

**Alternative Regional Growth Scenarios
Public Outreach and Involvement
Plan Outline**
Approved September 29, 2004, Amended February 9, 2005

The Regional Policy Advisory Board has approved the following key methods for a public outreach and involvement plan for informing and obtaining feedback from the public on the alternative growth scenarios. Decisions about the size, color, format, and distribution of materials proposed will be based on available funding. Additional funding will be sought to cover costs of aspects deemed by the Regional Technical Advisory Committee (RTAC) and Policy Board to be critical or key to get the message across and obtain feedback.

Public Outreach Timeframe:

Prepare Materials: June 2004 – January 2005
Conduct Outreach: May – October 2005

I. Media Outreach

Objective:

- To prepare and widely distribute information about the three scenarios and their potential impacts.

Media packets will be prepared to provide during meetings with the editorial boards of newspapers and to send to radio and TV news stations. A group of elected officials will be engaged to meet with the media and discuss the project and the implications of the different growth patterns. The media will be requested to write articles and air special news stories about the scenarios and what they could mean at the regional and community levels.

II. Tabloid/Newspaper Insert

Objectives:

- To prepare and widely distribute information about the three scenarios and their potential impacts.
- To learn what people like and dislike about the different scenarios.

This product will be a newspaper-quality tabloid that will be distributed throughout the region. It will contain basic information and a simple survey form.

III. Display Materials

Objectives:

- To prepare and widely distribute information about the three scenarios and their potential impacts.
- To learn what people like and dislike about the different scenarios.

Information panels will be prepared and made available for display at town halls, libraries, bus stations, granges, schools, etc. They will be accompanied by copies of the tabloid with survey and a survey drop box.

IV. Town Hall Meetings and Presentations at Pre-scheduled Events

Objectives:

- To inform local decision-makers and key groups in the communities about the three scenarios and their potential impacts.
- To obtain feedback from these groups on the scenarios and direction from local officials.

In incorporated areas, Town Hall Meetings will be joint elected official/planning commission meetings for which an invitation has been sent to a list of invited participants. In unincorporated communities, particularly Alvadore, Pleasant Hill, and Goshen, a meeting place (school, grange, fire station) and invitees will be identified. The meetings will be advertised and open to the public. Meeting format will be interactive and will have an information/presentation segment, question and answer segment, and active participation segment. Comments will be recorded on comment forms. The presentation will also be given at pre-scheduled events such as Eugene City Club, neighborhood meetings, chamber of commerce meetings, etc.

V. Survey

Objectives:

- To obtain feedback on the attitudes and perspectives of citizens in the region on the alternative growth concepts.

This survey will be inserted into the newspaper insert and will be on-line. The results will reflect the views of those who took the time to complete the form and

return it. The results will not necessarily reflect the opinion of a larger population such as a city or the region because the sample will be self-selected.

VI. Interactive Web Site

Objectives:

- To prepare and widely distribute information about the three scenarios and their potential impacts.
- To learn what people like and dislike about the different scenarios.

The use of an interactive web site will be explored. The level and nature of the interaction will need to be determined and the scope set within the resources of the available budget.

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