Project Purpose, Background and Timeline

The Oregon Department of Transportation (ODOT) is developing this project to reconstruct the interchange at Interstate 5 (I-5) and Oregon 219/214, in the City of Woodburn (City). The project scope and general design is indicated by the red lines in the plan below. The project limits extend west on OR 219 from the interchange to Woodland Avenue, and east on OR 214 from the interchange to Broughton Way.

Residential and commercial growth in the Woodburn area has significantly increased traffic congestion at the interchange between I-5 and Oregon 214/219 in Woodburn. To address both traffic flow and safety concerns, ODOT worked through an environmental approval process that resulted in the selection of an approved interchange design concept that will replace the existing diamond interchange with a partial cloverleaf interchange. The principle features of the project are:

- Reconstruct the interchange to a partial cloverleaf with loop ramps;
- Add a travel lane to OR 214 in each direction plus dedicated turning lanes at many intersections;
- Widen the existing overcrossing structure (bridge) to the north;
- Raise the profile of the bridge approaches in order to improve sight lines;
- Widen OR 214 and OR 219 equally or northerly of the existing centerline, depending on the segment. The limits of widening of OR 214 are Woodland Ave. to the east;
- Provide new 6-foot sidewalks with an additional 6-foot-wide landscaped buffer between the sidewalk and the curb;
- Provide one (1) bicycle lane in each direction along OR 214 and OR 219;
• Add a raised median to control turning movements and access control on OR 214 from Woodland Avenue to Oregon Way, with traffic signals and full turning movements at Woodland Ave. Evergreen Rd. and Oregon Way, per an Interchange Area Management plan adopted by ODOT and the City;
• Construct a Transit and Park and Ride Facility in the northeast quadrant of the Interchange as a means of supporting the use of alternative modes to the automobile;
• Extend Evergreen Rd. north from the intersection with OR 214 to Country Club Court to facilitate use of the local street network and relieve traffic on OR 214.

Public outreach and a public hearing on the interchange design alternatives considered were conducted during the environmental approval process. Following that process, in 2010, the project team conducted multiple rounds of individual meetings with all businesses directly affected by the project to discuss the project and anticipated construction impacts.

### Timeline

<table>
<thead>
<tr>
<th>Project Initiation</th>
<th>Right of Way Acquisition Start</th>
<th>Estimated Construction Start</th>
<th>Estimated Construction End</th>
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<tbody>
<tr>
<td>January 2009</td>
<td>October 2011</td>
<td>July 2013</td>
<td>October 2015</td>
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### PI and Communications Approach

Since project design is closely based on the concept previously approved in the Environmental Assessment (FONSI, December 8, 2006) public information and input during project development has primarily focused on these elements:

• Construction impacts and traffic control
• Interchange Design Gateway Enhancements
• Evergreen Transit Facility and Evergreen Rd. extension
• Noise walls at four neighborhood locations

### Project Element Details, Stakeholders and Issues

To announce the beginning of the development process, on December 3, 2008, a meeting was held with the Marion County Commissioners and key Woodburn officials. The material presented included a project overview, status report, funding issues and future lobbying efforts to secure project funding.
Construction Impacts

No city streets will be completely closed during construction and continuous access to all businesses and residences will be maintained. However, building the project requires temporary disruptions of the normal flow of traffic. This means that there will be periodic single lane or reduced speed traffic on OR 219/214 and on city streets with dedicated turn lanes onto the highway. ODOT is in the process of developing a project Traffic Control Plan (TCP) which will stage the construction with the minimum possible disruption to traffic and business.

The process of working with the Woodburn business community began with a public open house with the City Council and Planning Commission to take comment on potential project impacts to businesses. As a result of that open house, the project team decided to schedule three rounds of one-on-one meetings with all businesses affected by the project.

The first round of meetings was held November 3-5, 2009. The purpose of this round was to introduce the project design team to the business owners and to give them a general description of the project. At this round, the team sent invitations to approximately 185 businesses and met with approximately 30. A significant number of these businesses were tenants of Woodburn Company Stores, a major shopping mall, and did not attend in lieu of the Company Stores Management, who we did meet with.

The second round of meetings was held May 10-July 1, 2010. This round included 32 meetings with business owners. The purpose of this meeting was to display a preliminary plan of the project and elicit any concerns the owners had about it.

In the spring of 2012, the ODOT team again met individually with the same affected businesses to review the draft TCP, discuss their issues and work at resolving them when possible. Following these meetings, the draft TCP will be presented for feedback at small group briefings. After completing all meetings on the TCP, ODOT will process comments received from the public, following up with specific parties to work out details, and will modify the draft TCP accordingly. This process will be repeated as necessary until the Project Development Team believes it has minimized traffic and business disruption as much as possible. Once the TCP is finalized, just prior to construction, ODOT will embark on a public awareness campaign to inform the public about the expected construction impacts and traffic control measures while emphasizing that Woodburn is open for business. This campaign may involve a general public meeting and other means of communication.

Key stakeholders

- Project area businesses affected by the TCP
- Project area residents
- Senior Estates
- OR 214 and 219 commuters
- Area event organizers (ease of travel, detour, public notification and messaging)
- Freight industry
- Downtown businesses
- Adjacent communities
- Regional medical facilities

Woodburn Interchange
• Woodburn School District and area schools
• Emergency service providers

Key issues

• Economic impacts
• Detour and lane closures
• Ease of travel
• Public notification and messaging
• Major events

Interchange Design Enhancements

As part of the project’s earlier environmental process, the Environmental Assessment (EA) established the aesthetics goal of the project, which is to: “Create a gateway entrance to Woodburn.” The EA also states that ODOT will “Design gateway intersections at I-5 as community enhancement areas with features appropriate to community urban design goals.”

In response, the Woodburn City Council appointed a 13-member Aesthetic Advisory Panel (Panel) to work with the design team to develop a list of design enhancements that will make the Woodburn Interchange stand out among other Willamette Valley I-5 interchanges.

Meetings of the Panel are not officially public meetings because its function is advisory; however, the meetings are open to the public who drop in. Between July 2011 and April 2012, the Panel met with ODOT designers four times. At the fourth meeting the Panel chose a design concept to be presented to a public open house for comment.

Final design proposals recommended by the panel will be approved by ODOT and the City Council. The Panel will present its recommendations to the City Council in May/June 2012. Once the City Council approves the design enhancements, ODOT will create public awareness of the enhancements thorough the project web site, a video and a design enhancement brochure.

Key Stakeholders

• Chamber of Commerce, businesses in project area
• City visitors (i.e. retail users, event attendees)
• Area residents and neighborhood organizations
• Members of Aesthetic Advisory Panel
• City of Woodburn

Key Issues

• Promoting and creating awareness and community acceptance of the interchange project through acceptance of the gateway design
Evergreen Transit Facility and Evergreen Rd. Extension

The transit facility project will have a transit platform and park and ride lot with approximately 150 spaces. Underground conduit will be provided to support up to 50 electric vehicle charging stations that will be installed in the future by the City of Woodburn. The extension of Evergreen Road north of OR 214 to connect to Country Club Court will provide greater local connectivity during and after construction of the Interchange project, and is expected to stimulate private commercial development on adjacent properties.

On August 31, 2009, a public workshop was held for interested parties on the project plan and the design of bus shelters and kiosks. The meeting was attended by 7 parties who asked questions about various aspects of this project and the Interchange project in general. All questions were answered at the workshop.

Project and consultant staffs are currently working with property owners on the Evergreen Rd. alignment on a vision for development along the street that is supportive of a pedestrian-friendly environment. Other work included analysis of the financial impacts on development of systems development charges. To date three workshops were held between August 11, 2011 – February 2, 2012, attended by 6—10 people. Three more meetings with this group are planned.

Key Stakeholders

- Evergreen area businesses north of OR214
- Bike/ped advocates
- Senior Estates
- Intra and Inter-city transit providers

Key Issues

- Enhancement of multi-modal transportation facilities
- Economic development
- Bike/ped amenities
- Property impacts
- Traffic flow

Noise Walls

Following up on the Environmental Assessment, noise walls were proposed at:

- Oregon Way - Broughton
- Willow – Woodland
- The southeast corner of Oregon Way and OR 214
- The south side of OR 214 at Cascade Dr.
- Adjacent to the east side of I-5 at the northern limits of the project.
Per a new policy, ODOT conducted polls of all the affected parties. The wall on the south side of OR 214 at Cascade Dr. was not approved. All of the other proposed walls were approved by the parties polled. The walls have been designed and an informational meeting held with the residents affected by the Oregon Broughton and Willow-Woodland walls on March 15, 2012 to show how the plan for the walls would affect their respective properties.

**Key Stakeholders**

- “Affected” and “benefitted” parties at both noise wall locations

**Key Issues**

- Efficacy of the wall in reducing noise
- Appearance of the wall
- Right-of-way needs/proximity to homes

**Other Geographic Issues**

- Tunneling under OR 214 at Senior Estates – a meeting with Sr. Estates was held prior to DAP approval to explain the tunnel design and affect on Sr. Estates property
- Property relocations – ongoing meetings between ROW agents and directly affected parties
- Right-of-Way acquisition – notified affected parties of appraisals and ROW staking and met with the Oregon Way affected parties on December 19, 2011 to show them the right of way needed for street improvements. Many of the parties objected to the elimination of on-street parking. A meeting on January 20, 2012 presented a revised plan for Oregon Way that responded to their concerns by restoring most of the on-street parking on Oregon Way. The meeting, attended by approximately 50 parties, concluded with nearly all satisfied with the changes to the plan.
- Utility relocation impacts – utility conflict letters have been sent to affected utility companies. ODOT consultant Murray Smith Associates has been hired to proactively assist the utility companies with relocation planning.
PI Plan for Final Year of Project Design Development

Purpose and Objectives

The purpose of the public involvement and communication effort is to provide stakeholders and interested parties with the information, tools, and opportunities to stay informed about the project and to provide input as appropriate.

The objectives of the PI Plan are to:

- Establish and maintain public confidence in ODOT and the project
- Establish that the project is going to be built and that ODOT is committed to making the project a positive asset to the community; i.e., that this project will reduce day-to-day congestion and improve safety at the interchange and on OR219/214
- Continue to identify, inform and involve the people and stakeholder groups who are impacted by the Woodburn Interchange project and its construction
- Establish and demonstrate that ODOT will continue to work with the public during the design and construction phases of the project to hear and address their concerns around design and construction impacts
- To assure that project information and updates on project status are easy to find and accessible to members of the public.
- Demonstrate that ODOT is committed to provide full and timely information about the project and its progress
- Inform the public about the project’s gateway design elements before and after approval
Targeted Outreach to Environmental Justice Populations

Broad based public outreach regarding the project’s construction impacts will be augmented by targeted methods and practices outlined below in order to reach minority groups, low-English proficiency (LEP) groups, low-income, elderly and persons with disabilities and to provide opportunities for meaningful information and input. In order to reach Environmental Justice populations, the team will employ two main techniques.

First, people are more likely to get involved when they are invited by their neighbors or peers. The project team will work with community based organizations whose missions serve the needs of underrepresented groups, churches catering to specific ethnic groups and languages, schools, service providers and other stakeholders to reach out to their communities. These groups can also identify the most effective methods to support participation within their specific area, group or community. They may suggest particular information types, meeting locations, meeting times, or media outlets that work best for a specific targeted group. A Title VI Memorandum will be prepared to reflect community input and will include newly identified outreach methods. The PI Plan will be updated to incorporate this information. Specific examples of groups to communicate with include:

- Farm Worker Housing Development (Nuevo Amenecer)
- Community Action Agency
- St. Luke’s
- Senior Estates

Second, the team will go to the public, bringing appropriate project information to where people already gather. The PI Plan initially identifies tabling at community events and providing project information displays and information posted at key locations – which can include popular gathering areas, senior or disabled housing, local bulletin boards, storefront windows and other high traffic areas to encourage community input (the PI Plan will be updated to include other areas identified by the community). The team will work with the community to distribute copies of the flyers or displays. Information will include how to request translation and interpretive services.

Key project materials will be translated into Spanish (and other languages, as identified), interpretive services will be available at project open houses, and child care will be provided.

At the end of the design phase, a Title VI Summary Report will outline the specific outreach efforts the project used to encourage the participation of a diverse group of stakeholders.
Measuring and Monitoring Outreach Activities

The project team will evaluate the public involvement process on an ongoing basis to determine the effectiveness of the outreach effort. The PI Plan will be modified as needed to expand successful techniques.

The team will use the following objectives to measure program effectiveness:

- Number of participants attending meetings or events
- Number and percent of participants providing feedback in a language other than English
- Number of responses received to a survey or questionnaire compared with the number of instruments sent
- Number of website hits or downloads occurring during a specific time period
- Number of people who have signed up for the project mailing list
- Number of project comments received (phone, email, comment cards, online)
# Public Involvement and Information Strategies, Tools and Activities

Targeted strategies, tools and activities for achieving the PI objectives include:

<table>
<thead>
<tr>
<th>Tool/Activity</th>
<th>Description</th>
<th>Target Audience</th>
<th>PI Lead</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project logo</td>
<td>Identity for the project for use on collateral materials and web site</td>
<td>General public and interested parties</td>
<td>JLA</td>
</tr>
<tr>
<td>Stakeholder database</td>
<td>Consultant will track all potentially impacted parties in the project area, interested parties, meeting attendees. Database will be updated after public events and will track those individuals and groups who express interest in the project. The database will be used for all mailing materials, public events and outreach material.</td>
<td>Build on existing database</td>
<td>JLA</td>
</tr>
<tr>
<td>Comment collection and analysis and responses</td>
<td>Consultant will manage and document comments, questions and from the public as well as the Agency responses</td>
<td>Interested parties</td>
<td>JLA</td>
</tr>
<tr>
<td>Web site and online tools</td>
<td>The content shall include interactive Project maps, project documents, meeting information and online comment forms, host value-added virtual open houses, online surveys and videos.</td>
<td>Interested parties</td>
<td>JLA</td>
</tr>
<tr>
<td>Sounding Board</td>
<td>The group will be comprised of business representatives from locations affected by construction. The group will meet quarterly to discuss project issues and provide feedback on the project. Membership of the group may and frequency of meetings may change as the project progresses</td>
<td>Affected businesses</td>
<td>PL with JLA support</td>
</tr>
<tr>
<td>Open Houses, materials and displays</td>
<td>Two (2) open houses will provide information to the general public, and will gather feedback and opinions. Materials and displays will be posted on the project web site.</td>
<td>Residents, business owners and interested parties</td>
<td>JLA</td>
</tr>
<tr>
<td>Email Broadcasts</td>
<td>Up to six (5) email broadcasts will be sent to the electronic mailing list using MailChimp. Two of the broadcasts will be sent to announce the project open houses.</td>
<td>Interested parties</td>
<td>JLA</td>
</tr>
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<tr>
<td>Community Briefings</td>
<td>Consultant and PL will meet with community groups up to eight (8) times. These are an opportunity to meet with people who might not attend open houses and keep those who are following the project informed on progress.</td>
<td>Stakeholder and interest groups</td>
<td>PL and JLA support</td>
</tr>
<tr>
<td>City Council Briefings</td>
<td>PL reports to the City Council at a regular meeting. Occurs approximately quarterly.</td>
<td>City Council</td>
<td>PL</td>
</tr>
<tr>
<td>Tabling</td>
<td>JLA will staff up to ten (10) community events.</td>
<td>Attendees of community events</td>
<td>PLA and JLA</td>
</tr>
<tr>
<td>Individual communications</td>
<td>JLA will assist PL with up to ten (10) individual communications with certain stakeholders, city staff and the City Council to provide project updates</td>
<td>Business owners, City staff and Council</td>
<td>PL with JLA support</td>
</tr>
<tr>
<td>Newsletters</td>
<td>Consultant will produce and distribute a newsletter prior to each open house to share information and invite participation.</td>
<td>Stakeholder Mailing List</td>
<td>JLA</td>
</tr>
<tr>
<td>Fact Sheets</td>
<td>Up to three (3) fact sheets will be prepared to support open houses, community briefing and can be attached to news releases.</td>
<td>Open House attendees, Community Groups and news publications.</td>
<td>JLA</td>
</tr>
<tr>
<td>Information kiosks</td>
<td>Consultant will arrange for design and production of up to three (3) distinct displays with information about the project to be placed in up to five (5) key locations such as the factory stores, Woodburn library, City Hall, Senior Estates.</td>
<td>General Public</td>
<td>JLA</td>
</tr>
<tr>
<td>Design Enhancements Brochure</td>
<td>A tri-fold brochure highlighting the upgrades will be distributed at briefings, open houses, in media packets and included in the information kiosks.</td>
<td>General Public</td>
<td>JLA</td>
</tr>
<tr>
<td>Project business cards</td>
<td>Cards including contact information, web site and schedule will be placed in high traffic areas and distributed at all meetings with the public.</td>
<td>General Public and Interested Parties</td>
<td>JLA</td>
</tr>
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<tr>
<td>Media Releases and media coordination</td>
<td>Media coordination will be led by ODOT. ODOT will produce and distribute news releases announcing the start of the project, before each committee meeting, open house and other key milestones as needed.</td>
<td>General Public</td>
<td>ODOT/City</td>
</tr>
<tr>
<td>Advertising</td>
<td>Consultant will prepare and place print-ready advertising to announce project open houses to traditional media outlets and outlets that serve Spanish speaking readers.</td>
<td>General Public</td>
<td>JLA (design)</td>
</tr>
<tr>
<td>Video</td>
<td>Consultant will produce a project overview video raise awareness of the Project and engage diverse stakeholders. A link to the video will be emailed to the stakeholder database, and DVDs formatted for copying will be provided. The video can also play at open houses. Up to three (3) short on the ground videos will be used at the virtual and traditional open houses discussing detour and traffic impacts, design enhancements, etc. One short project video in Spanish will be produced to provide key information to Spanish speaking stakeholders.</td>
<td>General Public</td>
<td>JLA</td>
</tr>
<tr>
<td>Spanish interpretation and translation and outreach</td>
<td>Consultant will coordinate Spanish interpretive services at public meetings and translation of key materials, as deemed appropriate. Will work with community organizations to identify and implement targeted outreach methods to the Spanish speaking community.</td>
<td>Spanish speaking stakeholders and interested parties</td>
<td>JLA</td>
</tr>
<tr>
<td>Targeted outreach to underserved populations</td>
<td>In addition to the Spanish speaking community outlined above, Consultant will coordinate with community organizations, service providers and stakeholders to identify and implement specific methods to reach targeted groups, including disabled, low-income, limited English proficiency, minority or other underserved group in the project area.</td>
<td>Underserved populations</td>
<td>JLA</td>
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Media Plan
There are at least four key areas when proactive communication with the news media is necessary:

- The announcement of the interchange design enhancements (Aesthetic/Gateway). Announcing the final public meeting, and City Council and ODOT’s acceptance of the proposals;
- When the design phase is complete, the announcement by the Director that the project is fully funded and on-schedule;
- Announcement of the traffic control plan (TCP), and open house
- Project groundbreaking

Note: The timing on these efforts has not been established. Also, while ODOT will attempt to be as proactive as possible, news media coverage will likely increase by itself as we reach these important milestones.

News Media Communication Approach

- News releases
- Editorial board visit(s) with Woodburn Independent newspaper
- Reporter briefings
- Local cable TV
- Radio stations (including Spanish stations)