



COMMUNITY ENGAGEMENT PLAN

**HIGHWAY 395 NORTH – UMATILLA COUNTY
TRANSPORTATION GROWTH MANAGEMENT
CODE ASSISTANCE PROJECT**

JULY 2018

Introduction

Umatilla County has prepared this Community Engagement Plan (CEP) to help guide public involvement for the Highway 395 North (HWY 395N) Code Assistance Project, funded by the State of Oregon’s Transportation and Growth Management (TGM) program. TGM is a joint program of the Department of Land Conservation and Development and the Oregon Department of Transportation. The project area is shown in **Figure 1**. Project objectives include: improving corridor aesthetics and function; creating multi-modal connectivity and transportation options within the corridor and between the cities of Hermiston and Umatilla; and providing safe access for all modes of transportation. Expected project outcomes include amendments to the Umatilla County Development Code that implement these objectives.

This plan describes the public involvement approach that Umatilla County, the consultant team, and TGM staff will implement in order to ensure that interested parties have adequate opportunities to provide meaningful input to the project. The following describes the purpose and objectives for involvement, specific outreach mechanisms, and how the CEP will be integrated throughout the project.

Purpose and Objectives

The purpose of the community engagement process is to allow residents and business owners an opportunity to provide input on the development code amendments. Throughout the project, Umatilla County and the Consultant team shall consider environmental justice, which is the fair treatment and meaningful involvement of all people regardless of race, color, national origin, or income with respect to the development, implementation, and enforcement of environmental laws, regulations, and policies. Further, the CEP for the project complies with *Oregon Statewide Planning Goal 1* (Citizen Involvement), which calls for “the opportunity for citizens to be involved in all phases of the planning process.” Together, the project management team will conduct a meaningful and effective public involvement process to ensure the following objectives are met:

- Potentially affected community residents have an appropriate opportunity to participate in decisions about a proposed activity that will affect their environment and/or health;
- The public's contribution can influence the regulatory agency's decision;
- The concerns of all participants involved will be considered in the decision making process;
- The decision makers seek out and facilitate the involvement of those potentially affected;
- The public involvement process complies with Title VI of the Civil Rights Act;
- The public involvement process is consistent with applicable state and federal laws and requirements, and is sensitive to local policies, goals, and objectives; and
- The process promotes fair treatment so that no group of people, including a racial, ethnic, or socioeconomic group, should bear a disproportionate share of the negative environmental consequences resulting from industrial, municipal, and commercial operations or the execution of federal, state, local, and tribal programs and policies.

Community Involvement

A Project Management Team (PMT) has been established to manage each of the project tasks established by the Statement of Work (SOW), including community involvement. The PMT is composed of the following representatives:

- County Project Manager - Robert Waldher, Planning Director
- Agency Project Manager – Laura Buhl, DLCD TGM Code Assistance Planner
- Consultant – Darci Rudzinski and Jamin Kimmell, Angelo Planning Group

A Technical Advisory Committee (TAC) has been established to provide review and guidance of project deliverables. The TAC will be comprised of the following representatives:

- PMT members
- State Agency Regional Representatives – Phil Stenbeck, DLCD and Cheryl Jarvis-Smith, Jeff Wise, Paul Howland, ODOT
- Representatives of the existing Highway 395 Committee
- City of Hermiston – Mark Morgan, Assistant City Manager, and Clinton Spencer, City Planner
- City of Umatilla – Tamra Mabbott, Economic Development Director, and Brandon Seitz, City Planner
- Umatilla County Public Works

The County will work closely with the PMT and TAC to coordinate meetings and community engagement activities. These activities include: scheduling meeting dates and times with meeting participants, distributing agendas and meeting materials in advance of the meeting, reserving a suitable meeting location, placing advertisements in local media, and posting notices in public locations (such as County buildings and libraries). The County shall prepare and distribute all staff reports, necessary public notices, and public outreach notifications for community involvement. To encourage strong community involvement, the County will seek participation of all potentially affected and/or interested individuals, communities, and organizations. The public involvement process will seek to engage affected/interested entities using the following methods:

Community Engagement Methods Table

Affected / Interested Entity	Method of Outreach
General Public	Local newspaper and radio, posting meeting announcements at County Governance Center and Hermiston Library, project notice list, website
Pedestrians and Bicyclists	Email communication to Friends of Umatilla River Trail, Umatilla Parks and Recreation, Hermiston Parks and Recreation
Freight Industry Representatives	Email communication to freight providers (trucking companies) in study area (i.e. Medelez, Krome, BJK)
Public Transit Users	Posting meeting announcement at Kayak Bus Shelters in Hermiston/Umatilla area

Local business / economic development interests	Email communication to Hermiston Chamber of Commerce, public notice mailings to owners in study area
Neighborhood Groups	Local newspaper and radio, posting meeting announcements at County Governance Center and Hermiston Library, project notice list, website
Community-based organizations / advocates for underrepresented communities	Local newspaper and radio, posting meeting announcements at County Governance Center and Hermiston Library, project notice list, website, Email communication to Hermiston Hispanic Advisory Council
Underserved populations, including low-income and minority communities and people with disabilities	Local newspaper and radio, posting meeting announcements at County Governance Center and Hermiston Library, project notice list, website, Email communication to Hermiston Hispanic Advisory Council, and Clearview Mediation (Advocate for ADA Accessibility)
Public Agencies and Elected Officials	Email communication to City of Hermiston and Umatilla Staff

Process

Umatilla County will involve the public and stakeholders primarily through a series of committee meetings, community meetings, virtual public workshops (VPW), stakeholder interviews and work sessions with elected officials. The County will also distribute project information through a variety of media, including a project website. More information about media outreach and items to be posted on the project website is presented further in this document under “Outreach and Public Involvement Tools.” The CEP will follow the committee/meeting structure identified in the following table:

CEP Project Tasks and Deliverable Table

Task	Consultant and City Deliverables	Date and Location
Task 1: Project Kick-off		
Project Webpage	County to Develop and Maintain Online Webpage Providing: Contact Information, Project Timeline/Schedule, Meeting and Hearing Dates, Deliverables, Reports, and Other Important Project Information.	Ongoing Online Webpage
Task 2: Evaluation of Existing Plans and Regulations		

<p>Stakeholder Interviews Consultant Conducts Interviews with Key Community Stakeholders</p> <p>Stakeholders will be identified by the PMT but will likely include:</p> <ul style="list-style-type: none"> • One (1) Umatilla County staff person responsible for development review • One (1) Representative from Umatilla County Public Works • One (1) Representative from Kayak Public Transit • One (1) Area Resident, Property Owner, and Freight/Trucking Advocate • One (1) Property Owner/Manager <p>Note: None of the interviewed stakeholders shall be members of the Planning or County Commission.</p>	<p>July 2018 Hermiston</p>
<p>TAC Meeting #1 Consultant Provides Overview of Evaluation Memo, Presents Project Background and Purpose, Solicits TAC Comments</p>	<p>July 2018 Hermiston</p>
<p>Community Meeting #1 Inform Public About Project and Solicit Preliminary Input from Community Members.</p> <p>County shall widely advertise meeting to the targeted groups per the community engagement methods highlighted in this plan. Public notice will be provided to owners within the project area. County shall collect contact information from participants at Community Meeting #1 for project mailing list. In addition to the public notice mailing, the meeting shall be advertised in the East Oregonian/Hermiston Herald and local radio station KOHU in advance of the meeting.</p>	<p>August 2018 Hermiston</p>
<p>VPW #1 Consultant shall develop an online VPW which can be viewed at any time on a computer with internet service. The VPW must provide online access to graphic materials, presentations, and tools for providing input and feedback. The VPW must begin no fewer than five days before, and end no fewer than three days after, Community Meeting #1. The VPW must include the same content as that discussed at Community Meeting #1.</p> <p>Similar to Community Meeting #1, County shall widely advertise the virtual public workshop to the targeted groups per the community engagement methods highlighted in this plan. Public notice will be provided to owners within the project area. In addition to the public notice mailing, the meeting shall be advertised in the East Oregonian/Hermiston Herald and local radio station KOHU in advance of the workshop.</p>	<p>August 2018 Online Platform</p>
<p>Task 3: Code Drafting</p>	
<p>Planning Commission and TAC Work Session #1 County shall arrange and conduct a Planning Commission and TAC Work Session, either for a regular or special meeting of the Planning Commission. County shall distribute the Final Evaluation Memorandum and Draft Code Amendments Matrix to the TAC and to the Planning Commission in the Planning Commission packets. Consultant shall attend and present the Project Objective and TGM Program Objectives as they relate to the Project, give an update on the status of the Project, review Final Evaluation Memorandum and Draft Code Amendments Matrix, and solicit comments.</p> <p>Public notice of the Planning Commission and TAC Work Session will be advertised in the East Oregonian. Attendees of Community Meeting #1 and VPW#1 will receive email notification of the work session.</p>	<p>October 2018 Hermiston or Pendleton</p>

<p>TAC Meeting #2</p> <p>County shall arrange and Consultant shall conduct TAC Meeting #2 by video or audio conference. County shall distribute Code Amendments Draft #1 to the TAC at least one week in advance of TAC Meeting #2. Consultant shall give a Project update, review Code Amendments Draft #1, and solicit comments on the Project. The stakeholders identified in Task 2.3 must be invited to attend TAC Meeting #2.</p>	<p>December 2018 Teleconference/ Videoconference</p>
<p>Planning Commission Work Session #2</p> <p>County shall arrange and conduct Planning Commission Work Session #2, which shall be either a regular or special meeting of the Planning Commission, and may be a Joint Planning Commission and County Commission Work Session. County shall distribute Code Amendments Draft #2 in the Planning Commission packets. Consultant shall attend and give a Project update, review Code Amendments Draft #2, and solicit comments on the Project.</p> <p>Public notice of the Planning Commission and TAC Work Session will be advertised in the East Oregonian. Attendees of Community Meeting #1 and VPW#1 will receive email notification of the work session.</p>	<p>February 2019 Hermiston or Pendleton</p>
<p>Community Meeting #2</p> <p>County shall arrange and Consultant shall conduct Community Meeting #2 on the same day as Planning Commission Work Session #2. The purpose of the meeting is to update the community on the Project and solicit input from community members on the proposed Code amendments. Consultant shall give a Project update, present Code Amendments Draft #2, and solicit public input.</p> <p>County shall widely advertise meeting to the targeted groups per the community engagement methods highlighted in this plan. Public notice will be provided to owners within the project area. County shall collect contact information from participants at Community Meeting #2 for project mailing list. In addition to the public notice mailing, the meeting shall be advertised in the East Oregonian/Hermiston Herald and local radio station KOHU in advance of the meeting.</p>	<p>February 2019 Hermiston</p>
<p>VPW #2</p> <p>Consultant shall develop online VPW #2, which can be viewed at any time on a computer with internet service. The VPW must provide online access to graphic materials, presentations, and tools for providing input and feedback. The VPW must begin no fewer than five days before, and end no fewer than three days after, Community Meeting #2. The VPW must include the same content as that discussed at Community Meeting #2.</p> <p>Similar to Community Meeting #2, County shall widely advertise the virtual public workshop to the targeted groups per the community engagement methods highlighted in this plan. Public notice will be provided to owners within the project area. In addition to the public notice mailing, the meeting shall be advertised in the East Oregonian/Hermiston Herald and local radio station KOHU in advance of the workshop</p>	<p>February 2019 Online Platform</p>

Task 4: Adoption Draft and Public Hearings	
<p>Planning Commission Public Hearing</p> <p>County shall arrange and conduct a Planning Commission Public Hearing to present the Adoption Code Amendments Draft and solicit a recommendation to the County Commission. County shall prepare findings and staff report. County shall prepare public hearing summary notes.</p> <p>Public notice of the Planning Commission Hearing will be advertised in the East Oregonian. Attendees of Community Meetings and VPWs will receive email notification of the hearing.</p>	<p>July 2019</p> <p>Hermiston or Pendleton</p>
<p>County Commission Public Hearing</p> <p>County shall arrange and conduct a County Commission Public Hearing to present the Adoption Code Amendments Draft for adoption. As part of the presentation materials, County shall prepare a memo describing any changes Planning Commission recommended for the Adoption Code Amendments Draft. County shall prepare findings and staff report. County shall prepare public hearing summary notes.</p> <p>Public notice of the County Commission Hearing will be advertised in the East Oregonian. Attendees of Community Meetings, VPWs, and Planning Commission hearings will receive email notification of the hearing.</p>	<p>August 2019</p> <p>Pendleton</p>
Project Expiration Date	
August 31, 2019	

Outreach and Public Involvement Tools

The public will be invited to provide input throughout the project, and will play an important role in reviewing and providing comments. Engagement will occur through online tools and traditional in-person community meetings. Public involvement tools include the following:

- **Community Engagement Plan (*this document*):** This CEP will guide public involvement throughout the project. The plan describes fundamental objectives and activities that the PMT will implement in order to ensure that interested parties have adequate opportunities to provide meaningful input.
- **Local Newspaper:** All public meetings and virtual public workshops will be advertised in the local newspapers (East Oregonian/Hermiston Herald) 10 days prior to meetings. In an effort to generate additional public interest, the County (Robert Waldher) will contact the East Oregonian/Hermiston Herald in advance of the first public workshop to see if the local journalist would be willing to cover a story about the Code Assistance Project.
- **Local Radio:** At least once a month, Umatilla County participates in the local “Odd n’ Ends” morning radio program hosted by the KOHU 1360 AM radio station. The County (Robert Waldher) will contact the local radio station in advance of both public workshops to give an update about the project and encourage participation from various community groups and landowners with an interest in the project.
- **Public Notice Mailings:** Property owners within the project study area will be sent a public notice three weeks (21 days) prior to public meetings and virtual public workshops. The public notice will include the scheduled date, time, and location of the meeting, as well as information about the purpose of the project. The public can also request to receive public notice by emailing the planning department as advertised on the project website.

- **Comment Tracking Database:** Throughout the project the County (Robert Waldher) will log public comments, questions, and concerns, and respond to or coordinate a response when appropriate. The log will include comments from all sources, including emails, phone calls, online feedback, and comments made during presentations and interviews with stakeholders.
- **Website:** The project website will be the primary portal for information about the project including:
 - County staff contact information
 - Project schedule and calendar
 - TAC roster
 - Committee and public meeting notices, agendas and summaries
 - Background maps
 - Project design concepts
 - Draft and final reports
 - Opportunity to submit email comments and subscribe to project updates
 - Links to one or more online surveys for the project.

The site will be updated and maintained by the County. Every time a new document is uploaded to the webpage, the County will send a notice to the project email list. Documents uploaded to the website for public comment will include information about due dates for the public to submit comments.

Summary

This Community Engagement Plan has been developed to guide public participation throughout the Highway 395 TGM Code Assistance project. Working together, the PMT and stakeholders will implement this plan to ensure a meaningful and effective public involvement process that meets statewide goals for citizen involvement and results in a plan that is supported by the community.