

River Road Corridor Study Public Involvement Plan



December 17, 2018

I. Overview

The River Road Santa Clara Neighborhood Plan is charting a vision for the future of the two neighborhoods. A key goal of the Plan is to improve River Road, the major street that runs from Santa Clara, through River Road, and connects the neighborhoods to central Eugene. As one of the major transportation routes in the Eugene area, River Road is important to neighborhood residents, the Eugene-Springfield community, and regional travelers. In addition it was identified as a key corridor through Envision Eugene, the community's long-range vision.

The Neighborhood Plan draft vision includes **“thriving, vibrant and active mixed neighborhood centers along the River Road corridor”** and **“a transportation system that is safe, accessible, affordable, environmentally responsible and transitions to zero carbon.”***

As a next step to implement the vision, the Corridor Study integrates **how people get around, where they shop and live, what they do, and how the corridor looks and feels.** The Study will help implement the community vision by developing physical plans, economic models, and ways to improve transit connections to better serve people in the area. Community members, the City of Eugene and Lane Transit District are exploring ideas through design workshops, financial studies, and transit evaluations to prioritize investment and produce an updated land use code.

In 2019-2020, the major public involvement steps in the study process are:

1. Corridor Physical and Economic Assessment (February 2019)

The team will study land use, transportation, economic, housing, and natural resource conditions along the corridor to identify opportunities for compatible development and investment in public resources and amenities. Results will be shared at the Neighborhood Plan Public Event #3 in early 2019.

2. Corridor Workshop #1: Concept Creation (February 2019)

Community members will be invited to join in a workshop to create a range of concepts, exploring land uses, densities, connectivity, transit service, access to open space, and other factors. These concepts will explore different methods of supporting the policies that come out of the Neighborhood Plan. The project team will then evaluate concepts against three major qualities:

Livability - Neighborhood compatibility and a range of housing, business, and recreation opportunities for everyone.

Economics - Financial feasibility and how public investments can have the greatest impact.

Ridership - Transit service options to existing and new destinations and how that impacts ridership.

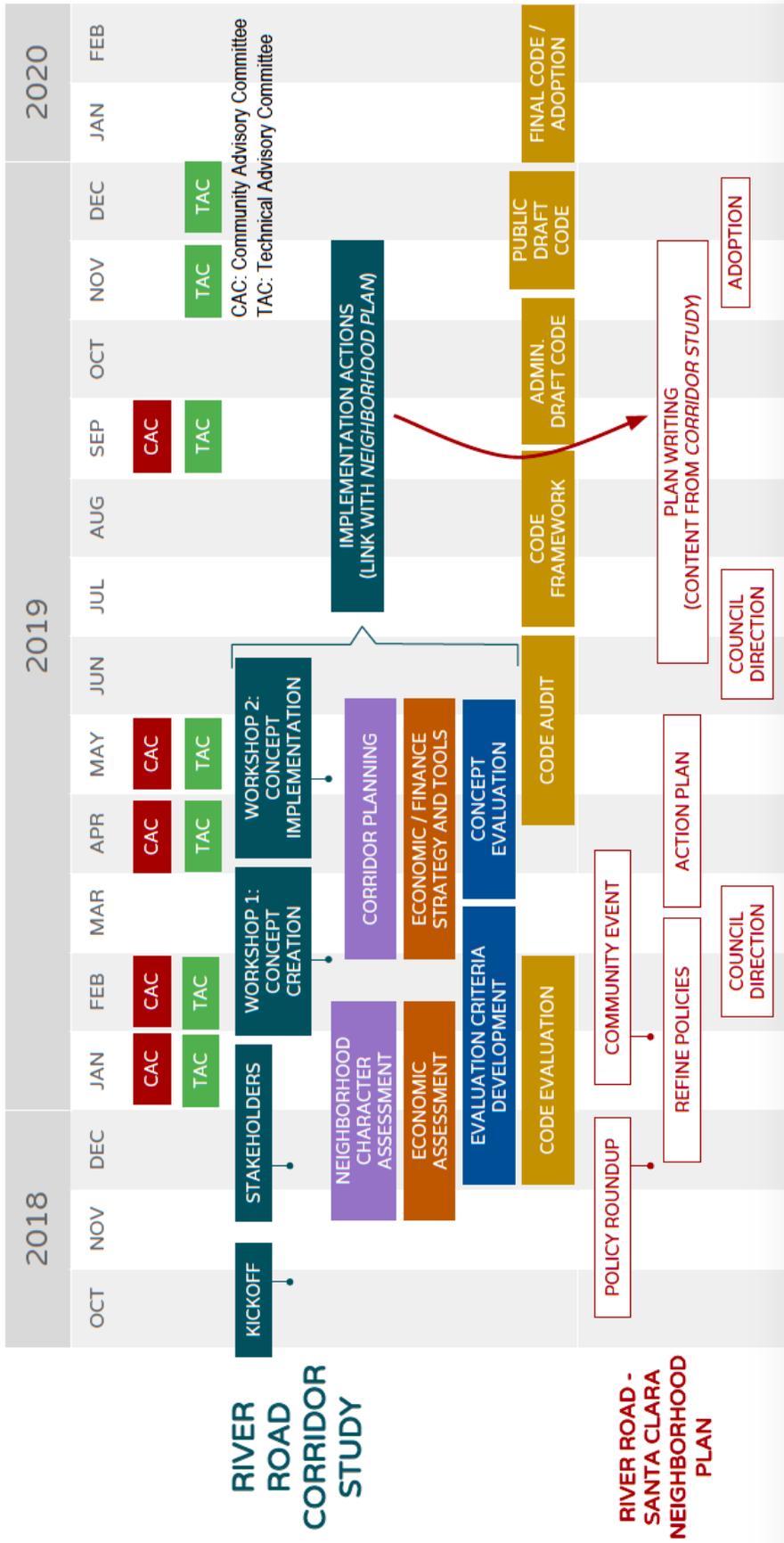
3. Corridor Workshop #2: Concept Implementation (Late Spring 2019)

Community members will again be invited to participate to help refine a preferred concept and develop the implementation strategies to make it a reality

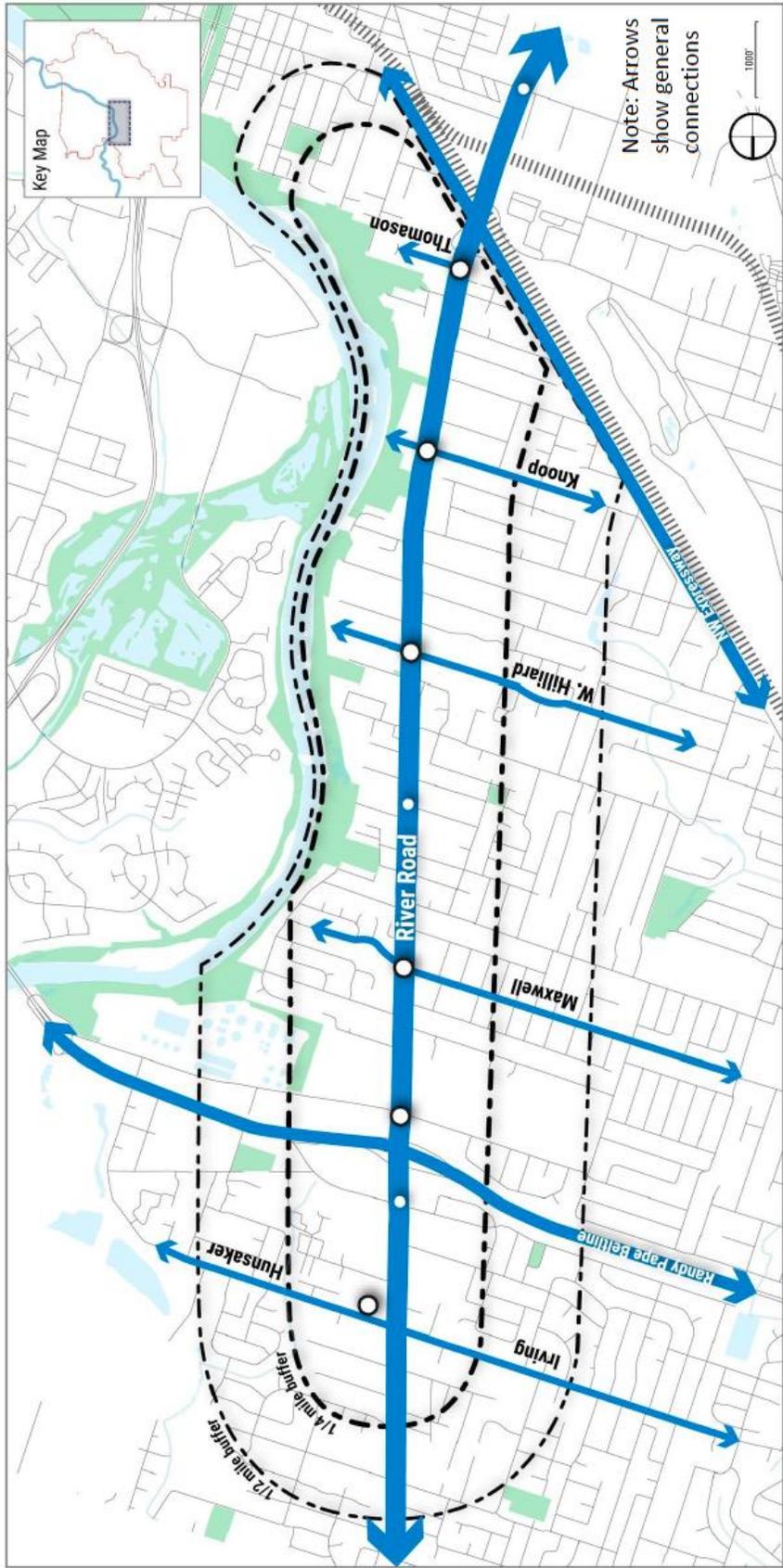
4. Neighborhood Plan and Corridor Study Implementation (2020)

The project team will work with decision-makers to refine the preferred concept, prioritize investment, identify development opportunities, and update the land use code around the corridor and potential corridor centers.

PROJECT TIMELINE



PROJECT STUDY AREA



II. Goals and Process

1. River Road Santa Clara Neighborhood Plan Draft Goals

The current Neighborhood Planning process provides the context, goals, and framework for the River Road Corridor Study. The following Neighborhood Plan draft goals relate to the River Road Corridor:

- Ensure that future housing addresses the needs of the community.
- Promote connected and efficient multi-modal transportation options that support economic opportunities, environmental stewardship and social equity within River Road and Santa Clara.
- Promote safe, accessible and efficient transportation for all.
- Support development that is well designed and economically, socially and environmentally sustainable.
- Ensure that future housing addresses the needs of our community.
- Promote land use and development that protects and enhances neighborhood character.

2. Public Involvement Goals for the Corridor Study

The goal of this Public Involvement Plan is to help the River Road and Santa Clara communities understand the goals, scope, and outcomes of this project, as well as the places where they will engage with the technical team to make key decisions.

1. The City of Eugene [Values and Principles for Public Participation](#) will guide the project:

Values for Public Engagement:

- Careful Planning and Preparation
- Inclusion and Demographic Diversity
- Collaboration and Shared Purpose
- Transparency and Trust
- Impact and Action
- Sustained Engagement and Participatory Culture

Principles for Interacting and Engaging with the Community:

- People do not want to be studied
- Listen to people's stories
- Use established community networks
- Spend time building relationships
- Recognize diversity within various communities
- Learn about the community you want to involve. Do not operate from preconceived notions.
- Demonstrate results from public involvement

The International Association of Public Participation (IAP2)'s spectrum of public participation, Figure 1, shows varying levels of engagement based on the level of public impact. Because the level of public impact of the Plan is high, the public and stakeholders will be engaged at the "inform", "consult", "involve", and "collaborate" levels.

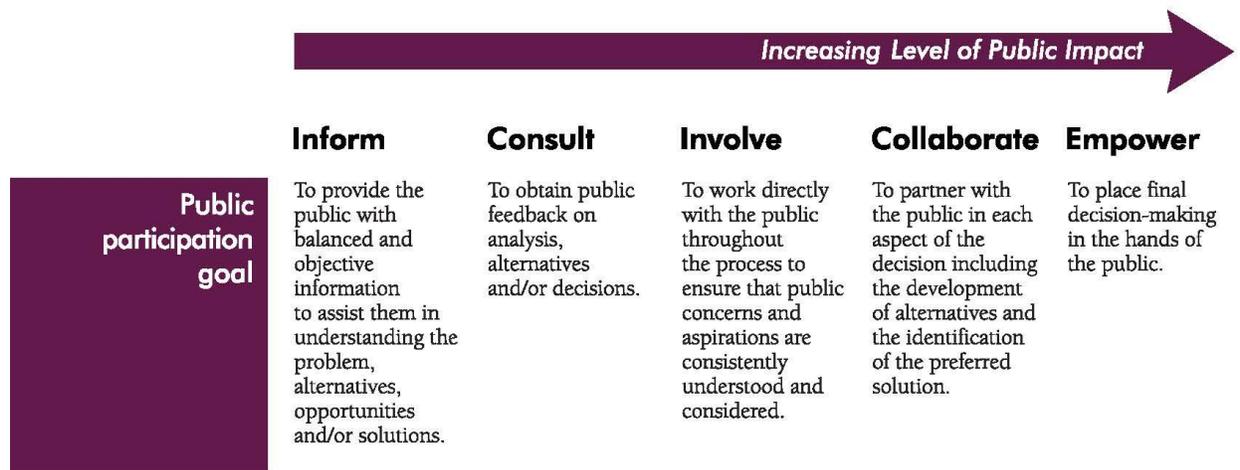


Figure 1. IAP2 Spectrum of Public Participation (source: www.iap2.org)

3. Decision Making

In all public communications, it is important to be clear who is making decisions for the project and how public input will be considered and incorporated. Prior to each major decision point, the project management team will communicate with stakeholders about:

- Who will make the decisions
- How stakeholders can influence the decisions
- When stakeholders will have opportunities to participate
- How stakeholder input will be considered
- Who will respond to public comments

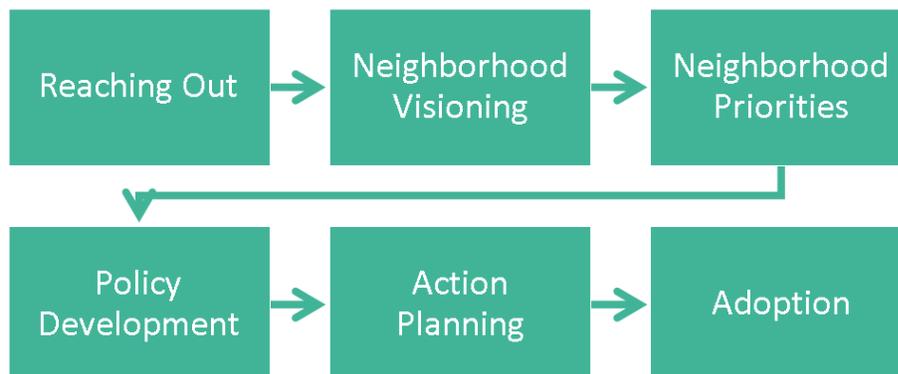
Empower: Eugene City Council (elected to decide) and Planning Commission (appointed by elected to review and recommend)

Collaborate: RRSC Neighborhood Plan CAC (appointed to recommend)

Involve: TAC, RCCO, SCCO (selected to advise)

Consult: Public (welcomed and encouraged to give opinion)

The chart below shows the overall Neighborhood Planning process that provides a framework for the Corridor Study.



Groups with key roles in the project include:

RRSC Neighborhood Plan Community Advisory Committee (CAC)

- Represents varied voices of the two communities; reviews and considers full breadth of public input.
- Advises Project Management Team and Technical Advisory Committee.
- Works with City staff and Technical Advisory Committee to give input to the Corridor Study products and outcomes.
- Makes a final community recommendation that can be forwarded to the Planning Commissions.
- For a draft schedule of CAC check-ins, see Appendix.

Technical Advisory Committee (TAC)

- Is composed of City and partner agency staff and serves as advisory body to the Project Management Team and the Community Advisory Committee.
- TAC participants represent their own project or departmental interests and communicate how the Corridor Study fits within the broader City/County context.
- Includes staff working on other projects related to the RR Corridor.
- Provides technical support to the project and conducts analysis, when appropriate, to assist the PMT in reaching a policy-oriented conclusion.
- Vets ideas, policies, or potential capital projects for feasibility in balance with budgets and other City/County priorities.

Project Management Team (PMT)

- Small core staff team tasked with making day-to-day decisions in a timely manner. The PMT is comprised of city and county planning staff. This team will carry out the work plan.

River Road and Santa Clara Community Organizations

- During key decision points in the project, the organizations will be consulted and help get the word out about public meetings.
- The organizations will also keep the project connected to current projects, actions, and community-lead advocacy efforts.

4. Equity Approach

The RRSC Neighborhood Plan conducted extensive outreach and the outcomes of this work inform the basis of the Corridor Study. During key decision points when the Study consults with the general public, the team will conduct direct outreach to under-represented communities to gather a range of opinions.

Using the official Title 6 language: *“The project team will conduct active outreach to achieve full and fair participation by under-represented populations including youth, communities of color, and individuals with low-incomes, limited English proficiency or disabilities.”*

Many small businesses in the area are owned by individuals who are minorities and/or low-income. They have not been well represented in past planning, primarily because small business owners and operators work long days and cannot attend meetings. In addition, these businesses are often not members of the Eugene Chamber of Commerce so their voices lack representation through an organization. To actively involve businesses, the project will need individual visits to businesses to involve them in the Plan.

5. Coordination with other Public Agency Projects

The Project Management Team will connect with public agency projects happening in the same timeframe led by other agencies for discussion of process overlap, contacts, and coordination. Other projects can include a staff member on the Technical Advisory Committee to ensure that everyone is working together.

Existing projects identified to date include:

- River Road Santa Clara Neighborhood Plan

- Current Development Applications in the project area
- City of Eugene Hunsaker/River Road/Irving intersection improvements
- ODOT Beltline Improvements: OR569 River Road to Coburg Road
- Beltline interchange improvements
- Lane Transit District:
 - Moving Ahead
 - Santa Clara Community Transit Center
 - Transit Tomorrow
- Lane County Public Works: Hunsaker-Beaver Corridor Design – (includes bike path)

6. Public Involvement Documentation

The project management team will prepare a public involvement update at the end of each key milestone, as well as a summary at the end of the project that includes outcomes of the public involvement activities, along with comments and public contacts collected throughout the life of the project.

7. Project Stakeholders

The River Road Santa Clara Neighborhood Plan has conducted pro-active outreach to a diverse array of stakeholders. The outcomes of this outreach provide the basis for the Corridor Study. At a few key points in the process, the Study will reach out to the general public. At these points, materials will be easy to understand with clear methods for input. The Project will reach out to under-represented populations by collaborating with organizations, businesses, and agencies that have built trust and communication networks. Input methods must meet the needs of the under-served, including Spanish-translation.

Project stakeholders include area property owners, residents, renters, affordable housing interests, business owners and employees, farmers, organizations and advocacy groups, institutions, public agencies, local transportation interests (including bicycle, freight, pedestrians, commuters, mobility impaired, transit, recreational), media, and emergency service providers. The Corridor Study will rely on communication networks developed for the Neighborhood Plan, including the 1000+ Interested Parties list.

8. Project Materials

Basic materials to communicate the project goals and processes will include a 1-2 page summary and project area map, a public involvement plan, a webpage hosted by the City, and an email introduction via the Neighborhood Plan email list. The study will use the existing Neighborhood Plan masthead and design palate. At one to two key points in the decision process, outreach materials will be translated into Spanish. All meeting invitations will offer accommodations for people with disabilities. The Design workshop materials will be understandable to the key project leaders involved in the Neighborhood Plan.

9. Communications

Communications to the interested parties list will focus on timeframes when public input is important to the decision process. The following methods will be used by the project:

- Email Updates to the Neighborhood Plan list
- Social Media (Envision Eugene Facebook Page)
- City of Eugene Website
- Community Advisory Committee meetings (open to the public)
- Media (at key decision points)

- Public Comment and Response

The City will collect comments via email and the website and respond individually within 3 working days. Responsiveness is one of the best ways to build trust and accountability, and offers a chance to acknowledge what has been said and explain more detailed information to the interested person.

10. Direct Outreach

Direct outreach is a key component of how the project will involve businesses as well as Title VI and Environmental Justice communities. The project will pro-actively initiate outreach such as:

- **Display outreach** (otherwise known as “tabling”) at one to two key points in the decision process. Focus on community events frequented by people under-represented at public meetings.
- **Informal meetings** with businesses and leaders to discuss issues and share opinions.
- **Business outreach** to collect opinions at a key point in the decision process.

Appendix

Community Advisory Committee (CAC) Meeting Topics and Schedule

Stakeholder/CAC Interview

December 2018

Review corridor centers, identify preliminary opportunities and constrains, discuss Neighborhood Plan policies

CAC #1

January 2019

Review draft Neighborhood / Market Assessment

CAC #2

February 2019

Review draft Evaluation Criteria factors

CAC #3

February 2019

Participate and Review during Workshop #1: Concept Creation

CAC #4

April 2019

Review refined alternatives

CAC #5

May 2019

Participate and Review during Workshop #2: Concept Implementation

CAC #6

September 2019

Review progress draft Study and Code Framework