



Oregon City Transportation System Plan Update Public Outreach

City of Oregon City
Public Works
625 Center Street
Oregon City, Oregon 97045

Outreach of the Transportation System Plan (TSP) Update Project

The plan extends to the submittal of a Legislative Planning application

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Introduction

Oregon City has been hard at work improving streets, sidewalks and trails. Now it is time to reevaluate our transportation system to identify and prioritize future projects. The Transportation System Plan (TSP) provides a long term guide to City transportation investments and incorporates the vision of the community into an equitable and efficient transportation system.

The City's current plan was adopted in 2001 and will be updated to reflect new state and regional TSP requirements, completion of transportation projects, added Urban Growth Boundary areas, Urban Reserves, population growth, the adoption of the 2004 Oregon City Comprehensive Plan, and policy direction provided by the Metro 2035 Regional Transportation Plan (RTP).

Citizen involvement is crucial to the TSP Update. The opportunity for the public to voice opportunities to strengthen our transportation system results in a successful project. This document highlights the major public involvement strategies to be employed in the Transportation System Plan Update.

A. How has the Public been involved in the TSP Update?

1. Advisory Committees

Stakeholder Advisory Team

The Stakeholder Advisory Team (SAT) serves as the voice of the community and the caretaker of the goals and objectives of the Updated TSP. The SAT assisted with the development of goals and objectives of the TSP and the creation of evaluation criteria to evaluate future projects. The SAT provided direction to staff and reviewed all documents associated with the TSP over email and at meetings. Invitations to join the committee were sent to the Transportation Advisory Committee, Parks and Recreation Advisory Committee, Historic Review Board, Natural Resource Committee, Planning Commission, Clackamas Community College, Main Street Oregon City, Chamber of Commerce, private development interests, Oregon City School District, Citizen Involvement Council and Clackamas County Planning Organizations, freight organizations, and local businesses. Invitations were also posted on the project website for the public. All SAT meetings were advertised and open to the public.

SAT Meeting #1: March 6, 2012

SAT Meeting #2: June 14, 2012

SAT Meeting #3: August 30, 2012

SAT Meeting #4: September 20, 2012

Technical Advisory Team (TAT)

The Technical Advisory Team (TAT) provided technical guidance and coordination throughout the Project. The TAT addressed and resolved technical and jurisdictional issues in order to produce a timely and complete Updated TSP. The TAT provided direction to staff and reviewed all documents associated with the TSP over email and at meetings. Invitations to the TAT were extended to Clackamas County Development and Transportation, Metro, ODOT, City of Gladstone, Oregon City Planning, Oregon City Development, Oregon City Public Works, Oregon City Community Services, Department of Land Conservation and Development (DLCD), Clackamas County Fire District #1, TriMet, and freight organizations. All TAT meetings were advertised and open to the public.

TAT Meeting #1: April 5, 2012
TAT Meeting #2: June 14, 2012
TAT Meeting #3: September 20, 2012

2. Committee Updates

Overview:

To ensure that the City Commission, Planning Commission, Historic Review Board and Natural Resource Committee members are fully informed about the TSP process, multiple presentations were made at regularly scheduled public hearings for these bodies.

Target Audience:

City Commission, Planning Commission, Historic Review Board and Natural Resource Committee

Implementation/Schedule:

Presentations and project updates were provided throughout the duration of the project.

3. Community Meetings – Open Houses

Overview:

To ensure that the public is provided multiple opportunities to learn about the project and interact with the project team, four Community Meetings were/are to be held. Email notices were sent to all city groups, SAT, TAT, CIC, Neighborhood Associations, churches and media groups. In addition, notices were posted on the City website, project website, Twitter, Facebook and signs were posted at all city facilities, online blogs, and at coffee shops, grocery stores, and other businesses around town.

Target Audience:

All stakeholders including residents, employees, property and business owners in Oregon City and adjacent communities.

Implementation/Schedule:

Community Meeting #1 - February 27, 2012

Community Meeting #2 - June 18, 2012

Community Meeting #3 - October 2, 2012

Community Meeting #4 – March 7, 2013

4. Outreach via other Organizations

Overview:

Presence at community events and collaboration with other organizations provides project exposure and directs a wide range of citizens to the project website.

Target Audience:

The general public, community groups

Implementation/Schedule:

A short presentation or a poster with a comment box was present at as many community meetings as possible. Examples of events include:

- Presentation at the Park Place Neighborhood Association Meeting
- Citizen Involvement Council

- Poster at Oregon City engAGE in Community Conversation
- EngAGE in Community Expo 2012
- Poster at the Landslide Preparedness Community Meeting
- Poster at the Earthquake & Emergency Preparedness Community Meeting
- Oregon City Hilltop Farmers Market
- ODOT Project Open House – Main Street Businesses
- ODOT Project Open House – Public
- Main Street Oregon City “Downtown Update” email to 400 to 500 email addresses.
- Trail News – An article has been published in each Trail News paper that has been released since the project began over a year ago.

B. How did the City get the word out about the TSP Update?

1. Utility Bills

Overview:

A flyer was placed in utility bills three times to inform utility customers of the Transportation System Plan Update project and direct them to the website.

Target Audience:

Oregon City utility customers

Implementation/Schedule:

More than 10,000 notices were provided to the Utility Billing Department for dispersal in the May 2012, October 2012, and February 2012 bills.

2. Mailed Postcards

Overview:

A postcard was mailed to all property owners within the urban growth boundary and within Oregon City limits informing citizens of the Transportation System Plan and providing the first work session and hearing dates for both the Planning Commission and the City Commission.

Target Audience:

Oregon City property owners and property owners in adjacent communities within the urban growth boundary.

Implementation/Schedule:

More than 10,500 postcards were mailed on February 15, 2013.

3. Project Poster

Overview:

A poster describing the project and directing the public how to comment on the project was created. The single-sided poster was printed on 8.5”x11” and larger poster sizes and posted at:

- City facilities

- On the project website
- Public meetings
- Public spaces such as parks, transit stations, etc.

Target Audience:

Oregon City residents, businesses and property owners.

Implementation/Schedule:

The poster was distributed throughout the project.

4. Website

Overview:

The Transportation System Plan (TSP) website (www.OCTransportationPlan.org) served as the primary public source of information about the project. All project documents as well as opportunities to comment are available on the website so that the public is continually involved in the process. The website features an interactive map to allow the public to post and view comments. A link to the project website is provided on the City's homepage. A rotating feature on the homepage of the City's website (www.orcity.org) will also direct the public to the project website.

Target Audience:

The general public

Implementation/Schedule:

The website has been available throughout the duration of the project.

5. Project Website Note Cards

Overview:

Note cards were created to provide a brief description of the project and a link to the Transportation System Plan (TSP) website (www.OCTransportationPlan.org). The cards were placed at City offices and at community events.

Target Audience:

The general public

Implementation/Schedule:

The cards were used throughout the duration of the project.

6. Social Media – Facebook and Twitter

Overview:

The City of Oregon City has both a Facebook and a Twitter account. Posts were added to each social media site directing the public to the TSP project website.

Target Audience:

Oregon City Facebook and Twitter followers

Implementation/Schedule:

Project information was posted throughout the project and before each of the project meetings.

7. Earned media

Overview:

John Lewis was interviewed on the radio regarding the Transportation System Plan in June 2012.

Target Audience:

Radio audience.