



City of Florence

Transportation System Plan Update Project

2022-2023

Public Involvement & Communications Plan

Date: September 6, 2022
To: State of Oregon Department of Transportation
From: Wendy Farley-Campbell, Community Development Director, City of Florence
Project: Transportation System Plan Update
Subject: Public Involvement and Communications Plan (*Subtask 1.4*)

INTRODUCTION:

The Public Involvement and Communication Plan (PICP) will guide stakeholder and public involvement during the City of Florence Transportation System Plan (TSP) Update. The PICP describes fundamental objectives and activities that the City of Florence and the consultant team will implement to ensure the interested parties have adequate opportunities to provide meaningful input to the process.

PUBLIC INVOLVEMENT GOALS:

Key goals for the public involvement are to:

- Effectively communicate complete, accurate, understandable, and timely information to the public.
- Provide meaningful public involvement opportunities for all individuals, communities, and organizations that have an interest in the project.
- Effectively demonstrate how individual input has influenced the process.
- Ensure that the public involvement process is consistent with applicable state and federal laws and requirements and is sensitive to local policies, goals, and objectives.
- Engage Civil Rights Act of 1964 Title VI / Environmental Justice groups, including disabled, low-income, limited English proficiency, minority, or other underserved populations.



KEY MESSAGES TO COMMUNICATE:

Key messages to communicate about the project are as follows:

Overall Message:

This project will update the City of Florence's 2012 Transportation System Plan. This project will identify an integrated network of multi-modal transportation facilities and services needed to support the City of Florence's planned land uses, addressing transportation planning needs both within City limits and the Urban Growth Boundary.

Project Need:

- The previous TSP for the City of Florence was adopted in 2012. As part of that process, the City and its consultants identified and evaluated conditions, deficiencies, and needs of the City of Florence transportation system. Since that time, the city has grown rapidly, particularly in the northern and northwestern sections of the city.
- In addition to the impact of local growth on the transportation system, significant seasonal tourist populations increase congestion, particularly in the Old Town District and along the Highway 101 corridor. Increased tourist congestion also significantly impacts parking, particularly in Old Town.
- The 2012 TSP recommendations have largely been implemented in regard to pedestrian crossing access, while providing for bicycle lanes and completion of recommended street/road improvements (ie: Rhododendron Dr.) are partially complete.
- Reevaluating and prioritizing the transportation system improvements needed, informed by evolving community development efforts, will help the City of Florence fulfill its responsibility to residents and guests to provide safe and accessible transportation opportunities utilizing available and obtainable resources.

Project Objectives:

Objectives of the project are to:

- Identify, map, and assess existing transportation, transit, mobility, and parking facilities;
- Develop implementation policies and code amendments that support a safe, comfortable, convenient, and economical transportation system for all modes of travel; and
- Develop a twenty-year Plan for the City's transportation system plan for the City and the funding and financing strategies for transportation facilities.



IDENTIFYING STAKEHOLDERS: WHO'S INVOLVED?

Public engagement efforts for the project will seek participation of all potentially affected and/or interested individuals, communities, and organizations. These individuals and organizations include:

- City Community Development Department
- City Police Department
- City Public Works Department
- Lane County Public Works Transportation
- ODOT Region 2 Traffic
- ODOT Transportation Planning Analysis Unit
- ODOT Transit
- ODOT Region 2 Planning
- ODOT Mobility Advisory Committee
- Oregon Department of Land Conservation and Development
- Oregon Transportation and Growth Management
- Florence City Council
- Florence Planning Commission
- Florence Chamber of Commerce
- Local residents representing each of the following: youth, Title VI (race, color, or national origin), and ADA
- Lane Community College, Florence Branch
- Florence Urban Renewal Agency
- Local freight
- Confederated Tribes of the Coos, Lower Umpqua, and Siuslaw Indians
- US Coast Guard
- Western Lane Fire and EMS Authority
- Active transportation advocates
- Siuslaw School District, 97J
- Florence Transportation Committee
- Lane Council of Governments Transit
- Lane Council of Governments Senior Services
- Lane Transit District
- Coos County Transit Connection
- Port of Siuslaw
- Siuslaw Public Library District

The City and consultant team will engage these interested stakeholders throughout the project timeline. Engagement methods will include online open houses, public meetings, and a Stakeholder Transportation Advisory Committee that will meet regularly throughout the project.



Decision Making Framework:

The **Florence City Council** will be the project's final decision maker and will adopt the Transportation System Plan Update and associated Comprehensive Plan changes.

The **Project Management Team (PMT)** will make day-to-day decisions and recommendations for the project based upon technical input, policy guidance, and input from the Stakeholder Transportation Advisory Committee and the general public.

The PMT will be composed of the consultant team and project managers from the Oregon Department of Transportation and the City of Florence. The PMT will provide overall guidance for the project and meet during the performance of the individual tasks to coordinate the logistics of the project and give feedback to the consultants. Kittelson & Associates will be the lead consultant and manage the consultant team which includes MIG/APG and My Lingo Interpreters.

The **Stakeholder Transportation Advisory Committee (STAC)** will be made up of representatives from City departments, ODOT, Lane County, the local business community, education representatives, representatives from transportation services support agencies, representatives of the transportation disadvantaged, City of Florence and Siuslaw Valley Emergency response agencies, and the Confederated Tribes of Coos, Lower Umpqua, and Siuslaw Indians.

Critical Success Factors:

Critical Success Factors for the public involvement process are to:

- Engage stakeholders and the public.
 - A successful transportation planning process will result in an adoptable and implementable plan that has been shaped by well-informed and engaged public involvement.
- Identify implementable and complete networks for all modes of transportation.
 - A successful transportation planning process will articulate priority road improvement projects in the City of Florence, including projects to alleviate congestion and provide for parking.
 - A successful planning process will articulate clear strategies to promote alternative modes of travel, including connected networks to walk and cycle to key destinations, methods to promote the adoption of next generation alternative transportation technologies, and strategies for transportation demand management.
- Identify funding opportunities.
 - A successful TSP will identify existing or obtainable funding resources to finance the plan.



- Ensure the TSP and code comply with State and Local requirements.
 - A successful transportation planning process will meet State and Local requirements, including ODOT's TSP guidance, and be readily adoptable by the City Council.

Public Involvement Tools:

Fundamental components of public involvement for the update of the TSP will be the project website, Stakeholder Transportation Advisory Committee meetings, open houses / workshops, virtual public meetings, newsletters, fact sheets, and Planning Commission and City Council meetings. These items are briefly described below:

Project Website: The consultant shall establish and maintain a project website for the duration of the Project. The City will have a project webpage that includes key dates and links to the consultant's website. The consultant's website will include:

- Project deliverables: Tech memos and all maps and graphics in PDF or JPG format,
- An embedded translate tool,
- Method to sign up for a project notification list, and
- Meeting information (times, locations, agenda, summaries, and materials).

Stakeholder Database: The consultant will develop a database that will be used to contact stakeholders to share details associated with the project. The database will be updated throughout the process as new stakeholders and interested parties become involved.

Project Outreach Materials: At each key project milestone, the consultant will produce project informational materials, such as fact sheets and newsletters. The City will distribute these materials through venues such as presentations to small groups, posting on social media accounts and the City's project webpage, and handouts available at City Hall and local businesses.

Comment Collection, Analysis and Responses: The City will log and analyze public comments and coordinate responses to these comments that are received outside of Stakeholder Transportation Advisory Committee meetings and public open houses. The log will include comments from sources such as email, phone call, web form submissions, and comments made during presentations and briefings with stakeholders.

News Releases: The City will work to keep the project in the local news by producing news media releases. The news releases will be sent prior to Open Houses and at key milestones in the project.

Open Houses: The consultant will develop and manage three open houses, including virtual attendance provisions. The open houses will provide opportunities to gather input from members of the community.



Notification of Open Houses: The consultant and City will notify the public about open houses. Outreach and notification will occur approximately one month prior to each workshop to guarantee inclusion in various media and outreach sources.

The City of Florence will support the notification efforts of the consultant through methods such as:

- Posting to the City social media accounts.
- Posting flyers at locations where community members gather.
- Outreach to schools.
- Partnership with local groups.
- News articles or op-ed pieces to be featured in Siuslaw News.
- Posting to the City website calendar and project page.

Council Briefings: The City will provide briefings to the Florence City Council at key milestones.

Stakeholder Transportation Advisory Committee: The Stakeholder Transportation Advisory Committee will hold meetings to discuss base conditions, help define project goals and objectives, develop alternatives, review the evaluation, and confirm the selection of a preferred alternative and implementation plan. It is anticipated that the Project will require four meetings of the STAC to accomplish necessary tasks/action items.

Presentations to Community Groups and Organizations: The City will meet with interest groups such as neighborhood and business organizations, service providers, multicultural interests, ADA, Title VI and EJ advocate groups, schools, and others, to discuss the project and collect input.

Conclusion:

With this range of tools to encourage participation, the City of Florence and the consultants for the project hope to have a successful public engagement process for the Florence Transportation System Plan Update



Appendix A: Demographic Analysis

Florence city

2020 Census Summary

INTRODUCTION Results of the 2020 Census released in August, 2021 provide counts of the population in households and group quarters and allow us to measure racial and ethnic diversity at the block level for the first time in a decade.

| | 2010 | | 2020 | | Change | |
|--|-------|--------|-------|--------|--------|---------|
| TOTAL POPULATION | 8,466 | 100.0% | 9,396 | 100.0% | 930 | 11.0% |
| In households | 8,348 | 98.6% | 9,165 | 97.5% | 817 | 9.8% |
| In group quarters | 118 | 1.4% | 231 | 2.5% | 113 | 95.8% |
| Institutionalized | 39 | 0.5% | 42 | 0.4% | 3 | 7.7% |
| Non-institutionalized | 79 | 0.9% | 189 | 2.0% | 110 | 139.2% |
| Under age 18 | 1,179 | 13.9% | 1,201 | 12.8% | 22 | 1.9% |
| Age 18 and older | 7,287 | 86.1% | 8,195 | 87.2% | 908 | 12.5% |
| Persons per square mile (land area) | 1,599 | | 1,735 | | 136 | 8.5% |
| TOTAL HOUSING UNITS | 5,103 | 100.0% | 5,310 | 100.0% | 207 | 4.1% |
| Occupied | 4,226 | 82.8% | 4,623 | 87.1% | 397 | 9.4% |
| Vacant or seasonally occupied | 877 | 17.2% | 687 | 12.9% | -190 | -21.7% |
| Average household size | 1.98 | | 1.98 | | 0.01 | 0.4% |
| HISPANIC OR LATINO ORIGIN BY RACE | | | | | | |
| Not Hispanic/Latino Total | 8,012 | 94.6% | 8,831 | 94.0% | 819 | 10.2% |
| American Indian or Alaska Native | 100 | 1.2% | 80 | 0.9% | -20 | -20.0% |
| Asian | 79 | 0.9% | 123 | 1.3% | 44 | 55.7% |
| Black or African American | 24 | 0.3% | 38 | 0.4% | 14 | 58.3% |
| Native Hawaiian or Pacific Islander | 28 | 0.3% | 13 | 0.1% | -15 | -53.6% |
| Some other race | 1 | 0.0% | 47 | 0.5% | 46 | 4600.0% |
| White | 7,544 | 89.1% | 8,029 | 85.5% | 485 | 6.4% |
| Two or more races | 236 | 2.8% | 501 | 5.3% | 265 | 112.3% |
| Hispanic or Latino Total | 454 | 5.4% | 565 | 6.0% | 111 | 24.4% |
| American Indian or Alaska Native | 11 | 0.1% | 29 | 0.3% | 18 | 163.6% |
| Asian | 4 | 0.0% | 4 | 0.0% | 0 | 0.0% |
| Black or African American | 1 | 0.0% | 2 | 0.0% | 1 | 100.0% |
| Native Hawaiian or Pacific Islander | 0 | 0.0% | 4 | 0.0% | 4 | N/A |
| Some other race | 116 | 1.4% | 138 | 1.5% | 22 | 19.0% |
| White | 291 | 3.4% | 210 | 2.2% | -81 | -27.8% |
| Two or more races | 31 | 0.4% | 178 | 1.9% | 147 | 474.2% |
| RACE ALONE OR IN COMBINATION* | | | | | | |
| American Indian or Alaska Native | 295 | 3.5% | 438 | 4.7% | 143 | 48.5% |
| Asian | 131 | 1.5% | 202 | 2.1% | 71 | 54.2% |
| Black or African American | 48 | 0.6% | 120 | 1.3% | 72 | 150.0% |
| Native Hawaiian or Pacific Islander | 38 | 0.4% | 38 | 0.4% | 0 | 0.0% |
| Some other race | 137 | 1.6% | 430 | 4.6% | 293 | 213.9% |
| White | 8,091 | 95.6% | 8,903 | 94.8% | 812 | 10.0% |

*Race alone or in combination contains total races tallied and may sum to over 100% of the population.

ABOUT PRC: Located within the College of Urban Planning and Affairs at Portland State University, we track Oregon's growth and use housing, socioeconomic, and health data to measure and understand demographic change. PRC also produces population projections, redistricting analysis, and other solutions to support policy analysis and help agencies meet statutory requirements.

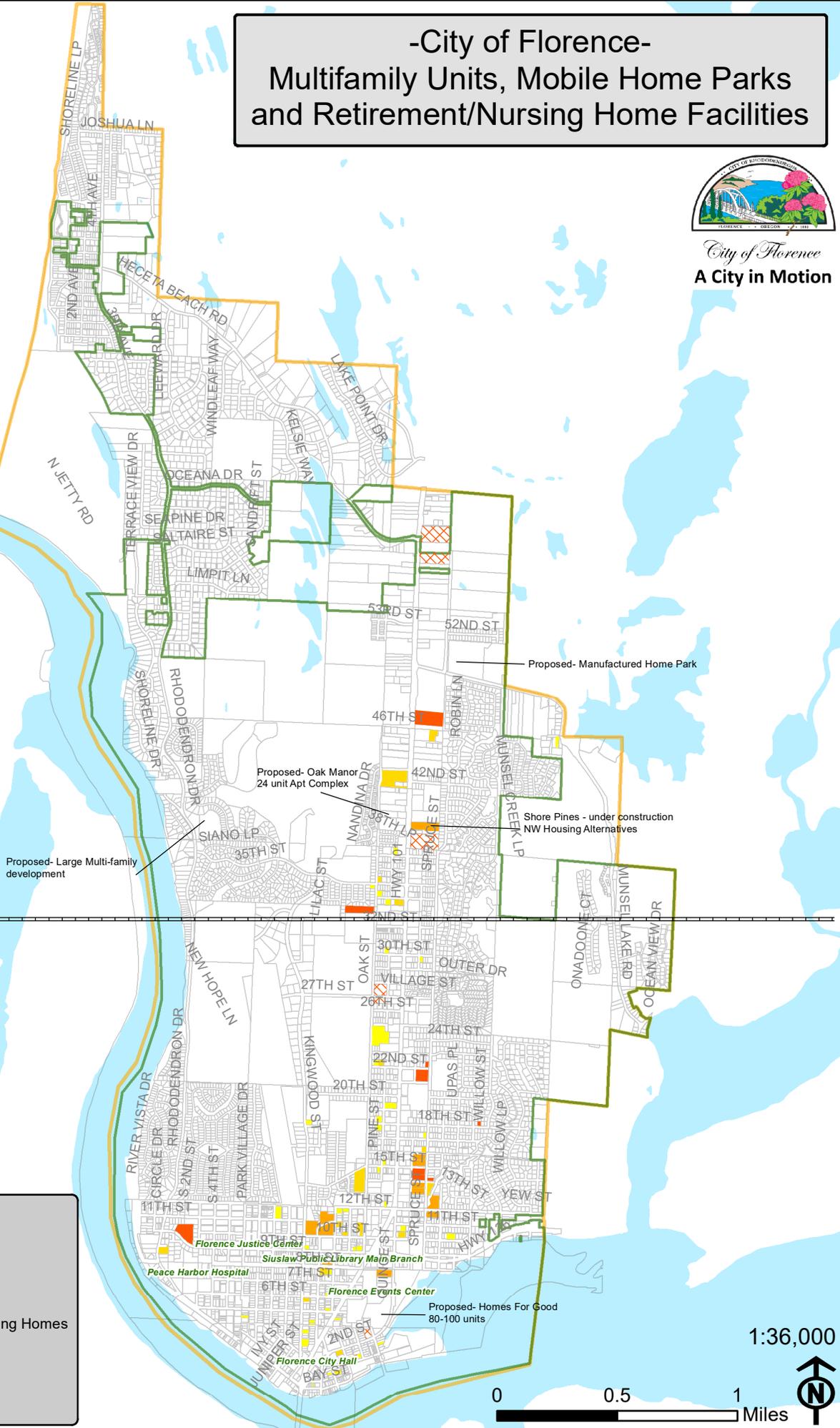
www.pdx.edu/prc

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-City of Florence- Multifamily Units, Mobile Home Parks and Retirement/Nursing Home Facilities



City of Florence
A City in Motion



See Figure 1

See Figure 2

| | |
|--|-------------------------------------|
| | 1-4 Units |
| | 5-19 Units |
| | 20 or more Units |
| | Mobile Home Parks |
| | Retirement Facilities/Nursing Homes |
| | City Limits |
| | Urban Growth Boundary |
| | Water |

1:36,000

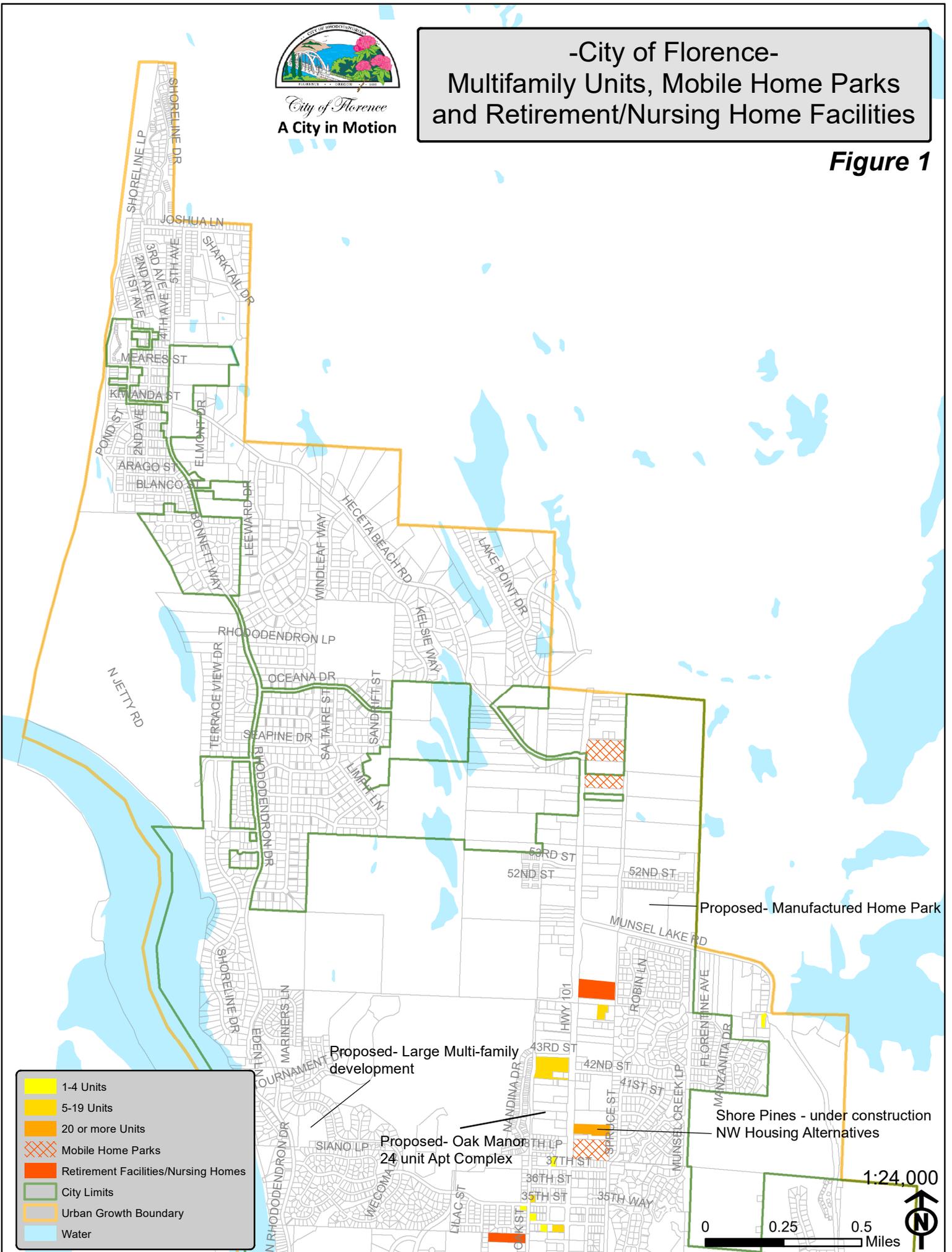
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City of Florence
A City in Motion

-City of Florence- Multifamily Units, Mobile Home Parks and Retirement/Nursing Home Facilities

Figure 1



**-City of Florence-
Multifamily Units, Mobile Home Parks
and Retirement/Nursing Home Facilities**

Figure 2

