

Public Participation Plan



For the Regional Transportation Planning Process
in the Salem-Keizer Metropolitan Planning Area

Adopted by the SKATS Policy Committee
November 23, 2021

prepared by:

Salem-Keizer Area Transportation Study

administered by:

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Salem-Keizer Area Transportation Study (SKATS)

The Salem-Keizer Area Transportation Study (SKATS) is the Metropolitan Planning Organization (MPO) designated by the Governor to develop and implement a coordinated, comprehensive, and continuing planning process that addresses issues related to the transportation systems of regional significance in the urban area.

SKATS is governed by a policy committee made up of elected officials from the jurisdictions within our region (the cities of Salem, Turner and Keizer, and Marion and Polk Counties) and representatives of agencies, such as the Oregon Department of Transportation (ODOT), and the Salem Area Mass Transit District (SAMTD), which are responsible for building and operating our transportation infrastructure. The SKATS Policy Committee provides the region a valuable forum in which to consider the issues, develop coordinated strategies, and recommend prudent investments in our system to solve the transportation challenges we face in the region. Most of the significant improvements to our transportation system require a pooling of many types of Federal, State, and local dollars, no single jurisdiction has either the authority or the financial resources to "go it alone." The SKATS Policy Committee provides the means for us to develop the "community of interest" that we must have to coordinate our transportation planning and investments to solve our current and expected problems, and to create a workable system for our future.

SKATS Policy Committee:

Cathy Clark.....	City of Keizer
Jim Lewis.....	City of Salem
Steve Horning.....	City of Turner
Danielle Bethell	Marion County
Lyle Mordhorst	Polk County
John Huestis	Oregon Department of Transportation
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Maria Hinojos-Pressey.....	Salem-Keizer School District

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Acronyms

ADA	Americans with Disabilities Act
AQCD	Air Quality Conformity Determination
CAC	Citizens Advisory Committee
FAST	Fixing America's Surface Transportation
FHWA	Federal Highway Administration
FTA	Federal Transit Administration
LTSP	Local Transportation Systems Plan
MAP-21	Moving Ahead for Progress in the 21st Century
MPO	Metropolitan Planning Organization
ODOT	Oregon Department of Transportation
OTP	Oregon Transportation Plan
PC	Policy Committee
PPP	Public Participation Plan
RTSP	Regional Transportation Systems Plan
SAFETEA-LU	Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users
SAMTD	Salem Area Mass Transit District
SKATS	Salem-Keizer Area Transportation Study
TAC	Technical Advisory Committee
TIP	Transportation Improvement Program
TMA	Transportation Management Area
TPR	Transportation Planning Rule
UPWP	Unified Planning Work Program

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INTRODUCTION

Background

The Federal surface transportation acts (the latest being Fixing America's Surface Transportation (FAST)) require urban areas, through a Metropolitan Planning Organization (MPO), to develop and implement a continuing, cooperative, and comprehensive transportation planning process. As the designated MPO for the community, the Salem-Keizer Area Transportation Study (SKATS) is responsible for the planning of the transportation systems of regional significance, as well as ensuring that the plan conforms with Federal requirements and regulations, including air quality conformity.

Every four years, SKATS revises the long-term (20-year) **Regional Transportation Systems Plan (RTSP)**. Approximately every two to three years and corresponding with the Oregon Department of Transportation update of its State Transportation Improvement Program (STIP), SKATS updates its **Transportation Improvement Program (TIP)**, which identifies and schedules the state and federal funding of transportation system improvement projects for the next four years in our area.

Along with the Oregon Department of Transportation, local cities, counties, the Salem-Keizer School District and the Salem Area Mass Transit District, SKATS develops transportation studies involving major issues of regional significance. The cities, counties, and agencies also conduct local transportation studies and develop transportation plans and strategic plans. These local plans include their own extensive review and public comment periods and processes. The recommendations from these regional and local transportation studies result in the identified projects and programs in the SKATS RTSP and TIP.

SKATS is governed by a Policy Committee made up of elected officials from the jurisdictions within the region (the cities of Salem, Turner, and Keizer; Marion and Polk Counties) and elected officials and representatives of agencies (the Oregon Department of Transportation, the Salem Area Mass Transit District, and Salem-Keizer School District) that are responsible for building and operating transportation infrastructure or providing transportation services. The Policy Committee reviews and considers recommendations from the SKATS Technical Advisory Committee, made up of jurisdictional staff and agency representatives. The Policy Committee has the responsibility for adopting and, when necessary, amending the major planning products -- RTSP, TIP, and Unified Planning Work Program (UPWP)—that are federally required of SKATS.

Purpose of the Public Participation Program

There is an extensive public involvement process associated with each of the major planning, programming, and project decisions made by the SKATS Policy Committee. This **Public Participation Plan** serves as a guide for that process to ensure the ongoing opportunity for broad-based public participation in the development and review of regional transportation plans, programs, and projects. More specifically, SKATS is committed to:

- 1) Informing the community about a range of transportation system and transportation-related issues.
- 2) Identifying and addressing community concerns about transportation and transportation-related issues.
- 3) Providing opportunities for the greater Salem-Keizer community to identify priorities and determine the relative importance of various alternative transportation system improvements, as well as the relative merits of community travel behavior choices; and
- 4) Meaningfully involving the public, affected agencies, and other interested parties in planning their regional transportation system.

Consistency with Fixing America's Surface Transportation (FAST)

Previous federal surface transportation acts required Metropolitan Planning Organizations to develop a Public Participation Plan in consultation with interested parties. The Fixing America's Surface Transportation (FAST) Act (Pub. L. No. 114-94), adopted in December 2015, continues the public participation requirements.

In 2006, SKATS' first Public Participation Plan was adopted after a public outreach process involving elected officials, neighborhood, community and service groups, government agencies, and staff. In 2013 and twice in 2017, the Public Participation Plan was updated to incorporate experiences and practices since its original adoption, as well as address corrections identified and requested by northwest FHWA and FTA staff.

Public Participation and Title VI

Title VI of the Civil Rights Act of 1964, prohibits discrimination in any program receiving Federal assistance. Although they are separate, Title VI, Environmental Justice, and Public Participation complement one another in ensuring fair and equitable distribution of transportation resources and services in a transparent process that invites public participation while protecting people or groups from discrimination. Through the public involvement process, potential environmental justice concerns may be identified, addressed, or mitigated. The SKATS transportation planning program complies with provisions of Title VI and Environmental Justice. Information and activities specific to

Environmental Justices principles and Title VI requirements that prohibit discrimination as well as processes to be followed should a case of discrimination be raised are covered in a separate SKATS Title VI plan. The Salem Area Mass Transit District (SAMTD) -- as a designated recipient of Federal Transit Administration (FTA) funds -- also has a Title VI plan.

VISION, GOALS, OBJECTIVES, AND POLICIES

VISION - An environment in which the public and their representative agencies, organizations, and other interested parties in the Salem-Keizer Transportation Study Area are provided opportunities and encouraged to be active participants in meaningfully shaping plans for their regional transportation system.

GOAL ONE: An open and ongoing public involvement process that ensures full public, agency, and interested party participation in, and input into, regional transportation planning.

Objective 1: *SKATS planning staff will identify organizations and individuals representing a broad spectrum of community interests and actively seek their participation in transportation planning processes.*

Policy 1: SKATS will seek participation and comment from all segments of the public in accordance with the current Federal surface transportation act.

Policy 2: SKATS will work to identify new stakeholders interested in or affected by the transportation process.

Policy 3: SKATS will work to identify traditionally under-involved populations within the region, including minority, low income, limited English proficiency, internet/electronically isolated, and populations over the age of 65.

Policy 4: SKATS will seek review and recommendations from local governments.

Objective 2: *SKATS will seek to improve its public participation program by regularly reviewing this plan and our outreach activities, and by seeking guidance from the public.*

Policy 1: SKATS will regularly query the public and interested parties on the best ways to provide information, increase engagement, and make best use of public input during the plan update, and will incorporate their recommendations into this participation plan.

Policy 2: SKATS will seek new and better methods of improving the quality of our public participation by learning from examples of other public agencies, attending seminars, and training, and documenting the success of methods used at SKATS.

Policy 3: SKATS will review the Public Participation Plan every four years.

GOAL TWO: Full public access and information to key decisions in the regional transportation planning process.

Objective 1: Use the public involvement process to improve transportation plans.

Policy 1: SKATS will encourage the public to provide new information and articulate priorities.

Policy 2: SKATS will help the public understand tradeoffs so that they may debate the merits of alternatives.

Policy 3: SKATS will seek public guidance when developing policies, identifying issues, and gathering ideas, developing alternatives, setting evaluation criteria, and selecting the best alternative.

Objective 2: For all major transportation planning activities, make clear for the public the process through which decisions are made and the best times to be involved.

Policy 1: SKATS will identify for the public the key decision makers and their process for reaching decisions.

Policy 2: SKATS will promote more justifiable and equitable decisions by recognizing and communicating the needs (regulatory, timing, budget, public input) of all participants, including decision makers.

Policy 3: SKATS will provide information on the funding sources and constraints that influence and determine many transportation decisions.

Policy 4: Early in the planning process, SKATS will provide an estimated timeline of key decision points and maintain an easily accessed planning calendar throughout the planning process.

Policy 7: SKATS will make available on the Mid-Willamette Valley Council of Governments (MWVCOG) website agendas and minutes of meetings of the SKATS Technical Advisory Committee and SKATS Policy Committee.

GOAL THREE: Widely disseminated, clear, and timely information distributed to the public, affected agencies, and interested parties.

Objective 1: Information will be disseminated and gathered through a variety of media.

Policy 1: Methods and media for exchanging information with the public should be selected based on ease of access, quality of information conveyance, and the public's convenience, including email, websites, news media, social media,

virtual meetings, flyers, brochures, and traditional mailings

Policy 2: SKATS will develop and use visualization techniques to assist in communicating to the public using maps, charts, tables and display boards, PowerPoint presentations, websites, and online use of downloadable maps and/or interactive maps.

Policy 3: SKATS will use the MWVCOG web page, and specialized web pages, as necessary, to publish and make available its plans and studies and to inform the public of opportunities to participate. Technical reports and supporting data will be made accessible on the MWVCOG website or through links, when that information is made available to SKATS. SKATS staff or their designated representative(s) will be available to provide general and project-specific information to the public at their offices, and to community group meetings or events with reasonable notice.

Policy 4: SKATS will share with and encourage jurisdictions to use their own media outlets for further public outreach.

Objective 2: *Transportation planning information will be conveyed in language and in a context that is understandable to the lay person.*

Policy 1: Acronyms and abbreviations, while convenient shorthand for planners, will be kept to a minimum in information prepared for the public.

Policy 2: SKATS will provide understandable background information to help the public understand the processes used in transportation planning, including links to resources for further inquiry.

Policy 3: SKATS will define the role of regional planning in identifying regional priorities, obtaining Federal funding, and facilitating project sharing between jurisdictions.

GOAL FOUR: Timely and gracious acknowledgement and response to issues, concerns, and comments raised by the public regarding the development and implementation of regional transportation plans, programs, and projects.

Objective 1: *Ensure that the comments from the public, affected agencies, and other interested parties are considered and incorporated into the deliberations regarding proposed plans and programs.*

Policy 1: SKATS will maintain a readily available record of comments received on the federally required planning documents (RTSP, TIP, and PPP) and responses made. A report on the disposition of comments will be made part of the final documents.

Policy 2: SKATS will provide updated summaries of comments from the public, agencies, and interested parties to SKATS committees at key decision points in the transportation planning process.

Policy 3: SKATS will provide additional opportunities for review and comment by the public, agencies and interested parties if there are significant differences between the draft and final plans.

Policy 4: SKATS will include a visible and easy-to-use link for the public on the MWVCOG website to submit comments, questions and complaints.

GOAL FIVE: Fully integrate public participation with the regional transportation planning process and coordinate with the other public involvement programs undertaken in the region.

Objective 1: *Coordinate the SKATS public involvement activities with other similar programs in the community to make best use of staff and resources while minimizing public confusion and time demands.*

Policy 1: SKATS will coordinate and, where possible, collaborate with public involvement efforts of other jurisdictions and agencies, particularly those focused on transportation.

Policy 2: SKATS will acknowledge the public participation work obtained through local transportation planning processes conducted by other jurisdictions and agencies.

Policy 3: SKATS will use the PPP in addition to the Consultation process to notify and invite participation of The Confederated Tribes of the Grand Ronde Community in Oregon, the Confederated Tribes of the Siletz Indians of Oregon, and Federal Lands Management agencies at the onset of the RTSP, TIP, or other major planning activities.

Tools for Public Participation

Insights from the Covid Pandemic:

In March of 2020 -- at the beginning of the pandemic lock down -- the Fiscal Year 2021-26 Transportation Improvement Plan was posed to open its public comment period. SKATS staff quickly developed an online Open House feature that included an overview of the programs, a map of proposed projects and an interactive comment feature. It was shared online via email and Facebook and successfully received 59 comments. Additionally, Policy Committee and Technical Advisory Committee meetings moved to an online format, with public meeting links. Since then, staff has continued to evaluate tools and features that are more conducive to easy virtual public involvement with the intent to regularly utilize them.

A variety of tools are used during plan development and studies to encourage public participation. These are the primary methods used by SKATS, and staff is continually looking for new ways to improve and expand outreach techniques.

Website: The MWVCOG website (www.mwvcog.org) is used as a primary way to share information about plans and the planning process and communicate to the public about current work and events conducted within SKATS. All of SKATS public meeting materials and agendas are posted on the website, and reports and publications are available in draft and final form. Descriptions of all transportation programs and planning work are included. Interactive online maps of transportation projects both current and completed are also available in the website's map gallery.

Press Releases: Project timelines and opportunities for public input (open houses, meetings, and public hearings) are described in press releases sent to news media (including but not limited to the Salem Statesman-Journal, Keizer Times, Salem Reporter, Capitol Community Media, and KeizerTV.com) in the Salem-Keizer area.

Notice to Interested Parties: SKATS keeps both an email distribution list and traditional mailing list of interested parties who receive notifications of upcoming program development and public comment opportunities. The list includes local officials, civic and church groups, neighborhood associations, ODOT staff, city and county staff, and community members who have signed up to receive information. Information on joining either or both distribution lists is available on the website, and during outreach activities and as part of all flyers and brochures produced by SKATS. Anyone may request to be included.

Policy Committee and Technical Advisory Committee Meetings: All meetings are open to the public with an opportunity to comment at the Policy Committee. The Policy Committee traditionally meets the fourth Tuesday starting at 12:00 pm, and the Technical Advisory Committee traditionally meets the second Tuesday starting at 1:30 pm, both at the MWVCOG offices, as appropriate. Meeting cancellation notices are on the MWVCOG website. Agendas, supporting materials and draft minutes for both meetings are available at www.mwvcog.org one week before their respective meetings. Since March 2020, both committees have met virtually via the Zoom platform, with the meeting link included in the posted agenda. It is anticipated that going forward there will always be an option to join the meeting online, even if returning to an in-person format.

Open Houses: Informational open houses are held during the development of the draft RTSP, TIP and other planning projects to give an overview of the process, the recommendations about goals, policies, and projects, and to invite public comment and feedback. Open houses are informal in nature with MPO staff available, they may be held in person and/or in concert with an online virtual environment. Comment cards are always available to fill out if individuals prefer to provide written comments. Open houses are announced on the website, in press releases and through contact distribution lists.

Public Hearing: The Policy Committee conducts public hearings for plan adoptions or full amendments (RTSP Amendment or TIP Full Amendments A), and other significant policy decisions as needed. Public hearings are formal in structure and allow for public comment in person or in written form. All public hearings dates are posted on the website, announced in press releases and through contact distribution lists.

Brochures and Newsletters: Brochures in English and Spanish are mailed, posted, and distributed in the community. The MWVCOG produces a quarterly newsletter that always includes important events and public involvement opportunities. The MWVCOG Annual Report summarizes the MPO's activities, including major public involvement activities.

Civic or Community Meetings: Depending on availability or scheduling, staff attends neighborhood association meetings, City council or planning meetings, Chemeketa Community college information days, or join with other public outreach events held by the affected jurisdiction or agency (see the policies in Goal 5) to make informational presentations.

MPO Planning Programs

SKATS produces and updates these main products that facilitate transportation planning in the area.

- 1) The **Regional Transportation Systems Plan (RTSP) and Air Quality Conformity Determination (AQCD)** provides a comprehensive, long-range look at the Salem-Keizer region and how to meet the anticipated transportation needs in a manner that is fiscally prudent. It is based on projections of population, employment, and land-use for the communities during the next 20+ years. The RTSP includes a multi-modal list of projects that have a reasonable certainty of being funded and address mobility and safety needs and enhancements to the regional system or provide new service are identified in the plan. An environmental justice analysis of proposed projects is conducted with each plan development. A full update to the RTSP is required every four years (by federal statute and regulations). Amendments are occasionally made between updates as new projects, funding or programs arise. An Air Quality Conformity Determination is required because the SKATS area is classified by the federal Environmental Protection Agency as a carbon monoxide limited maintenance area.

Public involvement includes a 30-day public comment period and public hearing for the draft RTSP and AQCD. Outreach activities described in the previous section of include but are not limited to open houses during development, website announcements, notices to interested parties, community presentations, brochure distribution, and press releases.

- 2) The **Transportation Improvement Program (TIP) (and its associated Air Quality Conformity Determination)** is developed in order to program the near-term (four-year) allocation of Federal and State transportation funds to a list of multimodal projects and transportation programs within the SKATS region. Normally updated every three years, the TIP establishes the schedule (i.e., fiscal year(s)) and funding amounts and sources for the near-term (4 years, plus 2 illustrative years) implementation of projects or project phases. Projects and programs in the TIP should be either included or consistent with the adopted 20-year Regional Transportation Systems Plan (RTSP). An environmental justice analysis of proposed projects is conducted with each plan update. The first four years of the new TIP are incorporated in the Oregon Statewide Transportation Improvement Program (STIP).

Due to the nature of transportation project development, additions or modifications to ODOT projects, or changes in available funding, modifications to the TIP must be made by the SKATS Policy Committee. Established procedures for modifying the TIP are spelled out in the TIP Management Process section of the adopted TIP,

which is available on the MWVCOG website. There are several levels of modifications. A modification that is significant enough to require public review and comment, and/or re-demonstration of fiscal constraint, and/or a conformity determination is considered a **Full Amendment (see next paragraph for the two types)**. These include such things as when a project is added or deleted, a change in project scope is made, or a significant increase or decrease in funding is needed. **TIP Adjustments** are modifications that are not significant enough to require public outreach, but still require Policy Committee Action. **TIP Administrative Modifications** are minor revisions to the TIP, for example slipping a project phase from one year to the next, and do not require a public comment period or Policy Committee action. Administrative Modifications made by SKATS staff are included in the next scheduled Policy Committee meeting notifications. See the adopted TIP and the chapter about the TIP Management Process for a detailed description of the types of modifications.

There are two levels of Full Amendments described in the TIP Management Process:

Full Amendment (A) – TIP revisions that have greater potential to impact the public, and therefore, require a more comprehensive public process, such as adding or cancelling a project that significantly affects roadway capacity, vehicle volumes, or travel speeds. Full amendments (A) require the same public involvement process as the plan adoption with a **30-day comment period and public hearing**. Outreach tools include, but are not limited to open houses, website announcements, notices to interested parties, community presentations, brochure distribution, and press releases.

Full Amendment (B) – Revisions to the TIP that are below the triggers identified as Full Amendment (A) but are still considered Full Amendments. See the TIP Management Process for a complete definition of the types of actions that are considered Full Amendments (B). Full Amendments (B) require a **14-day public comment period**, no public hearing is held unless specifically requested by the Policy Committee. Outreach tools include, but are not limited to, website announcements, and agenda postings.

- 3) An annual **Unified Planning Work Program (UPWP)** details the work undertaken in the SKATS area, during the fiscal year (which runs July 1 – June 30). This includes updates or amendments of the two major planning documents (i.e., the RTSP and TIP), planning studies (such as facility studies or transit studies), technical work (such as traffic modeling and forecasting or facility inventories) and interagency coordination with ODOT and the local jurisdictions/districts in the region. This document is developed annually, with work starting in the Fall of the preceding year. After presentation and discussion with the Technical Advisory Committee, and review by ODOT and FHWA/FTA, the document is adopted by the Policy Committee.

The draft UPWP is provided for review and modification at the TAC and Policy Committee meetings (which are open to the public), adopted by the Policy Committee (usually in April preceding the next fiscal year that begins in July) and is posted on the MWVCOG website. The UPWP is not required to have a formal public involvement component.

- 4) The **Public Participation Plan (PPP)** serves as a guide for the process to ensure the ongoing opportunity for broad-based public participation in the development and review of regional transportation plans, programs, and projects.

The PPP is updated every four years. Public involvement includes a 45-day public comment period for either plan development or amendment. Outreach tools include but are not limited to website announcements, surveys of the public about how they would prefer to be informed about transportation planning at SKATS and notices to interested parties asking them to provide comments. Drafts of the PPP update is provided to the TAC and Policy Committee for their review, discussion and modifications. The Final PPP is adopted at by the Policy Committee at one of their public meetings, with a report on outreach activities and comments collected during the 45-day public comment period.

Public Participation Components

The specific components identified below are included in the public participation programs for the specified regional transportation planning documents listed. These components were selected based on the following criteria: 1) the degree to which the public indicated they would be useful; 2) the degree to which a given activity achieved the objectives defined for the Public Participation Plan; and 3) requirements of the applicable Federal regulations of the MPO's work program.

For this update, a public survey¹ was conducted to evaluate outreach effectiveness and ask for improvement. Overall, the survey feedback confirmed that the approaches used by SKATS match what the public is requesting and expecting. The majority of suggestions to improve outreach (examples included: emails, websites, Facebook, neighborhood associations, local press, public meetings, etc.) are currently already part of the tool set included in this document. Staff will continue to look for improvements in outreach as well as the frequency of communication to promote the visibility of programs.

If additional activities beyond those specifically required in this Plan are found to be appropriate, affordable, and achievable during the conduct of a particular public process, they will be integrated into the Public Participation Plan for that planning activity. Consideration will be given to additional techniques and processes to increase and broaden public participation, especially participation by populations that have traditionally been more difficult to reach (such as those with limited English proficiency, low-income communities, etc.)

Salem Area Mass Transit District

The Salem Area Mass Transit District (SAMTD) is a designated recipient of FTA Section 5307, 5310, and 5339 funds, which are available for capital purchases, preventative maintenance, transit enhancements, and operations (under proscribed limits). Other Federal Section 5310, 5311, and State Special Transportation Fund dollars are awarded/allocated by ODOT for public transit purposes. The public participation requirements² for these funds require the following:

- a) make available to the public information on the amount of funds available to the recipient(s);
- b) develop, in consultation with interested parties, including private transportation providers, a proposed program of projects for activities to be financed;
- c) publish a proposed program of projects in a way that affected individuals, private transportation providers, and local elected officials have the opportunity to examine the proposed program and submit comments on the proposed program and the

¹ The survey had 80 respondents, and was promoted through SKATS' Interested parties email list, Facebook postings, and COG Connections newsletter. The full survey results are included in Appendix B of this document.

² 49 U.S.C. Chapter 53, Federal Transit Laws.

- performance of the recipient;
- d) provide an opportunity for a public hearing in which to obtain the views of individuals on the proposed program of projects;
- e) consider comments and views received on the proposed program (especially those of private transportation providers) in preparing the final program of projects
- f) make the final program of projects available to the public.

The program of projects for funds is developed and coordinated by SAMTD and included in the draft TIP update and included in the public participation of the draft TIP.

SKATS Committees and Public Review Procedure

- a) Prior to their release for public review and comment, the SKATS Policy Committee (PC) and Technical Advisory Committee (TAC) shall review drafts of the following documents at their regularly scheduled meetings:
 - i) SKATS Public Participation Plan (PPP)
 - ii) SKATS Regional Transportation Systems Plan (RTSP), Major Amendments to the RTSP, and the RTSP Air Quality Conformity Determination (AQCD)
 - iii) SKATS Transportation Improvement Program (TIP), TIP Full Amendments (A and B), and the TIP Air Quality Conformity Determination (AQCD)
- b) Information on the availability of the above documents and ability for public review and comment shall use one or more of the following methods: MWVCOG newsletters, press releases, MWVCOG webpage, and other communication methods and opportunities.
- c) Copies will be available at SKATS offices, may be distributed to libraries, and will be posted on the Mid-Willamette Valley Council of Government website (www.mwvcog.org).
- d) At the conclusion of the public review period, the SKATS Policy Committee will receive a written summary of public comments and staff responses.
- e) The Policy Committee will have a public hearing prior to deliberation and adoption of the RTSP, RTSP Major Amendments, TIP, TIP Full Amendment (A), and AQCDs.
- f) The Policy Committee will adopt the PPP and Unified Planning Work Program (UPWP) in a public meeting.

Public Review Periods

- a) The minimum review period for the Public Participation Plan (PPP) and its amendments **shall be 45 days.**
- b) The minimum review period for the Regional Transportation Systems Plan (RTSP), RTSP Major Amendments and Updates, and RTSP Air Quality Conformity Determination **shall be 30 days.**
- c) The minimum review period for the draft Transportation Improvement Program (TIP) and Full Amendments (A) and TIP Air Quality Conformity Determinations **shall be 30 days.** A minimum review period for a TIP Full Amendment (B) **shall be 14 days.**

- d) The minimum review period for an Air Quality Conformity Determination **shall be 30 days.**

Public Participation and Engagement Program

To help facilitate public participation, SKATS shall develop a public engagement program for RTSP and TIP updates, corresponding with their 4-year and 3-year update cycle. This program of activities will be used in the kick-off, development, draft, and adoption milestones of both the RTSP and TIP (plus amendments, if any). A public engagement plan will be developed before work on the RTSP or TIP plan starts, and it will include a timeline of events or activities with clearly indicated opportunities for public involvement. Public engagement plans will also be developed for the updates of the SKATS PPP, and for other planning work as necessary. Public engagement plans will be available on the MWVCOG website and in SKATS offices.

In developing this program, SKATS staff, the Technical Advisory Committee and the Policy Committee may identify one or more of the following methods of encouraging and soliciting public participation and incorporate any of the tools outlined earlier in this document:

- a) Establishment of a formal Citizens Advisory Committee (CAC) or Citizens Task Force, addition of members of the public on the Technical Advisory Committee, or other advisory committee as needed. Opportunities and instructions on how to participate will be announced through email distribution lists and website notices.
- b) Informational packets/fact sheets, brochures, maps and other materials that explain the major changes and additions to the RTSP and TIP. Materials to be printed and available on the MWVCOG website
- c) One or more “open houses” for the public to review drafts of the RTSP and TIP, held in person or virtually.
- d) A series of focused workshops held in person or virtually.
- e) Media placements using one or more of the following methods: existing local newspapers (such as the Salem Statesman-Journal and the Keizer Times) and newsletters (including from the MWVCOG, Salem neighborhood newsletters and other sources); press releases; web pages (informational and/or interactive); social media, videos (as resources allow), and other opportunities.
- f) Informational briefings to councils, commissions, chambers, neighborhood groups, citizen organizations, etc.
- g) Attendance or representation at appropriate public events: materials distributed to general public by request, and to other agencies for their distribution.

Outreach strategies to better engage traditionally underserved populations will include utilizing the SKATS report “Demographic Profile of Transportation Disadvantaged Populations in the SKATS Area” to geographically locate neighborhoods with impacted populations. SKATS will join with MPO members in their outreach events to low income and minority populations, and partner with appropriate community-based organizations for events, meetings, mailings, and outreach as available. SKATS will work with resources

such as the City of Salem Human Rights and Relations Advisory Commission and the Cherriots Special Transportation Fund Advisory Committee when trying to reach out to underserved populations and increase mailing and email contacts with groups representing underserved populations in MPO communications.

A summary of all Public Participation activities is included in the Title VI Accomplishment report produced by SKATS and delivered each year to ODOT, covering the period from July 1st to June 30th. Past reports are available on the MWVCOG website.

Summary of Participation Activities and Public Involvement Opportunities

Program	Outreach	Public Input Opportunities	Notice	Review Period	Notes
Regional Transportation Systems Plan (RTSP) - <u>Kick off</u>	<ul style="list-style-type: none"> •Interested parties mailing and email list •Notice posted on website •MWVCOG newsletter and COG Connections 	<ul style="list-style-type: none"> •Attend TAC or PC meetings -public comment time on PC agenda •Provide comments by phone, mail, email, or in person 	<ul style="list-style-type: none"> •Notice on website •TAC & PC agendas 	n/a	Plan development schedule posted on website.
Regional Transportation Systems Plan (RTSP) - <u>Development</u>	<ul style="list-style-type: none"> •Interested parties mailing and email list •Notice posted on website •Draft chapters, maps and materials included in committee packets, which are available MWVCOG on website 	<ul style="list-style-type: none"> •Attend TAC or PC meetings -public comment time on PC agenda •Provide comments on plan updates as they are brought to TAC and PC, by phone, mail, email, or in person 	<ul style="list-style-type: none"> •Notice on website •TAC & PC agendas 	n/a	Plan development updates posted on website and discussed at regular TAC and PC meetings.
Regional Transportation Systems Plan (RTSP) - <u>Draft</u>	<ul style="list-style-type: none"> •Interested parties mailing and email list •Materials posted on website •Brochures/Flyers •Community meetings •Online maps with comment feature •Open house •Share on social media 	<ul style="list-style-type: none"> •Attend open houses •Provide comments by phone, mail, email, webmap, or in person •Attend public presentations (community meetings) •Attend TAC or PC meetings 	<ul style="list-style-type: none"> •Press release •Notice on website •TAC & PC agendas 	30 days before adoption at public hearing	SKATS Policy Committee will release the Draft RTSP and AQCD for a public review period of 30 days.
Regional Transportation Systems Plan (RTSP) - <u>Adoption</u>	<ul style="list-style-type: none"> •Respond to public comments; provide public comments and response to Policy Committee •Materials and meeting notice posted on website •Public hearing before adoption 	<ul style="list-style-type: none"> •Attend and testify at public hearing at Policy Committee •Submit written comments for public hearing 	<ul style="list-style-type: none"> •Notice on website •TAC & PC agendas 	Public hearing at Policy Committee meeting.	SKATS Policy Committee will determine if changes are needed based on the public comments received.

Program	Outreach	Public Input Opportunities	Notice	Review Period	Notes
RTSP Amendment, if needed	<ul style="list-style-type: none"> •Interested parties mailing and email list •Materials posted on website •Brochures/Flyers •Community meetings •Online maps •Open house •Share on social media •Public hearing before adoption 	<ul style="list-style-type: none"> •Sign up for mailing/email lists •Attend open houses •Attend public presentations (community meetings) •Attend TAC or PC meetings •Provide comments by phone, mail, email, or in person •Attend or submit comments for public hearing 	<ul style="list-style-type: none"> •Press release •Notice on website •TAC & PC agendas 	30 days before adoption at public hearing	SKATS Policy Committee will receive a written summary of public comments and staff responses
Transportation Improvement Plan (TIP) - Kick off	<ul style="list-style-type: none"> •Interested parties mailing and email list •Notice posted on website •MWVCOG newsletter and COG Connections 	<ul style="list-style-type: none"> •Attend TAC or PC meetings -public comment time on PC agenda •Provide comments by phone, mail, email, or in person 	<ul style="list-style-type: none"> •Notice on website •TAC & PC agendas 	n/a	Plan development schedule posted on website.
Transportation Improvement Plan (TIP) - Development	<ul style="list-style-type: none"> •Interested parties email list •Notice posted on website •Draft chapters, maps and materials included in committee packets, which are available MWVCOG on website 	<ul style="list-style-type: none"> •Attend TAC or PC meetings -public comment time on PC agenda •Provide comments on plan updates as they are brought to TAC and PC, by phone, mail, email, or in person 	<ul style="list-style-type: none"> •Notice on website •TAC & PC agendas 	n/a	Plan development updates posted on website and discussed at regular TAC and PC meetings.
Transportation Improvement Plan (TIP) - Draft	<ul style="list-style-type: none"> •Interested parties mailing and email list •Materials posted on website •Brochures/Flyers •Community meetings •Online maps with comment feature •Open house •Share on social media 	<ul style="list-style-type: none"> •Attend open houses •Provide comments by phone, mail, email, webmap, or in person •Attend public presentation (community meetings) •Attend TAC or PC meetings 	<ul style="list-style-type: none"> •Press release •Notice on website •TAC & PC agendas 	30 days before adoption at public hearing	SKATS Policy Committee will release the Draft TIP and AQCD for a public review period of 30 days.

Program	Outreach	Public Input Opportunities	Notice	Review Period	Notes
Transportation Improvement Plan (TIP) - Adoption	<ul style="list-style-type: none"> •Respond to public comments; provide public comments and response to Policy Committee •Materials posted on website •Public hearing before adoption 	<ul style="list-style-type: none"> •Attend and testify at public hearing at Policy Committee •Submit written comments for public hearing 	<ul style="list-style-type: none"> •Notice on website •TAC & PC agendas 	Public hearing at Policy Committee meeting.	SKATS Policy Committee will determine if changes are needed based on the public comments received.
TIP Amendment (A) (See TIP Management Process for complete definition)	<ul style="list-style-type: none"> •Interested parties email list •Notice posted on website •Information available on website through agenda posting •Public hearing before adoption. 	<ul style="list-style-type: none"> •Sign up for email/ mailing list •Attend TAC or PC meetings •Provide comments by phone, mail, email, or in person •Attend and testify at public hearing at Policy Committee •Submit written comments for public hearing 	<ul style="list-style-type: none"> •Notice on website •TAC & PC agendas •Press release 	30 days before adoption at public hearing	SKATS Policy Committee will receive a written summary of public comments and staff responses
TIP Amendment (B) (See TIP Management Process for complete definition)	<ul style="list-style-type: none"> •Notice posted on website •Information available on website through agenda posting 	<ul style="list-style-type: none"> •Attend TAC or PC meetings -public comment time on PC agenda •Provide comments by phone, mail, email, or in person 	<ul style="list-style-type: none"> •Notice on website •TAC & PC agendas 	14 days before adoption at Policy Committee	SKATS Policy Committee will receive a written summary of public comments and staff responses
TIP Adjustments	Information available on website through agenda posting	Attend PC meetings -public comment time on PC agenda	Included in agenda for PC posted on website	Public comment period not required, adoption by Policy Committee	Comments received will be reviewed by the MPO.

Program	Outreach	Public Input Opportunities	Notice	Review Period	Notes
TIP Administrative Modifications	Information available on website through agenda posting	Attend PC meetings -public comment time on PC agenda	Included in agenda for PC posted on website	Public comment period not required; Policy Committee informed of change.	Comments received will be reviewed by the MPO.
Unified Planning Work Program (UPWP)	Draft versions of the UPWP included in the TAC and PC agendas, which are on the MWVCOG website	Attend TAC or PC meetings -public comment time on PC agenda	TAC and PC meetings are noticed on the MWVCOG website	Public comment period not required	Comments received will be reviewed by the MPO.
Public Participation Plan (PPP)	<ul style="list-style-type: none"> •Interested parties email list •Materials posted on website •Flyer •Share on social media 	<ul style="list-style-type: none"> •Sign up for email/ mailing list •Attend TAC or PC meetings during plan development - public comment time on PC agenda •Provide comments by phone, mail, email, or in person •Attend and speak at Policy Committee when plan adoption is considered. 	<ul style="list-style-type: none"> •Press Release •Notice on website •TAC & PC agendas 	45 days before adoption by Policy Committee	SKATS Policy Committee will receive a written summary of public comments and staff responses

Measures of Effectiveness

Evaluating the effectiveness of public involvement activity will take place after the completion of plans, or as appropriate with ongoing activities. Goal 1, Objective 2 of this PPP states that SKATS will seek to continually improve the quality of the public involvement process and experience. The following framework provides evaluation measures for assessing effectiveness and will provide feedback to help improve public involvement strategies, such as discontinuing ineffective activities, or modifying and adding new activities to the outreach of MPO programs.

Outreach Tool	Evaluation Criteria	Objective	Methods to Meet Objective
MWVCOG Website	Number of visitors or hits	Maintain an active website with regular visitor hits to webpages	<ul style="list-style-type: none"> •Include website link in communications •Share website on social media •Provide all documents (draft and final) on website •Promote website as primary source of current information
Presentations, Open Houses and Public Hearings	<ul style="list-style-type: none"> •Number of presentations made to organizations/clubs/associations •Number of Open Houses •Attendance at events •Number of new contacts added to distribution lists from events 	<ul style="list-style-type: none"> •Provide presentations to a geographically and organizationally diverse groups •Hold Open Houses that are attended by the public 	<ul style="list-style-type: none"> •Partner with MPO members for joint events •Present at neighborhood association meetings/civic clubs/community organizations •Schedule MPO events at convenient times and locations •Promote availability of presentations to new organizations/clubs/associations including opportunities that reach low-income and minority populations •Outreach with mailings and flyers announcing events •Promote access and information about public hearing participation
Notice to Interested Parties	<ul style="list-style-type: none"> •Number of contacts on email list •Number of names on mailing list •Number of times email notifications were sent. 	Increase contacts on both email and regular mailing lists	<ul style="list-style-type: none"> •Make sign up for distribution lists easy on website •Make the availability of an email sign up visible with MPO communications

Outreach Tool	Evaluation Criteria	Objective	Methods to Meet Objective
Public Comment period	Number of comments received (from all methods: email, written, webmap, comment card, personal contact and phone call)	<p>Receive comments (from various methods) that represent a range of interests in the region.</p> <p>Increase opportunities for the public to learn about transportation planning plans and projects and opportunities to give comments.</p>	<ul style="list-style-type: none"> •Encourage all methods of comment collection in promotional materials. •Promote the culture that comments are welcome and part of the public process. •Include website and email contact links in communications •Distribute comment cards •Widely distribute links to interactive/comment maps
Promotional materials	<ul style="list-style-type: none"> •Number of brochures and flyers printed and distributed •Number of Press releases •Number of social media links or mentions of SKATS 	<ul style="list-style-type: none"> •Widely distribute printed materials to the public, groups, and organizations to increase their awareness •Increase social media references of SKATS 	<ul style="list-style-type: none"> •Print and make materials available in multiple locations •Make Spanish language version of materials. •Share links with partners via social media •Press releases in timely manner

Appendix A: Public Comment Summary and Outreach

The following comments were received from six individuals during the public comment period, and all were given to the Policy Committee for their consideration at the November 23, 2021 meeting.

With regard to the comment from Paul Kylo, staff gave background information about outreach efforts to the Spanish speaking community, as well as the use of bi-lingual materials and press releases (English and Spanish). Nick Fortey attended the meeting and elaborated on his written comment during the public comment period of the meeting. The Policy committee members discussed Mr. Fortey's suggestions and agreed to add language to Goal 3, Objective 1, Policy 3 that would reflect staff's availability to provide project and plan information to the public and to community groups and meetings.

1) From: paul kylo <paulkylo@yahoo.com>
Sent: Wednesday, September 29, 2021 4:41 PM
To: Sapunar, Kimberley <KSapunar@mwvcog.org>
Subject: Plan
Kim:

I think the Public Participation Plan looks good in English, how does it look in Spanish? Will the out reach be multilingual? Salem-Keizer are a minority majority community now and the traditional out reach mechanisms mentioned all seem to cater to the white minority input.

Paul Kylo

From: Sapunar, Kimberley
Sent: Thursday, September 30, 2021 7:55 AM
To: paul kylo <paulkylo@yahoo.com>
Subject: RE: Plan

Hi Paul,

Thank you very much for your comment, I appreciate the feedback and insight. I will forward your comment to the Policy Committee

Thank you,

Kim Sapunar

2) From: Gwen Carr <gwencarr2002@yahoo.com>
Sent: Thursday, September 30, 2021 12:14 PM
To: Sapunar, Kimberley <KSapunar@mwvcog.org>
Subject: Skats

Thank you for e-mailing me information about Skats. Before this email I new nothing about this. I really am impressed at the transparency and the encouragement for public participation that we have here in Keizer.

Gwen Carr

gwencarr2002@yahoo.com

~-----~

From: Sapunar, Kimberley
Sent: Thursday, September 30, 2021 1:57 PM
To: Gwen Carr <gwencarr2002@yahoo.com>
Subject: RE: Skats

Thank you for your feedback. Feel free to contact me with any questions or concerns, I'm always happy to answer questions.

Sincerely,
Kim Sapunar

3) Comments on MWVCOG Facebook page.



4) From: Nick Fortey <fortey.nick@gmail.com>
Sent: Thursday, November 18, 2021 3:10 PM
To: MWVCOG <MWVCOG@MWVCOG.ORG>; Sapunar, Kimberley <KSapunar@mwvcog.org>
Subject: Comments on public involvement plan

Kim,

The Salem-Keizer Area Transportation Study recently completed a draft Public Participation Plan for the Regional Transportation Planning Process in the Salem-Keizer Metropolitan Planning Area and asked for comments through November 18. The West Salem Neighborhood Association is pleased to offer comments on this important document. We believe that continual, constructive, and creative dialogue is essential to creating a transportation system that works for everyone.

Comments

1. On page 6, Policy 3 (related to Goal 3) states “SKATS will use the MWVCOG web page, and specialized web pages, as necessary, to publish and make available its plans and studies and to inform the public of opportunities to participate. Technical reports and supporting data will be made accessible on the MWVCOG website or through links, when that information is made available to SKATS.”

We would ask, given the importance of early and complete access to information, that SKATS make a more proactive and complete policy and attendant action (we do note that staff have been responsive to neighborhood information and outreach requests in the past but believe that should be directly included in the language) as noted in the proposed language below:

SKATS will make all publications and work products available electronically to the public via the internet through the SKATS website and in hardcopy available at the SKATS office. SKATS staff will be available to provide general and project-specific information at their offices to the public, and available after hours at the request of the community groups with reasonable notice.

2. Pages 8 and 9 list potential outreach tools with the following listed: website, press releases, notice to interested parties, Policy Committee and Technical Advisory Committee meetings, open houses, public hearings, brochures, and civic or community meetings. We would strongly urge SKATS to consider less traditional tools of public involvement to encourage and facilitate involvement and are not bound by constraints on an individual’s time, transportation ability, or other factors and thus request this specific additional language:

Use community surveys and community panels to provide opportunities to deliver and receive timely messaging about transportation issues and trends and to provide an opportunity, in the case of panels, for continual engagement with community members from a variety of backgrounds to more broadly ensure voices are heard throughout the transportation planning process. Use crowd-sourcing to collect the creative thoughts of online users to generate ideas about the transportation system. Formally establish (reference page 15) a public advisory committee to provide advice, input, and review of techniques, products, and results of the public involvement process.

Thank you for the opportunity to provide comments

Nick Fortey, West Salem Neighborhood Transportation and Infrastructure Chair

From: Sapunar, Kimberley
Sent: Thursday, November 18, 2021 3:23 PM
To: Nick Fortey <fortey.nick@gmail.com>
Subject: RE: Comments on public involvement plan

Dear Mr. Fortey,

Thank you very much for your comments and feedback on the draft Public Participation Plan. Your comments will be added to the record and given to the Policy Committee at their next meeting November 23rd, at noon, when they discuss and review the draft document.

Thank you,
Kim

5) -----Original Message-----
From: Mike Hughes <hughes.m@comcast.net>
Sent: Thursday, November 18, 2021 11:40 AM
To: Moore, Lori <lomoore@mwvcog.org>
Subject: Join mailing list

External: Please report suspicious email to security@wesd.org<<mailto:security@wesd.org>>

The update to the Public Participation Plan looks good if it is actually implemented. SKATS has always seemed to have had a pretty low profile and most people don't know what it is, what it does or that it even exists. Please add me to your mailing list for notifications.

~-----~

Hello Mr. Hughes,

Thank you for your comment regarding the Public Participation Plan. Your comments will be added to the record and given to the Policy Committee at their next meeting November 23rd, at noon, when they discuss and review the draft document.

Thank you for your feedback,
Kim

6) November 22, 2021

Phone call from Joan Lloyd, who received the post card in the mail.

In our discussion, she asked if sidewalks could be included as projects in the upcoming TIP. We discussed project types and funding. As part of the NE Neighborhood association, she

would reach out to the city of Salem about her requests. She is familiar with Julie Warnke and I explained that she was part of the TAC and could also answer her questions from the city's standpoint.

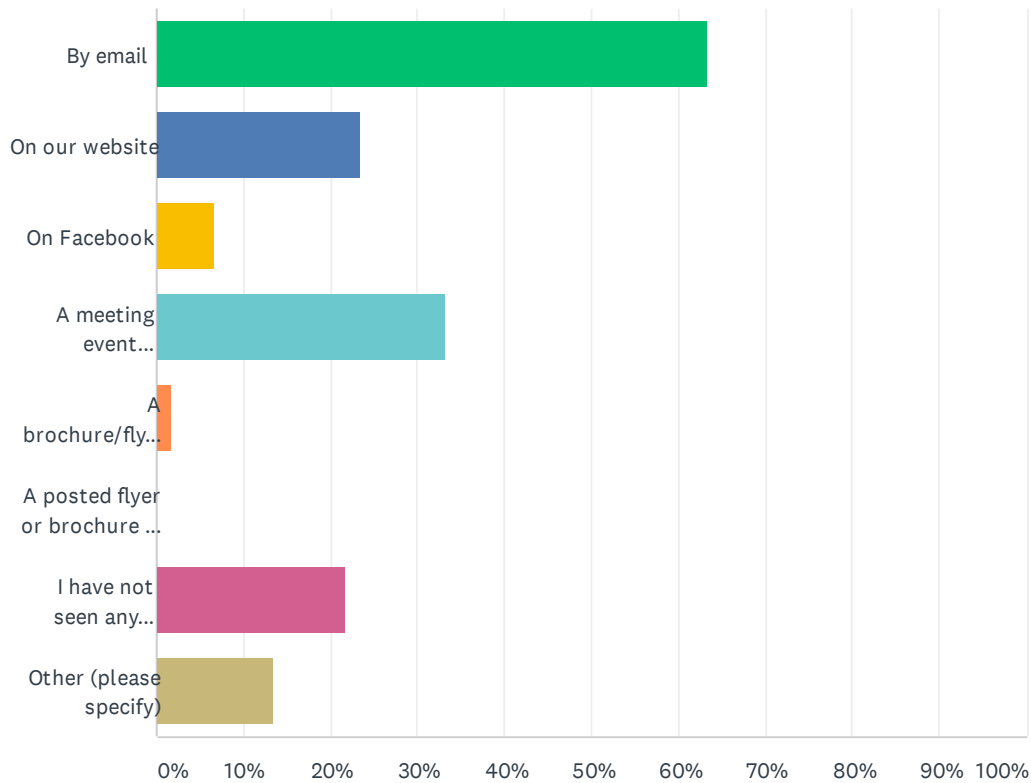
Summary of Outreach Activities:

Date	Action
6/8/2021	Shared Public Engagement Plan with the TAC
6/22/2021	Shared Public Engagement Plan with the PC
6/16/2021	Update MWVCOG website, as feature cause
6/16/2021	Email to interested parties
6/16/2021	Posted on Facebook
6/28/2021	COG Connections
7/13/2021	TAC meeting, shared draft changes to Goals, Objectives and Policies
7/27/2021	PC meeting, shared draft changes to Goals, Objectives and Policies
8/3/2021	Survey launched, email to interested parties
8/3/2021	Survey launched, posted on Facebook
8/3/2021	Survey launched, posted on MWVCOG website
8/10/2021	Survey launched, included in COG Connections
8/10/2021	Survey link sent to TAC members, and at TAC meeting
8/24/2021	Re-sent survey link to interested parties email list
8/24/2021	Re-posted survey link on Facebook
9/14/2021	TAC meeting, draft copy for review, and full survey results (80 responses)
	Public Comment Period
9/28/2021	PC meeting, draft copy for review, full survey results (80 responses), release for Public Comment
9/29/2021	Press releases in English and Spanish to media list
9/29/2021	Email interested parties list with link to document
9/29/2021	City of Salem, Neighborhood association mailing list
9/29/2021	update website, and posted Draft document
9/29/2021	Facebook posting
10/4/2021	COG connections via mailchimp
10/4/2021	City of Keizer, by Deputy Recorder (email distribution)
10/7/2021	Mailing card sent to 337 addresses (bi-lingual English/Spanish post card)
10/18/2021	COG connections via mailchimp
10/28/2021	Second email notice to interested parties list
10/28/2021	Repost on Facebook
10/28/2021	Updated website - with PC meeting information
10/28/2021	Spoke with Keizer Times reporter
11/15/2021	COG connections with notice of final PC meeting

Appendix B: Summary of Online Survey (8/3/21 to 8/27/21)

Q1 I've seen information about or heard of SKATS for regional transportation planning. (check all that apply)

Answered: 60 Skipped: 20



ANSWER CHOICES	RESPONSES	
By email	63.33%	38
On our website	23.33%	14
On Facebook	6.67%	4
A meeting event (neighborhood association, etc.)	33.33%	20
A brochure/flyer mailed to me	1.67%	1
A posted flyer or brochure at a store front or other location	0.00%	0
I have not seen any information	21.67%	13
Other (please specify)	13.33%	8
Total Respondents: 60		

#	OTHER (PLEASE SPECIFY)	DATE
1	Forwarded by another person	8/27/2021 5:19 AM
2	Breakfast on bikes blog	8/25/2021 1:12 PM
3	This survey was forwarded to me on 8/25	8/25/2021 8:13 AM

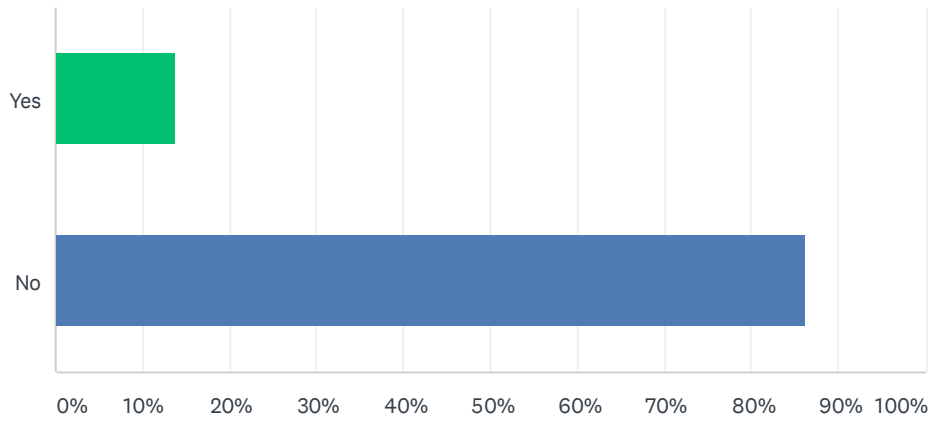
Public Participation Input

SurveyMonkey

4	Participated in meetings	8/24/2021 10:09 PM
5	meetings at COG office	8/24/2021 8:35 AM
6	I was previously on the SKATS committee.	8/12/2021 1:56 PM
7	MVCOG Newsletter	8/10/2021 4:37 PM
8	Former County Administrator	8/4/2021 8:17 AM

Q2 I've seen SKATS information provided in Spanish.

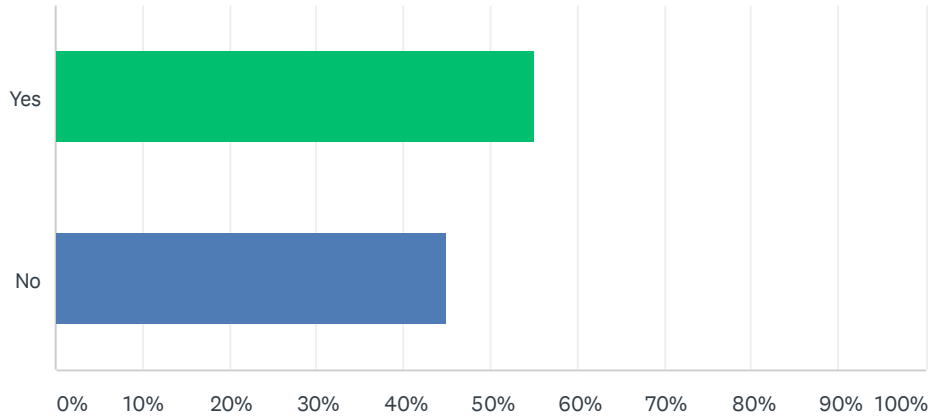
Answered: 80 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	13.75%	11
No	86.25%	69
TOTAL		80

Q3 I have provided feedback to SKATS before on a transportation topic.

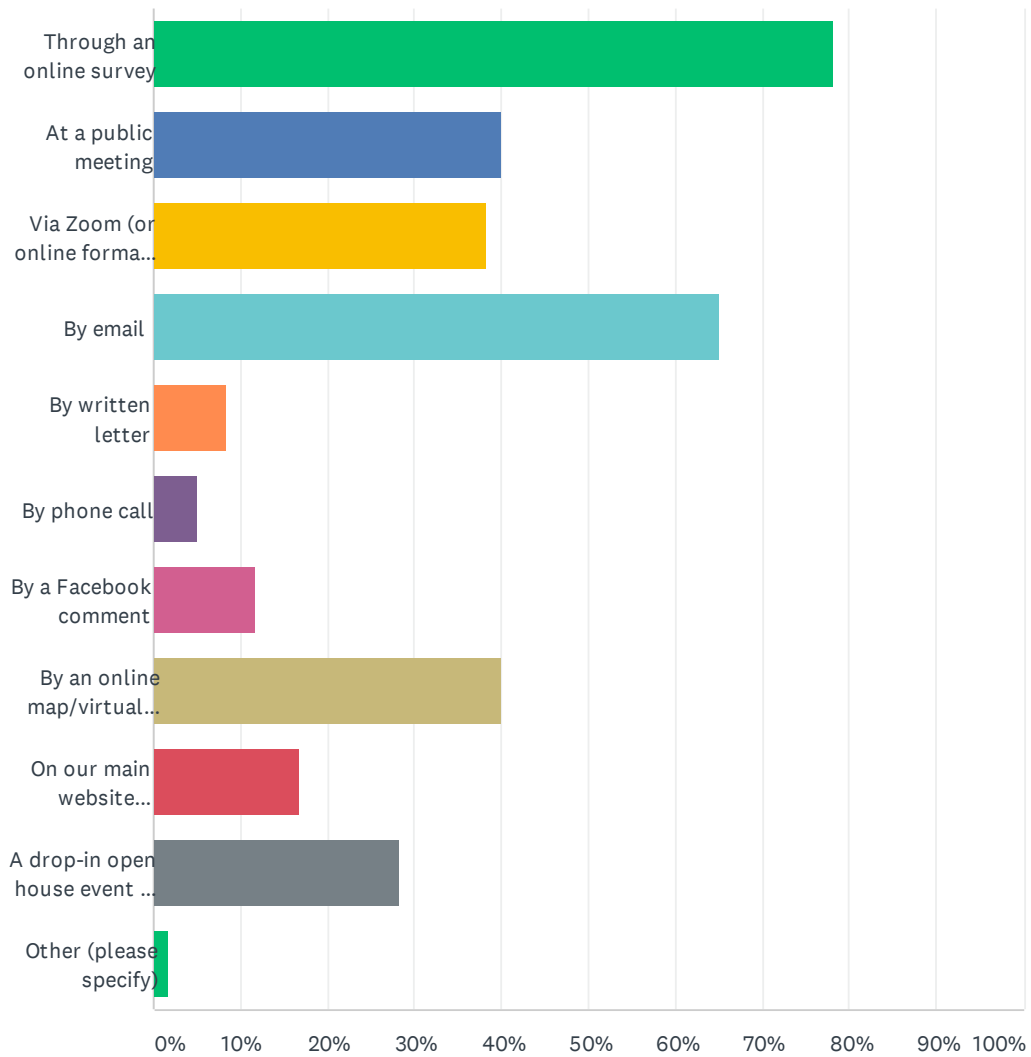
Answered: 80 Skipped: 0



ANSWER CHOICES	RESPONSES
Yes	55.00% 44
No	45.00% 36
TOTAL	80

Q4 Ways I would prefer to provide comment/feedback on transportation plans, projects, and studies (check your top four4 choices):

Answered: 60 Skipped: 20

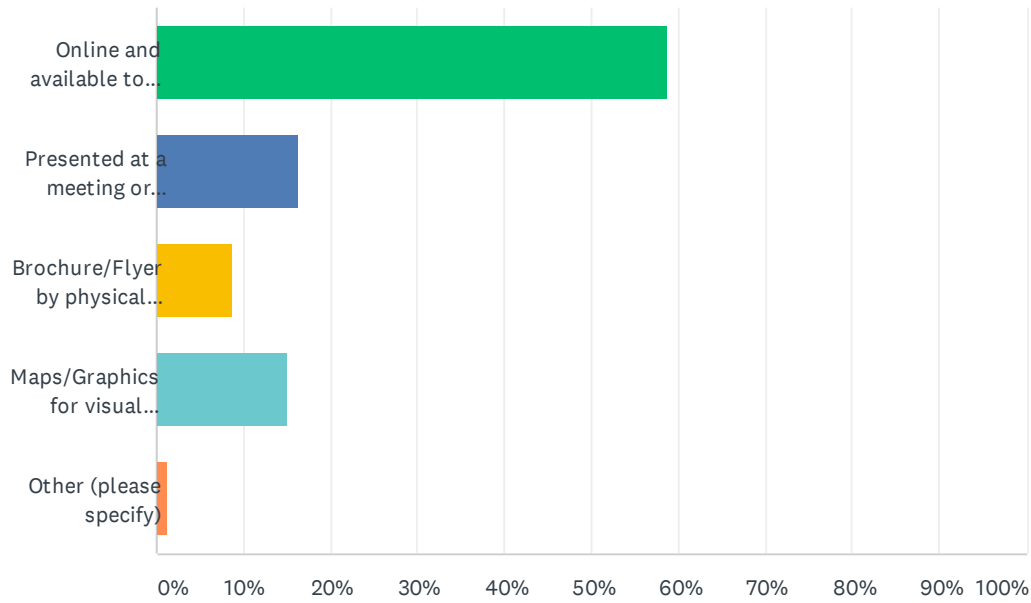


ANSWER CHOICES	RESPONSES	
Through an online survey	78.33%	47
At a public meeting	40.00%	24
Via Zoom (or online format) at a public meeting	38.33%	23
By email	65.00%	39
By written letter	8.33%	5
By phone call	5.00%	3
By a Facebook comment	11.67%	7
By an online map/virtual open house link or website	40.00%	24
On our main website directly with a contact form	16.67%	10
A drop-in open house event for the public	28.33%	17
Other (please specify)	1.67%	1
Total Respondents: 60		

#	OTHER (PLEASE SPECIFY)	DATE
1	Establish a FAQ info page on projects , needed projects or an "idea" page on your website with Direct correspondence/comments via e mail to project staff	8/5/2021 8:39 PM

Q5 How would you prefer to have detailed information presented to you?

Answered: 80 Skipped: 0



ANSWER CHOICES	RESPONSES	
Online and available to download	58.75%	47
Presented at a meeting or event	16.25%	13
Brochure/Flyer by physical mail or email	8.75%	7
Maps/Graphics for visual display of information	15.00%	12
Other (please specify)	1.25%	1
TOTAL		80

#	OTHER (PLEASE SPECIFY)	DATE
1	Email with hotlinks	8/3/2021 3:04 PM

Q6 SKATS is always looking for new ways to get out information, where do you suggest we post information or make it available so more people will be able to see it?

Answered: 49 Skipped: 31

#	RESPONSES	DATE
1	Send to city neighborhood associations and schools	8/27/2021 5:19 AM
2	Collaborate with the local news: newspaper (e.g., Statesman Journal), news websites (e.g., Salem Reporter), radio (e.g., KMUZ)	8/26/2021 11:15 AM
3	Through trusted neighborhood contacts--developing this network would be a benefit to getting the message out and dealing with Environmental Justice issues	8/25/2021 9:58 AM
4	Go to grocery stores, Walmarts, and other places people regularly go, and do outreach there. Meet people where they are instead of expecting them to find you.	8/25/2021 8:13 AM
5	Post on buses, team with DMV to get it included in license renewal notices, etc., hand it out at gas pumps	8/24/2021 10:17 PM
6	Neighborhood Association meetings, newsletters, in DMV OFFICES,	8/24/2021 10:09 PM
7	Nextdoor to reach out to affected neighborhoods. Consider notifying folks through those obnoxious digital signs on Front/Trade and on Wallace Road.	8/24/2021 9:34 PM
8	Facebook And presentations to Neighborhood Associations	8/24/2021 9:20 PM
9	Facebook	8/24/2021 4:24 PM
10	Buses and bus stops Local newspapers	8/24/2021 2:00 PM
11	Facebook	8/24/2021 1:54 PM
12	cross post on City of Salem website	8/24/2021 1:38 PM
13	On line sites with outreach via email.	8/24/2021 12:52 PM
14	Send it through the City of Salem communications. They have a robust social media, email list, and website presence.	8/24/2021 12:22 PM
15	Online and through Public meetings	8/24/2021 11:10 AM
16	Email, TV add	8/24/2021 10:35 AM
17	n/a	8/24/2021 10:29 AM
18	other languages is important and churches are a good resource to spread the news	8/24/2021 9:20 AM
19	Emailed links to your website work best for me.	8/24/2021 9:09 AM
20	COG website, Email blasts	8/24/2021 8:35 AM
21	social media (in graphics & easily digestible formats - not just a jumble of text)	8/24/2021 8:28 AM
22	Sorry new to Salem, but just bought a place In Jefferson...	8/24/2021 8:14 AM
23	Have short emails with short descriptions of topics with links to more detailed information on your website. Collaborate with local news outlets, like the Salem Reporter.	8/10/2021 7:40 PM
24	Statesman Journal, Keizer Times, included with Power Bills	8/10/2021 4:37 PM
25	Social media	8/9/2021 10:05 AM
26	Partner with other local jurisdictions and transportation providers to use their email and social media channels to get the word out about your updates.	8/9/2021 9:57 AM

Public Participation Input

SurveyMonkey

27	FaceBook, City dispatches by email	8/8/2021 11:45 AM
28	Send notices to neighborhood associations- post open house or public meeting notices at library branches, grocery stores and in the salem reporter or statesman journal.	8/5/2021 8:39 PM
29	The newspaper	8/4/2021 5:05 PM
30	AT BUS STOPS AND ON BUSSES.	8/4/2021 2:53 PM
31	?	8/4/2021 2:29 PM
32	Get it into free e-newsletters from various community services like the library, Chemeketa CC, Travel Oregon, news feeds, salem hospital, food bank, parks, churches	8/4/2021 10:36 AM
33	More postings/flyers in local businesses. Community boards. Neighborhood Association meetings.	8/4/2021 10:27 AM
34	Salem Reporter, Salem blogs, Twitter	8/4/2021 9:11 AM
35	Next Door - the community app for cities and neighborhoods and of course the SKATS website, email and Facebook.	8/4/2021 8:30 AM
36	Neighborhood Associations	8/3/2021 8:57 PM
37	Community newsletters, local newspapers, Facebook	8/3/2021 6:28 PM
38	Post it on all public city, county, and school Facebook, and e-mail lists.	8/3/2021 6:23 PM
39	Neighborhood association meetings	8/3/2021 5:20 PM
40	neighborhood Associations. on line(email)	8/3/2021 4:07 PM
41	Email	8/3/2021 3:35 PM
42	Public news media	8/3/2021 3:27 PM
43	Newspaper	8/3/2021 3:21 PM
44	?	8/3/2021 3:04 PM
45	Website, email, Facebook	8/3/2021 2:56 PM
46	Dedicated website	8/3/2021 2:55 PM
47	email and surveys	8/3/2021 2:49 PM
48	Web site, Facebook	8/3/2021 2:49 PM
49	Online	8/3/2021 2:46 PM

Q7 Home zip code is:

Answered: 80 Skipped: 0

#	RESPONSES	DATE
1	97301	8/27/2021 5:19 AM
2	97301	8/26/2021 11:15 AM
3	97301	8/25/2021 1:12 PM
4	97304	8/25/2021 10:06 AM
5	97304	8/25/2021 9:58 AM
6	97301	8/25/2021 8:13 AM
7	97302	8/24/2021 10:17 PM
8	97303	8/24/2021 10:09 PM
9	97302	8/24/2021 9:49 PM
10	97304	8/24/2021 9:34 PM
11	97304	8/24/2021 9:20 PM
12	97303	8/24/2021 6:14 PM
13	97304	8/24/2021 4:59 PM
14	97301	8/24/2021 4:24 PM
15	97361	8/24/2021 4:13 PM
16	97301	8/24/2021 2:00 PM
17	97304	8/24/2021 1:54 PM
18	97304	8/24/2021 1:38 PM
19	97304	8/24/2021 12:52 PM
20	97301	8/24/2021 12:22 PM
21	97304	8/24/2021 12:17 PM
22	97301	8/24/2021 11:54 AM
23	97302	8/24/2021 11:51 AM
24	97301	8/24/2021 11:46 AM
25	97301	8/24/2021 11:10 AM
26	97371	8/24/2021 10:58 AM
27	97305	8/24/2021 10:49 AM
28	97306	8/24/2021 10:35 AM
29	97007	8/24/2021 10:29 AM
30	97301	8/24/2021 9:22 AM
31	97305	8/24/2021 9:20 AM
32	97212	8/24/2021 9:09 AM
33	97301	8/24/2021 8:53 AM

Public Participation Input

SurveyMonkey

34	97080	8/24/2021 8:35 AM
35	97304	8/24/2021 8:34 AM
36	97302	8/24/2021 8:28 AM
37	97352	8/24/2021 8:14 AM
38	97301	8/24/2021 8:13 AM
39	97303	8/18/2021 8:17 AM
40	97302	8/12/2021 4:06 PM
41	97303	8/12/2021 1:56 PM
42	97301	8/10/2021 7:40 PM
43	97305=2131	8/10/2021 4:37 PM
44	97303	8/9/2021 10:05 AM
45	97301	8/9/2021 9:57 AM
46	97301	8/8/2021 11:45 AM
47	97304	8/6/2021 2:33 PM
48	97302	8/5/2021 8:39 PM
49	97302	8/5/2021 9:39 AM
50	97301	8/5/2021 3:48 AM
51	97321	8/4/2021 7:10 PM
52	97301	8/4/2021 5:05 PM
53	97302	8/4/2021 3:57 PM
54	97302	8/4/2021 2:53 PM
55	97302	8/4/2021 2:29 PM
56	97304	8/4/2021 10:36 AM
57	97301	8/4/2021 10:27 AM
58	97301	8/4/2021 9:11 AM
59	97306	8/4/2021 8:30 AM
60	97302	8/4/2021 8:17 AM
61	97301	8/4/2021 6:32 AM
62	97302	8/3/2021 8:57 PM
63	97303	8/3/2021 7:39 PM
64	97304	8/3/2021 7:16 PM
65	97361	8/3/2021 6:28 PM
66	97303	8/3/2021 6:23 PM
67	97302	8/3/2021 6:13 PM
68	97303	8/3/2021 5:29 PM
69	97306	8/3/2021 5:20 PM
70	97303	8/3/2021 5:01 PM
71	97302	8/3/2021 4:07 PM

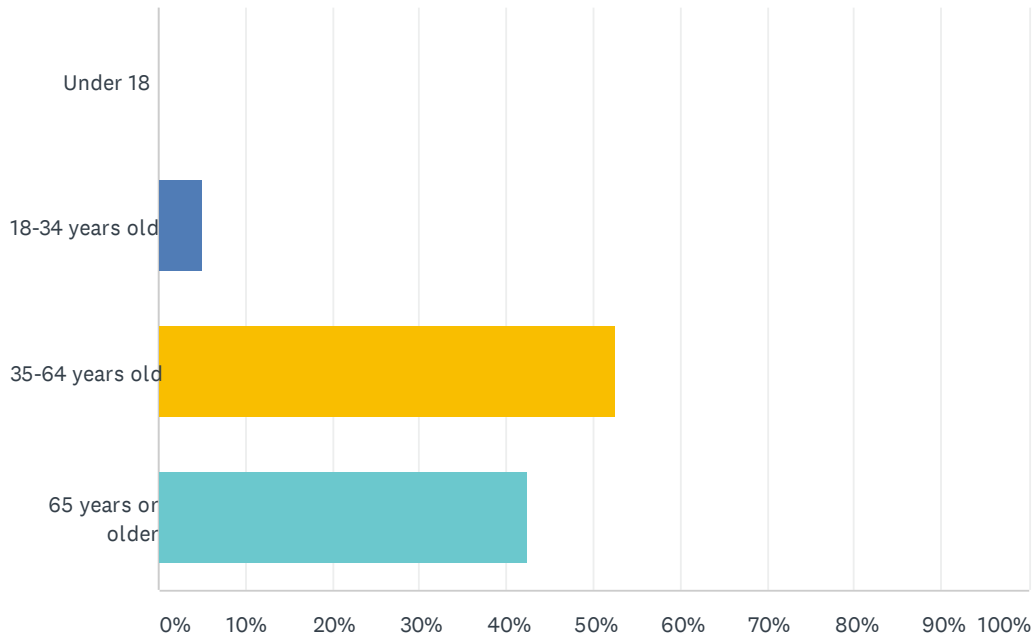
Public Participation Input

SurveyMonkey

72	97304	8/3/2021 3:35 PM
73	97317	8/3/2021 3:27 PM
74	97301	8/3/2021 3:21 PM
75	97302	8/3/2021 3:04 PM
76	97306	8/3/2021 2:56 PM
77	97303	8/3/2021 2:55 PM
78	97306	8/3/2021 2:49 PM
79	97375	8/3/2021 2:49 PM
80	97303	8/3/2021 2:46 PM

Q8 Age:

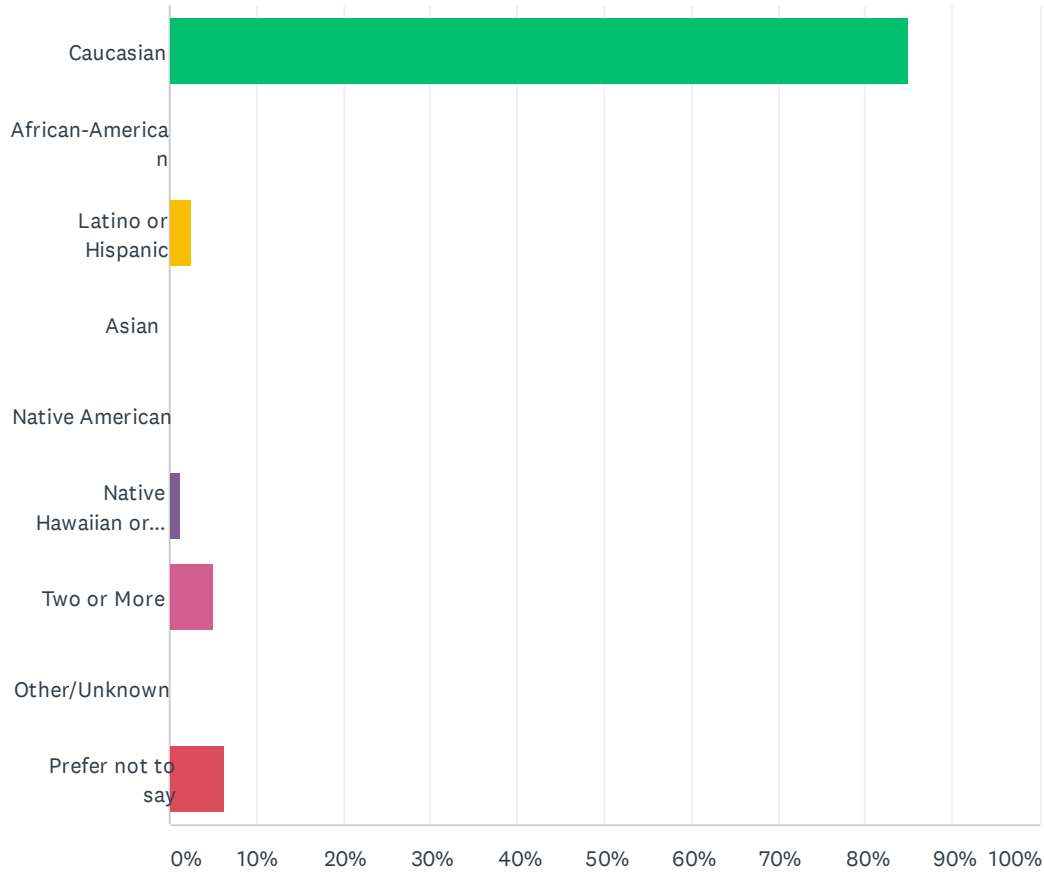
Answered: 80 Skipped: 0



ANSWER CHOICES	RESPONSES	
Under 18	0.00%	0
18-34 years old	5.00%	4
35-64 years old	52.50%	42
65 years or older	42.50%	34
Total Respondents: 80		

Q9 Please specify your ethnicity

Answered: 80 Skipped: 0



ANSWER CHOICES	RESPONSES
Caucasian	85.00% 68
African-American	0.00% 0
Latino or Hispanic	2.50% 2
Asian	0.00% 0
Native American	0.00% 0
Native Hawaiian or Pacific Islander	1.25% 1
Two or More	5.00% 4
Other/Unknown	0.00% 0
Prefer not to say	6.25% 5
TOTAL	80