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MEMORANDUM

DATE: November 15, 2017
TO: John Bosket, DKS Associates
FROM: Jim Owens, Cogan Owens Greene, LLC
RE: Benton County TSP Update: Public Involvement Strategy

Benton County Transportation System Plan Update: Public Involvement Strategy

This Public Involvement Strategy guides stakeholder and public involvement for the development of the Benton County Transportation System Plan (TSP) update. Benton County is home to citizens with a broad range of social and economic interests. County staff and elected officials recognize that the involvement and expertise of its citizens is essential to making wise and legitimate decisions affecting the design, management and funding of transportation improvements in the County.

Public involvement for the TSP update is intended to support the County's 2040 Thriving Communities Initiative and stated community values to guide the County's future through the sharing of information and the gathering of public input on the current and future transportation system in the County. This plan provides opportunities for community members, interest groups and state, local and regional governmental agencies to identify transportation needs, challenges, barriers and desires for the future of transportation within the County. By actively engaging its citizens, Benton County will be better able to secure the support needed to implement and maintain a well-functioning, efficient and cost-effective transportation system that helps ensure a vibrant, livable community. In short, the County desires that the TSP process be citizen-driven, with County staff and officials serving as technical resources and facilitators of the process.

1. Project Description and Project Area

This project updates the County TSP adopted in 2001 and develops TSP elements for the cities of Adair Village and Monroe. (Other cities in the County have adopted TSPs that meet state and federal requirements.)

The TSP evaluates the current transportation system and outlines policies and projects that are important to protecting and enhancing the quality of life in Benton County. The update will suggest policy changes needed to align the County's transportation system with County and State goals. It will also identify and prioritize improvements to all aspects of the County's transportation system -- roads, bridges, transit, bicycle and pedestrian facilities, railroads, air, and pipelines -- intended to:

- Enhance safety to reduce crashes Countywide;
- Improve and protect the function and maintenance of all types of transportation facilities;
- Provide capacity to meet projected transportation demand;
- Improve connectivity among transportation modes;
- Support planned land uses and economic development; and
- Provide opportunities for reduced reliance on the automobile.

A TSP is required by the State of Oregon to help integrate the County's plans into the regional and statewide transportation system. Plan elements will be implemented by the County, cities, private developers, and state or federal agencies. The project will ensure that the updated TSP is coordinated with adopted transportation plans of incorporated cities in the County and other government agencies in the region, and consistent with local and state policies, plans, and rules including Oregon Administrative Rule ("OAR") Chapter 660, Division 12, commonly known as the Transportation Planning Rule ("TPR").

The project area covers the entire County and includes the incorporated cities of Corvallis, Philomath, Adair Village, and Monroe, and the incorporated area of North Albany. The project focus is on portions of the County outside of the urban growth boundaries ("UGB") of Corvallis, Philomath, and Albany, but also includes streets inside UGB areas that are under County jurisdiction. The project also considers public transit services which are provided on a countywide basis, including services provided within UGB areas and those that connect to services outside of the Project Study Area.

2. Public Involvement Strategy Purpose and Goals

The purpose of the Public Involvement Strategy is to share information and gather input and ideas from residents, business owners, visitors and key stakeholders in Benton County on the transportation issues and needs across Benton County. The project team is committed to a public engagement process that is:

- Meaningful: Provide timely and relevant information
- Accountable: Document and respond to input in a timely manner
- Inclusive: Utilize multiple methods for communicating, tailored to the specific interest group
- Transparent: Make decisions and important information publicly available
- Realistic: Recognize project constraints and objectives
- Outcome-oriented: Engage the public to maximize project success

To achieve these public engagement goals, the project's Public Involvement Strategy is designed to:

- Actively seek public input throughout the project and engage a broad and diverse audience through targeted outreach to all segments of the community, including underrepresented communities.
- Provide meaningful public involvement opportunities through the project website, including online surveys; interactive and visually-informative community events; targeted outreach to interest groups, advisory bodies, and other governments; and open public meetings.
- Seek participation of potentially affected and/or interested individuals, neighborhoods, businesses, and organizations.
- Communicate complete, accurate, understandable, and timely information.
- Document how input has been considered in the development and prioritization of proposed improvements.
- Comply with Civil Rights Act of 1964 Title VI requirements. Title VI and its implementing regulations provide that no person shall be subjected to discrimination on the basis of race, color or national origin under any program or activity that receives federal financial assistance.
- 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.

3. Target Audiences

The public involvement strategy recognizes that a wide variety of agencies, organizations, and individuals may be affected by or interested in the TSP. In addition to general public outreach as described in Section 4, the Public Involvement Strategy includes targeted outreach to the audiences defined below. That outreach will vary by group based upon the group's interest in participating in the planning process, potential outreach opportunities (e.g. presentations at scheduled meetings), and project planning team capacity. An Interested Parties list will be maintained, and contacts will receive periodic project updates.

Committees

Technical Advisory Committee: The purpose of the Technical Advisory Committee (TAC) is to support the Project Management Team (PMT) by providing technical expertise and guidance to the project. The TAC is intended to be a small group comprised of various representatives of state, local and regional governmental and/or transportation-related agencies that will meet periodically to provide technical and regulatory reviews of work products. This includes a review of assumptions and methodologies for analysis, and coordination of the TSP update with adopted plans and ongoing planning efforts.

Stakeholder Advisory Committee

The purpose of the Stakeholder Advisory Committee (SAC) is to convene representatives of groups that may review policy issues, project lists and provide guidance to the project through a stakeholder lens. The TAC and SAC will meet to review draft products (technical memorandums) and advise on public involvement efforts, project lists, and coordination with adopted plans and ongoing planning efforts.

The TAC and SAC will hold five meetings across the duration of the project. They will review the following memorandums:

- Technical Memorandum #1: Public Involvement Strategy
- Technical Memorandum #2: Plan Assessment, Goals and Objectives
- Technical Memorandum #3: Funding for Transportation System Improvements
- Technical Memorandum #4: Existing Transportation System Conditions and Deficiencies
- Technical Memorandum #5: Future Transportation Operation Conditions
- Technical Memorandum #6: Proposed Transportation Standards
- Technical Memorandum #7: Proposed Transportation System Improvements (Project list)
- Technical Memorandum #8: County Comprehensive Plan and Development Code Amendments

Mtg No.	Purpose	Timeframe <i>(Dates are tentative)</i>
1	Review project objectives, schedule, and draft TM #1 and 2	August 2017
2	Review revised TM #1 and plan goals and objectives proposed in TM #2; discuss current conditions, deficiencies and needs identified in TM #4 and methodology/assumptions made for TM #5	December 2017
3	Discuss future conditions, deficiencies, needs and other key findings from TM #5	January 2018
4	Review TM # 7 and #8, provide feedback on whether identified improvements will adequately address deficiencies, whether categorization of projects reflects TAC/SAC priorities, and feasibility of potential funding.	May 2018
5	Review draft Updated TSP and TM #8, provide feedback on whether draft Updated TSP adequately addresses County's transportation needs, and whether facility standards/code and plan amendments adequately implement project and funding recommendations.	October 2018

Planning Commission/County Commissioner Work Sessions

The County Board of Commissioners and Planning Commission will be actively engaged in the TSP update process through periodic briefings by staff and through two work sessions with each group. The first session will occur between the first and second community workshop series, and the second will occur before the County adoption hearings. The work sessions will seek input on:

- 1) Existing/future conditions; goals and objectives.
- 2) Potential transportation solutions, including project prioritization.

To increase the visibility of outreach events, efforts will be made to have Board members participate in community meetings, especially those scheduled in the more rural areas of the County.

Title VI and Environmental Justice Populations

As part of the outreach to engage citizens and stakeholders in the TSP project, the County will make special efforts to involve Title VI populations. This includes populations based on race, color and national origin, as well as minority, low-income, tribal and underrepresented (limited English proficiency, youth, older adults, persons with intellectual/developmental disabilities) communities.

The majority of the populations in Benton County cities are white but other racial groups continue to grow, increasing the diversity within the County. According to the draft 2017 Community Health Needs Assessment, white, not Hispanic or Latino individuals comprise 82% of the County's population. The largest non-white populations are Hispanic or Latino (6.9%) and Asian (6.2%). Approximately 3.4% of the Benton County individuals have limited English proficiency, relative to 6.2% for the entire state (the term Limited English Proficiency (LEP) refers to any person age 5 and older who, according to the U.S. Census, reports speaking English less than "very well").

Several Native American tribes have territory and treaty rights in Benton County, including the Confederated Tribes of the Grand Ronde, Confederated Tribes of Siletz Indians, and the Confederated Tribes of Warm Springs.

Approximately 30% of County residents are identified as low income, defined as a household whose income falls below 150% of the poverty income level (as calculated by the U.S. Census Bureau). The 2017 Community Health Needs Assessment indicates that in 2015, the County had a higher percentage (22%) of individuals below the poverty level than in the state (17 %) and nationally (13.6%).

The majority of the residents in Benton County are between the age of 15 and 60 (66.2 percent), with nearly a quarter of the total population being college-aged (18 to 24). In June 2016, older adults (65 years and older) comprised 14.8% of the total population of Benton County, up from 12% in 2010.

The 2017 Community Health Needs Assessment reports that, from 2011 to 2015, among the civilian non-institutionalized population, approximately 10% reported a disability in Benton County. Disability encompasses many different conditions; for instance, the most common

disability in Benton County among those aged 5-64 is cognitive difficulty, with ambulatory difficulty ranking the highest for the 65 and older population. The prevalence of disability increases with age, from 1.4% of people under 5 years of age, up to 7.6% for 18 to 64 years of age, and 31.6% of those 65 and over.

Environmental justice is the fair treatment and meaningful involvement of all people with respect to the development, implementation, and enforcement of environmental laws, regulations and policies. The county is committed to ensuring environmental justice principles inform the TSP project and will undergo special efforts to ensure all Benton County residents and property owners have the same degree of protection from environmental and health hazards, and access to the decision-making process.

Interest Groups

The active involvement of community members, transportation-related organizations, and other interest groups is critical for the success of the TSP update. Through the methods outlined in the following section, efforts will be made to engage potentially affected and/or interested individuals, neighborhoods, businesses, and organizations. The types of affected and interested people and organizations in the project area include, but are not limited to those listed below. State, local and regional governmental agencies and advisory groups provide additional representation for many of these types of groups.

(Note: The following list is a sample of potential interested parties. Direct notice may not be provided to all parties; however, all interested parties are welcome to participate, listed or not.)

- Accessibility advocacy groups (e.g., Disability Services Advisory Council, People First of Corvallis; Self Protection, Advocacy and Rights Council; Oregon Family Support Network; Eldercare; ARC of Benton County)
- Ride-sharing groups and businesses (e.g., taxi companies, Uber, Lyft, Carpool Corvallis, OSU Transportation Options, Drive Less/Connect)
- Bicycle and pedestrian interests (e.g., Benton County Bicycle Advisory Committee, Corvallis Transportation Action Team, Mid-Valley Bike Club, South Benton County Recreation Alliance, Pedal Corvallis, Corvallis Bicycle Collective, Corvallis Mountain Bike Club)
- Freight interests, including farming and forestry organizations and refuse disposal companies (e.g., Oregon Farm Bureau, Association of Oregon Industries, Oregon Trucking Association, Republic Services, Valley Landfills, Allied Waste)
- Road Districts (11 districts in the County)
- Rail interests (e.g. Willamette & Pacific Railroad, Portland & Western Railroad, Amtrak)
- Air service interests (e.g., Corvallis Municipal Airport)
- Business organizations, associations and chambers of commerce (e.g., chambers of commerce, Corvallis Independent Business Alliance; Downtown Corvallis Association, Economic Vitality Partnership)
- Large employers (e.g., OSU, Good Samaritan Regional Medical Center, Hewlett Packard, Corvallis Clinic, CH2M Hill, FiServe, ATS Systems)
- Education sector (e.g., OSU, Linn-Benton Community College)
- Cultural/minority advocacy groups (e.g., Casa Latinos Unidos de Benton County, Corvallis Multicultural Center, Community Alliance for Diversity)

- Senior services (e.g., Retired and Senior Volunteer Program, Senior Services Advisory Council, Aging & Disability Resource Connection, AARP, Samaritan Senior Companion Program)
- Youth groups (e.g., Boys and Girls Club)
- Emergency services providers (e.g. Linn-Benton Volunteers, Local Public Safety Coordinating Council)
- Environmental interests (e.g., Corvallis Sustainability Coalition, Corvallis Environmental Center, Greenbelt Land Trust, Coast Range Association)
- Health equity interests (e.g., Samaritan Health Services, Linn-Benton Health Equity Alliance)
- Housing and community development interests (e.g., Linn-Benton Housing Authority, Corvallis Housing and Community Development Advisory Board, Thriving Communities Council; Economic Development Advisory Board)
- Local media (e.g., Corvallis Gazette Times, The Corvallis Advocate, The Daily Barometer, Albany Democrat-Herald, local radio stations)
- Recreation interests (e.g., Benton County Parks Advisory Board, Alliance for Parks and Natural Areas, Benton Soil & Water Conservation District, Corvallis Parks & Recreation, Marys River Watershed Council, Albany Parks & Recreation, OSU Extension Service)
- School districts (e.g., Corvallis School District, Albany School Districts, Philomath School District 17J, Central School District 13J, Monroe School District 1J)

Public Agencies

Additional outreach will be conducted with public agencies that may have an interest in the project to inform them about and receive input on the TSP purpose, objectives, schedule, and other aspects of the project. Public agency contacts may include:

- Neighboring counties and regional agencies, including Oregon Cascades West Council of Governments, Corvallis Area Metropolitan Planning Organization, and Albany Area Metropolitan Planning Organization
- State and regional transportation, land use, human services, health services, housing and recreation agencies and advisory bodies, including the ODOT Region 2 Area Commission on Transportation
- Bureau of Land Management
- Confederated Tribes of the Grand Ronde, Confederated Tribes of Siletz Indians, and the Confederated Tribes of Warm Springs
- U.S. Forest Service
- U.S. Fish and Wildlife Service

4. Methods for Community Engagement

The following are primary mechanisms that will be used for community engagement:

1) Project website

The County will develop and maintain a project website dedicated to the TSP update. It will include key project information, including a brief overview of the project, meeting dates and summaries, other public involvement opportunities, and project materials. The

website will include a comment form to allow for public input. The County will compile email addresses provided by visitors to the website and use them to advertise meetings, events and distribute announcements and materials. The website will be updated regularly to include new project materials and media releases.

2) Community workshops

Two series of community workshops will be held during the TSP update process. Each series will include three separate 2-hour events across the County in the following locations: Philomath, Adair Village and Monroe. The first meeting series will introduce the TSP project and obtain input regarding project goals and objectives, existing and future transportation needs and potential solutions, and project evaluation criteria. The second meeting series will obtain input on potential solutions (i.e., policies, strategies and projects) and priorities to address transportation needs.

Specific promotion of these workshops may occur in the more rural portions of the County, including Alsea, Alpine, Belfountain, Wren, Summit, Blodgett, Kings Valley and Hoskins. Organizations in those areas may be enlisted to assist with this promotion and co-sponsor local outreach events.

3) Online Surveys

During each round of community workshops, an online survey will go live to provide an online open house experience to engage individuals who may not be able to attend traditional outreach events. The online surveys will be hosted on the project website. They will include project information and provide the same opportunities for comment as the traditional community workshops.

4) Community Events

Tabling at community events represents an opportunity to disseminate project information and solicit general public input on transportation needs and solutions. Interactive mapping and brief questionnaires may be used.

5) Presentations

Subject to staff capacity and project budget constraints, the project team will be available to present on the project to organizations and interest groups as part of scheduled meetings.

6) Public Meetings

All technical, stakeholder and elected official meetings will be open to the public. Time will be reserved on the agendas for TAC and SAC meetings for public comment. Public input will be solicited by the Planning Commission and Board of Commissioners during the plan adoption phase.

5. Methods for Information Dissemination

Engaging the General Public

To reach the general public, information about project updates, outreach events, meetings and other engagement opportunities will be provided through a variety of

avenues. These may include:

- Project website
- Media releases
- Advertisements of community events
- Notices through the project email list and other listserves
- Social media
- Flyers/posters posted in public buildings and at other community gathering places
- Project updates/solicitations for participation targeted to interest groups

Engaging Older Adults, Non-English Speakers and Low-Income Populations

A tailored outreach strategy will provide meaningful engagement opportunities to populations under Title VI, environmental justice and underrepresented communities. The County will work with existing cultural and community organizations to identify the best strategies and mechanisms to disseminate information to and seek input from these populations.

With only the English language being spoken in more than 95% of Benton County homes, project documentation will be written in English. However, translation services will be made available upon request.

To assist those that cannot drive, community workshop and outreach events will be held at locations accessible via transit when feasible. The County will provide downloadable materials on the project website. Hard copies of project documents will be available upon request for those without internet access.

To help engage older adults, the County will post project advertisements in locations where seniors will be likely to see them. Such locations may include drugstores, grocery stores, and retirement and assisted living communities.

Distribution and Review of Work Products

The County will email project work products directly to TAC and SAC members, and will post them to the project website for access by the general public. TAC and SAC members will be able to comment directly through regular committee meetings. The general public will be able to comment on work products during public comment periods at SAC meetings, at community workshops, and through the project website. The project website will facilitate public input and review of work products through the comment form feature.

6. Roles and Responsibilities

The following table clarifies the roles and responsibilities regarding public involvement efforts for the County and the Consultant team.

Outreach Activities	County	Consultant
Compile TAC Roster	√	
Compile SAC Roster	√	
Distribute work products and meeting materials to TAC/SAC	√	

Prepare TAC/SAC presentation materials		√
Facilitate TAC/SAC meetings		√
Prepare TAC/SAC meeting summaries		√
Prepare public outreach presentation materials		√
Create online surveys for each public outreach series		√
Prepare for and facilitate public outreach events		√
Table at community events	√	
Compile public input	√	
Summarize public input and prepare a public involvement chapter in the TSP		√
Organize and participate in presentations to agencies and targeted stakeholder groups	√	√
Arrange SAC/TAC and public event meeting space	√	
Maintain interested parties list	√	
Develop and maintain the project website and project library	√	
Develop and maintain a project sign-up list (website comment form)	√	
Advertise meetings, events and distribute materials to email/listservs	√	
Identify unique outreach needs from a culturally-specific perspective	√	
Distribute press releases	√	
Develop and distribute flyers	√	
Place advertisements in local media publications	√	
Create social media posts	√	
Send mailings (as appropriate)	√	

7. Project Timeline

This graphic communicates the general expected project timeline. Specific dates for public involvement events will be provided as the project progresses.

