

PUBLIC AND STAKEHOLDER INVOLVEMENT STRATEGY

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INTRODUCTION

This Public and Stakeholder Involvement Strategy will guide community involvement during the South Clackamas Transportation District (SCTD) Transit Development and Master Plan (TDMP) update process. The Plan describes fundamental objectives and activities that SCTD, the consultant team, and other agency staff will implement to ensure that interested parties have adequate opportunities to provide meaningful input to the process.

PROJECT OVERVIEW

SCTD is updating its current TDMP, the SCTD Five-Year Comprehensive Transit Plan (2000). In the 17 years since this transit plan was adopted, SCTD's system ridership and budget has more than doubled. The 2000 TDMP no longer adequately addresses local development plans, urban growth projections, commuter trends, the needs of local riders, or the very high priority of the STIF Program, improving access to low-income populations. Oregon

Department of Transportation (“ODOT”) is also in the final stages of completing the long-awaited OPTP update, which better identifies the goals and measures for public transportation services in the state. With new funding and opportunities for growth expected over the next two years, the SCTD Board believes that a new, well-researched, and publicly informed TDMP is critical to the ongoing success of this rural system and its services.

The TDMP will provide short, mid, and long-term strategic guidance to SCTD for the provision of transit services, bus stop and facility siting, and coordination with adjacent transit providers over the 20-year planning period. The project aims to examine how to improve access to low-income populations and how SCTD can enhance its urban and rural community service through improved integration with existing urban and outlying services to meet the needs of target populations (low-income, senior, youth, populations with Low English Proficiency), as well as future regional growth and tourism.

SCTD will engage community residents, property owners, and other interested stakeholders throughout the process. The process will include online engagement, public meetings, Stakeholder meetings, and a Technical Advisory Committee (TAC) that meets regularly throughout the project.

PUBLIC INVOLVEMENT GOALS

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

The public involvement goals are to:

- » Communicate complete, accurate, understandable, and timely information to the public.
- » Seek participation of all potentially affected and/or interested individuals, communities, and organizations.
- » Provide meaningful public involvement opportunities and demonstrate how input has influenced the process.
- » Seek participation of Civil Rights Act of 1964 Title VI/Environmental Justice groups, including disabled, low-income, limited English proficiency, minority or other underserved groups in the project area.
- » 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.

ROLES AND RESPONSIBILITIES

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

SCTD STAFF

- » The Public and Stakeholder Involvement Strategy must comply with Statewide Planning Goal 1. The City will consider environmental justice issues and consider Title VI of the Civil Rights Act of 1964 regarding outreach to minorities, women, and low-income populations.

- » Establish and prepare TAC committee roster and an “Interested Parties List” that will include parties who have expressed interest in the project, for notification of project progress, meetings and presentations, but will not serve as TAC members.
- » Arrange and advertise TAC meetings.
- » Transmit any comments received outside of the processes in this statement of work to the Consultant.
- » Review and provide comments on draft Questionnaires.
- » Administer Driver Survey.
- » Schedule Stakeholder Small Groups, SCTD Board of Director Work Sessions, and Outreach Efforts.
- » Prepare Interim and Final Title VI Reports
- » 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.

ODOT STAFF

- » Attend PMT and TAC meetings
- » Review draft memos prior to TAC meetings
- » Provide comments at the TAC meetings

TECHNICAL ADVISORY COMMITTEE (TAC) MEMBERS

- » Attend TAC meetings
- » Review draft memos prior to TAC meetings
- » Provide comments at the TAC meetings

CONSULTANT TEAM

- » Arrange and facilitate an initial Kick-Off Meeting, provide a written agenda prior to the meeting, and provide a meeting summary following the meeting.
- » Arrange PMT teleconferences, provide a written agenda prior to each teleconference, and provide a meeting summary following each teleconference.
- » Prepare a draft and final Public and Stakeholder Involvement Strategy memorandum.
- » Establish and maintain a project website for the entire project.
- » Prepare a revised project schedule and deliver the initial refined project schedule to the PMT after the Kick-Off Meeting.
- » Prepare a meeting schedule, agenda, supporting materials, and meeting minutes for TAC meetings.
- » Prepare draft, finalize, administer (online and on-board), and summarize results from Questionnaires.
- » Prepare draft and final Driver Survey.

- » Conduct Stakeholder Small Groups, SCTD Board of Director Work Sessions, and Outreach Efforts and provide written summaries for the efforts.
- » Prepare and summarize Online Open House and contingent In-Person Open House.
- » Provide rider and non-rider survey material in Spanish and provide live Spanish translation services for Outreach Effort and open houses.

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 identity we have developed for the SCTD TDMP Update. We propose creating similar graphics using the SCTD's logo and color scheme across the project website, reports and documents, and project advertising.

IDENTIFYING STAKEHOLDERS: WHO'S INVOLVED?

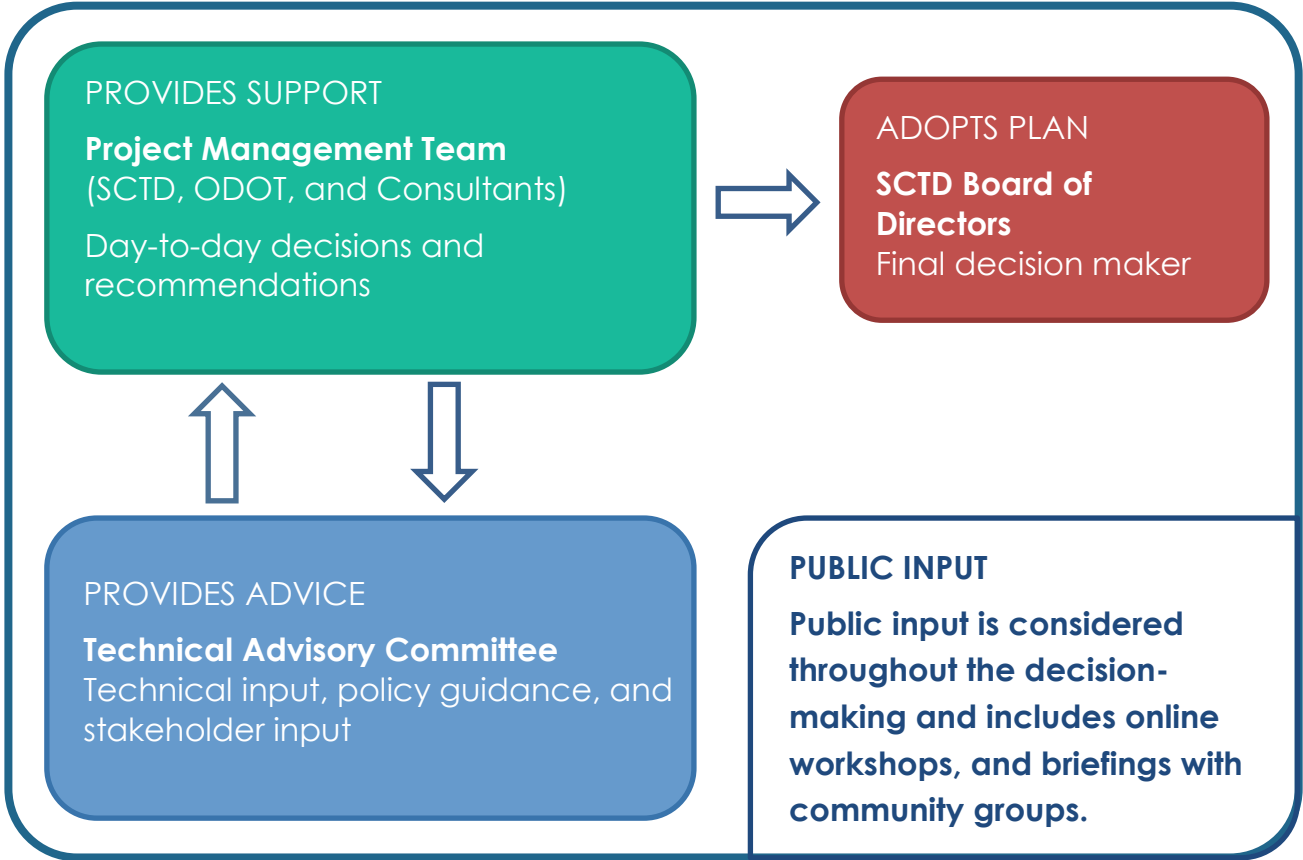
The public and stakeholder involvement efforts seek participation of all potentially affected and/or interested individuals, communities, and organizations. To date, the SCTD TDMP team has identified several stakeholders and types of stakeholder groups to engage in the process. The public and stakeholder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

- A. SCTD's Board of Directors
- B. Clackamas County
- C. Business commuter
- D. Family representative (parent who would be travelling with children)
- E. Transit-dependent users or advocates (transportation-disadvantaged according to federal definition)
- F. Person with a disability or advocate for people with disabilities
- G. ODOT Region 1 Transit Coordinator
- H. Department of Land Conservation and Development
- I. Cities within or adjacent to the Study Area: Molalla, Estacada, Oregon City
- J. Residents of unincorporated communities such as Colton
- K. Molalla Area Chamber of Commerce
- L. Molalla River School District
- M. Clackamas Community College
- N. Hospital/healthcare staff
- O. Molalla Adult Center representative
- P. Representatives from transit providers that connect to or have the potential to connect with SCTD: TriMet, Canby Area Transit, City of Woodburn
- Q. Minority group organizations
- R. Veteran Group staff
- S. Representative for major employers such as BiMart, Safeway or RSG Forest Products

- T. Citizen Riders
- U. Representatives from Title VI communities
- V. Other as deemed appropriate by the City or invited by the City to participate in individual meetings when certain expertise is required or at particular times throughout the Project

DECISION-MAKING FRAMEWORK

South Clackamas Transportation District’s Board of Directors is the project’s final decision maker and will adopt the TDMP following review of the final community and technical staff recommendations. The **Project Management Team** will make day-to-day decisions and recommendations to the Board of Directors based on technical input, policy guidance, and stakeholder input from the **Technical Advisory Committee (TAC)** and the general public. The decision-making structure for the Plan was developed to establish broad-based support for the project. The decision-making structure is shown in Figure 1:



Project Management Team: The Project Management Team (PMT) is composed of an SCTD Project Manager (PM), Agency Project Manager (APM), and Consultant. Kittelson & Associates is the lead consultant. The PMT will provide overall guidance for the Project. The PMT shall meet during performance of individual tasks in order to coordinate logistics of the Project and to give feedback to Consultant.

Technical Advisory Committee: The Technical Advisory Committee (TAC) may be made up of representatives from SCTD, ODOT departments, County and study area City departments, adjacent transit providers, local business

community, healthcare representatives, representatives from transportation disadvantaged or Title VI communities, or others as determined by SCTD.

PUBLIC INVOLVEMENT TOOLS

The primary aspect of public involvement will be through the project website, on-board and online questionnaires, stakeholder small group meetings, outreach events, and SCTD Board of Directors work sessions. Below is a list of stakeholder engagement and informational tools and activities that will be used throughout the project to engage, inform a broader public audience, and maximize participation of the diverse community.

Public and Stakeholder Involvement Strategy (*This document*): Consultant will develop a Public and Stakeholder Involvement Strategy 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 and communications.

Project Website (*Ongoing*): Consultant will develop a project website to include project information, schedule, tech memos, maps and graphics, an interactive online mapping tool, upcoming meeting information, project materials completed to date, future opportunities to provide input, and opportunities to comment to the Project Team.

Comment collection, analysis and responses (*Ongoing*): SCTD will log and analyze public comments and coordinate responses to comments and share with the Project 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 public workshops, Consultant will provide SCTD with a log of comments received online to add to the overall project comment log.

Technical Advisory Committee (*Ongoing*): The TAC will validate base conditions, help define the project goals and policies, help develop the evaluation framework, help develop the future service opportunities, review the evaluation, and the TDMP. Four TAC meetings are anticipated.

Questionnaires: Consultant will prepare and administer on-board passenger surveys as well as online versions to identify system needs in Questionnaire #1 and service options in Questionnaire #2. Questionnaires will help assess the needs and priorities of riders.

Driver Survey: Consultant will prepare and SCTD will administer a survey to transit drivers to understand areas for improvement and priorities for service and infrastructure enhancements. One driver survey is anticipated.

Stakeholder Small Groups: SCTD will organize and Consultant will conduct stakeholder small group discussions with those not included on the TAC to assess the existing system and solicit ideas for future or improved services. Two stakeholder small groups are anticipated. Stakeholder groups may include those identified on the stakeholder list.

SCTD Board of Directors Work Sessions: SCTD will organize and Consultant will lead work sessions with the SCTD Board of Directors to kick off the project, review objectives and goals, assess the existing system, and solicit ideas for future or improved services. Two work sessions are anticipated.

Outreach Efforts: SCTD will organize and Consultant will conduct events intended to solicit input on the existing regional transit service and to identify transit system needs, including those for disadvantaged populations. Two

rounds of outreach efforts, one with two events and one with one event, are anticipated. Events may be held at places such as:

- » Farmer's Markets
- » School Events
- » Grocery Stores
- » Adult Community Centers
- » Libraries or library events, such as the Family Craft Night or Citizenship Class
- » Shopping Centers
- » Clackamas Community College events, such as their Weekly Transportation Outreach
- » Molalla events, such as Chamber of Commerce, Molalla Grange, Rotary Club, Kiwanis, or Molalla City Council meetings

Virtual Open Houses: Consultant will develop and manage one online open house and may manage the additional contingent in-person open house. The open house will provide an opportunity to gather input from members of the community on the Draft TDMP prior to adoption. The open house will provide people the opportunity to participate over an approximately two-week timeframe.

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

- » **Email to interested parties** list (two weeks prior to each workshop, and on the day that virtual workshops go live),
- » Postings to the **NextDoor** social media site,
- » **Post flyers** at locations where community members gather,
- » **Outreach to the schools:** include meeting notification in local school newsletters and outreach sources (i.e., 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
- » **Press releases** prior to each public outreach event.

OUTREACH & REPORTING PROTOCOLS FOR TITLE VI REQUIREMENTS

Outreach and reporting protocols for Title VI requirements that will 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,

- » 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 and indicate how people can participate,
- » Host public meetings in locations that are accessible and where the populations feel comfortable (i.e. Non-governmental facility, community church),
- » 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,
- » Having child care available to make attendance more feasible for lower income residents and create a comfortable environment for families and youth to attend, 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.

DEMOGRAPHIC ANALYSIS

The purpose of the public involvement program is to share information and gather input regarding the needs and issues of SCTD service area residents, the public, stakeholders, and interested parties. The following figures illustrate different demographic groups in the SCTD service area by census tract.

Figure 1: Minority Populations

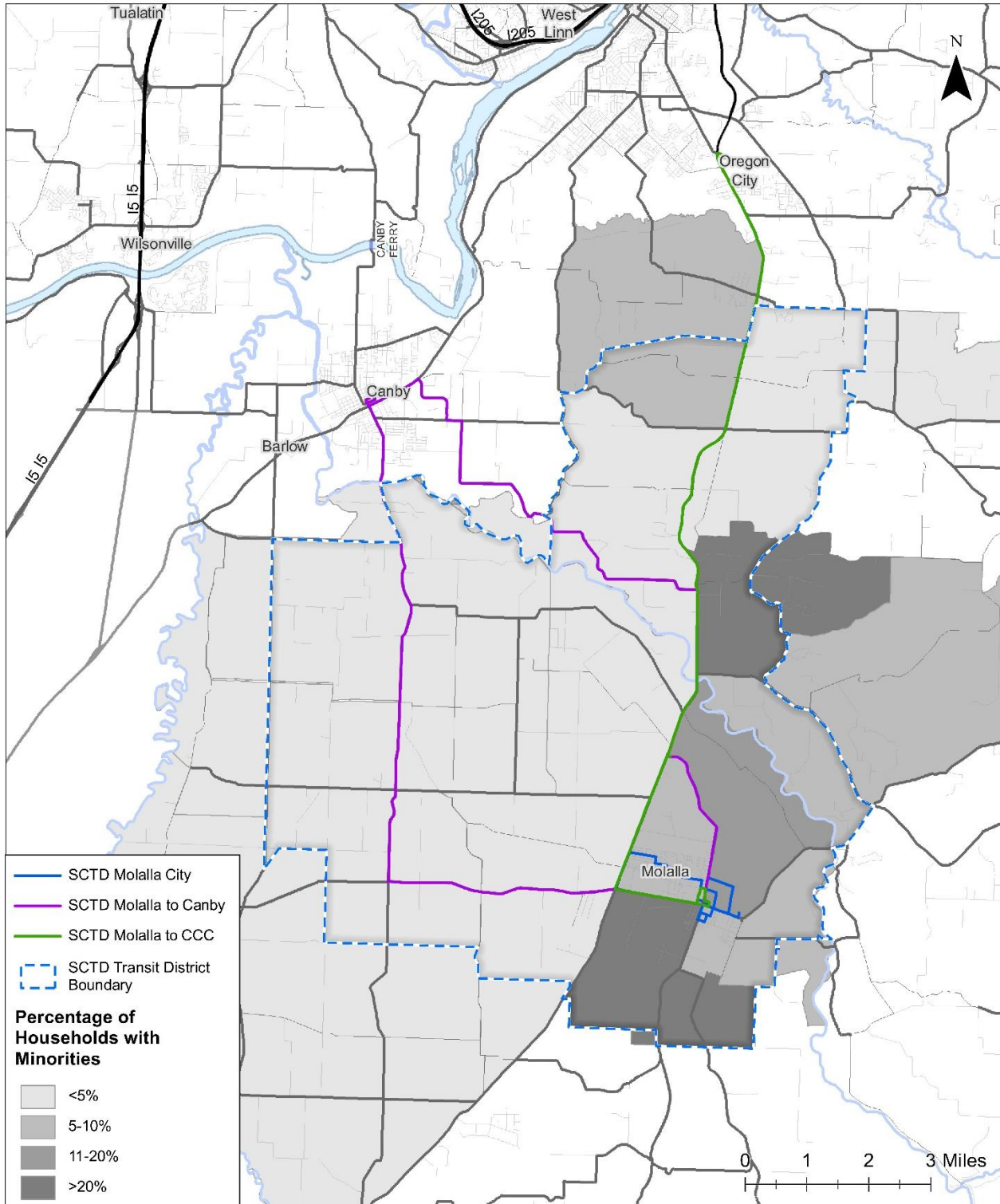


Figure 1 illustrates the location of minority populations in the SCTD service area. The U.S Census Bureau's American Community Survey, minority populations include non-white racial groups as well as people identifying as Hispanic or Latino. As shown, high concentrations of minorities are located south of Molalla and in the eastern edge of the SCTD service area near census-designated place Mulino.

Figure 2: Population 65 and Over

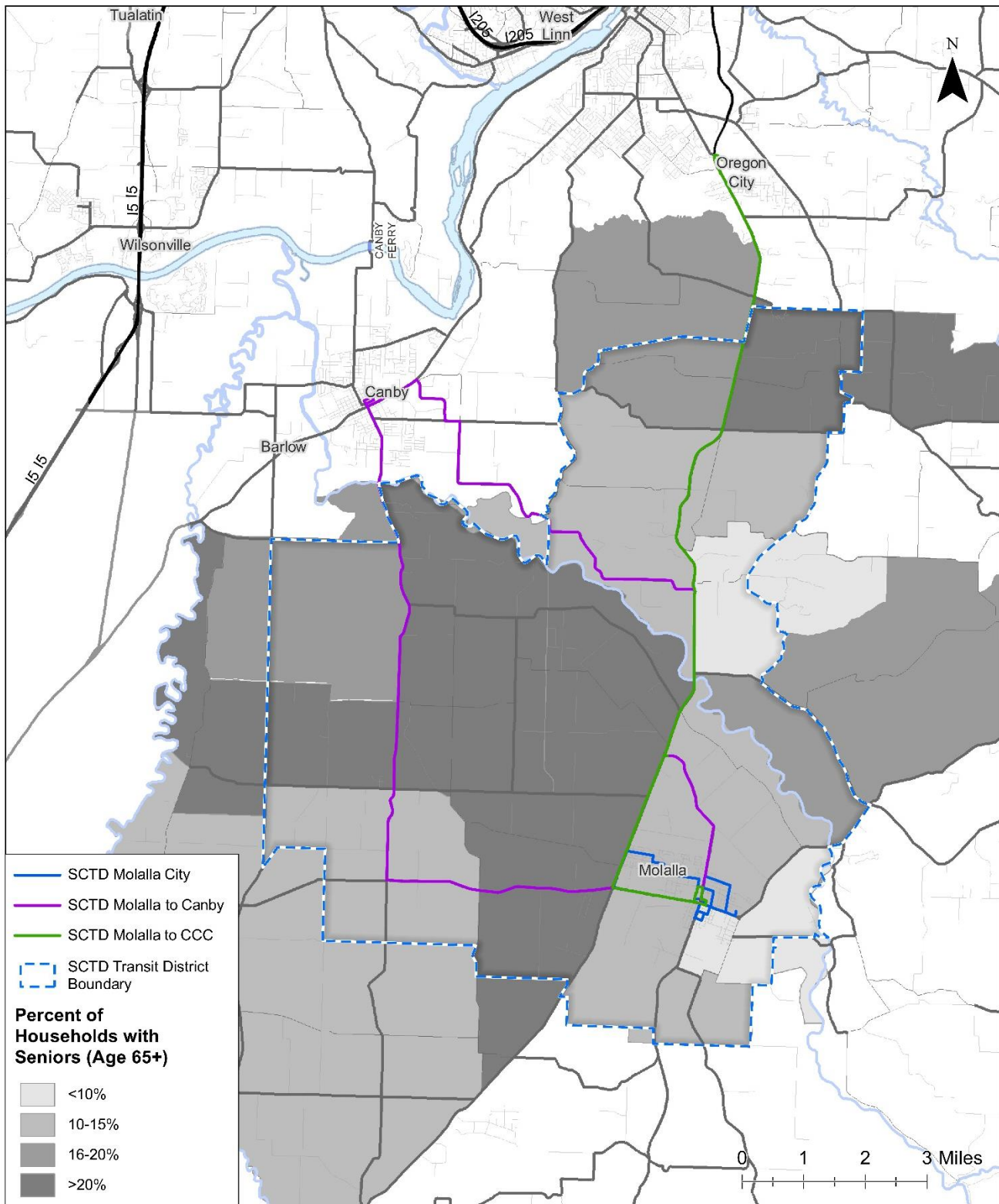


Figure 2 illustrates the locations of people age 65 and older in the SCTD service area. As shown, high concentrations of persons aged 65 and over are located in the central areas of the SCTD service area, which includes communities such as Macksburg, Needy, Marquam, and Liberal.

Figure 3: Population Ages 5-17

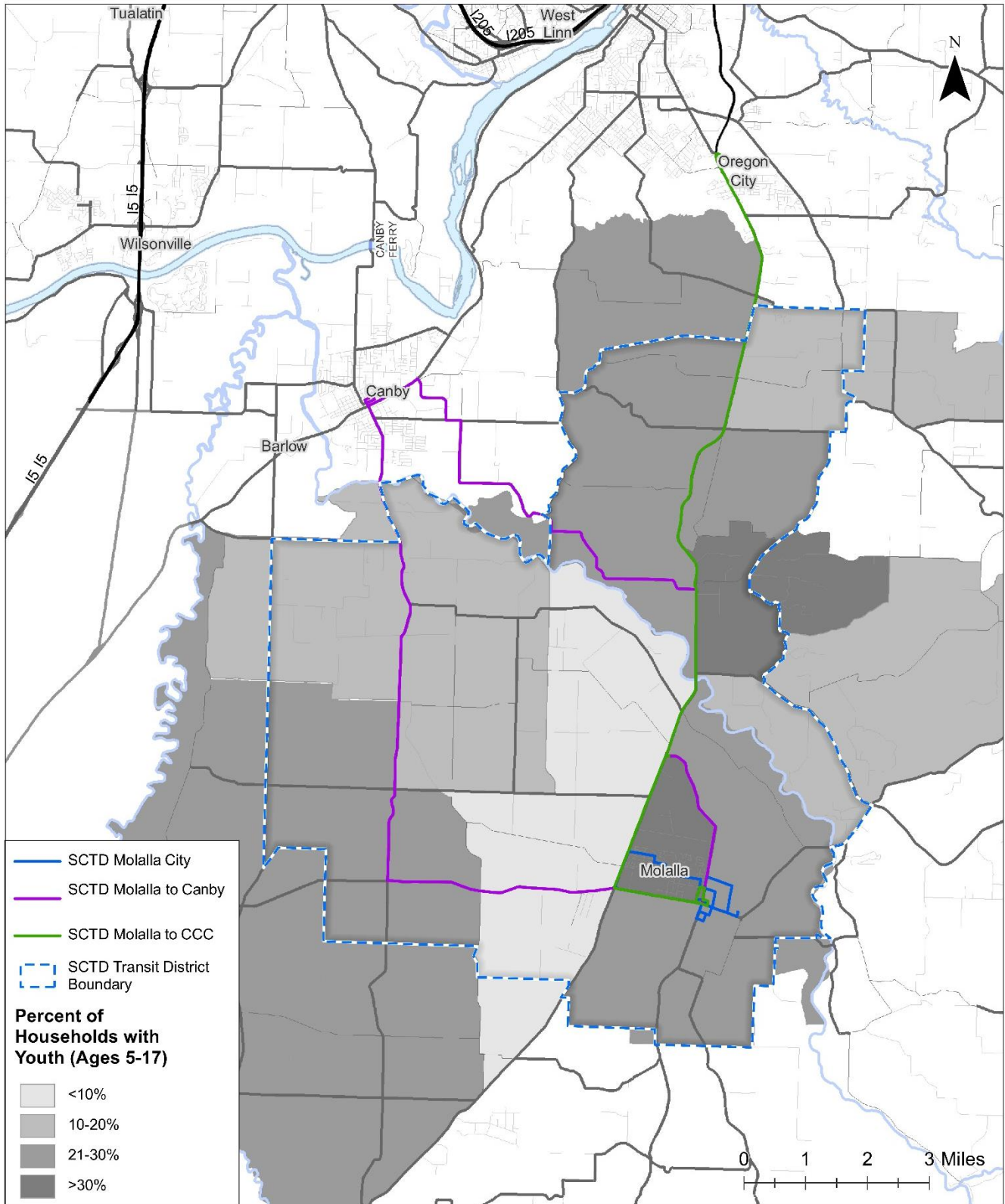


Figure 3 illustrates the location of people aged 5-17 in the SCTD service area. As shown, high concentrations are in Molalla and in the eastern edge of the SCTD service area near census-designated place Mulino.

Figure 4: Populations in Poverty

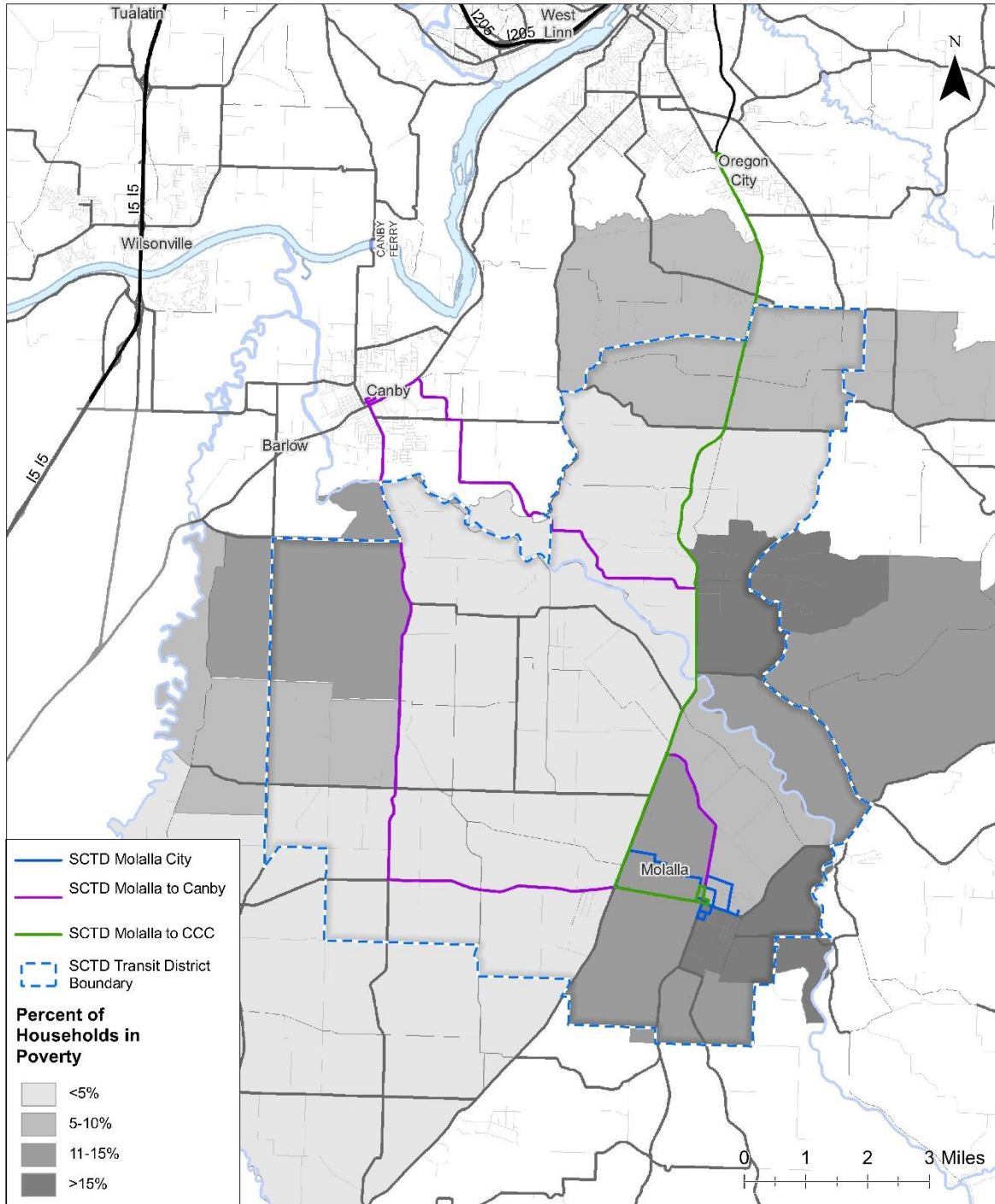


Figure 4 illustrates households below the poverty level in the SCTD service area. The federal poverty level is calculated by the size of the household and is adjusted annually – the federal poverty level for an individual is \$12,140 in annual earning, and \$25,100 for a household of four.¹ As shown, high concentrations of persons in poverty are located southeast of Molalla and in the eastern edge of the SCTD service area near census-designated place Mulino.

¹ <https://www.healthcare.gov/glossary/federal-poverty-level-fpl/>

Figure 5: Limited English Proficiency

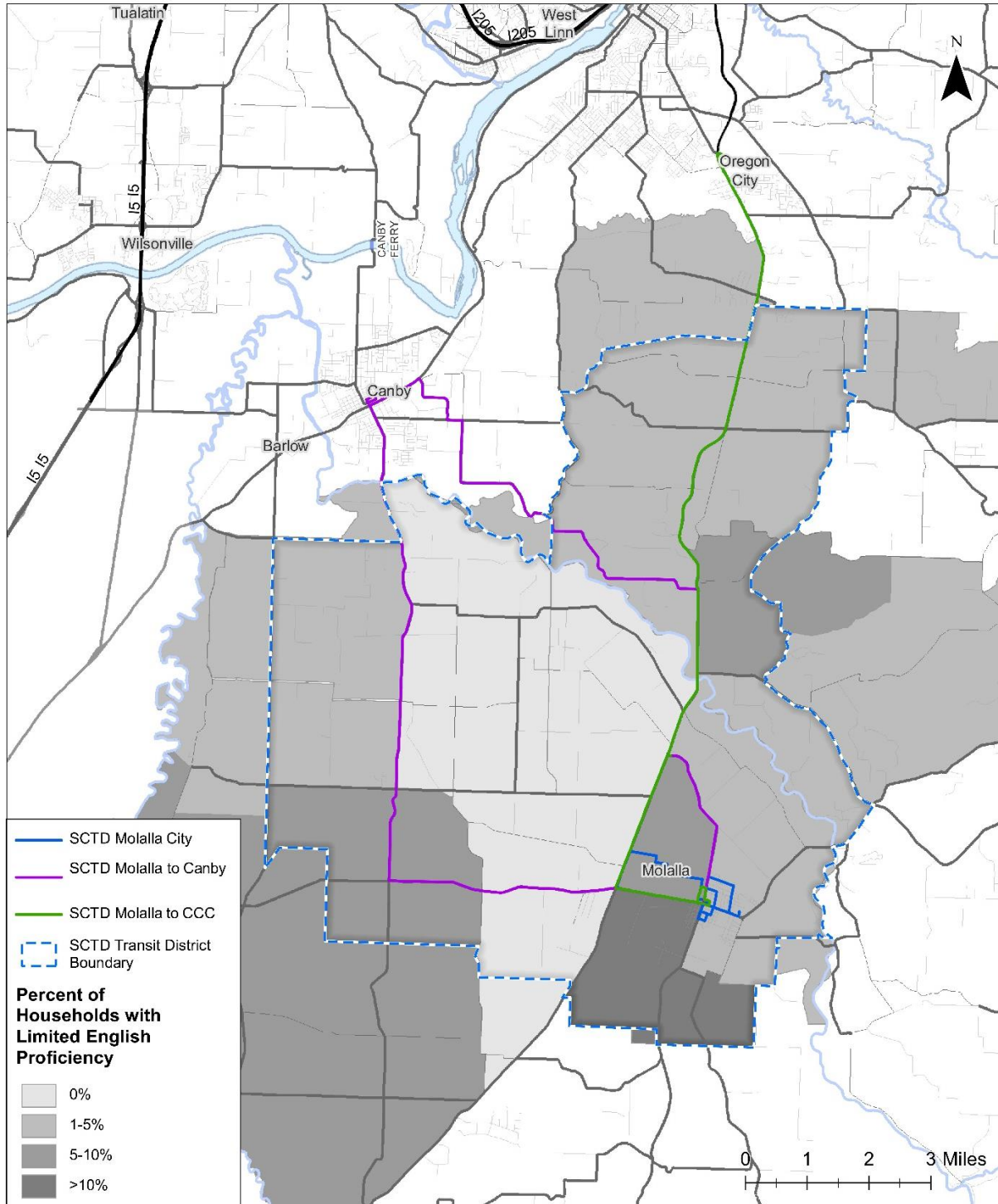


Figure 5 illustrates the locations of people with limited English proficiency in the SCTD service area. According to the U.S. Census Bureau, limited English proficiency refers to anyone over the age of five who reported speaking English less than “very well.”² As shown, high concentrations of persons with limited English proficiency are located south of Molalla.

² <https://www.migrationpolicy.org/article/limited-english-proficient-population-united-states>

Figure 6: People with Disabilities

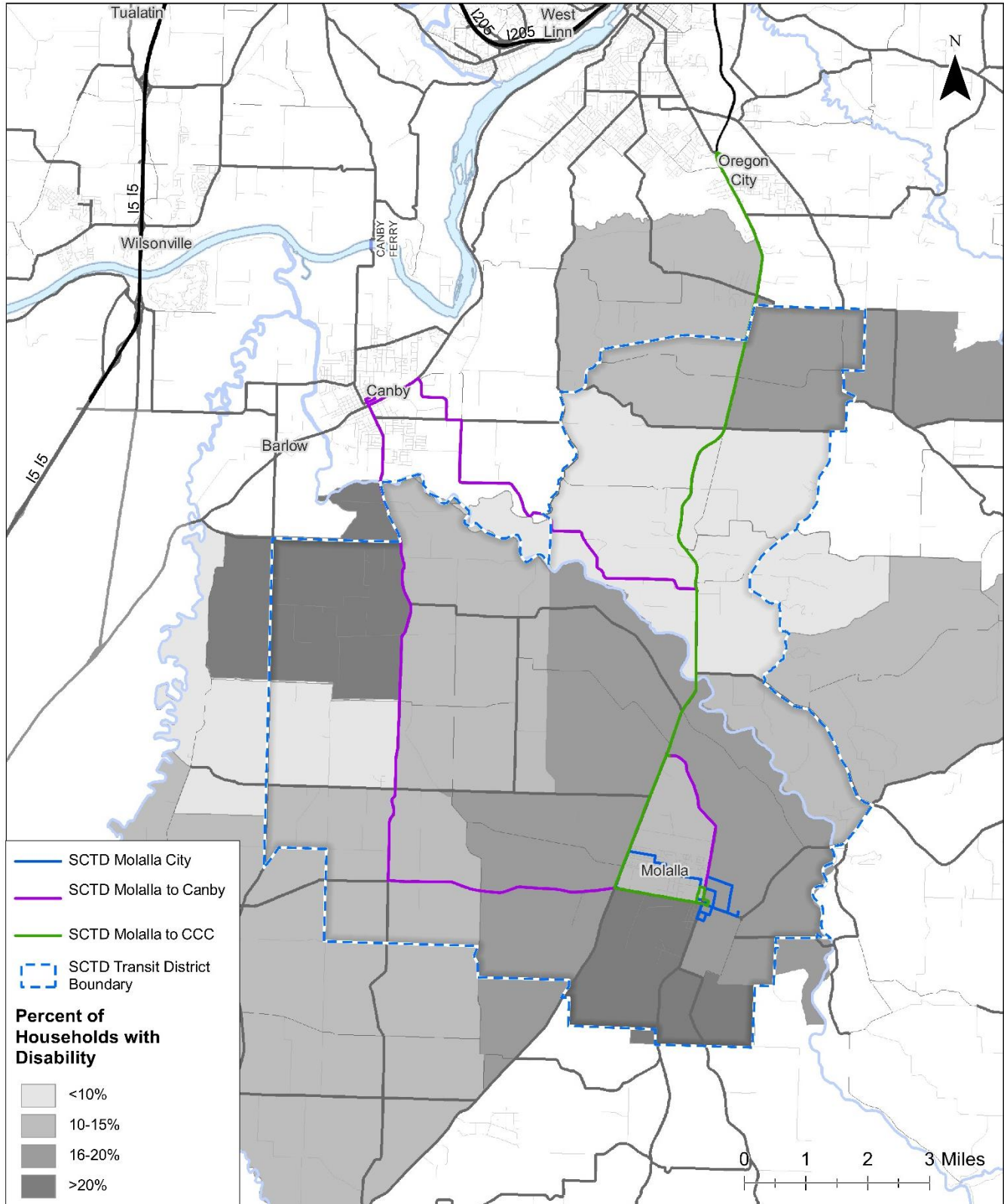


Figure 6 illustrates the locations of people with disabilities in the SCTD service area. As shown, high concentrations of persons with disabilities are located south of Molalla and south of Barlow.