

Oregon Highway 99E Woodburn-Aurora Corridor Segment Plan Public Involvement Program

Project Purpose and Goal

The purpose of the OR 99E Woodburn-Aurora Corridor Segment Plan is to:

- Analyze the corridor segment north of the Woodburn urban growth boundary (UGB) to the Region 2 boundary north of Aurora (the “study area”);
- Re-assess the function of the corridor;
- Identify how to improve operations and safety; and
- Preserve the highway’s functional integrity along the corridor segment.

The goal of the OR 99E Woodburn-Aurora Corridor Segment Plan is to determine how best to improve or preserve existing and future highway operations and safety.

Overview

This Public Involvement Program (PIP) for the OR 99E Woodburn – Aurora Corridor Segment Plan (CSP) provides a roadmap to ensure involvement of landowners, businesses, users and other interested parties of the OR 99E Corridor within the study area. The PIP will ensure the CSP meets the project purpose and goal statement and public and agency expectations to the greatest degree possible. The PIP is intended to constructively engage the public in the project through a variety of means, solicit comments and concerns about the corridor, respond to those concerns, and identify alternative approaches to meet the vision and goals of the plan.

Demographic Context

According to Census 2010 data, Woodburn, Hubbard and Aurora all had population gains between 2000 and 2010. The largest population growth in numbers was in the Hispanic population which grew by 4,520 people in the region, with most Hispanic and Latino population growth occurring in Woodburn. The percentage of Native American and Alaska Natives grew significantly in all three jurisdictions, with growth rates of 103.7% in Woodburn, 44.3% in Hubbard, and 400% in Aurora. However, their overall population shares remain small, between 2.2% and 3.9%. Of special interest, there is a unique population of Russian Orthodox Old Believers in Woodburn, the largest population settlement of this group in North America.

In 2010, Woodburn had 24,080 people, with a growth rate of 19.8% between 2000 and 2010. Hispanics and Latinos make up a majority of the population in Woodburn, with 58.9% of the population share. The Hispanic population in Woodburn grew 40.9% during the ten-year period. White/non-Latinos are the second largest population segment in Woodburn with 38.5% of the population share. Other population segments (Native American, Asian, Pacific Islands, Afro-American) comprise 2.6% of the population share.

Hubbard grew by 27.8% overall between 2000 and 2010 and has a current population of 3,173. White/non-Latinos make up 59.2% of the population share followed by Hispanics and Latinos with 36.3%. People of other ethnic groups make up 4.5% of Hubbard's population.

Aurora grew by 40.2% between 2000 and 2010, but is still a small community of 918 people. White/non-Latinos make up the largest share of the population with 85.5%. Hispanics and Latinos comprise 10.9% of the population, while 3.6% of the population falls into the "some other race" category.

Public Involvement Objectives

The following draft public involvement objectives are proposed:

- Ensure the study purpose and goals have broad support internally and among local governments, stakeholders and the public, and that the CSP meets the purpose and goals.
- Identify issues and values of the diverse Woodburn, Hubbard, and Aurora communities and ensure that they are reflected in the CSP.
- Engage a wide range of stakeholders in all aspects of the planning process.
- Use a variety of strategies, including traditional and electronic media, to engage residents and the business community. This includes those who do not normally participate in studies for economic, demographic and/or cultural reasons.
- Provide opportunities for participation by linguistically and culturally diverse stakeholders, as well as mobility-challenged stakeholders. Given that Latinos comprise a significant portion of the study area's population, it is especially critical to ensure that project informational materials and public involvement opportunities are available in Spanish.
- Provide timely and useful information about the project.
- Solicit and record comments and concerns; address and/or respond to concerns.
- Ensure that advisory bodies established for the planning process have adequate and timely opportunities to review and comment on draft plan elements.

Task 2: Public and Stakeholder Involvement

2.1 Obtain Stakeholder Input/Finalize PIP

- Contact members of PMT to identify stakeholders.
- Assess the demographic profile of each jurisdiction in the study area to identify additional key stakeholder groups.
- Contact local organizations within distinct cultural-linguistic populations to identify stakeholders.
- Following consultation with the Project Management Team (PMT), conduct a minimum of 10 interviews.
- Prepare a summary of stakeholder interview results and revise the draft PIP as needed to finalize public involvement activities (Technical Memorandum #1).

Schedule: August 25 - October 14, 2011.

2.2 Conduct Public Involvement Activities

2.2.1: Develop and Manage Project Website

- Develop website
 - Website addresses will be easy to read and remember for both English and Spanish speaking populations.
 - Website will contain project information, meeting dates, comment forms, and contact information in both English and Spanish (using Google “translate” function).
 - Website will have a form for requesting further information in English or Spanish.
- Update and manage website
 - Website will be updated and maintained according to deliverables or events in the project schedule.

Schedule: Initial website set-up in Fall 2011; website updates at appropriate milestones during the project.

2.2.2: Develop and Maintain Project Mailing List

- Create a project mailing list comprising:
 - agency representatives
 - key stakeholders
 - property owners
 - businesses
 - chambers of commerce
 - institutions within the study area
 - public meeting attendees
 - other interested parties
- Maintain list throughout project to ensure it is up-to-date.

Schedule: Initial mailing list assembled by October 6, 2011; maintenance/updates throughout the project.

2.2.3: Develop Fliers and Other Informational Pieces

- Work with PMT to craft messages and information to be included in public informational pieces.
- Develop fliers or other informational pieces to provide information and seek input from interested parties about the project and planning process, as well as opportunities for public involvement. Include opportunities to comment as appropriate.
- Distribute up to three mailings to affected property owners, businesses and residents along the corridor and to other interested parties in the study area. It is assumed that these mailings will be scheduled in conjunction with the development of:
 - Draft problem statement and evaluation criteria
 - Draft improvement alternatives

- Draft CSP

Schedule: Distribution of informational pieces at key project milestones identified above (to be confirmed with PMT).

2.2.4: Conduct Appropriate Outreach

- Identify appropriate civic institutions and local businesses to contact through interview process.
- Ensure timely updates and outreach to institutions and local businesses during all phases of project
- Conduct up to four meetings with civic institutions and local businesses. Based upon level of interest, business/property owner briefings may be conducted
- In consultation with PMT, identify the most appropriate mechanisms to distribute information/seek input from parties unlikely to attend public meetings. Direct distribution of materials to shoppers, churches and schools may be considered.

Schedule: Outreach at key project milestones to be determined in consultation with PMT.

2.2.5: Distribute Information at City Halls, Libraries and Other Public Buildings

- Provide project information in English and Spanish at city halls, libraries and public buildings in the form of:
 - Traveling story boards
 - Posters
 - Take-away quarter sheets

Schedule: Distribution of information at key project milestones to be determined in consultation with PMT.

2.2.6: Translate Written Materials into Spanish as Needed

- Translate written materials into Spanish; provide access to Russian translation.

Schedule: Ongoing

2.2.7: Organize/Conduct Public Meeting #1 Following Development of Problem Statement

- Identify appropriate and accessible location for public meeting.
- Notify stakeholders of meeting purpose and location.
- Prepare media notices.
- Organize and facilitate public meeting, including agenda, informational materials, storyboards, questionnaire and other comment opportunities.
- Ensure Spanish-speaking participants are accommodated.
- Prepare meeting summary.

Schedule: Approximately March 29, 2012.

2.2.8: Organize/Conduct Public Meeting #2 Following Alternatives Development

- Identify appropriate and accessible location for public meeting.
- Notify stakeholders of meeting purpose and location.
- Prepare media notices.
- Organize and facilitate public meeting, including agenda, informational materials, storyboards, questionnaire and other comment opportunities.
- Ensure Spanish-speaking participants are accommodated.
- Prepare meeting summary.

Schedule: Approximately June 7, 2012.

2.2.9: Prepare Technical Memorandum #2 on Public Involvement Activities

Schedule: Approximately August 16, 2012

Task 2 Deliverables:

- List of and summary of interviews with 10 key stakeholders
- Technical Memorandum #1 – Stakeholder Interview Results and Proposed Public Involvement Activities
- Draft and final public involvement program
- Project website
- Project mailing list
- Flyers and other information materials as directed by PMT
- Up to three direct mailings
- Up to four presentation to civic institutions
- Distribution of information at public locations
- Translations as needed
- Public meeting to review study purpose and objectives
- Public meeting to obtain comments on project alternatives
- Technical Memorandum #2 – Summary of Public Involvement Activities