

KING CITY TRANSPORTATION SYSTEM PLAN (TSP) AND LAND USE REFINEMENT



PUBLIC INVOLVEMENT & COMMUNICATIONS PLAN

Prepared for:

King City

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INTRODUCTION

This Public Involvement and Communications Plan (PICP) will guide stakeholder and public involvement during the King City Transportation System Plan (TSP) project. The PICP reflects commitments from The City of King City, the Oregon Department of Transportation (ODOT) and consultants to carry out public involvement activities designed to keep stakeholders and the broader public engaged and informed about the project and its goals. This project is an opportunity to reshape the ways people walk, bike, roll and move around King City, Oregon and public feedback is crucial for understanding both near-term and long-term transportation goals for the area.

PROJECT OVERVIEW

The King City TSP project will develop the City of King City's first transportation vision, policies, standards, network maps, and capital projects list. The TSP will include options for improving the multimodal network within the existing and newly incorporated areas of the City, with strong connections to neighboring communities in Washington County. The Project Area includes heavily-traveled arterials, including SW Beef Bend Road, SW Roy Rogers Road, and Pacific Highway West ("99W") and a major focus of the project will be to assess key intersections along these routes for safety, reliability, and congestion issues and opportunities.

A Growing City

King City is a city that has been experiencing fast growth and increased diversity of its residents over the last twenty years. While the City of King City was originally incorporated in 1966 as community for people over the age of 50, today it is home to families and a rich and diverse community that will continue to evolve as the city area doubles with the addition of the area that makes up URA 6D. A TSP will help the City to prepare for and meet the transportation needs of the current and future community of King City.

Project Objectives

The primary objectives of the Project are to:

- Create an integrated, multimodal TSP that:
 - Identifies needs, policies, and standards related to all modes of transportation, including walking, biking, transit, motor vehicles, and freight.
 - Provides safe and reliable transportation choices for people of all ages and abilities.
 - Minimizes reliance on driving to make trips within the City.
 - Supports the vision of a new main street/ town center that provides easy access for everyday needs and offers a range of employment opportunities.
 - Provides access to existing and planned recreational facilities and open spaces.
 - Minimizes potential environmental impacts of transportation infrastructure, services, and trip-making.
 - Can be built and maintained with feasible public and private investments.
- Refine the land use designations for URA 6D prior to master planning, so that the land use in the new Main Street/Town Center is compatible with vision for new developments, planned City transportation infrastructure, and adjacent major arterials needs.

Project Area

The project area includes incorporated King City and URA 6D, which is bordered by 99W to the east and south, SW Beef Bend Road to the north and SW Roy Rogers Road to the west.

Anticipated Project Timeline

This effort is anticipated to take 18 months and will conclude late summer 2021.

DEMOGRAPHIC DATA REVIEW: TITLE VI POPULATIONS

As part of the outreach to engage citizens and stakeholders in the King City TSP project, the project team will make special efforts to involve historically underrepresented groups as well as the priority populations recognized by the 1994 Executive Order (E.O.) 12898. The demographic data below compiles Census tracts within King City and its the expansion area, Tigard, and other applicable tracts as a comparison to Washington County and the state of Oregon overall. The following demographic analysis used various tables from the 2013-17 5-Year American Community Survey (ACS) estimates and population forecasts from the Population Research Center at Portland State University.

How This Information Informs Public Engagement

Demographic information can inform the best ways to engage the various community groups that live within a project area, including language translation and interpretation needs, public engagement activities that match the community's age and/ or backgrounds, and providing appropriate accommodations for disabilities.

Additionally, the following demographic data includes information about areas outside of the project area including Tigard and Washington County. As the overall population in the region grows, it is important to reflect the needs of those who may relocate to growing King City in the near future. For this reason, demographics for the other nearby areas will be considered with outreach and public engagement activities for this effort.

About the Area Analyzed

The demographic analysis for this project looked separately at the demographics for two overlapping areas. The first geographic area we looked at were the two census tracts that make up King City and the expansion area for the TSP, referred to as "King City Plus." The second area looked at broader demographic context around the proposed project area, including the city of Tigard, Bull Mountain, and three census tracts that make up King City and the expansion area; this is referred to in this report as "Tigard Plus." Both areas are compared to Washington County and the state of Oregon to understand broader regional context and demographic trends.

Total Population

The total population of the King City Plus area is estimated to be 11,281 people. The population of the larger Tigard Plus area, which includes the King City Plus area, contains 79,901 people and encompasses almost 14 % of the population of Washington County. According to forecasts done by the Population Research Center at Portland State University, the population of Washington County is expected to grow considerably in the future.

By 2030 Washington County is expected to have 718,633 residents, an increase of 25.6%. By 2040, the population of Washington County is expected to increase an additional 12.8%, to 810,303 residents.

Table 1. Total Population

	Estimate
King City Plus: Total population	11,281
Census tracts	
319.07	6,190
320.01	5,091
Tigard Plus: Total population	79,901
Census tracts	
Tigard city (place)	51,355
Bull Mountain CDP (place)	9,698
319.07	6,190
319.08	7,567
320.01	5,091
Washington County: Total population	572,071
Oregon: Total population	4,025,127

Source: 2013-2017 American Community Survey 5-Year Estimates (DP05).

Note: The percentages included in this report are estimates from the American Community survey, each number comes with a margin of error, or an over/under range by which the estimate could be off. In some cases, the percentages will not add up to exactly 100% because of this margin or error.

Race & Ethnicity

The area of King City Plus is 93.4 percent residents identifying as white, while the larger area of Tigard Plus is more diverse, with 86.5 percent of its resident identifying as white. The Tigard Plus area has a slightly higher percentage of people who identify as Hispanic/Latino with a population of 10.2 percent, compared to King City Plus’s 9.4 percent. That said, ***because almost 10% of the population identifies as Hispanic/ Latino, public engagement should strive to provide activities and information that reach this community in meaningful ways.***

There is a higher percentage of people who identify as Asian in Tigard Plus (11.0%) compared to King City Plus area’s four percent.

The large differences in racial and ethnic makeup between King City and the proposed expansion area, and the area that surrounds it, means that the project team will need to work with community partners to reach community groups who may not be largely represented in the community today.

Table 2. Race and Ethnicity

	King City Plus	Tigard Plus	Washington County	Oregon
Total population	11,281	79,901	572,071	4,025,127
White	93.4%	86.5%	82.0%	89.1%
Black or African American	1.3%	2.3%	3.0%	2.8%
Hispanic/ Latino	9.4%	10.2%	16.4%	12.7%
American Indian and Alaska Native	1.1%	1.3%	2.0%	3.1%
Asian	4.0%	11.0%	12.3%	5.6%
Native Hawaiian and Other Pacific Islander	0.7%	1.3%	1.1%	0.8%
Some other race	2.3%	2.3%	5.5%	3.5%

Source: 2013-2017 American Community Survey 5-Year Estimates (DP05).

Age

The King City Plus area contains a significantly higher population of people aged 65 and older compared to the City of Tigard Plus area, Washington County, and the state of Oregon.

Table 3. Age

	King City Plus	Tigard Plus	Washington County	Oregon
Total population	11,281	79,901	572,071	4,025,127
Under 5 years	5.0%	6.0%	6.4%	5.8%
5-9 years	5.5%	6.0%	6.6%	6.0%
10-14 years	4.1%	6.3%	6.9%	6.0%
15-19 years	4.0%	5.8%	6.2%	6.1%
20-24 years	4.0%	5.8%	6.0%	6.6%
25-34 years	10.5%	13.7%	15.4%	13.9%
35-44 years	11.5%	14.5%	15.0%	13.1%
45-54 years	9.5%	12.5%	13.5%	12.8%
55-59 years	7.1%	7.0%	6.2%	6.7%
60-64 years	8.6%	6.0%	5.5%	6.8%
65-74 years	15.6%	9.4%	7.3%	9.8%
75-84 years	9.4%	4.6%	3.2%	4.5%
85 years and older	5.1%	2.3%	1.6%	2.1%
Median Age	51.4	40.4	36.4	39.2

Source: 2013-2017 American Community Survey 5-Year Estimates (DP05).

Sex

There is a significantly higher proportion of females in the King City Plus area (57%) than the other three comparative areas.

Table 4. Sex

	King City Plus	Tigard Plus	Washington County	Oregon
Total population	11,280	79,901	572,071	4,025,127
Male (%)	43.0%	48.6%	49.4%	49.5%
Female (%)	57.0%	51.4%	50.6%	50.5%

Source: 2013-2017 American Community Survey 5-Year Estimates (DP05).

Disability

The King City Plus area has a higher percentage of people living with a disability than Tigard Plus, Washington County, or the state of Oregon. The most common type of disability in this area is difficulty with walking (ambulatory difficulty). The area of Tigard Plus has a lower percentage of people with a disability than the state of Oregon on average, and a similar percentage to the rest of Washington County as a whole.

Per state standards, all public events will be held in ADA-accessible locations.

Table 5. Disability Characteristics

	King City Plus	Tigard Plus	Washington County	Oregon
Total population with a disability	17.2%	11.3%	10.2%	14.6%
With a hearing difficulty	6.1%	3.7%	2.9%	4.7%
With a vision difficulty	3.6%	2.1%	1.7%	2.5%
With a cognitive difficulty	5.9%	4.3%	4.6%	6.2%
With an ambulatory difficulty	10.3%	5.5%	4.9%	7.5%
With a self-care difficulty	3.4%	1.8%	2.0%	2.8%
With an independent living difficulty	7.9%	4.1%	4.6%	6.1%

Source: 2013-2017 American Community Survey 5-Year Estimates (S1810).

Limited English Proficiency

Limited English proficiency looks at the number of people who speak a language other than English and who also speak English less than “very well.” Both the King City Plus and Tigard Plus areas have percentages of people who speak only English that are similar to the state of Oregon. Washington County has a lower percentage of people who speak only English. Both areas also have lower percentages of people with limited English proficiency than Washington County, with 3.1 percent for the King City Plus area and 6.7 percent for the Tigard Plus area compared to 9.1 percent in Washington County.

Of the languages spoken by people with limited English proficiency, Spanish is spoken the most in the King City Plus area, while in Tigard Plus, Spanish and Asian and Pacific Islander languages are equally common. Both Tigard Plus and King City Plus have a much higher number of languages classified as “other” by the American Community Survey than either Washington County or Oregon.

Table 6. Limited English Proficiency

Percentage of population who speak a language other than English and who speak English less than "very well"

	King City Plus	Tigard Plus	Washington County	Oregon
Population aged 5 years and over	10,717	75,096	535,299	3,793,273
English only	85.5%	81.0%	75.7%	84.8%
Speaks a language other than English, speaks English less than “very well”	3.1%	6.7%	9.1%	5.9%
<i>Breakdown of those that speak a language other than English (3.1%)</i>				
<i>Spanish</i>	54.2%	35.9%	5.1%	3.6%
<i>Other Indo-European languages</i>	18.3%	13.9%	0.7%	1.1%
<i>Asian and Pacific Islander languages</i>	13.2%	37.0%	2.6%	1.4%
<i>Other languages</i>	14.4%	13.1%	0.4%	0.2%

Source: 2013-2017 American Community Survey 5-Year Estimates (DP02)

Income & Poverty Status

Overall, the population of King City Plus includes slightly more people that are experiencing poverty than in the other comparative areas. The median household income of the Tigard Plus area is higher than the King City Plus area and the median income of Oregon as a whole, but less than the median income of Washington County. The Tigard Plus area also has a significantly lower proportion of people who have lived in poverty in the past 12 months than the state of Oregon. The percentage of people living at or below the poverty level in the King City Plus area is slightly higher than Washington County as a whole.

	King City Plus	Tigard Plus	Washington County	Oregon
Total households	5,289	31,535	212,778	1,571,631
Less than \$10,000	5.8%	3.8%	3.8%	6.5%
\$10,000-\$14,999	5.9%	2.8%	3.0%	4.8%
\$15,000-\$24,999	8.5%	6.7%	7.2%	10.0%
\$25,000-\$34,999	10.8%	9.6%	7.9%	10.0%
\$35,000-\$49,999	13.0%	10.6%	11.4%	13.5%
\$50,000-\$74,999	21.7%	15.9%	17.5%	18.5%
\$75,000-\$99,000	10.7%	13.1%	14.6%	12.9%
\$100,000-\$149,000	13.0%	18.2%	18.4%	13.8%
\$150,000-\$199,999	3.4%	9.6%	8.5%	5.0%
\$200,000 or more	7.2%	8.9%	7.8%	5.0%
Median household income	\$58,427	\$70,120	\$74,033	\$56,119
Mean household income	\$77,316	\$104,441	\$93,043	\$75,851
Percentage of people whose income in the past 12 months is below the poverty level	11.8%	8.2%	10.3%	14.9%

Source: 2013-2017 American Community Survey 5-Year Estimates (DP03).

Key Considerations for this Project

The above data shows that King City has a different demographic makeup than the surrounding Tigard and Washington County areas. Overall, residents in the surrounding area are younger, more racially diverse, and have higher incomes. This is significant because this project will need to consider both the current and future transportation needs of the area. With more people moving to the Portland Metropolitan Area and its surrounding cities, King City will need to plan for different modes of transportation that serve a wider variety of needs and destinations.

PUBLIC INVOLVEMENT PURPOSE AND GOALS

The purpose of the public involvement program is to share information and gather input on the needs, issues and options of potentially affected interests living near and served by the project area, as well as other stakeholders and interested parties.

The project's public involvement and communication goals are to:

- Communicate complete, accurate, understandable and timely information to the public throughout the project.
- Specifically engage the public to help identify near- and long-term multimodal transportation needs and desires.
- Collaborate with interagency partners; support the city in working with the Planning Commission, City Council and Technical Advisory Team (TAC).
- Comply with Civil Rights Act of 1964 Title VI requirements.
- 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.

KEY MESSAGES

Throughout the project, we'll use these key messages in public communications. We'll update them as needed to reflect the project's progress.

- Help us plan for King City's growing transportation needs – for now and the future.
 - The city and surrounding areas will keep growing, so we need your help in creating a transportation plan to address our community's needs today and 20 years from now.
 - This is our *first* formal transportation plan. Your input can truly set the tone for years to come.
 - The project will take 18 months — but it's time well spent, because it will serve a generation.
- This project is for *all* of King City and nearby — not just developing the western expansion area, but also serving our commercial core and underdeveloped areas, and planning “complete streets” everywhere in town.
- We'll look especially closely at the roads people use most, including SW Beef Bend Road, SW Roy Rogers Road, and Pacific Highway West (99W). We'll assess how to make their key intersections safer, more reliable and less congested.
- We'll plan for *all* the ways people get around in King City and neighboring parts of Washington County, whether you drive, bike, walk, roll, take the bus or use a golf-cart.
- We're committed to reaching out to people of all incomes and backgrounds, including those who use assistance to get around or who speak other languages.
- The plan will have a *whole framework* for building a safe, well connected system: policies, standards, network maps, a capital projects list and more.
- Instead of working separately, we'll mesh this project with the King City Beef Bend South Master Plan project. That will help build one consistent vision for a healthy, thriving community.

CONCURRENT EFFORTS AND COORDINATION

There are other regionally significant planning projects that have overlapping goals and activities occurring concurrently with this project. It is important to be aware of these efforts to ensure that outreach and messaging are consistent and, when possible, coordinate outreach activities to reduce public confusion and redundancies. These projects include:

- **King City Master Plan** – The Master Plan activity overlaps with the same project area and will consider the outcomes of the TSP process. While this project has not yet started, it will overlap with the TSP schedule.

- **Tigard River Terrace Project** – Part of the focus for this URA planning effort will include SW Beef Bend Road. It will be important to know how this plan may place additional demands on this corridor and how transportation system elements should be coordinated.
- **Washington County Urban Reserve Transportation Study (URTS) Project** -This study will consider possible amendments to the County's TSP and will include key projects such as the Tile Flat Road extension to Beef Bend Road.

AUDIENCES

The public involvement process will seek to inform and engage the following types of affected and interested people and organizations in the project area:

- King City and expansion area residents
- King City elected officials
- Nearby Washington County residents
- King City TSP Technical Advisory Committee
- Agency partners working on related plans or projects
- Area businesses and business organizations
- Bike and pedestrian interests
- Transit interests, including current or potential passenger transit
- Culturally specific community-based organizations serving residents of the project area
- Freight interests
- Environmental interests
- Accessibility groups
- Senior services
- Tourism and recreation interests
- Tigard-Tualatin School District
- Housing and community development interests
- Emergency services providers
- Local event organizers
- Recreational interests and recreational users
- King City Public Golf Course
- Houses of worship, including those that provide service in multiple languages

PROJECT TEAM MEMBER ROLES AND RESPONSIBILITIES FOR PUBLIC INVOLVEMENT

ODOT

- **Talia Jacobson, Region 1, Project Contract and Funding Administrator** – Talia provides project oversight to ensure that the project meets state requirements and objectives of reaching affected community members and organizations within the project area and surrounding areas.

King City

- **Mike Weston, City Manager** – Mike serves on the Project Management Team (PMT) and will provide strategy for and review of all public engagement activities and deliverables to ensure they meet City goals and align with other City planning projects.

DKS

- **Carl Springer, Consultant Project Manager** – Carl is leading the consultant team, providing oversight on the TSP and strategy and development and leading presentations with the public as needed.
- **Kevin Chewuk, Deputy Project Manager** – Kevin supports Carl in the coordination and development of the TSP and Land Use Refinement Plan.

JLA Public Involvement

- **Jessica Pickul, Public Involvement Lead** – Jessica will oversee the public involvement plan and engagement activities, including leading the in-person and online project open houses and managing public comments.
- **Jaye Cromwell, Public Involvement Coordinator** – Jaye will manage the day-to-day coordination of public engagement activities for the project.

TECHNICAL ADVISORY COMMITTEE

This project will include a Technical Advisory Committee (TAC). The TAC will be comprised of City, County and other agency partners and will provide input on transportation opportunities and prioritization of those opportunities. They will also review project deliverables and provide feedback. This project will also seek to engage the community and community groups through public events, focus groups community meetings and through online engagement. Community feedback will be presented to and considered by the TAC throughout the process.

ENGAGEMENT DURING THE COVID-19 CRISIS

COVID-19 has rapidly changed the way many community members in Washington County work, live, and interact with each other. **Washington County**, ODOT and the Consultant team understand that while project progress needs to continue, community safety is the top priority.

Gathering community input is central to the development of a **refinement plan** that is created and supported by the broad community. The current project scope outlines several engagement opportunities that require in-person public engagement which may need to be adjusted to enable community members to participate safely, yet meaningfully. Current state and federal guidelines prevent such a gathering for the foreseeable future.

The below table outlines engagement strategies that were scoped and alternative engagement ideas for the Project Management Team to consider as the project advances during the COVID pandemic.

PUBLIC INVOLVEMENT STRATEGIES AND SCHEDULE

Tool/Activity	Description	Lead	Anticipated Schedule
Public Involvement Communications Plan (PICP)	The PICP outlines public involvement goals, activities and key messages for the project. The PICP will also include a demographic analysis of the project area.	JLA	April 2020
Project Website	Consultant will develop, host and maintain Project Website suitable for hosting on the City website after project completion.	JLA	April 2020
Factsheet	The factsheet will include a description of the project purpose, its goals, the timeline, the website, and ways people can provide input.	JLA	April 2020
Overview Video	A project overview video will provide an engaging introduction to the project and will be used on the website and social media.	JLA	Early Summer 2020

Tool/Activity	Description	Lead	Anticipated Schedule
<p>Community Events</p> <p>Targeted Outreach to EJ and Title VI Communities</p>	<p>Consultant will plan and develop tabling and canvassing materials for, and lead public and stakeholder involvement at, up to eight (8) existing community events as outlined in the Public and Stakeholder Involvement Plan.</p> <p>Outreach materials will be translated into Spanish (based on demographics data).</p> <p>COVID-19 Considerations:</p> <p><i>Gathering feedback:</i></p> <p>Several of these meetings could become online community meetings with social clubs and churches that are meeting online. The project team can coordinate with group organizers to host a video call with their members to hold a brief presentation and gather early feedback.</p> <p>Paper packets of the materials could be created to provide the same information as the online event for those who an online event is not accessible. These packets could be advertised and made available for pick up at critical locations like grocery stores.</p> <p><i>Build awareness:</i></p> <p>For those who are exercising outside, we could include signage throughout the City about the project and encourage feedback through the online event.</p> <p>The project could place a large advertisement in the Regal Courier to build awareness and include a challenge to the public to provide feedback for a prize.</p>	<p>JLA</p>	<p>Up to 3 in the Spring/ Summer 2020; Other meetings to be scheduled as opportunities arise</p>

Tool/Activity	Description	Lead	Anticipated Schedule
In-Person and Online Outreach	<p>Consultant will provide up to one (1) In-Person and two (2) interactive online engagement opportunities over the course of the Project.</p> <p>Covid-19 Considerations: These events may need to resemble more robust online events that include short video presentations, partnered with interactive activities to gather feedback.</p>	JLA	At project milestones (TBD)
Contact and Comment Log	Consultant will develop and maintain a log of public and stakeholder contacts, involvement activities, participation, and major themes of input received.	JLA	February 2020; ongoing updates
Public Involvement Summary Report	Consultant will prepare a Public Involvement Summary Report summarizing outreach activities, input received, and how the input was used and responded to.	JLA	Summer 2021

COMMUNITY EVENTS

There are many community events throughout the year that the project team will consider for public outreach activities:

- Fourth of July Walk and Roll Festival
- Events at the Tualatin National Wildlife Center (including Drop In Exploration Days and Puddle Stompers)
- Downtown Tigard Street Fair & Latino Festival
- Events at Deer Creek Elementary School (including the Walk-a-thon and Carnival events)

The following organizations have many events year-round that the project could present or participate at:

- King City Civic Center Clubhouse
- King City Lions Club (including the flea market events)
- King City Dance Club
- King City Shuffleboard Club
- King City Travel Club

There are also several opportunities for the project team to hold Spanish-led focus groups or discussions. The following is an initial list of opportunities:

- ESL classes at St. Anthony Catholic Church, Tigard Senior Center and Tigard United Methodist Church
- Events hosted by Tigard Covenant Church

Note: This list will continue to grow as the Project Team conducts further outreach with stakeholders.

MEASUREMENTS 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.

At key milestones, the project team will assess how well the program is meeting the public involvement goals listed in this plan. While evaluation of these goals is necessarily subjective, the team will also consider the following more measurable objectives as the team assesses program effectiveness:

- Number of participants attending meetings or events.
- 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).
- Whether the comments are relevant to the project (indicates project understanding).
- How project decisions have been modified as a result of public input.