

TECHNICAL MEMORANDUM

DATE: May 2023
TO: Dana Nichols (City of Bandon)
CC: Thomas Guevara (ODOT)
FROM: Emily Mannisto, Ryan Farncomb (Parametrix)
SUBJECT: Public Involvement Plan (Final)
PROJECT NAME: Bandon TSP

INTRODUCTION

This Public Involvement Plan (PIP) summarizes the public and community representative engagement strategy that will be carried out in support of the Bandon Transportation Plan (TSP) Update. The PIP addresses applicable state and federal regulations, goals for public engagement, demographics for the area, and strategies for effectively reaching and engaging community representatives, including timing, team roles, and responsibilities.

The following are proposed key messages/project information for use during outreach and for other materials:

- **Project Purpose:** The City of Bandon Transportation System Plan (TSP) Update will update Bandon's TSP that was adopted in 2000. The TSP serves as a blueprint and vision for transportation system development in Bandon for the next 20 years. This TSP update will assess the existing and future conditions of Bandon's transportation system and determine transportation needs for all modes of travel, including driving, walking, biking, using transit, and using a mobility device, with particular emphasis on the needs of people who walk and bike.
- **Why Public Input is Important:** Active public engagement leads to informed decision-making and more robust solutions. This TSP will vet proposed transportation solutions with community members that will be directly affected by the outcomes, and will consider the needs and interests of all community representatives including vulnerable and/or marginalized populations. As a result, community members will have a better understanding of planning decisions and will be more invested in the outcomes of this TSP.
- **How We Will Engage:** The PICP includes specific tools and methods for effectively reaching and engaging community representatives, as well as key messaging to assist the project team when discussing the project with the media or the public. This memorandum also clarifies outreach timing, team roles, and responsibilities to carry out the PICP.

The PIP may be updated throughout the planning process as the project progresses. Therefore, the engagement plan described here should be viewed as a starting point, and the project team will retain flexibility to adapt the engagement plan as needed.

ENGAGEMENT GOALS

The project team established the following goals to guide engagement strategies. The City of Bandon and Oregon Department of Transportation (ODOT) are committed to a public engagement process that:

- **Encourages the participation of all community representatives** regardless of race, ethnicity, age, disability, income, or primary language by employing a mix of tools to reach the broadest audience possible.

- **Provides early and ongoing opportunities for community representatives to ask questions, raise issues, or share concerns.** Outreach will occur at three main milestones, but ongoing opportunities to comment will be provided through a project website. Throughout the life of the project, the project website will host contact information and a comment submittal form to encourage constructive two-way communication between the project team and the public, even outside of formal public feedback periods.
- **Considers how project outcomes affect the public and vulnerable populations.** The project will ensure fair treatment so that no group of people (racial, ethnic, or a socioeconomic group) bears a disproportionate share of the negative environmental consequences resulting from a program or policy, consistent with provisions from Title VI of the Civil Rights Act of 1964 and Executive Order 12898 (Environmental Justice).
- **Ensures that public feedback is considered in the decision-making process and in development of the Bandon TSP.** Public feedback on each step of the planning process will be incorporated into decision-making and reflected in relevant evaluation criteria to ensure the study reflects the public's needs and priorities.
- **Explores trade-offs with community representatives, hold smaller-group meetings to resolve conflict if necessary, and drive toward consensus** on needs and solutions to create a lasting, well-supported TSP.

ENVIRONMENTAL JUSTICE AND TITLE VI COMPLIANCE

The project must meet requirements described in Executive Order 12898 (EJEO), *Federal Actions to Address Environmental Justice in Minority Populations and Low-income Populations*¹ and Title VI of the Civil Rights Act of 1964. Title VI protects people against discrimination due to race, color, national origin, age, sex, disability, or limited English proficiency. EJ provisions generally apply to the same groups considered by Title VI, as well as people who are low-income.

Title VI and the EJEO protect against discrimination both in terms of outcomes as well as process. Consistent with these rules and guidance, the project team will ensure the planning process does not result in projects that are likely to have a disproportionate negative impact to Title VI and EJ populations, such as displacing or creating barriers between them and the rest of the community.

STUDY AREA DEMOGRAPHICS

Table 1 documents 2021 demographic estimates for Bandon, Coos County, and Oregon. According to 2021 American Community Survey 5-Year Estimates, Bandon's population is 3,285 people. Notable demographics information includes the following:

- The population who identified as White only in Bandon is 89 percent.
- Older adults make up 34 percent of the population in the City, compared to 18 percent statewide.
- 23 percent of people in Bandon live with a disability, compared to 14 percent of people in Oregon.
- The portion of households with no vehicle is 17 percent, more than double the state level (7 percent).
- Bandon's low-income population is higher than the state, at 43 percent compared to 29 percent.
- The percentage of families below the poverty level is 17 percent, more than double that of Oregon (8 percent).

¹ https://www.environment.fhwa.dot.gov/env_topics/environmental_justice.aspx

For a map of these community characteristics, see the Bandon TSP Companion Map:
<https://experience.arcgis.com/experience/f6d141fa47db47eaa6b29db929e432d7/>

Table 1. Bandon Community Characteristics

	Bandon	Coos County	Oregon
Population	3,285	64,619	4,207,177
Race and Ethnicity			
American Indian and Alaska Native alone	0%	2%	1%
Asian alone	0%	1%	4%
Black or African American alone	0%	0%	2%
Hispanic or Latino alone	1%	7%	14%
Native Hawaiian and Other Pacific Islander alone	0%	0%	0%
White alone	89%	84%	74%
Some other race alone	0%	0%	0%
Two or more races	10%	5%	5%
Limited English-Proficiency Households	0%	0%	2%
Income Characteristics			
Low Income Population (200 percent or less of the Federal Poverty Level)	43%	36%	29%
Families Below Federal Poverty Level	17%	12%	8%
Age			
Youth (under 18)	17%	18%	21%
Older adults (65 years+)	34%	26%	18%
Persons with Disabilities	23%	23%	14%
No Vehicle Households	17%	8%	7%

Source: American Community Survey: 5-Year Estimates 2021, block group level

The project team will reach a broad spectrum of the community, with a focus on EJ and Title VI populations and demographics who are historically underrepresented in public processes, such as lower income communities, people of color (those who are not white), and people with disabilities. The project team will also consider locations for in-person tabling events where people from these communities would be. Provision of Spanish-language translation services is generally contingent upon a Hispanic or Latino demographic percentage of 5 percent or more. The Hispanic or Latino percentage in Bandon is 1 percent, so translation services will not be provided, unless otherwise requested. Table 2 lists locations likely frequented by these communities, with an emphasis on locations likely to be visited by people with disabilities.

Table 2. Locations Likely to Be Frequented by Historically Underrepresented Communities

Place Category	Examples
Medical Clinics and Hospitals	<ul style="list-style-type: none"> Southern Coos Hospital & Health Center Southern Coos Specialty Clinic Family Healthcare North Bend Medical Center – Bandon Coast Community Health Center
Senior Centers and Assisted Living Facilities	<ul style="list-style-type: none"> Westwind Court (Assisted Living Facility)

Place Category	Examples
	<ul style="list-style-type: none"> • Pacific View Senior Living Community • Bandon Senior Activity Center • Mike's Place Adult Foster Home
Grocery Stores and Convenience Stores	<ul style="list-style-type: none"> • Wilsons Market Bandon • McKay's Market • Fast Mart • Highway Deli Mart • Dollar Tree
Community Services	<ul style="list-style-type: none"> • Post Office • Bandon City Library • Bandon Community Youth Center • Bandon Community Center
Schools	<ul style="list-style-type: none"> • Harbor Lights Middle School • Ocean Crest Elementary School • Bandon High School • Bandon Head Start • Bandon Community Preschool

PUBLIC INVOLVEMENT STRATEGY

Engagement Approach Critical Success Factors

This section describes general strategies, tools, and methods for engaging the public as part of the planning process. The project team will employ the following outreach strategies to maximize participation by a broad range of Bandon residents and community representatives:

- **Going where people are.** The project team or the City may seek to hold in-person outreach events at places where people are already gathering, like existing meetings and events such as the post office, Bandon by the Sea Rotary Club meetings, or the Annual Bandon Cranberry Festival each fall. This strategy results in efficient engagement opportunities with many community representatives and the public. Passive feedback opportunities like paper fliers and mail-in questionnaires can yield valuable feedback.
- **Employ multiple methods.** Many people respond well to online feedback tools like interactive maps and surveys – they’re a great way to efficiently share information with a broad audience and gives community representatives a convenient way to provide input from the comfort of home. However, the PICP also recognizes that many are unwilling or unable to participate online due to technological, language, or other limitations. The PICP will balance the use of technology with lower-tech tools like project fliers, printed surveys, and phone calls.
- **Explain concepts simply.** When talking with the community, the project team will use plain language to describe transportation concepts, needs, policies, and solutions. Whenever possible, the team will utilize graphics, maps, and photograph to make transportation concept understandable to the broadest range of community representatives possible. Plain language also helps minimize community representative frustration and avoids wasted time explaining complex planning concepts.

- **Striving to reach everyone to hear diverse perspectives.** The project team recognizes that people are busy. While in-person open houses are a useful engagement tool, asking people to attend traditional public meetings only attracts a small subset of people: those who have the flexibility and extra time to join. Shift workers and others without 9-5 schedules can find it hard to make evening meetings and open houses.

Considering these general strategies outlined above, the following sections describe specific methods and tools the project team will use to communicate with and gather input from the public.

Public Engagement Strategies and Tools

The following engagement activities and communications tools will be used during the planning process. Activities and tools conducted by the project team must be expressly included in the agreed upon scope of work.

Project Website: The City will host a project website for the Bandon TSP update which will provide general information about the project including a project overview, outreach schedule, contact information, and opportunities for feedback. The website will be accessible and clear to a public audience. The website will also serve as the bulletin board for the three major outreach milestones for the project, including dates and locations for community events. The project website will also host the online open houses, feedback map, and surveys to capture milestone outreach (see more below). The website will be updated four (4) times throughout the project on the same day as the publication of project press releases (see below). The timing will generally coincide with community outreach milestones and the adoption hearing for the final TSP.

Press Releases: The project team will develop four (4) press releases at key junctures throughout the project. The press releases will communicate key information about the planning process and will advertise upcoming milestone outreach, including opportunities for public input, and will generally coincide with content updates for the project website. ODOT Region 2 Community Affairs staff will be responsible for publishing finalized press release content within appropriate local media sources (TBD).

Newsletters: The project team will create a newsletter to provide overview information about the project, key community issues, project updates, and information about upcoming public outreach opportunities. The fact sheet content will be updated before each outreach milestone (that is, initial content and two additional updates). ODOT is responsible for distributing fliers to local media and to the City of Bandon for local distribution.

Project Flyers: Three (3) project flyers corresponding with milestone outreach will be developed throughout the project. Flyers will be posted to the project website and distributed electronically to the Project community representative database. The flyers will provide information about the Outreach Events and include links to the Project Website, online surveys, and contact information. Project flyers may also be printed and distributed at key locations throughout the City. The City may also use the project flyers to develop information kiosks in public places as well as temporary signs within project area that are visible to drivers.

Mailing Lists (Physical and Electronic): The project team will develop and maintain a Mailing List Database that will be used to inform interested parties such as, federal, regional, state, and local authorities, special interest groups, individuals, and adjacent property owners and key businesses, public service representatives, education, and community organizations. The project team will update the Mailing List Database throughout the Project, as new community representatives and interested parties become involved or express interest in the Project. The project team will distribute newsletters, project flyers, and outreach updates to the mailing lists.

Social Media: Using content from the project flyers, the project team will develop content about events and links to online engagement opportunities for distribution on the social media accounts of the City and ODOT (which could include Facebook, Nextdoor, and other social media as appropriate). ODOT and the City will be responsible for posting the content to their respective social media.

Neighborhood Presentations: Oral presentations at neighborhood and civic organization meetings.

Community Representative Interviews: The project team will conduct up to eight community representative interviews to build understanding of transportation goals, issues, and needs. Interviewees should represent diverse constituencies, businesses, and interests in Bandon. The City will aid in identifying organizations and individuals to interview. Interviews will be held by phone and be up to 30 minutes in duration. As needed, the project team may conduct interviews in Spanish or English.

Outreach Reports: The project team will document all public and community representative feedback at each of the three project outreach milestones. The outreach reports will record public comments, questions, and concerns received throughout the project, and will describe findings and high-level themes emerging from the public outreach process. Public outreach findings will also be periodically shared with the PAC to inform their discussions throughout the project. These outreach reports will culminate into a final public involvement section in the final TSP describing how this feedback shaped the plan over time.

Online Open House, Feedback Map, and Survey, Project Flyers

- **Online Open House:** The project team will develop two (2) online open houses that provide information about the project, a feedback map, and an online survey. The informational element of each online open house will consist of no more than twelve (12) presentation slides.
- **Map and Survey:** The online map will be hosted on a web-based mapping platform such as ArcGIS Online Story Maps or Wikimapping.com. The map will allow users to drop pins into a map and write comments about TSP topics in Bandon. The survey will be hosted on a similar service such as SurveyMonkey.com or TypeForm.com. Surveys will consist of a mix of open-ended and multiple-choice questions about the TSP.
- **Project Flyers:** As detailed in the Notification Tools section, three (3) project flyers corresponding with milestone outreach will be developed throughout the project. The flyers will provide overview information about the project, key community issues, and information about upcoming public outreach opportunities.

Links and access instructions for the online open house, feedback map, and survey will be published on the project website.

TIMING, ROLES, AND RESPONSIBILITIES

Table 3 describes the major public engagement milestones and strategies, including proposed engagement and communication tools. The following table describes the three public outreach milestones for the project. Timing for the three milestones is subject to change based on project needs.

Table 3. Engagement Activities Summary

	Milestone 1	Milestone 2	Milestone 3
Purpose/Topic	Project introduction, opportunity to provide input on	Present proposed alternatives and management strategies	Presents the Draft Updated TSP, including implementation

	Milestone 1	Milestone 2	Milestone 3
	project background, conditions and needs.	and gather feedback on draft improvement concepts and priorities.	measures, and provide an opportunity for community representatives to review and comment on them.
Timing	October 2023	February 2024	June 2024
Primary Engagement Goals	<ul style="list-style-type: none"> Introduce the Bandon TSP update to the community. Share and gather feedback on existing and future conditions and transportation needs. 	<ul style="list-style-type: none"> Share and gather feedback on draft conceptual improvement options. Gather feedback to help prioritize improvements. 	<ul style="list-style-type: none"> Share and gather feedback on Draft Updated TSP.
Engagement Tools	<ul style="list-style-type: none"> Joint City Council and Planning Commission Presentation #1 (virtual meeting) Online open house with project details, map, and survey 	<ul style="list-style-type: none"> Online open house (developed in Milestone 1) updated with alternatives information and new survey 	<ul style="list-style-type: none"> Joint City Council and Planning Commission Presentation #2 (virtual meeting) Online open house (developed in Milestone 1) updated with Draft TSP information and new survey
Communication Tools	<ul style="list-style-type: none"> Website announcement Flyer/newsletter Social media copy Announcement for inclusion in local utility bills 	<ul style="list-style-type: none"> Updated website announcement Updated flyer/newsletter Updated social media copy Updated announcement for inclusion in local utility bills 	<ul style="list-style-type: none"> Updated website announcement Updated flyer/newsletter Updated social media copy Updated announcement for inclusion in local utility bills
Summary	Milestone 2 feedback summary, draft and final	Milestone 2 feedback summary, draft and final	Milestone 3 feedback summary, draft and final

Table 4 details the tools that will be employed during this project and the roles and responsibilities to make outreach successful.

Table 4. Outreach Tasks and Responsibilities

Task	Timing	Responsibilities	Content Review
Project Website	Updated 4 times throughout the project on the same day as the publication of project press releases (see below). Timing will coincide with community outreach milestones and adoption hearing.	Host and maintain website: City Provide content for the website (up to four times): Parametrix	City, ODOT
Press Releases	Final: 2 weeks prior to event	Prepare and distribute: City Press releases will utilize information developed for project flyers.	Parametrix, City, ODOT

Task	Timing	Responsibilities	Content Review
Newsletters	Final: 3 weeks prior to event Distribute: 2 weeks prior to event	Prepare and distribute: City Newsletters will utilize information developed for project flyers.	Parametrix, City, ODOT
Project Flyers	Final: 3 weeks prior to event Distribute: 2 weeks prior to event	Prepare: Parametrix Distribute: City	City, ODOT
Community Representative Database	Ongoing	Parametrix	City, ODOT
Social Media	Finalize and send 1 week prior to event	Prepare and distribute: City Social media will utilize information developed for project flyers.	Parametrix
Neighborhood Presentations	Venue reservation 4 weeks prior to event	Arrange and conduct events: City	Parametrix
Community Representative Interviews	Prior to delivery of TM #2: Community Transportation Framework (Goals, Objectives, Evaluation Criteria)	Provide contact information: City Arrange and conduct: Parametrix	City, ODOT
Online Open Houses	Draft: 2 weeks prior to event Final: 3 days prior to event	Parametrix	City, ODOT
Open House Feedback Summaries	1 week following close of online open house	Parametrix	City, ODOT
Comment Log	Throughout project duration	Parametrix	City, ODOT
Map and Survey	Concurrent with Online Open House	Parametrix	City, ODOT

Target Audience/Community Representatives

Community representatives for this project include the City of Bandon, transportation interests, neighborhood and business interests, media, emergency service providers, and the traveling public. Table 5 below summarizes stakeholders to be targeted by the public outreach process.

Table 5. Target Audience and Community Representatives

Community Representative Category	Examples/Potential Contacts
Government Agencies and Institutions	<ul style="list-style-type: none"> • Bandon City Council • Bandon Planning Commission • Bandon Public Works • Coos County • ODOT • Department of Land Conservation and Development (DLCD) • Coquille Indian Tribe

Community Representative Category	Examples/Potential Contacts
Utilities	<ul style="list-style-type: none"> • City of Bandon Electric Department • Bonneville Power Administration (BPA) • PacifiCorp • Coos-Curry Electric Cooperative • NW Natural • Bandon Disposal & Recycling
Education and Youth	<p>Bandon Public Library Bandon School District Title One and Title Six Indian Education Program Bandon Community Youth Center</p>
Transportation Representatives	<p>Coos County Area Transit (CCAT) Curry Public Transit Bandon Dial-A-Ride Bandon State Airport</p>
Advocacy Groups and Non-profits	<p>Shoreline Education for Awareness Good Earth Community Garden Cyberlynx The Washed Ashore Project Bandon Arts Council Bandon Historical Society Bandon Lions Club BandonCares Greater Bandon Association Oregon Cranberry Growers Association Rotary Club of Bandon by the Sea Southern Coos Health Foundation Wild Rivers Coast Alliance</p>
Employers and businesses	<p>Bandon Old Town business representatives Bandon Chamber of Commerce Bandon Dunes Golf Resort Southern Coos Health District School District #54C Oregon Overseas Timber Hardin Optical Cranberry farms</p>
Medical and emergency service providers	<p>Southern Coos Hospital & Health Center Southern Coos Specialty Clinic Family Healthcare North Bend Medical Center – Bandon Coast Community Health Center</p>
Media	<p>Bandon Western World KCBY CBS 11</p>

Community Representative Category	Examples/Potential Contacts
Environmental justice and equity populations	Good Neighbors (Food Bank) Coastal Harvest Gleaners Pacific Pines Apartments - Multi-Family Housing Rental (for Elderly) Pine Village - Subsidized, Low-Rent Apartment (for Family) Seacrest Apartments - Multi-Family Housing Rental (for Family)

PROJECT ADVISORY COMMITTEE

The City will identify and solicit members of a Project Advisory Committee (PAC) to review Project materials, provide guidance to the project management team, and to provide feedback on TSP issues throughout the Project. The PAC will consist of both community representatives as well as technical representatives, ensuring a broad set of issues and perspectives are heard.

The PAC will meet five times over the course of the project to provide input at key junctures, including public involvement milestones and important decision points. PAC meetings will be up to two hours in length and held in Bandon in an ADA-accessible meeting space or as a video conference call. Accommodations for virtual participation will be made as needed.

Table 6. Project Advisory Committee (PAC) Roster

Community Representative/Interest Group	Organization	Committee Member
Government agencies and institutions	Bandon Chamber of Commerce	Margaret Pounder, President
	Planning Commission	Tom Orsi
	Bandon City Council	Geoff Smith
	City of Bandon Planning Department	Dana Nichols
	City of Bandon Public Works Department	Tim Lakey
	Coos County	Jill Rolfe
	Department of Land Conservation and Development (“DLCD”)	Hui Rodomsky
Community and Economic Revitalization	Greater Bandon Association	Harv Schubothe
ODOT Representatives	ODOT Region 3 Planning & Finance Section	Thomas Guevara
	ODOT Region 3 Active Transportation Liaison	John Lazur
Transportation Interest Groups	Oregon Overseas Timber (Freight)	Ulli Lau
	Coos County Area Transportation District (CCATD)	Melissa Metz
	Port of Bandon	Jeff Griffin
Business Owners	By-the-Sea Gardens LLC	Geoff Smith
	Tony’s Crab Shack (Old Town)	Dave Hisel

Community Representative/Interest Group	Organization	Committee Member
Education Representative	School Board	Dave Hisel
Tribes	Coquille Indian Tribe	Gabi Bratt
Emergency Service Providers	Bandon Police Department	Matthew Whitmer
Healthcare Providers	Coast Community Health Center	Rebecca Meszaros
	Southern Coos Hospital	Pam Hansen
Active Transportation Advocates	Friends of Bandon Parks	Christine Hall

The draft meeting schedule and general topics covered are summarized below. Specific discussion agendas will be developed closer to the timing of the actual meetings. Agenda topics may shift depending on PAC priorities and concerns.

Table 7. PAC Meeting Schedule and Agenda Topics

Meeting	Timing	Topics Discussed
1	June 2023	Goals and Evaluation Criteria
2	October 2023	Existing and Future Conditions Analysis
3	December 2023	Identification of Improvement Alternatives
4	February 2024	Preferred Improvements and Funding Program
5	June 2024	Draft Updated TSP

DECISION-MAKING PROCESS

A successful public engagement process needs to be clear about how TSP decisions will be made, and how public feedback will be integrated into the planning process. Figure 1 below illustrates how TSP decisions will be made throughout the planning process.



Figure 1. Bandon TSP Decision-Making Process

Inform - Public Input: Public input will shape the overall direction of the TSP. Public input will form the base of needs, opportunities, and priorities that TSP policies, projects, and programs will need to respond to. Public input

will also guide the work of the Project Management Team and Project Advisory Committee, including the assessment of existing conditions, the development of solutions, and prioritizing investments. The public can also provide testimony at Planning Commission and City Council meetings to influence the adoption of the final TSP.

Advise - Project Management Team and Project Advisory Committee (PAC): The Project Management Team, comprised of staff from the City of Bandon, ODOT, and the consultant team will make recommendations to the Planning Commission and City Council. The Project Management Team will consider PAC input in developing their recommendation. The Project Management Team will also provide day-to-day guidance to the project manager and consultant team to ensure coordination with related planning efforts. The PAC will synthesize public input, provide feedback, and make recommendations to the Project Management Team at key milestones throughout the project.

Recommend - Bandon Planning Commission: The Bandon Planning Commission will make a recommendation to City Council on a final TSP and will provide direction to City staff throughout the development of the TSP.

Decide - Bandon City Council: Bandon City Council ultimately holds the power to adopt the final TSP.