



## Draft Public Outreach & Communication Plan (5-21-14)

### INTRODUCTION

In Glenwood, Franklin Boulevard is an aging highway with very little to no provision for safe biking or walking. The roadway is a gateway to both Springfield and Eugene, serves as a central link between the two downtowns, and provides the main access to the Glenwood Riverfront District.

The purpose of the Project is to change Franklin Boulevard between I-5 and McVay Highway into a modern, urban, multi-way boulevard that safely meets the needs of pedestrians, bikes, buses, and motor vehicles, and helps the Glenwood Riverfront District redevelop.

Glenwood's residents, businesses and surrounding communities have been thinking and talking for more than a decade about improving Franklin Blvd. Thoughtful and outreaching conversations, research, committees, and public meetings bring us to today, where Springfield is guiding a revised Franklin Blvd "footprint" through approvals required for accountability and funding.

Community members donated many hours of time over the years serving on the Glenwood Citizen Advisory Committee, the Glenwood Redevelopment Advisory Committee, and LTD's Glenwood Advisory Group. Others offered testimony at council decision points.

The objective of this public outreach process is to keep the people informed as the project moves forward, particularly those directly affected. The following values will guide the public involvement:

**Meaningful:** information must be accurate, timely and easily accessible

**Inclusive:** it is incumbent on the project to reach out to everyone, including those who don't use computers or have barriers to meeting attendance

**Transparent:** decisions are public and materials are available on the website

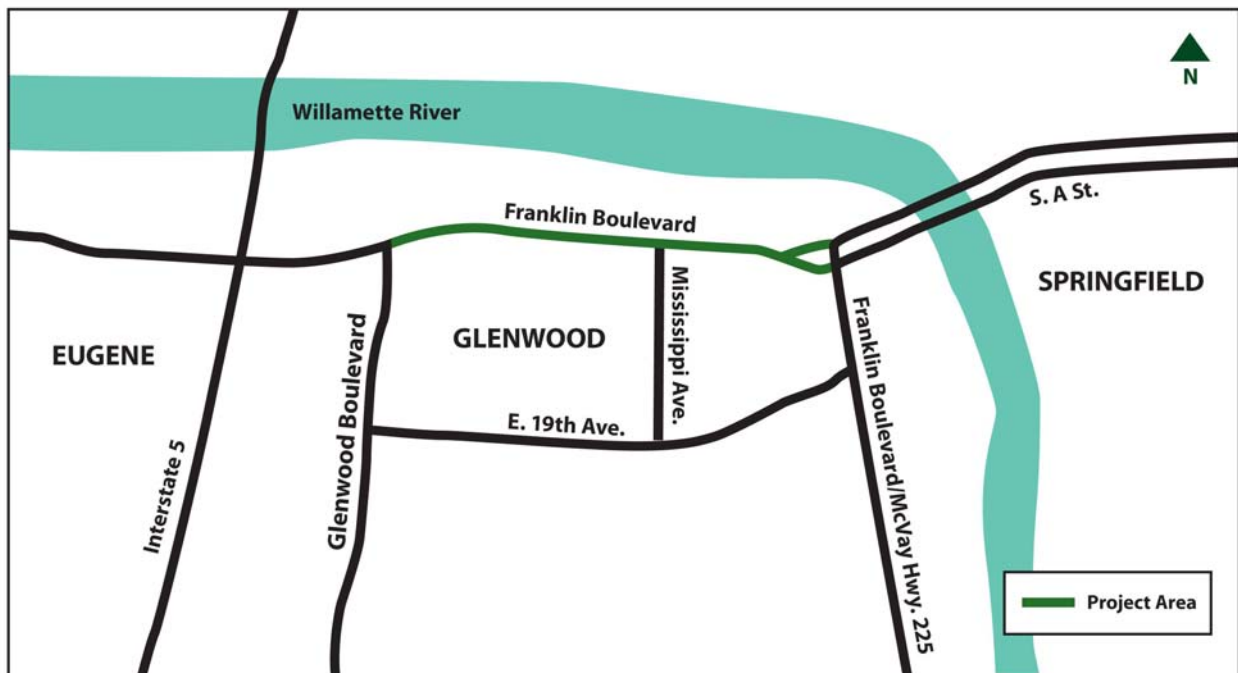
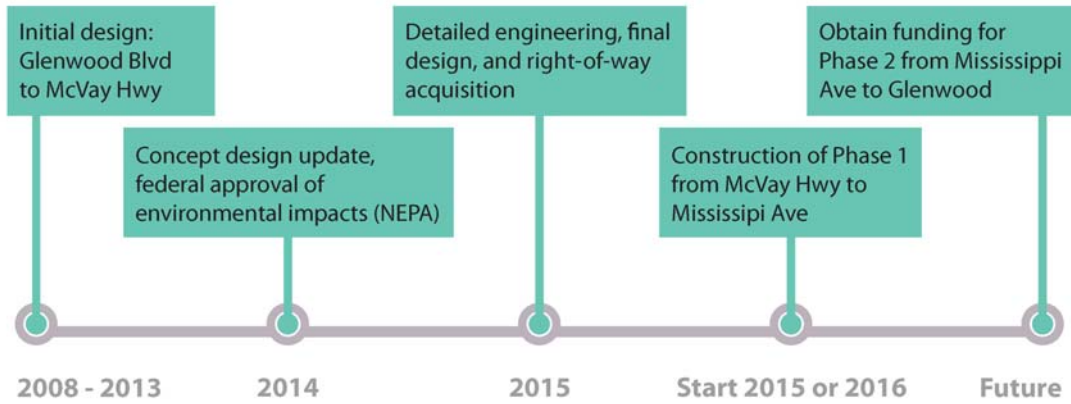
**Realistic:** clear about the project constraints, objectives, and parameters

### Decisions and Roles

The project design will move through the National Environmental Policy Act (NEPA) approval process on its path to receiving funding. As part of the process, the Oregon Department of Transportation (ODOT) and the Federal Highway Administration (FHWA)

will review, as will the Lane Transit District (LTD) and the Federal Transit Administration (FTA). The project will be monitored and approved by the Springfield City Council.

### Project Timeline and Map



## KEY ELEMENTS OF PUBLIC OUTREACH PLAN

- Consistent reliable information and city contact person
- Mailings, e-mailings, phone calls to property/business owners
- Comprehensive support services for 19 businesses to be displaced
- Multiple in-person meetings with each and all corridor property/business owners
- In-person meetings with residents of 12 dwelling units adjacent to Franklin Blvd
- Small issue-focused meetings, such as bicycle/pedestrian concerns
- Up to two Open Houses held on corridor to share design
- Non-traditional outreach targeted to low-income, disabled and elderly people
- E-Updates to Interested Parties List
- Timely response to all submitted comments & questions
- Project information posters at high visibility locations
- Select speaking engagements at civic organizations
- Updates to Glenwood Redevelopment Advisory Committee & Glenwood Water District's elected Board of Directors
- New Franklin Boulevard website with comment function
- Media (print, radio, TV)

## TARGETED COMMUNICATIONS STRATEGIES

### **Displaced Businesses and Property Owners**

The project seeks to communicate directly and regularly with all affected business and property owners about the Franklin Boulevard design and impacts. City staff will continue to work one-to-one with the 19 businesses and property owners that will be displaced or relocated. These owners have been notified in-person; a direct city contact assigned to them for any questions or concerns, and received an explanation of the upcoming process to support them through displacement or relocation. Ongoing, Springfield Economic Development Agency (SEDA) staff from the City Manager's Office (CMO) will work with these business and property owners in an effort to find win-win solutions for the project and the enterprise, including potential financial compensation, relocation assistance, assistance in evaluating prospective relocation sites, help navigating the development process and more. Level of relocation assistance will occur based on the particulars of each relocation case.

### ***Actions:***

SEDA staff from CMO will be assigned as the direct personal contact for businesses and property owners that will be relocated or displaced.

SEDA staff from CMO will develop materials that outline process, options, resources and support services available to displaced business and property owners.

SEDA staff from CMO will meet individually with any businesses and property owners that will be displaced or relocated to discuss their options, clearly outline the process for settlement and assist in navigation, leave descriptive materials for consideration, and give

contact information for ongoing conversation. Project staff will discuss potential financial assistance, including grant and loan programs, relocation site's initial environmental studies, and help to find a suitable site for relocation, if desired. Staff will be available to assist businesses to understand and navigate the process in an effort to achieve win-win solutions for the business and the project.

### **Non-Displaced Businesses and Property Owners**

Business and property owners that will not be displaced by the project will potentially be affected by changes in access, road configuration and during construction. These business and property owners will continue to receive accurate information in a timely way provided by mail, email, phone, and multiple in-person visits. City of Springfield Development and Public Works (DPW) staff has also been assigned as a direct personal contact for these businesses. The City seeks to limit anxiety and business impacts by getting information regarding project status, timing, and construction information to these business and property owners as soon as feasible.

Business and property owners will be included in discussions and small focus groups during future design, especially regarding roundabouts and business access.

Through interviews, the project will develop an understanding of the best ways to communicate with businesses during construction to lessen any disruption, such as blocked accesses and prevent unnecessary hardships. These direct efforts build on the relationships and knowledge gained from conducting the door-door Employer Questionnaire in October 2013 and the Revised Concept Design Outreach of March 2014 to business and property owners.

### ***Actions:***

DPW staff will be assigned as direct personal contact for non-displaced businesses and property owners on the corridor to ensure access to consistent information, inclusion in relevant design issues, and to convey information regarding construction work.

Deliver project information to Franklin Boulevard businesses that will not be displaced by mail, email, phone calls and multiple in-person visits at major milestones.

Connect all businesses with ongoing information sources, such as the project's Interest Parties List, the website URL, and relevant media outlets.

Make phone or in-person calls to businesses that do not use computers to ensure they have updated information.

Incorporate local business perspective on future design through one-one meeting and small focus groups.

Interview corridor businesses regarding construction-related concerns, such as accesses, and maintain a record of these issues for use during construction.

## **Glenwood Residents**

Though no residents will be displaced by the road project, neighbors will be informed and aware of the project's progress. It will be particularly important to communicate with disabled and senior Glenwood residents about any construction-related disruption to ensure meals and medicine needs are met.

The project will reach out to formal and informal network leaders who will help to connect the project and the neighborhood by co-hosting informal gatherings. In addition, Project staff will share information with Glenwood community leaders via updates to the Glenwood Water District Board, Glenwood Redevelopment Advisory Committee, and Glenwood Community Church. Information posters about the project will be placed in higher volume community locations, such as Dari Mart and Roaring Rapids Pizza, to reach area residents. Open Houses will be held within walking distance. In addition to specialized outreach outlined above, these invested community members will also receive information via an e-update, phone calls, the project website, and the local media.

During future design residents will be included in small focus groups to understand their needs, particularly as area pedestrians.

### ***Actions:***

Hold up to two Open Houses on corridor to share design.

Co-host small social events with residents targeted to low-income, disabled and elderly people.

Place project information posters at high visibility locations.

Communicate with residents via email, phone, website and media.

Provide Updates to Glenwood Redevelopment Advisory Committee, Glenwood Water District's elected Board of Directors, and Glenwood Community Church.

Include Glenwood residents in focus group pertaining to pedestrian and transit issues.

## **Environmental Justice Populations**

The Glenwood area is home to a significant percent of low-income, disabled and elderly residents who require low-technology based communication, such as phone calls, home visits, and door-door leaflets. Project staff will reach out through non-conventional methods, including networking with agencies that provide services to these populations and arranging informal community social functions with food and entertainment as a way to connect with these residents. Project staff will also make direct personal contact with occupants of 12 identified dwelling units directly adjacent to Franklin Boulevard. Project staff will be persistent in efforts to ensure that these people are informed and involved as the project progresses.

***Actions:***

Meet in-person with occupants of 12 identified dwelling units immediately adjacent to Franklin Boulevard to provide information on the project, seek concerns regarding it, and gather input on its design.

Co-host up to 4 “Coffee & Conversation” gatherings at Glenwood neighborhood homes, mobile home parks, and the Glenwood Community Church with food and entertainment to provide a socially inviting forum to share project information. Recruit to these informal social gatherings through leaflets delivered door-door and phone calls to ensure reaching these constituents.

Up to 40 in person site-visits to residents, including identifying informal leaders and potential co-hosts of Coffee & Conversations.

Provide information at informal community functions, such as an annual Halloween party and Winter Solstice gathering hosted by residents.

In addition to mailings, use door-door leaflets for critical information at major milestones.

Phone calls as needed to reach residents.

Information placed in Glenwood Gazette at major milestones.

Investigate sharing information through Ride Source, LCOG’s Senior & Disabled Services, Meals on Wheels, and home health care providers.

Create a dedicated phone line with recorded information message.

**Franklin Boulevard Users**

Franklin Boulevard is an important highway with average daily traffic (ADT) of 15,000, including freight haulers. The EmX system serves this stretch of road, and thousands use this major inter-city arterial to connect locally and regionally. The project must widely share design and timeline information to keep Springfield and Eugene area residents, commuters and freight haulers well informed.

After the project moves through approvals and a detailed design nears construction, Springfield will partner with local organizations that specialize in construction and congestion mitigation, such as LCOG’s KeepUsMoving.Info, to develop an effective plan that keeps the public informed and disruption to a minimum.

The design concept proposes four new roundabouts in this corridor, an intersection treatment with which the community has limited familiarity. At the recommendation of local residents, the project will share information about the benefits of roundabouts and how to navigate them to begin the acclimation process early.

***Actions:***

Host up to two widely publicized Open Houses located on the corridor for any interested party to see the proposed design and discuss with staff.

Use media news releases to major and local media at major milestones, including Springfield Times and Glenwood Gazette.

Place informative posters at high-volume venues, such as City Hall, Springfield Library, Planned Parenthood, Bring Recycling, and Lane County Refuse Center. Include contact information and how to sign up for project information.

Continually develop Interested Parties List. Send e-updates at Project Milestones including appropriate contacts in area agencies.

Update Project Website.

**Springfield Civic Leaders**

Every community has leaders who connect with a variety of constituencies. Regularly updating those who serve on relevant Springfield committees, local service organizations and community non-profits is a good way to use social networks as conduits for accurate information.

***Actions:***

Network with organizations to place information in their newsletters and links to project website at major milestones.

Update citizen committees through email and provide information to appropriate Springfield staff to share at committee meetings.

Arrange speaking engagements at civic committee and club meetings with the dual goal of sharing information and signing people up to receive future updates. (Up to 8 venues)

Update Project Website.

**Issue Focused Groups**

Franklin Boulevard will continue to serve multiple transportation needs. The project will organize discussions with specific types of users about the aspects of design most relevant to them to help achieve the most functional outcome.

***Actions:***

Organize, recruit, and facilitate small meetings for freight haulers, bicycle and pedestrian users, and transit riders, including low-income, elderly and disabled people.

## **COMMUNICATIONS MATERIALS**

- Project description
- Project orientation map (shows corridor in bigger picture)
- Franklin Blvd design
- Project estimated timeline through construction
- City of Springfield contact name and number
- Poster in multiple sizes for different uses
- Leaflets for door-door outreach for neighborhood social and information events
- Frequently Asked Questions (updated as needed)
- Mailing to Property Owners with design, and directions for how to respond, if desired.
- Mailing to Business Owners with design, and directions for how to respond, if desired.
- Website
- Business Assistance Package of materials for displaced businesses
- Construction concerns questionnaire for corridor businesses
- Roundabout education: General facts about benefits, and how to navigate brochure
- Dedicated phone line with recorded message