



Public Participation Plan

1. Purpose

Main Street Rochester is an effort to address SR 12's dual role as a regional highway and as Rochester's Main Street. This project has developed in response to requests from Rochester area residents to address safety and mobility concerns, infrastructure needs, and improve the economic vitality of the corridor while strengthening Rochester's identity. The goal of this public participation plan is to:

- Promote greater awareness and understanding of US 12's role as Rochester's Main Street
- Identify community needs in relation to transportation, safety, and mobility; infrastructure investments; economic vitality; and placemaking
- Actively engage diverse sectors of the community in meaningful discussion
- Generate ideas and support for investment strategies
- Prioritize potential projects based on community needs
- Support local initiatives to promote main street investment and development

2. Project Stakeholders and Roles

Project Team and Partners

The project team will be made up of TRPC and County staff. TRPC will be responsible for the overall project and its management, including:

- Public engagement
- Reporting and drafting
- Consultant management

Thurston County is the sponsor of this project, and County staff will be responsible for providing direction, technical data, and project visualizations. Thurston County will also be undertaking a review and update

of the Rochester Subarea Plan, and the Main Street Rochester project will be incorporated into that update.

Washington State Department of Transportation (WSDOT) staff are project partners, and will be involved in implementing any improvements to US 12.

Community Focus Group

The community focus group will assist the project team throughout the project's life to ensure the community's interests and needs are identified and incorporated into planning efforts. Areas of focus include identifying safety and mobility issues, ways to improve the economic vitality of the corridor, and ways to strengthen Rochester's identity through placemaking. The community focus group will be made up of various individuals and organizations that live or operate in the Rochester area. Potential focus group members include but are not limited to:

- ROOF Community Services
- Rochester School District
- Boys and Girls Club
- Chamber of Commerce
- Students and residents
- Confederated Tribes of the Chehalis Reservation
- Small and large business owners

Technical Workgroup

The technical workgroup will provide input on the technical aspects of the project and offer recommendations to the project team. Areas of focus include improving safety and mobility and infrastructure needs. Potential workgroup members include but are not limited to:

- Thurston County Public Health, Thurston Thrives
- Thurston County Resource Stewardship
- Thurston County Planning
- Thurston County Public Works
- Washington State Department of Transportation (WSDOT)

Technical Consultant

The technical consultant will be responsible for providing preliminary layout plans and estimates for high priority infrastructure improvements identified in the action plan.

Thurston Economic Development Council

Thurston Economic Development Council (EDC) will provide input on the economic development aspects of the project. The EDC will administer the business survey.

The Public

The public is any and all who are interested in Main Street Rochester including area residents, visitors, businesses, etc. The public will provide input and feedback during public workshops and acts in concert with the community focus group to ensure the community's interests and needs are reflected in the project.

3. Outreach Tools and Strategy

This public participation plan recognizes the need for continuous public involvement throughout the project's life cycle. The project team will use five tools to reach out to the public and Main Street Rochester stakeholders.

Surveys

- **Business Survey.** The business survey will be administered through a contract with the Economic Development Council (EDC). The purpose of the business survey will be to ensure businesses along the US 12 corridor in Rochester can provide information specific to the business community, including access, barriers to growth, community needs, etc. The survey will be administered door-to-door so that as many businesses as possible can be contacted and individual concerns related to the project can be heard. The intent is to incorporate feedback from the business survey into the project.
- **School Survey.** The school survey will be administered by TRPC. The purpose of the school survey is to identify concerns students and parents have about getting to Rochester Middle School and HEART High School, both of which are located on US 12 in the study area. The survey will help identify opportunities for improving student safety and mobility.
- **Community Survey.** The community survey will be administered by TRPC. The purpose of the community survey is to help identify the issues that make it difficult for US 12 to function as Rochester's Main Street. The survey will focus on transportation, safety, and mobility; economic vitality; and placemaking.

Online Presence

TRPC will host a webpage for the project duration where information and updates on the project will be posted. TRPC will also work with the various stakeholders and its partners to use online platforms (such as Facebook) to communicate with community members about meetings and opportunities to comment/provide feedback.

Thurston County Briefings

- **Board of County Commissioners Briefings.** During each phase of the project the project team will provide the Thurston County Board project updates. These updates are intended to inform policymakers of the project's progress and answer any questions they may have.
- **Planning Commission Briefings.** Periodic project updates will also be provided to the Thurston County Planning Commission. These updates are intended to inform the Planning Commission of the project's progress, and highlight any issues concerning planning regulations.

Public Workshops

During each phase of the project, a public workshop will be held in Rochester. The workshops are intended to gather information from community members and to update the community on the project's status.

- **Public Workshop 1.** The purpose of this workshop is to gather information on the current conditions in Rochester. The public will help the project team identify things that hinder

businesses from being successful, make moving around/through the US 12 main street core difficult, safety concerns, etc. The public will also help the project team understand what the community values most about the main street core, the businesses, and their vision for how the community develops.

- **Public Workshop 2.** The purpose of this workshop is to check in with the community as the project team develops an action plan. The public will help the project team identify priority projects for improving US Highway 12's function as a Main Street.
- **Public Workshop 3.** The purpose of the final workshop is to serve as a public open house and let the community know where (and how) the project comes to a close. Information on the consultant's preliminary planning estimates for priority projects and any proposed changes to the County's development regulations will also be shared. The project team will identify next steps for any future efforts building on Main Street Rochester.

Translation Services

The Rochester area has a Hispanic population where translating outreach materials into Spanish may be helpful in reaching out to underrepresented segments of the community. TRPC will work with partners to identify translation needs; if necessary, surveys and other outreach materials will be translated into Spanish.