

Main-McVay Transit Study Supplemental Public Outreach Approach

DRAFT
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I. Public Outreach to Date

Prior to Study launch:

- Initial outreach involved series of conversations with Corridor stakeholders and Mayor Lundberg, Councilor Woodrow, LTD Board members: Doris Towery, Michael Dubick, and Carl Yeh to hear community perspectives on whether or not to move forward with the Study. The effort involved 26 participants representing broad range of Corridor interests.
- Additional general public outreach at two large community events: *SummerFest*, Nick Symmonds 800m run.

During Study process:

- Appointment of a Stakeholder Advisory Committee (SAC) comprised of 17 members representing 10 stakeholder groups (note: some members represent multiple stakeholder groups).
- Development of coordinated Main Street projects' website with Main-McVay Transit Study page: Ourmainstreetspringfield.org.
- Provision of an online comment form.
- Media notices of all SAC meetings.
- Written public comments welcomed at all SAC meetings.
- Distribution of four e-Updates (5/22, 6/18, 8/15, 10/29) to Main Street Interested Parties List.
- Public comments welcomed at all Springfield City Council and LTD Board regular meetings.
- Project participation and updates at Main Street Vision Plan community meetings.
- Study updates to Springfield City Council, LTD Board, EmX Steering Committee, Lane County ACT, and Springfield City Club.

II. Benefits of Additional Outreach

- Broadens the awareness of the thoughtful integrated Main Street planning for safety, transportation, land use, and downtown lighting improvements.
- Deepens understanding of existing community perspectives, questions, or concerns about Main St./McVay Hwy. projects.
- Creates a balance of informed community voices.
- Highlights identified transportation problems/needs along the Corridor and the wide range of transit solutions under consideration to address them.
- Provides accurate information on the Study (what it is /what it is not) and how it relates to other planning projects to targeted stakeholders and the broader public.
- Counters any misinformation provided to businesses along Corridor.
- Adds to the legitimacy and confidence of the SAC, City Council, and LTD Board for their decision-making.
- Further builds and diversifies the Main Street Interested Parties List for ongoing Main St./McVay Hwy. projects' communication.
- Develops community partners and leaders for the Study's potential next phase.

III. Suggested Outreach Methods

1) Targeted Door-to-Door Visits

Project Team, in collaboration with Mayor Lundberg and Councilor Woodrow, conduct outreach to corridor businesses. Provide handout with overview of Main St./McVay Hwy projects, ways to stay informed, input opportunities and specific Main McVay Transit Study information.

2) Corridor Mailing

Collaborative Main Street mailing to all businesses, property owners and residents within the Study area. Mailing based on door-to-door handout.

3) Presentations

Mayor Lundberg, Councilor Woodrow, John Evans, David Reesor, and possible SAC member(s): provide brief presentations to key groups (Metropolitan Policy Committee, Chamber, Rotaries, BPAC, Willamalane Board, NEDCO Board, City Club, LLC Board, LCC Student Council, City committees such as Downtown Citizen Advisory Committee, etc.)

4) Display Outreach

Leverage outreach at existing events & venues (December 2014 – February 2015) with staffed display board on Main Street projects and Main McVay Transit Study's purpose and process. Potential display outreach at:

- Sprout (NEDCO)
- Dec. 6 Springfield Christmas Parade (could hand out info. during door to door outreach)
- Dec. 11 Greater Springfield Chamber of Commerce Annual Dinner
- Downtown Languages (2 locations)
- Downtown Springfield LTD Station
- Albertson's (Thurston Station)
- Thurston High School Leadership Class/Football game to reach parents?
- A3 School Event or class
- Los Faroles
- Lane Community College
- Erika's Meat Market
- Springfield Library Spanish story time
- Maribel's Beauty Salon
- Latino Business Network

Tasks 1-4 Materials:

- Handout/Flier: 2-sided for all outreach use (can be adapted for Corridor mailing)
- Display board of Study purpose, process, etc.
- PPT for presentations

5) SAC Talking Points:

List of key points on Study purpose, process, and recommendations for the SAC's use.