

December 27, 2013

CENTRAL LANE SCENARIO PLANNING

HUD Task 4.6: Climate Change/GHG Reduction Public Outreach

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To meet the requirements of HUD Task 4.6: Climate Change/GHG Reduction Public Outreach, the LLC has completed the following deliverables:

- Established a public website at www.clscenarioplanning.org
- Developed a stakeholder and public involvement plan (attached)
- Created a presentation that provides an overview of the scenario planning process (attached)
- Created a fact sheet that provides an overview of the scenario planning process (attached)

This work will support a robust public outreach process in phase 2 of the scenario planning process. In all cases, this work draws on other LLC tasks and input provided through the equity, economic development and health Sub-Technical Advisory Committees.



December 10, 2013

CENTRAL LANE SCENARIO PLANNING

Stakeholder and Public Involvement Plan

Prepared by: CH2M HILL

Overview

The Central Lane Scenario Planning (CLSP) process will support the exploration of how different land use and transportation policies could change the future of central Lane County. Through development of land use and transportation scenarios, community members, business leaders, elected officials and planners will be able to consider different ways the region could develop and how those different policies might affect public health, equity, and economic vitality, as well as the region's contributions to greenhouse gas (GHG) emissions.

The Oregon Legislature, in 2009, passed the Jobs and Transportation Act (House Bill 2001). Part of this Act requires the local governments in central Lane County to develop different ways of accommodating forecasted population and job growth while reducing GHG emissions and to cooperatively select a preferred land use and transportation scenario at the end of the process. Because the local governments are not required to implement this preferred scenario, they are focused examining alternate futures to inform future planning efforts and local transportation and land use decisions.

This public involvement plan establishes goals for the public involvement program, a schedule and a range of engagement tactics. This plan will be revised as needed throughout the process.

Public involvement goals

For any public outreach process to be successful, it is important to consider the goals of the process. For the CLSP, the public engagement process should:

- Provide opportunities for the proactive engagement of interested people
- Provide access for all community members regardless of ability, age, income or race/ethnicity
- Demonstrate how public input shapes decisions
- Build on information gathered through past or related planning processes

The International Association of Public Participation (IAP2)'s spectrum of public participation, Figure 1, shows varying levels of engagement based on the level of public impact. Because the



level of public impact for scenarios is relatively low (particularly because the region is required to select a scenario but not to implement it), the public and stakeholders will be engaged at the “inform” and “consult” levels.

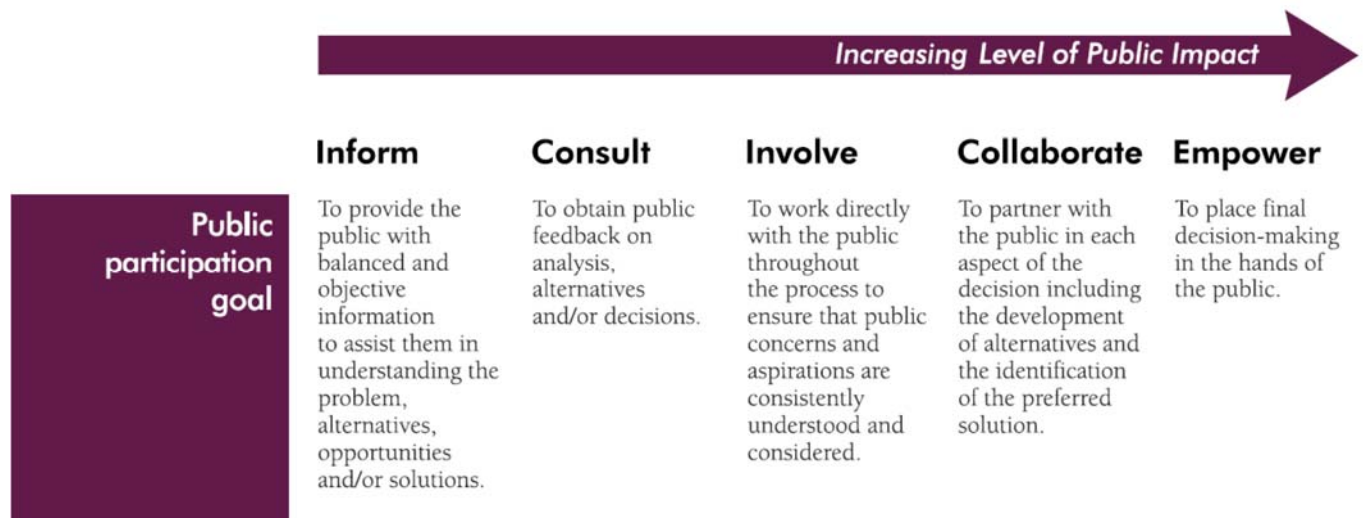
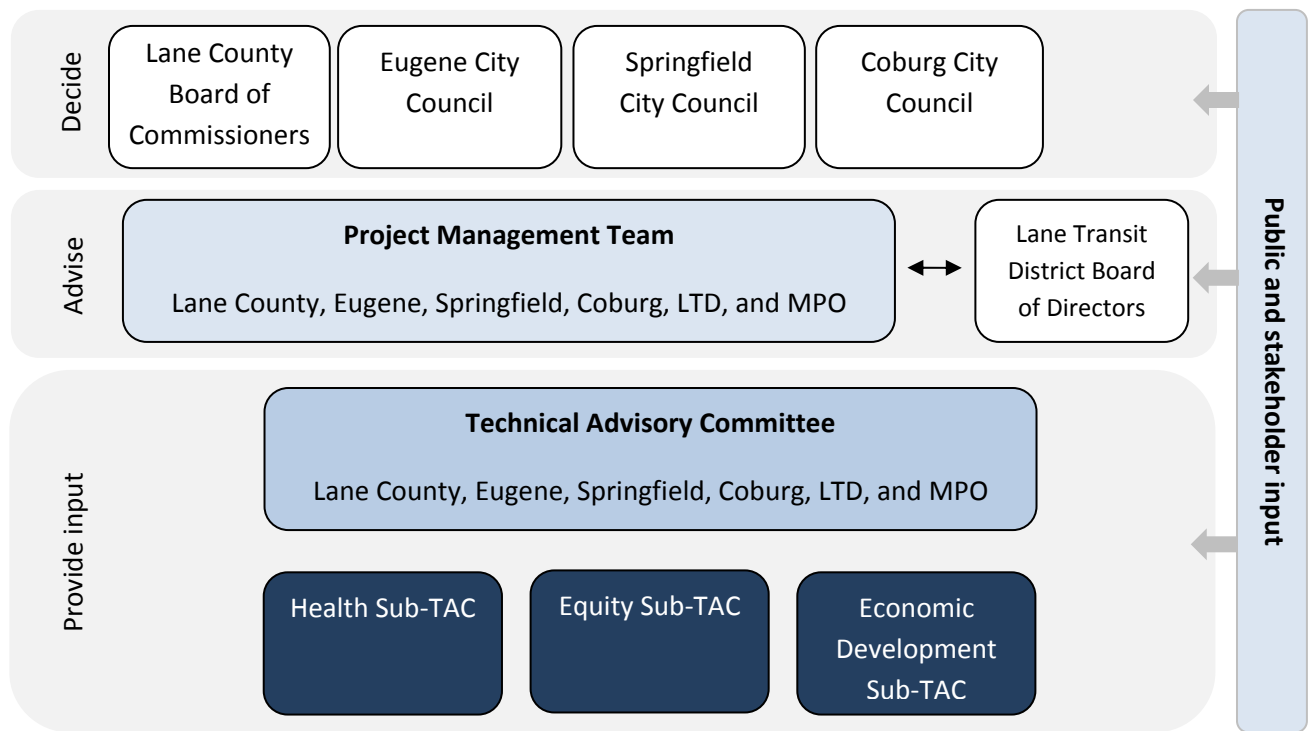


Figure 1. IAP2 Spectrum of Public Participation (source: www.iap2.org)

Decision making structure

At the conclusion of the process, the Lane County Board of Commissioners, Eugene City Council, Springfield City Council and Coburg City Council are required to cooperatively select a preferred land use and transportation scenario. They are not required to make changes to their transportation and land use plans to implement this scenario. Their ultimate decision will be informed by the Project Management Team, a Technical Advisory Committee and public input. Figure 2 illustrates decision making responsibilities.

Figure 2. Decision making responsibilities



Decide: City Councils and County Board of Commissioners

The Lane County Board of Commissioners, and Eugene, Springfield and Coburg City Councils will ultimately approve the selection of a preferred land use and transportation scenario. Each jurisdiction will determine how to engage their planning commissions or other advisory bodies.

Advise: Project Management Team (PMT)

The PMT will provide day-to-day guidance to CLSP staff. The PMT will provide a recommendation to the City Councils and County Board of Commissioners regarding the preferred land use and transportation scenario. The PMT will consider public input in their deliberations.

Provide input: Technical Advisory Committee (TAC) and Sub-TACs

The TAC will provide input to the PMT on technical issues. In some cases, the Sub-TACs will provide input for the TAC’s consideration. The TAC and Sub-TACs will consider public input in their deliberations.

Audiences

The audience for scenario planning will largely be community leaders, business leaders, social service representations, and civic group leaders who are already engaged in planning activities in

the region. These groups will be consulted at each step of the process. Hearing from the general public is important as well. The general public will be informed throughout the process with input specifically sought at the beginning of the process and as a preferred scenario is developed. Title VI and Environmental Justice communities, those who are traditionally under-represented in planning processes, will be invited to participate throughout the process.

Equity approach

One goal of this outreach plan is to ensure that communities of concern – people who are elderly, disabled, low-income or are members of a minority community – are engaged in the development, evaluation and refinement of scenarios. A group of service providers and planners with a focus on equity issues met twice to discuss how to incorporate equity into the scenario planning process. They provided the following recommendations related to public involvement:

- Draw from public input gathered for related processes (e.g. affordable housing resident survey) to understand issues and concerns.
- Conduct outreach via service providers and encourage service providers to participate in the scenario planning process to represent the interests of communities of concern.
- Consider how to engage low-income, elderly and disabled communities separately.
- Go to existing groups to gather input.
- Use existing groups and networks to share information about participation opportunities.

Public involvement tactics and schedule

The public and stakeholder involvement program will begin in spring 2014. Figure 3 presents a general schedule. Each tactic is described in detail below.

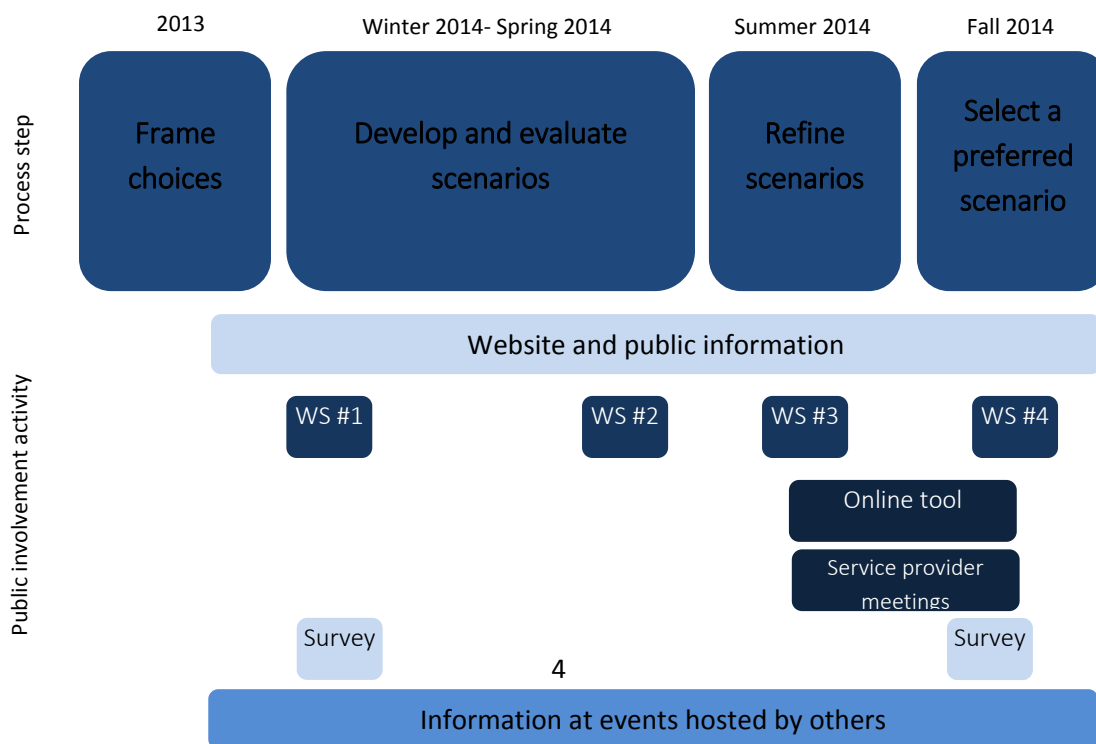


Figure 3. Public Involvement Schedule

Website and public information

The CLSP team will develop a website and public information that describes the scenario planning process and progress at each milestone. The website and public information will use easily understandable language to describe the scenario planning process and findings. At key milestones, the project team will prepare news releases and fact sheets. A specific Facebook page or Twitter feed will not be launched for CLSP. The project team will translate this information on request.

Workshops (WS)

The CLSP partners will host workshops at four milestones. A full mailing list that includes people who have participated in recent land use or transportation planning processes, planning commissioners, members of other standing committees, chambers of commerce, neighborhood leaders and representatives of public health and equity organizations will be developed. At each workshop, participants will be asked to review information and provide input structured around particular questions or activities. The group will not be asked to develop a recommendation or reach consensus. This plan anticipates holding four workshops:

1. Scenario elements/policy levers
2. Scenarios
3. Scenario evaluation
4. Refined/hybrid scenarios

Information at events hosted by others

Throughout the process, the CLSP partners may host tables or provide information at events hosted for other projects. This might mean hosting a table at a public open house for another city project or staffing a booth at a farmers' market or community event. Current fact sheets and project information will be available to support these events.

Online tool

As the scenario choices are being narrowed, the team may develop an online tool that allows community members to test the impact of implementing different policy choices on key indicators that are part of the CLSP evaluation framework. This tool would be used to gather input on the acceptability of policy choices. The PMT will determine if this is a useful and appropriate mechanism for gathering input before it is developed.

Public opinion research (survey)

Public opinion research is an effective way of finding out what people who do not typically participate in public meeting think or how they might react to policy changes. For this process, it may be difficult to engage the general public through more traditional means, so a survey may be the best way to test the acceptability of policy choices. Public opinion research should be conducted at two points: 1) as policy choices are developed; 2) as a preferred scenario is developed. Public opinion research could take the form of a telephone survey or a series of focus groups. The PMT will determine how and when to use public opinion research.

Outreach to service providers and advocacy groups

Through the Equity Sub-TAC we learned that outreach to existing groups is the best way to ensure that the needs of communities of concern are met through the scenario planning process. As the preferred scenario is refined, the project team will meet with 4-5 existing groups to vet the scenario and learn about the implications for communities of concern.

Roles and responsibilities

CH2M HILL will develop the website and initial public information. Other roles and responsibilities will be assigned as a phase 2 work plan is developed.



Central Lane Scenario Planning



Introduction to Scenario Planning

Fall 2013



What is scenario planning?

- Considering alternative, plausible futures to determine:
 - If current policies achieve desired goals
 - What outcomes policy changes are likely to have
 - How policies or strategies should change to achieve desired goals

Why are we doing scenario planning?

- Required by House Bill 2001 (2009)
 - Region must develop scenarios that reduce greenhouse gas emissions
 - Eugene, Springfield, Coburg and Lane County must cooperatively select a preferred scenario
- Implementation is not required allowing flexibility for local decision making

Greenhouse gas reduction targets

- State goal = 75% reduction below 1990 levels by 2050
- State developed reduction targets for metropolitan areas
- Region does not have to meet target but must consider it

**Light Vehicle Reduction Targets
(compared to 2005 levels)**

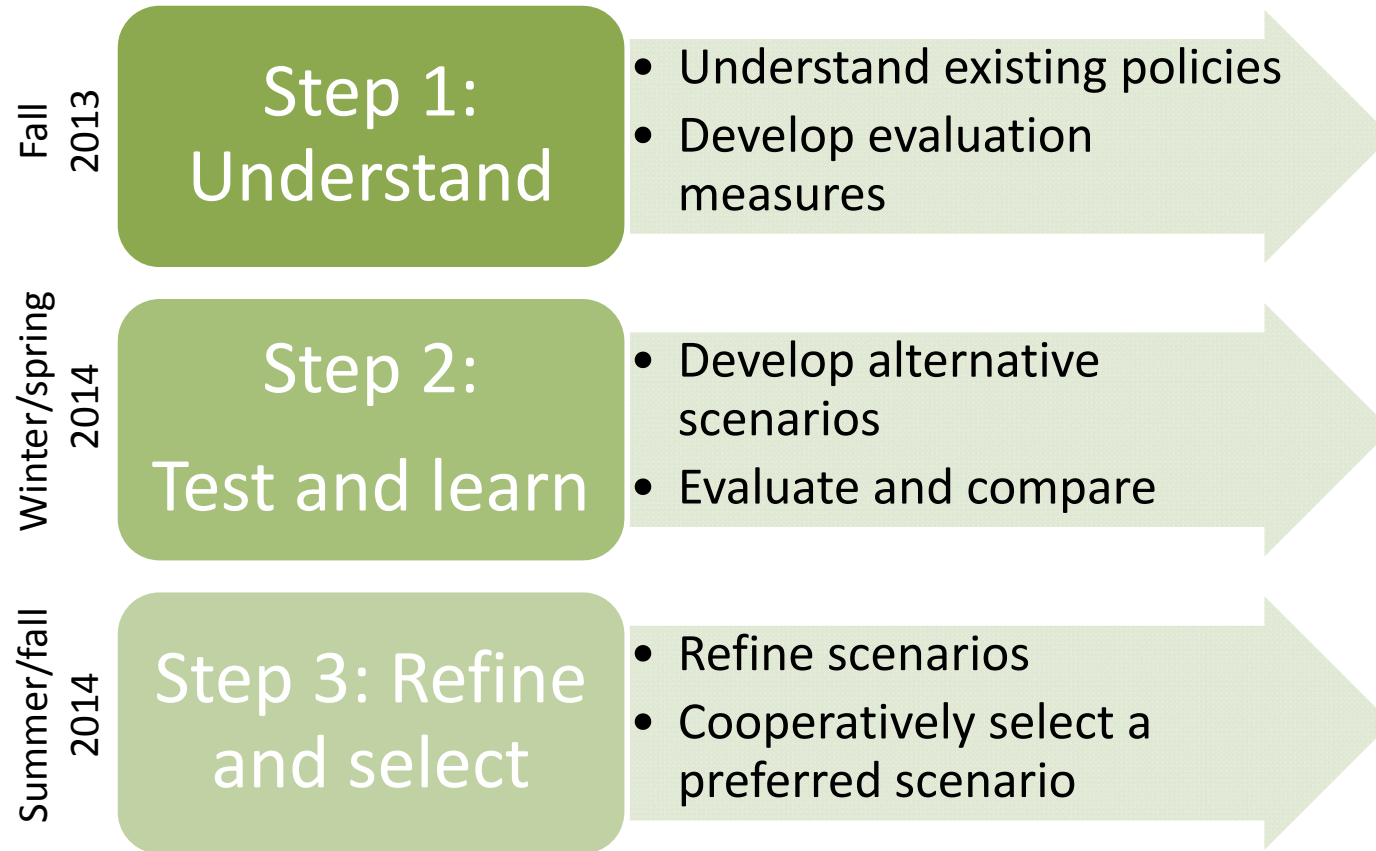
| Metropolitan area | Adopted 2035 target |
|--------------------|---------------------|
| Portland Metro | 20% |
| Salem-Keizer | 17% |
| Corvallis | 21% |
| Eugene-Springfield | 20% |
| Bend | 18% |
| Rogue Valley | 19% |

What are we looking for?

- Scenarios that:
 - Reduce greenhouse gas emissions
 - Improve public health
 - Improve social equity
 - Improve economic development and vitality
- Looking out to 2035



What is the process?



What is a scenario?

Strategy ideas (examples only)

Increase eco-driving

Build more bike lanes

Increase employer demand management programs

Increase fuel efficiency of cars on the road

Support more nodal development

Increase transit service

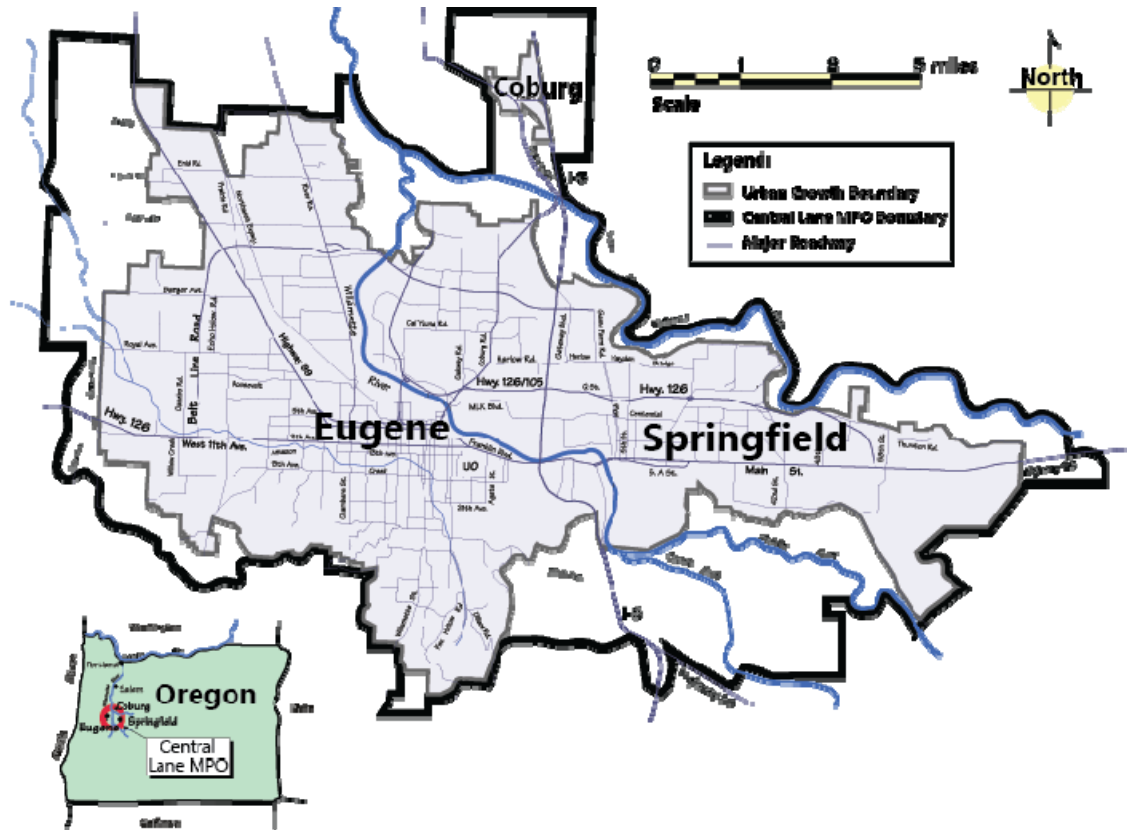
Make pay-as you-drive insurance available

Example scenarios:

- Big investment, increasing eco – driving
- Medium investment in bike infrastructure
- Small investment in transit service
- Increase gas taxes
- Increase spending on travel demand management strategies
- Can focus on one are (e.e., transit) and make no change in other areas over reference scenario

What does 2035 look like?

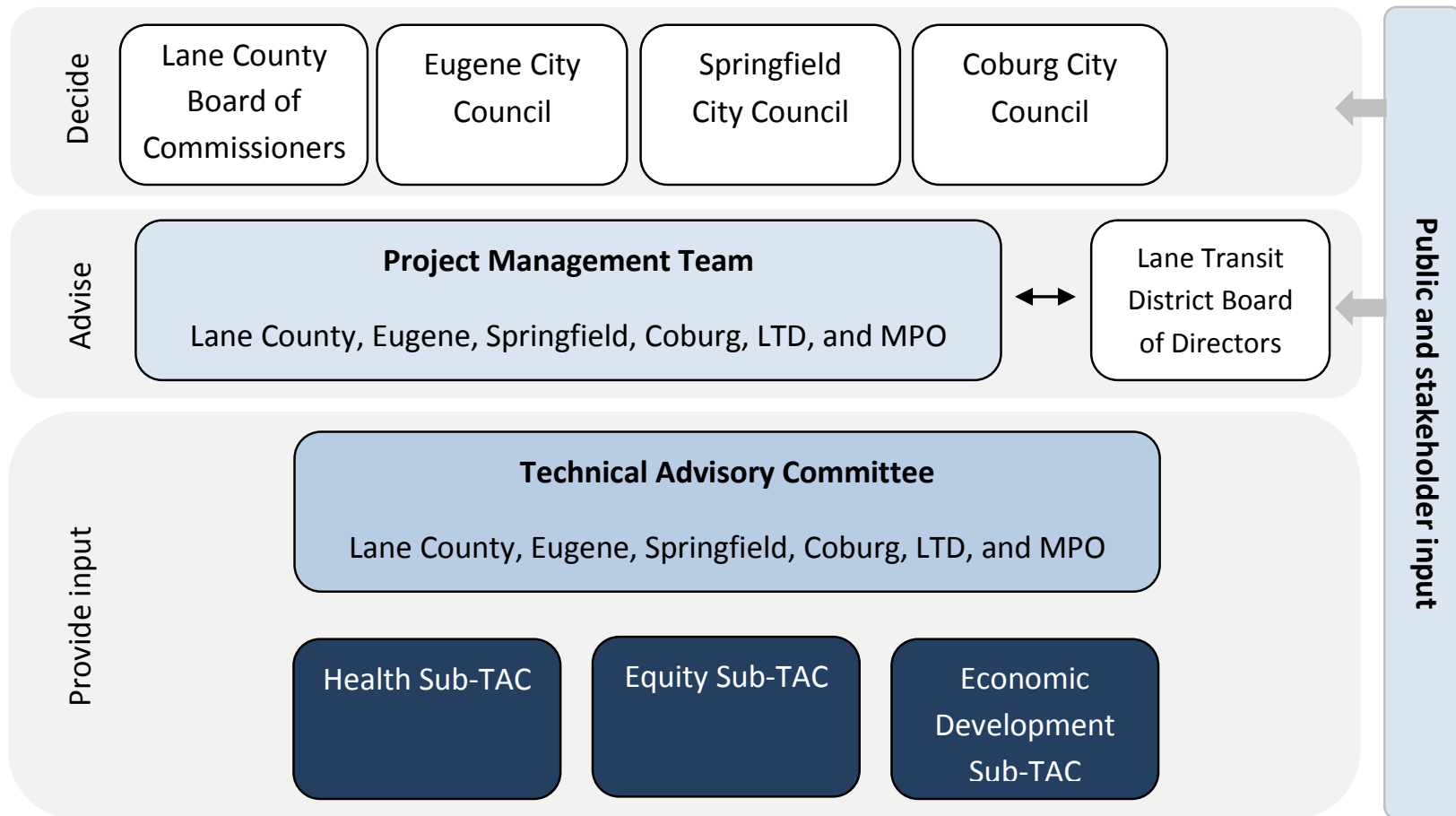
- Current/emerging plans as starting assumptions
- More than 70,000 new people in the region
- Existing polices are implemented over time



Choosing a preferred scenario

- Compare a variety of alternative scenarios
- Refine scenarios that best meet local needs
- Select a preferred scenario
- Define local implementation actions

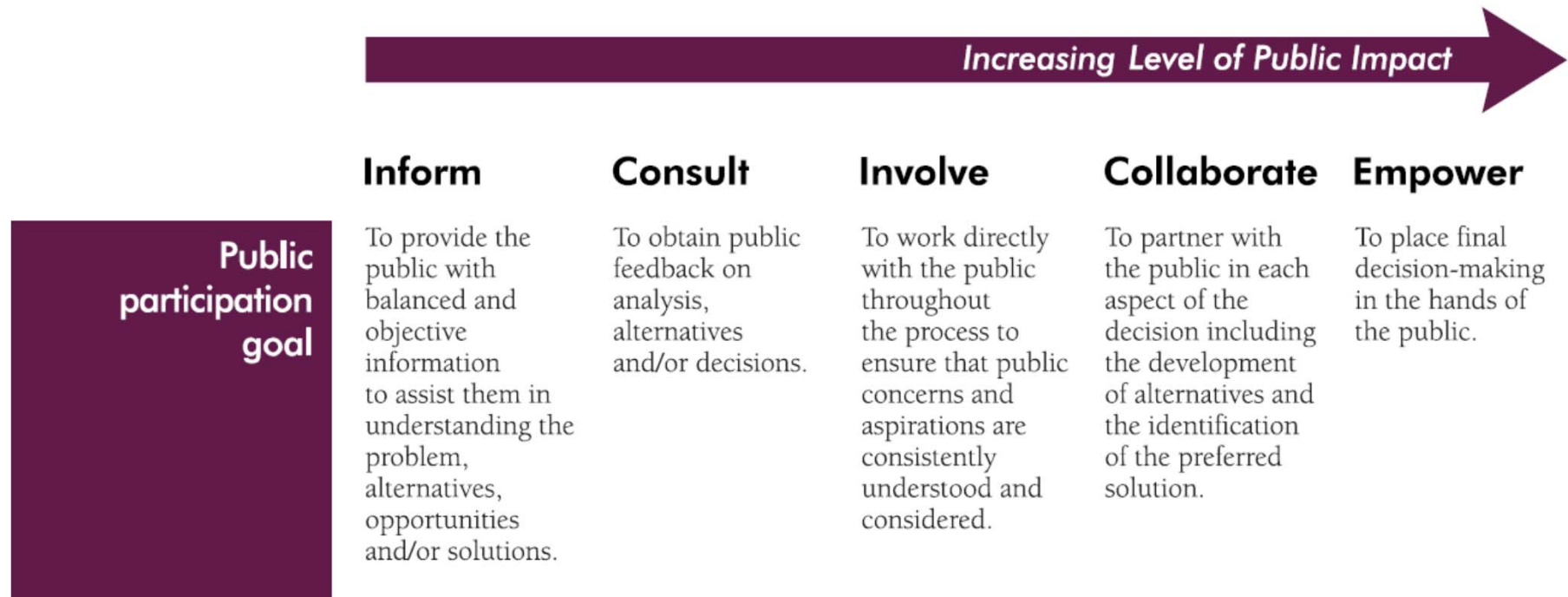
Cooperative selection process



Discussion



Levels of public participation



Source: IAP2



Central Lane Scenario Planning

December 2013

Examining choices for how we grow

Over the past three decades, central Lane County has made important choices about how to grow. This thoughtful approach to managing growth has resulted in vibrant, livable communities that offer choices about where and how we live. Over the next twenty years, our communities are likely to welcome more than 70,000 new residents. Plans like those currently being developed in the region – Envision Eugene, Springfield 2030 and Coburg Crossroads – establish a local vision for how our communities will accommodate new residents and jobs.

Scenario planning – a process for considering a range of plausible futures – allows us to examine how different choices would affect our region. This means that we can compare what happens to our region if we grow as planned to what happens if we change our plans. Scenario planning also lets us compare these various futures based on a wide range of community goals, from how much each of us will drive, walk, bike and take transit, to how clean our air will be, to how much our households will spend on housing and transportation.

In 2009, the Oregon Legislature passed the Jobs and Transportation Act (House Bill 2001). The Jobs and Transportation Act requires the local governments in central Lane County to conduct scenario planning and cooperatively select a preferred scenario that accommodates planned population and employment growth while achieving a reduction in greenhouse gas emissions from passenger vehicles. To comply with this legislative requirement, Lane County, the cities of Eugene, Springfield and Coburg, the Lane Transit District, and the Central Lane Metropolitan Planning Organization have begun the scenario planning process. The selected scenario will not bind our local governments or change existing plans or policy direction, but, through this process, we may learn important lessons that inform future land use and transportation planning.



Scenario planning process

The process is divided into three major steps. The first step is focused on understanding what would happen if existing plans and policy directions are implemented over the next 20 years. The second step is focused on developing and comparing different futures (alternative scenarios). The third step will

What is “Scenario Planning”?

Scenario planning is a process for considering a range of plausible futures, allowing for examination of how different transportation choices would affect the region in terms of land use, equity, public health, and other factors.

focus on refining the scenarios that best meet local goals and working toward cooperatively selecting a preferred scenario. While the greenhouse gas reduction goal set by the state must be considered during the process, the selected scenario is not required to meet the goal. Additionally, each jurisdiction can choose those actions that are most appropriate for their communities and that best match local plans and policies. The local governments of central Lane County will report back to the legislature in 2015 about what they learned from the process.



A basis for comparison

Before we begin developing alternative scenarios, we need to first understand how well our current plans and policy directions meet local goals. To accomplish this, we are considering how central Lane County will look in 2035 if existing plans are put into place. Though Eugene and Springfield are in the process of creating new land use and transportation plans (Envision Eugene and Springfield 2030), we used the draft results from both, in addition to results of Coburg Crossroads, as our best guess of existing plans and policies.

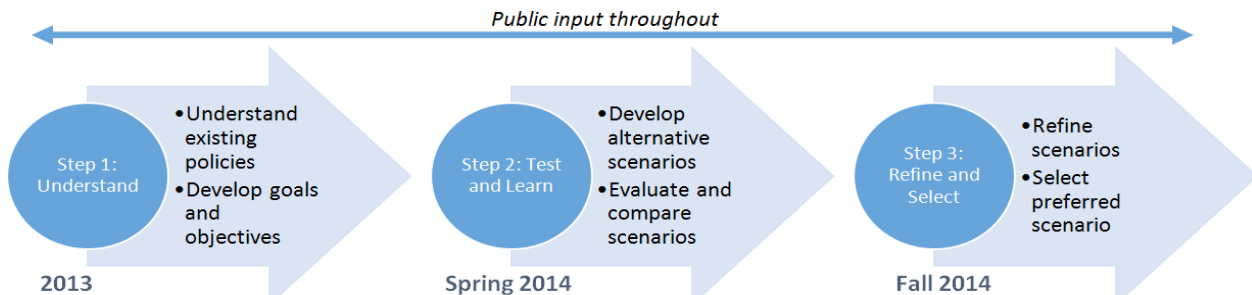


Figure 1. Scenario planning process

Since the Envision Eugene and Springfield 2030 plans are still works in progress, the technical team will make assumptions about pieces of these plans that are not yet completed. Because scenario planning is an exercise to consider alternate futures, this approach provides the best comparison for future policy changes. The details still being worked out in Envision Eugene and Springfield 2030 will likely not affect the themes that emerge from the scenario planning process.

Get involved

Watch our website (www.CLscenarioiplanning.org) for information about public workshops and other ways to participate. If you would like to receive updates about the scenario planning process, send an email to questions@CLscenarioiplanning.org and we will add you to our mailing list.

The Central Lane Scenario Planning project is funded by the Oregon Jobs & Transportation Act of 2009 and a grant from the federal Department of Housing and Urban Development (HUD)



Visit www.CLscenarioiplanning.org for more information