



October 5, 2006

To: Citizen Advisory Committee and Metropolitan Policy Committee  
From: Kathi Wiederhold  
Subject: Item 3a: Draft Public Participation Plan

**Action Recommended: Review and discuss Draft Public Participation Plan and public/staff comments received.**

**Background**

The Metropolitan Policy Committee released the Draft Public Participation Plan, hereafter called the Draft Plan, to the public on July 13, 2006. The MPO received 5 comments on the Draft Plan during the public comment period, which closed on August 31, 2006. The Technical Advisory Subcommittee of the Transportation Planning Committee considered and discussed the Draft Plan and public comments received over the course of several meetings. The Technical Advisory Subcommittee is a staff committee who provides recommendations based on technical analysis to the transportation and land use managers who comprise the Transportation Planning Committee. This memo summarizes the changes to the Draft Plan that the Technical Advisory Subcommittee has recommended to the Transportation Planning Committee based on the subcommittee's review of the document and on the public comment received.

The public outreach strategy for the Draft Plan consists of the public comment period, public hearing before the Metropolitan Policy Committee and the Citizen Advisory Committee, email notice to interested parties (including environmental justice interests), notice on the MPO web site, and placement of review copies in libraries and public offices. The Citizen Advisory Committee recommended the outreach strategy to MPC, with the exception of the change to holding the public hearing before both bodies.

**Discussion**

This section summarizes the draft changes to the Draft Plan that staff proposes for discussion by the Citizen Advisory Committee and the Metropolitan Policy Committee. The list of proposed changes responds to public comment, staff comment, and comments received at a Metropolitan Policy Committee meeting—one from a member and another from a member of the public during the general public comment period.

- Emphasize in the Draft Plan that a separate document called the Citizen's Guide is being prepared. The Citizen's Guide is envisioned as the key outreach tool to tell the general public about MPO transportation planning and let them know how to get

involved. Clearly explain the difference between the Citizen's Guide and the Public Participation Plan, whose purpose is to demonstrate that the MPO is meeting minimum federal requirements for the key MPO products. The Metropolitan Policy Committee agreed to the concepts for and intended use of the Draft Plan and the Citizen's Guide, which were recommended by the Citizen Advisory Committee.

- Add emphasis to the language that explains how a public outreach strategy will be tailored for the update of each key product with Citizen Advisory Committee involvement.
- Clarify the relationship between MPO transportation planning and statewide land use planning.
- Add more detail about the composition of the Citizen Advisory Committee, such as the targeted interest groups listed in the bylaws.
- Explain the composition of the email distribution lists used for notice.
- Clarify that the charge of the Citizen Advisory Committee does not include involvement in products such as the TravelSmart Plan and jurisdiction-specific products.
- Add language about the budget process for both the core public involvement listed in the Summary Table and public outreach strategies tailored for the update of each key product.
- Make changes to the Summary Table, page 13:
  - Add Surface Transportation Program-Urban (STP-U) Fund Allocation as a key product.
  - Correct the number of Metropolitan Transportation Improvement Program (MTIP) amendments.
  - Change the format to make it easier to find the information on updates and amendments to the key products.
  - Add Public Comment Period as part of the core public involvement for the Unified Planning Work Program (UPWP).
- Make changes to Table 2, Evaluating Public Involvement Tools, page 17:
  - Reference the relevant objective from Ch. II for each evaluation measurement.
  - Add as a measure of effectiveness the percentage of people attending a public outreach event, such as an open house, who say that doing so significantly increased their understanding of whatever is at issue.
  - Add more evaluation measurements such as the number of buses that displayed interior bus posters.
- Add contact information for MPO partners.

- Include in Appendix 2, Public Involvement Tools, a description of the type of public meeting used recently by the Army Corps of Engineers on June 29, 2006, concerning a permit application for building homes near the West Eugene Wetlands.
- Talk with the Citizen Advisory Committee about the following:
  - Change the phrase “Quality of Comments” to “Stimulate more effective comments by improving the quality of presentation materials” in Table 2, Evaluating Public Involvement Tools, page 17.
  - Add policies and objectives, or adjust the wording of those already in the Draft Plan, to reflect these modeled after the Salem-Keizer Area Transportation Study (SKATS) Draft Public Participation Plan:
    - Seek participation and comment from all segments of the public. In accordance with the federal transportation act (the latest being SAFETEA-LU), “provide citizens, affected public agencies, representatives of public transportation employees, freight shippers, providers of transportation, representatives of users of public transportation, representatives of users of pedestrian walkways and bicycle transportation facilities, representatives of the disabled, and other interested parties with a reasonable opportunity to comment on the transportation plan.”
    - Encourage citizens to provide new information and articulate priorities.
    - Help citizens understand tradeoffs so that they may debate the merits of alternatives.
    - Convey information about transportation planning in language and in a context that is understandable to the lay citizen.
      - Keep acronyms and abbreviations to a minimum in information prepared for the public.
      - Provide understandable background information to help citizens understand the tiers of transportation planning and how they can best be engaged in planning the regional system.
      - Define the role of regional planning in identifying regional priorities, obtaining federal funding, and facilitating project sharing between jurisdictions.

Attachment 1 is the main body of the Draft Plan.

Attachment 2 contains Appendixes 1 – 3 of the Draft Plan.

Attachment 3 contains the 5 comments received during the Public Comment Period, July 13 – August 31, 2006.

### **Next Steps and Timeline**

October 12	Metropolitan Policy Committee/Citizen Advisory Committee Joint Meeting to hold Public Hearing on the Draft Plan, discuss
------------	--

	comments received, and review draft staff responses to comments received during the Public Comment Period.
October 26	Transportation Planning Committee takes action to recommend adoption of the Draft Plan.
November 1	Citizen Advisory Committee takes action on draft responses.
November 9	Metropolitan Policy Committee takes action on the Draft Plan.

## **Attachments**

Attachment 1 – Draft Plan

Attachment 2 – Draft Plan, Appendices 1 -3

Attachment 3 – Public Comment received on Draft Plan