



Clackamas County Transit Development Plan

Public Involvement Plan

Drafted by JLA Public Involvement, April 2020

Project Overview

Clackamas County is developing a Transit Development Plan (TDP) to guide transit investments within the county. The TDP will guide future investments under House Bill (HB) 2017 – the Keep Oregon Moving Statewide Transportation Improvement Fund (STIF) -- by identifying needed and priority connections in areas where there is currently no transit service.

The TDP will present a connected and coordinated vision for transit service and access to transit, and recommendations on actions to improve transit use in the County.

- In the TriMet service area, the TDP will provide detailed analysis and level of service information, informing future STIF plans and TriMet service implementation.
- In unincorporated areas with no current transit service provider, the TDP will make recommendations for how transit service providers can cover these areas in the future.

Study Area

The study area consists of two primary areas shown on Figure 1:

1. The portion of Clackamas County inside the TriMet service district, and
2. Areas in unincorporated Clackamas County with no current transit service provider.

TriMet's service area includes most Clackamas County cities in the Metro Urban Growth Boundary, an extension to Estacada and a large portion of the rural area along Stafford Road. It does not include significant portions of Happy Valley or the Metro Urban Growth Boundary area east of Happy Valley.

In addition to TriMet, there are six other transit providers in the Clackamas County:

1. South Clackamas Transportation District (SCTD), which primarily serves Molalla;
2. Sandy Area Metro (SAM), which primarily serves Sandy;
3. Canby Area Transit (CAT), which primarily serves Canby;
4. South Metro Area Regional Transit (SMART), which primarily serves Wilsonville;
5. Mt. Hood Express, operated by Clackamas County, which offers services along Highway 26 to Government Camp and Timberline Lodge, and
6. Clackamas Community College Shuttle (CCC Xpress Shuttle), which provides free shuttle service to the Oregon City and Harmony CCC campuses from the Clackamas Town Center MAX Station

These providers offer many intercity connections between each other and the TriMet service area.

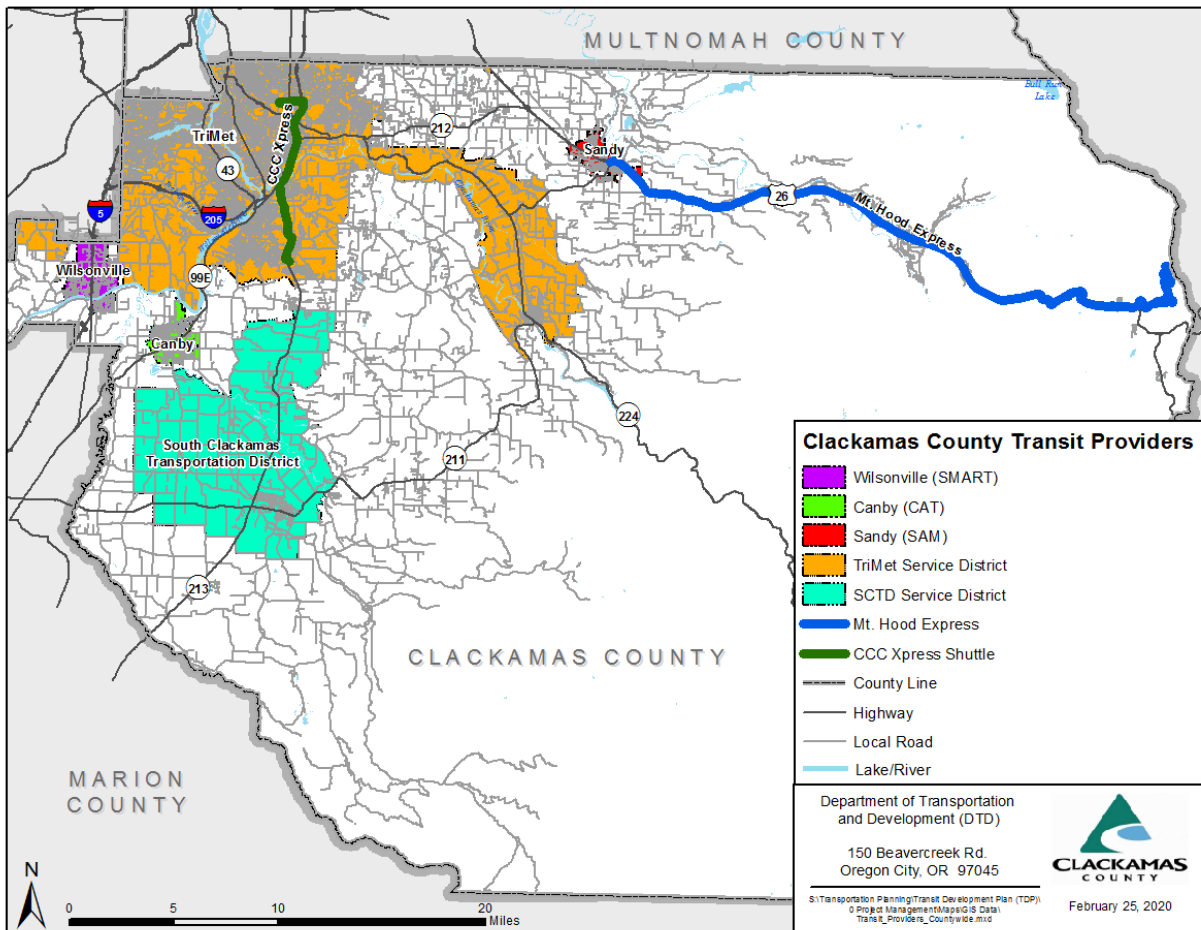


Figure 1: Service Areas within Study Area

Purpose and Goals of the Public Involvement Plan

The purpose of the public involvement program is to share information and gather input from the community related to transit needs and desires to help inform development of the Transit Development Plan.

The public involvement goals are to:

- Communicate complete, accurate, understandable and timely information to the public throughout the project.
- Help the public understand the need to create improved transit connections.
- Actively seek public input from a broad, diverse audience at project milestones to understand the transit needs and desires of the community.
- Provide meaningful public involvement opportunities and demonstrate how input has influenced the process.

- Seek participation of potentially affected and/or interested individuals, neighborhoods, businesses and organizations, including from under-represented communities such as low-income residents, non-English speakers and others from diverse backgrounds.
- Comply with Civil Rights Act of 1964 Title VI requirements to ensure that this plan does not subject any person to discrimination on the basis of race, color or national origin.
- Ensure that the public involvement process is consistent with applicable state and federal laws and requirements, and is responsive to local policies, goals and objectives.

Target Audiences & Key Stakeholders

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

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

- Elected officials
- Agency partners working on related plans
- C4: Clackamas County Coordinating Committee
- Business organizations, associations and chambers of commerce
- Community Planning Organizations (CPOs), Hamlets and neighborhood associations
- Bike, pedestrian and transit boards
- Transit interests
- Environmental interests
- Accessibility groups
- Senior services
- Groups that represent Spanish speakers
- Low-income residents and advocacy organizations
- Health equity interests
- Schools and colleges
- Tourism interests
- Housing and community development interests
- Emergency services providers
- Local event organizers
- Large employers
- Recreation interests
- Groups that represent immigrants and refugees, including seasonal workers
- General public
- Local media

Key Messages

Key messages summarize the why, what, and how of the process, and constitute basic talking points the project team will use when communicating with external stakeholders about the project. The key messages may change and expand as the project evolves.

Overview

The TDP is about planning future transit investments in Clackamas County to better connect people to jobs, education, healthcare and social services, shopping, recreation, government services, other activities and each other by providing a range of transit options. The plan will be a coordinated vision for:

- Transit service
- Access to transit
- Actions to improve transit use

The plan will analyze service information and other data to:

- Plan how to improve transit where it already exists.
- Identify connections needed where there is no transit service and recommend how and what transit service could be added in the future.

Why do we need the plan?

To support and implement existing plans:

- **Clackamas County Strategic Plan, *Performance Clackamas***
 - Strategic priority -- Build a strong infrastructure, by ensuring long-term investments that will support the diverse needs of Clackamas County residents, including a thriving economy, living wage jobs, housing and transportation alternatives, and a healthy environment.
 - Strategic priority -- Ensure Safe, Healthy and Secure Communities
 - Policy lens -- Healthy and Active Lifestyle, guiding housing, transportation and land use policies and decisions.
- **Clackamas County Transportation System Plan – Transit policies**
 - Work with transit agencies to identify existing transit deficiencies in the County, needed improvements, and additional park-and-ride lots needed to increase the accessibility of transit services to all potential users.
 - Encourage transit providers to restructure transit service to efficiently serve local as well as regional needs.
 - Emphasize transit improvements that improve east-west connections; improve service between the County’s industrial and commercial areas and neighborhoods; and best meet the needs of all County residents, employees and employers, regardless of race, age, ability, income level and geographic location.

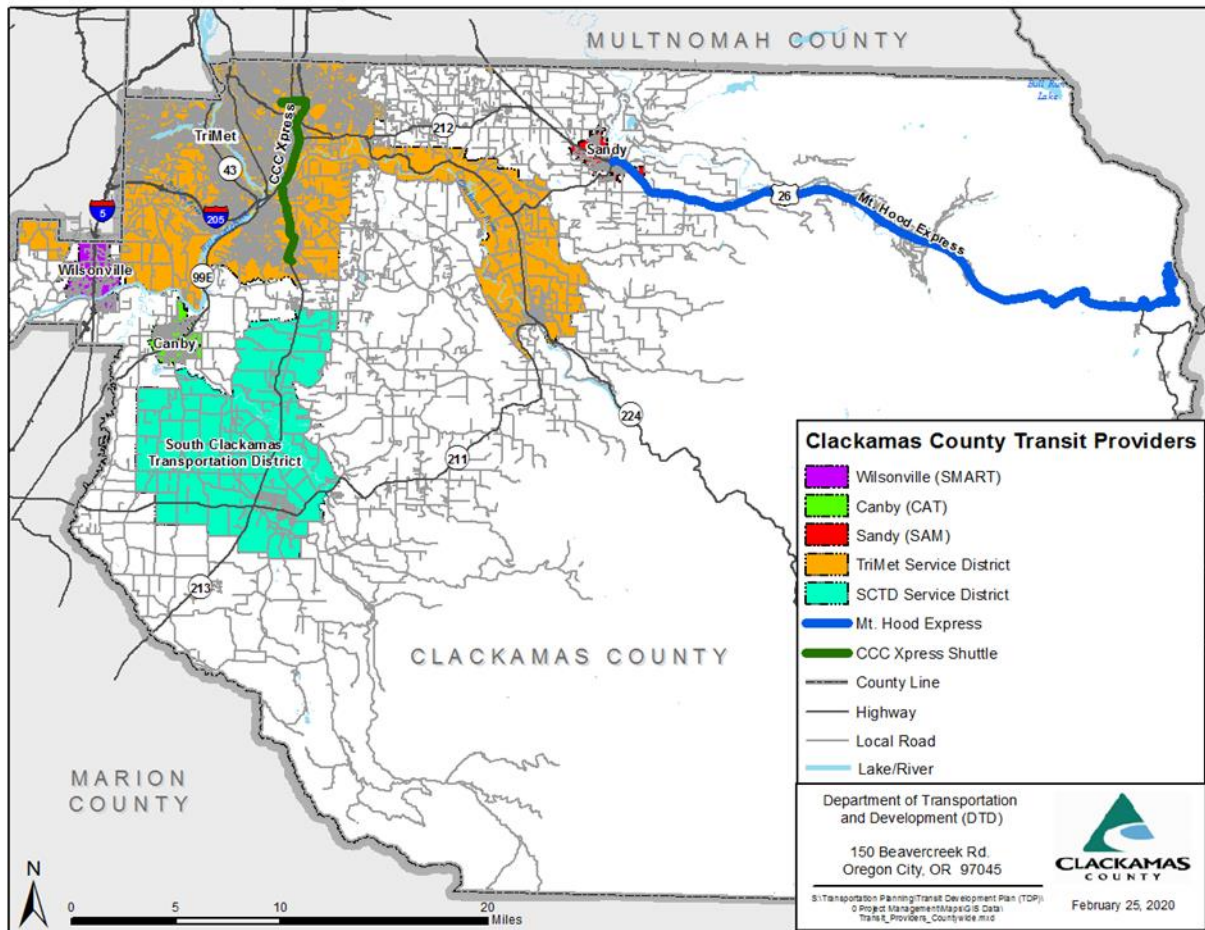
To satisfy requirements for funding: House Bill 2017 —the Keep Oregon Moving Statewide Transportation Improvement Fund (STIF) —created new funding for transit operations and capital improvements. Even areas outside a transit district or service area can receive this funding if they have a plan that identifies needs and how to meet them. This plan will fulfill that requirement for STIF funding. With this plan in place, STIF funding could be allocated to transit projects in areas outside of the service areas of typical transit providers within Clackamas County.

To build on previous work, toward results: Small-city transit providers that contributed to TriMet’s initial STIF plan see a need for a single document about connections between service areas and ways to improve coordination and cooperation. Also, Metro approved an updated Regional Transit Strategy in December 2018 with added guidance about transit service. This plan will build on that previous work and help move it closer to actionable results.

Where will it apply?

There will be two major study areas, as shown on the following map:

- The area of the county within the TriMet service area (yellow/orange area of the map below)
- The areas of unincorporated county outside the service areas of any transit provider (white area of the map below)



What will it accomplish? -- Create a single, county-wide plan that outlines gaps in both transit service and coverage between existing transit service, and ways in which existing connections could be improved to better serve the community by doing the following:

- Identifying barriers to using transit.
- Identifying strategies to increase access to housing and jobs through better transit service.
- Identifying strategies to make transit a more viable option for all people, including vulnerable and low-income populations.
- Identifying the types of transit facilities needed to support transit connections and bring forward innovative ways to provide service in rural and suburban locations.
- Evaluating technology integration and fare uniformity among transit providers, for better coordination and an easier rider experience.
- Considering and integrating a range of transit options, such as shuttles, express services, vanpools, micro transit, and Transportation Network Companies (i.e. Uber and Lyft).

- Identifying improvements that require top priority and are compatible with STIF plans, TriMet planning, and other planning or funding.
- Preserving the function of state highways by expanding regional public transit to reduce the number of single-occupancy vehicles on the road and move more people, more efficiently.
- Developing a sustainable transportation system and reduce CO₂ emissions by taking cars off the road, supporting climate recovery and reduced reliance on the automobile.

What is the timeline for drafting the plan?

The plan will be drafted throughout 2020 and is expected to be completed in January 2021.

What opportunities will there be for public involvement?

The planning process will include reaching out to stakeholders and hearing from stakeholders throughout 2020. Two major public engagement opportunities are planned for May and August:

- May -- focused on collecting community needs related to transit gaps and service improvements.
- August -- focused on reviewing and responding to possible future transit concepts.

Special Note for These Times: We must take another factor into account as this is being written in early April 2020. The COVID-19 pandemic has swept our world, our country and our state. For the time being, people are sequestered in their residences, not knowing when the pandemic will pass and what the world will be like when it does. The current situation presents challenges to community outreach, but also offers the opportunity to reach people “virtually” who may now have more time on their hands to help plan the future of their community. The discussion and proposals in this memo will be adjusted, as needed, to respond to the needs of this new world.

Demographic Data

As part of the outreach to engage the public and stakeholders, the County will make special efforts to involve and provide opportunities for meaningful involvement and input to Spanish-speaking groups, low-income, youth, elderly, immigrants and refugees, and persons with disabilities.

The demographic data summarized below is intended to set a county-wide baseline in comparison to the TriMet service area within Clackamas County and the state overall. The following demographic analysis used various tables from the 2013-17 Five-Year American Community Survey (ACS) estimates.

Race & Ethnicity

An estimated 88.6% percent of the population of Clackamas County identifies as White, slightly higher than the TriMet service area within Clackamas County at 87.7% and the state of Oregon at 84.9%.

The other transit districts within Clackamas County have a higher Hispanic/Latino population than Clackamas County as a whole. Canby’s CAT service area population has the highest number of Hispanic/Latinos at 16.8%, which is double the Hispanic/Latino population of Clackamas County as a whole.

Table showing shares of race and ethnicity among the total population for the TriMet Service Area in Clackamas County, Clackamas County and Oregon, overall. Race is reported as “race alone or in combination.” Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates (DP05).

	TriMet service area in Clackamas County	Clackamas County	Oregon
Total population	282,575	399,962	4,025,127
White	87.7%	88.6%	84.9%
Black/African American	1.2%	1.0%	1.9%
Hispanic/Latino	8.0%	8.4%	12.7%
American Indian & Native Alaskan	0.6%	0.7%	1.1%
Asian	4.9%	4.1%	4.1%
Pacific Islander & Native Hawaiian	0.2%	0.3%	0.4%
Other Race	1.4%	1.7%	3.0%
Two or more races	3.9%	3.6%	4.6%

Table showing the Race/Ethnicity of Wilsonville SMART, Canby CAT, Molalla SCTD and Sandy SAM transit districts in Clackamas County. Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates (DP05).

	Wilsonville SMART (Clackamas County portion)	Canby (Canby Area Transit)	Molalla (South Clackamas Transit District)	Sandy (Sandy Area Metro)	Clackamas County	Oregon
Total population	23,468	19,098	26,681	21,731	399,962	4,025,127
White	87.1%	88.3%	92.4%	94.3%	88.6%	84.9%
Black/African American	1.2%	0.1%	0.1%	0.7%	1.0%	1.9%
Hispanic/Latino	10.8%	16.8%	10.2%	9.8%	8.4%	12.7%
American Indian & Native Alaskan	0.8%	0.7%	1.1%	0.7%	0.7%	1.1%
Asian	4.5%	1.4%	0.9%	0.5%	4.1%	4.1%
Pacific Islander & Native Hawaiian	0.9%	0.0%	0.6%	0.0%	0.3%	0.4%
Other Race	1.7%	6.4%	2.4%	1.0%	1.7%	3.0%
Two or more races	3.8%	3.0%	2.5%	2.7%	3.6%	4.6%

Language

About 12% of the population in Clackamas County speaks a language other than English and a slightly higher percentage, 12.5%, speaks a language other than English within the TriMet service area within Clackamas County. These rates are both lower than the statewide percentage of 15.2%. Among the populations that speak a language other than English, Spanish makes up the largest share, followed by Asian and Pacific Islander and Indo-European languages.

It is worth noting that there is a higher proportion of Spanish speakers in the other transit districts in Clackamas County compared to Clackamas County as a whole as shown in the following table.

It is recommended that key project materials be translated into Spanish and that Spanish interpretation services are provided at engagement events held in Canby. Holding an engagement events in Canby should be a priority for project outreach and should be held at a location that reaches Latinx communities.

Table showing share of language spoken at home among the population 5 years and older. Shares under “speak a language other than English” are of people who report speaking English less than “very well.” Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates (S1601).

	TriMet Service Area	Clackamas County	Oregon
Total population 5 years and older	267,566	378,115	3,793,273
Speak only English	87.5%	87.9%	84.8%
Speak a Language other than English	12.5%	12.1%	15.2%
Speak English less than very well	4.3%	4.2%	5.9%
Language breakdown of the people who speak English less than very well			
Spanish	41.1%	50.8%	61.0%
Indo-European Languages	23.4%	20.2%	11.6%
Asian and Pacific Islander languages	33.3%	26.7%	23.8%
Other languages	2.3%	2.2%	3.6%

Table showing share of language spoken at home among the population 5 years and older for Wilsonville SMART and Canby service areas compared to Clackamas County and Oregon. Shares under “speak a language other than English” are of people who report speaking English less than “very well.” Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates (S1601).

	Wilsonville SMART (Clackamas County portion)	Canby (Canby Area Transit)	Molalla (South Clackamas Transit District)	Sandy (Sandy Area Metro)	Clackamas County	Oregon
Total population 5 years and older	21,814	18,100	24,766	20,119	378,115	3,793,273
Speak only English	86.4%	82.8%	88.6%	91.5%	87.9%	84.8%
Speak a language other than English	13.6%	17.2%	11.4%	8.6%	12.1%	15.2%
Speak English less than very well	4.0%	7.9%	3.8%	3.9%	4.2%	5.9%
Language breakdown of the people who speak English less than very well						
Spanish	56.6%	91.7%	72.9%	78.7%	50.8%	61.0%
Indo- European Languages	10.5%	3.6%	16.4%	14.9%	20.2%	11.6%
Asian and Pacific Islander Languages	24.7%	4.6%	10.7%	5.0%	26.7%	23.8%
Other Languages	8.2%	0.1%	0.0%	1.3%	2.2%	3.6%

Income

Between 2013-2017, the median household income was \$80,033 in the TriMet service area within Clackamas County and \$72,408 in Clackamas County as a whole, both of which were higher than the Oregon median income of \$56,119. In the TriMet service area within Clackamas County and in Clackamas County as a whole, a smaller percentage of households live below the Federal Poverty Level, which is \$24,300 for a family of four, than in Oregon as a whole. However, 9.0% of people in Clackamas County and 8.6% of people in the TriMet service area within Clackamas County still earned at or below the Federal Poverty Level.

Additionally, approximately 11% of households in both the TriMet service area within Clackamas County and in Clackamas County as a whole, earned more than \$75,000 per year. Comparatively, in the state of Oregon as a whole, approximately 8.6% of households earned more than \$75,000 per year.

Table showing average household annual income. Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates (S1901).

	TriMet Service Area in Clackamas		
	County	Clackamas County	Oregon
Total Households	109,902	153,822	1,571,631
Less than \$10,000	4.1%	3.9%	6.5%
\$10,000-14,999	2.8%	2.9%	4.8%
\$15,000-24,999	7.2%	7.4%	10.0%
\$25,000-34,999	7.1%	7.5%	10.0%
\$35,000-49,999	11.3%	11.6%	13.5%
\$50,000-74,999	18.4%	18.6%	18.5%
\$75,000-99,999	13.4%	14.1%	12.9%
\$100,000-149,000	18.2%	18.0%	13.8%
\$150,000-199,999	8.1%	7.6%	5.0%
\$200,000 or more	9.4%	8.3%	5.0%
Median household income	\$80,033	\$72,408	\$56,119
Mean household income	\$100,128	\$95,811	\$75,851
AVERAGE % OF PEOPLE WITH BELOW- POVERTY-LEVEL INCOME LAST 12 MONTHS	8.6%	9.0%	14.9%

Age

The TriMet service area within Clackamas County and Clackamas County both contain equivalent average percentages of people 65 years and older, 16.5%. This is similar to, though slightly higher than, the statewide percentage of just under 16%.

Table showing age distribution within the total population for the TriMet service area within Clackamas County, Clackamas County, and Oregon, overall. Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates (DP05).

	TriMet Service Area in Clackamas		
	County	Clackamas County	Oregon
Total population	282,575	399,962	4,025,127
Under 5 years	5.3%	5.5%	5.8%
5-9 years	5.9%	6.0%	6.0%
10-14 years	6.5%	6.5%	6.0%
15-19 years	6.3%	6.4%	6.1%
20-24 years	5.5%	5.7%	6.6%
25-34 years	11.9%	11.9%	13.9%
35-44 years	13.2%	12.9%	13.1%
45-54 years	14.5%	14.1%	12.8%
55-59 years	7.3%	7.5%	6.7%

60-64 years	7.0%	7.2%	6.8%
65-74 years	9.9%	10.1%	9.8%
75-84 years	4.3%	4.4%	4.5%
85 years and over	2.3%	2.0%	2.1%

People with Disabilities

People living with disabilities (vision, hearing, cognitive and ambulatory) make up 14.6% of the population in Oregon. The figures are lower in Clackamas County.

- TriMet service area within Clackamas County -- 32,900 people living with a disability (11.7%)
- Clackamas County -- 47,004 people living with disabilities (11.8%).

Decision-making Structure

The decision-making structure for the TDP was developed to establish broad-based support for the project. The best way to build understanding and support is to have an open, inclusive process that is viewed as credible by the community.

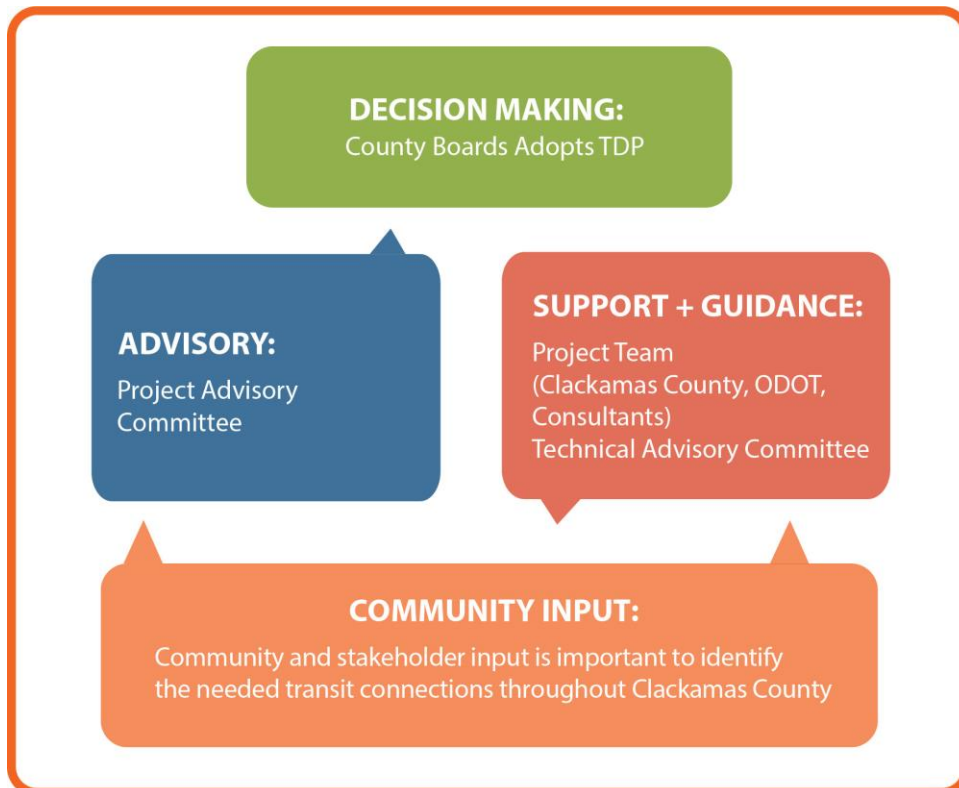
The Board of County Commissioners (BCC) is the project’s final decision-maker.

The Project Management Team (PMT), charged with coordinating and guiding the project, will recommend a plan to the Board based on technical analysis and community input. PMT members will include county staff, ODOT staff and consultants.

To support development of a credible decision-making process, a Project Advisory Committee (PAC) and Technical Advisory Committee (TAC) will provide recommendations from the community and from technical experts.

- The PAC will be comprised of stakeholders and residents from throughout the county, including businesses, developers, residents-at-large, local government agencies, schools, and underrepresented communities. The PAC will be charged with reviewing and commenting on deliverables and providing a community perspective on the process of developing the TDP. All meetings will be open to the public and include a public comment period. The PAC will develop recommendations for the PMT and the Board.
- The TAC will review and comment on deliverables and provide technical and policy advice according to member expertise. The TAC will advise the PMT and PAC.

Based on this information, the decision-making structure shown in the following figure was developed. More information on these groups can be found in the next section of this plan.



Communications and Outreach Tools

The County is committed to engaging the public on this project and is employing tools to be accessible to a broad, diverse audience. Appropriate participation tools are critical to building awareness of the project and soliciting input that informs the development of the TDP. The following table includes informational tools and activities that will be used throughout the project to inform a broader public audience and solicit input related to needs and possible transit improvement concepts.

Tool/Activity	Description	Lead	Timing
Project Webpage	Hosted on the County's website; used as the main repository of project information and documents for the public, as well as events, public engagement opportunities, records of meetings, etc.	JLA content; County posting	Continuous
Stakeholder database	The database will include stakeholder groups and interested parties. It will be updated as the project progresses and track individuals and groups who express interest in the project. Emails will be sent to notify them of engagement opportunities, project updates and key milestones.	JLA	Continuous
Fact Sheet	The fact sheet will be developed within the County communications guidelines, to be updated as the project progresses. The fact sheet may be translated into Spanish as needed.	JLA/Clackamas County	March 2020 (and up to two updates)
Promotional Materials/Posters & Social Media	The project team will create up to two posters to promote the engagement events and online surveys. Posters may be distributed to community spaces and public facilities throughout the project area. Poster content may include the project purpose and need, the type of input needed and the project timeline with contact information, including the website. The project team will also develop social media content to be shared on the County's social media platforms to promote engagement events and feedback opportunities. Materials will be bi-lingual and will include information in Spanish.	JLA	1. May 2020 <i>(Project Introduction; Needs Assessment)</i> 2. August 2020 <i>(Future Transit Concepts)</i>

Tool/Activity	Description	Lead	Timing
Tabling Events and Online surveys	<p>Two rounds of outreach will be conducted to share information with the general public and to gather feedback and opinions. Materials will be created for up to 4 tabling events (either in-person or remote) during each round of outreach to promote online surveys on the project website.</p> <p>The tabling events and online surveys will occur during the following two key project milestones:</p> <ul style="list-style-type: none"> • May 2020 – An online survey will introduce the project; share project information and solicit feedback about needed transit connections and improvements to current service. The survey will be promoted via social media, printed posters located across the project area, press releases and at up to 4 tabling events at high traffic locations across the County, with at least 1 in the TriMet service area and 3 in rural areas (2 in the south and 1 in the east) • August 2020 – An online survey will report what feedback was heard during the earlier round of outreach and share possible future transit investment strategies or concepts. The survey will be promoted via social media, printed posters located across the project area, press releases and at up to 4 tabling events at high traffic locations across the County, with at least 1 event in the TriMet service area and 3 in rural areas (2 in the south and 1 in the east) <p>Online surveys will be translated into Spanish. Bi-lingual staff will attend Latinx community targeted events in Canby. Raffle prizes will be offered to provide an incentive to survey participants.</p>	JLA/Kittelson/ County	<p>1. May 2020 <i>(Project Introduction; Needs Assessment)</i></p> <p>2. August 2020 <i>(Future Transit Concepts)</i></p>
Press releases	Up to two press releases to inform local news media about the project to promote engagement opportunities.	JLA content; County distribution	<p>1. May 2020</p> <p>2. August 2020</p>
Presentations to elected bodies and advisory boards	<p>Updates on the project at key milestones may be presented to the following groups and advisory boards.</p> <ul style="list-style-type: none"> • Clackamas County Planning Commission • Clackamas County Coordinating Committee (C4) • Clackamas County Board of Commissioners • Boards of transit providers? <p>The County will take the lead on engaging the groups and County staff will attend the meetings; consultant staff will provide materials. Kittelson will present at one meeting to these groups during the Final Approval task.</p>	County/ Kittelson	Ongoing at key milestones

Tool/Activity	Description	Lead	Timing
EJ & Title VI Outreach	<p>Tabling events will be held in conjunction with events that target participation from underserved community groups, such as Latinx, persons with disabilities, seniors and low-income populations. Two events held in communities with a higher proportion of Spanish speakers will be staffed by bi-lingual staff.</p> <p>The project team will reach out to local community organizations that serve low-income and minority communities to inform them about the project and ask for assistance in promoting engagement opportunities and providing engagement opportunities that will successfully engage with these communities.</p> <p>Interested agencies will be added to the interested parties contact list to receive future e-mails/mailings.</p>	JLA/County	May and August 2020 at key project milestones.
Public Involvement Summary Reports	The project team will produce a summary report of outreach activities and key themes heard from the public at the culmination of each round of outreach.	JLA	June 2020 and September 2020

Written and Graphic Materials

All written materials intended for public use should be at no higher than a high school grade level using the Flesch-Kincaid Grade Level Formula. Written materials should make limited use of passive voice to increase readability for a wider range of reader abilities. Where possible, information should be presented in tabular or graphic format with a simple and concise accompanying narrative.

Project Team Roles and Responsibilities

JLA Public Involvement

- **Adrienne DeDona, Public Involvement Manager.** Adrienne will oversee all public involvement activities. She will lead the logistics of developing all public information and activities. She will manage the review process of public information.
- **Tracie Heidt, Public Involvement Specialist.** Implementation of public involvement activities.

Clackamas County

- **Karen Buehrig, Long-Range Planning Manager, Clackamas County Department of Transportation and Development.** Karen will provide project oversight to ensure that the project meets the requirements and objectives of affected community members and organizations within the project area. She will coordinate and attend jurisdictional briefings as needed. Karen will provide input and review of public information and be a part of the PMT, TAC and PAC meetings and engagement events.
- **Brett Setterfield, Planner II, Clackamas County Department of Transportation and Development.** Brett is the Project Coordinator. He will provide input and review of public information and be a part of the PMT, TAC and PAC meetings and engagement events. He is the primary project contact for the public on the project and also coordinates closely with ODOT and the consulting team.
- **Teresa Christopherson, Administrative Services Manager, Clackamas County Social Services.** Teresa will provide input and review of public information and be a part of the PMT, TAC and PAC meetings and engagement events.
- **Ellen Rogalin, Community Relations Specialist, Clackamas County Public & Government Affairs.** Ellen will provide input and review of public information. She will also perform logistical tasks for web updates, distribute press releases and be the main news media contact as well as help develop public involvement and communications strategies and activities. She is a part of the PMT and TAC and will also attend PAC meetings.
- **Kristina Babcock, Transit Coordinator, Clackamas County Department of Transportation and Development.** Kristina will provide input and review of public information and be a part of the PMT, TAC and PAC meetings and engagement events.

ODOT

- **Hector Rodriguez-Ruiz, Associate Planner, TGM.** Hector will provide oversight to ensure that the project meets the requirements and objectives of affected community members and organizations within the project area.

Kittelson

- **Susan Wright, Project Manager.** Susan oversees the planning process for development of the TDP. She will provide input on involvement strategy and activities and will be an active part of TAC and PAC meetings and engagement events. Susan will provide content for engagement materials, including the online surveys, and review all public information.

- **Krista Purser, Project Planner.** Krista conducts the technical analysis and documentation and supports public involvement activities. She will be participating in TAC and PAC meetings and engagement events. Krista will provide content alongside Susan.

Measuring and Monitoring Outreach Activities

At key milestones, the PMT will meet to discuss and 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 or participating in online surveys.
- Diversity of participants attending meetings or events or participating in online surveys.
- Number of website hits or downloads occurring during a specific time period.
- Number of people who signed up for the project mailing list.
- Number of project comments received (phone, email, online, social media responses).
- Whether the comments are relevant to the project (indicates project understanding).
- How project decisions have been modified as a result of public input.
- Voice and tone of any media stories about the project.