

## Kroc Center Access Study Public Involvement Plan

This Plan is intended to guide the Public Outreach for the Kroc Center Access Study. The purpose of the Public Involvement Plan is to ensure that the public has an opportunity to be involved in all phases of the planning process.

The public involvement strategies outlined below are intended to provide a variety of opportunities for the public to participate in the planning process and to include citizens and agencies representing a variety of backgrounds in the planning process. These activities are designed to give the public adequate time to understand the issues and to provide input. The plan also strives to provide a range of settings for community members to participate either actively or anonymously. The plan calls for the formation of a Stakeholder Advisory Committee as well as a Technical Advisory Group. These committees are intended to allow for ongoing guidance from the community and as a forum for building consensus among the different interests.

### Title VI Populations and Outreach Strategy

This public involvement plan includes specific steps to provide opportunities for participation by federal Title VI communities. The boundaries for this project include Census Tract 4, Block Groups 2 and 3, and Census Tract 15.03 Block Groups 1, 2, and 3. Over thirty five percent (35.97%) of the population within these census tract block groups are Hispanic or Latino according to the 2010 Decennial Census. Over seven percent (7.2%) of the population within the area is over the age of 65. (2010 Decennial Census) In addition, 25.3% of the population within Census Tracts 4 and 15.03 have income rates that fall below the federally established poverty level and 17% of households have no available vehicle. (Geographic Profile of Transportation Disadvantage populations in the SKATS Area).

### Specific Title VI Outreach Strategies for this project include:

- Targeted outreach to organizations representative of affected Title VI populations providing project notification, updates and opportunities for input.
- Include the City of Salem's Non-Discrimination Title VI Statement on all printed materials available to the public
- Provide documents on the project website in English and Spanish
- Include contact information (in Spanish) for a on all project documents for Limited English Proficiency (LEP) populations
- Distribute/collect the voluntary Title VI statistical form at all public project meetings, workshops and activities
- Conduct all meetings at convenient times and locations
- Record all issues related to Title VI outreach and adjust strategy accordingly

## Public Involvement Strategies

### Ongoing Public Information

**Purpose:** To provide an up to date and readily accessible source of project information.

### Tasks and Tools:

- Designate Public information contacts for each city and the Mid Willamette Valley Council of Governments (MWVCOG).
  - **Nate Brown** will be the point of contact for the City of Keizer
  - **Judith Johnduff** will be the point of contact for the City of Salem
  - **Mike Jaffe** will be the point of contact for the MWVCOG.
- Develop a web page--Kroconnections.org--to include project map, project purpose statement, current status and list of contacts.

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- Provide periodic project updates via newsletters such as the Urban Development Quarterly and emails to interested parties
- Maintain an Interested Parties List
- Web-based public feedback tool
- Posted notices of upcoming public meeting invitations
- Maintain a Project fact sheet

**Timing:** May 2012 through project completion

### Project Announcements:

**Purpose:** To provide information regarding the project and how to obtain information and participate.

#### Tasks and Tools:

- Press release in Salem Statesman Journal, Keizer Times, Agency webpages or via Keizer water bill mailing
- Email announcement to interested parties list

**Timing:** Project Announcements will be timed to correspond with the Public Workshops and Public Hearings

### Salvation Army Kroc Center Intercept Survey and Listening Stations

**Purpose:** To understand and document the views of stakeholders regarding issues and opportunities.

#### Description:

- The survey/listening station will be designed to ask people how they currently travel to the Kroc, how often, how often they bike generally and would they be more likely to bike or walk to the Kroc Center depending on the construction of one of the bike/pedestrian paths and bridges (i.e. concepts).
- The survey is also intended to have additional preliminary public feedback on the initial “fat line” concepts
- Interviews will be confidential regarding specific statements by individuals in order to encourage candor and protect privacy.

**Timing:** Scheduled to coordinate with the SAC review of the initial six alternatives.

### TAG Meetings

A Technical Advisory Group will be formed to work with the Consultant team to provide technical expertise regarding opportunities and constraints, concept feasibility, project costs, and related issues. A minimum of five meetings will be held to review and provide input regarding:

1. Environmental Opportunities and Constraints
2. Initial Concepts
3. Alternatives
4. Alternatives and Evaluation Report, and
5. Plans, Estimate and Prospectus

### SAC Meetings

A Stakeholder Advisory Committee will be formed from a diverse range of interests. The committee will provide direction on initial facility concepts, review refined alternatives and select a preferred alternative. Meetings will be held to:

1. Review Environmental Opportunities and Constraints
2. Review and Develop Evaluation Criteria
3. Review Concepts
4. Review Refined Alternatives, and Recommend a preferred Alternative
5. Review “Alternatives and Evaluation” Report
6. **Timing:** Five meetings will be held throughout the life of the project, starting in June.

### Public Outreach Meetings

**Purpose:** To provide project information to, and an opportunity for feedback from, key stakeholder groups.

#### Description:

- Project staff will visit interested community organizations at their own meeting venues, to provide project briefings and an opportunity for feedback.
- The structure of the outreach meetings will be tailored to the agenda and group. The general

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format will consist of a summary briefing, distribution of working materials, and question and answer period for participants.

- Resulting comments will be catalogued and posted on the project webpage

**Timing:** Scheduled to coordinate with the SAC review of the alternatives.

## **Community Workshops:**

**Purpose:** To provide for public review of the work to-date and gather feedback, as well as to get information out to the public about the project.

- Community Workshop #1: **Present Alternatives and Analysis of Evaluation Criteria**
- Community Workshop #2: **Present Recommended Facilities**

The agenda and resulting comments will be catalogued and posted on project webpage.

**Timing:** Workshop #1 will be scheduled to coordinate with the SAC review of the four facility alternatives associated with Task 4.2.2. Workshop

#2 will be scheduled to coordinate with the SAC refinement of the preferred facility.

## **Adoption Process**

The preferred alternative will be presented to the City of Salem City Council, the City of Keizer City Council and the Salem-Keizer Area Transportation Study (SKATS) Policy Committee for review. If approved, the Transportation System Plans of the respective agencies will then be amended to include the project. The TSP amendment process will include a series of public hearings held by the respective jurisdictions.

**Si necesita ayuda para comprender esta información, por favor llame 503-588-6211.**

If you need help understanding this information, please call 503-588-6211.