
LANE COUNTY
BICYCLE MASTER PLAN
PUBLIC INVOLVEMENT AND COMMUNICATIONS PLAN
SUMMER 2020 - AUTUMN 2021



LANE COUNTY
BICYCLE MASTER PLAN

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INTRODUCTION

The Lane County Bicycle Master Plan (LCBMP) will serve as a refinement to the adopted 2017 Lane County Transportation System Plan (TSP). The plan will focus on Lane County's incorporated and un-incorporated area rural roads to:

- Guide development of a safe and comfortable bicycling network
- Create connectivity to key destinations and urban areas
- Foster access to active transportation opportunities

In doing so, the planning process will incorporate the needs of all roadway users' including people on bicycles, people driving cars, freight, buses, motorcycles, farm equipment, and people walking or using mobility devices.

The process mirrors the Lane County TSP process by establishing a LCBMP vision, goals, and objectives; determining existing conditions; assessing future needs; recommending actions and improvements for meeting those needs; and providing an implementation strategy.

This public involvement and communications plan describes the goals, strategies, and outreach methods to create a well-informed and engaged public and provide the planning process and decision makers comprehensive information on Lane County's current and future bicycle network.

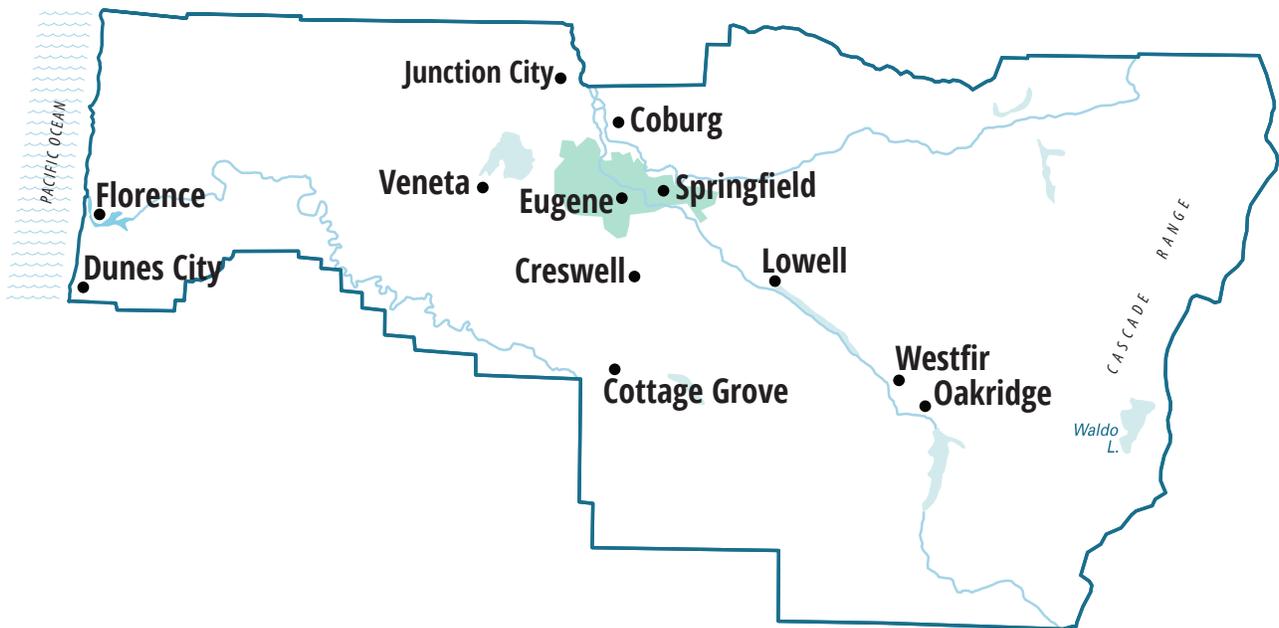
Lane County attracts residents and visitors to its key destinations, which in turn, generate trips. Roadways are the backbone of Lane County's transportation system, which are intended to accommodate all modes of transportation.

2017 Lane County TSP

PROJECT AREA

Lane County is one of two Oregon counties that extend from the Pacific Ocean to the Oregon Cascades. With over 4,722 square miles, Lane County encompasses 12 incorporated cities, numerous unincorporated rural communities, and a patchwork of tribal, city, county, state, and federal lands. This vast geography represents an array of opportunities for community economic development and expanded active transportation options for bicycling to work, school, services, and recreation.

The LCMBP planning focus targets Lane County's rural roads outside of the Eugene-Springfield metro-area.



PUBLIC INVOLVEMENT OVERVIEW

Outlined below is the 15-month LCBMP public involvement approach with the methods to identify and engage project area stakeholders, the timing and frequency of public information, and input and review opportunities.

The LCBMP public involvement (PI) team is committed to a process that is:

- **Realistic** Be clear about the project constraints, objectives, and parameters.
- **Accountable** Respond to public feedback in a timely manner
- **Inclusive:** reach out to everyone, including those who don't use computers or face other participation barriers.
- **Meaningful** Provide timely information that is accurate and easily accessible.
- **Transparent** Make the decision-making process easily understandable and accessible with key project materials available on the project website.

The LCBMP will adhere to the standards for all of Lane County's planning processes that:

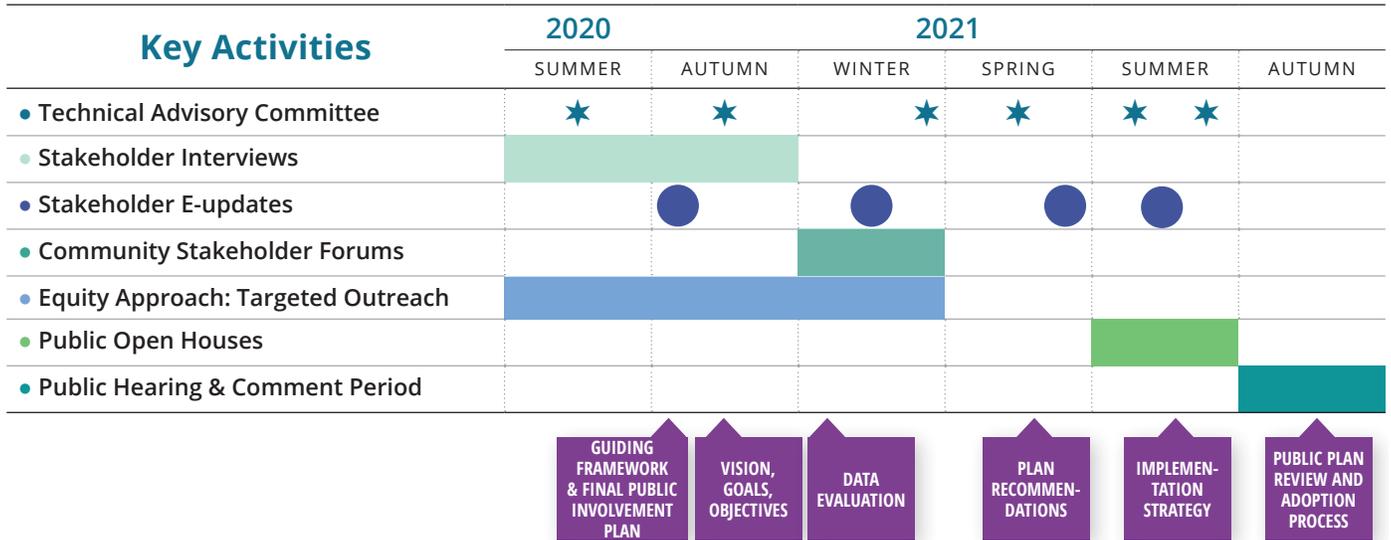
- Increase transparency
- Earn public trust
- Ensure compliance with law
- Establish expectations for Lane County employees
- Ensure everyone has the opportunity to participate
- Consider the needs of all users and communities near transportation projects

DECISION-MAKING

The Lane County Board of Commissioners has the decision-making authority to adopt the Lane County Bicycle Master Plan as a refinement to the 2017 Lane County Transportation System Plan. The LCBMP will go before the Lane County Planning Commission and a Technical Advisory Committee for review and adoption recommendation.

PUBLIC INVOLVEMENT KEY ACTIVITIES

Between Summer 2020 and Fall 2021, the project team will use seven primary activities to reach and involve Lane County stakeholders. The following schedule outlines the key outreach methods, their timing, and the relationship to project milestones.



TECHNICAL ADVISORY COMMITTEE

Comprised of County staff and jurisdictional partners, the LCBMP Technical Advisory Committee (TAC) will serve as the plan’s core team of technical advisors on project deliverables providing timely review and input toward the development of the draft and final LCBMP. The TAC will meet up to six times to review and discuss the following items:

- Meeting #1** Project Overview, Charter, Public Involvement Plan
- Meeting #2** Draft Guiding Framework Memo, Draft Plan Vision, Goals, and Objectives
- Meeting #3** Draft Existing Conditions Analysis Memo
- Meeting #4** Draft Recommendations Memo: Design Standards and Criteria, Policies, Practices, and Programs
- Meeting #5** Draft Recommendations Memo: Improvement Projects List, Draft Implementation Strategy Memo: Prioritization Methodology, Costs, Policies, Practices, and Performance Measures
- Meeting #6** Draft LCBMP Plan

TAC comprises representatives from the following jurisdictions and entities:

- Lane County
- City of Veneta
- City of Cottage Grove
- City of Florence
- City of Creswell
- City of Eugene
- City of Springfield
- City of Oakridge
- Willamalane Park and Recreation District
- Confederated Tribes of Coos, Lower Umpqua & Siuslaw Indians
- Confederated Tribes of the Grand Ronde*
- Confederated Tribes of the Siletz Indians
- Lane Educational Service District
- Lane Council of Governments
- Travel Lane County
- US Forest Service
- Bureau of Land Management
- Hwy 126 East Representation
- Oregon Department of Transportation
- Lane Transit District

**Invited*

STAKEHOLDER INTERVIEWS

To ensure the LCBMP’s public involvement strategies and methods reach intended audiences, the PI team will review the draft public involvement plan (PIP) with six key stakeholders to affirm the approach and explore additional opportunities to leverage outreach activities.

Proposed interviews:

- Lane County Equity and Access Coordinator
- Travel Lane County
- Lane County Safe Routes to School
- Greater Eugene Area Riders (GEARs)
- Co-Motion Cycles
- Jeff Krueger Environments

In addition, upon consultation with Lane County’s Equity and Access Coordinator, the PI team will conduct two series of targeted Title VI & Environmental Justice interviews with key housing providers, social service agencies, and other entities. We will review the PIP in the first interview, and schedule the second prior to the Community Stakeholder Forum. The objective is to engage, understand perspectives, and adapt outreach strategies best suited to reach their constituents, clients, and residents.

Suggested interviews include:

- Homes for Good Resident Services Coordinator (Florence, Junction City, Creswell, Coburg)
- Family Resource Centers (Cottage Grove & Oakridge)
- Mid Lane Cares Love Project (Veneta, Noti, Crow, Applegate, Lorane, Elmira)
- La E-Kiss
- Lane County NAACP

COMMUNITY-BASED STAKEHOLDER FORUMS

Due to the large geography of the county, the diversity of stakeholders, and the significant commitment to review and provide input, the project team will host three geographically targeted stakeholder forums with the goal of bringing in local, diverse voices specific to targeted geographic areas. Invitees may include local Chambers of Commerce, bike shops, social services, tourism, casinos, freight, bicycle advocates with varying levels of cycling comfort or expectations, key destinations (e.g., wineries), and Emergency Management Services (EMS) representatives.

Prior to the forums the PI team will target outreach to key community entities (e.g. Housing & Urban Development (HUD) apartments, food banks/sites, grocery stores) with a brief bi-lingual survey about issues and opportunities. The general public will be invited to participate in an online survey and interactive mapping option. Advertising tools to gather broader community input on geographic bicycling issues and opportunities will include lawn signs, e-Updates, social media (Facebook, Twitter), and the use of identified email networks.

The forums will be up to 3–4 hours long and center on existing conditions; identified issues and opportunities; and project vision, goals, and objectives.¹ Participants will review draft plan materials, have staff available to respond to questions and comments, discuss the inherent tradeoffs, and hear other participants' diverse perspectives.

Groups such as the Eugene Active Transportation Committee, Springfield Bicycle and Pedestrian Advisory Committee, and others with regional interests may be integrated into this process through key representatives, or other targeted outreach.

The collective results of the Community-based Stakeholder Forums will contribute to the basis of draft LCBMP recommendations.

PUBLIC OPEN HOUSES

Adopting the LCBMP as an element of Lane County's Transportation System Plan requires public hearings before the Lane County Planning Commission and Board of County Commissioners. In advance, there will be an online LCBMP community open house with two live online sessions or, should public health conditions allow, a safe in-person option. These meetings will provide the public an opportunity to review the draft LCBMP's facility recommendations, bicycle network connections map, and proposed implementation strategy.

Building off of relationships established over the outreach process, the PI team will recruit countywide stakeholder representation for diverse involvement to benefit all.

¹Subject to public health conditions in the winter 2020–21, Community Stakeholder Forums may be either live online (two sessions per community) or in-person with safe social distancing and required masks. If in person, the forum will be up to two hours with a drop-in option afterwards for other community members.

TARGETED OUTREACH: EQUITY APPROACH²

Lane County is a very large county, with approximately 1 in 5 residents living in poverty prior to the COVID-19 pandemic and ensuing recession.³ Outreach will intentionally focus on historically disadvantaged communities recognizing that they have the fewest resources to participate in the planning process. Outreach will be available in English and Spanish through the following partnerships and methods:⁴

HOMES FOR GOOD

Systematic coordination with resident services staff at subsidized housing complexes in rural Lane County will afford access to families and individuals on their home turf, where they are most comfortable and may safely have their children with them. Homes for Good has suitable properties for socially distant in-person outreach in Florence, Junction City, Creswell and Coburg. By reaching people at their homes, chances are high that the PI team will be able to find the same people again to report back on how their input was used, and also incorporate them into the Interested Parties List for communications.

FOOD FOR LANE COUNTY

Lane County's food banks are busier than ever and also provide opportunity to reach the same people multiple times. Mid Lane Cares, housed in Veneta, serves a 475-mile area, including Crow, Applegate, Lorane, Elmira, Noti, and Walton. Currently people are able to drive-thru to collect a box of food three days per week. Prior to the Stakeholder Forums, bilingual materials may be placed in food boxes and collected when the family returns, or questions can be asked from a safe distance in the parking lot, while the customer remains in the car. This method is also viable for Mapleton, Cottage Grove and Creswell through their food bank sites.

SCHOOL DISTRICTS

Lane County is home to 13 rural school districts outside the metro area. Collaborating with Lane County's Rural Safe Routes to School Coordinator, districts may allow the project access to families at registration, through elementary school newsletters, through phone messages, on school reader boards, and superintendents' Facebook pages.⁵

²See Appendix for Lane County's policy statements on Title VI and Environmental Justice

³Source: US Census Bureau 2018 Small Area Income and Poverty Estimates (SAIPE)

⁴The project team will consult with representatives of Lane County communities affected by the recent fires on the most appropriate outreach methods.

⁵The Fern Ridge School District has agreed to allow outreach for ODOT's OR 126: Veneta to Eugene NEPA Study.

DIRECT OUTREACH⁶

Grocery Stores: In-person outreach that meets public health guidelines during COVID-19 may be possible outside of grocery stores. Recommended stores and locations for reaching Title VI populations include:

- Bi Mart (Creswell, Cottage Grove, Junction City, Florence)
- Ray's Food Place (Oakridge, Veneta)
- Grocery Outlet (Veneta, Junction City, Florence, Cottage Grove)

Housing Complexes: Homes for Good sites on Extra Helping days when food is distributed at housing locations.

⁶Any direct in-person outreach will only take place if in accordance with Lane County Public Health guidance.

AUDIENCES AND STAKEHOLDERS

Outlined are the stakeholder categories with local, regional, and state examples to highlight the rich diversity of public input available to inform and enhance the LCBMP development.

STAKEHOLDER CATEGORY	EXAMPLES
<i>Government agencies, elected officials, and public institutions</i>	Lane County, Oregon Department of Transportation, Lane Transit District, Lane Council of Governments, cities of Coburg, Cottage Grove, Creswell, Dunes City, Eugene, Florence, Junction City, Lowell, Oakridge, Springfield, Veneta, and Westfir, Lane Area Commission on Transportation, Lane Educational Service District (ESD)
<i>Tribal Nations</i>	Confederated Tribes of Coos, Lower Umpqua & Siuslaw Indians Confederated Tribes of the Grand Ronde Confederated Tribes of the Siletz Indians
<i>Trip Generators</i>	Three Rivers Casino, Oregon Country Fair
<i>Transportation stakeholders</i>	Oregon Trucking Association, Mudslinger Events
<i>Emergency service providers</i>	Western Lane Ambulance District, Lane County Sherriff, PeaceHealth Peace Harbor Medical Center (Florence), PeaceHealth Cottage Grove Community Medical Center
<i>Businesses</i>	Chambers of Commerce, Travel Lane County, business associations (e.g., South Willamette Valley Wineries Association, Oregon Coast Visitors Association), local and regional bicycle shops and manufacturers
<i>Residents</i>	Coburg, Cottage Grove, Creswell, Dunes City, Florence, Junction City, Lowell, Oakridge, Veneta, and Westfir
<i>Community Groups</i>	GEARS, Eugene VELO Cycling Club
<i>Title VI & Environmental Justice</i>	Mid Lane Cares, Food for Lane County, Integration Network for Immigrants in Lane County, Homes for Good, US Housing and Urban Development (HUD)
<i>Media</i>	All media will be coordinator through Devon Ashbridge, Lane County Public Information Officer.

COMMUNICATION TOOLS

PROJECT DESCRIPTION

The following project description will be used on all project information including media, website, and outreach materials.

Lane County is creating its first Bicycle Master Plan for rural roads and paved paths outside of the Eugene-Springfield urban area. As an amendment to the 2017 Lane County Transportation System Plan, the bicycle master plan will go before the Lane County Commissioners for adoption with recommendations to improve the:

- **SAFETY AND COMFORT** for people who bike and all roadway users.
- **CONNECTIVITY** of regional bicycling between rural communities and the urban area.
- **EQUITY** of access to convenient, safe, and affordable means of transportation.
- **ECONOMIC DEVELOPMENT** opportunities for bicycle tourism related businesses.
- **PUBLIC HEALTH** benefits from expanded active transportation.

ADDITIONAL INFORMATION

Beginning Autumn 2020 through Autumn 2021, the Lane County Bicycle Master Plan planning team will explore bicycling issues, opportunities, expectations, and experiences to identify infrastructure needs and recommend actions for Lane County roads outside the Eugene-Springfield metro area.

Five key tasks are identified for plan development:

- Establish the Lane County Bicycle Master Plan vision, goals, and objectives
- Determine existing conditions
- Assess future needs
- Recommend actions and improvements for meeting those needs
- Provide implementation strategy

WEBSITE

A project website will be available in late summer 2020 to provide comprehensive project information including:

- Project overview
- Project schedule
- Library of project documents
- Input opportunities, including online mapping tool of issues and opportunities
- Materials from Community Stakeholder Forums, open houses, including displays and summaries
- Frequently Asked Questions
- Comment option
- Sign up option for interested parties list

E-UPDATES

At four key points throughout the project, informative e-Updates will go to the LCBMP Interested Parties List (IPL) and be distributed for posting on Lane County, cities, and other stakeholder groups' websites, social media outlets, and through identified email networks (e.g., Eugene Velo Cycling Club, Travel Lane County, etc.).

The PI team will provide e-Update draft content with Lane County formatting and sending through their email distribution platform.

Anticipated e-Update Schedule:

- Autumn 2020** Plan introduction (purpose, schedule, input opportunities and website link)
Guiding framework
- Winter 2020** Input request for issues and opportunities via online survey and interactive map, plan's vision, goals, and objectives
- Spring 2021** Review of identified issues, opportunities, Community Stakeholder Forum Summaries, draft plan recommendations and open house notification
- Summer/Autumn 2021** Draft LCBMP with Implementation Strategy and public hearings notification

INTERESTED PARTIES LIST AND COMMENT TRACKING

The IPL includes elected officials, jurisdictions' staff, tribal entities, institutions, community and advocacy organizations, businesses and related associations, transportation stakeholders, residents, schools, medical facilities, etc. Building off of the existing Lane County Transportation Stakeholder list, the IPL will reflect the broad outreach conducted throughout the course of the project and provide a strong communication resource for future Lane County projects.

The PI team will maintain a contact log of comments received, coordinate with project team members to respond in a timely manner, and keep an accurate record of all correspondence with community stakeholders.

UPDATES TO ELECTED/APPOINTED OFFICIALS

County staff will be responsible for regular updates to the following groups as necessary, with materials developed by the PI Team for the aforementioned public and stakeholder outreach events.

- Lane County Board of Commissioners
- Lane County Planning Commission
- Lane County Transportation Advisory Committee
- Lane County Area Commission on Transportation

PUBLIC INVOLVEMENT DOCUMENTATION

The PI team will produce draft and final summaries of all public events, including attendance, stakeholder categories represented, public comments received, staff responses, and recruitment and outreach conducted. The final summary will be a comprehensive review of the public involvement conducted with specific documentation of Title VI and Environmental Justice outreach and participation.

POLICY STATEMENT

Lane County Public Works Title VI Policy Statement (Lane County Administrator, February 2016): Lane County, acting through its Public Works Department, assures that no person shall, on the grounds of race, color, national origin, sex, age, disability or income as provided by the Title VI of the Civil Rights Act of 1964 and related authorities, be excluded from participation in, be denied benefits of, or otherwise subjected to discrimination under any County sponsored program or activity. The County further assures that every effort will be made to ensure non-discrimination in all of its programs and activities, whether those programs and activities are federally funded or not.

TITLE VI

Title VI of the Civil Rights Act of 1964 is the federal law which protects individuals from discrimination on the basis of their race, color, or national origin in programs that receive federal financial assistance, such as Lane County Public Works.

ENVIRONMENTAL JUSTICE

Environmental Justice (EJ) is a term that comes from the Presidential Executive Order 12898, building upon the anti-discrimination provisions of Title VI of the Civil Rights Act. EJ is also expressed as “social justice” and “equity” all of which is grounded in the practice of making sure that both benefits and burdens of transportation investments are shared as equitably as possible among all affected communities. The focus is on inclusive planning approaches that reach out to traditionally underrepresented populations, particularly low-income and minority populations.