



TECHNICAL MEMORANDUM #1 - DRAFT

DATE: April 18th, 2022

TO: Project Management Team

FROM: Kendall Flint | DKS Associates
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SUBJECT: Cordon Road Corridor Plan - Public Involvement Plan

Project #22001-000

PUBLIC INVOLVEMENT PLAN

The Cordon Road Corridor operates as the principal arterial along the fringe of the urban Salem-Keizer metropolitan area, serving as a gateway for vehicles and other travel modes to access nearby neighborhoods as well as commercial and industrial areas. The Cordon Corridor Study will provide a comprehensive evaluation of approximately 11.8 miles of the Cordon Road-Kuebler Blvd Corridor and include all modes of transportation. The study will examine opportunities for accommodating planned regional growth and address current traffic congestion and safety through enhancements in access management and recommended improvements, including seeking opportunities to maximize alternate modes of transportation.

The Public Involvement Plan for the Corridor Study highlights the importance of public outreach, key messages, key audiences, goals, tactics, and tools that will be used for this effort.

GOALS

- Educate users of the corridor as to the purpose and need for the study to increase safety and connectivity in the area.
- Provide multiple channels for people to access information about the Study and provide meaningful engagement opportunities.
- Document comments, concerns, and recommendations from those users to influence the development of proposed improvements.

KEY MESSAGES

- This plan will examine the opportunities for accommodating planned regional growth and addressing current traffic congestion and safety concerns.

- The Cordon Corridor Study will lay out the framework for Cordon Road to maintain its throughway/parkway classification and to serve its intended function as an efficient circumferential route for the Salem-Keizer region.
- The plan will evaluate the existing conditions and provide recommended roadway alternatives to accommodate future growth of the region.

KEY AUDIENCES

The primary focus of our outreach efforts will be directed to the following Key Audiences:

- Residents and Businesses within One Mile of the Corridor
- Bicycle and Pedestrian Groups
- Local Schools and Community Organizations adjacent to the Corridor

STAKEHOLDERS

To best represent the impacted participants, stakeholder groups have been identified to represent a range of interests. These include:

- Mill Creek Businesses
 - PacTrust Mill Creek Corporate Center
 - Amazon Distribution Center
 - Home Depot Distribution Center
 - Others
- Salem Neighborhood Associations
- Salem Keizer School District
- Cherriots Transit
- Bicycle & Pedestrian Groups
- Parish Little League
- PictSweet Housing Development
- Capital FC Timbers
- Salem Renewable Energy & Technology Park
- Oregon State Police Headquarters
- Marion County Fire & Rescue
- EZ Orchards

The project team will coordinate efforts with these and other stakeholders that may be identified throughout the outreach process.

TECHNICAL ADVISORY COMMITTEE

The project team will hold regular meetings with our Technical Advisory Committee (TAC) which will include:

- Marion County, Janelle Shanahan & Carl Lund
- City of Salem, Anthony Gamallo
- Mid-Willamette Valley Council of Governments (MWVCOG), Karen Odenthal

- City of Turner, Scott McClure
- City of Keizer, Shane Witham

STRATEGIES AND TACTICS

We have identified several strategies to reach the widest possible audience in the most effective manner possible. These include utilization of online and social media, collaboration with key stakeholders and interactive meetings. They are as follows:

PROJECT WEBSITE

Marion County has overall good access to internet with 93% of households owning a computer and 86.1% having access to broadband internet – designating that social media and a project website are viable resources to reach the target community. Our project website, CordonCorridorStudy.com will include:

- Project information and overview and purpose of the Study
- Listing of all meetings
- All presentations and materials produced for public meetings and workshops
- Fact sheets regarding the planning process
- All draft and final materials produced for the Study
- Online surveys
- Social pinpoint map (interactive online comment capture)
- Forms for comment/questions
- eNews sign-ups

OPEN HOUSE EVENTS (TWO)

Our proposed Open House events will be an essential component of collecting community feedback to identify potential new access locations and connect existing streets to improve connectivity and mobility in the study area. The success of these is dependent upon engaging a diverse group of participants. This goal will be achieved by engaging in several different mediums of alerting the public of this outreach effort to include social media efforts, a project website, and advertisement in the local newspaper, the Statesman Journal.

Each Open House will be structured as a family-friendly event and use techniques that engage the interest of participants, maximize opportunities for input and discussion, and incorporate residents' input into the planning process. For in-person events, handouts, display boards, and digital visual media (e.g., PowerPoint), including technological resources will be prepared and presented for both events. Virtual events will be hosted via the project website, including an interactive mapping tool and embedded survey for gathering community input. The format of the open house events will be determined in advance of each event, pending current COVID-19 pandemic response protocols.

If participation in either of the Open House events is lower than desired, the project team will send out a paper questionnaire (English and Spanish) to attempt to gather more feedback from the community.

SOCIAL MEDIA

The project team will develop social media materials promoting the process, upcoming workshops, and opportunities for participation via Facebook, Next Door, and others as appropriate. This information will be provided to the City of Salem Website, Marion County website, and other stakeholders and partners.

LOCAL AGENCY PARTNERS

Over the course of the project DKS will provide content to local agencies to share on their websites and social media pages. This will include:

- Promote website launch,
- Promote upcoming workshops,
- Provide information regarding the Study process,
- Conduct bilingual topic-specific surveys, and
- Promote opportunities to review proposed strategies and Study documents.

COLLATERAL DEVELOPMENT & TRANSLATION SERVICES

The project team will develop the following materials and make them available in English and Spanish:

- Project Description
- Flyers/Posters for Open House Events
- City of Salem staff will be present at both open house events (either virtual or in-person) to provide real-time Spanish translation.

DIVERSITY AND INCLUSION OUTREACH

Our team will work collaboratively with local churches, faith-based organizations, and the Spanish speaking community to ensure maximum participation across all socio-economic population groups. We will provide opportunities for Spanish language meetings and one-on-one communication throughout the engagement process.

EVALUATION AND SUMMARY REPORT

DKS will prepare a summary of outreach efforts once all outreach efforts have been completed. We hope to evaluate the success of the campaign by detailing:

- Number of participants for each activity.
- Views/visits to the project website and Social Pinpoint interactions.
- Diversity of participants to ensure inclusion based on socio-economic indicators.
- Summary of comments and concerns captured through all efforts.