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# CENTRAL LANE SCENARIO PLANNING

## Stakeholder and Public Involvement Plan

Prepared by: CH2M HILL

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### Overview

The Central Lane Scenario Planning (CLSP) process will support the exploration of how different land use and transportation policies could change the future of central Lane County. Through development of land use and transportation scenarios, community members, business leaders, elected officials and planners will be able to consider different ways the region could develop and how those different policies might affect public health, equity, and economic vitality, as well as the region's contributions to greenhouse gas (GHG) emissions.

The Oregon Legislature, in 2009, passed the Jobs and Transportation Act (House Bill 2001). Part of this Act requires the local governments in central Lane County to develop different ways of accommodating forecasted population and job growth while reducing GHG emissions and to cooperatively select a preferred land use and transportation scenario at the end of the process. Because the local governments are not required to implement this preferred scenario, they are focused examining alternate futures to inform future planning efforts and local transportation and land use decisions.

This public involvement plan establishes goals for the public involvement program, a schedule and a range of engagement tactics. This plan will be revised as needed throughout the process.

### Public involvement goals

For any public outreach process to be successful, it is important to consider the goals of the process. For the CLSP, the public engagement process should:

- Provide opportunities for the proactive engagement of interested people
- Provide access for all community members regardless of ability, age, income or race/ethnicity
- Demonstrate how public input shapes decisions
- Build on information gathered through past or related planning processes

The International Association of Public Participation (IAP2)'s spectrum of public participation, Figure 1, shows varying levels of engagement based on the level of public impact. Because the



level of public impact for scenarios is relatively low (particularly because the region is required to select a scenario but not to implement it), the public and stakeholders will be engaged at the “inform” and “consult” levels.

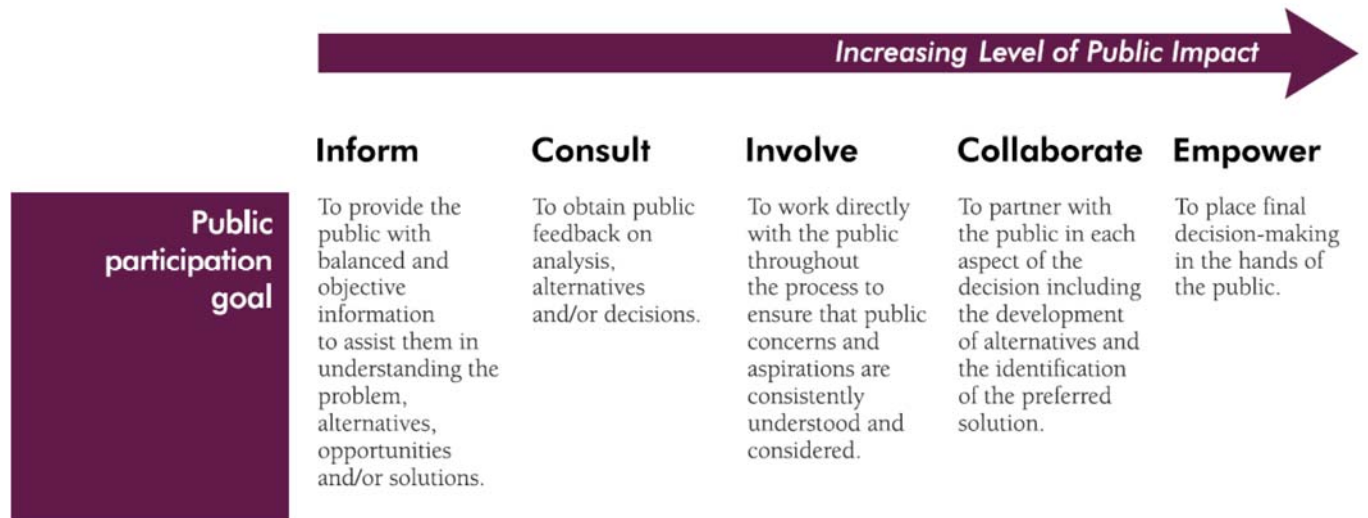
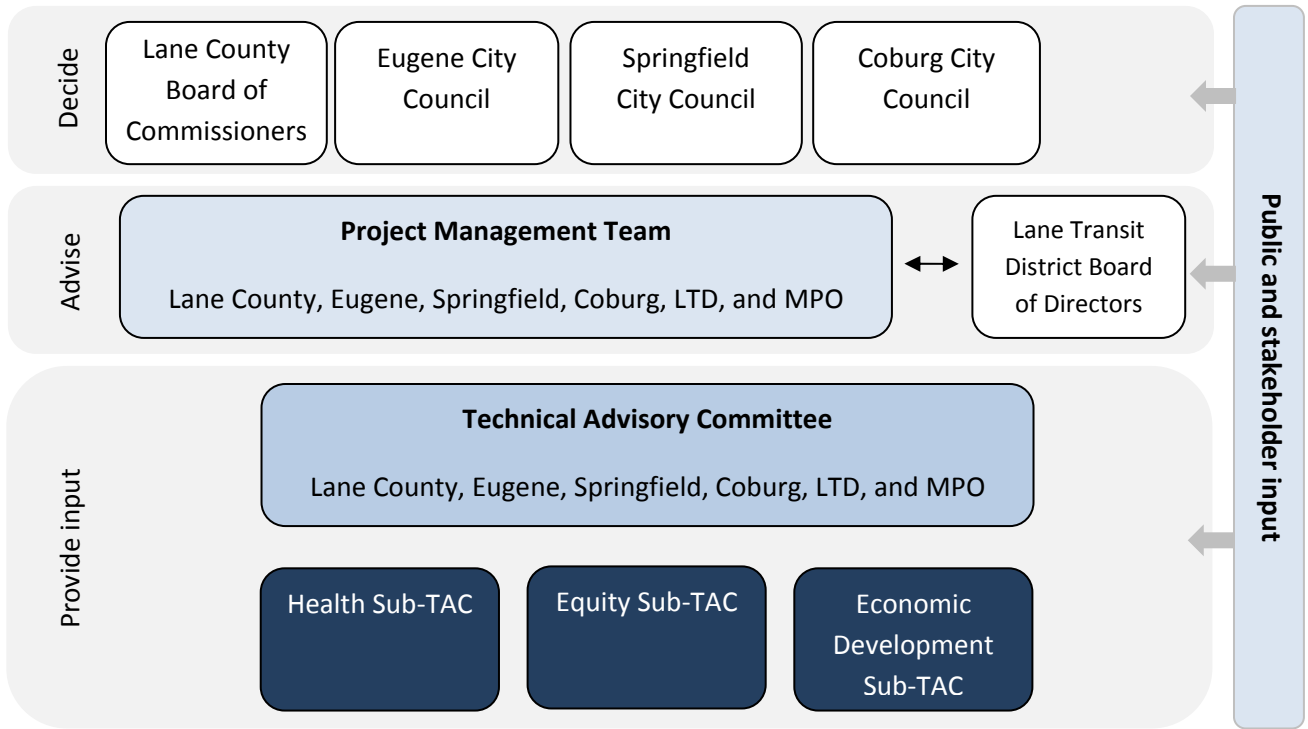


Figure 1. IAP2 Spectrum of Public Participation (source: [www.iap2.org](http://www.iap2.org))

### Decision making structure

At the conclusion of the process, the Lane County Board of Commissioners, Eugene City Council, Springfield City Council and Coburg City Council are required to cooperatively select a preferred land use and transportation scenario. They are not required to make changes to their transportation and land use plans to implement this scenario. Their ultimate decision will be informed by the Project Management Team, a Technical Advisory Committee and public input. Figure 2 illustrates decision making responsibilities.

Figure 2. Decision making responsibilities



***Decide: City Councils and County Board of Commissioners***

The Lane County Board of Commissioners, and Eugene, Springfield and Coburg City Councils will ultimately approve the selection of a preferred land use and transportation scenario. Each jurisdiction will determine how to engage their planning commissions or other advisory bodies.

***Advise: Project Management Team (PMT)***

The PMT will provide day-to-day guidance to CLSP staff. The PMT will provide a recommendation to the City Councils and County Board of Commissioners regarding the preferred land use and transportation scenario. The PMT will consider public input in their deliberations.

***Provide input: Technical Advisory Committee (TAC) and Sub-TACs***

The TAC will provide input to the PMT on technical issues. In some cases, the Sub-TACs will provide input for the TAC’s consideration. The TAC and Sub-TACs will consider public input in their deliberations.

**Audiences**

The audience for scenario planning will largely be community leaders, business leaders, social service representations, and civic group leaders who are already engaged in planning activities in

the region. These groups will be consulted at each step of the process. Hearing from the general public is important as well. The general public will be informed throughout the process with input specifically sought at the beginning of the process and as a preferred scenario is developed. Title VI and Environmental Justice communities, those who are traditionally under-represented in planning processes, will be invited to participate throughout the process.

### Equity approach

One goal of this outreach plan is to ensure that communities of concern – people who are elderly, disabled, low-income or are members of a minority community – are engaged in the development, evaluation and refinement of scenarios. A group of service providers and planners with a focus on equity issues met twice to discuss how to incorporate equity into the scenario planning process. They provided the following recommendations related to public involvement:

- Draw from public input gathered for related processes (e.g. affordable housing resident survey) to understand issues and concerns.
- Conduct outreach via service providers and encourage service providers to participate in the scenario planning process to represent the interests of communities of concern.
- Consider how to engage low-income, elderly and disabled communities separately.
- Go to existing groups to gather input.
- Use existing groups and networks to share information about participation opportunities.

### Public involvement tactics and schedule

The public and stakeholder involvement program will begin in spring 2014. Figure 3 presents a general schedule. Each tactic is described in detail below.

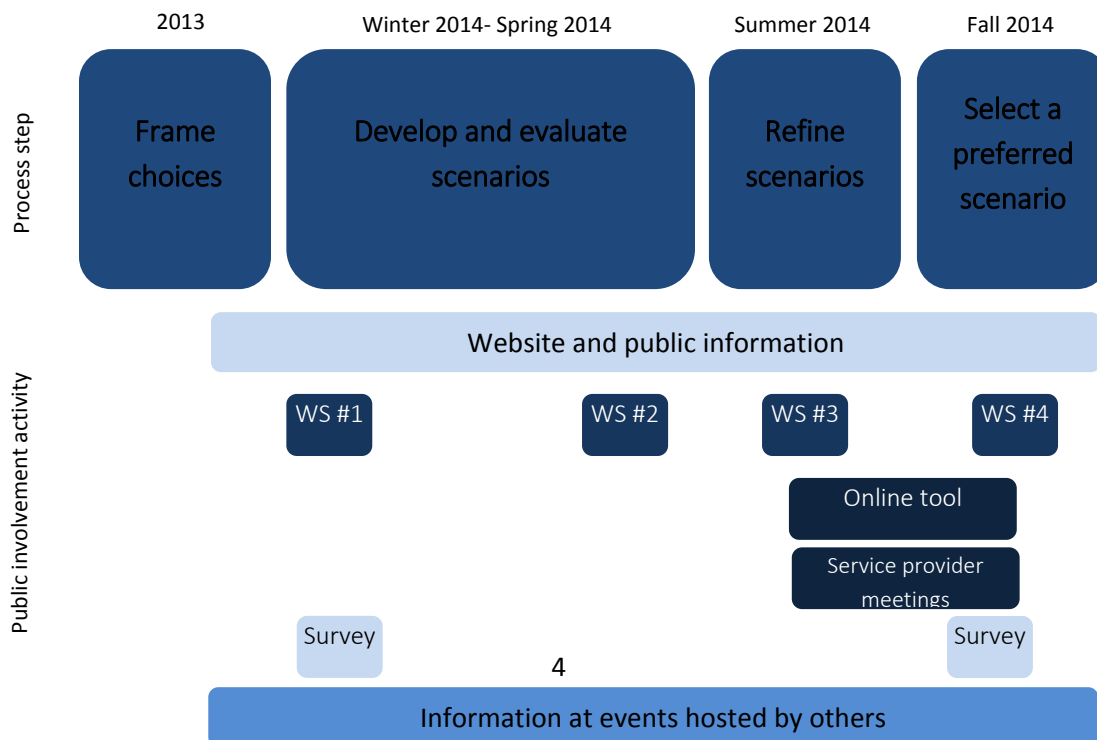


Figure 3. Public Involvement Schedule

### **Website and public information**

The CLSP team will develop a website and public information that describes the scenario planning process and progress at each milestone. The website and public information will use easily understandable language to describe the scenario planning process and findings. At key milestones, the project team will prepare news releases and fact sheets. A specific Facebook page or Twitter feed will not be launched for CLSP. The project team will translate this information on request.

### **Workshops (WS)**

The CLSP partners will host workshops at four milestones. A full mailing list that includes people who have participated in recent land use or transportation planning processes, planning commissioners, members of other standing committees, chambers of commerce, neighborhood leaders and representatives of public health and equity organizations will be developed. At each workshop, participants will be asked to review information and provide input structured around particular questions or activities. The group will not be asked to develop a recommendation or reach consensus. This plan anticipates holding four workshops:

1. Scenario elements/policy levers
2. Scenarios
3. Scenario evaluation
4. Refined/hybrid scenarios

### **Information at events hosted by others**

Throughout the process, the CLSP partners may host tables or provide information at events hosted for other projects. This might mean hosting a table at a public open house for another city project or staffing a booth at a farmers' market or community event. Current fact sheets and project information will be available to support these events.

### **Online tool**

As the scenario choices are being narrowed, the team may develop an online tool that allows community members to test the impact of implementing different policy choices on key indicators that are part of the CLSP evaluation framework. This tool would be used to gather input on the acceptability of policy choices. The PMT will determine if this is a useful and appropriate mechanism for gathering input before it is developed.

### **Public opinion research (survey)**

Public opinion research is an effective way of finding out what people who do not typically participate in public meeting think or how they might react to policy changes. For this process, it may be difficult to engage the general public through more traditional means, so a survey may be the best way to test the acceptability of policy choices. Public opinion research should be conducted at two points: 1) as policy choices are developed; 2) as a preferred scenario is developed. Public opinion research could take the form of a telephone survey or a series of focus groups. The PMT will determine how and when to use public opinion research.

### **Outreach to service providers and advocacy groups**

Through the Equity Sub-TAC we learned that outreach to existing groups is the best way to ensure that the needs of communities of concern are met through the scenario planning process. As the preferred scenario is refined, the project team will meet with 4-5 existing groups to vet the scenario and learn about the implications for communities of concern.

### **Roles and responsibilities**

CH2M HILL will develop the website and initial public information. Other roles and responsibilities will be assigned as a phase 2 work plan is developed.