

Mount Hood Multimodal Transportation Plan

APPENDIX B

Outreach (5 of 5)



Document: Mt. Hood Multimodal Transportation Plan (MHMTP) Partner and Stakeholder Involvement Plan Summary

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Description

This document outlines the MHMTP tasks employed for project outreach to stakeholders during the creation of the MHMTP.

Status Update

The public involvement process has been completed for the MHMTP. This document summarizes the tasks employed. The resulting input and the summary of the Project Leadership Group (PLG) meetings are included in other sections of Appendix B.

Mt Hood Multimodal Transportation Plan

Partner and Stakeholder Involvement Plan Summary

The Project Team developed and implemented a Partner and Stakeholder Involvement Plan that included:

- 1) PMT, PLG, and TWG processes (membership, roles and responsibilities, and protocols for conflict resolution);
- 2) internal and external project messaging;
- 3) stakeholder involvement activities and expected outcomes;
- 4) public information elements;
- 5) web and media components;
- 6) internal and external communication protocols; and
- 7) a schedule for implementing communication components aligned with the technical work.

Below is a brief snapshot of the outreach implemented as part of the Partner and Stakeholder Involvement Plan. The goal was to ensure that those who are most affected by the decisions of the process, and from whom the project requires a level of consent to the final proposed actions, were included in a meaningful way.

- 1) **Project Groups:** Three stakeholder groups were tasked with developing, informing or deciding the final priorities. All of the groups were tasked with keeping the process moving forward by resolving issues within their groups during discussion and analysis.
 - a. **Project Management Team (PMT)** – Partner Agency staff who helped develop and assess the information for consideration with ongoing input and five formal meetings.
 - b. **Technical Working Group (TWG)** – provided technical and local input at five working sessions to: (a) confirm, compare, analyze, and discuss baseline conditions and (b) consider issues for developing individual projects. Many of the people who served on the Forest Service Pilot Project continued in a technical capacity on this group.
 - c. **Project Leadership Group (PLG)** – provided guidance on project development and final decision on projects to move forward to Phase 2 for implementation (funding, development, operation and maintenance) with four meetings.
- 2) **Internal/External Stakeholder Groups:** Interviews and meetings took place with stakeholder groups or individuals that would be most impacted by the options under consideration. The targeted groups included, among others, the mountain community (businesses, residents, and resorts), winter and summer recreational users or user groups, the freight community, tribes, and representatives from the Forest Service Pilot Project Partners' group. These stakeholders were asked to help identify community or organizational values that might affect their acceptance of project options and to provide information that would help with the technical analysis and prioritization of the options. In addition, these stakeholder groups were asked to rate the acceptability of the project options.

Additionally, during the screening and prioritizing phase of the project, members of the PLG and PMT were interviewed to confirm and augment previously accepted values, alternatives, and information that were needed to create an environment that would lead to decision on travel option priorities.

- 3) **Jurisdictional outreach:** The Project Team reached out to the local jurisdictions to discuss travel options and their conformance to jurisdictional Transportation System Plans, transit plans, and the Mt. Hood National Forest Plan.

- 4) **Stakeholder meetings:** Screened alternatives were presented to pivotal stakeholders for input. The project team contacted four tribes (Warm Springs, Grand Ronde, Siletz, and Yakama) early and asked how they would like to be engaged. In addition, special efforts were made to reach out to hard to reach groups including seniors, Latino and Hispanic populations, and low-income and youth communities.
- 5) **Surveys:** Two online surveys were developed to gather opinion on priorities for the type of projects and solutions, and to rate the proposed projects and solutions. The responses were used to judge acceptability, understand stakeholder concerns and priorities, and provide information to be used in the PMT and the PLG decision process. The surveys were promoted through the media, the project and partner websites, and a targeted postcard distribution (e.g., at the ski resorts and local businesses).
- 6) **Website:** ODOT created an MHMTP page on its website: <http://www.oregon.gov/ODOT/HWY/REGION1/pages/MHMTP.aspx>. The page included background and regular project updates, meeting agendas, materials and minutes, a comment submission mechanism, and the ability to do online surveys or virtual open houses. Because the stakeholders are both diverse and not localized to one area, the website was linked to partners' and other organizations' websites to increase our ability to reach potentially interested parties.

The project responded to comments received from the website as well as through other avenues (meetings, phone/email queries). Comments were tracked and coded so they could be filtered by topic, organization or several other categories.

- 7) **Media:** Media was coordinated through ODOT, including media releases and inquiries, to educate the public and to promote opportunities for participation (e.g., an online survey).
- 8) **Internal Communications:** The plan included internal communications protocols and sharing of information using Basecamp. All documents for review and informational documents were available to the Project Team through Basecamp.