

Public and Stakeholder Engagement Plan

This plan describes proposed public and stakeholder involvement to support Bend's Transportation Plan - a major update of City's vision for its transportation system. Engagement for the Transportation Plan update will follow an inclusive, collaborative process to daylight issues early, confirm community vision, and develop a community-supported approach to improving and managing the transportation system.

Overview

Public outreach and engagement tasks for the plan will blend citywide engagement, neighborhood-focused outreach, online engagement, and traditional face-to-face meetings to provide a variety of entry points for participants. Citywide engagement will track with the project's three major milestones, while advisory committees and work groups will meet throughout the planning process to provide direction and feedback.

The project's three engagement milestones are:

1. Citywide projects
2. Neighborhood needs
3. Citywide priorities and funding plan

The fourth milestone, or phase, is the adoption process. Public process during adoption will follow City and MPO procedures.

Public and Stakeholder Involvement Goals

The City of Bend is committed to an approach that:

- Provides early and ongoing opportunities for stakeholders to raise issues and concerns to be considered through equitable and constructive two-way communication between the project team and the public.
- Encourages the participation of all stakeholders regardless of race, ethnicity, age, disability, income, or primary language by offering alternative accommodations (e.g. translation services, transportation).
- Promotes fair treatment of people from all racial, ethnic, or socioeconomic groups, and makes an effort to minimize disproportionate adverse consequences resulting from a program or policy.
- Ensures that input from members of the public is considered in the decision-making process and can influence the development of Bend's Transportation Plan.
- Meets requirements of the Americans with Disabilities Act (ADA), Title VI of the Civil Rights Act and Environmental Justice Executive Order 12898, as implemented by the City of Bend.

Decision Making

In all public communications, it is important to be clear on who is making decisions for the project and how public comments will be used. This section discusses decision-makers and their roles in the decision-making process.

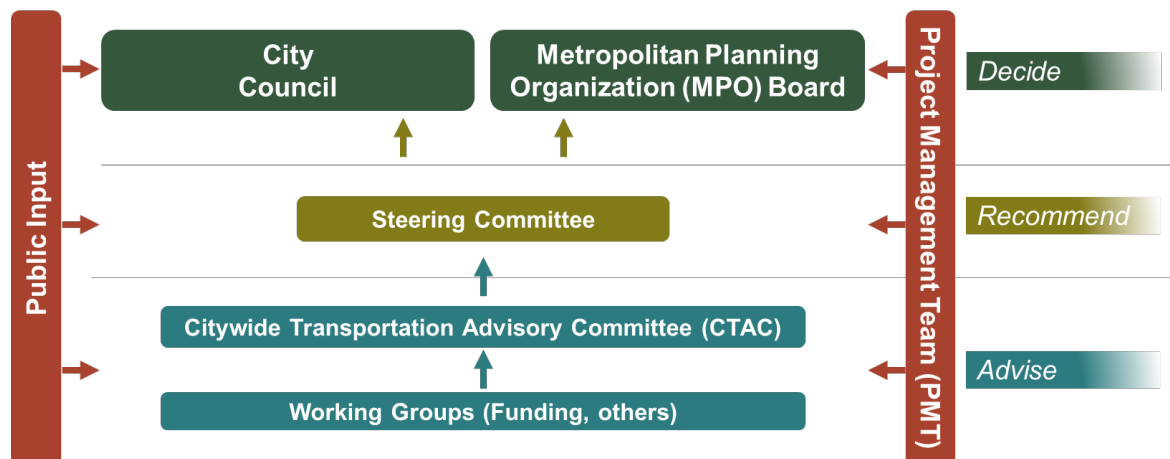


Figure 1. Decision Making Structure

Decide: Bend City Council and Bend MPO Policy Board

The Bend City Council and Bend Metropolitan Planning Organization (MPO) Policy Board will adopt Bend's Transportation Plan in its two forms: the Bend Transportation System Plan and the Metropolitan Transportation Plan.

Recommend: Steering Committee

The City Council and Bend MPO will be informed by recommendations from a Steering Committee. The Committee is comprised of the Bend City Council, one member of the Bend Planning Commission, one member of the Deschutes County Board of Commissioners, and a representative of the Oregon Department of Transportation (ODOT).

Advise: Citywide Transportation Advisory Committee

The Citywide Transportation Advisory Committee (CTAC), a 25-member advisory group appointed by the Bend City Council with two ex-officio members appointed by the MPO, will advise the Steering Committee. The funding working group, and any other working groups, will be informal working bodies without decision making authority. The working groups will inform the CTAC in their deliberations.

The Project Management Team (PMT), comprised of City staff and consultants, will provide staff recommendations and reports to each committee and decision-making body. The PMT will be informed by internal and external technical working groups and appointed advisory committees, including the Bend MPO Technical Advisory Committee. CTAC and the Steering Committee will consider public input in their decision-making processes.

Target Audiences

Audiences and stakeholders for this project include transportation interests, neighborhood and business interests, media, emergency service providers, and the traveling public.

Communications Guidance

The project team will use consistent messaging and language to describe the TSP update.

Key Messages

#1 The issue we're tackling

Bend is growing, and with that growth comes more people, more businesses, and in some areas, more traffic. Continuing to move people and goods around and through the City is critical to a healthy future for Bend.

- Bend is one of Oregon's fastest-growing cities, [with two or three families moving here](#) every day.
- Like many cities in the Northwest, Bend experiences significant transportation impacts from tourism.
- Where and how we grow—where we site businesses and homes—impacts how well our transportation system works.

As we grow, we put more demands on our transportation system.

- Traffic congestion can make commutes longer, impact businesses' ability to move goods to market, and increase pollution in our water and air.
- Transportation will be one of the largest public investments the City will make in the next 20 years.

#2 Approach: planning for the long-term

Great communities don't happen by accident. As a community, we have to plan for where and how we grow to ensure a better transportation system.

- Creating the community we want takes forethought and planning. Transportation is more than moving from one place to another; done right, it supports the people and companies who make their homes here.
- Communities can maintain roads and build new ones most efficiently when they follow a long-term plan that takes into account a growing population, the need for new housing and where businesses are located.
- Bend has a solid, community-supported plan for where and how development should happen. Now, we need a transportation plan to support it.
- Part of good planning is understanding the costs of improvements and coming up with a realistic plan for funding them, which families and businesses money over the long term.

#3 Solution: Bend's Transportation Plan

Bend's Transportation Plan is a blueprint for preserving the city we love by providing transportation options and a better transportation system.

- We plan for new roads, bus routes, sidewalks, trails and bike lanes in a number of different ways. We're bringing these planning efforts together into a resident-led process called Bend's Transportation Plan.
- Our process is inclusive, tapping residents, businesses, non-profits and local government for input and guidance about where and how to make transportation investments.
- We'll be making decisions about priorities for the federal, state and local funding we will spend on transportation improvements over the next 20 years. We will also identify shorter-term priorities with a specific plan for funding these projects.
- We know that the plan must:

- Address traffic congestion on major roads;
- Balance quality of life and the economy;
- Support housing for people of all incomes;
- Provide a full range of transportation options, including walking, biking and transit in addition to cars;
- Create a flexible system that works well as we grow.
- Manage and balance demand and efficiently use existing resources
- Include a realistic funding strategy

#4 Community Benefits

Bend's Transportation Plan will improve the quality of life for residents far into the future.

- Fewer unexpected delays. While we can't totally eliminate congestion, we can make the time it takes to get places more predictable.
- Safety. We will focus on investments that reduce crashes and injuries.
- Health. More people having the option of walking and biking can improve individual and community health.
- Environment. Increasing the numbers of people who walk, bike and take transit, or are able to drive fewer miles because of increased road connections (connectivity), reduces climate impact and improves air quality and water quality.
- Cost savings. Being able to drive fewer miles because of a more complete street system, improved transit service and safer bike and walking routes can help families and businesses spend less on transportation.
- Grow smarter. Our transportation investments support the areas where we want to grow, so Bend can keep up with the need for new housing (including affordable housing), businesses, parks and schools.

Project Description

Bend is growing, and with that growth comes more people who need to get to work, school, shopping, social events and recreation. As we grow, we need a transportation system that grows with us, helping people get where they need to go quickly and conveniently while making it easier and safer to drive, walk, bike and take transit. That's we're working with residents and stakeholders to create Bend's Transportation Plan, a blueprint for a transportation system that will provide more options for getting around while protecting the quality of life that makes Bend a great place. Bend's Transportation Plan will identify needed transportation projects and a strategy to fund them. Learn more at www.bendoregon.gov/city-projects/transportation-system-plan.com

Environmental Justice Outreach and Title VI Compliance

The project team conducted a review of area demographics to inform the development of outreach strategies to reach low-income, minority, and limited-English proficiency residents (Table 1). Although these groups represent a small portion of Bend's overall population, it is important to ensure these groups can participate fully and meaningfully in the planning process. The City will conduct targeted activities to reach low-income, minority, and limited-English proficiency groups and will make accommodations (e.g. translation services) to encourage their participation. To engage these communities, the project team will translate some materials at events into Spanish, and will provide translators at community events.

To supplement and enhance other outreach efforts, the City will consider contracting with community-based-organizations to conduct outreach during Phase 2: Identify Neighborhood Needs and Priorities, and Phase 3: Citywide Priorities and Funding Plan. The community-based

organizations will be selected by the City, but could include groups such as the Latino Community Association, the Council on Aging of Central Oregon, NeighborImpact, AbiliTree, or Central Oregon Veterans Outreach.

The PMT will prepare engagement materials in an ADA accessible format compliant with the City of Bend's accessibility guidelines.

Table 1. Bend Demographics¹

DEMOGRAPHIC CATEGORY	CITY OF BEND	OREGON
Total Population	84,416	3,939,233
Median Age	38	39
Population Under 18 Years	23%	22%
Population Over 65 Years	15.5%	15%
African American²	0.1%	2%
American Indian and Alaska Native	0.2%	1%
Asian American	1.5%	4%
Caucasian	96%	85%
Native Hawaiian and Other Pacific Islander	0.0%	0.4%
Two or More Races	1.2%	4%
Hispanic or Latino (Of Any Race)	5.4%	12%
Median Household Income	\$55,625	\$51,243
All People Living Below the Poverty Level in Last Year	12%	16.5%
Unemployment Rate³	4.0%	4.1%
Households with Food Stamp/Snap Benefits in Last Year	15%	19%
Speak a Language other than English at Home	7%	15%
Of Which, % That Are Fluent English Speakers	68%	60%
Of Which, % That Are Non-Fluent English Speakers	32%	40%

Age

Bend has a slightly younger population than Oregon as a whole. Nearly a quarter of the population is under 18 years of age, and the median age is 38. Bend's population over age 65 is consistent with Oregon as a whole.

¹ Source: U.S. Census Bureau (2018). 2012 – 2016 American Community Survey 5-Year Estimates (unless otherwise noted).

² Race alone not Hispanic or Latino

³ Source: U.S. Bureau of Labor Statistics (2018). 'Economy at a Glance' data for Bend, OR. Data extracted on February 27, 2018. https://www.bls.gov/eag/eag_or_bend_msa.htm#eag_or_bend_msa.f.p

Income

The median income in Bend is nearly 9% higher than the median income across Oregon. Bend also performs better than the Oregon average on several other economic indicators, including lower rates of unemployment and a smaller percentage of the population living below the poverty line. Residents in Bend are also less likely to receive food stamps or SNAP benefits.

Ethnic/Racial

Bend is less ethnically and racially diverse than Oregon as a whole. The City is nearly 96% Caucasian, with just over 5% of population identifying as Hispanic or Latino. The next largest ethnic group are Asian Americans, representing 1.5% of the population.

Limited English Proficiency

The percentage of Bend residents who speak a language other than English at home is only half of typical Oregon communities. Of the 7% who identify as speaking a language other than English at home, approximately 68% are fluent English speakers, with about a third identifying themselves as speaking English ‘less than well’.

Public Involvement Milestones and Schedule

Bend’s Transportation Plan will include three public involvement milestones as well as a project start-up phase and an adoption phase. CTAC, Steering Committee and general public outreach will be tied to each milestone. The tasks and milestones are detailed in Table 2 below.

Table 2. Public outreach phases and activities

	Project Startup Dec. 2017 – Feb. 2018	Milestone 1 March-Oct. 2018	Milestone 2 Nov.– Dec. 2018	Milestone 3 Jan.– Oct. 2019	Adoption Nov. 2019 – Feb. 2020
Citywide Transportation Advisory Committee (CTAC)	Committee Charge and Protocols	CTAC #1: Goals, vision CTAC #2: Confirm draft vision and goals; funding overview CTAC #3: Final action on vision and goals; citywide needs CTAC #4: Citywide scenarios and evaluation measures CTAC #5: Confirm citywide scenarios	CTAC #6: Neighborhood recommendations	CTAC #7: Combined transportation system CTAC #8: Draft near and long-term packages CTAC #9: Final near and long-term packages and funding CTAC #10: Draft TSP CTAC #11: Final TSP recommendation	Not applicable

	Project Startup Dec. 2017 – Feb. 2018	Milestone 1 March-Oct. 2018	Milestone 2 Nov.– Dec. 2018	Milestone 3 Jan.– Oct. 2019	Adoption Nov. 2019 – Feb. 2020
CTAC Funding Working Group (FWG)		FWG #1: Overview and introduction FWG #2: Funding strategies and tools FWG #3: Gaps and pros/cons of funding tools FWG #4: Narrow range of strategies	No meetings	FWG #5: Draft funding plan FWG #6: Final funding plan	Not applicable
Steering Committee	Committee Roles and Responsibilities	SC #1: Vision, goals SC #2: Funding assessment, needs, costs SC #3: Citywide scenarios, confirm vision and goals	SC #4: Confirm citywide framework	SC #5: Combined system and performance measures SC #6: Confirm priority packages SC #7: Approve TSP and MTP	Not applicable
Community-wide outreach	Website Communications messages and material	Open house and online open house (Vision, Needs, Values, Policies, Funding Information)	Neighborhood Outreach Online Outreach for Citywide Project Ideas Outreach through community-based organizations	Open house and online open house (Draft TSP, project lists and funding plan) Outreach through community-based organizations	Hearings

Project Startup and Ongoing Activities

Website

The City will maintain the project website to provide basic, reader-friendly information. CH2M will provide content for the website before each citywide event. The City will post CTAC and Steering Committee information to the website and City calendar.

Task	Responsibility	Schedule	Review
Create project website	City	February 2018	City
Draft website content for Milestone #1: Vision, Needs, Values, Policies, Funding)	CH2M	March-April 2018	City
Draft website content for Milestone #2: Citywide Project Ideas	CH2M	November-December 2018	City
Draft website content for Milestone #3: Review Draft TSP and Comment on Funding Plan	CH2M	July-August 2019	City

Communications, Public Information and Social Media Tasks

For clarity and consistency, project communications need to be understandable and relevant to a wide variety of stakeholders. To assist this effort, Brink held a communications workshop with City staff to develop four or five key project messages and supporting points.

As outcomes of this workshop, Brink will develop two project fact sheets and a social media calendar to inform City communications efforts. The City will prepare a complementary communications plan. The City may request additional communications products during the project (currently contingency tasks).

Task	Responsibility	Schedule	Review
Fact sheets (2)	Brink	As needed	City
Social media calendar	Brink	March 3	City
Two-page message guide	Brink	Within 2 weeks after workshop	City

Speakers Bureau

City staff will provide presentations at the request of neighborhood, business and civic organizations. The project team will develop a slide deck and update it throughout the project to ensure that presentations are consistent. City staff will prepare summaries of discussion at meetings to inform the development of the plan.

Task	Responsibility	Schedule	Review
Create and update project presentation	City	At request of organizations	N/A
Meeting summaries	City	Within 2 weeks of meeting	N/A

Interested Parties Lists

The City has created an interested parties list to track contact information for people who would like to receive project information and updates. A link to sign up for notifications is available on the City’s website.

Task	Responsibility	Schedule
Create and update interested parties list	City	Ongoing

Citywide Transportation Advisory Committee (CTAC)

The City has formed a 27-member committee to provide the foundation for public engagement and input into the TSP update. CTAC will have a subcommittee working group focused on funding. It may form other working groups. CTAC will meet 11 times during the process. CH2M will facilitate meetings. The City will prepare meeting summaries. Materials responsibilities are detailed below. Meeting topics are shown in Table 2 above.

Task	Responsibility	Schedule	Review
Schedule CTAC meetings (date, location, notice)	City	Minimum: 4-6 weeks prior to meeting. City should strive for an initial 6-month calendar	N/A
CTAC agenda	CH2M	Draft: 4 weeks prior to meeting Final: 2 weeks prior to meeting	City
CTAC presentation materials, read-aheads and handouts	Consultant team or City	Where possible: Draft: 4 weeks prior to meeting Final: 2 weeks prior to meeting	City
CTAC summaries	City	2 weeks after meeting. Sooner when needed for a Steering Committee packet	N/A

CTAC Funding Working Group

CTAC may form working groups as needed to address specific topics. The CTAC Funding Working Group will be comprised of City staff and CTAC members and will provide input to CTAC and the PMT as the funding plan is developed. The CTAC Funding Working Group will meet six times and will follow CTAC protocols. Meeting topics are shown in Table 2.

Task	Responsibility	Schedule	Review
Schedule meetings (date, location, notice)	City	Minimum: 4-6 weeks prior to meeting. City will strive for an initial 6-month calendar	N/A
Funding Working Group agenda	APG	Draft: 4 weeks prior to meeting Final: 2 weeks prior to meeting	City
Presentation materials, read-aheads and handouts	APG, EcoNW or City	Where possible: Draft: 4 weeks prior to meeting Final: 2 weeks prior to meeting	City
Funding Working Group summaries	City	2 weeks after meeting	N/A

Steering Committee (SC)

The steering committee will meet every 3 or 4 months to weigh in on project direction, approve working recommendations and develop ownership of the outcomes. APG will facilitate steering committee meetings. Consultant team members or the City will prepare materials in advance of the meetings. The City will develop meeting summaries. Meeting topics are shown in Table 2.

Task	Responsibility	Schedule	Review
Schedule SC meetings (date, location, notice)	City	4-6 weeks prior to meeting	N/A
SC agenda	APG	Draft: 4 weeks prior to meeting Final: 2 weeks prior to meeting	City
SC presentation materials, read-aheads and handouts	Consultant team or City	Where possible: Draft: 2 weeks prior to meeting Final: 1 week prior to meeting	City
SC summaries	City	2 weeks after meeting	N/A

Milestone 1: Citywide Projects and MTP Update

The first project milestone focuses on defining citywide project needs, particularly improvements to regional transportation facilities. These decisions about regional and citywide facilities will enable future discussions of neighborhood-level projects.

Community Event #1

The first community event will be an open house in May 2018 to review the vision, goals and policies; share transportation needs and the funding assessment; and gather input about the citywide framework. The in-person event will be paired with an online open house.

Task	Responsibility	Schedule	Review
Locate and reserve meeting location	City	March 2018	N/A
Draft open house plan	CH2M	March 2018	City
Draft materials	CH2M	April 2018	City
Draft and finalize post cards	CH2M	April 2018	City
Draft and finalize email blasts	Brink	April 2018	City
Print and online surveys	CH2M	2 weeks prior to open house	City
Feedback summary	CH2M	2 weeks from Open House, or close of online survey/event	City

Milestone 2: Neighborhood Needs

The second project milestone focuses on identifying neighborhood needs and priorities. Fewer committee meetings will take place, but outreach to environmental justice communities will intensify. After neighborhood outreach is completed, the project team will conduct an online open house to share the project priorities from each neighborhood and gather input on which factors should be used to prioritize projects for inclusion in a citywide package.

Neighborhood Workshops

The City will host workshops, each focused on a grouping of neighborhoods. Each workshop will be structured with a presentation of citywide needs and breakout activities to develop neighborhood-level project ideas and priorities. If more information is needed, the City may loop back with neighborhood groups to confirm neighborhood-specific ideas. Four workshops will be focused on groups of neighborhood associations, called areas. A fifth workshop will focus on downtown/central area-specific issues.

The four neighborhood-focused groupings are:

Area 1:

- Awbrey Butte
- River West
- Summit West

Area 2:

- Boyd Acres
- Orchard District
- Mountain View

Area 3:

- Larkspur
- Old Farm District
- Southeast Bend

Area 4:

- Southwest
- Century West
- Southern Crossing
- Old Bend

Task	Responsibility	Schedule	Review
Meet with neighborhood leaders to share plan and ask for help in recruiting participants	City	Fall 2018	CH2M
Reserve meeting rooms and confirm dates	City	August 2018	CH2M/KAI
Develop meeting plans	CH2M	August 2018	City
Draft invitations	CH2M	October 2018	CH2M
Prepare meeting materials (presentations, maps)	KAI	October 2018	City
Meeting summaries	CH2M	December 2018	City

Environmental Justice Outreach

The Project Team and City will work with community-based organizations (CBOs), offering support and potentially providing stipends to gather input on needs and priorities. The City will lead coordination with community groups, who will head up data gathering efforts. The CBOs will translate materials and responses, and report back to the City.

Task	Responsibility	Schedule	Review
Identify and contact Community Based Organizations (CBO)	City	Fall 2018	CH2M
Develop CBO Contracts and Stipends	City	Fall 2018	
Draft materials/surveys for CBO to distribute	City with CBO input	November 2018	CH2M
Translate materials	CBOs	November-December 2018	City
Share feedback/response summaries	CBOs	December 2018	City

Online Open House

The Project Team will develop an online open house to gather input on neighborhood and citywide priorities. The online open house will be an opportunity for residents from throughout the city to review input from neighborhood-specific workshops and provide input on priorities.

Task	Responsibility	Schedule	Review
Online open house plan	CH2M	October 2019	City
Draft and final online open house materials	CH2M	November 2019	City
E-blast	CH2M	2 weeks in advance	City
Summary	CH2M	2 weeks from close of online survey	City

Milestone 3: Citywide Priorities and Funding Plan

During Milestone 3, the City will determine Citywide priorities and a funding plan. The City will work with the CBOs from Phase 2 to engage community members in prioritizing projects that are most important to them. The City will help to draft surveys or questions for the CBOs to use when soliciting community feedback. The CBOs will translate materials and responses as needed.

At the end of the process, the wider community will review and comment on the draft TSP via an in-person or online open house for engagement milestone #3.

Community Event #3

The third community event will be an open house to review the draft plan and short and long-term priorities. The in-person event will be paired with an online open house.

Task	Responsibility	Schedule	Review
Locate and reserve meeting location	City	2-3 months in advance of meeting	N/A
Draft open house plan	CH2M	8 weeks in advance of meeting	City
Draft materials	CH2M	1 month prior to meeting	City
Draft and finalize post cards	CH2M	1 month prior to meeting	City
Draft and finalize email blasts	Brink	3 weeks prior to meeting	City
Print and online comment forms	CH2M	2 weeks in advance	City
Feedback summary	CH2M	2 weeks after close of online open house	City

Environmental Justice Outreach

The Project Team will work with community-based organizations (CBOs), providing stipends to gather input on needs and priorities. The City will lead coordination with community groups, who will head up data gathering efforts. The CBOs will translate materials and responses, and report back to the City.

Task	Responsibility	Schedule	Review
Identify and contact Community Based Organizations	City	TBD	CH2M
Develop CBO Contracts and Stipends	City	TBD	
Draft materials/surveys for CBO to distribute	City with CBO input	TBD	CH2M
Translate materials	CBOs	TBD	City
Share feedback/response summaries	CBOs	TBD	City