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Public Involvement and Communications Plan Oregon City Molalla Avenue Phase 3: (Beavercreek Road to Oregon Highway 213)

Prepared for

City of Oregon City Public Works
Oregon City, OR

Prepared by

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Introduction

This Public Involvement and Communications Plan will guide stakeholder and public involvement during the Molalla Avenue Phase 3, Beaver Creek Road to OR 213 project. This plan reflects improvements from the City of Oregon City Molalla Avenue Boulevard Plan and commitments from the City's Metro Regional Flexible Funds Allocation Grant, to coordinate and execute outreach activities designed to inform area stakeholders about project design, construction activities, and possible closures and traffic impacts. OBEC is designing roadway improvements on Molalla Avenue from Beaver Creek Road to OR 213 for a total length of 4,400 feet.

Project Description and Project Area Map

Molalla Avenue from Beaver Creek Road to Oregon Highway 213 is a key corridor for all travel modes connecting the Oregon City Downtown and Regional Center with Clackamas Community College and Clackamas County Red Soils Campus, as well as connecting the residential areas on the west side to the commercial areas on the north and east sides.

Design begins Fall 2018 and construction will begin Spring 2020.

When construction begins in 2020, the majority of the project sidewalk work will occur on the west side of Molalla Avenue, with some work occurring on the east side. The travel lanes and bike lanes will be constructed in stages while maintaining access to businesses and residential properties.

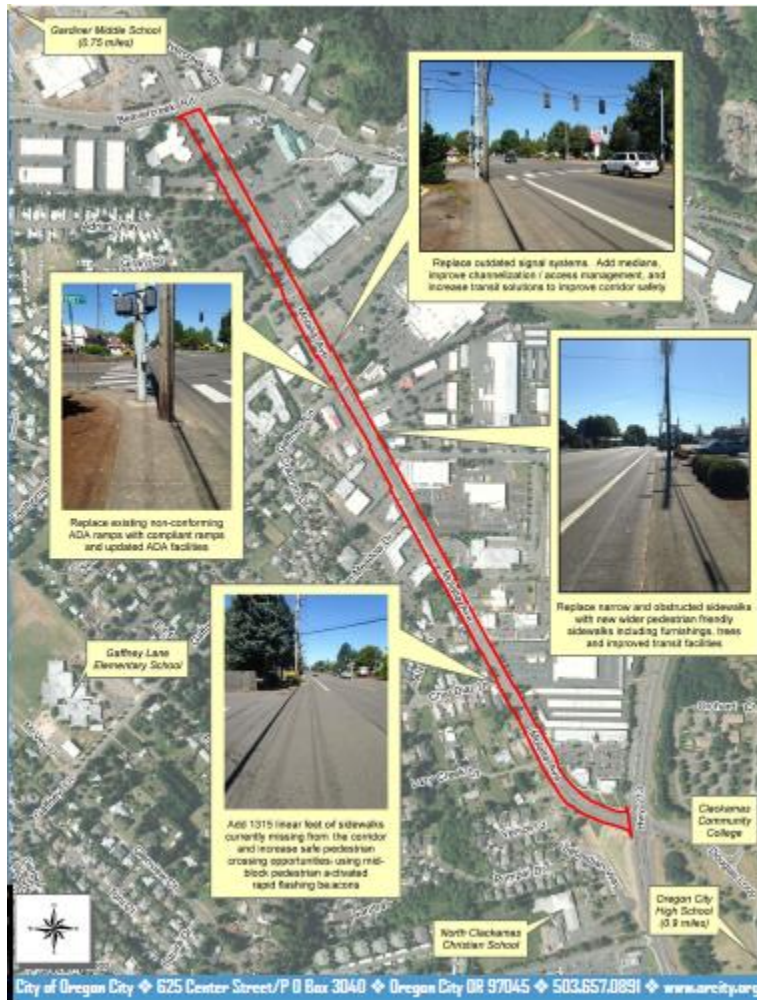
Streetscape improvements on Molalla Avenue from Beaver Creek Road to Oregon Highway 213 for this project will include the following:

- New pavement along Molalla Avenue between Beaver Creek Road to Oregon Highway 213.
- The west side of corridor will include ten foot wide sidewalks, with pedestrian-level LED street lighting and street trees located within tree wells in the furniture zone.
- Both sides of the corridor will include replacing existing curb ramps and upgrading them with Americans with Disabilities Act (ADA) compliant curb ramps and continuous bike lanes.
- Streetscape amenities such as trash receptacles, benches, and other transit stop amenities.
- TriMet transit stop amenities at key bus stop locations.
- Evaluation of TriMet transit stop locations, to provide a safer/more user-friendly corridor.
- Increase safer pedestrian crossings by adding enhanced pedestrian actuated crosswalks in three key locations on Molalla Avenue at Adrian Way, Char Diaz Drive, and Garden Meadow Drive.

- Full replacement of two outdated existing traffic signals with new traffic signals at Clairmont Way and Gaffney Lane.
- Evaluate the need for a potential new traffic signal at Fir Street.
- Access management to better establish safer access to businesses that includes changing access to existing driveways and construction of raised center medians with landscaping where appropriate.
- New welcome/gateway feature at the south end of the corridor.
- Minor sanitary sewer and storm drainage line repairs.
- A new 24" water transmission line will be installed as part of this project to provide transmission pipe capacity for future water demand periods and to avoid having to construct this at a later time in the same project area.
- Stormwater system improvements.
- Relocation of overhead power and telecommunications that currently impact safe use of the sidewalk.

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Project Area Map



Public Involvement & Communications Purpose and Goals

The purpose of the public involvement and communications plan is to share information with stakeholders and travelers who use Molalla Avenue, businesses and residents within the project vicinity, and the broader public. The project's public involvement and communications goals are to:

- Communicate complete, accurate, understandable and timely information to the public throughout the project about its purpose, need, benefits and construction impacts.
- Inform potentially affected and/or interested individuals, businesses, jurisdictions and organizations and provide opportunities for feedback.

Audiences.

The public involvement and communications process will include public outreach to the following impacted stakeholders, businesses, residents and organizations in the project area:

This list is not all inclusive of all stakeholders who will be on the master stakeholder list.

- Clackamas Fire District #1 Station 16
- U.S. Post Office
- Clackamas Community College campus
- North Clackamas Christian School
- Oregon City Day School
- Gaffney Lane Elementary School
- Hillendale Neighborhood Association
- Gaffney Lane Neighborhood Association
- Oregon City Chamber of Commerce
- Oregon City Business Alliance
- Residents/Area Mobile Home Parks
- Commuters/Visitors
- Local businesses
- Community members and stakeholders from previous phases of outreach
- Citizen Involvement Committee (CIC)
- Clackamas County Red Soils Campus offices
- Southridge Center
- Fred Meyer Center
- Property owners impacted by ROW and access management
- All properties along the corridor
- Oregon Trucking Association and local trucking companies within the project area

Key Messages

We will refine and update these messages as the project progresses:

General Project Messages

- The City of Oregon City has been working on the Molalla Avenue Boulevard Plan for many years and is excited to get started on safety improvements on the south segment, the City's third and final phase.
- The City of Oregon City will be making long-needed safety improvements to the west side of the Molalla Avenue corridor between Beavercreek Road and Oregon Highway 213.
- Due to limited funding, most improvements will be made to the west side of Molalla Avenue.
- There are locations on the east side of Molalla Avenue where no sidewalk improvements or repairs will be made because sidewalk repairs were made due to recent redevelopment.

- No new street lighting will be made on the east side, except at key locations such as transit stops.
- This project will make roadway improvements on the west side of Molalla Avenue between Beaver Creek Road and Highway 213.
- Molalla Avenue is a key corridor for all travel modes connecting the Oregon City Downtown and Regional Center with Clackamas Community College and Clackamas County Red Soils Campus.
- Molalla Avenue connects the residential areas on the west side to the commercial areas on the north and east sides.
- Currently, the corridor is uncomfortable, unwelcoming and unaccommodating for those walking, biking or accessing transit.
- The project will make streetscape improvements to provide a safer corridor for biking, walking, and transit.
- New ADA-compliant sidewalk curb ramps will be installed along the entire corridor.
- With some of the highest population and employment densities in Oregon City adjacent to the Molalla Avenue corridor, this project will encourage non-auto modes by creating a corridor that better accommodates all users.
- Molalla Avenue currently functions as a barrier to pedestrian, bicycle and transit users.
- A new 24" water transmission line will be installed as part of this project to provide transmission pipe capacity for future water demand periods and to avoid having to construct this at a later time in the same project area.
- The cross section of the roadway shall be (starting from the existing east curb line) bike lane, travel lane, center turn lane/median, travel lane, bike lane, curb and sidewalk.

Funding

- Due to limited funding, most improvements will be made to the west side of Molalla Avenue.
- This project is funded in part by Metro's Regional Flexible Funds Allocation program, these grant funds are awarded to projects that make walking, biking and access to transit easier in the Metro region. Oregon City received \$3.8 million in grant funding.
- The City of Oregon City provided a local match of \$4 million using Transportation System Development Charges and Pavement Maintenance Utility Fees.
- TriMet will contribute transit stop amenities at key locations along the corridor.

For Business Owners or Business Tenants

- We will be visiting businesses in the project area and will be mailing project information to let you know about the upcoming project along Molalla Avenue and we hope to meet you.
- We will drop by in Spring 2019 to keep you informed of business impacts during construction and learn about any special access or delivery needs, events, or other unique circumstances you may have.
- We will be scheduling a public open house to meet with the project team and answer any questions you may have.
- During construction, signage will help your customers navigate the area and access driveways safely. If you have questions or concerns, please contact us. We are here to work with you.

For Residential Property Owners or Residential Tenants

- We will be visiting residents and properties in the project area and will be mailing project information to let you know about the upcoming project along Molalla Avenue and we hope to meet you.
- We will drop by in Spring 2019 to keep you informed of how your property will be impacted during construction and learn about any special access or delivery needs, events, or other unique circumstances you may have.
- We will be scheduling small group meetings with you to meet with the project team and answer any questions you may have.

Project Team Member Roles, Responsibilities for Public Involvement

The following are the key project team members and their roles in the public involvement plan.

OBEC Consulting Engineers will design the improvements on Molalla Avenue. JLA Public involvement will lead the Public Involvement activities, will advise and track public involvement activities with support of the project team. The City of Oregon City and the consultant team will work together to coordinate and carry out outreach activities.

Team members	Overview of PI&C responsibilities
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Amy Jones, OBEC Consulting Engineers, Project Manager	Consultant Team Project Manager
Dayna Webb, City of Oregon City, Project Manager	City Project Manager
John Lewis, City of Oregon City, Public Works Director	Policy and political guidance
Kristin Brown (Primary) Lisa Oreskovich (Alternate), City of Oregon City	City Communications Coordinator
Aleta Froman-Goodrich, City of Oregon City	City Engineer
Hermanus Steyn, Kittelson	Traffic engineer
Fred Wismer, Kittelson	Traffic engineer
Dee Hidalgo, JLA Public Involvement Program Manager	Dee will oversee and implement the public involvement strategy and program – including public involvement, outreach and communications and creative services.
Adam Crafts, Murraysmith	Utility coordination
Mike Faha, Greenworks	Landscape and irrigation
Matt Crampton, Greenworks	Landscape and irrigation
Allison Pyrch, Hart Crowser	Geotechnical Engineer
Rezu Behzadpour, Hart Crowser	Hazmat
Seth Hemelstrand, UFS	Right of Way

Public Involvement Tools and Strategies

The following table includes informational tools and activities we will use throughout the project.

Tool/Activity	Description	PI Lead	Anticipated Schedule
Stakeholder Database	The City will use its internal stakeholder distribution list. JLA will update the stakeholder database as needed with the City, using postal codes or mailing addresses provided by the City.	Oregon City, with support from JLA as needed	Final list to be done by Feb.8; ready in time for first mailing and prior to first open house. <i>Note: stakeholder list will be updated as needed as contacts change, etc.</i>
Website	JLA will develop initial content for City website and up to four updates. The City will post the information to their website. The project website is the primary portal for public information. The site will include an overall project description, project updates, timeline, and contact information for project staff. https://www.orcity.org/publicworks/project/ci-18-04	JLA with coordination with the City	1st web update: First week of March or last week of February. (prior to 1 st in-person open house) Scheduled Open House #1 (post 30% design): March 20, 2019 2nd web update: First week of July (prior to 2 nd in-person open house) In-Person Open House #2 (post 60% design): July 29, 2019) 3rd web update: Design Complete
Social Media Plan	JLA will create a social media plan and the City will post on their social media platforms; JLA will create the content to be used on the City's existing Facebook and Twitter pages.	JLA	Spring 2019 At 30% design milestone

Tool/Activity	Description	PI Lead	Anticipated Schedule
Email Subscription List	Guide City on how often to share information with the email subscription list for the project.	City, with JLA support	Prior to open houses (tied into same dates as website updates)
Project Newsletters (3)	<p>JLA will draft and design up to two 11x17 project newsletters/mailers and one 8.5x11 mailer to invite the general public to two open houses and communicating the final design/next steps for construction.</p> <p>The City will print and mail the newsletters and email their internal stakeholder email distribution lists.</p>	JLA	<p>#1 – Before Open House #1 -- after 30% design (to be coordinated with UFS's outreach work) Finalize Newsletter/Mailer by Feb. 22, 2019</p> <p>#2 – Before Open House #2 – after 60% design – Finalize Newsletter/Mailer by June 1, 2019</p> <p>#3 --Preconstruction January 2020</p>
Neighbor Letters (3)	JLA will draft and design up to three letters to adjacent neighbors for the purposes of additional personal introduction to the project, knowledge of field activities, and invitation to small group discussions related to geography/land use. First letter will be distributed to impacted properties (15 properties) prior to any field work or other activities during design occur.	JLA	<p>1st Letter to be sent to impacted properties by end of Jan. 2019;</p> <p>2nd Letter to be sent to impacted properties end of Feb. 2019 (tie into the Open House)</p> <p>3rd Letter – TBD</p>
Community Survey	<p>JLA will develop and implement an online “Before Survey” and a “Post Construction Survey.”</p> <p>The City will print/mail/distribute the paper surveys.</p>	JLA	<p>“Before” Survey - January 2019</p> <p>Post Construction Survey – December 2020</p>

Tool/Activity	Description	PI Lead	Anticipated Schedule
Open Houses	<p>JLA will design and host two open houses focused on the general public. They will create a meeting plan, agenda, comment form, sign in sheets, and a meeting summary. The first public meeting will be coordinated with the “Before Survey.”</p> <p>The City will provide the meeting space, pay for any refreshments, and post public information materials after each meeting.</p> <p>OBEC will create landscape architectural graphics and project maps for use at in-person open houses.</p>	JLA	<p>Open House #1 post 30% design: March, 20, 2019 (JLA meeting plan done by February 14, 2019)</p> <p><i>Open house #1 meeting prep with project team: March 13, 2019</i></p> <p>Open House #2 post 60% design: July 29, 2019 (JLA meeting plan done by July 1, 2019)</p> <p><i>Open house #2 meeting prep with project team: July 22, 2019</i></p>

Tool/Activity	Description	PI Lead	Anticipated Schedule
Small Group Meetings	<p>JLA will design and host up to three small group meetings for immediately adjacent neighbors, business tenants, and property owners related to geography/land use. JLA will create a meeting plan, agenda, comment form, sign in sheets, and a meeting summary.</p> <p>The City will provide the meeting space, pay for any refreshments, and post public information materials after each meeting.</p> <p>OBEC will create landscape architectural graphics and project maps.</p>	JLA, with City Staff: Dayna	<p>1st scheduled group meeting for adjacent residential tenants and residential property owners (target date prior to first open house: March 7, 2019)</p> <p>2nd scheduled group meeting for business tenants: (target date: March 8, 2019)</p> <p>3rd scheduled group meeting for business managers/business property owners: March 9, 2019)</p>
Coordination with adjacent Neighborhood Associations	<p>Two Neighborhood Associations are directly adjacent to the project corridor: City staff will coordinate with and attend meetings as necessary.</p> <ul style="list-style-type: none"> Gaffney Lane: Meetings held the 2nd Thursday of odd months. Hillendale: Meetings held 1st Tuesday of January, April, July & October. 	City/Dayna	
Impacted Property Owner Outreach Meetings	JLA will coordinate with Universal Field Services for property owner outreach as it relates to impacted property owners (15 total); JLA will conduct one-on-one meetings with the City.	Confirm date	Once Impacted properties have been confirmed

Tool/Activity	Description	PI Lead	Anticipated Schedule
Oregon City Community Enhancement Grant Program	<p>JLA will identify a group to be the grant applicant and then draft the Community Enhancement Grant application on their behalf. JLA will write the final grant application and manage the grant after it is awarded.</p> <p>https://www.orcity.org/community/community-grant-programs</p> <p>Background: The Community Enhancement Grant Program (CEGP) receives funding from Metro, which operates the South Transfer Station located in Oregon City at the corner of Highway 213 and Washington Street. Metro, through an Intergovernmental Agreement with the City of Oregon City, compensates the City by distributing a \$1.00 per ton surcharge for all solid waste collected at the station to be used for enhancement projects throughout Oregon City.</p>	JLA, in coordination with the City	<p>January 18, 2019 -- Identify community group as applicant.</p> <p>Grant applications are open approximately April 15, 2019 and close on June 30, 2019.</p>
Correspondence and Phone Calls	The City will be the point of public contact on all communications materials and respond to community emails and phone inquiries.	Oregon City – Dayna Webb	Ongoing through Design and Construction
Fact Sheet	JLA will create Fact Sheet with contact information and process/schedule information.	JLA	Final, by Feb. 22 (will be slightly reformatted and updated from Newsletter file); to be used at public open houses and for public use.

Measuring and Monitoring Outreach Activities

The project team will evaluate the public involvement process on an ongoing basis to determine the effectiveness of the communications effort. We will modify the Public Involvement and Communications Plan as needed to expand successful techniques.

At key milestones, the PI team will meet to discuss and assess how well the program is meeting the public involvement goals listed earlier in this plan. While evaluation of these goals is necessarily subjective, the team will also consider the following more measurable objectives as the team assesses program effectiveness:

- Number of people receiving project information.
- Number of businesses with improved access.
- Number of trees planted, pedestrian street lighting fixtures or other beautification items gained.
- Amount of area cleaned or improved.
- Number of ADA improvements.
- Number of website hits or downloads occurring during a specific time period.
- Number of people who have signed up for the project mailing list/stakeholder database.
- Number of project comments received (phone, email, online).
- Number and tone of emails and phone calls received by staff about the project.