



Technical Memorandum #1

Public and Stakeholder Involvement Strategy

Prepared for

City of Corvallis

Prepared by

JLA Public Involvement, Inc.
1110 SE Alder Street, Suite 301
Portland, OR 97214

June 2015



Table of Contents

Introduction	2
Project Description and Project Area	2
Public Involvement Purpose and Goals	3
Audiences	4
Key Messages	5
Decision-making Structure	6
Project Team Member Roles & Responsibilities for Public Involvement	7
Role of the Steering Committee	8
Steering Committee Members	8
Public Involvement Strategies	9
Stakeholder Engagement	9
Information Tools	12
Measuring and Monitoring Outreach Activities	13
Demographic Analysis	14
Social Media Plan	15
Twitter	15
Facebook	16
Appendix - Figure 1: Demographic Analysis of Minority Residents	19
Appendix - Figure 2: Demographic Analysis of Poverty Level	20
Appendix - Figure 3: Demographic Analysis of Residents from 18 to 24 Years	21
Appendix - Figure 4: Demographic Analysis of Disabled Residents	22

Introduction

This Public and Stakeholder Involvement Strategy (PSIS) will guide stakeholder and public involvement during the update of the City of Corvallis's Transportation System Plan (TSP) and Transit Development Plan (TDP). The PSIS reflects commitments from the City of Corvallis and Oregon Department of Transportation (ODOT) to coordinate and carry out outreach activities designed to provide interested parties an opportunity to have input on these plans.

Project Description and Project Area

Corvallis' **Transportation System Plan (TSP)** is a long-range plan that implements the transportation element of the City's Comprehensive Plan. It considers all modes of travel and provides guidance on how to invest in the transportation system through a combination of projects, policies, and programs to meet travel needs as the City grows. The City's current TSP was adopted in 1996 and needs to be updated to reflect the latest community vision and current infrastructure systems.

Corvallis's transit system is an important part of the transportation network and daily life. In order to improve overall transit performance and meet the evolving transportation needs of the community, the City is developing a **Transit Development Plan (TDP)**. The TDP will guide the City's operation of and investment in the public transportation system. More specifically, the plan is intended to:

- Evaluate the performance of the Corvallis Transit System, including the effectiveness of the existing bus routes and services and the financial performance of the system;
- Identify transit service needs of residents, businesses, visitors, or OSU that are not being met, or are not being met well, by the existing transit system;
- Design and evaluate short- and long-term (2040) transit system improvement alternatives that address any unmet needs or future growth opportunities.
- Recommend a plan for operations and capital improvements to implement the community preferred alternatives.

Corvallis is located in central western Oregon within the Willamette Valley. It is the county seat of Benton County and home to Oregon State University. The City covers approximately 14 square miles and has a current (2012) population of 55,000 residents, which includes approximately 25,000 college and university students. Major roadways within the City include OR 99W, OR 34, and US 20. The transportation system includes streets, pedestrian and bicycle facilities, rail facilities, parking, public transportation, and an airport.

Public Involvement Purpose and Goals

The purpose of the public involvement program is to share information and gather input on the needs and issues of the stakeholders in Corvallis and the surrounding area.

The project's public involvement and communication goals are to:

- Communicate complete, accurate, understandable and timely information to the public throughout both project plans.
- Actively seek public input throughout the project, engaging a broad, diverse audience.
- 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.
- Comply with Civil Rights Act of 1964 Title VI requirements. Title VI and its implementing regulations provide that no person shall be subjected to discrimination on the basis of race, color or national origin under any program or activity that receives federal financial assistance.
- 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.

Audiences

As stated in the public involvement goals, the engagement efforts seek participation of 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:

- Elected officials
- Agency partners working on related plans
- Corvallis Area Metropolitan Planning Organization (MPO)
- Business organizations, associations and chambers of commerce
- Bike, Pedestrian, Airport and Transit advisory boards
- Bike and pedestrian interests
- Transit interests, including current or potential passenger transit riders/users, including Dial-A-Bus
- Local airports interests
- Freight interests
- Environmental interests
- Accessibility groups
- Senior services
- Minority groups
- Health equity interests
- Tourism interests
- OSU, LBCC, and school districts (including student groups)
- Housing and community development interests
- Casa Latinos Unidos de Benton County
- Emergency services providers
- Corvallis Neighborhood Associations
- Local event organizers
- Downtown and historic Corvallis interests
- Large employers
- Recreation interests
- General public
- Local media

Key Messages

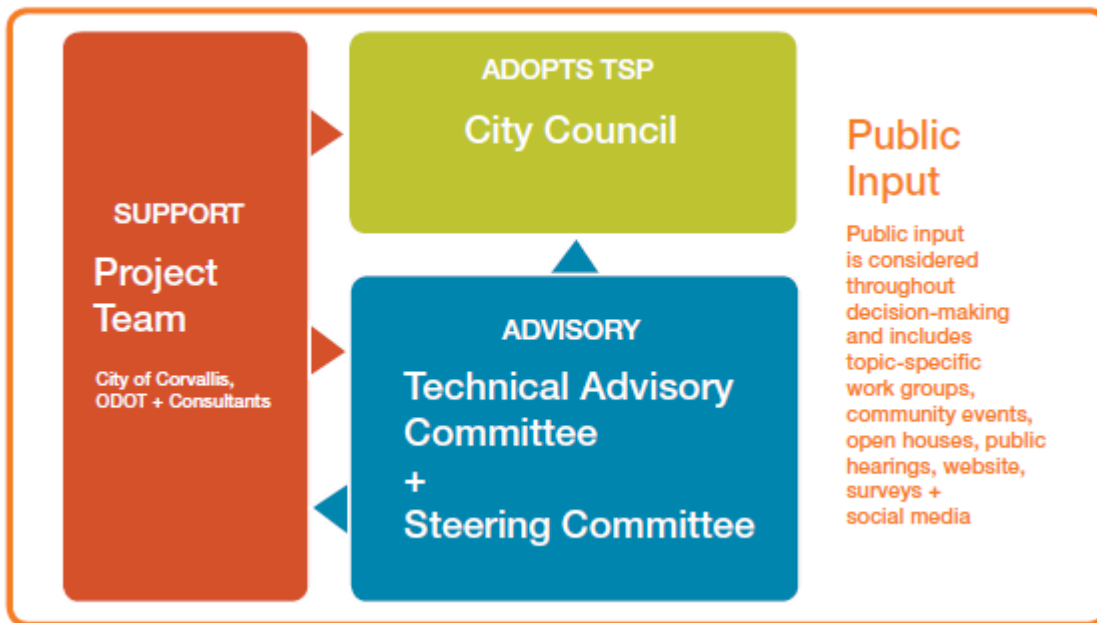
- The current TSP is almost 20 years old.
- This project provides an important opportunity to engage the public to determine transportation needs for the City now and for the next 20+ years.
- The City is committed to engaging the public on this project and is employing tools to be accessible to a broad, diverse audience.
- The TSP will prioritize what projects compete for funding.
- There are many important factors that can impact local transportation needs. During the TSP update process, the team will consider changing land uses (such as increased student housing), funding opportunities, environmental conditions, and development conditions, among others.
- The TDP is a 10 year plan that will help to improve overall transit performance and meet the City's evolving transportation needs.

Decision-making Structure

The City Council is the project's final decision maker. The Project Management Team (PMT) will make recommendations to the City Council based on technical analysis and stakeholder input. The decision-making structure for the TSP update and TDP project was developed to establish broad-based support for the project. The PMT believes the best way to build support is to have an open, inclusive process that is viewed as credible by stakeholders.

To support development of a credible decision-making process, the Steering Committee (SC) was appointed by the City Council to provide community-based recommendations. The SC will develop recommendations to the PMT and the City Council. All meetings will be open to the public and include a public comment period.

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 the PSIS.



Project Team Member Roles & Responsibilities for Public Involvement

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

City of Corvallis

- **Robyn Bassett, Project Manager.** Robyn provides project oversight to ensure that the project meets the requirements and objectives of affected community members and organizations within the project area.

Public Involvement Consultant Team

- **Stacy Thomas (JLA), Public Involvement Project Manager.** Stacy provides general oversight for the public involvement program – including public involvement, outreach and communications. Stacy will meet with ODOT and the City of Corvallis regularly to discuss public involvement issues.
- **Jessica Pickul (JLA), Public Involvement Coordinator.** Jessica supports Stacy in oversight of the public involvement program.

Planning Consultant Team

- **Thomas Brennan (Nelson/ Nygaard), Project Manager.** Tom is leading the consultant team, providing oversight on the TSP and TDP strategy and development and leading presentations with public groups.
- **John Bosket (DKS Associates), Deputy Project Manager.** John is coordinating team effort for the development of the TSP and TDP and will assist Tom with presentations with public groups.

Role of the Steering Committee

The Steering Committee (SC) was formed to provide a community perspective to the process of developing the Corvallis TSP update and the Transit Development Plan. The committee was appointed by the City Council. The SC will develop recommendations to the Project Management Team (PMT) and the City Council. All meetings will be open to the public and include a public comment period.

Steering Committee Members

- Steve Rogers (*Chair*), Retired City Public Works Director
- Jeff Barricks, Safeway Store Manager
- Theresa Conley, OCWCOG, Metropolitan Planning Coordinator
- Nick Fowler, Economic Development Advisory Board
- Stephan Friedt, Transit Advisory Board, ACT, Linn-Benton Loop
- Meghan Karas, Bicycle and Pedestrian Advisory Board
- Roger Lizut, Corvallis Planning Commission
- Mark O'Brien, Corvallis Chamber of Commerce
- Juliana Recio, Access Benton County
- Jay Thatcher, South Corvallis Neighborhood Association
- Meredith Williams, OSU Transportation Services
- Tatiana Dierwechter, Benton County Health Department
- Hal Brauner, City Council Liaison (non-voting)

Public Involvement Strategies

The project groups discussed earlier in the PSIS will serve as the primary tools for collaboration and consensus building on the project. The following table includes stakeholder engagement and informational tools and activities that will be used throughout the project to engage and inform a broader public audience.

Stakeholder Engagement

Tool/Activity	Description	PI Lead
Stakeholder database	A database that will include potentially impacted parties in the project area, interested parties, and meeting attendees. The database will be updated after public events and will track those individuals and groups who express interest in the project. The database will be used for notification of public events, project news and outreach materials.	JLA
Comment collection, analysis and responses	A web-based comment log accessible by the PMT will be used. Consultant will log and analyze all public comments and coordinate responses to comments using the web-based system.	JLA
Social media	A Facebook page and Twitter account will include project announcements, news, and meeting information, as well as solicit feedback. <i>See Social Media section of the PSIS for more details.</i>	JLA

Tool/Activity	Description	PI Lead
Comments and surveys	<p>In addition to information sharing, the website will provide an opportunity for two-way communication. The site will contain an online comment form where the public can share thoughts and ideas, as well as host online surveys at key milestones.</p> <p>Paper surveys will be distributed to high traffic locations and to organizations and businesses serving residents that may not be comfortable taking a survey online.</p> <p>Both paper and online surveys will be translated into Spanish.</p> <p>Special efforts will be made to target elementary school parents and high school students, and underrepresented populations such as Spanish-speakers, to participate in public surveys.</p>	JLA; City will lead the paper survey distribution
Open houses, materials, displays and online open houses	<p>Two rounds of open houses will be conducted to share information with the general public and to gather feedback and opinions. Materials and displays will be created for the open house events and posted on the project website.</p> <p>During each round of open houses, an online open house also will be held to engage individuals who may not attend traditional open houses. The online open houses will include project information and videos, and will provide the same opportunities for comment as the traditional open house.</p> <p>Information for the events can be made available in alternative languages and formats upon request. Accommodations will be provided to persons with disabilities.</p>	JLA

Tool/Activity	Description	PI Lead
Topic-specific work group meetings	<p>During each of the two (2) open house rounds, up to three (3) topic-specific work group meetings will be held to solicit input on the goals and policies of the TSP and TDP, as well as suggestions for transportation system options to be considered to address deficiencies.</p> <p>Work group meetings will include displays, interactive maps and other tools. A high school student will be recruited to participate on each group. Special efforts will also be made to recruit participants from underrepresented populations.</p> <p>Information for the events can be made available in alternative languages and formats upon request. Accommodations will be provided to persons with disabilities.</p>	JLA & City
Community and jurisdictional briefings	The City will meet with interest groups such as neighborhood and business groups, service providers, multicultural interests, schools and student groups and others, to discuss the project and collect input. These briefings are an opportunity to meet with people who might not attend open houses and keep those who are following the project informed on progress.	City
Individual communications	The City will hold briefings with stakeholders and elected officials as needed to share information, collect input, and build consensus.	City
Translation, interpretation and outreach	The City will work with community organizations to identify and implement targeted outreach to the Spanish-speaking community. Key project documents will be translated into Spanish. Interpretive services will be provided at public meetings, upon request. Translation of documents into other languages, including sign language, will be available upon request.	City

Tool/Activity	Description	PI Lead
Community events	The project will host information booths at community events such as farmers' markets, and seasonal festivals to provide one-on-one opportunities to talk about the project and get feedback from the general public.	JLA & City

Information Tools

Tool/Activity	Description	PI Lead
Web site	The project website, www.CorvallisTSP.org , is the primary source for public information. The site includes project description, copies of project materials and contact information for project staff. Upcoming meetings are announced on the site and materials are posted here in advance of each meeting. Google translate allows web content to be translated into different languages.	JLA
Project videos	Project videos will be created to raise awareness and interest. Videos will be posted on the project website and social media sites in an effort to engage diverse stakeholders and will include English and Spanish subtitles.	JLA
Fact sheet	A fact sheet will be prepared to support open houses, committee meetings, community briefings, and can be attached to news releases. The fact sheet will be updated as needed to reflect project milestones and will be translated into Spanish.	JLA
Newsletters	Newsletters will be produced and distributed prior to each round of open houses (and at other key times as needed) to share information and invite participation and will be translated into Spanish.	JLA
Email announcements	Email announcements will be distributed to interested parties included in the stakeholder database to provide project updates and notification of meetings.	JLA

Tool/Activity	Description	PI Lead
News releases	The PI team will identify opportunities to keep the project in the news by producing media releases. Releases will be sent prior to open houses and committee meetings and at key milestones.	JLA

Measuring and Monitoring Outreach Activities

The PMT will evaluate the public involvement process on an ongoing basis to determine the effectiveness of the outreach effort. The PSIS will be modified as needed to expand successful techniques.

At key milestones, the PI team 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.
- Number of responses received to a survey or questionnaire.
- Number of website hits or downloads occurring during a specific time period.
- Number of followers, responses and retweets on Twitter.
- Number of followers and messages on Facebook.
- Number of people who have signed up for the project mailing list.
- Number of project comments received (phone, email, comment cards, online).
- Whether the comments are relevant to the project (indicates project understanding).
- How project decisions have been modified as a result of public input.

Demographic Analysis

As part of the outreach to engage citizens and stakeholders in the TSP project, the City will make special efforts to involve minority and low-income groups. The demographic data summarized below is intended to set a citywide baseline that will be compared to more localized areas of the City in future technical memoranda. This will ultimately help identify areas of the City that have higher concentrations of these populations.

According to the 2013 American Community Survey, nearly 80 percent of the population of Corvallis is Caucasian. Residents of Hispanic or Latino and Asian origin represent nearly 16 percent of the population (8 percent each). Although proficient English is spoken by 95 percent of Corvallis residents, key project documents will be translated into Spanish. Translation into languages other than Spanish will be made available upon request. As shown in Figure 1, a greater proportion of minorities are located near the Oregon State University (OSU) campus, the west side of Witham Hill, and near the OR 99W intersection with Walnut Boulevard. (Based on census block groups that exceed the citywide average.)

Several Native American tribes, such as the Confederated Tribes of the Grand Ronde, Confederated Tribes of Siletz Indians, and the Confederated Tribes of Warm Springs, may have interest in the region. Therefore, the City will distribute project information to representatives of those tribes to keep them informed and facilitate their ability to participate in the process.

Approximately 30 percent of residents within Corvallis were below the poverty level in 2013, nearly double that of the statewide average. The median annual household income was below \$40,000. As shown in Figure 2, a greater proportion of residents with an income below the poverty level are located near the OSU campus, and portions of north and south Corvallis. (Based on census block groups that exceed the citywide average.)

The majority of the residents in Corvallis are between the age of 18 and 64 (75 percent), with over 30 percent of those (or nearly 18,000 residents) being college-aged (18 to 24). The portion of college-aged residents in Corvallis is nearly four times that of the statewide average. As shown in Figure 3, most of these residents live near the OSU campus. (Based on census block groups that exceed the citywide average.)

Only 15 percent of residents are under the age of 18, and 10 percent are 65 years and older, both being around five percent less than statewide averages. These residents are generally distributed throughout the City. Over 30 percent of residents 65 years and older have a disability, slightly less than the statewide average. As shown in Figure 4, high proportions of disabled residents over the age of 65 are located near downtown, the Corvallis Country Club, just northwest of the OSU campus, and along OR 99W in north Corvallis. (Based on census block groups that exceed the citywide average.)

¹ Analysis conducted is consistent with ODOT Region 2 Guidelines for Addressing Title VI/ Environmental Justice (EJ) in transportation planning. ² This data for Corvallis does include college students residing in the City.

Social Media Plan

Social Media Goals

- Build awareness of project and related public events
- Gather public feedback

Messaging Opportunities

- Alerts of public events and meetings of interest
- Inform of project progress
- Engage public in project-related questions
- Respond to related tweets and status updates

Measurement

Measurement of social media tools will occur on a monthly basis. Results of the monthly reports will be incorporated into the project Public Involvement Summary.

Twitter

About: A project Twitter account (@CorvallisTSP) includes project announcements, news, and meeting information. Feedback will be solicited on a regular basis. The benefit of a Twitter account is the ability to send out frequent updates, questions, and related information in a less formal way – keeping the project on stakeholders’ minds and opening up more opportunities for dialogue.

Approach: To encourage retweets and the ability for Twitter users to search for tweets related to the TSP and TDP, all tweets relating to these projects will include the corresponding hashtags #CorvTSP and/or #CorvTDP. Tweets and messages sent to @CorvallisTSP relating to the projects will be responded to promptly by JLA. Twitter will also be searched multiple times a week for project-related terms (i.e. transportation+Corvallis, transit-Corvallis.) to find additional people and discussions to follow and engage with.

Stakeholders to Follow

The following is an initial list of agencies, organizations, and people to follow on Twitter. **Note:** this is an initial list and will grow as online interest builds.

Agencies

- @cityofcorvallis
- @OregonDOT
- @ODOTValleyNCFA
- @BentonGov
- @CorvallisPD

Elected Officials

- @SenJeffMerkley
- @RonWyden

Economic Development / Chambers of Commerce

- @CorvallisBiz
- @corvallisedp
- @PhilomathAreaCC
- @youngpros
- @OregonBusiness
- @SustainableBzOR
- @EcDevComDev
- @id8nation
- @CorvallisEDO

Community Organizations

- @corvallislib
- @ccoafc
- @RotaryCorvallis
- @INcorvallis
- @WeLoveCorvallis

Universities and Schools

- @oregonstateuniv
- @OSUValleyLib
- @lbcc
- @oregonstatenews
- @OSU_COB
- @BeWellatOSU
- @OSUEquity
- @ASOSUgov
- @OSU_BeaverDam
- @CorvallisSD1

Media

- @KEZI9
- @OPB
- @BeaversDigest
- @DailyBaro
- @gtnews
- @CorvallisWeekly
- @TheCorvAdvocate
- @Oregonian

Local Businesses

- @CVOBikes
- @CSPSoccer
- @Block15Brewing

- @CorvallisCOI
- @corvallisquotes
- @PRIDECorvallis
- @CorvParents

- @FifthStGrowlers
- @2TownsCider
- @MazamaBrewing
- @DomFitness1

Tourism

- @TravelOregon
- @Visit_Corvallis

Oregon Transportation Interests

- @DriveOregon

Events

- @BentonCoFair
- @CorvallisEvnts
- @HypeCorvallis
- @CorvallisScene
- @RebeccaCAFM

Environmental / Sustainability Interests

- @SustainCorv

Health / Recreation

- @RunCorvallis
- @CorvallisHealth
- @CorvKnights

Facebook

About: A project Facebook page includes project announcements, news, and meeting information. Feedback will be solicited on a regular basis. The project Facebook page has the potential to reach local residents and organizations with a platform that is more personal and social than other messaging strategies.

Approach: A Facebook page dedicated to TSP updates and TDP provides similar content to the project website and directs people to the project website for more information. In addition, survey tools, pictures and other interesting project news will be shared.

Connecting to Stakeholders

With Facebook, the more people or organizations that “like” your page, the more likely others will see your page. Unfortunately, unlike a personal Facebook page, there is no longer the option to “friend” a group of people or organizations. To build a following for a project Facebook page, the key is to promote it in project communications and with those already engaged.

The following is an initial list of suggested stakeholders to send a direct message to once the Facebook page is active. The direct message will let stakeholders know that project updates and information will be posted on the page and encourage them to “like” the page to help build awareness of it.

Agencies

- City of Corvallis
- Corvallis Police Department
- Oregon Department of Transportation

Economic Development / Chambers of Commerce

- Corvallis Chamber of Commerce
- Corvallis-Benton Economic Development
- Corvallis Independent Business Alliance (CIBA)

Community Organizations

- Corvallis Benton County Public Library
- Corvallis Maven
- Corvallis Police Cadets
- SO Corvallis!
- Dial A Bus Corvallis

Universities and Schools

- Corvallis High School
- Corvallis Waldorf School
- Oregon State University
- Linn Benton Community College
- Oregon State Athletics
- Oregon State Baseball
- Oregon State Football

Media

- Corvallis Gazette- Times
- The Corvallis Advocate
- KEZI 9 News
- OPB
- The Oregonian

Local Businesses

- Corvallis Bicycle Collective
- Corvallis Pedicab

- Corvallis Aero Service
- Corvallis Great Harvest Bread Company
- Pastini Pastaria
- Corvallis Feed and Seed
- Papa’s Pizza Corvallis
- Corvallis Crowbar
- Corvallis Fresh Fades
- Corvallis Coffee Works
- Shari’s of Corvallis
- Block 15 Brewing Company
- Flat Tail Brewing
- McMenamins on Monroe
- Hilton Garden Inn
- Best Western
- Budget Car Rental
- Corvallis Riverfront Hotel
- Scooter Dash
- Avis Car Rental
- Fernwood Circle Guest House
- Enterprise Rental Car

Tourism

- Travel Oregon

Transportation Interests

- Corvallis Municipal Airport
- Drive Less Oregon
- Corvallis Right of Way

Events

- Corvallis-Albany Farmers Market
- Corvallis Indoor Winter Market
- Corvallis Arts Walk
- Corvallis Half Marathon
- Corvallis Spring Roll
- Corvallis Fall Festival
- Corvallis Swing and Blues Weekend
- Corvallis Calendar
- Albany Farmers Market

Environmental / Sustainability Interests

- Corvallis Sustainability Coalition
- Corvallis Environmental Center

Health / Recreation

- Linn Benton Health Equity Alliance
- Corvallis Knights Baseball
- Corvallis Clinic
- Barre3 Corvallis
- Corvallis Country Club
- Run Corvallis
- Sunday Lunch Rides
- Heart of the Valley Runners
- Mid-Valley Bike Club

Appendix - Figure 3: Demographic Analysis of Residents from 18 to 24 Years

Appendix - Figure 4: Demographic Analysis of Disabled Residents

