

COUNCIL CREEK REGIONAL TRAIL MASTER PLAN

PUBLIC INVOLVEMENT PLAN

INTRODUCTION and OVERVIEW

The Council Creek Regional Trail Public Involvement Plan (PIP) serves as a guide for outreach activities throughout the Master Plan process. The PIP will be implemented with two distinct audiences in mind. The first audience includes stakeholders with specific advocacy, location, property, or jurisdictional interests in the Master Plan. The second audience is the general public that may engage as it relates to specific concerns or general interests.

Public involvement activities will include both traditional and social media, a project web site, and coordination with the Master Plan's jurisdictional partners. Targeted interactions with specific groups and interests through key stakeholder interviews and the project's broad-based stakeholder advisory committee, and general interactions at project open houses will be publicized through a variety of media and direct notice activities that will assure a high level of contact with and participation by multiple audiences.

In addition to the specific outreach events described in this PIP, a Stakeholder Advisory Committee (SAC) will meet three (3) times in the course of the Master Plan process to provide advice and recommendations. The SAC will be an important means for engaging stakeholders, encouraging deliberation in the formation of recommendations and building understanding about Master Plan decisions. Details on the SAC's purpose, membership and meeting schedule are included in *Attachment A - Committee Roles and Responsibilities*.

PROJECT GOALS

The Master Plan will recommend a comprehensive strategy for the completion of an uninterrupted 15-mile long regional trail from downtown Hillsboro, Oregon through the cities of Cornelius and Forest Grove, thence north through unincorporated Washington County to the City of Banks. The trail study corridor is divided into seven segments based on the differing attributes along the corridor, which include older neighborhoods, business and industrial areas, riparian stream corridors, and rural farmlands.

PUBLIC INVOLVEMENT GOALS

- Ensure effective coordination and communication between jurisdictional partners and stakeholders and related projects taking place within the trail study corridor.
- Engage local jurisdictions, utilities, neighborhoods, property owners, citizens, bicycle and pedestrian advocates, area non-profits, businesses, and other stakeholders directly in master plan development.
- Guide jurisdictional partners on future planning, design, permitting, and development of the trail.

- Host activities and provide tools that will add value to the project and genuinely engage the community in an open and transparent process.
- Keep the public informed with accurate, up-to-date information.
- Build trust and a long-term relationship with the community.
- Maintain a level of flexibility with the process.

OBJECTIVES and OUTCOMES

In order to achieve the preceding goals, the project will offer multiple opportunities to engage:

One-on One Involvement

Key stakeholder interviews will be a primary strategy for early outreach, enabling the project team to understand the corridor's opportunities and challenges from a local level. As each stakeholder or group of stakeholders is interviewed, new stakeholders are likely to be identified.

Information Sharing

- Project updates available on the project web site and from links on project partner web sites, as well as by project postcards, newsletters and newsfeeds.
- Formal open houses as specified in the project consultant's contract.
- Jurisdictional partners will share project information at key milestones via a number of methods depending on the desired audience, information to be shared, feedback needed and timing. This could include outreach by jurisdictional partners at other community events, at community centers, or other community gathering places. The jurisdictional partners may also hold targeted meetings with stakeholders as needed.

Comments and Preferences

Throughout the development of the master plan, the overall public process will allow interested parties to engage with the project. The communication process will provide the public with easy access to project information, the ability to get questions answered and the ability to provide feedback on the plan and process.

AUDIENCES and OUTCOMES

Target and general audiences will be asked to review project information, share it with those they know, engage with each other, and provide comments and preferences in writing or at public open houses.

- Residents/Neighbors – those who live within the trail study corridor that may be impacted most directly by trail route options.
- Businesses – those who operate businesses or work in the trail study corridor.
- Commuters – those who travel through the trail study corridor.

- Advocacy groups – groups with a particular interest in the trail, for example groups focused on increasing travel by foot or by bicycle, etc.
- Underrepresented populations - particularly the trail study corridor’s large Hispanic population.

KEY MESSAGES

Key project messages may be refined as the master plan progresses. Some messages may be emphasized at certain times based on the event purpose, timing and audience. Key messages are:

1. The Council Creek Regional Trail will create new connections within communities and between communities.

Linking diverse community destinations along the trail corridor will increase opportunities to bike and walk for recreational, shopping, and commuter purposes. The trail will provide access between homes, commercial destinations, schools, and transit, as well as provide a continuous bicycle and pedestrian link from the city of Hillsboro to the city of Banks with access to Cornelius, Forest Grove, and farming communities in Washington County in-between.

2. The Council Creek Regional Trail will support increased health and well-being through recreation and exercise, as well as improving air quality by providing for safe and convenient non-motorized transportation options.

Motorized transportation is responsible for nearly 40% of all greenhouse gas emissions, and is a significant source of air pollution. Studies show that households living near a greenway or trail are more likely to meet nationally recognized measures of health.

3. The Council Creek Regional Trail is supported by local communities, and has already been included in nearly all regional and local land use plans in the area.

4. The Council Creek Regional Trail will keep dollars in the local economy by providing safe alternative means to make trips between neighborhoods, shops and jobs.

As automobile, fuel and insurance prices rise, the percentage of household dollars going to transportation significantly increases. Biking and walking are an affordable and healthy alternative. Studies have shown that businesses are investing in locations accessible by trails to attract and retain employees.

5. Local governments are working together with residents, businesses and community organizations to create the Council Creek Regional Trail.

First and foremost, the purpose of this trail is to serve neighborhoods, citizens, businesses, commuters, and recreational users. They serve on the master plan advisory committees and are guiding the process. Local governments and jurisdictional partners include the cities of Banks, Forest Grove, Cornelius and Hillsboro; Washington County; Metro; and the Oregon Department of Transportation.

DIVERSITY OUTREACH

Targeted public outreach activities to the significant concentration of the Hispanic population (see table below) in the vicinity of the project study corridor is a priority. 2010 U.S. Census figures report the City of Cornelius and City of Forest Grove area as having the greatest concentration and highest growth rate of Hispanics in Washington County. The Hillsboro area also has a significant Hispanic population.

Study Area Hispanic Population (2010)

| Location | Total Population | Hispanic or Latino(of any race) | % Hispanic |
|----------------------|------------------|---------------------------------|------------|
| City of Banks | 1,777 | 124 | 7.0% |
| City of Cornelius | 11,869 | 5,948 | 50.1% |
| City of Forest Grove | 21,083 | 4,874 | 23.1% |
| City of Hillsboro | 91,611 | 20,726 | 22.6% |
| Washington County | 529,710 | 83,270 | 15.7% |
| Oregon | 3,831,074 | 450,062 | 11.5% |

Source: U.S. Census Bureau

Targeted information and notifications to Hispanic communities and populations within the Council Creek Regional Trail Master Plan project area will be accomplished through:

- Publication in the *El Hispanic News*.
- Emailed project notices requesting re-posting to churches specifically serving Hispanic populations in Western Washington County.
- Emailed project notices requesting re-posting to businesses in Hillsboro, Cornelius, Forest Grove and Banks specifically serving Hispanic populations.
- Postings and take home materials distributed to schools and libraries within the Forest Grove, Banks and Hillsboro School Districts with large Hispanic student bodies.
- Postings to on-line calendars to the following non-profits and health centers that serve the Hispanic population in Western Washington County: Adelante Mujeres, Centro Cultural and the Virginia Garcia Memorial Health Clinic.

See *Attachment B – Hispanic Community Outreach* background for more information

TOOLS and TASKS

A successful master plan will reflect the interests and desires of the local community. A variety of public information materials and activities will be developed and refined in the course of master planning and public outreach processes to keep interested parties informed and to invite participation at key milestones. Informational materials (e.g., newsletters and meeting

advertisements) will be disseminated at specific points in the master plan process and made available on an ongoing basis through the project website and other media platforms. A stakeholder database will be developed and expanded as the master plan progresses.

Stakeholder Interviews

Interviews will be conducted with key stakeholders. Interviewed stakeholders will include but are not limited to citizen participation organizations (CPO), other neighborhood associations, utilities and railroads owning or controlling lands within the trail corridor, property owners, governmental service providers not otherwise represented on a project committee, bicycle and trail advocacy associations, and area non-profits.

Stakeholder Advisory Committee

This committee will advise the project team on constituency and community concerns and issues, as well as serve as a forum to provide information and contacts that will help advance the master plan, review and evaluate master plan findings and deliverables, assist in considering options and alternatives, and build consensus recommendation(s) as to draft and final master plan findings and conclusions. Members will also serve as liaisons to their constituents by sharing information and gathering additional input.

Electronic Media

Information will be continually updated on the project web site and the jurisdictional partners will use other social media tools to provide people with an understanding of the current work of the project as well as background and next steps. Opportunities for public engagement will be clearly delineated. Jurisdictional partners will also be encouraged to provide links on their organizational web site to project resources.

Email Alerts

Email addresses available through the project mailing list will be used to send updates at project milestones. The jurisdictional partners may also share information through other communication networks as appropriate.

Media Outreach

The jurisdictional partners will proactively work with local media to describe the project, explain its timeline, highlight opportunities for involvement, discuss relevant issues and frame intended outcomes. Articles, event listings, and public notices will be submitted to community newspapers and newsletters and other media outlets as appropriate.

Presentations

Presentations will be a primary avenue for communications with stakeholders, the public, and the appointed and elected decision-making bodies of jurisdictional partners. Open houses featuring project presentation will be held, and meetings will be scheduled to present the draft master plan to elected or appointed bodies.

Public Events

To share information and request public feedback, the project team will hold an open house at two master plan milestones. Participants will have an opportunity to ask questions and offer comments on project proposals and ideas.

Outreach events associated with the trail alignment alternative and draft master plan milestones will open with presentations on current master plan outcomes and findings at the time of the milestone. The two events will also include a facilitated question and answer session, followed by participant interaction in an “open house” setting. The meetings will include a comment form/online survey to capture public feedback. The project team will also capture public comments at the events.

Meeting Materials

A meeting announcement will be sent in advance of the two outreach events to all property owners within the trail study corridor and to other interested parties that have requested notification or that have been identified by the jurisdictional partners. The following materials will be produced in conjunction with each round of outreach events:

- One project informational postcard, one newsletter article, one Metro newsfeed release, one power point presentation and one public web-based survey.
- Project website content.
- One set of large format informational displays.
- Posters distributed to local businesses and organizations in the project area.

Displays, visual renderings, illustrations

Display boards, PowerPoint presentations, sketches, renderings, illustrations or still photographs may be used to describe potential trail alignments and other master plan findings and recommendation at outreach events.

PROJECT SCHEDULE

Public engagement will be ongoing throughout the entire master plan process. The detailed project schedule is included in *Attachment A - Committee Roles and Responsibilities*.

MEASUREMENT and EVALUATION

A summary of all public involvement activities and outcomes will be compiled at the conclusion of the master plan. The summary will include individual public event records, stakeholder interviews, public comments, survey responses and also describe how public and stakeholder input helped shape the master plan.

Successful communication will be evidenced by a clear understanding of the project alternatives and timeline and participation in opportunities for engagement and the decision-making process. This will be measured by the following:

- The overall attendance and the number of documented direct contacts made with community members at outreach events, and the number of “hits” on the project website.
- The number of community members submitting comments on the master plan through outreach event surveys, the project website, and by other means; and/or requesting follow-up information.
- The outreach participants that indicate that the master plan outreach program was effective based on outreach event surveys, the project website, and from other input.
- An assessment of the degree to which targeted audiences and populations were engaged in project development.
- The level and type (i.e., positive or negative) of media interest in the project.

PIP AMENDMENTS

PIP amendments may be necessary as master plan findings, outcomes and recommendations emerge. Changes will primarily relate to the type, frequency, locations and targeted audiences for outreach events and activities.

Attachments

- A. Committee Roles and Responsibilities
- B. Hispanic Community Outreach Background

COUNCIL CREEK REGIONAL TRAIL MASTER PLAN

Hispanic Community Outreach Background

The Council Creek Regional Trail is located at the western edge of the Portland metropolitan region to serve as a primary transportation and recreational facility for bicycle and pedestrian travel. The Project study area includes four (4) cities and portions of unincorporated Washington County. The study area extends from the City of Hillsboro Regional Center at the existing western terminus of the region's MAX light rail system, through the City of Cornelius, City of Forest Grove and unincorporated Washington County to the City of Banks, a distance of approximately fifteen (15) miles.

Between 2000 and 2010, the population of the cities and counties in the study area has grown at a faster rate than the state average of 12% (Table 1). The smallest jurisdiction in the study area, Banks, has grown by nearly 40% and the City of Hillsboro has seen an overall population increase of 30.5%. Much of this growth is attributed to a large increase in the Hispanic population in the area.

Table 1. Total Population Change from 2000 to 2010

| Location | 2000 Population | 2010 Population | % Change |
|----------------------|-----------------|-----------------|----------|
| City of Banks | 1,286 | 1,777 | 38.2% |
| City of Cornelius | 9,652 | 11,869 | 23.0% |
| City of Forest Grove | 17,708 | 21,083 | 19.1% |
| City of Hillsboro | 70,186 | 91,611 | 30.5% |
| Washington County | 445,342 | 529,710 | 18.9% |
| Oregon | 3,831,074 | 3,899,353 | 12.0% |

Source: U.S. Census Bureau

Oregon's Hispanic population grew by nearly 64% from 2000-2010, and continues to grow (Table 2). The City of Banks had an increase of 150% while the other cities in the study area saw their Hispanic population increase by over 50%. More than 80 percent of Hispanics in Oregon are of Mexican ancestry. Washington County is the metro area's most racially diverse area, with people of color accounting for three of 10 residents (The Oregonian, 2011).

Table 2. Hispanic Population Growth from 2000 to 2010

| Location | 2000 Population | 2010 Population | % Change |
|----------------------|-----------------|-----------------|----------|
| City of Banks | 49 | 124 | 153.1% |
| City of Cornelius | 3,609 | 5,948 | 64.8% |
| City of Forest Grove | 3,065 | 4,874 | 59.0% |
| City of Hillsboro | 13,262 | 20,726 | 56.3% |
| Washington County | 49,735 | 83,270 | 67.4% |
| Oregon | 275,314 | 450,062 | 63.5% |

Source: U.S. Census Bureau

The City of Cornelius has the most diverse population with over 50% of its population being Hispanic. Over 20% of the population in City of Forest Grove and Hillsboro are also Hispanic. Table 3 demonstrates the Hispanic population as a percentage to the total population in each city, county and state.

Table 3. Percent of Population that is Hispanic

| Location | Total Population | Hispanic or Latino(of any race) | % Hispanic |
|----------------------|------------------|---------------------------------|------------|
| City of Banks | 1,777 | 124 | 7.0% |
| City of Cornelius | 11,869 | 5,948 | 50.1% |
| City of Forest Grove | 21,083 | 4,874 | 23.1% |
| City of Hillsboro | 91,611 | 20,726 | 22.6% |
| Washington County | 529,710 | 83,270 | 15.7% |
| Oregon | 3,831,074 | 450,062 | 11.5% |

Source: U.S. Census Bureau

The Council Creek Trail Master Plan will seek feedback from interested and affected parties, diverse communities and environmental justice populations. Strategies for outreach to the area’s Hispanic populations include posting open house announcements and communications in Spanish to the following sources:

- Adelante Mujeres
- El Hispanic News
- Centro Cultural de Washington County
- Hillsboro Futsal
- Local churches and schools with large Hispanic populations
- Hillsboro Arts & Culture Council

Community events are excellent locations in which to engage the community and there are various located throughout the study area. Farmers markets are popular in Washington County and have high rates of attendance from community members. The follow table lists the farmers markets in the study area. Local athletic events, such as soccer games, are also venues in which large numbers of the community attend, pose as potential venues for outreach.

Table 4. Farmers Markets in the Area

| Name | Location | Time | Day / Week | Duration |
|--------------|---|---------------------|------------|-------------------|
| Forest Grove | Main Street between Pacific and 21st avenues | 4 p.m. to 8 p.m. | Wednesday | May 15 - Oct 30 |
| Banks | 41905 N.W. Arbor Park Loop | 3 p.m. to 7 p.m. | Friday | June 7 - Sept. 27 |
| Cornelius | 220 N. Adair St. (Walmart parking lot) | 11 a.m. to 3 p.m. | Sunday | May - August |
| Hillsboro | Downtown Hillsboro (between 1st and 3rd Ave.) | 9 a.m. to 1:30 p.m. | Saturday | May 4 - Oct 26 |

| | | | | |
|-----------|--|----------------------|-----------|------------------|
| Hillsboro | MAX Orenco Station | 10 a.m. to 2 p.m. | Sunday | May 5 - Oct 27 |
| Hillsboro | Tanasbourne (NW Cornell Rd. and Stucki Ave.) | 4 p.m. to 7:30 p.m. | Wednesday | June 5 - Aug 28 |
| Hillsboro | Tuality Hospital (Baseline and 8th Ave.) | 11 a.m. to 1:30 p.m. | Thursday | July 11 - Aug 22 |

Adelante Mujeres, a non-profit in Forest Grove that works to educate and empower low-income Latina women, recently completed a “Photovoice” project with Oregon Walks titled “Walking: para vida, familia, y comunidad”. In the project, more than twenty women from Adelante Mujeres’ English class took photos and shared their stories to demonstrate why walking matters and what is needed to make their communities safer and more walkable. Working with Adelante Mujeres will ensure there is participation, input and engagement from the Hispanic community on the Council Creek trail project.

Metro also offers the ‘¡Vámonos!’ project which encompasses a bilingual mapping project to help people in Cornelius, Forest Grove and Hillsboro learn about great places to walk and bike in their communities. The maps are free to the public and highlight points of interest, history, commerce and transit stops as well as highlight parks, trails and natural areas.