

Agenda
Salem-Keizer Area Transportation Study (SKATS)

Technical Advisory Committee (TAC)

Date: Tuesday, May 9, 2017
Time: 1:30 p.m.
Place: MWVCOG Conference Room B
100 High St. SE, Suite 200
Salem, OR 97301
Phone: (503) 588-6177 FAX (503) 588-6094
E-mail: mwvcog@mwvcog.org
Website: www.mwvcog.org

- A. Call to OrderCindy Schmitt
- B. Approval of TAC Minutes April 11, 2017Cindy Schmitt
- C. Performance Measures: UpdateRay Jackson

Background: MAP-21 (Moving Ahead for Progress in the 21st Century) introduced national goals for transportation and directed Federal Highway Administration (FHWA) and Federal Transit Administration (FTA) to develop performance measures that address the national goals. Two sets of final rules that address roadway safety and transit state of good repair were published in 2016. Two other final rules were published in the final days of the Obama administration and are under review by the Trump administration until May 20, 2017 (subject to further review). Details of what changes have been made to the bridge, pavement, and system performance rules are provided in the *attached* memorandum.

Also *attached* is a document from ODOT describing how the MPOs will be consulted during the development of targets for each performance measure that is set by ODOT and finalized by the Oregon Transportation Commission (OTC).

Action
Requested: Information item.

D. Performance Measures: Transit Asset Management David Trimble (SAMTD)

Background: As part of MAP-21, FTA was required to develop performance measure to address transit state of good repair/transit asset management and transit safety. The Final Rule for the former was published on July 26, 2016, and had an effective date of October 1, 2016. It was stated in the Rule that transit districts must develop and adopt targets for State of Good Repair by January 1, 2017, and finalize a Transit Asset Management plan by October 1, 2018. David Trimble, Chief Operating Officer for the Salem Area Mass Transit District, will present the targets that have been developed and adopted. SKATS is required to either develop separate targets or agree to the SAMTD targets and work toward realizing them.

Action

Requested: Recommend the targets for the Transit Asset Management performance measures to the SKATS Policy Committee for endorsement.

E. Potential Revenue Districts for MPO Areas..... Mike Jaffe

Background: At the March Policy Committee meeting, the Legislature’s 14-member Joint Committee on Transportation Preservation and Modernization and their work on a state transportation bill was discussed. Joint Committee members were divided into five work groups where most of the detailed discussions on transportation needs and funding options occurred.

SKATS and Central Lane MPO staff have been following the discussion at meetings of the four-legislator, Congestion Work Group led by committee Vice-Chair Senator Brian Boquist (Dallas). This work group’s focus has been on major congestion issues in the Portland area and proposals for the state and Portland Metro region to share in the cost (“50-50”) of three projects that together total about \$1 billion.

Senator Boquist’s proposal (given at the March 27, 2017, Joint Committee meeting) goes further in that other MPOs in Oregon would be included in the language of the bill so that cost sharing could occur for major transportation projects within their MPOs. At their April meeting, the SKATS Policy Committee discussed the concept of MPO Revenue Districts and which projects might be funded with this process. Other non-Metro MPOs are having their own discussions about this issue.

At this point, we are waiting to see the bill language regarding MPOs, revenue districts and cost-sharing for major projects. The Joint Committee is expected to meet on May 8, 2017, and have an outline of a proposed transportation package. This item will again be a major discussion item at the May 23, 2017, Policy Committee meeting.

OMPOC (the Oregon MPO Consortium) will be meeting discuss this topic on May 24, 2017.

Action
Requested: Discussion item.

F. Public Participation Plan (PPP) Update..... Mike Jaffe

Background: The SKATS Public Participation Plan (PPP) was released for public comment on February 28, 2017 with minor changes to reflect the updated procedures for processing amendments to the Transportation Improvement Program (TIP). Two sets of comments were received from the public that address other issues with the existing PPP. In addition, the Federal Highway Administration and the Federal Transit Administration provided their draft document summarizing the findings from the Quadrennial Review that was held in October 2016. It includes a corrective action to revise the Public Participation Plan by December 31, 2017.

The *attached* memorandum provides the background, comments, responses to the comments and the proposed changes. SKATS staff is recommending including two of the comments into the PPP and adopting the resultant document now. Later in the summer/fall of 2017, a new process will be undertaken to address the corrective actions identified by the federal agencies and at that time the rest of the comments will be considered in further detail.

Action
Requested: Recommend the Policy Committee adopt the revised Public Participation Plan.

G. Cherriots Trip Choice Work Plan..... Roxanne Beltz, Cherriots

Background: Presentation by Cherriots staff of the approved Trip Choice Work Plan (*attached*) for the period of July 2017 to June 2019. The work plan is based on the Cherriots Trip Choice 5-year Strategic Plan. The work plan lists each activity, deliverables, goals and performance measures and metrics.

Action
Requested: Information and discussion.

H. Other Business

- Policy Committee Meeting -- May 23, 2017
- Next TAC Meeting -- June 13, 2017

I. AdjournmentCindy Schmitt

DRAFT

Minutes

Salem-Keizer Area Transportation Study (SKATS)
Technical Advisory Committee (TAC)
February 14, 2017
100 High St. SE, Suite 200
Salem, OR
1:30 p.m.

TAC Members Present

Nate Brown, Keizer Community Development
Angela Carnahan, DLCD
Steve Dickey, SAMTD
Dan Fricke, ODOT
Victor Lippert, Salem-Keizer School District, 2017 Vice Chair
Brandon Reich, Marion County Planning
David Sawyer, City of Turner
Cindy Schmitt, Marion County Public Works, 2017 Chair
Julie Warncke, Salem Public Works

TAC Members Absent

Lisa Anderson-Ogilvie, Salem Community Development
Sam Ayash, ODOT System Studies, (non-voting)
Vacant, DEQ
Bill Lawyer, Keizer Public Works
Austin McGuigan, Polk County Planning
Rachael Tupica, FHWA, (non-voting)
Todd Whitaker, Polk County Public Works

Others Present

Ray Jackson, MWVCOG-SKATS
Mike Jaffe, MWVCOG-SKATS
Cody Meyer, DLCD
Lori Moore, MWVCOG-SKATS
Karen Odenthal, MWVCOG-SKATS
Kim Sapunar, MWVCOG

Agenda Item A. Call to Order

Chair Cindy Schmitt called the meeting to order at 1:32 p.m.

Agenda Item B. Minutes of January 10, 2017

Motion was made by Dan Fricke, seconded by Steve Dickey, to approve the minutes of the January 10 meeting as submitted. The voting in favor of the motion were Nate Brown, Angela Carnahan, Steve Dickey, Dan Fricke, Victor Lippert, Brandon Reich, David Sawyer, Cindy Schmitt, and Julie Warncke. **The motion passed unanimously.**

Agenda Item C. Strategic Assessment

Mike Jaffe reminded members that following a 2-hour workshop in November, SKATS staff were directed by the Policy Committee (PC) to meet with DLCDC and ODOT staff to discuss a Strategic Assessment (SA) for the SKATS area. Policy Committee members were interested in what local issues might be evaluated in a Strategic Assessment.

Mr. Jaffe provided an overview of the Regional Strategic Planning Model (RSPM) model in which a baseline is established and reviewed. It is then modified with other inputs to project other outcomes and trends.

Committee discussion focused on baseline issues, quantifiable outputs, and the credibility of the results. David Sawyer asked if this model has been used for the other studies in the state. Mike Jaffe responded that a variation of this had been used in earlier studies. However, this one was used for the Rogue Valley Strategic Assessment. Committee members discussed the source of baseline bike and walking numbers.

Committee discussion continued related to bicycle and pedestrian issues including infrastructure. Cindy Schmitt asked if the model includes baseline assumptions related to bike and walk trips.

Mike Jaffe noted that Strategic Assessments are voluntary planning efforts that ODOT funds and have been conducted recently by ODOT and DLCDC for the Corvallis and Rogue Valley MPOs. It would not be beneficial to SKATS to be in the situation of being forced to conduct one.

Committee members discussed model inputs and outputs including travel time reductions, roadway capacity increases, and what policy issues would be addressed with model results. It was suggested that two or three easy situations could be evaluated with the ability to evaluate more complex situations afterward. It was also suggested that Keizer may need to have its own scenario evaluated. It was asked if Rogue Valley was content with the results of their Strategic Assessment.

Agenda Item D. Critical Urban Freight Corridors (Part 3)

Ray Jackson reminded committee members that they have reviewed this topic during previous meetings. At the last meeting, TAC members proposed a preliminary list of segments to be added to the CUFC. Although the list had not been vetted by the SKATS Policy Committee, it was presented to ODOT as a draft list during a meeting with ODOT on January 20, 2017, related to CUFC designations for all MPOs in Oregon.

Instead of discussing the SKATS' list or any preliminary list developed by other MPOs at the January 20 meeting, discussion focused on the methodology for allocating Oregon's 77-miles to

the MPOs. It was determined that the SKATS area would designate 9 of Oregon's 77 miles of CUFCs.

Mr. Jackson explained that the list of the projects illustrated in Table 1 included in the agenda packet is based on segments that have projects that are included in the TIP. The suggested segments in Table 2 have no funding or projects attached to them. While TAC members suggested the 22/51 segment last month, it was noted that only part of that segment is within the MPO, and ODOT will consider it for potential inclusion as a Critical Rural Freight Corridor (CRFR).

Referencing Table 1 included in the agenda packet, Cindy Schmitt expressed concern related to the 25th and McGilchrist segments.

It was noted that the Salem Parkway is not included in the Table 1 list as there are no projects identified for it yet. Mr. Jackson advised the group that segments for consideration should have projects identified for them in the next five years. New segments can be identified once projects are completed on the ones initially identified. This is not a static list. Nor are the segments identified necessarily the most important freight corridors.

Preliminary recommendations are due by 3:30 p.m. today. Discussion continued related to Cordon and Gaffin Roads and the Marion Street Bridge Ramps. A final recommendation is due to ODOT in early March.

Agenda Item E. Draft Public Participation Plan (PPP) Update

Mike Jaffe informed TAC members that as ODOT has made changes in the STIP amendment process, SKATS needs to update their public and amendment process to maintain consistency. He noted that the public review time for some amendments has been shortened to 14 days instead of the 30 days previously required by full amendments. In addition, some of the tools for public participation have been revised.

Motion was made by Nate Brown, seconded by David Sawyer, to recommend that the SKATS Policy Committee release the draft Public Participation Plan for public review and comment. The voting in favor of the motion were Nate Brown, Angela Carnahan, Steve Dickey, Dan Fricke, Victor Lippert, Brandon Reich, David Sawyer, Cindy Schmitt, and Julie Warncke. **The motion passed unanimously.**

Agenda Item F. FY 2018-2023 Transportation Improvement Program (TIP)

Motion was made by Julie Warncke, seconded by Brandon Reich, to recommend that the SKATS Policy Committee release the draft 2018-2023 TIP for public review and comment.

Nate Brown expressed appreciation for the dedication and hard work that has characterized the accomplishments achieved last year and anticipated for the coming year. He is impressed that TAC and Policy Committee members along with SKATS and agency staff are making a noticeable difference. Vice Chair Victor Lippert commented that the school district's bus drivers

are enthusiastic about the performance of the Keizer and Madrona traffic circles. Mike Jaffe concurred that a lot of hard work has gone into leveraging, swapping funds, and brokering deals to achieve significant results.

Karen Odenthal requested that TAC members provide her with any revisions needed by this Friday. She also asked that TAC members review project descriptions to ensure accuracy and completeness. Suggestions for public involvement activities and events will be welcomed. It is likely that the public review period will begin on March 1, 2017. Commented need to be submitted by April 11, 2017.

The voting in favor of the motion were Nate Brown, Angela Carnahan, Steve Dickey, Dan Fricke, Victor Lippert, Brandon Reich, David Sawyer, Cindy Schmitt, and Julie Warncke. **The motion passed unanimously.**

Agenda Item G. Other Business

Mike Jaffe provided an overview of the meeting of the Congestion Management Air Quality (CMAQ) advisory committee that occurred earlier today. Advisory committee members are considering what would be the most equitable way of distributing CMAQ funds to the MPOs beginning with FY 2019 and going forward. He noted that it is possible that additional CMAQ funds will be available for projects later this year. It was noted that all CMAQ-funded projects must be validated.

The next Policy Committee meeting is scheduled for noon on Tuesday, February 28, 2017. The next SKATS TAC meeting is scheduled for 1:30 p.m. on Tuesday, March 14, 2017.

SKATS staff are scheduled to meeting with State and Federal representatives for the annual review of the SKATS work program on March 9, 2017.

Material related to the April 7, 2017 LCOG workshop in Eugene regarding “Incorporating On-Road Bicycle Networks into Resurfacing Projects” was included in the agenda packet.

Vice Chair Victor Lippert announced that today is the 100th anniversary of the opening of the I-5 bridge over the Columbia River.

Angela Carnahan left at 3:43 p.m. David Sawyer announced that the bids for the Delaney Road project have been received. It is anticipated that construction will begin in April. Julie Warncke announced that the 12th Street project was discussed at the Salem City Council meeting last night.

Chair Cindy Schmitt adjourned the meeting at 3:44 p.m.

Agenda Item C.

Performance Measures: Update

**SKATS Technical Advisory Committee
(TAC)
May 9, 2017**

Action Requested:

Information item.



Memorandum

Date: May 9, 2017
To: SKATS Technical Advisory Committee (TAC) Members
From: Ray Jackson, Senior Transportation Planner
Re: Performance Measures

Background

MAP-21 (Moving Ahead for Progress in the 21st Century), the federal surface transportation legislation signed into law in 2012, defined a set of national goals for the surface transportation system. It required the Federal Highway Administration (FHWA) and the Federal Transit Administration (FTA) to develop a set of performance measures to be used by State DOTs and MPOs (Metropolitan Planning Organizations) to track how their investments in road and transit transportation projects meet the national goals. There are six areas covered by the performance measures:

- Safety on all roads in an area
- Condition of bridges on the National Highway System
- Pavement quality on the National Highway System
- System Performance of the National Highway System (including congestion and travel time reliability for freight trucks)
- State of Good Repair of an area's transit system
- Safety of an area's transit system

Final rules have been published for the road safety and transit state of good repair measures. The remaining four measures are currently awaiting final rules (mainly due to a review by the Trump Administration of rules issued at the end of the Obama Administration).

Each area listed above has at least one performance measure associated with it. For example, safety on all roads in an area is tracked by:

- The number of fatalities on all roads in an area
- The number of serious injuries on all roads in an area

- The rate of fatalities on all roads in an area
- The rate of serious injuries on all roads in an area
- The number of fatalities and serious injuries for pedestrians and bicyclists on all roads in an area

The data to quantify these measures will, for this example, be collected, processed, and distributed by ODOT’s Crash Analysis and Reporting Unit. SKATS has data for the urban area for the years 2007 to 2015 that has been geocoded by ODOT to a location on a road. Additional data is available for the years 1994 to 2006 that has not been geocoded.

For each of the performance measures, a target must be specified. This is done in a two-step process. First, depending on whether the measure is roadway-oriented or transit-oriented, ODOT or the Salem Area Mass Transit District (SAMTD) will adopt a target (in coordination with SKATS). The target that ODOT adopts will be for all of Oregon, while the SAMTD target will be for their service area. Next, SKATS will need to either:

- ‘Establish a target by agreeing to plan and program projects so that they contribute toward the accomplishment of the relevant State DOT target for that performance measure.’ [23 CFR 490.105 (f) (3)(i)]; or
- ‘Committing to a quantifiable target for that performance measure for their metropolitan planning area’ (in coordination and consultation with either ODOT or SAMTD). [23 CFR 490.105 (f) (3)(ii)]

For example, SKATS could endorse targets for the first four safety measures as adopted by ODOT, and set a unique target for the fifth measure.

Currently, two of the performance measures require that targets be set each year for the following year. These are roadway safety and transit state of good repair. For the measures covering bridge, pavement, and system performance, the targets are set every four years.

SKATS will report on the performance measures, targets, and actual results on the web and in updates to the long-range plan. First, a webpage will be created on the MWVCOG website to present information on each measure: background data, the current target, what the data is showing, and how well it met the target. This webpage will be updated once a year as either targets are established, or data is available to determine how well the target was met. One possible way of presenting the information is with a simple table:

Measure	Previous Target	Current Target	Actual	Target	Trend
Road-related fatalities	6	5	6	Missed	Increasing

Staff is exploring other options for presenting this information in a manner that is easy for the public to understand.

Second, a chapter will be added to the Regional Transportation Systems Plan (RTSP) to provide similar information that is updated every four years. This chapter will also include the indicators that were first defined in the update to the RTSP in 2011. This will be included in the broader discussion of how well the projects selected are addressing the goals of the Plan.

All TIPs approved or amended after May 27, 2018, shall be designed such that once implemented, it makes progress towards achieving the performance targets identified in the metropolitan transportation plan and describes how the projects in the TIP would achieve the MPO performance targets—linking investment priorities to those targets.

Limitations

It should be noted that all the targets for the performance measures are focused on the near-term, within one to four years from the date they are established. FHWA and FTA have not provided any guidance on how these measures should (or could) be used as part of a long-range plan. Neither has guidance been released on how to determine whether a project, or set of projects, will “contribute toward the accomplishment of ODOT’s target for that performance measures.”

Timeline

The first performance measure that SKATS will need to establish a target for is the Transit State of Good Repair. This target needs to be established by June 30, 2017 and will cover the next fiscal year. This performance measure requires SAMTD and SKATS to set or establish a target every year.

The targets for roadway safety must be submitted by ODOT to FHWA by August 31, 2017, with SKATS establishing targets by February 27, 2018. These targets are for the following year and are set yearly. As part of the development of the update to their Transportation Safety Action Plan, ODOT established a goal of zero fatalities by 2035 and from that derived targets for each year from 2016 to 2035. It is possible that ODOT will review the targets and make any necessary changes based on the most recent available data.

Federal Performance Measures: Timelines and Reporting Requirements

Roadway Related (FHWA)

Safety

ODOT Sets Targets:	August 31, 2017
SKATS Establishes Targets:	February 27, 2018
Target:	Last year of a five-year rolling average
Frequency:	Targets are set yearly
Reporting:	SKATS: RTSP Performance Report, TIP

Bridge

ODOT Sets Targets: May 20, 2018 (subject to change)
SKATS Establishes Targets: November 16, 2018 (subject to change)
Target:
Frequency: Every four years
Reporting: SKATS: RTSP Performance Report, TIP

Pavement

ODOT Sets Targets: May 20, 2018 (subject to change)
SKATS Establishes Targets: November 16, 2018 (subject to change)
Target:
Frequency: Every four years
Reporting: SKATS: RTSP Performance Report, TIP
Notes: ODOT pavement data for year N available after June of year N+1
No forecast of future conditions available

System Performance

ODOT Sets Targets: May 20, 2018 (subject to change)
SKATS Establishes Targets: November 16, 2018 (subject to change)
Target:
Frequency: Every four years
Reporting: SKATS: RTSP Performance Report, TIP

Transit Related (FTA)

Transit State of Good Repair

SAMTD Sets Targets: January 1, 2017
SKATS Establishes Targets: June 29, 2017
Target: Target for upcoming fiscal year
Frequency: Targets are set each fiscal year
Reporting: SAMTD: Yearly NTD submittal
SKATS: RTSP Performance Report?
To Clarify: If targets are for the following FY, is that FFY or SFY?
Related: Transit Asset Management Plan (due October 2018)

Transit Safety

SAMTD Set Targets: TBD
SKATS Establishes Targets: TBD
Target: TBD
Frequency: TBD

Reporting: SAMTD: Yearly NTD submittal (likely)
SKATS: RTSP Performance Report?

Schedule of Target Setting

Yearly

State of Good Repair	SAMTD SKATS	January 1 st June 30 th
Safety	ODOT SKATS	August 31 st February 27 th

Every Four Years

Bridge	ODOT SKATS	May 18, 2018 November 17, 2018
Pavement	ODOT SKATS	May 18, 2018 November 17, 2018
System Performance	ODOT SKATS	May 18, 2018 November 17, 2018

To Be Determined

Transit Safety

RJ:lm

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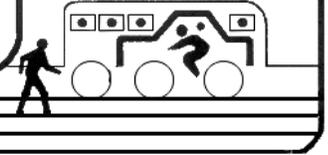
Agenda Item F.

Public Participation Plan (PPP) Update

**SKATS Technical Advisory Committee
(TAC)
May 9, 2017**

Action Requested:

Recommend the Policy Committee adopt the revised Public Participation Plan.



Memorandum

Date: May 9, 2017
To: SKATS Technical Advisory Committee (TAC) Members
From: Ray Jackson, Senior Transportation Planner
Re: **Public Participation Program (PPP) Update**

Earlier this year, the SKATS Public Participation Plan (PPP) was revised with minor changes to reflect the updated procedures for processing amendments to the Transportation Improvement Program (TIP) that were made to be consistent with ODOT and FHWA requirements and to clarify the public process for each type of amendment. The draft PPP was released by the SKATS Policy Committee for public comment on February 28, 2017, with the document scheduled to be adopted on April 25, 2017.

During the public comment period two comments were received from the public that addressed other parts of the existing PPP. These comments are shown below along with the response(s) to them. In addition, on April 25, 2017, the Federal Highway Administration (FHWA) and the Federal Transit Administration (FTA) provided their draft findings from the SKATS Quadrennial Review that was held in October 2016. Included is a corrective action to revise the Public Participation Plan by December 31, 2017. Their corrective action was based on the 2013 version of the Public Participation Plan and not the version that recently completed public review and comment.

Given that a more thorough revision to the PPP will be carried out this summer and fall, and that the comments from Mr. Fortey require additional time to consider the implications of his proposals, staff is recommending that:

- a) Two of the comments from Mayor Clark (regarding Limited English Proficiency and electronically isolated populations) be included in this update to the PPP which will be presented to the SKATS Policy Committee for adoption at their May 23, 2017 meeting; and
- b) That further discussion is necessary to clarify and understand the implications of the changes suggested by Mr. Fortey and the comment from Mayor Clark regarding video promotions and that any changes resulting from those conversations be included in the revisions to the PPP that will be made, discussed, and adopted by December 31, 2017.

This will allow the revisions to the PPP to address the needs for amending the TIP to proceed and ensure that the public is adequately informed of any amendments and that any project so amended will not be unduly delayed. The process to revise the PPP to address the comments from FHWA and FTA will begin this summer and include a separate public outreach process. Adoption of those revisions is anticipated for the November 2017 SKATS Policy Committee meeting.

Comment received April 2, 2017 (11:28PM)

Hi Mike,
Would you please add this to comments on the PPP?

Vision, Goals, Objectives and Policies

Policy 3: add to list of under-involved populations: people for whom English is not their first language and people who are electronically isolated.

regarding the first: later in the document you refer to people with limited English proficiency, which may be the more appropriate terminology.

regarding the second group: we have areas of our region in which internet access is limited or non-existent. It is harder to stay engaged when so much of our information is made available electronically.

Public Participation and Engagement Program (page 13-14) under the section on media placements, add video (i.e. You Tube) and interactive web pages.

both are effective in reaching a younger demographic and communicate a significant amount of information.

thank you,
Cathy Clark, Mayor
clarkc@keizer.org
503-932-1731

Response:

Mayor Clark,
Thank you for your comments on the draft SKATS Public Participation Plan.

Regarding your first comment, the U.S. Census Bureau defines households as ‘limited English proficiency’ when no one in the household over the age of 14 speaks English ‘well.’

To address this population, we do a demographic analysis of the SKATS area to calculate the number and where such households are located (in broad geographic terms). A second analysis is done to determine what the primary language is for the households with limited English

proficiency. In the SKATS area the predominate language is Spanish. As part of the public outreach for the long-range plan (the Regional Transportation Systems Plan – RTSP) and the short-term implementation plan (the Transportation Improvement Program – TIP) a flyer of the important information is translated into Spanish. These are made available at the public events and mailed to groups whose focus is the Spanish-speaking communities in the area.

Regarding electronically isolated communities; while the majority of the plans and documents that SKATS produces are available via our website, we typically do distribute printed copies of draft and final documents to the Salem Public Library and the Keizer Community Library. Copies of all documents are also available from the MWVCOG/SKATS office.

In addition, we have revised the Policy statement to read:

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 senior citizen populations.

Regarding your final comment, we are not recommending this be included in the current draft of the PPP as we need additional time to determine the feasibility of SKATS producing video promotions for the products that are produced. Further discussion of this suggestion will take place during work to revise the PPP during the summer and fall of 2017 to address the corrective action identified by the FHWA and the FTA.

Comment received April 13, 2017 (correspondence dated April 13, 2017)

Mike Jaffe, Program Director
Mid-Willamette Valley Council of Governments
100 High Street SE Suite 200
Salem, OR 97301

Re: Salem Keizer Area Transportation Study - Public Participation Plan

We appreciate the opportunity to offer comments on the update to the Public Participation Plan. At our most recent April 3rd West Salem Neighborhood Association meeting we discussed the participation plan and move to offer two changes to the draft plan for your consideration.

For Goal Three, Objective 1, Policy 3

As currently drafted:

Draft Policy 3: SKATS shall 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.

We recommend the policy be expanded to ensure supporting reports and documents are available to the maximum extent possible to help citizens better understand issues and trade-offs.

Proposed revised Policy 3:

Draft Policy 3: SKATS shall 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; **SKATS will encourage the dissemination of technical reports and data to maximize availability, clarity, and transparency.**

For Goal Three, Objective 2, Policy 3:

As currently drafted

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

We recommend this policy be expanded to have SKATS more directly facilitate discussion on project development and processes as the complexities can sometimes seem overwhelming.

Proposed revised Policy 3:

Policy 3: SKATS will define the role of regional planning in identifying regional priorities, obtaining federal funding, **project and program eligibility, criteria for selection, how programs and projects reflect regional priorities**, and facilitating project sharing between jurisdictions.

We would also appreciate this being reflected in the written testimony on the Public Participation Plan for the public hearing scheduled for April 25th.

Sincerely,

Nick Fortey
West Salem Neighborhood Association, Traffic Chair

Response:

Mr. Fortey,

Thank you for your comments on the draft SKATS Public Participation Plan.

At this time, we are not recommending the two proposed revisions be included in the version of the Public Participation Plan scheduled for adoption on May 23, 2017. We are recommending that the comments be considered in the revision to the PPP that will be undertaken later this

summer with adoption by the end of 2017. This will allow staff time to discuss the proposed revisions to the policies with the SKATS Policy Committee, the affected parties, and the interested public. In particular, the meaning of the proposed revisions to Goal Three, Objective 1, Policy 3 need to be clarified to ensure that this is achievable within the scope of SKATS involvement with the realization of projects.

We invite your participation in the update to the PPP occurring this summer and fall and look forward to discussing your proposed changes to the two Policies in further detail.

The corrective action identified by the FHWA and the FTA in their Draft Quadrennial Review Report for SKATS is shown below. Please note that the FHWA and the FTA reviewed the original 2013 edition of the PPP and **not** the early 2017 edition that is currently being discussed. As such, SKATS staff need to consult with FHWA and FTA as to whether the corrective action is still applicable to the revised document and make any necessary changes.

Corrective Action 4 – Public Participation: By December 31, 2017, prior to the next MTP update, SKATS shall update the PPP to meet all requirements of 23 CFR 450.316 and 326(b), including:

- Identification of key decision points where the MPO requests public comment and explicit procedures for outreach at these milestones.
- Inclusion of a disposition of comments with major federal planning documents.
- Specific outreach strategies to engage traditionally underserved populations.
- Criteria or process to evaluate the effectiveness of outreach processes.

In each major planning document, a demonstration of how the explicit processes and procedures identified in the PPP were followed and a summary that characterizes the extent to which public comments influenced TIP development.

RJ:lm

Attachment

<h:/transport/TAC/2017/May2017/pppmemorandum.docx>

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. ~~Inasmuch as M~~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
Gary Tiffin	City of Turner
Sam Brentano.....	Marion County
Craig Pope	Polk County
Tim Potter	Oregon Department of Transportation
Bob Krebs	Salem Area Mass Transit District
Paul Kylo	Salem-Keizer School District

DRAFT

Public Participation Plan

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

DRAFT

prepared by:

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Acronyms Used in this Document

ADA	Americans with Disabilities Act
AQCD	Air Quality Conformity Determination
CAAA	Clean Air Act Amendments
CAC	Citizens Advisory Committee
CIP	Capital Improvement Program
<u>FAST</u>	<u>Fixing America's Surface Transportation</u>
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
SIP	State Implementation Plan
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 \(FAST\) Moving Ahead for Progress in the 21st Century - MAP-21](#)) 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, and counties, and the Salem Area Mass Transit District, SKATS develops transportation studies involving major issues of regional significance, such as congestion in the Highway 22 Corridor in the urban area and on the Willamette River bridge crossings. The cities, counties, and agencies also conduct local transportation studies, and develop transportation plans, and strategic plans. These local plans are the object of 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 our region (the cities of Salem, Turner, and Keizer and Marion and Polk Counties) 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 our transportation infrastructure. The Policy Committee considers recommendations from the SKATS Technical Advisory Committee, made up of jurisdictional staff, agency representatives, and other interested parties. The Policy Committee has the responsibility for adopting the major planning products -- RTSP, TIP, Unified Planning Work Program (UPWP)-- 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, we are committed to:

- 1) Informing the community about a range of transportation system and transportation-related urban design 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 and transportation-related land use actions, as well as the relative merits of community travel behavior choices; and
- 4) Meaningfully involving citizens, affected agencies, and other interested parties in planning their regional transportation system.

Consistency with ~~Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU)~~ and ~~Moving Ahead for Progress in the 21st Century (MAP-21)~~ Fixing America's Surface Transportation (FAST)

Previous federal surface transportation acts SAFETEA-LU required Metropolitan Planning Organizations to develop a Public Participation Plan in consultation with interested parties. The most recent act MAP-21 adopted in July 2012 FAST, adopted in December 2015, continues the public participation requirements.

In 2006, SKATS Public Participation Plan was adopted after a public outreach process involving elected officials, neighborhood, community and service groups, government agencies, and staff. SKATS staff discussed the participation plan at meetings of neighborhood associations, the local bicycle transportation alliance, and a local Latino organization (Hispanic Human Services Council). Staff conducted comprehensive phone interviews to solicit opinions on how to best communicate with the public and how to effectively involve the public in the current and future planning process. Staff interviewed a representative of the Oregon freight hauling industry, the director of school transportation, members of environmental organizations, transit union members, and representatives of cycling organizations, and disabled citizens' service providers. The information provided through these interviews was incorporated into the Public Participation Plan and has been used to guide our continued outreach efforts during the preparation of the MPO's work transportation plan. In 2013, the Public Participation

Plan was updated to incorporate experiences and practices since its original adoption.

This current update of the Public Participation Plan refines SKATS' public processes in light of ~~experiences since 2006 and~~ feedback from our transportation planning partners and certification reviews.

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. 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. Information and activities specific to Environmental Justice principles and requirements are covered in a separate adopted SKATS Title VI plan.

VISION, GOALS, OBJECTIVES, AND POLICIES

VISION - An environment in which citizens 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 citizen, 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 federal transportation act (the latest being [FAST-MAP-21](#)), SKATS will “provide citizens, affected public agencies, representatives of public transportation employees, freight shippers, providers of transportation, representatives of users of public transportation, representatives of users of pedestrian walkways and bicycle transportation facilities, representatives of the disabled, and other interested parties with a reasonable opportunity to comment on the transportation plan.”

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 senior citizen populations.

Policy 4: SKATS shall 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 citizens.*

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, 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. If significant changes are proposed, a draft PPP will be prepared and citizens and other interested parties will have 45 days to review and comment on the draft PPP before it is considered by the Policy Committee for adoption.

Policy 4: If during the 45 day public review there is a significant revision proposed to the draft PPP, additional time will be added to the review period (up to an additional 45 days) to review and comment on the latest version before it is considered by the Policy Committee for adoption.

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 citizens to provide new information and articulate priorities.

Policy 2: SKATS will help citizens 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 sustainable 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 5: SKATS will provide a minimum of 30 days for review of and comment on draft planning documents ~~of the~~ (RTSP and amendments, the update of the SKATS TIP (occurring approximately every two years) and full amendments (A) to the adopted -TIP that add or cancel projects that significantly affects roadway capacity, vehicle volumes, or travel speeds.,) prior to their consideration by the Policy Committee for final adoption.

Policy 6: SKATS will provide a minimum of 14 days for review of and comment on amendments (B), other than those listed in Policy 5, above, to the adopted prior to their consideration by the Policy Committee for final adoption. (See TIP amendment matrix.)

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

GOAL THREE: Widely disseminated, clear, and timely information distributed to the citizens, 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 citizens should be selected based on ease of access, quality of information conveyance, and citizen convenience, including email, websites, news media, social media, flyers, brochures, and traditional mailings

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

Policy 3: SKATS shall 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.

Policy 4: SKATS will encourage interested citizens and groups 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 citizen.*

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 citizens 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.

Objective 3: *Public outreach activities that support the planning process will be scheduled to provide reasonable time for the public to assimilate complex information, thoughtfully respond, and influence the outcome.*

Policy 1: SKATS will make accommodations to schedules and processes as needed and practicable to encourage public participation.

Policy 2: SKATS will broadly publicize opportunities for public participation.

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 citizens, 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 citizens, 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 citizens, 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 shall acknowledge the public participation work obtained through local transportation planning processes conducted by other jurisdictions and agencies.

Policy 3: SKATS shall continue to notify and invite participation of the Grand Ronde Tribe and Federal Lands Management agencies at the onset of the RTSP, TIP, or other major planning activities.

Tools for Public Participation

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 is used as a primary way to communicate to the public about work and events conducted in SKATS. All 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.

Press Releases: Project timelines and opportunities for public input (open houses, meetings and public hearings) are described in press releases sent to news media 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, city and county staff, community members, and anyone who requests to be included.

Policy Committee and Technical Advisory Committee Meetings: All meetings are open to the public with an opportunity to comment. The Policy Committee meets the 4th Tuesday starting at 12:00 pm, and the Technical Advisory Committee meets the 2nd Tuesday starting at 1:30 pm, both at the MWVCOG offices. Meeting cancelation 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.

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 and projects and invite public comment and feedback. Open houses are informal in nature with MPO staff available. 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, and other significant policy decisions. Public hearings are formal in structure and allow for public comment in person or written form during the proceedings. All public hearings dates are posted on the website, announced in press releases and through contact distribution lists.

Brochures & 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, as well as an Annual Report which summarizes the MPO's activities.

Civic or Community meetings: Depending on availability or scheduling, staff may attend 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 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. 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. It is updated every 4 years. Amendments are occasionally made between major updates as new projects, funding or programs arise.

Public involvement includes a 30 day public comment period and public hearing. Outreach tools 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 Air Quality Conformity Determination (AQCD)** program the near-term (4-year) allocation of federal and state transportation funds to projects. Updated every 2-3 years, the TIP establishes the schedule and priority for the near-term (6-year) funding and implementation of projects called for in the adopted 20-year Regional Transportation Systems Plan (RTSP). The first 4 years of the new TIP are incorporated in the Oregon Statewide Transportation Improvement Program (STIP). Amendments occur when a project is added or deleted, a change in project scope is made, or a significant increase or decrease in funding is needed. The criteria for triggering an amendment is specified in the management process summary table located here: www.mwvcog.org/TIP/TIPmanagementProcessTableX.pdf

Public involvement includes a 30 day public comment period and public hearing for a new program. Full Amendments (A) require the same public involvement process as the plan adoption with a 30 day comment period. Full Amendments (B) require a 14 day public comment period and public hearing. TIP adjustments and TIP Administrative Modifications do not require a public comment period, but are include in the TAC and PC meeting notifications. Outreach tools include but are not limited to: open houses, website announcements, notices to interested parties, community presentations, brochure distribution, and press releases.

- 3) An annual **Unified Planning Work Program (UPWP)** details the work undertaken in the SKATS area, focusing on core programs (RTSP and TIP), planning studies (such as facility studies), and programs (traffic modeling and forecasting). The UPWP details the tasks that SKATS staff will perform during the fiscal year (which runs July 1 – June 31). 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 UPWP is available on the MWVCOG website in draft and final form after adoption, and 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.

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 **and**, notices to interested parties.

Required Public Participation Components

Background

The specific components identified below are required to be 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) the ability and commitment of the region to carry out the particular component given available and expected resources

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 recipient of FTA Section 5307 grants, which are available for capital purchases, preventative maintenance, transit enhancements, and operations (under proscribed limits).⁵⁷ The public participation requirements for these funds require the following:

- 1-a) make available to the public information on the amount of 5307 funds available to the recipient(s);
- 2-b) develop, in consultation with interested parties, including private transportation providers, a proposed program of projects for activities to be financed
- 3-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 performance of the recipient;
- 4-d) provide an opportunity for a public hearing in which to obtain the views of individuals on the proposed program of projects;
- 5-e) consider comments and views received on the proposed program (especially those of private transportation providers) in preparing the final program of projects
- 6-f) make the final program of projects available to the public.

The program of projects for Section 5307 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 RTSP Air Quality Conformity Determination (AQCD)
 - iii) SKATS Transportation Improvement Program (TIP), TIP Full-Major Amendments, and TIP Air Quality Conformity Determinations (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: existing 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, RTSP AQCD, TIP, TIP Major Full Amendments, and TIP AQCD.
- e)f) The Policy Committee will adopt the PPP and UPWP in a public meeting.

Public Review Periods

- a) The minimum review period for the Public Participation Plan 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 Transportation Improvement Program (TIP) and Major 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.

➔ Public Participation and Engagement Program

~~In order To~~ help facilitate public participation, SKATS shall develop a public participation and engagement program for ~~the~~ RTSP and TIP updates, corresponding with their 4-year and 2-year update cycle. This program of activities will be used in both the development of the RTSP and TIP, and during the formal public review and comment period. A participation plan will be developed before work on the RTSP or

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TIP plan starts, and it will include a timeline of events or activities with clearly indicated opportunities for public involvement. Participation plans will also be developed for the PPP, and for other planning work as necessary. Participation plans will be available on the MWVCOG website and in SKATS offices. In developing this program, SKATS staff, Technical Advisory Committee and 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)~~

~~b) In developing this program, SKATS staff, Technical Advisory Committee and Policy Committee may identify one or more of the following methods of encouraging and soliciting public participation:~~

- a) Establishment of a formal Citizens Advisory Committee (CAC) or Citizens Task Force, addition of citizens on the Technical Advisory Committee, or other advisory committee as needed.
- 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/or available on the MWVCOG website.
- c) One or more “open houses” for the public to review drafts of the RTSP and TIP.
- d) A series of focused workshops.
- e) Media placements using one or more of the following methods: existing local newspapers and newsletters; press releases; web page; [social media](#), 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,

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 31st. Past reports are available on the MWVCOG website.

Summary of Participation Policies

<u>Program</u>	<u>Outreach</u>	<u>Notifications</u>	<u>Review Period</u>	<u>Notes</u>
<u>Regional Transportation Systems Plan (RTSP)</u>	<ul style="list-style-type: none"> *Interested parties mailing and email list *brochures *community meetings *materials posted on MWVCOG website *online maps *Open house *Public hearing before adoption 	<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
<u>RTSP Amendment</u>	<ul style="list-style-type: none"> *Interested parties mailing and email list *brochures *community meetings *materials posted on MWVCOG website *online maps *Open house *Public hearing before adoption 	<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
-	-	-	-	-
<u>Transportation Improvement Plan (TIP)</u>	<ul style="list-style-type: none"> *Interested parties mailing and email list *brochures *community meetings *materials posted on MWVCOG website *online maps *Open house *Public hearing before adoption 	<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
<u>TIP Amendment (A)</u>	<ul style="list-style-type: none"> *Interested parties email list *materials posted on MWVCOG website *Public hearing before adoption. 	<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
<u>TIP Amendment (B)</u>	<ul style="list-style-type: none"> *Interested parties email list *materials posted on MWVCOG website *Public hearing before adoption 	<ul style="list-style-type: none"> *Notice on website *TAC & PC agendas 	14 days before adoption at Public Hearing	SKATS Policy Committee will receive a written summary of public comments and

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				staff responses
<u>TIP Adjustments</u>	Information available on website through agenda posting	Included in agenda for TAC and PC posted on website	Public Comment period not required, adoption by Policy Committee	Comments if received will be reviewed by the MPO.
<u>TIP Administrative Modifications</u>	Information available on website through agenda posting	Included in agenda for TAC and PC posted on website	Public Comment period not required, Policy Committee informed of change.	Comments if received will be reviewed by the MPO.
-	-	-	-	-
<u>Unified Planning Work Program (UPWP)</u>	Posted on website	Included in agenda for TAC and PC posted on website	Public Comment period not required	Comments if received will be reviewed by the MPO.
-	-	-	-	-
<u>Public Participation Plan (PPP)</u>	*Interested parties email list *materials posted on MWVCOG website	*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

Appendix A

~~This appendix lists the public participation activities used for the TIP and recent planning studies to inform and engage the public. These examples document actions and techniques previously used and likely to be used in the future. Going forward, SKATS staff will revise and add other activities depending on their usefulness and value in engaging public participation.~~

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~~Public involvement activities for the FY12-17 draft MTIP~~

- ~~• Developed press releases that were sent to all media sources in the Salem-Keizer area. Notice of the open house was listed in the Statesman Journal.~~
- ~~• Developed a full color brochure (in English and Spanish) of projects in the draft TIP and how the public can participate and comment. The brochure was both e-mailed or sent US mail to over 300 persons on our interested parties list, as well as mailed to TAC members for further distribution.~~
- ~~• Information about the Open House and Public Hearing for the TIP included in CCTV's Community billboard and Keizer's K23 station.~~
- ~~• Postcards with Open House information posted at 22 local business and public locations.~~
- ~~• Open house information included on "Breakfast On Bikes" blog~~
- ~~• Developed an Environmental Justice Analysis of draft TIP.~~
- ~~• Created an online map of the TIP projects available on the MWVCOG website.~~
- ~~• Attended North Lancaster Neighborhood Association meeting (Brown Road was one of the two new projects added to the 12-17 TIP).~~
- ~~• Information on TIP and Open House dates and times include in quarterly MWVCOG Newsletter~~
- ~~• All materials (draft TIP and draft AQCD, online map, brochure in English and Spanish) put on the MWVCOG website, including information on special accommodations or translation services and Title VI notice, with a link the SKATS' Title VI Complaint Form~~
- ~~• Open House: January 11, 2012 7:30 a.m. - 10:00 a.m., and 4:00 p.m. - 7:00 p.m. MWVCOG Conference Room~~
- ~~• TIP Public Hearing: January 24, 2012 at 12 noon CCBI, Room 102, 626 High Street NE, Salem~~

Public Participation Activities— Salem Parkway / Kroc Center Access Feasibility Study

- Arranged a **Stakeholder Advisory Committee** of two elected officials (Salem city councilor, Keizer city councilor); Kroc staff representative; transit district representative; school district representative; a local business owner in the study area; bicyclist representatives from Salem and Keizer; neighborhood association representatives; urban renewal board representative; railroad representative and an ODOT representative.
- Developed a website - www.kroconnections.org - with background and purpose of the study; ways for the public to participate; all meeting agendas and minutes; maps and illustrations of initial concepts and final three alternatives; an online survey; comment form; a blog; and tracking of webpage "hits".
- Conducted a multi-day "intercept survey" at the Salvation Army Kroc Center and at a Keizer Chamber of Commerce Teacher Appreciation Day to get initial public comments on the six initial bridge and pathways concepts. Collected over 130 surveys and produced survey results for the Stakeholder Advisory Committee.
- Worked with the local newspapers (Statesman Journal, KeizerTimes) which published articles on the study and alternatives the week before the Open House.
- Displayed posters of the alternatives in the Keizer Civic Center lobby area. At that location the public also had the opportunity to fill out a survey to indicate which alternatives they liked best and why.
- The Salvation Army Kroc Center and Keizer Chamber of Commerce did "e-blasts" to inform their members of the Open House and website.
- Sent information to an individual who writes a blog on transportation issues in Salem and Keizer area. He posted information about the study and later another post about the open house.
- City of Keizer staff produced a short video on the challenges to getting to the Kroc Center, with information on the Open House and website. Video was shown on the K23 public access channel and on YouTube.
- Held an Open House at the Claggett Middle School (within the study area), from 4:00 to 6:30. Attendance was about 40 people.
- Produced a project fact sheet and Open House flyer that was distributed.

Agenda Item G.

Cherriots Trip Choice Work Plan

**SKATS Technical Advisory Committee
(TAC)
May 9, 2017**

Action Requested:

Information and discussion.



Work Plan July 1, 2017 – June 30, 2019

Cherriots Trip Choice (CTC) is the transportation options (TO) program for Marion, Polk and Yamhill Counties, providing information and referrals to assist individuals seeking alternatives to the single-occupant vehicle. This is achieved by utilizing a variety of methods including community and employer outreach, dissemination of marketing literature and utilizing social media.

Cherriots Trip Choice Strategic Plan will continue to inform and guide the programs activities intended to reduce SOV's, educate the community about transportation options and build/maintain strong partnerships with regional organizations, people and communities. Current staffing is 2.7 FTE serving 518,670 people in Polk, Marion and Yamhill Counties.

PROGRAM GOALS & OBJECTIVES

During the first part of phase three (2017 – 2018) of the Cherriots Trip Choice Strategic Plan, the team will implement the marketing and outreach plan developed in 2016-2017. This plan includes marketing to new employees, broadening and deepening the ETC network and conducting outreach to underserved and LEP communities. Additional outreach will include surveying the Individualized Marketing (IM) participants (from the 2015 campaign), strengthening and intensifying outreach efforts regarding safety messaging and continuing to leveraging partner relationships.

During the second part of phase three (2018 – 2019) of the Cherriots Trip Choice Strategic Plan, the team will refine program goals based on performance measures, convene key partners to evaluate program direction, determine feasibility of bringing the Trip Choice Assistant to full time and reevaluate service tiers developed in 2017.

The following tasks and activities support the implementation of Cherriots Trip Choice goals and objectives by guiding the day-to-day activities of program staff. It is important to note that priorities can shift and (at times) projects and staff activities may need to be re-evaluated.

Our Mission: Cherriots Trip Choice empowers people to navigate their communities in ways that improve livability and quality of life.

Task 1) Encourage residents, employees and visitors to reduce SOV travel by taking options such as telework, rideshare,

transit, active transportation and other transportation demand management options.

A) Marketing. Promoting transportation options (TO) available in the region, cities and neighborhoods through publicly available information distributed to the general public or targeted audiences.

Activities (General)	Deliverable	Goal	Metric (for internal use only)
<p>I. Implement marketing and outreach plan developed in 2016-2017</p> <p><i>Begin in July 2017- then ongoing</i></p>	<p>Quarterly report on outreach activities as relates to the plan</p>	<p>1. Complete all marketing and outreach activities identified in the plan</p> <p>2. <i>In 2018 – 2109 reevaluate service tiers</i></p>	<p>1. How much of marketing and outreach plan is completed</p>
<p>II. Develop transportation options literature, brochures, pamphlets and posters and distribute to appropriate locations throughout the region</p> <p><i>July – Sept 2017</i></p>	<p>Replace all literature with new logo and updated program information</p>	<p>1. Update/replace all Trip Choice documents and create new ones if needed</p>	<p>1. Number of documents updated or created</p> <p>2. Number of pieces of literature distributed including where and to whom</p>
<p>III. Create and distribute a periodic newsletter relating to transportation options. Distribution includes:</p> <ul style="list-style-type: none"> • Cherriots staff and Board • MWVCOG • Individuals and Stakeholders. • ETC's and Businesses • Community Groups • Schools • IM participants <p><i>Launch Oct 2017- then ongoing</i></p>	<p>Quarterly (at a minimum) newsletter is created and distributed region wide</p>	<p>1. Reach at least 250 people quarterly</p> <p>2. <i>In 2018-2019 target a reach of 500</i></p>	<p>1. Number of people and organizations receiving newsletter</p> <p>2. Details of any feedback received</p> <p>3. Newsletter open rate</p>
Activities (Targeted)	Deliverable	Goal	Metric (for internal use only)

<p>I. Outreach to Limited English Proficiency (LEP) population Oct 2017</p>	<p>Quarterly report on outreach activities to LEP populations</p>	<p>1. Contact at least 1 LEP group quarterly and/or attend 1 function</p>	<p>1. Number of LEP people reached and/or meeting/event summary</p>
<p>II. Outreach to youth by becoming involved in regional activities like Safe Routes to School Start in Aug 2017</p>	<p>Quarterly report on outreach activities at regional schools</p>	<p>1. Annually attend at least 2 SRTS functions 2. Annually present TO information to at least 2 schools in person 3. Promote summer youth pass 4. <i>In 2018-2019 partner with MWVCOG and SRTS advocates to expand education and outreach to more schools/students</i></p>	<p>1. Number of SRTS functions attended 2. Number of presentations at schools and number of students reached 3. How many summer passes sold/distributed</p>
<p>III. Annual student poster contest promoting TO Contest runs from Jan 2018 – March 2018 with associated activities all year</p>	<ul style="list-style-type: none"> • Report on poster contest participation • Calendar with winning posters 	<p>1. At least 16 schools participating in contest 2. At least three school presentations recognizing contest participants 3. Utilize posters for annual Cherriots calendar 4. Distribute ~1000 calendars with letter promoting TO</p>	<p>1. Numbers of schools participating 2. Number of posters submitted 3. Number of calendars distributed</p>

B) Community and employer outreach. Create and attend events to share information about transportation options and relevant programs in the Willamette Valley.

Activities	Deliverable	Goal	Metric <i>(for internal use only)</i>
I. Work with existing ETC's to enhance employee awareness and use of transportation options. Ongoing	Quarterly report on ETC interaction	1. Hold at least 3 ETC quarterly meetings 2. Meet with at least 3 current ETC's and 2 potential ETC's annually	1. Number of meetings and number of attendees 2. Number of current ETCs 3. Number of prospective ETC meetings
II. Contact households who participated in IM to determine current mode use and interest in additional information (IM 2.0) Aug 2017 – Nov 2017	Report on survey results and data collection summary	1. Survey IM participants 2. Deliver additional information (physical or digital) if requested	1. Number of households contacted 2. Number of survey responses 3. Number of households receiving new information
III. Promote Transportation Options (TO) to new employees regionally Ongoing	New employee TO kit developed and distributed	1. Create and deliver at least 5 sets of new employee TO kits to ETC's or to employer sites	1. Number of set of kits delivered
IV. Work with Cherriots marketing staff to conduct outreach to Limited English Proficiency (LEP) and youth populations. Start in Aug 2017	An outreach plan that includes LEP and youth communities	1. Set up a Cherriots working group to develop outreach strategies 2. Complete written plan no later than Oct 1, 2017	1. A completed, executable plan

<p>V. Participate in community activities and events to promote TO.</p> <p>Ongoing</p>	<p>Quarterly report on community event participation</p>	<ol style="list-style-type: none"> 1. Calendar approx. 16 events per year 2. Seek new opportunities for participation in other events by working with Cherriots travel trainers, signing up for more chamber/community newsletters, and asking for leads from other vendors. 	<ol style="list-style-type: none"> 1. Number of events attended 2. Number of direct contacts at events
<p>VI. Obtain promotional items for events that promote our services and message.</p> <p>Ongoing</p>	<p>Quarterly report on promotional items</p>	<ol style="list-style-type: none"> 1. Select and order appropriate promotional items 	<ol style="list-style-type: none"> 1. Distribute promotional items to event attendees to encourage transportation options
<p>VII. Conduct an online awareness and travel survey. Survey will be distributed to users in the DLC database, CTC database, and through neighborhood associations.</p> <p>Spring/summer of 2018</p>	<p>Report on survey results</p>	<ol style="list-style-type: none"> 1. <i>Obtain copy of survey from Alta or other partner</i> 2. <i>Distribute survey</i> 3. <i>Summarize results</i> 	<ol style="list-style-type: none"> 1. Number of surveys sent 2. Number of survey responses

<p>C) Statewide ride-matching database, Drive Less Connect (DLC). Support, locally administer and market the statewide ridematching tool.</p>			
<p>Activities</p>	<p>Deliverable</p>	<p>Goal</p>	<p>Metric (for internal use only)</p>
<p>I. Continue participation in planning, coordination and discussions regarding the database</p> <p>Ongoing</p>	<p>Quarterly report on activities in support of DLC</p>	<ol style="list-style-type: none"> 1. Participate in discussion as needed 	<ol style="list-style-type: none"> 1. Number of discussions CTC staff participated in regarding DLC
<p>II. Participate in statewide Drive Less</p>	<p>Quarterly report on</p>	<ol style="list-style-type: none"> 1. Participate in statewide Drive Less Challenge (or 	<ol style="list-style-type: none"> 1. Number of individuals, agencies and businesses

<p>Challenge (or similar) campaign</p> <p>a. Work with local individuals, agencies and businesses to encourage participation</p> <p>Aug 2017 – Nov 2017</p>	<p>outreach related to challenges</p>	<p>similar) campaign</p>	<p>participated</p> <p>2. Number of ancillary events CTC has or participates in</p>
<p>III. Utilize DLC's reporting features to provide data to regional stakeholders and partners</p> <p>Ongoing</p>	<p>Quarterly reports to stakeholders and partners</p>	<p>1. Determine the baseline</p> <p>2. Set and track targets once baseline has been established</p>	<p>1. Number of active and inactive participants that are currently in the database</p> <p>2. Number of participants added</p>

D) Emergency Ride Home (ERH). Support, administer and market the ERH program as a key transportation options resource.			
Activities	Deliverable	Goal	Metric <i>(for internal use only)</i>
<p>I. Market, administer and fund the ERH program</p> <p>a. Provide information about ERH at area presentations, to the ETC's and in the new employee TO kit</p> <p>Ongoing</p>	<p>Quarterly report on marketing and utilization of the ERH program</p>	<p>1. Include information about ERH in all appropriate presentations and documents</p>	<p>1. Number of presentations that included information about ERH</p> <p>2. Any other promotion of ERH</p> <p>3. Number of participants in program</p> <p>4. Usage</p>

E) Valley Van Pool. Support, administer and market the regional ridesharing program in partnership with regional Willamette Valley partners.

Activities	Deliverable	Goal	Metric <i>(for internal use only)</i>
<p>I. Promote and support Valley VanPool (VVP) through partnerships with CWCOG and point-2-point solutions (LTD)</p> <p>a. Evaluate expanding VVP to include bordering regions</p> <p>Started in March 2017 – ongoing</p>	<p>Quarterly report on Valley Van Pool partner activities</p>	<ol style="list-style-type: none"> 1. Participate in at least two Valley VanPool partner meetings annually 2. Make invitation to other regions to join VVP 3. Seek innovative ways to get more funding for VVP 	<ol style="list-style-type: none"> 1. Number of meetings attended 2. Number of other regions contacted 3. Grant application created and submitted
<p>II. Manage and fund vanpool subsidy and incentive programs</p> <p>Ongoing</p>	<p>Quarterly report on vanpool activity associated with subsidy and incentive program</p>	<ol style="list-style-type: none"> 1. Work with vendor to add two new vanpools to the program annually 2. Work with vendor to ensure accurate entry of NTD data 	<ol style="list-style-type: none"> 1. Number of new vans started 2. Number of existing vans 3. Number of riders in vans
<p>III. Continue tracking VMT reduction via vendor reports</p> <p>Ongoing</p>	<p>Quarterly report with VMT and emissions reductions of vanpools subsidized by Cherriots.</p>	<ol style="list-style-type: none"> 1. Track VMT reduction via vendor report 	<ol style="list-style-type: none"> 1. VMT reduction attributed to vanpools
<p>IV. Work with vendors to build ridership</p> <p>Nov/Dec 2017 & March/April 2018</p>	<p>Quarterly report on van ridership</p>	<ol style="list-style-type: none"> 1. Conduct at least two promotions/events focused on increasing vanpool ridership 	<ol style="list-style-type: none"> 1. Number and type of promotion/events 2. Number of new riders 3. Follow up with event attendees

Task 2) Collaborate with other transportation options programs, government agencies, area employers and community members to provide interregional transportation options.

A) Be an active part of the statewide and regional Rideshare and TDM planning efforts, working cooperatively with other agencies, organizations and TDM programs.

Activities	Deliverable	Goal	Metric <i>(for internal use only)</i>
I. Continue participation in the quarterly Transportation Options meeting Ongoing	Quarterly report on participation in meetings pertaining to TDM	1. At least one CTC staff member attends each TO meeting.	1. Number of meetings each CTC staff member attended
II. Continue participation and collaborate with MWVCOG, Cherriots Board of Directors, ODOT- Active Transportation, and the Federal Highway Administration Ongoing	Quarterly reports on meetings.	1. At least one CTC staff member attends meeting as requested.	1. Number and type of meetings each CTC staff member attended
III. Work with Cherriots Marketing staff on creating and maintaining a "One-Stop-Shop" web site and social media presence for regional TO Depends on Marketing staffing and RFP – estimated start in Aug 2017	<ul style="list-style-type: none"> • Quarterly report on web development and social media activities • Time line for process • Calendar for posting activities • Final Website 	<ol style="list-style-type: none"> 1. Meet with marketing staff monthly to assist in development of the CTC web site and social media presence 2. Develop a time line once process begins 3. Train CTC staff in web updates and social media management 4. Establish monthly posting requirements and assign responsibility for this 	<ol style="list-style-type: none"> 1. Number of meetings CTC attended 2. Tracking of web site and social media development activities <p><i>NOTE: These activities are contingent on getting a web developer and a social media person at Cherriots (both of these are outside of CTC control).</i></p>
IV. Work with state, regional, and local	Quarterly report on	1. At least one CTC staff	1. Summary of meeting that

jurisdictions to coordinate transportation options planning efforts as opportunities might arise Ongoing	participation in cooperative planning activities and summary report (if needed)	member attends meeting as requested	CTC staff member attended
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B. Work with state, regional, and local jurisdictions to facilitate safety messaging and promoting safe behaviors			
Activities	Deliverable	Goal	Metric <i>(for internal use only)</i>
I. Promotion of Oregonian Crossing messaging through events and social media July 2017 – June 2018	Quarterly report including summary of safety outreach and any survey results	<ol style="list-style-type: none"> 1. Gather marketing material from ODOT 2. Design promotion campaign utilizing the Oregonian Crossing theme 3. Promote message at all outreach events 4. Conduct survey gauging awareness and behavior changes due to campaign 5. <i>In 2018 – 2019 determine campaign effectiveness and benefits of continuing or establishing new campaign</i> 	<ol style="list-style-type: none"> 1. Number and type of marketing materials distributed 2. Where and to whom were the materials distributed 3. Survey results
II. Be Safe-Be seen activities Oct/Nov 2017 – Depends on ODOT distribution of lights	Quarterly report of light distribution summary	<ol style="list-style-type: none"> 1. Distribute up to 1000 blinky lights (or similar) annually 	<ol style="list-style-type: none"> 1. Number of lights (and/or safety items) given away and to whom
III. Wander Walks 5210	New Wander Walks™ maps	<ol style="list-style-type: none"> 1. Create/print/distribute up to six new WanderWalks™ 	<ol style="list-style-type: none"> 1. Number of new maps created

Ongoing		maps 2. <i>In 2018 – 2019 create/print/distribute up to six new WanderWalks™ maps</i>	2. Number of maps printed 3. Number of maps distributed and locations
IV. Open streets event Event schedule to take place in Aug/Sept 2017	Report on planning activities and event summary	1. Assist in the planning and coordination of an annual open streets event in Salem (This is already taking place)	1. Details about planning efforts 2. Report after event completion
V. Bicycling and Pedestrian Anticipate Sept – Oct 2017 and April – June 2018	Quarterly report listing bike and pedestrian related activities	1. Assist with at least two bicycling or walking activities/events. Past events include: Bike Roadeo, Fun Runs, National Night Out, Bike repair and/or safety classes, community rides and helmet distribution.	1. Number of events assisted with or attended

Task 3) Support State in its transportation options activities by sharing best practices through professional development.

A) Attend relevant conferences, trainings and events to share and collect regional, state, and national best practices.			
Activities	Deliverable	Goal	Metric (for internal use only)
I. Continue to seek and disseminate information regarding best practices and retain an active role in development and implementation of TDM policies Ongoing	Report on meetings attended or other relevant activities	1. A CTC team member will attend at least two TDM policy related functions annually	1. Number of TDM policy functions attended, by whom and summary of the event

B) Professional Development			
Activities	Deliverable	Goal	Metric <i>(for internal use only)</i>
I. Seek opportunities for professional growth. Includes participation in: <ol style="list-style-type: none"> a. Association for Commuter Transportation (Nationally and Regionally) b. Transportation Options Group of Oregon <p>Ongoing</p>	Report on conferences attended, trainings, webinars or other relevant event	<ol style="list-style-type: none"> 1. Each CTC team member should attend one industry conference a year 2. Each CTC team member should attend (at least) one webinar or local event intended to expand industry comprehension 	<ol style="list-style-type: none"> 1. Number of functions each CTC team member attended/participated in

C) Program Development			
Activities	Deliverable	Goal	Metric <i>(for internal use only)</i>
I. Convene key stakeholders, staff, and other interested parties to establish a CTC steering committee evaluate program direction <p>Start in Aug/Sept 2018</p>	Steering Committee guidelines document Quarterly report on stakeholder meetings List of new or updated performance measures	<ol style="list-style-type: none"> 1. Establish expectations and role of steering committee 2. Establish list of potential members of a steering committee 3. Set meeting date 4. Convene meeting 5. Have committee decide their priorities and goals for 2018 and beyond 6. Refine program goals based on performance measures 	<ol style="list-style-type: none"> 1. Number of participants on steering committee 2. Priorities and expectations document created 3. Status of quarterly report 4. New performance measures are established

D) Develop performance measures that incorporate existing metrics and new measurements developed as a result of the Oregon statewide Transportation Options Plan.

Activities	Deliverable	Goal	Metric <i>(for internal use only)</i>
II. Prepare quarterly reports for each quarter of FY 2017-2018 Nov 15, 2017 Feb 15, 2018, May 15, 2018 Aug 15, 2018	Quarterly reports summarizing progress on all deliverables	1. Complete quarterly reports no later than: Nov 15, 2017, Feb 15, 2018, May 15, 2018 and Aug 15, 2018 2. Distribute reports to "Quarterly Report Distribution List"	1. Status of comprehensive quarterly report
III. Prepare annual report for fiscal year 2017-2018 Oct 1, 2018	Annual Report for FY 2017-2018	1. Complete Annual Report no later than Oct 1, 2018 to "Annual Report Distribution List"	1. Status of comprehensive annual report IE: Was it filed on time and to the correct stakeholders?