



Villages at Mt. Hood Pedestrian and Bikeway Implementation Plan Project
COMMUNITY OUTREACH AND ENGAGEMENT PLAN
July 13, 2015

Purpose of Outreach Plan

This Community Outreach and Engagement Plan is designed to support development of the Villages Project by sharing relevant information with and gathering input from the public, stakeholders and other interested parties.

The community outreach is intended to:

- Provide information to and seek participation of all potentially affected and/or interested individuals, communities and organizations.
- Communicate accurate, understandable and timely information to the public, stakeholders, other interested parties and partners throughout the project.
- Actively seek public and stakeholder input through meaningful public involvement opportunities prior to key project milestones, and report the results of that input.
- Ensure that the community outreach process is consistent with applicable state and federal laws and requirements, and is sensitive to local policies, goals and objectives.

Project Overview

The purpose of the Villages at Mt. Hood Plan project is to:

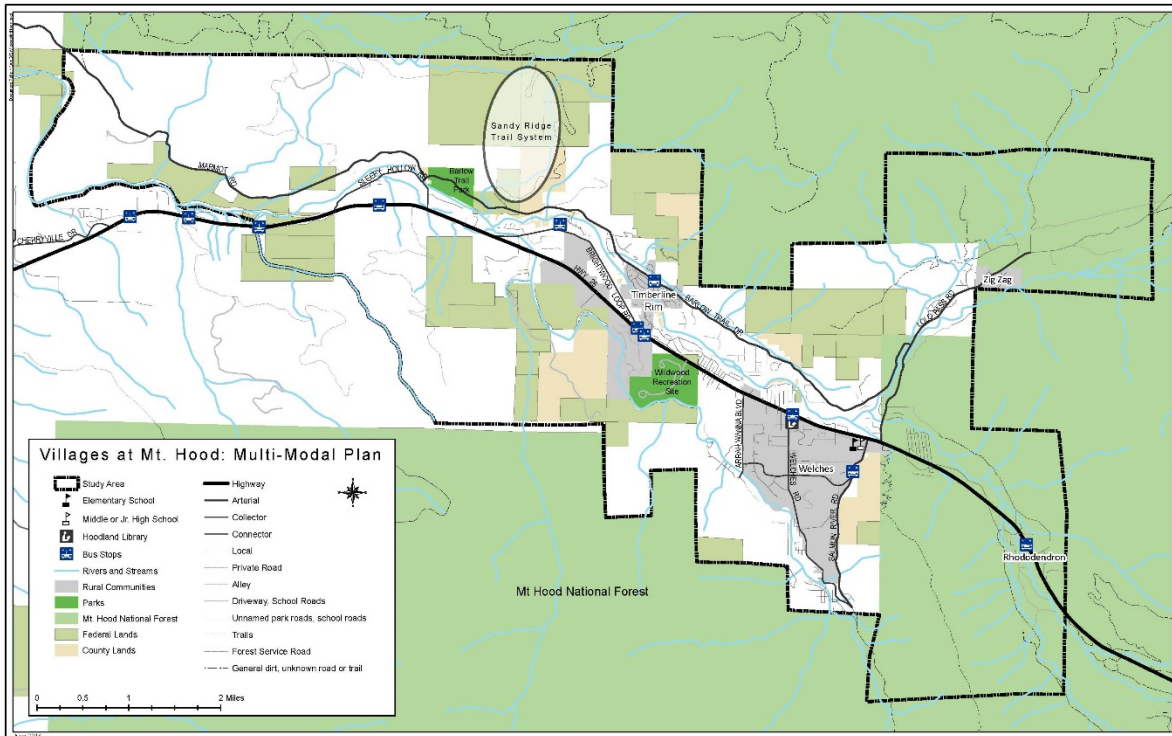
- Identify bicycle and pedestrian needs in the boundary of the Villages at Mt. Hood (including Brightwood, Welches/Wemme, Zig Zag and Rhododendron);
- Develop a Safe Routes to Schools Plan (SRTS) for Welches elementary and middle schools;
- Identify locations for at-grade or grade-separated pedestrian crossings of US 26, and
- Determine if there is an appropriate location for a multi-use path through the project area.

The project will help promote convenient transportation options between area communities by defining where shoulders and bikeways are most needed, coordinating closely with the Mt. Hood Express to support access to transit and prioritizing necessary improvements.

The result of the project will be recommendations for how to improve and expand safe and accessible multi-modal travel options in the project area.

Project Area

The project area, with a population of approximately 5,000, extends north and south of US 26 from approximately Brightwood on the west to the eastern side of Rhododendron. The communities in the area primarily serve recreational users and local residents who frequently travel along the US 26 corridor. The area is well-developed with several lodging facilities, restaurants and other services.



Key Messages

What: The primary outcome of the project is to provide transportation choices to support the communities along the US 26 corridor within the Villages at Mt. Hood to:

- Promote safe, accessible alternatives to driving for visitors, students and residents
- Promote public health by reducing barriers and identifying improvements to increase the opportunity for residents, students and visitors to safely walk and bike to key destinations

How: A team of county staff and consultants will work with the community to determine current and future needs for travelers, and how choices can be improved to meet those needs. The team's work will be supported and informed by a Public Advisory Committee (PAC) and a Technical Advisory Committee (TAC).

The SRTS Plan will be created through a team-based process involving the school principal, a parent volunteer, a representative from the school district's transportation office, community

members and county staff. Creating and completing the plan will include area walking and biking assessments, identifying the safest routes to school, clarifying the challenges and barriers to walking and biking to school, and identifying solutions. The main goal is to provide safe routes for students to Welches elementary and middle schools, and offer solutions that will achieve this goal.

Who: Community members, especially those who live in and near the project area, are encouraged to provide input and become involved in the plan development. The Project Management Team will consist of staff from Clackamas County, with support from the Oregon Department of Transportation and a consultant team from CH2MHill.

When: The year-long project will be completed by June 2016.

Public Involvement Methods and Tools

A key component of the project will be outreach to community representatives, residents in the project area, Welches students and parents, and other community and transportation stakeholders. The community outreach plan will:

- Provide a transparent decision-making process conducted through equitable and constructive public discussion and input;
- Provide early and ongoing opportunities for community members to raise issues and concerns;
- Proactively inform and engage a wide range of stakeholders;
- Encourage the participation of all stakeholders regardless of race, ethnicity, age, disability, income or primary language.

Public Advisory Committee: A 12-15-member group of area residents and people representing stakeholder interests will meet up to four times to review materials, and provide input and advice. The PAC will include residents who live in and near the project area; business owners/chamber of commerce; seniors, youth, a representative of the Welches elementary and middle schools; transportation-disadvantaged interests, Villages at Mt. Hood and Citizen Planning Organization (CPO) representatives, pedestrian and bicycle interests, and the US Forest Service.

Technical Advisory Committee: This 8-12 member group will meet at least three times to guide technical development of the plan, review and comment on materials, and provide feedback on draft recommendations. The TAC will include representatives from Clackamas County Tourism & Cultural Affairs, Social Services (Mt. Hood Express), Engineering and Planning; US Forest Service; Oregon Department of Transportation; Oregon Department of Land Conservation and Development, and regional pedestrian and bicycle groups.

Safe Routes to Schools Team: This 5-7-member group will advise the county on the development of the SRTS plan. Members will include staff and parent representatives from Welches elementary and middle schools, along with county staff.

Web Page: A project web page will be created to provide an online resource and input opportunity for interested parties. The site will include project background documents and materials; meeting notices, agendas and minutes; links to related sites, and an opportunity for people to provide comments and ask questions. This web page will be available through the County's web site.

Public Workshops: Two public meetings or open houses will be held to help the public learn about the project, review and discuss draft documents, and provide input. The public workshops will be publicized through the web page and other methods, including emails, news releases, presentations and social media.

Community Groups: Key community groups -- including the area Citizen Planning Organizations (CPOs) and Village, business organizations, parent organizations, organizations representing historically under-represented populations in the community and others -- will be kept informed of the progress of the project and asked for input through presentations, email notifications and other targeted outreach from County staff.

News Releases/Articles/Flyers/Fact Sheets/Social Media: County staff will prepare material for the media, web sites, email, County print and electronic publications, and meetings to inform the public about upcoming events, the progress of the project and opportunities for input.

Commission Meetings and Hearings: Information about the plan will be presented to the Clackamas County Planning Commission and the Board of County Commissioners at public work sessions and public hearings, as appropriate, to update commission members and the public during the course of the project, and to make final recommendations and ask for action at the end of the project.

Key Audiences

- Roadway users
 - Motorists
 - Bicyclists
 - Pedestrians
 - Truckers/freight
- Area residents, property owners, community members and business owners
 - Residents in the project area
 - Firwood, Mt. Hood Corridor and Rhododendron CPOs
 - Villages at Mt. Hood
 - Welches elementary and middle schools – parents, teachers and students
 - County advisory boards and commissions
 - **Community organizations**, including community-based organizations / advocates for historically underrepresented communities, health and equity interests, environmental and land use advocacy organizations, and transportation advocacy groups

- **Historically underserved populations**, including low-income and minority communities and people with disabilities
- Elected officials: Board of County Commissioners
- Appointed boards and commissions
 - Clackamas County Planning Commission
 - Clackamas County Pedestrian/Bikeway Advisory Committee
 - Clackamas County Traffic Safety Commission
- General public that live, do business or recreate in the area

Final decisions on adoption of the plan will be made by the Clackamas County Board of Commissioners, after public hearings and receiving recommendations from the Planning Commission, the project's Stakeholder and Technical Working Groups, and staff.

Time Line and Outreach Strategies

PHASE ONE: PROJECT PUBLICITY (June - September 2015)

- **Goal:** Provide information about the project, its purpose and how to get involved to community members and other stakeholders.
- **Messages**
 - Project purpose, timeline and process
 - Community involvement is needed and there are a number of ways to get involved
 - Information is available from several sources
- **Strategies**
 - Initial informational mailings
 - Meeting with representatives from Welches elementary and middle schools
 - Brief Planning Commission
 - News release(s)/social media posts
 - Project flyer/fact sheet (August 2015)
 - Website
 - Emails blasts to interested parties list
 - GovDelivery postings
 - Presentations to key groups, including
 - Clackamas County Pedestrian/Bike Advisory Committee
 - Traffic Safety Commission
 - Committee for Citizen Involvement and/or Community Leaders Meeting
 - Area CPOs and Villages at Mt. Hood
 - Mt. Hood Chamber of Commerce
 - School and/or school district groups

PHASE TWO: SEEK INPUT

(October 2015 – February 2016)

- **Goal:** Learn what travel improvements the community would like to see in the project area. Involve and engage the community throughout the planning process.
- **Messages**
 - The community is encouraged to provide input on the Plan.
 - The school and school district are encouraged to provide input on safe routes to school options for students.
 - The County needs input to help identify possible improvements that could be added to meet the community's multi-modal travel needs.
- **Strategies**
 - Public Workshop #1
 - Provide comment cards at public workshop
 - News release (print media, online media, social media)
 - Website, with input form
 - Article in *Citizen News* (October 2015)
 - Outreach to Welches elementary and middle school community
 - Emails to interested parties list
 - PAC meetings

PHASE THREE: SHARE AND GAIN UNDERSTANDING FOR FINAL PLAN DEVELOPMENT

(March 2016 - Summer 2016)

- **Goal:** Help neighborhood, school community and other interested parties understand the recommended Mt. Hood Pedestrian and Bicycle Implementation plan and next steps.
- **Messages**
 - Your input was valuable and helped shape the Mt. Hood Pedestrian and Bicycle Implementation Plan, including providing safe routes to schools for students.
 - The planning process is just the first step to improving safety and conditions for all modes of travel with an emphasis on bicycle and pedestrian needs in the project area.
 - Next steps include Planning Commission and County Commission public hearings; applying for grant funding and low cost improvements.
- **Strategies**
 - Public Workshop #2
 - News release(s)
 - Emails to interested parties list and community leaders
 - Outreach to Welches elementary and middle school community
 - Social media
 - Website (ongoing)
 - Presentations to interested community and business groups
 - Work session with Clackamas County Planning Commission
 - Work session with Board of County Commissioners