

## Clackamas County

Department of  
Transportation &  
Development  
Development Services  
Building  
150 Beaver Creek Road  
Oregon City OR 97045  
[www.co.clackamas.or.us/  
transportation](http://www.co.clackamas.or.us/transportation)

**Karen Buehrig,**  
Transportation Planning  
Supervisor  
(503) 742-4683

**Ellen Rogalin,** Community  
Relations Specialist  
(503) 742-4274



## Public Involvement Plan Technical Memorandum 2.1

### Overview

This Public Involvement Plan (PIP) for the Clackamas County Transportation System Plan (TSP) update provides a roadmap of integrated strategies to build consensus around the development of the transportation system plan. The PIP will ensure the TSP meets the project vision and goal statements and public and agency expectations to the greatest degree possible. The PIP is intended to constructively engage the public in the project through a variety of means, solicit comments, concerns and suggestions about the transportation system and plan, respond to those concerns, identify alternative approaches to meet the transportation vision and goals, and identify potential funding options.

A draft vision and goals for the transportation system plan were developed in 2010. These are attached as Appendix A and will be reviewed as a first step in the TSP development process.

### Demographic Context

According to Census 2010 data, Clackamas County residents identified themselves as 84.5% white/not-Hispanic. The remaining 15.5% is composed of a diverse population. Clackamas County has speakers of at least 46 languages. According to American Community Survey data (2005-2007), the highest percentage of non-English speakers are Spanish speakers at 5.5% of the population. Russian speakers make up the next highest block at just over 1% of the population.

### Public Involvement Objectives

Public involvement objectives follow:

- Ensure the final vision and goals have broad support internally and among local and regional agencies, stakeholders and the public, and that the transportation system plan meets the vision and goals.
- Identify issues and values of diverse Clackamas County communities, ensuring that they are reflected in the plan.

## Cogan Owens Cogan, LLC

320 Woodlark Bldg.  
813 SW Alder Street  
Portland OR 97205  
www.coganowens.com  
(503) 225-0192

**Kirstin Greene**, AICP,  
Managing Principal  
kirstin.greene@  
coganowens.com

**Jim Owens**, Principal  
jim.owens@coganowens.  
com

**Alisha Dishaw**, Community  
Engagement Associate  
alisha.dishaw@  
coganowens.com

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- Engage a wide range of stakeholders in all aspects of the planning process.
- Use a variety of strategies, including traditional and electronic media, to engage County 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 the opportunity for participation of linguistically and culturally diverse stakeholders.
- Ensure participation of mobility-challenged stakeholders.
- Provide timely and useful information about the project.
- Solicit and record comments, concerns and suggestions; address and/or respond to concerns.
- Ensure that advisory bodies established for the planning process have adequate and timely opportunities to review and comment on draft plan elements.
- **Responsive:** The future of transportation in Clackamas County depends on the needs and wants of our community, the requirements of our society and the availability of funds.
- **Essential:** Our transportation choices help us get where we need to be to take care of our families, our businesses, our relationships and ourselves.
- **Healthy:** Our transportation choices affect our health. Providing a variety of means to get where we need to go can improve our community health and make transportation safer and more enjoyable for all.
- **Impactful:** The quality, quantity, diversity and availability of transportation in all of its various forms influence the lives of all Clackamas County residents, workers, property owners, businesses and visitors.
- **Applied:** We are asking individuals to take the time to learn about how the transportation system works and to tell us their thoughts and dreams for what that system should look like now and in the future.

## Strategies

### Public Information Contact

Ellen Rogalin is the primary contact for Clackamas County. Kirstin Greene is the Principal in Charge for public involvement and Alisha Dishaw is the day-to-day contact for the Cogan Owens Cogan, LLC/JLA public involvement consulting team.

### Key Messages

- **Intentional:** Getting people and goods efficiently and safely from place to place does not happen by accident – it requires careful planning, adequate funding and community support.
- **Practical:** We need to be responsible, pragmatic and resourceful to best serve the needs and wants of our community.

### Project Management Team (PMT)

The County's designated Project Manager, Karen Buehrig, with assistance from a Project Management Team (PMT), will manage and coordinate the project. The PMT will consist of both County staff, including the County Project Manager and lead county technical staff, consultant team representatives, including the Consultant Project Manager, Marc Butorac, lead technical consultants, public involvement consultants and other members as needed.

## Public Advisory Committee (PAC)

A PAC will advise the project staff on community concerns and issues and will also help develop the range of transportation alternatives and recommend a transportation system plan. As approved by the Board of County Commissioners (BCC), the PAC’s specific responsibilities are to:

- Provide a broad and diverse set of perspectives to ensure TSP outcomes reflect diverse needs.
- Ensure the plan implements the vision and goals.
- Ensure public involvement objectives are met.
- Ensure planning among the three geographic areas is coordinated and comprehensive.
- Help communicate differences in transportation elements among the three geographic areas.

- Ensure the plan provides integrated transportation planning among jurisdictions in the County through coordination with transportation system plans, comprehensive plans and other transportation policy direction.
- Inform and engage their constituencies.

The PAC is formed from a diverse range of interests and stakeholders as indicated in the table below solicited through a public process and appointed by the BCC. PAC membership is intended to achieve geographic and public/private interest diversity. Six meetings are expected throughout the project period.

The consulting team will develop a draft PAC charter, including roles and responsibilities of PAC members, staff, facilitator and chair.

Agency/Affiliation
<ul style="list-style-type: none"> <li>■ Citizen Planning Organizations (CPOs) (2)</li> </ul>
<ul style="list-style-type: none"> <li>■ Hamlets, Villages (2)</li> </ul>
<ul style="list-style-type: none"> <li>■ Representatives from culturally and linguistically diverse communities (2)</li> </ul>
<ul style="list-style-type: none"> <li>■ Equity community, e.g., Area Council on Aging, Diversity Leadership, Development Disabilities, Mental Health &amp; Addictions, Housing Authority, Workforce Investment (2)</li> </ul>
<ul style="list-style-type: none"> <li>■ Business community, e.g., EDC, Chambers, CCBA, freight/commercial vehicles (Urban–2) (Rural–2)</li> </ul>
<ul style="list-style-type: none"> <li>■ Recreation community, e.g., NCPRD DAB, Tourism Board, Arts Alliance, Parks Advisory Board, Historic Review (2)</li> </ul>
<ul style="list-style-type: none"> <li>■ Human services community, e.g., Community Health Council, Commission on Children and Families, Community Action, Libraries, schools (2)</li> </ul>
<ul style="list-style-type: none"> <li>■ Environmental community, e.g., Watershed Councils, Ped/Bike Committee (2)</li> </ul>
<ul style="list-style-type: none"> <li>■ Public safety community, e.g., emergency medical services, Sheriff’s Office, firefighters, Traffic Safety Commission (2)</li> </ul>
<ul style="list-style-type: none"> <li>■ At-large citizen representatives (3)</li> </ul>
<p>Ex-officio</p> <ul style="list-style-type: none"> <li>■ Board of County Commissioners (1)</li> <li>■ Clackamas County Planning Commission (1)</li> </ul>

## Kittelson & Associates, Inc.

610 SW Alder, Suite 700  
 Portland, OR 97205  
[www.kittelson.com](http://www.kittelson.com)  
 (503) 228-5230

**Marc Butorac**, PE, PTOE,  
 Project Manager/  
 Principal Engineer  
[mbutorac@kittelson.com](mailto:mbutorac@kittelson.com)

**Susan Wright**, PE  
 Senior Engineer  
[swright@kittelson.com](mailto:swright@kittelson.com)

**Erin Ferguson**, PE  
 Engineer  
[eferguson@kittelson.com](mailto:eferguson@kittelson.com)



## Public Information Contacts

**Ellen Rogalin,**  
Community Relations Specialist  
Clackamas County  
(503) 742-4274  
ellenrog@co.clackamas.or.us

**Alisha Dishaw, Cogan**  
Owens Cogan, LLC  
(503) 278-3461  
alisha.dishaw@coganowens.com

**Kirstin Greene, AICP,**  
Lead Facilitator  
(503) 278-3453  
kirstin.greene@coganowens.com

## Project Website

[www.clackamascountytsp.com](http://www.clackamascountytsp.com)

## Technical Advisory Committee (TAC)

A TAC will provide a forum for coordination on transportation plan methodologies, forecasting and other technical issues. TAC members will serve in an advisory role to the PAC and PMT. Eight meetings of the TAC are expected throughout the project period. To form the TAC, the PMT will identify and request representation from appropriate technical bodies that represent the focused areas identified in the vision and goal statement, including:

- Metro
- Oregon Department of Transportation (ODOT)
- Transit providers – TriMet, Canby Area Transit, Wilsonville Transit, Sandy Area Transit
- Pipeline representative
- Railroad representative
- Bicycle/pedestrian advocacy groups
- Social services

## Public Meetings and Events

A series of five public events will take place at strategic points in the project. In order to best reach the entire county, the planning area will be divided into three geographic subareas: East County (roughly east of Highway 211, including the communities of Sandy, Estacada, Boring and the Mt. Hood communities); South County (west of the East County area and south of the UGB); and North County (west and northwest portions of the county inside the UGB and outside incorporated areas). The TSP is focusing on unincorporated areas. Two countywide public events and three events in each of the three geographic areas will be conducted at the following milestones.

1. Project introduction – Present

- draft TSP vision and goals; discuss preliminary objectives; introduce two-year process [countywide kick-off]
2. Objectives and criteria – Discuss areas, process and timeline; identify preliminary subarea evaluation criteria [regional meetings]
3. Existing and future conditions – Consider existing and projected transportation conditions, identify other existing and/or anticipated transportation issues, and discuss potential funding sources [regional meetings]
4. Propose projects and policies – Review proposed projects, programs, and policies, refine these TSP elements and prioritize their importance [regional meetings]
5. Proposed Draft TSP – Review draft project, programs, policies, and transportation funding sources [countywide event]

## Stakeholder Outreach

County staff will conduct a series of presentations at local area community group meetings during the process: focusing at the project outset and then toward the end of the process. Presentations may include but are not limited to CPOs, Hamlets, Villages, Committee for Citizen Involvement, Clackamas County Business Association, Citizens Informed and Aware, Economic Development Commission, Area Council on Aging, North Clackamas Parks and Recreation Board, Design Advisory Board, Tourism Board, Arts Alliance, Community Health Council, Parks Advisory Board, Commission on Children and Families, Community Action, Libraries, School Boards, Watershed Councils, TriMet Committee on Accessible

Transportation, Development Disabilities, Diversity Leadership, Emergency Medical Services, Enhanced Law Enforcement Citizen Advisory Committee, Historic Review, Housing Authority, Mental Health & Addictions, and the Workforce Investment Council. Staff will notify the various community groups of the opportunity to have the presentations via email, the project website and Citizen News. Staff also will connect with culturally and linguistically diverse communities to arrange culturally relevant presentations as needed.

### **TSP Display Boards**

To help ensure project information where it will be viewed widely, staff will prepare traveling storyboards and other appropriate exhibits for community gathering places and events. Exhibits at key events will be staffed to the extent feasible.

### **Project Website and Electronic Engagement**

A project website will be created by the consultant team to provide up-to-date project information, background materials and information on how citizens can be involved. Key elements may also be provided in two to three foreign languages, based on need. Public interest and involvement will be encouraged to the greatest extent and may include smart phone applications, contests or other means. The website will be updated at a minimum before and after each public event and each PAC meeting. Each public event will be preceded by a Virtual Open House that will utilize videos and virtual rooms to replicate and in some ways exceed the interactive elements of actual in-person events. County staff will post notices of project updates and community events on Clackamas County's

Facebook page and Twitter.

### **Media Communication**

To inform Clackamas citizens of the County's process, regular updates about the process will be provided in the Citizen News, the County's quarterly publication. This newsletter reaches nearly all households in Clackamas County. Contact information and directions to the project website will be provided. Articles for the *Citizen News* also should be made available to other organizations for insertion into their newsletters and Websites. Additionally, prepared updates and advisories to Clackamas area media will be made at major project milestones. Ellen Rogalin will serve as the news media contact. News releases will be drafted and released by the County to their contact list.

### **Project E-Mail/Contact List**

A project list of interested parties and key stakeholder groups and individuals will be developed and maintained by the consultant team with assistance from County staff. Visitors to the website will be encouraged to sign up for TSP news.

### **Project Newsletters and Flyers**

Five brochures or newsletters will be prepared informing county residents of the project progress, summarizing draft plan elements, and identifying opportunities for public participation. They will be developed prior to the public events. These will be distributed electronically to the project mailing list; hard copies will be sent to those for whom the team does not have an email address. Additionally, flyers will be created to help promote specific meetings. County staff will email the flyers out to organizations and businesses throughout

the county, including in County and other agency offices, for posting.

strategy to reach. Lead and supplemental implementation roles also are identified in the matrix.

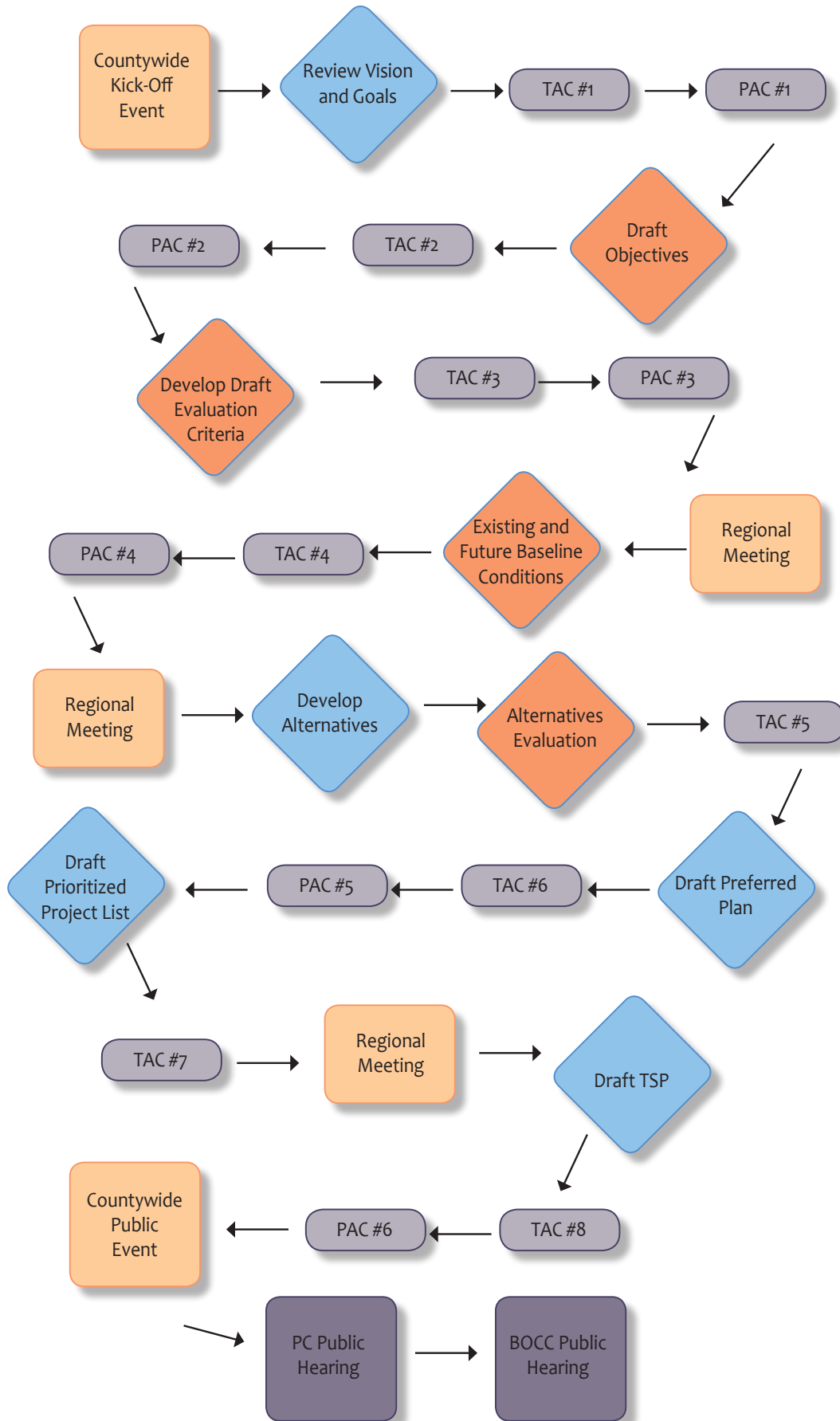
### Roles and Responsibilities

A Public Outreach Matrix follows, including a cross reference of Transportation System Plan audiences for whom the project team designed the public involvement

### Schedule

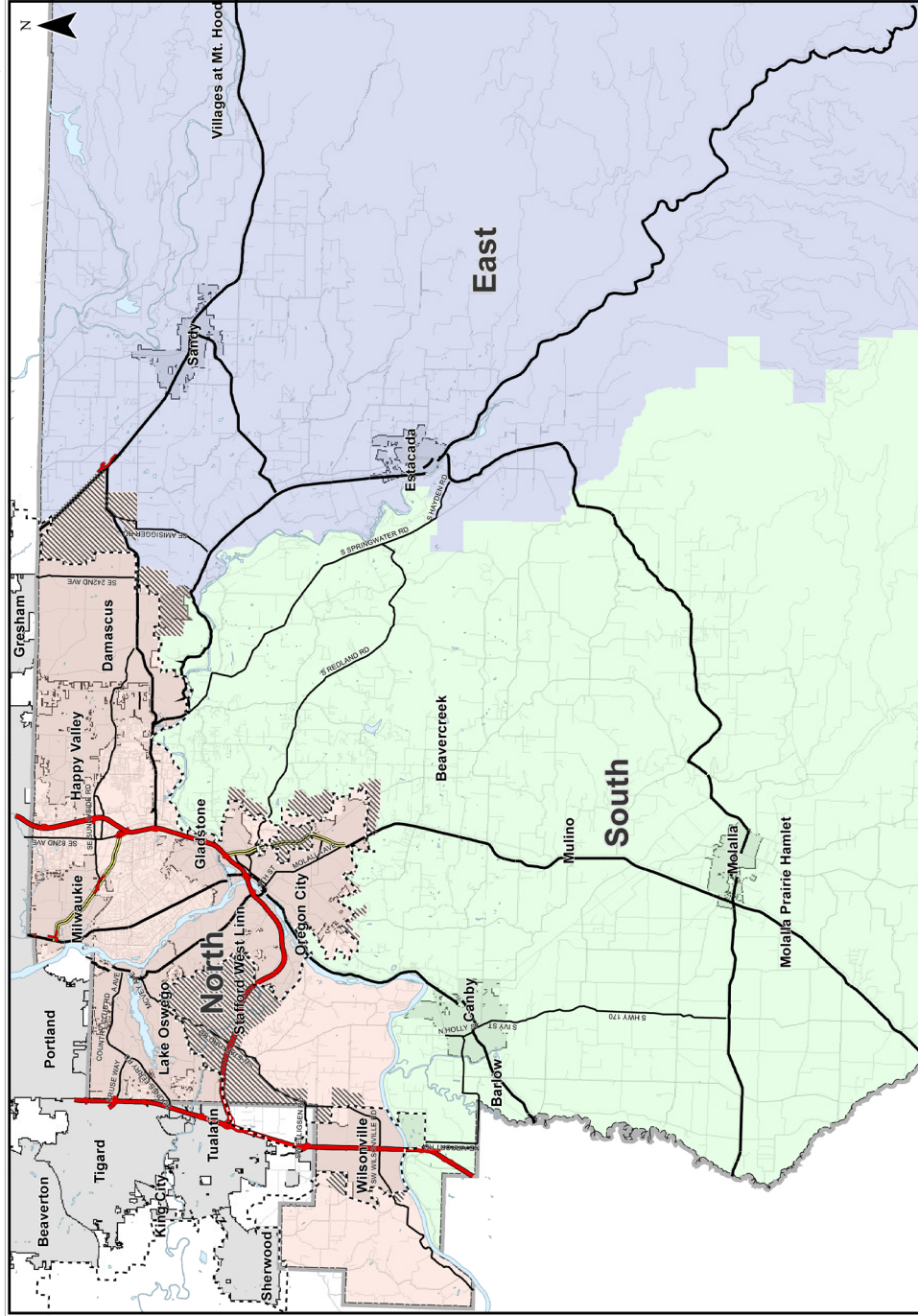
	Qtr 4 2011	Qtr 1 2012	Qtr 2 2012	Qtr 3 2012	Qtr 4 2012	Qtr 1 2013	Qtr 2 2013
Public Meetings	●	●	●		●	●	
PAC Meetings	●	●	●		●	●	●
TAC Meetings	●	●	●	●	●	●	●
Newsletters	●	●			●	●	●
Fliers	●	●			●	●	●
Virtual Open Houses	●	●	●		●	●	

# TSP Development Roadmap



# Project Area Map

September, 2011

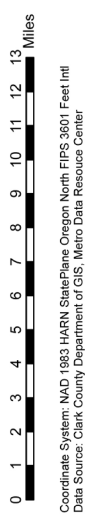


**Public Involvement Sub Areas**

- North
- East
- South

Figure 1

## Public Involvement Sub Areas







## **Appendix A: Draft Transportation System Vision & Goals**

*Building on the foundation of our existing assets, we envision a transportation system that provides mobility, accessibility and connectivity for people, goods and services; is tailored to our diverse geographies, and supports and sustains planned land uses.*

- **Equitable and Accessible:** Provide a resilient transportation system that offers people choices, regardless of age, ability, income level and geographic location, and allows them to respond and adapt to changing conditions.
- **Fiscally Responsible:** Use a fix-it-first approach to protect and improve existing roadways, paths, bridges and other transportation assets while cost-effectively enhancing the total system.
- **Healthy and Safe:** Promote a transportation system that maintains and improves individual and community health, safety and security by maximizing active transportation options, public safety and service access, and safe and smooth connectivity.
- **Livable and Local:** Customize transportation solutions to suit the local context while providing a system that supports active transportation, promotes public health, facilitates access to daily needs and services, and creates successful and enduring communities. Where land use is evolving, fit the desired future, not the present.
- **Local Business and Jobs:** Support a prosperous, adaptable economy and the financial well-being of the county and its residents by preserving and enhancing business opportunities, and ensuring the efficient movement of people and goods.
- **Sustainable:** Work towards a transportation system that is environmentally, fiscally and socially sustainable by focusing on increasing energy security, decreasing greenhouse gas emissions, maximizing cost-effectiveness and providing equitable access for all.