

Wickiup Junction

REFINEMENT PLAN



Public Involvement and Communications Plan

Prepared for

Oregon Department of Transportation, Region 4

Prepared by

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Introduction

This Public Involvement and Communications Plan (PICP) will guide stakeholder and public involvement during the project. The PICP reflects commitments from the Oregon Department of Transportation (ODOT), the City of La Pine and Deschutes County to coordinate and carry out outreach activities designed to provide interested parties an opportunity to have input.

Project Overview, Area, and Key Issues

The Wickiup Junction community in La Pine, Oregon is bisected by U.S. 97, which results in challenges for side street traffic to enter or cross the highway and for those walking and biking to cross the highway safely. ODOT, in partnership with the City of La Pine and Deschutes County, is beginning a project to identify safety and mobility improvements for all modes of transportation along U.S. 97 highway through Wickiup Junction in La Pine. The Refinement Plan will identify transportation needs, develop potential solutions, and select a preferred alternative. The Refinement Plan will be informed by feedback of those who live in, work in, or travel through the Wickiup Junction area.

The Refinement Plan must also look in more detail at the intersections within the Wickiup Junction area, to identify the long-term solution for safe access points onto and from U.S. 97 through the area. It will also consider the immediate, mid-term and long-term plans for the current "at-grade" crossing of the Burlington Northern Santa Fe ("BNSF") rail line.

There are several known concerns for City of La Pine residents:

- Safe crossings and access to/from U.S. 97.
- Safe ingress and egress for patrons of the Wickiup Junction commercial areas on the east side of U.S. 97.
- Access to and from Newberry Estates subdivision.
- Safe transitions between the commercial and rural portions of U.S. 97.
- Multimodal safety within the more rural portions of U.S. 97.

Project Objectives

- Improve safety for all modes using or crossing U.S. 97 within the study area.
- A well-planned transportation network that can be implemented over time within Wickiup Junction, in support of mobility for all users and planned land uses, as well as economic, livability and public safety needs.
- Solicit and consider broad community input through a robust public involvement process, including stakeholders and interested parties from the City of La Pine, Deschutes County, the freight industry, emergency services providers, multi-modal stakeholders, including transit, pedestrians, cyclists, those with ADA considerations and the travelling public.
- Provide a welcoming environment as travelers enter Wickiup through gateway signage or other aesthetics improvements.

- Evaluate potential U.S. 97 alternatives.

Public Involvement Purpose and Goals

The purpose of the public involvement program is to share information and gather input on the needs, issues and improvement options of potentially affected interests of those living along and served by the project corridor, as well as other stakeholders and interested parties.

The project's public involvement and communication goals are to:

- Communicate complete, accurate, understandable and timely information to the public throughout the project.
- Actively engage property owners, residents, businesses and organizations along and accessing the corridor to gain feedback on existing conditions, needs, deficiencies, project alternatives and preferred solutions.
- Specifically engage the public to help identify problems/challenges — and their root causes — along the corridor.
- Collaborate with interagency partners.
- Comply with Civil Rights Act of 1964 Title VI requirements and ensuring that the public involvement process is consistent with applicable state and federal laws and requirements, and is sensitive to local policies, goals and objectives.

Initial Key Messages

Key messages will continue to be refined and expanded as the project progresses, more information is known, and the need for more detailed public information grows.

- It's time to make U.S. 97 safer for everyone in the Wickiup Junction area— and create a plan for ways to keep it that way for years to come.
- ODOT will work with the City of La Pine and Deschutes County on a plan to identify long- and short-term actions to improve the transportation system in the Wickiup Junction Area. An advisory committee of people who live and work in the area will make recommendations to ODOT, the City of La Pine and Deschutes County.
- This early planning phase is an important time to get involved. If you live or work in or near La Pine, you'll have several opportunities to learn more and give feedback.

Draft Key Messages continued...

- The project area is from the northern La Pine City limit west to Huntington Road, south to First Street/Reed Road, east to the City limit, then north along the City limit. It will include Burgess Road, the Burlington Northern Santa Fe rail line, Rosland Road and Drafter Road — combining and replacing projects that looked at those locations separately.
- This project will pick up from work done in the 2013 La Pine Transportation System Plan and the 2012 Deschutes County Transportation System Plan.
- Visit the project website to sign up for project updates: wickiuprefinementplan.com. The website is also where you can get the latest information and provide input.

Audiences

As stated in the public involvement goals, the engagement efforts seek participation of potentially affected and/or interested individuals, residents, businesses and organizations.

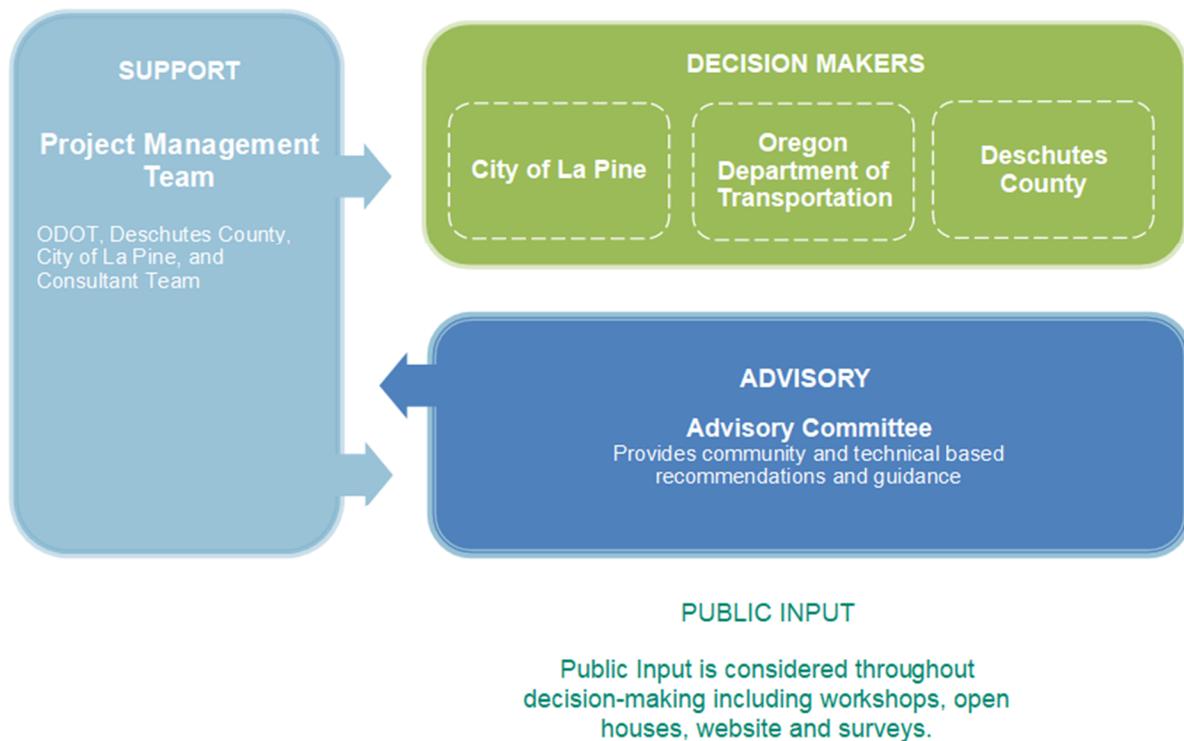
The public involvement process will seek to inform and engage the following types of affected and interested people and organizations in the project area:

- City of La Pine (key staff and elected officials)
- Deschutes County (key staff and elected officials)
- Local businesses and business organizations
- La Pine Chamber of Commerce
- Area residents
- Bike and pedestrian interests
- Freight interests
- Transit users
- Tourism and recreation interests
- Local campgrounds
- Local state parks
- Bend – La Pine School District
- Environmental interests
- Accessibility groups
- Emergency services providers
- Faith Institutions (churches)
- Traditionally underserved communities
- Real estate interests
- Local media

Project Decision-Making Structure

The decision-making structure for the Refinement Plan 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 viewed as credible by stakeholders. The City of La Pine, Deschutes County, and the Oregon Department of Transportation are the project's final decision makers.

To support development of a credible decision-making process, the Advisory Committee (AC) will be appointed by the PMT to provide community and technical based recommendations and guidance. The AC will develop recommendations to the PMT. The PMT will make recommendations to the decision makers and where an AC recommendation is not followed, the PMT will specifically note it. All AC meetings will be open to the public and include a public comment period.



Project Team Member Roles and Responsibilities for Public Involvement

The following are the key project members and their roles in the public involvement program:

ODOT

- **Devin Hearing, Consultant Project Manager.** Devin provides oversight to ensure the project meets the requirements and objectives of ODOT.
- **Bob Townsend, Area Manager.** Bob works with the Consultant Project Manager to ensure that the project meets the requirements and objectives of ODOT.
- **Alia Burck, Community Liaison.** Alia is the main point of contact for public involvement and will oversee the public involvement consultant team. She will lead certain public involvement tasks, including all media and advertising services.

Kittelson & Associates

- **Matt Kittelson, Project Manager.** Matt is leading the consultant team and providing oversight on the project's outreach strategy.

JLA Public Involvement

- **Jessica Pickul, Public Involvement Consultant.** Jessica is developing the overall public involvement plan, leading the in-person and online project open houses and facilitating the Advisory Committee meetings.

Public Involvement Strategies and Schedule

The following table includes stakeholder engagement and informational tools and activities that will be used throughout the project to engage and inform potentially affected interests, stakeholders and the broader public.

Tool/Activity	Description	Lead	Anticipated Schedule
Stakeholder Database	A database that will include potentially affected interests in the project area, stakeholders, interested parties, and meeting attendees. The database will be updated after public events and will track those individuals and groups who express interest in the project. The database will be used for notification of the online open houses, project news and outreach materials.	JLA	Initial draft early May; updates ongoing

Tool/Activity	Description	Lead	Anticipated Schedule
Project Website	The project website, wickiuprefinementplan.com is the primary portal for public information and is an important tool to collect public input. The site will include a project description, an interactive comment mapping tool, project documents (maps, reports, graphics), and all public meeting information and materials. It will also host the online Concept Development Workshop.	JLA/ ODOT	Updates: Ongoing
Public Comment Log	Public comments (and responses) collected at public events and online will be logged.	ODOT	Ongoing
Print Newsletters	Two newsletters will be created to introduce the project and invite public participation. Newsletters will be designed by JLA and mailed by ODOT.	JLA	July 2019 and November 2019
Electronic Newsletters	Four email newsletters will be sent to the project mailing list to announce the project and invite participation at public meetings.	JLA	Prior to each public meeting
Stakeholder Emails	In addition to email newsletters, the project team will send up to two additional emails to the project mailing list to provide project updates.	JLA	As determined by Agency.
Stakeholder Meetings	Up to three stakeholder meetings will be held with stakeholder groups as needed. Topics could include access management, accessibility, economic benefits and concerns, livability and/or environmental considerations.	JLA	July 2019

Tool/Activity	Description	Lead	Anticipated Schedule
Advisory Committee	The Advisory Committee will meet up to four times to provide community and technical review and to provide guidance on the Project.	PMT forms AC; Kittelson and JLA facilitate and manage AC	Meeting 1: July 10, 2019 Meeting 2: September 18, 2019 Meeting 3: March 18, 2019 Meeting 4: June 17, 2019
Concept Development Workshop (in-person and online)	This interactive, two-day workshop will include participation by the PMT, AC, and the public. The purpose is to identify and narrow options being considered for refinement.	Kittelson	November 20 & 21, 2019
Public Meetings	<p>The project will host public meetings at two key points in the process:</p> <ul style="list-style-type: none"> • Meeting 1 will introduce the project and solicit public input on existing conditions, needs/conflict points and opportunities. • Meeting 2 will provide information and solicit feedback on preferred solutions. <p>A detailed meeting plan and promotional fliers will be developed for each public meeting.</p>	JLA and Kittelson	Meeting 1: July 10, 2019 Meeting 2: June 17, 2019
Media Outreach	Press releases will be distributed at key points in the project to local media sources	ODOT	Ongoing

Measuring and Monitoring Outreach Activities

The project team will evaluate the public involvement process on an ongoing basis to determine the effectiveness of the outreach effort.

At key milestones, the project team will assess how well the program is meeting the public involvement goals listed in this plan. While evaluation of these goals is necessarily subjective,

the team will also consider the following more measurable objectives as the team assesses program effectiveness:

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