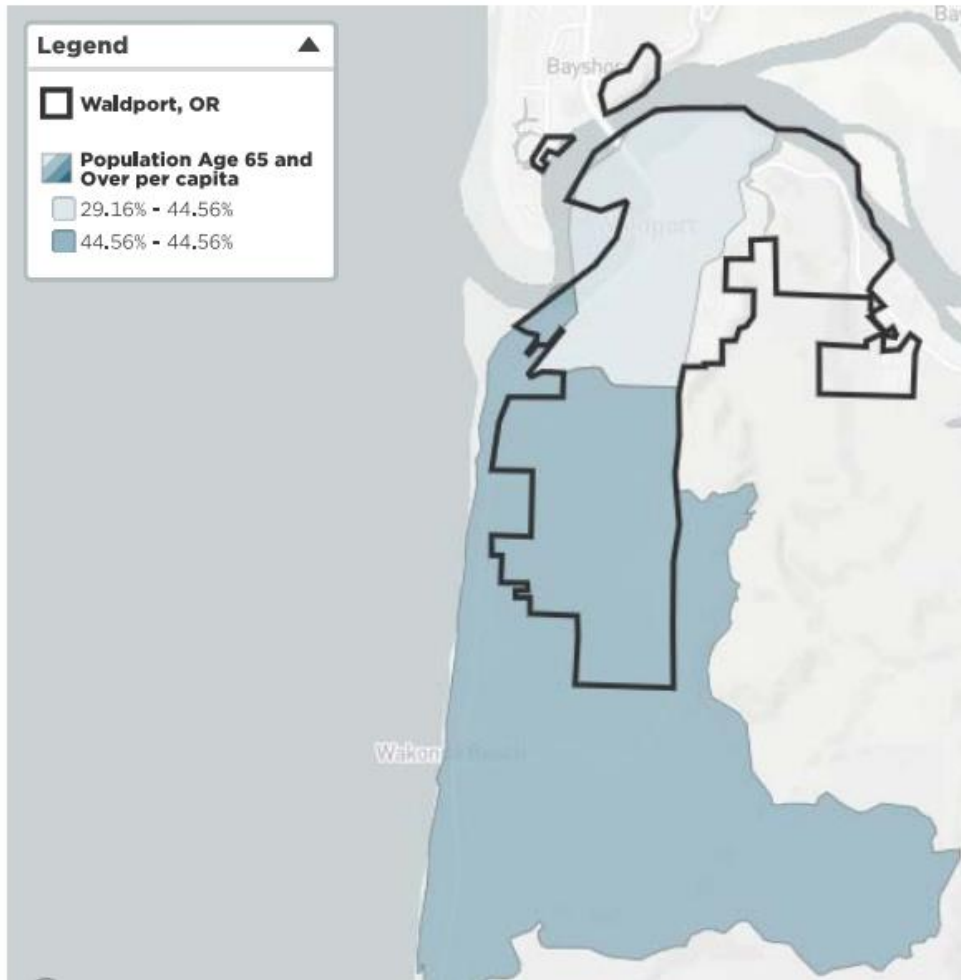


Figure 3: Population 65 and Older illustrates the locations of people age 65 and older in the City of Waldport. The south census tract has a higher concentration of people ages 65 and over.



Figure 4: Population under 18

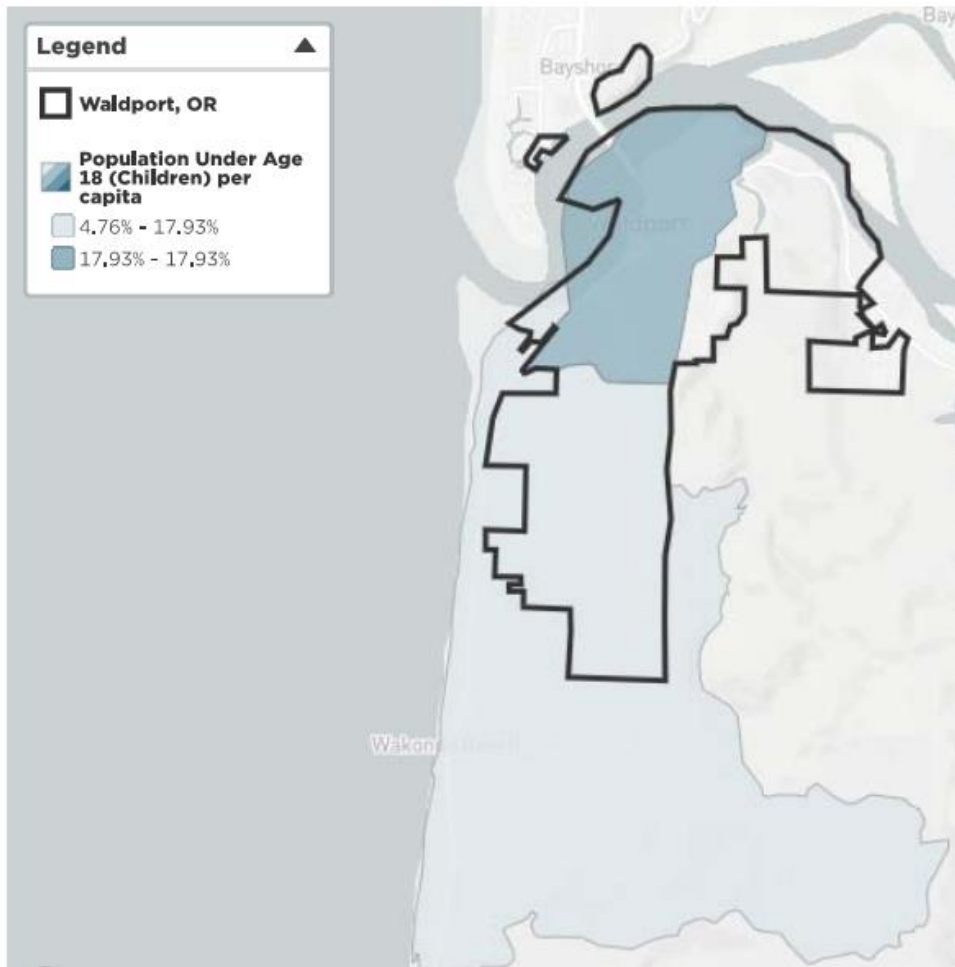


Figure 4: Population under 18 illustrates the location of people under the age of 18 in the City of Waldport. The north census tract has a higher concentration of people ages 18 and under.



Figure 5: Populations in Poverty

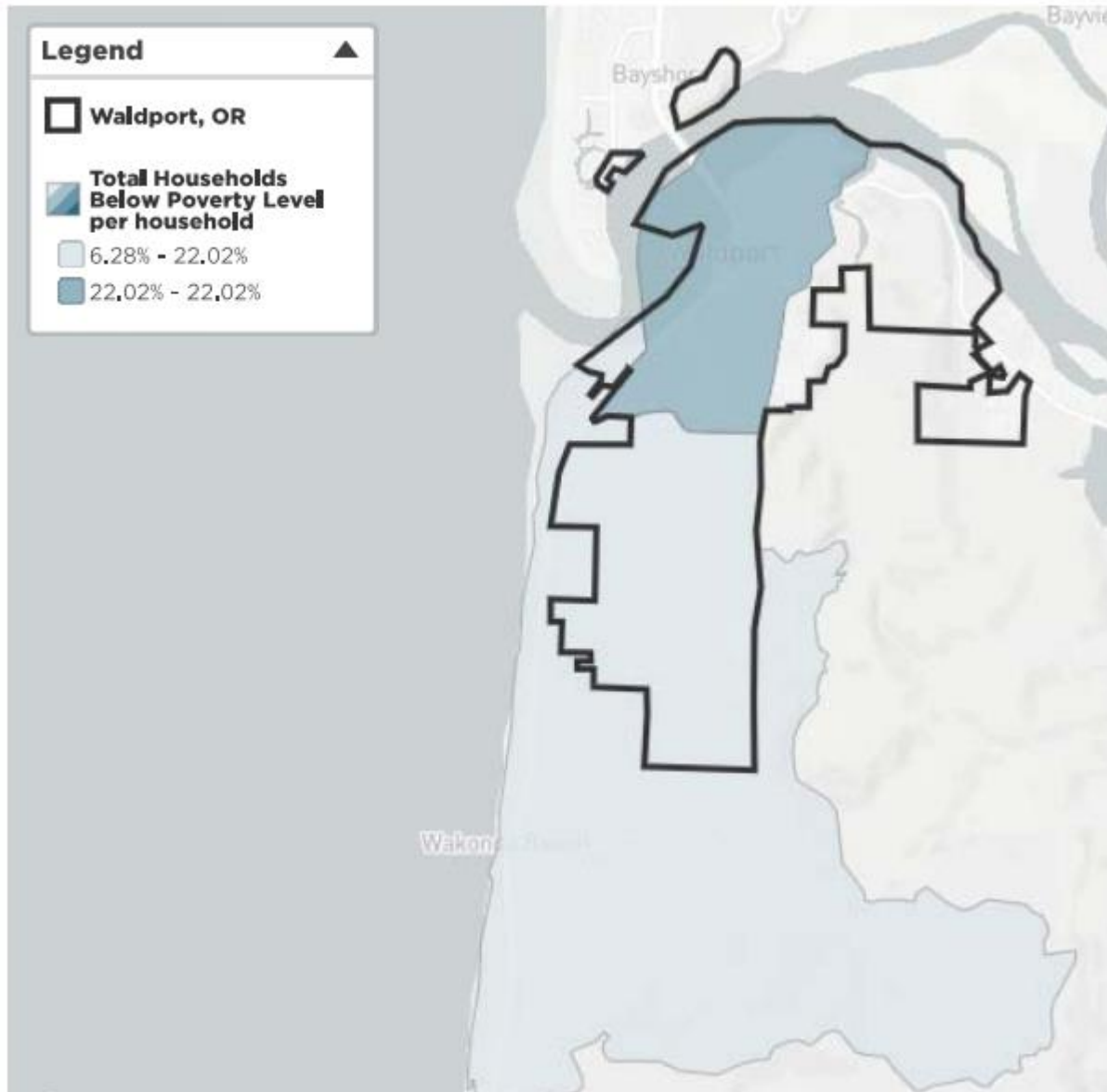


Figure 5: Populations in Poverty illustrates households below the poverty level in the City of Waldport. The federal poverty level is calculated by the size of the household and is adjusted annually – the federal poverty level for an individual is \$12,140 in annual earning, and \$25,100 for a household of four.¹ The north census tract has a higher concentration of households below the poverty line.

¹ <https://www.healthcare.gov/glossary/federal-poverty-level-fpl/>



Figure 6 Limited English Proficiency

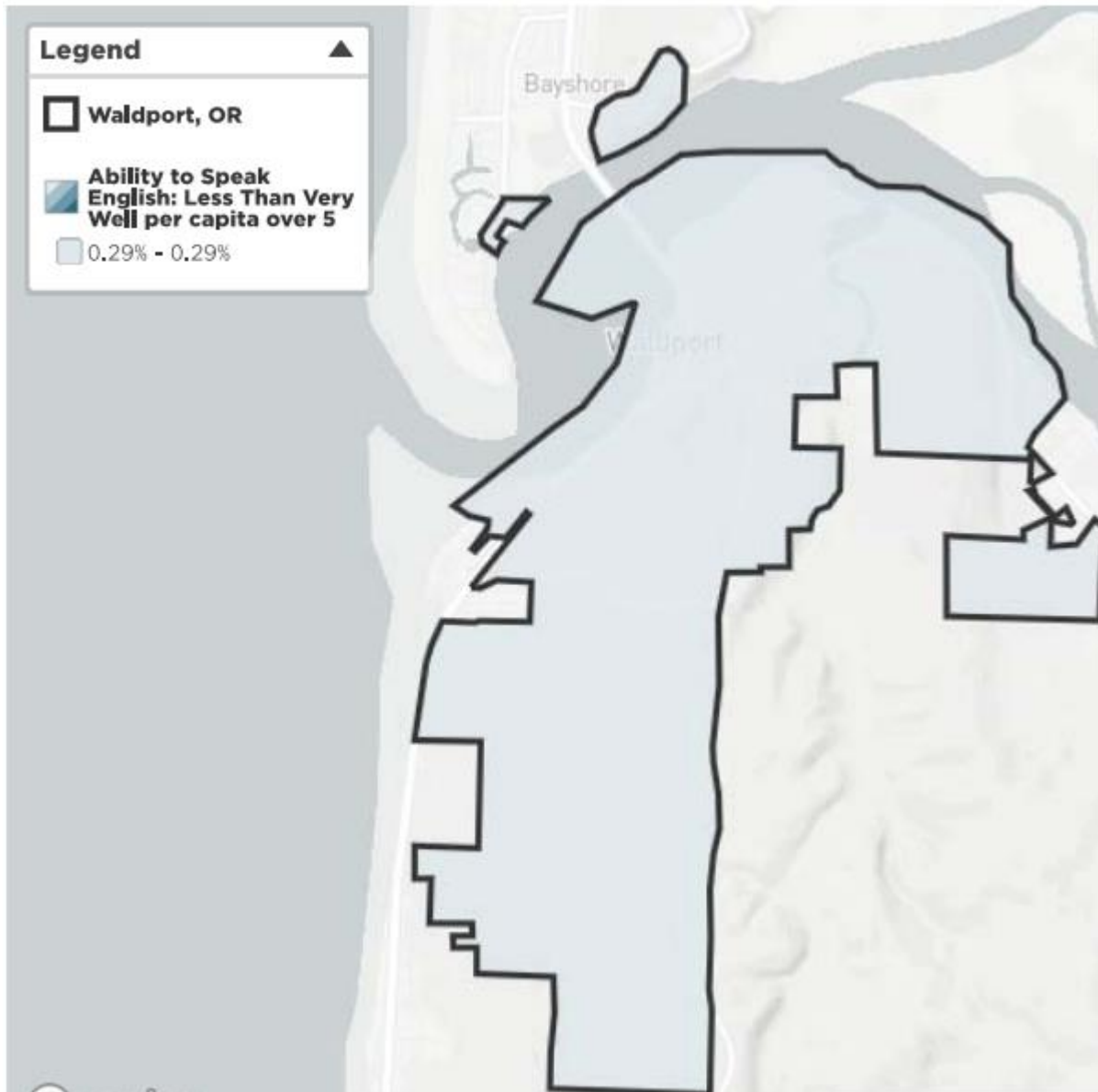


Figure 6: Limited English Proficiency illustrates the locations of people with limited English proficiency in the City of Waldport. According to the U.S. Census Bureau, limited English proficiency refers to anyone over the age of five who reported speaking English less than “very well.”² There is a relatively small percentage of residents in the City of Waldport with limited English proficiency.

² <https://www.migrationpolicy.org/article/limited-english-proficient-population-united-states>