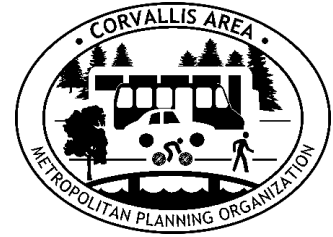


MEMORANDUM

Corvallis Area Metropolitan Planning Organization
777 NW 9th Street, Suite 204C
Corvallis, Oregon 97330



Date: April 27th, 2021
To: CAMPO Policy Board & Technical Advisory Committee
From: Steve Dobrinich and Nick Meltzer, CAMPO Staff
Re: CAMPO Regional Transportation Plan Public Engagement

Purpose

DRAFT

This memorandum summarizes ongoing and planned public engagement activities associated with the update of the Corvallis Area Metropolitan Planning Organization (CAMPO) Regional Transportation Plan (RTP). Plan development will take place throughout 2021 with an anticipated completion by March 2022. Public engagement activities will be held throughout the planning process as data and analysis becomes available. Moving forward, this memorandum will serve as the guiding document for public engagement related to the current RTP update.

RTP Background

The purpose of the Regional Transportation Plan is to identify how the Corvallis Metropolitan Area will meet the needs of the transportation system over a 20-year planning horizon. The RTP contains projects and policies to guide the development of a multi-modal transportation system (including transit, highway, bicycle, pedestrian, and accessible transportation) which meets the region's economic, transportation, development and sustainability goals, while remaining fiscally constrained.

Development and adoption of an RTP is required to ensure that the Corvallis Metropolitan Area remains eligible to receive federal transportation funding. Federal rules requiring completion and adoption of the Plan include the federal transportation act Fixing America's Surface Transportation (FAST) and the U.S. Clean Air Act amendments of 1990. Federal requirements specify that the CAMPO RTP must be updated every five years. The CAMPO RTP was last updated in March of 2017 which means this update must be completed by March 2022.

RTP Oversight

As outlined in the CAMPO RTP Scope of Work (approved by the CAMPO Policy Board during the February 10, 2021 meeting), project oversight for the RTP update --including public engagement activities-- will be provided by two primary bodies:

Technical Advisory Committee

The CAMPO Technical Advisory Committee (TAC) will act as the TAC for the RTP update, and RTP meetings will be incorporated into standing monthly TAC meetings. These meetings are open to the general public and input by other stakeholders or the general public is encouraged. The TAC will work with staff directly during the RTP update process and act in an advisory role to the Project Advisory Committee.

Project Advisory Committee

The CAMPO Policy Board will serve as the Project Advisory Committee (PAC). The PAC will make formal decisions related to the RTP update and provide direction to staff. These meetings are also open to the general public and attendance and input by interested parties is encouraged.

Acting in its role as the RTP PAC, the CAMPO Policy Board retains the authority to make further recommendations related to public engagement including the addition of supplementary outreach activities not covered in this document.

Public Engagement Context

Why is Public Participation Important?

Active public involvement is a key component of an MPO's continuing, cooperative and comprehensive planning effort and an integral part of transportation planning and programming activities. Public participation in the transportation planning process allows the public the opportunity to voice concerns and offer suggestions about transportation-related issues, while also helping to educate the public about the technical aspects of transportation planning. Through public participation, transportation professionals and decision-makers are afforded the opportunity to see sides of an issue that may be missed when considering a project. Meaningful dialog among technical professionals, local decision makers, and general stakeholders is key to achieving consensus, which is desired before moving a project forward.

CAMPO Public Participation Plan

The recently updated CAMPO Public Participation Plan (PPP) serves as the starting point for all MPO public engagement activities. The PPP describes methods, strategies, and desired outcomes for public participation, addressing outreach requirements for both Ongoing Activities (e.g. monthly meetings of the Policy Board and Technical Advisory Committee) and Plan and Program Updates (e.g. development or update of Regional Transportation Plan). Plan and Program Updates, including the RTP planning process, require the development of a specific public involvement program. The RTP Scope of Work filled this need prior to the development of this memorandum. Moving forward, this memorandum will serve as the guiding document for public engagement related to the current RTP update.

Public Engagement Toolbox

There are a variety of public engagement activities which will be used during the RTP planning process. A combination of the activities listed below will be used throughout the process and are listed here as a guide for engagement efforts. Public engagement activities in the CAMPO toolbox include:

- Issuance of press releases to the local media
- Purchase of advertisements in the Corvallis Gazette-Times and other local newspapers
- Distribution of public service announcements, flyers and posters with information about the RTP process and upcoming meetings
- Development of a project newsletter
- Direct mail and e-mail to interested individuals and parties
- Design and distribution of graphics and visualizations used to communicate information about the RTP process
- Publication of draft RTP documents on the CAMPO website at <https://corvallisareampo.org/>
- Solicitation of public comment through the CAMPO website, OCWCOG social media, interested parties list, and other outlets
- Attendance at partner agency and stakeholder meetings to provide updates on plan and program development
- Hosting in-person or virtual public open houses and workshops

Bi-Lingual Public Engagement

Data collected as part of CAMPO's Title VI Nondiscrimination Plan found that Spanish is likely the most commonly spoken language in the Corvallis Urbanized Area, aside from English. In an effort

to expand outreach and improve community involvement CAMPO made the commitment to translate vital documents to Spanish.

As such, staff will develop bi-lingual outreach materials throughout the RTP public engagement process in order to reach Spanish speaking populations living in the CAMPO Planning Area. This will include summary materials describing the RTP framework, planning process, and opportunities to provide input but may exclude longer reports and technical memos. Upon request, CAMPO will seek to translate additional written materials and provide Spanish interpreter services for meetings and workshops.

RTP Public Engagement Plan

The public engagement activities described below were developed after careful review of the requirements outlined in the PPP. Staff believes that by following this plan of action CAMPO will meet and exceed the standards outlined in the PPP.

Note on the Novel Coronavirus

Due to the impacts of the novel Coronavirus (COVID-19) and ensuing pandemic opportunities for in-person public engagement during this process are currently limited. Ordinarily open houses would be held in-person and printed copies of the draft plan would be made available at the Corvallis Public Library and in the offices of member jurisdictions. While some of those activities may resume at some point during the planning process it is expected that open houses held this spring and summer will be conducted in a virtual environment via Zoom. As noted below, CAMPO staff is exploring opportunities to do small-scale in-person outreach at outdoor events during the summer assuming conditions related to the pandemic continue improving.

Three Step Engagement Process

Input from outside stakeholders and members of the public will help ensure the RTP update is a successful planning effort. There are three distinct steps in the process through which CAMPO will seek public input:

1. After an existing conditions analysis is developed and the travel demand model is validated CAMPO staff will conduct initial public outreach
2. After results from the future scenarios are available CAMPO staff will move to the intermediate outreach phase
3. Final public outreach will take place once a draft version of the RTP is available for review and comment

Initial Public Outreach

Initial public outreach for the RTP update will include the publication of a preliminary existing conditions analysis on the CAMPO website, development of a short video overview introducing the RTP update process, and two live virtual open houses conducted over Zoom. Initial outreach will strive to do the following:

- Explain the roles and responsibilities of CAMPO
- Explain the relationship of the RTP and local TSPs
- Explain the process, schedule and participation opportunities for the general public and interested parties
- Present RTP goals and objectives, and have people rank their top 3 goals
- Present the RTP existing conditions analysis
- Discuss travel behavior with people and introduce the online engagement platform to capture such information as:
 - How do you travel? (mode)

- Where do you travel? (destinations)
- What challenges to traveling do you have? (pinch points, initial project identification)
- Discuss next steps, including the introduction of the future scenarios

Input from the public during the initial stage of engagement will be compiled for review by the Technical Advisory Committee (TAC) and PAC. The information will be used to confirm goal language, and match transportation challenges with project opportunities.

Timeline: Mid-May through July, 2021

Intermediate Public Outreach

After results from the future scenarios are available CAMPO staff will shift to the intermediate outreach stage. Intermediate outreach activities will strive to do the following:

- Reiterate the roles and responsibilities of CAMPO
- Recap the details of the RTP planning process
- Recap the relationship of the RTP and local TSPs
- Introduce the concept of multimodal planning corridors
- Share results of future scenario analysis
- Ask people to rank project prioritization criteria, derived from plan goals
- Provide overview on funding limitations and fiscal constraint

Outreach activities conducted during this phase of the process will include:

- At least two open house events (a determination on whether to host the events in-person or via Zoom will be made closer to the dates in question)
- In-person attendance at community events in order to distribute information about the RTP update
- A web mapping comment exercise
- A community survey
- A short video summarizing the contents of the RTP
- Bi-lingual outreach materials for Spanish speaking populations

Input from the public during this stage of engagement will be compiled for review by the TAC and PAC. Input will be used to determine if changes should be made to draft planning documents.

Timeline: July through October, 2021

Final Public Outreach

Final public outreach will build on the previous stages in the engagement process and help ensure that the CAMPO Policy Board adopts a final document which reflects the input of stakeholders across the community. Final outreach activities will include:

- Publishing the draft plan along with a public notice on the CAMPO website at <https://corvallisareampo.org/> for a 45-day public comment period
- Distributing public notice via e-mail to all CAMPO interested parties lists notifying them that the comment period has begun
- Inviting the public and notifying the media to provide comment at the CAMPO Policy Board meeting scheduled to adopt the updated RTP
- Developing a short video summarizing the contents of the RTP
- Providing bi-lingual outreach materials for Spanish speaking populations including summary materials related to the draft RTP

Input from the public during the final stage of engagement will be compiled for review by the TAC and PAC. Input will be used to determine if changes should be made to draft RTP. If the final RTP

differs significantly from the draft version that was made available for comment, staff will conduct additional engagement.

Timeline: November, 2021 through January, 2022

Public Engagement Timeline

	2021 Q2		2021 Q3			2021 Q4			2022 Q1		
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Initial Public Outreach											
Intermediate Public Outreach											
Final Public Outreach											
RTP Adoption											

Summary of Public Engagement Feedback

As noted above, input received from the public during each stage of engagement will be compiled for review by the TAC and Policy Board. Comments related to the RTP received during TAC and Policy Board meetings will be read into the minutes. Comments received by CAMPO outside of TAC and Policy Board meetings will be included in meeting materials as appropriate.

A summary of the public process will be included in the RTP. This will include a summary of public input received as well as a demonstration of explicit consideration and response.

Questions

- Does this approach to public engagement make sense?
- Are there additional activities related to public engagement we should consider?
- What other questions do you have about the RTP public engagement process?