

October 6, 2004

To: Metropolitan Policy Committee

From: Kathi Wiederhold

Subject: Item 4e - Recruitment for MPO Citizen Advisory Committee

Action Recommended: Information only.

Issue Summary

At the September 9, 2004 meeting, MPC approved the bylaws for the MPO Citizen Advisory Committee. The recruitment process began immediately after that and closes on October 31, 2004. This memo gives a status report on the recruitment process. The Public Involvement Subcommittee is scheduled to meet a second time on November 1, 2004, to review the applications and develop a membership slate to propose to MPC for appointment on November 18, 2004.

The subcommittee has 8 members: one MPC member each from Lane Transit District, Eugene, Springfield, and Lane County; and one citizen member appointed by each of the MPC members of the subcommittee. Commissioner Bobby Green is the chair.

Status Report on Recruitment

Recruitment is underway! This ad ran in local papers, was emailed to key organizations, and is on Lane Transit District buses. Details are on the back page.

CENTRAL LANE

MPO

WE WANT YOU!

Moving Transportation into the Future

A **Citizen Committee** is forming to advise the Metropolitan Policy Committee on transportation planning issues. Transportation planning affects everyone!

Applicants must:

- Live within the boundary of the Metropolitan Planning Organization (*see map*)
- Be willing to serve for a 2-year term

Application deadline is October 31, 2004

Applications are available online at www.theMPO.org or at Lane Council of Governments, 99 East Broadway, Suite 400, in Eugene.



Lane Council of Governments is the Metropolitan Planning Organization, the lead agency for regional transportation planning for the Central Lane County area.

Interested? Call PETRA SCHUETZ at 541-682-3639
EMAIL: mpo@lane.cog.or.us
WEB: www.theMPO.org

Design of Recruitment Outreach

The design of the recruitment ad for the MPO Citizen Advisory Committee is a prototype that fits the new friendlier approach for public outreach for transportation—graphic and fewer words. The ad is the first layer of information, to grab the interest of the public. The public can then choose to access increasingly more detailed layers of information—the MPO website, fact sheets, and key products such as the Regional Transportation Plan and Metropolitan Transportation Improvement Program. The following recruitment outreach has occurred to date:

Advertisement in local newspapers

Register Guard (Sunday, September 19, 2004)

Springfield News (Friday, September 24, 2004)

Email distribution of ad and application

Key Organizations and Groups

Transportation Planning Committee

MPC Public Involvement Subcommittee

Delivered ad and applications

Springfield and Eugene libraries

City Manager and Board Offices

Oregon Department of Transportation, Springfield Office

Lane Transit District

Lane Community College Downtown Center

Lane Council of Governments

Posters

Lane Transit District buses

Website posting of ad and application

MPO

Local jurisdictions

Press release to local media

Schedule

October 2004

- Recruitment continues through October 31

November 2004

- Subcommittee meets to recommend membership slate (November 1)
- MPC appoints Citizen Advisory Committee (November 18)

December 2004

- Orientation for Citizen Advisory Committee members

January 2005

- Citizen Advisory Committee holds first meeting