

TECHNICAL MEMORANDUM #2

June 30, 2026

Project# 32728

To: Gary Stockhoff, PE; Maya O'Neal

From: Amy Griffiths, PE; Nick Meltzer, PE; Susan Wright, PE; Andrew Mancini

RE: Benton Area Transit Rural Shuttle Service Feasibility Study

Subject: Public Involvement and Communications Table

Public Involvement and Communications Plan

This document outlines public engagement, outreach, and communication approaches for the Benton Area Transit Rural Shuttle Service Feasibility Study. As the shuttle aims to address the barriers to mobility and improve access to essential services, the project team is dedicated to embedding equity across all project phases by:

- Engaging historically underserved community members (considering health and ability, households and families, race and ancestry, and socioeconomics).
- Understanding how transportation safety impacts members of the community differently – including unique impacts to different populations. And, seeking input on the types of solutions that would provide meaningful results for historically underserved populations.
- Providing timely project information and engagement opportunities that are accessible, approachable, and inclusive and communicating how input and feedback shape outcomes throughout the Rural Shuttle Service Feasibility Study.

Table 1 outlines the public involvement activities, including their target audiences, topics covered, intended feedback, and the respective responsibilities of the County and the Consultant Team. Figure 1 illustrates the public involvement timeline, showing the sequencing of activities as it relates to the project schedule.

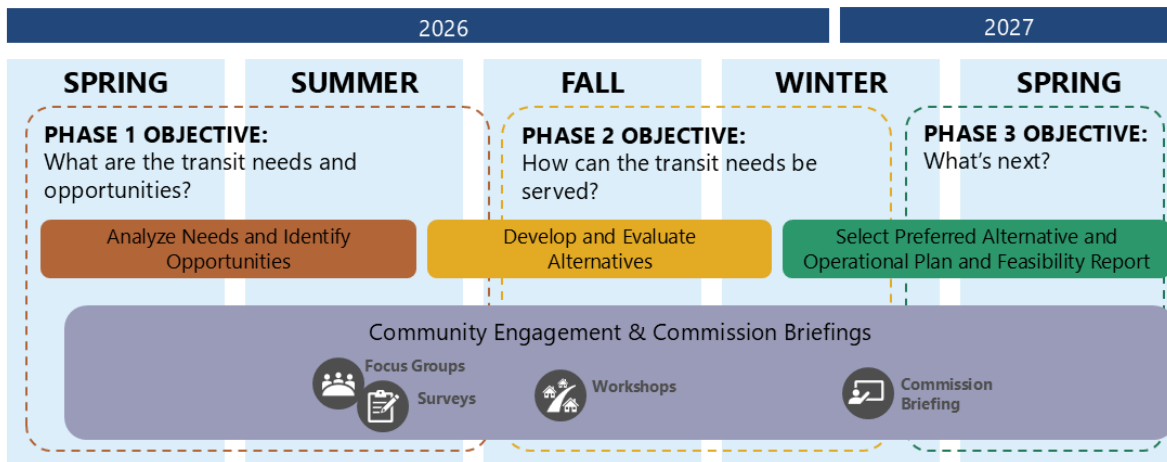
Community Demographics

Demographic information helps identify priority populations and tailor outreach methods to reach the full spectrum of Benton County residents and property owners. Key takeaways are included below.

- Underserved populations are typically clustered within the more urban areas of the county, including North Albany, Adair Village, Corvallis, Philomath, and smaller communities such as Alsea and Monroe.
- Eighteen percent of residents Benton County live below the poverty level, which is significantly higher than the statewide percentage (12%)¹. This underscores the need for improved transit access in Benton County.
- Eighteen percent of the population is over 65. While this is slightly lower than the statewide average (19%), these populations need more accessible engagement options.
- Four percent of the Benton County population speaks English less than "very well." The most common languages spoken for these groups are Spanish and Chinese.

Additional details on community demographics are included in Technical Memorandum #1: Plans Review and Data Analysis.

Figure 1. Public Involvement Schedule



¹U.S. Census Bureau American Community Survey (ACS) 2024, 5-year estimate

Table 1. Public Involvement Table

Activity	Description	Target Groups	Covered Topics	Target Feedback	Consultant Responsibilities	County Staff Responsibilities
Project Website	A project website will be maintained over the course of the project to include a project overview and timeline, important contacts, schedules for public events, opportunities for public engagement, updates on the project’s status, and the ability to view or download documents.	– General public	– Project overview and schedule – Project documentation (final memoranda and summary report) – Information on the public workshops and surveys	– Feedback submitted through online forms or linked surveys – Questions submitted via project contact information	– None	– Host and maintain website
Social Media	Content for social media platforms, such as Facebook and Twitter accounts can be used to increase project awareness and provide advertisements for community input.	– General public	– Announcements and reminders for engagement opportunities (workshops and surveys)	– None	– Provide factsheet and brief text for County to post	– Develop social media posts and post them to the County’s social media accounts
E-Blasts	A database of e-mail addresses of people who express interest in the planning process will be maintained.	– General public (opt-in)	– Advertisements for engagement opportunities – Project updates when final documents are added to the project website	– None	– None	– Maintain distribution list – Develop email content and share emails over the project timeframe
Survey	An online survey will be conducted to ask the public about their thoughts on needs and opportunities for a shuttle. These will be held in conjunction with the focus groups. <i>These surveys will be translated into Spanish and Chinese as these are the two most common languages spoken for people who have limited English speaking capabilities.</i>	– General public	– Transit needs and barriers – Shuttle opportunities	– Gather feedback from the general public on travel needs, service preferences, barriers to use, and safety concerns.	– Consultant to draft survey, translate survey to Spanish and Chinese, and build English, Spanish, and Chinese survey on SurveyMonkey – Consultant to summarize findings	– County to review and provide one consolidated set of comments on the draft survey – County to advertise survey
Focus Groups	Focus groups will be conducted to gather focused feedback from key stakeholders on transit needs and opportunities. These will be held in conjunction with the survey. <i>Based on the distribution of underserved populations and the absence of existing fixed-route transit service within these areas, it is recommended that focus groups be held at the Alsea Public Library and the Monroe Community Library.</i>	– Underserved and disadvantaged populations (elderly, people with limited English proficiency) – Existing riders	– Transit needs and barriers – Shuttle opportunities	– Gather feedback from key stakeholders and underserved populations on equity considerations, operational challenges, and opportunities to improve access for vulnerable populations.	– Consultant to bring Spanish translator to up to one focus group – Consultant to facilitate focus groups – Consultant to tailor survey questions to focus-group format – Consultant to summarize findings	– County to identify in-person location(s) for focus groups – County to schedule focus groups (both groups to be scheduled on one day) – County to identify attendees and invite attendees to focus groups
Workshops	Workshops will be conducted to gather feedback from community members and stakeholders on preliminary service alternatives. <i>Based on the distribution of underserved populations and the absence of existing fixed-route transit service within these areas, it is recommended that workshops groups be held at the Alsea Public Library and the Monroe Community Library.</i>	– Underserved and disadvantaged populations (elderly, people with limited English proficiency) – Existing riders – General public	– Preliminary service alternatives – Trade-offs between service alternatives	– Gather feedback on the draft alternatives and their tradeoffs. The workshops are intended to support shared understanding, alignment, and buy-in around potential solutions.	– Consultant to develop boards and print materials – Consultant to develop survey and print copies for workshop attendees to fill out – Consultant to summarize findings	– County to identify in-person location(s) for workshops – County to schedule workshops (both workshops to be scheduled on one day) – County to advertise workshops
County Board of Commissioners Engagement	The Benton County Board of Commissioners will ask questions about the final plan and provide direction for development of the implementation plan. Gather feedback from the board of commissioners on the draft feasibility report to support development of operational plan with actionable implementation steps and comprehensive feasibility report	– County Board of Commissioners	– Draft feasibility report	– Feedback on alternatives and recommendations – Project direction on the preferred transit solution(s)	– Develop agenda and presentation – Present	– Review consultant materials – Develop staff report – Additional updates to County Board of Commissioners throughout the project