

MEMORANDUM #2: PUBLIC INVOLVEMENT PLAN

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Project: Damascus Mobility Plan

Subject: Draft Public Involvement Plan (Task 2.1)

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Introduction

This Public Involvement Plan (PIP) will guide community involvement during the Damascus Mobility Plan development process. The PIP describes fundamental objectives and activities that project management team, County community relations staff, and the consultant team will implement to do the following:

- » Inform public and private stakeholders about the Plan and alternatives to solicit comments and concerns about the Plan,
- » Address those concerns,
- » Secure public input on the plan and related products,

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- » Build consensus, and
 - » Ensure the selected transportation system improvements effectively meet the Clackamas County Transportation vision and goals and the expectations of local agencies, private stakeholders, and the public.

Project Overview

The Damascus Mobility Plan seeks to establish a local roadway network that addresses safety, equity, and mobility in the Damascus area. Clackamas County is undertaking this effort to fill the planning gap created by the disincorporation of the former City of Damascus. Establishing a plan for this area will help to guide public investments, build forward-compatible improvements alongside private development, and coordinate regional roadway needs with neighboring communities. This effort focuses on vehicular and freight improvements and refers to the recently-completed Clackamas County Transit Development Plan for transit components and ongoing Clackamas County Bike and Walk Plan for active transportation components. Findings from this Plan will be incorporated as part of the next Clackamas County Transportation System Plan Update, anticipated in 2022/23.

Equity

This project is taking an equity-driven approach to the public involvement program and is designed to meet the following goals:

- » Make equity a project priority both in terms of process and outcomes.
- » Provide project information and engagement opportunities that are accessible, approachable, and inclusive.
- » Engage the community, specifically those who have been historically underrepresented and underserved, to uncover potential issues, barriers, needs, and opportunities so the project team can integrate ideas or mitigate impacts.
- » Communicate how input and feedback shape project outcomes.

Project staff will work to intentionally integrate equity at every step of the planning and engagement process for the Damascus Mobility Plan. Actions the project team will take include the following:

- » Conduct an equity analysis to identify the presence of locations of historically marginalized communities. Planning and engagement will incorporate a culturally competent approach to ensure that the plan meets the needs of users of all ages and abilities.
- » Host a routinely-updated project website that provides information about the project and opportunities for the public to provide input.
- » Mail post cards regarding opportunities to provide input on the project to the public in English, Spanish, and Russian.

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- » Provide two virtual open houses each open for two-week periods. The virtual format allows people to have the flexibility to review project materials and share their input without having to pay for childcare, take time off work, or travel long distances.
 - » Give notice of the virtual open houses in broad-ranging locations. For example, notice will be posted through flyers at locations where community members gather, shared at schools, and posted on social media.

This equity-driven approach is being used to create a plan that provides a resilient transportation system that offers people choices, regardless of age, ability, income level, and geographic location.

Public Involvement Objectives

The purpose of the PIP is to share information and gather input regarding the needs and issues of Damascus area residents, the public, stakeholders, and interested parties.

The public involvement objectives were established to align with the Clackamas County Transportation System Plan and make equity a project priority. The objectives are to:

- » Ensure the final vision and goals have broad support among local and regional agencies, stakeholders, and the public, and that the Damascus Mobility Plan supports the vision and goals of the broader Clackamas County Transportation System Plan.
- » Communicate complete, accurate, understandable, useful and timely information about the project to the public.
- » Identify issues and values of diverse Damascus Area communities, ensuring that they are reflected in the plan.
- » Engage a wide range of stakeholders in all aspects of the planning process.
- » Ensure the opportunity for participation of linguistically and culturally diverse stakeholders.
- » Ensure participation of mobility-challenged stakeholders.
- » Provide meaningful public involvement opportunities and demonstrate how input has influenced the process by soliciting and record comments, concerns, and suggestions. Address and/or respond to concerns.
- » Seek participation from underrepresented groups, including disabled, low-income, limited English proficiency, minority or other underserved groups in the project area.
- » Use a variety of strategies, including traditional and electronic media, to engage residents and the business community, including those who are not usually able

to participate in policy discussions for economic, demographic, and/or cultural reasons.

- » 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.
- » Ensure that advisory bodies established for the planning process have adequate and timely opportunities to review and comment on draft plan elements.

Roles and Responsibilities

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

COUNTY STAFF

- » Develop and maintain a project website with up-to-date information.
- » Print and mail outreach materials.
- » Conduct media releases.
- » Identify and select members of the Technical Advisory Committee (TAC).
- » Transmit any comments received outside of the processes in this statement of work to the Consultant.
- » Review and provide comments on draft virtual open houses.
- » Review draft memos prior to meetings and provide consolidated comments from PMT and TAC members received following the meetings.
- » Confirm that meetings include outreach to and opportunity for representatives of the following interests to be heard: residents, businesses, local government agencies, environmental justice groups, and pedestrian and bicycle interests.

TECHNICAL ADVISORY COMMITTEE (TAC) MEMBERS

- » Advise the project staff on community concerns and issues and to help develop alternatives.
- » Attend TAC meetings.
- » Review draft memos prior to TAC meetings.
- » Provide comments on all deliverables.

CONSULTANT TEAM

- » Develop and regularly update mailing and email lists of interested parties and key stakeholder groups and individuals.

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- » Support County staff in posting and reviewing updated content for the project website.
 - » Provide a linked webpage for interactive commenting map, online ranking tool, and virtual open houses.
 - » Support the content and format for post cards and social media posts that will be shared by the County.
 - » Assist with the development of two virtual open houses. Provide virtual open houses with opportunities for the public to identify issues and concerns in the study area. Collect, compile, and share public comments.
 - » Prepare a Public Involvement Summary Document that document all public involvement, including an overview of all in-person events and all input collected online.
 - » Prepare for, facilitate, and arrange PMT and TAC meetings.

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 identify we have developed for the Damascus Mobility Plan. We propose creating similar graphics this color scheme across the project website, reports and documents, and project advertising.

Identifying Stakeholders: Who's Involved?

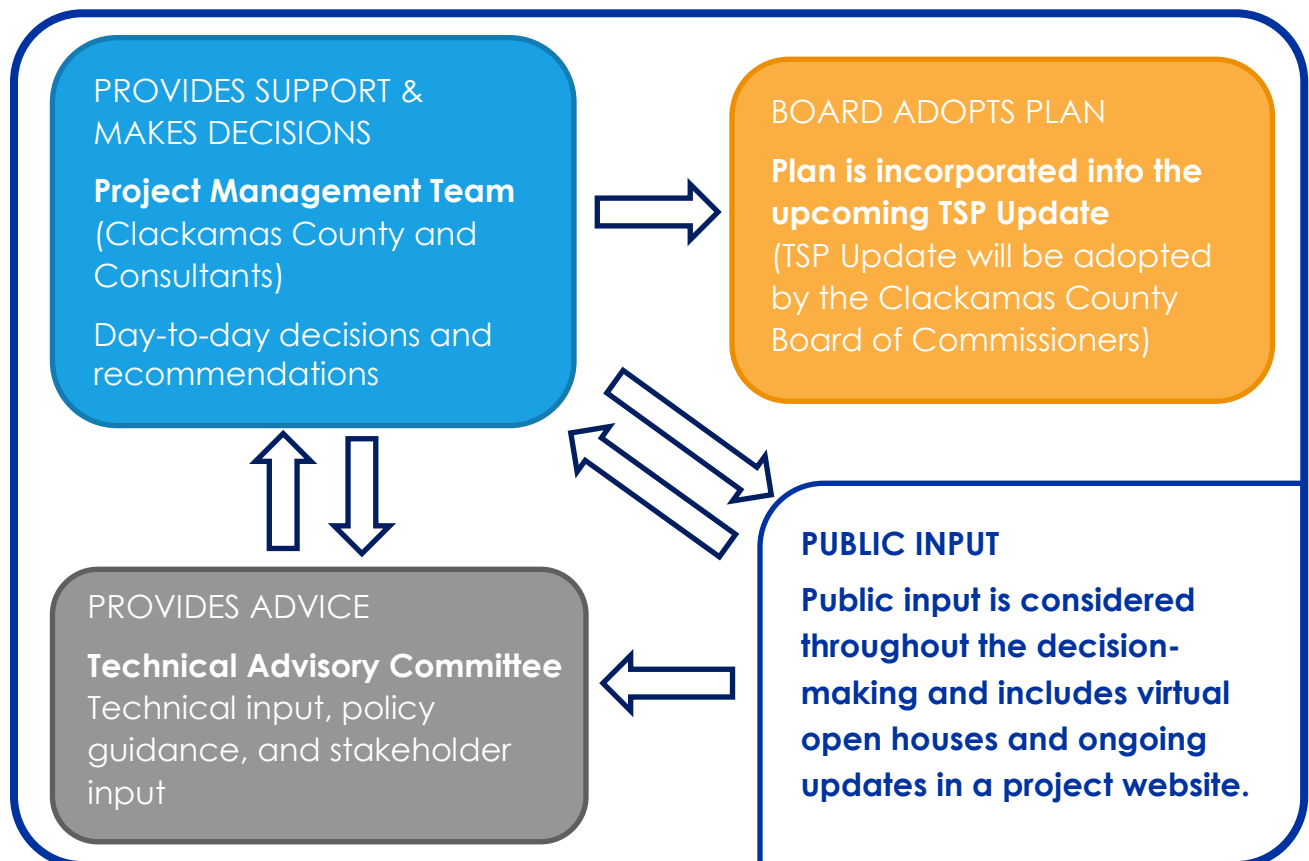
The public and stakeholder involvement efforts seek participation of all potentially affected and/or interested individuals, communities, and organizations. To date, the Damascus Mobility Plan team has identified several stakeholders and types of stakeholder groups to engage in the process. The public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

- » Interested citizens
- » Student or Administrator of a local high school
- » Person with a disability or advocate for people with disabilities
- » Representatives from Title VI communities
- » Stakeholders
- » Service providers
- » County representatives
- » Clackamas County staff

- » Happy Valley staff
- » Metro staff
- » Oregon Department of Transportation staff
- » Oregon Department of Land Conservation and Development (DLCD) staff
- » Other as deemed appropriate by the County or invited by the County to participate in individual meetings when certain expertise is required or at particular times throughout the Project. For example, residents of the Damascus area are considering establishing a Community Planning Organization (CPO) that could be engaged through this project.

Decision-Making Framework

The Project Management Team (PMT) will make day-to-day decisions and finalize the plan based on technical input, policy guidance, and stakeholder input from the TAC and the general public. The decision-making structure for the Damascus Mobility Plan is shown in Figure 1:



Project Management Team: The Project Management Team (PMT) is composed of the County Project Manager, lead county technical staff, the Consultant Project Manager, other consulting staff (as necessary), County community relations staff and others

identified as necessary. The PMT will provide overall guidance for the Project, coordinate logistics of the Project, and provide feedback to Consultant.

Technical Advisory Committee: The Technical Advisory Committee (TAC) may be made up of interested citizens, service providers, stakeholders, County representatives, and staff that represent local, regional, and state government stakeholders including, Clackamas County, Happy Valley, Metro, Oregon Department of Transportation, and Oregon Department of Land Conservation and Development, or others as determined by the County.

Public Involvement Tools

The PIP includes a combination of traditional and online public engagement.

The public and stakeholders will be engaged through the project website, project outreach materials (such as post cards and media releases), virtual open houses, and TAC meetings. Outreach efforts will address equity.

Public Involvement Plan (This document): Consultant will develop a Public Involvement 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.

Project Website (Ongoing): The County will develop a project website that includes project information, schedule, tech memos, a list of project materials, project materials completed to date, future opportunities to provide input, and County contact information. The Consultant will support the county staff in posting and reviewing updated content. Links to virtual open houses will be provided on the project website.

Technical Advisory Committee (Ongoing): The TAC will advise the project staff on community concerns and issues and to help develop alternatives. Six TAC meetings are anticipated.

Comment collection, analysis and responses (Ongoing): Clackamas County will log and analyze public comments and coordinate responses to comments and share with the Project Management 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 virtual open houses, Consultant will provide the County with a log of comments received online to add to the overall project comment log.

Post Cards: The Consultant will develop post cards that include project background, timing, schedule, information about opportunities for the public to participate. They will be provided in English, Spanish, and Russian. The County will print and mail post cards to the public.

Virtual Open Houses: Consultant shall provide two online open houses with an interactive comment map to provide information on the Damascus Traffic Improvements Plan.

The first virtual open house is intended to gather input from the public on the existing Damascus area transportation system. It will include an interactive commenting map for the public to report suggestions, issues, and concerns in the study area.

The second virtual open house is intended to gather input from the public on the alternatives analysis for proposed projects that will address the identified deficiencies in the study area. It will include an online project ranking tool.

Notification of Virtual Open Houses: Clackamas County 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. Clackamas County may use a variety of methods to invite the public to participate, such as:

- » E-mail to interested parties list (two weeks prior to each open house, and on the day that each open house goes live),
- » Postings to the NextDoor social media site, and other social media sites such as Facebook and Twitter,
- » Post flyers at locations where community members gather,
- » Outreach to the schools: include meeting notification in local school newsletters and outreach sources (e.g., 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, and
- » News releases prior to each public outreach event.
- » Meeting facilitation techniques that allow all perspectives to contribute to the meeting and overall process in a constructive manner.
- » Key project information translated into Spanish and Russian and posted on the project webpage.
- » Non-traditional outreach strategies that more effectively reach rural or hard-to-reach communities. This may include in-person outreach, Facebook live events, radio programming, or direct outreach at houses of worship, agricultural fairs, networking events, stores, or entertainment venues.
- » Project website that is regularly updated throughout the project.

Clackamas County Title VI Policy and Implementation

It is the policy of Clackamas County to involve the public in important decisions by providing for early, open, and continuous public participation in and access to key planning and project decision-making processes. The County recognizes that Title VI has been implemented to ensure decision-making processes are designed to prevent disproportionate adverse human health and environmental effects, including social

and economic effects, as a result of any County project or activity on communities of color and low-income populations.

Implementation of Title VI that can 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,
- » Providing timely, accurate, and effective communications,
- » Partner with nonprofits and established community groups, including those that assist 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 (into English, Spanish, and Russian) and indicate how people can participate,
- » Host open houses in locations that are accessible and where the populations feel comfortable (i.e., Non-governmental facility, community church, or online),
- » 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, 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.

The County will continually assess its communications and public involvement strategies and will employ best practices that foster meaningful involvement by traditionally underrepresented persons. The County will use non-discrimination notices to notify the public of the protections provided by Title VI and related statutes.