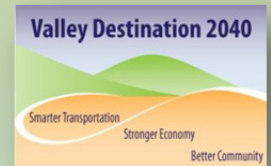


Valley Destination 2040

The Long Range Transportation Plan

for the
Lewis Clark Valley Metropolitan Planning Organization



Appendix 3: Public Involvement Plan

**Final Adopted
September 17, 2013**



Appendix 3: Public Involvement Plan

Valley Destination 2040 Public Involvement Plan – Final Draft



INTRODUCTION

The Lewis-Clark Valley Metropolitan Planning Organization (MPO) is undertaking the comprehensive development of a Regional Transportation Plan to identify and prioritize transportation projects and services for the region through the year 2035. The project involves studying present conditions and future needs for the area transportation networks, and involving the public in defining local priorities for the future. This Public Involvement Program Plan outlines planned activities for informing and involving the various communities and rural areas with the MPO in Nez Perce and Asotin counties. The public activities will be conducted in tandem with efforts to involve internal departments and related local, regional, state and federal agencies.

The Public Involvement Program Plan includes the following sections:

- Goals for the Public Involvement Program
- Target Audiences
- Public Involvement Process
- Activities
- Month-by-Month Schedule

A list of potentially interested organizations to reach out to during development of this plan is included in Attachment A: Interest Groups and Organizations.

GOALS

The draft Public Involvement Program is designed to meet the following goals. Insights gained from stakeholder interviews and input from the RTP Steering Committee members about keys to successful public involvement in the region were used to develop the goals.

- Reach throughout the region to both different areas and different;
- Provide many ways for people to participate -- in person, on the phone and online;
- Make public involvement matter;
- Capitalize on existing relationships and information channels in the region;
- Evaluate success on an ongoing basis; and
- Comply with practices and procedures in the LCVMPPO Public Involvement Plan.

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TARGET AUDIENCES

The Public Involvement Program is designed to inform and involve everyone who lives, works or travels through the Lewis-Clark Valley region. Target audiences, listed in alphabetical order, include:

- Airport
- Businesses, including Transportation Companies, Developers and Major Industries
- Boards and Commissions
- Civic Groups
- Commuters Using Different Modes of Travel
- Economic Development Organizations
- Educational Institutions and Organizations
- Emergency Service Personnel
- Faith-Based Organizations
- Government Entities and Officials
- Media
- Minority and Low Income Populations
- Persons with Disabilities
- Ports
- Residents of Different Ages, from Different Areas
- School districts
- Tourists
- Youth

Specific organizations and interests are listed in Attachment A: Interest Groups and Organizations.

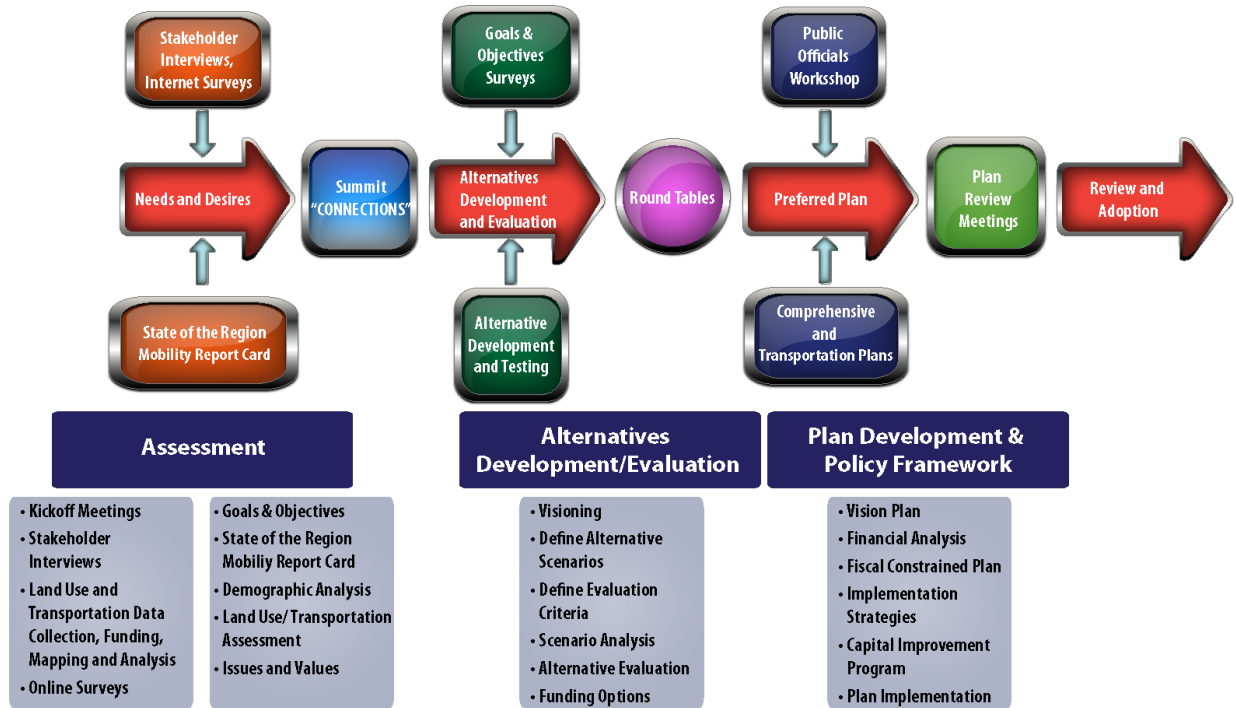
PUBLIC INVOLVEMENT PROCESS

The public involvement process began with a series of interviews to understand different issues and perspectives, learn what information channels work well in the region, hear lessons learned from past experiences, and obtain input to the goals for the public involvement program. Additional interviews will be conducted a various stages during the planning process.

The process is designed so that public involvement activities are integrated into the overall decision process. Accordingly, the activities are organized by the three phases, followed by plan review and approval:

1. Identify Transportation Needs and Desires
2. Develop and Evaluate Alternatives
3. Prepare Preliminary Draft Plan for Community Review

Appendix 3: Public Involvement Plan



Effective planning requires that the public receive the information needed to participate meaningfully and that people can participate in convenient ways at appropriate times during the planning process. The following chart, Public Process: Information and Involvement Loops, summarizes the activities to inform and involve the community at each phase.

Public Process Chart: Information and Involvement Loops		
How We'll Share Information	Decision Process	How We'll Learn Concerns and Ideas
<ul style="list-style-type: none"> ○ ENews announcements (Summit announcement and Summit summary) ○ Notices in interest group newsletters and websites ○ Project website linked to MPO website ○ Summit presentation of Mobility Report Card and Key Issues 	<p>Phase 1: Needs and Desires</p>	<ul style="list-style-type: none"> ○ Stakeholder interviews ○ Kick-off with Joint Subcommittee ○ Summit events in Lewiston and Clarkston ○ Website inquiries ○ Online survey on needs and desires

Appendix 3: Public Involvement Plan

Public Process Chart: Information and Involvement Loops		
How We'll Share Information	Decision Process	How We'll Learn Concerns and Ideas
<ul style="list-style-type: none"> ○ ENews announcements ○ Notices in interest group newsletters and websites ○ Press releases/media kit ○ Project Website updates ○ Roundtable presentations on goals and alternatives 	<p>Phase 2: Alternatives Development and Evaluation</p>	<ul style="list-style-type: none"> ○ Online surveys on goals and preferred alternative ○ Alternatives Roundtables ○ Targeted outreach to organizations and underserved communities ○ Public officials workshop ○ Roving displays
<ul style="list-style-type: none"> ○ ENews on preliminary draft ○ Notices in interest group newsletters and websites ○ Press releases ○ Draft Plan Presentations ○ Plan brochure ○ Project Website update 	<p>Phase 3: Preliminary Draft</p>	<ul style="list-style-type: none"> ○ Draft Plan Open Houses ○ Public review of Draft Plan ○ Targeted outreach or organizations and underserved communities ○ Roving display ○ Online Survey

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ACTIVITIES

The following chart lists specific public involvement activities, the goal for each activity, timing and deliverable.

Public Involvement Activities	
<p>Task: Stakeholder Interviews</p> <p>Goal: Learn different perspectives on potential plan issues and opportunities for public involvement.</p>	<p>Description: Interview a wide array of individuals associated with transportation and development issues in the region. Prepare an interview guide and summary.</p> <p>Participants:</p> <ul style="list-style-type: none"> - Dave Doeringsfeld, Lewiston Port - John Murray, IDT Mobility Manager, Clarkston Planning Commission - Paul Gonseth, WSDOT South Central Region - Alannah Bailey, City of Lewiston Engineer - Joel Plaskon, City of Lewiston Planner - Ken Helm, ITD Region 2 Transportation Planner - Doug Zenner, Nez Perce County Commissioner - Barney Metz, General Manager, LOID - Deb Smith, Clearwater Economic Development Association - Alison Tompkins, Nez Perce County Planner - Dennis Orhtman, City of Lewiston Council - Doug Matoon, Director of Valley Vision - Jim Martin, City of Clarkston Public Works Director - Jennifer Bly, Port of Clarkston - Shannon Grown, City of Lewiston Transit Manager - Shawn Stubbers, City of Lewiston GIS/Development Engineer <p>Timing: Project Start – August 2012</p> <p>Deliverable: Summary of Issues and Ideas</p>
<p>Task: ENews Announcements</p> <p>Goal: Provide regular information on plan progress and opportunities to comment to potentially interested individuals and organizations.</p>	<p>Description: Prepare and distribute electronic newsletters to announce plan progress and events. Prepare an electronic distribution list of individuals and organizations and update the list to include plan participants and other interested people during plan development.</p> <p>Timing: Throughout</p> <p>Deliverable: Electronic distribution list and minimum of 5 ENews issues.</p>

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Public Involvement Activities	
<p>Task: Notices for interest group newsletters and websites</p> <p>Goal: Extend the reach of the outreach by capitalizing on existing information channels in the region.</p>	<p>Description: Distribute notices/articles for organizations to insert in their publications and websites. A short version will be a website calendar announcement and the longer version will provide background information.</p> <p>Timing: Throughout</p> <p>Deliverable: Short and long versions for placement by organizations; electronic versions sent to distributions list.</p>
<p>Task: Media Press Kit, Releases and Postings</p> <p>Goal: Inform the region of plan issues and progress through social media and visibility in print, radio and television media.</p>	<p>Description: To kick off the project, a press kit will describe the plan process, schedule and key contacts. Contacts will be made with key individuals in print, radio and television media to schedule appearances and interviews. News releases and social media postings will be completed at least two weeks prior to public involvement events.</p> <p>Timing: Throughout</p> <p>Deliverables: Press Kits, Postings, Press Releases and PSA's</p>
<p>Task: Website Development and Updates</p> <p>Goal: Provide a central clearinghouse for plan information and an ongoing opportunity for participation.</p>	<p>Description: The website will serve as a central clearinghouse for information and involvement and will be interfaced with social media including Facebook and Twitter. The project website will be linked to the MPO's website and the sites of member jurisdictions. It will be designed to:</p> <ul style="list-style-type: none"> • Make the project engaging • Describe the study process • Introduce background information in text and video format • Communicate about related efforts • Publicize public forums and other opportunities for comment • Document comments received to date • Enhance participation by providing an electronic mechanism for public comments <p>Timing: Website development in September 2012; ongoing updates</p> <p>Deliverable: Website and updates at each milestone in the plan development process.</p>

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Public Involvement Activities	
<p>Task: Public Forums</p> <p>Goals: To bring the region together at key milestones for provide meaningful input on plan goals and priorities.</p>	<p>Description: A set of public forums (one in Idaho and the other in Washington) will be help at each milestone in the plans development as follows:</p> <p>#1: Connections Summit Workshop: Focused on understanding community priorities for land use and transportation development as input to creating future scenarios. Format includes a brief presentation of the mobility report card for the region followed by table group exercises.</p> <p>#2: Alternatives Roundtables: Focused on introducing plan alternatives and learning community preferences. Format includes a brief presentation of alternatives and initial evaluation against plan goals followed by table group discussions.</p> <p>#3: Draft Plan Open Houses: Focused on introducing the Draft Plan for public comment. Format will be an open house with displays and opportunities for individual comments.</p> <p>Timing: One forum in each phase – September 2012 Summit, January 2013 Roundtables, April 2013 Open Houses</p> <p>Deliverables: Meeting publicity, presentations, materials, public comment sheets and summaries.</p>
<p>Task: Online Surveys</p> <p>Goal: To provide a convenient way for everyone to provide input to the plan at key phases.</p>	<p>Description: Online surveys will provide an opportunity to elicit public comments on plan issues, goals, priorities, alternatives, and the Draft Plan. Electronic announcements will be distributed to announce the opportunity to participate in each survey and results will be posted on the plan website.</p> <p>Timing: Throughout</p> <p>Deliverable: Draft and final surveys, summary of results</p>
<p>Task: Roving Displays</p> <p>Goal: To enhance plan visibility and reach people who might not otherwise participate.</p>	<p>Description: Roving displays can be set up at community gathering places or taken to community events like farmer’s market and the County fair. Two or three boards will be prepared with plan information and an interactive exercise to elicit public input on plan alternatives and the draft plan.</p>

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Public Involvement Activities	
	<p>Timing: November - December 2012 and April-May 2013</p> <p>Deliverable: Draft and final boards and materials for two rounds of displays.</p>
<p>Task: Public Officials Workshop</p> <p>Goal: To bring elected officials and key staff from all around the region together to provide input on plan priorities.</p>	<p>Description: The forum will provide updated information on the plan's development and elicit agreement from the officials on priorities to be included in the preferred plan.</p> <p>Timing: February 2013</p> <p>Deliverable: Invitations, Presentation, Meeting Materials, Summary</p>
<p>Task: Targeted Outreach</p> <p>Goal: To reach segments of the community who might not participate in other ways.</p>	<p>Description: A presentation about the planning process will be used by the MPO staff and Steering Committee members to update various organizations in the region.</p> <p>Timing: March – May 2013</p> <p>Deliverable: PowerPoint and Script</p>

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PUBLIC INVOLVEMENT PROGRAM SCHEDULE

The Project Schedule below identifies how technical activities are integrated with the public and agency involvement process.

Public Involvement Schedule		
Phase #1: Needs and Desires	2012	
	August	<ul style="list-style-type: none"> - Project Kickoff - Stakeholder Interviews - Plan Branding - Introductory ENews
	September	<ul style="list-style-type: none"> -- Launch of Plan Website - Summit Announcement ENews - Articles about Summit Event - Media - Summit Events – Week of September 17 - Online Survey related to Summit
	October	- Summit information posted on Website
	November	- Summit information posted on Website
Phase #2: Alternatives Development and Evaluation	December	- Publicity for January Roundtables – Enews, Articles, Media, Displays
	2013	
	January	<ul style="list-style-type: none"> - Website update with Alternatives - Continue Publicity for January Roundtables - Online Survey on Goals - Roving Displays on Alternatives - Roundtables on Alternatives
	February	<ul style="list-style-type: none"> - Roundtable Summary - Public Officials Workshop
Phase #3: Draft Plan	March	- Targeted Outreach to Organizations
	April	<ul style="list-style-type: none"> - Draft Plan Open Houses - Public Comment Period on Draft Plan - Continue Targeted Outreach - Roving Displays on Draft Plan
	May	<ul style="list-style-type: none"> - Continue Targeted Outreach - Continue Roving Displays - Initiate Plan Review and Adoption

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ATTACHMENTS

ATTACHMENT A: INTEREST GROUPS AND ORGANIZATIONS

This matrix lists citizen interest organizations and other governmental entities that may have a stake in the Regional Transportation Plan. It also indicates organizations that can help spread the word about the plan through their contact lists and information materials.

Interest Groups and Organizations
Boards and Commissions
Civic Clubs – Beautiful Downtown Lewiston, Heart of Clarkston, Kiwanis, Valley Vision, Rotary Club, Rodeo Association, Daughters of the American Revolution, Tsecemicum Club, YWCA
Economic Development Organizations
Emergency Service Providers
Faith-Based Organizations
Government Officials and Organizations
Historical Society
Hotel/Motel Owners
Joint Airport Authority
Lewis-Clark State College
Lewis-Clark Valley Chamber
Library Users, Boards and Foundations
Major Employers and Other Businesses - Clearwater Paper, ATK, Costco, Wal-Mart, Avista, SEL-Schweitzer Engineering Laboratories, Happy Day Corporation
Neighborhood Associations (Normal Hill)
Ports of Clarkston, Lewiston, and Wilma
PUD - Clarkston
Residents of Different Ages and from Different Areas
Schools and School Districts – Students, Teachers, Administration
St. Joseph’s Regional Medical Center
Transit Users
Transportation Companies and Employers – Taxi Drivers, Transit Drivers, Freight
Walla Walla Community College
Youth Commission and Organizations