Public Involvement and Communication Plan

ODOT US20: Empire – Greenwood (3rd Street, Bend)

Bend, Oregon

March 15, 2019
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Appendix A. Stakeholder List
1 Purpose of the Public Involvement and Communications Plan

This document outlines public involvement (PI), communications, and outreach approaches for the Oregon Department of Transportation’s (ODOT) US 20: Empire – Greenwood (3rd Street, Bend) project. Since the community involvement work is ongoing, this plan is a “living document” that will be updated as additional stakeholders are identified, new issues arise, and project designs change. This document serves as a reference for understanding project benefits, potential issues, messages, and outreach tools. This Public Involvement and Communications Plan (PICP) complies with ODOT’s Project Delivery Public Involvement Resource Guide, and reflects six key steps to effective public involvement:

1. Identify stakeholders and their key issues/concerns
2. Establish public involvement objectives
3. Determine levels of public involvement
4. Select public involvement activities
5. Implement the plan
6. Evaluate and incorporate

2 Project Background

2.1 Project Area

US 20, also known in Bend as 3rd Street, between Empire Avenue and Greenwood Avenue is a primary arterial running through the City of Bend, transporting cars, trucks, bicyclists, and pedestrians to vital areas of the city and beyond. It is also a critical part of the State’s transportation system and a major east-west freight corridor between Oregon and Idaho.

The project area, for which improvements are being designed, is broken up into two segments, identified as the north segment and the south segment. The north segment extends from Mervin Sampels Road west on US 20 to Robal Road, and east on Empire Avenue to Boyd Acres Road. This segment consists of a variety of businesses on US 20, with several residential communities east and west of the highway. Businesses in this area are primarily auto and storage, along with fast food restaurants and the Cascade Village Shopping Center further north in Boyd Acres Road.

The south segment extends from Mervin Sampels Road south on 3rd Street to Greenwood Avenue then east on US 20 to 15th Street. This segment consists of many restaurants, retailers, hotels, and grocery stores.
2.2 Related Projects Past and Present

Several other ODOT planning and design projects are underway near this project area in Bend. Below are those closest to or most relevant to this project:

**US 20 at 8th Street**

In 2015, ODOT replaced aging signals and poles, reconstructed the corners, upgraded pedestrian ramps, restriped cross walks, corrected drainage problems, and repaved the intersection of US 20 (Greenwood Avenue) and 8th Street. This project also constructed fiber communications cable that will connect into fiber improvements for the US 20: Empire – Greenwood project.

**US 20 at Cooley Road**

ODOT is working with the City of Bend and a private developer to design and construct a roundabout at the intersection of US 20 and Cooley Road, particularly to accommodate increased traffic from the planned Fred Meyer development located adjacent to US 20 between Robal Road and Cooley Road. Other improvements will include repaving of US 20 between the City of Tumalo and Robal Road and additional safety improvements including installation of medians and sidewalks. As this project takes place just west of this project area, consideration of its design and coordination of construction activities will be important.

**US 20 at Tumalo**

Currently in design, this project will develop and implement solutions to address the safety and congestion problems at the intersection of US 20 and Cook Avenue/O.B. Riley Road in Tumalo. ODOT has already implemented some short-term solutions to improve safety and congestion in this area. However, it is now considering three long-term concepts, created through involvement with stakeholders including the Federal Highway Administration, Deschutes County, emergency service providers, freight industry, and property and business owners in the Tumalo area. Future work will include vigorous public outreach anticipated in spring 2019 and will lead towards a preferred solution that will be taken to a 30-percent design (Design Acceptance milestone).

**US 97 Bend Parkway Plan**

ODOT and the City of Bend are working on a planning study to develop a vision for the future of the Bend Parkway, which runs parallel to and crosses over US 20 in Bend. Now in Phase 2, this planning study analyzes the existing transportation infrastructure deficiencies, identifies long-term issues associated with continual growth of population and traffic, identifies solutions to key problems, evaluates and prioritizes solutions, and develops an implementation plan supported by the City of Bend. The results of the plan will be incorporated into the Bend Metropolitan Planning Organization’s (BMPO) Metropolitan Transportation Plan in 2019.
City of Bend Projects
The City of Bend is also working on several projects in the area that will be referenced and coordinated with during design. These include:

- **South 3rd Street Sidewalk Improvements project**: Includes sidewalk infill, ADA improvements, and crossing improvements on 3rd Street south of Greenwood between Wilson Avenue and Powers Road.

- **NE 6th Street Neighborhood Greenway Project**: Includes new signage, pavement markings, and speed bumps on NE 6th Street between Butler Market Road and Greenwood Avenue.

- **Street Preservation Projects**:
  - NE 4th Street north and south of Greenwood
  - NE Greenwood west of 3rd Street
  - NE Kearney Ave east of 3rd Street

Bend Parks & Recreation Juniper Park Accessibility Improvements
Includes accessibility improvements to parking areas, restroom facilities, paths and trails and play areas.

3 Key Stakeholders and Their Issues

3.1 Key Stakeholders

**Businesses and Property Owners**
US 20 is primarily a business corridor. Property and businesses owners in this area will be important stakeholders to communicate with throughout the project. The Public Involvement team will closely communicate with business and property owners regarding construction impacts – the main purpose of public outreach – as well as gain input about potential access modifications.

**City of Bend/Bend City Council**
The project will need close coordination with Bend City Council and the City of Bend staff regarding developing designs for the project, as they are key stakeholders and partners in this project. The project team will present concept plans to the Council and seek councilors’ input on proposed improvements. It will also be important to coordinate with the City on scheduling and logistics relating to other infrastructure projects happening in the area. Coordination and information sharing with the City also offers opportunities to raise awareness about this project through the City’s ongoing communications with the Bend community.

**Organizations for People with Disabilities**
The project will upgrade and rebuild existing pedestrian facilities such as ADA curb ramps and push buttons, and construct new sidewalk and enhanced pedestrian crossings such as pedestrian refuge islands and Rectangular Rapid Flashing Beacons.
(RRFB). The project team will seek input from disability advocacy organizations about the types of facilities being designed. These organizations include Central Oregon Coalition for Access (COCA), the City of Bend Accessibility Advisory Committee (COBAAC), and High Desert Advocates.

Residents
The project team will need to notify those residents who live in the proximity of the corridor about potential transportation changes in the area. Residents may also seek to provide input on changes based on how they use the corridor – to get to work or visit businesses – whether they bike, walk, or drive.

Bend Park & Recreation District
Bend Park & Recreation District is designing a project to improve accessibility at Juniper Park, just southeast of the project area off Hawthorne Avenue. The US 20: Empire – Greenwood project will add crossing improvements at NE 6th Street and Greenwood to help improve access to Juniper Park in conjunction with this renovation. The project team will coordinate with Bend Park and Recreation District regarding design of this improvement and any potential construction impacts to the park.

Freight
Many freight vehicles use US 20 to deliver goods to businesses in Bend or to move through Bend to other destinations. The freight community will be engaged regarding issues such as truck clearance, access for deliveries, and temporary potential construction impacts to delivery routes.

Bike and Pedestrian Advocates
Bike and pedestrian advocacy groups such as Bend Bikes and the Deschutes County Bicycle and Pedestrian Advisory Committee will be interested in proposed bike and pedestrian improvements in this project. The project team will share designed improvements with these stakeholders and seek input on the types of facilities provided, in addition to sharing information about potential construction impacts.

Emergency Services and Police Department
The project team will work with Bend police, fire, and emergency services to make sure that design concepts are compatible with their needs to provide services to the community. As the project moves into construction, we will also engage law enforcement and emergency services on potential impacts to travel during construction activities.

Cascades East Transit (CET)
CET provides transit options throughout Central Oregon with daily bus routes through Bend as well as shuttles to Mt. Bachelor, Central Oregon Community College, and other nearby cities. The project team will coordinate with CET ensure that design concepts are compatible with its operations and to make sure that bus access is maintained during and after construction. The project team will need to have close coordination CET regarding temporary construction impacts to the CET transit center located on 4th Street and Hawthorne Avenue.
3.2 Issues and Concerns

Americans with Disabilities Act (ADA) Accessibility

Ensuring that facilities such as ADA curb ramps, push buttons at signals, sidewalks, etc., within the project corridor meet current ODOT standards is an important part of this project and an interest to many disabled people and advocacy groups in Bend. How, where, and why the project team makes design decisions that potentially impact this community will be clearly communicated with the public.

Access Management

From initial conversations with business and property owners on US 20, the project team knows that access is the main concern to those on the corridor. As access to some properties may change with proposed roadway designs, affected business and property owners will be engaged throughout the design process. The primary contact with property owners about access management issues will be through the team’s right of way staff. Also, in some instances, the property owner may prefer to be the main contact or liaison in leading businesses. The team must recognize the desires of property owners in this process.

Bike and Pedestrian Safety

This project will also improve bicycle and pedestrian safety – an issue of concern on this state highway located in an urban environment. Input from the public will be considered as the project team designs bicycle and pedestrian safety improvements.

Right of Way Impacts

Similar to access management, property owners may be concerned about potential acquisition of property, including construction easements, in order to construct the project. Only the ODOT right of way staff assigned to the project will communicate with property owners about any potential right of way impacts.

Construction Impacts

Any stakeholders who travel to or through this area of Bend will be interested in potential construction impacts and how they might affect their day-to-day life for the duration of the project. The project team will work to provide the most current information about possible construction impacts through media, website, and other communication tools.

Underserved Populations

Stakeholders that may be hard to reach – perhaps with language or low-income barriers – will be identified during the process and techniques will be employed to ensure that opportunities for input are available and accessible to them.

Coordination with Other Projects

At this time, there are several other ODOT and City transportation projects underway in Bend near the project area. For the sake of efficiency and accuracy, ODOT will communicate with project managers internally and at the City to ensure compatible
designs and schedules. Also, the project team will clearly identify each of the projects to the public to avoid confusion between projects as community members get information.

4 Project Objectives

The purpose of this project is to improve mobility, access, and safety for motorists, transit riders, pedestrians, and bicyclists, while upgrading, replacing, and rehabilitating aging infrastructure within the corridor.

Specifically, this project has several key objectives. These are:

- Preserve the asphalt pavement on 3rd Street.
- Remove barriers to make the corridor easier and safer to use for bicyclists, pedestrians, and people with disabilities.
- Upgrade all ADA curb ramps and signals to current ODOT requirements.
- Construct new ADA curb ramps where missing.
- Replace aging traffic control signals including mast arms, poles, lights, controllers, and detection devices.
- Construct an Intelligent Transportation System (ITS) infrastructure to improve traffic efficiency and safety.
- Perform a transportation system and traffic analysis of the north portion of the project corridor.
- Implement and construct the first phase of the Preferred Alternative identified in the Bend North Corridor FEIS.
- Seek feedback on design concepts and construction impacts from property owners, business owners, and residents along the corridor.

5 Public Involvement Objectives

US 20 between Empire Avenue and Greenwood Avenue is a primary arterial running through Bend, transporting cars, trucks, bicyclists, and pedestrians to vital areas of the City and beyond. US 20 is a critical part of the State’s transportation system and a major east-west freight corridor between Oregon and Idaho. Because of the impact this corridor has on the local and regional communities, both from design and construction activities, it’s important that identified stakeholders be informed about proposed roadway improvements and provided opportunities for input.

The public involvement objectives for this project include:

- Communicate complete, accurate, understandable and timely information to the public throughout the project.
- Seek Bend City Council support and public consent for recommended final Concept Plans.
• Actively engage identified stakeholders including property owners, residents, businesses, and advocacy organizations to gain feedback on existing conditions, needs, deficiencies, project alternatives, and preferred solutions.

• Become aware of any stakeholder issues early so that they can be addressed or mitigated by the project team during the design process.

• Ensure that the public involvement process is consistent with applicable state and federal laws and requirements, and is sensitive to local policies, goals and objectives.

• Evaluate the public involvement effort to document lessons learned for future projects.

6 Project Messages and Description

6.1 Key Messages and Sub Messages

This section identifies main project messages covering key issues (the problem), what ODOT will do to address these issues, and why the project is important. In addition to these primary messages, we have identified several bulleted sub-messages, which allow the project team to address each of the key messages in a slightly more detailed manner, when needed.

Key Message #1: Issue/Problem to Address

This section of US 20 between Empire Avenue (including Empire, which is part of US 20, to the US 97 Bend Parkway) and Greenwood Avenue has significant needs for maintaining safety, traffic flow, and access for all travelers.

• The pavement along this corridor is showing severe rutting and wear, causing safety and operational issues.

• Several of the existing traffic signals within the corridor are beyond their functional design life, and the corridor is incomplete or insufficient in many locations for pedestrians, bicyclists and those with disabilities.

• The intersections along Empire Avenue, including and between 3rd Street and Bend Parkway on and off-ramps, have reached capacity and need safety improvements.

Key Message #2: Project Importance

A primary aspect of ODOT’s mission is keeping highways in good condition and ensuring that they contribute to a safe and efficient transportation system that supports livability and economic viability.

• US 20 is a critical part of the State’s transportation system and a major east-west freight corridor between Oregon and Idaho, allowing goods to travel to and from businesses regionally.
This section of US 20 between Empire Avenue and Greenwood Avenue is also a primary arterial running through the City of Bend, greatly affecting local travel and day-to-day activities in Bend.

**Key Message #3: ODOT’s Solution**

The US 20: Empire – Greenwood (3rd Street, Bend) project will improve mobility, access, and safety for motorists, transit riders, pedestrians, and bicyclists, while upgrading, replacing, and rehabilitating aging infrastructure within the corridor.

As a result of this project, pavement will be easier and safer to drive on and traffic signals will work more effectively. Some intersections and on- and off-ramps to the US 97 Bend Parkway will be safer and more efficient. People who walk, ride bikes, and have disabilities will be able to travel on and around the corridor more safely and comfortably.

**Key Message #4: Involvement**

The community and key stakeholders will have opportunities to be engaged throughout the process. The project team will provide multiple avenues to distribute project information and collect input and comments.

- Interested community members can get information about project activities and sign up for the mailing list through the project webpage at [www.oregon.gov/odot/projects/pages/project-details.aspx?project=20391](http://www.oregon.gov/odot/projects/pages/project-details.aspx?project=20391), or by contacting Abbey Driscoll, Community Liaison, 541-388-6064, email: abby.driscoll@odot.state.or.us.

### 6.2 Project Description

The US 20: Empire – Greenwood (3rd Street, Bend) project will improve mobility, access, and safety for motorists, transit riders, pedestrians, and bicyclists, while upgrading, replacing, and rehabilitating aging infrastructure within the corridor. This project will add and upgrade facilities for people who walk, bike, and have disabilities, while also adding and upgrading traffic signals and signs, repaving the highway and installing Intelligent Transportation System infrastructure.

Improvements will likely occur in coordinated phases, beginning with replacing or upgrading signals and signs at each intersection between Empire Avenue and Greenwood Avenue. Sidewalks, bike lanes, and new ADA curb ramps will also be repaired or added, all to current ODOT standards. Additional roadway improvements are planned for the US 20/Mervin Samples Road and along Empire Avenue between 3rd Street and the Parkway interchange to add travel efficiency and improve safety. Repaving will also occur throughout the corridor.

**Key Project Components**

**Bicycle and Pedestrian Rehabilitation**

- Provide infill sidewalks where they are currently absent and construct (or define with pavement markings) bike lanes and/or bicycle-pedestrian paths. This includes construction of new sidewalks, ADA curb ramps, curbs, stormwater inlets, and drainage piping, and drainage.
- Construct marked pedestrian crossings including raised medians.
• Provide new signs and Rectangular Rapid Flashing Beacons (RRFBs) at Vail Avenue on 3rd Street and 6th Street on Greenwood Avenue.

• Construct enhanced pedestrian crossings including raised medians at Seward Avenue on 3rd Street and at 4th Street on Greenwood Avenue.

**Signal Replacements and Upgrades**

• Replace aging traffic control signals at five intersections: Empire Avenue, O.B. Riley Road, River Mall Avenue, Division Street, and Greenwood Avenue.

• Add vehicle detection, street lighting devices and incorporate improved design/ADA elements at each intersection.

**Mervin Sampels Improvements**

• Construct a new traffic signal at US 20 and Mervin Sampels Road.

• Extend Mervin Sampels Road east into the adjoining industrial area to connect with Sherman Road. Widen and improve Mervin Sampels Road west of the intersection.

**Empire/Parkway Interchange Area**

• Add travel efficiency and safety improvements along Empire Avenue, including a new traffic signal at the Parkway southbound on-ramp.

**Intelligent Transportation System (ITS) Upgrades**

• Install Intelligent Transportation System infrastructure including optical fiber for improved high-speed connectivity to the corridor traffic signals.

**Pavement Preservation**

• Repave US 20 from Empire Avenue south to Greenwood Avenue.

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7 Public Involvement Activities

Public Involvement activities for the US 20: Empire – Greenwood project consist of agency-sponsored activities, community-sponsored activities, targeted outreach activities, and interactive online communications.

A list of public involvement techniques and activities that will be used throughout the project include the following.

7.1 Activities to Involve the Public

• Public outreach meetings and open houses

• Focus groups

• Stakeholder interviews

• Business canvassing

• Online open houses
7.2 Opportunities for the Public to Comment

- In-person briefings or interviews (listed in Table 1)
- Online open houses
- Comment forms – online or hard copy
- Direct email, call or letter to project team (project team contact information on project materials)

7.3 Techniques to Distribute Information

- Fact sheets and informational handouts
- Emails, newsletters, and mailers
- Project website
- Online open houses
- Social media
- Presentations for local neighborhood associations, business associations and interest group meetings, including briefings

8 Public Involvement Team Responsibilities, Coordination, and Decision Making

The public involvement team will coordinate internally with the broader project team and the City, as needed, to ensure outreach efforts and public information materials:

- Provide best uses of resources and expand the reach of the project whenever possible through both ODOT and City communications tools.
- Are consistent with project understanding among the broader project technical teams.

The project’s expanded internal communications team includes ODOT, City of Bend, and HDR. The roles and responsibilities include the following.

8.1 ODOT

Bob Townsend, ODOT Area Manager — Coordination of interagency partners to ensure that project goals and funding decisions are met and documented throughout the project’s life.

Mike Darling, ODOT Senior Project Leader — Project oversight to ensure the project meets the requirements and objectives of ODOT. Final approval of all distributed public information materials included with all HDR project deliverables.
Alia Burck, ODOT Community Affairs Coordinator – Main point of contact for public involvement. Liaison to the HDR team for day-to-day activities. Project contact for all general public information.

Peter Murphy, ODOT Public Information Officer – Working with the Community Liaison, provides assistance for all public communications, including media.

Jenny Kneecce, ODOT Senior Right of Way Agent – Single point of contact for directly-impacted property owner involvement. Lead right of way discussion and the resource for all issues dealing with potential property acquisition or direct impacts.

David Amiton, ODOT Active Transportation – Main point of contact and liaison to disability advocacy and active transportation groups. Will provide review and input in the development of materials related to all bicycle, pedestrian, and ADA issues and is included as a resource with broader community activities related to these areas.

8.2 HDR

Stephanie Serpico, HDR Project Manager — Included with all project deliverables from HDR Strategic Communications and communicates all project schedule and milestones updates.

Stacy Thomas, Senior Strategic Communications Manager – Responsible for all scope deliverables and Quality Control.

Lindsay McWilliams – Responsible for communications materials development and activity logistics. Works directly with HDR’s Senior Strategic Communications Manager, ODOT’s Project Manager and ODOT’s Community Affairs Coordinator.

8.3 City of Bend

Anne Aurand, City of Bend Liaison — Receives notification in advance for all materials going to the public. Works with the project team to distribute project information through the City of Bend’s social media accounts. Can help coordinate City Council activities and events.

Other City of Bend Staff – Anne Aurand will serve as the liaison to the City, and the following staff will contribute to the project:

- Eric King – City Manager
- Janet Hruby – Traffic Engineer
- David Abbas – Streets & Operations Department Director

9 Implementation

Public involvement efforts will align with project milestones where possible with information updates at concept, design acceptance (DA), preliminary plans (60% design), advance plans (90% design), final design/bid let/award, and construction. With two project segments on different timelines, the project team will provide project-wide information at strategic points to inform stakeholders for both north and south segments.
Since the north segment of the project is most complex, most project-wide information will align with its timeline.

A detailed schedule/table of tasks (based on the above information and activities) shows what is to be done, who is responsible, and when it is to be accomplished.

The project team will provide updates, and any significant changes, commitments, and course-adjustments. Table 1. Public Involvement Action Plan below will be helpful in tracking the execution.

<table>
<thead>
<tr>
<th>Tool/Activity</th>
<th>Notes</th>
<th>Lead</th>
<th>Anticipated Schedule</th>
</tr>
</thead>
<tbody>
<tr>
<td>PI Team Strategy Meetings</td>
<td>Coordination, agenda prep, attendance, meeting notes</td>
<td>HDR, ODOT</td>
<td>Kick-off meeting 7/18/2018</td>
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<td></td>
<td>Additional sub-team meeting dates TBD</td>
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<tr>
<td>PI Plan and Stakeholder List</td>
<td></td>
<td>HDR, ODOT review</td>
<td>Draft – 8/1/2018</td>
</tr>
<tr>
<td>Project Fact Sheets</td>
<td>To be used at public events, small groups meetings and to post online</td>
<td>HDR, ODOT review</td>
<td>Final – 8/15/2018</td>
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<td>Initial Fact sheets in August/September 2018;</td>
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<td>Updates:</td>
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<td>February/March 2109</td>
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<td>December 2019</td>
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<td>March 2020</td>
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<tr>
<td>Access Management Fact Sheet</td>
<td>A handout to help impacted property owners and businesses understand the Access Management process in an easy and relatable way; used during Access Management meetings with stakeholders; to be coordinated with the Access Management Methodology and Letter</td>
<td>HDR, ODOT review</td>
<td>TBD</td>
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<td>To coincide with Design Acceptance Package (DAP) deliverables:</td>
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<td>January 2019 (South DAP)</td>
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<td>June 2019 (South 60%)</td>
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<td>August 2019 (North DAP)</td>
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<td>December 2019 (South 90%)</td>
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<td></td>
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<td></td>
<td>April 2020 (Final plans)</td>
</tr>
<tr>
<td>Project Vicinity Map</td>
<td>To be included in fact sheets, web content and news media materials</td>
<td>HDR, ODOT review</td>
<td>Draft – 9/12/2018</td>
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<td>Final – Within five days of receiving agency comments</td>
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<tr>
<td>Tool/Activity</td>
<td>Notes</td>
<td>Lead</td>
<td>Anticipated Schedule</td>
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<tr>
<td><strong>Focus Groups</strong></td>
<td>Potential groups: City of Bend staff; groups of property owners/business owners in similar geographic locations; COBAAC; COCA; Deschutes County BPAC; Bend Chamber of Commerce; Bend Bikes; residents/neighborhood associations</td>
<td>HDR, ODOT review</td>
<td>Ongoing</td>
</tr>
<tr>
<td><strong>Bend City Council Meetings</strong></td>
<td>Sharing concept plans with Council and inviting input at each project design milestone</td>
<td>ODOT, HDR</td>
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<td><strong>January 2019 (South DAP)</strong></td>
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<td><strong>June 2019 (South 60%)</strong></td>
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<td><strong>August 2019 (North DAP)</strong></td>
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<td><strong>December 2019 (South 90%)</strong></td>
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<td><strong>April 2020 (Final plans)</strong></td>
</tr>
<tr>
<td><strong>Public Outreach Meetings</strong></td>
<td>Meetings with various public organizations including business organizations, trade organizations, neighborhood associations, disability rights organizations, freight industry, and others</td>
<td>HDR, ODOT</td>
<td>Ongoing</td>
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<tr>
<td>and Open Houses (6) and Open Houses (2-3)</td>
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<tr>
<td><strong>Stakeholder Interviews</strong></td>
<td>Potential interviews: Freight community representative; Chief of Emergency Services, Central Oregon Irrigation District; Fire Chief; head of Advocates for Americans with Disabilities; Cascades East Transit; Bend – La Pine School District; reserve 3-4 for emerging issues</td>
<td>HDR, ODOT</td>
<td>Ongoing</td>
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<td>(10)</td>
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<tr>
<td><strong>Business Canvassing</strong></td>
<td>Door-to-door outreach to businesses that may be impacted by the project to ensure that businesses are aware of the project and potential design and construction impacts to their businesses</td>
<td>HDR, ODOT</td>
<td>TBD</td>
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</tbody>
</table>
Table 1. Public Involvement Action Plan

<table>
<thead>
<tr>
<th>Tool/Activity</th>
<th>Notes</th>
<th>Lead</th>
<th>Anticipated Schedule</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project Webpage</td>
<td>A webpage hosted on ODOT’s website to include up-to-date information about the project and keep stakeholders informed about ways to get involved</td>
<td>ODOT, HDR</td>
<td>Updates to current: September 2018</td>
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<td></td>
<td>Updates at DAP and final plans milestones</td>
</tr>
<tr>
<td>Mailers (2)</td>
<td>Two 8.5” x 11” mailers sent to all property owners and resident in the project area, informing them about the project and inviting them to community events</td>
<td>HDR, ODOT review</td>
<td>TBD</td>
</tr>
<tr>
<td>Graphic Display Boards (10)</td>
<td>Project display boards with easy-to-understand information, graphics, and concept renderings to help community members understand project elements. The intent is to use the displays at public events, small group meetings, in presentation slides and online</td>
<td>HDR, ODOT review</td>
<td>TBD</td>
</tr>
<tr>
<td>3D Virtual Model</td>
<td>Used in project and stakeholder meetings, open houses and other venues to communicate the project design and design alternatives aiding in stakeholders’ and the public’s understanding of the proposed project</td>
<td>HDR, ODOT review</td>
<td>Finalized by North DAP on 8/28/2019</td>
</tr>
<tr>
<td>Online Open Houses, as necessary (2)</td>
<td>Interactive online open houses to display project information, graphics and visualizations, and to gain feedback from the public about proposed concepts</td>
<td>HDR, ODOT review</td>
<td>TBD</td>
</tr>
<tr>
<td>Stakeholder Comment and Database Management</td>
<td>A spreadsheet of all interested stakeholders and an additional spreadsheet of all public comments received</td>
<td>HDR</td>
<td>Updated on a weekly basis throughout the project</td>
</tr>
</tbody>
</table>
9.1 Timeline

The Public Outreach Timeline graphically displays the public outreach process as it relates to project design milestones. Outreach will begin with small group discussions, stakeholder interviews, and business canvassing along the corridor, with additional opportunities for these activities at other points in the project as needed. The project team will give presentations to Bend City Council at design milestones, in addition to hosting open houses and community outreach activities leading up to them. Community outreach activities include the distribution of project mailers and fact sheets, updating the web page, and presentation of other materials such as 3D visualizations and display boards.
Public Involvement and Communication Plan
ODOT US20: Empire – Greenwood (3rd Street, Bend)

10 Evaluation

The following questions will be used throughout the project to help measure the success of our outreach efforts and refine this plan, if needed. The outreach activities and the Public Involvement and Communications Plan will be periodically evaluated to determine what is working well and what might be improved. Stakeholders will be asked for feedback on the outreach activities along the way. Public responses will be recorded in an evaluation section of the interview or event summary. Project materials will be modified as necessary in response to these evaluations. The below questions will be asked or presented to stakeholders during interviews, meetings and public events, either verbally or by survey form.

- Did we work effectively and proactively to inform and coordinate with our agency partners?
- Was the project information, including the need and opportunities clearly understood? What worked well and what might be improved? Did we correctly identify and reach all of the key stakeholders? If we missed any, what were the reasons, and how can we do a better job in the future?
- Did we correctly identify, articulate, and address stakeholder issues? Are there changes to our process that might improve our future work in this area?
- Were our messages about the project effective? Could they be improved?
- How did each of our project’s communications tools work? Did we reach our target audiences? If not, what other tools would have been more effective?

<table>
<thead>
<tr>
<th>Evaluation Method</th>
<th>Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Evaluation Forms</td>
<td>Direct feedback from stakeholders and team members (verbal, email, feedback form)</td>
</tr>
<tr>
<td>Quarterly check-ins to understand extent of outreach progress and/or challenges. Review evaluation questions, report on what’s been heard, discuss how materials and activities can be modified to address public comment</td>
<td>Number of participants attending events</td>
</tr>
<tr>
<td>Website Analytics</td>
<td>Number of responses received from surveys or comment forms</td>
</tr>
<tr>
<td></td>
<td>Number website visitor</td>
</tr>
<tr>
<td></td>
<td>Level and accuracy of media coverage</td>
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Appendix A. Stakeholder List
## US 20: Empire to Greenwood Stakeholder List

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Organization</th>
<th>Mailing Address</th>
<th>Mailing City</th>
<th>Mailing State</th>
<th>Mailing Zip</th>
</tr>
</thead>
<tbody>
<tr>
<td>Michelle Healy</td>
<td>Planning and Park Services Director</td>
<td>Bend Parks &amp; Recreation</td>
<td>799 SW Columbia Street</td>
<td>Bend</td>
<td>OR</td>
<td>97702</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Bend/La Pine School District</td>
<td>710 NW Wall St.</td>
<td>Bend</td>
<td>OR</td>
<td>97703</td>
</tr>
<tr>
<td>Sally Russell</td>
<td>Mayor</td>
<td>Bend City Council</td>
<td>710 NW Wall St.</td>
<td>Bend</td>
<td>OR</td>
<td>97703</td>
</tr>
<tr>
<td>Bruce Aberthethy</td>
<td>Mayor Pro Tem</td>
<td>Bend City Council</td>
<td>710 NW Wall St.</td>
<td>Bend</td>
<td>OR</td>
<td>97703</td>
</tr>
<tr>
<td>Gena Goodman-Cam</td>
<td>Councilor</td>
<td>Bend City Council</td>
<td>710 NW Wall St.</td>
<td>Bend</td>
<td>OR</td>
<td>97703</td>
</tr>
<tr>
<td>Barb Campbell</td>
<td>Councilor</td>
<td>Bend City Council</td>
<td>710 NW Wall St.</td>
<td>Bend</td>
<td>OR</td>
<td>97703</td>
</tr>
<tr>
<td>Justin Livingston</td>
<td>Councilor</td>
<td>Bend City Council</td>
<td>710 NW Wall St.</td>
<td>Bend</td>
<td>OR</td>
<td>97703</td>
</tr>
<tr>
<td>Chris Piper</td>
<td>Councilor</td>
<td>Bend City Council</td>
<td>710 NW Wall St.</td>
<td>Bend</td>
<td>OR</td>
<td>97703</td>
</tr>
<tr>
<td>Bill Moseley</td>
<td>Councilor</td>
<td>Bend City Council</td>
<td>710 NW Wall St.</td>
<td>Bend</td>
<td>OR</td>
<td>97703</td>
</tr>
<tr>
<td>Larry Langston</td>
<td>Fire Chief Senior Transportation Planner</td>
<td>Bend Fire</td>
<td>1212 SW Simpson Ave</td>
<td>Bend</td>
<td>OR</td>
<td>97702</td>
</tr>
<tr>
<td>Ray Drake</td>
<td>Deputy Chief of EMS Operations Planner</td>
<td>Oregon Freight Advisory Committee Bend Police</td>
<td>710 NW Wall St</td>
<td>Bend</td>
<td>OR</td>
<td>97703</td>
</tr>
<tr>
<td>Nick Parker</td>
<td></td>
<td>Bend EMS</td>
<td>1212 SW Simpson Ave</td>
<td>Bend</td>
<td>OR</td>
<td>97702</td>
</tr>
<tr>
<td>Nancy Allen</td>
<td>Chair</td>
<td>City of Bend Accessibility Advisory Committee (COBAAC)</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bob Joondeph</td>
<td>Executive Director</td>
<td>Disability Rights Oregon</td>
<td>511 SW 10th Avenue, Suite 200</td>
<td>Portland</td>
<td>OR</td>
<td>97205</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Cascade East Transit</td>
<td>1250 NE Bear Creek Rd</td>
<td>Bend</td>
<td>OR</td>
<td>97701</td>
</tr>
<tr>
<td>Craig Horrell</td>
<td>Managing Director President</td>
<td>Central Oregon Irrigation District</td>
<td>1055 SW Lake CT</td>
<td>Redmond</td>
<td>OR</td>
<td>97756</td>
</tr>
<tr>
<td>Katy Brooks</td>
<td></td>
<td>Bend Chamber of Commerce</td>
<td>777 NW Wall St. #200</td>
<td>Bend</td>
<td>OR</td>
<td>97703</td>
</tr>
<tr>
<td>Jana Jarvis</td>
<td>President</td>
<td>Oregon Trucking Associations</td>
<td>4005 SE Naef Road</td>
<td>Portland</td>
<td>OR</td>
<td>97267</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Central Oregon Disability Support Network</td>
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<td></td>
<td>Central Oregon Intergovernmental Council</td>
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</tr>
<tr>
<td>Brian Douglass</td>
<td>Chief Advocate President</td>
<td>Advocates for Disabled Americans</td>
<td>1686 NE Tucson Way</td>
<td>Bend</td>
<td>OR</td>
<td>97701</td>
</tr>
<tr>
<td>Ariel Mendez</td>
<td></td>
<td>Bend Bikes</td>
<td>2945 NW Terra Meadow Drive</td>
<td>Bend</td>
<td>OR</td>
<td>97703</td>
</tr>
<tr>
<td>Name</td>
<td>Title</td>
<td>Organization</td>
<td>Address</td>
<td>City</td>
<td>State</td>
<td>Zip Code</td>
</tr>
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</tr>
<tr>
<td>Cheryl Howard</td>
<td>Chair</td>
<td>Deschutes County Bicycle and Pedestrian Advisory Committee</td>
<td>PO Box 6005 Attn: Community Development Bend OR 97708-6005</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kip Barrett</td>
<td>Bend Director</td>
<td>Economic Development for Central Oregon (EDCO)</td>
<td>705 SW Bonnett Way, #1000 Bend OR 97702</td>
<td></td>
<td></td>
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</tbody>
</table>