



TRANSIT MASTER PLAN

PUBLIC INVOLVEMENT PLAN

December 2015



INTRODUCTION

South Metro Area Regional Transit (SMART) is updating the Wilsonville Transit Master Plan (TMP). Public input by residents, businesses, and employees about ways to improve service and future priorities for resources is essential to understanding and meeting community needs for transit and other transportation options.

Public engagement efforts will be tailored to reach people in practical and convenient ways so that the updated plan reflects learning from the diverse spectrum of existing system users and potential users. Gaining input from employee break rooms, neighborhood and community gatherings, and through mobile electronic kiosks are examples of the project's active public involvement approach resulting in system improvements that best suit identified needs and opportunities.

The following values will guide the TMP's public involvement:

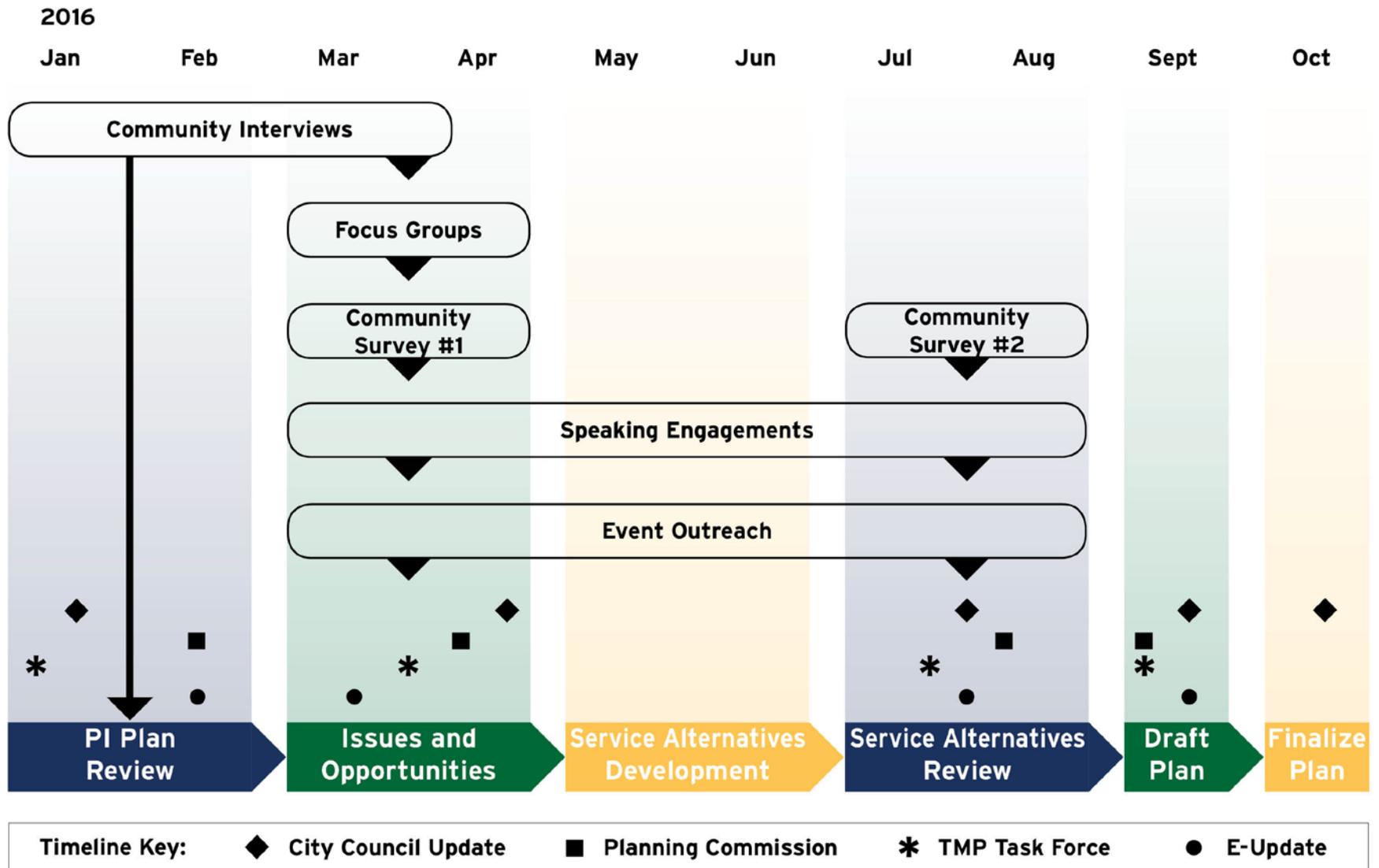
Realistic: be clear about the project constraints, objectives, and parameters

Inclusive: reach out to everyone, including those who don't use computers or face other barriers

Meaningful: provide timely information that is accurate and easily accessible

Transparent: make decisions public with key project materials available on the website and public City building

PUBLIC INVOLVEMENT PROCESS



KEY ELEMENTS OF PUBLIC INVOLVEMENT PLAN

- Consistent, reliable, accessible information and SMART contact person
- Thorough stakeholder analysis
- Vet Draft Public Involvement Plan with key stakeholders
- Representative stakeholder interviews from throughout Wilsonville
- Small issue-focused meetings, such as bicycle/pedestrian concerns
- Non-traditional outreach targeted to those with low-income, people with disabilities, young and elderly people
- E-updates to Interested Parties List
- Timely response to all submitted comments & questions
- Electronic kiosks with information and survey placed at high visibility locations
- Speaking engagements at civic organizations
- Updates to relevant committees and City Council
- Transit Master Plan website with comment and survey functions
- Media (print, radio, TV)

DECISIONS AND ROLES

The Wilsonville City Council is responsible for the adoption of the Transit Master Plan Update. The project will provide public briefings to Council during the engagement process and expects to offer the plan for adoption in autumn of 2016.

The Transit Master Plan Task Force is an advisory committee of residents, transit riders, businesses and community organizations who will serve as a sounding board during the public involvement and update process.

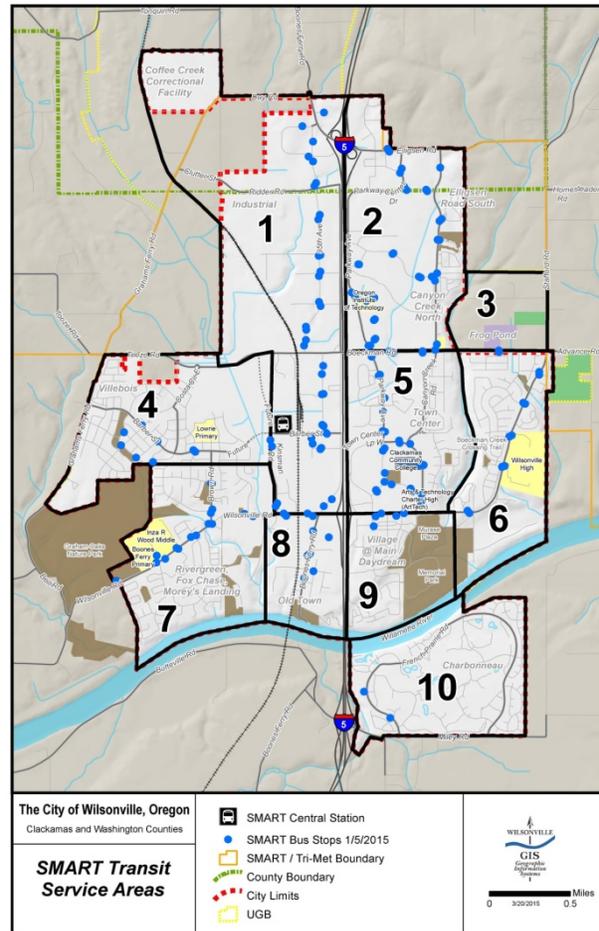
TARGETED COMMUNICATIONS STRATEGIES

Ten Identified Service Areas

Situated on I-5 between Portland and Salem, Wilsonville serves the area as a transportation hub and an important employment center. Large numbers of people commute to work in Wilsonville, and a large percentage of residents commute to other communities for their employment. SMART will tailor public involvement by neighborhood service areas, including residential, business and commercial zones, to optimize survey participation.

Actions:

- Conduct interviews to best understand methods to reach each of ten specific geographic service areas.
- Do outreach with display to explain the project and collect input at identified high volume venues such as shopping centers and community festivals.
- Place electronic kiosks to collect survey input at designated locations. Advertise locations in local media.
- Add contacts into Interested Parties List and send E-updates.
- Contact employers to engage them with the project, including potential communications with their workforce either through displays, electronic kiosks, and break room posters with surveys or email.
- Reach out to residents and property owners outside City but in planned growth areas.



Wilsonville Civic Leaders

Every community has leaders who connect with a variety of constituencies. Regularly updating those who serve on relevant Wilsonville committees, local service organizations, community non-profits, and business organizations is a good way to use social networks as conduits for accurate information and public input.

Actions:

- Network with Wilsonville organizations to place information in their newsletters and links to project website at major milestones.
- Arrange up to ten speaking engagements at civic committees and club meetings with the goals of sharing information, gathering input, and signing people up to receive future updates.
- Send e-Updates.

Title VI/ Environmental Justice (EJ) Populations

The goal of this outreach is to ensure that the impacts and benefits of the Wilsonville Transit Master Plan are equitably experienced regardless of race, national origin, gender, disabilities, English language proficiency or being low-income. Materials will be made available in appropriately accessible formats, direct outreach in Spanish will happen at specific, identified locations, and times of day and locations will be a consideration in effectively seeking all community viewpoints.

Actions:

- Network with organizations that serve Title VI/EJ populations to learn best opportunities to reach constituents, including outreach at events and schools.
- Arrange display outreach at faith-based venues serving Latinos.
- Arrange survey input opportunities at low-income service providers and identified shopping venues.
- Incorporate Title VI/EJ perspectives in Focus Groups.

Workshop and Issue-Based Focused Groups

SMART serves multiple constituencies with a variety of transportation needs. The project will organize discussions with specific types of users about the aspects most relevant to them to gain user insights on specific topics for the master plan.

Actions:

- Conduct a large community workshop with 30-50 community representatives to provide the necessary understanding of transit planning for well-informed decision-making and a community supportive Transit Master Plan for Wilsonville.
- Organize, recruit, and facilitate two meetings that include perspectives from bicycle and pedestrian users, people with disabilities, Title VI populations, youth and businesses.

Media

Media reaches the most people with information, yet it is not a way to gather input. The project will use media to inform the Wilsonville community about the project, and about specific opportunities to give input prior to key decisions and project milestones.

Actions:

- Release Media Advisories at key times with project information, including how to participate, to The Wilsonville Spokesman and the Boones Ferry Messenger.
- Schedule radio interviews.
- Reach out to Spanish-speaking media outlets.
- Build media outlets into the Interested Parties List and send e-updates.

PROJECT COMMUNICATIONS MATERIALS & TOOLS

- Project masthead
- Project description
- Process timeline
- Public Involvement & Communications Plan
- Service area map
- SMART contact name and number, business cards
- Website
- E-updates
- Electronic surveys
- Mobile kiosks
- Display boards, break room posters
- Leaflets for door-door outreach in some areas