

Getting there



with a connected region

## 2018 REGIONAL TRANSPORTATION PLAN UPDATE

# Draft Public Engagement Plan

### May 2015 to September 2018

September 8, 2015

### 2018 REGIONAL TRANSPORTATION PLAN UPDATE

The Regional Transportation Plan serves as a blueprint to guide investments in the region's transportation system for all forms of travel – motor vehicle, transit, bicycle, and pedestrian – and the movement of goods and freight. The plan identifies current and future regional transportation needs, investments recommended to meet those needs, and local, regional, state and federal transportation funds the region expects to have available over the next 25 years to make those investments a reality.

The 2018 RTP will include updates and refinements to seven related components including the 2004 Designing Livable Streets tools and best practices, 2010 Regional High Capacity Transit Plan (as part of developing a Regional Transit Strategy), 2010 Regional Freight Plan, 2010 Atlas of Regional Mobility Corridors, 2010 Regional Transportation System Management and Operations (TSMO) Plan, 2012 Regional Transportation Safety Plan, and the 2012 Regional Travel Options (RTO) Strategic Plan. The update will also implement the 2014 Climate Smart Strategy and 2014 Regional Active Transportation Plan, and advance the region's consideration of equity, economic and environmental outcomes in the transportation planning and decision-making process.

**PROJECT GOAL** Adopt a Regional Transportation Plan that uses the *My Place in the Region* framework to advance achievement of the region's six desired outcomes and meet federal and state requirements.

**PUBLIC ENGAGEMENT PLAN** The public engagement plan will guide stakeholder and public engagement during development of the 2018 Regional Transportation Plan. The plan describes the engagement objectives and activities that will be implemented to ensure the public and identified partners have adequate opportunities to provide meaningful input to the update. The plan also describes the engagement timeline and milestones, and an evaluation strategy to measure success. The purpose of the public engagement plan is to share information and gather input regarding the values, needs and priorities of the public and identified partners.



**PUBLIC ENGAGEMENT GOAL** To strengthen existing and build new partnerships with local, regional, state and federal governments, business and community leaders, academic institutions, and historically underrepresented communities (people of color, people with low incomes, and people with limited English proficiency) as well as youth and older adults through *a strategic engagement approach that builds support for and momentum to achieve the project goal and helps build public trust in Metro's transportation planning process.*

**METRO ROLE** Implement a public engagement plan for the 2018 RTP update that builds on previous engagement efforts and relationships, is informed by input from partners and the public, and advances recommendations from the Metro’s innovation work on building public trust (sponsored by the Oregon Innovation Award).



### **PUBLIC ENGAGEMENT OBJECTIVES**

- **Communicate complete, accurate, understandable, and timely information to the public and partners throughout the project.**
- **Provide meaningful public engagement opportunities and demonstrate how input has influenced the process.** Implement a strategic approach that 1) demonstrates how the decision-making process operates and where/when to provide input, 2) provides outreach early enough in the decision-making process to promote meaningful opportunities for the public to shape policies and outcomes, 3) tracks how input is considered by decision-makers and impacts final action or outcome of decision, 4) provides follow-up with those who provided input about final action or outcome of decision, 5) seeks public evaluation of engagement experience, and 6) creates monitoring process whereby success at reaching historically underrepresented communities is monitored and measured.
- **Actively seek public input prior to key milestones during the project and share with Metro Council and regional committees in a manner that best supports the decision-making process.** Develop meaningful public engagement activities to generate input relevant to project milestones. Share themes and verbatim comments with decision-makers in a manner that creates a sound basis for an informed decision to adopt the 2018 Regional Transportation Plan.
- **Support an inclusive and place-based approach.** Strategically connect the 2018 RTP outcomes to the experiences of people living and working in the region through the integration of community storytelling in public engagement activities, public comment opportunities, and decision-making.
- **Comply with all public participation requirements.** Ensure engagement approach meets requirements as articulated in MAP-21, Title VI of the Civil Rights Act, the Environmental Justice Executive Order, Oregon’s Statewide Planning Goal 1 for citizen involvement, and Metro’s Public Engagement Guide.



- Coordinate engagement efforts with relevant Metro projects and programs.** Incorporate engagement needs of relevant Metro projects and programs to create a coordinated effort that connects projects and programs for the public as they learn about and provide input on the 2018 RTP. Projects and programs include but are not limited to the Metropolitan Transportation Improvement Program (MTIP) and Regional Flexible Funds Allocation (RFFA) process, development of the Regional Transit Strategy, updates to the Regional Freight Plan, Designing Livable Streets program, Regional Transportation Safety Plan, Regional Travel Options strategic plan, TSMO plan, the Diversity Equity and Inclusion (DEI) program, development of Metro’s Equity Strategy and Action Plan, refinements to the Transportation Equity Analysis, and the development of the regional Economic Value Atlas and Investment Areas Action Plan.

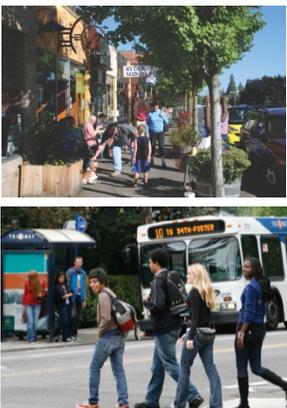
**PUBLIC ENGAGEMENT PLAN APPROACH**

This public engagement plan has been and its approach will continue to be refined through the following three-step approach:

- Assess recommendations and outcomes of previous public engagement efforts.** Review and assess formal recommendations and outcomes of Climate Smart Communities, 2014 RTP update, 2014 Civil Rights Assessment and other recent Metro engagement efforts. *(May to June 2015)*
- Implement robust public participation tools reflecting life-cycle of public engagement.** Provide community opportunities to 1) learn how the decision-making process operates and where/when to provide input, 2) engage early enough in the planning and decision-making process to shape policies and outcomes, 3) learn how input is considered by decision-makers and impacts final action or outcome of decision, 5) provide evaluation of public engagement experiences and 6) understand outcomes of agency success in reaching historically underrepresented communities as well as youth and older adults. *(May 2015 to September 2018)*
- Incorporate best practices, inclusive engagement strategies and tools, and recommendations generated by Metro’s work on building public trust (sponsored by the Hatfield School of Government Oregon Innovation Award).** Use findings from innovation work occurring on parallel time frame to inform and help build participation infrastructure. *(June to December 2015)*

**KEY MESSAGE THEMES**

- We need to ensure all communities thrive as we grow and change.** Planning as the Portland metropolitan region grows helps ensure jobs and the economy keep pace with our growing population and that all community members have safe, reliable and affordable options for getting around. Changes in the makeup of our communities and continued job growth will alter our travel patterns and transportation needs. The 2018 Regional Transportation Plan update is a critical tool to help build and shape our communities as we grow. In order to keep our region a great place to live and work and keep nature close by in the face of anticipated growth, we must



continue linking land use and transportation planning, in concert with our shared values.

- **We must make every dollar count.** Given the current challenges of our communities across the region, it's more important than ever to look critically at potential investments and evaluate them on the basis of the outcomes they achieve – safety, a well maintained system, congestion relief, access to jobs, schools and services, options for getting around, clean air, etc. – outcomes the public has said they want. Investments in the region's transportation system should seek to achieve multiple objectives and take into consideration how regional transportation investments affect land use, the economy, the environment and social equity, particularly for communities of color, people with low incomes, people with limited English proficiency, older adults and youth.



- **We are most successful when we work together.** The Regional Transportation Plan update will set up a new agreement about how the region is planning to design, fund and operate its transportation system over the next 25 years. There is broad agreement among the regional partners to make the most of investments in our existing transportation system as well as new projects to ensure our transportation choices work over time. The region will also look at innovative, sustainable funding solutions to pay for needed local and regional transportation investments that are most critical to our region's success. We need everyone's help to arrive at informed decisions on how to get the most value out of investments in our transportation system, answering the question "What outcomes do we need from our investments and how will we pay for them over the long term?"



### **BUILDING THE 2018 RTP THROUGH PARTNERSHIPS**

Taking stock of where our region has come from, what our needs are, and how we will remain strategically focused reminds us that partnerships and collaboration will be critical to the 2018 RTP update. Engagement and partnerships will be essential to shaping the 2018 RTP to help ensure that as our region grows and we make investments in the transportation system, we preserve and protect what residents and businesses value most. A collaborative approach reinforces the importance of shared responsibility for the region's transportation system and building healthy, equitable communities and a strong economy.

The engagement efforts will seek participation of all potentially affected and/or interested individuals, communities, and organizations. To date, the project team has identified a number of stakeholders to engage in the process.

The list below is not exhaustive and additional stakeholders will be included as the region builds a shared strategy for the 2018 Regional Transportation Plan.

- General public
- Communities historically underrepresented in the decision-making process including people of color, people with low incomes, and people with limited English proficiency
- Youth and older adults
- People with disabilities
- Community leaders and organizations, including community-based advocacy organizations for historically underrepresented communities, health and equity interests, environmental and land use issues, and transportation advocacy groups, including Drive Oregon
- Business and economic development interests, including large and small employers, business organizations, associations and chambers of commerce
- Local jurisdictions and special districts, including transit providers and Ports
- Bi-State Coordination Committee, Southwest Washington Regional Transportation Council (RTC) and other Clark County governments
- Transportation Research and Education Consortium, and Mark O. Hatfield School of Government at Portland State University
- Philanthropic foundations and institutions
- Federal and State legislators and elected officials representing counties and cities in the region
- State agencies, including the Oregon Department of Environmental Quality, Oregon Department of Land Conservation and Development, and Oregon Department of Transportation
- Federal agencies, including the Federal Highway Administration, Federal Transit Administration and the U.S. Environmental Protection Agency



## Engagement Roles and Responsibilities

<p><b>Policy partnerships: Council, JPACT and MPAC</b></p> <ul style="list-style-type: none"> <li>• Provide leadership and policy direction to staff</li> <li>• Build partnerships and collaborate</li> <li>• Engage partners and the public</li> <li>• Participate in Regional Leadership Forums</li> <li>• Incorporate input from partners and the public</li> </ul>	<p><b>Community partnerships: Partners and the public</b></p> <ul style="list-style-type: none"> <li>• Tell us about your experiences traveling in the region and the places that are important</li> <li>• Provide community values, needs and priorities</li> <li>• Provide inspiration and ideas</li> <li>• Provide input and recommendations to decision-makers</li> </ul>
<p><b>Technical partnerships: TPAC, MTAC and work groups</b></p> <ul style="list-style-type: none"> <li>• Implement policy direction to update plan</li> <li>• Provide technical expertise</li> <li>• Keep decision-makers informed of progress</li> <li>• Incorporate input from partners and the public</li> <li>• Make recommendations to decision-makers</li> </ul>	
<p><b>Technical support: Metro staff</b></p> <ul style="list-style-type: none"> <li>• Implement policy direction to update plan</li> <li>• Provide technical expertise</li> <li>• Keep decision-makers informed of progress</li> <li>• Incorporate input from partners and the public</li> <li>• Make recommendations to decision-makers and technical advisory committees</li> </ul>	<p><i>Community partnerships and engagement activities will seek to strengthen public trust and be more inclusive of historically underrepresented communities, youth and older adults.</i></p>

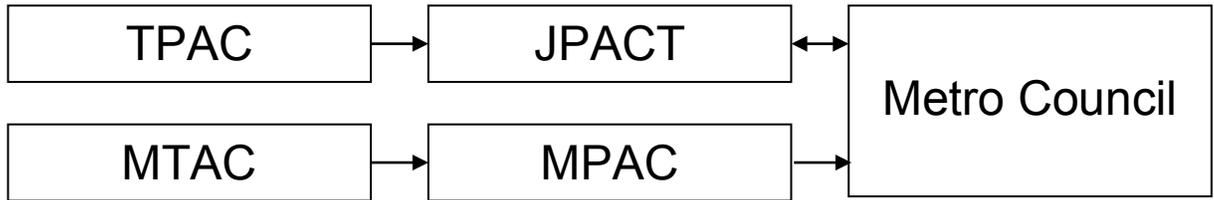
## REGIONAL TRANSPORTATION DECISION-MAKING FRAMEWORK

The RTP update will rely on Metro’s role as the designated Metropolitan Planning Organization (MPO) for the Portland metropolitan region and its existing decision-making structure. The decision-making framework includes the Metro Council and four advisory committees that have varying levels of responsibility to review, provide input, and make recommendations on the development of the 2018 RTP.

The Metro Policy Advisory Committee (MPAC), the Joint Policy Advisory Committee on Transportation (JPACT) and the Metro Council will make recommendations at key decision points based on input from the Metro Technical Advisory Committee (MTAC) and the Transportation Policy Alternatives Committee (TPAC). Integral to this decision-making process is providing timely opportunities for partners and the public to provide meaningful input to the Metro Council and the policy and technical advisory committees prior to key decision milestones throughout the RTP update.

The chart below shows how the technical advisory committees make recommendations to the policy advisory committees, and the policy advisory committees make recommendations directly to the Metro Council. The two-way arrow between JPACT and the Metro Council indicates that for final adoption of the RTP, the Metro Council must approve the plan as recommended by JPACT.

**Regional Transportation Decision-Making Framework**



**Work Groups:** Several work groups will be formed to advise Metro staff on implementing policy direction from the Metro Council, MPAC and JPACT related to specific technical and topical issues that have been identified as policy priorities for this update:



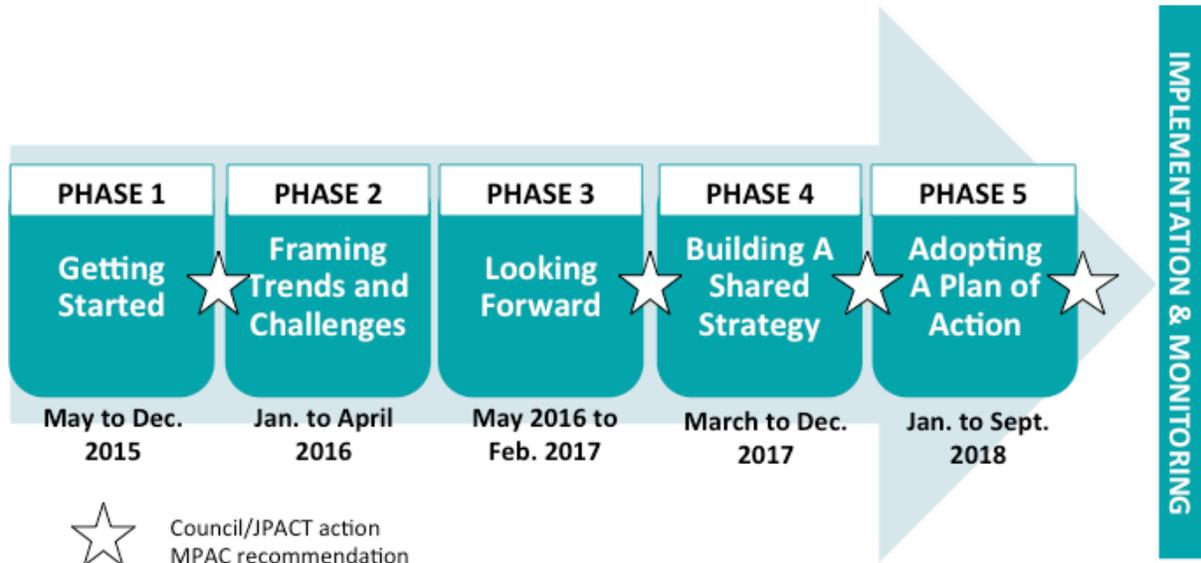
- Transit
- Transportation equity
- Finance
- Performance and return on investment
- Freight
- Transportation design
- Transportation safety
- Policy actions

In this role, the work groups will review draft materials and analysis. Work group members will include topical experts and representatives from MTAC and TPAC, or the designees of members. Opportunities to share information and collaborate across work groups will be provided. Work group meetings are open to the public. Meeting information will be posted on Metro’s website at [www.oregonmetro.gov](http://www.oregonmetro.gov).

**TIMELINE AND DECISION MILESTONES** The 2018 RTP update will be completed in five phases. From May 2015 to Fall 2018, the Metro Council and staff will engage the public and local, regional and state partners to update the Regional Transportation Plan to meet current and future transportation needs over the next 25 years.

Through this update, the Metro Council, JPACT and MPAC will integrate public input and continue to work together through a series of Regional Leadership Forums to face the difficult decisions of how to make the most of limited funds to build healthy, equitable communities and a strong economy, and build confidence that our public dollars are spent wisely.

**TIMELINE FOR THE 2018 REGIONAL TRANSPORTATION PLAN UPDATE**



☆ Council/JPACT action  
 ☆ MPAC recommendation

*Public input opportunities to be provided prior to milestones (Council/JPACT action and MPAC recommendation).*

**PROJECT MILESTONES | METRO COUNCIL/JPACT ACTION AND MPAC RECOMMENDATION**

☆	<b>December 2015</b>	Metro Council considers adoption of work plan and public engagement plan
☆	<b>February 2017</b>	Metro Council, MPAC and JPACT provide policy direction on development of shared investment strategy, including regional priorities, performance targets and funding levels
☆	<b>December 2017</b>	Metro Council, MPAC and JPACT provide policy direction on policy and financial frameworks, investment priorities, strategies and actions, subject to final public review and air quality conformity analysis
☆	<b>September 2018</b>	Metro Council considers adoption of 2018 RTP (and its components) for federal and state review

**PUBLIC ENGAGEMENT OPPORTUNITIES**

The regional advisory committees and technical work groups will serve as the primary engagement mechanisms for collaboration and consensus building. In addition to these committees and work groups, engagement with other potentially affected and/or interested individuals, communities, and organizations will continue to be an important element of the engagement strategy.

Ongoing involvement will occur throughout the update process at levels that inform, involve or collaborate with audiences, based on their identified level of interest in the project. The project team will seek specific input using a variety of public engagement tools.

The following describes ongoing engagement and key outreach points and lists the types of outreach tools that will be used to engage the public and partners during the development of the 2018 RTP.

### **Ongoing Engagement Opportunities (May 2015 – September 2018)**

The website will be the primary portal for information and engagement throughout. Staff will pursue an open comment form that members of the public can use to submit substantive comments at any time during the update. As envisioned, the project team would respond to comments as needed and track comments and responses through an ongoing database.

### **Outreach points (January 2016 – September 2018)**

There are multiple milestones and decision points through the development of the 2018 RTP and its components. Using the tools outlined below, the project team will facilitate a dialogue between the public and decision-makers that will ensure that decision-makers are considering and addressing the recommendations and concerns of the public, and that the public understands the policies being considered in the 2018 RTP. The project team expects to hold two large scale engagement periods each year in coordination with other Metro planning and development efforts, including issues related to land use, housing and transportation.

The overall strategy is to allow easy entry to the issues being discussed at the regional table without requiring members of the public to fully understand the processes, programs and plans working to address those issues. Members of the public who would like to learn more and offer more detailed insight on the processes, programs and plans will be given the option to do so. These key outreach points will be coordinated with the release of quarterly Regional Snapshots around priority issues in the region and be timed to inform the planned Regional Leadership Forums in 2016 through 2018.

### **PUBLIC ENGAGEMENT TOOLS**

These tools will be used throughout the public engagement effort, timed to best leverage the needs of the RTP and its components:

- **Public Engagement Plan (December 2015)** Details outreach activities, schedule, public engagement framework, and key stakeholders.
- **Comment tracking database (Ongoing)** The team will pursue a method to log all public comments, questions and concerns and respond to or coordinate a response when appropriate. The log is intended to include direct comments or comment themes from all sources, including emails, phone calls, web form submissions and comments made during presentations and briefings with stakeholders.
- **Website (Ongoing)** The project website will be the primary portal for information about the project. It includes pages that describe project activities and events, the process timeline, and support documents and materials. The site will host online quick polls, open houses and surveys. At any time, members of the public may submit comments through the project website's online comment tool. Staff will receive comments, coordinate responses as needed, and track comments.
  - **Regional Snapshots (Beginning fall 2015)** The website will host quarterly Regional Snapshots, expressing and contextualizing data and stories regarding regional issues. On



a rotating basis, these snapshots will explore regional issues of housing/land use, jobs/employment, transportation and other livability issues. Snapshots will feature data, personal stories and case studies through infographics, narratives and videos, and feature an interactive element for viewers to provide their reactions to what they have learned and to share their experiences. The first Regional Snapshot for Transportation is planned for release in March 2016.

- **Web-based outreach, including online quick polls, surveys and open houses (Ongoing)**  
The project will use a combination of online quick polls, surveys and open houses designed to seek ideas and input from the broader public. Staff will pursue use of an online interactive mapping tool to seek input on transportation needs and priorities.
- **Video (Spring 2016)** An overview video will be developed to explain the 2018 RTP update context and purpose. The video will include Spanish subtitles and be hosted on the project website to serve as a key information piece. It will also be shown at community briefings and presentations to help explain the update.
- **Storytelling, project newsfeeds and electronic newsletters (Ongoing)** Metro staff will develop stories, newsfeeds and e-newsletters to provide information about key milestones, and to invite the public to participate in engagement opportunities. The stories and newsfeeds will also be important tools for audiences to learn about the people and places that make up the region and related transportation needs and priorities. The project will maintain an interested parties email list that will be an ongoing feature of the public engagement effort.

It is expected that newsfeeds and e-newsletters will be developed during these key points:

- Introduction and announcement of the project
  - Invitation to participate in online quick polls and surveys
  - Refinement of RTP goals, objectives and performance targets
  - Identification of transportation needs and priorities
  - Development of a shared investment strategy and action plan
- **Regional Leadership Forums (Ongoing)** The project will use a series of Regional Leadership Forums that will be convened by the Metro Council to hear from national leaders, foster regional collaboration, discuss policy priorities, consider public input, and provide policy direction to staff on development of the 2018 RTP. The forums are joint meetings of the Metro Council, the Metro Policy Advisory Committee (MPAC) and the Joint Policy Advisory Committee on Transportation (JPACT). The forums will include a keynote speaker, presentations of community input and technical work prepared to support the policy discussion and facilitated discussions that lead to direction back to staff on development of the 2018 RTP.
  - **Future of Transportation Speaker Series (Ongoing)** The project team will develop a speaker series to discuss emerging and future issues related to transportation. The series will provide an opportunity to discuss issues of interest but that have not identified as policy priorities for the update. The series will be more fully developed as part of the process to support the Regional



Leadership Forums, Regional Snapshot Speaker Series and other engagement activities. Metro will seek to co-host the series with business and community organizations, public agencies, academic institutions and other partners. Potential topics include congestion pricing, intelligent transportation networks and connected and autonomous vehicles, the link between social media, technology and traveler information, and emergency preparedness. This engagement activity will be further developed through the process in coordination with other Metro programs.

- **Individual and small group stakeholder meetings (Ongoing)** Metro Council and staff will provide updates to stakeholders throughout the project, and will have discussions at standing meetings of county-level coordinating committees, community groups and organizations, and other stakeholders who have an interest in the project. This will include briefings and discussions with elected officials, businesses, business and economic development groups, community-based groups and organizations. The purpose of these meetings will be to provide updates, and to solicit input on key elements of the project. Councilors and staff will also distribute fact sheets or other informational materials at these meetings.
- **Publications (Ongoing)** Fact sheets, project updates, and other materials will be developed to describe the RTP update, as well as to describe specific topical components of the project, such as transportation equity, finance and safety, modal plans to be updated as part of the process, and specific aspects of the update at key milestones. The materials will be distributed at briefings and meetings. Summary reports documenting the results and findings of major tasks will also be developed and made available on Metro’s website and meeting presentations.
- **Public comment reports (Ongoing)** Throughout the process, the project team will document all public involvement activities and key issues raised through the process.
- **Final public comment report (Spring 2018)** A public comment report will be compiled and summarized at the end of the formal public comment period.
- **Metro Council public hearings (2018)** Hearings will be hosted by the Metro Council as part of regular meetings as part of the final adoption process.
- **Final public engagement summary report (Fall 2018)** A final summary report containing a complete evaluation and overview of the engagement effort, including a discussion of the successes and potential areas for improvement will be created at the end of the process.
- **Equity outreach and engagement (Ongoing)** A focused effort will be made to engage historically underrepresented populations. A proposed contract would engage a proven equity and inclusion consultant to work with the public engagement team to serve as a liaison to these communities, conduct targeted outreach to leaders of these communities, and advise on messaging and methods of outreach to the potentially affected communities. This equity work would leverage



and enhance broader equity outreach effort to be conducted by Metro staff. The equity outreach program consists of the following strategies and elements:

- Transportation Equity Work Group (described above).
  - Translation of key materials into Spanish and/or other languages, including online quick polls and surveys, and fact sheets.
  - Targeted outreach and presentations/briefings to organizations that serve historically underrepresented communities (for example, outreach to Transportation Justice Alliance)
  - Other strategies and elements will be identified through proposed consultant contract.
- **Social media (Ongoing)** Metro staff will use social media, including Twitter and Facebook, to invite members of the public to participate in online quick polls, surveys and other major public engagement activities. Social media will also be used to announce major project milestones.



**HOW WE MEASURE SUCCESS**

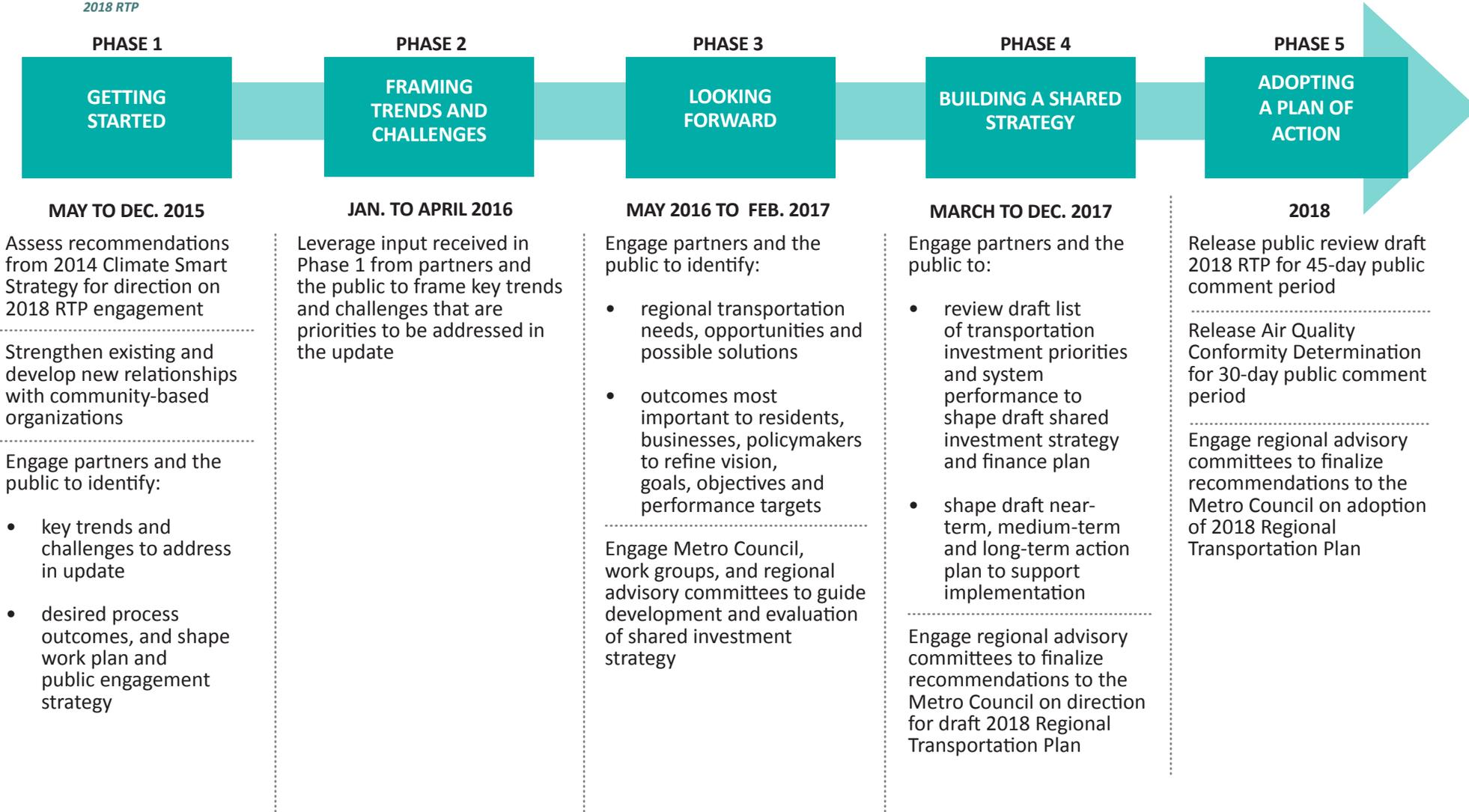
Characteristics of a successful effort	Performance measures
1. Key champions from the stakeholder community emerge and gain momentum within their communities for engaging with RTP update process as a viable activity for shaping the future of their communities	A. Key champions, including a majority of MPAC, JPACT and Metro Council members and a minimum of three stakeholders from the business, freight, environmental, environmental justice and public health communities support the final recommendation for the 2018 RTP update.
2. Meaningfully and successfully engages a broad range of audiences, including communities historically underrepresented in Metro's decision-making process	B. The project's public record reflects representative and active participation by local and state public agencies, and business, freight, environmental and public health leaders, with increased participation from communities of color, people with low income, and youth relative to total regional percentage of population.
3. Strengthens relationships with public officials and community leaders across the region and provides more options for public officials to hear directly from their networks of voters and community leaders	C. Social equity and environmental justice leaders are engaged throughout plan development in collaboration with Metro staff. Historically underrepresented communities are represented in greater numbers during public comment periods than in the past.
4. Supports or is connected with other Metro programs	D. Stakeholders and interested public understand how RTP provides safe and reliable transportation choices that connect residents and visitors to jobs, schools, families, parks, and more.



2018 RTP

# 2018 REGIONAL TRANSPORTATION PLAN | PUBLIC ENGAGEMENT PLAN

## Getting there with a connected region



## DELIVERABLES

### Public engagement plan

#### Engagement reports on:

- community summits as they relate to public engagement and transportation issues
- quick poll on the public's transportation priorities
- stakeholder interviews
- Innovation team forums on public trust, decision-making, and evaluation methods for measuring effectiveness in reaching historically under-represented communities

### Engagement report on:

- regional trends and challenges affecting future travel in the region

### Engagement report on:

- regional transportation needs, opportunities and possible solutions
- priority outcomes to inform refining vision, goals, objectives and performance targets

### Engagement reports on:

- draft list of transportation investment priorities and system performance to shape draft shared investment strategy
- draft near-term, medium-term and long-term actions to support implementation

Materials to support engagement with regional advisory committees in finalizing recommendations to the Metro Council on direction for draft 2018 Regional Transportation Plan

### Public review draft of 2018 RTP

#### Air Quality Conformity Determination

#### Engagement reports on:

- 45-day public comment period on draft 2018 RTP
- 30-day public comment period on Air Quality Conformity Determination