

**Central Lane MPO
Citizen Advisory Committee (CAC)**

Proposal to Establish a Central Clearinghouse

CAC Recommendation: Establish a Central Clearinghouse for information on all public involvement opportunities for transportation-related activities, plans, projects, and programs in this area being conducted by local, state, federal, and MPO entities.

General Guidance

Use a website as the primary format, but also set up a telephone hotline to reach those who do not use or prefer web access.

Model the website and telephone hotline after successful local examples researched by the CAC.

Include the full array of transportation-related activities, including road, transit, and bicycle/pedestrian. In a later phase, consider including environmental and land use processes.

Use the MPO boundary as the geographic boundaries of the area to provide information on.

Design a phased approach—do now what can we accomplish quickly and set a second phase describing an attainable ultimate goal.

Initial Phase

- Establish a separate domain for the clearinghouse, e.g. KeepUsInvolved. The home page should have a title bar at the top, an explanatory statement, and a colored box with agency name and logo for each link--- the MPO partners, MPO, and KeepUsMoving.info. Make the boxes themselves clickable links with clear, easy to read font.
- Make and fund a marketing plan to get the word out about the clearinghouse website.
- Coordinate with the City of Eugene to expand their existing road construction automated phone menu system to include MPO public outreach information through a line dedicated to this purpose.
- Provide direct links to existing websites regarding public involvement opportunities involving core transportation topics for road, transit, and bicycle/pedestrian modes.
- Create clearinghouse framework that includes the Central Lane MPO and all MPO partner agencies (Eugene, Springfield, and Coburg, Lane County, LTD, and ODOT.)
- Provide easy to find and navigate links to other transportation-related websites of the MPO partners and related agencies

Future Phases

- Research funding options for a half-time MPO position to create a public involvement activity template and coordinate with MPO partner agencies to collect the key information that describes each event, such as project name, lead agency, date, time, potential outcomes, etc.
- Research funding options to set up a hot line phone tree with a limited menu of clear choices, a deadline for staff to respond, and dedicated staff to update and monitor.
- Consider whether to expand definition of transportation-related to include associated land use and environmental activities.
- Expand geographic area and agency involvement as necessary.
- Set up a searchable database: Interested parties would be able to enter known information such as dates, location, agency, project type, phase, activity type, or mode and pull up related public involvement opportunities.
- Calendar: All public involvement opportunities would be displayed on a common calendar, including past activities, currently scheduled events and estimated time frames for future events.
- Mapping: Interested parties would be able to discover public involvement opportunities relating to specific geographic areas or project sites on a clickable map.
- List-serve Capabilities: Interested parties would automatically receive e-mails when public involvement opportunities relating to their specific issues, geographic areas, or project types they have pre-selected for notification.

Details/Specific Suggestions

Central Clearinghouse and MPO Partner Websites

- The site must be simple to use and access.
- Have a user poll on the first page to provide feedback on how well the system worked for the customer to find out the requested information.
- Set up a timeline for responses.
- Include clear contact information:
- Make sure all contacts are reachable by email and the email address links to sending a message.
 - Provide phone numbers.
 - Include a link to an employee directory.
 - Make sure each public involvement announcement tells why the agency is soliciting the public comment.
- Make the information about public involvement events obvious.
- Tell how to provide input for those unable to attend the public outreach event.

- Include easy to find and navigate links to transportation-related links that lead to more information.
- Make the site easy to read and easy to navigate.
- Use lots of graphics and not too much text.
- Use large font in a dark color.
- Do not overload the site with information and links.
- Include a map with a text option version.
- Include an option for Spanish translation.
- Design the various transportation-related websites to have a similar format and appearance.
- The clearinghouse site should have a unique URL, e.g. KeepUsInvolved.

Central Clearinghouse Phone Hotline

Model after pharmacy phone trees—clear choices and not too many of them.

No more than 3 sets of choices.

Set a timeline for responses.

Use a memorable telephone number for the hotline.

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