

Washington County
Transportation Futures Study
Exploring options • Informing choices

Public Involvement Plan

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Prepared for

Washington County

Prepared by

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1. INTRODUCTION

This Public Involvement (PI) Plan will guide stakeholder and public involvement during the Washington County Transportation Futures Study (“the Study”). The PI Plan describes activities that the consultant team and Washington County staff will implement in order to assure that interested parties have adequate opportunities to provide meaningful input to the Study.

2. PUBLIC INVOLVEMENT PURPOSE AND OBJECTIVES

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

The public involvement goals are to:

- Communicate complete, accurate, understandable, and timely information to the public and partners throughout the Study.
- Actively seek public input prior to key milestones during the life of the Study.
- Provide meaningful public involvement opportunities and demonstrate how input has influenced the process.
- Seek participation of all potentially affected and/or interested individuals, communities, and organizations.
- Comply with Title VI of the Civil Rights Act.

3. STUDY OVERVIEW

A. Problem/Context

Washington County has seen dramatic changes over the past few decades. It has developed into a vibrant urban metropolitan area that also retains a thriving rural community and economy. It is important that the county’s transportation system meets the needs of all community members as the county’s demographics change and growth continues.

Rather than resulting in a concrete plan, the Study will provide information that decision-makers and policy leaders will be able to use to inform their decisions for years to come.



B. Key Messages

On the Nature of the Study:

1. **This is a study (not a plan).** The outcome will *inform* future choices and decisions, not dictate them.
2. This is an opportunity to **look long range – 20 to 50 years** – beyond the Transportation System Plan's horizon, when current community land use and transportation plans have been implemented.
3. The Study will help us **understand** what the community's long-term needs might be and how different types of transportation investments may address those needs.
4. In thinking about the future, lessons can be learned by **looking at past** policies, plans, and investments.

On Why the Study is Needed:

5. **We need to keep Washington County thriving.** Continued planning will help promote job growth and a strong urban and rural economy.
6. **We are changing** – Continued job growth and changes in the makeup of our communities will alter our travel patterns and transportation needs. The Study will help us be prepared to meet these needs.

On Partnership and Participation:

7. We have been successful because **we work together.** The findings of this study will be used by the planners and decision-makers for the county, cities, state, federal and regional agencies, and we are engaging our partners at each step.
8. Through many recent visioning and planning efforts in the county, our communities have told us what they value. **The Study will honor and build on those community values.**
9. We will **engage the public** in a conversation about the tradeoffs and choices this study identifies.



4. IDENTIFYING STAKEHOLDERS: WHO'S INVOLVED

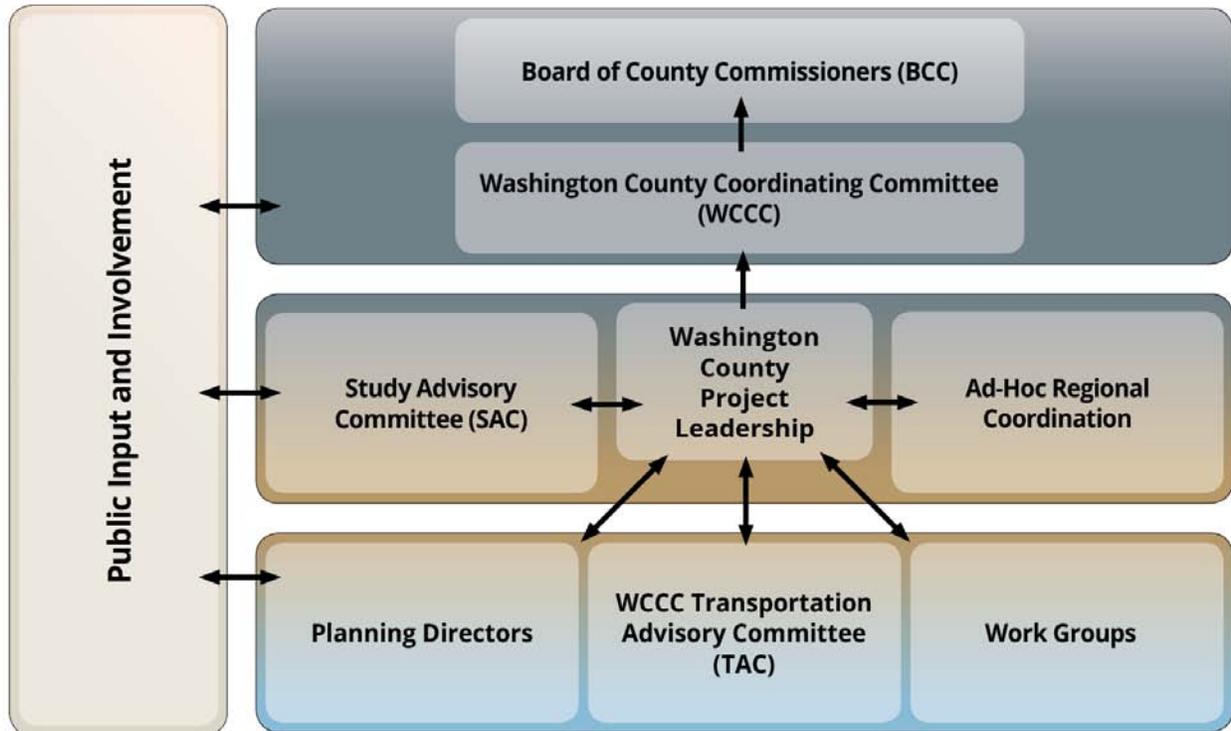
The engagement efforts seek participation of all potentially affected and/or interested individuals, communities, and organizations. To date, the Study team has identified a number of individual stakeholders and types/groups of stakeholders to engage in the process. The PI process will seek to engage the following types of potentially affected stakeholders both within the study area and statewide (note this list is not exhaustive and additional stakeholders will be included as new information is learned):

- General public
- State legislators and senators and elected officials from Washington, Clackamas and Multnomah counties, cities in and adjacent to Washington County, and regional government
- Staff from state agencies, cities in and adjacent to the county, and adjacent counties (including staff from planning, land use, and transportation departments and agencies)
- Business and economic development interests, including business and industry leaders, business organizations, associations and chambers of commerce, and businesses that are major employers in the county
- 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 underrepresented populations, including low-income and minority communities and people with disabilities
- Neighborhood groups
- Universities and colleges
- Emergency services



5. INVOLVEMENT STRUCTURE

The Study includes a number of committees and groups, including several existing boards and committees, that have varying levels of responsibility to review, provide input, and acknowledge study elements as they are developed. The chart below shows the relationship of the different groups. The arrows represent the direction of input and recommendations to each group. Each committee and group is further described below.



Board of County Commissioners: The Board is the final decision-making body for the Study. The Board appoints the Study Advisory Committee and accepts the conclusions of the Study, which will then provide guidance for subsequent updates to regional, county, and local plans. The Board will be briefed at key milestones during the Study (up to three meetings expected).

Washington County Coordinating Committee (WCCC): This group represents elected officials from each of the cities in the county. It will nominate a Study Advisory Committee member (who will act as a liaison to the Study Advisory Committee), review the Study approach, review the Study at key points and provide recommendations to the Board on the conclusions. The WCCC will be briefed at key milestones (up to three meetings expected).

WCCC Transportation Advisory Committee (TAC): The WCCC TAC includes transportation staff from all cities within the county, TriMet, Metro, and ODOT. Along with the Planning Directors and the WCCC, the TAC will provide for interagency guidance and coordination. It will serve a key role in advising on



formation of the transportation investment packages. Updates and shorter discussions will occur during the TAC's regularly scheduled meetings. However, special work sessions may be necessary outside of the regular monthly meeting. Up to eight TAC meetings are expected.

Planning Directors: The Planning Directors group is made up of city planning and community development managers within the county. It will serve a key role in advising on the formation of the Land Use Scenarios and will provide input on Study and review work products. Updates and shorter discussions will occur during the Planning Directors regularly scheduled meetings. However, special work sessions may be necessary outside of the regular monthly meeting. Up to six meetings are expected.

Study Advisory Committee (SAC): The SAC is comprised of community members who live and/or work in the county and who hold diverse perspectives and expertise on community values, and future conditions and needs. The SAC will advise county staff at key milestones and serve as a forum to explore how the Study's approach, strategies, and analysis meet transportation needs and reflect community values. SAC representatives will be selected by the Board and nominated through an application process. Up to eight SAC meetings are expected. A SAC meeting held during the report out phase will include a public meeting event. Jeanne Lawson, JLA, will facilitate the SAC meetings.

Ad-Hoc Regional Coordination Group: Staff-level representatives from regional policy making and policy-influential groups such as ODOT, TriMet, and the Department of Land Conservation and Development (DLCD) will advise the team at key milestones. Up to eight meetings are expected.

Work Groups: County staff will form various work groups to advise on specific technical, social, or environmental issues. The work groups will define evaluation measures and assess tradeoffs for issue specific topics, such as health and equity, economic development, community livability/urban form, and traffic operations. A Health and Equity Work Group (HEWG) will focus on how the transportation investment alternatives may affect health and equity issues in the county. Up to four HEWG meetings are expected.

Members of the Public: The public will be invited to provide input throughout the Study process, and will play an important role in reviewing and providing comments at three key points (discussed in *Section 6: Study Process*). Engagement will occur mainly through online tools (project website and online open houses) rather than through traditional in-person open houses. Online tools provide transparency and access for a wide range of interested parties while making good use of limited resources. The Study team will also conduct some targeted in-person outreach to key stakeholders and community groups that have a particular interest in the project. All Study-related meetings, including SAC and Work Group meetings, will be open to the public.

Because the Study is technical in nature and will not result in a recommended plan or specific outcome, the public will not be asked to reach consensus or approve final documents and conclusions.

Historically Underrepresented Populations: The team will make special efforts to reach out to communities of color and low income, disabled and other underrepresented groups. Because of the



rapidly changing demographics of the county, and the need to address gaps in past community outreach in order to foster community equity, JLA Public Involvement is teaming with the Center for Intercultural Organizing and Centro Cultural de Washington County to strategically advise and assist with outreach to historically underrepresented groups.

6. STUDY PROCESS

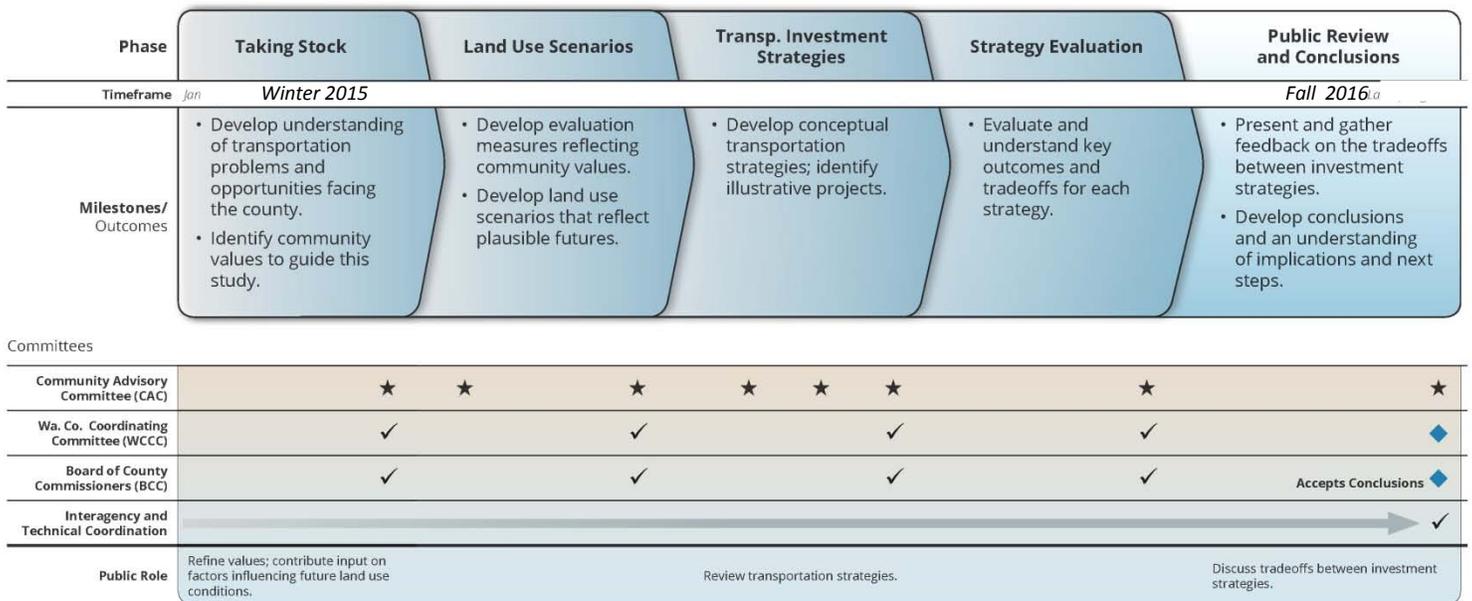
The Study will advance through a five-step process, resulting in an understanding of long-term transportation needs and tradeoffs between alternative investments. It will evaluate the implications of those investments for health, equity, the natural environment, economic development, and livability. It will identify areas of agreement, unresolved issues, and future opportunities.

The Study efforts will take place over approximately 18-20 months starting in January 2015 and ending in the late summer or early fall of 2016. The approximate timeframes for the five steps in the process are illustrated below.

Washington County Transportation Study Proposed Process

Draft - November 11, 2014

★ = Input ✓ = Update ◆ = Action



The Study groups and committees discussed in *Section 5: Involvement Structure* will serve as the primary community engagement mechanisms for collaboration and consensus building. In addition to these groups and committees, engagement with the broader community will be an important element of the public involvement program. Ongoing involvement with the public will occur throughout the life of the Study, and the team will seek specific input and conduct targeted outreach during three key outreach points using a variety of public involvement tools. The following describes the three outreach points and



the types of outreach tools that will be used to engage the community during each outreach point. All outreach tools are described in more detail in *Section 7: Public Involvement Tools*.

Ongoing Engagement Opportunities (January 2015 – Summer 2016)

The website will be the primary portal for information and engagement throughout. It will include a comment form that members of the public can use to submit comments at any time during the Study. As needed, the team will respond to comments and track comments and responses through an ongoing database.

Outreach Point #1: Taking Stock and Community Values (Spring 2015)

During this phase, the team will seek to develop an understanding of transportation problems and opportunities facing the county, and identify community values to guide this study. The public will be asked to refine a set of community values around transportation and land use (these will later be used to develop evaluation criteria). Engagement strategies will include:

- Outreach on values of underserved populations
- News releases and stakeholder emails at key milestones
- A mailer inviting participation in the online open house
- An online open house
- Presentations to community groups and organizations, as well as individual briefings to key stakeholders
- SAC meetings #1 and #2
- Work group meetings (including Health and Equity Work Group)
- Translation of key materials and online open house survey into Spanish

Outreach Point #2: Transportation Investment Packages (Fall 2015)

During this phase, the team will develop conceptual transportation strategies and identify illustrative projects. The public will be asked to review and provide feedback on these transportation strategies. Engagement strategies will include:

- News releases and stakeholder emails at key milestones
- An online open house
- Presentations to community groups and organizations, as well as individual briefings on key stakeholders
- SAC meetings #3, 4 and 5
- Work group meetings (including Health and Equity Work Group)
- Translation of key materials and online open house survey into Spanish

Outreach Point #3: Public Review and Conclusions (Summer 2016)

The team will present and gather feedback on the tradeoffs between investment strategies and develop conclusions and an understanding of implications and next steps. The public will be



asked to review the investment strategies and discuss tradeoffs between investment strategies. Engagement strategies will include:

- News releases and stakeholder emails at key milestones
- An online open house
- Presentations to community groups and organizations, as well as individual briefings to key stakeholders
- SAC meetings #6, 7 and 8
- Work group meetings (including Health and Equity Work Group)
- A public opinion poll (in English and Spanish)
- Translation of key materials and online open house survey into Spanish
- A final summary of outreach and public comments

7. PUBLIC INVOLVEMENT TOOLS

These tools will be used in the outreach program:

- **Public Involvement Plan** (*March 2015*): Details outreach activities, schedule, public engagement framework, and key stakeholders.
- **Comment Tracking Database** (*Ongoing*): The team will log all public comments, questions, and concerns and respond to or coordinate a response when appropriate. The log will include comments from all sources, including emails, phone calls, web form submissions, and comments made during presentations and briefings with stakeholders.
- **Website** (*Ongoing*): The project website will be the primary portal for information about the project. It includes pages that describe Study activities and events, the process timeline, and house documents and materials. The site will host online open houses and surveys. At any time, members of the public may submit comments through the project website's online commenting tool. County staff will receive comments, coordinate responses as needed, and track comments.
- **Overview Video** (*Spring 2015*): An overview video will be developed to explain the Study context and purpose. It will be updated in spring 2016 to explain tradeoffs between investment strategies. The video will include Spanish subtitles. The video will be hosted on the project website to serve as a key information piece. It will also be shown at community briefings and presentations to help explain the Study.
- **Community Values Statement** (*Spring 2015*): A Community Values Statement will be drafted based on review of various studies and documents. The draft will serve as a basis for the first online survey and public outreach point, as well as a basis for equity outreach. A final statement will be created based on feedback from the survey and outreach activities. The CAC will review



and refine the final statement before it serves as a basis for developing evaluation measures. The final statement will be translated into Spanish.

- **News releases and stakeholder emails** (*Ongoing*): County staff will develop news releases and stakeholder emails to provide information about key milestones, and to invite the public to engagement opportunities. It is expected that news releases and emails will be developed during these key points:
 - Introduction and announcement of the Study
 - Invitation to participate in online open houses
 - Development of transportation investment packages
 - Development of investment strategies and their tradeoffs

- **Online Open Houses** (*Three outreach points*): The online open houses will serve as the primary means of soliciting broad community input on key aspects of the Study. They will include information about the Study, comment walls where participants can post comments and read comments made by other community members, and online surveys. They will also include four short videos featuring members of the Study team. The Study team will host up to 12 information booths at community events (such as farmers markets) to promote participation in the online open houses. The online surveys will be translated into Spanish, and videos will include Spanish subtitles. The three online open houses will include:
 - **Online Open House #1** (*Spring 2015*): Will include information on the purpose and background on the Study and an online survey (in English and Spanish) soliciting feedback on the community values. Public commenting will be available for a three-week period. Results from the online open house will feed into the SAC meetings and future development of evaluation criteria
 - **Online Open House #2** (*Fall 2015*): Will present the draft transportation investment packages and solicit for comments on the packages.
 - **Online Open House #3** (*Summer 2016*): Will present information on the results of the technical analysis, provide open comment mechanisms, and include an online survey (in English and Spanish) gathering input on tradeoffs.

- **Briefings and discussions with stakeholders, elected officials, and community groups/organizations** (*Ongoing*) – County staff will provide updates to stakeholders throughout the project, and will have discussions at standing meetings of community groups and organizations that have an interest in the Study. The purpose of these meetings will be to provide updates, and to solicit input on key elements of the Study. Staff will also distribute fact sheets or other informational materials at these meetings.

- **Fact sheets** (*Ongoing*): Fact sheets will be developed to describe the Study overall, as well as to describe specific aspects at key milestones (for example, to explain the transportation



investment packages and their tradeoffs, or to explain drivers). Fact sheets will be distributed at briefings and meetings. Fact sheets will be translated into Spanish.

- **Public Opinion Poll** (*Spring 2016*): CFM Strategic Communications will conduct a telephone survey to obtain 500 responses from county residents during the Public Review and Conclusions phase of the Study. The poll will help provide an understanding of the broader public’s view on transportation investment strategies. The survey will include Spanish-language polling.
- **Public Involvement Report** (*early Fall 2016*): At the end of the Study process, the team will develop a document that summarizes all public involvement activities and key issues raised through the process.
- **Equity Outreach** (*Ongoing*): The public involvement program will make special efforts to engage historically underrepresented populations. The Center for Intercultural Organizing and Centro Cultural de Washington County will work with the public involvement team to serve as a liaison to these communities, conduct targeted outreach to leaders of these communities, and advise on messaging and methods of outreach to the potentially affected communities. This equity work is part of a broader equity outreach effort to be conducted by county staff and public involvement consultant. The equity outreach program consists of the following strategies and elements:
 - Values work – CIO will conduct stakeholder interviews of representatives of historically underrepresented communities to test the community values statements and incorporate additional values into the process.
 - Health and Equity Work Group (described above).
 - Translation of key materials into Spanish and/or other languages, including online surveys, fact sheets, information materials, and a polling instrument.
 - Targeted outreach and presentations/briefings to organizations that serve historically underrepresented communities (for example, outreach to Latino Leadership Network of Washington County, Spanish-speaking churches, or the Hillsboro Chamber of Commerce’s “Despierta Hillsboro” group).
 - Ongoing guidance from the Center for Intercultural Organizing to ensure that messaging and strategies are appropriate for outreach to historically under represented populations.
- **Social Media** (*Ongoing*): County staff will use social media, including Twitter and Facebook, to invite members of the public to participate in online open houses and other major public events. Social media will also be used to announce major project milestones.



8. STUDY TEAM AND ROLES

The following are the key team members and their roles in the public involvement program:

Washington County – County staff will oversee the public involvement program. County staff is primarily responsible for creating and distribute news releases and stakeholder emails and holding meetings and briefings with committees and groups.

Public Involvement Consultant Team – JLA Public Involvement is the public involvement consultant lead for the Study, and is subcontracted to the primary consultant, David Evans and Associates, Inc. (DEA). JLA will track and manage public involvement activities, and implement many aspects of the public involvement program, particularly: development and management of the project website and online open houses; development of fact sheets, brochures and other project information materials; and facilitation of the Study Advisory Committee and Health and Equity Work Group.

JLA will also manage the work of the Center for Intercultural Organizing and Centro Cultural de Washington County. The Center for Intercultural Organizing will assist with engagement of historically underrepresented populations, particularly with regards to confirming values during the “Taking Stock” stage. CIO will provide ongoing strategic advising on how to engage underserved populations during the first phases of the Study. Centro Cultural de Washington County will provide Spanish translation services and conduct outreach to groups serving the Latino/Hispanic population in Washington County.

CFM Strategic Communications will provide public opinion polling services during the Public Review and Conclusions Phase.

Study Consultant Team – David Evans and Associates is the prime consultant contracted directly with Washington County, and serves as the consultant project manager for the Study. DEA provides overall project management, leads the overall work plan, and leads all technical tasks. DEA will review public involvement deliverables and make presentations to groups and committees involved in the Study.

