

Regional Transportation Options Plan

Public Involvement Approach

This memo outlines the Regional Transportation Options Plan (RTOP) approach to public involvement. It describes how the process coordinates, leverages, and builds upon the breadth of public involvement from current and recent relevant land use, transportation and other applicable planning efforts within the Central Lane Metropolitan Planning Organization (MPO) area.

1.0 Introduction

The RTOP purpose is to plan for the most effective application of transportation demand management and transportation options practices to address the goals, objectives and policies of the Central Lane MPO long-range Regional Transportation Plan (RTP).

Key products include:

- A TDM/TO Best Practices Toolkit
- A Regional TDM/TO Strategic Plan

The RTOP products will result in enhanced and expanded regional transportation options strategies, programs and services based on a strategic direction based on the development and funding of best practices.

The RTOP recognizes the importance and necessity of diverse stakeholder input throughout the planning process. It incorporates comments from past and current public involvement processes including the planning for land use, local and regional transportation, bicycle and pedestrian, climate change, and safety.

Additionally, the RTOP process will host a series of targeted discussions with stakeholder regarding current regional transportation opportunities, unmet needs, and potential strategies to address them. Public review of the draft plan will adhere to the Central Lane MPO's public involvement policy.

The goals of the RTOP public involvement approach are to:

- Capture the broad range of current public input on transportation options through current land use, transportation, and climate change planning efforts (e.g. TSPs, RTP, land use and transportation planning)
- Broaden the discussion on transportation options planning by involving non-traditional stakeholders in review of existing programs, identification of new strategies, and implementation opportunities.

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2.0 Public Outreach Process

The region is experiencing an unprecedented degree of simultaneous planning at the local, regional, state and federal levels. The public has multiple mechanisms to provide input through numerous transportation, land use, and climate change planning channels. With such concurrent planning underway, a high level of jurisdictional collaboration exists to share information collected through these processes.

2.1 Use Existing Resources.

The RTOP provides a prime platform to synthesize transportation options ideas, opinions and perspectives obtained through the variety of current planning processes. It derives its input from:

- Coburg Transportation System Plan Update
- Envision Eugene
- Eugene Transportation System Plan Update
- Eugene Climate Energy Action Plan
- Eugene Bicycle and Pedestrian Master Plan
- Springfield Glenwood Redevelopment Analysis
- Springfield Transportation System Plan Update
- Regional Transportation System Plan
- Federal Regional Transportation Plan

In particular, the RTOP relies heavily on the Regional Transportation System Plan (RTSP) update's public involvement strategies to:

- Facilitate efficient identification, notification, and engagement of a range of stakeholders and stakeholder groups
- Maximize the value of public participation by developing tools to share input among jurisdictions, and that allow information to be sorted according to specific travel modes (e.g. rail, transit, bike/ped, auto)
- Identify specific geographic areas (corridors, neighborhoods, communities)
- Understand issues (greenhouse gas emissions, economic development, safety)
- Involve agencies (MPO, Cities, County, ODOT, LTD, LTD's point2point Solutions)
- Coordinate key messages and maintaining a common language in communications to the public and decision-makers

2.2 RTOP Website



Collaborating with the Central Lane Regional Transportation System Plan website, the RTOP has its own distinctive site, www.regionalTO.org. The site provides a project overview, public involvement approach, and available documents for review. Wherever possible, the site uses graphic illustrations and provides multiple opportunities for the public to interact with the project.

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2.3 Technical Advisory Committee

The Transportation Options Advisory Committee, a subcommittee of the Central Lane MPO Transportation Policy Committee, serves as the RTOP Technical Advisory Committee. The TAC provides data, review, and comments on key RTOP elements. The RTOP relies heavily on these jurisdictional and agency perspectives that reflect the communities they represent.

As noted above, RTOP is one of multiple current planning processes in the region. RTOP staff participates in a number of these concurrent efforts. For example, within Regional Transportation System Plan (RTSP) process, RTOP staff provides and receives project updates from each respective project. This coordination increases efficiency and consistency between projects. A number of collaborations between projects have resulted such as; sharing vendor space at community events and data collection in transferable formats.

2.4 Outreach Materials

To take advantage of the outreach opportunities from multiple planning processes, the RTOP developed materials to educate the public on transportation options, the planning process, and to direct the public to the RTOP website. See postcard right.



2.5 Stakeholder Involvement

In autumn 2011 and planned for winter 2014, the RTOP will conduct a series of focused discussions around current and potential transportation options opportunities in relationship to recreation, employment, education, human services, health/insurance, employers, and economic development.

Stakeholders will review existing transportation options and tools as a foundation to discuss opportunities to meet current and future needs. The meetings will explore ways to leverage programs, strategies, and outline implementation possibilities. The intent of these discussions is to provide a think tank environment for key stakeholder groups with specific transportation option perspectives and needs.

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3. RTOP Strategic Plan

The final RTOP product will be a regional strategic plan to direct regional implementation, funding, and performance measurement of the Central Lane MPO area transportation options strategies, programs and services.

The final RTOP will follow to the Central Lane MPO public involvement procedures by including public review via an open house with notice to interested parties, web, and email notification and a series of presentations to identified stakeholders and official bodies. See the project completion [timeline](#).