



## *Commercial-Vista Corridor Plan* *Connecting People and Places*

# Public Involvement Strategy

This document is intended to guide the public outreach for the Commercial-Vista Corridor Plan. 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 ensure that residents, property owners, businesses, and members of the community representing a variety of interests are provided opportunities to be involved. These activities are also designed to give the public adequate time to understand the issues and to participate either actively or anonymously. The plan calls for the formation of a Stakeholder Advisory Committee as well as a Technical Advisory Committee. These committees are designed to allow for on-going 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. An analysis of the project area indicates that people age 65 and older make up approximately 18 percent of the residents who live within ¼ mile of the businesses and transit service along Commercial Street. This is a higher than average concentration of people age 65 and older which make up only 12.7 percent of the population in the Salem-Keizer area according to the SKATS Geographic Profile of Transportation Disadvantaged Populations (2012). This age group is more likely to use public transportation or to walk than the general public and are especially vulnerable as pedestrians, because they may have more physical limitations than other age groups.

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

- Targeted outreach to organizations and residents that represent the 65 and over population; providing project notification, updates and opportunities for input. In particular, this may include notice to residents of senior living facilities in the area or information posted at those locations.
- Providing the City of Salem's Non-Discrimination Title VI Statement on all printed materials available to the public.
- Providing contact information (in Spanish) for a Spanish-speaking point of contact on all project documents for Limited English Proficiency (LEP) populations.
- Distributing/collecting the voluntary Title VI statistical form at all public project meetings, workshops, and activities.

- Conducting all meetings at convenient times and locations; ensure that locations are accessible to people with disabilities.
- Recording all issues related to Title VI outreach and adjusting the strategy accordingly.

## **PUBLIC INVOLVEMENT STRATEGIES**

### **Ongoing Public Information**

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

**Tasks and Tools:**

- Designate public information contacts
- Develop a web page to include a project map, purpose statement, current status, list of contacts, opportunity to comment and draft reports, memos or other work products
- Provide periodic project updates via newsletters such as Salem Community Connection and emails to Neighborhood Associations and interested parties
- Maintain an Interested Parties List and use it to regularly update people on the list about upcoming public events, completion of major milestones or other significant project activities
- Provide Web-based public feedback tool (opportunity to comment)
- Provide notices of upcoming public events via the project webpage, interested parties list and media releases
- Maintain a project fact sheet and list of frequently asked questions

**Timing:** October 2014 through project completion

### **Project Announcements**

**Purpose:** To provide information about the project and upcoming events.

**Tasks and Tools:**

- Mailed announcements to area businesses
- City's project webpage
- Email announcements to Neighborhood Associations and interested parties list
- Twitter

**Timing:** Project Announcements will be timed to correspond with the Public Meetings and Events, Surveys and Public Hearings

## **Property and Business Owner Outreach**

**Purpose:** To understand and document project area issues, success stories, and opportunities from the property and business owners perspective. This is a particularly significant target audience for outreach efforts.

**Description:**

- Engage property and business owners to seek input on needs and desires for the area via activities described further in this Plan
- Discuss the Evaluation Criteria
- Obtain feedback on opportunities, constraints, and major findings of the transportation and land use and analysis
- Solicit feedback on conceptual design, land use ideas and recommended implementation strategies

**Timing:** Throughout the project

## **TAC Meetings**

A Technical Advisory Committee will be formed to work with the Consultant team to provide technical expertise regarding opportunities and constraints, concept feasibility, project costs, and related issues. The Technical Advisory Committee will consist of the Project Management Team as well as representatives from the City of Salem Engineering Division, Traffic Engineering Division, Environmental Services, Salem-Keizer Transit, and SKATS.

**Description:**

- Provide feedback on Existing and Forecast Conditions
- Provide input on Design Options And Tier 1 Screening
- Refine Facility Design Alternatives And Tier 2 Screening
- Review Draft Refinement Plan and provide input on any outstanding issues

**Timing:** The TAC is expected to meet 4 to 5 times throughout the course of the project.

## **SAC Meetings**

A Stakeholder Advisory Committee (SAC) will be formed from a diverse range of interests representing residents, property owners, project area businesses, bicycle, pedestrian, transit, and urban design interests. The committee will meet to review and provide input on the following:

- Existing Conditions (opportunities, constraints) and Project Goals
- Design concepts and Tier 1 Screening
- Refined Design Alternatives And Tier 2 Screening
- Draft Refinement Plan

Comments will be catalogued and meeting notes will be posted on the website. Business and property owners are expected to make up approximately half of the members of the SAC.

**Timing:** Three to four meetings will be held throughout the life of the project, starting in December.

## **Community Outreach Meetings**

**Purpose:** To provide project information to and an opportunity for feedback from key stakeholder groups, including the Citizens Traffic Advisory Commission, Neighborhood Associations and other interested groups.

**Description:**

- Project staff will visit Neighborhood Associations and other interested organizations at their own regularly scheduled meeting times and 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 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 project webpage.

**Timing:** Scheduled to coordinate with the Public Events

## **Public Events**

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

- Public Event #1: The purpose is to seek public input on existing conditions, deficiencies and needs, potential improvements, and Project Goals and Evaluation Criteria.
- Public Event #2: The purpose is to seek public input on design and land use options and Tier 1 screening assessment.
- Public Event #3: The purpose is to provide an opportunity for public input on the refined alternative land use and street improvement options for the Study Area.

The workshop materials and resulting comments will be catalogued and posted on the project webpage.

## **Adoption Process**

**Purpose:** To provide for public input during formal consideration of project recommendations.

**Description:** The preferred alternative will be presented to:

- TAC and SAC
- Neighborhood Associations
- City of Salem Planning Commission
- City Council for adoption

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