

## DRAFT PUBLIC INVOLVEMENT AND COMMUNICATIONS PLAN

DATE: January 10, 2023

TO: Casey Kaiser, City of Prineville  
David Amiton, ODOT

FROM: Nadine Appenbrink, Parametrix  
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SUBJECT: **DRAFT Public Involvement and Communications Plan**

PROJECT NAME: Prineville Transportation System Plan (TSP)

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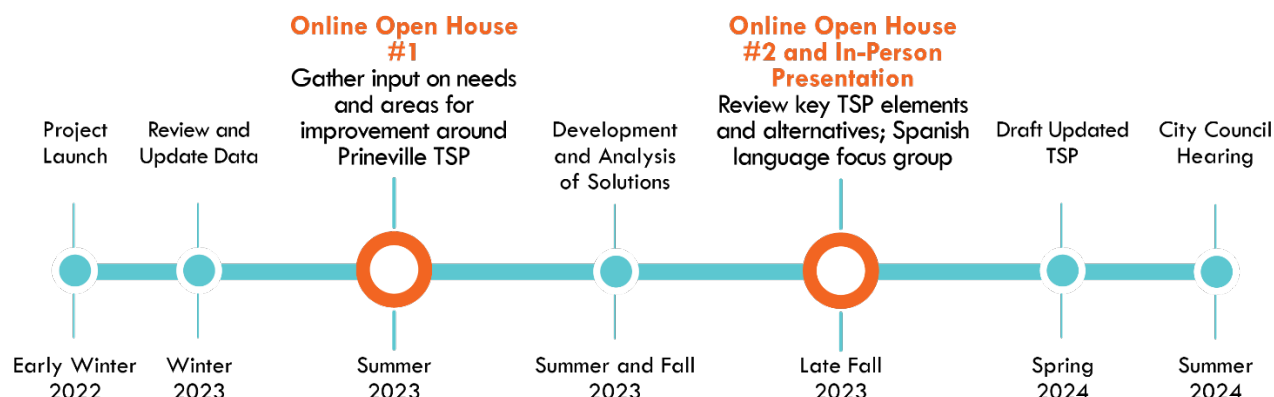
### Introduction

The Public Involvement and Communications Plan (PICP) summarizes public engagement goals, process, and strategies to support the Prineville Transportation System Plan (TSP) update. The PICP also ensures that project outreach and reporting is consistent with Title VI of the Civil Rights Act of 1964 and Environmental Justice Executive Order (EJEO) provisions to ensure full and fair participation by all potentially affected community members in the decision-making process.

The PICP includes specific tools and methods for effectively reaching and engaging interested parties. This memorandum also clarifies outreach timing, team roles, and responsibilities to carry out the PICP. The PICP may be updated throughout the planning process to reflect changes in community priorities or the project schedule.

### Project Timeline

Figure 1 provides a high-level project schedule that summarizes project phases and highlights opportunities for public engagement at key decision points.

**Figure 1. Project Timeline for Public Involvement**

## Public Involvement Goals

The City of Prineville and Oregon Department of Transportation (ODOT) are committed to a public engagement process that:

- **Encourages the participation of all interested parties** regardless of race, ethnicity, age, disability, income, or primary language by employing a mix of tools to reach the broadest audience possible. Outreach materials will also be translated to Spanish as necessary to encourage participation from limited-English proficiency populations.
- **Provides early and ongoing opportunities for interested parties to ask questions, raise issues, or share concerns.** Throughout the life of the project, the project website will host contact information and a comment submittal form to encourage constructive two-way communication between the project team and the public, even outside of formal public feedback periods.
- **Considers how project outcomes affect the public and vulnerable populations.** The project will ensure fair treatment so that no group of people (racial, ethnic, or a socioeconomic group) bears a disproportionate share of the negative environmental consequences resulting from a program or policy, consistent with Title VI and EJEO provisions.
- **Ensures that public contributions are considered in the decision-making process** and can influence the development of the TSP. Public feedback on TSP policies, projects, and programs will be incorporated into the planning process and reflected in relevant evaluation criteria to ensure the final TSP reflects community needs and priorities.
- **Explores trade-offs with interested parties, holds smaller-group meetings to resolve conflict if necessary, and drives toward consensus** on needs and solutions to create a lasting, well-supported TSP.

## Target Audience/Participants

Participants for this project include the City of Prineville, transportation interests, neighborhood and business interests, media, emergency service providers, and the community that uses the City's transportation infrastructure. Table 1 below summarizes participants to be targeted by the public outreach process.

**Table 1. Target Audience and Participants**

Participant Category	Examples/Potential Contacts
Government agencies and institutions	<ul style="list-style-type: none"> <li>• Prineville City Council</li> <li>• Prineville Planning Commission</li> <li>• Prineville Public Works</li> <li>• Crook County</li> <li>• ODOT</li> <li>• Department of Land Conservation and Development (DLCD)</li> </ul>
Utilities	<ul style="list-style-type: none"> <li>• Pacific Power</li> <li>• Republic Services</li> <li>• Prineville Water / Wastewater Department</li> </ul>
Education and Youth	<ul style="list-style-type: none"> <li>• Crook County School District</li> <li>• Title One and Title Six Indian Education Program</li> <li>• Crook County Library</li> </ul>
Transportation providers	<ul style="list-style-type: none"> <li>• Cascades East Transit</li> <li>• Prineville Railway</li> <li>• Country Cab</li> <li>• Prineville Taxi Company</li> </ul>
Advocacy groups and non-profits	<ul style="list-style-type: none"> <li>• Crook County VFW</li> </ul>
Employers and businesses	<ul style="list-style-type: none"> <li>• Prineville – Crook County Chamber of Commerce</li> <li>• Prineville Downtown Association</li> </ul>
Medical and emergency service providers	<ul style="list-style-type: none"> <li>• St. Charles Healthcare</li> <li>• Mosaic Medical - Prineville</li> </ul>
Media	<ul style="list-style-type: none"> <li>• KBND</li> <li>• Central Oregonian Newspaper</li> <li>• Central Oregon Daily</li> </ul>

Participant Category	Examples/Potential Contacts
Environmental justice and equity populations	<ul style="list-style-type: none"> <li>• Crook County WIC</li> <li>• Central Oregon Employment Solutions</li> <li>• St. Vincent de Paul Society of Crook County</li> <li>• Prineville Senior Center Charitable Trust</li> </ul>

## Environmental Justice and Title VI Compliance

Environmental Justice (EJ) is the fair treatment and meaningful involvement of all people regardless of race, color, national origin, or income, with respect to the development, implementation, and enforcement of environmental laws, regulations, and policies. Consistent with the Civil Rights Act of 1964, EJO provisions, and ODOT Region 4 *Guidelines for Addressing Title VI/EJ in Transportation Planning*, the project will actively identify Title VI populations living within Prineville and develop outreach strategies to encourage fair and meaningful participation by these populations using the following strategies:

Be inclusive of Title II, Title VI, and Environmental Justice populations within the community:

- Per ODOT Title VI Guidance, the project will identify Title II, Title VI, and EJ populations early in the planning process so demographic information can inform the public outreach planning (see demographics section below).
- The Project Advisory Committee (PAC) roster will include members from organizations that advocate for or serve low-income, minority or limited-English proficient residents.

Engage existing community organizations or advocacy groups that work with or serve Title II, Title VI, and EJ populations:

- The project will seek to partner with nonprofits and established community-based groups, in particular those that provide assistance to minorities (speak the language, are trusted spokes people, etc.), to conduct outreach as practicable. Partner organizations can co-host or promote community events (including the Spanish-language focus group) to bolster participation among traditionally underserved communities.

Meetings and Community Events (in-person and virtual/online):

- The project team will host a Spanish-language focus group to solicit feedback from Title II, Title VI, and EJ populations. Feedback will be solicited at strategic times throughout the planning process to ensure meaningful public participation in project outcomes.
- The project will collect demographic information anonymously at all public events to be added to the final report.
- Translation services and other special accommodations will be provided at all meetings upon request.

## Demographics

The project team conducted a review of area demographics to inform the development of outreach strategies to reach EJ populations. Table 2 reports demographic information based on the latest American Community Survey 5-year estimates published by the U.S. Census Bureau (2016 – 2020) for the City of Prineville. Table 2 below includes demographics for environmental justice populations in Prineville, including low-income households, minority persons, older adults (65+), and youth (under 18). City demographics are compared to Crook County and Oregon. Prineville has a notably higher low-income population (44.9%) when compared with Crook County (31.6%) and the State (29.3%). Here, low income is defined as less income than 2x the federal poverty level. As well, the Hispanic/Latino percentage in the city (14.3%) is substantially higher than in Crook County overall (7.7%), and similar to Oregon (13.2%).

**Table 2. Prineville TSP – Demographic Summary**

Demographics	Total	%	Total	%	Total	%
	City of Prineville		Crook County		State of Oregon	
<b>Total Population</b>	<b>10,429</b>		<b>23,733</b>		<b>4,176,346</b>	
<b>Minority (Not White Alone)</b>	2,132	20.4%	2,836	11.9%	1,047,852	25.1%
<b>Hispanic or Latino</b>	1,487	14.3%	1,828	7.7%	552,279	13.2%
<b>White Alone (Not Hispanic)</b>	8,297	79.6%	20,897	88.1%	3,128,494	74.9%
<b>Black or African American (Not Hispanic)</b>	27	0.3%	33	0.1%	75,418	1.8%
<b>Asian alone (Not Hispanic)</b>	54	0.5%	70	0.3%	185,221	4.4%
<b>American Indian and Alaska Native alone (Not Hispanic)</b>	137	1.3%	198	0.8%	35,842	0.9%
<b>Native Hawaiian and Other Pacific Islander alone (Not Hispanic)</b>	58	0.6%	68	0.3%	15,614	0.4%
<b>Some other race alone (Not Hispanic)</b>	0	0%	0	0.0%	10,660	0.3%

Demographics	Total	%	Total	%	Total	%
<b>Two or more races (Not Hispanic)</b>	369	3.5%	639	2.7%	172,818	4.1%
<b>Low-Income Population</b>	4,644	44.9%	7,459	31.6%	1,199,723	29.3%
<b>Youth (18 and Under)</b>	2,380	22.8%	4,697	19.8%	867,076	20.8%
<b>Older Adults (65+)</b>	2,090	20.0%	5,905	24.9%	734,932	17.6%

Data Source: U.S. Census Bureau, American Community Survey 5-Year Estimates (2016-2020)

## Public Advisory Committee

The City will establish and prepare committee rosters for a Public Advisory Committee (PAC) to review project materials, provide guidance to the project management team, and to provide feedback on TSP issues throughout the Project. The PAC will include a mix of technical participants and interested community members, ensuring a broad set of issues and perspectives are heard and shared across different areas of expertise. One individual may represent more than one group identified in the list of PAC members.

## Meeting Schedule and Tasks

The PAC will meet four times over the course of the Project to provide input at key Project junctures that generally coincide with public involvement milestones. PAC meetings will be up to two hours in length and will be held three times virtually, with one meeting in Prineville in an ADA-accessible meeting space. Accommodations for virtual participation will be made as needed. Up to two members of the Consultant team will attend each meeting. City staff will take notes at each meeting.

Table 3 below summarizes the anticipated meeting schedule and general topics that will be covered with the PAC over the course of the project. Specific discussion agendas will be developed closer to the timing of the meetings. Agenda topics may shift depending on committee priorities and concerns.

**Table 3. PAC Meeting Schedule and Agenda Topics**

Meeting	Timing	Topics Discussed
PAC Meeting #1	March 2023	Introduction to the TSP process, plan goals, objectives, and outcomes
PAC Meeting #2	July 2023	Review existing and future conditions findings, discuss community needs and priorities

Meeting	Timing	Topics Discussed
PAC Meeting #3	November 2023	Review draft solutions and funding options
PAC Meeting #4	March 2024	Discuss Draft TSP, policies, and standards

Table 4 summarizes PAC meeting tasks to be carried out by the project team.

**Table 4. PAC Meeting Schedule and Agenda Topics**

Task	Timing	Responsible	Review
Develop draft and final technical and community rosters	6 weeks prior to first Meeting	City	ODOT and Parametrix
Schedule meetings	4 total – 1 month prior to each meeting	City	
Draft meeting materials and agenda	Due three weeks prior to each meeting	Parametrix	City and ODOT
Finalize meeting materials	Due one week prior to each meeting	Parametrix	City and ODOT
Prepare meeting summaries	4 total - Due two weeks after each meeting	Parametrix, based on City notes	City and ODOT

Table 5 lists the PAC roster by organization and name.

**Table 5. Public Advisory Committee (PAC) Roster**

Agency / Organization	PAC Member
City of Prineville	Casey Kaiser – Public Works Director <a href="mailto:ckaiser@cityofprineville.com">ckaiser@cityofprineville.com</a>
City of Prineville Public Works / Engineering representatives	Jacob Zeigler – Public Works Superintendent <a href="mailto:jzeigler@cityofprineville.com">jzeigler@cityofprineville.com</a>
	Justin Severance – Streets Supervisor <a href="mailto:jseverance@cityofprineville.com">jseverance@cityofprineville.com</a>
City of Prineville City Council	Scott Smith – Prineville City Council Member <a href="mailto:scott.smith@cityofprineville.com">scott.smith@cityofprineville.com</a>

<b>Agency / Organization</b>	<b>PAC Member</b>
City of Prineville Police / Crook County Fire and Rescue	Russ Deboodt – Division Chief – Fire Life Safety <a href="mailto:rdeboodt@ccf-r.com">rdeboodt@ccf-r.com</a>
City of Prineville Planning Department	Joshua Smith – Planning Director <a href="mailto:jsmith@cityofprineville.com">jsmith@cityofprineville.com</a>
<b>County and Region</b>	
Crook County Health Department	[City to fill out]
Crook County Planning Department	Will Van Vactor – Community Development Director
Central Oregon Intergovernmental Council (Cascades East Transit)	[City to fill out]
Oregon Department of Land Conservation and Development	[City to fill out]
<b>ODOT</b>	
ODOT Regional Planner / Agency PM	David Amiton <a href="mailto:David.amiton@odot.oregon.gov">David.amiton@odot.oregon.gov</a>
ODOT Active Transportation and Transit	Chris Cheng <a href="mailto:Chris.cheng@odot.oregon.gov">Chris.cheng@odot.oregon.gov</a>
ODOT Region 4 Transit	Jovi Arellano <a href="mailto:Jovi.arellano@odot.oregon.gov">Jovi.arellano@odot.oregon.gov</a>
ODOT Traffic	Dan Serpico <a href="mailto:Daniel.s.serpico@odot.oregon.gov">Daniel.s.serpico@odot.oregon.gov</a> David Hirsch <a href="mailto:David.hirsch@odot.oregon.gov">David.hirsch@odot.oregon.gov</a>
ODOT District	Jim Scholtes <a href="mailto:James.m.scholtes@odot.oregon.gov">James.m.scholtes@odot.oregon.gov</a>
ODOT Roadway	Brian Paslay <a href="mailto:Brian.d.paslay@odot.oregon.gov">Brian.d.paslay@odot.oregon.gov</a>
ODOT Region Access Management Engineer	David Knitowski <a href="mailto:David.knitowski@odot.oregon.gov">David.knitowski@odot.oregon.gov</a>
Transportation Planning and Analysis Unit (TPAU)	Jinxiang Ren <a href="mailto:Jinxiang.Ren@odot.oregon.gov">Jinxiang.Ren@odot.oregon.gov</a>
<b>Government and Institutions</b>	
City of Prineville Railroad	Matt Wiederholt – General Manager <a href="mailto:mwiederholt@cityofprineville.com">mwiederholt@cityofprineville.com</a>
Prineville Airport	Kelly Coffelt – Airport Manager <a href="mailto:kcoffelt@cityofprineville.com">kcoffelt@cityofprineville.com</a>
<b>Environmental Justice and Equity</b>	
Transportation disadvantaged	[City to fill out]
Latino Community Association of Central Oregon	[City to fill out]
Prineville Aging and People with Disabilities (APD)	[City to fill out]
<b>Education and Youth</b>	
Crook County School Districts	[City to fill out]
<i>Advocacy groups and Nonprofits</i>	



Agency / Organization	PAC Member
Bicycle and pedestrian advocates	[City to fill out]
Local freight industry	[City to fill out]
Economic Development of Central Oregon	[City to fill out]
Agricultural community	[City to fill out]
<b>Employers and Businesses</b>	
Local businesses	[City to fill out]
Chamber of Commerce	Kim Daniels – Executive Director <a href="mailto:kim@prinevillechamber.com">kim@prinevillechamber.com</a>

## Public Involvement Strategies, Tools, and Methods

This section of the PICP describes general strategies, tools, and methods for engaging the public as part of the TSP update process.

The PICP recognizes that people are busy. While in-person open houses are a useful engagement tool, asking people to attend traditional public meetings only attracts a small subset of residents and interested parties. Shift workers and others without 9-5 schedules can find it hard to make evening meetings and open houses. The project team will employ the following outreach strategies to maximize participation by a broad range of Prineville residents and visitors:

- **Going where people are.** The project team will target outreach to places where people are already gathering, like existing meetings and events such as the Old Fashioned Fourth celebration, farmer's market, grocery stores, the library, and schools. This strategy results in efficient engagement opportunities with the public. Passive feedback opportunities like paper fliers and mail-in questionnaires can yield valuable feedback.
- **Use technology (but not exclusively).** Many people respond well to online feedback tools like interactive maps and surveys – they're a great way to efficiently share information with a broad audience and give participants a convenient way to provide input from the comfort of home. However, the PICP also recognizes that many are unwilling or unable to participate online due to technological, language, or other limitations. The PICP will balance the use of technology with lower-tech tools like project fliers, printed surveys, phone calls, and in-person meetings.
- **Explain concepts simply.** When talking with the community, the project team will use plain language to describe transportation concepts, needs, policies, and solutions. Whenever possible, the team will utilize graphics, maps, and photographs to make transportation concepts understandable to the broadest range of interested parties possible. Plain language also helps minimize participant frustration and avoids wasted time explaining complex planning concepts.

## **Engagement Tools**

The following tools and activities will help members of the Prineville community to learn about and provide feedback throughout the TSP update process:

### *Project Fliers*

Parametrix will create two project flyers for use during key points in the planning process. The City will print and distribute flyers to key locations in the City; ODOT will post the flyers to the project website. The fliers will provide overview information about the project, key community issues, and information about upcoming public outreach opportunities. Parametrix will provide English and Spanish versions for both flyers.

### *Project Website*

ODOT Region 4 Community Affairs will host a project website for the Prineville TSP update and periodically update it. The website will provide general information about the project including a project overview, outreach schedule, contact information, and opportunities for feedback, and will provide a prominent link to the virtual open houses (which will be hosted on a platform such as ESRI StoryMaps). Parametrix will help with developing content for the updates.

### *Virtual Open Houses*

The project team will develop two virtual open houses that provide information about the project, an online feedback map, and an online survey. Parametrix will create an English and Spanish version for both open houses.

The online feedback map will be hosted on a web-based mapping platform such as ArcGIS Online StoryMaps or Wikimapping.com. The map will allow users to drop pins into a map and write comments about TSP topics of concern in Prineville.

The survey will be hosted on a similar service such as Survey123 or TypeForm.com. Surveys will consist of a mix of open-ended and multiple-choice questions about the TSP.

Links and access instructions for the virtual open house, online feedback map, and survey will be published to the project website.

### *Public Project Presentation*

Parametrix will conduct one in-person public project presentation summarizing key Project elements and alternatives. Parametrix will prepare and present information utilizing display boards and a PowerPoint presentation (approximately 15-20 slides), and answer questions afterwards. The Public Project Presentation will be held on a weekday evening and will offer the opportunity for community members to bring their children. Up to two Parametrix staff shall attend the presentation.

### *Spanish Focus Group*

During the same week as the public project presentation, Parametrix will hold a Spanish-language focus group to gather input from the Spanish-speaking community on needs and solutions for the City's TSP update. This may be in-person or virtual (Zoom or similar), depending on which will better attract participation. Parametrix and the City will coordinate to identify Title VI and Environmental Justice populations by reaching out to local organizations and attracting interested parties to attend presentations and participate in the focus group.

### *Public Presentation Summary*

The project team will prepare a brief summary to document feedback after the public project presentation. The summary will be in PowerPoint format and describe findings and high-level themes emerging from the public outreach process via the virtual open house and public presentation. Public outreach findings will also be shared with the PAC to inform their discussions throughout the project.

## **Outreach Plan: Timing, Roles and Responsibilities**

The following table describes the public outreach milestones for the project. Timing for the milestones is subject to change based on project needs. In-person meeting locations will be accessible for people with disabilities and offer opportunity for community members to bring children. Meeting notices will include an offer to make accommodations for people with disabilities with sufficient advance notice, with contact notification for such requests.

Table 6 summarizes the key outreach events.

**Table 6. Outreach Events**

	Virtual Open House 1	Virtual Open House 2	Public Project Presentation	Spanish Focus Group
<b>Purpose / Topic</b>	Engagement opportunity for community to provide input on existing conditions and project goals	Engagement opportunity for community to provide input on potential transportation solutions	Engagement opportunity for community to provide input on potential transportation solutions	Engagement opportunity for community to provide input on potential transportation solutions
<b>Timing</b>	Summer 2023	Late Fall 2023	Late Fall 2023	Late Fall 2023
<b>Format</b>	Online	Online	In-person	In-person or online
<b>Engagement Tools</b>	StoryMap platform: information about the TSP process;	StoryMap platform: project descriptions including maps and	Display boards, PowerPoint presentation,	Spanish-language facilitated conversation

	Virtual Open House 1	Virtual Open House 2	Public Project Presentation	Spanish Focus Group
	online feedback map; survey questionnaire	graphics; online feedback map; survey questionnaire	Spanish-language focus group, childcare	introducing potential solutions and soliciting feedback
<b>Communications Tools</b>	Project flyer, project website	Project flyer, project website	Project flyer, project website	Coordination with community-based organizations serving Spanish-speaking community

Table 7 details the tools that will be employed during this project and the roles and responsibilities to make the outreach milestones successful.

**Table 7. Outreach Tasks and Responsibilities**

Task	Timing	Responsibilities	Content Review
<b>Project Fliers (English and Spanish)</b>	Draft: 5 weeks prior to event	Prepare: Parametrix Spanish translation: Parametrix	Parametrix
	Final: 3 weeks prior to event	Distribute: City	
	Distribute: 2 weeks prior to event		
<b>Obtain Public Project Presentation venue</b>	Venue reservation 4 weeks prior to event	Parametrix, with assistance from City	
<b>Public Project Presentation (handouts, presentation visuals, sign in sheet, comment form)</b>	Draft materials: 3 weeks prior to event	Scheduling: City	City, ODOT
	Final: 1 week prior to event	Prepare and conduct: Parametrix	
<b>Public Presentation Summary</b>	Draft: 1 week following Public Project Presentation	Parametrix	City, ODOT
<b>Virtual Open House (#1)</b>	Draft OOH content: 2 weeks prior to event	Parametrix	City, ODOT
	Final: 3 days prior to event		

Task	Timing	Responsibilities	Content Review
Virtual Open House (#2)	Draft OOH content: 2 weeks prior to event	Parametrix	City, ODOT
	Final: 3 days prior to event		
Conduct up to 4 PAC Meetings, Create Presentation Materials	Draft materials: 2 weeks prior to meeting	Scheduling: City	City, ODOT
	Final: 3 business days prior to each meeting	Develop materials and conduct: Parametrix	