



**PLANNING COMMISSION WORK SESSION AGENDA**

**Monday, April 22, 2019 - 6:00 PM**

**City Hall, Conference Room A, 169 SW Coast Hwy, Newport, OR 97365**

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The meeting location is accessible to persons with disabilities. A request for an interpreter for the DEAF AND HARD OF HEARING, or for other accommodations for persons with disabilities, should be made at least 48 hours in advance of the meeting to Peggy Hawker, City Recorder at 541.574.0613.

The agenda may be amended during the meeting to add or delete items, change the order of agenda items, or discuss any other business deemed necessary at the time of the meeting.

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1. CALL TO ORDER
2. UNFINISHED BUSINESS
3. NEW BUSINESS
- 3.A Outline of the Transportation System Plan Public Involvement Program.  
[PC Work Session Cover - Public Involvement Strategy.pdf](#)  
[Newport TSP-Draft Public Involvement Strategy Outline-4.18.19.pdf](#)
4. ADJOURNMENT

# Memorandum

To: Planning Commission/Commission Advisory Committee  
From: Derrick I. Tokos, AICP, Community Development Director   
Date: April 19, 2019  
Re: Draft Transportation System Plan Public and Stakeholder Involvement Strategy

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Enclosed is a draft outline of the public involvement strategy for the Transportation System Plan (TSP) update. We requested that the consultant, JLA Public Involvement, Inc., put this together so that it could be reviewed and edited before they took a deep dive into fully fleshing out the public involvement program.

This document will guide public outreach needed to inform development of the TSP. Please review the outline with an eye towards flagging any significant missing pieces that you believe should be built into the outreach program.

Page two of the document includes 10 bulleted key issues and critical success factors for the TSP project. We would appreciate your feedback on those as well.

We look forward to your feedback!

### Attachments

- Draft Public Involvement Strategy

Public and Stakeholder Involvement Strategy (PSIS)  
City of Newport Transportation System Plan Update  
Draft outline, for review, April 16, 2019

[Graphics (unique project logo): Newport Transportation System Plan and/or City of Newport Logo]

# **Technical Memorandum #1**

## **Public and Stakeholder Involvement Strategy**

### **Prepared for**

City of Newport

### **Prepared by**



JLA Public Involvement, Inc.  
1110 SE Alder Street, Suite 301  
Portland, OR 97214

**April 2019**

The following is a draft outline of the Public and Stakeholder Involvement Strategy (PSIS) for the City of Newport's Transportation System Plan (TSP) update scheduled to be implemented throughout the duration of the planning process for public input and outreach activities to begin in [late summer/early fall 2019].

This outline includes the proposed sections to be included in the draft and final Public and Stakeholder Involvement Strategy (PSIS) – Technical Memorandum (TM) #1, resources and activities to be used during the Public Involvement phase of the project. *Proposed language and other notes are provided under some sections.*

## Public and Stakeholder Involvement Strategy (PSIS)

### Introduction

This Public and Stakeholder Involvement Strategy (PSIS) will guide stakeholder and public involvement throughout the duration of the City of Newport's Transportation System Plan (TSP) update process at key milestones and through targeted subarea workshops.

The PSIS reflects commitments from the City of Newport (including recommended transportation investments from the recently completed Greater Newport Vision 2040 Plan) and Oregon Department of Transportation (ODOT) to coordinate and carry out outreach activities designed to provide interested parties an opportunity to have input on these plans.

The Greater Newport Area Vision 2040 was developed with the guidance and collaboration of The Greater Newport Area Vision 2040 Advisory Committee, the Newport City Council, and City of Newport staff, based on thousands of comments and suggestions received from Greater Newport Area community members and visitors. The public involvement work will expand upon the work and leverage the connections created during the Greater Newport Vision 2040 planning process.

### Project Description and Project Area

The City of Newport's **Transportation System Plan (TSP)** is a long-range plan that implements the transportation element of the City's recently completed Greater Newport Vision 2040 plan, which identifies the revitalization of US Highway 101 and US Highway 20 corridors, investing in maintenance and upgrades to transportation infrastructure as high priorities. It considers all modes of travel and provides guidance on how to invest in the transportation system through a combination of projects, policies, and programs to meet travel needs as a coastal city, and as the City continues to grow. **The City's current TSP was adopted in 1997, partially updated in 2008 and 2012, and needs to be revisited to reflect the latest community vision and current infrastructure systems.**

The Newport TSP project will update the current Newport TSP, with particular focus on the Commercial Core area (which includes corridors around Highway 20 and Highway 101) north of the Yaquina Bay Bridge and Agate Beach Neighborhood.

The Newport Transportation System Plan (TSP) update will inform how identified investments and funding can best be leveraged to create a transportation system that meets the long-term needs of the community and surrounding areas.

More specifically, the Newport TSP update is intended to address:

- Alignment for future replacement of the Yaquina Bay Bridge; and
- Desired streetscape, urban form, and arterial/collector roadway configuration for the City's commercial core areas that will catalyze redevelopment and meet the community's long term transportation needs; and
- Transportation enhancements for the Agate Beach neighborhood that are sensitive to the geologic conditions of the area; and
- Capital project needs, in a realistic manner, with planning level estimates for both near term and longer term priorities; and
- Viability of NW Harney Street and NW Nye Street as north-south alternatives to US 101; and
- Integrated multi-modal bike and pedestrian network that improves connectivity between neighborhoods, visitor destinations, and natural areas; and
- Traffic calming measures and pedestrian safety needs, with an emphasis on high volume roadway and Safe Route to School corridors; and
- Transit needs of the community, including a coordinated strategy to augment and maintain the system; and
- Acceptable street cross-sections with a palette of options that are responsive to different forms of development, environmental limitations and terrain constraints; and
- Infill frontage improvement requirements that strike a reasonable balance between the cost to the developer and needs of the community.

*[more info here to include City and County descriptions and background info, populations, major roadways and key businesses, colleges, Ports, etc. for the City of Newport and subareas in the Commercial Core area -including corridors around US Highway 20 and US Highway 101 north of the Yaquina Bay Bridge and Agate Beach Neighborhood]*

City of Newport Transportation System Plan Update: Public and Stakeholder Involvement Strategy (PSIS), draft outline

## Public Involvement Purpose and Goals

The purpose of the public involvement program is to share information and gather input on the needs and issues of stakeholders, local residents, businesses and key communities in Newport and the surrounding areas.

We are committed to sharing information and gathering input regarding the needs and issues of the public, stakeholders, and affected parties related to this planning effort.

The public involvement goals are to:

- Identify and engage all potentially affected and/or interested individuals, communities, and organizations that live, work, and play in Newport and surrounding subareas
- Educate public on the importance of improved transportation systems and transportation infrastructure to allow for informed decision making.
- Foster and sustain a collaborative and mutually respectful process while developing the Newport TSP.
- Communicate complete, accurate, understandable, and timely information to the public and partners throughout the development of the Newport Transportation System Plan (TSP) update.
- Demonstrate how input has influenced the process and is incorporated into the final Newport Transportation System Plan (TSP) update.
- Comply with Title VI of the Civil Rights Act.

## Audiences

As stated in the public involvement goals, the public engagement efforts seek participation of potentially affected and/or interested individuals, neighborhoods, businesses and organizations.

The public involvement process will seek to engage the following types of affected and interested people and organizations in the project area:

- Identified groups created from Newport Vision 2040 Planning
- Elected officials
- Agency partners working on related plans
- Business organizations, associations and chambers of commerce
- Bike, Pedestrian, and Transit advisory boards
- Bike and pedestrian interests
- Transit interests, including current or potential passenger transit riders/users, including Dial-A-Bus
- Tourist attractions, including tour bus and other tourist transportation companies
- Freight interests
- Environmental interests
- Accessibility groups
- Senior services
- Minority groups
- Health equity interests
- Tourism interests
- School districts (including student groups)
- Housing and community development interests
- Lincoln County
- Emergency services providers
- Newport & Agate Beach Neighborhood Associations
- Local event organizers
- Downtown and historic Newport interests
- Large employers
- Recreational interests & Recreational users
- General public
- Local media

## Key Messages

- Portions of the current TSP are **over 20-years old.**
- The updated Newport TSP will need to support concurrent planning documents of the City of Newport and the State of Oregon [and Lincoln County's Transit Development Plan (TDP)].
- This project provides an important opportunity to engage the public to determine transportation needs for the City of Newport communities and subareas, now and for the next 20+ years.
- The City is committed to engaging the public, local communities, travelers/tourists on this project and is employing tools to be accessible to a broad, diverse audience.
- The TSP will prioritize what projects compete for funding and will inform how investments can best be leveraged.
- There are many important factors that can impact local transportation needs. During the TSP update process, the team will consider transportation corridors of Highway 101 and Highway 20, pedestrian activity, connectivity, increased traffic volumes on both highway, funding opportunities, street design standards, and development conditions, among others.
- The TSP is a **24-month long planning process that, when complete,** will provide policy guidance for how the transportation system should be enhanced over the next 20-years to improve overall transit performance and meet the City's evolving transportation needs.
- The TSP will address current needs and future improvements to the Yaquina Bay Bridge.

## Decision-making Structure

Local residents, key stakeholders, government agencies, and elected officials all have a role to play in developing Newport's TSP. The City of Newport, ODOT and other Project Partners will form a Planning Advisory Committee (PAC) to gather input.

- *Illustrative graphic to show decision-making framework*

The City Council is the project's final decision maker. The Project Management Team (PMT) will make recommendations to the City Council based on technical analysis and stakeholder input. The decision-making structure for the TSP update will be developed to establish broad-based support for the project.



To support development of a credible decision-making process, a Planning Advisory Committee (PAC) **will be appointed by the City Council** to provide community-based recommendations and feedback to inform the TSP. The PAC will develop recommendations to the PMT and the City Council. Additionally, focus groups will be pulled together to inform targeted outreach and workshops in the commercial core and Agate Beach Neighborhood. All meetings will be open to the public and include a public comment period.

*More information on these groups can be found in the next section of the PSIS.*

## **Project Team Member Roles & Responsibilities for Public Involvement**

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

### **City of Newport**

- **Derrick Tokos (Planning Director), Project Manager.** Derrick provides project oversight to ensure that the project meets the requirements and objectives of affected community members and organizations within the project area and surrounding areas.

### **Public Involvement Consultant Team**

- **Dee Hidalgo (JLA), Public Involvement Project Manager.** Dee provides general oversight for the public involvement program – including public involvement, outreach and communications. Dee will communicate, meet and participate in conference call meetings with City of Newport and the PMT as needed to discuss public involvement issues.
- **Ayano Healy (JLA), Public Involvement Coordinator.** Ayano supports Dee in oversight of the public involvement program.

### **Planning Consultant Team**

- **Carl Springer (DKS), Project Manager.** Carl is leading the consultant team, providing oversight on the TSP and strategy and development and leading presentations with public groups.
- **Andrew Parish (Angelo Planning Group), Senior Planner.** Andrew is coordinating with the team for the development of the TSP and will assist Carl with presentations with public groups and community workshops.
- **Darci Rudzinski (Angelo Planning Group).** Darci supports Andrew in the coordination and development of the TSP.

City of Newport Transportation System Plan Update: Public and Stakeholder Involvement Strategy (PSIS), draft outline

## Role of the Planning Advisory Committee (PAC)

The Planning Advisory Committee (PAC) will be formed to provide a community perspective to the process of developing the Newport TSP update. The committee will be appointed by the City Council. The PAC will develop recommendations to the Project Management Team (PMT) and the City Council. All meetings will be open to the public and include a public comment period.

### Planning Advisory Committee Members

- TBD

*[JLA will coordinate with the City and ODOT to develop a PAC roster and invite people to participate in the PAC. The City to provide contact info for prospective PAC members. JLA will develop a draft PAC charge and protocols for discussion at PAC meeting #1.]*

The PAC may include community members, advocates, and representatives of affected agencies. JLA will also develop a plan for engaging at least 4 other City/County Committees to ensure these groups have an opportunity to fully participate in the process and provide feedback to inform the PAC's work (e.g. City Bike/Pedestrian Committee, City Planning Commission, 60+ Advisory Committee, and County Planning Commission).

JLA, with input from the City will recommend a committee organization to address the Commercial Core and Agate Beach Neighborhood as well as the general citywide transportation needs and solutions.

## Public Involvement Strategies

The project groups discussed earlier in the PSIS will serve as the primary tools for collaboration and consensus building on the project. The following table includes stakeholder engagement and informational tools and activities that will be used throughout the project to engage and inform a broader public audience.

## Stakeholder Engagement

| Tool/Activity   | Description  | PI Lead  |
|---|--|--|
| Interviews with Community Groups & Key stakeholder            | To inform the Public and Stakeholder Involvement Strategy, JLA will conduct interviews with up to 5 community groups and 20 key stakeholders, to incorporate into the PSIS.  | JLA, with input from City and PMT                              |
| Interested Parties List                                       | An interested parties list will be developed and maintained for the TSP update. List will include potentially impacted parties in the project area and subareas, interested parties, and past meeting attendees (created through other projects & planning process meetings). The interested parties list will be updated after public events and will track those individuals and groups who express interest in the project. The list will be used for notification of public events, project news and outreach materials. | JLA (initial list provided by the City)                        |
| Comment Response (Comment collection, analysis and responses) | An online sign-up feature for interested parties list will allow user to self-select interest areas, such as specific travel modes or geographic areas, as well as general citywide issues. JLA will log, track and respond to public inquires, and analyze all public comments and coordinate responses to comments using the web-based system.   | JLA  |
| Targeted Outreach to EJ/Title VI Communities                  | JLA will develop a fact sheet about the TSP update process that will also be translated into Spanish and conduct three (3) focused events to share information with Title VI/EJ communities. Beyond fact sheet, the three (3) events will use materials developed for other events and meetings.   | JLA  |
| <i>Social media</i>   | <i>Existing City's Facebook page and Twitter account will include project announcements, news, and meeting information, as well as solicit feedback.</i>   | <i>City (TBD), if will use existing social media platforms</i> |

City of Newport Transportation System Plan Update: Public and Stakeholder Involvement Strategy (PSIS), draft outline

| Tool/Activity                                      | Description   | PI Lead                           |
|--|---|-----------------------------------|
| Interviews with Community Groups & Key stakeholder | To inform the Public and Stakeholder Involvement Strategy, JLA will conduct interviews with up to 5 community groups and 20 key stakeholders, to incorporate into the PSIS.   | JLA, with input from City and PMT |
| Comments and surveys                               | <p>In addition to information sharing, the website will provide an opportunity for two-way communication. The site will contain an online comment form where the public can share thoughts and ideas, as well as host online surveys at key milestones.</p> <p>Paper surveys will be distributed to high traffic locations and to organizations and businesses serving residents that may not be comfortable taking a survey online.</p> <p>Both paper and online surveys will be translated into Spanish.</p> <p>Special efforts will be made to target elementary school parents and high school students, and underrepresented populations such as Spanish-speakers, to participate in public surveys.</p> | TBD                               |

| Tool/Activity   | Description  | PI Lead                                  |
|---|--|--|
| Interviews with Community Groups & Key stakeholder                | To inform the Public and Stakeholder Involvement Strategy, JLA will conduct interviews with up to 5 community groups and 20 key stakeholders, to incorporate into the PSIS.  | JLA, with input from City and PMT        |
| Community Workshop Series #1 (3-day event) and Community Event #2 | <p>During each of the community workshop series (3) total and Community Event #2 topic-specific work group meetings will be held to solicit input on the goals and policies of the TSP, as well as suggestions for transportation system options to be considered to address deficiencies.</p> <p>Work group meetings will include displays, interactive maps and other tools. Special efforts will also be made to recruit participants from underrepresented populations.</p> <p>Information for the events can be made available in alternative languages and formats upon request. Accommodations will be provided to persons with disabilities.</p> | JLA & City                               |
| Community and jurisdictional briefings                            | The City will meet with interest groups such as neighborhood and business groups, service providers, multicultural interests, schools and student groups and others, to discuss the project and collect input. These briefings are an opportunity to meet with people who might not attend open houses and keep those who are following the project informed on progress.  | City, JLA will provide written materials |
| Individual communications   | The City will hold briefings with stakeholders and elected officials as needed to share information, collect input, and build consensus.   | City, JLA will provide written materials |

| Tool/Activity                                      | Description  | PI Lead  |
|--|--|--|
| Interviews with Community Groups & Key stakeholder | To inform the Public and Stakeholder Involvement Strategy, JLA will conduct interviews with up to 5 community groups and 20 key stakeholders, to incorporate into the PSIS.  | JLA, with input from City and PMT                  |
| Translation, interpretation and outreach           | The City will work with community organizations to identify and implement targeted outreach to the Spanish-speaking community. Key project documents will be translated into Spanish. Interpretive services will be provided at public meetings, upon request. Translation of documents into other languages, including sign language, will be available upon request. | City, JLA will provide written materials           |
| Community Workshop Series #1 (3-day event)         | The project will host three separate community workshops over three (3) days in Newport and other subareas to provide one-on-one opportunities to talk about the project and get feedback from the general public.   | JLA & City (TBD date, late summer/early fall 2019) |
| Workshop #1  | Location: Newport  | TBD, date (late summer/early fall 2019)            |
| Workshop #2  | Location: North of Yaquina Bay Bridge  | TBD, date (late summer/early fall 2019)            |
| Workshop #3  | Location: Agate Beach Neighborhood   | TBD, date (late summer/early fall 2019)            |
| PAC Roster   | <p>JLA will coordinate with City and ODOT to develop roster and invite people to participate in the PAC.</p> <p>JLA will draft PAC charge and protocols for discussion at PAC meeting #1.</p>  | JLA, with City and ODOT coordination               |
| PAC Meeting #1                                     | Location, more details TBD   | DKS  |
| PAC Meeting #2                                     | Location, more details TBD   | DKS  |
| PAC Meeting #3                                     | Location, more details TBD   | DKS  |

City of Newport Transportation System Plan Update: Public and Stakeholder Involvement Strategy (PSIS), draft outline

| Tool/Activity                                       | Description  | PI Lead                           |
|---|--|-----------------------------------|
| Interviews with Community Groups & Key stakeholder  | To inform the Public and Stakeholder Involvement Strategy, JLA will conduct interviews with up to 5 community groups and 20 key stakeholders, to incorporate into the PSIS.  | JLA, with input from City and PMT |
| Community Event #2                                  | Plan, develop, implement and facilitate discussions at Community Event. City will schedule community event #2, provide notification to media, provide meeting room and distribute public information on City website, and through press release. JLA will provide media release info to the City   | JLA, with City                    |
| Postcard  | JLA will prepare and mail postcard to interested parties list and addresses within City limits.  | JLA                               |
| Project Displays                                    | To be developed for the use of public materials and for community workshops  | DKS                               |
| Written Materials (for City public outreach effort) | JLA will prepare materials for City to use in meetings with the community. City will meet with community members to discuss Draft TSP and provide feedback to the PMT. Materials may include: one-page summaries of project status, copies of project graphics, or brief PowerPoint presentation). | JLA                               |

## Information Tools

| Tool/Activity | Description   | PI Lead |
|---------------|---|---------|
| Web site      | The project website, [tbd custom URL], is the primary source for public information. The site includes project description, copies of project materials and contact information for project staff. Upcoming meetings are announced on the site and materials are posted here in advance of each meeting. Google translate allows web content to be translated into different languages. | JLA     |

City of Newport Transportation System Plan Update: Public and Stakeholder Involvement Strategy (PSIS), draft outline

| Tool/Activity                  | Description  | PI Lead |
|--------------------------------|--|---------|
| Project video                  | Project video will be created to raise awareness and interest. Video will be posted on the project website and [social media sites] in an effort to engage diverse stakeholders and will include English and Spanish subtitles.                  | JLA     |
| Fact sheet (English & Spanish) | A fact sheet will be prepared to support open houses, committee meetings, community briefings, and can be attached to news releases. The fact sheet will be updated as needed to reflect project milestones and will be translated into Spanish. | JLA     |
| Email announcements            | Email announcements will be distributed to interested parties included in the Interested Parties List to provide project updates and notification of meetings.   | City    |
| News releases                  | The PI team will identify opportunities to keep the project in the news by producing media releases. Releases will be sent prior to open houses and committee meetings and at key milestones.  | City    |

### 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 PSIS will be modified as needed to expand successful techniques.

At key milestones, the PI team will meet to discuss and assess how well the program is meeting the public involvement goals listed in this plan. 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 of responses received to a survey or questionnaire.
- Number of website hits or downloads occurring during a specific time period.
- Number of followers, responses and retweets on Twitter.

City of Newport Transportation System Plan Update: Public and Stakeholder Involvement Strategy (PSIS), draft outline



- Number of followers and messages on Facebook.
- Number of people who have signed up for the project mailing list.
- 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.

## Demographic Analysis

As part of the outreach to engage citizens and stakeholders in the TSP project, the City will make special efforts to involve minority and low-income groups.

[JLA will provide demographic data for Newport and surrounding areas of US Highway 101 and US Highway 20, north of the Yaquina Bay Bridge and Agate Beach Neighborhood]

The demographic data will be summarized and is intended to set a citywide baseline that will be compared to more localized areas of the City in future technical memoranda. This will ultimately help identify areas of the City that have higher concentrations of these populations.

**Figure 1: Demographic Analysis of Minority Residents**

**Figure 2: Demographic Analysis of Poverty Level**

DRAFT