

Memorandum 4.2

To: Lisa Cortes and Anna Henson, ODOT Region 3
CC: Marc Butorac and Susie Wright, Kittelson & Associates
From: Stacy Thomas, JLA Public Involvement
Date: September 16, 2015
Subject: Public Involvement and Communication Plan (PICP) Outline

The following is an outline of the I-5 Medford Viaduct Public Involvement and Communication Plan (PICP). It includes the proposed sections for the PICP and proposed language is provided under some sections.

Public Involvement Plan Outline

Introduction

This PICP will guide stakeholder and public involvement during the planning and design of the I-5 Medford Viaduct project (Project). The PICP describes activities that the consultant team and ODOT staff will implement in order to assure that interested parties are aware of the Project and have adequate opportunities to provide meaningful input.

Project Description and Vicinity Map

- *Description and map graphic*

Public Involvement Purpose and Objectives

The purpose of the public involvement and communications program is to share information and gather input regarding the needs and issues of the public, stakeholders, and interested parties.

The public involvement goals are to:

- Communicate complete, accurate, understandable, and timely information to the public and partners throughout the Project.
- Actively seek public input prior to key milestones during the life of the Project.
- Provide meaningful public involvement opportunities and demonstrate how input has influenced the process.
- Seek participation of all potentially affected and/or interested individuals, communities, and organizations.
- Comply with Title VI of the Civil Rights Act.

Memorandum 4.2

- 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.

Identifying Stakeholders: Who is Involved

- *List of audiences*

Key Messages

- *Develop with team*

Decision-Making /Involvement Structure

- *Illustrative graphic*

Project Team Public Involvement Roles

The following are the key team members and their roles in the public involvement program:

- *Determine with team*

Linking the Project Schedule with the Public Involvement Process

- *Project-friendly public schedule graphic*

Public Involvement Tools and Strategies

- *List and description of tools and techniques that will be used on the Project*

Measuring and Monitoring Outreach Activities

The PMT will evaluate the public involvement process on an ongoing basis to determine the effectiveness of the outreach effort. The PICP will be modified as needed to expand successful techniques.

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

- Number of participants attending meetings or events.
- Number and percent of participants providing feedback in a language other than English.
- Number of responses received to a survey or questionnaire.
- Number of website hits or downloads occurring during a specific time period.
- Number of people who have signed up for the project mailing list.

Memorandum 4.2

- Number of project comments received (phone, email, comment cards, online).
- Whether the comments are relevant to the project (indicates project understanding).
- How project decisions have been modified as a result of public input.

