

PUBLIC AND STAKEHOLDER INVOLVEMENT AND COMMUNICATIONS SUMMARY REPORT

Date:	September 19, 2023
To:	Wendy Farley-Campbell, Clare Kurth, Erin Reynolds, and Mike Miller, City of Florence Michael Duncan, Oregon Department of Transportation
From:	Russ Doubleday, Matt Bell, and Susan Wright, PE, PMP, Kittelson & Associates, Inc.
Project:	City of Florence Transportation System Plan Update
Subject:	Public and Stakeholder Involvement and Communications Summary Report

Introduction

The public and stakeholder involvement process implemented throughout the Florence Transportation System Plan (TSP) update consisted of committee meetings, open houses, virtual open houses, joint Planning Commission and City Council work sessions, public hearings, and regular communication via the project website (www.projectcomment.com/florencetsp). The following provides a summary of the public and stakeholder involvement activities and their effectiveness.

Committee Meetings

The TSP update was developed in coordination with City of Florence (City) and Oregon Department of Transportation (ODOT) staff along with key stakeholders and representatives from the community. The Stakeholder Transportation Advisory Committee (STAC) was formed to oversee the TSP update and provided input at each step in the planning process.

STAKEHOLDER TECHNICAL ADVISORY COMMITTEE

The STAC consisted of representatives from city, county, and state agencies as well as local transportation service providers, emergency responders, and community transportation advocates. The STAC provided input on transportation-related issues within the city and feedback on project materials. STAC members reviewed and commented on technical memorandums and participated in open houses.

- Sally Wantz, City Council
- Bill Meyer, Florence Urban Renewal
- Mike Webb, Florence Urban Renewal
- Andrew Miller, City Planning Commission
- Sandi Young, City Planning Commission
- Jo Beaudreau, Chamber of Commerce
- Joseph Cullivan, Florence Transportation Committee



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- Gary Trevisan, Florence Transportation Committee and ADA Representative
- Michael Schick, Siuslaw Valley Fire and Rescue / Western Lane Ambulance
- Andy Grzeskowiak, Siuslaw 97J School District
- Russ Pierson, Lane Community College
- Nate Jakubowski, US Coast Guard
- Becky Taylor, Lane County Public Works Transportation
- Sasha Vartanian, Lane County Public Works Transportation
- Cassidy Mills, Lane County Public Works Transportation
- John Ahlen, Lane Transit District
- Kathleen Flynn, Lane Transit District
- Josh Haring, Rhody Express Operator
- Kristine Sirmans, Lane Council of Governments Senior Services
- Kate Wilson, Lane Council of Governments Transit
- Rebecca Jennings, Coos County Transit Connection
- David Huntington, Port of Siuslaw
- Josh Stevens, Confederated Tribes of the Coos, Lower Umpqua, and Siuslaw
- Garrett Gray, Confederated Tribes of the Coos, Lower Umpqua, and Siuslaw
- Wendy Farley Campbell, City of Florence Community Development
- Clare Kurth, City of Florence Community Development
- Mike Miller, City of Florence Public Works
- August Murphy, City of Florence Public Works
- Erin Reynolds, City of Florence City Manager's Office
- Peighton Allen, City of Florence City Manager's Office
- John Pitcher, City of Florence Police
- Dorothy Upton, ODOT Region 2 Traffic
- Arielle Ferber, ODOT Region 2 Traffic
- Dejan Dudich, ODOT Transportation Planning Analysis Unit
- Mark Bernard, ODOT Transit
- Jennifer Boardman, ODOT Transit
- Bill Johnston, ODOT Region 2 Planning
- Katie Scott, ODOT Mobility Advisory Committee (Statewide Freight)
- Hui Rodomsky, Oregon Department of Land Conservation and Development
- Michael Duncan, ODOT Transportation Growth Management
- David Twombly, Local Freight Representative
- Nancy Rickard, Senior Population Representative
- Jacob Blankenship, Youth Representative
- Susy Lacer, Pedestrian Transportation Advocate



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- Bob Akins, Bicycle Advocate
- Sam Akins, Bicycle Advocate
- Sandy Kuhlman, Siuslaw Library District

The project team met with the STAC four times throughout the TSP update. The meetings were announced via the project website and emails to the STAC members. Meeting materials (e.g., agendas, presentations, tech memos, etc.) were posted to the project website up to one week prior to each STAC meeting. City staff also made copies of the meeting materials available for pick up at City Hall upon request. A summary of each meeting's purpose, attendees, and key action items based on committee member feedback are shown in Table 1.

Table 1. STAC Meeting Summary

Committee Meetings	Date	Meeting Purpose	Key Action Items
STAC Meeting #1	November 3, 2022	Provide an overview of the project; consider the project goals, objectives, and evaluation criteria; and review existing conditions	Updates to the goals and objectives presented in Tech Memo #2: Goals, Objectives, and Evaluation Criteria, additional information for public transportation services, and updates to figures in Tech Memo #3: Existing Conditions
STAC Meeting #2	February 8, 2023	Review and discuss the future "no-build" traffic conditions analysis as well as potential alternatives to address gaps and deficiencies in the City's transportation system	Further considerations of identified deficiencies under the future "no-build" conditions, additional connections and alternatives, updates to future transit service, and additional review of forecasted traffic operations
STAC Meeting #3	April 20, 2023	Review and discuss the preferred alternatives to address gaps and deficiencies in the City's transportation system	Further coordination with partner agencies, additional alternatives to explore, and updates to figures in Tech Memo #6 Preferred Alternatives
STAC Meeting #4	June 29, 2023	Review and discuss the Draft TSP Update and Draft Implementing Ordinances	Updates to functional classifications, updates to project descriptions, and adjustments to project cost estimates

Open Houses

In addition to committee meetings, the project team also hosted three in-person open houses (with online versions of the open house that ran concurrently on the project website) that offered participants the opportunity to provide input on project materials and share their concerns related to key issues in the transportation system. The open houses were announced via the project website, as well as newsletters, posters, and flyers (in English and Spanish) at high-traffic locations throughout the community, as event announcements in the Siuslaw News, and/or as announcements on the City's social media pages. The in-person open houses were held on the same day as a STAC meeting, and the online open house generally ran for two weeks after the in-person open house.



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- Open House #1, held on November 3rd, 2022, sought feedback on the goals, objectives and evaluation criteria, the transportation system inventory, and the existing conditions analysis to confirm information shown in the maps and tables and identify additional transportation-related issues not shown. The open house specifically asked participants about where they would like to see improvements to the walking, bicycling, and transit networks in Florence, as well as where they would like to see safety improvements. The project team received a total of 118 comments at the in-person open house through comment boxes and interactive forms.
- Open House #2, held on February 8th, 2023, sought feedback on the identified needs across all modes in Florence as well as a range of possible alternative treatments for vehicles (addressing capacity and safety), pedestrians (addressing connectivity and access), bicyclists (addressing connectivity and access), transit (addressing connectivity and access) and parking (addressing parking management). These alternative treatments were not tied to any specific location in Florence, but they were developed to address the identified deficiencies in the City's transportation system. More than 40 people participated in the in-person open house, totaling more than 85 comments.
- Open House #3, held on April 20th, 2023, sought feedback on the preferred alternatives for motor vehicle operations, safety, pedestrian connections, bicycle connections, transit service, and multi-use paths. More than 30 people attended the in-person open house, and the project team received 34 comments.

Work Sessions and Public Hearings

The project team held two joint work sessions with the Planning Commission and City Council during the planning process and participated in two hearings (one with the Planning Commission and one with the City Council). Each work session/hearing was open to the general public.

- The project team joined a joint Planning Commission/City Council work session on April 27th, 2023, to provide a project overview and discuss the preferred alternatives developed to address gaps and deficiencies in the City's transportation system.
- The project team joined a second joint City Council/Planning Commission work session on July 11th, 2023, to provide an update on the planning process and discuss the draft TSP update.
- A Planning Commission hearing was held at Florence City Hall on September 12th, 2023, to consider adoption of the TSP update. The Planning Commission voted to recommend adoption of the TSP with minor modifications.
- A City Council hearing will be held at Florence City Hall on September 25th, 2023, to consider adoption of the TSP update.



Stakeholder Database

Stakeholders were encouraged to subscribe to the project website to receive e-mail notifications when there was an update to the Latest News, Meetings, and Project Documents pages of the website. For example, when a meeting was announced or when a new document was ready for review, the website would e-mail anyone who subscribed to notify them of the update. A total of 33 people subscribed to the project website. *Attachment A contains the stakeholder database.*

Comment Log Summary and Key Public Issues

The project team maintained a comment log throughout the course of the TSP update. The comment log contains a summary of comments from City and ODOT staff, STAC members, and local residents about project materials, including who provided the comment, when it was provided, and how it was addressed.

Project Website Analytics

Continuous web-based communications about project status, draft documents for review, and upcoming meetings, open houses, and work sessions were provided to the public via the project website (<https://www.projectcomment.com/florencetsp>). The project website also included an interactive map that allowed anyone with internet access to provide comments to the project team about transportation-related issues within the community. The interactive map received multiple comments throughout the planning process. These comments were incorporated into the technical memos and are reflected in the TSP.

Via the project website, members of the public could use the Contact page to send the project team an email. Six emails were sent between October 2022 and April 2023, including comments on bicycle infrastructure, expanded transit service, traffic congestion on Rhododendron Drive, and US 101.

Attachment A Stakeholder Database



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The following individuals subscribed to the project website to receive updates on the latest news and information, meetings, and project documents.

- merilee.mulvey518@gmail.com
- sl_vantuyl@hotmail.com
- lhoney222@gmail.com
- julzlee28@gmail.com
- erin.reynolds@ci.florence.or.us
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- bwh541@gmail.com
- bwholler@gmail.com
- floyd9044@gmail.com
- dinapavlis@gmail.com
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