

Walk Bike Clackamas Plan Public Engagement Strategy

Date: August 15, 2022

1. Introduction

The Public Engagement Strategy (PES) will guide community involvement during the Walk Bike Clackamas Plan (WBC) project. The PES is to be a flexible guide for public and stakeholder engagement; the team may modify the plan as needed to improve public involvement.

2. Project Description

The purpose of the WBC is to update the Clackamas County Pedestrian & Bicycle Master Plans, resulting in a consolidated pedestrian and bicycle mode plan. WBC is intended to be an amendment to the Clackamas County Transportation System Plan (TSP) and adopted into Chapter 5 of the Comprehensive Plan. WBC will provide comprehensive guidance on active transportation investments and policy in unincorporated Clackamas County in order to create a balanced, connected and safe transportation system. WBC will establish a comprehensive, long-term vision for improving walking and biking opportunities in Clackamas County. Objectives include:

- ◆ Guide biking and walking transportation investments and policy for the next 20 years.
- ◆ Determine and prioritize bicycle and pedestrian infrastructure needs for both urban and rural areas.
- ◆ Identify active transportation challenges for vulnerable, underserved, and historically marginalized populations, and identify strategies and investments to address them.
- ◆ Create a plan that includes supportive programs and policies necessary to create a balanced multimodal system and increase safety and convenience of walking and biking.
- ◆ Provide an active transportation racial equity and health framework to guide future decision-making in the county.
- ◆ Develop a community-backed plan that provides engagement and input opportunities throughout the project and open to all residents.
- ◆ Adopt a user-friendly, accessible plan that serves as a “one-stop” shop for active transportation policies and projects in Clackamas County.

- ◆ Develop a plan that complies with Performance Clackamas policy perspectives related to climate change and equity.
- ◆ Provide strategic guidance for technological enhancements to the active transportation network to increase safety and accessibility.

3. Equity

WBC strives to make equity a project priority both in terms of process and outcomes. This approach will lead to a plan that provides a transportation system offering *all* people safe, accessible choices. Lower-income residents, communities of color, tribal communities and underinvested communities face considerable inequities and often do not have access to a variety of transportation options. Therefore, it is the county's intent to meaningfully embed equity into this project. This means developing a plan that considers the needs of all and ultimately provides a transportation system offering people choices, regardless of age, ability, race, gender identity, income level and geographic location.

Goal: Therefore, the goal of this equity-driven public engagement approach is to: Engage the entire community, specifically including those who have been historically underrepresented and underserved, to uncover potential issues, barriers, needs, and opportunities so the county can include solutions in the final WBC. Information and engagement opportunities will be accessible, approachable, and inclusive.

Actions: Project staff will integrate equity at every step of the planning and engagement process. Specific actions shall include:

- ◆ Seeking to create a diverse advisory committee that includes representatives of communities of color; people with mobility impairments; youth, and seniors.
- ◆ Selecting equity groups for focus group discussions and/or stakeholder interviews.
- ◆ Maximizing accessibility in all engagements to include people of all types and levels of physical ability.
- ◆ Providing engagement opportunities that are accessible, approachable and inclusive.
- ◆ Sharing information in ways that are easily understandable by people of diverse backgrounds, education, abilities, language, and experience.
- ◆ Collaborating with culturally specific organizations and community-based organizations, and supporting outreach to their audiences.
- ◆ Developing project materials in multiple languages to provide input opportunities for those for whom English is a second language.
- ◆ Accounting for the digital divide in rural areas by ensuring materials are available through flyers, handouts, etc. and including in-person outreach.
- ◆ Utilizing equity mapping tools to identify the location of historically marginalized communities.

4. Public Engagement/Outreach Purpose and Objectives

The purpose of the public engagement program is to share information and gather input regarding the needs and issues of the public, stakeholders, and interested parties.

The public engagement goals are to:

- Communicate complete, accurate, understandable and timely information about the project to the public.
- Engage a wide range of stakeholders in all aspects of the planning process.
- Provide meaningful public involvement opportunities and demonstrate how input has influenced the process by soliciting and recording comments, concerns, and suggestions, and addressing and/or responding to concerns.
- Seek participation from underrepresented groups, including culturally diverse stakeholders, those with disabilities, mobility-challenged, low-income, limited English proficiency, minority and 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.

5. Project Messaging & Key Talking Points

What: Update to Pedestrian and Bicycle Master Plans, resulting in active transportation policies to guide future investments; construction projects to support walking and biking as a transportation mode and programs such as Safe Routes to School to support other. Adopted plan will be the pedestrian and bicycle mode elements of the TSP.

Pedestrian and Bicycle Master Plan = *course of action to get from the present to a desired future*

Why: Since the last update in 2003, the transportation system has drastically changed; projects have been built and policy perspectives have changed. A consolidated plan guiding future biking and walking transportation investments and policy for the next 20 years is needed to provide the best active transportation system for county residents.

With the growing popularity of bicycling and walking for recreation and transportation, it is more important than ever to be able to provide County residents and visitors with accessible and safe travel options to help them get where they need to go.

Timeliness:

1. Active transportation is an important part of the County’s climate change strategy. The County goal of carbon neutrality by 2050 will require replacing single-occupancy vehicle trips with biking and walking due to the fact that the vast majority of transportation emissions (79%) are from passenger cars.
2. New technologies have emerged. Bike share, e-bikes, cargo bikes, and last mile options were not considered in the 2003 updates.
3. Developing a consolidated plan (one “go to” document) will provide clarity for policy makers and the public at-large.

Outcomes: A long-term vision for walking and biking transportation in unincorporated Clackamas County and three P’s:

- 1) Projects – prioritized into three types of capital investment: sidewalks, bike lanes, and crosswalks.
- 2) Policies – used as a basis for making future decisions.
- 3) Programs – such as Safe Routes to School (SRTS) and crosswalk compliance campaigns to support capital investments.

6. Key Audiences & Stakeholders

The engagement effort seeks participation of all interested individuals, communities, and organizations. The public and stakeholder involvement process will seek to engage the following individuals and groups. (Please note that this is not meant as an inclusive list.)

- **Community members and residents**
 - All county residents, including-disadvantaged, equity groups
 - Traveling public
 - Representative of Title VI communities
 - Community-based organizations
- **Current active transportation users**
 - Bicyclists
 - Pedestrians
 - Transit riders
 - People with mobility impairments
- **Community and business leaders**
 - CPOs, Hamlets

- Chambers of commerce
- County advisory boards and commissions
- Other business groups
- **Transportation Advocacy groups**
 - Clackamas County Pedestrian-Bicycle Advisory Committee
 - Bike Milwaukie
 - Street Trust
 - Canby Bike Advisory Committee
- **Elected officials**
 - Board of County Commissioners
 - Metro
 - Regional and state legislators

And others 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.

7. Engagement Tools:

This PES will employ a combination of traditional and virtual public engagement tools to reach out to and address the needs of residents and stakeholders of all backgrounds. The public and stakeholders will be engaged in a variety of ways, including through a website, printed materials (such as postcards, flyers and media releases), open houses (in person and/or virtual), on-line mapping exercise, presentations to community groups, and Project Advisory Committee meetings.

1) Early Outreach and Meetings with Key Stakeholder Groups and Individuals		
Activity Tool	Timeframe Notes	Lead
Walk Bike Advisory Committee (WBAC)	4 meetings. Date-Time TBD	Joint
Community Planning Organizations (CPO's) and Hamlets	Throughout project. Attend as needed	County
Community-Based Organizations (CBO's)	Ongoing	County
Stakeholder Interviews	Not scoped; but could be county lead	County
Office of Equity and Inclusion collaboration	Ongoing	County
Factsheet and FAQ sheet	9/5/22	Consultant
Website updates	Ongoing	County

Interested Parties List/emails	Created; Ongoing	County
Public Comment Log	Log of emails, direct comment to project team.	County
2) Tabling events		
Activity or Tool	Timeframe Notes	Lead
Trolley Trail Fest	Attended July 16, 2022 Attend 2023	County
Oregon City Farmers Market	Attended July 9	County
Milwaukie Farmers Market	October 2023	County
Other farmers markets	Spring – Summer 2023	County
County Fair	Attended August 2021, 2022	County
3) Broad Outreach and Engagement		
Activity or Tool	Timeframe Notes	Lead
Public Engagement Milestone #1 – Community Event	Late 2022 or early 2023. In person and/or virtual open house	Consultant
Public Engagement Milestone #2 – Virtual Survey	Late 2022 or early 2023. Online mapping survey	Consultant
Public Engagement Milestone #3 – Community Event	Summer 2023. In person and/or virtual open house	Consultant
Strategy for Community Events – Implement a robust outreach campaign to encourage as interested parties to participate, including: <ul style="list-style-type: none"> • #MyClackCo • E-mail to interested parties (two weeks prior to each open house and other updates) • Postings to social media sites such as Next Door, Facebook and Twitter • Post flyers at locations where community members gather – library, county bldgs., etc. 	Ongoing	County

<ul style="list-style-type: none"> Partnership with local community and business groups to encourage them to share information through email blasts, newsletters, online calendars, or social media platforms News releases prior to each public outreach event Key project information translated into Spanish and posted on the project webpage Project website regularly updated Monthly E-newsletter 		
Meetings with key groups <ul style="list-style-type: none"> Canby Bike Advisory Committee Ped/Bike Advisory Committee Bike Milwaukie 	TBD TBD TBD	County
Agency Partner Workshop	April 2023	Consultant
Postcards for Public Hearing	4 th Quarter 2023	County
Planning Commission Public Hearing	4 th Quarter 2023	County
Board of Commissioners Public Hearing	1 st Quarter 2024	County

8. Title VI and Evaluation

Clackamas County policy is 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:

- ◆ Engage existing community organizations or advocacy groups that work with or serve Title VI 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 VI populations,
- ◆ Advertise upcoming meetings in locations where Title VI 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