

COMMUNITY CONVERSATIONS PRELIMINARY RESULTS

COVER LETTER

March 31, 2021

This Community Conversations overview provides a summary of engagement activities and preliminary findings from the Interstate Bridge Replacement (IBR) program's targeted community engagement period held from February through mid-March of 2021. During this timeframe, the IBR program engaged with the community in multiple ways to seek feedback to inform the program Purpose & Need and community Vision and Values. These key elements are part of the environmental review process and set the foundation for analyzing design options that will lead to the identification of a preferred alternative.

A thorough review of comments received is underway and will be included in a Community Engagement Report anticipated to be available mid-April 2021 via the IBR website (www.interstatebridge.org).

The following slides are intended to summarize the highlights of these community engagement efforts and initial review of feedback received from all avenues of outreach while the full report is being prepared. These slides include:

- an overview of recent engagement activities
- a summary of the outreach tactics used to seek broad representative feedback from the community
- a summary of feedback from the Equity Advisory Group and Community Advisory Group members on the Purpose and Need and community Vision and Values
- preliminary findings based on community feedback



Community Conversations

Purpose and Need, Vision and Values

Initial Engagement Summary

Preliminary Survey Findings

February - March 2021

Engagement + Outreach

The Interstate Bridge Replacement program engaged with the community in multiple ways to seek feedback to inform the program Purpose and Need and community Vision and Values.

- ▶ **Online Open House**
- ▶ **Interactive Survey**
- ▶ **Community Briefing Events**
- ▶ **Program Website**
- ▶ **Social Media**
 - Instagram
 - Facebook
 - Twitter
 - YouTube
- ▶ **Direct Stakeholder Engagement**
 - Organization Outreach
 - Multicultural Outreach
 - Public Comments
- ▶ **Advisory Group Input**
 - Executive Steering Group
 - Equity Advisory Group
 - Community Advisory Group
- ▶ **Listening Sessions**
 - Communities of Concern
 - Youth (ages 16 - 24)

Outreach Tactics

A variety of outreach tactics were used to connect with the community and promote the numerous ways to engage and provide feedback, including:

- ▶ **Social media** (Facebook) paid advertising and banners in seven languages
- ▶ Over 50,000 **direct mail postcards** sent to residents
- ▶ 7 advertisements in **print newspapers**
- ▶ 7 advertisements in **online newspapers and e-newsletters**
- ▶ Three-week long **digital campaign** in Columbian and Oregonian/OregonLive
- ▶ 2 **radio advertisements**, one in Spanish
- ▶ 1 **e-news alert**, 2 **e-newsletters** to over 7,000 subscribers
- ▶ Outreach to 331 **community-based organizations**
- ▶ Direct **telephone** outreach to individuals and organizations



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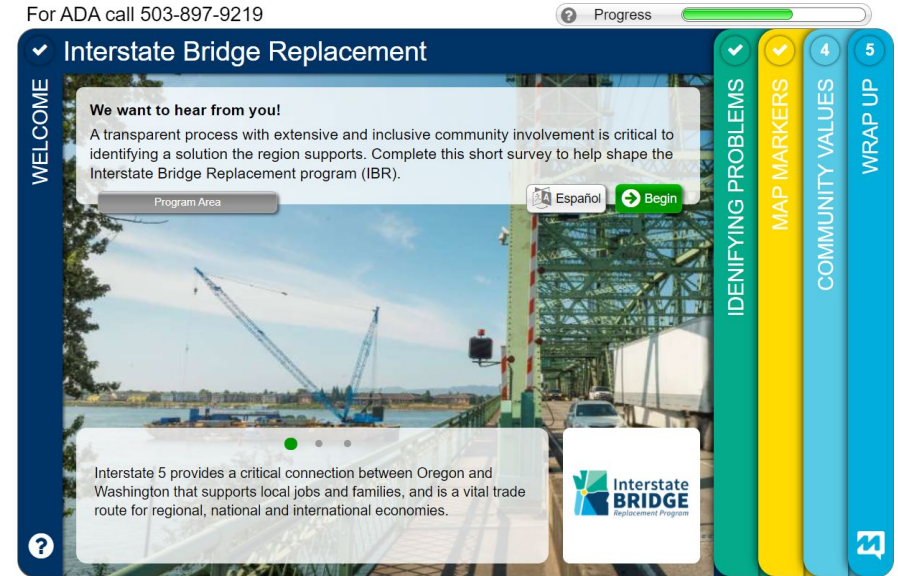


Interactive Survey

February 16 – March 1

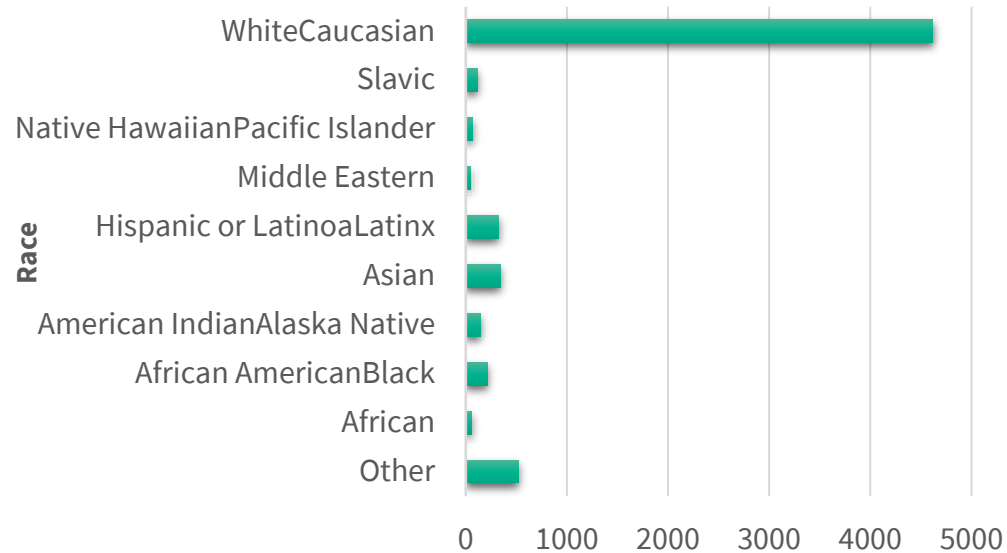
Interactive Survey Participation

- ▶ **9,155** total survey participants
 - 78 Spanish survey participants
 - 58 Vietnamese survey participants
- ▶ **14,470** total comments received
 - 374 Spanish comments
 - 234 Vietnamese comments
- ▶ This survey is an opt-in survey that provides a window into a broad variety of perspectives from around the region.
- ▶ This survey is not...
 - Reflective of open-ended survey comments
 - Statistically significant within a margin of error
 - Demographically representative of the program area (race, ethnicity, income)
 - Inclusive of extensive input from the houseless community or those members of the community without internet access

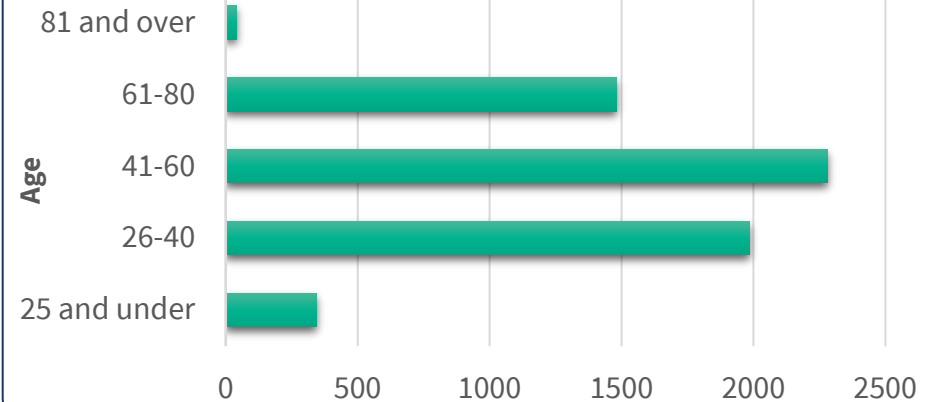


Participation Demographics: Age, Race, Income

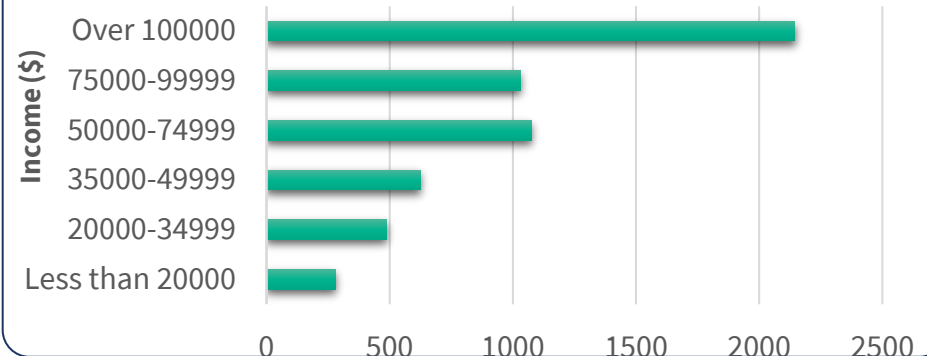
How would you describe your race?



What is your age?



What is your household income?

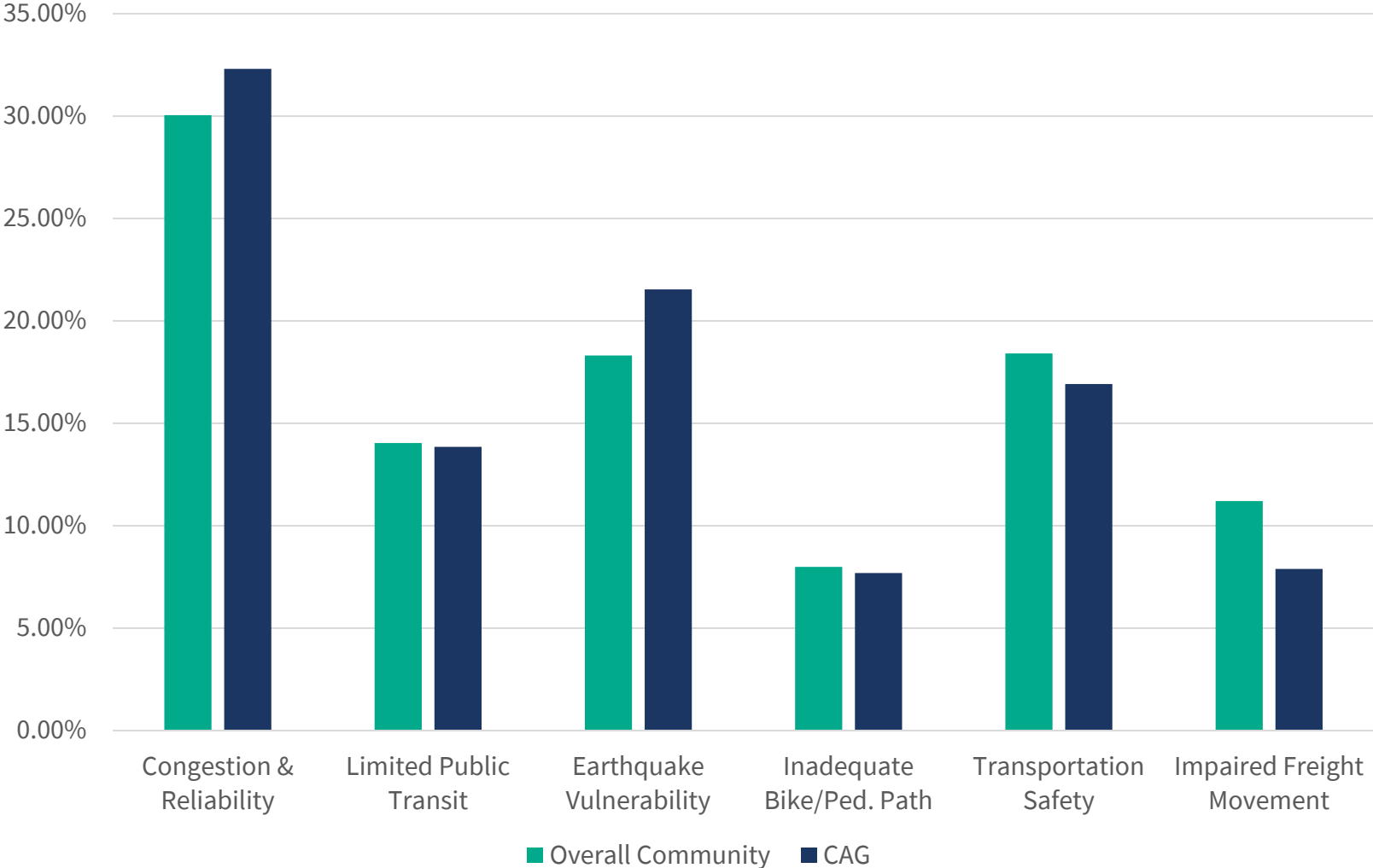


TOTAL PARTICIPANTS: 9,291

- Age - 6,128 participants
- Race - 6,442 respondents
- Income - 5,641 respondents

Transportation Problems Priority Ranking

Survey participants were asked to rank the top three transportation problems they experience with the Interstate Bridge. They were also allowed to select “other” and provide a write-in a response. Given the differences in the scale of responses this chart reflects input converted to percentage for each group.



Community Value Priorities

Survey participants were asked to identify opportunities and benefits for our community and share values most important to them. They were asked to select the top three priorities within each of these identified values: equity, environment, safety / reliability, cost / funding, transit / multimodal, economy / community.

▶ Value: Commitment to Equity

- A strong focus on transportation for low-income travelers, people with disabilities and non-drivers
- Minimizing impacts on neighboring communities

▶ Value: Environment

- Protect fish, wildlife and associated habitats
- Protect water quality

▶ Value: Safety and Reliability

- Less time sitting in traffic (vehicle or transit)
- Make sure the bridge is earthquake-ready

▶ Value: Cost and Funding

- Utilize previous planning work to maximize past investments and support efficient decision making
- Limit funding options (such as tolling) that will directly impact users

▶ Value: Transit and Multimodal

- Extend LRT across the bridge
- Provide public transit options that are direct routes between Portland and Vancouver/Clark County

▶ Value: Economy and Community

- Prioritize future generations transportation needs and priorities
- Support the efficient movement of goods/services along the coast



Direct Stakeholder Outreach

February 1 – March 19

Outreach

▶ Community Organizations

- **331 organizations** contacted via email
- **66 phone calls and emails** to follow-up (ongoing)

▶ Multicultural Liaisons

- Liaisons engaged with community members in **8 different languages**
- **More than 300 surveys** completed through phone calls, translated social media, and translated paper materials

▶ Social Media Engagement

- Encouraging others to take the survey through sharing and in comments
- Questions regarding program cost and funding sources
- Strong support for high-capacity transit mode as part of program

▶ Public Comments

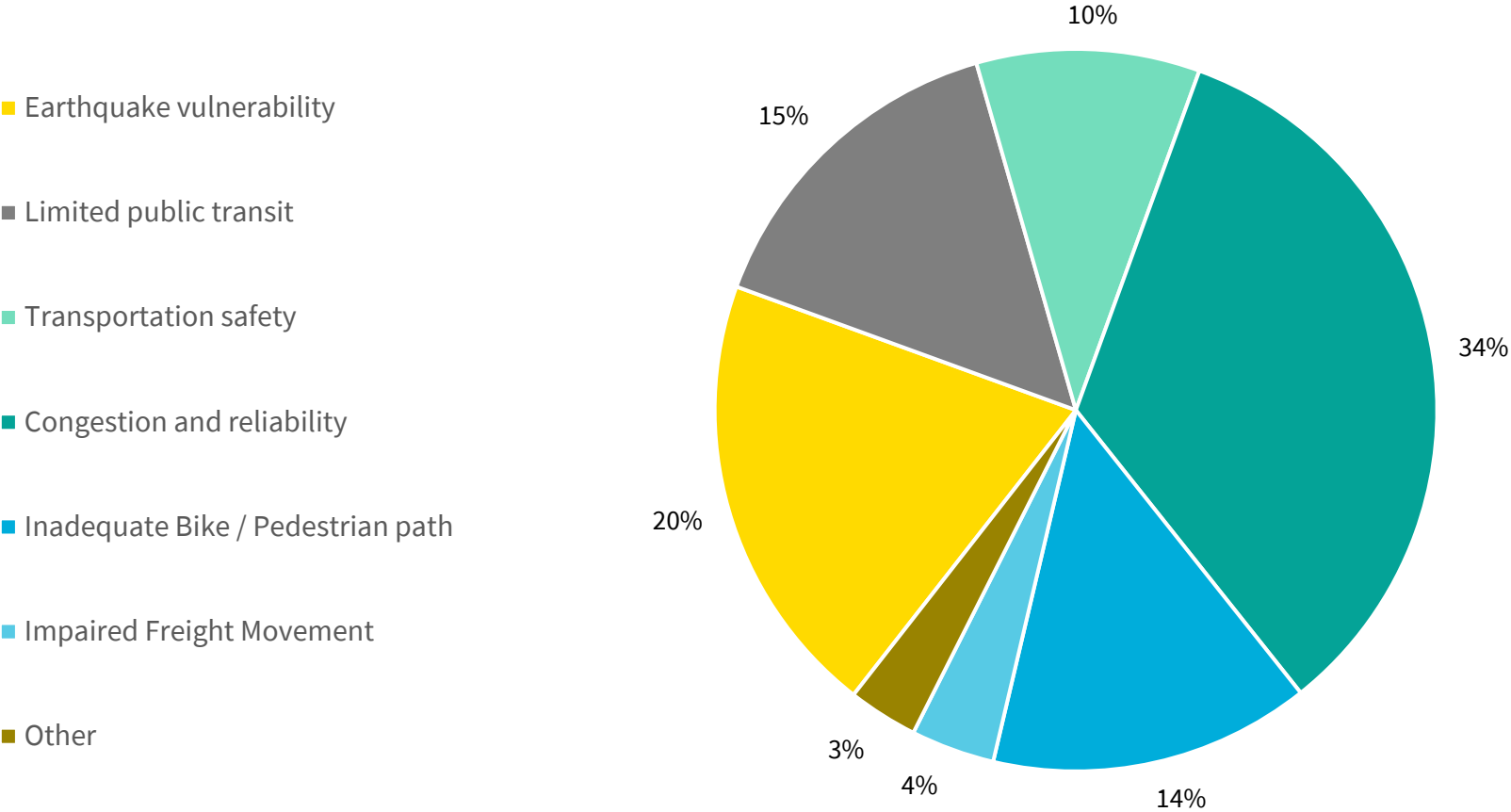
- **146** total comments received from February 1 to March 1 (email, website form, online open house form)

Community Briefing Events

195 TOTAL LIVE PARTICIPANTS

The program hosted four community briefing events in February 2021, three of these events were in English and one was hosted in Spanish. These events included the opportunity for live audience participation with opportunities to provide feedback to specific questions.

Q: What are the problems you experience with the Interstate Bridge?



Listening Sessions

The program hosted four listening sessions with the community. The format of these sessions included a brief program overview with the majority of the time spent seeking input to questions such as:

- Why are you interested in the program?
- What are important priorities that should be considered?
- What problems do you experience?
- What community values are most important to help identify a solution?

► Elevating the Voices of Equity

- **Audience:** Communities of color, people experiencing poverty, people with disabilities, and people with limited English proficiency who have historically been marginalized
- March 11 at 5:30 pm and March 11 at 7:00 pm

► Youth

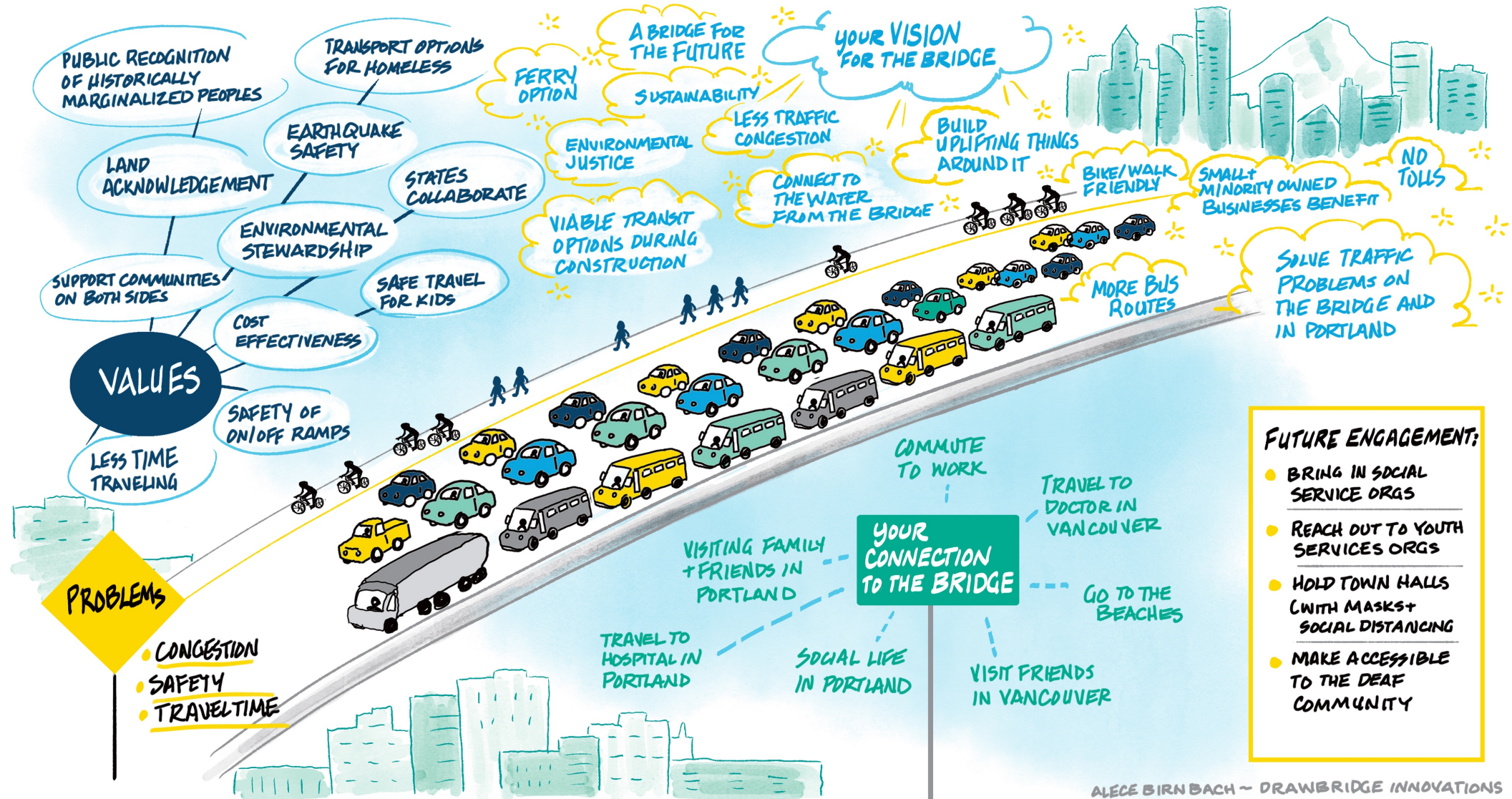
- **Audience:** Ages 16 – 25
- March 15 at 4:00 pm and March 15 at 6:00 pm

*This graphic reflects the conversations heard during two listening sessions with communities of concern held on March 11, 2021 and are not representative of future solutions

MARCH 11 • 2021



ELEVATING THE VOICES OF EQUITY

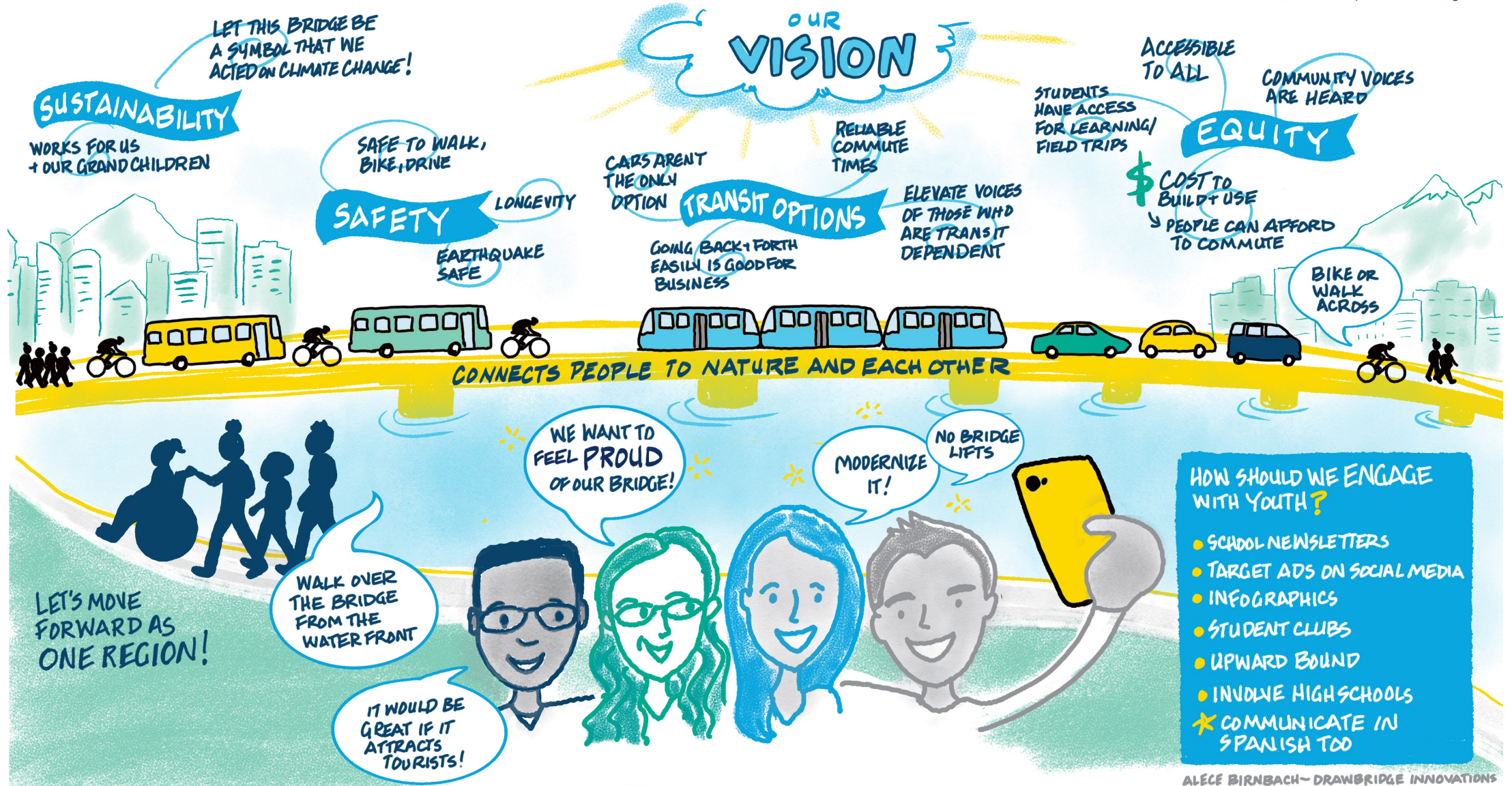


**This graphic reflects the conversations heard during two listening sessions with Youth (16 – 25) held on March 15, 2021 and are not representative of future solutions*

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YOUTH LISTENING SESSION



We are listening. Preliminary findings.

▶ Purpose & Need

- Widespread agreement the previously identified problems still exist today, with the following consistently identified as the highest concerns:
 1. *Congestion + reliability*
 2. *Earthquake vulnerability*
 3. *Addressing safety concerns*
- Additional priorities identified for consideration:
 - *Considerations of greenhouse gases, the climate and environment*
 - *Commitment to equity, underrepresented and underserved communities*

▶ Vision & Values

- Ensuring the bridge is safe
- Working together as a region
- Ensuring accessibility and easy transit options
- Creating an iconic and cost-effective bridge
- Remembering and sharing our regional history
- Building a modern bridge for the next 100 years
- All modes can exist safely together on the bridge

▶ Bridge Design

- Majority of comments focused on solutions such as bridge design, transit mode choice, and ideas for improving highway and interchange configurations, bicycle and pedestrian paths, and freight mobility
- This feedback will be valuable as the program advances into the alternatives development stage

▶ Community Engagement

- Provide opportunities for meaningful engagement and voices to be heard
- More virtual or in-person events
- Utilize surveys to seek feedback
- Work with community-based organizations to get the word out
- Recognize surveys and events may not be effective in reaching the houseless community or underrepresented populations

These findings are intended to summarize highlights based on initial review of feedback received from all avenues of outreach – more thorough review of comments received is underway

Equity Advisory Group

February 15 & March 8

Equity Advisory Group (EAG)

Themes:

- ▶ Do not further harm communities who have been historically victimized in the corridor
- ▶ Focus on access to opportunities both created directly by the program (e.g. contracts and construction jobs) and resulting from the program's improvements (e.g. transit access to jobs)
- ▶ Collaborate with and empower diverse communities throughout the course of the program
- ▶ Always consider affordability and impacts on those with low income

*This graphic reflects the conversations heard during the Equity Advisory Group held on March 8, 2021 and are not representative of future solutions

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EQUITY ADVISORY GROUP MEETING



Community Advisory Group

February 24 & March 10

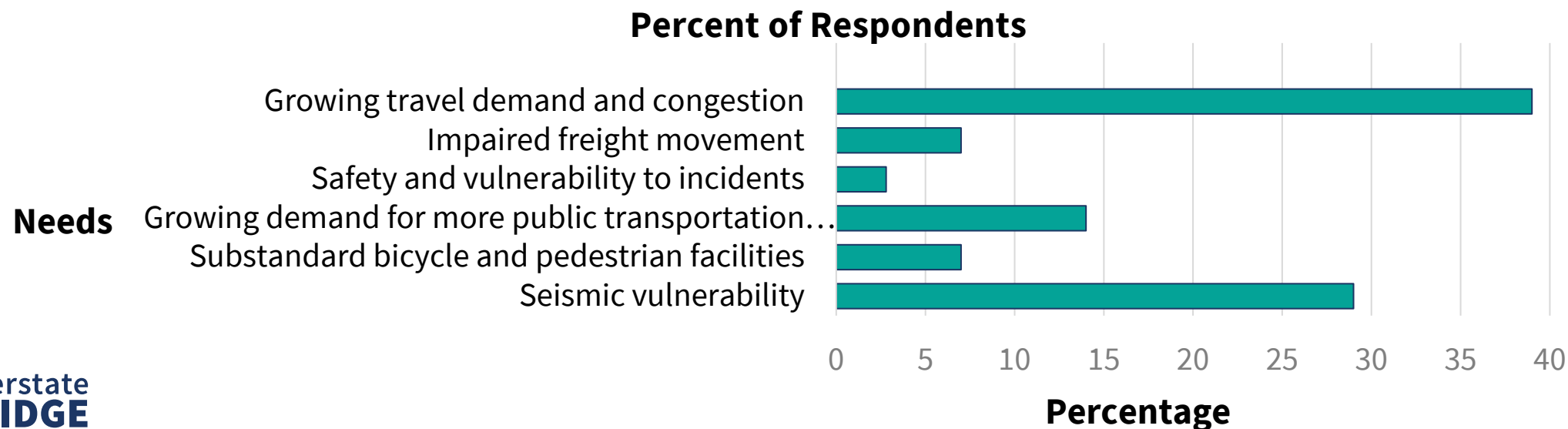
Community Advisory Group (CAG)

Themes on Purpose & Need + Vision & Values work session from CAG meeting on 2/24:

- ▶ Growing travel demand and congestion is the problem the program most needs to address
- ▶ Emphasis on designing a program that meets future community needs
- ▶ Seismic vulnerability is the second most critical problem in the program area

“The best bridge is the bridge that gets built”

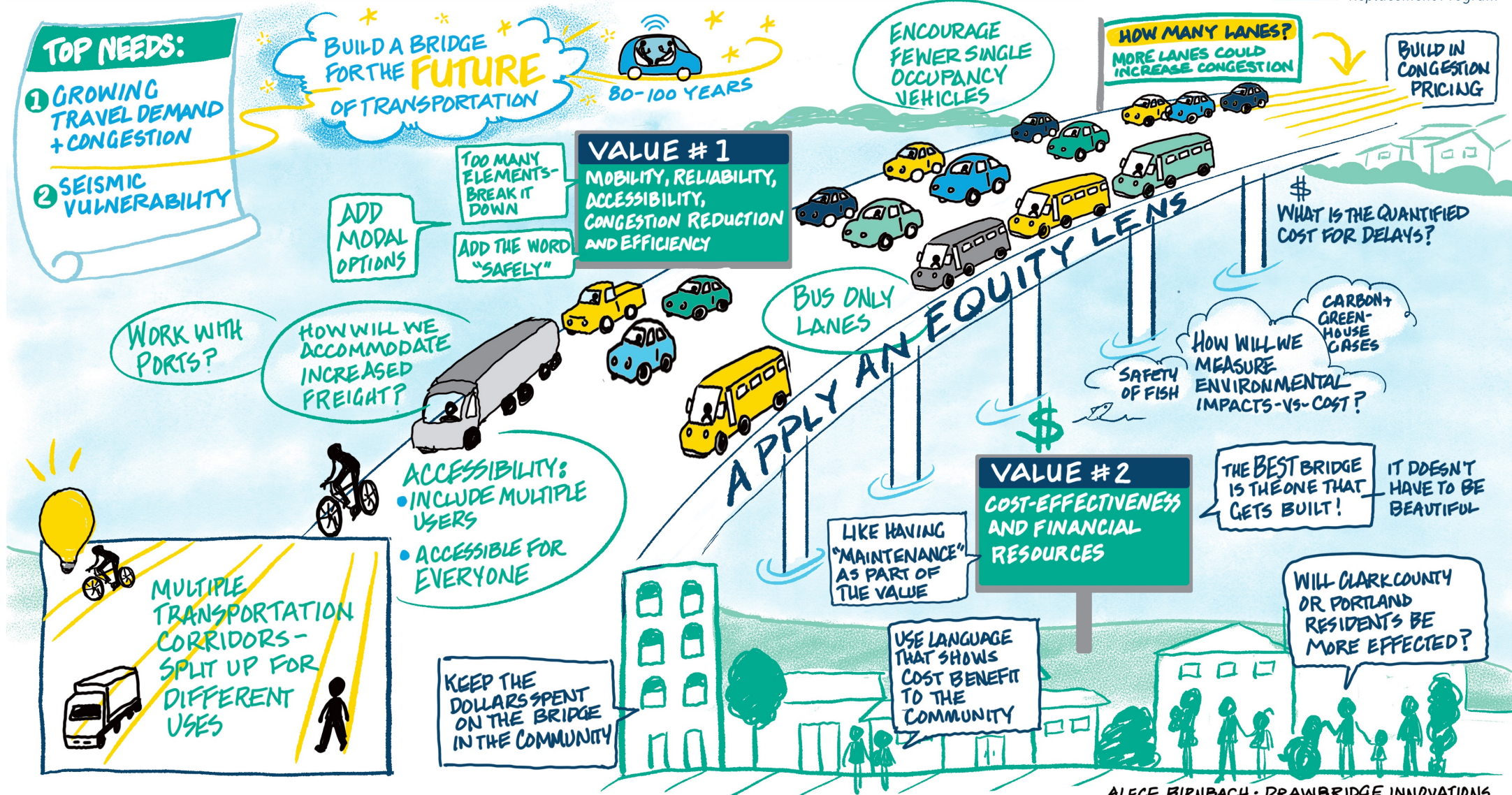
Sam Kim, Community Advisory Group Member



**This graphic reflects the conversation heard during the Community Advisory Group held on February 24, 2021 and are not representative of future solutions*

FEBRUARY 24, 2021

COMMUNITY ADVISORY GROUP MEETING



Community Advisory Group (CAG)

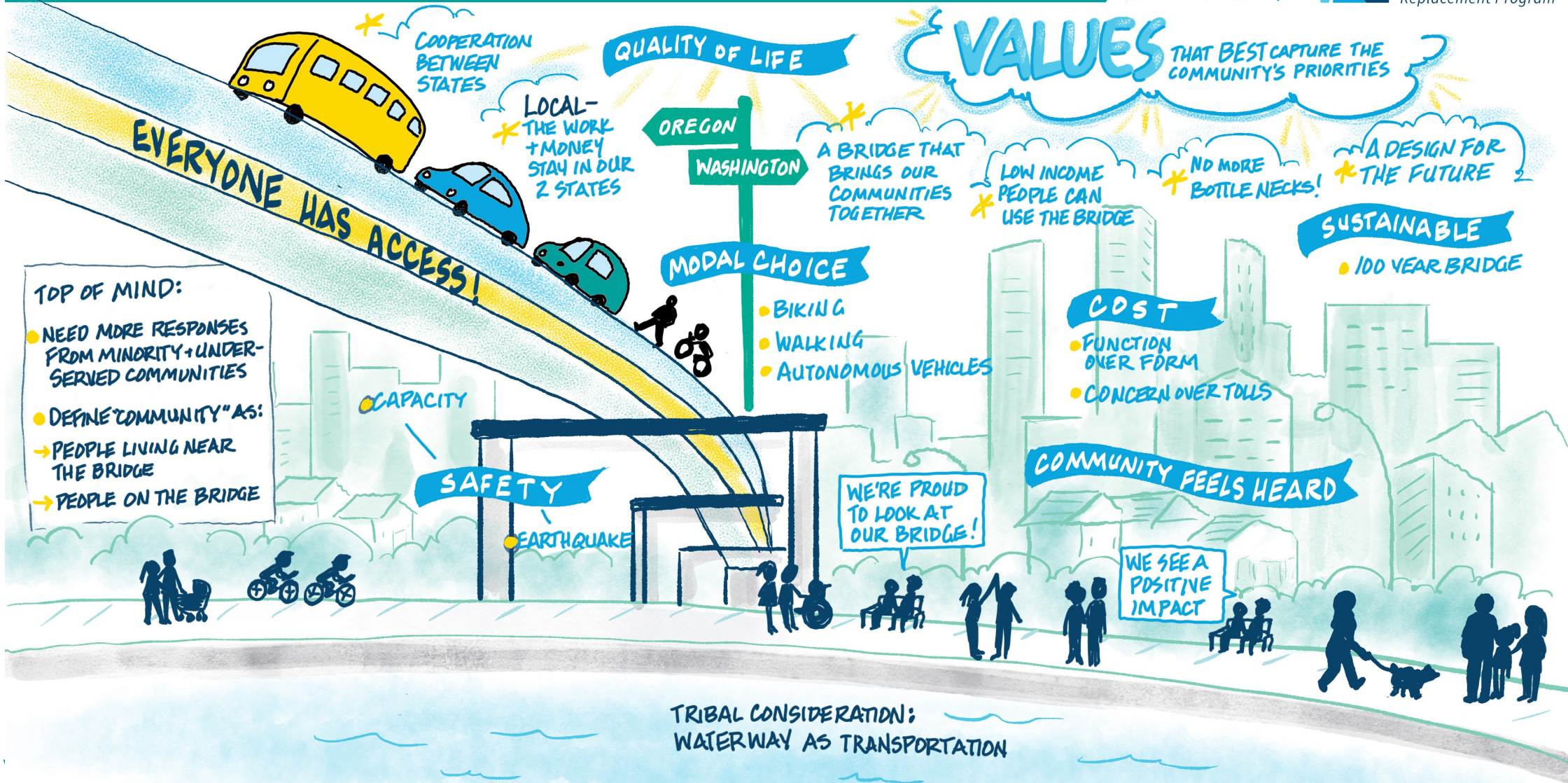
Summary of ranked priority values from March 10 breakout session:

- ▶ 1. Safety
- ▶ 2. Community Voice
 - Community wants to see where their impact is being made
 - Be heard, kept up to date, equity, quality of life for communities on both sides of bridge
- ▶ 3. Mobility, Travel Reliability, Congestion
- ▶ 4. Cost
 - Now and in the future
 - Effective spending, spending responsibly (bi-state cooperation)
- ▶ 5. Multi-Modal
- ▶ 6. Accessibility
 - Work, cultural sights, entertainment, pedestrian
- ▶ 7. Sustainability
 - Through the life-cycle of the bridge, maintenance and repair

*This graphic reflects the conversation heard during the Community Advisory Group held on March 10, 2021 and are not representative of future solutions

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COMMUNITY ADVISORY GROUP MEETING



Next Steps

▶ March / April

- Continue reviewing and synthesizing open-ended responses
- Community Engagement Report - mid-April
 - *Summary of feedback received through various forms of outreach*
- Continued community outreach (ongoing)
 - *Neighborhood Associations*
 - *Community Based Organizations*
 - *Listening Sessions*

▶ Summer 2021

- Begin working with stakeholders to identify possible design options
- Targeted community engagement opportunities