Walk & Roll Springfield:

Active Transportation Plan

Community Engagement Plan

Approved by the Springfield Committee for Citizen Involvement

July 21, 2026

Introduction

This Community Engagement Plan will guide project communication and outreach activities for Walk & Roll Springfield: Active Transportation Plan. It outlines an approach to ensure a meaningful process that effectively communicates project information to a variety of audiences and creates genuine opportunities for community members and interested parties to provide input that shapes plan decisions.

This Community Engagement Plan lays a foundation for understanding who the project team will seek to engage and how by:

- Outlining project objectives, deliverables, and key questions the engagement process will help answer.
- Identifying outreach goals, key points for engagement, and the voices the project team will engage throughout the process.
- Describing the different approaches the project team will use to engage the community and outlining measures for evaluating the success of those approaches.

This Community Engagement Plan is intended to ensure meaningful community participation throughout the project. The Springfield Planning Commission, acting in its capacity as the Committee for Citizen Involvement, will approve this plan prior to the start of engagement activities. The Committee may suggest adjustments to the plan as needed to reflect changing project needs or community circumstances.

Background

Springfield's active transportation planning documents are significantly outdated and no longer reflect the current needs of the community, modern design standards, or the requirements of Oregon's Transportation Planning Rule. The 1998 Bicycle Plan, now more than 25 years old, includes completed projects but has not kept pace with how Springfield has grown and changed. Additionally, Springfield does not have a specific city pedestrian plan that meets the current Transportation Planning Rule requirements. The 2035 Transportation System Plan, adopted in 2014 and updated in 2020, identifies broad bicycling connections but lacks the detail needed to define preferred facility types or guide implementation.

Walk & Roll Springfield will replace the 1998 Bicycle Plan and will become the bicycle and pedestrian system elements of the City's Transportation System Plan. The plan will comply with current Oregon Transportation Planning Rule requirements for pedestrian and bicycle system planning, including:

- Oregon Administrative Rule 660-012-0500 through 0520 — Pedestrian System Planning, Requirements, and Projects
- Oregon Administrative Rule 660-012-0600 through 0630 — Bicycle System Planning, Requirements, Projects, and Parking

The project will also fulfill Oregon's Transportation System Planning Engagement requirements (Oregon Administrative Rule 660-012-0120) and place a specific emphasis on including underserved populations as defined by Oregon Administrative Rule 660-012-0125.

Walk & Roll Springfield will address critical gaps in Springfield's active transportation infrastructure network, with particular focus on:

- East-west connections, other than Main Street, between east Springfield, downtown, the University of Oregon, and Eugene.
- North-south connectivity throughout the active transportation network.
- Bicycle and pedestrian connections to major activity centers.
- Gaps in pedestrian and bicycle infrastructure within Climate-Friendly Areas, where active transportation is essential to supporting mixed-use density and reducing vehicle trips.
- Safety improvements at high-crash locations and along corridors with known barriers.

The project will build on recent planning efforts, including the 2023 Willamalane Park and Recreation Comprehensive Plan, the 2015 Central Lane Scenario Plan (updated 2025), the Springfield Americans with Disabilities Act Self-Evaluation and Transition Plan (updated 2024), and the Springfield Safe Routes to Schools Action Plans. It will be developed in coordination with regional partners including Lane Transit District, Lane Council of Governments, Lane County, Springfield School District, Willamalane Park and Recreation District, and Oregon Department of Transportation.

Project Overview

Project Phases

Walk & Roll Springfield will be completed in two phases of engagement. Phase 1 focuses on understanding and confirming existing conditions, gathering community input on any additional gaps, barriers, and needs, and identifying priorities. Phase 2 focuses on developing and refining recommendations and guiding the plan through adoption.

Overall Project Phasing and Estimated Timeline

The table below summarizes the focus areas and approximate timing for each phase:

Phase	Focus Areas	Approximate Timing
Phase 1: Understand	Project kickoff; existing conditions and network analysis; community survey and	August 2026 - January 2027

Phase	Focus Areas	Approximate Timing
	interactive map; pop-up events; outreach to underserved populations; Community Advisory Committee and Technical Advisory Committee kickoff meetings; Phase 1 engagement summary	
Phase 2: Shape & Adopt	Virtual open house (StoryMap); additional pop-up events; community walk or bike ride; continued community-driven outreach; Community Advisory Committee and Technical Advisory Committee meetings; Planning Commission and City Council briefings	January 2027 - July 2027
Adoption Proceedings	Public hearings; joint adoption hearing with Lane County Board of County Commissioners	August 2027 – Feb. 2028

The project is expected to be complete and adopted by March 2028. The Community Engagement Plan will be approved by the Committee for Citizen Involvement prior to the launch of Phase 1 engagement activities.

Phase 1: Understand

Purpose

Phase 1 is focused on understanding: (1) Springfield's existing active transportation conditions, infrastructure gaps, and safety challenges; and (2) the community's needs and priorities related to walking, biking, and rolling now and over the next 20 years. With the assistance of the project consultant team, the City will develop a series of technical memoranda (tech memos) that document existing conditions, establish goals and performance measures, analyze gaps and deficiencies, and lay the groundwork for project recommendations.

Phase 1 Objectives

- Document and analyze the existing pedestrian and bicycle networks throughout the Springfield Urban Growth Boundary (Study Area).
- Summarize existing adopted plans that guide active transportation planning in Springfield, including the 2035 Transportation System Plan, 1998 Bicycle Plan, 2023 Willamalane Comprehensive Plan, neighborhood refinement plans, and the Springfield Americans with Disabilities Act Self-Evaluation and Transition Plan (updated 2024).
- Assess pedestrian and bicycle levels of traffic stress, collision history, and safety risk factors.
- Engage the community to understand barriers, gaps, needs, and priorities for active transportation in Springfield.
- Develop a vision, goals, objectives, policies, and performance measures to guide the plan.
- Conduct a Title VI (Civil Rights Act of 1964) Assessment to identify the location of protected populations and inform equitable outreach strategies.

Phase 1 Key Questions

- Who is traveling in Springfield and what are their active transportation needs, including populations who are typically underrepresented in planning processes?
- Where are the gaps and barriers in the existing pedestrian and bicycle network?
- Where are the highest priority safety concerns for people walking, biking, and rolling?
- What do residents, workers, and visitors need from Springfield's active transportation system to get where they want to go?
- What are the community's priorities for active transportation investment over the next 20 years?

Phase 1 Deliverables

Deliverable	Description	Relationship to Community Engagement
Tech Memo #1: Current Plans Memorandum	A summary of existing adopted plans that guide active transportation in Springfield, and how Walk & Roll Springfield will interface with those plans.	• Technical Advisory Committee will discuss and review draft at meeting #1 • Community Advisory Committee will discuss final memo at meeting #1
Tech Memo #2: Existing Conditions and Network Analysis	Documentation and analysis of the existing pedestrian and bicycle network, including levels of traffic stress and safety analysis.	• Technical Advisory Committee will discuss and review draft at meeting #1 • Community Advisory Committee will discuss final memo at meeting #1 • Will be informed by Phase 1 engagement
Tech Memo #3: Active Transportation Goals, Objectives, Policies, and Performance Measures	A vision statement, goals, objectives, policies, and quantifiable performance measures to guide the plan over its 20-year horizon.	• Technical Advisory Committee will discuss and review draft at meeting #2 • Community Advisory Committee will discuss draft memo at meeting #2 • Will be informed by Phase 1 engagement • Phase 2 engagement will solicit feedback on this information
Tech Memo #5: Gaps and Deficiencies Analysis	Identification of missing links and barriers in the active transportation network, with particular attention to Climate Friendly Areas.	• Technical Advisory Committee will discuss and review draft at meeting #2 • Community Advisory Committee will discuss draft memo at meeting #2 • Will be informed by Phase 1 engagement • Phase 2 engagement will solicit feedback on this information

Phase 2: Shape & Adopt

Purpose

Phase 2 builds on the existing conditions analysis and community input gathered in Phase 1 to develop, refine, and adopt a prioritized set of active transportation projects and policies for Springfield. The project consultant team will develop additional technical memoranda that identify priority projects, cost estimates, funding strategies, and code amendments needed to implement the plan. Phase 2 concludes with adoption of the Walk & Roll Springfield: Active Transportation Plan by the Springfield City Council and Lane County Board of County Commissioners.

Phase 2 Objectives

- Develop a prioritized list of pedestrian and bicycle infrastructure projects that address identified gaps, improve safety, and serve the full diversity of Springfield's active transportation users.
- Identify wayfinding improvements to support a connected network of principal active transportation routes.
- Develop planning-level cost estimates and a funding and implementation strategy for recommended projects.
- Identify amendments needed to the Springfield Development Code, 2035 Transportation System Plan, Comprehensive Plan, and neighborhood refinement plans to adopt and implement Walk & Roll Springfield.
- Adopt Walk & Roll Springfield as the bicycle and pedestrian element of the City's Transportation System Plan.

Phase 2 Key Questions

- What infrastructure projects and improvements are most needed to address safety, connectivity, and equity gaps in Springfield's active transportation network?
- Which projects should be prioritized for near-term implementation, and how should long-term investments be sequenced?
- What funding sources are available to support plan implementation?
- What code and policy amendments are needed to adopt and implement the plan?
- Does the draft plan reflect the community's needs and priorities as expressed throughout the engagement process?

Phase 2 Deliverables

Deliverable	Description	Relationship to Community Engagement
Tech Memo #4: Slow Streets Network Development	Criteria and a mapped network of local streets suitable for 20 mph or slower posted speeds to create family-friendly active transportation routes.	• Technical Advisory Committee will discuss and review draft at meeting #3 • Community Advisory Committee will discuss draft memo at meeting #3 • Will be informed by Phase 1 engagement • Revisions will be informed by Phase 2 engagement
Tech Memo #6: Project Prioritization Methodology	A data-driven framework for organizing pedestrian and bicycle projects into high,	• Technical Advisory Committee will discuss and review draft at meeting #3

Deliverable	Description	Relationship to Community Engagement
	medium, and low priority tiers.	• Community Advisory Committee will discuss final memo at meeting #3 • Will be informed by Phase 1 engagement • Phase 2 engagement will solicit feedback on these prioritization factors
Tech Memo #7: Active Transportation Project Identification	Identified pedestrian and bicycle projects, including principal active transportation routes, local connections, slow streets, shared-use paths, and spot improvements.	• Technical Advisory Committee will discuss and review draft at meeting #4 • Community Advisory Committee will discuss draft memo at meeting #4 • Will be informed by information from Phase 1 engagement • Phase 2 engagement will solicit feedback on these projects
Tech Memo #8: Wayfinding Methodology and Implementation	Wayfinding recommendations and key destinations along principal active transportation routes, to be implemented at the time of capital construction.	• Technical Advisory Committee will discuss and review draft at meeting #4 • Community Advisory Committee will discuss draft memo at meeting #4 • Will be informed by information from Phase 1 engagement
Tech Memo #9: Project Cost Analysis	Planning-level cost estimates for all priority active transportation projects.	• Technical Advisory Committee will discuss and review draft at meeting #4 • Community Advisory Committee will discuss draft memo at meeting #4
Tech Memo #10: Draft Development Code and Comprehensive Plan Compliance	An assessment of conforming amendments needed to the Springfield Development Code, 2035 Transportation System Plan, Comprehensive Plan, and neighborhood refinement plans.	• Technical Advisory Committee will discuss and review draft at meeting #4 • Community Advisory Committee will discuss draft memo at meeting #4
Tech Memo #11: Funding and Implementation Strategy	A summary of funding opportunities and direction on how plan recommendations will be financed over the 20-year planning horizon.	• Technical Advisory Committee will discuss and review draft at meeting #5 • Community Advisory Committee will discuss draft memo at meeting #5
Walk & Roll Springfield: Active Transportation Plan	A comprehensive, visually accessible plan document incorporating all technical memoranda, an executive summary, project maps, and implementation guidance. The adopted plan will serve	• Technical Advisory Committee will discuss and review draft at meeting #5 • Community Advisory Committee will discuss draft at meeting #5

Deliverable	Description	Relationship to Community Engagement
	as the bicycle and pedestrian element of the 2035 Springfield Transportation System Plan.	• Public Hearing: joint adoption hearing with Springfield City Council and Lane County Board of County Commissioners

Engagement Strategy

The project team will strive for thoughtful engagement with Springfield's community members that is appropriately scaled to the project's timing, scope, and resource constraints. The team will identify meaningful opportunities for community input at each key decision point throughout the project and will remain flexible in using a variety of engagement approaches to best meet the needs of community members, interested parties, and underserved populations.

Outreach Goals

Accessible Communication: Communicate clear, accurate information in a way that is understandable to a broad audience. Write all community-facing materials at no higher than a 8th grade reading level using the Flesch-Kincaid Grade Level Formula. Ensure all materials and meetings are accessible to people with disabilities, and that selected materials are available in both English and Spanish.

Timely Updates: Provide updates at key project milestones that clearly identify opportunities to engage and what decisions are coming.

Set Clear Expectations: Be transparent about the project timeline, the decisions that community input will inform, how decisions made will be shared back with the community, and the aspects of the process that are determined by State planning rules versus local choice. Be clear about what is within the scope of the Walk & Roll Springfield: Active Transportation Plan and what is not.

Inclusion: Make a concerted effort to reach community members who may have difficulty participating in traditional community engagement settings, including those with disabilities, limited English proficiency, limited internet access, limited transportation options, childcare responsibilities, and employment constraints that limit their availability.

Equity: Include the voices of underserved populations—particularly those who face the greatest barriers to active transportation and who have historically been excluded from transportation planning processes—in ways that recognize and work to reduce historic and current inequities.

Respectful Process: Strive for an engagement process that respects different backgrounds and experiences, creates space for new ideas and critiques, and makes participating convenient and a worthwhile use of people's time.

Analyze Effectiveness: Evaluate the effectiveness of different engagement approaches at key project milestones (see Measures of Success) and adjust tactics as needed. Solicit feedback from partners and the community about the process, what worked well, and where the City can improve.

Accountability: Demonstrate accountability by systematically reporting back to community members and interested parties on what was heard, how input influenced plan decisions, and—where input did not directly change a decision—why. This reporting will be included in engagement summaries, shared at advisory committee meetings and public hearings, and published on the project webpage throughout the project.

Voices in the Process

People are the foundation of this process. A sound engagement process responds to the interests and experiences of those it is intended to serve. Walk & Roll Springfield will engage a diverse range of voices throughout the project:

Community

Active transportation touches everyone who lives, works, studies, or travels in Springfield. Members of the community have wide-ranging perspectives based on different experiences, varying levels of interest, and different relationships to walking, biking, and rolling. The project team will provide multiple accessible opportunities for the community to engage at key points throughout the project, through approaches that are easy to access and supported by clear, plain-language messaging.

Underserved Populations

Oregon's Transportation Planning Rules require that transportation planning processes pay specific attention to underserved populations at all levels of the project and its decision-making, due to historic and continuing marginalization (Oregon Administrative Rule 660-012-0125). Walk & Roll Springfield will make a deliberate effort to engage and include the lived experiences of underserved populations as defined by State rules, including:

- Black and African American people
- Indigenous people (including Tribes, American Indian/Alaska Native, and Hawaii Native)
- People of color (including but not limited to Hispanic, Latina/o/x, Asian, Arabic or North African, Middle Eastern, Pacific Islander, and mixed-race or mixed-ethnicity populations)
- Immigrants, including undocumented immigrants and refugees
- People with limited English proficiency
- People experiencing homelessness
- People with disabilities
- Low-income and low-wealth community members
- Low- and moderate-income renters and homeowners
- Single parents
- Lesbian, gay, bisexual, transgender, queer, intersex, asexual, or two-spirit (LGBTQIA2S+) community members
- Seniors
- Youth

The project team will also make a special effort to engage the following groups in developing a bicycle network that serves people of all ages and abilities (Oregon Administrative Rule 660-012-0610):

- School-age children
- People over 65 years of age
- Women
- People of color
- Low-income riders
- People with disabilities
- People moving goods, cargo, or other people
- People using shared mobility services

Community Service Organizations

In addition to seeking input from community members, the project team will engage with organizations and representatives who are most affected by active transportation gaps and barriers. These include community-based organizations, social service providers, and advocacy groups with ties to underserved populations. The team will use more in-depth engagement approaches—such as interviews, roundtables, and partner presentations—to gather qualitative insight into lived experiences of barriers, needs, and priorities.

Priority partner organizations include, but are not limited to, and in no particular order:

- City of Springfield Library
- Lane Transit District (LTD)
- Lane County Transportation Advisory Committee
- Lane Independent Living Alliance (LILA)
- Lane Youth Transportation Advisory Committee (LYTAC)
- Springfield School District #19 / Safe Routes to Schools (SRTS)
- Willamalane Park and Recreation District, including Two50 club
- Tribal Communities
- National Association for the Advancement of Colored People (NAACP) Eugene-Springfield
- Springfield Alliance for Equity and Respect (SAfER)
- AARP Oregon
- Twilight Operations
- Asian American Council of Oregon
- Affordable Housing providers
- St. Vincent de Paul
- Goodwill
- ARC of Lane County
- Springfield Chamber of Commerce
- Lane County Public Health
- Free Bikes 4 Kidz Eugene-Springfield
- Hilyard Adaptive Recreation Program
- Shift Community Cycles
- Better Eugene-Springfield Transportation (BEST)
- Border Boys Bike Club
- Plaza de Nuestra Comunidad
- Disciples of Dirt
- Dirt Maidens
- Greater Eugene Area Riders (GEARs)
- Cascadia Mobility
- University of Oregon Bike Program
- Rivers to Ridges
- Migrant Education Program
- TransPonder
- Travel Lane County
- Obsidians
- LCOG Senior & Disability Services
- Carry It Forward
- Catholic Community Services
- Mainstream Housing

Advisory Committees

Technical Advisory Committee: The Technical Advisory Committee provides expert technical guidance and agency coordination throughout the planning process. The Technical Advisory Committee will meet five times throughout the project and includes representatives from:

- Lane County Transportation Planning
- Willamalane Park and Recreation District
- Springfield School District
- Oregon Department of Transportation (ODOT)
- Springfield Police Department
- City of Eugene
- Lane Transit District (LTD)
- Lane Council of Governments (LCOG)
- Department of Land Conservation and Development (DLCD)
- Springfield Fire Department

Community Advisory Committee: The Springfield Bicycle and Pedestrian Advisory Committee will serve as the Community Advisory Committee for Walk & Roll Springfield. The Community Advisory Committee ensures the plan reflects how community members experience the active transportation system in real life, capturing a broad mix of perspectives and building community ownership of the plan. The Community Advisory Committee will meet five times throughout the project.

Appointed and Elected Officials

Springfield and Lane County Planning Commissions: The Springfield Planning Commission, acting in its capacity as the Committee for Citizen Involvement, will approve this Community Engagement Plan. The Planning Commission will also receive project briefings, hold work sessions, and conduct a joint public hearing with the Lane County Planning Commission to make recommendations on the draft Walk & Roll Springfield plan and related code amendments.

Springfield City Council: The Springfield City Council has oversight and final decision-making authority for the project. The project team will brief the City Council and seek guidance as needed throughout the project. The City Council will ultimately adopt the Walk & Roll Springfield: Active Transportation Plan.

Lane County Board of County Commissioners: The Lane County Board of County Commissioners must co-adopt the Walk & Roll Springfield plan through a joint public hearing with the Springfield City Council, as the project study area includes the full Springfield Urban Growth Boundary.

Engagement Approaches

The project team anticipates using a variety of engagement approaches to reach different community members throughout the project. When selecting which approaches to use at each stage, the project team will consider:

- What level of engagement is appropriate and needed at this point in the project?
- What is realistic given the project team's available time and resources?
- Are there specific experiences, expertise, or community perspectives needed at this decision point?

- What is the best way to present materials and questions to reach that audience?
- How can we meet people where they are — given their comfort level, availability, physical location, and access to technology?
- What existing community events or gatherings can we align with to leverage participation?

Each engagement activity is also assigned an expected level of participation using the IAP2 Spectrum of Public Participation. Not every activity is intended to reach the highest level of participation. Different activities serve different purposes, and multiple levels of engagement will be used throughout the project.

- **Inform:** Share information about the project, process, and decisions.
- **Consult:** Seek feedback on ideas, options, and decisions.
- **Involve:** Engage community members throughout the process to reflect their perspectives.
- **Collaborate:** Partner with stakeholders to develop solutions and make recommendations together.

For all engagement activities, the project team will work to reduce barriers to participation by considering language needs, digital access, disability accommodations, and other accessibility needs. Interpretation and translation services will be provided as appropriate and within available project resources.

Tactics	Purpose	Engagement Level	Target Audiences	Timing
Project Webpage	Ongoing source of project information, documents, and engagement opportunities, including meeting materials, minutes, survey links, and virtual open house.	Inform	Any	Project launch; ongoing
Staff Contact	Respond to people who call, email, or visit City Hall to talk about the project or provide input.	Inform	Any	Ongoing
E-Updates / Project Newsletter	Provide periodic updates to those who have expressed interest, including project webpage subscribers. Announce key milestones and engagement opportunities.	Inform	Any; focus on community, partner organizations	Periodically
Social Media Updates/Graphics	Promote engagement opportunities and key milestones through shareable digital content. Available in English and Spanish.	Inform	Any; focus on community	Phase 1 and Phase 2; As needed

Tactics	Purpose	Engagement Level	Target Audiences	Timing
Fact Sheets	Share key project information in an accessible format (digital and printed). Available in English and Spanish. Can be used at tabling events and distributed through partner organizations.	Inform	Community	Phase 1 and Phase 2
Printed Flyers	Distribute project information at grocery stores, laundromats, transit stops, libraries, and other community locations to reach people without reliable internet access. Available in English and Spanish.	Inform	Community; underserved populations	Phases 1 and 2
Yard Signs	Build project visibility in the community and direct people to the project webpage.	Inform	Community	Phase 1
Community Survey	Gather broad input on existing conditions, barriers, gaps, and priorities for active transportation. Available in English and Spanish with interactive map.	Consult	Any; focus on community, community service organizations	Phase 1
Virtual Open House / StoryMap	Share back what was learned in Phase 1 and gather input on draft recommendations and strategies. Mobile-friendly, available in English and Spanish.	Inform, Consult	Any; focus on community	Phase 2
Pop-Up Events (up to 10 total)	Reach community members in everyday, convenient locations to raise project awareness and gather input. Strategically located to reach underserved populations and non-traditional participants.	Inform, Consult	Any; emphasis on underserved populations, community	Phases 1 and 2
Community Walk or Bike Ride	Organized field event along key corridors to gather on-the-ground observations and participant feedback. Format tailored to the intended audience.	Consult, Involve	Community service organizations, underserved populations, community	Phase 2
Community-Driven Outreach (interviews, roundtables,	In-depth conversations with community-based organizations and trusted partners to understand lived	Consult, Involve	Community service organizations; underserved	Phases 1 and 2

Tactics	Purpose	Engagement Level	Target Audiences	Timing
focus groups, partner meetings)	experiences of barriers, needs, and priorities. Tailored to each audience; interpretation provided as needed.		populations; housing and economic interests	
Listening Sessions with specific groups that may not engage with existing efforts (contingency)	Small-group sessions (up to 6 sessions, up to 10 attendees each) to hold space for honest, in-depth dialogue. May be in-person or virtual.	Consult, Involve	Underserved populations; community service organizations	As needed
Direct mailers & Paid Advertising (contingency)	Targeted social media ads, newspaper print ads, and direct mailers to increase participation in engagement activities.	Inform	Community	As needed
Technical Advisory Committee Meetings	Share technical findings and gather expert input from agency partners. Consultant facilitates; agendas and minutes provided.	Consult, Collaborate	Technical Advisory Committee members (agency and technical partners)	5 meetings across Phases 1 and 2
Community Advisory Committee Meetings	Review and provide feedback on deliverables and draft recommendations. Consultant facilitates; agendas and minutes provided.	Consult, Involve	Community Advisory Committee / Bicycle and Pedestrian Advisory Committee members	5 meetings across Phases 1 and 2
Planning Commission / City Council Work Sessions	Share community input and draft materials; seek elected and appointed officials' guidance on key decisions.	Collaborate	Springfield Planning Commission, Springfield City Council	Periodically
Public Hearings	Formal opportunity to provide testimony and observe proceedings on the draft Walk & Roll Springfield plan and implementing measures.	Consult (community); Empower (decision-makers)	Community	Adoption process

Accountability: Reporting Back to the Community

Meaningful engagement requires more than collecting input — it requires closing the loop with community members to demonstrate that their participation mattered. Walk & Roll Springfield will maintain a systematic commitment to reporting back to the community throughout the project, not just at adoption.

The project team will use the following practices to demonstrate accountability throughout the project:

Summaries of What We Heard

Following each major round of engagement — including the community survey, virtual open house, pop-up events, community walk or bike ride, and community-driven outreach — the project team will prepare a summary of what was heard. These summaries will:

- Document participation levels and the diversity of voices reached, including any gaps in representation.
- Identify the key themes, concerns, and priorities expressed by community members.
- Be written in plain language and made available on the project webpage in English and Spanish.
- Be shared with the Community Advisory Committee, Technical Advisory Committee, Planning Commission, and City Council at appropriate project milestones.

How Input Was Used

At each major project milestone, the project team will clearly communicate how community input influenced plan decisions. This will include:

- Explaining which recommendations, priorities, or policies were directly shaped by what the community told us.
- Identifying where community input confirmed the direction the project was already heading.
- Being transparent when input was considered but did not change a decision, and explaining why — for example, because of State planning rule requirements, technical constraints, or resource limitations.
- Sharing this information through the project webpage, at Community Advisory Committee and Technical Advisory Committee meetings, and in community presentations.

Engagement Summaries

The project team will prepare two formal Engagement Summaries — one at the conclusion of Phase 1 and one at the conclusion of Phase 2 — that document the full arc of community engagement for that phase. Each summary will include:

- A description of all engagement activities conducted and participation levels.
- An assessment of whether outreach effectively reached underserved populations and people of all ages and abilities.
- A synthesis of key themes from community input and how those themes shaped plan development.
- A summary of how the project team adjusted its engagement approach based on what was and was not working.

A final combined Engagement Summary covering both phases will be prepared at project completion and submitted alongside the Final Walk & Roll Springfield: Active Transportation Plan.

Title VI Compliance and Equity Analysis

Walk & Roll Springfield will comply with Title VI of the Civil Rights Act of 1964 and Oregon's Transportation Planning Rule requirements for equitable engagement, including Oregon Administrative Rules 660-012-0120 (Transportation System Planning Engagement), 660-012-0125 (Underserved Populations), 660-012-0130 (Decision-Making with Underserved Populations), and 660-012-0135 (Equity Analysis).

Title VI Assessment Report

The consultant will prepare a Title VI Assessment Report analyzing census and demographic data to document the numbers and locations of protected populations within the Springfield Urban Growth Boundary (Study Area). The report will map Title VI populations to identify the City's active transportation needs and help ensure future projects avoid undue adverse impacts on protected communities. The Title VI Assessment will be completed concurrently with this Community Engagement Plan to inform outreach tactics, target geographies, and process metrics from the start of the project.

Equity Analysis

The project process will comply with Oregon Administrative Rule 660-012-0135 Equity Analysis requirements. The project team will:

- Develop decision-making criteria that recognize and work to reduce historic and current inequities in access to active transportation infrastructure.
- Consider the effect of plan development on underserved populations at each major decision point.
- Ensure that underserved populations are informed about key choices incorporated into the planning process.
- Provide meaningful opportunities for underserved populations to shape the planning process and its outcomes.
- Seek to provide underserved populations with an equitable share of input, to the extent possible.

Measures of Success

The project team will evaluate the effectiveness of community engagement throughout the project and upon completion. Assessment will happen at key project milestones so that approaches can be adjusted as needed. To assess engagement efforts, the project team will consider:

- Number of project webpage visits during specific engagement periods.
- Number of subscribers to project e-updates and level of engagement with those updates (open rates, click-throughs).
- Number of survey respondents and how well respondents represent the diversity of the Springfield community.

- Number of pop-up events, community-driven outreach interactions, and listening sessions conducted.
- Number of participants at community meetings and advisory committee meetings, relative to outreach effort.
- Number of community members who comment on the project through all channels (phone, email, comment cards, online).
- Engagement numbers for project posts from the City’s social media platforms.
- Whether comments received are relevant to the project and reflect a genuine understanding of what is being asked.
- Whether and to what extent the project team engaged with individuals from, or representatives of, underserved populations and populations of all ages and abilities as required by Oregon's Transportation Planning Rules.
- How plan deliverables and decisions changed in response to community input — and how that was communicated back to the community.
- Whether engagement summaries clearly document participation, key themes, and the relationship between community input and plan decisions.