



Technical Memorandum

Date: January 10, 2025

Kittelson Project No: 30431

To: Project Management Team

From: Matt Kittelson, PE, Miranda Barrus, PE, and Eza Gaigalas

Subject: Final Engagement Strategy

Introduction

This Engagement Strategy presents a project framework and community engagement guide for the Deschutes County Transportation Safety Action Plan (TSAP) Update that:

- Describes the TSAP study area;
- Identifies roles and responsibilities for the various groups of the project team and includes accompanying rosters;
- Summarizes project deliverables and meetings;
- Establishes a schedule to maintain engagement throughout the plan's update; and,
- Outlines community engagement efforts, including the goals of each round of outreach, and identifies underserved populations in Deschutes County to reach during engagement.

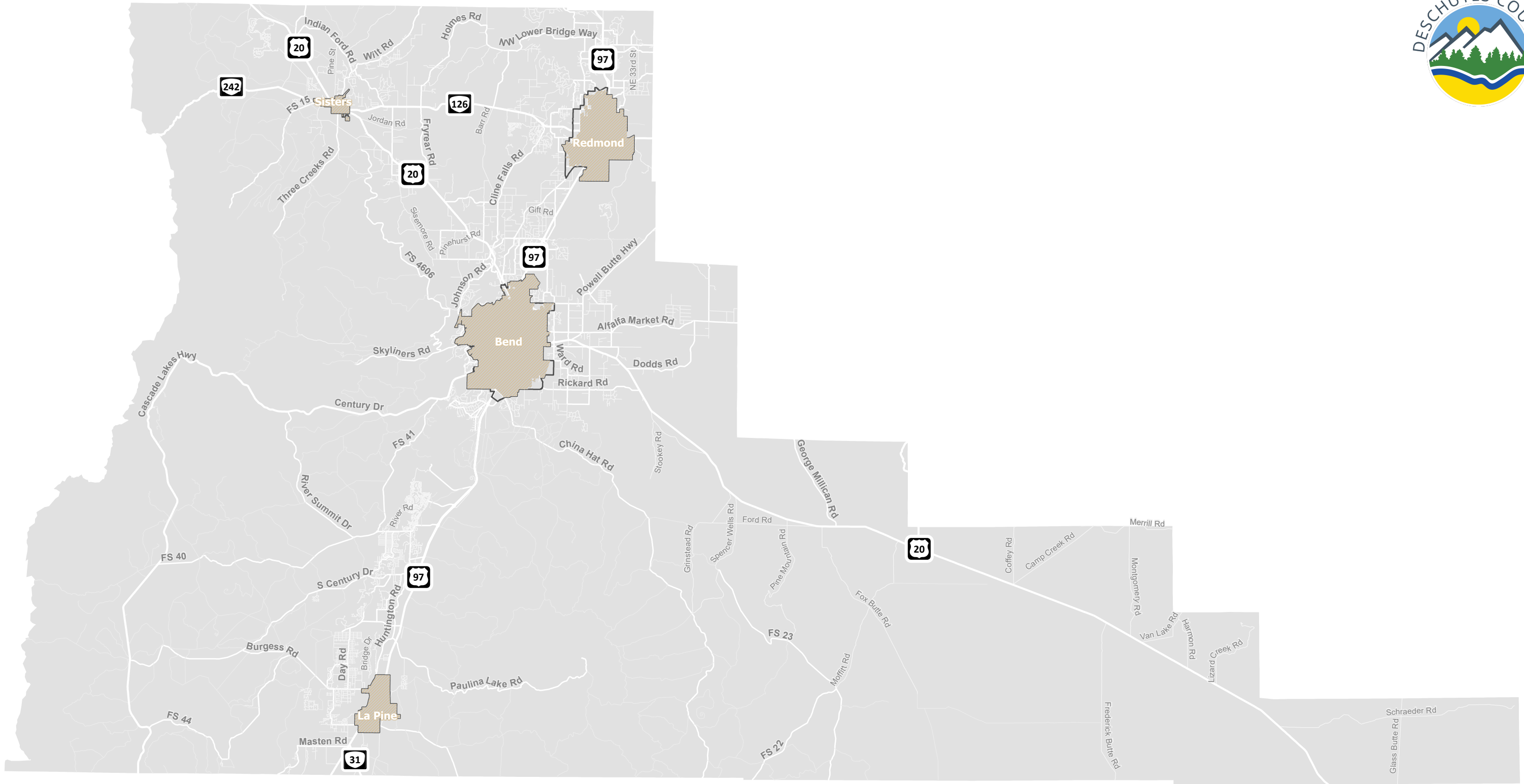
This memorandum sets the framework for collecting diverse input and insights from across the community that will help in updating the safety goal, policies, and recommended multidisciplinary actions in the Deschutes County's TSAP.

TSAP Study Area

Deschutes County is located in Central Oregon, south of Jefferson County and west of Crook County. The county is known for its rapid population growth, outdoor recreation, and a mix of urban and rural characteristics. The county includes four incorporated cities—Bend, La Pine, Redmond, and Sisters. However, the study area for the TSAP Update focuses on all unincorporated areas outside of these cities, capturing the county's more rural and less developed regions. The TSAP study area is illustrated in Figure 1.



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-  City Limits (Excluded from Study)
-  Urban Growth Boundaries



Figure 1

Two major state highways located in the study area include US 97, a key north-south route through Central Oregon linking California and Washington, and US 20, an important east-west connector between the Willamette Valley and Eastern Oregon. These highways are vital for both local and regional travel. Other state highways include OR 126, OR 242, Cascade Lakes Highway, and short stretches of OR 31, and OR 370. Intersections with state highways will be evaluated as part of the TSAP crash concentration analysis.

Project Team Roles & Responsibilities

Defining the roles and responsibilities of the project team and participants aids in maintaining the project schedule and achieving an updated Draft TSAP by early Fall 2025. As the consultant team develops technical memoranda and reports, the Project Management Team (PMT) and Safety Working Group (SWG) will participate in document review and meetings and provide feedback on findings and recommendations. The following sections identify project team members and their responsibilities to set expectations for the TSAP update process.

Project Management Team

Name	Role	Phone Number	Email
Cody Smith Deschutes County County Engineer	County Project Manager County Engineer & Assistant Road Department Director	(541) 322-7113	cody.smith@deschutes.org
Blaine Wruck Deschutes County Senior Engineer	Senior Transportation Engineer	(541) 322-7130	blaine.wruck@deschutes.org
Chris Doty Deschutes County Director	Road Department Director	(541) 322-7105	chris.doty@deschutes.org

The responsibilities of the PMT include:

- Providing initial review of draft project materials
- Attending PMT and SWG meetings
- Consolidating comments from the PMT and SWG and other County staff
- Supporting community engagement activities
- Scheduling and attending County Board of Commissioners adoption hearing

Safety Working Group

Name	Affiliation	Email
William Bailey Captain	Deschutes County Sheriff's Office	william.bailey@deschutes.org
Brandon Smithers Lieutenant	Oregon State Police	Brandon.Smithers@osp.oregon.gov
Kathleen Meehan-Coop DeschutesSafe Director	Deschutes County District Attorney's Office	Kathleen.meehancoop@dcda.us
Mary Overman Management Analyst	Deschutes County District Attorney's Office	Mary.overman@dcda.us
Chris Weiler Operations Officer	Deschutes County Health Services	Christopher.Weiler@deschutes.org
Tanya Saltzman Senior Planner	Deschutes County Bicycle/Ped Advisory Committee	tanya.saltzman@deschutes.org
Tarik Rawlings Senior Transportation Planner	Deschutes County Community Development	tarik.rawlings@deschutes.org
Tyler Deke Manager	Bend Metropolitan Planning Organization	tdeke@bendoregon.gov
David Amiton Region 4 Planning Manager	Oregon Department of Transportation	david.amiton@odot.oregon.gov
Todd Riley Fire Chief	Bend Fire (DC Rural Fire Protection District #2)	triley@bendoregon.gov
Ryan Herrera Fire Chief	Redmond Fire	ryan.herrera@rdmfire.org
Erick Holsey Fire Chief	La Pine Fire	chiefholsey@lapinefire.org
Thad Olsen Fire Chief	Cloverdale Fire	tolsen@cloverdalefire.com
Tony Prior Fire Chief	Sisters/Camp Sherman Fire	tprior@sistersfire.com
Chad LaVallee Fire Chief	Alfalfa Fire	clavallee@afdists.org

Name	Affiliation	Email
Bill Boos Fire Chief	Sunriver Fire	bboos@sunriverfire.org
Megan Tuck Program Coordinator	Central Oregon Intergovernmental Council	mtuck@coic.org

The responsibilities of the SWG include:

- Reviewing draft memoranda and reports prior to SWG meetings
- Attending SWG meetings and providing comments
- Providing additional written comments to the County by one week following each SWG meeting
- Supporting community engagement activities (optional but highly encouraged)
- Supporting TSAP implementation and monitoring

Consultant Team

Name	Role	Phone Number	Email
Matt Kittelson Associate Engineer	Consultant Project Manager	(541) 639-8614	mkittelson@kittelson.com
Miranda Barrus Senior Engineer	Deputy Project Manager	(541) 639-8612	mbarrus@kittelson.com
Joel McCarroll Senior Transportation Engineer	Consultant Project Principal	(541) 350-8800	joel.mccarroll@dksassociates.com

The responsibilities of the consultant team include:

- Leading technical analyses & consulting with County on outcomes
- Providing draft project materials to the PMT and SWG with adequate time for review
- Scheduling, providing an agenda, and facilitating PMT and SWG meetings
- Arranging and providing advertising information for community engagement activities
- Providing draft and final memoranda and reports that incorporate SWG comments and community engagement input
- Providing presentation materials for and attending County Board of Commissioners adoption hearing

Project Deliverables & Meetings

The project team will convey technical analyses for the TSAP update through technical memoranda at key points in the project. The initial technical memoranda create a foundation for the TSAP update as they review existing safety plans and policies and requirements and guidance from the Federal Highway Administration (FHWA) related to the Safe Streets and Roads for All (SS4A) program and the Safe System Approach; update the TSAP's safety goal and policies; evaluate the performance of safety countermeasures implemented since 2019; and assess current multimodal roadway safety performance. The findings from these initial documents create a baseline from which to improve and identify the most important crash patterns and trends in unincorporated Deschutes County based on the most recent reported crash data. The project team will prepare these technical memoranda in coordination with the PMT and SWG meetings and community engagement activities. These interactions help guide the TSAP update, build consensus, and support adoption by the Deschutes County Board of Commissioners.

The general order of project activities is summarized below.

- Engagement Strategy [**this document**]
 - Project Website Content
- Tech Memo #1: Existing Conditions / School Safety Audits Memo
 - School Safety Audits
 - SWG Meeting #1
 - Community Engagement Phase 1 [**details provided in next section**]

- Tech Memo #2: Strategies
 - Conceptual Improvement Exhibits for Site-Specific Applications at Priority Locations
 - SWG Meeting #2
 - Community Engagement Phase 2 **[details provided in next section]**
- Draft TSAP Update
- Adoption Draft TSAP Update

Table 1 summarizes a proposed meeting schedule for this project including meeting dates and times, topics for discussion, and anticipated attendees. The meeting locations and times are subject to change based on location and participant availability.

Table 1. Deschutes County TSAP Meeting Schedule

Meeting	Date & Location	Topics	Participants
SWG Meeting #1	<ul style="list-style-type: none"> • March 18, 2025 • 2:00-3:30PM • Location TBD (Bend) 	<ul style="list-style-type: none"> • Project Goals / Schedule • SWG Roles • Existing Conditions (TM #1) / SWG Concerns • School Safety Audits • Possible Improvements • Community Engagement 	<ul style="list-style-type: none"> • PMT • SWG • Consultant Team
Community Engagement Phase 1	<ul style="list-style-type: none"> • March 17-31, 2025 • Virtual 	<ul style="list-style-type: none"> • Existing Conditions (TM #1) / Community Concerns • School Safety Audits • Possible Improvements 	<ul style="list-style-type: none"> • PMT • Consultant Team • Community
SWG Meeting #2	<ul style="list-style-type: none"> • July 22, 2025 • 2:00-3:30PM • Location TBD (Bend) 	<ul style="list-style-type: none"> • Draft Strategies (TM #2) / SWG Input • Community Engagement 	<ul style="list-style-type: none"> • PMT • SWG • Consultant Team
Community Engagement Phase 2	<ul style="list-style-type: none"> • July 21-August 4, 2024 • Virtual 	<ul style="list-style-type: none"> • Draft Strategies (TM #2) • Community Input 	<ul style="list-style-type: none"> • PMT • Consultant Team • Community
Adoption Hearing	<ul style="list-style-type: none"> • September 29, 2025 • TBD 	<ul style="list-style-type: none"> • Draft TSAP Update 	<ul style="list-style-type: none"> • PMT • Consultant Team

Community Engagement

Community engagement is a critical component to updating the Deschutes County TSAP and of the SS4A Grant Program. It should cover all corners of unincorporated Deschutes County, including difficult-to-reach communities and underrepresented population groups. This section

presents information on the county’s demographics to help understand where these communities and groups might be located and proposes various outreach methods to be sure that the Deschutes County TSAP is informed and backed by a diverse cross section of the region.

County Demographics

Key population demographics of unincorporated Deschutes County are summarized below, according to 2022 American Community Survey (ACS) 5-Year Estimate data:

- Population: 56,481 (estimated based on rural census tracts)
- People Younger than 18 Years of Age: 16.0%
- People Older than 65 Years of Age: 29.2%
- Race: White – 89.2%, Hispanic – 5.4%, American Indian/Alaska Native – 0.7%, and Other (Black/African American, Asian, Native Hawaiian/Other Pacific Islander, Other, and Two or More Races) – 4.8%
- Unemployed Persons (16 Years and Older): 3.7%
- Families Living in Poverty: 4.9%
- Transportation Mode other than a Personal Vehicle (Workers 16 Years and Older): 7.1%
Carpool, 1.3% Walk, 0.3% Ride Public Transportation, and 0.8% Bike

These types of demographics are important to consider through the TSAP update process so that identified safety countermeasures will have an equitable impact.

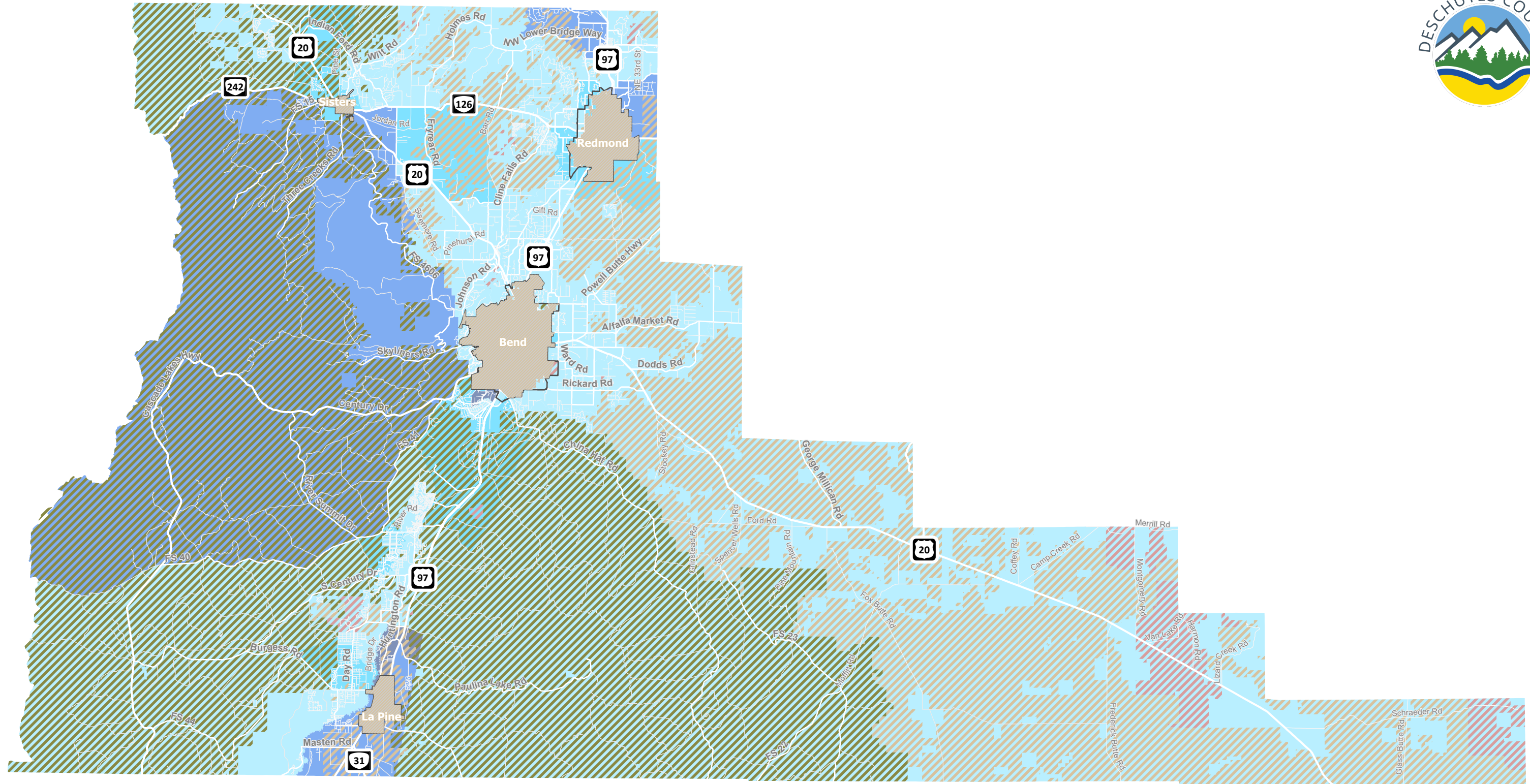
The Oregon Department of Transportation (ODOT) and US Department of Transportation (USDOT) have both developed various tools that aid in pinpointing concentrations of these populations, as well as many other factors related to disadvantaged people, which can help unincorporated Deschutes County engage its difficult-to-reach communities and underrepresented populations. These tools include ODOT’s Social Equity Index and USDOT’s Climate and Economic Justice Screening Tool (CEJST) and Equitable Transportation Community (ECT) Explorer. USDOT also expects that its tools will be referenced when agencies pursue SS4A implementation funding.

ODOT Social Equity Index

ODOT’s Social Equity Index identifies Oregonians that are likely experiencing disparities because of their age, ability, income, language, and race/ethnicity based on the most recently available ACS block group data. Disparities include resilience against disaster as well as access to health, transportation, education, housing, and wealth. Figure 2 illustrates ODOT’s Social Equity Index for Deschutes County.



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- Level of Disparity**
- Low Disparity
 - Low Medium Disparity
 - Medium High Disparity
 - High Disparity

- Land Management Agency**
- Bureau of Land Management
 - State Land
 - US Forest Service

- City Limits (Excluded from Study)
- Urban Growth Boundaries



Figure 2

The Social Equity Index of each block group reflects its densities of the following population characteristics:

- People Living 200% of Poverty or Below
- Persons of Color
- People with Limited English Proficiency
- People with a Disability
- People 64 Years or Older
- People 18 Years or Younger
- People without Access to a Vehicle

The Social Equity Index of each block group is categorized into Low Disparity (0.3-0.70), Low/Medium Disparity (0.70-0.94), Medium/High Disparity (0.94-1.22), and High Disparity (1.22-1.94). As shown in Figure 2, areas with some of the highest disparity in the county include the region west of Bend between Spring River Road and OR 242, as well as lands surrounding La Pine. It is important that the TSAP engages the people in these areas and incorporates their input regarding transportation safety.

USDOT CEJST and ECT Explorer

USDOT's CEJST identifies communities that are overburdened and/or underserved based on eight indicators: climate change, energy, health, housing, legacy pollution, transportation, water and wastewater, and workforce development. USDOT believes that these communities will benefit from programs included in the Justice40 Initiative, such as the SS4A Grant Program. According to USDOT's CEJST, the census tract in the southwest corner of unincorporated Deschutes County is considered disadvantaged because of climate change (projected wildfire risk and poverty), health (heart disease, low life expectancy, and poverty), housing (lack of indoor plumbing and poverty), and transportation (average of relative cost/time spent on transportation and poverty). The rest of unincorporated county is not considered disadvantaged.

USDOT's ETC Explorer is intended to complement the CEJST by providing deeper insight into its 'transportation' disadvantage component. It identifies the cumulative burden communities experience because of underinvestment in transportation related to five components: transportation insecurity, climate and disaster risk burden, environmental burden, health vulnerability, and social vulnerability. ETC Explorer allows Deschutes County to understand how it is experiencing burden that transportation investments can mitigate or reverse. According to USDOT's ETC Explorer, the southwestern county census tract in unincorporated Deschutes County is considered disadvantaged, similar to USDOT's CEJST, based on its health vulnerability and transportation insecurity. Further, the census tract surrounding Sunriver is also considered

disadvantaged based on its transportation insecurity. Health vulnerability and transportation insecurity consider the following characteristics:

- Health Vulnerability
 - Asthma
 - Cancer
 - High Blood Pressure
 - Diabetes
 - Poor Mental Health
- Transportation Insecurity
 - Transportation Access
 - Transportation Cost Burden
 - Traffic Safety

Like with the information contained in ODOT’s Social Equity Index, it is important that the TSAP engages the people in the areas described above to incorporate their input on transportation safety in unincorporated Deschutes County.

Outreach Methods

This section presents outreach methods proposed for connecting with communities in unincorporated Deschutes County throughout the TSAP update process to understand their concerns around transportation safety.

Community Engagement Phase 1 (Virtual)

Phase 1 of community engagement will be conducted virtually in March 2025 using an interactive website. The purpose of Phase 1 is to provide key information from the Existing Conditions analysis, collect input on community concerns, and identify possible locations and ideas for improvements. Given that lack of internet access may be a barrier in some areas of the county, a printer-friendly version of the interactive website will be made available to the County for distribution.

The Consultant team will be responsible for providing appropriate materials to the County to post to the project web page on its website, including a path to the interactive website. In addition, the Consultant team will provide advertising materials to the County to distribute, including:

- Flyer/project fact sheet
- Text/graphics suitable for social media
- Press release

It is anticipated that the event will be advertised using the following venues at the discretion of Deschutes County:

- County website and social media platforms
- Deschutes County Sheriff's Office social media platforms
- Press releases to local media outlets
- Public Service Announcements on local radio stations
- County network partners
- The Safety Working Group and its network partners

Community Engagement Phase 2 (Virtual)

Phase 2 of community engagement will be conducted virtually in July 2025 using an interactive website, like Phase 1. The purpose of Phase 2 is to re-orient people to the project's purpose and present and gather input on draft recommendations. Phase 2 will be coordinated, facilitated, and advertised similar to Phase 1.

Project Website

The project website is a public-facing site that will provide the community with the project's background and purpose, project documents such as technical memoranda, presentation materials, and the TSAP, announcements for public meeting events and links to online surveys, and opportunities to subscribe. The project website will be a web page hosted on the County's website.