



Technical Memorandum

Date: October 14, 2021

Kittelson Project No: 23021.041

To: Project Advisory Committee

DOT&PF Agreement No: 20455

From: Matt Kittelson, PE and Miranda Barrus, PE

Subject: Final Public Involvement and Communication Plan

Introduction

This Public Involvement and Communication Plan (PICP) is a guide for the Winston Transportation System Plan (TSP) Update process that defines the roles and responsibilities of the project team and participants, outlines project deliverables and meetings and their timing, and introduces community outreach planned throughout the TSP update. This memorandum sets the framework for collecting input and insights from stakeholders and community members to shape the goals, policies, and recommended transportation improvements for the City of Winston's transportation plan.

Project Study Area

Winston is a Southern Oregon city of approximately 7,600 people located along the South Umpqua River, south of Roseburg and west of Interstate 5 (I-5). The community is bisected by OR 42 and OR 99 and the gateway to the 600-acre Wildlife Safari. The project study area for the TSP Update comprises Winston's Urban Growth Boundary (UGB), as show in Figure 1. The TSP Update will assess existing and future (year 2040) system conditions and evaluate solutions to:

- Improve east-west circulation in town;
- Accommodate growth that has occurred north of Lookingglass Road;
- Consider anticipated growth throughout the study area;
- Improve conditions at key intersections;
- Increase connections and safety of facilities for people walking, biking, and rolling;
- Balance the needs of the community and ODOT for state facilities, particularly for OR 42



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Figure 1

Project Study Area Winston, Oregon

Roles & Responsibilities

Defining the roles and responsibilities of the project team and participants aids in maintaining the project schedule and achieving a Draft TSP by Fall 2022. As the consultant team develops technical memoranda and reports, the Project Management Team (PMT) and Project Advisory Committee (PAC) will participate in document review and meetings and provide feedback on findings and recommendations. The following sections outline the responsibilities of project team members to set expectations for the TSP Update process.

Project Management Team

- Complete initial review of draft project materials
- Attend PMT and PAC meetings
- Attend Community Interviews (as needed)
- Attend Outreach Milestone Community Open House meetings
- Attend the Coordination Meeting/Joint Work Session
- Provide one consolidated comment log (ODOT)
- Attend the TSP Adoption Hearing

Project Advisory Committee

- Review draft memoranda and reports prior to PAC meetings
- Attend PAC meetings
- Provide written comments to ODOT by one week following each PAC meeting
- Attend Outreach Milestone Community Open House meetings (optional but highly encouraged)

Consultant Team

- Consult with ODOT on technical analysis methodology
- Provide draft project materials to the PMT and PAC with adequate time for review
- Arrange and facilitate PMT, PAC, and Community Open House meetings, Community Interviews, and the Coordination Meeting/Joint Work Session (City to lead scheduling of Work Session)
- Provide draft and final memoranda and reports that incorporate PAC comments and Community Open House input

Deliverables & Meetings

The project team will convey technical analyses for the TSP Update through technical memoranda at key points in the project. The initial technical memoranda create a foundation for the TSP Update as they review existing plans and policies, define analysis methodologies, establish the TSP's goals and objectives, and evaluate existing and future transportation system conditions. The findings from these initial documents facilitate development of solutions for Winston's transportation system. The project team will prepare these technical memoranda in coordination with the PMT and PAC meetings, Community Open House meetings, and Community Interviews. These interactions help guide the update to the TSP, build consensus, and support adoption by Winston City Council. The general order of project activities is summarized below.

- Public Involvement and Communication Plan (PICP) **[this document]**
- Technical Memorandum #1: Plan, Policy, and Code Review
- Technical Memorandum #2: Community Transportation Framework
- Technical Memorandum #3: Analysis Methodology
 - PAC Meeting #1
 - Outreach Milestone #1
- Technical Memorandum #4: Existing Transportation Conditions
- Technical Memorandum #5: Future Transportation Conditions
 - PAC Meeting #2
- Technical Memorandum #6: Funding for Transportation System Improvements
- Technical Memorandum #7: Transportation System Improvements
 - PAC Meeting #3
 - Outreach Milestone #2
 - Agency and City Coordination Meeting
 - Joint Planning Commission and City Council Work Session
- Technical Memorandum #8: Preferred Solutions and Project Sheets
- Technical Memorandum #9: Funding Program
- Draft TSP
 - PAC Meeting #4
 - Outreach Milestone #3
- Technical Memorandum #10: Amendments and Implementing Measures
- Revised Draft TSP
 - Adoption Hearing

- Final TSP

Table 1 summarizes a proposed meeting schedule for this project including meeting dates and times, key deliverables for discussion, and anticipated attendees. The project team will finalize the schedule for PAC meetings base on input provided during PAC Meeting #1; PAC members should notify ODOT and the consultant team of potential conflicts. The meeting locations and times are subject to change based on location and participant availability.

Table 1: Winston TSP Update Schedule

Meeting	Date & Location	Deliverables Presented	Participants
PAC Meeting #1	September 29, 2021 1:00-3:00PM Winston City Hall	Draft TM #1 Draft TM #2	PMT, PAC, and Consultant Team
Community Open House #1	September 29, 2021 5:00-7:00PM Winston Community Center	Draft TM #3	PMT, Consultant Team, and Public
PAC Meeting #2	January 2022 1:00-3:00PM Winston City Hall	Draft TM #4 Draft TM #5	PMT, PAC, and Consultant Team
PAC Meeting #3	April 2022 1:00-3:00PM Winston City Hall		PMT, PAC, and Consultant Team
Community Open House #2	April 2022 5:00-7:00PM Winston Community Center		PMT, Consultant Team, and Public
Coordination Meeting	June 2022 1:00-3:00PM Winston City Hall	Draft TM #6 Draft TM #7	PMT and Consultant Team
Joint Work Session	June 2022 1:00-3:00PM Winston City Hall		City Planning Commission and Council, PMT, and Consultant Team
PAC Meeting #4	November 2022 1:00-3:00PM Winston City Hall		PMT, PAC, and Consultant Team
Community Open House #3	November 2022 5:00-7:00PM Winston Community Center	Draft TSP (Reflects Final TM's #8 and #9)	PMT, Consultant Team, and Public
Adoption Hearing	January 2023	Draft TM #10 Revised Draft TSP	PMT and Consultant Team

The project team has identified the technical memoranda and draft TSP review process in Table 2 to provide the PMT and PAC members a one-week members review period prior to each PAC meeting.

Table 2: Proposed Winston TSP Update Review Process

Week #	Mon	Tues	Wed	Thurs	Fri
1	PMT Draft submitted by Consultant				PMT Draft Comments provided by ODOT to Consultant
2			PAC Draft submitted by Consultant		
3			PAC Meeting for Consultant to summarize draft documents and findings		
4			PAC Draft Comments provided to ODOT		Consolidated Comment Log provided to Consultant by ODOT
5					Final Draft submitted by Consultant

Community Outreach

Effective community outreach to various groups of people during the TSP Update process is vital for developing an equitable plan that serves all community members. Table 3 provides a preliminary look at the key population demographics in the project study area that can help inform the needs of all Winston residents.

We note the following key observations:

- The highest of people as calculated by percentage who may be transportation disadvantaged reside in the area north of Lookingglass Road
- The highest number of people in total who may be transportation disadvantaged reside in the area south of Lookingglass Road and west of OR 99/Main Street
- Transit, biking, and walking are currently underutilized transportation options for people in Winston regardless of location within the City

Table 3: Key Population Demographics in Winston (2019 American Census Survey)

Demographic	Block Group 1	Block Group 2	Block Group 3	Block Group 4	
	North of Lookingglass Rd	West of South Umpqua River / south of OR 42	South of Lookingglass Rd / west of OR 99/ Main St	East of OR 99 / Main St	Between S Main St, SE Grape St, Suksdorf St, and SE Thompson Ave
Population (Density)¹	1,345 (69.2)	1,064 (20.4)	2,457 (2,615.5)	1,985 (1,233.0)	784 (4,316.3)
Age	14% are younger than 18 and 42% are older than 65	20% are younger than 18 and 32% are older than 65	27% are younger than 18 and 19% are older than 65	25% are younger than 18 and 25% are older than 65	24% are younger than 18 and 12% are older than 65
Race	26% are minority populations	3% are minority populations	11% are minority populations	6% are minority populations	1% are minority populations
Employment Status²	62% are not in the labor force	58% are not in the labor force	41% are not in the labor force	46% are not in the labor force	17% are not in the labor force
Poverty Level	16% are families below poverty level	4% are families below poverty level	17% are families below poverty level	4% are families below poverty level	18% are families below poverty level
Mode³	9% carpooled and 0% rode transit or a bike or walked	5% carpooled and 0% rode transit or a bike or walked	5% carpooled and 2% rode transit or a bike or walked	19% carpooled and 0% rode transit or a bike or walked	0% carpooled and 0% rode transit or a bike or walked

¹People per square mile

²Ages 16 years and older

³Means of transportation to work for workers 16 years and older

To give all potentially affected community members opportunities to fully and fairly participate in the TSP Update process, the project team will conduct various outreach methods during the Outreach Milestones, including, but not limited to:

- In-person community open house meetings (with supplemental virtual options to participate)
- Feedback maps and surveys
- Community interviews (in conjunction with Outreach Milestone #1)
- A project website
- Flyers and press releases in web-based and paper formats

As the project Outreach Milestones occur, the project team will summarize the events and feedback received from the community in Outreach Reports to be included as part of the TSP Update. The project team will develop a comprehensive Title VI Report near the end of the project to demonstrate how transportation disadvantaged populations – including those summarized in Table 3 – were incorporated into the TSP Update process.

Next Steps

If you have any questions regarding the roles and responsibilities, deliverables and meetings, and/or community outreach described above, we encourage you to contact any of the PMT members listed below.

- Matt Kittelson, Consultant Team Project Manager: 541-639-8614 or mkittelson@kittelson.com
- Matt Hughart, Consultant Team Project Principal: 503-535-7425 or mhughart@kittelson.com
- Virginia Elandt, ODOT Agency Project Manager: 541-957-3635 or virginia.elandt.@odot.state.or.us