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To: Lisa Cornutt and Anna Henson, ODOT Region 3
CC: Marc Butorac and Susie Wright, Kittelson & Associates
From: Stacy Thomas, JLA Public Involvement
Date: October 20, 2015
Subject: Stakeholder Interview Strategy

JLA Public Involvement is conducting six to eight in-person stakeholder interviews this fall. This memorandum outlines suggested organizations and interests to interview, draft interview questions, and talking points to facilitate scheduling and conducting the interviews.

Interview Goals

- Engage stakeholders to clarify concerns, views and expectations for the project.
- Support and inform the project and the Public Involvement Plan.
- Gather input on the composition of the Project Advisory Committee.
- Establish relationships at the beginning of the process.
- Identify interested parties who should be engaged in the process.

Interviewees

Persons interviewed should represent a wide mix of interests, including elected officials, businesses, community organizations and others who may be potentially impacted. JLA suggests the following mix of interests to ensure a range of viewpoints and perspectives are included in the interview process. We will work with the team to refine the list.

Organization/Agency/Topic Group	Interviewee(s)
City of Medford	TBD, might invite entire council
Jackson County	John Vial, Roads Department Director
	Elected
Rogue Valley ACT/Local Oregon Transportation Commission representative	Mike Montero, RFACT
	Dave Lohman, OTC Commissioner

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RVCOG/RVMPO	Dan Moore, Planning Manager
	TBD
RVTD/Bike/Ped	Connie Skillman, RVTD Board Member
	Julie Brown, RVTD General Manager
	Paige Townsend, RVTD Senior Planner
	Jenna Stanke-Marmon, Jackson County Bike Coordinator
Chamber of Medford/ Jackson County	Brad Hicks, Executive Director
	Stuart Foster, TRADCO/Transportation Action Team
	John Watt, John Watt Associates, Chamber lobbyist
Emergency Services	Brian Fish, Medford Fire-Rescue, Chief
	Tim George, Medford Police Department, Chief
	Doug Stewart, Mercy Flights, CEO
	Larry Masterman, City of Medford Emergency Services
Freight industry	Harry & David rep
	Mike Card, Combined Transport
Viaduct Impact Area/Neighbors	Vince Ceriello, Medford Senior Center
	Peter Noyes, Eastside Neighborhood Association
	Others
Environmental Justice representatives	Jason Elzy, Director of Development Housing Authority of Jackson County

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	Brenda Johnson, Executive Director and Julie Werth, Communications Director, La Clinica del Valle
	Director Mark Orndoff, Jackson County Social Services/Public Health
Environmental and Natural Resources	Steve Rouse, Board President, Rogue Advocates
	Forrest English, Program Director, Rogue Riverkeepers
	Brian Sjothun, Director, City of Medford Parks and Rec
	Bear Creek Watershed Council member

Interview Format and Draft Questions

General Introduction

- Introduce the project – brief project description.
- Description of the different project phases.

Draft Questions

- Is the project I just described consistent with your expectations of the project?
- What are the most important issues you believe the project should address?
- You've told us about your issues. What do you believe the general public would see as the most important issues?
- What do you believe could be the opportunities and benefits that may come out of this project?
- What are the challenges that may come out of the project?
- What are the potential impacts that may come out of this project?
- ODOT will be conducting an active public engagement process. Do you have ideas for ways to involve the community you represent? Any specific recommendations to engage underserved/underrepresented communities that may be affected?
- Are there other people, organizations or businesses we should contact? Who should be involved that hasn't traditionally been involved?
- Would you or your organization like to be engaged as the project moves forward? If so, how? How would you like to be updated on a periodic basis?

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- If you can't be at the table personally on the Project Advisory Committee, who do you trust to be sensitive to your issues?
- How would you define success for this project, at this time?
- Do you have any parting comments or advice for the team?

Thank You!

Thank you so much for your time. Your input and that of other interviewees will be shared with the project team and will help shape the Public Involvement Plan. There will be many opportunities to continue to weigh in on the project.